

**Country:** Italy

**Info:** Total population 58,500,000 – Internet population 19,900,000 - % of population 34%

## Introduction

### Background

- No. 1 ISP and Portal in Italy
- Online Advertising Sales via Bread & Butter
- Leading internet community in Italy
- Largest Email Provider
- Libero Video channel among the first video channels in Italy

### General Info

- Part of Wind Telecomunicazioni SpA Group
- Integration of telephone services



### Key Metrics

- **Reach:** 9.3 million unique users; 47% Reach (net users) per month (source: Netratings 01/2007)
- **Page impressions:** 1.1 billion per month
- **Socio-demographics:** Gender: 64% men / 36% women; age: Under 18: 6%, 18 to 34: 44%, 35 to 49: 30%, over 50: 20%; high Income: 13%

### Advertising Metrics

**Ad formats:** Background 760x100 + 1x1000, Square 250x250, Super 8500x300 (Libero HP mouse over action), Dominator 500x300, Pop-Under 250x250, Overlay 400x400

**Channels:** Community, Mail, Search, Adsl Internet, Video & Fun, Automotive, Travel, Woman, News area, Finance, Sport and Cinema.

**Special:** Targeted Email Marketing

### Benefits / USP

- Sales policy based on net contacts/unique visitors on Libero HP and WebMail
- Opportunity to be the only advertiser in certain areas of the Portal

### Links:

<http://www.libero.it>; <http://breadandbutter.libero.it/>