



THE NEW *SORRISI.COM* NOW ONLINE

**A completely redesigned digital system
with live news, TV guide, backstage videos and exclusive interviews and images**

Segrate, 2 February 2015 - TV Sorrisi e Canzoni, a few days ahead of the start of the Sanremo Festival, has launched **Sorrisi.com**, its new, even more interactive and complete digital system, dedicated to the world of entertainment.

“*Sorrisi* has always been a unique, exclusive and privileged point of entry into the world of TV, music and the cinema. And what better time for us, if not the week of the most anticipated event of the year for the Italian pop song, to launch our new web site,” underlined **Aldo Vitali**, editor of ***TV Sorrisi e Canzoni***. “The new **Sorrisi.com** will be a direct line between the leading protagonists of show business and our public: an innovative, reliable and exhaustive guide to keep up to date with the latest hot topics, previews and the most recent trends in the world of entertainment, as reëpresented by the artists themselves,” Vitali concluded.

With a completely new layout, **Sorrisi.com** is a fully-responsive site, with a high-impact, full-screen home page and more extensive images. It is arranged over three areas - **TV, music and cinema** – that guarantee complete coverage of all the principal show business categories, in addition to the exclusive “TV Guide” and the “On newsstands” feature, with highlights from the magazine world. It is an integrated multi-channel project that will be enhanced in the near future by an app that will be able to identify the user’s taste and highlight the best programmes, strengthening the brand’s leadership also in digital.

To mark the Sanremo Festival, the new **Sorrisi.com** will provide live coverage of the most important event of the year for Italian music, with **live news, exclusive interviews and images**, curiosities, previews and **backstage videos**. Plus, the new digital platform of *Tv Sorrisi e Canzoni* will enable users to interact and live their passion for the music of the Festival with an offer that, from the pages of the magazine will be reinforced in the digital world and on social media, where it already has a fan base of 195,000 likes on Facebook and 120,000 followers on Twitter.

Moreover, the established link between *TV Sorrisi e Canzoni* and the Italian Song Festival will be renewed once again this year with the most anticipated **cover** that features an **exclusive** photo of all the big stars in the competition. And, of course, there will be interviews with both the stars and the presenters of the event, previews of the words to the songs, and complete coverage from the stage of the Ariston Theatre, with backstage gossip and curiosities about the performers and the winners.

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