



Gruppo Editoriale L'Espresso Digital Selects Taboola As Strategic Partner To Dramatically Change The Way Italians Discover Content

Leading Italian media group to leverage Taboola's content discovery technology across all digital properties

NEW YORK, Apr. 23, 2014 – Gruppo Editoriale L'Espresso, a premier digital publishing group in Italy, is changing the way their audience discovers digital content with a strategic partnership with Taboola, a leading content discovery and distribution platform. Taboola's personalized and relevant content recommendations will first appear on Italy's leading online news website, Repubblica.it, before rolling out to all other Gruppo Editoriale L'Espresso digital properties. As part of the partnership, the companies will also join forces to bring content discovery to the Italian marketplace working with other national and local publishers.

"This partnership with Taboola is an extension of our commitment to bring the most interesting, high-quality, and valuable content to our audience," said Pier Paolo Cervi, general manager at Gruppo Editoriale L'Espresso Digital. "Taboola's technology is the most advanced, comprehensive solution on the market, and we are now better equipped to engage our audience as a result of this collaboration."

Taboola's content recommendation platform uses an algorithm based on several factors including a user's browsing history, contextual data, collaborative filtering, and social media trends to try to predict what content users may be interested in consuming next. Gruppo Editoriale L'Espresso plans to harness Taboola's technology to drive their audience to view more video content.

"Gruppo Editoriale L'Espresso is one of the most respected media publishers in the European market, and this is an exciting step in the execution of our international strategy," said Adam Singolda, founder and CEO of Taboola. "We're thrilled about this alliance and our mutual pledge to bring content discovery and deeper engagement with digital audiences to Italy."

About Taboola

Headquartered in New York City, with R&D in Israel and offices in London and Bangkok, Taboola is a leading content distribution and discovery platform. Taboola serves over 3 billion daily recommendations to over 300 million monthly visitors on the Web's most innovative publisher sites, including USA Today, The Huffington Post, Time, and The Weather Channel. Publishers, marketers, and agencies leverage Taboola to retain users on their sites, monetize their traffic, and distribute their content to drive high-quality audiences. Learn more at www.taboola.com and follow [@taboola](https://twitter.com/taboola) on Twitter.



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About Gruppo Espresso

Gruppo Espresso publishes the national daily newspaper [la Repubblica](#) and the weekly magazine [l'Espresso](#). Through its subsidiaries it also publishes 18 local daily newspapers, broadcasts three national radio stations (including Radio DeeJay) and has one TV network. L'Espresso also operates in the internet sector and collects advertising for the Group publications and also for some third-party publications. Chairman is Carlo De Benedetti and company's CEO is Monica Mondardini. The Espresso group has organized its activities into five business divisions: Publishing, Radio, Television, Advertising, and Digital. In 2013 the Espresso Group had revenues of 711.6 million euros, an EBITDA of 63.5 million euros and a net income of 3.7 million euros.

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