



Freemium

Changing the way of experiencing finance

freemiumplay.it

WHAT IS FREEMIUM

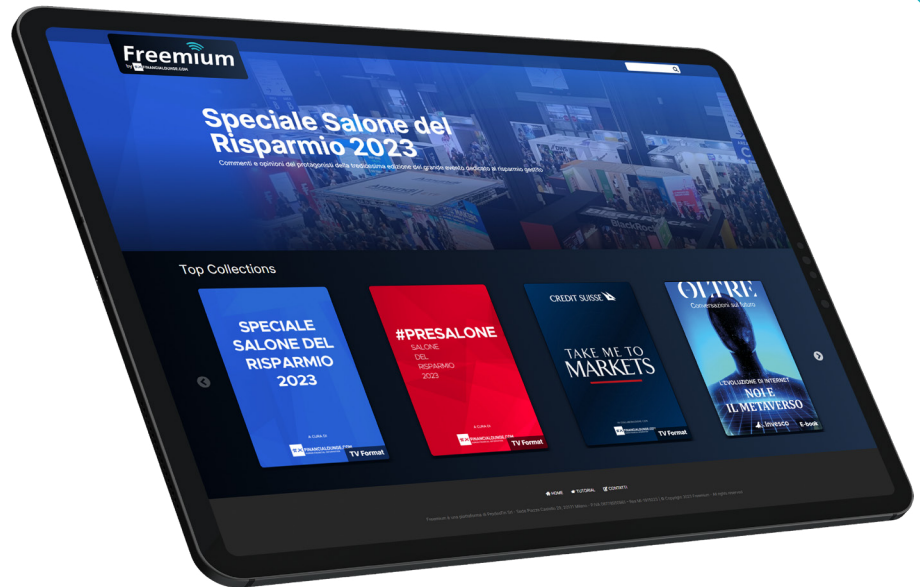


Freemium is the first financial multimedia platform that hosts top digital contents, born from **Financialounge.com** experience

The **multimedia content** bouquet is always available for free in an **Over-The-Top (OTT)** environment, bringing the most innovative television technology to the finance world and changing the idea that financial information must be boring, for the few and at a cost.

With Freemium it becomes engaging, for everyone and always **free of charge**

- TV Productions
- Video formats
- Podcasts
- E-books



BENEFITS FOR BRANDS ON FREEMIUM



AMPLIFICATION

Significant increase in reach for their multimedia contents



ENGAGEMENT

Reaching the target focus in an innovative and captivating approach



POSITIONING

Brand characterisation in a highly recognisable and appealing way

WHAT FREEMIUM OFFERS TO BRANDS



Enhancement of digital productions and **briefing** on content type and frequency to create an editorial plan



Production of new digital formats by Prodesfin



Creation of the dedicated page on Freemium with customised **graphic layout**

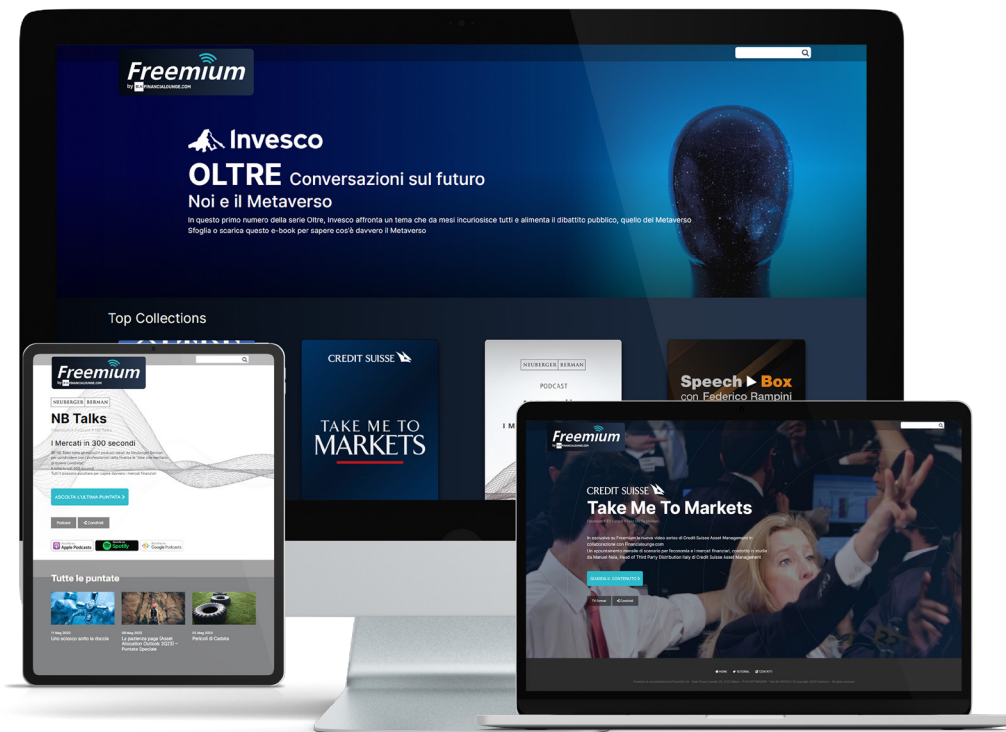


Design of **covers** for each production



Amplification through dedicated **adv campaign, newsletter** to profiled DB and on all **social media**

THE BEST PRODUCTIONS ON FREEMIUM



WHO WE ARE



Prodesfin is the first Italian Financial Crossmedia Factory, leader in high quality press and digital contents production for the whole **financial industry**

Many **professional teams** create everyday exclusive contents and innovative solutions

Prodesfin is also the publisher of **Financiallounge.com**, an online newspaper specialising in economic and financial information

crossmedia
creative
solutions.

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