



For your Viewing Pleasure...

3 Italia targets customers via screens big and small
By Teri Fittsell

ARE COUCH POTATOES about to become extinct? Since the mid-1900s, people have daily gathered in front of their TVs to watch their favourite programmes (see Then & Now on page 32). With the advent of remote controls in the 1980s, they no longer even have to leave the comfort of their couches to change channels, garnering this new breed the moniker of Couch Potatoes.

However, 3 Italia and other 3 companies around the world are changing all this with their mobile TV offerings. Couch Potatoes can now leave their couches, run errands or go about their daily activities – all without having to miss their broadcast entertainment.

La3, 3 Italia's in-home broadcast channel, was started in 2006, when the company bought the frequencies for broadcasting in dvb-h technology assembling existing channels and developing "home made" channels. The latest development utilises the satellite platform with Sky, so that La3 – the first Italian TV entirely dedicated to





interactive games – reaches its 4.5 million customer base.

Viewers can call, video call, text and even use webcams to get into La3's live shows, explained 3 Italia's Lara Grigatti. "There, they can answer quiz questions and win prizes. Over one year, La3 will award 11,000 prizes valued at a total of EUR1.1 million."

Aimed at a youthful audience, the games are hosted by 15 lively and energetic "3Jays". They introduce a total of 14 hours per day of live shows. "One of the most popular is *TeleGiocoShow*, a quiz to test viewers' language, logical and mathematical skills," said Ms Grigatti.

Such is the popularity of La3 that some 3Jays have already become celebrities in Italy – not surprising as Screen Digest, a media-focused research company, estimated that mobile television will generate nearly USD6.5 billion in 2011 in Asia, North America and Western Europe combined, with subscription business models dominating the market.

These portable, interactive "televisions" are also helping revive the fortunes of their big screen counterpart, the cinema. Threatened by piracy and illegal Internet downloads, movie theatres had a brief lull in the early turn of the 21st century. But now their popularity is again on the rise, and 3 Italia is aiding that trend.

Under the programme, "Grande Cinema 3", 3 Italia's customers can get gift cards free at 3Stores enabling them to go to the cinema for free. Stefano Piastrelli, 3 Italia Brand, Communication and Advertising Sales Director, explained the thinking behind the promo. "The target is to build customer loyalty and get new customers. They can watch a wide range of movies and access a large number of cinemas across the country using our cards," he said. Customers can choose to see movies from all the top distributors. More than 300 cinemas have already joined the initiative, and at least another hundred are looking to join. Cinemas in Italy's main cities have been targeted first, but according to Mr Piastrelli, "the target is to give our customers the possibility to reach theatres in less than 30 minutes by car."

Customers receive information about movies and theaters via SMS and trailer clips in all the 3Stores or by connecting to the website www.grandecinema3.it. Italian actress Claudia

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The La3 and Grande Cinema 3 campaigns have captured the imagination of the Italian public.

Gerini is fronting commercials for the multimedia campaign, which includes TV advertising, a massive press campaign and radio and web campaigns.

Customers are hailing Grande Cinema 3 as not only benefitting them, but also as giving the country's movie industry a boost. A journalist in the *Giornale dello Spettacolo* enthusiastically expressed the hope that people would use the free passes to go and see the best in Italy's

high-brow movies. He said, "thinking about competitors' initiatives, where only testimonial counts and nothing more, 3 Italia scores a goal!"

Cinema owners and movie distributors are happy too. QMI's President Giovanni Cova said in a recent interview, "Grande Cinema 3 has no precedents in terms of investments and number of customers involved, who will be able to go to the cinema free with 3 Italia's cards. This is probably the most important operation ever realised in the cinema sector."

Both La3's quiz shows and Grande Cinema 3 are proving popular and Mr Piastrelli puts this down partly to 3 Italia's long association with multimedia. "Since 3 Italia's launch, cinema and TV have always been linked to the company's culture. Our customer base is aged from 25 to 45 on average and highly educated, a profile that matches the demographic of cinema's most frequent users."

He concluded, "If this project is as successful as we hope, we are going to launch new initiatives in other fields of show business." 



Passa a 3 e vai al cinema. Paga 3.

I clienti 3 vanno al cinema, anche tutte le settimane. Chiama il 4082 dal tuo telefono 3 o scopri su www.grandecinema3.it l'iniziativa, la programmazione dei film e i cinema aderenti. Passa a 3 e goditi le migliori prime visioni. Tanto paga 3.

MILANO: Anicò - The Space Cinema Odeon - MILANO: Sema Maggiore - The Space Cinema - MILANO: Celsone Boscone, Orislabo - MILANO (Rozzano): The Space Cinema BERGAMO: Capitoli Multimedia - BERGAMO (Romano di Lombardia): Musica e Beppe - BRESCIA (Città Francese): Newcom Multimedia - MANTOVA: Cinecity - MONZA E BIRANZA (Cinema Moderno): Evoluzione - MONZA E BIRANZA (Smeraldo): The Space Cinema Le Torri Bianche - PAVIA (Montebello della Battaglia): The Space Cinema - VARESE (Garonno): Silvio Pellico

Per info: entro il 30/09/2010, con ingresso al cinema fino al 31/12/2010.