

#DME18

How to build your audience:  
the Fanpage.it case study

speaker: Francesco Piccinini

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## More than online news

*“We do not only inform our readers, but we also try to follow them in every step of their daily routine. This is what makes Fanpage.it a real broadcast”.*

Francesco Piccinini  
Editor in chief

Fanpage.it informs **4 millions of Italian readers per day** with news and reportages. With **20 official facebook pages** and **30 millions of fans**, Fanpage.it has become the leader in the Italian distribution of news on Facebook.



**Its contents are made up of information and entertainment:** investigative reports, video interviews, formats and shows

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## A video vocation

Fanpage.it tells the stories of our time with modern eyes and new approaches.

**Exclusive interviews, investigative reports and video reportage** make up the original feature of our broadcast, placed halfway between information and entertainment.

Fanpage.it video distribution comprehends 25 millions of sessions on Youmedia and 50 millions on Youtube on a monthly basis.

According to a research published by the **Reuters Institute** inside "[The Future of Online News Video](#)", **Fanpage.it** is **among the world top video player**, considering the users' engagement of the videos published on Facebook.



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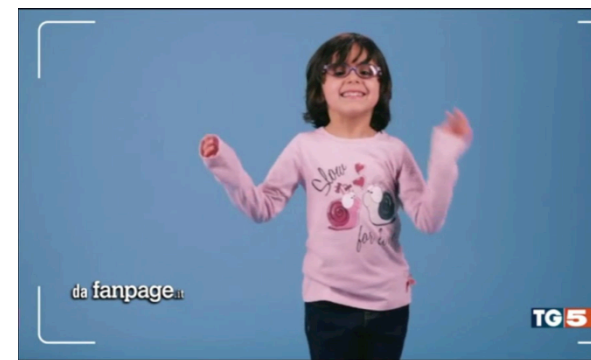
## Fanpage.it speaks through the eyes and the voice of its readers

This video is the result of a commercial partnership between Fanpage.it and Hasbro, the American toy company.

It exemplifies how a commercial can be perceived as something else if part of a media narrative

## [“Giochi spesso con mamma e papà?”: la reazione di questi bambini vi commuoverà](#)

This video was so powerful that the Italian Tv newscast ‘Tg5’ asked to broadcast it during the weekly schedule of the program, just like it was a normal entertaining content.



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## "You are just a nigger": children's reactions

How immigrants' children react when reading racist comments about the Italian law 'Ius soli', which was supposed to be discussed in Parliament last year.



## "Slap her": children's reactions

Social media campaign to raise awareness about violence against women.

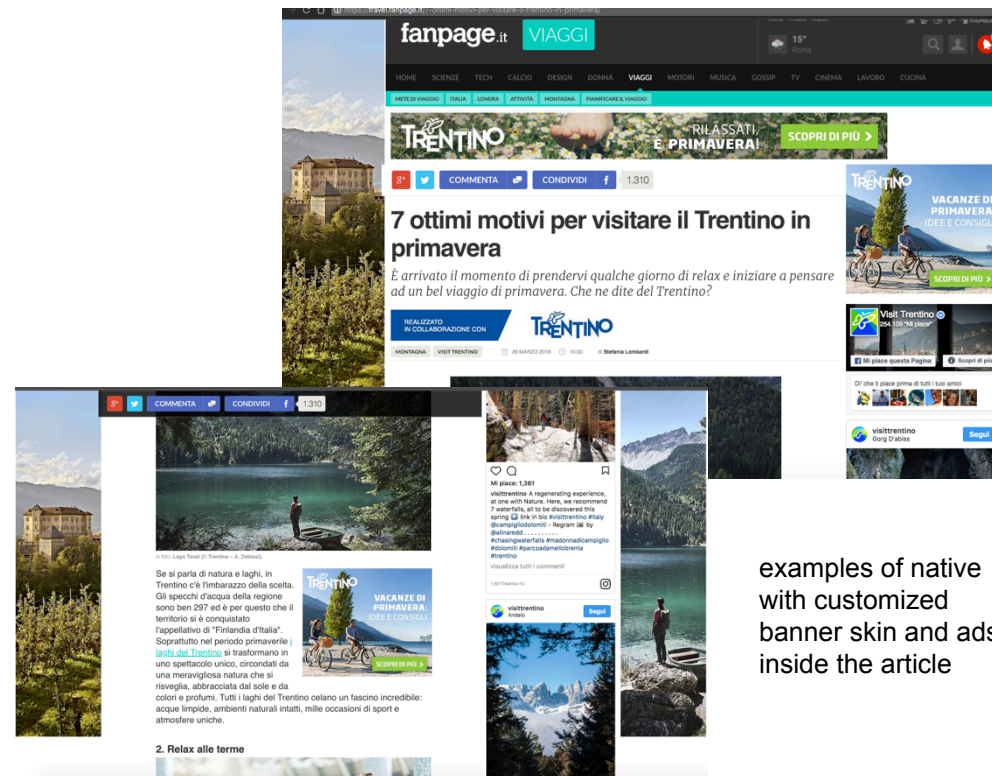
Winner of Lovie Awards 2016



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The last two examples show how Hasbro video can be assimilated to other similar contents (not commercial) produced by Fanpage.it: **they all just fit in the same narration**

Fanpage.it works not only with **banner and native advertising**, but also with all those creative video contents that can be perceived as something more than just a commercial.



examples of native with customized banner skin and ads inside the article

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## A new idea of commercial

The strong fact about working with advertising inside the media is that **the result is a new idea and a new form of commercial** that won't be perceived as such by the consumers and, because of that, will talk to them more directly.

One each three users doesn't distinguish adv from other contents in his news feed

## How the change of algorithm has affected the distribution on Facebook

Fanpage.it experience shows that no matter how Facebook algorithm changes, if we keep on producing contents close to our readers, we'll be able to lead the market.

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## **'Proximity' as the key point**

*"The future of information depends on the proximity between users and contents"*

The concept of proximity makes up the real base of the web relations and dynamics.

This means that information and entertainment are no longer distributed in a top-down vertical direction, but have become more fluid, experiencing an horizontal spread, through "friendly" users.

Winning the fight over the algorithm means getting to know and understand our users' base more deeply.



Fanpage.it does it by **turning its users into the foundation of its distribution.**



Thank you for your attention.

