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Mediaset partnership agreement with Yahoo!



Mediaset has signed a three-year exclusive agreement with Yahoo! in Italy using digital platforms for advertising sales, video content and online marketing. The agreement will take effect from the second quarter of 2016. Thanks to this partnership, Mediamond (Mediaset' online sales house) reaches 21,2 million people on a monthly basis and more than 5,3 million on a daily basis.

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January brings top positions for Intact Media Group's televisions



More than 10 million Romanians watched Intact Media Group's productions last month. The Group leads the majority of time slots on the most relevant targets.

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MTG remains in the top 15% of the world's most sustainable companies



MTG remains in the top 15% of the world's most sustainable companies in the Dow Jones Sustainability Index (DJSI) assessment. MTG was included as the only Scandinavian media company and as one of just four organisations from the European media industry. Read more

2015 - Another record year for MTG

According to the Group's President and CEO, "MTG performance

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during 2015 clearly demonstrates that the transformation is working. Our products have never been stronger and we aim to grow both our sales and profits in 2016". The company drastically transformed and has grown from a traditional broadcaster to a broad based digital entertainment company. It has moved from a product to a country based organisation and has significantly improved the flexibility to move programming between products in order to improve monetisation levels.

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Sanoma's gamified learning platform ready to go global

sanoma

It is called Bingel and was developed with the goal to help improve the learning outcomes of pupils in primary education. Bingel gives teachers extra tools that make it easier to monitor pupils' individual progress and stimulate students to learn. Originally launched in Flanders, Bingel is now operating in Sweden and Finland and will continue to expand worldwide.

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