



amerigo  
ITALIAN LIFESTYLE





## The first global TV specialized in the Italian emotional & aspirational quality of lifestyle

I live in Dubai for almost 3 years now, where I personally verified the solid existence of a cosmopolitan, a professional ecosystem compatible with the development of the most varied business.

The 2020 EXPO that is being prepared in Dubai – a metropolis facing the near future and beyond - with over 20 millions of expected international visitors - will project Dubai higher in the ranking of the most dynamic cities in the world, truly becoming the navel of the World.

In my professional life in the southern European media content context I have grossed over €100 millions in few years thanks to the production of approx 5000 hours of mainstream television programs.

Considering the latest tech evolution that are allowing 4K broadcast from everywhere in the world at sustainable costs, from Dubai we are promoting a brand new TV broadcaster & digital studio named "AMERIGO", the very first ever based on the Italian way of life.

Through sharp thinking, powerful storytelling and (hopefully) intelligent creative, we bring Italian brand stories to media life across different industries & sectors, continents & cultures, delivering impactful plurilingual audiovisual works that will inspire global audiences.

It's a strategic global investment, considering 100% foreign ownership, forecasting to profit over €20 million cumulated within the years of this 5Y business plan in a secure environment, with very low taxes and 100% repatriation of the capital invested and profits gained.  
We are and remain at your disposal,

Best wishes,

Andrea Olcese

CCO MediaLeisure SA  
Promoter AMERIGO



# il Bello (e il Buono) dell'Italia 24/7



Amerigo is an Emirati mobile-first & digital studio content and TV Channel to kick off in 2019. It is specialized in adapting to different international cultures existing audiovisual contents designed to story tell the Italian lifestyle and at a later stage would disseminate original premium digital contents to be distributed in all media platforms, first in English and then in other global languages.

The revenues model it's based on distributing packaged TV channels (and radio too) to existing pay TV platforms subscribers, video-on-demand and streaming to Over-The-Top international platforms & direct advertising revenues on the original digital contents we produce.

It would operate in over 40 major countries within 3 (three) years from its opening entering at a later stage the original content-production industry.

100% Italian contents with the capacity to travel entirely packaged in the United Arab Emirates offering to global advertisers great integration opportunities.

Luxury, Fashion, Music, Food & Beverage, TV Series, Movies, Art, Design, Tourism, Celebrities with the addition of fresh daily news all made accessible & appealing to the various global audiences as live...



# The Contents

- the programs:

Starting with the very best of the Italian “ready-made” scripted programs acquired from RAI, Mediaset and SKY (but also the best international Producers), plus the best Italian movies including classics, Live Concerts from the best Italian performers internationally acclaimed, original TV Series on the Italian art, luxury, design, food & beverage, lifestyle, tourism, from Luciano Pavarotti, to La Scala Opera performances, to Andrea Bocelli and Laura Pausini.

All ready-made acquisitions would be subtitled, keeping the original “Italian” dialogues.

- the Dubai personalization & anchorman:

We would repackage daily a great deal of our TV output realized first in English (US) but immediately then in Chinese, Russian, Portuguese hosted by young, cool anchorman for a total of around 120/180 minutes Prime Time air time per day for each our geo-economical clusters entirely “made in UAE”.

- the graphics:

Virtual sets for the news programs and an original collection of onscreen graphics utilizing all the best Italian cultural/touristic landmarks and short trailer summary of the upcoming series.

- the brand:

A homage to “Amerigo” Vespucci, the Florentine navigator who gave His name to the American Continents. Together with Cristoforo Colombo Amerigo V. is the legendary ‘Italian’ man who forged the World the way it appears nowadays.





# the business model

Based in one of the UAE media free-zone our editorial project would require offices/premises at least 1000 sqm including 400 sqm of virtual native 4K studios. From and 100% made in UAE, our 24/7 feeds will be transferred to each broadcaster/distributor throughout all the continents via internet FTP. No expensive satellite feeds would be required, only internet Over-The-Top. The revenues model it's based on distributing packaged TV channels (and radio too) to existing pay TV subscriber platforms, video-on-demand and streaming to Over-The-Top international platforms & direct advertising revenues on the original digital contents we produce.

We forecast to operate in over 40 major countries within 3 (three) years from its opening entering at a later stage the original content-production industry. Territories: all the 28 European countries and then gradually introducing to Switzerland, Brazil, United Arab Emirates, Russia, Australia, China, USA, India, Japan, Ukrain, Kazakstan, Mexico, New Zealand, Korea, Singapore, Canada, Vietnam, Saudi Arabia, etc. etc.

100% Italian contents with the capacity to travel entirely made in the United Arab Emirates offering to advertisers great integration opportunities. The business model is certainly divided into Pay-TV subscribers (through all the existing platforms) to ADV addressing Italian and international products/ services that specifically requires to be exposed globally associated to and endorsing the Italian lifestyle. Obviously a daily video output dissemination addressed to the major social networks would be originally produced in order to spread the concept of this unique Italian many-media lifestyle editorial project.

Amerigo may also become the communication leading global force to support the creation & distribution of some commercial lines of the very best Italian goods (F&B, design, furniture, fashion, etc.) to be distributed/traded with the very peculiar UAE logistic and the entrepreneurial UAE spirit throughout the world.





# Sustainable Strategic positioning of



ENVIRONMENT & SOCIETY

TERRITORY (ITALY)

KEY FACTORS

Relative to our competitors

Relative to the sustainability bonds

Relative to the territory coherencies

Target

Global Households

Subscribers that shows environment sensibility

EXCELLENT ENTERPRISES, GLOBAL LEADERS

Fundamental Advantage

The only network in the world that shows you how to conquer & enjoy a genuine well-being and emotions with the «Italian style» quality of life

Bio-imitation: naturalness and simplicity  
Sustainability: no environment impact

Contents and tone of the productions / programs related to the exclusivity of Italian Style and of the Territorial Heritage of Italy

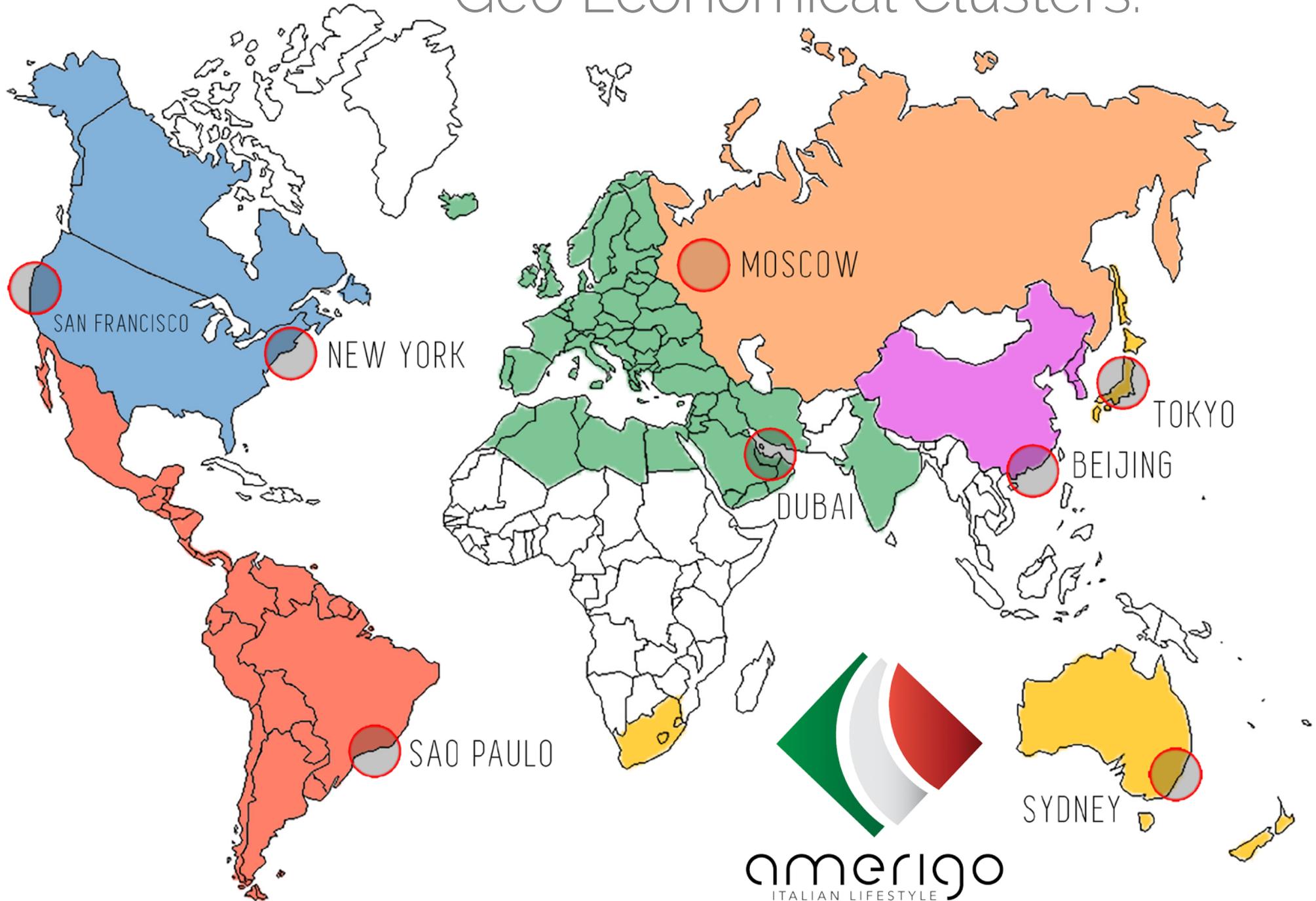
Price Politics

Basic prices accessible to everybody (NO PREMIUM)

Demonstrable low costs for the immaterial nature of the processes and latest technologies utilized

Prices are well related to the Emirati high end facilities with low tax impact and bureaucracy

# Geo Economical Clusters:





# SWOT Analysis of Amerigo Television with USP, Competition, STP

(Segmentation, Targeting, Positioning) - Marketing Analysis

The 2017 Global Pay-TV research based on 138 countries estimates 254 million additional pay-TV subscribers (up by 35%) between 2010 and 2016 to take the total to 969 million subscriptions worldwide. Asia-Pacific is the world's largest pay-TV subscriber region contributing 60% to the global total. China supplies about a third of the world's pay-TV subscribers, with 313 million by end-2016. Pay-TV subscriber counts doubled in 53 countries between 2010 and 2016

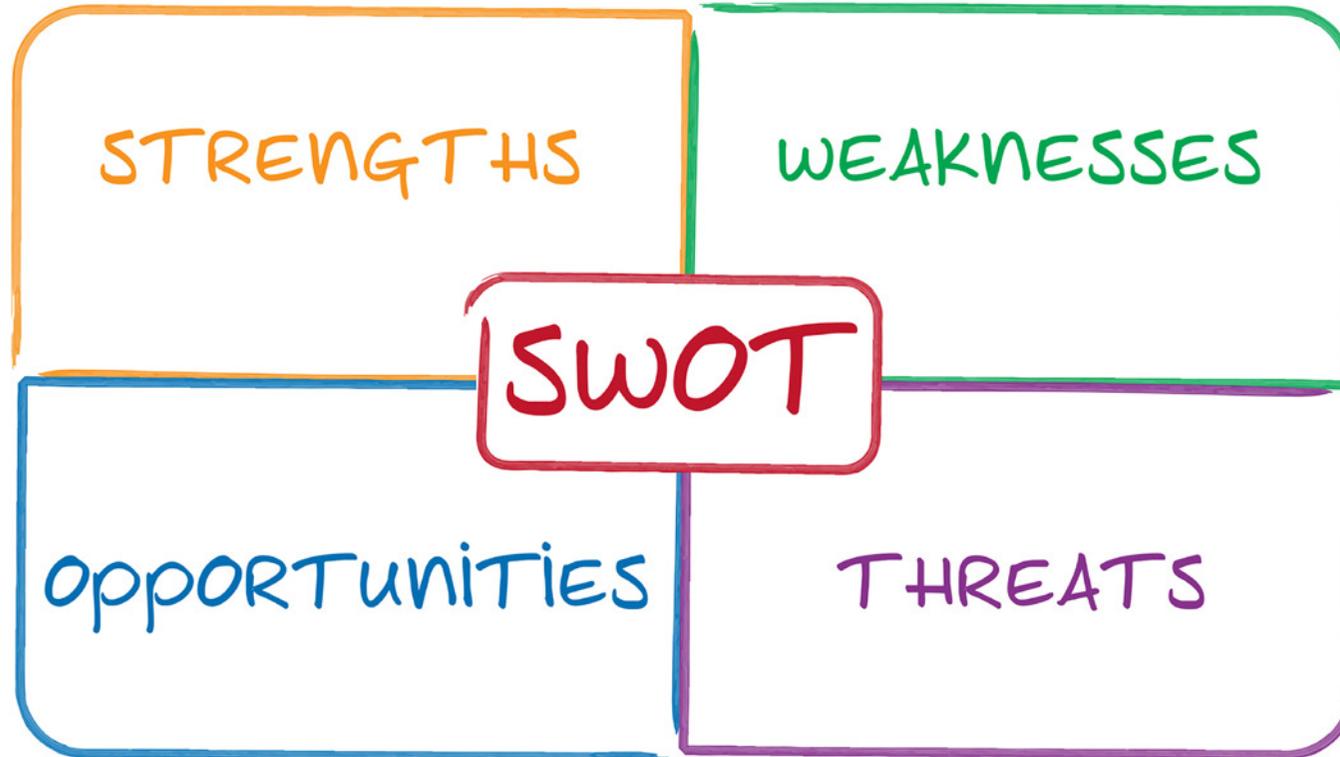
As plenty of content media operations both large and small have found out in recent years, the content media landscape evolves constantly with significant effects on those who doesn't adapt.

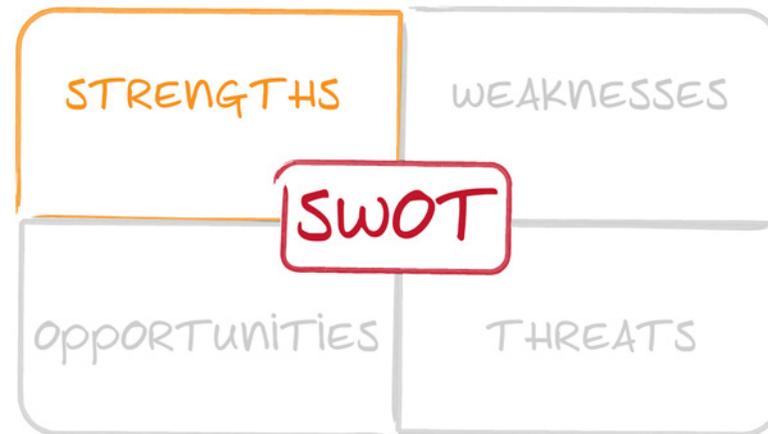
By conducting this SWOT on this unique content media segment and analyzing its strengths, weaknesses, opportunities and threats, you're better equipped for the latest storytelling transition that confirms once more that "*Content is now more than ever King*".

Promoter Company	MediaLeisure SA (Luxembourg)
Category	Luxury, food & entertainment based TV and digital channel, focused on glamorous & inspirational aspects of the Italian lifestyle
Sector	Media: Entertainment / Lifestyle
Tagline/ Slogan	Il Bello (e il buono) dell'Italia Italian experience, World impact
USP	Broadcast programs covering every aspect of the Italian lifestyle adapted for each regional marketplace; engaging, original and exclusive contents

STP: SEGMENT - TARGET GROUP - POSITIONING	
Segment	More than age, segmentation of geo-demographics and lifestyle clustering considering the latest behavioral consumption models
Target Group	18-54 years, (male & female) from upper, middle classes, style savvy cosmopolitan people, trendsetter & globetrotter
Positioning	the very best of luxury, Italian lifestyle & entertainment in one channel

DIRECT COMPETITION	
MAIN COMPETITORS	<ol style="list-style-type: none"> <li>1. Fashion TV &amp; Fashion ONE</li> <li>2. Luxe.TV</li> <li>3. Nat Geo People</li> <li>4. TV5 Monde Style</li> </ol>





**1** an initial big penetration-reaches majority of the households. It would gain a very good & qualifying international presence

**2** Has wide variety/range of appealing programming content

**3** Amerigo has both HD definition resolution and 4K resolution

**4** Amerigo programming features popular quality series which mostly was air in Italy, and now through Amerigo finally has been made available to the 5 (five) Continents

**5** Amerigo will be made gradually available to approximately over 200 million pay TV households worldwide for premium subscriptions

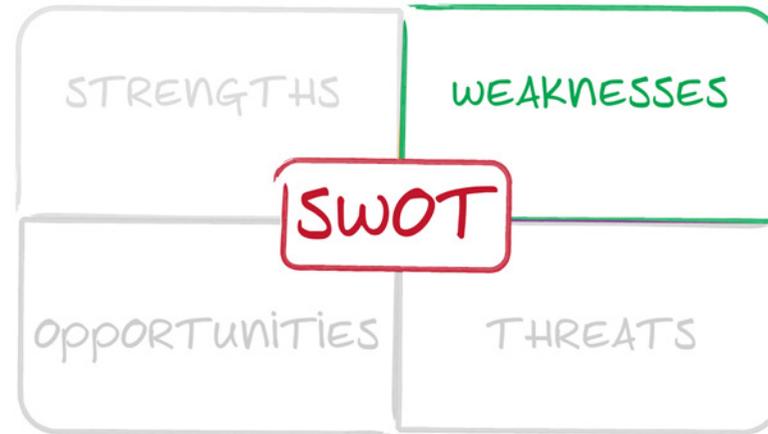
**6** Both customers and advertisers may want to be associated with media content outlets considered elite programming and entertainment original sources.

**7** The growing global upper class with higher disposable income has become the strength of the media & entertainment industry.

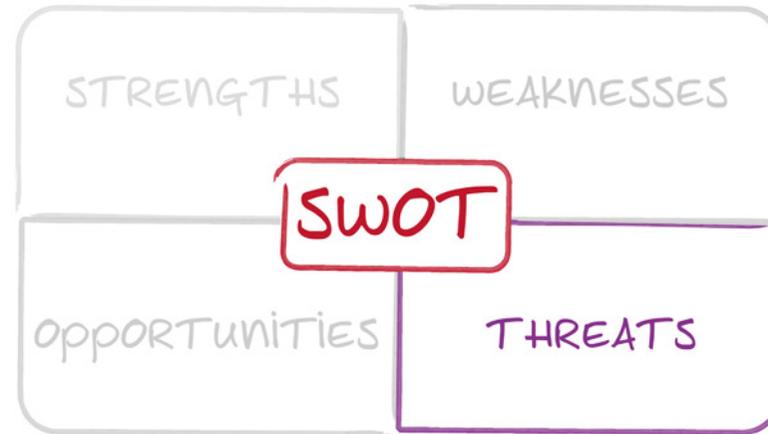
**8** Change in the lifestyle and spending patterns of the globetrotter on entertainment.

**9** Technological innovations like online distribution channels, web-stores, multi- and mega-plexes are complementing the ongoing revolution and the growth of the sector.

**10** The lower cost of production and high, multiple revenues ensure an extremely good return on investment for the media & entertainment industry.

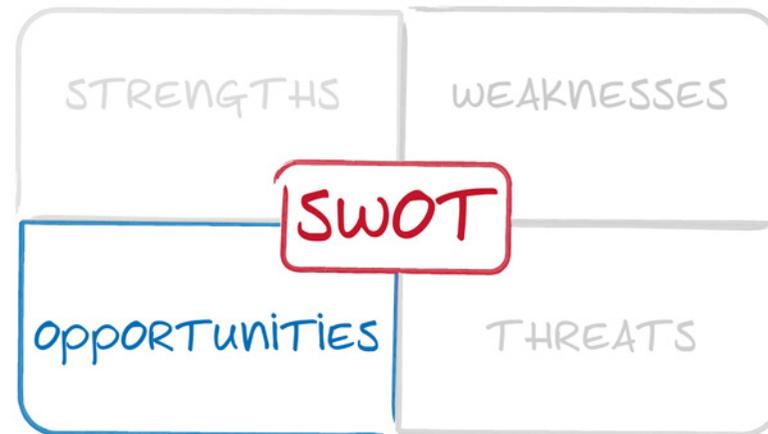


- 1** Operates in a cluttered space, a vast number of lifestyle channels already present
- 2** The media & entertainment sector in the western world is highly fragmented.
- 3** Lack of cohesive production & distribution infrastructure, especially in the case of Italian lifestyle & entertainment original programming industry.
- 4** Too much focus on the "Italian lifestyle, luxury & culture" may narrow down its target audience, looking too exclusive



**1** A large number of channels showing almost similar genres eliminate any differentiating factor and hence the channel cannot develop a loyal audience base

**2** Disruptive technologies are a continuous threat to media industries that haven't been proactive in using them for their benefit. User-generated content, whether it's a popular series of YouTube videos or the hottest social media site that everyone's obsessing over, also takes eyeballs away from established media industries. Fragmentation is a further threat for those who depend on a high volume of customers, as broadcast TV networks, radio and newspapers in particular have found out. If you're a business looking to get the most comprehensive coverage possible in your advertising, doing it through the leading local radio station has less appeal if the ratings are far from what they once were.



**1** There's also the time-honored opportunities presented by the expansion of markets. Combine them both, and media outlets may find it profitable to specialize in media niche content that's more popular outside of their traditional geographic footprint, and sell targeted web & mobile advertisements to bring in the necessary revenue. The shifting consumer preferences, while often viewed as a negative, also provides opportunities for media organizations to benefit. People using the Internet to get their AV contents may lower the market for the "physical" subscription, but create new opportunities to market its content, for example.

**2** Growth of luxury lifestyle industry in developing countries, finding new customers segment

**3** Taking into account cross-cultural differences among global consumers to a greater extent in the development process of entertainment products and services

**4** Increasing the scope of target customer segment by developing entertainment products for middle-aged consumers

**5** Features like Amerigo online which is available as a website on PCs as well as on mobile and tablets provide opportunities to attract to the young tech savvy generation

**6** It may quickly expand to regional international locations

**7** Keep growing it's marketplace in digital space

**8** Expand online offerings with new original series to keep up with competition

**9** Global expansion to tap Italian lifestyle global fan following

**10** Increasing focus on the development of digital products

**11** Opportunities for further cost reductions, this can be achieved thanks to creativity and innovations and other measures

**12** International market expansion with the focus on emerging economies

**13** Discuss the ways in which establishing presence or increasing presence in emerging economies such as China and India is going to benefit the company in long-term perspective Increasing the effectiveness of social media marketing

**14** Refer to contemporary social media marketing practices that are not currently utilized by the more "traditional" media and discuss potential benefits of their utilization

**15** Formation of strategic & commercial global alliances

**16** Explain target companies for strategic alliances, discuss the nature of alliances and potential benefits

**17** Specify the potential customer segment by referring to geographic, demographic, behavioral and psychographic bases of segmentation

**18** The concept of crossover shows, has helped open up new doors to the crossover audience and offers immense potential for development.

**19** The increasing interest of the global investors in this key sector.

**20** The classic media content penetration is getting weaker among the youngest classes of the society, offering great opportunities for expansion in the area.

**21** The nascent stage of the internet distribution channels offers an opportunity for development.

**22** Rapid de-regulation in this truly global Industry.

**23** Rise in the viewership and the advertising expenditure



# SWOT ANALYSIS

In 2016 the overall revenues of Italian fashion ecosystem exceeded €84 billion, while exports reached a new record of €62 billion. More than half of the Italian commercial surplus comes from the exports of the Italian fashion ecosystem. If we consider textile, clothing, leather, footwear and leather and fur as a whole (excluding two other examples of Italian excellence like eyewear and jewelry) Italy represents 41% of the European fashion industry (60,000 companies working in this sector), against Germany's 11% and France's 8%. According to Deloitte 2017 'Global Powers of Luxury Goods' report "Italy is once again the leading luxury goods country in terms of number of companies, while France has the highest share of sales" approx. 30 per cent of the global luxury segment is represented by Italian brands. Still in Deloitte 2017 report: "Consumers in emerging markets continue to drive luxury market growth. In China, Russia and the United Arab Emirates, markets we have categorized as emerging luxury markets, the percentage of consumers claiming to have increased their spending stood at 70 per cent, compared 53 per cent in the more mature markets (EU, US and Japan)."

AMERIGO is the very first Italian lifestyle & entertainment broadcasting television channel, to be distributed gradually in five continents, reaching at least 200 million potential viewers on television, 1 billion views on smartphones + tablets and 10 million followers on selected social networks. Amerigo is a semi-general TV channel and a digital multi-media platform offering a unique review of the best Italian luxury, lifestyle & entertainment: a "unique" television channel that with small adaptations in every continent can be desirable all over the world to a wide base of loyal users. Amerigo is independently owned and operated from its headquarters in Dubai (United Arab Emirates) setting the highest standards for excellence exceptional awareness of Amerigo's brand projects an original, cosmopolitan and highly contemporary style allowing for influential partnerships with many global brands interested to the "Italian way of life". Amerigo will be operative broadcasting in English since the last quarter 2018 with subtitles in several languages (full subtitles in Spanish / Portuguese, traditional Chinese and simplified Chinese, to be followed by partial subtitles in Russian / Arabic). Featuring fun & enjoyable factual entertainment, while embodying global flair of exploring fascinating places & people. Amerigo would celebrate Italy (in the last 3 years the best country of the World as far as 'cultural influence & heritage', according to a US ranking presented at the latest Davos World Economic Forum, see the following BOX) introducing the best of luxury, food, travel stories, art, fashion, hospitality, jewelry, gastronomy, enology, design,

garden art, architecture, cultural and historical heritage all the amazing moments in lifestyle with our inspiring testimonials & characters. Amerigo Network would soon become a leader in digital entertainment too covering specifically luxury, food, lifestyle & entertainment related events throughout the World. Creating/developing digital campaigns that are rooted in social media, branded entertainment and would offer a complete & innovative solution rooted for linear TV. With the booming apparition of digital media contents, and digital industries Amerigo's main goal would be to give easier access to have a vast of followers in the global community. A team of creative specialists including creative accounts, producers, photographers, videographers and editors, visual artists, and models who collaborates with marketing and PR firms and offering its unique digital content. Amerigo's would be soon a video-on-demand online platform for streaming videos created from 2018 Amerigo digital catalog provides around 1000 films/programs/concerts available by subscription, as well as hundreds of events which would be broadcast live each year, available then for at least 90 days.

AMERIGO would be a 24/7 channel broadcasting across multiple platforms:

- Satellite & Cable Television
- IPTV
- Mobile
- VOD/OTT streaming
- Smart TV



# COMPETITION OVERVIEW

The Luxury & Lifestyle media content marketplace has globally about 50 (fifty) broadcasting channels, but to date none of these channels are inspired, based on the Italian way- of-life.

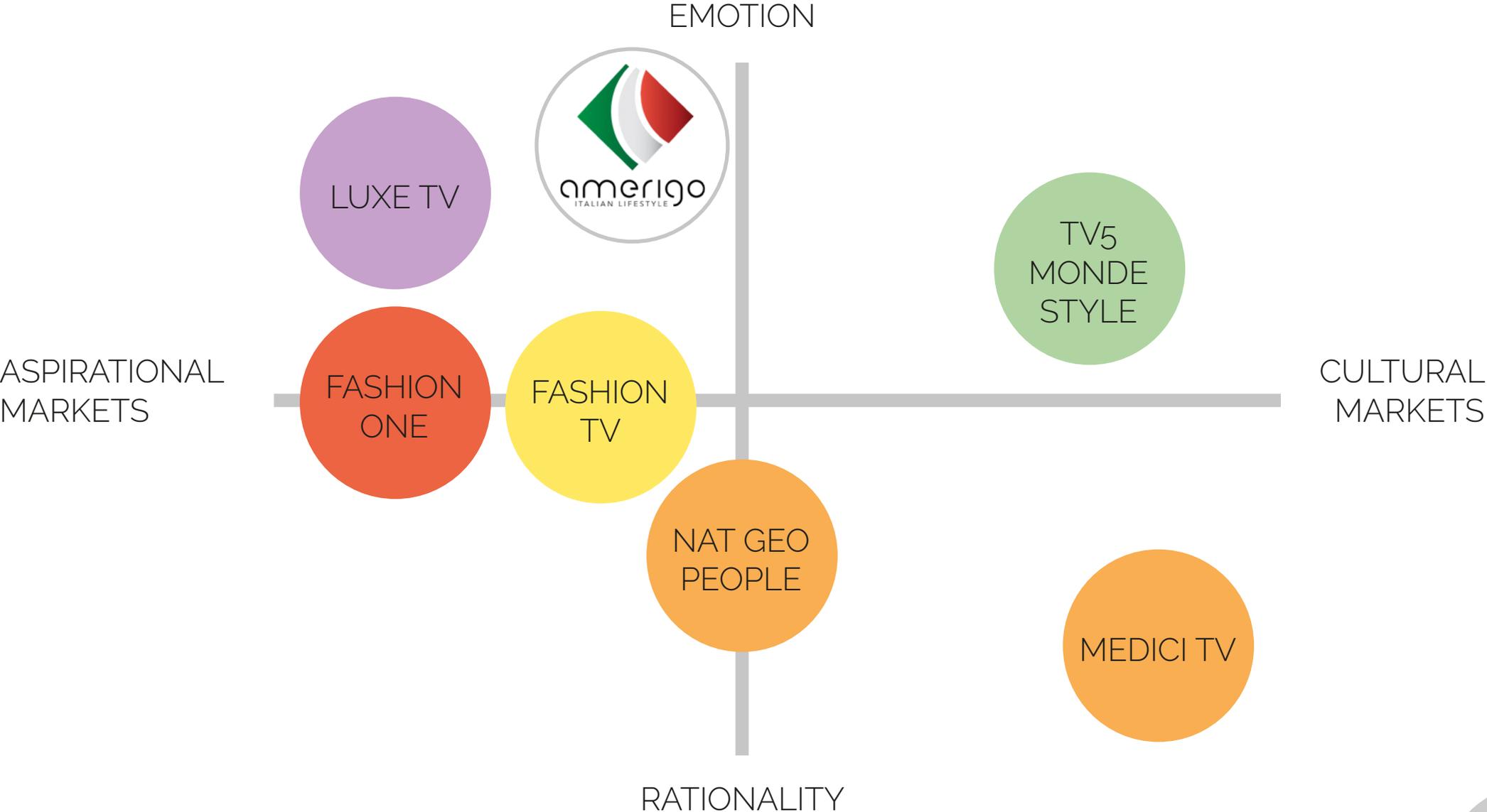
Among those 50 TV channels there are none that has a similar concept and/or offering to Amerigo but some genres/ contents may overlap like Fashion TV and Fashion ONE (together has yearly over €60 ML of cumulated turnover) considering that according to a recent Deloitte research among the top 100 luxury brands of the world at least 30% (thirty-per-cent) are Italian, including obviously the fashion industry. Then you may look into Luxe.TV more focus on the luxury segment that is reaching minor achievements than the equivalent Fashion Channels

Another interesting example is Nat Geo People whose programming & scheduling for instance last year was more than 50% (fifty-per-cent) based on Italian food & Italian lifestyle programs. Another very interesting case history to look at

is TV5 Monde Style, based on the French lifestyle. Last we would like to point out & mention Medici.TV, that is not at all a traditional broadcasting channel but instead a VOD streaming platform based on classical music, opera & ballet. The other 45 broadcasting channel are mainly based on "anglosaxon" lifestyle, whether American, British, Aussie or even Philipino....



# Map Of Competitive Framework Of Amerigo Broadcasting Competitors



# Copy Strategy (Communication Strategy)



## Target

Global households, various targets relative to the grill /schedule and the programs timetable

## USP

Unic Selling Proposition

The only Television that transmits you a modern concept of emotion & aspirational pleasure

## Reason WHY

Being a semi-generalist TV specialized in quality of life (Italian) which means:

- lifestyle oriented to people's well-being (physical & mental)
- universal sensations connected to the experiences of a welcoming, noisy, gestural, harmonious and emotion-rich «CASA» (love)
- behavioral choices oriented to aspiration, refinement and taste in consumption styles (design, fashion, food & wine, lifestyles and relational needs, culture and music)
- culture & art expression of the different geo-pedoclimatic realities and of the typical Italian «*genius loci*»

## Implications for the creativity

Tone of the programs always connected to the creation of authentic emotion and emotional involvement of the different targets/demographics.  
Selection of unique & original experiences that the italian territory offers on the different fronts of the fruition of nature, art, history, modernity and cultural heritage

# Italian Territorial Heritage



## COMPONENTS

## ORIGINAL CHARACTERISTICS

Historical Assets

Monuments, arenas, churches, villas, buildings, roads, aqueducts, graves

Natural Assets

Coasts, mountains, valleys, plains, springs, glaciers, lakes, rivers, streams, mines, paths, public and private parks, gardens, fauna, flora

Cultural Assets

Traditions, Know-How, knowledge handed down, crafts, food and wine recipes, habits, sports, artistic heritage

Relational Assets

Networks of relationships & lobbying, multidimensional physical and virtual nodes (internet), systems of collective intelligence, meeting places, show business, entertainment, culture, training, sociality, spirituality of relaxation and well-being

Assets and economical services

Companies, cooperatives, consortiums (production, services, etc.) producing typical or native Italian goods

Assets and community services

Public administrations, chambers of commerce, Italian tourism and industrial promotion consortium

# AMERIGO: main targets & strategies • 1

## TARGETS

Create a new strategic digital television platform for the promotion of Italy and Italian products (not only) globally

Develop the brand Amerigo on a global scale

Create awareness and strong connotation of the Amerigo brand

Through storytelling fill a gap between the notoriety of the great Italian brands and the less known ones, but of the same quality and excellence

## STRATEGIES

- Create a new and exclusive platform of type 3.0
- Put together new generation of multimedia content creators together with international digital strategy experts

- Use Italian lifestyle as a source of inspiration for creativity, innovation and global synergies
- Use its exclusive promise of an authentic "CASA" container of Italian well-being and quality of life
- in addition to English, use "local" languages in the various media districts

- To realize ten exclusive parties "the good & beautiful of Italy" in our world capitals addressed to the partners and stakeholders of the initiative, implying authoritative Italian testimonials from music, Design, Fashion, Art, Food & Beverage.
- Use Italian communities in Brazil, New York, Canada, London, Australia as a sounding board to support Amerigo initiatives
- Start with priority on Russia, Brazil, China.
- After the first 12 months, invest in advertising communication through billboards and radios
- After the first two years start producing an "All Roads TV series" about wines with John Malkovich as a testimonial

Use the progressive awareness of Amerigo and the authoritativeness of the leading Italian brands for a natural promotion of minor Italian genuine brands (vampirization of leaders)

# AMERIGO: main targets & strategies • 2

## TARGETS

Develop a high number of ADV Clients in the different modalities

Create a current platform for promoting Italian products with smaller brands

Distribute Amerigo globally through a "basic" pay-TV offer addressing the main pay platform

Create a production centre of new conception in Dubai, a center of excellence for lifestyle, entertainment, arts and culture (Italian)

Minimize production costs through new technologies & internet

Develop a highly profitable business

Reaching a break-even budget already in the second year of management

Ensure a high return on investment

## STRATEGIES

Promote contacts and business relations via web & social  
Create a group of Key Accounts in Dubai on multinational customers  
Create a proprietary local network of advertising sales & in particular special initiatives promoters

In the third year, create a "side company" with the Amerigo brand aimed at promoting the marketing of quality Italian products with local, but potentially global brands

Create a semi-general television program with the purchase of programs already produced by RAI, Mediaset and SKY  
Create a VOD streaming platform system with our audiovisual products catalogue

- Developing professional skills and internal expertise in Amerigo located mainly in Dubai (50 Human Resources working). In addition to correspondents and local contributors
- Locate native digital «Brand Ambassador & Media Evangelist»

- Use "prosumer" technologies today of "broadcast" quality
- Use the internet distribution channel with ultra HD technologies

Implement the production platform in Dubai (UAE), a modern country with high tax benefits and low bureaucracy

Minimize start-up costs, with a progressive structuring of operations

Secure a 36-month IRR



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