

Press release

Digital360 Group

**PUBLISHING NETWORK OF THE DIGITAL360 GROUP EXPANDS
WITH THREE NEW DIGITAL TITLES: AI4BUSINESS, BIGDATA4INNOVATION,
BLOCKCHAIN4INNOVATION**

Milan, January 15th 2018 – The Digital360 Group has launched three new titles – **AI4Business**, **BigData4Innovation** and **Blockchain4Innovation** – focused on some of the leading frontiers of technological innovation and of the new digital economy: **Artificial Intelligence**, **Big Data** and **Data Science**, **Blockchain** and **Cryptocurrencies**. With these new digital publications, the Group continues to expand its editorial network currently comprised of over 40 titles, including paper and online publications, websites and newsletters.

*"The new publications represent additional pieces of the Group's strategy, which involves the conception and launch of "vertical" publications focused on leading-edge themes relating to digital innovation. In line with the Group's other publishing initiatives, these publications aim to become a reference point in terms of providing training and refresher content for the professional community in enterprises and public administrations – explains **Andrea Rangone, Digital360 Group CEO** –. We are right in the middle of the fourth industrial revolution and the topics covered in the latest publications are central to the future of our country. Blockchain is no longer just a niche technology associated with the financial world, instead becoming a secure development platform for many important sectors; similarly, Artificial Intelligence, Big Data and Data Science make it possible to create new value in the business world and in the social sphere, starting from data".*

The new titles have been conceived as a concrete answer to the question of knowledge, of updating of skills and of services characterising this important phase of the digital innovation market.

AI4Business

Artificial intelligence has, over the last years, passed from the stage of pure experimentation to that of concrete projects and solutions. IDC estimates a market characterised by very strong growth and forecasts a total worldwide expenditure in the sector worth \$46 billion by 2020. In this context, Digital360 introduces **AI4Business** (www.ai4business.it), the first publication entirely devoted to artificial intelligence for operators in the business world and social sphere, which have the opportunity to evolve thanks to the availability of new solutions and technologies related to AI.

BigData4Innovation

Big Data is a full-blown reality for many Italian companies, representing a market which in Italy, according to observers from the Politecnico di Milano, is worth €1,103 billion and which in 2017 saw an increase in the growth rate from 15% to 22%. With **BigData4Innovation** (www.bigdata4innovation.it), the first Italian website dedicated to Big Data, Digital360 offers a complete and unique guide on all the major themes central to the work carried out by data scientists, with a series of vertical insights ranging from Industry 4.0 to the finance and banking, retail, telco and food chain sectors.

Blockchain4Innovation

According to the research firm Tractica, the sale of blockchain solutions and services are credited with a growth rate of over 60% in the coming years and are expected to allow this market to grow from \$210 million in 2016 to \$2.3 billion in 2025. Expectations both at the business level and in the social sphere are very high, as is the demand for information, training and updating. To respond to the demands of this important market Digital360 has launched **Blockchain4Innovation** (www.blockchain4innovation.it), the

first Italian website fully dedicated to the blockchain technology. The content is aimed at businesses, public administrations and professionals and includes research, market analysis, white papers and testimonials from operators, companies, IT providers and system integrators. Special focus is given to the world of startups, fintechs and open innovation.

The Group's new publications aim to allow businesses to evaluate and grasp the development opportunities offered in these domains and consist of platforms that provide a range of services including communication, conception and creation of white papers, research reports and eGuides, webinars, lead generation services, panel discussions, events and conventions.

Digital360 Group

Digital360 aims to partner with businesses and public administrations assisting them in the understanding and implementation of digital transformation solutions, relying on the best technology providers on the market. Digital360 pursues this objective through a multichannel platform unique in Italy, referred to as the "MatchMaking Platform", composed of online portals, white papers, events, webinars, communications and marketing services, lead generation initiatives and advisory/consulting. Digital360 integrates a multidisciplinary and multicultural mix of professionalism and expertise, thanks to analysts, journalists, consultants and experts active in the digital world who all share a great passion and a common mission: digital innovation as an engine of growth and modernisation of our country.

For more information: www.digital360.it

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