

RS PRODUCTIONS AND ROLLING STONE LAUNCH IMMEDIATE, THE FIRST EUROPEAN BUSINESS ACCELERATOR ON MEDIA AND ENTERTAINMENT, IN COLLABORATION WITH INTESA SAN PAOLO INNOVATION CENTER

Milan, June 23rd 2020

Milan has become home to a visionary business innovation project: it is called **Immediate** and it is the first vertical business accelerator in the Media and Entertainment sector to be born in Europe.

The promoter of the project is **RS Productions**, the production house founded with the objective of producing audiovisual content for cinema and the main international distribution platforms. RS Productions, together with **Portobello Spa** (a company listed on the Italian AIM stock exchange and leader in barter and retail trading), is the owner of the publishing house Web Magazine Makers, **Rolling Stone's** Italian licensee.

In addition to being media partner of the project, Rolling Stone offers the availability of the **Rolling Stone Studios**: more than 3,000 m² of production studios – placed in Milan, in Via Gioacchino Belli – equipped for the creation of audiovisual content, events and marketing operations for the most important players in the Italian communication scene.

In addition, *Immediate* will make the most of the experience and international network of **Intesa Sanpaolo Innovation Center**, which will coordinate the selection and training of the participating start-ups.

START-UP ACCELERATOR: IMMEDIATE IS BORN

The goal of **Immediate** is to bring Media and Entertainment start-ups and teams together and help them develop. In fact, the accelerator is unique in Europe for its vertical integration and specialization in sectors with a great growth potential, given the exponential increase of content consumption platforms and the technological evolution that is taking place with the introduction of innovations such as 5G, Artificial Intelligence and Virtual Reality. In the coming years, this will revolutionize business models and the use and distribution mechanisms of content. *Immediate* will be a creative and technological hub, providing the start-ups with means and space, as well as logistical, legal, marketing and financial support. Furthermore, the Rolling Stone Studios will offer production tools and means of communication, facilitating the development and distribution of projects related to video production, digital marketing and the sector of media, entertainment and content gamification.

A rare and important aspect of *Immediate's* business model is the vertical integration of activities: the start-ups selection and training will be supported through means and know-how for the development of their entrepreneurial initiatives, which will subsequently take advantage of the media and distribution network visibility of the accelerator partners. In this sense, *Immediate* represents an innovative and efficient

model for business acceleration which has few equals internationally and which will open up to collaborations with the corporate world in the future.

The acceleration process will take place in two phases: the first step, coordinated by **Intesa Sanpaolo Innovation Center**, consists of selecting and training start-ups and teams by launching an international call for participation, using the visibility of the media partners of the program and the global network of the accelerators collaborating with the Innovation Center. This process will last 4 months and will gradually lead to a selection of start-ups continuing to the second phase. Here, the actual acceleration process takes place: the selected start-ups will be provided with economical means, goods, services and dedicated coaching aimed to the development of a proof of concept of their entrepreneurial idea.

The project has many partners. In addition to the aforementioned Rolling Stone and Intesa Sanpaolo Innovation Center, two companies by entrepreneur Andrea Iervolino will support the project: **Iervolino Entertainment**, a global production company listed on the Italian AIM stock exchange, specialized in the production of cinema and audiovisual content of Hollywood standing intended for international distribution, and **Tatatu**, an innovative international entertainment platform that rewards users for every minute of video content viewed and for every social activity carried out on the portal.

Another partner in the entertainment sector collaborating with the initiative is **Atlas Film Finance**: a company specialized in producing, financing and marketing video productions, both nationally and internationally.

Great support on the gamification side will be provided by **Digital Bros Game Academy**, part of the Digital Bros Group (a multinational gaming company listed on the Italian stock exchange), focused on the development of talent and solutions for the digital entertainment market.

Finally, the creative direction of the project will be handled by **Dreamers&Makers**. The creative agency of the Portobello group and partner of Rolling Stone will give strategic and artistic support to *Immediate* and the participants in the acceleration process.

Further national and international partnerships are currently being defined and will be announced in the coming months.

Pietro Peligra, CEO of RS Productions and Rolling Stone Italia, declared: "*Immediate is a unique initiative at an international level. We are happy that such an innovative and visionary project is based in Italy and has Italian partners with a global reach. In a time of crisis for Media and Entertainment, we want to help boost these strategic sectors through a simple and always effective recipe: innovation.*"

"*Intesa Sanpaolo Innovation Center is proud to support RS Production in this broad-reach initiative, aimed at supporting an important and constantly developing sector such as Media & Entertainment. We are happy to share our know-how in the start-up scene and our international network with RS Productions to identify the most interesting projects for the Immediate accelerator,*" said Alessandro Balboni, Head of Innovation Business Development of Intesa Sanpaolo Innovation Center.

For more information and to submit applications please go to immediateaccelerator.com.

RS PRODUCTIONS SRL

RS Productions is a company specialized in the production and distribution of multimedia and audiovisual content. The company owns the Web Magazine Makers publishing house, the Rolling Stone and Variety Italian licensee, as well as studios and audiovisual production tools that allows for the development of innovative cross-media projects.

INTESA SANPAOLO INNOVATION CENTER

Intesa Sanpaolo Innovation Center is the company of Intesa Sanpaolo Group dedicated to innovation: it explores and learns new business and research models and acts as a stimulus and engine for the new economy in Italy. The company invests in applied research projects and high potential start-ups, to foster the competitiveness of the Group and its customers and accelerate the development of the circular economy in Italy.

Based in the Turin skyscraper designed by Renzo Piano, with its national and international network of hubs and laboratories, the Innovation Center is an enabler of relations with other stakeholders of the innovation ecosystem - such as tech companies, start-ups, incubators, research centres and universities - and a promoter of new forms of entrepreneurship in accessing venture capital.

Intesa Sanpaolo Innovation Center focuses mainly on circular economy, development of the most promising start-ups, the corporate venture capital of the subsidiary Neva Finventures and applied research.

WEB MAGAZINE MAKERS SRL

Rolling Stone is a brand owned by Penske Media Corporation and licensed for Italy exclusively to Web Magazine Makers Srl (WMM). WMM aims to develop publishing activities related to the Rolling Stone brand both on the web and through special paper editions. The company has the possibility to sublicense the brand on video productions and merchandising, as well as on events and productions of any kind. The publishing activity of Rolling Stone in Italy focuses on cultural subjects and current affairs such as music, cinema, TV, politics, charts, opinions and gaming.

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