

Case study: Telecom Italia's Virgilio Internet portal

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Date: December 2009

Pages: 5

Price: US\$ 395.00 (Single User License)

ID: C412FD08BEFEN

Abstracts

Telecom Italia has succeeded where many other telcos have failed: in developing a successful portal strategy that provides a sales channel for its communication and multimedia service, as well as generating additional revenue from other sources such as Internet advertising. In order to be successful in both aspects, however, it has kept the functions separate. Its own branded portal, Alice, is used as a traditional telco portal to market, sell and manage its communication and multimedia products. Its Virgilio portal, which it acquired, is left as an independent unit to search out new Internet revenue opportunities such as online advertising.

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