

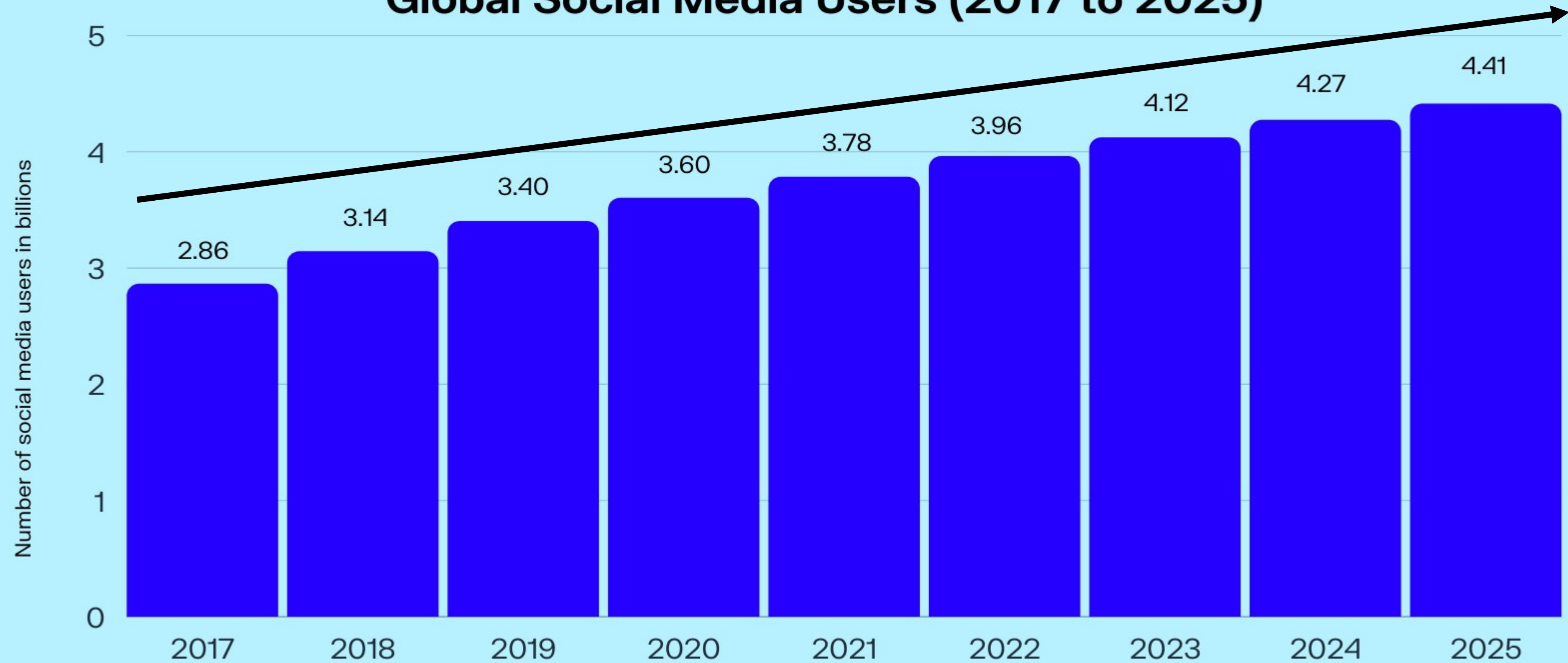
CASTADIVA

A Social Media Experience

58.4%

active social media users in the world today

Global Social Media Users (2017 to 2025)



Source: Statista

OBERLO

“A typical user is present on almost 9 social media platforms”



re
lat

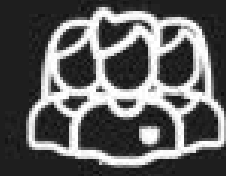


used
Bus





What it is



Demographics



Users/Usage



Social sharing app.

25% of global
Facebook users
are age 25 to 34

3 billion
monthly
active users



Social sharing app
all around pictures.
Inspiration

50%+ of
new signups
are women

1 billion
monthly
active users




A social networking
site geared
toward **business.**

More than 70% of
LinkedIn users are
from countries other
than the United States.

260 million
monthly
active users

CASTADIVA'S COMPETITORS SOCIAL MEDIA ACCOUNTS



moviemagicinternational

Message

Follow

179 posts

2,803 followers


204 following

Movie Magic International

Producer

TV commercial production company based in Milan.



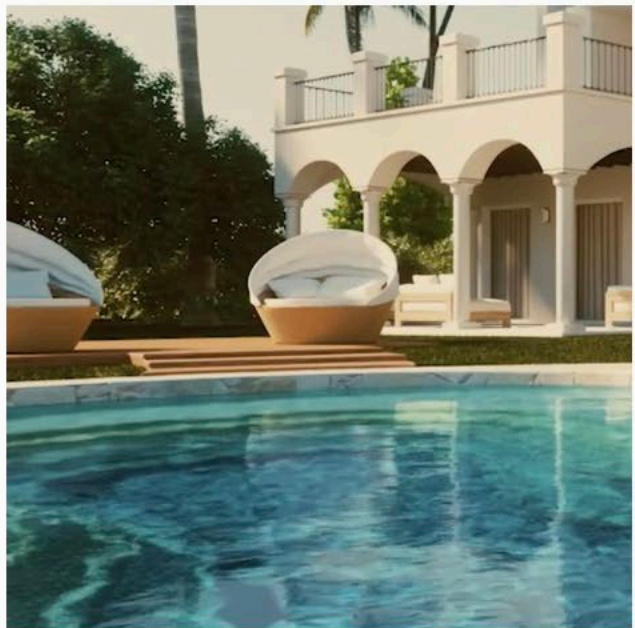
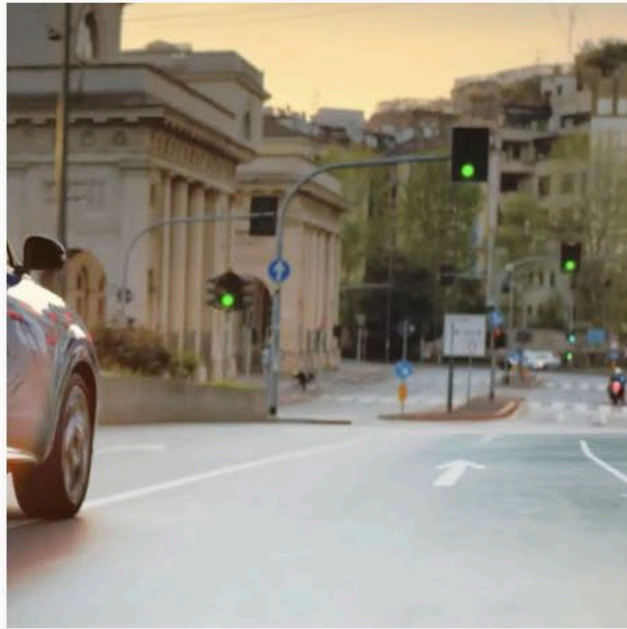
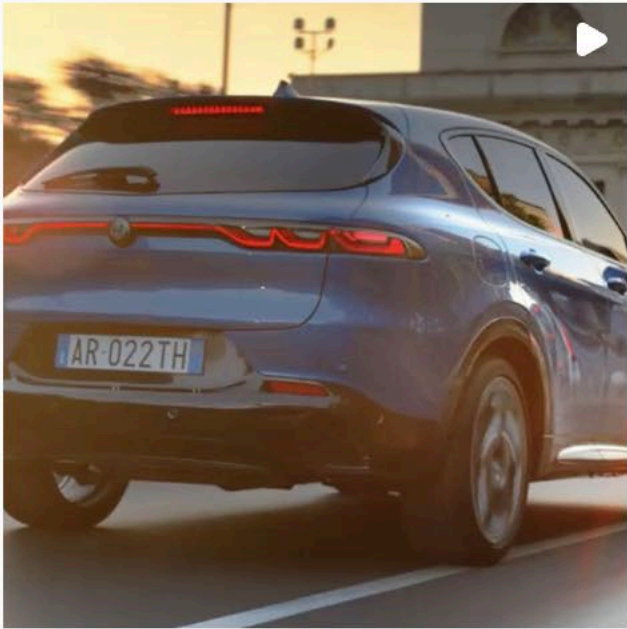

youtu.be/3ITc1kuqvhl



POSTS

VIDEOS

TAGGED




facebook


Email or phone

Password

Log In

Forgot





Movie Magic International

@moviemagicint · Media/news company

Call Now

Home

Photos

Community

Videos

More

About

See all

Based in Milan and Los Angeles, a solid worldwide network of contacts, Movie Magic is one of the leading production companies operating in the adv.

673 people like this

707 people follow this

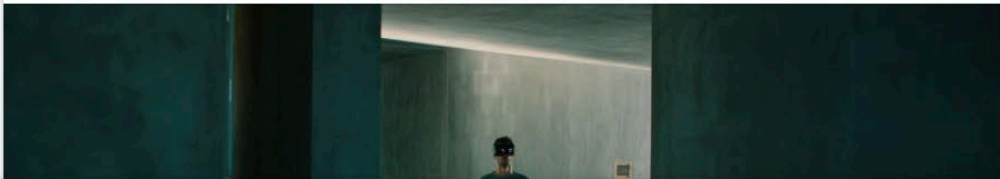
http://www.moviemagicint.com/

Movie Magic International

January 2, 2019 ·

Stunning work by @camendirector for @lamborghini.

.... See more



Search

Home

My Network

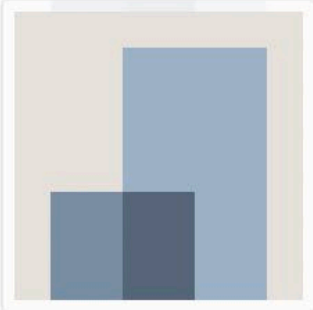
Jobs

Messaging

MOVIE MAGIC INTERNATIONAL S.R.L. is an unclaimed page

Only a current employee of MOVIE MAGIC INTERNATIONAL S.R.L. may claim this page. Know someone who can claim t

Share this page



Book and Periodical Publishing · MILANO, Mi

See all 11 employees on LinkedIn

This listing was automatically created by LinkedIn. This listing is not currently maintained by, endorsed by or affiliated with MOVIE MAGIC INTERNATIONAL S.R.L. [Learn more](#)



cattleya_produzione

Message

Follow



58 posts

2,324 followers

103 following

Cattleya Official

Movie Theater

Uno dei Maggiori Produttori Indipendenti Italiani di Cinema e TV.

Adv. @think_cattleya

www.cattleya.it



SUMMERT...



NERO A M...



CIRCEO



CABALA



NOI



ROMULUS2



GOMORRA5



Cattleya

@Cattleya.produzione · Movie

Send message

Hi! Please let us know how we can help.

Home

About

Photos

Videos

More

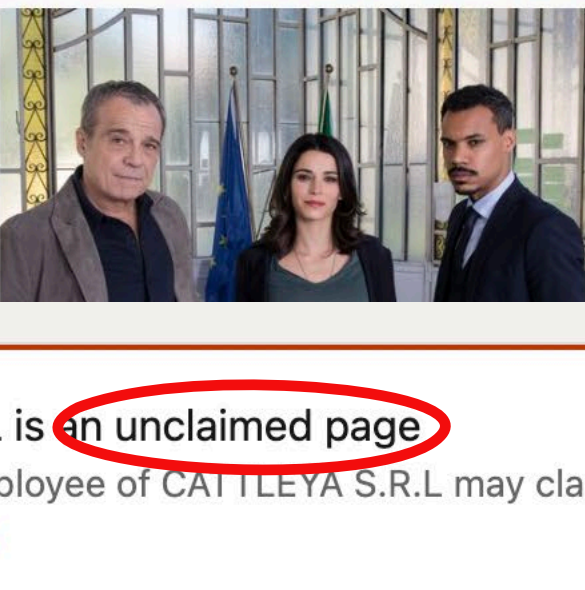
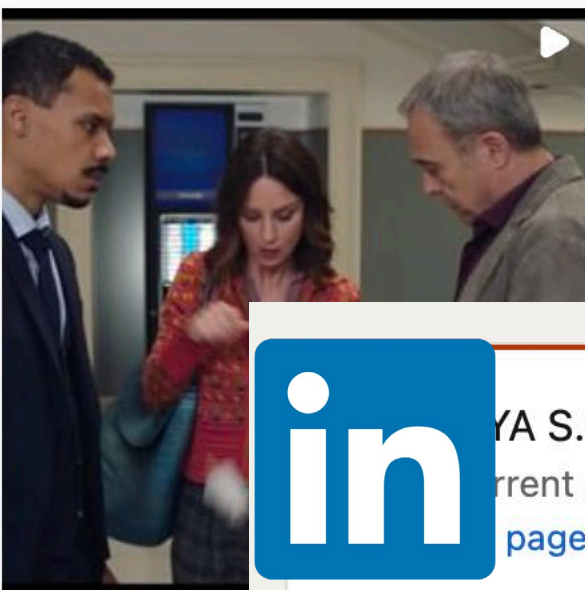
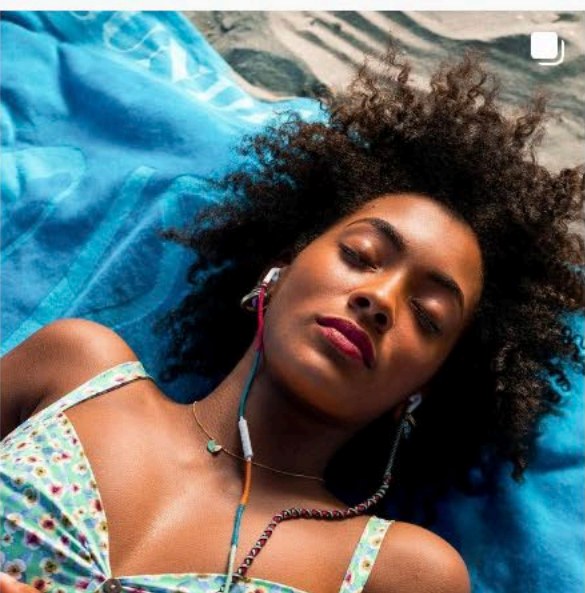
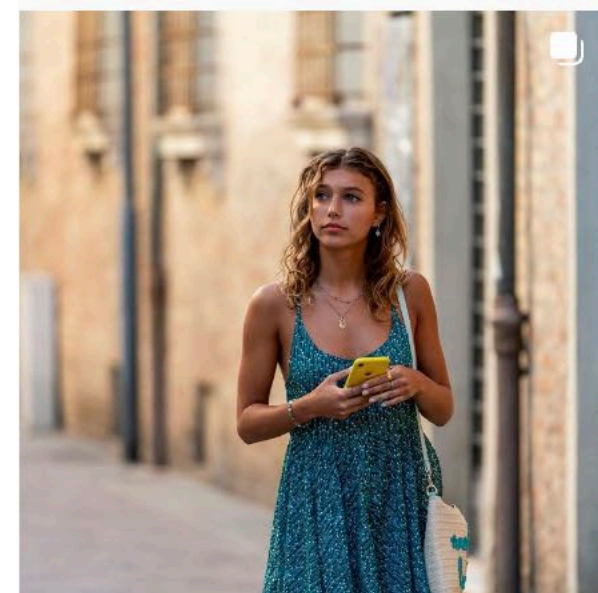


POSTS

REELS

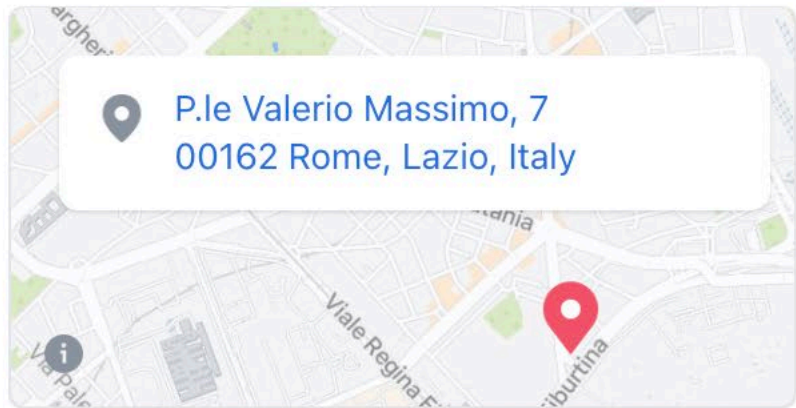
VIDEOS

TAGGED



About

See all



Casa di produzione cinematografica e televisiva

Cattleya è uno dei maggiori produttori indipendenti italiani, ha al suo attivo più di 70 film e numerose serie televisive. Dal 2009 con think|cattleya... See more

7747 people like this

Cattleya

May 12

Una ventata d'estate

Quanti di voi si sono g

Summertime?

Fatecelo sapere nei cc



think_cattleya

Message

Follow



313 posts

6,296 followers

777 following

Think Cattleya

Movie/television studio

More than an Advertising Production Company.

Based in Rome & Milan.

#Film #Advertising #Digital #VR #Content #ProductionCompany

www.think.cattleya.it

T

2021

H

hq

I

BTS

N

news

K

on air



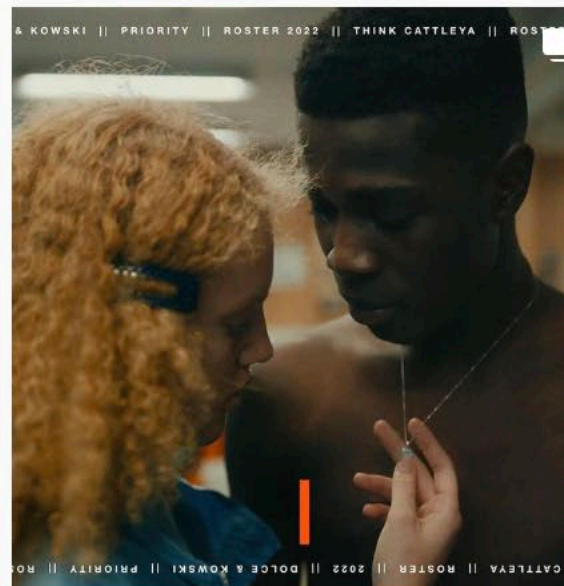
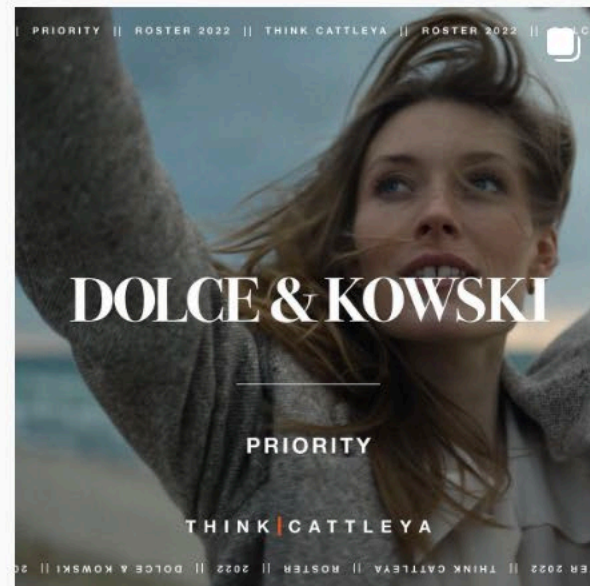
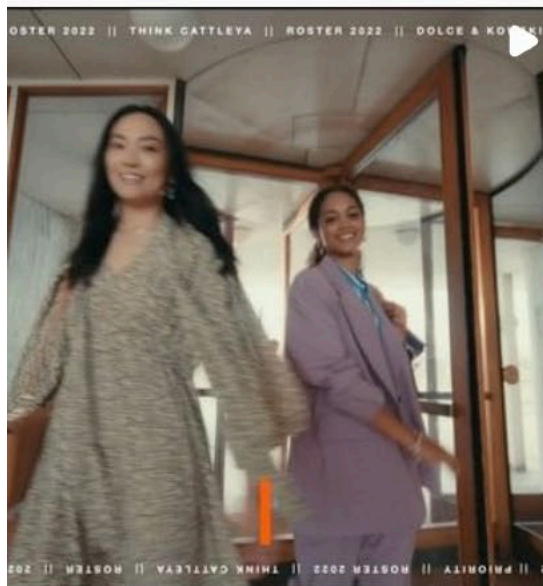
Martini Sh...

POSTS

REELS

VIDEOS

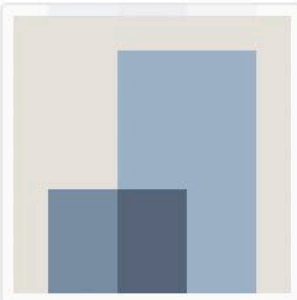
TAGGED



CATTLEYA S.R.L. is an unclaimed page

Current employee of CATTLEYA S.R.L. may claim this page. Know someone who can claim this page?

page



Movies, Videos, and Sound · ROMA, Rm

See all 5 employees on LinkedIn

This listing was automatically created by LinkedIn. This listing is not currently maintained by, endorsed by or affiliated with CATTLEYA S.R.L. Learn more



mercuriocinematografica

Message

Follow



184 posts 2,523 followers 572 following

Mercurio Cinematografica
Broadcasting & media production company
In directors we trust 🎬🎥
www.mercurioproductions.com



Recent Aw...



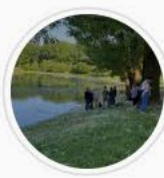
Sammonta...



Digital



Fiordo



Stay tuned



Reborn



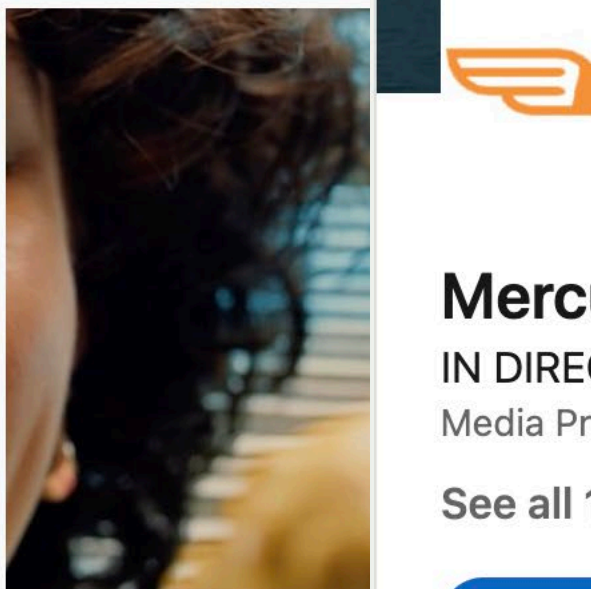
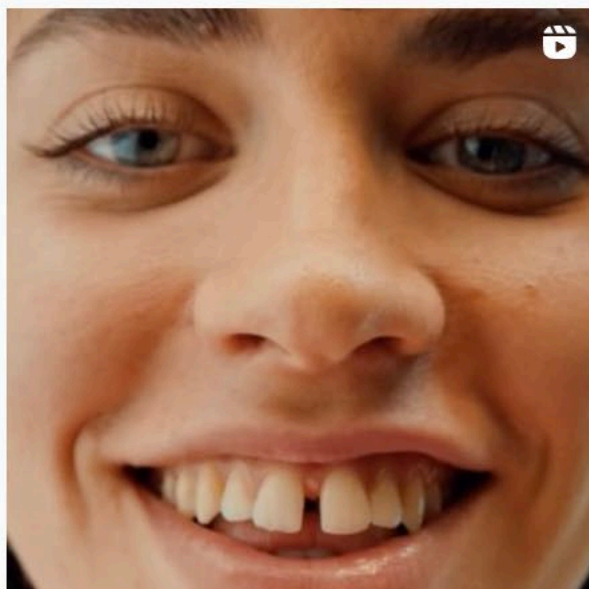
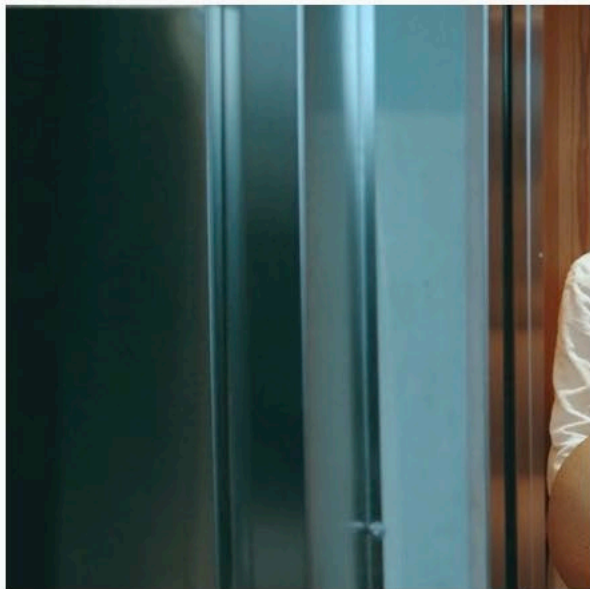
YDA 2022

POSTS

REELS

VIDEOS

TAGGED



Mercurio Cinematografica

Advertising Agency

Send message

Hi! Please let us know how we can help.

Home

Reviews

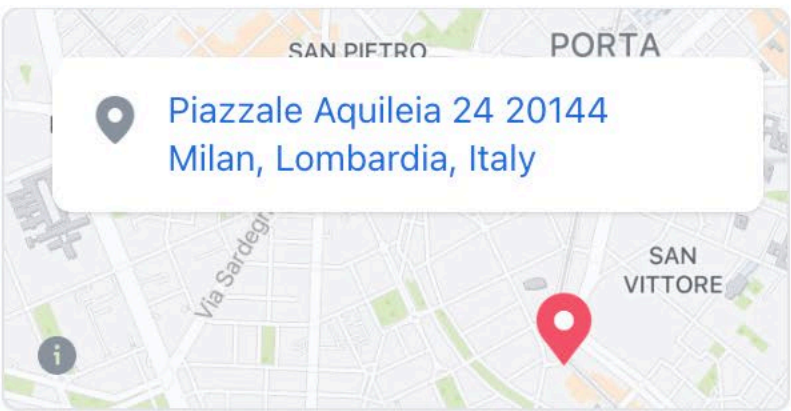
Photos

Videos

More

About

See all



386 people like this



Mercurio Cinematografica updated their profile picture.
March 23, 2016 ·



Mercurio Cinematografica Srl

IN DIRECTORS WE TRUST SINCE 1977
Media Production · Milan, Lombardy 301 followers

See all 14 employees on LinkedIn

+ Follow

Visit website

More

Home

About

Posts


Jobs

People

Videos

About

Mercurio Cinematografica is an advertising production company founded in Milan in 1977. During its 45 years, Mercurio has produced memorable commercials, working with a plethora of talents, creative agencies and clients from all over the globe.



akitafilm

Follow

...

147 posts

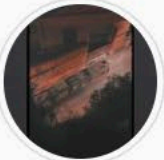
2,508 followers

1,144 following


AKITAFILM MILANO

Film Production Company based in Milan


www.akitafilm.com



S&G



M.Lawrence




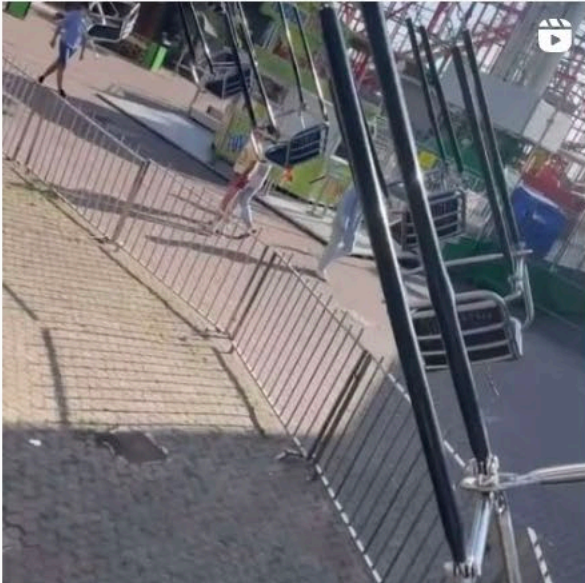




7.9

POSTS

REELS

VIDEOS

TAGGED



AKITA FILM

Film Production Company based in Milan - Italy
Movies, Videos, and Sound · Milano, Milano · 433 followers

See all 16 employees on LinkedIn

[+ Follow](#) [Visit website](#) [More](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#) [Videos](#)

About

We produce tv commercials - documentaries - corporate films and more We always find solutions to your needing
Any image in motion is our job

[See all details](#)

Recently posted videos

Here we are with the latest campaign for AGOS: Client: AGOS Agenzia creativa: @mccann_italy Group Executive Creative Director: Alessandro Sciortino Senior Art Director: @p_r_r_86 Senior Copywriter: Diego Savalli Head of production: @mivirgil Casa di produzione: @akitafilm Regia: Tommaso @tommi_berte Fotografia: @davidemardegan Executive Producer: Davide Rizzi Producer: @sassellasonia Scenografo: Fabrizio Moschini Edit: @il_marcio Post-Produzione: @band_postproduction ...

[I like](#) [Share](#) [Lock the Page](#)

Post

[Akita Film](#)
4 October 2018

851 views

[Fabio Chiesa](#)
4th October 2018

Time is life, if you don't have time ???

[1](#)

[I like](#) [Comment](#) [Share](#)



the_family_film

Message

Follow



212 posts

5,138 followers

2,197 following

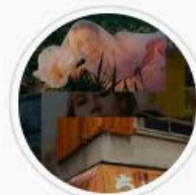
The Family

Production company based in Milan. Solid reputation. Friendly vibes.

thefamilyfilm.net



BTS



New Direc...

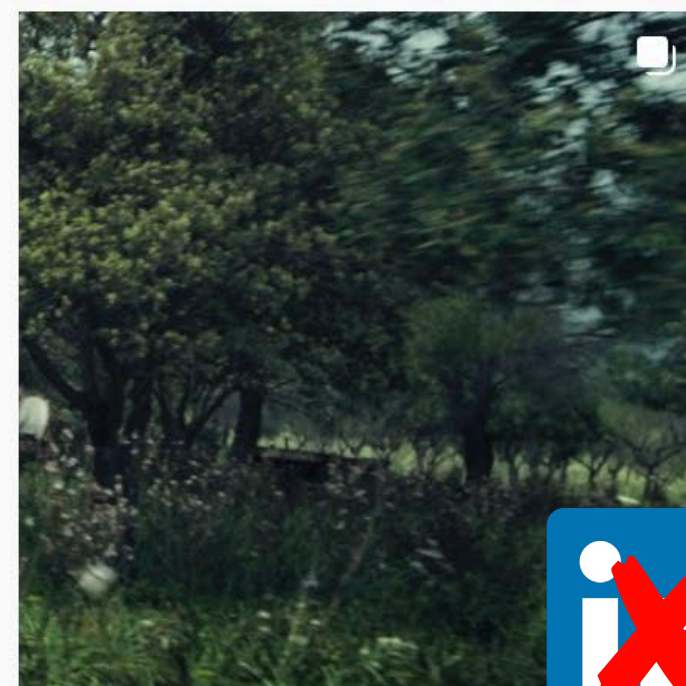
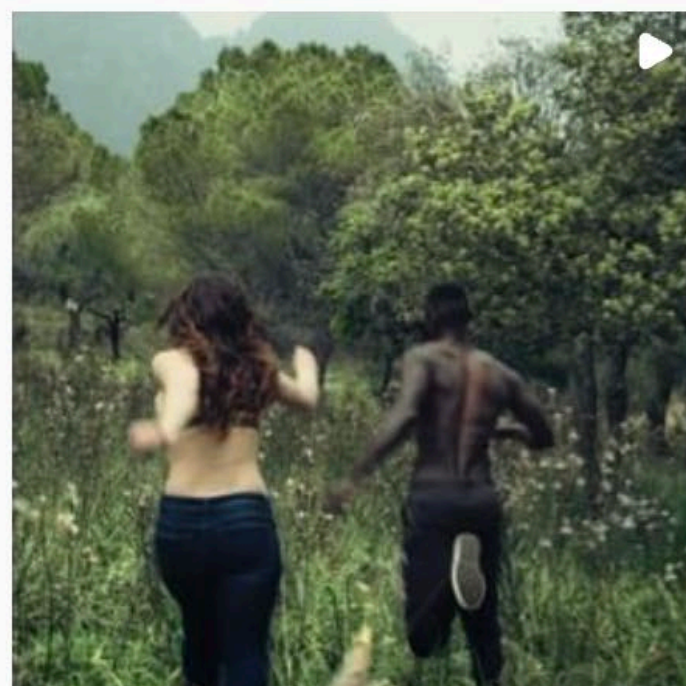
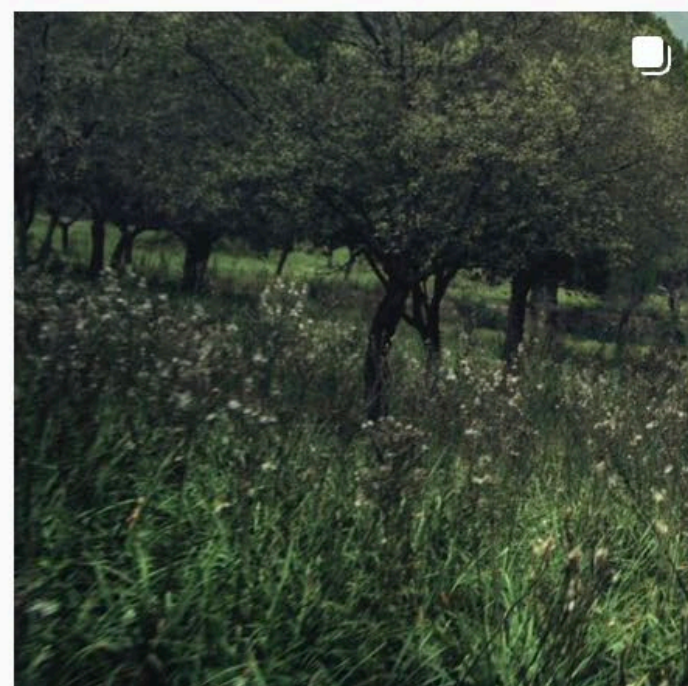
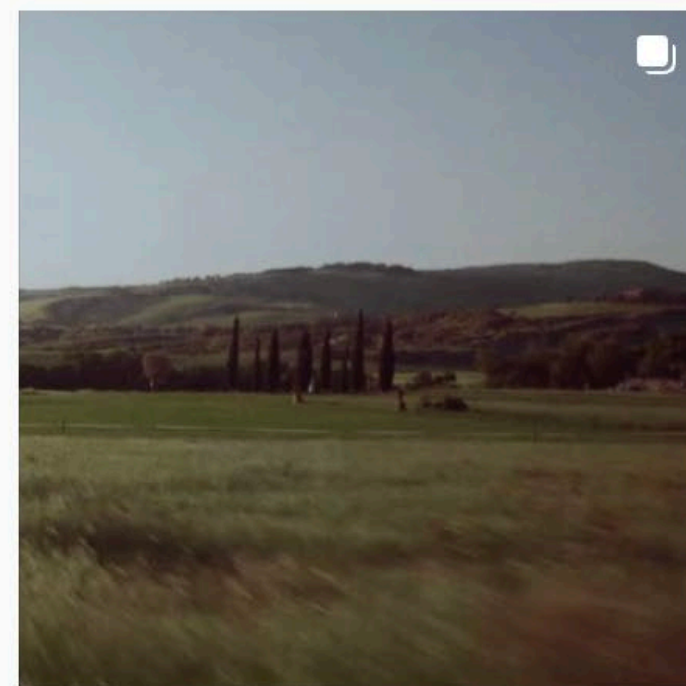
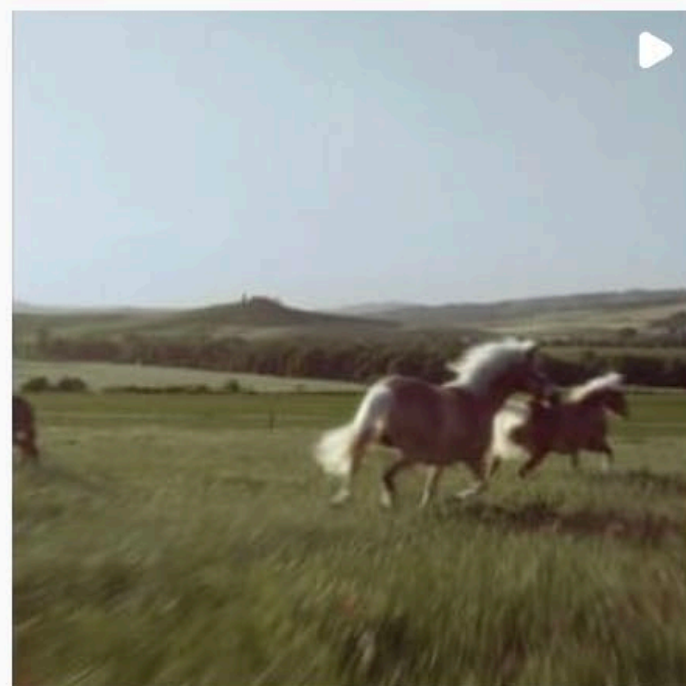
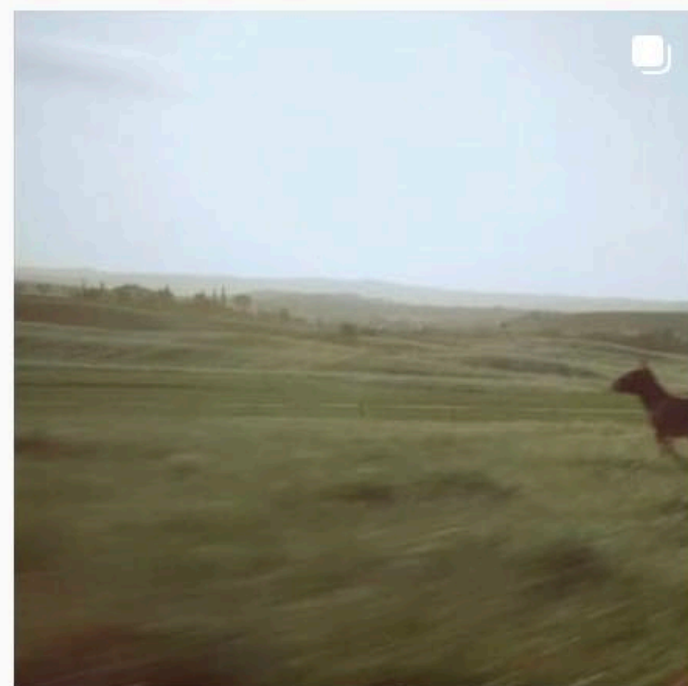


Made In It...

POSTS

VIDEOS

TAGGED



The Family

@TheFamilySrl · Broadcasting & media production company

Contact Us

thefamilyfilm.net

Home

About

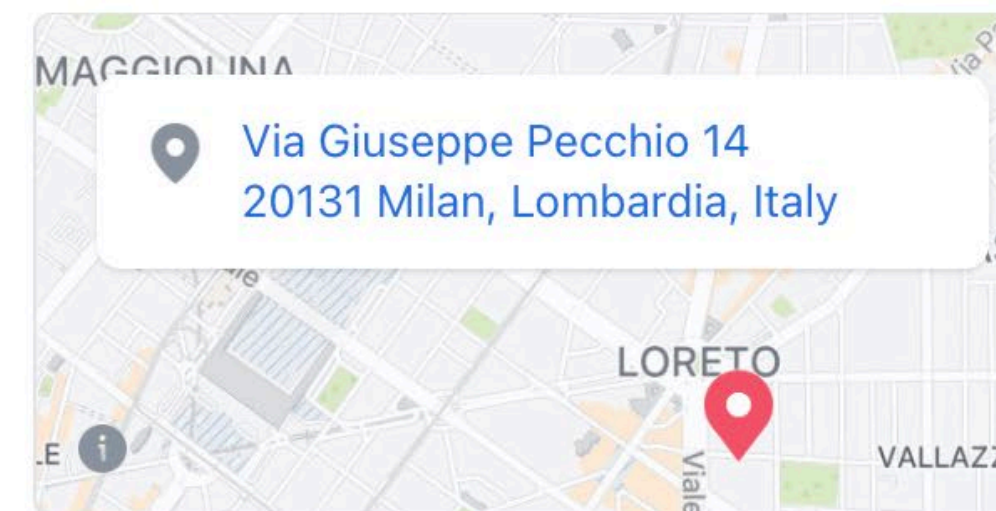
Photos

Videos

More

About

See all



The Family is a commercials, short films, branded contents production company. We are based in Milan, working worldwide.

The Family is a commercials, short films, branded contents production company. We are based in Milan, working worldwide.

3,001 people like this

3,136 people follow this

113 people checked in here

<http://www.thefamilyfilm.it/>

The Family
May 19

Shortlist at D&AD for Emergency "Everyone Deserves a Future"!



Ogilvy Italia
EMERGENCY

Igor Borghi
Gi... See more





castativaba

Message

Follow



135 posts

5,117 followers

1,602 following

CASTADIVA

We Make Things Happen

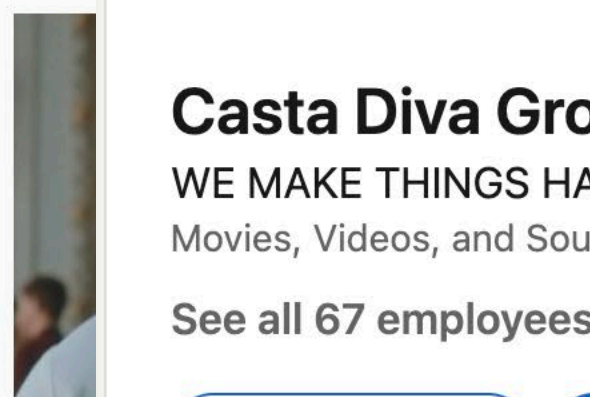
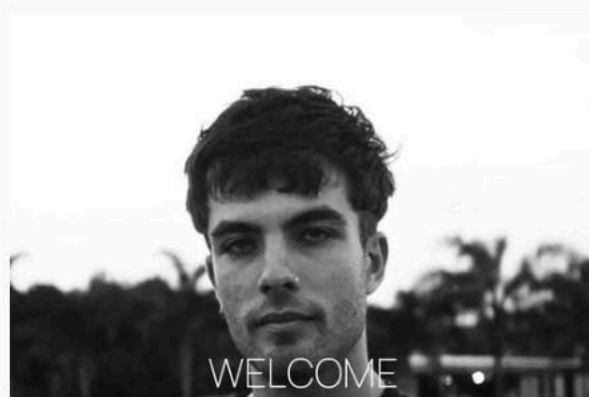
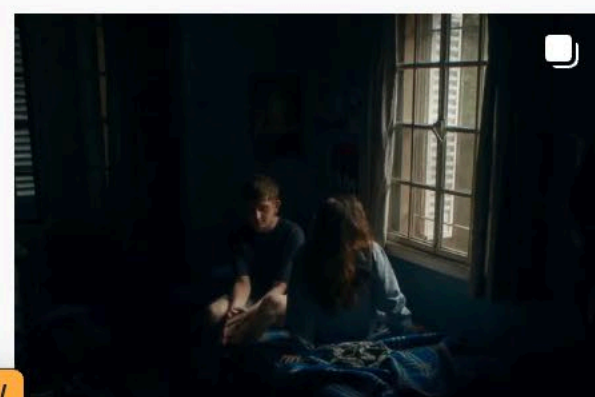
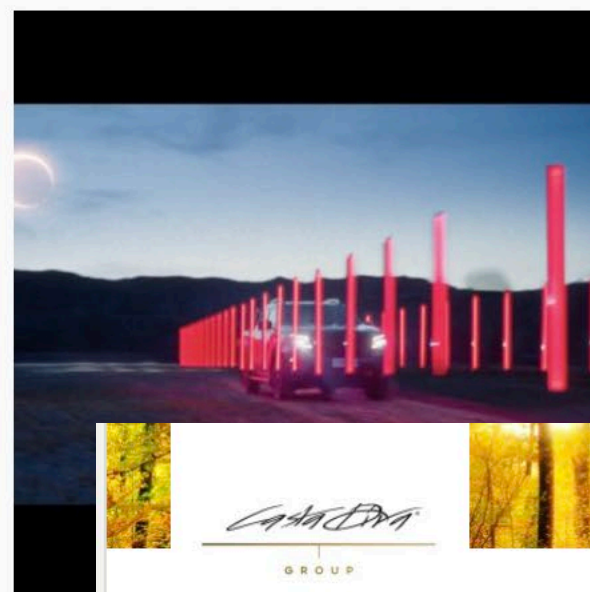
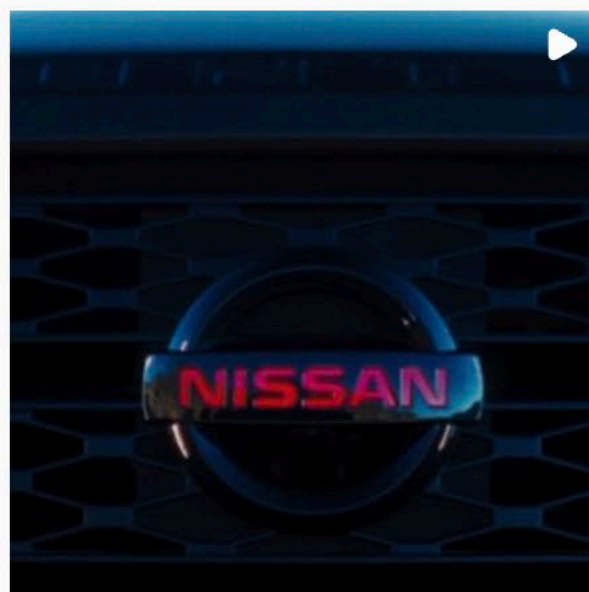
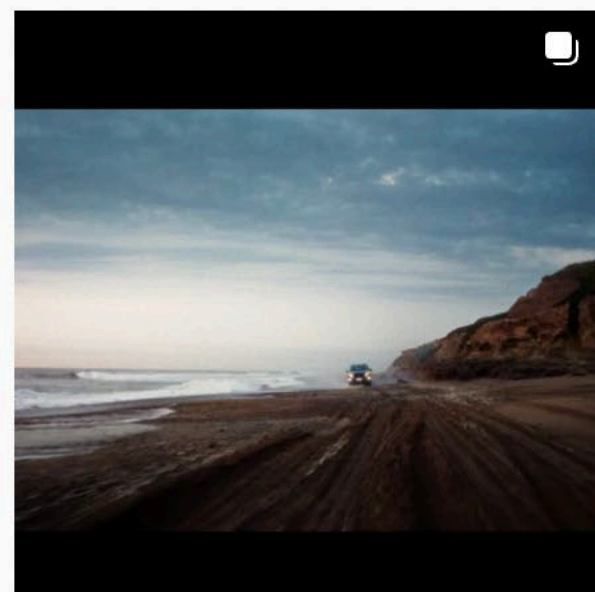
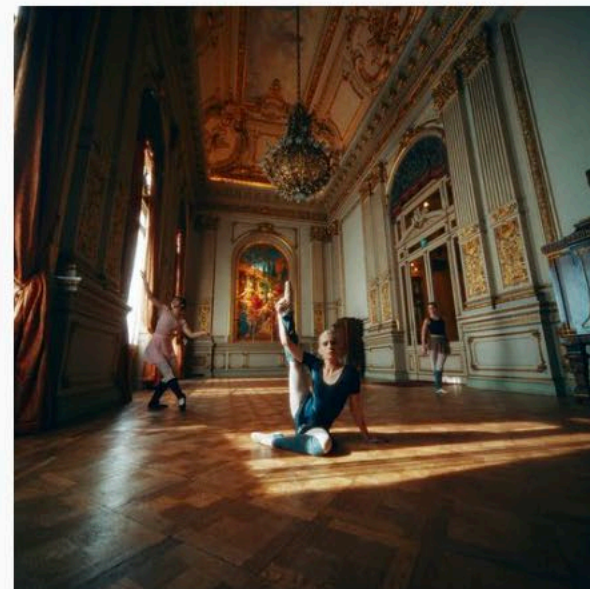
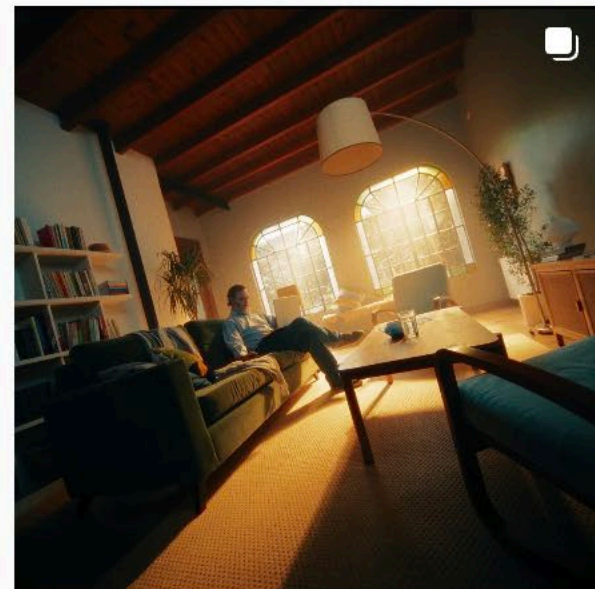
castativaba.com



POSTS

VIDEOS

TAGGED



We make things happen!



Casta Diva Group

@CastaDivaGroup · ★ 4 21 reviews · Broadcasting & media production company

Contact Us

castativagroup.com

Home

Reviews

Photos

Videos

More

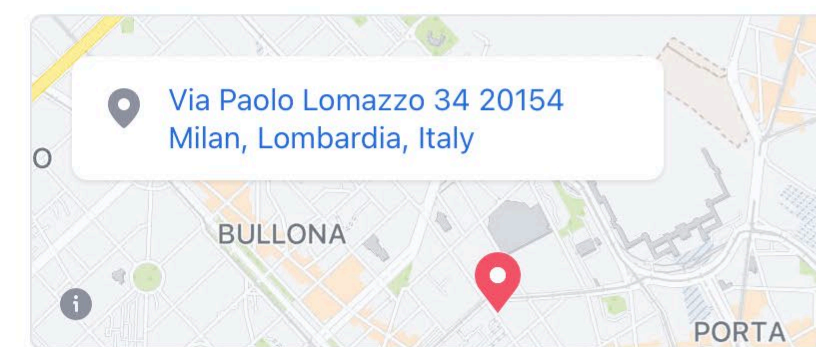
Like

Message



About

See all



Casta Diva Group is a multinational active in the communication sector, producing branded content,



Create post

Photo/video

Check in

Tag friends



Casta Diva Group

December 21, 2020 · 6

The primrose that Stefano Boeri Architetti has created for the Covid vaccination campaign in Italy like and dislike.

Here is the opinion of our Chairman and CEO, Andrea De Micheli:



Casta Diva Group

WE MAKE THINGS HAPPEN

Movies, Videos, and Sound · Milano, Italy · 2,529 followers

See all 67 employees on LinkedIn

Following

Visit website

More

Home

About

Posts

Jobs

People

Videos

About

Casta Diva Group is a communication company operating in branded content: advertising productions, films, tv programming, corporate events, viral videos, digital content and live music shows. A pocket-sized multinational

Cornell Master's Programs

See if one of Cornell's 5 specialized Master's Programs is right for you.

Learn more

Only \$4 per month Limited Time Offer

Learn more

Pages people also viewed



CASTADIVA

Media Production

437 followers

+ Follow



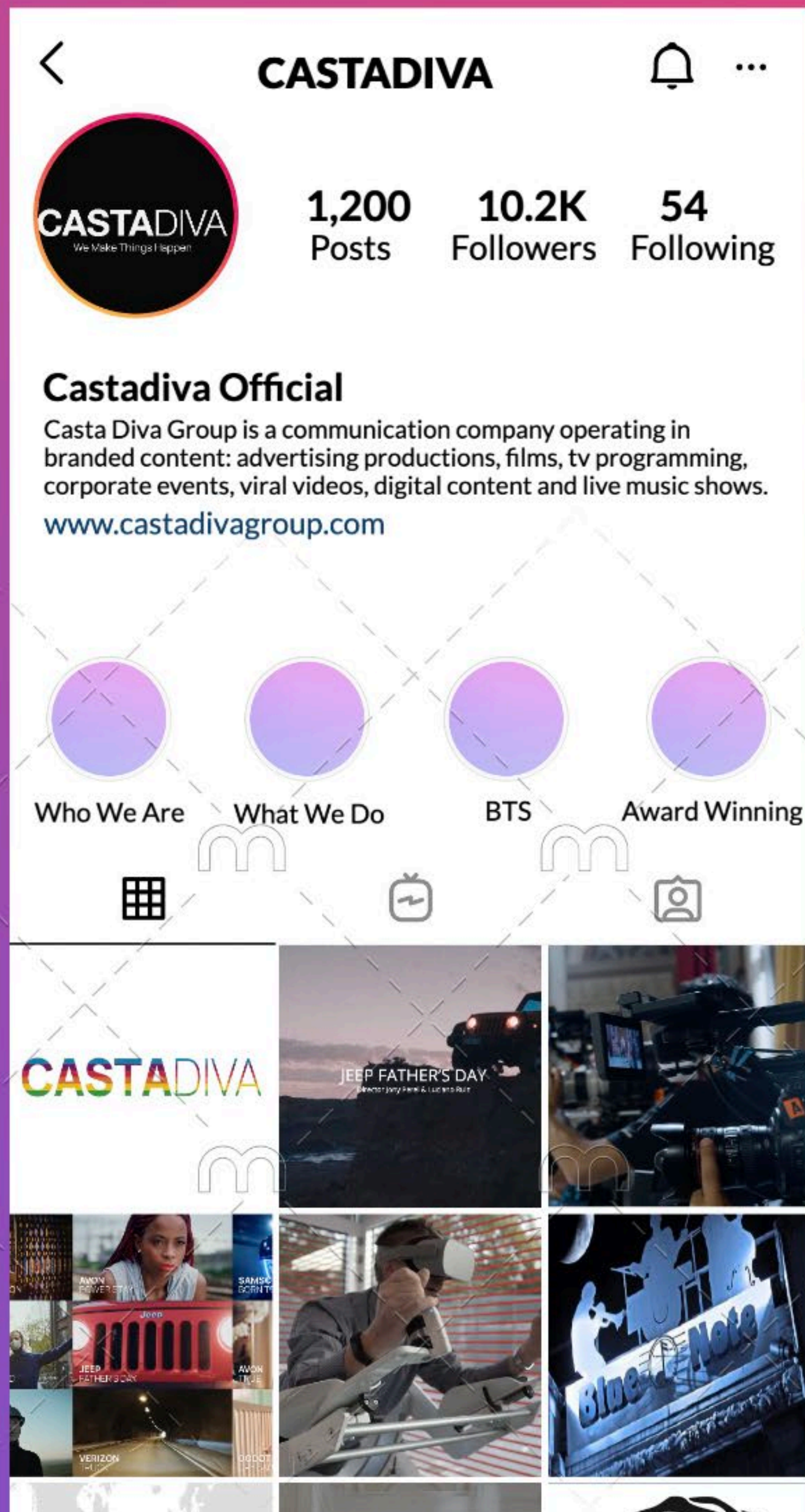
Casta Diva Events

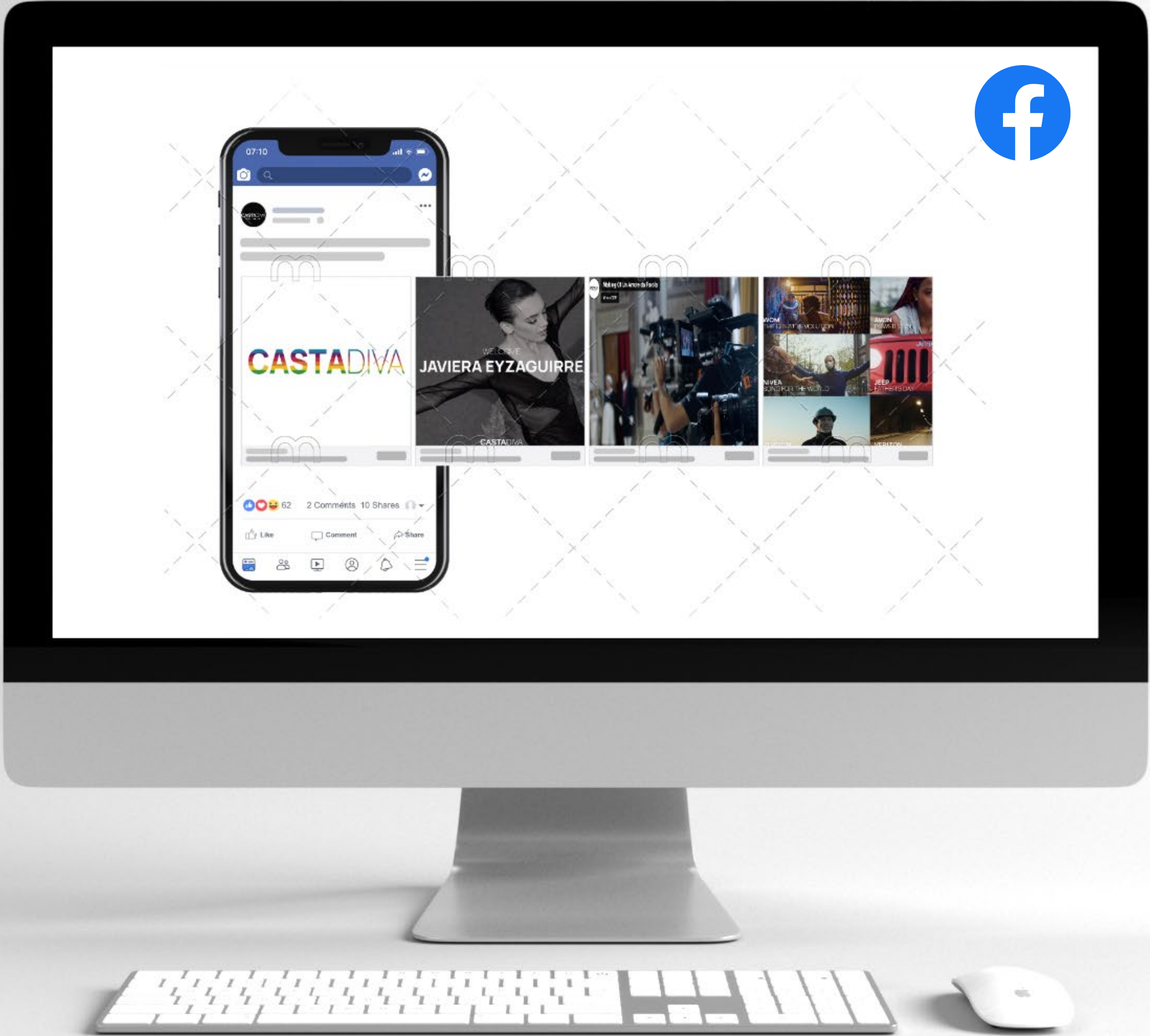
Events Services



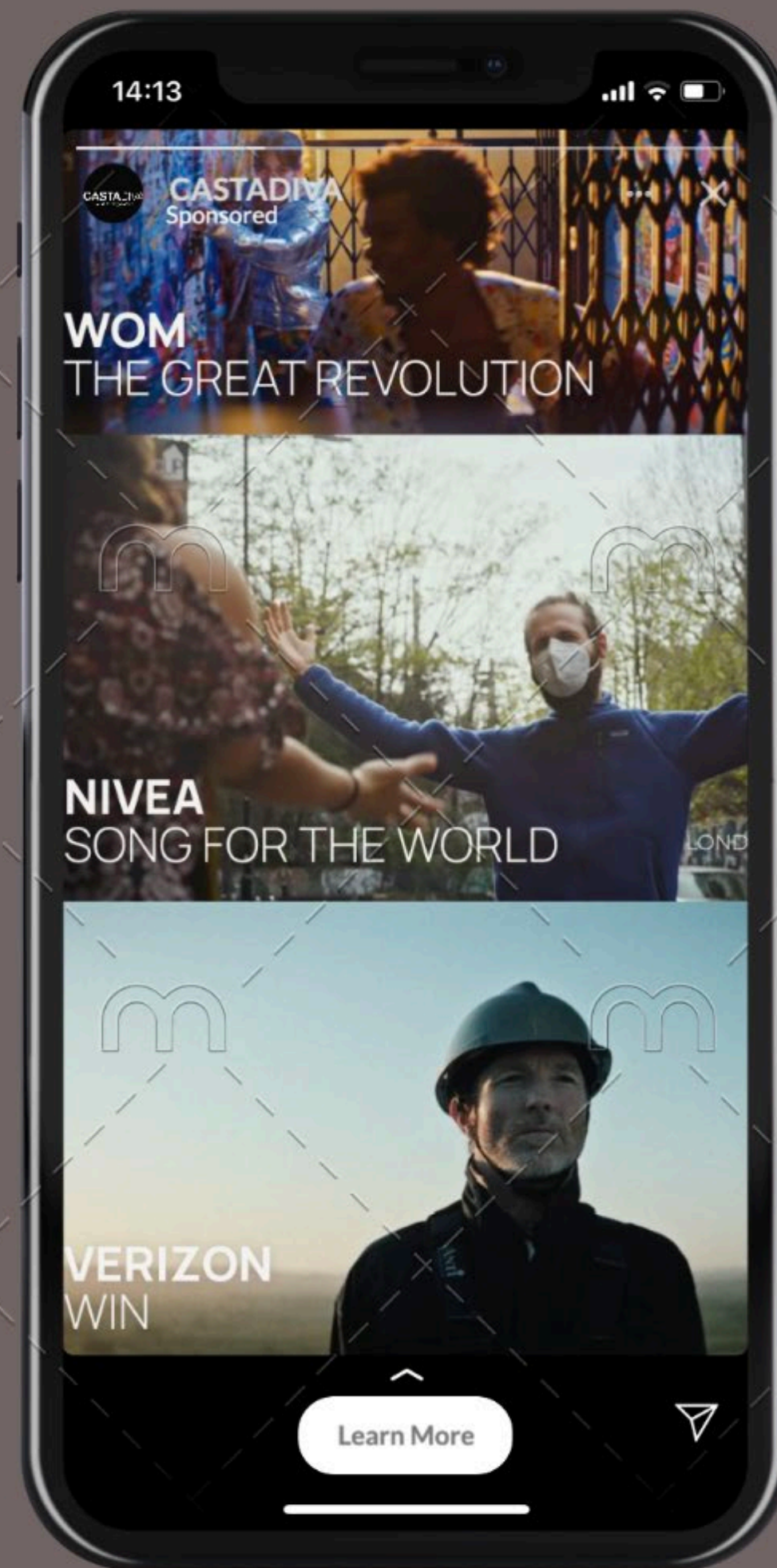
How Can You Make a Central Castadiva Account?







Instagram Sponsored Ad



- * Allows accounts to chose your audience
- * Run ads across different apps (Ins. +Fac.)
- * Set & manage budget
- * Get real insight

LinkedIn Sponsored Ad



- * Reaches professional audience
- * Narrows target audience through industry specific searches
- * Increases conversation rates

← CASTADIVA

🔍

⋮

HOMEVIDEOSPLAYLISTSCOMMUNITY

CASTADIVA

We Make Things Happen

CASTADIVA

m

Channel Title

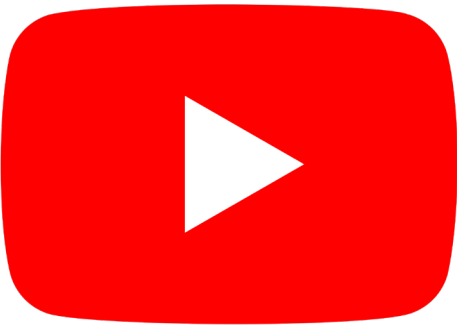
1.5K subscribers

SUBSCRIBE

Popular uploads

Making Of Un Amore di Paolo

The Heart of Jazz



☰

YouTube

Blue Note Milano

🔍

📶

📶

📶

📶

📶

📶

Video teaser campagna lancio concerto The Heart of Jazz

CASTADIVA

Casta Diva Group

RA
MONTE
CARLO

VENEDÌ 8 MAGGIO

PAOLO FRESU

LIVE STREAMING

PRESENTA
NICK THE NIGHTFLY

Blue Note
MILANO

The Heart of Jazz

PAOLO FRESU IN LIVE STREAMING
PER UNA SERATA
DI GRANDE MUSICA

f

Blue Note Milano

Guarda su
HUAWEI VIDEO

CASTADIVA

👍

👎

↗

⋮

...

One Thing All These Accounts
Have in Common:

Inactivity

1. Brand Awareness

2. Website Traffic

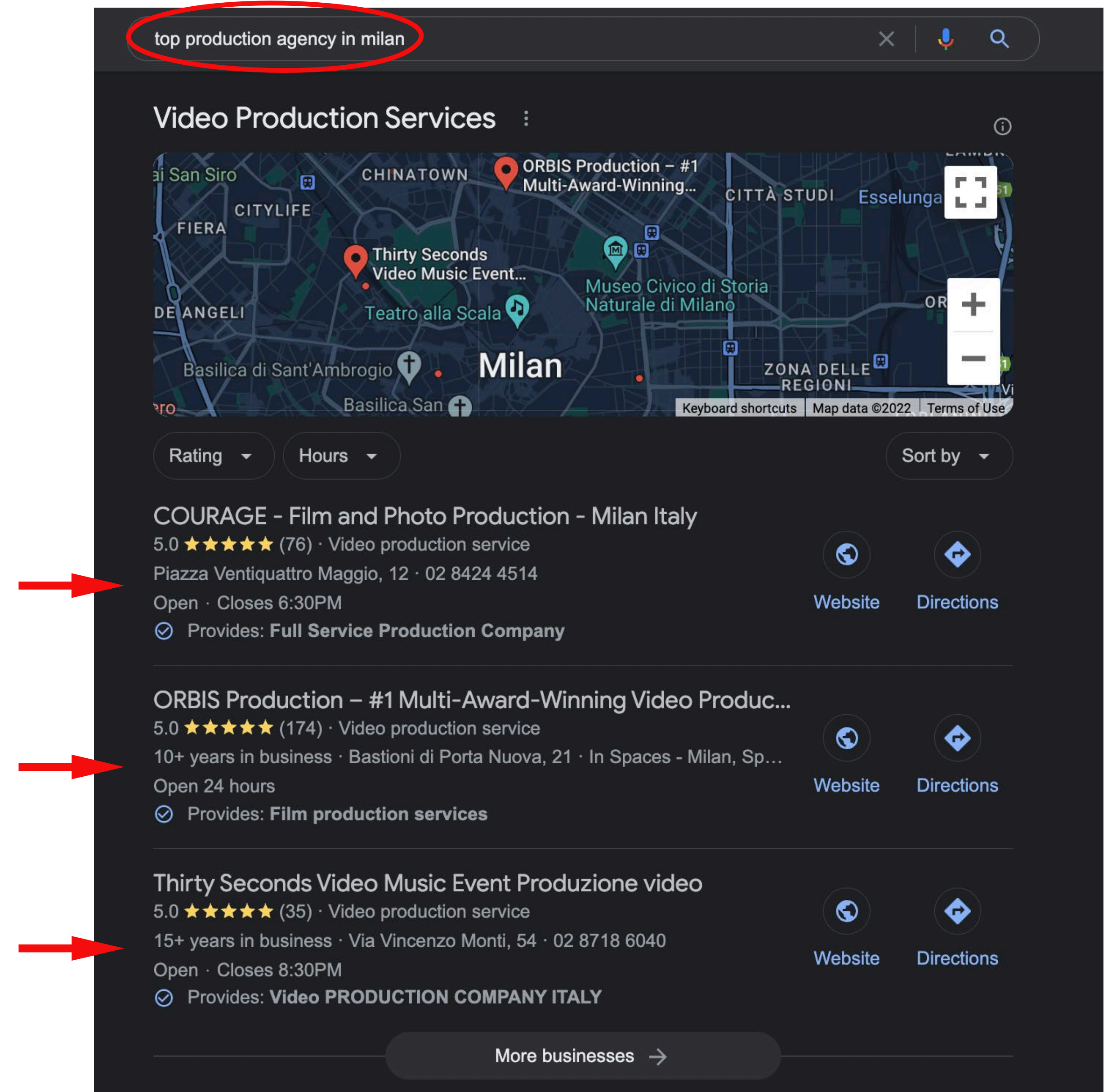
3. SEO Value

4. Customer Service

5. Proof & Credibility

SEO & Worth It?

- (I) 53.3% of all web traffic comes from organic search
- (II) Customers search for a solution, and go with the top result
- (III) Creates a trustworthy web experience for customers
- (IV) Gives Castadiva the competitive advantage
- (V) Help to rank better in local searches
- (VI) Improves user engagement rates



RELIABILITY

CREATIVITY

Key Assets

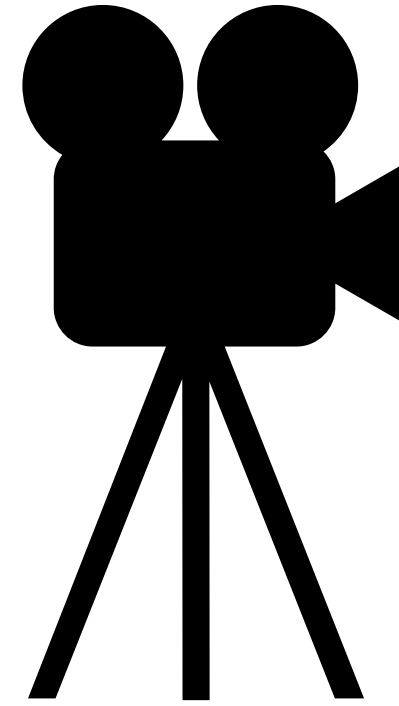
DIGITAL + LIVE

BUSINESS + CONSUMER

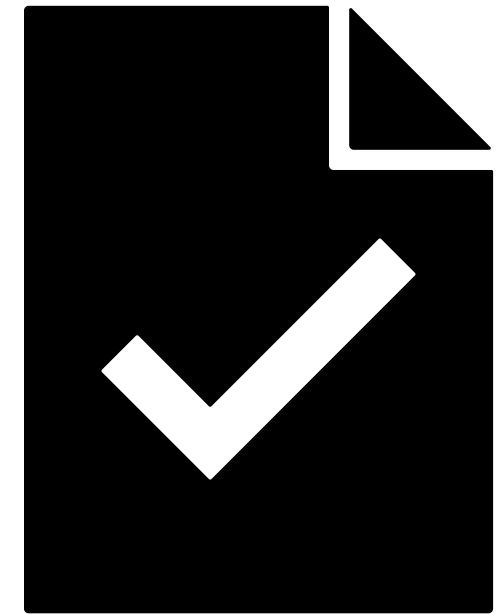
STRENGTHS



Presence in 10 Cities
Around the World



Work Experience With Over
100 Major International
Brands









Most Diversified Group



Milan, the wealthiest
city in Italy and largest
financial hub



Post COVID-19 Rethink and
Reframing












<u>Cattleya</u>	<u>Mercurio</u>	<u>Akita</u>	<u>The Family</u>	<u>Movie Magic</u>	<u>CASTADIVA</u>
					
<ul style="list-style-type: none">- 5 star assistance to foreign filmmakers- Most active TV drama producer in Italy- Works with major networks such as Netflix- International production, shooting in Italy - tax benefits- 60 years of experience- Code of ethics- Known for Romanzo Criminale & Gomorah	<ul style="list-style-type: none">- Recent rebrand- Focus on minimalism and discrete- Hired a company to redo their entire website, making it more approachable for clients to see their works, and get in touch easier- Company also designed their instagram platform	<ul style="list-style-type: none">- Website says “nothing is impossible”- Cares about low budget films- States any problem is solvable- Rated for professionalism	<ul style="list-style-type: none">- Their website, displays their work, whats in progress, bringing viewers to another page to read about a <u>synopsis</u> about each creation- Labels the crew and cast that was included in the film- Wants clients to feel apart of the family, their tagline	<ul style="list-style-type: none">- Stated worldwide top directors- Cannes advertising festival award winner- Worked with celebrities such as George Clooney, Uma Thurman, De Niro. Good to advertise this but also cons to this- Throughout Italy	<ul style="list-style-type: none">- Diversification of activity, international reach, positioning of access to the capital market- TV series sector- Worldwide, upward advantage


Castadiva TV Production

- 15 projects in 7 months
- Careful selections of best foreign production that are fresh and unpredictable
- In 2020, the amount of money streamers' spent on Italian Television doubled to \$109 million euros
- Discovery continues to expand and has joined the ranking in top three networks streamed throughout the country
- Four new programs, ready to be aired on Discovery Italia:
 - Questa è Casa Mia
 - Trasformazioni Incredibili
 - Tuscan Chef
 - Fare Detailing



CASTADIVA'S TELEVISION COMPETITORS









Banijay
3.4K likes **3.6K followers**




PostsAboutMentionsReviewsFollowersPhotosMore


**See What Others Are Posting**
Tap Mentions to see what their followers are saying about them.


Posts


Intro



Step inside the world of Banijay, the largest international content producer and distributor.
120+ p


 **Page** · Media/news company

 5 rue Francois 1er, Paris, France



 +33 1 43 18 91 50



 banijay.com



 Rating · 3.9 (31 Reviews) 






banijay


**banijaygroup** 
Banijay


**banijaymxus** 
Banijay Mexico & U.S. Hispanic


**banijayitalia** 
Banijay Italia


**#banijay**
6,317 posts





**banijayasia** 
Banijay Asia

**banijay**
♥A.f♥fati

**banijaybelgium**
Banijay Belgium





banijaygroup 





2,034 posts **21.4K** followers 194 following


Banijay
Media/news company
Step inside the world of Banijay, the largest international content producer and distributor.
www.banijay.com


**Baniday**


**Life at Ban...**


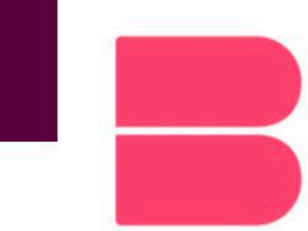
**Banijay Well**

**MasterChef**




**Temptatio...**

**Don't**

**Big Brother**



Banijay
Banijay stands as the largest international content producer and distributor.
Media Production · Paris, France · **29,875 followers**
[See all 604 employees on LinkedIn](#)





HomeAboutPostsJobsPeopleVideos

About



Banijay stands as the largest international content producer and distributor; home to over 120 production companies across 22 territories, and a multi-genre catalogue boasting over 130,000 hours of original standout programming. A collective of creative entre... [see more](#)

[See all details](#)

Page posts


**Banijay**
29,875 followers
7h · 


Serial Lover has won the award for best screenplay


**Banijay**
29,875 followers
13h · 

Banijay Brands will be exhibiting at





FremantleHQ 
@FremantleHQ · Media/news company



Send message
Hi! Please let us know how we can help.

HomeAboutVideosPhotosMore

Like

Search

More

About

See all

Where Creative Lives. Fremantle is one of the largest and most successful creators, producers & distributors of content in the world.

FremantleMedia creates, produces and distributes some of the best known and loved content in the world including: American Gods, The Young Pope, Deuts...
See more

249,457 people like this

495,982 people follow this

<http://www.fremantle.com/>

Away
Send message


Media/News Company

Photos

See all

Create post

Photo/videoCheck in


**FremantleHQ** 
September 3, 2021 · 

New Finnish drama series at Rahti Yle Area
<http://link.yle.fi/Rahti>

See Translation



Yle Areena updated their cover photo.
September 3, 2021 · 



Fremantle
The place creatives call home.
Media Production **89,907 followers**
See all 2,082 employees on LinkedIn

+ Follow

Visit website

More



Home


AboutPostsJobsPeopleVideos

About

Fremantle is one of the world's largest and most successful creators, producers and distributors of Entertainment, Drama & Film, and Documentaries. Operating in 26 territories we are a proudly independent group of content creators. We produc... see more

See all details



fremantle 

MessageFollow



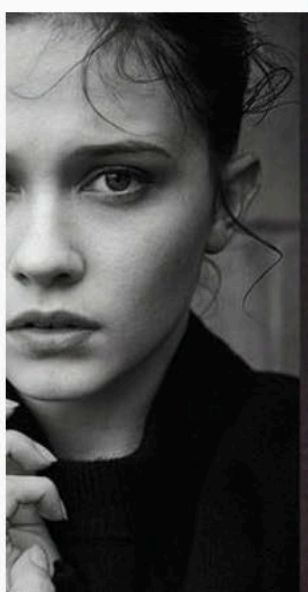
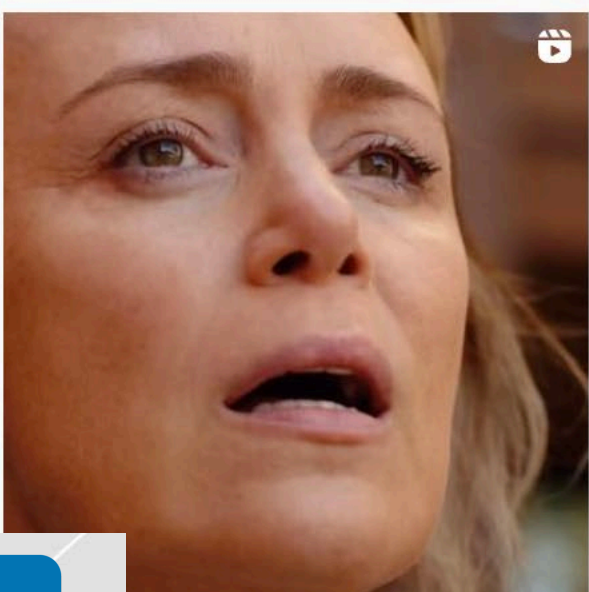
815 posts**16.7K followers**409 following




Fremantle
From landmark dramas, to epic entertainment and gameshows, to inspiring documentaries - we are leaders in irresistible entertainment of all genres
linkin.bio/fremantle

POSTS


REELS

TAGGED



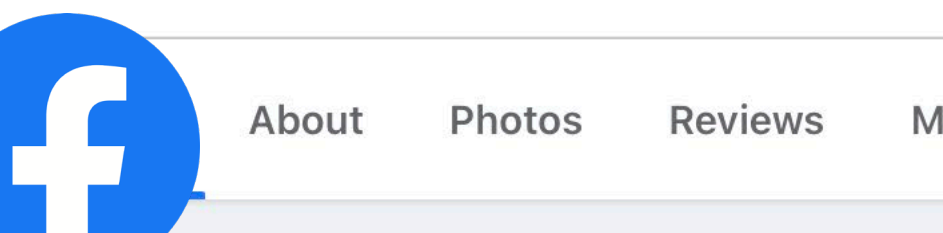






Stand By Me - Produzioni TV

@standbymeproduzionitv · ★ 4.6 84 reviews · Broadcasting & media production company



About

See all




Società di produzione televisiva e crossmediale.
Creiamo e produciamo contenuti originali per la tv, le istituzioni, le imprese e i loro brand.

Stand By Me è una società di produzione televisiva e multimediale indipendente, fondata a Roma nel gennaio 2010 da Simona Ercolani siamo specializzati... [See more](#)

10,051 people like this

10,489 people follow this



Stand By Me - Produzioni TV


September 15 at 6:08 AM ·

#AscoltiTV Great debut of #UnaparticolarDay v on La7 that involved over 720.000 viewers equ peaks of almost 1 million and 5.6%sh! Thank y

#UGP back next Wednesday #JuliusCaesar


Watch the episode again 👉 <https://www.la7.it/particolare-la-marcia...>

⚙ · [See original](#) · [Rate this translation](#)



LA7.IT

Una giornata particolare - La marcia su Ro



standbyme.tv

Message Follow

823 posts 8,879 followers 1,024 following

Stand By Me - Produzioni TV
Società di produzione televisiva e multimediale. Creiamo e produciamo contenuti originali per la tv, le istituzioni, le imprese e i loro brand.
linktr.ee/diversitylab

SAVE THE ...

Youngstor...

Mental

#Jams3

JAMS


SARA E M...

ALTA INFE...


POSTS

REELS


TAGGED




UNA PUNTATA




Aldo Cazzullo
una GIORNATA PARTICOLARE
LA MARCIA SU ROMA







è sei
MEZZOGIORNO
lunedì 12 set



PERTORIO



FAKING IT
BUGIE O VERITÀ?
guarda ora su discovery+




Stand By Me - Tv Productions

Media Production · Roma, RM · 5,671 followers

See all 206 employees on LinkedIn

+ Follow Visit website More




Home About Posts Jobs People Videos

About

Stand By Me is a television production company and communication agency founded by Simona Ercolani. We are a group of creative and innovative authors, copywriters, filmmakers, editors, directors, art directors and producers who are open to

See all details


Recently posted videos




#ITALIA1982 - Una storia azzurra...
l'impresa di un gruppo che si vo...
loro storia è di tutti". #italia82 E...
al cinema l'11, 12 e 13 luglio. Reg...
Ciccolini, direzione artistica di B...
Con la partecipazione di Marco...
Conti, Claudio Gentile, Fulvio Co...
Zoff, Giancarlo Antognoni Franco

See all videos

Page posts

**Stand By Me - Tv Productions**

5,671 followers
1mo ·

**Stand B**

5,671 fol...
2mo ·

BALLANDI.



ballandi_

Message

Follow



795 posts

8,012 followers

637 following

BALLANDI

Arts & entertainment

Casa di Produzione Televisiva

ballandi.com



ViaDeiMat...



Roma di Pi...



ExtremeA...



GMI



Maddalena



Fame D'A...

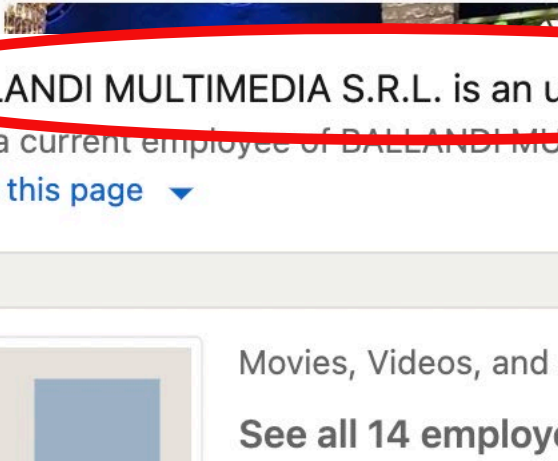


Sky Arte

POSTS

REELS

TAGGED



Ballandi

17K likes

19K followers



Message

Like

Search

Posts About Mentions Followers Photos Videos More

See What Others Are Posting
Tap Mentions to see what their followers are saying about them.

Intro

BALLANDI. Casa di produzione televisiva dal 1984

Page · Broadcasting & media production company

Via Giuseppe Montanelli 15, Rome, Italy

info@ballandiarts.it

ballandi.com

Suggest Edits

Photos

See all photos



Posts



Ballandi

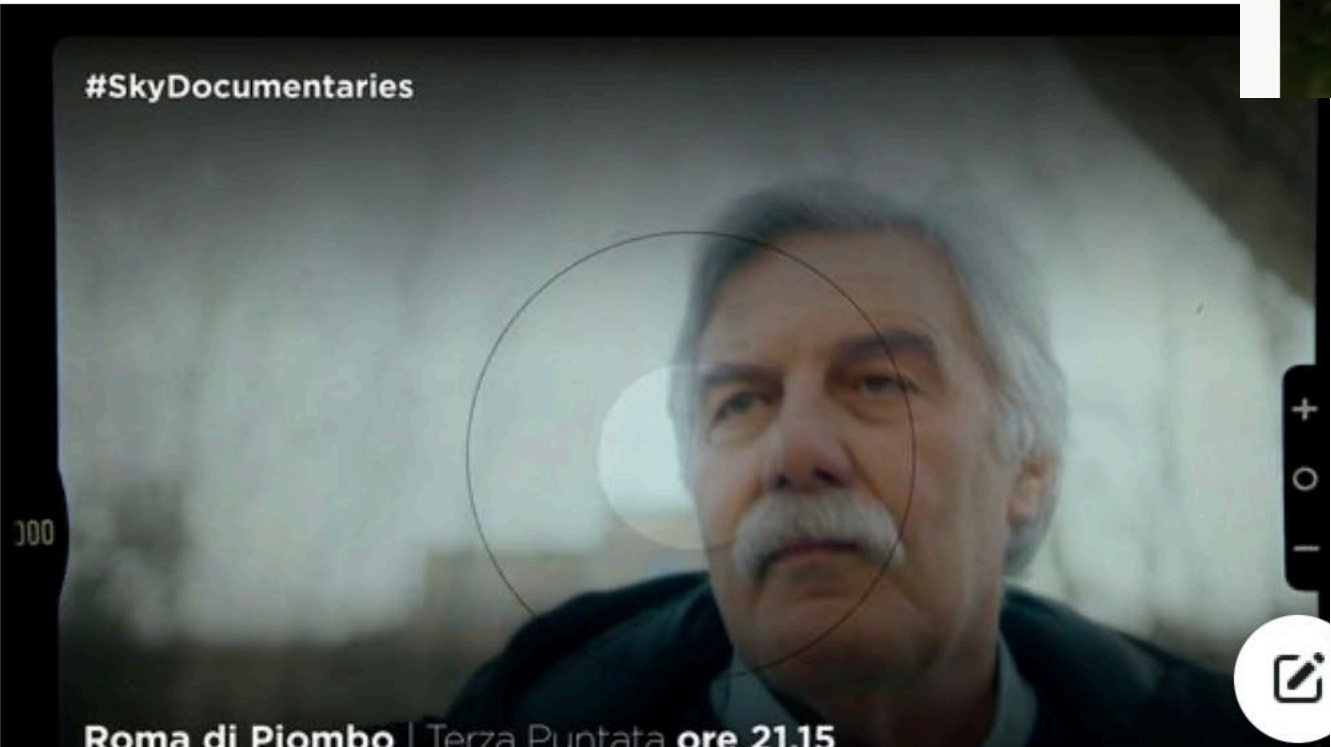
September 17 at 5:52 AM

In the third episode of #RomaDiPiombo: with the arrest of Francesco Piccioni the first fractures are created in the Red Brigades, while the investigations of the Special Anti-Crime Section continue with the collaboration of the first repentants.

Tonight at 21.15 | on Sky Documentaries

Roma di piombo | #ballandi

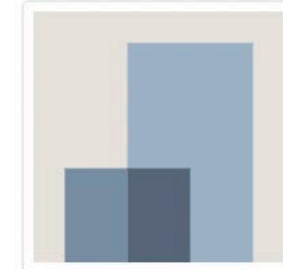
See original · Rate this translation



BALLANDI MULTIMEDIA S.R.L. is an unclaimed page

Only a current employee of BALLANDI MULTIMEDIA S.R.L. may claim this page

Share this page



Movies, Videos, and Sound · BARICELLA, Bo

See all 14 employees on LinkedIn

This listing was automatically created by LinkedIn. This listing is not currently maintained by, endorsed by or affiliated with BALLANDI MULTIMEDIA S.R.L.. Learn more

More

About

Jobs

People

<u>BANIJAY</u>	<u>FREMANTLE</u>	<u>STAND BY ME</u>	<u>BALLANDI</u>	<u>CASTADIVA</u>
<ul style="list-style-type: none">- 20+ territories- 130,000 hours of content- “No corporate rules to stop up us making the best stories told”- High quality formats, born locally, travel globally- Banijay Italy: strengthens commercial & digital with Vincenzo Piscopo- Piscopo says: “social media & all digital assets have come central languages in the user’s viewing experience and communication” <p>https://www.banijay.com/companies/territories/italy/</p>	<ul style="list-style-type: none">- Operating in 26 territories- Sales offices in 10 countries- World’s largest collection of formats and finishes programs- Worldwide for over 100 years- RTL group turned owned by Bertelsmann (comprised of the largest book and music publishers)- Every year: 480 New shows, 25 billion YouTube views- https://fremantle.com/our-shows/	<ul style="list-style-type: none">- based in Rome, Italy- Operates as a television production company and communication agency and specializes in creating content for television, companies, and brands- “Original” to us, has a special meaning- Content is born thanks to a team effort to anticipate the needs of clients <p>http://www.standbyme.tv/en/our-productions/</p>	<ul style="list-style-type: none">- Independent television production based in Rome- 100% Italian independent television- Earned reputation as a national leader in art documentaries- Over 300 programs to its name, & producing to Sky Arts production hub- London office & UK based offices <p>https://www.ballandi.com/it</p>	<ul style="list-style-type: none">- Diversification of activity, international reach, positioning of access to the capital market- TV series sector- Worldwide, upward advantage- Massimo Righini, former Banijay executive <p>https://www.castadivagroup.com/award-s-casta-diva-group/</p>

CASTADIVA

We Make Things Happen

69% liked this TV show

Google users

Genres Unscripted

Stake	Broadcasting	Viewers
1	May 6, 2022	248 000
2	May 13, 2022	180 000
3	May 20, 2022	128 000
4	June 3, 2022	137,000
5	June 10, 2022	151,000
6	June 17, 2022	135,000
Average		163,000



questa è casa mia