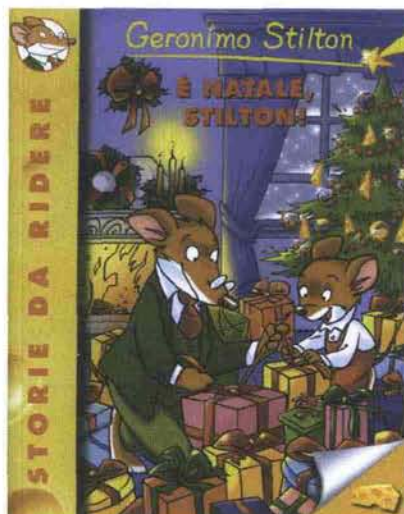


Market



world for translations of the Geronimo Stilton works, including Scholastic US, Editorial Planeta in Spain and South America, Sun Ya in Hong Kong and 21st Century Publishing House in China. In addition to the Geronimo Stilton works, Atlantyca represents a further 700 titles from all the leading Italian publishers for children: Edizioni Piemme, Dreamfarm EL, Lapis and for Asia Mondadori, Edicart, Franco Cosimo Panini and Pearson Italia. In January 2010 the company opened an office in Beijing, China, and so far Atlantyca has already signed over 360 translation contracts involving the most important Italian publishers, including Mondadori, Piemme and Edizioni EL; furthermore the company has signed 2,700 translation contracts with over 80 leading publishers from all over the world. In April 2011 Atlantyca carried out a significant expansion of its publishing

business thanks to the acquisition of Dreamfarm (renamed Atlantyca Dreamfarm), a Milanese firm specialising in the planning and development of children's books. It has the task of choosing and developing concepts which, starting out as publishing works, can be successfully and effectively extended into various other media (television, videogame, app or web program), in line with the company's distinctive trans-media mission. This mission has inspired the initiation of the latest start-up of the Atlantyca Group, the most experimental of all: Atlantyca - LAB, a new company which deals with research and development in every direction in the world of videogames, apps and content from and for the web, using the brands and properties of Atlantyca and Atlantyca Dreamfarm as well as acquiring new ones. In these times of great changes in the field of media and storytelling, Atlantyca - LAB can be looked upon as a place of contact, dialogue and exchange between classical and traditional publishing production and a world in continual evolution and in search of producers and developers of videogames, independent studies, game designers, experience designers and APP thinkers, in other words all those phenomena that gravitate around the world of new media. The new Atlantyca - LAB start-up division has already distinguished itself, last July, with recognition on the part of the Milan Chamber of Commerce and the Provincia di Milano. Together they promoted a competition with the aim of supporting and encouraging small and medium size firms in the videogames sector in the

Milan area, choosing the best proposals for the creation of interactive digital applications to show the city of Milan in the best light.

Through the boosting of creativity in publishing thanks to Atlantyca Dreamfarm, the opening up to the new Chinese market thanks to the Atlantyca China office in Beijing and the Atlantyca - LAB start-up, the Atlantyca Group offers a business model centred, on the one hand, on the creation of content and, on the other, on the best means of exploiting it, both in terms of media and new markets. ■