

The Italian Genius in the World



The cover of our “The Best of Broadcast & Production Made in Italy 2009/2010” has been dedicated at the Vitruvian Man of Leonardo da Vinci (April 15, 1452 – May 2, 1519). Leonardo was an Italian polymath, scientist,

engineer, inventor, anatomist, painter, sculptor, architect, botanist, musician and writer. He conceptualised a helicopter, a tank, concentrated solar power, a calculator, the double hull and outlined a rudimentary theory of plate tectonics. As a scientist, he greatly advanced the state of knowledge in the fields of anatomy, civil engineering, optics, and hydrodynamics. Leonardo was and is renowned primarily as a painter. Two of his works, the Mona Lisa and The Last Supper, are the most famous, most reproduced and most parodied portrait and religious painting of all time. Leonardo’s drawing of the Vitruvian Man is also regarded as a cultural icon, being reproduced on everything from the Euro to text books to t-shirts.

Italy is a rich and qualified market

The broadcast domain in Italy has been booming since the 1970s with the number of radio and television stations increasing continuously. Today the country enjoys about 1,000 radio and 600 television stations on a local and national level. In addition, the country boasts approximately 1,000 production and post production facilities, which makes for an extremely dynamic, competitive marketplace, encouraging the development of cutting-edge solutions for both high and low frequency ranges. This guide provides plentiful information on the Italian firms (production and/or distribution) that offer services and products to the broadcast industry. From audio and video to transmission and accessories, it comprises an extensive list of more than 400 firms and features 20 company profiles, highlighting the most innovative companies.

Our Company

NewBay Media’s market leading brands are centered

on five vertical markets – Pro Audio, Broadcast and Video, Musical Instruments, Systems Integration and K-12 Education. NewBay publishes and produces over 40 publications and show dailies, 50 websites, 30 daily and weekly E-Newsletters, 3 expos and over 50 custom publishing efforts annually.

NewBay reaches over two million readers in print and one million online and in person – around the world in over 100 countries. NewBay Media is a trusted source to millions of readers and valued partners including advertisers and associations around the world. Headquartered in New York City, NewBay LLC is a privately held portfolio company owned by The Wicks Group. Additional NewBay offices are located in San Francisco, Los Angeles, Washington DC, London, and Milan.

Our Italian Magazine

Broadcast & Production provides comprehensive coverage of the everchanging audio and video technology industry. Topics include a lively mix of technology news, application-oriented engineering and production articles, trade show coverage, user-written equipment reviews, and new product introductions—all tailored to audio and video engineering and production professionals at broadcast, cable, production, post-production and corporate audio and video facilities.

The “Best of...”

The Best of Broadcast & Production Made in Italy is an editorial initiative mailed to more than 7,500 decision makers in the radio, television, production and post production industries, selected from the extensive database of the multinational publishing group NewBay Media.

A further 7,500 copies will be distributed – on the NewBay Media publishing stand – at the most prominent international broadcasting exhibitions and conferences to take place between September 2009 and September 2010: IBC, NAB Broadcast Asia and BIRTV. **In total, 15,000 copies of “The Best of Broadcast & Production Made in Italy” will be mailed worldwide and distributed at the following 2009/10.** In addition, the Broadcast & Production Italy web site (www.broadcast.it) has reserved a special section for all participating companies, including a direct link to their respective web sites.