

# The FT helps journalists at Corriere della Sera deliver balanced coverage on global issues

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## The challenge

To maintain its position as Italy's most read newspaper, it's crucial for reporters at Corriere della Sera to provide well-informed analysis of the global events that matter most to their readership.

## The solution

Through an FT Group Subscription, Corriere della Sera's network of correspondents have access to one of the world's most authoritative news sources, offering a uniquely international perspective.

## The benefits

Journalists at Corriere della Sera use the FT to inform their coverage of global issues that impact their audience. The breadth and reach of the FT helps them achieve their goal of delivering balanced commentary to Italian readers.



The FT is an essential morning read to orientate myself with what's happening around the world.

**Luigi Ippolito**  
UK correspondent, Corriere della Sera



## A tradition of editorial excellence

First published over 140 years ago, Corriere della Sera is not only one of Italy's oldest daily newspapers, but also one of its most influential. Highly-regarded for its editorial independence and coverage of foreign affairs, Corriere della Sera prides itself on providing balanced reporting on global stories to its large domestic readership.

As the country's most read newspaper, Corriere della Sera's network of correspondents and commentators are responsible for bringing international issues and trends to the Italian public. It's therefore essential they are well-informed and have access to trusted perspectives from around the world.

## Gaining a wider perspective

Luigi Ippolito is Corriere della Sera's UK correspondent, covering politics and culture, whilst also keeping an eye on societal trends. Being based in London enables Luigi to get closer to issues in the UK that are important to Italian readers, such as the Brexit negotiations, but he needs more than just a London view in order to form a balanced picture.

Part of Luigi's morning routine is to read all the major British newspapers, as each provides a differing viewpoint. "If you read the Guardian you get a certain perspective, you read the Telegraph, you get another perspective and you have to be aware that they each speak to a particular audience," he explains. "On the other hand, the FT is the one that provides the most balanced coverage."

Having access to a news source without an underlying political bias is tremendously helpful for Luigi, but almost equally valuable is a global outlook. The FT's Brexit Briefing newsletter is widely regarded as the single best daily piece of information on the negotiations and their wider implications, a view that Luigi echoes.

"I would say the Brexit Briefing has been the most useful read on what's going on," Luigi says. "It combines the London perspective with the Brussels one, so has helped me to put things in a broader perspective."

Although based in London, the FT's network of over 600 journalists internationally ensures it does not have the coverage or perspective of any single country. The FT is therefore uniquely positioned to report on the biggest global stories from all corners of the world.



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## A rich source of inspiration

While the balance and global reach of the FT's reporting provides Luigi with the big picture view he needs to guide and validate his own thinking, the wide scope of topics the FT covers provides inspiration for stories that will be of interest to Corriere della Sera's readership.

In situations where the news agenda can be dominated by one or two big themes, the FT continues to analyse other important influences on business, finance and society.

"Coronavirus has been dominating everything and the FT is the only source covering stories like the Brexit negotiations consistently," says Luigi. "This is a topic that is really important for our readers, and what I read in the FT is often providing me with the input to work on a piece."

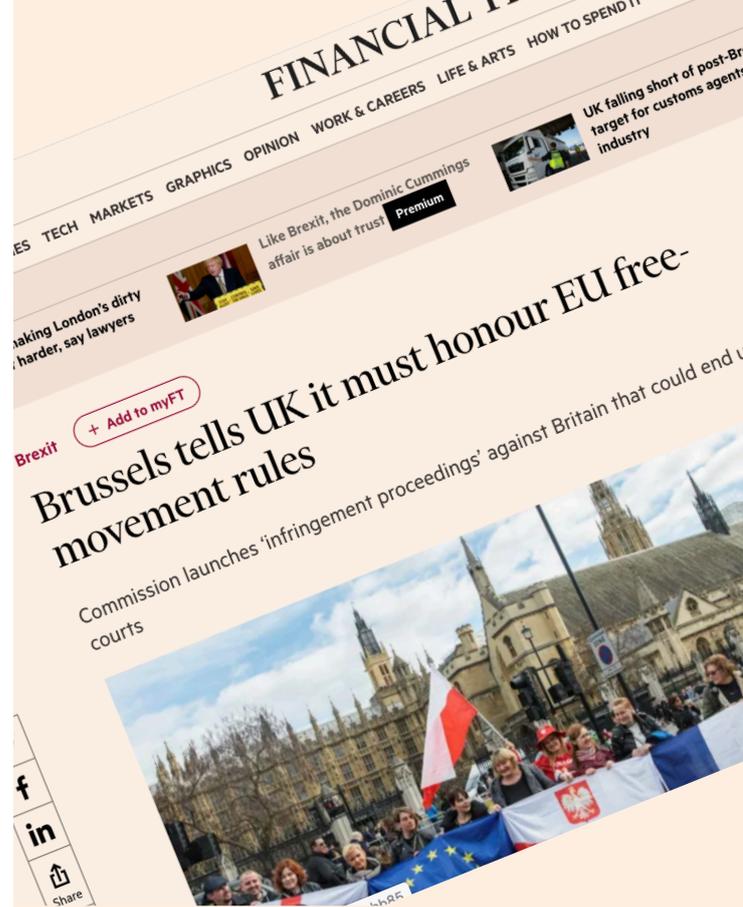
## The advantages of shared intelligence

Luigi enjoys digital access to all FT content through a group subscription, which offers the same benefits to his colleagues at Corriere della Sera. For Luigi, it's important there's a common point of reference so that journalists can discuss potential angles for stories and share ideas.

"We often say to each other, have a look at what the FT is writing today because this is a good angle or this is a good insight," he explains. "It's important to know that the others can access the same content and this is why the group subscription is valuable."

While each of Corriere della Sera's correspondents may use the FT differently depending on their own needs, its value to the organisation as a whole is acknowledged.

An FT Group Subscription equips each journalist with the common source of accurate and independent analysis they need to continue delivering high-quality commentary to Italian readers.

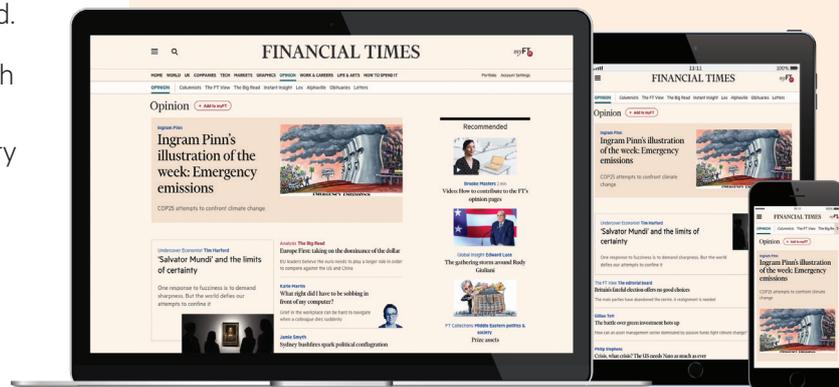


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## About the Financial Times

An FT Group Subscription extracts the intelligence that's relevant to your business and delivers it via the media and technologies that suit you best, saving you time and keeping you informed on what matters.

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