



Company Profile

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PER CASO SRL

C.F. - P. IVA e Reg. Imprese 00885191205 REA BO - 412636 - Cap. sociale 55.000,00 € I.V.
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Company Profile

Per Caso Srl

1. Introduction

Per Caso S.r.l. is a television production and digital communication company, publisher of **italiaslowtour.it** newspaper and the Syusy & Patrizio News a web magazine about tourism.

The company was founded in 2000 and has included all video programs produced by the founders Patrizio Roversi and Syusy Blady

Per Caso S.r.l. developed a new business branch on the digital media sector (internet) by developing travel communities on the web and social media channels and newspapers.

2. Main activities

2.1. Television productions

Main branch of activity of the company is production of television series.

During last 20 years the company has produced following main television programs:

- **Velisti per caso** (Sailors by chance): 40 episodes of 100 minutes, RAI
- **Rotta Rossa**: 12 episodes of 20' Rai specials on the navigation of sailors by chance
- **Rotta Verde** (Green Route): 10 episodes of 20' Rai specials on the navigation of casual sailors
- **Turisti per caso – la nostra Africa** (Tourists by chance – our Africa): 20 episodes, Rai
- **Evoluti Per Caso** – on the trail of Darwin: 12 episodes, 1 Rai season
- **Popoli del Mare** (Peoples of the Sea): 39 episodes, two Sky seasons
- **Italy slow tour**: 50 episodes, three Mediaset seasons
- **In Viaggio con mia figlia** (Traveling with my daughter): 6 episodes, 1 Mediaset season
- **Slow Tour Padano**: 18 episodes, 3 Mediaset seasons

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3.2. Web communities

We manage several web communities dedicated to travel and tourism and television production series about tourism and travel:

Daily we are in contact with more the one million users through the following communities:

- Velistipercaso.it,
- Italiaslowtour.it
- Italiaslowtour.com,
- the Syusy Blady Community

In the first years of activity on the portals and related discussion forums, then progressively opening spaces on all the main social networks.

Turistipercaso.it community has won several **Sole24** and **Macchianera** awards abd is often cited as case histories in the field of tourism communication



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Even Universities in economics and tourist fields like Bocconi Tourism Masters, Ca' Foscari, mention our product as reference casa.

More our community represents an important travel influencer in Italy.

The founders, **Syusy Blady and Patrizio Roversi**, during the years play an active role in defining the editorial line, in the aggregation of readers by inspiring identification and emulation, and promote their activities to this loyal audience.

Several national events were organized in 2001, 2006, 2012, 2015 with members of our communities which have seen the participation of hundreds of people.

The numbers of web communities:

- **Turisti per caso** (Tourists by chance), between site and social networks is followed by 951,500 users
- **Italia slow tour**, bilingual, between website and social networks, is followed by 128,700 users
- **Velisti per caso** (Sailors by chance), between site and social networks is followed by 35,600 users
- **Syusy Blady** (blog Nomadriamoci.it), between site and social networks is followed by 61,100 users

3.3. Production of web series

We produce and edit over 30 web series with over 300 episodes.

Our web series are travel stories by Patrizio Roversi and/or Syusy Blady, in the style of "**Tourists Per Caso**" (**Tourists** perchance).

The classic format includes an introductory episode that tells the story of the arrival in the area, preferably with a low environmental impact vehicle (e.g. train, electric car or bike sharing) and the reasons for the journey.

Followed by a variable number of thematic episodes (minimum 4) about the key elements of the locality.

The set of episodes, which can be followed individually, traces a complete route that can be reproduced by anyone, to discover the area at a slow speed, enjoying the encounters and discoveries, discovering places, products and traditions.

The broadcasting of the videos takes place mainly in our **Italia Slow Tour** and **Turistipercaso.it** communities, on the websites of our customers/partners and on the channels of the **Italia Slow Tour** editorial partners.

The episodes subtitled in English are also available to the foreign public both on the international platform of **Italia Slow Tour**, and on Italo Americano Newspaper and La Voce di New York.

Filming is done with a television crew and can be included in TV series.

3.4. Editorial service and direct publisher

- **ItaliaSlowTour.it**, online newspaper registered with the Bologna court which publishes the news of all the magazines, official site of the television series we produce and publishes the "TG del Turismo Syusy & Patrizio News" format (15,000 readers per month).
It offers readers community agreements for the rental of services (cars, bicycles, hotels,



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etc.).

- **Gate**, free press magazine of the Rome airports, bilingual, published by Jaguar. Glossy paperback magazine that talks about Italian style (fashion, design, travel, motors, food and wine, etc.). Circulation 200,000 copies.
- **TG del Turismo - Syusy & Patrizio News** is a television format born in 2022 to respond to the needs of the Alexala customer: tell about 5 territories and 5 wine consortia to discover and drink in the Alessandria area
https://www.italiaslowtour.it/?s=alexala&post_type=post.
Nowaday is a television format that offers travel ideas every Friday evening and is published on TV network Canale Italia. The program sees viewership growth by double digits.
- **Trenitalia Travel Book**, publication of 6 volumes of Trenitalia travel books for the use of regional trains to reach Italian tourist destinations.

3.5. Realization of Multimedia projects and Branded Content

We are specialized in the management of multimedia projects that synergistically involve different tools of communication (TV, press, web and social media).

We are active in the following area:

- travel,
- agriculture,
- environment,
- scientific dissemination.

We are proud to received *moral sponsorships* from *Italian Ministries of Tourism and Culture, Agriculture and the Environment*.

We have recently become official suppliers of the *Italia.it portal*, the official website of the **Italian Ministry of Tourism**.

Over the years we collected several experience about production of branded multimedia content projects collaborating with communication agencies, for various national and international companies (as example: Renault, Grana Padano, Parma Ham Consortium, Traditional Balsamic Vinegar Consortium of Modena, Selenella, Ferraresi reclamation, Costa Crociere, MSC Crociere etc.).

We are also involved in dissemination of digitization and sustainability issues for institutions such as:

- Italian Ministry of the Environment,
- Italian Ministry of Agriculture,
- National Reserch Council,
- Italian Ministry of Tourism,
- Expo 2015,
- CRS4 research in Sardinia
- several Italian regions (Valle d'Aosta, Veneto, Friuli Venezia Giulia, Liguria, Emilia Romagna, Marche, Umbria, Lazio, Campania, Puglia, Sicily, Sardinia).



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