

PRESS RELEASE:

“PRIX ITALIA GOES SOCIAL!” WITH THE ITALIAN START UP QUAERYS AND THE UNIVERSITY OF TORINO

Prix Italia goes social! And it does it with a gorgeous online platform (www.prixitalia.social) for real-time Social Media Analytics, powered by Quaerys Trustworthy Answers[®] (www.quaerys.com/en), an Italian Start-up providing Media Intelligence and Big Data Analysis services, based at the University of Torino

“prixitalia.social has some complex stuff below the surface, yet we opted for an elegant and minimalist interface that makes it easy to explore data - said Giuseppe Tipaldo, professor of media Analysis at the University of Torino, Co-founder and President of Quaerys. Stories help make complex meanings easy and storable in our mind for future uses, a lesson known from the dawn of time. That’s precisely our vision at Quaerys: squeeze sense out of big amount of data providing customers with clear and trustworthy answers to their needs”.

“Long before it came to public evidence - said Paolo Morawski, Secretary General of the Prix italia - Prix Italy put the User-Generated Content issue to the front. The Analytics platform Quaerys powered for us represents a new step in this direction: the UGC storytelling of media quality.”

Pursuing and awarding best quality in media industry is unproductive, unless you find innovative ways to make it a **cultural heritage** for professionals and Society. “It is what has tied Prix Italia and the University of Torino together since the time that the event settled in Torino, in 2009 - said prof. Sergio Scamuzzi, Vice Chancellor of the University of Torino. Over these years, dozens of students have got a chance to become protagonist as jurors, social media managers or data analyst”.

Welcome to PrixItalia.social.

This year, it will be a totally different story.

About Prix Italia

Prix Italia was launched in Capri in 1948 and is the oldest and most prestigious International Competition founded to promote and celebrate the best quality, innovation and creativity in the production of Radio and Television programmes and content for the Web.

The Competition, with its culminating meetings to award prizes, has been held in the city of Turin since 2009 and it is the highlight of a week packed with events tackling questions of communication, news, the latest technology, new language and new trends, while exchanging views and experiences between people, organisations and institutions representing different countries in the world.

Go to <http://www.prixitalia.rai.it/Default.aspx?lang=eng>

About Quaerys

Quaerys Trustworthy Answers® is a brand of Quaerys, an academic start-up based at the University of Torino empowering your biz with scientific-crafted Social Media Listening, Social Media Analytics, Media Intelligence and Big Data Analysis.

What makes unique our offer is the reliability of the scientific method perfected in years of advanced university research.

Transforming huge amount of raw material from the media into reliable data requires expertise, professionalism, technical skills and passion.

Bring a question. **The answer is on us.**

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