地中海香柏 A TLANTYCA entertainment

geronimostilton.com: THE WEBSITE

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ATLANTYCA S.p.A.

CHILDREN AS PROTAGONISTS

- We have been committed to supporting the empowerment of children ever since we launched Steamboat (Battello a Vapore) in 1993 followed by the Geronimo Stilton book series in 2000 with Edizioni Piemme.
- We have exported this same philosophy all over the world, partnering with publishers who share the same values.
- 3. Ten years later, 2.0 and interaction are the keywords of every website aim at children. If you want kids to visit your website and for them to keep coming back, activities are a "MUST HAVE".



ACTION, CONTENTS, PRODUCTS

- Some people think that, on the whole, web activities such as games and social networking are a distraction and detrimental to education and learning.
- To the contrary, 2.0 and interaction could be a great opportunity to allow children to be the protagonists of their own choices and to grow up with the ability to evaluate and share their opinions inter pares.
- 3. Our solution is a PORTAL where children carry out ACTIONS including: READING, WRITING, WATCHING, DRAWING, PERFORMING and EVALUTATING books, videos and products, thus allowing them to completely immerse themselves in the 360° experience that is Geronimo's WORLD.
- 4. But what makes the difference is that they can also create content: CHILD GENERATED CONTENT

CHILDREN GENERATED CONTENTS

- Kids can have fun thanks to the games, social networking, blog, and activities that they can POST AND SHARE.
- The core of the portal offers them the opportunity to enter Geronimo Stilton's World and to become a member of his COMMUNITY of..mice!
- 3. A street-view-experience through Mouse City, choosing a mouse nick-name, and shaping their own MOUSE-AVATAR, are but a few of the fabumouse surfing experiences kids can find in the new portal.
- 4. They can CREATE and POST an article on the Rodent's Gazette, sharing it with their school mates or evaluate a new book by either adding it to their wishlist or by posting a book review, as though they were literary critics.



A 360° GERONIMO STILTON EXPERIENCE

- On the site, kids can find all the products related to Geronimo Stilton. How is it done?
- 2. Thanks to a very user friendly content management system that every licensee and publisher can easily use to upload their products and related info.
- 3. From the product section, children can buy products directly from the specific e-commerce site.
- 4. Licensees can also upload news and events
- 5. The site is going to be worldwide: 7 languages by March '11!
- 6. Kids could really have a 360° Geronimo Stilton Experience!



geronimostilton.com THE IDEA

SHOPS

COMMUNITY

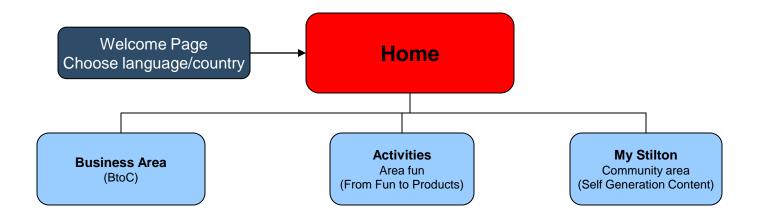
PLAY GROUND





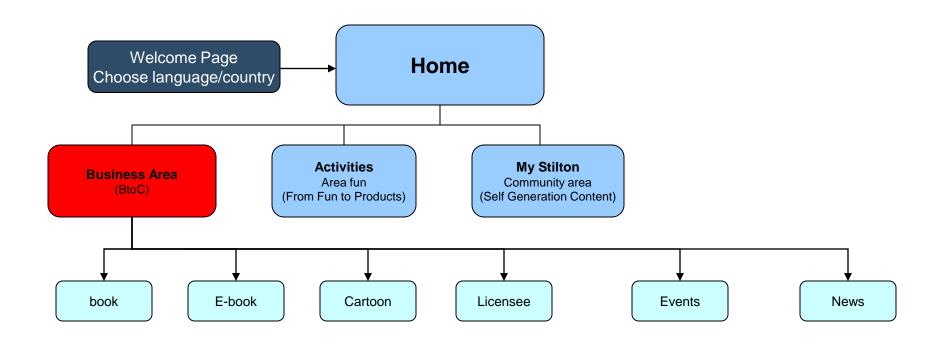
HOME PAGE





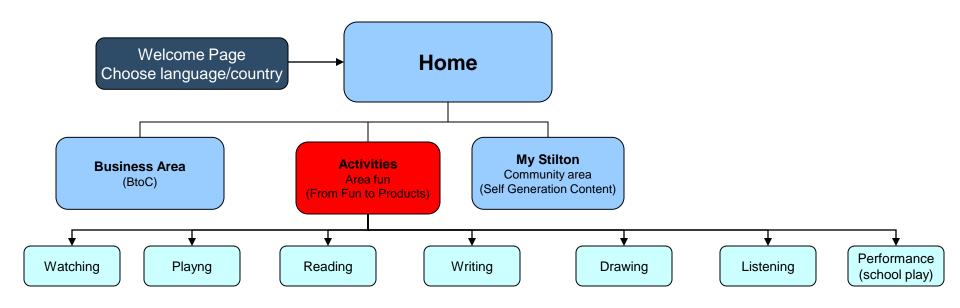


GERONIMO STILTON WORLD



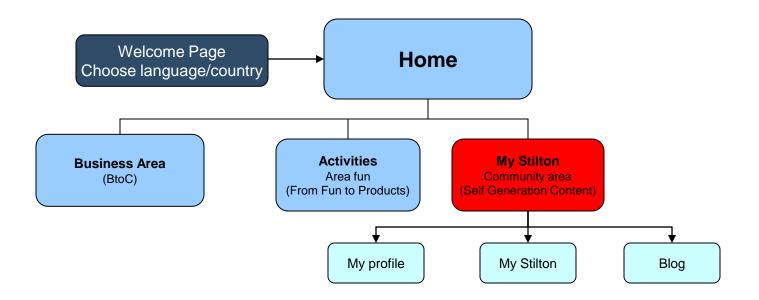


ACTIVITIES





MY STILTON







HP WATCHING





WATCHING





HP READING





READING





WRITING





HP PLAY





BOOKS





BOOK SERIES





BOOK DETAILS





TV & DVD





TV & DVD





TV & DVD





LICENSING





PROD. DETAILS





LOGIN





MY STILTON





MY FRIENDS





MY LIBRARY





MY ACTIVITIES





BLOG

