Publitalia Branded Entertainment, Fastweb and The Story Lab will make you fly "down in 60 seconds"

To be broadcast on Italia1, starting on Sunday, 5 November

Milan, 03 November 2017 – The successful programme **"Down in 60 seconds – Adrenaline at high altitude"** will be broadcast on Italia1, starting on Sunday, 5 November, at about 11:50 am.

The 5 episode series is again hosted by the radio personality **Vic** who will challenge 5 famous celebrities to stretch their limits by jumping out, in pairs, for their first time, with a parachuting instructor. The entertaining and multiple award-winning **Mak and Delpo** are the senior instructors who will accompany the guests on the jump.

The VIPs who have accepted this heart pounding challenge are: "La Bonas" Paola Caruso, the Colorado comedian "Scintilla" - Gianluca Fubelli, the Olympic judoka gold medalist Fabio Basile, the water polo champion Amaurys Pérez and the actress Jane Alexander.

These first-time jumpers will participate in a breathtaking training, suspended in the air, in the biggest vertical tunnel on the planet: the free fall simulator of the **Fastweb Aero Gravity** centre of Milan.

Finally, the next day they will jump for the first time from an altitude of 400 meters in the prestigious and scenic **Campovolo di Fano**: a tandem jump with a parachute, lasting an endless 1 minute of pure adrenaline, 60 seconds that will be remembered as an unforgettable experience under the Fastweb brand.

Fastweb, in support of the activities of the Milan installation, one of foremost structures worldwide and completely cabled with an optical fiber network up to 1 Giga, confirms once again its role as a leading company in the market, powering some of the most high-performance connections not only through new technologies but also within a world of strong emotions, all of this to be shared.

This Branded Content activity focuses on the synergy key points of the product and on the continuity of the tale by inserting Fastweb into the narrative fabric of the programme with a natural sense of authenticity and profound identification with the stories told, while guaranteeing at the same time high quality entertainment content.

This operation was implemented by **Publitalia Branded Entertainment** and by the customer **Fastweb and Fastweb Aero Gravity,** side by side with their media agency **Vizeum**, a cutting edge company of the Dentsu Aegis Network group, and **The Story Lab**, the global unit of Dentsu Aegis Network, active in the entertainment content field. The production company is **Magnolia** and the director is Marco Mares.

The Story Lab

Thanks to 300 professional experts in entertainment content, with a presence in 16 countries, The Story Lab continues on its growth path following an investment involving the acquisition of the rights to successful TV shows like Ninja Warrior and dating games

like Game of Clones and Hall Pass, as well as the development of strategic solutions linked to branded contents for the customers of Gruppo Dentsu Aegis Network.

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