

Reply SpA : Reply develops Corriere.it Facebook app to make the news even more 'social'

04/26/2012 | 01:25pm

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26 April 2012

Reply [MTA, STAR: REY], a leader in the design and implementation of solutions based on the new communication channels and digital media, has been chosen by [Corriere della Sera](#) to develop a native Facebook app bringing a new way of reading and sharing news based on personal reading preferences.

This app will be the first of its kind in Italy.

"With Corriere Social we have fielded our Social Media skills and experience" - declared Filippo Rizzante, Reply CTO - "More specifically, based on an analysis of Facebook user behaviour we have incorporated innovative social communication algorithms with the new [Facebook Open Graph](#) system. The combination of the two components allows us to manage and collect the user-generated content and to plan the publication of the news, adapting it automatically within the social network and making it accessible via web, mobile devices and tablets".