



*Made in Italy, broadcast around the world*

*February 2015*

## About Mediaset Group

- Founded in 1978, the **Mediaset Group** is the leading media group in Italy and one of the main European multi-media companies.
- **Mediaset Group** operates in the following areas:
- **Free TV** digital terrestrial: 3 generalist channels (Canale 5, Italia 1 and Rete 4), and 8 thematic channels (La5, Boing, Cartoonito, Iris, Italia 2, Mediaset Extra, Top Crime and Tgcom24).
- **Pay TV** digital terrestrial: pay tv, pay-per-view, catch up and VOD, through Mediaset Premium platform, offering more than 20 channels in 5 packages (cinema, series, soccer, sports, children).
- **International TV assets:** Telecinco, Cuatro in Spain, Nessma TV in Tunisia, Caribevision in USA.
- **Advertising:** two fully-owned ad sales companies, Publitalia and Digitalia and a 50% holding in Mediamond.
- **Tv Drama and Film production:** full ownership of Taodue and Medusa Film companies.

## About Mediaset Italia

- **Mediaset Italia** is the International PAY TV channel of the Mediaset Group in the Italian language.
- **Mediaset Italia** is available on satellite, cable and OTT, offering the best of Mediaset's programming a few hours/days after airing in Italy on its mainstream TV FTA channels.
- **Mediaset Italia** is targeted to the 60+M Italians living around the world and to the people who love Italy, its culture and its beauty.
- **Mediaset Italia** features top Italian programming including drama series, comedy, news and entertainment shows.
- Mobile, VOD, OTT , TV Everywhere and Catch-up rights are available for nearly all programs



MADE IN ITALY  
BROADCAST AROUND THE WORLD

## Italians around the world: +60 millions



### EUROPE

France: 1.800.000  
Germany: 700.000  
Switzerland: 500.000  
Belgium: 300.000  
Netherlands: 300.000  
UK: 300.000



### NORTH AMERICA

U.S.A.: 15.000.000  
Canada: 1.300.000



### OCEANIA

Australia: 800.000



### SOUTH AMERICA

Brazil: 23.000.000  
Argentina: 18.000.000  
Uruguay: 1.500.000  
Peru: 1.450.000  
Venezuela: 1.000.000  
Chile: 800.000  
Paraguay: 300.000

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# Mediaset Italia Schedule's composition criteria

**Mediaset Italia's** programming schedule offers all the key prime time Mediaset programs coming from the mainstream TV channels airing in Italy:

- The most watched news program (TG5)
- Talk shows and current affairs programs (Matrix, Le Iene, etc)
- Reality and talent shows (L'isola dei famosi, Amici, etc)
- Variety Shows (Uomini e Donne, Avanti un altro, C'è posta per te, Zelig, Colorado, etc)
- The best of Italian Cinema
- The best series and soaps



A CHANNEL FOR THOSE WHO LOVE  
ITALY, ITS CULTURE, AND ITS BEAUTY

# Mediaset Italia Schedule's composition criteria

Program Type (% per week)	Programming schedule allocation
<b>ENTERTAINMENT</b> ( 31,4%)	Rerun within one week of the most important Mediaset productions of the season (music shows, talk shows, realities, game shows).
<b>SOFT NEWS</b> (26,2%)	Rerun within one week of the main important daily news programs and magazines.
<b>DRAMA (23,3%)</b>	Rerun within a few days of the season's prime time tv drama produced by Mediaset.
<b>SOAPS (7,3%)</b>	Rerun within one week of the most popular soaps.
<b>NEWS (4,5%)</b>	Immediate rerun of the main midday and night news editions.
<b>CULTURE (3,7%)</b>	Rerun within one week of the documentaries and cultural magazines.
<b>FILM (2,9%)</b>	All titles aired by the Mediaset mainstream tv channels are shown within one year on Mediaset Italia.
<b>SPORT</b>	Live <i>Tim Trophy, Coppa Italia*</i> and <i>Italian Serie B*</i> (*available in USA, South America and Australia) and other special sporting events



# Mediaset Italia in the World – Europe

**BELGIUM**  
Telenet  
Numericable  
Voo  
Belgacom

**FRANCE**  
Orange  
Free  
SFR  
Virgin Mobile

**LUXEMBOURG**  
Numericable  
Tango

**MONACO**  
Monaco Telecom

**MEDITERRANEAN**  
Royal Caribbean  
Lines

**SWITZERLAND**  
UPC Cablecom

**GERMANY**  
Unity Media  
Kabel BW  
Kabelkiosk  
Media Broadcast  
Kabelf. Muenchen

**SLOVENIA**  
T-2  
Telekom Slov.  
Dostop  
Amis  
Teles  
Elta  
Kate N G  
Zavod Nate  
Ansat

**MALTA**  
Go  
Melita

**NETHERLANDS**  
KPN  
UPC NL  
Caiw  
Scarlet  
Vodafone  
Glashart

**MOLDOVA**  
Moldtelecom  
Veb TV  
TV Box

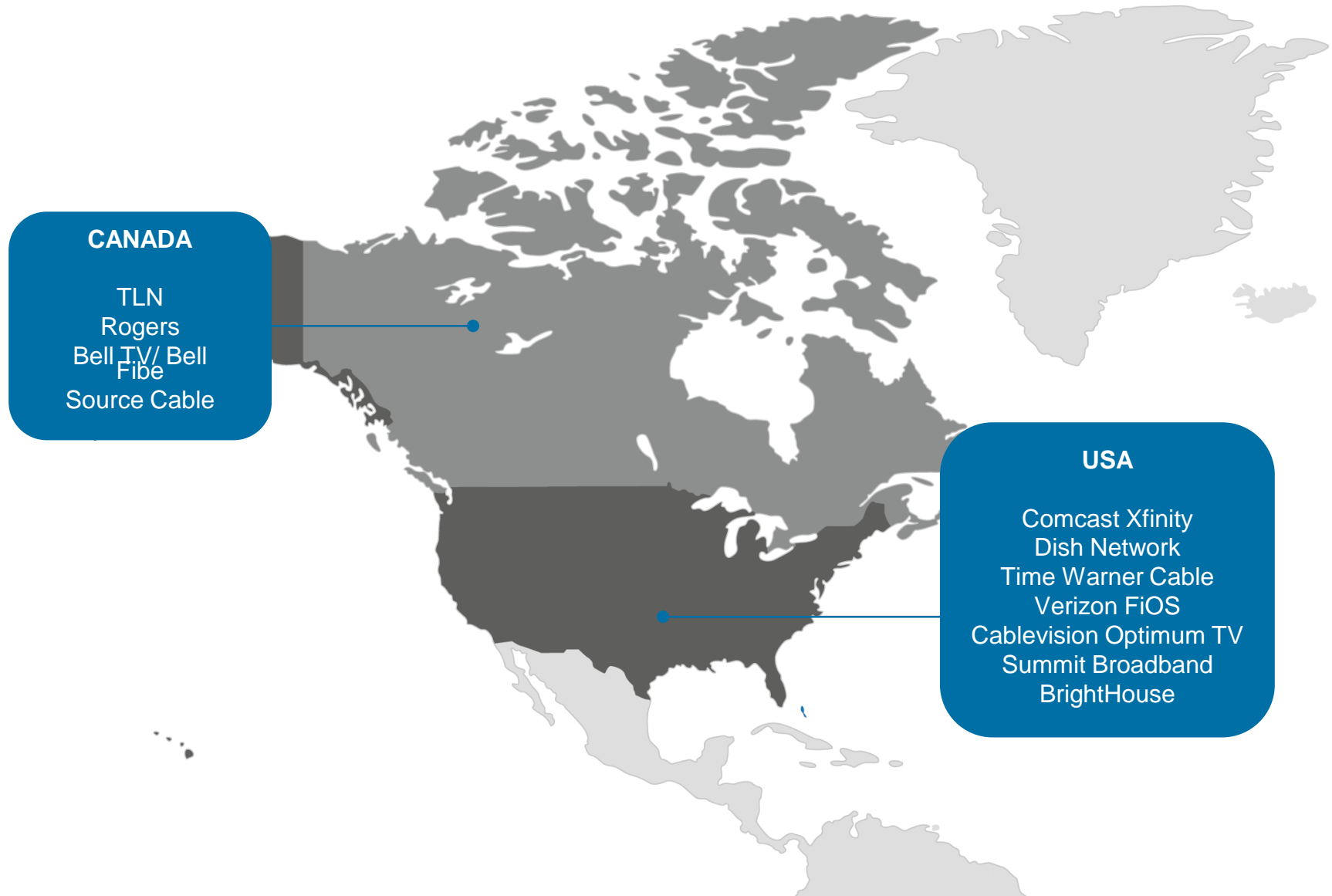
**GEORGIA**  
7 Channel

**ROMANIA**  
Canal S  
Ines Group  
Telesat  
TV Sat 2002  
Intersat  
PAN Electro  
Nextegen

**SERBIA**  
Postanet KDS

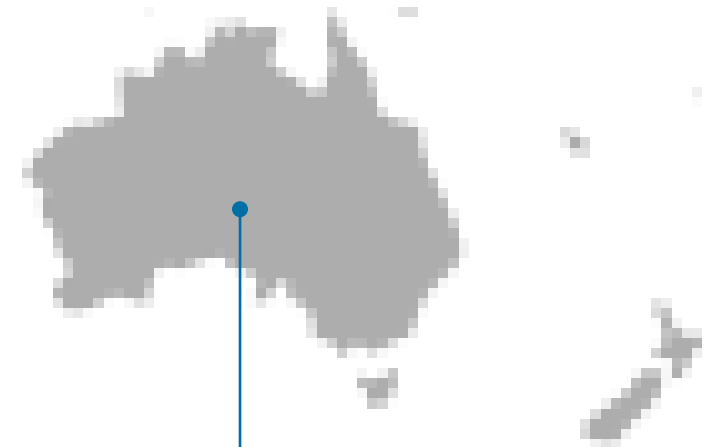
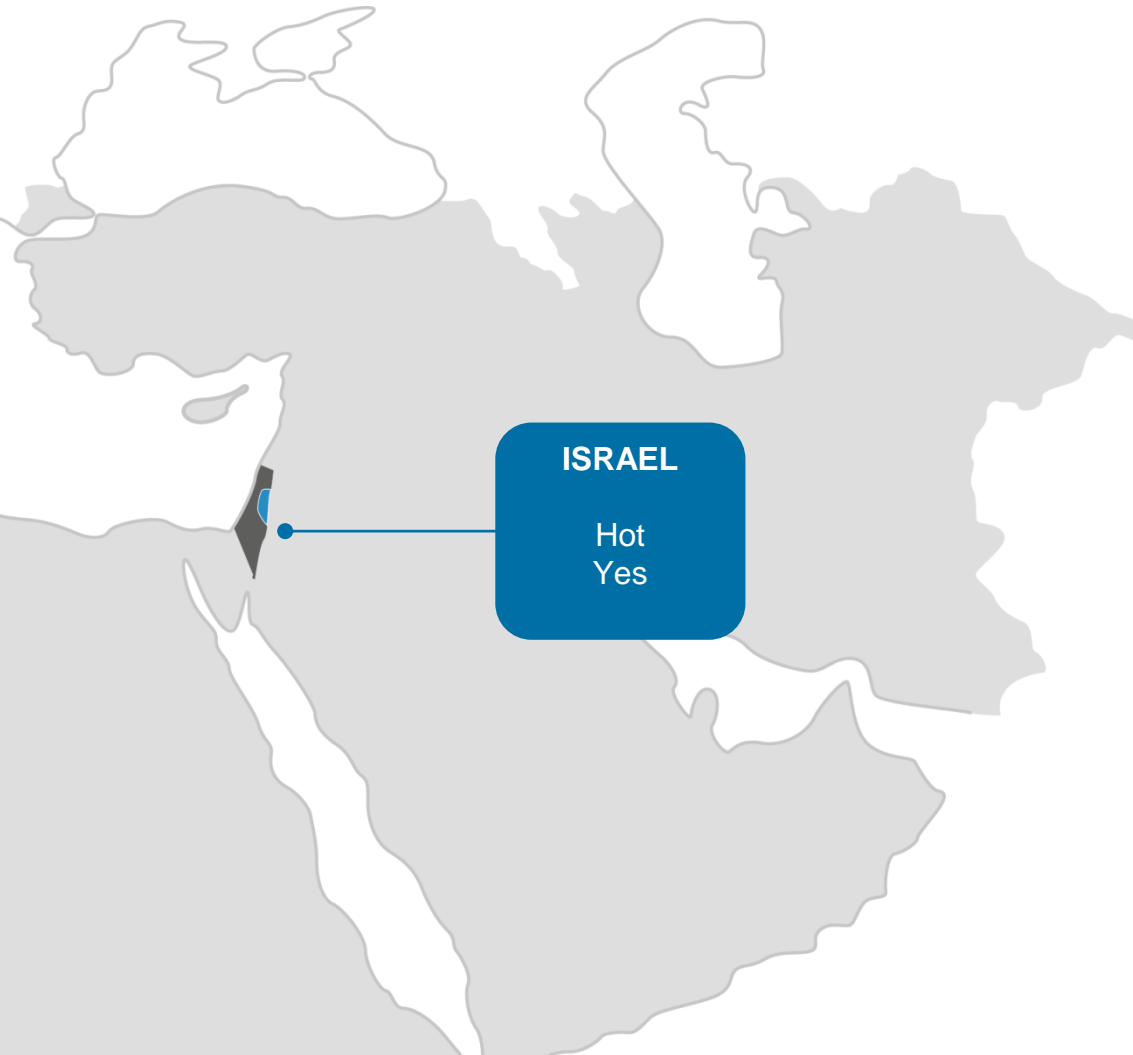
**CROATIA**  
HT Croatian Telekom  
Iskon  
VipNet  
Optima Telekom  
K3 Keter

# Mediaset Italia in the World – North America





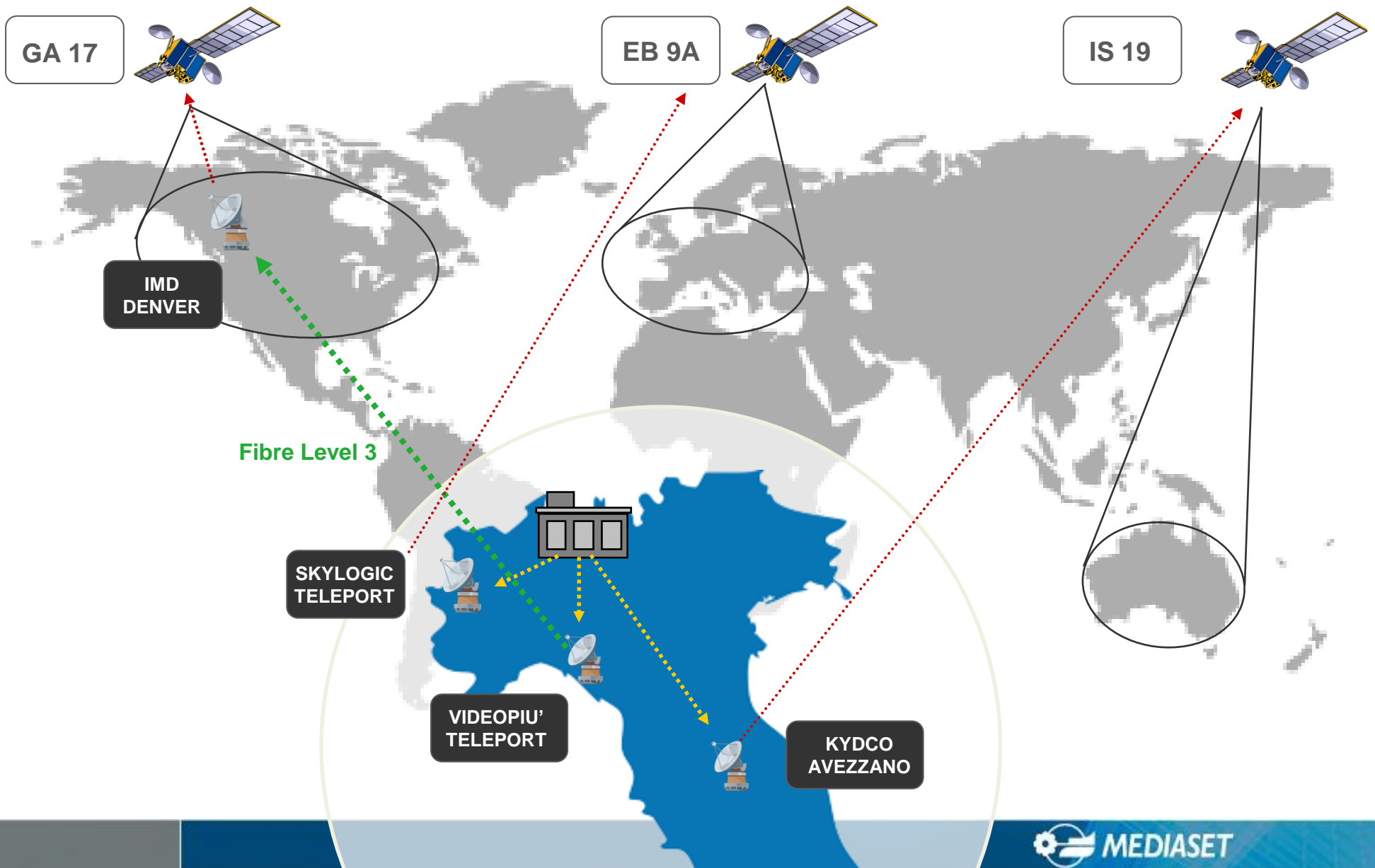
## Mediaset Italia in the World – ME, Australia



**AUSTRALIA**

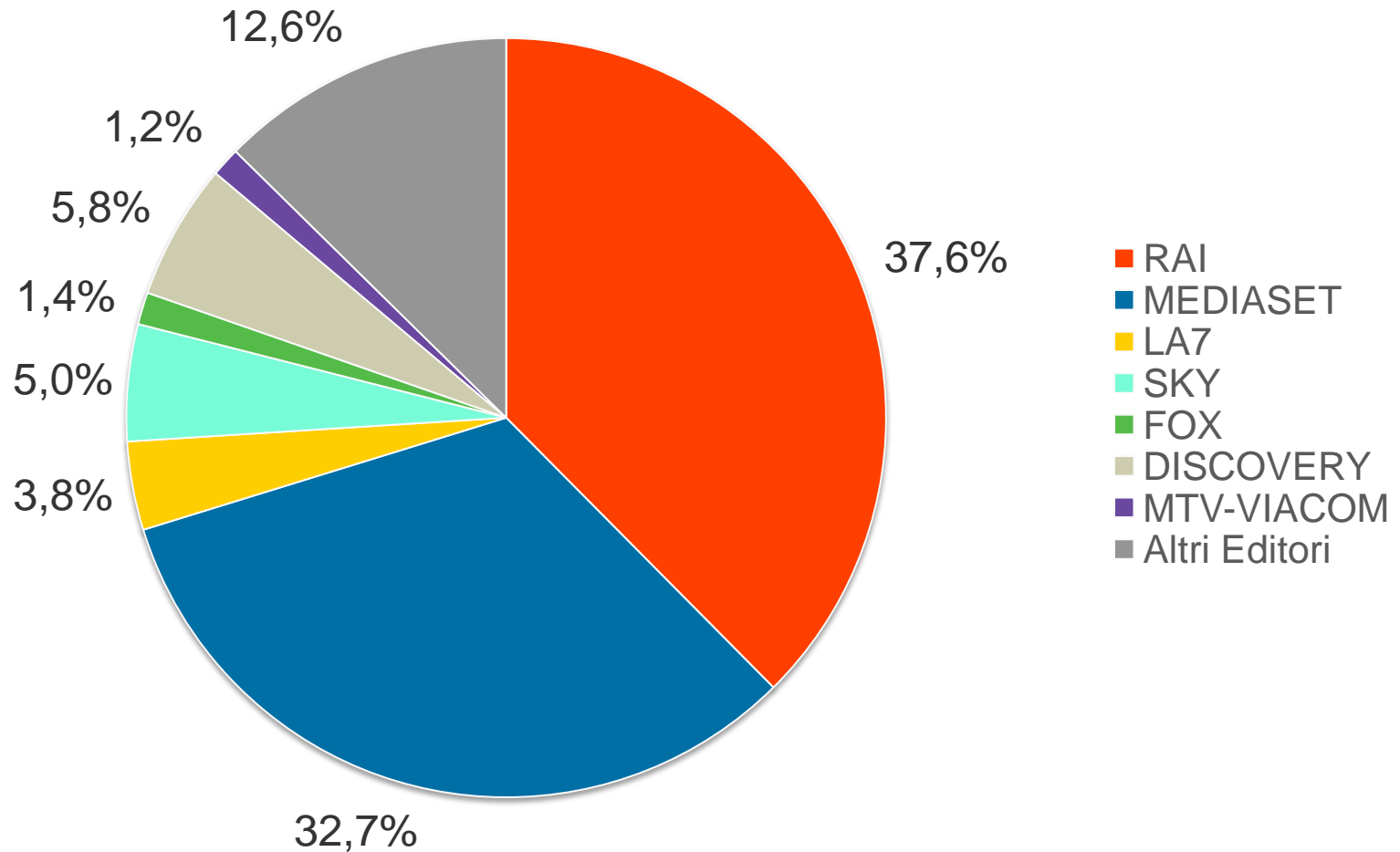
My Sat

# Satellite transmission network 2014



## TV market in Italy

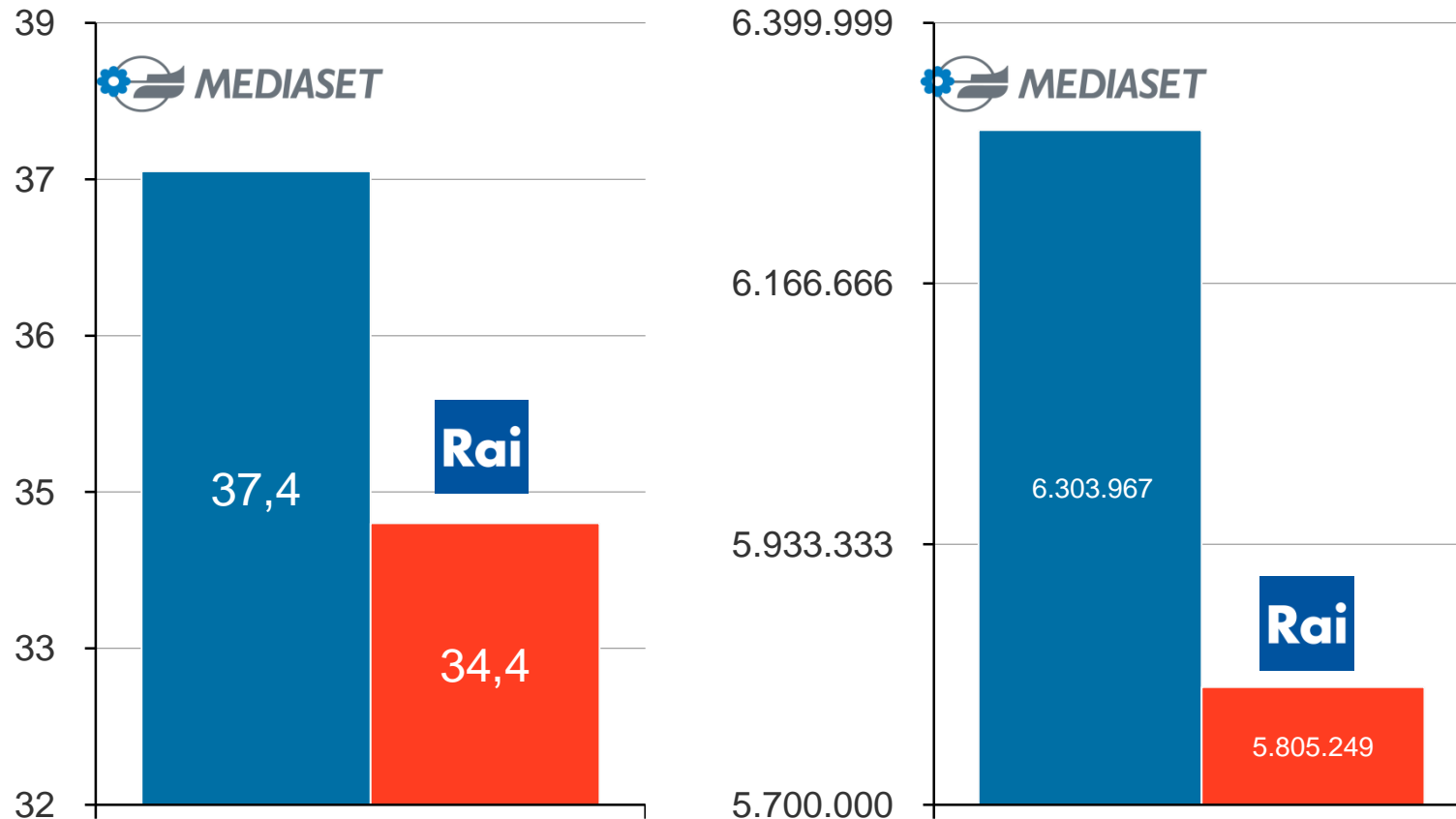
Mediaset is a private group and it is the other half of the Italian TV



Year 2014 - TOTAL AVERAGE VIEWERS = 10.279.779

# Mediaset vs RAI in Italy

## Share and Total Average Viewers



Source: Auditel (commercial target, 15-64 years) Spring 2014

## Contact us

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