



June 2023

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: 3 generalist channels (Canale 5, Italia 1 and Rete 4), and 11 thematic channels (20, Focus, La5, Boing, Cartoonito, Iris, Italia 2, Mediaset Extra, Top Crime, Cine34 and Tgcom24).
- Radio: 5 radio stations (Radio 105, Radio Monte Carlo, Virgin Radio, R101 and Radio Subasio)
- 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

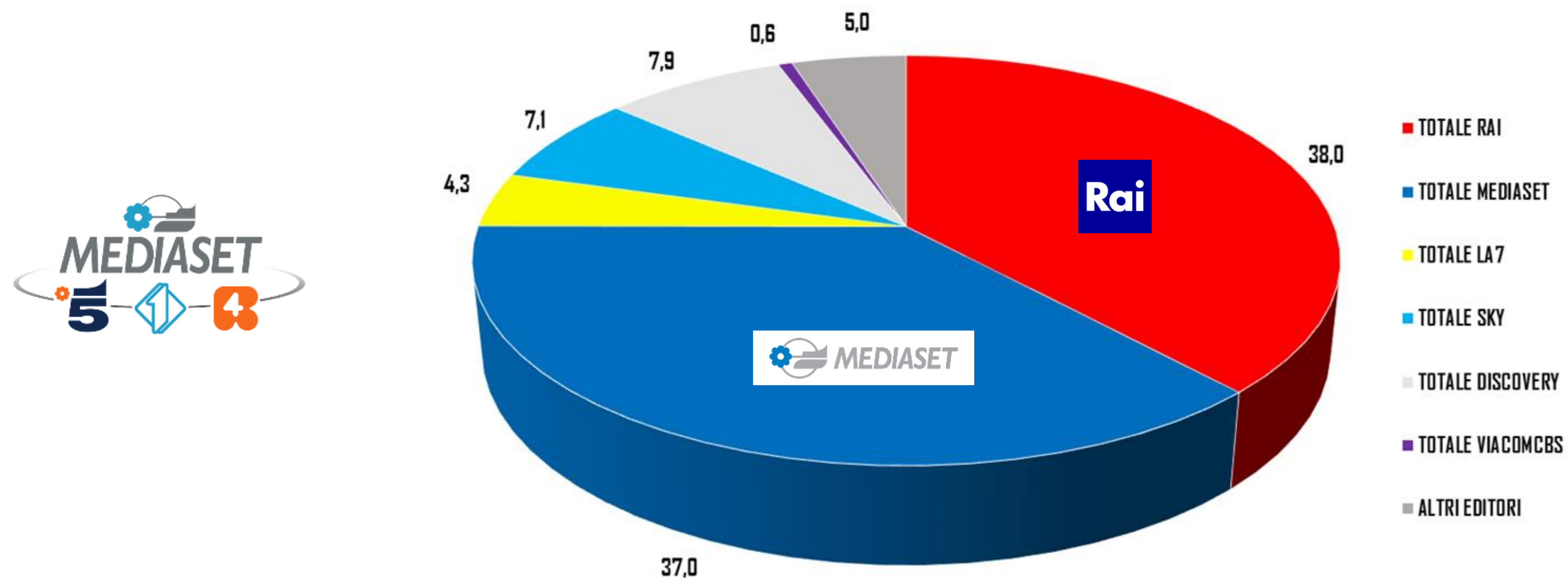
- **Mediaset Italia** is the International PAY TV channel of the Mediaset Group in the Italian language.
- **Mediaset Italia** is available on satellite, cable and OTT, offering the best of Mediaset's programming a few hours/days after airing in Italy on its mainstream TV FTA channels.
- **Mediaset Italia** 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



Why Mediaset Italia is the right choice for Italians living abroad ?

Mediaset is the leading private television group in Italy, and its main three channels hold roughly a 37% market audience share, making it the other half of the Italian TV.

TV MARKET IN ITALY

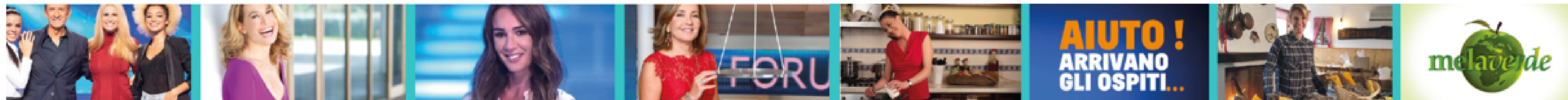


Year 2022

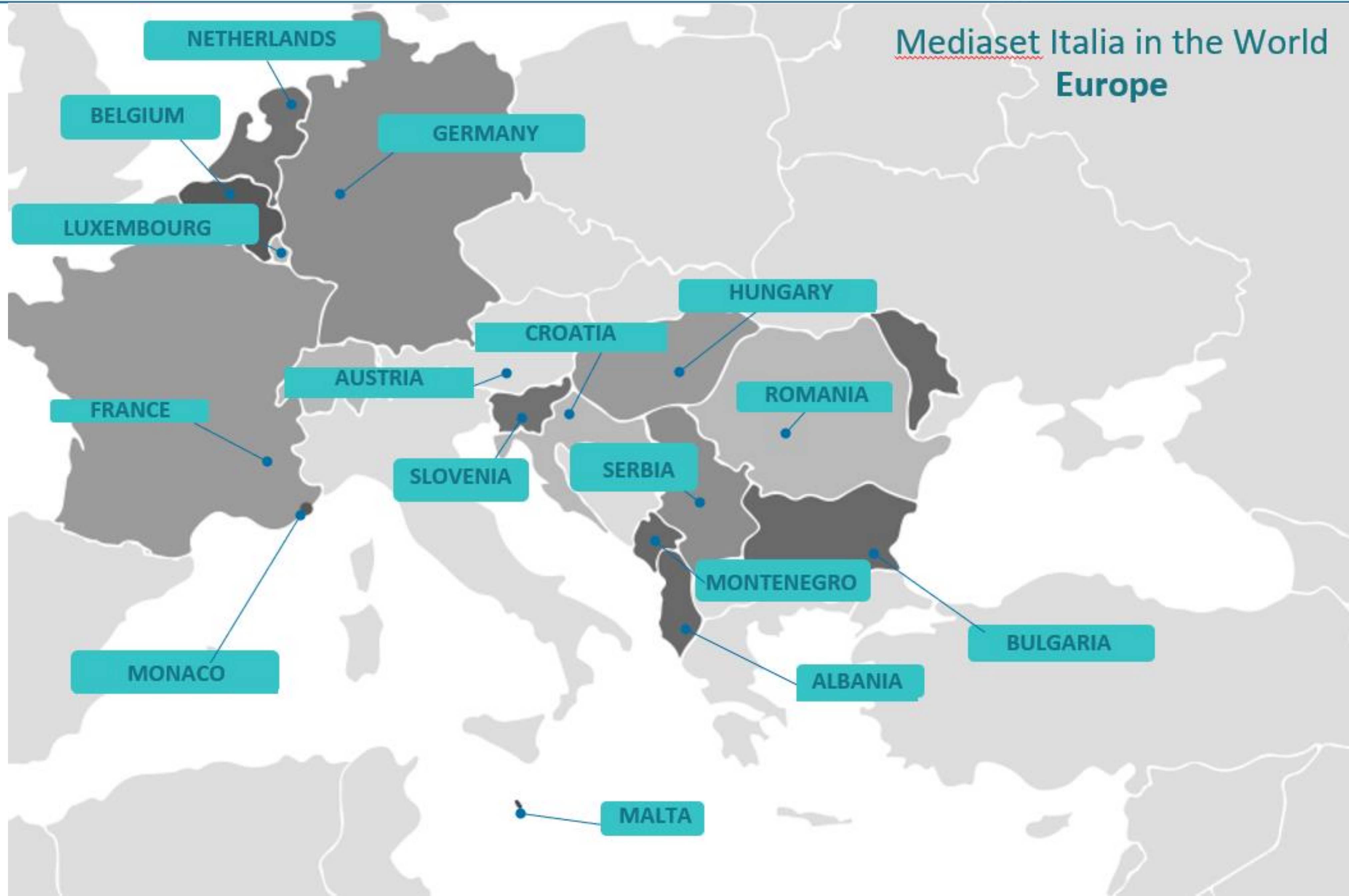
TOTAL AVERAGE VIEWERS = 8.381.974

Mediaset Italia Schedule's composition criteria

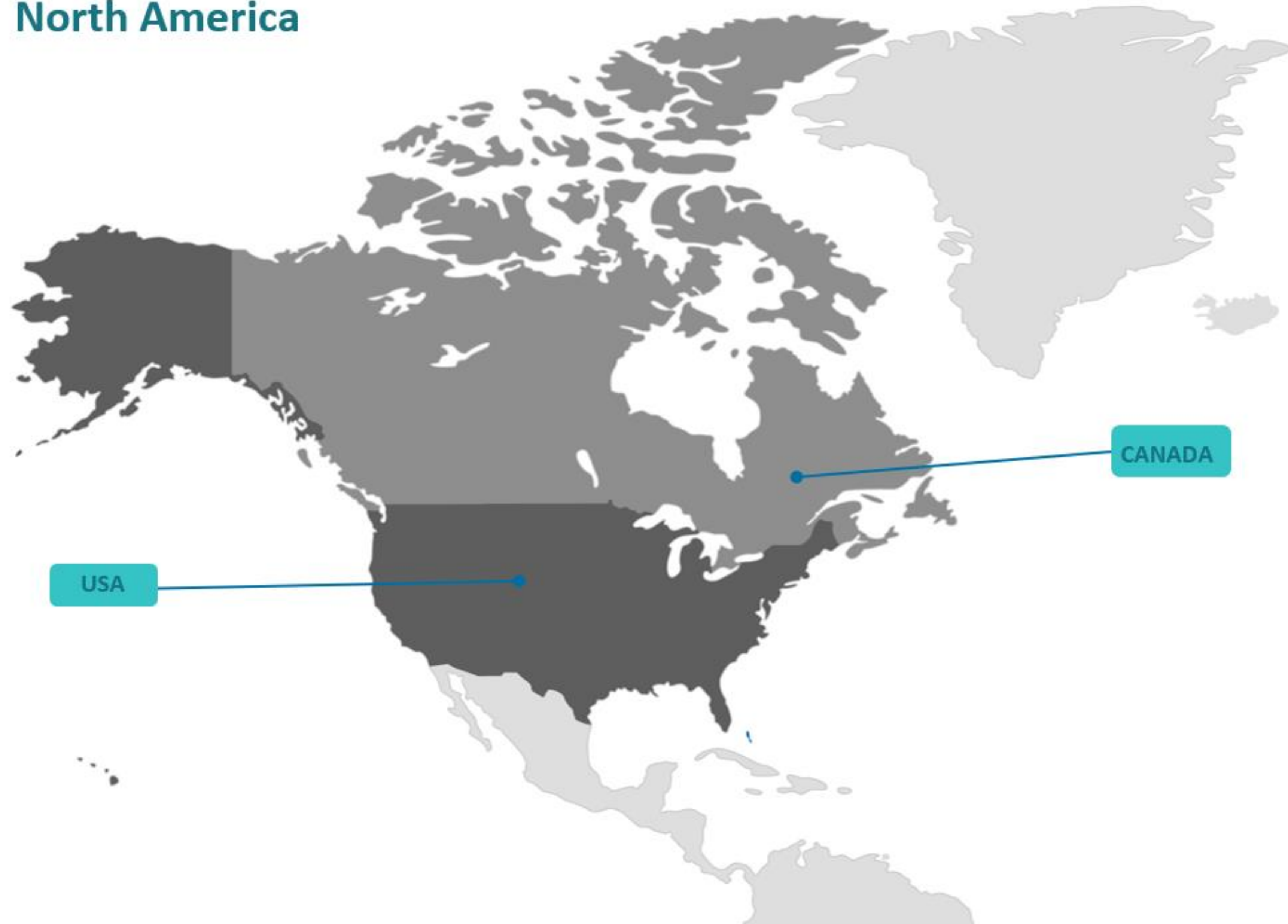
Programme Type (% per week)	Programming schedule allocation
ENTERTAINMENT (31,4%)	Rerun within one week of the most important <u>Mediaset</u> productions of the season (music shows, talk shows, realities, game shows).
SOFT NEWS (26,2%)	Rerun within one day of the main important daily news programm <u>e</u> s and magazines.
DRAMA (23,3%)	Rerun within a few days of the season's prime time tv drama produced by <u>Mediaset</u> .
SOAPS (7,3%)	Rerun within one week of the most popular soaps.
NEWS (4,5%)	Immediate rerun of the main midday and night news editions.
CULTURE (3,7%)	Rerun within one week of the documentaries and cultural magazines.
FILM (2,9%)	All titles aired by the Mediaset mainstream tv channels are shown within one year on Mediaset Italia.



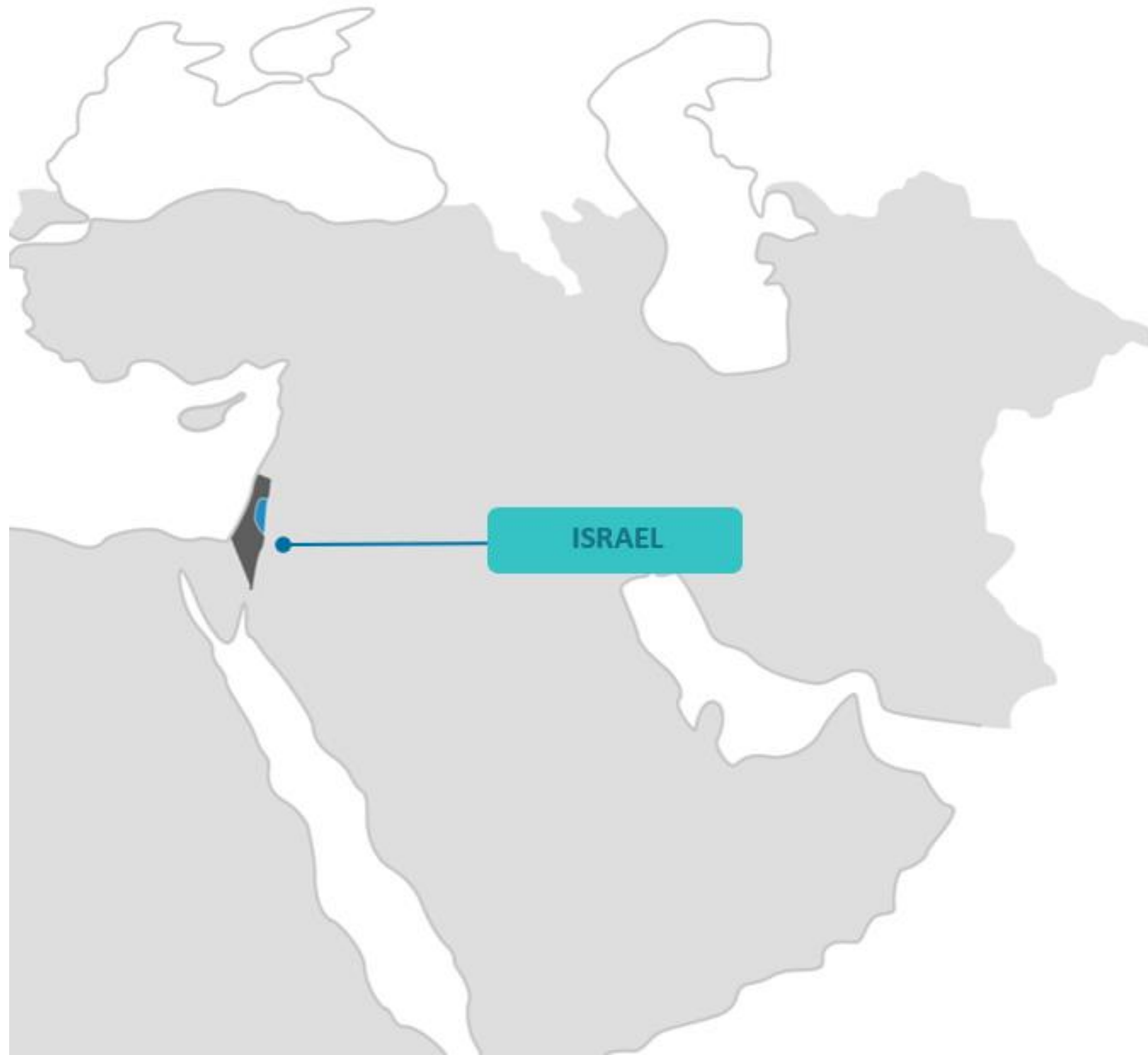
Mediaset Italia in the World Europe



Mediaset Italia in the World North America



Mediaset Italia in the World ME and Australia



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