



PRESS RELEASE

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**MASSIMO DONELLI:**

***"OUTSTANDING SUCCESS FOR  
GRANDE FRATELLO 10"***

***"ALL TIME RECORD ALSO ON THE WEB  
WITH MORE THAN 250 MILLION PAGE VIEWS"***

**Massimo Donelli, director of Canale 5:** "We wanted a great television vintage and we got it: in fact, the tenth edition of Grande Fratello will enter the history of TV as an outstanding success, an impossible challenge that has been won thanks to the efforts and professionalism of the more than of 300 involved every day in the construction of the programme. Twenty episodes, 24 hour coverage from 26 October 2009 to 8 March 2010, a daily update, daytime contributions to the channel... And an all time record also on the web: with more than 250 million page views on the official GF site alone. All of this has generated incredible ratings, giving Canale 5 absolute leadership for five months on Monday evenings. Shortly we will start work on the next edition: Grande Fratello is now a pillar of our schedule and we will make sure it is even better."

Cologno Monzese, 8 March 2010