

## **PRESS RELEASE**

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### **CANALE 5 LEADER IN PRIME TIME IN THE AUTUMN SEASON**

Between 9 September and 30 November, Mediaset's commercial season Mediaset, Canale 5 was Italy's overall leading channel in prime time with a 25.1% share in the reference target of 15-64 year-olds, with RaiUno on 18.8%.

To be absolutely precise, it is worth pointing out that Canale 5's leadership is also net when the commercial season of the competition is considered (from 16 September to 30 November) with a 25.3% share (Raiuno 18.5%)

But the most significant figure is the regularity of Canale 5's performance during the entire season, evening after evening, with productions such as "C'è posta per te", "Ciao Darwin", "Zelig", "Striscia la notizia" and TV dramas such as "Caterina e le sue figlie", "Distretto di Polizia" and "Il capo dei capi". If two important RaiUno events (Celentano and Benigni, almost without advertising) in the last week are excluded the state-owned channel's result drops from 18.8% to 18.1% in the commercial target.

Finally, in terms of total viewers, a figure that has no relevance in Mediaset's commercial logic, Canale 5 was, in any case, Italy's leading prime time channels also here.

A leadership that was confirmed in both the Mediaset season (22.72% for Canale 5 compared with 22.66% for RaiUno) and the Rai season (22.81% for Canale 5 against RaiUno's 22.49%).

Cologno Monzese, 1 December 2007