

## PRESS RELEASE

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### SUCCESSFUL END TO THE YEAR AUDITEL 2010

- **A big increase in television consumption with generalist TV the most popular media**
- **Mediaset channels retain their leadership in the 15 - 64 age range target**
  - **Canale 5 Italy's most popular channel in the commercial target**
- **Canale 5 and Italia 1 the most watched channels by younger viewers up to 34**
  - **Increased penetration of digital terrestrial: good performance for Mediaset's thematic channels and a brilliant start for La5**
- **Pay TV: Premium Calcio over 6% every Sunday**

Saturday 1 January sees the end of the 2010 television year which has seen important changes in the Italian media landscape.

First of all, there has been an overall increase in television consumption from a daily average of 238 minutes in 2009 to an average of 246 minutes 2010 (+3.4%). In this context, generalist TV confirmed its leading role with an average share, over 24 hours, of 76.7%.

Even in a World Cup year, **Mediaset's channels** retained their primacy in the commercial target over 24-hours (40%). **Canale 5** was the most watched channel for audiences in the 15-64 year-old age range, in both the 24 hours (20.1%) and in prime time (20.5%).

Moreover, the **Canale5+Italia1** combination reinforced its leadership in Italy in all age groups up to 34; a significant figure given that it is precisely the younger audience that makes most use of alternative platforms for consuming video content. **Retequattro** maintained a strong position among older viewers; i.e. those over 65, with a share of almost 10% and confirmed the overall balance in Mediaset's generalist TV offer.

An evaluation of the viewing figures for 2010 should also take account of the growing penetration of digital terrestrial which has now become the universal transmission system for some 70% of the Italian population. And in this new context it is worth observing the leadership position of Mediaset's, both free-to-air and paid, thematic channels. **Boing**, is the country's eighth channel over 24 hours and in top place among children's channels with a 7.7% share among children between 4 and 14 years old (in the 7.00 am to 10.00 pm time band). **Iris**, which is mainly targeted at a male adult audience achieved a 0.7% share among men over 55 in both the 24 hours in prime time. The brilliant start to **La5**, launched in May 2010, has resulted, in just six months, in the channel aimed mainly at women in the 15-44 age range achieving a 1.6% share in this target in the whole day (and 2.3% in the parts of Italy that are already wholly digital).

Finally, there were also very positive results for **Mediaset Premium**: for Sunday matches in the Italian League championship, Premium Calcio garnered 6.2% of the active audience in the afternoon time band and 3.4% for postponed evening matches.

In conclusion, Mediaset is the only television company with a programme and technological offer for the whole audience: generalist, free-to-air and paid thematic channels. Mediaset also confirmed its leadership among the premium audience in a period of rapidly changing television panorama.