

PRESS RELEASE

**TV RATINGS:
RAI OBSESSED BY MEDIASET**

The Rai press release on TV ratings issued today in response to Mediaset, appears anachronistic at the very least.

While nobody contests the right to express satisfaction for one's achievements, it is not clear why their satisfaction is based solely on an obsessive comparison with another broadcaster.

Also Mediaset is relieved about the health in programmes and, one hopes, on the business/economic side, of the public service in the year 2006 that is drawing to a close.

We don't want to underline how these results were achieved, what audience the scheduling of Rai has attracted and, on the other hand, which sections of the audience are increasingly less drawn to Rai's channels. What is important today is that things are going well.

What is for sure is that, in the new competitive scenario, in which new operators and new platforms are gaining ground, it is peculiar that Rai cannot find anything more concrete on which to base its claims than a sterile head-to-head with the other main analogue operator.

And this, very simply, for the simple reason that it is a race that Rai is now running alone.

Cologno Monzese, 4 December 2006