



MONDAY 1 DECEMBER 2008 SEES THE LAUNCH OF

MEDIASET PLUS

**AN EXTRA OPPORTUNITY TO SEE
THE PROGRAMMES OF
CANALE 5, ITALIA 1 AND RETEQUATTRO**

ON CHANNEL 123 OF THE SKY SATELLITE PLATFORM

Monday 1 December 2008 will see the launch of *Mediaset Plus*, a new channel that will offer **an extra opportunity to watch** the programmes of **Mediaset's three channels in a new daily location and at different times.**

The new channel, available on **channel 123** on **the Sky satellite platform**, will pay special attention to **news** with the **THREE EDITIONS** of the news programmes shifted by **ONE HOUR**: the main **Tg5** bulletin at **9 pm**, and **Studio Aperto** at **1.30 pm** and **7.30 pm**.

In addition, two highlights from the current affairs area, "**Matrix**" and "**Maurizio Costanzo Show**", will have a prestigious slot on *Mediaset Plus*: in **PRIME TIME**, at **9.35 pm**.

Also in **December**, the channel will offer an extra chance to see hit Mediaset programmes such as, "**Amici**", "**Uomini e Donne**", "**Quello che le donne non dicono**", "**Le Iene**", "**Questa domenica**", "**La Talpa**", "**Mattino 5**", "**Pomeriggio 5**", "**Verissimo**", "**Terra**", "**Forum**" as well as the **autumn's most popular series**: "**Distretto di polizia**", "**Amiche Mie**", "**Anna e i 5**", "**Il Sangue e la Rosa**", "**Belli dentro**" and many others.

Coming soon on *Mediaset Plus*, directed by **Miriam Pisani**, the new spring schedule of Canale 5, Italia 1 and Retequattro, in a new daily location and at different times.

Mediaset Press Office



MIRIAM PISANI

Biographical notes

Miriam Pisani was born in Milan on 14 October 1962.

In 1983 she joined the Fininvest Marketing department where she worked on the development of the ratings program DaybyDay, an innovative service for the measurement of audience (adopted by Auditel only in 1986).

Soon after she moved to Publitalia, the Mediaset Group's advertising arm, where she studied content and editorial lines for the TV channels, identifying target audiences and advertising rate cards.

In 1999 she returned to RTI, where, alongside Niccolò Querci, she managed the entertainment structure and contracts for artistic resources.

In 2003 Giovanni Modina, the director of Canale 5, called her to be the deputy director of the channel.

In November 2007 she became the first woman in the Mediaset Group to hold the position of Channel Director with Iris, the free digital terrestrial channel.

From 1 December, she will also be the director of Mediaset Plus, which can be seen on the Sky satellite platform.

Cologno Monzese, November 2008