

PRESS RELEASE

AUTUMN GUARANTEE PERIOD ENDS

- **Mediaset leader in all the most prestigious age groups.**
 - **Canale 5 leader among the 15-64 age range.**
 - **Italia 1 remains number three channel.**
 - **Mediaset improves on Autumn 2005**

MEDIASET MOVES TO CLOSE 2006 WITH RECORD RATINGS

Saturday 2 December saw the close of the "Autumn 2006" guarantee period which began 3 September 2006.

All indicators point to a season with Mediaset in marked growth compared with the autumn of 2005 and unchallenged leadership among the audience in the 15 to 64 age range, that of most interest to advertisers, which comprises 70% of the Italian population.

Among this premium target, **Mediaset** ended the guarantee period in first place in all of the time bands: **early evening 43.4%, 24-hours 42.5%, daytime 42.1%**;

Canale 5 was clearly the **leading channel** in the **early evening** at **24.4%**, **24-hours 22.3%**, and **daytime 21.6%**;

Italia1 remained the country's **third channel** in **early evening** with **12.4%**, **24-hours 13.0%**, and **daytime 13.2%**. Italia1 is also the leading channel among younger viewers (**4-24 year-olds: 25.6%**).

There were also important results for **Retequattro** among older viewers, becoming **the third channel among the over 65s in the 24-hours: 12.4%** confirming Mediaset's scheduling attention for the whole television audience.

If we then take a closer look at the individual age bands (*see Table 1 enclosed*) Mediaset's leadership among the younger premium target is even more marked, reaching a peak of **50.0%** in the combination of Canale 5 and Italia 1 in the most difficult age group, that of 15 to 24 year-olds, that are not loyal viewers and are heavy consumers of multimedia technologies.

TOTAL YEAR 2006.

But the record is Mediaset's performance across the whole Auditel year that is drawing to a close. 2006 was, in fact, affected by two important sporting events: the Winter Olympics, held in Italy in Turin, and with a broad public appeal, and the World Cup held in Germany, therefore without a time difference, and which was won by the Italian national team.

Despite the fact that rights for all of these events were held by other broadcaster, Mediaset held on to its structural leadership among the reference audience of 15-64 year-olds also across the whole of 2006. From 1 January to 2 December **Mediaset** channels outperformed the **Rai channels** in all of the main time bands (**early evening 42.7% vs. 42.4%**, **24-hours 42.5% vs. 39.9%**, and **day time 42.4% vs. 39.6%**).

The figures are even more significant if seen by channel.

Canale 5 is the leading channel since the beginning of 2006 in all the main time bands: **early evening 23.8%**, **24-hours 22.7%**, **daytime 22.5%**.

Italia 1 is always the third channel: **early evening 12.2%**, **24-hours 12.7%**, **daytime 12.8%**.

Retequattro confirmed its strong hold on the older viewer and was the third channel among the over 65s in the 24-hours: 11.9%.

A closer look at the different age groups (*see Table 2 enclosed*) shows that the results of Mediaset channels measured across the whole of 2006 confirm the leadership of the autumn season that has just ended.

CONCLUSIONS.

For Mediaset the autumn season ends with a marked improvement on the autumn of 2005 and undisputed leadership in its reference target audience, the younger and more active age groups that are more difficult to attract and therefore of high value.

Leadership was also confirmed for the whole of Auditel 2006 which is drawing to a close, despite the big sporting events that objectively penalised Mediaset's ratings.

These results show that, despite a more crowded competitive and multi-platform environment, Mediaset's scheduling remains very strong, balanced and modern.

Pages 3 & 4: Tables Channel classification by age band (whole day)

Cologno Monzese, 3 December 2006

TABLE 1
Autumn Guarantee Period 2006
 (3 September-2 December)
Channel classification by age band (whole day)

Canale 5 & Italia 1 leaders	
Children 4/14	
Italia 1	26,1
Canale 5	19,1
Rai1	12,1

Canale 5 & Italia 1 leaders	
15/24 year-olds	
Canale 5	25,0
Italia 1	25,0
Rai1	12,9

Canale 5 & Italia 1 leaders	
25/34 year-old	
Canale 5	24,1
Italia 1	16,0
Rai1	15,1

Canale 5 leader	
35/44 year-olds	
Canale 5	23,3
Rai1	16,2
Italia 1	14,7

Canale 5 leader	
45/54 year-olds	
Canale 5	21,8
Rai1	20,8
Rai2	12,6

Rai 1 leader	
55/64 year-olds	
Rai1	26,6
Canale 5	19,3
Rai2	12,4

Rete 4 third channel	
over 65	
Rai1	31,6
Canale 5	17,5
Rete 4	12,4

Table 2
Auditel Year 2006
(1 January-2 December)
Channel classification by age band (whole day)

Canale 5 & Italia 1 leaders	
Children 4/14	
Italia1	26,1
Canale 5	18,6
Rai 1	12,8

Canale 5 & Italia 1 leaders	
15/24 year-olds	
Canale 5	25,4
Italia 1	23,6
Rai1	13,7

Canale 5 leader	
25/34 year-olds	
Canale 5	25,0
Rai1	16,3
Italia 1	15,2

Canale 5 leader	
35/44 year-olds	
Canale 5	23,2
Rai1	17,2
Italia 1	14,8

Canale 5 leader	
45/54 year-olds	
Canale 5	22,3
Rai1	21,6
Rai2	12,0

Rai 1 leader	
55/64 year-olds	
Rai1	26,8
Canale 5	19,9
Rai 2	12,0

Rete 4 third channel	
over 65	
Rai1	31,8
Canale 5	18,0
Rete 4	11,9

Cologno Monzese, 3 dicembre 2006