

PRESS RELEASE

“AUTUMN 2007” GUARANTEE PERIOD ENDS

- **Canale 5 leader in prime time and across the entire 24 hours**
- **Italia 1 leading channel among viewers younger than 24**
- **Retequattro grows among the adult audience**
- **Canale 5 and Mediaset channels lead also from the beginning of the year**

Saturday 1 December saw the close of the “Autumn 2007” guarantee period that began on 9 September 2007 and has seen Canale 5 as Italy’s leading prime time channel in the commercial target with a 25.0% share (RaiUno 18.8%).

Over the 24-hour period, Italia 1 was the overall leader among the audience of viewers of up to 24 years of age with a 24.4% share, and confirmed its position as Italy’s third most popular channel among views of up to 64 with a 12.5% share.

If the results are examined by age bands, a significant indicator of the commercial value of each individual channel, the combined strength of Canale 5 and Italia 1 is very clear (see *attached tables*) among the premium audience where the channels are solidly placed in first and second position across the entire day among viewers of up to 34 and Canale 5 is in top place among viewers of up to 54.

It should be noted that Rai’s flagship channel edges ahead only among viewers of more than 55 years of age.

Also of great significance are the results obtained by Retequattro which grew in all the time bands and in particular confirmed its position as Italy’s third most popular channel in the over-65 age group, with a 12.9% share in the 24-hours. A result that underlines the editorial efforts of Mediaset to meet the needs of all viewers.

For a complete picture, it is worth underlining that Mediaset’s leadership in the autumn guarantee period is confirmed also if figures are taken since the beginning of the year.

From 1 January to 1 December 2007, Canale 5 was solidly positioned as Italy’s most popular prime time channel among the commercial target with a 23.5% share (RaiUno 20.0%) and Mediaset’s combined audience share was 43.0% (compared with Rai’s total of 40.8%).

These results show that, despite an increasingly crowded and multiplatform competitive scenario, in which younger viewers are increasingly difficult to attract, Mediaset’s programmes are commercially appreciated and editorially modern and complete.

(see following page)

- *All figures relate to the audience between 15 and 64 years of age, which represents 70% of the Italian population and on which 80% of advertising investments are targeted.*

Autumn 2007 Guarantee Period (9 September -1 December)

Channels classified by age range (over the 24-hours)

Canale 5 leader + Italia 1 third channel	
TOTAL 15-64 age range	
CANALE 5	23.1
RAI 1	18.7
ITALIA 1	12.5

Italia 1 & Canale 5 leader	
Children 4-14	
Italia 1	26.4
Canale 5	18.0
Rai 1	12.1

Canale 5 & Italia 1 leader	
15-24 age range	
Canale 5	25.7
Italia 1	22.1
Rai1	12.8

Canale 5 & Italia 1 leader	
25-34 age range	
Canale 5	25.4
Italia 1	15.9
Rai1	13.9

Canale 5 leader	
35-44 age range	
Canale 5	24.2
Rai1	16.1
Italia 1	14.6

Canale 5 leader	
45-54 age range	
Canale 5	23.0
Rai1	19.5
Rai2	12.3

Rai 1 leader	
55-64 age range	
Rai1	26.0
Canale 5	19.5
Rai2	12.8

Rete 4 third channel	
over 65	
Rai1	32.5
Canale 5	16.9
Rete 4	12.9