



**STUDIO APERTO: THE ITALIA 1
NEWS PROGRAMME EDITED BY GIORGIO MULE'
CONFIRMS ITS POSITIVE TREND WITH IMPROVED RATINGS
FOR THE 12.25 BULLETIN AND THE SUCCESS
OF THREE NEW BACKGROUND PROGRAMMES**

Improved ratings for **Studio Aperto** which, under the guidance of **Giorgio Mulè**, ended 2008 with more than positive figures which show an increase in the audience and the success of three new background programmes launched during the year.

Starting with the midday programme at **12.25**, Studio Aperto has seen its share rise by almost a **full percentage point** (from 20.6% to **21.5%**) compared with the same period of 2007 (1 January - 28 December), and overtaking for the first time in the history of the Italian 1 news programme and average of 21%.

The 6.30 pm edition consolidated its position, confirming the ratings of the previous year, with an average share of 12% and recording the best ever performance of the evening bulletin with **2,728,000** viewers on 23 November

Of particular note were the special editions of Studio Aperto in the late evening slot and dedicated to background coverage of exceptional events which achieved excellent ratings, including the programme on the monster of Amstetten, the electoral marathon and the garbage crisis in Naples.

Also during the year Studio Aperto launched three new news programmes, new formulas to analyse and present the facts at the centre of Italian and international news stories which also achieved excellent ratings.

The first, launched in May and broadcast during the summer months, was "**Tutto in 1 notte**" which had an average share of **17.8%**.

The second, broadcast during the autumn, was "**Rewind**" that achieved a share of **8.33%**.

The third programme, currently on air, was "**Borders**" which is recording very positive ratings with an average share of **12.9%** (a total of **1,521,000** viewers).

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