

PRESS RELEASE

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**GIULIANO ADREANI:  
« SKY LETTER AGAINST AUDITEL OPPORTUNISTIC.  
THE REAL OBJECTIVE IS TO CONCEAL FROM  
THE MARKET SKY'S REAL CHANNEL  
BY CHANNEL RATINGS»**

With regard to the behaviour suggested in a letter, subsequently made public, to Auditel from the chief executive of Sky Italia Tom Mockridge, Giuliano Adreani, the chief executive of Mediaset, chairman of Publitalia and board member of Auditel, made the following statement:

« The tactic is well-established: to discredit the referee in order to undermine the validity of his decisions. The conditions dictated by Sky Italia for entering Auditel, where it has already been part of the technical committee for three years, appear to be a pretext to discredit at the roots the work of the company charged with measuring TV ratings and postpone indefinitely the entry of Sky as a shareholder of the company along with all of the other television operators, a move that all of the members of Auditel have looked for some time.

By worming its way into a political polemic, the monopolist of satellite TV is attempting to avoid the unavoidable: the effective measurement of the ratings for all of its channels..

In fact, today, the ratings for satellite TV are published as a single figure made up of all of the channels combined. Consequently, it is inevitable that single events, be it a film or a football match, are erroneously attributed the viewing figure for the entire offer of the platform.

An equivocation that is useful to the operator in that it increases the perception of the success of its programmes but which, in fact, damages the advertisers who are not able to verify with certainty the effect of their investment in this or that channel. An equivocation which, finally, ends up by discrediting the ratings figures of generalist TV too.

In conclusion, ultimatums dictated by a single player to a company that brings together all the others, as well as advertisers, agencies and media centres, is clearly unacceptable. Particularly if the ultimatum objectively indicates the indefinite postponement of a transparent and public measurement of the real audience of satellite TV in Italy».

Cologno Monzese, 30 November 2006