

**A year of**  
**IRIS**

**- in and around cinema -**

**30 November 2008 IRIS**, Mediaset's free digital terrestrial channel Mediaset directed by **Miriam Pisani**, **is one year old**.

**365 days by 18 hours** a day of programmes with a focus on cinema and more.

Plays and operas in prime time, classical music, great Italian and international cinema, sit-coms, TV drama, documentaries and news make up the daily schedule of a network that, free of the ratings battles, is able to offer work that is not easy to fit in to the schedules of generalist TV channels.

# 365 DAYS WITH IRIS

- in around cinema -

**1,012**

FILMS BROADCAST

**125**

FILMS FOR THE FIRST TIME IN PRIME TIME

**15**

FILMS MAKING THEIR TV DEBUT

**3,348**

HOURS OF FILM BROADCAST

**108**

TV MOVIES

**72**

TV DRAMA SERIES BROADCAST (A TOTAL OF 1,204 EPISODES)

**11**

TV SERIES MAKING THEIR DEBUT

**93**

HOURS OF CLASSICAL MUSIC AND OPERA IN PRIME TIME

**25**

UNABRIDGED THEATRICAL PRODUCTIONS

**1,708**

EDITIONS OF TG COM NEWS (5 per day)

AND EXCLUSIVE DAILY COMMENT SLOTS BY

**Gian Arturo Ferrari** (General Manager, Mondadori Books), **Carlo Rossella**  
(President, Medusa), **Enrico e Carlo Vanzina** (directors), **Piera Detassis** (editor, Ciak),  
**Anna Praderio** (Tg5 journalist).

Cologno Monzese, 29 November 2008