



**Mediaset Group** is one of the biggest Media Company in Europe and the leading commercial broadcaster in Italy. Free generalistic and thematic channels and a rich offer of Pay TV stations. Websites, magazines and radio stations complete the media portfolio.

**GENERALIST CHANNEL**



Canale 5- First commercial channel with a strong generalist programming, highly popular with the audience and very appealing for advertisers.



Italia 1 - The reference channel for teens and young adults. Italia 1 attracts light TV viewers due to its innovative and ironic programming as well as sports.



Retequattro - Targeting purchase responsables with a compelling mix of talk-shows, factual entertainment, crime dramas. News magazines and movies for a male skewed audience

**THEMATIC CHANNELS**



La 5 - The reference channel for young women: the best female-skewed programming including free-TV premières and exclusive content.



Italia 2 - General entertainment station aimed at a young, male audience, crossing all main TV genres.



TOP crime - 24 hours a day of crime TV series, featuring the best themed titles.



IRIS - Rich movie programming, ranging from auteur films to cult titles, with prime time themed movie seasons.

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## THEMATIC CHANNELS



**MEDIASET EXTRA**  
Timeshuffle station to catch up on top and library TV shows + morning block with soaps and telenovelas.



**TGCOM 24**  
Mediaset cross-platform round-the-clock all news channel.



**Boing**  
A rich selection of cartoons and live action series for children aged 4-14 y.o.\*



**R101 TV**  
Enjoy the Music! A varied, always updated playlist full of easy-to-listen contemporary hits by international and Italian artists.



**Cartoonito**  
Colourful, funny preschool channel for kids 4-7 y.o. and their parents