



Mediaset mainstream channels

Distinct profiles for a team game



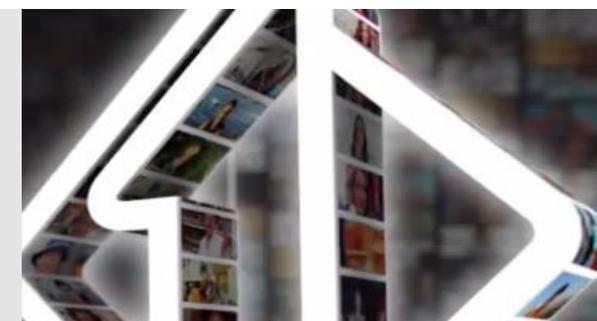
ADULTS 15-64 y.o.

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




ADULTS 15-34 y.o.

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.




ADULTS +35 y.o.

Retequattro - Targeting purchase responsables in daytime with a mix of talk-shows, factual entertainment, crime dramas. Prime time news magazines and movies for a male skewed audience.





Multichannel TV: Free-to-air stations

A qualitative portfolio addressing all target groups



ADULTS
25-54 y.o.

A balanced mix of **movies** and **TV series** for a **young-adult** audience, plus a **rich sports programming** featuring **football and motors**.



WOMEN
15-44 y.o.

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



WOMEN
25-54 y.o.

24 hours a day of **crime TV series**, featuring a **varied selection** of the best themed titles.



WOMEN
25-54 y.o.

Timeshuffle station allowing viewers to **catch up** on Mediaset current and archive **top TV shows**.





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MEN
+35 y.o.

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



MEN
+45 y.o.

Movie channel dedicated to the **best Italian films**: cults titles, TV premières, and themed season.



MEN
25-54 y.o.

To **discover** and **understand the World**: wide library of first run **documentaries** and **original programmes**.
Cross-media (TV + Digital + Print) platform.



MEN
15-34 y.o.

Entertainment station aimed at a **young, male** audience, crossing all main TV genres.





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MEN
15-64 y.o.

Mediaset cross-platform round-the-clock all news channel.



CHILDREN
4-10 y.o.

A rich selection of cartoons and live action series for children aged 4-10 y.o.
Timeshift +1 hour service “Boing Plus” also available.



CHILDREN
4-7 y.o.

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



The official music TV channels of RadioMediaset broadcast stations.

