

**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.



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Free-to-air stations

## THEMATIC CHANNELS



**Movies and TV series.** A **balanced mix** of titles for a **young-adult** audience: action, adventure, fantasy and more, with the **latest blockbusters**.



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



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



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



**Exclusive extra content** from Mediaset **live events** and **catch up** on current and archive top TV shows.



**THEMATIC CHANNELS**

## Free-to-air stations



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



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



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



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



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



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

