



International TV channel of Rai for Italians living abroad

MARKET OVERVIEW:

Rai (Radiotelevisione Italiana) is the Italian state owned public service broadcaster and the biggest television company in Italy. **Rai Television** is the absolute leader of audiences and quality.

Raitalia is **Rai's** international channel, reaching 60 million individuals around the world. It is the international channel for Italians living abroad and for international audiences interested in Italy. It offers the best programmes broadcast by Rai channels and self-productions.

PROFILE:

4 different channels distribute **Raitalia** around the world: Raitalia 1 in North and South America, Raitalia 2 in Australia, Raitalia 3 in Asia and Africa, Raitalia 4 in Europe. The 4 channels are directly available either by satellite

With four diversified programming schedules global, the content of **Raitalia** is rich and varied program grid is adapted to each region

ADVERTISING RATES 2011:

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TECHNICAL SPECIFICATIONS:

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CREATIVE DEADLINE:

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