



Educational channel for children

**MARKET OVERVIEW:**

**Rai** (Radiotelevisione Italiana) is the Italian state owned public service broadcaster and the biggest television company in Italy.

**Rai Gulp** is the channel for the educational entertainment targeting young people up to 12 years old.

In 2010, the audience of **Rai Gulp** reached an average of 36.733 viewers per minute and 470 of which are children between 4 and 14 years old.

**PROFILE:**

The programming of Rai Gulp is high quality composed of cartoons, TV series, documentaries, instructive programmes, magazines and music shows.

**ADVERTISING RATES 2011:**

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**TECHNICAL SPECIFICATIONS:**

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**CREATIVE DEADLINE:**

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