



Italian History

MARKET OVERVIEW:

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

Rai Premium broadcast replays of popular fiction and movies produced and co-produced by Rai.

In 2010, the audience of **Rai Premium** reached an average of 55.116 viewers per minute.

PROFILE:

Rai Premium produces popular fictions films based on the History of Italy, its characters, its issues, its culture, etc. It experienced a growing success.

ADVERTISING RATES 2011:

Please contact us

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

Please contact us for all details

Main target	
Female	128
Housewives	113
Housewives with children	206
15-19 y.o.	119
25-34 y.o.	137
35-44 y.o.	132
44-54 y.o.	108
55-64 y.o.	123

Source Auditel day 8am-2am

If you would like to receive copies, a media pack or coverage rankings, please contact

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