



## Emerging sports

### **MARKET OVERVIEW:**

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

**Rai Sport 2** is dedicated to the emerging and unusual sports.

In 2010, the audience of **Rai Sport 2** reached an average of 17.172 viewers per minute.

### **PROFILE:**

**Rai Sport 2** provides visibility to the lesser known sports.

When the channel is not broadcasting events, it transmits the same programming of Rai Sport 1, 1 hour later, including the daily editions of the TG\* sports.

\* Television Games

### **ADVERTISING RATES 2011:**

Please contact us

### **TECHNICAL SPECIFICATIONS:**

Please contact us for details

### **CREATIVE DEADLINE:**

Please contact us for all details

Main target	
Male	<b>165</b>
35-44 y.o.	<b>109</b>
55-64 y.o.	<b>119</b>
Upper Class	<b>173</b>
Middle Upper Class	<b>111</b>
Graduate	<b>131</b>
Senior High School	<b>138</b>
BRAND	<b>143</b>

Source Auditel day 8am-2am

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

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