

Rai



Leading Italian state owned public service broadcaster

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. **Rai Television** broadcasts three main terrestrial channels which are also available on satellite television.

- Rai 1, the main channel, targets the family market.
- Rai 2 attempts to focus on a slightly younger audience than Rai 1.
- Rai 3 is the 'alternative' channel, with a definite public service remit and local programs.

CONTENT:

- **Rai Uno** is the leading public Italian TV channel, a general-interest channel reflecting the country's ever-changing social and cultural identity. It transmits all kinds of programmes for its wide audience: news, current affairs, national competitions, etc.
- **Rai Due** is the second public Italian TV channel which is aimed at a young and dynamic audience, and is always searching for the latest trends and emerging cultural movements. It shows mostly popular series, reality television, music but also American movies, football and news.
- **Rai Tre** is the third public Italian TV channel, encouraging cultural programming: historical documentaries, "docu-fiction" and general-interest programs.

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