



The main access to the world of RAI on the Internet

MARKET OVERVIEW:

Rai (Radiotelevisione Italiana) is the Italian state owned public service broadcaster and the biggest television company in Italy. **Rai.it** is the the main access to the word of Rai on the Internet.

Rai.it offers many services of great interest for the users such as the programme guide for all television and radio channels, the community which allows interactions with the protagonists of Rai programmes and other users, sites dedicated to each programme with detailed information about presenters, and guests. The home page of **Rai.it** gives access to more than 800 web sites. The websites of **Rai.it** can be customized and self-updating RSS feeds are also possible.

Rai.tv allows access to the universe of Rai's audiovisual offer available on the Internet through an advanced and intuitive graphic interface

CONTENT:

| Rai.it | Rai.tv |
|---|--|
| <ul style="list-style-type: none"> - More than 800 sites - An easy and intuitive navigation - Home Page in a Web 2.0 fashion - News updated 24/7 - A portal entirely dedicated to Kids and Teens - Forum, blog, and videochat | <ul style="list-style-type: none"> - Replay TV, the catch up TV of RAI: last 7 days scheduling available with a click of the mouse for RAI 1, 2, and 3. - High Quality and High Definition vision - Thousands of contents available on demand. - Themed Web TV - Podcast and Vodcast free to download |

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