

June 2025

**Mediaset**

**International  
Channels  
Distribution**



# The right choice for Italians living abroad

**Mediaset** brings the essence of Italy to the world, offering millions of Italians living abroad—and all those who admire Italy's culture and charm—a dynamic TV experience. Featuring top-tier Italian dramas, comedies, news, and entertainment, it's your window into the heart of Italy, no matter where you are.

# About Mediaset Group

Founded in 1978, the Mediaset Group is the leading media group in Italy and one of the main European multi-media companies.

Mediaset Group operates in the following areas:



## FREE TV

3 generalist channels (Canale 5, Italia 1 and Rete 4), and 12 thematic channels (20, Focus, La5, Boing, Cartoonito, Iris, Italia 2, Mediaset Extra, Top Crime, Cine34, Twentyseven and Tgcom24).



## RADIO

5 radio stations ( Radio 105, Radio Monte Carlo, Virgin Radio, R101 and Radio Subasio) .



## ADVERTISING

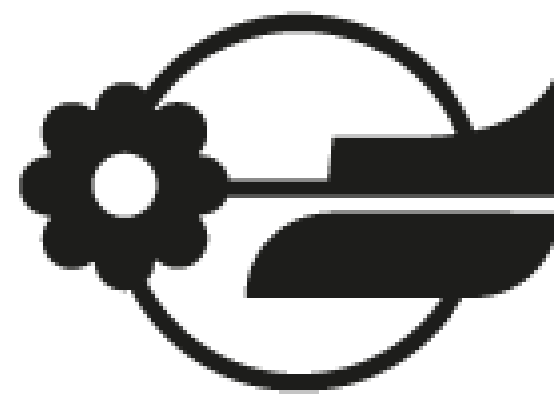
Two fully-owned ad sales companies, Publitalia and Digitalia and a 50% holding in Mediamond.



## PRODUCTION

Tv Drama and Film production: full ownership of Taodue and Medusa Film companies.

**What is**



  
**MEDIASET**  
**I T A L I A**



Pay linear TV channel

Italian language

Broadcasting 24/7

Best Mediaset's programming

In 2024, Mediaset held  
37,7% of the total  
Italian audience share

**Mediaset Italia** is the International PAY TV channel of the Mediaset Group in the Italian language.

**Mediaset Italia** is available on satellite, cable and OTT, offering the best of Mediaset's programming a few hours/days after airing in Italy on its mainstream TV FTA channels.

**Mediaset Italia** is targeted to the 60+M Italians living around the world and to the people who love Italy, its culture and its beauty.

**Mediaset Italia** features top Italian programming including drama series, comedy, news and entertainment shows.

Mobile, VOD, OTT, TV Everywhere and Catch-up rights are available for nearly all programmes.



# International Distribution



Countries with the PAY LINEAR TV channel offer

- |             |           |              |               |
|-------------|-----------|--------------|---------------|
| 📍 Albania   | 📍 Canada  | 📍 Israel     | 📍 Netherlands |
| 📍 Australia | 📍 Croatia | 📍 Luxembourg | 📍 Romania     |
| 📍 Austria   | 📍 France  | 📍 Malta      | 📍 Serbia      |
| 📍 Belgium   | 📍 Germany | 📍 Monaco     | 📍 Slovenia    |
| 📍 Bulgaria  | 📍 Hungary | 📍 Montenegro | 📍 Usa         |



# Mediaset Italia Line Up



## ENTERTAINMENT

- ✓ Music Shows
- ✓ Talk Shows
- ✓ Reality Shows
- ✓ Quiz and Game Shows

## NEWS HARD and SOFT NEWS

- ✓ Main News Editions
- ✓ Hard News Programs focused on politics, international affairs and economic issues
- ✓ Soft News Programs, interviews, lifestyle and entertainment



## MOVIES - DRAMA SOAP OPERAS

- ✓ Prime Time Drama Series
- ✓ Box Office Italian Movies
- ✓ Timeless Classics
- ✓ Cult Movies
- ✓ Popular Italian and foreign soaps

**What is**







## Schedule's composition criteria

15 News flashes and breaking News

1 daily 3-hour News feature slots

2 Main News Bulletin  
2 Sports Bulletin

Real Time Business Updates

Weather Updates every hour

Hourly "from the press" updates

**TGCOM24** is an Italian 24/7 all news TV channel broadcasting in Italy since 2011.

**TGCOM24** offers news, current affairs, sport bulletins and much more.

**TGCOM24** in Italy it is available on digital terrestrial platform and has 2.5 million viewers.

**TGCOM24** goes live from 6:00 a.m. until 00.30 a.m. with additional bulletins for breaking news during the night.

