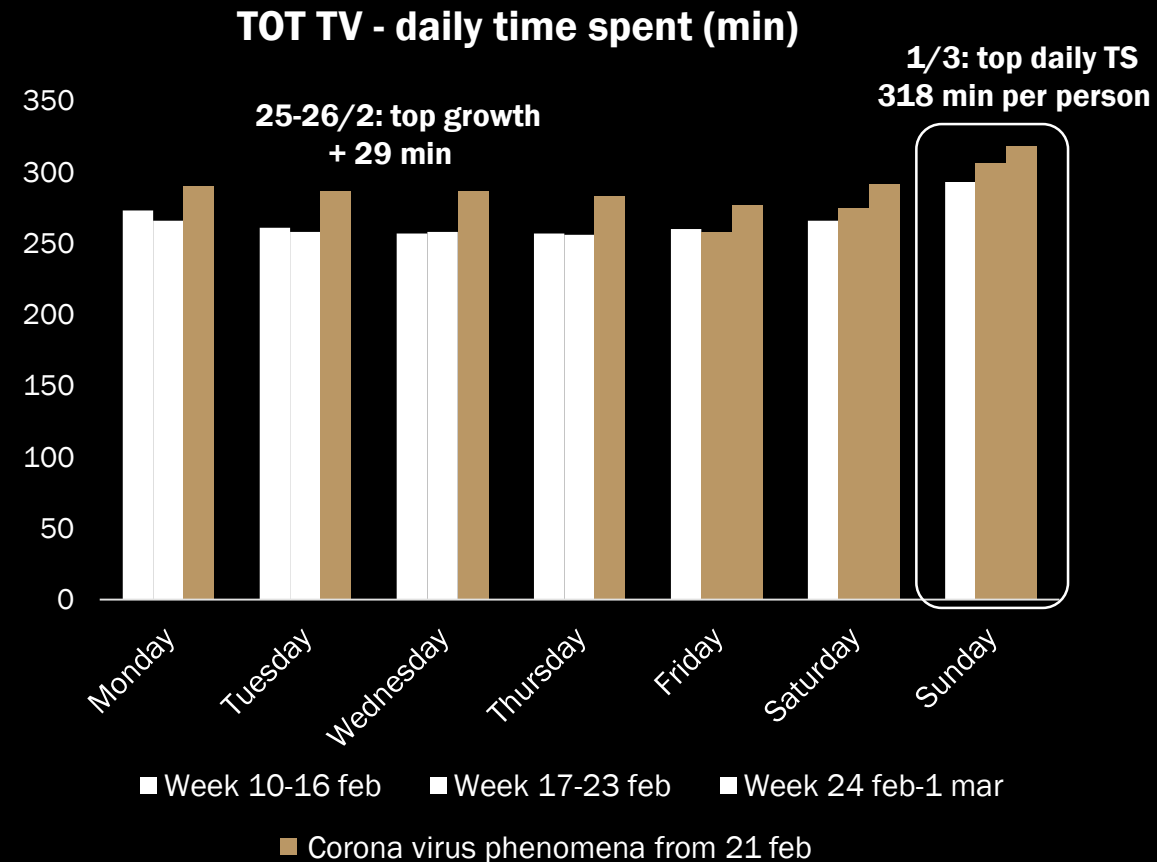
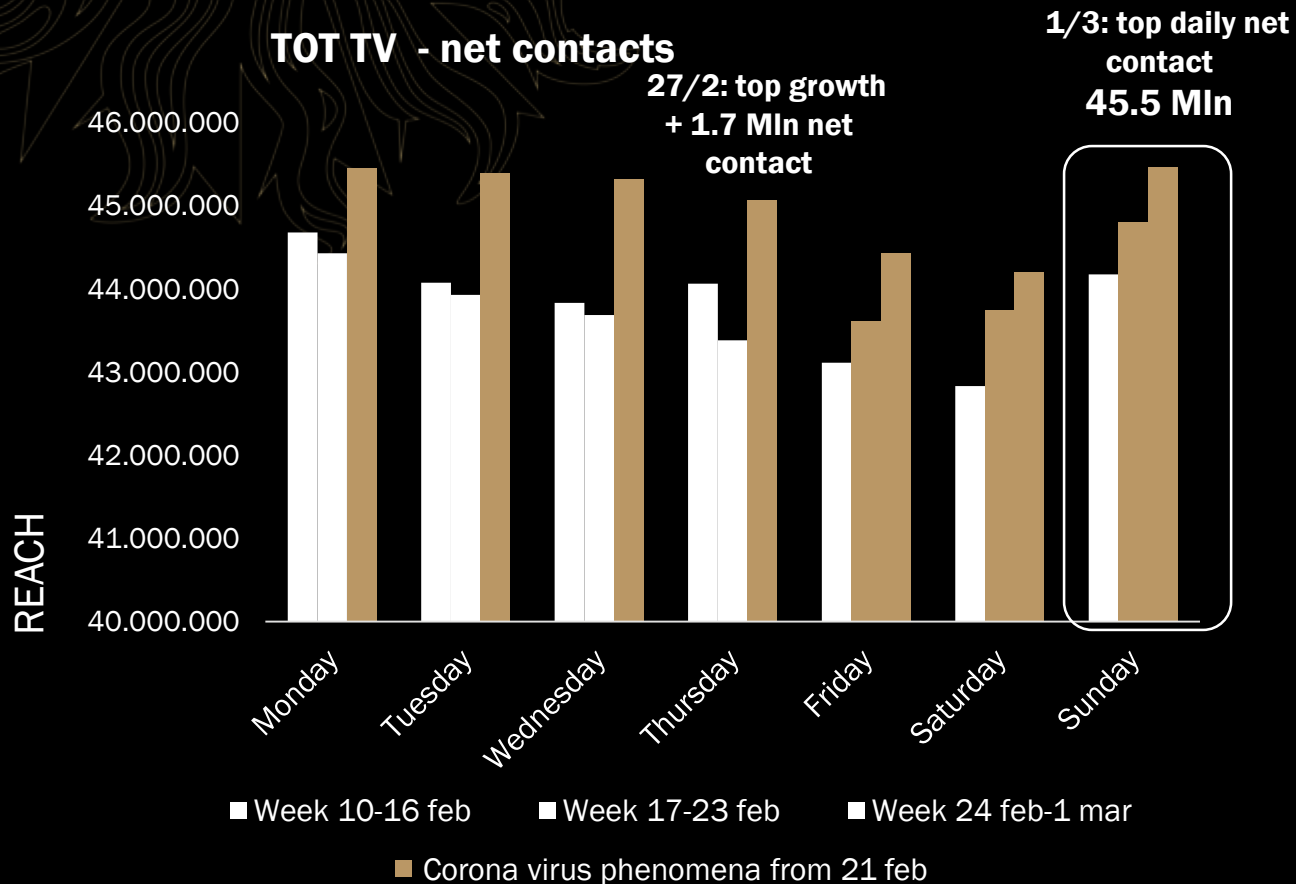


# WE SEE A DAY BY DAY REMARKABLE GROWTH IN TV AUDIENCE AND TIME SPENT

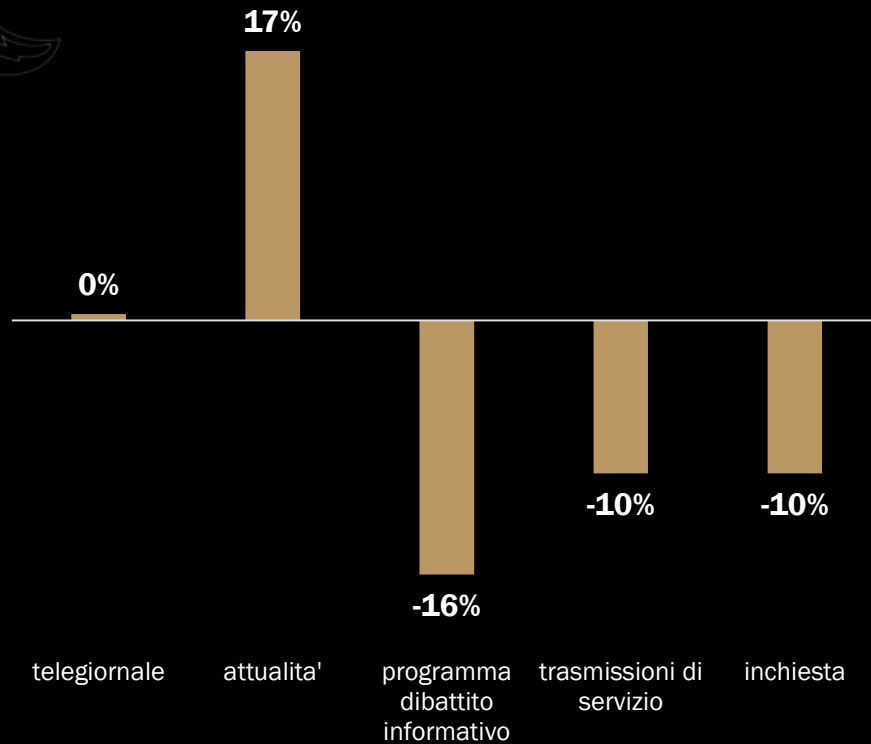


Source: Auditel Nielsen TAM data, tot. TV, Individuals+guests, 02:00:00 - 25:59:59

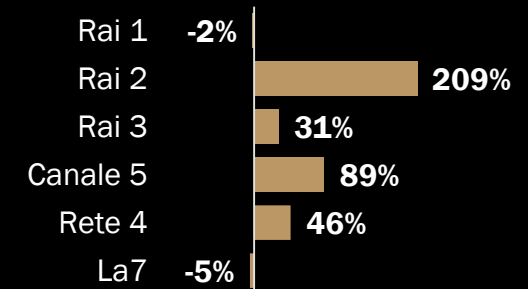
# TV NEWS BOOMING IN THE LAST WEEKS

## INFORMATIVE PROGRAMS DETAIL

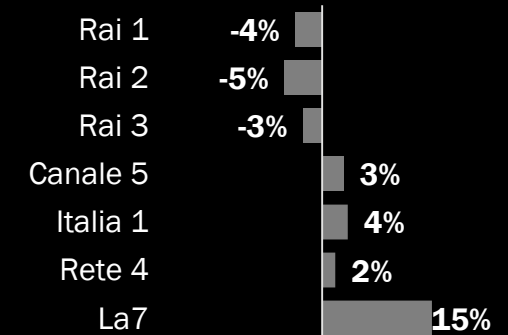
Var% minutes dedicated 21 feb-1 mar vs. 11-20 feb



## Attualità\*

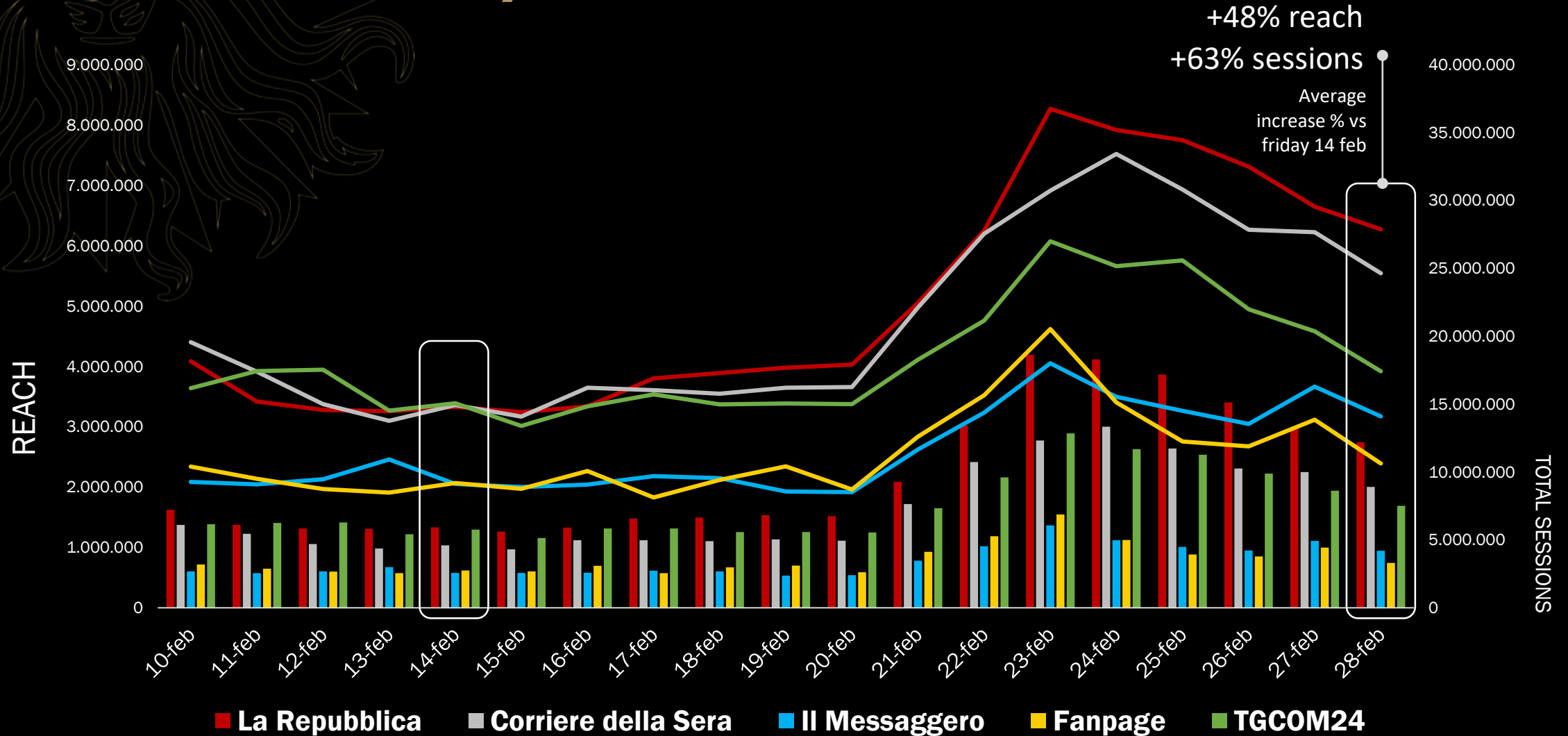


## Telegiornale



Source: Auditel Nielsen TAM data, Live+Vosdal, tot Individuals (minutes of programming by genre aired by T GIV channels in Italy) . \* Italia 1 non ha genere attualità nel suo palinsesto

# TOP 5 ITALIAN NEWS WEBSITES: AFTER THE PEAK (FEB THE 23TH) ACCESSES STILL ABOVE THE STANDARD



Source: Audiweb Nielsen data, daily figures, tot pop 2+. Total devices. Sites and App. Unique users, Number of site sessions.

# THE DROP DOWN OF EDITORIAL CONTENTS CONTRIBUTED TO OVERALL AND SOCIAL DECREASE IN THE FOLLOWING DAYS

