



**Sintesi Mensile 1A**  
**Emittenti Nazionali**  
**Giorno medio mensile**  
**Fasce standard**  
**Dati Live + Vosdal + TS cumulato +7**

Marzo 2014 (dal 02/03/14 al 29/03/14)

Target: Individui 4+

		02.00	07.00	09.00	12.00	15.00	18.00	20.30	22.30	
		25.59	09.00	12.00	15.00	18.00	20.30	22.30	25.59	
Rai 1	AM	1,959,792	1,112,577	950,094	2,610,894	1,793,463	3,986,169	5,494,370	2,053,572	
	SH	17.52	18.90	15.93	16.83	14.21	20.82	19.40	16.76	
	PE	3.43	1.94	1.66	4.56	3.14	6.97	9.61	3.59	
Rai 2	AM	688,098	133,842	317,238	1,475,031	712,824	941,976	1,817,584	726,165	
	SH	6.15	2.27	5.32	9.51	5.65	4.92	6.42	5.93	
	PE	1.20	0.23	0.55	2.58	1.25	1.65	3.18	1.27	
Rai 3	AM	768,164	542,379	337,581	1,204,255	708,790	1,559,300	2,069,961	646,139	
	SH	6.87	9.21	5.66	7.76	5.61	8.14	7.31	5.27	
	PE	1.34	0.95	0.59	2.11	1.24	2.73	3.62	1.13	
Rai 4	AM	104,545	28,559	49,645	147,050	114,964	160,370	262,431	138,029	
	SH	0.93	0.49	0.83	0.95	0.91	0.84	0.93	1.13	
	PE	0.18	0.05	0.09	0.26	0.20	0.28	0.46	0.24	
Rai 5	AM	22,306	5,838	10,217	23,909	37,098	20,539	65,822	30,377	
	SH	0.20	0.10	0.17	0.15	0.29	0.11	0.23	0.25	
	PE	0.04	0.01	0.02	0.04	0.06	0.04	0.12	0.05	
Rai Sport 1	AM	34,653	20,131	35,104	49,949	42,497	45,309	64,138	41,152	
	SH	0.31	0.34	0.59	0.32	0.34	0.24	0.23	0.34	
	PE	0.06	0.04	0.06	0.09	0.07	0.08	0.11	0.07	
Rai Sport 2	AM	27,701	11,235	23,365	41,743	65,518	35,335	35,684	22,357	
	SH	0.25	0.19	0.39	0.27	0.52	0.18	0.13	0.18	
	PE	0.05	0.02	0.04	0.07	0.11	0.06	0.06	0.04	
Rai News	AM	64,310	137,746	63,025	80,846	70,195	85,643	45,609	47,664	
	SH	0.58	2.34	1.06	0.52	0.56	0.45	0.16	0.39	
	PE	0.11	0.24	0.11	0.14	0.12	0.15	0.08	0.08	
Rai Scuola	AM	732	362	544	1,109	747	892	2,111	674	
	SH	0.01	0.01	0.01	0.01	0.01	0.00	0.01	0.01	
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Rai Storia	AM	17,347	7,951	11,238	13,691	25,144	20,644	55,880	20,893	
	SH	0.16	0.14	0.19	0.09	0.20	0.11	0.20	0.17	
	PE	0.03	0.01	0.02	0.02	0.04	0.04	0.10	0.04	
Rai Gulp	AM	63,691	104,992	69,335	68,218	58,899	133,945	118,224	35,538	
	SH	0.57	1.78	1.16	0.44	0.47	0.70	0.42	0.29	
	PE	0.11	0.18	0.12	0.12	0.10	0.23	0.21	0.06	
Rai Movie	AM	103,561	31,636	70,942	94,207	128,551	117,074	274,286	170,738	
	SH	0.93	0.54	1.19	0.61	1.02	0.61	0.97	1.39	
	PE	0.18	0.06	0.12	0.16	0.22	0.20	0.48	0.30	
Rai Premium	AM	104,047	61,106	52,108	118,153	162,393	155,121	247,034	108,570	
	SH	0.93	1.04	0.87	0.76	1.29	0.81	0.87	0.89	
	PE	0.18	0.11	0.09	0.21	0.28	0.27	0.43	0.19	
Rai Yoyo	AM	154,092	183,217	162,289	235,594	207,890	345,098	249,498	35,412	
	SH	1.38	3.11	2.72	1.52	1.65	1.80	0.88	0.29	
	PE	0.27	0.32	0.28	0.41	0.36	0.60	0.44	0.06	
TOTALE RAI	AM	4,113,038	2,381,572	2,152,724	6,164,648	4,128,973	7,607,414	10,802,632	4,077,279	
	SH	36.78	40.46	36.09	39.74	32.70	39.73	38.13	33.27	
	PE	7.19	4.16	3.76	10.78	7.22	13.30	18.89	7.13	
Canale 5	AM	1,937,311	1,033,494	660,988	2,608,323	2,786,698	3,744,446	4,684,117	1,886,781	
	SH	17.32	17.56	11.08	16.82	22.07	19.56	16.54	15.40	
	PE	3.39	1.81	1.16	4.56	4.87	6.55	8.19	3.30	
Italia 1	AM	681,756	146,389	271,435	1,306,583	636,118	763,004	1,861,038	998,771	
	SH	6.10	2.49	4.55	8.42	5.04	3.98	6.57	8.15	
	PE	1.19	0.26	0.47	2.28	1.11	1.33	3.25	1.75	
Rete 4	AM	574,274	173,053	337,117	823,425	572,632	962,898	1,536,272	725,308	
	SH	5.14	2.94	5.65	5.31	4.54	5.03	5.42	5.92	
	PE	1.00	0.30	0.59	1.44	1.00	1.68	2.69	1.27	
Boing	AM	101,444	109,211	87,626	137,207	128,227	244,925	201,223	28,401	
	SH	0.91	1.86	1.47	0.88	1.02	1.28	0.71	0.23	
	PE	0.18	0.19	0.15	0.24	0.22	0.43	0.35	0.05	
Cartoonito	AM	59,145	51,016	63,603	81,616	85,909	125,821	114,346	17,603	
	SH	0.53	0.87	1.07	0.53	0.68	0.66	0.40	0.14	



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**Fasce standard**  
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Marzo 2014 (dal 02/03/14 al 29/03/14)

Target: Individui 4+

		02.00	07.00	09.00	12.00	15.00	18.00	20.30	22.30
		25.59	09.00	12.00	15.00	18.00	20.30	22.30	25.59
	PE	0.10	0.09	0.11	0.14	0.15	0.22	0.20	0.03
Iris	AM	144,274	45,279	72,880	162,587	144,529	169,580	423,137	229,962
	SH	1.29	0.77	1.22	1.05	1.14	0.89	1.49	1.88
	PE	0.25	0.08	0.13	0.28	0.25	0.30	0.74	0.40
La5	AM	89,537	26,654	61,934	83,737	69,416	82,704	260,711	184,255
	SH	0.80	0.45	1.04	0.54	0.55	0.43	0.92	1.50
	PE	0.16	0.05	0.11	0.15	0.12	0.14	0.46	0.32
Italia 2 Mediaset	AM	42,276	11,536	14,376	44,496	55,626	87,502	111,867	49,492
	SH	0.38	0.20	0.24	0.29	0.44	0.46	0.39	0.40
	PE	0.07	0.02	0.03	0.08	0.10	0.15	0.20	0.09
Top Crime	AM	108,557	31,799	50,653	164,548	109,192	167,313	296,872	136,225
	SH	0.97	0.54	0.85	1.06	0.86	0.87	1.05	1.11
	PE	0.19	0.06	0.09	0.29	0.19	0.29	0.52	0.24
Mediaset Extra	AM	65,887	37,964	35,434	99,890	96,602	65,292	110,284	88,959
	SH	0.59	0.64	0.59	0.64	0.77	0.34	0.39	0.73
	PE	0.12	0.07	0.06	0.17	0.17	0.11	0.19	0.16
Tgcom 24	AM	25,053	35,156	26,143	32,511	25,749	29,636	26,687	22,765
	SH	0.22	0.60	0.44	0.21	0.20	0.15	0.09	0.19
	PE	0.04	0.06	0.05	0.06	0.05	0.05	0.05	0.04
Premium Calcio/HD	AM	76,466	5,974	5,218	59,905	94,377	158,513	340,748	73,178
	SH	0.68	0.10	0.09	0.39	0.75	0.83	1.20	0.60
	PE	0.13	0.01	0.01	0.10	0.16	0.28	0.60	0.13
Premium Calcio 1	AM	10,721	0	0	1,580	27,163	3,635	69,492	6,569
	SH	0.10	0.00	0.00	0.01	0.22	0.02	0.25	0.05
	PE	0.02	0.00	0.00	0.00	0.05	0.01	0.12	0.01
Premium Calcio 2	AM	6,670	0	0	278	3,511	3,955	61,233	4,676
	SH	0.06	0.00	0.00	0.00	0.03	0.02	0.22	0.04
	PE	0.01	0.00	0.00	0.00	0.01	0.01	0.11	0.01
Premium Calcio 3	AM	924	0	0	44	1,106	38	8,588	416
	SH	0.01	0.00	0.00	0.00	0.01	0.00	0.03	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00
Premium Calcio 4	AM	219	0	0	64	318	57	1,872	65
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Premium Calcio 5	AM	79	0	0	0	0	41	844	29
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Premium Calcio 6	AM	11	0	0	0	0	0	121	9
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Premium Calcio 7	AM	0	0	0	0	0	0	0	0
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTALE MEDIASET	AM	3,924,605	1,707,525	1,687,408	5,606,793	4,837,175	6,609,359	10,109,453	4,453,464
	SH	35.09	29.01	28.29	36.15	38.31	34.52	35.69	36.34
	PE	6.86	2.99	2.95	9.80	8.46	11.55	17.67	7.79
La7	AM	411,286	246,135	286,390	425,074	297,961	708,637	1,282,189	518,865
	SH	3.68	4.18	4.80	2.74	2.36	3.70	4.53	4.23
	PE	0.72	0.43	0.50	0.74	0.52	1.24	2.24	0.91
Canale Italia 83	AM	12,745	1,369	1,054	11,614	898	760	73,740	31,325
	SH	0.11	0.02	0.02	0.07	0.01	0.00	0.26	0.26
	PE	0.02	0.00	0.00	0.02	0.00	0.00	0.13	0.05
7 Gold Locale	AM	18,149	0	0	11,283	17,987	25,920	89,265	29,839
	SH	0.16	0.00	0.00	0.07	0.14	0.14	0.32	0.24
	PE	0.03	0.00	0.00	0.02	0.03	0.05	0.16	0.05
7 Gold Totale	AM	18,149	0	0	11,283	17,987	25,920	89,265	29,839
	SH	0.16	0.00	0.00	0.07	0.14	0.14	0.32	0.24
	PE	0.03	0.00	0.00	0.02	0.03	0.05	0.16	0.05
Tg Norba 24 Locale	AM	8,419	43,152	0	24,649	1,712	8,522	273	1,955



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Marzo 2014 (dal 02/03/14 al 29/03/14)

Target: Individui 4+

	02.00	07.00	09.00	12.00	15.00	18.00	20.30	22.30	
	25.59	09.00	12.00	15.00	18.00	20.30	22.30	25.59	
	SH	0.08	0.73	0.00	0.16	0.01	0.04	0.00	0.02
	PE	0.01	0.08	0.00	0.04	0.00	0.01	0.00	0.00
Tg Norba 24 Nazionale	AM	1,836	5,014	2,337	3,426	1,440	762	1,056	1,434
	SH	0.02	0.09	0.04	0.02	0.01	0.00	0.00	0.01
	PE	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00
Tg Norba 24 Totale	AM	10,255	48,166	2,337	28,075	3,152	9,283	1,330	3,389
	SH	0.09	0.82	0.04	0.18	0.02	0.05	0.00	0.03
	PE	0.02	0.08	0.00	0.05	0.01	0.02	0.00	0.01
Sky Calcio 1	AM	39,474	4	485	43,299	39,197	69,241	208,312	30,827
	SH	0.35	0.00	0.01	0.28	0.31	0.36	0.74	0.25
	PE	0.07	0.00	0.00	0.08	0.07	0.12	0.36	0.05
Sky Calcio 2	AM	9,808	0	6	665	7,799	11,640	70,060	11,551
	SH	0.09	0.00	0.00	0.00	0.06	0.06	0.25	0.09
	PE	0.02	0.00	0.00	0.00	0.01	0.02	0.12	0.02
Sky Calcio 3	AM	5,275	0	0	807	7,433	26,880	13,908	1,946
	SH	0.05	0.00	0.00	0.01	0.06	0.14	0.05	0.02
	PE	0.01	0.00	0.00	0.00	0.01	0.05	0.02	0.00
Sky Calcio 4	AM	866	0	0	169	2,679	394	4,792	479
	SH	0.01	0.00	0.00	0.00	0.02	0.00	0.02	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00
Sky Calcio 5	AM	521	0	2	31	2,307	564	1,754	159
	SH	0.00	0.00	0.00	0.00	0.02	0.00	0.01	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Calcio 6	AM	347	1	0	85	1,752	306	838	107
	SH	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Calcio 7	AM	275	0	0	26	634	310	1,628	167
	SH	0.00	0.00	0.00	0.00	0.01	0.00	0.01	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Calcio 8	AM	97	0	1	5	5	3	937	120
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Calcio 9	AM	84	0	0	0	203	193	326	78
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Calcio 10	AM	120	0	0	25	492	531	4	0
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Calcio 11	AM	35	0	1	0	96	222	1	0
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Calcio 12	AM	0	0	0	0	2	0	1	0
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Calcio 13	AM	4	0	0	0	2	1	5	21
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Cinema 1	AM	26,125	4,628	8,567	23,082	25,078	27,125	116,848	36,933
	SH	0.23	0.08	0.14	0.15	0.20	0.14	0.41	0.30
	PE	0.05	0.01	0.01	0.04	0.04	0.05	0.20	0.06
Sky Cinema +1	AM	12,663	2,986	4,745	11,134	18,926	15,915	21,747	29,131
	SH	0.11	0.05	0.08	0.07	0.15	0.08	0.08	0.24
	PE	0.02	0.01	0.01	0.02	0.03	0.03	0.04	0.05
Sky Cinema +24	AM	14,988	3,512	9,515	17,798	16,085	16,852	44,385	20,643
	SH	0.13	0.06	0.16	0.11	0.13	0.09	0.16	0.17
	PE	0.03	0.01	0.02	0.03	0.03	0.03	0.08	0.04
Sky Cinema Classics	AM	7,422	1,459	2,296	7,613	10,354	9,457	21,781	11,124
	SH	0.07	0.02	0.04	0.05	0.08	0.05	0.08	0.09
	PE	0.01	0.00	0.00	0.01	0.02	0.02	0.04	0.02



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Marzo 2014 (dal 02/03/14 al 29/03/14)

Target: Individui 4+

		02.00	07.00	09.00	12.00	15.00	18.00	20.30	22.30
		25.59	09.00	12.00	15.00	18.00	20.30	22.30	25.59
Sky Cinema Comedy	AM	11,293	2,822	6,869	10,618	15,198	15,857	28,822	16,435
	SH	0.10	0.05	0.12	0.07	0.12	0.08	0.10	0.13
	PE	0.02	0.00	0.01	0.02	0.03	0.03	0.05	0.03
Sky Cinema Cult	AM	7,130	2,254	2,270	6,667	7,839	6,563	23,322	11,973
	SH	0.06	0.04	0.04	0.04	0.06	0.03	0.08	0.10
	PE	0.01	0.00	0.00	0.01	0.01	0.01	0.04	0.02
Sky Cinema Family	AM	14,430	3,855	11,870	18,137	19,684	17,945	46,949	12,822
	SH	0.13	0.07	0.20	0.12	0.16	0.09	0.17	0.10
	PE	0.03	0.01	0.02	0.03	0.03	0.03	0.08	0.02
Sky Cinema Family +1	AM	5,671	1,145	2,930	4,957	8,810	12,005	14,330	6,694
	SH	0.05	0.02	0.05	0.03	0.07	0.06	0.05	0.05
	PE	0.01	0.00	0.01	0.01	0.02	0.02	0.03	0.01
Sky Cinema Hits	AM	13,929	2,981	6,686	14,217	16,634	14,835	32,114	25,326
	SH	0.12	0.05	0.11	0.09	0.13	0.08	0.11	0.21
	PE	0.02	0.01	0.01	0.02	0.03	0.03	0.06	0.04
Sky Cinema Max	AM	12,209	3,412	5,368	10,440	14,582	15,292	39,679	19,639
	SH	0.11	0.06	0.09	0.07	0.12	0.08	0.14	0.16
	PE	0.02	0.01	0.01	0.02	0.03	0.03	0.07	0.03
Sky Cinema Max +1	AM	7,812	1,705	3,515	8,919	11,248	9,327	16,006	14,102
	SH	0.07	0.03	0.06	0.06	0.09	0.05	0.06	0.12
	PE	0.01	0.00	0.01	0.02	0.02	0.02	0.03	0.02
Sky Cinema Passion	AM	11,204	2,205	4,068	10,337	18,267	14,209	31,402	16,504
	SH	0.10	0.04	0.07	0.07	0.14	0.07	0.11	0.13
	PE	0.02	0.00	0.01	0.02	0.03	0.02	0.05	0.03
Highlights <sup>1</sup>	AM	0	0	0	0	0	0	0	0
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Inside 300	AM	824	241	415	602	842	975	2,217	1,837
	SH	0.01	0.00	0.01	0.00	0.01	0.01	0.01	0.01
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Live Timing / Live Timing (F1) <sup>2</sup>	AM	23	272	1	0	0	0	0	0
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Meteo24	AM	1,588	4,113	2,338	1,553	811	1,539	1,572	1,143
	SH	0.01	0.07	0.04	0.01	0.01	0.01	0.01	0.01
	PE	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00
Sky Mosaico F1 / Sky Mosaico Motori <sup>3</sup>	AM	27	115	20	29	19	61	25	0
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Mosaico Interattivo	AM	855	994	418	740	1,347	708	1,421	1,624
	SH	0.01	0.02	0.01	0.00	0.01	0.00	0.01	0.01
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Mosaico Interattivo 2	AM	63	45	115	100	61	53	67	78
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
On Board Leader / On Board Leader (F1) / On E	AM	11	1	0	0	3	79	27	0
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
On Board Mix / On Board Mix (F1 e Moto GP) <sup>5</sup>	AM	5	22	6	3	0	19	2	0
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
On Board Sky / On Board Sky (F1) / Fly View (M	AM	40	1	0	12	20	202	175	1
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky On Demand 1 HD	AM	10,687	44,281	27,279	5,883	6,584	2,650	2,516	753
	SH	0.10	0.75	0.46	0.04	0.05	0.01	0.01	0.01
	PE	0.02	0.08	0.05	0.01	0.01	0.00	0.00	0.00
Sky On Demand 1 SD	AM	955	2,556	2,681	274	1,077	285	110	350
	SH	0.01	0.04	0.04	0.00	0.01	0.00	0.00	0.00



**Sintesi Mensile 1A**  
**Emittenti Nazionali**  
**Giorno medio mensile**  
**Fasce standard**  
**Dati Live + Vosdal + TS cumulato +7**

Marzo 2014 (dal 02/03/14 al 29/03/14)

Target: Individui 4+

		02.00	07.00	09.00	12.00	15.00	18.00	20.30	22.30
		25.59	09.00	12.00	15.00	18.00	20.30	22.30	25.59
Pit Lane <sup>7</sup>	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	AM	0	0	0	0	0	0	0	0
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Race Control / Race Control (F1 e Moto GP) <sup>8</sup>	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	AM	12	49	4	0	0	57	14	0
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Race Tracker <sup>9</sup>	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	AM	0	0	0	0	0	0	0	0
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Sport 1	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	AM	44,316	1,999	3,559	12,667	34,019	26,971	291,377	71,888
	SH	0.40	0.03	0.06	0.08	0.27	0.14	1.03	0.59
Sky Sport 2	PE	0.08	0.00	0.01	0.02	0.06	0.05	0.51	0.13
	AM	7,578	1,779	4,824	6,075	5,594	12,397	21,698	12,689
	SH	0.07	0.03	0.08	0.04	0.04	0.06	0.08	0.10
Sky Sport 3	PE	0.01	0.00	0.01	0.01	0.01	0.02	0.04	0.02
	AM	3,942	394	1,665	4,881	3,785	4,745	11,059	6,403
	SH	0.04	0.01	0.03	0.03	0.03	0.02	0.04	0.05
Sky Sport 24	PE	0.01	0.00	0.00	0.01	0.01	0.01	0.02	0.01
	AM	30,604	19,772	20,381	40,703	34,490	50,842	46,677	41,007
	SH	0.27	0.34	0.34	0.26	0.27	0.27	0.16	0.33
Sky Sport Active	PE	0.05	0.03	0.04	0.07	0.06	0.09	0.08	0.07
	AM	603	795	473	785	476	1,124	492	687
	SH	0.01	0.01	0.01	0.01	0.00	0.01	0.00	0.01
Sky Sport F1	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	AM	7,531	27,754	10,648	8,086	5,576	4,388	6,253	5,060
	SH	0.07	0.47	0.18	0.05	0.04	0.02	0.02	0.04
Sky Sport F1 On Board Mix <sup>10</sup>	PE	0.01	0.05	0.02	0.01	0.01	0.01	0.01	0.01
	AM	0	0	0	0	0	0	0	0
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Sport F1 Race Control / Sky Sport Race Co	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	AM	171	243	211	142	179	361	401	73
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sky Supercalcio	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	AM	30,611	1,151	1,455	37,396	59,965	60,377	109,795	17,856
	SH	0.27	0.02	0.02	0.24	0.47	0.32	0.39	0.15
Sky Tg24	PE	0.05	0.00	0.00	0.07	0.10	0.11	0.19	0.03
	AM	38,550	56,311	30,964	67,645	45,490	69,258	41,980	20,868
	SH	0.34	0.96	0.52	0.44	0.36	0.36	0.15	0.17
Sky Tg24 Active	PE	0.07	0.10	0.05	0.12	0.08	0.12	0.07	0.04
	AM	435	376	184	764	726	748	424	469
	SH	0.00	0.01	0.00	0.00	0.01	0.00	0.00	0.00
Sky Tg24 Eventi	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	AM	898	376	630	842	1,194	2,781	1,758	453
	SH	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00
Sky Tg24 Primo Piano	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	AM	653	594	497	1,415	422	1,409	650	374
	SH	0.01	0.01	0.01	0.01	0.00	0.01	0.00	0.00
Sky Tg24 Rassegne	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	AM	672	1,757	1,184	842	818	757	387	139
	SH	0.01	0.03	0.02	0.01	0.01	0.00	0.00	0.00
Sky Uno	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	AM	24,389	6,485	7,468	18,185	13,905	15,695	122,930	44,476
	SH	0.22	0.11	0.13	0.12	0.11	0.08	0.43	0.36
Sky Uno +1	PE	0.04	0.01	0.01	0.03	0.02	0.03	0.21	0.08
	AM	9,057	5,044	3,721	8,136	8,946	11,343	21,005	19,130
	SH	0.08	0.09	0.06	0.05	0.07	0.06	0.07	0.16
Cielo	PE	0.02	0.01	0.01	0.01	0.02	0.02	0.04	0.03
	AM	117,631	49,123	74,892	126,134	156,524	210,681	274,084	129,201



**Sintesi Mensile 1A**  
**Emittenti Nazionali**  
**Giorno medio mensile**  
**Fasce standard**  
**Dati Live + Vosdal + TS cumulato +7**

Marzo 2014 (dal 02/03/14 al 29/03/14)

Target: Individui 4+

	02.00	07.00	09.00	12.00	15.00	18.00	20.30	22.30	
	25.59	09.00	12.00	15.00	18.00	20.30	22.30	25.59	
	SH	1.05	0.83	1.26	0.81	1.24	1.10	0.97	1.05
	PE	0.21	0.09	0.13	0.22	0.27	0.37	0.48	0.23
TOTALE SKY	AM	534,511	259,613	265,227	532,924	628,178	766,171	1,699,066	643,340
	SH	4.78	4.41	4.45	3.44	4.98	4.00	6.00	5.25
	PE	0.93	0.45	0.46	0.93	1.10	1.34	2.97	1.12
Crime+Investigation HD	AM	9,795	9,140	10,040	10,352	14,660	8,924	15,543	11,076
	SH	0.09	0.16	0.17	0.07	0.12	0.05	0.05	0.09
	PE	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.02
History HD	AM	7,465	1,259	2,846	8,634	7,332	14,923	18,676	10,739
	SH	0.07	0.02	0.05	0.06	0.06	0.08	0.07	0.09
	PE	0.01	0.00	0.00	0.02	0.01	0.03	0.03	0.02
History +1	AM	4,201	1,157	2,116	3,696	4,675	6,832	10,380	7,233
	SH	0.04	0.02	0.04	0.02	0.04	0.04	0.04	0.06
	PE	0.01	0.00	0.00	0.01	0.01	0.01	0.02	0.01
TOTALE A+E	AM	21,461	11,555	15,002	22,683	26,667	30,679	44,598	29,048
	SH	0.19	0.20	0.25	0.15	0.21	0.16	0.16	0.24
	PE	0.04	0.02	0.03	0.04	0.05	0.05	0.08	0.05
Axn/Hd	AM	7,205	1,620	8,015	3,996	6,932	14,432	20,744	8,807
	SH	0.06	0.03	0.13	0.03	0.05	0.08	0.07	0.07
	PE	0.01	0.00	0.01	0.01	0.01	0.03	0.04	0.02
Axn +1	AM	3,359	635	1,876	2,778	3,088	6,297	10,369	5,030
	SH	0.03	0.01	0.03	0.02	0.02	0.03	0.04	0.04
	PE	0.01	0.00	0.00	0.00	0.01	0.01	0.02	0.01
Axn Sci-Fi	AM	4,930	3,637	1,940	5,050	3,816	2,738	7,621	11,567
	SH	0.04	0.06	0.03	0.03	0.03	0.01	0.03	0.09
	PE	0.01	0.01	0.00	0.01	0.01	0.00	0.01	0.02
TOTALE AXN	AM	15,494	5,892	11,831	11,824	13,837	23,467	38,734	25,404
	SH	0.14	0.10	0.20	0.08	0.11	0.12	0.14	0.21
	PE	0.03	0.01	0.02	0.02	0.02	0.04	0.07	0.04
DeAKids	AM	5,732	11,443	5,987	5,762	8,086	12,405	10,816	665
	SH	0.05	0.19	0.10	0.04	0.06	0.06	0.04	0.01
	PE	0.01	0.02	0.01	0.01	0.01	0.02	0.02	0.00
DeAKids +1	AM	4,837	3,813	5,281	4,773	4,676	14,788	9,933	2,098
	SH	0.04	0.06	0.09	0.03	0.04	0.08	0.04	0.02
	PE	0.01	0.01	0.01	0.01	0.01	0.03	0.02	0.00
DeA Junior	AM	967	1,044	595	1,062	1,502	2,248	2,209	317
	SH	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
DeA Sapere	AM	790	883	206	531	958	1,554	1,917	980
	SH	0.01	0.02	0.00	0.00	0.01	0.01	0.01	0.01
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Super!	AM	51,423	54,931	35,904	83,174	81,470	115,831	81,052	17,497
	SH	0.46	0.93	0.60	0.54	0.65	0.60	0.29	0.14
	PE	0.09	0.10	0.06	0.15	0.14	0.20	0.14	0.03
TOTALE DE AGOSTINI EDITORE	AM	63,749	72,114	47,974	95,302	96,692	146,825	105,928	21,557
	SH	0.57	1.23	0.80	0.61	0.77	0.77	0.37	0.18
	PE	0.11	0.13	0.08	0.17	0.17	0.26	0.19	0.04
Dove Tv	AM	4,120	1,007	4,407	8,298	2,545	8,794	7,657	3,486
	SH	0.04	0.02	0.07	0.05	0.02	0.05	0.03	0.03
	PE	0.01	0.00	0.01	0.01	0.00	0.02	0.01	0.01
Lei	AM	4,918	2,219	4,227	4,092	5,449	7,591	10,882	7,782
	SH	0.04	0.04	0.07	0.03	0.04	0.04	0.04	0.06
	PE	0.01	0.00	0.01	0.01	0.01	0.01	0.02	0.01
Lei +1	AM	2,470	1,566	1,872	2,575	2,706	3,097	2,019	5,168
	SH	0.02	0.03	0.03	0.02	0.02	0.02	0.01	0.04
	PE	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.01
TOTALE DIGICAST	AM	11,507	4,791	10,506	14,965	10,700	19,482	20,558	16,436
	SH	0.10	0.08	0.18	0.10	0.08	0.10	0.07	0.13
	PE	0.02	0.01	0.02	0.03	0.02	0.03	0.04	0.03



**Sintesi Mensile 1A**  
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**Dati Live + Vosdal + TS cumulato +7**

Marzo 2014 (dal 02/03/14 al 29/03/14)

Target: Individui 4+

		02.00	07.00	09.00	12.00	15.00	18.00	20.30	22.30
		25.59	09.00	12.00	15.00	18.00	20.30	22.30	25.59
Animal Planet	AM	1,766	1,429	1,694	1,585	2,899	4,317	2,151	1,003
	SH	0.02	0.02	0.03	0.01	0.02	0.02	0.01	0.01
	PE	0.00	0.00	0.00	0.00	0.01	0.01	0.00	0.00
Discovery Channel	AM	12,634	3,548	7,231	18,389	12,298	18,145	26,196	20,881
	SH	0.11	0.06	0.12	0.12	0.10	0.09	0.09	0.17
	PE	0.02	0.01	0.01	0.03	0.02	0.03	0.05	0.04
Discovery Channel +1	AM	5,942	1,573	3,513	7,353	7,193	11,091	11,761	7,710
	SH	0.05	0.03	0.06	0.05	0.06	0.06	0.04	0.06
	PE	0.01	0.00	0.01	0.01	0.01	0.02	0.02	0.01
Discovery Science	AM	5,120	1,860	3,278	5,575	6,527	7,206	11,273	8,139
	SH	0.05	0.03	0.05	0.04	0.05	0.04	0.04	0.07
	PE	0.01	0.00	0.01	0.01	0.01	0.01	0.02	0.01
Discovery Travel e Living	AM	4,867	2,824	2,804	7,589	7,802	8,252	6,777	6,151
	SH	0.04	0.05	0.05	0.05	0.06	0.04	0.02	0.05
	PE	0.01	0.00	0.00	0.01	0.01	0.01	0.01	0.01
Discovery World	AM	1,952	605	641	2,429	1,655	2,561	5,719	3,498
	SH	0.02	0.01	0.01	0.02	0.01	0.01	0.02	0.03
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01
Dmax	AM	134,392	55,600	90,208	177,693	170,232	221,671	293,095	146,786
	SH	1.20	0.94	1.51	1.15	1.35	1.16	1.03	1.20
	PE	0.23	0.10	0.16	0.31	0.30	0.39	0.51	0.26
Focus	AM	78,606	34,227	49,602	96,944	96,101	100,769	151,943	114,340
	SH	0.70	0.58	0.83	0.63	0.76	0.53	0.54	0.93
	PE	0.14	0.06	0.09	0.17	0.17	0.18	0.27	0.20
Frisbee	AM	35,311	33,991	32,835	42,018	50,070	74,463	51,897	26,339
	SH	0.32	0.58	0.55	0.27	0.40	0.39	0.18	0.21
	PE	0.06	0.06	0.06	0.07	0.09	0.13	0.09	0.05
Giallo	AM	79,021	33,257	73,326	89,206	109,248	98,163	140,932	109,591
	SH	0.71	0.56	1.23	0.58	0.87	0.51	0.50	0.89
	PE	0.14	0.06	0.13	0.16	0.19	0.17	0.25	0.19
Gxt	AM	683	208	88	552	1,527	572	1,209	1,036
	SH	0.01	0.00	0.00	0.00	0.01	0.00	0.00	0.01
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gxt +1	AM	429	80	47	273	1,318	1,042	438	424
	SH	0.00	0.00	0.00	0.00	0.01	0.01	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
K2 Locale	AM	1,155	4,384	0	698	1,855	4,496	0	0
	SH	0.01	0.07	0.00	0.00	0.01	0.02	0.00	0.00
	PE	0.00	0.01	0.00	0.00	0.00	0.01	0.00	0.00
K2 Nazionale	AM	61,505	48,479	30,411	103,407	70,492	109,301	105,038	71,810
	SH	0.55	0.82	0.51	0.67	0.56	0.57	0.37	0.59
	PE	0.11	0.08	0.05	0.18	0.12	0.19	0.18	0.13
K2 Totale	AM	62,660	52,863	30,411	104,105	72,347	113,797	105,038	71,810
	SH	0.56	0.90	0.51	0.67	0.57	0.59	0.37	0.59
	PE	0.11	0.09	0.05	0.18	0.13	0.20	0.18	0.13
Real Time	AM	156,800	55,755	93,388	289,036	195,364	186,193	226,136	238,621
	SH	1.40	0.95	1.57	1.86	1.55	0.97	0.80	1.95
	PE	0.27	0.10	0.16	0.51	0.34	0.33	0.40	0.42
Real Time +1	AM	7,836	2,943	4,644	8,589	13,611	14,681	9,067	10,915
	SH	0.07	0.05	0.08	0.06	0.11	0.08	0.03	0.09
	PE	0.01	0.01	0.01	0.02	0.02	0.03	0.02	0.02
TOTALE DISCOVERY	AM	588,018	280,762	393,710	851,336	748,192	862,924	1,043,632	767,245
	SH	5.26	4.77	6.60	5.49	5.93	4.51	3.68	6.26
	PE	1.03	0.49	0.69	1.49	1.31	1.51	1.82	1.34
Disney Channel	AM	16,018	13,916	14,449	23,219	29,457	39,207	18,955	4,093
	SH	0.14	0.24	0.24	0.15	0.23	0.20	0.07	0.03
	PE	0.03	0.02	0.03	0.04	0.05	0.07	0.03	0.01
Disney Channel +1	AM	6,644	3,736	7,003	10,734	11,903	12,783	11,476	2,180
	SH	0.06	0.06	0.12	0.07	0.09	0.07	0.04	0.02



**Sintesi Mensile 1A**  
**Emittenti Nazionali**  
**Giorno medio mensile**  
**Fasce standard**  
**Dati Live + Vosdal + TS cumulato +7**

Marzo 2014 (dal 02/03/14 al 29/03/14)

Target: Individui 4+

		02.00	07.00	09.00	12.00	15.00	18.00	20.30	22.30
		25.59	09.00	12.00	15.00	18.00	20.30	22.30	25.59
	PE	0.01	0.01	0.01	0.02	0.02	0.02	0.02	0.00
Disney Channel +2	AM	4,406	1,290	5,234	6,949	6,430	9,884	7,246	2,199
	SH	0.04	0.02	0.09	0.04	0.05	0.05	0.03	0.02
	PE	0.01	0.00	0.01	0.01	0.01	0.02	0.01	0.00
Disney Junior	AM	8,746	9,496	8,706	9,506	12,724	29,066	10,533	891
	SH	0.08	0.16	0.15	0.06	0.10	0.15	0.04	0.01
	PE	0.02	0.02	0.02	0.02	0.02	0.05	0.02	0.00
Disney Junior +1	AM	4,401	2,862	4,707	6,002	6,079	12,181	7,375	1,081
	SH	0.04	0.05	0.08	0.04	0.05	0.06	0.03	0.01
	PE	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.00
Disney XD	AM	2,690	3,074	2,441	3,892	4,742	5,009	5,670	284
	SH	0.02	0.05	0.04	0.03	0.04	0.03	0.02	0.00
	PE	0.00	0.01	0.00	0.01	0.01	0.01	0.01	0.00
Disney XD +1	AM	1,875	2,831	1,329	2,534	2,744	3,496	4,606	394
	SH	0.02	0.05	0.02	0.02	0.02	0.02	0.02	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.00
Disney XD +2	AM	1,590	1,194	1,924	1,647	2,134	4,160	2,908	625
	SH	0.01	0.02	0.03	0.01	0.02	0.02	0.01	0.01
	PE	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.00
TOTALE DISNEY	AM	46,370	38,399	45,794	64,483	76,214	115,786	68,768	11,748
	SH	0.41	0.65	0.77	0.42	0.60	0.60	0.24	0.10
	PE	0.08	0.07	0.08	0.11	0.13	0.20	0.12	0.02
My DeeJay	AM	817	517	2,219	1,185	1,452	1,235	129	167
	SH	0.01	0.01	0.04	0.01	0.01	0.01	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Music	AM	3,038	1,688	7,740	4,527	2,776	2,825	1,935	863
	SH	0.03	0.03	0.13	0.03	0.02	0.01	0.01	0.01
	PE	0.01	0.00	0.01	0.01	0.00	0.00	0.00	0.00
Radio Capital TIVù	AM	4,934	2,761	6,985	6,007	8,869	7,468	5,730	3,549
	SH	0.04	0.05	0.12	0.04	0.07	0.04	0.02	0.03
	PE	0.01	0.00	0.01	0.01	0.02	0.01	0.01	0.01
TOTALE ELEMEDIA	AM	8,789	4,966	16,944	11,719	13,097	11,529	7,795	4,578
	SH	0.08	0.08	0.28	0.08	0.10	0.06	0.03	0.04
	PE	0.02	0.01	0.03	0.02	0.02	0.02	0.01	0.01
Eurosport/HD	AM	4,191	301	5,229	7,337	10,521	4,375	5,584	2,443
	SH	0.04	0.01	0.09	0.05	0.08	0.02	0.02	0.02
	PE	0.01	0.00	0.01	0.01	0.02	0.01	0.01	0.00
Eurosport 2	AM	3,410	1,291	1,777	6,564	7,441	3,179	5,252	3,470
	SH	0.03	0.02	0.03	0.04	0.06	0.02	0.02	0.03
	PE	0.01	0.00	0.00	0.01	0.01	0.01	0.01	0.01
TOTALE EUROSPORT	AM	7,601	1,593	7,006	13,901	17,962	7,554	10,836	5,913
	SH	0.07	0.03	0.12	0.09	0.14	0.04	0.04	0.05
	PE	0.01	0.00	0.01	0.02	0.03	0.01	0.02	0.01
Fox/HD	AM	26,449	4,799	17,886	38,917	28,321	34,282	80,272	30,132
	SH	0.24	0.08	0.30	0.25	0.22	0.18	0.28	0.25
	PE	0.05	0.01	0.03	0.07	0.05	0.06	0.14	0.05
Fox +1	AM	11,819	1,784	6,457	21,365	14,866	14,357	22,487	17,569
	SH	0.11	0.03	0.11	0.14	0.12	0.07	0.08	0.14
	PE	0.02	0.00	0.01	0.04	0.03	0.03	0.04	0.03
Fox +2	AM	3,782	30	620	4,401	5,193	5,014	3,587	9,824
	SH	0.03	0.00	0.01	0.03	0.04	0.03	0.01	0.08
	PE	0.01	0.00	0.00	0.01	0.01	0.01	0.01	0.02
Fox Crime/HD	AM	32,920	11,293	20,447	34,838	37,385	51,259	90,251	38,070
	SH	0.29	0.19	0.34	0.22	0.30	0.27	0.32	0.31
	PE	0.06	0.02	0.04	0.06	0.07	0.09	0.16	0.07
Fox Crime +1	AM	13,640	5,330	6,123	12,702	20,032	17,153	27,765	23,245
	SH	0.12	0.09	0.10	0.08	0.16	0.09	0.10	0.19
	PE	0.02	0.01	0.01	0.02	0.04	0.03	0.05	0.04
Fox Crime +2	AM	6,074	1,704	3,320	4,461	8,485	5,338	9,875	13,009





**Sintesi Mensile 1A**  
**Emittenti Nazionali**  
**Giorno medio mensile**  
**Fasce standard**  
**Dati Live + Vosdal + TS cumulato +7**

Marzo 2014 (dal 02/03/14 al 29/03/14)

Target: Individui 4+

		02.00	07.00	09.00	12.00	15.00	18.00	20.30	22.30
		25.59	09.00	12.00	15.00	18.00	20.30	22.30	25.59
	SH	0.05	0.03	0.06	0.03	0.07	0.03	0.03	0.11
	PE	0.01	0.00	0.01	0.01	0.01	0.01	0.02	0.02
Fox Life	AM	15,074	2,665	5,620	9,586	10,867	20,634	82,104	15,191
	SH	0.13	0.05	0.09	0.06	0.09	0.11	0.29	0.12
	PE	0.03	0.00	0.01	0.02	0.02	0.04	0.14	0.03
Fox Life +1	AM	8,102	1,599	4,010	8,370	6,901	7,736	26,263	16,393
	SH	0.07	0.03	0.07	0.05	0.05	0.04	0.09	0.13
	PE	0.01	0.00	0.01	0.01	0.01	0.01	0.05	0.03
Fox Life +2	AM	2,078	442	406	1,225	2,139	1,640	2,156	7,514
	SH	0.02	0.01	0.01	0.01	0.02	0.01	0.01	0.06
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01
Fox Retro	AM	5,644	2,284	3,602	7,017	4,572	6,440	7,766	12,027
	SH	0.05	0.04	0.06	0.05	0.04	0.03	0.03	0.10
	PE	0.01	0.00	0.01	0.01	0.01	0.01	0.01	0.02
Fox Sports (DTT)	AM	5,857	354	983	4,228	9,902	12,230	17,028	8,005
	SH	0.05	0.01	0.02	0.03	0.08	0.06	0.06	0.07
	PE	0.01	0.00	0.00	0.01	0.02	0.02	0.03	0.01
Fox Sports (SAT)	AM	10,042	435	1,193	9,991	18,155	19,737	30,303	11,930
	SH	0.09	0.01	0.02	0.06	0.14	0.10	0.11	0.10
	PE	0.02	0.00	0.00	0.02	0.03	0.03	0.05	0.02
Fox Sports (TOT)	AM	15,900	789	2,175	14,219	28,058	31,967	47,331	19,935
	SH	0.14	0.01	0.04	0.09	0.22	0.17	0.17	0.16
	PE	0.03	0.00	0.00	0.02	0.05	0.06	0.08	0.03
Fox Sports 2	AM	1,150	82	286	961	1,139	1,584	5,585	1,400
	SH	0.01	0.00	0.00	0.01	0.01	0.01	0.02	0.01
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00
Fox Sports Plus (DTT)	AM	850	0	0	838	2,088	1,910	2,736	390
	SH	0.01	0.00	0.00	0.01	0.02	0.01	0.01	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fox Sports Plus (SAT)	AM	1,088	10	18	725	3,104	3,130	2,667	398
	SH	0.01	0.00	0.00	0.00	0.02	0.02	0.01	0.00
	PE	0.00	0.00	0.00	0.00	0.01	0.01	0.00	0.00
Fox Sports Plus (TOT)	AM	1,938	10	18	1,564	5,192	5,040	5,403	788
	SH	0.02	0.00	0.00	0.01	0.04	0.03	0.02	0.01
	PE	0.00	0.00	0.00	0.00	0.01	0.01	0.01	0.00
NatGeo People HD	AM	2,769	582	1,439	2,098	5,098	5,692	4,181	4,233
	SH	0.02	0.01	0.02	0.01	0.04	0.03	0.01	0.03
	PE	0.00	0.00	0.00	0.00	0.01	0.01	0.01	0.01
National Geographic Channel	AM	6,525	1,334	3,730	5,477	5,210	11,353	17,974	11,278
	SH	0.06	0.02	0.06	0.04	0.04	0.06	0.06	0.09
	PE	0.01	0.00	0.01	0.01	0.01	0.02	0.03	0.02
National Geographic Channel +1	AM	4,107	506	1,760	3,412	4,905	4,886	10,666	7,406
	SH	0.04	0.01	0.03	0.02	0.04	0.03	0.04	0.06
	PE	0.01	0.00	0.00	0.01	0.01	0.01	0.02	0.01
NatGeo Wild	AM	6,503	4,233	2,823	7,454	10,326	8,505	10,915	9,643
	SH	0.06	0.07	0.05	0.05	0.08	0.04	0.04	0.08
	PE	0.01	0.01	0.00	0.01	0.02	0.01	0.02	0.02
TOTALE FOX	AM	164,471	39,467	80,721	178,065	198,687	232,879	454,580	237,655
	SH	1.47	0.67	1.35	1.15	1.57	1.22	1.60	1.94
	PE	0.29	0.07	0.14	0.31	0.35	0.41	0.79	0.42
Alice	AM	18,139	9,043	18,893	23,199	28,658	26,006	27,357	17,948
	SH	0.16	0.15	0.32	0.15	0.23	0.14	0.10	0.15
	PE	0.03	0.02	0.03	0.04	0.05	0.05	0.05	0.03
Leonardo	AM	4,617	1,846	3,930	7,028	9,225	6,015	7,381	4,028
	SH	0.04	0.03	0.07	0.05	0.07	0.03	0.03	0.03
	PE	0.01	0.00	0.01	0.01	0.02	0.01	0.01	0.01
Marco Polo	AM	7,102	2,193	5,212	12,681	16,767	9,114	11,205	4,137
	SH	0.06	0.04	0.09	0.08	0.13	0.05	0.04	0.03
	PE	0.01	0.00	0.01	0.02	0.03	0.02	0.02	0.01



**Sintesi Mensile 1A**  
**Emittenti Nazionali**  
**Giorno medio mensile**  
**Fasce standard**  
**Dati Live + Vosdal + TS cumulato +7**

Marzo 2014 (dal 02/03/14 al 29/03/14)

Target: Individui 4+

		02.00	07.00	09.00	12.00	15.00	18.00	20.30	22.30	
		25.59	09.00	12.00	15.00	18.00	20.30	22.30	25.59	
TOTALE GRUPPO LT MULTIMEDIA	AM	29,859	13,083	28,035	42,908	54,650	41,136	45,943	26,113	
	SH	0.27	0.22	0.47	0.28	0.43	0.21	0.16	0.21	
	PE	0.05	0.02	0.05	0.08	0.10	0.07	0.08	0.05	
Jimjam	AM	612	311	950	666	566	1,487	1,259	365	
	SH	0.01	0.01	0.02	0.00	0.00	0.01	0.00	0.00	
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Jimjam +1	AM	420	426	530	608	422	764	1,109	93	
	SH	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0.00	
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
TOTALE JIMJAM	AM	1,032	737	1,481	1,274	989	2,251	2,368	458	
	SH	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.00	
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Comedy Central	AM	5,864	982	1,253	13,006	5,927	6,298	12,653	8,341	
	SH	0.05	0.02	0.02	0.08	0.05	0.03	0.04	0.07	
	PE	0.01	0.00	0.00	0.02	0.01	0.01	0.02	0.01	
Comedy +1	AM	4,312	862	1,235	6,857	4,585	4,817	8,075	8,359	
	SH	0.04	0.01	0.02	0.04	0.04	0.03	0.03	0.07	
	PE	0.01	0.00	0.00	0.01	0.01	0.01	0.01	0.01	
MTV	AM	69,402	19,270	38,730	85,277	90,990	83,911	163,625	99,305	
	SH	0.62	0.33	0.65	0.55	0.72	0.44	0.58	0.81	
	PE	0.12	0.03	0.07	0.15	0.16	0.15	0.29	0.17	
MTV Classic	AM	410	469	629	657	401	717	729	133	
	SH	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0.00	
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MTV Dance	AM	269	164	552	423	563	340	192	74	
	SH	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MTV Hits	AM	1,899	764	3,419	4,440	3,303	2,733	945	381	
	SH	0.02	0.01	0.06	0.03	0.03	0.01	0.00	0.00	
	PE	0.00	0.00	0.01	0.01	0.01	0.00	0.00	0.00	
MTV Live HD	AM	296	510	646	241	687	403	86	34	
	SH	0.00	0.01	0.01	0.00	0.01	0.00	0.00	0.00	
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MTV Music	AM	20,942	15,649	44,339	28,883	30,319	28,403	19,134	11,537	
	SH	0.19	0.27	0.74	0.19	0.24	0.15	0.07	0.09	
	PE	0.04	0.03	0.08	0.05	0.05	0.05	0.03	0.02	
MTV Rocks	AM	228	24	192	436	434	323	410	171	
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Nickelodeon	AM	7,232	8,406	4,589	12,898	10,795	18,302	9,747	1,175	
	SH	0.06	0.14	0.08	0.08	0.09	0.10	0.03	0.01	
	PE	0.01	0.01	0.01	0.02	0.02	0.03	0.02	0.00	
Nickelodeon +1	AM	5,491	5,188	3,619	9,889	8,434	10,802	10,596	1,989	
	SH	0.05	0.09	0.06	0.06	0.07	0.06	0.04	0.02	
	PE	0.01	0.01	0.01	0.02	0.01	0.02	0.02	0.00	
Nick Jr.	AM	9,976	11,485	9,505	11,145	11,194	24,664	20,321	4,687	
	SH	0.09	0.20	0.16	0.07	0.09	0.13	0.07	0.04	
	PE	0.02	0.02	0.02	0.02	0.02	0.04	0.04	0.01	
Nick Jr. +1	AM	5,950	9,215	6,305	5,976	7,255	13,924	10,843	2,601	
	SH	0.05	0.16	0.11	0.04	0.06	0.07	0.04	0.02	
	PE	0.01	0.02	0.01	0.01	0.01	0.02	0.02	0.00	
TOTALE MTV-VIACOM	AM	132,271	72,988	115,015	180,128	174,888	195,636	257,357	138,787	
	SH	1.18	1.24	1.93	1.16	1.39	1.02	0.91	1.13	
	PE	0.23	0.13	0.20	0.31	0.31	0.34	0.45	0.24	
Hip Hop Tv	AM	402	226	584	580	723	915	352	105	
	SH	0.00	0.00	0.01	0.00	0.01	0.00	0.00	0.00	
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Rock Tv	AM	99	7	40	69	381	151	117	75	
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	



**Sintesi Mensile 1A**  
**Emittenti Nazionali**  
**Giorno medio mensile**  
**Fasce standard**  
**Dati Live + Vosdal + TS cumulato +7**

Marzo 2014 (dal 02/03/14 al 29/03/14)

Target: Individui 4+

		02.00	07.00	09.00	12.00	15.00	18.00	20.30	22.30
		25.59	09.00	12.00	15.00	18.00	20.30	22.30	25.59
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTALE ROCK TV	AM	501	233	623	649	1,104	1,066	469	179
	SH	0.00	0.00	0.01	0.00	0.01	0.01	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Boomerang	AM	5,864	3,960	8,331	7,719	9,298	12,884	7,186	2,799
	SH	0.05	0.07	0.14	0.05	0.07	0.07	0.03	0.02
	PE	0.01	0.01	0.01	0.01	0.02	0.02	0.01	0.00
Boomerang +1	AM	4,441	3,018	5,686	6,652	7,521	7,807	6,720	1,876
	SH	0.04	0.05	0.10	0.04	0.06	0.04	0.02	0.02
	PE	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00
Cartoon Network	AM	5,982	7,697	3,816	8,205	9,145	12,989	12,329	1,950
	SH	0.05	0.13	0.06	0.05	0.07	0.07	0.04	0.02
	PE	0.01	0.01	0.01	0.01	0.02	0.02	0.02	0.00
Cartoon Network +1	AM	4,429	2,105	3,601	7,406	6,319	12,271	7,406	1,228
	SH	0.04	0.04	0.06	0.05	0.05	0.06	0.03	0.01
	PE	0.01	0.00	0.01	0.01	0.01	0.02	0.01	0.00
TOTALE TURNER	AM	20,716	16,779	21,434	29,982	32,282	45,951	33,641	7,853
	SH	0.19	0.29	0.36	0.19	0.26	0.24	0.12	0.06
	PE	0.04	0.03	0.04	0.05	0.06	0.08	0.06	0.01
Extreme Sports Channel Hd	AM	185	17	82	143	202	299	152	469
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Horror Channel	AM	1,874	186	441	2,188	1,229	1,338	2,411	5,095
	SH	0.02	0.00	0.01	0.01	0.01	0.01	0.01	0.04
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01
TOTALE ZONEMEDIA	AM	2,059	203	522	2,332	1,431	1,637	2,563	5,564
	SH	0.02	0.00	0.01	0.02	0.01	0.01	0.01	0.05
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01
Class Tv	AM	15,178	3,437	6,696	10,411	12,663	33,896	41,883	19,298
	SH	0.14	0.06	0.11	0.07	0.10	0.18	0.15	0.16
	PE	0.03	0.01	0.01	0.02	0.02	0.06	0.07	0.03
Coming Soon Television <sup>12</sup>	AM	868	279	539	1,371	1,565	1,422	1,355	831
	SH	0.01	0.00	0.01	0.01	0.01	0.01	0.00	0.01
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Diva Universal	AM	3,384	699	2,048	2,076	4,475	9,065	8,007	3,519
	SH	0.03	0.01	0.03	0.01	0.04	0.05	0.03	0.03
	PE	0.01	0.00	0.00	0.00	0.01	0.02	0.01	0.01
Gambero Rosso Channel	AM	5,142	792	1,412	6,168	8,539	13,559	12,296	3,800
	SH	0.05	0.01	0.02	0.04	0.07	0.07	0.04	0.03
	PE	0.01	0.00	0.00	0.01	0.01	0.02	0.02	0.01
ilike.Tv	AM	154	81	78	108	94	66	290	449
	SH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
La 3	AM	2,604	1,869	1,703	2,653	859	3,005	4,219	6,769
	SH	0.02	0.03	0.03	0.02	0.01	0.02	0.01	0.06
	PE	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.01
La7d	AM	52,377	14,664	38,612	51,825	51,448	83,924	136,378	73,943
	SH	0.47	0.25	0.65	0.33	0.41	0.44	0.48	0.60
	PE	0.09	0.03	0.07	0.09	0.09	0.15	0.24	0.13
Padre Pio Tv	AM	13,536	22,177	4,358	4,407	34,389	34,831	26,958	1,642
	SH	0.12	0.38	0.07	0.03	0.27	0.18	0.10	0.01
	PE	0.02	0.04	0.01	0.01	0.06	0.06	0.05	0.00
Planet Kids	AM	479	380	492	528	418	1,239	950	381
	SH	0.00	0.01	0.01	0.00	0.00	0.01	0.00	0.00
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Radio Italia Tv	AM	17,911	14,944	48,144	26,050	23,019	21,171	10,433	7,046
	SH	0.16	0.25	0.81	0.17	0.18	0.11	0.04	0.06
	PE	0.03	0.03	0.08	0.05	0.04	0.04	0.02	0.01
Rete Capri	AM	2,635	1,154	323	2,319	2,868	551	8,053	5,877



**Sintesi Mensile 1A**  
**Emittenti Nazionali**  
**Giorno medio mensile**  
**Fasce standard**  
**Dati Live + Vosdal + TS cumulado +7**

Marzo 2014 (dal 02/03/14 al 29/03/14)

Target: Individui 4+

		02.00	07.00	09.00	12.00	15.00	18.00	20.30	22.30
		25.59	09.00	12.00	15.00	18.00	20.30	22.30	25.59
	SH	0.02	0.02	0.01	0.01	0.02	0.00	0.03	0.05
	PE	0.00	0.00	0.00	0.00	0.01	0.00	0.01	0.01
Rtl 102.5	AM	18,179	13,685	42,196	29,378	22,227	22,892	16,805	8,332
	SH	0.16	0.23	0.71	0.19	0.18	0.12	0.06	0.07
	PE	0.03	0.02	0.07	0.05	0.04	0.04	0.03	0.01
Supertennis	AM	15,186	3,248	8,492	15,257	23,430	24,378	26,268	23,760
	SH	0.14	0.06	0.14	0.10	0.19	0.13	0.09	0.19
	PE	0.03	0.01	0.01	0.03	0.04	0.04	0.05	0.04
Teleitalia - Shop In Tv	AM	936	1,617	2,479	393	302	717	168	1,366
	SH	0.01	0.03	0.04	0.00	0.00	0.00	0.00	0.01
	PE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tv2000	AM	69,041	102,198	68,854	53,299	75,365	209,672	83,386	33,460
	SH	0.62	1.74	1.15	0.34	0.60	1.10	0.29	0.27
	PE	0.12	0.18	0.12	0.09	0.13	0.37	0.15	0.06
Vero Capri	AM	13,834	17,313	5,925	21,403	23,658	23,077	32,339	5,083
	SH	0.12	0.29	0.10	0.14	0.19	0.12	0.11	0.04
	PE	0.02	0.03	0.01	0.04	0.04	0.04	0.06	0.01
Altre SAT NON PUBBLICATE	AM	189,422	107,195	152,208	209,243	253,301	338,031	383,888	191,051
	SH	1.69	1.82	2.55	1.35	2.01	1.77	1.36	1.56
	PE	0.33	0.19	0.27	0.37	0.44	0.59	0.67	0.33
Altre DIGITALI TERRESTRI	AM	623,781	372,777	387,773	772,028	704,602	859,074	1,338,257	811,903
	SH	5.58	6.33	6.50	4.98	5.58	4.49	4.72	6.63
	PE	1.09	0.65	0.68	1.35	1.23	1.50	2.34	1.42
Totale EMITTENTI	AM	11,183,133	5,886,451	5,964,072	15,510,877	12,624,941	19,146,916	28,327,378	12,254,549
	SH	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	PE	19.55	10.29	10.43	27.12	22.07	33.47	49.52	21.42

am = ascolto medio, %sh = share, %pe = penetrazione

**Nota: Tutti i dati comprendono gli ospiti**

- 1: Termina la pubblicazione dal 10/03/14
- 2: Assume denominazione Live Timing (F1) dal 10/03/14
- 3: Assume denominazione Sky Mosaico Motori dal 10/03/14
- 4: Assume denominazione On Board Leader (F1) / On Board Sky (MotoGP) dal 10/03/14
- 5: Assume denominazione On Board Mix (F1 e Moto GP) dal 10/03/14
- 6: Assume denominazione On Board Sky (F1) / Fly View (Moto GP) dal 10/03/14
- 7: Termina la pubblicazione dal 10/03/14
- 8: Assume denominazione Race Control (F1 e Moto GP) dal 10/03/14
- 9: Termina la pubblicazione dal 10/03/14
- 10: Termina la pubblicazione dal 10/03/14
- 11: Assume denominazione Sky Sport Race Control (F1 e Moto GP) dal 10/03/14
- 12: Termina la pubblicazione dal 26/03/14

Dati di proprietà Auditel. Rilevazioni ed elaborazioni Nielsen Tv Audience Measurement Italy