

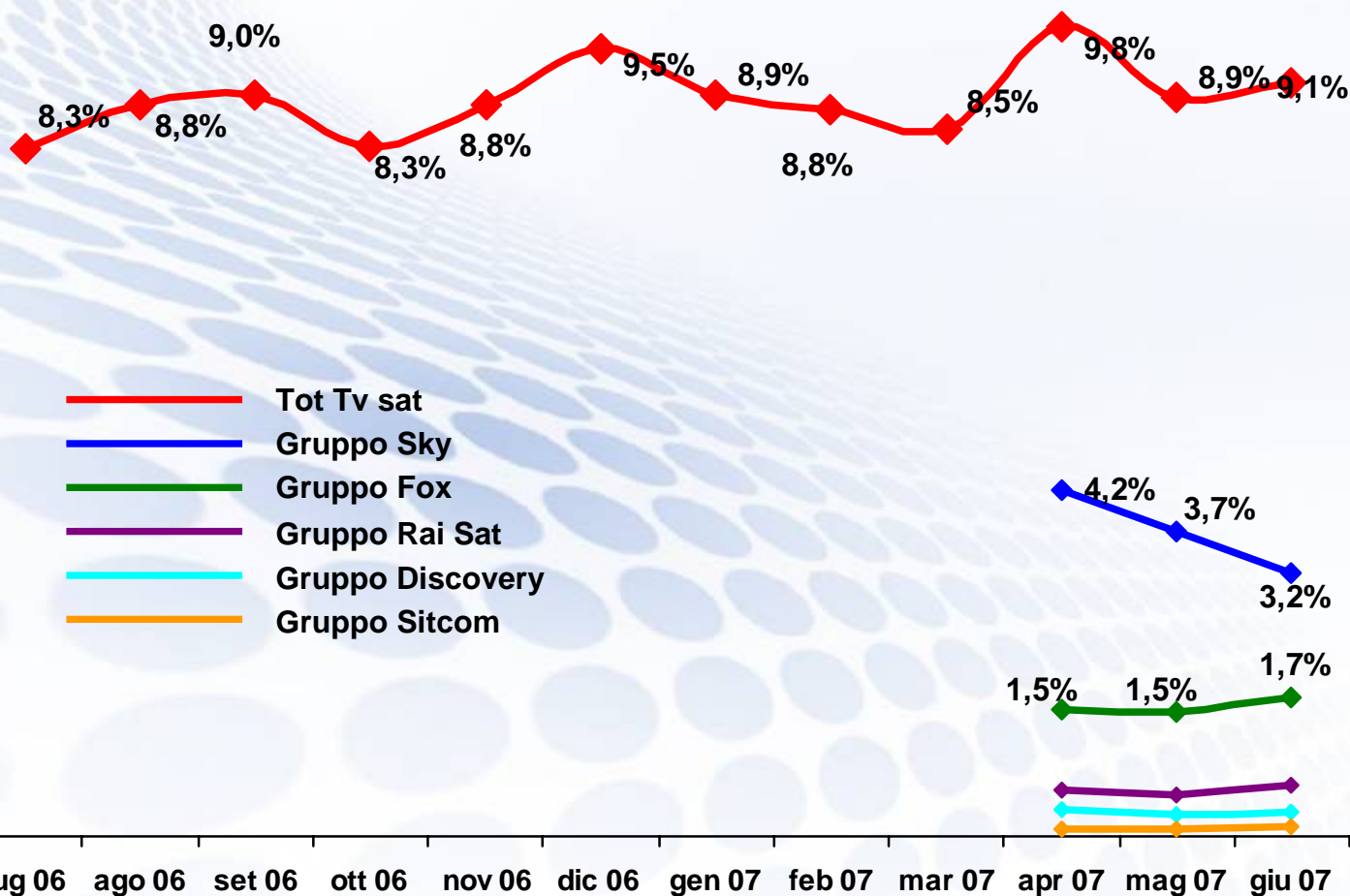


*connections that*  
**captivate**

## **Il Giugno della Tv Satellitare**

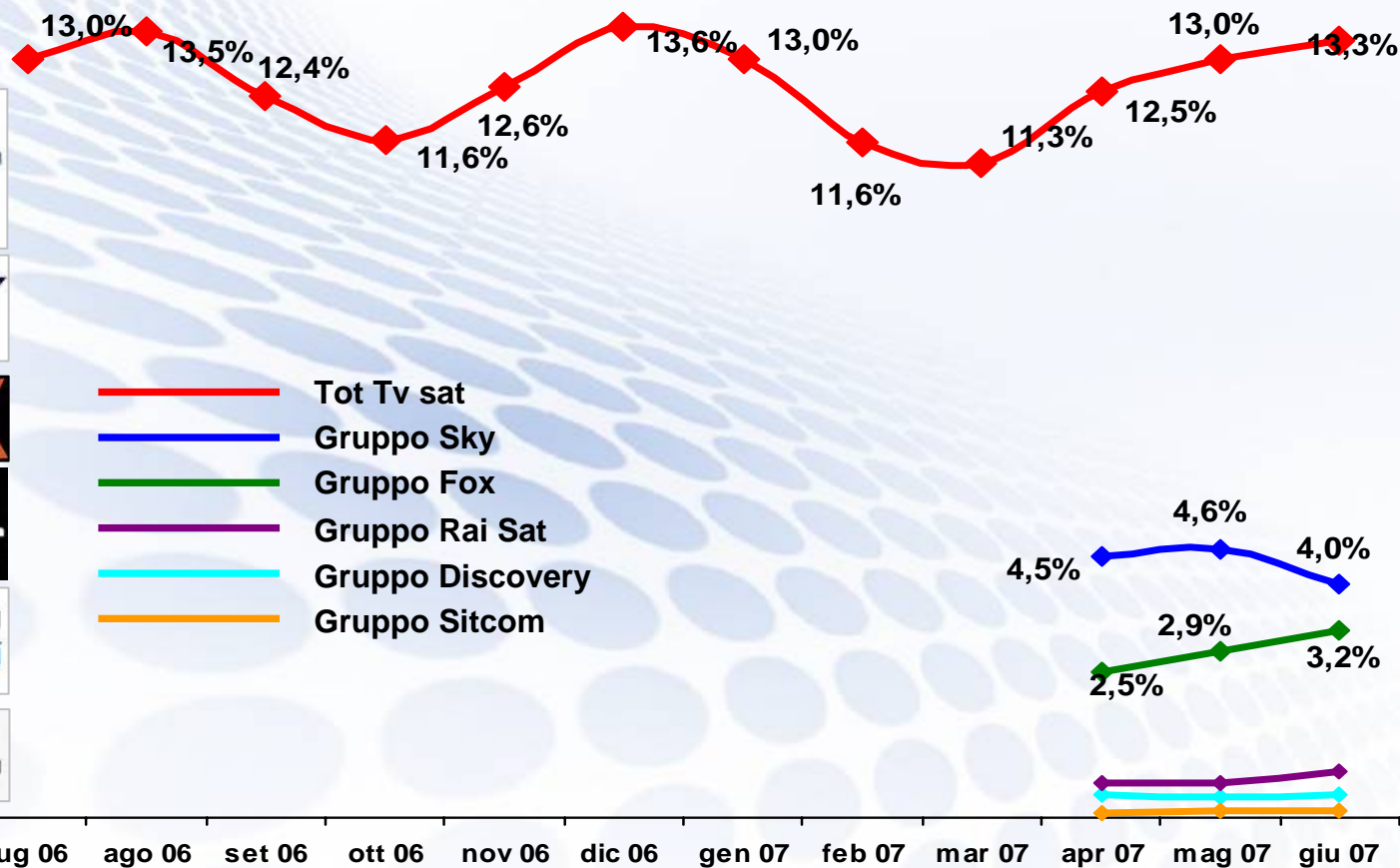
*Analisi Giugno 2007*

# Tv Sat: Trend Share Individui+Ospiti



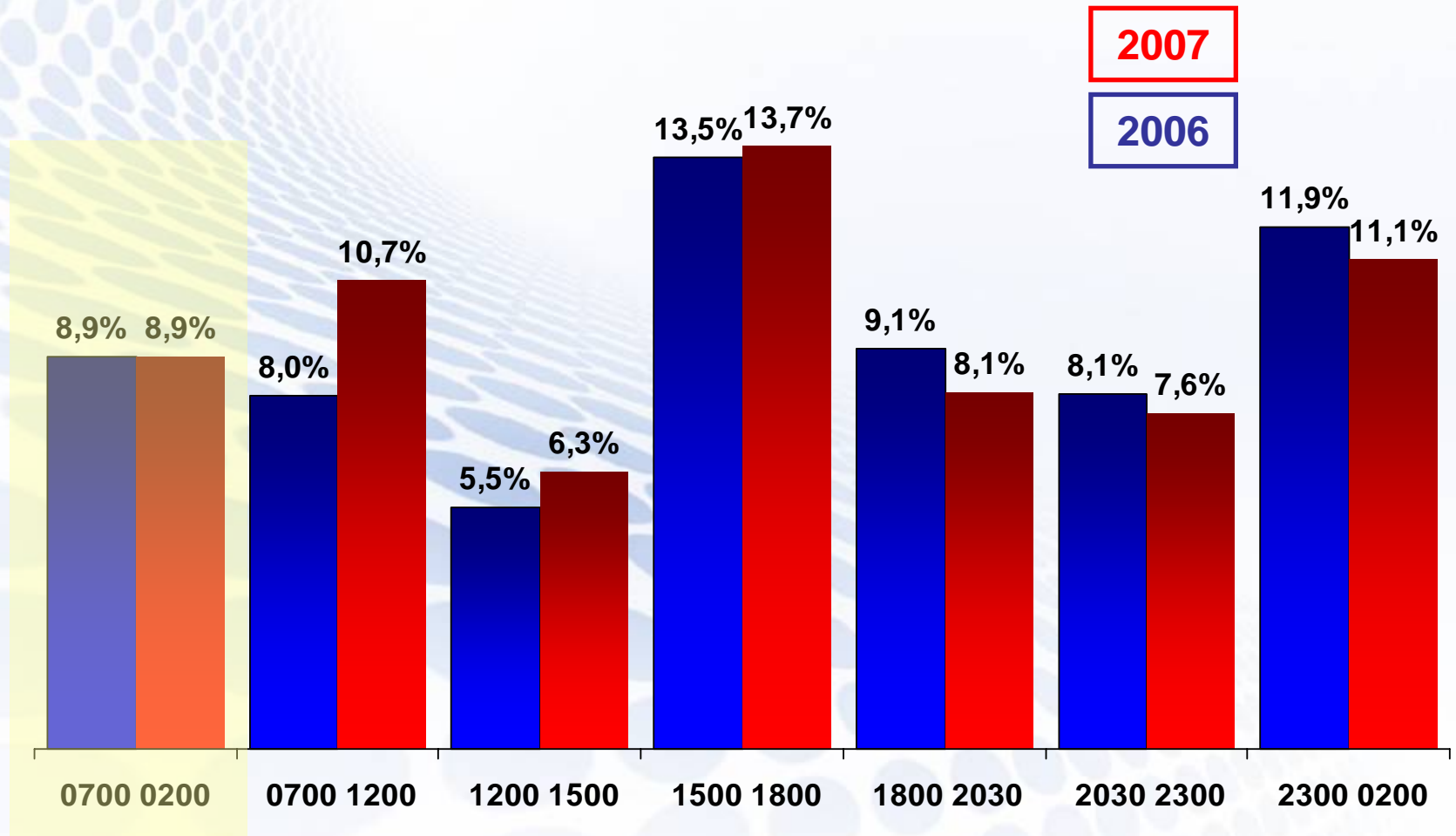
**Senza calcio si contrae lo share del Gruppo Sky**

# Tv Sat: Trend Share Ad 1534



**Continua la crescita del Gruppo Fox**

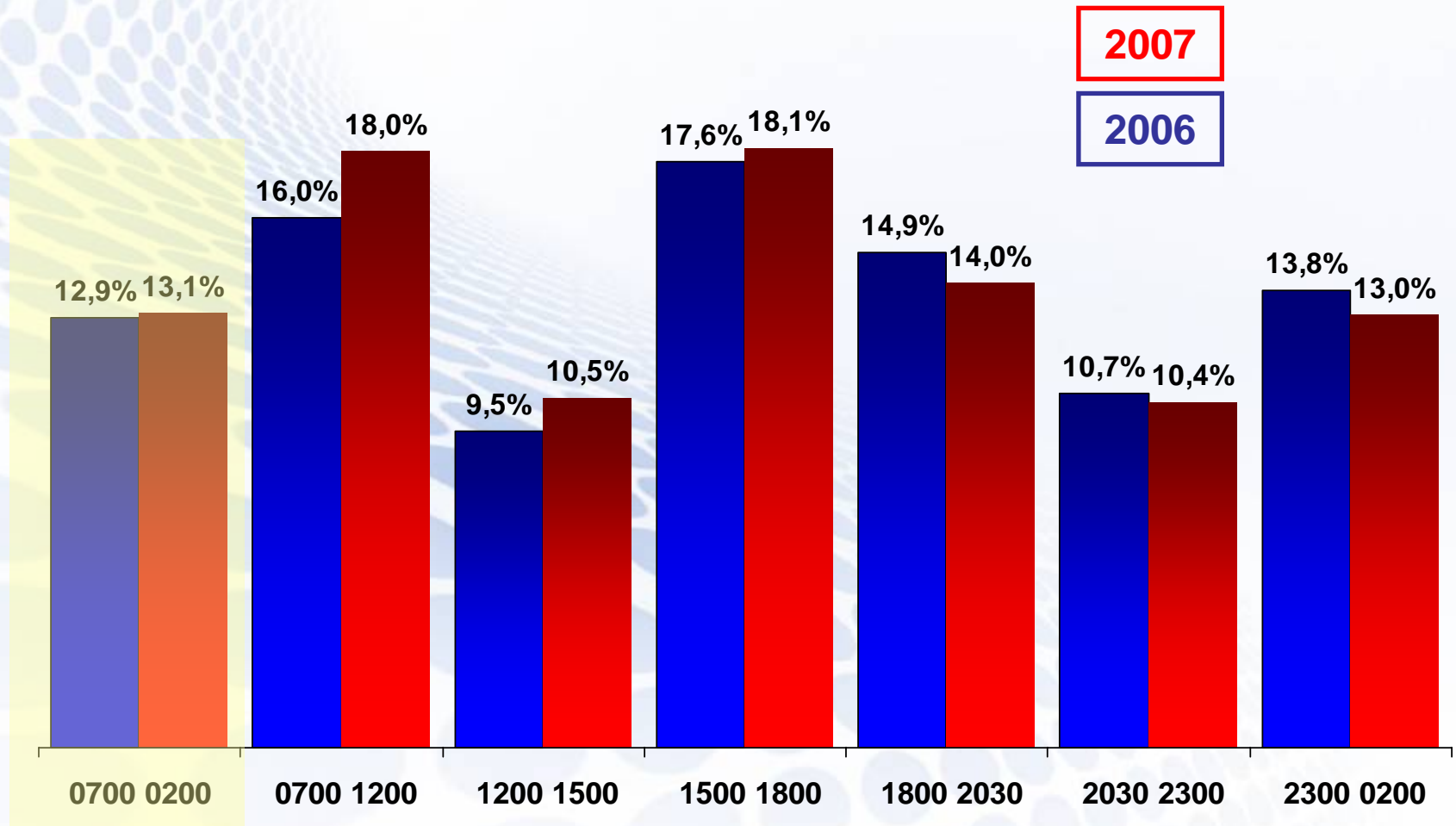
# Tv Sat: share per fascia – Target Individui + Ospiti



Share in linea col 2006, anno dei mondiali di calcio



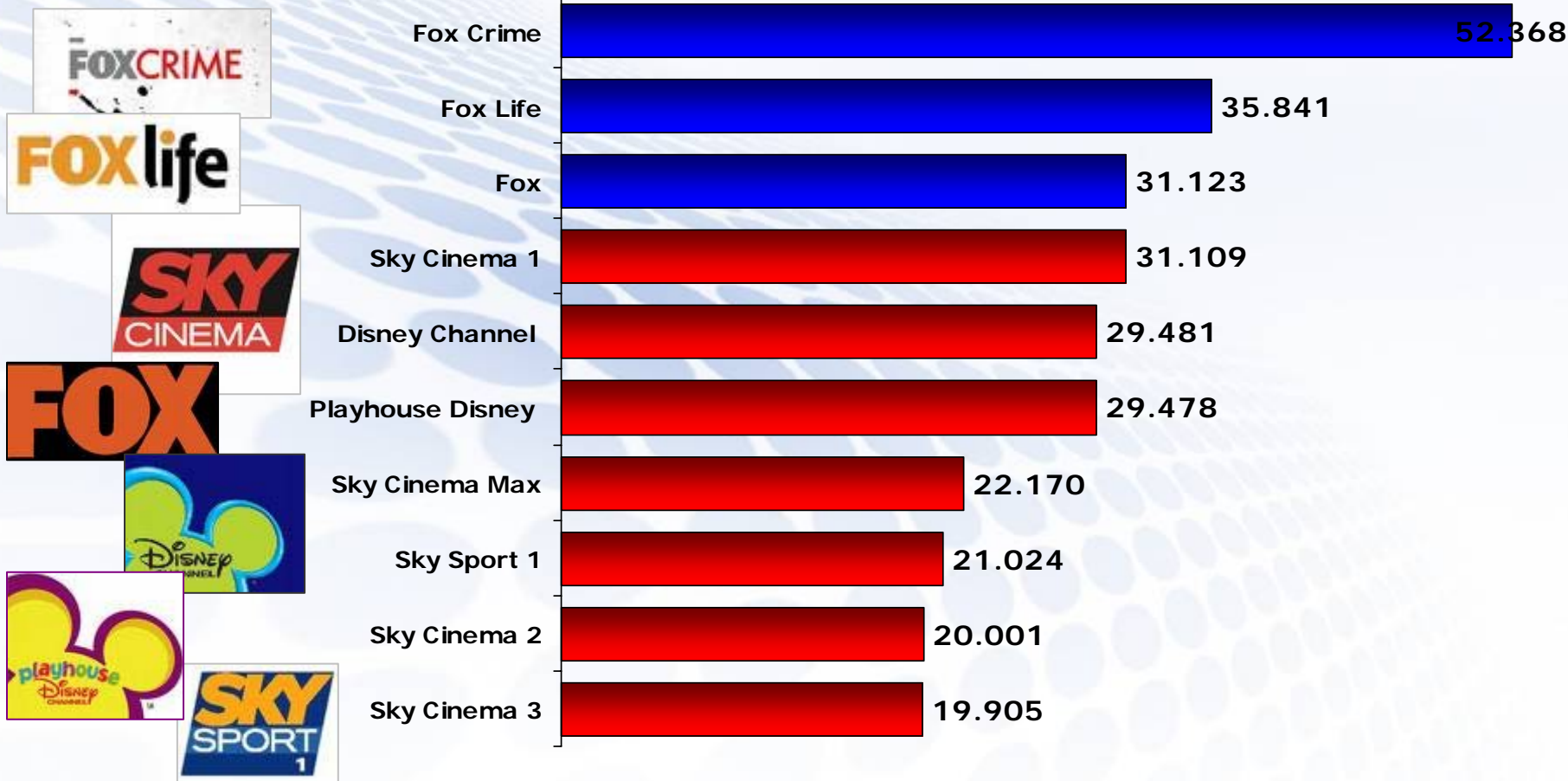
# Tv Sat: share per fascia – Target Ad 1534



**Due punti di share guadagnati nella fascia mattutina**

# Tv Sat: i 10 canali più visti Individui+Ospiti

Audience minuto medio



# Tv Sat: i 10 canali più visti Ad 1534

Audience minuto medio

FOXlife

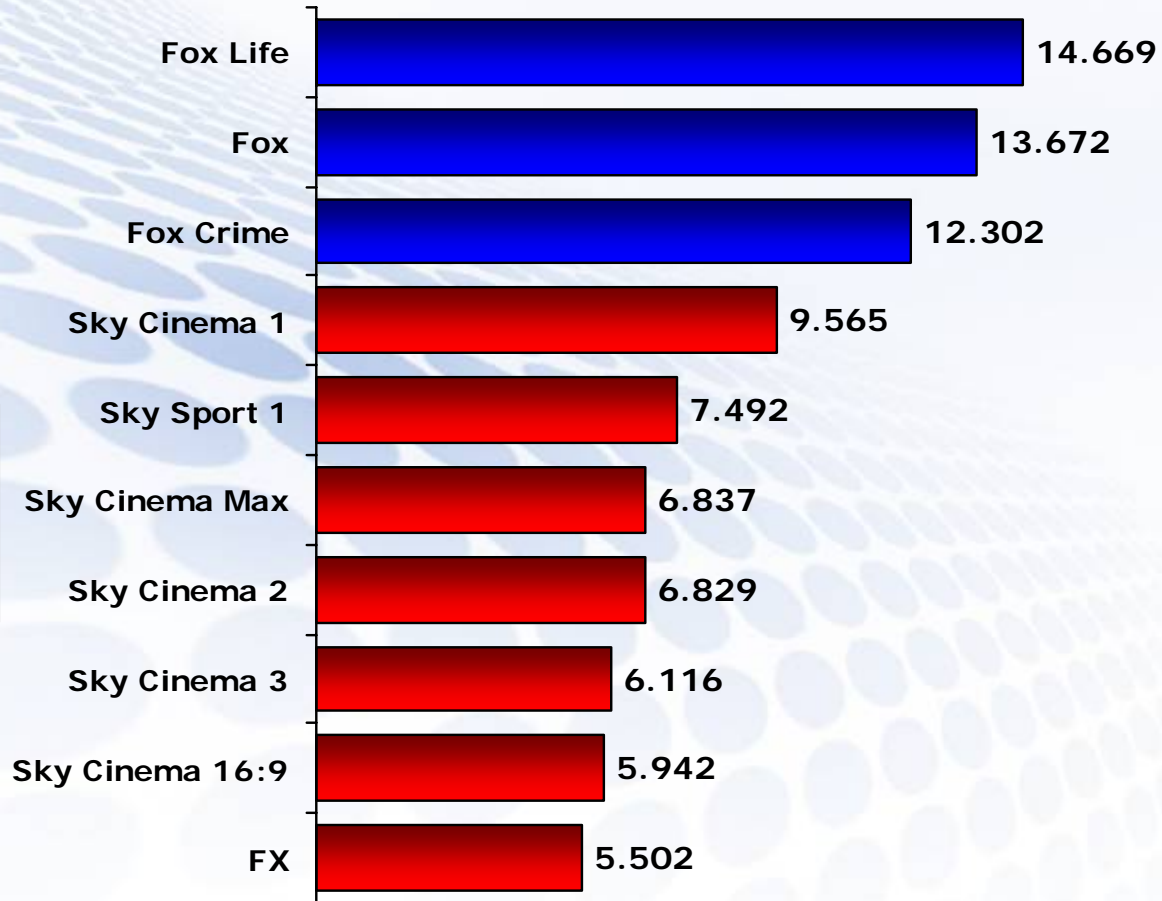
FOX

FOXCRIME

SKY  
CINEMA

SKY  
SPORT  
1

FX

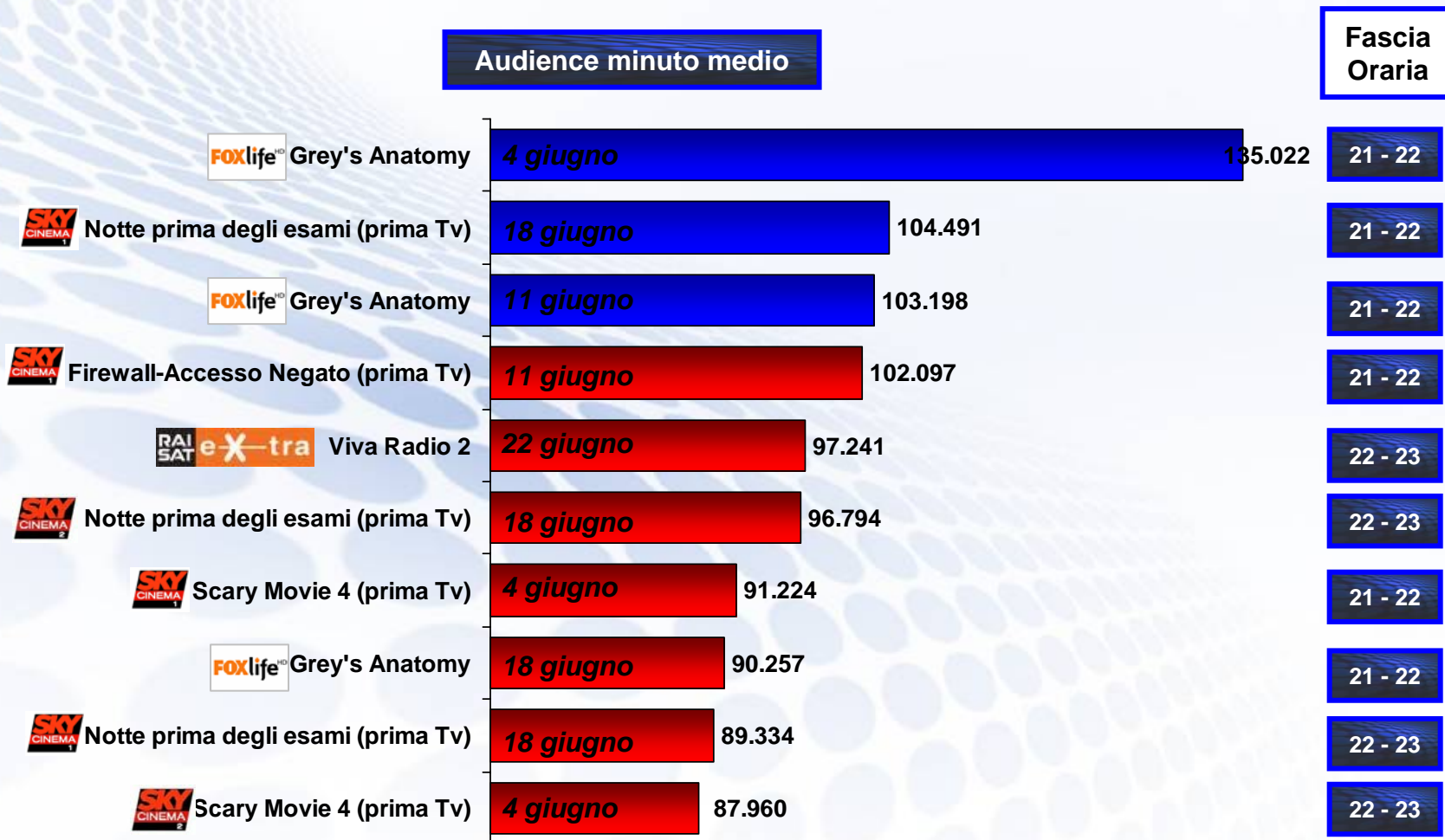


# Tv Sat: classifica programmi per fascia Individui+Ospiti (no sport)





# Tv Sat: classifica programmi per fascia Ad 1534 (no sport)

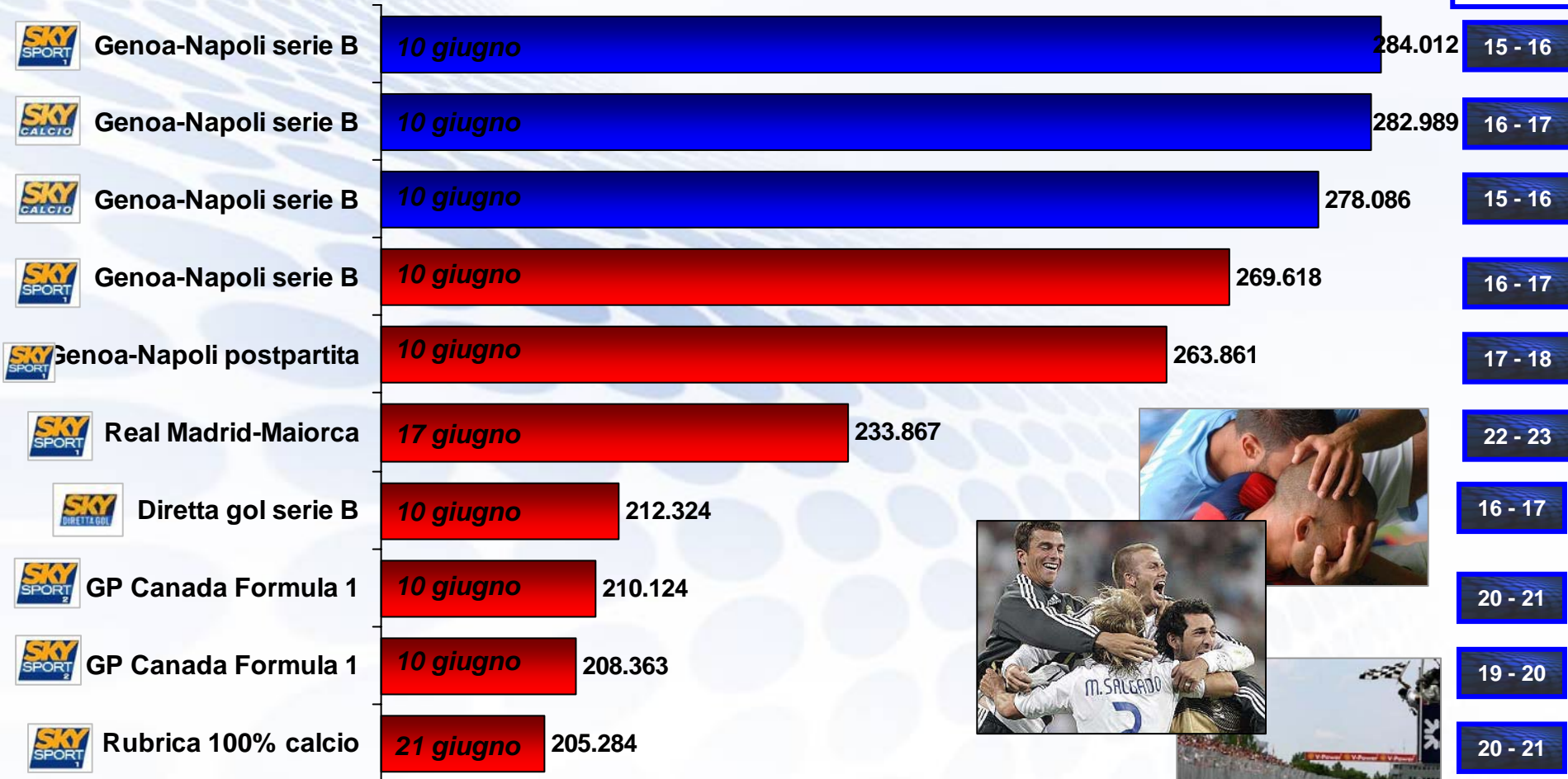


# Tv Sat: classifica programmi per fascia oraria

## Individui+Ospiti Solo Sport

Audience minuto medio

Fascia Oraria



# Tv Sat: classifica programmi per fascia oraria

## Ad 1534 Solo Sport

Audience minuto medio

Fascia Oraria

