

L'Agosto della Tv Satellitare

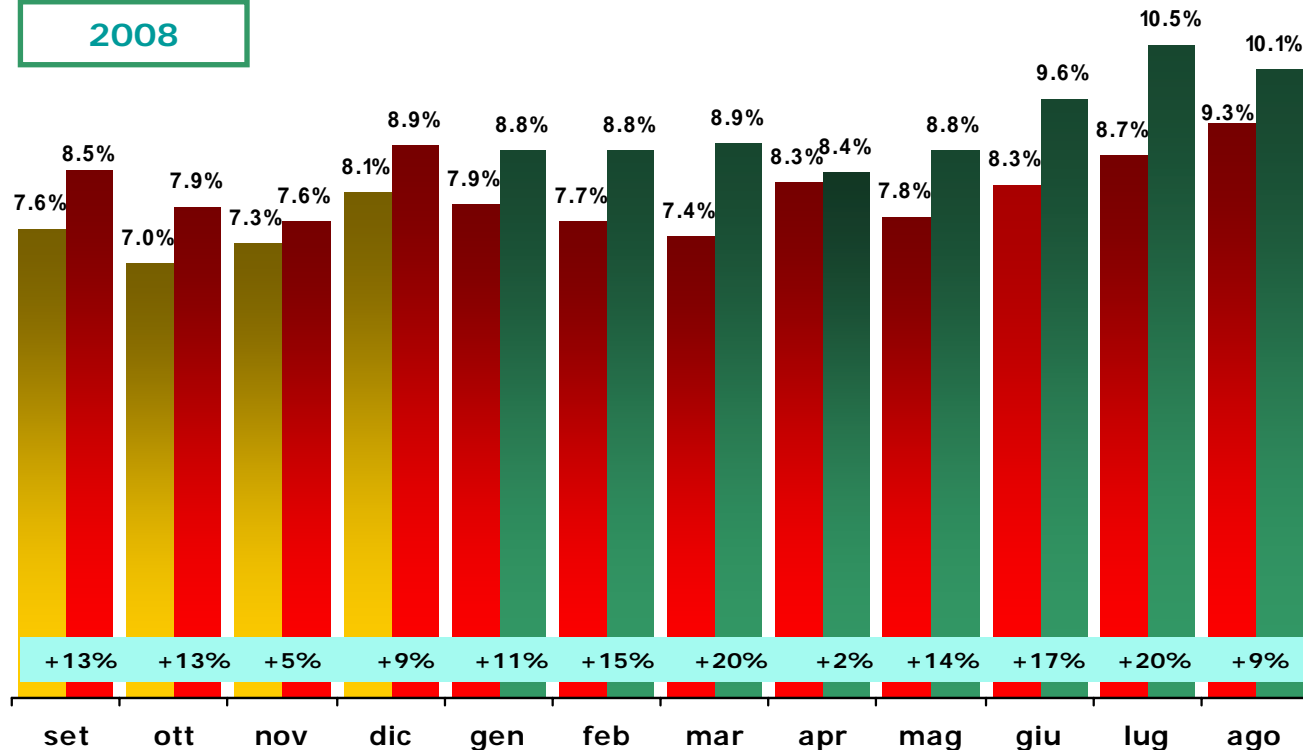
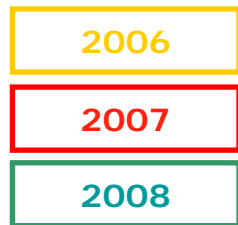
Analisi Agosto 2008

Solo canali a rilevazione Auditel giornaliera

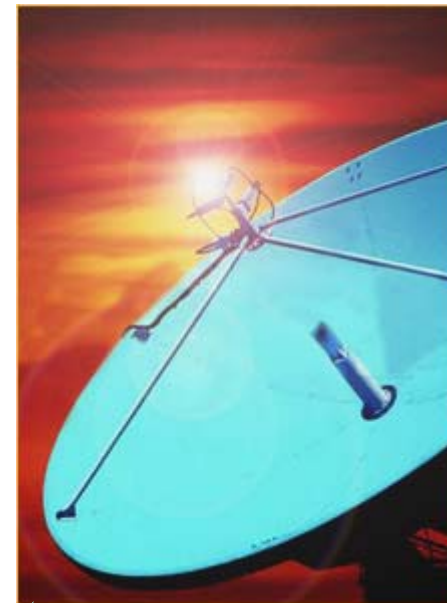


Starcom™

Tv Sat: Trend Share



Individui



Variazione %

Buona tenuta delle Tv Sat nel mese di Agosto

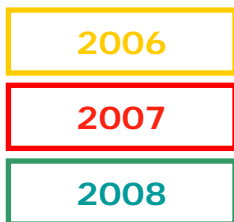
Fonte: Elaborazioni Starcom Italia su dati Auditel AGB

Fascia 02.00-02.00

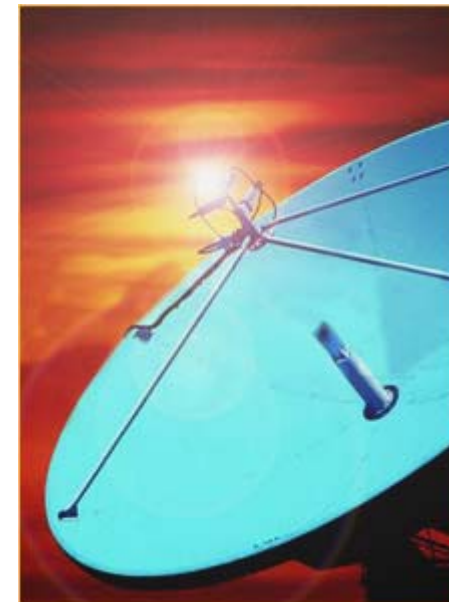
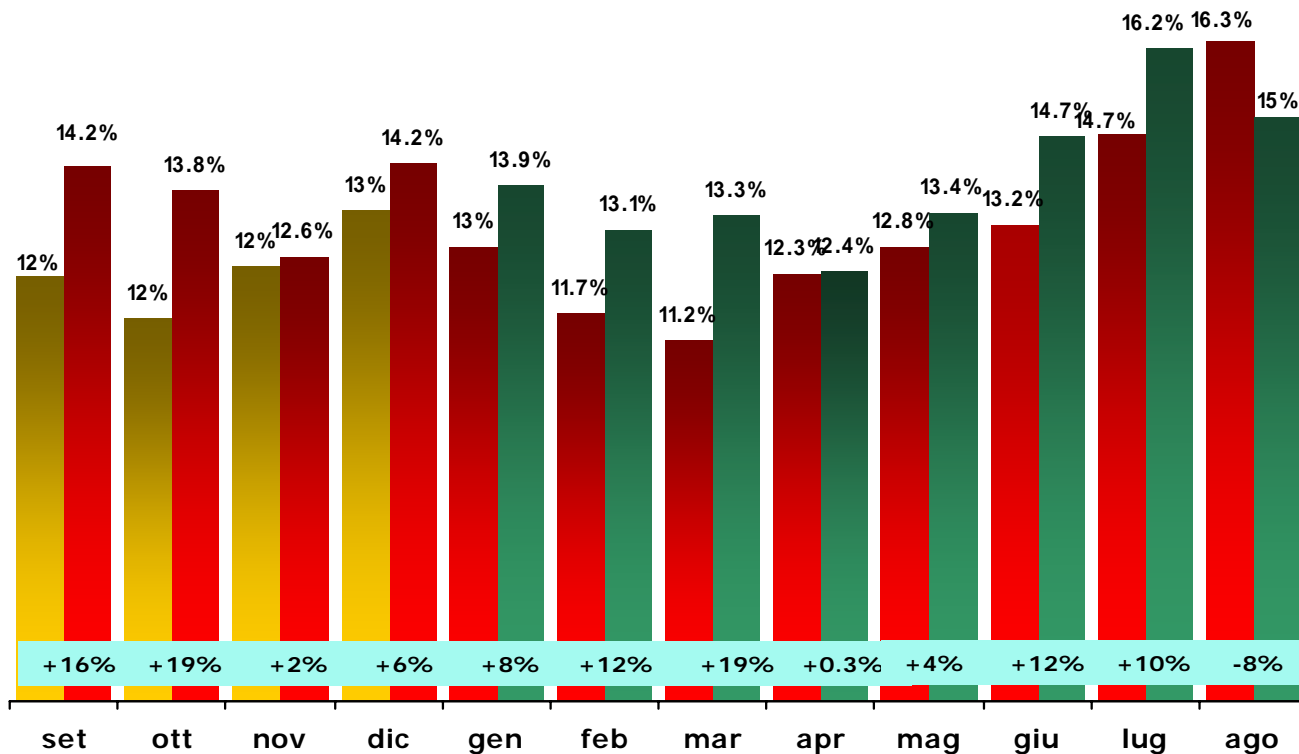


Starcom™

Tv Sat: Trend Share



Adu 15-34



Variazione %

Agosto, mese olimpico, non premia gli share sugli adu 1534

Fonte: Elaborazioni Starcom Italia su dati Auditel AGB

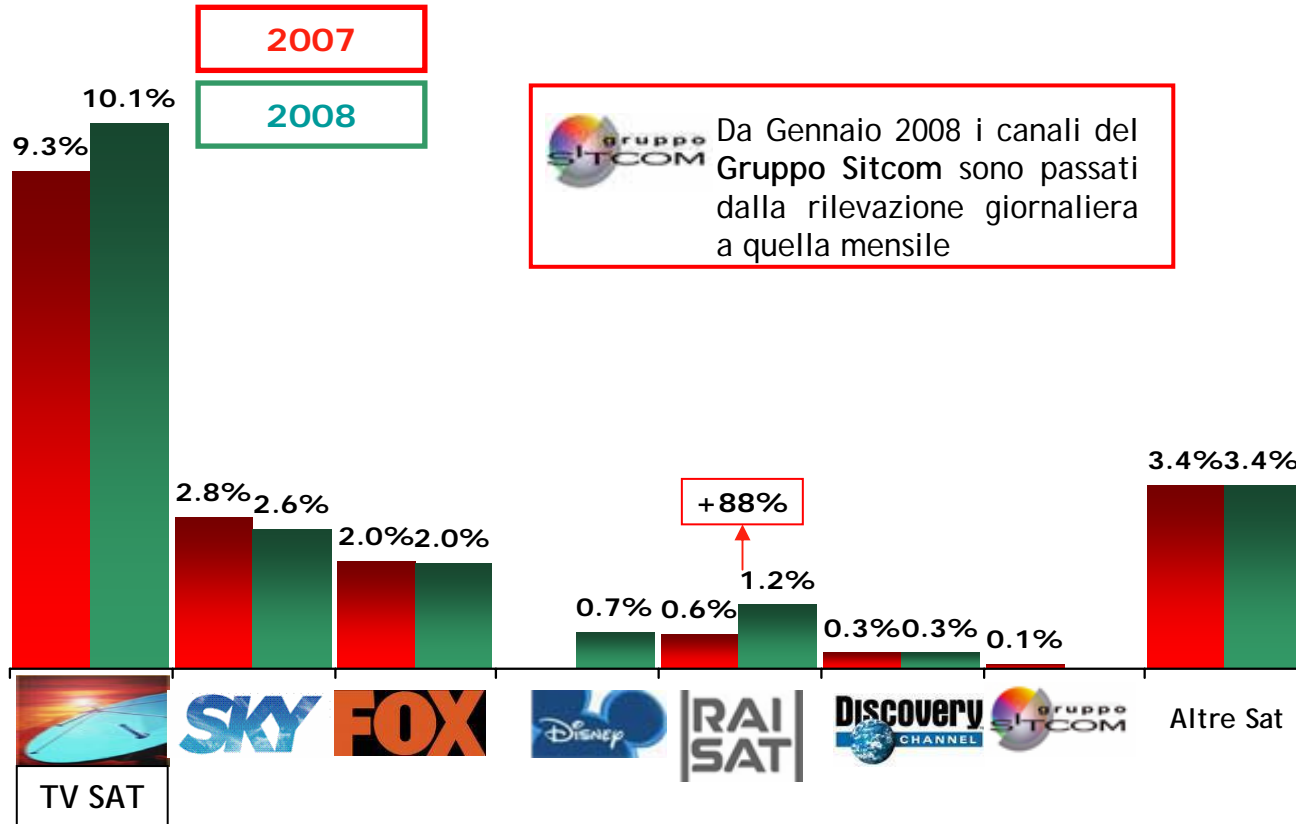
Fascia 02.00-02.00



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Share per gruppo editoriale

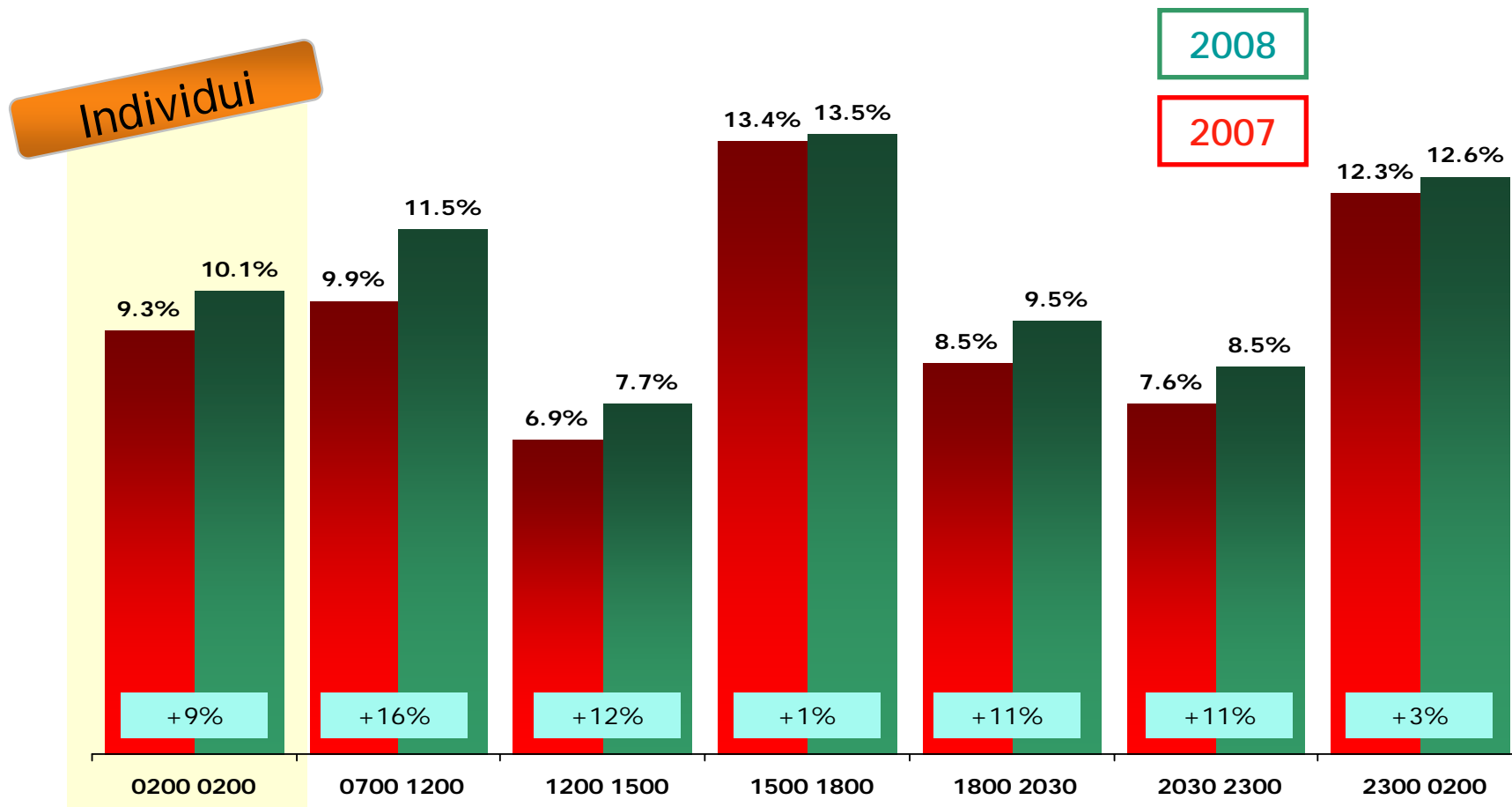
Individui



Le dirette olimpiche di Pechino su Raisport+ giovano al gruppo Raisat



Tv Sat: share per fascia

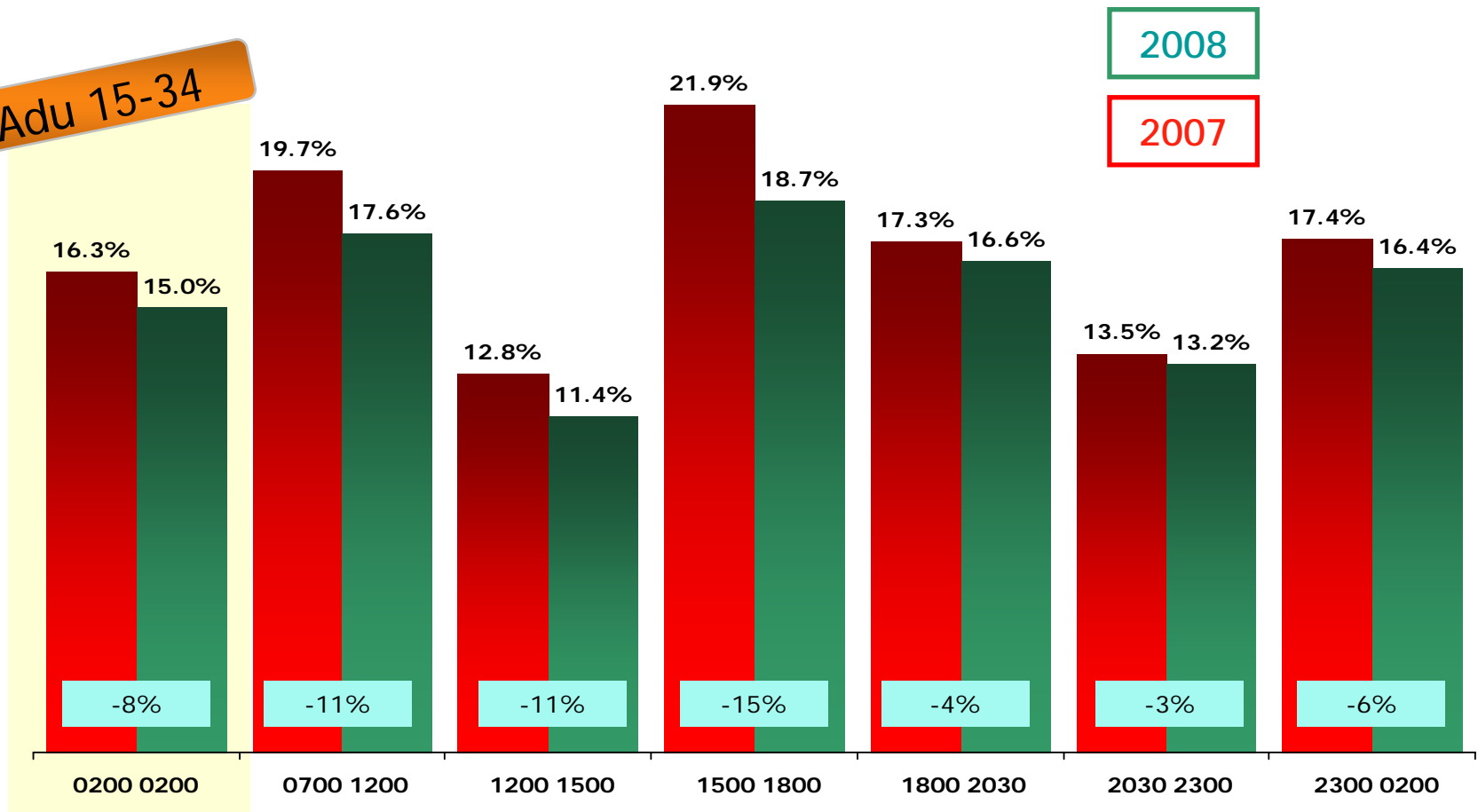


Solo la fascia pomeridiana non guadagna quote di share sul 2007



Tv Sat: share per fascia

Adu 15-34



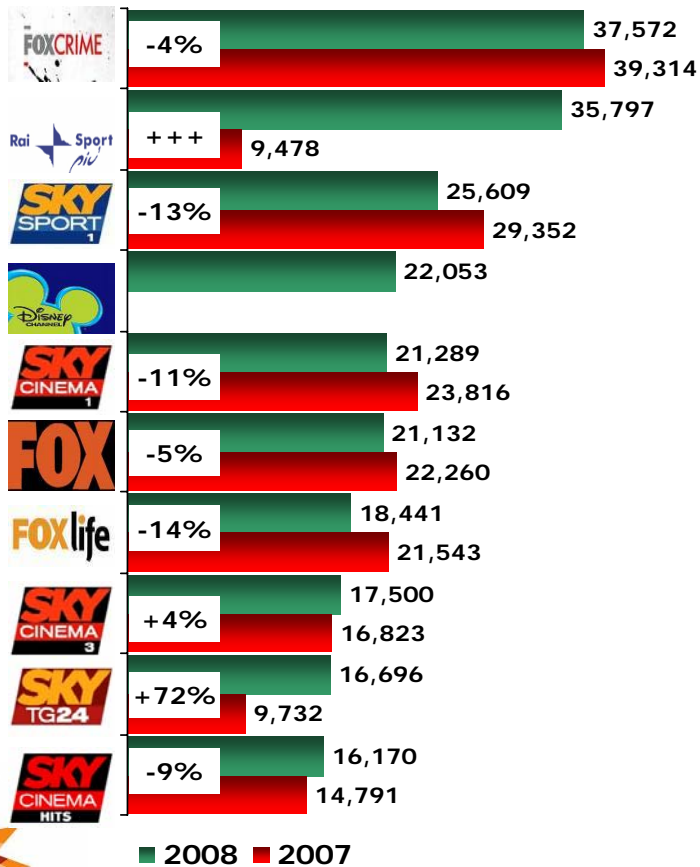
Calo diffuso su tutte le fasce orarie



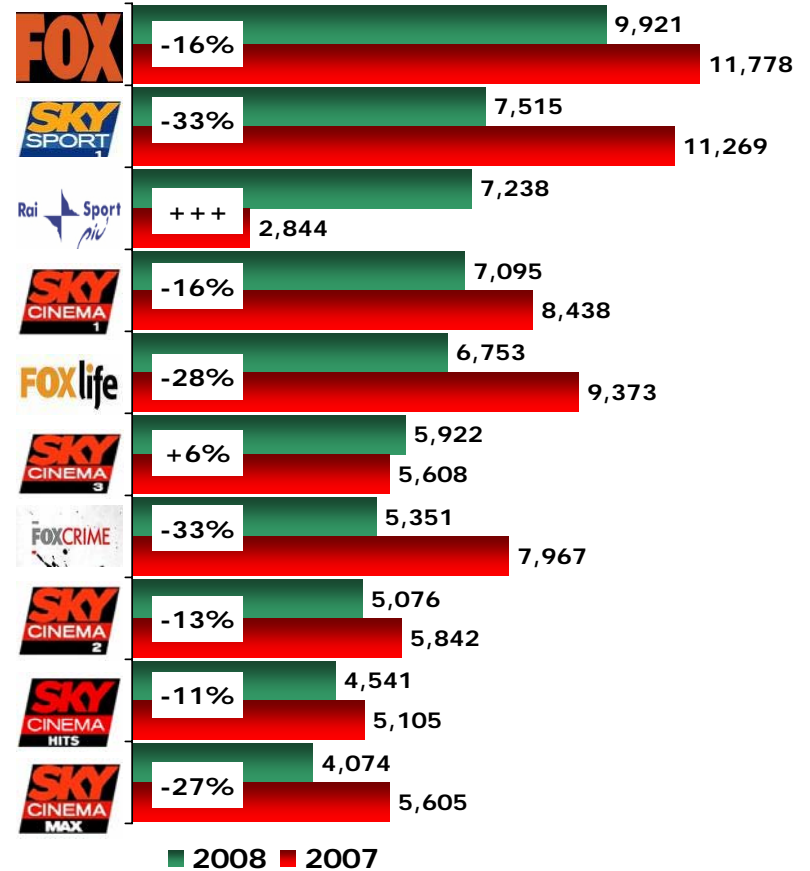
Tv Sat: i 10 canali più visti

Audience minuto medio

Individui



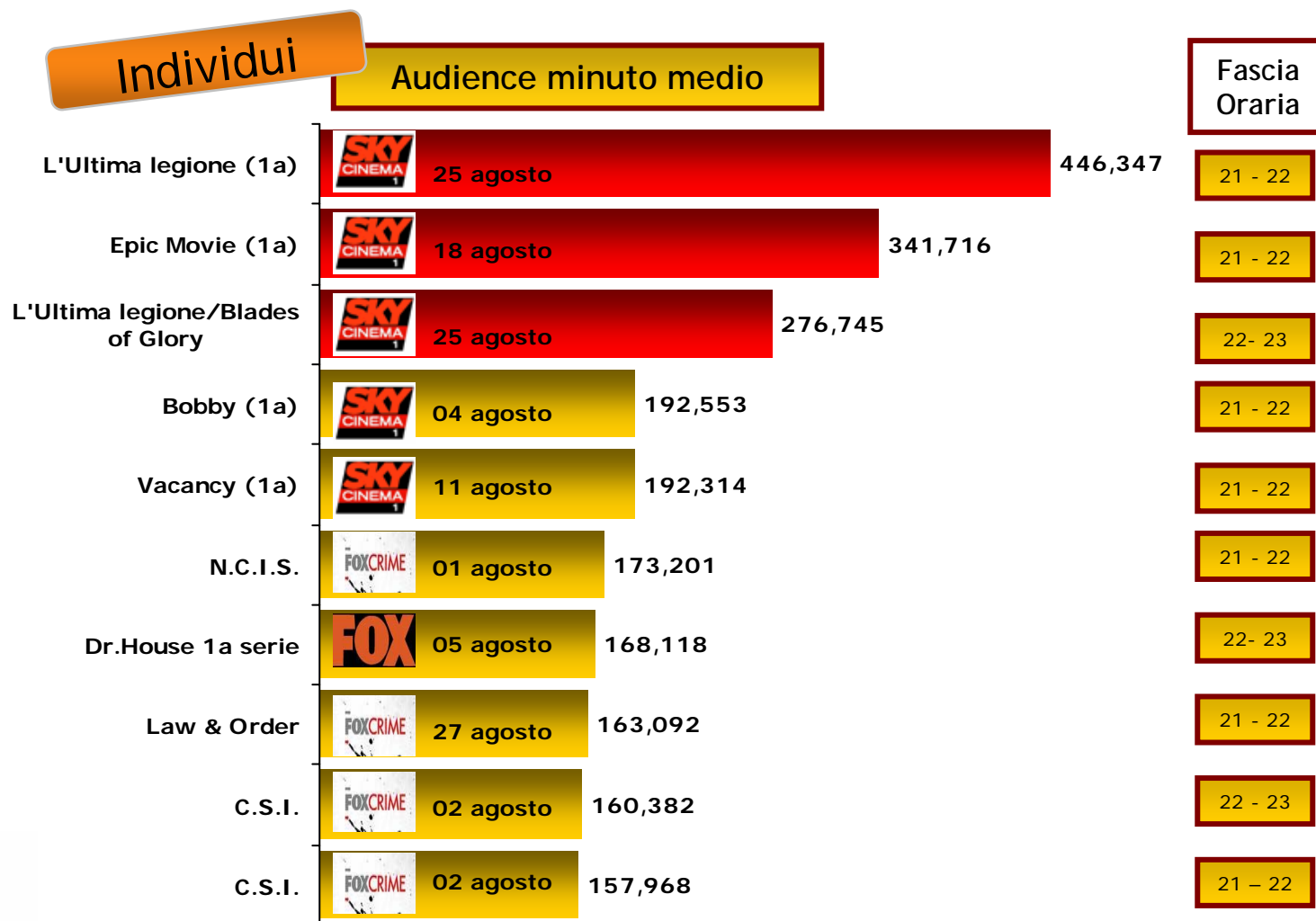
Adu 15-34



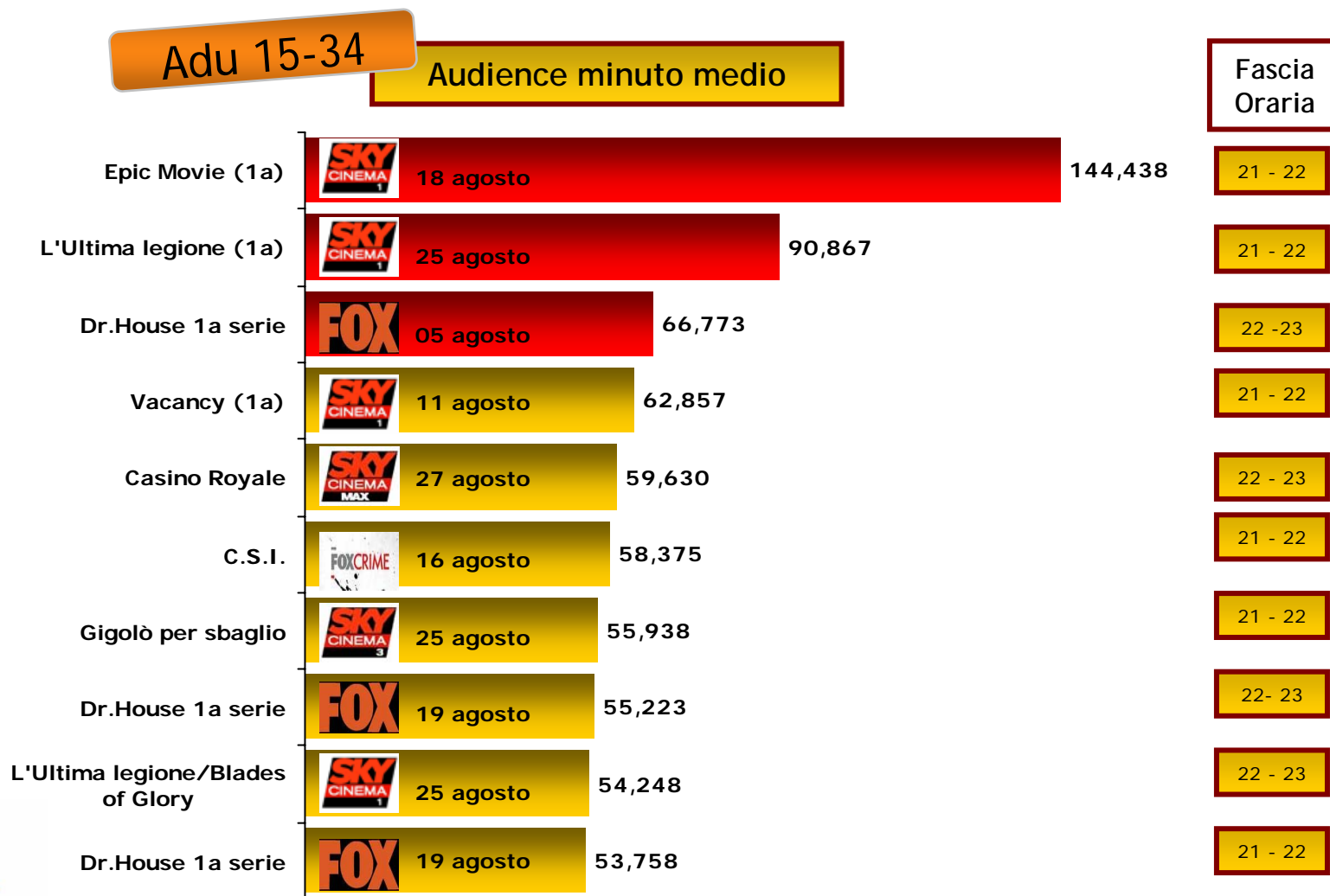
Fonte: Elaborazioni Starcom Italia su dati Auditel AGB
agosto 2008 vs omologo 2007 Fascia 02.00-02.00



Tv Sat: classifica programmi per fascia (no sport)



Tv Sat: classifica programmi per fascia (no sport)

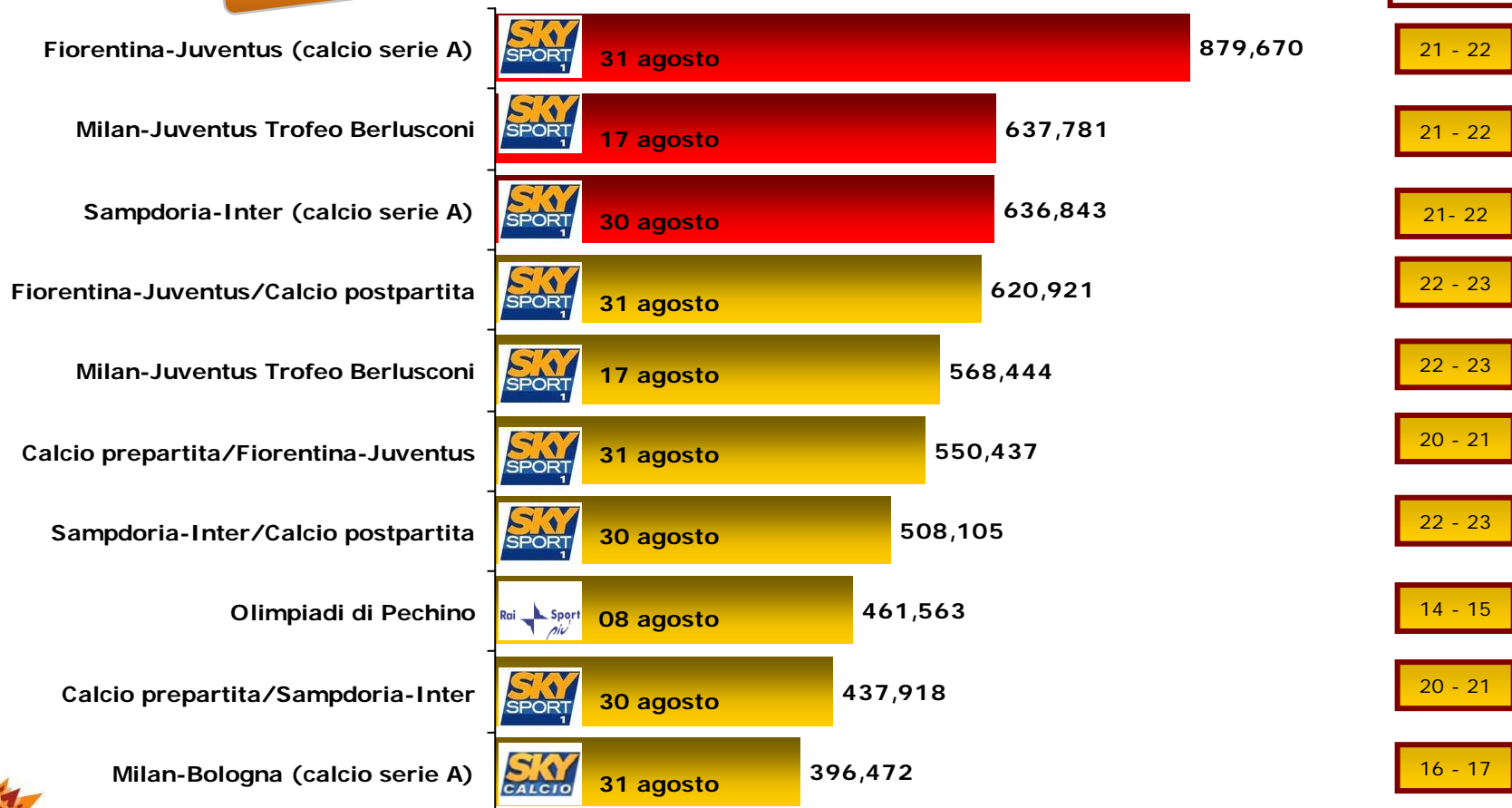


Tv Sat: classifica programmi per fascia Solo Sport

Individui

Audience minuto medio

Fascia Oraria



Tv Sat: classifica programmi per fascia Solo Sport

Adu 15-34

Audience minuto medio

Fascia Oraria

