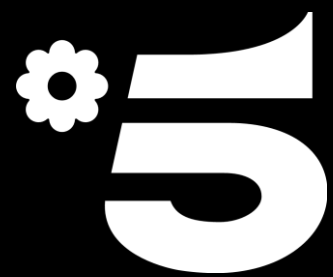


TV lineare AUTUNNO 2025

27 OTTOBRE

AGGIORNAMENTO AUDIENCE

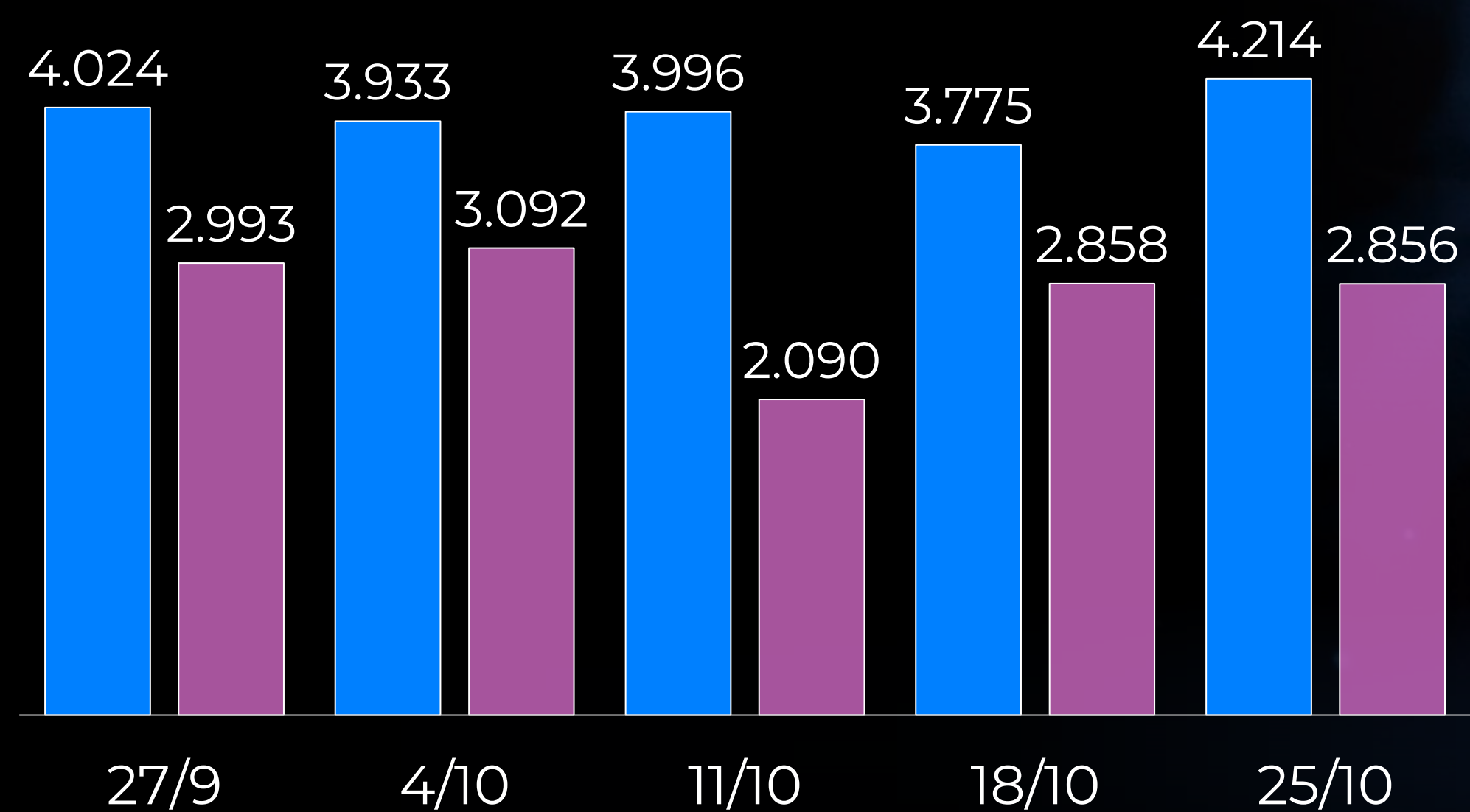




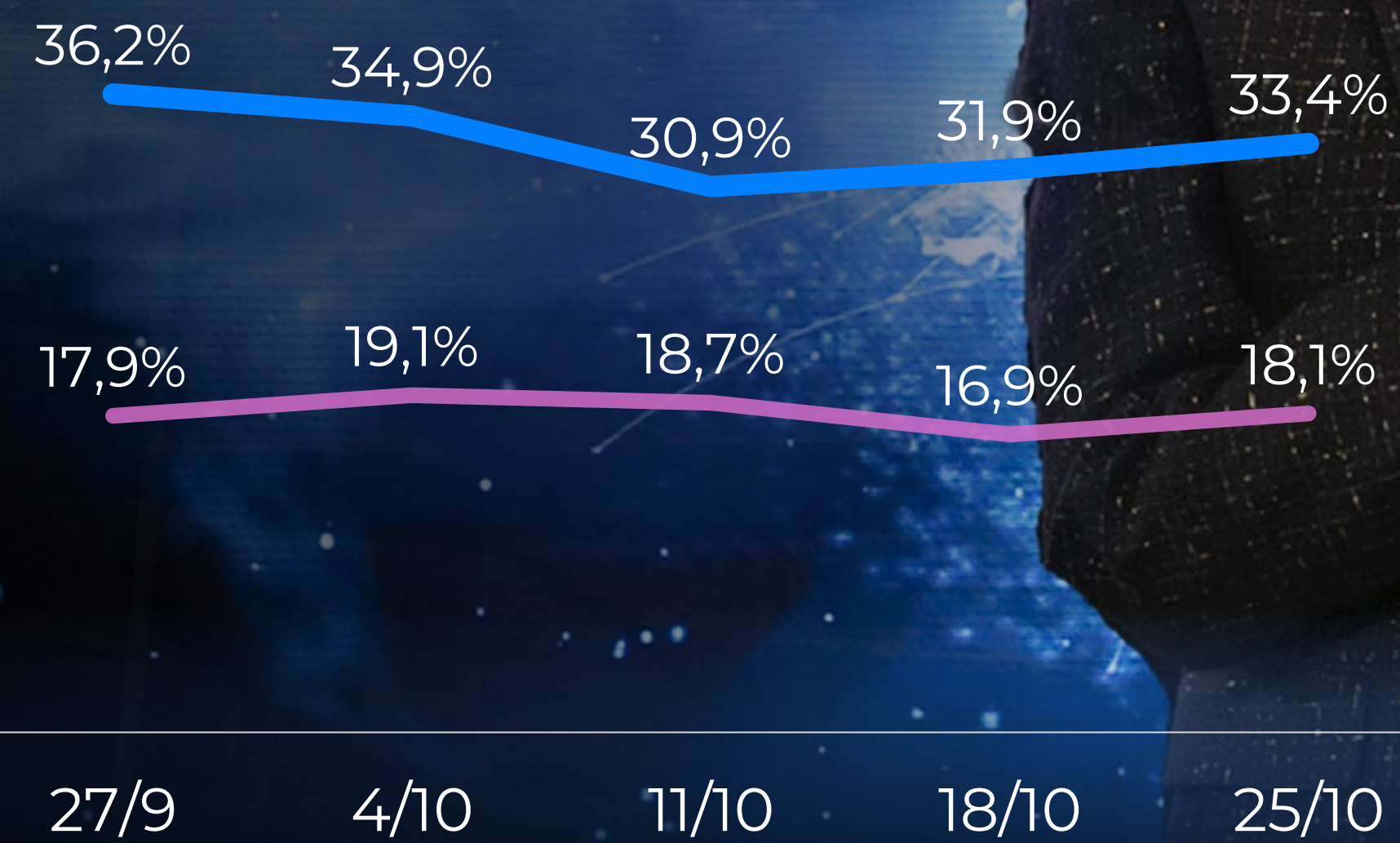
PRIME TIME

TU SÌ QUE VALES

AMR INDIVIDUI



SHARE ADULTI 25-54

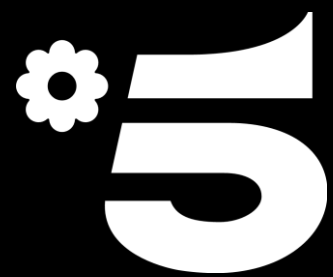


■ TU SÌ QUE VALES

■ BALLANDO CON LE STELLE

entertainment





PRIME TIME

TÙ SÍ QUE VALES

AUTUNNO 2025

4,0 MIO

AMR INDIVIDUI

27,1%

SHARE INDIVIDUI

33,5%

SHARE ADULTI 25-54

RAI 1 - BALLANDO CON LE STELLE

2,9 MIO

23,7%

17,7%



entertainment



PRIME TIME

THIS IS ME

AUTUNNO 2025

2,7 MIO

AMR INDIVIDUI

19,9%

SHARE INDIVIDUI

23,7%

SHARE DONNE 25-54



entertainment



DOMENICA
POMERIGGIO

Amici

AUTUNNO 2025

3,0 MIO

AMR INDIVIDUI

24,4%

SHARE INDIVIDUI

36,1%

SHARE DONNE 25-54

RAI 1 – DOMENICA IN

1,8 MIO

15,0%

9,5%





SABATO E DOMENICA
POMERIGGIO

AUTUNNO 2025

1,9 MIO

AMR INDIVIDUI

20,5%

SHARE INDIVIDUI

24,9%

SHARE DONNE 25-54



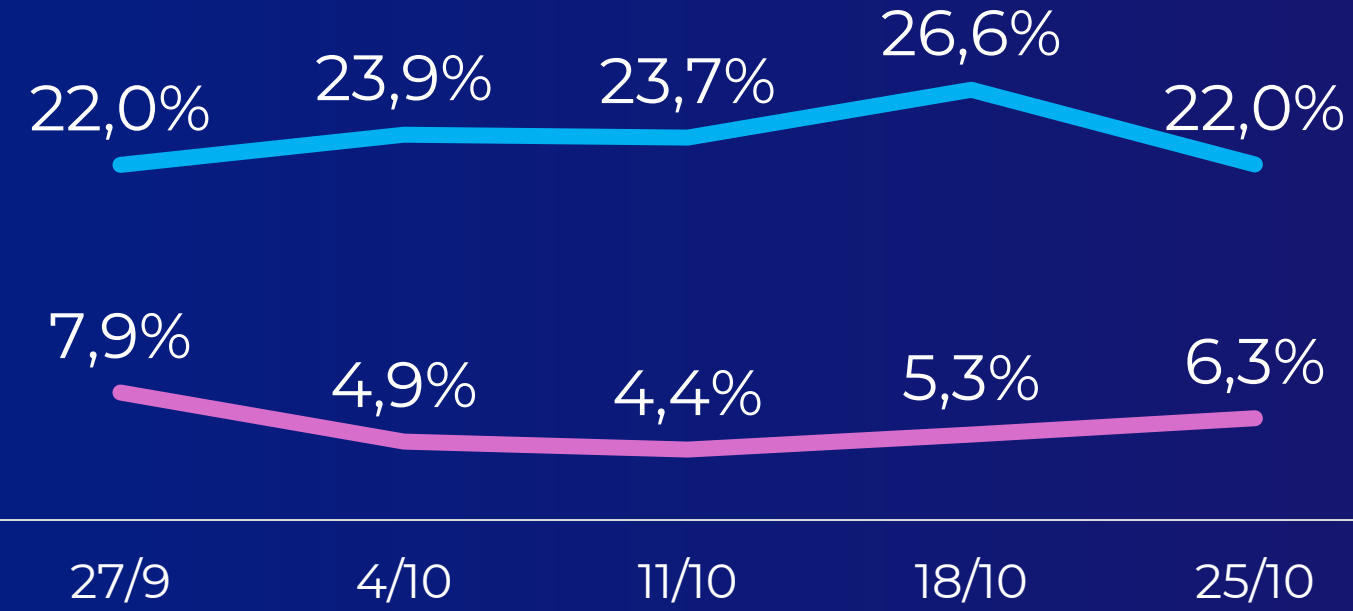
VERISSIMO

entertainment

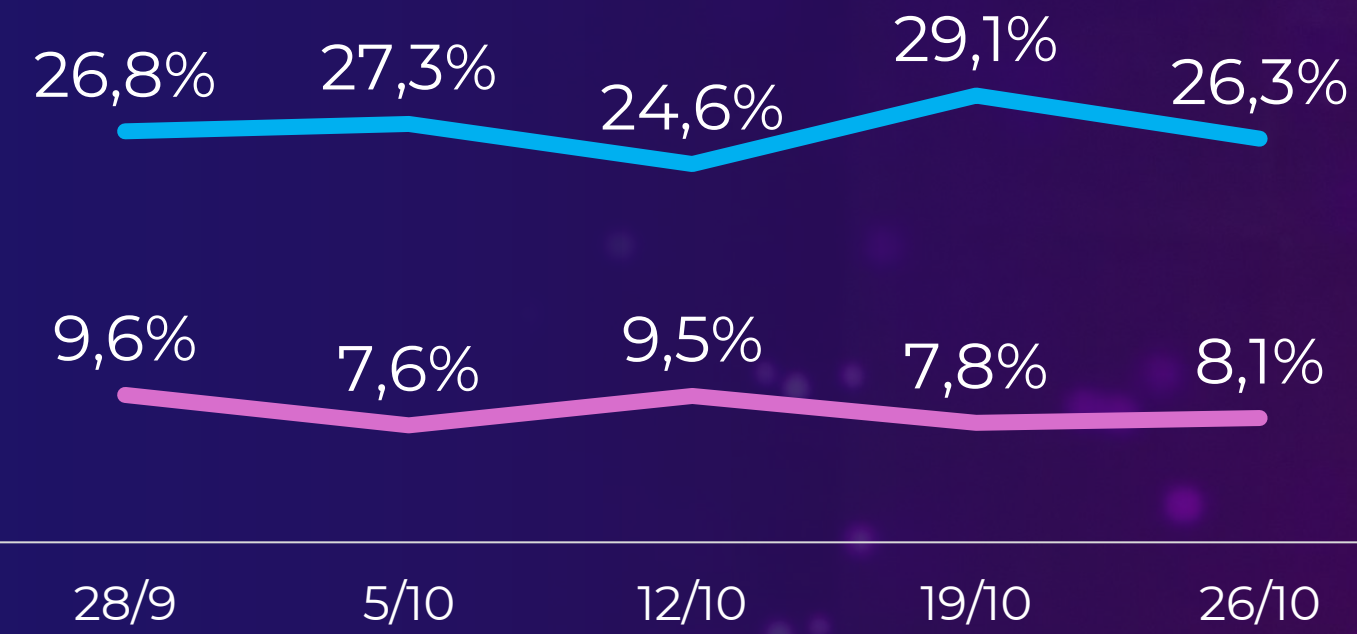


VERISSIMO

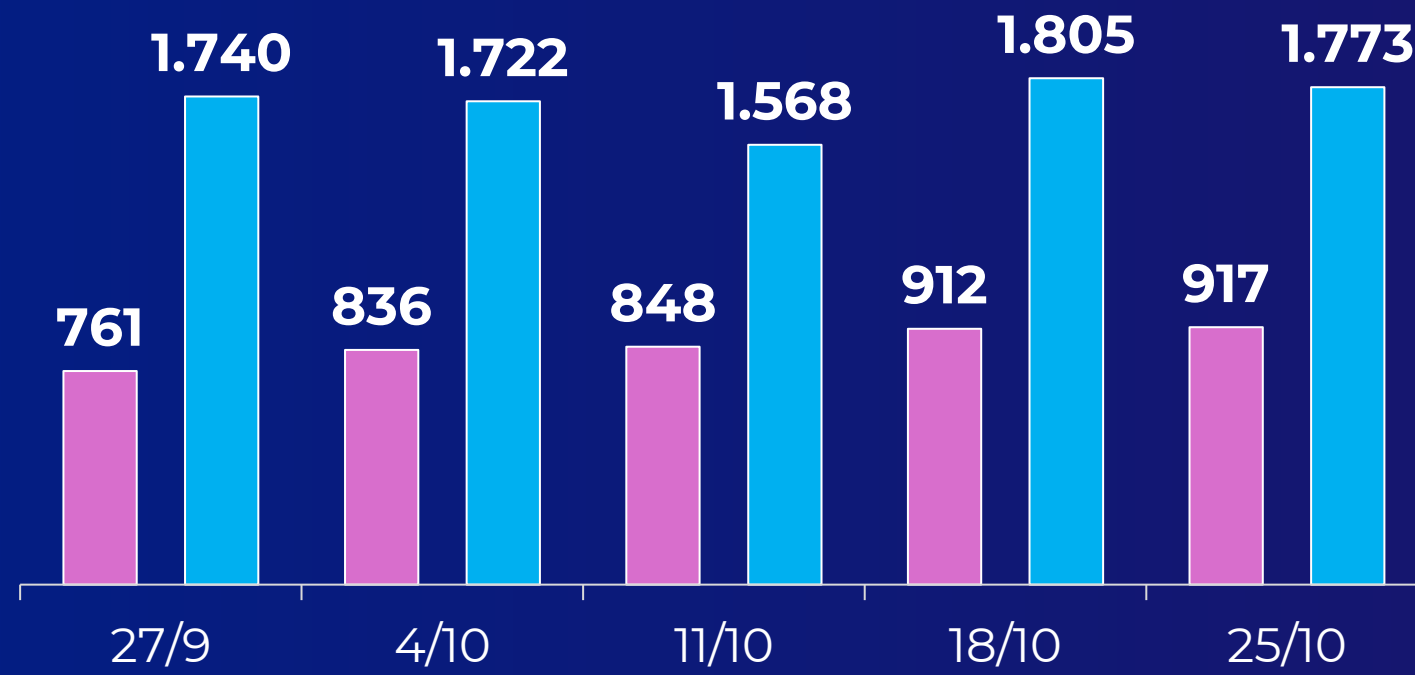
Share Donne 25-54 sabato 16.30-18.30



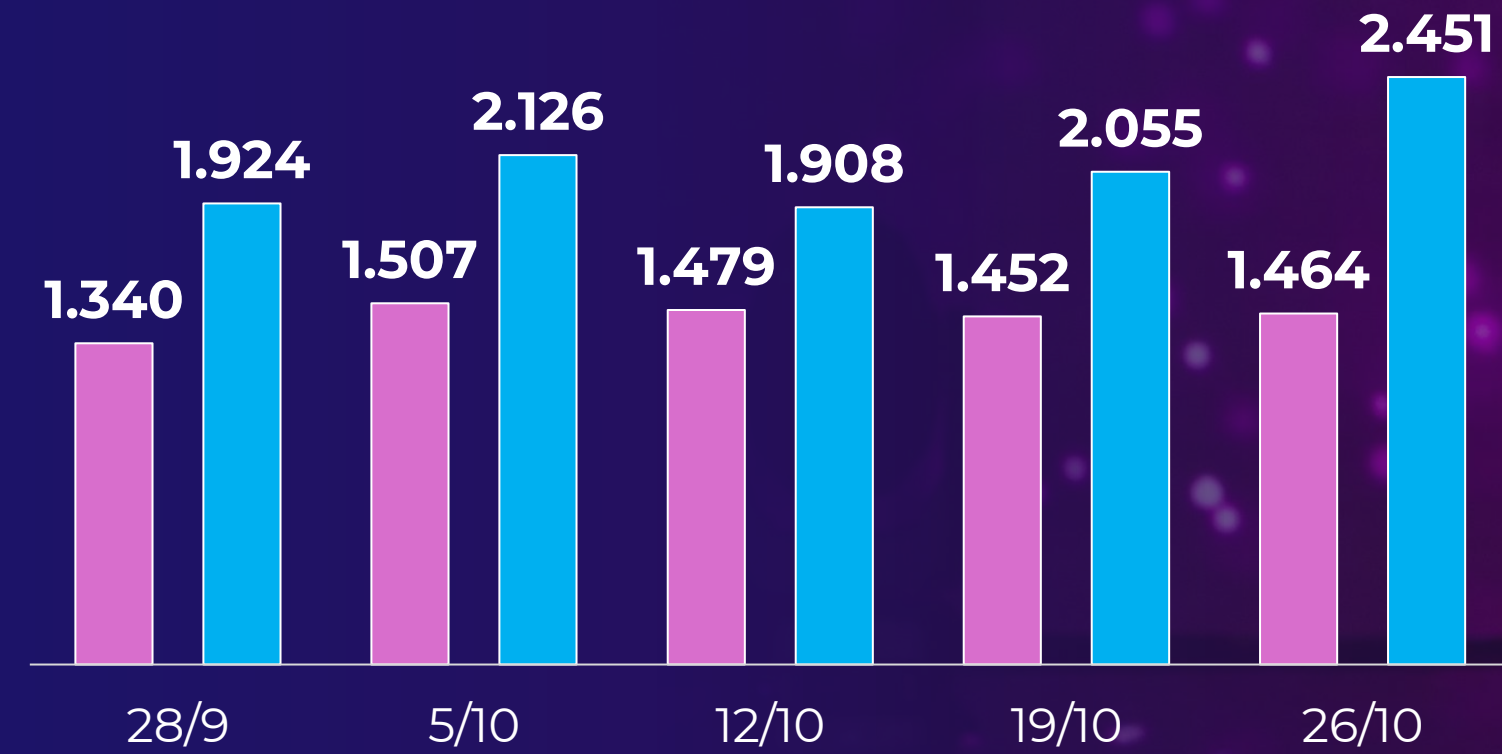
Share Donne 25-54 domenica 16.00-18.30



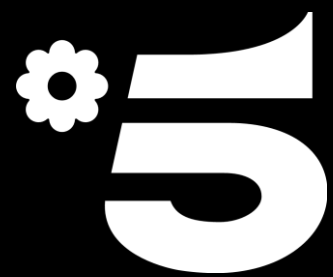
Amr Individui sabato 16.30-18.30



Amr Individui domenica 16.00-18.30



entertainment



PRIME TIME

GRANDE

FRATELLO

AUTUNNO 2025

2,1 MIO

AMR INDIVIDUI

16,2%

SHARE INDIVIDUI

23,2%

SHARE DONNE 25-54

64,0%

COMPOSIZIONE ADULTI 15-64

48,4% (BLANCA)

COMPOSIZIONE ADULTI 15-64



entertainment



PRIME TIME

10 CANTO FAMILY

AUTUNNO 2025

2,1 MIO

AMR INDIVIDUI

15,4%

SHARE INDIVIDUI

17,5%

SHARE DONNE



entertainment



LA NOTTE NEL CUORE



PRIME TIME

AUTUNNO 2025

2,2 MIO

AMR
INDIVIDUI

15,7%

SHARE
INDIVIDUI

19,7%

SHARE
DONNE



TRADIMENTO



PRIME TIME

AUTUNNO 2025

2,1 MIO

AMR
INDIVIDUI

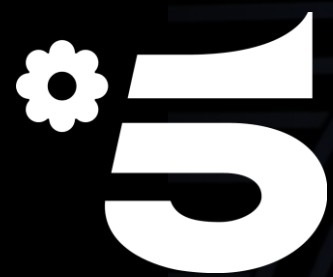
15,2%

SHARE
INDIVIDUI

18,6%

SHARE
DONNE

soap



ACCESS PRIME TIME



AUTUNNO 2025

4,8 MIO

AMR INDIVIDUI

24,8%

SHARE INDIVIDUI

26,7%

SHARE ADULTI 25-54

51,6%

COMPOSIZIONE ADULTI 15-64

RAI1 AFFARI TUOI

4,3 MIO

22,3%

15,8%

40,5%

entertainment



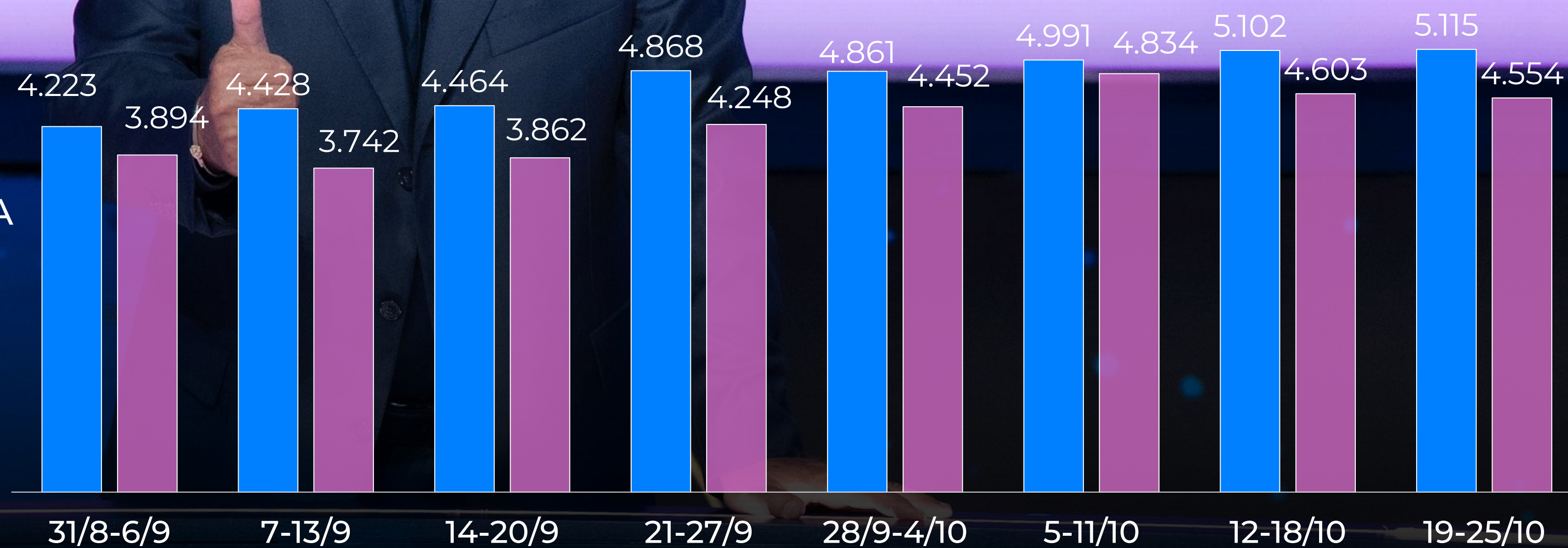
ACCESS PRIME TIME
LA MEDIA PER SETTIMANA



AMR INDIVIDUI

■ LA RUOTA DELLA FORTUNA

■ AFFARI TUOI



entertainment



PRESEALE AUTUNNO



AUTUNNO 2025

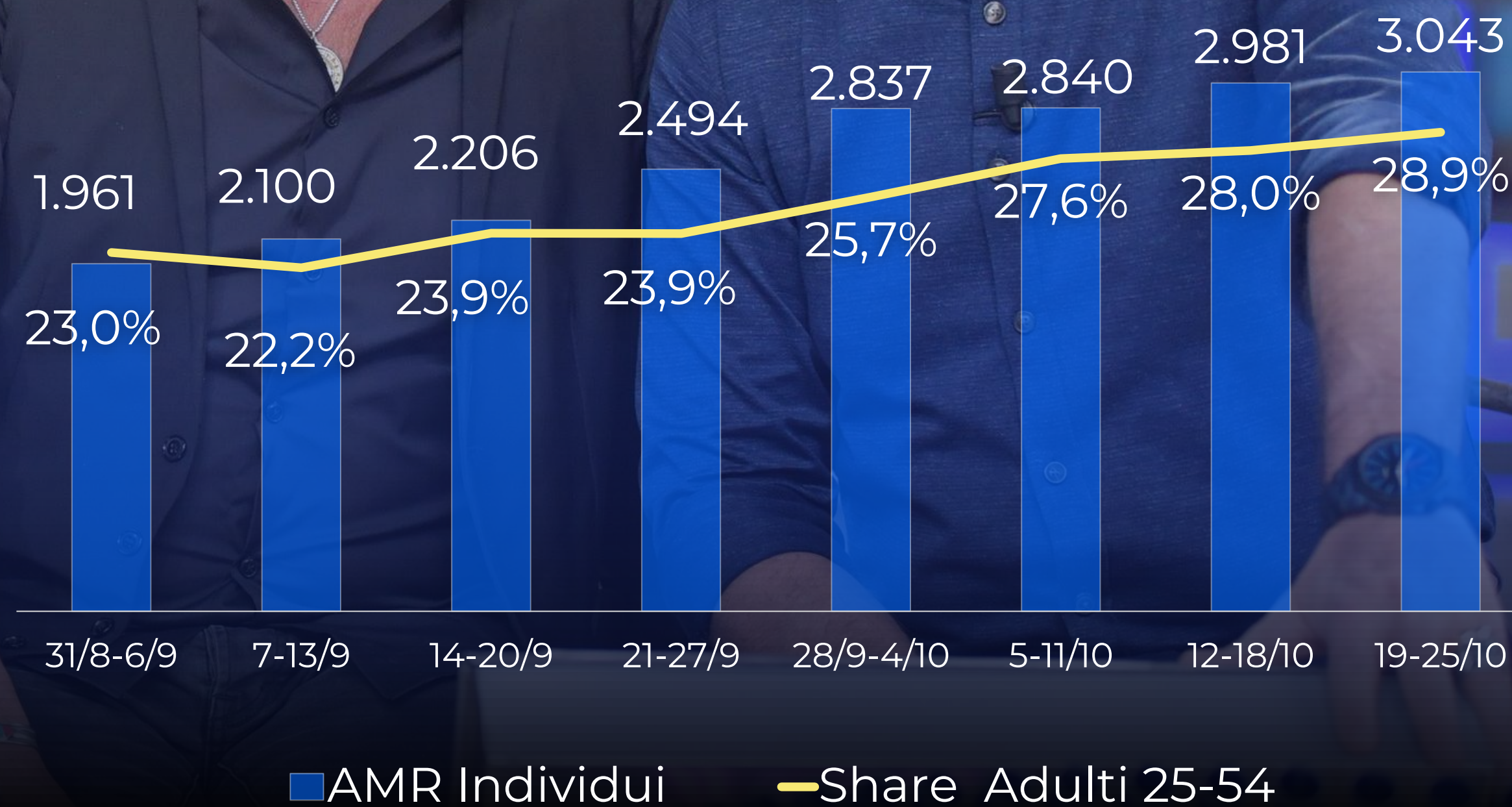
2,6 MIO
AMR INDIVIDUI

18,8%
SHARE INDIVIDUI

26,0%
SHARE ADULTI 25-54

54,3%

COMPOSIZIONE ADULTI 15-64



entertainment



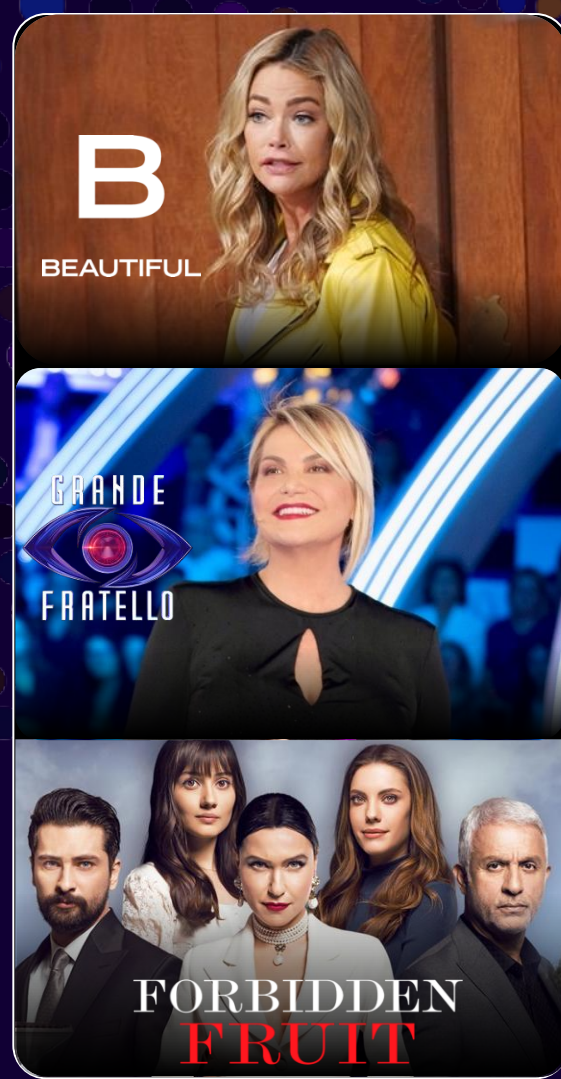
AUTUNNO 2025 DAY TIME



20,4



14,5



23,5



37,1



33,0



29,3



24,9



29,0

RAI 1 11,7

13,6

12,6

8,1

11,2

10,6

14,1

16,0

Individui 19,6

RAI 1 18,5

Donne 25-54 26,1

RAI 1 12,7



PRIME TIME

LE IENE PRESENTANO

INSIDE

AUTUNNO 2025

1,4 MIO

AMR INDIVIDUI

10,6%

SHARE INDIVIDUI

17,4%

SHARE ADULTI 15-34



entertainment



PRIME TIME



AUTUNNO 2025

1,1 MIO

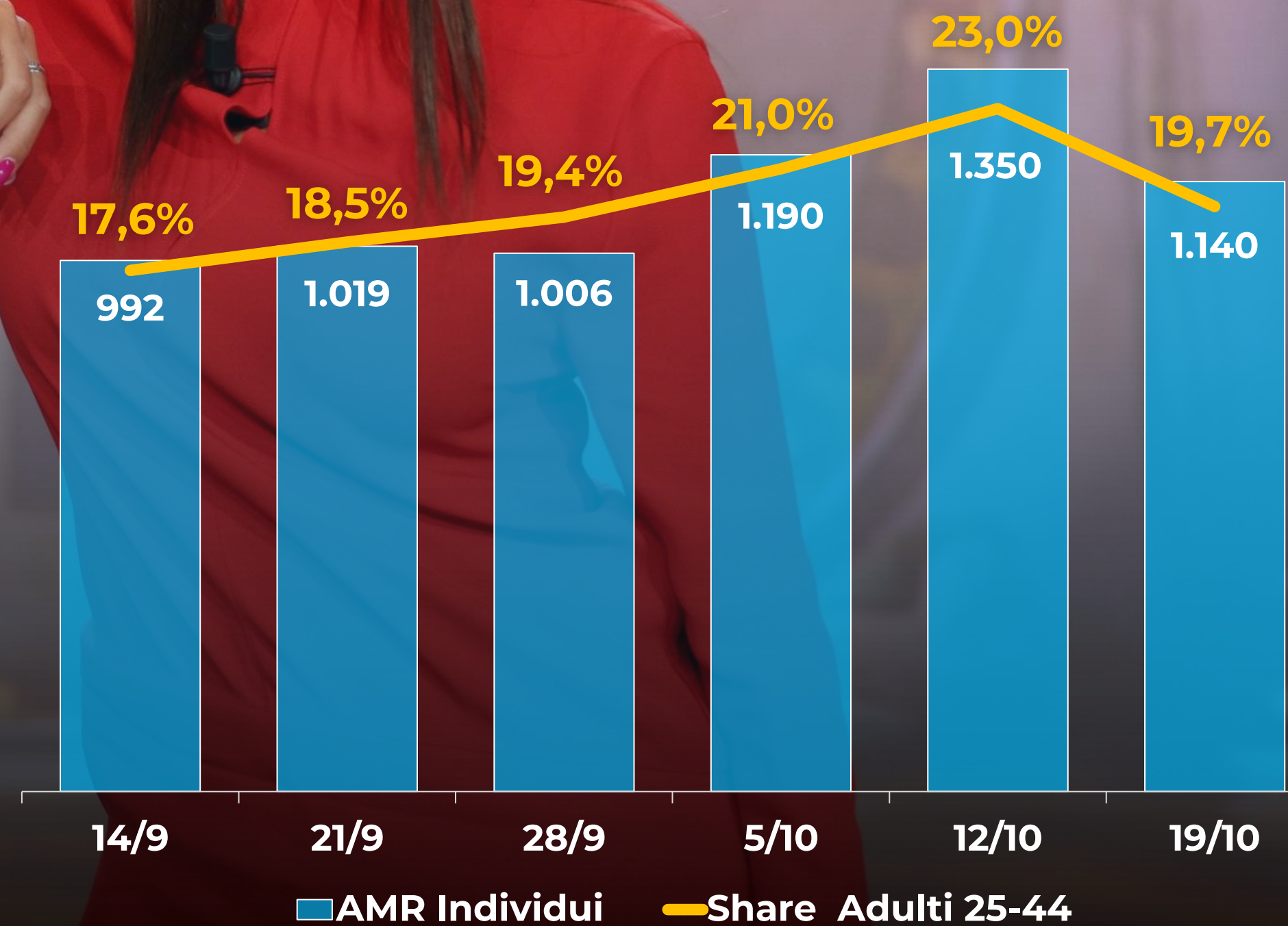
AMR INDIVIDUI

9,8%

SHARE INDIVIDUI

19,9%

SHARE ADULTI 25-44



entertainment

AGGIORNAMENTO ASCOLTI E DATE LA LIGA 25/26



LALIGA



REAL MADRID



BARCELLONA



IL CLASSICO
REAL MADRID
vs BARCELLONA



DOMENICA
26 ottobre
ore 16.15

AUTUNNO 2025

1,2 MIO
AMR **INDIVIDUI**

10,6%
SHARE **INDIVIDUI**

18,3%
SHARE **UOMINI 45+**

calcio

4

LUNEDÌ – VENERDÌ 19.30 – 19.40
LE NOVITÀ

10
MINUTI

AUTUNNO 2025

0,8 MIO
AMR INDIVIDUI

5,5%
SHARE INDIVIDUI

6,0%
SHARE ADULTI 45+

AUTUNNO 2024

0,7 MIO
AMR INDIVIDUI

4,5%
SHARE INDIVIDUI

4,8%
SHARE ADULTI 45+



infotainment



4 DI SERA

4

ACCESS PRIME TIME
LUNEDÌ - VENERDÌ

AUTUNNO 2025

0,9 MIO

AMR
INDIVIDUI

4,5%

SHARE
INDIVIDUI

5,1%

SHARE
ADULTI 45+



4 DI SERA
WEEKEND

4

ACCESS PRIME TIME
WEEKEND

AUTUNNO 2025

0,7 MIO

AMR
INDIVIDUI

4,0%

SHARE
INDIVIDUI

4,5%

SHARE
ADULTI 45+

infotainment

4

PRIME TIME AUTUNNO

I PROGRAMMI DI APPROFONDIMENTO

DOMENICA

LUNEDÌ

MARTEDÌ

MERCOLEDÌ

GIOVEDÌ

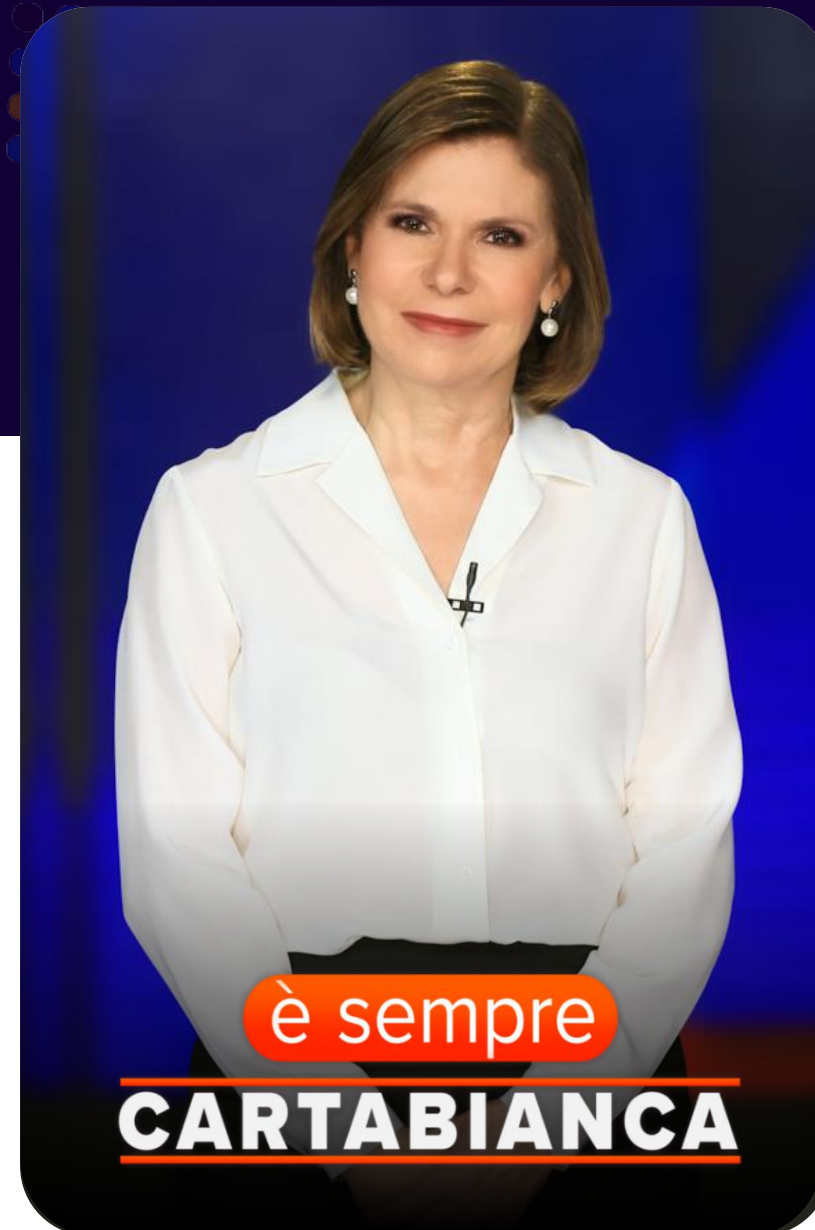
VENERDÌ



5,7%



5,9%



5,5%



4,1%



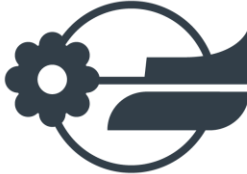
6,8%



11,3%
DONNE +45

AUTUNNO 2025 - ASCOLTI 24 ORE

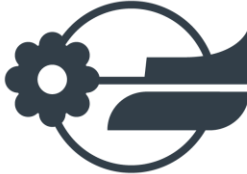
MEDIASET CONFERMA LA LEADERSHIP ASSOLUTA

	% Share Individui	Diff. Vs '24	% Share Adulti 15-64	Diff. Vs '24
 MEDIASET	38,1	+0,2	40,7	+0,4
RAI	34,7	+0,4	29,1	+0,5
W.B. DISCOVERY	9,1	-0,4	11,0	-0,8
SKY	7,6	-0,4	10,0	-0,6
LA7	4,8	+0,1	4,4	+0,2

31 agosto - 25 ottobre

AUTUNNO 2025 - ASCOLTI PRIME TIME

MEDIASET CONFERMA LA LEADERSHIP ASSOLUTA

	% Share Individui	Diff. Vs '24	% Share Adulti 15-64	Diff. Vs '24
 MEDIASET	39,7	+1,7	41,2	+0,8
RAI	33,6	+0,2	29,8	+0,4
W.B. DISCOVERY	8,3	-1,3	9,6	-1,3
SKY	8,2	-0,4	10,3	-0,3
LA7	5,9	-0,2	5,5	+0,1

31 agosto - 25 ottobre
Prime Time 21.00-23.30

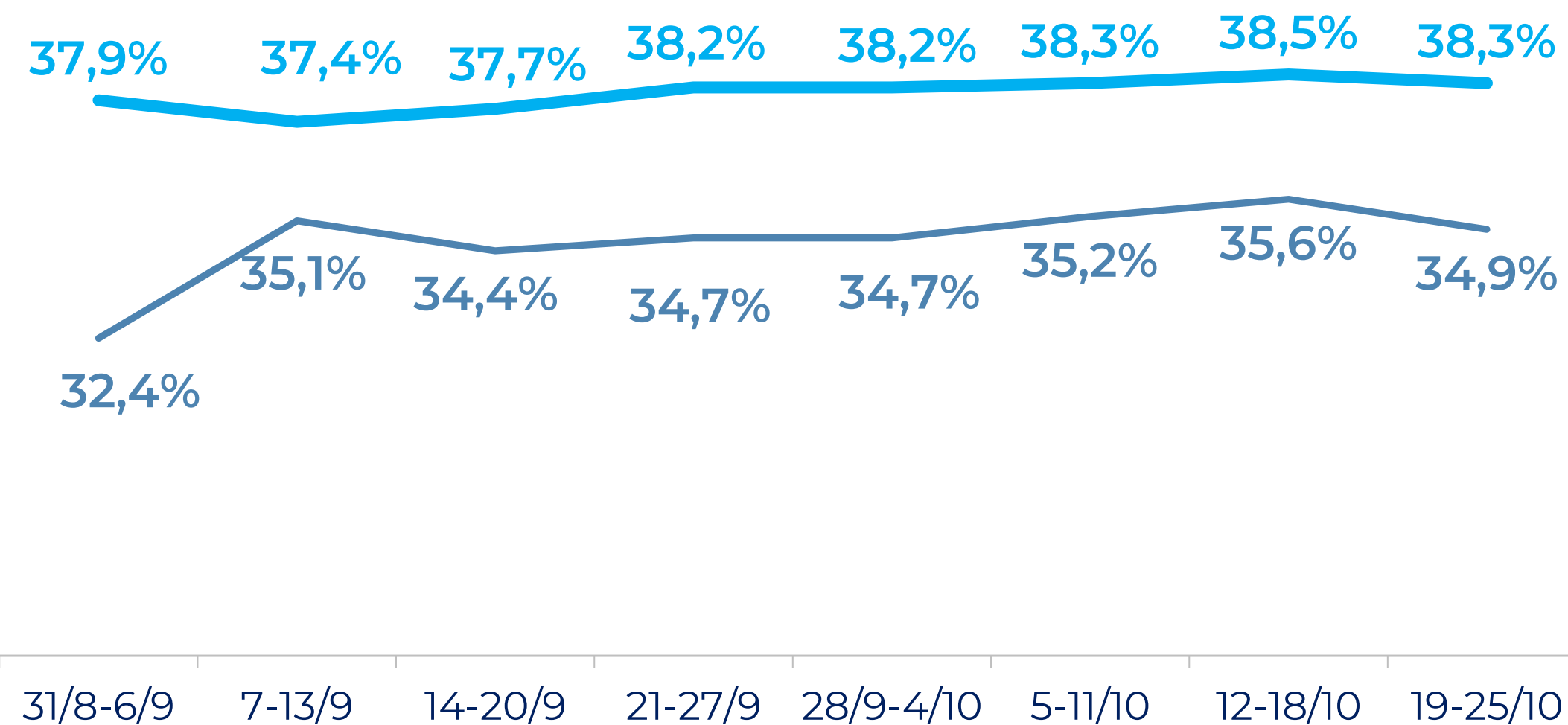
AUTUNNO 2025

ANDAMENTO PER SETTIMANA

Share Individui 24 ore



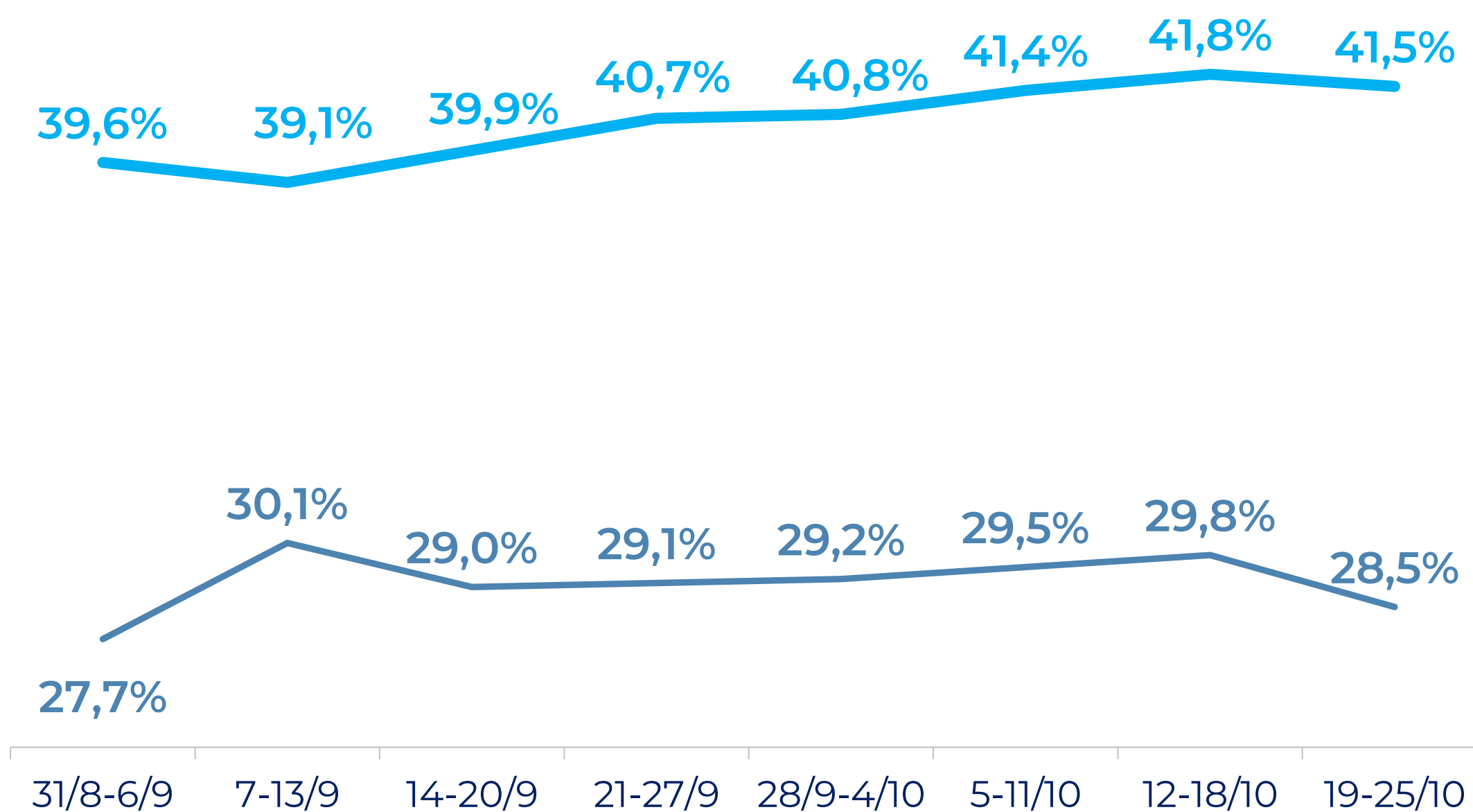
RAI



Share Adulti 15-64 24 ore



RAI



31 agosto – 25 ottobre

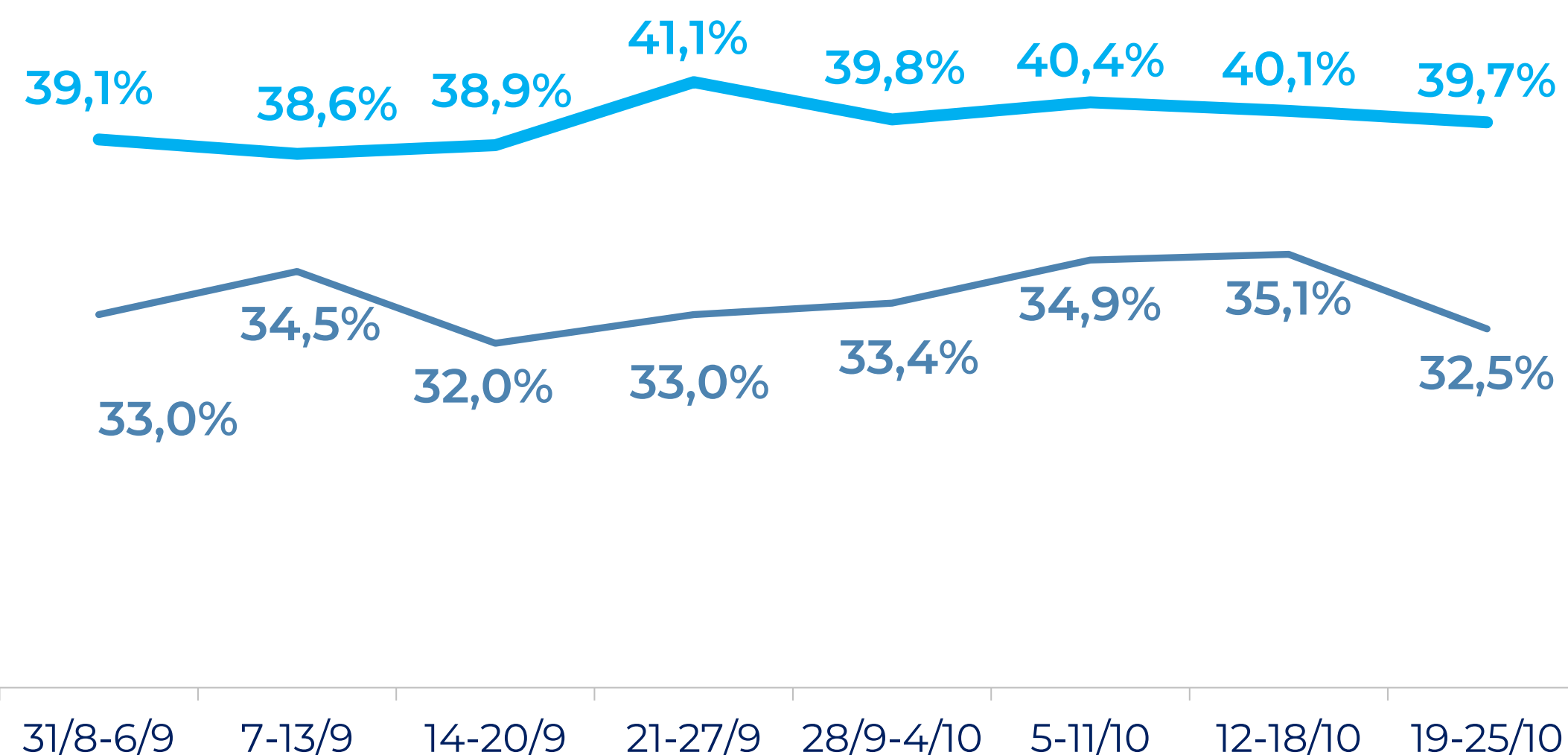
AUTUNNO 2025

ANDAMENTO PER SETTIMANA

Share Individui Prime time



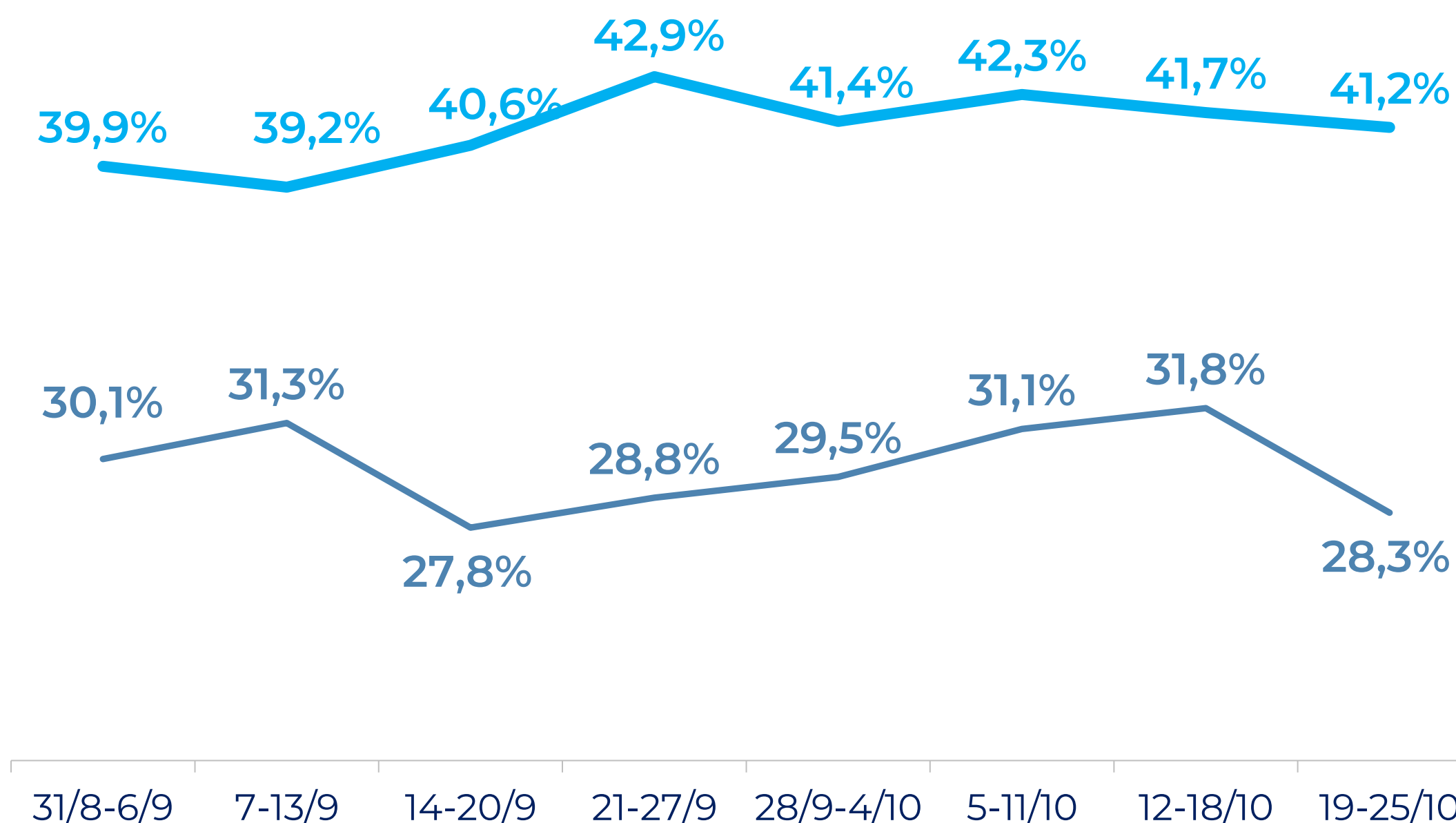
RAI



Share Adulti 15-64 Prime time



RAI



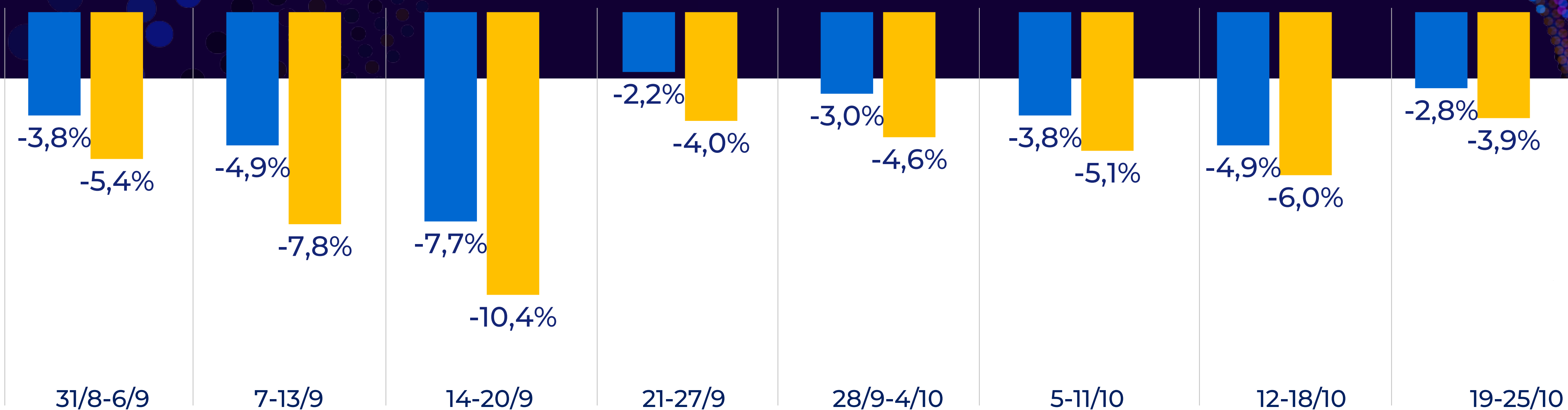
31 agosto - 25 ottobre
Prime Time 21.00-23.30



AUTUNNO 2025 IL TOTALE 24 ORE ASCOLTO PER SETTIMANA

■ INDIVIDUI -4,1%

■ ADULTI 15-64 ANNI -5,9%



31 agosto - 25 ottobre

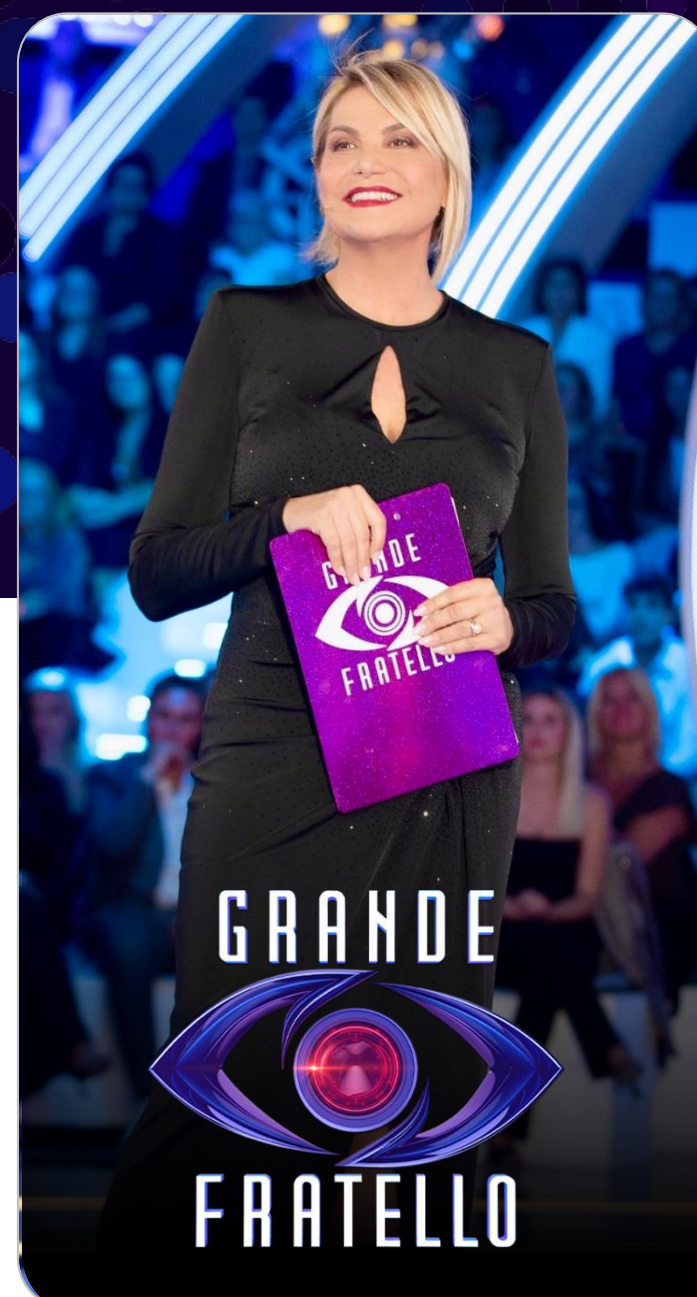


PRIME TIME
26 OTTOBRE - 1 NOVEMBRE 2025

DOMENICA



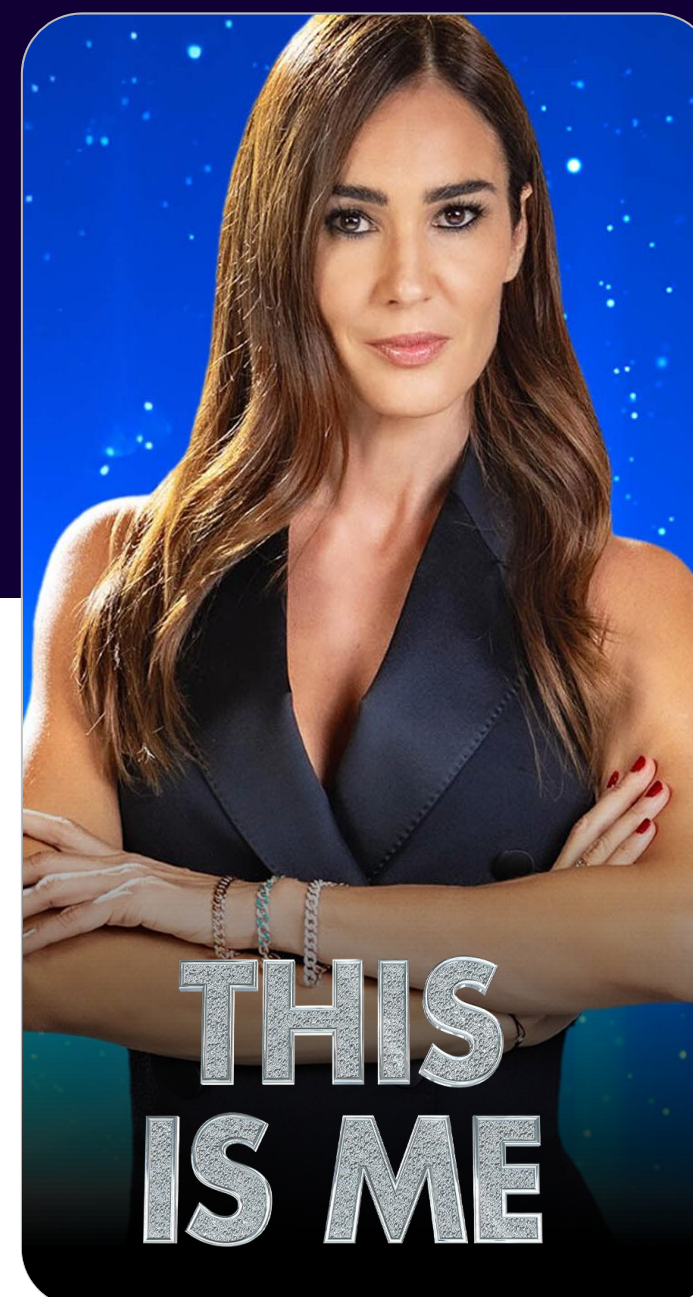
LUNEDÌ



MARTEDÌ



MERCOLEDÌ



GIOVEDÌ



VENERDÌ



SABATO



Prime time