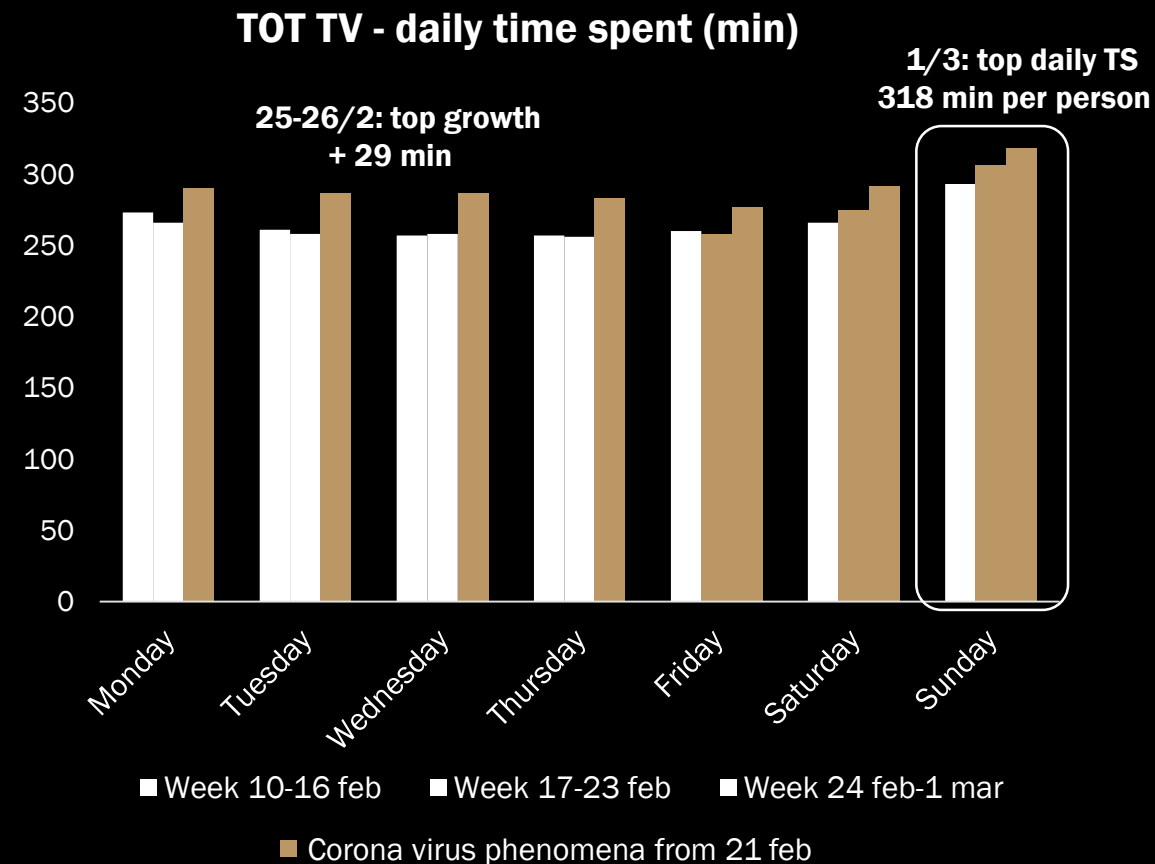
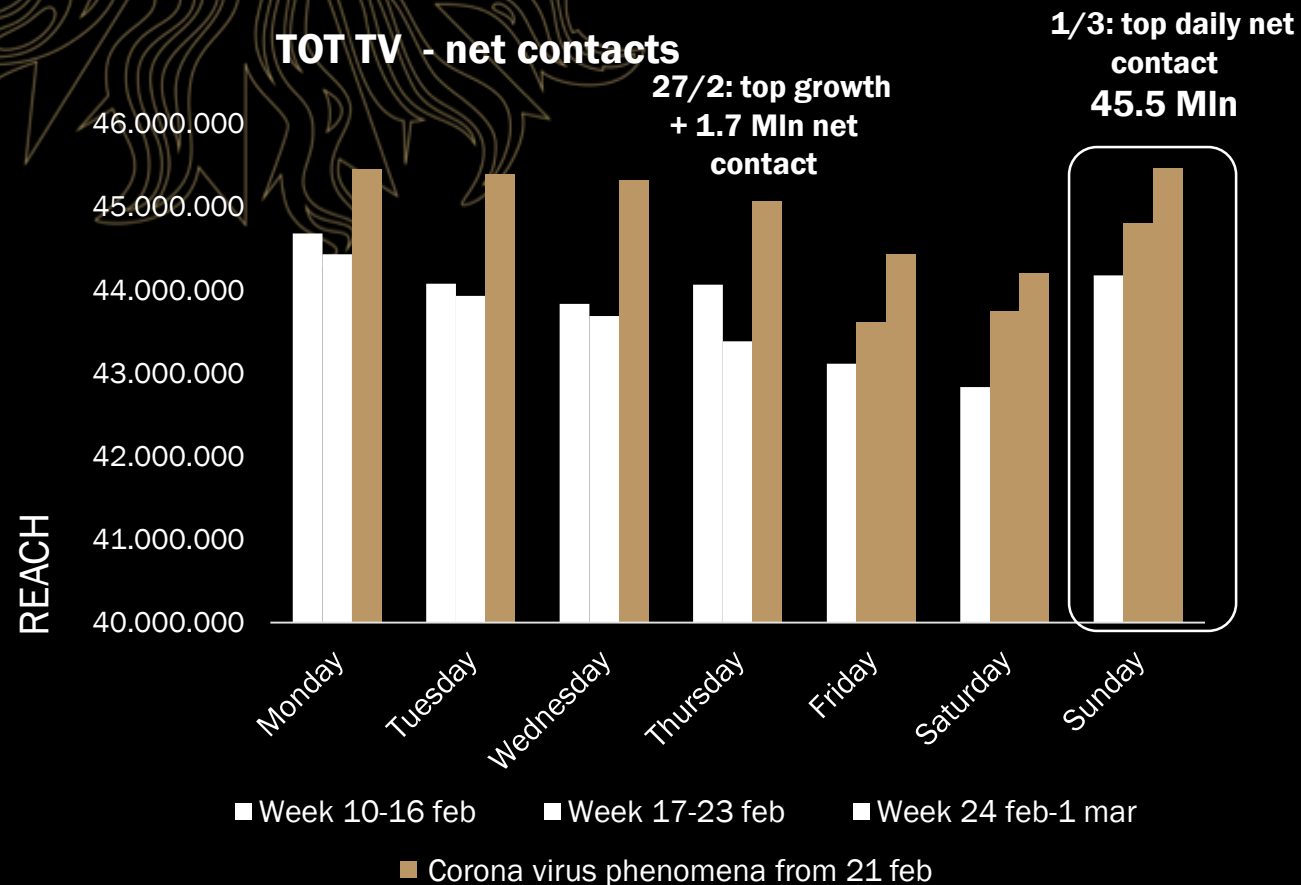


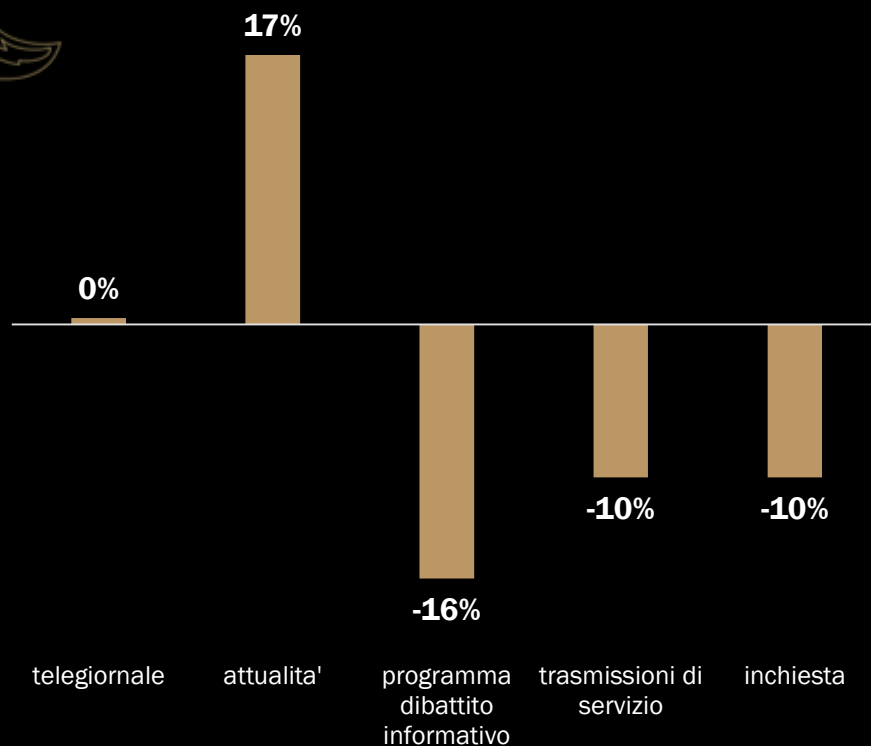
WE SEE A DAY BY DAY REMARKABLE GROWTH IN TV AUDIENCE AND TIME SPENT



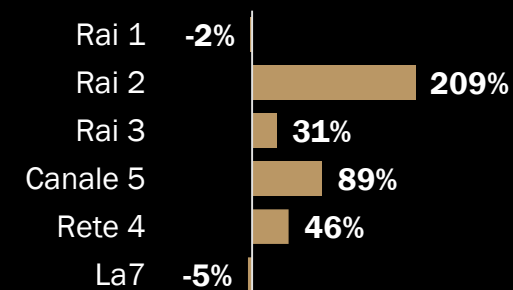
TV NEWS BOOMING IN THE LAST WEEKS

INFORMATIVE PROGRAMS DETAIL

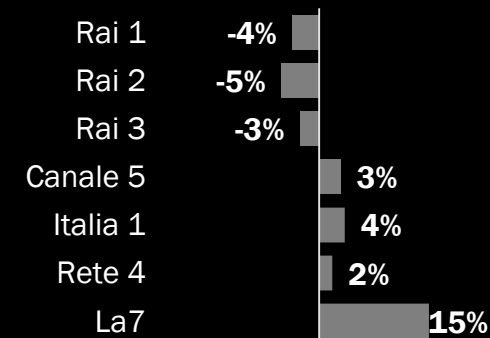
Var% minutes dedicated 21
feb-1 mar vs. 11-20 feb



Attualità*

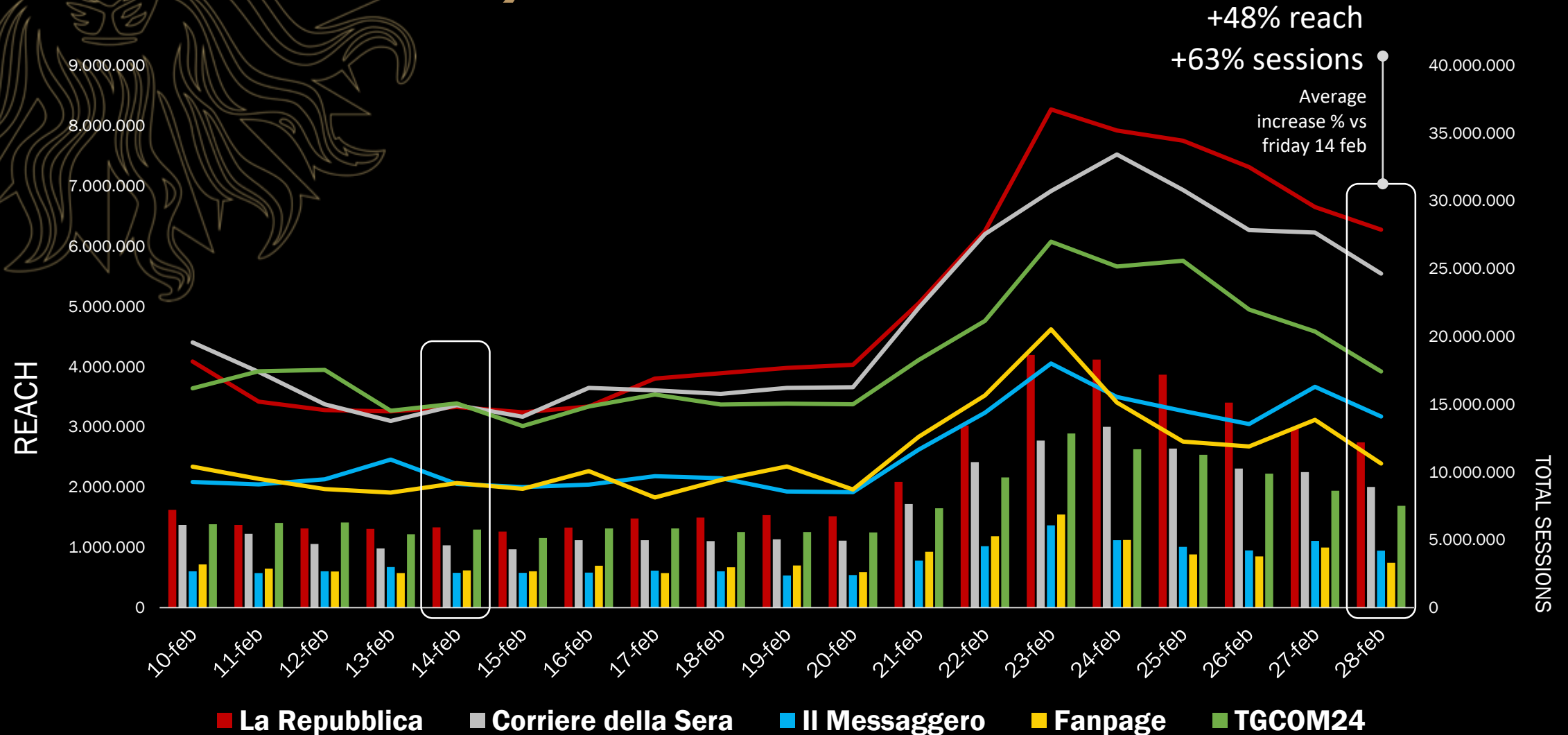


Telegiornale



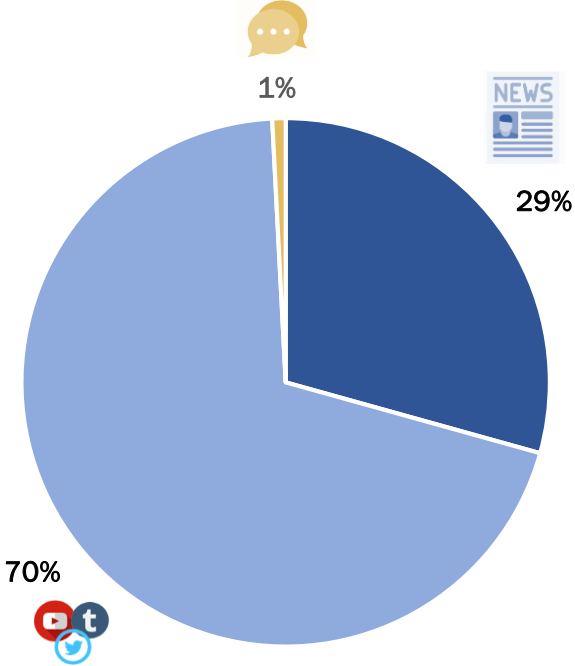
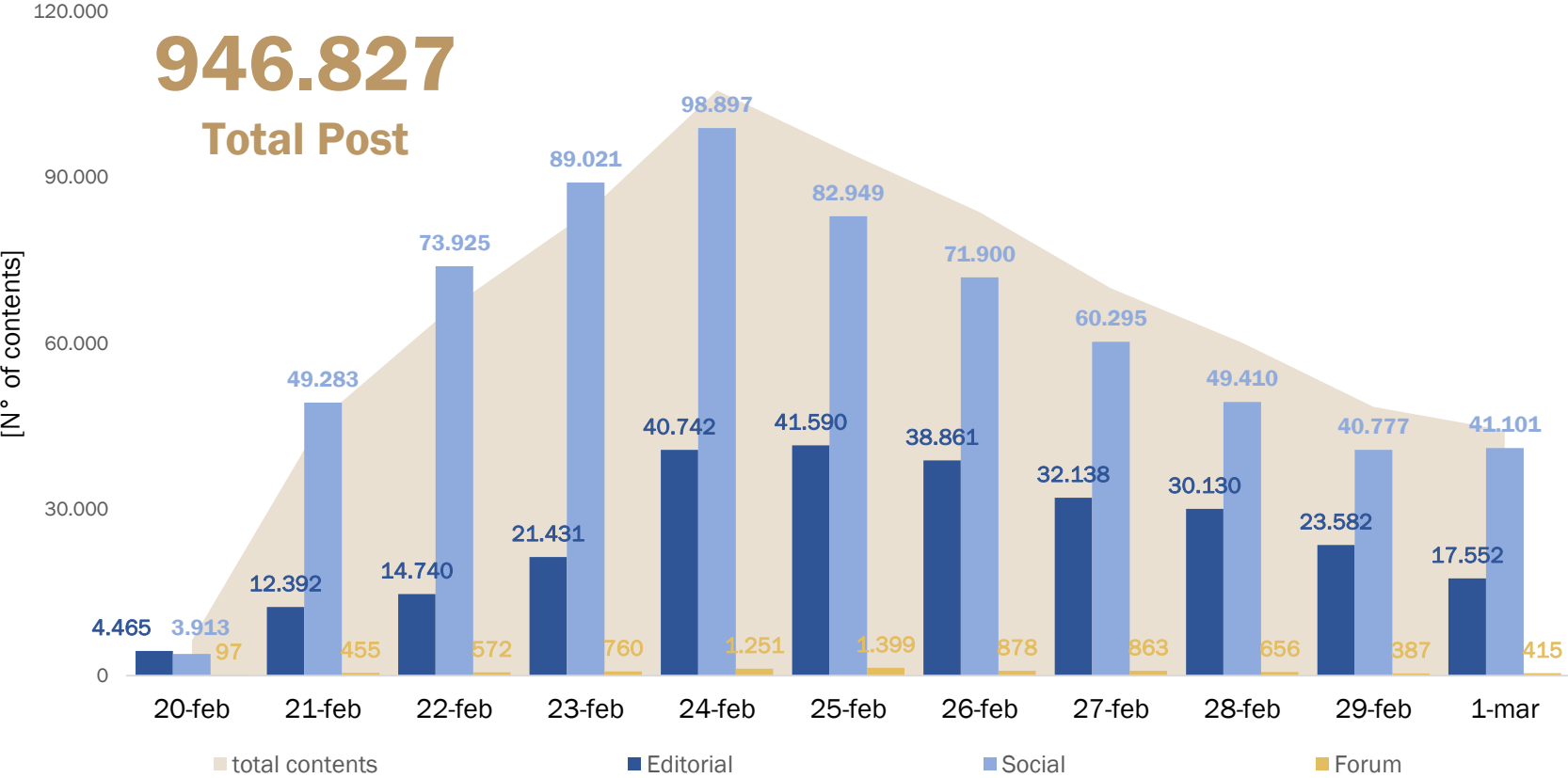
Source: Auditel Nielsen TAM data, Live+Vosdal, tot Individuals (minutes of programming by genre aired by T G1TV channels in Italy) . * Italia 1 non ha genere attualità nel suo palinsesto

TOP 5 ITALIAN NEWS WEBSITES: AFTER THE PEAK (FEB THE 23TH) ACCESSSES 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



Source: Crimson Hexagon February 20th – March 1st 2020