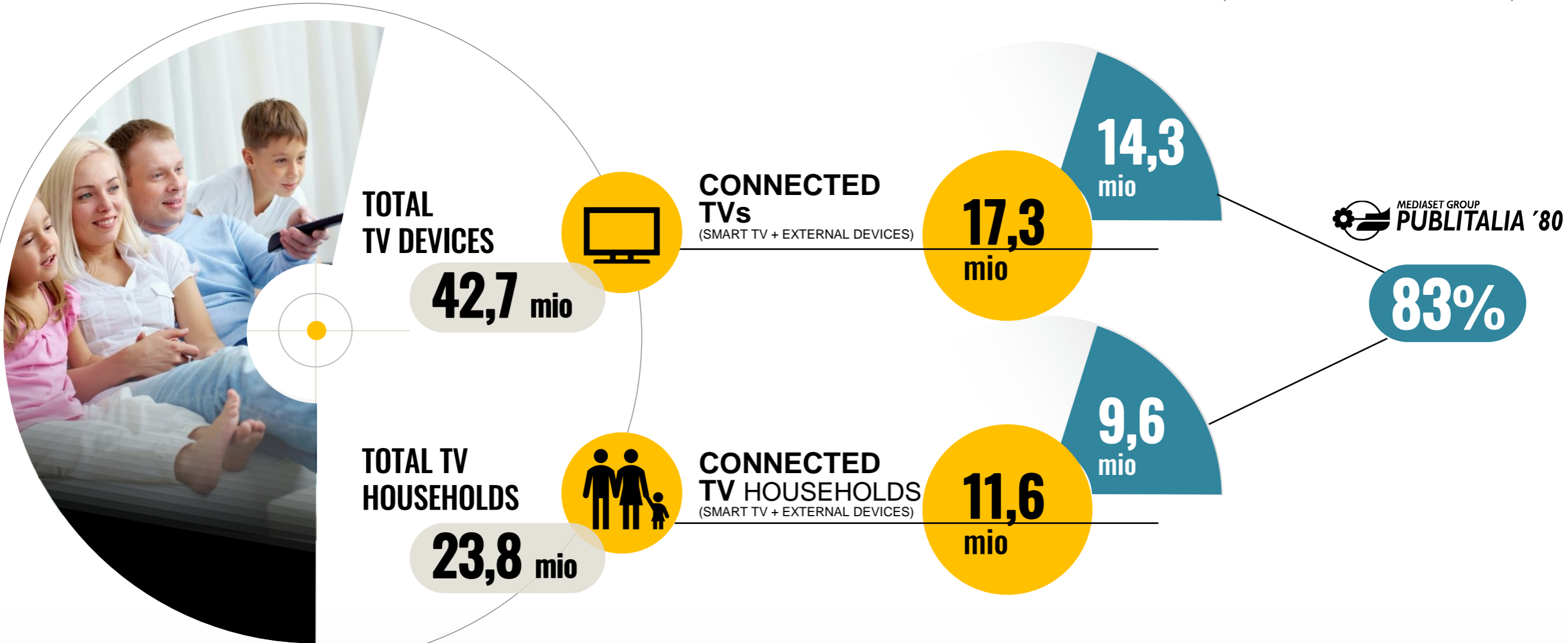




● Publitalia '80 Addressable TV Update

CONNECTED TV IN ITALY AND PUBLITALIA '80 ADDRESSABLE OFFER

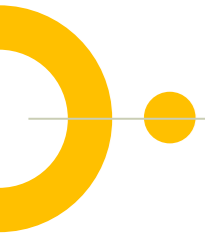
The 40% of the Italian households watch Mediaset channels from a connected TV set (smart TV or external devices)



MEDIASET GROUP
PUBLITALIA '80

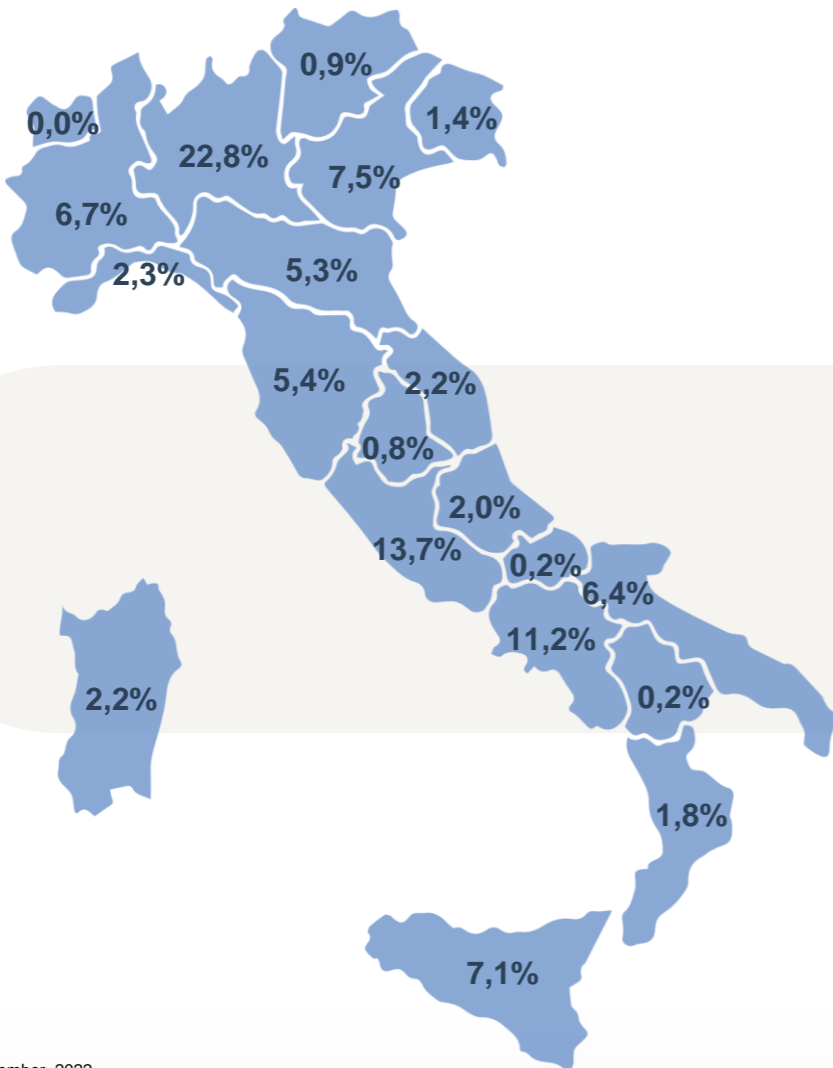
83%

Sources: company data – December 2022; Auditel base survey - MA 7-2/2022



ADD+PLUS

Publitalia '80 CTV offer - complementary to linear TV



14,3
mio



CONNECTED TVs

(SMART TVs OR THROUGH EXTERNAL DEVICES)
in Italy enabled to receive

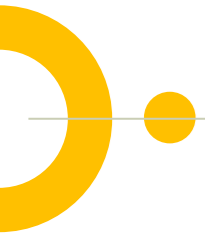


addressable formats

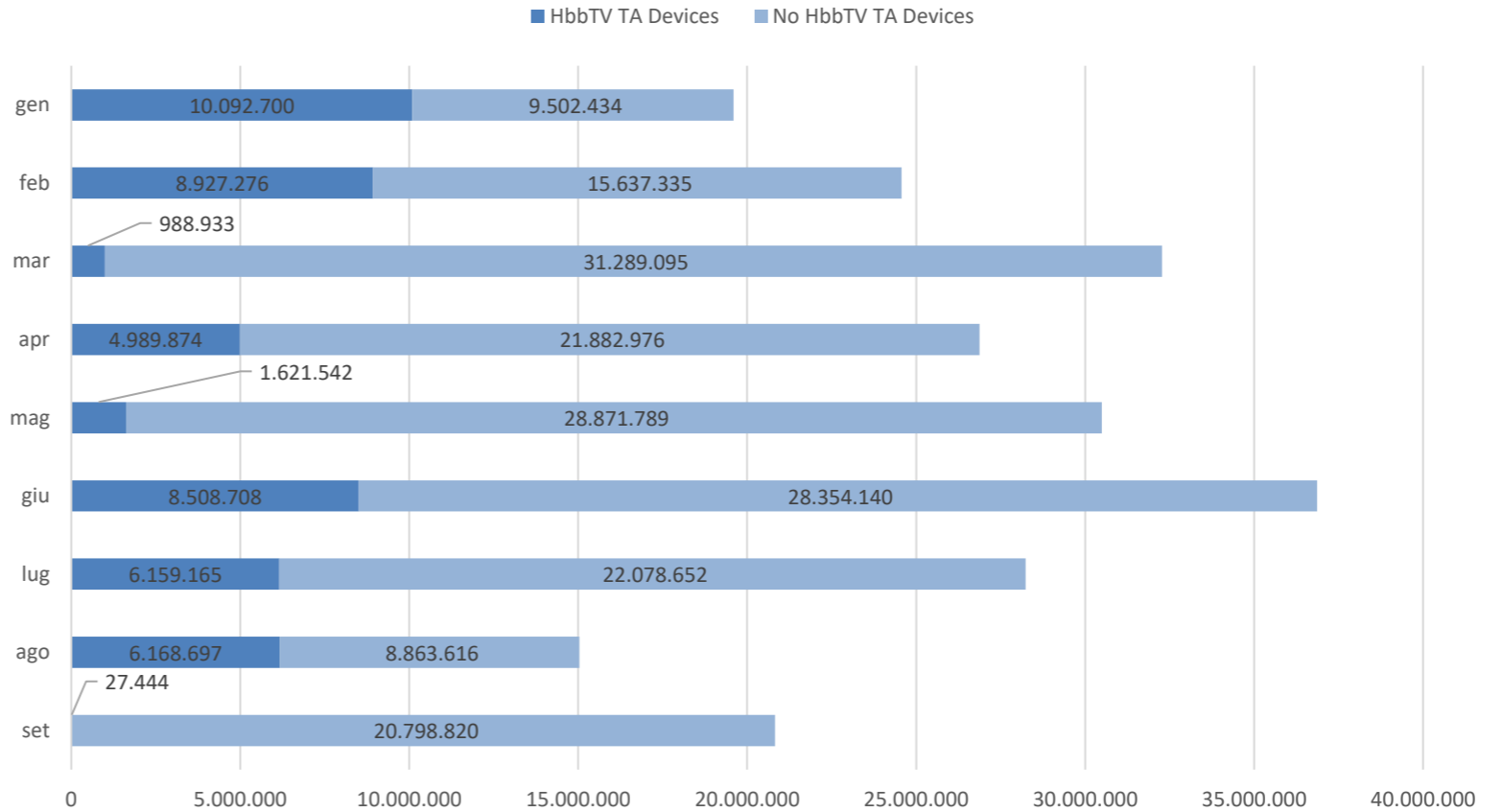
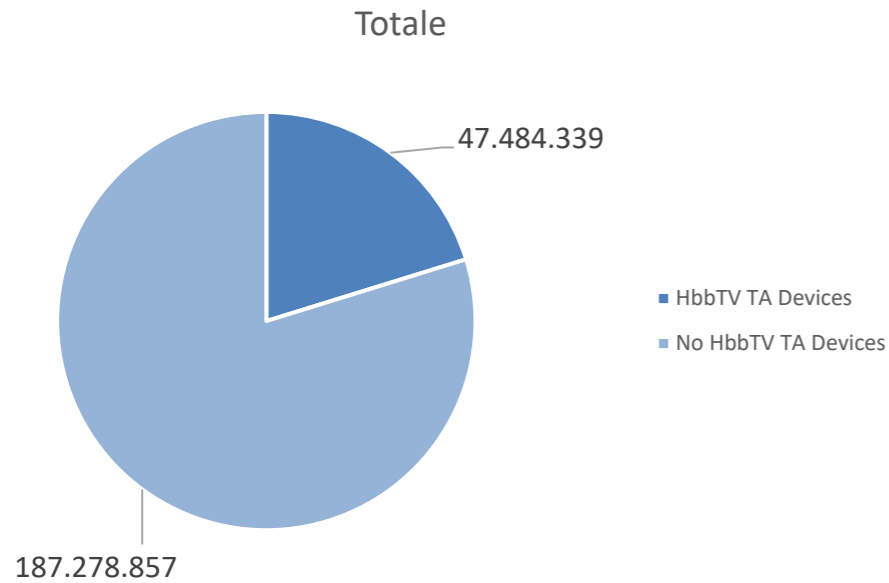
Mediaset Infinity is also available
in the App galleries of the main
platforms:



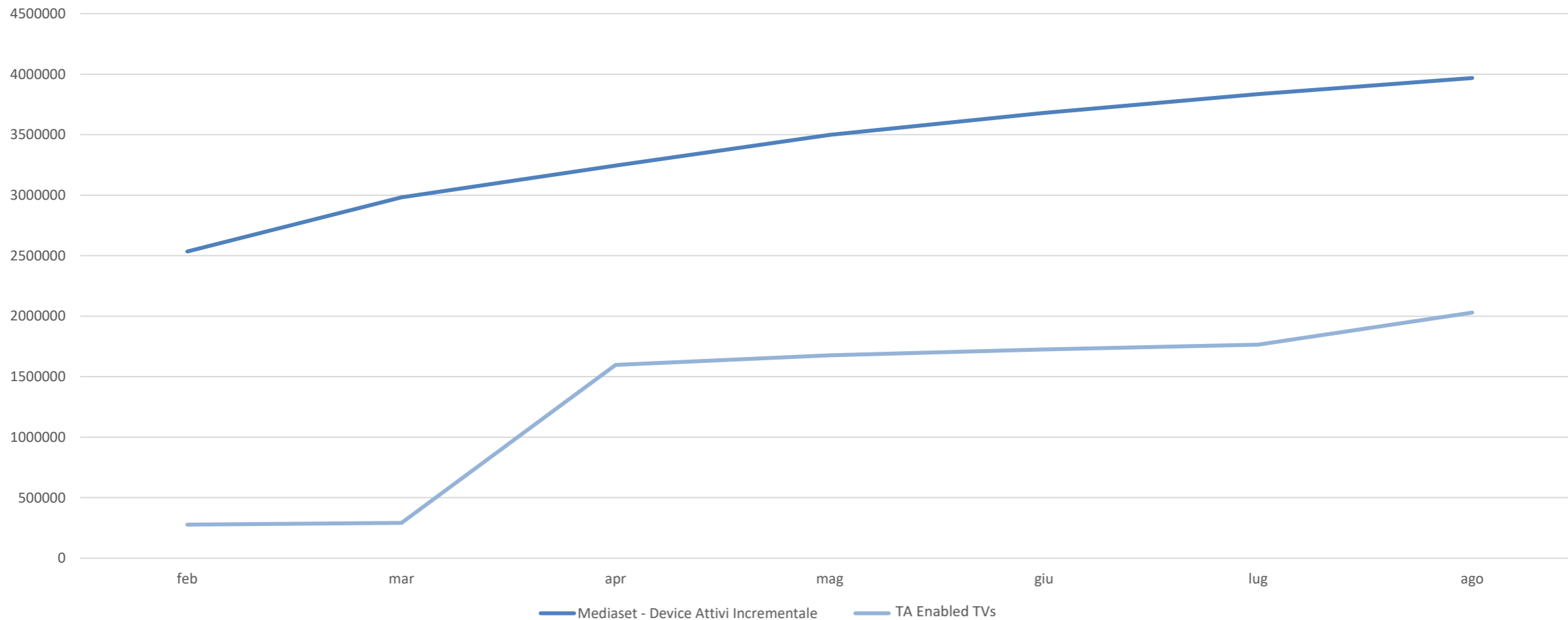
Sources: company data - December 2022



Traffic impressions TA vs No TA on Linear Addressable



Reach Video Linear Addressable



MEDIASET *AdManager*

SMB PLATFORM



Easy Access to CTV and HbbTV Inventory

NUOVA CAMPAGNA MEDIASET AdManager

✓ Dettagli campagna ✓ Target ✓ Prodotti ✓ Disponibilità e costi 5 Review e conferma

Review e conferma

Impressions 7,187,500	Reach stimata 3,411,290	Ampiezza del Target 5,074,167
Frequenza stimata 2.11	CPM € 16.00	Budget € 115,000

Media

Media
Campagna CTV

Dettagli Campagna [Modifica](#)

Campaign Review



Real time data monitoring

