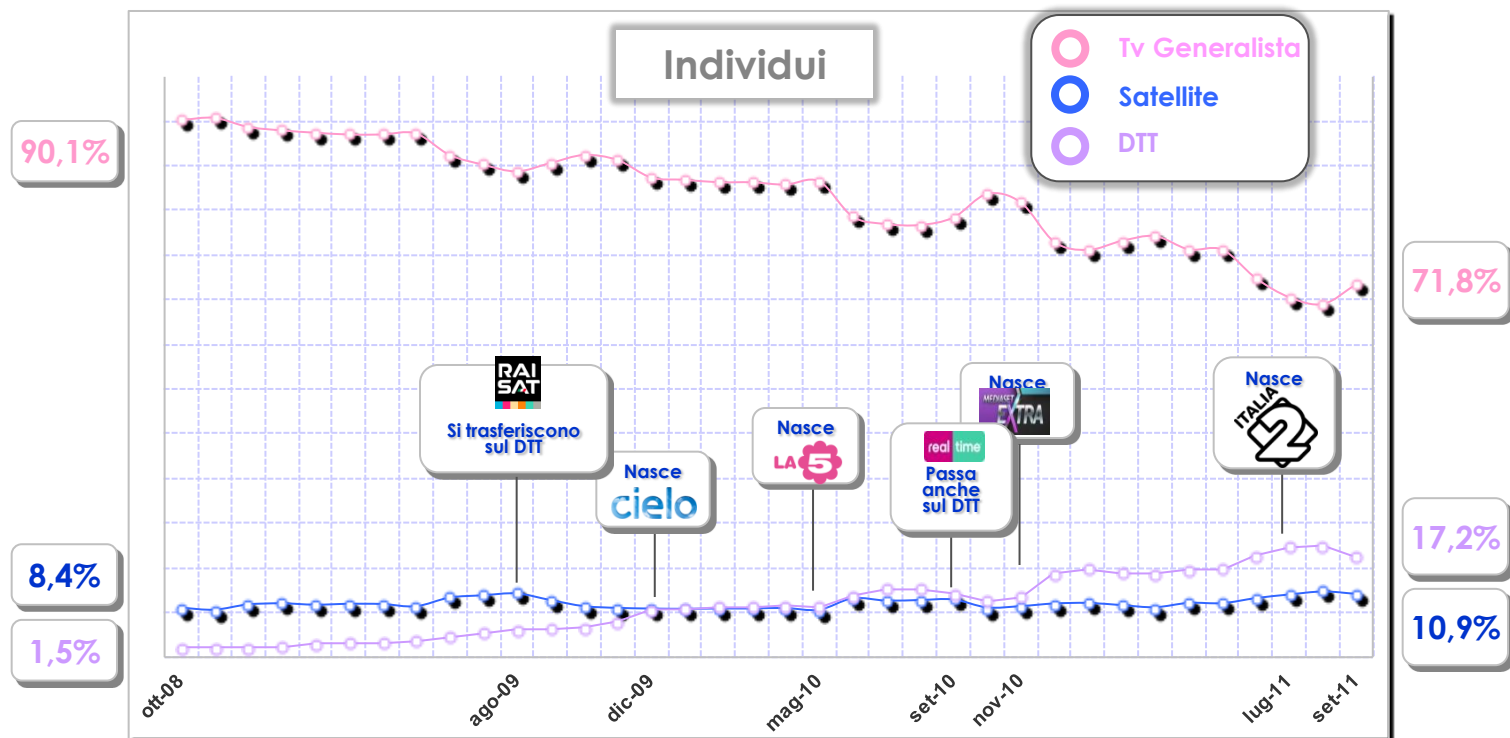


Il sistema televisivo si evolve, ma i ruoli sono già definiti



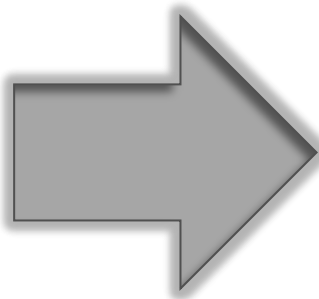
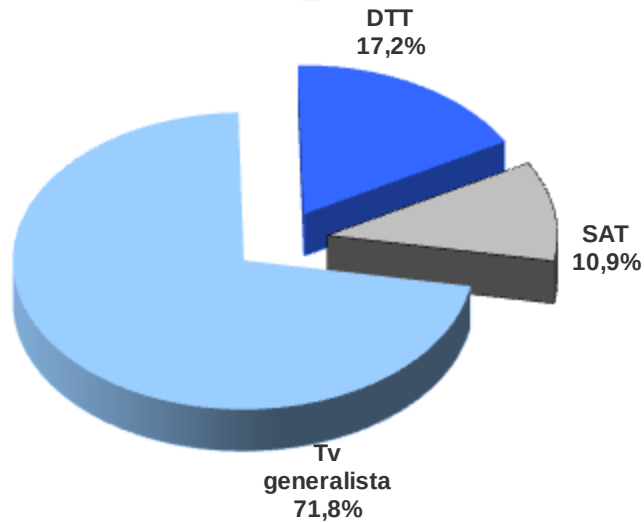
	RA		15-34	
○ Tv Generalista	92,5%	76,5%	84,8%	62,5%
○ Satellite	6,5%	8,3%	12,8%	16,1%
○ DTT	1,0%	15,2%	2,3%	21,4%
	OTT 08	SET 11	OTT 08	SET 11

Nell'Italia all digital, la Tv generalista lascia il passo al DTT

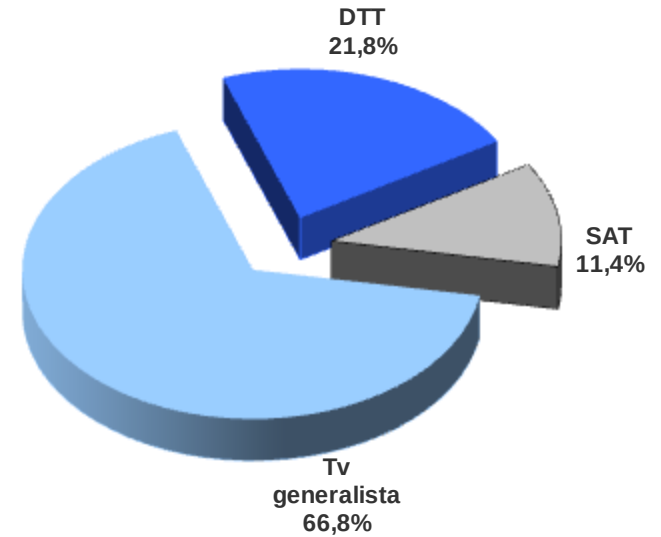
Totale Italia



Share %



Regioni All Digital



Prima serata: in molti davanti alla Tv generalista

