



Sintesi Mensile 1A
Emittenti Nazionali
Giorno mensile
Fasce standard
Dati Live + Voci ad + TS Cumulato +7

Dicembre 2018 (dal 02/12/18 al 29/12/18) **Target Individui + (58.622.854)**

	02.00	07.00	09.00	12.00	15.00	18.00	20.30	22.30	25.59
Rai 1	AM 1.724.045	1.055.623	1.200.369	2.070.750	1.636.229	3.410.484	4.474.804	1.832.858	
	SH 16.47	19.55	14.14	15.25	13.07	19.09	18.64	15.57	
	PE 2.94	1.80	2.05	3.54	2.79	5.82	7.94	3.13	
Rai 2	AM 127.260	127.260	319.260	1.200.260	783.177	833.260	1.511.260	703.260	
	SH 1.07	0.22	0.54	2.05	1.34	1.39	2.60	1.21	
	PE 780.292	451.330	407.889	1.156.346	974.763	1.623.479	1.482.831	699.260	
Rai 3	AM 156.126	46.789	68.285	152.564	121.749	160.985	303.130	182.490	
	SH 0.22	0.08	0.12	0.26	0.21	0.27	0.60	0.31	
	PE 155.904	46.701	68.163	152.298	121.538	160.708	302.530	182.180	
Rai 4	AM 54.390	21.368	33.753	62.260	94.064	48.194	115.960	57.875	
	SH 0.52	0.40	0.46	0.61	0.75	0.27	0.47	0.37	
	PE 53.870	20.968	33.287	61.650	93.309	47.917	115.483	57.500	
Rai Sport	AM 54.708	13.855	53.714	116.536	58.508	83.695	109.994	41.221	
	SH 0.09	0.02	0.09	0.20	0.10	0.14	0.19	0.07	
	PE 54.619	13.833	53.625	116.336	58.408	83.551	109.805	41.154	
Rai News 24	AM 68.194	120.018	92.273	75.754	63.156	65.272	50.871	65.664	
	SH 0.15	0.22	0.30	0.25	0.20	0.17	0.13	0.15	
	PE 68.040	119.798	91.973	75.500	62.956	64.955	50.740	65.510	
Rai Scuola	AM 3.963	1.251	1.558	2.798	3.992	3.363	9.329	5.897	
	SH 0.03	0.02	0.02	0.02	0.03	0.02	0.04	0.05	
	PE 3.930	1.229	1.536	2.776	3.960	3.341	9.285	5.842	
Rai Storia	AM 24.122	12.402	14.048	20.085	30.379	28.189	63.002	34.484	
	SH 0.23	0.23	0.21	0.15	0.24	0.16	0.26	0.29	
	PE 23.890	12.179	13.827	19.930	30.135	27.973	62.736	34.185	
Rai Gulp	AM 29.515	25.011	32.966	37.910	36.844	52.826	64.331	16.000	
	SH 0.28	0.47	0.50	0.28	0.29	0.30	0.27	0.14	
	PE 29.230	24.534	32.466	37.632	36.565	52.526	64.054	15.856	
Rai Movie	AM 115.937	43.176	71.796	116.801	153.079	169.321	285.635	152.962	
	SH 1.10	0.80	1.09	0.86	1.22	0.95	1.19	1.30	
	PE 114.837	42.376	70.697	115.915	151.859	168.366	284.446	151.662	
Rai Premium	AM 1.300	1.18	1.16	1.23	1.44	1.35	1.32	1.44	
	SH 0.20	0.11	0.13	0.04	0.31	0.41	0.54	0.29	
	PE 1.080	1.07	1.03	1.19	1.13	0.94	0.78	1.15	
Rai YoYo	AM 130.024	108.081	150.287	180.857	168.285	200.238	234.568	172.568	
	SH 1.24	2.00	2.28	1.33	1.34	1.63	0.97	0.42	
	PE 128.780	106.081	148.009	179.524	166.944	198.601	233.591	172.126	
TOTALE RAI	AM 3.978.936	2.688.003	2.521.461	5.541.768	4.304.032	7.199.198	9.119.260	4.013.260	
	SH 31.95	38.70	38.43	49.22	37.17	42.28	37.46	31.23	
	PE 3.947	3.57	4.30	5.11	3.94	12.28	15.56	6.85	
Canale 5	AM 1.560.500	877.095	704.681	2.204.540	2.128.633	3.125.000	3.563.263	1.308.583	
	SH 14.81	16.24	15.89	18.19	17.01	17.41	14.83	14.33	
	PE 1.545	1.90	1.20	3.76	3.63	5.33	6.08	2.23	
Italia 1	AM 482.935	131.002	165.185	820.190	450.545	598.262	1.221.191	800.436	
	SH 2.43	0.81	1.05	6.02	3.30	4.26	5.08	3.98	
	PE 480.502	130.191	164.130	814.188	447.245	594.006	1.216.113	796.458	
Rete 4	AM 386.709	89.313	198.098	541.026	458.270	618.678	962.202	504.143	
	SH 3.69	1.65	2.99	3.97	3.86	3.46	4.13	3.26	
	PE 373.019	87.658	195.100	537.050	454.404	615.212	958.069	499.883	
Bong	AM 60.450	55.888	61.622	94.724	80.782	110.330	78.805	37.896	
	SH 0.58	1.03	0.93	0.70	0.85	0.62	0.33	0.32	
	PE 59.870	54.857	60.690	94.024	79.927	109.708	78.472	37.564	
Cartoonito	AM 67.000	65.864	89.130	91.533	87.878	122.886	90.635	38.737	
	SH 0.64	1.22	1.35	0.67	0.70	0.69	0.38	0.33	
	PE 66.360	64.642	87.780	90.866	87.170	122.190	89.252	38.404	
Ita	AM 122.990	49.013	62.707	104.452	138.590	158.106	356.016	201.302	
	SH 1.17	0.91	0.95	0.77	1.11	0.88	1.48	1.71	
	PE 121.820	48.102	61.752	103.682	137.480	157.228	354.538	199.591	
La5	AM 73.792	34.591	44.469	43.068	39.321	94.344	275.277	129.119	
	SH 0.70	0.84	0.67	0.31	0.31	0.53	1.15	1.10	
	PE 73.092	33.751	43.792	42.757	39.010	93.811	274.126	128.019	
Italia 2 Mediaset	AM 1.110	1.06	0.98	0.97	0.97	0.16	0.47	0.22	
	SH 0.13	0.13	0.13	0.13	0.13	0.03	0.03	0.03	
	PE 1.097	1.047	0.85	0.84	0.84	0.13	0.44	0.19	
Tsp Crime	AM 407.887	61.301	111.741	111.741	130.074	148.883	207.023	172.568	
	SH 0.02	0.79	0.63	0.82	1.04	0.79	0.84	1.54	
	PE 407.865	60.510	111.110	110.919	129.030	148.094	206.179	171.024	
Mediaset Extra	AM 42.199	16.791	18.330	49.432	50.811	56.275	88.300	78.830	
	SH 0.40	0.31	0.30	0.30	0.30	0.30	0.30	0.30	
	PE 41.799	16.480	18.030	49.132	50.511	55.975	88.000	78.530	
20	AM 86.881	26.905	43.830	81.260	87.136	127.882	230.022	150.386	
	SH 0.83	0.50	0.60	0.60	0.70	0.70	0.80	0.80	
	PE 86.050	26.405	43.230	80.660	86.436	127.182	229.222	149.586	
Foous	AM 57.991	28.070	38.720	53.940	74.547	81.454	106.588	82.500	
	SH 0.55	0.40	0.45	0.45	0.45	0.45	0.45	0.45	
	PE 57.440	27.670	38.270	53.490	74.092	81.009	106.143	82.055	
Tgcom 24	AM 39.801	58.870	50.184	69.881	39.534	52.992	26.474	27.175	
	SH 0.38	0.38	0.38	0.38	0.38	0.38	0.38	0.38	
	PE 39.421	58.490	49.800	69.503	39.150	52.614	26.086	26.787	
TOTALE MEDIASET	AM 3.092.291	1.475.787	1.540.658	4.284.773	3.776.340	5.305.003	7.265.916	3.556.219	
	SH 29.52	27.33	23.29	33.33	30.17	29.89	30.24	30.80	
	PE 3.062	2.452	2.403	4.940	3.644	5.009	6.259	3.405	
La7	AM 358.954	222.282	270.033	430.233	280.725	851.748	1.045.816	445.228	
	SH 3.43	4.12	4.08	3.16	2.24	3.09	4.35	3.74	
	PE 355.520	218.170	265.955	427.067	278.481	848.639	1.042.082	441.484	
La7s	AM 62.178	20.420	37.981	51.106	83.836	45.799	94.123	94.489	
	SH 0.50	0.38	0.57	0.38	0.67	0.26	0.39	0.80	
	PE 61.678	19.942	37.404	50.728	83.160	45.533	93.734	93.689	
TOTALE LA7	AM 411.132	242.702	308.014	481.339	364.562	907.548	1.139.939	539.717	
	SH 3.93	4.49	4.66	3.53	2.81	3.34	4.74	4.58	
	PE 407.200	238.213	293.350	477.806	361.751	904.214	1.135.195	535.169	
Z Gold Locale	AM 15.991	9.023	10.533	19.148	16.083	16.877	15.001	26.536	
	SH 0.15	0.00	0.00	0.07	0.13	0.09	0.32	0.23	
	PE 15.840	9.023	10.533	19.071	15.970	16.788	14.679	26.313	
Z Gold Totale	AM 0.15	0.00	0.00	0.07	0.13	0.09	0.32	0.23	
	SH 0.03	0.00	0.00	0.02	0.03	0.03	0.13	0.05	
	PE 0.12	0.00	0.00	0.05	0.10	0.06	0.19	0.18	
Sky Atlantic	AM 5.017	1.778	2.262	5.155	5.825	6.498	5.203	4.448	
	SH 0.05	0.03	0.04	0.04	0.05	0.03	0.06	0.06	
	PE 4.967	1.745	2.218	5.111	5.770	6.465	5.137	4.382	
Sky Atlantic +1	AM 7.023	2.054	3.929	8.274	9.990	9.035	12.066	12.045	
	SH 0.07	0.06	0.06	0.06	0.08	0.08	0.05	0.05	
	PE 6.956	1.988	3.863	8.208	9.912	8.957	11.981	11.990	
Sky Cinema Uno	AM 20.680	5.194	8.721	15.754	26.990	23.882	28.878	30.394	
	SH 0.01	0.00	0.01	0.03	0.04	0.04	0.13	0.05	
	PE 20.669	5.194	8.720	15.721	26.946	23.838	28.865	30.349	
Sky Cinema +1	AM 15.439	4.091	8.432	18.850	18.919	17.820	22.685	19.492	
	SH 0.03	0.01	0.03	0.01	0.04	0.01	0.01	0.01	
	PE 15.406	4.080	8.401	18.839	18.875	17.809	22.674	19.481	
Sky Cinema +24	AM 0.15	0.02	0.12	0.13	0.24	0.10	0.14	0.16	
	SH 0.03	0.00	0.00	0.00	0.01	0.01	0.01	0.01	
	PE 0.12	0.02	0.12	0.13	0.23	0.09	0.13	0.15	
Sky Cinema Classics	AM 0.05	0.00	0.00	0.04	0.03	0.06	0.04	0.05	
	SH 0.01	0.00	0.00	0.00	0.01	0.01	0.02	0.02	
	PE 0.04	0.00	0.00	0.04	0.02	0.05	0.02	0.03	
Sky Cinema Comedy	AM 0.01	0.00	0.00	0.00	0.01	0.01	0.01	0.01	
	SH 0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	PE 0.00	0.00	0.00	0.00	0.01	0.01	0.01	0.01	
Sky Cinema Cult	AM 0.02	0.01	0.01	0.02	0.02	0.02	0.04	0.03	
	SH 0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	PE 0.01	0.01	0.01	0.02	0.02	0.02	0.04	0.03	
Sky Cinema Family	AM 13.590	3.008	5.134	16.850	18.919	17.820	22.685	19.492</	