

With the highest reach in Italy, RAI 1 is the reference channel for every Italian

RAI 1 is focusing on the following shows:

Top events and news, Italian original fiction, Sports (Football), high-impact prime time programmes, game show, infotainment, news & politics.

The core target is people aged 15+

TV

Monthly reach ¹	43,726,517
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Audience Profile

Men	36%
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Women	63%
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6-15 years	0%
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16-24 years	2%
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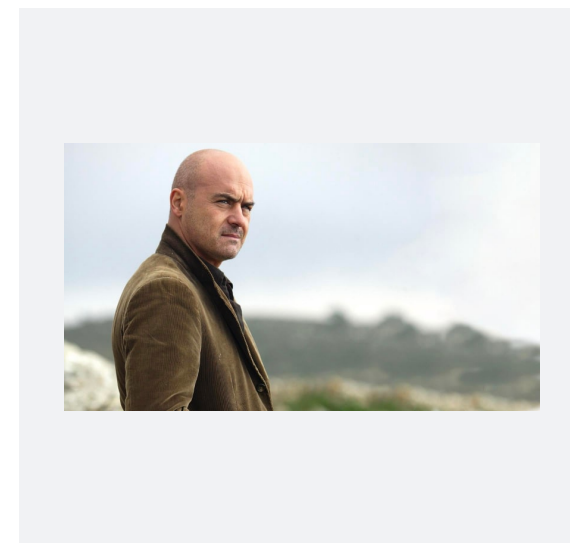
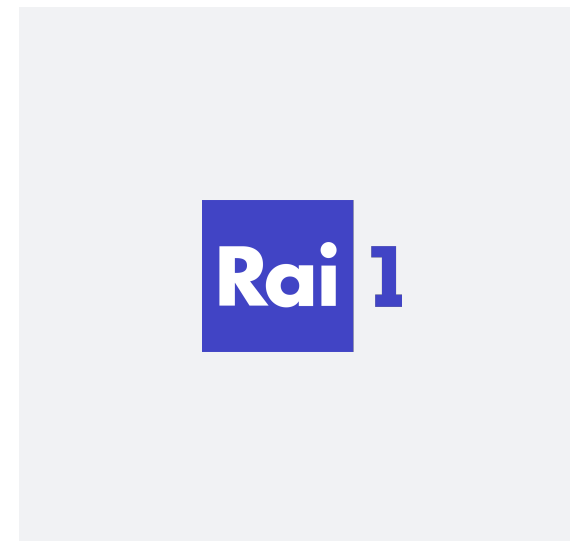
25-34 years	4%
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35-44 years	4%
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45-54 years	10%
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55-64 years	18%
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65+ years	60%
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¹Auditel-Nielsen 2023. RAI 1 is published in Italy.