

The best channel for Women

International & Italian fiction. The core target group are Women 25-64 years,

TV

Monthly reach ¹	19,790,012
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Audience Profile

Men	32%
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Women	67%
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6-15 years	0%
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16-24 years	3%
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25-34 years	6%
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35-44 years	5%
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45-54 years	13%
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55-64 years	23%
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65+ years	50%
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¹Auditel-Nielsen 2023. RAI PREMIUM is published in Italy.