

Captivating upperclass Men

Comedies, thrillers and action movies.
The main target group is adults aged
between 25-64 years.

TV

Monthly reach ¹	22,136,804
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Audience Profile

Men	56%
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Women	43%
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6-15 years	1%
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16-24 years	2%
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25-34 years	4%
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35-44 years	7%
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45-54 years	13%
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55-64 years	20%
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65+ years	53%
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¹Auditel-Nielsen 2023. RAI MOVIE is published in Italy.