

The channel that speaks to millennials

Young & dynamic with entertainment, Web TV, international series.
The core target group are adults aged between 25-54 years.

TV

Monthly reach ¹	20,186,808
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Audience Profile

Men	46%
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Women	54%
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6-15 years	1%
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16-24 years	4%
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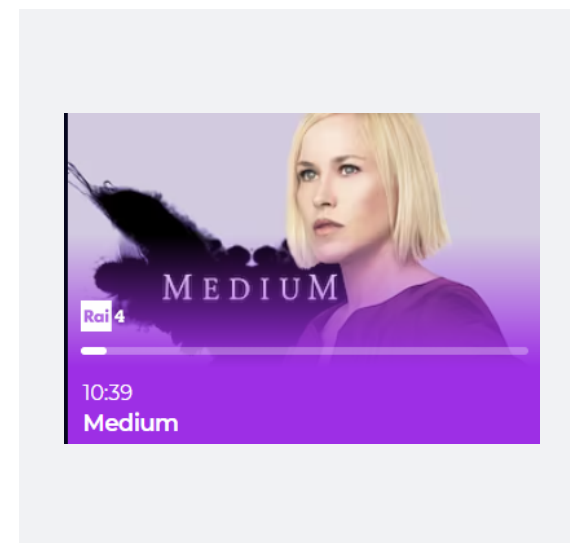
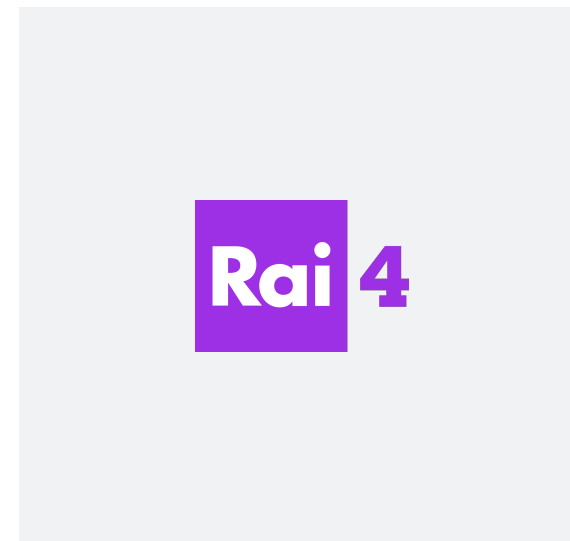
25-34 years	5%
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35-44 years	9%
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45-54 years	22%
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55-64 years	27%
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65+ years	32%
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¹Auditel-Nielsen 2023. RAI 4 is published in Italy.