



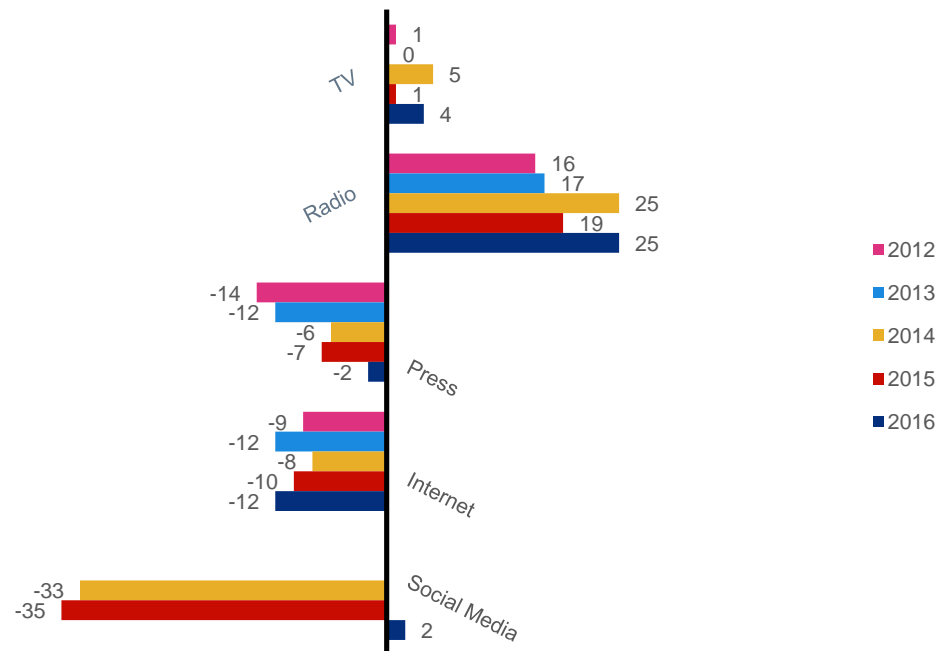
WORLD TV DAY 2017 TRUST IN TV: ITALY

Trust in media - Europe

2016: TV and Radio are considered the most reliable media

The European Commission report highlights that trust in internet and social platforms has dropped sharply, while trust in traditional media is on the rise, with radio up 6 points and a boost for TV - growing from 1 to 4 trust points.

Trust index in the EU - Trend

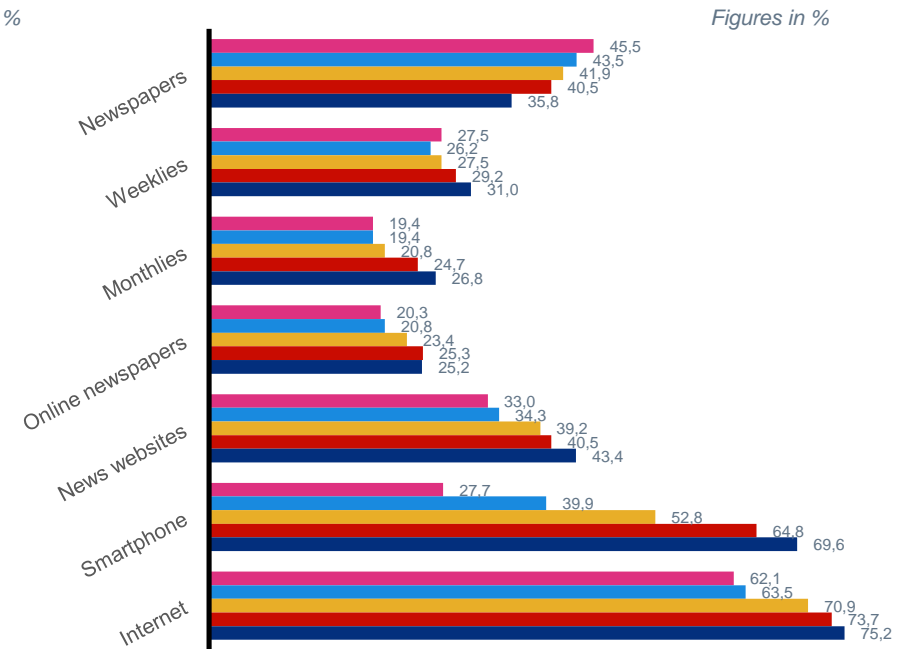
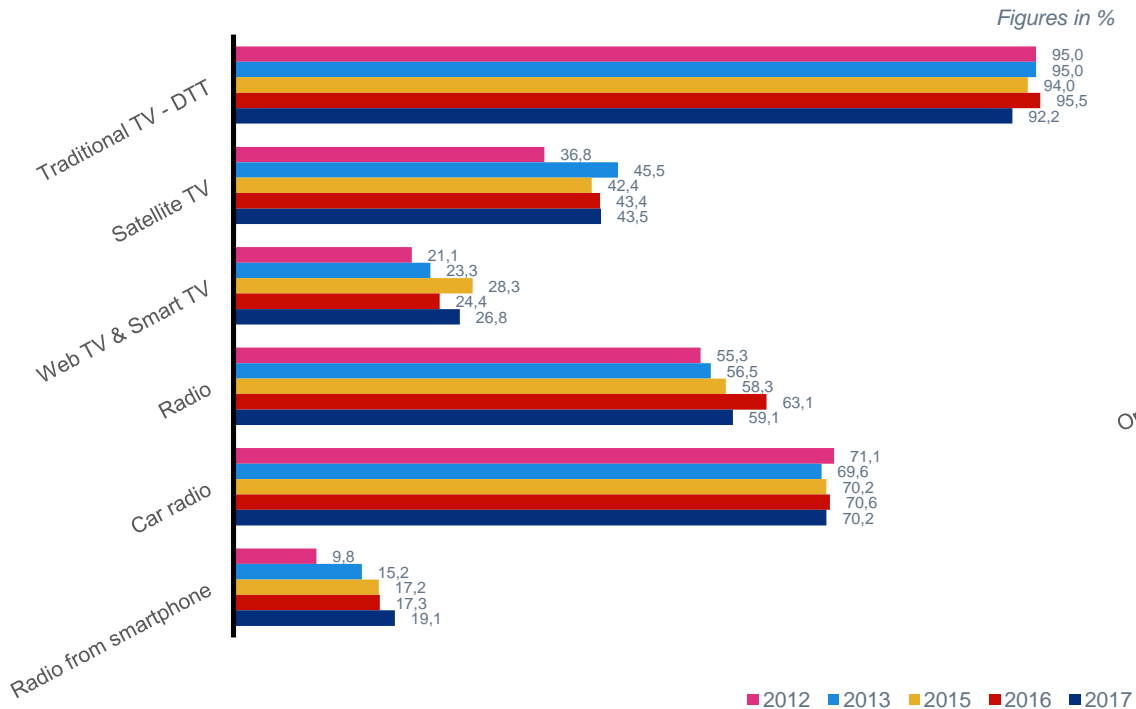


Media in Italy

Italians' media consumption in 2017

Television is the first medium in Italy in terms of consumption: traditional terrestrial TV is the undisputable leader, having proved successful at diversifying its offer.

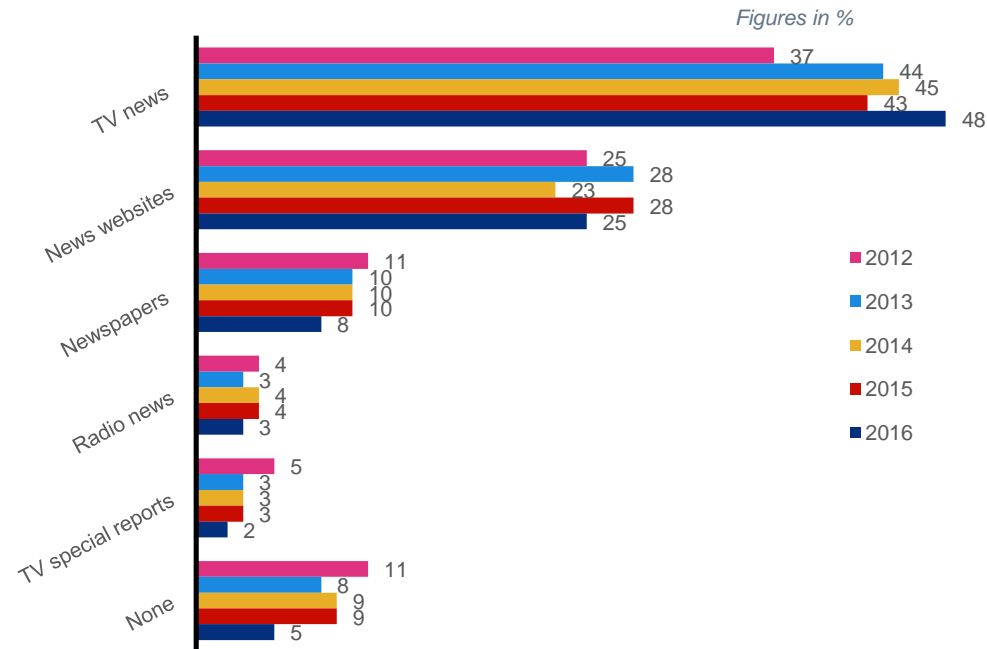
Internet reaches a penetration of 75,2%, but the YoY growth rate is slowing down.



Media in Italy

The best news media nowadays

TV newscasts play a prominent role as a significant part of the Italians see Television as a news source. Once heard about the latest news or a topic from TV, the more mature audience search the web only if they are really interested in learning more.

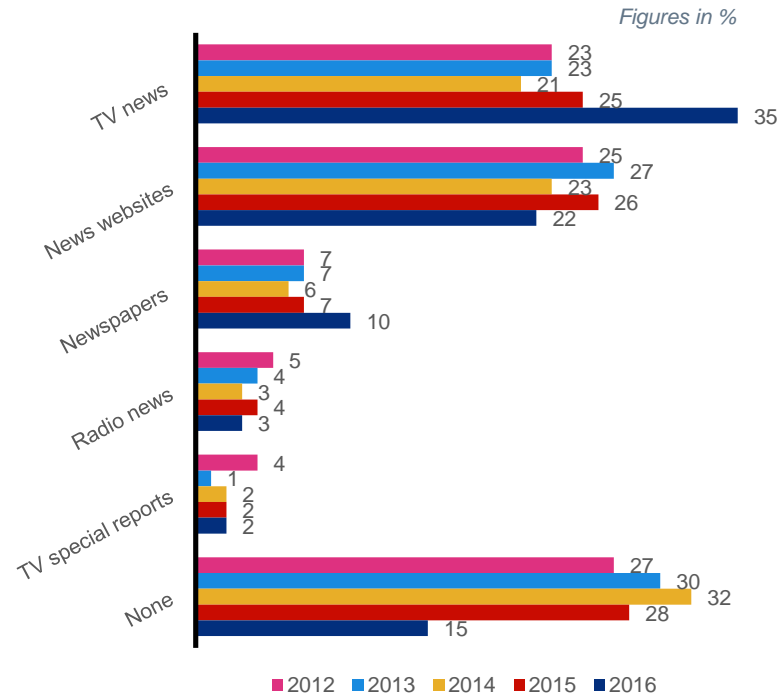


News media

TV is the most independent and unbiased news source

Despite the general opinion about news media is not so positive, **Television is the first choice for keeping up on world affairs:** pros and cons of such option are commonly known and considered to be controllable.

Internet - which not always proves to be a verifiable news source, ranks second.

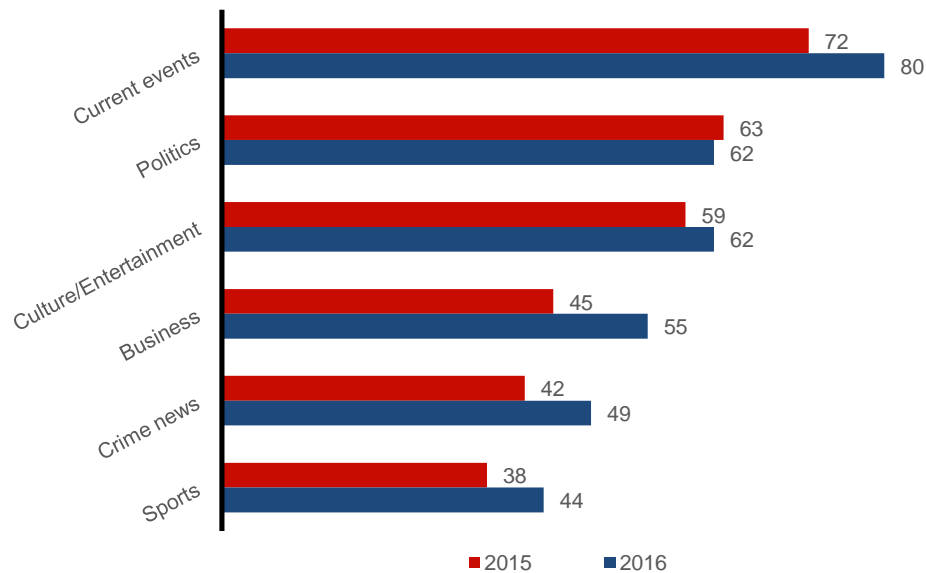


News media

Most popular topics and used media

Current events and politics are the most popular news topics

Most popular topics



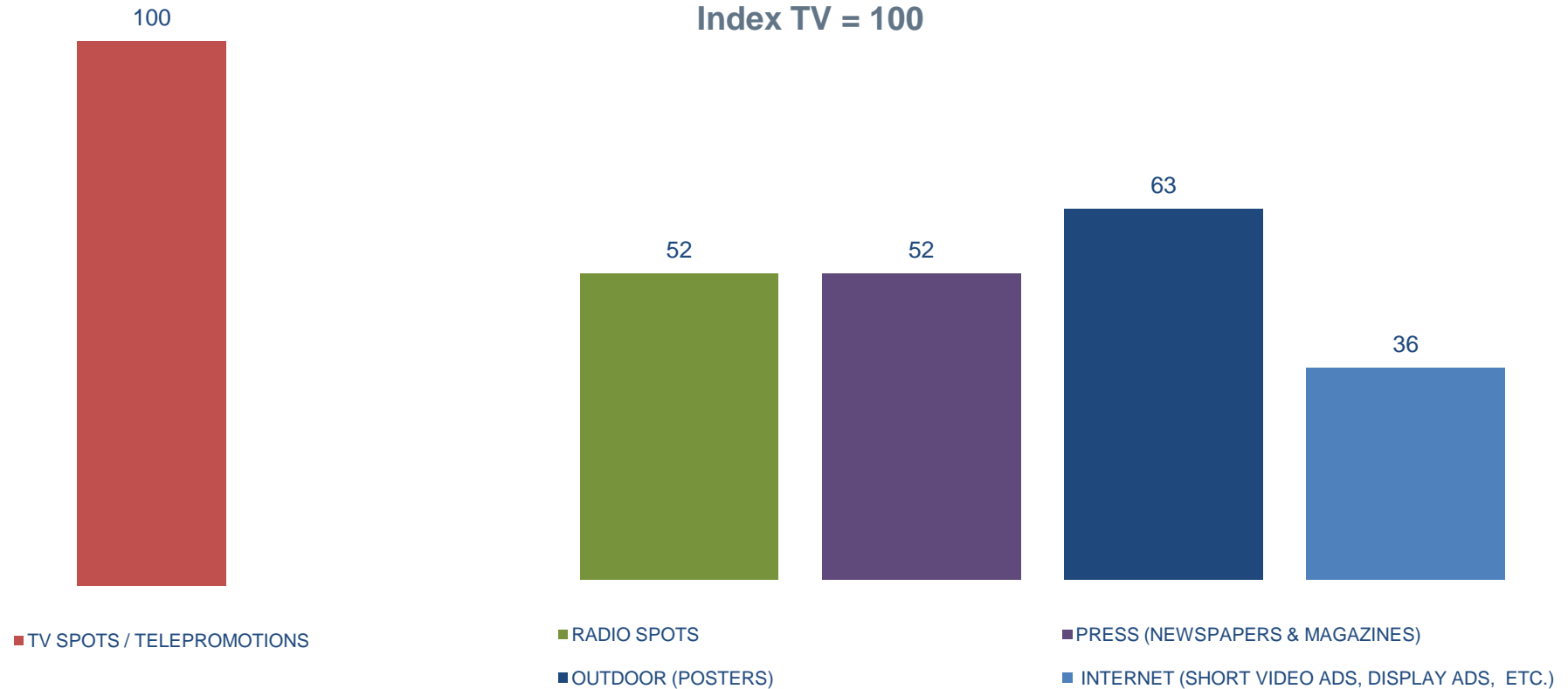
Used media by topic

%	TV	RADIO	PRESS	WEB
Current events	76	5	7	12
Politics	76	4	10	11
Culture/Entertainment	76	4	10	10
Business	70	4	13	12
Crime news	83	2	8	8
Sports	83	3	7	8

Advertising

How much attention do you usually pay to....?

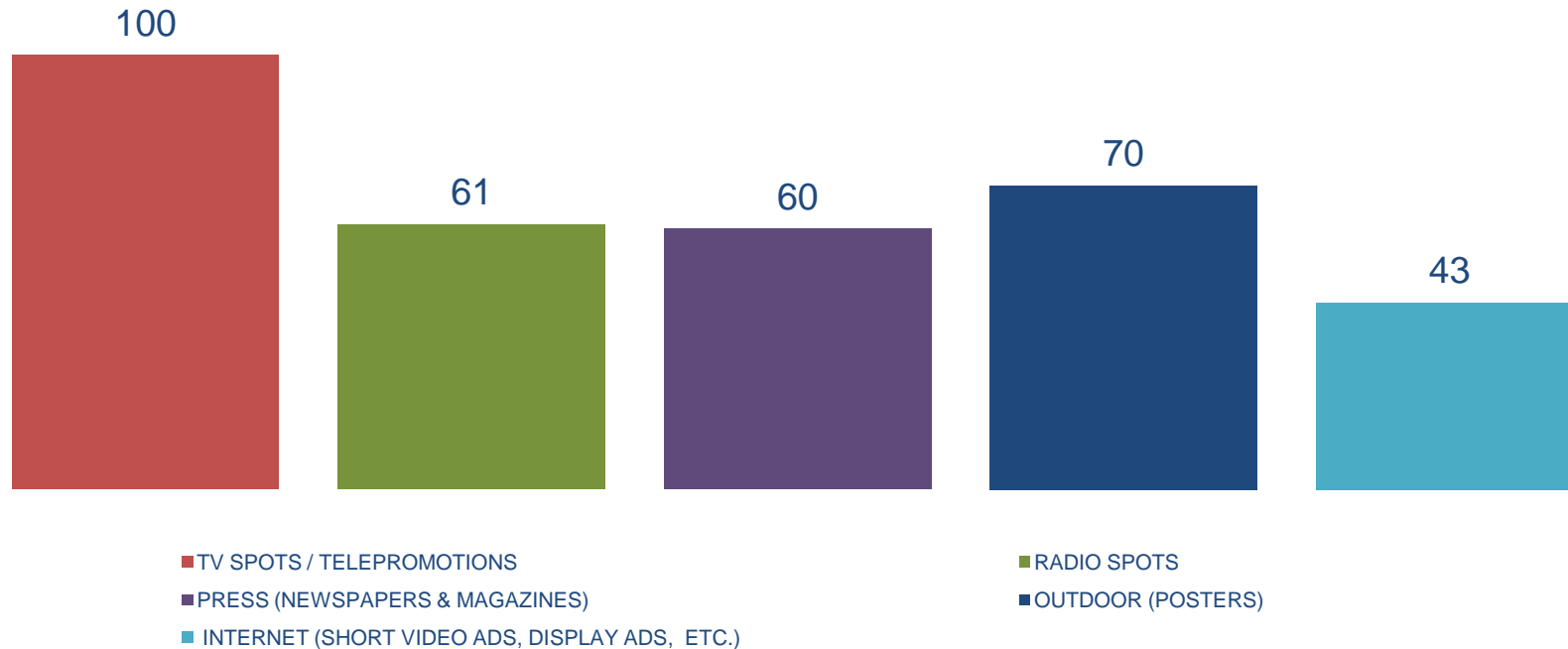
(Much + Enough attention)



Advertising

Do you think these advertisements provide useful tips/hints?
(Very + Enough useful)

Index TV = 100



Advertising

Advertisements I recall more

Index TV = 100

