

Mediaset Italia Soon in the US

(September 20, 2010)



Presented in New York the new Mediaset Channel, which will bring to the Italians worldwide the TV that the Italians in Italy watch

A new [Mediaset](#) [2] channel, which offers combined programming from Canale 5, Italia 1 and Rete 4, was recently presented in New York. "Our goal is to give the Italians around the world a taste of what the Italians in Italy watch on TV. RAI often broadcasts outdated programs," says Patrizio Teubal, head of sales at Mediaset.

The project of an international Mediaset channel, which would combine shows from Canale 5, Rete 4 and Italia1, has existed for years.

It is called Mediaset Italia, and it was unveiled by Patricio Teubal, director of International sales of Rti Spa, part of Fininvest (the media company founded by Italian Prime Minister Silvio Berlusconi), who presented it to the media and important Italian-American organizations.

At "Marea", a restaurant on Central Park South, the Mediaset rep was sided by Scott Wheeler, vice president of International Media Distribution (Imd), a company specialized in distributing ethnical channels in the US.

A channel in Italian has an estimated public of 60 million potential viewers, so it is surprising that



Mediaset has waited until now to enter this market.

We asked Patricio Teubal what type of TV they would be bringing to the US.

“We strongly believe there is still room worldwide, says the Mediaset director. We have 40% of the Italian share with Canale 5, Rete 4 and Italia1. By combining the best programs of that 40%, we are likely to bring 50% of the Italian programs watched today. Hence those interested in watching contemporary Italian TV will have to watch our channel.”

What do you mean by best programming?

“The channel will broadcast entertainment, news and fiction programming. We also have purchased the rights to broadcast the Italian Cup. Furthermore, we are planning to have a soccer show, with games, on Sundays.”

What will be the criteria behind the selection?

“I can’t answer because there is an editorial department in charge of that. Very likely, however, the choice will be based on the sweeps, and ratings in Italy and the programming of the three channels. A primary role will be played by our intended audience abroad. It is a challenge to accommodate a large audience; our intent is to make the best choices to satisfy the biggest number of viewers possible.”

Will there be an editorial office in Rome or somewhere else in Italy?

Not for now. At the moment we will be using the already existing programming.

Are you planning a local editorial office? The local community has often complained about the scarce attention given to the Italians living in the US.

“We are not planning one. The channel is supposed to be broadcasted around the world simultaneously. All Italians abroad will benefit from the same programs. The local production is a future step, and very likely we’ll start in the US.”

Many people in the US (especially young people) would like to watch Italian TV but they do not speak the language. Are you planning to use subtitles?

“It’s definitely in our future plans.”

What would be the main difference between Mediaset Italia and RAI International?

“We’ll broadcast 98% of the previous week’s shows. RAI has some new programs but most of the time they have old ones. Our programming is commercial, while they have a more cultural and educational focus. Our intent is to show our viewers what Italians in Italy really watch.”

What are your expectations?

“Our main goal is to reach the Italians abroad with our content. There is also an investment in image, as well as the satisfaction of being able to serve this group of Italians who in the past have struggled to watch programming from abroad.”

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