



PRESS RELEASE

THE SUSPENSION OF THE PUBLICATION OF AUDITEL FIGURES SHOULD NOT LAST MORE THAN TWO WEEKS

Mediaset notes the decision of the Board of Directors of Auditel to continue to record but not to make them public for two weeks, the ratings for Italian television. The data provided by Nielsen has not been affected by the technical incident of 1 October.

Mediaset remains confident that this episode will end positively and that within the 15 days established for the interruption publication of certified metrics and shared by all will resume as before.

Given that the lack of audience data is a serious lack for the market, and especially for advertisers, Mediaset cannot accept an interruption of more than the two weeks announced. If the regular publication of ratings does not resume as planned, the company would be obliged to seek an alternative and legitimate alternative in order to reassure the market.

Cologno Monzese, 14 October 2015