

**Reti Televisive Italiane**, part of the Mediaset Group, is the Italian broadcasting company managing the three largest Italy's free TV commercial networks and an extensive portfolio of free and premium thematic channels available on DTT, SAT, IPTV and OTT. They offer a broad range of content including original entertainment, TV series, movies, news and sport. Specifically, **RTI manages 24 TV channels of which 18 free-to-air and 6 pay TV channels. RTI channels account for 1/3 of the Italian TV audience share.**

RTI has also expanded its operations on radio through its fully controlled subsidiary “**Radio Mediaset**” that operates the largest national radio stations reaching the rank of first Italian radio publisher with 4 national networks – **Radio 105, Radio Monte Carlo, R101, Virgin Radio** – and the leading regional stations Radio Subasio (more information on [www.mediaset.it/corporate](http://www.mediaset.it/corporate)).

Since 2003, RTI was committed to develop interactive services on multiple screens, i.e. TV sets, PCs and mobile devices. In 2015, RTI became member of the HbbTV Association; since then, the HbbTV technology is RTI preferred technology to develop and exploit interactive services on TV sets.

HbbTV services are available all along RTI linear channels since 2017: today our featured service “**Mediaset Infinity**” includes, among other things, the restart feature, live and on demand video clips, voting, an EPG, a recommendation engine, an extensive catch up library and an AVOD catalogue, protected through DRMs, and the full radio Mediaset channels lineup.

RTI is using the HbbTV technology to offer targeted advertising services – called **ADD+ Addressable Offer** – as commercial products available to our ad investors through our ad agency Publitalia '80; ADD+ Plus, ADD+ Over and ADD+ Inside are addressable advert enhancement and L-shaped formats; ADD+ Plus Video offers Dynamic Ad Insertion (DAI) and Dynamic Ad Substitution (DAS) services in non-linear and linear live content, all based on HbbTV 2.0 core specifications.

RTI is working, with a few partners, in deploying the new **DVB-TA** and **HbbTV-TA** specification as a further step forward to exploit standard technology for addressable services.

Our RTI booth will showcase:

- the new “**Mediaset Infinity**” HbbTV live service
- the targeted advertising ad services, i.e. all the Publitalia '80 **ADD+ Addressable** formats.

**We look forward to seeing you at our booth.**