



# **MEDIASET**

*Media company*



ASSOLOMBARDA  
Confindustria Milano, Monza e Brianza, Lodi  
Filiera Attrattività e Hospitality

## **Who we are**

The Mediaset Group, the leader in television in Italy and Spain, is a leading media company in Europe. Listed on the Milan Stock Exchange since 1996, operating in Italy and in Spain with about 5.500 employees. Its activities ranging from advertising to free-to-air TV, free thematic channels, Pay TV, Radio, Internet, Content production, with over 16 thousand hours of entertainment, game and quiz shows, news and sports productions

## **Contacts**

T. +39 335 7003997  
[paolo.colombo@mediaset.it](mailto:paolo.colombo@mediaset.it)



## **Activity description**

The company operates in two segments, Integrated Television Operations and EI Towers. The first segment engages in content production and third-party acquisition; linear and non-linear, free-to-air and pay-per-view content distribution activities with a range of content centered on soccer, cinema, TV series, documentaries, and children's TV channels. This segment is also involved in radio broadcasting operations; movie production and distribution; teleshopping, web publishing activities, licensing, merchandising, and foreign advertising concessions.

The EI Towers segment operates electronic communications networks for radio and television broadcasters, mobile telecommunications providers, as well as network infrastructure management services. This segment offers hosting on its transmission towers or stations, as well as a range of related services, such as technical assistance, maintenance, logistics, and planning services.

[www.mediaset.it](http://www.mediaset.it)