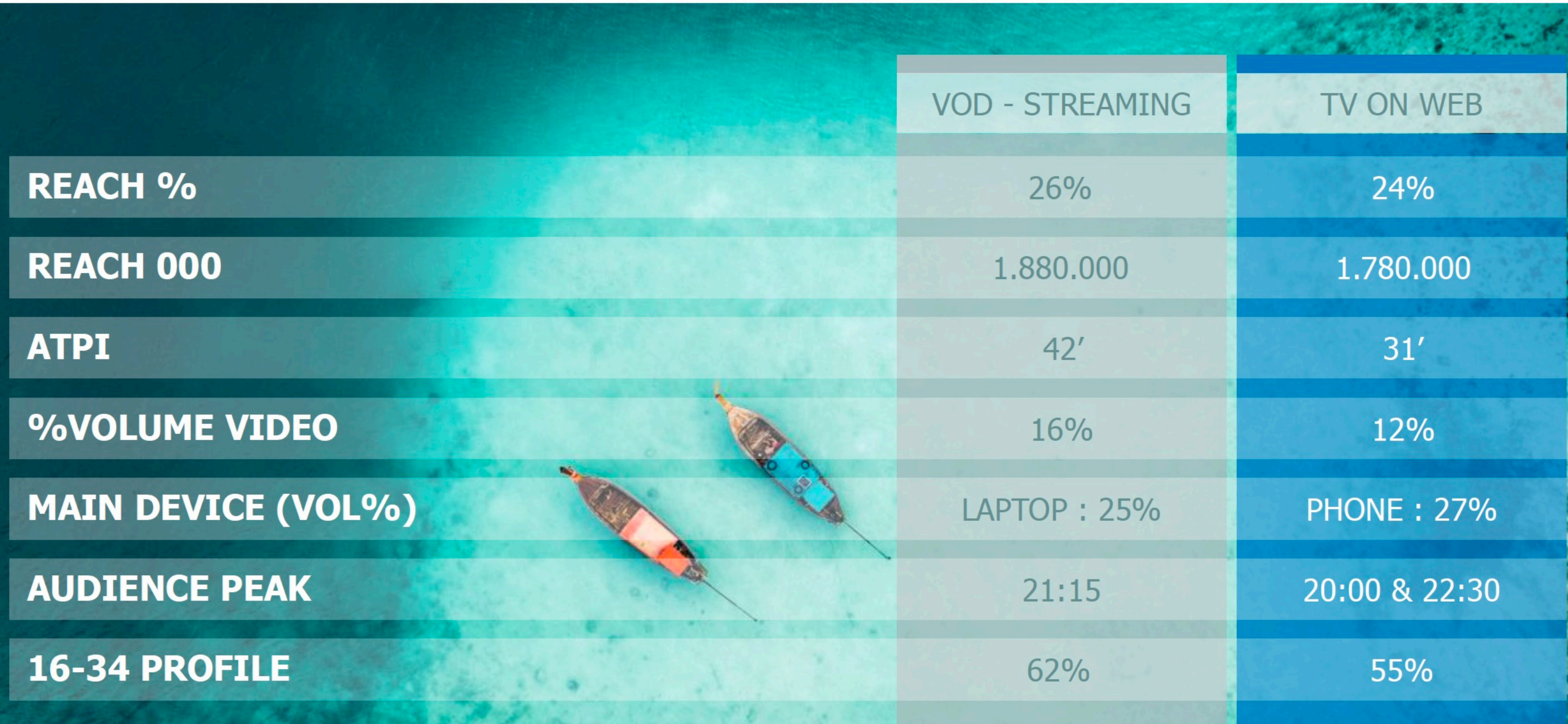


The 2 gates to online video



	VOD - STREAMING	TV ON WEB
REACH %	26%	24%
REACH 000	1.880.000	1.780.000
ATPI	42'	31'
%VOLUME VIDEO	16%	12%
MAIN DEVICE (VOL%)	LAPTOP : 25%	PHONE : 27%
AUDIENCE PEAK	21:15	20:00 & 22:30
16-34 PROFILE	62%	55%