

THE FUTURE OF THE 470-694 MHZ BAND WITHIN THE EU

11 Aprile 2025

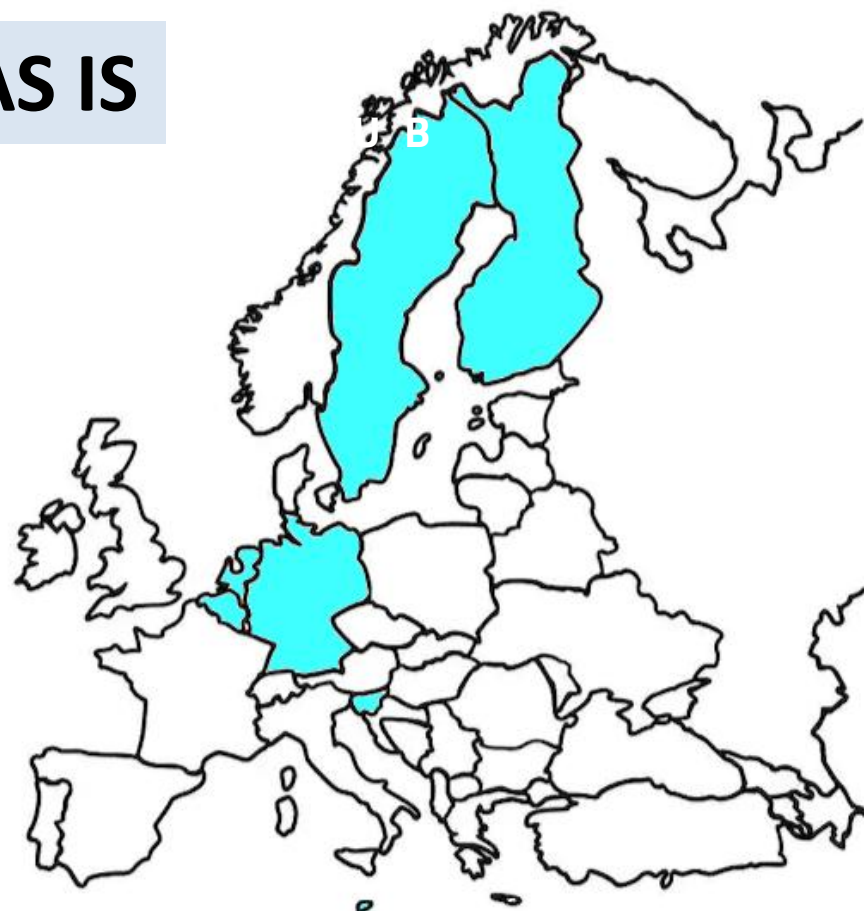
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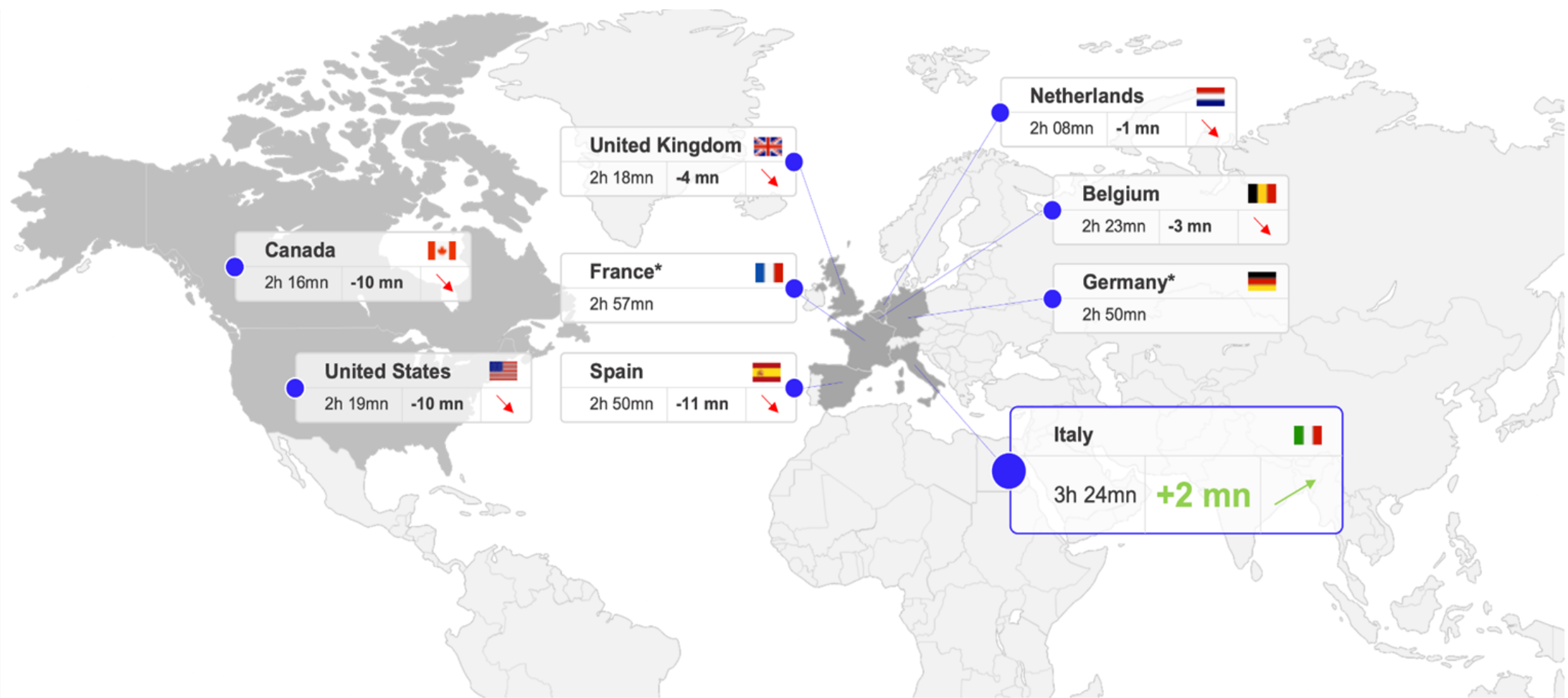
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In some Member States, broadband access has increased and is offering a possible alternative to DTT

In other Member States, the use of free-to-air DTT is still very significant

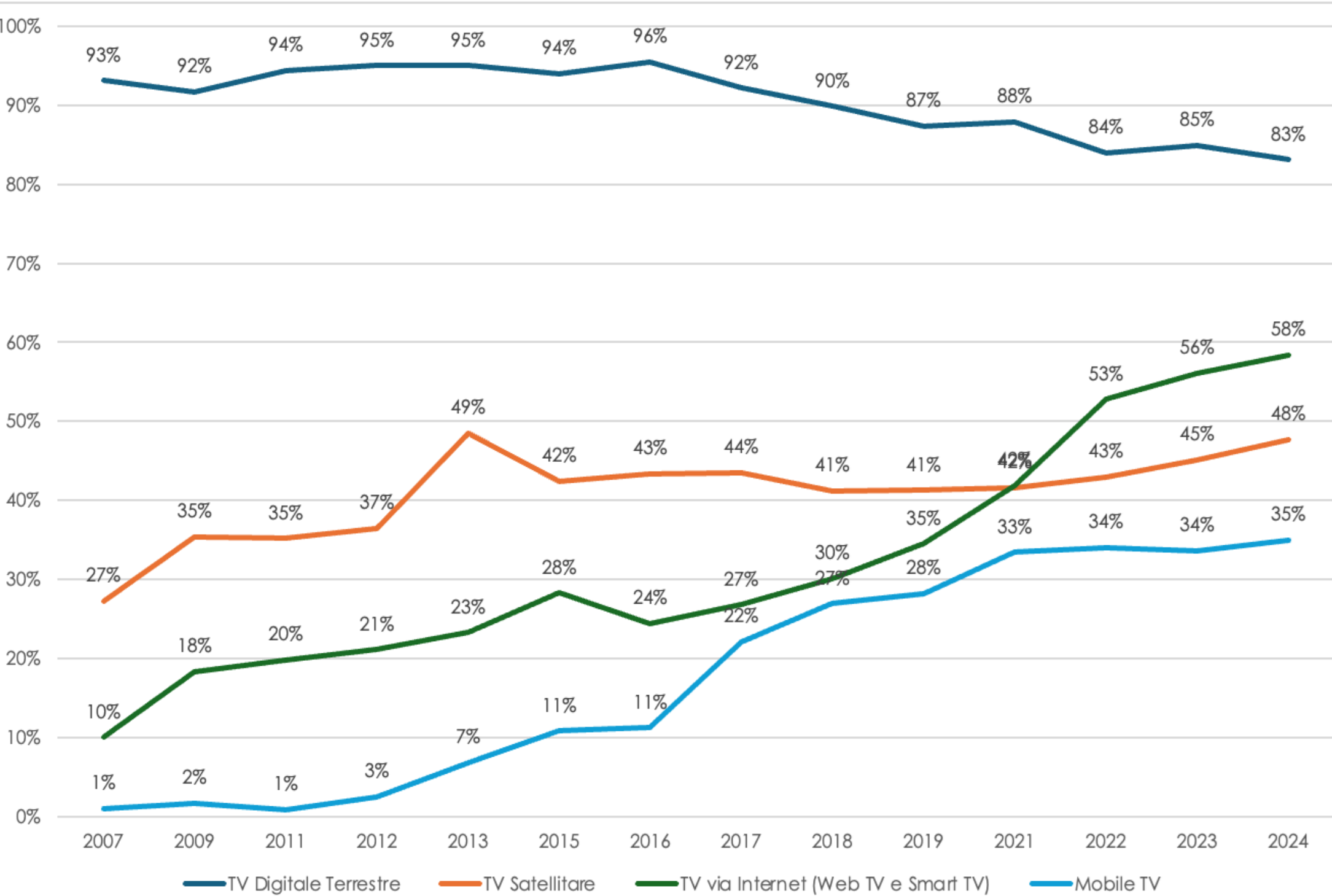


Italy presents a unique context. A recent study by Comscore (2024) indicates that Italians spend an average of three and a half hours watching television daily, showing an increasing trend in contrast to other countries

*French and German TV audience currency changed on January 1st, 2024. Since then, all non-TV-equipped users are included in the currency.
Based in total individuals, total day. All results are consolidated data. Evolutions are based on the same period on 2023. Source: Glance / Relevant partners - All rights reserved.

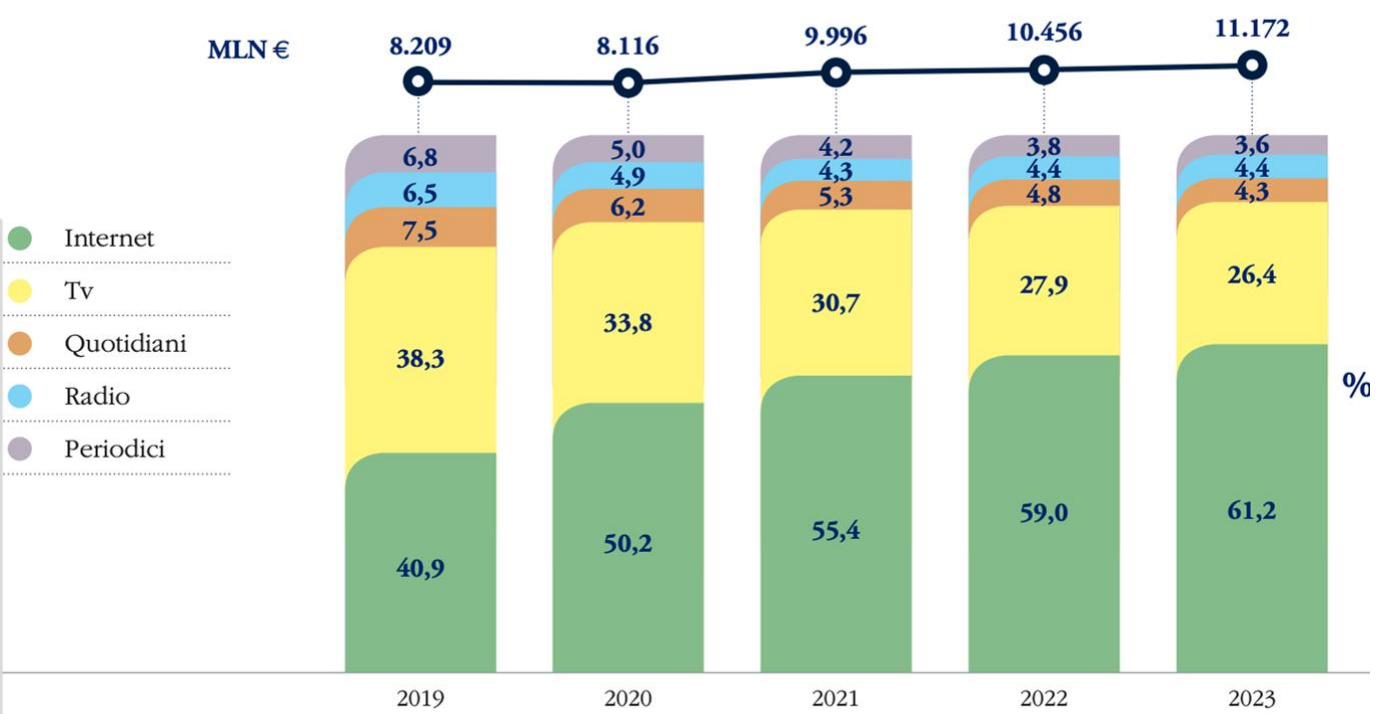
Trend of Italian video consumption per year divided by platform

Source: 20th Communication Report, Censis 2025



Advertising revenue by Platform

Source: AGCOM Annual Report 2024



Distribution of IPTV usage by time slot, divided by access device

Source Auditel 2025:
529.329.000 Legitimate total Streams

