



MEDIA RELEASE

RAI Launches New Italian Channel 'Yes Italia' on AsiaSat 5

Hong Kong, 17 February 2010 – NewCo Rai International has launched a new Italian language channel 'Yes Italia' to Asia. This new 24-hour channel is available free to air on AsiaSat 5, offering a variety of content on Italy's artistic, cultural and environmental heritage to television viewers across the Asia Pacific region.

Yes Italia is developed and distributed by NewCo Rai International, a subsidiary of Italian public broadcaster Rai. The channel serves to promote Italy's unique history, tradition and the Italian way of life to an international audience and travellers. All programming, broadcast in Italian with English and Spanish subtitles, is of eight major themes:

- **Monographs:** a fascinating guide through the treasures of Italy's unique marine, mountains and rural landscapes
- **Regions:** the best travel destinations in Italy's various Regions, Provinces and Municipalities
- **Art and Culture:** reveal the hidden secrets of Italy's art treasures - portraits of classic and contemporary forms of expression from exhibitions, museums and artists' studios
- **Itineraries:** take a slow walk around Italy, discovering its history, local curiosities and monuments
- **Events and Entertainment:** Italy's music, theatre, festivals, folklore and fairs: the pick of the country's artistic and cultural events
- **Holidays:** a look at different ways of travelling, from camping holidays to luxurious stays in historic residences, from relaxing at spas to adventure sports
- **Made in Italy:** the excellence of Italian manufacturing and handicrafts. Design, fashion, cars: a sparkling representation of Italian style icons
- **Cuisine:** the unmistakable flavours of Italian regional cuisine. Scenes from the chain of production to the genuine dishes and exclusive wines arriving at dining table

On AsiaSat 5, Rai is also broadcasting Raitalia Asia, a public service television channel for Italians abroad; and an Italian radio service 'Radio Italia'.

Giovanni Celsi – Head of Worldwide Distribution, Marketing and Sales of NewCo Rai International said, “AsiaSat 5 is Asia’s most popular satellite platform for European programming and enjoys excellent penetration in Asia. We are confident that AsiaSat 5 will help us present the beauty of our country through new television service ‘Yes Italia’ to a wide audience across the region.”

Yes Italia, Raitalia Asia and Radio Italia are now available free to air on AsiaSat 5 in C-band with the following reception parameters:

Transponder: C7H
Frequency: 3880 MHz
Polarisation: Horizontal
Modulation: QPSK
Symbol Rate: 27.5 Msym/sec
FEC: 3/4

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About NewCo Rai International

NewCo Rai International is a subsidiary of the state owned Italian public broadcaster Rai. It is a newly formed Rai company that is dedicated to the development of Rai’s new international television and radio offerings. Rai is a leader in the country’s media market. Its distribution network spans across five continents and already reaches over 230 million homes worldwide encompassing the widespread Asian audiences.

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