

GIULIANO ADREANI

Born in Rome on 27 August 1942.

He is a member of the Board of Directors of Mediaset S.p.A., Chairman of Publitalia'80 S.p.A., Chairman of Digitalia '08 S.r.l. and Mediamond S.p.A.. He is also a Director of:

- RTI S.p.A.,*
- Mediaset España Comunicación S.A.*
- Medusa Film S.p.A.*
- Auditel S.r.l.*

In 2003 he was nominated "Cavaliere del Lavoro" (enterprise achievement award) by the President of the Italian Republic. In February 2009 he was awarded an Honorary Degree in Communication Sciences by the University Suor Orsola Benincasa of Naples.

Before joining the Mediaset Group in 1994, he started his activity in Sipra, the advertising agent for Italian State Television, RAI, where from 1962 to 1994 he led all commercial and creative sectors, for newspapers, periodicals, radio and television, until his appointment as Director General in 1991.

In 2010 he ranked as the first Italian and fifth European in a classification of CEOs of the best media groups produced by Thomson Reuters, the prestigious economic/financial information company listed on the New York Stock Exchange.