

## ITALY // INTERNATIONAL FORMATS PRIME TIME PERFORMANCE

Week 29 March - 4 April 2020

TITLE (Distributor)	ITALIAN PRODUCER	CHANNEL	VIEWERS	SHARE	EPISODE
<b>CELEBRITY BIG BROTHER</b> (Endemol)	Endemol Shine Italy	Canale 5	3.980.000	18,3%	S4x19
<b>PEKING EXPRESS</b> (Banijay)	Banijay Italia	Rai Due	2.446.000	9,0%	S8x08
<b>FAMILY FOOD FIGHT</b> (Endemol)	Endemol Shine Italy	Sky Uno	182.000	0,6%	S1x04

Last week top entertainment program was season finale of local talent show AMICI, one of the few examples of TV productions still on air amid Covid-19 restrictions.

Friday night a 4 hours show until 1.39 am scored a brilliant 22,9% with 4.822.000 viewers.

So this shorter 6 weeks season19 averaged a good 20,2% , lower than last season 22,5%.

Three international formats are still running. CELEBRITY BIG BROTHER (18,3) and PEKING EXPRESS (9,0%) confirm their good performances while FAMILY FOOD FIGHT is a loser with a poor 0,6%.

On Saturday the match between reruns of local variety show VIVA RAIPLAY and italian original game show CIAO DARWIN ends with 13,8% vs. 19,3%.