

## Millecanali: La Pubblicità Interattiva Rai Corre Via Etere

Millecanali magazine features Etere and Rai collaboration. Please view attachment for the cover story.



Millecanali

Italy's state owned public broadcaster and the biggest television company in Italy, RAI (Radiotelevisione italiana S.p.A) has been a customer of Etere since it chose Etere tapeless system to manage RAI payout in 1993. Millecanali covers the feature story.

### About RAI

RAI - Radiotelevisione Italiana S.p.A. is the National Public Broadcasting company of Italy and it is owned by the Ministry of Economy and Finance. It is the biggest television broadcaster in Italy helping 15 television and 7 channels nationwide. In 1950, RAI became one of the 23 founding broadcasting organizations of the European Broadcasting Union.

**[www.rai.it](http://www.rai.it)**

