

Basic Detail Report

Silvio Berlusconi and Oscar Luigi Scalfaro at

a state meeting

Date

1969-1979

Medium

gelatin silver print

Description

Silvio Berlusconi is an Italian media tycoon and politician who served three times as Prime Minister of Italy.

Berlusconi first entered the media world in 1973, by setting up a small cable television company, Telemilano, to service units built on his Segrate properties. It began transmitting in September the following year. After buying two further channels, Berlusconi relocated the station to central Milan in 1977 and began broadcasting over the airwaves. Berlusconi created the first and only Italian commercial TV empire. He was assisted by his connections to Bettino Craxi, secretary-general of the Italian Socialist Party and also prime minister of Italy at that time, whose government passed, on 20 October 1984, an emergency decree legalising the nationwide transmissions made by Berlusconi's television stations. Oscar Luigi Scalfaro was an Italian politician and magistrate, the ninth President of the Italian Republic from 1992 to 1999, and subsequently a senator for life. Formerly a member of Christian Democracy, he belonged to the centre-left Democratic party.

Dimensions

Overall: 20.6 x 25.7 cm (8 1/8 x 10 1/8 in.)