



## **The “MEDIASET PREMIUM” digital terrestrial offer launched on FASTWEBTV**

*Milan, 28<sup>th</sup> July 2009* – As of 22<sup>nd</sup> August, Mediaset Premium will be available on FASTWEB’s IPTV platform, FASTWEBTV.

With this agreement, Mediaset Premium confirms its vocation as a multiplatform publisher following its digital terrestrial service and DVB-H digital broadcasting service for cellphones. Mediaset Premium is thus strengthening its position on IPTV, the technology that allows the delivery of television content to subscribers on a broadband Internet connection.

FASTWEBTV, which already offers digital terrestrial and satellite channels as well as an extensive library of on-demand programmes, therefore further develops its TV channel offer, confirming its position as a comprehensive IPTV platform.

The Mediaset Premium offer on FASTWEBTV includes two packages.

The first package, “Premium Bouquet”, is a high-profile offer of movies, TV serials on an exclusive first-time basis and programmes for children. In addition to Joi, Mya and Steel, which are also available in a +1 version, “Premium Bouquet” includes the new 24-hour blockbuster movie channels, Premium Cinema and Studio Universal. It also provides access to two very popular networks for children and teenagers: Cartoon Network and Hiro.

The second package, “Premium Calcio”, offers premium league soccer matches between teams including Juventus, Milan, Inter, Roma, Napoli and Lazio. Additional facilities include free access to Premium Calcio 24, a 24-hour news and discussion channel, as well as all Champions League matches and matches of the Europa League, the former UEFA Cup competition.

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