



SKY AND FASTWEB TEAM UP

The most comprehensive TV offer on Broadband

SKY PAY TV on IPTV ALREADY AVAILABLE FOR MORE THAN 25,000 HOUSEHOLDS

Milan, May 14, 2007. The fantastic SKY offer is now also available on Internet broadband-IPTV, or Internet Protocol Television—thanks to FASTWEB, Italy's leading provider of TV on the Internet.

This is the result of a milestone agreement signed by SKY and FASTWEB in March, making virtually all SKY packages available on IPTV and the FASTWEB videostation.

In just two months, the alliance has proved to be a winner: more than 25,000 SKY residential subscribers are already using FASTWEB IPTV as their carrier.

The four-year agreement between SKY and FASTWEB is a ground-breaking alliance that marks a structural transformation in the relationship between pay TV and IPTV in Italy.

The alliance brings two main developments.

First, it enables FASTWEB IPTV to make another important step toward achieving its mission: to offer access to top television content via the best possible viewing solutions. A continually enhanced platform delivering a huge pay TV offer, with video quality on a par with satellite.

Second, it gives SKY yet another opportunity to provide Italian households with easy access to its TV offer, through leading-edge technology.

The advantages enjoyed by the 4,170,000 viewers who have signed up to SKY in less than four years are now seamlessly available for FASTWEB users and viewers living in historic city centers like Turin, where local laws limit installations of dish antennas.

Now, people signing up for SKY through FASTWEB can access the SKY offer via the FASTWEB network: packages available include "Mondo"—more than 50 channels offering sport, news, entertainment, travel, culture, children's programs, music—"Cinema", "Sport" and other services including Cinema on Demand.

In brief, the SKY-FASTWEB agreement comprises:

- availability on a new technology platform of a SKY offer addressing all targets (children, documentaries, music, etc.), similar to the current satellite offer (SKY on IPTV)
- the same pricing structure as satellite for offers and promotions
- the SKY customer service for matters relating to the commercial offer and the FASTWEB customer care team for service delivery questions
- service installation and distribution, via Videostation, by FASTWEB, which in addition to the IPTV service also offers voice and Internet services on broadband

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