JOY, FASTWEB's new deal for internet at home plus SKY's TV series online

Milan, 17th april 2014 – FASTWEB revolutionizes **Joy**, its internet-only residential deal. **Joy** unites technology and innovation by enriching Its limitless Internet deal with new functions in the three most successful areas of the net: communications, gaming and watching videos.

According to Eurisko's february 2014 data, approximately 30 million Italians navigate online, of which 14% make voice calls via the Internet, 26% watch videos online and 28% use the internet for gaming. Thanks to these data, and to an agreement signed with Sky, FASTWEB has decided to change its internet-only deal.

JOY, which is being promoted at **19 euro per month for 6 months** (subsequently 30 euro per month), includes limitless Internet and the vision of 6 months of sky's online tv series, a new service visible only via computer, Tablet, Smart TV and Game Console. Thanks to Sky Online, customers have a constantly updated videotheque with the most popular international tv series, three Fox channels, Sky TG24 and, from the 9th of april, Sky Atlantic, the new exclusive channel entirely dedicated to the most acclaimed tv series including House of Cards and Game of Thrones.
The agreement is a new step in the commercial strategy that has bound SKY and FASTWEB since 2011. The philosophy behind this agreement has always been that of finding new products for customers with the unique combination of great content at exceptional prices. Customers who subscribe to both SKY and FASTWEB reap the benefit of a large discount, the best of SKY's content with 190 television channels and 200 free satellite channels and FASTWEB's fast Internet connectivity.

JOY subscribers may also download the app **MYVOICE HOME**, an app for making and receiving calls, sending messages or sharing content using a smartphone, tablet or computer. The new JOY deal includes a fixed telephone number for receiving calls on **your** smartphone, tablet or computer and includes 15 minutes of free calls to all mobile and fixed numbers in italy. the app is available free-of-charge both for iOS and Android and works thanks to FASTWEB's home wifi connection both in the case of fibre and adsl customers. The new fixed telephone number works only with smartphones via the internet and not with regular house telephones or cordless devices.

In order to improve gamers' experience, FASTWEB has programmed the network in such a way as to offer the best possible performance for gaming online by reducing the latency of its network.

The speed and stability of FASTWEB's connectivity are the key factors of its service. All the new customers reached by FASTWEB's network may benefit from the **Ultrafibra** option which allows them to navigate at speeds of up to **100 Megabit** in download and up to 10 Megabit in upload (during the first year this option is available free-of-charge, whereas at the end of the promotional period the price will be 5 euro per month). The cities in which the ultrafibre option is available are Milan, Rome, Ancona, Bari, Bergamo, Bologna, Brescia, Busto Arsizio, Catania, Como, Genoa, Legnano, Leghorn, Modena, Monza, Naples, Reggio Emilia, Padua, Palermo, Pescara, Pisa, Turin, Varese, Venice, Verona. Customers reached by FASTWEB's adsl network may navigate at speeds of up to 20 Megabit per second in download and 1 Megabit per second in upload.

"enriching people's lives and their jobs thanks to the internet is FASTWEB's mission" said **Danilo Vivarelli**, Director of the Consumer division at FASTWEB. "this year we intend to concentrate on "all digital" products, such as the JOY deal, where traditional and new multimedial applications live together in an *always on* environment and supported by the best internet connectivity on the market. Moreover, we have extended our commercial agreement with SKY and, over and above the satellite deal, we are happy to be able to offer SKY ONLINE'S newly launched content to our customers".
For further information on the deal, please go to fastweb.it or call **146**.

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