



## **Fastweb and Sky renew and extend broadband and Pay TV partnership**

*Following the success of the joint commercial offer launched in 2011, the operators sign an extension to the agreement until 2021*

*New agreement includes also Sky Online, the leading internet TV in Italy in terms of quality and freshness of content*

*Milan, May 10, 2016* - Sky Italia and Fastweb announce the renewal of their partnership with a new agreement extending for a further five years the original agreement which in 2011 led to the launch on the Italian market of the first joint broadband and Pay TV package. The new agreement, in addition to extending the original agreement duration, broadens its scope - extending the number of Sky and Fastweb jointly proposed services, giving customers even more freedom to choose the most suitable option in terms of Internet and Pay TV requirements.

The new agreement, in addition to Sky subscription packages via satellite, alternatively permits subscription also to Sky Online with Fastweb services. Sky's internet TV, which is the leader in Italy for freshness and quality of content, allows streaming also from the home TV, thanks to the Sky Online TV Box, of a wide range of cinema, entertainment and sport content on the platform - simply and on demand. Therefore consumers can choose from the various combinations available the best solution between Sky Online and the satellite subscription, making available over 150 channels (approx. 60 in HD and one in 3D) and all of the functionalities of My Sky HD, Sky On Demand and Sky Go.

In 2011 Fastweb and Sky launched, for the first time in Italy, a joint Internet-telephone and Pay TV offer, guaranteeing customers subscribing to both services a major cost benefit (today with savings of more than 300 Euro in the first year of subscription compared to separate subscriptions), in addition to increased convenience (coordinated activation, single monthly billing, a unique call center). The proposal has met with great commercial success and to date approx. 500,000 Italians have chosen the joint Fastweb and Sky offer. In view of this success and in order to continue to bring premium entertainment together with broadband access, the two companies have decided to renew the agreement, extending the range of proposals included in the joint package: the agreement in fact will apply to the full range of Fastweb offers and to the totality of Sky entertainment proposals.

Andrea Zappia, Chief Executive Officer of Sky Italia stated:

"We are very satisfied to advance and further improve this partnership with Fastweb, a fruitful collaboration which in recent years has brought real added value to our many customers. The development of the Sky offer, today available on more platforms and more devices and increasingly offering major productions and exclusive content, is even stronger in terms of its combination of excellent content with telephone and broadband services. We are convinced that the strengthening of this partnership will be a major driver to further grow our audience connected to on demand services, who can enjoy the full extent of the best Pay TV offer in Italy".

Alberto Calcagno, Chief Executive Officer of Fastweb, declared:

"In these years of partnership with Sky, we have seen a perfect marrying of objectives: Fastweb has brought 100 Mbps to 30% of the population and has just launched the new



plan to offer up to 200 Mbps to 50% of the Italian population (13 million households and businesses). For its part, Sky has expertly developed new proposals and interactive services, such as My Sky and Sky Online, which rely on broadband. We are delighted to continue our journey together, building on the success achieved so far and wish to extend the advantages of this partnership to even more Italians in the coming years".

#### **ABOUT Fastweb**

With over 2.24 million customers, Fastweb is a major Italian telecommunications operator. The company offers a wide range of voice and data services, fixed communication and mobile, to households and businesses. Fastweb partners with businesses of all sizes, from start-ups and small and medium enterprises, to the largest corporates and the public sector offering advanced telecommunication and ICT services, such as housing, cloud computing, security and unified communication. Since its creation in 1999, the company has focused on innovation and network infrastructure to provide high quality ultra-broadband services. Fastweb has developed a national fiber optic network of 41,000 kilometers and, at present, passes about 6.9 million homes and businesses with fiber-to-the-home or fiber-to-the-cabinet technology. By 2020 Fastweb plans to reach with ultra-broadband network 13 million households in 500 cities (50% of the population), with speeds of up to 200 Mbps. The Company has been part of the Swisscom Group since September 2007.

#### **ABOUT SKY ITALIA**

Sky Italia is the first media company in Italy. It is part of Sky plc, Europe's leading entertainment company with more than 21 million customers across five countries: Italy, Germany, Austria, the UK and Ireland. Established in 2003, Sky Italia operates on different broadcasting platforms with different business models and has a 4.73 million-subscriber base (as of March 31, 2016). The pay subscription offer - which is the company's core business - features the best viewing experience ever - thanks to My Sky HD, Sky on Demand and Sky Go - and the broadest range of exclusive content: from Sky's home-grown productions to the best film titles, all the way to sport, news, entertainment, TV series and kids programs. 150 among thematic and pay per view channels, of which over 60 in HD and one entirely in 3D. The streaming service Sky Online offers a selection of the platform's film, entertainment and sport content on Sky Online Tv Box and on the main Internet-connected devices. Sky is also on the FTA DTT with three channels: TV8, Cielo, Sky TG24. Sky Italia CEO is Andrea Zappia

For further information:

FASTWEB Press Office  
Maria Laura Sisti  
T: +39 02 4545 4370  
marialaura.sisti@fastweb.it

Sky Italia  
Corporate Communication  
Valerio Mancino [valerio.mancino@skytv.it](mailto:valerio.mancino@skytv.it)  
Veronica Scrollini [veronica.scrollini@adecco@skytv.it](mailto:veronica.scrollini@adecco@skytv.it)