

PRESS NOTE

TELECOM ITALIA: FROM 25 AUGUST SERIE A TIM LIVE ON SMARTPHONES AND TABLETS

Thanks to Cubovision, TIM customers will be able to see the 2012/2013 Championship matches by live streaming

Rome, 23 August 2012

Telecom Italia brings major league Series A TIM football live on smartphones and tablets. From 25 August, thanks to **Cubovision**, it will be possible to use live streaming to see all the Juventus, Inter, Milan, Napoli and Roma matches, as well as the most important matches with Lazio, Torino, Fiorentina, Cagliari, Palermo, Sampdoria etc. for the entire 2012/2013 season.

All TIM clients will be able to subscribe to Cubovision Mobile and see not only the contents of the 25 entertainment channels (films, TV series, documentaries, cartoons, music etc.), but also live football at the special launching price of 2.99 Euro per week.

Those who have already chosen Cubovision via their home ADSL line at 9,99 Euro per month can see the matches on their mobile devices without further charge up to 20 October, and then at just 2 Euro per week. The solutions offered by Cubovision – which for smartphones include in their price data traffic for viewing the contents – can be charged directly to the Telecom Italia bill for Cubovision residential customers, on the TIM bill for subscription clients and on residual credit for those choosing the prepaid formula.

The Series A TIM championship will be available from 25 August on iPhones, iPads and mobile devices using the Android system, and subsequently on devices using Windows Phone and Symbian. The Cubovision service will be accessible using the TIM key, so that the football matches can also be seen live on PCs.

In order to provide enthusiasts with a high quality video streaming service, Telecom Italia has set up a system also allowing for data transmission in the case of low bandwidth capacity levels. Considering that tablets and smartphones are increasingly widespread, fan can also watch their team in the mobile mode.

With the start-up of the championship TIM has, in collaboration with League Series A, launched the “Series A TIM” App which, in addition to the free contents, will offer at the launching price of 1.51 Euro per week the video goal service in the near live mode a few minutes after the goal is scored, as well as the day’s highlights and the live radio reports on the most important matches.

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