



PRESS NOTE

TIM AND LEAGUE SERIES A LAUNCH THE OFFICIAL APP DEDICATED TO THE 2012/2013 FOOTBALL CHAMPIONSHIP

Rome, 21 August 2012

As the new championship starts, TIM and League Series A have launched the official “Series A TIM” App, thanks to which fans can enter the world of major league football. The new free application will enable clients to follow the 38 days on the sports calendar with the latest news, results, statistics and curiosities about all the teams.

The application will soon be provided with a social tab, also with free access, enabling clients to enter directly on the Facebook Series A TIM official page, where the over 740,000 followers, in a spirit of fair play, exchange ideas, comments and impressions on the world of football. There will also be space for the TIM contests with prizes including tickets, special gadgets and above all enabling clients to be protagonists in the events organised by League Series A.

The application will exclusively enable TIM clients to see video goals in the near live mode a few minutes after they are scored and the highlights of the day, and to follow the live radio reports on all the matches played by Juventus, Milan, Inter, Napoli and Roma as well as the most important games of the other teams. The launching cost of the service will be 1.51 Euro per week.

Using the App, fans can also get access to pay to view services for live matches thanks the Mobile Cubovision Mobile service by Telecom Italia.

The “Series A TIM” application will be available from 25 August on the Smartphones using Android systems, and also soon on devices using the Apple, Windows and Symbian operating systems. The main services provided by the App will also be available through the TIM mobile sports site from all 3G terminals.

TIM, the Telecom Italia brand in mobile telephony, will for the 15th consecutive season be the official sponsor of Series A TIM and all the competitions organised by League Series A.

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