

PRESS NOTE

TIM: LAUNCH OF THE NEW FOOTBALL OFFER

Thanks to the new App TIM customers will be able to follow - on smartphones and tablets with data traffic included - in live streaming matches of the 2013-2014 Serie A TIM championship and be constantly updated with news, statistics and interesting facts about all the teams

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TIM launches the new Football offer that will allow football fans to experience live all the matches of the 2013 - 2014 Serie A TIM championship and be updated thanks to news, scores, stats and interesting facts on the teams.

Simply download the Serie A TIM App for access to a range of free and paid content. This will make it possible to watch all the Juventus, Inter, Milan, Naples and Rome matches in live streaming, in addition to the other most important matches of every matchday. From their device, fans will also be able to access videos of the goals, in near live mode, the highlights at the end of the matches and a summary of the goals of the whole matchday. The service is free for the first two months and, at the end of the promotion period, it will be offered at 3.59 euros per week.

The new Serie A TIM App also offers free content such as news and statistics and is enhanced by a social tab that quickly takes you to the official Serie A Facebook page, where more than 1 million followers exchange ideas, comments and impressions about the world of football everyday with sportsmanship. There is also an area for TIM contests, through which it is possible to win tickets, extraordinary gadgets and especially the opportunity to participate first-hand in the events organized by the Serie A League.

To give fans high-quality video streaming service, Telecom Italia has set up a system that optimizes data transmission even in the presence of low bandwidth capacity. This means that fans can follow their team forever closer even on the move.

The TIM Football offer - which includes data traffic in the price to access all the content - can be activated through the customer service number 119, in TIM stores, on the website www.tim.it and charged directly to the TIM Account for contract customers, and deducted from the remaining credit for those who have opted for prepaid or credit card contracts.

TIM, Telecom Italia's brand for mobile telephony, is now in its sixteenth consecutive season as Title Sponsor of Serie A TIM and all the competitions organised by the Serie A League.

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