

PRESS NOTE

TELECOM ITALIA: MAIN PARTNER OF SOCIAL MEDIA WEEK 2013

A rich selection of content available in live streaming and on demand on telecomitalia.com/smw13 and the story of the event on the Group's social channels

Milan, 18 February 2013

Telecom Italia is the main partner of Social Media Week 2013, an event that is being launched in Milan today and continues until 22 February with the aim to share experiences, ideas and news from the world of digital communication and social media.

The Social Media Week 2013 Milan is the only Italian moment of the international event, which will take place in 9 other cities: Hamburg, Copenhagen, Lagos, Miami, New York, Paris, Singapore, Tokyo and Washington. The main theme of this edition, ***“Open & Connected: Principles for a Collaborative World”***, examines in particular the influence of digital media in the use and habits of our daily lives.

Telecom Italia, as a technological enabler, is actively committed to making Social Media Week a global event: a rich schedule of events will be broadcast free of charge, live and on-demand on telecomitalia.com/smw13, while the story of the event can be followed on the Group's social accounts on Facebook <http://www.facebook.com/TelecomItalia> and Twitter @telecomitaliaTw.

Social Media Week is an opportunity to highlight some of the major initiatives that Telecom Italia put in place to deal with the cultural digital divide in our Country.

In collaboration with the project Navigare Insieme (Surfing Together) (www.navigareinsieme.org), aimed at promoting digital culture among people aged over 60, there are two initiatives: a video-lesson “Aiuto, mia mamma è connessa” (Help, my mom is online) and “Essere smart a tutte le età” (Being smart at all ages), a round table on web utility during senior years.

The “Web Everywhere! The impact of fourth generation networks on our daily lives” panel, carried out in collaboration with TIM, is dedicated to the theme of next generation networks and the potential of new 4G technologies; while “Smart cities, aspirations and best practices” examines the impact of the network applied to various parts of the cities of the future.

Telecom Italia promotes two important moments of reflection: “Governments, squares, markets and buildings. How Twitter will change the world” with Matthias Lufkens, former Head of Digital Media of the World Economic Forum on the social effect of digital media and “Facciamoci avanti - Le donne, il lavoro e la voglia di riuscire” (Let's step up - Women, work and the will to succeed) on company life in the new multinationals of the third millennium.

Telecom Italia has also organized a series of engagement activities for the younger audience in collaboration with the Instagrammers community and will participate in the social media week party on

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Wednesday night dedicated to the state-of-the-art electro-acoustic sounds with DJ Pantha Du Prince from Berlin.

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