



## **FASTWEB and Warner Bros. International Television Distribution launch the Warner TV branded SVoD service for the first time in Italy**

*Milan, 5<sup>th</sup> September 2008* - FASTWEB, Italy's second-largest fixed telecommunications provider, is launching Warner TV, an exciting new entertainment channel from Warner Bros. International Television Distribution (WBITD). The non-exclusive new Warner TV channel is a branded Subscription Video on-demand channel that will be available to FASTWEBTV subscribers from the 8<sup>th</sup> September. This is WBITD's first launch of its Warner TV branded service in Italy.

FASTWEBTV subscribers will be able to enjoy a wide range of award-winning Warner Bros. television series, movies and cartoons including:

- Many episodes on-demand per year of the world's most popular TV series including *ER*, *The O.C.*, *Friends*, *Nip/Tuck*, *La Femme Nikita*, *Smallville*, *Cold Case* and classic series such as *V (The Visitors)* and *Lois & Clark: The New Adventures of Superman*.
- Kids' entertainment with cartoon features such as *Looney Tunes: Back in Action*, *Scooby-Doo and the Witch's Ghost* and *Tom & Jerry: The Magic Ring*, as well as cartoon series such as *Steven Spielberg Presents Pinky and the Brain* and *Batman: The Animated Series*.
- 150 Warner Bros. movies across all genres, including *The Matrix Reloaded* and all-time favourites such as *Mad Max*, *The Goonies*, *The Shining*, *Poltergeist* and many others included in the FASTWEBTV package free-of-charge.

"We are so excited to be launching the Warner TV on-demand channel", said Alessandro Petazzi, FASTWEB's Head of Media & TV. "Since the launch of its IPTV service, FASTWEB has been committed to providing customers with fresh and compelling content on an on-demand basis and has signed many agreements with the main local and international content providers. The addition of Warner Bros. content further enriches our portfolio and the launch of a Warner TV branded and managed on-demand channel is in-line with FASTWEB's most recent strategy of blending the benefits of video on demand ("what you want when you want") with the advantages of traditional channels (editorially managed content, fresh and relevant to specific customer targets, associated with a familiar content brand)."

"Our partnership with FASTWEB expands upon our international branded services business and marks the debut of our first such service in Italy," said Jeffrey R. Schlesinger, President, Warner Bros. International Television. "Warner TV will offer motion picture and television programming that Italian viewers will have the ability to access through FASTWEB, providing consumers with

the opportunity to view great content from Warner Bros. wherever and whenever they want it.” The launch of Warner TV on FASTWEB in Italy continues WBITD’s strategic expansion into subscription- and advertiser-supported video-on-demand branded services around the world.

FASTWEB was the first company in the world to launch IPTV. FASTWEBTV viewers have the widest choice of content integrated in a single interactive interface thanks to its hybrid multiplatform digital decoder. FASTWEB television allows its viewers to access digital terrestrial TV services, analogue national channels, network-based PVR and catch-up TV, thematic channels from both satellite and analogue platforms, Sky satellite channels, a PPV offer, VoD of thousands of movies, cartoons, documentaries, TV series and music clips, videogames and unique edutainment channels.

Warner Bros. International Television Distribution is one of the world’s largest distributors of feature films, television programs and animation to the international television marketplace (broadcast, pay cable, basic cable, satellite, pay-per-view, video-on-demand, digital platforms, etc.). It licenses some 50,000 hours of programming (including more than 6,000 features and 70+ current series), dubbed or subtitled in more than 40 languages, to telecasters and cablecasters in more than 175 countries.

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