



FASTWEB launches the i-concerts branded VoD service for the first time in Italy
An exciting channel for music fans of all ages

Milan, 13th October 2008 - FASTWEB, Italy's second-largest fixed telecommunications provider, and I-CONCERTS announce an agreement to offer an exciting new channel featuring concerts and live music performances. The new channel is a Video-on-Demand (VoD) channel available to FASTWEBTV subscribers as of today. This is the first launch of an i-concerts branded service in Italy.

FASTWEBTV's subscribers will be able to watch hours of the most popular A-list artist performances, live concerts and backstage. All the content is characterized by its excellent quality of image and sound which is further enhanced by FASTWEB's IPTV-DTT hybrid decoder that guarantees the best audio-video experience. The channel is available in the Music&Fun section of FASTWEBTV (**channel 71**).

The i-concerts channel covers all tastes and genres including:

- some of the live concerts that changed our world: The Rolling Stones, Paul McCartney, Bob Marley, U2, Ben Harper, REM
- the extras of the Red Hot Chili Peppers and Amy Winehouse
- the greatest hits of Robbie Williams, The Smashing Pumpkins, Gorillaz, Muse
- the performances of some of the most renowned Italian artists: Eros Ramazzotti, Paolo Conte, Andrea Bocelli.

"I-concerts on-demand not only enriches our branded channels" said Andrea Conte, FASTWEB's Director of Consumer Business Unit "but it is exciting for music fans of all ages. FASTWEBTV, with its multithematic and multichannel approach, is a perfect match for an inquisitive target which is used to navigating on the Internet and is searching for new formats and new languages on a traditional medium like the TV".

"Fastweb is without a doubt one of the most remarkable and innovative IPTV companies in Europe. We are delighted to see i-concerts deployed on their platform and look forward to providing the best live music entertainment to Italian music fans" commented Natalia Tsarkova, CEO of i-concerts.

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About FASTWEB

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. With FASTWEB television it is possible for 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.

About i-concerts

i-concerts, a division of Transmedia Communications SA, Europe's leading broadband syndicator, is a pioneering concept in video-on-demand programming and has been created as a TV-quality cross-media channel designed for broadband networks, providing today over 800 hours of premium music programming for on-demand streaming. Unlike most existing music platforms, the service is available exclusively on a syndication basis to IPTV and broadband networks looking to bring premium on-demand content to their subscribers. i-concerts is currently available through Free Telecom, Neuf, Numericable, Alice France, Swisscom and SK Broadband (South Korea) . It also operates the first 24-hour concert HDTV channel in Europe, i-concerts HD.