FASTWEB and LA7 together in Digital Terrestrial Television

Access to LA7 Cartapiù digital terrestrial premium content for FASTWEB clients

Milan, 28th January 2008 – FASTWEB subscribers can now purchase LA7 Cartapiù digital terrestrial premium content. The FASTWEB decoder has been certified by LA7 to receive and transmit digital terrestrial pay content. To access the service, all FASTWEB clients have to do is purchase the LA7 Cartapiù Smart Card and content packages or a "top-up" card which are on sale at leading electronic equipment shops, tobacconists and newsstands. The new service has a one-off activation cost of 29 euro.

With the prepaid "top-up" card, or the content packages, subscribers can view all the Serie A TIM soccer championship matches of the Fiorentina, Palermo, Reggina, Sampdoria, Cagliari and Catania teams; the matches on LA7 pitches of the Empoli, Parma, Siena and Udinese teams, as well as the goals and highlights of some of the top International soccer championships. The Cartapiù programme schedule also offers a wide choice of other content including motor racing, cartoons, movies, TV series and entertainment.

Thanks to its agreement with LA7, FASTWEB, the leader on the IPTV market where it has been active since 2001, is the only provider hosting the content offered by the various TV platforms—analogue, digital and satellite—and also the first operator in Italy to offer access to LA7 Cartapiù pay content.
Clients have a very wide choice between FASTWEB's IPTV content (the video on demand offer of movies, documentaries, cartoons, music, fiction and entertainment, interactive info-edutainment services, digital video recording and replay of recent programs), the programs transmitted by the national channels on analogue and free digital terrestrial platforms and the LA7 premium content, as well as the full Sky offer.

For more information:

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