
PRESS RELEASE

**PUBLISHERS' COPYRIGHT RECOGNISED ALSO ON THE INTERNET
YOUTUBE SENTENCED TO IMMEDIATELY REMOVE ALL MATERIAL
RELATING TO "GRANDE FRATELLO"**

In an historic judgement, the ninth civil section of the Court of Rome today fully endorsed the claims made by Mediaset against YouTube and ordered the immediate removal from YouTube's servers of all illegally uploaded content.

Specifically, the sentence makes reference to *Grande Fratello*, which, in the words of the judge is "the most important and well known reality show on Italian TV," in other words the most clicked Mediaset content on the Internet.

This decision, which is part of the proceedings initiated by Mediaset in July 2008 against YouTube, is the first time that the requests of broadcasters and publishers to have their rights and the exclusivity of their content have been recognised. Content that is generated with substantial investments that finance the entire international media and entertainment system.

The decision by the Roma court provides clear indications regarding the role of sites such as YouTube. These are not merely "providers of web space", but authentic publishers who are obliged to respect the rules just like other media. Consequently, also YouTube is responsible for the content that it exploits for advertising purposes.

In conclusion, today's sentence does not censure the Internet but broadens its confines. All publishers, Mediaset first of all, can now invest in its own free offer on the web to the benefit of users, in the certainty of a defined regulatory environment.

All Internet operators, starting with YouTube, will be able to make agreements with Mediaset and other publishers in a context of legality and reciprocal satisfaction.

Cologno Monzese, 16 December 2009