

PRESS RELEASE

**CHAMPIONS LEAGUE RIGHTS:
MEDIASET HAS CALLED FOR VIGILANCE
BY ANTITRUST AUTHORITIES TO PROTECT FANS
THE SUB-CONTRACTING OF RIGHTS FOR DIGITALE
TERRESTRIAL PAY TV MUST BE ON FAIR AND NON-
DISCRIMANATORY TERMS**

Mediaset has observed that, once again, Sky has abused its dominant position by acquiring all of the pay TV rights for an important international football championship. The scale of the offer is out of all market logic and is exclusively motivated by the desire to eliminate any form of competition. It will also deny television viewers the possibility of choosing which pay TV offer to take up.

In fact, as is well established, in a similar situation, regarding the 2010 World Cup in South Africa, the satellite operator acquired all pay TV rights, including those relating to digital terrestrial, despite being fully aware that it would not be able to make use of the latter, and refused to sell them to “Mediaset Premium” following a regular request.

A discriminatory act that led to an immediate appeal by Mediaset to the Antitrust Authority which, just last week, launched an investigation to determine whether this constituted an “abuse of dominant position”. In the words of the Authority, *“The structural characteristics, as well as the barriers to development and entry, appear to suggest that Sky has clearly abused its dominant position in the Italian pay TV market.”*

We are confident that, this time, the satellite operator will desist from cancelling the digital terrestrial pay TV rights, thus avoiding damaging the rights of millions of football fans who would otherwise be obliged either to sign up for a costly subscription (also including content that has no connection with football) or to renounce the possibility of watching the Champions League in its entirety.

It is also wholly unacceptable that the decision on whether to sell or not the digital terrestrial pay TV rights should be exclusively in the hands of a monopolist dominant operator that can put at the heart of any evaluation its own interest rather than the interests of the general viewing public.

This explains why Mediaset is calling for extreme vigilance on the part of the Antitrust Authority in order to ensure that digital terrestrial rights, the most common platform across the country, are available on the market on fair and non-discriminatory conditions.