

**"MEDIASET DAYS" OPENS IN TURIN:
TWO DAYS OF CELEBRATION, ENTERTAINMENT
AND INFORMATION FOR THE ARRIVAL IN PIEDMONT
OF THE NEW DIGITAL TV**

Saturday 16 and Sunday 17 May in Piazza San Carlo

For the first time, Mediaset has organised a big outdoor event for television viewers: "Mediaset Days". Two days of music, entertainment and information to celebrate, along with the Piedmont Regional Council and local authorities, the digital switchover in western Piedmont.

On 20 May 2009 in Turin, Cuneo and 600 municipalities in the region, the so-called switchover will be introduced, the first phase in the transition of the TV system from analogue to digital-terrestrial.

To mark the arrival of a richer and more modern TV in the homes of almost 3 million Italians, Mediaset will construct in Piazza San Carlo a digital village: for two days, Saturday 16 and Sunday 17 May, citizens will have an opportunity to see the new system in operation which, in addition to improving the existing channels, will enhance the viewing experience. It will also show all the new channels and services that can be received with the digital terrestrial system.

The installation will be open from 10am to 8pm on both Saturday and Sunday, and will also be visited by numerous stars and presenters from Mediaset's channels who will come to Turin and entertain the public in Piazza San Carlo.

In addition, "Mediaset Days" will also be two days of celebration and entertainment.

Saturday 16 May at 9pm

Amici in Concerto

A live show with the finalists of Amici 2009

Presented by **Maria De Filippi**

Sunday 17 May at 3pm

Boing Video Dance

Music and dance with the

Dancers of Wannadance, the Boing game-show

Sunday 17 May at 4pm

Grande Fratello Live

Talk-show with the participants of Grande Fratello 9

Presented by **Barbara D'Urso**

As well as:

Selection for Grande Fratello 10

Screen tests open to all

Sunday

all day

The digital village in Piazza San Carlo is organised in five areas:

- The Mediaset generalist channels area

Canale 5, Italia 1 and Retequattro in their new digital formats.

A number of giant screens will broadcast the Mediaset generalist channels also in the high-definition version, in the +1 option (with programmes pushed back by one hour) and films broadcast in the original language and with subtitles.

All of these new services will be available from 10 October 10 2009, when all TV channels will be broadcast only in digital.

- Mediaset's new free channels area

Iris and Boing will be shown on big screens and their schedule illustrated on panels and by staff available to answer questions from the public.

Mediashopping, in addition to being shown on a big screen, will have a number of internet points from which users can access the services and information offered by the site www.mediashopping.it (it will also be possible to buy all of the products available with a special discount of 20%).

- National free-to-air digital terrestrial channels area

A huge video wall will show the more than 20 free national channels broadcast by the different operators in Italy thanks to the extensive broadcast capacity of digital terrestrial.

- Technology/Assistance area

Specialised technicians will illustrate all of the new technological features of digital terrestrial: who it works and how to install decoders, the difference between interactive decoders and zappers, the advantages of new generation TVs with integrated decoders, the CAM module and how it makes it possible to watch pay-TV without the need for a decoder.

- Mediaset Premium pay-TV area

Finally, it will also be possible to see for free all of the new proposals offered by Mediaset Premium. Big screens will display the various options available: first run films and TV series, live football and the best channels for children, all without commercial breaks. Specialised staff will be on hand to offer help and guidance and to explain how the pre-paid card works and how to make the best of the Premium services

It will also be possible to buy single cards or in combined with decoders and CAM modules, thanks to a special offer available exclusively during the "Mediaset Days" event.

Cologno Monzese, 11 May 2009

WHAT IS THE DIGITAL SWITCHOVER

The digital switchover is the complete shift to digital terrestrial of two national channels, RaiDue and Retequattro. All other channels will continue to be broadcast on both the traditional analogue and digital terrestrial systems. From the end of September 2009, Turin and the rest of western Piedmont will have all Italian channels available only in the new format (this will mark the so-called switch-off).

The same process was applied in 2008 in Sardinia, the first Italian region to benefit from the new system. During 2009 the switchover will also take place in Lazio, Val d'Aosta, Trentino and Campania. The evolution of television will gradually extend to other regions and will be completed in 2012.