

**MEDIASET BUYS FROM EUROPA TV
FREQUENCIES FOR THE LAUNCH OF
THE NEW DVBH NETWORK**

After Tim and H3G, also Europa TV is joining the Mediaset project for the launch of the new DVBH technology that will make it possible for Italy to launch, in the second half of 2006, the first mobile commercial television service in Europe.

Mediaset and Europa TV, a company controlled by Holland Italia, which is owned by Tarak Ben Ammar and the French broadcaster TF1, have reached an agreement that foresees, pending necessary authorisations, the sale to Mediaset of the infrastructure and digital frequencies that will be wholly destined to the new DVBH network.

The agreement also foresees that, after the necessary authorisations, Europa TV will hold a minority stake in the company that will be controlled by Mediaset, which will manage the new digital transmission network. Europa TV will also have an option to make its TV channels available for mobile TV services.

This move is further confirmation of the non-exclusive nature of the project for the launch of the DVBH network that was created the agreement between Mediaset and Tim, which was followed by an agreement between Mediaset and H3G and is today extended further by the entry of Europa TV with its technological and content assets.

In the meanwhile contacts are continuing with other operators in the sector, with the aim of providing an open mobile TV service that is efficient and rich in content for all viewers.

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