

## PRESS RELEASE

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### **COURT REJECTS CLAIM BY YOUTUBE AND REITERATES ILLEGAL TO CARRY VIDEO MATERIAL FROM "GRANDE FRATELLO" WHICH MUST BE REMOVED IMMEDIATELY**

#### **A NEW ERA OPENS UP FOR ALL ITALIAN MEDIA**

A new ruling issued by the court of Rome has rejected a claim made by YouTube and confirmed the ruling issued on 16 December that ordered the web company to remove from its servers all illegally uploaded material. Specific reference was made to clips from "Grande Fratello" which was, by a wide margin, top of the list of accessed video clips on the site.

This new ruling is part of a legal action taken in July 2008 by Mediaset against YouTube and further strengthens the principles of the protection of copyright and intellectual property.

A principle that finally becomes an asset for all media operators and that can be applied to all web sites that violate the copyright of others.

Today's ruling underlines that also sites such as YouTube must respond to accepted commercial rules: unlike what has happened to date, from today only those who invest in content has the right to use such content for commercial purposes also online through the sale of advertising or other sources of revenue. Consequently, and the ruling expressly reiterates this, the technological duty to achieve respect for such rights can not be attributed to the owner of the same.

As a result, today marks the beginning of a new era for all Italian media operators who can now reach agreements with internet operators, each in their own role, on the basis of new rules that are clear and defined.

Cologno Monzese, 12 February 2010