

**“PREMIUM PLAY” HAS TODAY REACHED 1 MILLION USERS  
AND FROM TOMORROW WILL BE VISIBLE ALSO WITHOUT A  
DECODER ON ‘SMART TVs’**

“Premium Play”, Mediaset’s on-demand TV offer today broke through the barrier of one million users, 750,000 of which access the service on the internet.

Since 22 February 2011, the date of the launch of Play - over 3,000 content items have been continuously available to Mediaset Premium customers also in HD at no additional cost – and the number of subscribers to the service has continued to grow with a significant acceleration in the second half of 2012 with a constant average of 10,000 new users every week.

The "Premium Play" service - which also offers live football channels - can be seen on television both with a decoder and the Gold label, as well as the Xbox game console.

In addition, from tomorrow, it will be accessible also directly on the next generation of televisions, such as the Samsung "Smart TV" that will have the new Play Premium app pre-installed and ready for use.

"Premium Play" is visible on the move on iPad and on both Macs and PCs.

For a free trial, register on the website [www.mediasetpremium.it](http://www.mediasetpremium.it)