

## PRESS RELEASE

### TELECOM ITALIA ANNOUNCES CUBOMUSICA®, THE NEW DIGITAL MUSIC PLATFORM

**A vast library of music available to stream on demand from tomorrow and from June to download too, for Telecom Italia broadband customers**

**Free music streaming for the first four months**

*Milan, 10 February 2011*

Telecom Italia announces **Cubomusica®**, a new digital music platform for its broadband customers. The venture has two main goals: to expand the company's ADSL digital content offering and to boost a market worth around €23 million in Italy in 2010 in which legal downloads grew by 10% from 2009 to reach 12 million (Source: FIMI-Deloitte).

**Cubomusica®** provides access to a huge library containing almost the entire output of the Italian record industry. Thanks to direct agreements with Sony Music Entertainment Italy, Universal Music Italia, EMI Music Italia, Warner Music Italia, Sugar Music, Carosello Records, PMI (Produttori Musicali Indipendenti) Kiver and Made in etaly, a vast choice of tracks will be available from tomorrow from [www.cubomusica.it](http://www.cubomusica.it), including the very latest releases as they hit the stores.

*"We feel very happy with the Cubomusica launch," said Franco Bernabè, CEO Telecom Italia. "The new platform we are announcing today has the backing of the biggest players in the music industry in Italy and worldwide. Our aim is to help grow this market through a competitive offering of legal digital content. The initiative confirms Telecom Italia's commitment to giving its customers new ways to enjoy quality entertainment, thanks to a strategic synergy between the multiplatform potential of Cubovision and the experience of the labels under a business model that is sustainable for everyone."*

An automatic online recognition system will give Telecom Italia customers immediate PC access to the **Cubomusica®** where they can choose their favourite tracks and listen to high quality audio for an unlimited period. They can also create personal playlists or let the recommendation engine suggest music based on their listening habits.

Until 10 June 2011 the new **Cubomusica®** service will give all Telecom Italia ADSL customers free access to streaming music. Beyond that date, the offering will be further enriched with a range of options tailored to their listening preferences: from a basic subscription for unlimited streaming starting at €1.49 a month, to packages which, besides unlimited streaming, also include a number of downloads. The DRM-free tracks can be downloaded to a PC or any portable device (mp3 player, mobile phone, smartphone, etc).



Customers who purchase a specific package can choose at any time to switch to one giving a greater number of downloadable tracks. And they can always download single tracks simply and with maximum flexibility.

This initiative further enriches the Cubovision® multiplatform, Telecom Italia's broadband digital content offering. In the near future **Cubomusica®** will also be available on domestic television thanks to a dedicated area with menu access from the Cubovision® box and Connected TVs.

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