

GRUPPO ESPRESSO:

NO NEGOTIATIONS WITH SKY – INDEPENDENT STRATEGY FOR TV STATIONS

From our stations' contribution to pluralism

Rome, 18 September 2012 – Further to the repeated press rumours that have done the rounds in recent days about hypothetical alliances in the world of digital television, Gruppo Editoriale L'Espresso SpA declares that no negotiations are under way with SKY Italia and that it intends to continue to develop its television broadcasting business on its own. Commercial relations with SKY Italia mainly concern the rent of broadcasting capacity for the free to air Cielo channel. This has no links with the business of Gruppo Espresso as a tv publisher on terrestrial digital.

The Group also considers as groundless and self-serving the objections to its role in the Italian television market, levelled in particular by a daily newspaper. As has also been acknowledged by the Autorità per le Garanzie nelle Comunicazioni (the Italian broadcasting standards authority) in its *“Procedimento per l'individuazione dei mercati rilevanti nell'ambito del sistema integrato delle comunicazioni”* (“Procedure for the identification of significant markets in the integrated communications system”), Gruppo Espresso contributes to pluralism, particularly through its former Rete A, now DeeJay TV, in Italy's free to air television market, which is one of significant concentration and which risks a further reduction of competitors.

With a schedule of entertainment and international films and series, news (three editions of its news programme per day) and spaces for political communication during the main elections and referendums, DeeJay TV has continued the tradition started up by Rete A 25 years ago, when it was the first private broadcaster to screen a nationwide news programme.

For these reasons, Gruppo Espresso considers it essential that the Italian television sector should be structured in a way that does not penalise its own activities with regard to so-called “duopoly” broadcasters, in order to avert the risk of a return to a situation in which users have no real choice (a public broadcaster, a single private operator and local television stations) like the one that dominated remote controls in the 1990s.

The Group thus trusts that the Italian broadcasting standards authority will guarantee equal treatment for all former analog operators, without preventing the smaller national broadcasters from competing with the dominant players for advertising revenues.

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