

## PRESS RELEASE

### **A new television project for Italy: Sportitalia and D-Free**

*Milan, 3 February 2004* - Patrick Le Lay, Chairman of Télévision Française 1 - TF1, Tarak Ben Ammar, Chairman of Holland Coordinator and Services B.V., and Angelo Codignoni, Chairman of Eurosport, are presenting a new television project for the Italian market to the press today.

The project concerns:

#### **1. Europa TV**

TF1, through its wholly-owned subsidiary Eurosport, has signed an agreement with Holland Coordinator and Services B.V., controlled by Tarak Ben Ammar, on the shared control of Europa TV SpA and the acquisition of a stake of up to 49% in its share capital. Europa TV holds a national concession for television service via terrestrial frequencies, covering 81% of the Italian population (46,699,935). The transaction was approved by the European Commission on 30 October 2003 and subsequently by the relevant Italian and European authorities.

**On 6 February 2004, Europa TV is launching a national freeview sports channel identified by the brand Sportitalia.**

#### **2. Prima TV**

TF1 has also signed an agreement with Holland Coordinator and Services B.V., controlled by Tarak Ben Ammar, on the shared control of Prisma TV and the acquisition of a stake of 49% in its share capital. Prima TV holds provisional authorisation on national broadcasting via terrestrial frequencies using analogue technology, covering 75.7% of the Italian population (43,706,008). The transaction was approved by the European Commission on 30 October 2003 and subsequently by the relevant Italian and European authorities. On 9 January 2004, Prisma TV was also authorised to experiment nationally with digital broadcasting, covering 58% of the population (33,433,576).

**Digital broadcasting will be carried out using a digital terrestrial multiplex called D-Free, initially broadcasting four TV channels.**

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