

# Bit Market Services

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PRESS RELEASE

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**SERIE A TV RIGHTS:  
ANTITRUST AUTHORITY ENCOURAGES MONOPOLY**

Mediaset has been left literally speechless by today's decision by the Italian Antitrust authority. Unsubstantiated, based on a supposition written in the sand and without any legal foundation the decision, against which Mediaset intends to file an immediate appeal to the competent bodies for an urgent suspension, confident that a quite different result will emerge.

The disparity in the treatment of the various subjects involved – particularly marked between Mediaset e Sky – given that the claim refers to “dividing up the market”, is wholly without justification. Moreover, the reconstruction of the facts by the AGCM makes it clear that the Authority had hoped to see the elimination of the second player to be assigned the rights, Mediaset. The result was the elimination of competition in the broadcast of the matches of the Serie A. In other words, an Antitrust Authority that encourages a monopoly.

What is sure, however, is that the assignment of the rights produced benefits for all the subjects involved: the world of football, viewers and TV operators.

The Serie A league earned more money than ever before (over €1 billion per year), and amount that was the result of fierce competition between the offers of different operators which, in addition, saw Mediaset footing the bill for almost the entire increase compared with the previous three-year period despite the number of teams included in the new contract signed with Mediaset being reduced from 12 to 8.

Secondly, the fact that the rights did not end up exclusively in the hands of a single pay-TV operator has ensured that consumers have enjoyed the benefits of a range of offers and prices from competing operators. In other words, exactly the opposite of the “anti-competitive understanding” claimed by the Authority.

Finally, from what emerges in the clauses in the findings, it is striking that the Communications Authority gave an entirely different, if not opposite, interpretation, to the outrageous conclusions drawn today by the Antitrust Authority.

Given the AGCM's totally unsubstantiated claims and the disparity of treatment between the operators, Mediaset is confident that today's decision will not survive the forthcoming judicial examinations that have been immediately activated.

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