

Press Release

DAZN AND TIM ANNOUNCE DISTRIBUTION AGREEMENT TO BRING SERIE A MATCHES ON TIMVISION

The collaboration will kick off in July 2021 and includes DAZN's full catalogue of live and on demand sports content. Digitisation of the country speeds up

Rome, 26 March 2021

DAZN and TIM announce they have signed a distribution agreement which, by extending the existing partnership, will bring the content of the streaming service on TIMVISION for the next three years.

DAZN, which was awarded the television rights for Serie A football matches for the 2021-2024 seasons, will continue to distribute matches via the internet and has chosen TIM as its strategic partner. This will make TIM the reference telecom and Pay TV operator offering DAZN content in Italy.

The new partnership will be active from July 2021 with dedicated DAZN service offers reserved for TIM customers including Serie A matches, which count on an audience of around 5 million households at present mainly via satellite.

The partnership with TIM represents another step towards DAZN's growth and consolidation on the Italian market. The process was successfully started in 2018 and has continued over the years with great commitment up to today. The acquisition of 10 matches per day of the Serie A Championship (7 exclusive and 3 co-exclusive), which has many fans and enthusiasts in Italy, is a clear recognition of the work carried out to date. This agreement will allow users to view the content via broadband, at the same time strengthening and speeding up the country's digitisation process to which the utmost commitment has been dedicated in recent years.

DAZN has always put sports fans consumers centre stage of its operations: they must be able to access sports content in a simple, flexible and innovative way, and this agreement only reinforces the commitment in this direction.

At the same time TIM will support migration from satellite to the streaming platform through its Ultrabroadband coverage available in Italy on the fixed network (over 90% of active fixed lines can already access UBB), in addition to the mobile network, Fixed Wireless Access (FWA) and satellite WIFI, making it possible to offer all customers the best user experience.

The agreement with DAZN, in addition to further spreading UBB connections in Italy, will strengthen the convergence strategy of TIM Unica, combining the best fixed-mobile connectivity with a unique sports and entertainment content offer in Italy. The partnership also consolidates TIMVISION's position as the leading aggregator of high quality Premium products which, thanks to the new decoder (set-top-box), will provide viewers with an ever more unique and compelling experience.

Migration from satellite to a streaming platform will continue and strengthen the work done so far to combat piracy alongside other institutions: TIM and DAZN will work to adopt a series of measures to strengthen the fight against this phenomenon.

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