

Written Submission on Commission Consultation: Preliminary findings of the sector inquiry into 3G sports rights

I. Introduction

Mediaset welcomes the opportunity to submit in writing its comments on the on-going sector inquiry into the provision of sports content over third generation (3G) mobile communications networks (3G sector inquiry) which was launched on 30 January 2004. Mediaset comments are based on the Commission's preliminary findings of the Sector Inquiry which were published in May 2005 and the public discussion that took place during the Hearing of 27 May 2005.

The Commission states that its policy in this field is influenced by its desire to ensure that markets for premium media content remain open. In particular, the Commission would like to ensure that the development of the 3G sector is not hampered in the EEA because of the existence of "*powerful established players in neighbouring markets*" that could engage into anti-competitive practices in relation to licensing of premium media rights.

Mediaset does not share the Commission's concerns as to the need to "curb" the alleged market power of broadcasters and other right holders of premium sport events. In fact, compared to broadcasters, most 3G operators are indeed "*powerful established players*" not only on their own markets but also on other neighboring communications markets. In that sense, Mediaset for the reasons set out in detail below does not consider that access to premium (sport) content for 3G operators raises any particular competition problem that warrants special regulatory or competition law-based treatment.

II. Market power in the electronic communications markets: the case of MNOs

Before analysing the likely competition problems that can arise in relation to the access of 3G mobile network operators (MNOs) to premium content rights, one should bear in mind that mobile markets in Europe are highly oligopolistic. Entry today in such market is almost impossible unless further spectrum can be made available to new entrants. Even if more spectrum can be offered to the market, the fact remains that building and deploying a mobile network requires huge network investments and extensive marketing efforts. Entry failure is translated into equally huge sunk costs.

It is not therefore a coincidence that a number of National Regulatory Authorities (NRAs) have already decided to intervene in order to restore competition at the retail consumer market. CommReg, the Irish regulator, has already designated all three Irish mobile network operators as being in a joint dominant position. Similar moves are at present being contemplated by the French, Spanish and Portuguese NRAs. In Italy, the National competition Authority is already carrying out an investigation into anticompetitive practices by Italian MNOs that are accused of having abused their collective dominant position in the relevant market. In addition, most established MNOs in Europe belong to powerful groups such as Vodafone, T-mobile and Orange. Their subscriber base often accounts for millions of customers. In that sense, MNOs can play the role of “gatekeepers” deciding what kind of content could be accessible by their subscribers.

Past experience shows that some MNOs have tried to restrict the ability of users to receive services by content providers not affiliated with the MNO concerned. For instance, customers were barred from using internet portals other than those set up by their MNO. In other cases, access to third party email services was denied outright.

A number of MNOs have already established relationships with the world of sport. Vodafone and O₂ in the UK are already major sponsor of football and Formula 1 events. The situation is no different in all other EEA markets.

Powerful as they may be on their own, the most successful MNO in Europe are controlled by large fixed incumbent operators. Almost all fixed incumbent operators in Europe are vertically and horizontally integrated and occupy very strong positions in the

neighboring electronic communications markets for the provision of internet broadband services and the provision of 2G/3G mobile services. The market power of such electronic communications providers contrasts sharply with the overall market position of broadcasters.

Mediaset accordingly would invite the Commission to assess the overall issues addressed by the current sector inquiry by taking into consideration the market position held by MNOs and the characteristics of mobile markets in Europe .

III. Is there an identifiable demand for 3G premium content?

Mediaset believes that demand for sport content for 3G services is still speculative if not very low. In fact, there is little evidence that data in mobile networks is a profitable business. Looking at current market conditions in almost all EEA markets, it becomes clear that very high prices for mobile data services accounts for the failure of GPRS services and the demise of Wap. In particular, there seems to be little evidence today that consumers will use their mobile phones for accessing content, be it premium (sport) events or just internet content. “I-mode” which has been a very successful mobile platform to access content in Japan has failed to take off in Europe.

Although, it is still early to predict how 3G services will evolve in the future, Mediaset believes that current market condition and market demand does not call for any kind of intervention in this area by the Commission.

IV. Content is available today to all platforms

It is important also to keep in mind that current technologies have led or will lead in the near future to an increased convergence between infrastructures and communications platforms. There is nothing to suggest that 3G operators are being denied or being excluded from the licensing of media content. In this respect, Mediaset submits as an annex a table showing all 3G services available today in Italy, proof of the existence of a flourishing 3G content market.

Today, it is not only that content can be made available to all kinds of communications platforms but users can also use different means to access content without being restricted by their own provider. In particular, it is expected that in the near future, new

mobile handsets will incorporate Wi-Fi capabilities thus enabling mobile users to log on to Wi-Fi spots and access voice and data services on the Internet outside the “garden” wall restrictions imposed by MNOs. VoIP services and DVB-H are such examples. The fact that consumers today expect to be able to access media content by all possible available means (television, satellite, cable, Wi-Fi, internet, mobile networks) reflects the absence of real restrictions as far as the availability and licensing of media content is concerned.

In that respect, Mediaset would like to draw the Commission’s attention to the fact that although one could argue that television and 3G content may be separate markets, the fact remains that from the broadcaster’s point of view, audio-visual content delivery takes into account all possible transmission platforms. Today, sport content can be made available through television networks, broadband internet networks and, in the near future, DVB-H. Competition among different communications and broadcasting platforms means for instance that exclusivity does not distort but fosters competition for access to premium sport rights. Accordingly, the Commission should take into consideration the competitive constraints on broadcasters in the light of existing and future convergence among communications platforms.

V. Is access to premium media a competition issue

It should be recalled that access to sport content has already been successfully addressed in the past by the Commission and other national competition authorities.

Today the principles that underpin any kind of regulatory intervention or antitrust enforcement are those of technology neutrality and non-discrimination. These are well established and effective principles. That being said, competition intervention in the market for access to content should aim at addressing bottleneck problems and issues of leverage of market power. It is hard to see for what other reasons any special treatment may be reserved to satisfy the particular concerns of the 3G operators for access to sport content . Their position is no different from that of any other stakeholder in the wider market for licensing of sport rights.

VI. Preliminary Conclusions

In conclusion, Mediaset does not believe that there is any need today for any form of regulation for access to sport content for 3G services. Existing competition law principles suffice to address likely market failures and anti-competitive practices. In particular, in assessing the competitive conditions prevailing on the relevant market, the Commission should take into consideration the market power held by MNOs, as well as their vertical and horizontal integration in the wider electronic communications markets which gives them considerable economies of scope and scale and increases their overall bargaining power.

The market for access to media content, and to sport content in particular, is characterized by very competitive conditions. There is nothing to suggest that 3G operators are being refused or denied access to rights for sport events. Accordingly, 3G operators should not be treated any different from any other access seeker in this market.

Mediaset S.p.A.

Milano, July 2005

Annex: MNO's CONTENT SERVICES CURRENTLY AVAILABLE IN ITALY

MNO's CONTENT SERVICES CURRENTLY AVAILABLE IN ITALY
TELECOM ITALIA MOBILE

Tecnologia	Contenuto	Nome	Brand
SMS	Astrologia	OROSCOPO by B!	BUONGIORNO
SMS	Astrologia	Cosmoroscopo	COSMOPOLITAN
SMS	Astrologia	Tarocchi by Zed	ZED
SMS	Astrologia	Oroscopo by Zed	ZED
SMS	Astrologia	Oroscopo by Zero9	ZERO9
SMS	Astrologia	Bioeroscopo	
SMS	Astrologia	Stelle di Paolo Fox	
SMS	Astrologia	L'oroscopo di Branko	
SMS	Astrologia	Caratteristiche del Segno	
SMS	Astrologia	Tarocchi SMS	
SMS	Astrologia	Oroscopo Donna	
SMS	Astrologia	BUONA STELLA	
SMS	Astrologia	Oroscopo by Branko ScriptIMpiù	
SMS	Astrologia	Astri Personalizzato	
SMS	Astrologia	Oroscopo del tempo libero	
SMS	Astrologia	Oroscopo Personalizzato	
SMS	Astrologia	Astri di Paolo Fox	
SMS	Astrologia	Oroscopo delle Affinità	
SMS	Astrologia	CHING	
SMS	Astrologia	Astri Calculator	
SMS	Astrologia	Smorfia	
SMS	Astrologia	Il 2005 secondo Branko	
SMS	Astrologia	Interpretazione dei sogni	
SMS	Astrologia	DESTINI	
SMS	Astrologia	I Ching	
SMS	Astrologia	Affinità di Coppia	
SMS	Astrologia	Love Oroscopo	
SMS	Comunicazione	Chat SMS Mediavideo	MEDIAVIDEO
SMS	Comunicazione	Tifosi	
SMS	Comunicazione	I.TIM Community	
SMS	Comunicazione	Chat SMS 2dicuore	
SMS	Comunicazione	TimCafé	
SMS	Fun	Bastardo by B!	BUONGIORNO
SMS	Fun	Smorfia by Zed	ZED
SMS	Fun	RISATE by Zero9	ZERO9
SMS	Fun	Kattivo	
SMS	Fun	VIP Platinette	
SMS	Fun	Test	
SMS	Fun	Santo del giorno	
SMS	Fun	Accadde oggi	
SMS	Fun	Test al sole	
SMS	Fun	Tutti i perche'	

SMS	Fun	Musa	
SMS	Fun	Appuntamento al buio	
SMS	Fun	Quiz	
SMS	Fun	Sfida	
SMS	Fun	MAXXI KATTIVA	
SMS	Fun	MAXXI SMILE	
SMS	Fun	Rap Televoto	
SMS	Fun	Almanacco	
SMS	Fun	PACCO REGALO	
SMS	Fun	D.J. SMS	
SMS	Fun	SoloDonna	
SMS	Fun	SMS Anonimi	
SMS	Fun	Dillo con un SMS	
SMS	Fun	Risate da ufficio	
SMS	Fun	Frase del Giorno	
SMS	Fun	Scherzi	
SMS	Fun	Inkredibile	
SMS	Fun	Numeri fortunati	
SMS	Fun	Fantamania	
SMS	Fun	Ettore - Vita da cani	
SMS	Fun	In & Out	
SMS	Fun	4444 - La sai l'ultima	
SMS	Fun	BATTUTE dal mondo del calcio	
SMS	Fun	AUTO KMzero	
SMS	Fun	SCRIPTIM LUPO ALBERTO 4U	
SMS	Gioco	Passaparola	EINSTEIN
SMS	Gioco	L'Eredità	RAI
SMS	Gioco	Trivial Pursuit	
SMS	Gioco	Metti alla prova la tua conoscenza..	
SMS	Gioco	Scoprimi	
SMS	Loghi e suonerie	Loghi e Suonerie Top	
SMS	Loghi e suonerie	Suonerie 4U Polifoniche	
SMS	Loghi e suonerie	Le suonerie più belle per il tuo cellulare	
SMS	Loghi e suonerie	My Logo	
SMS	Loghi e suonerie	wallpaper cool	
SMS	Loghi e suonerie	poli cartoon	
SMS	Loghi e suonerie	Loghi & Suonerie	
SMS	Loghi e suonerie	Suonerie 4U Nokia	
SMS	Loghi e suonerie	Loghi 4U Nokia	
SMS	Loghi e suonerie	poli cool	
SMS	Loghi e suonerie	Hit Parade Polifoniche	
SMS	Loghi e suonerie	Hit Parade Nokia	
SMS	Loghi e suonerie	HIT ABBONAMENTO	
SMS	Loghi e suonerie	Poli Abbonamento	
SMS	Loghi e suonerie	HIT LOGO NOKIA	
SMS	Loghi e suonerie	wallpaper cartoon	
SMS	Loghi e suonerie	jukebox	
SMS	Love & sex	SEX by B!	BUONGIORNO
SMS	Love & sex	Amore by B!	BUONGIORNO
SMS	Love & sex	Men's Health eros	MENS' HEALTH
SMS	Love & sex	AMORE by Zero9	ZERO9

SMS	Love & sex	FLIRT by Zero9	ZERO9
SMS	Love & sex	CUPIDO by Zero9	ZERO9
SMS	Love & sex	VM18	
SMS	Love & sex	Amore	
SMS	Love & sex	I segreti dell'altro sesso	
SMS	Love & sex	SexZone	
SMS	Love & sex	Vita da single	
SMS	Love & sex	Come un bacio	
SMS	Love & sex	Affinity	
SMS	Love & sex	Maxxi LOVE	
SMS	Love & sex	Love calculator	
SMS	Love & sex	Kiss	
SMS	Love & sex	Lui e Lei	
SMS	Love & sex	Scopri lo ScripTIMpiù	
SMS	Love & sex	Batticuore Calculator	
SMS	Love & sex	Dillo con TVTB	
SMS	Love & sex	AKKIAPPALO	
SMS	Musica	Newsletter Hit	
SMS	News	Ansa Regionali	ANSA
SMS	News	Ansa Spettacolo	ANSA
SMS	News	Ansa Politica	ANSA
SMS	News	Ansa News	ANSA
SMS	News	ANSA Economia	ANSA
SMS	News	Ansa Tecnologia	ANSA
SMS	News	ANSA	ANSA
SMS	News	Ansa Cronaca	ANSA
SMS	News	Agenzia ANSA ScripTIM	ANSA
SMS	News	News by Corriere	CORRIERE
SMS	News	TG La7 sms	LA7
SMS	News	MF/DJ Mercati	MILANOFINANZA
SMS	News	Novella 2000 ScripTIMpiù	NOVELLA 2000
SMS	News	Novella 2000	NOVELLA 2000
SMS	News	OPINIONI panorama	PANORAMA MONDADORI
SMS	News	News by Repubblica	REPUBBLICA
SMS	News	TOP NEWS REUTERS	REUTERS
SMS	News	REUTERS JET SET	REUTERS
SMS	News	ILSOLE24ORE BORSE SMS	SOLE24ORE
SMS	News	ILSOLE24ORE MIB SMS	SOLE24ORE
SMS	News	Sole 24 Ore Economia SMS	SOLE24ORE
SMS	News	TG5 SMS	TG5
SMS	News	TGCOM Rumors SMS	TGCOM
SMS	News	News Verissimo	VERISSIMO
SMS	News	MR SCOOP by Zero9	ZERO9
SMS	News	CALCIOMERCATO	
SMS	News	Gpnews	
SMS	News	Ansa Esteri	
SMS	News	Gossip Piccanti	
SMS	News	MF/DJ Economia	
SMS	News	Paparazzi	
SMS	News	Fatti i fatti degli altri.	

SMS	News	Strane News	
SMS	News	VIP	
SMS	Promozione	Flash Spot	
SMS	Promozione	Negozi TIM	
SMS	Religione	Vangelo del giorno	
SMS	Religione	Preghiera del giorno	
SMS	Religione	Padre Pio	
SMS	Religione	Pensiero del Santo Padre	
SMS	Sport	Diretta F1	ANSA
SMS	Sport	Ansa Sport	ANSA
SMS	Sport	CalcioMercato by B!	BUONGIORNO
SMS	Sport	Ferrari	FERRARI
SMS	Sport	F.C. Inter	INTER
SMS	Sport	S.S. Lazio	LAZIO
SMS	Sport	RAI SPORT CICLISMO	RAI
SMS	Sport	REUTERS SPORT INTERNAZIONALE	REUTERS
SMS	Sport	A.S. Roma	ROMA A.S.
SMS	Sport	CalcioMercato by Zed	ZED
SMS	Sport	CALCIO by Zero9	ZERO9
SMS	Sport	Tutto Basket	
SMS	Sport	Studio Sport News	
SMS	Sport	TUTTOMOTO	
SMS	Sport	Gran Prix Moto	
SMS	Sport	Motomondiale	
SMS	Sport	Goal e Risultati Live	
SMS	Sport	TuttoF1 (fatto da ansa per c/o TIM)	
SMS	Sport	TuttoMoto (fatto da ansa per c/o TIM)	
SMS	Sport	Tutto Volley	
SMS	Sport	Ciclismo news	
SMS	Sport	Tutto lo Sport	
SMS	Sport	Gran Prix F1	
SMS	Sport	SQUADRA	
SMS	Sport	CALCIOMERCATO by Acotel	
SMS	Sport	Euro Calcio	
SMS	Sport	Motonline	
SMS	Sport	TuttoPallavolo (ansa)	
SMS	Sport	TuttoBasket (ansa)	
SMS	Sport	Partita	
SMS	Sport	Cavallino rampante in pole position	
SMS	Sport	Diretta MotoGP	
SMS	Sport	TuttoF1	
SMS	Sport	La tua squadra	
SMS	Tempo libero	Dieta Moderna	DONNA MODERNA
SMS	Tempo libero	SMS Gym	
SMS	Tempo libero	Bioritmo	
SMS	Tempo libero	Cibi e Cibi	
SMS	Tempo libero	A moda mia	
SMS	Tempo libero	Solo Libri	
SMS	Tempo libero	Donne e Opinioni	
SMS	Tempo libero	Concerti	
SMS	Tempo libero	Cinema	

SMS	Tempo libero	Diet	
SMS	Tempo libero	Citynight	
SMS	Tempo libero	HomeVideo	
SMS	Tempo libero	Gigi D'Alessio News	
SMS	Tempo libero	Galateo	
SMS	Tempo libero	Benessere Donna	
SMS	Tempo libero	Attrazioni turistiche	
SMS	Utilità	Meteo in Città	
SMS	Utilità	Bollettino Neve	
SMS	Utilità	Eat&Drink	
SMS	Utilità	Infosisal	
SMS	Utilità	In treno	
SMS	Utilità	In Aereo	
SMS	Utilità	English Lessons	
SMS	Utilità	Previsioni	
SMS	Utilità	Banche e bancomat	
SMS	Utilità	Trovocasa - SMS Hunter	
SMS	Utilità	Eventi Notte	
SMS	Utilità	Eventi	
SMS	Utilità	Portafoglio Titoli	
SMS	Utilità	Bollettino Mari	
SMS	Utilità	Lingua	
SMS	Utilità	Trovafilm	
SMS	Utilità	Teatri	
SMS	Utilità	Alberghi	
SMS	Utilità	DIARIO	
SMS	Utilità	Lotterie e Concorsi	
SMS	Utilità	Elenco Telefonico	
SMS	Utilità	Uffici Postali	
SMS	Utilità	Secondamano	
SMS	Utilità	Cerco e offro su Secondamano	
SMS	Utilità	Cambi	
SMS	Utilità	Agenzie viaggi	
WAP	Astrologia	Astri di Paolo Fox ScripTIMpiù	
WAP	astrologia	OroscoFun ScripTIMpiù	
WAP	Astrologia	I Ching ScripTIMpiù	
WAP	Fun	Barzellette Scriptimpiù	
WAP	Fun	Ironiko ScripTIMpiù	
WAP	Gioco	PC Games ScripTIMpiù	PCGAMES
WAP	Gioco	Console Games Scriptimpiù	
WAP	Love & sex	Scoprila ScripTIMpiù	
WAP	Love & sex	Seduzione ScripTIMpiù	
WAP	Love & sex	Proibito ScripTIMpiù	
WAP	News	ANSA SPORT ScripTIMpiù	ANSA
WAP	News	Ansa Spettacolo ScripTIMpiù	ANSA
WAP	News	ANSA Cronaca ScripTIMpiù'	ANSA
WAP	News	ANSA TOP NEWS ScripTIMpiù	ANSA
WAP	News	ANSA Politica ScripTIM piu'	ANSA
WAP	News	ANSA ITALIA ScripTIMpiù	ANSA
WAP	News	ANSA ECONOMIA ScripTIMpiù	ANSA
WAP	News	ANSA ESTERI ScripTIMpiù	ANSA

WAP	News	ANSA HI-TECH ScripTIMpiù	ANSA
WAP	News	Happy Web Scriptimpiù	HAPPY WEB RCS
WAP	News	Aconews Generale ScripTIMpiù	REUTERS
WAP	News	Reuters Economia ScripTIMpiù	REUTERS
WAP	News	REUTERS HI-TECH ScripTIMpiù	REUTERS
WAP	News	Salve News ScripTIMpiù	SALVE
WAP	News	MIB titoli ScripTIMpiù	
WAP	News	Aconews Cronaca ScripTIMpiù	
WAP	Promozione	Musica in uscita Scriptimpiù	
WAP	Sport	Diretta F1 ScripTIMpiù	
WAP	Sport	Gossip Sportivo Scriptimpiù	
WAP	Sport	ACONEWS SPORT ScripTIMpiù	
WAP	Sport	ACONEWS CALCIO ScripTIMpiù	
WAP	Tempo libero	Gulliver ScripTIMpiù	GULLIVER
WAP	Tempo libero	Moda by Amica Scriptimpiù	
WAP	Tempo libero	Libri Scriptimpiù	
WAP	Tempo libero	2Night News ScripTIMpiù	
WAP	TV	Oggi in TV scriptimpiù	
WAP	Utilità	Scriptim Professional	
VIDEO	Sport	I Video della Roma	ROMA A.S.
VIDEO	Sport	I Goal degli AZZURRI Video	
VIDEO	Fun	Galleria RAI - COMici	RAI
VIDEO	News	I video del TG1 sul tuo telefonino	RAI
VIDEO	Musica	Avril Lavigne	
VIDEO	Fun	Funny Clips	
VIDEO	Musica	Video Christina Aguilera	
VIDEO	Musica	Video D12	
VIDEO	Musica	Video Meneguzzi	
VIDEO	Musica	Video HIT	
VIDEO	Musica	Video Guano Apes	
VIDEO	Tempo libero	Coming Soon Cinema Video	
VIDEO	Musica	ARTICOLO 31 VIDEO	
VIDEO	Fun	Video Pantera Rosa	
VIDEO	Fun	BACKSTAGE MAX 2005 Roberto Farnesi	
VIDEO	Musica	VIDEO GEMELLI DIVERSI	
VIDEO	Tempo libero	Coming Soon Cinema Trailers	
VIDEO	Sport	I Video del Torino	
VIDEO	Astrologia	Oroscopo by Branko video	
VIDEO	Fun	Gino il Pollo	
VIDEO	News	TG La7 Video	LA7
VIDEO	Fun	Bulldozer	
VIDEO	Fun	Video Lupo Alberto	
VIDEO	Musica	Video The Calling	
VIDEO	Musica	Video Dido	
VIDEO	Musica	Video Eminem	
VIDEO	Musica	Video 50 Cent	
VIDEO	Musica	Video Will Young	
VIDEO	Musica	MEG VIDEO	
VIDEO	Musica	NATASHA BEDINGFIELD VIDEO	
VIDEO	Musica	LUCA DIRISIO VIDEO	
VIDEO	Promozione	VideoMessaggio di TIM	

VIDEO	Fun	BACKSTAGE MAX 2005 Alena Seredova	
VIDEO	Sport	BASKET SERIE A TIM	
VIDEO	Musica	Eros Ramazzotti Video	
VIDEO	News	ANSA Live	ANSA
VIDEO	Fun	Real TV	
VIDEO	Fun	Crazy Video	
VIDEO	Promozione	VideoSpot	
VIDEO	Musica	Video Alcazar	
VIDEO	Musica	video the strokes	
VIDEO	Musica	video Zucchero	
VIDEO	Musica	Video DJ Bobo	
VIDEO	Tempo libero	2night News VIDEO	
VIDEO	Sport	VOLLEY SERIE A TIM	
VIDEO	Fun	BACKSTAGE CALENDARIO GQ 2005	
VIDEO	Musica	GIGI D'ALESSIO VIDEO	
VIDEO	Musica	VIDEO LE VIBRAZIONI	
VIDEO	News	ANSA LIVE ECONOMIA	ANSA
VOCE	Utilità	412 - HOTEL E RISTORANTI	
VOCE	Utilità	412 - INFO METEO	
VOCE	Utilità	892525 - Infoinviaggio	
VOCE	Fun	4444 - Scherzi	
VOCE	Utilità	412 - FARMACIE DI TURNO	
VOCE	Promozione	4444 - RegalaTIM	
VOCE	Tempo libero	412 - LOCALI NOTTURNI	
VOCE	Utilità	412 - VIDEOCHIAMATA	
VOCE	Utilità	412 - SERATE A TEMA	
VOCE	Utilità	412 - ALITALIA DESK	
VOCE	Utilità	412 - TIM Navigator	
VOCE	Promozione	4444 - Promo	
VOCE	Fun	4444 - La sai l'ultima	
VOCE	Utilità	412 - VIABILITA'	
VOCE	Astrologia	4444 - Altri Oroscopi	
VOCE	Tempo libero	412 - FIORI E PIANTE	
VOCE	Tempo libero	412 - LIBRI	
VOCE	Tempo libero	412 - BIGLIETTI EVENTI	
VOCE	Tempo libero	4444 - Arte	
VOCE	Tempo libero	412 - EVENTI	
VOCE	Utilità	412 - Ricariche TIM	
VOCE	Utilità	412 - UFFICIO VIAGGI	
VOCE	Sport	4444 - BarSport	
VOCE	Fun	4444 - Dediche	
WAP	Loghi e suonerie	WINNIE THE POOH	DISNEY
WAP	Loghi e suonerie	Gli Incredibili	DISNEY
WAP	Loghi e suonerie	Paperino	DISNEY
WAP	Loghi e suonerie	Topolino	DISNEY
WAP	Loghi e suonerie	Re leone	DISNEY
WAP	Loghi e suonerie	Videogame Disney	DISNEY
WAP	Loghi e suonerie	Witch	DISNEY
SMS	News	MTV GOSSIP	MTV
SMS	News	MTV BRANDNEW	MTV
MMS	News	MTV Hot this week MMS	MTV

MMS	News	MTV NEWS MMS	MTV
WAP	Loghi e suonerie	Suonerie MTV	MTV
SMS	News	MTV Classifiche	MTV
SMS	News	MTV News	MTV
SMS	News	newsletter mobile chart	MTV
WAP	Astrologia	Astri di Paolo Fox	
WAP	News	ANSA TOP NEWS ScripTIMpiù	ANSA
WAP	News	ANSA ESTERI ScripTIMpiù	ANSA
WAP	Astrologia	Astri di Paolo Fox ScripTIMpiù	
WAP	News	ANSA HI-TECH ScripTIMpiù	ANSA
WAP	News	ANSA SPORT ScripTIMpiù	ANSA
WAP	Astrologia	I Ching ScripTIMpiù	
WAP	News	ANSA Cronaca ScripTIMpiù'	ANSA
WAP	Loghi e suonerie	Loghi & Suonerie	
WAP	Utilità	La tua agenda	
WAP	Astrologia	Branko e le stelle su WAP	
WAP	Loghi e suonerie	WALLPAPER SCHERZI	
WAP	Loghi e suonerie	wallpaper cucciolosi	
WAP	Loghi e suonerie	WALLPAPER ISIDORO	
WAP	Utilità	Banche On Line	
WAP	Utilità	In Aereo	
WAP	Religione	Pensiero del Santo Padre	
WAP	Religione	Preghieria del giorno	
WAP	Fun	TimCafé	
WAP	Fun	Girls MMS	
WAP	News	ACONEWS SPORT ScripTIMpiù	
WAP	News	ANSA ECONOMIA ScripTIMpiù	ANSA
WAP	Astrologia	Affinità di Coppia	
WAP	Utilità	Elenco Telefonico	
WAP	Fun	MAX 2004 BRESCIA	MAX
WAP	Loghi e suonerie	WALLPAPER CELEBRITIES	
WAP	Loghi e suonerie	WALLPAPER SOUTH PARK	
WAP	Loghi e suonerie	WALLPAPER ZIGGY	
WAP	Utilità	In treno	
WAP	Utilità	Alberghi	
WAP	Religione	Vangelo del giorno	
WAP	News	Sole 24 Ore Economia SMS	SOLE24ORE
WAP	News	ANSA	ANSA
WAP	News	ANSA ITALIA ScripTIMpiù	ANSA
WAP	News	Reuters Economia ScripTIMpiù	REUTERS
WAP	Tempo libero	Itinerari	
WAP	Utilità	La tua rubrica	
WAP	Utilità	Fotoalbum	
WAP	Fun	MAX 2004 ARGENTERO	MAX
WAP	Loghi e suonerie	Snoopy & Friends	
WAP	Loghi e suonerie	wallpaper garfield	
WAP	Loghi e suonerie	WALLPAPER TIFO DA STADIO	
WAP	Fun	Barzellette Scriptimpiù	
WAP	Religione	Santo del giorno	
WAP	Astrologia	OroscoFun ScripTIMpiù	
WAP	News	ACONEWS CALCIO ScripTIMpiù	

WAP	Tempo libero	2Night News Script	TIMpiù
SMS	Gioco	2kk	
SMS	Gioco	Sfida	
SMS	Gioco	Scoprimi	
SMS	Gioco	Pandemonio	
SMS	Gioco	Cyberamico	
SMS	Gioco	Test al sole	
SMS	Gioco	Affinity	
SMS	Gioco	Test	
SMS	Gioco	L'Eredità	
SMS	Gioco	Kiss	
SMS	Gioco	Trivial Pursuit	
SMS	Gioco	Quiz	
SMS	Gioco	Passaparola	

VODAFONE

Tecnologia	Contenuto	Nome	Brand
WAP	Community	Vodafone Messenger	
WAP	Donne	Glamour	MAX e GQ
WAP	Giochi	Competition Games	
WAP	Giochi	Concorsi	
WAP	Loghi e Suonerie	Loghi e Sfondi	
WAP	Loghi e Suonerie	Suonerie	
WAP	Musica	Artisti ed eventi	
WAP	Musica	News e Concerti	
WAP	Musica	Vodafone Juke Box	
WAP	Sport	F1 e Motori	
WAP	Tempo Libero	Cinema e Ristoranti	
WAP	Tempo Libero	Shopping	SECONDAMANO
WAP	Tv	Programmazione tv	
WAP	Utilità	Traffico e Mappe	
WAP	Utilità	Voli	
VOCE	Loghi e Suonerie	Crazy Parade	DADA
VIDEO	Fun	Looney Tunes	WARNER BROS
VIDEO	Tempo Libero	Speciali e Trailers Cinema	
VIDEO	Utilità	Videoguide	
VIDEO	Donne	Maxim	MAXIM
VIDEO	Live Tv	Canali Tv	
VIDEO	Love & sex	Bionde o More	
VIDEO	Love & sex	MMS Eros	
VIDEO	Love & sex	Spiando Eva Henger	
VIDEO	Musica	Flippaut	
VIDEO	Musica	Gli artisti del mese	
VIDEO	Musica	MTV Live Lounge	MTV
VIDEO	News	Ansa Economia	ANSA
VIDEO	News	Ansa Ultimissime	
VIDEO	News	Milano Finanza	MILANO FINANZA
VIDEO	News	TG5	TG5
VIDEO	Sport	Ansa Sport	ANSA
VIDEO	Sport	Calcio Live	

VIDEO	Sport	Ferrari Secret	
VIDEO	Sport	Motomondiale	
VIDEO	Sport	Risultati e Goal Live	
VIDEO	Sport	STUDIO SPORT	STUDIO SPORT
VIDEO	Sport	Video Calcio	
VIDEO	Sport	Video Goal	
VIDEO	Sport	Video Sintesi	
VIDEO	Tv	Lucignolo Approfondimento e Anteprima	Lucignolo
VIDEO	Tv	Videoclip	
VIDEO	Tv	Zelig	Zelig
SMS	Tv	Top of the Pops	Top of the Pops
SMS	News	TG5	TG5
SMS	Astrologia	Astroboritmo	
SMS	Astrologia	Astroboritmo a richiesta	
SMS	Astrologia	FreeTime SMS - Zodiaco	ASTRA
SMS	Astrologia	Oroscopo	
SMS	Astrologia	Oroscopo	ASTRA
SMS	Astrologia	Oroscopo a richiesta	
SMS	Astrologia	Zingara	TJNET
SMS	Community	DGTAMO	DADA
SMS	Community	mPlay - Incontri	
SMS	Community	mPlay - Lo specialista	
SMS	Community	mPlay - Ti Cerko	
SMS	Community	Music Club	ZERO 9
SMS	Community	mVillage	
SMS	Community	Party Chat	DAVID2
SMS	Community	SMS Chat Game	STETEL
SMS	Community	The Club	NEO NETWORK
SMS	Community	XDUE	BUONGIORNO
SMS	Fun	FreeTime SMS - Tao	
SMS	Fun	mPlay - Barzellette	
SMS	Giochi	Lotto e Concorsi	
SMS	Giochi	Lotto e Concorsi a richiesta	
SMS	Giochi	mPlay - Fuori di Test	
SMS	Gossip	FreeTime - Gossip	
SMS	Gossip	Novella 2000	NOVELLA 2000
SMS	Gossip	Showbiz Gossip	COSMOPOLITAN
SMS	Loghi e Suonerie	CD Live	BUONGIORNO
SMS	Loghi e Suonerie	Hit of the Week	SUPEREVA
SMS	Loghi e Suonerie	Jamba!	JAMBA
SMS	Loghi e Suonerie	mPlay - Loghi e Suonerie	
SMS	Loghi e Suonerie	Radio Montecarlo	TJNET
SMS	Loghi e Suonerie	Top of the Pops	RTI
SMS	Loghi e Suonerie	Un posto al sole	
SMS	Loghi e Suonerie	Zed	ZED
SMS	Loghi e Suonerie	Zero 9	ZERO 9
SMS	Love & sex	BattiCuore Calculator	BUONGIORNO
SMS	Love & sex	Eros per lei	COSMOPOLITAN
SMS	Love & sex	Eros per lui	MEN'S HEALTH
SMS	Musica	FreeTime SMS - Musica	
SMS	News	Borsa e Cambi	

SMS	News	Corriere della sera	CORRIERE DELLA SERA
SMS	News	Infoquotazione - Infotitolo - Professionale	SOLE 24 ORE
SMS	News	La borsa del Sole 24 Ore	SOLE 24 ORE
SMS	News	Meteo	EPSON
SMS	News	Notizie Locali	
SMS	News	Repubblica news	REPUBBLICA
SMS	News	Top News	PANORAMA
SMS	News	Ultime Notizie	
SMS	News	Ultime Notizie a richiesta	
SMS	Sport	90 Mobile	BUONGIORNO
SMS	Sport	F1	GAZZETTA DELLO SPORT
SMS	Sport	F1 GP	
SMS	Sport	F1 News	
SMS	Sport	Ferrari News	
SMS	Sport	FreeTime SMS - Sport	
SMS	Sport	Grand Prix	RTI
SMS	Sport	Infosquadre	
SMS	Sport	Motomondiale GP	
SMS	Sport	RAI Sport	BUONGIORNO
SMS	Sport	SMS Goal e SMS Risultati	
SMS	Sport	Sport News	GAZZETTA DELLO SPORT
SMS	Tarocchi	Tarocchi a richiesta	
SMS	Tempo Libero	FreeTime SMS - Books	
SMS	Tempo Libero	FreeTime SMS - Cinema	
SMS	Tempo Libero	Men's Must	MEN'S HEALTH
SMS	Tempo Libero	SMS Dieta	DONNA MODERNA
SMS	Tempo Libero	Tu e il cibo	STAR BENE
SMS	Tv	Beautiful	Beautiful
SMS	Tv	Centovetrine	Centovetrine
SMS	Tv	FreeTime SMS - TV	
SMS	Tv	Un posto al sole	
SMS	Tv	Vivere	Vivere
SMS	Tv	Zelig	Zelig
SMS	Utilità	ADR Message	AEREOPORTI DI ROMA
SMS	Utilità	FreeTime SMS - Arte	
SMS	Utilità	FreeTime SMS - Touring	
SMS	Utilità	SMS2go	TRENITALIA
SMS	Utilità	Traduttore	
Portale Vocale	Astrologia	Oroscopo personalizzato	BUONGIORNO
MMS e WAP	Astrologia	MMS Astri	
MMS	News	Milano Finanza	MILANO FINANZA
MMS	Fun	FreeGAG	
MMS	Gossip	Novella 2000	NOVELLA 2001
MMS	Loghi e Suonerie	Suonerie Live	
MMS	Love & sex	Kamasutra	
MMS	Love & sex	MMS Eros	
MMS	News	Meteo	EPSON
MMS	News	MMS Newton	NEWTON-RCS PERIODICI
MMS	News	TG5	TG5
MMS	Sport	Calciomercato	

MMS	Sport	Infocalcio	
MMS	Sport	MMS Formula 1	
MMS	Sport	MMS Motomondiale	
MMS	Sport	MMS Squadra News	
MMS	Tempo Libero	MMS Cinema	
MMS	Tv	MMS TV a richiesta	
MMS	Tv	MMS TV a tempo ideterminato	
MMS	Tv	Zelig	Zelig

WIND

Tecnologia	Contenuto	Nome	Brand
SMS	News	Le news del Corriere della Sera	CORRIERE DELLA SERA
SMS	News	Le news di Ansa	ANSA
WAP	News	Le news di Ansa	ANSA
VIDEO	News	Le news di Ansa	ANSA
WAP	News	La Stampa	LA STAMPA
SMS	News	TG5	TG5
MMS	News	TG5	TG5
VIDEO	News	Videonotiziari di Rai News 24	RAI
SMS	News	Wind CNN	CNN ITALIA
SMS	News	Libero Top News	
SMS	News	Libero Big News	
SMS	News	Libero News Italia	
SMS	News	Libero News Economia	
SMS	News	Borsa e Finanza	
VIDEO	News	Ansa Economia	ANSA
VIDEO	News	Notiziario economico di Rai News 24	RAI
SMS	News	Rumors di Borsa	SPYSTOCKS
WAP	News	Rumors di Borsa	SPYSTOCKS
WAP	News	Sport	
SMS	Sport	Libero Sport News	
MMS	Sport	Libero Sport News	
WAP	Sport	Libero Sport News	
SMS	Sport	Altri Sport	
SMS	Sport	Ultim'ora Sport	
SMS	Sport	Calcio	
MMS	Sport	Calcio	
SMS	Sport	Il calcio di Gazzetta	GAZZETTA DELLO SPORT
SMS	Sport	Il calcio in tv - programmazione partite	
VIDEO	Sport	TG Calcio	GOALCITY
VIDEO	Sport	Video Goal	ANSA
SMS	Sport	Formula 1	
MMS	Sport	Formula 1	
SMS	Sport	Motomondiale	
MMS	Sport	Motori	
VIDEO	Sport	Motori	
SMS	Utilità	SMS Professional	
SMS	Utilità	Meteo	
WAP	Utilità	Meteo	
VIDEO	Utilità	Meteo Rai News 24	RAI

SMS	News	Wind Rai - Televideo Rai	RAI
WAP	News	Wind Rai - Televideo Rai	RAI
SMS	Utilità	Traffico	
VIDEO	Utilità	Traffico	CCISS
WAP	Utilità	Mappe	
SMS	Tempo Libero	Eventi in città	
WAP	Utilità	Pagine Bianche e Pagine Gialle	
WAP	Tempo Libero	Alberghi, Ristoranti, ecc	
WAP	Tempo Libero	2Night - Locali, ecc	
SMS	Light News	Le buone notizie	
MMS	Cartoni Animati	Cartoon Network	CARTOON NETWORK
SMS	Giochi	Concorsi	
SMS	Giochi	Lotto	
WAP	Giochi	Concorsi	
WAP	Giochi	Lotto	
MMS	Giochi	Strip Poker	
SMS	Giochi	Sexy Game	
SMS	Giochi	Sexpert	
SMS	Giochi	Virtual Lover	
SMS	Giochi	L'Eredità	
SMS	Giochi	Passaparola	
WAP	Giochi	Giochi	
WAP	Giochi	Videogiochi	
SMS	Giochi	Spy Story	
SMS	Tempo Libero	Cinema	
WAP	Tempo Libero	Cinema	
VIDEO	Tempo Libero	Cinema Trailers	FILMAKER
VIDEO	Tempo Libero	Ultracorti	CINECITTA'
SMS	Tempo Libero	Dieta	
SMS	Fun	4risate	
VIDEO	Fun	Happy Tree Friends	
SMS	Fun	Faccia da comico	
SMS	Fun	Freddure	
SMS	Fun	Satira	
MMS	Fun	Nice! Day - gag	NICE!
MMS	Fun	Sorrisi	
MMS	Love & sex	Barzellette piccanti	
MMS	Love & sex	Strip Quiz	
MMS	News	Gossip	
SMS	Astrologia	Oroscopo	
MMS	Astrologia	Nice! Oroscopo	NICE!
SMS	Astrologia	I consigli dell'Oracolo	
WAP	Astrologia	Astri	
SMS	Love & sex	Eroscopo	
SMS	Love & sex	Consigli piccanti per lui	MEN'S HEALTH
SMS	Love & sex	Consigli piccanti per lei	COSMOPOLITAN
SMS	Love & sex	Kamasutra consigli	
MMS	Love & sex	Kamasutra consigli	
MMS	Love & sex	Kamasutra posizioni	
VIDEO	Love & sex	Hot Video	
VIDEO	Love & sex	Striptease	

SMS	Love & sex	Sesso e dubbi	
MMS	Love & sex	Una donna al giorno	
MMS	Love & sex	Un uomo al giorno	
WAP	Love & sex	Sexy Spicy - curiosità	
MMS	Love & sex	Manga Sexy Strip	
MMS	Love & sex	Strano ma Sexy per lui	
MMS	Love & sex	Strano ma Sexy per lei	
MMS	Community	Ci stai? Baci tramite sms	
SMS	Community	Dire Fare Baciare	
WAP	Community	Chat	
SMS	Community	Gay SMS	
SMS	Community	Chat Tribù	
SMS	Loghi e Suonerie	Loghi e Suonerie	
WAP	Loghi e Suonerie	Loghi e Suonerie	
MMS	Loghi e Suonerie	Amore	
SMS	Loghi e Suonerie	Auguri	
MMS	Loghi e Suonerie	Nice! Frasi	NICE!
MMS	Loghi e Suonerie	Nice! Foto	NICE!
SMS	Musica	Musica	
MMS	Musica	MMS Musica	TV SORRISI E CANZONI
WAP	Musica	Novità musicali	PROMART
WAP	Musica	Informazioni musicali	ROCKOL
VIDEO	Musica	Videoclip	UNIVERSAL
SMS	Utilità	Mattutino - ricorda compleanni, ecc	

TRE

Tecnologia	Contenuto	Nome	Brand
VIDEO	Community	VideoBox	
VIDEO	Fun	Cartoon Network	Cartoon Network
VIDEO	Fun	Fashion TV	
VIDEO	Fun	FOX mobile	FOX
VIDEO	Fun	Max - Backstage	Max
VIDEO	Fun	Miss Italia,	
VIDEO	Fun	Papirazzo	Papirazzo
VIDEO	Fun	Playboy - VIDEO	Playboy
VIDEO	Fun	Soap TV	
VIDEO	Giochi	VideoPartner	
VIDEO	Giochi	VideoThriller	
VIDEO	Musica	3 Concerti	
VIDEO	Musica	Video musicali	
VIDEO	News	Gossip Studio Aperto	Gossip Studio Aperto
VIDEO	News	Gossip TGCOM	TGCOM
VIDEO	News	Novella 2000	Novella 2000
VIDEO	News	Sky Tg24	Sky Tg24,
VIDEO	Sport	93° Minuto,	
VIDEO	Sport	Sailing Channel	Sailing Channel
VIDEO	Sport	Sport Show	
VIDEO	Sport	StadioLive	
VIDEO	Sport	Studio Sport	Studio Sport
VIDEO	Sport	VideoGoal	

VIDEO	Sport	VideoSintesi	
VIDEO	Sport	VideoSquadra	
WAP	Astrologia	Amore e stelle	
WAP	Astrologia	Astrologia	
WAP	Astrologia	Cerchi l'amore?	
WAP	Astrologia	Fortuna	
WAP	Astrologia	My Oroscopo	
WAP	Astrologia	Soldi e stelle	
WAP	Astrologia	Zodiaco	
WAP	Community	FantaMMS	
WAP	Community	InChat	
WAP	Community	InContri	
WAP	Community	InSegreto,	
WAP	Community	InVideo	
WAP	Fun	Max - Cover:	Max
WAP	Fun	Max - News	Max
WAP	Fun	Playboy - FOTOGALLERY	Playboy
WAP	Giochi	Alien Swarm	
WAP	Giochi	Game Arena	
WAP	Giochi	Game Planet	
WAP	Giochi	Goalcup	
WAP	Giochi	Goleador	
WAP	Giochi	Luckymania	
WAP	Giochi	Ludonet	
WAP	Giochi	Multiplayer	
WAP	Giochi	Playgolf	
WAP	Loghi & suonerie	Max - Fotogallery	Max
WAP	Loghi & suonerie	Sfondi	
WAP	Loghi & suonerie	Suonerie	
WAP	Musica	Brani musicali	
WAP	News	Corriere della Sera	Corriere della Sera
WAP	News	Economia	
WAP	News	Finanza	
WAP	News	Italia	
WAP	News	La Repubblica	La Repubblica
WAP	News	Mondo	
WAP	News	Panorama	Panorama
WAP	News	Regioni	
WAP	News	TG5	TG5
WAP	News	Ultimissime	
WAP	News	VideoNews	
WAP	News	VideoSpeciali	
WAP	News	VideoTG	
WAP	Sport	Gazzetta dello Sport	Gazzetta dello Sport
WAP	Sport	Panini	Panini
WAP	Sport	SportNews	
WAP	Utilità	2night,	
WAP	Utilità	Cerca Numero	
WAP	Utilità	Epsonmeteo	
WAP	Utilità	Infotraffico	
WAP	Utilità	InfoVoli	

WAP	Utilità	Just Cinema	
WAP	Utilità	Scatta&Stampa,	
WAP	Utilità	TuttoCittà e Pagine Gialle	Tin.it