
ინფინიტი

January 28th 2015

A vertical bar with a color gradient from purple at the top to yellow at the bottom, positioned to the left of the 'Agenda' text.

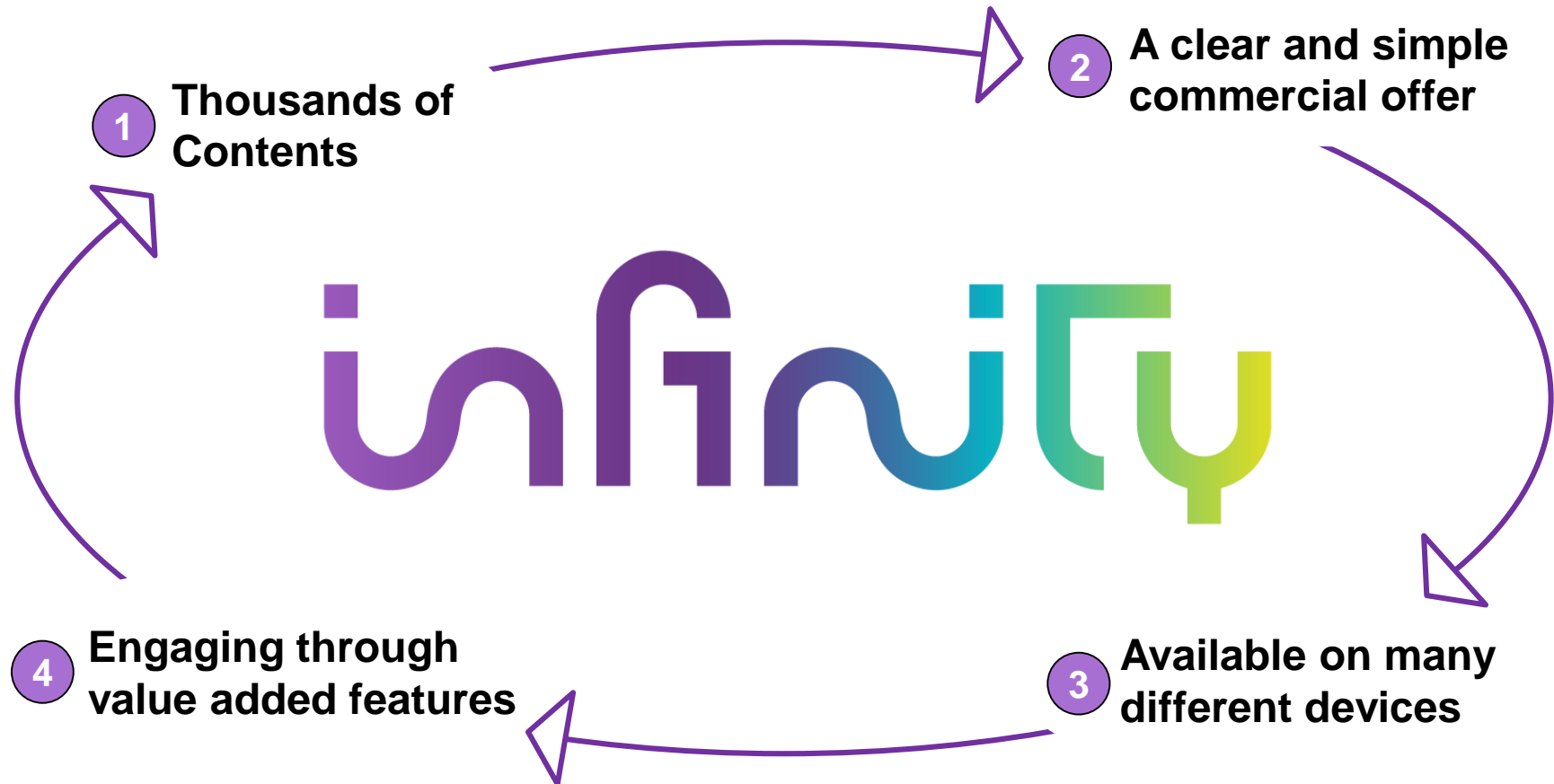
Agenda

▶ Service Proposition

▶ Strategic Rationales

A large, soft-focus color gradient background at the bottom of the slide, transitioning from purple on the left to yellow on the right.

Infinity is designed to satisfy the needs of a new type of audience

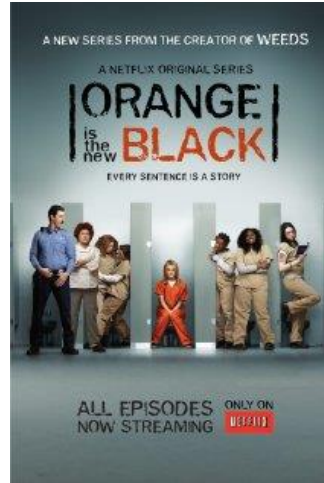


1 Thousands of contents – Movies, but not only...



Movies

Classics and Previews
available also in original language



US TV Series

(full season available)



Kids



Mediaset's best TV Shows

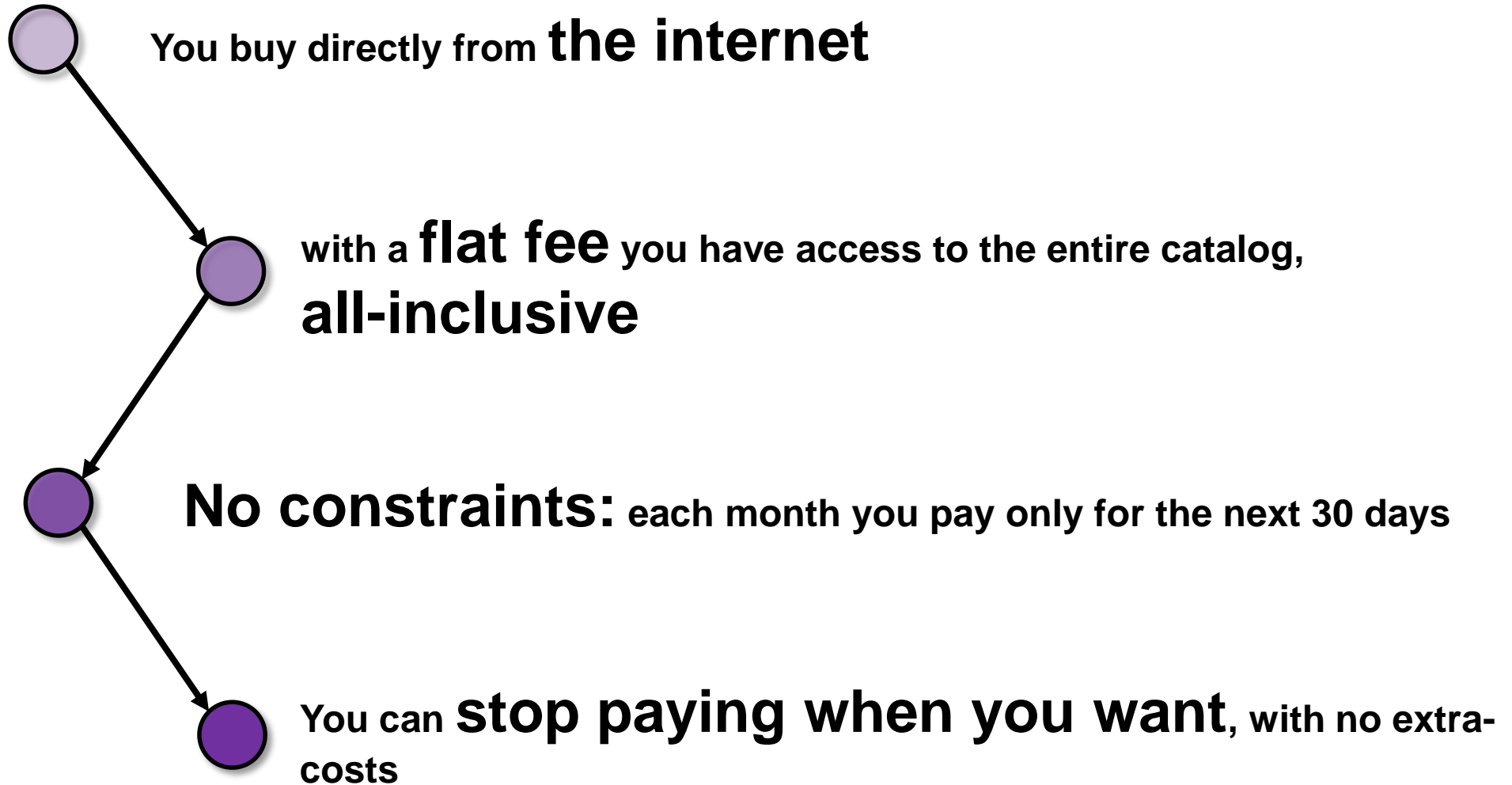


**The best of
Mediaset's fiction**



**The best of Mediaset's
sitcoms**

2 A clear and simple commercial offer without constraints or hidden costs



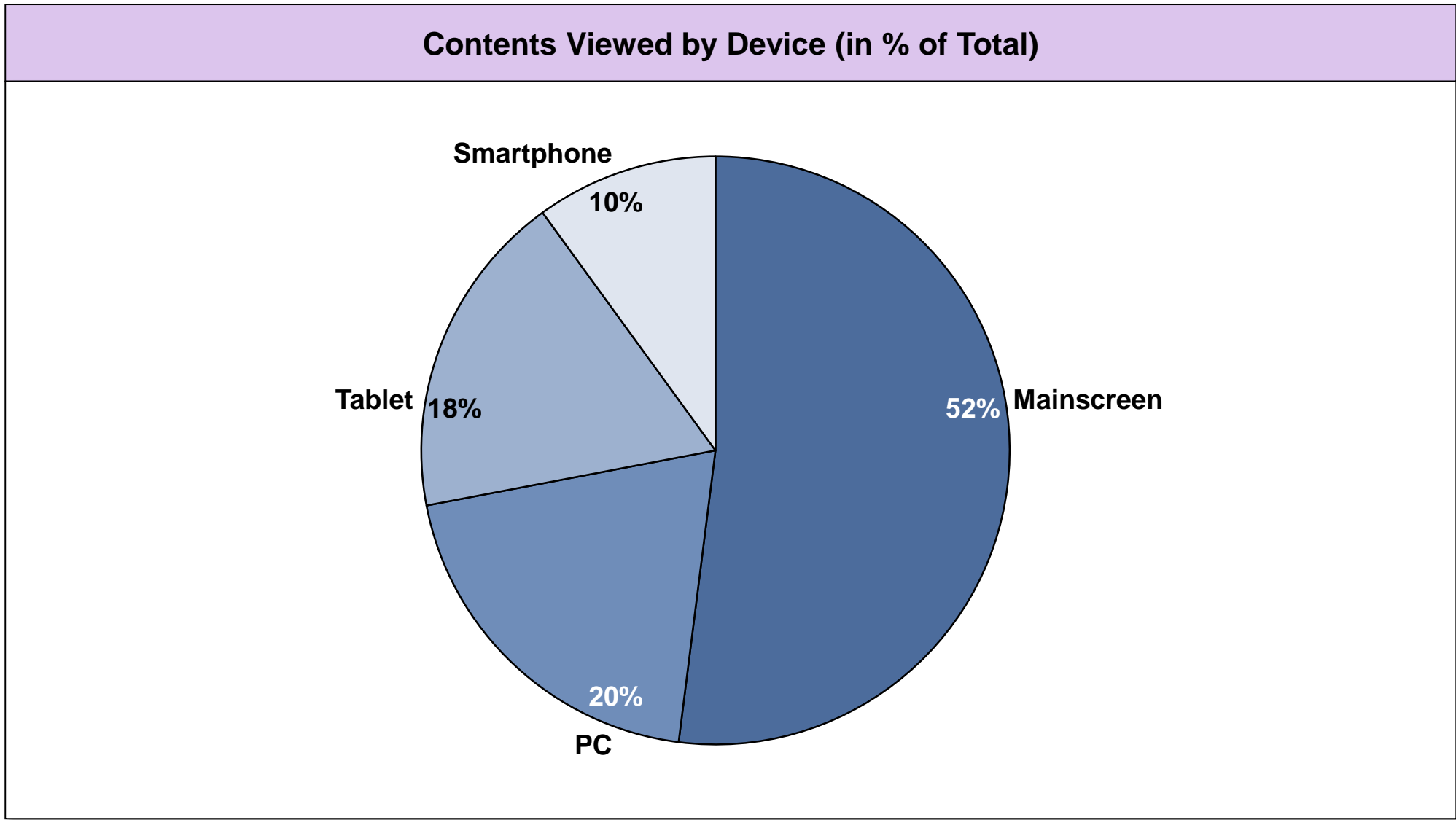
3

Largest device coverage in Italy – PC, Android Tablets, iPads, Smartphones, Game Console, Smart TVs, Blue Rays, and STBs

More than 400 enabled models



3 52% of viewed contents are played on a main screen device



Source: Internal Data, as of December 2014

4 Engaging customers through value added features



Personalized content recommendations based on cutting edge **recommendation engine**

Contents available in **high definition** **HD**



Movies available with Italian dubbing or **original language**

Contents availability without an Internet connection

Download&Go



Integration with **Social Networks**

Billing on the phone bill (prepaid and paid)

Mobile pay

MOBILE pay



Service enhancement: 2015 roadmap



Increasing coverage of **IP devices**

Improved **Video Quality**



Enrichment of the
Commercial Proposition

EST



Integration of **Big Data** specific modules

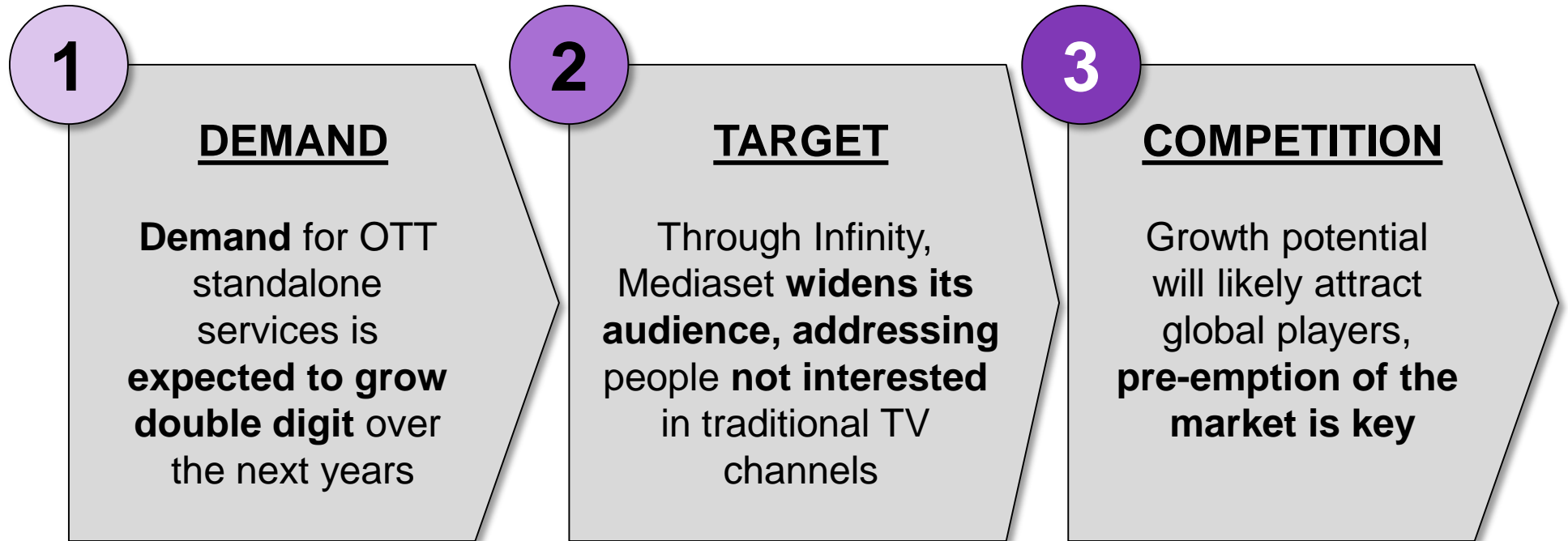


Agenda

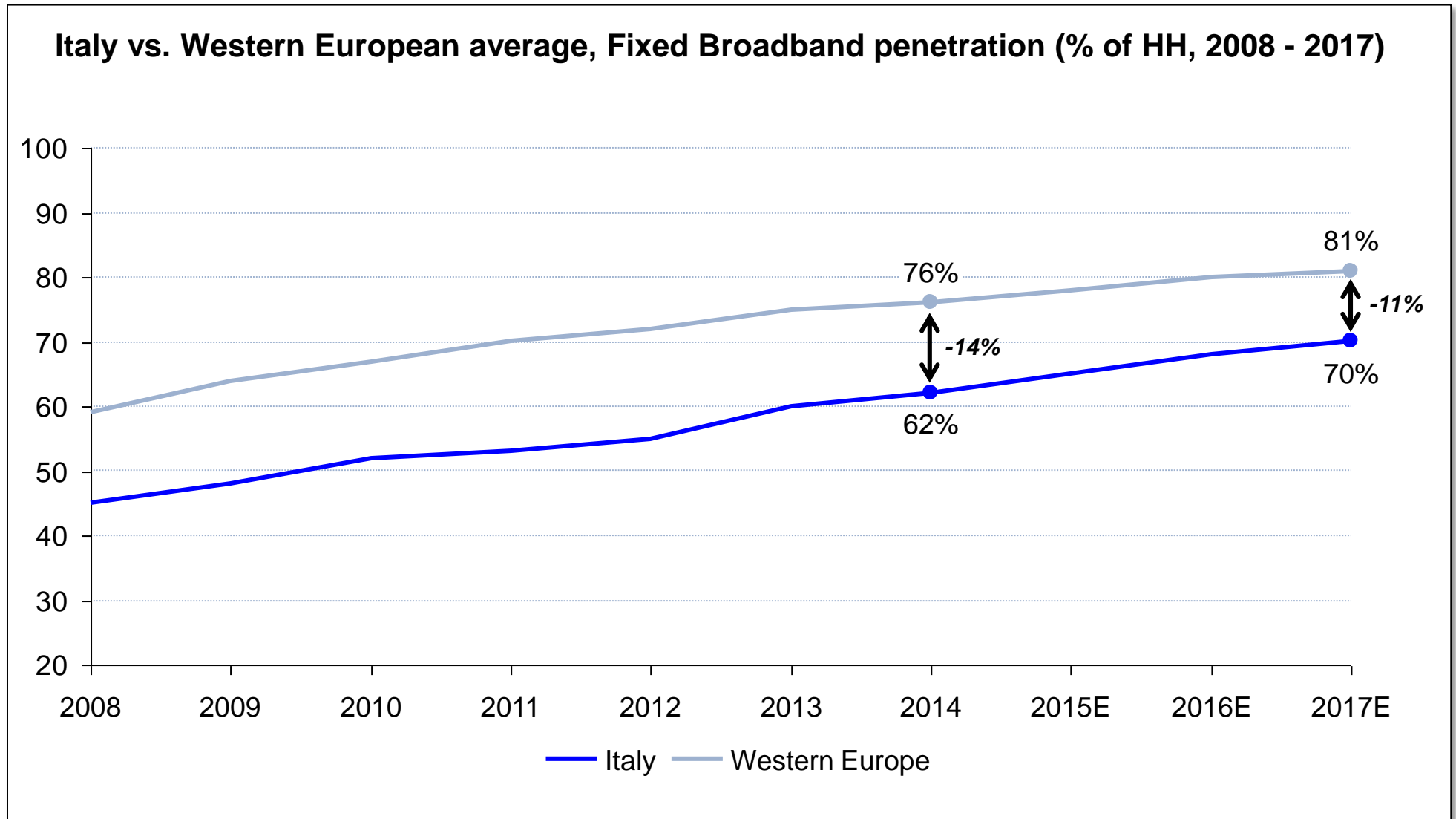
- ▶ Service Proposition

- ▶ **Strategic Rationales**

The launch of Infinity is based on 3 key rationales

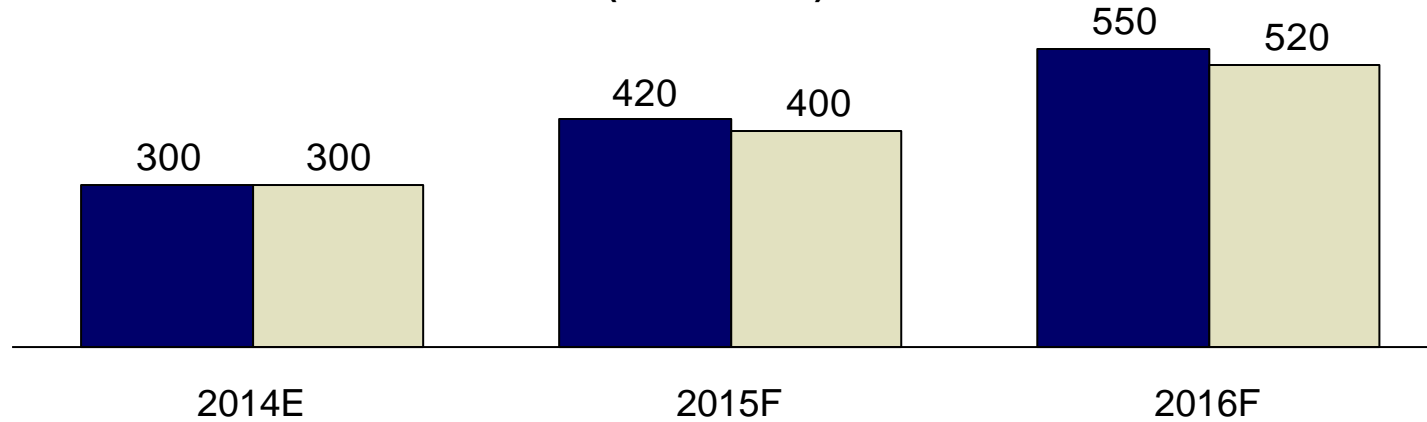


Broadband penetration in Italy is below average -- Penetration expected to grow faster in the next years and close the gap



Researchers agree OTT in Italy will grow double digit in the next years

Pay OTT users in Italy
(‘000 users)

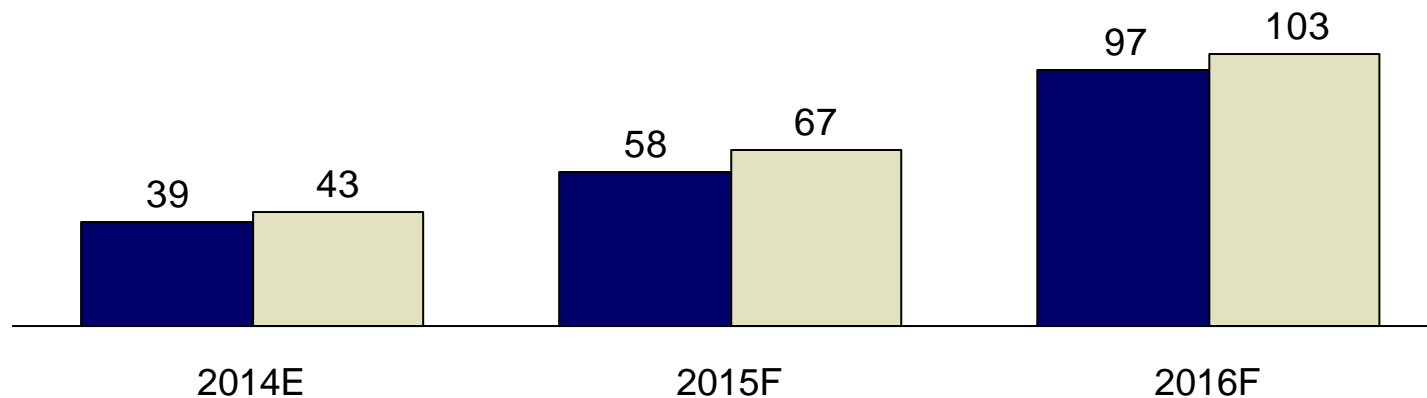


CAGR

32%

35%

Value of Pay OTT market in Italy
(Mn €)



CAGR

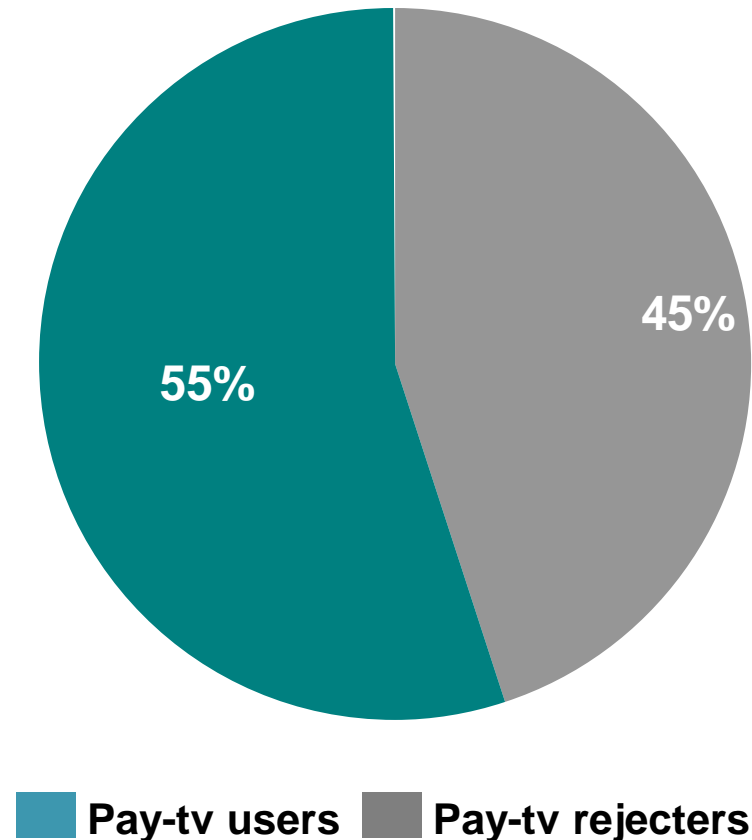
55%

57%

IT Media Pricewaterhouse

Infinity target can be split in 2 segments: pay-tv users and pay-tv rejecters

Target segmentation
Pay TV users vs. Pay TV rejecters



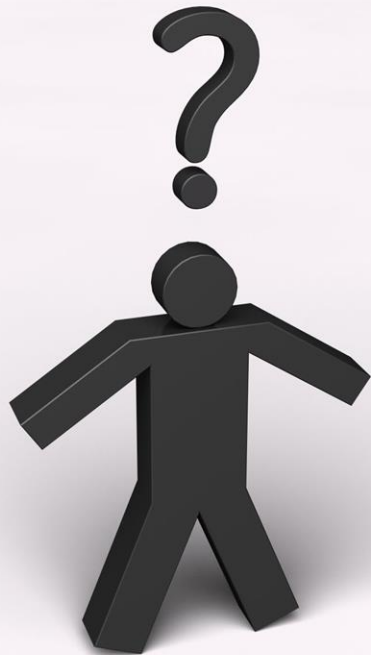
Pay-TV users

- ▶ Need for variety and high volume of contents
- ▶ Infinity is perceived as a complement to traditional pay-tv subscription

Pay-TV rejecters

- ▶ Unhappy with FTA channels...
- ▶ ...but adverse to the burdens of traditional pay-tv subscriptions
- ▶ Internet heavy-users
- ▶ Infinity is perceived as a substitute to pirate sites (ie. legal and plug & play)

Infinity is the means for Mediaset to widen its audience



OTT customer profile

- ▶ **Age: 30 – 50**
- ▶ **Urban**, lives in mid-big cities
- ▶ **Males married with kids**
- ▶ **Cinema lover**, goes to movie theaters at least once per month, likes many different movie genres
- ▶ **Tech savvy**
- ▶ **Internet heavy user**, mainly News, Social Networks and e-commerce websites

The ideal service

- ▶ Mainly for **domestic usage**
- ▶ Interested in **viewing OTT on PC screen**
- ▶ **Mobile devices** are associated to **multivision**, rather than out-of-home usage

At present there is limited competition -- Pre-emption versus global players and new entrants is critical

OTT Players in Italy



Potential New Entrants





vs



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