



## **ALL THE SANREMO FESTIVAL ON VODAFONE LIVE!**

### **LIVE TV COVERAGE FROM RAI ON UMTS Live TV!**

### **FOR FIRST TIME EVER SELECTION OF SONGS AVAILABLE FOR DOWNLOAD THE DAY AFTER PERFORMANCE**

*Milan, February 28, 2005.* The Sanremo Festival live on Vodafone UMTS phones. Thanks to an agreement with **RAI**, Vodafone customers will be able to view **live coverage of the five days** of the 55th edition of the Festival on the Vodafone live! **TV channel**.

Anyone who just wants **The best of...** can follow daily 3-minute highlights of each day's events (accessible to customers with GPRS and UMTS handsets).

Live TV! will also be broadcasting daily highlights of "Question Time", a programme to be shown every evening before the main event, in addition to videos, ringtones and live performances by all the artists taking part in the Festival.

Vodafone has also catered for picture and ringtone fans.

**Photo gallery:** with pictures of all the singers and backstage at the Ariston.

**Ringtones:** polyphonic, real tones, ringing tones and, for the first time in the history of Sanremo, the chance to download whole tracks by your favourite artists the day after their performance.

The same section will also offer the chance to download hits from previous editions.

The Sanremo Festival has also given rise to a new partnership with **TV Sorrisi e Canzoni** enabling customers to follow highlights of the event on their mobile phones. The service will provide direct, 24-hour access to the detailed and updated programme for all five evenings of the Festival and information on all the singers in each category, in addition to offering a section devoted to the 32 songs entered in the competition (20 established stars and 12 newcomers). It will also be possible to find out about the history of the Sanremo Festival, with info from past editions.

Vodafone live! will be updated daily with the latest news and all the gossip from this year's edition of the Italian song contest. The latest rankings will be put online in real time at the end of each evening. Vodafone customers will also be able to take part in surveys run during the five days of the Festival.

Games will also be available in the Sanremo section of the Vodafone live! site.

**Sanremo anch'io** has been created in collaboration with **TV Sorrisi e Canzoni** and **Radio 101**: the game allows Vodafone customers to sing their favourite songs live on radio. Just by sending an MMS or a Video MMS to 3404363636. The best will be called back by the radio station to perform live once more, whilst the photos and videos sent via MMS will be on view at *TV Sorrisi e Canzoni*'s web site at [www.sorrisi.com](http://www.sorrisi.com).