



# news release

## VODAFONE LAUNCHES QUASI TG

*THE FIRST SURREAL NEWS BULLETIN IN ITALY*

*EVERY DAY ON VODAFONE PODCAST AND VODAFONE SKY TV*

*Milan, 15 October 2007* – Vodafone Italia, in collaboration with YAM112003, an Endemol Italia group company, announces the launch of **Quasi TG**, Italy's first surreal news bulletin, resulting from close collaboration between the telephony operator and a leading TV production company.

Imagine a typical TV studio, special correspondents reporting on the spot, well-trained, competent editorial staff and a serious, professional host presenting news items – but what if the topics of the day are examined through a magnifying glass that has the effect of distorting them, of making everything seem paradoxical, surreal, almost crazy? This is **QUASI TG**, the screwball comedy news bulletin **presented by Rocco Tanica**, the keyboard player from **Elio e le Storie Tese**, the band with the typically surreal-comic-screwball style. The host's seemingly serious but actually ironic tone emphasises clichés taken from news broadcasts. A hilarious parody made even more so by the evident contrast between the viewer's perception of a totally serious news bulletin and the absurdity of the stories presented by Tanica and his reporters.

**QUASI TG** episodes are available every day on **Vodafone Podcast**, the innovative service enabling you to receive the best of entertainment in video or audio format directly on your UMTS mobile phone. **QUASI TG** is also available on Vodafone SKY TV and by registering for the dedicated MMS (42022) and SMS (42246) services.

Moreover, for the first time a product made for mobile phones is coming to TV thanks to the distribution agreement with **Fox Channels Italy** which will broadcast Quasi TG **every day**, from Monday to Saturday, **at 8.30 pm on FX** (SKY Channel 113)