



AGREEMENT WITH TG 5, NATIONAL TV NEWS ON MOBILE PHONES FOR THE FIRST TIME

*After the MMS, Vodafone Omnitel mobile phones to show videos
of Mediaset's news bulletin*

Vodafone Omnitel and TG 5 are launching video news on mobile phones – that is, the chance to follow Mentana's newscast directly on the display of mobile phones using real player technology.

The contents of the video news, specially prepared by the Mediaset editorial staff every day, can be visualised without having to download the filmed sequence on the mobile phone (in streaming).

Vodafone Omnitel customers will have access to this service starting from February.

Since December they are able to receive news information via MMS in special editions of the TG 5 containing photos with the titles and texts of the principal news items of the day.

The service *SMS alert* for updating in real time of major TG 5 news items is due to be launched shortly.

Thanks to Vodafone Omnitel's Audio & Video Service, owners of the new colour Vodafone Live! mobile phones can follow the Ultimora news and two weekly music and comic programmes, also in streaming mode.