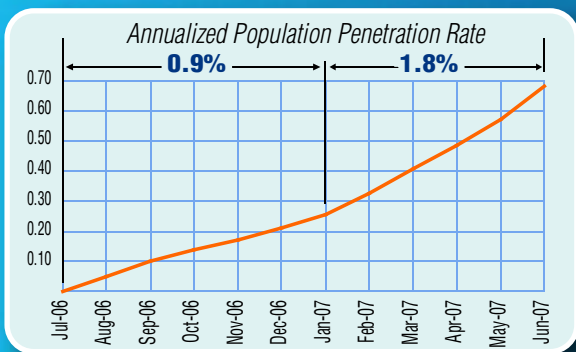


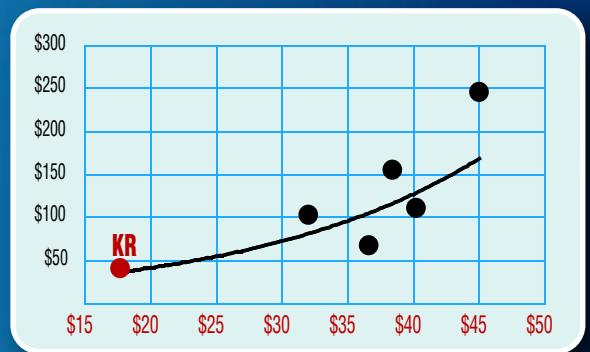
MoTV U sers (mil)

HIGHLIGHTS

Jun-05 Jul-05 Aug-05 Sep-05 Oct-05 Nov-05 **Dec-05** Jan-06 Feb-06 Mar-06 Apr-06 May-06 Jun-06 Jul-06 Aug-06 Sep-06 Oct-06 Nov-06 **Dec-06** Jan-07 Feb-07 Mar-07 Apr-07 May-07 Jun-07 Jul-07 Aug-07 Sep-07 Oct-07 Nov-07 **Dec-07** Jan-08 Feb-08 Mar-08 Apr-08



Italy: MoTV Subscribers (mil.) and Population Penetration Rates



TV Ad Spending Per Capita Versus GDP Per Capita (K) in Selected Developed Countries

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