

Telecom Italia IPTV

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Telecom Italia is the incumbent telecommunication operator in Italy. It is one of the largest players in the fixed line and mobile markets in the country. The company also operates through its Internet business unit Telecom Italia Media that was established in August 2003. Telecom Italia offers DSL services through two channels, retail and wholesale.

In December 2005, Telecom Italia launched its IPTV service 'Alice home TV' that offers movies, sports, and news to its subscribers. The service with an investment of EUR 350 million was initially launched in four cities and was extended to 21 cities in January 2006.

In April 2007, a consortium led by Telefonica announced plans to buy a 23.6 per cent stake in TI. This made Telefonica the largest single shareholder in the company with a 10 per cent indirect stake.

In October 2007, TI launched its quadruple play offering 'Unica', based on broadband and IP technology. Unica includes fixed and mobile telephony, Internet and Alice Home TV.

Telecom Italia invested 4.2 billion EUR in 2011 in Italy, of which EUR 1.2 billion was spent on the acquisition of LTE frequencies. By 31 December 2012, the operator plans to pass 1.3 million homes with fibre.

Service operator:	Service brand:
http://www.telecomitalia.it/	www.alice.it
Date updated	24 February 2012
Sources	[U 0221] [U 0222] [U 0223] [U 0224] [U 0225] [U 0226] [U 0227] [U 0228] [U 0229] [U 0230] [U 0231] [U 0232] [U 0233] [U 0234] [U 0235] [U 0236] [B14021] [B14022] [B14023] [B14024] [B14025] [A1419] [A1420] [A1421] [A1448] [A1449] [A1482] [A1508] [A1712] [A1735] [A1808] [A2017] [A2018] [A2117] [A2118] [A2140] [A2141] [A2217] [A2218] [A2269] [A2270] [A2304] [A2305] [A2522] [A2523] [A2565] [A2607] [A2679] [A2680] [A2681] [A2726] [A2790] [A2791] [A2816]

Telecom Italia DSL as a whole		
Service offered	Launch date	Network type
Total users and revenues		

Date	Total no. Of users	Total ARPU	Notes
31 Dec 2004	4,010,000		Total DSL customers
31 Mar 2005	4,872,000		Total DSL customers
30 Jun 2005	4,615,000		Total DSL customers
30 Sep 2005	4,873,000		Total DSL customers
31 Dec 2005	5,707,000		Total DSL customers
31 Mar 2006	Over 6.1 million		Total DSL customers
30 Jun 2006	6,266,000		Total DSL customers
30 Sep 2006	6,500,000		Total DSL customers
31 Dec 2007	6,770,000		Total DSL customers
31 Mar 2007	7,095,000		Total DSL customers
30 Jun 2007	7,277,000		Total DSL customers
30 Sep 2007	7,395,000		Total DSL customers
31 Dec 2007	7,590,000		Total DSL customers
31 Mar 2008	7,728,000		Total DSL customers
30 Jun 2008	7,764,000		Total DSL customers
30 Sep 2008	7,914,000		Total DSL customers
31 Dec 2008	8,134,000		Total DSL customers
31 Mar 2009	8,343,000		Total DSL customers
30 Jun 2009	8,439,000		Total DSL customers
30 Sep 2009	8,521,000		Total DSL customers
31 Dec 2009	8,741,000		Total DSL customers
31 Mar 2010	8,859,000		Total DSL customers
30 Jun 2010	8,959,000		Total DSL customers
30 Sep 2010	9,033,000		Total DSL customers
31 Dec 2010	9,058,000		Total DSL customers
31 Mar 2011	9,131,000		Total DSL customers
30 Jun 2011	9,117,000		Total DSL customers
30 Sep 2011	9,072,000		Total DSL customers
31 Dec 2011	9,039,000		Total DSL customers
Target total users and revenues			
Date	Target no. of users	Target ARPU	Notes

Telecom Italia Alice TV service users and revenues			
Service offered	Launch date	Main features	
Alice Home TV	December 2005	ADSL	
Actual users and revenues			
Date	No. of broadband TV users	Broadband TV ARPU	Notes
31 Dec 2006	31,000		
31 Mar 2007	40,500		

30 Jun 2007	50,000		
30 Sep 2007	80,000		
31 Dec 2007	80,000		
31 Mar 2008	136,000		
30 Jun 2008	180,000		
30 Sep 2008	218,000		
31 Dec 2008	329,000		
31 Mar 2009	365,000		
30 Jun 2009	397,000		
30 Sep 2009	405,000		
31 Dec 2009	401,000		
31 Mar 2010	395,000		
30 Jun 2010	394,514		
30 Sep 2010	391,000		
31 Dec 2010	374,000		
31 Mar 2011	350,000		
30 Jun 2011	328,000		
30 Sep 2011	296,000		
31 Dec 2011	267,000		
Target Broadband TV users and revenues			
Date	Target no. of users	Target broadband TV ARPU	Notes

Telecom Italia Alice TV consumer services	
Service offerings	
Name	Features
IPTV	The IPTV service comprises: - channels in the following categories: movies, TV series, children's programmes, documentaries, news and reports; - access to on demand content; - a digital cable box ready for high definition and 3D * can also receive channels and content over ADSL.
Sky TV	Includes Channel Pack (5 channels – Kids, TV Series and Entertainment, Music, Life Style and Documentaries, and News), Sky Pack (CINEMA, SPORT, FOOTBALL) and optional thematic channels.
Mediaset Premium	Consists of the Bouquet, which includes cinema, TV series, and the best of children's entertainment, and Football channel with A league matches, UEFA Champions League and European league games.
Cubovision	A new broadband service that combines broadcast and broadband to deliver interactive TV. Cubovision offers content via TV, PC, smartphones and tablets. HD and 3D included. Cubovision offers access to 28 on demand channels spanning TV series,

	cartoons, documentaries, concerts and films, as well as DTT decoder, 250 GB hard disk, YouTube and other web TV services.
Other Services	
On Demand – pay per view	<p>Telecom Italia offers on demand pay per view service to its Alice Home TV customers. The IPTV subscribers can access film, series, children's programmes, music, entertainment and news content on demand. Over 25,000 content pieces are available.</p> <p>Alice Home TV now also features the new 'Mediaset last seven days' back catalogue, offering on-demand access to top programmes broadcast by Mediaset's Italian networks over the past week.</p> <p>Also, the newly launched Sitcom Club offers:</p> <p>5 channels with 24 hour programming: TV Alice, Leonardo, Nuvolari, Arturo and MarcoPolo.</p> <p>6 channels on-demand with over 60 hours of programming in the following categories: Fitness, Dogs and Cats, Italian Cooking, Italian House, Travel and Landscapes, Cars & Motorcycles.</p>

Telecom Italia Alice TV service architecture	
Topic	Description
Technical architecture	
BBTV	
VoD	
User delivery	
Alice Home TV	<p>Alice Home TV is delivered over an ADSL connection with a kit consisting of a TV set-top box (decoder) and an ADSL Wi-Fi modem. The decoder is connected to the TV to receive, decode and visualize the contents over the ADSL line. A smart card is inserted in the decoder which enables demanding contents over TV. The customer also gets a remote control to access channels.</p> <p>Additionally, customers can also get an infrared keyboard which would enable them to surf the Internet via television.</p>
VoD	
Geographical coverage	Rome, Milan, Bologna, Palermo, Bari, Naples, Padua, Cagliari, Genoa, Florence, Alessandria, Modena, Venice, Verona, Turin, Trieste, Catania, Brescia, Biella, Sondrio and Reggio Emilia

Telecom Italia Alice TV tariffs and charges				
Tariffs	In EUR (US\$ 1 = 0.744 EUR - exchange rate correct as on 24 February 2012)			
Service Offerings	Initial Charges	Monthly rental	Content charges	Others

IPTV (k)	Activation and equipment free	9.99 (l)		Wi-Fi modem – 3.03/month
Cubovision + Internet + calls (a)	Cubovision DTT decoder and DVR included, activation of the phone line 96.80 (g); activation of ADSL 79 (h)	43.47 (f)		Wi-Fi modem – 3.03/month
Cubovision + on demand (i)		15.56 (j)		
Video on Demand		Movies 3.99 per view, documentaries/series 0.99 per episode		
Other Services				
SITCOM CLUB		6.90	From 0.49/episode	
Sky	59.00	(b)	Thematic channels 8.72 per channel	
Mediaset Premium	59.00	Bouquet and Football - 33.00 (e);		
Structure	(a) TV service with 7Mbps/384Kbps broadband and calls to national fixed numbers at 0.16 per call. (i) 28 thematic channels. (j) Tariff for the 12 months EUR 9.99 with 36 month contract for Cubovision. (k) Available with 7Mbps or 20Mbps ADSL service.			
Special offers	(e) EUR 24/month until September 2012. Valid until 29 February 2012. (f) EUR 26.83/month until the end of August 2012. Includes EUR 5.57 charge for TV service. (g) Free with 24 month contract. (h) EUR 9.00 in promotion. Valid until 31 March 2012. (l) EUR 4.53/month until the end of June 2012. First six month free for areas switching to digital broadcasting.			
Other notes	(b) 2 Channel Pack and 1 Sky Pack – 29.00; 3 Channel Pack and 1 Sky Pack – 34.00, 4 Channel Pack and 1 Sky Pack – 39.00, 5 Channel Pack and 1 Sky Pack – 43.00, 3 Channel Pack and 2 Sky Pack – 47.00, 4 Channel Pack and 2 Sky Pack – 52.00, 5 Channel Pack channels and 2 Sky Pack – 56.00, 3 Channel Pack and 3 Sky Pack – 60.00, 4 Channel Pack and 3 Sky Pack – 65.00, 5 Channel Pack and 3 Sky Pack – 69.00.			

Tax status	Prices include tax
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Telecom Italia Alice TV marketing and partnerships	
Equipment suppliers	
	Set top box
	Video encoder
	Other equipment or software
ANT	In December 2005, Telecom Italia signed an agreement with ANT to deploy ANT's IPTV set top box software solution to support its Alice Home TV service
CuboVision	17 December 2009: Telecom Italia has launched a new all-in-one broadband TV device called 'CuboVision', offering access to DTT channels, interactive Web TV and on-demand pay-per-view video, including high-definition content.
Amino Technologies	28 March 2011: Amino Technologies have received a follow-on order to provide Telecom Italia with its hybrid/OTT technology to support the deployment of the Cubovision service.
Samsung Electronics	1 June 2011: Samsung Electronics and Telecom Italia made it possible to watch over 60 titles on demand, including those in 3D, on Smart TVs through the Cubovision TV app. The initiative is a part of the exclusive agreement reached by the two companies, and means that when a Samsung SmartTV is bought the customer will have free access to 60 films through the free Cubovision TV app.
Content deals	
MTV Italia	In October 2006, Telecom Italia signed an agreement with MTV Italia to offer MTV's four known international music channels to its IPTV customers.
Sony Pictures Television International	In September 2006, Telecom Italia signed an agreement with Sony Pictures Television International to offer on-demand major blockbuster movies to its 'Alice Home TV' customers.
RTI	In September 2006, Telecom Italia partnered with RTI to offer football games of Torino to its IPTV customers.
Sitcom Group	In May 2006, the operator partnered with Sitcom Group to start a new family entertainment channel for its TV customers, 'SitcomUNO', beginning September 2006.
Italian Professional Football League	In April 2006, Telecom Italia extended its partnership with Italian Professional Football League till 2010. Under the agreement, the TIM brand name will appear for another four years with the Italian Professional Football League in the Serie A TIM, Serie B TIM leagues, the TIM Cup, the TIM Supercup and TIM Youth competitions.
Sky	In January 2006, the operator signed an agreement with Sky to offer over 400 movies through Sky's film channels to its 'Alice Home TV' subscribers.
Telecasting Italy's "Big Brother"	In January 2006, Telecom Italia planned to telecast Italy's "Big Brother" show 24 hours a day. This enabled the subscribers to watch the show on their computers via the Rosso Alice broadband portal.
Lega Basket Serie A	In September 2005, Telecom Italia signed an agreement with Lega Basket Serie A to telecast eight basketball matches live for its TV subscribers

Mediaset	In January 2005, Telecom Italia signed an agreement with Mediaset to offer live coverage of home matches played in Serie A TIM on its Rosso Alice broadband portal. This enabled the operator to offer value added services to its broadband customers.
WBITD	In December 2004, Telecom Italia signed a two-year agreement with Warner Bros. International Television Distribution (WBITD) to distribute over 100 movies via its Rosso Alice broadband portal. This enabled the operator to offer online movies to its broadband customers
Sky	On 4 October 2007, Telecom Italia and Sky agreed to broadcast all Sky channels via Alice Home TV, including the theme channels of the World package programming as well as SKY pay-per-view and interactive services. Further, High Definition content distribution is also expected.
Mediaset	4 March 2009: Telecom Italia has signed a distribution deal with Italian DTT broadcaster Mediaset Premium to carry the latter's content on its IPTV service 'Alice Home TV'. Alice Home TV subscribers can now access Premium Bouquet channels as well as 24-hour coverage of the current Italian Big Brother series.
YouTube	10 June 2011: From today, YouTube is being brought to home TVs via Cubovision. An agreement reached between Google and Telecom Italia makes it possible to watch available videos full-screen on home TVs on this multimedia device, using a new YouTube interface optimized for this type of viewing. Viewers may access a special version of YouTube via Cubovision and watch available videos at the best available TV quality, including in HD.
Walt Disney Company	29 June 2011: Telecom Italia and The Walt Disney Company Italia are extending their partnership and continuing to distribute Disney and ABC Studios entertainment content via Cubovision.
Business partners	
Microsoft	In March 2006, Telecom Italia partnered with Microsoft to develop interactive applications that can be accessed from TV, phones and Internet. In July 2005, Telecom Italia signed an agreement with Microsoft to deploy Microsoft TV IPTV Edition software for its IPTV trial services. On 12 Sep 2004, Telecom Italia signed an agreement with Microsoft to conduct trials of IPTV platform in its network. The platform enabled Telecom Italia to provide secure delivery of pay-TV services, including standard and high-definition channels, on-demand programming, digital video recording, and interactive program guides.
Intel	In January 2006, Telecom Italia signed an agreement with Intel to jointly develop new services for home entertainment, healthcare, and research and development of new technologies. This will enable the operator to offer a range of multimedia services to its customers.
Alcatel	In July 2005, Telecom Italia partnered with Alcatel to deploy Alcatel's ADSL access devices and "Open Media Suite" set top box video entertainment TV distribution platform to support its IPTV trials.
Pirelli Broadband Solutions	In July 2005, Telecom Italia partnered with Pirelli to deploy Pirelli's modular routers to support its broadband services and IPTV trials.
IPTV Association	23 January 2009: Fastweb, Telecom Italia and Wind have formed the

	Associazione Italiana degli operatori IPTV (Italian Association of IPTV Providers). The association plans to promote the development of a regulatory environment that encourages investment in IPTV, and will also create a technical board to contribute to the definition of unified technical standards for the delivery of television services.
Fastweb and Wind	<p>28 May 2009: Telecom Italia, Fastweb and Wind have launched a new website providing consumer information on IPTV services, aimed at stimulating the growth of subscribers to their respective IPTV services.</p> <p>22 June 2009: Telecom Italia, FastWeb and Wind have joined together to establish a common standard for IPTV set-top boxes. The aim is to support development of a set-top box compatible with all three IPTV services as well as Italian DTT and DTH signals. The new set-top box could be available this November.</p>
Intel	3 May 2010: Telecom Italia and Intel are announcing a collaboration to distribute next-generation online internet and TV services via the open source MeeGo software platform. MeeGo is the brand-new Linux-based platform created by merging Intel's Moblin and Nokia's Maemo. MeeGo works over a wide range of devices, from pocket computers to net books, tablets, mediaphones, broadband WebTV access devices, high-definition web contents streaming to TV, and car-infotainment systems.
Marketing programmes	
Online TV platform launch	29 May 2008: Telecom Italia has launched Yalp!, a platform for watching TV online as well as creating and sharing videos. Divided into Video, Audio, Community and TV sections, Yalp! offers around 40,000 on-demand elements of content, including music, film, cinema and sport, of which over 80% is free. The site also allows users to see full-screen versions of 19 national and international television channels.
Series B TIM Football Championship	26th September 2008: Starting from tomorrow, Telecom Italia's cable TV Alice Home TV will offer all subscribers Series B TIM 2008-2009 football championship. The matches will be offered starting from channel 21, for free up to 1st January 2008.
Cubovision launch	<p>15 December 2010: Telecom Italia presented Cubovision, an advanced new broadband service that combines broadcast and broadband to deliver interactive TV. Cubovision offers content via TV, PC, smartphones and tablets, allowing Telecom Italia's ADSL customers to access a vast range of content, HD and 3D included.</p> <p>Cubovision offers access to on demand content, including over 1500 hours of regularly updated programming per month, spanning over 200 TV series, cartoons, documentaries, concerts and films as a result of agreements with major Italian and international producers.</p>
Cubovision brings cinema to Facebook	30 November 2011: Cubovision will stream a series of free films on its official web page, with weekly broadcasts starting from 30 November. For the first time in Italy, movies will be broadcasted in streaming mode on Facebook.
Future developments	

Telecom Italia other service offerings	
Name	Features

Telecom Italia profile and history	
Operator profile	<p>30 September 2011: Telecom Italia Media said it has agreed to terminate its competence centre contract with Telecom Italia early. The deal covered the conception and planning of programming, research, and purchase of content for use on Telecom Italia TV platforms (IPTV and CuboVision). The contract was based on a forecast of strong growth in IPTV and OTT but this has been weaker than expected, and the two main pay-TV operators have put strong downward pressure on prices. Therefore, Telecom Italia has asked Telecom Italia Media to terminate the supply contract with effect from 1 October 2011.</p> <p>17 October 2008: Telecom Italia Media reached an undertaking with Airplus TV on the transfer of the PPV digital terrestrial activities.</p>
Broadband investment	<p>In May 2007, Telecom Italia signed an agreement with Metroweb to expand its fibre-optic network in and around Milan. The agreement will give Telecom Italia access to 70,000 buildings, partly through Metroweb's network infrastructure.</p> <p>The contract, which includes an investment of approximately EUR 50 million and the right to use the infrastructure for 15 years, is part of Telecom Italia's plan to develop its next-generation broadband network (NGN2), which, starting from the city of Milan, is scheduled to be rolled out across Italy.</p> <p>In April 2008, The Liguria Region and Telecom Italia today signed a Protocol of Understanding to extend the broadband network to a further 33 municipalities in the region, to reach a total of 208 municipalities by the end of 2009 and bring coverage to 96% of fixed telephone lines.</p> <p>In October 2007, it was announced that Telecom Italia Group had deployed ECI Telecom's broadband access solution to expand its outside plant broadband network. The solution will enable Telecom Italia to deploy broadband at any location, including new urban areas, saturated regions and rural areas, providing the broadband bandwidth necessary to support next-generation triple play services such as IPTV.</p> <p>17 July 2009: The first mobile broadband connections at 28 Mbps download and 5.8 Mbps upload are now active in the city of Milan. In October, Rome will enjoy the same upgrade based on Ericsson technology in a 'world first' implementation.</p>
Past developments	<p>In Q206, the operator launched a new channel, 'Parole e Persone', exclusively for its Alice TV customers. Further, in the same quarter, it launched Italy's first corporate internet TV channel 'Impresalive.tv' in collaboration with Milan chamber of Commerce.</p> <p>In November 2005, Telecom Italia planned to upgrade its Alice TV customers to its 20 Mbps ADSL service to offer improved TV services.</p>

	In July 2005, Telecom Italia conducted trials of its IPTV services in four Italian cities and launched the service in December 2005.
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