



Telecom Italia wants MoMedia

Telecom Italia has closed a deal with **Endemol**-backed digital distributor MoMedia International that brings three classic children's series to its IPTV services.

The agreement sees Italy's largest telecoms firm acquiring **Hit Entertainment's** Thomas & Friends and Pingu; and Classic Media's Casper & Friends for its IPTV platforms.

These include broadband TV service Cubovision, which launched in December 2009 and includes DTT channels, on-demand pay-per-view and interactive web services.

The shows will initially roll out through set-top boxes and connected TVs, with smartphones and tablets to follow "in the near future."

Telecom Italia's head of broadband content Paolo D'Andrea said: "By signing this deal with MoMedia, we confirm the special attention our broadband TV offering pays to family audiences, including kids, and to their need for high-quality content."

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