

# Telecom Italia reaches content-sharing deal with Mediaset

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Telecom Italia has announced a content-sharing agreement with Mediaset, Italy's largest private broadcaster, as the former telecom monopoly pushes ahead with its plan to improve digital content after a boardroom shakeup.

Telecom Italia said Thursday the deal will allow subscribers to watch Mediaset's free-to-air channels and have access to the previous week's programming posted on-line.

The deal is part of Telecom Italia CEO Amos Genish's plan to expand [digital content](#). Genish was confirmed as CEO this week after the biggest shareholder, Vivendi, lost control of the board to activist hedge fund Elliott last week.

Vivendi acquired a 24 percent stake in Telecom Italia and 30 percent of Mediaset with the aim of creating a major Italian media holding, but a [deal](#) to take over Mediaset has fallen in dispute.

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