[IT] The Italian Competition Authority launches a market test on the commitments presented by TIM and DAZN for the broadcasting of Serie A football matches

IRIS 2022-2:1/17

Ernesto Apa & Eugenio Foco
Portolano Cavallo

On 5 January 2022, through Resolution No. 29949, the Italian Competition Authority (AGCM) launched a market test on the commitments presented by Telecom Italia (TIM) and DAZN in the realm of investigation I857, initiated by the Authority into the agreement executed by the companies for the broadcasting of Serie A football matches.

In July 2021, AGCM launched an investigation into the partnership between TIM and DAZN for the broadcasting and technological support for the broadcasting of Serie A football matches (2021-2024). According to AGCM, the investigation highlighted that the provisions of the agreement and the implementation of the clauses contained therein could seriously harm the competition, considering the strategic nature of the audiovisual content at hand which could potentially further aggravate the restrictive effect of the agreement.

On 30 October 2021, as part of the investigation, both companies presented a list of commitments in response to the concerns highlighted by AGCM. In particular, as part of its commitments, TIM proposed modifying the marketing of its services and of DAZN's content, as well as the offer of its Multicast services. DAZN committed to modifying its back-up solutions and the offer of its Multicast services.

AGCM found the commitments not to be manifestly unacceptable and therefore decided to publish them. However, notwithstanding the above, AGCM reserved the right to carry out any further assessment regarding the sustainability of such commitments to remove competition restrictions, as well as in the light of new observations received during the market test.

Interested parties can submit their observations until 14 February 2022.

I857 – Accordo TIM-DAZN Serie A 2021/2024. Provvedimento n. 29739.

https://www.agcm.it/dotcmsCustom/getDominoAttach?urlStr=192.168.14.10:8080/41256297003874BD/0/D005C3457E008C8DC125871000549838/$File/p29739.pdf

I857 – TIM-DAZN Agreement Serie A 2021/2024. Resolution n. 29739.

© European Audiovisual Observatory (Council of Europe) 2026

I857 – Accordo TIM-DAZN Serie A 2021/2024. Provvedimento n. 29949.

https://www.agcm.it/dotcmsdoc/impegni/p29949.pdf

I857 – TIM-DAZN Agreement Serie A 2021/2024. Resolution n. 29949

© European Audiovisual Observatory (Council of Europe) 2026

© European Audiovisual Observatory (Council of Europe) 2026