

NOT FOR MONEY BUT FOR CASH

by Paolo Mondani

PAOLO MONDANI VOICE OVER

Sanremo, 2013 edition: the lights, the sound equipment, and the electrical generators for Rai's most important program are supplied by a company owned by David Biancifiori, known as Scarface, under investigation for bribery.

VALERIO FIORESPINO – RAI'S DIRECTOR OF HUMAN RESOURCES AND ORGANIZATION

The strange thing was that the tender for the lighting supply included 5 participants, which is normal for public tenders, but 4 backed out. The audio bid on the other hand had only 3 participants and one backed out. So my colleagues went to see what had happened in previous years and saw that basically it had been the same thing.

PAOLO MONDANI

Between 2008 and 2013, for the lighting of the Sanremo Festival, the actual bidding took place only in 2012, according to the audit. And Biancifiori was always first in line, offering prices to Rai, during these six years, which at a certain point suddenly doubled with non-existent checks.

VALERIO FIORESPINO – RAI'S DIRECTOR OF HUMAN RESOURCES AND ORGANIZATION

For bids or purchases of more than €50,000 a collective check is expected, which does not appear to have been carried out. So it's not that they're non-existent: they are somewhat irregular.

PAOLO MONDANI VOICE OVER

Last June the court in Rome ordered an investigation of 44 managers and executives at Rai, Mediaset, La7, and Infront. The investigation revolved around businessman David Biancifiori, owner of a company that provides support to television services, and who, according to the magistrates, received contracts in exchange for money and hiring. We asked one of his employees how it was that Biancifiori found the cash to pay the bribes.

FORMER EMPLOYEE AT BIANCIFIORI'S COMPANY

Some from under-the-table jobs, from over-billing and from under-the-table jobs. And anyway, in terms of employee treatment, every now and then salaries were reduced and periodically they'd find some way to scrimp on personnel.

PAOLO MONDANI

Have you seen his luxury cars?

FORMER EMPLOYEE AT BIANCIFIORE'S COMPANY

The Aston Martin. Even in his family, his father has a Ferrari. A Porsche. Having once been a truck driver, he loves cars.

PAOLO MONDANI

Ivan Pierri, Rai's director of photography, supposedly received sums of money and Biancifiori apparently hired his wife.

FORMER EMPLOYEE AT BIANCIFIORIO'S COMPANY

What I can absolutely verify are the hirings: everyone knew that he hired people in order to get contracts.

PAOLO MONDANI

What, is this a way of doing things?

FORMER EMPLOYEE AT BIANCIFIORIO'S COMPANY

Absolutely: it's a system that involves all companies operating in the television and show business industry.

PAOLO MONDANI

You mean not just Biancifiori?

FORMER EMPLOYEE AT BIANCIFIORIO'S COMPANY

All of them.

PAOLO MONDANI

And what's the role of the director of photography whose wife was suddenly discovered to be working for Biancifiori? Director of photography for Sanremo.

VALERIO FIORESPINO – RAI'S DIRECTOR OF HUMAN RESOURCES AND ORGANIZATION

The wife of my colleague worked for that company for six months and stopped at the beginning of 2012. The fact that the projector which was considered absolutely necessary for Sanremo's lighting was introduced only several months earlier in Las Vegas and that the director of photography for Sanremo was present at that introduction and was the guest of the production company is telling.

PAOLO MONDANI

The magistrates say that an executive at Rai named Quattrociocche..., well that Biancifiori supposedly paid for his wedding reception and built him a sound system... Does that sound right?

FORMER EMPLOYEE AT BIANCIFIORIO'S COMPANY

Yes. It was a party at a country villa where the company that I work for supplied the entire technical, sound, and projection system.

PAOLO MONDANI

How much did that system cost?

FORMER EMPLOYEE AT BIANCIFIORIO'S COMPANY

Around 18-20 thousand Euro I believe.

PAOLO MONDANI

A €20,000 sound system?

FORMER EMPLOYEE AT BIANCIFILORE'S COMPANY

Something like that, yes.

PAOLO MONDANI

Why didn't you, right at the beginning of this audit, of this internal check... Why didn't you report to the public prosecutor's office that there were problems?

VALERIO FIORESPINO – RAI'S DIRECTOR OF HUMAN RESOURCES AND ORGANIZATION

We did inform the judiciary about the audit. We informed the judiciary accountant.

PAOLO MONDANI

A representative from the Court of Auditors has been on Rai's board of directors for several years. Do you know if he has ever found anything to send to the public prosecutor?

VALERIO FIORESPINO – RAI'S DIRECTOR OF HUMAN RESOURCES AND ORGANIZATION

I honestly don't know.

PAOLO MONDANI VOICE OVER

The Rai employees under investigation have been suspended and there is no evidence that the magistrate from the Court of Auditors, to whom the internal investigation was delivered, has ever passed along any information to the magistracy in Rome.

ON THE TELEPHONE, LUCIANO CALAMARO – COURT OF AUDITORS, RAI'S BOARD OF DIRECTORS

Try going to the public prosecutor's office and to the Court of Auditors: maybe there they'll be able to tell you something.

PAOLO MONDANI

As I already told you, the public prosecutor's office told me that they never received it.

ON THE TELEPHONE, LUCIANO CALAMARO – COURT OF AUDITORS, RAI'S BOARD OF DIRECTORS

Okay, so they never received it. What can I tell you? If they never received it, that means it was never sent.

PAOLO MONDANI VOICE OVER

Last December Rai revealed other significant internal anomalies in many tenders in which a cartel of companies that produced programs like *Ballarò*, *L'Eredità*, *La Grande Storia*, *Porta a Porta*, and *Virus* participated. The men in this cartel would meet in the oratory of the Santa Lucia Church, just steps away from Rai, to make their arrangements. The Antitrust Authority determined that the cartel had been created in order to rig bids, raise prices, and kill competition, and sanctioned 22 companies.

VALERIO FIORESPINO – RAI'S DIRECTOR OF HUMAN RESOURCES AND ORGANIZATION

The Antitrust Authority fined them based on qualitative and quantitative criteria, and Rai, who can't fine them, will suspend them based on the same qualitative and quantitative criteria.

PAOLO MONDANI VOICE OVER

The public prosecutor's office will clarify if these 22 companies rigged tenders on their own or if someone within Rai was working with them. Meanwhile, another judicial investigation is underway at Rai regarding Mafia Capitale, which last December led to the arrest of Giuseppe Letto, thought to be a front man for boss Massimo Carminati. Letto managed the Rai bars on Viale Mazzini, Tor di Quinto, Saxa Rubra, Teulada, Cinecittà, and those in Turin for 15 years, earning €30 million. After the arrests Rai opened an internal investigation to look into the matter.

VALERIO FIORESPINO – RAI'S DIRECTOR OF HUMAN RESOURCES AND ORGANIZATION

First of all, this was a direct contract. It's true that it was a direct contract that dates back to a time before the procurement code existed, however it's also true that in its internal company regulations Rai had made it a rule to adhere to competitive procedures even if not officially considered a tender. It then comes to light that the competitiveness has never been checked, meaning that for all this time there's no evidence that anyone has ever verified whether or not there may be more competitive prices on the market. From 2007 on it emerges that this contract, which is a direct agreement with this company, has become a free contract, but it actually isn't free: it's free when it comes to the spaces, but the company has committed to carrying out renovation works. However the renovations never get inspected, they get done but not inspected. There is no record of an inspection.

PAOLO MONDANI

If I say that the people that apparently negotiated with Letto belonged to the two departments, Contracts/Purchases and General and Real Estate Affairs, am I right or wrong?

VALERIO FIORESPINO – RAI'S DIRECTOR OF HUMAN RESOURCES AND ORGANIZATION

Yes, you're right, but...

PAOLO MONDANI VOICE OVER

But it would be difficult to identify all those responsible. Judging from the internal audits the office that seems to be most exposed is that of General and Real Estate Affairs, up until 2013 led by Deputy General-Director Gianfranco Comanducci.

ON THE TELEPHONE, GIANFRANCO COMANDUCCI – FORMER DEPUTY GENERAL-DIRECTOR AT RAI

Specifically?

PAOLO MONDANI

Specifically in the contract between Rai and Giuseppe Letto, of the coffee bars, who for 15

years was given the coffee bars without a tender. I wanted to know, since you were the Director of Real Estate Affairs...

ON THE TELEPHONE, GIANFRANCO COMANDUCCI – FORMER DEPUTY DIRECTOR-GENERAL AT RAI

No, listen, listen...

PAOLO MONDANI

Just a few clarifications, nothing much.

ON THE TELEPHONE, GIANFRANCO COMANDUCCI – FORMER DEPUTY DIRECTOR-GENERAL AT RAI

No, but it's not a question of clarifications: I wouldn't go on record when I was at Rai, nor will I now. What I mean is, believe me...

PAOLO MONDANI

But just to hear a reconstruction of the facts...

ON THE TELEPHONE, GIANFRANCO COMANDUCCI – FORMER DEPUTY DIRECTOR-GENERAL AT RAI

But can't do that because if you look at the organization of the company you'll see that there were offices below mine; I didn't actually handle this, so please, I don't deal with this.

PAOLO MONDANI VOICE OVER

Another Rai audit explains how the Dear office on Via Nomentana in Rome was purchased. In 2008 the Director-General at the time, Claudio Cappon, had the property appraised and established its value at €40 million. In 2011, at the end of Director Mauro Masi's term and the start of Lorenza Lei's, the agreement was finalized. And Deputy Director Comanducci closed the deal for Dear at €50.5 million, 10 million more than the Cappon appraisal, paid to Studi Dear srl, a subsidiary owned by an anonymous company in Luxembourg. The final contract is never submitted for approval to Rai's board of directors.

MILENA GABANELLI IN STUDIO

Talking about Rai within Rai isn't easy. So, according to the records the board of directors signed the power of attorney for the purchase, but with a written mandate to first see both the preliminary and final contracts. In other words: "we want to see what we're buying and for how much". This didn't happen. At the same time we know that for the year in which this transaction took place, the company in Luxembourg that received Rai's €50 million, paid out a dividend of 20. Nice work. For about the past year, within Rai, a process of cleansing and monitoring has been underway, and all of the audits have been taken over by the judiciary, which will determine responsibility. And we're also fairly certain that in the future all of these corrupt practices will go directly to the public prosecutor's office without being held up for too long in bureaucracy, otherwise it always ends up that those responsible get away with everything. Mediaset had its share of troubles as well and, as we'll see, also claimed to be a victim. The protagonists: the same Biancifiori that receives Rai's contracts, also receives those from Mediaset and Infront. Infront is the Swiss holding company that manages the TV rights for world football; the Italian branch manages those in Italy. Now, before we enter the

world of “king” Blatter and Infront Italia, let's take a look at what's happening at Mediaset.

PAOLO MONDANI VOICE OVER

David Biancifiore does everything from supplying electrical power through generators at a villa on Via Tuscolana in Rome belonging to the Casamonica clan, to TV contracts for the office of the Prime Minister.

FORMER EMPLOYEE AT BIANCIFIORÉ'S COMPANY

Biancifiore sold several pieces of equipment to the office of the Prime Minister so as to be able to shoot video, to be able to do some recording, and to be able to have a set on which to conduct interviews and everything related.

PAOLO MONDANI

That was during the Berlusconi administration.

FORMER EMPLOYEE AT BIANCIFIORÉ'S COMPANY

Absolutely, yes.

PAOLO MONDANI

Roberto Gasparotti...

FORMER EMPLOYEE AT BIANCIFIORÉ'S COMPANY

Roberto Gasparotti...

PAOLO MONDANI

Manager of the office of the Prime Minister...

FORMER EMPLOYEE AT BIANCIFIORÉ'S COMPANY

Absolutely, Berlusconi's right hand man. I've worked with him, we all have. He's the one who took care of everything, from positioning the projector, the speaker, to the Prime Minister's entrances, everything.

PAOLO MONDANI

Giovanni Mastropietro, investigated by the court. Who is he?

FORMER EMPLOYEE AT BIANCIFIORÉ'S COMPANY

He began as director of photography and then, with Berlusconi's entrance into politics, took care of managing the images and photographs of his appearances.

PAOLO MONDANI

Okay, but why does Biancifiore hire three of his nephews? Does this sound familiar?

FORMER EMPLOYEE AT BIANCIFIORÉ'S COMPANY

Absolutely.

PAOLO MONDANI

His daughter?

FORMER EMPLOYEE AT BIANCIFIORIO'S COMPANY

Yes.

PAOLO MONDANI

And many people from a town near Rome in which...

FORMER EMPLOYEE AT BIANCIFIORIO'S COMPANY

San Vito.

PAOLO MONDANI

San Vito?

FORMER EMPLOYEE AT BIANCIFIORIO'S COMPANY

San Vito Romano.

PAOLO MONDANI

The town where Mastropietro lives?

FORMER EMPLOYEE AT BIANCIFIORIO'S COMPANY

Exactly, yes.

PAOLO MONDANI

And these people were hired by Biancifiiori?

FORMER EMPLOYEE AT BIANCIFIORIO'S COMPANY

Up until some time ago 80% of the people who worked for Biancifiiori were from San Vito Romano.

PAOLO MONDANI

Wow, 80%!

PAOLO MONDANI VOICE OVER

Infront is the consulting company for the Serie A TV rights. Biancifiiori oversaw the video direction of the football games in San Siro and in Parma for them, but also rented out the lighting and audio equipment to X Factor and Italia's Got Talent and to some productions for Sky, for which Infront oversaw the technical portion. The Court of Rome investigated the two Infront executives, Sergio Colicchio and Claudio Cavallotti, who allegedly accepted money from Biancifiiori in exchange for contracts.

PAOLO MONDANI

Cavallotti is, it could be said, your right hand man?

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

Mmh, no, I don't have a right hand man. Claudio Cavallotti is the head of external productions. He's been with us for a long time, like Sergio Colicchio who, furthermore, is the head of internal productions. Unfortunately it was a bitter surprise for us. We still don't know all the

details, we're waiting. We've given them a precautionary suspension and are waiting to hear from the public prosecutor's office. I hope... I hope it's not true. I mean, I continue to believe that there's been a misunderstanding.

PAOLO MONDANI

You mean, that there's been a mistake?

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

Yes. It would make me very sad on a personal level.

PAOLO MONDANI VOICE OVER

Videe is a television production company that works all over the world: talent shows like X Factor, reality shows like *Isola dei Famosi* and *Supervivientes* in Spain, Formula One, the Olympics, the Football World Championships. But they don't work with Infront.

BRUNO MERCURI – CEO OF VIDEA SPA

The monopoly role played by football production, first as consultant and then as manager, overstepped its boundaries in the production of content and this brought the sector to its knees before them. There's no freedom.

PAOLO MONDANI

But what do these companies have to do to work with Infront? Those that survive, I mean.

BRUNO MERCURI – CEO OF VIDEA SPA

Look, they're always working on something, they have a group of friends, I think. There are no rules. So, without rules, this sector has no freedom of enterprise.

PAOLO MONDANI

You mean that for a company to work it has to pay.

BRUNO MERCURI – CEO OF VIDEA SPA

Unfortunately yes.

PAOLO MONDANI

Paying means "*la mandola*", as you refer to it in Veneto?

BRUNO MERCURI – CEO OF VIDEA SPA

Yes, "*la mandola*", I think it's called "*mandola*".

PAOLO MONDANI

Meaning bribes!

BRUNO MERCURI – CEO OF VIDEA SPA

Bribes, yes, yes.

PAOLO MONDANI VOICE OVER

Reading the FBI's report on the FIFA case it's possible to understand the origins of Infront, the

Swiss holding company that deals with sponsors and TV and marketing rights for football in Italy as well. Philippe Blatter heads the holding company and he is the nephew of Sepp Blatter, the patriarch of world football.

PAOLO MONDANI

In your opinion, is there a potential conflict of interest here?

DAVID LARKIN – DIRECTOR OF CHANGE FIFA

Absolutely, I mean there should be heavy public control. Fans think that corruption comes from the sponsors. In truth, most money comes from the sale of television rights. That's where the problem lies. And Infront mostly handles TV rights.

PAOLO MONDANI VOICE OVER

In Washington David Larkin represents ChangeFIFA, a pressure group that collaborated with the FBI in the investigations which this past May 27th led to the arrest of many FIFA managers in Switzerland, under the accusation of having accepted bribes to portion out the market of television rights. Even the selection of Russia for the 2018 World Championship and of Qatar for 2022 is sullied with kickbacks.

PRESS CONFERENCE, 14 SEPTEMBER 2015

LORETTA LYNCH – ATTORNEY GENERAL OF THE USA

Of the 14 individuals accused, 13 were arrested by the American authorities. Laws must be respected. To anyone who seeks to return football to the days of corruption, bribery, and patronage, this response sends a strong message: "You are on the wrong side of progress".

PAOLO MONDANI

Attorney General Lynch said in a press conference that every time a FIFA manager was replaced because it was discovered that he had been stealing, whoever replaced him also began stealing immediately. How is this possible?

DAVID LARKIN – DIRECTOR OF CHANGE FIFA

Because FIFA is a supranational organization that nobody monitors, and using the autonomy of sports as an excuse, it always said: "we take care of football, you keep clear of us". So not even the United States government, for example, can know Blatter's salary. If society and governments don't demand true transparency, then there will always be corruption within FIFA.

PAOLO MONDANI VOICE OVER

FBI's report states that the TV rights belonging to the Caribbean FIFA branch for the qualifications in the world championships in Russia and Qatar were entrusted to the multinational Traffic after the payment of a bribe of \$3 million to Jeffrey Webb, president of FIFA in America. A portion of the money went through Hong Kong to the Cayman Islands and then back to the United States.

DAVID LARKIN – DIRECTOR OF CHANGE FIFA

Much of the money in football has been recycled in Panama, Trinidad, Tobago, and the Cayman Islands. The FBI writes that the arrested leaders of FIFA are part of an "organization

that is corrupt and influenced by organized crime”.

PAOLO MONDANI

If you could use just one word, what has FIFA become under Blatter's leadership?

DAVID LARKIN – DIRECTOR OF CHANGE FIFA

In one word? The Mafia.

PAOLO MONDANI VOICE OVER

July 20th 2015, president of FIFA, Blatter, decides to meet with the press. A protester arrives: “Mr. Blatter, this is for the 2026 World Championship in North Korea.” In other words, take this too. The bills are real but Blatter doesn't know that and pushes them aside.

GRANT WAHL – COLUMNIST FOR SPORTS ILLUSTRATED

I know institutions, and I can say that FIFA is designed to reward people who have only one interest: to make money dishonestly!

PAOLO MONDANI VOICE OVER

In New York we meet with Grant Wahl, Sports Illustrated's football expert, who for football fans here is considered a bible. Five years ago Grant ran for President of FIFA against Blatter.

GRANT WAHL – COLUMNIST FOR SPORTS ILLUSTRATED

For me it was a provocation, but it proved that Blatter was running a true dictatorship.

PAOLO MONDANI VOICE OVER

It was Jack Warner, the head of FIFA in the Caribbean, who guaranteed Blatter 20 years of power by promising him his 35 votes in every election. A telling statement by Warner: “Those among us who wish to be saints, go start a church. Here we do business.”

PAOLO MONDANI

Is it true that the members of CONCACAF, the American FIFA, lived like billionaires?

GRANT WAHL – COLUMNIST FOR SPORTS ILLUSTRATED

It's absolutely true! Secretary General Chuck Blazer lived in an apartment in Trump Tower that cost \$18,000/month and his cats lived in one that cost \$6,000. He dined regularly at Elaine's on 2nd Avenue with Hollywood celebrities. He weighed 200 kg and evidently had a big appetite. For twenty years he received 10% of every transaction made by CONCACAF, totalling \$15 million. Up until when the FBI caught him and the entire investigation took off based on his disclosures.

PAOLO MONDANI VOICE OVER

Here they are at the awards ceremony for Germany in the 2014 world championship. Michel Platini, head of UEFA, who pushed for the world championship in Qatar while his son was hired by a government athletic association right in Qatar. And Sepp Blatter, now suspended along with Platini from his position because he is under investigation. Armando Maradona had harsh words for both of them.

MILENA GABANELLI IN STUDIO

When has Maradona ever minced words? But we'll hear about that after the commercial break. For now, consider this: Blatter has been there for almost 40 years and only now does the world realize that corruption is a characteristic feature? Maybe because FIFA, which is the international federation of football associations, and moves billions of dollars, deals with geopolitics as much as governments do. And in fact, Moscow, with the upcoming world championship, broadens its place in the world. The choice of Qatar for the world championship surprised everyone a bit because, being such a hot country the games will be played in the winter, with the subsequent suspension of the national championship games; and this has never happened before. How much more did Qatar pay, and to whom? It's obvious that when 2 billion viewers, people, are watching you, it's no longer just a game. Maybe that's why the FBI decided to look into it. Maradona tells us what they found in simple terms. In just a few minutes.

BREAK

MILENA GABANELLI IN STUDIO

Okay, we're back. We're talking about FIFA, which has its headquarters in Switzerland, along with many other international athletic associations, because of its more "lenient" tax environment. Now, however, they'll have to re-evaluate their situations because, following a series of scandals, Switzerland has changed its ways and has recently made corruption between private citizens a crime. FIFA, however, which currently continues to be almost stronger than the UN, continues to pull the strings. And on this topic Maradona sees red.

DIEGO ARMANDO MARADONA

Where is all the money that FIFA collects during the World Championships? If Ronaldiño, Cristiano Ronaldo, Messi go to the world championship, where is that money? And then they have another major problem that no one talks about, but I do: rigged games. Rigged games! And they know it!

PAOLO MONDANI

Let me understand this: even at the world championship level?

DIEGO ARMANDO MARADONA

At the world championship level!

PAOLO MONDANI

To favour who?

DIEGO ARMANDO MARADONA

To favour many people who use their power to close an eye. I don't close an eye. I want to see two teams on the field who are battling it out sportingly; who are battling it out sportingly to make my team win. I don't want any more rigged games. This is an illness that Platini and Blatter have.

PAOLO MONDANI

Let me understand this: when you talk about thousands and thousands of millions, you're

fundamentally talking about television rights?

DIEGO ARMANDO MARADONA

Television rights. There's American sodas, there's beer...

PAOLO MONDANI

The sponsors...

DIEGO ARMANDO MARADONA

Not even Obama has the sponsors that FIFA and UEFA do.

PAOLO MONDANI

Do you think that Blatter will resign in 2016 and would Platini be a good FIFA president?

DAVID LARKIN – DIRECTOR OF CHANGE FIFA

Blatter made many promises that he never kept. FIFA has a cultural flaw in its DNA and Platini represents that culture. I think he should step aside and allow someone outside the system to lead FIFA.

PAOLO MONDANI VOICE OVER

Blatter's first big scandal was in 2001, when ISL, International Sports and Leisure, which up until that moment had managed the sponsors and TV rights for FIFA, went bankrupt.

DAVID LARKIN – DIRECTOR OF CHANGE FIFA

Up until 2001 International Sports and Leisure had managed the television rights and the sponsors for FIFA. The kickbacks paid in selecting the locations for the next world cups are pocket change compared to the enormous amounts of capital used by ISL for bribes. What's worse is that fifteen years later FIFA's internal report on the case is still locked away in a drawer.

PAOLO MONDANI VOICE OVER

In Brussels we meet with Daniel Beauvois, CEO of ISL when it filed for bankruptcy.

DANIEL BEAUVOIS – FORMER CEO OF INTERNATIONAL SPORT AND LEISURE (ISL)

They accused me of misappropriation and fraud. It took a long time, but in the end all of the accusations fell apart.

PAOLO MONDANI

Were you also accused of bribery?

DANIEL BEAUVOIS – FORMER CEO OF INTERNATIONAL SPORT AND LEISURE (ISL)

No. Up until 2000 in Switzerland it was legal to bribe foreign executives. It was only forbidden to bribe Swiss executives.

PAOLO MONDANI

In Switzerland they're called commissions. In Italy we call them kickbacks.

DANIEL BEAUVOIS – FORMER CEO OF INTERNATIONAL SPORT AND LEISURE (ISL)

That's right. At the time there was a bit of a difference between Swiss laws and those in the rest of Europe. But since then things have changed.

PAOLO MONDANI

And as ISL, you also gave these commissions to important individuals within FIFA?

DANIEL BEAUVOIS – FORMER CEO OF INTERNATIONAL SPORT AND LEISURE (ISL)

We paid them through a trust in Liechtenstein.

PAOLO MONDANI VOICE OVER

ISL went bankrupt in 2001 with a debt of \$300 million. Infront showed up immediately afterwards, a company which is currently one of the most important in the world in the management of marketing and media rights in sports. Beauvois tells the Swiss magistrates that it was FIFA that caused them to go bankrupt, allowing another company led by FIFA to take their place.

DANIEL BEAUVOIS – FORMER CEO OF INTERNATIONAL SPORT AND LEISURE (ISL)

We had a written agreement with FIFA to securitize the rights to the 2002 and 2006 world championships. Suddenly FIFA tells us: "We're going to take care of it on our own." And so we collapsed. Leo Kirch took over for us, but several months later he also went bankrupt and the rights for the world championship went to Infront, which was also a product of Kirch.

PAOLO MONDANI

And Blatter allowed all of this?

DANIEL BEAUVOIS – FORMER CEO OF INTERNATIONAL SPORT AND LEISURE (ISL)

Yes, Blatter allowed it.

PAOLO MONDANI VOICE OVER

Leo Kirch, German television tycoon, now deceased. At the time he had cross holdings with Mediaset and Fininvest. Meanwhile, Infront was established with the money of Saudi billionaire Saleh Kamel, in business with Tarek Ben Ammar (already an associate of Kirch and Berlusconi), and of Robert Louis Dreyfuss, CEO of Adidas and owner of the Olympique Marsiglia.

DANIEL BEAUVOIS – FORMER CEO OF INTERNATIONAL SPORT AND LEISURE (ISL)

Adidas was FIFA's most important sponsor for many years. I remember that before he was elected president, Adidas paid Blatter's salary. Everyone knew this.

PAOLO MONDANI

Infront is a partner of both FIFA and UEFA.

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

Yes.

PAOLO MONDANI

What do you do for them?

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

For FIFA we take care of television production for the world championship and other similar events such as, I don't know, the under 17 championships, the women's championships, and so on. We sell the rights that we've acquired for Asia.

PAOLO MONDANI

And UEFA?

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

Marketing production for the field, the layout of the field.

PAOLO MONDANI

How much do you earn for all of this?

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

About 100 million every four years.

PAOLO MONDANI VOICE OVER

Infront's headquarters are in Zug, Switzerland, a canton well-known to those seeking to avoid paying taxes. It has offices on every continent. In 2014 it covered 18 world championships: handball, volleyball, rugby, basketball, riding, cycling, and motor sports. It is number one in winter sports and, naturally, dominates in football.

GIUSEPPE CIOCCHETTI – GENERAL DIRECTOR OF INFRONT ITALIA

There are 13 teams in Germany for whom we manage marketing. We also manage the media rights for the national football team and for friendly matches.

PAOLO MONDANI VOICE OVER

Marco Bogarelli is Philippe Blatter's deputy for Infront Switzerland and heads Infront Italia. He is paid 60 million per year to act as advisor for the rights of the Serie A and the national team. Bogarelli also manages the marketing rights of 11 teams from A and B Leagues.

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

Infront was established at the start of the millennium and acquired Media Partners in 2006.

PAOLO MONDANI

So, with you at Media Partners was Andrea Locatelli who had been at Fininvest for 8 years. In the past you had been a consultant for Milan Channel and it's difficult not to imagine that your loyalties lie with your origins.

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

No, I mean in terms of Milan Channel, I'm flattered that you remember that I was a consultant for Milan Channel. I've done a lot of things, because I worked for the NBA for 12 years and did many things that were far more important than Milan Channel. Milan Channel was the first football themed TV channel.

PAOLO MONDANI VOICE OVER

The connection between Infront and Mediaset is actually still incredibly strong: only a month ago Infront acquired Sport09, an advertising agency which originated in Publitalia, the financial lung of Mediaset channels.

GIUSEPPE CIOCCHETTI – GENERAL DIRECTOR OF INFRONT ITALIA

Our income in Italy is around 250 million, and by pure coincidence we have about 250 people. As a group of course we're growing: we're at around 800 million with about 600 people including collaborators and employees in all of our offices.

PAOLO MONDANI VOICE OVER

Since last February Blatter's and Bogarelli's Infront speaks Chinese. The giant Dalian Wanda, real estate group headed by Wang Jianlin, the second wealthiest man in China, acquired Infront for \$1.2 billion. And so, the TV rights for the Serie A and our national team wound up in the hands of the Chinese.

DAVID LARKIN – DIRECTOR OF CHANGE FIFA

Sovereign wealth funds from countries like Russia, China, and Qatar worry me very much. They purchase teams, players, and TV rights. They present themselves like private companies, but it's politics that allows them to grow.

PAOLO MONDANI VOICE OVER

Jianlin intends to exploit the TV rights and sponsors of the world championships in Russia and Qatar and, obviously, those of the winter Olympics of 2022 set to take place in Beijing. Recently the Wanda group purchased 20% of Atletico Madrid.

GRANT WAHL – COLUMNIST FOR SPORTS ILLUSTRATED

With the introduction of investment funds, European football was truly damaged. Look at the Paris Saint-Germain team, owned by Qatar Investment, or at Manchester City, owned by the Abu Dhabi United Group. They threw the market off balance because they can spend any amount. UEFA imposed certain rules in an effort to rebalance the situation, but it isn't able to make the strongest respect them; while in the United States things are entirely different. Here there are limits to players' salaries and a portion of the earnings is divided among the organizations so that there is less of a discrepancy between rich and poor teams and thus allows all of them to excel. Otherwise the same teams always win and spectators at the stadium get bored.

PAOLO MONDANI VOICE OVER

Pippo Russo wrote "Gol di rapina" [Goal of Extortion], the first Italian investigation into investment funds in football and in particular into the Doyen group which, in Italy, owns important players like Felipe Anderson of Lazio and Alvaro Morata of Juventus.

PIPPO RUSSO – SOCIOLOGY PROFESSOR AT THE UNIVERSITY OF FLORENCE

This is a holding company with an unusual structure: its headquarters are in Istanbul, its finance department is in London, it has a very strong branch in Brazil, and, above all, it has an athletic branch called Doyen Sport Investment with legal headquarters in Malta.

PAOLO MONDANI

Have the investment funds made an appearance in Italy?

PIPPO RUSSO – SOCIOLOGY PROFESSOR AT THE UNIVERSITY OF FLORENCE

In Italy the investment funds officially made an appearance in the summer of 2013 on occasion of a meeting that was held in Taormina at a hotel belonging to the owner and president of the Catania team, Antonino Pulvirenti, sadly famous of late...

PAOLO MONDANI

Arrested for rigging games.

PIPPO RUSSO – SOCIOLOGY PROFESSOR AT THE UNIVERSITY OF FLORENCE

As I was saying, next to Pulvirenti and Cosentino there were 3 great Italian football managers: the vice president and CEO of Milan, Adriano Galliani, the president and owner of Lazio, Claudio Lotito, and the president and owner of Genoa, Enrico Preziosi. And with them, a guest of honour: the CEO of Doyen Sport Investment, a Portuguese gentleman named Nelio Lucas.

PAOLO MONDANI VOICE OVER

This is Nelio Lucas next to Adriano Galliani, vice president of the Serie A and CEO of Milan. Doyen helps clubs to buy champions and earns money by shuffling athletes around in a whirlwind of exchanges at ever higher prices.

MILENA GABANELLI IN STUDIO

It's a bit shocking and yet in and of itself there is nothing scandalous about the fact that investment funds are a part of soccer, if it helps the best players emerge and if the funds adhere to regulations. But they don't, because not even all the teams completely adhere to regulations. According to the president of Federcalcio, Tavecchio, only 5 teams have their accounting in order. Many, on the other hand, invent the value of their players so as to balance their books, and the funds are a part of this logic. Which is why we have one person moving players around like company stocks, another who is born and dies to complete just a single operation, sovereign wealth funds disguised as private individuals... In fact, according to experts, the most popular sport in the world, in the absence of regulations, has become pure financial speculation, and this because at the bottom of the chain are billions of TV viewers willing to pay a subscription to whomever has the exclusive rights to the images. In Italy the bidding for TV rights is between Sky, Mediaset Premium, and, once again, Infront. Then we'll see how this bidding war is carried out. After that, if you say Mediaset, you can't not think of Milan; a piece is for sale, the price is incredibly high, but it wasn't determined by the market. The good news is that money will arrive from abroad; who's money is yet to be understood..

PAOLO MONDANI VOICE OVER

The most reckless operation of the fall is that of Mr. Bee Taechaubol, a Thai broker who intends to purchase, with the money of unknown investors, the minority of Milan at €480 million. His long-time consultant is Nelio Lucas and, as *L'Espresso* has reported, three other brokers that worked within the London company that was at the centre of the investigation

that led to Berlusconi's final conviction for tax fraud. One of the three brokers, Andrea Baroni, was arrested for money laundering this past Friday. One of his clients is Infront.

PIPPO RUSSO – SOCIOLOGY PROFESSOR AT THE UNIVERSITY OF FLORENCE

Mr. Bee's evaluation of Milan at 48% is an extremely generous one, you might even say outrageous. We're talking about €480 million for a portion that wouldn't even be the majority. 48% is, therefore, an overall estimate of Milan that comes to one billion Euro; an estimate that has absolutely no basis in reality when one looks at the current state of Milan.

PAOLO MONDANI

If we think that Juventus capitalizes €300 million...

PIPPO RUSSO – SOCIOLOGY PROFESSOR AT THE UNIVERSITY OF FLORENCE

It makes one think that there is a particularly large sum of money being moved from abroad into Italy.

PAOLO MONDANI

It seems like a sort of tax shield, this movement of money.

PIPPO RUSSO – SOCIOLOGY PROFESSOR AT THE UNIVERSITY OF FLORENCE

In order to say certain things we need to have a very heavy shield to protect us.

PAOLO MONDANI

Who can benefit from acquiring Milan, the minority of Milan, for €500 million? I'm curious about this.

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

I am too. The version that I know is that it's supposed to be the prelude to an eventual listing of the club on the Asian stock exchange, and so having 48, 49, 50, or 51 ultimately makes little difference if that's the ultimate intention, because in the listings what matters is who sells, who leaves, who stays, and who doesn't sell.

PAOLO MONDANI

But who does that money belong to? Do you have any idea?

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

I haven't the faintest idea.

PAOLO MONDANI

Maybe Berlusconi. There's always some rumourmonger talking...

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

I really don't know. I'm so uninvolved.

PAOLO MONDANI VOICE OVER

Juve, Roma, Empoli, Torino, and Sassuolo are the only teams that don't give Infront the rights to commercialize the images of past games. The other 15 teams in the Serie A sold them to

Mediaset Premium through Infront, which preserves the memory of most of the clubs in these servers.

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

We commercialize for them, the rights remain with the association.

PAOLO MONDANI

And your percentage for this type of association?

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

About 25%? More or less.

PAOLO MONDANI VOICE OVER

Beginning last March, RCS and DeAgostini are being aired on channel 59, the Gazzetta dello Sport's network.

CLAUDIO ARRIGONI – DIRECTOR OF GAZZETTA TV

Infront is one of our suppliers, it helps us particularly from a productive and technical point of view.

PAOLO MONDANI

Even though you were critical of Infront, also as a newspaper, you've still chosen Infront.

CLAUDIO ARRIGONI – DIRECTOR OF GAZZETTA TV

Well, yes. Apart from the fact that we can't do without them.

PAOLO MONDANI VOICE OVER

Infront commercializes 114 games on the Internet for Lega Calcio, as part of its management of Serie A TV, the Lega's television network, which this year took the direction of the games away from Sky and Mediaset, and established sole direction supervised by Infront. Sole direction means that a single entity decides which images to show: a certain commercial instead of another, whether to show an instant replay or not, and this makes all the difference. Infront entrusted the sole direction to a pool of professionals coordinated by Popi Bonnici, former director for Mediaset.

CARLO PARIS – DIRECTOR OF RAI SPORT

Who can tell me that a director doesn't omit certain things and hide others? We know, for example, when it comes to banners or to racist chants, we can either raise the volume or point the camera or turn it away so as not to show something. We've seen that there are also television rehearsals in football, we've even seen spitting in the face, slaps, kicks, replays that can be omitted or not. I trust in and am certain of other people's honesty, but if someone dishonest comes along, and we saw what happened with "Calciopoli" and other things... So if someone dishonest comes along and hides things from me?

PAOLO MONDANI VOICE OVER

We saw an example this past 8th August in Shanghai with the airing of the Italian Supercoppa match, Lazio vs. Juventus. These are the images from the Chinese direction.

CARLO PARIS – DIRECTOR OF RAI SPORT

This director found himself before an excessive quantity of TV cameras that he had never used, and right when a player would go to score a goal, he would turn the camera to a spectator. Certain replays were shown that were just appalling, even to people not passionate about football.

PAOLO MONDANI

The images were subcontracted by Lega Calcio through Infront to this Chinese network. After this terrible showing Lega Calcio says it's not their fault, Infront says it's not their fault.

CARLO PARIS – DIRECTOR OF RAI SPORT

We obviously said that it wasn't our fault.

PAOLO MONDANI

And who's fault is it?

CARLO PARIS – DIRECTOR OF RAI SPORT

The responsibility is solely of whoever chose a service that was clearly not up to the task.

PAOLO MONDANI VOICE OVER

The terrible impression remains, but Infront suffered no consequences. In Lega Calcio Infront is not questioned, it's loved.

PAOLO MONDANI

You're so powerful, so strong that for all intents and purposes you establish sports policy.

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

No, that's not true. Our job is extremely difficult because in a market that over the course of 5 years has dropped by 30, we've increased by 70.

PAOLO MONDANI

But when it comes to arguments between Lega and Federazione, you let them be.

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

Yes, absolutely.

PAOLO MONDANI

As long as they do what you want though.

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

They choose to do what we want because in the end it brings positive results.

PAOLO MONDANI

How influential is Infront in Italian sports?

FRANCESCO GHIRELLI – GENERAL DIRECTOR OF LEGA PRO

Of 20 teams in the Serie A, Infront ensures 60/70% of all earnings to 17 teams. Lotito Lazio, Galliani Milan, and Preziosi Genova, are the base that elects Tavecchio president of Federcalcio and Beretta president of the Serie A. Infront is the “architrave” of this agreement.

PAOLO MONDANI VOICE OVER

Claudio Lotito is the president of the Lazio team, and a month ago the Supreme Court of Cassation, in the “Calciopoli” sentence, confirmed that he maneuvered to alter his team’s results, thus saving it from relegation. However the accusations have all expired.

PAOLO MONDANI

You've met them both. Are Moggi and Lotito similar?

FRANCESCO GHIRELLI – GENERAL DIRECTOR OF LEGA PRO

If they are similar? They deal with rules in the same way.

PINO IODICE – FORMER GENERAL DIRECTOR OF ISCHIA CALCIO

Hello, yes it's Pino Iodice, is Claudio Lotito there? Can I speak to him please? Hello, sir, it's Pino Iodice, how are you, good? Is everything okay? Why? What's so strange? What did I do that's so terrible? I recorded a phone call.

PAOLO MONDANI VOICE OVER

He is Pino Iodice, up until recently the general director of the Ischia team. And it was he who, this past February, went public with the recording of a phone call to Claudio Lotito. And based on this phone call the public prosecutor's office in Naples opened an investigation.

PINO IODICE – FORMER GENERAL DIRECTOR OF ISCHIA CALCIO

He blackmailed us, he threatened us. He said that if we didn't follow his advice in a short time we would no longer have the funds to support us and therefore to guarantee the management of the association over the course of the season.

PAOLO MONDANI

Federal funds?

PINO IODICE – EX DIRECTOR GENERAL ISCHIA CALCIO

Federal contributions.

ON THE TELEPHONE: CLAUDIO LOTITO – MEMBER OF FIGC FEDERAL COUNCIL

I told Abodi: “Andrea, we have to change. If you bring Carpi to Serie A... One team can join the Serie A, but if you bring two teams that aren't worth shit, then in two years, in three years, we won't have a dime. Because when I go to sell the television rights that brought me a billion and two thanks to my skill, and I've been able to get Sky and Mediaset to agree in a conflict that no one in ten years had ever been able to... no one had ever been able to with Murdoch and Berlusconi... And then in three years we have Latina, Frosinone... who the fuck will buy the rights? They don't even know that Frosinone exists.”

PAOLO MONDANI VOICE OVER

The president of Frosinone Calcio responds to Lotito with the following.

MAURIZIO STIRPE – PRESIDENT OF FROSINONE CALCIO

Unpredictability is one of the most appealing things about football, and within the concept of unpredictability lies the possibility that Frosinone rises to the Serie A. Just the fact of comparing fans to clients is a clamorous mistake because in my opinion the true owners of a club are the fans themselves and we are only temporary administrators.

PAOLO MONDANI

You also claim to have heard from Lotito, to have received a phone call.

MASSIMO LONDROSI – FORMER GENERAL DIRECTOR OF PAVIA CALCIO

He flaunted the fact that he had been the one to stipulate the billion Euro contract for the TV rights of the Serie A, and so he said he was capable of maintaining the promise he was making.

PAOLO MONDANI

Lotito told you that he managed to get Sky and Mediaset to agree, as Iodice also said?

MASSIMO LONDROSI – FORMER GENERAL DIRECTOR OF PAVIA CALCIO

Exactly. Exactly. And he used this event as an example of that which he would be able to do for us poor members of the Lega Pro if we were to support him and his leadership.

PAOLO MONDANI

Because, I mean, what do you call money against votes?

MASSIMO LONDROSI – FORMER GENERAL DIRECTOR OF PAVIA CALCIO

Vote trading.

PAOLO MONDANI

When you say that you managed to get Sky and Mediaset to agree for the famous tender...

ON THE TELEPHONE: CLAUDIO LOTITO – MEMBER OF FIGC FEDERAL COUNCIL

I'm sorry, I'm sorry, I'm sorry. 8 months ago I decided, so as to avoid misunderstandings, to no longer make statements, as you can see, neither to the media nor to the press.

PAOLO MONDANI

But can you explain it to me?

ON THE TELEPHONE: CLAUDIO LOTITO – MEMBER OF FIGC FEDERAL COUNCIL

I'd rather not get into it.

PAOLO MONDANI

But can you just explain to me...

ON THE TELEPHONE: CLAUDIO LOTITO – MEMBER OF FIGC FEDERAL COUNCIL

Thank you for your attention.

PAOLO MONDANI

Sir, can you just explain to me what happened?

ON THE TELEPHONE: CLAUDIO LOTITO – MEMBER OF FIGC FEDERAL COUNCIL

Thank you.

PAOLO MONDANI

At a certain point Lotito also claims to have 17-18 votes from presidents of some Serie A football clubs.

PINO IODICE – FORMER GENERAL DIRECTOR OF ISCHIA CALCIO

As chance would have it, these 17 votes, these 17 associations, are all clients of Infront.

PAOLO MONDANI VOICE OVER

Lotito's phone call refers to the tender for the assignment of the TV rights for the Serie A championship. What are we talking about?

FRANCESCO GHIRELLI – GENERAL DIRECTOR OF THE LEGA PRO

We're talking about the fact that in Europe what the English, French, German, and Spanish teams earn comes 33% from television rights, 33% from merchandising, and 33% from ticket sales at stadiums. In Italy 60-70% comes from television rights, so we have to win. How? We have to win.

PAOLO MONDANI VOICE OVER

Here's how to win. In June 2014 the Lega puts the television rights for Serie A up for auction, split up into three packages. When the envelopes with the offers are opened Sky wins the first and second packages. Mediaset wins the third. Mediaset doesn't like the outcome of the competition and thus begins the dispute with Sky. In the end Lotito gets the two networks to agree. Sky gets the first package and Mediaset the other two. When the Antritrust listened to Lotito's phone call to Iodice, it sparked an investigation because the agreement may have injured the competition.

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

I don't know what Sky and Mediaset did. I don't know because it's their problem, because Sky has been trying to purchase Mediaset for two years, maybe tomorrow it will succeed, maybe not, I don't know. So it's certainly not... The fact is, it's in all the newspapers, the meetings took place. So there's no doubt that they see each other and speak to each other. They certainly don't invite us.

PAOLO MONDANI

But it's really not such a good thing that, basically, the law states that there must be a competitive bid and then at a certain point the two contenders, whether after or outside of the tender can come to an agreement with one another.

PINO IODICE – FORMER GENERAL DIRECTOR OF ISCHIA CALCIO

Yes, but we have nothing to do with it, what I mean is...

PAOLO MONDANI

And to the Antitrust that says to you: “There's the suspicion that you made an agreement that squelched competition”?

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

There was bitter competition, otherwise we wouldn't have achieved those numbers.

PAOLO MONDANI VOICE OVER

The numbers speak clearly: if the Football League had only accepted the offer made by Sky and Mediaset, it would have totalled one billion Euro. The Bogarelli-Lotito solution brings in 945 million. The public prosecutor's office in Milan investigated Marco Bogarelli for bid rigging and Berlusconi tells his side.

SILVIO BERLUSCONI

Yesterday the finance police were at Mediaset all day and they took mobile phones, computers... My collaborators' moods and moral were extremely low, with an accusation that is totally preposterous: that bid rigging took place in the tender for football television rights. Excuse me, but aren't football associations private entities? Yes, they are. And aren't the Lega together with the football associations a private institution? Yes, it is. And so what does bid rigging have to do with anything when it only concerns public institutions?

PAOLO MONDANI VOICE OVER

Unfortunately for Berlusconi, the law is unforgiving: when the Serie A organizes a competitive bid for football TV rights, they are carrying out a function covered by public law and the rules that govern public institutions are applied. Then there's the sale of the Serie A matches abroad, managed by Riccardo Silva, an associate of Bogarelli's, who gives 186 million per year to the Lega and receives who-knows-how-much, seeing as how he recently bought a penthouse in Miami for \$25 million. Meanwhile, the teams' balance sheets are languishing.

ANDREA MONTI – DIRECTOR OF THE GAZZETTA DELLO SPORT

It's a system, seeing it from a business perspective, that manages to earn approximately 1.2 billion per year, more or less, in television rights and image rights, and manages to spend 1.4. In other words, every year it produces approximately 200 million in debt. It's absolutely obvious that it's a dysfunctional and broken system. It's said that in football you don't earn money. Absolutely untrue. Someone makes money.

PAOLO MONDANI VOICE OVER

Year-end balance for the Serie A clubs: Juventus and Lazio, several million in profit. Naples a slight loss. Florence minus 37 million. Rome minus 40 million. Milan minus 70 million. And then Inter, belonging to Indonesian businessman Erich Thohir, minus 90 million. Thohir is a man of mystery: a company based in Hong Kong and with a branch in the Cayman Islands, nobody knows his true financial worth. But he recently found a saviour.

ERICH THOHIR

Go Inter!

PAOLO MONDANI

How did you convince Thohir and Inter to become a part of your big family?

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

We showed him a four-year development plan with certain guarantees, and he committed to it.

PAOLO MONDANI

How much money does he make each year?

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

I think it's around...

PAOLO MONDANI

20 million per year?

MARCO BOGARELLI – PRESIDENT OF INFRONT ITALIA

No, a bit less. 17 point something, because Inter didn't participate to Champions League, and because he kept the rights for Indonesia and for other countries...

PAOLO MONDANI VOICE OVER

Last April the court in Milan arrested Swiss mogul Filippo Dollfus of Volckersberg, the most notorious money launderer in the world. Among his clients are several Italian football notables who made money disappear abroad. It's the buying and selling of TV rights. While in Parma things are changing. After the arrests of the managers, the debt of 218 million, and the company filing for bankruptcy, it started anew with the amateur league and with Nevio Scala as president. With him as coach, Parma won the UEFA Cup.

NEVIO SCALA – PRESIDENT OF PARMA CALCIO

Up until just a few days ago my tractor was running at full tilt.

PAOLO MONDANI

You farm tobacco?

NEVIO SCALA – PRESIDENT OF PARMA CALCIO

I farm tobacco, Swiss chard, corn, soy.

PAOLO MONDANI

In fact, you said that the football you want to play is organic.

NEVIO SCALA – PRESIDENT OF PARMA CALCIO

Ours will be organic football. It will be a football without poisons.

PAOLO MONDANI

I know that at one point Infront offered you a real contract and you refused. Why?

NEVIO SCALA – PRESIDENT OF PARMA CALCIO

We refused because we see ourselves as small, humble. And we want to do things

independently. But we also want our football to be different from the others, that's what we said, right? And so if we begin to do the things that the others have done we become the same as them.. But you see how it's beautiful. You see them joke, laugh, every episode is ideal for creating happiness and that's something beautiful.

MILENA GABANELLI IN STUDIO

I'm moved by his words. Maybe not all failures end badly. Meanwhile, within the government, no one is dealing with sports beyond the usual chitchat. The tenders for TV rights take place around the world and whoever bids the highest takes them home, with an antitrust association overseeing the rules. Here it's too late. The company overseeing the tenders was Infront, the company which according to the Lega should act as consultant, and not earn money on every single transactions. Otherwise one might think that the advice they give is based on whatever is best for them. And the next tender will be in 2018. If we truly want to turn over a new leaf it will be necessary to rewrite clear rules, which must be determined by the law, not by the Lega, as currently is the case. Because in 3 years the tender will include not only Sky and Mediaset, but also the Lega's network, with Infront. What to say? Game over.