



Covid-19 emergency, collecting society SIAE offers music and video streaming subscriptions to 18-30 young Italians

Streaming subscriptions for young people aged 18 to 30 years: that is the contribution of SIAE, which sponsors the **#iorestoacasa (#Istayhome) campaign, promoted by the Italian Ministry of Cultural Heritage and Activities and Tourism and supported by the Italian Government**, with one million euros aimed at the promotion of cultural activities.

Active as of Friday, April 3rd, **the initiative of the Italian Society of Authors and Publishers relies on the collaboration with Infinity, Tim Music and Tim Vision.** "In order to get the free subscription", SIAE explained, "just post a photo or video on SIAE's Facebook page with the hashtag #iorestoacasa (#Istayhome) from the Facebook mobile app and, in the Community section, copy the link of the post and insert it on the website www.siae.it/it/iorestoacasa (www.siae.it/it/Istayhome)".

Moreover, **exclusively for its young members, the company will make hundreds of audio and video kits available next week, accompanied by the related webinars.** Authors from 18 to 30 years of age from all SIAE's repertoires will receive an email containing instructions to gain access to kits and courses. The initiative, born with the aim of supporting education and creative activities, is in partnership with Prase Media Technologies and Engineering Studio.

"Once in order to buy a record and a book, or to watch a movie, you had to leave the house" – SIAE's President Giulio Rapetti Mogol says. "Today this is no longer the case: **we have the opportunity to enjoy culture online, especially at challenging times like the ones we are going through, where we all have to stay at home, to safeguard ourselves and our community.** It is to you, guys, that I address a special thought. Courage and caution: today there are no greater values".

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SIAE Press Office

mail to: press@siae.it

cell: +39 3896497176

Twitter [@SIAE_Official](https://twitter.com/SIAE_Official) - Facebook SIAE