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TELECOM ITALIA S P A  
Form 6-K  
May 27, 2008

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

PURSUANT TO RULE 13a-16 OR 15D-16  
UNDER THE SECURITIES EXCHANGE ACT OF 1934

FOR THE MONTH OF MAY 2008

TELECOM ITALIA S.p.A.  
(Translation of registrant's name into English)

Piazza degli Affari 2  
20123 Milan, Italy  
(Address of principal executive offices)

Indicate by check mark whether the registrant files  
or will file annual reports under cover of Form 20-F or Form 40-F:

FORM 20-F  FORM 40-F

Indicate by check mark if the registrant  
is submitting the Form 6-K in paper  
as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant  
is submitting the Form 6-K in paper  
as permitted by Regulation S-T Rule 101(b)(7):

Indicate by check mark whether by furnishing the information  
contained in this Form, the registrant is also thereby furnishing  
the information to the Commission pursuant to Rule 12g3-2(b)  
under the Securities Exchange Act of 1934.

YES  NO

If "Yes" is marked, indicate below the file number assigned  
to the registrant in connection with Rule 12g3-2(b): 82- \_\_\_\_\_

PRESS RELEASE

**TELECOM ITALIA: ORDERS FOR 3.1 MILLION MOBILE PHONES AND DATA CARDS AT THE MADRID DEALER CONVENTION**

**60% of Telecom Italia sales network orders are now for 3G mobile phones and data cards**

Ducati Corse Onda USB modems unveiled, offering 7.2 Mega websurfing and enabled for 5 Mega uplink, along with new internet bundles including PCs

Brand new TIM I M launched, offering Windows Live Messenger access from mobile phones as easily as from a PC

*Rome, May 26, 2008*

Telecom Italia presented its new offerings for the forthcoming months in Madrid, taking 3.1 million orders for mobile phones and internet USB keys. Orders for UMTS/HSDPA products now account for 60% of the total, confirming the positive trend for the development of interactive and mobile broadband services. At March 31, 2008, 1.4 million TIM customers were using mobile broadband.

The next few months will see a major internet websurfing and access services drive with the roll out of **new Internet Onda USB modems** in **Ducati Corse** livery, offering mobile websurfing at speeds of 7.2 mega. These keys are already 5 megabits per second uplink compatible, making it possible to send and receive very large e-mails and videos in a matter of seconds.

Through its Alice Mobile product, TIM is the only carrier in Italy to offer a range of laptops (from Asus, HP and Acer) that customers can purchase bundled with an internet USB key and 100 hours of included websurfing for 30 euros per month.

**TIM I M**, a brand new service launching in Italy, is an **Intelligent Contacts service** installed on new TIM mobile phones that allows people to communicate with the people on their contacts lists via the medium of their choice: instant messaging, mail, SMS, MMS or video phone calls. **TIM I M** will also offer access to Alice Messenger and Windows Live Messenger, which has more than 12 million users in Italy, as easily as from a PC.

TIM was the first mobile phone provider in Italy to offer the BlackBerry service to the consumer market. Now, the carrier is rolling out Maxxi Day BlackBerry, a 24-hour daypass for web and email (sending and receiving) for just one euro.

**Telecom Italia**

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Cautionary Statement for Purposes of the "Safe Harbor" Provision of the United States Private Securities Litigation Reform Act of 1995.

The Private Securities Litigation Reform Act of 1995 provides a "safe harbor" for forward-looking statements. The Press Release included in this

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Form 6-K contains certain forward looking statements and forecasts reflecting management's current views with respect to certain future events. The ability of the Telecom Italia Group to achieve its projected results is dependent on many factors which are outside of management's control. Actual results may differ materially from those projected or implied in the forward-looking statements. Such forward-looking information involves risks and uncertainties that could significantly affect expected results and are based on certain key assumptions.

The following important factors could cause the Telecom Italia Group's actual results to differ materially from those projected or implied in any forward-looking statements:

- the continuing impact of increased competition in a liberalized market, including competition from global and regional alliances formed by other telecommunications operators in the core domestic fixed-line and wireless markets of the Telecom Italia Group;

- the ability of the Telecom Italia Group to introduce new services to stimulate increased usage to its fixed and wireless networks to offset declines in its traditional fixed-line business due to the continuing impact of regulatory required price reductions, market share loss and pricing pressures generally and shifts in usage pattern;

- the level of demand for telecommunications services, particularly wireless telecommunication services in the maturing Italian market and for new higher value added products and services such as broadband;

- the ability of the Telecom Italia Group to successfully implement its reorganization;

- the success of Telecom Italia's customer loyalty and retention programs and the impact of such programs on revenues;

- the impact of regulatory decisions and changes in the regulatory environment, including implementation of recently adopted EU directives in Italy;

- the impact of economic development generally on the international business of the Telecom Italia Group and on its foreign investments and capital expenditures;

- the continuing impact of rapid or "disruptive" changes in technologies;

- the impact of political and economic developments in Italy and other countries in which the Telecom Italia Group operates;

- the impact of fluctuations in currency exchange and interest rates;

- Telecom Italia's ability to successfully implement its strategy over the 2008-2010 period;

- the ability of the Telecom Italia Group to successfully achieve its debt reduction targets;

- Telecom Italia's ability to successfully implement its internet and broadband strategy;

- the ability of the Telecom Italia Group to achieve the expected return on the significant investments and capital expenditures it has made and continues to make in Brazil and in Europe on broadband;

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- the amount and timing of any future impairment charges for Telecom Italia's licences, goodwill or other assets; and

- the impact of litigation or decreased mobile communications usage arising from actual or perceived health risks or other problems relating to mobile handsets or transmission masts.

The foregoing factors should not be construed as exhaustive. Such factors should also be considered together with risk factors included in Telecom Italia Group's Annual Report on Form 20-F for 2005. Due to such uncertainties and risks, readers are cautioned not to place undue reliance on such forward-looking statements, which speak only as of the date hereof. Accordingly, there can be no assurance that the Group will achieve its projected results.

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### SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: May 26th, 2008

TELECOM ITALIA S.p.A.

BY: /s/ Carlo De Gennaro

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Carlo De Gennaro  
Company Manager