

seeing stars ON YOUR MOBILE

You can have music wherever you go

WHO ARE YOUR FAVOURITE SINGERS? Do you want to watch them in action – any time, any place? You can, with 3's innovative video jukebox service.

Thanks to 3G technology, catching the latest music videos is as easy as making a phone call. 3 offers videos on demand for customers to download or stream onto their mobiles – and around the world from London to Sydney the response is overwhelming. Customers in 3's nine markets around the world have watched over 30 million full version music videos on their mobiles so far.

In the United Kingdom, where 3 is the largest video mobile network and the only provider to offer full-length music videos, watching by mobile is such a hit that the latest single from pop sensation Natasha Bedingfield, "I Bruise Easily", actually premiered on 3. Over 2.5 million 3 customers saw the video on their mobiles five weeks before the single was released.

3 has responded to the huge demand for video downloads by doubling the list of artistes whose videos are available to 3 users in the UK. In a new agreement with Sony BMG Music Entertainment, 3 has added global stars such as Destiny's Child and Manic Street Preachers to the video jukebox list. They're joining the singers who are already driving demand for video-by-phone, such as Britney Spears, Robbie Williams and Kasabian.

What could be cooler than watching your favourite stars via your 3G mobile?

Going for gold

A music industry phenomenon, video phone downloads even have their own equivalent of the golden disc. Natasha Bedingfield was presented with the first ever award for music video downloads in March, after emerging as the most downloaded artiste over a mobile network. As Natasha said when she received the award, "3's video jukebox is a great new way for my fans to watch my videos on the move."

But the UK's not the only market where 3 customers can't stop downloading music videos. It's big news Down Under, too. In April "Call On Me" by Ministry of Sound's Eric Prydz scored a gold award after fans kept downloading it on their video mobiles. 3 mobile is the only carrier with a 3G network in Australia and this means it can offer users far more than any of its competitors.

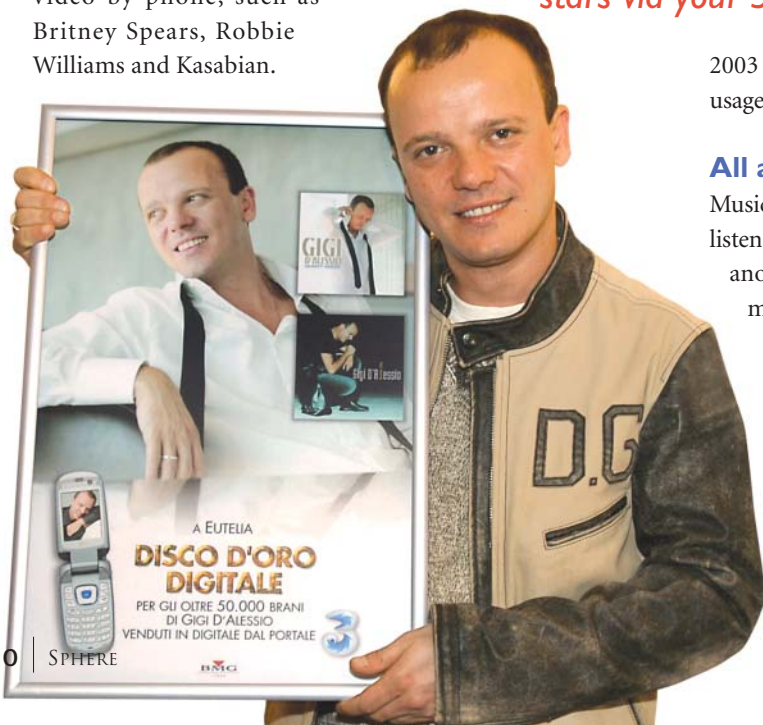
Downloading the files needed for full-length video or audio tracks is too slow and difficult over existing GSM networks.

3 mobile launched its 3G service in Australia in April 2003 so it's just celebrated its second birthday. Fast-growing usage of 3's business services made this a birthday to remember.

All around the world

Music fans in 3's other markets are equally excited to be able to listen to music on the go. Downloads are growing fast in Italy, another market where 3 is the first operator to launch 3G mobile video services.

Music downloads caught the imagination of customers through the videos available from the 2005 Festival of Italian Song in Sanremo. Exactly half a century after the festival was televised for the first time, it became possible to follow it by video phone. Thanks to a groundbreaking deal with Sony Music and the media com-



pany DADA, 3 customers could see the best of the festival in company with the popular Italian rock and pop group La Differenza.

The response to this coverage of Sanremo has given a huge boost to the already fast-growing demand for music videos by phone in Italy. Now it's so popular that the new song by top artiste Morgan, "Un Giudice", became available on 3 a week before the album was launched.

It's not only pop music that 3 users want to download. Top folk singers are taking their timeless tunes to a new medium in Austria, as fans of real folk music are listening in on their video phones. Songs by Austrian stars such as Claudia Jung, Nockalmquintett and the Kastelruther Spatzen are already available for streaming and downloading, and the list is growing all the time.

In Sweden, 3 Musik now offers mobile customers a choice of 40 music and video channels with over 500,000 songs.

And of course Hong Kong, a leading trendsetter in the world of mobile phones, is at the forefront. Music videos are a key driver of demand for phones as users clamour to watch the latest videos from stars such as Leon Lai. This feature is so popular that 3 Hong Kong is now providing music lovers with music videos and audios from more than 200 local and international artistes.

From left to right: Italian singer Gigi D'Alessio with his digital golden record after more than 50,000 music content downloads; Natasha Bedingfield, the most watched artiste on the 3 network . . . with her 3 award; Britney Spears in concert; a song from Leon Lai – any time.



A particular favourite in Hong Kong is Mini Music Video, featuring the latest hits songs every day. The songs are recommended by top Commercial Radio 2 disc jockeys including Jan Lamb, Donald, Kitty and Jim.

Even Eurovision!

Perhaps the strongest sign that video mobiles are fast becoming *the* way of seeing the stars is the fact that this year's Eurovision Song Contest, the world's biggest competition for pop music, was broadcast on mobiles. Partner Communications of Israel offered a live broadcast of Eurovision 2005.

It's clear that music video downloading is one trend that will run and run. This is just the beginning. As more and more customers start using 3G video phones, 3 is already making sure it can offer the music they want to download. So if you see someone singing along to his mobile phone, don't worry – he's probably just downloaded that fabulous new Natasha Bedingfield single. 