

SEEING STARS

ON YOUR MOBILE

YOU CAN HAVE MUSIC WHEREVER YOU GO

4N
TeleSoft

3G Video JukeBox

WHO ARE YOUR FAVORITE SINGERS?

Do you want to watch them in action – any time, any place? You can, with 4NT's innovative video jukebox service. Thanks to 3G technology, catching the latest music videos is as easy as making a phone call. 4NT offers videos on demand for customers to download or stream onto their mobiles

Case Study. – around the world from London to Sydney the response is over-whelming. 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 pre-miered 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. The rock star videos include 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.

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 down-loaded 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. 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.



Natasha Bedingfield, the most watched artiste on the 3 network . . . with her 3 award

Italian singer
Gigi D'Alessio with
his digital golden
record after more
than 50,000 music
content downloads



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 ground-breaking deal with Sony Music and the media company 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 artist 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 down-load. 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.

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 clamor 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.

A particular favorite in Hong Kong is Mini Music Video, featuring the latest hits songs everyday. 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

Britney Spears in concert; a song from Leon Lai – any time.(Below)

