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3 Hong Kong partners with Universal Music, EMI, Warner Music and Gold Label to present the first mobile music video and digital music download service in Hong Kong

3 Hong Kong has partnered with leading music labels in Hong Kong, namely Universal Music Limited, EMI Music Hong Kong, Warner Music Hong Kong Limited and Gold Label Entertainment Limited to provide Hong Kong-first mobile download and streaming of latest music videos and original songs in full version for 3 customers to save and play on their 3 video mobile phones.

Agnes Nardi, Managing Director of 3 Hong Kong, said, "As the most renowned music production companies in Hong Kong, Universal Music, EMI, Warner Music and Gold Label bring forth a host of hits from famous local and international singers. We are very glad that they have become 3's content providers, offering rich music contents for our customers. Through the advanced video and audio streaming technology of 3, we have successfully turned high quality mobile streaming of video music content into reality, enabling everyone to enjoy popular music videos using mobile phones."

3 provides mobile download and streaming services of full version music videos and original songs of local and international pop singers. 3 users can save selected popular music videos and original songs on 3 video mobile phone. Pre-viewing or pre-listening of 30-second short clips for music videos and original songs are also provided for 3 users to experience the music before they choose to download or stream the full version for enjoyment.

3 will continue to enrich its music content, allowing customers to enjoy video entertainment anytime, anywhere.