

10 May, 2005

### **“Metro Broadcast”Channel goes live!**

Bringing vibrant video and audio content to 3 video mobile users— Finance, News, Football, Showbiz and Music

3 Hong Kong today unveils a new service channel - “Metro Broadcast”, providing its 3G customers with more convenient access to Metro Broadcast's full array of compelling video and audio content. With Metro Broadcast, all the latest financial news, current affairs, football, showbiz and music are available in a single channel. Simply by logging on to the “3Grid” on their 3 video mobile phones and accessing the “Metro Broadcast” channel, customers can now keep up with the financial markets and yet also be the first to tune into important world trends and entertainment updates, anytime, anywhere.

Ms Agnes Nardi, Managing Director of 3 Hong Kong, said: “By working closely with Metro Broadcast since our 3G service launch, 3 Hong Kong has been delivering a profusion of the most up-to-date, professional and intensive infotainment content from Metro Broadcast. The launch of the new “Metro Broadcast” channel today will bring our customers direct access to Metro Broadcast's compelling range of video and audio content. It demonstrates our persistent commitment to bringing even more exciting and diversified infotainment to every 3 customer.”

#### **Stay on top of financial news and current affairs**

Combining the power of video and audio, 3's “Metro Broadcast” channel boasts a strong range of financial information, as well as local and international news. 3 customers can use their 3 video mobile phones to watch Metro Finance's popular programme “Best with the Best”, in which top business leaders from a wide spectrum of industries share their views about the local economy and the development of their specific industries. Renowned industry leaders recently interviewed on this programme include Mr Bernard Chan, Mr Stephen Ip and Ms Lily Chiang.

What's more, customers can keep track of the financial markets and world trends by listening to financial news broadcasts, professional stock market commentaries, local and international news, with important, breaking updates reported by a virtual female anchor.

#### **Grasp tips from expert football commentator**

With 3's “Metro Broadcast” channel, customers can also view the exclusive football commentary programme “Metro Radio-Keydex”, hosted by the famous football commentator Keyman. Every week, Keyman will provide in-depth information on two selected football matches, including match details, exclusive news, and result analysis. His tips can help football fans make the most

informed betting decisions.

**Enjoy exclusive showbiz and music content**

Metro Showbiz brings a full range of unique entertainment news aimed at those who want to grab the latest updates about their showbiz idols while on the go. "Metro Showbiz's Celebrity Interview" provides exclusive video interviews with pop stars, which can be viewed on 3's video mobile phone anytime, anywhere. Also available are Metro DJs' exclusive video interviews with pop singers, as well as video highlights and off-stage snapshots of Metro Broadcast's music concerts. In addition, the "Metro Broadcast" channel presents a wide range of music content, which complements 3's strong music channel to let music lovers keep tabs on the hottest tunes and showbiz issues in town.