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### **Over 30 million music downloads or streams on 3 global network**

The 3 Group today announced that more than 30 million full version music clips have been downloaded or streamed over their global networks to date since music services were launched in its nine markets.

The figure includes both audio tracks, music videos, true tones and ringback tones downloads and streams in Australia, Austria, Denmark, Hong Kong, Israel, Italy, Sweden, Thailand and the UK.

The 3 Group offers an extensive catalogue of full length music videos, full length audio tracks as well as true tones through its partnerships with big record companies including Sony BMG, EMI, Universal Music, Warner Music and many other major players in the music industry of different markets and countries. Subscribers to 3 network can download a wide selection of songs from many different channels with classical music, jazz, film music and commercial world music.

In Hong Kong, 3 has set a shining record in music clips with over 2 million music videos, full length audio tracks, true tones and ringback tones downloaded or streamed since the launch of 3 Music Channel. Through its partnership with 17 leading music labels and broadcast media - including East Asia, Cinepoly, EMI, Go East, Gold Label, What's Music, Sony BMG, Universal Music and Warner Music - 3 Music Channel leads the market with the richest music content, offering over 1,300 full-version music videos and audio full tracks of more than 200 international and local pop singers, in addition to over 1,400 MP3/polyphonic ring tones and "Hello" Ring connecting tones.

3 Hong Kong has pioneered the territory-first live broadcasts of music concerts and awards presentation ceremonies. Its newly launched "High-Quality Audio Download" channel has also spearheaded to provide a wealth of original hit songs in superb stereo sound quality. Best of all, 3 Music Channel is constantly the market's first to offer mobile-version original tracks of local pop artists' new music for downloading before their album releases.

By working closely with two major broadcast media in Hong Kong - Metro Broadcast and Commercial Radio 2 (FM 903), 3 Hong Kong also lets music lovers keep tabs on the hottest tunes and showbiz issues in town. Its exclusive "Metro Hit" Channel brings daily concurrent release of hit songs at Metro Showbiz, interactive song dedication & voting for No. 1 song of Metro Hit Chart, Metro DJs' exclusive video interviews with pop singers, as well as video highlights of Metro Showbiz's music concerts. Another exciting "903 Music" Channel provides exclusive access to the latest hits songs recommended by FM 903 DJs, featuring in Mini Music Video (MMV) and a host of

other pop releases broadcasted by FM 903.

3 is now recognised in all of its markets as the mobile industry leader in product offering and growth momentum. Measured on content services like music for example, the 3 Group would be one of the largest mobile value added services operators in the world.