












News

C O R P O R A T E

HWL Annual Results

	2003 (HK\$)	2002 (HK\$)
 Turnover	145,609 million	111,129 million
 Profit attributable to shareholders	14,378 million	14,362 million
 Earnings per share	3.37	3.37
 Total dividend per share	1.73	1.73

Hutchison Whampoa Limited recorded an audited profit attributable to shareholders of HK\$14,378 million in 2003. Earnings per share amounted to HK\$3.37 and the total dividend per share was HK\$1.73, both unchanged from the year before. The results included a net profit on disposal of investments and provisions of HK\$8,893 million, primarily relating to profits on the disposal of the Group's European water businesses and its remaining holdings in **Vodafone Group** and **Deutsche Telekom** of HK\$1,683 million and HK\$2,627 million respectively, a release of provisions of HK\$7,810 million, partially offset by a full write-off of the Group's HK\$3,111 million investment in **Global Crossing** and other charges of HK\$116 million. Excluding exceptional profits and 3G start-up losses in both years, profit attributable to shareholders increased 25%.

Performance by Division	Turnover (HK\$ millions)	% change	EBIT (HK\$ millions)	% change
 PORTS	23,129	12	7,597	15
 TELECOMS (2G)	15,471	16	1,195	23
 TELECOMS (3G)	2,023	N/A	(11,939)*	N/A
 PROPERTY & HOTELS	11,224	(4)	3,121	21
 RETAIL & MANUFACTURING	63,086	60	2,305	124
 ENERGY & INFRASTRUCTURE	30,676	18	15,317	15

* Before amortisation and depreciation

Turnover for the year totalled HK\$145,609 million, an increase of 31% over last year, mainly due to additional turnover contributed by the **Kruidvat Group** acquired in October 2002, higher commodity prices for **Husky Energy**, and increased container throughput. The telecoms businesses reported combined turnover of HK\$17.5 billion. 2G operations surpassed 10 million customers worldwide, an increase of 64% while the 3G businesses contributed their first revenue and signed up more than one million customers. With the exception of the start-up 3G operations, all of the Group's operating business divisions reported EBIT ahead of last year. Excluding 3G start-up losses and exceptional profits, EBIT was 21% higher than last year. For full results see: www.hutchisonwhampoa.com/eng/investor/annual/annual.htm

Accolades Roll in

Hutchison had a busy year on the capital markets in 2003 with six separate corporate bond financing deals valued at US\$10.137 billion. These attracted much attention – and several awards – from the financial media.

Finance Asia named HWL “Borrower of the Year” and also awarded it “Best Overall Bond Deal”, “Best Investment Grade Bond Deal”, and “Best Country Deal Award - Hong Kong”.

Hutchison picked up the “Asia-Pacific Borrower of the Year 2003” title, awarded by *IFR*, along with the “Best Investment Grade Bond” title for HWL's US\$1.5 billion 10-year bond via **Merrill Lynch**.



Asiamoney awarded HWL the “Best Corporate Bond Deal of the Year 2003” and “Best Overall Bond Deal of the Year 2003” titles. Earlier, *Asiamoney* ranked Hutchison No.4 in the category “Overall Best Managed Company (Hong Kong)”, No.3 “Best Operational Efficiency (Hong Kong)”, No.3 “Best Focus on Shareholder Value (Hong Kong)”, and No.2 “Best Financial Management (Hong Kong)”. *The Asset* (Dec. issue) ranked HWL “The Best Credits in Asia - Weighted by Assets”,

“Best Issuer”, “Best Bond”, and “Best Investment Grade”.

Hutchison was named winner in “*The Banker* Company Awards - Hong Kong” (Dec. 2003 issue) and in the magazine's “Deals of the Year” awards (Feb. 2004 issue).

In its *Review 200* survey of 200 Asian companies, the *Far Eastern Economic Review* rated HWL No.3 in the “Company Leaders” category (Hong Kong) and No.4 for “Long-term Vision (Hong Kong)”.

HWL's *Annual Report 2002* meanwhile won gold in **MerComm's** “Galaxy 2003 Awards” and Hutchison was also the recipient of “The Hong Kong Council of Social Service Caring Company Award 2003/04.”

HUTCHISON WHAMPOA LIMITED



Hutchison Whampoa Limited (HWL), one of the largest companies listed on the main board of the Hong Kong Stock Exchange, is the holding company of the Hutchison Whampoa Group of companies. As one of the earliest big “hongs”, or trading companies, in

Hong Kong, Hutchison's history dates back to the 1800s. Today, HWL is a multi-national conglomerate with businesses spanning 39 countries. With over 170,000 employees worldwide, Hutchison operates and invests in five core businesses: ports and related services; telecommunications; property and hotels; retail and

manufacturing; and energy and infrastructure. Its flagship companies include Hutchison Port Holdings, Hutchison Telecom, Hutchison Whampoa Properties, A.S. Watson, and Cheung Kong Infrastructure. In 2003, HWL's consolidated revenue was HK\$145,609 million (US\$18,668 million).



PROPERTY & HOTELS



SONG BIRDS

Harbour Plaza Metropolis was proud to be selected as the official hotel to host “The 12 Girls Band”, when they visited in January to perform in Hong Kong. The talented Chinese musicians performed at the Hong Kong Coliseum and also starred at a celebration party at the Promenade Restaurant.



SNOW WONDER: Children were thrilled to have their first encounter with real snow at the Whampoa Snowy X'mas Carnival, held at Wonderful Worlds of Whampoa in Hong Kong. The 60 ft.-long “Sleigh Ride” was the most popular feature.

PORTS

Royal Arrival

Queen Mary 2, the world's largest cruise ship, docked at **Cristobal Cruise Terminal** on March 9, receiving a warm welcome from **Panama Ports Company (PPC)**. Although the majestic vessel is too big to transit the Panama Canal Locks, Cristobal is seen as an attractive cruise destination in its own right. Cristobal Cruise Terminal received two more cruise vessels on the same day, *Island Princess* and *Aida Aura*.



ECV Cruises to New Record

Ensenada Cruiseport Village (ECV) on the Baja California Pacific coast of Mexico recorded its busiest year for cruise passengers in 2003 with 442,767 passengers, a 39% increase. The busiest month was October, with 56,172 passengers. Many of the guests were passengers of **Carnival** and **Royal**

Caribbean cruise lines, which operate three- and four-day cruises from southern California. ECV also handled a wide range of partial and full “homeport” operations from several leading cruise lines. Besides cruise ship activity, ECV finished the year with an occupancy rate of 97% in its Marina facility.

JICT Boosts Operations

Jakarta International Container Terminal (JICT) in February acquired six new Rubber-Tyred Gantry Cranes (RTGCs) and 13 terminal tractors. JICT now has a total of 50 RTGCs and 116 terminal tractors covering a yard area of 46ha. JICT has also finished the construction of an additional deepwater quay, adding two berths, and has implemented a fully automated container terminal management system.



Noted

Reflecting the growing demand for rail transport, **Port of Felixstowe (PFL)** set a new milestone during Dec. 8-14, moving 6,676 containers. A total of 22 inbound and 21 outbound trains per day from PFL's North and South Rail terminals link the port to 14 centres throughout the UK. PFL also handles two forest-products trains per day at its dedicated paper-handling rail terminal.



XICT Extends its Reach

Xiamen International Container Terminals (XICT) has purchased two super post-Panamax quay cranes to further strengthen the terminal's productivity and enhance the competitiveness of the Haicang

Port Zone. With the new equipment, XICT has a total of eight quay cranes, all supported by an upgraded IT system, and can accommodate the latest generation 8,000-plus TEU container vessels.

Newsbites

ENERGY & INFRASTRUCTURE

HEI in Thai Power Play

Hongkong Electric International Ltd (HEI) on Feb. 27 finalised shareholding arrangements for a 1,400-megawatt gas-fired power plant project which will be one of the largest base-load low-cost generators in Thailand, producing 6% of the country's projected installed capacity.

HEI is the largest foreign shareholder with a 25% stake in the HK\$6.87 billion project. Other foreign investors are **Chubu Electric** and **Toyota Tsusho** with 15% and 10% respectively. The largest local shareholder, with a 25% interest, is **Ratchaburi Electricity**

Generating Holding Co Ltd. Petroleum and gas supplier **PTT Plc** has a 15% share and the **Saha Union Group** holds 10%. The plant in Ratchaburi Province will come into operation in 2008 and will sell 100% of its output to the **Electricity Generating Authority of Thailand**.

Hongkong Electric Results

In a challenging year in which the SARS virus had a negative impact on the local economy, **Hongkong Electric Holdings Ltd.** reported audited consolidated net profit after tax of HK\$6,057 million (approximately US\$776.5 million) in 2003 compared with HK\$6,624 million the year before. This included profits from overseas activities of HK\$437 million compared with HK\$335 million previously. Turnover was HK\$11,250 million, compared

with HK\$11,605 million in 2002, earnings per share were HK\$2.84 compared with HK\$3.10, and the recommended total dividend was HK\$1.71, unchanged from the year before. For full results see: www.hec.com.hk/heh/financial/results03/contnts.htm



Husky Outperforms

Husky Energy Inc. reported another record performance in 2003 with net earnings of C\$1.32 billion (approximately US\$995 million) or C\$3.22 per share (diluted), an increase of 64% compared with C\$804 million or C\$1.88 per share (diluted) in 2002. Turnover increased 20% to C\$7,658 million. During the year, Husky paid a special dividend of C\$1.00. The declared dividend was C\$0.10 compared with C\$0.09 in 2002.

Net earnings included a net gain of C\$190 million on US-denominated debt translation and a positive adjustment of C\$161 million related to tax rate changes. For full results see: www.huskyenergy.ca/investors/



SHIPSHAPE: The *Sea Rose*, Husky Energy's Floating Production, Storage and Offloading (FPSO) vessel, was officially named at a ceremony at the Samsung Heavy Industries shipyard in Busan, South Korea on Jan. 9, 2004. The *Sea Rose* will produce oil from the White Rose oil field off the coast of Newfoundland and Labrador, starting in 2005/06.

Eight in a Row for CKI

Cheung Kong Infrastructure Holdings Ltd. achieved its eighth consecutive year of growth in 2003. Profit before tax was HK\$4,185 million (approximately US\$536.5 million), an increase of 8% over 2002. Profit after tax attributable to shareholders was HK\$3,349 million, an increase of 1% from the previous year. Turnover, including that of the proportionate share of jointly controlled entities, was HK\$3,454 million compared with HK\$3,595 million (restated) in 2002. Earnings per share were HK\$1.49 and the total dividend was HK\$0.715 per share, a 5% increase from HK\$0.68 per share in 2002. For full results see: www.cki.com.hk/english/hongKong/home/

Fuel from Corn

Husky Energy is to construct a major ethanol facility adjacent to its Heavy Oil Upgrader at Lloydminster, Saskatchewan. The new plant will be the largest in western Canada and have an annual production capacity of 130 million litres. It will cost between C\$90-C\$95 million (approximately US\$70-73 million) to build and is scheduled to be operational by the end of 2005.

E - COMMERCE

TOM Posts First Profit

The **TOM Group** in 2003 recorded its first full year of profitability with profit attributable to shareholders of HK\$12.6 million (approximately US\$1.6 million), against a loss of HK\$409.579 million the year before. EBITDA was HK\$262.887 million compared with HK\$52.463 million in 2002. Operating profit was HK\$92.349 million against a loss of HK\$106.192 million.

Total revenue increased 29% to HK\$2,089 million with Internet operations accounting for 28% of turnover, up from 16% in 2002. The Taiwan-based publishing operation contributed 37% of total turnover, down from 46%, and outdoor advertising contributed 14% compared with 15% in 2002.

Online Arm Listed

Taking advantage of the market opportunity in China, the **TOM Group** in March staged a successful IPO for a new entity called **TOM Online**, raising net proceeds of approximately US\$170 million.

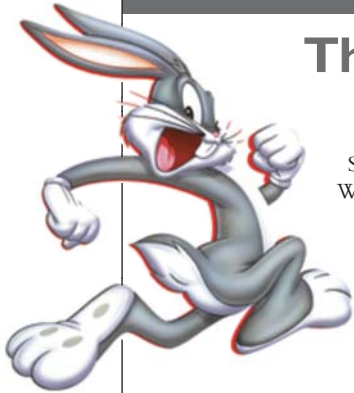
The company was listed on the **Nasdaq** in the form of American Depository Shares (ADS) on March 10 and on the **Growth Enterprise Market** (GEM) in Hong Kong the following day.

The debut of TOM Online marks a spinoff from TOM Group in a deal worth approximately 25% of the enlarged issued capital of the company. Pricing came in at HK\$1.50 per share after retail books closed 96 times and institutional books almost 50 times oversubscribed. Based in Beijing, TOM Online is a leading Internet company providing wireless value-added services, online advertising and commercial enterprise solutions to the China market. Proceeds of the listing will be used to expand services, boost R&D and fund potential acquisitions and alliances.



RETAIL & MANUFACTURING

The Wonderful World of Warner



Bugs Bunny, Harry Potter, Batman, Superman, Wonder Woman, Scooby-Doo, Tweety, Marvin the Martian and a host of their animated friends will soon be appearing "live" in a store near you, thanks to a merchandise tie-in that will feature these loveable characters in the Greater China region.

Warner Bros. Consumer Products (WBCP) has appointed **PMW Agency Ltd**, a JV between **Hutchison Harbour Ring** (HHR) and **Global Brands Group**, as the exclusive consumer products licensing agent for the company in Mainland China, Hong Kong and Macau. The agreement also establishes HHR as an Authorised Licensed Retailer for WBCP, with exclusive rights to operate **Warner Bros. Studio Stores** and **Warner Bros. Studios Presents** retail formats within the same markets. Additionally, HHR has been awarded non-exclusive licensing rights to manufacture and distribute

a wide range of merchandise based on Warner Bros. Consumer Products brands for sale in Authorised Licensed Retailers outside of the US and Canada. HHR Deputy Chairman Dominic Lai said the agreement would create a win-win situation for both companies. "We believe we can help Warner Brothers, using Hutchison's knowledge and network in the China market, while HHR acts as a service provider and agent for the internationally renowned brands," Mr Lai said.



ON THE BALL: Maria Sharapova, runner up in the Women's Singles title, in action during the *Watsons Water Champions Challenge*.

Champions Challenge

The *Watsons Water Champions Challenge* showcased some of the most exciting tennis seen in Asia for many years at **Victoria Park Tennis Centre** from Jan. 8-10, 2004. It was the fifth consecutive year **Watsons Water** has sponsored the tournament. Roger Federer won the Men's Singles title and Venus Williams the Women's Singles. Federer partnered with Martina Navratilova to win the Mixed Doubles. In conjunction with the **Leisure and Cultural Services Department**, **Watsons Water** also organised a Tennis Clinic where 100 students received coaching from Federer, Maria Sharapova, Max Mirnyi, Martin Verkerk and Chanda Rubin.



ACE SERVICE: Venus Williams, winner of the *Watsons Water Champions Challenge* Women's Singles title takes time out to do some shopping at **Fortress**.

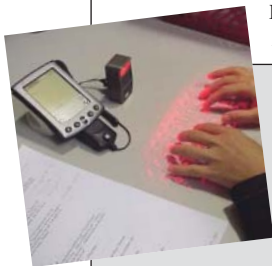
Profits Rise for HHR



Hutchison Harbour Ring (HHR) reported a 29.9% increase in profit attributable to shareholders totalling HK\$128.2 million (approximately US\$16.4 million), compared with HK\$98.7 million in 2002. EBIT increased 19.9% to

HK\$153.3 million. Turnover increased 20.7% to HK\$2,192.3 million and basic earnings per share rose 14.2% to 2.01 cents compared to 1.76 cents in 2002. The final dividend was 1.7 cents, up from 1.5 cents.

For full results see: www.hutchisonharbourring.com/finance_ann.htm



Virtual Keyboard is a Winner

i.Tech Dynamic has unveiled an astonishing device that will effectively give mobile phones or PDAs a full-sized keyboard that takes up very little space. *The Virtual Keyboard*, showcased at the 3GSM conference in Cannes on Feb. 23-26, works by projecting the image of a standard size keyboard onto a flat surface. An infrared system senses the letters typed and communicates them by wire or radio frequency to a PDA, mobile phone or laptop PC. Part of the

Hutchison Harbour Ring group, **i.Tech Dynamic** has a worldwide licence for manufacturing, marketing and sales of the product, which is based on technology developed by **VKB Inc.**



SENSATIONAL: Miss Holland Sanne de Regt, left, shares the latest health & beauty tips with a sales assistant at **Watsons Your Personal Store**. Sanne works at ASW-owned perfumery chain **ICI PARIS XL**. She stopped over in Hong Kong after taking part in the **Miss World 2003** beauty pageant held in China in December.

Newsbites

TELECOMS (2G)

Tie-up Creates Technology Powerhouse

ASIA

Three leading companies have joined forces to provide a wide range of IT and telecommunications services in Greater China and Asia. On Jan. 28, 2004 **Vanda Systems & Communications Holdings** (Vanda), the Hong Kong listed IT solutions company and an associate of **HWL**, agreed to purchase 100% of **Hutchison Global Communications Investments** (HGC), which wholly owns leading Hong Kong fixed line operator **Hutchison Global Communications Ltd** (HGCL). HGC is an indirect wholly owned subsidiary of **HWL**, which became a major shareholder in Vanda

in September 2003.

Vanda also agreed to buy 100% of **PowerCom Network Hong Kong** (PowerCom), a provider of broadband services that can be accessed through power sockets. PowerCom is a JV between **Cheung Kong Enterprises**, an indirect wholly owned subsidiary of **Cheung Kong (Holdings)** (CKH), and **CLP Telecommunications**, a wholly owned subsidiary of **CLP Holdings**. **HWL** is an associate of CKH.

The transaction was completed on March 12 and the new entity has been renamed **Hutchison Global Communications Holdings**.

Hutch Extends India Network

INDIA

Hutchison Telecom has extended its *Hutch* cellular phone network in India to Rajasthan and eastern Uttar Pradesh – with the brand now embracing 75% of the country's purchasing power.

In Rajasthan, **Hutchison Essar**, a JV of Hutchison Telecom and **Essar Group**, has earmarked Rs 200 crores (approximately US\$41 million)

to bring world-class mobile telephony, customer care and value-added services across the

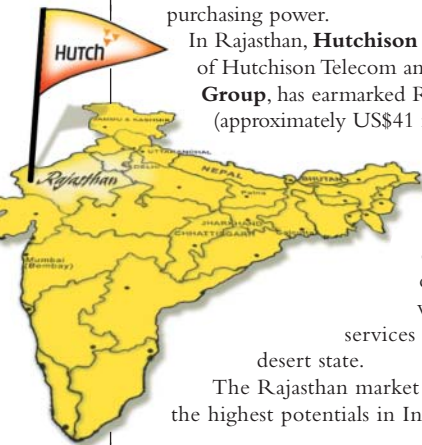
desert state. The Rajasthan market has one of the highest potentials in India, with

only 2.5% of the population currently using mobile phones.

Hutch has also expanded into eastern Uttar Pradesh with a total commitment of Rs 440 crores to extend from the current 65 key locations with 225 cell sites to 80 locations with 400 cell sites.

The *Hutch* network already embraces Mumbai, Delhi, Kolkata, Chennai, Gujarat, Andhra Pradesh, Karnataka and Haryana. It was recently voted "India's Most Respected Telecom Company" in a Business World-IMRB Survey and "Best Mobile Service in India" by TNS CellTrack, an annual survey covering mobile users in 13 telecom circles in India.

MMS usage on the *Hutch* network has meanwhile increased a phenomenal 20 times in a single year, from an average of 3,000 per a day in February last year to 60,000 in March 2004.



Videophone Banking

HONG KONG

CK Communications, a subsidiary of **Cheung Kong (Holdings)** and **Hutchison Global Communications** (HGC), has pioneered a pilot scheme with **HSBC** for the first videophone banking service in Asia enabled by the revolutionary *Vfone*. During a six-month pilot scheme, HSBC customers can utilise *Vfone* to speak with HSBC's customer service representatives face to face from their homes or offices.



Partner Rings up Record



ISRAEL

Partner Communications

reported record revenues in 2003 of NIS 4,467.7 million (approximately US\$1,020.3 million) compared with NIS 4,054.6 million in 2002. Net income before taxes was also a record at NIS 529.6 million compared to NIS 84.2 million the year before. Net income was NIS 1,162.7 million (2002 – NIS 84.2 million), or NIS 6.34 per diluted ADS share (2002 –

NIS 0.46), which included a NIS 633.0 million tax benefit.

Operating profit for 2003 increased to NIS 854.9 from NIS 533.4 million in 2002, a 60.3% rise.

EBITDA increased to NIS 1,379.8 million, up 31.1% from NIS 1,052.2. Estimated market share rose from 29% in 2002 to 31% in 2003.

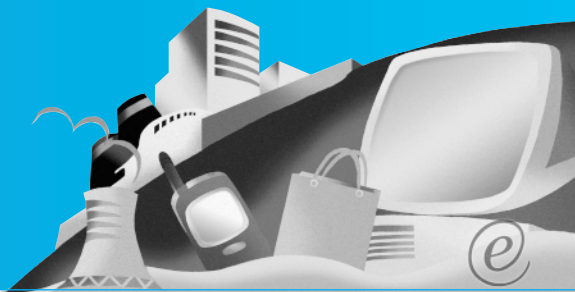
For full results see: www.orange.co.il/investor_site/financial_report.aspx

Ratings Rise

ISRAEL

Moody's Investors Service on Dec. 21,

2003 upgraded the ratings of **Partner Communications** from stable to positive. Partner's senior implied rating was upgraded from Ba3 to Ba2; its issuer rating from B2 to B1; its US\$175 million senior subordinated notes from B2 to B1; and the ratings for senior bank credit facilities from Ba3 to Ba2. On Feb. 16, 2004 **Maalot** upgraded Partner's corporate credit rating to A+.



TELECOMS (2 G)

HGC Shares Education Expertise

HONG KONG / CHINA Since its launch in March 2001, a far-sighted education initiative by **Hutchison Global Communications (HGC)** has been used by over 70% of primary and secondary schools in Hong Kong. Thanks to HGC, these schools have enjoyed high-speed broadband links that have opened the door to state-of-the-art multi-media education applications. The *School Fibre Broadband* initiative caught the eye of the education sector in the Mainland and a delegation from the **PRC Ministry of Education and Center for Educational Technology** visited Hong Kong in February to see the benefits for themselves. Senior Hong Kong educators, along with officials from HGC and **Mintel Inc.**, shared their experience on the use



of the Internet and multi-media platforms for education. HGC also met and reported to the PRC Ministry of Education on a joint project with Mintel in Dec. 2003 on promoting multi-media education platforms to Mainland schools. Officials came out in support of conducting trials in Beijing and Shanghai with a view to further extending the concept in China.

Revenues Rise

AUSTRALIA **Hutchison Australia** reported total operating revenue of A\$340.1 million (approximately US\$248.2 million) in 2003, an increase of 50% on 2002. The company recorded a net loss after tax of A\$409.8 million compared to a loss of A\$197.3 million in the prior year, an increase that is principally attributed to the launch of **3**. The year was marked by a 61% increase in mobile revenue and strong customer growth in both the **3** and the *Orange* brands. Launched in Sydney and Melbourne in April 2003 and expanded to other licence areas in July, **3** contributed A\$88.2 million to total revenue with an EBITDA loss of A\$306.1 million, reflecting start-up losses. Customer numbers grew to 86,758 by year-end and passed the 100,000 mark early in 2004. Average revenue per user was A\$80, an industry high, with a churn rate of 1.1%. The *Orange* business recorded its first full year positive EBITDA of A\$21.6 million compared with an EBITDA loss of A\$14.1 million in 2002. The *Orange* mobile customer base grew 23% to 325,180, contributing A\$221.9 million to total revenue, an increase of 15%. For full results see: www.hutchison.com.au

Ethernet Link-up

ASIA **Hutchison Global Communications (HGC)** and **KT Corporation (KT)** on March 2 established the world's first inter-Autonomous System (AS) International Ethernet network. The network, driven by Virtual Private LAN Service (VPLS) technology, offers multipoint-to-multipoint International Ethernet services and allows enterprises to connect their Hong Kong and South Korean Ethernet LANs in a simple, flexible and cost-effective manner.

TELECOMS (3 G)

Hot Handsets

GLOBAL Two new model video mobile phones were exclusively released into **3** operations around the globe in February. The *Motorola A925* is a powerful dual mode (3G/2.5G) device with industry-leading features that include video calling, MPEG4 video streaming, video messaging, MP3, fully functional PDA, and POP3 & IMAP4 e-mail access. It supports up to 256MB memory stick duo, has 65K colour touch screen, a Symbian Operating System for installing third party software, Java application downloads, and has



GPRS with transmission speeds of up to 53.6kbps. It is also Global Satellite Positioning (AGPS) enabled, has bluetooth connectivity, a built-in 180° rotatable VGA camera and quad-band UMTS/GSM capability. The *NEC 313* supports video calling, MPEG4 video streaming, video messaging, MP3, POP3 & IMAP4 e-mail access and Java application downloads. It supports up to 128MB memory stick duo and has a 65K colour screen and a built-in 180° rotatable VGA camera.



Good Timing

GLOBAL **3** kicked off video coverage of the **UEFA Champions League** with the first game between **Bayern München** and **Real Madrid** on Feb. 24. The service allows customers of **3** to stay informed about current action and results with near-live video coverage of at least two games per game day. The highlights of the rest of the matches are also available and fans who don't want to miss a single goal can subscribe to the *Flash* service.



Newsbites

TELECOMS (3G)

Lingua Franca

AUSTRALIA In March, **3 Australia** launched its latest content offerings to appeal to the Italian speaking community, including daily video news bulletins in Italian provided by *AnsaLive*, the news service of *ANSAweb*, along with soccer video news from *Serie A*. **3** also offers daily video news bulletins from Hong Kong in Cantonese.



Other exciting content includes *Live Surfcam* showing surfing conditions at Australia's most popular east coast surf beaches. Subscribers can also get AFL and Rugby Union content, highlights of the **English Premier League**, *Eat and Drink* information and *What's On* city guides for Sydney, Melbourne, Brisbane, Perth and Adelaide.

In conjunction with the global launch of the *Motorola A925*, **3** in February released a new suite of video-based financial information services. Customers of **3** can get information on **ASX**-listed stocks, including near live quotes, performance charts and a list of the Top 10 movers. They can also track the Aussie dollar and the All Ordinaries against other global currencies and indices. All stock data is provided by **Reuters** in association with the ASX.

Today On 3

UK Marking the latest evolution in mobile entertainment, **3 UK** in March launched *Today on 3*, the UK's first live video mobile news and entertainment channel. The channel is updated throughout the day and showcases the latest footage available on **3**, including clips from **Sky Sports**, **MTV**, **Pete Tong**, **ITN**, the **Barclaycard Premiership** and **UEFA Champion's League**.

Clips of up to eight minutes long can be streamed using **3**'s unique *Quickplay* option, or downloaded, stored and replayed.

Fans Bowled Over

UK The gentle art of watching cricket entered a new era in the UK in March when, for the first time, fans could watch video highlights of England Tests and One Day Internationals on their **3** video mobile phones. The service was launched ahead of England's first test against the West Indies in Jamaica.



Getty Images

Better Connections

ITALY **Telecom Italia Mobile** (TIM) and **3** have extended the range of their commercial association and revised the terms of their roaming, site sharing and interconnection agreements.

The Feb. 11 agreement renews the preceding voice roaming agreement until June 2006 and adds a mechanism whereby **3** benefits from a traffic volume-based price reduction on roaming, while TIM enjoys a minimum turnover commitment. GPRS roaming service pricing terms have also been set until the end of 2006 and the two companies have agreed to implement a co-siting plan that will provide **3** with more sites than agreed under the original contract.

The deal also includes provisions for sharing the two carriers' mobile phone football broadcast rights, covering 14 top clubs plus the **Italian National Team**.

Watching Big Brother

ITALY **3 Italy** in January launched the first Mobile TV service on a 3G mobile network with a screening of the fourth episode of *Big Brother*. Henceforth, fans of the show can view all the vicissitudes of *Big Brother*'s protagonists in real time from virtually anywhere for a connection fee of just 90 euro cents for five minutes.

3GEO Leads the Way

EUROPE In January, **3** added a unique feature to the list of mobile communications services available to customers in Austria, Denmark, UK and Sweden. The **3GEO** mobile navigational system tells customers where they are and leads them along the quickest path to their destination via detailed maps.

It also pinpoints the nearest restaurant, bank, or landmark and can access up-to-the-minute information on traffic and parking conditions, or speed up the arrival of a roadside

towing service. Similar services will soon be available in **3**'s other worldwide markets.



Pocket Art

AUSTRIA In February, subscribers to **3 Austria** were invited to enter into a specially created mobile art space called *Virtual Frame*, containing video clips, cartoons, music videos, high-tech animations, abstract software suites, typographical fairytales, digital poems

and interactive works that can be activated on a **3** video mobile phone. At launch, a total of 40 artists and teams of artists had created some 140 artworks for the new medium, establishing a new cultural platform.



Applause

SWEDEN Together with its communications agency **BAS**, **3** has won an award from the **Swedish Federation of Trade** for having the most attractive stores.

