



TALENT SPOTTERS

Mobile platform for star performers

WHERE WILL THE NEXT music star be found? It could be on the mobile phone in your pocket.

While unlimited music download is helping to revolutionise the mobile scene, 3 is moving to the next level by turning your phone into a stage where artistes can show off their talents.

3 Denmark is the first telecom company in the world to launch its own digital record company.

Called 3some music, the bold new initiative is being seen as a key platform for upcoming stars who can now play their latest tunes direct to the mobile phone in your pocket.

3some music is recruiting its very own artistes to perform and release their hits via this platform. It has already seen the launch of the first new single "So Invincible" from artiste and DJ Funkstar De Luxe, featuring Danish singer Kristine Blond on vocals. While the first single available for download is with an established artiste, 3 also wants to help young, unknown talent and will help market their music.

This revolutionary step will bring many benefits. Established artistes can use the platform to reach out to 3's extensive subscriber base and its cost-effective approach will also help attract new talent. It should make customers happy too!

In fact, hearing your favourite tune is now becoming ever easier all over the world.

3 Hong Kong has pushed the envelope through its dedicated music portal 3MusicStation. The new service brings to Hong Kong music lovers a vast library comprised of both local and international music plus, a string of exclusive functions like smart search, high-speed downloads and music community based sharing of tracks. The "all-you-can-download" service enables mobile users to access their music everywhere, even when not connected to a network. The portal

allows videos to be played with HD clarity and there are also mobile fan clubs and blog sites for dedicated fans who want to follow the careers of their favourite artistes.

In the UK, the revamped 3MusicStore has something to appeal to every taste. Besides an extraordinarily wide selection to choose from, the store has also simplified the music download process; instead of buying your favourite songs for your PC and mobile phone separately, you can now do it all at once over your mobile phone.

The 3MusicStore has almost 1.5 million tracks and 10,000 music videos to choose, allowing customers to shop for their mobile music content under one central storefront. From there, consumers can select different music genres or focus on particular artistes. Other key features include an integrated search engine and the editorial content, including artiste biographies and album reviews.

This means that if there is a tune that catches your attention while you are on the road, you can buy it on the phone and download it to your PC for no extra charge. It's what 3 UK calls the "All tracks dual download" service.

3 Italia has also been busy. The Italian leader in the Universal Mobile Telecommunications System (UMTS) market, with over 8.2 million customers, has launched a new service that allows customers to download their favourite music whenever they want – minus the worries about extra charges.

The service offers subscribers access to interactive and personalised music streams and themed channels, as well as a catalogue of thousands of tracks from major record labels via an integrated music download storefront. Apart from music, 3 Italia also provides a wide range of multimedia, video communications and Internet services, as well as entertainment, information, cinema, sports and mobile TV.

Unlimited downloads will undoubtedly see the music market grow rapidly. Add the convenience of downloading music anytime and anywhere without having to worry about extra charges, and you can appreciate the tremendous benefits for the customer.

Hearing your favourite tune is now becoming easier all over the world