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Watch the action from Sweden's top football and ice hockey leagues with Vodafone live!

Vodafone Sweden is now boosting its sports content in Vodafone live! even further. The company has acquired from the mobile operator 3 the rights to broadcast video footage of the top Swedish football (Allsvenskan) and ice hockey (Elitserien) leagues on mobile phones.

At the same time 3 in Sweden has acquired from Vodafone Sweden the rights to broadcast video footage of Premier League matches on mobile phones.

"Being able to follow your favourite team regardless of your location is a service that we know is attractive to customers. We are therefore proud to offer a wider-ranging sports content with this deal," says Anders Jensen, Head of Content Services at Vodafone Sweden. "We anticipate that collaboration over mobile sports rights will become increasingly common in future. This means that the packaging of sports services will therefore gain even more importance, as will the ability to link up services and content in a way that enhances the customer's value-added."

With this agreement Vodafone Sweden has a comprehensive sports portfolio of content rights including Allsvenskan, Damallsvenskan (the top women's football league) and Superettan (Swedish second division) in 2005, as well as Elitserien (ice hockey) in the 2004/2005 season and Premier League football in the 2004/2005, 2005/2006, 2006/2007 seasons.

For more information, please contact:

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