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Goals and highlights from the Premier League - directly in your mobile phone

Do your activities tend to coincide with the football on TV on Saturdays? Problem solved. Vodafone Sweden's 3G customers can now follow top English football via their mobile phones. Vodafone Sweden has exclusive rights to show video footage of Premier League goals and round-ups via mobile. The service is available via Vodafone live!

"Our goal is to offer the best mobile content on the market in Vodafone live!, and therefore we are delighted about securing the deal with the FA Premier League. English league football has a special place in the hearts of Swedish football fans and our services enable customers to follow the progress of their favourite teams even when there's no TV within reach" says Anders Jensen, Head of Content Services at Vodafone Sweden.

The service is specially adapted for Vodafone's 3G customers and the content – match previews, half-time and full-time reports and round-ups – is streamed to mobile phones. The goals and highlights from matches are available for viewing 36 hours after the final whistle. The price of the service is SEK 49 per month for unlimited access to football clips or SEK 5 per clip.

Vodafone Sweden's agreement with FA Premier League applies for three seasons.

For more information, please contact:

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