

Karlskrona, 6 December 2005

## Vodafone Sweden launches TV on Mobile Phone

To coincide with the Christmas season, Vodafone Sweden is launching a major initiative to offer its 3G customers a selection of popular TV channels to view directly in their mobile phones. Eurosport and Swedish TV4 Nyheterna are just some of the live channels that Vodafone Sweden's customers can enjoy on their handsets. What's more, Vodafone has adapted several channels for mobile viewing, including well-known, popular programmes like "Pimp My Ride" from MTV and Seasons 1-4 of "24" from Twentieth Century Fox Television, specially edited for mobile.

Eurosport, Discovery, Aftonbladet TV, Expressen TV, Fashion TV, Chilli TV and the UEFA Champions League are TV channels that Vodafone customers can watch from today. During December the list of channels will gradually be supplemented with among other Swedish TV4 Nyheterna live broadcast and channels from MTV.

Customers can watch regular live televised broadcasts as well as a number of special channels that feature edited highlights of popular series such as "24" and "Pimp My Ride" looped for continuous viewing on a mobile phone. The whole range of channels is available in Vodafone live! and free of charge until 28 February 2006. Vodafone Sweden will be providing the following channels to coincide with the Christmas season:

Channels broadcast live:

- Eurosport
- TV4 Nyheter
- Fashion TV

Looped channels

- Aftonbladet TV – Entertainment, news and sport
- Expressen TV – Entertainment, news and sport
- UEFA Champions League – goals and highlights
- MTV – "Pimp My Ride", "Head and Body" and more
- Discovery – content from Discovery Channel, Animal Planet and Discovery Science
- Chilli TV - extreme sports – surfing, skateboarding, etc.
- Twentieth Century Fox Television – Seasons 1-4 of "24", specially edited for mobile

"We phased in our TV initiative during the autumn with a selection of channels. TV has rapidly become one of our most popular content services, without the help of any marketing. We are now expanding our range to include entertainment and relaxation channels and

programmes for when people have time to spare sitting in waiting rooms, for instance, or on the bus on the way to work. The mobile phone is also an excellent way to catch up with the news headlines or football action whenever a regular TV set is unavailable," says Anders Jensen, Marketing Director at Vodafone Sweden.

"Thanks to Vodafone's global possibilities, we can offer customers well-known, trendy international channels including MTV and Eurosport alongside new local channels such as Aftonbladet and Expressen TV. This means we have a considerable advantage when it's time to expand our range of channels even further," he says.

**For more information, please contact:**

**Anders Jensen**, Marketing Director, Vodafone Sweden

Tel: +46 708 33 13 17, e-mail: [anders.jensen@vodafone.com](mailto:anders.jensen@vodafone.com)