



Press release
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3 Italia presents La3, the new DVB-H mobile TV, and makes a statement in the world of content with the 2006 FIFA World Cup exclusively on the 3's DVB-H and UMTS videophones.

15 channels will be available at the launch. Italian Serie A Soccer Championship and MotoGP are among the premium programming offered on La3. Also presenting the LG U900 the first DVB-H Tivufonini® for 3 Italia.

It's called **La3** and it's the new TV for the videophone on **DVB-H** technology, presented in sneak preview today by 3Italia, in the presence of the President of the Region of Lombardy, **Roberto Formigoni**. The event took place in the TV studios in Via Mambretti, Milan, the temple of the Italian Cult television where programs like "Ok il prezzo è giusto", the soap opera "Vivere", "La ruota della fortuna" and "Drive in" were filmed.

Among the first bold moves made by 3 Italia's new mobile TV, is the **live and exclusive transmission of the 2006 FIFA World Cup**, June 9th to July 9th from Germany.

After the experimentations conducted by the competitors over the last few days to the benefit of a few trialists, the **64 matches of the 2006 FIFA World Cup will become the first big planetary event broadcast by the new commercial mobile TV and La3 has the exclusive rights for its customers.**

Among the other premium content that **La3** customers will enjoy, in addition to **MotoGP** is the **Italian Serie A soccer championship from the Mediaset portfolio for the 3 Seasons from 2006 to 2009 plus an option for the seasons 2009-2010**. The teams for the season 2006-2007 include Juventus, Inter, Milan, Roma, Lazio, Sampdoria, Messina, Livorno, Siena and Treviso.

La3, plans to start broadcasting in June, with a selection of **15 channels**. 4 channels are supplied by **SKY** with a rich programming offer developed especially for 3 Italia (**SKY Cinema, SKY Sport, SKY Vivo and SKY TG24**), 1 **Mediaset** channel with the best of **Canale 5, Rete 4 and Italia 1** plus the "all cartoon" channel **Boing**. Within a short time, to this, will be added 3 **RAI** channels (currently in the negotiation phase), as well as a music channel that is under development.

The selection is completed by the free channel **La3 Live** that will illustrate all the content on the **La3** platform as well as host **Media Shopping**, the TV shopping channel that will test the potential for interactive mobile commerce in Italy. And finally, there are the 3 self-produced channels (**La3 Star, La3**



Sport and **La3Show**) plus an addition channel that is in the process of being defined.

5 more channels, for a total of **20**, will be available by the end of the year and could be used to give life to service channels to benefit citizens, the Public Administration and minority language groups.

3 Italia, after having become the first and only Italian “mobile media company” able to offer DVB-H services on a proprietary network due to the acquisition of Canale 7, today offers the basis for the creation of a wide selection of channels for use in mobility, focusing on a market of **300 million users worldwide by 2006** (source: NOKIA), with **7 million active customers and a turnover of 3 billion euro in Italy by 2011** (source: Italian Minister of Communication).

“Another first in the ICT sector to add to those that Italy has recently achieved– **the President of the Region of Lombardy, Roberto Formigoni**, commented – In Europe Italy is second to none, for rate of broadband development, leadership in UMTS and now with a forefront role in the new mobile TV. And in this case, Lombardy again had the role of engine, being the first to witness the birth of a new high-potential infrastructure. DVB-H will surely increase the pluralism of the media system in Italy, offering a new and useful space also to the Public Administration assisting in its uninterrupted dialog with the citizens”.

“Up to today, the most important evolutions in the field of television - remarked **3 Italia CEO, Vincenzo Novari** – have been regarding only the multiplication of the subjects transmitted and the definitive transition from “television” to “televisions”. With DVB-H, for the first time, also the ways of consuming TV content are multiplied due to the intrinsic features of mobile TV and its capability of being “anytime, anywhere”, personal and easily interactive”.

Finally also presented is the **U900** from **LG**, the first tivufonini® for 3 Italia customers. Super-light (110 grams), offering a 2.2” TFT panoramic display, with 262K colors and is equipped with a 1.3 Mega pixel videocamera and a 1000 mAh battery. 3 Italia’s product portfolio will also be integrated with the **Stealth** model from **Samsung**.

3 Italia – It is the Mobile Media Company controlled by the Hutchison Whampoa Group shareholder of 95,4%. Its other shareholders are NHS Investments S.A (San Paolo IMI), RCS Media Group, Gemina and 3G Mobile Investments (Franco Bernabé Group). 3 Italia won a UMTS license in Italy in October 2000, commenced offering of its services in March 2003 and is now the leader of the UMTS market in Italy, with 5,5 million clients at the end of 2005, thanks to a wide offer of multimedia, video communication and internet services, besides entertainment, music, information, cinema, sport and TV on the move.

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