

3

Welcome to our network



016

three.co.uk
CoolBrands



It was on March 3rd 2003 that 3 unleashed its video mobile network on the UK, bringing video to mobile phones for the first time and pioneering a new generation of communication, entertainment and information services.

3 now has over 3.5 million customers in the UK and nearly 12 million worldwide. In addition, 88% of the UK population can now access 3's mobile media services. After just three years, the brand has shaken up the UK mobile market, bringing better value and a wider range of handsets to consumers.

Today, people's expectations are higher than ever, with mobile communication now accepted as an essential part of modern life. People 'want it all' from their mobiles: to be able to watch and listen to music, play games, download full length music videos and see who they are talking to – not overlooking the more conventional uses. As a brand, 3 recognises this. By listening and communicating with its customers 3 pioneers new technology, continually striving to add to its collection of industry 'firsts'.

The popularity of music through mobile phones has been unprecedented. 3 was the first mobile network to show music videos in full, prompting big names such as Robbie Williams and Natasha Bedingfield to premiere their videos on the network, and was also the first to offer live gigs over mobiles. This year saw 3 help catapult Gnarl's Barkley's track, Crazy, to the top of the UK charts.

20% of the hit single's sales were on 3 alone – a total of 6,000 every day by 3 customers.

With average sales of over one million tracks per month, 3's combined audio tracks and videos have, since the start of 2006, made up over 76% of mobile audio and video track downloads according to the Official Charts Company.

3 has revolutionised the UK mobile market by introducing innovative price plans to consumers. These break the mould by offering greater value to the customer and giving them what they want by wrapping voice and text together with content such as music videos and TV clips.

When it comes to sport, 3 is continually breaking new ground; it was the first network to send Premiership results directly to its customers, and in 2006 secured the mobile broadcast rights for all 64 of the 2006 FIFA World Cup™ games. During the World Cup, customers on 3 could receive video alerts of goals on their phone much earlier than customers on other networks were receiving simple text messages (Source: ARGO Group 2006). The free service also included the first mobile World Cup TV show, Berlin or Bust, an irreverent and entertaining look at the tournament, with ongoing previews and reviews. It was the first made-for-mobile programming of its kind. By offering such in-depth coverage, with immediacy – and for free – 3 set a new standard for sports content in the mobile media marketplace.

3 is renowned for its edgy promotional strategies that creatively link up elements of the brand with customers' passions – music, culture, technology and entertainment – to appeal to its young, savvy market. Its groundbreaking series of mystical 'East meets West' ads (with

the memorable slogan 'Welcome to our Network') acquired a cult status associated with industry innovators.

What makes 3 stand out from the crowd is the brand's confidence in its abilities and its bravery in taking risks; always pressing forward and looking – like its customers – for the next new thing.

