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Press Release

for immediate release

## **MANGO TV LAUNCHES IN AUSTRIA**

First mobile GLBT programme

ohm:tv secures mobile distribution rights

ohm:tv has concluded an agreement to exclusively distribute Europe's first GLBT mobile television station – **mango tv** to mobile operators worldwide it was announced today by Hans Spielthener, Managing Director, ohm:tv.

Barcelona based **mango tv** is the first mobile TV station offering life style, fun and entertainment with a pink twist. **mango tv's** programme offers a fine selection of international awarded short movies, life style programming, current affairs, documentaries and entertainment programmes, including music videos from the international gay and lesbian music scene.

The television station was launched last week in Austria with multimedia UMTS provider 3 holding the option to expand the channel to other 3 networks worldwide.

**mango tv** started its regular programme in Austria with 'Hoi Maya', winner of the 2005 Berlin International Film Festival Audience Award. Created by Swiss filmmaker Claudia Lorenz, 'Hoi Maya' has recently toured the worlds leading festivals and as part of a package deal, the short has been inked with Dutch distributor SND films.

"3 is known for being different and this has been proven once again with the launch of **mango tv**. Usage and subscription of the channel have confirmed that this has been the right move. Even though **mango tv** was only launched last week, I am really proud to say, that our customers just love the new program", commented Berthold Thoma, CEO, 3.

"Mobile TV is the future of mobile content and this is therefore the next logical step for us when expanding our portfolio" adds Hans Spielthener, Managing Director of ohm:tv. "I believe that adding another perspective to mobile content and existing TV programmes is the way forward. With mobile TV you can watch it whenever and wherever you want, but what is important is that we are offering something that cannot be seen on normal TV. With **mango tv** we are targeting a community that is known as early adopters who are under represented in many markets".

ohm:tv will be distributing **mango:tv** alongside its own mobile tv channel CSTV (Crime Scene TV) which also premiered in Austria last week on H3G. The channel offers an insight into the world of international investigators and police detectives. ohm:tv has teamed up with Munich based blue eyes Film & Television for the Austrian launch. More channels are currently in development.

**About mango tv:**

mango tv pioneers the idea of a life style, gay friendly 24 hour mobile TV station.

mango tv's programmes and shows focus on cultural, political and social avant-garde, the latest trends and life-styles from all over world, featuring original programming, short films, series, interviews, music and documentaries.

For more information regarding the current programming please go to:

[www.mango-tv.net](http://www.mango-tv.net).

**About 3:**

Hutchison 3G Austria is a wholly owned subsidiary of Hutchison Whampoa Limited ("HWL"). Based in Hong Kong, HWL has been granted an UMTS license in November 2000 to operate third generation mobile services in Austria. In May 2003, Hutchison 3G Austria launched the first purely mobile multimedia in the Austrian market under the brand "3" and has already acquired the status of UMTS market leader with a total of 266,000 customers (as of 25<sup>th</sup> August 2005). 3 is a convergence of telecommunication, internet and classic media, providing innovative multimedia products and services for mobile usage (e.g. video call, video clips, etc.) and conventional mobile communication services (e.g. voice calls, SMS, MMS).

**About ohm:tv**

Ohm's Law defines the relationships between power, voltage, current, and resistance.

ohm:tv is there to define the relationship between powerful programming ideas, excitement, current programming needs and resistance against boring TV.

ohm:tv, based in Cologne and Vienna, is providing innovative TV formats, Interactive programmes and mobile phone content.

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