



Photography available from 13.05 GMT (see contact details at end of release)

Virgin Mobile first to offer live digital mobile TV with BT MOVIO

14.02.06: Live mobile TV is set to become a reality as BT today announced that Virgin Mobile will be the first mobile operator to sign up to the BT Movio broadcast digital TV and radio service for mobile phones. Virgin Mobile will become the first mobile operator in Europe to offer its customers digital TV and radio content on a mobile device using broadcast technology.

The announcement of the deal coincided with the unveiling of the new handset which will screen the new TV service. The Trilogy – the world's first DAB-IP enabled Smartphone – was unveiled at the 3GSM World Congress 2006.

Virgin Mobile will offer the broadcast service on a limited exclusive basis to its customers later this year giving its customers access to a wide range of digital TV content and more than 350 DAB digital radio stations nationwide broadcasting twenty-four hours a day.

Broadcast via the UK's existing digital audio broadcasting (DAB) network, the Virgin Mobile service will deliver a reliable, high-quality viewing and listening experience to an infinite number of mobile users.

Emma Lloyd, managing director, BT Movio said: "BT is at the forefront of innovation and the BT Movio service is the first of its kind in Europe. By taking the leap into broadcast TV for mobile, Virgin Mobile will be able to offer customers a real live TV experience. We are delighted that they have chosen our platform.



“Bringing the world's first DAB-IP enabled Smartphone to market is another huge achievement for BT and the beginning of a step change towards open standards in the area of TV broadcasting over DAB. By working with Microsoft and HTC we have been able to develop a handset that provides an easy to view, high quality experience, wrapped into a hi-spec media driven mobile phone. This will be vital in attracting mobile operators to the BT Movio service.”

Graeme Hutchinson, sales and marketing director of Virgin Mobile, said: “Virgin Mobile customers will be the first people in Europe to watch real broadcast TV over their mobile phones. It's not downloaded; it's not looped; it's real TV just like you get at home, and it's real DAB digital radio - crystal clear sound.

“We're delighted to be working with BT Movio, Microsoft, HTC and others, to bring this service to British consumers, and to help develop one of the most technologically advanced phones ever. We are in no doubt that this is the world's best tellyphone!”

The mobile TV Smartphone has been developed jointly by BT, TTP, and HTC, one of the world's biggest original design manufacturers for mobile devices. This Smartphone is the world's first mobile device based on IP delivered over a broadcast network. The lightweight, Trilogy device features a 2.2" screen - ideal for consuming video content - and a range of other media driven features including removable storage and an integrated 1.3 mega pixel camera. Designed primarily around user feedback from the BT Movio pilot in the UK - the largest of its kind in Europe - the Trilogy is expected to have broad appeal among mobile users.

BT has developed a strategic relationship with Microsoft to enable a secure and efficient environment for delivering broadcast services on a mobile handset. Microsoft's Windows Media technologies, including Windows Media Video and Windows Media Audio Pro, enable BT Movio to deliver high-quality audio and video content over a DAB network using minimal bandwidth. The BT Movio service also incorporates Windows Media Digital Rights Management (DRM) technology to ensure secure delivery of premium video and music content. Windows Media

technologies integrate seamlessly with the Windows Mobile 5.0 operating system used by the HTC smartphones.

Amir Majidimehr, corporate vice president of Windows Digital Media at Microsoft, said: "The optimised capabilities of the Windows Media and Windows Mobile platforms are powering entirely new digital entertainment scenarios in the wireless space. Our collaboration with BT and HTC is breaking new ground for broadcast capabilities to mobile handsets and making mobile TV a reality for consumers."

BT Movio is the first wholesale TV offering of its kind in Europe and will be available in the future to all mobile operators in the UK.

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For more information please contact:

Virgin Mobile:

Virgin Mobile Press Office: 0845 600 6272 or press.office@virginmobile.com

Jo Baker: 07941 233300 or jo.baker@virginmobile.com

BT Group:

Anna Easton or Gemma Thomas on +44 (0)20 7356 5369 or newsroom@bt.com

About Virgin Mobile:

Virgin Mobile Holdings (UK) plc, the UK's largest mobile virtual network operator, is majority owned by Sir Richard Branson's Virgin Group and uses T-Mobile's network. Since its launch in November 1999, Virgin Mobile has attracted more than 4 million customers*.

In the UK, Virgin Mobile phones are available direct on 0845 6000 600; on the web at www.virginmobile.com or on the high street at approximately 5,000 outlets including Virgin Mobile Stores within Virgin Megastores, The Carphone Warehouse, The Link, Dixons, Phones 4 U, Curry's, Comet, Tesco, Asda, John Lewis, Argos, TOMO, Woolworths, Toys R Us and Ryman plus hundreds of independents mobile phones dealers and available via Shop Direct, Littlewoods, Grattan and Empire home shopping channels.

Virgin Mobile Pay Monthly (contract) is currently available in Virgin Mobile Stores, The Carphone Warehouse, The Link, at concessions in WHSmith and at www.virginmobile.com

Virgin Mobile employs approximately 1,400 staff at three sites, Trowbridge, London and Daventry, and has an outsourced customer service centre operated by approximately 200 staff in Middlesbrough.

Virgin Mobile's customers were found to be the most-satisfied mobile consumers in the pre-pay sector for two years running in 2005 and 2004, according to the surveys by J.D. Power and Associates. Virgin Mobile is also featured in 'The Sunday Times 100 Best Companies to Work For' list 2005 and is part of the FTSE4Good Index.

*On a 90-day activity basis.

About BT Group

BT Movio is the world's first implementation of DAB-IP, a World DAB and soon to be ETSI standard that enables mobile TV and file delivery over DAB Eureka 147.

The key features and functionality of the BT Movio DAB-IP enabled smartphone, unveiled today at 3GSM World Congress 2006 include:

- Supports Microsoft Mobile v5.0 operating system, making the download of 3rd party applications easier to the user
- World's first Microsoft smartphone with an in-built DAB module (both on Band III and L-Band)
- Capable of receiving both TV and Radio broadcasts with 1-click access
- Tri-band GSM / GPRS device (900 / 1800 / 1900MHz)
- 2.2", QVGA screen (240 x 320 pixels, 64K colours), ideal for video content
- 1.3 Mega Pixel, CMOS camera (SXGA 1280 x 1024, VGA 640 x 480, QVGA 320 x 240, QQVGA 160 x 120). Capable of still & video capture capability. In-built zoom functionality & night mode
- 64MB Flash ROM / 128MB SDRAM
- Removable media via MicroSD card slot (cards up to 512MB are currently available)
- Mini USB connector, used for both synchronisation and also for charging
- Bluetooth v1.2 for wireless voice communication and data transfers
- Loudspeaker functionality for hands-free conversations
- In box, stereo PHF (Personal Hands Free) headset

- Allowing smooth synchronisation with your desktop (Microsoft Outlook, e-mail, calendar, contacts, tasks, favourites, files, etc)
- DRM : Windows + OMA 1.0
- Wireless Modem - can be connected over either Bluetooth or USB for GPRS use in conjunction with a PC
- Support familiar s/w applications, all pre-installed :
 - Windows Media Player - allowing you to play music or video content, synchronised with your PC
 - Messaging - The Inbox is designed to allow the set up of multiple POP3 and IMAP4 e-mail accounts and through wireless or wired synchronisation, fully integrated with desktop Outlook so that your mail is easy to download and manage. Also capable of sending / receiving SMS and MMS messages
 - PIM - The built in versions of Microsoft Contacts, Tasks, Notes and Calendar are specially modified for a phone, meaning you can dial or send email straight from Contacts. You can also set the phone profile to Automatic meaning your device will switch between the Meeting profile and Normal profile depending on the contents of your calendar. Not only this, but because it is Microsoft software, it is fully and smoothly integrated with desktop Outlook when you are synchronising, and very easy to use
 - MSN Messenger - This is a phone version of the popular desktop instant messenger service from Microsoft, Microsoft MSN Messenger - containing many of the features of the desktop version allows you to have real-time messaging with friends or colleagues around the world who may be on their PC's or other suitably equipped mobile devices
 - Internet Explorer (web browser)
 - Photo Album
 - Photo Caller ID
 - Java Virtual Machine

BT is one of the world's leading providers of communications solutions and services operating in more than 160 Countries. Its principal activities include networked IT services, local, national and international telecommunications services, and higher-value broadband and internet products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended 31 March 2005, BT Group's revenue was £18,623 million with profit before taxation of £2,354 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

For more information, visit www.bt.com/aboutbt