



Rhythm NewMedia and 3 UK Win Mobile Entertainment Forum's 2008 Meffy Awards

Free Video on 3 UK Tops TV & Video Service Category

Mountain View, CA ([PRWeb](#)) May 16, 2008 -- Rhythm NewMedia, a leader in mobile video, and 3 UK today announced that Free Video on 3 UK won the 2008 Meffy Mobile Entertainment awards in the mobile TV & Video Service category. Now in their fifth year, the Meffy awards are among the mobile entertainment industry's highest distinction for breakthrough product development and technological innovation and are presented to products in various categories. Independently judged by national media, leading trade journalists and analysts, editors reviewed hundreds of new products and evaluated each for technological innovation, quality, performance, user friendliness, and value to arrive at the winners.

A world first, this award winning free ad-funded video service powered by Rhythm NewMedia, has been used by over one million of 3 UK's customers. Short "snack sized" ad supported videos have been viewed from top content providers like ITN, Sony Pictures Television International, Ministry of Sound, Sony BMG Music Entertainment (UK) and My Movies. Further, each news, comedy, celebrity gossip, animations and film mobile video has been previewed and tested to ensure the highest video and audio quality.

Unlike other "free" offerings, this service is completely and totally free-to-access because the user incurs no data charges for streaming the videos. Free Videos is available to customers free in exchange for watching a short video ad which Rhythm targets and personalizes dynamically for each use. Rhythm both sells and serves these video ads and its in-line brand awareness research system is used for measuring customer satisfaction and ad effectiveness. In addition to targeting variables, advertisers can also specify frequency caps to help prevent waste.

Rimma Perelmuter, MEF Executive Director said "Demonstrating how ad-supported content can increase consumer adoption and attract investment from advertisers, Free Video on 3UK powered by Rhythm NewMedia has been experienced by over one million mobile users with an eighty-four percent satisfaction rating."

3's head of portal advertising, Neil Andrews said "we're excited to be receiving this award in recognition of our great mobile video service powered by Rhythm NewMedia."

Rhythm Chief Executive Officer, Ujjal Kohli said "we're honored to receive this accolade alongside 3 UK and are enthusiastic about the rapid adoption of mobile video consumption and customer satisfaction on 3 UK's network."

MEF (www.m-e-f.org) exists to represent the interests of its global membership across the mobile entertainment value chain. MEF's goals are to build awareness, create business development opportunities, facilitate commercial guidelines, and to promote a healthy and profitable industry.

About 3 UK

3 is a mobile operator focused on bringing the benefits of the internet to mobile communications. We offer attractive pricing and give our customers the widest choice of ways to stay connected at home or abroad. To do this we're building the UK's best high-speed mobile broadband network. 3 UK is a member of the HWL group of 3G companies, which include 3G operations in Australia, Austria, Denmark, Hong Kong, Ireland, Israel, Italy, Macau and Sweden.

Three facts about 3:

- * 3 launched the UK's first 3G network offering national coverage for calls and texts, and has over 90% population coverage for 3G services. As we consolidate our radio access network with T-Mobile we expect to reach almost complete UK population coverage for 3G by the end of 2008.
- * 3 has over 3 million active customers in the UK and over 16 million worldwide.
- * 3 was the first to enable free voice over internet calling with Skype and the first to launch a dedicated Skype mobile phone, the 3 Skypephone.

For more information about 3 UK, please visit www.three.co.uk or call the 3 Media Office on 0845 6038333.

About Rhythm NewMedia

Rhythm NewMedia offers turnkey mobile advertising solutions, including video, games and banners. Rhythm's offering includes ad serving, ad sales and content sourcing. Rhythm's patent-pending ad platform enables broad reach, sharp targeting, precise frequency management, high customer satisfaction, extensive reporting and automation of business processes. Rhythm provides unique real-time measurement of ad effectiveness and customer satisfaction. Leading mobile operators 3-UK, Vodafone Spain and T-Mobile-UK are currently using Rhythm's solution, with several more coming. Rhythm is also working with top brands, content providers and advertising agencies worldwide. Investors include The Carlyle Group, Lightspeed Venture Partners, Morgenthaler Ventures and Rembrandt Venture Partners. For more information please visit: www.rhythmnewmedia.com

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Mobile Entertainment Forum (MEF)

<http://www.m-e-f.org>

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