

## du extends mobile TV services to 2.5G customers

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*Industry Sector Communications*

*Country United Arab Emirates*

As part of its ongoing commitment to offer its customers the best service with value for money, du, the new telecom operator in the UAE has tied up with Qtelmedia Group Ltd to extend its mobile TV service to all its 2.5G customers. This first of its kind to be launched in the UAE service, will enable a wider base of du's customers with GPRS and EDGE enabled mobile phones to access and view Mobile TV content on their mobile screens.

Further adding to its string of firsts to the UAE, du will also offer more choice to mobile TV customers by allowing the personalization of the mobile TV bouquet. This will allow mobile TV customers to select TV channels of their choice and create a bouquet that suits their requirements, thus ensuring that they only pay for what they want to view.

Elaborating on this unique offering, Osman Sultan, CEO of du said, "du is always striving to offer our customers innovative state-of-the-art services. Our new and distinctive offer will enable more du customers to enjoy mobile TV which we are confident will become an inseparable component of their lives."

du will be offering a wide variety of new channels as part of its mobile TV bouquet of channels. These new channels will vary across various genres such as entertainment, sports, news, action and drama not only in English and Arabic languages but also in Malayalam, Tagalog and Bengali in order to cater to all customer segments.

*Notes and contacts*

### **About du**

du, the new telecommunications company in the UAE, was launched on 11 February 2007 throughout the UAE. Among du's many firsts is its historic Number Booking Campaign for both individuals and business, Pay by the Second billing system, Mobile TV, Mobile Payments and Self Care. du business offers include Closed Business User Group and preferred International Destinations.

du shops were launched on 25 February 2007, supporting the delivery of du products and services to customers.

du is 40 percent owned by the UAE Federal Government, 20 percent by Mubadala Development Company, 20 percent by TECOM Investments and 20 percent by public shareholders. It is listed on the Dubai Financial Market (DFM) and trades under the name du.