



More than 70.000 customers in Italy are “videocalling” Mobaila’s MyVideoBlog. UMTS video blogs are winning Italian customers’ favour.

Milan, 23/03/2006 - MyVideoBlog has now over 70.000 users. Becoming more and more successful, the innovative Blog service for Mobile UMTS videophones was launched by Mobaila in partnership with “3” Italy. “3” Italy is the first Italian Mobile Media Company from the Hutchison Whampoa Group and the Italian leader of the UMTS market with more than 5.5 millions customers at the end of 2005.

MyVideoBlog is the new and innovative video Blog service by Mobaila. It is available for “3” UMTS videophones’ customers. Access to the service is done with a simple and direct videocall to the premium video short number 4380.

“We are extremely satisfied with the response of the audience to such an innovative service” says Marco Porcaro, CEO of Mobaila. “There is an enormous potential in the developing of self-generated video entertainment formats. They represent the mobile-internet-tv meeting point, and that is what we must work onto”.

All “3” customers can record their video posts, they can describe themselves and talk about their lives, thus becoming protagonists of the service, along with the MyVideoBlog main characters: Elio e Le Storie Tese, Terry, Stefania, Valeria, Joe VJ.

Soon it will also be possible to download the funniest and smartest videos of the week directly on everyone’s mobile phone, just by connecting to Planet 3 -“3”’s mobile portal- from the section dedicated to MyVideoBlog.

*Mobaila is a company focused on the creation of new contents and formats for broadband and UMTS markets. Its aim is to provide new formats, which let the user create directly the entertainment experience he enjoys. Mobaila is able to deliver its services in conjunction with Carriers and Broadcasters*

**Contacts:**

Mobaila Press Office  
Tel. +39 02 70639087  
[press@mobaila.com](mailto:press@mobaila.com)

Press images at: <http://www.mobaila.it/press.php?images>