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This service is available in Australia, Ireland and the UK; it has been discontinued in Austria, Denmark, Hong Kong, Italy and Sweden.[73] A company called iSkoot was behind at least some of the clients and back-end servers[74] but iSkoot announced a shutdown scheduled for 20 January 2011.[75] It appears this shutdown initially affected the J2ME version and some Skyphephones (which now show a "click to upgrade" link which either doesn't function or takes you to a page saying an upgrade is not available), but some S60 versions were not affected.[76] Skype have started sending emails indicating the Skype on 3 service will be terminated on 30 September 2014, in spite of Three's original "free for life" advertising. The recommended clients for smartphones will use the phone's data connection which may be liable to charges, instead of the dedicated access number used by the client, which was free to call. 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May 2015 – added Portugal, Malta, Greece, Cyprus and Spain November 2015 – added USA and Singapore On 1 April 2017, 3 Ireland announced that they were discontinuing their '3 Like Home' service, later announcing they would instead provide a "Roam Like Home" experience to Pay As You Go customers, allowing them to use their flexi units and a "chunk" of their data within the 30 EEA countries together with Andorra, Monaco, Norway, Switzerland, San Marino and UK. On Bill Pay Plans this scheme includes the 30 EEA countries together with Andorra, the Isle of Man, Jersey, Guernsey, Gibraltar, Monaco, San Marino, UK and Vatican City. This was introduced as part of Regulation (EU) No 531/2012 which abolished roaming charges within the European Union. ^ "Home | Three.com". www.three.com. Retrieved 20 June 2021. ^ "Home | Three Brand Central". www.threebrandcentral.com. Retrieved 14 February 2021. ^ "History | Three.com". Three.com. Archived from the original on 2 December 2019. 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Trade name3 (Three)Hutchison 3G (H3G)Company type3SesquiIndustryTelecommunicationsFounded1 March 2003; 22 years ago (2003-03-03)FounderHutchison WhampoaHeadquartersHong Kong (owner headquarters) Luxembourg (intellectual property management company headquarters) Area servedAustria (Drei Austria)Denmark (3 Danmark)Hong Kong (3 Hong Kong)Indonesia (Tri Indonesia)Ireland (Three Ireland)Italy (3 Italy)Macau (3 Macau)Sweden (Tre Sverige)United Kingdom (Three UK)Key peopleCanningCfKProductsMobile telephony, fixed telephonyParentCK Hutchison HoldingsWebsitewww.three.com Hutchison 3G Enterprises S.A.R.L.,[1] commonly known as Hutchison 3G (acronym H3G) and trading as 3 (Three), is the owner of a brand name that operates several mobile phone networks and broadband Internet providers in Hong Kong, Macau, Austria, Denmark, Indonesia, Ireland, Italy, Sweden, and the United Kingdom.[2] The brand was officially founded on 3 March 2003 in Hong Kong.[3][4] As of 2022[update], registered Three customers worldwide numbered over 110 million.[5] All 3-branded network companies are wholly-owned subsidiaries of CK Hutchison Holdings (formerly Hutchison Whampoa) but the ownership structure varies. CK Hutchison Holdings owns direct majority interests of six networks through 3 Group Europe, including Austria, Denmark, Italy, Ireland, Sweden and the United Kingdom. Hutchison Telecommunications Hong Kong Holdings operates the networks in Hong Kong and Macau, while Hutchison Telecommunications International operates the network in Indonesia.[6][7][8] All 3-branded networks provide 4G and 3G services; some also run 2G networks and 5G services. CK Hutchison Holdings no longer holds a 3G licence in Israel which was formerly operated under the brand Orange, and in Norway where an unlicensed license was previously held by 3 Scandinavia. During the launch of the brand in 2002, when Hutchison Whampoa sold its 2G business to Orange, the brand name 3 (Three) represented their new 3G services.[9] In 2003, CK Hutchison Holdings stated that the name refers to their three global telecommunication services: 3G, GSM Dualband and CDMA.[10] The logo, which is a visual representation of the brand, was originally three diamonds of equal size, arranged in a triangle. Throughout the years of operation, it has had different versions. In 2009, it was unified into a flat black and white logo. The company describes the logo's design philosophy as "cool outside and hot inside".[11] Main article: 3 Hong Kong 3 Hong Kong is operated by Hutchison Telecommunications Hong Kong Holdings, a subsidiary of CK Hutchison Holdings. In May 2004, its affiliated 2G operator, Orange, re-branded its services and changed its name to 3 Dualband, referring to the GSM product, and 3 CDMA, referring to the CDMA product. On 29 May 2008, Hutchison Telecommunications Hong Kong Holdings announced that it has signed an agreement with Apple to bring the iPhone to Hong Kong later that year under 3.[12] In 2012, a partnership with Vodafone was launched and 3 Hong Kong is a member of the Conexus Mobile Alliance.[13] Ownership: Hutchison Telecommunications International: 70.9% NTT DoCoMo: 24.1% NEC: 5% 3 Macau launched in 2000 providing GSM dual-band services. In 2007, they launched 3G services. In 2008, 3 Macau brought the iPhone to Macau an agreement with Apple. Till now, they are providing both 3G and 4G services. In the 2G and 3G era, it was the second largest mobile operator in Macau. In the 2G era, its market share was approximately 31%, as of December 31, 2003.[14] In the 3G era, its market share was approximately 33% in terms of the number of customers, as of 31 December 2008.[15] As of April 2024, 3 Macau is the only carrier to offer VoWiFi in Macau. [16] Tri Indonesia was founded as a company in 2000, received a 3G licence in 2003, and began operations on 29 March 2007, initially in the Jakarta area only. Only after 9 months of operations, 3 acquired about 2.2 million GSM customers. 3 achieved high customer mindshare maintaining at about 90% of awareness level as of April 2009.[17] As of April 2009, 3 Indonesia had about 4.5 million customers on its GSM network. 3 offers both pre-paid and post-paid (contract) services. Currently, the post-paid service is available in Jakarta, Bandung, and Surabaya area. 3 Indonesia current slogan is "#ItsTimeForUs()", formerly, "Dunia Tr. Kekuatanku (Tri World, My Power)", "Your mobile lifestyle provider", "Jaringan GSM-mu (Your GSM Network)", "Jaringan Selamumu (Your Cellular Network)". Sometimes, 3 uses "Max? (Want it?)" and "Hanya di 3 (Only on 3)" slogan in their ads. 3 currently has full GSM coverage in Java, Sumatera, Bali, Lombok, and Riau Islands. And as of April 2009, Kalimantan is covered in South Kalimantan and Sulawesi is covered in South Sulawesi. By 2009, the 3 UMTS/HSDPA service was available in most parts of Java, especially big cities like Jakarta, Surabaya, Bandung.[18] 3 Indonesia launched its new unlimited text and MMS service for a fee with Facebook on 3 May 2009, so registered 3 customers can update status, write on their "wall", or upload new pictures free of charge. Besides Facebook, 3 also cooperated with Yahoo! to give unlimited chat for a fee by SMS and downloadable app using Yahoo! Messenger service. Both of these were the first of their kind in Indonesia. In 2013, Charoen Pokphand divested its telecommunication business in Indonesia by selling its share of 3 to Garibaldi Thohir and private equity firm which jointly owned by Patrick Walujo and Glenn Sugita Northstar Group.[19] In September 2021, it was announced that the latter company would be merged with Indosat (which operates the IM3 networks); the merger closed on 4 January 2022 with Indosat as the surviving entity.[20] Ownership of Indosat: Ooredoo Hutchison Asia: 65.6% (jointly owned by Ooredoo and Hutchison Telecommunications International) The Government of Indonesia: 9.6% Drei Austria started operations in May 2003. The company promised to have 95% population coverage with HSDPA end of 2007. By 2008, 3's 3G coverage reached 94% of the population.[21] Outside the coverage of its own 3G-network (UMTS/HSDPA/HSPA+) it relies on national roaming on the network of T-Mobile Austria[22] (before Mid-2012, the network of A1 was used for national roaming). 3 Austria is the first in Austria to offer its customers so called "HD Mobile TV" based on the H.264 encoding standard, and won IIR telcom awards for their eBay (2006)[23] and Xseries Gold (2007)[24] offerings. 3 Austria won a DVB-H license and launched the service in June 2008, with three devices and free usage of Mobile TV.[25][26] In September 2010 - The number of 1 million customers were exceeded.[27] In November 2011 - 3 Austria launched HD voice[28] and LTE[29] In January 2012, 3 Austria announced its national roaming agreement with T-Mobile, which will allow 3 Austria to be able to roam on T-Mobile's GSM network where 3's GSM-network is not available. Simultaneous clients of T-Mobile's GSM-network will be able to roam on 3's UMTS-network where T-Mobile's UMTS-network is not available. The roaming agreement with A1 will be continued parallel until year-end.[30] On 3 February 2012 Hutchison Whampoa announced that it had bought Orange for US\$1.7 billion.[31] from France Télécom which owned a 35% stake, and private equity firm Mid Europa Partners, which held the remaining 65%. The combined business will create a mobile carrier with 2.8 million customers and more than 20 percent market share in Austria.[32]JPMorgan Chase advised Hutchison on the deal, while Morgan Stanley advised France Télécom and Mid Europa Partners.[33] This section needs to be updated. The reason given is: Latest information in this section is from 2014. And is the network sharing with Telenor still current?. Please help update this article to reflect recent events or newly available information. (June 2022) 3 Danmark and Tre Sverige have a common network covering most of the two countries. Customers are "at home" on both networks, i.e. Danish customer receive calls from Denmark without paying roaming fees when they are on 3 Sweden's network and it does not cost extra to call Danish telephone numbers. 3 Scandinavia also previously had a license to build a network in Norway, but in 2011 decided against launching a 3G network in Norway. In 2008 both operations showed a positive EBITDA. In Sweden a small part of the UMTS2100 mobile network is shared with Telenor - except for cities like Stockholm, Gothenburg, Malmö, Lund and Karlskrona where they handle their own 3G networks. In spring 2014 Three started, without Telenor, to build their own 3G network on the UMTS 900-band which will give a bigger coverage. UMTS 900 and LTE 800 is rolled out using the same base stations. Today(when?) 3 Sweden covers about 98.5% of the Swedish population. In May 2012, 3 Sweden launched its first LTE services. The network uses the TD2600, FDD2600, FDD2100 and FDD800 bands. The network was launched with ZTE and according to ZTE, this is the world's first LTE network to use both FDD and TDD at the same time. Later it was switched to Huawei and Ericsson and as of now in July 2022 with the 4G+ network. The network is shared with Telenor, but the network is not available in the local Zone "number all over the world" which used to be called on a Landline number whilst at home. Should the phone be out of the Local zone, Calls made to the landline number either diverted to the Mobile number at a small fee, or was directed to the 3Store portfolio sav stores opened in larger malls throughout the UK, such as the Bluewater shopping centre, and The Mall at Cribbs Causeway near Bristol.[50] On 24 October 2006, Three announced that it had purchased 95 high street shops from O2 and The Link.[60] Three's UK division is owned entirely by CK Hutchison Holdings. In June 2023, it was announced that, subject to regulatory approval Vodafone UK and Three UK will merge to create Britain's biggest mobile network, with Vodafone owning 51% and CK Hutchison Holdings owning 49% of the new service.[61] The merger received antitrust approval from the UK Competition and Markets Authority in December 2024, and is expected to close in the first half of 2025.[62] See also: Vodafone Australia Hutchison launched the Three Australia network in 2003. It operated a 2,100 MHz 3G network in a 50/50 partnership with Telstra[63] (the radio networks were shared while the core networks were separate), covering approximately 56% of Australia's population. The 3G network covered Sydney, Melbourne, Brisbane, Adelaide, Perth, the Gold Coast, Canberra, Geelong, Frankston and Wollongong. On 9 February 2009, Three and Vodafone announced that they would be merging their Australian operations into a 50–50 joint venture called Vodafone Hutchison Australia. All products and services offered by VHA would be marketed under the Vodafone brand.[64] The merger was approved by shareholders and regulators on 29 May 2009.[65] and Vodafone Hutchison Australia was established in June 2009.[66] The Three and Vodafone networks remained separate until August 2009. Vodafone phased out the Three brand from late 2011 onwards.[67] No new registrations to the Three brand were made after this time.[67][68] and from 30 August 2013, all Three Mobile systems and accounts were closed.[69] Hutchison formerly operated an Australian CDMA network under the Orange brand name, as Orange One. It allowed customers to use their 3-branded CDMA mobile phone as a home phone when at home. Calls made from their mobile were charged at rates similar to those of a landline. Customers also received a "Local Zone" number all over the world, which could be called on a Landline number whilst at home. Should the phone be out of the Local zone, Calls made to the landline number either diverted to the Mobile number at a small fee, or was directed to the 3Store portfolio on the mobile handset. These plans started at a very competitive price of \$10.00 per month, and local calls from the local Zone to a local landline was charged at 20c per local call, making their service cheaper than those of Telstra or Optus. The Orange One network was not as vast as others, and so Orange made arrangements with Telstra to allow the services of Orange One devices to roam to the Telstra network. On 1 February 2006, it was rebranded as 3 CDMA, and this network was closed as of 9 August 2006. 3 CDMA customers were offered special tariffs and incentives to continue as customers on the 3G network, all customers either moved over to 3's 3G network or to other network providers. This section needs to be updated. Please help update this article to reflect recent events or newly available information. (March 2018) Like other mobile-provider Internet home pages, 3's portal is 'free to browse' for some content in most 3 countries including Ireland, UK and Australia in most price plans; the user pays a fixed price for each video, text or application downloaded. Besides that, 3 UK and also 3 Ireland initially made the decision to block direct Internet access from handsets, while 3 Austria allowed access to the Internet since the beginning. In 2004, 3 released a PC Card 3G Data Card (iNetConnect Card") for Windows-based laptops which allows Internet access through 3's network directly from the computer, accompanied by a range of data and business tariffs. Later, more cards and USB modems for HSDPA were introduced. Main article: 3 Skyphephone Series In November 2007, 3 started to sell the Skyphephone, which was developed in conjunction with the Chinese phone manufacturer Amoi and Skype, combining the functionality of a UMTS handset with free voice calls and instant messages from Skype. 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May 2015 – added Portugal, Malta, Greece, Cyprus and Spain November 2015 – added USA and Singapore On 1 April 2017, 3 Ireland announced that they were discontinuing their '3 Like Home' service, later announcing they would instead provide a "Roam Like Home" experience to Pay As You Go customers, allowing them to use their flexi units and a "chunk" of their data within the 30 EEA countries together with Andorra, Monaco, Norway, Switzerland, San Marino and UK. On Bill Pay Plans this scheme includes the 30 EEA countries together with Andorra, the Isle of Man, Jersey, Guernsey, Gibraltar, Monaco, San Marino, UK and Vatican City. This was introduced as part of Regulation (EU) No 531/2012 which abolished roaming charges within the European Union. ^ "Home | Three.com". www.three.com. Retrieved 20 June 2021. ^ "Home | Three Brand Central". www.threebrandcentral.com. Retrieved 14 February 2021. ^ "History | Three.com". Three.com. Archived from the original on 2 December 2019. 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