

**24: CONSPIRACY ON VODAFONE LIVE!
THE FIRST EVER TELEFILM FOR CELL PHONES**

Milan, October 13, 2005 – **Vodafone live!** will soon be showing “**24: Conspiracy**”, the first telefilm to be created specially for the cell phone. Produced in partnership with **20th Century Fox**, it is based on the successful TV series, “24”, starring **Kiefer Sutherland**.

There will be 24 one-minute *mobisodes*, or bite-size episodes to be watched on mobile phones. The series that has proved such a success in the UK will be shown twice a week on Saturdays and Wednesdays. Each mobisode will end with a brief foretaste of what is to come in the next programme.

The stars of the *mobisodes* are: Beverly Bryant in the role of the mysterious Susan Walker, Dylan Bruce as secret agent Martin Kyle and Steve Kramer as James Sutton, head of the anti-terrorism unit.

The mini-films have been made specifically for Vodafone’s **Live!TV**, using a format che identical to the one adopted for the TV series produced by Fox. Each one-minute episode will cover one hour in the life of the characters and, in keeping with the approach used in “24”, each mobisode will leave **Vodafone live!** viewers in suspense until the next programme.

In addition to the usual real tone and polyphonic ringtones, **Vodafone live!** will also offer fans of “**24: Conspiracy**” a vast range of wallpapers, screensavers, MMS dedications and short descriptions of the characters.