

Strong
leadership
team

Good
sponsorship
and
advertising

Listened to
our
customers

Easy to use
services

Exclusive
content
deals with
Sky

Great content
partners

Trained our
staff well

Brand
associated
with great
content

Focused on
new services

Offered
Innovative
voice/bb
applications

Seamless
integration
of voice, bb
and TV

Provided
great
'own' content

Everyone
knew what
to do

Created a
Company
Culture

Great
Customer
Service

Value for
money
services