

Mobile 365 Wins Mobile Contract with the Australian Broadcasting Corporation

Provides Comprehensive, Interactive Mobile and IVR Services across Radio, TV, Online, and Other Services on Single Platform

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Sydney, Australia, 29.03.2005 - Mobile 365, the global leader of mobile messaging and data services, announced today that the Australian Broadcasting Corporation (ABC) has signed an exclusive contract for interactive mobile communication services.

The ABC has signed an agreement with Mobile 365 to supply its SMS, IVR, MMS, and other WAP services. The provision of telephone information services to ABC Television and Radio audiences and ABC Online users promotes and encourages audience interaction through the ability to send or receive information via a mobile handset. This information may be used to extend the life of programming, determine future programming, inform or educate new audiences, reflect the viewpoint or tastes of Australian society, or stimulate debate on contemporary issues.

"This relationship is a key part of the ABC's overall Content On Demand strategy, which seeks to offer new channels of communication and interaction between the ABC and its audiences?be they listeners to ABC Radio, viewers of ABC TV, or users of our online and digital platforms," said Robyn Watts, Director of ABC Enterprises. "It provides audiences with new ways of interacting with various programs and communities of similar interests, and gives ABC viewers and listeners more choices in how they interact and what they see, hear, and experience," she added.

Mobile 365's Application Manager manages both inbound and outbound services. Inbound services will incorporate votes, polls, and comments. A wide variety of outbound services is offered, such as sports, news, weather alerts, and various members clubs.

By integrating mobile content with information feeds into the one platform, the ABC can offer each user the ability to personalise by setting up a profile and updating alert schedules. The user opts in via their mobile handset or the Web. The service provides users with numerous choices and expanded options.

"We are delighted to provide mobile information services for the ABC, enabling SMS and enhanced interactive services," said Cameron Franks, Mobile 365 Country Manager. "Our proven platform enables detailed reporting via an easy-to-access Web interface and offers a range of functionalities based on our experience of running major media campaigns in Asia Pacific, Europe, and the U.S."

Application Manager enables detailed analysis and reporting via an easy-to-access Web interface. Traditionally, SMS and IVR responses were tracked on different systems.

Mobile 365's platform integrates the two, enabling real-time, accurate reporting. The platform is easy to use, so mobile and IVR campaigns can be managed in-house.

About Mobile 365

Mobile 365 leads the world in the global delivery and settlement of mobile messaging and data services. Delivering over one billion messages per month, Mobile 365 is the global leader in mobile interoperability messaging, including SMS, MMS, WAP, and Instant Messaging. With links into more than 500 mobile operators around the world, Mobile 365's global connectivity and network reliability inspire confidence that your inter-operator messages and interactive campaigns get successfully delivered, and that your revenue is always processed quickly. Headquartered in Chantilly, Virginia, USA, Mobile 365 has global offices in Beijing, Hamburg, Hong Kong, Kuala Lumpur, London, Madrid, Milan, Paris, San Mateo (California USA), São Paulo, Singapore, Sydney, and Taipei. Major operator customers include Verizon Wireless, Vodafone, AT&T Wireless, T-Mobile, Telcel, Telefonica, and O2. Major brand customers include Volvo, Sony Pictures, MSN, Citibank, Siemens, Ogilvy, Dunkin' Donuts, Vodafone, and more. For more information, visit: www.mobile365.com.