



Mobile – the mega medium? – A MINDS Symposium Berlin, June 3rd 2005

Fact sheet: Sports Live

- ★ **What is „SportsLive“?**
Realtime sports service with editorial live coverage, results and statistics
- ★ **Target Group:**
End consumers with high affinity to compelling End consumer compelling live coverage of sports events
- ★ **Business Model:**
Provided by mobile network operators, publishers, broadcasters, sports clubs in a subscription model
- ★ **Technologies:**
Web application Server plus data push to Java Midlet on Phone
- ★ **Commercial Status:**
First commercial trials, negotiations on business model details
- ★ **Implementation by:**
dpa-infocom, arvato Systems
- ★ **User Feedback:**
high user interest, good marks for handling and content either quantity or quality
- ★ **Marketing Issues:**
SportsLive can be part of convergent solutions, high potential for cross-media sponsoring (mobile, web, print)
- ★ **Innovation:**
In providing widespread live coverage of sport events, SportsLive uses a key strength of mobile media.

