

# Case Study - FOXTEL by Mobile



**Client:** FOXTEL

**Services:** Mobile Design & Development | Mobile & IPTV Channel Management | Digital Strategy

**Channels:** User Experience | Mobile & IPTV | Creative & Design

## The Challenge

Telstra required a development partner to help launch its flagship service for the new Next G network, FOXTEL by Mobile.

- ▶ The site would have to allow subscribers to view up to 13 channels of streamed television, with channels provided by broadcasters such as Discovery, MTV, FoxSports and Sky News.
- ▶ Additional areas of the site would be required so customers could manage their subscriptions and view channel information.
- ▶ Telstra staff also needed a system that could manage the content going forward and generate reports on site tracking and analytics.

The essential features and functionality of this site included:

- ▶ Support for the entire range of over twenty 3G handsets on the new Next G network.
- ▶ A content management tool for maintenance of channel information.
- ▶ In-built handset detection.
- ▶ Web-based reporting for viewing service statistics.
- ▶ 24/7 helpdesk support and technical support.



## The Digital Business Solution

- ▶ We delivered complete project management, including full creative, development and testing. This was undertaken while integrating the new service into the Telstra platform.
- ▶ Many new handsets need to be introduced onto the network on a monthly basis. The content management tool is constantly used for the back-office maintenance of channel information, images, text content etc.
- ▶ In addition, we will also host and support the services on a fully redundant hardware-hosting platform, with security and infrastructure.

## Success Achieved

- ▶ Unlike the small niche "SMS Providers" and "Ring tone" marketers, we have the ability to provide a truly integrated mobile business channel for our clients.
- ▶ We demonstrated our expertise in the delivery of mobile internet services, specialising in the design, development and management of end-to-end services.
- ▶ The number of subscribed Telstra customers has far out stretched initial business predictions.
- ▶ We seamlessly integrated FOXTEL's unique and engaging blend of content made especially for mobile and provided the perfect platform for Telstra to build a business around Mobile TV.