

Client: Telstra

Services: Mobile Design & Development | Interactive Television

Channels: Mobile & IPTV | Creative & Design | User Experience | Technical & Development

The Challenge

Telstra, as the official Telecommunications partner of the 18th Commonwealth Games held in Melbourne between 15 and 16 March, had been granted the digital rights to produce the accompanying M-Site site for customers on their Next G network.

It was essential that the Commonwealth Games M-Site made full use of the capabilities of the Next G network by offering users exclusive live streaming video content and video on demand as well as a variety of easily accessible timely content such as results, news articles and a medal tally.

As a secondary requirement, Telstra also wanted to up-sell 3G handsets and create a cross-platform content experience across the web and mobile for their customers.

The Digital Business Solution

In order to build up excitement and pre-registration for content alerts the service started 10 weeks before the Games began.

The live TV streams publishing was managed by a Hyro in-house content management tool, which the editor could manage at the Melbourne HQ in

Features & Functionality

- ▶ Live TV streaming with up to 8 live TV streams running concurrently
- ▶ Video action of every Australian that won gold
- ▶ SMS alerts sent each time an Australian won gold
- ▶ The mobile Site was created for i-mode, WAP 1, 2.5 and 3G handsets.
- ▶ Daily News Articles, Schedule and Results, Medal Tally
- ▶ Links to supporting Telstra products such as HeroMessaging, BigBlog, Wallpapers and Ringtones

Success Achieved

This service was a first for the Australian market in terms of depth and breadth of content. Telstra customers were kept up to date with latest live news and video from the event whilst on the move.

Hyro was awarded the 2006 MMA in the category Best Consumer Content Offering for its work to deliver the M2006 Commonwealth Games 3G content, video, data and services application for Telstra.

the centre of Melbourne.

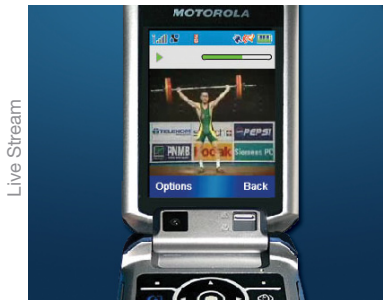
Handset detection technology was used to display the correct format and content for each handset requesting the service.

“As the showpiece service for Telstra’s Commonwealth Games sponsorship, the M2006 Mobile site created by Hyro delivered a unique 360 customer experience for the Games. It allowed

3G customers to uniquely view up to 8 concurrent live video streams including the Channel 9 coverage and for the first time on any platform live feeds from major sports venues like athletics and swimming not available on any other mobile, internet or TV platform.”

Michael Padden (Head of Mobile Content, Telstra BigPond Mobile)

Screenshots



Live Stream



Up-to-the-minute News

