

Client: Telstra

Services: Mobile Design & Development | Interactive Television

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

The Challenge

Telstra, as an official partner of the FINA 12th World Championships held in Melbourne between 12 March and 1 April, 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 FINA M-Site make 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 wanted to up-sell 3G handsets and create a cross-platform content experience across online and mobile for their customers.

The Digital Business Solution

As a preferred development partner for Telstra, Hyro engineered and developed the FINA M-Site to allow quick access to the content provided and create an outstanding user experience.

The M-Site was launched in two phases, firstly pre-championships which offered users video packages of Australian



Features & Functionality

- › Live video streams of all events in the Championships
- › Video on demand
- › Daily News Articles
- › Schedule and Results
- › Medal Tally
- › Links to supporting Telstra products such as HeroMessaging, BigBlog, Wallpapers and Ringtones

Success Achieved

- › Full use was made of the capabilities of the Next G network.
- › The site successfully delivered a cross-platform content experience across the web and mobile.
- › Delivery of live video streams of all events in the Championships.

athletes, daily news articles, schedules and links to supporting Telstra products including HeroMessaging so users could send their favourite swimmer a message.

Phase two went live with the beginning of the championships and included live streaming video of events, updated results and a medal tally.

In order to deliver the live streaming

video to users Hyro also built the robust video delivery platform that can be used by Telstra for any future projects.

Cross promotion and upselling of other Telstra products such as HeroMessaging, BigBlog, Wallpapers and Ringtones provided an opportunity to increase user RPU.

Screenshots

