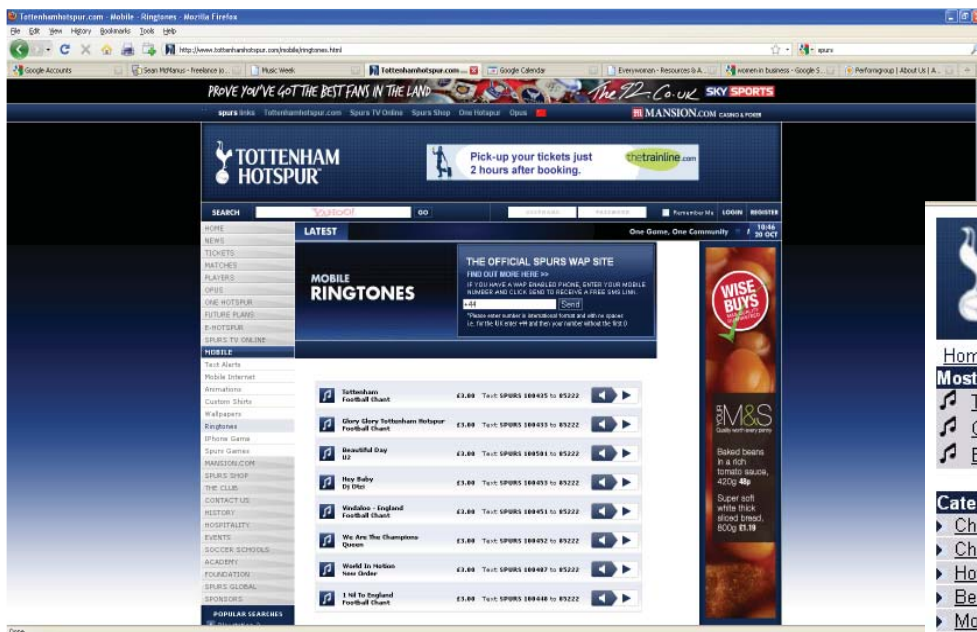


Case Study : Perform Group

Perform Group is a world leader in monetising sport and entertainment rights in digital media. They have been a major driving force in the commercialisation of sport and entertainment rights on TV, mobile and online. Perform manage a large proportion of English and Scottish Premier League websites and most recently Perform Group broadcast the World Cup qualifier between Ukraine and England, the first England match to be available exclusively online.

Perform approached Destar when they were looking for a new provider of the ringtone section on both web and wap for their football sites. Perform required additionally flexibility over the selection of content and were impressed by Destar's dynamic retailing capability, which presents content based on actual sales.

Destar worked with Voice Express and Indie Mobile to provide Perform with ringtone content, customised for each club. Below is an example from Tottenham Hotspurs' web and wap site.



[2] Customise Your Mobile

[1] Home

Destar generates iframes and wap pages dynamically from their mobile content management system. These pages are inserted into the existing web and wap sites managed by Perform. End users on the web request a ringtone by texting the relevant keyword to a shortcode, this reduces errors from mis-typed mobile numbers, mobile users simply select their chosen ringtone from a menu. In both cases the ringtone download is charged via the PayFort payment mechanism.

Destar's Mobile Site Builder, part of the mobile content management system allows any brand or media owner to create a mobile wap site quickly and easily, maximising revenues from a range of sophisticated retailing features.

If you would like further information on our mobile content delivery and mobile site building products, please call us on +44 (0) 1189 332 578.

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