

CASE STUDY: REDTXT AT THE 2008 AUSTRALIAN OPEN

2,000 subscribers
from 16 countries

100,000 sms
messages delivered

96% would use the
service again in 2009



FREE* AO SMS
Get latest AO news updates on your mobile
in our new trial service.
Call 8506 5711 on your mobile to register.

australian open
The Grand Slam of Asia-Pacific

yes OPTUS

*Standard call charge to register. No ongoing costs to receive SMS.
Visit www.australianopen.com/aosms for full details.

In January 2008, Tennis Australia provided Australian Open information via a free SMS service for subscribers worldwide. Visitors to the event saw posters advising them of the service at Melbourne Park, Internet surfers saw banner ads on the Australian Open web site and AO-radio listeners heard ad-spots on the Australian Open radio service instructing them how to use the service.



Over 2,000 people
subscribed to the
service.



An average of eight messages
were sent out daily. The
information ranged from match
results to happenings around the
venue.

All subscribers, local and
international, received AO
updates just seconds after the
messages were released by
Australian Open editorial staff.

A post-event survey
of subscribers found
an overwhelming
number would use
a similar service
again.

Our patented
«CALL-to-SUBSCRIBE» opt-
in process allowed
mobile phone users
to subscribe by
simply calling a phone number from their
mobile phone. **If a person knew how to
make a call on a mobile phone they
were able to use the AO SMS service.**

Use your
mobile phone
to call the
subscription
number of
your choice.



Receive your
messages
based on
the selected
subscription
number.



You can
unsubscribe
whenever you
want, just by
calling the
number again.



For more information please visit our web
site **www.redtxt.com.au**

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