

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.**

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

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.



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