

Case study

Big Brother Africa



Keeping an eye on mobile business

Objective

- Time to market, a feature rich platform and a high quality end user experience across all handsets.
- Instantaneous access to revenues through txtNation's billing gateway and platform.

Course of action

txtNation powered a number of services for Big Brother, including SMS voting for each eviction, SMS / MMS news alerts, text to screen opinions and a number of polls. Each vote was premium rate and a portion of the net revenue generated was donated to charity. txtNation's long established network of high throughput connections with mobile operators was key to providing a reliable service for such a high volume event. The agreement between Big Brother and txtNation took effect immediately and the mobile offering is being rolled out across the rest of Africa over six - twelve months.

Results

The results were better than expected with overall response rate 4x on previous years. txtNation was critical for Big Brother's Premium Rate services success.

“ Participation TV using SMS has been growing rapidly over the last few years. ”

Michael Whelan, MD of txtNation.

“ The penetration of new devices and the introduction of new technologies is beginning to allow new services using MMS and SMS. ”

Ashley Cross, COO of txtNation.