



Mnet Group Limited  
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PRESS RELEASE  
For immediate release

## **Mnet Group keeps FOX SPORTS mobile fans in the Game!**

Sydney, Australia, Monday 30 May 2011 - Mobile solutions company Mnet Group (ASX: MNZ) has enabled FOX SPORTS to become the Number 1 mobile sports destination in Australia by focusing on what the sports fans want – instant access to scores, stats and player facts.

With a new, improved design tailored for smartphones and built in HTML5, the FOX SPORTS mobile site offers greater usability and functionality, providing fans with a constant flow of LIVE information on their favourite sports including latest news, fixtures and results, plus Fantasy and social media interaction.

FOX SPORTS Chief Operating Officer, Jon Marquard, said that the new [m.foxsports.com.au](http://m.foxsports.com.au) mobile site keeps FOX SPORTS ahead of the field in mobile delivery of live sports information.

“We have worked closely with Mnet Group during a period when we’ve seen smartphone usage exploding,” Marquard said. “Mnet Group has an enviable track record in mobile, as they bring together the full range of complex technologies required across platforms and carriers with a strong understanding of usability factors.

“The fact that the average user session on the FOX SPORTS mobile site is over 9 minutes is a testament to the new site’s interface design and rich content.”

Interestingly, Marquard pointed out that Android usage of the new mobile site was greater than that from iPhones during May.

“Around 20% of users accessed the FOX SPORTS mobile site from Android devices this month, while total iPhone usage is around 15%,” said Marquard. “This is a pattern that has emerged in the US with mobile web access and demonstrates a similar shift in Australian usage as Android devices begin to rival iPhone sales after a long period of dominance by Apple.”

Mnet Group has also seen a shift in momentum over nearly a decade of mobile development, making the company both a veteran and an industry innovator.

“The advantage for FOX SPORTS is that we have built a very rich mobile site that caters for the widest range of smartphones without having to build new applications on every platform,” says Mnet Group Chief Sales & Marketing Officer, Paul Paoliello.

“This has both cost and time advantages in an industry where speed to market is crucial.”

Mnet Group created the first FOX SPORTS mobile site in 2009 and developed the latest platform with smartphones like iPhones and Android devices in mind.

“FOX SPORTS latest launch means that all internet-ready mobile phones on the market are able to offer fans FOX SPORTS updates,” says Paoliello.

“The service sets the standard when it comes to providing live access to Australia’s leading sports events.”

### **About the FOX SPORTS mobile site**

The new FOX SPORTS mobile site offers several enhancements for iPhone and Android device users, including:

- ‘Refresh’ rate of under one minute
- More comprehensive live stats
- More information about FOX SPORTS’ TV coverage of the biggest and best sports events
- Improved story and match page layouts
- Line-ups for matches and detailed team and player stats for AFL, NRL and Super Rugby
- Simple and easy to use “one click” Fantasy and tipping updates and live Fantasy scores for NRL and Super Rugby
- Fixtures and results by team for NRL, AFL and Super Rugby
- Social Stream of FOX SPORTS Twitter feeds

iPhone and Android users can easily access the new mobile site on their devices by simply typing in <http://m.foxsports.com.au> into their phone browsers and then adding the link to their homescreen or bookmarking the page. The original mobile site will still operate for all other mobile phones.

**ENDS**

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**About Mnet Group Limited**

Mnet is Australia's leading full service mobile solutions company. From Mobile Web through to iPhone, iPad and Android applications, Mnet provides the technology and expertise to enable our clients to sell and market their products and services via mobile devices. Our commitment to superior customer service coupled with our strong foundation of proprietary technology and superior mobile content retailing, makes Mnet the mobile partner of choice for many of the world's leading telecommunications carriers, media companies and enterprises. Offices are located in Sydney, Brisbane and Adelaide, with 60+ staff stationed across the Group offices.

**About Premier Media Group**

Premier Media Group (PMG) is Australia's leading sports producer and broadcaster. PMG compiles and produces the FOX SPORTS, FOX SPORTS NEWS, FOX SPORTS PLAY, FUEL TV and SPEED subscription TV channels, [Foxsports.com.au](http://Foxsports.com.au) and a range of video, text and statistical content for television, mobile phone and online delivery, including the new sports video application for Apple iPad, FOX SPORTS VIEW. FOX SPORTS broadcasts an average of 23 hours of LIVE sport per day into 2.3 million homes around Australia with over seven million potential viewers through FOXTEL, AUSTAR and OPTUS TV. PMG also provides the FOX SPORTS NEWS channel via IPTV through FetchTV, produces a dedicated FOX SPORTS NEWS TV mobile phone channel and provides mobile content to all three major Australian telcos. The FOX SPORTS channels are also available in more than 5,100 hotels and licensed venues as well as 180,000 hotel rooms throughout Australia.