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Friday, 2nd October 2009 at 2:27 pm

IMImobile to manage MTN's content services

by **Stuart OBrien** | Email a friend | Print

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Operator is aligning its content and media services across 21 markets in Africa and the Middle East

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Pan-regional operator MTN has inked multi-faceted deal with Indian managed services provider IMImobile.



This strategic partnership entails providing customers in MTN's 21 markets with access to mobile and online content, including music (local and international repertoire), sports, games, entertainment and news.

One of MTN's new content streams will be the 2010 FIFA World Cup, for which it has exclusive global mobile rights, including match news, fixtures, results, team and group profiles.

MTN also says its partnership with IMImobile will enable it to launch new income-generating voice and data services across its global footprint.

IMImobile will deploy its Service Delivery Platform (SDP), including its DaVinci Content Management System (CMS).

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The content strategy includes tailoring content for local consumer preferences, including French and Arabic as well as exploiting MTN's sponsorship of the 2010 FIFA World Cup through [www.mtnfootball.com](#)

Nozipho January-Bardill, MTN Group Corporate Affairs Executive, said: "IMImobile's value proposition and technology solutions will enable MTN to reduce the time-to-market for new services, boost Average Revenue Per User (ARPU) and keep MTN at the forefront of innovative services.

"We have found a partner in IMImobile that has the insight and expertise of the appropriate managed service business model and technology solution necessary to continue to deliver premium content and services to our customers."

Tags: imimobile, mtn, world cup

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