

Ground-breaking mobile deal for Johnnie Walker Super Series

Dubai, September 23 2005: Cricket fans in Australia, India, South Africa and the United Kingdom will be able to watch action from the Johnnie Walker Super Series on their mobile phones as a result of a groundbreaking initiative between the International Cricket Council and Player One, a leading mobile content publisher. Leading mobile phone subscribers in Australia, India, South Africa and the United Kingdom will be showing a range of content from the event including live streaming and highlights clips.

ICC Commercial Manager Campbell Jamieson said that this was an exciting new initiative for international cricket. "This is the first time that action such as this from an ICC event has been available to mobile phone users," said Mr Jamieson. "The Johnnie Walker Super Series is a ground-breaking event on the field so it is fitting that we should be bringing new initiatives to cricket fans around the world around this exciting event.

3G users in Australia will be able to access exclusive live ball-by-ball streaming on the '3' network. In India all of the leading operators will be showing highlights clips while selected networks in South Africa and the UK will also have access to highlights.

Johnnie Walker Super Series content will be available through the following networks:

'3' - Australia
Hutch – India
Airtel – India
IMImobile – India (will distribute to all other Indian partners)
MTN – South Africa
Orange – UK
T-Mobile – UK

The Johnnie Walker Super Series between Australia and the ICC World XI will begin with three One-Day International matches in Melbourne on 5, 7 and 9 October before a six-day Super Test in Sydney from 14-19 October.