

## ***DSN ties up with Sportz Interactive for its digital sports property***

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MUMBAI: Having recently tied-up with Sportz Interactive, Digital Signage Network (DSN) used the recently-concluded ICC T20 World Cup to display real-time cricket scores on its screens across its entire network in 22 cities which included screens installed in McDonalds and Cafe Coffee Day outlets besides the Western and Central Railways.

The screens were integrated online and also provided sports trivia like team and player statistics. "We have developed these screens so that brands can pick up these advertising properties accordingly. It is relevant to advertisers as it would help consumers engage with the medium. After cricket, there are other sports activities as well and we plan to leverage those events", said Devang Shah, director, sales, DSN.

Speaking about the tie-up, Naveen Aranha, CEO, Sportz Interactive, said: "As India's leading sports content company, Sportz Interactive is pleased to explore newer mediums and opportunities of serving real-time information. Our partnership with DSN is bound to produce innovative offerings for the out-of-home consumer and provide advertisers with creative information-based products to be associated with."

Sportz Interactive (SI) is a leading digital sport content company engaged in producing real-time, statistical, rich media and interactive solutions across top international sport. They are a key member of the STATS Global Network, the world leader in this space, head quartered in Chicago and jointly owned by News Corp and the Associated Press.



WORLD CUP TWENTY20

India vs Sri Lanka

INDIA	158/4
Overs	16.5
Run Rate	4.5
Gambhir	50
M. Dhoni	20
SRI LANKA	170/9
Murli	3.5 1 13 2

Sri Lanka elected to bat

Sportz Interactive works with Internet and wireless companies in the business including the likes of: The Times London, ESPN STAR Sports, Yahoo!, AOL, CricketNirvana.com, NDTV, ICC, Zapak, Vodafone, Singtel, Al Jazeera, WorldSpace and STAR TV to name a few amongst others.