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Mediapro, MW Capital partner, creates an application with exclusive football contents

Football a la carte via mobile for Mobile World Congress attendees

This week, attendees at the Mobile World Congress will be able to enjoy a unique football experience. Mediapro, Mobile World Capital partner, has created a mobile app, which will give them free access to contents selected exclusively for the occasion: they will be able to see the best goals by Messi or Zidane and follow live matches that different international teams will be playing during the event. This initiative is the first preview of the new sports-related apps and contents to be developed in the framework of the Mobile World Capital.

During the event, attendees will have access to theme packets made exclusively with high-definition images, which will allow them to experience the best football from a handset, thanks to Mediapro's Gol Stadium app.

The list of international matches they will be able to follow live from their mobiles this week includes: Germany-France, Northern Ireland-Norway, Austria-Finland, England-Holland, Poland-Portugal and Croatia-Sweden.

They will also have the opportunity to see the best goals of Messi and Cristiano Ronaldo throughout their careers, this season's highlights of Fútbol Club Barcelona and Real Madrid, as well as be reminded of world football greats, such as Figo, Ronaldo, Zidane, Beckham, Ronaldinho, Rivaldo and Romario. These clips have been created specifically for the occasion.

Attendees of the Mobile World Congress will also have access to the interview and football analysis Liga Show, which is broadcast on Gol TV, and to a summary of last weekend's BBVA Spanish league and the Premier League.

This initiative is a preview of the sports-related apps which can be promoted in the framework of the Mobile World Capital "M-Content" programme, designed to promote new mobile solutions that enrich users' leisure and entertainment experience.

Barcelona, 28th February 2012

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Founding Partners

