

Powering SMS Communications for Businesses Large and Small

Case Study



SMSdelivery™ SMS Gateway Customer

THR Weekend BO:
Taken \$24.6 mil/
Blart \$14.0/
Uninvited \$10.5/
Hotel \$8.7/ Torino
\$8.6 SPONS BY
www.socalbmw.com
(text STOP/HELP)

The Hollywood Reporter Delivers Box Office Alerts via Text Messaging

The Hollywood Reporter now offers THR Mobile Box Office, that delivers first-to-market weekend box office estimates to cell phones and other mobile devices via a SMS text message alerts.

Subscribers to THR Mobile Box Office will be the first to get the official studio box office grosses tallies provided by The

Hollywood Reporter's sister service, Nielsen EDI. THR is owned by Nielsen Business Media, a part of the Nielsen Co.

Through THR Mobile Box Office, the weekend grosses will be pushed via SMS text alert, featuring the top five movie results.

Users can sign up for the alert by texting "THR" to 847269 (or THRBOX) and will receive the tallies each Sunday morning. The data also will be sent to THR subscribers via e-mail newsletter, featuring the weekend's top 10 performers.

The screenshot shows a mobile-optimized website for The Hollywood Reporter. At the top, there's a black header with the 'THR mobile' logo. Below that, a banner for 'CHANGELING' with the text 'SELECT THEATERS OCT 24 EVERYWHERE OCT 31'. The main content area has a navigation bar with 'Back' and 'Home' buttons, a search bar, and a 'Mobile Number' input field. Below the search bar is a 'Carrier' dropdown menu set to 'ACS'. There's a checkbox for 'Receive Alerts from Our Partners.' and a link for 'Terms and Conditions'. At the bottom of the form, there's an 'Accept & Continue' button and another navigation bar with 'Back' and 'Home' buttons. The footer contains copyright information: '© 2009 Nielsen Business Media, Inc. All rights reserved. Powered by the mDog.com Mobile Portal'.