

AKN MTECH in British sports tie up

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LOCAL mobile content and applications service provider AKN Messaging Technologies Berhad (AKN MTECH) said it has signed a service agreement with PA News Ltd UK.

The agreement will permit real-time international sports news and content to be delivered Malaysian mobile subscribers via AKN MTECH's SMS/ WAP Gateway.

PA News, which represents Football DataCo Ltd UK, is licensed to resell international sports news and selected content in Asia.

It covers various sports, from soccer, tennis and golf to badminton and bowling, at all levels from major international tournaments to regional leagues.

When it comes to the English Premier League, PA News is the only organisation allowed into the grounds to collect live match data and is the official collator and distributor on a worldwide basis for information such as fixtures and live match data like real-time goal alerts, scorers' details and so on, the Malaysian company said in a statement.

AKN MTECH, a Multimedia Super Corridor (MSC) status company and part of the AKN Group of Companies, said it will provide these services under its own eBuzz4U label and through its partners, namely the platforms of local mobile networks.