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RComm ties up with Gameloft to enhance its VAS portfolio

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Mumbai, July 27: The country's second largest telecom operator, Reliance Communications (RComm), that has been dabbling with the idea of enhancing its value-added services (VAS) portfolio so as to boost revenues, has tied up with US-based mobile games company Gameloft.

Under the agreement, Gameloft that specialises in developing 'mobile games' based on world celebrities and Hollywood movies, will soon release a mobile game based on the life of Paris Hilton. This will be available on RComm's GSM and CDMA network across WAP/Brew and Blackberry platforms. The game is called 'Paris Hilton's Diamond Quest'.

As part of its tie-up with Reliance Mobile, Gameloft will also launch the mobile games version of some of the latest Hollywood offerings. These include 'Night At Museum 2', 'Terminator Salvation' and 'The Mummy 3'.

Interestingly, 'Night At Museum 2' released across Indian cinema houses on

Friday, July 24, while 'Terminator Salvation' has been one of the biggest Hollywood successes in recent times.

Krishna Durbha, head, VAS, RComm, said, "Our tie-up with Gameloft is part of our strategy to strengthen our gaming portfolio. Indians love celebrities and movies. Through these unique offerings, we are making sure that our subscribers derive added excitement by not only playing games on their Reliance Mobile but also play games based on super-hit Hollywood movies and celebrities".

The download price for the game is Rs 49. As part of the larger game-plan, Gameloft will also offer Reliance Mobile a portfolio of games based on 'Ferrari World Championship', 'Wimbledon 2009', 'Spider-Man Toxic City', and a few offerings based on famous television series including 'CSI: Miami'.

RComm had initially said that it wants VAS to contribute about 15-20% of its revenues. Recently, the firm had launched a Re 1 sachet platform to

enable subscribers to use VAS products for Rs 1 per day.

Gaming is the high-value wireless revenue stream, beyond basic voice services and simple text messaging for an operator. This is because usually, the operator ends up getting almost 80% of the revenues while the content developers share the rest.

It is estimated that the Indian mobile gaming market will generate \$336 million in annual revenue by 2009. Gameloft is an attractive partner for RComm as it has partnership agreements with several leading licensors and sports personalities which it plays to its advantage to attract international relationships.

Gameloft partners include Ubisoft Entertainment, Universal Pictures, ABC, Dreamworks Animations SKG, Endemol, 20th Century Fox, Viacom, Sony Pictures, Touchtone Television, Warner Bros., FifPro, Ferrari, Paris Hilton, Gus Hansen, Kobe Bryant, Derek Jeter, Reggie Bush, Chuck Norris, Jonny Wilkinson or Robinho.