

## Free SMS alerts for Best Movies on TV

*MyToday and ZipAZap come together for ENGMOV and HINMOV*

**Feb. 27, 2008** - [PRLog](#) -- There is good news for movie buffs! No more missing TV premiers of hit movies like “Jab We Met” or “Pirates of the Caribbean: At World’s End”. Channel surfing for movies on TV is a chore of the past. In the future, you just need to check the in-box of your cell phone where the best movies in Hindi and English that are playing on your television today, will be sent to you FOC (free of charge)!

MyToday Dailies, the world’s largest media-on-mobile has collaborated with ZipAZap.com, India’s largest online TV Guide service to sort, rate, and SMS the best movies to watch on TV (all channels) every evening at no cost to the user.

All users need to do is to sms START ENGMOV or START HINDIMOV to 098453 98453 and everyday they will get the update on the 3 best movies that are playing on the various channels. “We ran a pilot test within our existing base of around 3 million subscribers and are very happy with the response. All early signs gave us a thumbs-up from TV viewers across cable and DTH”, asserted Abhijit Saxena, CEO, MyToday Dailies. “Seeing the response, we are inclined to introduce more such value added services in the field of entertainment in the near future, through our new alliance with ZipAZap TV Program Guide”, he added.

Welcoming this initiative and reacting to its potential, Filmmaker Mahesh Bhatt said, “It’s a great idea, both for the entertainment industry and a great service to the consumers! Services like MyToday Alerts will drive viewership of movies on television and help the Industry”.

Research has shown that a multitude of viewers tend to forget when to watch what channel for their favorite movies and often end up missing telecasts. With ENGMOV/HINMOV SMS Alerts in their in-box, remembering will become easier and subscribers can also convert these sms alerts into reminders on their phones to watch their movie of choice.

Channels will find this a useful tool to attract the right audience and advertisers will benefit from increased viewership of their ads.

Film Producer Boney Kapoor says:

“The Satellite broadcast rights have become a vital portion of the revenue model for all producers, and services (like MyToday SMS) which help remind audiences of movies played on satellite channels only extends the greens. The greener, the better! I may even include usage of this service when I sell the rights of my movies to Channels”.

“While we have started with Movies, soon, this service will, on a daily basis, issue advisories on the best fare on TV across different programs including Sitcoms, Serials Reality and other programming. Soon these services will become ancillaries of the system with sms alert to viewers before the movie starts to garner viewership”, said Atul Phadnis, CEO and Chief Evangelist, MediaE2E. MediaE2E has conceived and launched ZipAZap TV Guide.

Selection of the best movies is based on the film’s popularity – both in the box-office as well as the traffic on ZipAZap.com. Recommendations will be matched with user feedback to ensure that the right choices are being given to the viewers.

### About MyToday

The brainchild of new-age technocrat, Rajesh Jain and his company Netcore Solutions, MyToday Dailies is the world's largest Medium On Mobile (MOM) and a highly effective medium to communicate directly and instantly to literate audiences who are empowered with spending power. An interactive medium of communication, MyToday Dailies offers options like click-to-call, click-to-buy, click-to-SMS and click-to-URL making it a highly participative media vehicle, compared to conventional media which is suitable only for solicitation.

Started less than a year back, MyToday has garnered a subscriber base of about 3 million voluntary users, who subscribe to over 25 different channels of information. On an average, MyToday sends out over 8 million sms messages a day. The subscriber base is rapidly growing at around 15,000 new subscribers every day and is estimated to reach 10 million subscribers by year end. A simple and convenient Mass Medium to reach most geographical and demographic markets in India, MyToday operates different channels of information including News Alerts, Breaking News, Cricket Updates, Daily Jokes, Beauty Care, Star Sign Forecasts etc.

Recently, the GSMA, (mobile world's largest trade body) voted Netcore's MyToday Dailies as one of the select few "True Mobile Start-ups" in the whole mobile world.

### About Media E2E

MediaE2E is a media services company offering specialist solutions in the Television Broadcast arena. MediaE2E's core offerings include India's largest multi-platform Television Guide as well as a powerful Business Intelligence Application for TV Ad Inventory Pricing and Revenue Planning. MediaE2E's TV Listings and Electronic Program Guide services were launched in 2007 and are accessed by millions of Indian TV viewers across Online, Mobile besides Set-Top-Boxes of IPTV, DTH and Cable services. The online TV Program Guide service - ZipAZap.com, has a host of features for TV viewers including mobile reminder alerts, advanced program search and personalization. MediaE2E's clientele are blue-chip media corporations and telcos including STAR TV, Zee Network, Bharti Airtel, Discovery, Hathway, and WWIL among others

Industry Quote.

### Satellite Channels

The Satellite Channels are upbeat with this launch. Shrey Mishra, Head- Marketing, Sahara One says, "An SMS alert services will promote ROI on big releases encouraging channels to buy bigger movies, with the promise of improved TRP's through such services. Movies have always been an integral marketing tool to bring new viewers to the Channel."

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