

MXit has football content supplier

US-based Cole Solutions has given MXit users seamless access to football content through its SMSStreamer.mobi service, which generated more than 300 000 hits in the first month after it went live. It covers real-time major football events from around the world, including the English, French, Spanish and Italian Premier Leagues and will offer full coverage of the FIFA 2010 World Cup. The company has committed itself to responsible mobile practices in the South African market and recently became an affiliate member of the Wireless Application Service Provider Association of SA (WASPA).

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