

UUNET's streaming web ads a world first

Internet-based network service provider, UUNET SA, will be running a 2Mb line from Johannesburg connecting with Cape Town, Botswana and Namibia which will enable real-time, live streaming Webcast advertisements from UUNET offices around Africa during the Cricket World Cup (CWC) matches.

The unique campaign, to be broadcast on M-Net over the CWC timeframe, is said to be the first of its kind to be launched anywhere in the world. Live, real-time streaming will allow the whole of South Africa to view UUNET's office staff and culture, as well as a live demo of its technical capabilities around Africa. This will mean that every time you see a UUNET SA advert during the CWC it will be real-time, unrehearsed action!

According to UUNET SA the campaign is intended to highlight the company's expansion and originality in the technology market and to demonstrate their speed and networking capabilities, live and unrehearsed, to CWC fans across Africa.

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