

AKN MTECH to provide live sports news

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KUALA LUMPUR: AKN Messaging Technologies Bhd (AKN MTECH), a local mobile content and applications service provider, recently signed an agreement with Britain-based PA News Ltd (PA).

The deal allows real-time international sports news and content from PA to be delivered to local mobile phone subscribers through AKN MTECH's SMS/WAP gateway.

PA, which represents British company Football DataCo Ltd, is licensed to re-sell international sports news and selected content in Asia.

The company's content covers a variety of sports including football, tennis, golf as well as badminton. Reports include all levels of the games from major international tournaments to regional leagues

According to PA, it is also the only organisation allowed into English football grounds during English Premier League (EPL) matches to collect live match data.

It is the official collator and worldwide distributor of information such as fixtures, live match data, live goal alerts and scorer details.

The agreement makes AKN MTECH the first licensed mobile content provider for live sports information in the country.

The local company will provide its latest services under its eBuzz4U service as well as through its partners.