



Apps for All: Goaljam

Customer

Glasgow-based Touch Line Data Systems supply sports information with an emphasis on statistical predictions of football team performance. They use numerous factors, such as past performance, to calculate these predictions, which are accessed by the public via the Goaljam brand as well as being licensed to major publishers.

Objective

Football predictions are of real interest to fans, whether they plan to bet on a result, want ammunition for a debate with fellow supporters, or simply want to see their team's chances of success. Being able to access this information while out and about – be it in the pub, bookmakers or on the terraces – is invaluable to them.

Getting the info out there

Fans don't want to have to wait to use a computer to access Goaljam stats and predictions; they want the information when it matters, wherever they are. Making Goaljam predictions available on as many handsets as possible, and reaching as many fans as possible, was therefore a key objective.

Back in 2005, we made this happen with Java ME, ensuring that fans could easily access those vital stats. ThinkPhone Design has since enabled us to ensure that fans have a great Goaljam user experience whether they are using the latest handset around or they haven't upgraded for years.

In addition to the great delivery and graceful degradation that enables almost universal access to the service; we also made it possible – using Ad360 – for full-screen interstitial ads to be delivered into the apps, giving scope for revenue generation via targeted ads.

iPhone and big screen benefits

For Goaljam, bigger screens meant a bigger opportunity and greater scope to deliver even more information in more compelling formats. That's why we created Goaljam for iPhone, delivering live text commentary of matches, as well as team and player pages. It's proved to be a winning move and has been downloaded by fans across the globe.



Results

Rapid Mobile's ThinkPhone Technology can deliver apps to virtually any handset, meaning that Goaljam is accessible to the widest possible range of football fans' mobile phones. We've also created a special experience for iPhone users, enhancing the offering to include extra features exploiting the iconic device's always-on connectivity and large display.

ThinkPhone Design is a method and toolkit for creating awesome mobile apps. **ThinkPhone Deliver** delivers those apps, automatically optimized, to the widest possible range of phones.

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