

RockeTalk collaborates with Indiatimes for mobile content

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With Internet fast replacing the television, social networking has become an integrated part of the Gen-X. Orkutting, Facebooking have become terms commonly used by one and all. RockeTalk tops it all by providing an easy-to-use Mobile 2.0, social application accessible on any GPRS-enabled mobile.

In a giant leap in the field of mobile social networking in terms of reaching out to the user and targeting the emerging user-oriented market, RockeTalk has tied up exclusively with Indiatimes, 58888 for ad sales & mobile content on its latest version, which provides photos, videos, send text & voice messages, multimedia content download for mobile, in addition to this Instant Messenger (IM) chat features with Yahoo, Google Talk, MSN and AIM. User can download the content by typing in m.rocktalk.com on their mobile browser.

Just SMS rtalk to 58888 from your GPRS enabled handset and download the application; start sharing photos, videos, send text & voice messages to friends, chat on yahoo/gtalk etc RockeTalk is the only mobile application in India that provides both IM chat and full-featured end-to-end mobile social network with voice, photo, video messaging, communities and user generated and multi-media content. The fact that Rocke Talk enables the user to access end-to-end social networking on any GPRS enabled mobile set may be potential challenge to the usage of Blackberry.

Terming the partnership different from other tie-ups, President & COO, TIL, Sunil Rajshekhar said, "In this strategic relationship both parties will leverage each others strengths. While RockeTalk can now reach out to the readymade pool of the vast Indiatimes network, the latter will have an add-on to its content sharing services." About what TIL will gain from the deal, Rajshekhar said, Indiatimes will have the advantage of an alliance in next generation 3G services for Voice messages through data. The tie-up is all the more significant because Rocketalk is the only multi-media mobile social network."

To begin with, TIL will provide both premium content (RT, Wall paper, Videos, Full length songs, Games, Packs, Photo Gallery) and text content (Jokes, Shaayari, News, Horoscopes, Cricket, Greetings, Search (Ask service)). Subsequently, TIL will also provide content of Contests, Financial news, sports, Dating, Deals, Q&A, Search, Jobs, Simply marry, classifieds.

TIL will integrate all the content distribution on 58888 platform for content delivery and billing for TIL content & contests as well as Rock talk content & contests. Indiatimes being the market leader in Value-Added Services (VAS) for mobiles and landlines and also on GPRS and WAP services, is bound to increase the revenue streams of RockeTalk by multiple folds. As RockeTalk being a platform for social networking on the move, will increase advertising spectrum of TIL there by also increasing the opportunity of the ads being noticed.