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## **mig33 Introduces a Mobile Campaign platform for SA political parties**

Leading global mobile social network, mig33, has launched a new platform to help South Africa's political parties take their election campaigns to the digital age. The company has more than 20 million global users and several million in South Africa.

Mobile social networking allows for immediate, up-to-the-minute communications, and has proven to be an ideal platform for elections. The benefits of this medium have been demonstrated in many other markets with its key attributes including the ability for people to engage in real-time conversations and participate in the election process. Driving huge interest even amongst those who may not be interested in the process, is another important aspect.

The advent of the mobile internet has been especially effective in South Africa, where the PC has had limited impact. This platform in particular will also allow the political parties a far broader reach than would be the case through the use of most other traditional media platforms.

"This is especially true in the case of South Africa where the number of unique local users accessing the mobile internet using WAP, is already almost double the number of users accessing the fixed internet. Of the over 36 million mobile phone users in South Africa, almost 10 million are now browsing the mobile internet," said mig33 chief executive officer, Steve Boom.

Boom, expects this new mobile campaigning tool to engage a new and broader audience in the political process.

"The mobile platform particularly in developing countries, provides people with access to the digital age. It enables millions of people to connect to the internet for the first time from their mobile phones," says Boom.

Users can chat for free on mig33, and the network already has a vibrant and active user community where people are sharing information and finding other like-minded people in the chat rooms and through profiles. More than 300 million messages are exchanged on the platform daily.

The platform that mig33 is launching in South Africa will enable a two-way engagement process between users and the political parties. Users can either sign up by using an sms short code or by downloading the application directly from their phone.

Within the group, they will then be able to send or receive messages back from the parties; join their party's chatroom; and make new connections and friends. They will also be able to utilize this platform to make donations to the party's campaign.

Some of the features of this platform include services such as the chat rooms, instant messaging between members, and text messaging from the parties to their constituencies. There is also a brand new feature – the chat stadium - which is like a virtual town hall (imbizo) where the parties can have a Q&A session with the people in the chatroom.

Boom says this application is very easy for people to understand and use, and that this implies a huge uptake in the local market.

“The mig33 social networking application is very easy to load, and there is virtually no learning curve or technical-support challenge to overcome in loading it,” he said.

The integration of mobile phones and the Internet has given rise to the rapid uptake of social networking, and is generating a substantial amount of user-generated content, such as instant messages, photographs and social data. This interactive feature of the mobile internet, the level of engagement it allows for, and its general versatility, is what has made the platform really exciting and a much richer alternative to pure text messaging. All of this indicates that mobile will be platform for the web in the future.

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### **About mig33**

mig33 is a leading global mobile social network. With more than 20 million users in 200 countries, mig33 offers mobile phone users the power of the Internet and cost savings on VoIP calls, email, instant messaging, chat rooms, text messaging, profiles and photo sharing. For more information, visit <http://www.mig33.com/>

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