

## Quiet-achiever status for Mnet

Cameron England | The Advertiser | June 11, 2010 5:43pm

A+ A- Share

**IF YOU have voted on Dancing With the Stars, bought a ringtone from Vodafone or visited a Yahoo mobile internet site, you've had contact with one of Australia's little-known, but increasingly well-connected IT companies.**

Mnet Group is the product of the evolution of two firms m.Net and Mercury Mobility - both working in the mobile services space, which joined forces in a \$12.4 million merger last September.

The end result is a business with a presence in Adelaide, Queensland and Sydney and, it hopes, a unique skill set to deliver products and services over mobile phones better than anyone else.

Mnet chief executive Horden Wiltshire is a former navy submarine commander and had been m.Net's chief executive since 2003.

The Adelaide company experienced rapid revenue growth and was in the BRW fast companies list several times in the past few years.

By merging with Mercury, the company was able to couple its back-end delivery systems such as platforms which could deliver premium SMS services with Mercury's ability and experience in delivering content such as ringtones.

### RELATED COVERAGE

VHA off the pace in mobile stakes *Australian IT, 24 May 2010*

Hold on, I'm just zapping a zit *Herald Sun, 10 Feb 2010*

Optus to bring free football action *Australian IT, 3 Dec 2009*

Mercury merger a hot deal of m.Net *Adelaide Now, 8 Sep 2009*

Telstra targets iPhone users for TV *Australian IT, 23 Aug 2009*

The merged company also brought together brand partners on both sides - Bell Canada and Telecom NZ on the Mercury side, Telstra, Vodafone Hutchison Australia and Yahoo7 on the m.Net side.

Mnet now has the ability to build mobile portals, such as those used by carriers, including VHA and Telstra, design solutions for enterprise customers those with a product to sell and has the infrastructure to support the technologies that both m.Net and Mercury had invested heavily in over the past few years.

While the companies had been doing well, Mr Wiltshire believes, and the numbers bear it out, that most of the growth in mobile internet lies ahead.

The Australian Mobile Phone Lifestyle Index survey conducted last year found 60 per cent of people had visited a mobile web page, up from 41 per cent two years earlier, and 20 per cent were doing

so daily.

Also, recent research from the UK, conducted by PricewaterhouseCoopers, shows that the equivalent of just 1 per cent of the current online advertising spend is being spent in the mobile internet space.

"What's happening is people are spending more and more time on their mobile phone, and eventually the money is going to go from the traditional media to online, then it will flow through to mobile," Mr Wiltshire said.

It is easy to underestimate the complexity of delivering services in the mobile space. Most mobile sites need to be reconfigured for each type of mobile phone.

What will work on an iPhone will not translate straight across to a BlackBerry, for example.

It is the ability to provide solutions across all platforms, and a track record of having done so, which Mr Wiltshire believes is a key point of difference for Mnet: "If you look at the services a customer wants in having a mobile presence, it goes from the basic technology such as SMS through to mobile websites sites designed specifically for mobile phones which will look different on different phones.

"A core technology enabler is being able to profile every handset so when someone accesses the web, whether it's a BlackBerry, an iPhone or an Android phone (running Google's operating system), we can provide the content configured to the particular handsets."

Mr Wiltshire said the proliferation of devices, none of which was running on a common standard, was making the skill set of the Mnet Group more valuable.

Chief financial officer Barry Porter said while the success of the iPhone had drawn a lot of people into the mobile space, it was not the only game in town.

Importantly, it had caused a positive shift in attitude towards using the internet over a mobile phone.

Mr Wiltshire said the availability of 3G phone networks had also been critical because data provision became cheap.

"We needed data prices to come down, we needed devices to improve and that's been showcased by the iPhone," he said.

Mnet has been relatively quiet while it beds down its merger, but Mr Porter said once its full-year numbers were out and the consolidation largely squared away, it would start to market itself more proactively to analysts.

Meanwhile, it has kicked a few goals since coming together last year.

In April, the company signed a contract to act as the master content aggregator for VHA, making it responsible for supplying, hosting and maintaining VHA's content such as music, games and ringtones.

Last month, it was granted a three-year contract extension with Telstra to provide its ringback tone products.



Mnet's Barry Porter and Horden Wiltshire with examples of their software applications at their Adelaide offices. Pic. Nigel Parsons.

Source: The Advertiser

# Income Protection by Guardian Insurance

Get a free 30 second quote today

guardian INSURANCE™

Quick quote ▶

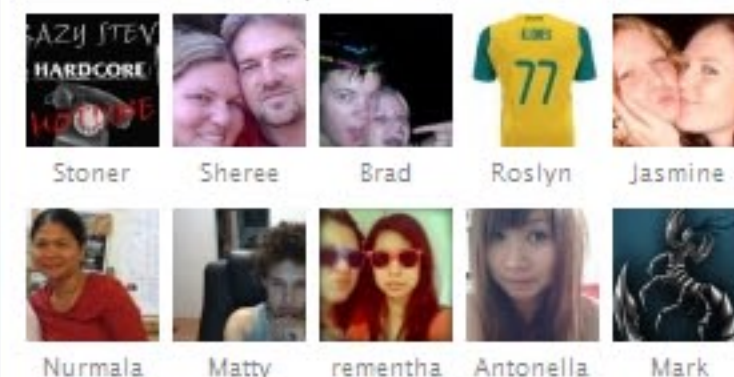
Issued by Hannover Life Re of Australasia. Terms & Conditions apply\*

## facebook

Adelaide Now

Like

Adelaide Now has 8,427 fans



### Recommendations

Login You need to be logged into Facebook to see your friends' recommendations

**Parking inspector fines motorist despite car having no wheels | Adelaide Now**  
207 people shared this.

**Facebook frenzy for choir boy who snoozed during Barack Obama speech | Adelaide Now**  
89 people shared this.

Facebook social plugin

**The Advertiser e-Edition**  
FREE DAILY NEWS  
EMAIL SENT STRAIGHT  
TO YOUR INBOX  
SIGN UP NOW

### SPONSORED LINKS

**Westpac - Low Rate.**  
Pay less with Westpac's Low Rate credit card. Simple.

**Suncorp Insurance**  
Combine 3 or more eligible policies and get a 15% discount.

**Expedia Global Hotel Sale**  
Up to 40% off hotels worldwide - Book at [expedia.com.au](http://expedia.com.au) Today!

### NEWS

More News ▶▶

#### Liddy won't face trial



CONVICTED paedophile Peter Liddy won't stand trial for further sex offences after a judge ruled he couldn't receive a fair trial in this state.

- ▶ **Rebuild plans:** New-look Adelaide Oval unveiled
- ▶ **Claims:** Oval diverts your cash - Atkinson
- ▶ **Racist slur:** Dipper drop-kicked by AFL
- ▶ **Terminated:** DJs' boss resigns over scandal