



Patriots fans can now listen and watch featured video content including post-game player interviews, Belichick postgame press conferences, locker room footage as well as audio feeds from WEEI.

The Patriots mobile video and audio on-demand includes the following features:

- Fast and immediate access to audio and video directly from the phone
- Accessible through standard phone web browsers
- Supports all major video-capable phones (currently over 1500 models in the U.S.)
- User friendly and easy to navigate
- Automatic categories such as most popular, seen today, highest rated

The mobile video market is an exciting one filled with opportunity to expand your viewing audience. Yet an ever growing array of mobile networks, formats and phones fragment that audience. Nellymoser's mobile video on-demand provides a rich and easy way to manage video solution for mobile phones. With an array of features found on most online media players, the Nellymoser solution is simple to create, distribute and manage.

By managing service delivery for Kraft Sports, Nellymoser handles all the mobile channel complexity - from existing infrastructure integration to numerous mobile device standards and media formats. The Nellymoser Platform provides Kraft Sports with a scalable, end-to-end solution for delivering engaging mobile experiences with Patriots mobile video and audio on-demand.

