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## DIGITAL DEALMAKERS

**The player:** Rich Begert, president and CEO of Singlepoint.

**The play:** Singlepoint's technology enables content providers and TV networks to deliver interactive features and video on cell phones on a premium or ad-supported basis. Singlepoint powers the cell phone interactivity for Bravo's "Project Runway," allowing viewers to answer trivia questions and vote via cell phone. They also can receive fashion tips in video form via the cell phone, thanks to Singlepoint's technology.

**The pitch:** Singlepoint provides an end-to-end solution for its

media partners by prepping the video for mobile use, delivering the videos to consumers and managing the mobile messages. Mr. Begert said Singlepoint's secret sauce is its ability to route thousands of messages per second.

**In the mix:** NBC Universal is Singlepoint's biggest customer. Singlepoint handles mobile applications for several NBC Universal properties and will announce additional customers next quarter. Singlepoint also has delivered text messages for Barack Obama's presidential campaign. Singlepoint's competition includes Verisign, Motricity, Telescope and others.



**The numbers:** In the second half of 2007, Mr. Begert said, Singlepoint served 84% of all the interactive TV messages on cell phones in the North America. ■

—DAISY WHITNEY

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