



Headline: **O2 boosts interactive element of second Wireless festival**

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Article details:

Mobile operator O2 is promising to make its second Wireless music festival this June the most mobile interactive festival to date.

The second Wireless festival, announced today, will take place in both London and Leeds featuring Depeche Mode, David Gray and James Blunt.

Mobile will be used to provide interactive services both during and after the event. "This is all part of our strategy to focus on live music and community," said O2 head of music Graeme Riddell.

At the Wireless festival O2 subscribers will gain access to a range of exclusive privileges, including a stage showcasing new bands and multi-ticket purchase discounts.

**The operator has tied up with mobile ticketing specialist Mobiqa to offer mobile tickets for the event, with O2 customers gaining additional priority entry.**

O2's mobile portal Active will provide a range of mobile video content such as backstage gossip.

Mobile interactivity at the event will include text-to-screen, with attendees also able to send video messages to the giant screens by the stage.

"The key is that as many O2 customers as possible walk away from the event with as much content as possible," said Riddell. "We're going to take it much further than any other festivals."

The move follows the operator's partnership with Sony BMG to promote new band, The Upper Room, announced at last week's 3GSM Congress in Barcelona.