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Ole Miss and Hopscotch Launch New Mobile App

Technology offers new fan-engagement capabilities

SEPTEMBER 8, 2016 BY JESSICA EVANS



OXFORD, Miss. — Just in time for the college football season, Ole Miss and Hopscotch, a mobile-technology leader for sports and live events, launched a new mobile app. The Ole Miss Athletics app is free and available for immediate download on the [App Store](#) and [Google Play](#).

“The new Ole Miss Athletics app gives Rebel fans more than just a gameday app. It gives

students, alumni and fans a 24/7/365 connection to the action, the student-athletes and the school they love,” said [Michael Thompson](#), Ole Miss Senior Associate Athletics Director, Communications & Marketing. “Hopscotch has been awesome to work with, and their technology and service is best in class.”

With the new app, Rebel fans receive:

- All-team access: The school’s app is a one-stop shop for all men’s and women’s varsity teams. Fans can select their favorite student-athletes and teams to personalize app content.
- Scores: Fans can access live-game scoreboards, box scores and stats via an integration with Stats.com.
- Schedules: Fans can buy tickets to upcoming home games on their mobile devices via a Spectra integration.
- Fan Zone: Fans can listen live on game day via a TuneIn integration and join in on trivia, polls and contests via a Lodestone Social integration.
- Breaking news: Fans get exclusive videos, articles and photos, plus social streams.

“When it comes to the intersection of fan engagement and technology, Ole Miss is a leader in college athletics,” said Laurence Sotsky, Hopscotch Founder and CEO. “It has been a privilege to bring their vision of a best-in-class mobile experience to life.”

Hopscotch also integrated its mobile platform with DoubleClick by Google for ad serving and SSB for data warehousing and business intelligence. This gives Ole Miss new capabilities to provide each fan a more personalized experience, based on geolocation, app preferences and app behaviors.

As the multimedia rights partner of Ole Miss Athletics, IMG helped to facilitate the relationship.

“We are excited to work together with Ole Miss to develop a great technology solution that will help Rebel fans engage with the school and its athletic programs,” said Stewart Marlborough, Senior Vice President, Head of Digital, IMG College. “Hopscotch offers fans unique content that improves the viewing and game day experiences and, in turn, helps brands connect more directly to the university’s core audience.”

Hopscotch (GoHopscotch.com) is a leader in mobile-platform technology that makes it easy for colleges, sports teams and event organizers to build scalable, affordable mobile apps. The Hopscotch platform combines a feature-rich content-management system with an open-API architecture, aggregating a variety of mobile technologies into a single fan-engagement destination. Hopscotch customers include Auburn, Ole Miss, University of Central Florida and more than 35 sports teams.

IMG is a global leader in sports, events, media and fashion, operating in more than 30 countries. The company represents and manages some of the world’s greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is one of the largest independent producers and distributors of sports media. IMG also specializes in sports training; league development; and marketing, media and licensing for brands, sports organizations and collegiate institutions. In 2014, IMG was acquired by WME, a leading global entertainment agency.

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OXFORD, Miss. – Eleven University of Mississippi students spent their winter break learning about the people who work behind the scenes of the American government in Washington, D.C. Lead by Jonathan Klingler, assistant professor of political science, the students of Pol 391: Applied Politics met not with candidates, but with the people who make candidates’

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U.S. inflation roller coaster prompts fresh look at long-ignored money supply By Michael S. Derby NEW YORK – The amount of money sloshing around the U.S. economy shrank last year for the first time on record, a development that some economists believe bolsters the case for U.S. inflation pressures continuing to abate. The Federal Reserve’s



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