



# Realm Digital launches Sharks fantasy rugby website for Super 14 series

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Realm Digital launched an interactive rugby website this month just in time for the Super 14 series that kicked off on Friday 2 February 2007. Members stand a chance to win various prizes while interacting with other rugby fanatics online. Members also have an opportunity to challenge a panel of Sharks experts in this unique online rugby experience.



The trend of online sporting websites has already attracted many players in the United Kingdom, especially with their passion for football, but here in South Africa, our passion lies within the world of rugby.

Realm Digital launched a rugby website in 2006 for the Tri Nations series and due to its great success a new website has been launched, but this time targeting the Super 14 series, which began on Friday 2 February 2007.

Players need to register on the website and form teams where they can challenge celebrities like John Allan or even their fellow fantasy rugby members within the challenge groups. This website takes one of South Africa's most popular sports and turns it into an interactive online competition. There are cash prizes to be won as well as many other non monetary prizes up for grabs.



Realm Digital is proud to have developed such a technically advanced website ([www.sharksfantasyrugby.co.za](http://www.sharksfantasyrugby.co.za)) targeted at the rugby population. The entire website is content managed as it is built on Realm Digital's Content Management System known as the rdCMS. This comprehensive content management system uses an online Marketing Module to send out e-Newsletters to members to inform them of new challenges. An online database is maintained using the system's Customer Relationship Module (CRM) while the latest rugby news can easily be uploaded with Realm Digital's News Module.

The rdCMS continues to broaden its horizons as it powers websites from the corporate world to the hospitality industry and has once again visited the world of rugby. There has already been a great response from fans from South Africa and abroad who look forward to the Super 14 series now more than ever before.

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