We report on our development of a real-time system to deliver sports video highlights of a live game to mobile videophones over existing GPRS networks. To facilitate real-time analysis, a circular buffer receives live video data from which simple audio/visual features are computed to detect for highlights according to an a priori decision scheme. To facilitate mobile advertising, a separate module runs algorithms to insert content into the highlights. Results from experimental viewing trials show that our prototype achieves a high level of system usability. The system is now under trial over existing 2.5G networks, and several enhancements with new H.264 codec is underway for trials over new 3G networks.