



Watch the votes roll in

Take votes and competition entries with Agile Media's RIDE call termination platform

Reality TV. It's not just the big personalities that get people hooked. It's also the thrill of getting to decide what happens next.



Involve your audience

If your programme gives viewers the chance to vote, call on RIDE to take the effort out of audience interaction. RIDE stands for Recorded Information Distribution Equipment. It's how we describe the tech behind our phone voting and TV competitions system. Viewers can either champion their favourite contestant, or enter a £250k TV audience competition by picking up the phone. And media producers get:

- a share of call revenue
- a vote count
- competition results in near real time
- insight into caller behaviour.

Five reasons to use the RIDE call platform

1. It can answer more than 200,000 calls in a minute

You can set up as many as 30 phone numbers for voting. RIDE instantly records votes and tallies them in seconds. Smaller events can cap calls according to Calling Line Identity if artificial vote skewing is a concern.

2. It is Europe's largest in-network call termination system

The RIDE platform spreads across the UK. This cuts the time it takes to connect and terminate calls. No other EU platform allows more callers to record their votes on one media event. And of course it increases the amount of money you can deliver to the media production company, whether they are in-house or a partner.

3. It will give you moment-by-moment vote and competition call statistics

RIDE presents caller and vote statistics in near real time. Check totals with reporting tools or an automated phone service. Find out what's changed, how many votes have been registered and which regions are engaged.

4. It puts caller behaviour under the microscope

How many votes were cast? How many calls came in each minute? Were any viewers inspired to call more than once? Find out with RIDE's in-depth reporting. It answers all of these questions and more.

5. It's trusted by the UK's biggest shows

RIDE handles viewer interaction for X Factor, Britain's Got Talent, Strictly Come Dancing and Big Brother. And it runs competitions for This Morning, Loose Women, Deal or No Deal and The Gadget Show amongst others. More than 600 media producers and distributors benefit from our network management and round-the-clock support.

Media and Broadcast

Have we won your vote?

Call **0800 731 3050**

email **btagilemedia@bt.com**

or visit **mediaandbroadcast.bt.com**

Offices Worldwide

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