

RIDE Tele-votes: Facts and Figures

BT agilemedia provides 'state of the art' mass voting platforms for Service Providers to support all those involved in the production of participation based TV programme formats. BT RIDE is Europe's leading mass termination platform and has terminated record-breaking levels of televotes for UK broadcasters.

What is BT agilemedia's RIDE call termination platform?

BT agilemedia's RIDE platform is Europe's largest in-network call termination platform. BT RIDE has 40 distributed call handling nodes around the UK, terminating calls as near to their origin as possible, and thus maximising the number of effective calls. Increasingly, BT agilemedia is becoming the preferred supplier for all mass call broadcast events. BT's ability to terminate such huge volumes of calls reflects our significant investment in creating the world's largest voice platform. This has supported record-breaking levels of calls generated by peak time TV shows.

A large televote can generate huge volumes of simultaneous calls in the network. This can potentially result in widespread network congestion with frustrated callers and lost revenue. However, managing and optimising network capacity is where BT excels.

BT RIDE applications have been used by all the major TV shows incorporating a voting or competition mechanic as part of their format. These include: The X Factor, through the service provider Harvest Media, Big Brother (iTouch), I'm A Celebrity Get Me Out of Here (Eckoh), Strictly Come Dancing (BBC Audiocall) and Brainteaser (Intext Media).

Highlighted below are some of the key milestones BT have been associated with in the development and growth of the UK participation media sector.

Our History of Handling Mass Televotes

Since the 1990s, the BT RIDE platform has been used to handle calls for audience interaction through premium rate televoting. The first significant TV event it supported was Stars in Their Eyes in 1996.

Big Brother 4, July 2003

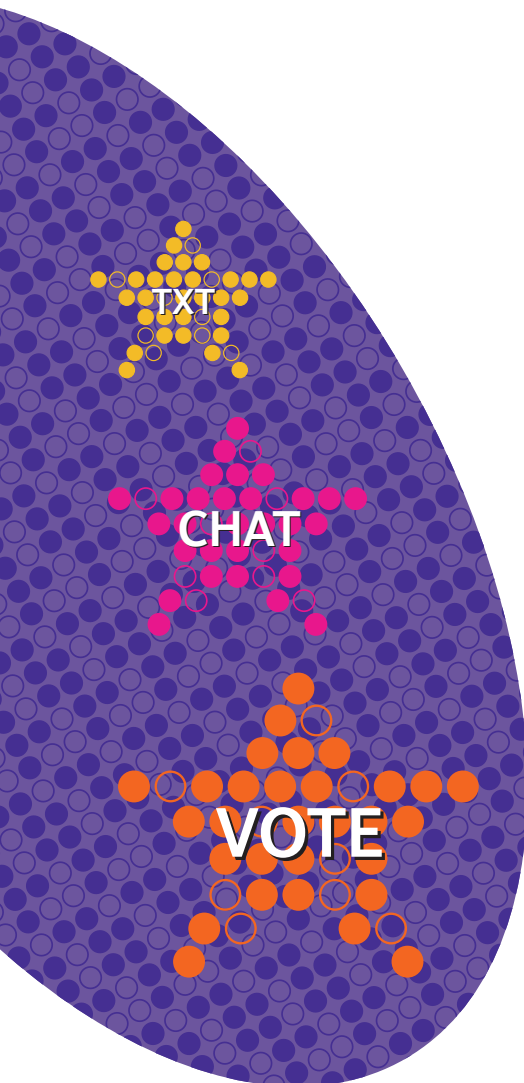
BT's interactive voting mechanism played a key part in the success of the high-profile Big Brother show. The show invited programme viewers to evict one member of the house per week via a televote. During the final, eviction night, a record 106,000 votes were successfully terminated in a single minute.

Pop Idol 2 – December 2003

The clash of the two M's; Michelle and Mark in the final of ITV's Pop Idol 2, demonstrated the viewing public's appetite to actively engage with this type of programme format and to vote for their favourite Pop Idol.

When the lines opened at 19.25 there was a surge in voting which peaked at 20:01 when 144,868 calls were answered in a single minute.

A massive total of 7,739,085 calls were answered by the RIDE platform during this final.



Big Brother 2004: RIDE platform sets a new 'busiest minute' record for a televoting broadcast event

On 6th August 2004 the BT RIDE platform terminated over 153,000 televotes in a single minute during the final of Channel 4's Big Brother. During this minute it successfully terminated an astonishing 2,750 calls in one single second.

Saturday 4th December 2004 – BT RIDE successfully handles 4 huge voting events in one evening

On Saturday 4th December 2004, BT's RIDE platform successfully answered calls from not one but FOUR major TV events: The X Factor, (coordinated by Harvest Media), Strictly Come Dancing (BBC Audiocall), I'm A Celebrity Get Me Out Of Here and Record of The Year (both Eckoh Technologies).

Throughout the evening, BT answered in excess of 4.5 million calls from these four shows.

The X Factor 2004

On the 4th December 2004, during the semi-final of ITV's The X Factor, BT agilemedia smashed the record for the highest number of calls generated in a single minute. At its peak point, over 159,000 calls were successfully terminated in 60 seconds.

December 11th , 2004, Two Tele-vote finals in the same night!

For the first time, two major televote finals: Strictly Come Dancing and The X Factor, were scheduled 'head to head'. That evening BT's RIDE platform successfully handled over 8.6 million votes for both programmes.

February 2005 – BT agilemedia launches its combined mass televote and text platform to support Comic Relief does Fame Academy.

Having been appointed by iTouch to manage telephone and text voting for

this prime-time BBC broadcast, BT agilemedia successfully demonstrated its capability in handling high call volume traffic across a combination of fixed-line and text voting.

Approximately 8.5 million votes were handled on the BT RIDE and SMS voting platforms throughout the series, which ran from 26 February to 11 March 2005.

Saturday 17th December 2005

The finals of The X Factor and Strictly Come Dancing on Saturday 17th December 2005, smashed all previous voting records. Over 12 million calls were answered on the platform which was the highest number of votes ever recorded in a single night. An incredible 190,000 votes were registered in a single minute and at the height of voting, 1 million calls were taken in just 6 minutes.

Find out more about BT agilemedia by visiting

www.agile-media.co.uk

For more in-depth information, call us on **0800 731 3050** or send an email to **info@agile-media.co.uk**



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