

# Overview

BT agilemedia specialises in providing premium rate services and solutions for the participation media marketplace. As part of one of world's leading providers of telecommunications, we are focused on developing innovative applications that will enable service providers, content owners and production companies to maximise opportunities and revenue within the media sector.

## Who are BT agilemedia?

BT agilemedia is a venture within BT supported by BT Wholesale and BT Retail.

Our primary focus is to support the Service Provider community within the increasingly lucrative 'Participation Media' market.

BT agilemedia provides a range of services and applications across premium rate telephony, IVR, SMS and MMS, all of which are supported and backed up by professional campaign management and reporting services.

## Participation Media

Participation Media is a growing phenomenon within the UK that spans a range of services from the established 'chat' market to the mass televote based programmes that continue to attract millions of viewers and voters. These types of services are delivered using premium rated calls or messages, across both the fixed and mobile networks that enable all participants within this value chain to earn revenue from these applications.

Service Providers who work with BT agilemedia can confidently interact with their customers to generate new revenues and develop in-depth customer relationships, knowing their business is supported by a high-quality infrastructure.

Major TV formats embracing the immediacy and value added benefits of participation media include The X Factor, Strictly Come Dancing, Pop Idol, I'm a Celebrity Get Me Out of Here, Big

Brother, Brainteaser and Restoration to name but a few.

## Premium Rate Services

BT agilemedia offers a complete package of services including:

### BT RIDE Platform

BT's agilemedia provides the technology to handle high volume call termination and a network-based IVR capability in the form of our RIDE (Recorded Information Distribution Equipment) platform.

This is the only fixed-line platform in the UK Telecomms marketplace with the capacity and resilience to handle mass call applications and televotes. It has been designed to terminate millions of calls an hour during a single mass-calling event.

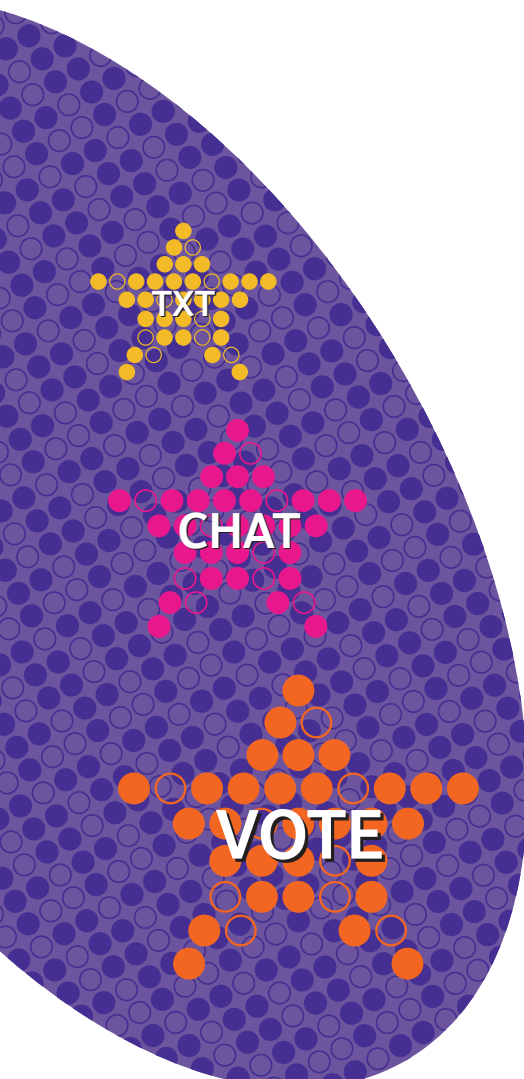
The finals of The X Factor and Strictly Come Dancing on Saturday 17 December, 2005, terminating on BT's RIDE platform, smashed voting records. Over **12 million** calls were answered on the platform which was the highest number of votes ever recorded in a single night. **190,000** votes were registered in a single minute, up 20% on the previous record and at the height of voting, 1 million calls were taken in just 6 minutes. The X Factor is coordinated by the Service Provider, Harvest Media Group and Strictly Come Dancing by the Service Provider BBC Audiocall.

BT accredited service providers can personally event manage a programme through a dedicated web interface to RIDE which allows them to start/stop an event, upload audio files and count the voting statistics in real time.

"Harvest Media Group Ltd worked with BT agilemedia on ITV's The X Factor. During the series, we utilised the BT network to support competitions and voting.

BT agilemedia were chosen as our preferred partner, because their network and voting platform could successfully handle the mass volumes of calls generated by this type of broadcast event."

**Edward Boddington**  
CEO, Harvest Media Group



### Intelligent Network Platform

BT's Intelligent Network platform, 'Horizon' enables customers to create advanced call routing plans, where a 090XX number can be translated to any one of a number of different 'deliver-to' numbers. The platform is designed to provide 99.99% availability and is designed for resilience.

Advanced call routing features include:

- Divert on busy
- Geographic based routing
- Condition based routing e.g. sending calls to an alternative destination if the 1st one is busy
- Pre-set call delivery numbers
- Pre-recorded announcement
- Special date routing
- Day of the week/time of day routing
- Call routing features and number plans can be managed and monitored on a single, web based administration tool, called Inbound Architect.

For greater functionality, BT Architect can be used to design, build and launch new call routing plans. These tools allow real-time change management and performance monitoring. This is also a

powerful tool for the investigation and analysis for any call routing concerns and allow "near real-time" corrective action. Through this service customers are able to calculate and manage their revenue share payments.

### International Premium Rate Services

BT agilemedia offers premium services in Europe. BT agilemedia customers can terminate calls in the UK originating from Belgium, Germany, Ireland, Holland and Spain – out payments are in £ Sterling. In addition, customers can also create UK originated Premium Rate Services that can be terminated at a designated overseas destination.

### Televote

The Televote service is being used by TV broadcasters to support game shows, reality TV, entertainment, news polling and charity events. By using BT's Televote service for high volume television, radio and print based voting and polling, you can be assured that your customers' votes are counted thereby maximising revenue from this type of activity.

Televote minimises the risk of your service "losing" calls, calls becoming "ineffective" or the service failing during a high profile

event. The ability to maximise throughput results from having a consistently high capacity within the network with 40 vote counting "nodes" set up throughout the UK.

### Mobile Services

BT agilemedia provides a range of mobility services to support content delivery, interactive services and marketing campaigns. Our aggregation and termination platform incorporates a range of market-leading mobile services with flexible, easy to use functions including integrated charging and campaign reporting tools – this platform enables high volume voice, SMS and MMS services to be quickly and efficiently rolled-out.

### BT agilemedia – a trusted partner

Customers can be secure in the knowledge that BT agilemedia clients' out-payments will be reliable, guaranteed and prompt.

With the passion and infrastructure to deliver as many effective calls as possible for our participation media clients, BT agilemedia is the ideal partner to work with.

Find out more about BT agilemedia by visiting

[www.agile-media.co.uk](http://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](mailto:info@agile-media.co.uk)



### Offices worldwide

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'When supporting the BBC's Strictly Come Dancing Show, we found the BT agilemedia team to be very knowledgeable, helpful and prompt in their responses to our detailed requirements.'

'In addition, the web interface, which provided audience voting figures, was integral to the success of the programme, as it allowed the producers to announce each week's result in real-time.'

**Mark Humphries**  
Sales Manager, BBC Audiocall