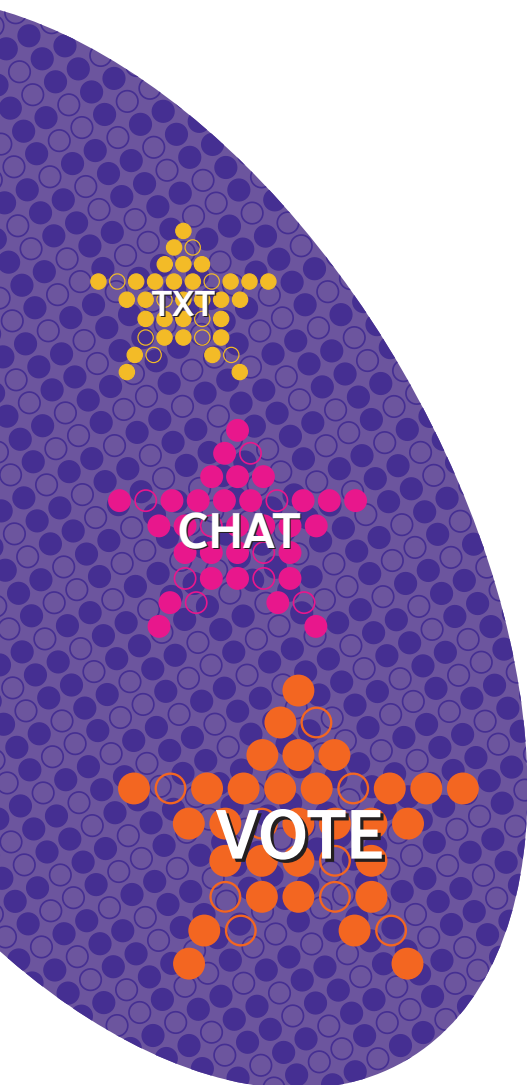


Mobile Competitions

BT agilemedia now provides a range of mobile competition services to support content delivery, interactive services and marketing campaigns. Our dedicated message aggregation and termination platform incorporates market-leading mobile services with easy-to-use functionality, bringing you the reassurance you've come to expect from the UK's largest telecommunications company.



“We needed a flexible and robust text service to cope with the many thousands of texts that we receive each month from our listeners. BT agilemedia and Eckoh Technologies have provided Virgin Radio with an enormously versatile portal that fits our requirements perfectly, so we can concentrate on producing a great radio station.”

James Cridland, Virgin Radio

**Head of Strategic Development,
New Media**

Mobile competitions

Increasingly, TV shows, newspapers, radio stations and brand promotions run competitions using SMS in conjunction with traditional phone entry methods. This is seen as a way to engage more directly with audiences, increase revenue opportunities, reduce audience churn and gain better insight to audience behaviour.

BT agilemedia's experience in providing both voice and mobile participation media services confirms that these work very well together in campaigns or broadcast events. Since the demographics and behaviour of mobile users generally differs from those who use landlines to interact with the media, the opportunities to interact are extended.

For this reason, TV companies are now experimenting with ad-break competition vignettes as well as in-programme promotions and competition services with great success. BT agilemedia's experience of running mobile votes together with our range of flexible mobile services is helping them to generate new revenues.

Our competition services

Our mobile services are accessed through our 'state of the art' online application portal, providing a one-stop solution for competition needs. We offer a range of competition mechanics, including:

Multiple choice competitions

Most of the current services in the media use this simple mechanic, ie 'Answer A, B or C to the following question, and send your answer to 8XXXX'. Our platform has the capability to handle all the correct, incorrect and invalid messages (ie those that don't adhere to the instructions), pushing the messages into pre-determined categories for future processing and sending back replies as required.

Customers can configure all charging and branding of the messages directly on the platform, including advanced features such as blocking specific numbers or limiting the number of entries.

Quiz games

This allows customers to run multiple-question quizzes and create winner communities to which prizes can be distributed, either via a tombola (first come, first served) or by prize draw. They also have direct control over other features such as access using PINs, limiting the number of plays and deciding if players should be blocked from the quiz if they get a question wrong. The quiz game is a great way of creating a complementary interaction to a sport or entertainment TV show.

Hi-lo auctions

Our Hi-lo auction mechanic and interface is one of the most advanced available today. This popular service is a great way to stimulate interaction and keep

customers engaged long after they have left the primary media channel.

The service lets you run lowest or highest unique bid mechanics and choose options such as bid reserves, ceilings and number of allowable bids. The online interface enables you to view the best bids and report on bid history to enable quick decisions on winners.

Prize draws

This simple service enables you to choose winners at random and make choices such as how many prize levels are to be used and how many prizes at each level are on offer.

Prize draws can be attached to other services, such as competitions or simple database-builders, by importing a community of numbers which have been collected by other means such as post or email. Prize draws can be run automatically either at the end of a competition or manually, at a later date, when the entries have been verified. Winners can be automatically notified by SMS or they can be contacted offline by phone or email.

Key benefits of the agilemedia service

- **Rapid deployment** – Services can be implemented in a matter of minutes so you start earning revenue immediately.
- **Puts you in control** – the portal's web interface allows you to manage the campaign or event and keep in touch with consumer behaviour through reporting and analytic tools.
- **24/7 Support** – our operational team is available to help you set up services and can provide support throughout the event.
- **Guaranteed payment by BT** – We'll guarantee payment within 60 days for all successfully received messages.

Delivering mobile solutions

BT agilemedia has a proven track record for delivering innovative functionality and services with rapid turnarounds. Past successes include:

- **Comic Relief Does Fame Academy** – text voting
- **Big Brother 6** – text voting
- **Live 8 Africa Calling** – ticket applications by text.

In all of these cases, working to very tight timescales, we delivered great solutions – in the case of Live 8, within just 24 hours.

Commercials

BT agilemedia offers volume pricing without volume commitment. Our simplified pricing and first-rate commercials give you clarity on the actual and anticipated revenue. We offer competitive out-payments on all successfully billed messages, so you can easily forecast revenue and predict cash flow.

Contact us to discuss your ideas and see how we can help you turn them into revenue-generating opportunities using our wide range of premium rate services.

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



Offices worldwide

The telecommunications services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract. BT and the BT logo are trademarks of British Telecommunications plc.

© British Telecommunications plc 2005.
Registered office: 81 Newgate Street, London EC1A 7AJ
Registered in England No: 1800000
Produced by BT Group
Designed by Westhill Communications