



## Creating the next generation of interactive broadcasting with IMImobile

Over 53% of UK adults are now media multi-tasking while watching TV or listening to the radio. As this trend continues to develop, interactive real-time audience engagement has become a key differentiator in engaging and retaining an audience. Responding to this trend, Orion Media, the most listened to radio broadcaster in the UK Midlands, has signed a partnership with IMImobile to use its market leading multi-channel audience engagement platform, DaVinci Social, to create a more interactive experience across all of their 8 radio stations.

Due to our strong heritage of working alongside broadcasters and media companies for over 15 years, we have built an understanding of audience behaviour and the potential that the mobile and social channels have for broadcasters to increase audience engagement. IMImobile recognised the need for broadcasters to have an unrestricted view of how their audience is interacting with them across the social and mobile landscape. All of this led to the development of the DaVinci Social platform.



### DaVinci Social

The market leading platform for TV & Radio broadcasters to curate, analyse and distribute mobile and social media content to increase audience engagement.



DaVinci Social is the market leading multi-channel audience engagement platform, providing all the tools needed to build and maintain relationships with an audience base. The platform is structured around the 4 key building blocks (content, interaction, campaigning & audience analytics) that ultimately drive audience engagement and participation.

- **Content Curation & Audience Interaction**

With a clutter free format and customisable inbound content streams, the Curation Dashboard gives an unrestricted view of audience interaction over multiple social and mobile channels. The console enables for the curation, augmentation and distribution of content and one-to-one audience interactions across SMS, MMS, email, Twitter, Facebook, YouTube and Instagram.

Definable user privileges give broadcasters complete control over the production chain. The staff member's responsibilities and position in the production chain will determine platform feature availability. Teams can sort through inbound content, but the producer will decide on what content is pushed into the live audience environment to create meaningful interactions.

- **Campaign Management**

The Campaign Console within DaVinci Social enables broadcasters to create, deploy and manage free to user or premium rate competitions and campaigns, such as votes, polls and quizzes. The seamless nature of which broadcasters can go from campaign creation to audience reaction on social media enables them to proactively change campaign parameters to maximise response rates.

- **Audience Analytics**

The Analytics Module provides in-depth audience profiling and the tools required to measure campaign performance, trends, reach, sentiment, engagement levels and preferred audience channels. It allows broadcasters to identify behavioural patterns and adjust programming formats.

The cloud-based, self-serve platform empowers broadcasters to harness the conversational nature of social media and the ubiquity of mobile to ultimately build and maintain their audience base.



As broadcasters are also faced with the challenge of monetising their audience base to strengthen new and existing revenue streams, they need to adopt new ways to monetise their programme formats. IMImobile has a track record of helping broadcasters utilise mobile payment solutions such as PayForIt and Premium Rate SMS. With direct integration into all UK operators, IMImobile is the ideal partner to deliver a one-stop shop solution to maintain, grow and monetise audience engagement in today's multi-channel centric broadcasting landscape.



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