

Broadcast Services




Inter>act.

Interact with your audience – the mobile opportunity for broadcasters



trusted to deliver™



Delivering your messages around the world

The adoption of mobile phones has exploded globally and, most notably, in the developing world, where mobile phone ownership far outweighs other forms of digital media including the internet, access to which is still limited and expensive.

- How will broadcasters take advantage of this global communications phenomenon?
- How do broadcasters effectively utilise the widespread penetration of mobile phones in their target countries?
- How can broadcasters use the mobile phone to communicate directly with their audience?

Many media organisations already use the mobile phone as a convenient way to talk to their audiences. SMS texting, one of the core mobile phone functions, is at the heart of this audience engagement. SMS texting allows for a secure, two-way personal dialogue between broadcasters and their global audiences.

Mobile phones lead the conversation

The mobile phone is playing a key role in this growing conversation. It is the communications tool for the 21st century even in countries with high broadband penetration.

Inter>act. Stay closer to your audience

Babcock's **Inter>act.** mobile SMS text service complements your existing radio broadcasts, allowing you to communicate on a one-to-one basis with your audience. This is a powerful communications tool that facilitates interaction with your listeners and promotes a sense of community and connection amongst global audiences.

Inter>act. offers many benefits to broadcasters

- **Interaction with global audiences** – direct feedback in real time from your listeners via SMS enables you to produce content that meets the needs of your audience, resulting in the best use of production resources. Proof of listenership can help to secure critical funding
- **Easy-to-use web-based portal** – effectively manage your listener database, and set up and deliver your messages using Babcock's online portal. Built in controls ensure messages and costs can be strictly monitored and controlled
- **Cost effective service delivery** – our approach to partnering with our service aggregator ensures a competitively priced service, with bulk discounts being passed onto all our customers
- **Global availability** – the global coverage you would expect from Babcock with **Inter>act.** available through over 500 mobile network operators across 180 countries worldwide
- **Single supplier support** – benefit from resource and cost savings by working with one supplier to deliver all your analogue and digital content



Why choose Babcock?

With a broadcast heritage spanning 70 years, Babcock is the trusted partner of choice of some of the world's leading broadcasters.

- **Trusted to deliver** broadcasters' content for over a decade, we adopt broadcast industry standards for all our mobile and digital media services
- Babcock specialises in **reducing the risk to the broadcaster**, taking full responsibility for the delivery of your content to audiences globally
- Our **state-of-the-art IP-based technology** with automated workflows provides cost benefits and results in higher availability
- With Babcock you are guaranteed **high standards of customer care** and operational support

We understand that creating quality content is a highly skilled and expensive process. Yet all too often the broadcasters message is failing to reach its largest possible audience. Our range of digital media services ensure the maximum audience for your valuable content.

Complement existing broadcasts with Inter>act. applications

- **News alerts** – send news direct to your audience when they need it
- **Audience feedback** – receive content or audibility feedback direct from your listeners
- **Programme trailers** – promote your programmes, announce special guests or additional programming
- **Follow up information** – reinforce your on-air programmes with pre or post transmission information
- **Frequency or programme change notification** – ensure audiences are ready to listen to your programmes
- **Crisis communications** – deliver vital messages to your audience in times of need

Inter>act. features

Sending messages

- Send messages as plain text (160 characters) or Unicode (70 characters), longer messages can be sent and will be charged as multiple messages
- Include WAP links in the message, so you can direct users to your website
- Schedule messages in advance for your convenience
- View message charges before sending to avoid surprises in your invoices
- Send and receive messages using country-specific shortcodes for easier audience recall, or use more cost effective international long numbers

Receiving messages

- View received messages in near real time so you can respond while on air
- Use key words to direct received messages for easier management. Track messages as Read or Unread to ensure you don't miss any of your valuable audience feedback
- Send automatic responses to messages from your audience so they know their voice has been heard

Managing contacts

- Store your database of contacts online and organise them into groups and subgroups to help to segment your audience and target your messages
- Add contacts to the database either through importing in bulk as a .csv file, through manual addition, or automatically as your audience text in to subscribe, giving you flexibility and saving you time, while allowing your database to grow
- Quickly search for contacts by mobile number, name or email (optional), or date range when added
- Easily identify and automatically suspend mobile numbers which consistently fail delivery against a threshold set by you, in order to save you money

Reporting

- View reports on sent messages and delivery status
- Track received messages in real time and for audience analysis
- Keep across message spend through billing reports
- All reports available for export as .csv files for any analysis you may need

Contact details

For further information regarding Babcock, visit our [website](#) or contact us directly on the numbers listed below.

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