



Wall to Wall to use IMImobile's Presenter Tablet Module for "That's Britain!"

- New BBC One live studio show with Nick Knowles and Julia Bradbury
- Presenter Tablet Module, part of IMImobile's Multi-Media Console to allow audiences to participate in real-time via Facebook and Twitter
- Interactive Word Wall allows viewers to email in and participate live during the show

London, 1st December, 2011 – Wall to Wall (a Shed Media company), the world's leading producers of factual and drama programming, is using IMImobile's Presenter Tablet Module (PTM) on its new live studio show for BBC One. The technology is a recent extension of IMImobile's Multi-Media Console (MMC) and is visibly used on the show 'That's Britain!' which first aired on the 23rd November 2011.

The MMC provides broadcasting and production companies with a seamless way to aggregate audience content across a range of digital streams, including Twitter, Facebook, SMS, MMS, Email and Apps in one single platform. This allows broadcasters and production teams to edit user generated content and then publish through a variety of different channels to drive viewer engagement.

The Presenter Tablet Module, tailored for latest tablet devices, will allow Nick Knowles and Julia Bradbury to see all of the pre-selected messages chosen by the Wall to Wall production team. The messages, that vocalise the key issues that have been annoying the British public, are pushed from the MMC to the tablet that is connected to a WiFi network, via a web interface. This allows the presenter to read out viewer comments live on air.

'That's Britain!' is the first show to use the Presenter Tablet Module within a live format. It directly connects the presenter with the audience. The presenter also has the option to engage with viewers in real time via social media channels such as Facebook and Twitter .

Kat Hebden, Interactive Producer at Wall to Wall comments: "That's Britain! presented us with the perfect opportunity to invest in this new technology. With consumer opinion central to the show, it was crucial that we had a platform to hand which would aggregate all incoming messages from viewers, yet be accessible and easy to use for the presenters."



“The MMC forms a wider part of our media and broadcast solutions. The use of tablet devices on TV shows is a growing trend that will soon become commonplace. With the Presenter Tablet Module production companies such as Wall to Wall can streamline content aggregation and focus on creating a real-time audience engagement where messages are put to air almost instantly,” said Jay Patel, Managing Director at IMImobile.

Another interactive element of the show is The Word Wall system that is designed to automatically gather words from the subject line of emails sent to a specific email address, provide editorial control of the data gathered, and present the words in the studio by means of a graphic shown on a large video screen. The words are presented in such a way that those which feature most frequently in the received emails over a given period are shown in the largest typeface on the graphic. The remaining words (up to a production-specified number) are displayed in descending sizes, arranged to fit together in a pseudo-random "cloud" arrangement on the graphic. The system provides the means to animate from a graphic assembled of past data to one assembled using more recent data.

“The Word Wall is a great way for audiences to participate during the show in real time, get their voices heard and initiate discussion about certain topics. The subject matter of the show relies on audience interaction, particularly within a live environment so we’ve really pushed this element within the show,” said Kat at Wall to Wall.

The show also runs an SMS vote asking viewers if they would pay to bring back obsolete jobs to make Britain a better place, such as milkmen or bus conductors. The results are presented at the end of each show.

Editor’s note:

That’s Britain!’ airs on Wednesday nights at 7.30pm on BBC One.

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About Wall to Wall

Wall to Wall is one of the world's leading producers of factual and drama programming. We have a global reputation for quality and innovation.

For more than 20 years we have been supplying broadcasters around the world and our programmes and formats have sold in more than 100 territories.

Our productions range from high-end event specials to high-volume output for digital channels spanning every genre from science and history to factual-entertainment and drama.

Wall to Wall's productions have won almost every major international television award and we regularly top UK trade magazine polls as the company rated most highly by our peers.

Wall to Wall is part of the Shed Media Group. All Wall to Wall and the Shed Media Group's programme and format sales are handled by Warner Bros. International Television Production.

For more information visit www.walltowall.co.uk

About IMImobile

IMImobile is a global technology infrastructure and solutions provider to mobile operators, media companies and enterprises with over 600 employees and a global presence across Asia, Europe, America and the Middle East.

The IMImobile product and service portfolio is built on a core modular service platform called the DaVinci Evolved Service Platform hosted in the cloud. The platform provides the foundation to enable a mobile marketplace and to run a range of next generation mobile internet services and enterprise grade CRM, messaging, rich media, marketing and analytics solutions.

IMImobile is working with over 100 Blue Chip companies and its services reach over 900 million people in over 60 countries. IMImobile's operator customers include Aircel, Airtel, BSNL, Meteor, Millicom, Mobitel, MTN, Reliance, Tata, Telefonica, Virgin Mobile and Vodafone. IMImobile's media and enterprise customers include BBC, Star TV, Reuters, Yahoo, Google, EMI Music, Universal Music, Sony and Warner Music, The AA, Centrica and E-ON.

For more information visit www.imimobile.com



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