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New generation of radio auctions

Mobile messaging specialist Piri has announced a new round of its popular lowest unique bid auctions for 2010. The launch follows its most successful year yet with more than 40 radio stations participating in 2009.

The quarterly, two week-long auctions are open to all commercial radio stations and Piri offers a unique service for those who take part. This includes prizes valued at up to £20,000, and auction microsites branded to individual stations. The customised sites, which can be accessed via a link from each station's own website, provide listeners with all the details they need, including information on prizes, how to play, and terms & conditions.

Piri also provides script templates for talk ups; winner details within five minutes of the close of the auction; winner audio distributed across all stations by email; prompt revenue payout following the close of each round; and clear statements showing all transactions.

Lee Bowden Managing Director of Piri said "Our radio auction service for 2010 provides an unmatched level of sophistication in terms of the quality of prizes, promotional material and operational support. It is tried and tested and a valuable source of additional content and income for radio stations."

This year's Piri auctions will take place in March, June, September and November.

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Notes to Editors

Founded in 2006 by media expert Lee Bowden (ex Mirror Group Newspapers and Northern & Shell) and computer software engineer Jay Puddy (ex IBM), Piri is a specialist provider of mobile communications technology.

It established its reputation initially by delivering bespoke mobile messaging solutions to publishers. Building on this success it has now developed its service for a number of sectors including education, retail, radio, TV and local government.

In addition to its radio auctions, Piri provides Piri Live, an online interface specially designed for radio stations and broadcasters. It enables them to see text messages arriving in real time from listeners; prompts DJs about voting or competitions; and picks winners for competitions. Piri Live also provides opportunities for broadcasters to carry appropriate advertising messages in return texts and to collect valuable listener data.

Piri is expert at supplying effective mobile messaging solutions to large multi-layered organisations with complex communication needs, as well as to smaller scale SME operations. It handles traffic volumes of more than 500,000 text messages a day between its clients and their customers.

Piri's clients include:

In publishing: Future Publishing, Dennis, Blue to Green in association with the Daily Telegraph, The BBC, Newsquest, Loot, The Big Issue, Ministry of Sound;

In retail: The Carphone Warehouse, Specsavers, GAME and BetterBet;

In B2B: Opal Telecom, Guardian Financial Services, MediaEdge:CIA;

Global brands: Wembley Arena, Nintendo, Xerox;

In the public sector: Bristol City Council, University of Central Lancashire

In the media: ITV and over 40 radio stations nationwide.