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New Text Deal for Town & Country Broadcasting

Mobile messaging specialist Piri has signed a new deal with Town & Country Broadcasting.

The six Welsh stations owned by Town & Country Broadcasting, join the CN and Tindle Radio Groups who already use Piri Live in all studios across their 16 stations.

As well as adding a valuable mobile text response mechanism for advertisers, the stations are all using Piri Live for 'text the DJ', text voting, text competitions, and receiving pictures for display on the station websites.

Martin Mumford, Managing Director at Town & Country Broadcasting, said "We've worked with Piri using text on specific projects for some time now, so we know that it is popular with listeners. Introducing it across the board gives us a cost effective way of improving our offering to listeners and advertisers. Piri Live is relatively inexpensive and gives us a high level of data analysis, so we can monitor results at individual programme, ad and station level, as well as for the group as a whole.

Lee Bowden Managing Director of Piri said "Mobile provides an effective and affordable way for broadcasters to improve their services. Their audiences get the convenience of instant interaction wherever they are listening, and the radio stations get effective marketing tools, which add to the bottom line for them and their advertisers."

Piri Live is a unique 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.

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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 retail, radio, TV and local government.

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 media: ITV and over 50 radio stations nationwide.