IMImobile and zeebox Partner to Drive Deeper Social Media Audience Engagement for Live TV Shows

IMImobile announced the integration of its Multi-Media Console (MMC) within the zeebox “SHOWTIME” platform.

IMImobile’s platform provides broadcasters with a seamless way to aggregate audience content across a range of digital streams, including Twitter, Facebook, SMS, MMS, email and apps. This allows the broadcaster to edit, curate, and then publish user-generated coverage through the ground-breaking zeebox second-screen experience to drive viewer engagement.

The initial co-operation was to help to successfully drive audience engagement during Sky 1 HD’s flagship entertainment show ‘Got to Dance’, where, the IMImobile platform was used to aggregate, moderate and republish all audience interactivity onto a “Social Wall” in the live studio. IMImobile worked closely with zeebox to design and host all of the creative for the “SHOWTIME” environment within the zeebox application. This included the live broadcast “Social Wall” for each of the acts performing on the weekly shows, as well as additional information on the presenter, judges and act biographies.

Jay Patel, Managing Director of IMImobile, says, “zeebox are leading the way in second-screen audience engagement, and how to utilise social media for TV. We look forward to working with zeebox and broadcasters globally to drive audience engagement, and to create new, innovative formats that put content at the heart of a show.”

Anthony Rose, zeebox co-founder and CTO, added, “All broadcasters and programme makers want to engage with their audience via social media to create more real-time engagement. The zeebox application changes the way users experience TV, connect and share content with friends. We are delighted to be working with IMImobile to integrate its technology platform, which will allow us and our partners to manage and republish audience content into the zeebox application.”

For more information visit www.imimobile.com [1]

Posted by Janine E. Mooney, Editor

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