



### **Harvest Media Group to manage voting for last series of Big Brother**

Harvest Media Group (HMG) today announces that it has been appointed by Channel 4 to manage voting for Big Brother's last series which starts this week.

HMG will deliver a number of services including vote management using the BT RIDE platform and also viewer comment lines.

Big Brother was one of the first transformative reality TV series and has run for over ten series.

Amelia Wilson, Channel 4's Audience Interaction Manager said, "The interactive elements of our brands are vital and we're glad to be working with Harvest who have great experience in live event management. The success of our interactive formats, including Big Brother, relies on having great partners like Harvest."

Edward Boddington, HMG's CEO said "It's a great honour to be working with Channel 4 on the last series of Big Brother and we look forward to delivering a comprehensive and great service."

Harvest Media Group is a participation TV market leader in both the UK and also the US where it owns Telescope Inc. The group manages interactivity for a number of well known brands including American Idol, The X Factor and Britain's Got Talent. It has also developed its own technology platform in the US called Target.

Channel Four is owned and operated by Channel 4 Television Corporation and enjoys almost universal coverage in the UK and a significant share. It has been a pioneer of entertainment formats including Big Brother, Countdown and Deal Or No Deal.

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