

Voting Records Smashed during TV Shows finals

The finals of The X Factor and Strictly Come Dancing on Saturday 17th December, both terminating on our RIDE platform, smashed a number of records:

- The total number of votes, over 12.5 million was the highest ever for one night
- 190,000 votes were registered in a single minute, 20% up on the previous record
- Votes reached the 1 million level within 13 minutes of the lines opening
- At the height of voting, 1 million votes were taken in only 6 minutes.

Unsurprisingly we had two very happy customers.

Edward Boddington, CEO Harvest Media Group commented, "Yet again, BT's RIDE platform has exceeded expectations. The additional investment in capacity, functionality and resilience is allowing the industry to be bolder in executing interactive formats. Service Providers need the full support of back-end infrastructure suppliers like BT in order to satisfy the increasingly demanding and innovative requirements of Broadcasters and format owners."

Bev White, Broadcast Account Manager, BBC Audiocall added,

"Saturday 17th December was a very busy voting evening and we know that BT's RIDE platform is designed for high volume televotes. Strictly Come Dancing delivered performances way ahead of all forecasts for the series and we are very pleased with the way the service ran."

The X Factor is handled by service provider Harvest Media Group and Strictly Come Dancing is handled by BBC Audiocall.