



The Mobile Handbook For Broadcasters

10 ways radio and TV stations can use mobile to interact with the audience and generate revenues



Are you mobile?

This booklet includes 10 ideas to increase revenues and improve the loyalty and interaction with your audience, through mobile services.

Mobile is a powerful way for broadcasters to interact with their audience. More than 50 % of Afghans have mobile phones, and on average, Afghans spend more than 6 USD per month on their mobile phone usage. By implementing mobile services in your radio and TV shows, some of that spending can become your revenue – while at the same time, interacting directly with your audience.

This booklet is for your inspiration. Ultimately, as the broadcaster, you are the expert, and you know what your listeners or viewers want. Paywast is Afghanistan's largest provider of mobile media services, and we have the expertise and technology to convert your mobile plans to reality. Call or email us for more information on how we can help you connect with your audience through mobile.

Regards, Paywast



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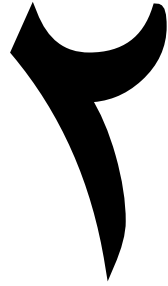
Music Requests

There are a large number of music shows on air each day, on radio and TV – many of them are live broadcast.

Improve your live music shows by accepting music requests on SMS from your viewers or listeners. Music requests can be premium charged to generate revenue share for the station.

In 3 steps

- The service is promoted before and during the show, e.g. "Send your music request to 729 and have your favourite song played on the show"
- Music requests received on SMS will be displayed on a PC in the production studio
- Producers pick the best music requests to play on the show. The sender of the SMS can be endorsed, e.g. "This song is requested by Mohammad from Herat"



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Live SMS Chat

Do you have idle TV air time in the late or early hours of the day? Looking for a way to fill it out and monetize it with little or no up front investment? Live SMS Chat is an efficient way to do it.

Live SMS Chat can be fully automated, and requires only a minimum of human involvement. All you need to do is promote it, and you will start to make revenues from your slow hours.

In 4 steps

- Allocate anything from 1-12 hours daily for Live SMS chat, e.g. from 10PM to 6AM.
- Encourage viewers to send their chat messages to your shortcode. This can be charged at e.g. 5 AFS
- The live chat messages will be displayed in real time on TV. This will allow viewers to chat anonymously and have their messages appear on TV
- Live SMS Chat can be moderated to avoid spam and abuse



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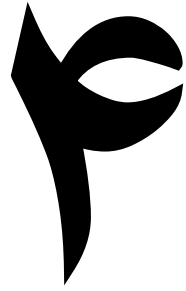
SMS Voting

Which opinion is better than the one of your audience? Do you have a talent show, a talk show, a live debate or other shows that can benefit from the opinion from your listeners or viewers? Allow them to be part of it by offering live SMS voting.

If your show is on TV, the voting results can be presented on the screen, in your own graphics, with real time results.

In 3 steps

- Prior to the show, decide on the voting options. Typically, 3-5 different options get the best results
- Before and during the show, encourage your audience to send in their vote through SMS
- The voting application will collect the voting SMS messages, generate the results and display them in a graphical diagram



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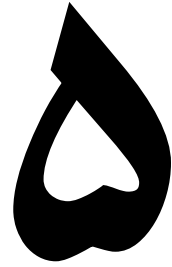
Breaking News

The broadcast market is more competitive than ever before. You are fighting to gain the loyalty of your viewers and listeners. Once you have it, you need to keep it. Breaking news on SMS can help you reach out to your audience as often as you like, offering relevant information.

When people subscribe to your breaking news service, they will keep getting reminded of your station every time they get your news SMS.

In 4 steps

- Decide on the overall theme of your service. It can be general news, weather, or anything else that is relevant to your station
- Encourage people to subscribe to your service on your radio or TV station
- Listeners and viewers subscribe by sending an SMS to your shortcode
- Send messages to your breaking news groups as often as you like



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Audience Feedback

Reporters and researchers work hard to create content for your TV or radio station. But who better to add value than your audience?

Make your shows come alive by inviting listeners and viewers to send their feedback, opinions and questions by SMS, directly to the show. Messages from audience can be evaluated and included by the producer or show host, or displayed directly on the screen.

In 4 steps

- Prepare to either ask your audience a specific question, or let them comment freely on anything they like
- Prior to, and during the show, encourage viewers and listeners to share their feedback on SMS, through teasers and voice overs
- Audience send their feedback through SMS in English, Dari and Pashto to your shortcode
- Received messages will be received and can be accessed on a web site and/or displayed directly on the TV screen



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Talent Shows

If any single content format has shaped the broadcast entertainment market in the last decade – it's talent shows. Internationally, a number of franchises have been very successful – and one of the reasons for this is audience participation.

Allowing your viewers to vote in your talent show is a must. It creates a sense of affiliation between the participant and the viewer, and it is an efficient way for the broadcaster to generate revenues.

In 4 steps

- SMS voting must be an integral component in the planning of your talent show. Decide early on how you want your audience to vote
- Allow participants in the show to promote voting for themselves on social media and other channels. This will increase viewership, votes and revenues
- Collect votes continuously – not just during the shows. Viewers will vote whenever they are encouraged to do so – this can be any time of day
- Display voting results all the time during the show. This increases excitement and votes



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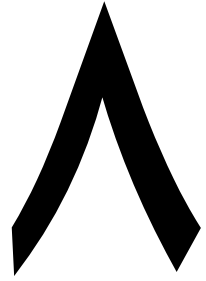
Hit Lists

If your radio or TV station is focusing on entertainment, music is probably an important element in your programming. Whether it's local, regional or international music, making and maintaining music charts and hit lists generates excitement and loyalty.

Let your audience decide the weekly hit list by voting through SMS. The hit list will be ranked based on votes for the current popular music.

In 5 steps

- Plan your hit list show to include SMS voting by assigning every song with a unique ID
- Encourage your audience to vote for their favourite song by sending an SMS with the unique ID of the song to your shortcode
- The hit list application will automatically rank the music based on incoming votes
- Publish the hit list in your shows and on the Internet.
- Use the hit list to decide what music to play in the next week



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News Tips

You don't have reporters in all corners of the country? No problem! Your audience can be your most important journalists, by sharing news tips with you, through SMS and phone calls.

News tips from audience can boost your news coverage, and is a valuable activity to help you reach out geographically where you have not previously been able to.

In 4 steps

- Encourage your audience continuously to send news tips through SMS
- In addition, you can set up an automated phone line (IVR) to automatically record news tips from listeners and viewers calling you
- Editors will process and evaluate incoming news tips several times daily
- Sincere news tips can be followed up by editors, and covered in your news and current affairs shows

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Sports Updates

When you cover a live sports event, you want to get the results as well as the analysis of the game out to your audience as quickly as possible. What if you could send out the latest sports results to your audience on SMS, in near real-time?

Allow your listeners and viewers to sign up for a sports update for their preferred sports, and send them the latest results from games and matches around the world.

In 4 steps

- Create an SMS list for the various sports you want to cover – cricket, soccer, boxing, etc.
- Allow your listeners to sign up for sports updates for one or more of their preferred sports
- Send results on SMS from any game or match in the categories you cover
- Make sure to send extra notifications when you cover sports live on your radio or TV station, to make sure the audience will tune in



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Live Events

Looking to make your live events interactive? Use mobile to engage your visitors and share their thoughts through SMS.

Display your visitors' messages on TVs or projector screens, and stream them directly on TV, radio and social media. This will add a new dimension to your live events, and can be used to generate loyalty and increase visitor satisfaction.

In 4 steps

- Decide in advance how you want to publish your visitors' SMS input – on live screens, TV, radio, social media and other channels
- Encourage your visitors to share their thoughts on SMS through offline promotions and SMS notifications
- The Live Event application will stream the incoming SMS directly to your screens and channels
- Incoming messages can be filtered to avoid spam and abuse

Promoting mobile – 3 quick tips

- 1 The key to engage your audience with mobile services is information and repetition. Refine your communication to make it easy for the audience, then repeat, repeat, repeat.
- 2 When launching your mobile services, focus on volumes more than revenues. Encourage your audience to participate as much as they like, even if it means charging less. As loyalty goes up, you can increase your price points.
- 3 Make mobile an integrated part of your strategy. By focusing long-term on quality content that includes mobile services and interaction with your audience, you will succeed with your mobile services

