



I'm a Celebrity!...Get Me Out of Here!

Objective

- Granada needed an SMS voting platform to process massive volumes of both inbound and outbound text messages for its highly popular 2003 I'm a Celebrity!...Get Me Out of Here! – all within the tight timeframes of the live broadcast. They needed a system which had speed, reliability and capacity.

Solution

- Broadsystem built a specifically designed text messaging system for Granada which was a unique, state of the art transactional SMS voting platform. We channelled all votes through this platform, which was capable of handling 15,000 messages a minute.
- Such is the sophistication of the platform that even at the phenomenal interactive volumes of I'm a Celebrity!...Get Me Out of Here! it always operated with spare capacity. Even on the final transmission, when 970,000 votes were received during the 90-minute show, only 60 per cent capacity was used.
- The flexibility of the system came into its own when last-minute changes to the voting mechanism were made just prior to the show going live. The system even recognised misspelled votes, allowing for thousands of viewers' texts to be processed that would otherwise have been lost.

Results

- Broadsystem successfully managed a total of 2.3 million SMS votes for the 2003 I'm a Celebrity!...Get Me Out of Here!
- We also handled all SMS news or 'gossip' alerts about I'm a Celebrity!...Get Me Out of Here! to registered viewers' mobiles, and processed the SMS voting polls for the ITV2 show. The SMS news alerts were promoted on air throughout the programmes, allowing viewers to receive up-to-the-minute information on what was happening in the jungle, 24 hours a day.
- Our specialist live-to-air team passed callers live to the studio in Australia, giving viewers the chance to interact direct with the evicted celebrities. We also reprised our SMS voting services for the reunion show's bush tucker trial viewer vote which followed the smash series.