

Objective

Radio France, the leading radio station group in France, wished to implement SMS+ services to animate/drive the group's 57 radio stations.

Two major constraints had to be taken into account:

- Create services according to the group's image
- Implement a solution capable of matching the "Radio France Multimedia" network organization.

Implemented solution

Ocito has developed a SMS+ solution providing services from a unique short code (62030) and matching the needs of the radio stations' animators:

- Live programming
- Information services
- Personal requests (dédicace)
- Games...



Service started :
Since 2003

The developed solution by Ocito allows the main network administrator to create user accounts, key words and services but also check statistics.

Through a web interface, users (animators, production managers...) can configure SMS+ services and check service results and statistics, on any given time slot.

Ocito is in charge of the SMS generated traffic for the Radio France short code and is also in charge of the hosting of the overall services on its own platforms

Results

With the solution implemented by Ocito for Radio France Multimedia, the Radio France group is now capable of providing a flexible and adaptable solution to the many different stations. Both the journalists and the audience, appreciate this successful solution.

Since it was launched in 2003, many in-house stations such as le Mouv', FIP, France Bleu or France Inter, still use the implemented service.

Other in-house stations have even asked Ocito to develop additional services: live programming for le Mouv', receiving a SMS with the title of the last broadcasted song (FIP), football match results (Radio France Multimedia)...