

Tv 2 Taps Never.no To Bring People To The Power — And Vice Versa

OSLO, Norway — Sept. 10, 2009 — Following the overwhelming success of its interactive coverage of the Tour de France this summer, TV 2, Norway's largest commercial television broadcaster, is now relying on the same technology from never.no to stir viewer — and voter — interest in parliamentary elections coming up later this month. TV 2's innovative use of the never.no interactivity suite is enabling viewers of political shows focused on issues such as poverty and immigration to use Twitter, other Web interfaces, and their mobile phones to comment or ask questions in real time and then see their moderated comments on live television.

Since mid-August of 2009, TV 2 has been broadcasting weekly "People Meeting Power" programs that feature leaders of political parties and public officials such as the finance minister. Four of the shows, including the final debate, incorporate participation from a live studio audience and from viewers at home who pose questions or make comments that are then scrolled across the screen. The program's moderator then has the opportunity to choose among the questions and comments for further discussion.

To enable viewer participation, TV 2 has deployed the never.no Interactivity Suite, four software applications that enable media owners to integrate user-submitted content into their programming, track viewers from medium to medium, and communicate with them individually via tailored reply messages.

"With this interactive technology, it's not only the limited audience inside a studio that gets to meet the politicians, but also the much larger audience at home," said Lars Lauritzsen, never.no CEO. "Interactivity helped generate excitement among Tour de France fans watching TV 2, and we expect it will also generate interest and participation among the Norwegian electorate."

While 77.1 percent of those eligible voted in Norway's last parliamentary election in 2005, voter participation has been declining, especially among young people, according to Tor Godal, TV 2's 2009 election editor. Godal is eager to attract young people both as viewers and as voters. "If a technology enhancement like the interactivity provided by never.no increases the level of interest in politics among young people, that is a positive thing," he said.

TV 2's deployment of never.no interactive technology for its election coverage closely follows the groundbreaking use of the same technology to cover July's Tour de France. During 88 hours of coverage, the network averaged a 42.7 percent share of television viewers — breaking all previous Tour de France records. TV 2's Tour de France hashtag on Twitter, #2TDF, was the most used in all of Scandinavia for the duration of the race, accounting for more than 100,000 tweets from the public, almost 1,200 from TV 2's racing commentators, and 2,346 from cyclists themselves. Beyond Twitter, TV 2

received more than 18,000 text messages and almost 400 images from mobile phones, and almost 32,000 messages from Web forums such as Facebook.