



Name Game mystery voice identified at last

The Capital Radio Group, owner of 28 radio stations across the UK, relies on Broadsystem to provide thousands of phone lines to manage their audience interaction and to supply swift and accurate caller details and vote results.

We have partnered Capital Radio Group for over ten years, providing services and prizes for stations from Ocean FM in the south, across to Red Dragon in Cardiff, up to Century Radio in the North East, and Capital Gold countrywide.

Here is just one example of the type of competition we regularly run for them:

- For eight long months, one mystery voice puzzled the listening audience on the Southern FM phone-in 'Name Game' competition line run by Broadsystem. Southern FM, which broadcasts in Sussex, put over 1,000 people live on air as they attempted to resolve the infuriating riddle between April and December 2002, but one by one they all guessed incorrectly.
- All, that is, until finally one lucky listener revealed that the mystery voice belonged to five-time Olympic champion Sir Steve Redgrave. The winner guessed correctly on the Drivetime evening show in early December and walked away with a fantastic gift of £23,675.
- The prize was paid for by the proceeds of the competition line, run by Broadsystem on a premium rate number, which cost callers 25p, around the price of a first class stamp, to enter.