



Haymarket boosts Le Mans crowd experience with SMS

Objective

Radio Le Mans (91.2FM), the official race radio station at the legendary Le Mans 24-hour motor race, wanted to interact with its audience – both those who were trackside and those tuning into the station back in Britain – during the course of the race.

Solution

- Broadsystem set up an interactive text messaging service for all UK-registered O2, Orange, T-Mobile and Vodafone customers.
- Broadsystem also set up a live web link for the Radio Le Mans DJs at the track. This provided a live feed of all messages received from UK-registered mobile phone holders.

Results

- The SMS service transformed the coverage the radio presenters gave to the 24-hour race, as the crowd – and even marshals – supplemented the station's limited camera coverage of the race with trackside updates by text.
- Hundreds of text messages flooded into Radio Le Mans. These ranged from trackside updates on crashes and breakdowns, to play list requests and lost property announcements.
- On air for three days over the weekend, the SMS service proved invaluable as race fans could report on the action from anywhere around the track and could inform the radio studio faster than the race screens covered the action.
- With radio presenters needing to fill airtime, the contributions also created valuable radio content.