



Live-to-air phone-in on Dream Holiday Home

Objective

rdf media, one of the largest independent production companies, is responsible for Channel 5's Dream Holiday Home show. Each week, the show gives viewers the opportunity to win a dream house in a fabulous overseas location.

Broadsystem was already contracted to provide the telephone competition entry line for the pre-recorded part of the show but the live section needed a failsafe system in place, as the winner was chosen and interviewed on air. Our role was to assist rdf media in making entertaining and compelling TV. We had to ensure that the live element ran smoothly and seamlessly and also provided a suitable highlight to the show.

Solution

We used our unique Live to Air broadcast suite which allowed us to queue numerous callers on separate telephone lines, feed the audio of a TV show down these lines, converse with the callers, and transfer them live to air, all at the click of a button.

The competition entry line, also hosted by Broadsystem, was advertised during the Friday night broadcast, on Channel 5's website, and during the Sunday afternoon show repeat.

On the following Friday, Broadsystem operators lined up three randomly selected correct entrants from the thousands of entrants to the show's competition. They passed the details of these three callers to the show's producer, and in a second random selection process, the eventual winner was passed from Broadsystem's Live to Air broadcast suite, via the studio gallery, and live to air to speak to presenter, Carol Smillie.

The Broadsystem Supervisor was responsible for ensuring the delivery of excited and enthusiastic short-listed entrants, primed them to speak confidently on air, and rehearsed questions that the eventual winner would be asked by Carol Smillie.

Results

- With the introduction of the live-to-air element, calls to the show increased by 25%.
- Broadsystem's responsibility for preparing and priming the entrants for speaking on air enabled the producer to carry out her role without distraction.
- The end result was an extremely compelling and interactive viewer experience, which helped rdf media really connect with its audience.