



**Listen Up!**

You can't afford not to hear this...



Go-Listen

Re-inventing Broadcast Media

Reinvigorating radio

Creating new revenue streams

Activating your listeners, wherever, whenever

Driving up ratings, for minimal investment



## Reinvigorating radio

TM

Harnessing technology to secure the next generation

Maximising your revenue potential by:

- Increasing interactions with your listeners
- Better understanding your listeners needs and tastes
- Enabling improved audience segmentation and targeting

Delivering:

- Improved audience and brand loyalty
- Increased audience numbers
- New revenue streams



## Creating new revenue streams <sup>TM</sup>

Broadcast-led, impulse-driven purchasing:

Introduce direct impulse-driven purchasing of:

- Music tracks and digital content
- Promotional vouchers for advertised products and services
- All delivered instantly to your mobile device

Plug in to existing systems:

- Credit and debit card instant payment solutions
- Utilising existing advertiser infrastructure for retail and ticketing



## Activating your listeners, wherever, whenever

Enabling an enriched, personal broadcast experience via mobile devices

- Referral to the 'now playing' information to find out more about each song
- Opportunities for audiences to express their opinions
- Direct participation in voting, polling, and competitions
- Purchase tracks, video clips, tickets, realtones, ringtones and lyrics instantly



Integrating seamlessly

TM

Interfaces with key broadcast automation systems:  
NexGen and MasterControl.

Compatible with the following platforms:

Go-Listen



mcemo.ORG

symbian  
OS

BlackBerry.



Go-Listen is compatible with 98% of mobile devices

Want to find out more?

[www.go-listen.com](http://www.go-listen.com)

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