

Cellcast Interactif

Press contact

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Press release

Mobile marketing

PAF PRODUCTIONS AND ENDEMOL RENEW THEIR CONTRACTS WITH CELLCAST INTERACTIF

Paris, 12 September 2006 – PAF Productions and Endemol have renewed their contract with CellCast Interactif to manage the interactive dimension of Marc-Olivier Fogiel's new weekly programme 'T'empêches tout le monde de dormir' (You're keeping everyone up), broadcast live on M6.

CellCast Interactif, premier player in interactive television

With 'T'empêches tout le monde de dormir', broadcast in the second half of the evening each Tuesday evening on M6, CellCast Interactif is renewing its collaboration with Endemol who had been in place for the programme 'On ne peut pas plaire à tout le monde' (You can't please everyone). CellCast Interactif was the first player to manage the dissemination and analysis of SMS live during a televised talk show.

Each SMS and MMS sent by TV viewers will be handled by the CellCast Interactif technical tools. TV viewers can therefore ask questions or share their views live by sending SMS. They also have the possibility of putting their own photos and videos online via MMS with the aim of broadcasting these during the programme thanks to CellCast Interactif platforms. For the first time, a presenter will be dedicated to interactivity in the television studio.

Value-added services

CellCast Interactif will be responsible for the quantitative and qualitative analysis of the programme, capable of indicating SMS and MMS traffic peaks, as well as the analyse of their semantic content.

About CellCast Interactif

Created in 2002 by Paul Amsellem (co-founder of Phonevalley and co-founder of the Mobile Marketing Association France), CellCast has become a key player in the mobile and

interactive marketing market in France and in Europe. CellCast has developed unique expertise in advice, conception, development and business analysis for interactive and mobile marketing.

Clients include: TF1, Canal+, France Télévision, M6, AB Groupe, Auchan, Body One, Caisse d'Epargne, Eden Shoes, Jennyfer, JVC, Lafayette VO, Naf Naf, Nokia, NRJ, Peugeot, Piaggio, SFR, Sony Ericsson.