

Altice Media Group chooses Digital Virgo to handle all on-air interactivity for its Radios & TV package

Altice Media Group chooses Digital Virgo's DV Live solution to animate and manage its interactive on-air, TV and radio programs.

Optimisation of on-air interactivity programs for all the Altice Media Group's media including RMC and BFM TV

By partnering with Digital Virgo, the Altice Media Group, France's 3rd largest private audiovisual group, has chosen an experience-based approach for the management of its radio and TV network, which includes: BFM, RMC Info Talk Sport, RMC Sport, RMC Découverte, RMC Story...



Digital Virgo, with its network of partnerships, including the Lagardère, Canal, M6, NRJ and Les Indés Radios, was chosen for its expertise and its ability to offer innovative multi-channel on-air interactivity solutions. Another key aspect of this collaboration is the technological platform, DV Live, which can absorb large traffic peaks while ensuring real-time management of interactivity operations.

"I am honored and proud of this confidence shown by the Altice Group and the French media in general. Our activities linked to monetization and audience animation are growing, proving the professionalism of our teams who are working with our partners to innovate and support them in their challenges linked to the animation and loyalty of their listeners, their viewers and more widely their community through multi-channel devices".

Audrey Barbier, Director of Partnerships at Digital Virgo

A trusted partner to support Altice Media's audience growth and diversity of programs

This summer was a record one for all the Altice Group's media. A record of the year with 6.6% audience share in the 4+ age group and 7.7% audience share in the 25-49 age group, but also another record in August with 16.2 million viewers cumulated in total each day!

So many opportunities for the Group to monetize, animate and develop audience loyalty by setting up contests, votes or surveys through some of their leading programs:

- Radio: Bourdin Direct, Les Grandes Gueules, Estelle Midi, L'After Foot...
- TV, including broadcasts of the year's major sport events - the Champions League and the Premier League.

In the coming months, Digital Virgo will ensure the continuity of operations while developing innovative actions to match the Group's star programs.

DV Live, a technical platform backed by personalised support

DV Live is an interactive marketing platform that has been designed to address the specificities of the media and meet its performance needs during traffic peaks. It allows Altice Media's teams to make adjustments in near-real time, but also to monitor operations and analyse their impact.

In addition to the technical platform, Digital Virgo teams define the mechanisms and devices that best meet the media's challenges. The aim is to offer adapted and innovative solutions, such as Ticketing, dedicated to events, or SMS+, which is perfectly suited for on-air interactivity operations.

About Digital Virgo

Digital Virgo is an international player in mobile payments with a dedicated media offering that includes monetisation, animation and audience development. Since 2008, the Group has built a network of partnerships with over 90% of the French media, including Les Indés Radios, the NRJ group, the Lagardère group, the M6 group, the Canal group, the Altice Media group and L'Equipe TV. Every year, Digital Virgo carries out over 30,000 multi-channel on-air interactivity operations (SMS, voice, web), 20 million SMS messages, 6 billion transactions and 75,000 distributed prizes. Our DNA is to respond to the challenges of the media wishing to build audience loyalty and optimise advertising space thanks to adapted, revenue-generating systems. We offer innovative, turnkey solutions that include marketing support and the provision of technical platforms.

+40 operating countries | €352 Million turnover (2020) | 900 people

+150 partnerships with carriers · Orange · SFR · Vodafone · Telefonica · MTN · Tunisie Telecom...

+300 connected Merchants · M6 · Universal · beIN · Les Indés Radios · Lagardère · NRJ · Canal+...

More information on digitalvirgo.com



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