

FOR IMMEDIATE RELEASE

SER and Eclectic Media Network sign a landmark 3-year deal to launch new Carrusel Deportivo radio companion App.

LONDON - September 15, 2017. Cadena SER, a radio broadcaster in the Prisa Group, and Eclectic Media Network have signed a three-year agreement to operate and promote the new Carrusel Deportivo mobile app aimed at engaging the listening audience over the next three football seasons. The application is available for both iPhones and Android smartphones.

Cadena SER and Eclectic Media Network have combined forces to offer Carrusel Deportivo listeners a rich and interactive experience through an application that enhances the listening experience during radio shows and beyond.

Eclectic Media Network have been connecting fans with their football clubs through their phones for over 10 years, and now offer a full-featured audience engagement solution through their established technology platform.

Key to the latest incarnation of the Eclectic platform is the notion of dynamic engagement. The Carrusel Deportivo app automatically adjusts the user experience based on individual preferences and the football fixtures – offering interactions designed to optimise fan engagement pre-match, on match-day and post-match.

Snr. Dani Garrido, Director of Carrusel Deportivo summarises this as: “Football fans live to the rhythm of the football season fixtures so we wanted to make sure we bring them relevant content and entertainment throughout. Working with Eclectic, we are able to keep our listeners switched on during our radio shows and when we’re off-air.”

The Carrusel Deportivo app provides a data-rich experience. Eclectic’s platform is plugged into team data and match analysis and statistics, past encounters, even information about the referee and other related news. Full integration with social networks also gives users the ability to share the application services on Facebook and Twitter, as well as participate in interactive games that will be added along the season.



“Advertisers and sponsors are excited about the value of second-screen media. In the context of radio, the second screen is essentially the primary screen – making it a significant element of the entertainment mix. Working with Carrusel, we are able to offer listeners a richer service while increasing the value of our media inventory.” said David Medina, Business Development Director at Eclectic Media Network.

We plan to add user gamification to the Carrusel app during the 2017-18 season - allowing users to earn virtual coins and prizes as a reward for participation, voting, entering competitions or playing games against other fans. Virtual coins and experience levels translate to privileges and power-ups which will further heighten listener engagement with the radio programming.

About Eclectic Media Network

Eclectic Media Network is an innovation-lead engagement platform business focused on the entertainment sector. Eclectic boasts a suite of mobile technologies which connect fans and audiences with media properties worldwide. Eclectic Media Network are experts in mobile fan engagement – having been creating mobile second-screen apps for media owners for over 10 years.

<http://www.eclecticmedianetwork.com/>

About Cadena SER

Cadena SER "Sociedad Española de Radiodifusión" is a Spanish, generalist and national radio station. It is the country's pioneer radio station and the one with the most listeners, namely 4,206,000, according to the last EGM of 2017. It belongs to the radio group PRISA Radio and is controlled by the PRISA Group and the Godó Group. It can be tuned through FM radio, DTT, internet and application for mobile devices.

<http://cadenaser.com/>