eplatforms

Broadcasting and media

Interactive digital experiences for broadcasters

Audience participation platforms, interactive tools and media systems designed to perform when attention and traffic arrive at the same time.

26 years
building and supporting web systems since 2000

Broadcast-scale platforms
including an interactive survey within Channel4.com

Multi-server delivery
the Channel 4 survey ran across multiple web servers

The broadcast challenge

When the programme asks the audience to act, the platform has to be ready.

Broadcast traffic does not arrive evenly. An interactive experience may need to cope with many people responding at once, without the digital side becoming the weak point of the programme.

More than a microsite

The page the audience sees is only the visible layer. Behind it there may be scoring logic, databases, APIs, reporting, hosting and monitoring.

We build and support each of those layers, so the experience is designed as one system rather than a front end waiting for something to go wrong.

Accessibility, resilience and measurement are considered from the start, not added at the end.

What the audience sees

The survey, quiz, vote or tool, on whatever device they are using.

What the platform does

Applies the rules, scores the responses and returns the results.

What the data layer holds

Responses, participant data and the reports your team relies on.

What we build

Audience participation

Surveys, quizzes, voting and scored assessments linked to broadcast or campaign content.

Live-scale applications

Designed for concentrated traffic, concurrent use and resilient delivery.

Scoring and data

Real-time scoring, data capture, reporting and integration with existing systems.

Audio and media tools

Audio streaming, track previews and catalogue management.

Accessibility and publishing

Built to the agreed publishing, accessibility and technical requirements of the broadcaster.

Support after launch

Monitoring, maintenance and changes from the team that built the system.

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Featured project

Channel 4: an interactive survey for Channel4.com

Channel 4 partnered with a team of scientists and psychologists to create an interactive survey that could evaluate personality and leadership potential. We built it as a microsite within Channel4.com.

The challenge

An interactive survey for a public audience, with scoring that could evaluate personality and leadership potential, running within a broadcaster's website.

What we delivered

A bespoke survey system developed with scientists and psychologists. It gave each respondent real-time scored feedback based on their answers, and stored the results.

How it was delivered

The microsite operated across multiple web servers simultaneously.

Why it matters

It shows public-facing design, data logic and infrastructure working together in a high-attention media environment.

At a glance

Client
Channel 4

Where
A microsite within Channel4.com

Developed with
Scientists and psychologists

Scoring
Intelligent, with real-time feedback for each respondent

Delivery
Multiple web servers

How the parts fitted together

The respondent

Answered the survey within Channel4.com.

The scoring

Logic developed with scientists and psychologists turned each set of answers into scored feedback in real time.

The delivery

The microsite ran across multiple web servers at the same time and stored the results.

Public-facing design, data logic and infrastructure, built as one system.

That is the combination a broadcast interaction depends on.

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Media experience

Media, music and events work

Three projects add audio, media and live events experience to our broadcast work.

Defected Records

Payment integration, functionality fixes and website changes for a major UK house music label.

Azuli Records

An audio streaming engine for on-demand track previews, with a catalogue database and a browser-based control panel that let staff sort, edit and publish tracks.

Creative Technology

A central equipment hire system for the AV and technical staging company, where users order video and IT presentation packages and staff manage orders, events and locations.

Our approach

How we work

An interactive broadcast experience is judged at its busiest moment, so that is the moment we plan for.

Understand the format

Start with what the audience is being asked to do and when.

Design for the peak

Plan for concentrated traffic rather than average daily usage.

Test the logic

Validate scoring, workflows, integrations and failure cases before launch.

Monitor and support

Stay involved when the experience is public and attention is highest.

Established in 2000, we build, host and support what we make.

The team that builds the experience stays with it after launch.

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Technical services

The services behind a broadcast experience

Only what a broadcaster needs to plan, build and run an interactive experience.

Custom applications and interactive platforms
Surveys, quizzes, voting and audience tools built around the format rather than constrained by a generic platform.

Databases, scoring and reporting
The rules, participant data, content and reports behind the public experience.

APIs and third-party integration
Connections to the content, identity and data systems you already run.

Cloud hosting, monitoring and resilience
Infrastructure planned around expected concurrency and traffic spikes, and watched closely when it matters.

Accessibility implementation and ongoing support
Interfaces built to the agreed accessibility and publishing requirements, supported by the team that built them.

Planning an interactive broadcast experience?

Tell us what the audience needs to do, when they need to do it and what has to happen behind the scenes. We can help work out the platform, data and infrastructure required.

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