RTÉ

RTÉ partners with Fonix to power live TV, radio competitions and audience engagement

Overview

RTÉ is Ireland's national public service broadcaster, delivering trusted news, entertainment and sport across television, radio and online. RTÉ produces many of the country's most iconic programmes, including *The Late Late Show*, *Dancing with the Stars* and *Crimecall*, as well as major live sporting and cultural events.

Fonix works with RTÉ to manage competitions, premium voting and audience interaction across TV and radio, supporting regular programming, seasonal campaigns and large-scale national broadcasts.

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Testimonial

Sarah DeBromhead

Programme and Interactive Competitions Account Manager

"Fonix understands the demands of live broadcasting better than anyone. Our programmes rely on real-time audience interaction, and Fonix consistently delivers the reliability and speed required to support competitions, voting and text-to-studio. Their platform allows us to engage audiences with confidence, even in the most fast-paced broadcast environments."

The Challenge

What was our job?

RTÉ runs a high volume of competitions and audience engagement initiatives across live shows, seasonal events, magazine brands, and ad hoc campaigns. Many of these are live broadcasts, where timing, accuracy, and reliability are critical. RTÉ needed a robust solution that could:

- Process large volumes of entries and premium votes
- Perform flawlessly during live broadcasts
- Enable fast, transparent and compliant winner selection
- Support real-time audience interaction via text-to-studio

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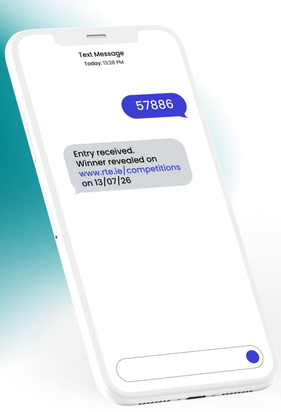
From weekly flagship shows to one-off national events, RTÉ required a partner it could trust in high-pressure live environments.



The Solution

Finding the best way

Fonix provides end-to-end support for competitions and audience engagement across RTÉ's programming. This includes:

- Regular live TV shows, such as *The Late Late Show* and *Today Show*, with seamless competition execution
- Premium voting and competition solutions for *Dancing with the Stars*
- Support for major live events like *Up For The Match*, ensuring every interaction runs smoothly
- Audience engagement across other programme categories, including *Ireland's Fittest Families*, design and lifestyle shows, and ad hoc campaigns
- Text-to-studio messaging for TV and radio, incoming SMS for *Crimecall*, and competitions for RTÉ Guide

Fonix's platform ensures campaigns are transparent, compliant, and efficient, with winners often selected and announced live on air.

The Results

Reliable performance
Supports Ireland's biggest live TV and radio broadcasts

Increased audience engagement
Strong participation across entertainment, sport, magazines, and radio

Operational efficiency
One platform for regular, seasonal, and ad hoc campaigns

Scalable performance
Effective for weekly shows and major national events alike