Driving viewer engagement through interactive competitions

Overview

5, one of Britain's leading commercial broadcasters, partnered with Fonix to deliver mobile interactivity through competitions, promotions and mobile messaging, across some of its best-loved programming, including *The Yorkshire Vet, The Hotel Inspector, Dogs Behaving Badly, Bargain Loving Brits in the Sun, The Gadget Show* and *Home and Away*.

Building on this long-standing partnership, 5 and Fonix collaborated to develop winon5.com; a dedicated competition platform that brings 5's competition activity into one dedicated platform. Designed for today's second-screen audiences, the platform enables viewers to engage with competitions across various entry routes and multiple secure payment methods, creating a simple and intuitive user experience.

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Testimonial

Zoë Mee

Director, Interactive Solutions, 5

"Fonix has been a trusted partner, consistently delivering exceptional technical expertise and operational support throughout our working relationship. Together, we've transformed the way viewers interact with our competitions, creating a platform that makes participation simple, secure and accessible while supporting the high standards of compliance and reliability required within a broadcast environment."

The Challenge

What was our job?

As viewing habits continue to evolve, audiences increasingly consume television content while simultaneously engaging with mobile devices and tablets. Creating seamless second-screen experiences has become essential for broadcasters looking to drive participation and maintain audience engagement. Alongside supporting programme-led competitions, 5 wanted to simplify the customer journey by bringing all of its competition activity into a single destination, incorporating online payments. The solution needed to support multiple entry methods and payment options while maintaining the high levels of security, reliability and regulatory compliance expected within a broadcast environment.

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> "Creating seamless second-screen experiences has become essential for broadcasters"

The Solution

Finding the best way

Fonix works with 5 to deliver competitions, promotions, interactive response messaging and CRM activity, enabling viewers to engage with their favourite programmes through competitions.

To support this, Fonix collaborated with 5 to design and develop winon5.com, 5's dedicated competitions portal. The platform brings together competitions from across the broadcaster, allowing audiences to enter via winon5.com, by SMS or by post.

Behind the scenes, Fonix delivers a unified payment experience that supports card payments, Apple Pay, Google Pay, and carrier billing, giving viewers the flexibility to use their preferred payment method. The platform has been built to meet the demands of a highly regulated broadcast environment, combining compliance, resilience and operational reliability with a simple user experience.

Fonix also delivers its proven 25 for 8 competition mechanic. If a consumer enters twice by SMS, they receive a third entry free. After another paid entry, they receive another free entry, after that it's 3 free, encouraging repeat participation while delivering excellent value for viewers. Value is also added to customers via winon5.com, with the ability to bundle entries.

Combined with Fonix's intelligent CRM and audience segmentation strategy, 5 can deliver targeted communications based on customer behaviour, supporting engagement while creating a positive customer journey.

The Results

- A dedicated digital destination for 5's competitions, bringing competition activity together within a single platform
- A seamless competition experience supporting entry via web, SMS and postal
- A unified, secure multi-payment checkout incorporating Apple Pay, Google Pay, carrier billing and card payments
- Increased customer engagment through targeted CRM activity

Award-Winning Innovation

In 2026, the collaboration between 5 and Fonix received industry recognition when winon5.com, powered by Fonix's CompsPortal technology, won Best Payment Solution of the Year at the UK Business Tech Awards. The award recognised the platform's ability to bring together multiple payment methods within a single seamless, secure and compliant user experience.

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