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# Europe's Largest Televoting Platform from ECT Ready for the Song Contest

## Platform from ECT allows up to 2,000 Calls Attempts Per Second

Munich, April 13th 2011: ECT (European Computer Telecoms AG), a leading provider of voice and multimedia value-added services, will be helping to answer the question as to who Lena's successor as the Grand Prix winner will be, or whether the reigning champion from Hanover will be able to defend the title in her home country.

Munich-based ECT provides the technology with which the German television audience will be voting for the next winner on 14th May 2011. In addition to the platform, ECT provides an Application Programming Interface (API) that can be used to analyse the voting progress and results. ECT's **effECTive**® televoting platform, which will be used for the competition in Germany, is the largest of its kind in Europe.

All calls for a contestant which are received from Germany run over the ECT solution. The system can handle up to 2,000 calls attempts per second (CAPS). Callers can vote by placing voice calls or sending an SMS over the same platform. Last year, the German part of the televoting also ran on the ECT platform.

Interactive TV formats like the Song Contest, but also other casting and game shows are becoming increasingly popular. According to a study published by the VATM (Association of Telecommunications and Value-Added Service Providers) in Germany, televoting is the only value-added voice service which showed an increase in revenue in 2010.

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About *effECTive*® Network-Based Contact Center Solutions

ECT's *effECTive*® solutions provide technology to help network operators and service providers add value to their products for number translation services, interactive voice response, network-based contact centers and televoting

The *effECTive*® product line is based on modules that allow carriers to provide on-demand features tailored to the individual business needs of their clients. These include prequalified and segmented routing of calls, predictive dialing, interactive voice response, automatic call recording, statistical reporting, multimedia agent and manager workplaces, SMS and voice televoting, mass calling, etc.

ECT offers complete end-to-end solutions based on service node, intelligent network and IMS architecture as well as open interfaces for third-party integration. ECT also has wide experience in migrating contact center and televoting solutions from legacy systems to next-generation intelligent networks.

*effECTive*®  solutions have been deployed by leading network operators and service providers worldwide, such as Belgacom, BT and Deutsche Telekom, and have a proven track record of providing tangible commercial benefits.

For more information, please visit http://www.effective-contactcenters.com

**European Computer Telecoms AG**

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