

# **BCaster enabled YleX radio station activate its listeners through sharing photos during the Finnish Red Nose Day in real time**

YLEX, a popular radio station part of The Finnish Public Service Media Company YLE, held a 42-hour long marathon to raise funds for children in need and used Baster photo service for the first time. BCaster enabled collection and moderated use of the photos during the broadcast both in radio and online stream. Approximately 900 000 listeners and viewers almost doubled the donation when compared to the previous year while BCaster facilitated some of the most popular donation challenges of the event.

The listeners and online stream viewers shared their own photos on the live broadcast through BCaster. One of the most popular challenges was the radio hosts' request for photos for tattoos they would take if a certain target was hit. In the end the two best photo-based suggestions were tattooed live. "Such a challenge could not have been implemented through social media channels. BCaster's closed technical platform enabled the safe implementation", says YleX producer Teemu Jalkanen. In addition to the live broadcast, the selected photos were further used in YLE Areena online platform and YleX social media accounts.

BCaster's easy to use features make live activation easy for the users as well as the activating organisation. "BCaster activated a noticeably larger number of listeners than other solutions we have used before in similar campaigns. The service was so easy to use, that we didn't even need training", says Teemu Jalkanen. "BCaster helps a company collect and manage user-generated content in line with the company's values and brand. In this way, fresh photos and videos that make the brand come alive are used responsibly", says Janne Neuvonen, CEO of BCaster.

The artificial intelligence-based platform developed by BCaster enables companies to responsibly activate people and create brand ambassadors. The service enables quick and easy collection of photos and videos directly from customers for the use of the business. BCaster is based out of Helsinki and has a subsidiary in the United States.

More information

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