



Immedia Group PLC - IME BT first customer of new mobile streaming platform
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**Immedia Group Plc
("Immedia" or the "Group")**

BT becomes first customer of Immedia's new mobile streaming platform

Immedia Group PLC (AIM:IME), a supplier of digital audio content solutions for leading brands and global businesses, is pleased to announce that BT Group plc has signed a significant 12 month contract for the supply of an interactive, 24/7 real time digital radio channel to employees in its local network business, Openreach, using the Group's new mobile audio streaming platform.

Immedia's highly scalable white label streaming platform, which has been in development for two years, enables large, geographically dispersed companies to engage directly with their employees and customers, through dedicated audio content streamed directly to their mobile phones.

The Openreach radio service, branded Reach 365, will be accessible to the 33,000 strong workforce through dashboard mounted mobile devices and will be streamed directly into some of the company's canteens, offices and telephone exchange buildings.

Reach 365 has been successfully trialled over the last six months. All content is delivered in real time and includes live programming from Openreach events to keep the workforce in touch with daily developments.

Bruno Brookes, CEO of Immedia, said:

"Large socially responsible organisations are constantly seeking new ways to engage with their employees, customers and other audiences, who are often spread across wide geographical areas. At its root, our technology is all about helping organisations to build a better culture and stronger sense of community. Our platform has been designed to enable large organisations to engage 'hard to reach' audiences, straight to their mobile phones, sharing music, keeping them informed on relevant developments and allowing them to participate and interact from remote locations.

"We are very pleased to be working with the team at Openreach, who truly understand the importance of engaging employees and the value this creates. With its boundless reach, I believe the platform we have created has enormous potential to deliver simple solutions to many global businesses."

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About Immedia Group Plc - www.immediapl.com

Immedia Group Plc supplies digital audio content solutions, delivered via a scalable audio content streaming platform which enables businesses to stream bespoke digital radio channels to internal and external audiences. Each bespoke channel includes interactive functionality and powerful data analytics tools which can be used to improve and fine-tune content to help increase audience engagement.

About the New Mobile Streaming Platform

Immedia's unique audio streaming platform enables businesses to deliver relevant audio content to their internal and external audiences. The platform works with an encrypted streaming app which also provides interactive features such as polls, catch-up and messaging. It is wholly scalable and Immedia has the capability to produce and deliver language specific audio content to companies with global operations.

Crucially, the platform features intelligent analytics capabilities that provide actionable insight to help businesses identify better ways to improve content and capture audience attention.

This information is provided by RNS
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