

MEDIA RELEASE

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FOR IMMEDIATE RELEASE:

Lateral supplies text votes for ONE News Leaders debate Poll

It's not quite sequins and dancing shoes, but there was plenty of action for Lateral in the ONE News Leaders debate last night. Lateral, well known as the interactive voting force behind large-scale TV shows, like Dancing with the Stars, managed the text voting for the major leaders debate on TV One last night.

Viewers were asked to text 1 for David Cunliffe and 2 for John Key. The final result showed 61% favouring John Key and 39% favouring David Cunliffe.

Lateral, specialists in user-pays mobile interactive products and services, have provided the voting platform for most of the large volume interactive entertainment shows on NZ television for several years. This same text-voting platform is also very useful for gauging immediate audience reaction for live events like the Leaders Debate.

"There are a number of ways that TV networks can encourage participation with viewers, but nothing beats text messaging, for taking the temperature in the nation's living rooms. Response rates for text polls are much higher than other methods such as on-line polls." says Roger Grice CEO Lateral Corporation.

"A text poll is a simple way to canvass the real-time feelings of many thousands of Kiwis, and deliver that response back to them almost immediately."

Text polls are intended for audience participation, are not a scientific tool and should not be relied on as an accurate prediction tool.

TV One will broadcast the Multiparty Debate on September 5th and a final leaders debate on September 17th.

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About Lateral

Lateral is a pioneer in the creation of user-pays mobile digital products and services, mobile payments and mobile marketing. Its suite of cloud based interactive applications is charged to customers' mobile phone accounts and is used by media companies and mobile phone companies to generate additional revenue. Well known for providing the paid voting services for virtually all New Zealand's interactive TV events such as NZ's Got Talent, Lateral also delivers complex and engaging paid social interaction and entertainment products and services across multiple regions, including Australia, North America, UK and New Zealand. With its head office in Auckland NZ, and offices in San Francisco, Lateral has services running in Australia, NZ, North America and the UK.

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