

Infographic: Instant Alerts on LDR Interactive's Social Platforms Drive Broadcast Ratings and Engagement

CLEVELAND, Dec. 3, 2013 /[PRNewswire](#)/ -- LDR's interactive broadcast platforms are on the air at over 300 stations and networks around the world, driving audience growth, revenue, and web traffic. One of the key features in the LDR's patent-pending platform is Instant Alerts, where listeners can sign up to receive an e-mail, text message, or tweet approximately 5-10 minutes before one of their favorite songs play.

(Photo: <http://photos.prnewswire.com/prnh/20131203/CL26836-INFO>)

This year, LDR Interactive has distributed over 3.7 million instant alerts to radio listeners around the world, and the company is on pace to distribute over four million by the end of 2013.

Since the launch of LDR's iPhone, iPad, and Android mobile apps for broadcasters, instant alert signups have increased by 7X.

LDR has issued an infographic describing this year's precipitous growth of its Instant Alert service, which is integrated into the company's LDR.1, Takeover, and GRUVR platforms.

(SEE INFOGRAPHIC)

About LDR Interactive

LDR Interactive is a global leader in innovative interactive broadcast technology. Its LDR.1, LDR.Takeover, and Gruvrplatforms are on the air at over 300 radio stations, networks, and broadcast groups in the USA, Canada, Europe and Asia, reaching over 85 million listeners monthly. LDR empowers listeners to become real-time collaborators in on-air programming, automatically adjusting content based on audience input. LDR's new TopicPulse system provides valuable real-time information to newsrooms and content producers on what topics are getting local social buzz. More information is available on LDR at <http://www.LDRinteractive.com>.

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