

Futuri Media Granted Patent for Interactive Audience Technologies and Web Interfaces Involving Broadcast Automation

CLEVELAND, April 13, 2016 [/PRNewswire/](#) -- Futuri Media, the media industry leader in interactive technology, has received Patent 9,294,210 for its "System for Providing Interaction between a Broadcast Automation System and System for Generating Audience Interaction with Radio Programming."

The third issued patent for Futuri President/CEO Daniel Anstandig and CTO Brian Seeders and first for Futuri Sr. VP/Technology Craig Bowman further protects the unique system Futuri has built, which powers the company's LDR (Listener Driven Radio), Takeover technologies and interactive mobile apps already in place at hundreds of radio stations around the world. This patent also covers technology that Futuri uses to operate its streaming services, which are augmented by the recent acquisition of Canada-based StreamOn.

Futuri's patented services on station websites and mobile apps connect live playlist data, drive contesting features, and engage audiences through social media. Using mobile devices, listeners vote for their favorite songs and sign up to be automatically notified by text, tweet or email message when those songs are about to play.

This patent also further protects the Futuri-powered Takeover platform, where listeners choose every song that plays. Audiences vote songs up and down; the song with most votes (within rules set by the program director) are played next on the air. All of these features are customized to offer marketers new advertising channels to promote products, events, services and special offers directly to listeners who are proven to be activated consumers.

Anstandig commented, "The driving force behind every product we create is our passion for research and development. We are proud to be recognized for this popular technology, and we have several additional patents pending to help broadcasters increase ratings and revenues. I'm particularly happy for Craig Bowman, a brilliant engineer who's played a key role here at Futuri for the past six years."

About Futuri Media

Futuri Media (<http://www.futurimedia.com>) is a global leader in innovative interactive broadcast technology. It develops SaaS-based social and mobile audience engagement technology for broadcasters and publishers including TopicPulse®, a real-time social media measurement system for newsrooms and content producers; Listener Driven Radio's LDR1™ voting window and Takeover® technologies; TopLine, the sales presentation service; and Futuri Mobile™, which designs custom mobile features and apps for broadcasters, offering more than 165 iPhone, Android and tablet apps. Futuri's 2015 acquisition of StreamOn brings next-generation audio streaming, podcasting and social media sharing capabilities to broadcasters. The company's platforms are in use at more than 1,000 TV and radio stations and networks in 18 countries, reaching more than 100 million consumers monthly.

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