

Business Support Service Case Studies

Tectonic Interactive

<http://www.tectonicinteractive.com/>



Tectonic Interactive is an innovative software company that developed the award-winning Tectonic platform used by major broadcasting companies and radio stations in the UK. Their technology allows broadcasters to manage large-scale interaction with their audiences across several platforms (i.e iOS, Android, Facebook, Twitter, etc). The company has received multiple awards including the Best Platform Innovation at the Broadcast Magazine's Digital Awards in 2014.

The client approached the Chamber last May 2015 to seek assistance in arranging meetings with the Digital Team of the biggest broadcasting companies in the Philippines - ABS CBN Corporation, GMA Network Inc., and TV5 Network Inc. Their objective was to introduce their crowd sourcing platform to the Philippines' biggest broadcasting networks and eventually, start doing business in the country.

The Overseas Business Network Initiative (OBNI) Team of the Chamber successfully arranged the client's meetings with the most appropriate contacts. The meetings were held face to face (for ABS CBN) and virtually (for TV5 and GMA Network).

"UKTI recommended BCCP to help evaluate the potential for expanding the business in South East Asia. They took time to understand our business and the niche market in which we operate; they established the right contacts within target potential clients and facilitated a number of meetings at the Broadcast Asia Conference in 2015. They really assisted our evaluation work and, personally, are great to work with."

Andy Shaw
CEO
Tectonic Interactive