

ROTE NASEN RECHERCHE

- relativ kurz, nachdem das HbbTV eingeführt wurde (1999), gab es die Verknüpfung des roten Knopfes auch mit Spenden, 2002 bereits für das Red Cross England.

- vor allem in England gab es immer wieder große Spendenaktionen über den roten Knopf, die bekannteste war die Tsunami Hilfe 2004, die 900.000 Pfund brachte. Schon damals sah man ein neues Zeitalter im Spendenwesen angebrochen, weil nun eine direkte Spendenmöglichkeit über interaktives TV gab. Siehe folgenden Artikel im Guardian, mit diesem Zitat:

"This really was the coming of age for interactive TV as a responsive and targeted method of emergency fundraising," said Sinead Hughes, the interactive TV editor at the Community Channel.

www.theguardian.com/society/2005/jan/14/internationalaidanddevelopment.indian...Suchen

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Annie Kelly

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Interactive TV campaign raises £1m for tsunami victims

The British public has donated over £900,000 to the Disasters Emergency Committee's (DEC) tsunami appeal by pressing a button on their TV remote controls, it emerged today.

Tens of thousands of viewers have been prompted by coverage on TV channels including Sky News and Channel 4 to access the Community Channel's interactive TV donations service and give money to help victims of the Asian tsunami disaster.

The campaign is the first time that interactive TV has been used to raise money for a national disaster appeal. By pressing the red button on their remote controls, viewers are taken through to the Community Channel where they can input their credit card details and make a donation.

Interactive TV has already proved successful for televised fundraising campaigns such as Comic Relief, which raised £650,000 in 2004 through this channel.

But the success of the DEC campaign has proved that interactive TV has emerged as a significant fundraising stream for charities raising money for disaster appeals.

"This really was the coming of age for interactive TV as a responsive and targeted method of emergency fundraising," said Sinead Hughes, the interactive TV editor at the Community Channel.

The Community Channel eventually hopes to raise £1m for the DEC's appeal.

Funded by the Media Trust, the channel is available to anyone subscribing to Sky and Telewest digital TV services.

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- Dort angesprochen wurde auch der Erfolg der roten Nasen Kampagne 2004, die über Drücken des roten Knopfes 650.000 Pfund lukrierte.

Die natürlich äußerst passende und originelle Verknüpfung des „roten Knopfes“ mit den „Roten Nasen“ gibt es sogar aber schon zwei Jahre länger, nämlich seit 2002
- und es wird auf diese Weise seither jedes Jahr beim „Red Nose Day“ für die Roten Nasen direkt gespendet.





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News

Thursday, 20 February 2003, 5.14 PM

DONATE FROM YOUR ARMCHAIR

For the second time, the Comic Relief fundraiser is interactive on digital TV. On the night simply press the red button on your digital satellite (Sky) remote control to donate directly to Comic Relief. On Freeview, pressing the red button will provide info on how to donate, while on digital cable you can get info on donation and Comic Relief projects and programmes.

If you don't have a red button, press your red nose instead.

You can also donate any time on the Red Nose Day website. [CLICK HERE](#) to go to the Comic Relief donation site.

Comic Relief, registered charity 326568

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donate



So gingen z.B. 2007 durch Drücken des roten Knopfes 1.6 Millionen Pfund für die roten Nasen ein!

The screenshot shows a web browser window with the URL www.fundraising.co.uk/2007/03/15/yoomedia-handle-red-button-donations-red-r. The page features a large red banner with the word 'UNIT' in white. Below the banner, the article title 'YooMedia to handle red button donations for Red Nose Day' is displayed in red. The article is dated '15 Mar 2007 00:00' and is by 'Howard Lake'. It includes social media sharing icons for Twitter, Facebook, Google+, LinkedIn, Email, and a plus sign for more options. The text of the article describes how YooMedia will handle red button interactive TV donations for the Red Nose Day campaign. It mentions that YooMedia handled over 70,000 red button donations worth almost £1.6 million in 2005. A quote from Martin Gill, head of new media for Comic Relief, is included. The article also states that YooMedia provides similar services for Sport Relief and BBC Children in Need. At the bottom of the article, it shows '118 total views, 1 views today' and social media icons. On the right side of the page, there are several promotional banners: 'Come to Fundraising Camp.', 'Find out more' for CloudSymphony, 'YourOrganisation', 'National Fundraising Convention 2015', 'click here to apply' for One Cent, and 'In-house Supporter Care Training'.

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www.fundraising.co.uk/2007/03/15/yoomedia-handle-red-button-donations-red-r chris craft 47 commander

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UNIT

YooMedia to handle red button donations for Red Nose Day

15 Mar 2007 00:00 Howard Lake Comment: 0 Tag: New media

Interactive media, gaming and mobile entertainment group YooMedia will be handling red button interactive TV donations for tomorrow's Red Nose Day campaign.

The company will provide the return path capability, secure data capture and fulfillment of donations made by interactive television for Red Nose Day. It will do so not only on the night of 16 March, but also for two weeks after the event.

During the last Red Nose Day in 2005, YooMedia handled more than 70,000 red button donations worth almost £1.6 million.

Martin Gill, head of new media for Comic Relief said: "With so many of our audience using digital satellite services in the UK, a secure and robust donation mechanic using the red button is a brilliant response channel that has seen significant growth in the last five years."

YooMedia provides similar services for Sport Relief and BBC Children in Need.

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In-house Supporter Care Training

- die ganze Fundraising Branche arbeitet seit vielen Jahren eng mit den TV Anstalten bzw. Providern zusammen, um die technische Seite des Spendens immer komfortabler zu machen.
- So konnte man 2012 im holländischen „Goed TV“ durch Pressen der Fernbedienung direkt spenden, die Spende wurde von der TV-Rechnung abgebucht.

Charity Anytime! UPC Customers can Now Donate Conveniently

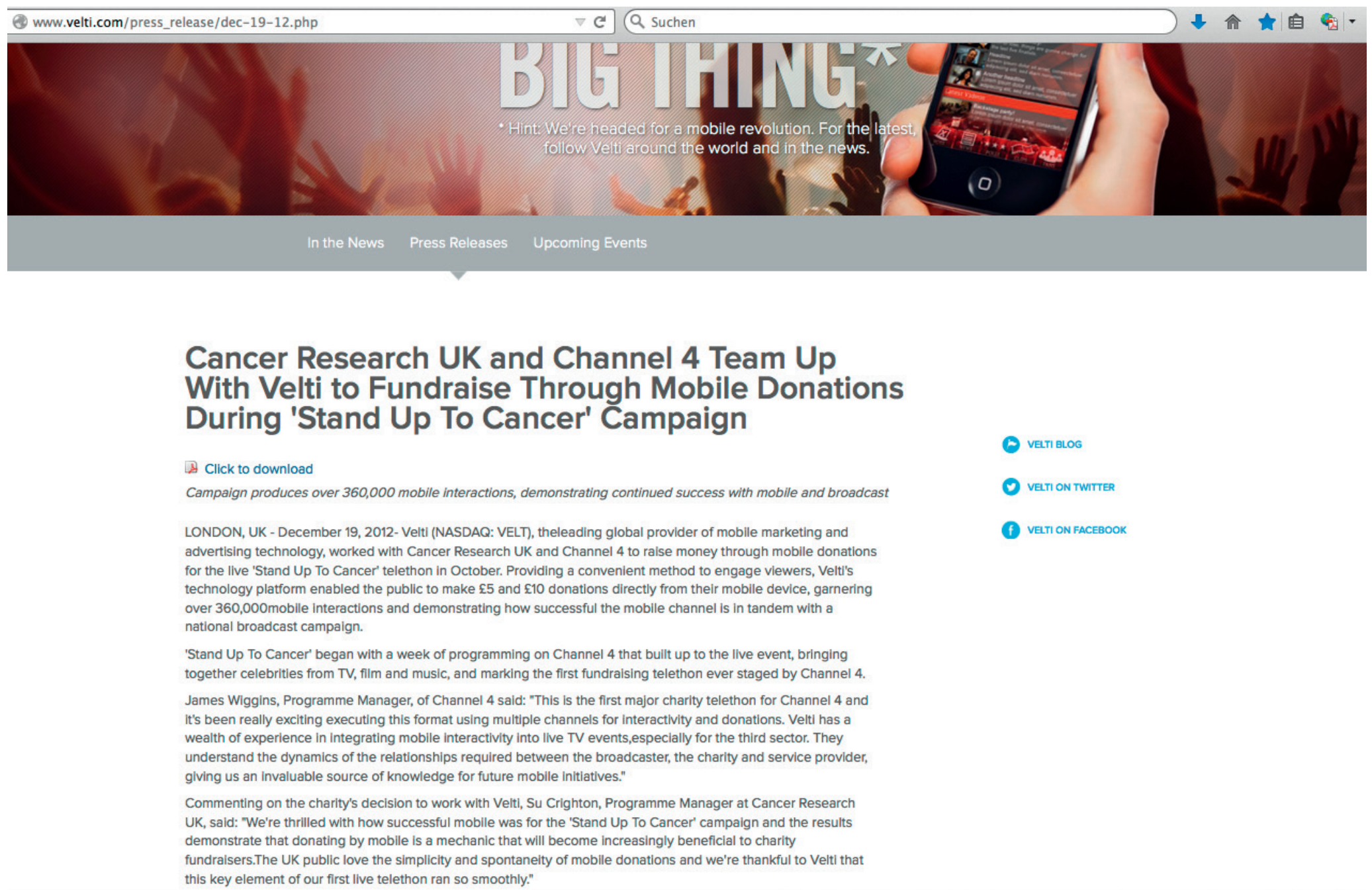
Mar 2012: Usually donating to good causes is a call to action following a disaster or an on-going fund raising campaign. UPC Netherlands has partnered with the Dutch good cause TV channel, Goed TV (channel 995), to develop an interactive Red Button application. This app enables its subscribers to donate on an on-going (subscription) basis or register themselves as a volunteer for chosen charities in a convenient, hassle-free manner.

Anya Pieroen, Director Corporate Communications at UPC Netherlands said, "Red button application is quickly becoming a critical tool for charities to raise much-needed funds and we are pleased to offer our viewers a possibility to donate in an easy and trustworthy way."

As of March, Goed TV has started featuring three chosen charities each month for viewers to donate money to and to register their volunteering interest. UPC has supported the good cause channel for the past five years and has worked with them to make its content interactive and more appealing for the viewers.



- und ebenfalls 2012 konnte das Publikum z.B. in England am mobile eine Spendensen-
dung auf Channel 4 zum Cancer Day ansehen und über Tastendruck direkt 5 oder 10
Pfund spenden, 360.000 mobile Zuseher machten davon Gebrauch.



www.velt.com/press_release/dec-19-12.php


Suchen

BIG THING*

* Hint: We're headed for a mobile revolution. For the latest, follow Velti around the world and in the news.

In the News Press Releases Upcoming Events

Cancer Research UK and Channel 4 Team Up With Velti to Fundraise Through Mobile Donations During 'Stand Up To Cancer' Campaign

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Campaign produces over 360,000 mobile interactions, demonstrating continued success with mobile and broadcast

LONDON, UK - December 19, 2012- Velti (NASDAQ: VELT), the leading global provider of mobile marketing and advertising technology, worked with Cancer Research UK and Channel 4 to raise money through mobile donations for the live 'Stand Up To Cancer' telethon in October. Providing a convenient method to engage viewers, Velti's technology platform enabled the public to make £5 and £10 donations directly from their mobile device, garnering over 360,000 mobile interactions and demonstrating how successful the mobile channel is in tandem with a national broadcast campaign.

'Stand Up To Cancer' began with a week of programming on Channel 4 that built up to the live event, bringing together celebrities from TV, film and music, and marking the first fundraising telethon ever staged by Channel 4.

James Wiggins, Programme Manager, of Channel 4 said: "This is the first major charity telethon for Channel 4 and it's been really exciting executing this format using multiple channels for interactivity and donations. Velti has a wealth of experience in integrating mobile interactivity into live TV events, especially for the third sector. They understand the dynamics of the relationships required between the broadcaster, the charity and service provider, giving us an invaluable source of knowledge for future mobile initiatives."

Commenting on the charity's decision to work with Velti, Su Crighton, Programme Manager at Cancer Research UK, said: "We're thrilled with how successful mobile was for the 'Stand Up To Cancer' campaign and the results demonstrate that donating by mobile is a mechanic that will become increasingly beneficial to charity fundraisers. The UK public love the simplicity and spontaneity of mobile donations and we're thankful to Velti that this key element of our first live telethon ran so smoothly."

[VELTI BLOG](#)

[VELTI ON TWITTER](#)

[VELTI ON FACEBOOK](#)

Ganz am Schluss dann noch die Extremvariante:
2005 konnte man eine Niere spenden durch Drücken des Red Button.

WEITERE SPENDENBEISPIELE:

Sport Relief: (2004)

5 Stunden Sport, währenddessen online und durch interaktives TV Spenden gesammelt
http://news.bbc.co.uk/sport2/hi/sport_relief_2004/3873987.stm

Community Channel: (2004)

Verschiedene Organisationen stellen sich vor, fordern die Zuseher zum Spenden auf, Red Button erscheint
<http://www.fundraising.co.uk/2004/08/31/community-channel-launches-interactive-tv-donation-service/>

(Organspende: (2005)

Red button drücken, als Organspender eintragen
<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1188127/>
<http://www.theguardian.com/media/2005/apr/28/broadcasting.bbc>



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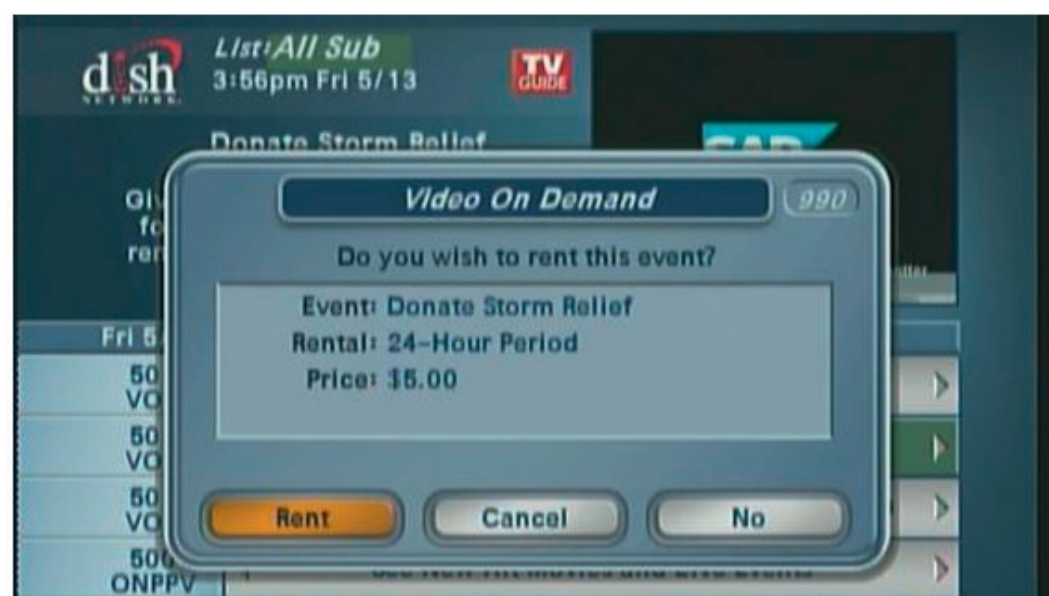
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DISH Network Launches Disaster Donation On-Demand Channels

7:21 AM PDT 5/17/2011 by THR staff

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Viewers can use their remotes to send cash to the Red Cross to aid relief efforts in Japan and the U.S.



DISH network is launching on-demand channels to allow viewers to click a button from their remotes to donate to the Red Cross to aid disaster relief efforts in the U.S. and Japan.

Specialty channels labeled "Donate Storm Relief" and "Donate to Japan Here" will be available on the DISH Network menu through July 31, 2011. By following on-screen instructions, customers can add a \$5 donation to their monthly bill.

The money will be sent to the American Red Cross to boost emergency relief efforts in earthquake-ravaged Japan and in areas of the U.S. affected by recent deadly tornados.

"We're pleased our technology can be used to assist the American Red Cross," says **Dave Shull**, senior vice president of programming for DISH Network, in a statement. "We look forward to using this unique approach to aid other causes in the future."

DISH NETWORK