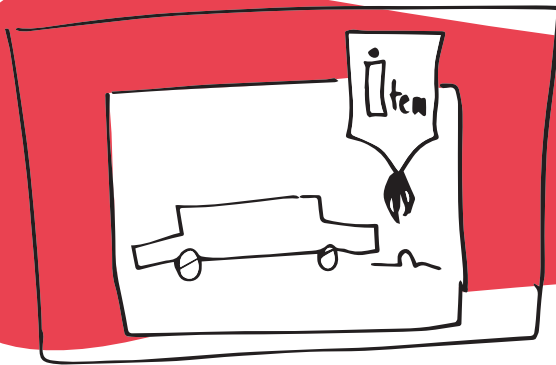
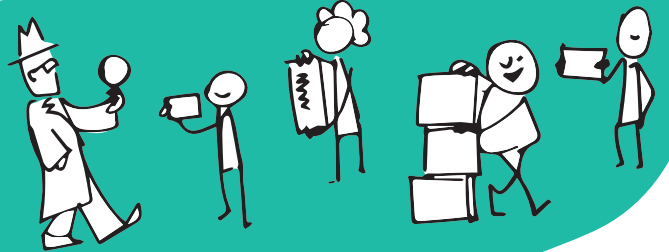


With an interaction interface, radio presenter Ward has a good view on all the content that listeners send in across digital platforms.

For tomorrow's show, Ward asks listeners to send in pictures of traffic safety examples in Brussels.



Ward filters the shared content for pictures of streets, geotagged by Brussels.

To build his story, Ward targets a group of listeners and asks their opinion on traffic safety issues.



Ward remembers an old video that could be relevant to his show. He's able to find it with the app.

At the end of the day, Ward has collected all user-generated content under one label in the app and is ready for his morning radio show.





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