

### ITV taps into social media for FA Cup Final

**28<sup>th</sup> May 09**

If you're an English football fan, there aren't many better games than the FA Cup Final. This year, football fans will be able to watch the real time buzz around the FA Cup final thanks to a unique experiment by [ITV.com](http://itv.com), pulling together the latest social media apps and some rapid-fire moderation.

ITV is integrating applications built around the successful micro blogging tool Twitter to reflect the online 'noise' generated by the clash between Everton and Chelsea on 30<sup>th</sup> May. [Twitterfall](#) – a site which cascades comments made on Twitter – will be embedded into the football section of [itv.com](http://itv.com) on the day of the game, allowing fans to see 'tweets' about the match or any of the players, as it progresses. A tool developed by London company [thruSITES](#) will allow fans to see which of the players is generating the most chatter on Twitter: the players' names and faces will appear alongside bars which will move up and down to reflect the buzz around players during the game. The tool will be available after the match so that fans can scrub along a timeline to see which players caused a buzz at crucial moments. Fans will also be able to submit their thoughts using web based audio comment service [AudioBoo](#). The application will allow iPhone users to submit their comments to the site for other fans to hear.

Finally, user-generated content moderation company [eModeration](#) will be there to make sure that the only 'fouls' which may take place are those on the pitch...eModeration will be monitoring the text and audio feed and moderating where required, real time, trying to ensure that valid Tweets go live onto the site within 30 seconds of them being posted.

It's going to be a first for [ITV.com](http://itv.com), and a great opportunity for the hopes and fears of the fans to be shared by everyone, social media at its most exciting, crowd-reporting on one of Britain's most popular sports events.

The tools will be available on the site on a special FA Cup Buzz page from around 1pm on 30<sup>th</sup> May. The page will be accessed via <http://itv.com/football>.

Dominic Cameron, MD of [ITV.com](http://itv.com), said: *"Our experiments with social media show that fans of our shows, especially the big live events, love to share their thoughts with others on the web in real time. Social media can really transform the way we all enjoy those memorable moments on ITV.*

*"This experiment is a great way of reflecting the buzz about the game on our site and if it's a success, will no doubt pave the way for more efforts to engage football fans in new and interesting ways."*

Tamara Littleton, CEO of eModeration added: *"We're really excited to be supporting [ITV.com](http://itv.com) and the other companies involved in this ground-breaking project. It's a great demonstration of how the different elements of the social media sphere can be joined up to give lovers of the game an amazing picture of the thoughts and feelings of their fellow fans, real time. It should be a great match!"*

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**About eModeration**

Founded in 2002, eModeration Limited is an international, specialist user-generated content moderation company. It provides 24-hour community management and content moderation to clients in the entertainment and digital publishing industry and major corporate clients hosting online communities and consumer-driven projects.

eModeration's CEO and founder, Tamara Littleton, has an established background in editorial quality control, fault escalation and process management gained from previous work as the Product Delivery Director for Chello Broadband and Online Operations Manager for BBC Online, where she managed the world's first ISO 9000-accredited team for digital publishing management and monitored over 400 BBC websites. Tamara Littleton is a member of the Home Office Internet Taskforce for Child Protection on the Internet which brings together government, law enforcement, children's agencies and the internet industry, who are all working to ensure that children can use the internet in safety. She was also the Chair of e-mint, the online community for community professionals from 2006-2007.

eModeration's team of moderators and staff are the key to eModeration's success and excellent client list. eModeration draws on the expertise of carefully recruited and trained moderators located mainly in the US and Europe with specialist editorial and community moderation skills, which are matched uniquely to the client. The company can moderate 24/7 in more than 30 languages. All its moderators are managed online from eModeration's headquarters in London, United Kingdom.

**Further press information:**

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