

Interactive Wimbledon

This service will be available on all digital platforms.

As in previous years, on satellite and cable, viewers will have access to five extra courts, whilst on Freeview they will be able to access two additional courts. Alongside the Video content, they will have access to a number of text services. They are:

- Live Scores
- Results
- News

The service will be available daily from 12.00noon to 8.30pm (approx). If matches have not been completed before BBC network coverage finishes, coverage will continue on the interactive channels.

For the last three years, Wimbledon Interactive has been the most successful interactive application ever. Since its launch in 2001, it has consistently delivered an audience of over four million unique viewers. It has also been strategically important to the BBC in positioning it at the cutting edge of digital broadcasting and innovation. In audience terms, its editorial proposition still best describes the concept of interactivity and, coupled with the mass appeal of Wimbledon, delivers a broad audience to interactive television. It has also been very important in the marketing and promotion of the Freeview platform.

Wimbledon – satellite/cable, bespoke application

Mosaic application with five video streams including live match data.

Menu Options – live scores, results and news.



Wimbledon – Freeview, bespoke application

Video switcher menu with two video streams. The menu selector can also include BBC One and BBC Two. Text options also sit in the menu. They include: live scores, live results and news.

bbc.co.uk/wimbledon

bbc.co.uk/wimbledon goes live on 11 June.

- Three minutes of highlights – this will be changed as the day goes on, so users can see updated clips showing key points, scores and news events as they happen.
- Mini McEnroe desktop alert – sign up so that McEnroe alerts you to any news and scores. He pops up on screen and shouts: “You cannot be serious!” Mini McEnroe will alternate between his Seventies playing image with big hair and sweatband, and his current image as a commentator in his suit.
- Tardis Tennis game based on the Great Britons characters (same as last year). Players can choose to be John Lennon, Winston Churchill, Queen Victoria or William Shakespeare and play against each other.
- Game-by-game scores and updates from each court.
- News, draws, order of play.

The Sport Academy website will also be running masterclasses by Tim Henman, showing people the key skills needed to play tennis and encouraging youngsters to take up the game. Visit the site at **bbc.co.uk/sportacademy**