Getting BBC on to Mobile

Chris Yanda
Executive Producer
15 November 2005

The BBC's Mandate
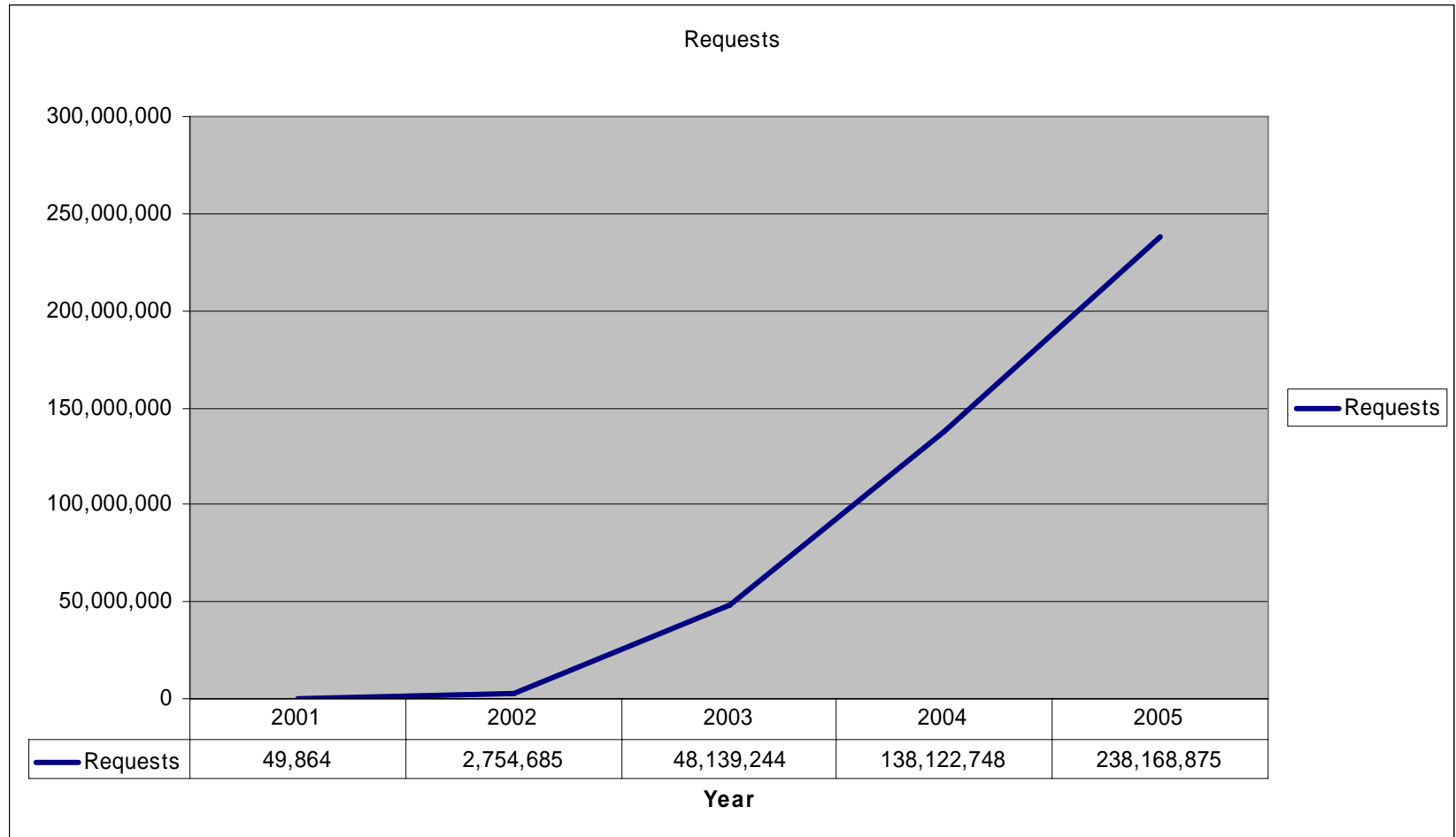

Inform

Educate

Entertain

Any where

Any place

Any time

BBC WAP traffic (number of requests) by year

Requests

	2001	2002	2003	2004	2005
Requests	49,864	2,754,685	48,139,244	138,122,748	238,168,875

Year

Text BBC to 81010
(terms and conditions apply)

28% of our WAP users did **not** visit the BBC website via a desktop computer

(**only** via a phone)

Value for Money

Open Standards mean better Public Value

- – Less work for the BBC

- – Less work for anyone who wants to use our content

- – Less worry about market distortion and "commercial favouritism"

Go to
http://bbc.co.uk/

Or text BBC to 81010

Thanks!