

Getting BBC on to Mobile

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The BBC's Mandate

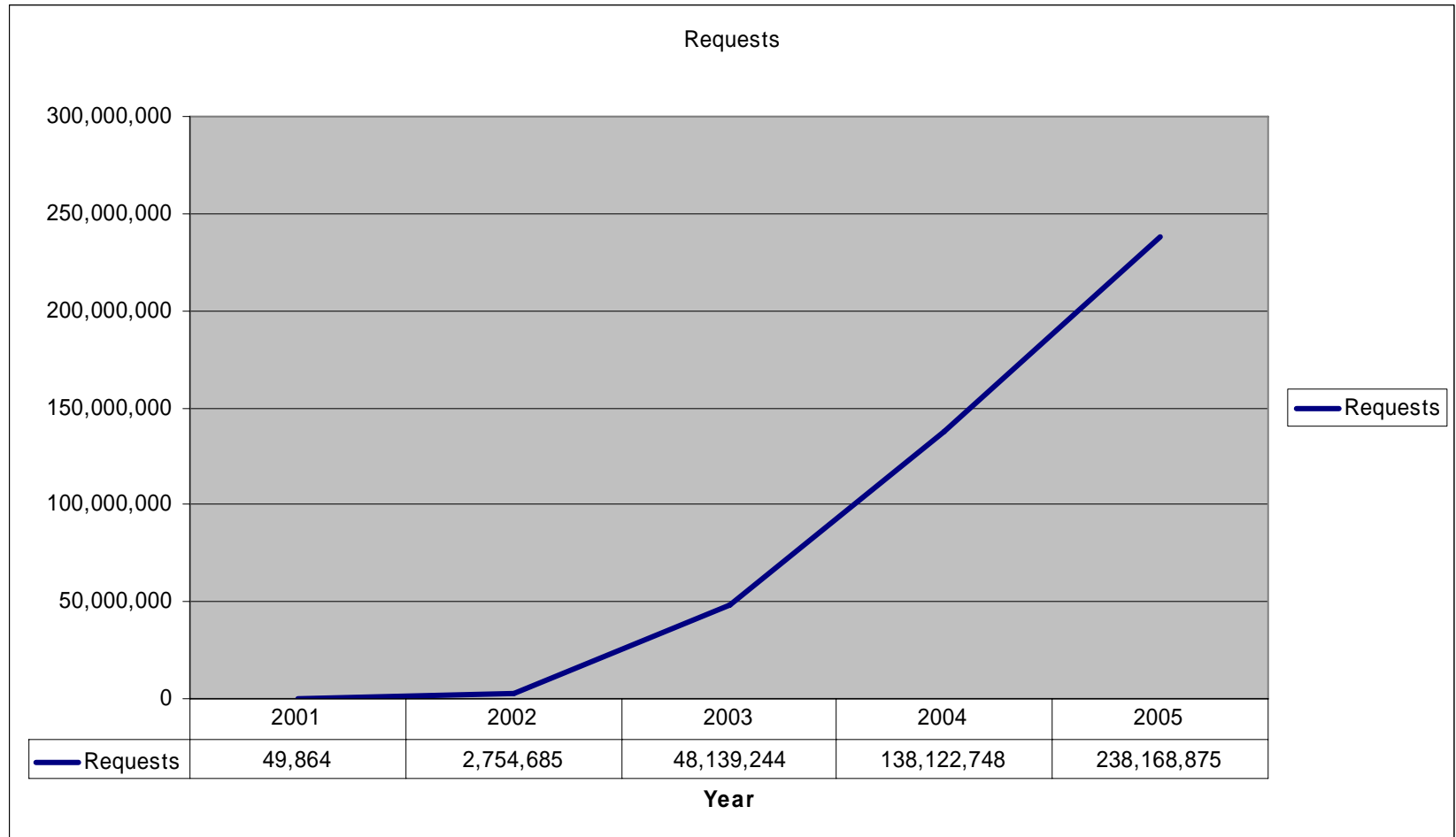


Inform
Educate
Entertain



Any where
Any place
Any time

BBC WAP traffic (number of requests) by year



**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!