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

<table>
<thead>
<tr>
<th>Year</th>
<th>Requests</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>49,864</td>
</tr>
<tr>
<td>2002</td>
<td>2,754,685</td>
</tr>
<tr>
<td>2003</td>
<td>48,139,244</td>
</tr>
<tr>
<td>2004</td>
<td>138,122,748</td>
</tr>
<tr>
<td>2005</td>
<td>238,168,875</td>
</tr>
</tbody>
</table>
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!