

News



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Camelot Reveals New National Lottery Broadcast Partnership With The BBC

Camelot today announced it was entering exclusive negotiations with the BBC which will see the two organisations work in a new partnership to produce a raft of exciting National Lottery content across terrestrial, multi-channel, and broadband environments.

The BBC was chosen as Camelot's preferred broadcast partner after a competitive pitch with ITV. Camelot will now work with the BBC to agree terms for the deal which is expected to be implemented from September this year, shortly before the current agreement expires.

Fuller details of the agreement will be published after final terms have been agreed. However, Camelot can confirm that in addition to maintaining the BBC's commitment to showing the Saturday night draws on BBC One in primetime, the new agreement covers programming for the Wednesday night draws, BBC daytime schedules, local radio and TV, and content for interactive, broadband and potentially mobile platforms. Content development will encompass draw coverage as well as new show formats.

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The BBC will also develop throughout the relationship a number of spectacular event-based programmes, including coverage of National Lottery Day, and the National Lottery Awards both nationally and regionally. Camelot will also work with the BBC to develop Olympic-themed shows to support The National Lottery's role in raising funds for London 2012.

Martyn Fox, Camelot Head of Broadcast, said: "Both ITV and the BBC came up with some fantastic ideas. I'd like to thank both teams for taking part in what was an extremely hard-fought contest. Ultimately we felt that the BBC put together an excellent package with a firm commitment to expand its coverage, both in programming hours and the number of channels. This new deal offers a great opportunity to develop a much broader range of lottery programming across terrestrial, multi-channel, and interactive TV as well as regional TV and radio."

He added: "We will be exploring a whole host of exciting opportunities across interactive platforms including the web, mobile platforms and broadband. In addition to the draw shows, and a number of exciting new formats, we will be working together more closely on event-based programming which celebrates the many winners and Good Causes to have benefited from The National Lottery."

Jana Bennett, BBC Director of Television said: "We are delighted Camelot has chosen to continue working with the BBC to produce National Lottery content for the UK public. BBC One is at the heart of our plans, but we were able to take a cross media approach to engage with all of our audiences. This is important to us and Camelot as the country heads towards the London Olympics in 2012."

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Peter Fincham, Controller, BBC One said: "It's a great reflection of the strength of the relationship between the BBC and The National Lottery that Camelot are keen to renew the partnership after eleven years, and that the lottery will continue to inhabit a space at the heart of the primetime BBC One schedule. Our audiences can look forward to lots of exciting new formats which will deliver the very best entertainment."

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Notes to Editors:

- Camelot Group plc is the operator of The National Lottery® and is committed to raising money for the Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds
- To date, over £18 billion has been raised for Good Causes by The National Lottery, and more than 220,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19th Century. The National Lottery has given away over £26 billion in prizes and created more than 1,800 millionaires or multi-millionaires since launch in 1994
- Camelot runs one of the most cost-efficient lotteries in the world, with around 5 per cent of total revenue taken in operating costs. At 40 per cent of total sales (28 per cent to Good Causes and 12 per cent in lottery duty to the Government), Camelot returns a higher proportion of lottery revenue back to society than any other lottery operator in the world. National Lottery retailers receive 5 per cent of total revenue in commission, and 50 per cent of sales is paid out to players in prizes
- Camelot is committed to the highest standards in player protection and social responsibility in both the retail and interactive environments. The National Lottery website, Sky Active and Play By Text services have been accredited by GamCare, the UK's national centre for information, advice and practical help regarding the social impact of gambling – while Camelot's approach to game design, test purchasing and retailer vigilance campaigns ensures player protection at retail. Camelot has been ranked among the top 30 UK companies in Business in the Community's 2005 Corporate Responsibility Index, becoming a sector leader in the leisure category
- For further information on Camelot, The National Lottery and its games, please visit the following websites: www.camelotgroup.co.uk and www.national-lottery.co.uk
- Players of all National Lottery games must be aged 16 or over.

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