

News



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National Lottery Daily Play Draw Makes BBC Website Debut

Daily Play, the game you can play today for the chance to win £30k, is set to become the first National Lottery draw to be available as a webcast on the BBC website (www.bbc.co.uk)

The new webcast, which goes live this week, is being produced by Initial, part of Endemol UK, one of the UK's top independent TV production houses. For the first time in its history the Daily Play draw will now be shown online at bbc.co.uk, from Monday to Friday every week.

On Saturdays the results will be included in the BBC One lottery draw coverage in 'The National Lottery: 1 vs 100', produced by Initial and presented by Dermot O'Leary, and 'The National Lottery Draws', presented by Jenni Falconer.

The webcast will bring the excitement of the Daily Play draw to a bigger audience than ever before, and will be available from between 9pm and 10pm each day in either RealPlayer or Windows Media Player formats.

Camelot Head of Broadcast, Martyn Fox, said: "This is a first for The National Lottery, and it's great to be able to bring all the excitement of the Daily Play draw to our players through the internet.

"It's a brilliant way to show what a thrilling game Daily Play is and remind people of the many ways they can support the Good Causes."

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Players choose seven numbers from 1-27, or a Lucky Dip with Daily Play. Five different prize levels can be won – from a free Lucky Dip ticket for matching no numbers, all the way up to a cool £30,000 for matching all seven numbers. And with a draw every day from Monday to Saturday, there are plenty of chances to win.

The National Lottery[®] is firmly established in the interactive world, with more than 1.3 million users registered to play games at national-lottery.co.uk, on digital TV via Sky Active and on their mobile phones through the groundbreaking Play by Text service.

Camelot now operates the most successful interactive lottery in the world. Interactive sales for the 2005/6 financial year were £214.8 million, up £127.3 million or 145.5 per cent on the previous year, delivering more than £50 million to Good Causes.

Since 1994 the National Lottery's portfolio of games, including Daily Play, has raised more than £19 billion for Good Causes, funding more than 240,000 individual awards and the largest programme of civic and social regeneration seen in the UK since the 19th Century.

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**For further information, please contact
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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 £19 billion has been raised for Good Causes by The National Lottery, and more than 240,000 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 £28 billion in prizes and created more than 1,900 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 40 UK companies in Business in the Community's 2006 Corporate Responsibility Index, and is 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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