

News



15 September 2006

Camelot launches first dedicated “National Lottery HQ” studio

All National Lottery draws are to come from a dedicated “National Lottery HQ” TV studio for the first time, thanks to groundbreaking new partnerships announced by Camelot.

The lottery operator has joined forces with Endemol UK, the UK’s top independent TV production house, and Arqiva, the UK’s leading provider of broadcast transmission services, to produce dedicated draw coverage from a purpose-built studio.

Lottery draws will continue to be screened by the BBC, as Camelot continues its highly successful partnership with the broadcaster. But there will now be a consistent look across all programmes and platforms, including the mid-week and Saturday night programmes on BBC1, and the new Daily Play draw results service on bbc.co.uk broadband services.

The first draws from the new National Lottery HQ will be seen as part of the special BBC ONE programming for National Lottery Day on September 23.

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Featuring revamped and revitalised graphics, lighting and set design, the new-style coverage will be titled *The National Lottery Draws* and produced by Initial (part of Endemol UK). It will work both as a standalone item and sit within other programme formats – including the new BBC ONE show *1 vs 100*, beginning on September 30, which is also being produced by Initial.

The new home for the lottery will be introduced each time with an exciting new title sequence taking viewers on a virtual journey through the doors of National Lottery HQ, past the winners' lounge and secure draws area to the draw studio.

Each National Lottery game – including Lotto, Thunderball, Dream Number and Daily Play – will have its own dedicated area in the draw studio.

New presenter Jenni Falconer – of GMTV fame and the winner of the recent Only Fools On Horses contest for Sport Relief – will host the draws when the first balls start to roll in the new studio on September 23.

And in coming months more new big name draw presenters and several familiar faces will also be in front of the cameras at National Lottery HQ.

Martyn Fox, Camelot Head of Broadcast, said: “This exciting new development gives Camelot, as the lottery operator, greater involvement than ever before in the presentation and look of the draws on screen.

“It’s fantastic to have respected partners like Endemol and Arqiva on board as we introduce an original new look for the lottery across TV, on the internet and new platforms such as mobile phones.”

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Jules Fuller, Executive Producer for, Initial/Endemol UK, said: “From a production perspective, it’s a great opportunity to bring creativity and flexibility to the way we make the draws and how audiences will watch them now and in the future.”

Barrie Woolston, Commercial Director, Arqiva Satellite Media Solutions, said: “We’re delighted to be providing the National Lottery with its first permanent home. We’ve worked closely with Camelot to tailor the studio space and facilities to their exact, and unique, requirements. A high-profile programme like the National Lottery demands an extra level of resilience and security in its studio space and we’re confident that our dedicated facilities will provide the perfect environment for the Camelot and Endemol team.”

Set design for The Lottery Draws is by Simon Kimmel, with lighting design by Tom Kinane. The series producer for Endemol is John Ireland, with Jules Fuller executive producing and the first programme on September 23 will be directed by Ian Hamilton. Graphics are by Liquid.

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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

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- 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.
- About Initial/Endemol UK: INITIAL is one of the leading entertainment content creators and producers in the UK. The company specialises in prime time entertainment (music, sports and factual), children's and teens, events and arts shows. INITIAL is also the market leader in the UK in Advertiser Funded / Branded Content programming. Initial is part of Endemol UK – one of the largest independent production companies in the country.
- About Arqiva: Arqiva has a 50-year history in transmission and has helped pioneer the technologies of the digital age. The company has five operating divisions:
 - **Satellite Media Solutions** – provides high quality and flexible solutions to a diverse range of international customers. Includes permanent and occasional broadcast services as well as IP, voice, data and digital media networks. Operational bases in London, Gerrards Cross, Winchester, Feltham and Bedford.
 - **Terrestrial Media Solutions** – provides national transmission for UK commercial television including ITV, Channel 4, Five and associated digital multiplexes, playing a leading role in the run-up to digital switchover. Transmission services also provided to vast majority of UK independent radio stations, both analogue and digital.
 - **Mobile Media Solutions** – new division dedicated to establishing a Mobile Broadcasting network in the UK. Arqiva is platform-neutral and has mounted pioneering technical and commercial Mobile Broadcasting trials with partners such as Microsoft, O2 and Nokia.
 - **Wireless Solutions** – provides market-leading, multi-operator infrastructure systems and services to wireless telecoms, transport and interior public space businesses. This is done through a portfolio of over 2400 towers, masts and managed sites, plus InBuilding (indoor coverage) and CityCell (urban coverage) products
 - **Public Safety** – provides frontline communications for the UK emergency services, government agencies and commercial organisations including design and installation, system maintenance and fully managed services for mobile radio, telecommunications and mobile data solutions.

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