

News



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Camelot Signs Up Endemol As Licence Bid Partner

Leading entertainment producer joins Camelot team for third licence bid

Camelot, the National Lottery operator, today announces that it has signed up Endemol UK as a strategic partner in its bid for the third lottery licence.

The renowned production company Endemol UK has been working with Camelot on innovative new approaches to showing National Lottery draws and developing a range of lottery-related broadcast and interactive content.

Endemol UK, one of the UK's top independent producers – responsible for hits including Big Brother, Restoration, Deal or No Deal and BBC ONE's National Lottery show 1 vs.100 – has been acting as production consultant for Camelot's broadcast and digital media plans in its bid.

Camelot will continue to work closely with Endemol UK to develop exciting new plans for coverage of lottery draws, which will be broadcast on the BBC, should Camelot's bid for the third licence to operate The National Lottery® be successful.

A strong priority will be to appeal to new audiences while continuing to capture the imagination of existing lottery viewers.

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Endemol UK is a specialist in primetime entertainment formats and has a strong reputation for innovation in the television production industry.

Camelot and Endemol UK will continue to work together to bring the full range of National Lottery draws into players' homes and to further enhance the presentation of the lottery on new digital platforms – including broadband and interactive TV.

Ground-breaking new approaches will also aim to engage players and viewers more actively in every aspect of the lottery on TV and other emerging media platforms.

Dianne Thompson, Camelot Chief Executive, said: “Our bid team is thinking very radically about the future of the lottery and Endemol is the perfect bid partner as we prepare a raft of exciting new ideas that we hope will really capture the public imagination and deliver the best return to the Good Causes.

“Endemol has a particular expertise in developing programme formats which create strong loyalty among their viewers, just as we work hard to build trust with our players.”

Lucas Church, Joint Managing Director of Endemol UK, added: “The drama and excitement of the Lottery provides a fantastic starting point for creating compelling formats – not just on TV, but across a range of media platforms. This is what we'll be looking to build on.”

Dianne Thompson added that Camelot's relationship with Endemol would be “an ongoing and substantial partnership”.

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This announcement is the first in a series of strategic partnerships for Camelot's licence bid – with more announcements expected over the next few weeks.

Bids for the third licence to operate The National Lottery have to be submitted to the National Lottery Commission by 9 February 2007. The successful bid is due to be announced in summer 2007, and the new licence will commence in 2009.

Camelot began work on its bid in January 2005, and has created a dedicated division to work on the third licence while the rest of the company continues with the vital work of raising money for UK Good Causes.

In September 2006 Camelot also announced it had joined forces with Endemol UK to produce dedicated lottery draw coverage from a purpose-built studio in order to deliver a consistent look across all programmes and platforms.

Financial terms of the deal were not disclosed.

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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 250,000 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 £28.8 billion in prizes and created more than 2,000 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 is ranked first in the leisure sector in Business in the Community's 2006 Corporate Responsibility Index
- 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.
- The crossed fingers logo is the registered trademark of the National Lottery Commission
- Endemol is the UK's largest independent TV and interactive production company, and is responsible annually for more than 6,000 hours of programming for British TV with credits including **Restoration** (BBC Two; BBC Four), **Only Fools on Horses** (BBC1) **Deal or No Deal** (Channel 4), **The BAFTA Film Awards** (BBC1) , **Eight out of Ten Cats** and **Big Brother** (Channel 4; E4). Endemol UK is part of Endemol N.V., a company with subsidiaries and joint ventures operating in 24 territories and publicly traded at Euronext Amsterdam

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