

World Cup Interactive

Digital Interactive TV

World Cup 2006 is so much more than a game of two halves on TV screens with BBCi this summer. Tune in to catch every goal of every game through BBCi.

Every digital viewer can access BBCi's interactive TV service for news, updates, stats and a whole lot more than 90 minutes of action, whenever they want it.

In conjunction with BBC Sport, BBCi is offering a double interactive service for World Cup 2006 with highlights, analysis and commentary during live BBC matches, plus an additional service for times when games aren't showing, including a non-stop England stream, World Cup Extra, repeats and highlights from every match.

For every goal of every game and every minute of every match, BBCi is the only place to be.

During live matches...

Viewers on all Digital TV platforms should press the Red key on their remote control when the "BBCi" icon appears on screen to enter the interactive service.

A menu bar will appear along the top of the screen with options linked to the number keys on the remote control.

Depending on the Digital TV platform you are watching on, you will get access to the following:

Pressing 1 offers alternative Audio streams from the BBC's world-renowned commentary pundits; choose BBC Radio Five Live commentators, or select "No Commentary" to get a real feel for the terrace atmosphere with stadium sound.

Pressing 2 shows picture-in-picture highlights from the current match, which allows viewers to catch up if coming in late or see that goalmouth drama again, at the same time as keeping pace with the game.

Pressing 3 takes viewers through to *Your Shout*, a channel dedicated to user-generated content. Fans can send in their own expert opinions by email or SMS, which will appear live on screen. For a thinking fan's look at which players and teams will make a difference this summer, *Your Shout* is ideal.



The Blue key presents a Stats menu with live updated facts and figures from the match such as possession, corners won and fouls conceded – perfect for trivia buffs.

Satellite and Cable viewers will get all three options. Freeview viewers will only receive two options (1 and 2).

Outside of live matches...

The interactive World Cup really comes into its own when live matches are over and the BBCi World Cup Zone comes to life.

World Cup interactive

BBCi will be screening every minute of every match of the World Cup with all the goals from all the games, extended BBC coverage, plus repeats of every England game.

It's total football – and it's all in one place.

BBCi World Cup Zone

How to access it

Outside of live BBC football broadcasts, all Digital TV viewers should press the Red button on the remote control to access the interactive menu and select World Cup.

(First-time users of interactive TV need not worry – the service is designed so that all the instructions appear on-screen, giving a step-by-step guide to all the services.)

The “homepage” for the BBCi World Cup Zone is a Multiscreen showing three mini video screens at once, alongside a quick guide to what's on now and the schedule for the next games.



Once through to the Multiscreen, viewers can take a look at what's on and scroll down to their preferred screen using the Arrow keys and press Select to watch it in full screen. Or watch all three!

Non-stop England

England aficionados will be in their element with BBCi's exclusive service dedicated to the England team on and off the field. BBCi will be showing the most up-to-date interviews with Sven-Goran Eriksson, press conferences, video player profiles, news and views from Germany and those all-important full repeats of England matches.

With all the build-up to England games, including a look around the stadia, BBCi gives living-room supporters a real flavour of the atmosphere and tension of Germany.

The England-only service is the most comprehensive package for every minute of the action and it's available at all times on the Multiscreen. Footy fans will be in digital TV heaven this summer!

World Cup Extra

Following key live matches World Cup Extra will open its doors through digital TV and video-streamed live on the internet at bbc.co.uk/worldcup to host full analysis with fans and BBC pundits.

Every night of the tournament, fans can send in their emails and SMS messages to the studio to get their views aired live on air, get it off their chest and share their gripes with other viewers. Fan therapy at its best!

Every goal of every game

The BBCi World Cup Zone is the only place to catch every minute of the action with every kick of every game.

It will broadcast edited highlights of every match with all the goals and drama from across the tournament in concentrated format.

Online

BBC Sport's dedicated World Cup website is already up and running with preliminary information at bbc.co.uk/worldcup and once the tournament kicks off it will be more detailed and dynamic than ever before. Features include:

Match coverage

- Live minute-by-minute reports on every match, written by BBC journalists, plus reviews, reaction and extensive news
- Scores, fixtures, tables and player stats
- Score predictor – users can put in the scores they think will happen and predict who they think will win each group
- Expert analysis from TV experts including Lineker, Hansen and Lawrenson
- Venues guide

Player ratings

- For the first time the audience has the chance to rate players' performances via the website and mobile phone
- The overall results will be published on the site and feed in to the TV coverage

Virtual Replay

- 3D-style recreations of all the goals from every match
- Ability to watch action from different viewpoints, including the players' perspective

Your World Cup

- Beautiful Frame – users send in their World Cup-related photos from around the world
- World Cup Blog – invites its readers to live the tournament through the eyes of two BBC journalists. As they drive around Germany in a camper van, our bloggers will take direction and advice from readers, regularly relating back their adventures on the long and winding road to Berlin.
- Interactive Map – this cutting-edge map pulls together a wide variety of content from across the BBC. match reports, news stories,

user photos, Big Screen venues, Five Live webcams and CBBC artwork will all be viewable from a world map that zooms in all the way to stadium level

Games

- World Cup Daq – giving people the chance to win a top prize by taking part in a virtual World Cup market
- Goalfinger – interactive competition based on World Cup trivia, tied into Radio Five Live on-air coverage
- Keepy-uppy competition – aimed at kids sending in their videos

Also

- Mobile phones – full coverage of the tournament on a special WAP site
- Mini Motty – desktop pop-up character who delivers news alerts
- Full TV and radio schedules

Online Editor Ben Gallop explains in more detail:

“The main bread and butter of the coverage is going to be loads of news, match reports and previews from our pundits, and then around that we will be doing a lot more innovative, interactive content,” he says.

“Throughout the day leading up to the matches themselves the website will provide all the latest news, stats and team selections, but what we're looking to do for this World Cup, which is different to what we've done before, is provide a lot more in-depth content around the games.

“One of the key things we're developing this year is player ratings. In the past a BBC journalist would give a mark out of 10 for every England player, which always caused lots of controversy, so now we're saying okay, you decide – and not just for England but for every match. It's quite a complex tool that we're developing; you can vote on the web or via

mobile phone so you can do it while you watch on the TV, and you'll also be able to see the marks out of 10 on interactive TV. We're working with the TV production teams to incorporate that into the TV coverage so the pundits can refer to it.

"Virtual Replay – we started this for Euro 2004; it's effectively computer animation so it looks like a PlayStation game. We will recreate every goal and you can choose to watch the action from a number of different camera angles including from above, or behind the goal – or you can see what the players would have seen, so you can be the goalkeeper and see Michael Owen coming towards you and scoring. And you can pause it and move around too.

"Another element is more interactivity on the website – player ratings is only part of it, we want people to create their own content around it so blogging is going to be a big thing for us. We're sending a couple of journalists to Germany to get into the atmosphere of the event and produce a blog from there and we want their blogs to link up with what's horribly described as the 'blogosphere' – everyone around the world blogging – because we think that the World Cup is going to be one of those events where blogging will really take off.

"Around that we want people to send in their pictures – they will be watching the World Cup in very different ways, experiencing it all around the world whether they're in pubs and clubs in the north of England, or maybe on a beach in another part of the world, or anywhere really.

"And we want to develop the city guides. There are already basic guides to the venues online but it's another good opportunity to get the users involved, recommending places to go and that sort of thing.

"We want to have a bit of fun too so we're doing World Cup Daq, which builds on the success of Celebdaq and Sportdaq. You 'buy and sell' shares in the World Cup teams, so basically you create a portfolio of teams and depending on how they do on the pitch and how they are covered in the papers, your portfolio rises and you can win it.

"We're also doing an online quiz together with Five Live – you pick any of the 32 World Cup teams and effectively you play through the tournament. Say you're England, you would play those fixtures that England play but each fixture is five questions and if you get three of those right you've won the match and you get the points. You get the chance to progress through the whole World Cup as a quiz and see if you can win the whole thing and if you do you go into a draw for the big prize.

"The third game is a keepy-uppy competition – we've done it before and it proved very popular, with lots of children sending in videos of how many keepy-uppies they can do.

"We do want to do more with video on the whole – video of the action depends on the rights but there'll also be, for example, interviews with players. This is going to be a big opportunity to push the way people watch video on the web because if you think about it, they'll generally watch the game at home or down the pub, but during the day they'll be in the office and there's going to be a lot of interest in keeping that World Cup mania going while people are at work.

"Mini Motty will be there again providing the latest news and scores on people's desktops, and you can also download the schedule of games and what's on the BBC into Microsoft Outlook so you can plan your life in June for the World Cup."