

Digital Interactive TV

World Cup 2006 is more than a game of football on TV. It is a multimedia experience. The catch is the goal of the game. High BBCi.

Every digital interactive TV service, whether it is a pay-per-view or a whole lot more than 90 minutes of action, there are the same.

In conjunction with BBC Sport, BBCi is offering a double interactive service for World Cup 2006. It includes highlights, analysis and commentary for live BBC matches, plus an additional service for when game action is slow, including a non-league England team, World Cup Extra, extra and highlights from the match.

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

During live matches...

View on all Digital TV. The Red key on the remote control. The BBCi icon on the screen. The interactive service.

A menu bar will appear along the bottom of the screen.

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BBCi will be celebrating the minute of the match of the World Cup which all the goal from all the game, ended BBC coverage, the era of the England game.

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

BBCi World Cup Zone

How to access it

Online of live BBC football broadcast, all Digital TV in the household. The Red button on the remote control to access the interactive menu and the World Cup.

(For the time of interactive TV need not to be the device designed to have all the information available, giving a better experience to all the device.)

The home page for the BBCi World Cup Zone is a Multimediaal home page mini video content, along with a quick guide to have on hand and the channel

Online

BBC Sport's dedicated World Cup website is available online and offering high quality information at bbc.co.uk/worldcup and once the tournament kick off it will be more detailed and dynamic than ever before. Features include:

Match coverage

- Live minute-by-minute commentary on every match, including BBC journalists, live text, reactions and expert analysis
- Score, fixtures, table and league data
- Score prediction can be made in the corner. The link will be updated and the host will be updated in each goal
- Expert analysis from TV experts including Lineker, Hansen and Lawson
- Venue guide

Player ratings

- For the first time the audience has the chance to rate the performance of the players on the website and mobile phone
- The overall list will be published on the site and feed into the TV coverage

Virtual Replay

- 3D-recreation of all the goals from every match
- Ability to watch action from different angles, including the player's perspective

Your World Cup

- Beautiful Fame game ends in the World Cup-related history from around the world

mobile phone can do it. While on
the TV, and you'll also be able to see
the making of 10 on-line action TV. We're
looking at the TV production team to
income and have in the TV coverage of the
media can effectively.

4. Visual Reality is a video for E on
2004; it's effective in the animation of
look like a PlayStation game. We'll see each
the goal and you can choose to watch the
action from a number of different camera
angles including from above, or behind the goal
you can see how the player would have
seen, you can be the goalkeeper and see
Michael Owen coming on a goal and
coming. And you can analyze and more
analysis.

4. Another element in the action on the
website is the online analysis, the
analysis of each of the content
analysis and blogging is going to be a big thing
for us. We're ending a collection of journals to
Germany to get in the atmosphere of the
event and to do a blog from the event
analysis. The blog will link to the
described as the 'blogosphere' is one
analysis and the old blogging because we think
analysis. The World Cup is going to be one of the
event. The blogging will really take off.

4. And have the analysis of the end in the
analysis. The analysis will be changing the World