

<http://www.pocket-lint.com/news/11865/bbc-iplayer-launches-christmas-day>

BBC iPlayer launches out of beta

See 250 different BBC programmes from the last 7 days

by Amy-Mae Elliott published on 25 December 2007

Following its launch into public beta back in July, Christmas day this year sees the official launch of the BBC iPlayer service.

Sir David Attenborough, Jeremy Clarkson, Jo Whiley and Mark Radcliffe are some of the stars featuring in the BBC's multi-media campaign for iPlayer.

In what promises to be a large campaign, the strapline "BBC iPlayer. Making the unmissable, unmissable" will accompany "great moments" from programmes available on BBC iPlayer.

Kerry Moss, Head of Marketing, BBC iPlayer, explains: "With BBC iPlayer, audiences will be able to go online to watch or download around 250 different BBC programmes from the last seven days. The launch campaign aims to bring BBC iPlayer to a mass, mainstream audience".

"We recognise that, for a large part of our audience, the 'net is not currently somewhere they're used to going to watch or download TV programmes and so we have developed a campaign that highlights the ultimate benefit of BBC iPlayer - that the audience no longer has to miss out on their favourite BBC programmes."

