





# Kutlu Canlıoğlu | Portfolio

Product mission





The new wiPi Player will...



# ipLayer Redesign











# Product mission

## The new iPlayer will...

- *Enable the BBC to maintain or grow its television audience as TV goes online*
- *Beyond the PC*
- *Beyond catch-up*
- *Beyond the tech-savvy*

# iPlayer Redesign

## Starting point

