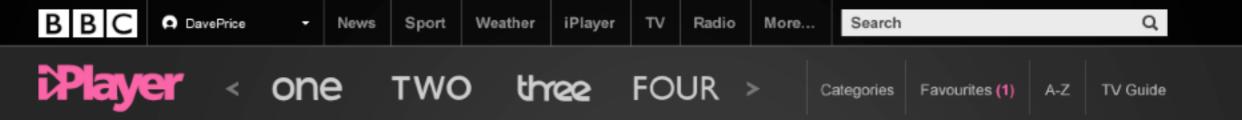


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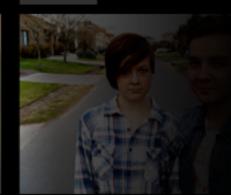


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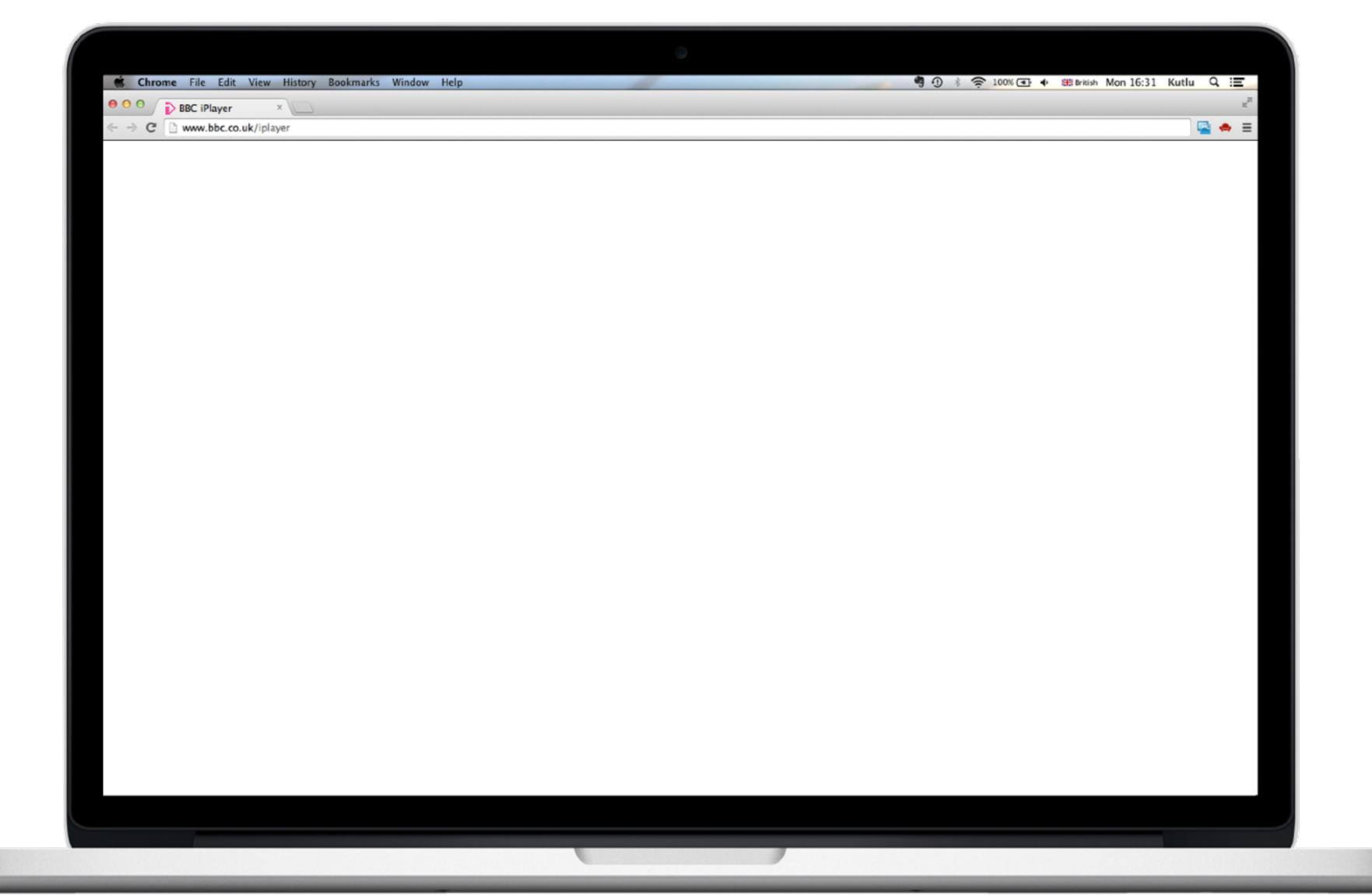
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# Starting point

### iPlayer Redesign





### iPlayer Redesign

# Starting point



## Product mission

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- Beyond catch-up
- Beyond the tech-savvy