









The new wiPi player will...

# Kutlu Canlıoğlu | Portfolio

iPloverRedesign













# 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*

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# Starting point

