

The background features two thick, parallel purple diagonal lines crossing the frame from the top-left to the bottom-right. A thinner, lighter purple line runs parallel to the upper one, and another thinner, lighter purple line runs parallel to the lower one.

BIG SCREENS

Public Space Broadcasting



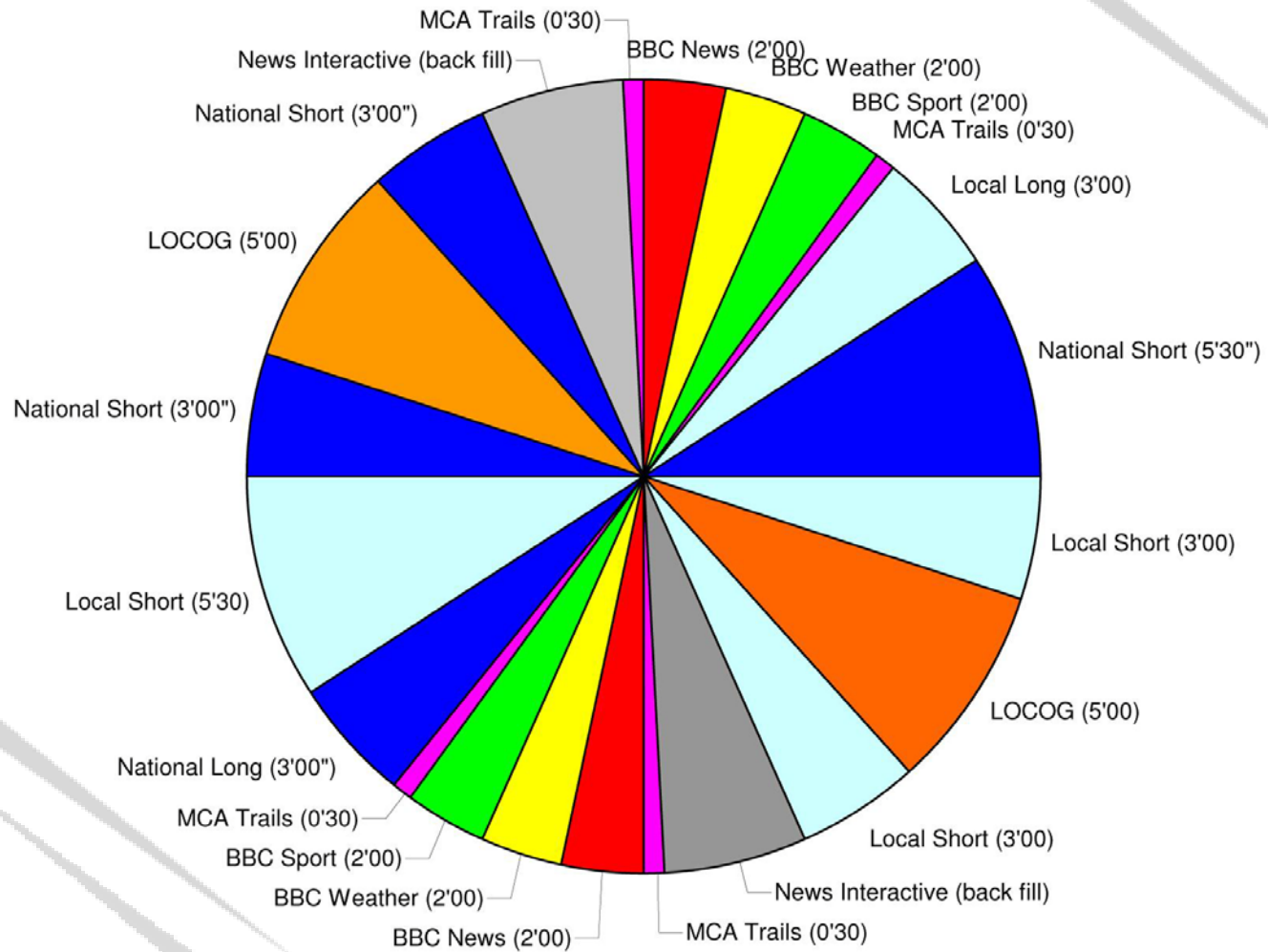
LIVE SITES



PARTNERSHIPS



Programme wheel (off peak)



Screen in Ambient Mode



Screen in Event Mode



Screen in Event Mode



BBC

Event to tie in with programme



Wimbledon activity - Plymouth



Wimbledon activity - Swindon

Event to tie in with programme



Wimbledon coverage - Birmingham



Wimbledon coverage - Edinburgh

Event to lead up to a programme transmission



BBC

Event supporting a programme or campaign



Interactive Events





Events



BBC



Elbow relay



B B C



What is a Live Site?

- A Live Site is a city centre destination at the heart of the community offering live information, activities and events through a large LED screen (Big Screen).
- Each screen has an area in front that can be used for events and activities.

“a piece of Olympic & Paralympic space near you”



OUR OBJECTIVES

- Be the *destination* at which to watch the Games competition **locally**
- Bring a *different*, vibrant Games experience to every Live Site
- Make the Games *relevant* to each community
- Make the public want to *spend time* at the Live Site and enjoy themselves
- Put sport participation at the heart of each location

