



The BBC launches sports mobile app for international audiences

7 February 2013: The BBC's international website, BBC.com, has launched a sports mobile application for iPhone and iPod touch devices across the globe. The free app brings together the BBC's expert coverage to deliver news, live scores, stats, commentary and analysis on-the-go.

Arriving in time for the start of a busy 2013 sporting calendar, the app's customisable menu allows audiences to keep up with their favourite sports – from breaking football news and gossip, to live text coverage of the UK Premier League, Rugby Union Six Nations championship and the upcoming F1 season.

A mobile football live scores section has been introduced, allowing users to follow the action, whether they're at the match or out and about. It provides a league-by-league overview of the latest scores and goal scorers at a glance, with dedicated match pages for more in-depth information, bringing together starting line-ups, match stats, live text commentary and the post-game report.

In addition, a fixtures and results section has been developed to help users keep on top of all the major UK and international football competitions, by simply selecting any day in the season from the app's calendar.

The launch of the sports app for international audiences is just the latest in a series of changes to BBC.com's mobile offering. Other recent developments to the mobile sports site include introduction of the latest responsive design, meaning that the site will now automatically scale to fit different sized screens, giving users the best experience, whether they use a feature phone, smartphone or any mobile/ tablet device up to 7" in size.

The rapid growth of smartphones over the last few years has made mobile a particularly important platform for BBC Sport audiences. Mobile devices account for a third of all traffic to the international sport site, with this figure rising at weekends, and at times mobile can account for around two in five of all visits.

James Montgomery, Controller of Digital and Technology, BBC Global News said: "Thanks to our responsive mobile site, the sports content we provide on mobile devices is already a large traffic driver for the BBC, which gives us a competitive edge in international markets. Now with the launch of our international sports app for iOS devices, we are giving users another simple way to get the content they love, whether it's checking out how their team have got on, following live text updates on the day's sporting action or catching up with the latest news."

The Apple iOS app is available on the App Store: <https://itunes.apple.com/app/bbc-sport/id594842980>

Ends.



Notes to editors

An application for Android devices will be introduced soon.

BBC World News and bbc.com/news, the BBC's commercially funded international news platforms are owned and operated by BBC Global News Ltd, part of the BBC News Group.

BBC World News, the international 24-hour news and information channel is available in more than 200 countries and territories worldwide, and over 350 million households and 1.8 million hotel rooms. The channel's content is also available on 151 cruise ships, 40 airlines and 23 mobile phone networks. For further information on BBC World News visit bbc.com/tvschedule.

bbc.com is one of the most respected brands on the internet and complements **BBC World News** in its offering of high quality, up-to-the minute international news, business, sports, weather, lifestyle, technology content and in-depth analysis. Launched in November 2007, the site attracts 58 million unique visitors each month and is available on PCs, tablets and mobile devices. It is the global online destination of choice for audiences who demand the full picture.

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