



Clients: **Granada Media | Celador | ITV | Carlton Interactive**
Project: **Who Wants To Be A Millionaire**
Platform: **Web**
Target: **ITV audience, all demographics**
My Role: **Senior Editor**



BRIEF

Join the team and build the official British website of the world's best-known gameshow; control content migration and editorial strategy; write copy; test questions; moderate forums; prepare for future initiatives such as pay-per-play.

SOLUTION

The interactive game – allowing online players to face questions used in the show – was the site's main attraction, and all copy (which aimed to reproduce the show's tone and values) concentrated on converting visitors into players.

RESULTS

- 23m impressions during first week
- 1.5m players registered in first year
- Europe's biggest online game in 2002, with 30m plays
- Chanelled regular traffic to itv.com traffic, strengthening ad revenue
- Raced to profitability
- Pay-per-play game launched within six months
- Winner, New Media Age Effectiveness Award



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