

Camelot TV launches first dedicated “National Lottery HQ” studio



The lottery operator, Camelot joined forces with Endemol UK, the UK's top independent TV production house, and Arqiva, the UK's leading provider of broadcast transmission services, to produce dedicated draw coverage for the National Lottery from a purpose-built studio – creating a “National Lottery HQ”.

The new home for the lottery was introduced with an exciting new title sequence, taking viewers on a virtual journey through the doors of National Lottery HQ, past the winners' lounge and secure draws area to the draw studio.

Martyn Fox, Camelot Head of Broadcast, said: "This exciting new development gives Camelot, as the lottery operator, greater involvement than ever before in the presentation and look of the draws on screen. "It's fantastic to have respected partners like Endemol and Arqiva on board as we introduce an original new look for the lottery across TV, on the internet and new platforms such as mobile phones."

Jules Fuller, Executive Producer for Initial/Endemol UK, said: "From a production perspective, it's a great opportunity to bring creativity and flexibility to the way we make the draws and how audiences will watch them now and in the future."

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