

BADMINTON England Consultation Response

Question 1:

Yes. BADMINTON England feels strongly that inspirational events such as the Commonwealth Games should be available to the viewing public in the UK and this should be live wherever possible. In the new digital age, technology allows live coverage and the Games should be seen by as many people for as long as long as possible. We should all rise to the challenge of motivating people to be more active. Live, exciting sport does that.

Question 2:

Not applicable

Question 3:

Yes, we believe the criteria should remain the same.

Question 4:

Not applicable

Question 5:

Yes, we believe these characteristics remain appropriate. The Commonwealth Games has a long history of being broadcast free-to-air. It is likely to command a large television audience, especially in the next five years with a home Olympic Games to follow and a "home" Commonwealth Games in Scotland in 2014.

Question 6:

Yes, these are appropriate. In addition the Commonwealth Games holds a unique place in our nation's history and reaches a multi-cultural audience.

Question 7:

Whilst some events might not warrant complete and comprehensive coverage, the digital advancements make greater and more live coverage more readily available. That said, an ability to protect at least a highlights package for the biggest available audience is a minimum.

Question 8:

No

Question 9:

The Commonwealth Games, as major multi sport Games with a unique history, should be transferred to the A List. This would safeguard the Games for the widest possible TV audience.

Question 10:

Again the digital age will allow more live coverage so this should not be such an issue. But in specific terms, live coverage should be ensured for key/deciding matches which can often be in earlier rounds. The British public thrive on critical sporting moments, whether they be team or individual events, and these should be harnessed so as to grab the public consciousness.

Question 11:

Not applicable

Question 12:

No further issues to raise.