

BBC.com all geared up for the 2012 Olympic Games

Olympics App launched to ensure fans can enjoy the London 2012 Olympic Games wherever they are

GEO IP targeting to ensure more relevant headlines for users

[Click to tweet: @BBCWpress](#) BBC.com launches Olympic app in preparation for the games <http://bbc.in/NottwY> #olympics

In less than two weeks the world will welcome the start of the 2012 Olympic Games, and BBC.com has been working hard on a number of initiatives to ensure fans outside the UK, across the globe enjoy all the action. Initiatives include: the launch of a bespoke BBC Olympics app which is available to download for free from today for iOS and Android 2.2 and above. Users will be offered daily text commentaries, news updates on all the action, top stories from their national teams based on their location, key events and medal moments.

Those who choose to download the app will also have the option to read the international homepage top stories offline and share stories, videos and results with their social media communities and via email.

Fans accessing www.bbc.com/olympics via their desktop and mobile devices will also be able to enjoy more relevant Olympics news from around the world following the inclusion of Geo IP targeting. For instance fans in Australia will have the latest news titled 'Team Australia Headlines' and this functionality will be available for all countries participating in the games. This will complement all other news from the games including the latest analysis, reporting across all events, fixtures, medals table and a host of video and audio clips.

Users will also be able to tailor their experience to include five favourites be they teams, sports or athletes that they can follow online. Through simply clicking on the 'Olympic favourite' tab at the top of the page users can build up their five tabs and enjoy easy access to a host of updates all of which can be shared with their friends via facebook, twitter and email.

James Montgomery, Controller of Digital & Technology for BBC Global News said: "The 2012 Olympic Games will be one of the most talked about sporting events of the calendar this year and here at BBC.com we want to ensure we offer our users the most entertaining, immersive and relevant experience. We believe these latest updates to the site along with the creation of a version for mobile users and the bespoke app ensure sporting fans across the globe can enjoy the games whenever and wherever they choose."

To complement the daily updates on the all the events there is also a host of additional Olympic programming available on BBC.com, Olympic page including: 'World Olympic

Dreams' presented by Olympic Gold medallist, Matthew Pinsent, CBE. The 30 minute film takes Matthew on a journey across the globe searching for aspiring Olympians from Usain Bolt's home, Trelawney, Jamaica, to Afghanistan, where he meets the water polo team struggling to find a pool to train in and Kosovo where athletes share their frustration of not being able to compete. The film is also cut down into 2 minute bite size videos.

A version for UK fans has also been launched today for smartphones: <http://www.bbc.co.uk/mediacentre/latestnews/2012/sport-app.html>

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