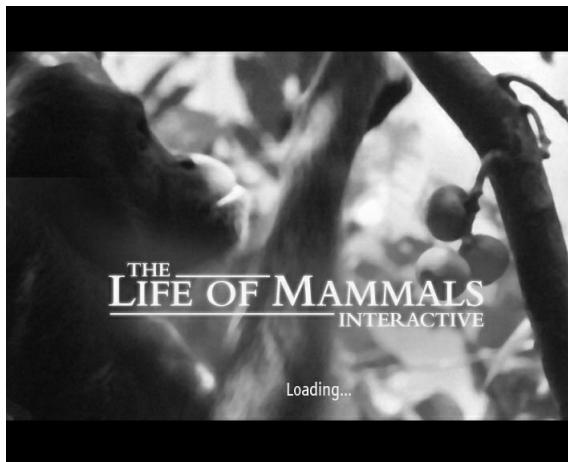


The Life Of Mammals Interactive Service



How does a bat manage to avoid trees and catch moths when flying in the pitch dark? How does a cheetah hunt its prey? Why is it that a squirrel can always find its nuts after the winter? In the last 25 years we have transformed our knowledge of mammals – unlocking the secrets of their senses, societies and psychology to answer these intriguing questions. Many behaviours and species are revealed for the first time in *The Life Of Mammals*. To delve deeper into the science behind the series, each episode is immediately followed by a 10-minute programme in which David Attenborough selects his favourite sequence from that episode and reveals the specialist techniques that led to a new discovery or seeing mammals in a new light.

Viewers with digital satellite TV (Sky) or digital terrestrial TV (Freeview or integrated digital television) can watch these last 10-minutes with David Attenborough interactively by simply pressing the red button on their digital remotes to watch on BBCi. Here, as the story unfolds, a series of increasingly difficult challenges allow viewers to test how their mammal skills of perception, reaction, memory and observational ability compare with today's mammals. The best live-action wildlife TV combines with graphic

overlays allowing viewers to target prey for cheetahs, guide a bat intercepting moths, or predict who is the boss of a chimpanzee troupe – exactly the challenges faced by forefront scientists, as explained by David Attenborough during the programme. Viewers' scores are recorded in their set-top box, which provides personalised feedback and automatically selects alternative video streams. Ultimately, BBCi provides a deeper, personalised insight to the life of mammals.

Viewers with digital cable (Telewest, ntl, Kingston Interactive Television) also press the red interactive button to access BBCi. Here, the interactive service includes quizzes where players can find out if they really are smarter than their fellow mammals. There's also amazing trivia, fact files, rare images and the opportunity to go behind the scenes and behind the science of the programme to really explore the mammal in 'you' as far as you dare!

Viewers without digital TV can simply sit back, relax and watch it as a conventional documentary following on straight after the main programmes on analogue BBC One. Here, David Attenborough tells a compelling detective story, exploring the challenges, capturing the moments of discovery and revealing the intuitive effort and technological advances that brought the story to the screen.

Senior Producer, Paul Appleby says: "For many years, wildlife science and film-making have developed to reveal the secrets of the natural world. Now, through interactivity, we have a new way to tell those stories, and create amazing new experiences for our viewers."

Note: BBCi is the name for the BBC's interactive services across the web, interactive TV and personal organisers.

www.bbc.co.uk/nature



- Why are mammals so intelligent? Users can test their human learning abilities under pressure in the Bushbaby Memory Maze.

- Why can mammals develop such complex social behaviour? Figure out who's who in the Chimp Challenge.

The website also features two webcams allowing people to take part in interactive mammal experiments (as well as being fun to watch!). In November, the first webcam follows the development of a nest of baby mice and a litter of kittens from birth to weaning – viewers are encouraged to help us monitor their progress by clicking on specific buttons if they see the mother feeding her youngsters. In January, the second webcam watches a specially set-up BBC 'Squirrel Assault Course'. Users watch as the squirrels learn how to get to a stash of nuts. Again, viewers are encouraged to chart their progress by clicking on specific buttons.

BBCi's comprehensive website at www.bbc.co.uk/nature extends *The Life Of Mammals* seamlessly from TV to the web. Whilst the TV series takes viewers on a guided tour of the vast wealth and diversity of mammals, the website explores the reasons why mammals have been so successful. Throughout transmission, the website will be updated weekly to include in-depth written articles and new interactive challenges and competitions. Each of these will highlight a different aspect of mammal biology in the form of a game:

- Why can mammals adapt to so many different habitats? Try surviving as a fox in a range of habitats in the Survival Zone Challenge.
- Why can mammals eat so many different things? Explore the diversity of mammal diets in the Beast Feast Challenge.
- Why do mammals come in such a range of shapes and sizes? Discover what's really under their skin with the Mammal Maker Challenge.





Close. This takes 10 mammals from the series and links them by similarities viewers might never have imagined existed. Pictures, gripping stories and more than an hour of streamed video reveal some of the most fascinating mammal behaviours and bring some of the best footage from the BBC Natural History Unit to users' desktops.

The site also gives users unparalleled access to 'behind the scenes' stories from *The Life Of Mammals* series, including webchats with Sir David Attenborough and members of the production team, whilst the accompanying *Life On Air* website celebrates David Attenborough's 50 years in television.

"We hope visitors will play, explore and participate in *The Life Of Mammals* website. It is packed with interactive challenges, competitions, webcams, and videos, bringing visitors closer than ever to both familiar and really unusual mammals – you'll be surprised and, we hope, delighted." says website designer Lisa Sargood.

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The Life Of Mammals website/ The Life Of Mammals On Tour

The Life Of Mammals On Tour

BBC Learning is taking *The Life Of Mammals* on the road with a touring exhibition visiting Science and Discovery Centres between January and March 2003, including The Natural History Museum in London. The exhibition gives a behind-the-scenes look at how the series was made – with talks from the programme-makers, previously unseen footage and opportunities to sample online and interactive content. It will also offer a range of exciting "hands-on" exhibits and activities, giving families the chance to examine mammal behaviour and to see how, as humans, they belong to the world of mammals.

Tour dates – 2003

8-12 January(tbc)

The Natural History Museum, London

16-19 January

At Bristol, Bristol

23-26 January

Glasgow Science Centre

30 January-2 February

W5, Belfast

14-19 February

Think Tank, Birmingham

21-24 February

Techniquest, Cardiff

26 February-2 March

Centre for Life - Newcastle

7-16 March

Manchester Museum of Science & Industry

See website for further details



Further resources

The Life Of Mammals Teacher's Activity Pack

The Life Of Mammals is set to capture the imagination of primary school children around the country. To accompany the series, BBC Educational Publishing has produced *The Life Of Mammals Teacher's Activity Pack* for teachers to use in class with their pupils, the first time that content from a major BBC Natural History series has been especially adapted for use in schools.

The content of the pack reflects the format and subject matter of the series. Featuring many of the captivating TV moments, it gives children the opportunity to explore further with their teacher. The emphasis throughout is to capture the natural enthusiasm and interest that children have for animals, and to harness this through the activities to simultaneously deliver key curriculum objectives in several subject areas including Science, Geography, Art and Literacy.

David Attenborough explains further: "Mammals are probably the most popular of all animals. There are some 10,000 different species and during the series we travel the world to discover just how varied and how astonishing they really are. Many children will watch the programmes at home with their parents and will find the journey an intriguing one; the activity pack allows them to consolidate in class what they have seen on television."

Written by Penny Coltman, Lecturer in Education at Cambridge University, the pack is primarily for children aged 7-11, Key Stage 2, although some of the activities can be adapted for younger children too.

Schools can order the pack and videos/DVDs of the television series by calling 0870 830 8000.

Open University Short Course

Working with the BBC, the Open University has developed a new course – Studying Mammals – for viewers who are inspired by the series and want to learn more. Starting in May 2003, the course gives the public the opportunity to learn more about these diverse and fascinating animals.

The course includes the study of mammalian social habits, their modes of feeding and reproduction, how they differ biologically from other animals and to what extent human interference and exploitation threaten their survival. The mammals covered range from the familiar – such as cats, dogs and foxes – to the rare, exotic and spectacular – tigers, whales and polar bears. Particular attention is paid to the approaches that scientists use to find out more information about mammals.

Studying Mammals requires about 100 hours of part-time study at home and can be taken on a one-off basis or as part of a qualification. Course materials include *The Life Of Mammals* book, TV programmes (on video or DVD) and a specially written course book and study guide.

For more information visit
www.open.ac.uk/science/short