

From Mass-market Audience to the Audience of One

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Introduction & Agenda

Introduction to BBC Future Media

- How audiences are engaging with content?
- What does this mean for content owners?

UK Broadcast landscape & technology developments

- How is it changing?
- What does this mean for content owners?

New Business Models

- In search of the holy grail...

Multi-platform experience – The World Cup 2010

The screenshot shows the BBC website's sports section during the 2010 World Cup. The main header features the BBC logo, a search bar, and navigation links for 'Explore the BBC', 'SPORT', and 'WORLD CUP 2010'. Below this, there are tabs for 'Sport', 'Football', 'World Cup 2010', 'Groups & stages', 'Fixtures & results', 'Videos', and 'Team planner'. The central focus is the 'LIVE England 3-1 Slovenia' match page. It includes a video player showing players celebrating, with a 'CLICK TO PLAY' button. To the left, there is a 'TODAY'S MATCHES' section listing other games like 'England 3-1 Slovenia', 'Algeria 1-0 USA', 'Australia v Serbia', and 'Ghana v Germany'. Below that is a 'Commentary' section by Chris Bevan, with a 'Discussion' and 'Preview' tab. The commentary text describes a goal by Wayne Rooney at 87 minutes. There are also social media links for Twitter (@samwatson) and a 'Penalty saved Highlight' video. At the bottom, there is a 'Match stats' section showing the score 'England 3-1 Slovenia' and individual player statistics for both teams.

England	Slovenia
James 01	01 Howard
Terry 26	26 Guzan
Lescott 05	06 Bomstein
Shawcross 05	05 Borjesson

Web - A new record was set in June 2010 with 9.2m weekly UK users driven by the World Cup and Wimbledon

Red Button - BBC World Cup coverage reached 8.88m unique viewers over the course of the tournament

Mobile - when England were in the World Cup the site saw an average of 335,000 UK users per day

BBC iPlayer - Slovenia V England match had 626,000 TV and 317,000 Radio instances

Online Audience Trends

- **UK Online universe**

- The active online audience has grown to 40.3m up 3% yoy and average number of domains visited has grown 5%.

(UKOM/Nielsen Jan '11)

- **Key categories**

- Unique audiences for broadcast media and current events and global news have both fallen yoy (-9% and -6% respectively). Nine out of ten of those audiences overlap with social media.

(UKOM/Nielsen Jan '11)

- **Social networking**

- Social networking has overtaken entertainment as the most popular online activity in the UK at 12.4% of all UK internet visits, beating the 12.1% for entertainment sites.

(Experian Hitwise Jan '11)

- **Mobile internet**

- Mobile internet users will rise to 30% of all mobile owners in 2011 from 27% last year.

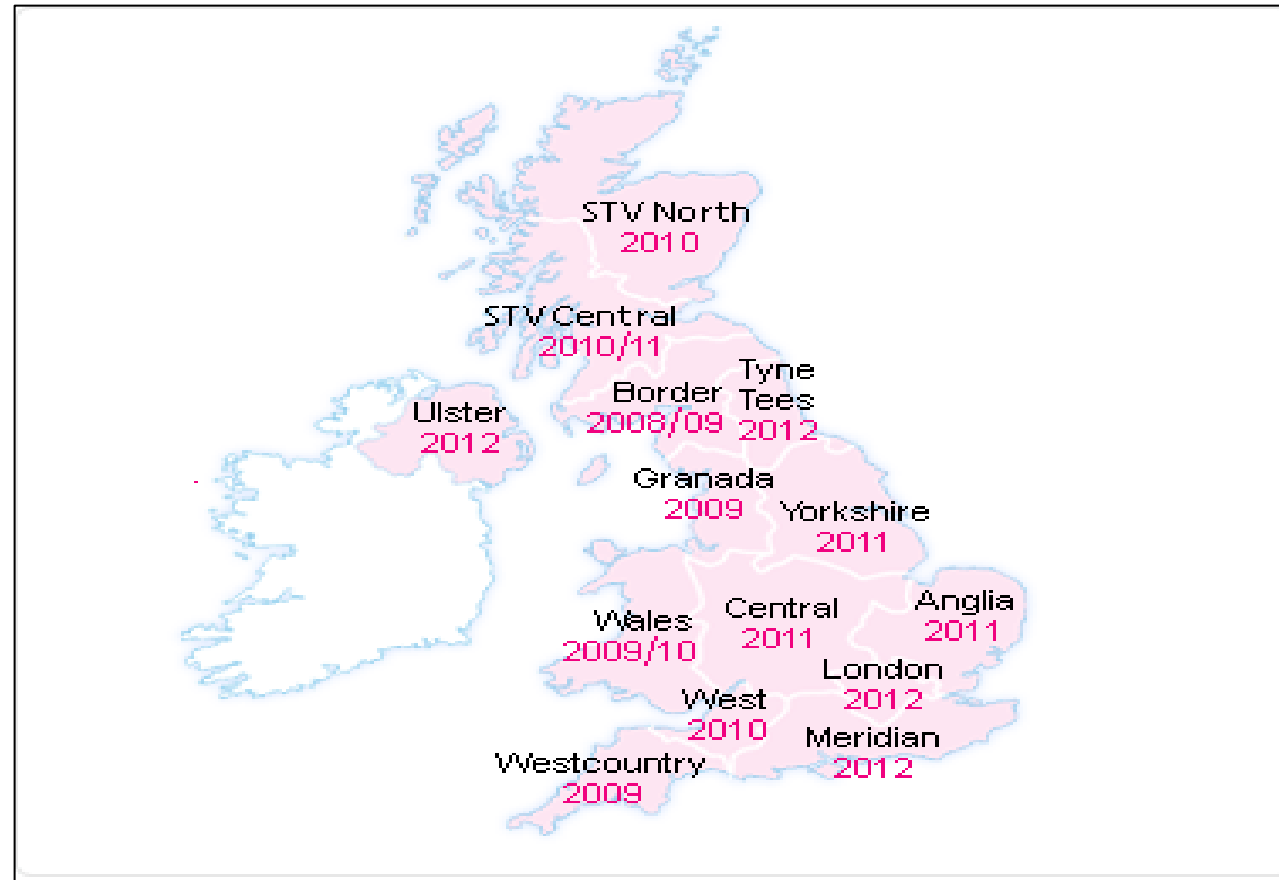
(eMarketer March '11)

Social networking

- According to figures from Experian Hitwise, social networks received 2.4bn visits during January 2011, accounting for 12.4% of all UK internet visits.
- Facebook dominates, boasting 56% of all traffic to social networks,
- Search is still the biggest driver of traffic for transactional sites, accounting for 33% of all traffic in that category.
- Social networks originate 13% of traffic to other sites, with the biggest receiver of traffic from social networks being news and entertainment sites.
- Experian Hitwise also revealed that the amount of time spent on social media sites has increased, with the average session time hitting 22 minutes.



Digital UK by 2012



www.digitaluk.co.uk

HD - 2010

	Q1	Q2	Q3	Q4
Sky + HD	2,510,000	2,939,000	3,154,000	3,497,000
Virgin DVR (V+ & V+HD)	939,900	1,198,900	1,421,000	1,512,900
FTA Satellite				1,585,000
Freeview				500,000

Ofcom Q4 report 2010

Connected TV brings together On Demand and Online content alongside linear TV

Allowing the BBC to offer audiences an even richer experience on their television sets



And bringing a better BBC television experience to other connected devices

At this stage Portals are the manufacturers' primary access point to content

Examples of current Internet Enabled TV user interfaces



More Sophisticated routes to discover content are appearing

Virgin Tivo



YouView

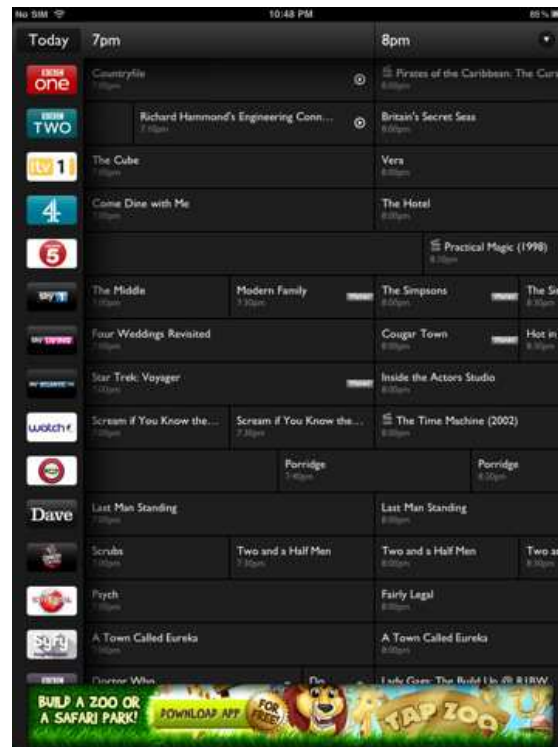
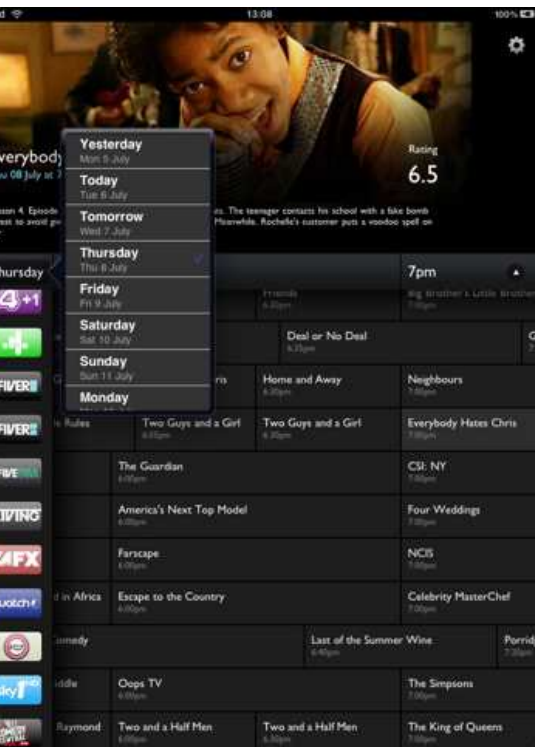


Tablets and Apps

- The tablet computer grew from 3.3 million in sales in Q2 to 4.8 million in Q3, an increase of 45.1% Growth was fueled almost exclusively by the iPad.
- In Q3, Apple sold 4.19 million iPads, representing over 87% of the media tablet market. IDC predicts the final tally for 2010 will top out at 17 million and that sales will more than double to 44.6 million this year and hit 70.8 million in 2012 (Feb '11)
- App developers polled by IDC and Appcelerator showed the biggest increases of developers saying they're interested in the platform were for Android tablets, which jumped 12 percentage points to 74% and the BlackBerry PlayBook, which also increased 12 percentage points to 28%
- The European mobile applications market stood at \$1.2 billion in 2009, but is expected to become the largest market by 2015, at \$8.4 billion and growing at a CAGR of 33.6% during 2010 – 2015.
- E-readers experienced rapid growth as well, led by the Amazon [Kindle](#). 1.14 million Kindles were shipped in Q3, representing 41.5% of the e-reader market.

Content Discovery via Tablets & Smartphones

Promoted as:
The best TV guide experience exclusively for your iPad



Controlling the show on Apple TV.

Tap into Apple TV.

Remote features the same interface you already use to browse video on your iPhone, iPad, and iPod touch. So right away, you know how to navigate the movies and TV shows from your iTunes library. Use gestures to rent new movies and TV shows, flick through Netflix titles,* and browse the latest YouTube video sensations. Just tap to play. Then keep tapping to fast-forward, rewind, and pause to your finger's content.



Browse and play



Keyboard search



Use gestures



Alice in Wonderland available On Demand when you get STARZ® on XFINITY.

XFINITY TV

by Comcast Interactive Media

<http://itunes.apple.com/gb/app/tv-guide-for-ipad/id379455139?mt=8>

Content Enhancement

Disney's home video department initiated a Second Screen project after Nielsen data revealed that 59% of consumers use the Web while they watch TV.



<http://disneysecondscreen.go.com/bambi/#slideshow>

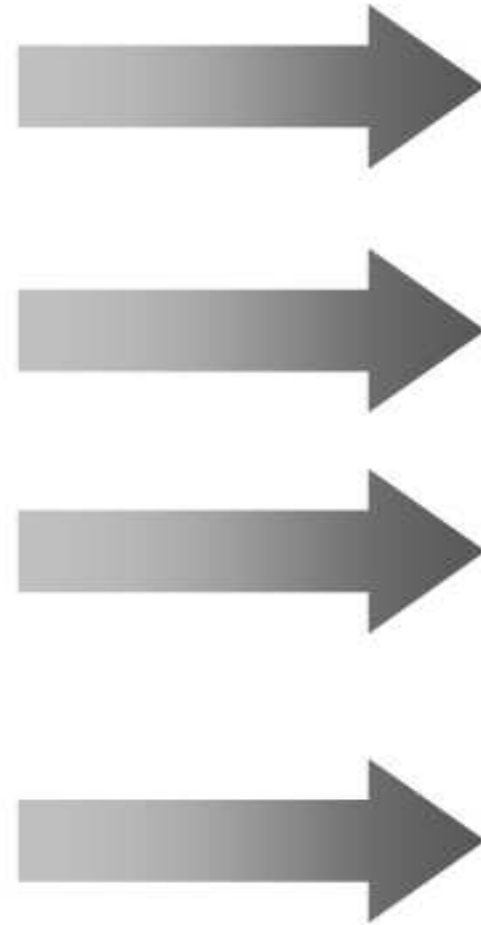
Content Enhancement

“TV is inherently social – and Social Media is a conduit,” adds MobileWeb. “Put them together in a workable, ergonomic way and the convergence will have impact.”

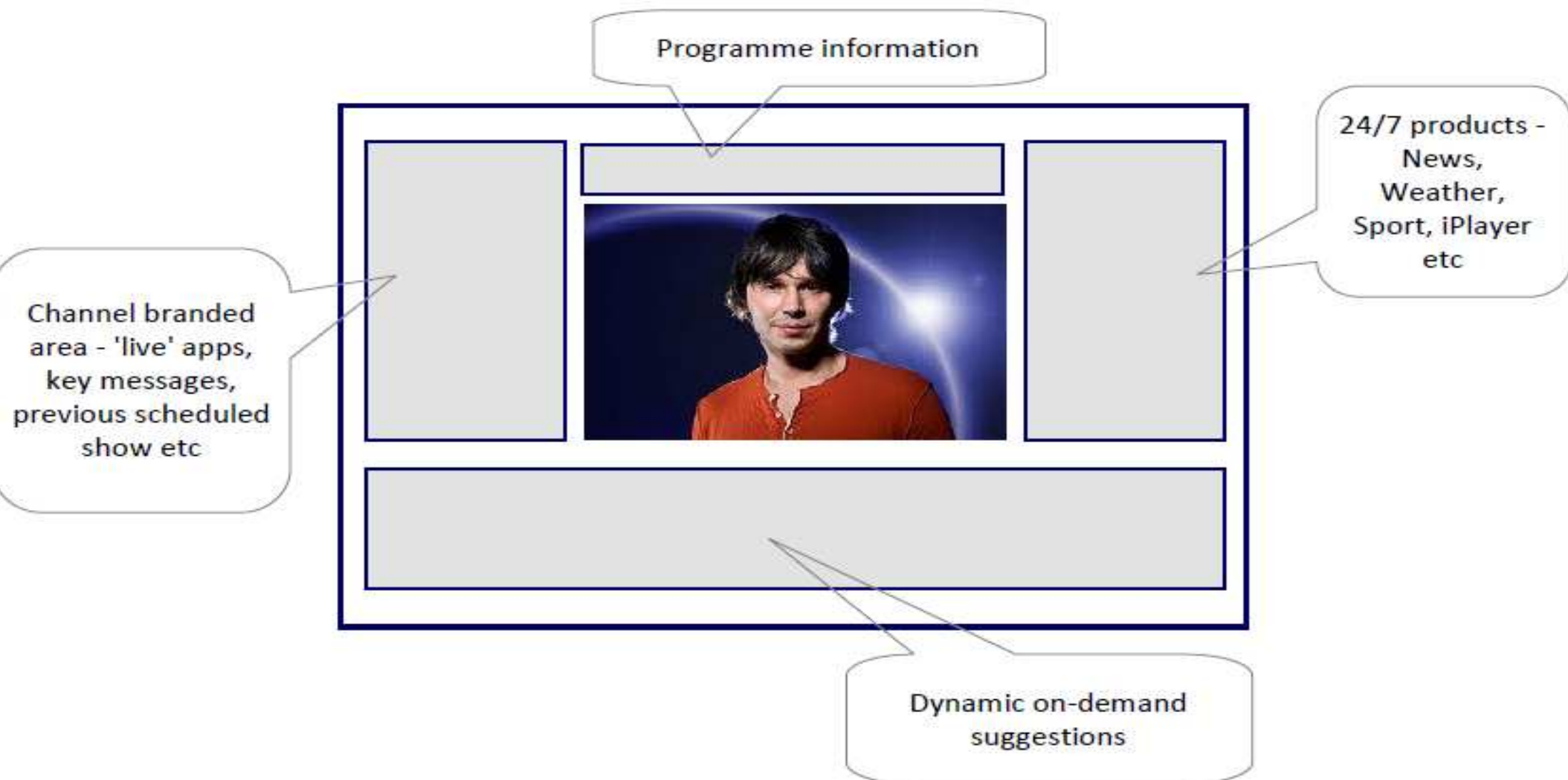


<http://www.mobileweb.be/en/mobile-internet/mobile-internet.asp>

The BBC simplifies and unifies its digital offering



The digital services of the future will be more dynamic and context sensitive



Building on established viewing habits



To promote content that has been carefully curated and selected by the BBC



Continue giving audiences more options...



With the Connected Home, we can deliver

Unconstrained audience access to BBC content

Apps and journeys we control

Personalised experiences

Context around content

We have the ability to provide richly enhanced experiences...

Professional
(editorial)

Algorithmic
(most popular, recommendations)

Community
(social, friends)

...across multiple screens



Agenda

Technology

- How is it changing?
- What does this mean for content owners?

Technology: The playing field...

HTML5 FORMS ATTRIBUTES													
	MAC				WIN								
	CHROME	FIREFOX	OPERA	SAFARI	CHROME	FIREFOX	OPERA	SAFARI	IE	6	7	8	
	5	3.6	10	4	4	3.6	3	10	10.5	4	6	7	8
Form: Autocomplete	×	×	✓	×	×	×	×	✓	✓	×	×	×	×
Form: Autofocus	✓	×	✓	✓	✓	×	×	✓	✓	✓	×	×	×
Form: List	×	×	✓	×	×	×	×	✓	✓	×	×	×	×
Form: Placeholder	✓	×	×	✓	✓	×	×	×	×	✓	×	×	×
Form: Min	✓	×	✓	×	✓	×	×	✓	✓	×	×	×	×
Form: Max	✓	×	✓	×	✓	×	×	✓	✓	×	×	×	×
Form: Multiple	✓	✓	×	✓	✓	✓	×	×	×	✓	×	×	×
Form: Pattern	✓	×	✓	×	✓	×	×	✓	✓	×	×	×	×
Form: Required	✓	×	✓	×	✓	×	×	✓	✓	×	×	×	×
Form: Step	✓	×	✓	×	×	×	×	✓	✓	×	×	×	×



Technology: The Cloud



Setting standards with external partnerships

**Content / application
syndication**

Metadata syndication

Branding and UI guidelines

Distribution guidelines

Agenda

Business Models

- Advertising
- Subscription
- Payment
- Diversify
- Holy grail....

Specialist Publishers

- More than a third of specialist publishers are charging for online content, the InPublishing/Specialist Media Show survey has found (March '11)
- Preliminary analysis of the cross industry research found that 34% of publishers provide paywalled content now and 15% plan to do so in the next two years
- 70% are considering running online networking services, 63% webinars, 53% virtual events and 39% distance learning
- 42% are planning a tablet edition
- 53% are planning to add video content
- 34% plan a digital archive – either subs-driven or ad-funded
- 22% already have a mobile app or are about to launch – a further 15% plan a launch in the next year. **Business models are split between sponsored and paid, with lots of testing in process**

Appendix

Additional Information

UK Mobile Ad spend 2010

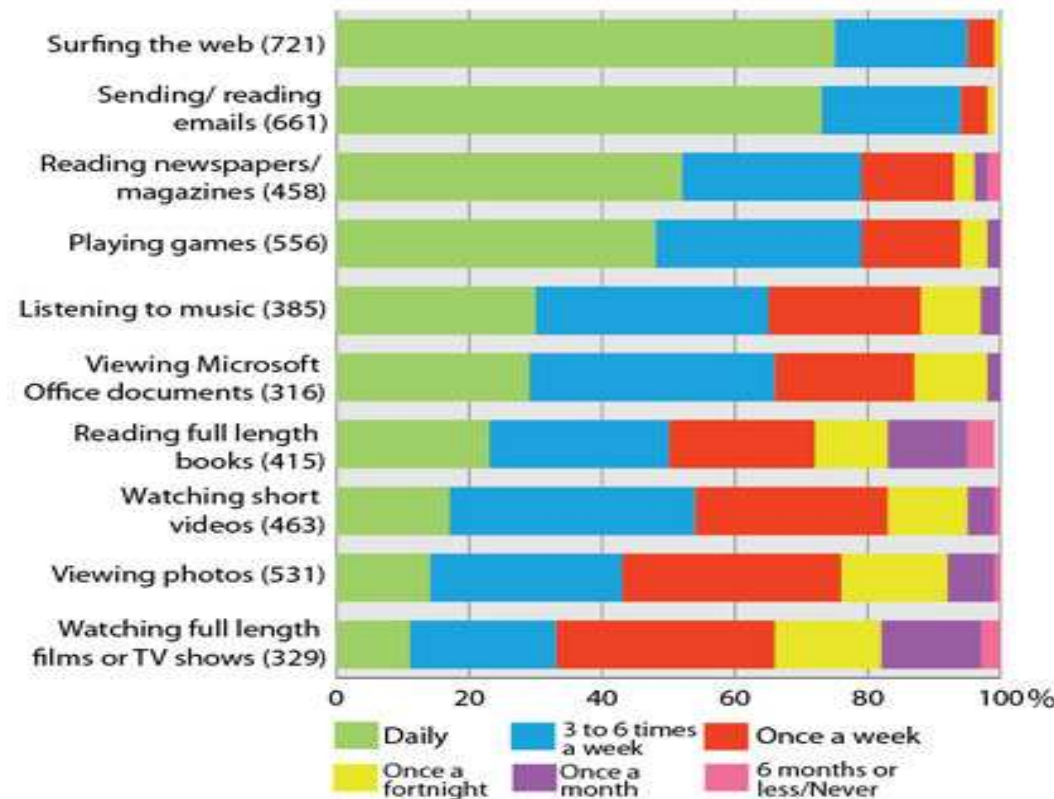
- According to figures from the IAB and PwC, ad spend on mobile media - including search and display - surged in 2010 by 116% year on year, to a total of £83m, a dramatic acceleration in growth from 2009, when mobile ad spend rose 32% to £37.6m.
- Advertisers' spend on search on mobile has nearly tripled from 2009, going up from £20.2 million to £54.9 million. Display advertising in the form of banner ads, text links, and tenancies experienced a rise of 62% to £23.7 million, from £14.6 million in 2009. The mobile format of pre-and post-roll adverts also experienced a rise of 492% to £1.1 million, up from £0.2 million in 2009
- In 2009, the entertainment and media industry accounted for 61.5% of all mobile ad spend, but this fell to 32.9% in 2010, as other sectors increased their expenditure.
- Financial-services brands overtook telecoms to become the second-biggest-spending sector on mobile advertising, behind entertainment and media. In 2010, financial brands accounted for 18.6% of total mobile ad spend, compared with 8.1% in 2009.
- The automotive sector has also boosted its investment, with a 6.5% share of the total mobile ad spend in 2010, compared with 2.5% in 2009.
- Previous IAB research has shown that mobile users pick up their phone 18 times a day to consume content via apps or a browser. It also revealed that 51% of the UK population has engaged in m-commerce for research or purchases.
- The number of minutes spent by consumers using mobile internet increased by 45% during 2010 to 6.6bn minutes, an average of 301 minutes per person per month.



iPad

- 52% of iPad users read a magazine or newspaper on their device every day, according to YouGov's latest TabletTrack report (March '11)
- 53% of iPad owners are aged 44 and under, 64% are male compared to Kindle where 66% of owners are aged 45 and above, and 57% are male
- iPad owners like apps, with 22 the average number downloaded (including pre-loaded) for Wi-Fi-only devices, rising to 25 for Wi-Fi & 3G tablets.
- Consumers with Wi-Fi & 3G iPads spend more than those with Wi-Fi, paying on average £5.01 a month compared to £4.31.

Frequency of activities participated in (by Apple iPad)



Source: YouGov