



Brief set by
BBC

Help people discover everything the BBC has to offer

Related Disciplines
UX/UI
Interaction Design
Product & Service Design

Deadline
23 March 2021, 5pm GMT

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The backstory

The BBC is the world's leading public service broadcaster, delivering entertainment, educational resources and up-to-date news. They must act in the public interest, bringing value to all audiences, through impartial, high-quality and distinctive content and services. They design experiences with purpose, that improves people's lives.

Despite offering a number of platforms and touchpoints, many people are unaware of the expanse of the BBC's offer, and often engage via a single touchpoint or 'mode' (viewing, listening or browsing).

So how can the BBC help people discover the breadth of the content available, connect its products and services, and open up the full power of the BBC portfolio? By creating more relevant and engaging experiences to enable their audiences to feel like the BBC is 'for me'.

What's the challenge?

Design a new customer experience or service to help the BBC's audiences fit the BBC into their daily lives, tailored and optimised to where they are and the device they are using.

You should consider both the services BBC audiences already know and love, and also how you might weave in new kinds of offerings powered by data and ambient intelligence (environments that are sensitive and responsive to the presence of people).

Who are we talking to?

The BBC is for everyone, bringing value to all. You need to speak to the 91% of the UK population that uses the BBC each week.

Your response should investigate individual audiences within the expanse of the UK, and interrogate whether you should develop an idea for a specific audience or form a solution that encompasses everyone's experience. No matter what route you decide to take, make sure your response doesn't alienate existing users.

Things to think about

Be realistic

Remember to think near future, not science fiction. Your idea should harness technology available to allow a rollout within one to two years.

Be audience first

Start human. Identify your audience. What are their wants, needs, expectations, capabilities? If you're casting your net wide you might want to consider a range of personas representing key audience groups. The most important thing is the person at the heart of the experience. The tech is just a tool, and the better a job it does the less noticeable it will be.

Bring value

Think about what a valuable relationship with the audience looks like. Consider how data and technologies like voice, gesture and new forms of interactivity can be used in a way that will bring stories and experiences to life. How can you join up the whole of the BBC to connect more deeply with its audience?

Pull your idea together

Consider creating a service blueprint that brings to life how your proposal will work across different user journeys, touch points, BBC products and services.

The important stuff

Present:

- Your solution: Clearly explain your idea, how it would work, and the technologies used.
- Your creative process: How you arrived at your solution; key insights from your research; a convincing rationale for your focus and design decisions.

There's no need for code, just compelling communication. If you can create a prototype, do. Otherwise use animatics or other tools to show your concept in action.

What and how to submit: Read *Preparing Your Entries* before you get started for full format guidelines.

Main (essential):

Present your solution and process using either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8).

Optional (judges may view this if they wish):

Prototypes or mockups as **interactive** work (websites, apps, etc). If your main piece is **JPEGS**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGS** (max. 4).

Further Information

Helpful links

Full list of BBC services
bbc.com/aboutthebbc/whatwedo/publicservices

Learn more about the BBC, including their policies, what they do and how they do it
bbc.com/aboutthebbc

BRIEF KEY POINTS

BBC delivering entertainment, educational resources and up-to-date news.

public interest, bringing value to all audiences, through impartial, high-quality and distinctive content and services.

purpose, **that improves people's lives.**

BBC into their daily lives, tailored and optimised to where they are and the device they are using.

services BBC audiences already know and love, and also how you might weave in new kinds of offerings powered by data and ambient intelligence (environments that are sensitive and responsive to the presence of people).

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Near future not science fiction

Start human. Identify your audience. **What are their wants, needs, expectations, capabilities?** If you're casting your net wide you might want to consider a range of **personas** representing key audience groups.

Person at the heart of the experience

Consider how data and technologies like **voice, gesture and new forms of interactivity** can be used in a way that will bring stories and experiences to life.

How can you join up **the whole of the BBC** to connect more deeply with its audience?

Design a new customer experience or service

Despite offering a number of platforms and touchpoints, many people are unaware of the expanse of the BBC's offer, and often engage via a single touchpoint or 'mode' (viewing, listening or browsing).

So how can the BBC help people discover the breadth of the content available, connect its products and services, and open up the full power of the BBC portfolio? By creating more relevant and engaging experiences to enable their audiences to feel like the BBC is 'for me'.

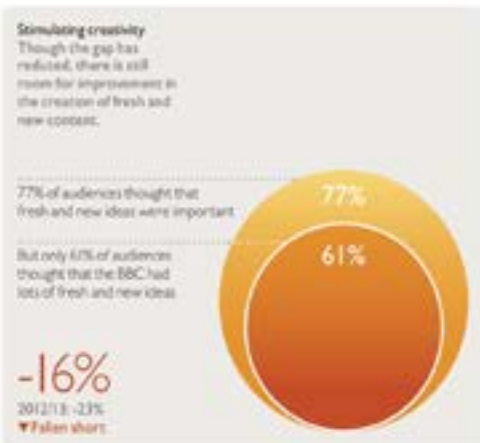
Be realistic
Audience first
Bring value

CONSUMER

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BBC Annual Report and Accounts 2013/14

SPECIFICS

People who watch TV
Drivers
Busy people
Lazy people
Gardeners
Teachers
Artists
Suffering from mental health
Interested in geography
listen to music

People who like to quiz
moved away
family living moved away
Festival goers
Clubbers and ravers
Friday night pub goers
Rugby fans
Football fans
Golf fans
Guitarists
Musicians

Cooks
Mums
Dads
Children
Elderly
Historians
Teenagers
Students
Sport fans
Healthy people
Unhealthy people

Birdwatchers
Sailors
Fisherman
Scientists
People interested in science
Toddlers
Babies/new mums
Podcast listeners

The BBC provides a service of constant and deep value to people of the UK. The UK public chooses the BBC around 250 million times a day. Every single minute of the day and night, the BBC is being used by 5 million adults, on average, and by a total of 45 million across all ages over the 24 hours.

The BBC is central to daily life in the UK. On an average day, 17.7 million people start their day with the BBC and 28.5 million come to the BBC for evening entertainment.

The BBC is the place the UK comes to in order to find out about what is happening at home and abroad. More people, by far, get news from the BBC than from any other source – eight in ten news consumers per week (the next nearest is ITV at 45%).²⁹ And the BBC is the place where everyone can keep up with national passions – the BBC shows around 1% of the hours of sport broadcast on broadcast TV in the UK but delivers around 30% of all TV sport viewing.

When audiences have a choice, time and time again they choose the BBC.³³

- Three times the audience watched the 2018 World Cup final on BBC One (8.0m average audience) than on ITV (2.5m)
- 13.1m watched the 2018 Royal Wedding ceremony on BBC One – over three times as many as watched on ITV (3.5m) and Sky News (0.4m) combined
- Announcing the start of the first lockdown on 23 March 2020, the Prime Ministerial statement achieved an overall television audience on the day of 28.0m – close to two-thirds of whom (18.0m) watched on BBC TV channels (BBC One, BBC News and BBC Scotland) (compared with 5.6m on ITV, 2.1m on Sky News, 1.7m on Channel 4 and 0.6m on Channel 5)
- Announcing plans to ease the first lockdown on 10 May 2020, the Prime Minister's statement saw an overall television audience of 27.6m on the day – over 70% of whom (20.1m) watched via BBC TV channels (BBC One, BBC News and BBC Scotland) (compared with 4.9m on ITV, 1.4m on Sky News, 0.8m on Channel 4 and 0.4m on Channel 5)
- When the Queen gave her Covid-19 message on 5 April 2020, 24m tuned in that day – over 60% of whom (14.8m) were watching on BBC TV channels (BBC One and BBC News) (compared with 5.3m on ITV, 2.5m on Channel 4, 0.7m on Sky News and 0.6m on Channel 5)
- And as the 2019 UK General Election results came in overnight, BBC TV's results coverage reached 16.0m – more than double that of ITV (7.2m), and seven times that of Channel 4 (2.2m) and Sky News (2.2m).

Lots of people associate The BBC with more formal and serious things like the news etc. 16% think that BBC need new and fresh ideas. I think a fresh idea targeting younger audiences would make a lot of people think of BBC as fresh and 'trendy'.

The BBC's services reached 96% of the UK's population but could do more to reflect the diversity of its audiences.

Audience engagement report

The BBC's Charter requires us to "carefully and appropriately assess the views and interests of the public and audiences, including licence fee payers, across the whole of the United Kingdom". The BBC has many ways of achieving this, including extensive market research and a 24-hour Contact Centre that runs 365 days a year.

In addition to this regular activity, members of the BBC Board and Executive Committee met with representatives of the audience across the UK:

1. Salford – 25-45 year olds – focus on BBC Sounds and BBC iPlayer
2. Wrexham – broad age range from 18-75 – focus on North Wales and BBC News
3. Belfast – 35-55 year olds – focus on radio, including Radio Ulster
4. Exeter – 18-26 year olds – focus on younger audiences in the South West
5. London – 18-35 year olds – focus on audio services including BBC Sounds
6. Glasgow – 25-60 year olds – focus on BBC Scotland and the Scotland Channel

All the sessions comprised of around 20-25 people and participants discussed their media consumption, their attitudes towards the BBC and how it portrays their lives.

Key themes raised by the audience in the sessions:

- **People struggle to know who has commissioned a programme** – views on our services are usually framed in terms of the content they offer, and content discovery can be increasingly difficult in a sea of choice and can sometimes feel overwhelming. Attribution is also an increasing problem – people struggle to know who has made a programme.
- **Watching on-demand is becoming the norm** – nearly all say they are watching less live now and many claim to now go to on-demand before browsing the Electronic Programme Guide (EPG). Netflix is often seen to be the market leader by younger audience members.
- **iPlayer is generally valued**, but it is usually used to find something they already know about rather than as a destination. Many are pleasantly surprised by what's on there – and many feel there is more content than in the past.

- **Many are still 'traditional' radio listeners** – but they are increasingly using new ways of listening (including podcasts). BBC Sounds is gaining visibility and those who use it value having the means to discover new content.
- **Broad respect for BBC** – but, particularly younger audiences, feel that it is a bit 'out of date' and maybe for an older audience. The BBC is often associated with being factual, professional, grown-up and serious.
- **Many want more light-hearted content from the BBC** – but want it to remain true to its values, not just copy others, and take more risks and be bolder.
- **Desire for more representation of their part of the country** – there was warmth for programmes/services where they might 'recognise the accent' and local news felt relatable and 'for them' but national news can feel 'all about London'.

Plans for 2020/21

We have announced that we want to increase our engagement with the British public to hear their views on the BBC as it approaches its centenary. Whilst face-to-face engagement will likely remain challenging for much of the year, we have established a successful model of 'Virtual In Person' online sessions where BBC staff

are able to hear directly from audience members using video conferencing technology. These sessions, which in many ways are more personal as we are talking to people in their own homes or workplaces, are an excellent way to ensure that we stay closely connected to audiences at a time when 'in person' contact is difficult.

Participants discussed their media consumption, their attitudes towards the BBC and how it portrays their lives.



Many want more light hearted content from the BBC, especially younger audiences who 'feel BBC is outdated'. BBC associated with being factual, professional, grown up and serious.

Reaching new audiences

Audience reach
Percentage of UK adults who use BBC TV, radio or online each week.

96%
2012/13: 96%

Total time spent
Length of time these audiences spend with the BBC each week.



18.5 hours
2012/13: 19.5 hours



COMPANY

The BBC at a glance

Our role and purpose

The BBC serves the public interest through the promotion of its six public purposes

Sustaining citizenship and civil society

The BBC provides high quality news, current affairs and factual programming to engage its audiences in important current events and ideas.



Representing the UK, its nations, regions and communities

The BBC reflects the UK's many communities, promoting awareness of different cultures and viewpoints, but also brings audiences together for shared experiences.



Promoting education and learning

Education and learning lie at the heart of the BBC's mission and have a part to play in the delivery of all its public purposes.



Bringing the UK to the world and the world to the UK

The BBC supports a global understanding of international issues and broadens UK audiences' experience of different cultures.



Stimulating creativity and cultural excellence

The BBC encourages interest, engagement and participation in cultural, creative and sporting activities across the UK.



Delivering to the public the benefit of emerging communications, technologies and services

In promoting its other purposes, the BBC helps audiences to get the best out of emerging media technologies.



■ The BBC exists to serve the public, and its mission is to inform, educate and entertain. Within the overall public purposes, the Trust sets the strategic framework for the BBC, and the Executive, led by the Director-General, delivers the BBC's services and creative output.

■ The following pages outline the strategic objectives agreed by the Trust and the Executive and provide some highlights illustrating how the BBC has worked to achieve them.

BBC Radio



BBC ENGLISH REGIONS

BBC Radio Reach

Average Weekly Reach and Average Weekly Time Spent per User

Overall radio listening remains strong, not just for the BBC but for the wider radio industry. The most recent data release from RAJAR (see Appendix for further explanation) relating to Q1 2011 shows radio to be in better health than ever before with 91.6 per cent of the adult population listening to a UK radio station every week (47m). 68 per cent of UK adults 15+ (35 million) consume at least 15 minutes of BBC Radio in an average week (the highest figure on record) and listeners spend over 16 and a half hours on average per week listening to BBC Radio.

Age 15+	January - March 2011		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
All BBC Radio	67.9%	35.1	16:35

Source: RAJAR

Average Weekly Reach and Average Weekly Time Spent per User by Target Audience

As the BBC Radio stations operate as a portfolio offering (that is each station is targeted at different demographics) it is important to understand how the BBC Radio stations perform amongst their target audience. For example, over 35 year-olds listening to Radio 2 tend to spend more time tuning into the station compared with the average UK adult listening to this station (12h 37m vs. 11h 39m). The following table presents how BBC Radio stations perform amongst their target audience.

Service by Target Audience	January - March 2011		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
Radio 1 (15-29 year olds)	43.4%	5.2	07:37
Radio 2 (Over 35)	34.3%	12.1	12:37
1Xtra (15-24 year olds)	7.3%	0.6	04:27
Asian Network (British Asians under 35)	18.4%	0.2	06:24
Local Radio in England (50+, England TSA)	28.3%	4.9	11:42

Source: RAJAR

Online & Mobile

In January - March 2011, 41.8 per cent (20.2 million) of UK adults used BBC Online and BBC Mobile in an average week. This equates to 57.4 per cent of those who have access to the internet in the UK.

COMPANY

BBC TV



BBC TV Reach

Average Weekly Reach and Average Weekly Time Spent per User

Television viewing in the UK remains strong, despite the wide range of media competing for viewers' time. Across its nine television channels the BBC reached nearly 88 per cent (50 million) of the UK public aged 4+ on average in January – March 2011. And they spent over 11 hours a week on average watching BBC television.

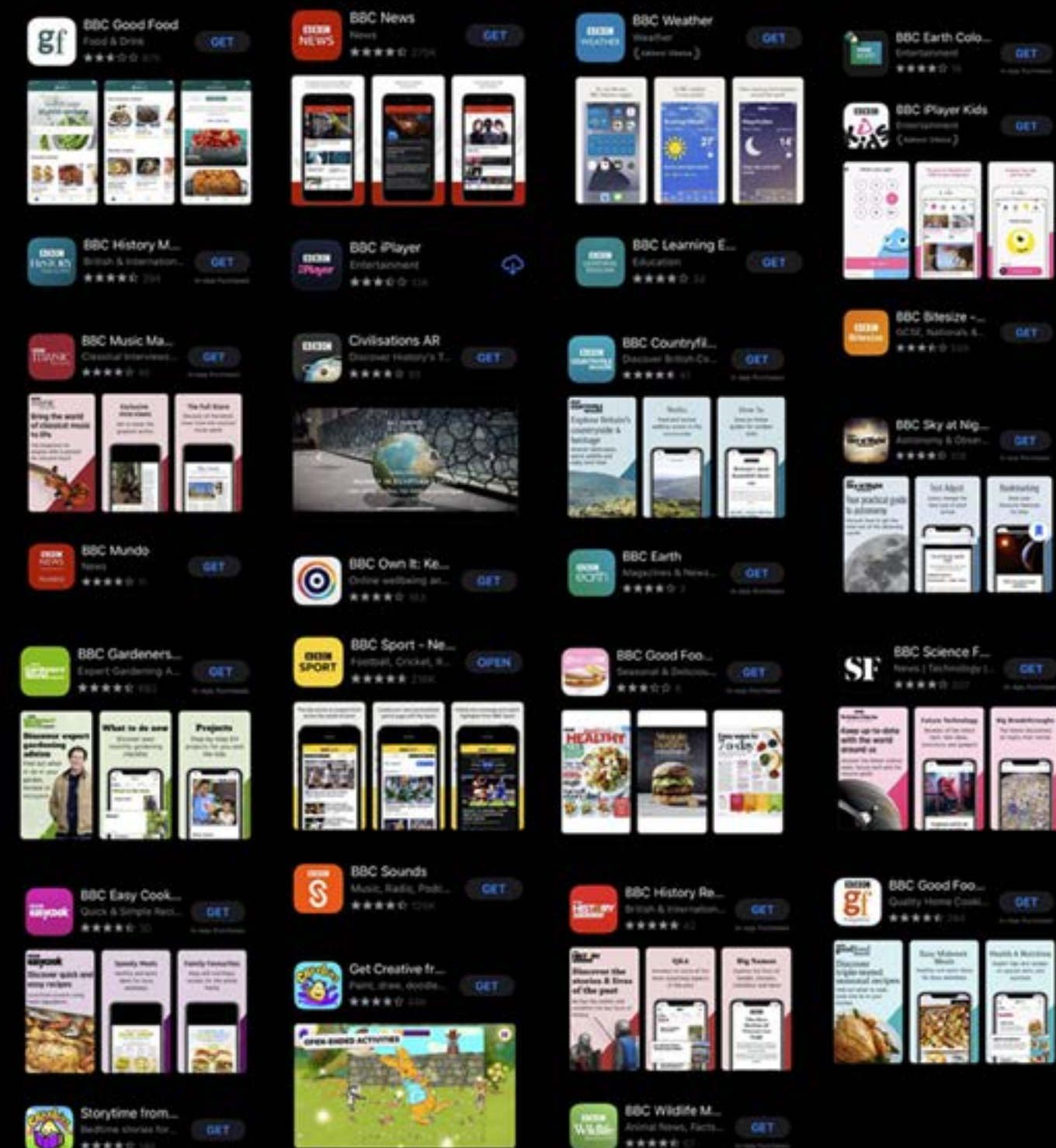
Age 4+	January - March 2011		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
All BBC TV	87.5%	50.0	11:11

Source: BARB data is based on the UK population 4+ and 15 minutes consecutive reach

"BBC programmes feel fresh and new."	
Service by age 16+	Agree (%)
All BBC TV	69%

BBC One (including BBC HD)	65%
BBC Two	74%
BBC Three	74%
BBC Four	81%
BBC HD	81%

Source: Pulse, panel of 20,000 UK Adults, 16+ by GfK for the BBC, January – March 2011 *Channels that are not measured are CBeebies, CBBC, BBC News Channel and BBC Parliament.



BBC already has a large amount of apps, while some of these such as BBC news, weather etc. target a large percentage of their audience, the majority of these apps are made with very specific audiences in mind. BBC covers has explored a lot of different categories and ideas to reach as many people as possible.

I could either try and target a new sector of BBC's audience or expand on one of these ideas.

Environmental sustainability

Public awareness and concern over environmental issues reached new heights this year. The BBC has helped raise this awareness and responded to it through our programmes. We are following our Greener Broadcasting strategy with the aim of creating "a positive environmental impact".

In 2019 the BBC launched Our Planet Matters, which collates and promotes our extensive and wide-ranging environmental content from TV, radio and online. TV highlights include *Climate Change – The Facts*, presented by Sir David Attenborough, *War on Plastic* with Hugh and Anita and an edition of *Panorama* entitled *Climate Change: What Can We Do?*

On radio, Greta Thunberg guest-edited *Today on Radio 4*, 5 live ran their *Cool Planet* series, offering practical advice to listeners wishing to reduce their environmental impact and *My World* appeared on BBC World Service, bringing environment issues to a global audience of teenagers.

Online, BBC Ideas' Sustainable Thinking playlist presents visionary perspectives on current and future living and BBC Sounds hosts 'Green Pods' on pioneering figures of the environmental movement.

Green themes are not just for news and factual programmes. *EastEnders* character Bailey challenged environmental attitudes and an episode of *Doctor Who* saw the team confronting the impacts of climate change on a devastated future earth.

We have briefed 1,000 colleagues, produced our programmes in more sustainable ways and upgraded our buildings to become more green.

Our course Reporting Climate Change continues to engage journalists from across our News output and bespoke training sessions have been delivered to operational and editorial teams.

Cardiff Central Square, our new building in Wales, has been awarded 'BREEAM Outstanding' status for consideration given to the environment during design and construction. Its features include the use of local materials and rainwater harvesting. Energy-saving lighting upgrades have begun in Pacific Quay in Glasgow and we have vacated two buildings, helping our energy efficiency.

More than 100 of the programmes we've broadcast this year have been certified as 'sustainable productions'. *Seven Worlds, One Planet* hired local camera crews to reduce air travel, *Strictly Come Dancing* provided sustainable catering to its cast and crew and *The Dengineers* used upcycled materials to build dream dens for children.

Our partnerships with other industry players are breaking new ground for sustainability in broadcasting.




The BBC and our commercial subsidiary BBC Studios are active partners in the BAFTA Albert Consortium, co-founded by the BBC nearly ten years ago. His Royal Highness the Duke of Cambridge recently hosted a meeting attended by senior commissioners from the BBC and the UK's other major broadcasters to discuss how TV can have a positive impact on the planet.

We have also worked with the pan-industry group, the DPP, to promote sustainable practices across the supply chain.

We have made some progress against our targets.

Following improvements to our reporting there has been an increase in the number of productions completing a carbon footprint, with 95% of titles now measuring their impact. We continue to hit our carbon reduction target due to the purchase of renewable electricity to match that used at the majority of our sites. We are working with our caterers and the rest of our supply chain with the aim to fulfil our commitment of removing single-use plastic from our operations by the end of the year. There has been a slight reduction in our energy consumption but there is much more to do to ensure we reach our targets.

The table below describes the targets we are aiming for by 2022, along with progress we have made to date. We will continue to take action in these areas and report annually on our progress.

Greener BBC targets and measures	Target/measure by 2022 (baseline 2015/16)	Progress 2019/20 vs 2015/16
CO₂e	CO₂e	
	Reduce 24% ¹	Reduced by 77%
 Energy	Reduce 10%	Reduced by 1%
 Waste	Reduce 10%	Reduced by 21%
	Recycle 75%	Recycled 51%
	Zero waste to landfill	Waste to landfill 12%
	No single-use plastic by 2020	In progress
 Programmes	100% albert calculation 25% ² output albert certified	95% calculated 34% certified 127 programmes

¹ CO₂e reduction target follows a science based methodology addressing scope 1 and 2 emissions and uses a sectoral decarbonisation approach.
² Methodology for this target has been revised in 2019/20 to improve accuracy.

UK electricity consumption in 2019/20 in accordance with the SBC reporting guidelines: 237,175 MWh.
UK gas consumption in 2019/20 in accordance with the SBC reporting guidelines: 74,461 MWh.
Consumption of fuel for the purposes of transport in 2019/20 in accordance with SBC reporting guidelines: Diesel and petrol used in fleet cars operated for business and company cars on business: 746,622 litres. Data on fuel used in personal/hire cars on business is not available.
Waste data is for UK waste only.
Where necessary due to lack of data, energy consumption by international bureaux has been calculated using averages based on previous years.

Greenhouse gas emissions 2019/20	'Gross' emissions	'Net' emissions
Greenhouse gas emissions (tonnes CO ₂ e emissions, scope 1 and 2)	61,947	22,144
Carbon intensity (tonnes CO ₂ e emissions/total group income £m)	12.5	4.5

Greenhouse gas data is for UK sites and managed international bureaux. 'Gross' emissions use location-based grid average factor. 'Net' accounts for renewable electricity purchased in the UK.
Data has been produced in accordance with the GHG Protocol Corporate Accounting and Reporting Standard.

Charitable work



A mother in northern Zambia is interviewed for BBC Media Action's radio show, 'Ntawampone' (Coming Together), which aims to help stop gender-based violence in the region.

Audiences continue to be incredibly generous in their response to charity appeals broadcast on the BBC. Once again, millions of pounds have been raised, money that will benefit individuals, communities and organisations across the UK and around the world. Our audiences get involved in all kinds of creative ways.

BBC Broadcast Appeals

Since 1923, the BBC has offered charities airtime. This now takes the form of a Radio 4 Appeal or a BBC One Lifeline Appeal. A quarterly application process selects 60 charities per year covering a wide range of causes. Audiences are able to read about the impact of these appeals; bbc.co.uk/charityappeals/what-your-money-does. The Radio 4 Christmas Appeal with St Martin-in-the-Fields raised £4.2 million, a 21% rise on the previous year, to help homeless people at The Connection at St Martin's and offer grants to vulnerable people across the UK. In Northern Ireland

there were 11 Radio Ulster Appeals and three Community Life television Appeals; bbc.co.uk/niappeals. BBC Radio Sheffield in collaboration with the South Yorkshire Community Foundation raised funds for those affected by the flooding in November.

BBC Children in Need

BBC Children in Need is currently funding around 3,000 local charities and projects supporting disadvantaged children and young people throughout the UK. In the last year alone, the charity helped change 600,000 young lives. The BBC inspired huge numbers of people across the UK to support its 2019 Children in Need Appeal, including over three million children in around 17,000 schools across the UK. The BBC's special programming included *The One Show's* Rickshaw Challenge, *Countryfile* Ramble, *DIY SOS: The Big Build*, *Got It Covered*, as well as programmes on CBeebies and CBBC. Radio 2's fundraising endeavours, including Rylan's Karaoke

Challenge, were another highlight. All of this culminated in a spectacular Appeal Show, with a total of £47.8 million announced at the end of the programme. For more information, visit: bbc.co.uk/Pudsey

Comic Relief

Sport Relief 2020 had amazing support across the corporation, including *The One Show*, *Catchpoint*, *Bargain Hunt*, *BBC Breakfast*, BBC Radio 1, plus an epic BBC Radio 2 triathlon challenge and BBC Radio 3's *Beat Beethoven*. A team of brave celebrities took on an intense four-day 100-mile expedition across the Namib desert for *The Heat is On* challenge, a BBC documentary. The fun-filled night of TV saw celebrity spoofs of popular shows including *Line of Duty* and *Killing Eve*. Powerful appeal films reminded viewers of how their donations are changing lives in the UK and around the world. The BBC's support helped raise over £40 million on the night. For more information visit: comicrelief.com

Children in Need and Comic Relief came together for *The Big Night In*, raising over £70 million (at the end of April) to help support vulnerable people of all ages impacted by the coronavirus crisis.

Media Action

BBC Media Action is the BBC's international charity. Their work supports independent media for democracy and development, and creative communication that helps save lives, improve health, counter misinformation and build more peaceful communities. They work in over 20 countries and reach 84 million people a year.

Projects this year have included a global emergency response to the coronavirus pandemic; internationally recognised support for Rohingya refugees, and challenging stigma around disability in Tanzania, Nigeria and Bangladesh.

BBC Media Action is not funded by the licence fee and the work relies on the generous support of donors. Find out more: bbcmediaaction.org

COMPANY

Home / BBC

BBC

Follow

Overview

British Broadcasting Corporation (BBC) operates as a public service broadcaster. It operates through UK PSB Group, BBC World Service and BBC Moni... Show more

Media & Entertainment content provider music news radio television

Type Private

Founded 1922

HQ London, GB

Website bbc.co.uk

Employee Ratings 4.5/5 Q4

View Jobs

Recent News

Pompeii Archaeologists unveil ceremonial chariot discovery

BBC Blog 27 Feb 2021

Six Nations: Wales 40-24 highlights

BBC Blog 27 Feb 2021

Six Nations: Wales beat England 40-24 to take Triple Crown

BBC Blog 27 Feb 2021

'One of the greatest achievements in our careers' - but will Man City win the quadruple?

BBC Blog 27 Feb 2021

Latest Updates

Company Growth (employees)


Employees (est.) (Feb 2021) 28,106

Website Visits (Dec 2020) 794.3 m

Revenue (FY, 2019) £4.9 B

Cybersecurity rating

BBC Office Locations



Open Map View

BBC has offices in London, Belfast, Birmingham, Borehamwood and in 18 other locations

London, GB (HQ)	Belfast, GB	Birmingham, GB	Borehamwood, GB	Bristol, GB	Glasgow, GB
Television Centre, 101 Wood Ln, Shepherd's Bush	Blackstaff House, 62-66 Great Victoria St	Archibald House, 1059 Bristol Rd	Eldon Ave	Whiteladies Rd	40 Pacific Quay

BBC Financials and Metrics

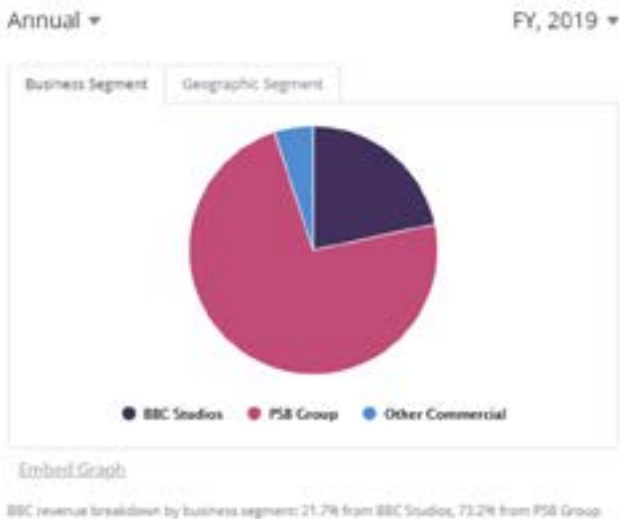
Summary Metrics

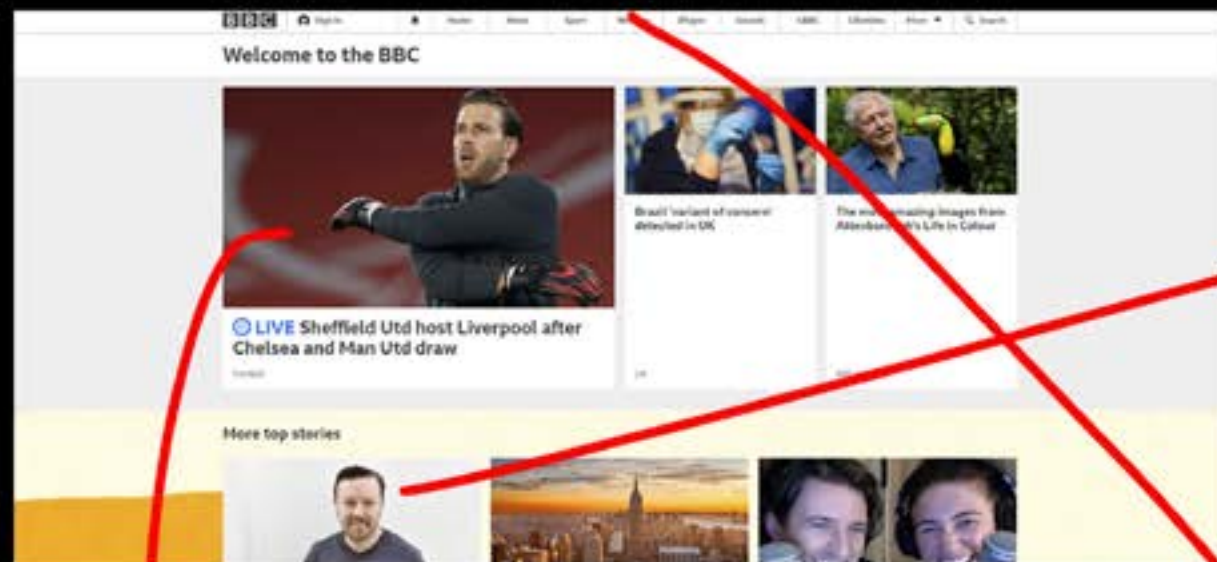
Founding Date	1922
BBC total funding	\$5.7 m
BBC latest funding size	\$5.65 m
Time since last funding	2 years ago
BBC investors	Horizon 2020

BBC's latest funding round in February 2019 was reported to be \$5.7 m. In total, BBC has raised \$5.7 m.

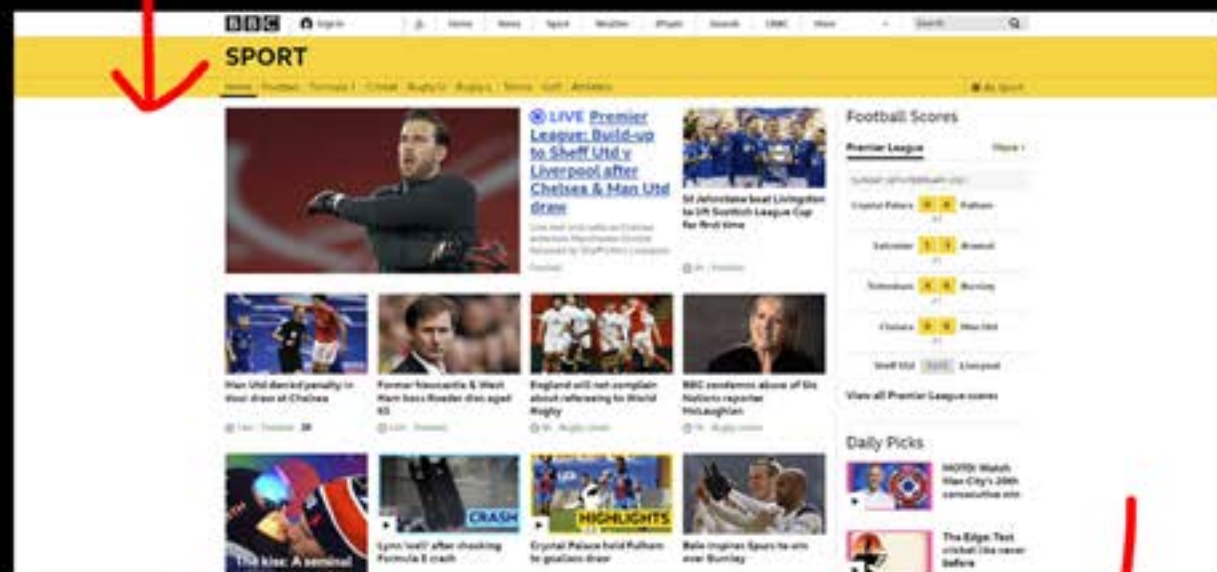
Show all financial metrics

BBC Revenue Breakdown

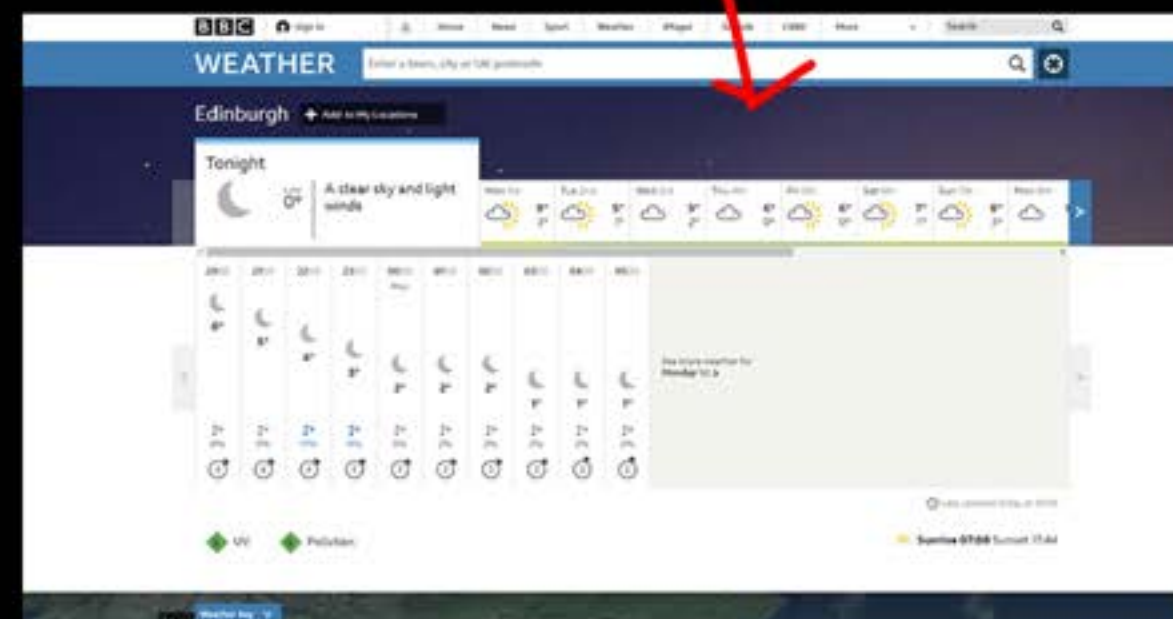
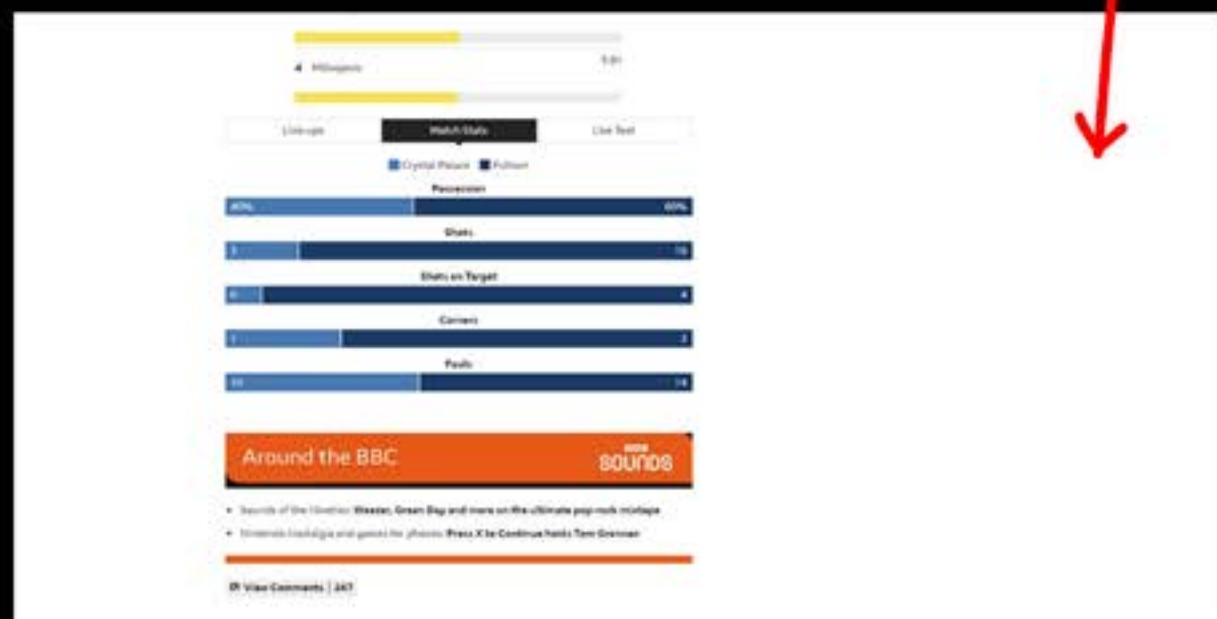


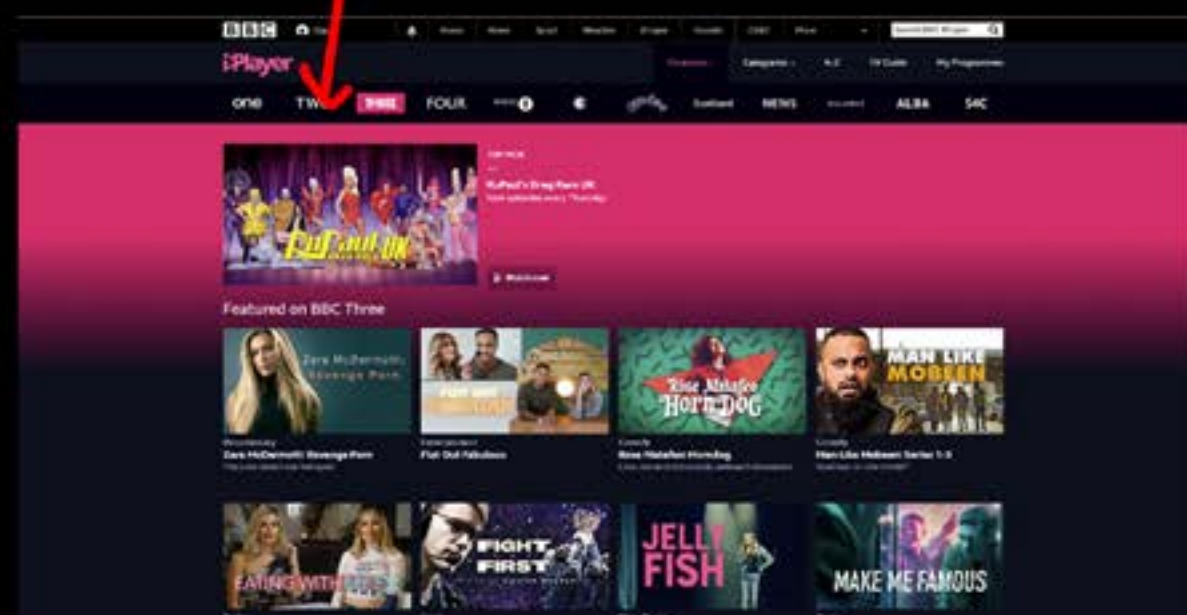
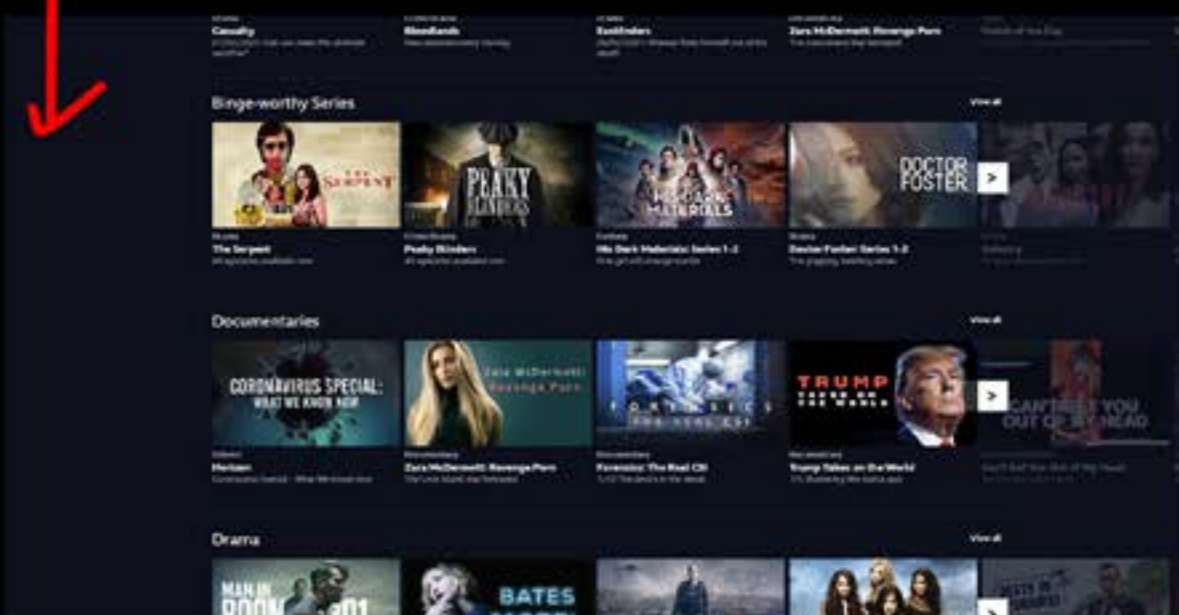
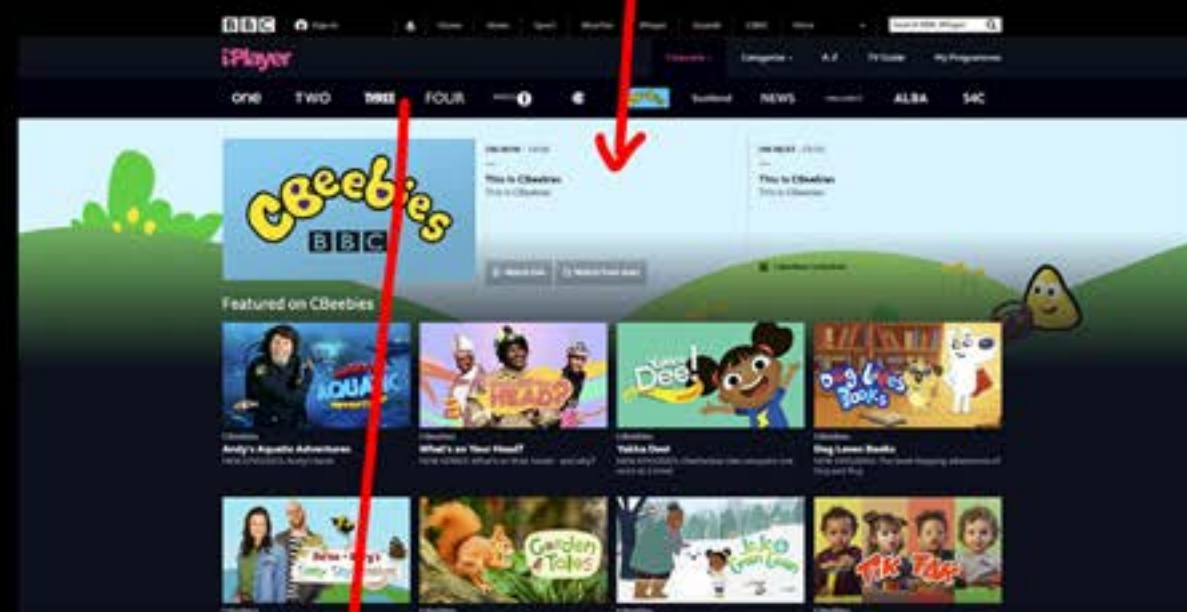
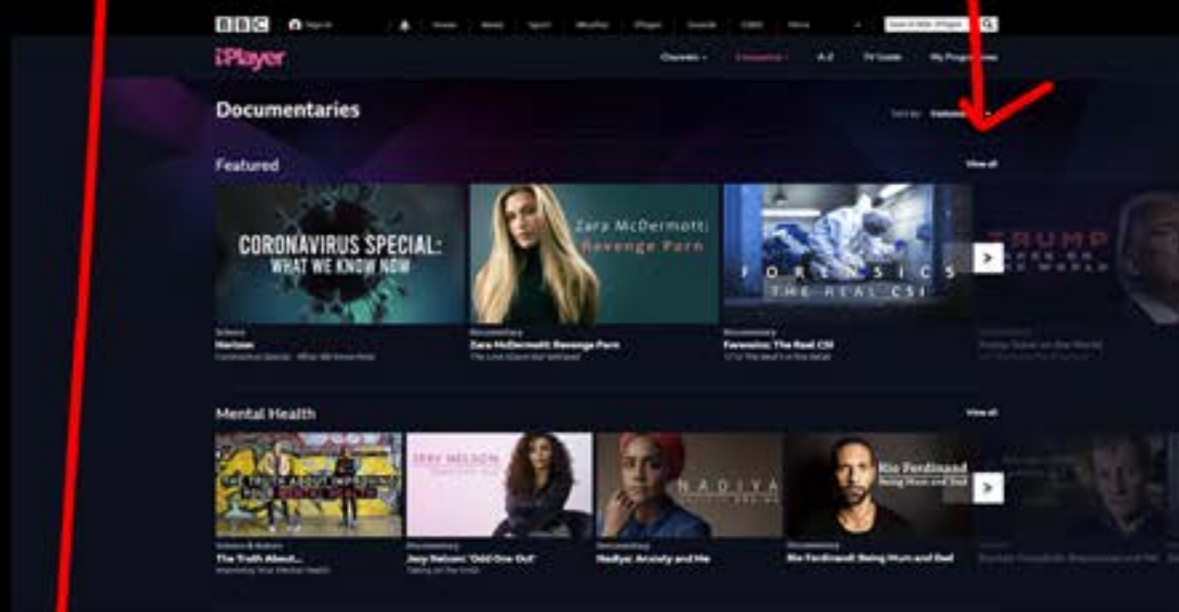
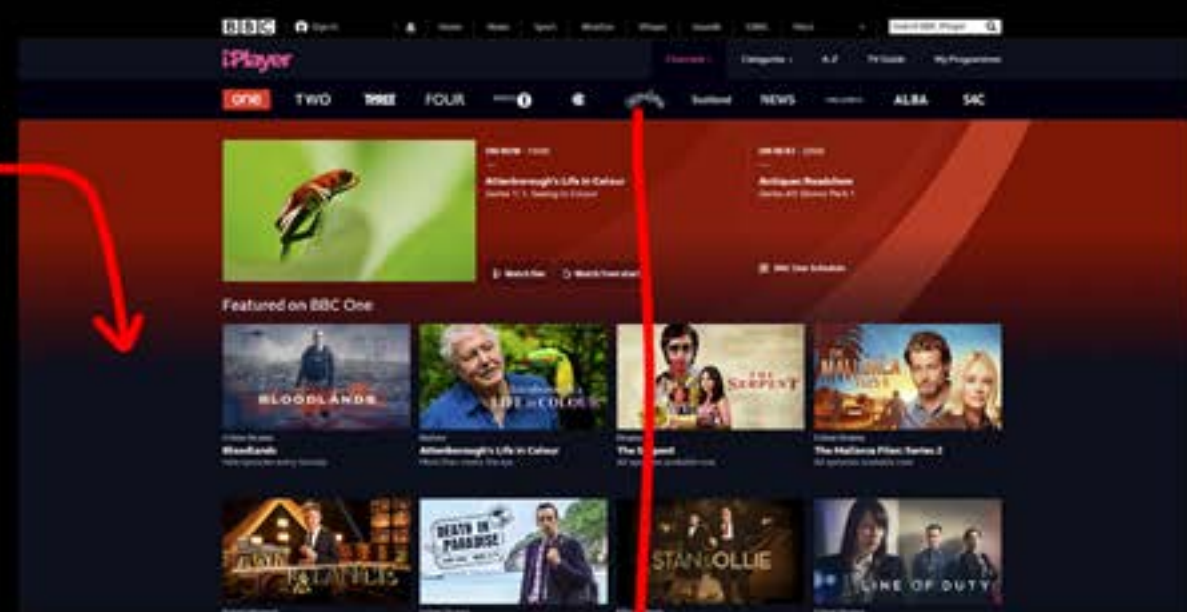
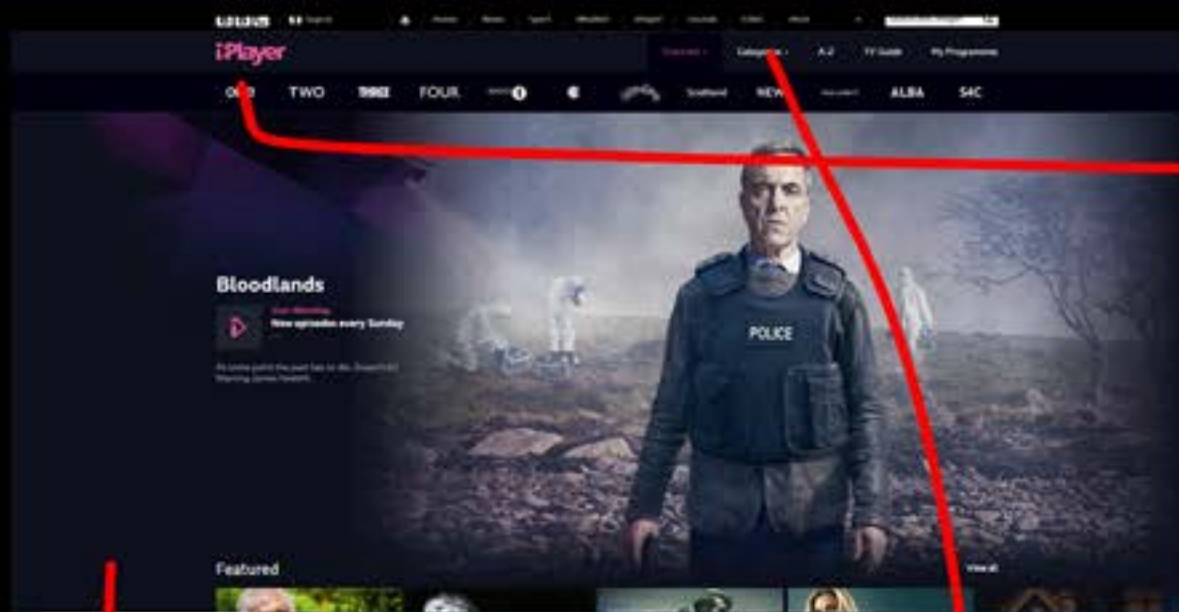


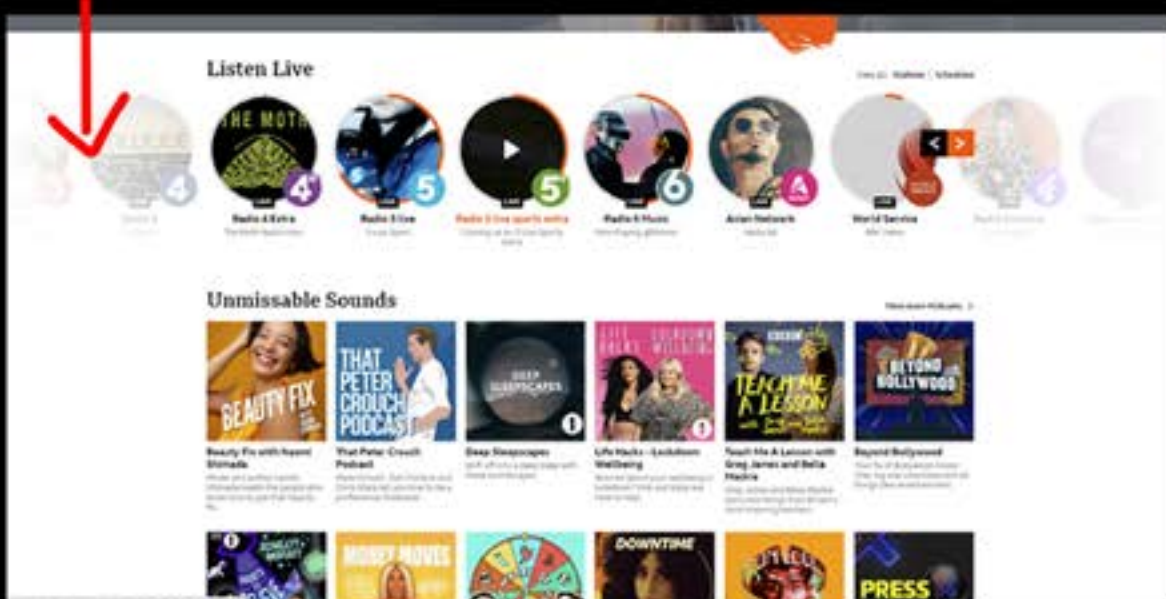
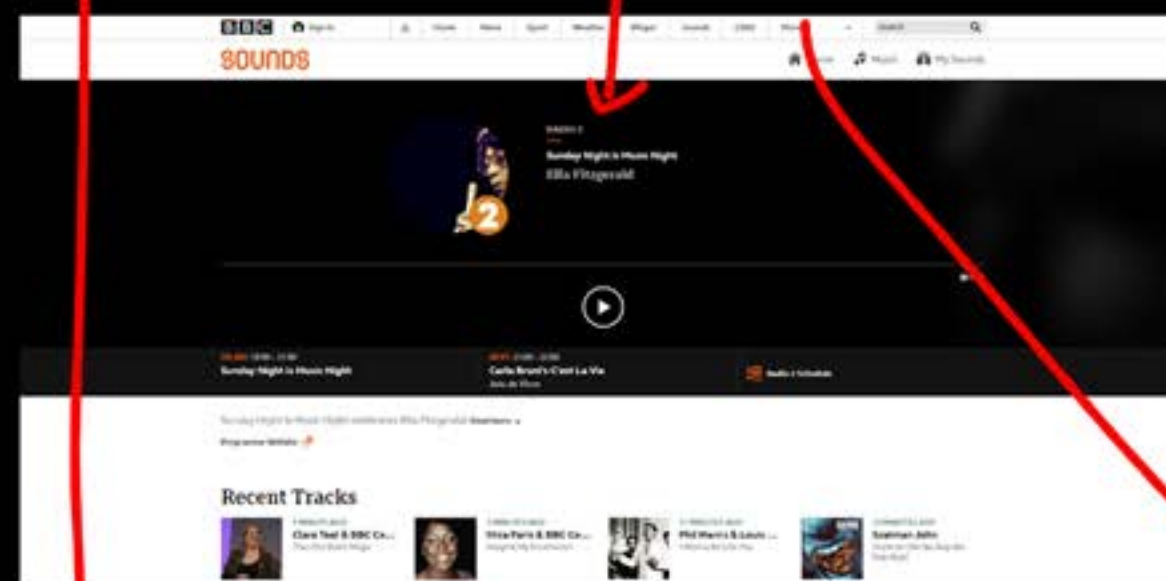
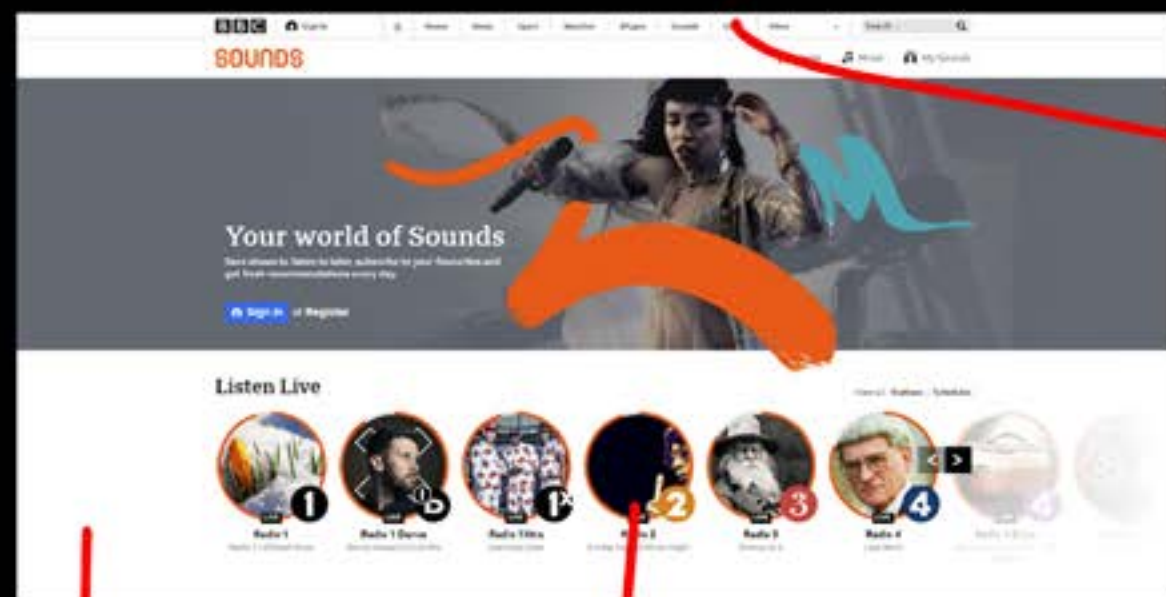
Looking at how the different sections of the BBC website interact with each other digitally. They've made it very straightforward for the user to explore the website and find what section of the BBC they want to use.












BBC sport, food, weather, Iplayer etc. have their own logos, and make use of colours, patterns, type and tone of voice, clearly trying to target separate audiences.







	 BBC	 ITV	 Sky	 Fox News	 CNN
	BBC British Broadcasting Corporation (BBC) operates as a public service broadcaster.	ITV ITV is an integrated producer broadcaster that creates, owns, and distributes content on various platforms worldwide.	Sky Sky is a company which provides satellite broadcasting, internet streaming media, broadband, and telephone services.	Fox News Fox News Channel, also known as Fox News, is an American basic cable and satellite news television channel that is owned by the Fox Entertainment Group subsidiary of 21st Century Fox.	CNN CNN is an online broadcasting platform that offers the latest business, financial and personal finance news.
Founding Date	1922	1954	1990	N/A	1980
Type	Private	Public	Subsidiary	Subsidiary	Subsidiary
Tags	Media & Entertainment content provider music news radio television	Media & Entertainment media television	Media & Entertainment Mobile & Telecommunications broadband satellite television	Media & Entertainment news television	Media & Entertainment media news
Locations	London, GB HQ Mr Mahon Point, AZ Toronto, CA Koblenz, DE Paris, FR see more	London, GB HQ London, GB	Ilkesh, GB HQ Vienna, AT Munich, DE Dublin, IE Napoli, IT Milano, IT	New York, US HQ Jerusalem, IL Rome, IT London, GB Atlanta, US Boston, US Chicago, US see more	Atlanta, US HQ Paris, FR Frankfurt, DE Hong Kong, HK Mumbai, IN New Delhi, IN Abu Dhabi, AE see more
Employees	28,106  7% increase	6,416  2% increase	26,468  7% increase	2,485	6,544  7% increase
Twitter followers	1.8 m	2.3 m	242.3 k	20.1 m	53 m
Number of tweets (last 30 days)	25	207	85	865	973
Average likes per tweet (last 30 days)	51.4	71.4	70.9	837.3	1.1 k
Percentage of tweets with engagement (last 30 days)	100%	100%	74.12%	100%	100%
Alexa Website Rank	N/A	526021	2221	N/A	N/A
Employee Rating	★ 4	N/A	★ 3.9	★ 3.7	N/A
Financial					
Revenue (est.)	£4.9b (FY 2016)	£3.1b (FY 2015)	£13.6b (FY 2016)	N/A	N/A
Net income	(£69m) (FY 2016)	£413m (FY 2015)	£815m (FY 2016)	N/A	N/A
Operating					
Countries	N/A	11 (FY 2015)	5 (FY 2015)	N/A	N/A

Comparing BBC to competitors allows me to see what they are potentially doing differently, for example you can see that ITV are much more focused on younger audiences from the fact that they have 500,000 more twitter followers and tweet 8x more.

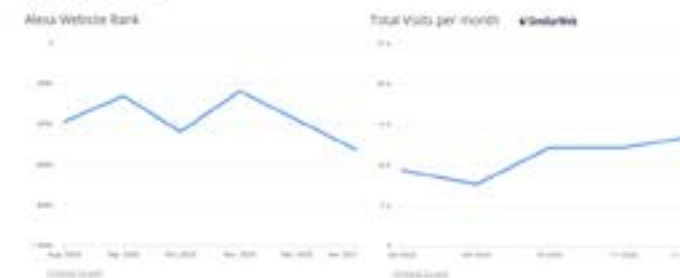
COMPETITOR

ITV Cybersecurity Score

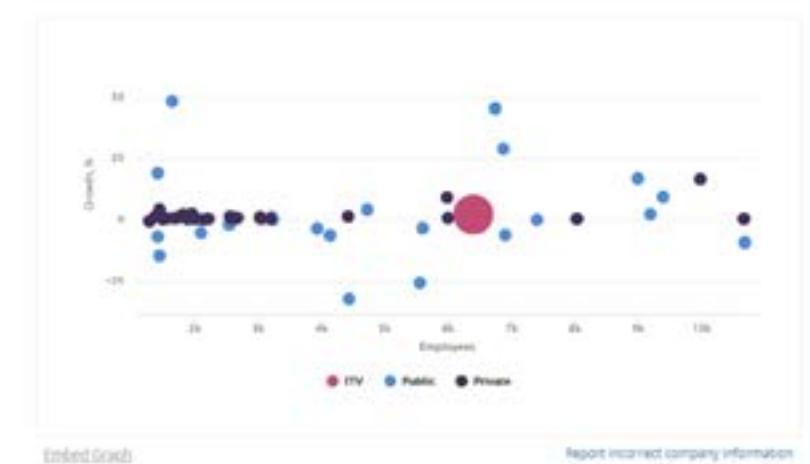


SecurityScorecard

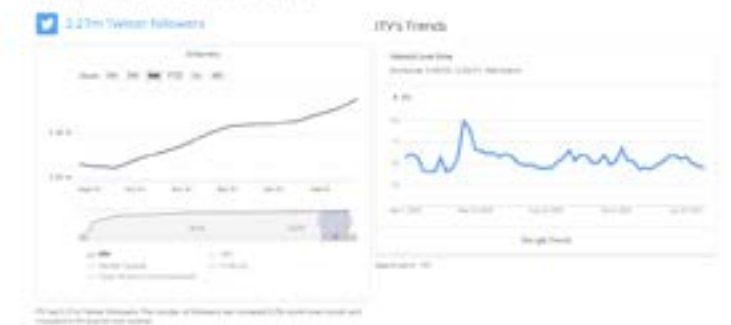
ITV Website Traffic

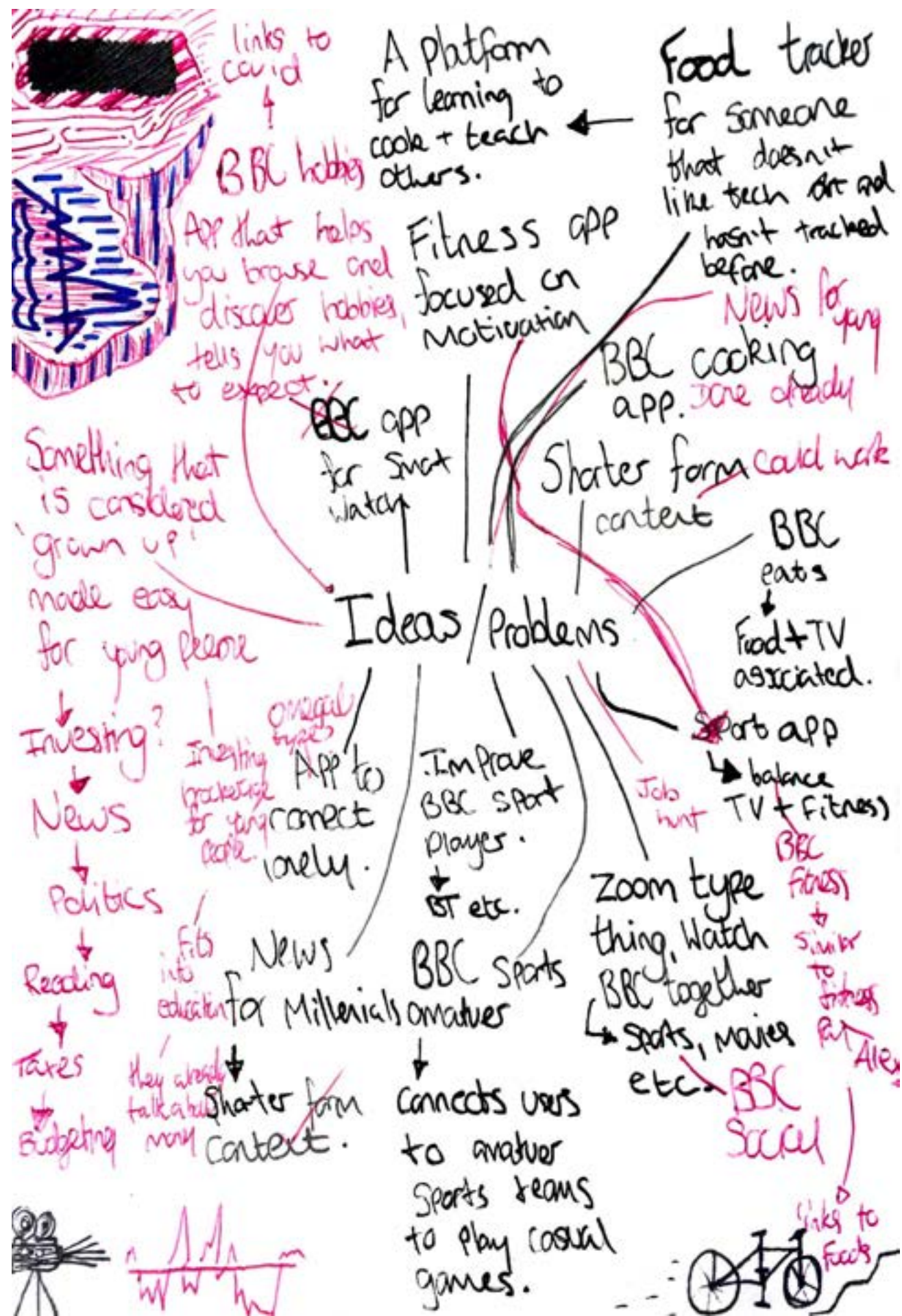


Market Position of ITV



ITV Online and Social Media Presence



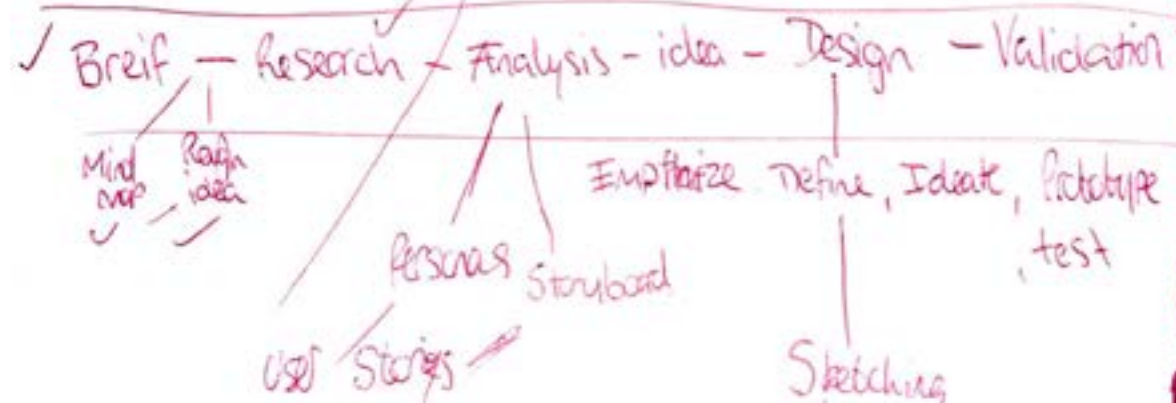


Brief notes

- Design a NEW customer experience or service to help BBC audience fit BBC into their DAILY lives.
- Tailored to location and device
- AMBIENT INTELLIGENCE
 - Consider existing and new BBC services
- Realistic
 - Audience first
 - Bring value

Research suggests BBC isn't ~~perceived~~ seen as 'trendy' by younger audiences, ~~places~~ like ITV are much more in touch with ~~younger~~ them.

- Only 61% thought BBC had fresh and new ideas, 77% thought it's important. 16% of their audience don't think it's fresh.



A B C D E

Relate it to research

Tonight

- Page explaining idea + what it solves + target audience + how it fits the brief
- Personas, Storyboard, user stories, Analyse type

IDEA #1

An app that helps you browse and discover new hobbies and what to expect getting into it. This targets everyone that has freetime but doesn't know what to do with it, boredom levels are at an all time high with covid and people are looking for things to fill their time. Getting into a new hobby or learning a new skill can be hard with knowing where to start and overcoming learning curves. This app will not only give users inspirations and lay out many categories and options with personalized hobby recommendations, but also give you all the basic information that is needed to begin, making it easy to jump right in!

IDEA #2

Finance app for younger audience that are not experienced and don't know how to handle money. The app will make it very simple for people to invest money in multiple ways, giving easy to understand tutorials and quizzes. It would teach you about the benefits of investing your money young and give them guidance of where to put their money and the risk involved. Options for a paper trading where in which they can practice with virtual money to gain experience with different markets and accounts to see how their money can grow first hand will also be available. Everything will be very short form content to keep younger audiences attention and make it easier and fun for them to learn and enjoy.

Research

One of BBC's aims is to promote education and learning.

They want to start looking more trendy and fresh to younger audiences, I think combining finance, something that is stereotypically grown up and boring, with simple, short form, easy to access, convenient educational content, would be a good way to do this.

They already do similar things for younger audiences with BBC Bitesize, this is more focused on mirroring the content taught in school.

They often give financial advice on the TV with Martin Lewis. This advice is given to older viewers who probably don't need it. I think they could expand on what they are doing, making it more efficient and marketing towards the right audience.

Target audience

15-25 year olds, UK

IDEA #3

An app/ website that makes it easy and efficient for people looking for short term labour in touch with workers. Unemployment rates are up with covid and lots of people are struggling. This app could provide a way of earning a living for short periods of time while in between jobs, it would also be a hub for everyday people to get help with tasks they can't do alone.

Research

The BBC exists to serve the public.

IDEA #4

App/website with short form news content, less serious and for young people. Take away the boring grown up connotation. App could also include podcast, learn new skills, incorporate the hobbies idea within this app? different sections, finance, covid, tv, science, etc. news on each one + tv and podcasts that are related from the BBC. The programme would bring together different aspects of the BBC in an easy to digest short format, allowing people to go on and off the app without thinking too much or committing to reading a long drawn out article everytime they want the news.

PERSONA #1

Fun

Social

Outgoing

Clever

Age: 18

Work: Bartender

Relationship: Single

Location: Norfolk

Character: Peacemaker



"I'm here to have fun and make the most of this life"

Motivations

Fear



Power



Social



Goals

- Make a change
- Experience different cultures
- Have fun

Frustrations

- Doesn't have enough money to fund her social life and goals.
- Spends too much time on social media
- Global warming

Bio

Melanie is a very outgoing free spirit. She enjoys hanging out with her friends and travelling. She likes to get involved in protests and fight for what she believes in. While she's not out socialising she is working behind a bar in Norfolk. She likes to keep up with the news around the world so she can get behind causes, supporting things she believes in. She doesn't watch the BBC as she thinks it's old and outdated, instead she gets all her news from her friends and bias unreliable instagram pages.

Personality

Introvert

Extrovert



Analytical

Creative



Loyal

Fickle



Passive

Active



Preferred Channels

Social Media



Mobile



Email



Traditional Ads



Brands

URBAN OUTFITTERS



PERSONA #2

Focused

Smart

Busy

Confident

Age: 22
Work: IT
Relationships: Girlfriend
Location: London
Character: Achiever



"I like to know whats happening around the world, but don't have all day to read the news!"

Motivations



Goals

- Get a promotion
- Improve his social life
- Travel around Africa

Frustrations

- Wastes too much time reading the news
- No social life
- Work life balance

Bio

Francis is a hard working and driven individual who has just moved away from his parents to London with his girlfriend of 2 years. He is very focused on his career in IT and after graduating from Sheffield with a 1st he's now solely focused on how he can work his way up the corporate ladder. This doesn't leave much time for him to read news articles or learn about new ideas outside of his workplace. His girlfriend gets upset that she doesn't get any of his attention anymore as he's always busy, Francis wants to fix this by finding a way to free up his time without sacrificing his career goals.

Personality



Preferred Channels



Brands



PERSONA #3

Easy-going

Joyful

Social

Impatient

Age: 19

Work: Student

Relationship: Single

Location: Reading

Character: Individualist



"I want to have a rewarding life always be learning."

Motivations

Fear



Power



Social



Goals

- Get a job
- Go travelling
- Start a family

Frustrations

- Doesn't get on with his family
- Struggles with school
- Can't concentrate

Bio

James is a medical student living in reading. He has a big social group but also enjoys being alone.

He enjoys reading the news but he is very impatient due to growing up with social media. He finds it a struggle to focus on long articles from the BBC (who he sees as boring and outdated) when he's so used to having such short form content on platforms like Instagram. He enjoys new technology especially Apple, and is always interested in the new things they are doing with their UI. He wants to be a chemical engineer and work in London when he's older, so he will have to commute by train everyday, giving him a lot more free time to use his phone.

Personality

Introvert



Extrovert

Analytical



Creative

Loyal



Fickle

Passive



Active

Preferred Channels

Social Media



Mobile



Email



Traditional Ads



Brands



Little 1



Melanie lives with friends enjoys bartending and activism.



Doesn't have a lot of free time to read long BBC articles.



She can now quickly browse headlines and personalized save stories for later, enjoying short format news.



She likes to keep up with news surrounding things she's passionate about.



She downloads the new BBC app.

Character, Scene, Plot, Narrative
Clarity, Authority, Simplifying, Emotion

Melanie lives with friends, works as a bartender and enjoys getting involved in activism.

She likes to keep up with news about causes she cares about.

She doesn't have enough free time to read long BBC articles.

She downloads the new BBC app.

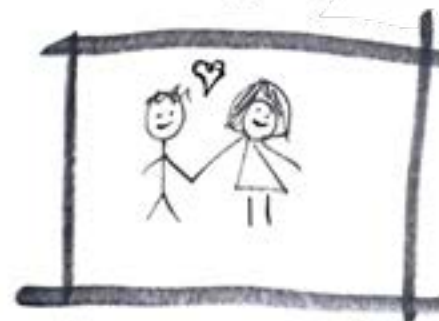
She can now scroll through stories fast and save the ones she's interested in. She can re-visit a lot more, quickly.



Francis wants to get a promotion but his long work hours are affecting his relationship.



His gf downloads the new BBC app on his phone, he can flick through news much faster and efficiently.



He now can spend more free time with his gf.



He doesn't have time in the day to read news so he spends his evenings catching up instead. Neglecting of



Francis now reads his news in smaller increments throughout the day, and when commuting.

Francis is a hard working and driven IT manager, his main goals are to get a promotion and improve relationship with GF.

He doesn't have time during the day to read news so spends a lot of his free time reading long articles. This is affecting his relationship (should be spending it with gf.)

His gf downloads the new BBC app on his phone, he can now flick through personalized stories and save ones he's interested in.

Francis starts reading news in shorter format all increments throughout the day.

He can now spend all his free time with gf and friends.

BBC Reith sans

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Extra Bold

Extra Bold Italic

Condensed Regular

Condensed Bold

BBC Reith serif

Light

Light Italic

Regular

Regular Italic

Medium

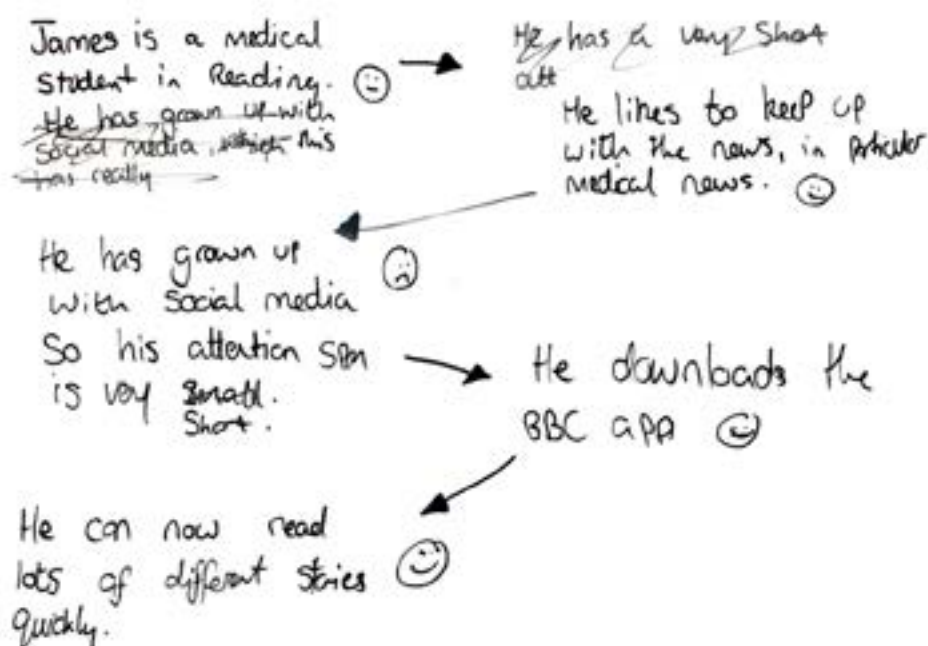
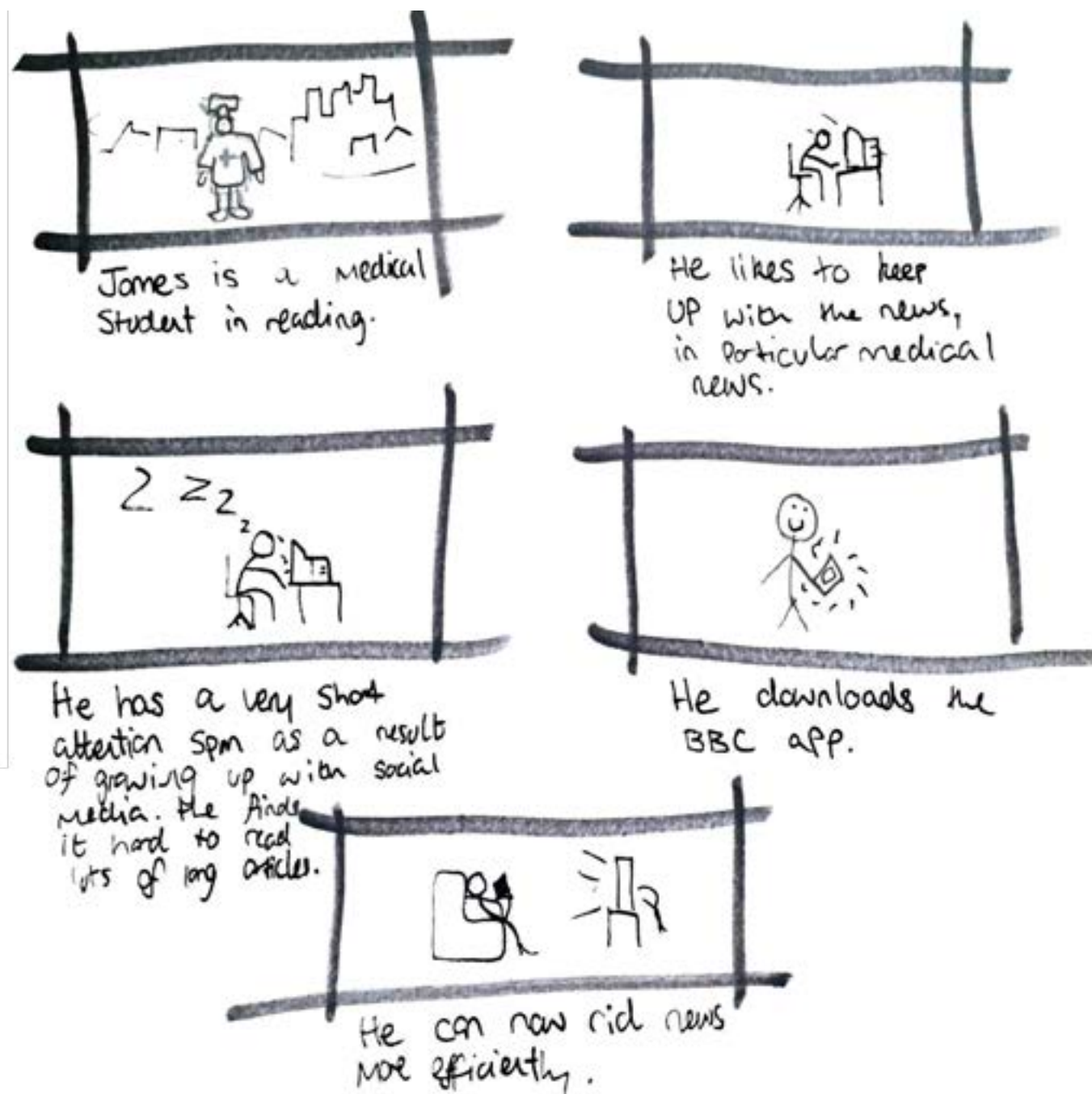
Medium Italic

Bold

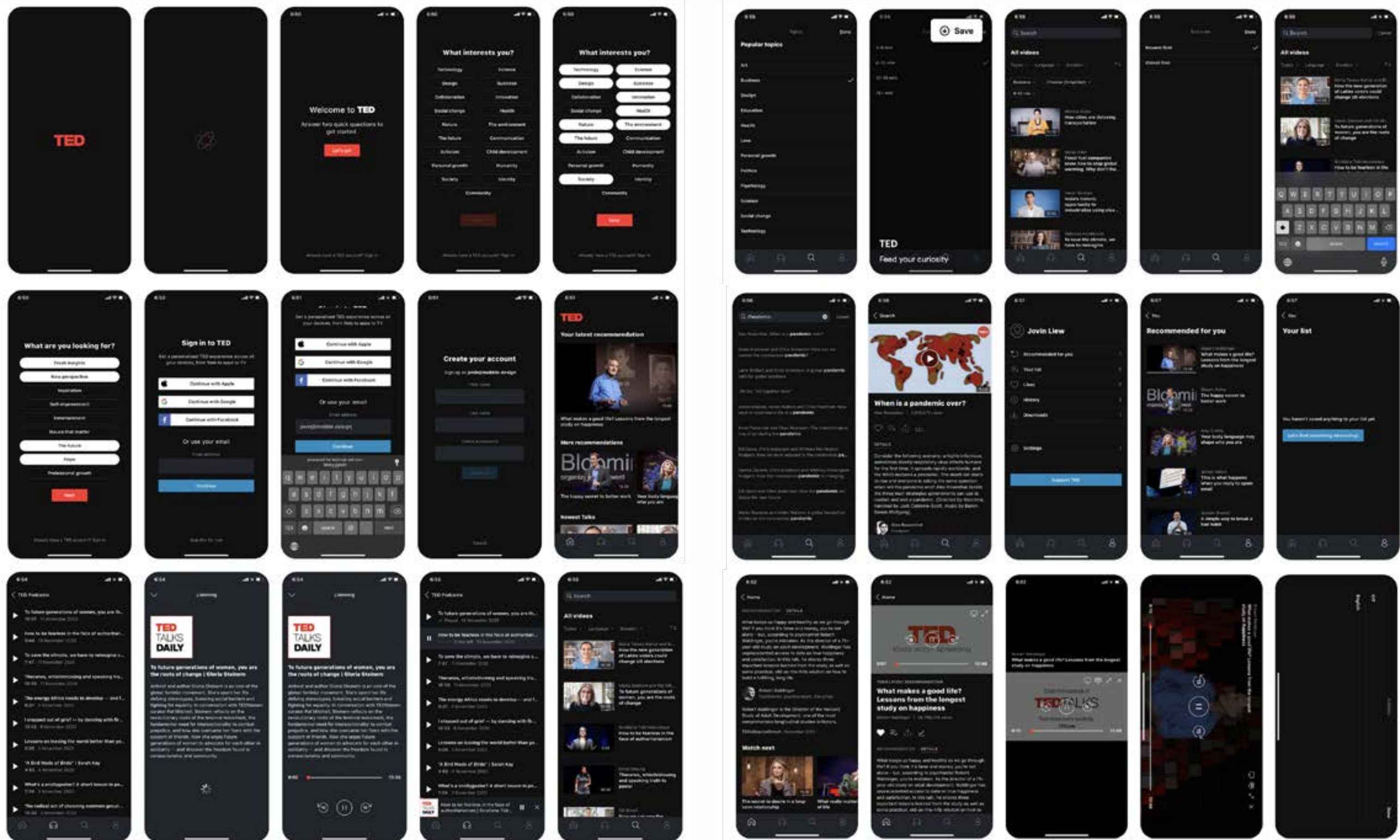
Bold Italic

Extra Bold

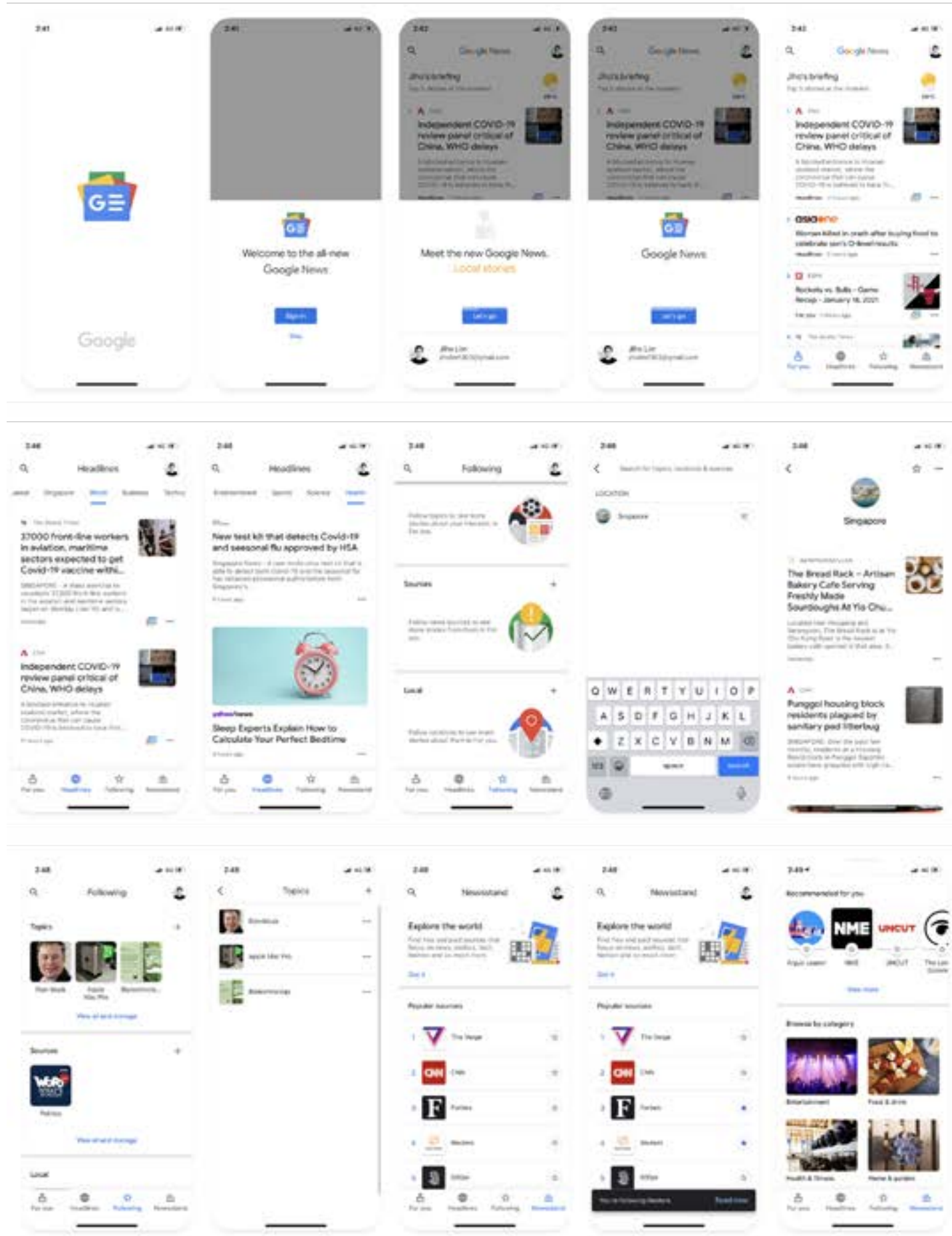
Extra Bold Italic



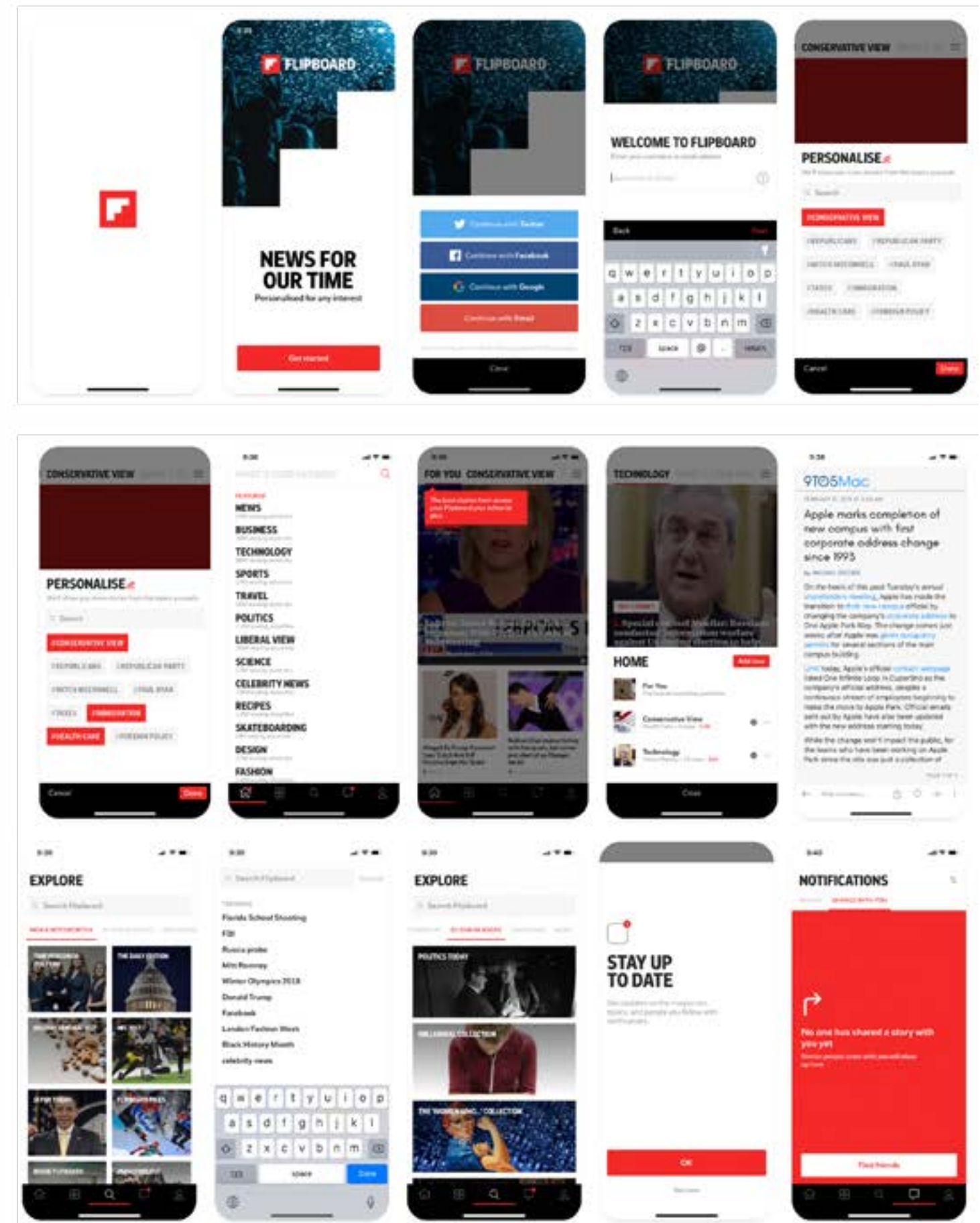
TED TALK



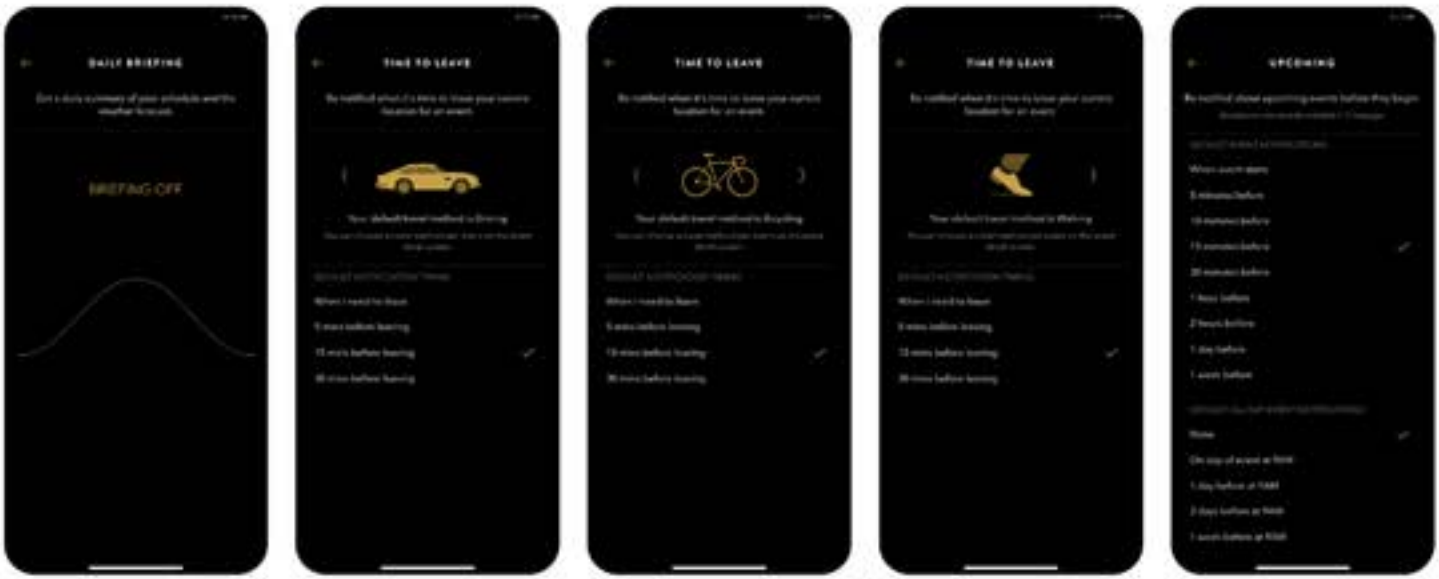
GOOGLE NEWS



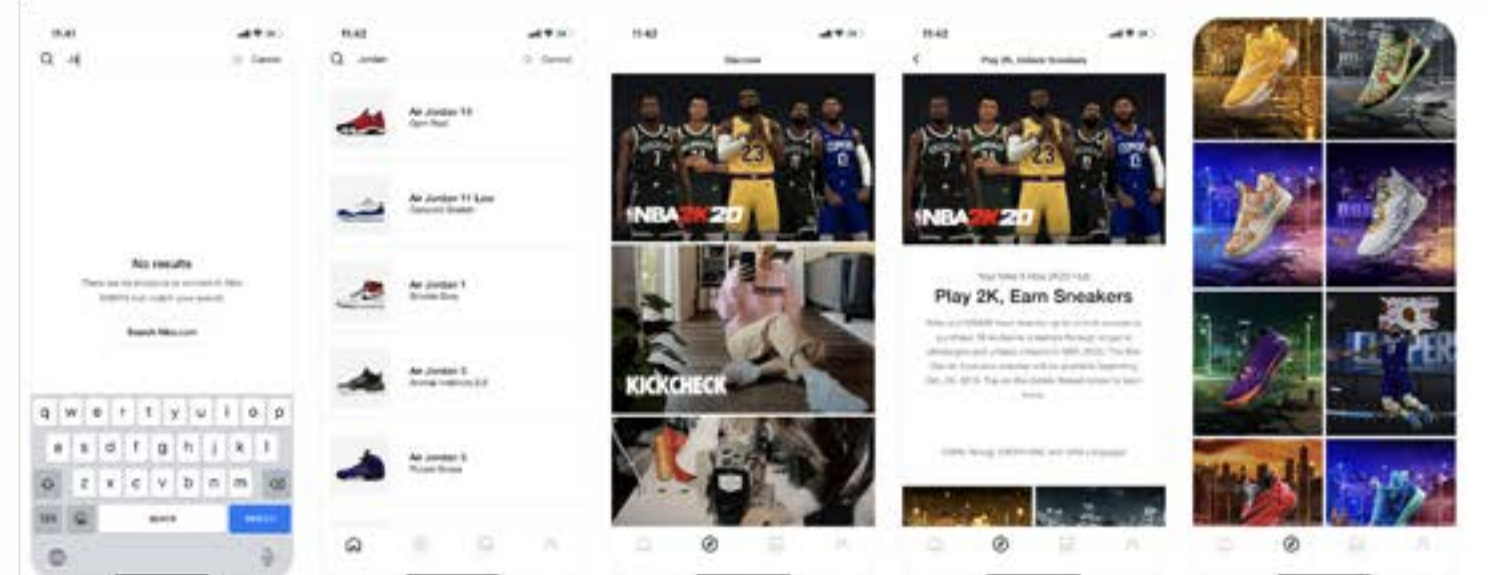
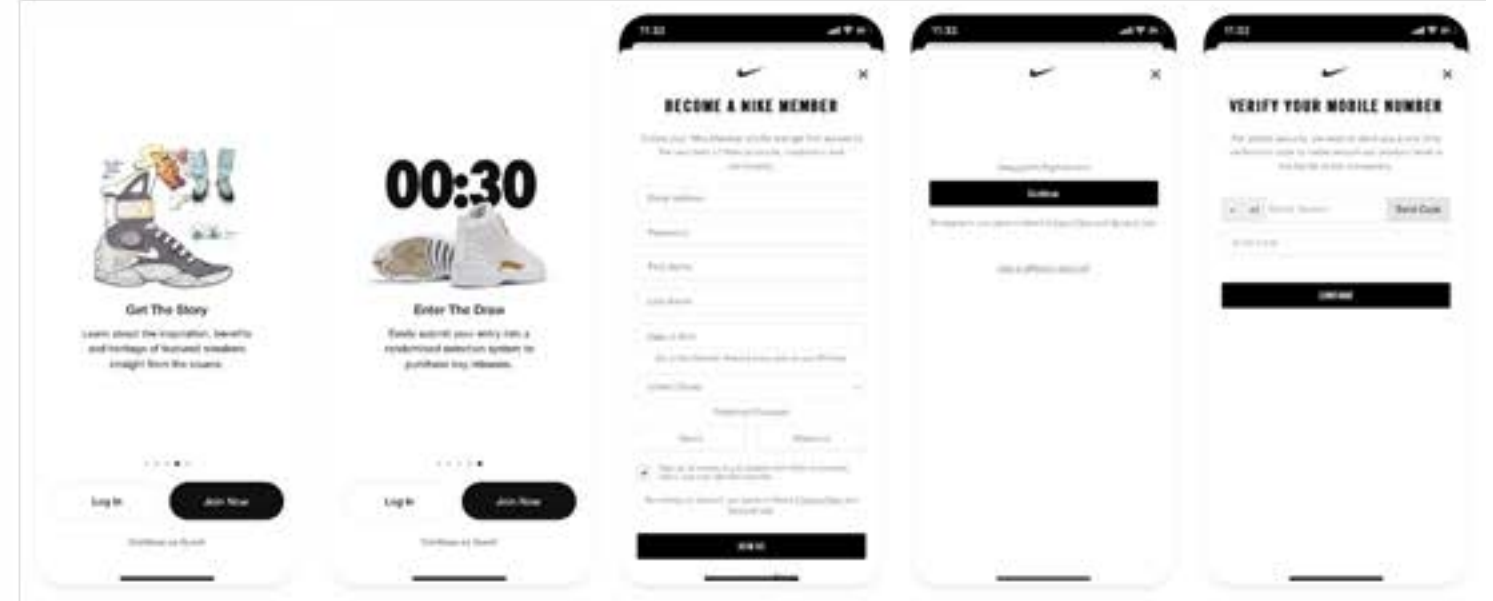
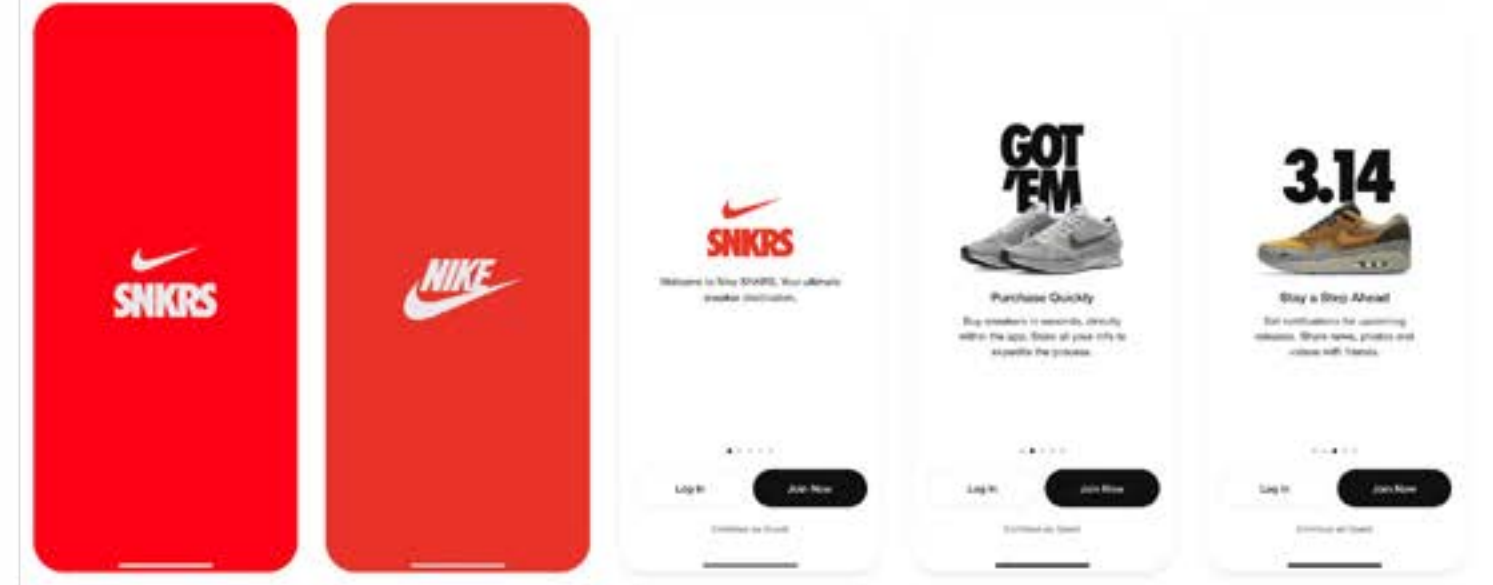
FLIPBOARD



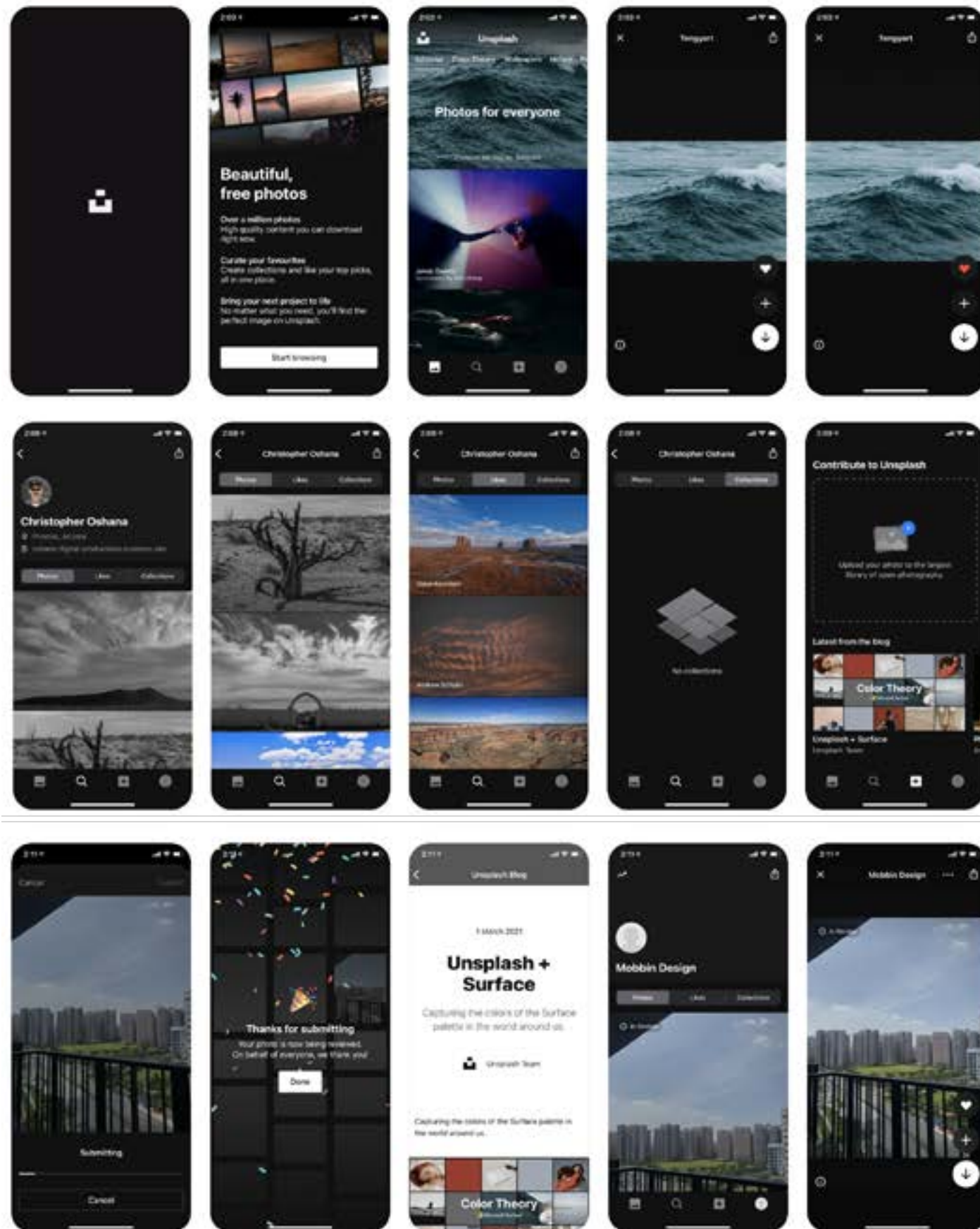
TIMEPAGE



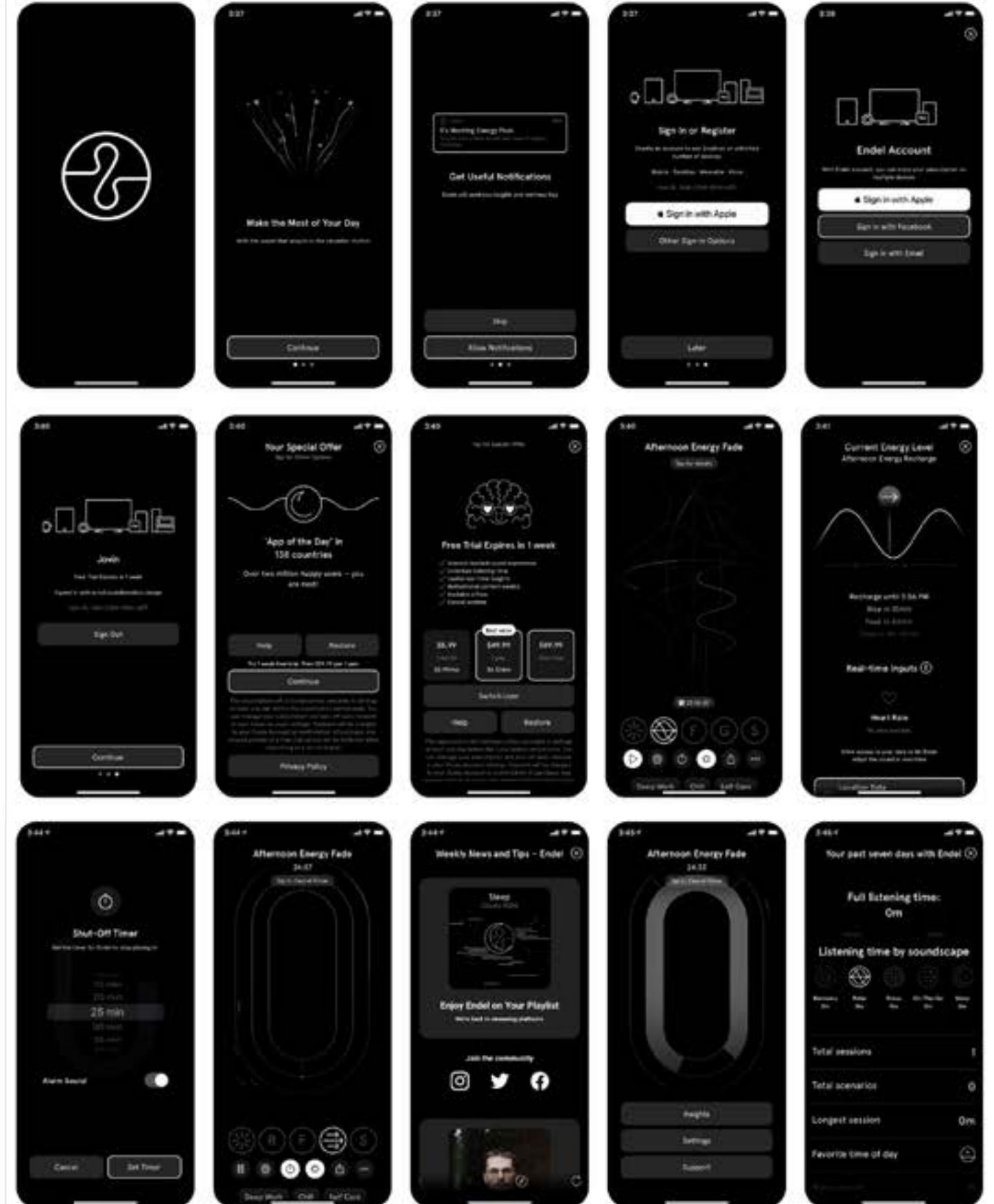
SNKRS



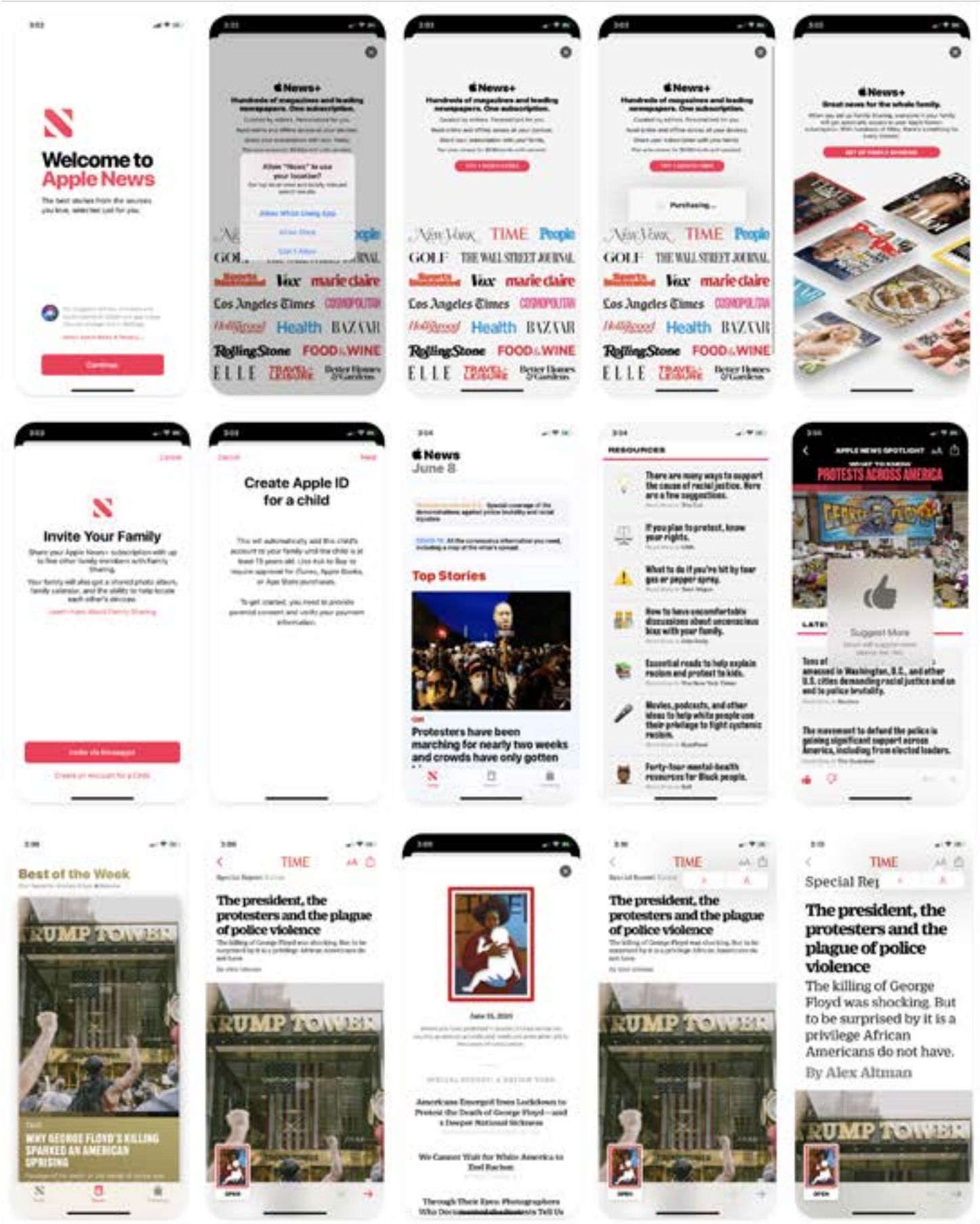
UNSPLASH



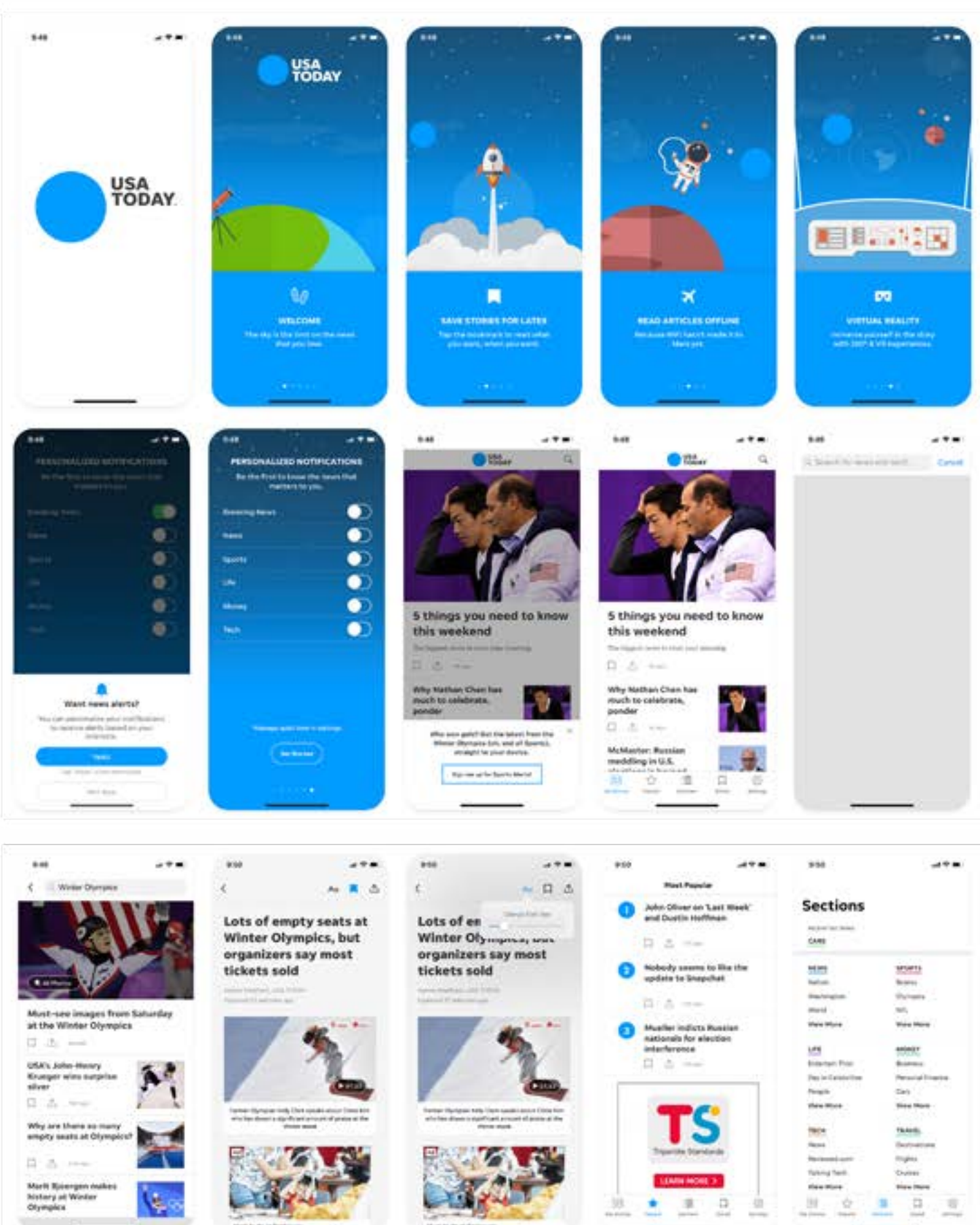
ENDEL



APPLE NEWS

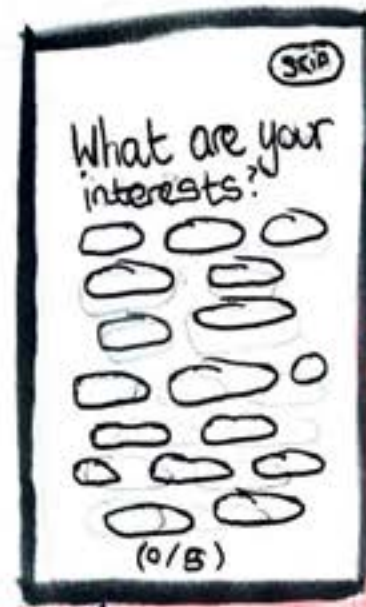
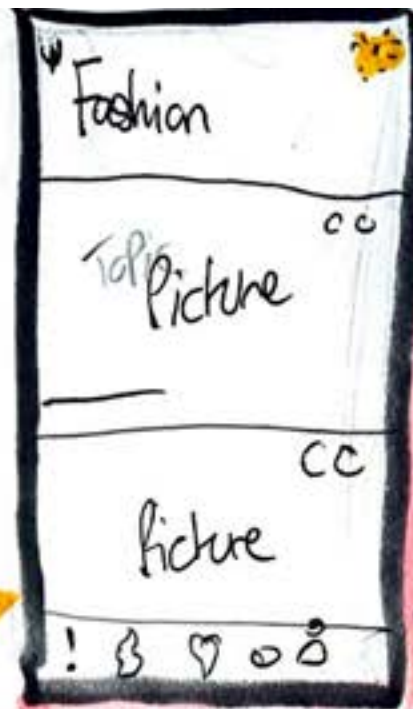


USA TODAY

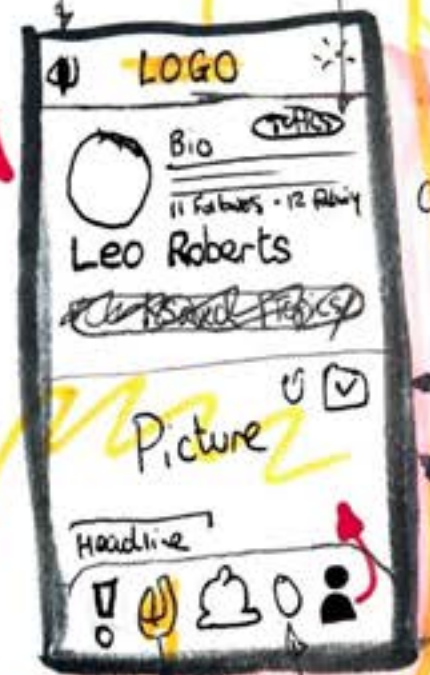




Trending Page
Size of the bubble demonstrates how much news is going on surrounding it.



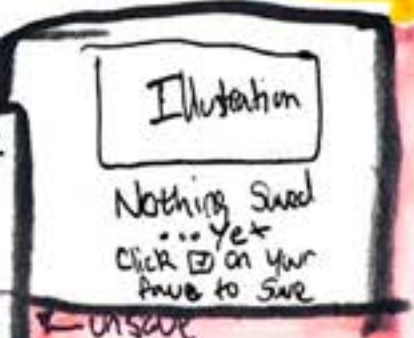
Immediately asked for interests so you can start personalizing your app.



Breaking news
Following activity
Profile Recommended

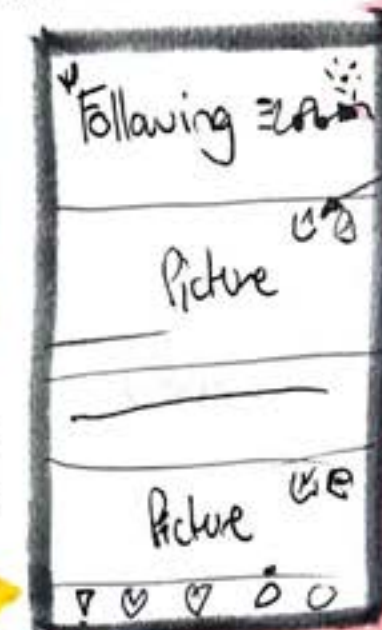


Page if you have nothing saved.



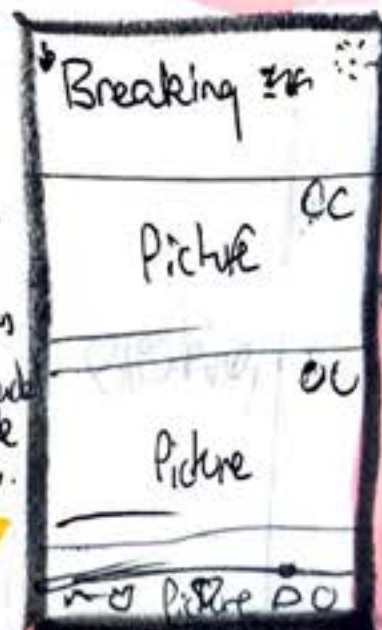
Unsave

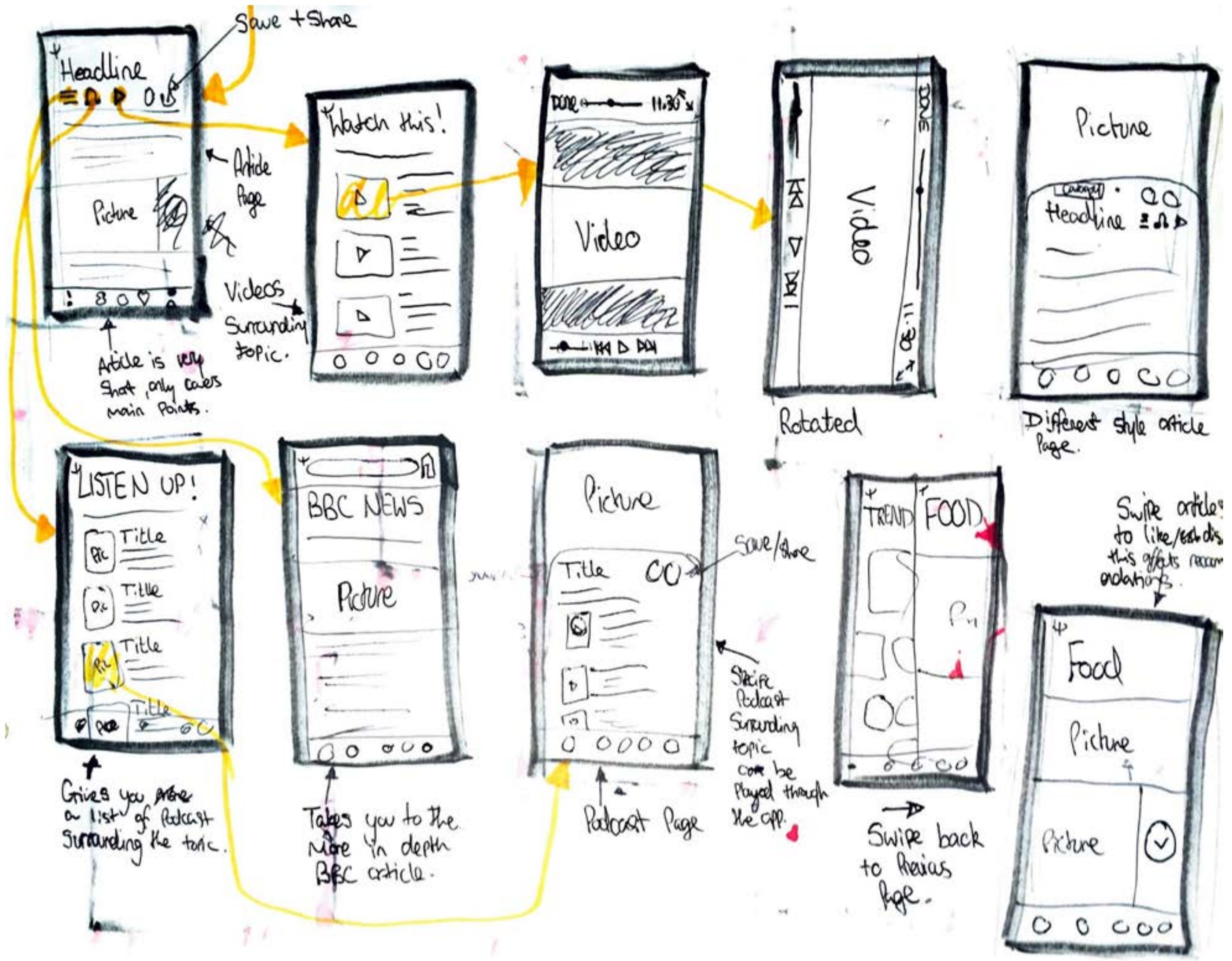
Scroll down



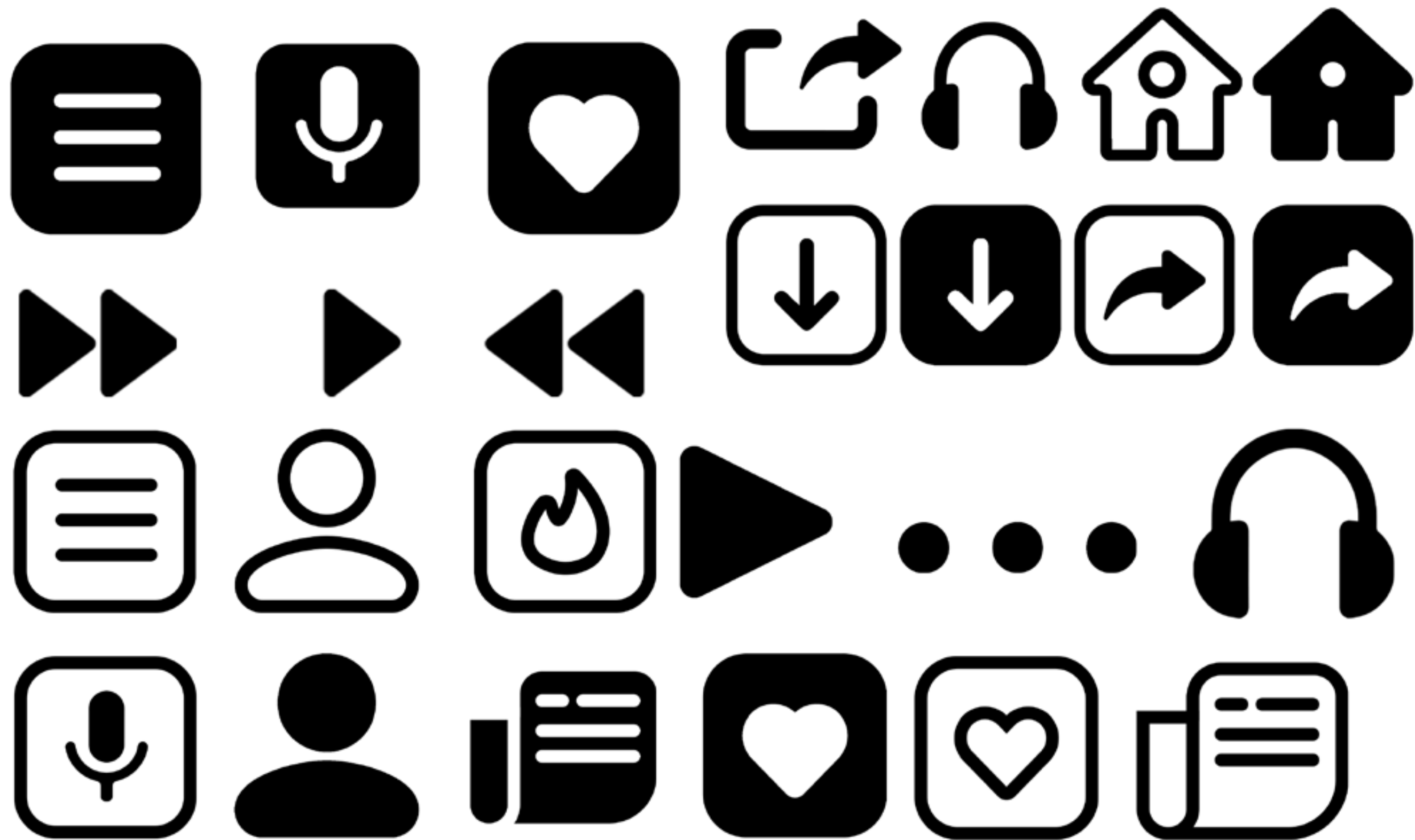
Share button

Only shows articles recommended by people you follow.



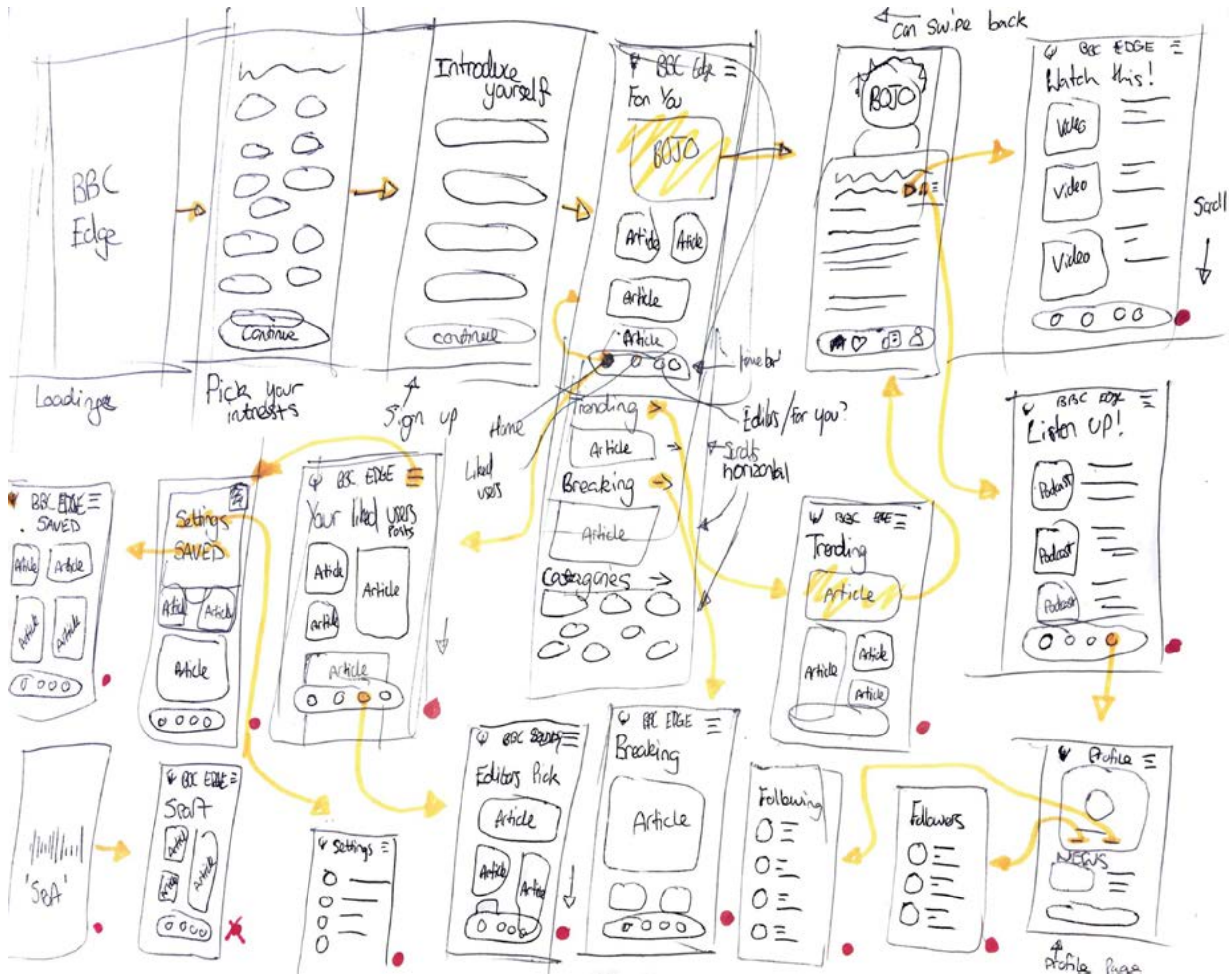


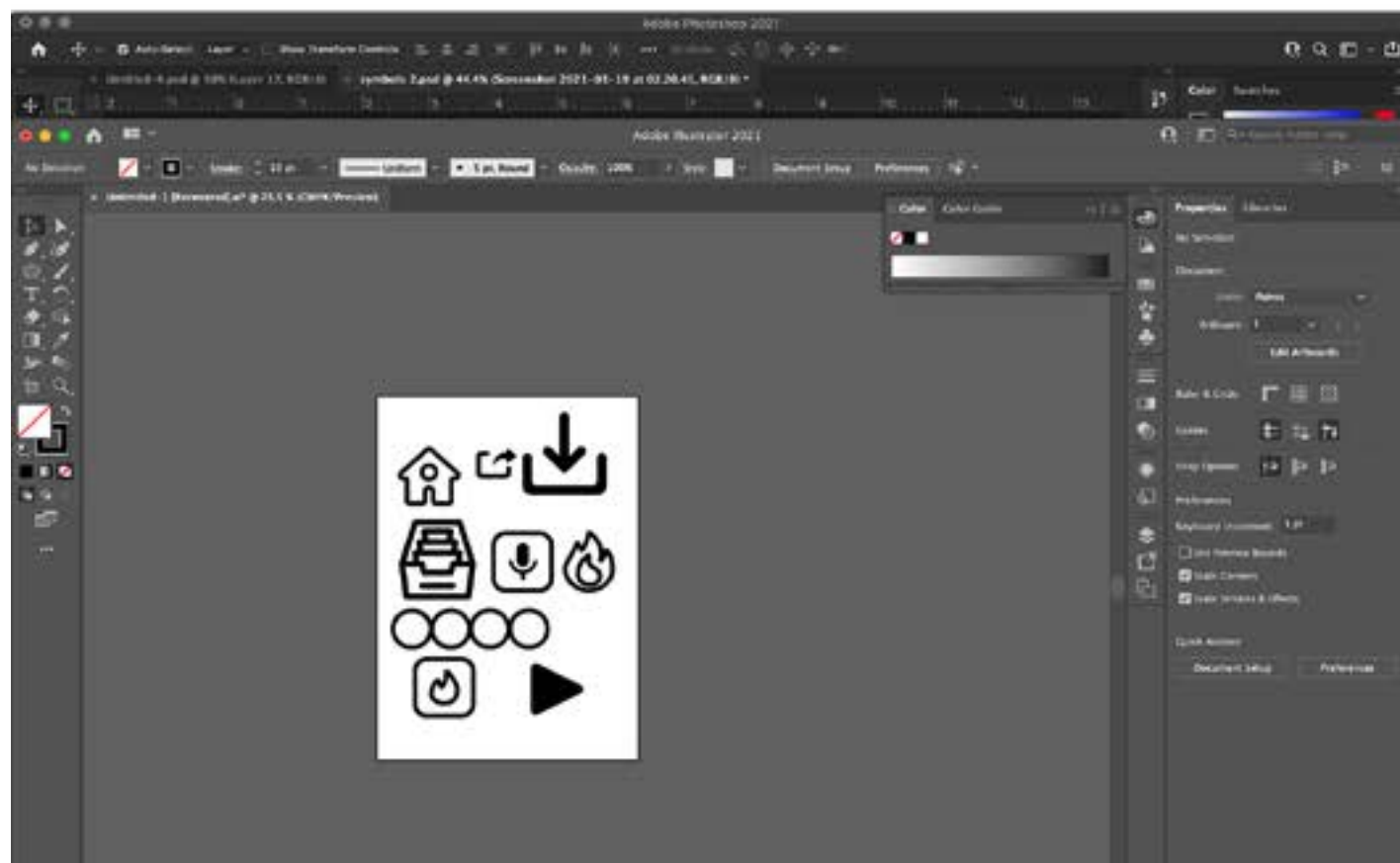
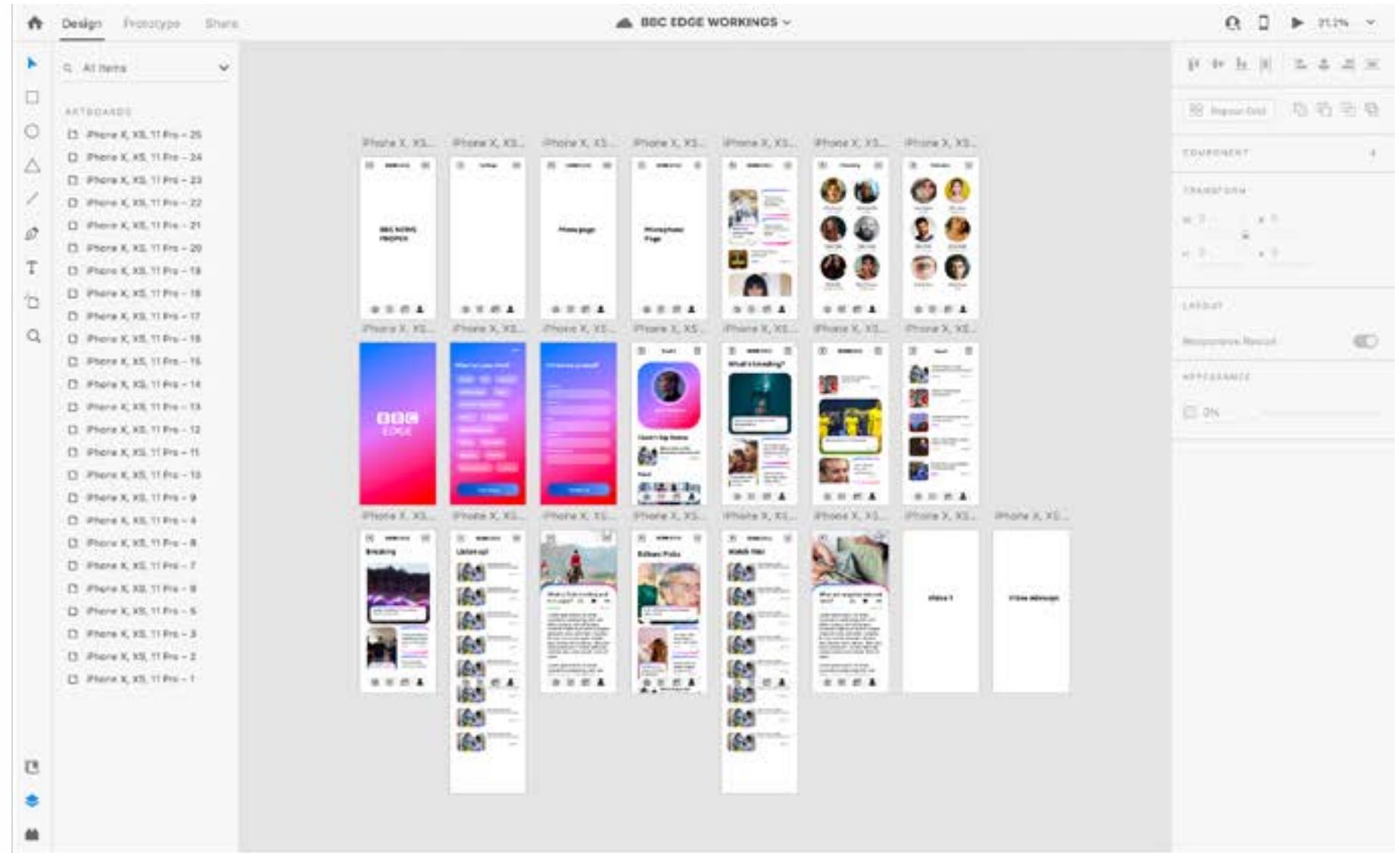
Symbols designed on illustrator to use within the app.

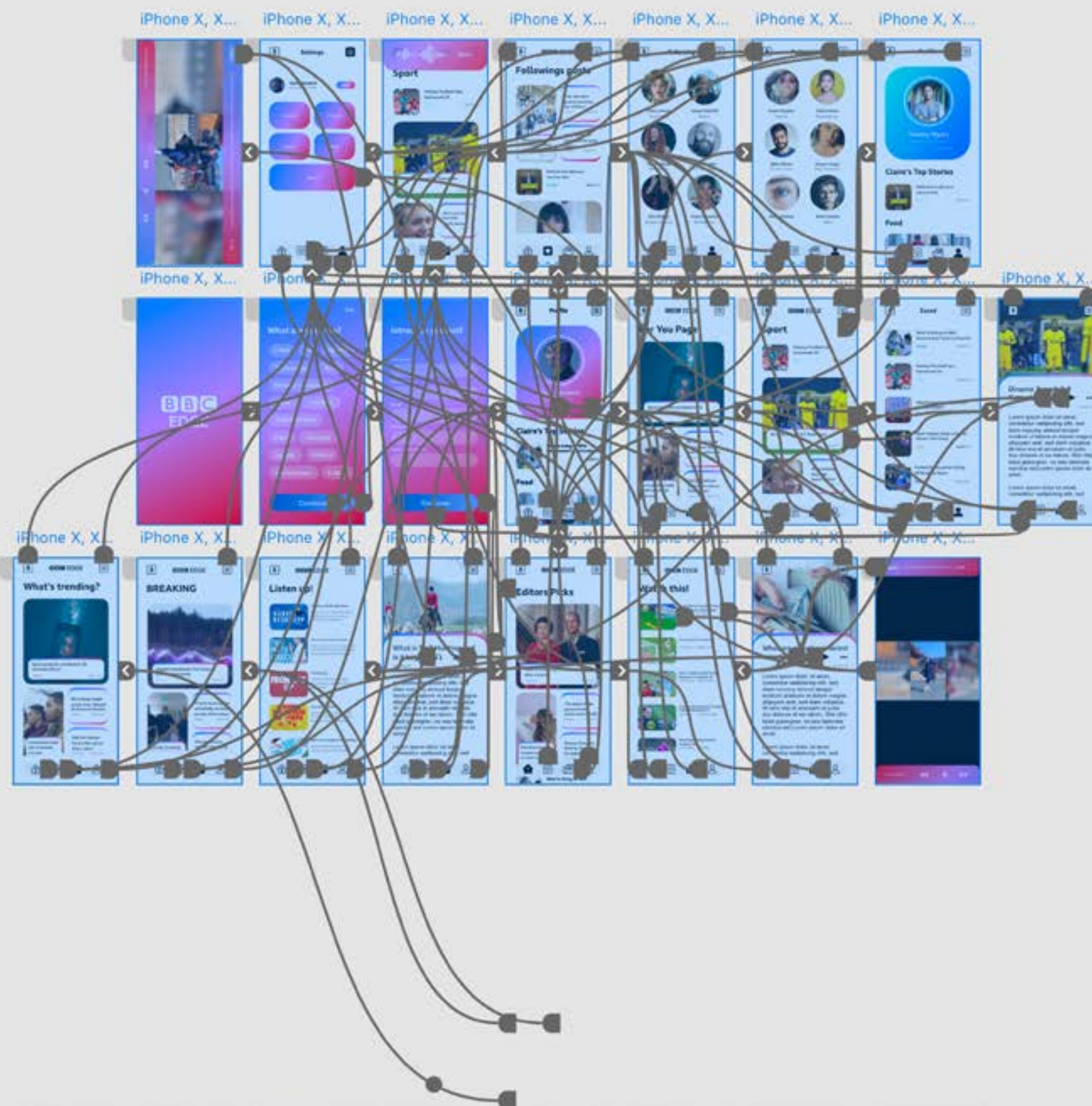












INTERACTION

Trigger
Tap

ACTION

Type
Transition

☐ Preserve Scroll Position

Destination
—

Animation
Dissolve

Easing
Ease In

Duration
0.2 s

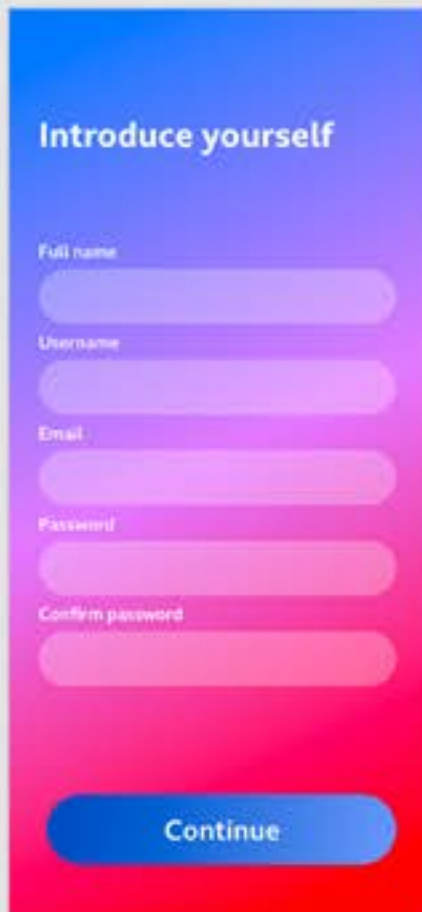
iPhone X, XS, 11 Pro – 1



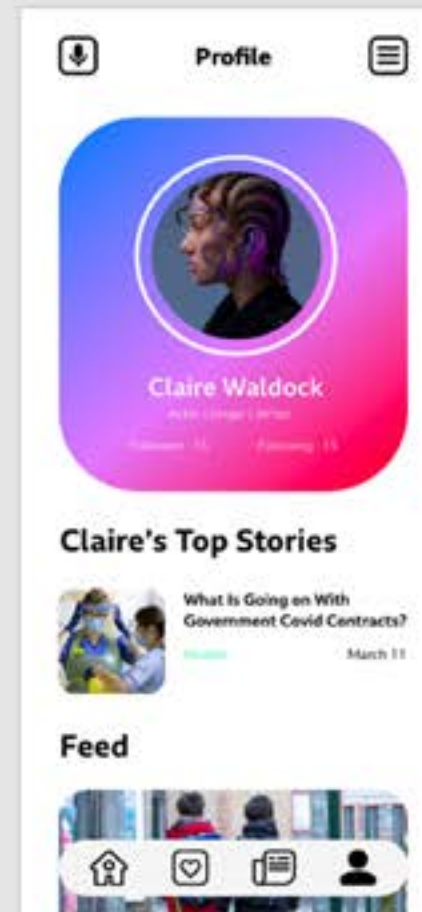
iPhone X, XS, 11 Pro – 2



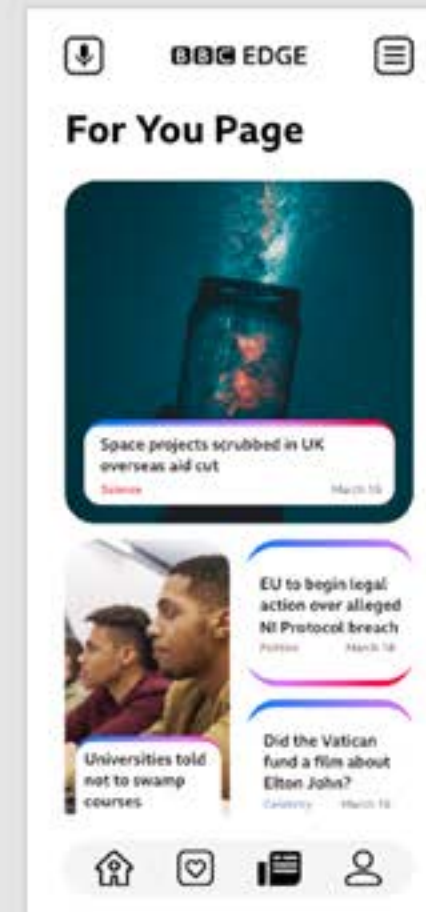
iPhone X, XS, 11 Pro – 3



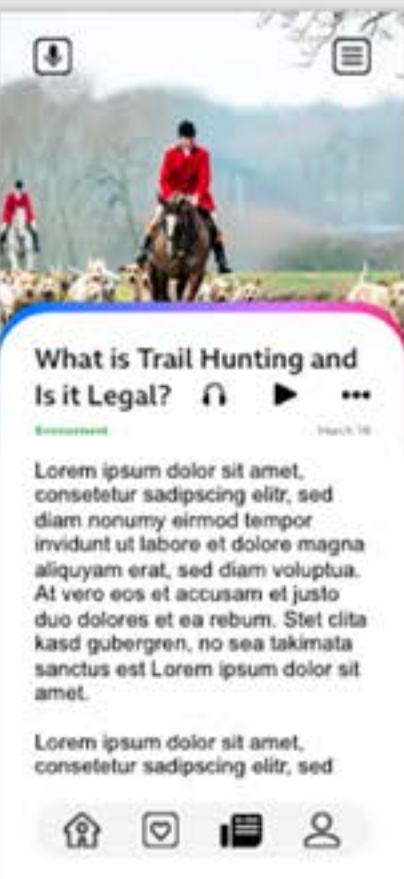
iPhone X, XS, 11 Pro – 4



iPhone X, XS, 11 Pro – 5



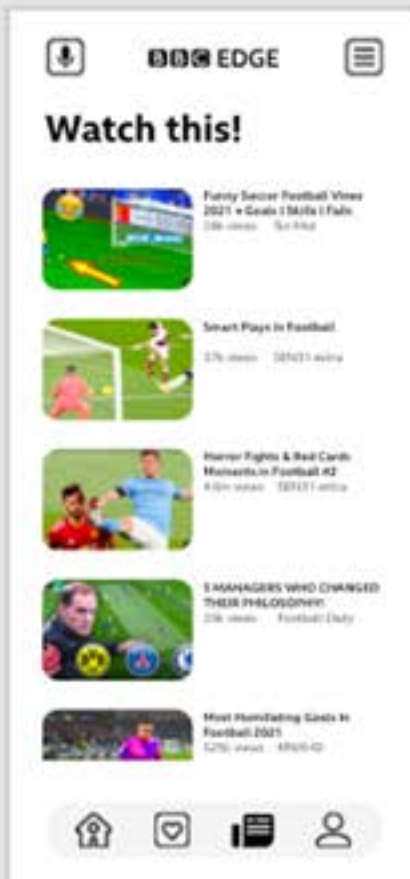
iPhone X, XS, 11 Pro – 6



iPhone X, XS, 11 Pro – 7



iPhone X, XS, 11 Pro – 8



iPhone X, XS, 11 Pro – 9



iPhone X, XS, 11 Pro – 10



iPhone X, XS, 11 Pro – 11



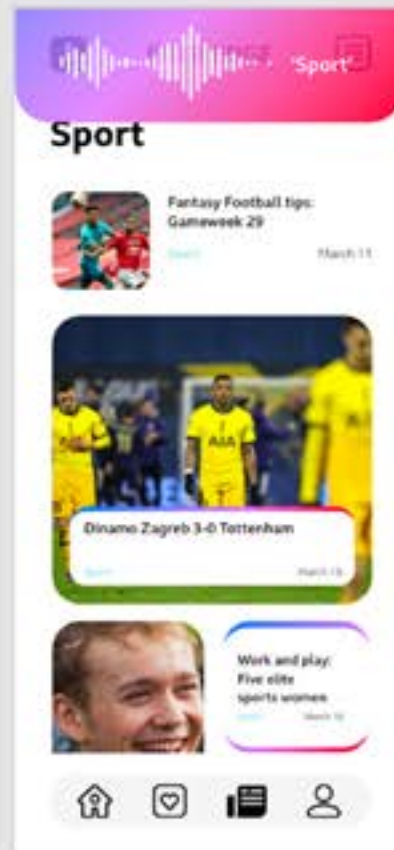
iPhone X, XS, 11 Pro – 19



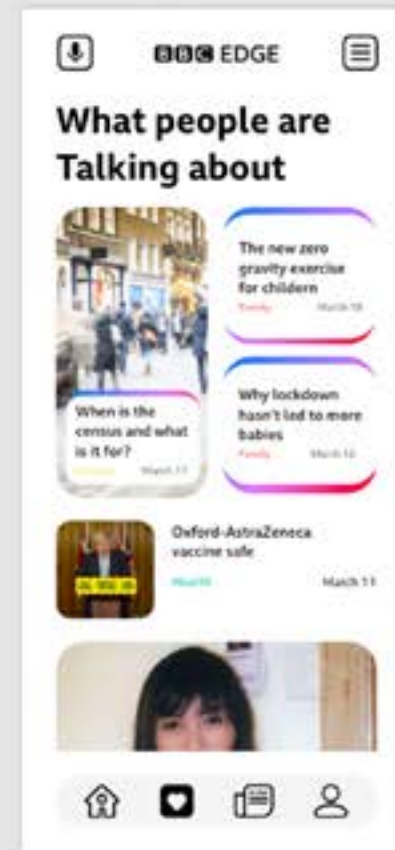
iPhone X, XS, 11 Pro – 18



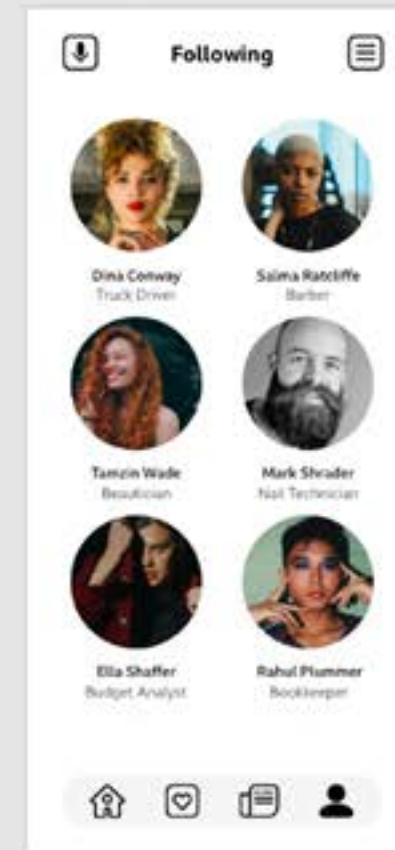
iPhone X, XS, 11 Pro – 20



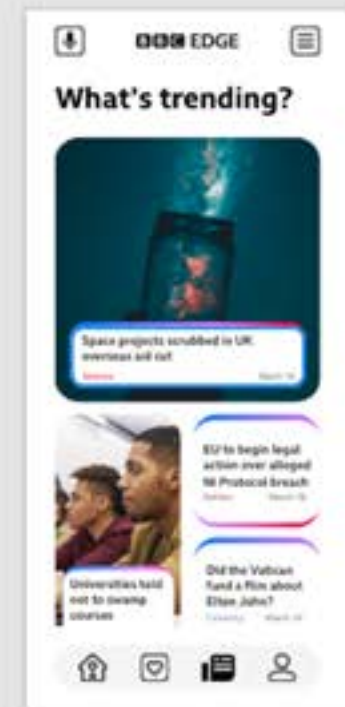
iPhone X, XS, 11 Pro – 21



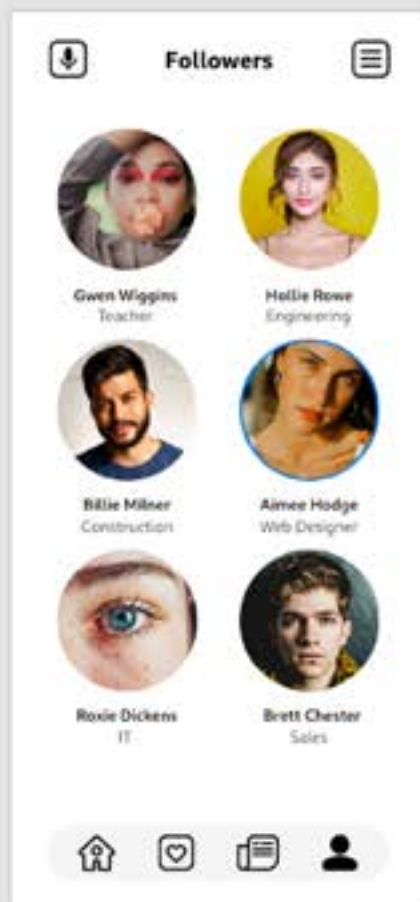
iPhone X, XS, 11 Pro – 22



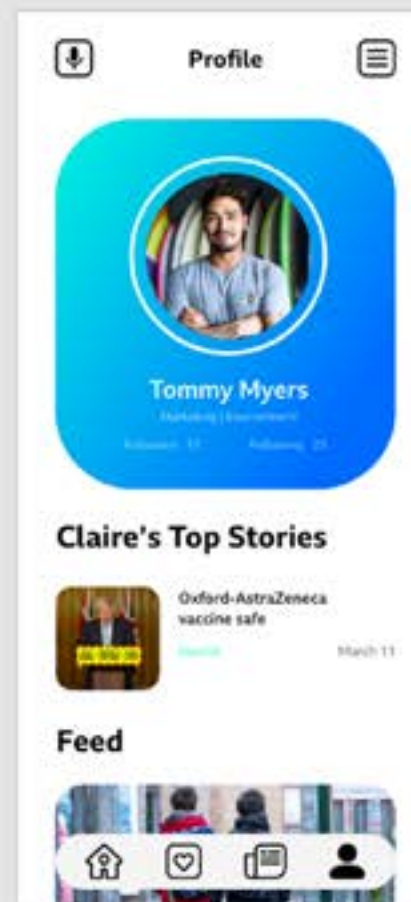
iPhone X, XS, 1...



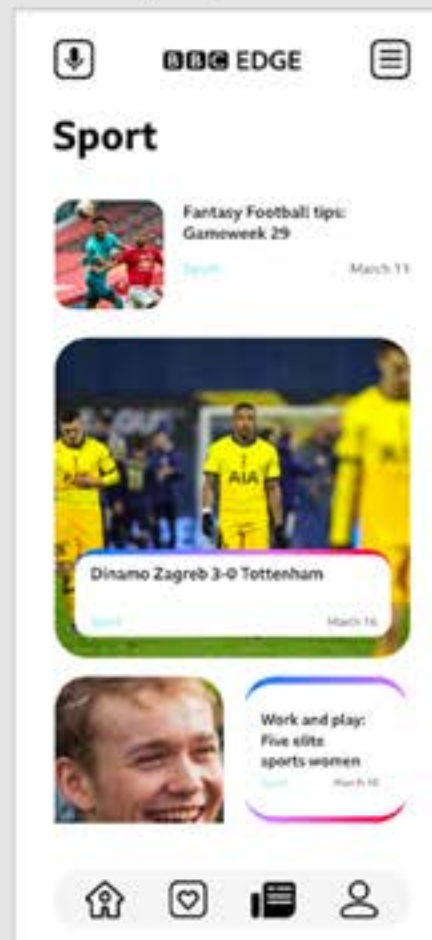
iPhone X, XS, 11 Pro – 23



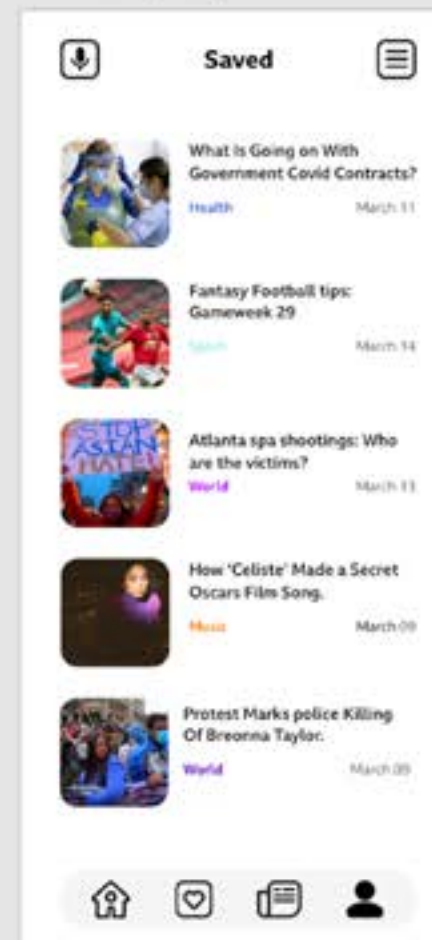
iPhone X, XS, 11 Pro – 26



iPhone X, XS, 11 Pro – 9



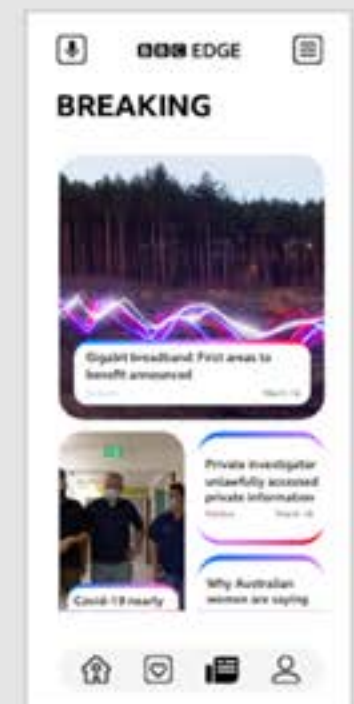
iPhone X, XS, 11 Pro – 10



iPhone X, XS, 11 Pro – 25



iPhone X, XS, 1...



Idea

App/website with short form news content, less serious and for young people. Take away the boring grown up connotation. App could also include podcast, learn new skills, incorporate the hobbies idea within this app?

different sections, finance, covid, tv, science, etc. news on each one + tv and podcasts that are related from the BBC. The programme would bring together different aspects of the BBC in an easy to digest short format, allowing people to go on and off the app without thinking too much or committing to reading a long-drawn-out article every time they want the news.

Research

BBC audience engagement report suggest lots of people feel BBC needs to feel fresher and to appeal to the younger generation more.

Younger generations tend to have a much shorter attention span and the BBC app doesn't give acknowledge this as much as other news/ social media apps.

BBC is associated with being very traditional, boring and for old people

Audience engagement report suggests many want more light-hearted content from the BBC.

Visual

I wanted to keep the style very simplistic and easy to use, making sure the pages are not cluttered and everything is clear to the user.

I tried to make the BBC a bit more visually appealing and trendy by using gradients and curved edges, which is direct opposite of what they are currently doing.

Do the visuals work?

I think it works well enough and serves its purpose as it's very easy to navigate, but maybe is a bit too simple looking and I think if I had more time to keep learning Adobe XD I could have showcased some more interesting design elements. (Illustrations, animations etc.)

Target Audience

I think it does appeal to my target audience, the simplicity, short format content, easy to navigate, pleasing visuals + social aspect, all had my audience in mind.

What doesn't work

I think I could have done more with it; it looks quite basic and doesn't have loads to separate it from other social media apps.

I think the layout looks a little clunky in some places

After testing

I realised that some of the icons are a little bit too small and sometimes I couldn't click them

straight away. I couldn't test this efficiently though as I was using an app designed for the iPhone X

on the iPhone 5