

Adapting the BBC for the on demand Age

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Overview

- The BBC in Context
- BBC plans
- Adapting to on demand

BBC services in the UK

Eight UK-wide television networks:



10 UK wide radio networks

Interactive services through the web and digital TV:

bbc.co.uk
BBC



The screenshot shows the BBC Radio Player interface. At the top, there's a search bar with 'BROWSE:' and options to 'Select a Radio Station' and 'Select type of show'. Below this is a player control area with 'pause', '5mins', and '15mins' buttons, and a volume control. The main content area is titled 'The Chris Moyles Show (3 hr)' and includes a 'NOW PLAYING' section with a 'Get help listening' link. Below the show title, there's a description: 'The one and only Chris Moyles is here to liven up your morning. With quality features like Deep Deep Busters, Celebrity Tarzan and more...'. There are several interactive links: 'Download this show', 'Join the messageboard discussion', 'More info about this show', and 'Email this show to a friend'. A 'LIKE THIS? WHY NOT TRY THESE?' section lists other shows like 'Scott Mills', 'JK and Joel', and 'Dermot O'Leary'. The right-hand side of the page features a 'BBC RADIO 1' logo and the text 'The best new music'. It has several sections: 'LISTEN LIVE' with a 'Listen Live' button, 'LISTEN AGAIN', 'MOST POPULAR SHOWS' (listing 'The Chris Moyles Show', 'The Essential Mix', 'The Essential Selection', 'Radio 1's Chart Show with JK & Joel', and 'Gilles Peterson: Worldwide'), 'WE RECOMMEND' (listing 'Lamacq Live (4 hr)', 'UK Music, with live gigs, reviews and the documentary'), 'A-Z OF ALL SHOWS (56)', and 'RADIO 1 SHOWS BY TYPE' (listing various genres like 'Blues, Soul & Reggae', 'Comedy & Quizzes', 'Dance', etc.). At the bottom, there's a 'DON'T MISS' section with a '1Xtra Player' button. The footer contains 'Terms of Use | Privacy and Cookies Policy | Contact Us' and a 'View Compact Site' link.

How popular is the BBC in the UK?

BBC Television

- **87%** of the UK's population watches BBC TV each week;
- About **35%** of all viewing is to BBC channels.

BBC Radio

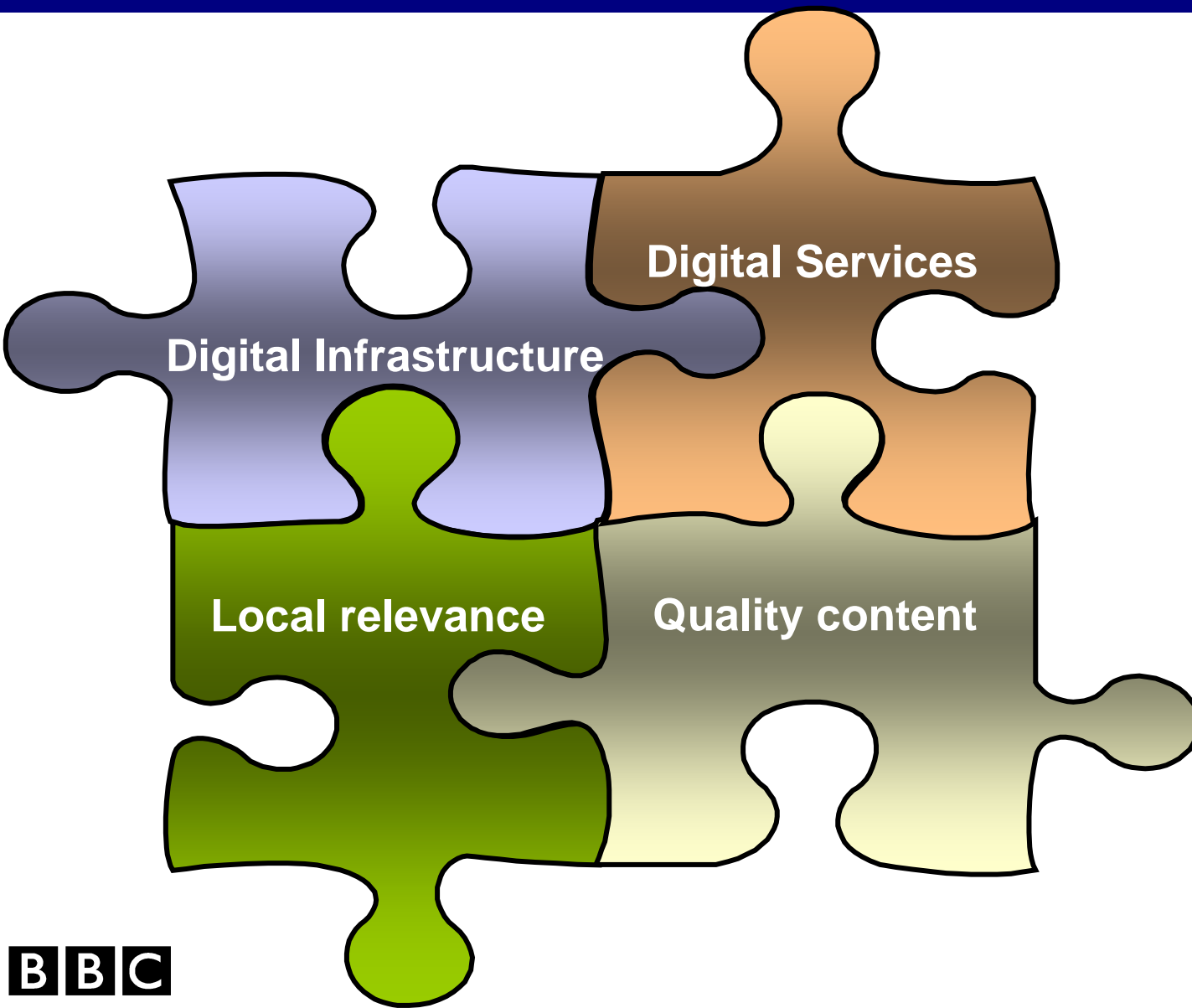
- **67%** of the UK's population listens to BBC radio each week;
- About **55%** of all listening is to BBC stations.

BBC Online

- Over half of UK internet users visits bbc.co.uk;
- Page impressions have increased by 50% in the past year.

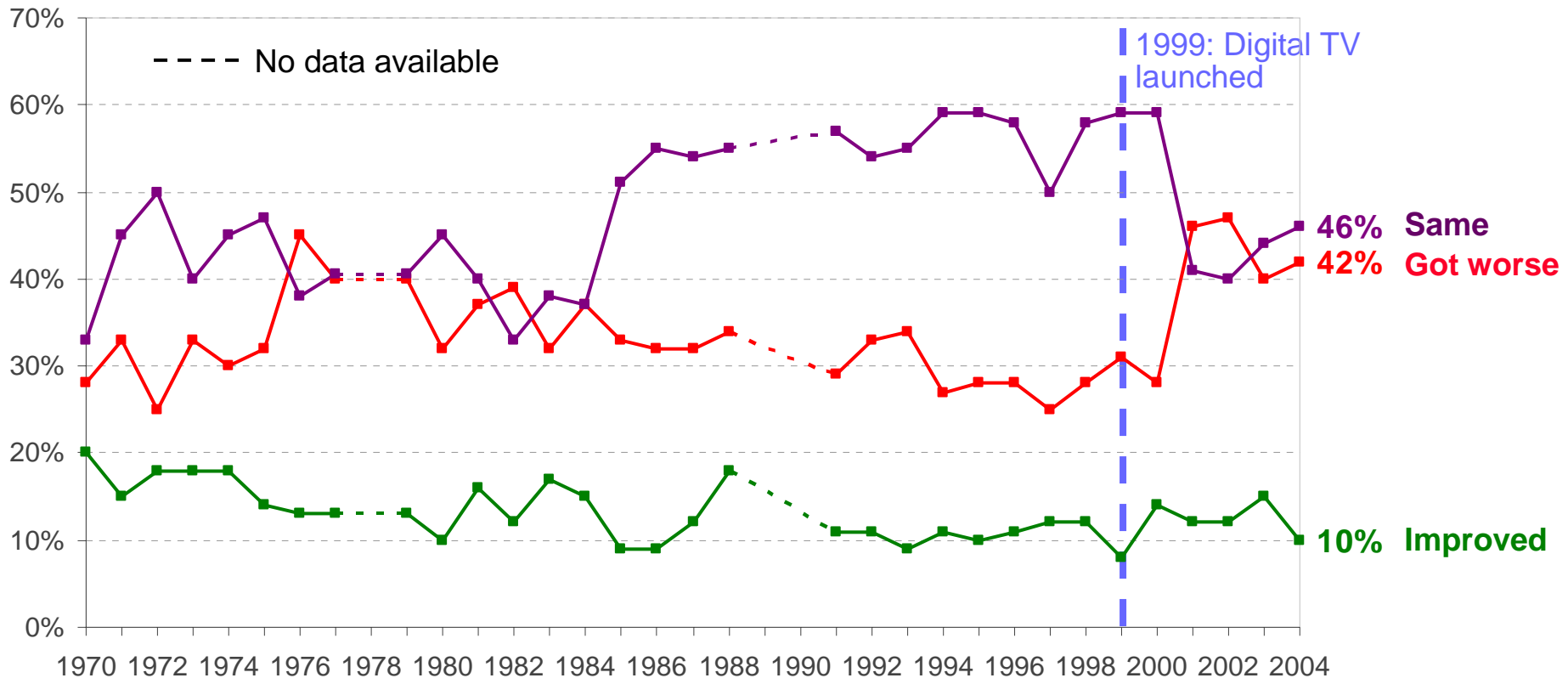
Total BBC reach is 95%

Four key tasks for BBC investment over the next funding period



Quality has become an issue for TV broadcasters in recent years

Opinions about UK television programmes in general: 1970-2004

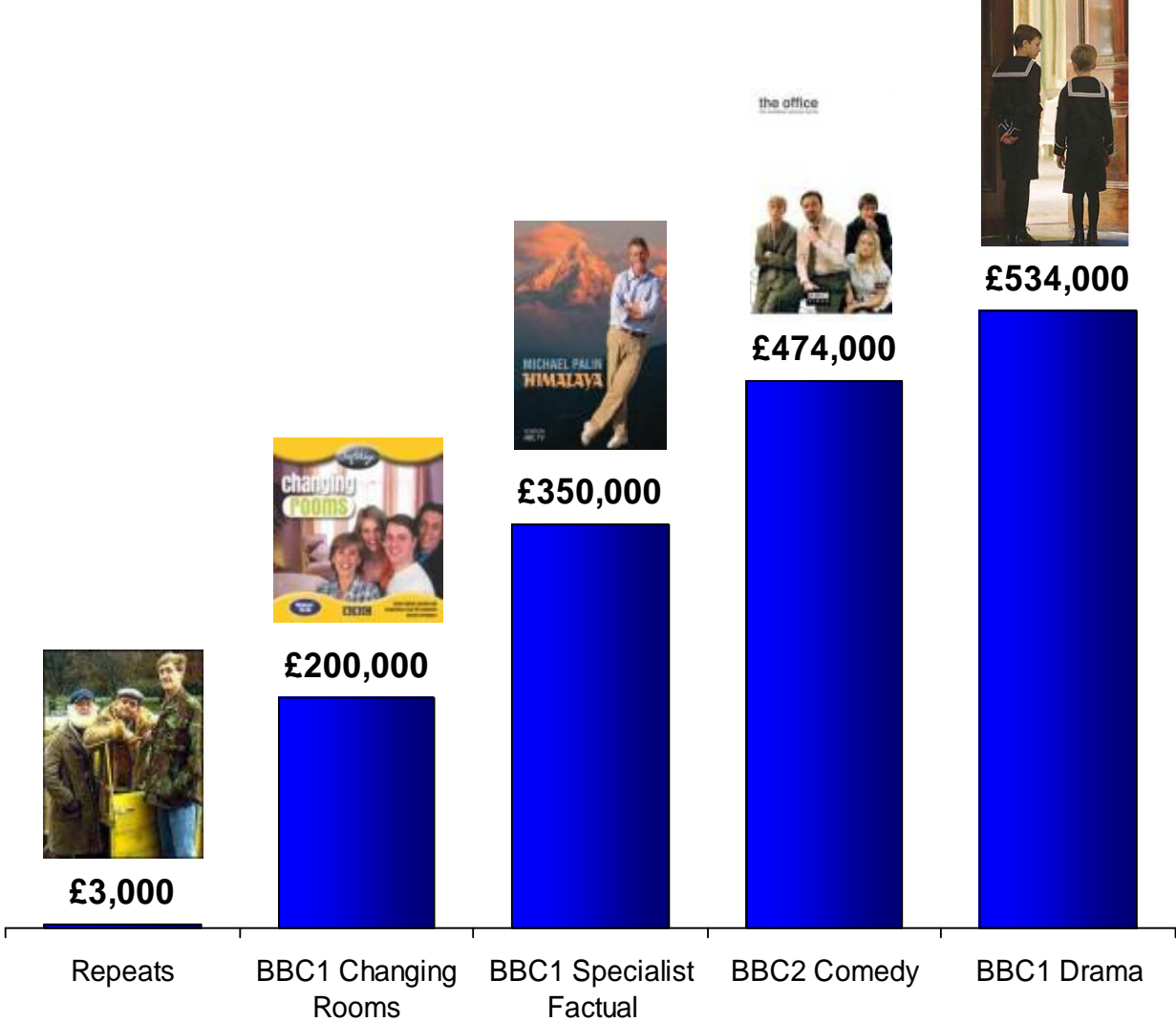


Source: Ofcom residential tracker 2004 (Base: All respondents, 2073)

Note: 'Don't knows' not shown

However, reducing repeats & moving to high value output costs more

BBC television cost per hour



Source: BBC Finance, 2005/06 budget figures

Digital services drive value

(i) Making existing content available in new ways



7 day catch-up



Open archive

Ubiquitous BBC



Digital services drive value

(ii) Helping people play a part in their media and interact more



**Creative
Archive
Licence
Group**

Action Network



explore. learn. create.

**Creative
archive**

**User engagement
and content**

Participation

Music For All



Sport Action



Why On demand: Problems for Broadcasters

- Audience expectations of quality are increasing
- But fragmentation is hitting peak TV audience
 - 2005 Xmas BBC ONE top shows
 - Eastenders 11m, Dr Who 9.4m, Little Britain 8.3m
 - 10 years ago top Xmas show – 17.8m
 - 20 years ago 20m plus was common.
- And some viewers are looking elsewhere for their content
- File sharing & piracy are increasing

VIDEO

What is the Integrated Media player (imp).

- PC application enabling UK internet to download BBC TV and radio programmes up to 7 days after broadcast
- Via a programme guide available for next/last week
- Programmes in trial all protected by DRM wrapper and generally can only watch for next seven days
- Also ability to subscribe to automatic series downloads
- TV Programmes are viewable full screen

The trials (iMP & VOD)

- Summer 2004 – 3 month, 1,000 user technical trial
- Winter 2006/6 - 5,000 registered users in UK wide demographic sample and more substantial content
- Aims:
 - Increase technical learning
 - Assess the likely take up of iMP across a varied demographic sample,
 - Understand the demand for particular types of content
 - Generate information > assessment for approval process
- Plus VoD trials

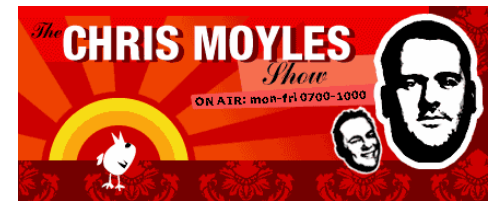
TV content

- Up to 140 hours of programmes a week taken from BBC ONE, TWO, THREE, FOUR, CBBC, Cbeebies & BBC Parliament
- Up to 40 hours a week of regional programmes
- Series Stacking i.e. for a 13 week run, up to 5 weeks of previous episodes available until 7 days after final episode.
- Regular News, Sport and Weather Bulletins



Radio content

- 300 Shows a week from Radio 1, Radio 2, Radio 3, Radio 4, 5 Live, 6 Music, BBC 7, Asian Network & 1Xtra
- Programmes transferable to a mobile device for listening on the move



Key findings from the IMP trial

- Very strong positive reaction – after 4 months of usage 74% of would recommend iMP to a friend
- Strong majority support for BBC provision, increased control & flexibility
- More than 150,000 downloads throughout the trial
- User led exploration: No evidence of narrowing of choice, continuous interest for all programmes, not only top big titles
- Long tail effect > 85% of available titles were downloaded & viewed
- Negatives – download speeds, 7 day limit

Next steps

- Evaluate results of the iMP trial
- Developing “MyBBCPlayer” 7 days + live TV delivered by multicast
- Prepare Public Value Assessment for “MyBBCPlayer”
- Discussion

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