The BBC and Convergence

Broadcasting to Empowered Users

Matteo Maggiore, BBC

Global Forum

Venice – 6 November 2007

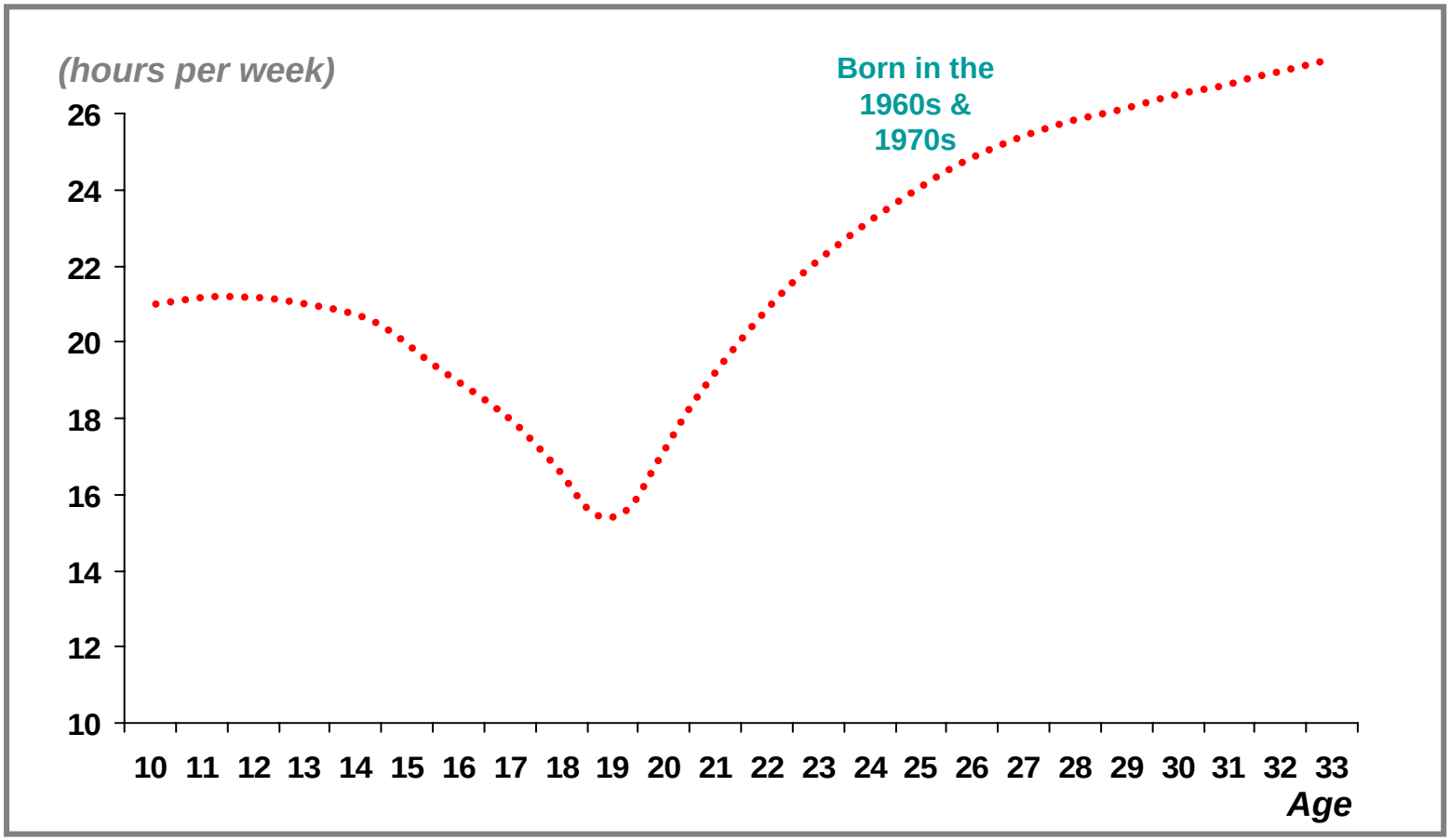
BBC

From Web 2.0 to Convergence 2.0

- Phase 1: Broadcasters use new media as complement to TV and radio programming
- Phase 2: Broadcasters develop activity – content and services – “native” to each new medium
- Phase 3: Reciprocal, transformative influence between “New” and “Old” media

TV watching curve

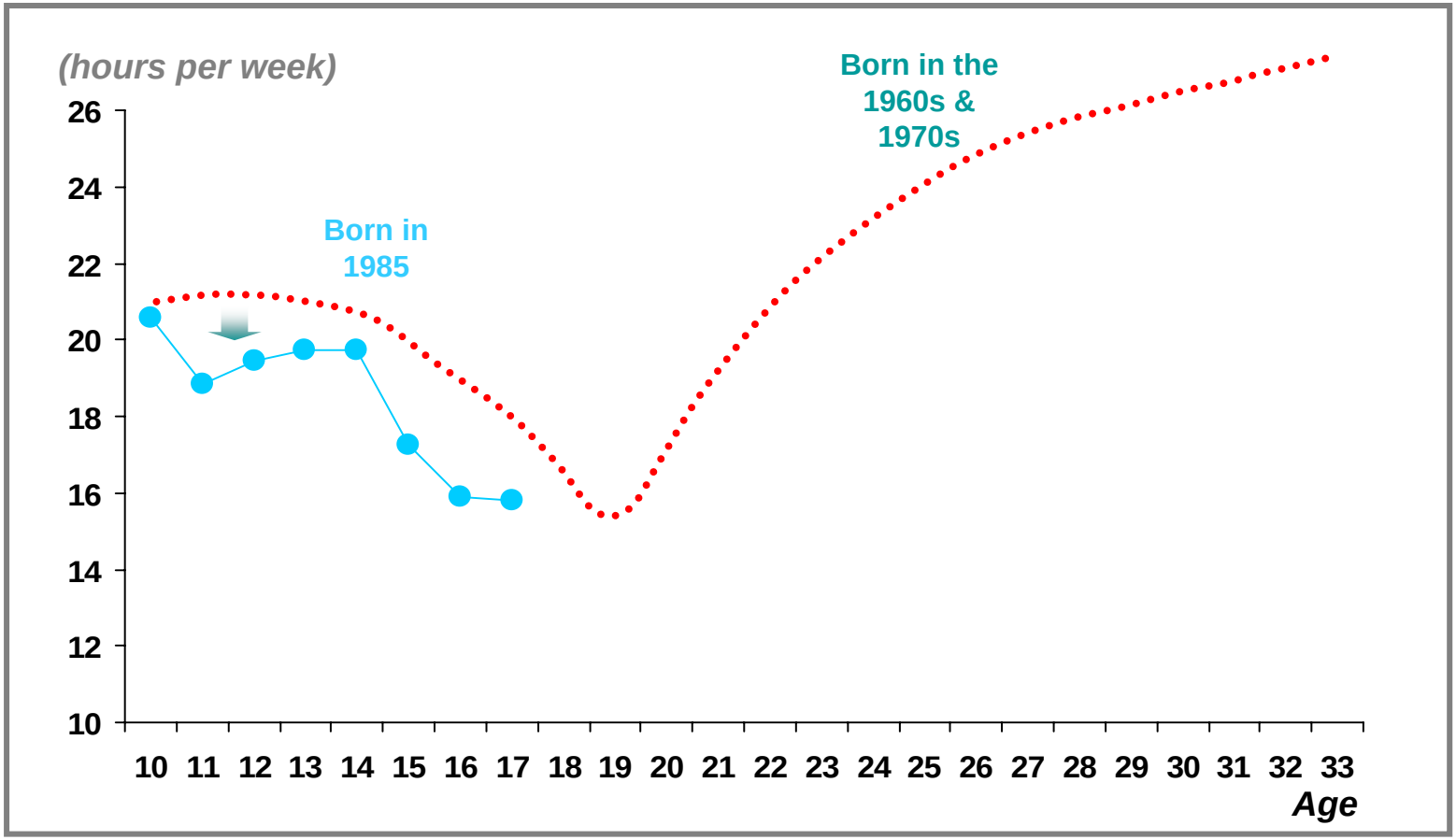
TV Consumption as viewers age



Source: Digital Homes Project analysis of BARB data, 1995 Q4 to 2002 Q4

…those born in 1985 watch an hour less TV…

TV Consumption as viewers age



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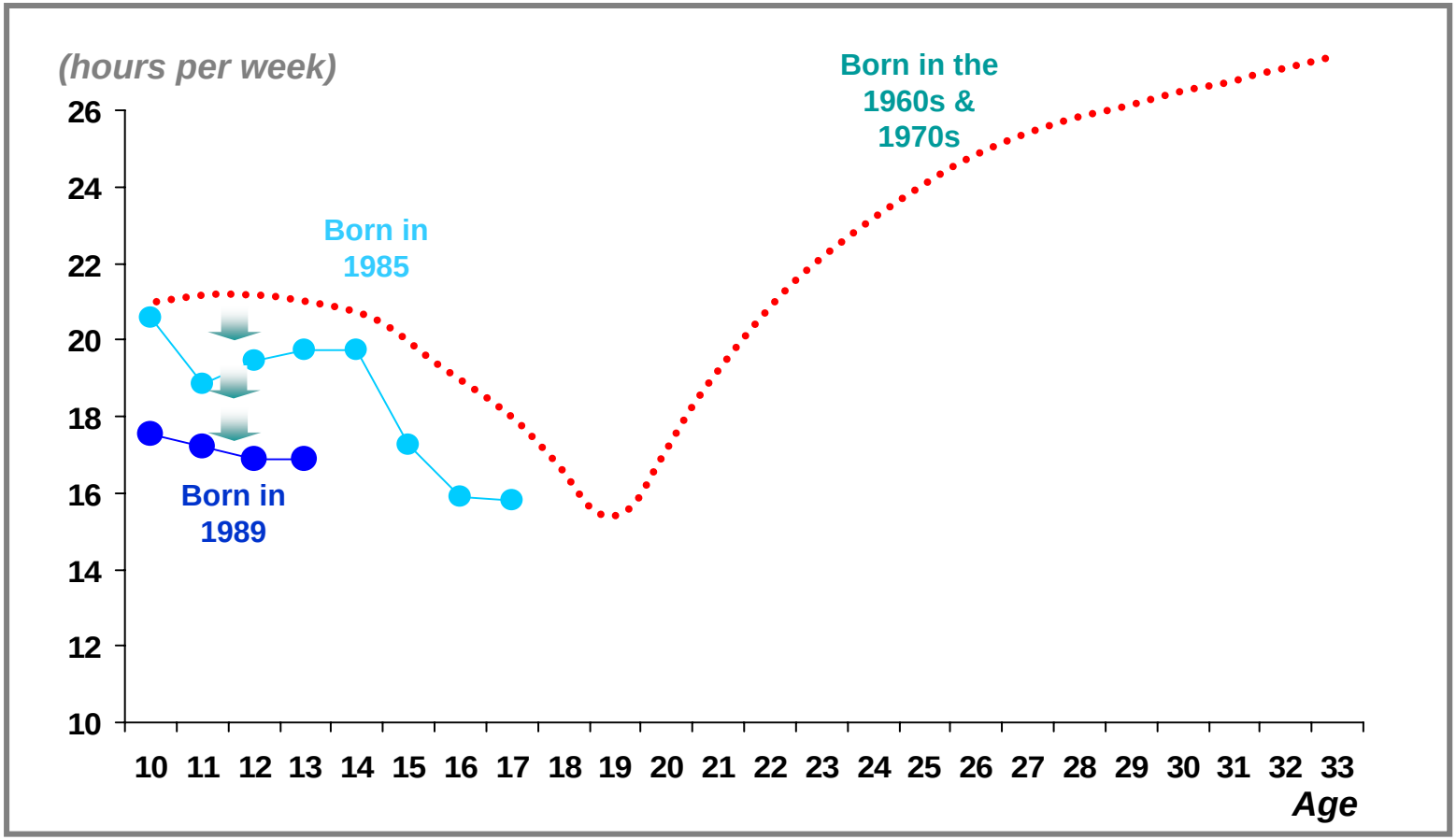
Source: Digital Homes Project analysis of BARB data, 1995 Q4 to 2002 Q4

…but people born in 1989 watch 3 hours less TV

TV Consumption as viewers age



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Source: Digital Homes Project analysis of BARB data, 1995 Q4 to 2002 Q4

Demand for content remains

The number of adults following the Election with news online has quadrupled in just four years:

2001 General Election — **2.1m**

London bombings

- 116m page impressions
- 8m requests for content
- 300+ user generated images and videos

2005 General Election — **8.4m**

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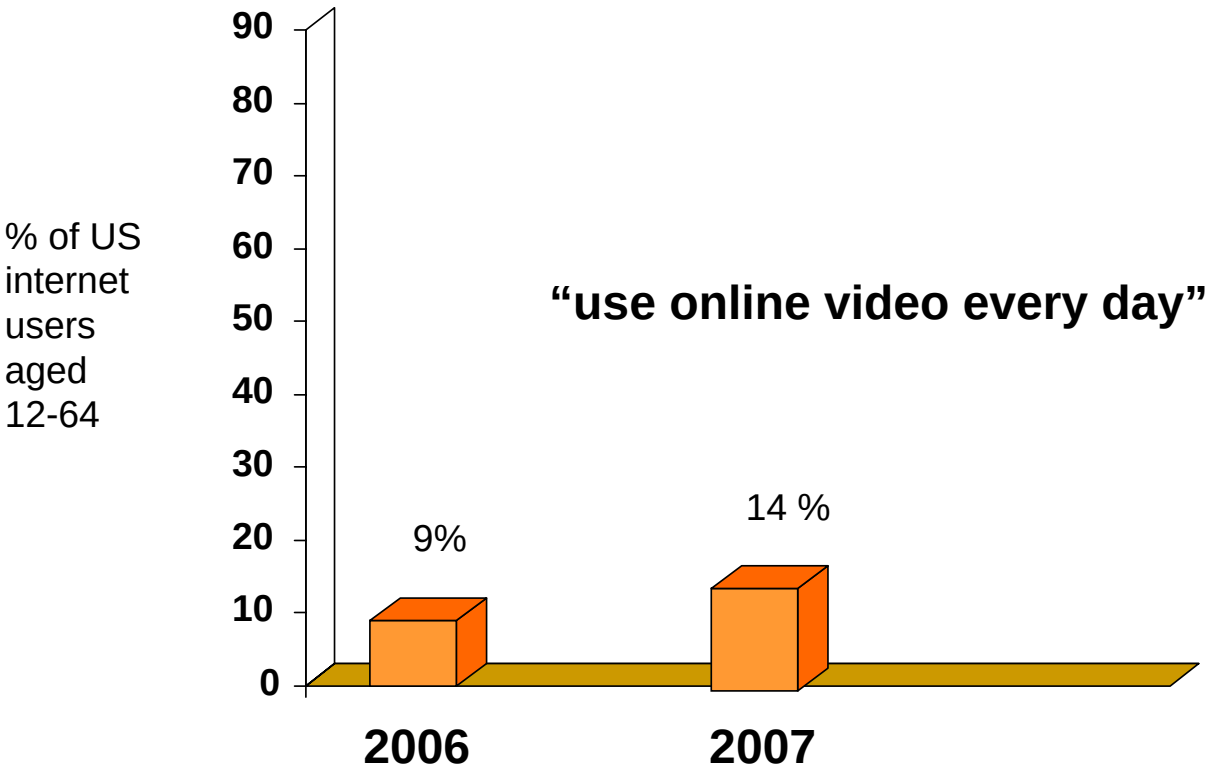
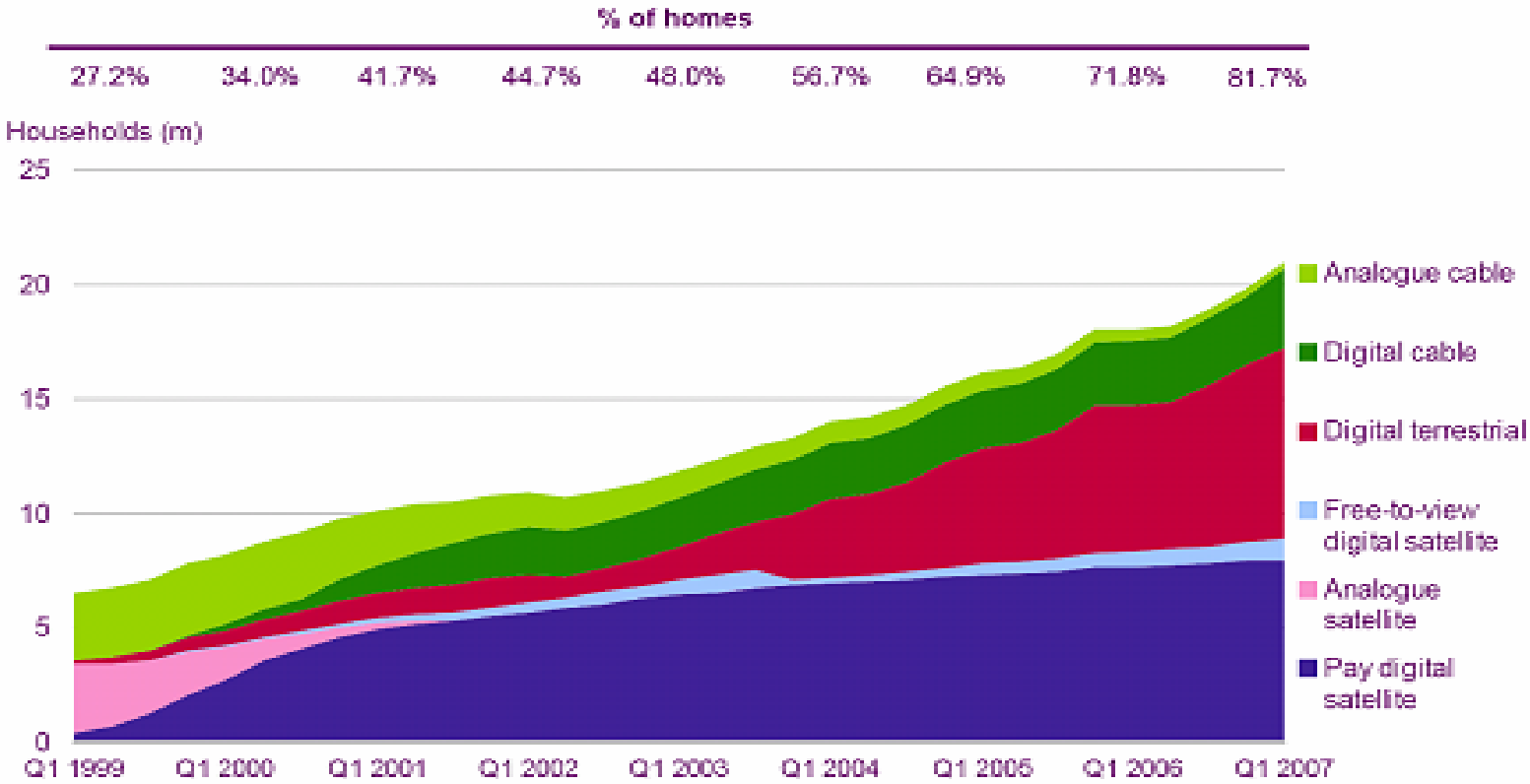
Source: MORI *Note: All adults*

Appetite for Rich Content Grows even on New Media



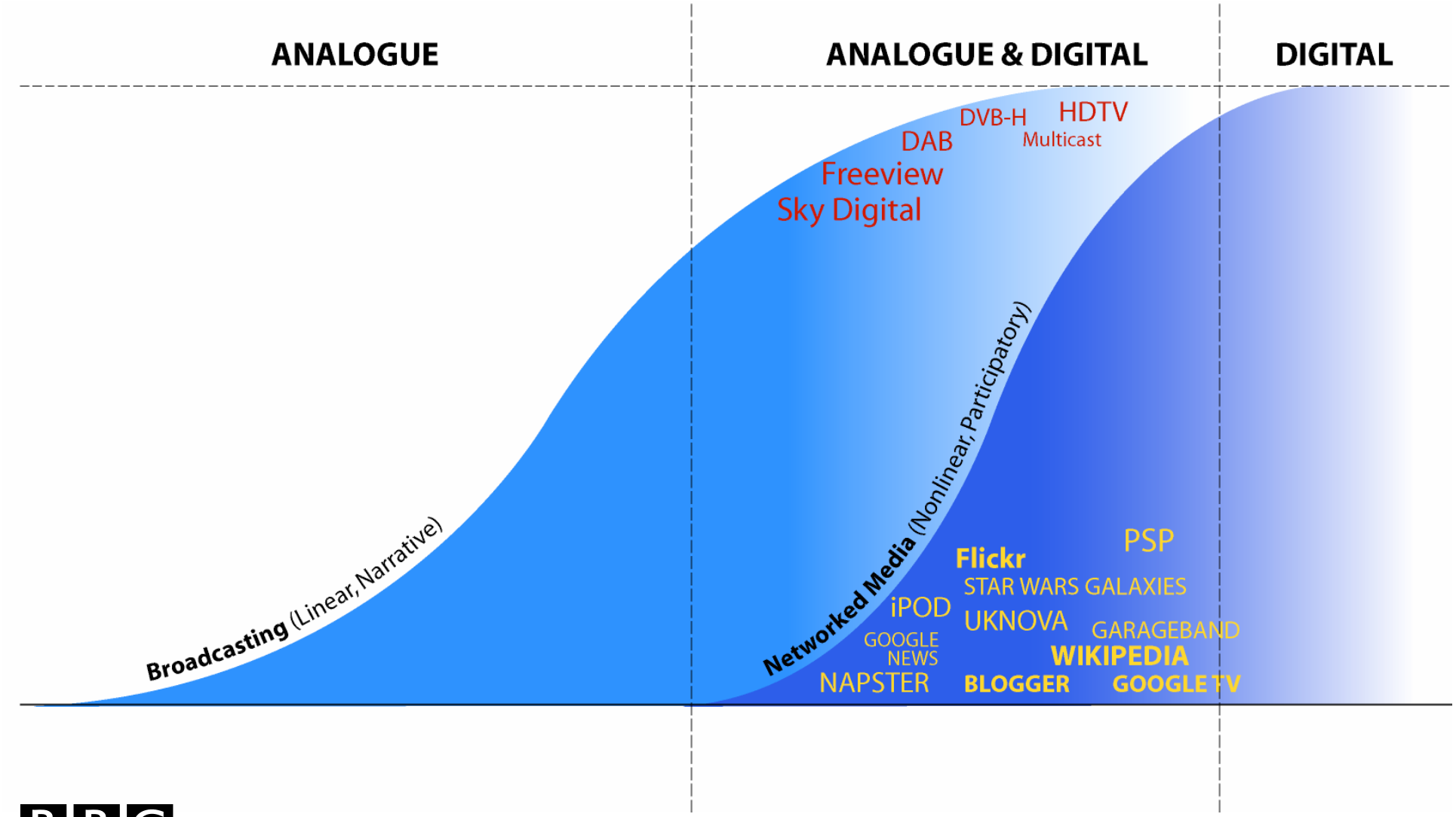
DTT is fastest growing TV platform

Figure 4: Multichannel growth



Source: Platform operators, GfK research, Ofcom estimates.

We are at the beginning of a new wave heralding a non-linear, more participatory world



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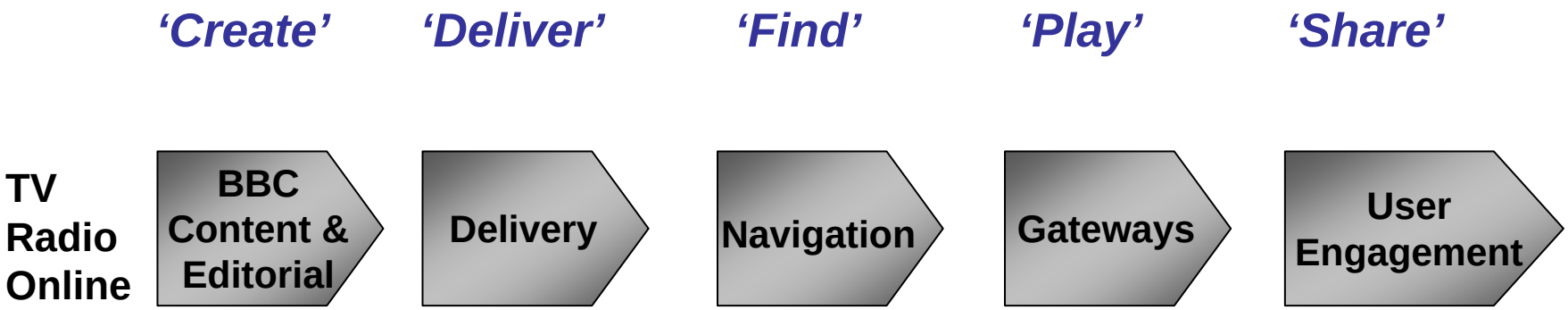
The BBC's new media strategy is best considered in terms of the value chain



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DISCOVER
ACCESS
CREATE
SHARE
PARTICPATE
ENGAGE
EXPLORE
PLAY

BBC

Platforms

Formats

On demand

Partners

BBC

BBC

BBC

Subscribe

BBC

Style: Broadcaster

Joined: **November 11 2005**

Last Login: **7 hours ago**

Videos Watched: **424**

DIRECTOR

Subscribers: **6887**

Channel Views: **311,710**

Go behind the scenes with the BBC.

#81 - Most Subscribed (All Time) - Directors

#45 - Most Viewed (This Month) - Directors

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Send Message

Add Comment

Share Channel

http://www.youtube.com/BBC

Subscriptions (1)

BBC One - Doctor Who - Episode 4 Preview

From: BBC

Views: 2475

Comments: 28

Videos (91)

Subscribe to BBC's videos

BBC Radio Player has been running since 2002

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BBC iPlayer

What is BBC iPlayer?

- web based service
- 7 day ‘catch up TV’ over the internet
- bringing together BBC on-demand programming

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A to Z

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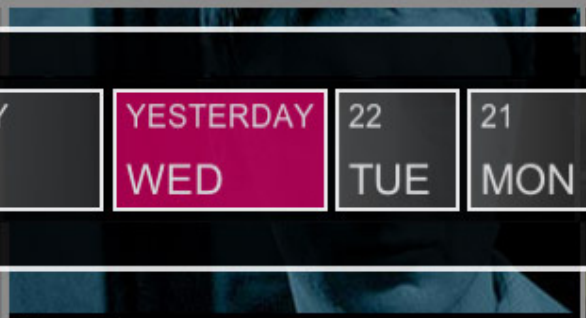
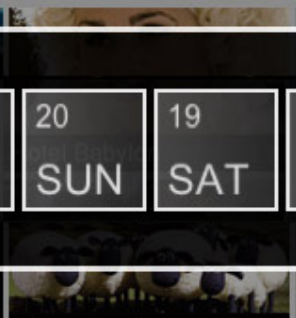
THU	WED	TUE	MON	SUN	SAT	FRI



Life on Mars



Shaun the sheep

Early Doors

Cowards

Combat Opera presents...

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The Natural World

Man Stroke Woman

Hotel Babylon

Eastenders

Coast

Shaun the Sheep

Life on Mars

Cowards

Kombat Opera Presents

Morning | Afternoon | Evening

1 2

Only show: ALL | BBC one | BBC TWO | BBC THREE | BBC FOUR

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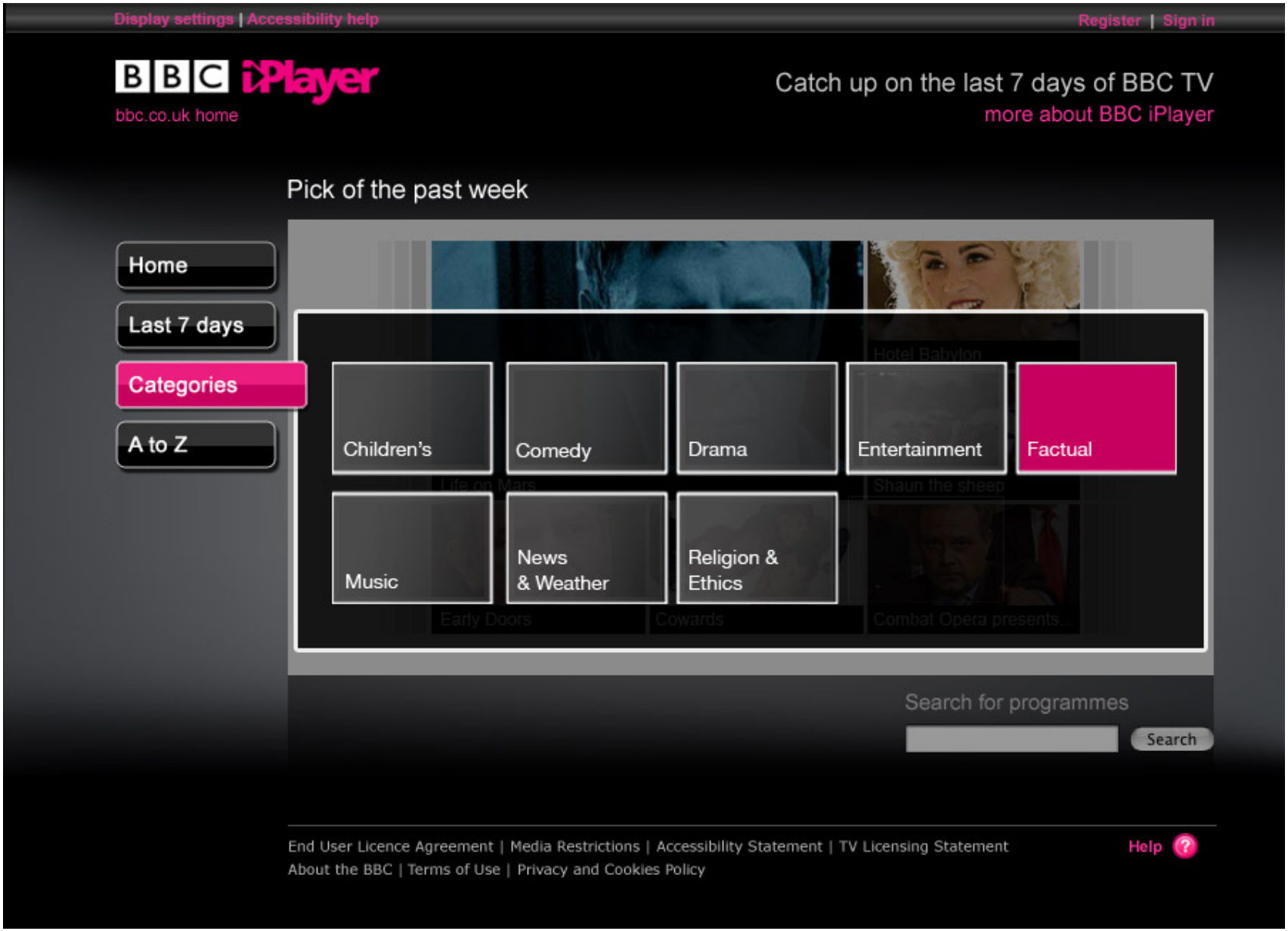
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Gene Detectives

Top Gear

The Flying Gardener

Wedding Stories

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Planet Earth

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E

Eastenders

Eastenders

Eastenders

Eastenders

Eastenders Omnibus

Eastmidlands today

F

Fame Academy

Fame Academy

Family Guy

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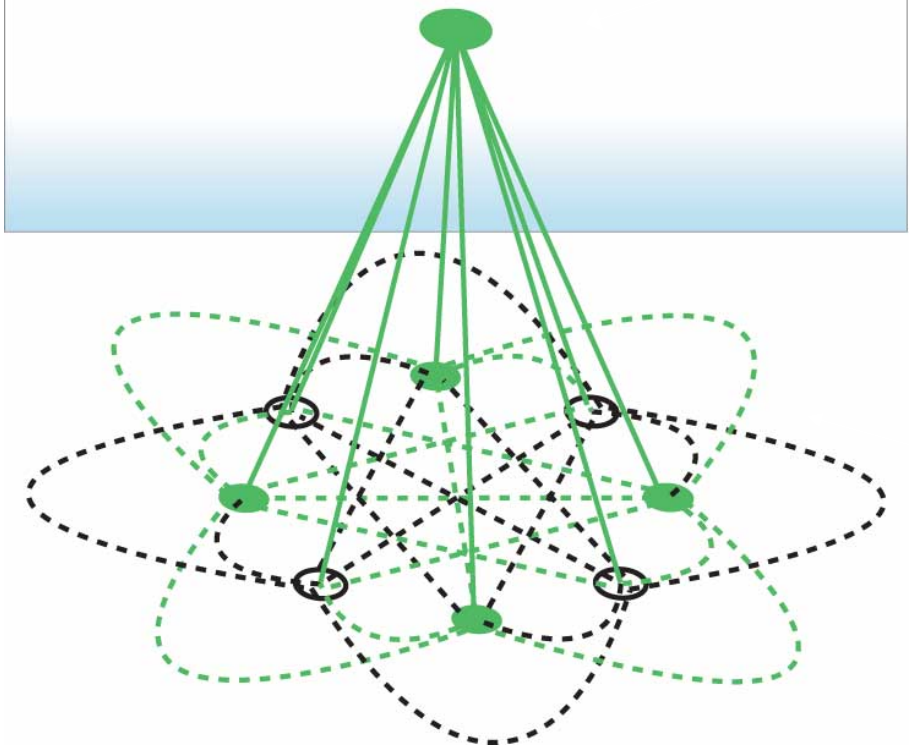
Campfire: A Model for a Hybrid BBC?



Long Live "Broadcasting"

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Should continue to produce & distribute **the best media content**

But Also Facilitate "Participatory Media"

BBC

Should *also* embrace & encourage **collaborations** with and between our audiences, sustained by the BBC's media assets

BBC

– *‘Give the people control of media, they will use it. Don’t give people control of media, and you will lose them’*

(J. Jarvis)

HD is required for the continued growth & success of DTT

DTT WITH HD

- Meets viewer expectations
- Rewards investment in DTT
- Promotes efficient use of spectrum
  - More efficient use of that allocated to DTT
- Maintains advertising revenues
- Sustains interplatform competition

DTT WITHOUT HD

- Frustrated viewers feeling cheated after investment in DSO
- Declining platform > inefficient use of spectrum
- Declining ad revenues for FTA broadcasters
- Less competition for alternative delivery systems