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BBC Television

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Interactive TV

BBC Strategy for iTV

What makes a good proposition?

How we commission

BBC Strategy for interactive TV

Support BBC Television's Strategy:

- Channel Strategies

- Genre Strategies

Outcomes?

➡ make programme more enjoyable

➡ make programme more memorable

➡ encourage audience to stay longer

➡ make BBC more modern

Interactive TV

BBC Strategy for iTV

What makes a good proposition?

How we commission

What makes a good proposition?

- Integrated proposition

- Simplicity

- Focus on audience

- Understand need states

- Build on learning

Audience Insight

WHO?

WHEN?

WHY?

WHO?

Everyone will interact

The Numbers

It's not a minority habit

Wimbledon - 4 million - 30 percent of programme audience

Test the Nation - 1 million playing along

Euro 2004 - 3 million - 20 percent of programme audience

And then there's the Olympics…

Source: BARB and TNS

OLYMPICS 2004

Swimming

Athletics

Football

Tennis

8.96m people
58% of the available audience
83% stayed for more than 3 minutes
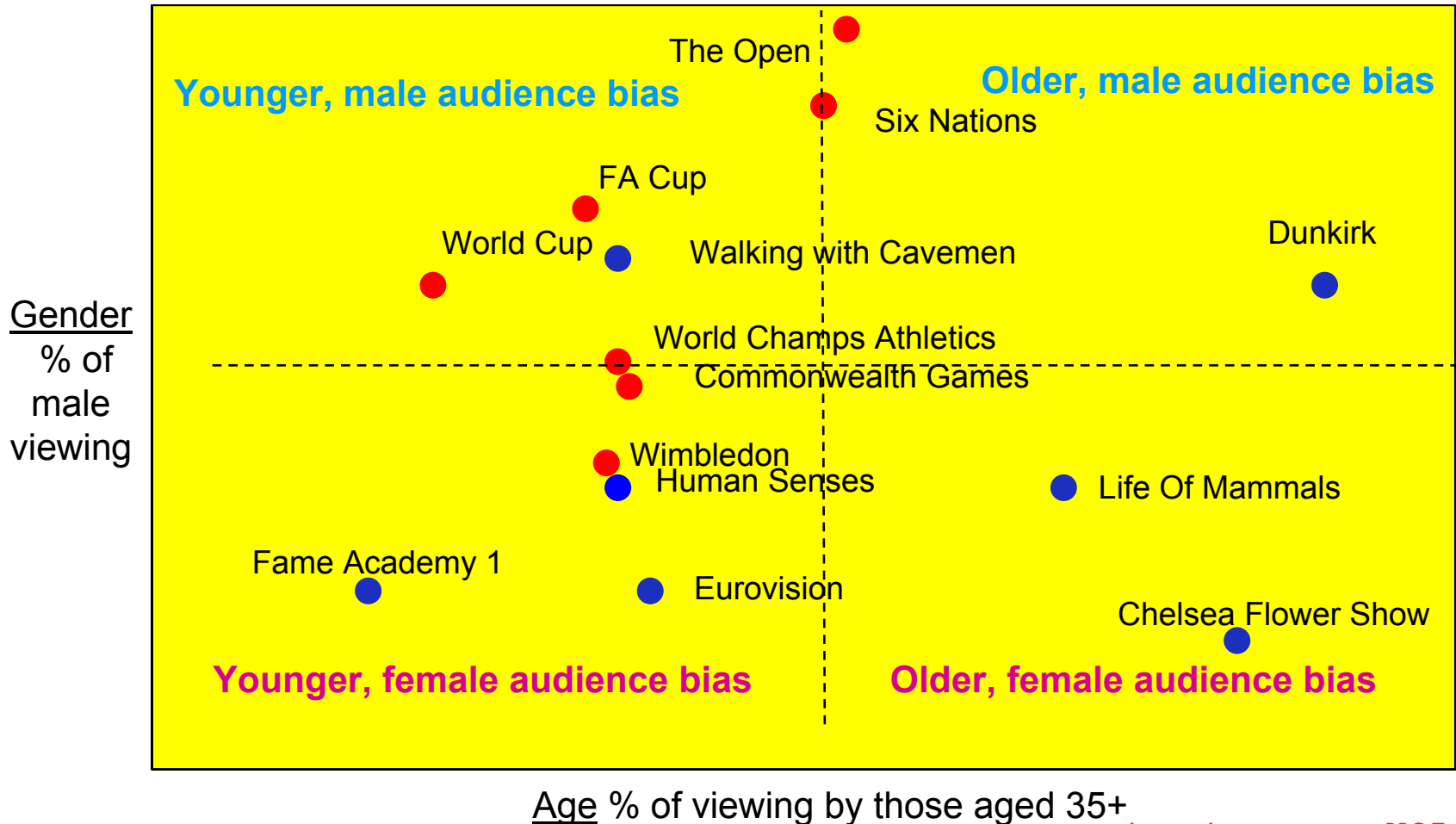61% were still interacting 15 minutes later
over half (51%) stayed for 25 minutes +

WHO?

Everyone will interact – but skews towards TV target

Younger, male audience bias

Older, male audience bias

The Open

Six Nations

FA Cup

World Cup

Walking with Cavemen

Dunkirk

Gender
% of
male
viewing

World Champs Athletics

Commonwealth Games

Wimbledon

Human Senses

Life Of Mammals

Fame Academy 1

Eurovision

Chelsea Flower Show

Younger, female audience bias

Older, female audience bias

Age % of viewing by those aged 35+

Source: BARB

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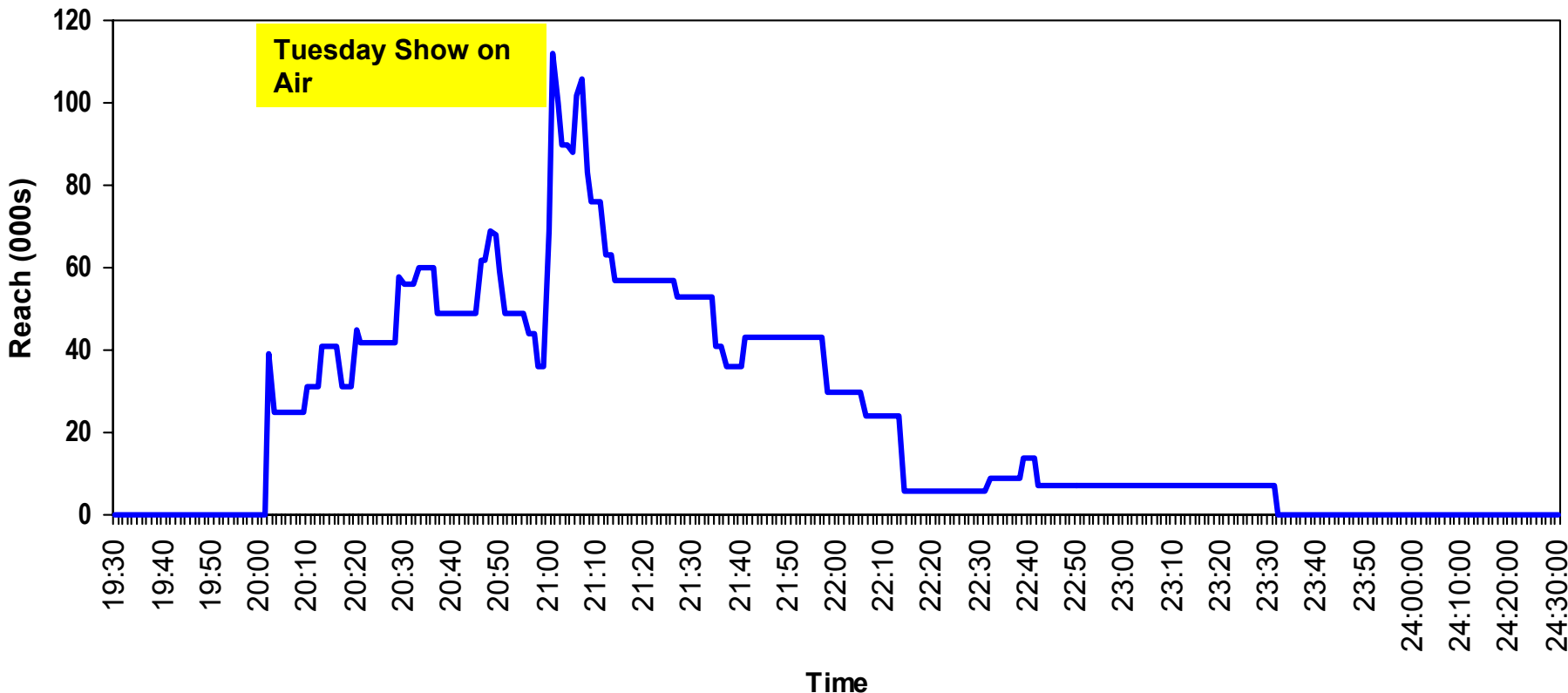button

WHEN?

During programme and immediately after TX

WHEN?

During TX and After: Chelsea Flower Show

Average Minutes 1 min+ Reach (000's)
Sky digital homes Tuesday May 20th 2003

Chart showing Reach (000s) over Time with "Tuesday Show on Air" annotation highlighting the peak reaching approximately 112 just after 21:00.

Source: BARB

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WHY?

**Because they know it's there
Because they want it**

WHY?

Because they know it's there

- Red key triggers

- Presenter endorsement

- In programme mentions/demonstrations

- Credit squeezes

Programme / Talent Ownership is key

WHY?

Because they want it

Simple Core Concept

- Olympics   = Choose your event
- Test The Nation   = Get your IQ
- Karaoke   = Sing-a-long
- Human Senses   = Test yourself
- Great Britons   = Back your hero

Must see content – Must do content - Personal

Interactive TV

BBC Strategy for iTV

What makes a good proposition?

How we commission

Commissioning Criteria

Interactive proposals need to reflect:

- Channel Objectives

- Genre Objectives

- Interactive Objectives

Interactive programme ideas

go to genre commissioners first
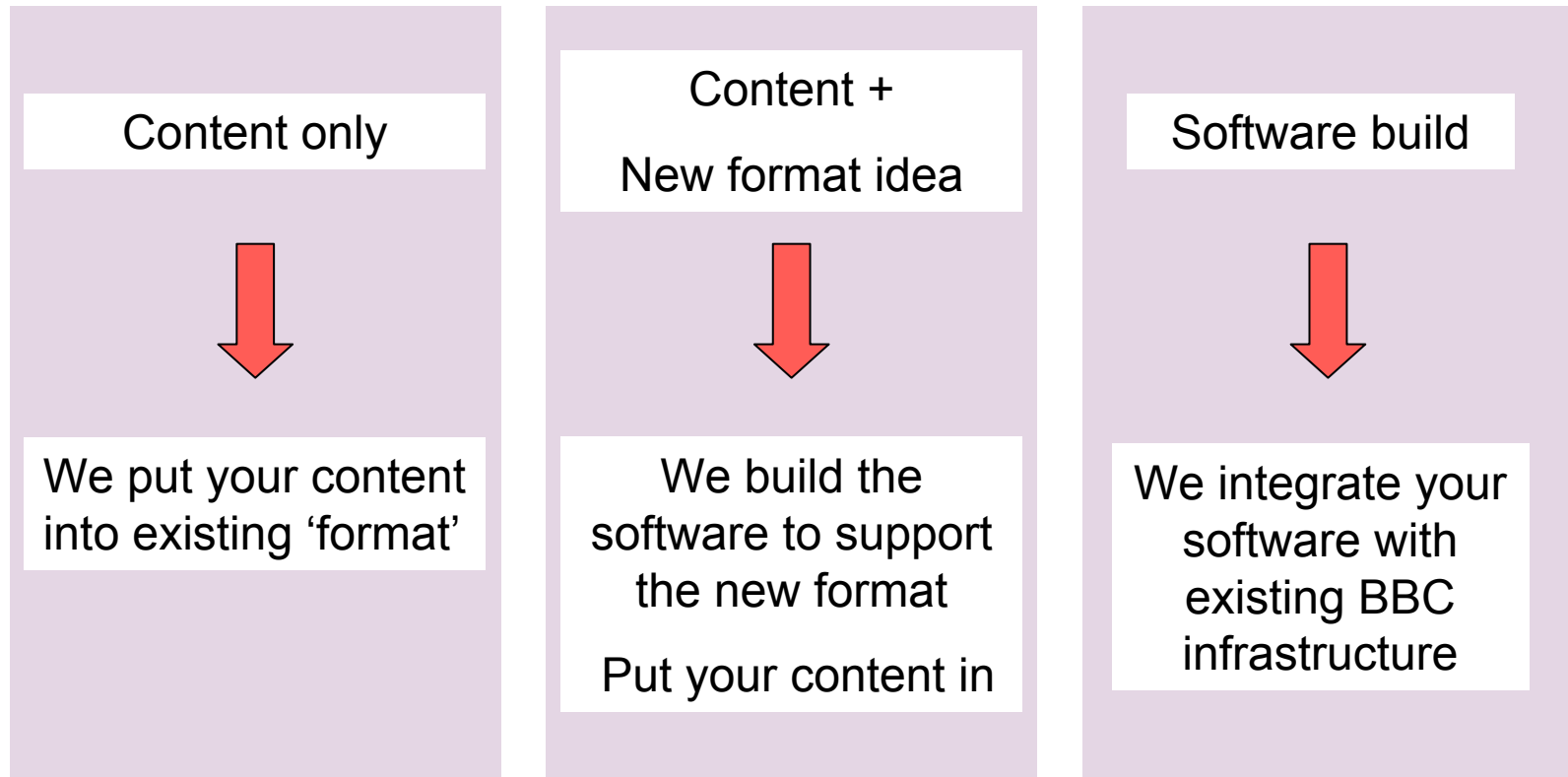
Support from us

Pre-commission:

- Genre commissioners may ask us to help
  - define proposals
  - advise on feasibility

Post-commission:

- BBC will assign someone to support

- Each project is different

- Levels of support needed vary:
  - Creative, technical, pan-platform, production, design etc

How to work with us

3 ways to deliver interactive services

Content only	Content + New format idea	Software build
⬇	⬇	⬇
We put your content into existing 'format'	We build the software to support the new format Put your content in	We integrate your software with existing BBC infrastructure

But first: the programme must be commissioned

How to work with us

It's easy

Normal Genre Contact

bbc.co.uk/commissioning/interactive

eTV Formats book – BBC/PACT websites

BBC Training provides courses