

THE BBC, TWITTER & THE UK GENERAL ELECTION 2015



MORE PLATFORMS TO MEASURE THAN EVER BEFORE



Over 50 Million visited BBC website on Fri 8th May (20m in UK)

Global page views 280 million - double same day in 2010 Election



Biggest day ever for @BBCBreaking – 66 million impressions



Almost 20 million watched overnight TV coverage

TV still remains most popular platform to follow an Election campaign



84% of online users at breakfast time were on mobile

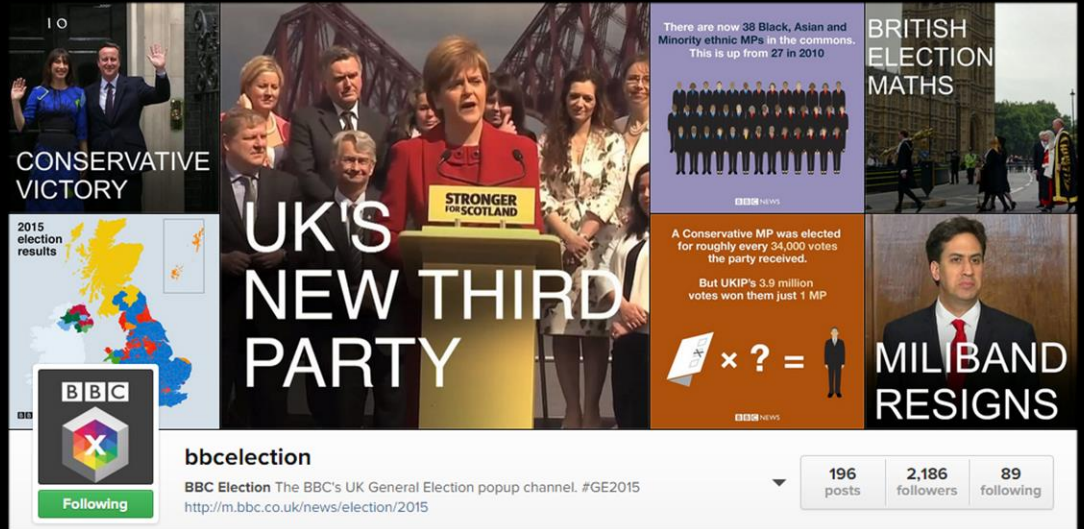


But **30%** of 18-34 year olds followed BBC Election campaign coverage via social media

BBC NEWS

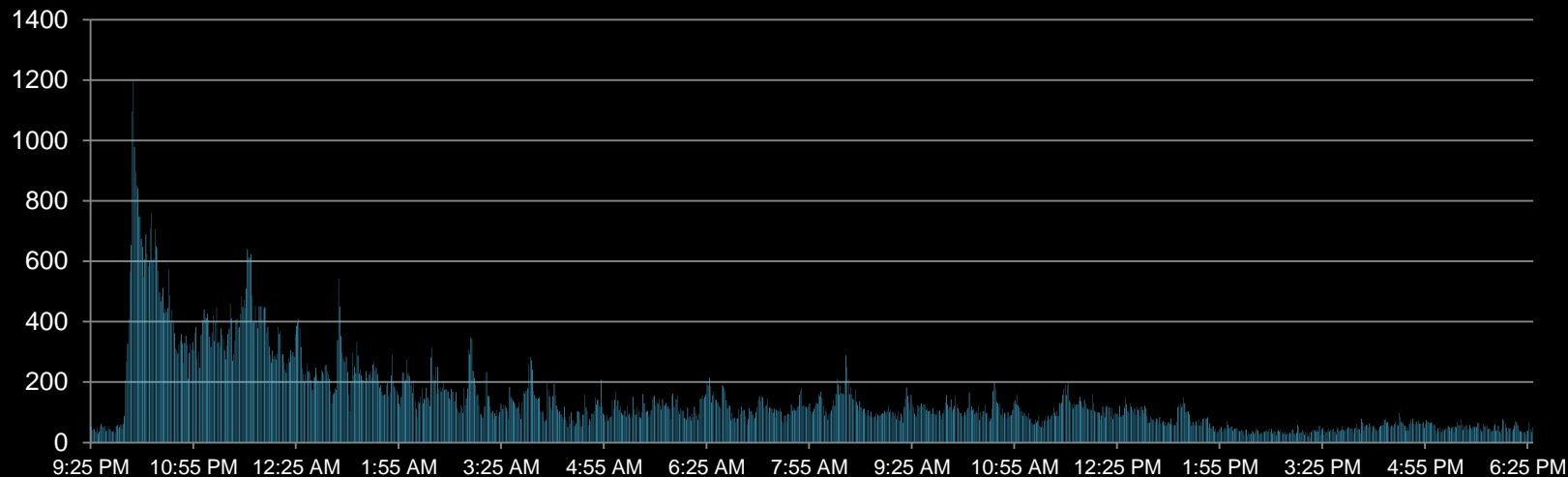
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SOCIAL MEDIA VITAL FOR COMMUNICATING WITH AUDIENCES



THE EXIT POLL WAS WHAT GOT PEOPLE TALKING

TWEET ACTIVITY DURING BBC ELECTION NIGHT COVERAGE



Source: Kantar Twitter TV Ratings

PADDY'S HAT - SOCIAL MEDIA CREATING THE NEWS STORY





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