

PICTURE THE
FUTURE
THE WORLD
AUDIENCES
SUMMIT 2012

展绘未来 全球受众研究峰会

KANTAR MEDIA

A decorative border composed of numerous small, colorful squares in shades of red, yellow, orange, and green, arranged in a pattern that frames the central text.

PICTURE THE FUTURE THE WORLD AUDIENCES SUMMIT 2012

THE DIGITAL OLYMPICS

THE BBC'S AUDIENCE RESEARCH STRATEGY FOR LONDON 2012

James Holden

Head of Audiences, BBC

BBC | Marketing & Audiences

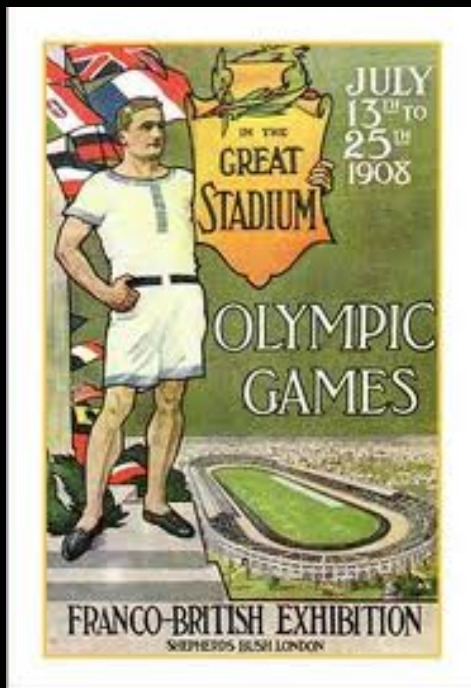
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1908 THE FIRST LONDON OLYMPIC GAMES

A DIFFERENT SPORTING ERA



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1948 THE AUSTERITY GAMES



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1948

TV COVERAGE IN ITS INFANCY



- Rights cost £1,050
- TV available in London only
- 70 hours of coverage
- 50,000 TV sets
- Radio well provided for

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“AND THE GAMES OF THE XXX OLYMPIAD ARE AWARDED TO THE CITY OF LONDON”



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2012

ONE AMAZING YEAR (IT'S NOT JUST THE OLYMPICS)

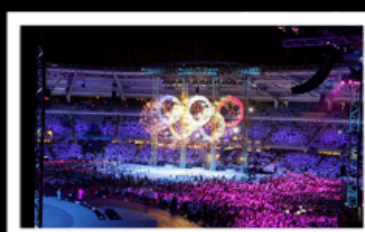
Torch Arrival



Hackney



Opening Ceremony



Olympic Games



May

June

July

August

September

Euros 2012



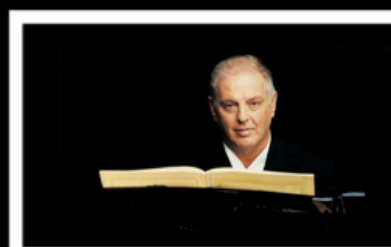
Diamond Jubilee



Wimbledon



BBC Proms



Paralympic Games



WE'VE JUST ENJOYED 3 BIG DAYS OF DIAMOND JUBILEE

40 MILLION (2/3+ OF THE UK) TUNED IN ON TV ALONE



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FOR THE OLYMPICS, THE GAMES' 'LEGACY' WAS KEY TO BID

FOR US, IT IS A DIGITAL LEGACY

- 100% digital TV
- 75%+ broadband
- 50%+ smartphones
- 5 million+ tablets



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**EVERY SESSION OF
EVERY SPORT
EVERY DAY – AVAILABLE LIVE**

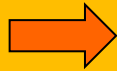
2500 hours of live footage



EVERY SESSION OF EVERY SPORT EVERY DAY – AVAILABLE LIVE

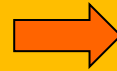
WHICH CREATES A NUMBER OF MEASUREMENT CHALLENGES.....

- TV - 24 SD and 24 HD channels
 - Available on Satellite and Cable



SIGNIFICANT BARB (TAM) DEVELOPMENT

- BBC Sport app on Internet enabled TV's



IN – HOUSE WEB ANALYTICS DEVELOPMENT

- Radio – dedicated 24 hour Olympics station - 5 Live Olympics Extra



BESPOKE RADIO REPORTING FOR DURATION OF THE GAMES

- Online – 2500 hours of coverage
 - New interactive videoplayer online
 - BBC Sport mobile app



FURTHER WEB ANALYTICS DEVELOPMENT

FOR A PUBLIC SERVICE BROADCASTER, IT'S NOT JUST ABOUT REACH

QRV - QUALITY, REACH AND VALUE FOR MONEY

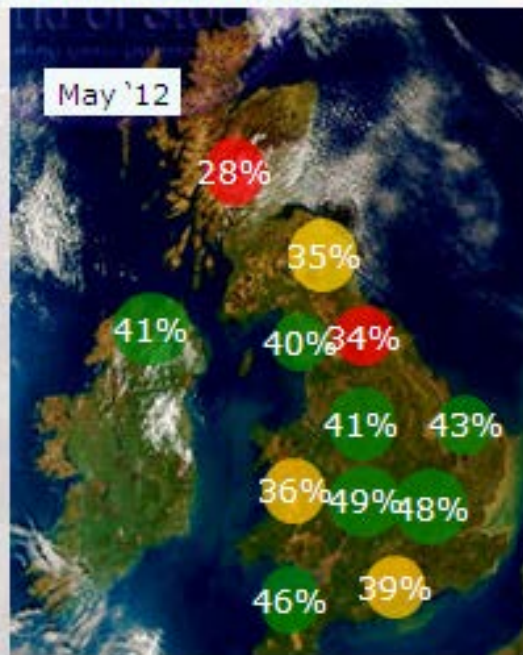


- BBC Corporate Tracker (run by Kantar)
- 2012 Tracker (run by Kantar)
- Social media case study
- Pulse Panel to measure quality
- Radio 1 Academy in Hackney
- School Twinning, 2012 Apprentices

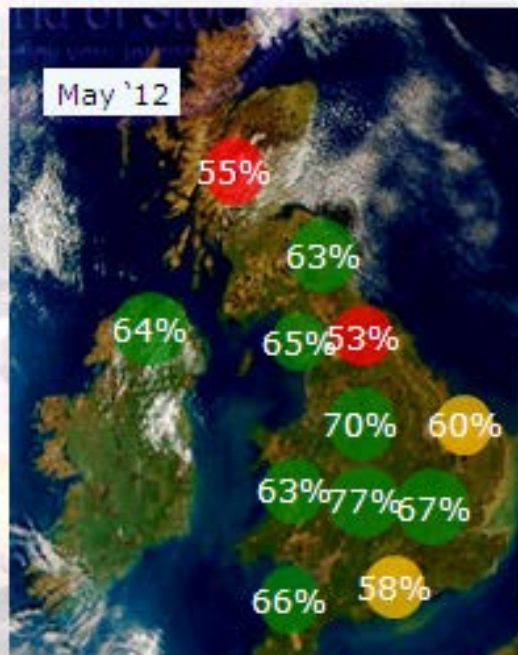
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FOR EXAMPLE, INTEREST IN THE GAMES DIFFERS BY REGION

Level of excitement



Likelihood to follow



Source: Kantar Media omnibus. Base: All Adults. In Wave 1 (2,439), Wave 2 (2,094), Wave 3 (2,042), Wave 4 (2,071), and wave 5 (2,472). Q1 Which of the following best describes how you are feeling about the London 2012 Olympic Games? Q4 How likely or unlikely are you to follow the London 2012 Games when they are broadcast?

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**WE LOOK FORWARD TO
WELCOMING THE WORLD**





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