



CONNECTION
THE WORLD
AUDIENCES
SUMMIT 2013

DID WE DESERVE A GOLD MEDAL?

Measuring multi-platform audience behaviour
at the London 2012 Olympics



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KANTAR MEDIA

SINCE I LAST SAW YOU...



BBC

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THE LEGACY OF 2012

- Digital Legacy
- Sporting Legacy
- Measurement Legacy
- BBC Legacy





DIGITAL LEGACY



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THE FIRST TRULY DIGITAL AND MOBILE OLYMPICS

The screenshot shows the BBC Sport Olympics website for London 2012. At the top, it features the BBC logo, navigation links for Home, Football, Formula 1, Cricket, Rugby U, Rugby L, Tennis, and Golf, and a search bar. Below this is a yellow navigation bar with 'SPORT OLYMPICS' and 'THE OLYMPIC BROADCASTER' logos. A secondary navigation bar includes 'Home | Football | Formula 1 | Cricket | Rugby U | Rugby L | Tennis | Golf | Olympics | More Sports' and 'Team GB | Athletes | Countries | Venues'. A prominent blue banner reads 'Day 5: All the action from the Olympics LIVE' with a 'LIVE' button and the text 'Never miss a moment of London 2012 with the BBC Olympic Player'. The main content area is divided into several sections: 'Watching the Games online' with icons for Desktop, Mobile, Tablet, and Connected TV; 'BBC One Breakfast Today with Gaby Logan'; 'BBC Three Olympics Today with Claire Balding'; and a grid of featured sports events including Tennis (Nadal vs Federer), Athletics (Day 5 morning coverage), Diving (Men's 10 Metre Platform), and Football. A sidebar on the left shows a 'FEATURED' section with a 'Press back up' to exit button and a list of sports events with their respective times and coverage details.



- Our new interactive video player will make it easy for you to find the best of the action and will alert you to key events that are about to happen so you never miss a moment that matters to you.
- The key things you will be able to do with our new video player are:
- Watch live video coverage in HD quality
 - Switch between up to 24 simultaneous live videos
 - Rewind live coverage or jump straight to key moments you've missed (eg Men's 100m final)
 - See info on the sport and competitors you are watching alongside the video

A NATION BROUGHT TOGETHER DIGITALLY



57,000,000

Global browsers to bbc.co.uk

10,400,000

In a single day



>50%

Of UK population visited BBC website

2,000,000

App downloads



9.2m

Browsers to mobile/apps

2.3m

Browsers on tablet

BBC

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PART OF PEOPLE'S EVERYDAY LIVES

Deleting the BBC's Olympics App is a bit like taking the decorations down after Christmas. Except sadder.

about 2 months ago via Twitter



@tweets

about BBC Olympics



BUT TV AND RADIO HIGHER THAN EVER TOO

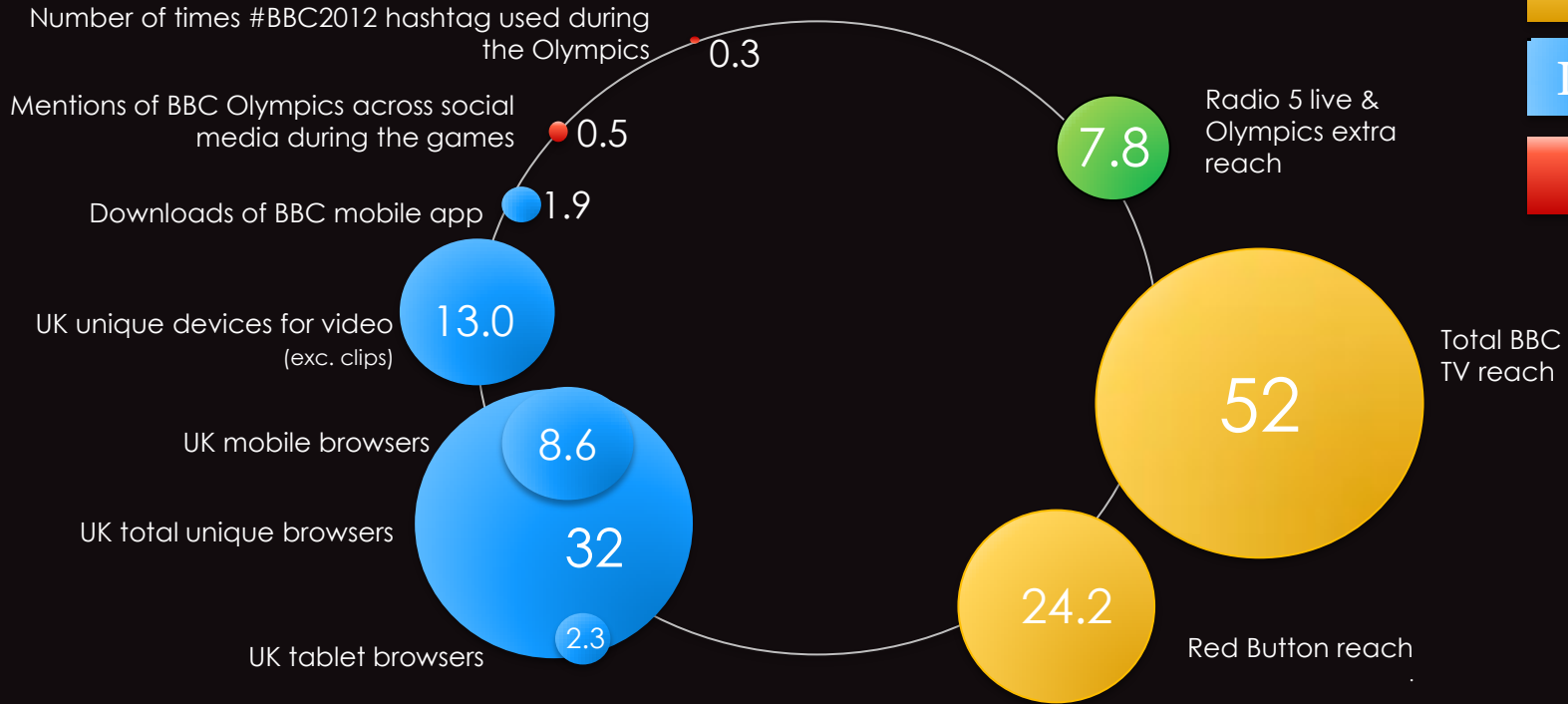
52m Total BBC TV reach

24.2m Red Button reach

7.8m BBC Radio 5 live and BBC Olympics Extra reach



AUDIENCES WERE TRULY MULTIPLATFORM





SPORTING LEGACY

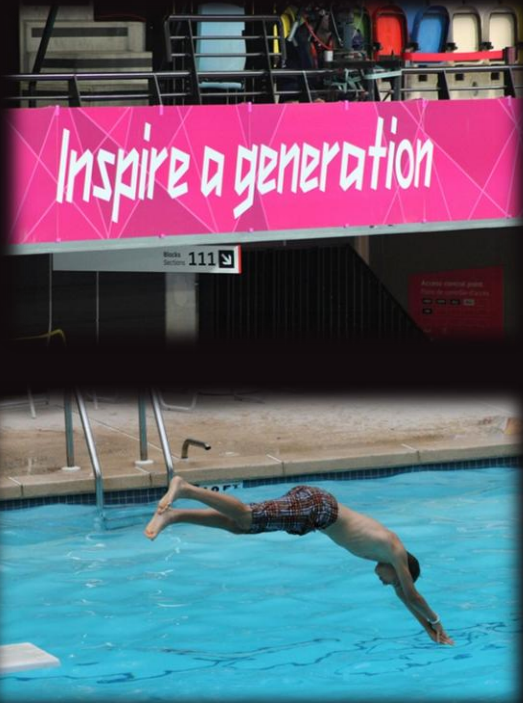
BBC

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BBC COVERAGE RESULTED IN PEOPLE DISCOVERING NEW SPORTS



AND INSPIRED A SPORTING LEGACY



41% now have a better idea of where to find out about sport and how to take part in it

24% said BBC coverage of the Olympics encouraged them to take part in a new sport



MEASUREMENT LEGACY

BBC

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BUT RESULTED IN FASCINATING INSIGHTS

BBC SPORT |  EXIT

FEATURED A-B C D-F G-J M-S T V-W

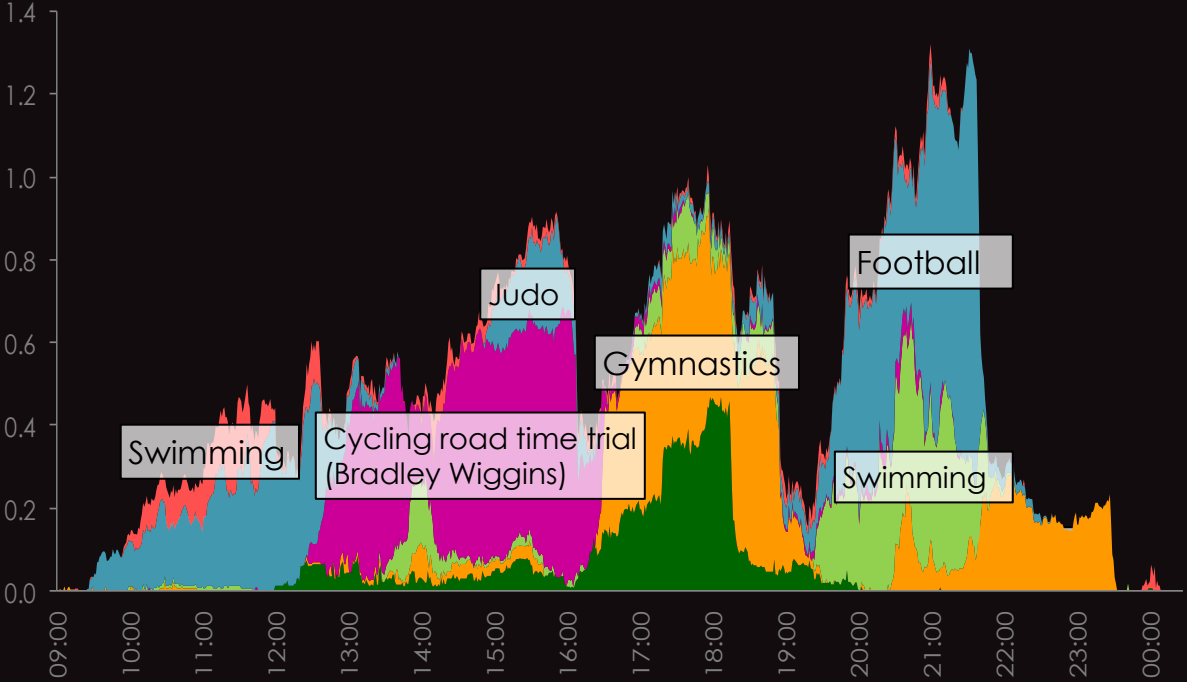
Diving
Athletics
Cycling Track
Rowing

Channels
BBC One
BBC Two
BBC three



10:10 - 12:00
Men's 10m Platform Finals
Men's 10 Metre Platform Diving Preliminary Round featuring Team GB's Tom Daley.

Coming up...
13:00 - 15:00
Women's 10 Metre Platform Semi Final
17:00 - 19:00
Women's 10 Metre Platform Final



MOBILE AND STREAMING MEASUREMENT WAS A CHALLENGE TOO

BBC SPORT | EXIT

FEATURED | A-B | C | D-F | G-J | M-S | T | V-W

Diving

- Athletics
- Cycling Track
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Red Button streams

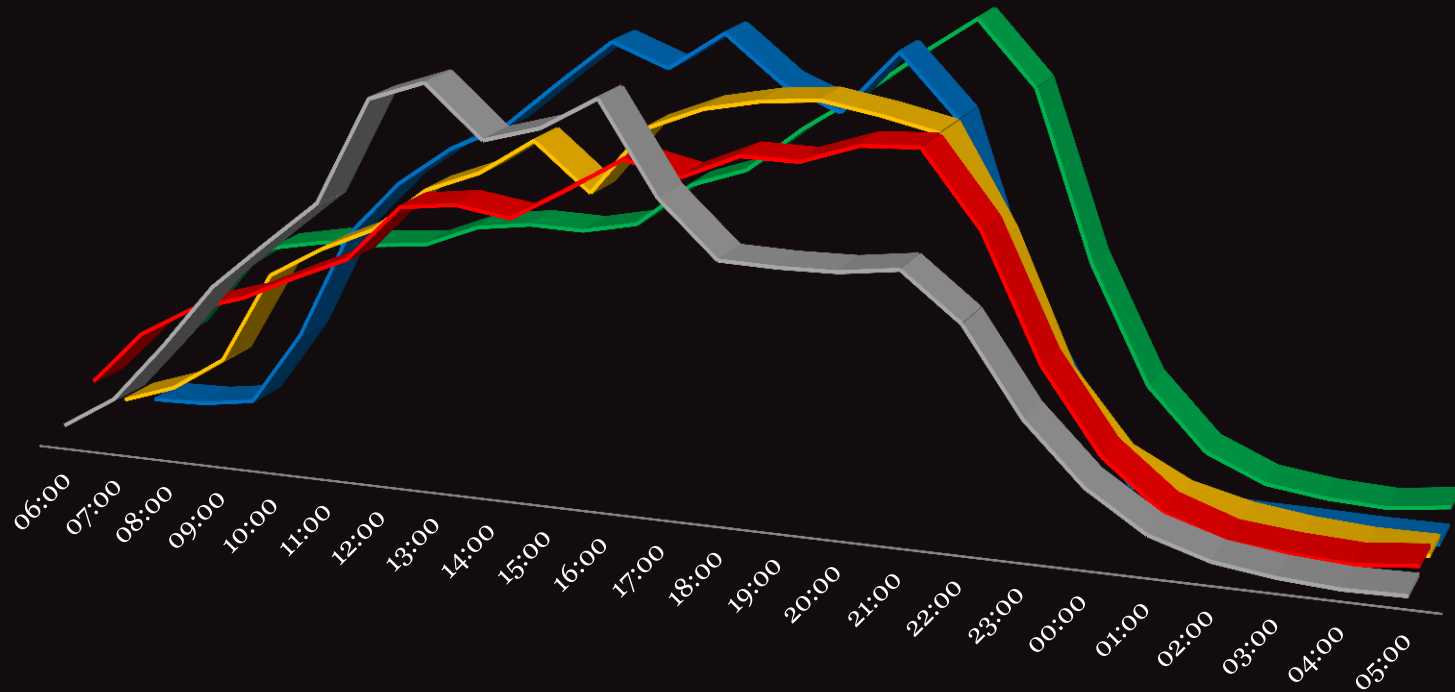
Mobile and app measurement

Online streaming

BBC

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BUT HELPED US TO UNDERSTAND HOW DIFFERENT SCREENS FULFILLED DIFFERENT NEEDS



■ Computer ■ Mobile ■ Connected TV ■ Red Button ■ Tablet

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BBC LEGACY



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WE HAVE SET THE BAR HIGH

85%

agreed the
Olympics helped
bring the nation
together

96%

felt the BBC's
coverage of
Olympics met or
exceeded
expectations

69%

expect the BBC to
cover all future big
events like they
covered London
2012

BBC

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EXPECTATIONS ARE HIGH FOR FUTURE EVENTS

JUN 2013



JUN 2013



JUL 2013



FEB 2014



JUN 2014



FIFA WORLD CUP
Brasil

JUL 2014



GLASGOW 2014
XX COMMONWEALTH GAMES

BBC

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WHERE NEXT ON OUR MEASUREMENT JOURNEY?

- Tablets and Phablets
- App and IPTV App measurement
- Cross Platform consumption initiatives
- Clearer story around social media
- Measuring Sport and Politics - Scottish Independence Referendum 2014





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KANTAR **MEDIA**