

Planning and Scheduling a Multi-Platform Channel



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Introducing the BBC

- The BBC is funded by a licence fee – guaranteed until 2016
- It has a share of around 35% of all TV viewing in the UK
- It has a share of over 50% of all Radio listening in the UK
- In the UK, the BBC was voted the most trusted brand on the web



- Also, used extensively around the world



Introducing BBC THREE

- Launched in February 2003 targeting 16-34s – the young!
- Biggest hits have been Little Britain and Torchwood
- Reaches 21% of digital TV viewers each week (12m) – this increases to 31% amongst 16-34s (3.7m)
- It has 2.1% share of the digital TV market in peak-time – this increases to 3.4% amongst 16-34s
- Share amongst its target 16-34s has grown 31% this year
- It has overtaken main competitors (ITV2, E4, Sky One)



BBC THREE – what next?

- Re-launching early next year – BBC THREE’s fifth birthday
- Need to change to stay ahead with this audience – TV viewing is still high for them but other platforms are increasingly seen as more important
- BBC THREE needs to be a multi-platform channel about more than just the linear schedule
- The audience are using different platforms for different types of content
- Above all, need to experiment and take risks, this is still new!

Quizzes **Widgets** **Genres** **Creative Archive**
Talent showcase **Interviews** **Comment** **Channels**
Commentaries **News** **Open Archive** **Pause/rewind**
Search **Press red** **APIs** **YouTube** **Soundtrack info**
Virtual worlds **Rate** **Photo galleries** **Mash-ups**
iPlayer **Episode guides** **Camera angle** **Recommend**
5.1 **E-mail** **EPGs** **PVRs** **eTV multi-screen** **Vote**
Metadata **3G streaming** **Programme sites** **VOD** **HD**
Podcasts **Promos** **Tag** **Cast profiles** **Subtitles**
Recommendations **DVB-H** **BBC Backstage** **Links**
Music info **Wiki** **Fan-fiction** **Mobisodes** **Blogs**
Gateways **Newsletters** **Wi-Fi** **Alerts** **SMS/MMS**



FIND

PLAY

SHARE



FIND

DISCOVER

CREATE

ACCESS

SHARE

PARTICIPATE

ENGAGE

EXPLORE

PLAY

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DIRECTOR

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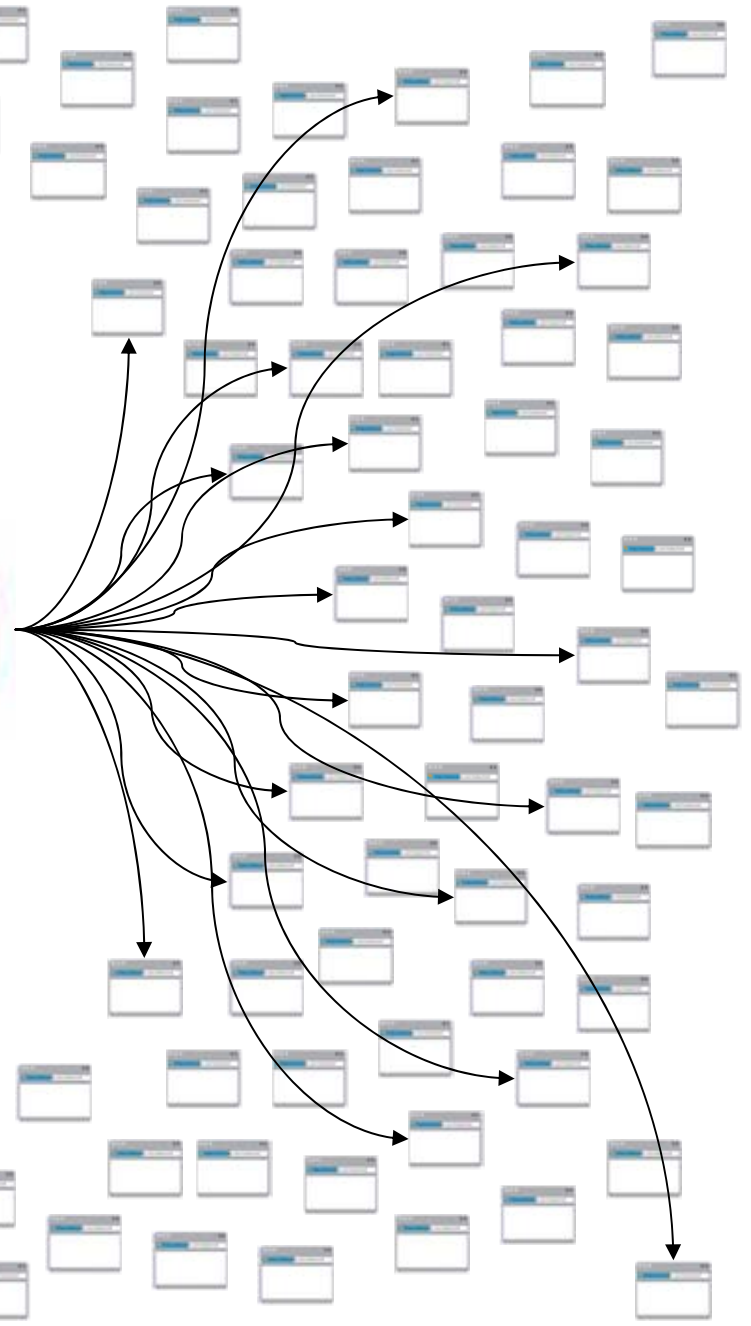
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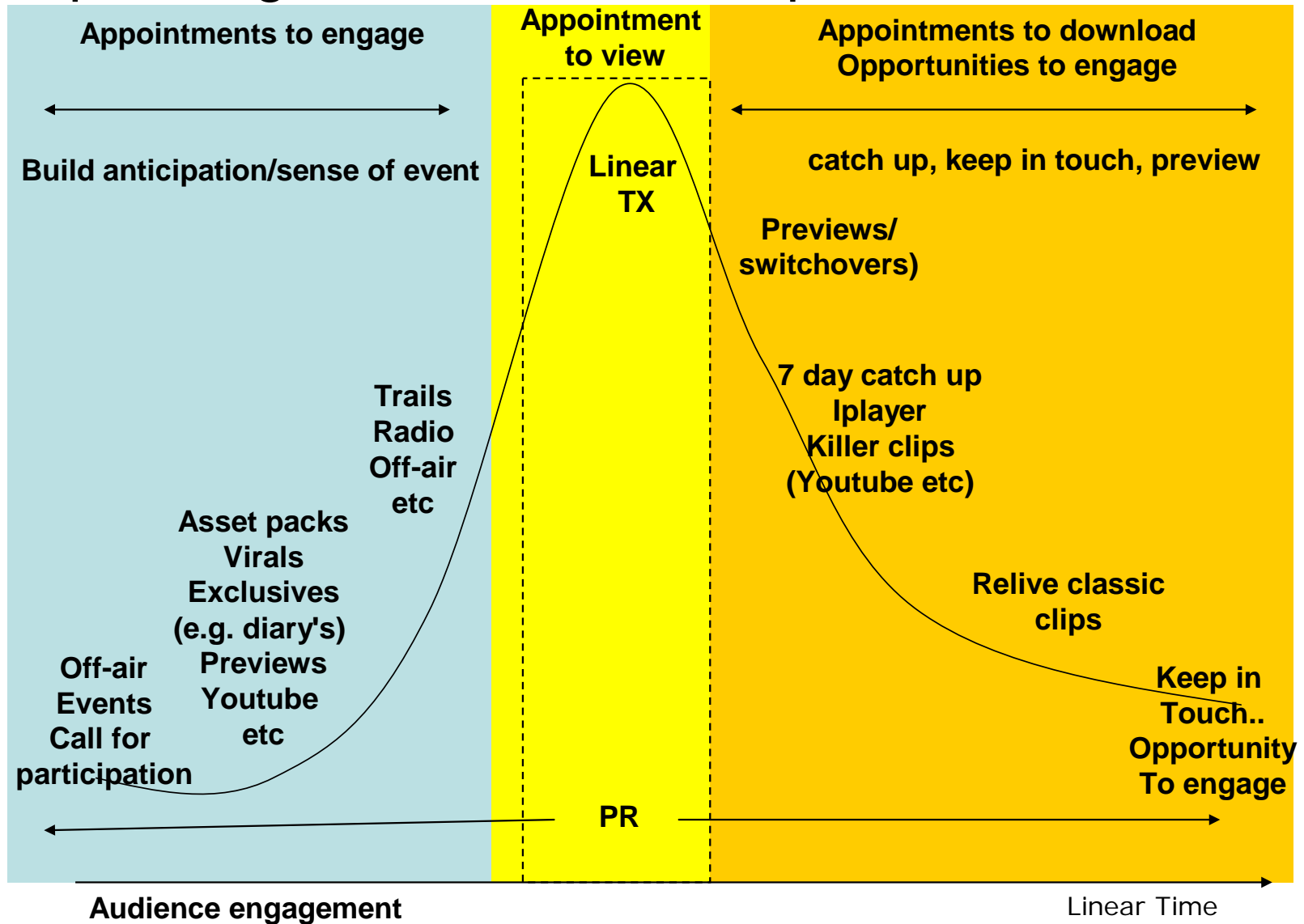
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Optimising content in the Multi-platform world





BBC THREE – plans...

- Opportunities to engage and interact with the content and with other viewers both before, during and after transmission
- Ability to do this via different platforms and at different times
- But this does not necessarily mean convergence – it can also be the opposite: different content for different platforms
- A more direct relationship between online and onscreen
- Examples of User Generated Content in the linear schedule
- But channels and schedules still central, for now at least!