

THE BBC AND ITS GLOBAL AUDIENCE

THE INSIGHT AND MEASUREMENT CHALLENGES OF A MULTI-PLATFORM MULTI-MEDIA NEWS PROVIDER



JAMES HOLDEN

Marketing & Audiences Director BBC News

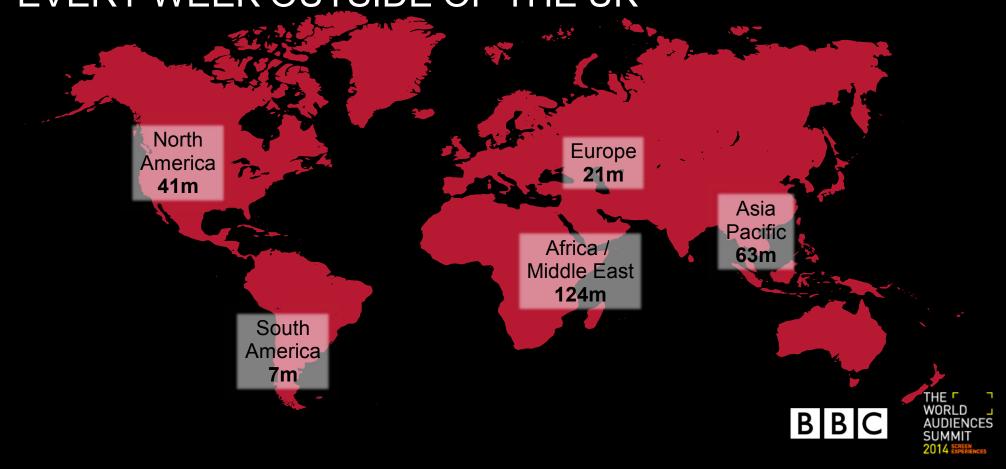




BBC NEWS IS AVAILABLE IN 28 LANGUAGES AND OVER 200 COUNTRIES



BBC NEWS REACHES OVER 250 MILLION ADULTS EVERY WEEK OUTSIDE OF THE UK

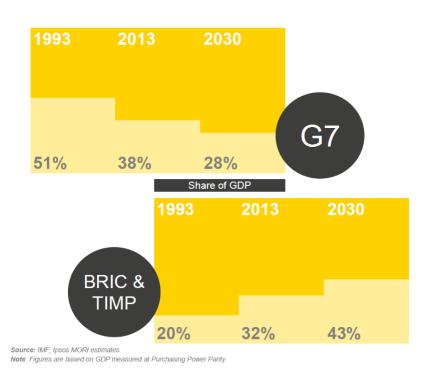




OUR JOURNEY - TOWARDS 500 MILLION BY 2022



BALANCE OF ECONOMIC POWER IS CHANGING, CREATING NEW OPPORTUNITIES FOR NEWS MEDIA













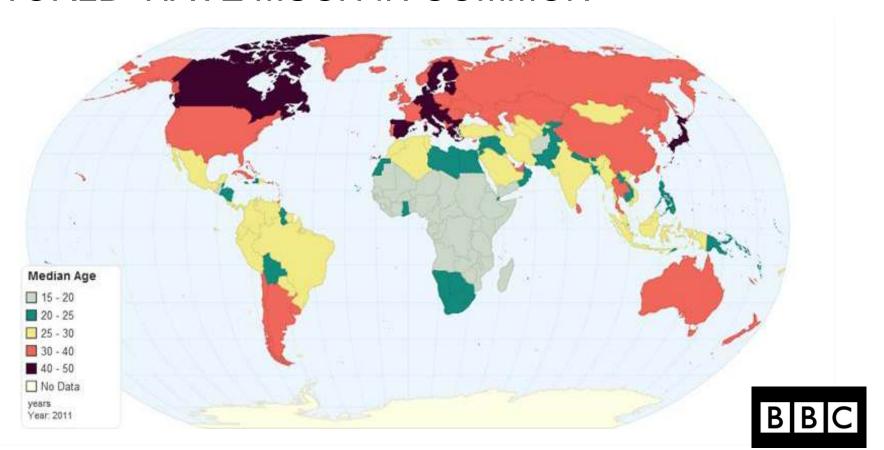








YOUNG, ASPIRATIONAL AUDIENCES ACROSS THE WORLD HAVE MUCH IN COMMON





BUT SOME UNIQUE AND EXCITING RESEARCH & MEASUREMENT ENVIRONMENTS

- Technological Factors
- Social, Cultural, Geographic and Political Factors
- > Different markets, different research infrastructure





THESE MARKETS NOT BOUND BY TECHNOLOGICAL INFRASTRUCTURE OR LEGACY BEHAVIOURS

Google to bring net access to Africa using blimps, masts and satellites

Search engine company to bring Wi-Fi to remote African regions in emerging markets

Juliette Garside

The Guardian, Tuesday 28 May 2013 18.19 BST

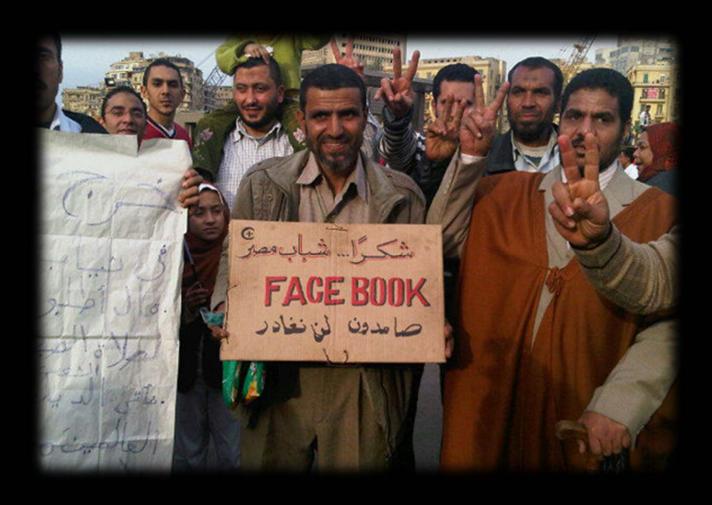








SOCIAL MEDIA & 'CHAT APPS' USED DIFFERENTLY







SO WHAT IS THE BBC DOING DIFFERENTLY IN REGARD TO THESE TECHNOLOGICAL FACTORS?

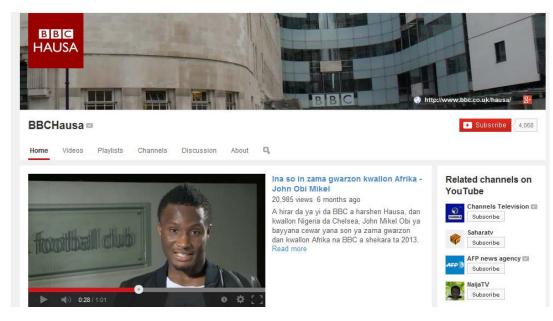
- Mobile First' marketing
- Mobile First data collection and technology agnostic analytics
- Mobile first product
 - > Responsive design in 28 languages
- Mobile first distribution
 - Social Media first in Turkey
 - IVR in Africa and USA







SOCIAL, GEOGRAPHIC, CULTURAL & POLITICAL FACTORS AFFECTING MEASUREMENT









A DIFFERENT RESEARCH INFRASTRUCTURE









SO WHAT IS THE BBC DOING DIFFERENTLY IN REGARD TO THESE SOCIAL AND RESEARCH ENVIRONMENTS?

- Helping the global research industry
- Working with in country partners
- Pushing for the use of technology in new markets
- > 180+ country panel 'Global Minds'







BUT NO MATTER WHERE IN THE WORLD WE ARE, ONE THING REMAINS CONSISTENT....





.... BEING TRUE TO OUR BBC NEWS BRAND VALUES

46

The unparalleled reputation of the BBC World service rests on three main pillars; accuracy, impartiality and accessibility

- Kofi Annan, former UN Secretary-General

46

Since my young age I often listen to the BBC and especially now, the last few years, I always listen to the BBC ... I think **the BBC's**presentation is quite objective. Very marvellous

- The Dalai Lama





DATA NEEDS TO BE ACTIONABLE









COULD WORLD AUDIENCES SUMMIT 2019 HAVE AN EMERGING MARKET FIRST APPROACH?







