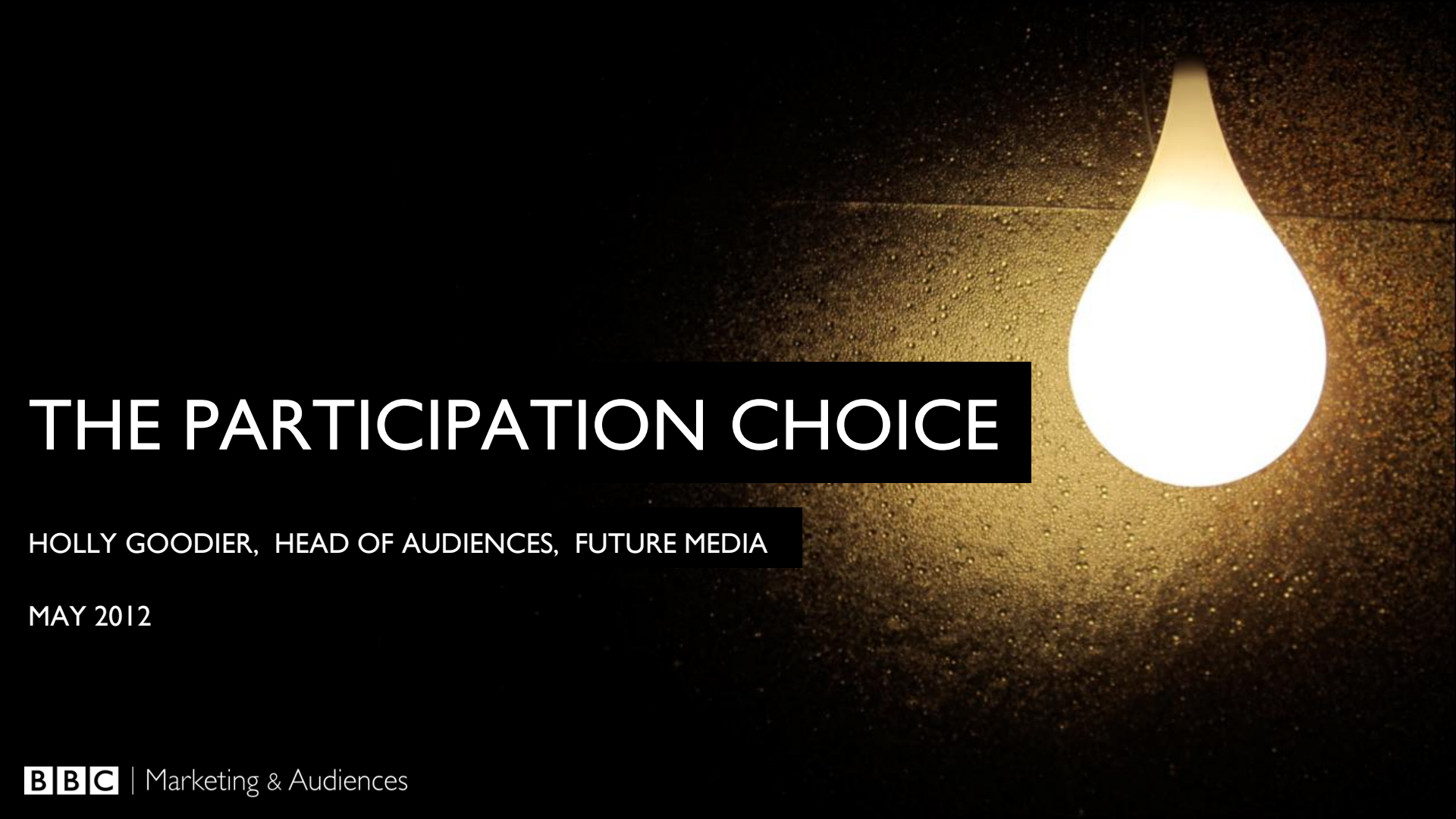
BBC ONLINE

RED BUTTON

Briefing: Spring 2012

FRIDAY 4 MAY

#BBCOnline



THE PARTICIPATION CHOICE

HOLLY GOODIER, HEAD OF AUDIENCES, FUTURE MEDIA

MAY 2012

BBC | Marketing & Audiences

Digital Participation

Creating and contributing online so others can see

BBC

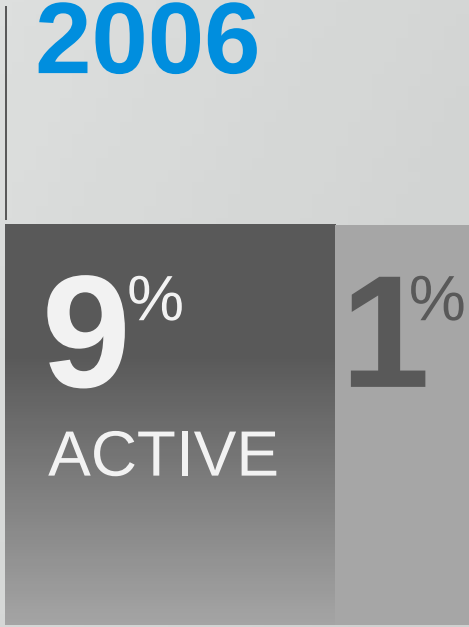
How the UK online population participates using digital media today

BBC

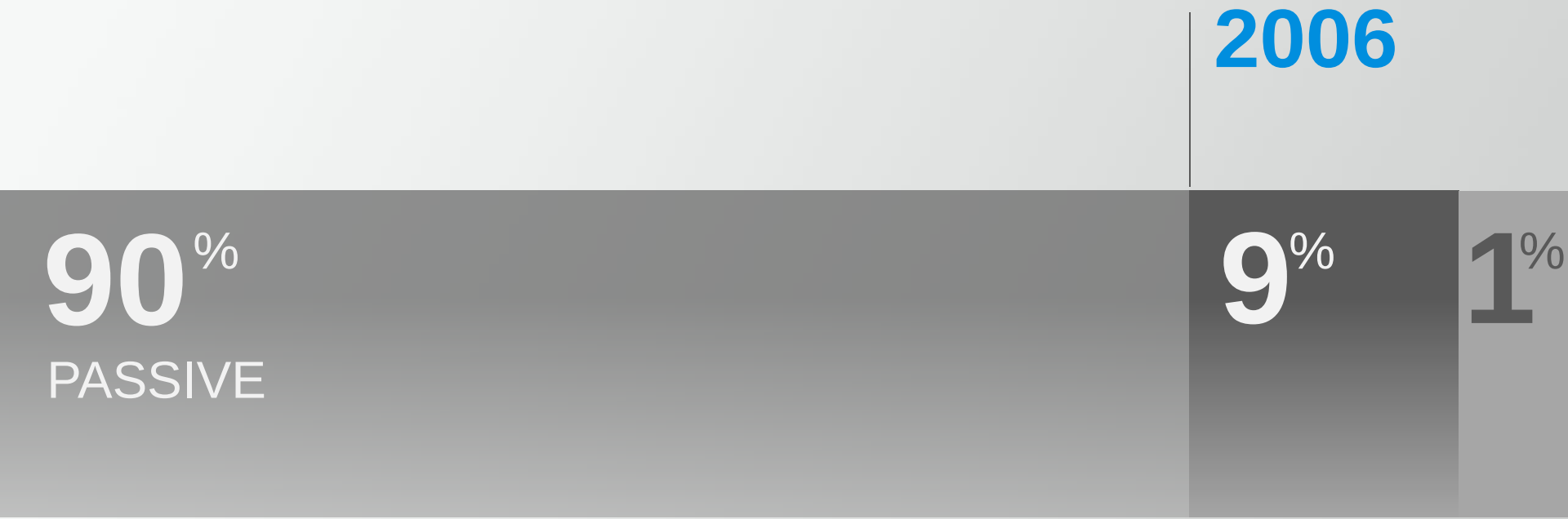
2012

77%

ACTIVE



BBC


2006
90%
PASSIVE
9%
1%

77%

ACTIVE

- PENETRATION
- DEVICES
- PRODUCTS
- CULTURAL NORMS

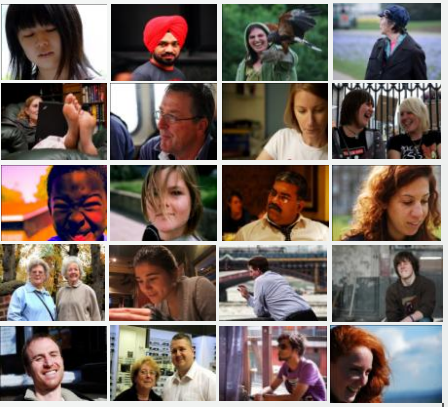
BBC

23%
PASSIVE

ONLINE

11%
EARLY ADOPTERS

BBC



CHOICE

BENEFIT

BELIEFS

FUTURE?

BBC

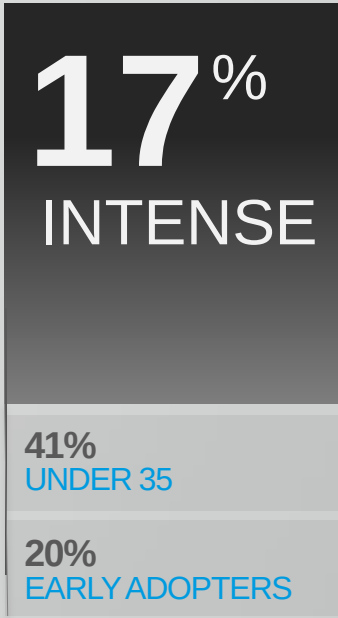
THE PARTICIPATION CHOICE

BBC

77%

ACTIVE

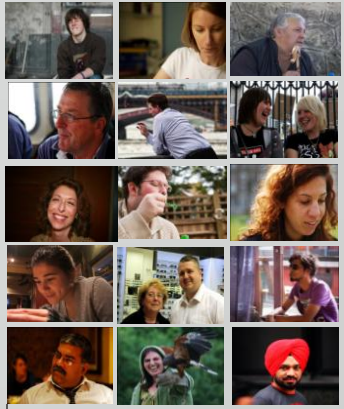
THE PARTICIPATION CHOICE



THE PARTICIPATION CHOICE

23%

PASSIV



HIGHLY ACTIVE

EXPRESSION

SIZE?

THE PARTICIPATION CHOICE

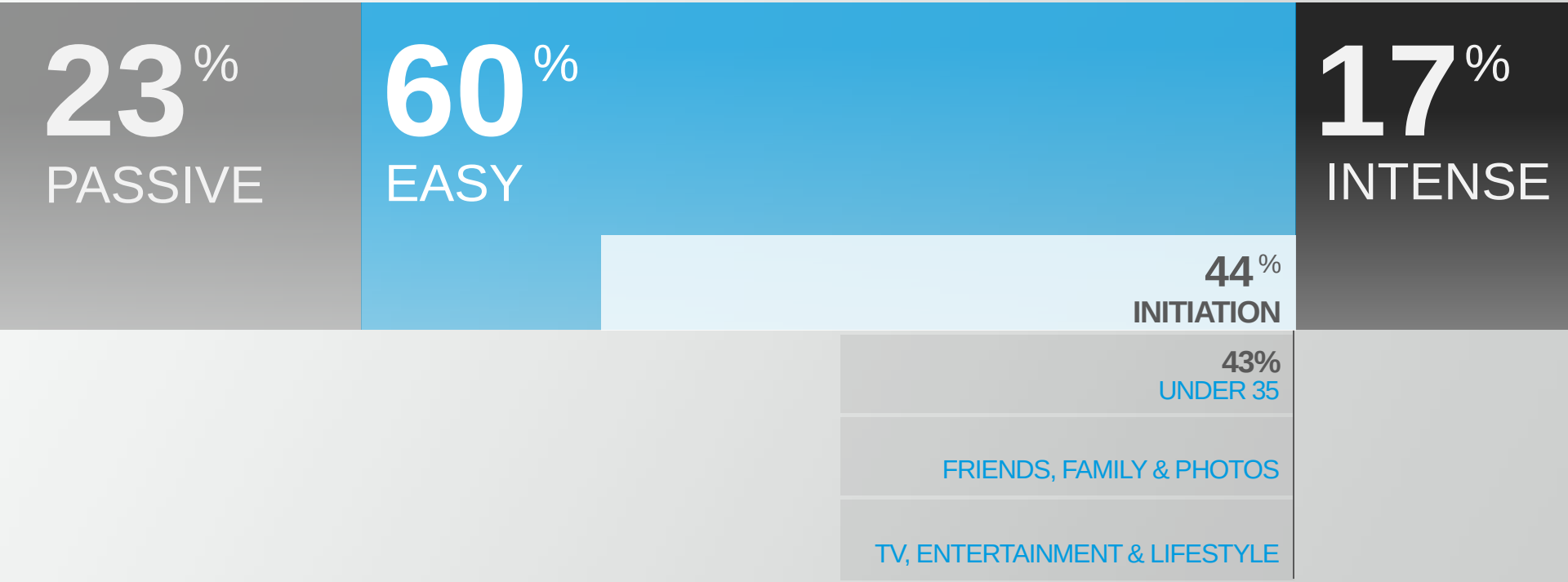
- PRODUCTS
- CULTURAL NORMS
- LIGHTER CHOICE

BBC

THE PARTICIPATION CHOICE

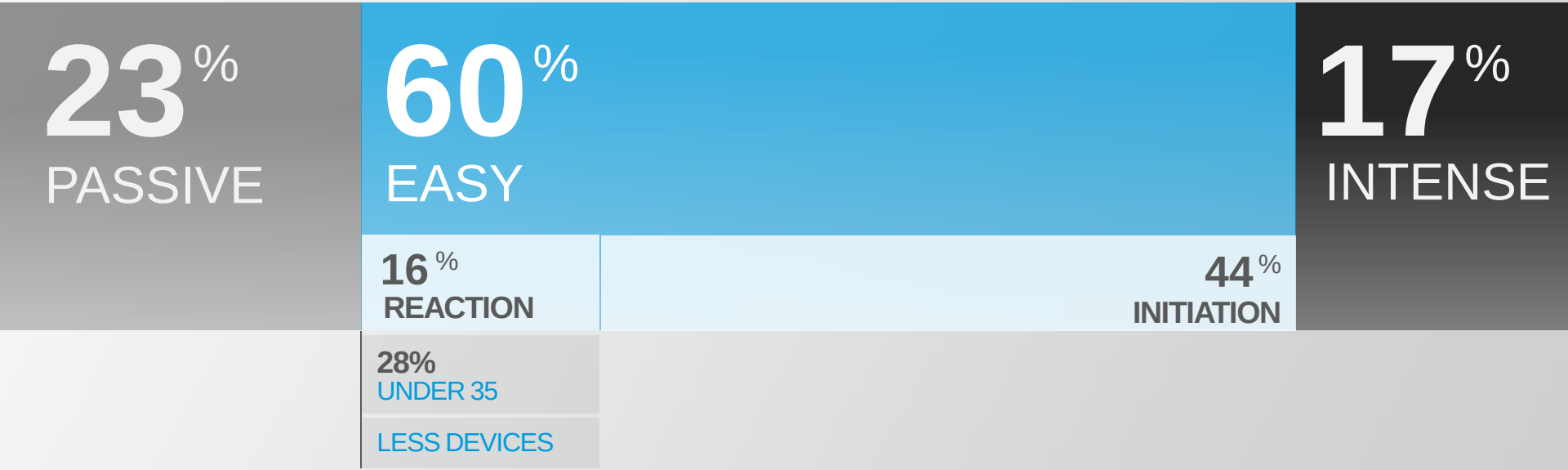
BBC

THE PARTICIPATION CHOICE



BBC

THE PARTICIPATION CHOICE



BBC

THE PARTICIPATION CHOICE

A GUARANTEED EVOLUTION?

BBC

THE PARTICIPATION CHOICE

NOT UNIVERSAL, INSPIRED

THE PARTICIPATION CHOICE

PERCEPTIONS, EXPECTATIONS & REALITY

BBC

THE PARTICIPATION CHOICE

BBC

Holly Goodier
Head of Audiences
BBC Future Media