

BBC

ONLINE

RED BUTTON

Briefing: Spring 2012

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#BBCOnline



THE PARTICIPATION CHOICE

HOLLY GOODIER, HEAD OF AUDIENCES, FUTURE MEDIA

MAY 2012

Digital Participation

Creating and
contributing online
so others can see



How the UK
online population
participates using
digital media today

2012

77%

ACTIVE

2006

9%

ACTIVE

1%

2006

90%
PASSIVE

9%

1%

77%

ACTIVE

PENETRATION

DEVICES

PRODUCTS

CULTURAL NORMS

23%
PASSIVE

ONLINE



11%
EARLY ADOPTERS



CHOICE

BENEFIT

BELIEFS

FUTURE?

THE PARTICIPATION CHOICE

23%

PASSIVE

77%

ACTIVE

77%

ACTIVE

THE PARTICIPATION CHOICE

17%
INTENSE

41%
UNDER 35

20%
EARLY ADOPTERS

THE PARTICIPATION CHOICE

23%
PASSIVE



HIGHLY ACTIVE
EXPRESSION
SIZE?

THE PARTICIPATION CHOICE

23%
PASSIVE

60%
EASY

17%
INTENSE

PRODUCTS

CULTURAL NORMS

LIGHTER CHOICE

THE PARTICIPATION CHOICE

23%
PASSIVE

60%
EASY

17%
INTENSE

16%
REACTION

44%
INITIATION

THE PARTICIPATION CHOICE

23%
PASSIVE

60%
EASY

17%
INTENSE

44%
INITIATION

43%
UNDER 35

FRIENDS, FAMILY & PHOTOS

TV, ENTERTAINMENT & LIFESTYLE

THE PARTICIPATION CHOICE

23%
PASSIVE

60%
EASY

17%
INTENSE

16%
REACTION

44%
INITIATION

28%
UNDER 35

LESS DEVICES

THE PARTICIPATION CHOICE

A GUARANTEED EVOLUTION?

PASSIVE

EASY

INTENS

E

THE PARTICIPATION CHOICE

NOT UNIVERSAL, INSPIRED

PASSIVE

EASY

INTENS

E

THE PARTICIPATION CHOICE

PERCEPTIONS, EXPECTATIONS & REALITY

PASSIVE

EASY

INTENS
E

THE PARTICIPATION CHOICE

PASSIVE

EASY

INTENS
E

Holly Goodier
Head of Audiences
BBC Future Media