

How audience data is changing everything

Using data, technology and insights
to better serve BBC audiences

Nick North, Director of Audiences



AGENDA

A DIGITAL MEDIA LANDSCAPE CHANGES:

- AUDIENCE MEASUREMENT**
- THE VALUE OF AUDIENCE DATA TO A MEDIA OWNER**
- THE ROLE OF DATA IN PEOPLE'S LIVES**

THE BBC – OUR MISSION AND PUBLIC PURPOSES

Our Mission

To act in the public interest, serving all audiences through the provision of impartial, high-quality and distinctive output and services which **inform, educate and entertain**.

Our five public purposes

1. To provide impartial news and information
2. To support learning for people of all ages
3. To show the most creative, highest quality and distinctive output and services
4. To reflect, represent and serve the diverse communities of all of the United Kingdom's nations and regions
5. To reflect the United Kingdom, its culture and values to the world



THE ROLE OF THE BBC IN PEOPLES' DAILY LIVES

Meeting 95% of the UK population's media needs every week, throughout the day, throughout their lives



THE EVOLUTION OF AUDIENCE MEASUREMENT



AUDIENCE MEASUREMENT IN A DIGITAL AGE – WHAT ARE OUR MEASUREMENT CURRENCIES HERE TO DO?

Joint Industry Currencies are here to

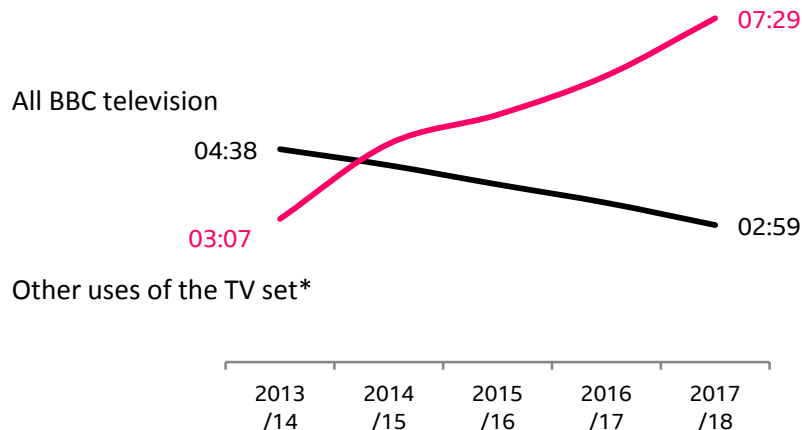
- Provide a joint industry currency for that medium's advertising trading
- Provide programme ratings to guide future marketing / scheduling / commissioning decisions
- Provide broadcasters with insight about how competitors are performing.



COMPETITION FOR OUR AUDIENCES' TIME IS GREATER THAN EVER BEFORE

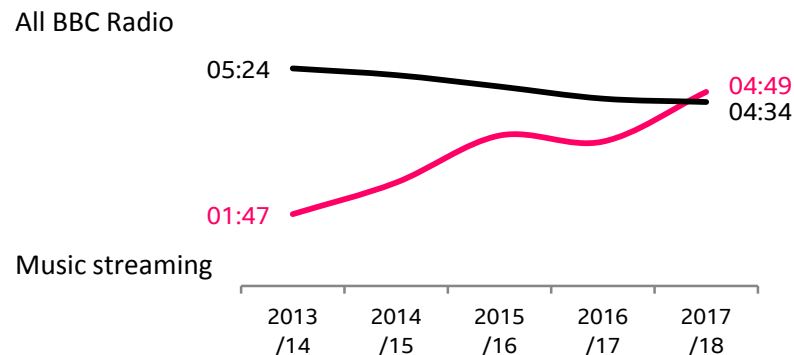
Time spent watching per week:
2013/14-2017/18, hours:minutes

Young adults aged 16-34



Time spent listening per week:
2013/14-2017/18, hours:minutes

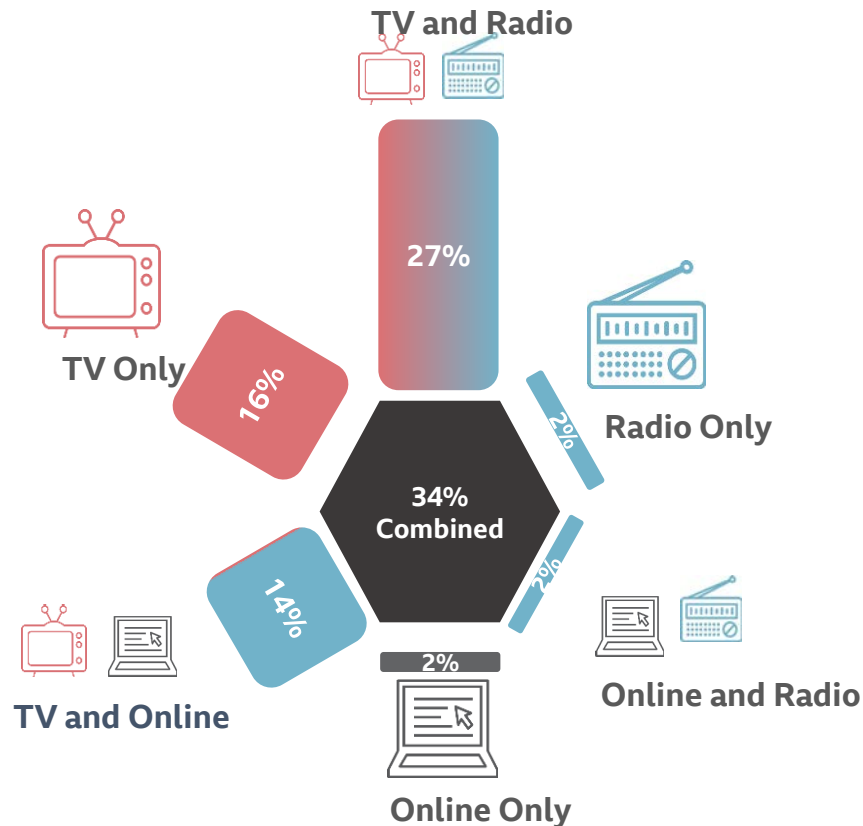
Young adults aged 15-34



WE NEED TO MEASURE THE AUDIENCE EVERYWHERE TO UNDERSTAND PERFORMANCE

In a multiplatform digital world, audience measurement needs to be 'platform neutral'

PAN-BBC WEEKLY REACH ACROSS PLATFORMS
16+ in 2019



AUDIENCE DATA NOW PLAYS A NEW ROLE IN SHAPING THE USER'S EXPERIENCE OF THE BBC

45 million BBC Accounts

- User ID giving us the ability to link user behaviour across multiple devices
- Postcode, year of birth and gender held at ID level for over 13
- Town, date of birth and gender held at ID level for under 13



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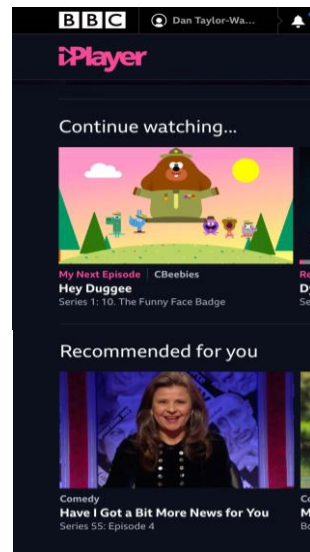
Discover



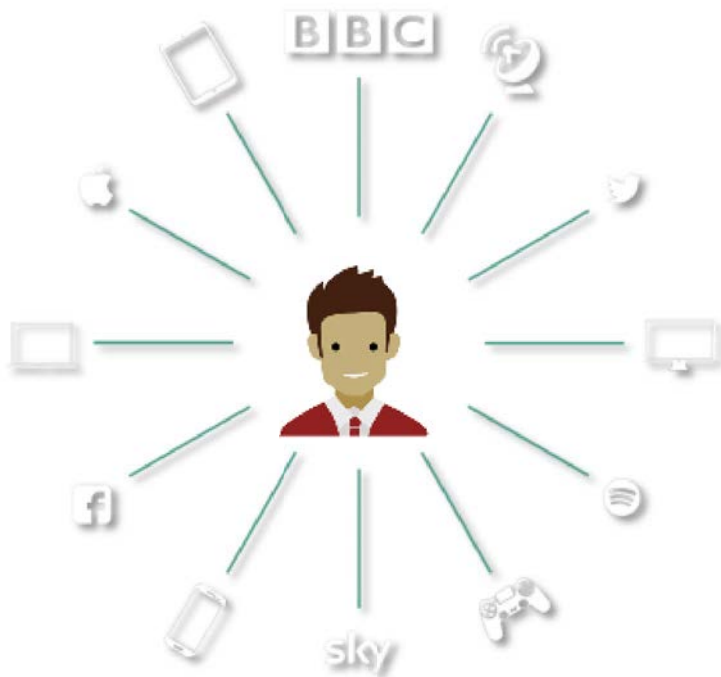
Personalised



Benefits



HOW CAN WE HELP PEOPLE MAKE THE BEST USE OF THEIR DATA?



GDPR gives me...

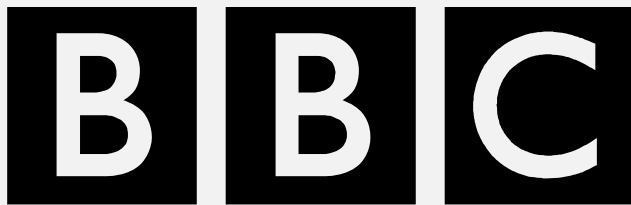
- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights related to automated decision making and profiling

A NEW DIGITAL AGE

A CHALLENGE TO AUDIENCE MEASUREMENT

AUDIENCE DATA AT THE HEART OF THE CUSTOMER EXPERIENCE

NEW FORMS OF VALUE AND A CHANGING ROLE OF AUDIENCE DATA IN SOCIETY



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Thank you

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