

The BBC logo, consisting of the letters 'BBC' in a white, bold, sans-serif font, each letter contained within a white square, all set against a dark green background.

BBC

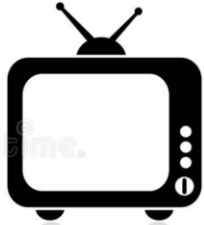
Distribution &
Business Development

The evolution of Digital Broadcasting

David Hemingway
4 July 2018



People TV and Radio



Total – 252 mins/day
35 mins/day SVoD etc
91% watch TV every week
51% have connected TVs
Broadcaster VoD = 4%

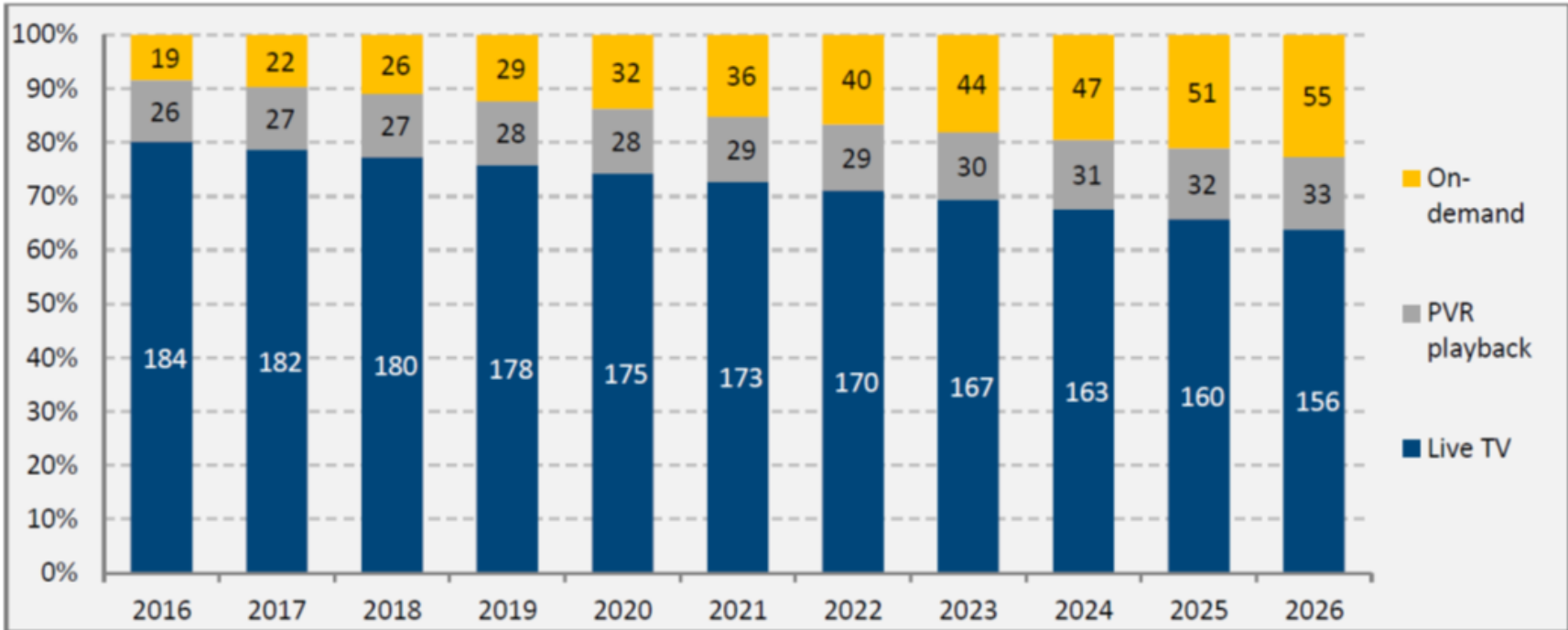


Total – 183 mins/day
Reaches 89.6% each week
7.8% listening online
Peak time = 08.00 Mon-Fri
22.6m listeners to three services

Total TV + Radio consumption – 7¼ hours per day!

Viewing Habits

Long-form viewing minutes per day, by category (daily minutes viewed, forecast)



Source: Mediathique for BBC

“Skinny Bundling”

Percentage change by major platform (Q1 2016 – Q1 2018):



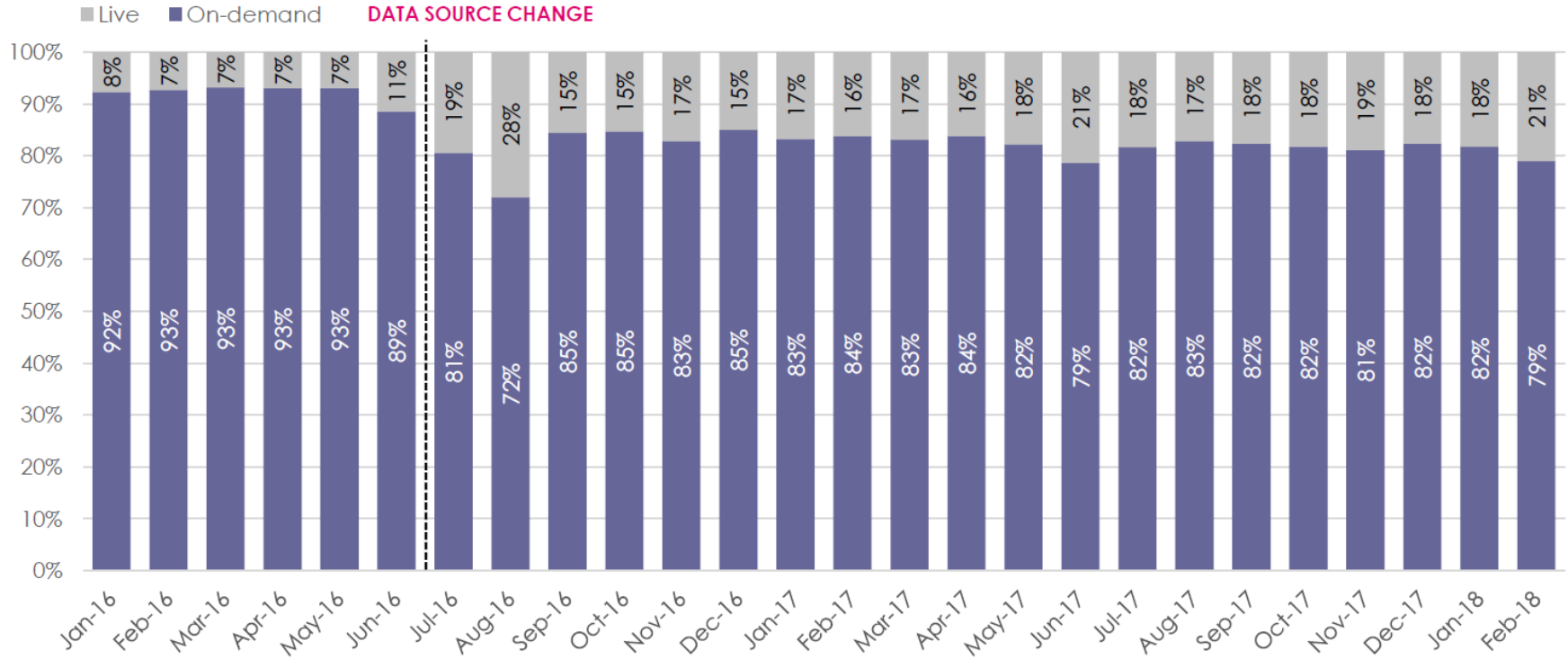
Source: BARB

plus



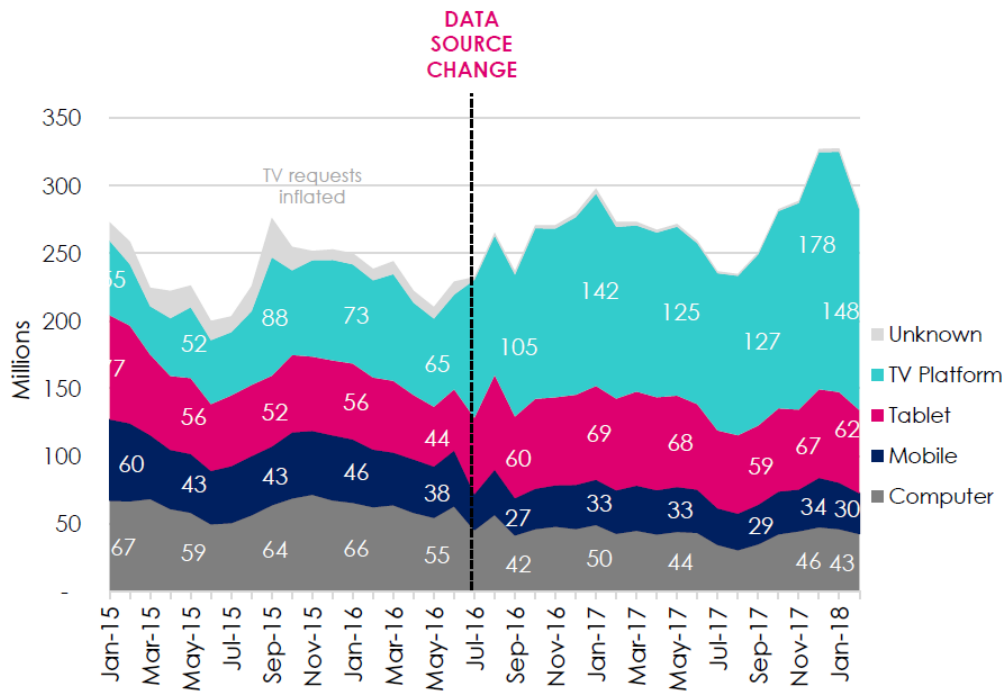
Live vs On-demand

% requests for TV programmes

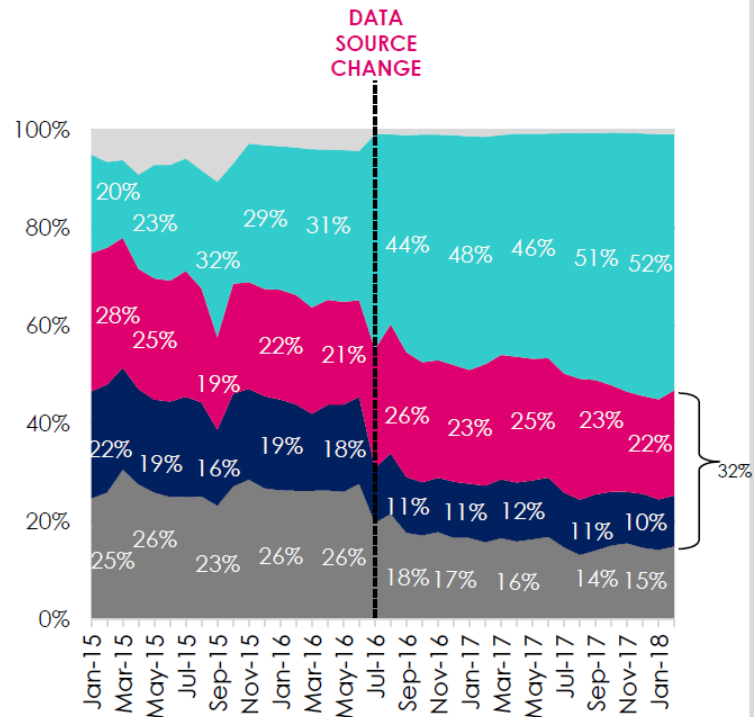


User devices

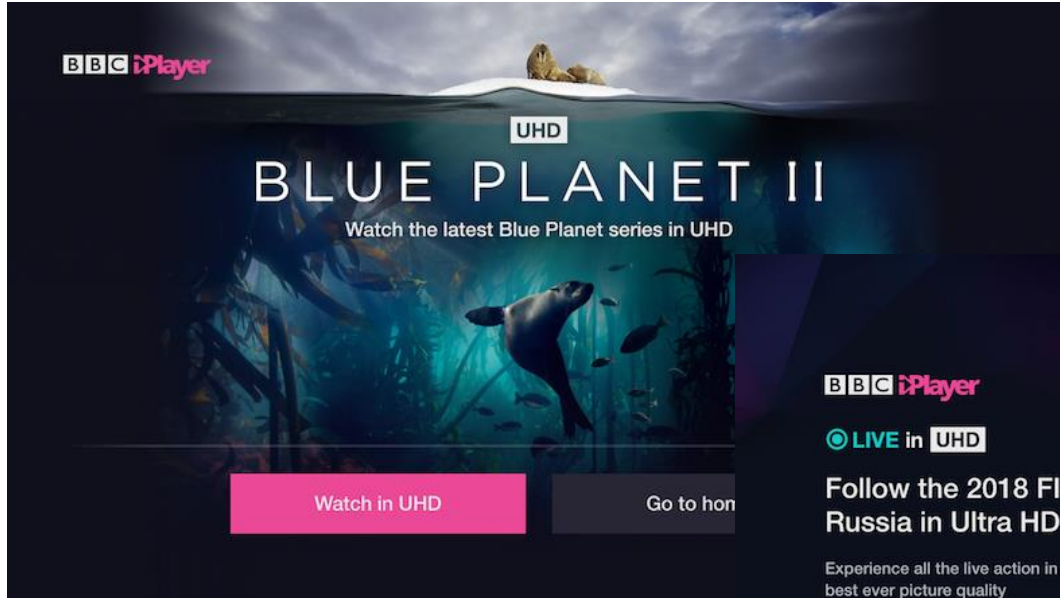
Number of requests (millions)



% of requests



The Future – 4K UHD – and beyond?



BBC iPlayer

UHD

BLUE PLANET II

Watch the latest Blue Planet series in UHD

Watch in UHD

Go to home

This promotional banner for BBC iPlayer's 'Blue Planet II' features a split-screen image: the top half shows a snowy mountain peak under a cloudy sky, while the bottom half shows an underwater scene with a seal and various fish. The text is centered and uses a clean, sans-serif font. Two buttons are positioned at the bottom: a pink 'Watch in UHD' button and a grey 'Go to home' button.



BBC iPlayer

LIVE in UHD

Follow the 2018 FIFA World Cup Russia in Ultra HD

Experience all the live action in BBC iPlayer's best ever picture quality

Ok, got it

This promotional banner for the 2018 FIFA World Cup Russia features a stylized illustration of two soccer players in action, one in a grey kit and one in a red kit, competing for a soccer ball. The background is dark with radiating lines and a red arc. The text is centered and uses a clean, sans-serif font. A pink 'Ok, got it' button is positioned at the bottom.

Thank you!

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