



Cell-phones & Mobile Opportunities & Challenges: A Broadcaster's Perspective



A BROADCASTER'S PERSPECTIVE



- 1) **The BBC - IN THE DIGITAL AGE**
A BROADCASTER...AND MORE
- 2) **SMS, MMS, 3G - WHY SHOULD MOBILES INTEREST**
BROADCASTERS?
- 3) **ASPIRATIONS, ISSUES & CHALLENGES**





**1) THE BBC - IN THE DIGITAL AGE
A BROADCASTER...AND MORE**



THE BBC - IN THE DIGITAL AGE
A BROADCASTER...AND MORE



DIGITAL EXPANSION



THE BBC - IN THE DIGITAL AGE

A BROADCASTER...AND MORE



DIGITAL EXPANSION

→ BBC ONLINE



THE BBC - IN THE DIGITAL AGE

A BROADCASTER...AND MORE



DIGITAL EXPANSION

→ BBC ONLINE

→ DTT, DSAT, DCABLE PLATFORMS



THE BBC - IN THE DIGITAL AGE

A BROADCASTER...AND MORE



DIGITAL EXPANSION

→ BBC ONLINE

→ BBC ONE, TWO, THREE, FOUR, NEWS 24
PARLIAMENT, CBBC, CBeebies



THE BBC - IN THE DIGITAL AGE

A BROADCASTER...AND MORE



DIGITAL EXPANSION

- **BBC ONLINE**
- **BBC ONE, TWO, THREE, FOUR, NEWS 24
PARLIAMENT, CBBC, CBeebies**
- **FREEVIEW**



THE BBC - IN THE DIGITAL AGE

A BROADCASTER...AND MORE



DIGITAL EXPANSION

- **BBC ONLINE**
- **BBC ONE, TWO, THREE, FOUR, NEWS 24
PARLIAMENT, CBBC, CBeebies**
- **FREEVIEW**
- **RADIOS 1-7, FIVE LIVE EXTRA, ASIAN
NETWORK, 1XTRA**



THE BBC - IN THE DIGITAL AGE A BROADCASTER...AND MORE



Get Down Doodles

Who do you want to go and find Doodles?

Jake Bella Milo Fizz

Press RED, GREEN, YELLOW or BLUE to choose

Letter Sorting

y

a b c s

Use the colour keys to match the letters

The Saturday SHOW



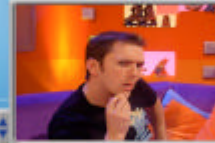
Today's special guest:
Anastacia

Call us:
0207 55 71069
Call cost no more than 20p

BBC1



The Saturday Show
EXTRA



The Saturday Show
REMIX

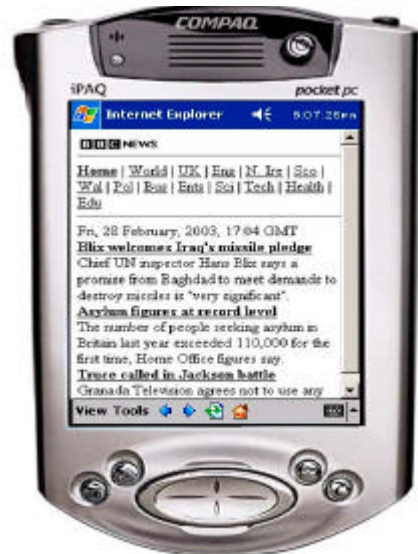


Tiny & Mr. Duks
Pick'n'Mix

Press SELECT for full screen



THE BBC - IN THE DIGITAL AGE A BROADCASTER...AND MORE



BBC Broadband News Service - BBC Internet Explorer

NEWS SPORT WEATHER

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BBC Ten O'Clock News

Now Playing (30 mins 20 secs)

Anna Ford presents a round up of international and domestic news, including news of developments in the Middle East.

256.0 Kbps

00:00.0/00:00.0

Video Choice < > Slow City Movement spreading fast

BBCi

TOUGH OLD BIRD

How fossil evidence shows that the giant ground bird *Gastornis* was a territorial fighter.

BBCi MAIN FEATURE FACTS EVIDENCE MAKING OF

PREHISTORIC TWITCHER

How the animatronic team brought hopping insect-hunters to life in the forests of Java.

BBCi MAIN FEATURE FACTS EVIDENCE MAKING OF

THE BBC - IN THE DIGITAL AGE

A BROADCASTER...AND MORE



THE SATURDAY SHOW

The Saturday Show

The Big Behind

carTOONS

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Call us: 0207 55 71069
Call cost no more than 20p

Today's special guest: Anastacia

BBC

SMILE

SMILE

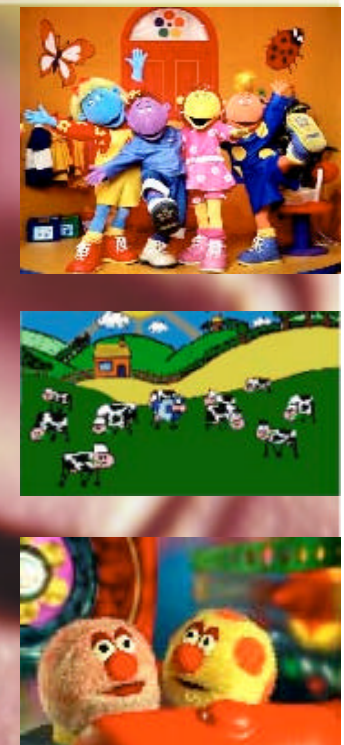
AMAZING NEWS

BBC

fimbles

Fun and Games

BBC



Blue Peter

tell us what you think! **Message Boards**

newsround

YOUR STORIES
UPDATED EVERY DAY

Hide and Seek

BBC

Free the colour eggs to fill the vases

Xchange

Making it

THE BBC - IN THE DIGITAL AGE
A BROADCASTER...AND MORE



BEYOND BROADCASTING...

BBC CONNECTING COMMUNITIES
MEDIATING USER-GENERATED CONTENT



THE BBC - IN THE DIGITAL AGE

A BROADCASTER...AND MORE



CBBC AND INTERACTION -

YOUR INPUT IS OUR OUTPUT





2) SMS, MMS, 3G - WHY SHOULD MOBILES INTEREST BROADCASTERS?



SMS, MMS, 3G - WHY SHOULD MOBILES INTEREST BROADCASTERS



→ INBOUND

- KNOWING YOUR AUDIENCE
- MOBILE CONTACT IS MORE IMMEDIATE
- VOTES AND COMPETITIONS BY TXT
- PREMIUM-RATE SERVICES
- T-COMMERCE
- MOBILE PHONE AS AN iTV REMOTE



SMS, MMS, 3G - WHY SHOULD MOBILES INTEREST BROADCASTERS



→ OUTBOUND

- EXTENDING BRANDS, REACH & LOYALTY
- CROSS-MEDIA MARKETING
- DIFFICULT FOR THE BBC
- OPPORTUNITIES FOR THE FUTURE?



SMS, MMS, 3G - WHY SHOULD MOBILES INTEREST BROADCASTERS



→ USER-GENERATED CONTENT



BBC NEWS UK EDITION

Taken a good picture lately?

Your perspective on the world:
22-28 February 2003

Your part in the news is important to us and we'd like to see the images you are taking using the latest digital technology.





3) ASPIRATIONS, ISSUES & CHALLENGES



ASPIRATIONS, ISSUES & CHALLENGES



→ ASPIRATIONS



ASPIRATIONS, ISSUES & CHALLENGES



→ **CBBC RESEARCH PILOTS**



ASPIRATIONS, ISSUES & CHALLENGES



→ **CBBC RESEARCH PILOTS** *input* **CBBC**



ASPIRATIONS, ISSUES & CHALLENGES



→ **CBBC RESEARCH PILOTS eDRAMA**



ASPIRATIONS, ISSUES & CHALLENGES



→ ISSUES & CHALLENGES

→ CHILDREN'S HEALTH

→ COST

→ PERSONAL SAFETY





→ **POSSIBLE FUTURES**

→ **EMPOWERED, CONNECTED COMMUNITIES**

→ **KIDS IN CONTROL**

