Cell-phones & Mobile Opportunities & Challenges:
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
DIGITAL EXPANSION
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
→ RADIO 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

Letter Sorting
Use the colour keys to match the letters
y abc s
Anna Ford presents a round up of international and domestic news, including news of developments in the Middle East.
THE BBC - IN THE DIGITAL AGE
A BROADCASTER...AND MORE
THE BBC - IN THE DIGITAL AGE
A BROADCASTER...AND MORE

BEYOND BROADCASTING...

BBC CONNECTING COMMUNITIES

MEDIATING USER-GENERATED CONTENT
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
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

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