



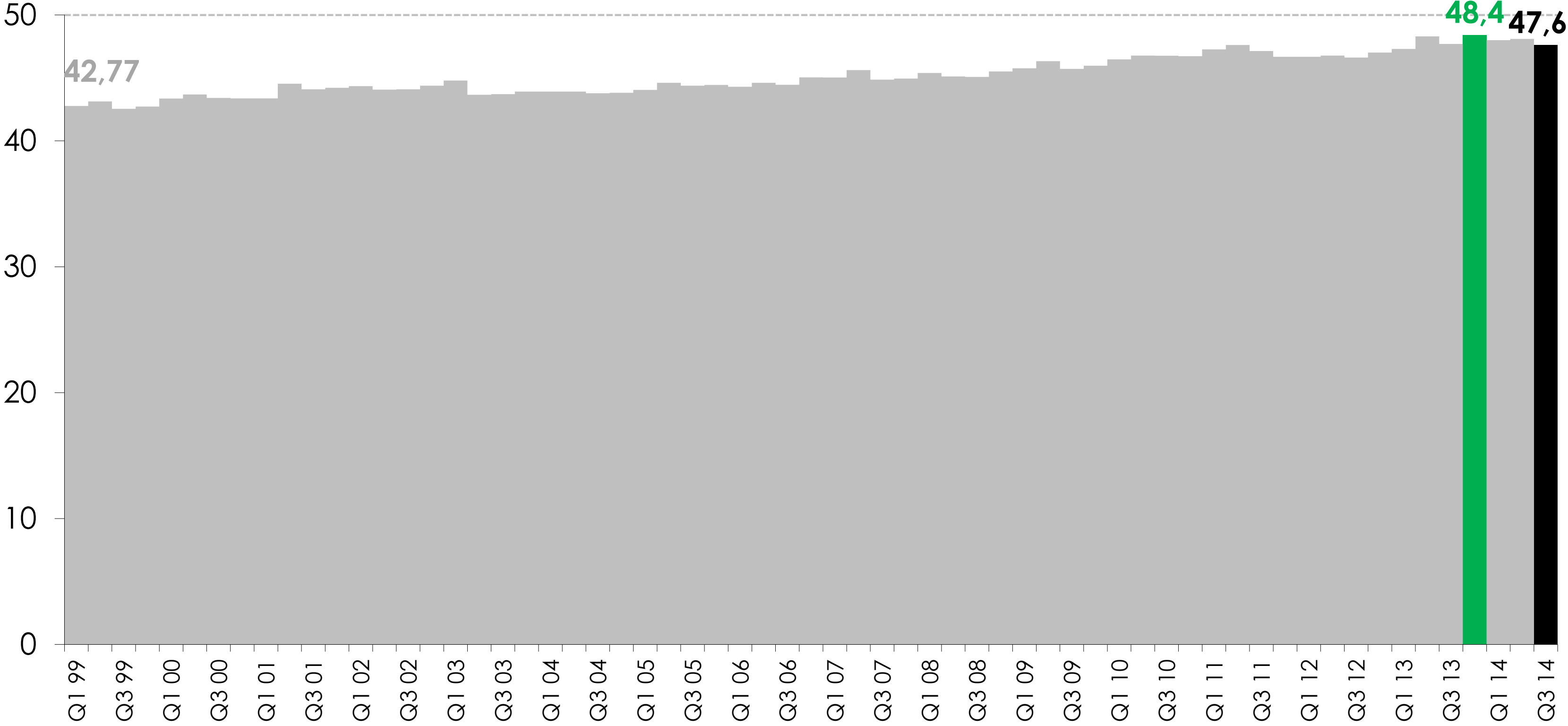
Bigger Radio

Breaking out of the box

Alison Winter  
Head of Audiences, BBC Radio & Music

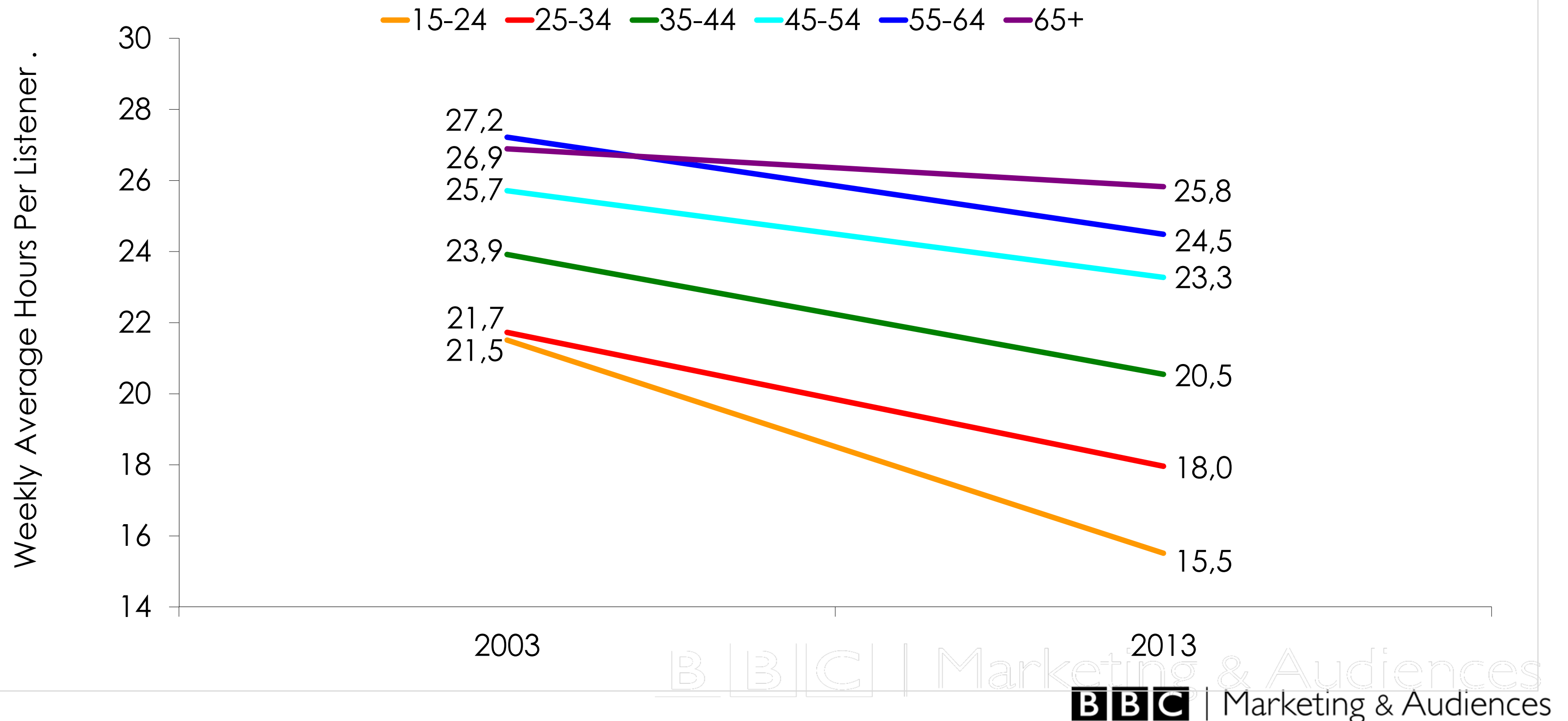
**BBC** | Marketing & Audiences

# It's a good time for UK radio



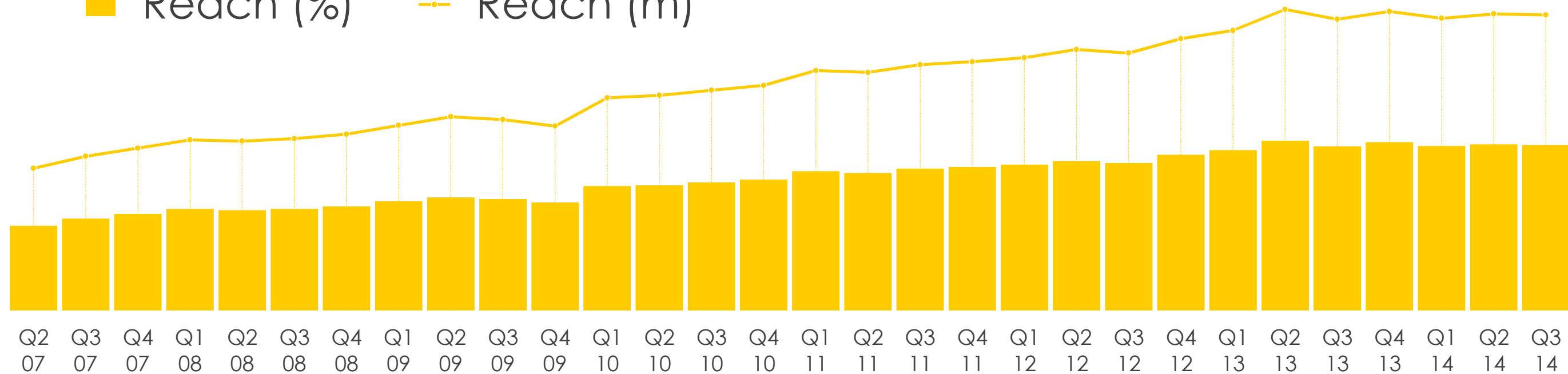
Source: RAJAR Based on Adults 15+, 3 months

# More worryingly, it appears that people no longer “grow into radio”



# Digital platforms show steady growth

■ Reach (%)    — Reach (m)

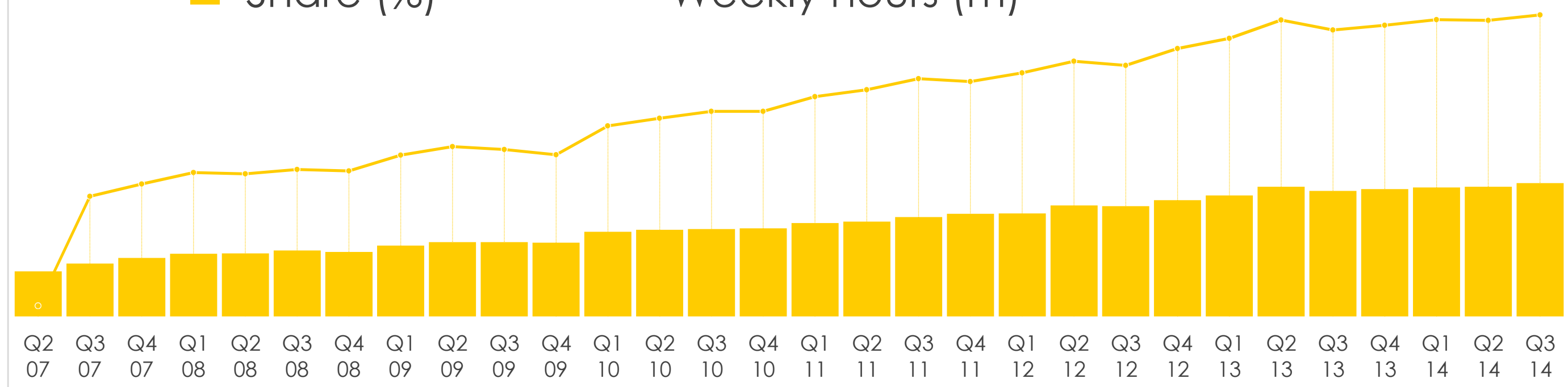


Q4 13

**27.4m**  
reach

**51.2%**  
reach

■ Share (%)    — Weekly hours (m)

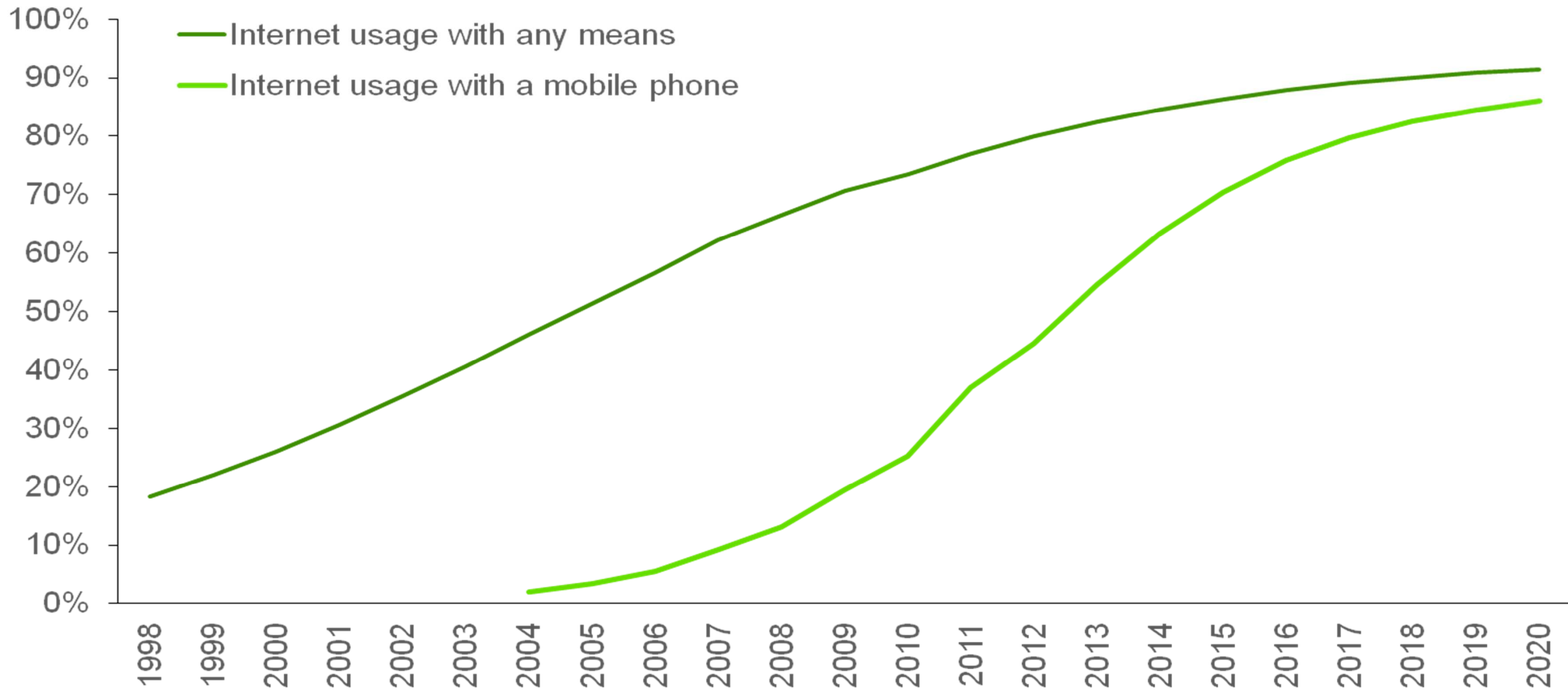


**385m**  
weekly hours

**37.8%**  
share

Source: RAJAR Q3 2012

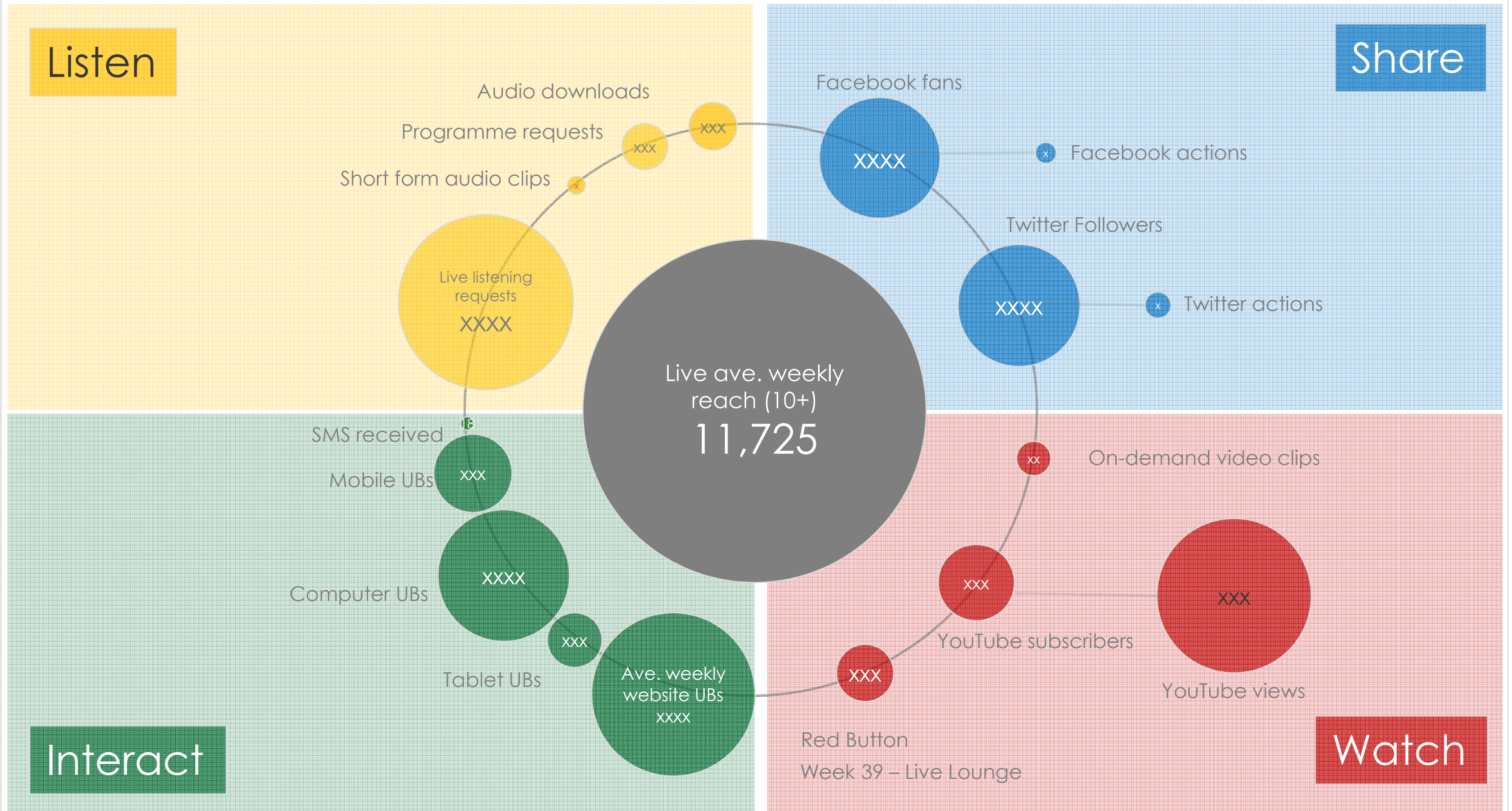
# Smartphone ownership now exceeds that of regular phones



# Screens are ubiquitous

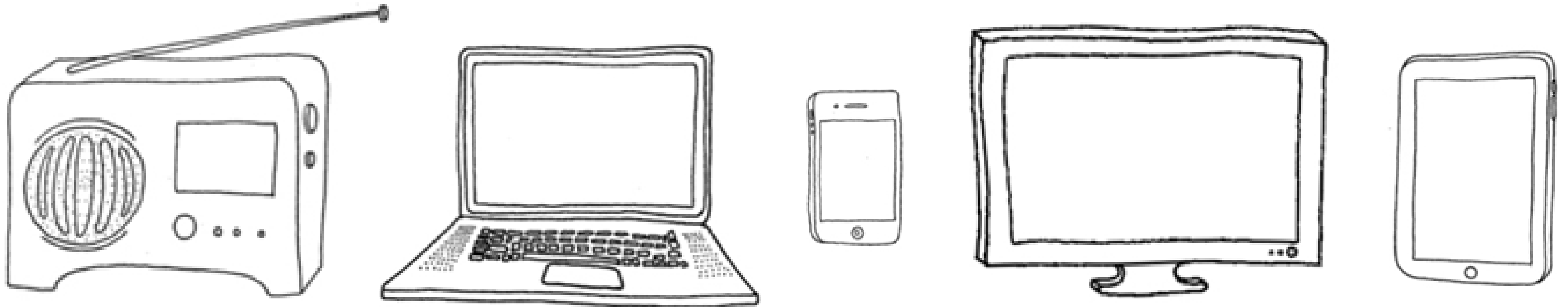


# Radio 1 brand footprint (avg week)



All figures in 000s and based on UK (except Facebook and Twitter which are based on entire world); note that Radio 1 and 1Xtra charts are on different scales.

# How research is informing a future-facing strategy

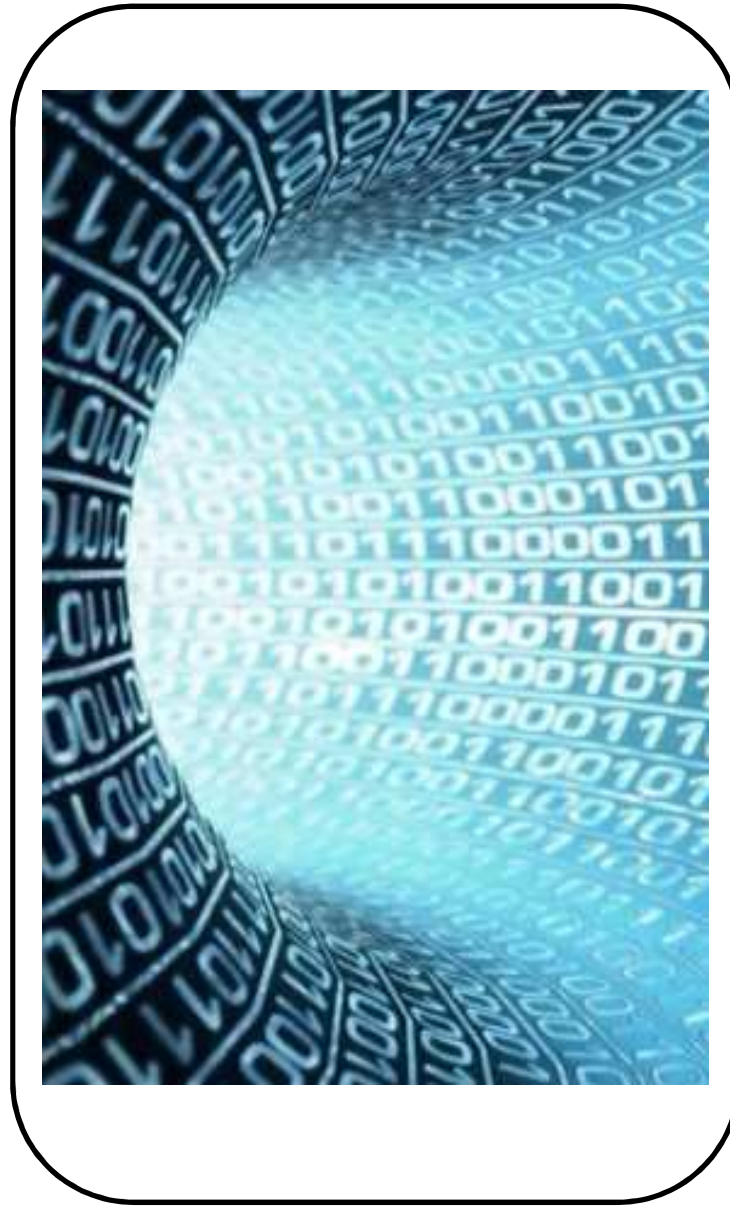




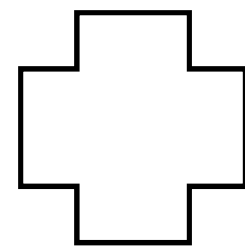
# 1. Bed to Bed



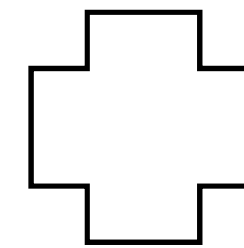
# A coming together of 3 data sources



iStats  
OUR ONLINE  
DAY



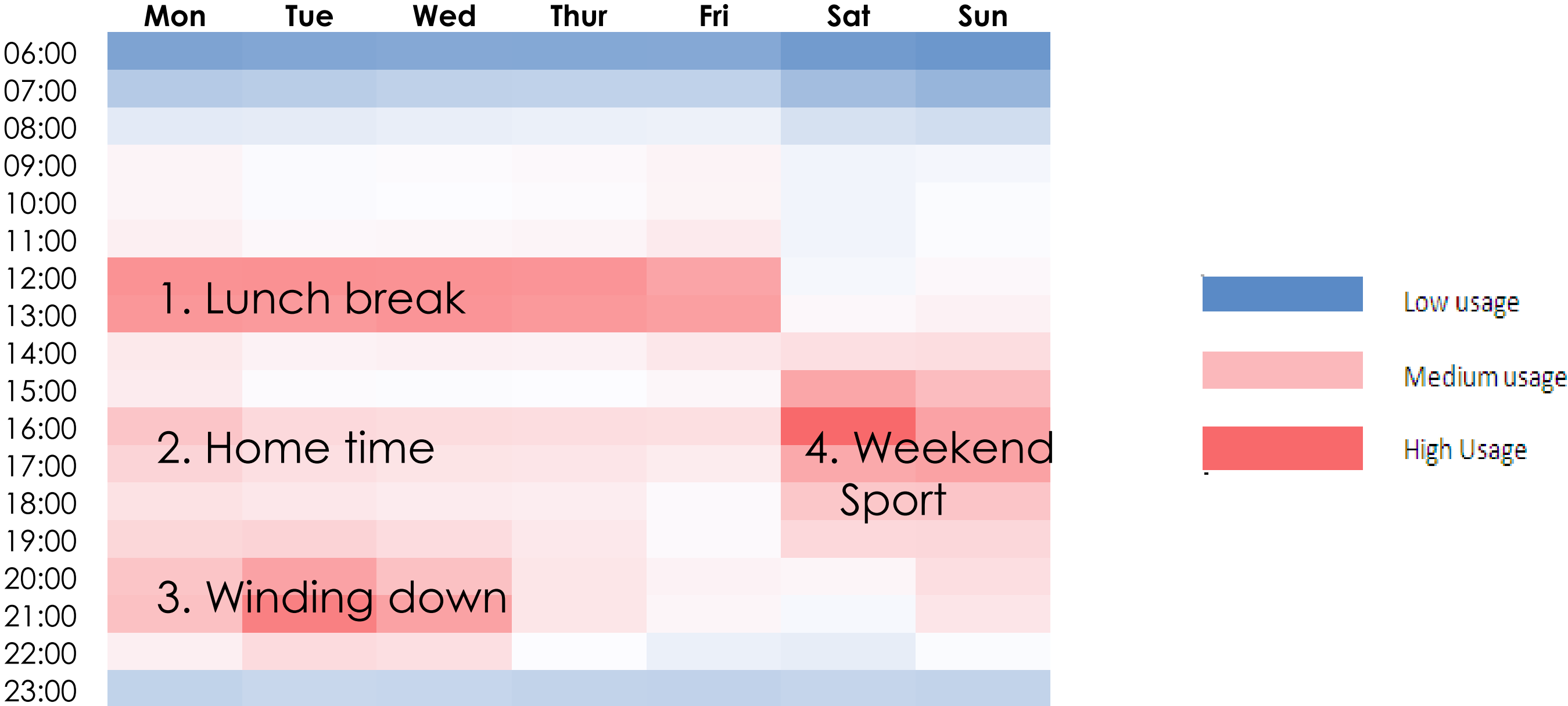
Touchpoints  
OUR ACTIVE  
DAY



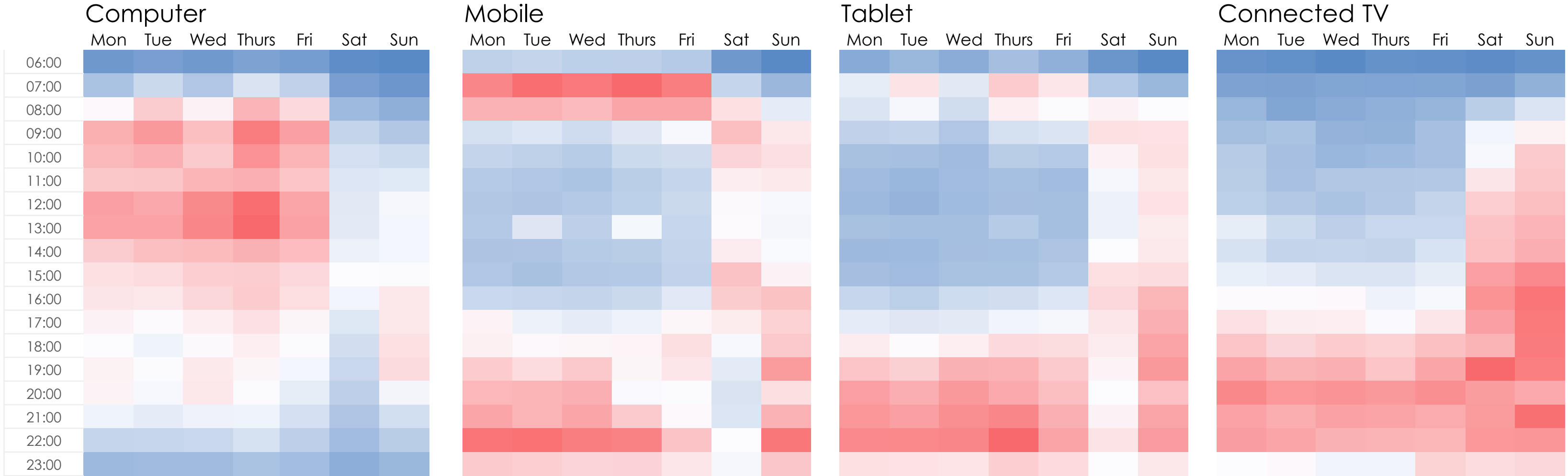
RAB/Sparkler Media  
and Mood data  
OUR EMOTIONAL DAY

# iSTATS

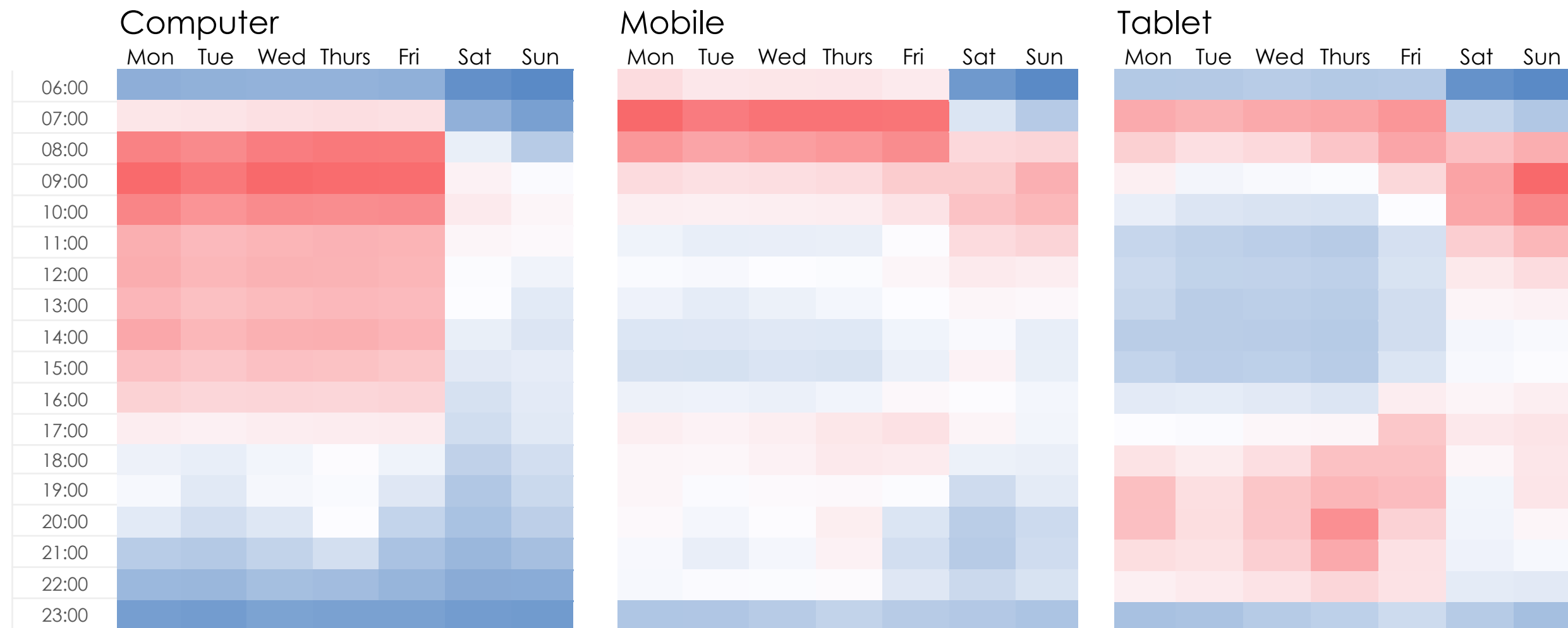
# Peak use of BBC Online reflects the weekly routine



# The Radio audience uses different screens to access content at different 'moments' in the day

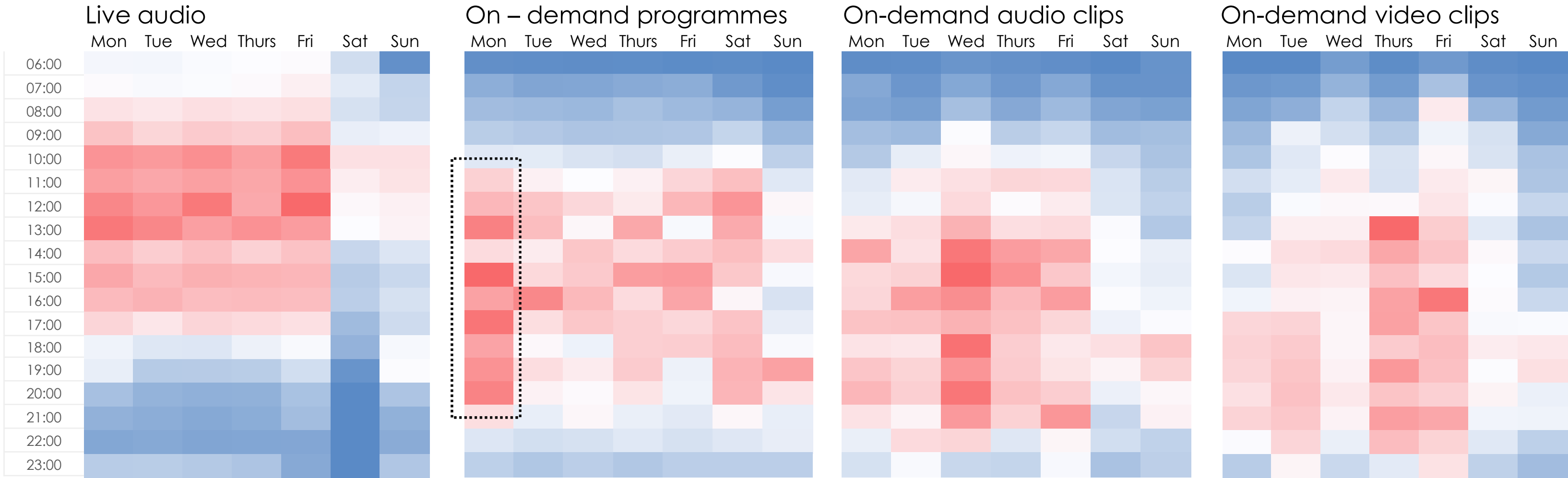
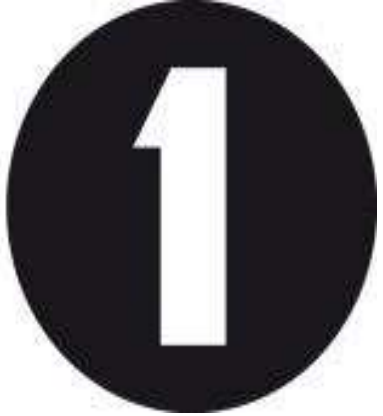


# Bed to Bed allows us to drill down to a station level

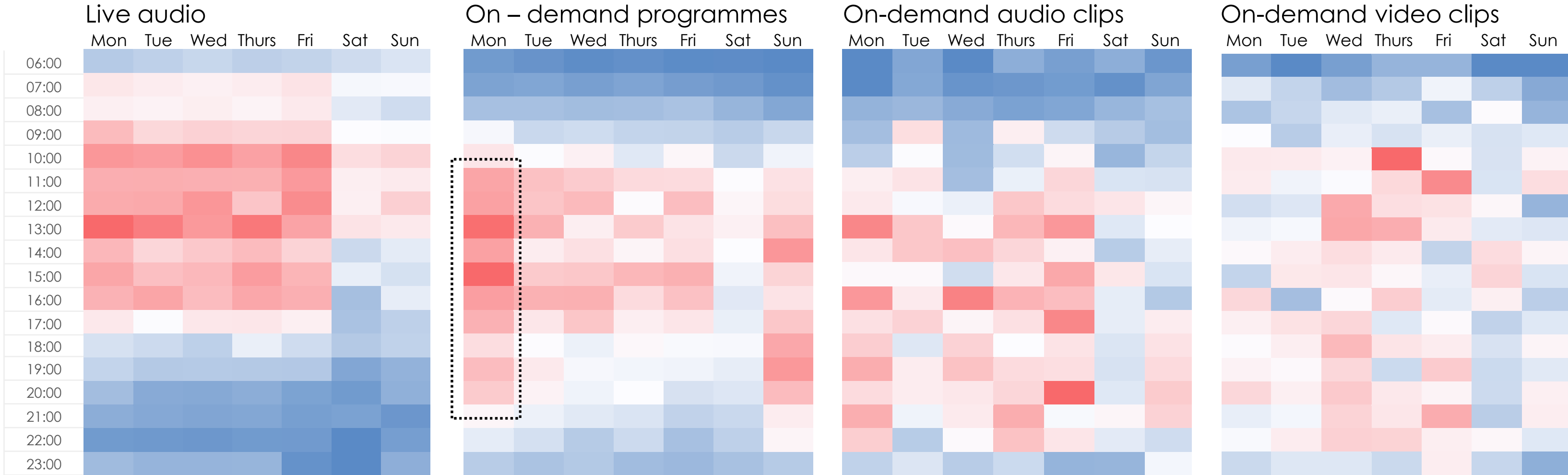


# Different formats map to different times of the day/week

**BBC**  
RADIO



# 6 Music, like Radio 1, inspires a Monday catch-up moment



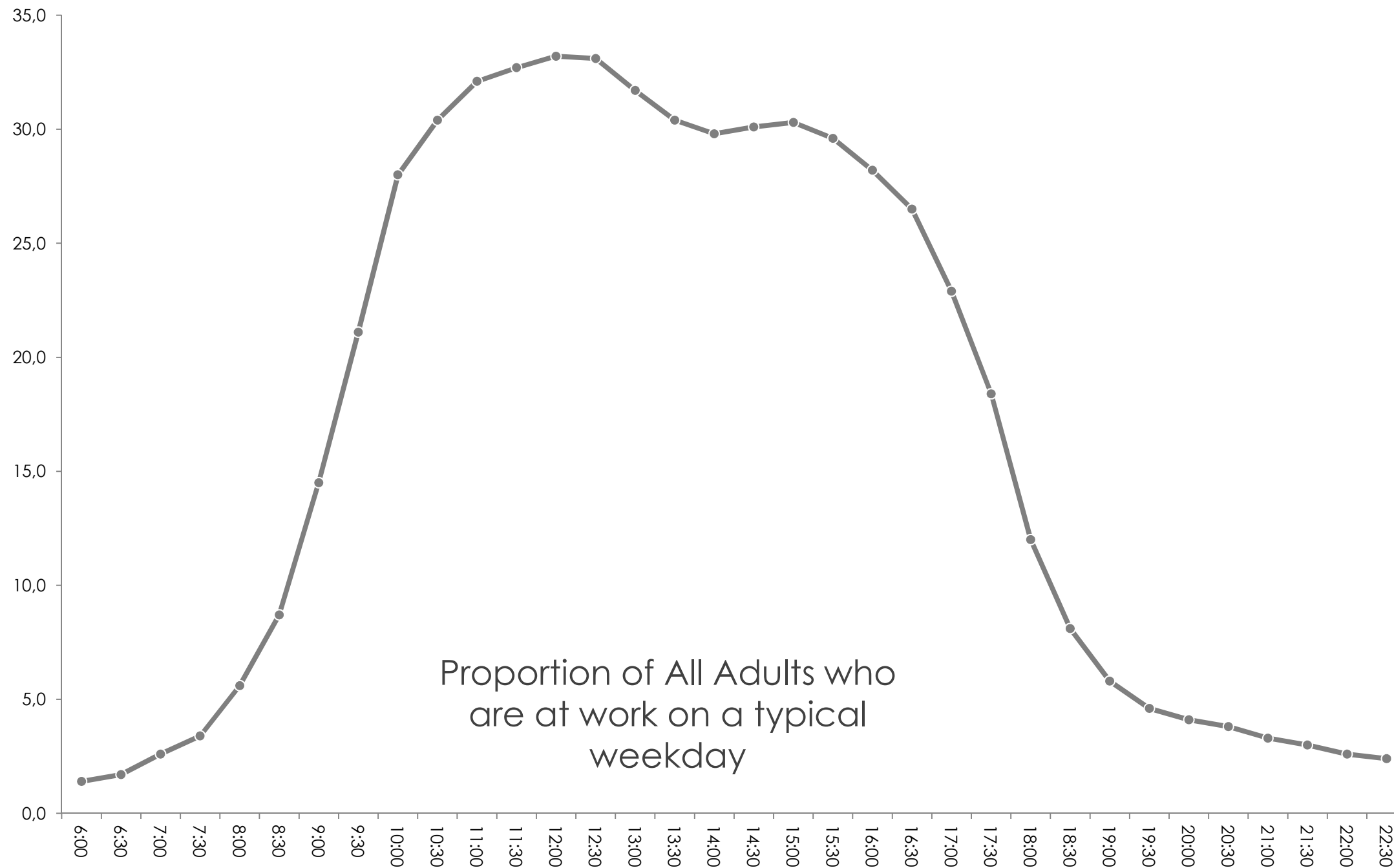
Source: iStats AV. Total requests, Jan-March 2013



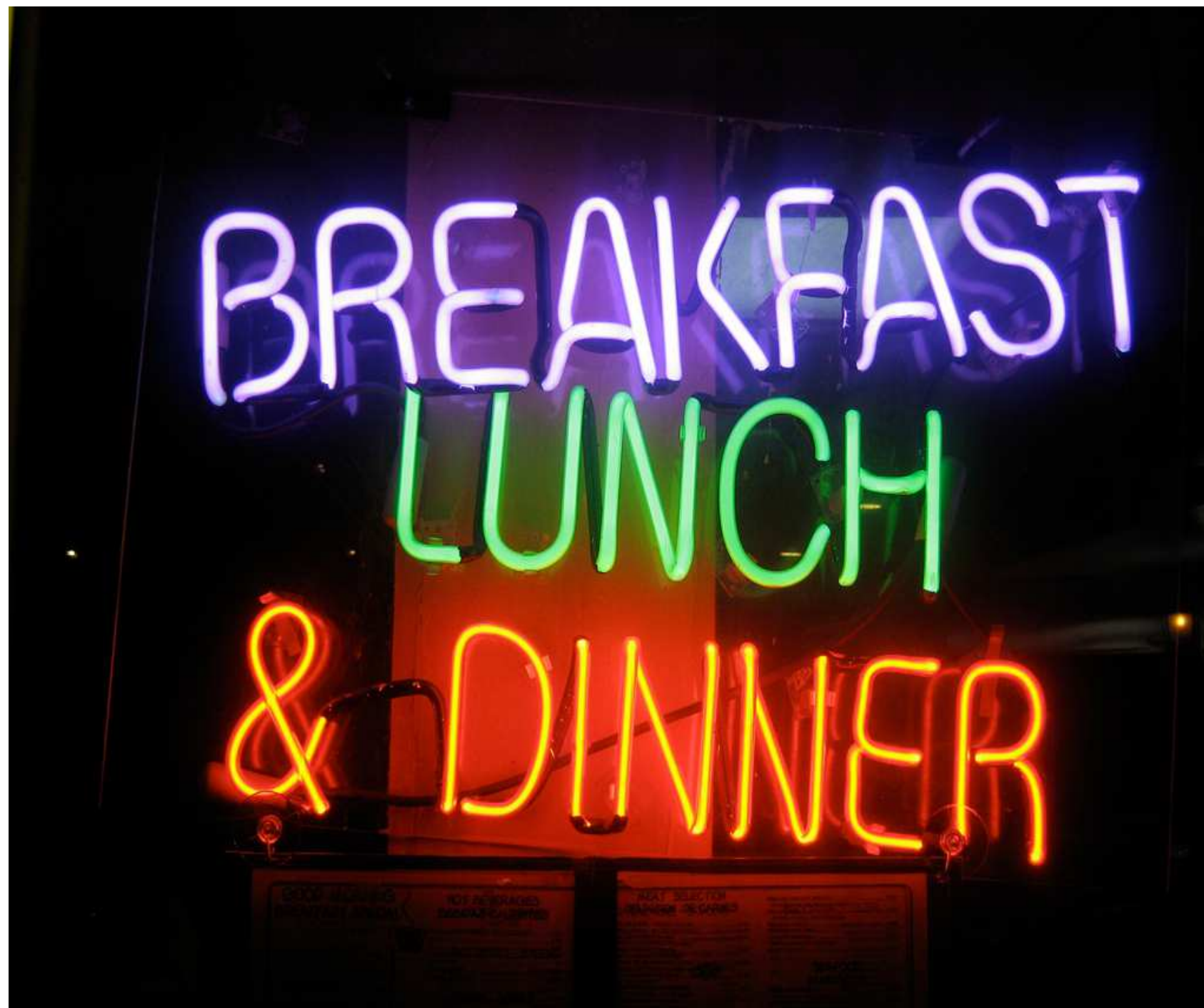
# Touchpoints



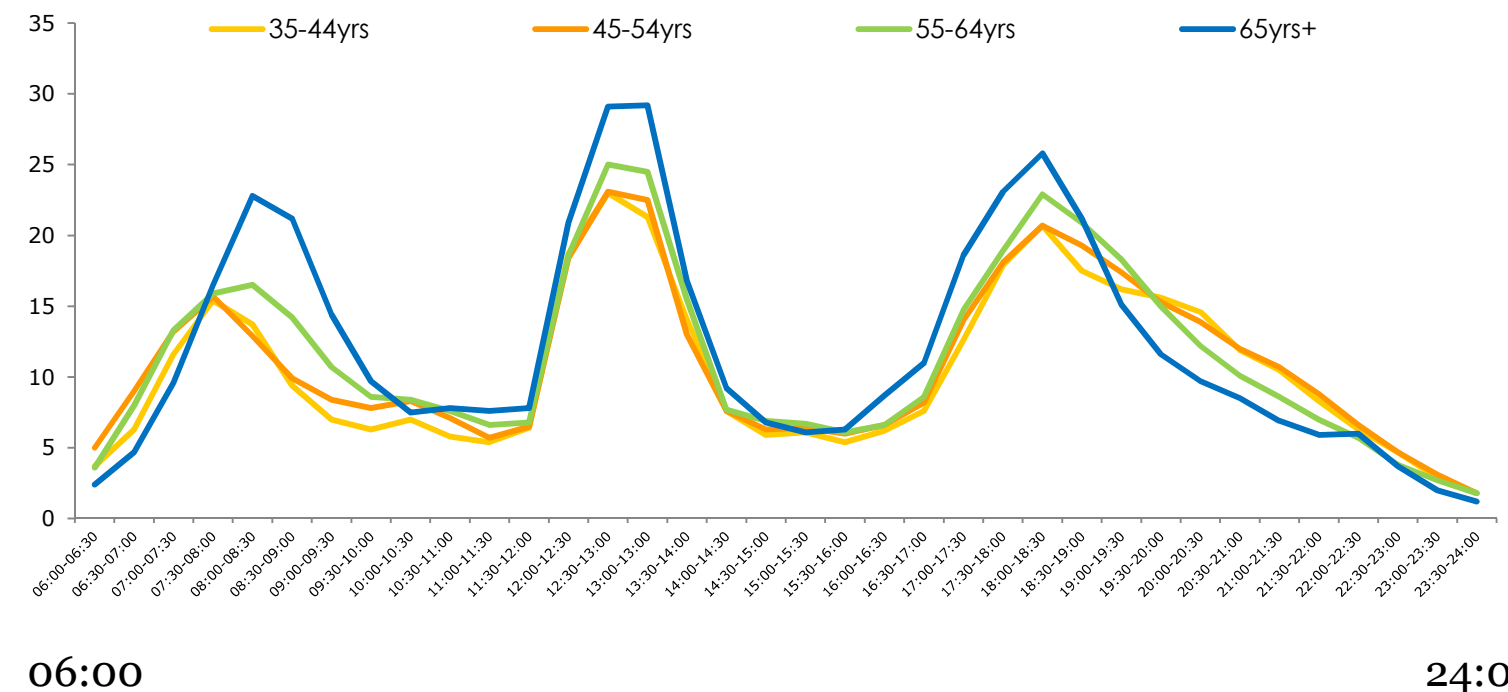
# Working 9-5 is still the norm



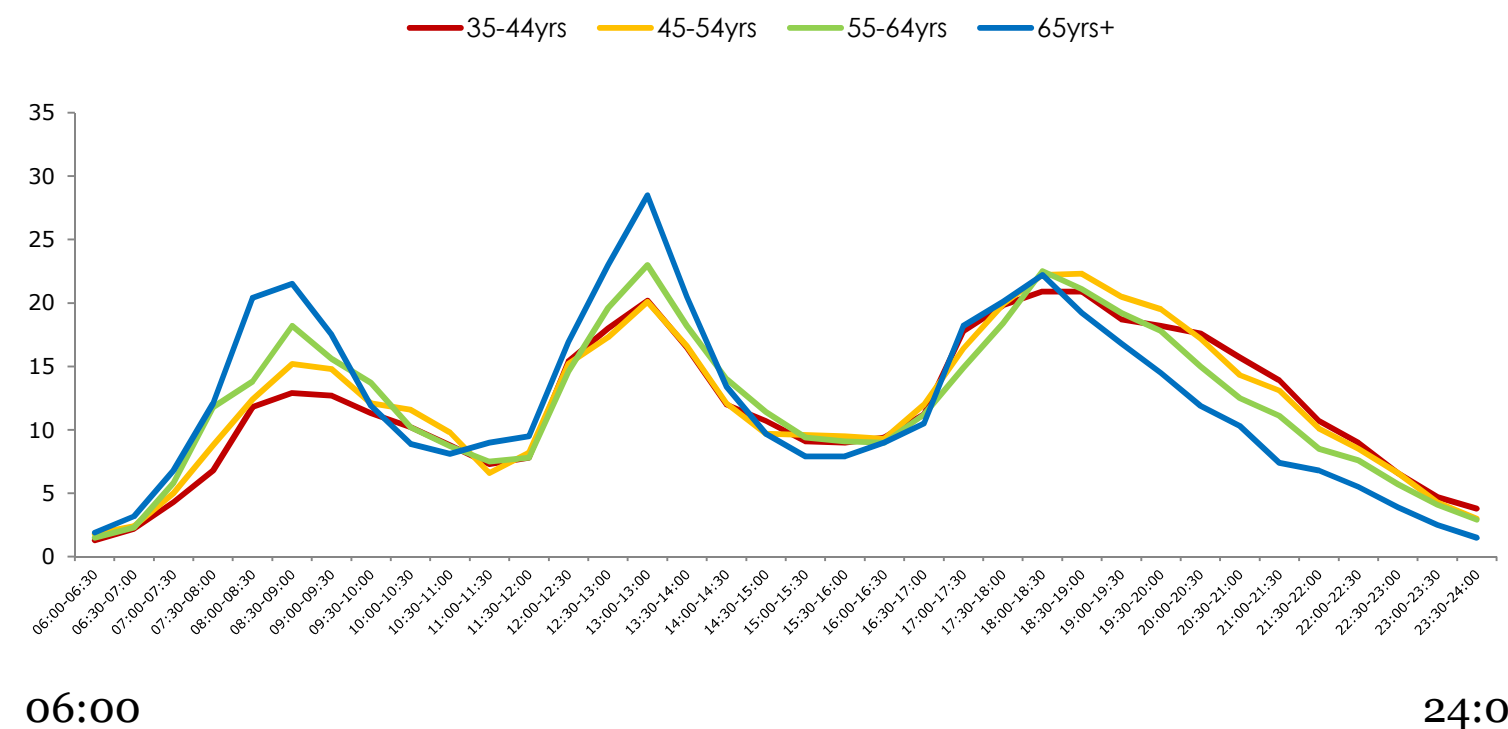
# We breakfast later at the weekends, but lunch and dinner are the same time across the week.



Proportion eating (Mon-Fri)

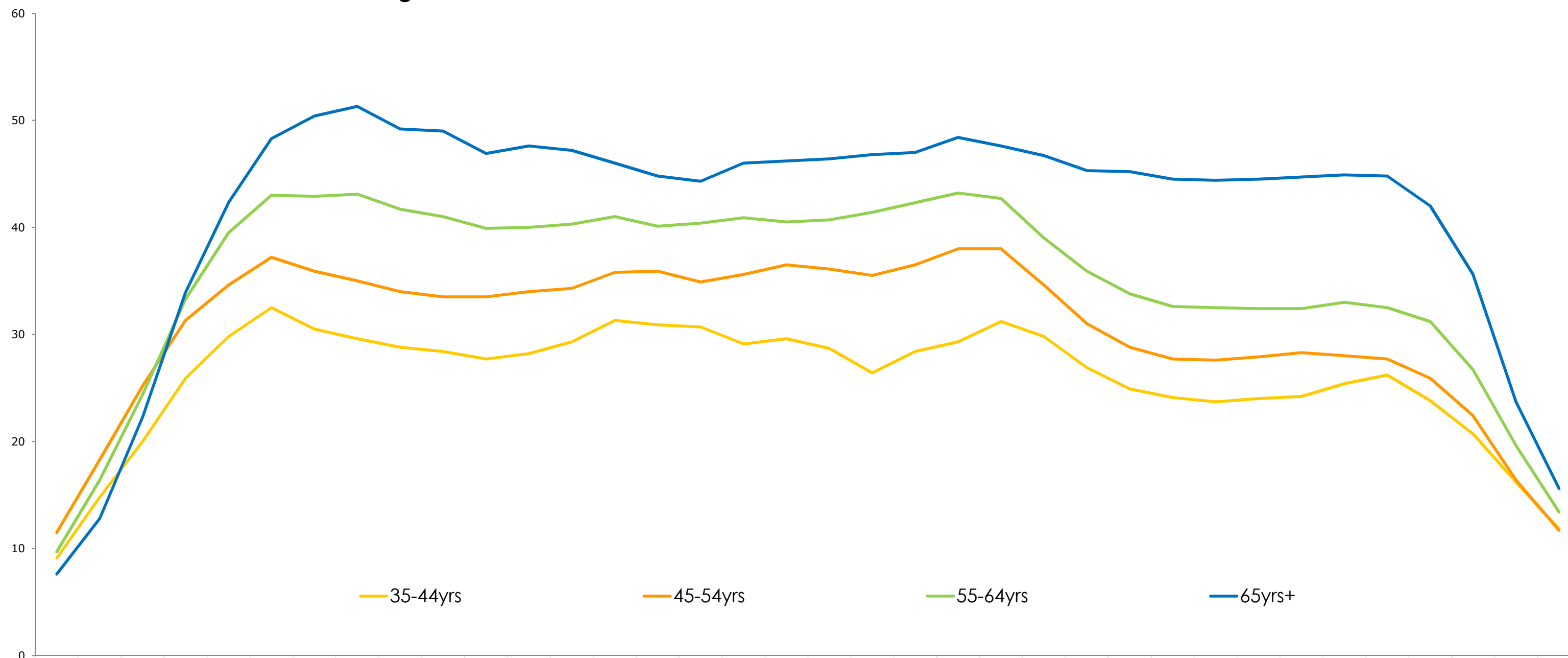


Proportion eating (Sat-Sun)



# We're social, but solitude is common. The older we get, the more likely we are to be on our own across the day.

Proportion on their own (Mon-Fri)



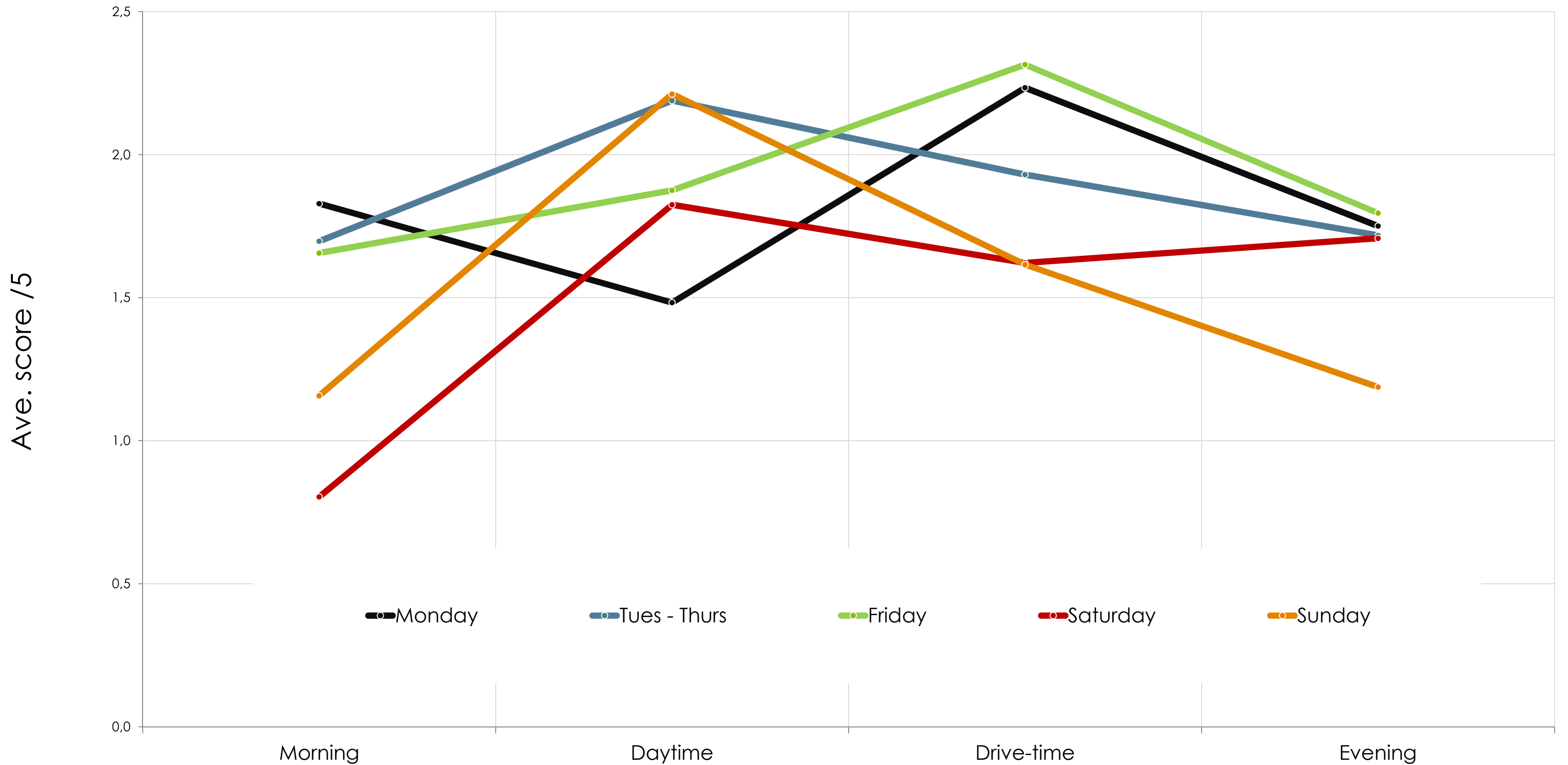
06:00

24:00

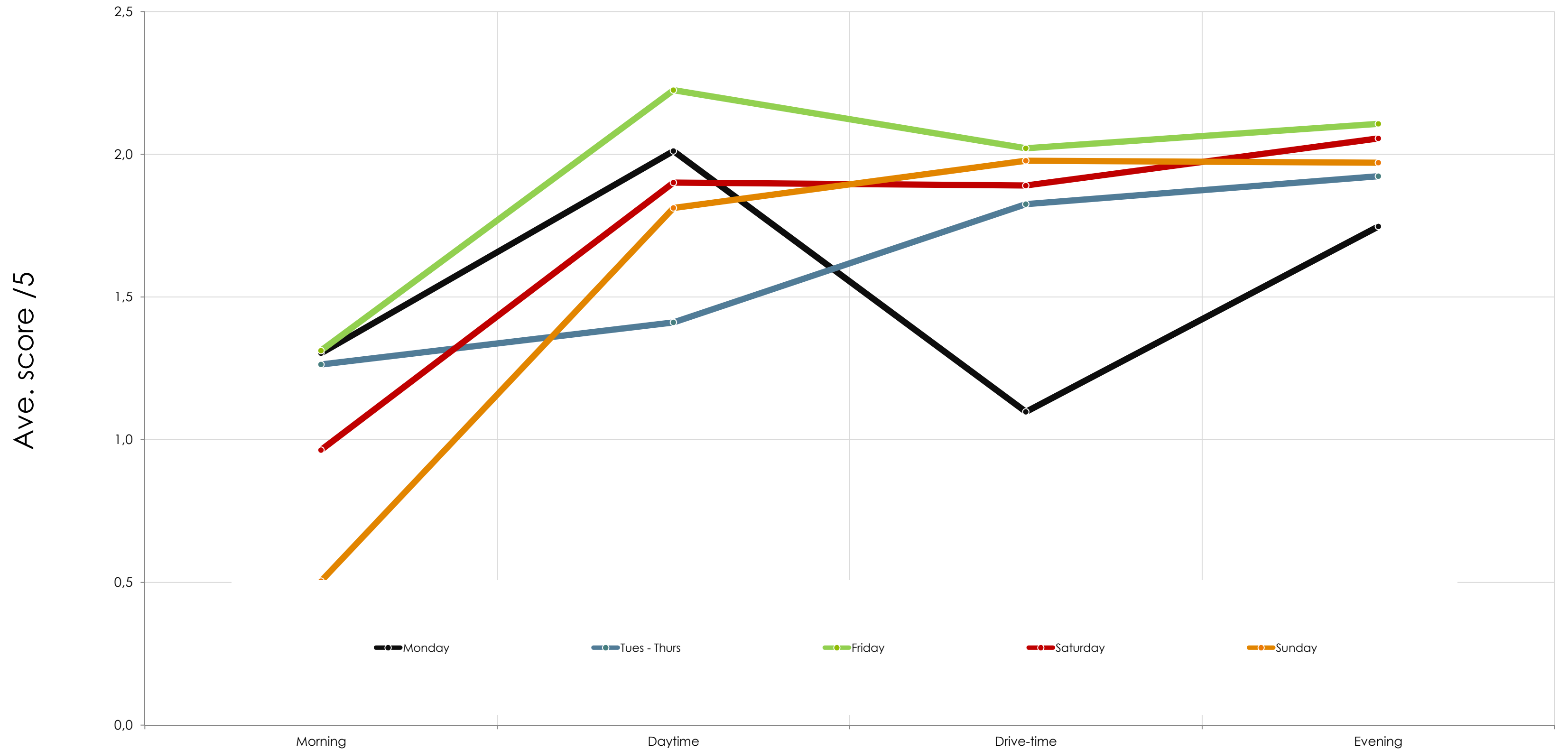
# RAB/Sparkler Data



# Energy (all adults): Monday is a rollercoaster



# Attention (35+): Monday afternoon again ...



# An on air approach to 'programming' online

1. Morning mobile
2. 9-5 live PC listen
3. Sunday On-demand Moment
4. Monday Catch-up Moment
5. We treat Friday differently; what about Monday?

Weekday waking up – a mobile moment

Workplace listening – a computer moment

Sunday – an on demand (tablet) moment

Monday – a catch-up (computer) moment





3. What's the point of Social Media?

BBC Radio 1 Timeline Now

you want to see something cute? Day 31



Like · Comment · Share 1,594

Sara Marinowitz-Holt and 11,724 others like this.

View previous comments 2 of 347

Organic	87,328
Viral	24,152

2,651,943 people saw your most popular post.

110,432 people saw this post.

Promote

**BBC Radio 1** @BBCR1 Following

I'M EATING CRISPS NOW!

RETWEETS 11 FAVORITES 29

5:22 PM - 14 Jan 2015

**Giovanni Villani** @Giovanni\_Villan - 30s  
@BBCR1 GREAT!

**alexis** @leighadeish - 15s  
@BBCR1 chill

**Rachael B** @rachiacakes87 - 6s  
@BBCR1 loudly I hope!!!

Like · Comment · Share · 104 13

**Heart North East** @heartnortheast Follow

Afternoon! My name is **@TomCampbell**. Nice to meet you! My favourite animal is a Llama. What's yours?

RETWEETS 3 FAVORITES 2

4:04 PM - 5 Jan 2015

Like · Comment · Share · 136 18

**The Breeze** @thisisthebreeze Follow

It's Measure Your Feet Day! We want to know this morning what's your shoe size?  
Ben & Steph x

Like · Comment · Share · 120 15 1

Two distinct audience benefits can flow from good social media activity

**1**



*Get Closer*

**2**



*Appreciate  
More*



## *Get Closer*



## *Appreciate More*

What is it?

**A broadcast extension** - feeling closer to the show or its contents

**A brand extension** –can be timeless and unconnected to broadcast

Audience benefit

**A more immersive, personalised experience; part of a community**

**Extra content to explore; showcases best of archive**

Station benefit

**Rewards fans and drives loyalty for more occasional listeners**

**Deepens and broadens relationship with the station –**

But with a closer relationship come higher expectations, and sometimes we get it wrong

*1. Getting in the way*

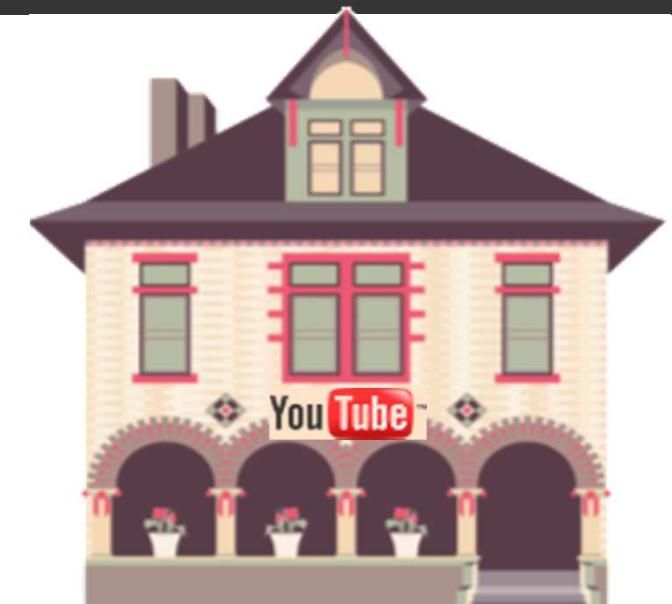


*2. Feeling too salesy*

*3. Not being best of the station*



# No one size fits all – *by platform*

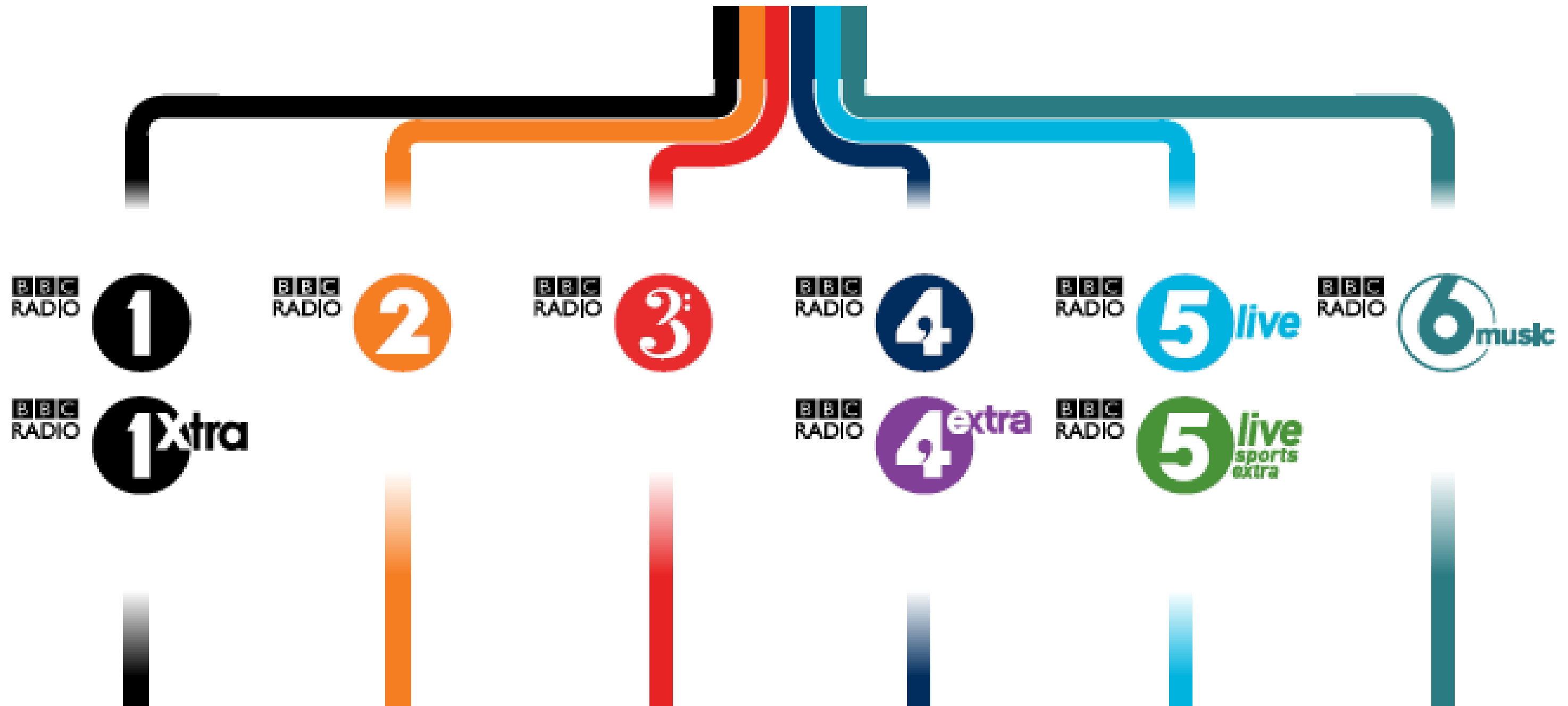


**Good way to start conversations**

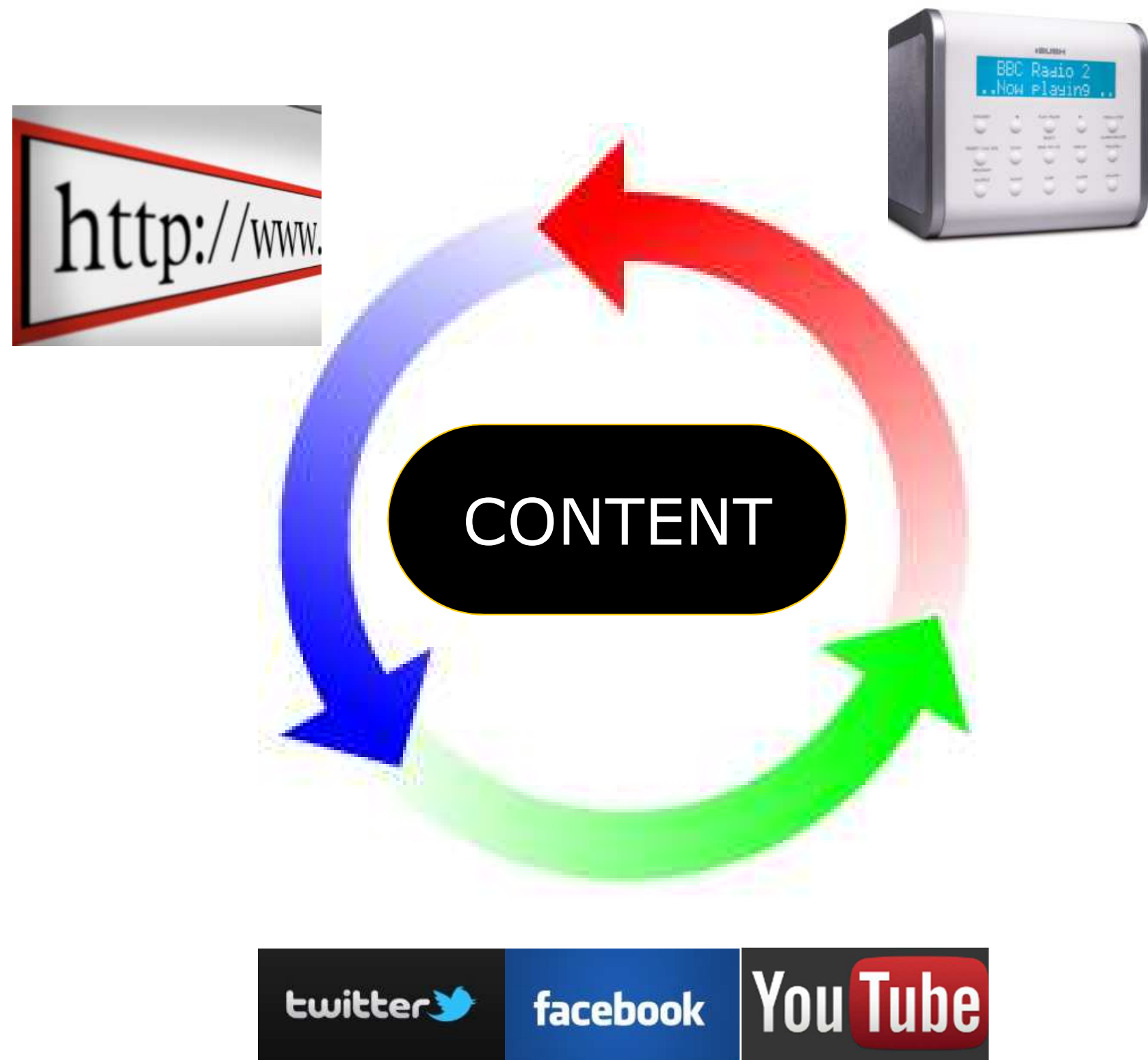
**Treat like a fanclub**

**More in common with website content than social media**

# No one size fits all – *by brand*



# Social media should not be treated in isolation



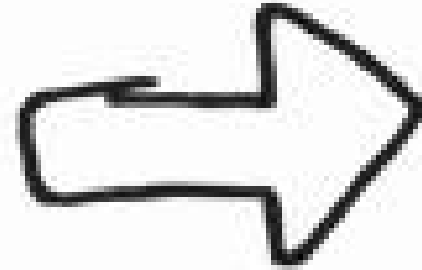


# Social media can be of significant value

1) Two distinct audience benefits

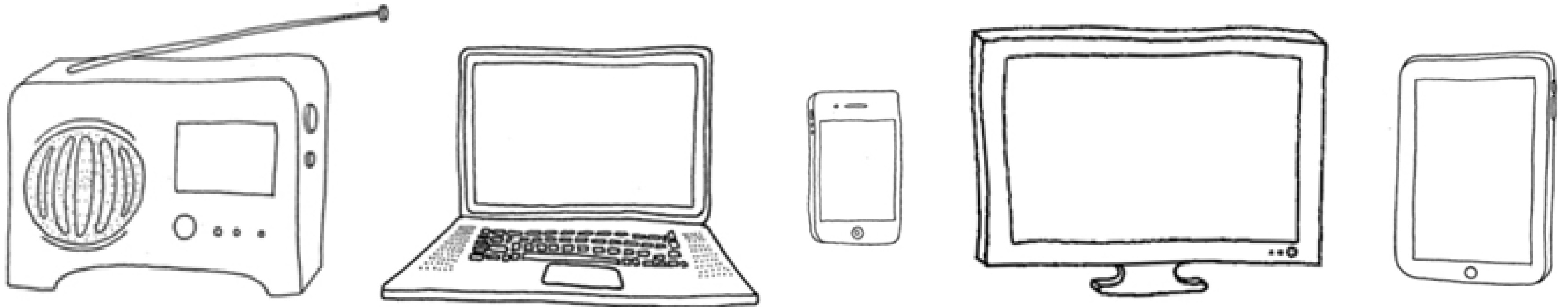
2) No one size fits all

3) Social media can't be treated in isolation



- Relationship building
- Activity as 'concentrated brand essence'
- Tailored to platform
- Encourage flow around platforms

# In Summary then ...



Audience Research is helping guide a more strategic approach

**Tactical**

**Strategic**


**Separate**

**Joined up**

**Bottom up**

**Top down**





Thank you  
for listening

Alison Winter  
Head of Audiences, BBC Radio & Music

**BBC** | Marketing & Audiences