



## myBBC progress report

### *What is myBBC?*

In 2015, BBC Director-General Tony Hall set out his vision for a more personal BBC for a digital era – ensuring we have much more of a two-way relationship with our audience.

At the time he said: “It’s the start of a real transformation – the myBBC revolution. How to reinvent public service broadcasting through data. But we will always be doing it in a BBC way – not telling you what customers like you bought, but what citizens like you would love to watch and need to know.”

Just as we did with BBC News online, BBC iPlayer and the first digital Olympics, we are transforming the BBC again – this time taking advantage of sign-in technology to focus on you, the individual member of the audience. Through our myBBC programme we’re making our online products and services more personalised and relevant to viewers and listeners who sign in. By investing in new tools and technology, and learning more about what users do, we can help them find more programmes or content they’ll love.

There are three big benefits from myBBC:

- More personalised experiences for audiences who sign in to the BBC online – including recommending programmes we think you’ll like, notifying you when new episodes of your favourite programmes go on BBC iPlayer, a news story breaks or when your football team scores a goal, and enabling you to start watching on one device and seamlessly pick up on another
- Giving viewers and listeners more relevant information about programmes and content they might like from across the BBC through more sophisticated communications tools including personalised emails and alerts
- And giving our teams better audience insight so we can make the very best programmes and services to benefit licence fee payers

By learning a user’s preferences, we can tailor each app or site to the individual’s own interests – always balancing what the BBC believes is editorially important for everybody with what our individual audience member’s stated preferences and behaviours show they love. Knowing more about audiences’ likes and dislikes is now enhancing the ways they get to experience BBC content. And, these insights are also starting to be used to inform and improve decision making around current and future output.

Our editorial teams now have access to better audience analytics tools and insights with real-time data provided to journalists, while we can also understand what audiences are doing across the different devices and platforms they’re consuming BBC content on. Our

audiences and marketing teams are also able to monitor social media more effectively to understand better how our audiences are responding to our TV, radio and news stories and content.

### ***What has myBBC delivered audiences so far?***

The benefits of myBBC have already proved popular with audiences, delivering on the strategy to make our products and services more personalised and relevant to viewers and listeners. Our ambition is to increase the number of active users who are signed in to the BBC – with a focus not only on getting people to sign in, but come back regularly to the BBC to benefit from a more personalized signed-in experience.

Since May 2015, 6.4 million users have signed in to the BBC – with over a third of users coming back to the BBC on a monthly basis to benefit from personalised signed-in experiences. In fact, since Tony Hall's speech where he shared the BBC's plans for myBBC:

- 1.6 billion BBC programmes have been recommended to viewers and listeners - based on what they've previously watched/listened to and are interested in.
- 1.4 billion personalised alerts have been sent to fans via the BBC Sport app - along with 27 billion breaking news alerts from the BBC News app.
- In the last 3 months alone, 1.7 million people have personalised their myNews section on the BBC News app – selecting over 12 million topic combinations to track.
- Audiences are using or benefitting from personalised experiences - including BBC iPlayer play, pause and resume; notifications; and recommendations - an average 800 million times a day.
- In the last quarter of 2015, signed-in users consumed 44% more BBC content than those who weren't signed in.
- The number of people signing up to our pan BBC newsletters has increased by 400%.
- Over 400 editorial staff are using real-time analytics on a minute-by-minute, day-by-day basis to help them tailor our online experiences for BBC News and the BBC's Homepage.

### ***BBC iPlayer***

Last summer, BBC iPlayer launched My Programmes – a new place on BBC iPlayer just for you. By signing in on the app and the website, the shows you've added, programmes you're mid-way through and next episode in the series you're watching all in one place to enjoy. And since then, we have rolled out the same BBC ID across all our online services. Box sets and programmes purchased on BBC Store can also be found on BBC iPlayer – so you can seamlessly watch these whenever you want.

People watch their favourite content on multiple devices, so we also introduced cross-device pause and resume. You can now catch up with EastEnders on your smartphone in the morning and continue where you left off on a laptop over lunch. In the last 3 months, audiences have used this pause/resume functionality on BBC iPlayer over 30 million times.

If you're signed in to the BBC on a web browser, you can now get personalised notifications about the shows you've added to My Programmes. The bell icon at the top of our web pages helps you never miss a show or favourite music artist you love. Nearly 100,000 people have taken advantage of this to date.

### **BBC Homepage**

In August 2015 we re-launched our Homepage, updating the design and rebuilding the site to enable users to customise what they see based on their interests.

By signing in, users can choose to receive collections of stories, video and audio based on what they like – from music news and interviews to food from religion to arts and literature. These collections of content feature links to an ever-changing array of stories hand-picked by BBC editors from across BBC output, so there's always something topical, interesting and relevant to watch, read or listen to – for example for the recent Shakespeare season or Tim Peake in Space. People have selected over 400,000 collections in the last 3 months alone.

In addition, signed in users can also choose to see a selection of recommended BBC iPlayer programmes based on what they've already watched, as well as their local news and weather. And, we've launched new homepages for Scotland, Wales and Northern Ireland, and language versions of the homepage for Gaelic (Alba) and Welsh (Cymru).

In summary, myBBC now powers the majority of the homepage – giving people a richer, more personalized experience. From location settings powering weather and local news, individual choice over curated collections – as well as personalised BBC iPlayer recommendations, the new BBC homepage is more focused on you than ever before.

### **BBC Sport**

In the autumn, our updated BBC Sport app gave sports fans a unique and more personal experience. Signed in users on the app and website can create a personalised My Sport page with customised menu – so it's easy to find stories from your favourite sports, teams, competitions and nations. This feature is now available on our app and website globally.

My Sport is synchronised on the BBC Sport app across multiple devices and on the website, so you see your feed everywhere. And, following the success of live updates and score alerts for some sports in 2014, these have now been extended to include a larger range of major sports. From Football team starting line ups, goals and full time scores to live premieriership rugby scorers and cricket wickets. BBC Sport has over 1.9 million subscribers to push alerts with over 1.4 billion alerts having been sent since we began. In addition, in the last 3 months 220,000 users have personalised their mySport page selecting over 3 million sports and topics to track.

## ***BBC Music and BBC Bitesize***

In February we unveiled the first fully personalised app. The BBC Music app brings the best of music from across BBC TV, Radio and Online straight to the palm of your hand. Packed with exclusive music performances, interviews and playlists, tailored to your musical taste.

By telling us about the music and BBC radio stations you like, it serves up a unique stream of music content that's right for you. Over 1.1 million tracks have been favourited to date and our playlists have been followed over 300,000 times.

We have also recently launched the second fully personalised app – BBC Bitesize. This hugely popular support for studying school children is now powered by myBBC with an ability to choose GCSE topics being studied.

## ***BBC News***

Following the success of the updated BBC News App, we introduced the My News feature. Set the topic areas of most interest to you, and they'll be available across any signed in mobile devices. There are over 64,000 topics that can be chosen – everything from the US Presidential Elections to Film, from Pope Francis to the BAFTAs. BBC News has over 26 million subscribers to push alerts with over 27 billion alerts having been sent since we began. In addition, in the last 3 months 1.7 million users have personalised their myNews section in the app, selecting over 12 million topic combinations to track.

## ***Opt into our Newsletters to find more content you'll love***

As we learn more about the things audiences like to watch, listen to, read and even play, we are helping people find BBC content they value most. One of the ways we are doing this is with BBC email newsletters. These highlight a range of content from across the BBC and we're increasingly able to send information to specific audiences we know are interested in particular subjects. Early indications are proving this to be very popular with audiences.

The number of people subscribing to our newsletter has grown by 400% since January 2015. Personalising newsletters are even more popular with audiences – with more people finding more of the content they like.

## ***What have we delivered to our internal teams?***

Not all of what myBBC has delivered will be immediately obvious to people using the BBC – but will help our teams deliver them a better service. myBBC is starting to make fundamental differences to the way we use audience data to improve the way we develop our products and apps for people; the way content is displayed and chosen to ensure viewers, listeners and readers get what they want from it; as well as the way some programme makers and channel brands use social media to understand the reaction to their programmes and brands.

A range of new tools are now available for editorial teams, online product teams as well as marketing and audience teams to understand, interpret and look at what people are doing on the BBC.

Online editorial teams have access to real-time analytics which show which news stories and content are relevant and making people click on the article, where audiences come from and how engaged they are with the content they see. So, if we know lots of people are clicking on articles from a certain social platform or search engine, we can build this into our plans. New features which test the reaction of audiences to different news headlines for instance are being rolled out too - so we can modify and change these depending on how the story develops.

myBBC is also helping these teams commission programmes for audiences. For example, if knowing about the interest and is getting on our site and how audiences are engaging can be useful in informing commissioning decisions such as what further programming would help people delve a little deeper into that subject.

Our online teams can now test to see how our audiences react to small, and sometimes large, changes in the way the product looks – ensuring changes benefit users and don't shock or confuse people. We have run these tests across the BBC Homepage, BBC iPlayer and BBC Sport on both responsive web and mobile app.

Our direct marketing teams are now able to produce more personalised newsletters to those who want them, understand how to let audiences tell us what they like when signing up for a personalised features or app more easily and use analysis to identify themes within content to provide better recommendations- so audiences will never miss the gems they might not otherwise have found on the BBC.

And, our audience teams are able to tap into information about what audiences are doing across the different devices and platforms they're consuming BBC content on. So, if we know you like catching up on the news headlines on the way to work on your phone, or love a specific BBC drama – we can let you know when a new series is on its way.

### ***What's next?***

myBBC has already delivered audiences significant benefits, but there's lots more still to come.

In the next couple of months, the BBC will launch a new mobile app called BBC+, helping you discover collections of content you're interested in from across the BBC in a simple, easy to use app.

2016 is a big summer of sport – from tennis at Wimbledon – to Euro 2016 in France and the Olympics in Rio. Following the success of the London 2012, the first truly digital Olympics, we'll be making these events more personalise to you, so you'll never miss the latest gold from Team GB or goal alert from your favourite team at the Euros.

Later this year, we'll be rolling out a new BBC Identity (ID) system – more robust and even more secure than the existing one, it will ensure you benefit from these personalised experiences on whatever devices you're using.

In the next couple of months, we will also be launching a new 'privacy hub' - an area on the BBC explaining our approach to data and privacy policy. A key part of this is to strip out the jargon and make it as understandable as possible. We know many of you find pages and pages of legal terms and conditions confusing, so we're trying to keep this simple and clear. We also hope this will help you understand what to look for when using others services online.

The BBC's position is simple:

- We believe your data is yours. Wherever we collect and use your data, we will only use it to bring you the things that matter to you, surface hidden gems that you might not otherwise have found, and improve the BBC's services.
- We'll put you in control over how we use your data, and be open and transparent about what we're using your data for. You will always be able to change or delete it.
- We will not do anything with your data that isn't clearly explained, or that you don't agree to. We will never sell your data, let other organisations track what you do with the BBC for their own purposes, or spam you.
- And we'll guard and protect your data. The BBC is set up to serve the public, and to help everyone in the UK get the best out of digital technologies and the BBC. We have no reason to collect your data other than to serve you better.

myBBC capabilities are being deployed across the whole of the BBC. The next and final 12 months of the programme will see us continue the journey to make the BBC ever more digital and personal. Our plans are focused on audiences – encouraging not only for viewers, listeners and readers to sign-in to the BBC, but to grow the current 2m active monthly users who come back regularly to benefit from more personalised experiences by signing in. The capabilities the programme has created and the audience data the BBC now has available will continue to be built on to ensure we deliver the best and most creative BBC for audiences.

*May 2016*