

SUMMARY

The BBC's online strategy is to create **one** service combining BBC Online and Red Button by delivering **ten** products¹ to our audiences across **four** screens and looking at emerging technologies and innovation opportunities.

The Putting Quality First Online Review (PQF) launched in January this year, made significant changes to our online service: reducing the number of websites, refocusing on 10 audience-facing products and building collaborative editorial, design, marketing and technology teams working on a single platform. We are well on the way to **25%** savings, to be completed by next year.

Delivering Quality First (DQF) builds on the solid PQF foundations to extend our service for audiences and the industry. To deliver this connected strategy, we will focus on:

- ◆ Richer content
 - **Integrating our linear and non-linear services**, ensuring the full range of BBC content is available whenever and wherever audiences want.
 - Presenting and linking the BBC's content online in new ways to create **outstanding social, personal and interactive experiences**.
- ◆ Greater choice
 - Allowing audiences to consume BBC services seamlessly across **four screens**: mobile, computer, tablet and connected television.
 - Making our content **permanently available** by putting the best of the BBC's archive online.
- ◆ Open for all
 - Providing audiences **universal, unfettered and free access** to the full range of our content on as many devices as possible.
 - **Sharing our technical platforms, metadata and code**, where we can, with the industry to support a creative, digital UK.

Reduction in broadcast Red Button scope, creating consistency across platforms – and a refocus on the connected Red Button experience. Funding for **BBC Research & Development** will be stabilised and then frozen for the Charter period (up to 2016/17).

For our staff, this will mean:

- ◆ Even closer collaboration between **editorial, technology, design and marketing** across the BBC and BBC Worldwide with Future Media (FM) distributed around five main geographical centres.
- ◆ Further **integration of linear and non-linear** practices and production workflows.
- ◆ Increased **multi-skilling** and cross-platform teams.
- ◆ We will be required to generate further **incremental productivity savings** after the completion of the current PQF initiative.

FURTHER INFORMATION

BBC ONLINE

The work of BBC Online will prepare the BBC for a fully-converged digital world, where linear and non-linear content combine to form seamless audience experiences across multiple devices. This will build on the changes that BBC Online has already been through and will result in reinvestment in a number of areas, including:

- ◆ **Four-screen experiences**: extending the depth and breadth of our content offer across connected TVs, computers, mobiles and tablets.
- ◆ **Digital curation**: using editorial, social and personal tools to make the most of all our content, surface new and unexpected things, and enable outstanding interactive journeys and experiences for all our audiences.
- ◆ **Social experiences**: to allow us to make the most of the growing popularity of networks off bbc.co.uk, extending the reach of our content, engaging with new audiences and closely integrating the experiences back into BBC Online.
- ◆ **Open access**: to ensure our products are available on as many new consumer platforms and devices as we can – to make them as far-reaching as possible, improving accessibility and value for audiences.
- ◆ **Archive services**: making our content permanently available by continuing our work to put the BBC's back-catalogue online, allowing audiences to access our programmes across all devices.
- ◆ **An open technical platform**: enabling us to become more open by sharing our technical platforms, metadata and code with the industry in support of a more digitally creative UK (where contracts and regulations make it possible).

RED BUTTON

Audiences will see a more consistent Red Button offering from the BBC – with the same service available on all TV platforms. These changes pave the way for new IPTV services for connected TV sets, delivered through the Red Button.

- ◆ To achieve consistency across all output the number of video streams available on Satellite and Cable will be reduced from nine to the one stream currently available on Freeview towards the end of 2012, after the Olympics.
- ◆ Reorganise and potentially rationalise the digital text service we produce and close the news-multi-screen.
- ◆ Create a new Red Button portal to bridge the gap between traditional TVs and the internet. This service will be an integral part of the BBC's four-screen strategy which, amongst other benefits, will enable audiences to consume content seamlessly between their mobile, computer, tablet and television.

FINANCIAL AND OTHER INFORMATION

REINVESTMENT

A Digital Innovation Fund of £40m has been identified and many of the reinvestment opportunities are dependent upon savings found across the BBC. Any reinvestment will be phased up to the end of the period and will focus on the BBC's editorial priorities.

Savings*

From PQF:
BBC Online savings through PQF (by 12/13) = **c£35m** service licence

From DQF:
Pan BBC savings through DQF i.e. scope and productivity savings through Red Button and productivity savings through Online (by 16/17) = **c£36m**, of which **£14.8m** will be saved in FM.

Post closures

From PQF:
c360 post closures across digital with c120 in FM including vacant post closures and contractor closures.

From DQF:
Dozens of posts may be altered or closed as a result of these initiatives in FM.

*Part of these savings are allocated to other divisions, therefore divisional DQF savings will not sum to pan-BBC DQF savings

RELATED PROPOSALS

- ◆ BBC Online editorial teams not based in Future Media
- ◆ Red Button editorial teams and distribution
- ◆ Contractual relationships with satellite providers

Future Media services are highly integrated with the rest of the BBC so close collaboration is key.

¹ News, Sport, Weather, CBBC, CBeebies, Knowledge & Learning, TV & iPlayer, Radio & Music, Homepage, Search