

Mobile Platforms Osaka, Japan - March 2011

Nick Gallon Head of Mobile Platforms - Future Media

BBC's take on Mobile Technology



BBC: Multi-brand, multi-platform. Inform, Educate, Entertain



Global: 240m+ consume BBC News every week

UK: BBC reaches 97% of population across
TV, Radio and Online, averaging 20 hours per week

BBC Mobile at an all-time high

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MILLION

What drives traffic to BBC?

Of the 3.3m weekly users in January:

- Sport – 1.5m
- News – 1.1m
- BBC iPlayer – 0.55m
- Weather – 0.24m

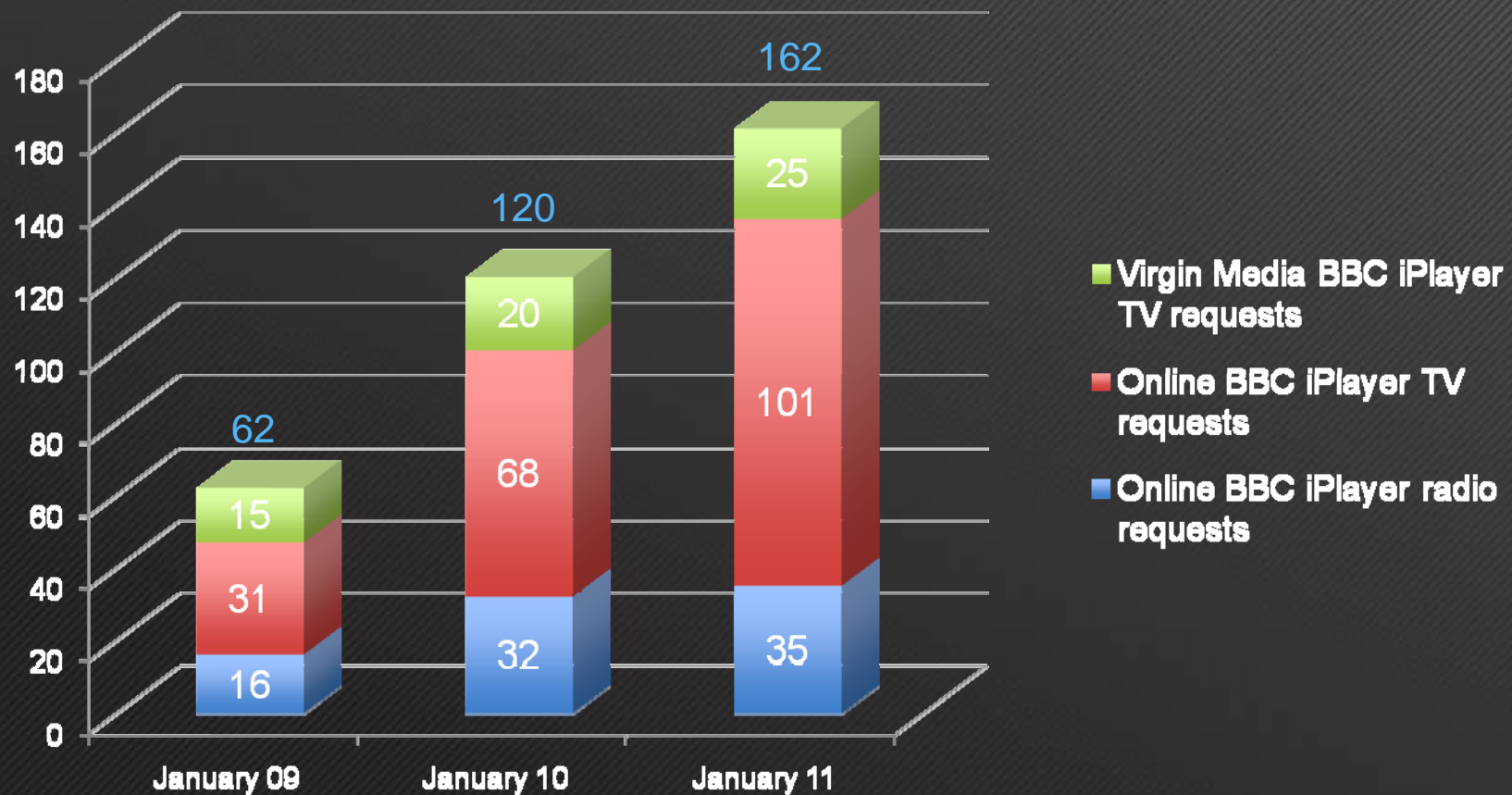
Breaking News is also a key driver:

- 10 February – Egypt crisis comes to a climax.
383,170 view BBC News on a mobile device

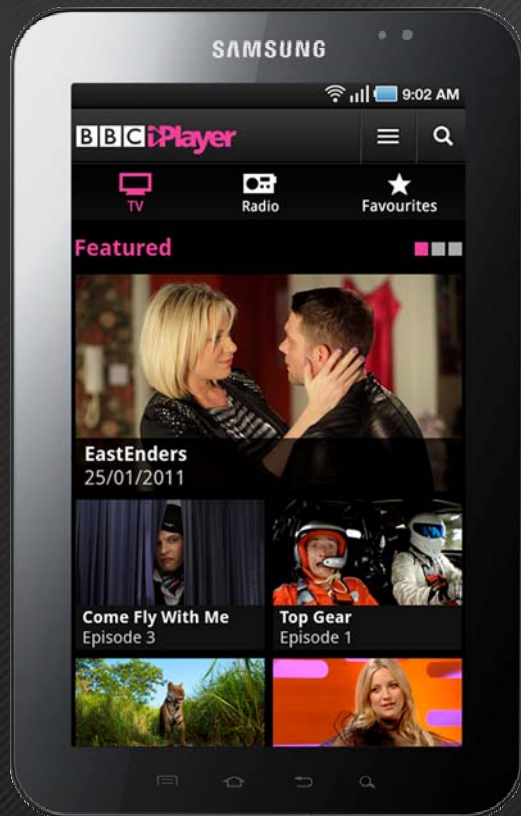
Total monthly BBC iPlayer requests across all platforms



BBC iPlayer broke last month's record with a new high of 162 million requests for programmes across all platforms in January 2011



BBC iPlayer app is launched

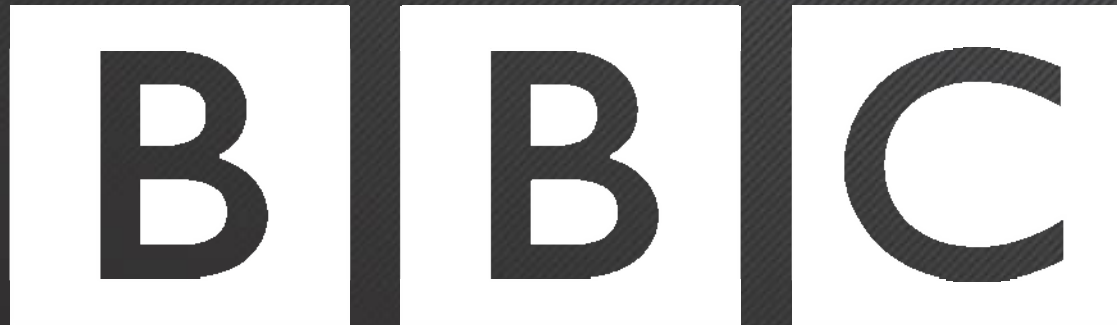


So where do we go from here?



BBC – your ‘ticket’ to the 2012 Olympic Games





Thank You!

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