

4. Client: BBC

Challenge

Present an idea that uses open platforms to allow consumers to contribute, adapt and develop their own experience – to give the BBC news audience around the world a more global voice. Can big global events create a shared global experience? Or can local newsworthy events be given more global relevance through a more personal viewing, listening and reading angle?

Background

The BBC is one of the world's most popular news providers with a massive and growing audience across the world. From London to Lagos to Lima, the corporation's international news output reaches over a quarter of a billion people every week across Radio, TV and Web.

But throughout the world, people's experience of the BBC's news content varies: from a family religiously watching a nightly news bulletin in Libya (where they have a 42% reach), to a teenager navigating to them for the first time on their mobile in Nigeria (which is driving the BBC's global mobile traffic growth).

Considerations

- The best responses to this challenge will harness the power of multiple and real human stories from across different countries and sides of the story, becoming greater than the sum of their parts as they amplify at a global level.
- Consider your audience and the devices they use to create a dynamic News experience.
- How can people help to evolve the service post launch?
- How might the BBC optimize this News experience for the audience? What are the specific user needs and desires? Think about the devices they use – are there any common needs across platforms?
- How might this translate outwards to the wider BBC News audience?
- What are the different levels of audience participation and interactivity?

Target audience

The audience is global. Within that, target your user group and profile them accordingly.

Further information on client

www.bbc.com