

Case Study: BBC

The BBC team used IPA TouchPoints' unique daily life data to give audience context to the digital and device data they had and in order to identify opportunities in the non-linear audio space.



Bed to Bed - investigating non-linear digital behaviours and the delivery of online content

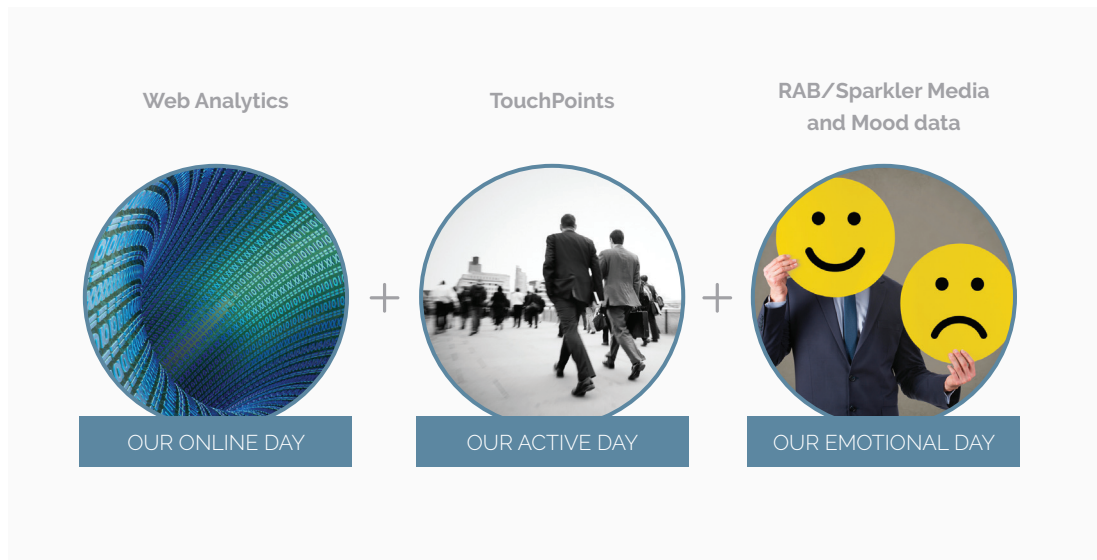
Background

The BBC Radio Audiences team were seeing growing evidence that listeners were engaging with our radio brands away from the broadcast station, in digital spaces. But, unlike the linear listener, what we didn't know was how these non-linear touchpoints fitted into the daily lives of our listeners – what were the behaviours and needs associated with them? So, the ambition behind Bed to Bed was to drive a much more practical and utility-led approach to our delivery of online content across the day. Broadcast content had been looking at audience behaviour across the day for years but this was the first time we'd thrown non-linear digital behaviours into the mix.

What we did

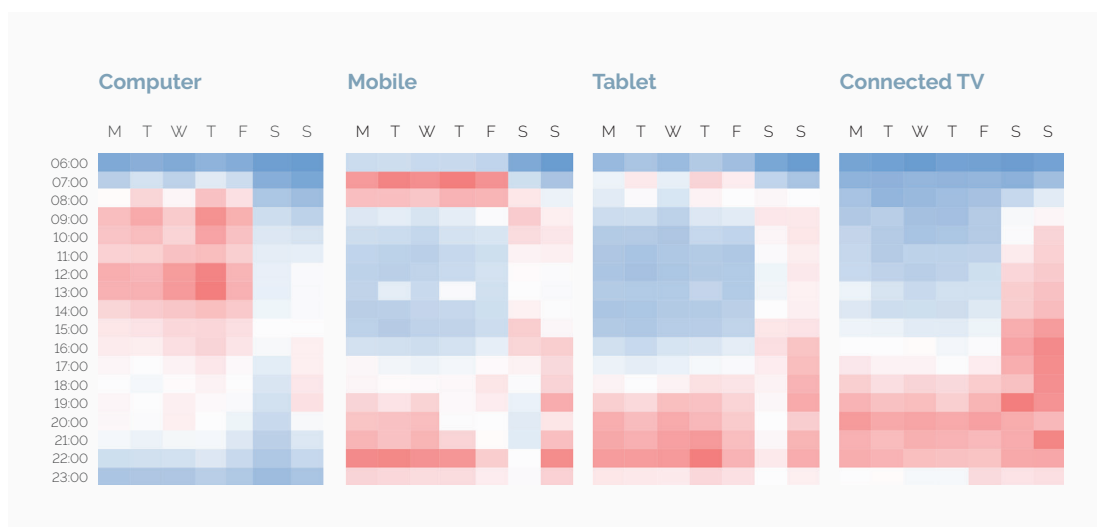
A key advantage of this analysis was that it used what we already had at our disposal – which was any existing datasets that had a temporal element. There were three that we initially selected for analysis: our internal analytics data; a diary based one-off study from the RAB; and the IPA's TouchPoints survey.

A coming together of 3 data sources



First of all, our web analytics gave us very detailed data. The heat maps below show the devices used to access the BBC's Radio & Music content online. Computers dominate during the day with very little activity outside of the working day or at the weekend, which is when Connected TV and tablet come into their own, while mobile bookends the working week with a strong skew to the morning and late evening, but also some activity on the weekend.

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



And we could drill down further to reveal, by radio station, the different type of content (live/on-demand radio or video clips for example) being accessed.

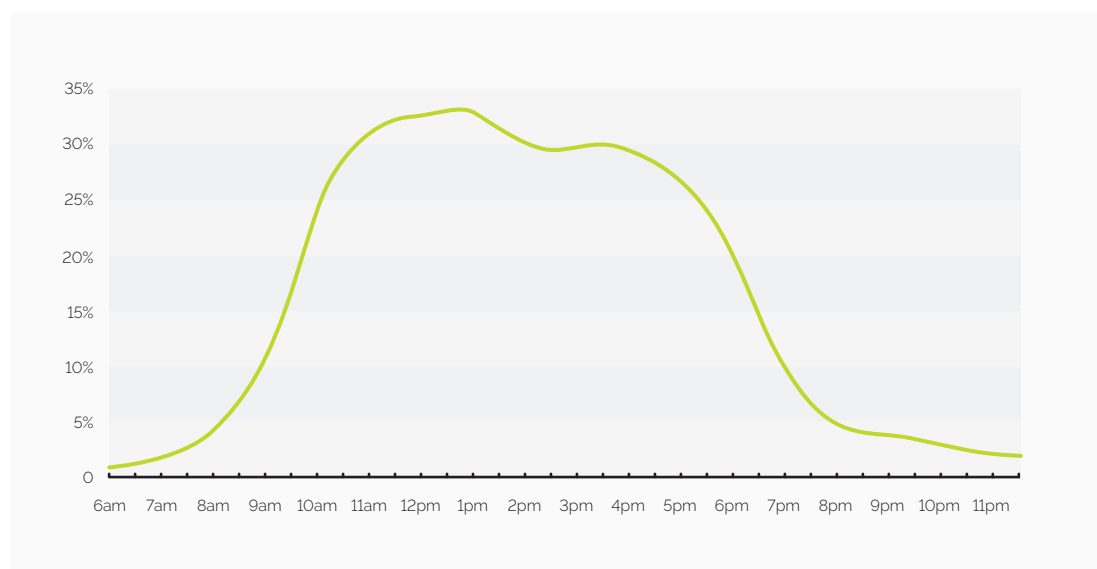
Next, the RAB's Emotional Multiplier tracked how people were feeling across the day in terms of how energetic they felt, how happy they were and how much attention they were paying to media, which was a vital piece of the data jigsaw and could be broken down by broad age-groups.

The role for IPA TouchPoints

Finally, the IPA's TouchPoints provided the all-important context to our digital data. It gave us a fuller picture of what our audiences were doing at different times of the day to help us understand what lies behind the device and digital data we were seeing, as well as suggesting how we could do things better in non-linear spaces to fit in with our listeners' lives. The scale of the survey also meant that we could look at very precise demographics that were appropriate for each of our radio stations.

So, for example, looking at our working patterns, we saw how most workers have started their working day by 9am and stopped by 5:30pm – which re-emphasised the importance of the weekday PC live audio listening we were seeing in the digital data, as well as the mobile commute.

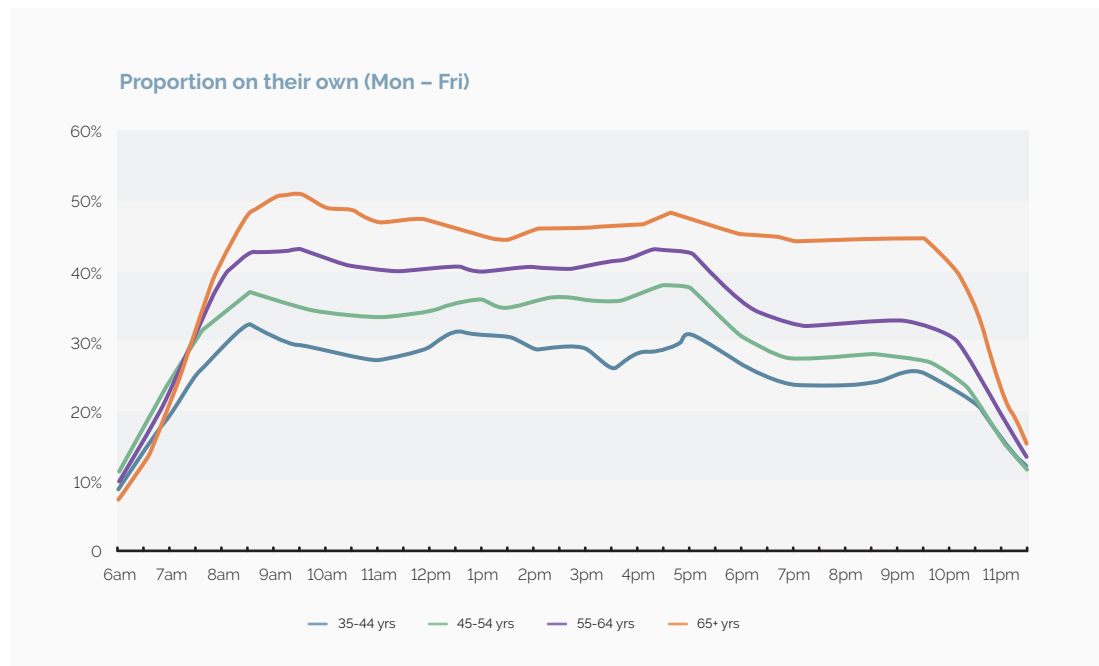
Working 9-5 is still the norm Proportion of All Adults who are at work on a typical weekday



Source: IPA TouchPoints

And we could see who people were with too, revealing some interesting differences by age with c.40-50% of those aged 65+ on their own during the week, falling to only 1 in 5 of 35-44s, which has implications for the context in which listeners are coming to us and what they need.

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



Source: IPA TouchPoints/BBC Marketing & Audiences

The end result

A key ambition for Bed to Bed was to drive a more utility-led approach to our delivery of online content – better matching the content we surface to what we know our listeners are doing and in the mood for at that time, and in a way that fits with their existing digital behaviours – basically, the approach we're used to on-air being applied online. But actually some of the insights we uncovered were so compelling that they've flowed back into on-air too.

We've run the analysis twice now and are thinking of a third iteration. And that's where this methodology is so practical because it allows you to do this at any level of sophistication with any time-based surveys you have access to.