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BBC World



BBC World – A Global Resource

- The BBC's commercially-funded international news and information channel
- The world's largest newsgathering organisation
- Global reputation for balanced, accurate and analytical journalism



Reaching Viewers

THE AIM?

- To secure the widest possible distribution for BBC World

HOW?

- The 'traditional' route via cable and satellite outlets and on a 24/ 7 basis
- New technology
- New consumption patterns
- VOD, broadband, live delivery to aircraft, PDA's, mobile phones and mobile televisions

Mobile News – The Way Forward?

- **Video handsets – increase in availability of models and units**
- **Will people use them?**
- **Many people with video handsets do not know they have video capability**
- **Handset sophistication and increased technology awareness drives the demand for video content and news**
- **The new NOKIA device makes the browsing experience and access to content increasingly attractive**
- **BBC World and the new NOKIA device pilot scheme**

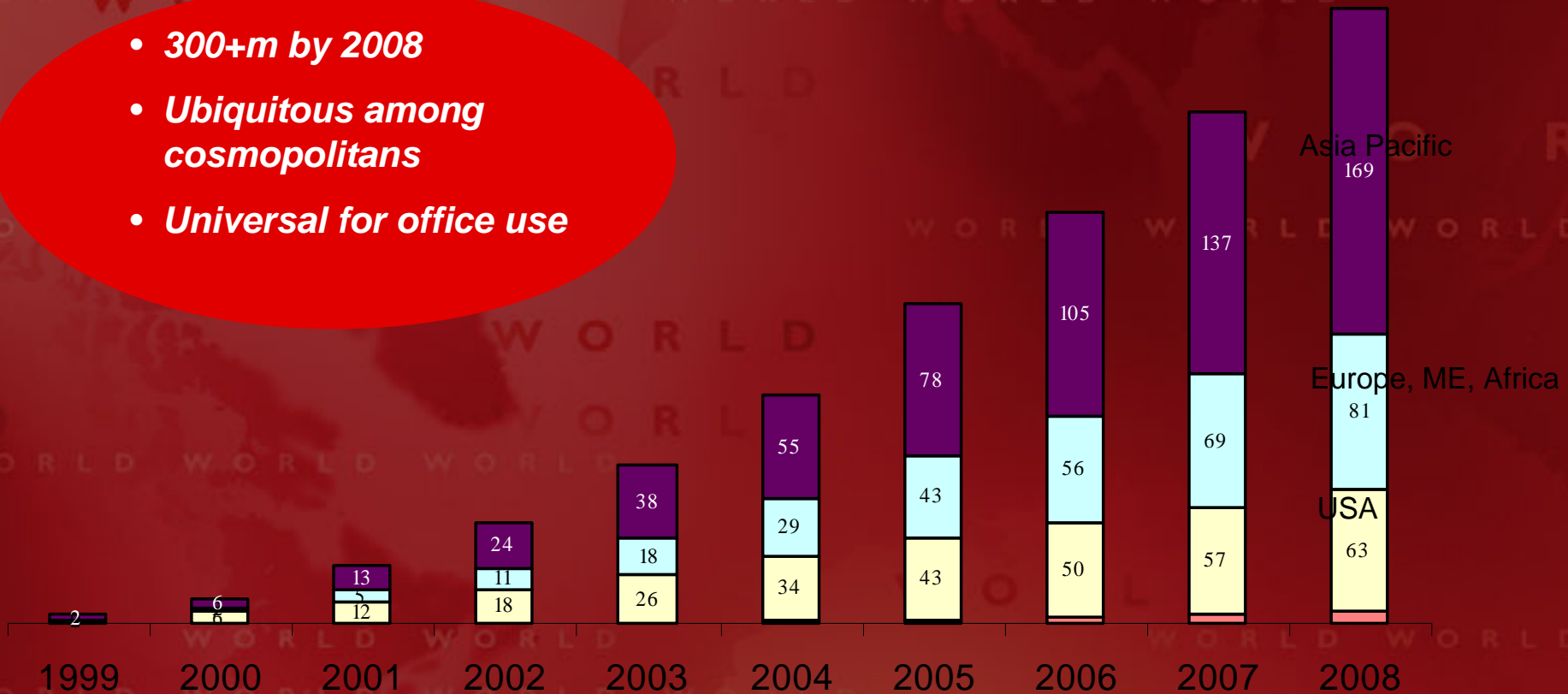
Media Economy

- Post-9/11
- Economic growth strong in emerging markets and global advertising
- PWC expects global media industry to grow by \$500 billion 2003-2008 (40% growth)
- Driven by
 - Rising prosperity*
 - New distribution channels*
 - New technologies*
- Global media market will become more competitive
 - Investment in local broadcast media*
 - Investment in international news*
 - Investment in new media innovation*

Broadband Becomes A Core Expectation

Broadband households - growth to 2008

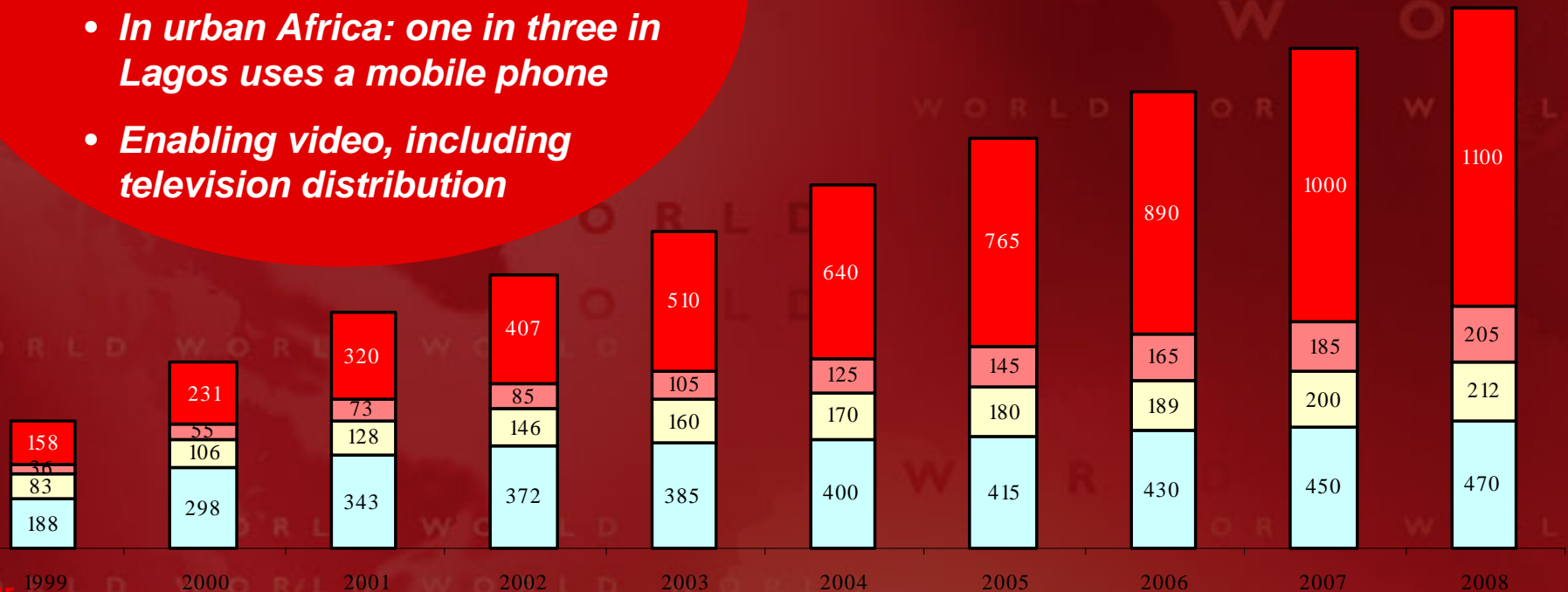
- *300+m by 2008*
- *Ubiquitous among cosmopolitans*
- *Universal for office use*



Mobile Goes Universal

Mobile users - growth to 2008

- *Half of all adults in the world – 2 billion*
- *Universal in advanced and transitional markets*
- *In urban Africa: one in three in Lagos uses a mobile phone*
- *Enabling video, including television distribution*



Content Providers – What Do We Get And What Can We Provide?

- Extra viewers
- Diversification
- Viewing experience
- Bespoke products/ tailor made bulleting for mobile use
- Package offering
- Payment

Summary – New Delivery Methods - DTT, IP And Mobile Phones

- **DTT licences and distribution deals in Sweden, Italy, Netherlands and Germany**
- **“Triple Play” in the Nordic territories**
- **Delivery of content signal via IP**
- **VOD applications**
- **Live aircraft feed**
- **Delivery of live content and packages to mobile phones**
- **Delivery to PCs**

Conclusions

- Vision of being the worldwide authority for news and analysis
- Delivering something 'extra'
- Importance of entering new markets