



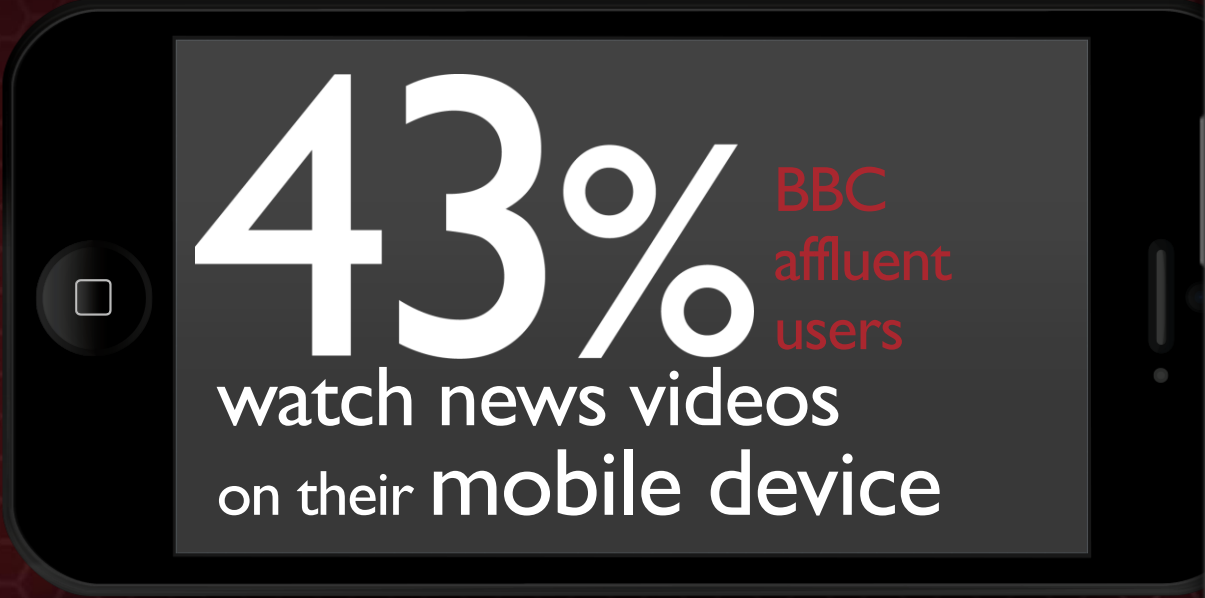
UNLOCKING THE POWER OF MOBILE ADVERTISING

BBC
.com

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43% BBC
affluent
users
watch news videos
on their mobile device

79% higher than other affluent users*



+21%
Year-on-year
change in
people reading
or watching
news in-depth
on a mobile
device**



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Sources: *Affluent Connection, Millward Brown, 2013 Q21. You said that you use your mobile phone for news-related content. Which of these do you do when browsing news-related content? **Connecting The Story, InSites Consulting, 2012

Samples: 1,908 (InSites Consulting) and 3,000 (Millward Brown)

Q.14. How would you describe the way you consume news on each device



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INNOVATION IS DRIVING CONSUMPTION



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BUILDING BRANDS WITH BBC MOBILE



BBC.com users **5x more likely**¹
to say that mobile advertising on bbc.com makes them
think a brand is:



Trustworthy



High Quality



Reputable

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Source: Affluent Connection, Millward Brown, 2013
Q38.. Seeing an ad on my mobile device for a brand makes me think the brand is...
Q39. Seeing an ad on BBC.com on my mobile device for a brand makes me think the brand is...
¹Affluent consumers thinking about advertising on mobile in general compared with bbc.com users thinking about mobile advertising on the BBC

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AFFLUENT CONSUMERS LOVE AFFAIR WITH MOBILE

“If you could only use one device to consume news”

+15%
mobile phone



+9%
tablet



-17%
desktop



YoY 2012/13



57% BBC affluent users
access the internet on their mobile at least once
an hour 39% for other affluent users



62%
BBC affluent users
access news apps at
least once a day
41% for other affluent users

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Source: Affluent Connection, Millward Brown, 2013. Q6. Which of the following best describes how frequently you access the Internet (excluding apps) from your mobile device. Q27. Of the different types of apps installed on your mobile phone, how often do you use them. Q31. When thinking of your mobile phone, please indicate how strongly you agree or disagree with the following statements. Affluent Connection, Millward Brown, 2013 and Connecting The Story, InSites Consulting, 2012. Samples: 1,908 (InSites Consulting) and 3,000 (Millward Brown). Q15. If you could only use one device to consume news, which would it be?

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MOBILE SCALE AND ENGAGEMENT



21m
news app
downloads¹



650m
Mobile & app PVs per month¹

app PVs up
68% YoY²



in-app video
views up
88% YoY²

GLOBAL

mobile & app PVs > Desktop PVs¹



>



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Source: ¹Omniture Discover, Q1 2014 monthly average (Jan-Mar).

²Omniture Discover April 2014

SCALE IN AFRICA



36%

global PVs to BBC sport mobile site come from **Nigeria and Kenya**¹

#1

country PVs to mobile site = **Nigeria**¹



App UB's Android

2x

more UB's than iOS in Africa²



Mobile and app PVs =

4x

desktop PVs in Africa²

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Sources: ¹Adobe Omniture, January 2014

²Adobe Omniture Q1 2014 monthly average (Jan – Mar)

Due to sampling rate, figures are accurate to approximately 95% accuracy

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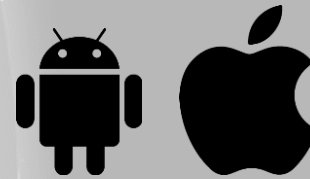
SCALE AND ENGAGEMENT IN APAC

60%

Mobile site
UB's
Increase
YoY²



Equal
Android and
iOS UB's in
APAC



130m
per month¹

Mobile and
app PVs in
APAC



100
per month

iOS App
PV/UB in
Australia¹



Mobile and
app PVs
in APAC

=

148%
desktop¹

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Source: ¹ Omniture Discover, Q1 2014 monthly average (Jan-Mar).
² Omniture Discover April 2014

SCALE AND ENGAGEMENT IN USA



36%

global UB's to news mobile site come from USA¹

45%

of global news app iOS PVs come from USA²

Mobile site UB's up

40%

YoY¹

App PV/UB

90

per month²

2x

iOS app UB's: Android UB's²



App PVs up

53%

YoY¹



App video views up

57%

YoY¹



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Sources: ¹Adobe Omniture, April 2014. ²Adobe Omniture Q1 2014 monthly average (Jan - Mar).
Due to sampling rate, figures are accurate to approximately 95% accuracy

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SCALE AND ENGAGEMENT IN EUROPE

app PVs
98%
YoY growth²



2m
iOS news app
downloads³



100m
Mobile and app
PVs per month¹

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Source: ¹Omniture Discover, Q12014 monthly average (Jan-Mar).
²Figure for EMEA not only Europe Omniture discover April 2014. ³iTunes as accessed through app figures.com
9 April 2014

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THE BBC AUDIENCE IS AFFLUENT AND LOYAL



60% more likely to work for Fortune 500 companies¹



bbc.com mobile users **5x** as likely to have taken **11+** business trips²



81% don't use another news site³



40% mobile users in top 25% income bracket⁴



80% believe it is worth paying more for quality brands⁵

BBC
.com

Sources: ¹BE Europe 2011 BBC.com users
²EMS+CEMS 2013. ⁴Target GWI Q3 2013 excl UK
(1.4bn/34,547 ³Comscore October 2013 ex. UK ⁴Monthly BBC.com users
⁵EMS+CEMS 2013 Universe/Base, (49,441,000 / 27,947)

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BBC MOBILE INCREASES AWARENESS AND VISIT INTENT



48%

uplift in aided brand awareness¹

31%

uplift in intention to visit

Among higher earners²

The campaign was even more successful with a

70% uplift in aided brand awareness¹

and a **53%**

increase in visit intent

57%

amongst daily users of BBC mobile site

41%

amongst daily users of BBC mobile site

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Source: ¹Millward Brown assessment of Budapest Museum of Fine Arts Campaign, Jan-Feb 2014, Sample 246. Refers to aided brand awareness

² those earning over \$48k or who preferred not to say

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BBC MOBILE LUXURY FRAGRANCE BRAND CAMPAIGN

125% uplift in aided ad awareness

22% uplift in aided brand awareness

88% uplift in purchase intent

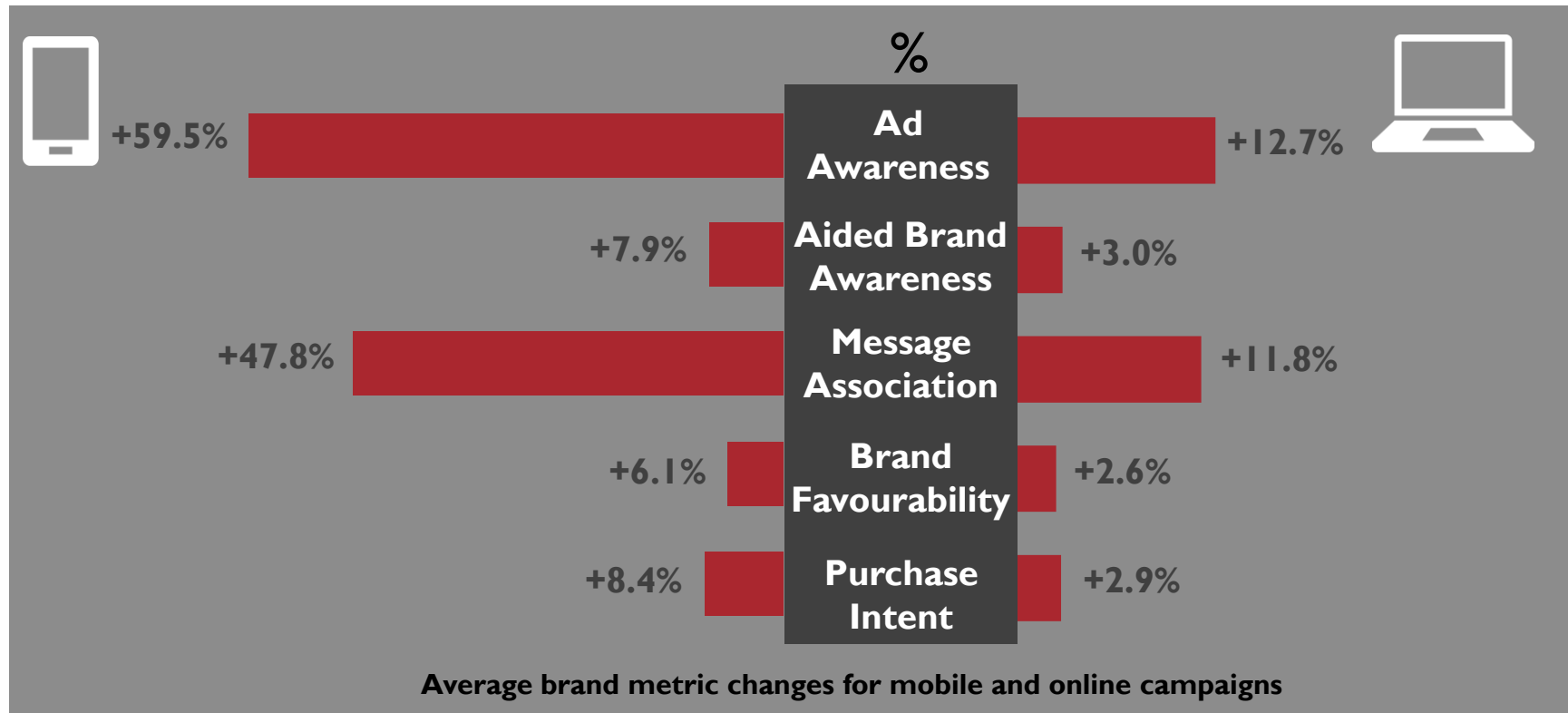


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Source: Millward Brown, (N=111) February 2014 *indicative increase

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MOBILE EFFECTIVE ACROSS ALL CAMPAIGN METRICS



Source: MarketNorms for Desktop, last 3 years, N=941 campaigns
AdIndex for Mobile Norms, last 3 years, N=114, campaigns,
Change = Exposed-Control



SUMMARY



**Trust
and
Quality**



**An engaged
affluent audience
receptive to
mobile
advertising**



**innovative mobile
solutions and
seamless
integration
regardless of screen**

Highly effective brand advertising