"I Think Therefore I Watch"

Presentation of
BBC Interactive Factual Programmes

by

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"I Think Therefore I Watch"

"How do I know what I think

until I see what I say"
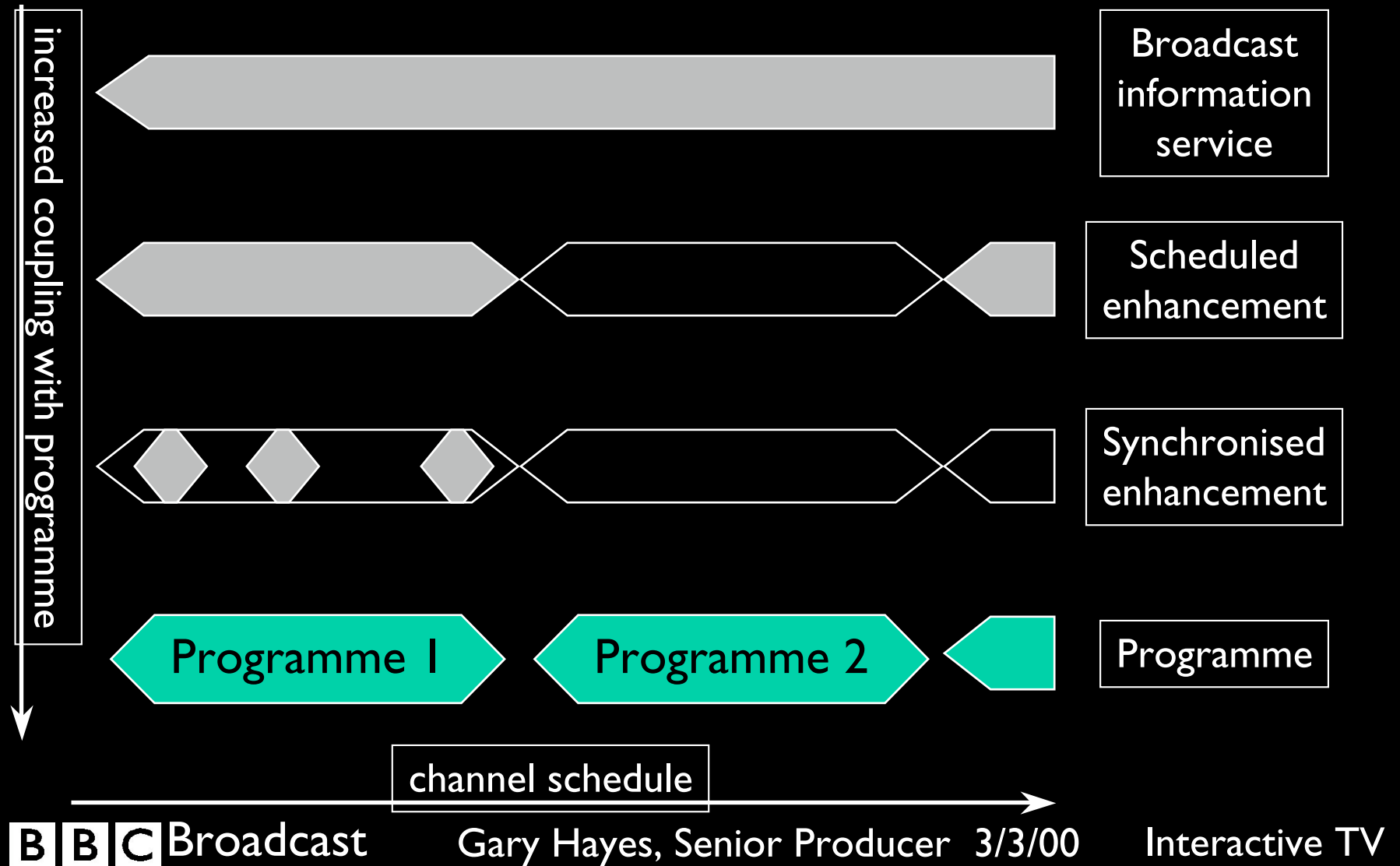
Lewis Carrol, Alice in Wonderland

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Interactive Factual Shows - viewers perspective

• I want explore in more depth, at my own pace

• I want to be able to link out to more - especially in my local area

• I expect relevant facts & activities on demand & immediately

• I would like alternative video and audio

• I want to personalise my experience - choose my own route

• I want to contribute, give my opinion to others and the makers

• I would like the producers to automatically know what I "really"
found interesting - for next time

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Types of 'broadcast' programme enhancement

increased coupling with programme

Broadcast information service

Scheduled enhancement

Synchronised enhancement

Programme 1   Programme 2   Programme

channel schedule

BBC Broadcast   Gary Hayes, Senior Producer   3/3/00   Interactive TV
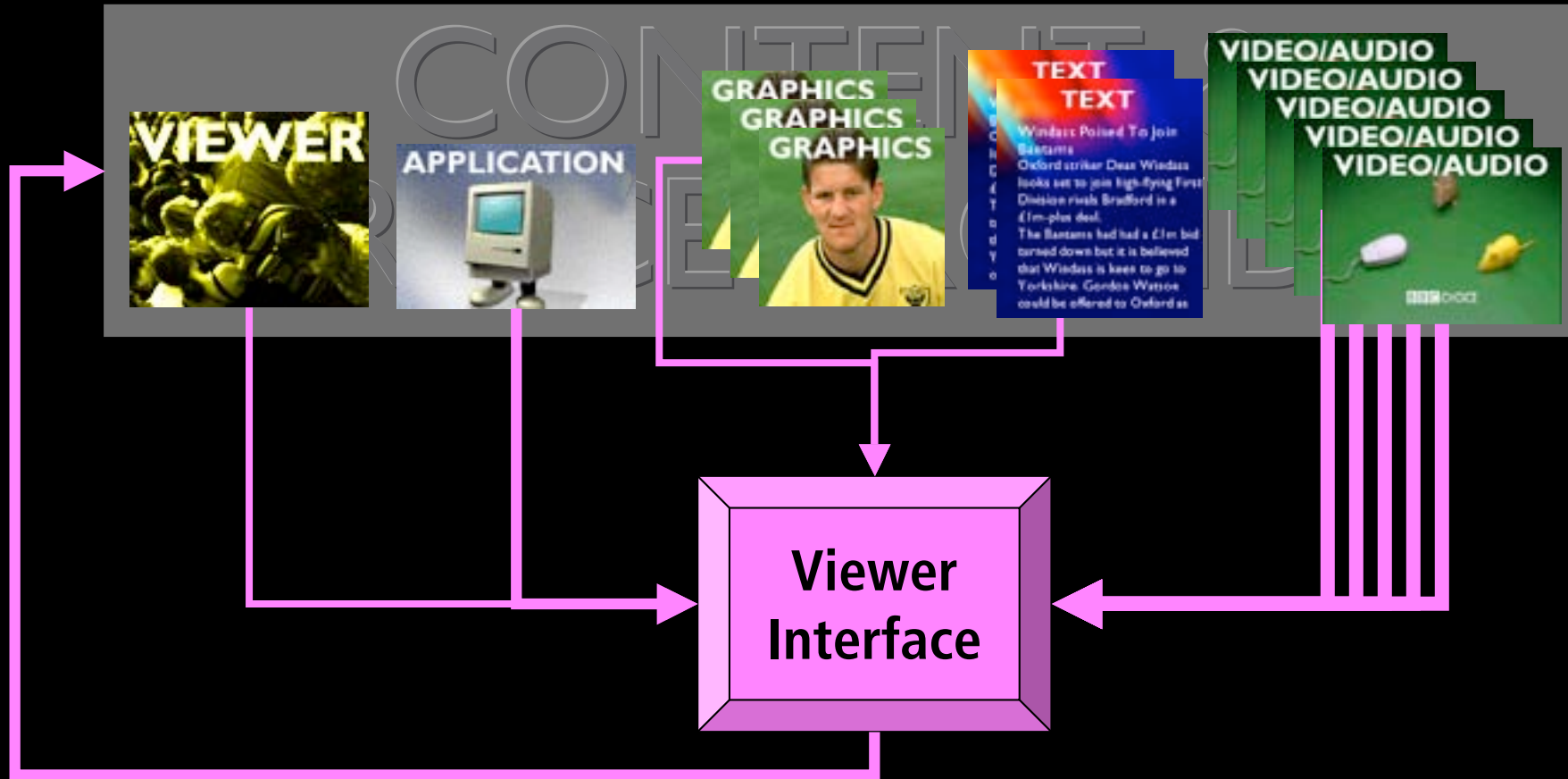
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Interactive Factual Shows - content providers viewpoint

- We deliver packages of interactivity around the linear show
- We can deliver fact sheets & research as real time add-ons
- We can finally offer the "cutting room floor" as alternatives
- Segmentation allows us to offer personalised routes
- We can create communities & loyalty around programme brands
- Profiling allows us to really find out what people 'watched & explored'

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What content providers must do

- *"How do I know what I think until I see what I say"*

- Be very clear about what an audience will want

- Learn how an audience will really interact

- Train linear producers in the range of interactive possibilities

- Build technical and production infrastructure to support these new delivery models

"I Think Therefore I Watch"

THE END