

B B C

UNBOXD

LISTENING TO YOUNGER AUDIENCES

WHAT IS UNBOXD?

In 2025, the BBC launched UNBOXD - a campaign to listen to what matters to young people and reflect their needs as we shape the BBC's future.

We have focused on hearing from 16-24-year-olds in as many ways as possible, reaching around 5,500 young people through everything from surveys to online listening labs to AI-powered chatbot interviews. Our BBC partners, such as Children in Need, also helped us make sure we heard from as wide and diverse an audience as possible.

What we learned is summarised below. 16-24-year-olds are a diverse group of individuals but these findings offer us insight into the common themes we heard around the needs, interests and lives of young people, and what they want from the media brands and services they use every day.

The BBC will use the detailed findings to guide the content we create for this generation and the next, and to inform all our plans for the future.

The results in this report are the findings of five research studies:

Two quantitative studies:

- ❖ A nationally representative online survey of 750 16-24-year-olds and 1,000 aged 25+, conducted by Ipsos UK in November 2025.
(Unless otherwise stated, this is the source for all figures in the report.)
- ❖ UNBOXD online questionnaire, hosted on the BBC website between October 2025 and January 2026, with responses from 3,553 16-24s who chose to reply.

Three qualitative studies:

- ❖ Online AI-powered chatbot interviews with 1,002 18-24-year-olds, conducted by Focldata in October 2025.
- ❖ Online listening labs with 244 18-24-year-olds, conducted by Beatfreaks in November-December 2025.
- ❖ Online focus groups with 23 youth workers from Children in Need partner organisations conducted by the BBC Virtual in Person team in October 2025.

(All quotations cited in this report are from the above three qualitative studies.)



BBC
UNBOLD

OPTIMISTIC BUT OVERWHELMED



EastEnders
Credit: BBC, Jack Barnes

OPTIMISTIC BUT OVERWHELMED

Many young people are hopeful about their lives – but the future feels fragile. Optimism and anxiety sit side by side, shaping what they want from media.

Younger audiences have a positive outlook: over 4 in 5 (81%) 16-24s say they're happy right now – reflecting the UK average levels (82% for 25+). Looking beneath the surface of what makes 16-24s happy, they - just like older age groups - see the importance of secure foundations (health, financial situation, housing) but they put more emphasis on social life and social status than older age groups as a driver of their happiness.

Many 16-24s feel optimistic about their lives and their abilities to achieve their goals with a clear sense of the skills they need to get there.

Positive outlooks: the majority of 16-24s are hopeful for their futures – significantly more so than the 25+ population:

62%

feel optimistic about their future (vs 54% for 25+)

66%

believe their ambitions are achievable (vs 50% for 25+)

66%

expect their overall quality of life to be much better in five years' time than it is now (vs 38% for 25+)

65%

know the skills they need to get the job/career they would like (vs 46% for 25+)



Yet optimism sits alongside real concerns.

While young people feel broadly positive about their own lives, they are uncertain and pessimistic about the UK and wider world. It is no surprise that, just like other age groups, the high cost of living leads their worries: 6 in 10 feel it is a worrying issue impacting the UK at the moment (vs 76% for 25+).

Broader societal issues, such as the economy and healthcare/NHS, also rank as key concerns – albeit to a lesser extent than among older generations. Compared with the 25+ population though, younger people are more likely to worry about personal issues, such as job security: **1 in 3 feel that job security is a worrying issue facing the UK today, significantly higher than for those aged 25+ (1 in 5).**

Overall, the picture is one of contrast: personal happiness, ambition and positivity on one hand, and a sense of vulnerability to forces beyond their control on the other. Understanding this balance is key to meeting the needs of younger audiences today.

■ ■ *Life in the UK is not very good right now. Cost of living is insane and getting a job is really hard. I have applied to jobs for the last year and haven't got any.*

(Male, 20)

■ ■ *I worry about political and climate change mostly. They make me feel stressed in my daily life as I feel I have no control and we have no certainty about the future.*

(Female, 24)



OPTIMISTIC BUT OVERWHELMED

What does this mean for media?

There is a role for media to help reduce the negative burden young audiences are already exposed to. This isn't about avoiding reality but acknowledging where hope exists alongside challenges. We heard that younger audiences want less negative, less divisive news and more uplifting stories, especially about young people. The young people in our online listening labs felt that doomscrolling and bad news are everywhere.

BBC News can play its role in this. As well as providing young audiences with news and information they can trust, it can respond to their need for useful, positive and hopeful stories.

■ ■ *Everything is so negative now... it puts me in such a bad mood... there's an account I follow that gives you positive news and I feel like that's really refreshing.*

(Female, 23)

For the BBC to fulfil its mission to inform, educate and entertain all audiences, it needs to offer young people news, education and much more. It needs to serve them with brilliant entertainment and content that brings them joy and escapism, wherever and however they are looking to unwind.



Gavin & Stacey: The Finale

Credit: BBC, Toffee International Ltd, Tom Jackson

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FINANCIAL STABILITY FEELS OUT OF REACH



*The Apprentice S20
Credit: BBC, Naked, Ray Burmiston*

FINANCIAL STABILITY FEELS OUT OF REACH

Financial stability is essential to young people, but rising costs make freedom and quality of life harder for them to achieve.

Like the broader population, 16-24s feel financial stability is a cornerstone of happiness, with close to 9 in 10 (86%) saying their financial situation is important to feeling happy (vs 97% for 25+). As such, financial stability featured within the top 3 reasons of happiness for 16-24s as well as older age groups. Our online AI powered chatbot interviews heard from young people that they link that stability to independence and the ability to build a comfortable future without constant worry about unexpected financial setbacks.

▀▀ **Money is like a first step to being free according to me [and] I can focus on other goals as well that require money.**

(Male, 21)

▀▀ **Financial stability is so important to me because it improves your quality of life, lowering stress.**

(Female, 20)

Young audiences do not want to have to choose between money and purpose:

A high-paying job is significantly more important to younger audiences than other generations

(74% vs 48% for 25+)

BUT

What is an even greater priority to 16-24s is having a job that feels meaningful.

(85% vs 73% for 25+)



Yet the reality is tough. While 16-24s have high hopes for the future, there are also high barriers. From our discussions with Children in Need youth workers, we heard that the cost of living is a barrier to young people achieving their aspirations and can make them feel socially excluded – for example, a lack of free, accessible spaces can mean it is hard to connect with others.

■ ■ ***It's £4 for a coffee...£12 to go to the cinema. Even if you want to connect online, there's the cost of a gaming system...there is a cost to being socially connected as a young person in a way that I don't think we've seen in Britain in this way.***

(Children In Need Youth Worker)

This was echoed by young people themselves. In our survey, 44% of 16-24s said the high cost of living is a barrier to achieving their dreams (vs 42% for 25+) – alongside their current financial situation (32% for 16-24s vs 28% for 25+). They also felt held back by a lack of connection through not knowing the right people (32% for 16-24s vs 17% for 25+) and a lack of self-confidence (30% vs 22% for 25+) – much more so than older audiences.

Our online AI-powered chatbot interviews heard from young participants that, in turn, negative feelings can arise from financial insecurity and unstable job prospects as well as the challenges of transitioning into the next stage of their life – creating a culture of comparison. As such, 44% of 16-24s admit feeling jealous of those they see as more successful, twice the rate of older generations (22% for 25+).

■ ■ ***I want to be financially stable, this means I want to be able to just buy food for my friends that need it.***

(Male, 21)



FINANCIAL STABILITY FEELS OUT OF REACH

What does this mean for media?

According to our UNBOXD online questionnaire, **65% felt that personal finance is an important topic for the future, but the content they are seeing from media providers doesn't feel right.** Many also felt that the content wasn't right for career planning (expressed by 56% of UNBOXD respondents) or life skills (52%) either.

The BBC could do more to make sure young people have the information and advice they need in areas like personal finance and career planning. It should make sure they can easily navigate everything the BBC has to offer across all its platforms, and do more to make sure they can benefit from trusted voices such as The Martin Lewis Podcast and trusted brands such as BBC Bitesize as well as its wider educational content.



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BALANCE AND MEANING MATTER



The Celebrity Traitors
Credit: BBC, Studio Lambert, Euan Cherry

BALANCE AND MEANING MATTER

For this generation, true success means finding a sustainable balance between purpose, pay and personal wellbeing.

For most 16–24-year-olds, work and study matter for feeling happy. And they want both high pay and high purpose in employment. But they also want time and fulfilment outside working hours. More so than older cohorts, they do not want to compromise between having money and meaning at a sustainable pace. Balance is everything for this age group.

As with older audiences, health is wealth in its own way, and both mental and physical health are equally important, with nearly 9 in 10 linking them to both to happiness and success (96%–98% for 25+).

■ ■ *The most important thing to me right now is finding balance, taking care of my mental and emotional wellbeing while continuing to grow and move forward in a meaningful way.*

(Female, 23)

■ ■ *To me, success means living a life I am proud of, it has nothing to do with monetary success or social success.*

(Female, 20)

**Balance is key:
Work-life balance is 16-24s' number one sign of success**

- way ahead of older age groups, who ranked this 7th within their measures of success.



BALANCE AND MEANING MATTER

What does this mean for media?

Our online listening labs heard that media can offer opportunities to provide the balance that young people are looking for, as media can be highly valued as:

- ⚡ **a place to unwind (with shortform content having the edge here)**
- ⚡ **a place to escape**
- ⚡ **a space to inform**
- ⚡ **a space for advocacy and to find support on social issues that matter**
- ⚡ **a space of connection, intimacy and empathy – real stories, lived experience**
- ⚡ **a space to explore – hobbies, faith, skills.**

The BBC should play its role in helping young people achieve balance through content made with meeting these specific needs in mind. **Bringing together entertainment with information and learning about skills, hobbies and interests; telling real UK stories of communities and faith; and offering people experiences they can share in and help create together.**



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COMMUNITY IS CRITICAL



Boarders S2
Credit: BBC, Studio Lambert,
Jonathan Birch, Rashpal Gurm

COMMUNITY IS CRITICAL

Community comes in many different guises but echo chambers could create divisions.

This generation places high value on supportive relationships and community, helping many through the everyday. **This is about more than just building strong connections** as community gives young people identity, validation and a sense of belonging: our online AI-powered chatbot interviews heard from young people that it tells them “people like me exist” and “I have a place”.

Building a really good social circle for myself in which I can be my most authentic self [is important to me].

(Female, 19)



When asked what ‘success’ in life means:

86%

say it is important to have a strong network of friends or community (vs 90% for 25+)

85%

say it is important to have a strong and supportive relationship with family (vs 93% for 25+)

79%

say it is important to be in a positive/loving relationship (vs 83% for 25+)

Many already feel this support and they crave community – more so than 25+ audiences:

61%

say they have a strong network of people around them (vs 56% for 25+)

55%

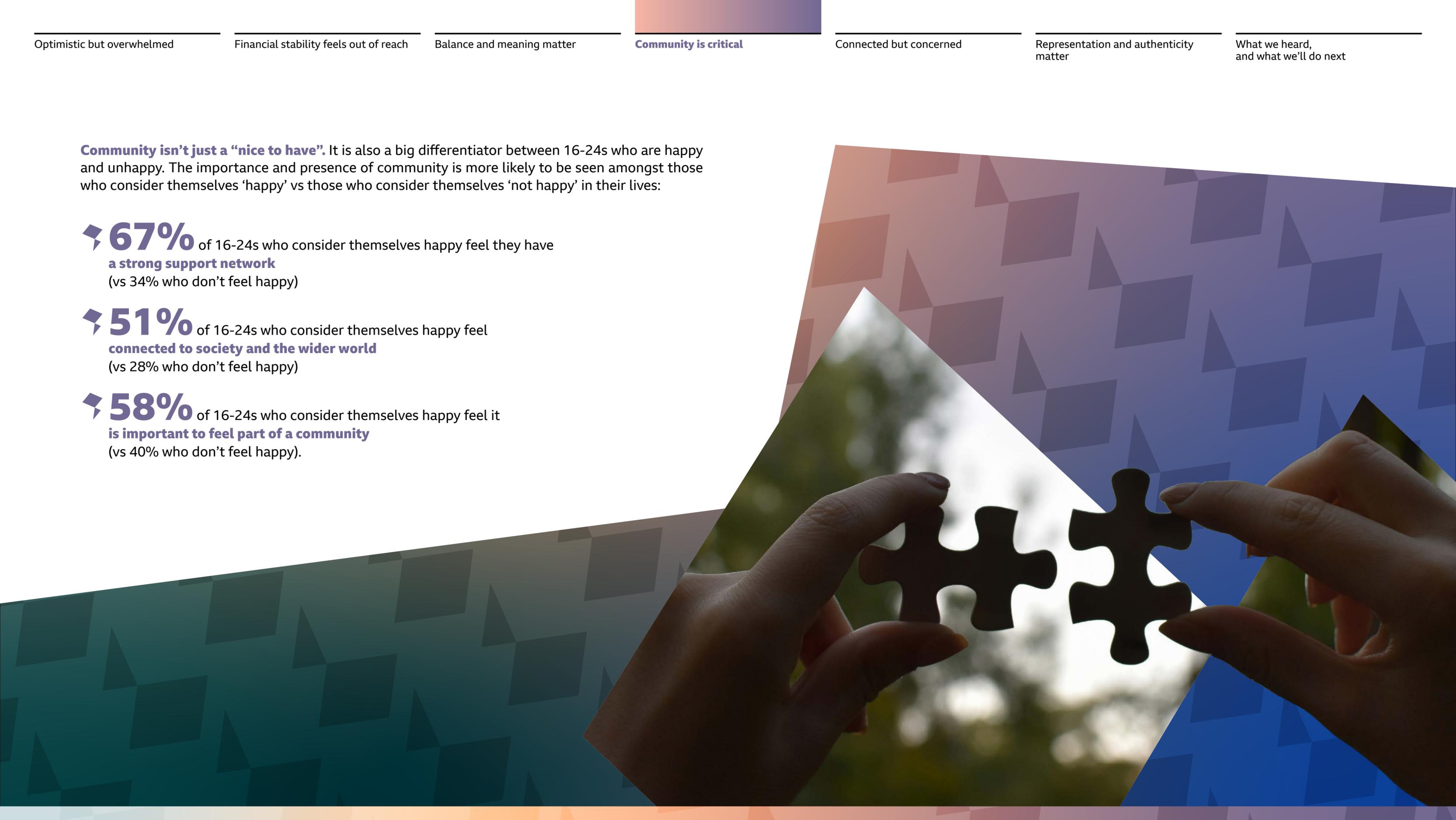
say being part of a community is important (vs 48% for 25+)

Community isn't just a "nice to have". It is also a big differentiator between 16-24s who are happy and unhappy. The importance and presence of community is more likely to be seen amongst those who consider themselves 'happy' vs those who consider themselves 'not happy' in their lives:

⚡ **67%** of 16-24s who consider themselves happy feel they have **a strong support network** (vs 34% who don't feel happy)

⚡ **51%** of 16-24s who consider themselves happy feel **connected to society and the wider world** (vs 28% who don't feel happy)

⚡ **58%** of 16-24s who consider themselves happy feel it **is important to feel part of a community** (vs 40% who don't feel happy).



For young people, community is elastic: family and close friends first, then neighbourhoods, hobbies, school/work, fandoms, similar cultural backgrounds and online spaces.

Local communities are more likely to impact identity for younger audiences – with 4 in 10 16-24s saying that their local community is a big part of their identity (41% vs 29% for 25+). Community can also come from shared interests, such as religion or spirituality. More than 5 in 10 16-24s agreed that religious and/or spiritual life is an important element to bring them a sense of joy/happiness – this is significantly higher than for older cohorts (36% for 25+).

The desire for connection is complex, however, and not always easily achieved. In a world shaped by personalised recommendations, echo chambers are increasingly prevalent.

▀▀ **[Community means] A feeling of togetherness, a sense of family through non-related souls. It is very wholesome and can mean a lot to people.**

(Male, 20)

While relationships and community remain highly valued, divisions persist.

Almost

4 in 10

of 16-24s say they can't be friends with someone who holds different viewpoints from their own – a figure significantly higher than those aged 25 and over (37% of 16-24s vs 21% of 25+).



Radio 1's Big Weekend in Liverpool
Credit: BBC, Sarah Jeynes, Jamie Simonds

COMMUNITY IS CRITICAL

What does this mean for media?

Media can play a valuable role in fostering a sense of community. It has the power to bring people together for shared moments and experiences and to respond to a desire for content that encourages real-world interaction. Even among a generation where fewer are watching live TV, there are still opportunities for live viewing and watch parties to offer moments of connection and shared fandom. Our online listening labs heard that media has the potential to bring people together both online and IRL.

■ ■ We all just sat down and watched [The Traitors] together... that's something we don't have with every other show... having that's quite nice and rare.

(Female, 23)

This shouldn't just be about the big entertainment moments. It is also about **creating spaces that foster open, honest debate and bring diverse viewpoints together to cut through the echo chambers** created by platforms which prioritise engagement over public interest. The BBC's public service mission gives it a unique opportunity to support young people in this area. It should reflect communities in telling authentic UK stories and show a range of viewpoints, while also looking to create space for young people to engage and be heard in open, honest debate.



Bantam of the Opera performing at the Make A Difference Awards

CONNECTED BUT CONCERNED



CONNECTED BUT CONCERNED

AI adoption grows, yet concerns over jobs, skills and misinformation dominate the conversation.

Screens are a lifeline but also a trap. Young people lean on tech for almost everything – organising life, learning, staying on track – but our online AI-powered chatbot interviews heard that many feel it eats up time, hurts wellbeing and makes real life harder to separate from online.

I would definitely say that I'm addicted to my phone. It stops me from concentrating.

(Male, 21)

I spend an awful amount of time on my phone, usually around 8/9 hours a day, I want to cut down.

(Female, 21)

Hyperconnected yet not always feeling those connections:

Despite living in a world where they can connect with anyone, anywhere and at any time,

42%

of 16-24s can often feel lonely and isolated – higher than those aged 25+ (30%).



Screentime dilemmas

all are significantly higher for 16-24s than 25+ audience:

- 73%** feel their smartphone is an essential part of their life (vs 68% for 25+)
- 65%** would like to spend less time on screens (vs 45% for 25+)
- 65%** often find they spent more time on screens than they intended to (vs 57% for 25+)
- 62%** feel the time they spend on screens is a good way to help them relax and unwind (vs 56% for 25+)
- 58%** are concerned they are spending too much time on screens (vs 42% for 25+)
- 57%** feel screen time is essential for them to stay connected to friends and community (vs 42% for 25+)
- 53%** feel their screen time negatively impacts their sleep/wellbeing (vs 33% for 25+)

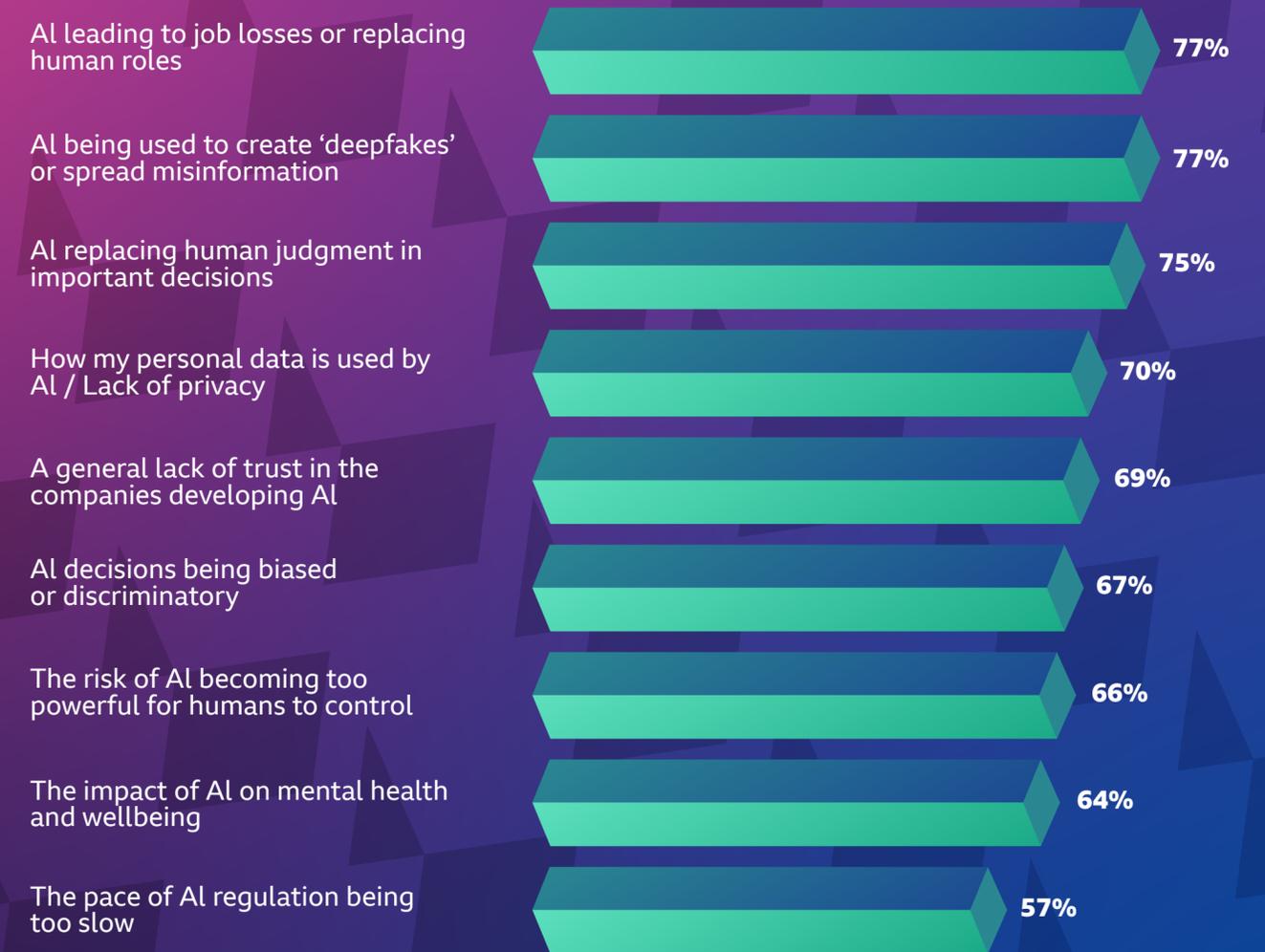
AI has now moved from novelty to utility – almost 6 in 10 16-24s say they use AI at least weekly (57% vs 35% for 25+). Over 4 in 10 of this age group believe AI will enhance life within 3–5 years, which is significantly higher than older audiences (45% vs 38% for 25+), but trust is fragile.

Concerns exist, albeit at lower levels than audiences aged 25+. Deepfakes/misinformation and job losses top their list of concerns about AI, followed by weakened human judgment, privacy and bias. In our online AI-powered chatbot interviews, young people who participated also had concerns that AI will outpace regulation, and expressed the need for strong regulation, visible AI disclosure, explanations of how systems work and neutral guidance to judge what's real online.



How concerned, if at all, are you about the following aspects of AI?

(Total Concerned %)



The majority of young people **feel confident spotting unreliable content (65%) on social media** – more so than older groups (52%). However, many of those who participated in our online listening labs feel they are increasingly being bombarded with AI content, which is getting harder to spot unless ‘it’s a cat playing a saxophone’. As such, some think they will only feel confident about AI if it is governed by rules, transparency and clear limits on how it can be used.

“**I feel optimistic because I think the opportunities are endless and if utilised correctly there could be major improvements to quality of life and overall efficiency.**

(Male, 23)

“**I think AI will dominate most industries and cost us a lot of jobs.**

(Male, 20)



“**I am nervous because of how far it has already gone and I worry it will become an even bigger cause for concern.**

(Female, 21)

“**I find it difficult to be able to see the differences between what is AI and what is factual.**

(Female, 23)

“**Many others will believe it and end up with false information which will shape society.**

(Male, 20)

CONNECTED BUT CONCERNED

What does this mean for media?

There is a desire for media to be transparent about when and how AI is used, and to provide further education around AI usage. We heard this age group say media providers should offer sources and fact checking, and this was repeatedly flagged as important in building trust. Honesty and accountability are top-of-mind topics, and 'minimal misinformation' is the goal. There is an opportunity for media organisations to meet the needs of younger audiences by being committed to using AI responsibly and setting a standard for trust and transparency.

The BBC should be the champion for these values in the UK media market. Honest and accountable about its use of AI, and – in its role to inform and educate – ensuring that young people have the tools they need to fact check news from all sources, to tackle disinformation and to navigate an AI future.

BBC Verify, Merlyn Thomas
Credit: Andy Bosley



BBC
VERIFY



REPRESENTATION AND AUTHENTICITY MATTER



*The Agency: Unfiltered
Credit: IWC Media, BBC Scotland*

REPRESENTATION AND AUTHENTICITY MATTER

Culturally curious, this generation wants representation to prioritise authenticity and accuracy, steering clear of tokenism, to reflect life's complexity.

This younger audience is curious about the world and drawn to voices that reflect a mix of cultures. They are a generation without borders who see diversity as a strength, and they're looking for stories that go beyond the familiar. **They want to explore content that opens a window into cultures different from their own.**

Cultural curiosity

all are significantly higher for 16-24s than the 25+ audience:

70%

enjoy being around people from different backgrounds, beliefs and cultures (vs 60% for 25+)

59%

want more diverse voices and stories in mainstream media (vs 40% for 25+)

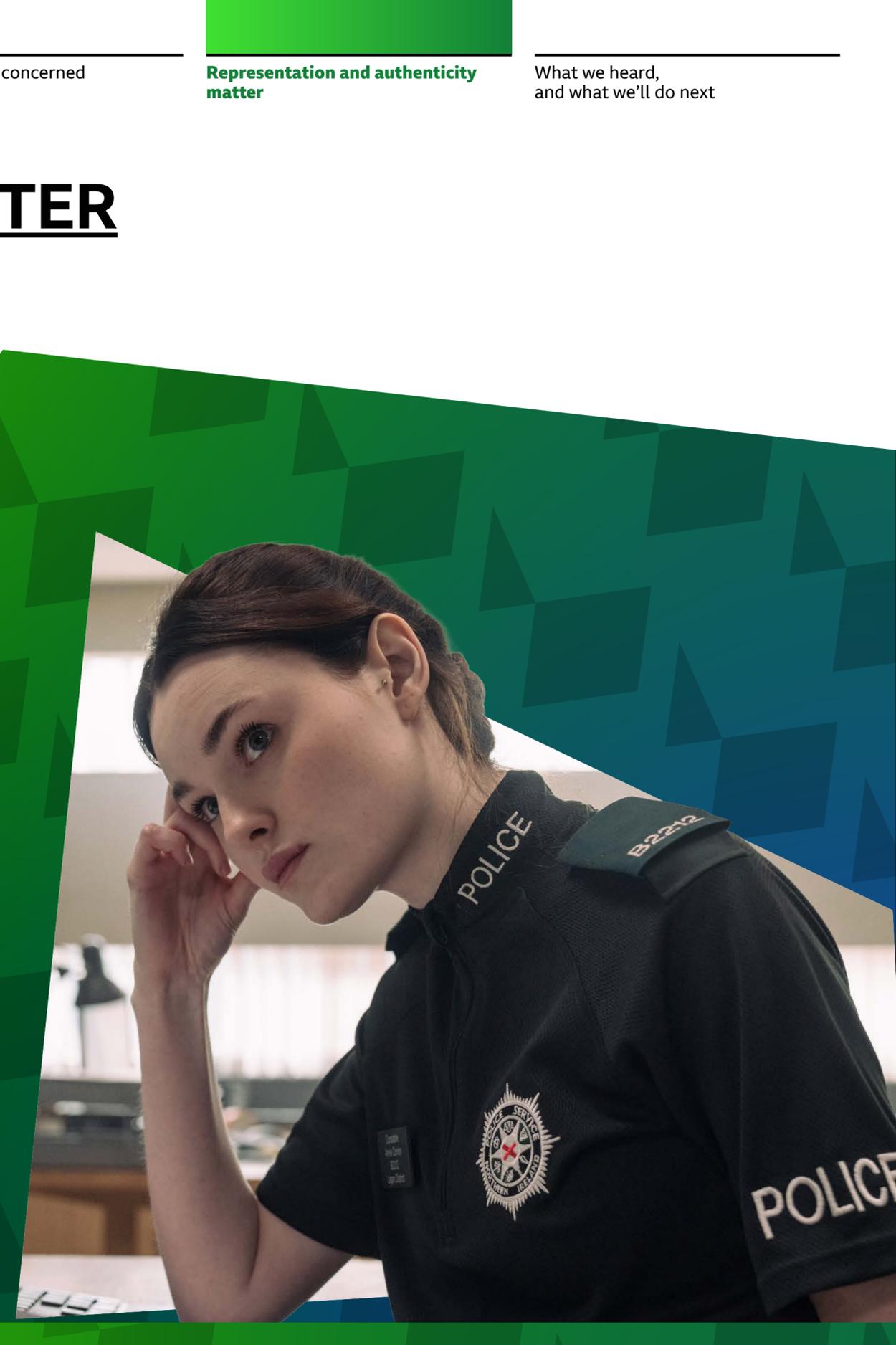
65%

think the UK benefits from embracing global influences and new cultures (vs 51% for 25+)

59%

like to explore programmes/content about cultures that are different from their own (vs 51% for 25+)

Blue Lights S3
Credit: BBC, Two Cities Television



As for all age groups, representation matters: 67% of 16-24s feel that accurate representation of them and their community is important (vs 66% for 25+). Our online AI-powered chatbot interviews heard that representation for young people is not just personal: it's about depicting society truthfully, showing diverse stories and giving visibility to different groups and identities. This isn't just about personal mirroring – so they don't just want to see themselves – but ensuring media reflects society accurately and fairly.

What does good representation look like?

Our online listening labs interrogated what good representation should look like:

- ❖ **Authentic:**
informed by people with lived experience; recognises culture as complex and subject to challenge and change.
- ❖ **Non-tokenistic:**
characters exist naturally, not as diversity “ticks”.
- ❖ **Intersectional:**
reflect multiple identities and experiences.
- ❖ **Positive and joyful:**
avoid only trauma narratives.
- ❖ **Participatory:**
communities tell their own stories and are not solely defined by their differences.
- ❖ **Behind-the-scenes diversity:**
writers, directors, crew from varied backgrounds.
- ❖ **Historical accuracy:**
avoids rewriting history for feel-good narratives.

▀▀ **Representation is important for acceptance and progress in attitudes to people like me.**

(Male, 21)

▀▀ **It makes you feel like you have a place in society, like you're not invisible. It's also pretty cool.**

(Female, 22)

▀▀ **I think, like, representation matters more now than ever, especially in a time in the UK where there's, like, a lot of division... I think having good representation would definitely help the climate in the UK.**

(Female, 19)



REPRESENTATION AND AUTHENTICITY MATTER

What does this mean for media?

Younger audiences aren't exclusively seeking out content that delivers on authentic representation. But there is certainly a desire for 'genuine human content' and 'real lives' in what they consume. That includes going beyond 'faces' to include lived experience and authentic culture, history, geography and community.

Authenticity is important, as young people are aware of the influence media has on their lives and on their sense of 'how to be a person'. It is vital to avoid reductionist, one-dimensional portrayals.

This also creates a clear role for UK media. Despite their interest in stories from across the globe, our online digital listening labs heard that younger audiences also clearly recognised the importance of UK media brands in championing young UK talent, recognising their unique ability to bring to life their own stories and experiences in an authentic and nuanced way – but their expectations are high.

■ **Just talk directly to us, like actually ask questions, and listen to our answers, instead of making, like, their own inferences and their own opinions on what they think we're going through.**

(Female, 18)

The BBC needs to be authentic in the UK (and global) stories it tells. It should be strongly rooted in the different communities in the UK, listening to and reflecting those communities and giving them a voice.



Daddy Issues S2
Credit: Fudge Park Productions



WHAT WE HEARD AND WHAT WE'LL DO NEXT

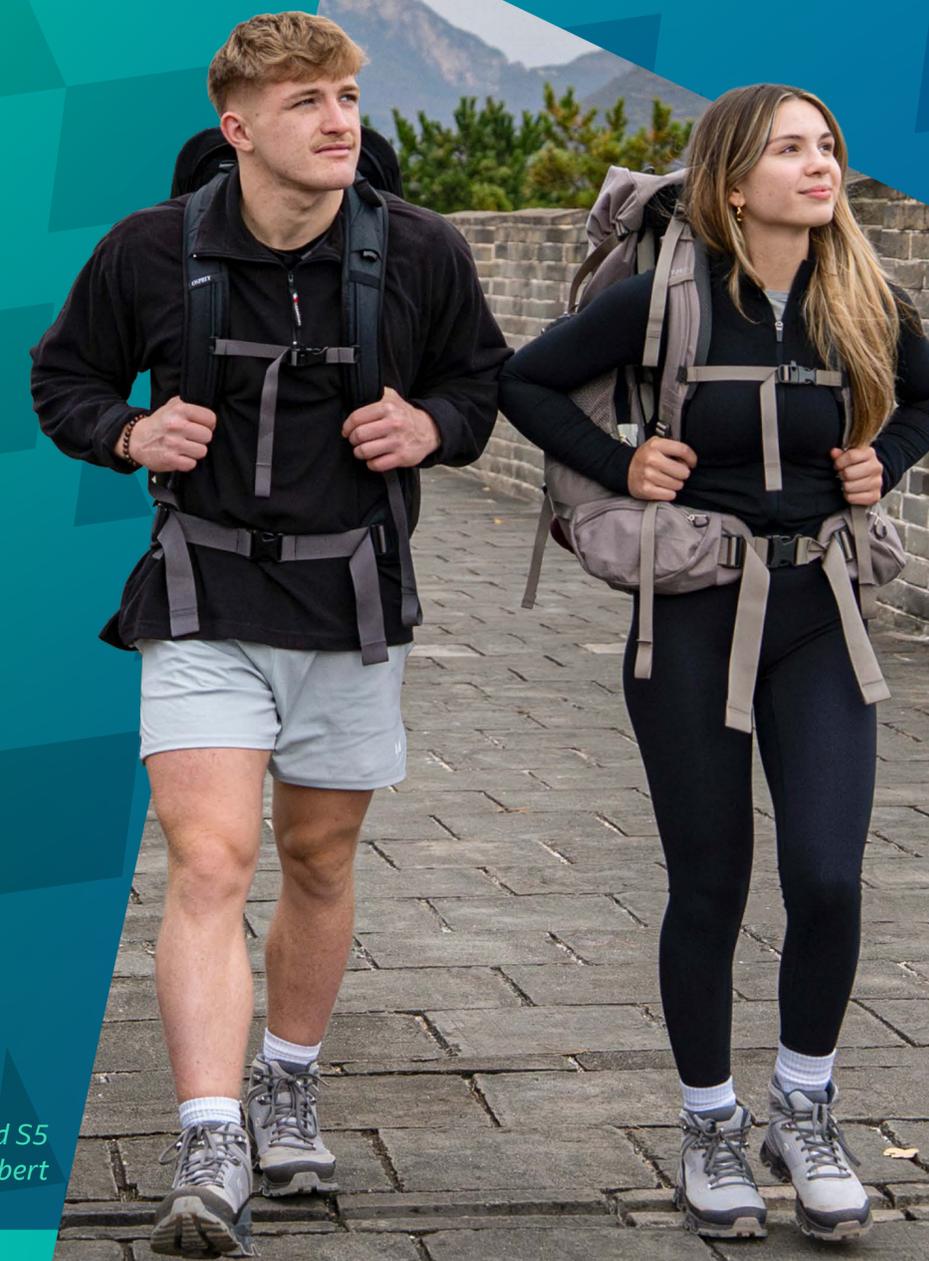


*Annabelle,
BBC Journalist who joined as an apprentice*

WHAT WE HEARD

Key findings from across this research with 16-24s included:

- **Personally upbeat but aware of challenges beyond their control:** There is a tension between young people's positivity about their own lives vs uncertainty caused by outside influences. Meeting their needs today means acknowledging this delicate balance.
- **Success is defined by balance and meaning:** Young people prioritise work-life balance, mental and physical health, and financial stability. Purposeful work matters even more than prestige. This generation would like more support to help them achieve financial stability to find freedom and quality of life.
- **Community and relationships are central, but echo chambers exist:** Strong networks of friends, family and supportive environments underpin happiness and success, offering belonging, trust and emotional stability across both offline and online spaces. Community is elastic – spanning family, friendships, hobbies, fandoms and digital spaces.
- **The most connected – but the most likely to feel lonely:** Smartphones and AI are woven into daily life for organising, learning and staying on track; but overuse of devices fuels stress and many want healthier digital habits. Highly personalised feeds can also create echo chambers, deepening divides and making it harder to maintain connections with those who view the world differently.
- **AI adoption brings both optimism and unease:** AI is moving from novelty to utility, with expectations of future benefits. However, concerns about jobs, skills, misinformation, deepfakes, privacy, bias and lack of regulation mean trust is fragile – driving demand for transparency, clear labelling and stronger oversight.
- **Culturally curious and serious about representation:** Younger audiences value cultural diversity. Accurate, authentic representation – informed by people with lived experience that is non-tokenistic, intersectional and joyful – helps them feel included, challenges stereotypes and builds social cohesion.



WHAT WE'LL DO NEXT...

In a fast-changing world, we believe the BBC can do even more to support all our audiences as a unique public service, and to help shape the new era of rapid technological change for the good of all.

That's why we are listening carefully to audiences as we think about our plans and ambitions for the future. At the same time, the Government has opened up a public consultation on the scale and scope of the BBC. This is the start of a process that will determine the role of the BBC for future generations and help define the UK's media landscape for the next decade and beyond.



The Traitors S4

Credit: BBC, Studio Lambert, Euan Cherry

WHAT WE'LL DO NEXT...

We want to put what we have learned about the wants and needs of young people at the centre of that debate.

We want to make sure the future of UK media works for this generation and the next by **raising our ambition in 10 areas:**

- 1. Provide trusted, useful information** - by doubling down on impartial, accurate news, expanding our 'BBC Verify' service locally and globally to **tackle disinformation, and helping people develop AI and media literacy** through BBC Bitesize and other educational content.
- 2. Support grassroots democracy** - by expanding our initiatives to ensure BBC News gives even more of a voice to young people and to different communities, and working with local news providers to **give a voice to communities across the UK**.
- 3. Give young people the tools they need** - by providing them with information to help manage their finances and develop their careers, building on BBC Bitesize careers and **making sure all our resources across the BBC are practical and easy to find**.
- 4. Do more to help young people succeed** - by expanding BBC Bitesize to **focus on skills young people need most** and personalised learning support.
- 5. Use AI responsibly** - by **being transparent about where and how we use AI**, and working with the UK media industry to use AI to boost creativity while still **putting human talent at the centre of what we do**.
- 6. Tell UK stories** - by reflecting different UK identities and communities with authenticity, sharing local stories across all genres, **making stronger commitments on portrayal**, while celebrating good news stories (building on content like 'Make a Difference').
- 7. Root ourselves in UK communities** - by having a stronger presence across more of the UK, **shifting more spend and decision-making out of London**, and by making our content more participatory and more connected to communities.
- 8. Open up our platforms** - by **working with new talent and creators to grow young creators' careers** with apprenticeships, skills programmes and new talent opportunities, while **helping to grow the creative economy across the UK**.
- 9. Reinvent the BBC for young people** - by delivering **content that works for them how and where they want it**, partnering with creators to get content to young people on the platforms they are on, and partnering with YouTube to invest in new programming.
- 10. Stay true to our mission to inform, educate and entertain** - by making sure we **commission and create content** that will help young people to enrich their lives, connect with communities and find escapism and joy.

We are now working on specific plans to respond to each of these ambitions, and we will set out these plans later this year. All of them will depend on the outcome of the Government's process on the future of the BBC. It is our audiences who own the BBC. It is vital their voices are heard.

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