BBC Learning – Industry Briefing

19th November 2012

Welcome and Introduction

Saul Nassé – Controller, BBC Learning

Welcome and Introduction

- Our fifth session to share plans and future thinking
- Two sessions will be held this week:
  - Monday 19th November – aimed at educational publishers and distributors - London
  - Friday 23rd November – commissioning meeting for BBC suppliers – Salford
- Presentations and recordings of both events will be put online

Welcome and Introduction

At the last meeting in May 2012 we covered:

- Update on Learning activity and content
- Further information on BBC strategy and the Knowledge and Learning Product
- Content plans for BBC Online
- Commissioning plans for television
- Update on finance and industry engagement activity

Agenda

Timing	Agenda Item	Speaker
10.30am	Introduction and Welcome Learning Update	Saul Nassé – Controller, BBC Learning
	The Knowledge and Learning Product	Saul Nassé – Controller, BBC Learning Chris Sizemore – Executive Editor, BBC Learning
	Formal Learning Online	Sinéad Rocks – Creative Director, BBC Learning
	BBC Learning Television	Abigail Appleton – Head of Commissioning, BBC Learning
	Finance and Linking Out	Alex Lloyd – Head of Operations and Public Affairs, BBC Learning
	Question and Answers	All
12.00pm	Close and lunch	All

Learning Update

Saul Nassé – Controller, BBC Learning

Learning Update

A summer of great content:

- Mr Bloom's Nursery: Get Set, Grow Tour
- Hackney Academy
- The One Show Roadshow
- Shakespeare Unlocked
- Lab UK – Can You Compete Under Pressure

Coming up:

- Stargazing Live
- Your Paintings
- The Body Beautiful Season

The Knowledge and Learning Product

Saul Nassé – Controller, BBC Learning

The Knowledge and Learning Product - Recap

- A single unified place for all of the BBC's factual and educational content
- Consistent approach to the discovery of content on bbc.co.uk
- Pan-BBC functionality will take users on learning journeys across BBC content and beyond
- The user experience will be playful, fun and seamless

The conditions seem favourable…

The desire for learning exists

+

The opportunity for learning exists

(there's never been more knowledge, available to so many people in so many places than there is now)

…so what's *actually* missing?

Enthusiasm.

In our culture, why do we portray libraries as boring places?

Because whilst we want the benefits of learning, we usually associate it with hard work, so we make excuses and put it off.

However...

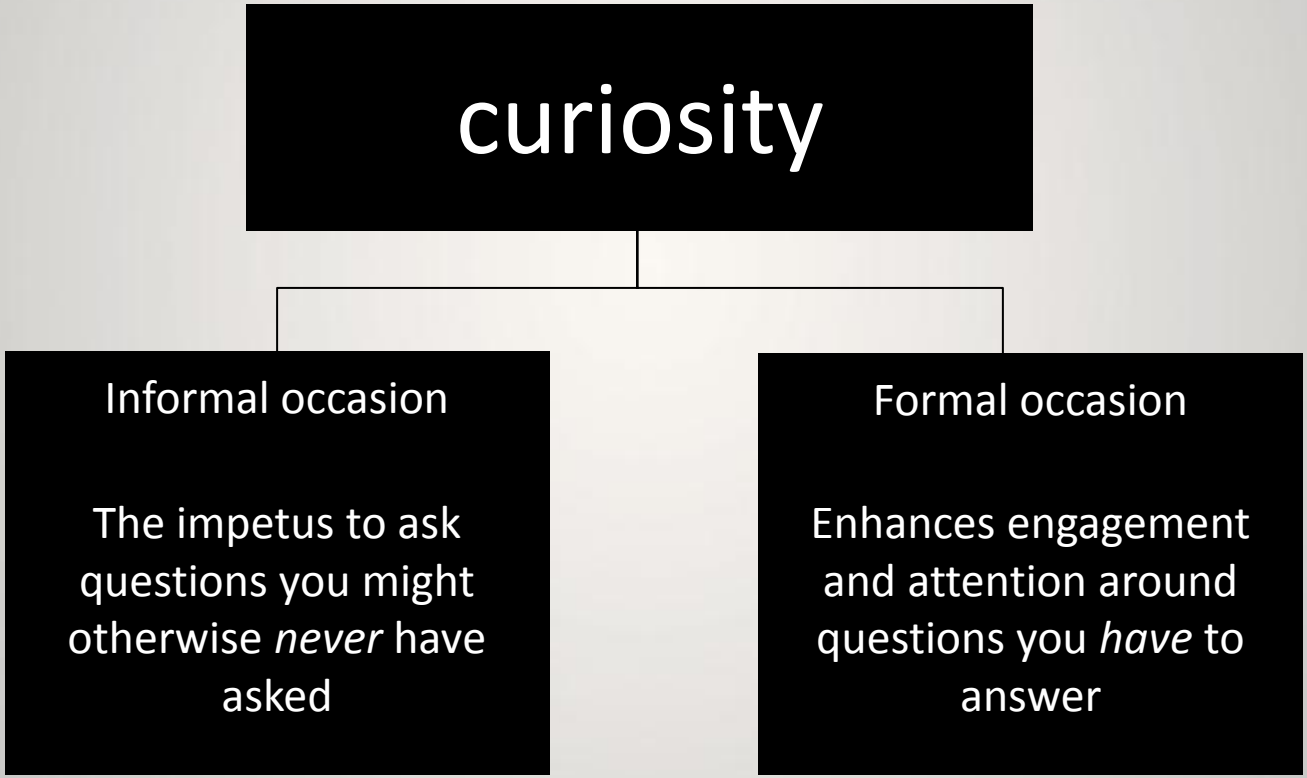
There are times when this *isn't* the case…

There are times when learning is *effortless*…

There are times when learning is *pleasurable*…

Those times have something extra:

Why Curious?



desire / 'openness' + opportunity + curiosity

How will it work?

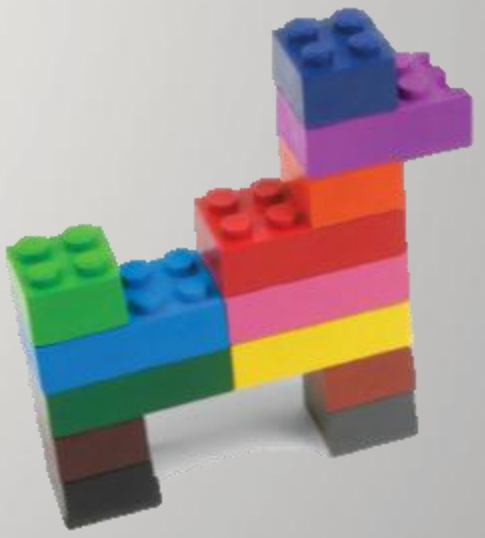
We are creating **content formats** for K&L that are modular and 'stackable'. Each piece we create will be a single unit, the smallest unit of knowledge appropriate for a single step in a **learning journey**

Each unit will be consumed or completed in 3-4 minutes, is viewable on any device, and is heavily wrapped in metadata so that it can easily be connected to any other unit of knowledge content

These ‘units’ will be surfaced for easy consumption at the very moment that a user’s inspiration is ‘sparked’ by BBC content, initially within BBC Online, and eventually, within the BBC as a whole

What is a Learning Journey?

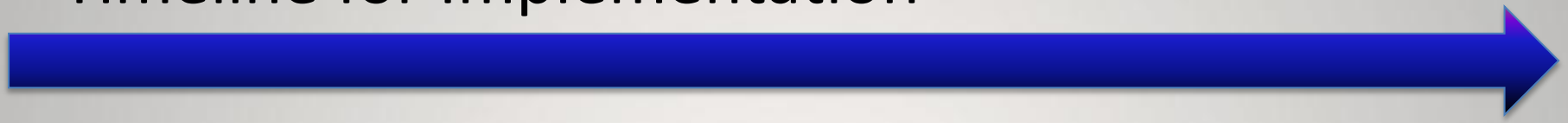
- Our editors will prepare journeys that fulfil formal learning needs that work in each nation
- And 'level up' softer skills like cooking
- Topical news events, big themes in the editorial calendar & the linear output of our channels all provide ‘sparks’ to kick-start curated learning journeys.
- Other BBC Online products can use our resources and tools to curate their own journeys too
- Most importantly, our users can create and share journeys themselves



Key Features

Topicality	Topical feature boxes to promote K&L related content
Binder	Pan-BBC tool that allows users to save content online
Timelines	A BBC created sequence of events based around a theme e.g. WWII
Dashboard	Provides personal view of the binder and progress through learning journeys
Browse By	Users can search based on extensive categories including subject, level, people and events

Timeline for Implementation



Pre Release One

- Development phase
- Timelines pilot launched
- Updated version of binder on Food

Content Hosted:

- Topical features in News and other stories
- Index pages: history, webwise, R&E, Nature, Parents, Food, Science & Health

First Release April 2013

- Browse-by-curriculum navigation ready for content

Content Hosted:

- Proportion of Bitesize
- Short form AV (Class Clips)

Second Release August 2013

- Beta K&L homepage
- More Timelines content rolled out
- Video Explainers

Initial migration of content in to Learning Journeys across some of the following:

- Schools
- Teachers
- Adult Skills
- Media literacy
- History
- Your Paintings
- Arts & Culture
- Religion
- Health
- Parenting
- Things To Do

Third Release October 2013

- More advanced homepage with filtered content
- First iteration of people, places, events navigation
- First iteration of pan-product binder

Continued migration of content in to Learning Journeys across all genres including:

- Nature
- Science
- Food

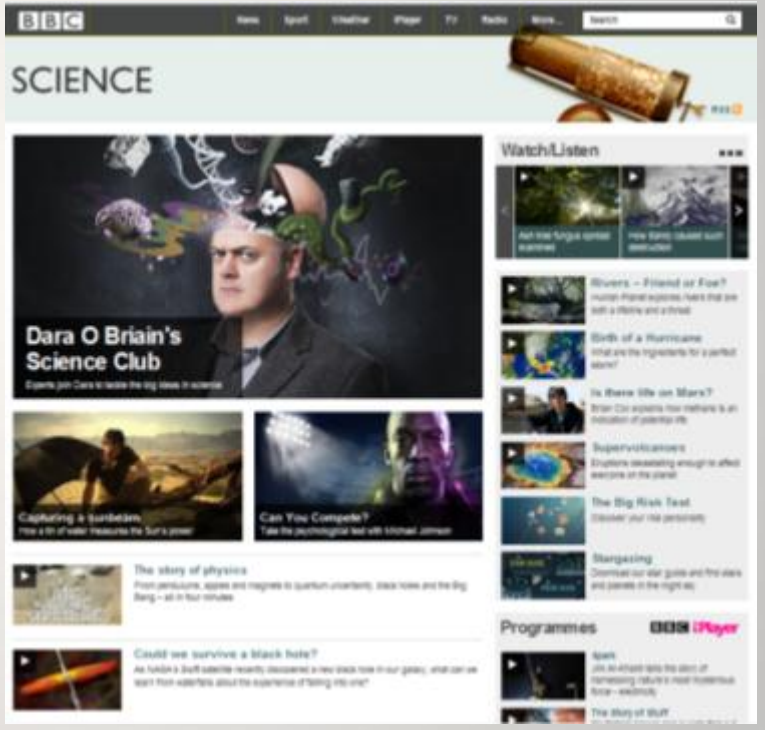
Topical articles continue and timelines develop

Beyond 2013

- Refining of tools and content
- Self-development tools including dashboard
- Further content migrated and new content added in
- Continuing Topical features

Topicality


BBC
HEALTH
Why are medical dramas so popular?
Fewer men going for vasectomies
Blood test 'finds brain tumours'
Watch & Listen
Living with half a smile
BMI Calculator
Fertility guide
Newborn babies
Addictions
Elderly care
Diabetes care 'depressingly poor'


BBC
SCIENCE
Dara O Briain's Science Club
Capturing a sunbeam
Can You Compete?
The story of physics
Could we survive a black hole?
Watch/Listen
Programmes
BBC iPlayer

Topicality


HISTORY
Nuclear test veteran who flew through a mushroom cloud
Related Stories
Programmes


RELIGION & ETHICS
In pictures: Cruel entertainment
Share this page


FOOD
Rise of the 'semi-vegetarians'
Related Stories
Programmes

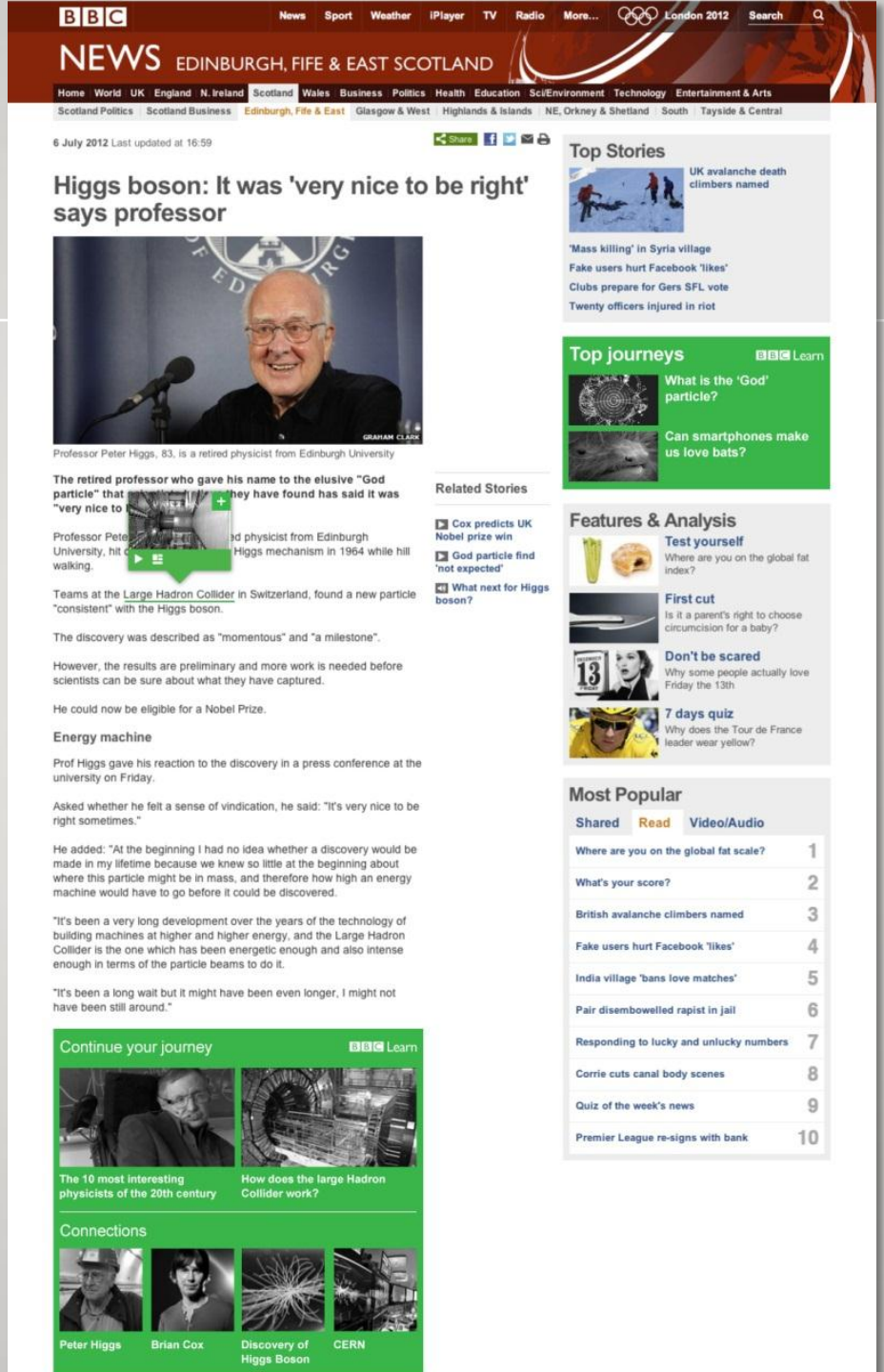
Work in Progress

Chris Sizemore, Executive Editor,
BBC Learning

A user is reading a BBC News article…

User clicks on ‘Peter Higgs’ in the connections box

Green areas show K&L calls to action and links to K&L content



BBC News Sport Weather iPlayer TV Radio More... London 2012 Search

NEWS EDINBURGH, FIFE & EAST SCOTLAND

Home World UK England N. Ireland Scotland Wales Business Politics Health Education Sci/Environment Technology Entertainment & Arts

Scotland Politics Scotland Business Edinburgh, Fife & East Glasgow & West Highlands & Islands NE, Orkney & Shetland South Tayside & Central

6 July 2012 Last updated at 16:59

Share

Higgs boson: It was 'very nice to be right' says professor

Professor Peter Higgs, 83, is a retired physicist from Edinburgh University

The retired professor who gave his name to the elusive "God particle" that [illegible] they have found has said it was "very nice to [illegible]

Professor Pete[illegible]d physicist from Edinburgh University, hit [illegible] Higgs mechanism in 1964 while hill walking.

Teams at the Large Hadron Collider in Switzerland, found a new particle "consistent" with the Higgs boson.

The discovery was described as "momentous" and "a milestone".

However, the results are preliminary and more work is needed before scientists can be sure about what they have captured.

He could now be eligible for a Nobel Prize.

Energy machine

Prof Higgs gave his reaction to the discovery in a press conference at the university on Friday.

Asked whether he felt a sense of vindication, he said: "It's very nice to be right sometimes."

He added: "At the beginning I had no idea whether a discovery would be made in my lifetime because we knew so little at the beginning about where this particle might be in mass, and therefore how high an energy machine would have to go before it could be discovered.

"It's been a very long development over the years of the technology of building machines at higher and higher energy, and the Large Hadron Collider is the one which has been energetic enough and also intense enough in terms of the particle beams to do it.

"It's been a long wait but it might have been even longer, I might not have been still around."

Related Stories

Cox predicts UK Nobel prize win

God particle find 'not expected'

What next for Higgs boson?

Continue your journey BBC Learn

The 10 most interesting physicists of the 20th century

How does the large Hadron Collider work?

Connections

Peter Higgs

Brian Cox

Discovery of Higgs Boson

CERN

Top Stories

UK avalanche death climbers named

'Mass killing' in Syria village

Fake users hurt Facebook 'likes'

Clubs prepare for Gers SFL vote

Twenty officers injured in riot

Top journeys BBC Learn

What is the 'God' particle?

Can smartphones make us love bats?

Features & Analysis

Test yourself
Where are you on the global fat index?

First cut
Is it a parent's right to choose circumcision for a baby?

Don't be scared
Why some people actually love Friday the 13th

7 days quiz
Why does the Tour de France leader wear yellow?

Most Popular

Shared Read Video/Audio

1 Where are you on the global fat scale?
2 What's your score?
3 British avalanche climbers named
4 Fake users hurt Facebook 'likes'
5 India village 'bans love matches'
6 Pair disembowelled rapist in jail
7 Responding to lucky and unlucky numbers
8 Corrie cuts canal body scenes
9 Quiz of the week's news
10 Premier League re-signs with bank

Arrives at ‘People’ page about Peter Higgs

The page will surface content powered by the ontology and show the most relevant, useful onward journeys

User clicks on Large Hadron Collider in the connections panel

Large Hadron Collider ‘place’ page

Page surfaces BBC content on LHC including clips, timelines and articles that create a narrative

User clicks on a link in the related content panel

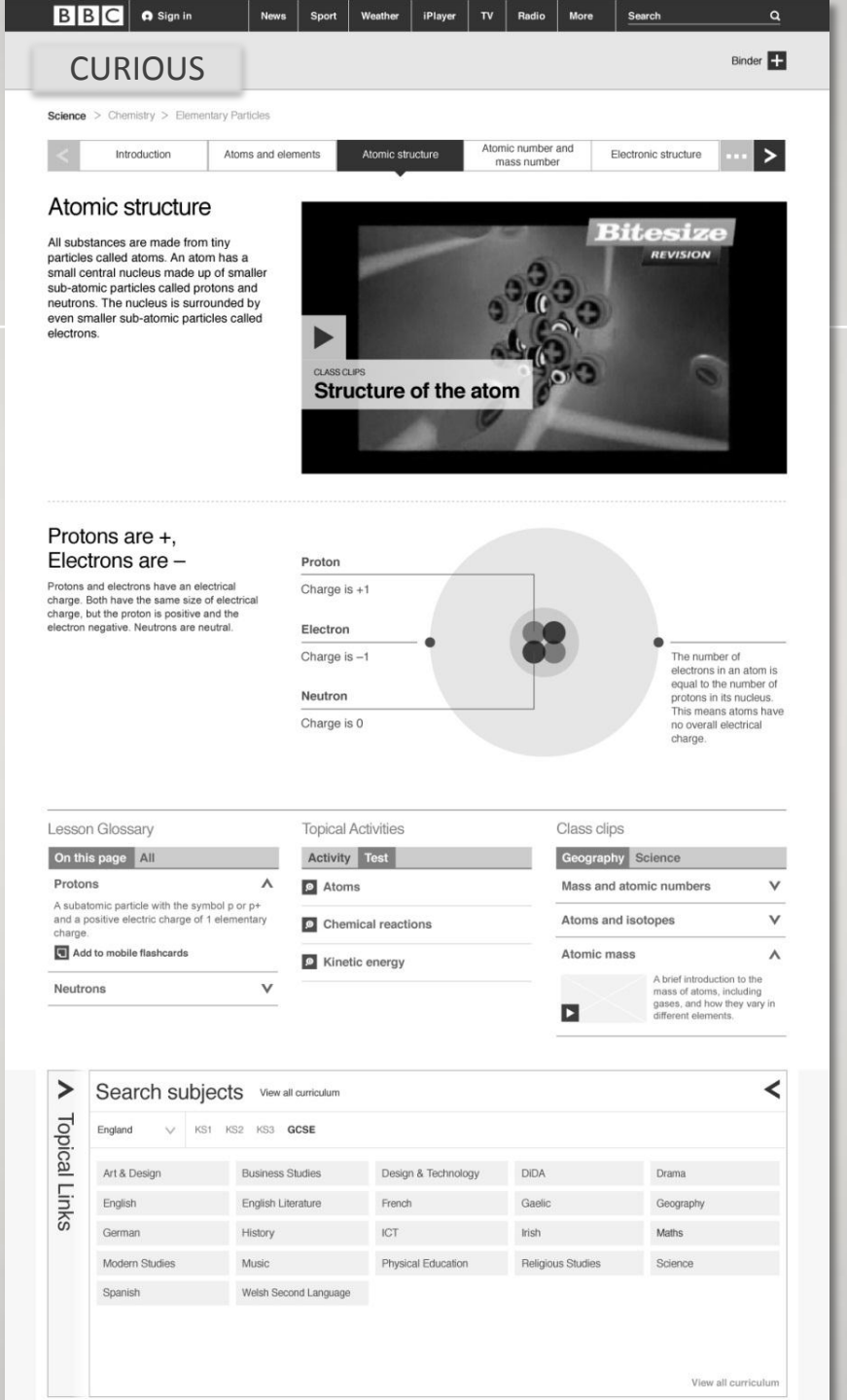
‘Guided Tour’ of important particle physicists

Page surfaces BBC content in a carousel style format that allows a user to move through a curated learning journey

Page surfaces curriculum content links, user follows one

User comes to a curriculum page displaying Chemistry content on Atomic structure

Users will be able to follow a curated journey through revision content



Users can find clips and other activities.

Users can navigate and find other subject revision content

Learning Journeys can start on connected TV


BBC
LEARN MORE
ON SCREEN
Prof Jon Butterworth
Atlas Experiment
Higgs Boson
Peter Higgs


BBC
author of a key simulation program ("JIMMY") which is now used at the CERN Large Hadron Collider (LHC). I also worked on building part of a new vertex detector for ZEUS. In 2003 I was ZEUS physics coordinator.
Similar people
Peter Higgs
Prof Brian Cox

Knowledge and Learning Commissions

- 3-5 editorial innovation pilots looking for new K&L content formats
- Editorial commission for a history themed game where the character moves between significant moments in history to pursue an ongoing mission

Formal Learning Online

Sinéad Rocks– Creative Director,
BBC Learning

Bitesize

- **K&L** – migration to new K&L environment
- **Infographics** – publish new infographics for secondary Bitesize
- **KS3**:
  - French, German, Spanish – revision bites and tests
  - French video additions
  - Shakespeare revision bites tests and videos
- **GCSE:**
  - Religion – updates in line with curriculum changes
  - Triple Science – new revision bites and tests to support most able students
- **Topicality** – more topical content which can be surfaced within K&L e.g. volcanos

Schools

- **K&L** – focus on migrating schools and teacher content into K&L
  - Audit all existing content – online resources and Class Clips
  - Transfer clips into new system

- **Primary Curriculum –** content commissioned includes text, images, worksheets, games and notes for teachers and parents in:
  - ICT – Key Stages 1 and 2
  - Numeracy – Key Stages 1 and 2
  - Literacy – Key Stage 1

- **Primary Languages** – new sections for Welsh, Gaelic and Irish

- **Schools Radio** – on-going commissioning of programmes for primary schools

Adult Skills

Recently launched:

- **Skillswise Entry Level 1 and 2 Resources –** being released across Maths and English throughout autumn 2012
- **"Rip Off Britain" –** collaboration to empower consumer audiences with literacy and numeracy skills
- **Broadcast content –** additional content for tutors around broadcast content such as "Secrets and Words", "Watchdog" and "Be Your Own Boss"

New content:

- **Quick Reads –** partnership to complement our Reading for Pleasure project
- **Jobskills –** literacy and numeracy resources related to work roles with a functional skills focus

Media Literacy

Recently launched:

- **"Free Speech"** – debate programme aimed at 18-26 year olds for BBC Three
- **"Britain in a Day"** – film created from nearly 12,000 clips submitted by the public plus an extensive online regional archive

Future Approach: Focus over the next three years will be developing the skills and confidence of the online audience by:

- Identifying the key media literacy skills required by our audiences
- Creating a comprehensive range of high-quality resources than can be used as self-guided learning tools or by partners
- Aligning our media literacy message with big BBC brands and new commissions

BBC Learning Television

Abigail Appleton – Head of Commissioning, BBC Learning

The Learning Fund

- £5million to enhance the learning outcomes of commissioned content and fund new commissions that will support Learning Priorities. Recent examples:
  - “BBC@Potterrow” (Edinburgh Festival)
  - “Operation Iceberg”
  - “Dara O’Briain’s Science Club”

- Enhancements can include:
  - On air content
  - Face to face learning events
  - Print resources
  - Further online content
  - Social media

The Learning Fund Subject Priorities

- Core Skills – literacy and numeracy for all audiences (under 19's, adults with basic skills needs and general audiences)
- Science, technology (priority younger audiences) and health (all audiences)
- Also welcome ideas from all fields of learning which inspire and support learning outcomes
    - To Know, To Do, To Develop
    - Curiosity, Confidence, Creativity
    - Cross genre learning approaches: family learning, media literacy

Other Learning Fund Priorities

- Ambitious ideas with the potential to become landmark initiatives for channels and networks
- Innovation
- Ideas that actively use broadcast talent in the learning experience e.g. through personal calls to action or by their involvement in face-to-face learning public events
- Proposals that support wider BBC and divisional objectives as well as delivering significant learning outcomes

Co-Commissioning Daytime

- “Paul Martin’s Handmade Revolution”

- Looking for:
    - Drama and factual programmes to raise awareness of the UK’s adult literacy and numeracy learning needs
    - Extend understanding that learning can enrich lives at every stage of life
    - Inspire audiences to see themselves as learners able to develop new skills

Co-Commissioning BBC Three

- Seeking proposals that inspire learning for the general BBC Three audience
- Ideas that appeal to under 19's a particular priority
- Recent commissions:
  - "Be Your Own Boss"
  - "The Body Beautiful Season"
  - "One Day Like This" (wt)

- Looking for ideas that will explore literacy issues among the BBC Three audience

Co-Commissioning Knowledge

- Learning has funding embedded in the Knowledge slate and we work with knowledge commissioners to identify programmes with outstanding potential to deliver learning outcomes

- Recent commissions – “The Choir: Sing While You Work”

- Coming up – “Stargazing LIVE”, “The Power of Inventions”

The Learning Zone – Future Commissions

- **Oracy Skills** – Key Stage 2
- **Romans** – Key Stage 2 History
- **Mapping Skills** – Key Stage 3 Geography
- **Religion and Ethics** - Key Stage 4
- **Post War Britain** – Key Stage 4 History
- **Maths in the Real World** - Key Stage 4

Finance and Linking Out

Alex Lloyd, Head of Operations and Public Affairs, BBC Learning

Finance

	10/11 Actual	11/12 Actual	12/13 Forecast
Adults			
Adult Skills	1.2	1.2	
Languages	0.6	0.6	
Media Literacy	0.2	0.1	
Ouch	0.3	0.0	
Total Adults	**2.3**	**1.9**	**1.0**
5-19s			
Bitesize	2.1	2.5	
Blast	0.6	0.0	
Teachers/Parents/ Class Clips	2.8	2.5	
TV Support Projects	0.2	0.1	
Total 5-19s	**5.6**	**5.1**	**5.0**

Linking-Out

- Three workshops have been held over the past year to develop the process and criteria for linking-out
- Initially linking-out will be from a webguide and via contextual links from Bitesize
- Organisations will be asked to submit links to the webguide which will then be used to source contextual links
- Organisations will be asked to complete an online proforma to provide information on links they would like included and to certify that they meet editorial, technological and legal requirements
- A six month beta testing phase will be undertaken to assess if the process and criteria are fit for purpose
- Processes will be in place to ensure a fair distribution of links amongst organisations

Linking-Out – Criteria Overview

- All organisations must meet the BBC's editorial guidelines around linking-out. For example links must be:
  - Editorially justified
  - Relevant to the needs of BBC Learning audiences
  - Be regularly reviewed and refreshed
- Links to subscription sites must land on a page of free content to enable the user to judge the value and relevance of a site
- Editorial teams will require access to all content that is being linked-to
- Links to subscription sites will be clearly labelled to users
- The editorial team will have the final decision on which content to link-to however there will be opportunity for organisations to get feedback if links are not selected

Q&A