



# BBC Learning Commissioning Briefing

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BBC iWonder



BBC

# BBC Learning works in three broad ways

We commission programmes with an educational aim



We use programmes to run campaigns to create educational experiences



We produce online materials for learners, teachers and mainstream audiences



We are evolving the Knowledge and Learning (K&L) websites to a consistent and unified audience experience



The image shows the BBC Knowledge & Learning website's new unified interface. The header features the BBC logo, sign in, news, sport, weather, iPlayer, TV, radio, more, London 2012, and a search bar. The main navigation bar includes Primary, Secondary, KS3, GCSE, IGCSE, Scottish Int 2, Scottish Higher, and All Subjects. The page title is "KNOWLEDGE & LEARNING BETA". The main content area displays "The History of Algebra" under the GCSE > MATHS > ALGEBRA > HISTORY category. The content includes a video player showing a cartoon of ancient Egyptians solving equations, and a sidebar with video thumbnails for "Descartes and coordinates", "Problem solving using basic algebra", and "Simultaneous equations". Below the video player are "Description", "Classroom Ideas", and "Student Description" buttons. A note at the bottom states: "The development of algebra is presented through a series of chronological animated sketches. The concept of calculating an unknown quantity is introduced and how this would be carried out in ancient Egypt is shown. The development of quadratic equations to calculate areas and volumes".

Research tells us that there are 3 key barriers that currently hinder audiences finding our K&L content, but who are otherwise motivated by factual / knowledge content

1

## Navigation

Our audiences don't find the BBC intuitive or fluid to navigate, (it feels siloed) and they don't currently discover us by serendipity (via social & search)

2

## Frequency

When our audiences visit BBC Online, they aren't directed to K&L content, and often pursue K&L interests via other media – i.e. magazines

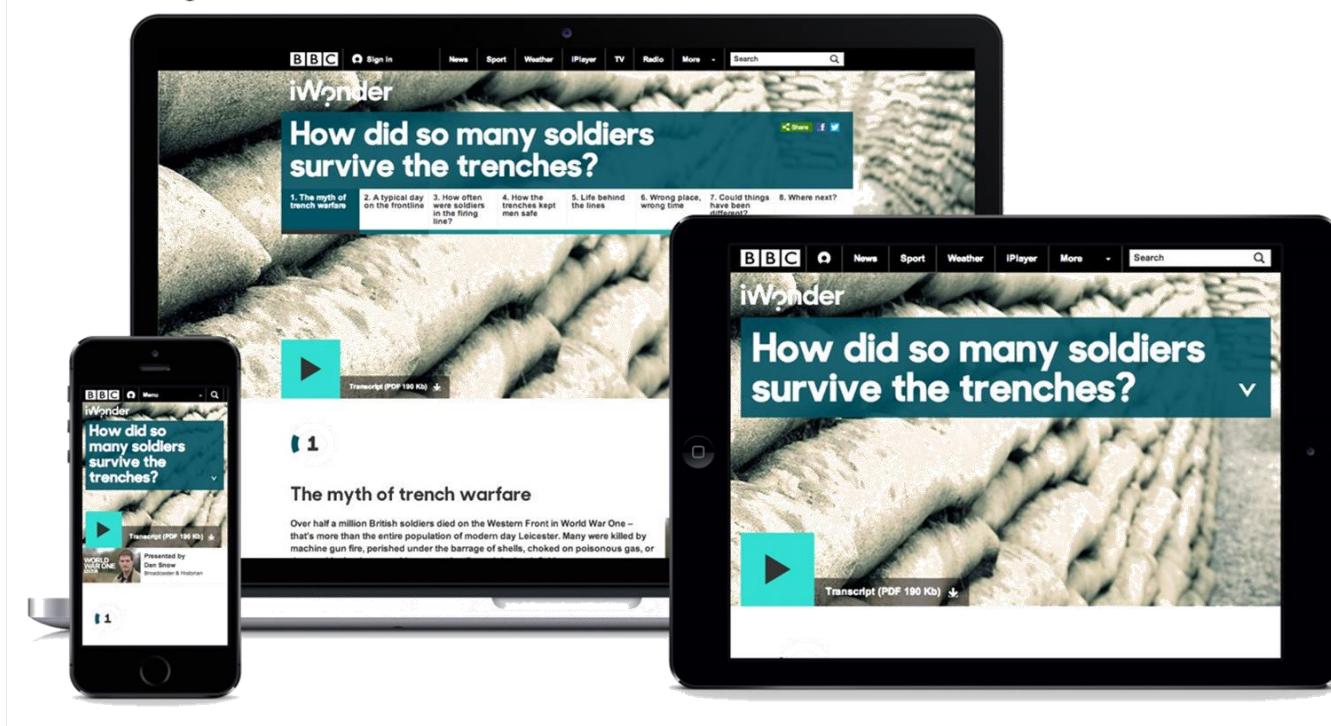
3

## Awareness

Our audience think they know what BBC Online offers – and that it's all News, Weather & iPlayer

# iWonder – our new factual and learning brand

**BBC iWonder**



## BBC iWonder guides

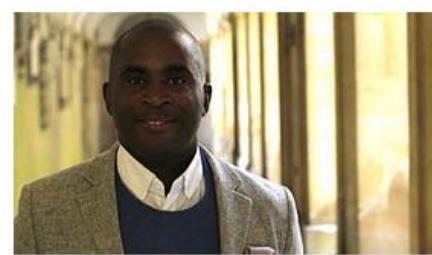
They are talent led, interactive stories based around provocative and intriguing questions. Commissioned by Learning in line with strategic and genre priorities.



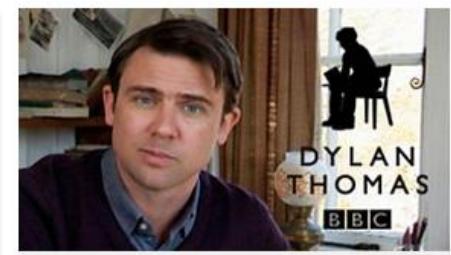
Presented by  
**Joan Bakewell**  
Broadcaster & Journalist



Presented by  
**Carol Kirkwood**  
BBC Weather presenter



Presented by  
**Dr Robert Beckford**  
Theologian



Presented by  
**Owen Sheers**  
Poet and broadcaster

How can I see the Northern Lights in the UK?

Under Milk Wood: how did Dylan make us 'love the words'?

Did Oh What a Lovely War shape our view of WW1?

When is Easter? Well, it depends...

# iWonder

## Is rocket science easier than you think?



1. A universal problem

2. Equal and opposite forces

3. Achieving greater forces

4. Creating thrust from a chemical reaction

5. Principles in practice

6. Which technologies do rocket scientists use?

7. Where next?



Transcript (PDF 113 Kb) 

1

# We will continue to develop iWonder

## New timeline format



## Earth's silent partner

It gave us tides, months and Mondays. It's the second brightest object visible from Earth.

The Moon is Earth's only natural satellite. Twelve human beings have set foot on it. But how much do we know about our closest celestial partner?



Presented by  
**Brian Cox**  
Physicist and presenter



Increased interactivity

We are evolving our formal learning content and will rebrand it under the Bitesize label

**Bitesize**

Primary · Secondary · All Subjects ·

Home · National 4 · Biology · Cell biology · Cells and their uses

## Cell division and its role in growth and repair

Animal, plant, fungal and bacterial cells divide to allow an increase in number and the repair of damaged cells in multicellular organisms.

Revise · Test

1 2

### Types of cell

All living organisms are made of small units called cells.

**Multicellular**

Organisms made of more than once cell are described as multicellular. Examples of multicellular organisms include animals and most species of plants.

The following diagram shows the variety of human cell types.

**Unicellular**

Organisms such as bacteria and yeast are described as unicellular as they exist as single cells.

1 2

# BBC Learning Zone

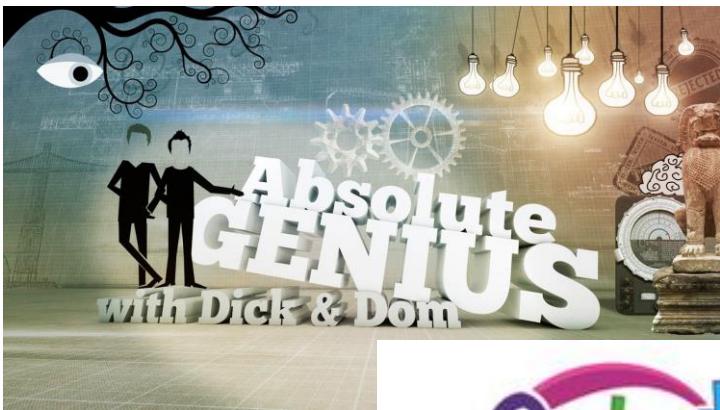


# BBC Learning Zone - briefs



- EBU drama (15') £80k
- Stories from around the World (30') £50-60k
- Primary Science – Sound (30') £50k
- Primary Science – Evolution and Inheritance (30') £50k
- Secondary Geography – India (60') £120k

# Learning Fund



1914

2014

1918

2018

## WORLD WAR ONE AT HOME



# Learning Fund

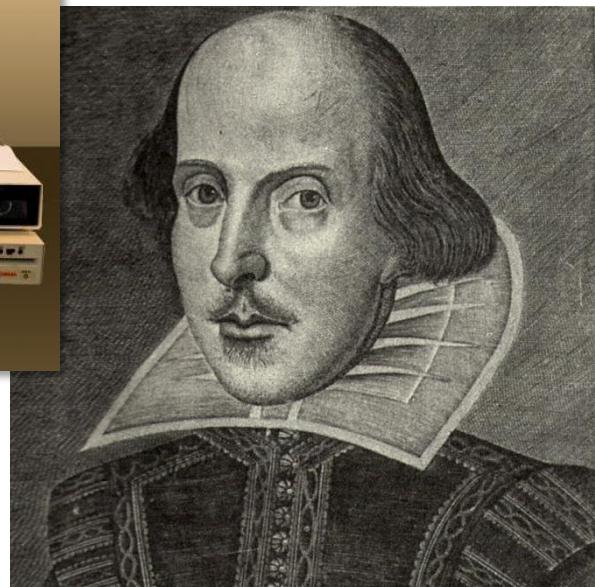
BBC Learning has annual strategic priorities



2014 World War One



2015 Digital Creativity  
and Coding



2016 Shakespeare



Questions?