



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

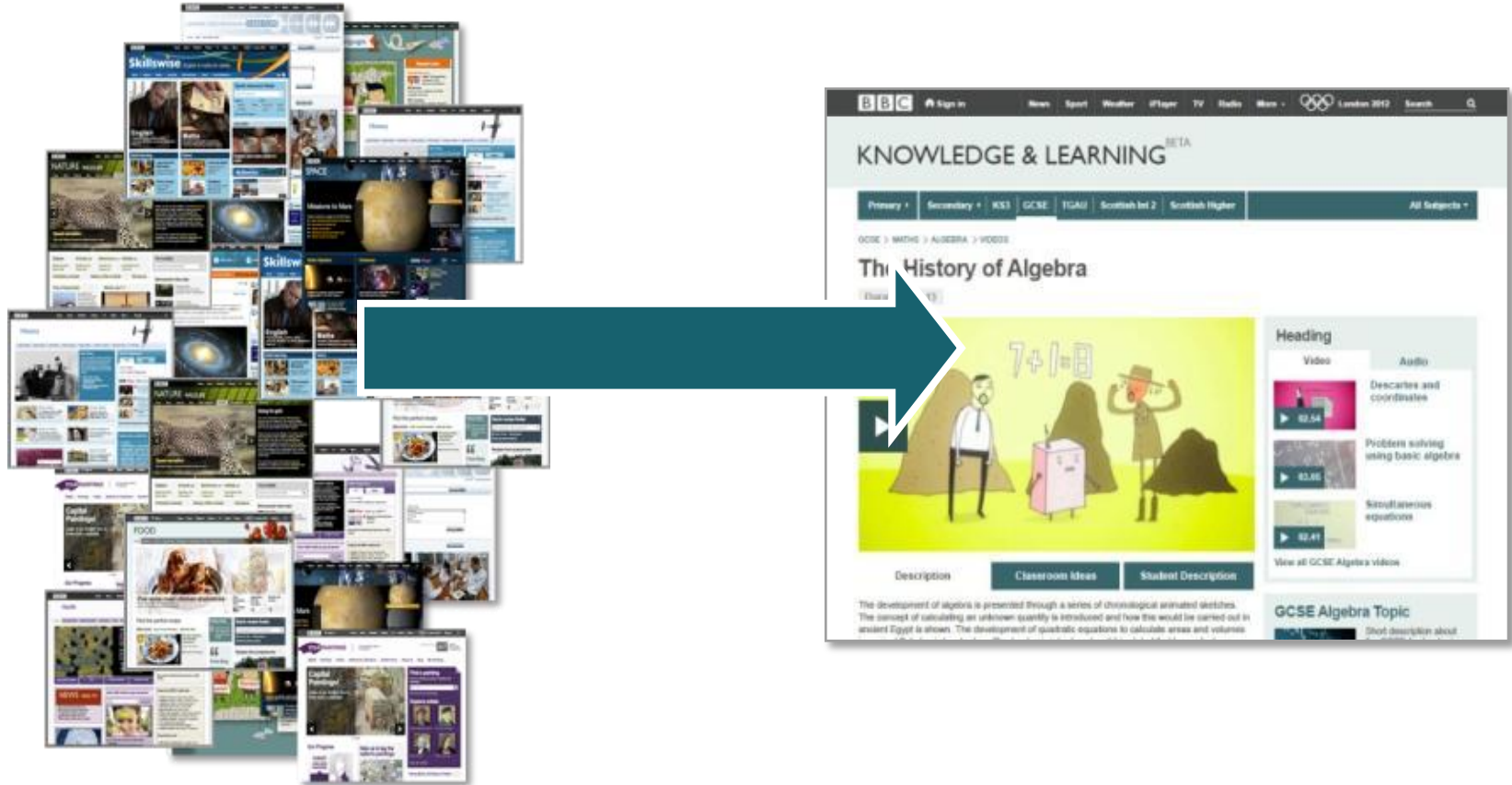


We produce online materials for learners, teachers and mainstream audiences

BBC Bitesize

BBC iWonder

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



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

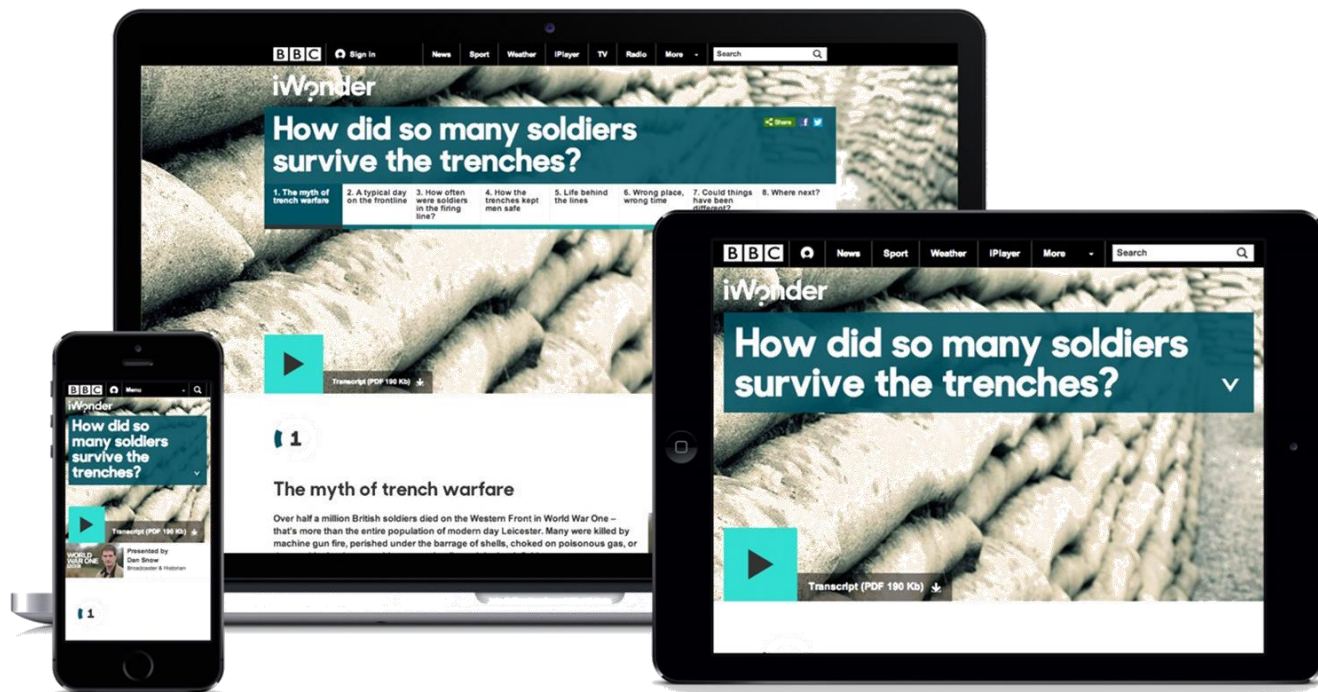
3

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? <

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

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

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) ↓



We will continue to develop iWonder

New timeline format

iWonder

The Moon: from birth to man

Timeline

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~4.6mil years

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



B B C
P Sign In
News
Sport
Weather
iPlayer
TV
Radio
More...

Bitesize

[Primary](#) · [Secondary](#) · [All Subjects](#)

[Home](#) / [National 4](#) / [Biology](#) / [Cell biology](#) / [Cells and their uses](#)

Cell division and its role in growth and repair

Bones, plants, fungi and bacterial cells divide to allow an increase in number and the repair of damaged cells in multicellular organisms.

Review

Test

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Types of cell

All living organisms are made of small units called cells.

Multicellular

Organisms made of more than one 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.

Epithelial cell

Leucocyte

Liver cell

Fat cell

Cartilage cell

Striated muscle fibre

Bone cell

Smooth muscle cell

Unicellular

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

Bacterial cell

Yeast cell

More Bitesize

Cell division and its role in growth and repair

Controversial biological procedures >

DNA, genes and chromosomes >

Therapeutic use of cells >

Review

Test

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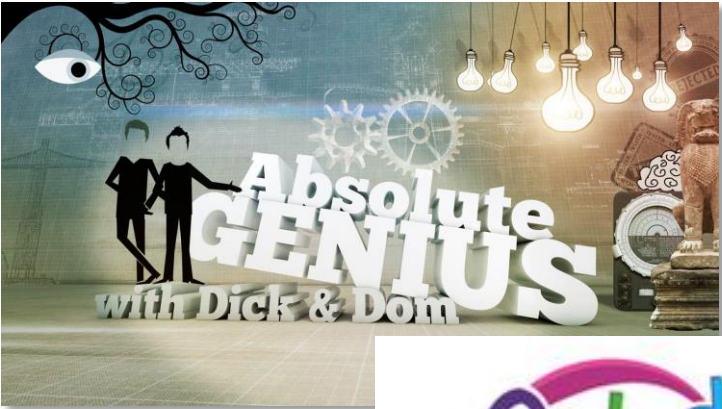
BBC Learning Zone



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



Learning Fund

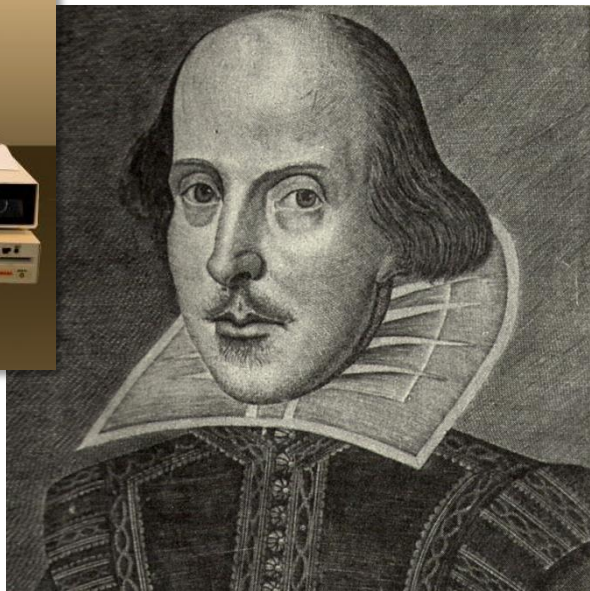
BBC Learning has annual strategic priorities



2014 World War One



2015 Digital Creativity
and Coding



2016 Shakespeare

An aerial photograph of a modern city waterfront. In the foreground, a curved cable-stayed bridge with a white pylon and multiple stay cables spans a body of water. The water is dark and reflects the sky. Along the waterfront, there are several modern buildings. The most prominent is a large, multi-story building with a glass facade and a curved, stepped design. To its left is a taller, more traditional building with a grid of windows. To its right is another modern building with a glass facade and a curved design. In the background, more city buildings are visible under a clear blue sky. A white rectangular box with the text "Questions?" is overlaid on the left side of the image.

Questions?