



BBC Learning Industry Briefing

Sinéad Rocks, Acting Controller
30 April 2014



BBC iWonder



BBC

Agenda

- Introduction
- Update on the Knowledge and Learning Product
 - iWonder
 - Bitesize
- Outline of BBC Learning spending
- What's next for BBC Learning?

BBC Learning works in three broad ways

We commission programmes with an educational aim



We use programmes to run campaigns to create educational experiences

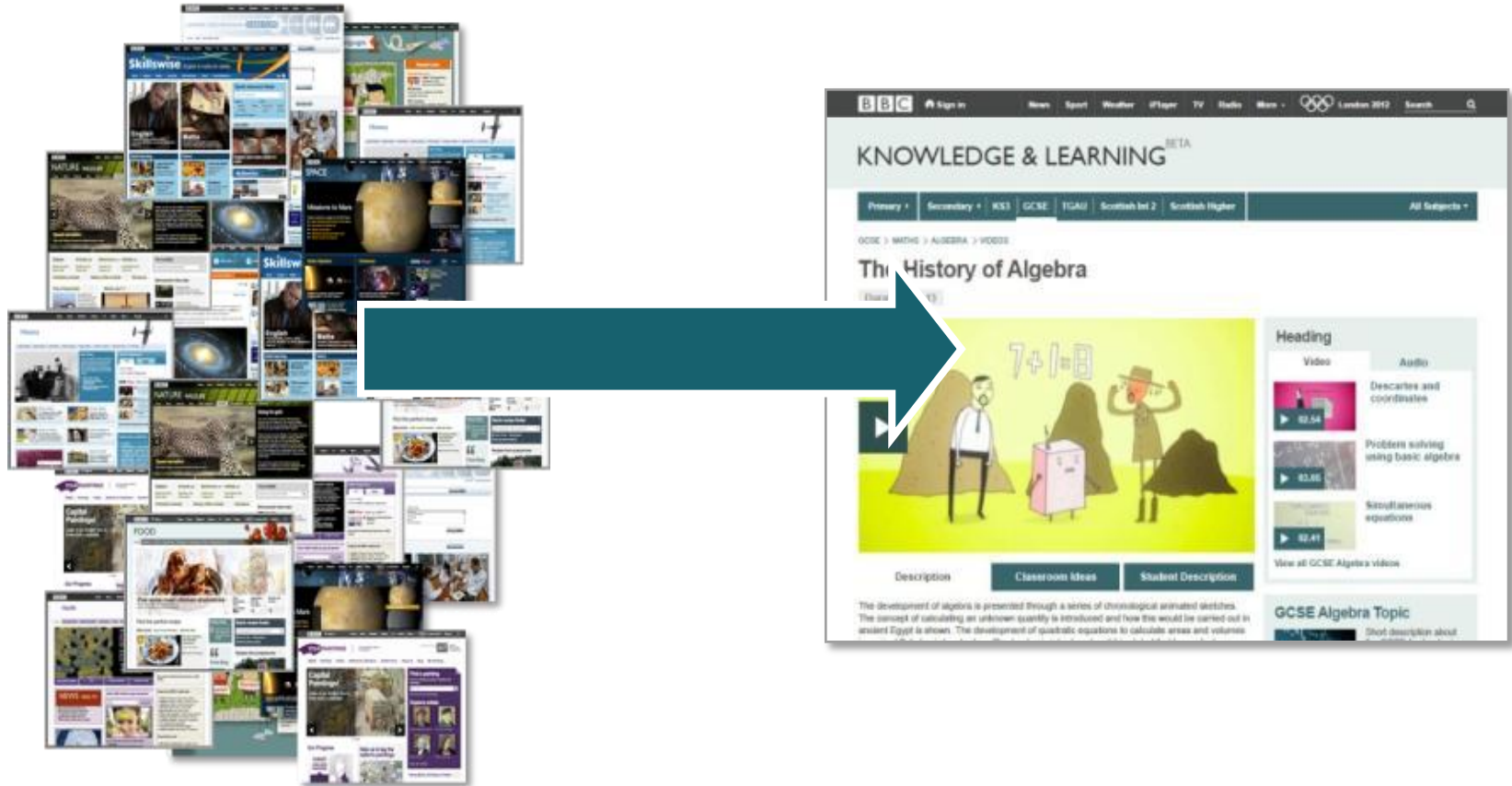


We produce online materials for learners, teachers and mainstream audiences

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

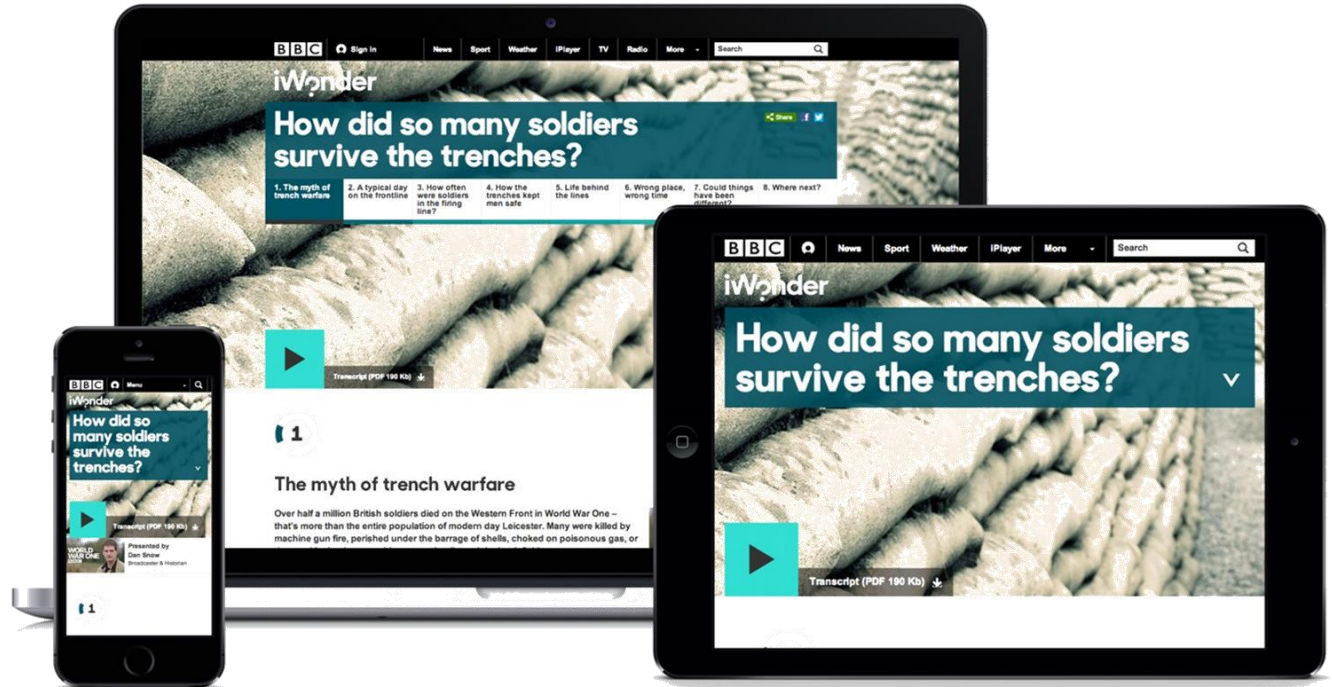
3

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

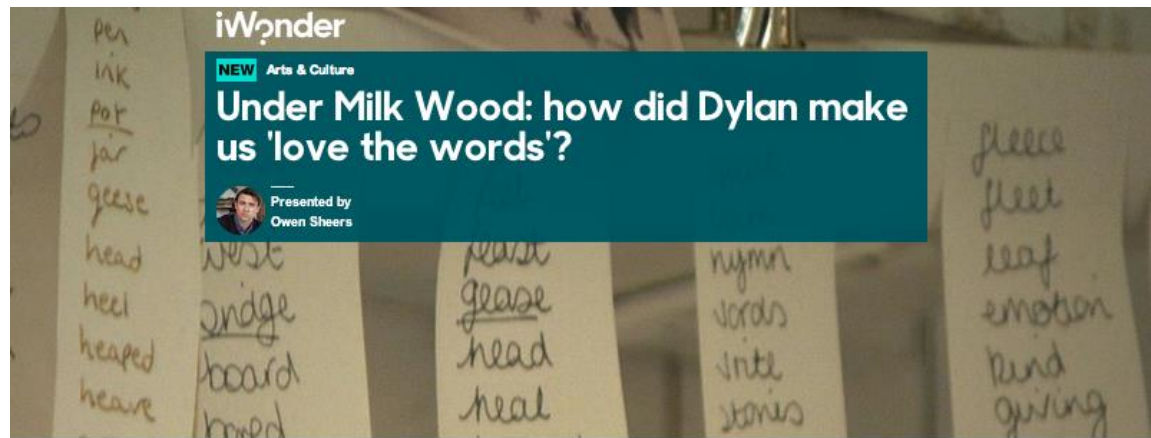
6. Which technologies do rocket scientists use?

7. Where next?



Transcript (PDF 113 Kb) ↓





History

How did Pack Up Your Troubles become the viral hit of WW1?



Presented by Gareth Malone



History

How did the war change life for women?



Presented by Kate Adie



Consumer

Could you cut your energy bills by a third?



Presented by Dan Donnelly

History

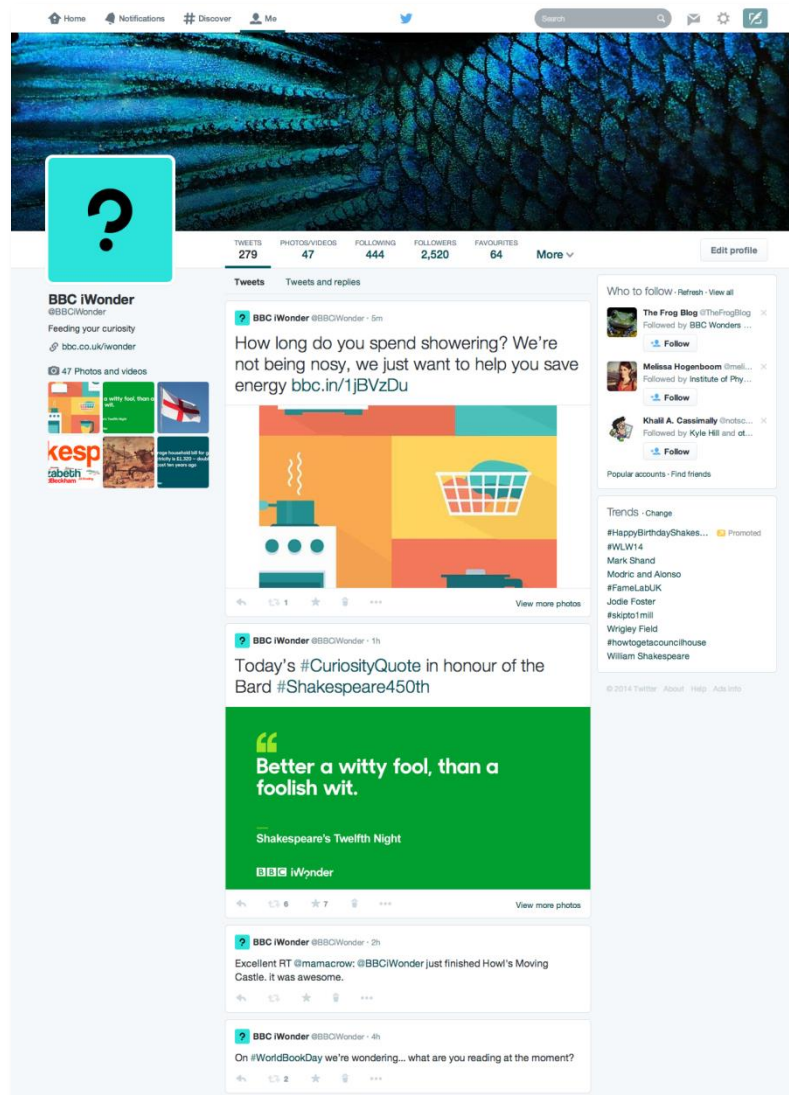
Did WW1 change French composer Ravel and his music?



Presented by Sara Mohr-Pietsch



Using Twitter to feed curiosity



We will continue to develop iWonder

New timeline format



iWonder

The Moon: from birth to man

-4.6mil years

Earth's silent partner

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

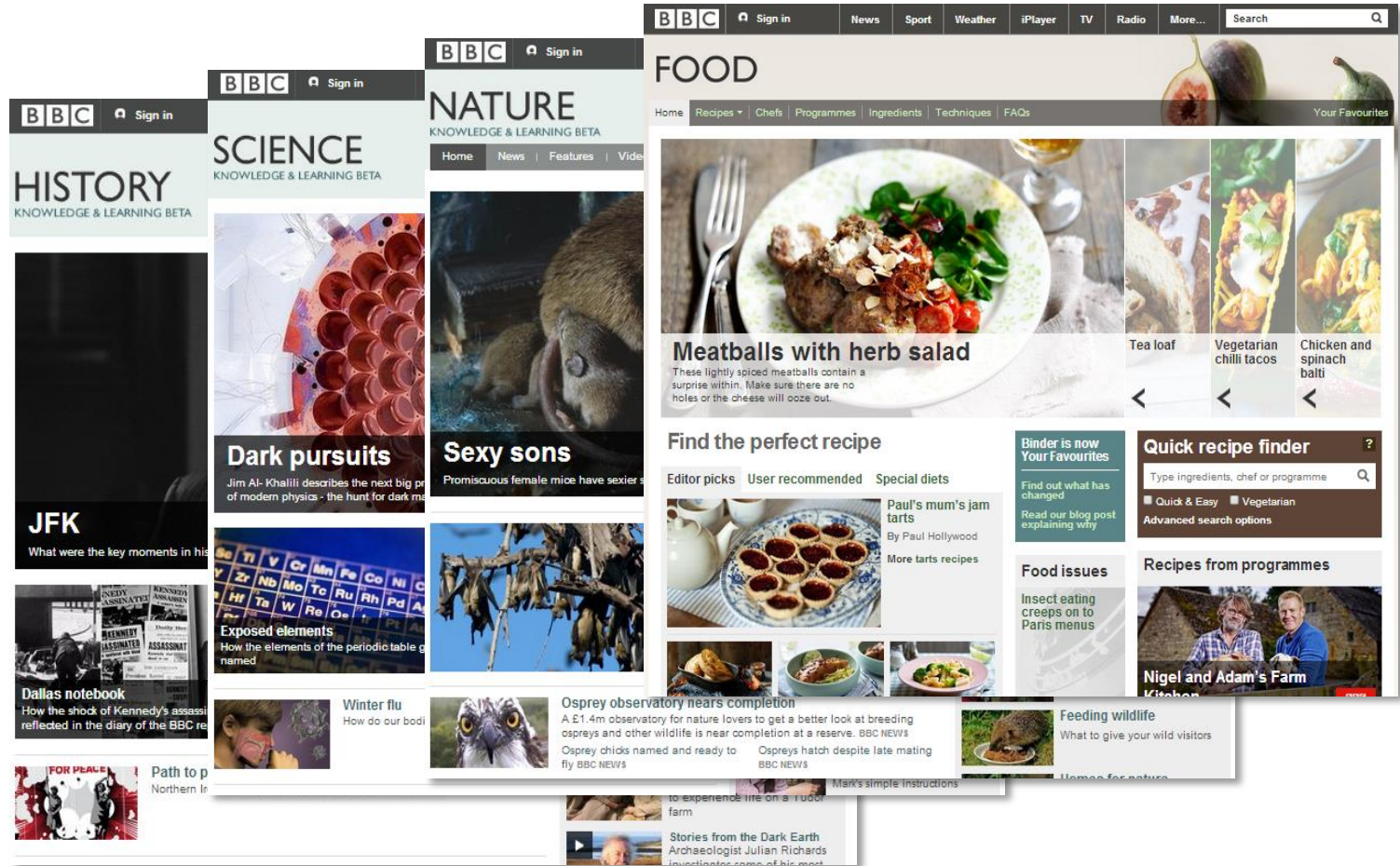
The Moon is Earth's only natural satellite. Twelve human beings have set foot on it. But how much do we know about our closest celestial partner?

Presented by
Brian Cox
Physicist and presenter

Increased interactivity



iWonder work alongside revamped genre pages



We are
evolving our
formal learning
offer

KNOWLEDGE & LEARNING ^{BETA}

Find out more about the
BETA on the [About the
BBC Blog](#).

Primary ▾

Secondary ▾

All Subjects ▾

BBC resources for students and teachers

Welcome to the new home of Bitesize revision guides and classroom clips.



BBC resources for students and teachers



NATIONAL 4 | GEOGRAPHY

How meteorite impacts caused Earth's tilt and seasons

An explanation of how Earth's 23 degree tilt may
have been caused by meteorite impacts.



NATIONAL 4 | MATHS

Percentages

Percentage as an
everyday fraction.
Sanjeev Kohli goes to



NATIONAL 5 | MATHS

Taking credit

Adina Campbell
investigates bank loans,
credit cards and payday

The first links from our linking out policy have begun

KNOWLEDGE & LEARNING

Primary

Secondary

All Subjects

3rd level

4th level

CA3

KS3

GCSE

National 4

National 5

Nàiseanta 4

Nàiseanta 5

TGAU

Higher

Home

GCSE

English

Reading

Writing for different purposes

Speaking and listening skills

Critical writing

Creative writing

Spoken language

Grammar and spelling

Links

Skillswise: English

Routes of English

BBC News: School Report

BBC Scotland: Pinball

Englishbiz

GCSE.com Revision: English

Education Quizzes: English SUBSCRIPTION

TES: English resources SUBSCRIPTION

Teachit SUBSCRIPTION

KNOWLEDGE & LEARNING

Primary

Secondary

All Subjects

3rd level

4th level

CA3

KS3

GCSE

National 4

National 5

Nàiseanta 4

Nàiseanta 5

TGAU

Higher

Home

GCSE

History

Early civilisations and empires (pre 12th century)

The Middle Ages (12th to 15th century)

Tudors and Stuarts (15th to 17th century)

The French Revolution (18th century)

Industrial and Victorian era (18th and 19th century)

The American West (19th century)

Modern World history (20th century)

Links

BBC History

BBC History: World Wars

TES: History resources

Centenary News

Global Grid for Learning

The Historical Association SUBSCRIPTION

We are rationalising our multiple school brands

The collage displays five different educational websites from BBC Learning:

- Bitesize:** A grid of learning levels including KS1, Scottish 1st Level, KS2, Scottish 2nd Level, KS3, GCSE, TGAU, Intermediate 2, National 4, National 5, Nàiseanta 4, and Nàiseanta 5. Each level features a cartoon illustration.
- SCHOOLS SECONDARY:** Knowledge & Learning Beta. Features a 'Get Inspired' section with a video of tennis player Andy Murray and a 'Watch and Listen' section with video thumbnails.
- SCHOOLS PRIMARY:** Knowledge & Learning Beta. Features a 'Primary: Mandarin' section with a video of children and a 'Watch and Listen' section with video thumbnails.
- School Radio:** Audio resources for primary schools. Includes a 'Podcasts, downloads, audio, video clips and learning resources for primary schools' section. A featured resource is the 'WW1 Performance Pack' for 9 to 12 year olds.
- World War One resources:** How the BBC is marking the anniversary of the conflict. Includes 'World War One centenary' and 'Secondary resources' sections.

And changing how we refer to some content

KNOWLEDGE & LEARNING ^{BETA}

Find out more about the BETA on the [About the BBC Blog](#).

Primary - Secondary - All Subjects -

3rd level 4th level CA3 KS3 GCSE National 4 National 5 Nàiseanta 4 Nàiseanta 5 TGAU Higher

Home / GCSE / Business

Marketing

Bitesize Classroom Resources

	Revise	Video	Test
Market research			
The marketing mix			
Product			
Price			
Place			

Links

BBC News: Your money
Finance and business news, business management and money advice.

BBC Podcasts: Business world
BBC News: Running a business
BBC World Service: Money
BBC News: Financial glossary

Biz/ed: Business studies
 UK Government: Businesses
 The Times 100

KNOWLEDGE & LEARNING ^{BETA}

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Primary - Secondary - All Subjects -

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Home / GCSE / Business / Marketing

Marketing Classroom Resources

Bitesize Classroom Resources

< 1 2

Added value in processed food
The importance of added value at the heart of business success.

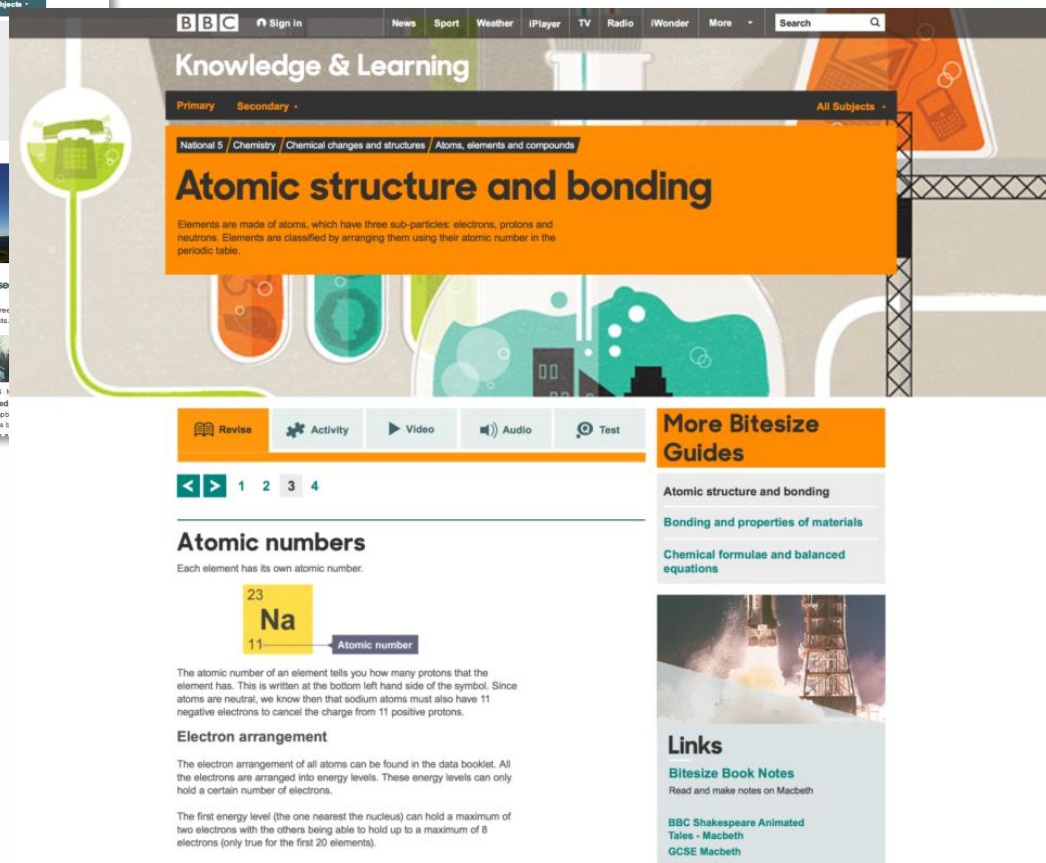
Links

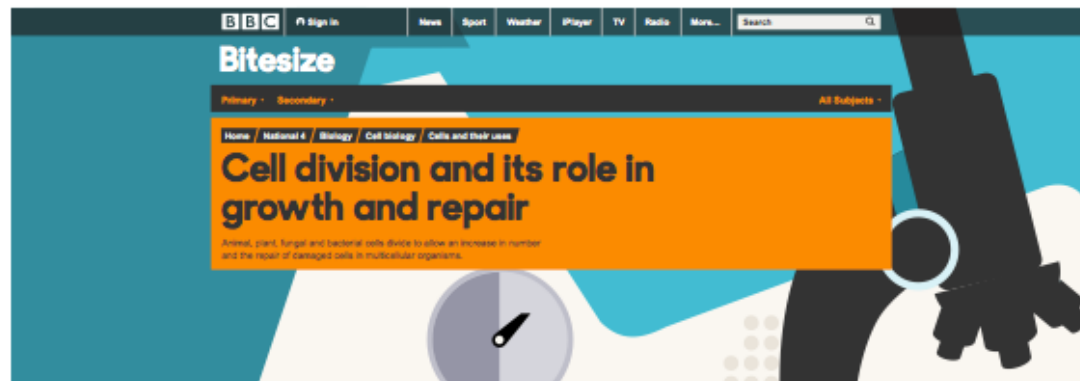
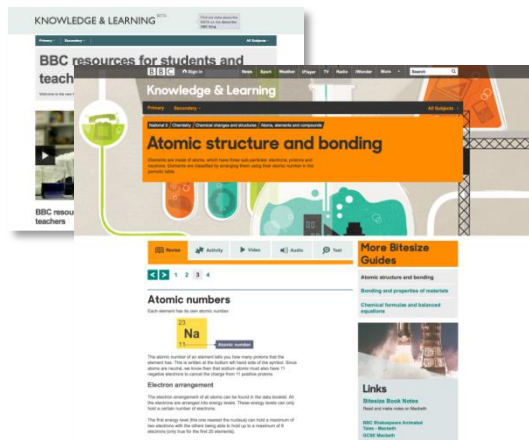
BBC News: Your money
Finance and business news, business management and money advice.

BBC Podcasts: Business world
BBC News: Running a business
BBC World Service: Money
BBC News: Financial glossary

Biz/ed: Business studies
 UK Government: Businesses
 The Times 100

We plan to improve the K&L beta look and feel...





Review

Test

1

2

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

Nerve cell

Nerve cell

Bone cell

Smooth muscle cell

Unicellular

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

Bacterial cell

Cell wall

Cell membrane

Molecule of circular DNA

Cytoplasm

Yeast cell

Cell wall

Cell membrane

Nucleus

Cytoplasm

Mitochondria

1

2

More Bitesize

- Cell division and its role in growth and repair
- Controversial biological procedures
- DNA, genes and chromosomes
- Therapeutic use of cells

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BBC Learning formal spend as part of total K&L product

	10/11	11/12	12/13	13/14	14/15 forecasts
Adults					
Adult Skills	1.2	1.2	0.5	0.1	
Languages	0.6	0.6	0.2	0.0	
Media Literacy	0.2	0.1	0.3	0.1	
Ouch	0.3	0.0	0.0	0.0	
Total Adults	2.3	1.9	1.0	0.2	0.4
5-19s					
Bitesize*	2.1	2.5	2.7	2.8	
Blast	0.6	0.0	0.0	0.0	
Teachers/Parents/Class Clips	2.8	2.5	1.6	1.5	
TV Support Projects	0.2	0.1	0.6	0.0	
Total 5-19s	5.6	5.1	4.9	4.3	3.6
Total Formal	7.9	7.0	5.9	4.5	4.0
Total Informal			4.6	4.4	4.5
Total Product development			2.0	0.4	0.6
FM Spend*			4.0	3.0	2.7
Total K&L Product			16.5	12.3	11.9

* Includes Infographics spend in 12/13 and 13/14

* Net and exclusive of central management costs

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We have a busy six months ahead



BBC iWonder

BBC Bitesize



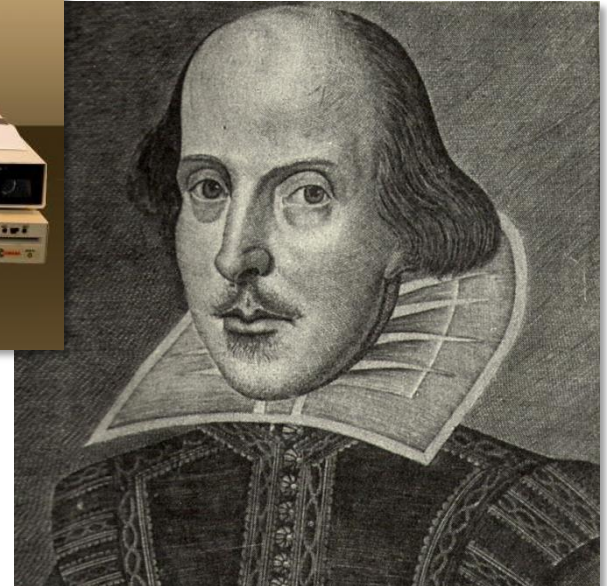
BBC Learning has annual strategic priorities



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 that has a grid-like pattern of windows. To its left is a taller, white building with a curved top. To its right is another building with a dark, textured facade. In the background, more city buildings are visible under a clear blue sky. A white rectangular box with the word "Questions?" is overlaid on the left side of the image.

Questions?