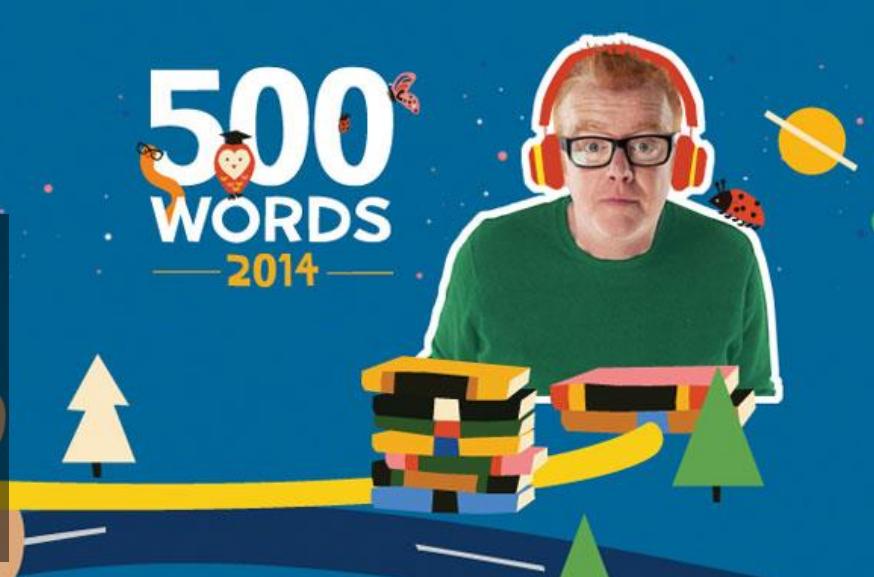




# BBC Learning

## Industry Briefing

Sinéad Rocks, Acting Controller  
30 April 2014



# 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



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



A screenshot of the new BBC Knowledge &amp; Learning website. The header features the BBC logo, sign-in options, 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 &amp; LEARNING BETA". Below the title, the URL shows "GCSE &gt; MATHS &gt; ALGEBRA &gt; HOME". The main content area displays an article titled "The History of Algebra" with a thumbnail image of two figures in ancient Egyptian clothing. To the right, there is a sidebar with a heading "Heading" and sections for "Video" and "Audio". The video section lists three items: "Descartes and coordinates" (12:54), "Problem solving using basic algebra" (13:46), and "Simultaneous equations" (12:41). A link "View all GCSE Algebra videos" is also present. At the bottom, there are buttons for "Description", "Classroom Ideas", and "Student Description".

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

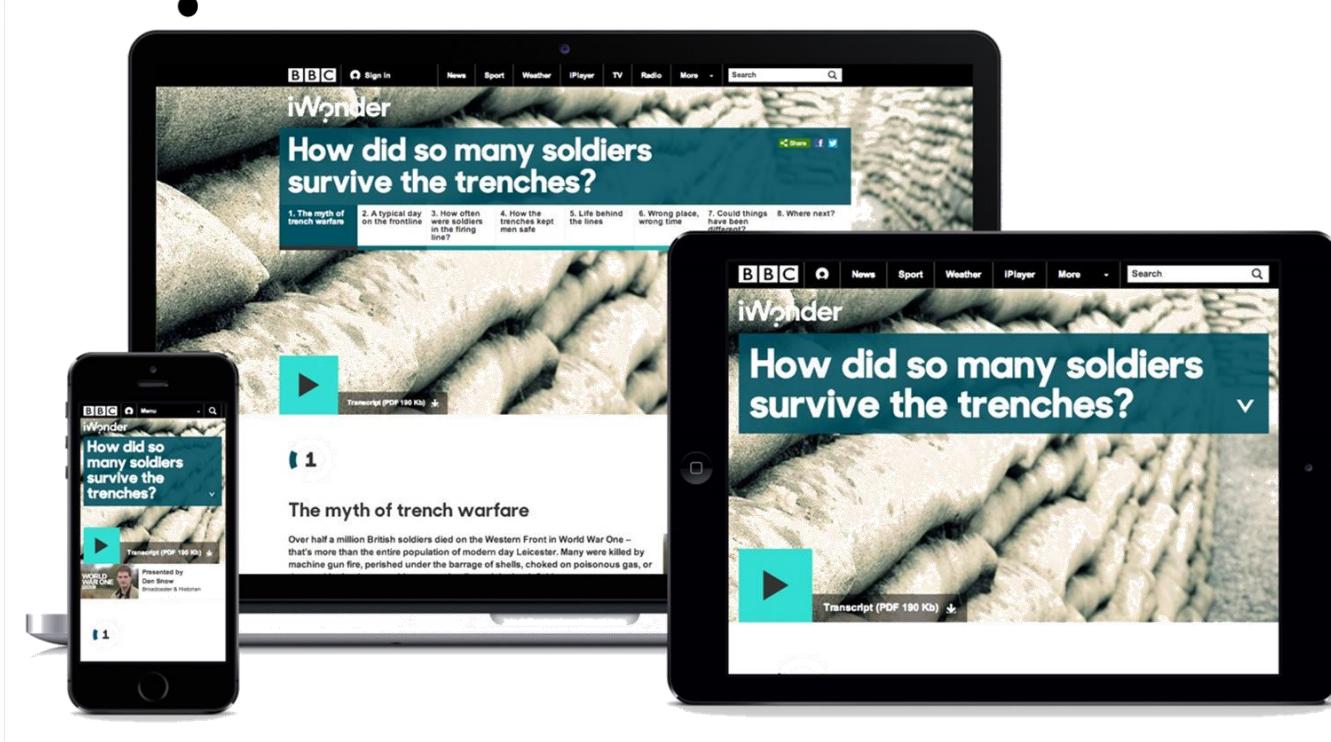
3

## 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

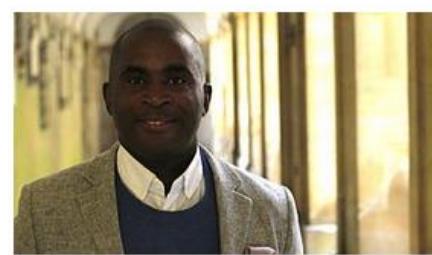
They are talent led, interactive stories based around provocative and intriguing questions. Commissioned by Learning in line with strategic and genre priorities.



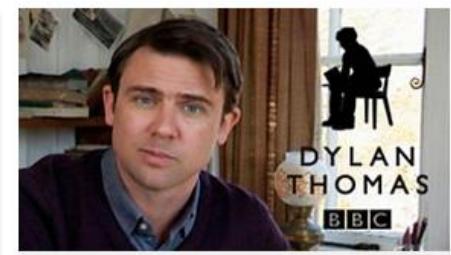
Presented by  
**Joan Bakewell**  
Broadcaster & Journalist



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

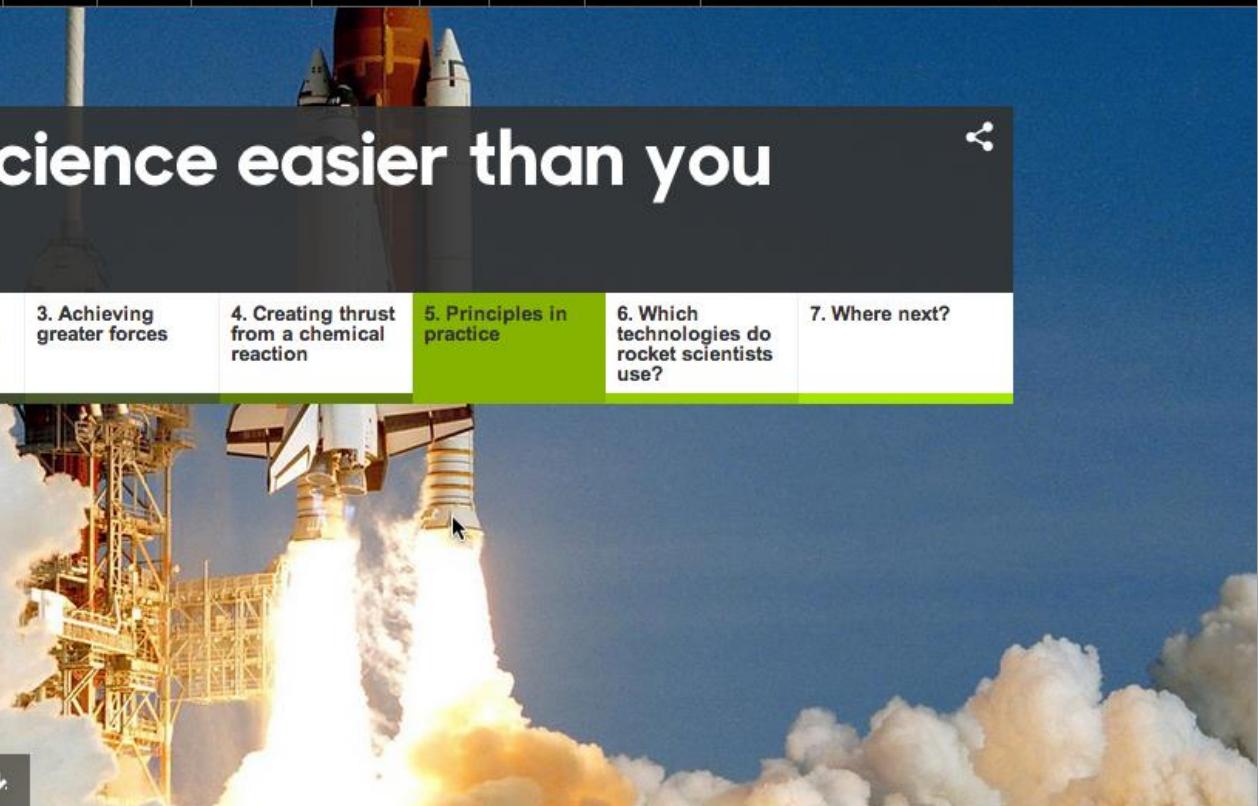
6. Which technologies do rocket scientists use?

7. Where next?



Transcript (PDF 113 Kb) 

1



The image shows a collage of BBC iWonder content cards and handwritten words on a wall. The handwritten words on the wall include: pen, ink, pot, jar, geese, head, heel, heaped, heave, west, ridge, board, bough, please, head, heal, hymn, words, int'l, stories, fleece, fleet, leaf, emotion, kind, giving.

**iWonder**

**NEW Arts & Culture**

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

Presented by Owen Sheers

**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

**Follow**  
@BBCiWonder

PAC Y VPA C  
P D K A P C

# Using Twitter to feed curiosity

The screenshot shows the BBC iWonder Twitter profile (https://twitter.com/BBCiWonder). The profile picture is a teal square with a white question mark. The bio reads "Feeding your curiosity" and includes a link to [bbc.co.uk/wonder](http://bbc.co.uk/wonder). The stats are: 279 tweets, 47 photos/videos, 444 following, 2,520 followers, and 64 favourites. The timeline displays several tweets, including one about showering duration and another quoting Shakespeare. The interface includes a sidebar for "Who to follow" and "Trends".

The screenshot shows the BBC iWonder Twitter profile on a mobile device. The profile picture is a teal square with a white question mark. The bio reads "BBC iWonder" and includes a link to [@BBCiWonder". The stats are: 276 tweets, 444 following, and 2,518 followers. The "Following" button is highlighted in blue. Below the profile, two tweets are visible. The bottom of the screen shows navigation icons for "Timelines", "Notifications" \(with 18 notifications\), "Messages", and "Me".](http://bbc.in/1jBVzDu)

# We will continue to develop iWonder

## New timeline format



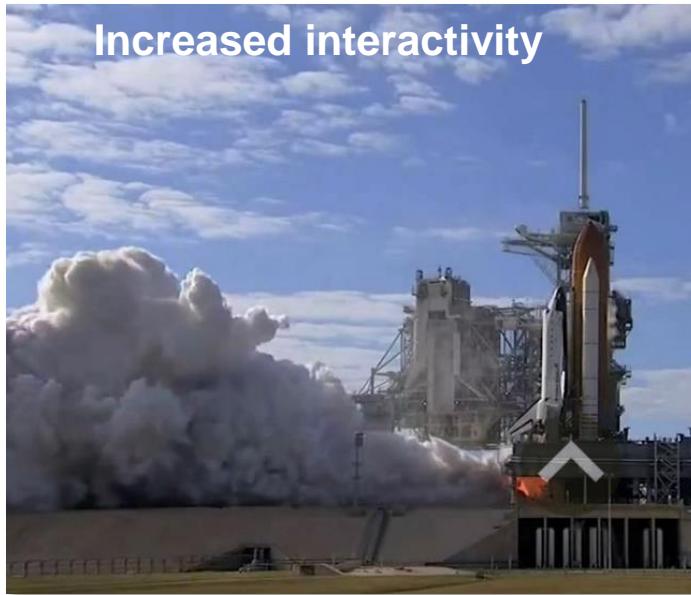
## Earth's silent partner

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

# iWonder work alongside revamped genre pages

The image shows a screenshot of the BBC Learning website, specifically the iWonder work alongside revamped genre pages. The layout is divided into three main sections: HISTORY, SCIENCE, and FOOD.

**HISTORY** (Left Column):

- JFK**: What were the key moments in history?
- Dallas notebook**: How the shock of Kennedy's assassination reflected in the diary of the BBC reporter.
- FOR PEACE**: Path to peace in Northern Ireland.

**SCIENCE** (Middle Column):

- Dark pursuits**: Jim Al-Khalili describes the next big problem of modern physics - the hunt for dark matter.
- Exposed elements**: How the elements of the periodic table got their names.
- Winter flu**: How do our bodies fight off the winter bug?
- Osprey observatory**: An observatory for nature lovers to get a better look at breeding ospreys and other wildlife is near completion at a reserve.
- Stories from the Dark Earth**: Archaeologist Julian Richards investigates some of his most

**FOOD** (Right Column):

- Meatballs with herb salad**: A recipe for meatballs with herb salad.
- Tea loaf**
- Vegetarian chilli tacos**
- Chicken and spinach Balti**

**Quick recipe finder** (Bottom Right):

- Binder is now Your Favourites
- Find out what has changed
- Read our blog post explaining why
- Quick & Easy
- Vegetarian
- Advanced search options

**Find the perfect recipe** (Bottom Center):

- Editor picks
- User recommended
- Special diets
- Paul's mum's jam tarts
- Insect eating creeps on to Paris menus
- Nigel and Adam's Farm Kitchen
- Feeding wildlife

**Food issues** (Bottom Left):

- Osprey hatch despite late mating
- Osprey chicks named and ready to fly BBC NEWS
- Osprey observatory nears completion
- Mark's simple instructions
- Stories from the Dark Earth
- Archaeologist Julian Richards

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 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

# 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 BETA

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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

## Bitesize

KS1, Scottish 1st Level, KS2, Scottish 2nd Level, KS3, GCSE, TGAU, Intermediate 2, National 4, National 5, Nàiseanta 4, Nàiseanta 5

Learning School Radio Audio resources for primary schools

Home Subjects A to Z Schedule Teacher's notes Podcasts FAQ

Podcasts, downloads, audio, video clips and learning resources for primary schools

WW1 Performance Pack. Download or print our specially-written performance script for 9 to 12 year olds called Archie Dobson's War.

Print or download the 2013 – 2014 School Radio Guide.

Please note: in 2013-2014 School Radio programmes will not be available as pre-recorded CDs. For further information [click here](#).

217 Share

## SCHOOLS SECONDARY

KNOWLEDGE & LEARNING BETA

Get Inspired: A webcast from Wallace High School in Stirling. Featuring 60 minutes of questions and answers, with the current Wimbledon Champion.

Watch and Listen: Writing workshop, Hamlet - The character of

## SCHOOLS PRIMARY

KNOWLEDGE & LEARNING BETA

Browse by subject: Art, Business Studies, Citizenship, Design & Technology

Primary Languages: Mandarin, All About Me

Primary: Mandarin: Primary Languages | Chinese Topics | All About Me | Greetings

Watch and Listen: The Sun and the Wind (animation), Anansi and Turtle (animation)

World War One resources: Discover what life was like 100 years ago with brand new resources for schools to mark the centenary of World War One

World War One centenary: How the BBC is marking the anniversary of the conflict

Secondary resources: Online resources to support the curriculum across the nations

Northern Ireland Schools: Learning resources for 3-16 year olds

Scotland: Content for teachers, parents

School Radio, Knowledge & Learning, Primary Term Planner, Schools Newsletter

## 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 -

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

Home / GCSE / Business / Marketing

## Marketing Classroom Resources

Bitesize Classroom Resources



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

 04.24

**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...

The image shows two views of the BBC Knowledge & Learning beta website. The left view is a mobile or tablet layout, and the right view is a desktop layout. Both show the main navigation bar with 'Primary' and 'Secondary' tabs, a search bar, and various BBC service links (News, Sport, Weather, iPlayer, TV, Radio, iWonder, More). The main content area on the left features a large image of a student in a lab, a video player, and several thumbnail links for different subjects. The main content area on the right is titled 'Atomic structure and bonding' and includes a detailed description of atoms, sub-particles, and the periodic table. It features a large orange sidebar with 'More Bitesize Guides' and a 'Links' section with links to 'Bitesize Book Notes', 'BBC Shakespeare Animated Tales - Macbeth', and 'GCSE Macbeth'.

**BBC resources for students and teachers**

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

**NATIONAL 4 GEOGRAPHY**  
How meteorite impacts cause Earth's tilt and seasons  
An explanation of how Earth's 23 degree have been caused by meteorite impacts

**NATIONAL 4 MATHS**  
Percentages  
Percentages as an everyday fraction. Review how to calculate percentages.

**NATIONAL 5 SCIENCE**  
Taking credit  
Adina Camps investigates how to credit others for their work.

**BBC resources for students and teachers**

**NATIONAL 5 / Chemistry / Chemical changes and structures / Atoms, elements and compounds**

## Atomic structure and bonding

Elements are made of atoms, which have three sub-particles: electrons, protons and neutrons. Elements are classified by arranging them using their atomic number in the periodic table.

**Revise** **Activity** **Video** **Audio** **Test**

1 2 3 4

### Atomic numbers

Each element has its own atomic number.

23  
Na  
11      Atomic number

The atomic number of an element tells you how many protons that the element has. This is written at the bottom left hand side of the symbol. Since atoms are neutral, we know then that sodium atoms must also have 11 negative electrons to cancel the charge from 11 positive protons.

#### Electron arrangement

The electron arrangement of all atoms can be found in the data booklet. All the electrons are arranged into energy levels. These energy levels can only hold a certain number of electrons.

The first energy level (the one nearest the nucleus) can hold a maximum of two electrons with the others being able to hold up to a maximum of 8 electrons (only true for the first 20 elements).

**Links**

**Bitesize Book Notes**  
Read and make notes on Macbeth

**BBC Shakespeare Animated Tales - Macbeth**

**GCSE Macbeth**

**KNOWLEDGE & LEARNING**

BBC resources for students and teachers

Knowledge & Learning

Primary Secondary All Subjects

Atomic structure and bonding

Atomic numbers

Electron shells

Electron arrangement

Links

Epithelial cell

Leucocyte

Liver cell

Fat cell

Cartilage cell

Striated muscle fibre

Nerve cell

Bone cell

Smooth muscle cell

Unicellular

Bacterial cell

Yeast cell

Cell wall

Cell membrane

Molecule of circular DNA

Cyttoplasm

Cell wall

Cell membrane

Endosoma

Cytoplasm

Mitochondria

BBC | Sign In

News Sport Weather iPlayer TV Radio More... Search

**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 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

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

Cell wall

Cell membrane

Molecule of circular DNA

Cyttoplasm

Cell wall

Cell membrane

Endosoma

Cytoplasm

Mitochondria

1 2

# Agenda

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

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

	10/11	11/12	12/13	13/14	14/15 forecasts
<b>Adults</b>					
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	
<b>Total Adults</b>	<b>2.3</b>	<b>1.9</b>	<b>1.0</b>	<b>0.2</b>	<b>0.4</b>
<b>5-19s</b>					
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	
<b>Total 5-19s</b>	<b>5.6</b>	<b>5.1</b>	<b>4.9</b>	<b>4.3</b>	<b>3.6</b>
<b>Total Formal</b>	<b>7.9</b>	<b>7.0</b>	<b>5.9</b>	<b>4.5</b>	<b>4.0</b>
<b>Total Informal</b>			<b>4.6</b>	<b>4.4</b>	<b>4.5</b>
<b>Total Product development</b>			<b>2.0</b>	<b>0.4</b>	<b>0.6</b>
<b>FM Spend*</b>			<b>4.0</b>	<b>3.0</b>	<b>2.7</b>
<b>Total K&amp;L Product</b>			<b>16.5</b>	<b>12.3</b>	<b>11.9</b>

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

\* Net and exclusive of  
central management  
costs

# Agenda

- Introduction
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  - iWonder
  - Bitesize
- Outline of BBC Learning spending
- What's next for BBC Learning?

# We have a busy six months ahead



BBC iWonder

BBC Bitesize



# BBC Learning has annual strategic priorities

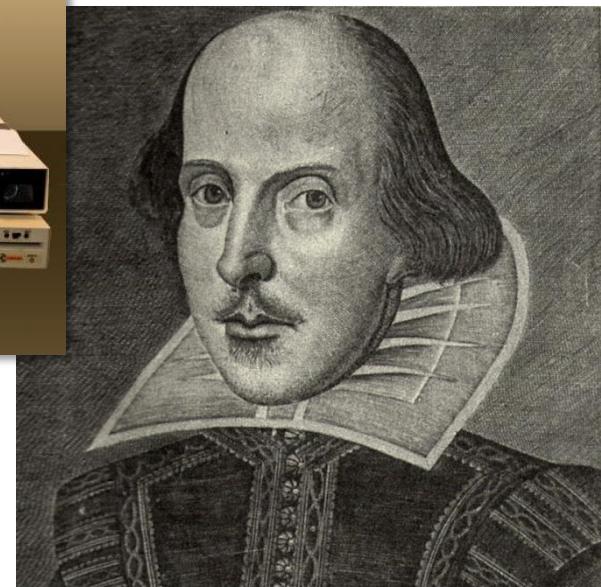


2014 World War One



2015 Digital Creativity  
and Coding

2016 Shakespeare





**Questions?**