



CASE STUDY

Delivering content analysis on new creative programming at the BBC



BBC

'Zizo are working alongside one of the best known names in global broadcasting, the BBC. As the world's oldest and most revered national broadcasting organisation, the BBC is also the largest in terms of number of employees and has a turnover of £4.72bn.

With its Royal Charter specifying the need for the corporation to 'inform, educate and entertain', the BBC is always looking to develop new ideas. As such, there are a number of key initiatives underway to explore new, exciting content within the BBC.

With a large creative team working inside the BBC to create new programmes, it was clear that a new approach was needed to engage BBC viewers with innovative unseen content, and the Taster site was developed.

'Taster' allows both BBC employees and the public to watch and rate pilot shows designed to show case using new formats, talent and technology. It became clear that despite the success of the idea, analysing the actual content engagement and then making that analysis available in an informative way was proving difficult.

Zizo was commissioned to deliver a new analytical platform, enabling the 'Taster' team to look into the reaction to each piece of content, across all types of media. The application created by Zizo enable analysis across platform, across device and take data from a wide variety of sources, including social media.

MEDIA CASE STUDY

CUSTOMER

BBC

CHALLENGE

To improve the understanding of how the Content on the BBC 'taster' site was being consumed, appreciated and rated.

SOLUTION

Zizo takes the data from numerous different data sources, including ComScore, Twitter and Facebook and enables visual analysis of that data across any platform, such as mobile or tablet devices.

BENEFITS

- A deeper understanding of new, innovative content, formats and talent
- The application is delivered as a service, with no capital investment needed
- Solution is accessible on any device, at any time

HIGHLIGHTS

- 6 million page views
- 2.5 million unique visitors
- 950,000 'Tries'
- 43,000 'Rates'
- 48,000 'Shares'

Since its launch in January, 'Taster' has met universal approval across the BBC, engaging teams from all areas and all channels.

Eleni Sharp, Product Manager at the BBC states:

'As part of us developing the Taster platform, we also developed an analytics dashboard alongside UK supplier Zizo. It was important that we were not only trying out new technology and formats, but were also able to learn from them. Every pilot team has access to the dashboard which pulls in comScore data and the Taster API, as well as social data to help us really understand how audiences are using the ideas available in BBC Taster. This insight goes straight back into the BBC and means we are making informed decisions about what to spend time on and develop further.'

AN AGILE, FLEXIBLE SOLUTION

Zizo delivered the 'Taster' analytical dashboard using the MEAN technology stack, which allows for both rapid prototyping and agile delivery. Working alongside the creative teams at the BBC provided a welcome design challenge, and one that could only be met through the use of a flexible delivery solution. The final application is a responsive design, enabling access from any device, without the need for additional development.

DATA TO INSIGHT IN DAYS

Using their patented technology platform, Zizo were able to integrate the numerous and varied data feeds required by the BBC in a matter of days. Furthermore, the ability to store large volumes of data at a granular level without the need for aggregation ensures that the resulting analytical dashboard delivers a trusted view of the response to each pilot.

A COMPLETE SERVICE

With the continued success of Taster, Zizo are now delivering a complete analytical service to the team at the BBC. From data receipt, integration and cleansing, through to application development and support, Zizo are able to provide real business value and form a true analytical partnership moving forward.



FOR FURTHER INFORMATION

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