

# BBC DIGITAL INNOVATION

Content specialism. Campaign expertise. Data precision.

CAROLINE WILKINSON, Regional Director – UK, Ireland & Nordics  
JAMES GILKES, Global Pricing & Inventory Director



# BBC STORYWORKS

## BRANDED

*Your story, told your way*

- Compelling brand films
- Attention-grabbing shorts
- Captivating campaign microsites
- Innovative advertisements features

## PARTNERED

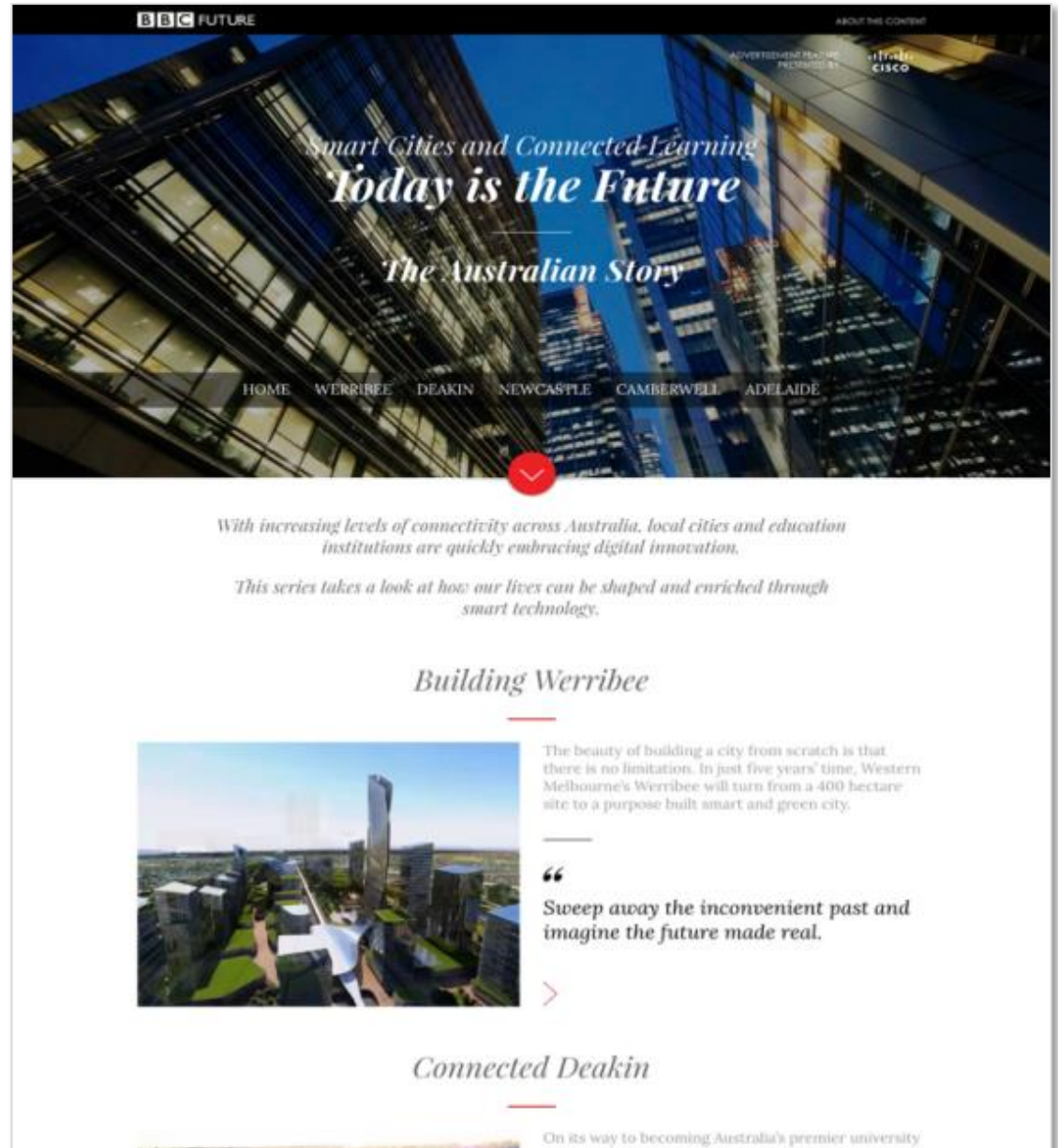
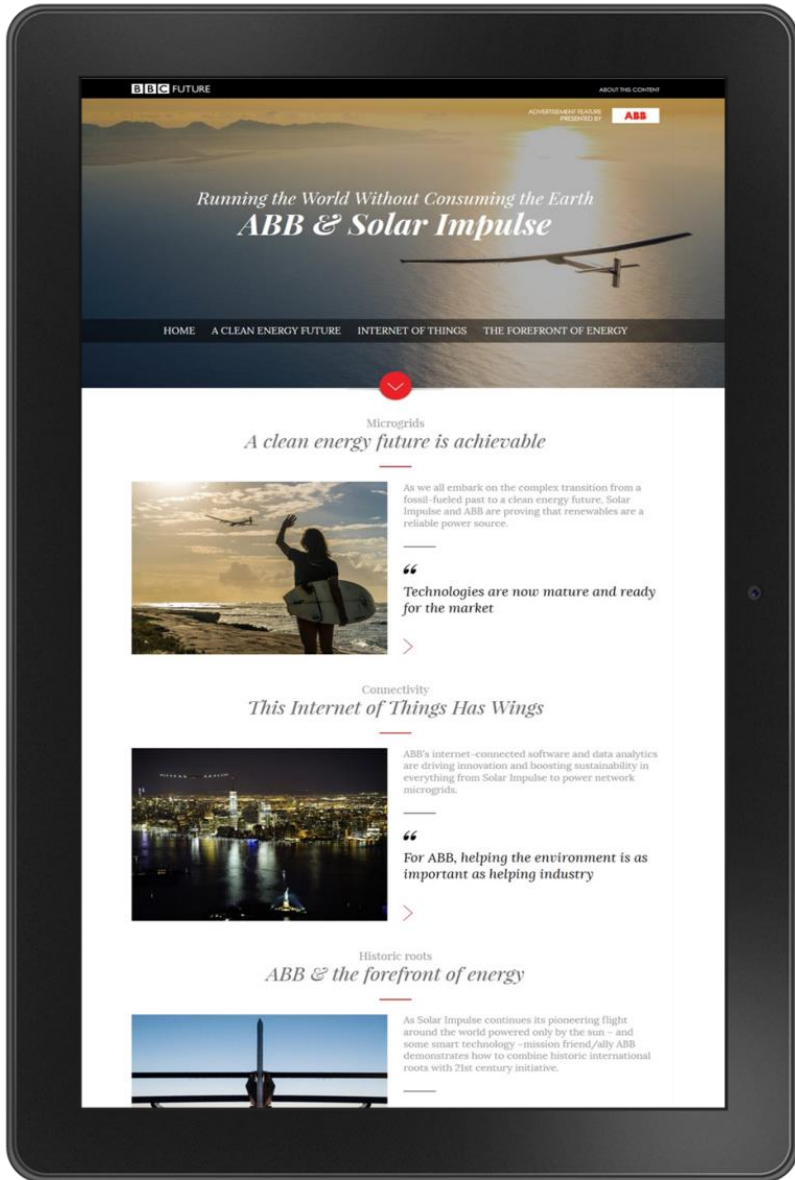
*Stories we tell together*

- Unique native content that is bold and innovative
- Engaging interactive formats
- New adaptive designs and an integrated presentation

## SPONSORED

*Our stories, supported by you*

- Premium - groundbreaking new content
- Associated - existing high quality content
- Layered content portals – curated content delivered in one cohesive digital experience



Running the World Without Consuming the Earth  
**ABB & Solar Impulse**

HOME A CLEAN ENERGY FUTURE INTERNET OF THINGS THE FOREFRONT OF ENERGY

Microgrids

**A clean energy future is achievable**



As we all embark on the complex transition from a fossil-fueled past to a clean energy future, Solar Impulse and ABB are proving that renewables are a reliable power source.

“Technologies are now mature and ready for the market”

Connectivity

**This Internet of Things Has Wings**



ABB's internet-connected software and data analytics are driving innovation and boosting sustainability in everything from Solar Impulse to power network microgrids.

“For ABB, helping the environment is as important as helping industry”

Historic roots

**ABB & the forefront of energy**



As Solar Impulse continues its pioneering flight around the world powered only by the sun - and some smart technology - mission friend/ally ABB demonstrates how to combine historic international roots with 21st century initiative.

BBC FUTURE

ABOUT THE CONTENT

ADVERTISEMENT FEATURE PROVIDED BY

ABB CISCO

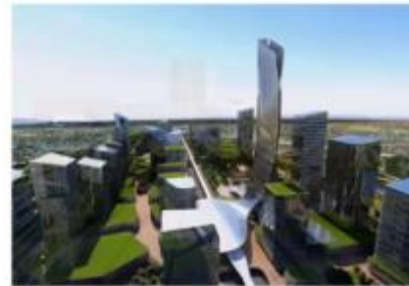
Smart Cities and Connected Learning  
**Today is the Future**  
The Australian Story

HOME WERRIBEE DEAKIN NEWCASTLE CAMBERWELL ADELAIDE

With increasing levels of connectivity across Australia, local cities and education institutions are quickly embracing digital innovation.

This series takes a look at how our lives can be shaped and enriched through smart technology.

**Building Werribee**



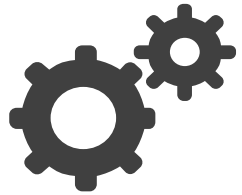
The beauty of building a city from scratch is that there is no limitation. In just five years' time, Western Melbourne's Werribee will turn from a 400 hectare site to a purpose built smart and green city.

“Sweep away the inconvenient past and imagine the future made real.”

**Connected Deakin**

On its way to becoming Australia's premier university

# DIGITAL INNOVATION



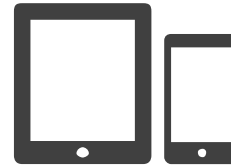
AUTOMATION



AUDIENCE



SEMANTIC



MOBILE



VIEWABILITY



BRAND SAFETY



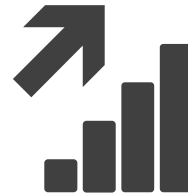
# AUTOMATION



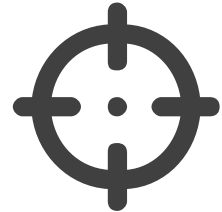
High ad visibility  
and traction



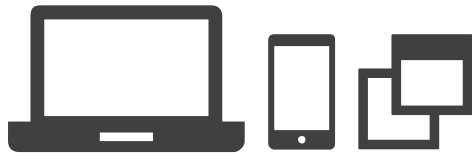
Audience at scale



Data matching



Precision targeting



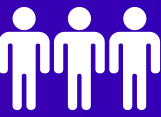
Display and video



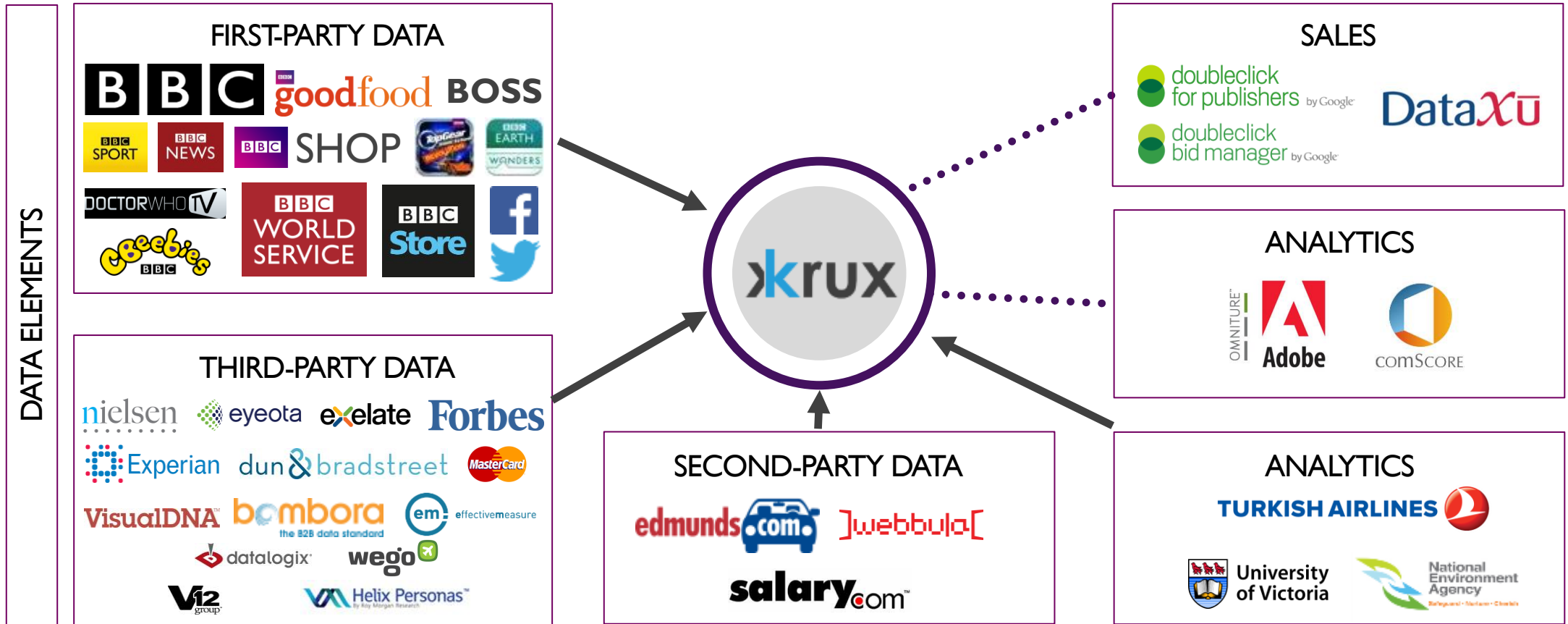
OMP, PMP,  
Automated Guaranteed

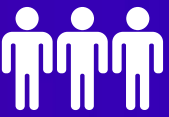


Global SSP solution



# AUDIENCE





# AUDIENCE EXTENSION

Precision targeting with 200+ exclusive segments from across the BBC

## FIRST-PARTY DATA



## THIRD-PARTY DATA





# SEMANTIC

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**WE'RE BEHIND YOUR OUTDOOR STYLE**

**Technology**

## Tomorrow's buildings: Smarter by design

By Jane Wollerton  
Technology reporter  
8 hours ago · Technology

Design ideas are increasingly putting the human first

**Top Stories**

- Trump sweeps five US state primaries**  
Donald Trump wins Republican presidential primaries in all five US states that voted, while Democrat Hillary Clinton matches her own loss.
- Belgium extradites Paris attack suspect**
- PNG to shut Australia detention camp**

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Your business and the "internet of everything"

Let's not get it wrong: you've become more news, a high-scale customer (displayed here: 750,000) various email communications emanating from over 100,000 various devices. But the attack had a twist: it was the first confirmed occasion that a smart home appliance - in this case a refrigerator - was used as a...

**Measuring feelings**

**ZURICH**

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**The new E-Class**  
Masterpiece of intelligence

**Technology**

## Would you want to talk to a machine?

By Jane Wollerton  
Technology reporter  
8 August 2016 · Technology

Many predict online chat assistants will replace call centre workers eventually

**Top Stories**

- Anger over Trump gun rights reversal**
- Brazil Senate votes for Rousseff trial**
- Phelps wins 20th & 21st Olympic golds**

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**IBM**

### How humans and machines are forging a new age of understanding

It's not surprising that the public's imagination has been ignited by Artificial Intelligence since the term was first coined in 1956. In the ensuing 60 years, we have been alternately enthralled by its promises, wary of its potential for abuse and frustrated by its slow development. But like so many advanced technologies that were once considered futuristic, AI has come to be widely misunderstood - or ignored by Hollywood.

**Learn more**

It's not surprising that our semi-intelligent smartphone assistants with a mixture of affection and frustration, but our attempts at getting answers from them are going to be just the start of a much bigger conversation.

Chatbots or virtual assistants are creeping into all aspects of our lives - from banks in the form, such as Amazon's Alexa, which can tell you your bank balance, to bots that pick up on messaging services or websites to help with your mortgage or order you a pizza.

Add to that weather bots, news bots, shopping bots, personal finance bots and scheduling bots, and it becomes clear why chatbots are rapidly becoming the "poster child of AI".

That's the view of Gerard Friis, chairman of AI consultancy company Matter, who has launched a number of bots in a range of organisations.

**Features & Analysis**



# THANK YOU

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