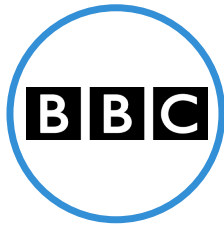


BBC Case Study



DESCRIPTION

The BBC runs ten national TV services providing entertainment, news, current affairs and arts coverage for the whole of the UK. The Television division is responsible for commissioning, producing, scheduling and broadcasting the content of all of the BBC's television channels.

INDUSTRY

Media

KEY CHALLENGES

Capturing ideas from large number of staff
Cross-genre collaboration
Engaging employees

KEY BENEFITS OF IDEA SPOTLIGHT

Collaborative idea development
Easy to use tool suitable for use with customers

“ Most ideas get better through the collaboration and input of others and that's what iCreate allows. iCreate enables people to put an idea in and invite the crowd to come in and make ideas better. ”

Pat Younge, Chief Creative Officer, BBC Production



CHALLENGES

The BBC aims to place staff ideas at the very centre of future programming and wants to enable more cross-genre programming by bringing together more than 4,000 people across the Television division, from its Factual, Entertainment, Comedy and Drama genres. They needed an online platform to capture staff ideas for TV shows that could also encourage cross-genre collaboration and demonstrate the commercial value of programming.

SOLUTIONS

The BBC is using a white label version of Idea Spotlight as the platform for BBC iCreate, a major new initiative that looks to capture staff programming ideas and make those ideas a key component of future TV schedules. The BBC was particularly impressed with Wazoku's flexibility in design and functionality and the platform's capacity to scale to hundreds of thousands of users if required. iCreate has been personalised and branded to suit the BBC's exact requirements. The iCreate platform is currently open to over 4,000 BBC employees working across in-house production, with plans to extend this to the rest of the BBC's employees. Users have the opportunity to submit their own programme ideas, which are then shared with other staff who can discuss and develop those ideas further.

RESULTS

The UK's largest idea crowdsourcing initiative in a creative industry, iCreate launched in January 2013. iCreate has been deployed to 4,200 members across the BBC and now has 2,500 active users who between them have submitted 909 programme ideas. 32 of these ideas are in development - these figures have surpassed all the BBC's expectations. In January 2014, BBC Production had put 32 shows into development that first emerged from iCreate.

Highlights from iCreate so far include a pilot for a radio comedy that originated from an idea submitted by a health and safety advisor in London and was developed by a Glasgow-based content producer. Originally titled 'Mr Mum', it has since been retitled 'Domestic Science' and Jane Berthoud, Head of BBC Radio Comedy is in the process of casting with a view to making a TV pilot.

The radio sketch show NewsJack has also benefitted from iCreate. The producers ran weekly challenges for new writers to submit topical sketches for NewsJack, with 10 new writers included every two weeks. All gags and sketches were reviewed and developed by the NewsJack team, resulting in hundreds of crowdsourced gags being included in the last series of NewsJack.