BBC ONLINE

RED BUTTON

# Briefing:

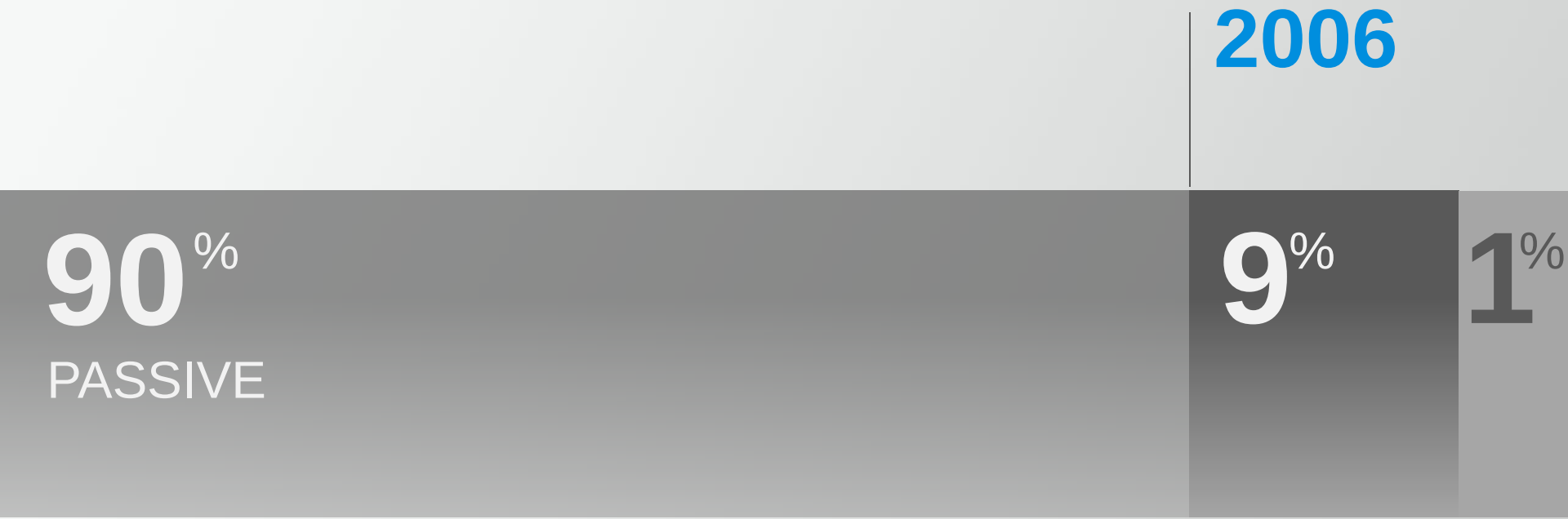
FRIDAY 4 MAY

#BBCOnline

# How the UK online population participates using digital media today

BBC

2006


2006
90%
PASSIVE
9%
1%

# 77%

## ACTIVE

- PENETRATION
- DEVICES
- PRODUCTS
- CULTURAL NORMS

BBC

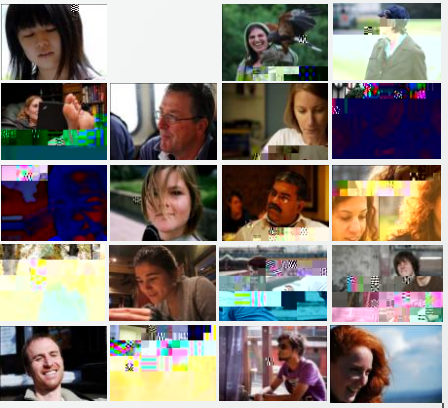
23%

PASSIVE

ONLINE

EARLY ADOPTERS

BBC



CHOICE

BENEFIT

BELIEFS

FUTURE?

BBC

# THE PARTICIPATION CHOICE

23%
PASSIVE

77%
ACTIVE

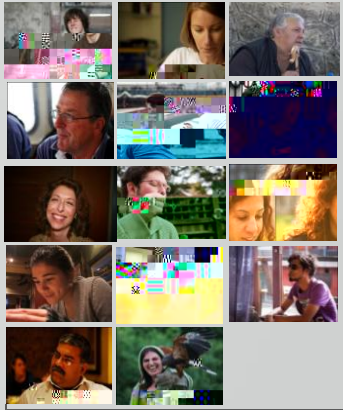
77%

ACTIVE

# THE PARTICIPATION CHOICE

23%

PASSIV



HIGHLY ACTIVE

EXPRESSION

SIZE?

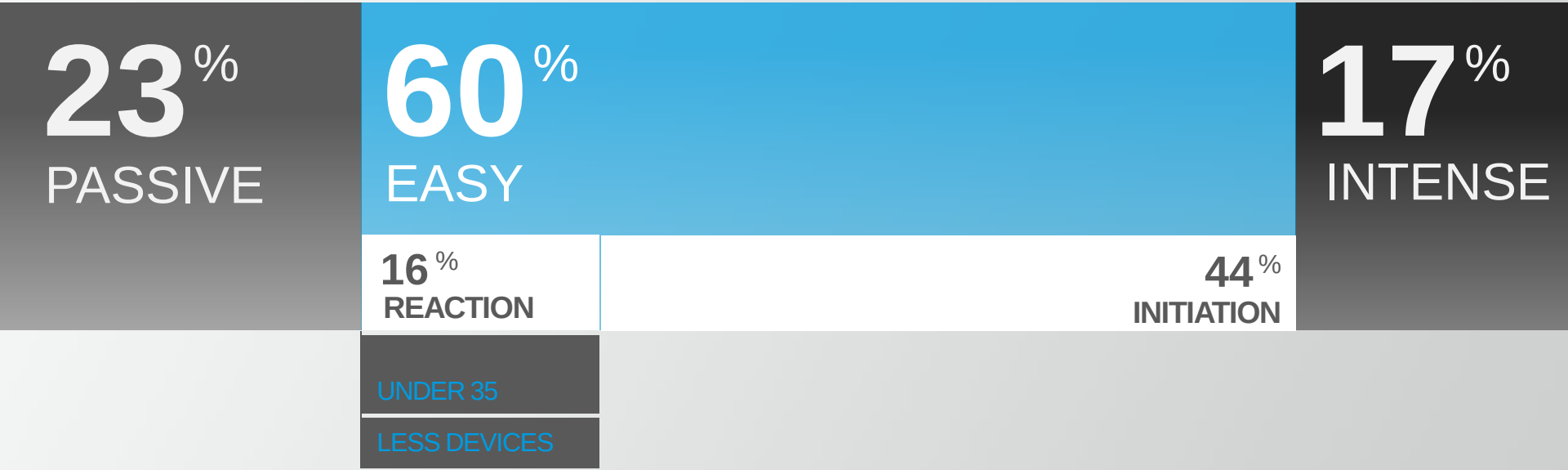
23%
PASSIVE

17%

CULTURAL NORMS

# THE PARTICIPATION CHOICE

# THE PARTICIPATION CHOICE




BBC

THE PARTICIPATION CHOICE

# PERCEPTIONS, EXPECTATIONS & REALITY

PASSIVE

EASY

INTENSIVE

BBC

# THE PARTICIPATION CHOICE

Holly Goodier
Head of Audiences
BBC Future Media