

BBC AUDIENCE SEGMENTATION

THE PREMIUM SOLUTION



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BBC PROVIDES A UNIQUE AUDIENCE TARGETING SOLUTION:

i) **EXCLUSIVITY**

You cannot buy the BBC's audience anywhere else. We do not offer our audience data through any indirect sales channel.

ii) **CAMPAIGN EXTENSION**

Complement a high-impact contextual ad campaign, such as a section takeover, by adding an audience segment that fits your campaign goals.

iii) **SUPERIOR EDITORIAL ENVIRONMENT**

The BBC is the world's most trusted and high quality international news organisation. Our audience is engaged and passionate about our content which makes it the perfect advertising environment for your brand.

Target your audience better than ever before, across any device, with the BBC's premium audience segments. Select one of our most popular audience segments below or contact us for a custom-made solution.

- BUSINESS AND FINANCE

- SCIENCE AND TECHNOLOGY

- CONSUMERS

- SPORT

- GOVERNMENT AND POLITICS

- TECHNOGRAPHIC

- LEISURE AND LIFESTYLE

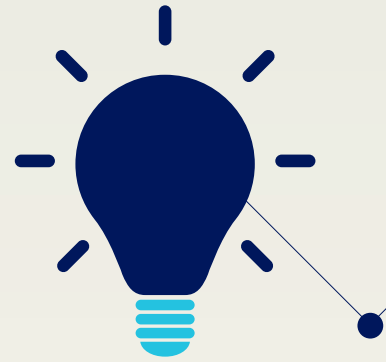
- TRAVEL

- NEWS

We can also segment our audience by demographics such as age, gender, income, socio-economic group or parental status.



BUSINESS AND FINANCE



BUSINESS SAVVY

Our **Business Savvy** users are across all aspects of business and finance - personal, corporate and the wider economic picture - for both the UK and global markets. They know that staying on top of the latest business news puts them one step ahead of the competition.



BUSINESS LEADERS

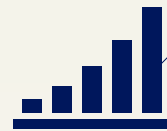
This sought-after segment captures affluent, senior, business decision-makers who are highly engaged with BBC Capital's content and value it as a trusted source of information. **Business Leaders** are instrumental in influencing the opinions of the people around them.

CAREER BUILDERS

Whether it's a rising star looking for the next step on the career ladder or a senior executive seeking a board level position, **Career Builders** are in the market for a new position and have recently searched recruitment-related content.

FINANCIAL DECISION-MAKERS

Financial Decision-Makers are interested in financial and business news across the board, from market data to thought leadership. They are looking for a trusted source of information to help broaden their knowledge and inform business decisions.



INVESTORS AND MARKET TRADERS

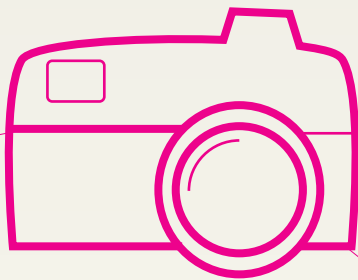
With serious financial clout, **Investors and Market Traders** are focused on getting the data they need to understand the state of the global economy. Their world revolves around staying up-to-the-minute with the latest financial share prices, stock indices, currencies, commodities and gilts.



CONSUMERS

CAMERA BUYERS

Whether it's a compact, superzoom, DSLR or instant camera, **Camera Buyers** are in the market for new equipment to fuel their passion for photography.

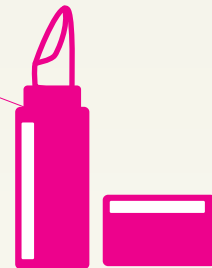
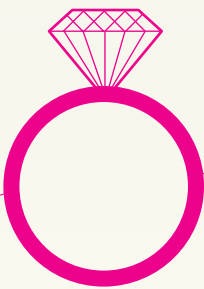


FASHION BUYERS

Fashion Buyers are on the pulse of what's hot and what's not. They're scouring our BBC fashion related content for the latest news and trends with a keen interest in style, high fashion, clothing and luxury brand apparel.

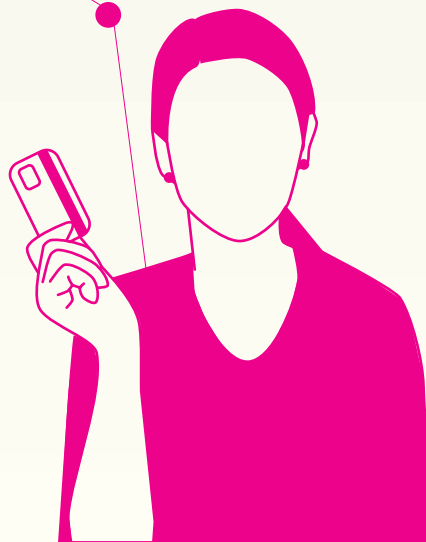
JEWELLERY AND WATCH BUYERS

With an eye for the finer things in life **Jewellery and Watch Buyers** are on the lookout for and are drawn to jewellery, watches and fashion accessories.



LUXURY GOODS CONSUMERS

Luxury Good Consumers are high spending fashionistas interested in shopping for luxury brands. They like to shop for brand names in the big department stores purchasing cosmetics, fashion or jewellery.



GOVERNMENT AND POLITICS

POLITICALLY SAVVY

The **Politically Savvy** are hungry for breaking political news and eat up special reports, comments and analysis. They want to get beyond the events - to the why and the how - to truly understand what keeps the political machine rolling.



LEISURE AND LIFESTYLE

AUTO ENTHUSIASTS

Upmarket, influential and predominantly male, our car-obsessed **Auto Enthusiasts** are passionate about the internal combustion engine. They eagerly consume all the motoring content we offer, including BBC Autos, *Top Gear*, F1 and motorsports.

BOOK LOVERS

Book Lovers are always seeking out literary-related content. They love nothing more than in-depth interviews with authors and putting prose - past and present - into context. Educated and passionate about reading, BBC Culture is their favourite hangout.



CULTURE AND LUXURY INTENDERS

With eclectic tastes from high art to pop culture, **Culture and Luxury Intenders** like to keep up with the latest trends by visiting BBC Culture. They are fashion and design-conscious, happy to pay more for quality and are looking to engage in a wide variety of cultural activities.



LEISURE AND LIFESTYLE



EARTH LOVERS

Earth Lovers are an adventurous global audience with a natural curiosity that needs to be fed on a daily basis. The BBC's heritage and expertise in natural history connects this inquisitive audience with wildly interesting content, allowing them to witness the planet's most amazing moments.



ENERGY AND FUEL CONTENT READERS

Energy and Fuel Content Readers are news hungry, searching out content across the site for related articles, comment, analysis and video content to keep them up-to-date. They are well informed, globally aware and high achieving.

EDUCATION ENTHUSIASTS

Our **Education Enthusiasts** are driven by a desire to be better informed. They value knowledge and are themselves highly educated and focused on their career goals. They're always looking to add to their own personal experience.



ENTERTAINMENT AND ART LOVERS

Enjoying a wide range of entertainment and art content, from celebrity gossip to gallery openings or checking out video content on bbc.com, **Entertainment and Art Lovers** are highly engaged with the BBC's art and entertainment news.

ECO-WATCHERS

Eco-Watchers search for stories relating to the environment and find a home in the science and environment pages of bbc.com. Educated and thoughtful, they are interested in the world around them, green issues, sustainability and the future of our planet.



LEISURE AND LIFESTYLE



FOODIES

Foodies are passionate about food from fine-dining to family meals. Upmarket, forward-thinking and technologically literate, they use apps, mobile and the web to search for gastronomic inspiration across the BBC Good Food platform. Their appetites stretch beyond simply cooking to include stories about nutrition and health.



HEALTH DEVOTEES

Health Devotees believe that a healthy body creates a healthy mind. They are keen to keep up-to-date with the latest health and medical breaking news from around the world, and in-depth features relating to wellbeing and lifestyle.

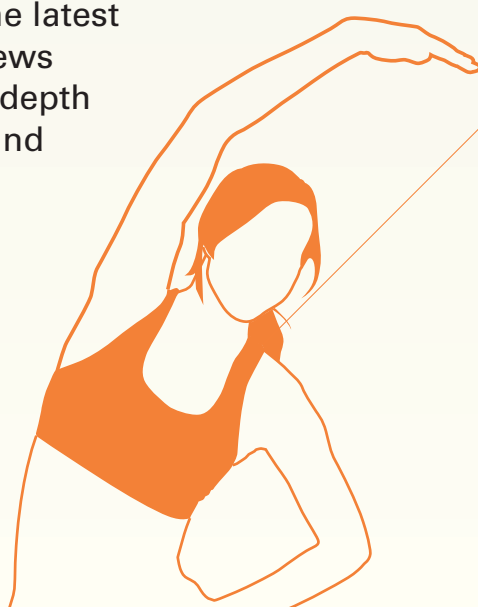
PHOTOGRAPHY AND FILM LOVERS

A strong sense of the visual unites **Photography and Film Lovers**; they're switched on by BBC Culture and love our slideshows across the site. They are a naturally curious, affluent audience who enjoy the latest gossip and news from major film festivals and are constantly looking for inspiring images that capture the imagination.



SOCIAL SHARERS

The BBC has an ever-growing social following. **Social Sharers** are active on social networks and they come to bbc.com from Facebook, Twitter and Tumblr.



NEWS

AFRICA NEWS SEEKERS

Engaged with the news in all its different forms, our **Africa News Seekers** are deeply engaged with the African continent. They look to us for news in all its forms, from breaking news to comment and analysis, video and audio.

ARABIC CONTENT SEEKERS

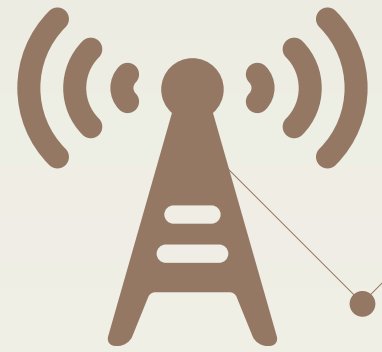
A sought-after audience of educated, affluent users, consuming content in Arabic and English. Every day, **Arabic Content Seekers** find what they are looking for in the unique and independent perspective delivered by bbc.com.

ASIA NEWS SEEKERS

This audience devours Asian content from breaking news to in-depth analysis of this vast continent including a wide array of localised content. **Asia News Seekers** are highly engaged, spending considerable time on bbc.com.

AUSSIE NEWS SEEKERS

Aussie News Seekers stay up-to-date with what's happening 'down under' by consuming bbc.com's dedicated localised Australia news content across desktop, tablet, mobile and apps.



CHINA NEWS SEEKERS

China News Seekers are after daily updates on the news from China. They are engaged with video and audio content as well as comment and analysis on the country.



EUROPEAN NEWS SEEKERS

European News Seekers are highly engaged with getting the latest European news from bbc.com/news; headlines, features and analysis from BBC correspondents across the European Union and the rest of Europe.

INDIA NEWS SEEKERS

Our **India News Seekers** heavily consume the latest news and analysis from South Asia. They come to bbc.com for our dedicated localised content, comprehensive coverage and analysis.



NEWS

JAPANESE NEWS SEEKERS

Japanese News Seekers turn to bbc.com for breaking news relating to Japan. They love our features, analysis and special reports including video content.

LATIN AMERICAN NEWS SEEKERS

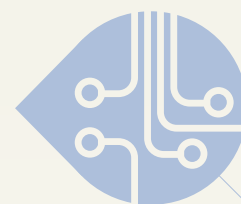
This audience engages with our high quality Latin American news content in both English and Spanish. **Latin American News Seekers** turn to bbc.com for content that offers a trusted viewpoint on what's happening in Mexico, Central and South America, and the Caribbean.

NORTH AMERICAN NEWS SEEKERS

North American News Seekers visit bbc.com frequently to find a trusted source of independent news on the USA and Canada.

UK EXPATS

UK Expats are frequent users from outside the UK who are very engaged with UK news content. We've found that this outperforms other third-party expat segments in terms of reach.



SCIENCE AND TECHNOLOGY

GADGET AND TECHNOLOGY LOVERS

Gadget and Technology Lovers search BBC Future, bbc.com's technology pages and the pages for the BBC's technology programme *Click* to consume trusted information that keeps them ahead of the crowd. Active on social networks, mobile and tablets, this is a forward-looking and aspirational audience segment.

SENIOR BUSINESS TECH SAVVY

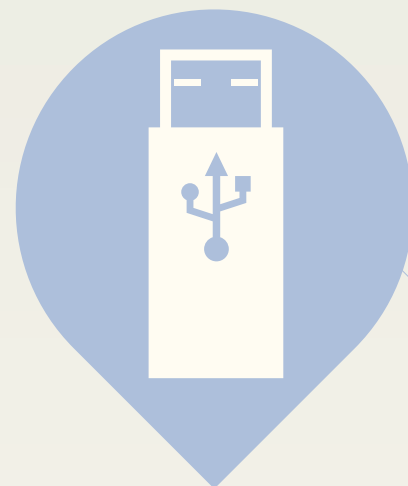
Combining an interest in both business and technology, this highly sought after demographic is technologically aware, affluent and in a position of influence. **Senior Business Tech Savvy** devour trusted content from across bbc.com/technology, BBC Capital and BBC Future and help shape the opinions of those around them.



SCIENCE AND TECHNOLOGY

SCIENCE AND TECH ENTHUSIASTS

Science and Tech Enthusiasts take full advantage of the wealth of science, environment and technology content across bbc.com and actively seek out this news. They are highly engaged, social and interested in all kinds of innovation.



SPORT

CRICKET FANS

Stats-loving **Cricket Fans** are more likely to be in senior management. They are fanatical about sport and frequently attend sporting events each year. This affluent audience has a taste for luxury; they love a bottle of bubbly as much as the sound of leather on willow.

FOOTBALL FANS

Football Fans are obsessed with the beautiful game and visit bbc.com daily to see the latest scores, news, gossip and in-depth analysis. Football news coverage has a massive following and accounts for nearly 20% of all traffic to bbc.com. This male dominated group is passionate, influential, and will pay more for luxury.

F1 FANS

Formula 1 is a truly global and elite sporting event, and bbc.com's **F1 Fans** mirror this. They are eager for the latest F1 news, video and enjoy our infographics. Only the best will do for these jet-setting, influential, technology lovers.

GOLF FANS

This global sport attracts a passionate and affluent international audience who enjoy frequent travel for business and pleasure. **Golf Fans** turn to bbc.com/sport for the latest on the day's play at major international tournaments, from the Masters to the Open.



SPORT



MOTOSPORT FANS

With a passion for life on two wheels, **MotoSport Fans** are highly engaged with all aspects of the sport, getting their fix of moto-action in words, pictures and video on bbc.com/sport.

RUGBY FANS

Rugby Fans are high earners who help to shape business opinions. They're eager for all the action on and off the pitch, from live scores to pre- and post-match analysis. They find the complete rugby experience at bbc.com/rugby.



SPORTS LOVERS

From tennis to rugby to Premier League football, **Sports Lovers** visit bbc.com/sport daily. They are loyal, passionate readers of our award-winning coverage. Sport fills their lives and they follow at every opportunity, on Twitter, online and via the BBC Sports App.

TENNIS FANS

Tennis Fans have a taste for the finer things in life and come to bbc.com/sport for the latest results and news from the international tennis circuit. Our coverage is high quality and delivers not just all the match action but also the opinions that count.

TECHNOGRAPHIC

UK CITIZENS ABROAD

UK Citizens Abroad are users who access bbc.com outside of the UK whilst using a UK-based IP address. They are most likely to be UK citizens or UK business travellers.



TRAVEL

AFRICA TRAVEL INTENDERS

Our well-travelled audience is interested in travelling further afield in the next three months and love reading about Africa on bbc.com/travel. Whether it's the Okavango Delta by dugout canoe, or investigating Ethiopia's rock-hewn churches, **Africa Travel Intenders** are up for the challenge.



ASIA TRAVEL INTENDERS

With sightseeing, city breaks and cultural trips topping **Asia Travel Intenders** list of favourite types of holiday, our Asia content provides plenty of inspiration. From trekking in Bhutan to eating street food in Hanoi, or following the old Silk Route in China.

AUSTRALIA AND PACIFIC TRAVEL INTENDERS

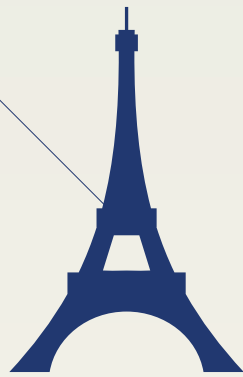
Australia and Pacific Travel Intenders are planning to make a trip in the next three months. Whether it's swimming with whale sharks in Australia or watching the sunset in French Polynesia, our slideshows and videos bring the exotic closer to home.

BUSINESS JET-SETTERS

Our handy Business Trip guides provide the perfect way to plan a business trip anywhere in the world. They are packed with travel advice from technology tips to how best to counter jet-lag. Our upmarket and affluent **Business Jet-Setters** also love to travel for fun; they're more likely to be found experiencing the good life in business or first class.



TRAVEL



CARIBBEAN AND BERMUDA TRAVEL INTENDERS

An eco-lodge in the Dominican Republic, a cocktail in one of Havana's bars, or casino hopping in the Bahamas, **Caribbean and Bermuda Travel Intenders** plan to fulfill their holiday wish-list in the next three months. They get a close look at the Caribbean through slideshows and videos at bbc.com/travel.

CENTRAL AMERICA TRAVEL INTENDERS

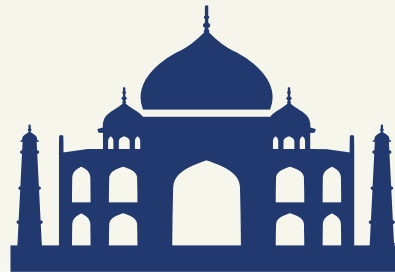
Central America Travel Intenders are constantly seeking new experiences and bbc.com's content opens up new avenues for adventurous travellers looking for something different. Whether it's glamping at the base of a Mayan Temple in Guatemala or surfing Nicaragua's Pacific Coast, they'll find plenty of ideas in our dedicated travel pages.

EUROPE TRAVEL INTENDERS

Europe is by far the most popular holiday destination for our travel audience. Whether it's sightseeing on a luxury beach holiday or trekking in the great outdoors, **Europe Travel Intenders** want to experience all the continent has to offer in the next three months.

LUXURY JET-SETTERS

Our **Luxury Jet-Setters** combine a taste for fine dining, five-star hotels and frequent travel with an interest in culture. We help them discover their next unique experience, whether it's an underwater hotel in Africa or camping with penguins in Antarctica.



MIDDLE EAST TRAVEL INTENDERS

From a guide to shopping in Doha to taking the Bedouin trail through the ancient city of Petra. Our well-travelled and curious **Middle East Travel Intenders** prefer to plan ahead before they travel and to find a new perspective from a source of information they can trust.

TRAVEL

NORTH AMERICA TRAVEL INTENDERS

With its epic scenery, culture, cities, beaches and snow sports, North America is the ideal playground for our upmarket travel audience to relax in. **North America Travel Intenders** love our travel content and plan to visit North America in the next three months.

SOUTH AMERICA TRAVEL INTENDERS

This audience are highly likely to visit South America in the next three months to find new experiences and become immersed in a different culture. From discovering the recipe for a perfect caipirinha in Rio to seeing Chile through Pablo Neruda's eyes, **South America Travel Intenders** seek inspiration from our travel content.



TRAVEL LOVERS

Travel Lovers are affluent and prepared to spend a lot to get to their destination. They engage with BBC Travel's trusted information as they seek new experiences.

