



The BBC's journey towards a multi-platform newsroom

Kasia Madera BBC News Journalist & presenter

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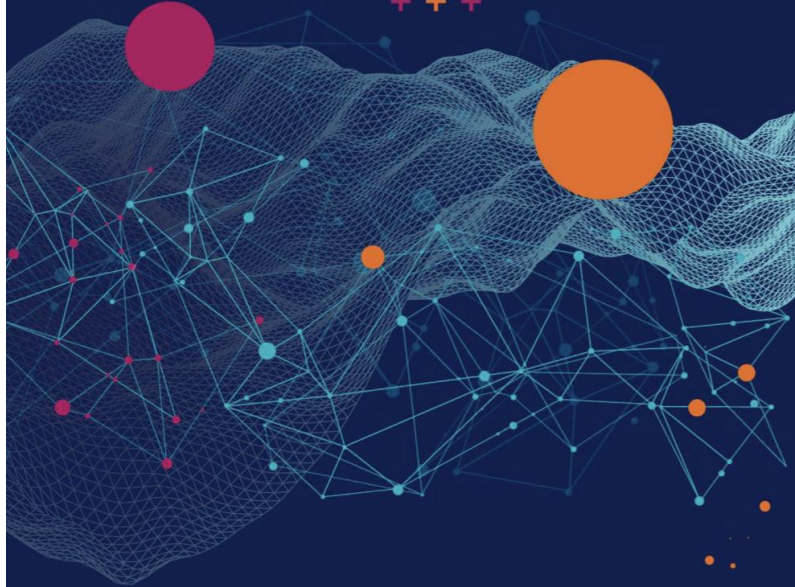
The Audience

The Journalism

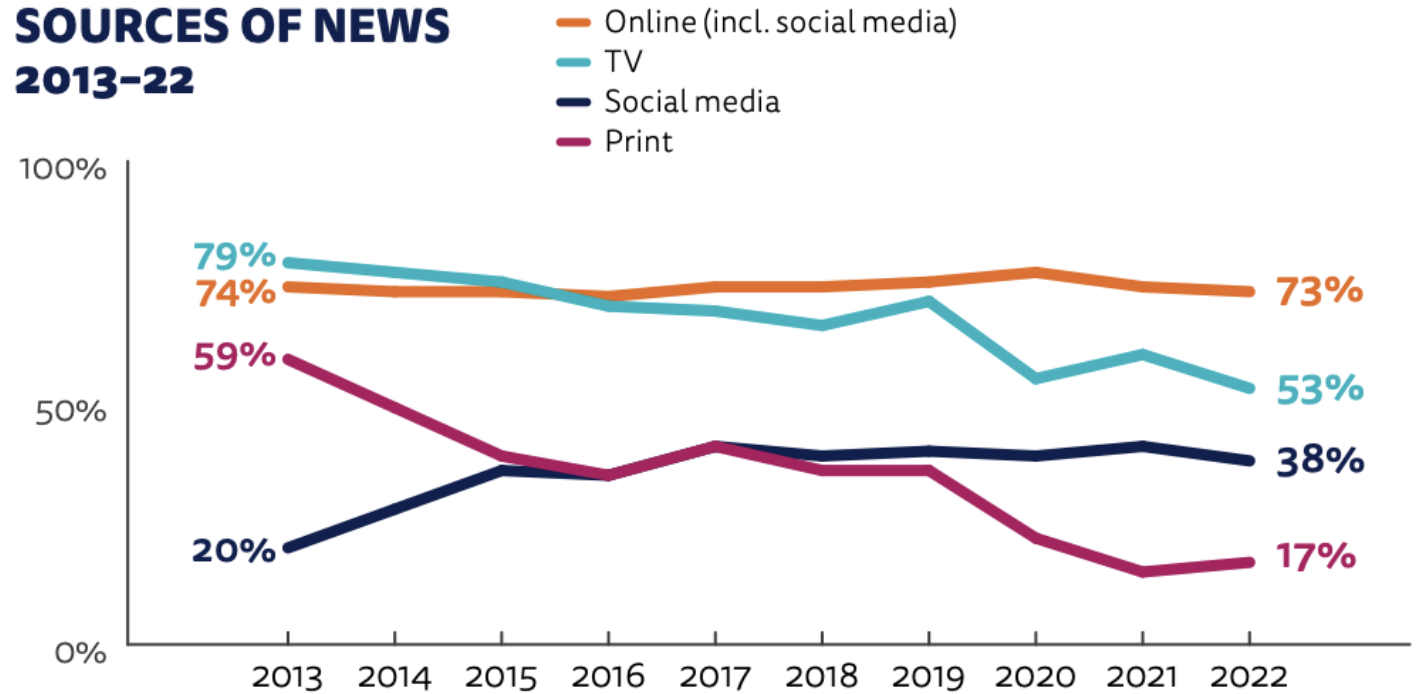


**Why did the BBC embark on the
change to greater multi-platform
working?**

Reuters Institute Digital News Report 2022



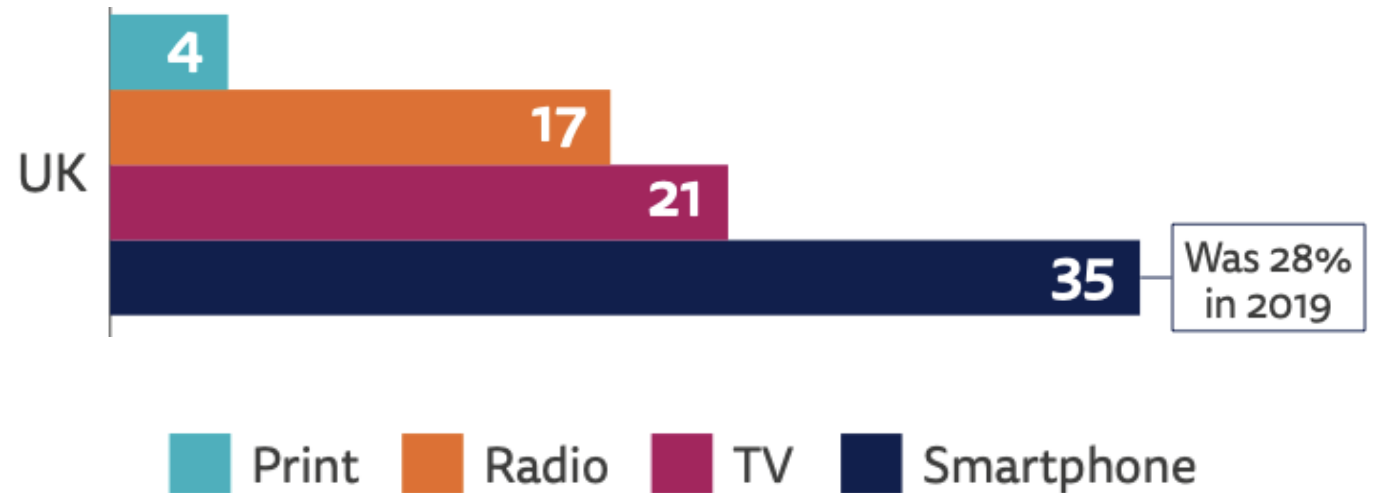
SOURCES OF NEWS 2013-22



Reuters Institute Digital News Report 2022

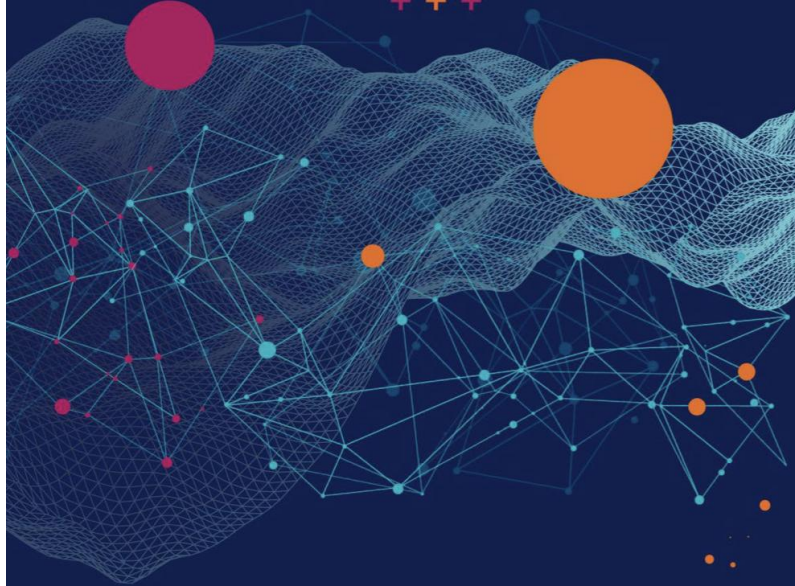


PROPORTION WHO SAY EACH DEVICE IS THEIR FIRST WAY OF ACCESSING NEWS IN THE MORNING – SELECTED MARKETS



Q9c_new2016. What is the FIRST way you typically come across news in the morning? Base: Total sample in each market (n ≈ 2000).

Reuters Institute Digital News Report 2022



UNITED KINGDOM

TV Radio Smartphone Computer Newspaper

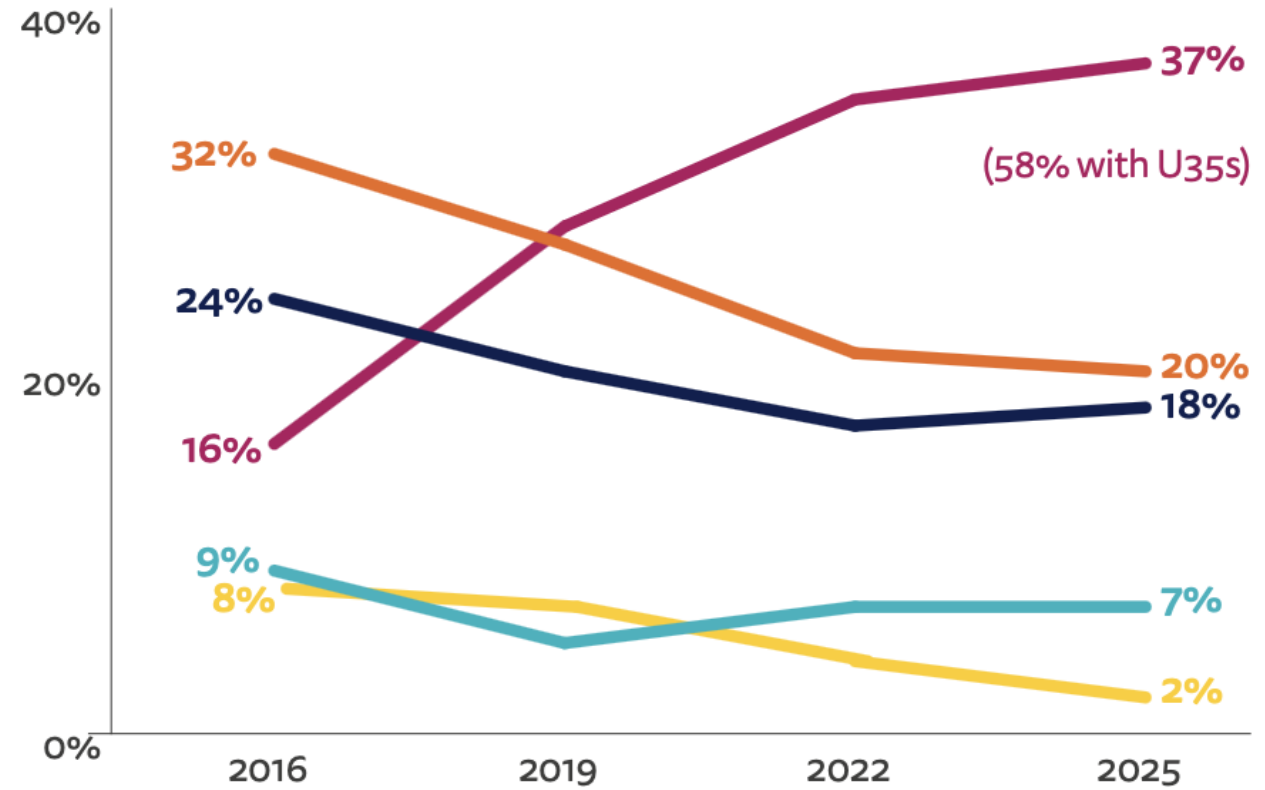
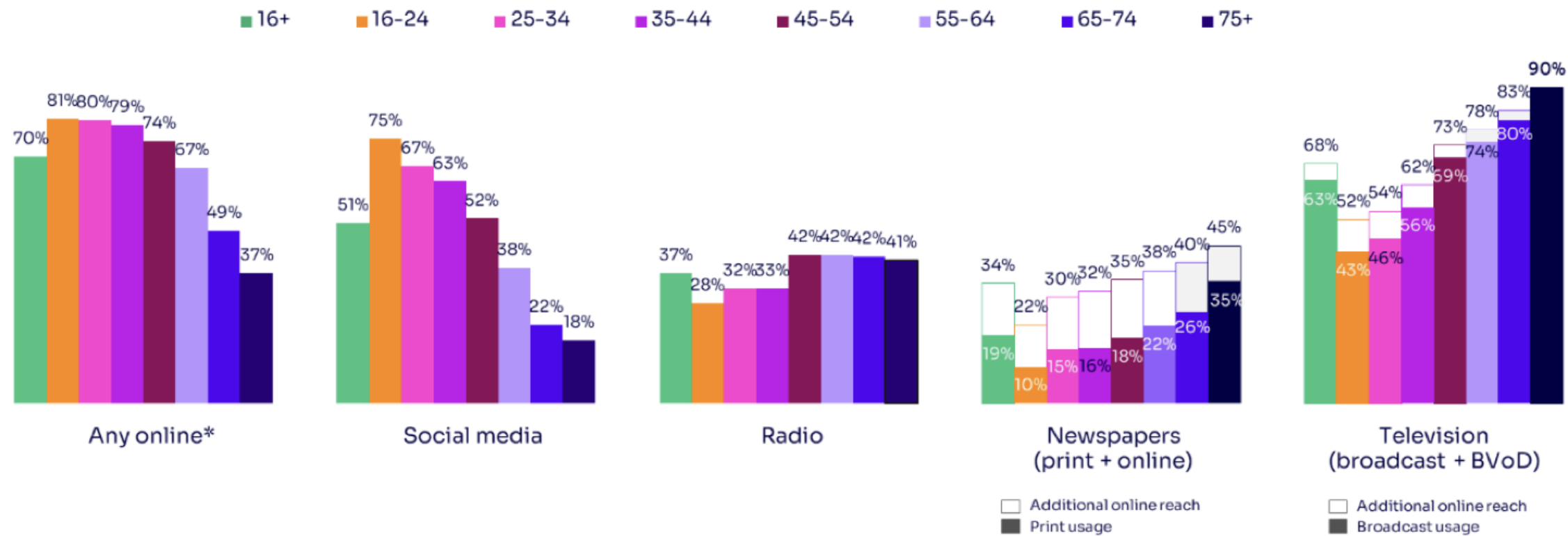


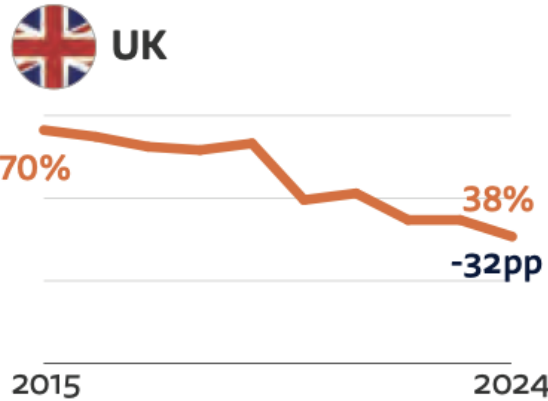
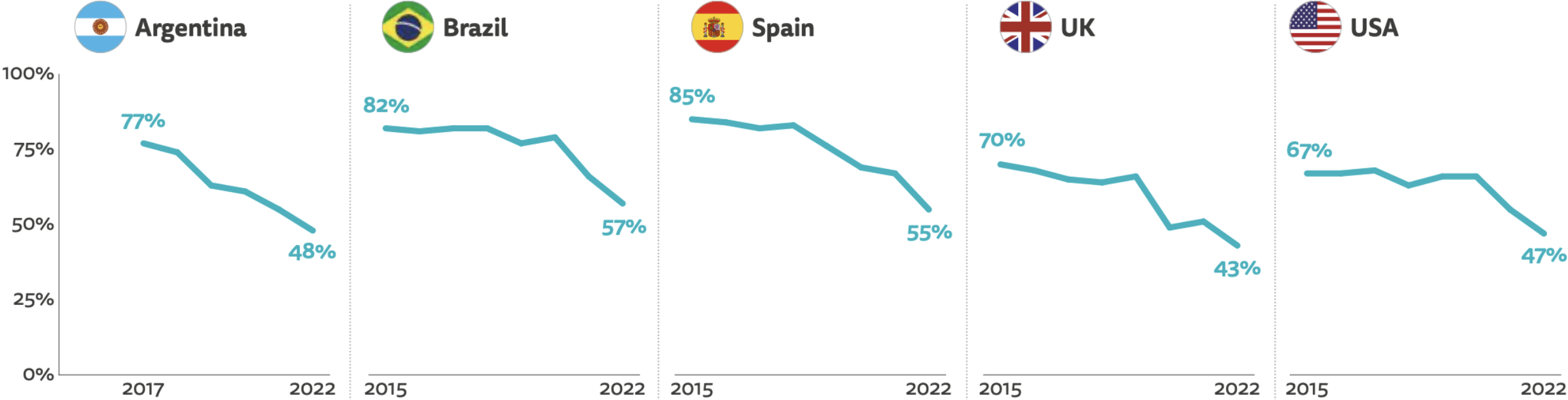
Figure 4: Platforms used for news, by age

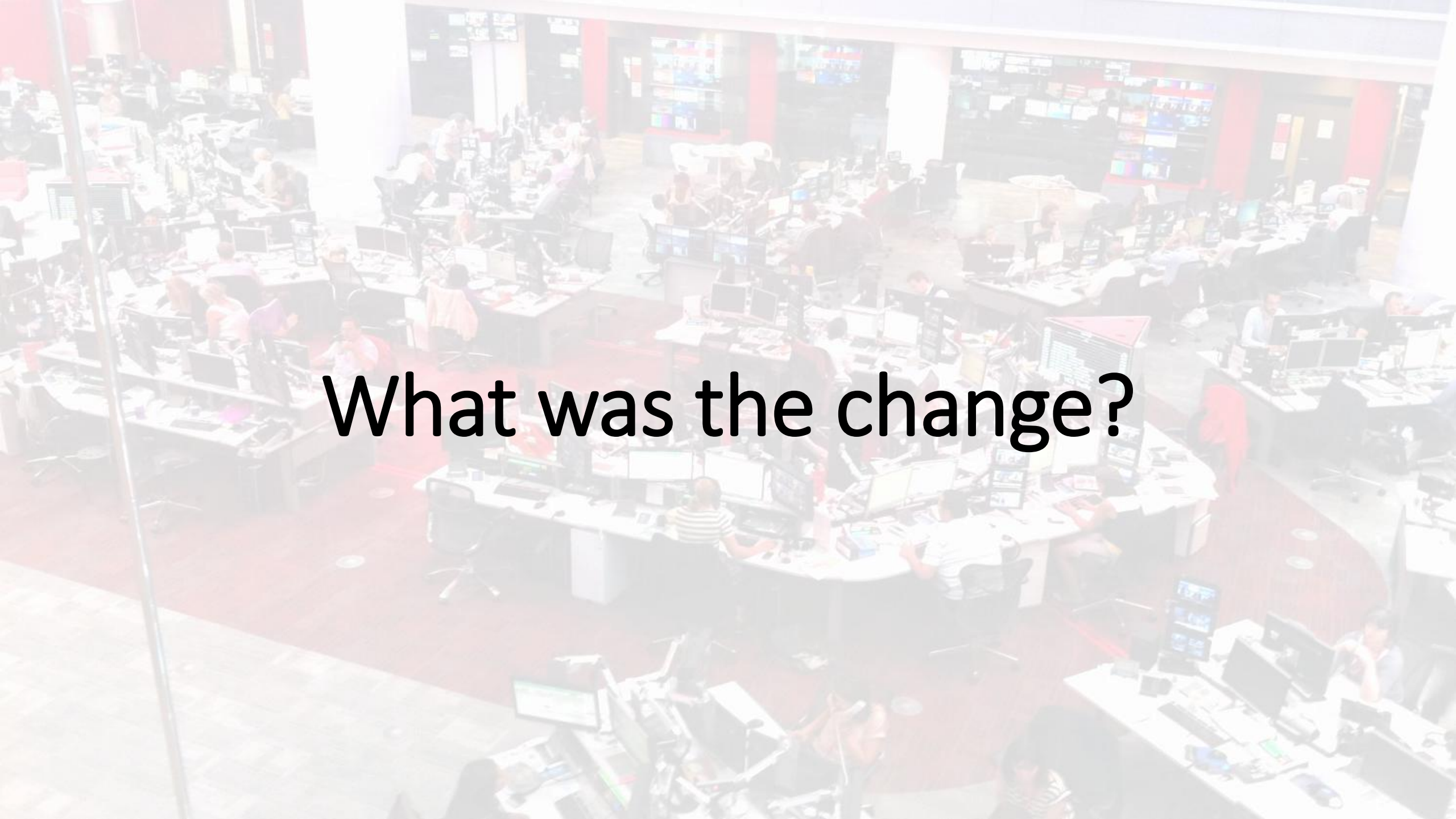


Source: Ofcom News Consumption Survey 2025 Question: C1. Which of the following platforms do you use for news nowadays? Base: All Adults 16+ 2025 – 16-24=585, 25-34=770, 35-44=787, 45-54=741, 55-64=587, 65-74=628, 75+=472 *‘Online’ includes social media, podcasts, other websites/apps

PROPORTION WHO ARE VERY OR EXTREMELY INTERESTED IN NEWS (2015-22)

Selected countries with largest falls





What was the change?

VALUE FOR ALL AUDIENCES

**RENEW OUR
COMMITMENT TO
IMPARTIALITY**

**TRANSFORM
THE**

B B C

**FOCUS ON UNIQUE,
HIGH-IMPACT
CONTENT**



DIGITAL FIRST



LOCAL AND GLOBAL



GREAT PLACE TO WORK

**EXTRACT
MORE FROM
ONLINE**

**BUILD
COMMERCIAL
INCOME**

AUDIENCE SCORECARD 2024/25 ⓘ

To be a valued habit by all, the BBC needs to be

Key:  More than 5% above  On track  Up to 5% below  More than 5% below



🕒 Last updated Wed 23 Apr 2025

[View the full audience scorecard](#)

10:49

92



BBC



LIVE

Released hostages reuniting with families as Trump set to address Israeli parliament

The living hostages are all back in Israel after being freed from two years of captivity in Gaza. Israel has begun releasing hundreds of Palestinians in exchange.



Home



My News



Search

10:51

92



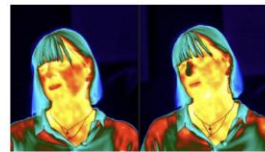
BBC



LIVE

Satellite data shows heat sources at Crimea oil depot after reported attack

BBC Verify



Your nose gets colder when you're stressed. These thermal images show the change

10h ago



Woman arrested after girl, 2, and boy, 3, die

Stoke & Sta... · 12h ago



Home



My News



Search

10:50

92



BBC

News from Sussex >

Change your local news and weather location from your BBC Account in Settings.



Stadium concrete wall demolished after Vigar death

Football · 2h ago



Floral clock petition triggers council debate

Sussex · 4h ago



'Big question marks' over nursery places funding

Sussex · 4h ago



Home



My News

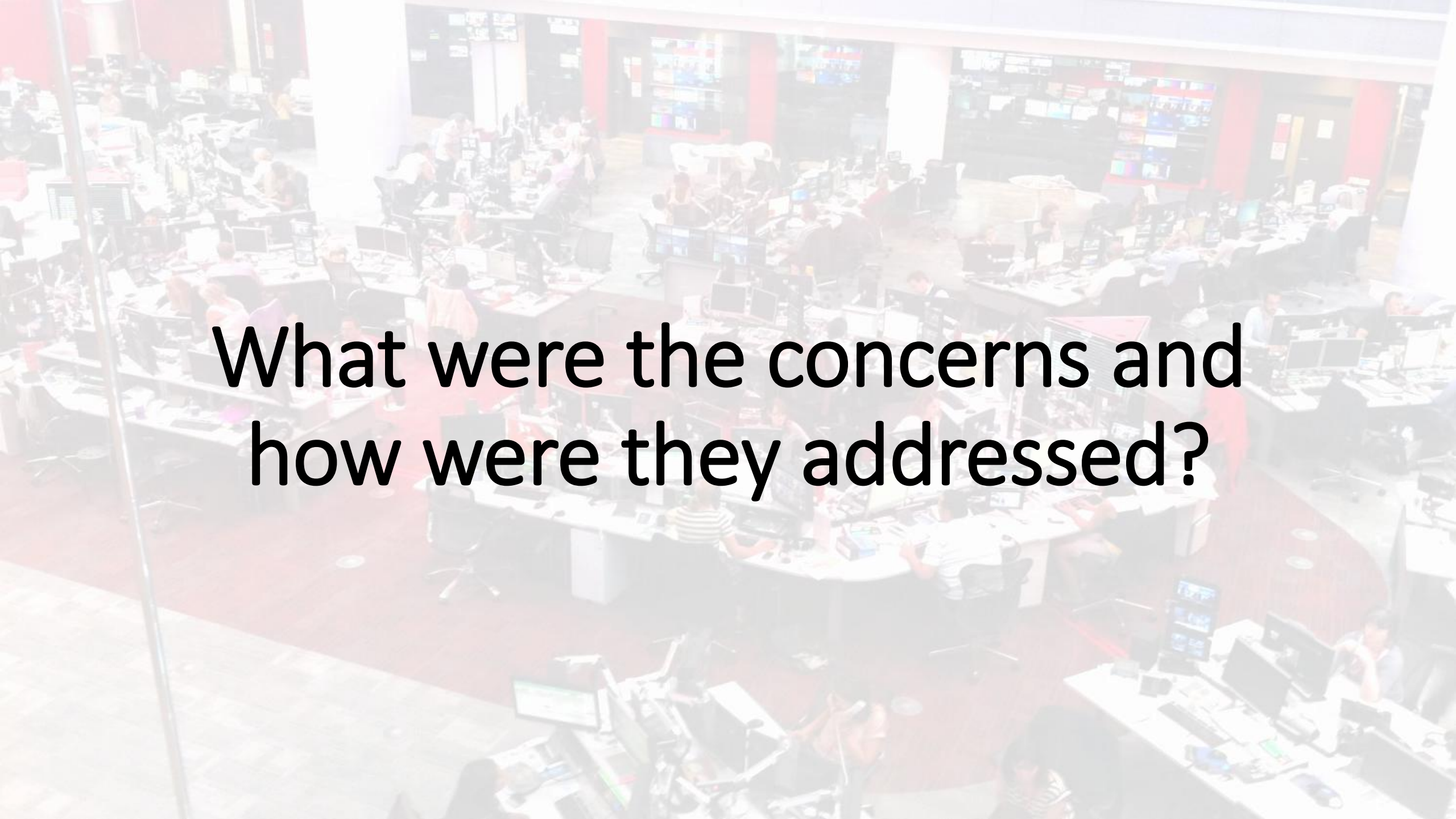


Search

Local Value for All Project: 2022-2023



1. **Multi-media news operations** bringing its local news teams together across radio, TV and online for the first time.
2. **Budget reprioritised from broadcast services towards online and multimedia production**
 - close local television news programmes in Oxford and Cambridge
 - greater programme sharing between neighbouring Local Radio stations when audiences are lower.
3. **New investigative reporting teams** across TV, radio and online.



**What were the concerns and
how were they addressed?**

Support the [#NUJ](#) BBC strike!

Support local radio.

 [#BBC](#) Birmingham

[#NUJBBCStrike](#)

[#KeepBBCLocalRadioLocal](#)

nuj.org.uk/resource/suppo...



**JOIN THE FIGHT TO SAVE
BBC LOCAL RADIO**

 It's the heart of
all our communities

 More than 5 million
people tune in

 It's what public service
broadcasting is all about

**PLAY YOUR PART AND ADD YOUR VOICE
TO THE NUJ'S CAMPAIGN**

www.nuj.org.uk/join

#KeepBBCLocalRadioLocal **NUJ**
NATIONAL UNION
OF JOURNALISTS

Apologies for the different
programming on [@BBCRadioSolent](#)
today.

[@NUJBBCRegions](#) members and
supportive staff have just walked out
over plans to change local output.

The BBC says it's moving resources
to online provision as this is where
the audience is at.



Threat to Local Radio

- Frequent communication and discussion:
 - Local identified as central pillar to BBC Strategy
 - Ofcom requirements – we CANNOT lose local radio or devalue it

Work pressure:
journalists would have to
work across all platforms
all the time

- Consultation with unions and staff
- Productivity assumptions – how many stories do we need each person to work on – have we got enough people

Centralisation would lead
to the loss of platform-
specific identify

- Careful selection of the planning teams to ensure Radio, TV and online all represented
- All platforms involved in planning decisions

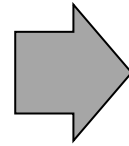


What does the BBC multi-media newsroom look like?

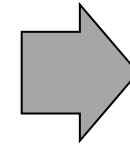
Story-Centric Production

Input

Commissioning
& Planning



Newsgathering
Reporting



Output

Radio
Newsreaders



TV Output
Team



Online
Journalists and
Sub-Editors



Story-Centric Production

Ideas

- Pitching
- Commissioning

Look ahead

- Commissioned stories
- Investigations
- Elections, big events

Weekly Diary

Next week's stories:

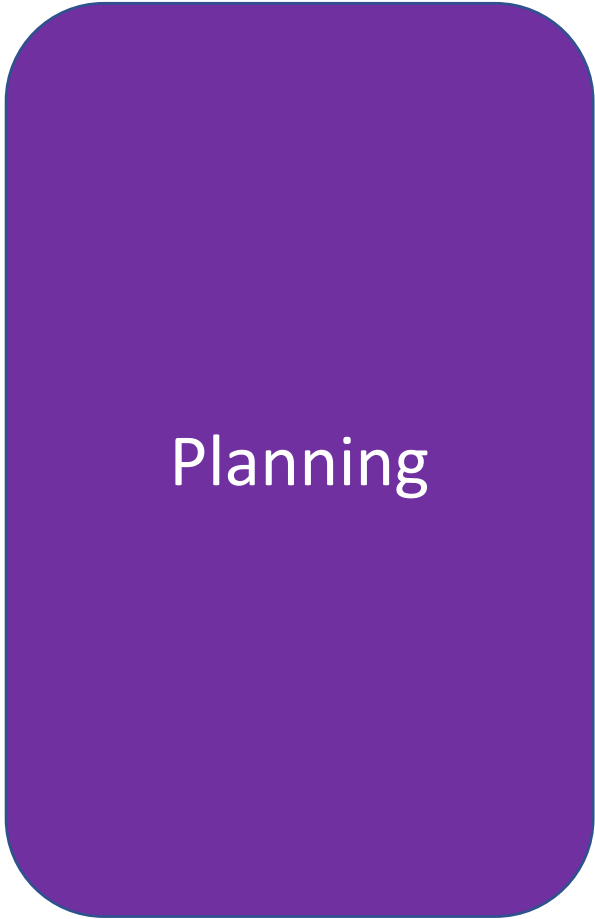
- What time?
- On which platforms?
- Who's producing?

Next Day Plan

- Deployments
- Ready-to-go content
- Visibility for output producers



Story-Based Production



STORY 1

- 1. Reporter
- 2. Shoot Edit
- 3. Producer

A vertical stack of five icons: a radio, a desktop monitor, a laptop, a mobile phone, and a black square with a white 'X'.

STORY 2

- 1. Reporter

A vertical stack of two icons: a desktop monitor and a mobile phone.

STORY 3

- 1. Reporter
- 2. Shoot Edit

A vertical stack of three icons: a radio, a desktop monitor, and a laptop.

Radio News



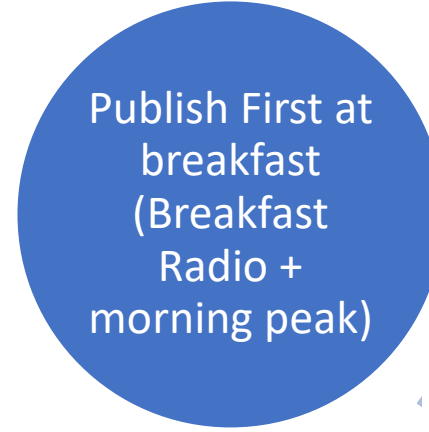
TV News



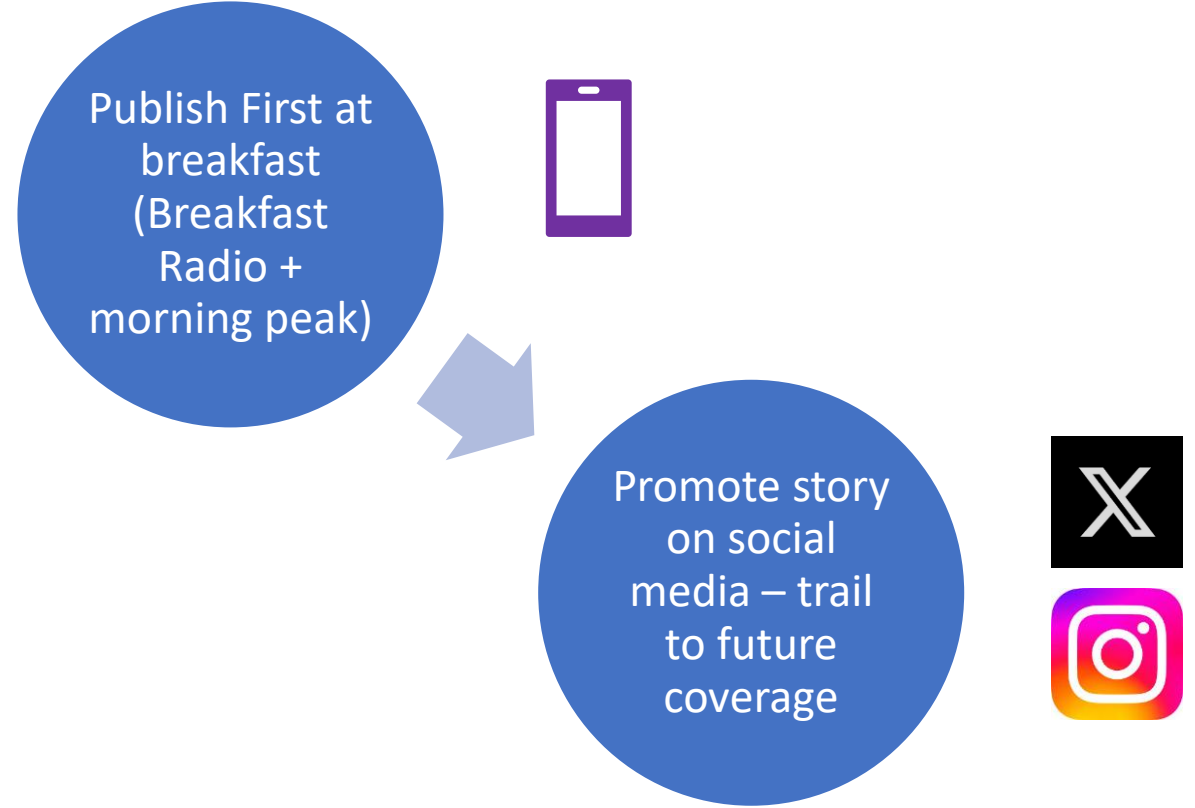
Digital News



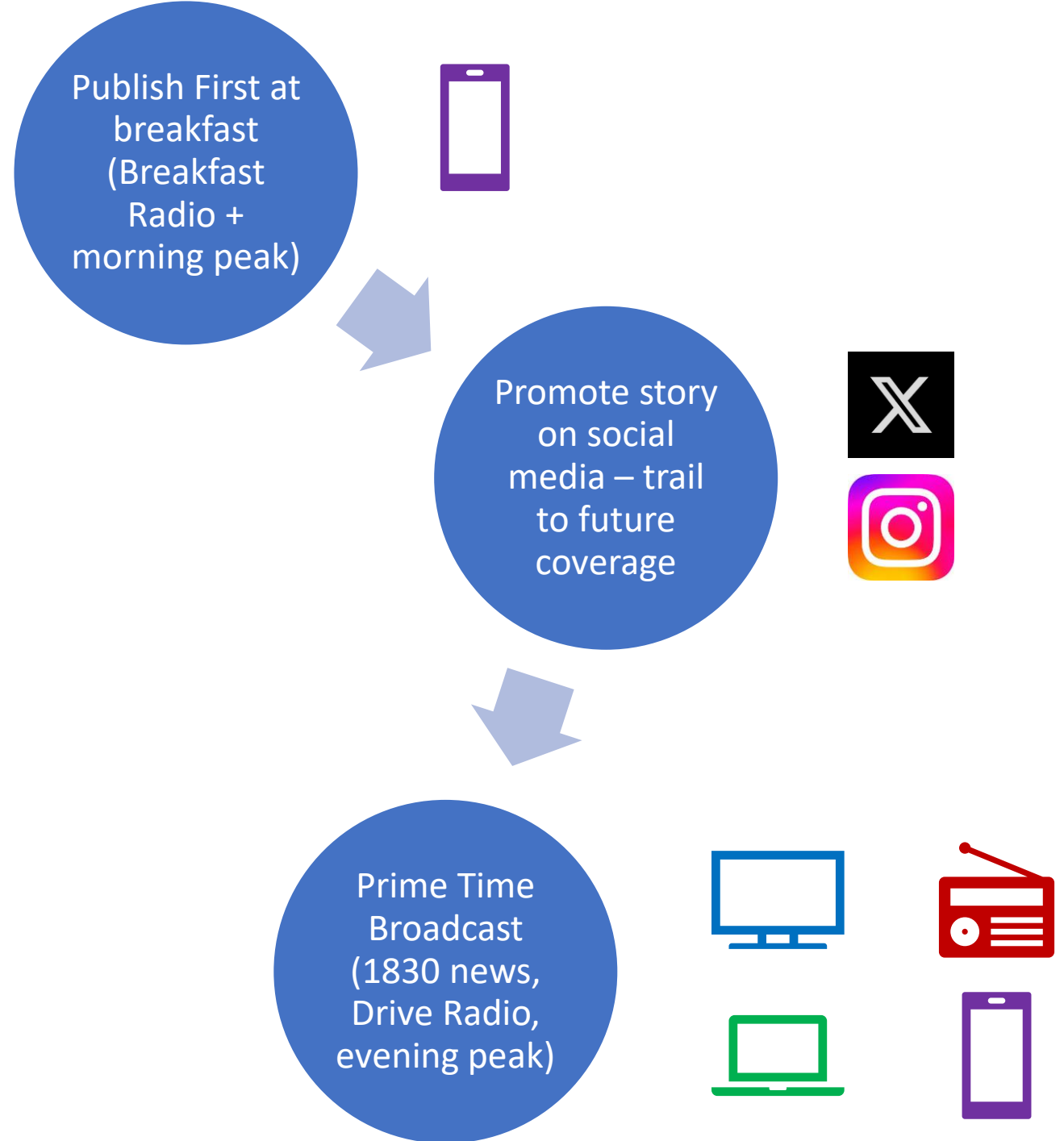
Use all platforms to drive the audience to your best content



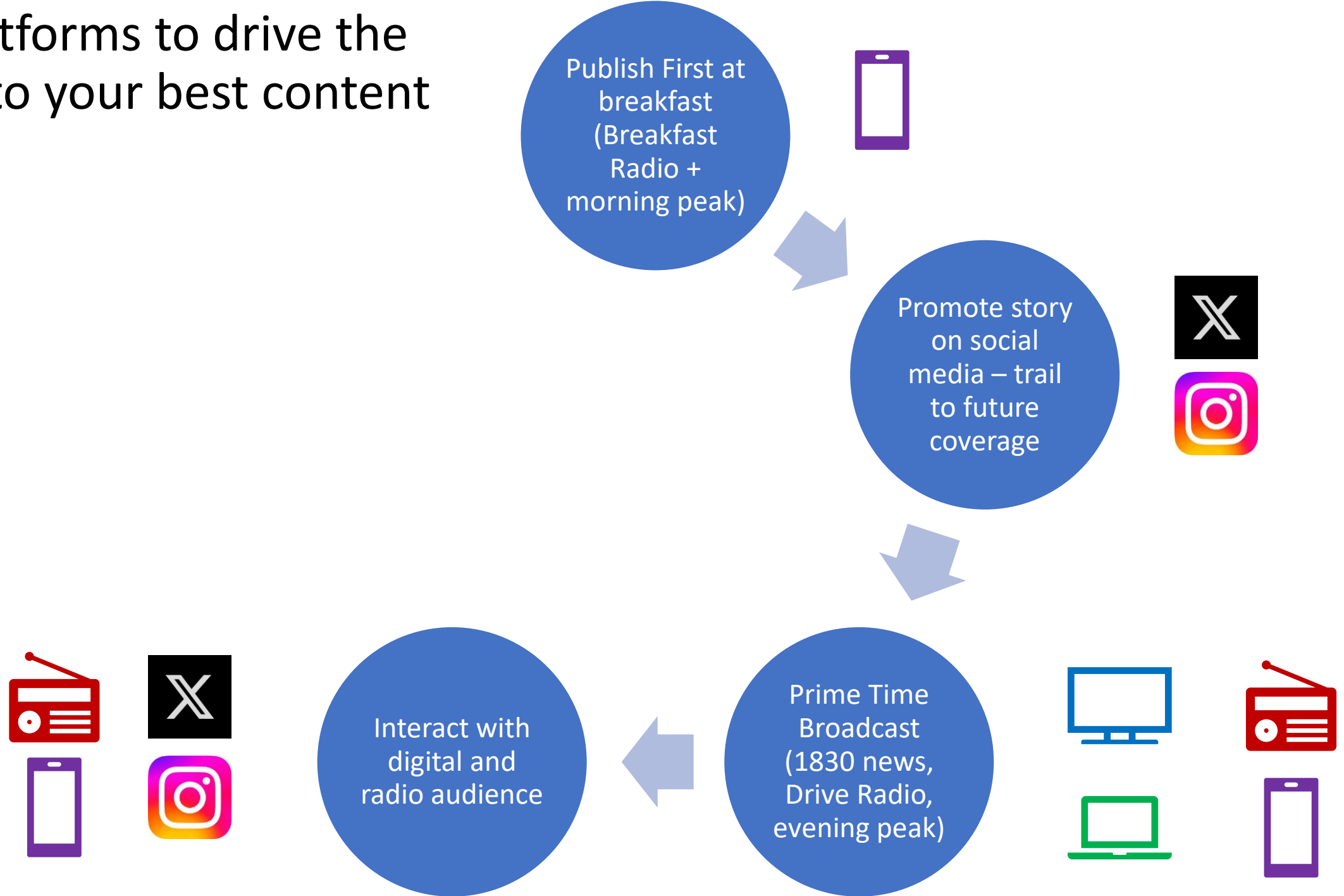
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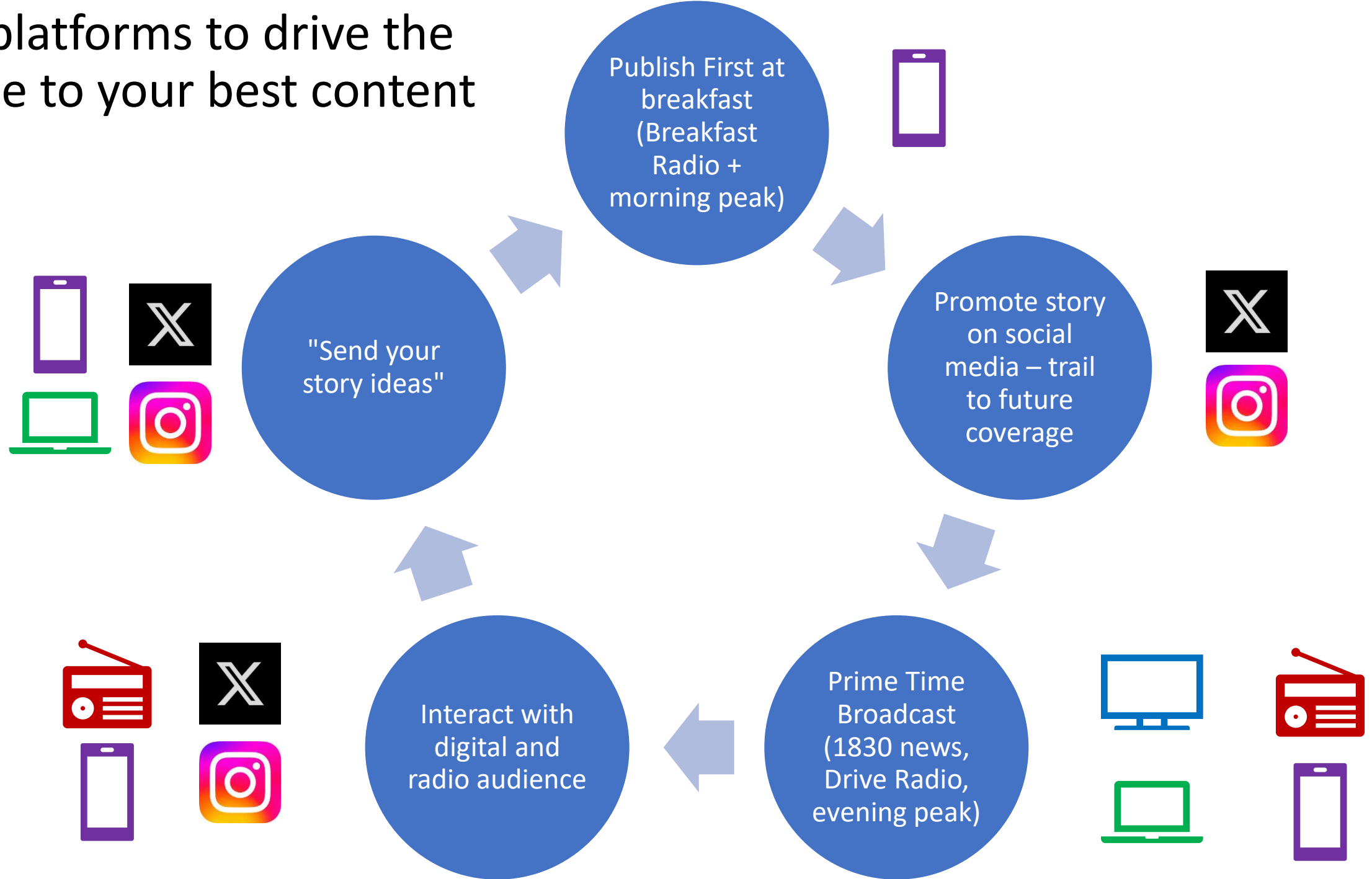
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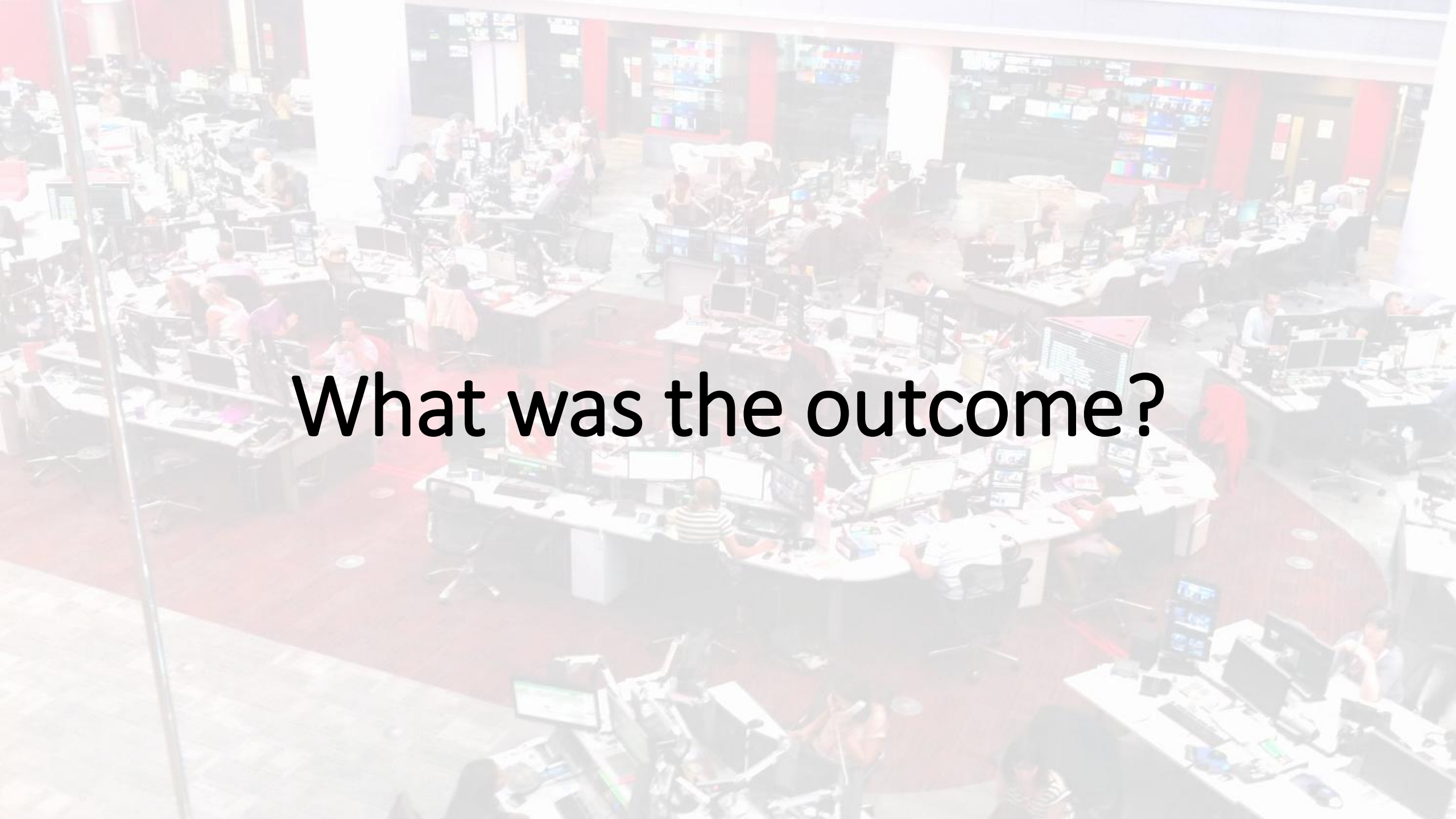


Use all platforms to drive the audience to your best content



Use all platforms to drive the audience to your best content





What was the outcome?

Selfish drivers doing 164mph must stop, police say



Police forces from across the UK have provided data on speeding drivers

Curtis Lancaster, Alex Bish and Jonathan Fagg

South & South East Investigations Teams

29 January 2025

Drivers have been recorded travelling at 164mph (264km/h) on Britain's roads, prompting a warning from police for people to stop being so selfish and to realise speed kills.

Investigations team working with Data Journalism expert

- Most read on BBC News website (1.99m page views)
- Local TV: South Today, SouthEast Today, BBC London.
Network TV: BBC Breakfast & One
- Radio: Newsbeat, Radio 2, 5live and 20 other local BBC stations.

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Audience engagement & interaction

Drivers caught going over 160 miles an hour

Top five fastest speeds recorded by UK police forces

Use the menu below to select a year

2023

Greater Manchester

164mph

Kent

160mph

Cambridgeshire

154mph

Norfolk

152mph

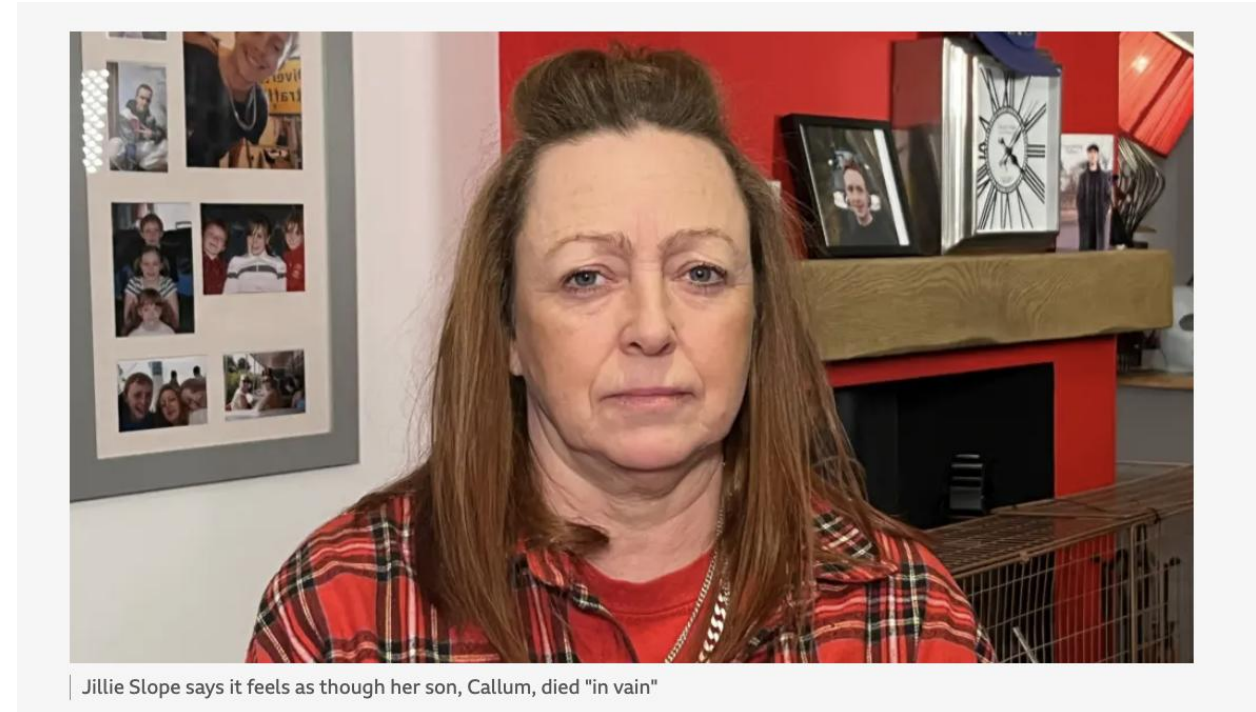
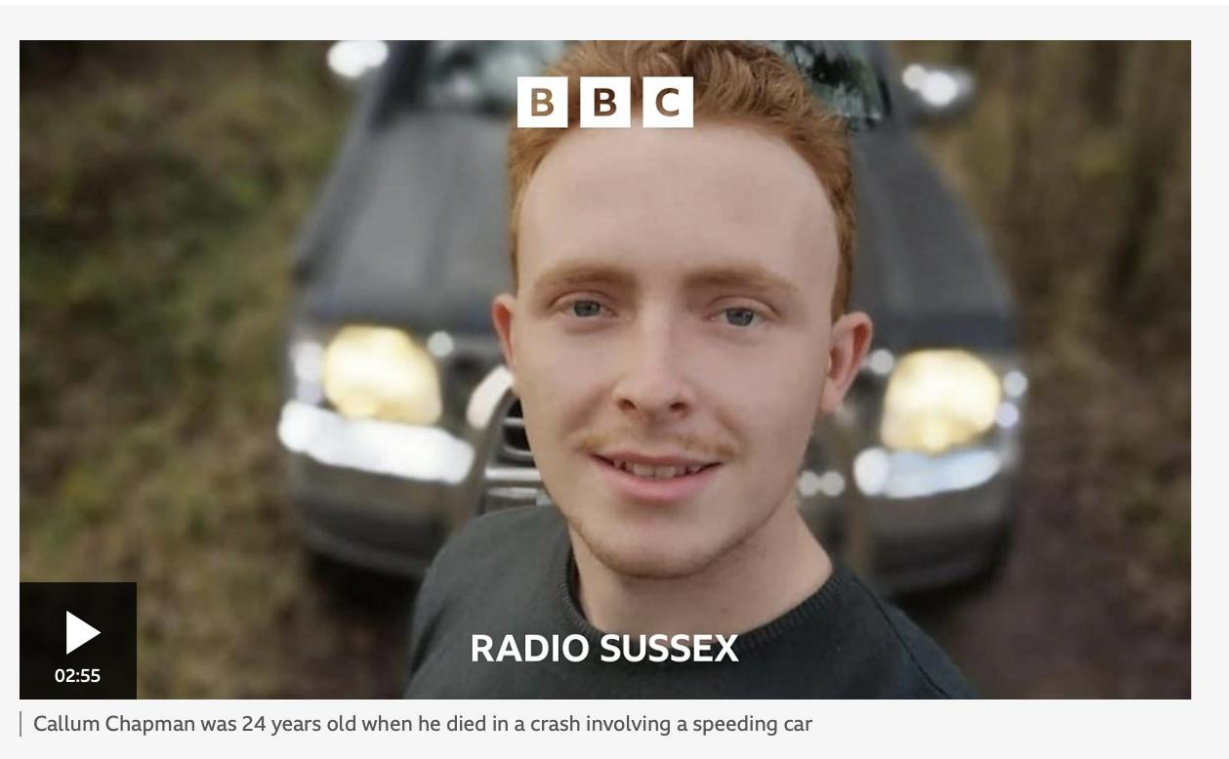
West Yorkshire

152mph

Source: Police FOIs

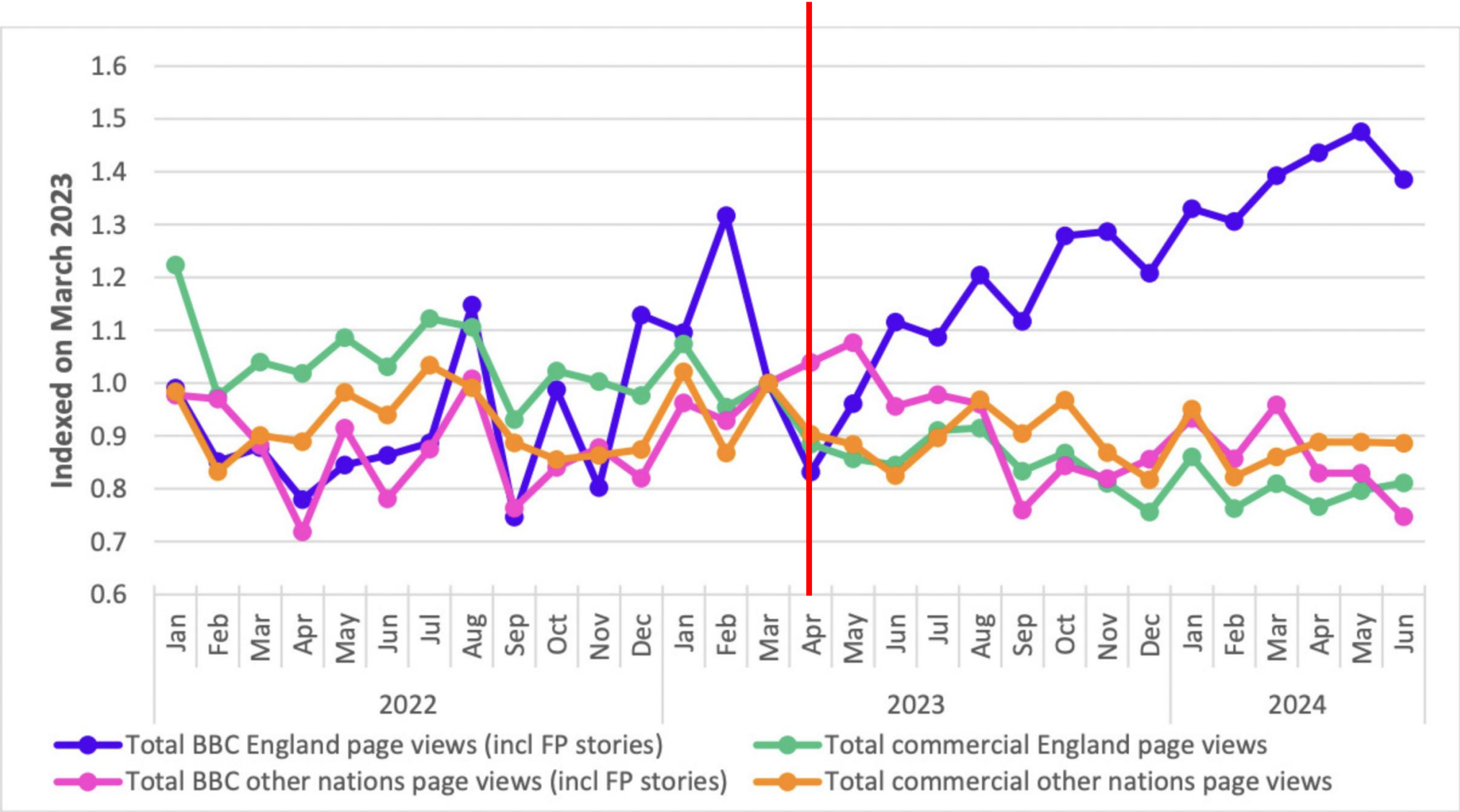
BBC

Radio interview featured in online story and on TV



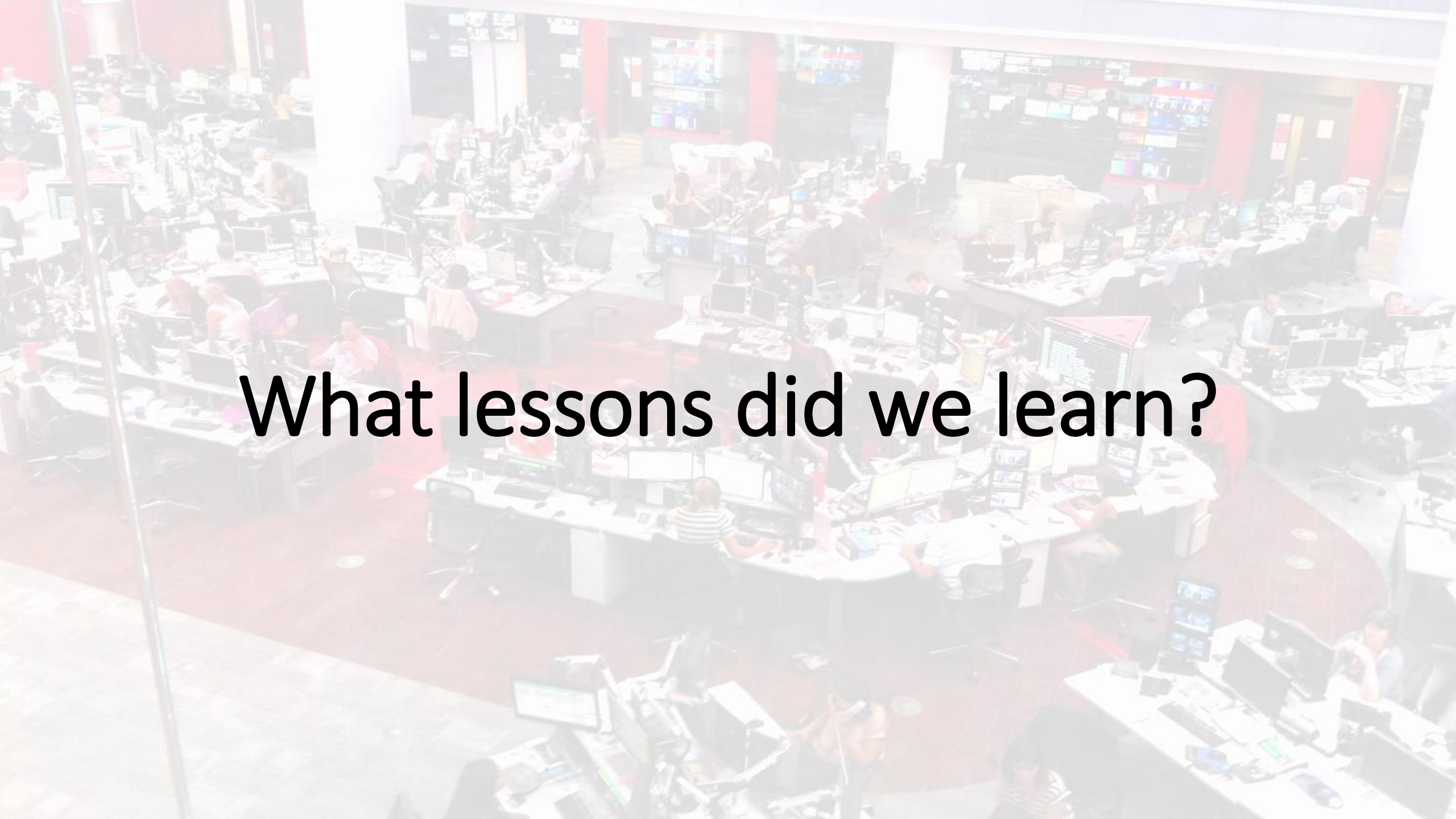
Follow BBC Kent on **Facebook**, on **X**, and on **Instagram**. Send your story ideas to southeasttoday@bbc.co.uk or WhatsApp us on 08081 002250.

BBC local news page views rose by 40% in the first year of the new system



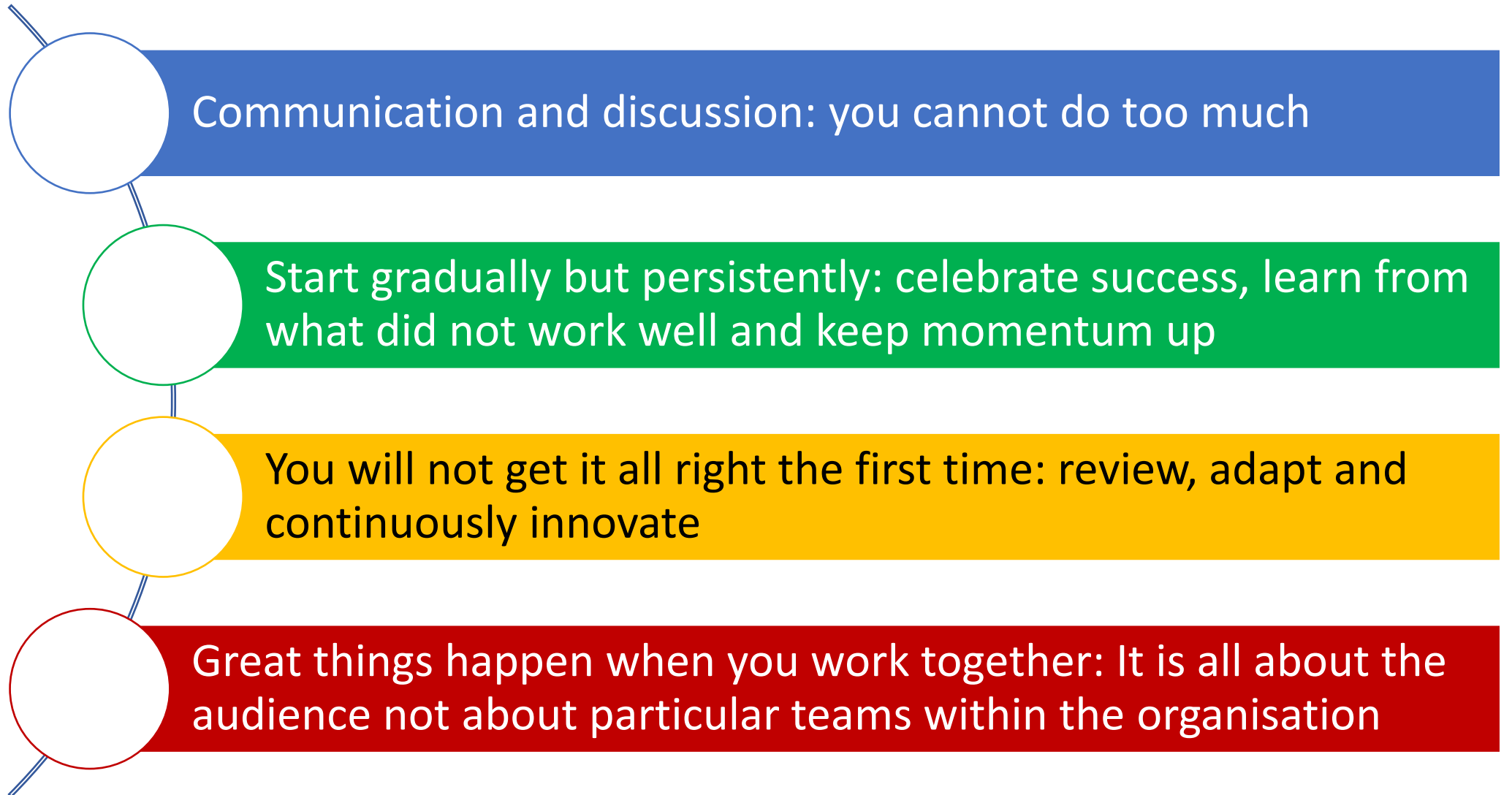
A high-angle, wide shot of a busy newsroom. Numerous people are seated at long desks, each equipped with multiple computer monitors. The room is filled with activity, with people looking at screens and interacting. The background features large windows and walls with various displays and equipment. The overall atmosphere is one of a fast-paced, professional environment.

**The reporter's and
presenter's view**

A high-angle, wide shot of a large, open-plan office. The office is filled with people working at desks. Each desk is equipped with multiple computer monitors, keyboards, and other office equipment. The desks are arranged in a grid-like pattern, with people sitting at them, some facing the camera and others with their backs to it. The office has a modern feel with large windows and a clean, organized layout. The text "What lessons did we learn?" is overlaid in the center of the image.

What lessons did we learn?

Lessons learnt





The BBC's journey towards a multi-platform newsroom

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