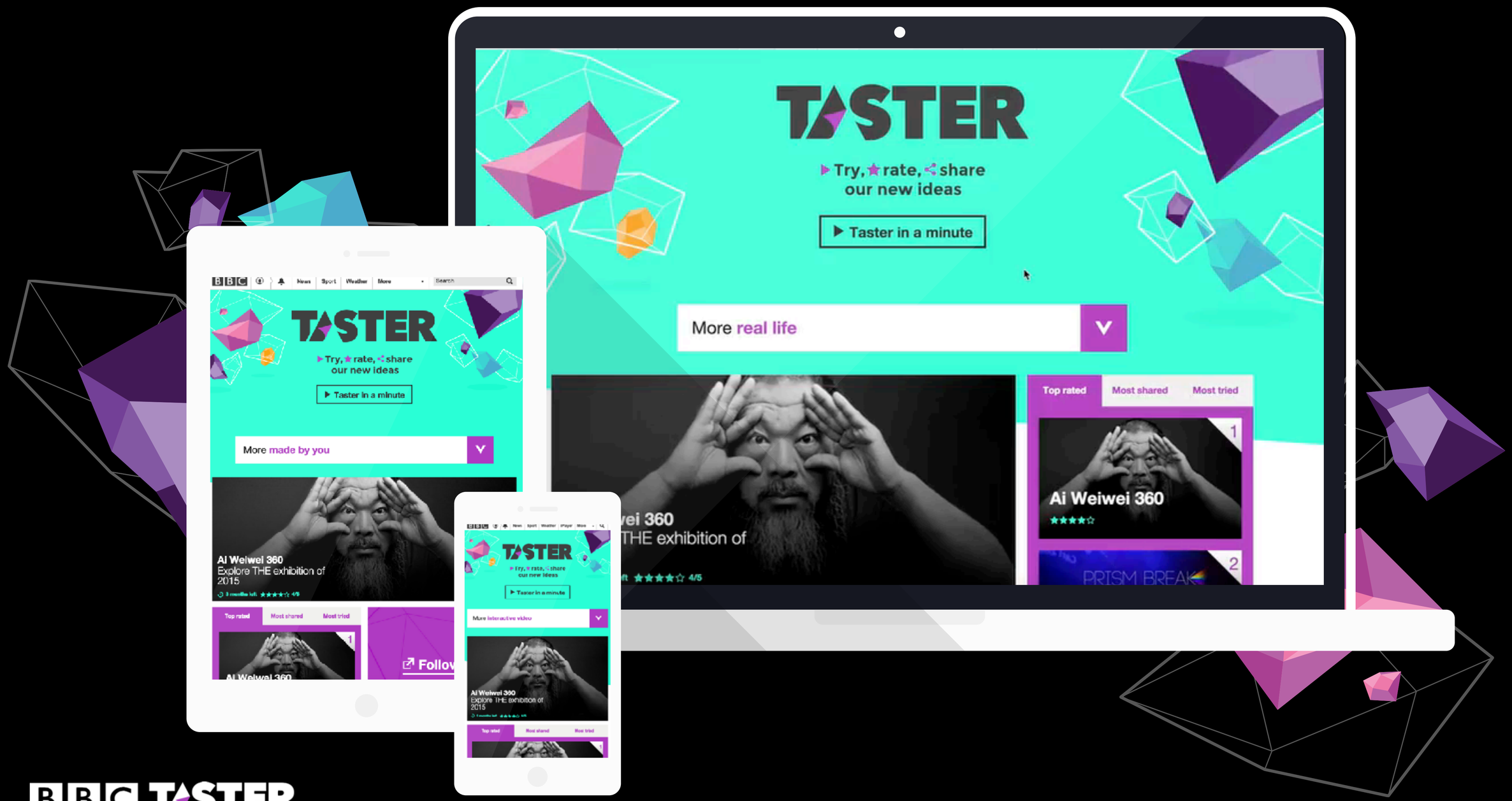
BBC TASTER

What's Taster?


TASTER
Try, rate, share our new ideas
Taster in a minute
More real life
Top rated
Most shared
Most tried
Ai Weiwei 360
Explore THE exhibition of 2015
More made by you
More interactive video

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A place to launch experiments

Easy feedback tools

Rich data insights

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Who are we?

Based in BBC R&D

2 years old

Published over 250 pilots

Focus on emerging content and tech

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What does Taster offer?

Route to audience for innovation

Open toolkit to enable experimentation

Analytics engine to understand audience

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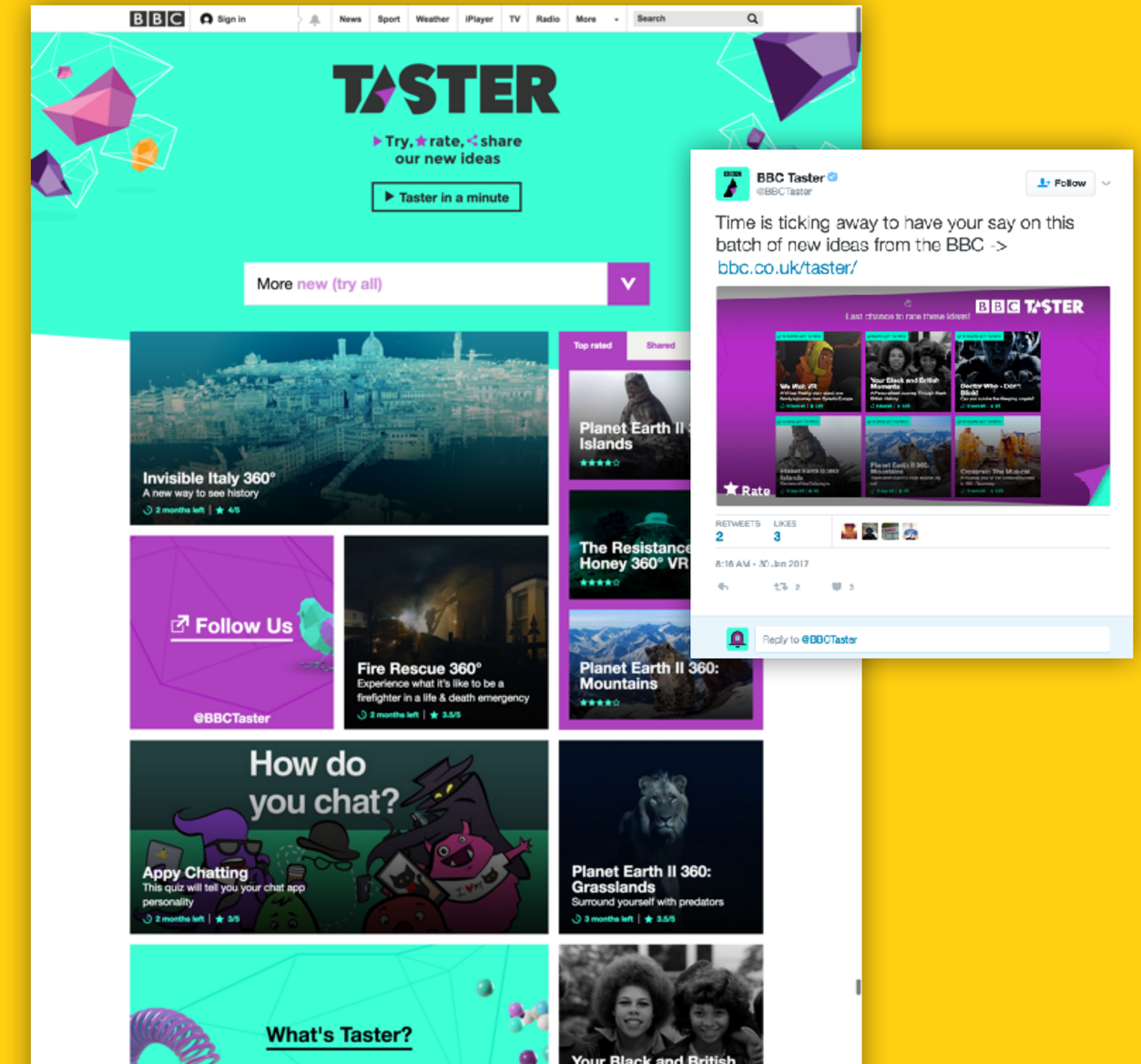
Discovery

- A location for discovery
- Reach to live audiences via Taster + in social channels (if required)



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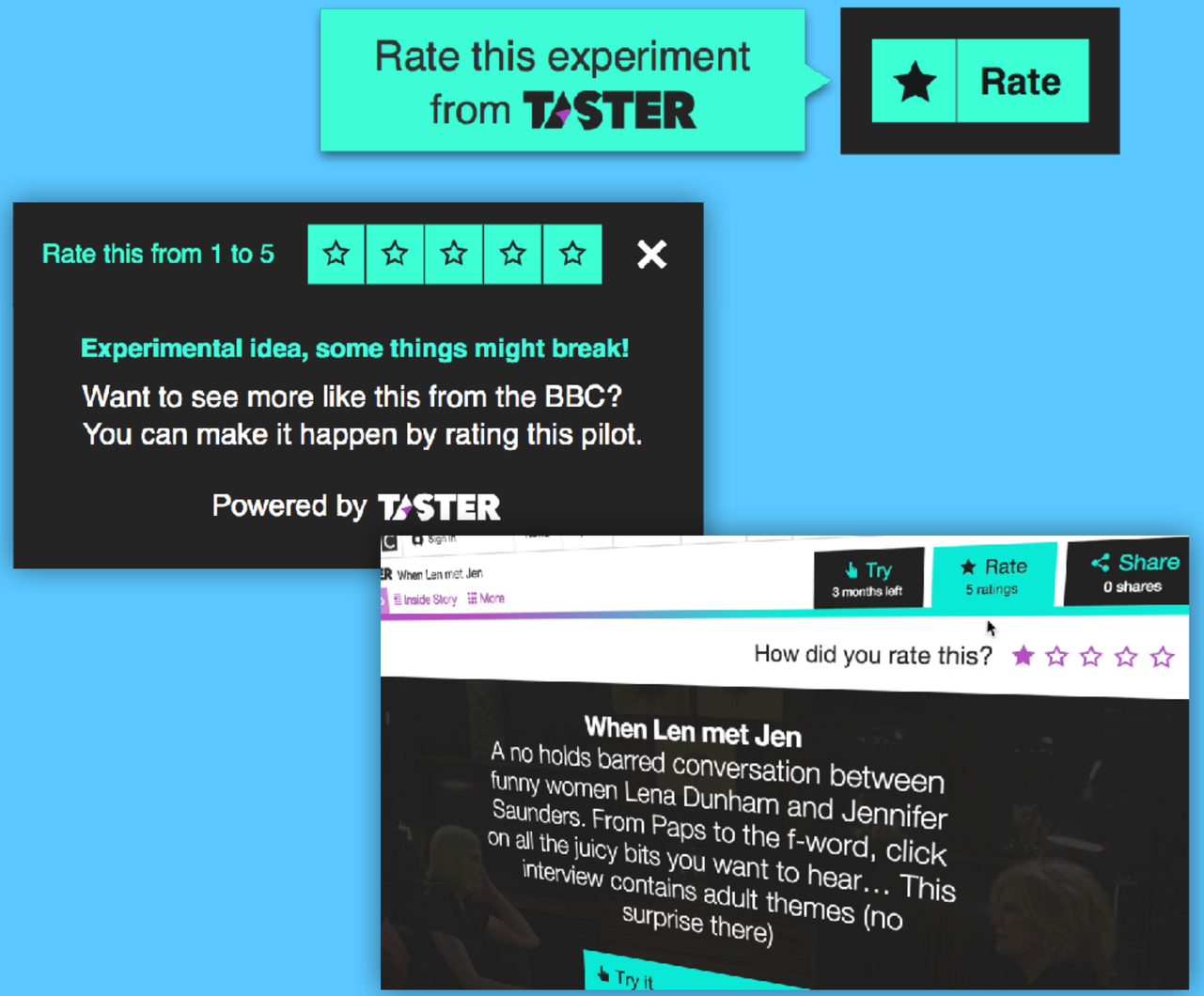
Tools

- A label to give permission to experiment anywhere
- A light-touch feedback mechanism, allowing you to collect ratings, surveys and analytics



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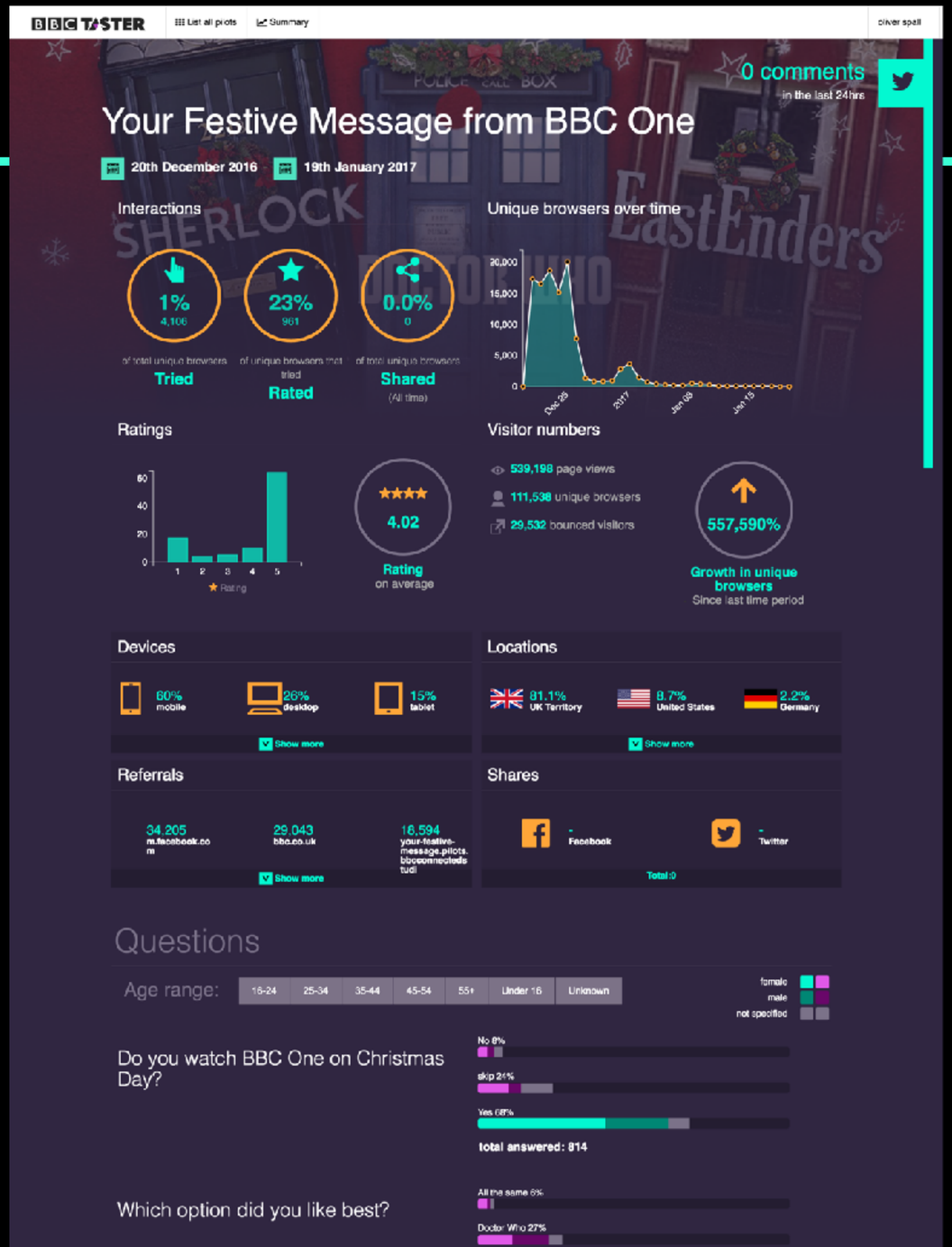
Feedback

- Taster Analytics Dashboard: A self-serve, powerful analytics dashboard.

- > 250 pilots: Benchmarking & trend analysis



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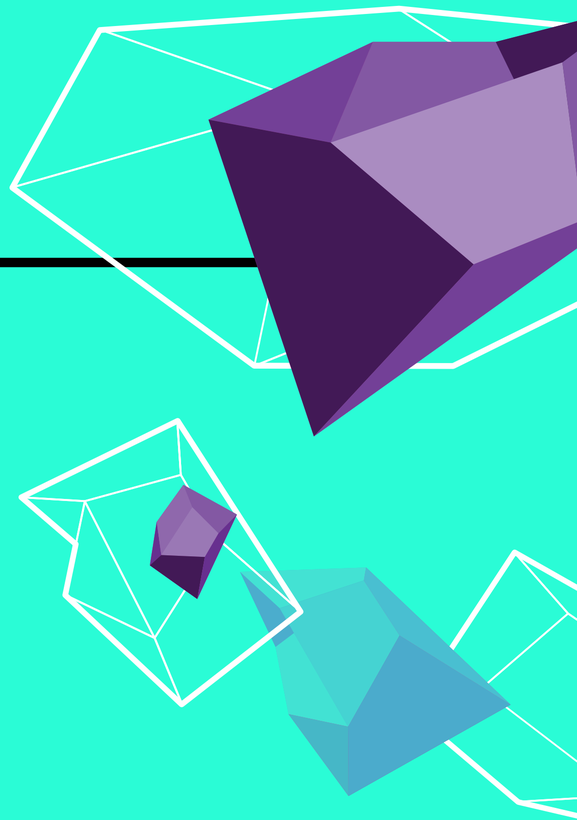
Examples



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New tech: Glastonbury Shuffle

- Let the BBC's algorithm help you find the Glastonbury content you love simply by whether you listen to a song or not.
- A new way to help sift through the huge amount of Glastonbury content developed by the BBC.
- Also used for T in the Park, as well as iPlayer

http://www.bbc.co.uk/taster/projects/glastonbury-shuffle-2016

New formats:
Your story

- A way to customise the BBC's archive based on who you are and important dates for you.
- The format was re-used 5 times & now becoming a service on offer to the whole BBC.

https://yourstory.pilots.bbcconnectedstudio.co.uk/

New tech:
Cook Along Kitchen Experience

- The first public facing experiment in Object Based Media
- Allows people to personalise their cooking experience, and for the programme to follow you, rather than the other way round.
- Unique reach to audiences to feed back on emerging BBC technology
- A great way to hone your cooking skills.

https://cake.pilots.bbcconnectedstudio.co.uk/

Talent & partners: How to make a Ken Loach film

- The first non-BBC project to use Taster rating to capture feedback.
- Experimented with interactive formats to give an extra dimension to Ken Loach's work
- One of the highest rated pilots on Taster

http://www.bfi.org.uk/news-opinion/news-bfi/features/how-make-ken-loach-film

Experiment
Show early
Learn fast

BBC TASTER

Get in touch

oliver.spall@bbc.co.uk

www.bbc.co.uk/taster