



britbox

CREATED BY **BBC** & **itv**

dfferentology

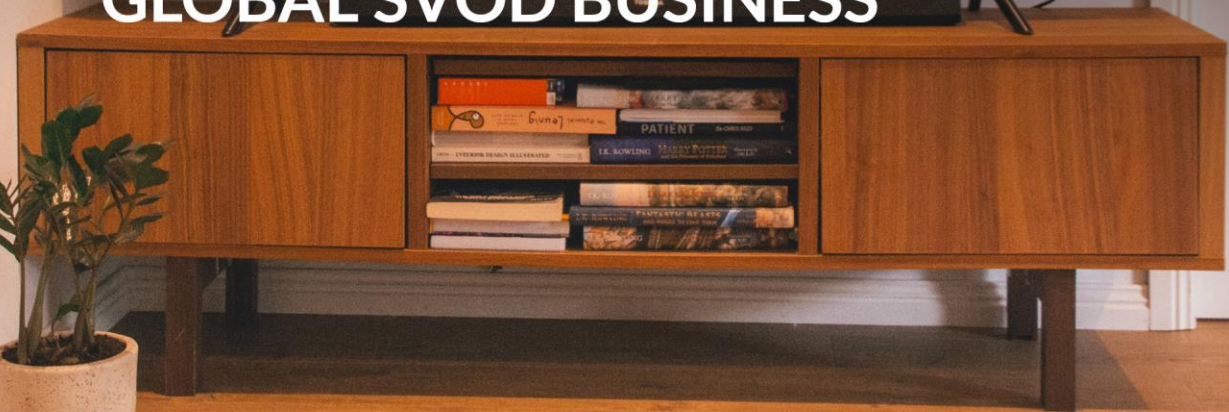


**BRINGING THE BEST OF
BRITISH TO THE WORLD**





HOW TO BUILD A GLOBAL SVOD BUSINESS





DEFINE OUR GOALS

Build a Global
VOD brand for
British content

Grow subscribers
and audiences

Expand into new
International
markets

Invest in UK Creative Economy
+ Value for BBC and ITV

EVALUATE KEY CRITERIA



SIZE OF THE SVOD PRIZE

- Size
- SVOD (vs PAY TV)
- Infrastructure



AFFINITY TO BRITISH TV

- Current consumption
- Cultural affinity
- Language



CHOOSE OUR MARKETS

LIST OF ALL MARKETS

Desktop research and market intelligence gathering
Global sizing survey – 26 markets
Data Scraping on consumption of British content

MEDIUM LIST OF MARKETS

SHORTLIST OF PRIORITISED MARKETS
AND SUBSCRIBER POTENTIAL

SPECIFIC PROPOSITION
RESEARCH IN PRIORITY MARKET

DEFINING A POSITION FOR BRITBOX IN AUSTRALIA





DESIGN A RESEARCH APPROACH



EXPLORE
AI-powered
semiotic analysis



EVALUATE
5 day online
community



VALIDATE
15 minute
Online Survey



DEFINING THE 'WHITE SPACE'

Leader of the pack

NETFLIX

Other Primary

STAN AMAZON
PRIME
DISNEY+

Well defined niche

YT PREMIUM APPLE TV+
ACORN TV HAYU

Specialists



QUALITY



GRIT



HUMOUR



INTELLIGENCE

WHAT MAKES BRITISH TV
APPEALING TO AUSTRALIANS?

CREATING A UNIQUE PROPOSITION



'COSY CUP OF TEA'



'BRITISH RETREAT'

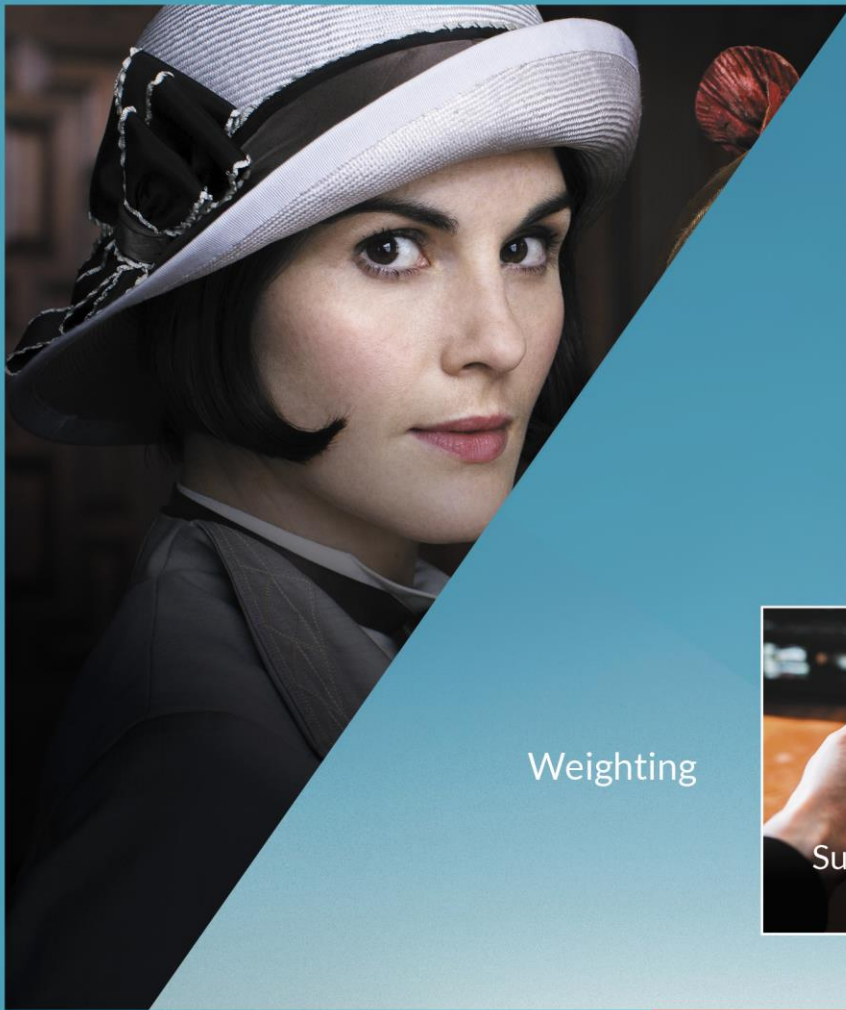


'WIT & GRIT'

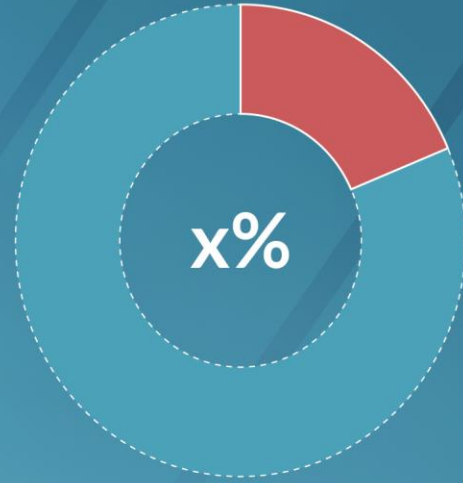
FINAL

THE GREAT BRITISH ESCAPE

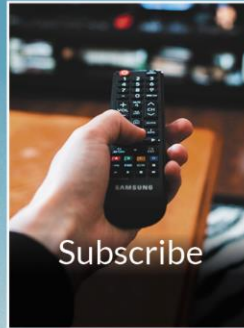




Subscriptions



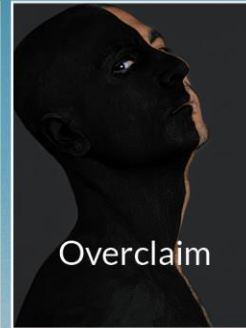
Weighting



Subscribe



Infrastructure



Overclaim



Final weight



TOP REASONS TO SUBSCRIBE

1

All British TV shows in one place

2

Value for money

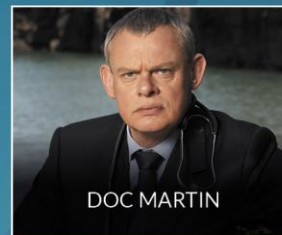
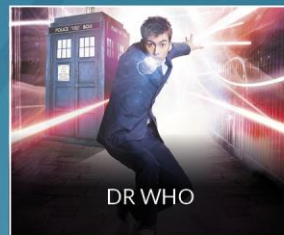
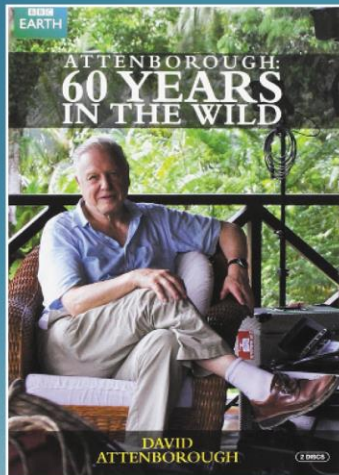
3

TV shows I currently can't access

4

A great addition

A MIXTURE OF CLASSICS AND CONTEMPORARY





**WITH MESSAGES
TO REASSURE
AND APPEAL**



**REASSURE
ME**

FREE TRIAL

NO CONTRACT
CANCEL ANYTIME

AD FREE EXPERIENCE



**APPEAL
TO ME**


WATCH COMPLETE SERIES

EPISODES YOU WON'T FIND
ANYWHERE ELSE

FAVOURITE BRITISH
PROGRAMMES IN ONE PLACE

COMBINING THE ELEMENTS

EMAIL




BritBox has arrived!

You can now stream the ultimate collection of British TV from anywhere in history, comedy to country, classic to classic to brand new television drama from the BBC & ITV.

Watch on all your favourite devices - no contract, no ads, no bother.

[Start your free trial](#)


Where to begin...



THE IT CROWD

There's something funny about these people. The only way to get really serious is to turn them 180°, and so they will.

[Watch now](#)



DOCTOR WHO

They've been making you sick and so cool ever since. It's time to get your hands on the only one to watch every Easter.

[Watch now](#)

PR

I don't think I have ever wanted a subscription more... [@britbox_aus](#)



[@britbox_aus](#)

MARKETING

BritBox Sponsored

Escape to the ultimate collection of streaming British telly, all in one place - no contract, no ads, no bother.



britbox
CREATED BY BBC & ITV

[BRITBOX.COM](#)
BritBox - start your free trial
Get your British TV fix

[SIGN UP](#)

DELIVERING THE FINAL PIECE



WHAT'S NEXT?







THANKS

dfferentology