

SAM BARCROFT

Thank you for asking for my opinion on this matter.

I am a big supporter of the BBC and understand the need to engage with younger adults.

I am a parent of two young adults, a successful producer of television and video content and have a deep understanding and expertise of engaging with younger adults via TV and social media.

In my last job as founder of Barcroft Studios, I built a set of channels which regularly exceeded 500m video views per month, won Factual Channel of the Year at the Broadcast Digital Awards (first non broadcaster to achieve this), and produced thousands of originals for Netflix, BBC2/3, channels 4 and 5, National Geographic, Discovery and others. I founded Truly, which is now a scheduled 24/7 FAST channel on Pluto, SamsungTV+ and other new world channel broadcasters.

According to Tubular Labs, Barcroft Studios is in the top 10 social publishers in the UK.

Here are my answers to your questions:

Question 1: What do you think about the potential public value of our proposals for a BBC Three broadcast TV channel, including the extent to which our proposals contribute to the BBC's mission to serve all audiences through the provision of high quality and distinctive output and services which informs, educates and entertains?

I am pleased to hear the BBC is investing more money in original content for young adults.

It is important this section of society gets top quality content which is relevant and culturally inspiring.

I do not think bringing back bbc3 to linear will provide a step change in audience which will prove significant. I would expect typical viewership in prime time to be up 10-50k for most shows.

Instead, the BBC should concentrate on a studio led approach, pursuing a strategy of going towards the audience, seeking them out, rather than an old world approach of making audiences seeking out a scheduled linear channel.

If bbc3 content were brilliantly published in full across social, FAST channel networks, Amazon Channels, Youtube, Facebook and the like (geo blocked to UK-only viewers to protect rights), it would reach far more viewers than by just picking up CBBC viewers, plus the small number of you g adults who prioritise scheduled linear viewing.

Given this is obvious when looking at linear audiences for equivalent services like E4, I can only assume the BBC has decided to try and hold onto legacy control and business models through fear of change, rather than take bold decisions which will actually deliver on the charter.

Question 2: What do you think about the benefit to audiences who will watch the channel, as well as wider potential social and cultural impacts?

I would expect good benefits to those who watch the channel from increasing the content, but don't agree many people will watch it there. I also think that only 8% of content being factual or current

affairs indicates a priority for audience numbers over audience outcomes - possibly to sure up funding.

Again, the BBC risks throwing the baby out with the bath water as it looks desperate rather than brave.

Question 3: What impact (positive or negative) do you think our proposals for a BBC Three broadcast TV channel might have on fair and effective competition?

I have no concerns on this level.

Question 4: Are there any steps you think we could take to minimise any potential negative effects on fair and effective competition or to promote potential positive impacts?

As the linear change is low cost, I would suggest adding an aggressive third party distribution strategy - proactively taking the content to the audience - to ensure that many more young Brits watch the content. This will be low cost and high outcome, giving you many more audience numbers and interactions, and positioning the bbc as progressive rather than reductive with young adults. I'd be happy to help with this if needed.