



BBC Future Media

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Project Director, North Lab,
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BBC Future Media



BBC North at MediaCityUK

BBC Future Media

Dr Adrian Woolard
Project Director (North Lab), BBC Research & Development



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Four Key Objectives for BBC North

1. Better serve audiences in the North
2. Deliver benefits to the region
3. Deliver a "creative dividend" to the BBC
4. Realise financial benefits for the BBC



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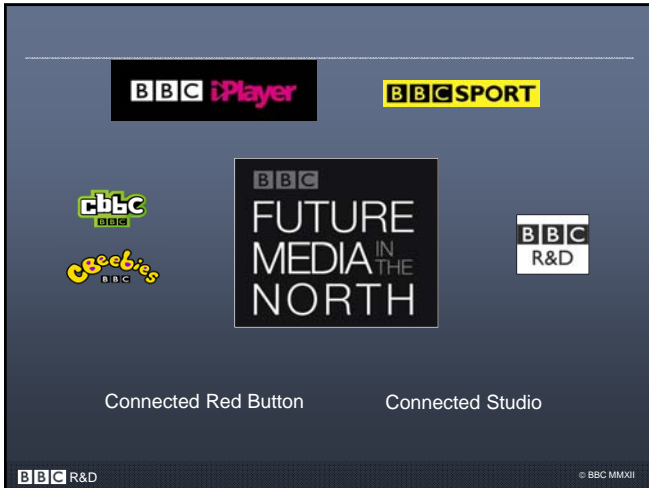
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Five Aspirations of BBC North

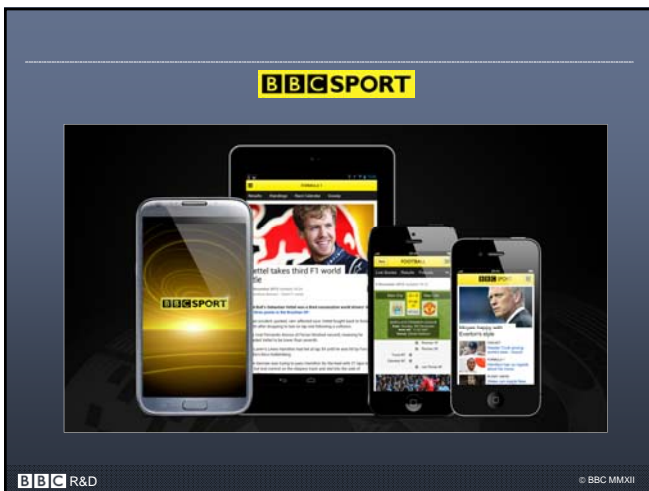
1. A centre of creative excellence in the North
2. Highly connected to our audiences and externally
3. Recognised for high-performance teams and culture
4. Enabling and encouraging flexible and collaborative ways of working
5. Pioneering a more efficient, creative & sustainable BBC

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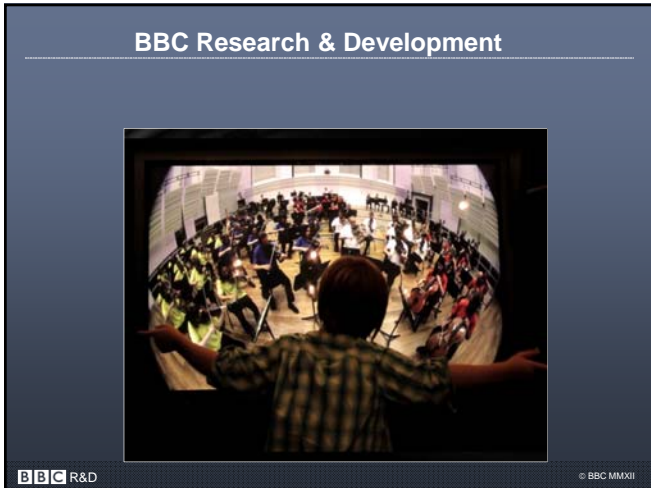
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10 PRODUCTS
4 SCREENS
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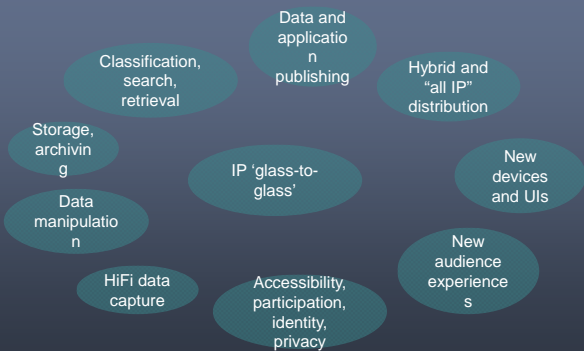








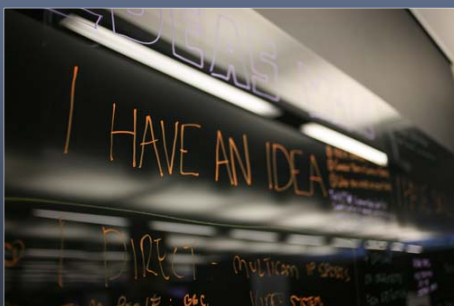
New Broadcasting System: research priorities



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Connected Studio



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Most modern technology is created by bringing together & developing capabilities which already exist... The genius lies in the way they are brought together & improved.

Lord A. Broers Triumph of Technology, 2005 Reith Lectures

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