

# Talking with audiences

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Zoe Murphy | News Innovation | BBC Voice + AI





**Front Office Sports** 

@frntofficesport



During tonight's game, the [@warriors](#) and [@Google](#) teamed up to give away 20,000 Google Home Minis.

The giveaway was the largest and most expensive sporting event giveaway of a Google product in history, and it was the Warriors' first-ever tech giveaway.

 66 4:09 AM - May 15, 2019

# GET ACTIVE

with an Amazon Echo Dot on us.

Offer ends 30 June.

Plus, get an  
**AMAZON  
SMART  
PLUG TOO**



*Does Alexa speak  
Dachshund?*



With fitness and nutrition tips  
from the Alexa Vitality Skill.

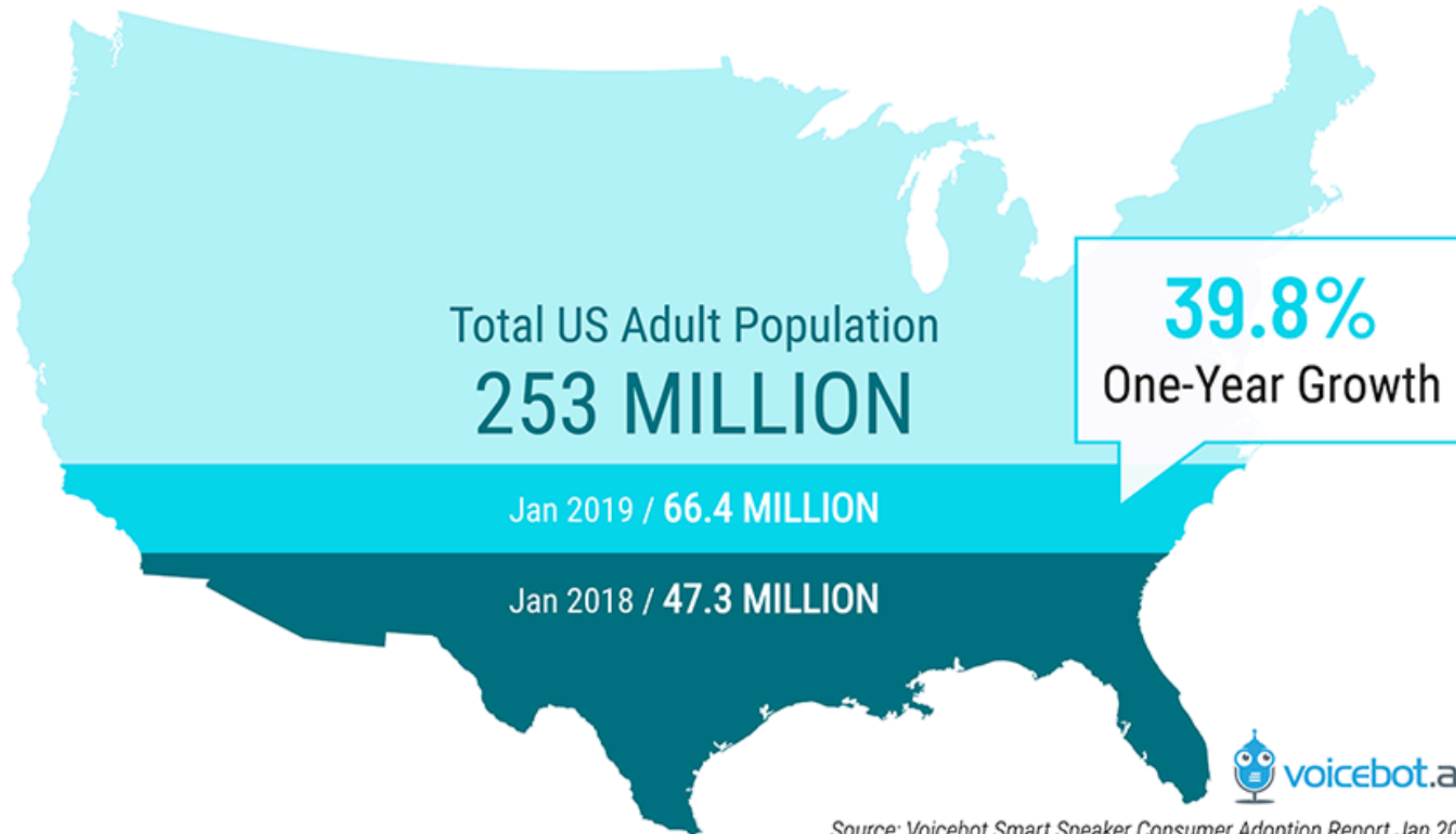


**POSITIVELY DIFFERENT HEALTH AND LIFE INSURANCE**

...member offer until 30 June,  
...tain Vitality plans.

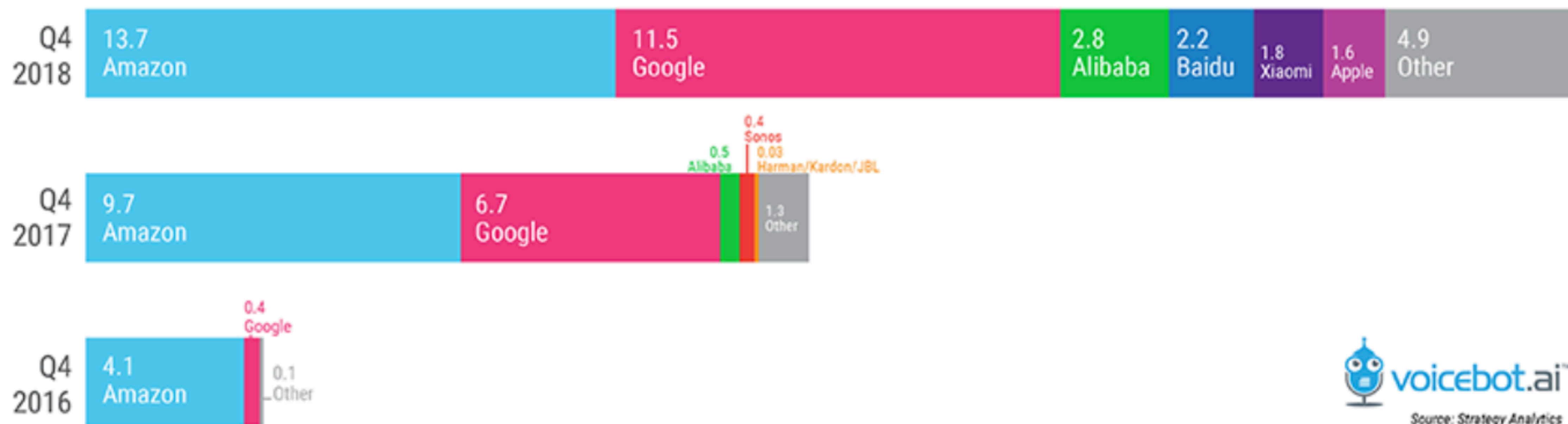
...cover with Income Protection or Serious Illness Cover plus an Optimiser. For Optimiser fees please refer to our terms and conditions vitality.co.uk/echodot. Offer runs 22.04.2019 to 30.06.2019 inclusive and is not sponsored or endorsed by Amazon. ...ent must be made. Minimum monthly premiums and further terms and conditions apply. VitalityHealth and VitalityLife are trading names of Vitality Corporate Services Limited which is authorised and regulated by the Financial Conduct Authority.

## U.S. Adult Smart Speaker Installed Base - January 2019



Source: Voicebot Smart Speaker Consumer Adoption Report Jan 2019

## Global Smart Speaker Unit Sales Q4 2016-18 (IN MILLIONS)



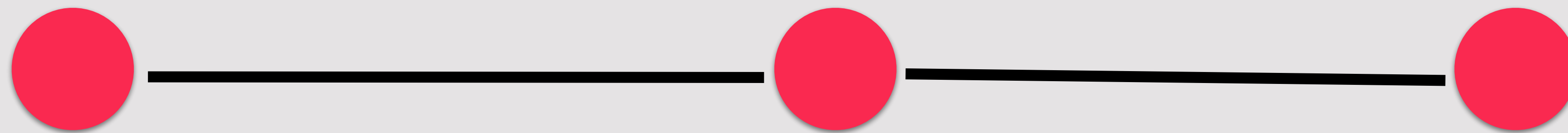
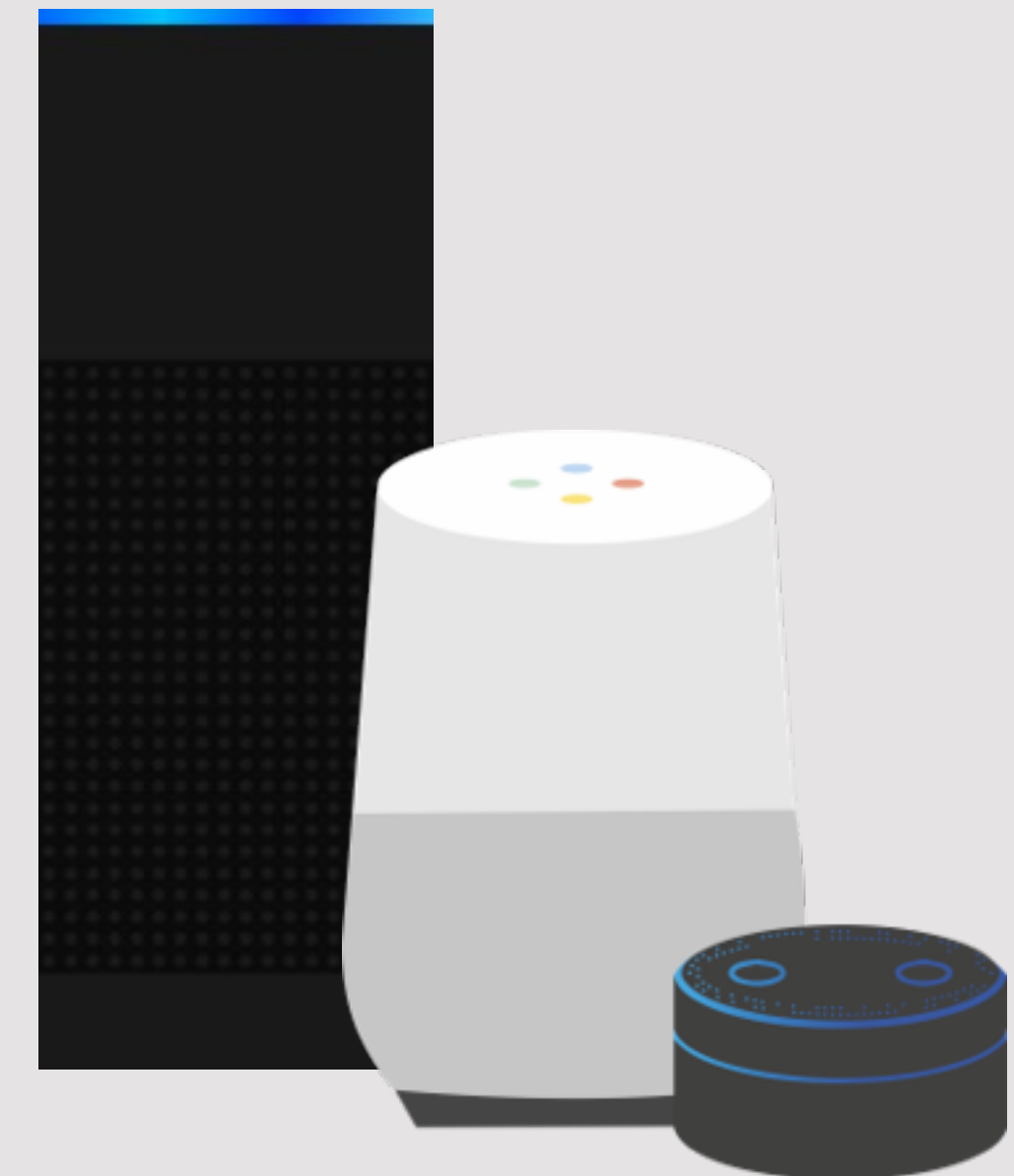
**Amazon Alexa  
available on  
100 million  
devices**

**Apple's Siri  
available on  
500 million  
devices**

**Google  
Assistant  
available on a  
billion devices**

# Technology paradigm shifts

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# So, why Voice for BBC News?

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# Strategy



# The BBC Skill

Released Dec 2017

Radio

Podcast

Audio on  
Demand

# BBC News

on Alexa, Google Assistant, Siri

Hey Google, **what's  
the news?**



# Feedback

It's just the right length and the new style is fresh and compelling. Good job!

Drop the jazz hands tone of voice and spirit. It's news!



“ The news isn't broken down enough... my friends say they don't care about the news because they don't understand it.

”

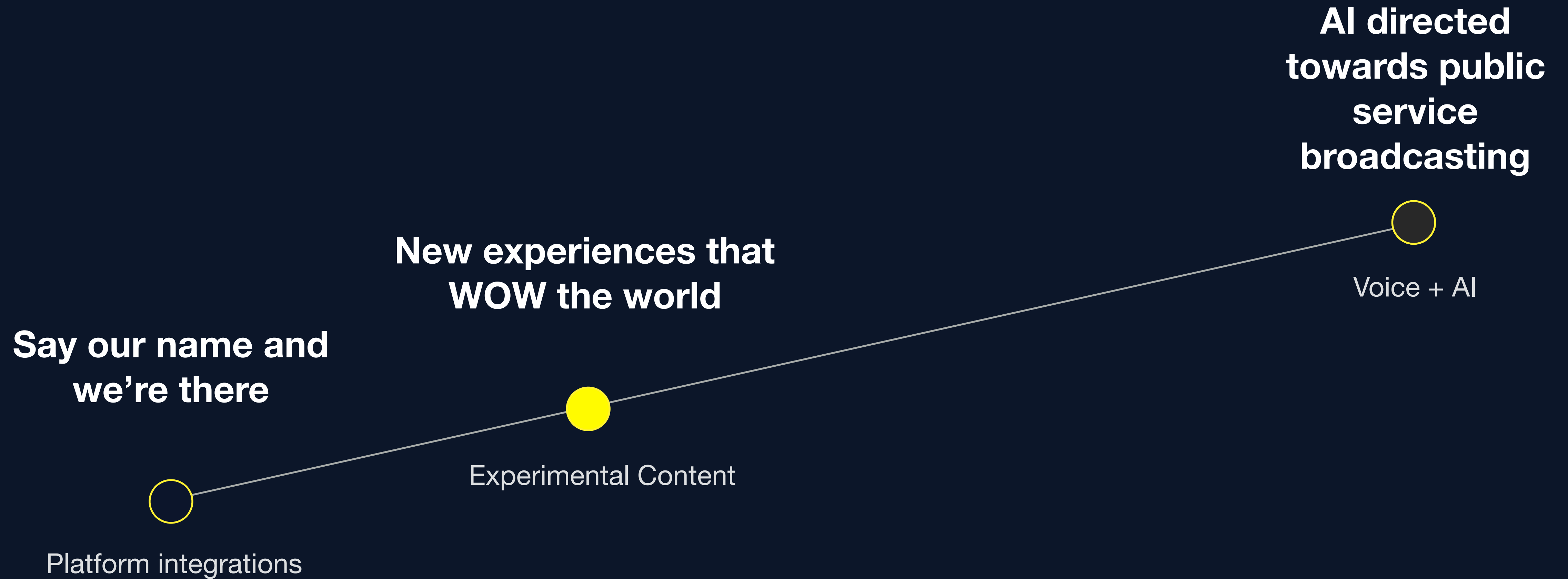
Female, age 21

“ News is upsetting and depressing. I can't take action right now so I'd rather not keep up.

”




Female, age 22


# Strategy





# The Inspection Chamber

Released September 2017

16:15   

 BBC R&D The Inspection Chamber

 **BBC R&D The Inspection Chamber**   
BBC  
★★★★★ 13

**DISABLE SKILL**






TRY SAYING Shown in: English (GB) ▾

*"Alexa, open The Inspection Chamber."*

**ABOUT THIS SKILL**

A glitch-ridden computer, two desperately homesick scientists, and one thing in their way, you - an unidentified 'being' that just can't be classified.

The Inspection Chamber is an interactive science fiction comedy story inspired by Douglas Adams, Franz Kafka and Portal. You play a part in the story using your own voice - you might even be the last thing the scientists ever have to identify before they get to go home.



**cbeebies**  
BBC



**cbeebies**  
BBC  
Bedtime  
Story



Open **cbeebies**



# “Next billion users”



# India election service

Released April 2019

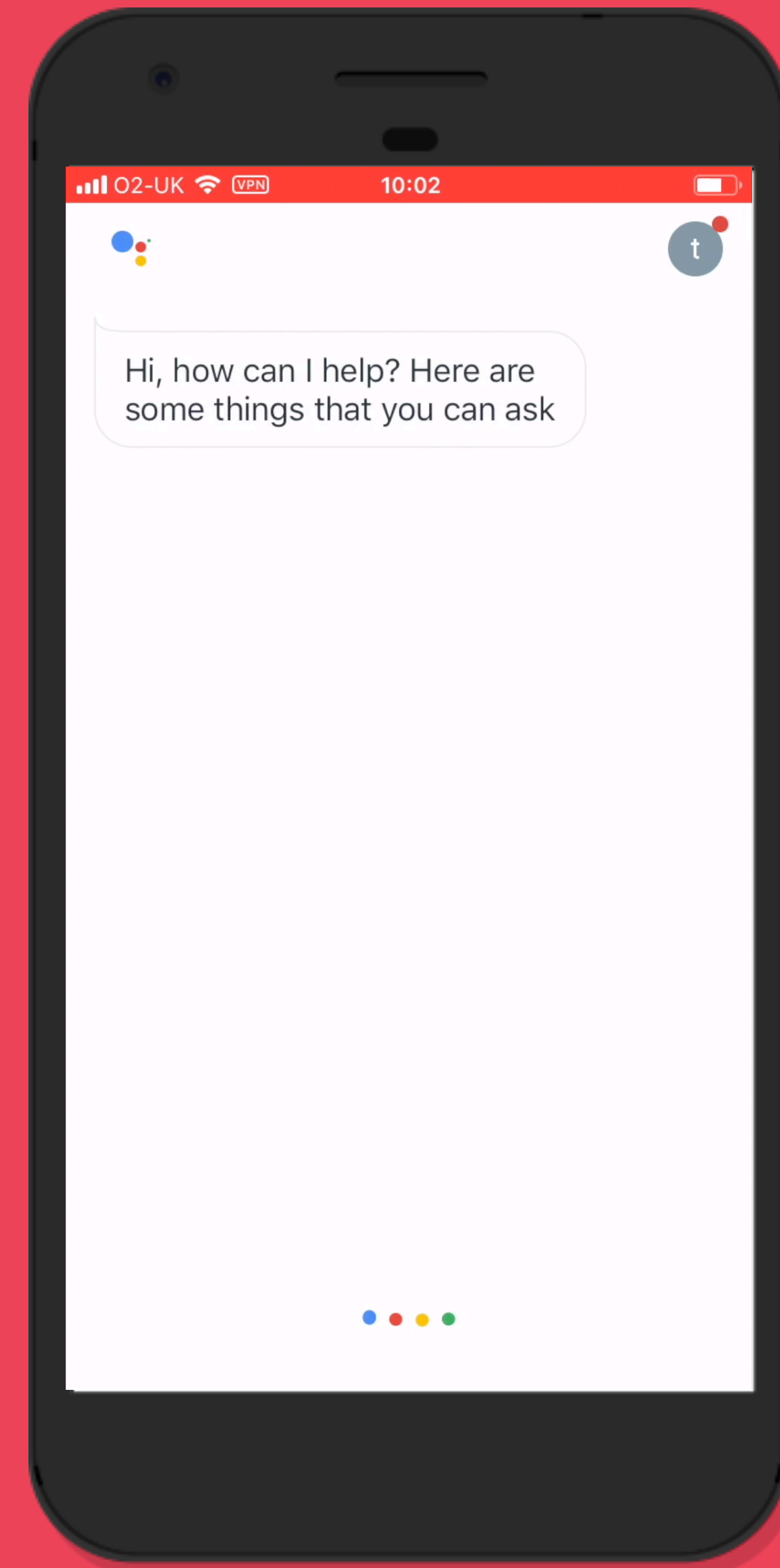
- Two Hindi bulletins a day
- Layered content: Latest stories + analysis, features, interviews
- Conversational use of language

Navigate using commands:

“Move on”

“Back”

“More”



# Rules of thumb

- Know your audience
- Test early and often. Try your design with real people
- Don't underestimate the importance of prompts
- Voice relies on more than words
- Multi-disciplinary teamwork



# Where next?

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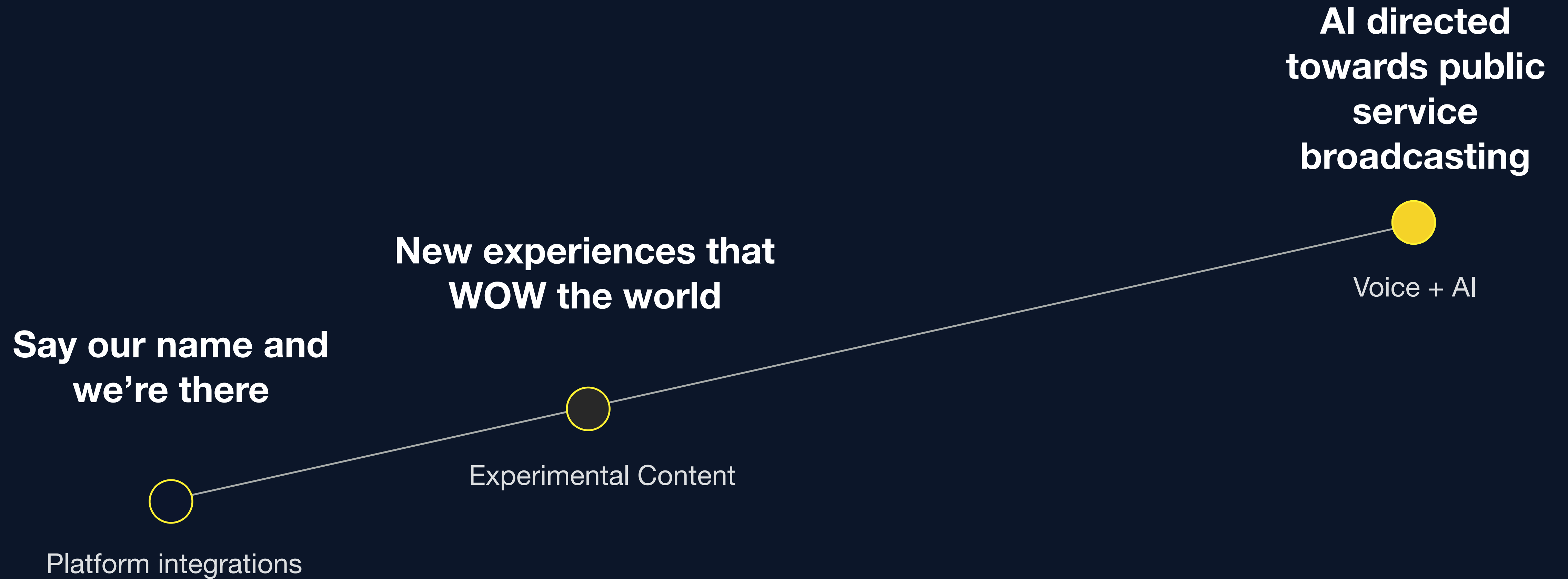


**Alexa, get  
the BBC  
News  
headlines**

**What's the  
latest on  
Trump?**

**Does Jeremy  
Corbyn want a  
hard or soft  
Brexit?**

# Strategy







“Thank you”

@ZJMurphy

LIFE  
BEGINS  
after  
COFFEE