



# The power of personalisation - reimagining personal data for the internet age

*A case study for the BBC*



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BBC Research & Development

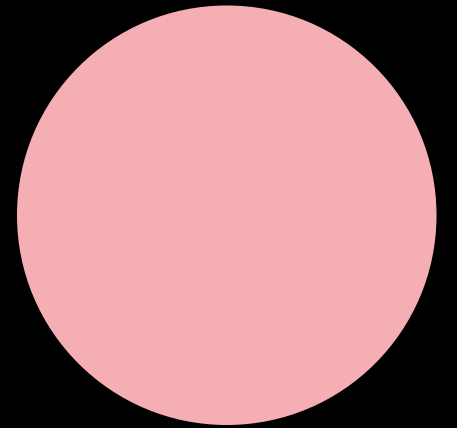
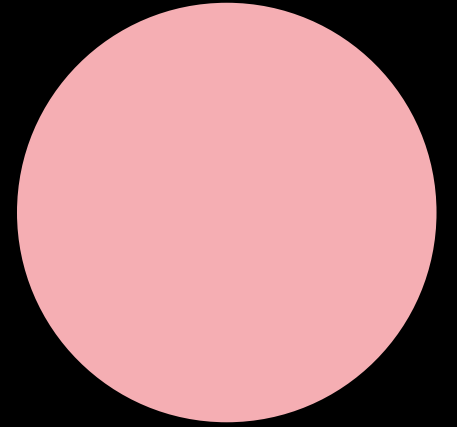
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make better decisions

WHAT IS A PERSONAL DATA STORE (PDS)?

An app that connects personal data from different sources to shine a light on the data you've shared and allow you to take greater control of the data you share.

# Context



THE OPPORTUNITY

Revolutionise how **young people**  
**think** about and **use** their  
personal data, by reinventing the  
way the way data is **stored**,  
**processed and controlled** online.



# The BBC, your data, personal data stores

## *Why?*

77% of people feel vulnerable having multiple providers holding their personal information

At least 39 different organisations hold personal data on the average UK citizen

There has been a massive increase (+67%) in major data breaches since 2014



TikTok just gave itself permission to collect biometric data on US users, including 'faceprints and voiceprints'

Sarah Perez  
@sarahintampa / 3:57 pm PDT • June 3, 2021



England's NHS plans to share patient records with third parties

55m patients have until June 23 to opt out of having their health data in a database



ft.com

Facebook patents reveal how it intends to cash in on metaverse

Meta hopes to use tiny human expressions to create virtual world of personal avatars

Jan 18th (48 kB) ▾



The Flanders Government and Solid: "An important milestone in Flemish history"

Tim Berners-Lee reflects on Flanders' government event, where he presented how Inrupt and Solid are empowering the Flemish citizens and companies.

By Tim Berners-Lee, CTO and co-founder



Protecting your privacy online

The Privacy Sandbox initiative aims to create technologies that both protect people's privacy online and give companies and developers tools to build thriving digital businesses. The Privacy Sandbox reduces cross-site and cross-app tracking while helping to keep online content and services free for all.

# The BBC, your data, personal data stores

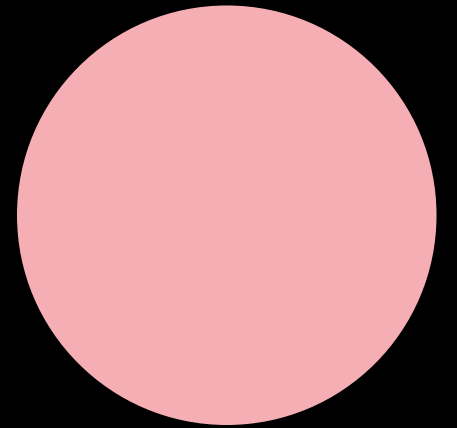
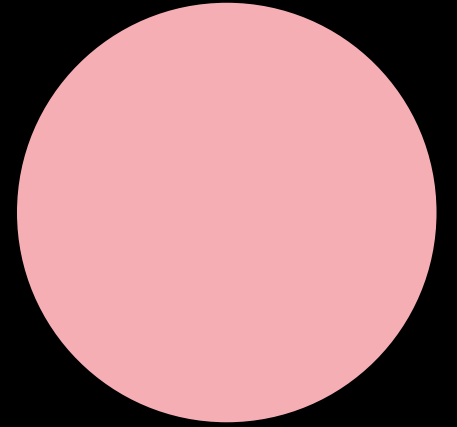
## *Three questions*

Can we do it?

Should we do it?

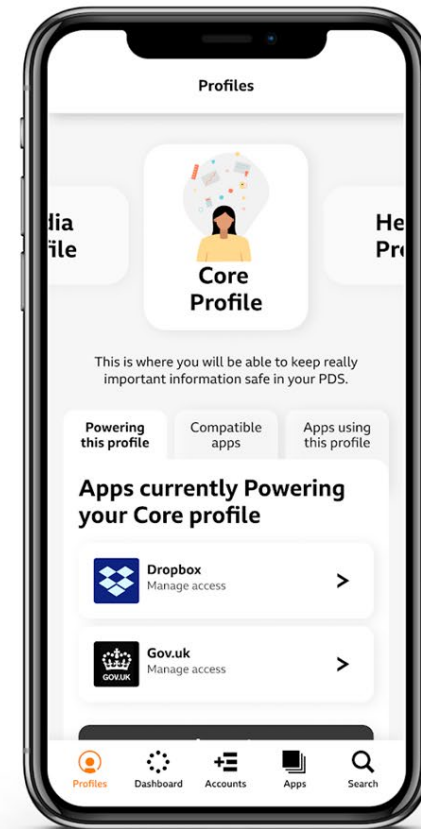
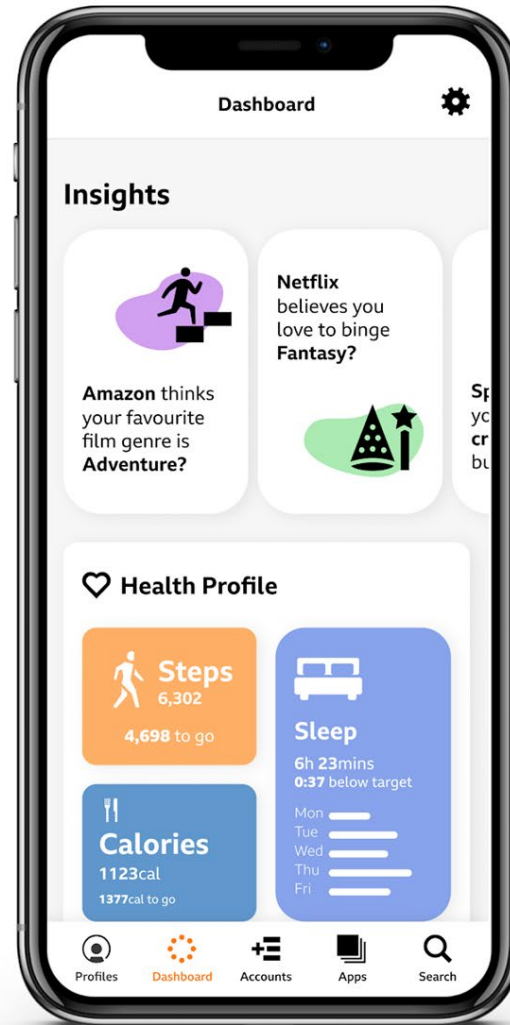
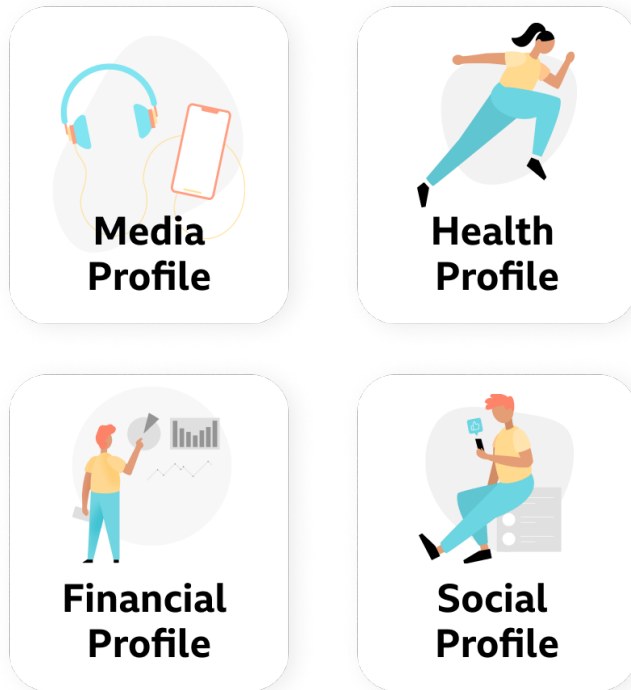
Do audiences want it?

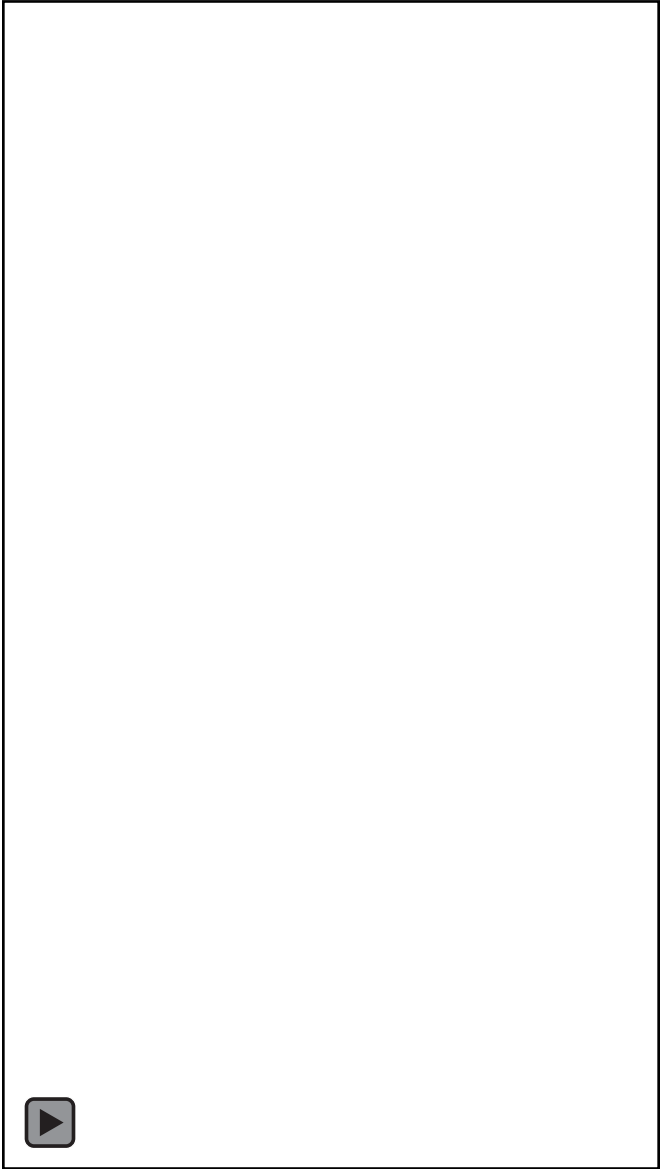
# The Research



# My PDS

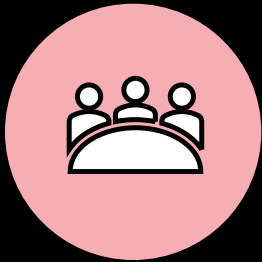
All of your data, all in one place





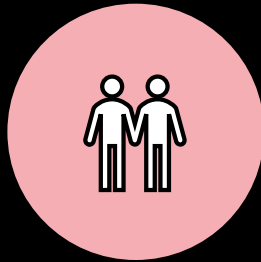


# What did we do...



## Expert interviews

With 5 experts in the field of personal data



## Cognitive testing

With 12x C2DE 16-35's

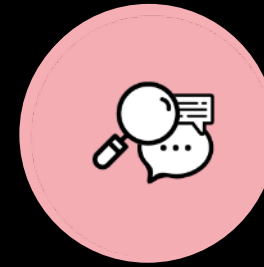


## Quantitative phase

15 minute survey of 16-35's

16-65's Nat Rep sample boost

Max Diff analysis

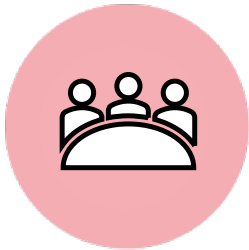


## Qualitative phase

10 days online community and focus groups

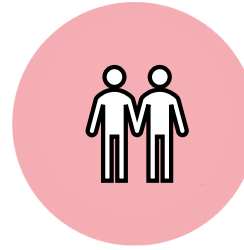
With 35 x 16-35's

# First two phases



## Expert interviews

- Spoke to x5 experts in the field of personal data to learn more about current and emerging debates.
- Ranged from independent to university researchers who are well established in their field.
- Upskilled the research team
- Informed future stages of the research



## Cognitive testing

- Carried out to test comprehension, language and understanding of abstract concepts
- Qualitative feedback on data privacy and how the concept of the PDS was understood.
- Carried out via online video friendship pairs

# Quantitative phase

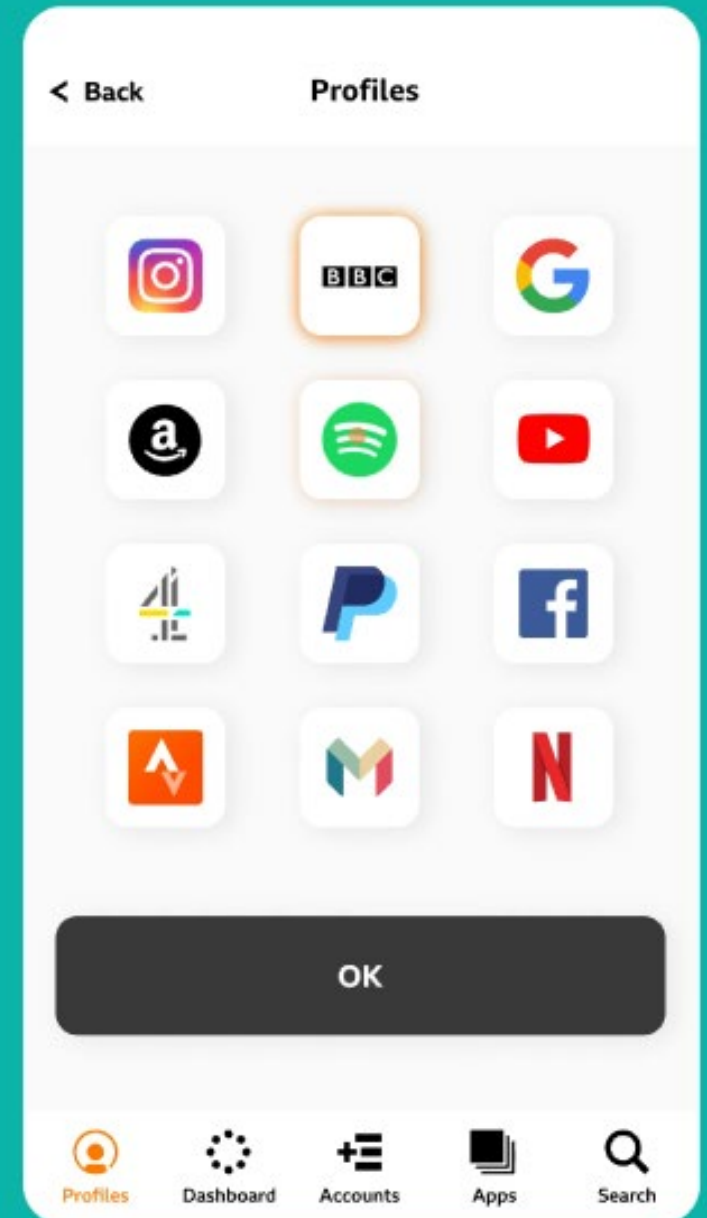
A 15-minute online survey was carried out to gauge the views of the youth population on:

- Managing personal data online
- Understanding and views of a PDS (after exposure to the explainer video)
- Benefits of the PDS (Max Diff)
- Benefits/appeal of the x10 service propositions

The sample was nationally representative in terms of age and gender and included:

- 1,100 16-35s
- A general population boost of 537 36-65s

My PDS brings this  
data together



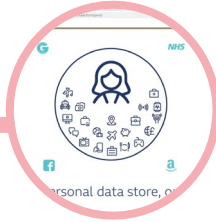
# Online community approach

## Context



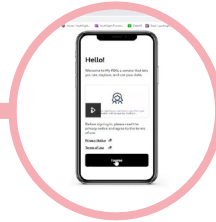
- What personal data means to them, how data fits into their every day lives

## Explainer video



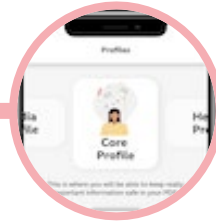
- Introduced to concept of PDS
- Comprehension of the PDS and overall thoughts

## Live Trial of the PDS



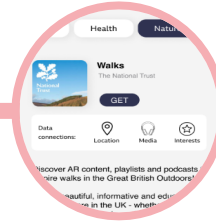
- Young people were invited to try out a live prototype of the PDS and connected their Spotify and BBC accounts to the PDS.

## Introduction to dashboard & profiles



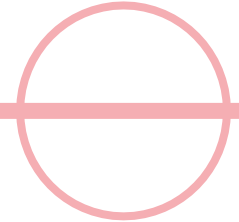
- Shown UX mock-ups of the various screens in the dashboard and profiles.

## Introduced to services



- Screenshots of the 10 services propositions were presented in an app store environment.

## Conclusions



- Deciding whether or not the BBC should provide something like the PDS
- Final thoughts about, and further use cases for, the PDS



# Reflecting on the research

## Putting power in the hands of young people

- Many had never thought about data in this way
- Magical moment where the young people began to understand the amount of data companies held about them

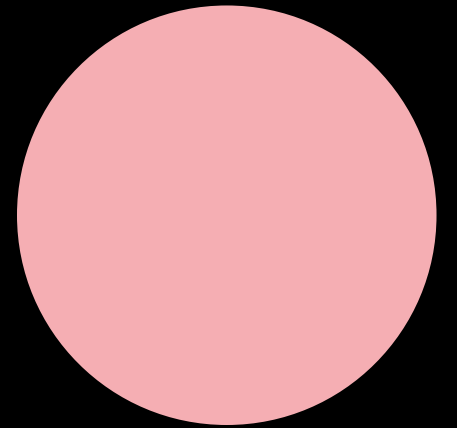
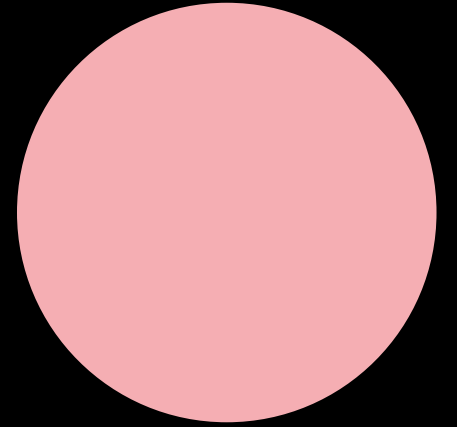
## Collaboration and building relationships

- Participants enjoyed collaborating with other young people, who they would never have otherwise met.
- Participants built relationships and felt increasingly comfortable sharing their opinions

“I think it was really interesting learning about all the different ways the PDS would work, and I would say it pushed me out of my comfort zone a bit as I learned about things I’d never thought about and had a lot of discussions with people I’d never met.”



# Impact





# The BBC, your data, personal data stores

## *The opportunity*

There are low levels of **public trust** about how organisations use data

An appetite for alternatives that offer **greater control**

**72%** of our 16-35 yr old participants felt a **personal data store** approach was better than the current situation

# The BBC's radical new data plan takes aim at Netflix

The BBC's R&D team has built experimental systems that pull in data from Netflix and Spotify. The goal? Make



GETTY IMAGES / WIRED

## BBC and Sir Tim Berners-Lee app mines Netflix data to find shows viewers like

Jake Kanter, Media Correspondent  
Friday October 01 2021, 12.01am, The Times



## Research & Development

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### Personal data stores: building and trialling trusted data services

Posted by Eleni Sharp on 29 Sep 2021, last updated 29 Sep 2021

BBC Research & Development has been exploring new ways of storing and using data, especially personal data, for several years. In 2017, we announced a project with Nottingham University called Databox, followed by an experiment with a prototype device we named BBC Box in 2019. Built on Databox and powered by a Raspberry Pi, BBC Box pulled your data together in one place. Most recently, my colleagues Bill

### Terms and conditions apply, and that's a good thing

Rupert Goodwins

Mon 4 Oct 2021 // 08:30 UTC

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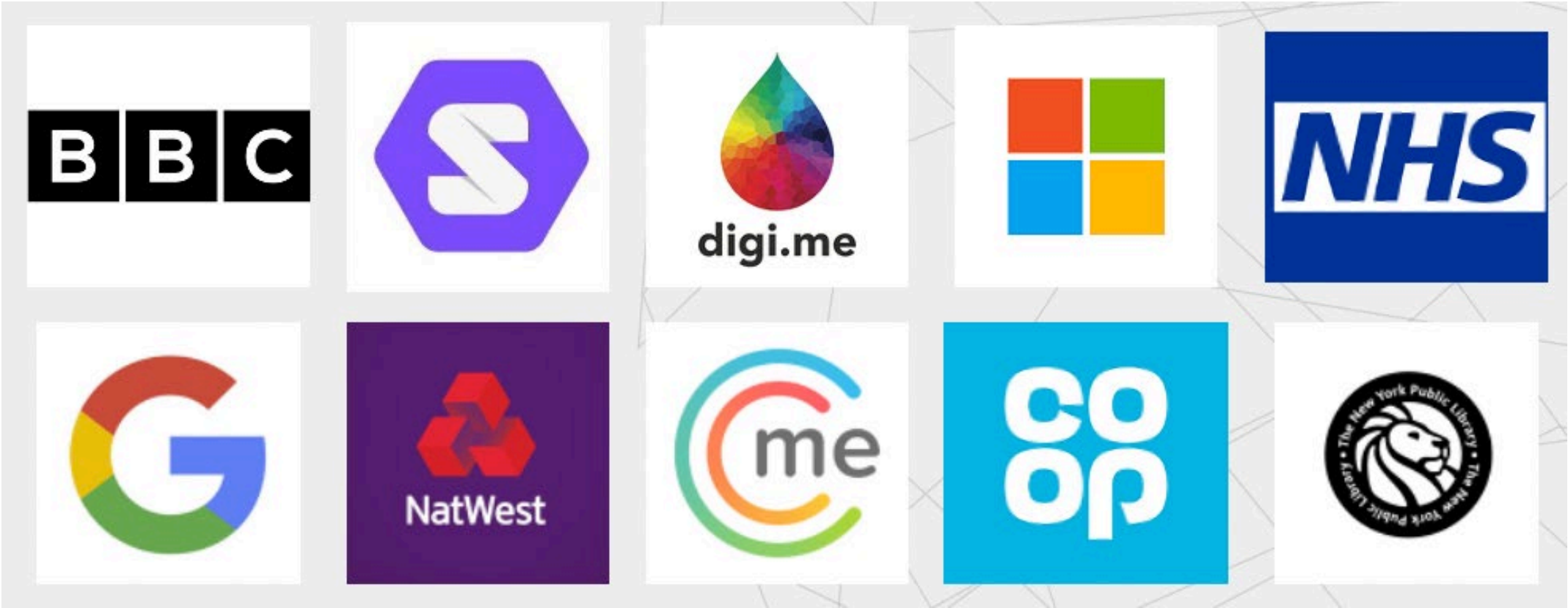


**OPINION** Personal data is the oil of the internet. The great engines of Facebook and Google pump it relentlessly, burning it at will to power their marketing monetisation magic. The pollution it creates in broken privacy, shattered politics and the corrupting force of hidden agendas, is out of control.

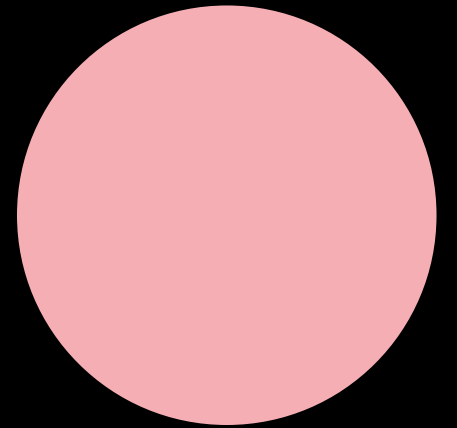
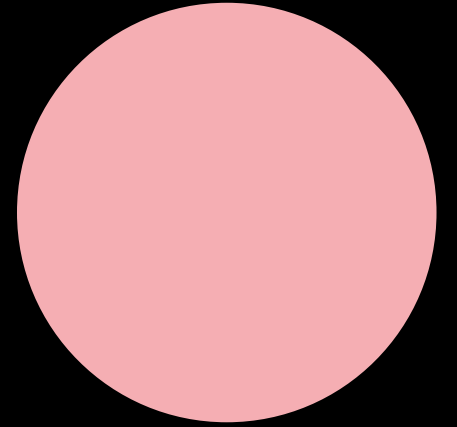
You'd think that the source of this data – that's us – could have some say in how it's used. Some practical way to control, monitor, decide who gets it and

## Will the BBC stage a very different kind of data revolution





# PDS in action: BBC Together & Data Pods



“The future of social TV is fun,  
smart and safe!”

Over half (51%) of 16- 24's took  
part in a watch party over the  
past 12 months



**TASTER**[Try](#)  
6 months left

## Together+ Data Pod

[Try it](#) | 6 months left

Get a glimpse into a world where your personal data is safely stored for your benefit with this BBC watch party experience.

★ 9 ratings | ↻ 0 shares

### The Inside Story

In this Taster trial you can watch BBC shows with friends and family on a laptop or desktop. All you need to do is share the experience from the comfort of your own sofa.

# The BBC, your data, personal data stores

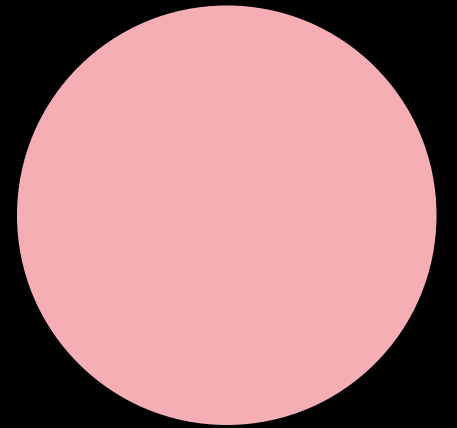
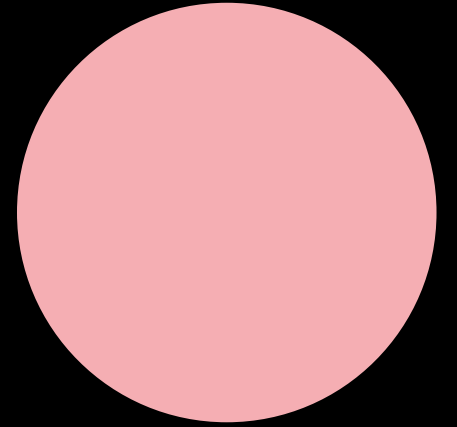
## *Three questions*

Can we do it?

Should we do it?

Do audiences want it?

# Next Steps



# The BBC, your data, personal data stores

## *Next steps*

1. Research programme
2. BBC Product strategy
3. Building partnerships



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Savanta is the full-service global market research and data insight company that helps businesses make better decisions.

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