



**BBC Global News Ltd to Be Everywhere  
New trade initiative uses virtual reality to showcase digital offer**



**Sydney, 19<sup>th</sup> June 2015.** Using the latest in virtual reality technology, BBC Global News Ltd is launching a dramatic new interactive trade campaign to showcase how it delivers personal, portable and on-demand news for the digital age.

Be Everywhere, which will premiere at Cannes Lions next week (21 – 27 June) in the BBC World News pop-up studio space (Cabana 20/21 on La Croisette), illustrates the innovative digital opportunities available to advertisers in a new and unique way.

Using direct mail, bespoke Be Everywhere virtual reality viewers are on their way to all corners of the globe so targeted potential and current clients can explore a fully immersive 360 video experience.

Armed with the Be Everywhere smart phone app (available via the Apple App store and Google Play store) and their viewer, people can join presenter Babita Sharma in a virtual studio. The 360 experience means viewers can have a peak behind the scenes as Babita demonstrates the leading news brand's digital products and the advertiser benefits.

Be Everywhere highlights the BBC's international news services' position as a leader in digital innovation. The campaign demonstrates what BBC World News and BBC.com/news are offering their global audiences as they completely transform the BBC News experience, from the development of the 'sticky player' to 'my news' on the redeveloped BBC News App (28million downloads and growing), while showcasing opportunities for agencies and advertisers.

Launching the campaign, Chris Davies, Sales & Marketing Director, BBC Global News Ltd, said:

“We know more than half of the BBC’s online traffic comes via mobile and tablet devices and with BBC.com now reaching a global audience of over 80 million unique browsers per month, that’s a huge opportunity for our clients. The ethos of Be Everywhere is digital innovation in all aspects of our work and I am delighted we are bringing this campaign to life in such a unique way. Exploiting developing technologies in this manner really illustrates our digital offer, demonstrating first-hand what the BBC can do. Whether it’s content that works seamlessly across devices or precise audience targeting, the campaign shows our dynamic and innovative approach for both audiences and advertisers alike and showcases how we are staying ahead of the curve in a rapidly changing media landscape.”

The Be Everywhere video can also be viewed online at <http://advertising.bbcworldwide.com/beeverywhere/#video>

To look around, you can click and drag on desktop or finger swipe/use your device’s gyroscopic capabilities on mobile and tablet.

Ends

#### **Notes to Editors**

The Be Everywhere project was led by gyro London for BBC Global News Ltd, and involved digital agency Inition with website design by Wise Yeti.

BBC World News and BBC.com, the BBC's commercially funded international 24-hour English news platforms, are owned and operated by BBC Global News Ltd. BBC World News television is available in more than 200 countries and territories worldwide, and over 385 million households and 1.8 million hotel rooms. The channel's content is also available on 178 cruise ships, 53 airlines and 23 mobile phone networks. BBC.com offers up-to-the minute international news and in-depth analysis for PCs, tablets and mobile devices to more than 80 million unique browsers each month.

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