



**BBC**  
**STUDIOS**

2025  
COMMERCIAL  
MEDIA KIT



# A Dominant Global Media Powerhouse

With the highest awareness amongst global news brands<sup>4</sup>

# 450M

people reached weekly across 200 countries and territories<sup>1</sup>

## 237M

**Weekly TV viewers<sup>1</sup>**

## 177M

**Weekly Digital Users<sup>1</sup>**

BBC.com is the largest news website in the world<sup>3</sup>

## 1B

**Avg. Monthly Video Views on YouTube<sup>2</sup>**

## 341M

**Users access BBC through social media each month<sup>4</sup>**

## 41M

**Monthly podcast downloads<sup>5</sup>**

Source: <sup>1</sup>Global Audience Measurement (GAM), 2024; <sup>2</sup>YouTube Analytics, Global, Q1 2025; <sup>3</sup>Similarweb, Visits, Global, May 2024; <sup>4</sup>GlobalWebIndex, Global, Q2 2023, Q4 2023, Q1 2024, Q2 2024; <sup>5</sup>Acast, Global, March 2024

# The most trusted news organization in the US, delivering stories of global significance around the world<sup>1</sup>



**BBC.COM**

**57.6M**

UVs/MONTH<sup>2</sup>

**PODCASTS**

**11M**

Monthly podcast  
listens<sup>5</sup>

**BBC NEWS**

**100M**

HHs where BBC  
News is available<sup>3</sup>

**YOUTUBE**

**261M**

Avg. Monthly  
YouTube VVs<sup>4</sup>

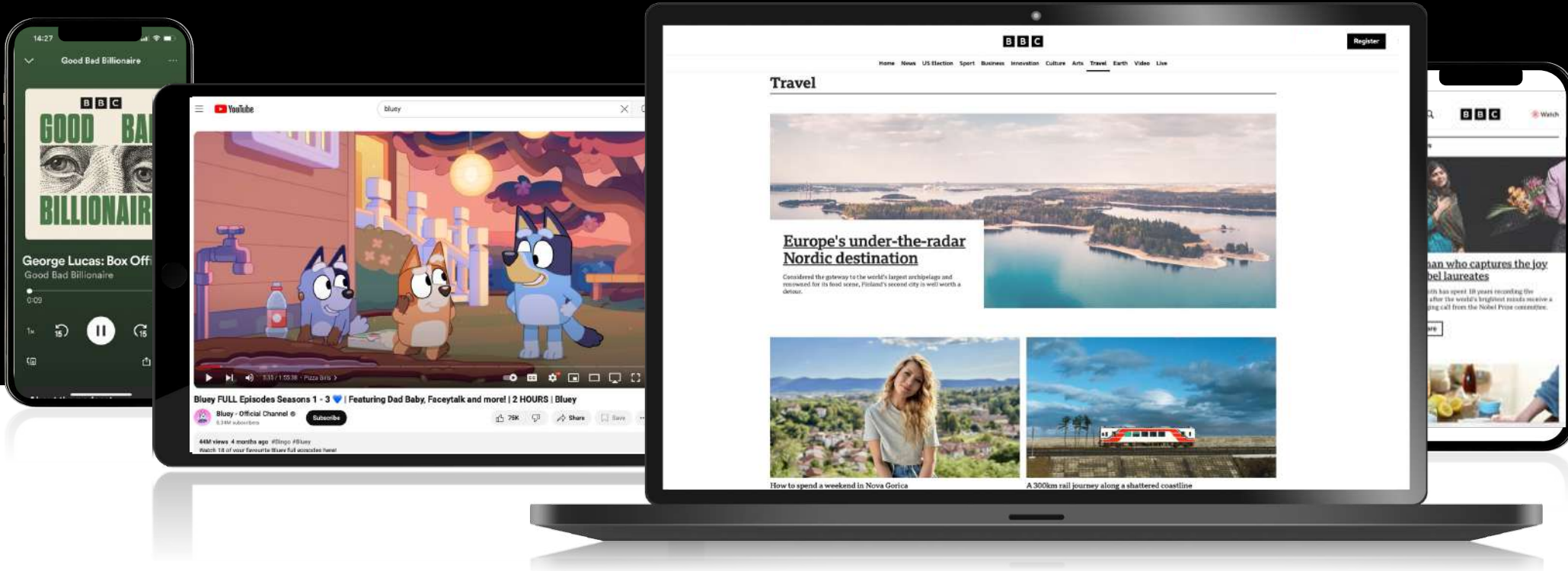
Source: <sup>1</sup>YouGov, "Trust In Media", May 2024; <sup>2</sup>Piano Analytics, U.S., Monthly Avg. Q1 2025; <sup>3</sup>Internal BBC Data, U.S. FAST;

<sup>4</sup>YouTube Analytics, U.S., Q1 2025; <sup>5</sup>Acast, U.S., May 2024

**BBC**  
**STUDIOS**



BBC brings stories of global significance to Canadian audiences on every platform, in every format, for every interest.



BBC NEWS

6.4M

Monthly unique visitors

BBC.COM

9.3M

Monthly unique visitors

PODCASTS

2.6M

Listeners in Canada

YOUTUBE

23.7M

Avg. Monthly Video Views on YouTube Canada

LOCAL LANGUAGE SITES

356K

Unique visitors reached BBC World Service



Source: YouTube Analytics, Canada, Q1 2025

WE'RE FOR

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# CHANGEMAKERS

BBC TRANSLATES THE WORLD INTO ACTIONABLE CONTEXT FOR THE DECISION-MAKERS,  
MARKET-LEADERS AND INFLUENCERS OF TODAY AND TOMORROW.

C-suites &  
Enterprise  
Leaders

Emerging  
Executives &  
Decision Makers

IT Decision  
Makers

Next-Gen  
Thought &  
Opinion Leaders

**BBC**  
STUDIOS

# BBC Solutions

Offering custom solutions  
across web, video,  
email, social, audio,  
events and experiences

## Editorial Inventory and Sponsorships

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Align brand messaging across our evergreen multi-media platform featuring solution-forward journalism, in-depth coverage and impactful storytelling. BBC's robust content library drives positive consumer perception, preference, and loyalty.

## Branded Content and Custom Production

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BBC StoryWorks crafts bespoke commercial content in partnership with brands, seamlessly integrating it into the BBC Studios ecosystem. Our approach not only delivers brand messaging and values with authenticity, but also captivates the BBC's diverse audience, ensuring maximum engagement and impact.

## High Impact and Multi-Platform Ad Formats

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Our cross-device, multiformat advertising capabilities work across direct and programmatic transactions, allowing advertisers to reach and engage users across our portfolio of award-winning and trusted journalism and content.

## Bespoke Targeting and Measurement Solutions

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BBC Studios offers rich data to support successful campaigns as a standard with every brand partnership. Our proprietary research tools deliver powerful consumer insights that consistently demonstrate positive brand lift and engagement.



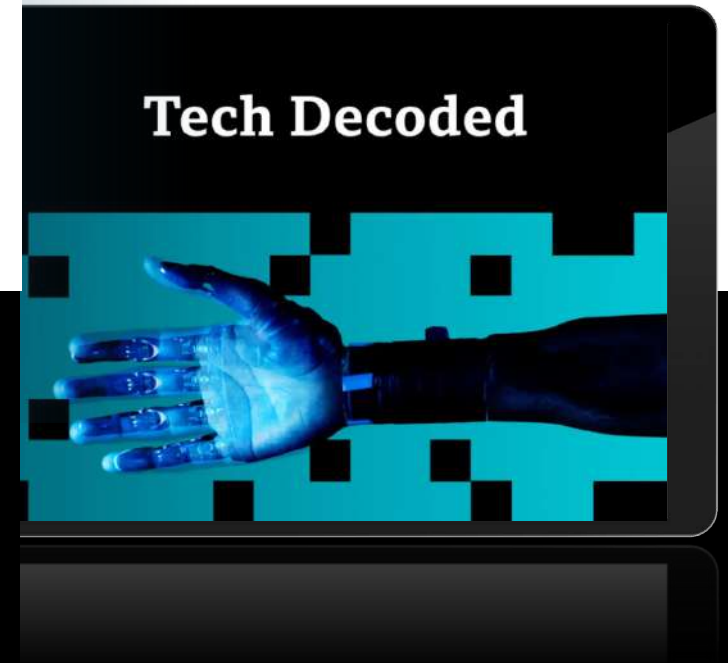
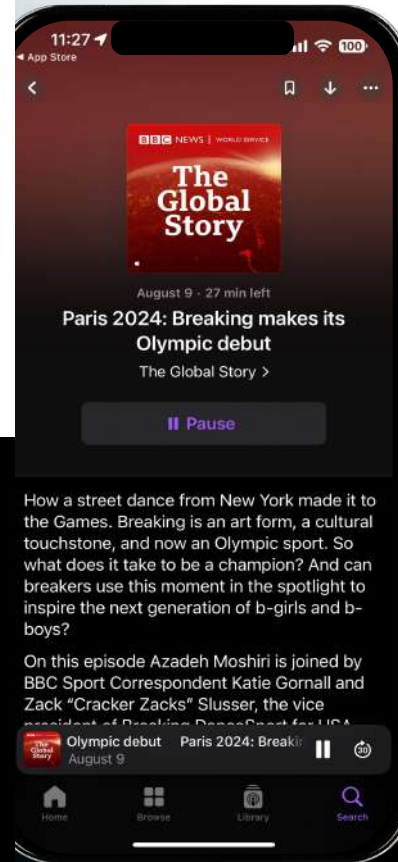
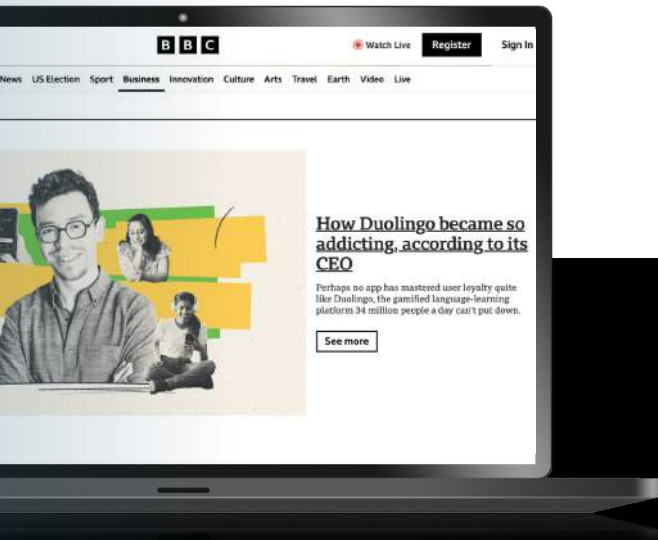
# EDITORIAL INVENTORY AND SPONSORSHIPS

# BBC EDITORIAL

SERIES

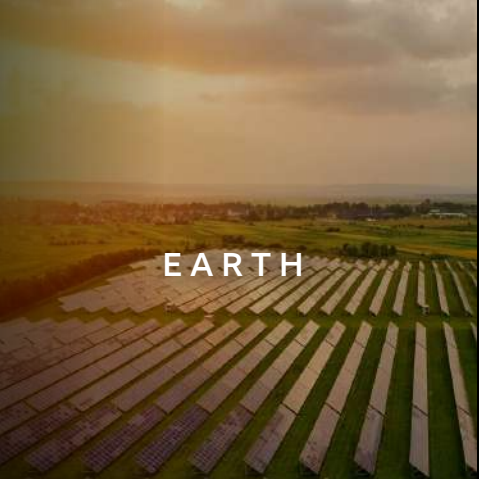
PODCASTS

NEWSLETTERS



BBC  
STUDIOS





EARTH

# Purpose-Led Stories for Every Passion



CULTURE



TRAVEL



NEWS

The BBC delivers trusted news and diverse programming that informs, entertains, and connects a global audience.



SPORT



ARTS



BUSINESS



INNOVATION

**BBC**  
STUDIOS



# BBC Editorial | Series Highlights

CULTURE  
CULTURE SHIFTERS



CULTURE  
INFLUENTIAL with KATTY KAY



TRAVEL  
THE SPECIALIST



TRAVEL  
WORLD'S TABLE



EARTH  
FUTURE PLANET



BUSINESS  
TECHNOLOGY OF BUSINESS



Award-winning journalism on the most significant stories, trends, innovations and interests across the world

CULTURE  
WATCH LIST



INNOVATION  
TECH DECODED



INNOVATION  
HEALTH DECODED



INNOVATION  
AI VS. THE MIND



BUSINESS  
BUSINESS TODAY:  
OPENING BELL

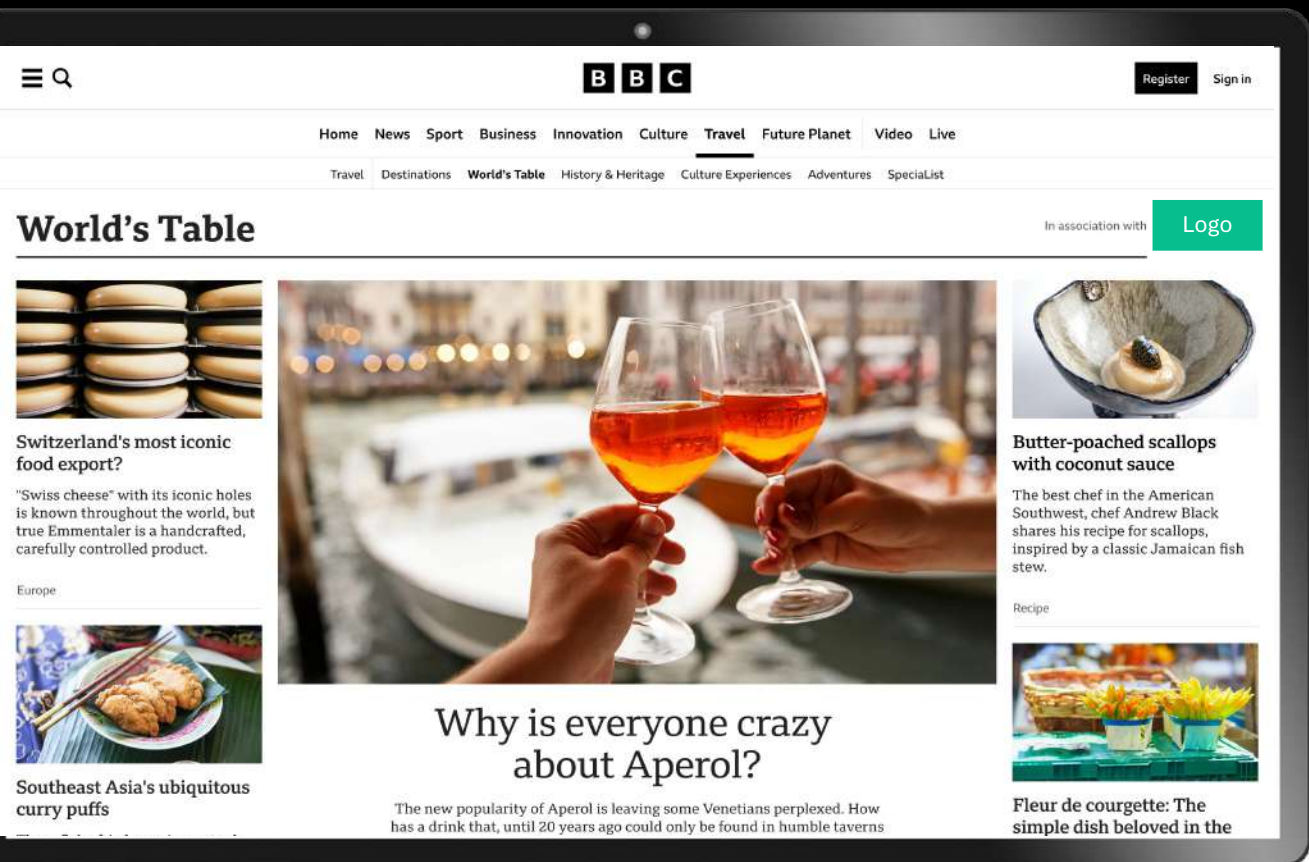


BUSINESS  
EXECUTIVE LOUNGE



# BBC Editorial | Series Sponsorship

Align your brand with trusted content to leverage and foster connections with engaged audiences



## SPONSORSHIP\*

Sponsorship is inclusive of your logo brought to you "In association with..." and 100% SOV of the ad slots available on the landing page and/or content. Sponsorship labelling can run across Pillar and Sub-Section Index pages.

Dimensions: 100 x 50px | [Web](#), [App](#)

Available as Sponsorship on Desktop, Tablet, Mobile Web and App

Transactable via Direct IO

\*Subject to compliance approval





# BBC Editorial | Podcasts

**44M+**  
MONTHLY DOWNLOADS

**TOP 20**  
U.S. PODCAST NETWORK

**200M**  
DOWNLOADS YTD

**BBC is**  
**the largest**  
**audio content**  
**producer in**  
**the world**

\*News and current affairs podcasts  
unavailable for sponsorship

## NEWS & INVESTIGATIONS



87.6M DLs\*

## BUSINESS & FINANCE



5.3M DLs\*

## SPORT



5.4M DLs\*

## SOCIETY & CULTURE



6M DLs\*

## SCIENCE & INNOVATION



3M DLs\*



# BBC Editorial | Podcasts Sponsorship

Leverage the intimate and immersive nature of audio to engage listeners and build strong brand connections

## STANDARD

:15s-:60s podcast ads are dynamically served in pre, mid and post roll positions

## SPONSORSHIP

Brief intro (“This BBC podcast is sponsored by” or “This [insert show name] podcast is sponsored by”) followed by :30s-:60s pre and post roll spots

## BRANDED

1-2 minute segments produced by BBC StoryWorks, dynamically served in ad breaks on select BBC podcasts

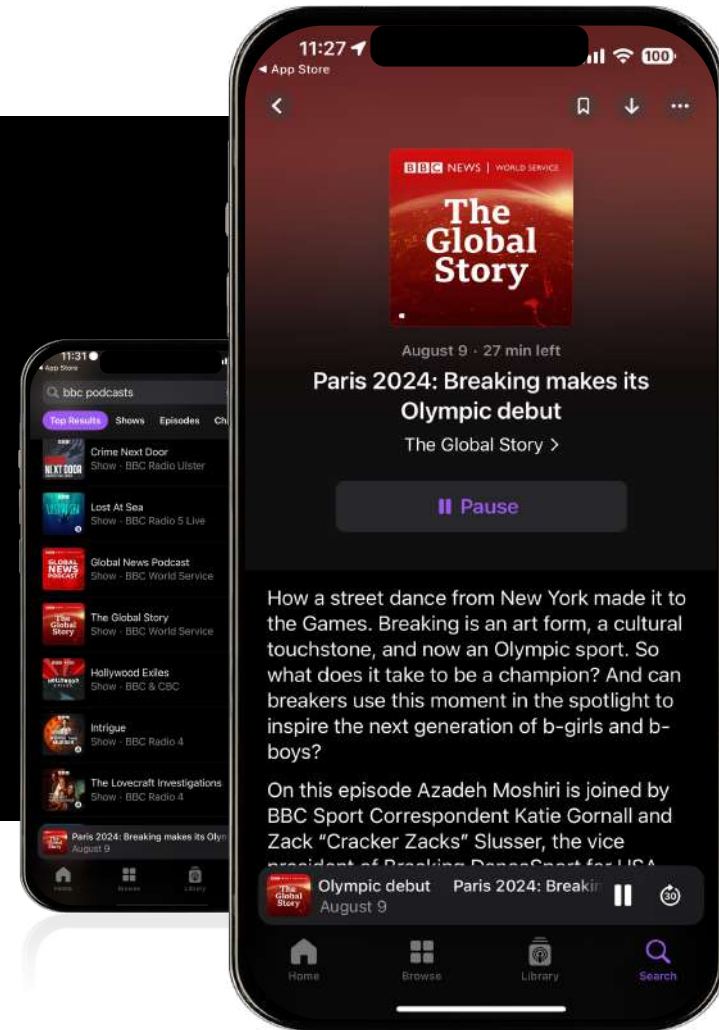
## CUSTOM

BBC StoryWorks will partner with your brand to develop and deliver unique audio content

## Audio Ad Specs

Available on all platforms where podcasts are accessible

Transactable via Direct IO and PG (Standard Audio Ads Only)



# BBC Editorial | Newsletters

**TECH DECODED**  
BI-WEEKLY



A dedicated space for all the biggest developments in technology, with exclusive reports and analysis from the tech hubs of the world

**ROYAL WATCH**  
WEEKLY



The full story on the Royal Family topped off with extra details on the biggest royal stories of the week

**FOOTBALL EXTRA**  
DAILY



A daily analyses / predictions of all football matches from the Premier League, plus answers to all fan questions

**NEWS BRIEFING**  
DAILY



Bitesize summaries and expert reporting from correspondents at the scene with uplifting features to round out the day's news

**THE ESSENTIAL LIST**  
WEEKLY



A hand-picked round-up of the smartest features, most insightful analysis and can't-miss video clips from BBC.com

**10M+**

OPENED EMAILS EVERY MONTH

**1,000,000+**

SUBSCRIBERS

**51%**

OPEN RATE  
(39% HIGHER THAN INDUSTRY AVERAGE)

**FUTURE EARTH**  
WEEKLY



BBC's guide to honest conversations and hopeful developments about climate change and sustainability

**US POLITICS UNSPUN**  
WEEKLY



Calm, measured reporting and insightful analysis that cuts through the noise - that's what our US Politics Unspun newsletter offers

**IN HISTORY**  
WEEKLY



A curated view of the moments that changed the course of history

**HEALTH FIX**  
WEEKLY



This newsletter delivers myth-busting health insights and tips rooted in the scientific research that you can actually trust.

**WORLD OF BUSINESS**  
WEEKLY

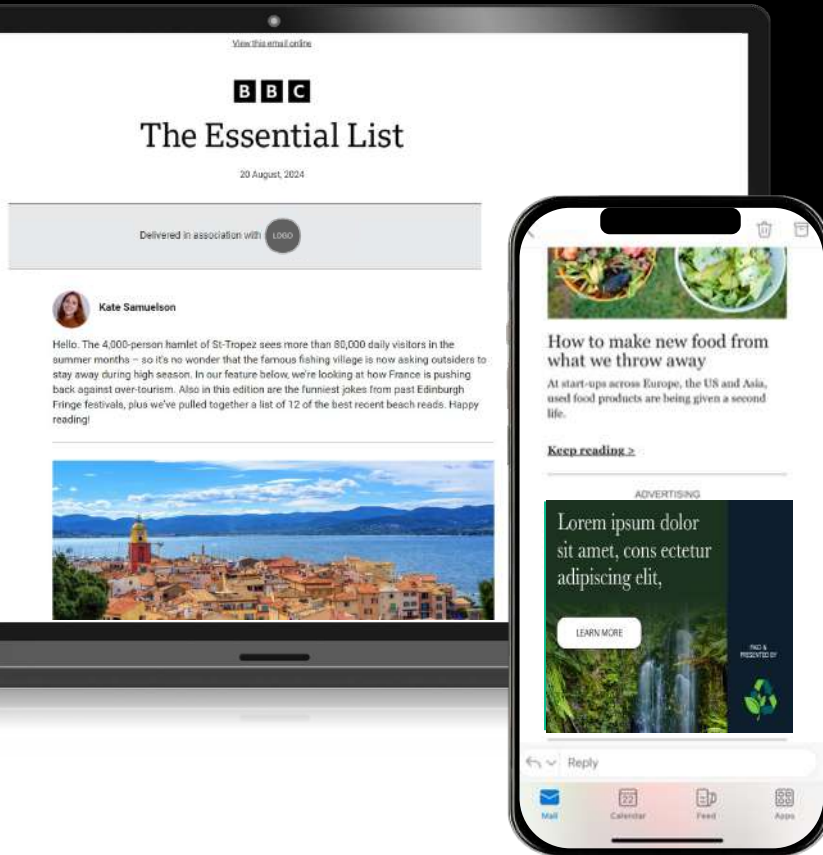


Stay on top of the global business picture with the most consequential stories - from the boardroom and beyond

**BBC**  
STUDIOS

# BBC Editorial | Newsletter Sponsorship

Drive meaningful engagement with ads delivered directly to your inbox



## LOGO

Align your brand with content that resonates, reaching a highly loyal and engaged audience across the latest in news, business, culture, and sport. Your logo will appear above the fold, alongside “Delivered in association with” messaging.

Specs: 100 x 50px

Available as sponsorship only on all platforms

Transactable via Direct IO

## MPU

Spark a connection with readers by amplifying your brand messaging through this versatile format. Our newsletters support two ad slots for this unit, both below the fold.

Specs: 300 x 250px

Available as sponsorship or rotational on all platforms

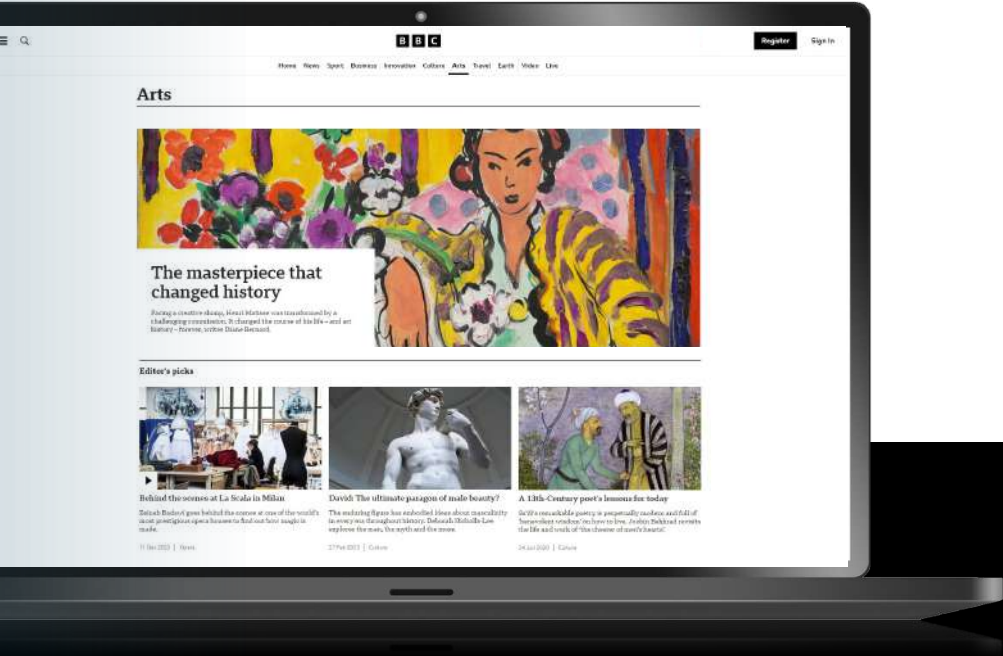
Transactable via Direct IO and PG/PD (non-sponsorship)

# HIGH IMPACT AND MULTI-PLATFORM AD FORMATS





DISPLAY

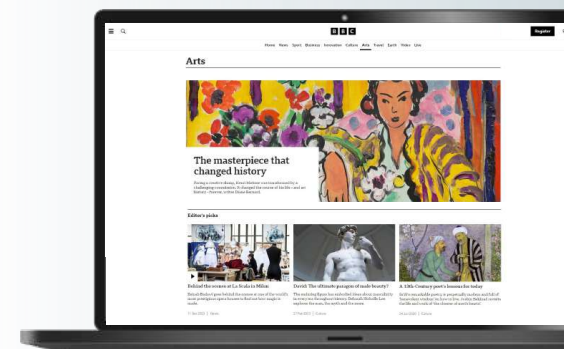


VIDEO



# DISPLAY

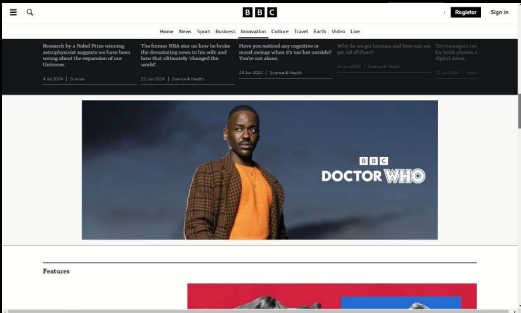
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# BBC High-Impact Media | Display

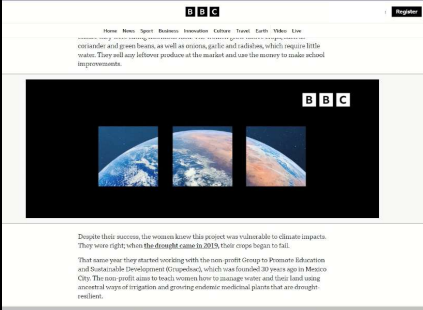
Innovative and impactful ad formats designed for maximum engagement

IMAGE SCROLLER  
(DESKTOP & TABLET WEB)



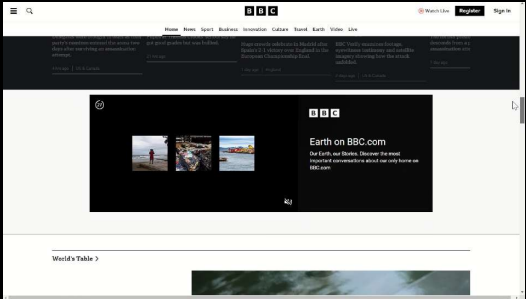
1024 x 400  
Specs

VIDEO SCROLLER  
(DESKTOP & TABLET WEB)



1024 x 400  
Specs

VIDEO BANNER  
(DESKTOP & TABLET WEB)



1024 x 400  
Specs

TIMES SQUARE  
(DESKTOP ONLY)



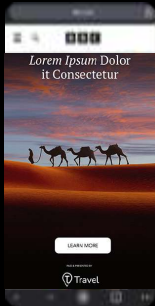
Edge-to-Edge x 450  
Specs

INTERSCROLLER  
(MOBILE WEB ONLY)



320 x 600  
Specs

INTERSTITIAL  
(DESKTOP, TABLET & MOBILE WEB)



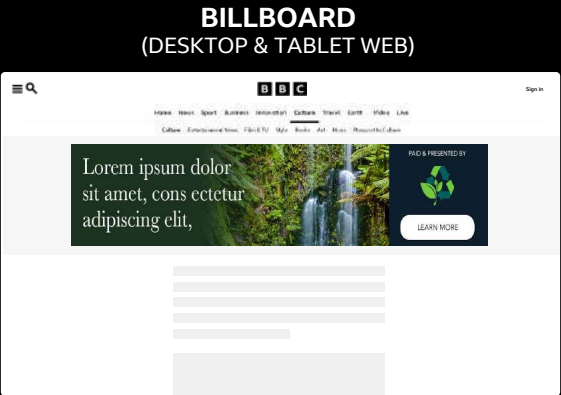
(Mobile Portrait) 320 x 480  
(Tablet Portrait) 768 x 1024  
Specs

# BBC High-Impact Media | Display

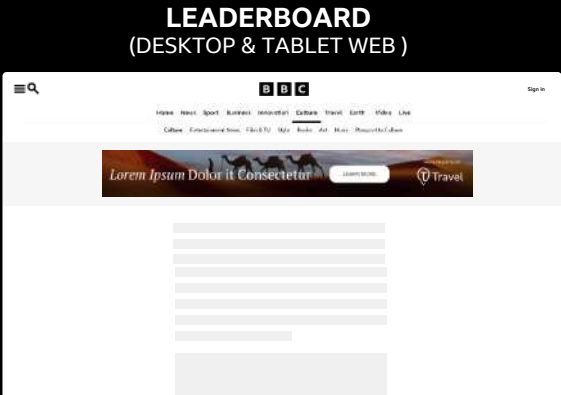
Innovative and impactful ad formats designed for maximum engagement



Edge-to-Edge x 250  
(Expanded) Edge-to-Edge x 500  
[Specs](#)



970 x 250  
(Expanded) 970 x 500  
[Specs](#)



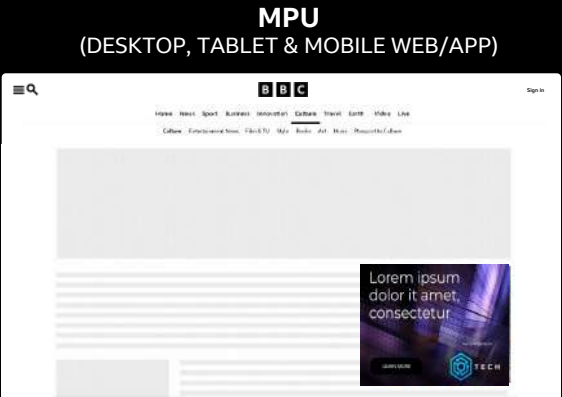
728 x 90  
(Expanded) 728 x 500  
[Specs](#)



970 x 90  
[Specs](#)



300 x 600  
[Specs](#)



300 x 250  
[Specs](#)

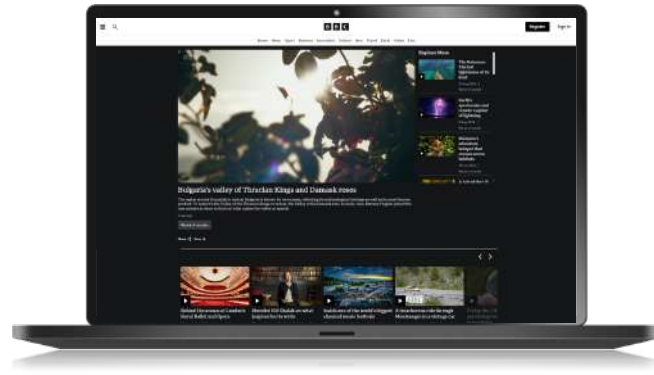
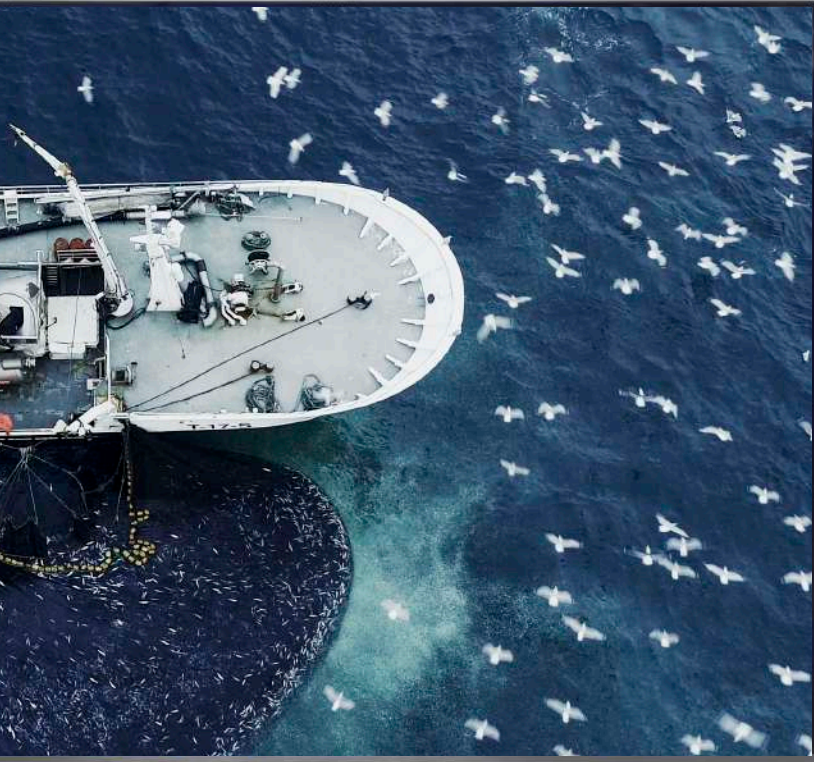


300 x 50  
[Specs](#)



# VIDEO

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# BBC High-Impact Media | Video

Expand reach with video distribution across platforms to engage a connected, global audience

ON-SITE PRE-ROLL VIDEO  
(DESKTOP, TABLET, MOBILE WEB & APP)



640 x 360v  
[Specs](#)

YOUTUBE



Skippable & Non-Skippable; 300 x 60  
[Specs](#)

OUTSTREAM VIDEO  
(DESKTOP, TABLET & MOBILE WEB)



Video  
[Specs](#)

FAST  
(TV)



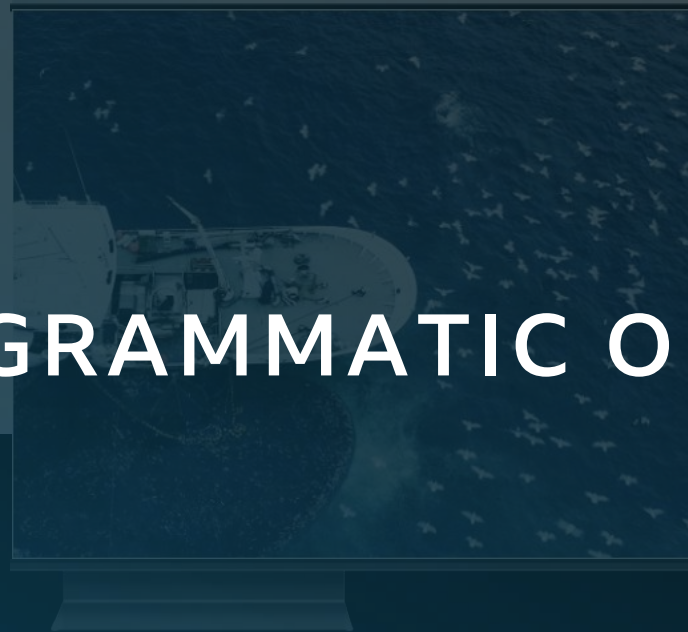
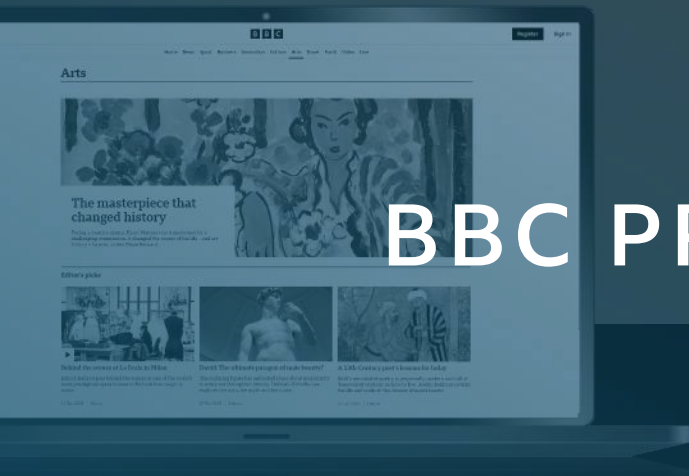
1920 x 1080  
[Specs](#)

LINEAR  
(TV)



1920 x 1080  
[Specs](#)

# BBC PROGRAMMATIC OPPORTUNITIES



# BBC Programmatic | U.S. Opportunities

## DEAL TYPES + CAPABILITIES

### PROGRAMMATIC GUARANTEED

- | Mirrors Direct IO Capabilities, Guaranteed Inventory, Fixed Price, and Scale
- | Managed Service: 1st Tier Priority, Optimization Recommendations, Reporting Updates, Wrap Reports, Brand studies
- | 100% SOV Takeovers, Editorial Sponsorships, Syndicated Content
- | Newsletters, YouTube, Podcast, Outstream Video
- | 1st Party Audience Targeting, 2<sup>nd</sup> party Experian declared data, Contextual, Section Targeting, Custom Ad Units

### PREFERRED DEALS

- | Fixed Price, Non-Guaranteed, 2<sup>nd</sup> Tier Priority
- | 1P Audience Targeting, 2<sup>nd</sup> party Experian declared data, Contextual, Section Targeting, Brand Safety
- | Full delivery transparency, Optimization recommendations & Reporting Updates

### PRIVATE AUCTION

- | Non-Guaranteed, Floor Pricing
- | Semi-Transparent delivery
- | Contextual, Section Targeting, Brand Safety

## % AUDIENCE COMP

HHI \$200K+ 63%

Average HHI \$333K

PI \$100K+ 72%

Average PI \$200K

Top Management 27%

C-Suites 11%

Business Decision Makers 68%

HNWIs (Net Worth \$1M+) 58%

Average Net Worth \$3.2M

## SCALE

57.6M / Unique Visitors Monthly

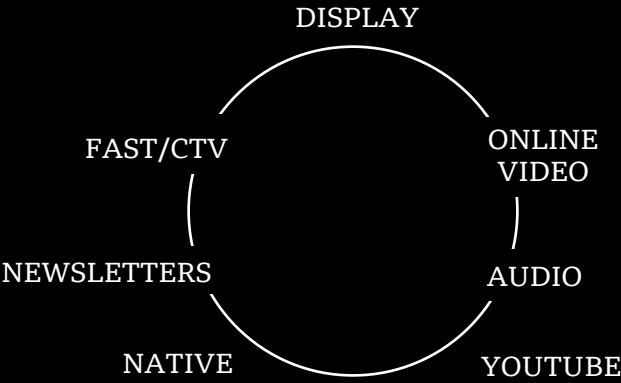
8.8M / ITDMs can be reached

11M / Monthly Podcast Listeners

261M / Monthly YouTube VVs

1.8T / Spent yearly by BBC Audience

## FORMATS





# BBC Programmatic | Ad Tech Platforms

BBC works with the leading ad tech platforms to deliver seamless programmatic partnerships.

## DISPLAY SSPS



## VIDEO SSPS



## NATIVE SSPS



## AUDIO PARTNER





# BRANDED CONTENT & CUSTOM PRODUCTION

Top-of-Mind  
Awareness

# Take Your Story Further

BBC StoryWorks is our award-winning, global branded (commercial) content studio. Building on our century-long pedigree as the world's most trusted storytellers, we work with brands to create beautifully crafted stories that move and inspire curious minds, across platforms and across the globe.

Through our uniquely global perspective and distinct human-centric lens, we bring the world to our audience and your brand to the world.

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## BRANDS FEATURED IN BBC STORYWORKS FILMS EXPERIENCE ON AVERAGE

**100% LIFT**

Top-of-Mind  
Awareness

**60% LIFT**

Perception of  
Trustworthiness

**100% LIFT**

In Brand  
Sentiment

**56% LIFT**

In Purchase  
Intent

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OUR CONTENT AND BRAND ENTERTAINMENT IS PROVEN TO CHANGE PERSPECTIVES ACROSS INDUSTRIES, BECAUSE STORY WORKS.

**BRAND  
FILM  
AWARDS**

**AGENCY  
OF THE YEAR**

Source: Third-Party BBC Custom Video Study with Element Human of 84 BBC StoryWorks brand films, December '23

**BBC  
STUDIOS**



# BBC StoryWorks

A full-service creative studio delivering end-to-end content and production services



## TAILORED CREATIVE STRATEGY DEVELOPMENT

We collaborate directly with our client partners to translate their messages into unmissable stories.



## CUSTOM CONTENT AND PRODUCT PRODUCTION

BBC StoryWorks has a pedigree of excellence with world-class production studios on every continent - no story is too far away to be captured and shared

- Bespoke ad and social creative
- Digital branded articles, audio, and content hubs
- Documentary-style brand films
- Brand Events, experiences, and more



## ON- AND OFF-PLATFORM GLOBAL DISTRIBUTION

There is no better partner than BBC StoryWorks to engage the B2B and B2C audiences your brand seeks.

Leverage BBC's vast O&O family of channels inclusive of:

- YouTube
- Social Media Platforms (LinkedIn, Meta, etc.)
- BBC News and Linear Distribution
- BBC.com O&O

# Branded Content Distribution

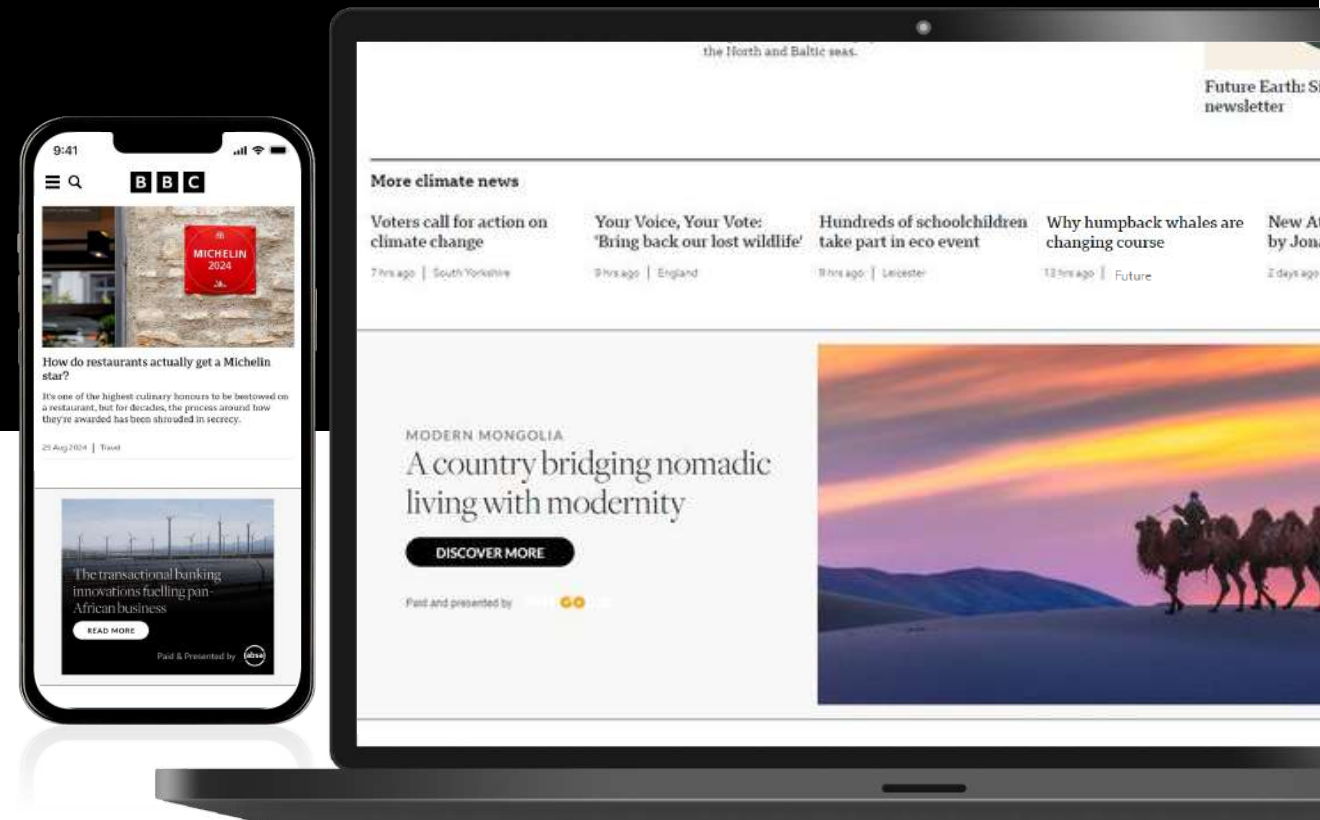
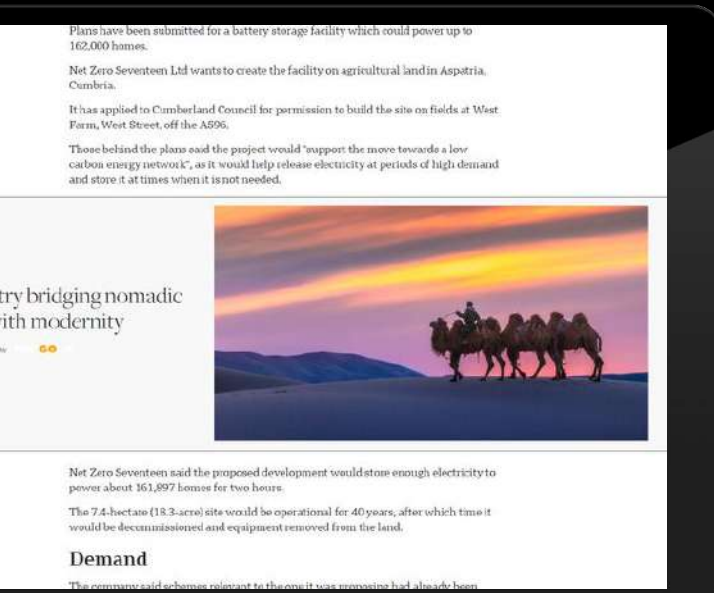
Amplify reach and drive engagement to your content with branded promotional units

## STORYWORKS PROMOTIONAL UNITS

A high impact format designed to promote branded StoryWorks content. Containing two CTAs, this format can be served out of any mid slot on Index & Article pages across the site and app.

Specs: [Web](#), [App](#)

Available via Direct IO and included with all Branded Content | Standard on Desktop, Tablet, Mobile Web, and App



# BESPOKE TARGETING & MEASUREMENT SOLUTIONS



Audience Addressability

# Bespoke Targeting Solutions

BBC leverages privacy-safe data to reach and engage with quality audiences

## 1<sup>st</sup> Party Behavioral

Edge computing allows us to collect and target against user behavior and contextual signals on our site to reach audiences at scale

## Demographic

Access thousands of cookieless traits and fully customizable segmentation capabilities to deliver ads with accuracy

## Brand Safety & Suitability

We rely on market leading tools to ensure your ads only appear in environments that are relevant and aligned with your brand values

# BBC Studios Measurement

Tailored, proprietary measurement solutions provide actionable audience intelligence to move the needle for our partners' business goals and needs



## BRAND LIFT STUDY (BLS)/ ADSCORE

AdScore is a global online study that is designed to measure the effectiveness of advertising campaigns on the BBC. Built on an exposed vs. control methodology, AdScore delivers tailored campaign reporting on critical brand metrics across ad and message recall, brand familiarity, consideration, positivity, image/association and recommendation.



## SCIENCE OF ENGAGEMENT

Science of Engagement (SoE) is a bespoke measurement tool developed by BBC StoryWorks. It uses AI-enhanced facial recognition technology to give you powerful insights into the emotional journey experienced by the viewer and carry out implicit association tests to analyze the extent to which your content changed perceptions of your organization.

# BBC Studios Thought Leadership

Understanding key trends & audiences in service diving deeper to challenge industry conventions



## THE B2B WEB OF INFLUENCE

Business Decision Makers make up a key audience for the BBC's advertising partners. Our global qualitative and quantitative research amongst BDMs across different markets and sectors uncovered an intricate web. By unpacking the key threads, the BBC was able to see who and what are influencing this group.



## THE NEW EXEC MINDSET

By interviewing 800 Business Decision Makers across 10 countries our global online survey helped the BBC understand the challenges the global audience of C-Suite leaders are facing what is their mindset and how should this translate into advertising and branded content.



## GEN Z THOUGHT LEADERSHIP

Aiming to find out what makes Gen Z tick; their relationship with brands and with media brands, the BBC surveyed 12 global markets and people aged between 18 and 24. A key part of the qualitative research was seeing how Gen Z differs from with other cohorts, including Millennials and older generations.



# BBC Studios Ad Sales United States Contacts

## US EAST COAST

Julie Mayville

[Julie.Mayville@bbc.com](mailto:Julie.Mayville@bbc.com)

## US WEST COAST

Ahang Ghorban

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## US CENTRAL & MIDWEST

Jacqueline Greichen

[Jacqueline.Greichen@bbc.com](mailto:Jacqueline.Greichen@bbc.com)

## US PROGRAMMATIC

Elias Adepoju

[Elias.Adepoju@bbc.com](mailto:Elias.Adepoju@bbc.com)



# BBC Studios Ad Sales Canada Contacts

## VP of AD SALES

Christina Galonska

[Christine.Galonska@bbc.com](mailto:Christine.Galonska@bbc.com)  
416-996-5469

## ACCOUNT EXECUTIVE - PROGRAMMATIC

Alina Malik

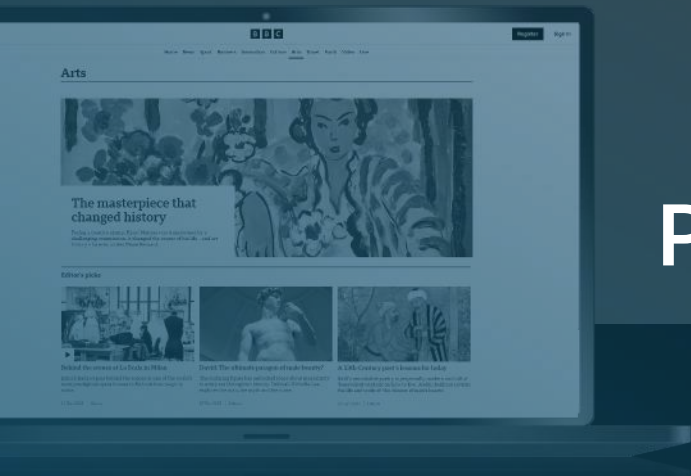
[Alina.Malik@bbc.com](mailto:Alina.Malik@bbc.com)  
416-371-1551

## SENIOR ACCOUNT EXECUTIVE

Becky Kennedy

[Becky.Kennedy@bbc.com](mailto:Becky.Kennedy@bbc.com)  
416-454-3599

# PRODUCT SLIDE APPENDIX





# BBC Display Suite | Image Scroller

Captivate users with dynamic visuals through an immersive scrolling experience

## IMAGE SCROLLER

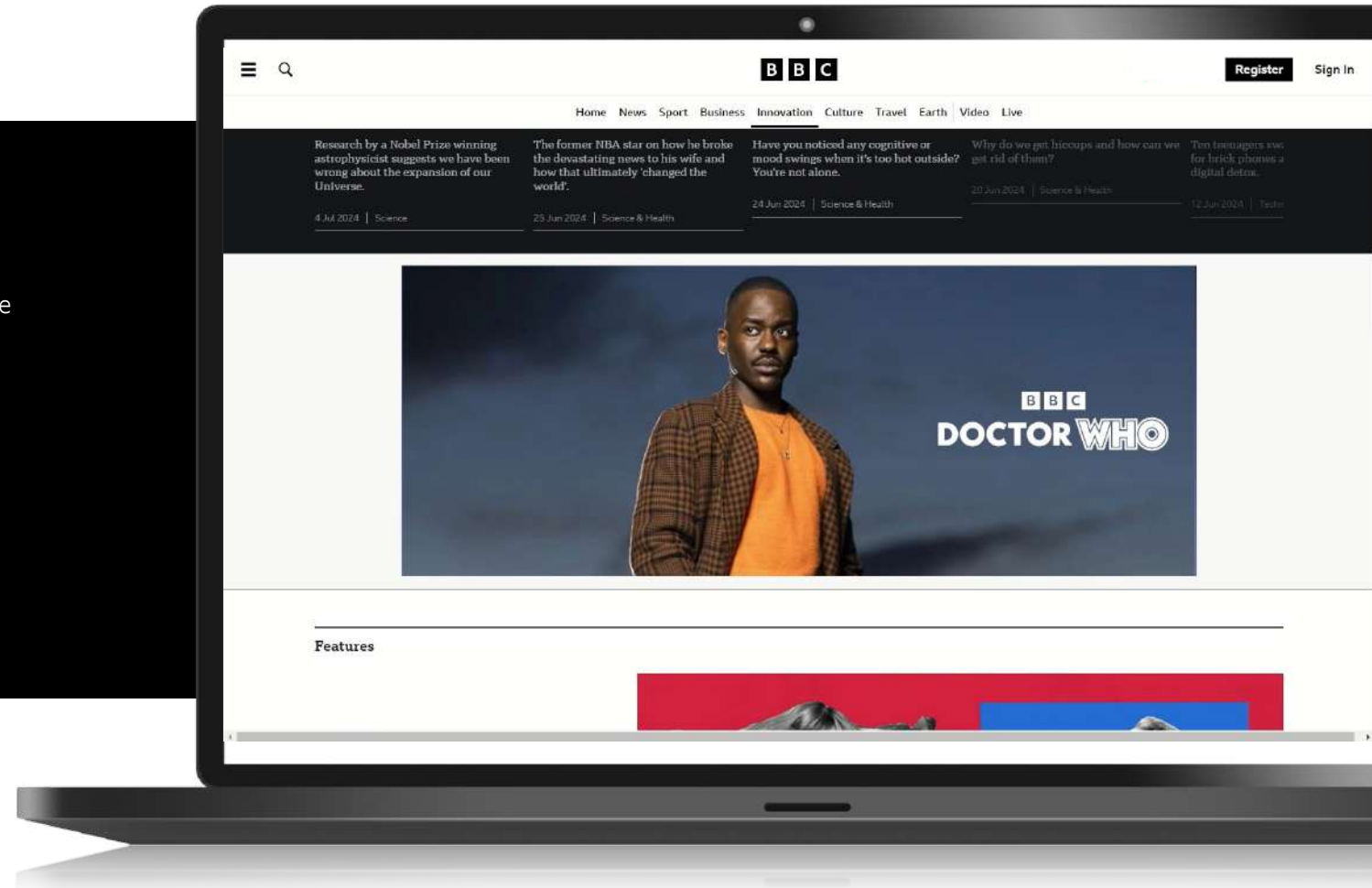
A custom ad format that can live in any mid slot across the site, its parallax behaviour allows the image to move in sync with the user's scroll

Specs: 1024 x 400px

Available on Desktop & Tablet Web

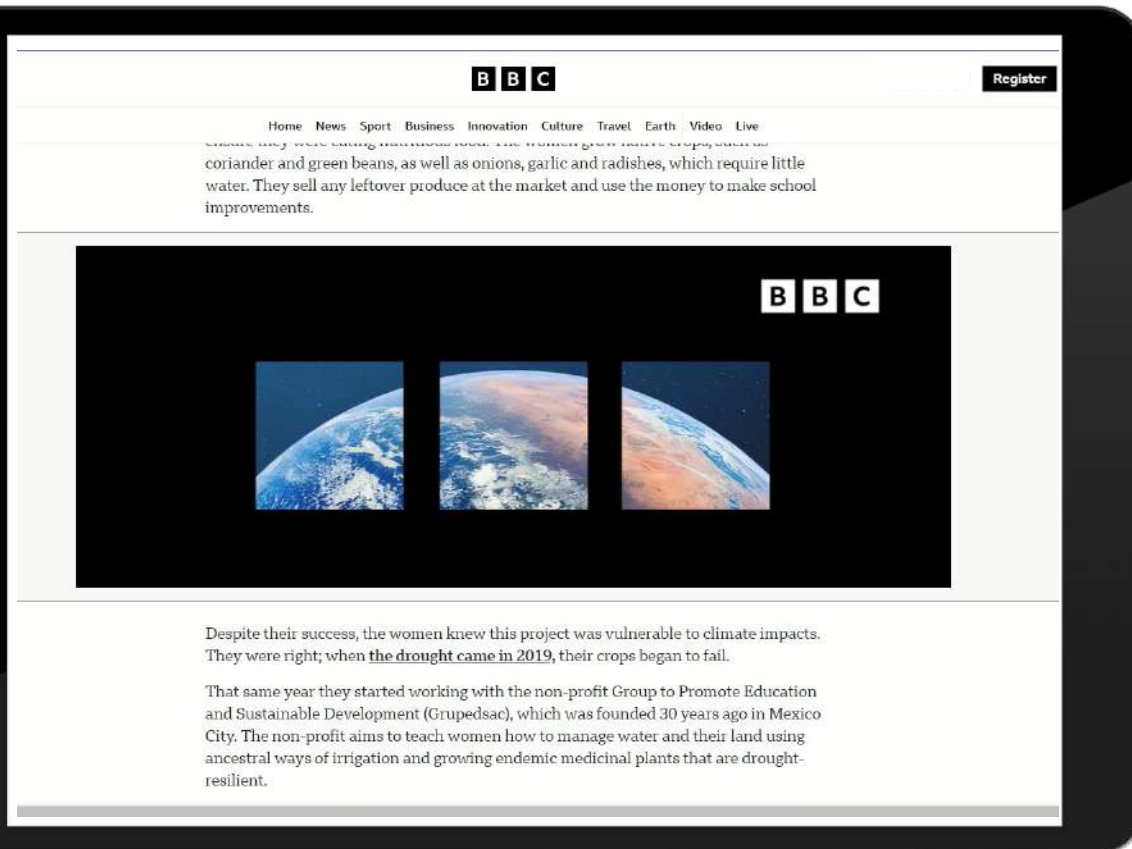
Transactable via Direct IO & PG (Publisher Managed)

Available globally, excluding UK



# BBC Display Suite | Video Scroller

Enhance the power of video storytelling with dynamic scrolling functionality



## VIDEO SCROLLER

A custom ad format for video, the Video Scroller can live in any mid slot across the site. Its parallax behavior allows the video to move in sync with the user's scroll. Video autoplays and loops once it ends.

Specs: 1024 x 400px

Available on Desktop & Tablet Web

Transactable via Direct IO and PG (Publisher Managed)

Available globally, excluding UK

# BBC Display Suite | Video Banner

Maximize the benefits of both video and banner ads in one cohesive and integrated format

## VIDEO BANNER

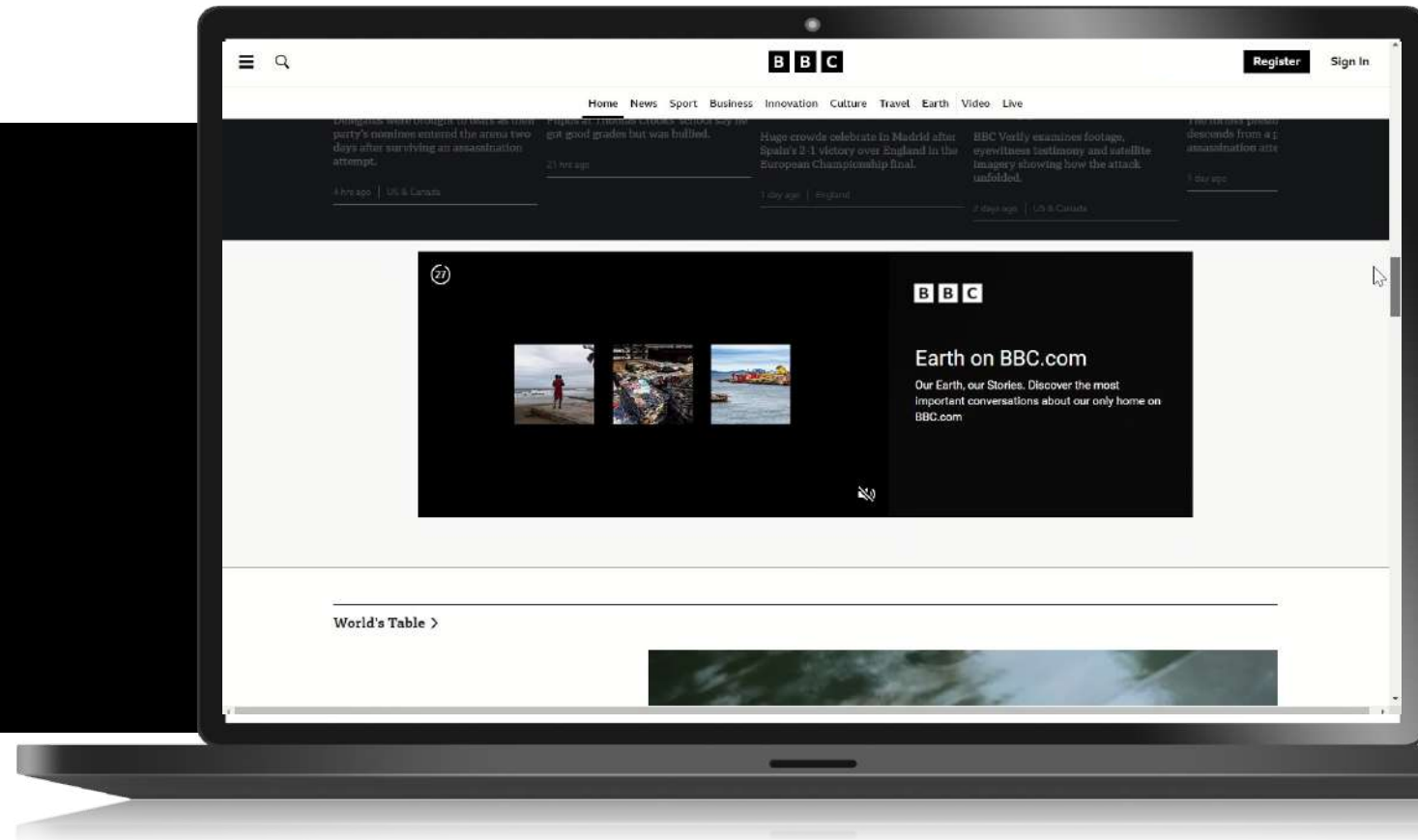
This custom unit features video adjacent to your brand's logo, title, and descriptor text. The video autoplays once and can be replayed and unmuted upon user-initiation.

Specs: 1024 x 400px

Available on Desktop & Tablet Web

Transactable via Direct IO & PG (Publisher Managed)

Available globally, excluding UK



# BBC Display Suite | Times Square

Command focus with the bold and powerful design of the Times Square format

## TIMES SQUARE

A unique ad experience showcasing your brand's messaging within our largest canvas. Available above the navigation bar on the Homepage and immediately below the navigation bar on certain index pages.

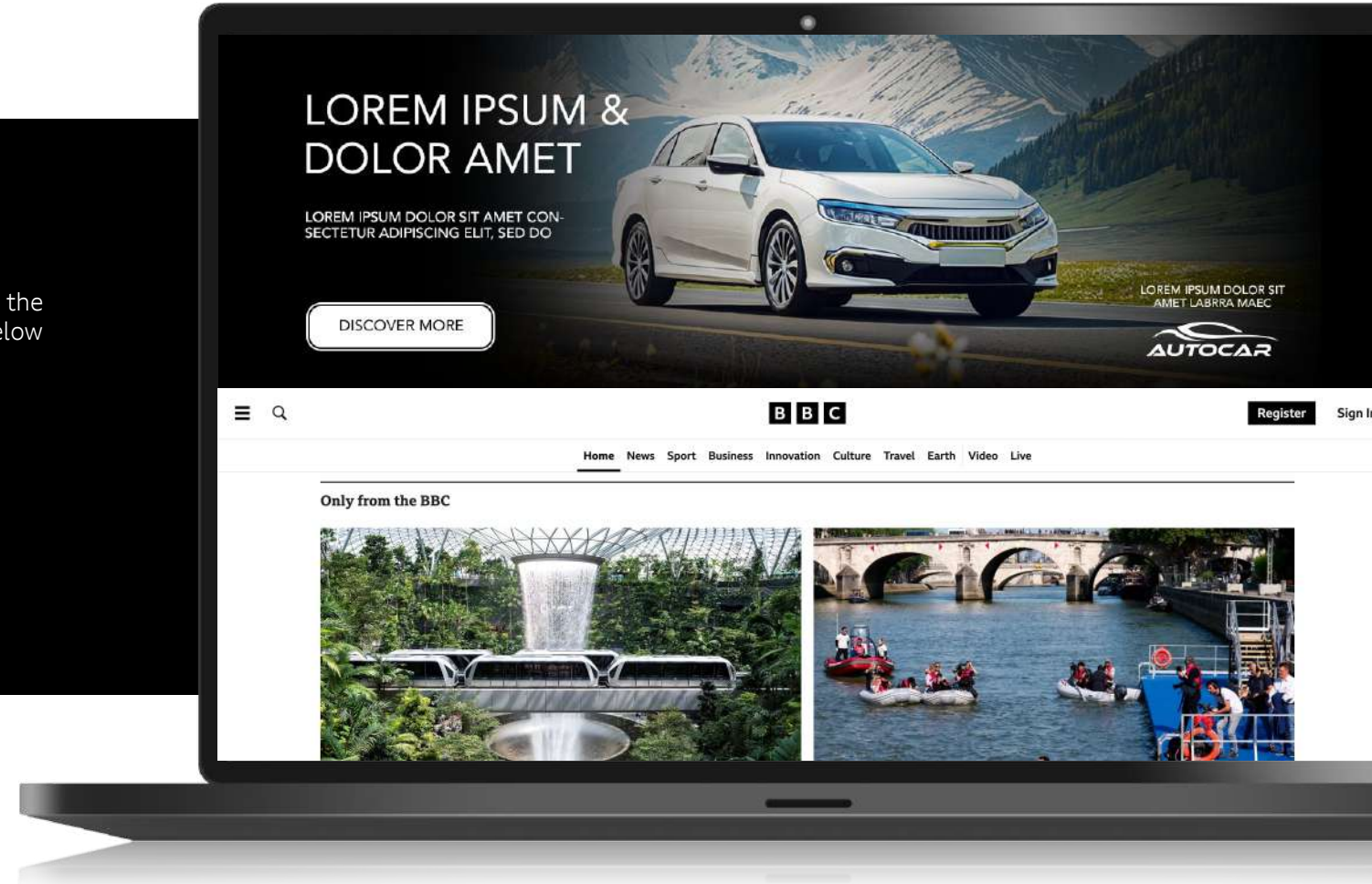
Specs: Edge-to-edge x 450px

Available on Desktop Index Pages (Takeover & Sponsorship only)

Not available on News, Sport, Video or Live pages

Transactable via Direct IO only

Available globally, excluding UK





# BBC Display Suite | Interscroller & Interstitial

Break through to users as they consume content on their mobile devices



## INTERSCROLLER

This large, responsive mobile ad is available across article pages and features a layered scroll effect

Specs: 320 x 600px

Available on Mobile Web only

Transactable via Direct IO & PG (Publisher Managed)

Available globally, excluding UK



## INTERSTITIAL

This responsive, full-screen ad covers the interface of a user's mobile or tablet web screen. When the ad appears, the user can click through or exit and return to the content.

Specs: 320 x 480px (Mobile), 768 x 1024 (Tablet)

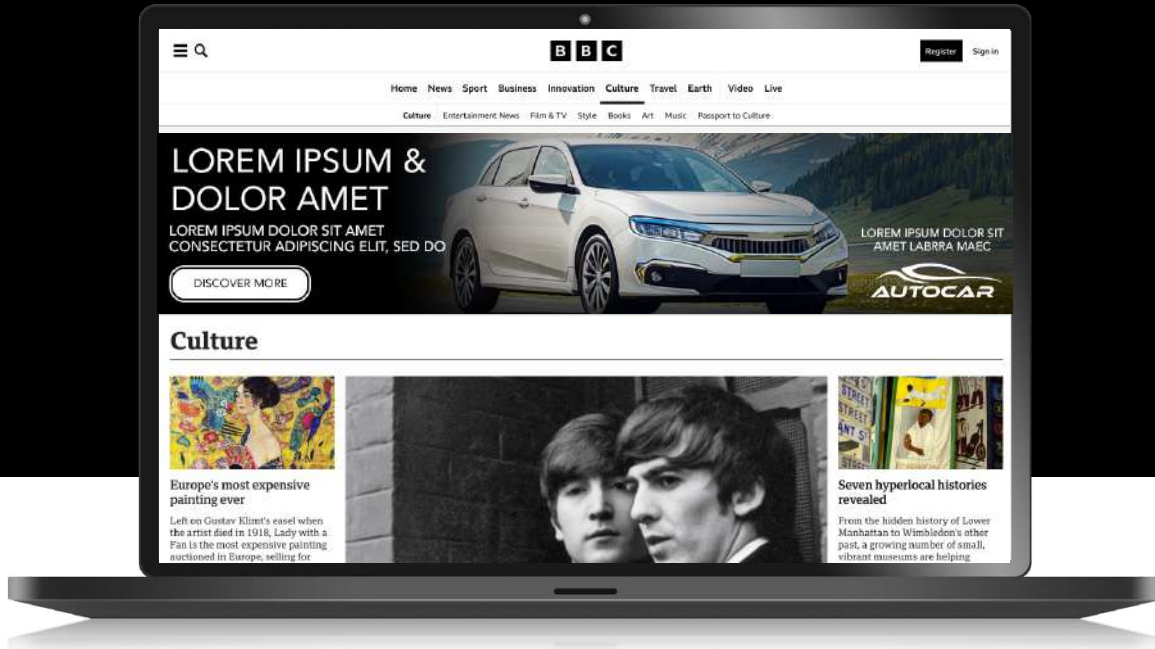
Available on Desktop, Mobile & Tablet Web

Transactable via Direct IO & PG (publisher managed)

Available globally, excluding UK

# BBC Display Suite | Headliner

Generate awareness across premium inventory with our custom-built, responsive Headliner units



## HEADLINER

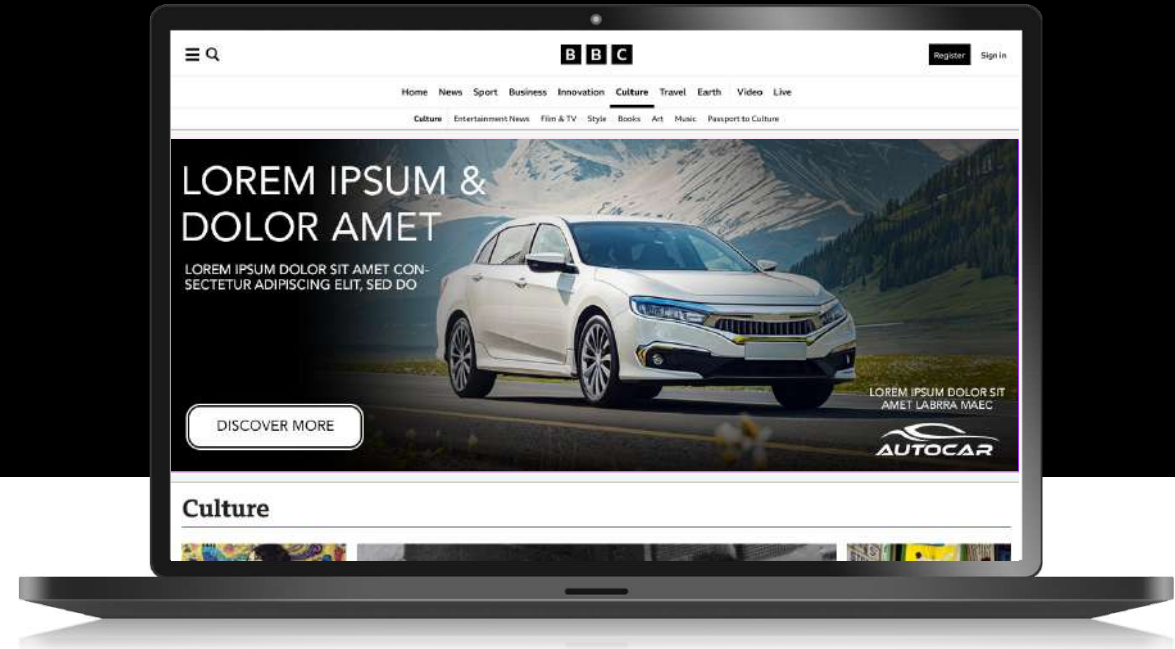
Served in the top slot, this responsive format spans edge-to-edge below the navigation bar

Specs: Edge-to-edge x 250px

Available on Desktop

Transactable via Direct IO & PG (Publisher Managed)

Available globally, excluding UK



## EXPANDED HEADLINER

A larger version of the Headliner unit, this responsive, edge-to-edge format is designed to expand upon user-initiation

Specs: Edge-to-edge x 250px  
(Edge-to-edge x 500px when expanded)

Available on Desktop

Transactable via Direct IO only

Available globally, excluding UK

# BBC Display Suite | Billboard

Drive impact and visibility with standard and custom Billboard executions



## BILLBOARD

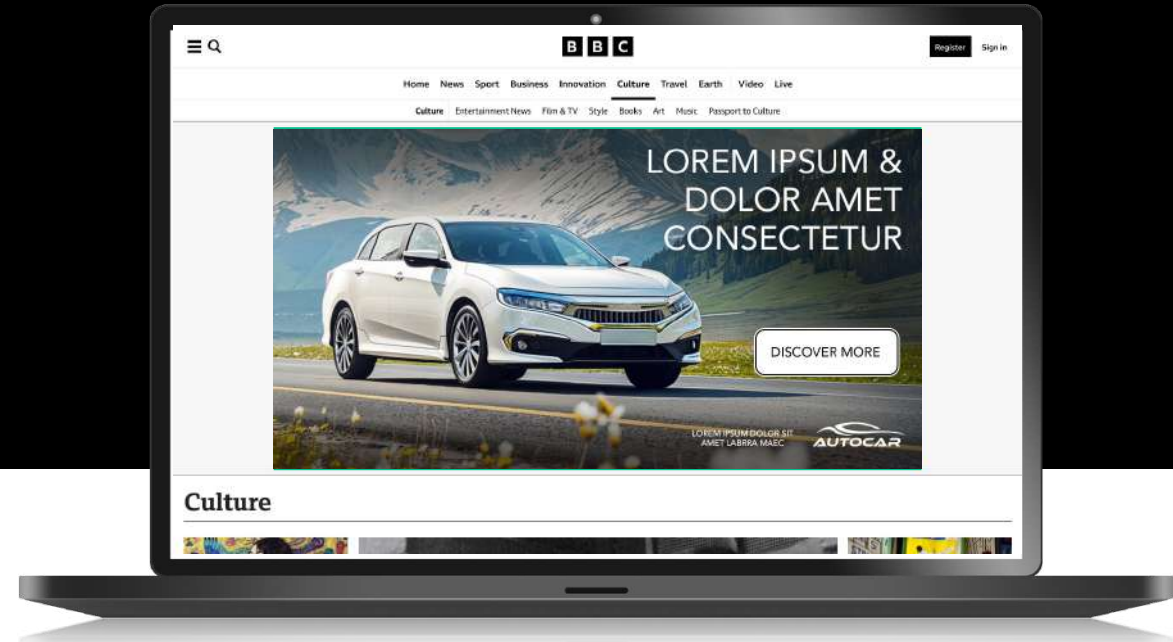
This standard IAB unit can serve from any top or mid slot across the site

Specs: 970 x 250px

Available on Desktop & Tablet Web

Transactable via Direct IO, PG, PD/PA & OA

Available globally, excluding UK



## EXPANDED BILLBOARD

This custom ad format serves from any top slot across the site and expands upon user-initiation

Specs: 970 x 250px  
(970 x 500px when expanded)

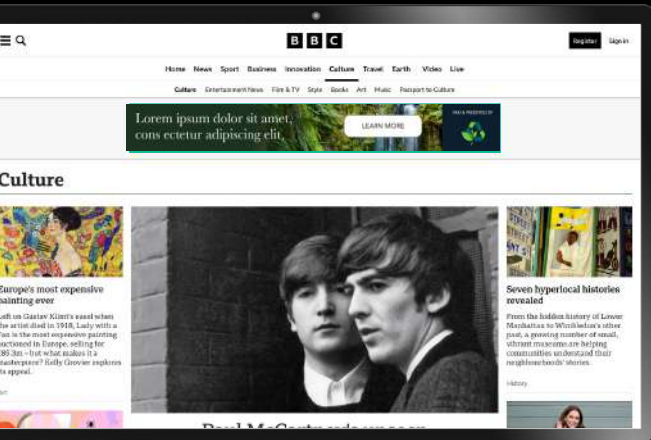
Available on Desktop & Tablet Web

Transactable via Direct IO & PG (Publisher Managed)

Available globally, excluding UK

# BBC Display Suite | Leaderboard

Showcase brand messaging with our variety of wide banner formats



## LEADERBOARD

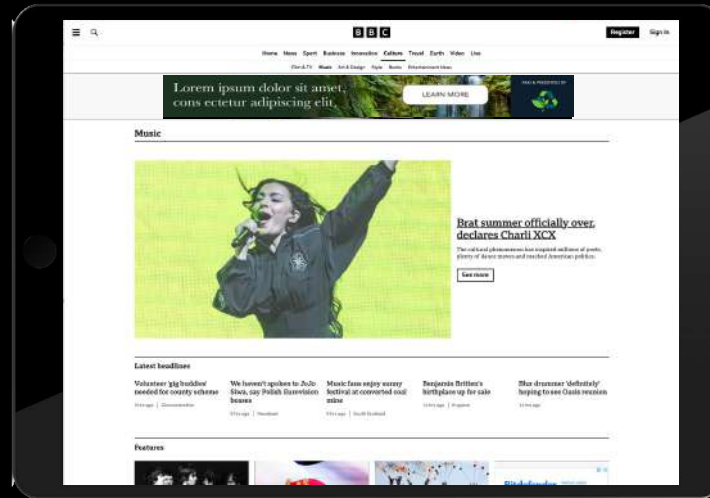
This standard IAB unit can serve from any top or mid slot across the site

Specs: 728 x 90px

Available on Desktop & Tablet Web

Transactable via Direct IO, PG, PD/PA & OA

Available globally, excluding UK



## EXPANDED LEADERBOARD

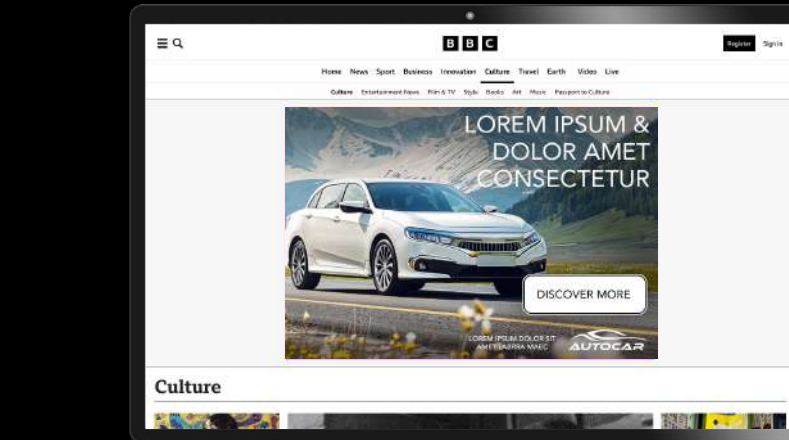
A larger, custom version of the leaderboard unit can serve from any top slot across the site

Specs: 728 x 90px  
(728 x 500px when expanded)

Available on Desktop & Tablet Web

Transactable via Direct IO & PG (Publisher Managed)

Available globally, excluding UK



## WIDE LEADERBOARD

This wider, standard IAB unit can serve from any top or mid slot across the site

Specs: 970 x 90px

Available on Desktop & Tablet Web

Transactable via Direct IO, PG, PD/PA & OA

Available globally, excluding UK



# BBC Display Suite | Half Page & MPU

Amplify messaging across devices with versatile, mobile-friendly ad formats



## HALF PAGE

This standard IAB format is available on all pages and supports both static and animated creative

Specs: 300 x 600px

Available on Desktop, Tablet Web & Mobile Web

Transactable via Direct IO, PG, PD/PA & OA

Available globally, excluding UK

## MPU

This standard IAB format is available across all pages and devices, including app

Specs: 300 x 250px

Available on Desktop, Tablet & Mobile Web/App

Transactable via Direct IO, PG, PD/PA & OA

Available globally, excluding UK

## MOBILE BANNER

Delivered in the top slot, this standard ad format serves across the entire mobile site

Specs: 300 x 50px

Available on Mobile Web

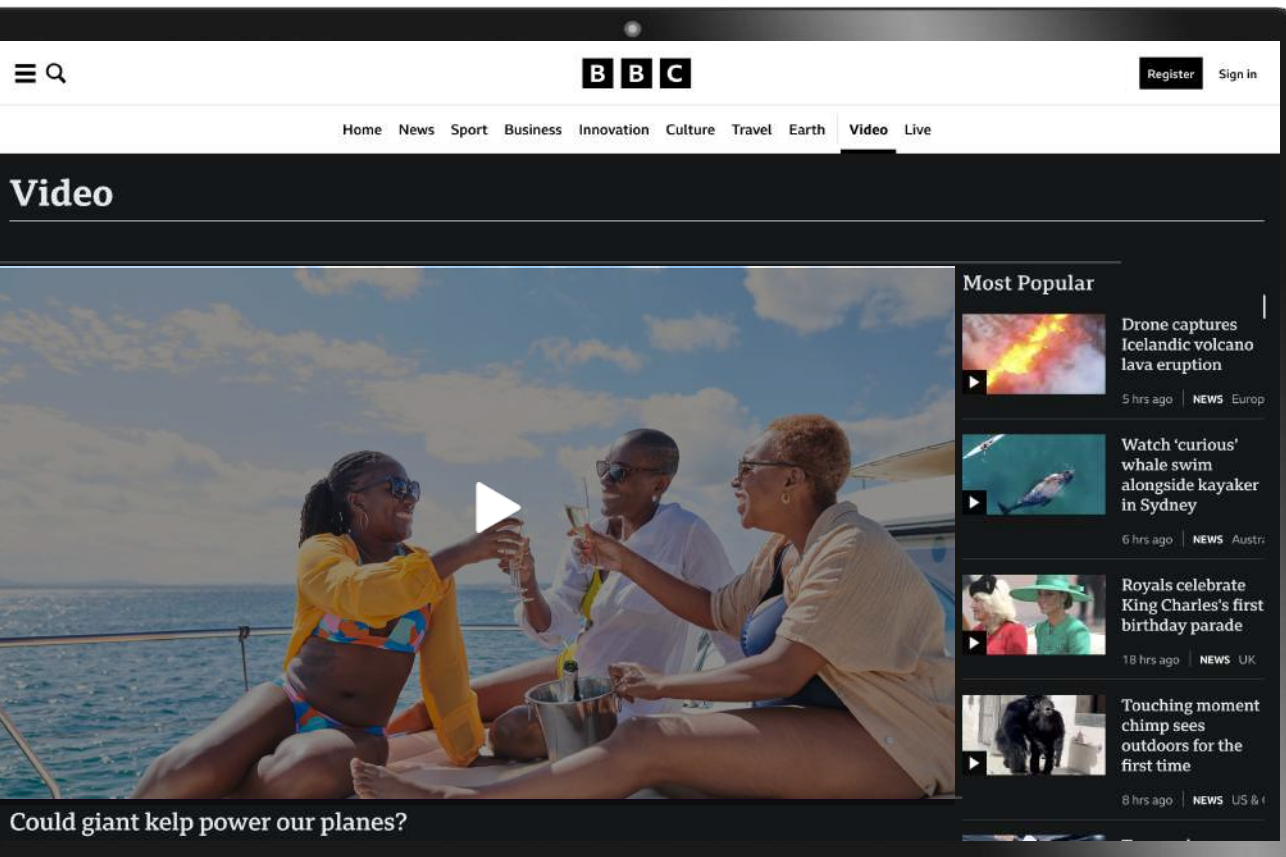
Transactable via Direct IO, PG, PD/PA & OA  
(excluding Homepage on OA)

Available globally, excluding UK



# BBC Video Suite | On-Site Pre-Roll

Capture attention as users engage with our distinctive and impactful video storytelling



## VIDEO PRE-ROLL

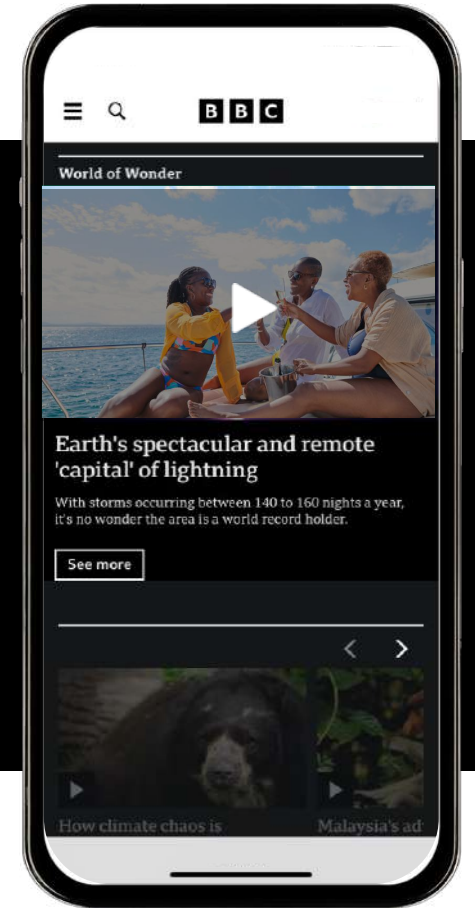
Formatted for both web and app, pre-roll precedes all playable video content. Skippable after :30s.

Specs: [Video](#)

Available on Desktop, Tablet, Mobile Web & App

Transactable via Direct IO, PG, PD/PA & OA

Available globally, excluding UK



# BBC Video Suite | YouTube

Tap into a diverse audience across BBC's premium Entertainment, News, and Family content

## PRE-ROLL

Target skippable and non-skippable pre-roll ads to BBC's vast catalog of YouTube channels

Specs: Skippable and non-skippable

Available on Desktop, Tablet, Mobile and CTV

Transactable via Direct IO & PG (Publisher Managed)

## YOUTUBE COMPANION BANNERS

Align display messaging alongside your pre-roll content for increased exposure

Specs: 300 x 60px

Available on Desktop Only

Transactable via Direct IO & PG (Publisher Managed)

Available globally, excluding UK



# BBC Video Suite | Outstream

Deliver a viewable experience for your video content in-line with our powerful journalism

## OUTSTREAM

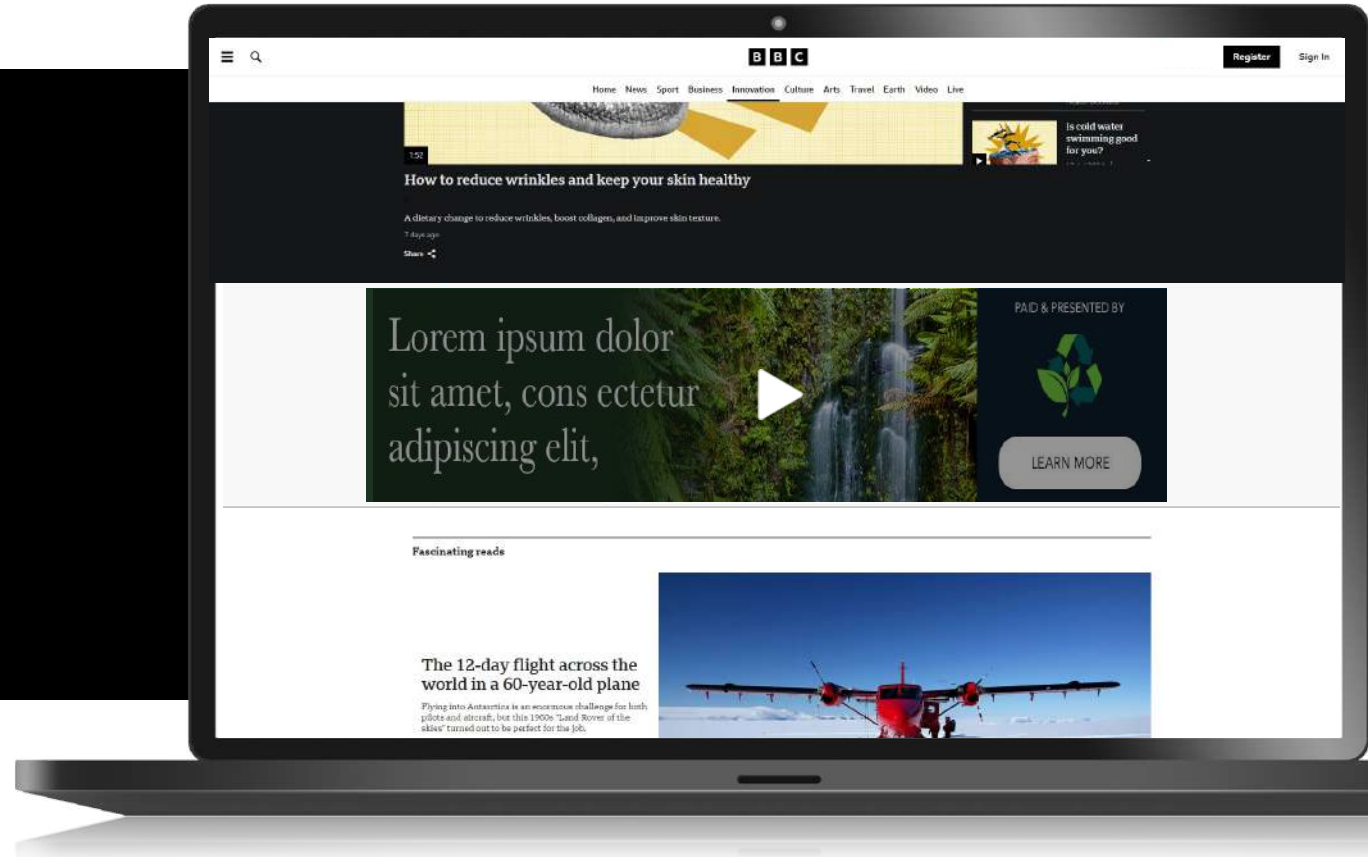
This responsive format appears on desktop, tablet and mobile web below the fold and between content on article pages. It only plays or animates when it comes into view and pauses when it is less than 50% in view.

Specs: [Video](#)

Available on Desktop, Tablet & Mobile Web

Transactable via Direct IO or OA only

Available globally, excluding UK





# BBC Video Suite | FAST

Leverage BBC's 24/7 news content to reach an expanded audience with FAST



## BBC NEWS FAST

The BBC News channel is available in the US across a variety of FAST distribution partners. The NAM linear feed is mirrored on FAST and ad insertion supports video creative up to :90s.

Specs: [Video](#)

Transactable via Direct IO only

U.S. only

# BBC Studios FAST Channels

## Off-Platform

Access a dozen mixed genre/single channels in the US & EMEA that contain between 10-14 mins per hour of scheduled ad breaks

Tap into partners such as Samsung TV+, Pluto, Roku, Plex, Vizio, Local Now & others to reach audiences. Wurl & Amagi deliver content through their tech stack to partners. Our platform ensures seamless delivery across our portfolio of premium channels, trusted platforms partners and highly engaged audiences

Specs: [Video](#)

Transactable via Direct, PG & Preferred deals, only available to US viewers

**PRICING: CPM**

**Minimum Spend: \$25K**

U.S. only



# BBC NEWS FAST

Off-Platform

Harness our 24/7 live news coverage to reach an expanded audience in the US with FAST

The BBC News channel is available in the US across a variety of FAST distribution partners. The NAM linear feed is mirrored on FAST and ad insertion supports video creative up to :90s.

Specs: Video

Transactable via Direct IO only in the US

**PRICING: CPM**

**Minimum Spend: \$25K**

U.S. only





# BBC Video Suite | Linear

Garner awareness and exposure through a wide array of broadcast opportunities available globally on BBC News TV

## Linear

Accessible in over 200 countries and territories, BBC News offers a broad range of trusted and high-quality current affairs, sport and lifestyle programming. Ad opportunities on the News channel include Commercial, Sponsorship, Adjacency, Vignette, and Promotion.

Specs: [Linear](#)

Transactable via Direct IO only

Available globally, except UK and Canada







**BBC**  
**STUDIOS**

2025  
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