



# BT Sport Data Challenge

*In Partnership with Girls in Data*

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*Guidelines & Help*

## ***The problem***

*BT Sport* are home to some key rights such as the *UEFA Champions League*, *Premier League*, *Gallagher Premiership Rugby* and more.

However, we are the #2 pay sports channel in the UK (behind *Sky Sports*) which means we are always looking to improve and innovate our services.

## ***Your task***

We want you to think of some ideas on how *BT Sport* could get more people using their website/app and watching our TV channels but we want you to be able to use your creative freedom so imagine that there are no restrictions or rules on what you could create.

Your idea can be presented in any way you want (e.g. PowerPoint, video, poster etc) but the one thing to remember is that you must be able to justify any idea you come up with using the data provided.

For example, you might notice from our demographic data that most people that watch *BT Sport* are men (73%) so you may want to think of some ideas to get more women watching our channels like more women's sports or women presenters.

Or alternatively you might see that a very small amount of our audience are aged between 16-24 and so because of this, you might want to create new content or a new social media channel for example aimed at young people.

Feel free to also do your own desk research and quote it in your presentations.

### **Questions to get you thinking:**

- *BT Sport* currently have main social media channels but also some sport specific ones such as *BT Sport Football* (*Twitter*), *BT Sport Boxing* (*YouTube*, *Instagram*, *Twitter*), *BT Sport WWE* (*Instagram* & *Twitter*) etc.  
Remember to do your research but are we missing any or can we change any of them to improve them?
- Some of our TV presenters/pundits include *Gary Lineker*, *Rio Ferdinand*, *Jake Humphrey*, *Lynsey Hipgrave*, *Suzi Perry*, *Clare Balding*.  
Are there any famous (or maybe not famous!) people that you would love to see on our channels and why?
- Have you ever seen a *BT Sport* on advert on other TV channels? What did you think? Did you like them? If not, then what type of advert would you love to see and on what TV channels would you think it would be best to put them on?

- Have you ever seen a *BT Sport* promo? Again, what did you think? Did you like them? If not, then what type of promo would you love to see on *BT Sport*?
- *BT Sport* broadcast a wide variety of shows and sports but are there any new shows/sports you would love to see on *BT Sport*?
- Do you think the current *BT Sport* app is good? If not, do you think it needs an update or do you think we should make a second app?

**Helpful links:**

<https://www.bt.com/sport>

<https://www.bt.com/sport/bt-sport-united>

<https://www.youtube.com/user/BTSportOfficial>

<https://www.youtube.com/channel/UC-hWvVvE-crFI5vg5G8QbqA>

<https://twitter.com/btsport>

[https://twitter.com/search?q=bt%20sport&src=typed\\_query&f=user](https://twitter.com/search?q=bt%20sport&src=typed_query&f=user)

<https://www.instagram.com/btsport/?hl=en>

<https://www.facebook.com/btsport/>

## ***Glossary***

**Advertisement/advert:** this would be a short video or clip on a TV channel, promoting a product, service, or event etc.

**Average Audience (000s):** the average number of viewers (in thousands) for the programme or channel

**Promos:** A form of advertising used in broadcast media, either television or radio, which will promote a programme airing on that specific channel

**Sports rights:** this would be in relation to which sports are allowed to be shown on each channel i.e. both *BT Sport* and *Sky Sports* split the sports rights to broadcast *Premier League* matches as they have paid to be able to do that whilst the *UEFA Champions League* is shown only on *BT Sport* as they paid for all the rights.