

# *BBC World – Cutting Edge California Overview*

# Overview

**The definitive TV and multi platform series dedicated to California and created with the highest editorial integrity**

**Unique partnership for CTTC with BBC World; the world's most trusted broadcaster**

**The first co-op campaign for any brand with BBC World**

**Worldwide reach through BBC World and bbc.com; 150 million+ homes**

**Ownership of content by CTTC for further promotional use**

**Interactivity with the consumer; video on demand, mobile, and blogs etc**

**Co-op marketing initiatives for the series**

# Series

**6 x 30-minute features that get straight to the heart of the Golden State and beyond.**

**Glamour, Sun, Sand & Stars? Maybe, but the 7<sup>th</sup> largest economy in the World has so much more to offer: Visionary Ideas, Radical Environmental Law and Global Trend Setting are now benchmarks in California**

**This series will probe & seek the most dynamic stories that will portray California to a global audience using the themes of:**

- Environment
- The Arts
- Food & Drink
- Multiculturalism
- Natural Heritage
- Industry

# BBC World

**The BBC's commercially funded international 24 hour news and information channel**

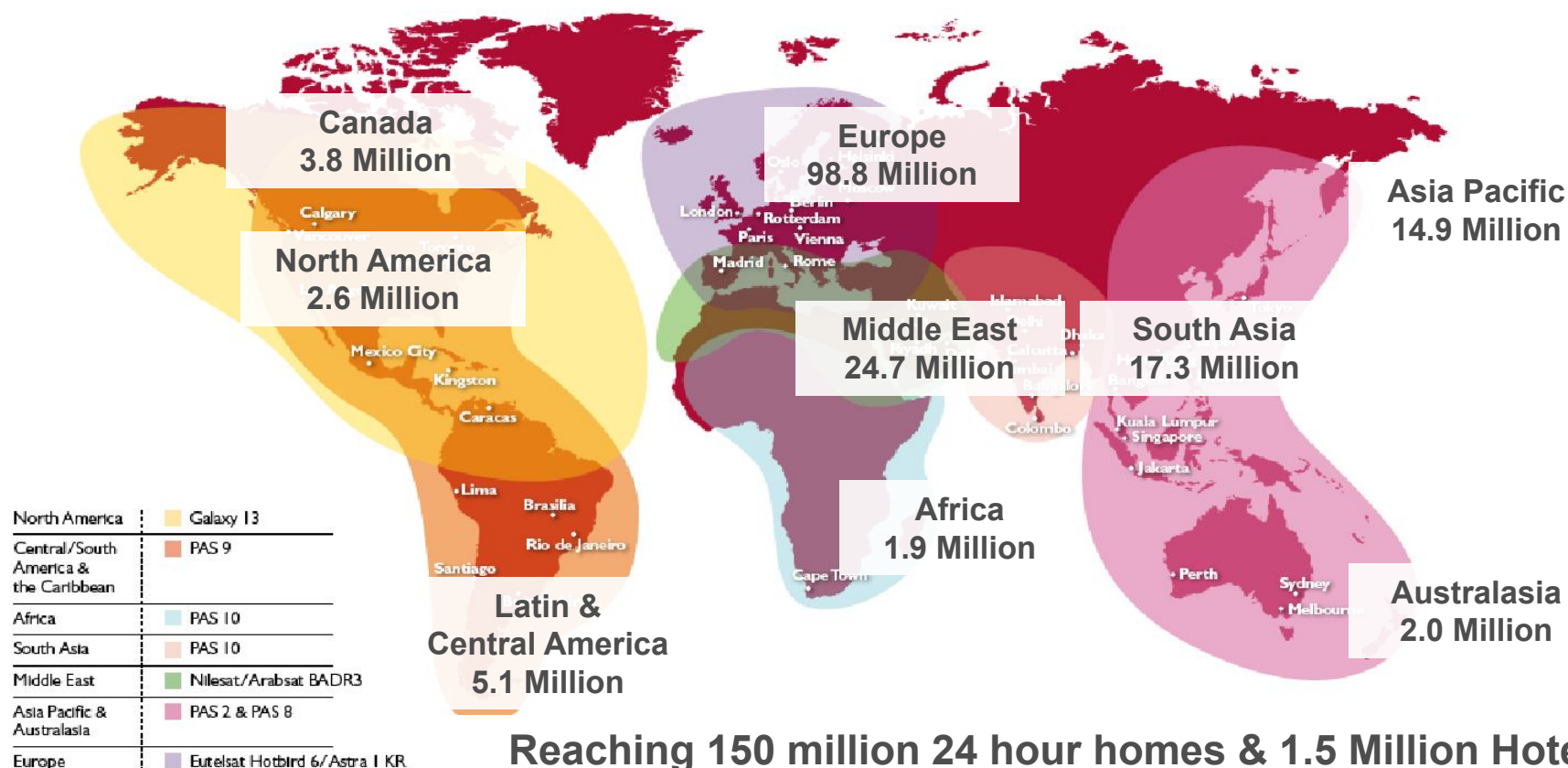
**The latest news, business, weather and sport, current affairs, documentary and lifestyle programming**

**Unmatched, impartial and in-depth analysis of breaking news and the stories behind them**

**The only way you can commercially partner with the BBC brand globally**



# BBC World Global Reach



Reaching 150 million 24 hour homes & 1.5 Million Hotel Rooms

# DISTRIBUTION IN EUROPE

**TOTAL DISTRIBUTION:** 98,819,000

**EUROPE HOTEL ROOMS:** 590,116

Germany	15,726,000
Benelux	9,200,000
France/Monaco	6,652,000
Italy	9,571,000
Poland	6,140,000
Scandinavia	5,372,000
Turkey	3,884,000
Spain	3,664,000
Russia	2,098,000
UK	1,320,000



**EUROPE**

# DISTRIBUTION IN ASIA PACIFIC

**TOTAL DISTRIBUTION: 14,926,000**

**ASIA PACIFIC HOTEL ROOMS: 642,767**

South Korea	3,619,000
Japan	2,233,000
Australia	1,988,000
Philippines	1,007,000
Malaysia	655,000
Hong Kong	662,000
Thailand	374,000
Singapore	253,000
Taiwan	2,876,000



**ASIA PACIFIC**

# DISTRIBUTION IN MIDDLE EAST

**TOTAL DISTRIBUTION: 24,742,000**

**MIDDLE EAST HOTEL ROOMS 52,639**

Algeria	5,562,000
Egypt	5,991,000
Jordan	565,000
Lebanon	1,247,000
Morocco	2,914,000
Syria	2,558,000
Tunisia	978,000
Bahrain	150,000
Iran	462,000
Kazakhstan	40,000
Kuwait	524,000
Oman	120,000
Qatar	106,000
Saudi Arabia	2,624,000
U.A.E	560,000



**MIDDLE EAST**



# DISTRIBUTION IN S ASIA

**TOTAL DISTRIBUTION:** 18,850,000

**S.ASIA HOTEL ROOMS:** 50,832

Bangladesh	250,000
Bhutan	8,000
India	15,260,000
Maldives	7,000
Nepal	109,000
Pakistan	3,197,000
Sri Lanka	13,000
Uzbekistan	5,000



**SOUTH ASIA**

# DISTRIBUTION IN THE AMERICAS

**TOTAL DISTRIBUTION:** 12,346,000

**THE AMERICAS HOTEL ROOMS:** 139,933

USA	2,902,000
Argentina	1,105,000
Brazil	1,653,000
Canada	3,874,000
Mexico	555,000
Caribbean	367,000
Venezuela	128,000
Chile	584,000
Columbia	352,000
Peru	243,000



**THE AMERICAS**

## Consumer Profile

Take an average of **11 business trips** per year, the highest among pan-regional channels

Delivers **2.6 million** leisure travellers - up **17%** year on year

**39%** have taken a long haul holiday in past 2 years

Take an average of **3 leisure trips** per year

Nearly a third – **28%** travel first or business class

Spend an average of **18 nights** in hotels per year

# Deliverables

- Region: Global
- Distribution: 150 Million Households / 1.5 Million Hotel Rooms
- Campaign Summary: 6 x 30-minute series (1 + 3 repeats per week)
  - 24 Transmissions
  - 6 x 50-second Vignettes
  - 168 Transmissions
  - 160 x 30-second Branded Promotional Trailers
- Dedicated Microsite with exclusive branding and interactive elements
- Video on demand at [bbc.com](http://bbc.com)
- Traffic Drivers, Banners & Skyscrapers via [bbc.com](http://bbc.com)
- Inflight syndication
- COSTS: US\$944,800 (March 2008 – October 2008)

# Measurements

**BBC will conduct thorough pre and post campaign tracking across their global customer base using a sample of 1500 of international BBC World viewers.**

**Respondents will be tested on:**

- **Awareness of campaign**
- **Intention to Travel**
- **Knowledge of the state**

**Use the same calculation as SMARI brand scoring to gain a consistent ROI figure against brand advertising**

**We will also be able to measure territory by territory**

- **Online visitation to [BBC.com/california](http://BBC.com/california) and click through to [visitcalifornia.com](http://visitcalifornia.com)**
- **Media and PR value**
- **VOD and iplayer interaction**
- **Data captured**

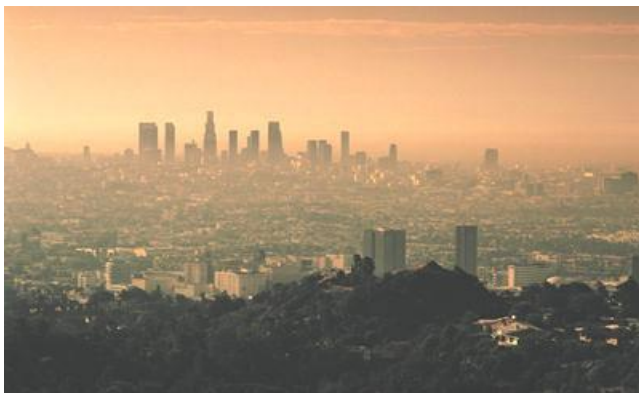
# Program 1: The Environment

## Orchard Garden Hotel, San Francisco



California's first officially 'green' hotel, The Orchard Garden, is groundbreaking and truly cutting edge. Each room has its own recycling system and key card energy control. It uses exclusively natural fabrics, chemical free cleaning products and even soy-based ink in its literature. It is currently the only hotel designed and built to the strict nationally accepted standards for green buildings as developed by the U.S Green Building Council (USGBC)

## Los Angeles Smog Reduction



Because of the topography of Los Angeles, its air becomes trapped and gets heavily polluted. In the late 1970s LA initiated a series of clean-air measures which have now revolutionised the city and led the world in urban pollution control. The measures included strict factory emission controls, enforcing catalytic converters on cars, introducing car-pooling on highways. The result is that LA's air is today the cleanest it's been since records began, and the initiative is now copied the world over.

# Program 1: The Environment

## Palm Springs Wind Farm



California has long been a world leader in generating alternative non-polluting energy -- it already produces a tenth of the entire world's wind power. The Palm Springs Wind Farm is one of the most famous sights in California. Straddling a key interstate highway and located either side of a mountain pass 100 miles east of Los Angeles, it consists of more than 4000 windmills, some 150 feet tall, and generates enough power for over a million people.

## San Francisco's electric rental cars



Spilling onto the streets like M & M's, with GPS guided tours and free parking, San Francisco's electric rental cars are a great example of forward thinking and fun alternatives to normal means of tourist travel. Time Magazine once nominated these environmentally friendly vehicles as "one of the coolest inventions of the year." It's the most exhilarating, entertaining and enlightening way to tour San Francisco.



## Program 2: The Arts

### Control Room – An interview with Kevin Wall (founder of Live Earth)



A close-up look at the trailblazing organisation behind Live Earth and SOS. An interview with Kevin Wall, Founder along with Al Gore of Live Earth, produced by 'Control Room', of which Kevin Wall is the CEO. Based out of California, Control Room has produced and distributed more than 60 concerts since its founding a year and a half ago featuring Beyonce, Madonna, Green Day, Rolling Stones, amongst others. Its multi-partner network provides a global reach for live offerings through broadband, television, digital movie theatre and mobile phones throughout the world.

### The Kronos Quartet, San Francisco

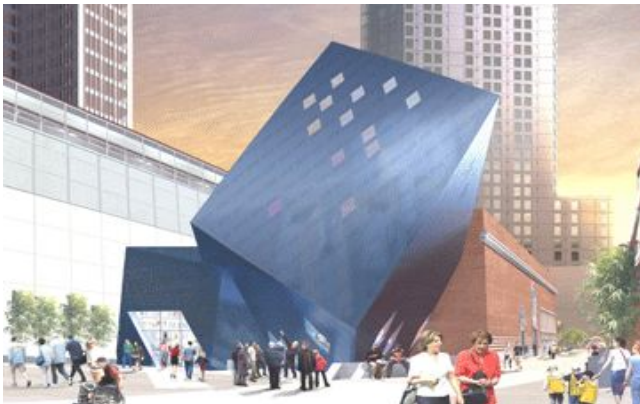


For more than 30 years, the Kronos Quartet has been at the forefront of classical music, combining a spirit of fearless exploration with a commitment to expanding the range and context of the string quartet. In the process, Kronos has become one of the most celebrated and influential groups of our time, performing thousands of concerts worldwide, releasing more than 40 recordings of extraordinary breadth and creativity, collaborating with many of the world's most eclectic composers and performers, and commissioning hundreds of works and arrangements for string quartet.



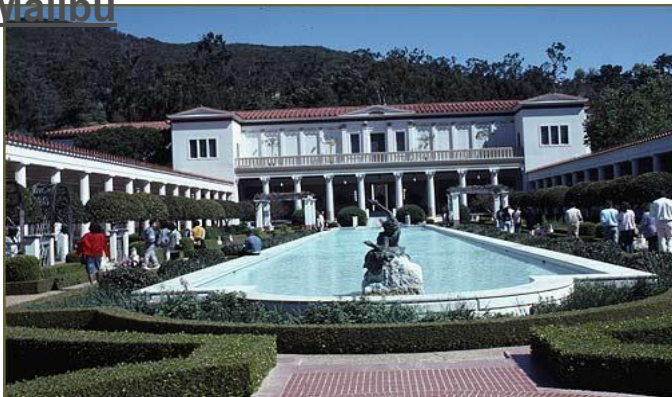
## Program 2: The Arts

### The Contemporary Jewish Museum, San Francisco



Designed by world famous and leading architect Daniel Libeskind, The Contemporary Jewish Museum is an incredible new building in an imaginative re-use of the historic Jesse Street Power Sub-station, which helped restore energy to San Francisco after the 1906 earthquake. The new 63,000-square-foot facility will explore contemporary perspectives on Jewish culture, history, art and ideas through innovative exhibitions and educational programs.

### The Getty Villa, Malibu



The faux-Roman residence J. Paul Getty built in 1974 for his art collection has now re-opened after a nine-year closure for renovations. The Getty Villa is the only museum of Greek and Roman antiquities in America, and one of the most important in the world. The renovated museum has 48,000 square feet of gallery space displaying 1,200 artefacts — not to mention four gardens with more than 300 flowering plants. This is a spectacular space, designed to emulate an archaeological dig.

## Program 3: Food and Drink

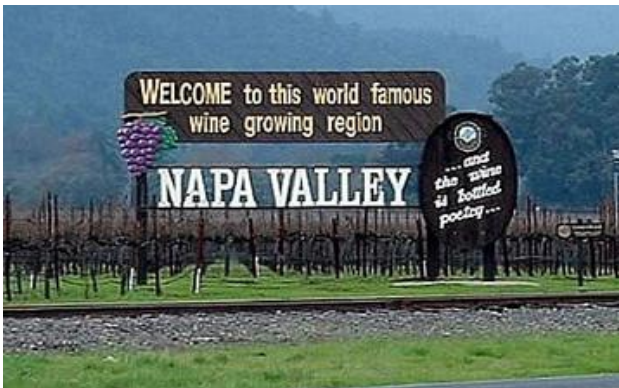
### Wolfgang Puck



An interview with the irrepressible Austrian born and pioneering Californian chef Wolfgang Puck. Puck is credited with being one of the foremost pioneers of what is known as ‘fusion’ cuisine that has been copied around the world.

His success enabled him to launch an empire that currently includes Spago, a string of restaurants (six in Tokyo alone), cookbooks, a line of kitchen equipment and appliances. He caters the official Academy Awards events and has parlayed his celebrity into acting; his credits include Frasier, a recurring role as himself in Las Vegas and a cameo appearance in The Weather Man. A great character.

### Napa Valley, Salinas



The Napa Valley has been described as “The salad bowl of the world”, based in the central region of California Salinas. It has a world famous combination of climate and natural resources that produces a multitude of lettuce, broccoli, mushrooms and strawberries, along with numerous other crops. The climate is also ideal for the floral industry and grape vineyards planted by world famous vintners. It is truly a remarkable place and one that is known around the world as being at the forefront of agricultural production.

## Program 3: Food and Drink

### Biogas Energy Project, San Francisco



The Biogas Energy Project processes at least eight tons of leftovers weekly. Incredibly each ton of food scraps can produce enough energy to provide electricity to power 10 average California homes for one day.

The Biogas Energy Project is the first large-scale demonstration of a new technology called an "anaerobic phased solids digester". Its function is to divert organic matter away from landfills and into the energy grid. This is a truly cutting edge technology that reduces greenhouse gas emissions from landfills and turns trash into a substantial source of clean energy.

### Chino Farms



The exclusive Chino Farms in the exclusive enclave of Rancho Santa Fe draws chefs from California's most celebrated restaurants. Every morning dozens of chefs from San Diego and Los Angeles line up for a phenomenal range of fresh produce, mostly only picked on that very morning. It is one of the foremost farmers markets in the world, and draws the very best culinary talent around.



## Program 4: Multiculturalism

### Selma Hayek and The Ugly Betty Story



*Ugly Betty* has been an incredible success as a Golden Globe and Emmy Award-winning series adapted from the Colombian telenovela *Yo soy Betty, la fea* ("I am Betty, the ugly one"). Its producers Selma Hayek and Ben Silverman, whose production companies Silent H, Ventanarosa and Reveille, partnered up with ABC Studios to create the hit show. Hayek appears on the show as Sofia Reyes, in addition to playing a cameo role as an actress on a fictional telenovela watched by the main character's family in early episodes. Hayek is a great example of a pioneering Latino Talent who has moved effortlessly from in front to behind the camera with a multitude of projects on the go.

### Super Estrella radio station



A week after Entravision Radio's pop KSSE (Super Estrella)/Los Angeles took the plunge and added English music to its programming to become "La Nueva Super Estrella," the company's Super Estrella Network has also adopted the bilingual music mix.

Spanish is currently the most widely taught second language in the United States, and The Super Estrella Network, is a force to be reckoned with, programmed out of Los Angeles by Edgar Pineda, with a 30/70 English/Spanish music percentage. It clearly demonstrates the powerful presence Latin music holds and is at the cutting edge of music tastes.

## Program 4: Multiculturalism

### Latino Film Talent : Cuaron, Del Toro, and Inarritu



When three well-known filmmakers approached the major studios this spring and offered them a take it or leave it deal to buy a slate of their movies for \$100 million, the proposal would have made headlines no matter who was involved. But this particular slate happened to be the brainchild of Mexico-born Alfonso Cuarón, Guillermo del Toro and Alejandro González Iñárritu.

The trio of longtime friends banded together for a five picture production partnership, christened Cha Cha Cha, they signed a deal with Universal and Focus Features in May. Their timing was impeccable. The three men had dominated the Academy Awards in February where they, along with a number of other prominent Spanish-speaking personalities were feted with nominations and statuettes.

### The Spanish cross-over



With her Spanish release *Oral fijación 1*, Shakira like so many stars before her such as Christine Aguilera, Madonna, J Lopez, and obviously Ricky Martin, Enrique Inglesias and Nelly Furtado have all embraced the Latin speaking market with Spanish speaking albums. This clearly relates to the statistics that The United States is home to more than 40 million Hispanics, making it the fifth largest Spanish-speaking community in the world, after Mexico, Colombia, Spain and Argentina, and where the Latino market is a fundamental part of the music industry.

## Program 5: Natural World

### Yosemite



The Yosemite is probably the most famous national park in the world. It is both the world's oldest – first established in 1864 – and yet also the world's trend-setter in managing conservation and tourism. Straddling part of the Sierra Nevada and famous for its black bears; it covers 1,200 sq. miles and contains spectacular granite cliffs, two major rivers, waterfalls, 1600 streams, giant sequoia groves, lakes, ponds, hiking trails and 350 miles of road. Apart from its advanced conservation programmes, Yosemite's strategies for managing its 4 million annual visitors are studied and followed the world over.

### Monterey Bay



In 1992 an area of more than 4,000 sq. miles of some of the most spectacular coastal scenery of northern California was designated a national sanctuary – a rare and trend-setting initiative. Monterey Bay is home to an unsurpassed variety of marine life including dolphins, porpoises, sea lions, elephant seals and is also on the migratory path of both grey and humpback whales. Its vast fields of kelp allow the millions of people who visit the area annually to see a huge range of feeding and basking mammals and its extensive range of research institutes lead the world in the advanced study of marine life.



## Program 5: Natural World

### Death Valley



The Death Valley National Park covers almost 3,000 square miles and is a vast natural museum. The floor of the Valley is almost 300 feet below sea level and it is recognized as the lowest point in the Western Hemisphere and one of the hottest places on earth.

All the great divisions of geological time, the eras and most of their subdivisions are represented in the rocks of the mountains bordering the great valley. The valley is the site of cutting edge research into extreme weather conditions and global warming. Over half-million visitors are drawn each year to the vastness of mountain panoramas, the pleasure of winter climate, and the lore of frontier life.

### San Diego



The world-famous San Diego Zoo in Balboa Park, San Diego, California is one of the largest, most progressive zoos in the world with over 4,000 animals across more than 800 species. It is privately operated by the non-profit Zoological Society of San Diego on 100 acres of parkland leased from the City of San Diego - ownership of all animals, equipment and other assets is vested with the City of San Diego.

It is world renowned for its conservation and species preservation efforts. It's Center for the Reproduction of Endangered Species (CRES) raises and releases California Condors, Pandas, Tigers, African Black Rhinos and a large number of other endangered species back into the wild. We will film one of these as they happen.

## Program 6: Industry

### Apple, Cupertino, CA



Apple is one of the most dynamic and forward thinking companies in the world. Ranging from its philosophy of aesthetic design to its countercultural, even indie roots, as well as their award winning and image defining advertising campaigns, Apple has engendered a distinct reputation that has created an incredible and loyal consumer base. Designer Jonathan Ive, whose first design for Apple, the iMac, was hugely influential and has been followed the iPod will be interviewed for the programme. Quite simply, with the latest release of the iPhone, which is yet another technological phenomenon, Apple is definitely something to be investigated.

### Pixar Animation Studio, Emeryville

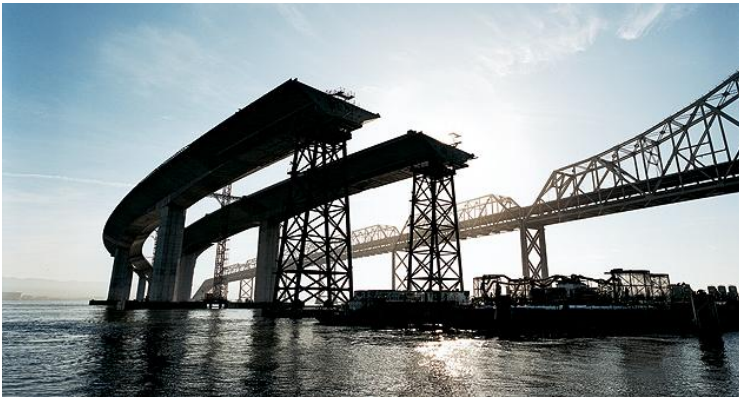


Pixar, now part of the Disney family is unmistakably the most pioneering animation studio in the world. With world wide success like 'Toy Story', 'Finding Nemo' and the recent highly acclaimed 'Ratatouille', it continues to lead the way with its own its own implementation of the industry-standard Renderman image rendering API, which is used to generate high-quality images and set the standards for the rest to follow.



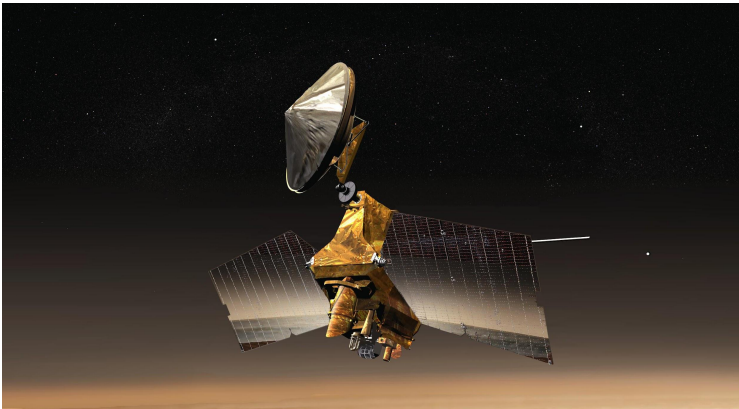
## Program 6: Industry

### The Oakland Bay Bridge, earthquake proofing, San Francisco



The world famous Oakland Bay Bridge is currently undergoing some radical cutting edge redevelopment. This is because For 15 seconds on Oct. 17, 1989, a magnitude 7.1 earthquake shook Northern California causing a 50 ft., 250 ton section of the bridge's upper deck to collapse, killing one motorist. The collapsed section was repaired and re-opened a month later, but engineers knew that returning the bridge to its pre-earthquake state wouldn't be enough. They are now in the midst of a cutting edge design, with a budget raising to \$6 billion, to create a bridge worthy of the region's engineering legacy — an icon of both beauty and strength.

### Mars Reconnaissance Orbiter, Pasadena



Currently being run from the Jet Propulsion laboratory in Pasadena, the ground breaking Mars Reconnaissance orbiter is a multipurpose spacecraft designed to conduct reconnaissance and exploration of Mars from Orbit. The \$720 spacecraft was launched on August 12, 2005 and began its primary science phase in November 2006. One of the mission's main goals is to map the Martian landscape with high-resolution cameras in order to choose other landing missions.

# Budget

<b>Pre Production</b> (Research, script writing, carnets)	<b>\$73,400</b>
<b>On Location Filming</b> (Director, Producer, crew, equipment, travel and accommodation etc)	<b>\$448,300</b>
<b>Post Production</b>	<b>\$363,100</b>
<b>Contingency</b>	<b>\$30,000</b>
<b>Promotion &amp; Measurement</b> (Ad stings , Microsite, on & off line promotion, research)	<b>\$BBC</b>
<b>Campaign Total</b>	<b>\$944,800</b>

# Timing Plan

- Research / pre-production Feb 11
- Schedule of film shoot confirmed April 14th
- Filming starts May 19
- Filming ends June 29
- Digitizing
- Outline draft show to view June 30
- Offline edit (CTTC to sign off) July 14
- Provide offline final edit (CTTC/BBC to sign off) Aug 18
- Provide Graphics (CTTC/BBC to sign off) Aug 18
- Voice Over Aug 25
- Grading and master tape transfer Sept 8
- Provide final version to BBC /California Sept 26
- Premier at WTM BBC breakfast function Nov 11
- On air Nov 2008