

The wonders of **WORD NERDS**

iPlayer Curation Team

B B C
iPLAYER

The role of Word Nerds

Selling iPlayer content in 180 characters

What do we aim to do?

- Get across the style and tone of the programme
- Speak to a programme's audience – often in a more informal tone than audiences might expect of the BBC
- Highlight major talent on and off-screen
- Ensure consistent promotion across the BBC
- Help programmes have a life beyond TX
- Offer a fresh angle on older programmes

How do we do this?

- Watch clips and extracts
- Read previews and reviews
- Examine the wider promotion
- Use our knowledge of the archive
- Nick ideas from everyone and everywhere

Why do we do this?

Meeting the audience's expectations

“Our audience are increasingly choosing to watch on BBC iPlayer. We need to provide them with the information they need to make exciting programme choices when they get there.

“How we describe each programme is becoming ever more crucial to its success in a very competitive environment.”

Charlotte Moore

“When users are seeking specific information on content to watch, they’re looking for exciting, light touch information on a large number of programmes. In depth information is then used on a smaller number of things that are being more seriously considered.”

BBC UX

Medium brand synopses

A vital piece of real estate

The medium brand synopsis is now extremely prominent on the programme's playout page. It should summarise the whole show in 180 characters.

The screenshot shows the iPlayer website interface for the TV series 'Snowfall'. At the top, the 'iPLAYER' logo is on the left, and navigation links for 'Channels', 'Categories', 'A-Z', 'TV Guide', and 'My Programmes' are on the right. The main content area features a large background image of a young man in an orange and white baseball cap. To the left of this image, the text reads: 'Crime Drama', 'Snowfall', and a synopsis: 'A new drug hits the streets of LA, and changes the game forever. A sun and violence-saturated story of the rise of crack cocaine in the 1980s.' Below the synopsis, it says 'Series 4: 10. Fight or Flight (45 mins)' and includes a play button icon, '44 mins left', and a '+ Add' button. At the bottom of the main content area, there is a horizontal navigation bar with tabs for 'Series 1' through 'Series 6', with 'Series 6' being the active tab. Below this navigation bar is a row of six small thumbnail images showing various scenes from the series.

A world without Word Nerds

A dull and featureless landscape

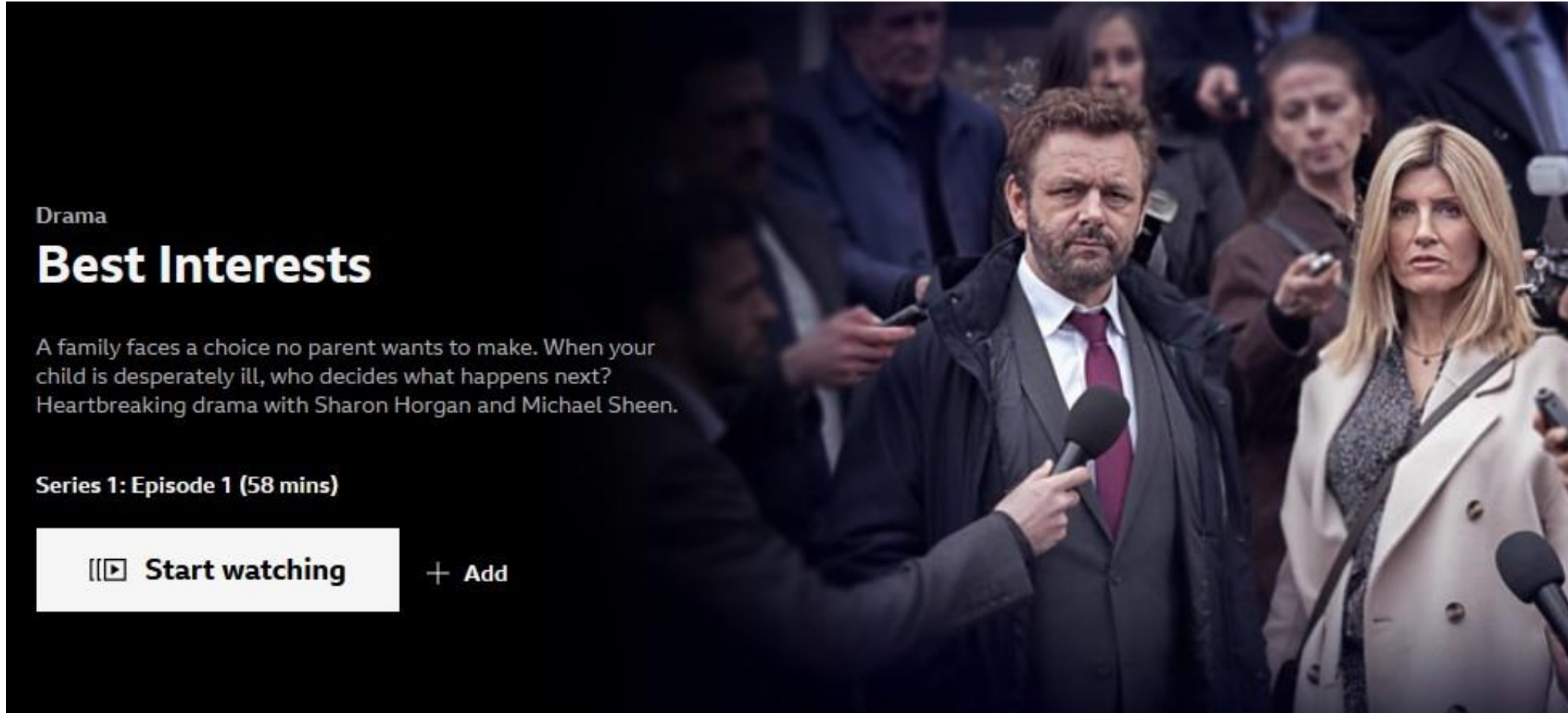
Quite often, medium brand synopses are treated as simply that – a bland synopsis with a dull description of what happens in the programme.



Word Nerds in Action

Recent work

Distinctive dramas



Drama

Best Interests

A family faces a choice no parent wants to make. When your child is desperately ill, who decides what happens next? Heartbreaking drama with Sharon Horgan and Michael Sheen.

Series 1: Episode 1 (58 mins)

[Start watching](#) [+ Add](#)

Distinctive dramas



Crime Drama

Lost: Those Who Kill

The past always catches up with you. Reeling from her last case, Louise Bergstein is on the trail of a murderer - has she got the right suspect? Scandi-noir with a killer twist.

Series 1: Episode 1 (44 mins)

▶ 28 mins left + Add

Distinctive dramas

Drama

Champion

Sibling rivalry never sounded so epic. Candice Carty-Williams's electrifying drama of family and fame, with an original soundtrack from the biggest names in black British music.

Series 1: 1. Champion versus Champion (44 mins)

 Start watching

+ Add



Quirky comedy

Comedy

The Power of Parker

Stockport, 1990. Wannabe business guru Martin Parker has a perfect life and a flash car. But wife Diane and mistress Kath could put a spanner in the works. Comedy with Sian Gibson.

Series 1: 1. Two Soaps and a Talc (30 mins)

 Start watching

+ Add



Quirky comedy

Comedy

Colin from Accounts

Two single(ish) people, brought together by fate, a car accident... and an injured dog. Warm-hearted Aussie rom-com about a flawed, funny couple getting it all utterly wrong.

Series 1: 1. The Flash (32 mins)

 Start watching

+ Add




Quirky comedy

Comedy

Black Ops

Shifts just got real. Bored of the beat, two under-qualified, undercover cops are thrust into a criminal underworld. Chaotic comedy with high stakes, high risk and high panic.


Series 1: Episode 1 (26 mins)

 [Start watching](#)

[+ Add](#)



Compelling documentaries



Documentary

Paranormal: The Girl, the Ghost and the Gravestone

Once Britain's most haunted house, a remote Welsh farm faced relentless, terrifying events. Sceptic Sian Eleri delves into the mystery - and questions all she thought she knew.

Series 1: Episode 1 (29 mins)

[Start watching](#) [+ Add](#)

Compelling documentaries

Documentary

Body on the Beach: What Happened to Annie?

Her death was reported as suicide, but her family believes it was murder. How did Annie Börjesson die? Journalist Hazel Martin looks for the truth in a storm of secrecy.

Series 1: 1. The Body (29 mins)

 Start watching

+ Add

Compelling documentaries

Science & Nature

Earth

There's nothing else like it. Chris Packham reveals the epic, 4.5-billion-year story of our home - from its dramatic creation to the arrival of human life... and whatever's next.

Series 1: 1. Inferno (58 mins)

 **Start watching**

+ Add

Easy-going entertainment

Entertainment

Only Connect

Deliciously devious and maddeningly abstract. Victoria Coren Mitchell hosts the brain-teasing quiz where knowledge only gets you so far.

Series 18: 27. Third Place Play-Off (29 mins)

▶ 29 mins left

+ Add

Easy-going entertainment



Entertainment

The Traitors

Get them before they get you. 22 strangers, one castle, £120k - Claudia Winkleman hosts the ultimate reality game of trust and treachery. Let the mind games begin.

Series 1: Episode 1 (58 mins)

▶ 36 mins left + Add

Easy-going entertainment

Entertainment

RuPaul's Drag Race UK

Mama Ru presides as fabulous queens aim to be the UK's next Drag Race superstar. Who will dazzle the celeb judges and the amazing Michelle Visage? Join the party, squirrel friends!

Next episode

Series 3: Episode 2 (70 mins)

 Start watching

+ Add

Archive gems

Comedy

The Fast Show

The classic series... which is nice. The quickest, quirkiest comedy of all. Ted and Ralph, Swiss Toni, Jazz Club, Unlucky Alf, Competitive Dad and Chanel 9. Brilliant!

Series 1: Episode 4 (29 mins)

▶ 17 mins left

+ Add



Archive gems

Comedy

Keeping Up Appearances

Social-climbing snob Hyacinth Bucket (sorry, 'Bouquet') is determined to lord it over her neighbours. If only her long-suffering husband and family wouldn't keep dragging her down.

Series 1: 1. Daddy's Accident (29 mins)

 Start watching

+ Add



Archive gems

Comedy

Look Around You

Write that down in your copybook now. All you need to know about water, maths and ghosts. Peter Serafinowicz and Robert Popper's sublime, slow-burn spoof of science TV.

Series 1: 1. Maths (9 mins)

 Start watching

+ Add

Reasons to Watch

in Hero Promos

Reasons to Watch summarise a show in 90 characters. As part of hero promos they are the first opportunity iPlayer has to sell a programme to the audience – so they need to be intriguing, distinctive and memorable.



Ultimate Wedding Planner

Wedded bliss or a nuptial nightmare? Aspiring planners showcase their skills

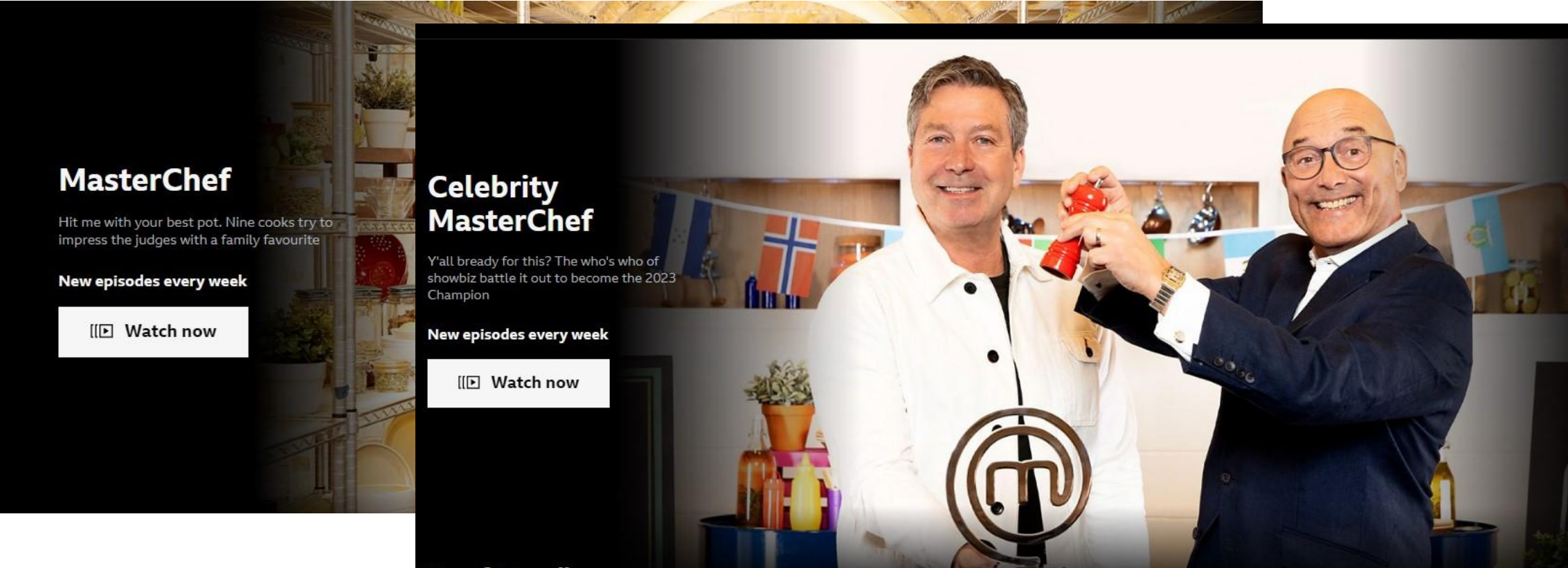
New episodes every Tuesday

[Watch now](#)

Reasons to Watch

in Hero Promos

The Reasons to Watch text is also the audience's first impression of iPlayer, so adding wit and humour helps illustrate iPlayer's quirky, passionate personality.



Reasons to Watch

across iPlayer

In addition to its appearance on hero promos, the iPlayer Editorial Team also write RtWs for several dozen programmes a week across all channels and genres. This allows us to override audience-unfriendly metadata (eg “Series 1 Episode 1”) with more effective and appealing information and promotion.

Channel	Day	Brand	Episode	Genre	Ep PID	Bespoke TLEO	Bespoke subtitle (30 characters for 1 line, pref 54 for 2 lines)	BOTH: Rollover (89 characters)
BBC One	Sat	World Triathlon Series	22	Sport	m001p927		At Roker Beach in Sunderland	28 At Roker Beach in Sunderland as the quest for t
df BBC One	Sat	The Hit List	12	Entertainment	m001p92j		Teams from Glasgow, Wolverhampton and Preston	45 Three teams from Glasgow, Wolverhampton and
df BBC One	Sat	Pointless Celebrities	21	Entertainment	m001p92l		With Ore Oduba, Jacqueline Shepard and more	43 With Ore Oduba, Jacqueline Shepard, Rustie Lie
cm BBC One	Sun	Countryfile	11	Nature	m001p96q		Making hay while the sun shines	31 Making hay while the sun shines in Cornwall, anc
BBC One	Mon	Extraordinary Portraits	23	Ep 3 of 6	m001p969	Extraordinary Portraits with Bill 3/6	Paramedic Arif	18 3/6 Paramedic Arif, saving lives for over 25 years
cm BBC One	Mon	Wolf	4	Box Set	p0fsffb		All episodes available now	26 Life is full of surprises. Two families collide in a g
cm BBC One	Mon	Wolf	4	Ep 2 of 6	p0fsfg2q		2/6 Torture	11 2/6 Torture. The Anchor-Ferrers' home invasion t
cm BBC One	Mon	Wolf	4	Ep 3 of 6	p0fsfggq		3/6 Scary Man	13 3/6 Scary Man. Exploring an old case brings Jacl
cm BBC One	Mon	Wolf	4	Ep 4 of 6	p0fsfh09		4/6 Night Terror	16 4/6 Night Terror. In the house of horrors, Honey g
cm BBC One	Mon	Wolf	4	Ep 5 of 6	p0fsfh8t		5/6 Death Roll	14 5/6 Death Roll. Jack's investigation takes a turn.
cm BBC One	Mon	Wolf	4	Ep 6 of 6	p0fsfhgy		6/6 Knock, Knock	16 6/6 Knock, Knock. A clue leads Jack to the capti
cm BBC One	Mon	We Hunt Together	16	Box Set	p0fv4mhp		Catch a killer - become a killer	32 Catch a killer - become a killer. Two conflicted co
cm BBC One	Tues	What They Really Mean For You	29	Factual	p0fzltvd	Heat Pumps: What They Reall	The next generation	19 The next generation of heating can boost energy
cm BBC One	Wed	The Repair Shop	15	Factual	m00134gx		A whimsical timepiece gets ticking	34 A whimsical timepiece gets ticking, and a theatre
cm BBC One	Wed	Celebrity MasterChef	20	Ep 1 of 18	m001p9qk		Y'all bready for this?	22 Y'all bready for this? The who's who of showbiz t
cm One (NI)	Wed	Barra's Return of the Wild	26	Box Set	p0fz1ck0		Protect and restore	19 Protect and restore. How endangered animals ac
cm BBC One	Thurs	Celebrity MasterChef	20	Ep 2 of 18	m001p9xq		2/18 I'm muffin without you	27 2/18 I'm muffin without you. The celebs are split i
cm One (NI)	Thurs	The Paddy Raff Show (R)	23	Comedy	m000s1x2		The stand-up and social media star brings the silly	51 The stand-up and social media star brings the sil
cm BBC One	Fri	Our Lives	9	Documentary	m001p9x6		Britain's Busiest Mountain	26 Britain's Busiest Mountain. Yr Wyddfa's safe and
df BBC One	Fri	Question of Sport	17	Entertainment	m001p9xb		Sam and Ugo welcome Roger Black	31 Sam and Ugo welcome Roger Black, Steve Sidw
cm BBC One	Fri	Celebrity MasterChef	20	Ep 3 of 18	m001p9xg		3/18 You got me wonton more	27 3/18 You got me wonton more. Who'll impress pa
BBC One	Fri	Not Going Out	13	Box Set	m001n3vl		Feuding folks, problem children... and Lee	42 Feuding folks, problem children... and Lee. Will h
One (Sco)	Fri	Sportscene	10	Sport	m001pc6d		Arbroath v Dundee Utd	21 Arbroath v Dundee Utd. United start life in the Ch
BBC Two	Sat	Blur at the BBC	15	Music	m001p94b		Give us coffee and TV	21 Give us coffee and TV - and the best bits on the
BBC Two	Sat	Radio 2 in Concert	18	Music	m001p94d	Blur: Radio 2 in Concert	Intimate and live	17 Intimate and live. Anthems and new songs from a
BBC Two	Sun	World Triathlon Series	22	Sport	m001p9dy		The mixed relay at Roker Beach	30 The mixed relay at Roker Beach. Will Beth Potter

WORD NERDS

Vicky Dolan Helen Groom Claire McGinn Steve Williams Danielle Felix

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