

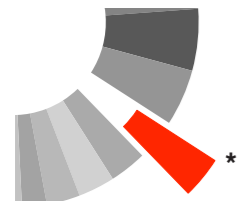
# Knowledge online search demand

## About

This visual is a 'to scale' representation of what 8 million UK internet users searched for online over the course of a year.

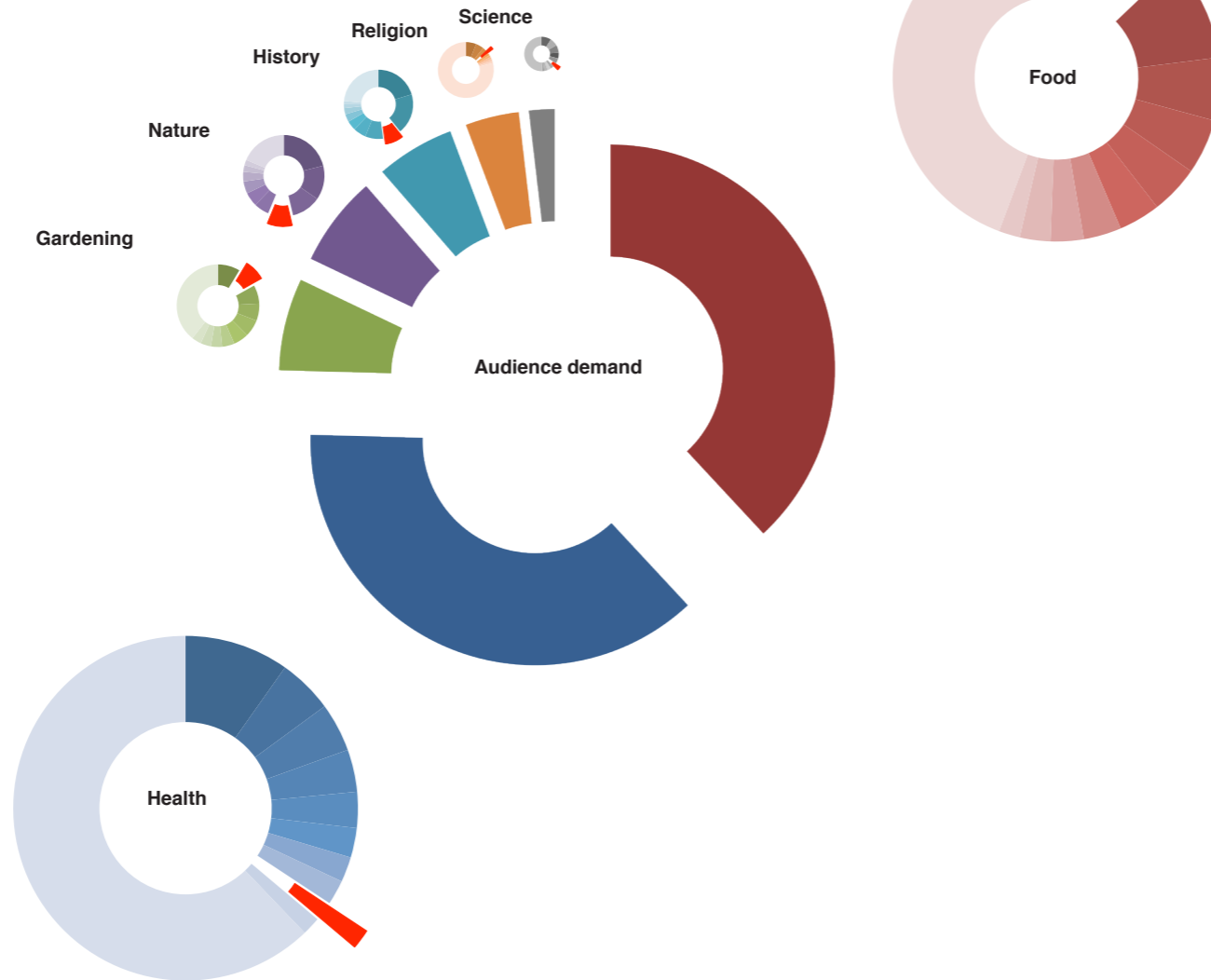
The inner circle segments are the volume of searches made in proportion to the other genres for so for example both health and food received around the same amount of searches.

The smaller circles around the outside represent their respective genres and the proportion of searches within there that ended up going to the BBC's website (represented as a red segment).

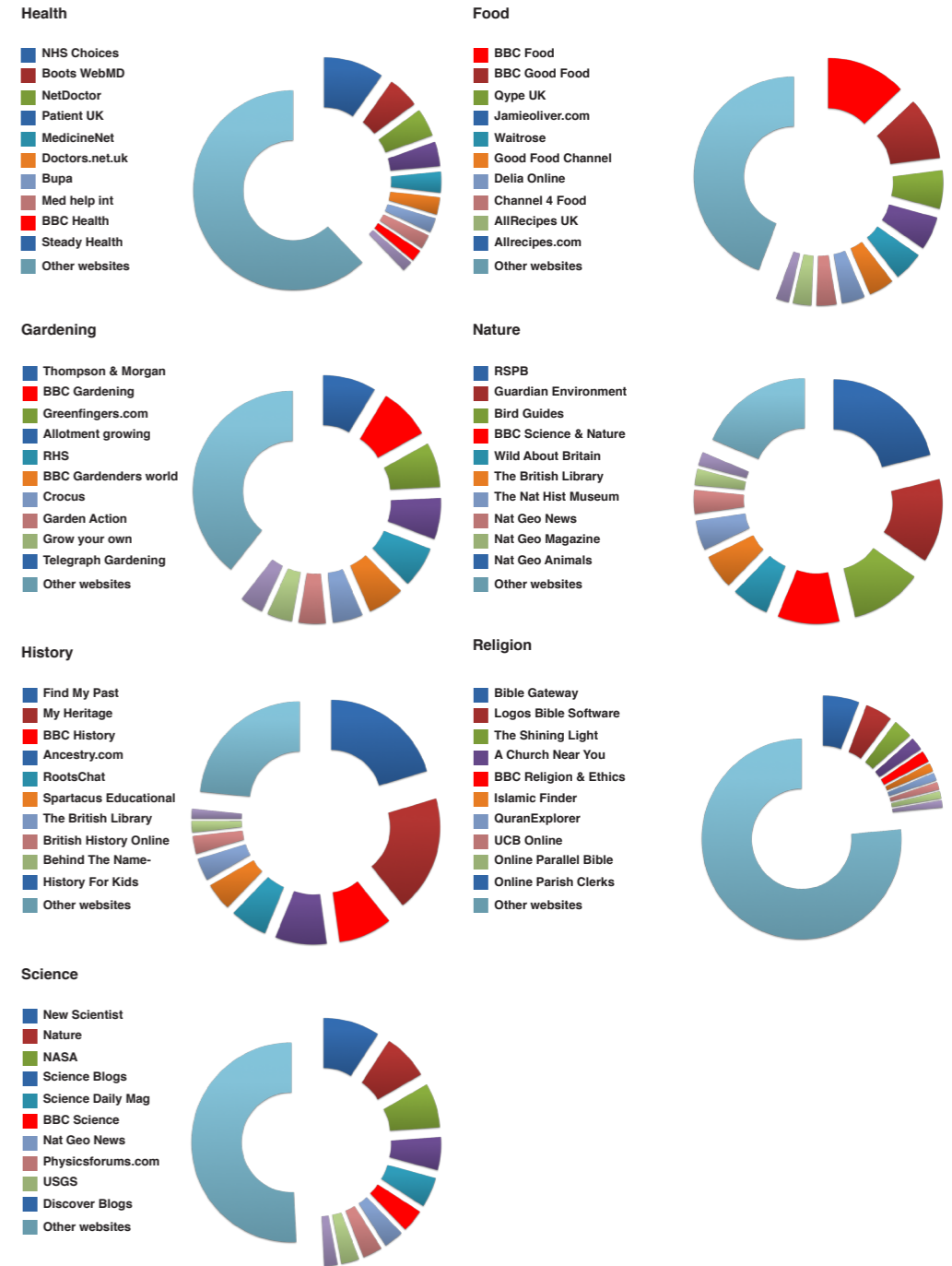


\* BBC share of genre

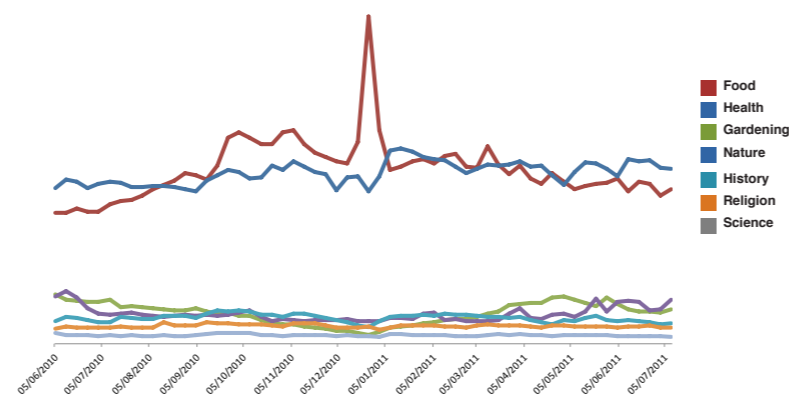
## 1 Market size and visibility



## 2 Competitors (by search demand)



## 3 Over the year



N.B. Competitors in this sense are websites that compete for our search engine traffic. For example, within 'nature' we would expect to be found for 'lion' and therefore compete with any other nature website that currently ranks highly for that search term.