



The BBC is the world's best-known broadcasting brand and today's digital BBC plays a key civic and cultural role in UK life. As an organisation funded by the universal licence fee, the BBC's mission in meeting its public service remit is to inform, educate and entertain. BBC content is watched and listened to via 10 UK-wide network television services, 10 national and 47 Nations & Regions radio stations, and can also be accessed online and via the Red Button.



Market

Broadcasting in the UK is in the middle of a radical transformation, courtesy of digital technology. Around 21 million households already receive digital multichannel television and radio services from a range of suppliers such as Sky, Virgin Media, Freeview, Tiscali and BT Vision (Source: BARB) and 61 per cent of homes have a broadband connection (Source: Screen Digest). By 2012, every home in the UK will receive digital-only television. The original terrestrial public service broadcasters – BBC, ITV, Channel 4 and Five – are now multiplatform, multimedia brands operating 24 hours a day, seven days a week. The BBC reaches the vast majority of the UK audience.

The BBC licence fee makes a significant contribution to UK investment in the creative industries; more than one-third goes straight

to external contracts including investing in independent production. Each year, the licence fee adds £6.5 billion to the UK economy (Source: PricewaterhouseCoopers). The BBC is currently increasing its focus on partnerships with the rest of the UK media in order to share the benefits of the licence fee. For example, in 2008 the BBC and ITV agreed to explore sharing regional news footage and premises where appropriate.

Product

The BBC is thought of primarily as a creator of high-quality content and programming. The product offering is a complex mix with 19 major television, radio and online public service brands.

Today's BBC television and radio brands, particularly BBC One, BBC Two and BBC Radio's 1, 2, 3, 4 and 5 live, attract large terrestrial



audiences. These channels are complemented by digital brands, BBC Three, BBC Four, BBC HD, BBC News, BBC Parliament, CBBC, CBeebies and BBC Alba on television (supplemented by BBC Red Button) and BBC Radio 1Xtra, BBC 5 live sports extra, BBC 6 Music, BBC Radio 7 and the Asian Network on digital radio. The online destination bbc.co.uk is also a recognised brand leader in the UK.

The BBC's Nations & Regions services for England, Scotland, Wales and Northern Ireland produce original content for UK audiences as well as extensive local programming. To ensure it embraces talent from across the UK, the BBC is developing a new creative hub in Salford; by 2016, 50 per cent of production will originate outside London.

The BBC actively develops new talent and supports training opportunities. BBC Blast is a youth creativity service that aims to inspire



13-19 year-olds through online resources, television and face-to-face activity. For adults, BBC Raw is an interactive site to help independent learners improve their basic skills.

The BBC is required to generate additional revenues to reinvest in its core public service. BBC Worldwide, for example, sells on programmes and footage and is the UK's number one international television channel broadcaster.

Achievements

In 2008/09 the BBC received more than 150 programme-related awards across television, radio and new media. These included 30 BAFTAs, 31 Royal Television Society (RTS) awards, 20 Sony Golds for radio and two Webby awards for its online service. BBC iPlayer has gone from strength to strength since its launch, winning 20 marketing and technology awards.

The BBC takes its operational responsibilities seriously and in 2008, was awarded Gold status in the Business in the Community Corporate Responsibility Index.

Recent Developments

The BBC was granted a new 10-year Royal Charter at the end of 2006 that defined expectations of the corporation in a digital, on-demand world; audiences increasingly expect to access programme content 'anytime,

anywhere, anyhow'. In response, BBC iPlayer was launched at the end of 2007 – a free service letting viewers in the UK catch up on more than 400 hours of BBC programming. Furthermore, Freesat launched in May 2008 as a national free-to-view satellite service with ITV, offering up to 200 channels, full interactivity and high definition broadcasts.

Promotion

The trademark block letters of the BBC master brand are associated worldwide with high-quality programmes and services. Subsidiary brand identities for channels and services are regularly refreshed to reflect market changes and audience research. In 2008, the English Regions brands were aligned with a contemporary new look and feel to ensure greater consistency and increased audience relevance.

The BBC aims to help its audiences find content they will enjoy by producing integrated communications campaigns. In 2008, one of its biggest campaigns centred on the Olympic Games and specifically targeted younger audiences. Working with Gorillaz creators, Damon Albarn and Jamie Hewlett, an animated campaign was produced based on the Chinese folklore, 'Monkey: Journey to the West'. The



trails generated close to 50 press articles carrying 100 visible key messages and achieved 1.3 million hits on YouTube.

Designed to build excitement and anticipation, the BBC One Christmas campaign featured Wallace & Gromit and comprised a specially created set of BBC One idents as well as an online game, mobile downloads and preview clips. 'Wallace & Gromit – A Matter of Loaf and Death' was 2008's highest rating TV programme with a 53 per cent audience share, peaking at 14.4 million.



In addition, events and new technologies are used to further engage with audiences. In 2008, BBC Radio 1's Big Weekend festival featured acts such as Madonna and Usher and was attended by 30,000 people. A unique online application gave those who couldn't attend the festival a link to a secret web page, where an exclusive video of The Fratellis performing could be accessed. The application reached 60,000 unique users. The event was also broadcast on the BBC's Big Screens in key locations across the UK.

Brand Values

The BBC exists to serve the public interest and through its mission to inform, educate and entertain, must promote six public purposes as outlined in its Charter. The BBC seeks to be independent and impartial in all of its content.

bbc.co.uk

Things you didn't know about the BBC

BBC iPlayer launched on Christmas Day 2007; by April 2009, total TV views had exceeded 400 million.

Every week, 10 million viewers use the Red Button to access BBC text information such as news, weather and bespoke interactive content.

BBC's Desert Island Discs is the longest running music programme in the history of radio.

1922	1927	1932	1936	1953	1960
British Broadcasting Company (BBC) is formed by a group of leading wireless manufacturers.	The BBC gains its first Royal Charter, ensuring its independence from government, political and shareholder interference.	The BBC moves to the world's first purpose-built radio production centre, Broadcasting House in Portland Place, London.	The BBC opens the world's first regular service of high definition television from Alexandra Palace, north London.	On 2nd June, around 22 million people watch the Queen's coronation live on the BBC – a historic event that changes the course of television history.	BBC Television Centre opens – the world's first purpose-built television building. Authorisation is given for a new channel and BBC Two launches in 1964.