

Public Service Broadcasting and the World Media

Matteo Maggiore, BBC

current performance

Overall BBC weekly reach strong



97%
(97%)

General Election



88%

(adults consumed any BBC election coverage)

Appreciation improving



Appreciation Index average

80
(79, Q1 09/10)

Global News



225m

(weekly audience – more than all US state-funded international broadcasting services at less than half the cost per user)

World Cup 2010 reach



44.5m
(total TV reach)

% of public who would miss the BBC



82%
(70 in 2007)

licence fee settlement (October 2010) – BBC funding until 2017

- Maintain the licence fee at £145.50 to 2017
- Achieve average 4% in cash-releasing efficiencies each year
- Raise current ring-fence within the licence fee (now for digital TV switchover) of approximately £133m p.a. to £150m p.a. and repurpose for broadband
- Assume responsibility for funding the World Service (from 2014/15); BBC Monitoring (2013/14); a partnership with S4C (2013/14); and a partnership with new local TV services
- Develop its plans to enhance DAB national coverage, consistent with the aim of matching national FM coverage as a switchover date draws near.

BBC strategic direction: *Putting Quality First* (March 2010)

The BBC exists to inform, educate and entertain, fulfilling its public purposes to the benefit of the broadest possible audience at best possible value.

The BBC meets this mission by delivering high quality, distinctive content via digital media and legacy broadcasting technology and by sustaining trusted public space, independent of commercial or political control.

Putting quality first

Focus investment in high-quality in five content priorities:

1. Best journalism in the world
2. Inspiring knowledge, music & culture
3. Ambitious UK drama & comedy
4. Outstanding children's content
5. Events that bring communities and the nation together.

Doing fewer things better

Making tough choices to improve our services and making significant changes to the service portfolio.

Guaranteeing access

Working to ensure that UK audiences can always get BBC services free at point of use, catch up on programmes for free on the BBC's website, and access the best of the BBC's library of programmes.

Making the LF work harder

Reducing the cost of running the BBC by one quarter and focusing spend on what matters most to the public:

- Spend not less than 90% of licence fee on high quality content and getting it to audiences...
- And not less than 80% on content.

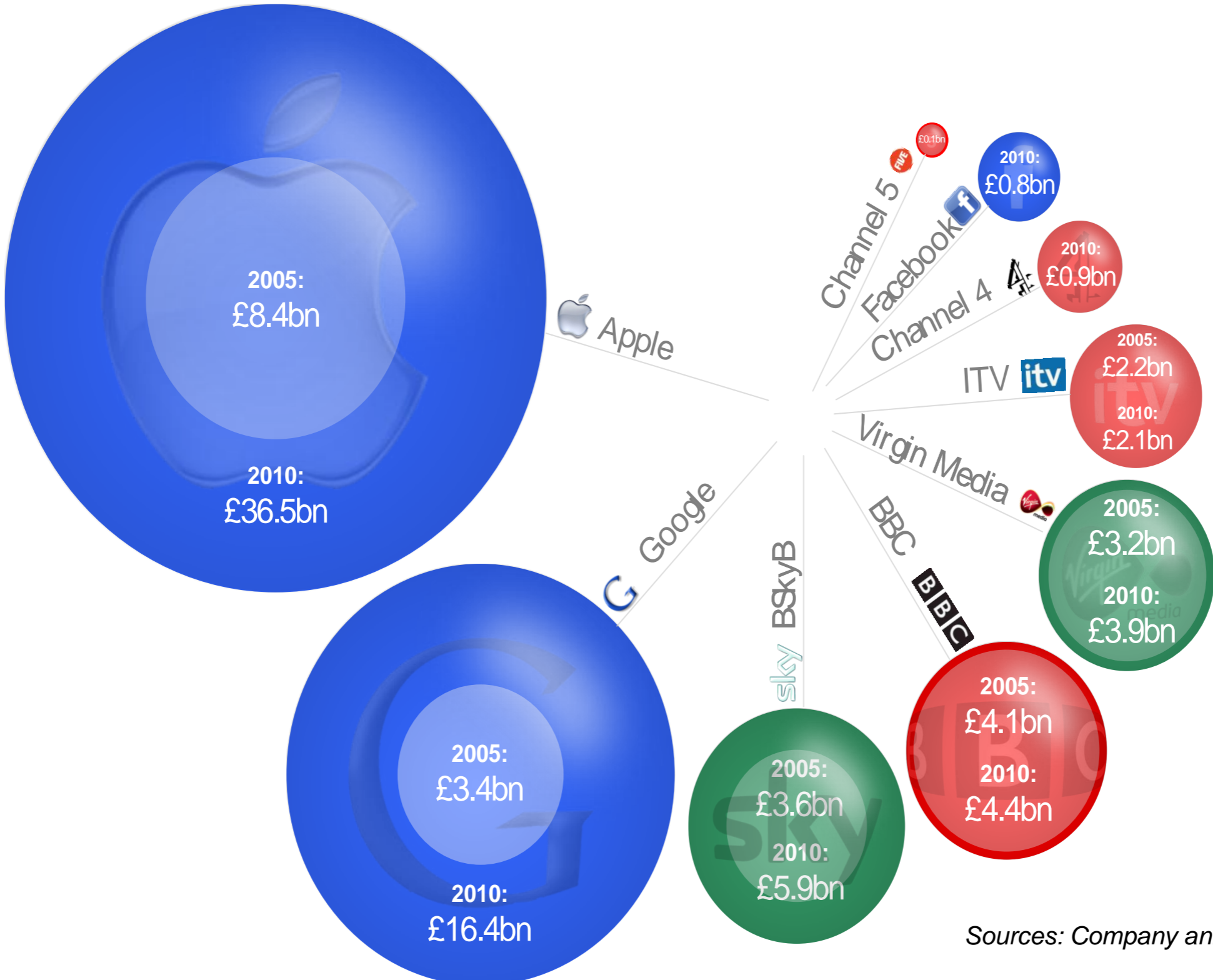
Setting new boundaries

Accepting clearer limits for the BBC:

- A commitment to be "never more local"
- Defining publicly areas BBC online will not undertake
- A cap on spend on sports rights of 9%
- A 2.5% cap on spend on imported programmes.

new, global media

total BBC revenues relative to key UK and US media organisations



Sources: Company annual accounts & reports

multimedia public service remit

- Sustaining citizenship and civil society
- Promoting education and learning
- Stimulating creativity and cultural excellence
- Representing the UK, its nations, regions and communities
- Bringing the UK to the world and the world to the UK
- Helping to deliver to the public the benefit of emerging communications technologies and services, and taking a leading role in the switchover to digital television.

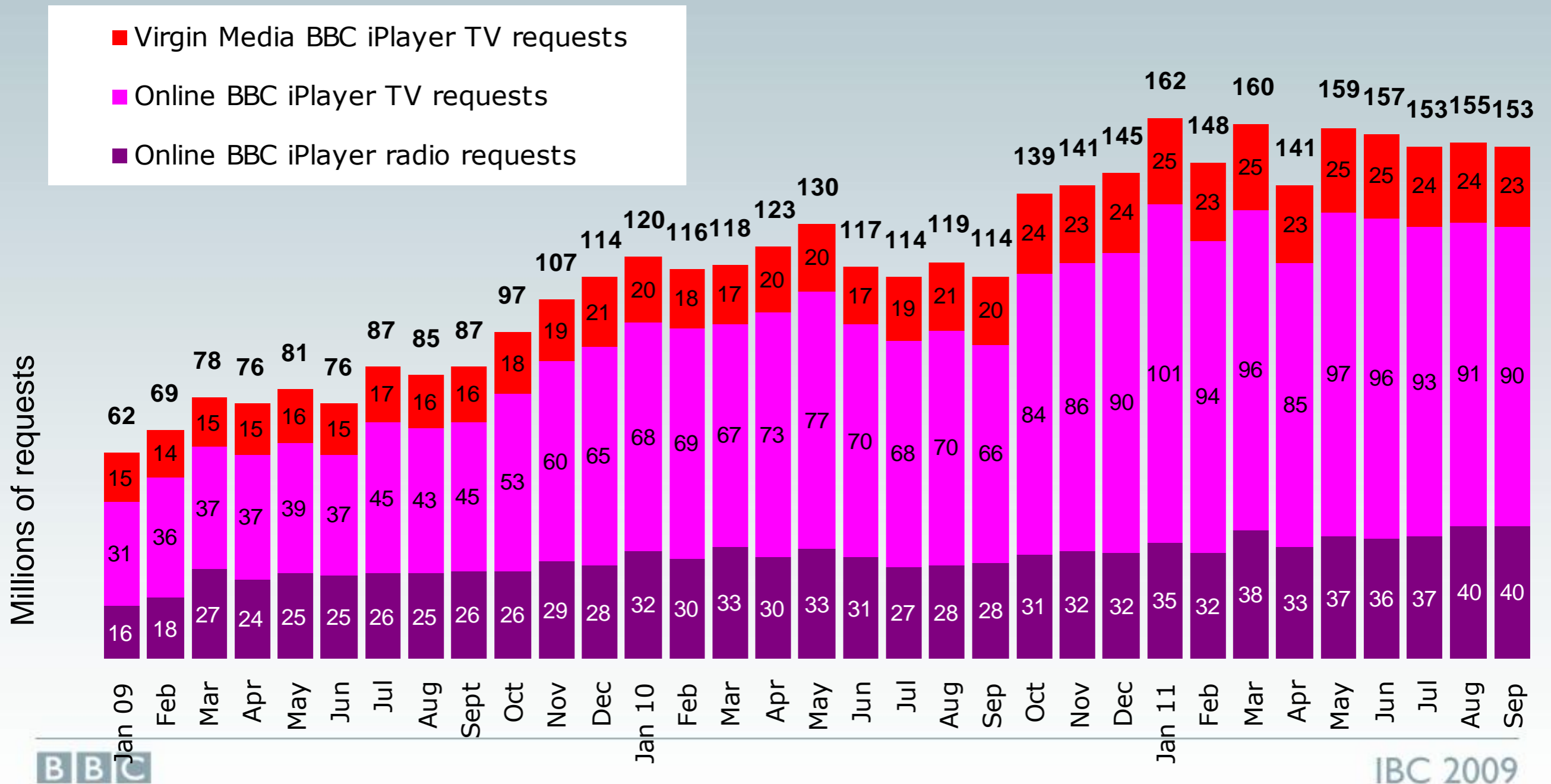


B B C



Total monthly BBC iPlayer requests across all platforms

BBC iPlayer received **153 million requests** for TV and radio programmes across all platforms in September 2011.

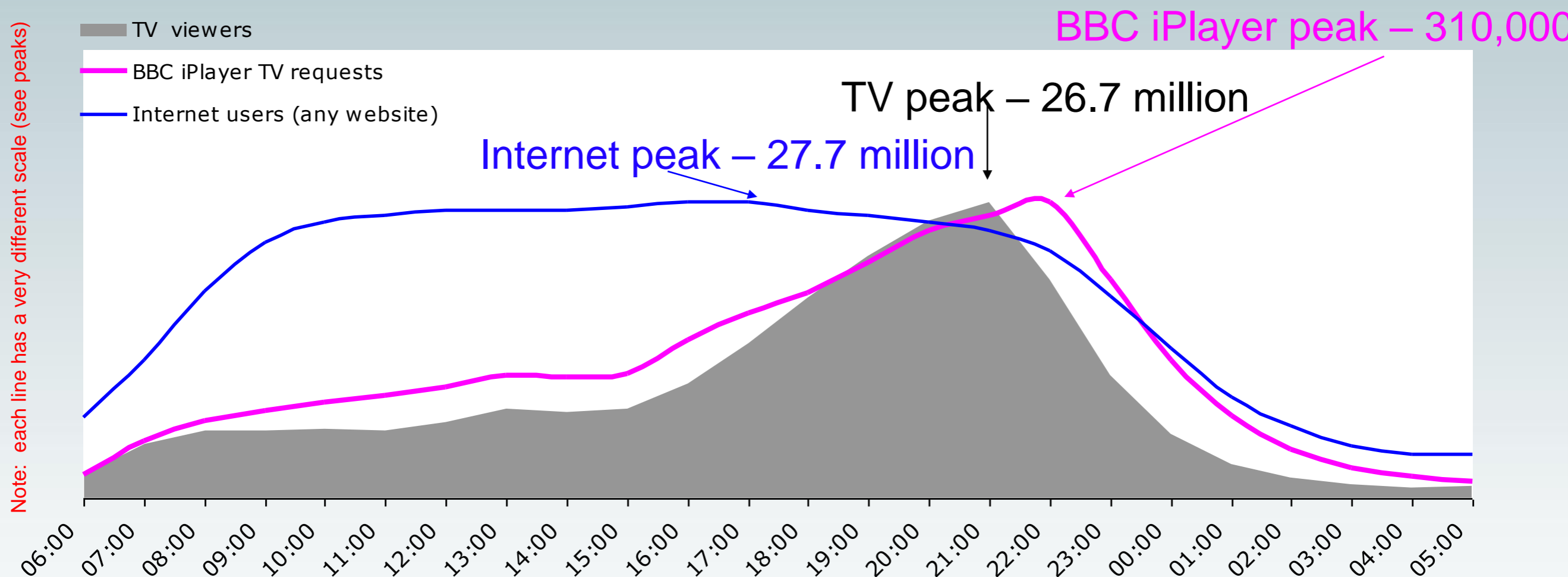


There were measurement problems on 10-11 June which resulted in overcounting on these days.

BBC iPlayer – use for TV by time of day, September 2011

The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing in daytime and late peak.

**Internet and TV usage patterns by time of day
(scales adjusted for comparison)**



youview

Hope THU, 6 JAN 9.59PM



Search

My View

Guide

On Demand

Settings



Who Do You Think You Are? (HD) Two

"Jason Donovan" Ser 7 Ep 9

Actor and singer Jason Donovan was born in Australia and catapulted to fame in the soap opera Neighbours. Beginning in Melbourne, he attempts to trace his roots. (AD,S) 2010, News & Factual

Jason Donovan, Mark Strong

140 Chall+ | 19:05

	FRI 18/11	19:00	19:30	20:00	21:30
101 BBC One	Children in Need	Trapped	EastEnders	The Inspector Lyn...	
102 BBC Two	Who Do You Think You Are?		Mastermind	Gardeners' World	Home Mo
103 ITV1	Emmerdale	Euro Qualifier: England v Bulgaria			
104 Channel4	Channel 4 Ne...	Unreported World	Come Dine With Me	The Even	
105 Five	Five News at 7	Half Hour Program	Police-Interceptors	The Ment	
106 BBC Three	Top Gear		Real Hustle: Cele...	Real Hustle: Cele...	Little Brit
107 BBC Four	World News Today	Proms: Bruckner's Ninth Symphony			
108 BBC HD	The One Show	Natural World	Co...	Gardeners' World	Shooting

show (all) | previous day | next day | to search

youview

TUE 01 WED 02 THU 03 FRI 04 SAT 05 SUN 06 **MON 07 MAR** TUE 13 WED 09 THU 10 FRI 11 SAT 12 SUN 13 MON 14 TUE 15

TUE, 08 MAR 07:12 PM

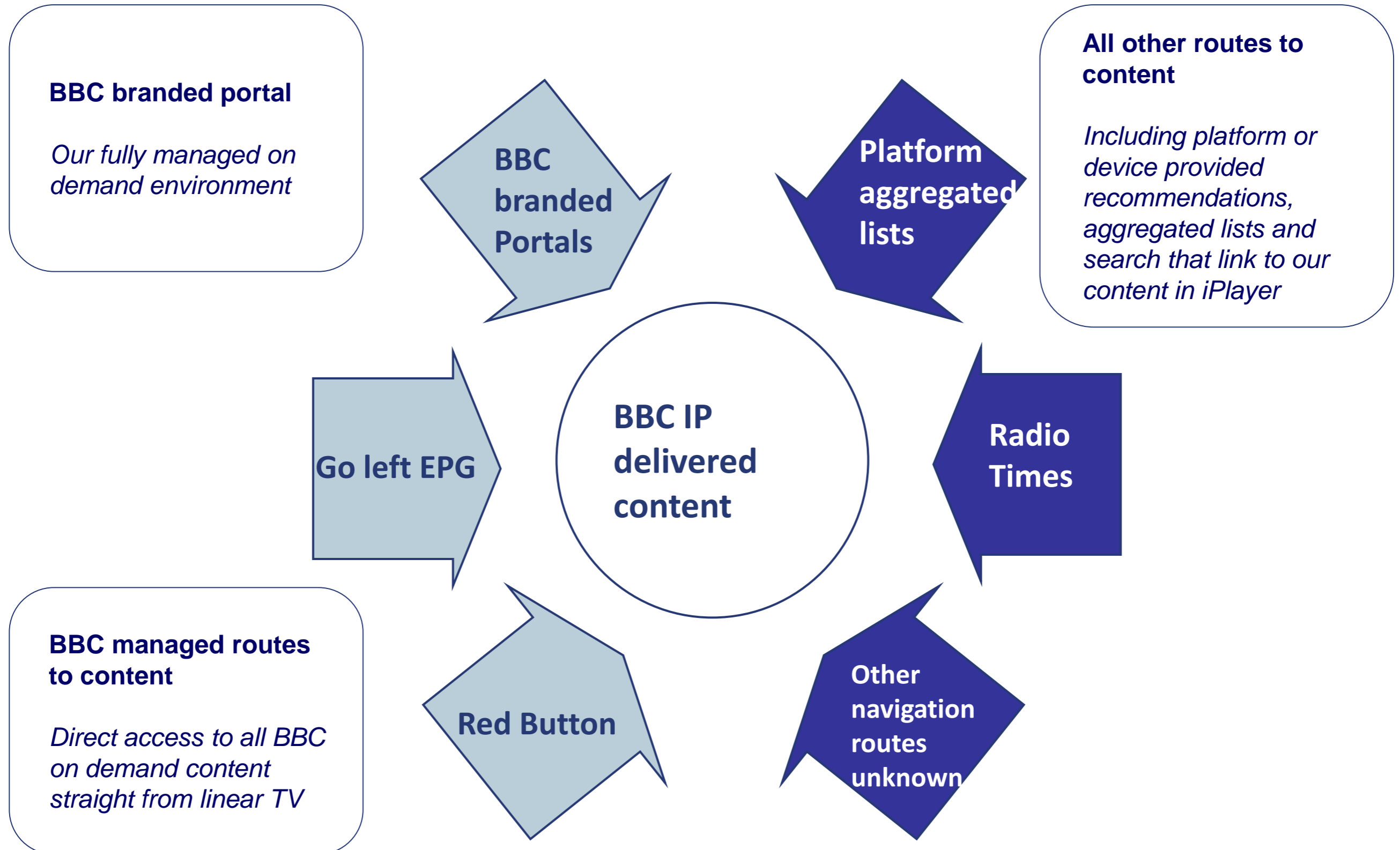
	MON, 07 MAR	05:00 PM	05:30 PM	06:00 PM
001 BBC one	Newsround	Weakest Link	To watch, press OK	BBC News
002 BBC Two	Cash in...	Put Your Money Where Your Mouth Is		Eggheads
003 ITV1	The Chase			London Tonight
004 Channel 4	Come Dine with Me	Coach Trip		The Simpsons
005 Five	5 News at 5	Neighbours		Home and Away
006 ITV2	Loose Women		Judge Judy	
007 BBC Three	This is BBC Three			
009 BBC Four	This is BBC Four			
010 ITV3	Terry and June		Heartbeat	

⏪ ⏩ +/- 24 HOURS

giving audiences more options at their fingertips



We want our IP content to be made available in as many ways as possible

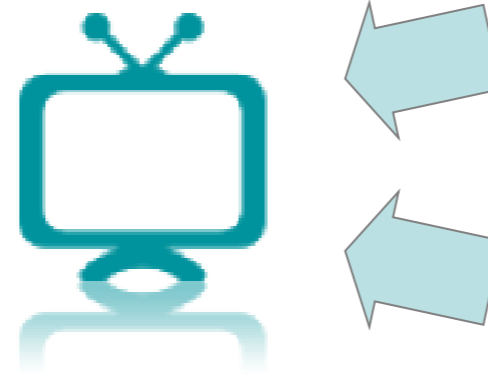


bring together our skills from across the organisation



Product Management

Media Planning



Scheduling

User Experience Design



Rather than enhancing programmes one screen at a time, we will think across screens...



... and lay the foundation for engaging dual-screen experiences



crisis of international (impartial) journalism

- ✓ 40% of all traffic to News sites comes from external referrals - Google Search and Google News principally
- ✓ Google responsible for 30% of traffic to the top News sites
- ✓ Social media becoming more prominent driver of traffic to top News sites – Facebook (more than Twitter) driving 1-7% of traffic to top 25 News sites
- ✓ Google “News Near You” allows smartphones to get news near location
- ✓ Google One Pass: access to subscription News content through 1 log in (similar to Facebook Connect)
- ✓ Twitter for Newsrooms and Journalists on Facebook: services to facilitate use of the social networks by reporters
- ✓ iPad = 1% of world Internet traffic, grew 10% since March 2011



Audiovisuel
> extérieur <
de la France



becoming more global: multiple identities and dilemmas

- news v non news
- (national) public funding v (global) commercial funding
- serving the **national** public v the global audience

