BROADCASTING BY CONSENT

The BBC, Public Service Broadcasting and Charter Renewal in 2017
Most Hazardous Period?

❖ Facing its eleventh Charter renewal, and a level of scrutiny unlike any other in history:

❖ Newly elected Conservative government, previously hostile MP elected Culture Secretary

❖ Continuing ideological opposition

❖ Traditional broadcast rivals pressing for change

❖ New global content generators calling for deregulation

❖ Active campaign to decriminalise licence fee evasion
BBC at a glance

* Keystone of Britain’s public service broadcasting model
* Oldest national broadcaster
* World’s largest (by size) with over 20,000 employees
* Second largest budget of any UK broadcaster
* Sole recipient of close to £4bn public subsidy
* Arguably Britain’s only global media brand
- Two flagship TV channel
- Six Digital TV channels
- Two HD TV channels (simulcasts)
- BBC iPlayer
- Ten National radio stations
- Six Regional radio services
- Forty local radio stations
- BBC Online
- Interactive digital television (Red Button services)
- Staff orchestras, choirs
Almost all of the UK (96% of UK adults) uses the BBC each week.

They spend around 19 hours per week with BBC services.

The public consumes the BBC for substantial periods across multiple platforms.

Almost nine in ten people watch BBC TV overall each week.
BBC Reach and Impact (continued)

* BBC One reaches more people than any other channel in the UK irrespective of age, socio-economic group and location
* Two-thirds of all adults listen to BBC Radio each week
* Half of all adults use BBC Online each week (62% of online adults)
* It is the only UK-owned website in the top ten most-used websites in the UK
Pressure for Change
radical or incremental
ideological/political discourse about the purpose and nature of broadcasting in general and the BBC in particular;

a response to structural forces in the external environment (globalisation, technological advance etc.)

changes in the nature of the broadcasting market driven largely by the first two factors listed above

Intricately linked, together, they fuel the current debate about the purpose, role and standing of the BBC going forward
BBC - relevance and application in the digital age
❖ PSB is an elusive and evolving concept
❖ Decades of review, debate and inquiry
❖ To date, Parliament has continued its support by way of legislative and regulatory interventions and funding
❖ Now, toxic combination of rapid technological change, political and commercially driven calls for the end of positive intervention has produced an ‘end of television’ story
❖ Broadcast pessimism is reaching new peak
❖ BBC firmly in the cross hairs of the debate
The main issues...

- PUBLIC PURPOSE
- FUNDING
- WHICH PLATFORMS?
- WHAT CONTENT?
- GOVERNANCE
PUBLIC PURPOSE

- the in-principle case for the BBC and what justifies a £4bn intervention
- Are the public purposes right and relevent?
- everything flows form this
FUNDING

- what mechanism?
- what scale?
- how to modernise?
- other models
- evasion / regression
- PLATFORMS (and services)
- ongoing commitment to channels
- digital growth
- personalised services
- production v publishing
GOVERNANCE

- How run
- how governed
- how regulated
- maintaining independence
Lorem Ipsum Dolor
DCMS (on behalf of Secretary of State) kickstarts review

House of Lords conducts discreet inquiry

BBC and BBC Trust feed in workstreams

White paper expected January 2016

Draft Charter laid before Parliament summer 2016

New BBC Charter 2017
“Type a quote here.”

Robert Picard