

BBC

The BBC is the world's best known broadcasting brand, offering the full range of programming from independent journalism to live music, arts and specialist factual programmes to ambitious drama and comedy, and outstanding children's content. BBC programmes are accessed via 10 UK-wide network television services, 10 national and 47 Nations and Regions radio stations, plus online and interactive services.

Market

Broadcasting is changing rapidly worldwide as technologies and markets converge, and as content and competition become increasingly global. The BBC recognises that it exists in an increasingly global marketplace, but through its partnership strategy aims to support UK public service broadcasting and the wider UK media sector.

Difficult economic and trading conditions continued in 2011, highlighting the opportunities and support that the BBC is able to offer to the media industry through its careful investment of the licence fee. It works with the big players such as ITV and Channel 4, through the digital terrestrial service Freeview – with independent producers on a range of programmes – and with the best of UK on-air and off-air talent across its portfolio.

In October 2010 it was agreed that the licence fee would be frozen until 2017 and that the BBC would take on new funding responsibilities for the World Service, S4C and BBC Monitoring. Under the banner of 'Delivering quality first', the proposals set out how the BBC can fulfill this settlement and deliver the highest quality programmes and services until the end of the Charter in 2017. A savings target of 20 per cent has been set with £145 million released for reinvestment.

Did You Know?
 The BBC costs each licensed UK household just under 40 pence per day.
 The BBC set up the first dedicated children's programme department more than 60 years ago – and Blue Peter has been a stalwart in its schedules for 54 of them.



Product
 The BBC is primarily a creator of high quality content and programming on television, on radio and online, with a varied portfolio of major service brands including BBC One, BBC Two, BBC Three and BBC Four on television, while on radio the main terrestrial services – BBC Radio 1, 2, 3, 4 and 5 live – are complemented by the digital brands BBC Radio 1Xtra, 4 Extra, 5 live sports extra, 6 Music and Asian Network.

The BBC supports much of its output online; for example, ensuring children's shows are further enhanced by websites that encourage learning in a fun space. The bbc.co.uk website is a recognised brand leader in the UK and one of the most popular content sites in the world. It is also home to the popular BBC iPlayer.

Achievements
 The BBC continues to claim a host of awards in recognition of its high quality programming. In 2011 these included 39 Royal Television Society Awards, 22 BAFTA Awards, 17 Broadcast Awards and 21 Gold Sony Awards. Since its launch, BBC iPlayer alone has received more than 35 marketing and technology awards.

In addition, the BBC maintained its Platinum ranking for 2010/11 in the Business in the Community Corporate Responsibility Index.

Recent Developments
 The BBC has progressed its move to MediaCityUK and by spring 2012 more than 2,300 staff will be working in Salford.

BBC Breakfast, Children's, Sport, Radio 5 live, Learning and Future Media are all relocating, bringing with them some of the BBC's most famous shows, such as Match of the Day and Blue Peter.

Brand History

- ▶ **1922:** British Broadcasting Company (BBC) is formed by a group of leading wireless manufacturers.
- ▶ **1927:** The BBC gains its first royal charter, ensuring its independence from government, political and shareholder interference.
- ▶ **1953:** 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.
- ▶ **1967:** BBC Two begins transmission of the first regular colour television service in Europe.
- ▶ **1980:** After 25 years, Children in Need becomes an event with a whole evening of dedicated programming – and raises £1 million for the first time.
- ▶ **1998:** BBC Choice, the first BBC digital TV channel, launches. It becomes BBC Three in 2003.
- ▶ **2007:** BBC iPlayer launches at Christmas and transforms media consumption in the UK, with 360 million views in its first three months.
- ▶ **2008:** The first full digital switchover takes place in Whitehaven, Cumbria.
- ▶ **2010:** BBC Television Centre, the world's first purpose-built television building, celebrates its 50th anniversary.
- ▶ **2011:** The BBC marks the 75th anniversary of the first regular TV service broadcast from the BBC studios at Alexandra Palace, North London.

The move facilitates the creation of new partnerships with independent producers, cutting-edge digital companies and universities across the North of England.

Promotion

The trademark block letters of the BBC master brand are associated worldwide with values of quality, trust, independence, creativity and distinctiveness.

Subsidiary brand identities – for channels and services, or for specific events – are designed to build on those core values and to help audiences find the content they will enjoy through integrated communications campaigns.

In 2011, BBC Radio 5 live's 'Day in the Live' campaign was created to promote 5 live's positioning of getting 'straight to the heart of things'. A dedicated production team captured the best on-air moments as the day unfolded. A trail then aired the same evening to demonstrate how 5 live broadcasts award-winning news, sport and topical issues to a national audience.



The Teen Awards campaign aimed to take the BBC's key teenage event of the year and give full control to its teen audience. Under the 'You Make It' banner, teenagers were recruited to perform in the TV ad alongside Radio 1 DJs and the superstars from the event's line-up. It was complemented with posters in schools, interactive digital advertising and an extensive social media campaign. Views of the event have increased by more than five times year-on-year.



The positioning was highly successful, with its emphasis on quality and Britishness a timely reminder that the licence fee is invested in UK creative industries.

Did You Know?
 In 2011, 34.7 million people watched at least some of the BBC's television coverage of the royal wedding.
 BBC iPlayer is the UK's most popular catch-up service online, with 153 million requests in September 2011 alone (Source: BBC iStats).

Brand Values

The BBC exists to serve the public interest and to inform, educate and entertain audiences with programmes and services of high quality, originality and value. The BBC brand depends on the BBC's reputation to offer original and independent news, formal and informal learning to all age groups, and unique and innovative content not found elsewhere. The BBC is a supporter of, and showcase for, the best of British creativity.

▶ www.bbc.co.uk

