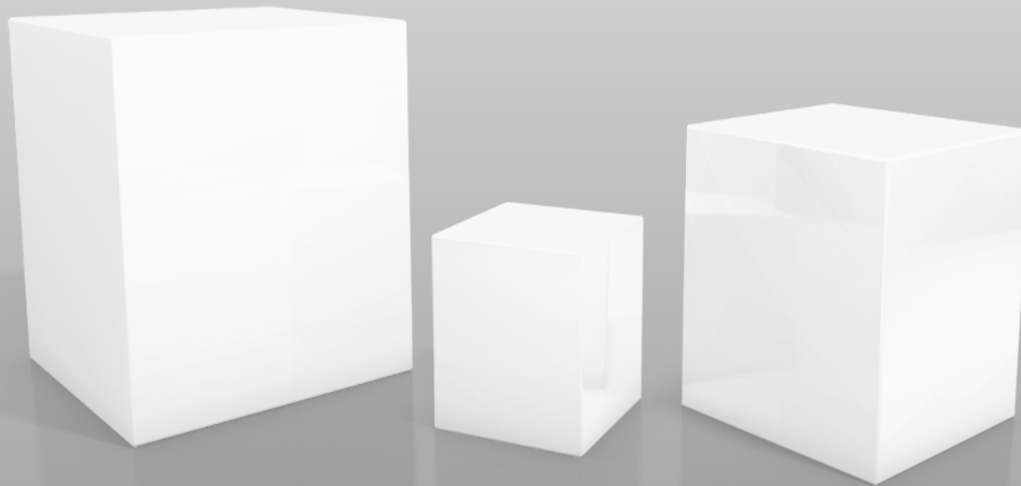


# Putting Quality First



The BBC and Public Space



# The Trust's Challenge

1. How can the BBC best maintain quality and distinctiveness?
2. Where if necessary could its focus be narrowed and its scale reduced?
3. What will a fully digital BBC look like?
4. Can the BBC better define the 'public space' it provides?
5. How can the BBC create most value from its scale?

# Our Five Editorial Priorities

The best journalism in the world

Inspiring knowledge, music and culture

Ambitious UK drama and comedy

Outstanding children's content

Events that bring communities and the nation together

Putting Quality First

**Reprioritise an extra £600m a year**  
for our five editorial priorities by 2013

**90p in every licence fee £1**  
spent on content and distribution by 2016

# Doing Fewer Things Better

**BBC Online is the future of the BBC**

**Time for focus and rationalisation**

# Doing Fewer Things Better - Online

Focusing the BBC's website on the five content priorities

Halve the number of sections (TLDs) on the site

Spend 25% less on the site per year by 2013

Double monthly click throughs to external sites

# Doing Fewer Things Better - Television

Focus on quality and distinctiveness

Changes for BBC Two and Daytime

Extra money for children's services

# Doing Fewer Things Better - Radio

## Changes for BBC Radio 2

# Doing Fewer Things Better - Radio

Proposed closure of BBC 6Music

Proposed closure of BBC Asian Network as a national service

Increasing the quality of local radio:  
boosting investment in local news

# Doing Fewer Things Better

Proposed closure of young teen offerings  
BBC Switch and Blast!

# Guaranteeing Access

Free access to independent, impartial news

Supporting open standards like Freesat and  
Canvas

Opening the BBC's programme library

Making the Licence Fee Work Harder

New sources of efficiency after 2012

Choosing quality over quantity

# Making the Licence Fee Work Harder

Reduce the cost of running the BBC by a quarter

Reducing senior management numbers,  
freezing pay and suspending bonuses

A more agile organisation

A fresh deal for employees

# Setting New Boundaries

Cut spending on imported programmes and films by 20%

Capping sports rights spending

Never more local than we already are in England

Stating the boundaries for BBC Online

# New Behaviours

An open and responsive public institution

Consider potential market impact

Partnership will be our default setting

New limits to BBC Worldwide's activities

# What Happens Next?

Proposals with the BBC Trust for consultation

Impact on employment

Opportunities for redeployment

Seek to avoid compulsory redundancies

# Conclusion

A long term strategy for 2012-2016

Delivering a strong confident BBC  
focused on what the public really value

Clear priorities and clear limits in a digital age

# Putting Quality First



The BBC and Public Space

