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

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