

Putting Quality First

The BBC and Public Space

Director-General Mark Thompson's PowerPoint presentation
2 March 2010

Slide 1: The BBC 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?

Slide 2: 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

Slide 3: Putting quality first

Reprioritise an extra £600 million a year for our five editorial priorities by 2013
90p in every licence fee £1 spent on content and distribution by 2016

Slide 4: Doing fewer things better

BBC Online is the future of the BBC
Time for focus and rationalisation

Slide 5: Doing fewer things better - Online

Focusing the BBC's website on the five content priorities
Halve the number of sections ('top level domains' or TLDs) on the site
Spend 25% less on the site per year by 2013
Double monthly click-throughs to external sites

Slide 6: Doing fewer things better - Television

Focus on quality and distinctiveness
Changes for BBC Two and Daytime
Extra money for children's services

Slide 7: Doing fewer things better - Radio

Changes for BBC Radio 2

Slide 8: Doing fewer things better - Radio

Proposed closure of BBC 6 Music
Proposed closure of BBC Asian Network as a national service
Increasing the quality of local radio: boosting investment in local news

Slide 9: Doing fewer things better

Proposed closure of young teen offerings BBC Switch and Blast

Slide 10: Guaranteeing access

Free access to independent, impartial news
Supporting open standards such as Freesat and Canvas
Opening the BBC's programme library

Slide 11: Making the licence fee work harder

New sources of efficiency after 2012
Choosing quality over quantity

Slide 12: 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

Slide 13: Setting new boundaries

Cutting 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

Slide 14: 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

Slide 15: What happens next?

Proposals with the BBC Trust for consultation
Impact on employment
Opportunities for redeployment
Seek to avoid compulsory redundancies

Slide 16: 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