Executive Board

11 October 2010
1030 – 1530
Rm 3028, Broadcasting House, London

Attendees

1. Minutes from the Executive Board meeting on 13 September 2010
2. Updates
3. World Service Update
4. Global Strategy
5. International iPlayer
6. Global Review

Commercial Update

Digital Radio Strategy

Siemens Technology Framework Contract

Director updates

Papers for approval

Local Radio Content Sharing Trial

Review of Children’s Audio

Radio 4 Extra

Appointment of new member to the Charity Appeals Advisory Committee

Any Other Business

Papers for Noting

Summary of papers and actions from Finance Committee
Attendees

Present
Mark Thompson  Director-General (Chair)
Mark Byford  Deputy Director-General (items 1-7, 10.3)
Lucy Adams  Director, BBC People
Sharon Baylay  Director, Marketing, Communications & Audiences (MC&A)
Jana Bennett  Director, Vision
Erik Huggers  Director, Future Media and Technology (FM&T)
Zarin Patel  Group Finance Director
Peter Salmon  Director, BBC North
Caroline Thomson  Chief Operating Officer
Tim Davie  Director, Audio and Music (A&M)
Marcus Agius  Senior non-executive director
Val Gooding  Non-executive director
Mike Lynch  Non-executive director
David Robbie  Non-executive director
Samir Shah  Non-executive director
Robert Webb  Non-executive director

With
Jo Clarke  Acting Head of the Executive Unit (Secretary)
Jessica Cecil  Head of the Director-General’s Office
Christina Roski  Business Manager, Executive Board
John Smith  Chief Executive BBCWW (items 4 & 5)
Peter Horrocks  Director, World Service (item 3-4)
David Moody  Director of Strategy, BBC Worldwide (item 4 & 5)
John Tate  Director Policy and Strategy (item 6)
Alix Pryde  Controller, BBC Distribution (item 6)
Will Jackson  Head of Strategy (item6)
John Linwood  Chief Technology Officer (item 7)
Peter O’Kane  Director of Supplier Management and Service (item 7)

Apologies
None
1  Minutes from the Executive Board meeting on 13 September 2010

1.1  The minutes from the September Board were approved subject to amendments to attendance. Executive Board members noted the summary of the minutes for publication.

2  Updates

2.1  Lucy Adams and Zarin Patel updated Executive Board on industrial relations and the amendment to the pension proposals.

3  World Service Update

3.1  Mark Byford and Peter Horrocks updated Executive Board on the discussions taking place with the Foreign Office regarding World Service funding and the funding of BBC monitoring. Framework figures had been received from the Foreign and Commonwealth Office.

4  Global Strategy

4.1  The paper proposed a pilot of the Global iPlayer service - a commercial Video On Demand (VOD) service based on BBC iPlayer technology and branding.

4.2  Executive Board discussed the paper, focussing particularly on rights and licensing issues. The Board also discussed how the content proposition would differ from the domestic iPlayer. It was confirmed that all the content would comply with the relevant BBC editorial codes and guidelines.

4.3  Erik Huggers confirmed for the Board that FM&T had sufficient capacity to manage the launch programme.

4.4  The Executive Board approved a pilot of the Global iPlayer service in 2011. If the pilot is successful BBCW will return to the Executive Board to seek approval for the launch of the full service in 2012.

Global Review

4.5  The paper updated the Executive Board on the Global Review and built on the first paper presented to the Executive and the Trust in May. The Global Review did not make specific recommendations on detailed strategy, rather it aimed to clarify the purpose of international activity and ensure mechanisms were in place to deliver the BBC’s objectives.
4.6 Executive Board discussed the paper. It was clear that more work was needed before a global strategy in which the BBC public service and BBCW were aligned could be finalised.

4.7 The Board noted the priority which the BBC Trust placed on increased funding to World News, but agreed that the case would need to be considered in line with the BBC’s other funding priorities.

4.8 The Board agreed that there was more work to do on developing an appropriate governance structure for international matters.

4.9 Executive Board agreed that it was important to produce a clear set of basic principles which could form a framework for international activity.

5 Commercial Update

5.1 John Smith provided the Executive Board with an update on the commercial businesses.

5.2 Executive Board noted the commercial update

6 Digital Radio Strategy

6.1 This paper was a response to the BBC Trust’s request for a digital radio strategy, bringing together proposals for content, distribution, marketing and technology.

6.2 Executive Board discussed the recommendations on Content, Distribution, Marketing and Technology set out in the paper.

6.3 The Board noted that further and more detailed proposals on distribution would return to the Board at a later date.

6.4 The Board noted the importance of technological innovation for the future of DAB.

6.5 Executive Board agreed the recommendations regarding Content, Distribution, Marketing and Technology set out in the paper.

7 Siemens Technology Framework Contract

Siemens TFC Update

7.1 This paper was a report to the Executive Board on the performance of the 10.5 year Technology Framework Contract (TFC) for the provision of technology services by Siemens IT Solutions & Services (SIS) to the BBC.

It provided a general update on: the services provided under the TFC and the relationship with SIS; recent service issues; and, mitigation activities that the BBC and SIS were taking.

This paper responded to a request from the Executive Audit Committee to provide an update to the Executive Board.
7.4 Executive Board noted the general update on the Siemens Technology Framework Contract and agreed that it was important to strengthen the BBC’s management of the relationship.

8 Director updates

a) Audiences and all services

8.1 Sharon Baylay and Jana Bennett briefed the Board on key highlights for the previous month.

b) Regulatory and Industry

8.2 Caroline Thomson provided an update on regulatory and industry matters.

c) Finance

8.3 Executive Board noted the Finance Report

d) Journalism

8.4 The Board noted the update from Mark Byford.

Papers for approval

9 Local Radio Content Sharing Trial

9.1 The paper sought Executive Board approval to launch a trial of daytime content sharing between geographically adjacent local radio stations. The trial would test the audience value and market impact considerations of this strategy in order to provide the evidence required to allow the Trust to consider a permanent change.

9.2 The paper laid out the proposed format of the trial and assessed its market impact. It would consist of sharing in non core hours in two local radio regions (comprising five stations in total) in order to release resources to be reallocated into core dayparts, breakfast and mid morning, in order to increase the impact of local content at times of peak audience engagement.

9.3 The approach has been agreed with BBC Policy. As an open trial, it requires approval from Executive Board. A description of the pilot will be seen by the Trust Unit to allow them to monitor the significance of the change in relation to the local radio service licence. A permanent change would require full Trust approval.

9.4 The Executive Board approved the launch of the local radio content sharing trial.
10 Review of Children’s Audio

10.1 *Putting Quality First* identified children’s content amongst its five content priorities and underlined the BBC’s commitment to “thrilling children and making them laugh as well as exciting their curiosity in the world around them”. The paper took a broader view of Children’s audio and drew on new research to ensure the BBC provided the right content in the right way to this important audience group.

10.2 The Board approved the overall strategy for Children’s audio, in particular:

- A focus on family-friendly content for older children on Radio 4 Extra (currently Radio 7)
- Creation of CBeebies pre-school audio available online for download

11 Radio 4 Extra

11.1 *Putting Quality First* recommended that “Radio 7’s current distinctive offering will be developed through new content and closer ties with Radio 4, culminating in the re-branding of the station as Radio 4 Extra”. This paper provided a fuller description of the strategy for repositioning Radio 7, articulating the key editorial changes and exploring the impact on existing listeners. The repositioning was also framed in the broader context of the BBC’s refreshed digital radio strategy.

The paper would be submitted to the BBC Trust in October as a follow up to the main Service Licence review submission which proposed changes to the children’s programming on Radio 7. It should be noted that changes to children’s programming are considered a prerequisite to successfully repositioning the station as Radio 4 Extra.

11.2 The Board approved the repositioning of Radio 7 as Radio 4 Extra, specifically:

- Closer editorial ties between Radio 4 and Radio 4 Extra, with the extension of key titles across both stations (e.g. *Archers*, *Desert Island Discs*)
- Doubling the level of cross-promotion from Radio 4
- Rebranding Radio 7 as “Radio 4 Extra”

12 Appointment of new member to the Charity Appeals Advisory Committee

12.1 The AAC works with the BBC’s Charity Appeals Advisor to assist the BBC in managing the reputational and other risks associated with charity appeals.

Responsibility for the appointment of Members of the AAC lies with the Executive Board.

12.2 Executive Board approved the appointment of Nalini Singh Varma as a Member of the Charity Appeals Advisory Committee (AAC).
13    Any Other Business

13.1  There was no other business

Papers for Noting

14    Summary of papers and actions from Finance Committee

14.1  The Board noted the summary of papers and actions at the Finance Committee meetings.