Executive Board

MINUTES

21st October 2014
1130 - 1530
Room 3028, Old Broadcasting House

1. Briefing: Youth & Reach
2. Youth Strategy
3. BBC Earth
4. Management Information Pack
5. Distinctiveness in TV
6. Sports Rights
7. Music Radio
8. Updates and Live Issues
9. Syndication and Distribution
10. BBC Worldwide Business
11. Papers for offline approval/noting
Attendees

Present
Tony Hall  Director-General (Chair)
Anne Bulford  Managing Director, Finance and Operations
Danny Cohen  Director, Television
Tim Davie  CEO, BBC Worldwide and Director, Global
James Harding  Director, News and Current Affairs (morning only)
James Purnell  Director, Strategy and Digital
Helen Boaden  Director, Radio
Fiona Reynolds  Senior Non-executive director
Simon Burke  Non-executive director
Alice Perkins  Non-executive director
Dharmash Mistry  Non-executive director
Sir Howard Stringer  Non-executive director

With
Alan Yentob  Creative Director
Clare Sumner  Chief of Staff, Director-General's Office
Phil Harrold  Company Secretary
Matthew Godfrey  Head of Executive Business
Gautam Rangarajan  Director of Strategy (for items 1,2 and 4)
Damian Kavanagh  Controller, BBC Daytime (for item 2)
Najma Rajah  Chief Policy and Economics Advisor (for item 2)
Ralph Rivera  Director, Future Media (for item 3)
Matt Walker  Editor, BBC Earth (for item 3)
Eva Applebaum  Director, BBC Earth Online (for item 3)

Apologies
Nick Hytner  Non-executive director
1. **Briefing: Youth and Reach**

Summary: The Board discussed the issues around reach and consumption (particularly for young audiences) that were set out in the data pack provided to them. This was to inform the discussion of the draft BBC Three and BBC One +1 Public Value Test application, which was the next item on the agenda.

2. **Draft BBC Three and BBC One +1 Public Value Test application**

Summary: the board discussed the BBC's strategy for young audiences and approved the proposals that were presented, both as individual projects and as an overall strategy.

3. **BBC Earth**

Summary: BBC Earth was presented to the Board as an example of a digital content brand.

3.1 The Board noted that this is the BBC’s first global, digital content brand and also represents a strong example of BBC Worldwide and the public service BBC working together.

4. **Management Information Pack**

Summary: the Board discussed the format and content of the monthly management information pack.

5. **Distinctiveness in TV**

Summary: The Board discussed the Executive’s response to BBC Trust queries about distinctiveness in BBC television.

6. **Sports Rights**

Summary: The Board approved a mandated budget to bid for sports rights.

7. **Music Radio**

Summary: A number of minor service licence changes to music radio stations were discussed by the Board.

8. **Updates and Live Issues**

Summary: Tony Hall and Directors provided verbal updates on current issues.
9. Syndication and Distribution

Summary: The Trust is preparing a new policy framework for the BBC’s broadcast and IP distribution activity. The Executive has been asked to provide the Trust with input into this Distribution Framework, to be considered before a consultation is launched. These recommendations were approved by the Board for onward submission to the Trust.

10. BBC Worldwide Business

Summary: Three items of BBC Worldwide business were discussed and approved by the Board.

11. Papers for offline approval/ noting

The following papers were circulated for offline approval/noting this month. All of these papers were approved/noted:

- Minutes from the September Executive Board meeting
- Charity Appeals Annual Report
- Local TV Update
- PEB Criteria and Election Guidelines
- Criteria for Foreign Language Service Extensions

11.2 It was agreed that Anne Bulford is the new BBC representative on the Children in Need Board.