

Our role and purpose

The BBC serves the public interest through the promotion of its six public purposes

Sustaining citizenship and civil society

The BBC provides high quality news, current affairs and factual programming to engage its audiences in important current events and ideas.



Representing the UK, its nations, regions and communities

The BBC reflects the UK's many communities, promoting awareness of different cultures and viewpoints, but also brings audiences together for shared experiences.



Promoting education and learning

Education and learning lie at the heart of the BBC's mission and have a part to play in the delivery of all its public purposes.



Bringing the UK to the world and the world to the UK

The BBC supports a global understanding of international issues and broadens UK audiences' experience of different cultures.



Stimulating creativity and cultural excellence

The BBC encourages interest, engagement and participation in cultural, creative and sporting activities across the UK.



Delivering to the public the benefit of emerging communications, technologies and services

In promoting its other purposes, the BBC helps audiences to get the best out of emerging media technologies.



- The BBC exists to serve the public, and its mission is to inform, educate and entertain. Within the overall public purposes, the Trust sets the strategic framework for the BBC, and the Executive, led by the Director-General, delivers the BBC's services and creative output.

- The following pages outline the strategic objectives agreed by the Trust and the Executive and provide some highlights illustrating how the BBC has worked to achieve them.

The BBC's objectives

This year the BBC has aimed to deliver four strategic objectives

 <p>Quality and distinctiveness</p> <p>All BBC services should offer high-quality content that is distinctive in terms of its creative ambition, high editorial standards and its range and depth.</p>	 <p>Value for money</p> <p>The BBC should improve value for money and open itself to external scrutiny of this area. It should become more efficient and increase investment in content whilst reducing overheads.</p>	 <p>Openness and transparency</p> <p>The BBC should enable the public, and the market in which it operates, to understand how it spends its money, how it performs and what it plans to do next.</p>	 <p>Serving all audiences</p> <p>The BBC should reflect the diversity of its audiences in both its programmes and its workforce. All audiences should have access to relevant BBC services.</p>
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In light of a new strategy agreed during the year, the Trust and Executive have agreed some changes to these objectives

 <p>Make the most creative and distinctive output</p> <ul style="list-style-type: none"> ■ Create outstanding content to build the BBC's reputation in key genres and make each service as distinctive as it can be ■ Ensure the BBC reflects the diversity of the UK 	 <p>Innovate online to create a more personal BBC</p> <ul style="list-style-type: none"> ■ Innovate fast online and enhance people's personal connection with the BBC
 <p>Serve all audiences</p> <ul style="list-style-type: none"> ■ Maintain the mass appeal of channels ■ Pursue universal access on new platforms and keep pace with new consumption behaviours ■ Better reflect the different nations, regions and communities 	 <p>Improve value for money through a simpler, more efficient and more open BBC</p> <ul style="list-style-type: none"> ■ Create a simpler, more efficient and more open BBC ■ Build new creative partnerships ■ Engage staff with the strategy

Serving everybody with a range of great content delivered in new ways

Reaching new audiences

Audience reach

Percentage of UK adults who use BBC TV, radio or online each week.

96%

2012/13: 96%



Total time spent

Length of time these audiences spend with the BBC each week.

18.5 hours

2012/13: 19.5 hours



Highlights of the year



Doctor Who

The *Doctor Who* 50th Special was shown on TV in 98 countries; was broadcast in 15 languages; and sold 649,138 cinema tickets in 25 countries. In the UK it was watched by an average audience of 12.8 million, plus an additional 3.2 million iPlayer requests.

Wimbledon

A peak audience of 17.0 million viewers watched Andy Murray win Wimbledon, the highest for a Wimbledon final since at least 2002 (when current measurement began). 94% of the audience felt the BBC's coverage was high quality.



News

The day of the birth of HRH Prince George was a record day for global performance on BBC News Online – visited by 19.4 million browsers from around the world.

Leading the way with digital content



BBC iWonder

Introducing iWonder

In March 2014, knowledge and learning sites on BBC Online (which includes iWonder) achieved record reach, visited by 5.6 million UK internet browsers on average per week.



BBC Weather app

The BBC Weather app, released in June 2013, has been downloaded 6.3 million times.



CBeebies app

The CBeebies app, released in August 2013, has been downloaded 2.4 million times.

Better value for money

Cost per household

A six-year licence fee settlement was agreed in 2010 which has frozen the licence fee at £145.50 until 2017.

Per day

40p

2012/13: 40p

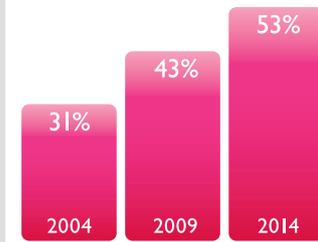
Ongoing savings

We have saved £374million p.a. so far through our Delivering Quality First programme and are on track to achieve the full £700million p.a. savings required by 2016/17.

£374m

Public support for the licence fee

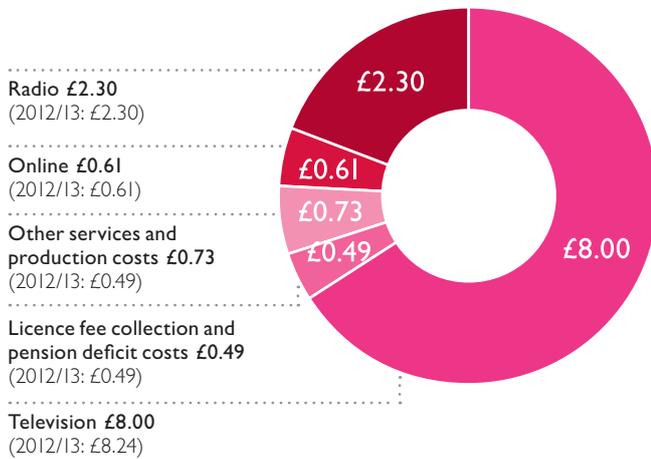
53% of the public support the licence fee as the means of funding the BBC, compared with 26% for advertising and 17% for subscription.



Source: Ipsos Mori

Monthly spend by licence fee

£12.13 per household



BBC spend in the creative economy 2013/14

Total of £1.1bn

BBC performing groups £25m
(2012/13: £24m)

Artists, contributors and copyright £282m
(2012/13: £282m)

Acquired programmes transmitted £59m
(2012/13: £70m)

External programme facilities and resources £257m
(2012/13: £232m)

Independent programmes transmitted £484m
(2012/13: £490m)



The cumulative impact and spending power of over 20 million television licences can deliver more than content alone. As well as in-house staff, we are able to provide work for many freelance individuals and thousands of large and small businesses across the UK – delivering sustainable benefits to digital and creative industries, as well as the wider British economy.

	2013/14		2012/13	
	Spend per year (£m)	% of licence fee	Spend per year (£m)	% of licence fee
Television Ten channels	2,276	66	2,472	68
Radio 15 network stations and Local Radio	650	19	670	19
Online BBC Online and BBC iPlayer	174	5	177	5
Other services and production costs	205	6	133	4
Licence fee collection and pension deficit costs	151	4	160	4

The above analysis corresponds to UK PSB Group content expenditure on page 122, although the costs incurred to generate other income are excluded as they are not funded from the licence fee.