

# **Operating Agreement: BBC World Service**

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## 1. Remit

The BBC World Service involves the broadcast or other distribution of news and information, and the delivery of other services, aimed primarily at users outside the UK. The BBC World Service, as part of the BBC Global News Division, aims to be the world's best known, most creative, and most respected voice in international news, thereby bringing benefit to audiences around the world, the UK and the BBC.

At the core of the service are the BBC's values of impartiality, accuracy, independence and authoritativeness.

## 2. Scope of BBC World Service

To deliver its remit, BBC World Service provides services in 28 languages (including English) around the world across a range of different platforms including radio, television, and digital media.

BBC World Service has two full publicly funded television channels – BBC Arabic, targeted at audiences throughout the Middle East, and BBC Persian, targeted at audiences in Iran and parts of Afghanistan.

Radio services are available on short wave, medium wave and on FM – either through the BBC's own relays or through partner stations – as well as via satellite and cable channels. BBC World Service's English output is also available on digital platforms in the UK, and is the sustaining service for BBC Radio 4 overnight.

All BBC World Service audio output is available live online. Key language services provide a 24/7 fully multimedia news offer online.

## 3. Overview of aims and objectives

BBC World Service should, through demonstrating the BBC's values of impartiality, accuracy, independence and authoritativeness, seek to address the enduring global gap in the provision of trusted international news, by providing impartial reporting and analysis of the highest quality. It should make a significant contribution to the BBC's public purposes, in particular of bringing the UK to the world and the world to the UK, and sustaining citizenship and civil society around the world through providing an indispensable service of independent analysis and explanation, with an international perspective which promotes greater understanding of complex issues.

It should connect and engage audiences by facilitating a 'global conversation' - an informed and intelligent dialogue which transcends international borders and cultural divides; by giving communities around the world opportunities to create, publish, and share their own views and stories; and, thereby, enabling people to make sense of increasingly complex regional and global events and developments.

To deliver these aims, BBC World Service should:

- provide a 24-hour international news and information radio service in English, with schedules tailored to different parts of the world, and available on the most relevant platforms in each market.
  - provide news and information services in 27 further languages, with schedules and volume of output tailored to each market, available on a range of platforms as appropriate and feasible
  - provide audio and text services online in all languages, with full 24-hour online news offers in key languages
- provide access to World Service output on new technologies, such as mobile and other digital media, where feasible.

#### **4. Accountability**

##### Managerial

BBC World Service, as part of the BBC, has complete editorial independence from Government<sup>1</sup>. Responsibility for ensuring that BBC World Service delivers its remit in accordance with the Royal Charter rests with the BBC Trust through the BBC's internal mechanisms. The Trust is responsible for approving any submissions to government seeking funding, and for the BBC's stewardship of any Grant-in-Aid income.

The Trust and the Executive Board, as appropriate, shall consult with the Foreign and Commonwealth Office (FCO) on matters relating to the operation of BBC World Service.

The Executive Board may inform the FCO of proposals that require the approval of the Foreign Secretary prior to these proposals being presented to the Trust, however the Foreign Secretary's approval shall not be formally sought until the Trust has made a determination on the matter.

Notwithstanding the need for a collaborative working relationship with the FCO, the Trust and the Executive Board shall ensure that the BBC's editorial independence is protected at all times.

##### Budget and financial

BBC World Service is currently funded through a parliamentary Grant in Aid. From 1 April 2014, BBC World Service will be funded from the licence fee.

The Grant-in-Aid is negotiated with HM Treasury through the FCO as part of the Government's Spending Review process. The Trust will approve any funding bid before it is formally submitted to the FCO as part of the Spending Review process.

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<sup>1</sup> BBC/FCO Broadcasting Agreement, December 2008

Grant-in-Aid allocations to 1 April 2014 are as follows:

	2011/12 (£m)	2012/13 (£m)	2013/14 (£m)
Operating	233.2	228.2	224.2
Capital	22	16	16
<b>Total</b>	<b>255.2</b>	<b>244.2</b>	<b>240.2</b>

The FCO appoints an Accounting Officer, usually the Director of BBC World Service, to ensure financial accountability. Arrangements for this are set out in a Financial Memorandum between the BBC and the FCO.

BBC World Service's accounts are independently audited and reported to Parliament as part of the BBC's Annual Report and Accounts.

## 5. Contribution to the BBC's public purposes

BBC World Service makes a key contribution to delivering the key public purpose of **bringing the world to the UK and the UK to the world**.

### **Bringing the UK to the world**

BBC World Service, as part of the Global News Division, should make a very significant contribution to this purpose by providing high-quality, trustworthy and relevant news and information to audiences around the world, building the BBC's – and thereby Britain's – reputation and influence globally.

BBC World Service should address a range of audiences around the world; from audiences where access to information is most limited, to advanced media markets.

- For audiences in languages which have the least access to news, services should seek to maximise their impact in addressing the particular needs of their audience, by offering news about their countries and the wider world, reporting news stories not covered elsewhere, and facilitating debate and discussion on topics which otherwise might be limited.
- Services in English and other major languages should seek to maximise the BBC's global or regional impact, through a global news agenda, focusing where possible on distinctive local journalism that is valued by both local and global audiences. Audiences to these services come to the BBC for relevant, trusted, high quality news and debate. The BBC is also an important source for users of social media

BBC World Service should also provide a range of debates, interactive forums, opportunities for user generated content and other interactive initiatives to drive a 'global conversation' with and for audiences

### **Bringing the world to the UK**

BBC World Service should make the global material it generates in English, including programmes, packages, discussions, features and analysis of international events, available to UK audiences online, via the digital radio multiplex, and where appropriate on the UK public services.

BBC World Service should use its strong network of newsgathering and reporting from correspondents overseas in local languages to increase and enhance the range and breadth of the BBC's newsgathering operations. All BBC World Service language output should be made available to UK audiences online, and where appropriate on other platforms.

BBC World Service should enhance co-productions, both with the BBC's domestic services, by adding greater international depth to the domestic output, and with BBC Media Action, the BBC's international charity which uses media and communication for development.

#### **Conditions**

##### **BBC World Service should:**

- Provide 24 hour coverage of international stories and events to international audiences in English and in 27 other languages as specified in the Appendix, on appropriate platforms, focusing on key markets, including Africa, the Middle East and Asia
- Provide coverage of international stories and events on television in Arabic
- Provide news, current affairs and features on television in Persian
- Provide online output to audiences in the UK
- Facilitate discussion and debate among global audiences through interactive online forums
- Make its English radio service available to UK audiences through the digital multiplex and other platforms
- Contribute strong international expertise and intelligence to BBC news and information content for UK audiences

#### **Performance measurement**

In order to meet its key public purpose the BBC World Service will carry out research annually to determine its performance: globally, among specific target audiences and against international competitors.

##### **BBC World Service aims to :**

- be the international news provider with the highest reach in every key market in those media on which it is present

- have the highest reach among opinion formers and influencers in every key market
- be rated highest among competitors in key markets on all reputational measures

## **Success measures**

### **Reach**

Highest reach vs. key international competitors on radio and online (and, in the Middle East, on TV), including

- Global weekly reach
- Overall reach in key markets
- Reach among target audiences in key markets

### **Quality**

- Highest ratings for Trust and other key reputational indicators in key markets, overall and among target audiences, vs. key competitors, including
  - Objectivity
  - Relevance
  - Quality

### **Impact**

- Highest awareness of the BBC's news services vs. competitors, overall and among target audiences in key markets
- Highest ratings for impact measures about BBC World Service in key markets, overall and among target audiences, vs. key competitors, including
  - Would often discuss
  - Helps form opinions
  - Would recommend

### **Value**

- Demonstration of efficient use of Grant-in-Aid money, including adherence to service level budgets and annual efficiency savings

# World Service Operating Agreement

BBC World Service: updated November 2012

Service	Provision (radio & TV: weekly hours)					Audience estimates (February 2012, weekly, millions)		Description
	Radio		TV		Online	Mobile	Total	
	Original	Total	Original	Total				
<b>ENGLISH LANGUAGE SERVICES</b>								
Global English	143h	168h x10	-	-	✓	✓	43.7	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media, delivered via direct distribution and affiliates.</li> </ul>
US co-productions	15h	45h	-	-	-	-	<i>Included in above audience figures</i>	<ul style="list-style-type: none"> <li><b>Radio:</b> coproduced programmes with American partners</li> </ul>
Learning English	1h	1h	-	-	✓	-	0.9	<ul style="list-style-type: none"> <li><b>Online:</b> downloadable text and audio resources</li> </ul>

<b>NEAR EAST</b>								
Arabic	77h	168h	91h	168h	✓	✓	25.3	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, TV, online, mobile and social media, delivered via direct distribution and affiliates.</li> </ul>
Persian (for Iran & Tajikistan) <sup>1</sup>	14h	21h	49h	112h	✓	✓	7.7 <sup>2</sup>	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, TV, online, mobile and social media, delivered via direct distribution and affiliates.</li> </ul>
Turkish	-	-	3h15	5h5	✓	✓	1.7	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on TV, online, mobile and social media, delivered via direct distribution and affiliates.</li> </ul>

<sup>1</sup> BBC Persian radio is broadcast in three streams targeted at listeners in Iran, Afghanistan and Tajikistan. BBC Persian television viewers receive a single stream regardless of location.

<sup>2</sup> Includes all measured BBC Persian audiences, not just those in Iran and Tajikistan.

Service	Provision (radio & TV: weekly hours)						Audiences (February 2012, weekly, millions)	Description
	Radio		TV		Online	Mobile	Total	
	Original	Total	Original	Total				
<b>WEST &amp; CENTRAL ASIA</b>								
<b>Kyrgyz</b>	5h	7h30'	5' (plus 30' monthly)	5' (plus 30' monthl y)	✓	✓	0.1	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, TV, online, mobile and social media, delivered via direct distribution and affiliates.</li> </ul>
<b>Pashto</b>	18h30'	63h	-	-	✓	✓	5.4	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media, delivered via direct distribution and affiliates.</li> </ul>
<b>Persian (for Afghanistan) 3</b>	18h40'	63h	<i>Please take note of comment 7 below</i>		-	-	See 'Persian (for Iran & Tajikistan) figures on preceding page	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, TV, online, mobile and social media, delivered via direct distribution and affiliates.</li> <li></li> </ul>
<b>Urdu</b>	17h30'	17h30'	-	-	✓	✓	7.0	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, TV, online, mobile and social media, delivered via direct distribution and affiliates.</li> <li></li> </ul>
<b>Uzbek</b>	8.5h	8.5h	-	-	✓	✓	0.4	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media, delivered via direct distribution and affiliates.</li> </ul>
	<i>SW partially blocked by Uzbek authorities; BBC relies on MW from Kazakhstan/ FM from Kyrgyzstan.</i>							

<sup>3</sup> BBC Persian radio is broadcast in three streams targeted at listeners in Iran, Afghanistan and Tajikistan. BBC Persian television viewers all receive the same stream, regardless of location.



Service	Provision (radio & TV: weekly hours)						Audiences (February 2012, weekly, millions)		Description
	Radio		TV		Online	Mobile	Total		
	Original	Total	Original	Total					
<b>EAST ASIA</b>									
Cantonese	1h	1h	-	-	✓	✓	0.7	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media, delivered via direct distribution and affiliates.</li> <li><a href="http://bbcchinese.com">bbcchinese.com</a> has international and regional news and analysis updated 24/7. The <a href="http://bbcukchina.com">bbcukchina.com</a> site (features, sport and ELT) also available through partner sites.</li> </ul>	
Mandarin	-	-	-	-	✓	✓		<ul style="list-style-type: none"> <li>See above</li> </ul>	
Indonesian	1h15'	1h15'	-	-	✓	✓	3.6	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media, delivered via direct distribution and affiliates.</li> </ul>	
Vietnamese	-	-	-	-	✓	✓	0.5	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on online, mobile and social media.</li> </ul>	

<b>EUROPE</b>									
Azeri	-	-	-	-	✓	-	0	<ul style="list-style-type: none"> <li><b>Online:</b> News website, with video and regional index, updated daily.</li> </ul>	
Russian	-	-	1h	-	✓	✓	1.9	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on TV, online, mobile and social media, delivered via direct distribution and affiliates.</li> </ul>	
Ukrainian	-	-	-	-	✓	✓	0.1	<ul style="list-style-type: none"> <li><b>Online/mobile:</b> News and analysis, in text, audio and video</li> </ul>	

Service	Provision (radio & TV: weekly hours)						Audiences (February 2012, weekly, millions)	Description
	Radio		TV		Online	Mobile	Total	
	Original	Total	Original	Total				
<b>AMERICAS</b>								
Portuguese	0h10'	0h10'	0h08'	0h08'	✓	✓	1.5	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, TV, online, mobile and social media, delivered via direct distribution and affiliates.</li> </ul>
Spanish	-	-	-	-	✓	✓	2	<ul style="list-style-type: none"> <li><b>Online/mobile:</b> - regional and international news and analysis updated 24/7, delivered via direct distribution and affiliates</li> </ul>

<b>SOUTH ASIA</b>								
Bengali	12.5h	14h	-	-	✓	✓	7.2	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media, delivered via direct distribution and affiliates.</li> </ul>
Burmese	8h30'	11h15'	-	-	✓	✓	8.4	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media.</li> <li></li> </ul>
Hindi	11h19' 30"	18h19' 30"	-	-	✓	✓	7.4	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media, delivered via direct distribution and affiliates.</li> </ul>
Nepali	4h	4h	-	-	✓	✓	4.4	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media, delivered via direct distribution and affiliates.</li> <li></li> </ul>
Sinhala	3h30'	3h30'	-	-	✓	-	0.09	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media, delivered via direct distribution and affiliates.</li> <li></li> </ul>
Tamil	5h02'	5h02'	-	-	✓	-	0.2	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online and social media, delivered via direct distribution and affiliates.</li> <li></li> </ul>

Service	Provision (radio & TV: weekly hours)					Audiences (February 2012, weekly, millions)		Description
	Radio		TV		Online	Mobile	Total	
	Original	Total	Original	Total				
<b>AFRICA</b>								
French	56h	72h30'	-	-	✓	✓	11.0	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media.</li> </ul>
Hausa	16h	16h	-	-	✓	✓	23.2	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media.</li> </ul>
Kinyarwanda/ Kirundi	6h30'	8h	-	-	✓	✓	3.5	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media.</li> </ul>
Somali	19h30'	19h30'	-	-	✓	✓	2.1	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media.</li> </ul>
Swahili	23h	26h15'	-	-	✓	✓	19.6	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media.</li> <li>TV <i>Dira Ya Dunia</i> - daily current affairs programme launched on August 27, 2012, for TV partners in target area</li> </ul>
African programmes	11h 22.5min	11h45 min	-	-	✓	✓	<i>See figures in 'Global English' above</i>	<ul style="list-style-type: none"> <li>Core offer of news, current affairs and analysis available on radio, online, mobile and social media.</li> </ul>
	Hours included in Global English total above							