EDITORIAL GUIDELINES FOR BBC GLOBAL NEWS SERVICES ON EXTERNAL RELATIONSHIPS AND FUNDING

These Guidelines apply until 31 March 2014.

They cover all BBC Global News Services:

The BBC World Service - The BBC World Service radio services and associated websites, and television services in Arabic and Persian, all aimed at a global audience

BBC World News – an English language news service operating commercially through television and other mediums

bbc.com/news - the BBC’s internationally facing news website

BBC Media Action – a separately incorporated international charity which makes programmes and trains broadcasters in developing and transitional countries

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1.0 INTRODUCTION

The BBC Global News division provides international television, radio and online services aimed at audiences outside the United Kingdom.

BBC Global News’ reputation is based on its impartiality, editorial integrity, and independence. Through external relationships BBC Global News can increase the range and reach of its output.

External relationships can take many forms. They include sponsorship and other funder relationships, co-productions and, in the case of BBC World Service, public value partnerships and co-funding. Any external relationship must not undermine the BBC’s core values of impartiality, editorial integrity, and independence.

Advertising relationships are not covered in these guidelines. BBC Global News Commercial Services’ advertising and sponsorship is covered in the Advertising and Sponsorship Guidelines for BBC Commercial Services.

1.1. Funding of BBC Global News Services

BBC Global News services are funded by a mixture of public and commercial funding.

The BBC World Service is funded principally through grant-in-aid from the Foreign and Commonwealth Office. From April 2014 the BBC World Service will be principally funded by the licence fee.

BBC Media Action is primarily funded from grants and voluntary contributions, including a significant grant from the UK Department for International Development. It also receives grants from the Foreign and Commonwealth Office and a small amount of core support from the BBC.

BBC Global News Ltd owns and operates the commercial news channel, BBC World News, and the international facing website, bbc.com/news, both of which are funded principally through advertising and appropriate sponsorship.

All external relationships must be operated according to the values and standards set out in the BBC Editorial Guidelines and the BBC Fair Trading Guidelines.

2.0 PRINCIPLES

2.1. BBC Global News’ impartiality, editorial integrity and independence must not be compromised by any external relationship and BBC Global News must retain editorial control of its output.

2.2. External relationships must not bring the BBC into disrepute.

2.3. The nature of any external relationship must be clear to the audience.

2.4. Advertising messages or any other commercial content must be clearly presented as commercial content, distinct from editorial content.

2.5. BBC Global News must not accept money or other valuable consideration in exchange for any editorial coverage or publicity.
2.6. News and current affairs content, including bulletins, reports and articles, must not be sponsored.

3.0 MANDATORY REFERRALS

(Mandatory Referrals are part of the BBC's editorial management system. While they will not, in themselves, meet the Principles in the Editorial Guidelines, they are an essential part of the process to ensure compliance and must be observed.)

Referrals to Director Editorial Policy and Standards

3.1
Any proposal for funding of BBC Global News Commercial Services content which is not sponsorship (including advertiser-funded programmes) or co-production must be referred in advance to Director Global News and Director Editorial Policy and Standards. Such funding may only be accepted with their express written approval.

(See 4.4.7)

3.2
Any proposal for a non-predicated fund (“editorially blind fund”) for a BBC Global News Commercial Service must be referred in advance to Director Global News and Director Editorial Policy and Standards who should specifically approve each programme to be financed through the fund.

(See 4.4.9)

Referrals to Chief Adviser Editorial Policy

3.3
Any BBC World Service co-funding projects must be referred to Chief Adviser Editorial Policy and approved in writing by Director Global News.

(See 4.2.11)

3.4
Any contractual commitment to credit partners on air or online in a BBC World Service public value partnership must be referred to Chief Adviser Editorial Policy at an early stage, well before contracts are issued.

(See 4.2.22)
Any proposal for involvement with a commercial organisation in relation to a public value partnership must be referred to Chief Adviser Editorial Policy.  

(See 4.2.25)

3.6 Any proposal for sponsorship of a BBC on-air event must be approved well in advance by Chief Adviser Editorial Policy and Director Global News.  

(See 4.2.29)

Referrals to Editorial Policy

3.7

Referral must be made to Editorial Policy about the suitability of a joint editorial partner and arrangements for a BBC World Service joint editorial initiative.  

(See 4.2.27)

3.8

The choice of partners and arrangements for jointly run events which are broadcast must be approved by Editorial Policy.  

(See 4.2.28)

3.9

On-air and online credits on the BBC World Service for sponsors of third party, non-sports events must be referred to the relevant senior editorial figure or, for independents, to the commissioning editor responsible for the coverage. Editorial Policy must also be consulted.  

(See 4.2.32)

Other Referrals

3.11

The broadcast on the BBC World Service of programmes funded by agencies directly connected to a particular foreign government must be approved by Director Global News.  

(See 4.2.8)

3.12

Funding credits for BBC Media Action programmes broadcast on the BBC World Service must be approved by the relevant output Controller.  

(See 4.2.9)
3.13

Co-funding credits for BBC World Service must be approved by the relevant output Controller.

(See 4.2.12)

3.14

Funding credits for BBC Media Action content that does not go out on a BBC service must be approved by the relevant BBC Media Action Country Director.

(See 4.3.4)

3.15

Funding credits for BBC Global News Commercial Services content must be approved by the relevant output Controller.

(See 4.4.8)

4.0 PRACTICES

PART A: GENERAL PRACTICES FOR ALL BBC GLOBAL NEWS SERVICES

4.1.1 BBC Global News must not enter into any external relationship that would harm its reputation or compromise its impartiality, editorial integrity or independence. All external relationships must take account of likely audience expectations. They should normally fit with and be appropriate for the editorial remit of the service and must not be created solely to provide an opportunity for a commercial relationship.

4.1.2 Before entering into any external relationship BBC Global News must carry out due diligence to ascertain whether the other party is suitable.

4.1.3 Any external relationship must not result in any conflict of interest. BBC Global News must understand the relationship between any funder and the editorial content, as well as the reasons that the funder is funding content, to ensure that there is nothing which compromises BBC Global News’ impartiality, editorial integrity and independence.

4.1.4 Before entering into any external relationship BBC Global News must be satisfied that it will not conflict with the values and standards of the BBC Editorial Guidelines.

4.1.5 Any editorial content funded by a third party must not promote the funder’s name, trademark, image, activities or products.

4.1.6 BBC Global News should normally approve any public reference to the BBC or to a relationship with the BBC which is made by the other party or parties. Such references must be
duly accurate and must avoid the impression that the BBC is endorsing the other party. BBC brands must not be used to endorse external parties.

(See Editorial Guidelines Section 14: 14.4.2 Logos and Credits Online, 14.4.32 Advertising and the BBC Brand)

(See Editorial Guidelines for BBC Commercial Services on Editorial Integrity and Independence from External Interests 4.9 Advertising and the BBC Brand, 4.12 Logos and Credits Online)

PART B: THE BBC WORLD SERVICE

The BBC World Service is a publicly funded global broadcasting and online service. It is responsible for radio, television and online services in English and other languages aimed at an international audience. Until April 2014 it is funded principally from grant-in-aid from the Foreign and Commonwealth Office.

4.2 FUNDING ARRANGEMENTS FOR THE BBC WORLD SERVICE

4.2.1 In addition to funding from grant-in-aid, BBC World Service may accept funding from:

- income from its own commercial subsidiaries
- co-productions
- the Open University

The BBC World Service may also take funding through:

- programmes made with or by BBC Media Action
- co-funding with suitable non-commercial bodies
- location and production incentives
- advertising
- syndication and other distribution and re-broadcast deals with third parties

BBC Commercial Services

4.2.2 Income from Commercial Subsidiaries

BBC World Service receives income via a dividend from World Service Trading Limited and may, in the future, receive an income from any of its own commercial subsidiaries which may be formed. The use of monies derived from the BBC’s commercial services must be in accordance with the BBC’s Fair Trading Guidelines and further advice may be sought from the Controller Fair Trading.

Co-productions

4.2.3 A co-production is where funding is in exchange for broadcasting, publishing or other rights and costs of the production are shared. Appropriate co-production partners include broadcasters, programme/film distributors, independent producers, record companies, audio visual producers,
software and web service producers and institutions involved in arts and education (such as theatres and music companies).

4.2.4 Credits for co-productions must be non-promotional. They should normally be included in the credits of programmes and on television may include the co-producer’s logo.

Online there may be a single non-promotional credit per site for a co-producer which may include the co-producer’s logo. If editorially justifiable there may be a link to the co-producer’s site but it is not permissible to link directly to any page whose main purpose is to promote, advertise or sell goods or services.

(See Guidance online: Credits and Logos Online)

The Open University

4.2.5 The Open University may fund programmes in line with the Co-Production Framework Agreement between the OU and the BBC. Such funding is normally for programmes which have educational benefit or which more generally increase knowledge and learning.

BBC Media Action programmes broadcast on The BBC World Service

4.2.6 The BBC World Service may broadcast programmes which are made either with or by the BBC’s international charity BBC Media Action. BBC Media Action is primarily funded from grants and voluntary contributions.

(See Part C: BBC Media Action 4.3.1)

Any source of funding must not compromise BBC Global News’ impartiality, editorial integrity and independence. The content must not promote the funder’s name, trademark, image, activities or products.

BBC Media Action programmes made with DFID or Foreign Office grants

4.2.7 Some BBC Media Action programmes broadcast on the BBC World Service are financed by grants made to BBC Media Action by the Department for International Development or the Foreign and Commonwealth Office. These programmes are particularly likely to cover health, poverty, humanitarian crises and democratic governance issues (which may deal with current affairs issues).

BBC Media Action programmes made with grants from other bodies

4.2.8 Funding may be taken by other suitable funders for humanitarian, educational, health and lifeskills programming. Suitable funders would be public bodies, charities, charitable trusts, international agencies and UK government agencies.
Programmes funded by such bodies must not be news, current affairs or consumer advice content.

Funding of programmes by agencies connected to particular foreign governments need great care to ensure they do not damage the BBC’s reputation for impartiality. The broadcast on the BBC World Service of programmes funded by agencies directly connected to a particular foreign government must be approved by Director Global News.

4.2.9 Funding arrangements must be made clear with an informational and non-promotional credit. The credit must not suggest that the programme has been made by the funder. No funder logos may be used. Credits for funders must be given at the beginning or end of the credit sequence. They must not incorporate any element of the programme or other BBC branding or be voiced by someone appearing in the programme.

Funding credits for BBC Media Action programmes broadcast on the BBC World Service must be approved by the relevant output Controller.

Co-funding

As well as carrying programmes made by BBC Media Action, the BBC World Service may also broadcast some “co-funded” programmes.

4.2.10 “Co-funding” is the term used in limited situations where a BBC publicly funded service takes direct funding from a suitable non-commercial body for programming. (It is not applicable to BBC Global News Commercial Services.)

4.2.11 The BBC World Service may take co-funding for humanitarian, educational, health and lifeskills programming. Suitable co-funders include publicly funded bodies, charities, charitable trusts or voluntary bodies. Any funding directly associated with a UK or foreign government must be treated with particular care.

Co-funding must meet the following requirements:

- BBC World Service must retain editorial control for a co-funded programme or website. The content must not promote the funder’s name, trademark, image, activities or products.
- Co-funding must not be taken for news, current affairs or consumer advice content on any BBC service. BBC World Service must not accept funds from any organisation which could compromise its impartiality, editorial integrity or independence
- Any BBC World Service co-funding projects must be referred to Chief Adviser Editorial Policy and approved in writing by Director, Global News

4.2.12 Co-funding arrangements must be made clear with an informational and non-promotional credit. The credit must not suggest that the programme has been made by the co-funder. No funder logos may be used. Credits for funders must be given at the beginning or end of the credit sequence. They must not incorporate any element of the programme or other BBC branding or be voiced by someone appearing in the programme.
Co-funding credits for the **BBC World Service** must be approved by the relevant output Controller.

### Location and Production Incentives

4.2.13 Location and production incentives are often run by film councils or governmental or regional organisations around the world for television programmes.

News and Current Affairs programmes may not accept such funding.

(See Guidance online: Location and Production Incentives)

### Advertising

4.2.14 Limited BBC World Service services may carry advertising where permitted by the Foreign and Commonwealth Office. All advertising must meet the Advertising and Sponsorship Guidelines for BBC Commercial Services.

(See Advertising and Sponsorship Guidelines for BBC Commercial Services)

### Syndication and Other Distribution and Re-Broadcast Deals with Third Parties

4.2.15 Distribution is a generic term that applies broadly to the means through which the BBC delivers content to audiences. So distribution could be via shortwave radio transmissions, cable and satellite deals, some of which may be in the BBC’s control, some of which may be controlled by third parties.

Syndication is where BBC content is made available to a third party for inclusion in their broadcast service, website or publication. It is normally presented to audiences as coming directly from the BBC.

4.2.16 Syndication and distribution to third parties must meet the Editorial Guidelines on Syndication and Distribution on Non-BBC Channels and Spaces. There must be a clear distinction between syndicated BBC public service content and BBC commercial content.

See Editorial Guidelines Section 13: Reuse and Reversioning 13.4.16 – 13.4.21

4.2.17 Syndication, distribution and re-broadcast contracts should normally ensure that BBC content is not edited or adapted without the BBC’s approval.

4.2.18 There must be distinction between BBC branded content and third party content. It must be clear what is BBC content and what is not.

4.2.19 Advertising directly around BBC Global News syndicated content should not normally include any of the prohibited categories in the Advertising and Sponsorship Guidelines for BBC Commercial Services.
The contractual arrangements for commercial syndication of BBC content should normally include a requirement to comply with the Advertising and Sponsorship Guidelines.

(See Advertising and Sponsorship Guidelines for BBC Commercial Services 3.1.3)

OTHER TYPES OF EXTERNAL RELATIONSHIP FOR THE BBC WORLD SERVICE

Public Value Partnerships

4.2.20 The BBC seeks to offer the greatest public value by working in partnership with others. We can often inspire and motivate audiences far more powerfully if we work with others and deliver added value for our audiences, and our partners.

In many cases the BBC will receive no money from a public value partnership. The public value partnership may involve complementary activities, such as a gallery mounting an exhibition on the same theme as a BBC programme. In other cases, the partner and the BBC may jointly fund an off-air activity.

(See Guidance online: Partnerships)

4.2.21 Public value partnerships must conform to the following key requirements:

- Public value partnerships must not compromise our editorial values or independence. A public value partnership must not consist merely of the BBC covering the partner’s activities or promoting their campaigns. The public value partners need to be involved with the BBC in an activity which offers public value.

- Any money from public value partners must only go into off-air activities or support material and no money from an external public value partner may be used for any programme costs.

- Public value partnerships must not undermine BBC impartiality. Choice of public value partners must be justifiable and the BBC should be seen to vary its range of public value partners over time.

- Any BBC credits for public value partners must be appropriate and editorially justifiable.

(See Appendix 3 online: Statement of Policy on Alternative Finance)

(See Guidance online: Partnerships)

4.2.22 Any contractual commitment to credit public value partners on air or online must be referred to Chief Adviser Editorial Policy at an early stage, well before contracts are issued.

4.2.23 The BBC should not enter into public value partnerships with political parties, tobacco firms or those mainly known for tobacco products, organisations involved in pornography or alcoholic drinks manufacturers and suppliers.
The BBC should not normally enter into a public value partnership with a foreign government. Relationships with UK government departments, religious organisations, charities and organisations which undertake lobbying should also be treated with care to ensure our impartiality is not undermined.

(See Editorial Guidelines Section 4:Impartiality: 4.4.20 - 4.4.21)

4.2.24 Suitable public value partners include arts, educational and cultural bodies and not-for-profit organisations. In many cases it is advisable to consult Editorial Policy on the choice of partners.

4.2.25 Any proposal for involvement with a commercial organisation in relation to a public value partnership must be referred to Chief Adviser Editorial Policy. It is important in the course of any public value partnership arrangement that the BBC does not appear to endorse commercial organisations or their products or services.

Joint Editorial Initiatives and Events

4.2.26 Joint Editorial Initiatives

A joint editorial initiative is an external relationship where the BBC and a joint editorial partner, or partners, share editorial responsibility for an overall initiative or project which is of public service value. The BBC may undertake outreach activities in relation to the project as well as producing programmes or other content. In some cases the joint editorial partner may run a related event or publish related articles. Online material relating to the initiative may be co-hosted (i.e. placed on both sites).

4.2.27 When undertaking a joint editorial initiative:

- no money from a joint editorial partner may go into a BBC programme or online budgets
- the BBC must retain editorial control of all BBC broadcast, online or other content and any element of the project which refers to the BBC
- the initiative must not be used to promote the outside body on air or online. We must not link directly to any page of the joint editorial partner’s site whose main purpose is to promote or sell any commercial product or service
- particular care is required with a joint initiative with a magazine or newspaper, to ensure that there is no undue promotion of the publication and that the audience is not required to buy the newspaper to take part in BBC activities related to the joint venture
- referral must be made to Editorial Policy about the suitability of joint editorial partners and arrangements for a joint editorial initiative.

4.2.28 Joint Events

In some cases the initiative may consist of joining with a partner to mount an event. The BBC and the partner are jointly responsible for the event. This is not a sponsored event as the partner is
jointly involved editorially with the BBC in running the event. These events may sometimes be broadcast.

Joint events of this kind may only be mounted with partners who are suitable as public value partners.

No money from the partner for a joint event may go into a programme budget.

The choice of partners and arrangements for jointly run events which are broadcast must be approved by Editorial Policy.

**Sponsored BBC On-Air Events**

4.2.29 The BBC World Service may mount public events, such as concerts and award ceremonies, which are held at outside venues and covered on air.

In some cases, it may be acceptable to supplement the cost of mounting a public event by sponsorship from a non-commercial body. Sponsorship is only acceptable for on-air events which are clearly distinctive and of manifest public value.

(See Guidance online: Sponsorship of BBC On-Air Events)

**Any proposal for sponsorship of a BBC on-air event must be approved well in advance by Chief Adviser Editorial Policy and Director Global News.**

The money from the sponsor may be used only for the costs of mounting the event. No sponsorship money may be used for any broadcast costs. Accounts must show clear separation between event costs and broadcasting costs.

4.2.30 No programme on a BBC publicly funded service may be sponsored.

News and Current Affairs on-air events, and events based on consumer programmes dealing with a range of topics, must not be sponsored.

BBC broadcast events held on BBC premises must not be sponsored.

**Sponsored Awards**

4.2.31 Any proposal to offer a sponsored award must conform to the Framework for Funding Prizes and Awards and the Guidance on Sponsorship of BBC On-Air Events broadcast on publicly funded channels.

(See Appendix 4 online: Framework for Funding Prizes and Awards and Editorial Guidelines Section 17: Interacting with our Audiences: 17.4.6)

**Sponsored Third Party Events**

4.2.32 Where the BBC World Service covers sponsored third party events, such as sports events, awards shows and music events, the coverage:

- should normally credit fairly the enabling role of sponsors
must not promote a sponsor in the BBC World Service coverage. Any credits must not be unduly promotional

should not normally include a sponsor in the title of a BBC World Service programme

The BBC World Service must not accept any money from sponsors or organisers towards the cost of any element of the broadcast coverage of an event. However, they can pay all the costs associated with the event itself

a third party sponsored event must be genuinely free standing and not created solely to attract broadcast coverage.

4.2.33 The BBC World Service must never enter into a contractual arrangement which guarantees a sponsor a set number of minutes of signage reflection on air.

On-air and online credits on the BBC World Service for sponsors of third party, non-sports events must be referred to the relevant senior editorial figure or, for independents, to the commissioning editor responsible for the coverage. Editorial Policy must also be consulted.

Links from BBC World Service web pages covering events to the sponsor’s online site must be editorially justified and are only permitted to a specific section of the sponsor’s site which is not promotional and gives relevant information.

Ticket Sales

4.2.34 In some cases it may be acceptable to charge for tickets for BBC broadcast events. However, The BBC World Service may only charge for tickets to concerts or events which are not merely recordings of regular programmes.

4.2.35 Proceeds from ticket sales may only be used to pay for event costs and tickets should not be priced to generate any further income. The money from ticket sales must not be used for production costs.

4.2.36 All ticketing arrangements must conform to the BBC Guidance on Ticketing for BBC Events and Programmes.

(See Guidance online: Ticketing for BBC Events and Programmes)

PART C: BBC MEDIA ACTION

4.3.1 The BBC’s international charity, BBC Media Action works in developing and transitional countries. It trains local broadcasters and journalists. It also makes content (often in partnership with others), that provides information about key areas such as health, economic empowerment and humanitarian assistance and provides audiences with opportunities to explore ideas and question politicians and leaders.
Programmes are often made in partnership with the BBC World Service and local broadcast partners. The programmes may be broadcast by these partners and BBC World Service.

4.3.2 BBC Media Action receives a significant grant from the UK Department for International Development which contributes to work on health, poverty, humanitarian crises and democratic governance. It also receives grants from the Foreign and Commonwealth Office.

BBC Media Action may also take funding from non-governmental organisations, charitable foundations, development agencies and non-aligned international bodies, such as UN agencies. BBC Media Action must ensure that its choice of funders is appropriate and that there is no conflict of interest.

4.3.3 Any editorial content made by BBC Media Action must meet the standards in the BBC Editorial Guidelines.

4.3.4 Funding arrangements must be made clear with an informational and non-promotional credit. The credit must not suggest that the programme has been made by the funder. No funder logos may be used. Credits for funders must be given at the beginning or end of the credit sequence. They must not incorporate any element of the programme or other BBC branding or be voiced by someone appearing in the programme.

Funding credits for BBC Media Action content that does not go out on a BBC service must be approved by the relevant BBC Media Action Country Director.

PART D:- BBC GLOBAL NEWS COMMERCIAL SERVICES – BBC WORLD NEWS AND bbc.com/news

BBC World News is an English language news service operating commercially in support of the BBC’s public purposes. In Europe, BBC World News is an Ofcom licensee and therefore in Europe it must comply with all its regulation.

bbc.com/news is a commercial online international news service.

FUNDING ARRANGEMENTS FOR BBC GLOBAL NEWS COMMERCIAL SERVICES

4.4.1 All BBC Global News Commercial Services activity must be conducted in accordance with the Editorial Guidelines for BBC Commercial Services on Editorial Integrity and Independence from External Interests.

(See Editorial Guidelines for BBC Commercial Services on Editorial Integrity and Independence from External Interests)

Advertising and Sponsorship

4.4.2 Advertising and sponsorship on BBC Global News Commercial Services must meet the Advertising and Sponsorship Guidelines for BBC Commercial Services. These BBC Guidelines apply in addition to the relevant advertising regulations in specific territories.

(See Advertising and Sponsorship Guidelines for BBC Commercial Services)
Sponsorship is where a public or private undertaking or individual (other than a broadcaster or programme producer) makes any contribution towards the financing of the production or broadcast of content with a view to promoting their name, trademark, image, activities or products. This promotion is not permitted within the editorial of the content.

4.4.3 News and current affairs content must not be sponsored.

4.4.4 Sponsorship credits must meet the Advertising and Sponsorship Guidelines for BBC Commercial Services.

(See Advertising and Sponsorship Guidelines for BBC Commercial Services)

**Specific Requirements for BBC World News**

4.4.5 BBC World News must not commission or acquire programmes which are sponsored by non-commercial organisations. This includes non-governmental organisations, charitable foundations, government departments and non-aligned international bodies such as UN agencies.

4.4.6 BBC World News may only commission or acquire programmes sponsored by commercial bodies in non-news and current affairs genres including sport, culture, history, travel and lifestyle. If there is any doubt about whether a given programme is a current affairs programme, sponsorship for the programme must not be accepted.

**Funding from other parties which is not sponsorship or co-production**

4.4.7 BBC Global News Commercial Services may take funding where the funder does not take rights as a co-producer or meet the definition of a sponsor (i.e. the funder would be providing finance with no view to promote itself) in the following limited circumstances:

- the funding must account for less than twenty per cent of the overall budget
- the funding must never be taken for news, current affairs or consumer advice programming
- the funding must not come from the UK Government or any organisation connected to an individual foreign government
- funders should normally be philanthropic trusts or charitable bodies

The programme must not be connected to the funder’s activities or promote the funder’s name, trademark, image, activities or products. References to the funder’s name, trademark, image, activities or products may be viewed as product placement which is not permitted on BBC Global News services.

Any proposal for funding of BBC Global News Commercial Services content which is not sponsorship (including advertiser-funded programmes) or co-production must be referred in advance to Director Global News and Director Editorial Policy and Standards. Such funding may only be accepted with their express written approval.
4.4.8 Funding arrangements must be made clear with an informational and non-promotional credit. The credit must not suggest that the programme has been made by the funder. No funder logos may be used. Credits for funders must be visible at the beginning or end of the credit sequence. They must not incorporate any element of the programme or other BBC branding or be voiced by someone appearing in the programme.

**Funding credits for BBC Global News Commercial Services content must be approved by the relevant output Controller.**

**Editorially Blind Funding**

4.4.9 BBC Global News may set up a fund to support content production. Such a fund must have at least three separate sources of finance and must be editorially blind. Those providing the finance must not be aware of specific programmes though they may be given information about programme themes, such as health or education. The fact that content has been made with such funds must be made clear after the programme by way of a text credit. No funder logos may be used.

Any proposal for a non-predicated fund ("editorially blind fund") for a BBC Global News Commercial Service must be referred in advance to Director Global News and Director Editorial Policy and Standards who should specifically approve each programme to be financed through the fund.

**Acquisitions**

4.4.10 BBC Global News must not commission or acquire programming at nominal cost from independent production companies for first broadcast on BBC World News. All programmes must be commissioned or acquired on a transparent commercial basis.

**Co-productions**

4.4.11 A co-production is where funding is in exchange for broadcasting, publishing or other rights and costs of the production are shared. Appropriate co-production partners include broadcasters, programme/film distributors, independent producers, record companies, audio visual producers, software and web service producers and institutions involved in arts and education (such as theatres and music companies).

4.4.12 Co-producers cannot be sponsors.

4.4.13 Credits for co-productions must be non-promotional. They should normally be included in the credits of programmes and on television may include the co-producer’s logo.

Online there may be a single non-promotional credit per site for a co-producer which may include the co-producer’s logo. If editorially justifiable there may be a link to the co-producer’s site but it is not permissible to link directly to any page whose main purpose is to promote, advertise or sell goods or services.

(See Guidance online: Credits and Logos Online)
**Syndication and Other Distribution and Re-Broadcast Deals with Third Parties**

4.4.14 Distribution is a generic term that applies broadly to the means through which the BBC delivers content to audiences. So distribution could be via shortwave radio transmissions, cable and satellite deals, some of which may be in the BBC’s control, some of which may be controlled by third parties.

Syndication is where BBC content is made available to a third party for inclusion in their broadcast service, website or publication. It is normally presented to audiences as coming directly from the BBC.

4.4.15 Syndication and distribution to third parties must meet the Editorial Guidelines on Syndication and Distribution on Non-BBC Channels and Spaces. There must be a clear distinction between syndicated BBC public service content and BBC commercial content.

See Editorial Guidelines Section 13: Reuse and Reversioning 13.4.16 – 13.4.21

4.4.16 Syndication, distribution and re-broadcast contracts should normally ensure that BBC content is not edited or adapted without the BBC’s approval.

4.4.17 There must be distinction between BBC branded content and third party content. It must be clear what is BBC content and what is not.

4.4.18 Advertising directly around BBC Global News syndicated content should not normally include any of the prohibited categories in the Advertising and Sponsorship Guidelines for BBC Commercial Services.

The contractual arrangements for commercial syndication of BBC content should normally include a requirement to comply with the Advertising and Sponsorship Guidelines.

(See Advertising and Sponsorship Guidelines for BBC Commercial Services 3.1.3)

**OTHER TYPES OF EXTERNAL RELATIONSHIP FOR BBC GLOBAL NEWS COMMERCIAL SERVICES**

**Marketing Events**

4.4.19 The main purpose of a BBC Global News Commercial Services marketing event must be to support BBC Global News brands, programming or other editorial content.

BBC Global News marketing events and BBC Global News Commercial Services Sponsorship of Third Party events should meet the Editorial Policy Guidance for BBC Global News on Marketing Events.

(See Guidance Online for BBC Global News on Marketing Events)