

## **EDITORIAL GUIDELINES FOR BBC WORLD SERVICE GROUP ON EXTERNAL RELATIONSHIPS AND FUNDING**

**These guidelines apply to all BBC World Service Group services, except BBC Monitoring. They cover:**

**The BBC World Service - a global broadcasting service. It has radio, television and online services in English and a number of other languages all aimed at a global audience. The BBC is required to provide the BBC World Service under the BBC's Framework Agreement.<sup>1</sup>**

**BBC World News and [bbc.com/news](http://bbc.com/news) (provided through the commercial company BBC Global News Ltd) - an English language news service and website operating commercially in support of the BBC's public purposes. They provide news and information in English to audiences outside the United Kingdom through television and other mediums, including the international versions of the BBC News, BBC Weather and BBC Sport apps.**

**BBC Media Action - a separately incorporated charity which makes programmes and trains broadcasters in developing and transitional countries.**

**These Guidelines also apply to syndicated content produced by or for BBC World Service Group services, where BBC content is made available to another party, for inclusion in their broadcast service, website or publication.**

### **1.0 Introduction**

### **2.0 Principles**

### **3.0 Mandatory Referrals**

### **4.0 Practices**

**PART A: GENERAL PRACTICES FOR BBC WORLD SERVICE GROUP SERVICES**

**PART B: CO-PRODUCTIONS FOR BBC WORLD SERVICE GROUP SERVICES**

**PART C: EXTERNAL FUNDING FOR BBC WORLD SERVICE GROUP SERVICES WHICH IS NOT CO-PRODUCTION OR SPONSORSHIP**

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<sup>1</sup> Broadcasting: An Agreement Between Her Majesty's Secretary of State for Culture, Media and Sport and the British Broadcasting Corporation July 2006

## PART D: SYNDICATION AND OTHER DISTRIBUTION DEALS FOR THE BBC WORLD SERVICE, BBC WORLD NEWS AND BBC.COM/NEWS

### PART E: THE BBC WORLD SERVICE

#### Specific Financing Arrangements for the BBC World Service

- The Open University
- Location and Production Incentives
- Advertising and Sponsorship

#### Other types of External Relationship for the BBC World Service

- Public Value Partnerships
- Joint Editorial Initiatives and Events
- Sponsored BBC On-Air Events
- Sponsored Other Party Events
- Ticket Sales

### PART F: BBC MEDIA ACTION

### PART G: BBC WORLD SERVICE GROUP COMMERCIAL SERVICES – BBC GLOBAL NEWS LTD: BBC WORLD NEWS and bbc.com/news)

- Advertising and Sponsorship

#### Other types of External Relationship for BBC World Service Group Commercial Services

- Marketing Events

## **1.0 INTRODUCTION**

The BBC World Service Group division provides television, radio and online services which are principally aimed at audiences outside the United Kingdom.

The BBC's reputation is based on its impartiality, editorial integrity and independence. Through external relationships BBC World Service Group can increase the range and reach of its output. External relationships can take many forms. They include sponsorship and other External Funder relationships and co-productions. It is essential that any external relationship does not undermine the BBC's core values of impartiality, editorial integrity, and independence.

Advertising relationships are not covered in this section of the guidelines. Advertising and sponsorship on all BBC World Service Group Services must comply with the [Advertising and Sponsorship Guidelines for BBC Commercial Services](#).

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](#).

## 1.1 Financing of BBC World Service Group Services

BBC World Service Group services are financed using a combination of public and commercial funding models.

The BBC World Service is financed principally through the licence fee. It is also supported by limited commercial activity, such as advertising and sponsorship, as well as some external funding from appropriate organisations. However, as primarily a licence fee funded service, the World Service must comply with:

- state aid rules<sup>2</sup>.
- the provisions of the BBC Agreement<sup>3</sup>
- the BBC World Service Policy for Sources of Finance other than the Licence Fee

(See Appendix: [The BBC World Service Policy for Sources of Finance other than the Licence Fee](#))

- where applicable, to the Statement of Policy in accordance with Clause 75 (5) of the BBC Framework Agreement (“the alternative means of finance” provisions)

(See [Statement of Policy in accordance with Clause 75 \(5\) of the BBC Framework Agreement \(“the alternative means of finance” provisions\)](#))

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 television channel, BBC World News, and the international facing website, [bbc.com/news](http://bbc.com/news), both of which are financed principally through advertising and appropriate sponsorship.

## 1.2 Meanings

**Co-production** A co-production is where financing is provided in exchange for broadcasting, publishing or other rights and costs of the production are shared.

**External Funding/ External Funder** External funding occurs when any public or private undertaking (including an individual) finances, but does not co-produce or sponsor (as defined below), editorial content. An External Funder does not receive any promotion within or around the content either within the editorial or through a sponsor credit. However, for reasons of transparency an External Funder must

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<sup>2</sup> Article 107 (1) of the EU Treaty on the Functioning of the European Union prohibits the use of public funds to confer a selective advantage on any market operator.

<sup>3</sup> Broadcasting: An Agreement Between Her Majesty’s Secretary of State for Culture, Media and Sport and the British Broadcasting Corporation 2006

receive an acknowledgment in the end credits or adjacent to the editorial content. Such external funding usually comes in the form of a grant. Organisations that fund content are not doing so to promote themselves or their activities. External Funders are not Co-producers because the primary purpose of the financing is not the exchange for rights.

**Sponsorship/ Sponsor** Sponsorship is where another party (not engaged in the provision or production of content) makes any contribution to the financing of editorial content (or its publication or transmission) with a view to promoting their name, trade mark, image, activities or products. Such promotion can only occur in the form of a sponsor credit/billboard appearing adjacent to the content.

**Distribution and Syndication** Distribution is a generic term that applies broadly to the means through which the BBC delivers content to audiences. (So distribution could be via, for example, shortwave radio transmissions, cable and satellite deals, some of which may be in the BBC's control, some of which may be controlled by other parties.)

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

## **2.0 PRINCIPLES**

2.1 The BBC's impartiality, editorial integrity and independence must not be compromised by any external relationship.

2.2 BBC World Service Group must retain editorial control of its output.

2.3 External relationships must not bring the BBC into disrepute.

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

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

2.6 BBC World Service Group must not accept money or other valuable consideration in exchange for any editorial coverage or publicity by the BBC.

2.7 News and current affairs content, including bulletins, reports and articles, must not be sponsored.

2.8 External relationships must not result in any conflicts of interests.

[\(See Editorial Guidelines Section 15: Conflicts of Interest\)](#)

### 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 democratic governance content to be externally funded must be approved by Director BBC World Service Group after taking advice from Director Editorial Policy and Standards.

(See [4.3.9](#))

#### Referrals to Editorial Policy

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

(See [4.5.13](#))

3.3 Any proposal for involvement with a commercial organisation in relation to a public value partnership must be referred to Editorial Policy.

(See [4.5.16](#))

**3.4 If there are any doubts about the suitability of joint editorial partners and arrangements for a joint editorial initiative referral must be made to a senior editorial figure who should consult Editorial Policy.**

(See [4.5.18](#))

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

(See [4.5.19](#))

3.6 Any proposal for sponsorship of a BBC World Service on-air event targeted at a UK audience must be approved in advance by Director BBC World Service Group after taking advice from Editorial Policy.

(See [4.5.20](#))

3.7 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 [4.5.24](#))

## Other Referrals

3.8 Any issues raised by the due diligence which may cause doubts as to the appropriateness of the other party must be referred to a BBC World Service Group senior editorial figure.

(See [4.1.3](#))

3.9 Any reference to an External Funder in editorial content must be referred to a senior editorial figure.

(See [4.3.4](#))

3.10 Any proposal for editorial content to be externally funded by a non-UK government department or agency must be approved by Director BBC World Service Group. (See also 4.3.8 Democratic governance content.)

(See [4.3.5](#))

3.11 Any proposal for democratic governance content to be externally funded must be approved by Director BBC World Service Group after taking advice from Director Editorial Policy and Standards.

(See [4.3.9](#))

3.12 External funding acknowledgements must be approved by the relevant output Controller.

(See [4.3.6](#))

3.13 Any proposal for sponsorship of a BBC World Service on-air event targeted at a UK audience must be approved in advance by Director BBC World Service Group after taking advice from Editorial Policy.

(See [4.5.20](#))

3.14 On-air and online references 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 [4.5.24](#))

3.15 External funding acknowledgements for BBC Media Action editorial content that is not made available on a BBC service must be approved by the relevant BBC Media Action Country Director. The acknowledgements must comply with the provisions of 4.3.6.

(See [4.6.4](#))

## 4.0 PRACTICES

### **PART A: GENERAL PRACTICES FOR BBC WORLD SERVICE GROUP SERVICES**

**Advertising relationships are not covered in this section of the guidelines. However, advertising and sponsorship on all BBC World Service Group Services must comply with the Advertising and Sponsorship Guidelines for BBC Commercial Services.**

(See [Advertising and Sponsorship Guidelines for BBC Commercial Services](#))

4.1.1 BBC World Service Group must not enter into any external relationship that would harm its reputation or compromise its impartiality, editorial integrity or independence. An appropriate external relationship will meet these standards..

4.1.2 Before entering into an external relationship BBC World Service Group must ensure that:

- i) the other party (such as a Co-producer, External Funder, Sponsor, Public Value Partner or individual) is appropriate, taking into account the likely expectations of the target audience
- ii) the relationship is appropriate given the editorial content to be produced, taking into account the likely expectations of the target audience
- iii) the BBC will retain editorial control of its own editorial content.

4.1.3 Appropriateness: other party (such as a Co-producer, External Funder, Sponsor, Public Value Partner or individual)

BBC World Service Group must carry out due diligence at the start of every production, before entering into any external relationship. Due diligence would include, for instance, fully understanding the organisation's objectives and stated aims, who finances the organisation and whether the organisation has been involved in any controversy which could have a material negative effect on the BBC's reputation.

The findings of the due diligence must establish that the identity and activities of the other party are appropriate before an external relationship can be entered into with another party. BBC World Service Group should satisfy itself that the reasons that the other party wishes to involve itself with BBC World Service Group will not compromise the BBC's impartiality, editorial integrity or independence.

**Any issues raised by the due diligence which may cause doubts as to the appropriateness of the other party must be referred to a BBC World Service Group senior editorial figure.**

Parties which are associated with prohibited categories of advertising under the Advertising and Sponsorship Guidelines for BBC Commercial Services are not permitted to externally fund or sponsor content. Prohibited parties include those associated with political advertising and advertising about controversial subjects, religious advertising, advertising for the occult, advertising for pornography and sexual services, advertising for tobacco products and advertising for weapons and gun clubs.

(See [Advertising and Sponsorship Guidelines for BBC Commercial Services](#))

BBC World Service Group must be satisfied that the external relationship will not conflict with the values and standards in the BBC Editorial Guidelines.

#### 4.1. 4 Appropriateness: editorial content

BBC World Service Group must not enter into an external relationship with other parties that would create any conflict of interests. In order to avoid conflict of interest, BBC World Service Group must examine the other party's identity and activities to establish there are no potentially inappropriate connections between them and the editorial content.

BBC World Service Group should satisfy itself that the reasons that an External Funder or Sponsor is financing content will not compromise the BBC's impartiality, editorial integrity or independence.

Sponsorship or external funding must not be accepted where there is a connection between the External Funder or Sponsor's objectives and the editorial content that would undermine the BBC's independence.

4.1.5 Any editorial content funded or sponsored by another party must not promote the External Funder or Sponsor's own name, trademark, image, activities or products within the editorial of the content. Any non-promotional references to the External Funder or Sponsor must be incidental, unplanned and editorially justified. They must not result from a contractual arrangement. References within the editorial content to an External Funder or Sponsor's own name, trademark, image, activities or products may be viewed as product placement, which is not permitted on BBC World Service Group services.

#### 4.1.6 Appropriateness: editorial control of BBC World Service Group editorial content

BBC World Service Group must always retain editorial control of the production, broadcast or publication of all editorial content:

- BBC World Service Group must have editorial control over anything it produces, broadcasts or publishes and must have the right to reject material supplied by any other party



- Other parties must never have a right of veto over BBC World Service Group content and must accept that editorial content must meet these guidelines
- BBC World Service Group must always retain the right to edit accurately, fairly and impartially and as it sees fit
- No other party has the right to insist on changes to BBC World Service Group editorial content
- No other party has the right to determine where and what material is gathered
- There must never be any endorsement of an External Funder or Sponsor

(See Editorial Guidelines [Section 14: 14.4.21 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](#))

4.1.7 Editorial content must not be created to provide an opportunity for a commercial relationship, including, but not limited to, advertising, sponsorship or external funding. External relationships should normally fit with and be appropriate for the editorial remit of the service.

4.1.8 BBC World Service Group 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 in the external relationship. 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 [14:14.4.21 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: CO-PRODUCTIONS FOR BBC WORLD SERVICE GROUP SERVICES**

4.2.1 A co-production is where financing is provided 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).

4.2.2 Co-producers cannot be sponsors.

4.2.3 Credits for co-productions must be non-promotional. They should normally be included in the end 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](#))

## **PART C: EXTERNAL FUNDING FOR BBC WORLD SERVICE GROUP SERVICES WHICH IS NOT CO-PRODUCTION OR SPONSORSHIP**

There are meanings of external funding/External Funder in 1.2. Meanings.

(See [1.2. Meanings](#))

The BBC World Service, BBC World News and [bbc.com/news](http://bbc.com/news) may accept external funding from a variety of different organisations to make content.

4.3.1 All External Funders must comply with the General Practices for BBC World Service Group Services to ensure that any external funding relationship does not harm BBC World Service Group's reputation or compromise its impartiality, editorial integrity or independence. Before entering any external funding relationship BBC World Service Group must ensure that:

i) the External Funder is appropriate, taking into account the likely expectations of the target audience

ii) the external funding relationship is appropriate given the editorial content, taking into account the likely expectations of the target audience

iii) the BBC will retain editorial control of BBC World Service Group editorial content

(See [PART A: GENERAL PRACTICES FOR BBC WORLD SERVICE GROUP SERVICES 4.1.1 – 4.1.8](#))

4.3.2 News and current affairs content must not be externally funded. (see [4.3.8](#) below for details concerning ‘democratic governance’ content). Consumer advice content must not be externally funded by External Funders whose products, services, or activities may be reviewed in the editorial content.

4.3.3 Content which is not news, current affairs or consumer advice content can be funded by other appropriate parties that meet the criteria in the General Practices for BBC World Service Group Services.

(See [PART A: GENERAL PRACTICES FOR BBC WORLD SERVICE GROUP SERVICES 4.1.1 – 4.1.8](#))

For example, content may cover such areas as humanitarian, educational, health, poverty, humanitarian crises, lifeskills, as well as other genres like entertainment, lifestyle and sport.

4.3.4 Subject to due diligence and other requirements outlined in these guidelines, appropriate External Funders may be non-commercial or commercial organisations. However, the External Funder must not receive any promotion within or around the content either within the editorial or through a sponsor credit.

**Any reference to an External Funder in editorial content must be referred to a senior editorial figure.**

**4.3.5 Any proposal for editorial content to be externally funded by a non-UK government department or agency must be approved by Director BBC World Service Group. (See also [4.3.8](#) Democratic governance content.)**

4.3.6 External funding arrangements must be made clear with an informational and non-promotional acknowledgement. The acknowledgement must not suggest that the programme has been made by the External Funder. No External Funder logos may be used. Acknowledgements for External Funders must be given in a standard form adjacent to the editorial content. For audio and video content this should be in the end credits. Acknowledgements must not appear to be a sponsorship credit. Contact details for the External Funder, including web addresses may not be included.

External funding acknowledgements must not incorporate any element of the programme or other BBC branding or be voiced by someone appearing in the programme. **External funding acknowledgements must be approved by the relevant output Controller.**

4.3.7 BBC World Service Group should not normally allow External Funders a preview of BBC content. However, when a preview is considered for editorial,

ethical or legal reasons, BBC World Service Group must make clear about the terms under which it is offered. It is normally best to do this in writing in advance. It should be clear that BBC World Service Group is not surrendering editorial control and that any changes made as a result of the preview will generally only relate to the correction of agreed factual inaccuracies or for reasonable concerns normally about the welfare of children, personal safety, or national security

4.3.8 BBC World Service Group services 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 F: BBC Media Action](#))

Some BBC Media Action programmes broadcast on BBC World Service Group services 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 see [4.3.9](#) below).

#### 4.3.9 *Democratic Governance Content*

Democratic governance content is a specific type of current affairs content that is aimed at improving democratic accountability by building greater understanding of the political process and institutions and by holding those in power to account. This is through citizens' access to information and the ability to challenge or debate with holders of public office. It frequently gives citizens information about public institutions and how they operate, and the opportunity to question those holding power through formats such as debate, panel discussions, call-in shows or events where leaders are held to account. Democratic governance content is targeted at audiences outside the UK.

Democratic governance is a category of editorial content which may be externally funded by appropriate External Funders. Appropriate External Funders must be judged in compliance with the General Practices for BBC World Service Group Services.

(See [PART A: GENERAL PRACTICES FOR BBC WORLD SERVICE GROUP SERVICES 4.1.1 – 4.1.8](#))

External funding of democratic governance content must not be accepted where there is a connection between the External Funder's objectives and the editorial content where such connection would undermine the BBC's independence.

**Any proposal for democratic governance content to be externally funded must be approved by Director BBC World Service Group after taking advice from Director Editorial Policy and Standards.**

## **PART D: SYNDICATION AND OTHER DISTRIBUTION AND RE-BROADCAST DEALS WITH OTHER PARTIES FOR THE BBC WORLD SERVICE, BBC WORLD NEWS AND BBC.COM/NEWS**

4.4.1 Syndication and distribution to other 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](#))

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

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

4.4.4 Advertising directly around BBC World Service Group 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](#))

## **PART E: THE BBC WORLD SERVICE**

### **SPECIFIC FINANCING ARRANGEMENTS FOR THE BBC WORLD SERVICE**

The BBC Charter and Agreement expressly allows finance from the profits of BBC Worldwide and other BBC commercial services, finance from the Open University for appropriate programming and online services, and co-productions.

The BBC World Service may also benefit from the limited exceptions to the rule on alternative finance for BBC Public Services in the BBC Agreement.<sup>4</sup> These include activities, facilities and events featured in, or supporting BBC output.

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<sup>4</sup> Clause 75(5) Broadcasting: An Agreement Between Her Majesty's Secretary of State for Culture, Media and Sport and the British Broadcasting Corporation July 2006

(See [Location and Production Incentives](#), [Public Value Partnerships](#), [Joint Editorial Initiatives and Events](#), [Sponsored Other Party Events](#) and [Ticket Sales](#))

In addition, the BBC World Service may benefit from further specific exceptions to the veto on alternative finance in the BBC Agreement under the terms set out in the BBC World Service Policy for Sources of Finance other than the Licence Fee.

(See [Advertising and Sponsorship 4.5.2 – 4.5.9](#) and [Part C External Funding for BBC World Service Group Services which is not Co-Production or Sponsorship](#))

All monies received must be reported in the quarterly Fair Trading return.

4.5.1 All commercial activity on the BBC World Service must be conducted in accordance with the Editorial Guidelines for BBC Commercial Services on Editorial Integrity and Independence from External Interests and in accordance with Clauses 68 and 101 of the BBC Agreement.<sup>5</sup> The BBC World Service must comply with the BBC World Service Policy for Sources of Finance other than the Licence Fee.

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

(See [Appendix: The BBC World Service Policy for Sources of Finance other than the Licence Fee](#))

## **Advertising and Sponsorship**

There are meanings of sponsorship/Sponsor in 1.2. Meanings.

(See [1.2. Meanings](#))

4.5.2 The BBC World Service is only permitted to carry an appropriate and proportionate amount of advertising and sponsorship on its services which are not targeted at UK audiences.

Any advertising or sponsorship is subject to the terms of the BBC Trust's approval.

4.5.3 All commercial activity on the BBC World Service must be in accordance with state aid rules requiring such activity to be appropriate and proportionate<sup>6</sup>.

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

(See [Advertising and Sponsorship Guidelines for BBC Commercial Services](#))

4.5.7 Advertising or sponsorship must not be visible or audible on BBC World Service services that are targeted at UK audiences.

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<sup>5</sup> Clauses 68 and 101 Broadcasting: An Agreement Between Her Majesty's Secretary of State for Culture, Media and Sport and the British Broadcasting Corporation July 2006

<sup>6</sup> Article 107 (1) of the Treaty on the Functioning of the European Union prohibits the use of public funds to confer a selective advantage on any market operator.

4.5.8 The following categories of content cannot be sponsored:

- Substantive BBC World Service services as a whole
- News and current affairs content (bulletins, programmes, reports and articles). If there is any doubt about whether a programme is current affairs, sponsorship for the programme must not be accepted.
- Consumer advice content must not be sponsored by sponsors whose products, services, or activities may be reviewed in the editorial content.

Other sponsorship arrangements must not give the impression that any of these categories have been sponsored.

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

(See [Advertising and Sponsorship Guidelines for BBC Commercial Services](#))

## **Location and Production Incentives**

4.5.10 Location and production incentives are often offered 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](#))

## **OTHER TYPES OF EXTERNAL RELATIONSHIP FOR THE BBC WORLD SERVICE**

### **Public Value Partnerships**

4.5.11 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.

A public value partnership typically involves working with other parties in providing support material, or off-air activities, relating to BBC editorial content.

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](#))

4.5.12 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 [Guidance online: Partnerships](#))

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

4.5.14 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](#))

4.5.15 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.

**4.5.16 Any proposal for involvement with a commercial organisation in relation to a public value partnership must be referred to 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

### 4.5.17 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).

### 4.5.18 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

**If there are any doubts about the suitability of joint editorial partners and arrangements for a joint editorial initiative referral must be made to a senior editorial figure who should consult Editorial Policy.**

### 4.5.19 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**

4.5.20 The BBC World Service may mount public events, such as concerts and award ceremonies, which are covered on air.

Where a BBC World Service event is not targeted at a UK audience: it may be acceptable to supplement the cost of mounting a public event by sponsorship from a commercial or non-commercial body.

Where a BBC World Service event is targeted at a UK audience: 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 World Service on-air event targeted at a UK audience must be approved in advance by Director BBC World Service Group after taking advice from Editorial Policy.**

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.

4.5.21 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***

4.5.22 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 [Framework for Funding Prizes and Awards](#) and [Editorial Guidelines Section 17: Interacting with our Audiences: 17.4.6](#))

## **Sponsored Other Party Events**

4.5.23 Where the BBC World Service covers sponsored other party events, such as sports events, awards shows and music events, the coverage:-

- should normally credit fairly the enabling role of sponsors

(See [Editorial Guidelines Section 14: Editorial Integrity and Independence from External Interests: 14.4.21 - 14.4.22](#))

- 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

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

4.5.24 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 references 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**

4.5.25 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.

4.5.26 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.

4.5.27 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 F: BBC MEDIA ACTION**

4.6.1 The BBC's international charity, BBC Media Action works in developing and transitional countries. It trains local broadcasters and journalists. It also makes editorial 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.

Editorial Content is often made in partnership with the BBC World Service and/or local broadcast partners. The programmes may be broadcast by these partners and BBC World Service.

4.6.2 All External Funders for BBC Media Action must comply with the General Practices for BBC World Service Group Services to ensure that any external funding relationship does not harm BBC World Service Group's reputation or compromise its impartiality, editorial integrity or independence. Before entering any external funding relationship BBC World Service Group must ensure that:

- i) the External Funder is appropriate, taking into account the likely expectations of the target audience
- ii) the external funding relationship is appropriate given the editorial content to be produced, taking into account the likely expectations of the target audience
- iii) the BBC will retain editorial control of BBC World Service Group editorial content

(See [PART A: GENERAL PRACTICES FOR BBC WORLD SERVICE GROUP SERVICES 4.1.1 – 4.1.8](#))

4.6.3 All editorial content produced by BBC Media Action must meet the standards in the BBC Editorial Guidelines, regardless of the service on which it will be made available. Where BBC Media Action is not in control of the editorial content (where, for example, it is acting in its capacity as a training provider), the content is not required to meet the BBC Editorial Guidelines.

**4.6.4 External funding acknowledgements for BBC Media Action editorial content that is not made available on a BBC service must be approved by the relevant BBC Media Action Country Director. The acknowledgements must comply with the provisions of [4.3.6](#).**

## **PART G: BBC WORLD SERVICE GROUP COMMERCIAL SERVICES – BBC GLOBAL NEWS LTD: BBC WORLD NEWS AND [bbc.com/news](https://bbc.com/news)**

4.7.1 All BBC World Service Group 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](#))

4.7.2 All editorial content must be commissioned or acquired on a transparent commercial basis.

### **Advertising and Sponsorship**

There are meanings of sponsorship/Sponsor in 1.2. Meanings.

(See [1.2. Meanings](#))

4.7.3 Advertising and sponsorship on BBC World Service Group 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](#))

4.7.4 News and current affairs content must not be sponsored.

4.7.5 Where advertising or sponsorship around BBC World News or [bbc.com/news](https://bbc.com/news) editorial content may be visible in the UK, for example where editorial content is used on a sponsor's platform, the content must be clearly labelled as BBC World News or [bbc.com/news](https://bbc.com/news) commercial services. This is to be clear that a commercial service has been sponsored and not a public service.

(See [Editorial Policy Guidance for BBC Global News Services on Use of Content by Sponsors](#))

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

(See [Advertising and Sponsorship Guidelines for BBC Commercial Services](#))

## **OTHER TYPES OF EXTERNAL RELATIONSHIP FOR BBC WORLD SERVICE GROUP COMMERCIAL SERVICES**

### **Marketing Events**

4.7.7 The main purpose of a BBC World Service Group commercial services marketing event must be to support BBC World Service Group brands, programming or other editorial content. BBC World Service Group marketing events and BBC World Service Group commercial services' sponsorship of other 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](#))

## **APPENDIX: THE BBC WORLD SERVICE POLICY FOR SOURCES OF FINANCE OTHER THAN THE LICENCE FEE (“ALTERNATIVE FINANCE”)**

### **Introduction**

1. This document constitutes the statement of policy, approved by the BBC Trust and the Secretary of State for Culture, Media and Sport (“the Secretary of State”), addressing the use by the BBC to a limited degree of alternative sources of finance<sup>7</sup> to supplement the television licence fee (“the licence fee”) in the funding of the BBC World Service, as from 1<sup>st</sup> April 2014.<sup>8</sup> Those sources of finance are referred to here as “alternative finance”. References to “content” are references to content for broadcast and items for inclusion in online services.
2. Although this policy is not directly applicable to the BBC’s other international public services (BBC World News and [bbc.com/news](#)), because they are commercially-funded, the BBC intends to adopt a more uniform approach to external funding, consistent with this policy, across all these services.

### **Background**

3. Clause 64 of the BBC’s Agreement with the Secretary of State<sup>9</sup> (“the BBC Agreement”) requires the BBC to provide the World Service, and defines it as a service consisting of—

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<sup>7</sup> The World Service was mandated by the FCO in the Comprehensive Spending Review (2010) to generate £3m of income by end of the financial year 2013 – 2014, with a clear understanding that that was to include commercial income.

<sup>8</sup> This policy recognises that some forms of funding from which the World Service was permitted to benefit when funded by grant-in-aid, as mandated and approved by the Secretary of State for Foreign and Commonwealth Affairs, would not have been available under licence fee funding because they were not covered by existing exceptions under clause 75(5).

<sup>9</sup> The original Agreement was made as a Framework Agreement under the BBC’s Royal Charter on 30 June 2006 and was presented to Parliament in July 2006 (CM 6872). It was amended by further Framework Agreements of 23 March 2010 (CM 7853), 11 February 2011 (CM 8002) and 13 September 2011 (Cm 8170)

“the broadcast or other distribution of programmes and the delivery of services in English and other languages, aimed primarily at users outside the UK.”

4. To date, the World Service has been funded principally by grant-in-aid provided by the Foreign and Commonwealth Office, and accordingly, the BBC was prohibited from using the licence fee to fund it. However, under the licence fee settlement reached between the BBC and the UK Government in October 2010, it was agreed that the World Service would be funded directly from the licence fee from 1 April 2014. The BBC Agreement has been amended to reflect this and to introduce changes to the governance of the World Service including, in particular, the issuing by the BBC Trust of an “Operating Licence”.
5. Thus, it is now open to the BBC to use the licence fee to fund the World Service, but this also means that the funding of the World Service has become subject to the same constraints as apply to other licence fee-funded services. Some existing sources of additional finance previously approved when the World Service was funded by grant-in-aid and already available to the World Service would no longer be available under the Charter and Agreement provisions governing the licence fee. In particular, the BBC cannot<sup>10</sup> use the licence fee to fund any activity carried on for the purposes of—
  - (a) any Commercial Service;<sup>11</sup> or
  - (b) a television, radio or online service which is wholly or partly funded by—
    - (i) advertisements,
    - (ii) subscription,
    - (iii) sponsorship,
    - (iv) pay-per-view system, or
    - (v) any other alternative means of finance,**unless the Secretary of State has given prior written approval.**
6. In addition, should the BBC wish to include sponsored material<sup>12</sup> in the World Service, or to provide any subscription service<sup>13</sup> as part of the World Service, the prior approval of the Secretary of State for Foreign and Commonwealth Affairs (“the Foreign Secretary”) is also required.
7. Certain sources of funding, listed in the BBC Agreement<sup>14</sup>, are considered not to be “alternative finance”. These comprise funds derived—
  - (a) from the operation of the commercial services;
  - (b) from the Open University;
  - (c) from co-production arrangements;

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<sup>10</sup> By virtue of clause 75(2) of the BBC Agreement.

<sup>11</sup> As defined in clause 101 of the BBC Agreement.

<sup>12</sup> As defined in clause 76(2) of the BBC Agreement.

<sup>13</sup> As defined in clause 76(2) of the BBC Agreement.

<sup>14</sup> See clause 75(5).

- (d) from co-funding by non-commercial bodies for output in minority languages and other limited circumstances (where compatible with a statement of policy approved by the Trust and the Secretary of State);
  - (e) from competition prizes and other awards made available or funded by third parties (under a framework approved by the Trust);
  - (f) from activities, facilities or events featured in BBC output or used to support the creation of BBC output and carried on or provided with third parties (where compatible with a statement of policy approved by the Trust and the Secretary of State).
8. Those sources of funding are available to the World Service to the same extent as they are available to any other licence fee-funded service of the BBC. The policies mentioned in sub-paragraphs (d) and (f) of paragraph 7 and the framework mentioned in sub-paragraph (e) of that paragraph apply to the World Service if to any extent the funding in question is not covered by the terms of this policy.

### **Approval of alternative finance for the World Service**

9. The Trust, the Secretary of State and the Foreign Secretary recognise that it is appropriate and expedient for the BBC to use certain alternative sources of finance for the funding of the World Service. This will enable the World Service to better perform its remit by making resources available to supplement the funding of the World Service from the licence fee. It also reflects an ambition expressed by the BBC Trust<sup>15</sup> and shared by the Government that, where appropriate and consistent with the BBC's editorial principles, the ability of all of BBC international news services to benefit from third party sources of funding, including commercial funding, should be continued and enhanced. Such funding for the World Service must be reasonable and proportionate and comply with the rules on state aid.
10. Accordingly, the Trust and the Secretary of State have approved the alternative finance set out in this policy, so long as it is conducted in compliance with the provisions of the policy.
11. The Foreign Secretary approves the inclusion of sponsored material in the World Service, as specified in paragraph 15 below.

### **General principles**

12. All alternative finance for the World Service must comply with all regulatory requirements, including the BBC's Royal Charter and the BBC Agreement, and the general law including the Audiovisual Media Services Directive (to the extent it is applicable to the World Service)<sup>16</sup> and state aid law. In particular, any arrangements for alternative finance (and where applicable any content funded by such means) must comply with the following—

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<sup>15</sup> BBC World Service: A licence fee funded service (June 2013): see at

[http://downloads.bbc.co.uk/bbctrust/assets/files/pdf/consult/wsol/wsol\\_positioning.pdf](http://downloads.bbc.co.uk/bbctrust/assets/files/pdf/consult/wsol/wsol_positioning.pdf)

<sup>16</sup> Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010.



- (a) clauses 68 and 101 of the BBC Agreement, regarding the organisational and structural separation of the BBC and its commercial subsidiaries;
- (b) the BBC's *Editorial Guidelines*, and in particular the *Editorial Guidelines for the BBC World Service Group on External Relationships and Funding*;
- (c) Global News Compliance Procedures;
- (d) such specific rules or conditions (if any) as may be imposed by the BBC Trust .

### **Approval for specific forms of alternative finance**

13. The following forms of alternative finance are approved, subject to compliance with the general principles set out above and the specific rules (if any) referred to in paragraph 12(d).
14. The BBC may include paid-for advertising in services provided by the World Service which are not targeted at audiences in the UK; such advertising must comply with the BBC's *Advertising and Sponsorship Guidelines for BBC Commercial Services*, and must take account of the likely expectations of target audiences, regulatory requirements and local market norms in the relevant territory.
15. The BBC may include sponsored content on the World Service.<sup>17</sup> Sponsored content may be—
- (a) sponsored content commissioned or acquired by the World Service (i.e. the sponsor may provide funding to the World Service directly);
  - (b) sponsored content that has been broadcast previously on other services provided by the BBC or BBC companies;
  - (c) sponsored content funded via the charity BBC Media Action<sup>18</sup> (i.e. the sponsor may provide funding to BBC Media Action which then provides the content to the World Service).
16. Current affairs content may be not be financed by external funders, except that the BBC may include for broadcast on the World Service democratic governance content<sup>19</sup>

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<sup>17</sup> Sponsorship of news or current affairs content is not permitted.

<sup>18</sup> BBC Media Action is 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. The World Service is the natural broadcasting outlet for Media Action. Media Action also works with other broadcasting partners around the world to give voice to programming promoting those aims.

<sup>19</sup> "Democratic governance" content is a specific type of current affairs content that is aimed at improving democratic accountability by building greater understanding of the political process and institutions and by holding those in power to account. This is through citizens' access to information and the ability to challenge or debate with holders of public office. It frequently gives citizens information about public institutions and how they operate, and the opportunity to question those holding power through formats such as debate, panel discussions, call-in shows or events where leaders are held to account. Democratic governance content is targeted at audiences outside the UK.

financed by external funders, including content dealing with current affairs, provided that it is consistent with the policy on appropriate funders set out in the *Editorial Guidelines for BBC World Service Group on External Relationships and Funding*.

17. The BBC may include in the World Service other externally funded content which is not sponsored content such as is permitted by paragraph 15 but which is either—
  - (a) funded by BBC Media Action, provided that any relevant external funding provided to Media Action for the purpose by external funders has been approved in accordance with the applicable compliance procedures in accordance with BBC Media Action's constitution, or
  - (b) externally funded by other appropriate external funders, provided that it is consistent with the policy on appropriate funders set out in the *Editorial Guidelines for BBC World Service Group on External Relationships and Funding*.
  
18. In order to comply with state aid rules, the BBC Trust must keep under review the total amount received by the BBC and its subsidiaries by way of alternative finance, and ensure that it does not exceed an amount appearing to the Trust to be proportionate to the cost of fulfilling the public service remit of the World Service, having regard to the licence fee funding also available to the World Service.