

## BBC One

**This service licence** describes the most important characteristics of BBC One, including how it contributes to the BBC's public purposes. Service Licences are the core of the BBC's governance system. They aim to provide certainty for audiences and stakeholders about what each BBC service should provide.

The Trust uses service licences as the basis for its performance assessment and as the basis for its consideration of any proposals for change to the UK public services from the BBC Executive. A service may not change in a way that breaches its service licence without Trust approval. The Trust presumes that any proposed change to a stated Key Characteristic of a licence will require it to undertake a Public Value Test. Should it decide not to carry out a Public Value Test before approving any such change, then it must publish its reasons in full.

### **Part I: Key characteristics of the service**

#### **1. Remit**

BBC One's remit is to be the BBC's most popular mixed-genre television service across the UK, offering a wide range of high quality programmes. It should be the BBC's primary outlet for major UK and international events and it should reflect the whole of the UK in its output. A very high proportion of its programmes should be original productions.

#### **2. Scope of this Licence**

BBC One should be available for 24 hours every day. It should be transmitted free to air for general reception in the UK as a live broadcast on analogue and digital television and it may be simulcast on fixed and mobile internet protocol networks. It may also be simulcast as a high definition (HD) channel.

It may also offer its broadcast content on fixed and mobile internet protocol networks or via other platforms<sup>1</sup> for seven days after it has been broadcast. On the same platforms, it may allow users retrospectively or prospectively via pre-booking to

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<sup>1</sup> In accordance with the Trust's Syndication Policy for BBC on-demand content.

download multiple episodes of first-run series (known as 'series stacking')<sup>2</sup> until a date no later than seven days after the last episode in the relevant series. The aggregate volume of such "series stacked" content must represent no more than 15% of all television content offered on demand. On the internet, it may give users 30 days after downloading the content to access it for the first time and may allow users to repeatedly consume downloaded content for up to seven days after first access.

It should offer programme-related content on [bbc.co.uk](http://bbc.co.uk).<sup>3</sup> Some programmes should have interactive television features available on digital platforms.

### **3. Service budget**

BBC One has a service budget of £1,140.1 million in 2012/13.

Any planned or actual change in annual expenditure on the service of more than 10% in real value requires approval from the BBC Trust and may entail variation of this Service Licence. This parameter of change is set to allow variations in spending which arise from regular, cyclical factors such as spending on major sports events, a reasonable level of operational flexibility (e.g. programme scheduling) and changes in accounting policy. Allowing for these factors, the Trust may judge that planned or actual change in annual expenditure of less than 10% should require its approval if the implications of this are significant for the character of the service or its market.

### **4. Overview of aims and objectives**

BBC One programmes should exhibit some or all of the following characteristics: high quality, original, challenging, innovative and engaging, and it should nurture UK talent.

BBC One should deliver its remit through high quality programmes with wide appeal across all genres. These should be commissioned from a wide pool of suppliers, demonstrate high production values, and feature the best talent – on and off screen. BBC One should regularly broadcast programmes of large scale and ambition, also it should encourage innovation delivered in a way that appeals to a broad audience.

BBC One should be the BBC's main platform for television drama and, especially in peaktime, drama should be one of the biggest creators of BBC's One's impact with its audience. Comedy should feature strongly, and the channel's strengths should also include entertainment, factual entertainment and its coverage of large sporting events.

BBC One should be the BBC's most significant provider of accurate, impartial and independent television news, with comprehensive news bulletins in peaktime. Its

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<sup>2</sup> Programmes may be series stacked if the series has a distinct run with a beginning and an end and a clear 'narrative arc' or if it has exceptionally high impact.

<sup>3</sup> This includes the offer of some news and current affairs output on-demand for an unlimited time period after initial broadcast. Any expansion of this offering will require the approval of the BBC Trust.

current affairs and consumer journalism should reach wide audiences with programmes of high impact and broad interest.

BBC One should show high quality, landmark factual programmes in peak and other viewing times. These should be in genres such as natural history, history and science, and feature a range of documentary, leisure, social action and religious output. It should bring music and arts programmes to mainstream audiences, including offering some in peaktime.

Content that comes from, and reflects, the nations, regions and communities of the UK should feature on BBC One, including during peaktime – helping to make BBC One’s schedule distinctive in comparison with other mass appeal channels. It should offer opt-out programming for audiences in the BBC’s nations and regions. It should bring the world to the UK, particularly in news, current affairs, factual, arts and music output.

BBC One should aim to bring people together with its coverage of major sporting, cultural, entertainment and other events.

From time to time BBC One should lead editorial initiatives across the BBC, including in areas such as culture, sport and social action.

Programmes that have grown an audience on other BBC channels should sometimes transfer to BBC One in order to broaden their appeal.

BBC One should enhance its output with interactive content on a variety of platforms across a wide range of genres. In order to highlight the benefits of digital to the non-digital audience, it should show some of the best output from the BBC’s digital channels and should also promote the take-up of digital platforms.

BBC One is committed to commissioning output from outside the M25 area and from independent suppliers, in accord with the BBC’s statutory commitments<sup>4</sup> and the operation of the BBC’s In-house Guarantee and Window of Creative Competition.

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<sup>4</sup> All statutory commitments are set out in Annex II of this licence

## **Part II: Contribution to public value**

### **5. Contribution to the promotion of the BBC's public purposes**

#### **5.1 Sustaining citizenship and civil society**

BBC One should make a very important contribution to this purpose amongst its audience, principally through the impartiality, accuracy and independence of its journalism.

It should be a key provider of news for all UK audiences, with regular bulletins throughout the day serving UK-wide audiences. It should provide regular news bulletins for the nations that reflect their different political and cultural make-up and will aim to reflect the realities of devolution in its network news output.

It should give prominence to a range of the best of the BBC's long-form journalism, featuring analysis of current events and agenda-setting investigations. There should be regular political coverage and topical debate presenting the full range of significant opinion. BBC One should lead the BBC's election coverage on television. The channel should collaborate with BBC News 24 in regular overnight programming and in the coverage of breaking news at other times as appropriate.

BBC One should present unbiased consumer affairs and advice. Documentary output should be used to encourage understanding of contemporary issues. BBC One should frequently be at the forefront of the BBC's social action, charity fund-raising and awareness campaigns.

#### **Statutory commitments<sup>5</sup>**

- BBC One has statutory commitments guaranteeing its levels of network and regional news, both in peaktime and across all hours.
- It also contributes to a shared statutory commitment to a minimum level of current affairs output with BBC Two, both in peaktime and across all hours.

#### **5.2 Stimulating creativity and cultural excellence**

BBC One should make a very important contribution to this purpose amongst its audience by offering a broad range of drama, entertainment and comedy programmes, by featuring major events from across the genres and by bringing arts and culture to mainstream audiences.

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<sup>5</sup> All statutory commitments are set out in Annex II of this licence. The levels of each commitment is published in the BBC's Statements of Programme Policy each year

BBC One should commission a high proportion of UK-made original productions from a diverse range of suppliers in accord with the BBC's statutory obligations. Whilst narrative repeats and recent repeats of quality programming or to mark special events or occasions may be valued by viewers, the channel should keep repeats from the archive to a minimum, especially in peaktime.

A wide range of drama, including literary adaptations as well as strongly-authored contemporary series, should be a significant part of the BBC One schedule. BBC One should also feature UK comedy and contemporary entertainment appealing to mainstream audiences. The output should feature the best of UK writing, performing, presenting and production talent, offering them frequent opportunities to take creative risks and innovate.

It should also help to bring the richness of the UK's artistic life to mainstream audiences, including in peaktime, as well as keeping them in touch with major developments in international culture.

Its coverage of major cultural and sports events should, from time to time, aim to encourage audiences to participate in these activities.

#### **Conditions**

BBC One should:

- Broadcast at least 40 hours of music and arts programmes each year<sup>6</sup>

### **5.3 Promoting education and learning**

BBC One should make an important contribution to this purpose amongst its audience. It should cover a range of subjects including specialist, more serious topics. Some should be shown in peaktime.

BBC One should strive to make subjects accessible to a wide audience. High quality, landmark factual programmes should feature prominently. These should set standards of creative excellence and innovation, frequently including new technologies and production techniques. It should cover a range of subjects including specialist, more serious topics, and it should employ a range of approaches, including landmark series and single documentary.

BBC One should cover areas such as natural history, science, history and the arts. It should use drama to enable mainstream audiences to learn about factual subjects and make use of interactive technology to allow audiences to take part in learning or to explore subjects more deeply. BBC One should work with other BBC channels to guide audiences to complementary content that extends understanding.

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<sup>6</sup> This output includes repeats and acquisitions. It does not include output broadcast overnight in the Sign Zone

#### **5.4 Reflecting the UK's nations, regions and communities**

BBC One should make an important contribution to this purpose amongst its audience and it should offer opt-out programmes and news bulletins for the nations and English regions.

Other BBC One output – such as documentary, current affairs and drama - should reflect and explore the diversity of UK society. The channel should also cover religion, including some high impact religious programming in peaktime.

BBC One should lead the BBC's coverage of major events from across the genres. It should be the place where large audiences come together to share in national and international events, including sporting, cultural and musical occasions. Major national and international sporting events should continue to play a major role on BBC One, rights permitting.

BBC One contributes to a shared statutory commitment to a minimum level of regional programming, both in peaktime, the hours adjacent to peaktime and across all hours with BBC Two. BBC One supports the BBC's statutory commitment to commission a range of output from outside the M25<sup>7</sup>.

#### **Conditions**

BBC One should:

- With BBC Two, broadcast at least 110 hours of religious programming each year<sup>8</sup>

#### **5.5 Bringing the UK to the world and the world to the UK**

BBC One should play its part in contributing to this purpose amongst its audience, primarily by bringing the world to the UK, by covering international events and issues. Its news bulletins should reflect a global as well as national agenda, its factual and documentary output should include global topics, and its arts and music programmes should also feature non-UK artists.

BBC One should acquire and co-produce some high quality international content with broad audience appeal.

#### **5.6 Emerging communications**

The BBC's sixth public purpose is defined in the Charter as "in promoting its other purposes, helping to deliver to the public the benefit of emerging communications technologies and services and, in addition, taking a leading role in the switchover to digital television".

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<sup>7</sup> All statutory commitments are set out in Annex II of this licence

<sup>8</sup> This output includes repeats and acquisitions. It does not include output broadcast overnight in the Sign Zone

BBC One Service Licence. Issued November 2012

BBC One should contribute to the promotion of this purpose in a variety of ways which are described in this Service Licence.

## **6. Annexes to this Licence**

### **6.1 Annex I – Performance assessment**

The performance of BBC One will be assessed by the Trust using the framework described in Annex I. BBC One's compliance with any Conditions, as described in section 5, will also be measured on an annual basis and reported in the Annual Report and Accounts.

The BBC Trust will expect BBC One to comply with the commitments described in sections 4 and 5 of the Service Licence. The BBC Trust will monitor compliance with these commitments retrospectively as part of its periodic service reviews and/or on an exceptional basis if there is evidence or allegation of non-compliance.

### **6.2. Annex II - Statutory commitments**

Details of statutory quotas and other obligations to be fulfilled by BBC One, in conjunction with other BBC services, are set out in Annex II.

### **6.3. Annex III - BBC One in the nations**

A separate Annex for Northern Ireland, Scotland and Wales sets out the remit, commitments and Conditions for the service as it is offered by BBC One in each of these nations.

## **Annex I: Performance measurement framework**

### **Introduction**

## **Annex I: Performance measurement framework**

The BBC Trust has the function of assessing the performance of the Executive Board in delivering the BBC's services and activities and holding the Executive Board to account for its performance.<sup>9</sup> It uses the framework described below as the basis for its assessment of BBC One.

The framework uses a range of metrics based around the four drivers of public value:

- Quality
- Reach
- Impact
- Value for money.

The Trust can amend this framework without this constituting formal variation to this Service Licence.

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<sup>9</sup> Charter, article 24 (c)

## **Annex II: Statutory commitments**

In addition to the conditions and commitments described in this Service Licence, BBC One has, or contributes to the fulfilment of, a number of statutory commitments each calendar year. The exact level of each annual commitment is published by the BBC in its Statement of Programme Policy each year.

- A minimum percentage of qualifying hours to be provided by independent producers
- A minimum percentage of all hours, and peaktime hours to be originations (first shows and repeats)
- A broad pattern of news programmes to be maintained throughout the day, with a minimum number of hours of network news programming, including a minimum number of hours of news in peak time (18.00hrs –22.30hrs)
- A minimum number of hours of regional news programmes, including a minimum number of hours in peaktime
- A minimum percentage of relevant programme production budgets, representing a percentage of hours of productions by volume, must be spent outside the M25
- To maintain the current broad range of programmes produced outside the M25, and broad range of different production centres used across the UK
- A minimum percentage of qualifying hours to have subtitling, signing and audio description television access services

BBC One shares the following commitments with BBC Two:

- BBC One and BBC Two must broadcast a minimum number of hours of regional programmes in peaktime, plus a further number of hours at times adjacent to peaktime (i.e. the hour either side of peaktime) excluding news on BBC One
- BBC One and BBC Two combined must deliver a minimum number of hours of network current affairs programming, including a minimum number of hours in peaktime
- BBC One and BBC Two must broadcast a minimum number of hours of regional programming across the range of genres, including regional news programmes for BBC One
- A minimum percentage of regional programmes must be made in the relevant area (BBC One and BBC Two commitment)

**Annex III: BBC One in the nations**  
**Annex III (i)**

# BBC ONE Northern Ireland

## **Part I: Key characteristics of the service**

### **1. Remit**

The remit of BBC One Northern Ireland (NI) is to complement the networked BBC One schedule by providing mixed-genre programmes appealing to mainstream Northern Ireland audiences which displace or replace content otherwise available on BBC One. BBC One NI should be the BBC's primary outlet for television coverage of major events in Northern Ireland.

### **2. Scope of this Licence**

See BBC One main Licence. BBC One NI should be available to viewers in Northern Ireland.

### **3. Overview of aims and objectives**

BBC One NI should provide accurate, impartial and independent daily news services. Its current affairs output should document civic and political life, provide context for local issues, and facilitate debate by representing the diversity of opinion in Northern Ireland. It should place special emphasis on authoritative reporting and analysis of elections in Northern Ireland.

BBC One NI should provide a platform for, and create, community initiatives and events. It should enable people to share their stories with the wider community. Programmes should find new ways to reflect a sense of place, including its local and natural history and its cultural life. Coverage of local sport should be part of the mix.

The schedule should include high quality entertainment, music and arts. BBC One NI should aim to make a significant investment in television comedy. It should nurture new talent and support Northern Ireland's creative economy.

## **Part II: Contribution to public value**

### **4. Contribution to the promotion of the BBC's public purposes**

BBC One NI should fulfil most of the requirements of the main BBC One Service Licence. The following Conditions relate to programming broadcast only on BBC One NI.

#### **Conditions**

BBC One NI should:

- Broadcast at least 280 hours of news and current affairs programmes each year
- Broadcast at least 80 hours of other (non-news) programming each year<sup>10</sup>

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<sup>10</sup> This output may include repeats and acquisitions

## **Annex III (ii)**

# **BBC One Scotland**

### **Part I: Key characteristics of the service**

#### **1. Remit**

The remit of BBC One Scotland is to complement the networked BBC One schedule by providing mixed-genre programmes appealing to mainstream Scottish audiences which displaces or replaces content otherwise available on BBC One.

The service should provide Scottish viewers with programmes that reflect and support Scottish culture, identity and heritage and it should be the BBC's primary outlet for television coverage of major Scottish events.

#### **2. Scope of this Licence**

See BBC One main Licence. BBC One Scotland should be available to viewers in Scotland.

#### **3. Overview of aims and objectives**

BBC One Scotland should provide accurate, impartial and independent daily news services. Its current affairs output should document civic and political life, provide context for Scottish issues, and facilitate debate representing the diversity of opinion in Scotland. It should place special emphasis on authoritative reporting and analysis of elections in Scotland.

BBC One Scotland should provide a platform for special events of particular significance to mainstream Scottish audiences. In its drama, comedy, music and arts coverage it should reflect contemporary and historical Scottish life and culture. Scottish sport should be an important part of the mix.

It should foster Scottish talent, nurture new talent and support Scotland's creative economy.

### **Part II: Contribution to public value**

#### **4. Contribution to the promotion of the BBC's public purposes**

BBC One Scotland should fulfil most of the requirements of the main BBC One Service Licence. The following Conditions relate to programming broadcast only on BBC One Scotland.

**Conditions**

BBC One Scotland should:

- Broadcast at least 265 hours of news and current affairs programmes each year
- Broadcast at least 140 hours of other (non-news) programming each year<sup>11</sup>

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<sup>11</sup> This output may include repeats and acquisitions

## **Annex III (iii)**

# **BBC One Wales**

## **Part I: Key characteristics of the service**

### **1. Remit**

The remit of BBC One in Wales is to complement the networked BBC One schedule by providing mixed-genre programmes appealing to mainstream audiences in Wales which displaces or replaces content otherwise available on BBC One.

The service should provide viewers in Wales with programmes that reflect and support local culture, identity and heritage and it should be the BBC's primary outlet for coverage of major events in Wales.

### **2. Scope of this Licence**

See BBC One main Licence. BBC One Wales should be available to viewers in Wales.

### **3. Overview of aims and objectives**

BBC One in Wales should provide accurate, impartial and independent daily news services. Its current affairs output should document civic and political life, provide context for Welsh issues, and facilitate debate representing the diversity of opinion in Wales. It should place special emphasis on authoritative reporting and analysis of elections in Wales.

BBC One Wales should provide a platform for special events of particular significance to mainstream audiences in Wales. In its drama, comedy, music and arts coverage it should reflect contemporary and historical life and culture in Wales. Welsh sport should be part of the programme mix.

It should foster talent in Wales, nurture new talent and support the creative economy in Wales.

## **Part II: Contribution to public value**

### **4. Contribution to the promotion of the BBC's public purposes**

BBC One Wales should fulfil most of the requirements of the main BBC One Service Licence. The following Conditions relate to programming broadcast only on BBC One Wales.

**Conditions**

BBC One Wales should:

- Broadcast at least 250 hours of news and current affairs programmes each year
- Broadcast at least 60 hours of other (non-news) programming each year<sup>12</sup>

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<sup>12</sup> This output may include repeats and acquisitions