

Mark Thompson
Director-General

a BBC,
focused on ,
ready for

Our challenges

A precious heritage of quality and talent

Multiple audience groups with distinct needs and demands

A proven portfolio of services and programmes

A smaller BBC

- Carefully targeted savings
- A smaller property footprint
- No new networks or local radio stations
- £1.5bn off investment proposals
- A smaller workforce BUT as much talent retention as possible

Concentrate on quality

Make less to a higher standard

- Fewer hours of TV origination
- Fewer webpages

Exploit a somewhat smaller amount of content on...

- the existing TV and radio portfolio
- the iPlayer and other new non-linear services

Get ready for digital

- Digital TV switchover
- Launch and develop
- Drive use
- Launch
- Web 2.0 -
- iPlayer / MyBBCRadio / MyNewsNow / MySportNow /
MyLocalNow / Knowledge / Multiplatform
- Integrated multimedia newsroom

Investment by content group

Vision	640 – 660
Nations & Regions	510 – 550
News	355 – 370
FM&T	120 – 130

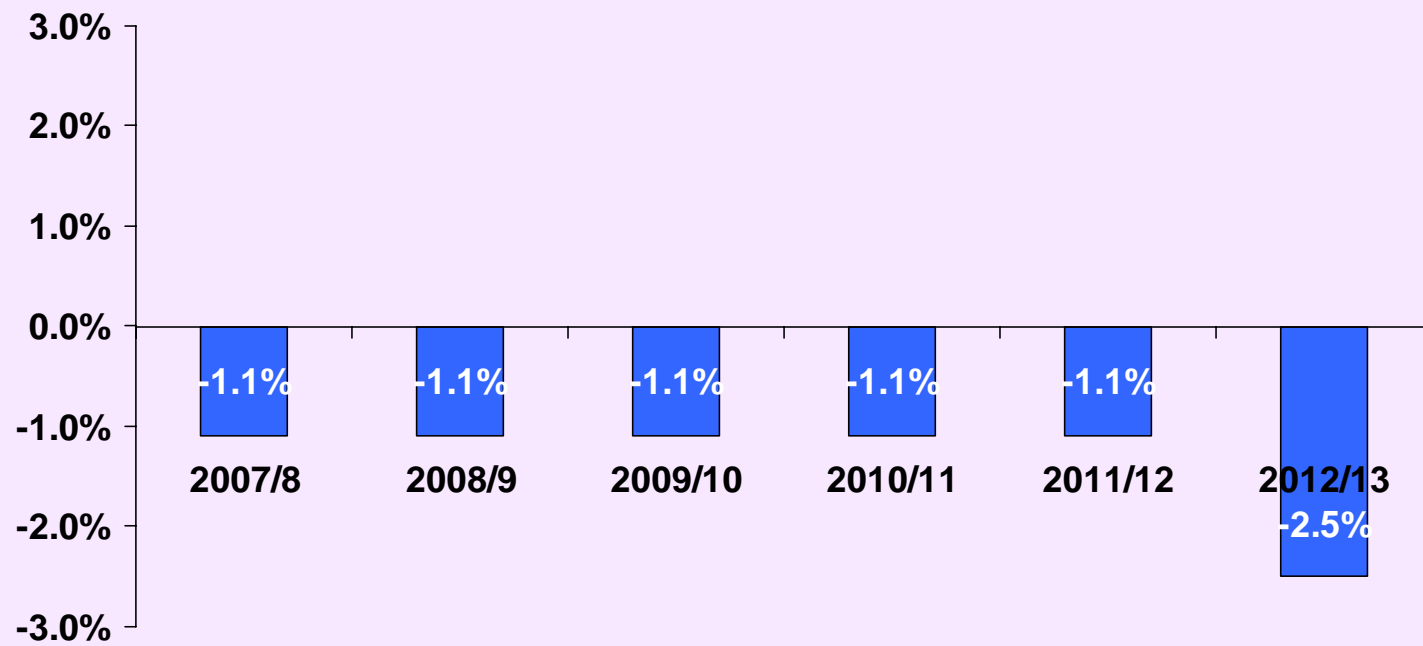
Audio & Music	65 – 75
Sport	Up to 20
Prof. Services	Up to 75

What would success look like?

- Local / UK / Global
- TV / Radio / Web

- Strong networks
- On demand
- HD

1.4% 1.4% 1.4% 1.4% 1.4% 0%



1. **Geography**
2. **Climate**
3. **Population**
4. **Economy**
5. **Government**
6. **History**
7. **Culture**
8. **Education**
9. **Healthcare**
10. **Environment**

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The Best Journalism in the World

**Threats NOW from
the Digital &
Audience
'Revolution'**

News

BBC TV News

Down by 5% since 2001 currently at



69%

BBC Radio News

Slight 2% rise since 2001



52%

BBC News Online

Sharp rise - not enough to make up the gap yet



12%

**Threats NOW from
the Digital &
Audience
'Revolution'**

The Creative Future

**The Key
Investment:
'My Now' Portfolio**

**Meeting the Tough
Financial
Challenge**

Post Closures

	<u>Min</u>	-	<u>Max</u>
News	475	-	490
Scotland	225	-	240
Wales	220	-	235
Northern Ireland	100	-	110
English Regions	370	-	390
Sport	30	-	35

Redundancies

	<u>Min</u>	-	<u>Max</u>
News	355	-	370
Scotland	155	-	165
Wales	145	-	155
Northern Ireland	75	-	85
English Regions	130	-	150
Sport	20	-	20

Radically reduce duplication

**Ambitious multimedia working and
multi-skilling**

**Redesign structures and streamline
tiers & operations**

Focusing funds on audience value

**The Result in 2012:
The Best
Journalism in the
Digital World**

Vision's future portfolio

Mass audience



Knowledge Building



Young Audiences



Films



£7bn investment in content over 6 years

- The biggest investor in original comedy in the UK
- The widest range of drama of any broadcaster in the world
- Popular high quality entertainment
- The biggest investor in UK produced children's programming
- A commanding reputation in knowledge-building

POSTEAL <

NB. FOR ILLUSTRATIVE PURPOSES ONLY

ONE Identis



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Accessibility help

Text only



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Making less – what it means

- **A significant reduction in the volume of output – 10% less over 6 years**
- **Reduction in the combined budget of BBC Three and Switch**
- **Make the portfolio work harder**
- **Prioritisation of peak-time and extend value of content investment through narrative repeats**

Impacts on jobs in Vision

