



Performance

How we performed against our objectives by content area, genre and channel or network

Television



Danny Cohen
Director,
Television

“It was a strong year for BBC Television in an increasingly competitive landscape with changing audience viewing habits putting our reach figures under some pressure. Over the coming months we’re making programmes even more distinctive with high impact drama, natural history and major national events. And, as the media world changes rapidly and audience expectations get ever higher, we’re working hard to ensure quality, distinctiveness and innovation across all our output.”

Serving all audiences

Whilst BBC Television aims to stimulate and delight audiences across the UK we recognise we still need to work harder to reach a young, more diverse audience. From the factual *Wonders of Life* to distinctive drama *Peaky Blinders*, from comedy hit *Mrs Brown’s Boys* to entertainment in *Strictly Come Dancing* we look to offer something for everyone. Millions came together to enjoy *The Voice* and *The Great British Bake Off* and distinctive new programmes included *The Story of the Jews*, *Citizen Khan*, *The Call Centre*, Stephen Fry’s *Out There*, the live one-off musical from Bradford City Centre – *Bollywood Carmen* – along with coverage of the Winter Olympics – all attracting diverse audiences.

Creative excellence

There were many standout programmes in 2013/14 reflected in the number of awards won by BBC Television. However, audiences’ expectations continue to be very high and we are committed to raising the quality bar ever higher. *Sherlock*’s launch on New Year’s

Day was watched by 12.7 million viewers and audiences were thrilled with James Corden’s *The Wrong Mans*, Jane Campion’s *Top of the Lake*, and *Burton and Taylor* starring Dominic West and Helena Bonham Carter.

Distinctive thought-provoking content

We aim to provide educational and stimulating content for all audiences. The very best blue chip factual of Brian Cox’s *Wonders of Life* sat alongside popular innovation like *The Great British Sewing Bee* and *It’s A Mad World* – a powerful season looking at young people and mental health on BBC Three. The best arts, music and cultural programmes are increasingly delivered through partnership projects: *Written on Skin* with the Royal Opera House; *Handmade* alongside the V&A; and a star-studded performance celebrating the 50th birthday of the National Theatre.

Looking forward

Our commemoration of WWI continues with David Olusoga’s *World’s War* documentary series and major event coverage in August 2014. New drama includes adaptations by Hilary Mantel and Susanna Clarke and there’ll be new comedy from Peter Kay and Matt Lucas. *Life Story* is a major new natural history series for BBC One. We’ll see more collaboration between BBC Four and BBC Two, including a focus on the art and music of the 18th century. BBC Four is taking a lead role in *BBC Arts at...* a major new initiative to take our arts coverage across the UK, and as we look to reinvent BBC Three as an online service, the channel remains committed to factual and current affairs with a season on crime and punishment as well as new comedy, *Siblings*.

Strategy in action



Serving all audiences

- 99.6% of the UK population watched BBC television for at least 15 minutes during 2013 and on average people in the UK watch for almost nine hours a week.
- *Doctor Who: The Day of the Doctor* was the most viewed drama with an average audience of 12.8 million, while on iPlayer it was the most requested drama episode in 2013 with more than 3.2 million requests.



Quality and distinctiveness

- The BBC won a total of 16 Baftas over the last year (this includes Film, Television & Craft)



Radio

“BBC Radio stations’ unique, high-quality offer has helped to preserve radio listening in the UK in the face of ever-increasing competition. Our continuing focus on distinctive content and digital innovation, such as the launch of our Playlister service, means radio is well placed for future challenges.”

Ambitious content across all networks

BBC Radio continues to produce outstanding creative content across all its networks daily and through single standout moments:

Radio 1’s *Talk It Out* encouraged listeners to share their problems and receive expert advice, while the *Teen Awards* recognised more young ‘heroes’; Radio 2 broadcast a live minute-by-minute, three-hour documentary on the assassination of JFK and ran the year-long *People’s Songs*, telling the story of modern Britain through 50 records; Radio 3 celebrated anniversaries of Britten, Verdi and Wagner with complete opera cycles for each, while its *Free Thinking* festival of ideas returned to Gateshead to explore ‘Who’s in Control?’; on Radio 4, *Cultural Exchange* invited 75 leading creative minds to choose their favourite cultural work, while Grayson Perry’s *Reith Lectures* gave a powerful and playful insight into contemporary art.



An unrivalled breadth of music

The BBC’s national networks offered a unique range of music, from Radio 2’s *Folk Awards* at the Royal Albert Hall and the inaugural 6 Music Festival in Manchester to new urban music at IExtra Live and the 119th season of the BBC Proms, which had more sell-out concerts than any previous year and included a last night led for the first time by a female conductor, Marin Alsop.

New British talent was showcased in the *Sound of 2014* poll on Radio 1, Radio 3’s *New Generation Artists* and the Asian Network’s *New Music Day*, whilst 120,000 unsigned acts have now uploaded their music on to the ‘BBC Introducing’ website.

Audiences

Whilst time spent listening remains under pressure in the face of digital competition, BBC Radio has been highly resilient in terms of reach with record audiences for Radio 2, Radio 4, 6 Music and the Asian Network. Hours continue to be under pressure though they have stabilised in the last quarter. Over the year, 90% of the population listened to the radio every week; 67% to BBC Radio.

Innovation

In October, as part of our move towards a more personalised service for our listeners, we launched *Playlister*, a service which allows users to tag tracks as they are played on BBC Radio and build up and export their personal playlists.

Digital Radio listening continues to grow, with 37% now through digital devices. Radio 1 became the first radio station to attract a million subscribers to its YouTube channel and the iPlayer Radio app now reaches more than 6 million browsers every week.

Strategy in action

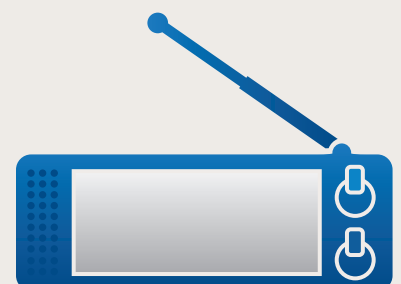
Serving all audiences

- 6 Music reach is now nearly 2 million, cementing its position as the UK’s leading digital station.
- Radio iPlayer now reaches over 6 million browsers every week, and launched an app for Android devices in April 2013.



Quality and distinctiveness

- In a year of outstanding creativity and ambition we have seen BBC Radio audiences grow across traditional networks, digital stations and online.



News



James Harding
Director, News

“The BBC is the best news organisation in the world. Our job is to keep making it better – to deliver more of our own original journalism, to get stories and tell stories in the ways now made possible by new technologies, to ensure ever greater value for licence fee payers, to lead the social and mobile media revolution so as to make the news available to everyone, wherever they are, now. We must do all this, but, above all, we must safeguard the public’s trust.”

Reaching all audiences

82% of UK adults consumed BBC News each week across television, radio and online. TV News reach was slightly down but was still the main audience platform, reaching over 32 million UK adults every week. Radio news and current affairs hit a new record of 29.2 million in the final quarter of 2013. Use of the BBC News website rose to an average of 25 million UK weekly browsers in early 2014. There was record world traffic in March, with an average of 62.8 million unique browsers (UK and international) per week.

Trust

BBC News remains by far the most trusted source of news in the UK, although we are slightly below the levels reached before October 2012 when the crisis broke over coverage of Jimmy Savile and the separate *Newsnight* child abuse investigation in Wales. We will work hard to justify the audience’s continued trust. We will be alive to our critics and take responsibility for mistakes when we make them. We will uphold an uncompromising commitment to accuracy, impartiality, diversity of opinion and fair treatment of people in the news.

Strategy in action



Serving all audiences

- The @BBCBreaking Twitter account has more than 10 million followers

10m

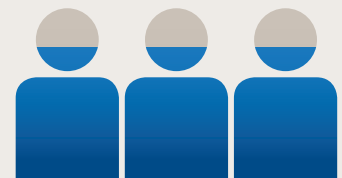


Quality and distinctiveness

- Every week, across all platforms, 82% of UK adults came to BBC Network and Regional news

82%

2012/13: 82%



High-profile stories

The brutal murder of the soldier Lee Rigby in Woolwich shocked people across the country and was our most followed story. In Syria, more than 100,000 were killed, and millions displaced. The bravery of our teams there was recognised with Royal Television Society awards. We reported on how the election of Iran’s President Rouhani is changing the dynamic in the Gulf; the assault on corruption by China’s president; how Pope Francis is reviving interest in the Roman Catholic church; and the passing of Nelson Mandela, who changed the course of history. At home, we reported on the miserable weather and a gathering, but uneven, economic recovery.

Working together

The BBC has a news network that reaches from local radio stations to bureaux across the world. We hope to put all those resources to the service of the public. We strive to cover what matters from the communities where we live to the furthest corners of the earth. Technology is transforming the news, enabling the BBC to inform, educate and, more than ever, engage. We want to help shape the future of news, using mobile and social media to ensure the news gets to everyone, everywhere, now.

Future media

“We’re committed to bringing the entire BBC to audiences as a seamless online experience across all screens – mobile, tablet, desktop and TV. As media consumption becomes increasingly mobile, we’re adapting content in innovative ways and using new formats to increase personalisation, interaction and choice.”

Mobile and tablet growth

A striking feature of the past 12 months has been the rise in mobile and tablet users, and we’re making sure we provide content that is interactive, personal, social and easy to consume on-the-go. The BBC Weather app provided localised, clear content and was snapped up by audiences, downloaded 1 million times within two weeks of launch. The CBeebies Playtime app, downloaded over 2 million times, prompted a surge in CBeebies’ weekly unique browsers.

A more personal BBC

We’re aiming to deliver an increasingly relevant, interactive, and social experience for our audiences. We’re investing more in data analytics so that we can better understand our audiences and help them find and discover content that they’ll love and come back for time and again.



BBC iPlayer goes from strength to strength

In 2014/15, BBC iPlayer will begin its transformation from a broadcast TV catch-up service to the BBC’s primary digital entertainment destination and complementary fifth channel. The new iPlayer offers a beautiful user experience designed to appeal to our growing audiences. We’ll use the platform to offer new forms of storytelling and collaboration, building upon the success of iPlayer exclusives – such as *Sherlock’s Many Happy Returns* which attracted over 7 million views – with stand-alone comedy shorts and factual commissions that will complement and contrast with linear programming. We’ll also develop exciting new product features, such as subtitles on mobile and a child-safe area for CBeebies and CBBC.

Bringing the nation together

From *Strictly* to Sochi, 2013/14 saw BBC Online use digital technology to engage the nation. In 2013, for the first time, we offered *Strictly* audiences the opportunity to vote for free via our online voting system, contributing to an enormous 81% growth in the number of votes for the final. The Winter Olympics provided the first opportunity to use the new live proposition – combining video, audio, text, data and social features across all screens to bring the biggest events alive. Similar digital power will be brought to bear as we look forward to the World Cup, Glastonbury and the Scottish Referendum.

Strategy in action



Serving all audiences

- BBC iPlayer saw a record three billion programme requests in 2013 – up 33 per cent on 2012

3bn



Quality and distinctiveness

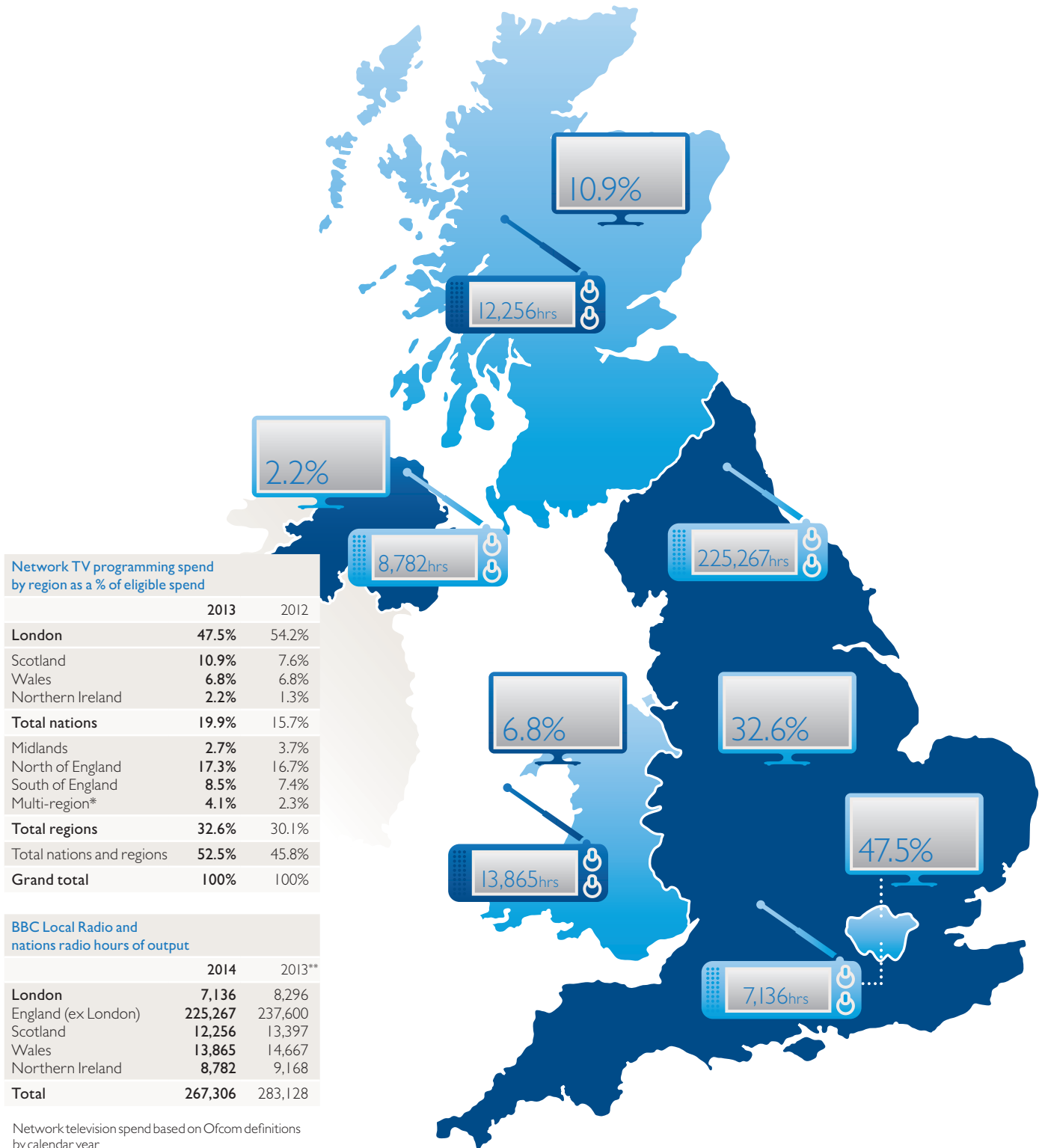
- The BBC Weather App is the fastest growing BBC mobile app of all time – more than 6 million downloads since launch

6m



Nations and regions

It has been a strong year for network TV production in the Nations and Regions, with more than 50% from outside London and more than 17% from the Nations.



Network television spend based on Ofcom definitions by calendar year

* Multi-region covers programmes made outside London but which cannot be attributed to any one region or nation.
 **The BBC Local Radio and nations radio hours of output only includes BBC original programmes and excludes any repeat programmes. The comparative hours have been restated to be on a consistent basis.

England

Television, radio and online teams across English Regions responded to the severe winter weather by providing an unmatched service of local news updates, essential information and special programming for local communities. We have worked hard to develop our reputation for delivering and leading high-quality, locally rooted accountability based journalism and debate, and we launched one of our biggest ever editorial projects – telling the stories of *World War One at Home* across every part of the country. Complementing our established output, we are developing exciting, fresh ways of bonding with existing and new audiences through our online and social media presence.

BBC Radio Bristol and BBC Somerset presenter Laura Rawlings



Wales

It was a record year for BBC Wales with programming for BBC One Wales/BBC Two Wales reaching their biggest audiences in a decade. A more contemporary flavour to output saw the drama *Hinterland* (co-produced with S4C) winning international acclaim and a special season of programming on lifestyle and obesity – *Live Longer Wales* – reaching almost 40% of adults in Wales. BBC Radio Wales produced another strong performance and a public consultation on the future of Radio Cymru resulted in major schedule changes. BBC Wales produced arguably the biggest programming moment of the year – *Doctor Who's* 50th anniversary (part of a slate of network drama made in Wales spanning *Casualty*, *Sherlock*, *Indian Doctor*, *Wizards vs Aliens*, *Atlantis* and *Hinterland*).

Hinterland delivered the best viewing figures for local drama for a decade



Scotland

In a year in which network television spend in Scotland rose to record levels, there was significant critical appreciation for the range and quality of BBC Scotland programmes. *Hebrides – Islands on the Edge* reached nearly one in three of the population in Scotland. The darkly atmospheric drama *Shetland* returned, achieving an average audience for the series of close to 6 million. *Mrs Brown's Boys* was the most viewed programme across the UK on Christmas Day and our Investigations Team, for the second year in a row, collected a Scottish BAFTA and a UK Royal Television Society Award for their work. Coverage of the Queen's Baton Relay launched our 2014 Commonwealth Games programming and live debates and documentaries, across all of our television and radio services, enabled a range of voices to be heard in the referendum debate on Scotland's future.

Actor Douglas Henshall in *Shetland*



Northern Ireland

BBC NI delivered a rich mix of TV, radio and online covering major anniversaries and events. Over 50 projects marked Derry~Londonderry, UK City of Culture which included the Sons and Daughters gala concert, the Radio One Big Weekend, Music City Day, the All-Ireland Fleadh and, from the Guildhall, a BBC Radio 4 Reith Lecture from artist Grayson Perry. Bespoke documentaries and series also reflected cultural and community life in the North West to wider audiences. Other large scale events in partnership with the Ulster Orchestra included Proms in the Park and a St Patrick's Day concert. We launched new documentary series *True North*, investigative journalism series *Spotlight* reached 40 and we produced *The Disappeared* about those killed and secretly buried during the Troubles. Network television provision increased with success in returning crime drama series, *The Fall* and *Line of Duty*.

Sons and Daughters gala concert opening Derry~Londonderry



Performance by service

Content (£m)
We spent a total of £1,663.6million on these services last year


























Reach (%)
UK population who use the service each week

Time spent watching a channel each week (h:m)
Length of time the average viewer spent each week with the channel

Appreciation Index by service
Aggregate of how people rated individual programmes, expressed as a number out of 100

Costs per user hour (p)
How much it costs to deliver each service to individual users

Network television

Service	Description	Content (£m)	Reach (%)	Time spent watching a channel each week (h:m)	Appreciation Index by service	Costs per user hour (p)
	BBC One is our flagship service and the UK's most popular television channel. It unites and inspires the nation with high-quality programmes across a range of genres which includes news and current affairs, drama, comedy, entertainment and factual.	£1,023.7m (£1,129.2m)	 74.9% (77.6%)	 07:30 (07:51)	 81.5 (82.6)	6.0p (6.2p)
	BBC Two is a mixed-genre channel with programmes of depth and substance. It includes the greatest amount and range of knowledge-building programming on the BBC, complemented by distinctive comedy, drama and arts programming.	£400.0m (£404.8m)	 50.3% (50.9%)	 03:13 (03:15)	 83.9 (84.2)	8.2p (8.3p)
	BBC Three is constantly innovating to provoke thought and to entertain audiences from 16-year-olds to 30-somethings with original comedy, drama and factual programming that celebrates new British talent.	£81.0m (£89.7m)	 20.5%* (23.2%)	 01:55 (01:58)	 83.0 (84.0)	6.9p (6.6p)
	BBC Four aims to be British television's most intellectually and culturally enriching channel, offering an ambitious range of UK and international arts, music, culture and factual programmes.	£48.9m (£50.0m)	 14.0% (14.2%)	 01:43 (01:44)	 85.1 (85.6)	6.7p (6.8p)
	The CBBC channel offers a distinctive mixed schedule for 6- to 12-year-olds, with mainly UK programmes served in a stimulating, creative and enjoyable environment.	£76.1m (£81.6m)	 5.7%† (6.6%)	 02:54 (02:53)	n/a (n/a)	15.4p (11.1p)
	Cbeebies provides a mix of high-quality, mostly UK-produced, programmes designed to encourage learning through play in a consistently safe environment for children under six.	£28.7m (£28.9m)	 8.3%‡ (8.7%)	 03:59 (04:00)	n/a (n/a)	2.9p (2.7p)
	BBC ALBA offers, to Gaelic speakers and learners, a distinctive range of originated programming that reflects and supports Gaelic culture, identity and heritage.	£5.2m (£4.9m)	 17.6%§ (15.6%)	 01:56 (01:53)	n/a (n/a)	6.4p (7.6p)

Source: BARB (TV reach and time spent – all channels include their simulcast HD channel where applicable); Appreciation Index: Pulse panel of 20,000 UK adults 16+ by GfK.

Reach definition: 15+ minutes consecutive for all channels and services and audiences aged 4+ (TV).

n/a Data does not currently exist for this measure.

* BBC Three: among its target group of 16 to 34-year-olds reach was 26.4% and time spent was 2:26.

† CBBC: among its target audience of 6 to 12-year-olds reach was 25.1% and time spent was 3:17 (based on 15+ min reach). Based on 3+ minute reach, reach was 30.4% of 6 to 12-year-olds and time spent per viewer was 2:43.

































‡ Cbeebies: among its target audience of 0 to 6-year-olds (measured as children aged 4-6 and housewives with children aged 0-3) reach was 39.7% and time spent was 4:34 (based on 15+ min reach). Based on 3+ minute reach, reach was 45.2% of 0 to 6-year-olds and time spent per viewer was 4:00.

§ Source: TNS Scottish Opinion Survey. Base: All aged 16+ in Scotland. Lèirsinn panel. Among the Gaelic-speaking community, reach was 72.4% and time spent was 04:30.

Arrows denote whether there has been a change of +/-2.5% from the previous year's AI.









() Figures in brackets from 2012/13.

Network radio

		Content (£m) We spent a total of £296.4million on these services last year	Reach (%) UK population who use the service each week	Time spent listening to a service each week (h:m) Length of time the average listener spent each week with the service	Appreciation Index by service Aggregate of how people rated individual programmes, expressed as a number out of 100	Costs per user hour (p) How much it costs to deliver each service to individual users
	BBC Radio 1 broadcasts a distinctive mix of new music and entertainment for 15 to 29-year-olds as well as providing tailored news, documentaries and advice campaigns for young adults.	£40.2m (£40.7m)	 20.3%* (20.9%)	 06:23 (07:14)	 75.2 (77.0)	1.1p (1.0p)
	BBC 1Xtra plays the best in contemporary black music, with a strong emphasis on delivering high-quality live music and supporting new artists.	£5.6m (£7.5m)	 2.1%† (2.0%)	 04:49 (04:55)	 78.1 (79.8)	2.0p (2.7p)
	BBC Radio 2 broadcasts a unique mix of music and speech programmes covering a diverse mix of live pop and rock, comedy, documentaries and religious output, as well as running social action campaigns to over 14 million listeners.	£47.8m (£47.8m)	 28.9%‡ (28.0%)	 11:42 (11:45)	 80.9 (81.4)	0.5p (0.5p)
	BBC Radio 3 centres on classical music, around which it provides a broad spectrum of jazz, world music, arts programmes, religion and drama. There is a strong emphasis on musical performance across the UK.	£40.8m (£38.3m)	 3.8% (4.0%)	 06:08 (06:17)	 81.9 (81.6)	6.3p (5.6p)
	BBC Radio 4 is a mixed-speech radio station, offering in-depth news and current affairs and a wide range of other speech programmes including drama, readings, comedy, factual and magazine programmes.	£91.8m (£91.1m)	 20.8% (20.5%)	 11:26 (11:58)	 81.3 (80.8)	1.4p (1.4p)
	Originally launched in 2002 as BBC 7, the station was relaunched in April 2011 as BBC Radio 4 extra. The digital-only network is the principal outlet for the BBC's archive of speech entertainment, including comedy, drama and readings.	£4.1m (£4.0m)	 3.1% (3.2%)	 06:11 (05:45)	 79.9 (80.4)	0.8p (0.8p)
	BBC Radio 5 live broadcasts continuous news and live sports coverage, bringing major news stories and sports events to its listeners as they happen, and providing context through wide-ranging analysis and discussion.	£49.2m (£55.0m)	 11.6% (11.8%)	 06:47 (07:08)	 77.4 (77.7)	2.3p (2.4p)
	BBC Radio 5 live sports extra brings a greater choice of live action to sports fans by extending live coverage of various sporting events.	£2.4m (£2.7m)	 1.9% (1.8%)	 03:59 (03:18)	 83.8 (83.4)	1.2p (1.7p)








Performance by service
continued

Network Radio
continued

	Content (£m) We spent a total of £296.4million on these services last year	Reach (%) UK population who use the service each week	Time spent listening to a service each week (h:m) Length of time the average listener spent each week with the service	Appreciation Index by service Aggregate of how people rated individual programmes, expressed as a number out of 100	Costs per user hour (p) How much it costs to deliver each service to individual users
 <p>BBC 6 Music is a digital radio station that entertains lovers of popular music with a service that celebrates the alternative spirit of popular music from the 60s to the present day, complemented by music news and documentaries.</p>	<p>£7.9m (£7.4m)</p>	 <p>3.5% (3.2%)</p>	 <p>08:54 (08:32)</p>	 <p>82.3 (83.6)</p>	<p>0.9p (1.0p)</p>
 <p>BBC Asian Network offers speech and music appealing to British Asians, with a focus on news and current affairs. It broadcasts mainly in English, but does offer some programmes in other languages.</p>	<p>£6.6m (£8.3m)</p>	 <p>1.1%§ (1.0%)</p>	 <p>06:21 (06:14)</p>	 <p>71.3 (73.3)</p>	<p>3.4p (4.9p)</p>


























Sources: RAJAR (Radio reach and time spent). Appreciation Index: Pulse panel of 20,000 UK adults 16+ by GfK.
 Reach definition: 15+ minutes for all stations and audiences aged 15+.
 Arrows denote whether there has been a change of +/-2.5% from the previous year's AI.
 * Radio 1: among its target group of 15 to 29-year-olds, reach was 39.7% and time spent was 06:25.
 † 1Xtra: among 15 to 24-year-olds, reach was 7.6% and time spent was 04:27.
 ‡ Radio 2: among its target group of 35+ year-olds, reach was 35.3% and time spent was 12:40.
 § Asian Network: among its target group of British Asians under 35, reach was 16.2% and time spent was 05:13.
 () Figures in brackets from 2012/13.

Future media

	Content (£m) We spent a total of £120million on content for these services last year	Reach (%) UK population who use the service each week	Time spent with each service each week (h:m) Length of time the average user spent each week with the service	Appreciation Index by service Aggregate of how people rated individual programmes, expressed as a number out of 100	Costs per user (p) How much it costs to deliver each service to individual users
 <p>BBC Online comprises the BBC's portfolio of online products on desktop, TV, mobile and tablet, including news, sport and weather; our children's services CBBC and CBeebies; and Knowledge and Learning – as well as IP-delivered TV and radio services, with both live and on-demand programmes available on BBC iPlayer.</p>	<p>£106.5m (£103.0m)</p>	 <p>48.6% (48.1%)</p>	 <p>n/a (n/a)</p>	 <p>78.8 (77.5)</p>	<p>8.6p (8.4p)</p>
<p>BBC Red Button and Connected Red Button deliver interactive services and content to digital television viewers, including up-to-the-minute content and information across news, sport, weather, entertainment, interactive programming and major events.</p>	<p>£13.5m (£15.6m)</p>	 <p>33.1% (34.0%)</p>	 <p>n/a (n/a)</p>	 <p>76.0 (76.5)</p>	<p>1.6p (1.8p)</p>






Sources: Reach: CMI/GfK.
 Reach definition: 3+ mins for both services, and adults aged 16+.
 Sources: Appreciation Index: eDigital (Online); CMI/GfK (Red Button).
 n/a Data does not currently exist for this measure.
 Arrows denote whether there has been a change of +/-2.5% from the previous year's AI.
 () Figures in brackets from 2012/13.
 (2012/13 Red Button reach source: Nunwood until Sept 2012 and CMI/GfK thereafter; 2012/13 Red Button Appreciation Index: for October 2012-March 2013 owing to measurement change)

News, national and local radio services

		Content (£m) We spent a total of £234.7million on content for these services last year	Reach (%) UK population who use the service each week†	Time spent watching or listening to a service each week (h:m) Length of time the average viewer or listener spent each week with the service	Appreciation Index by service Aggregate of how people rated individual programmes, expressed as a number out of 100	Costs per user hour (p) How much it costs to deliver each service to individual users
	The BBC News Channel is a 24-hour impartial and independent news service offering breaking news, analysis and insight. It provides fast and comprehensive coverage of local, UK and international events as they unfold.	£48.7m (£45.2m)	 11.2%* (11.7%)	 02:33 (02:33)	n/a (n/a)	5.6p (5.1p)
	BBC Parliament is the UK's only channel dedicated to politics. It shows debates and committees from Westminster, Holyrood, Stormont, Cardiff Bay and Strasbourg as well as political programmes from across the UK.	£1.7m (£1.9m)	 0.5% (0.5%)	 01:50 (01:40)	n/a (n/a)	7.3p (7.2p)
	BBC Local Radio is a primarily speech-based service of news, information and debate, with a strong emphasis on interactivity.	£115.4m (£114.7m)	 16.4% (16.4%)	 09:14 (09:26)	 81.1 (81.3)	3.4p (3.4p)
	BBC Radio Scotland is a speech-led service for adults. Mixed genre programming reflects the diversity of Scottish culture and covers national and international issues and events relevant to listeners across the country.	£22.6m (£23.2m)	 20.4% (21.9%)	 07:02 (07:06)	 78.1 (79.3)	6.8p (6.5p)
	BBC Radio nan Gàidheal‡ offers a comprehensive speech and music radio service for Gaelic speakers. Mixed genre programming reflects the diversity of Scottish culture and, from a Gaelic perspective and through the medium of the Gaelic language, covers national and international issues and events relevant to listeners across the country.	£3.8m (£3.8m)	 64.2% (68.6%)	 07:26 (07:22)	n/a (n/a)	19.6p (18.6p)
	BBC Radio Wales is a speech-led service for adults, which offers a wide range of genres and reflects the issues, events, culture and interests of the people of Wales.	£13.4m (£13.9m)	 18.1% (18.2%)	 08:29 (09:19)	 84.4 (81.8)	6.5p (6.2p)
	BBC Radio Cymru is a speech and music radio service for Welsh speakers, which offers a wide range of genres and reflects the issues, events, culture and interests of the people of Wales.	£11.7m (£12.5m)	 5.6% (5.1%)	 10:12 (09:52)	 80.6 (77.2)	15.3p (19.0p)

Performance by service
continued

News, national and local radio services
continued

	Content (£m) We spent a total of £234.7million on content for these services last year	Reach (%) UK population who use the service each week†	Time spent watching or listening to a service each week (h:m) Length of time the average viewer or listener spent each week with the channel	Appreciation Index by service Aggregate of how people rated individual programmes, expressed as a number out of 100	Costs per user hour (p) How much it costs to deliver each service to individual users
 <p>BBC Radio Ulster is a speech-led service, providing a mix of programmes that reflect news, events and community life in all its different aspects and diversity.</p>	£17.4m (£17.0m)	 <p>36.0% (35.5%)</p>	 <p>10:02 (11:37)</p>	 <p>81.9 (81.6)</p>	6.3p (5.4p)
 <p>BBC Radio Foyle is a speech-led service for audiences in the North-West of Northern Ireland. It provides a mix of news and other programming which complements, and contributes to, BBC Radio Ulster's region-wide service.</p>					

Sources: Reach and time spent BARB (TV), radio (RAJAR); Appreciation Index: Pulse panel of 20,000 UK adults, 16+ by GfK.
 Reach definition: 15+ minutes for all channels and services and audiences aged 4+ (TV) and 15+ (radio).
 BBC Local Radio in England, BBC Radio Scotland, BBC Radio Wales, BBC Radio Cymru, BBC Radio Ulster/Foyle: data based on their Total Survey Area (TSA).
 n/a Data does not currently exist for this measure.
 * Three-minute reach for BBC News Channel and BBC Parliament – in line with industry standards – would be 16.8% and 1.1% respectively (18.6% and 1.3% among 16+ population).
 † Based on % of UK population that is able to access these national and local radio services.
 ‡ Source: Léirsinn for the BBC. Base: Gaelic-speaking 16+ population.
 AI data for BBC Radio Cymru available from 27 June 2012.
 () Figures in brackets from 2012/13.

Global performance

The BBC World Service Group is the global division of BBC News and includes the World Service, World News, bbc.com/news and Media Action. BBC World Service is an international multimedia broadcaster, delivering a wide range of language and regional services on radio, TV, online and via mobile. BBC World News and bbc.com/news, the BBC's commercially funded international 24-hour news and information platforms, are owned and operated by BBC Global News Ltd, a member of the BBC's commercial group of companies. BBC Media Action is the BBC's international development charity. It uses media and communication to inform, connect and empower people around the world.



Audience by service (m)	2013/14	2012/13	Year on year change
World Service Group (Total Global News audience)	265.3	256.0	+9.3
World Service	191.4	192.2	-0.8
WS TV	58.7	41.5	+17.2
WS Radio	127.8	144.8	-17.0
WS Online	18.8	14.0	+4.8
World News	75.8	70.9	+4.9
bbc.com/news	27.7	24.8	+2.9

Source: BBC Global Audience Estimate (GAE). The GAE is a snapshot of the BBC's global news weekly audience using the latest data available as of February 2014, covering 240 countries and territories. Data is compiled from a combination of market surveys, ratings data and web analytics. UK Domestic news is excluded from the calculation.

Performance by genre

Network hours of output by genre						
News and Weather	13/14 12/13	3,322 hrs (2,611 hrs)	475 hrs (914 hrs)	32 hrs (34 hrs)	6 hrs (6 hrs)	11,617 hrs (11,317 hrs)
Current Affairs	13/14 12/13	188 hrs (241 hrs)	395 hrs (292 hrs)	135 hrs (195 hrs)	112 hrs (110 hrs)	1,759 hrs (1,885 hrs)
Factual	13/14 12/13	2,053 hrs (2,222 hrs)	3,228 hrs (2,396 hrs)	912 hrs (1,153 hrs)	1,157 hrs (1,207 hrs)	2,481 hrs (2,543 hrs)
Music and Arts	13/14 12/13	55 hrs (84 hrs)	281 hrs (333 hrs)	54 hrs (50 hrs)	1,429 hrs (1,354 hrs)	41,866 hrs (41,812 hrs)
Religion	13/14 12/13	80 hrs (99 hrs)	69 hrs (47 hrs)	n/a (n/a)	21 hrs (5 hrs)	611 hrs (975 hrs)
Drama	13/14 12/13	606 hrs (665 hrs)	314 hrs (129 hrs)	220 hrs (268 hrs)	152 hrs (232 hrs)	4,932 hrs (4,971 hrs)
Film	13/14 12/13	443 hrs (411 hrs)	753 hrs (745 hrs)	221 hrs (220 hrs)	94 hrs (119 hrs)	n/a (n/a)
Entertainment	13/14 12/13	631 hrs (457 hrs)	316 hrs (374 hrs)	294 hrs (214 hrs)	59 hrs (54 hrs)	7,654 hrs (7,796 hrs)
Comedy	13/14 12/13	216 hrs (237 hrs)	273 hrs (196 hrs)	1,182 hrs (1,149 hrs)	85 hrs (43 hrs)	n/a* (n/a)
Schools/ Formal Education	13/14 12/13	n/a (n/a)	335 hrs (339 hrs)	n/a (n/a)	n/a (n/a)	112 hrs (108 hrs)
Sport	13/14 12/13	636 hrs (858 hrs)	1,082 hrs (783 hrs)	103 hrs (290 hrs)	n/a (n/a)	5,144 hrs (5,550 hrs)

* The radio comedy hours are disclosed within the Entertainment genre.

Performance by genre

continued

Network hours of output by genre

						
Children's	13/14	4 hrs	n/a hrs	6 hrs	4,360 hrs	4,490 hrs
	12/13	(319 hrs)	(1,360 hrs)	(n/a)	(4,366 hrs)	(4,492 hrs)







Schools/Formal Education includes Education for children, Open University and BBC Learning Zone.
 CBBC & CBeebies programming moved from BBC One and BBC Two, to transmit only on its digital channels from Dec-12.

Average audiences to news programmes

					
Breakfast news	13/14	1.5m	0.6m	n/a	n/a
	12/13	(1.5m)	(0.6m)	(n/a)	(n/a)
Lunchtime news	13/14	2.6m	0.8m	n/a	n/a
	12/13	(2.7m)	(0.9m)	(n/a)	(n/a)
Early evening network news	13/14	4.5m	3.2m	0.6m	0.6m
	12/13	(4.5m)	(3.3m)	(0.6m)	(0.6m)
Early evening regional news	13/14	5.3m	3.3m	n/a	n/a
	12/13	(5.5m)	(3.4m)	(n/a)	(n/a)
Late night news (10pm)	13/14	4.3m	2.0m	n/a	n/a
	12/13	(4.4m)	(2.1m)	(n/a)	(n/a)

Source: BARB, adults 16+.

Weekly reach (BBC network television versus main commercial groups)

							
Television	13/14	83.9%	87.2%*	72.3%	64.2%†	43.1%	43.9%
	12/13	(85.6%)	(88.2%)	(73.0%)	(65.5%)	(44.0%)	(45.0%)

* Reach of all TV channels apart from BBC One, BBC Two, ITV, Channel 4, Channel 5 (their +Is and HD equivalents).

† Includes S4C.

Source: BARB, individuals 4+, 15+ minute consecutive reach. 2012/13 figures run for 2012/13 Annual Report so use TechEdge reach method that was current in 2012/13.

Weekly reach (BBC radio compared to commercial stations)

		All BBC radio	All commercial radio	All BBC network radio	All national commercial radio	BBC local radio	All local commercial radio
Radio	13/14	67.1%	64.9%	61.2%	32.3%	17.6%	51.7%
	12/13	(66.5%)	(63.5%)	(60.5%)	(31.0%)	(17.6%)	(50.4%)

Source: RAJAR, 15+, 15-minute+ reach.