



THE BFI MEDIA CONFERENCE

2–3 July 2015

A photograph of two young women in school uniforms sitting on a colorful, patterned blanket outdoors. The woman in the foreground is lying down, looking up at the sky with a thoughtful expression. The woman behind her is sitting upright, looking directly at the camera with a serious expression. They are both wearing dark blue school sweaters over white collared shirts. A large, patterned umbrella is open over them, and the background consists of tall grass and some foliage.

The BBC: Past, Present and Future
Jonathan Nunns

The British Broadcasting Corporation is a large, publicly owned U.K. broadcaster with a global reach.



The old and new
BBC Broadcasting
Houses
in London.



New Broadcasting House
(originally the radio centre built
1932). Recently massively
extended to put TV and Radio
under one roof.

Old Broadcasting House
(now demolished).

BBC Salford-The new
Northern Hub.



Who pays for the BBC and how?

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We all do. The BBC is funded by a universal licence fee-currently £145.50 per year.

If you get TV live off air you are obliged to pay the fee.



Currently, If you don't pay and still watch TV, you could wind up in court.

Does the BBC belong to the government?

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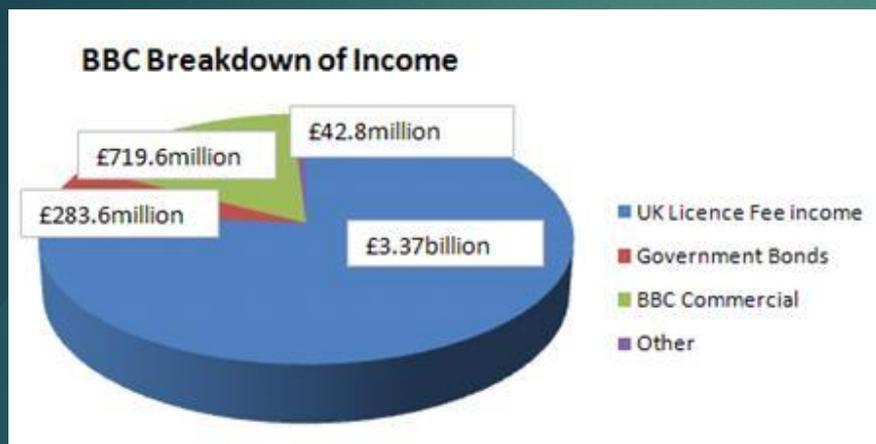


No-it belongs to license fee payers and should be independent of whichever government is in power.



It's content is monitored by OFCOM
the main UK Media regulator.

How much income does the BBC get and where from?



Who Runs The BBC?

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Tony Hall
BBC Director
General
(CEO)

Rona Fairhead
Chair of the BBC Trust
(governing body-
overseeing the BBC)



What has the BBC Ever Done for Us?

7

what have the
Romans ever
Done
For us?

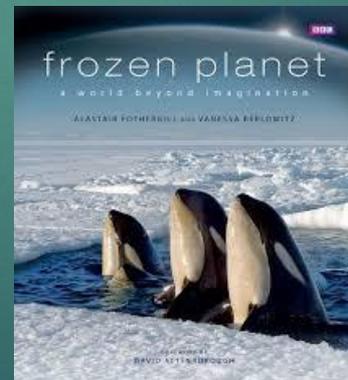
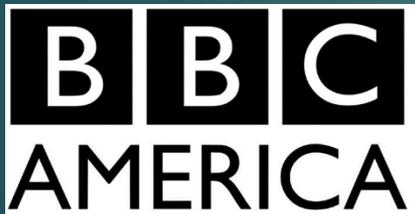


All right, but apart from the sanitation, medicine, education, wine, public order, irrigation, roads, the fresh water system, and public health, what have the Romans ever done for us?

Monty Python's Life of Brian

Such as.....

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Sport for all?



© BBC/Andrew Hayes-Walkins/Matthew Burfen

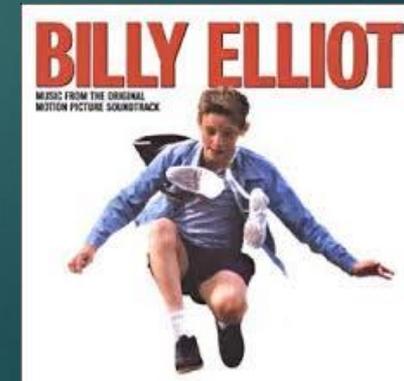
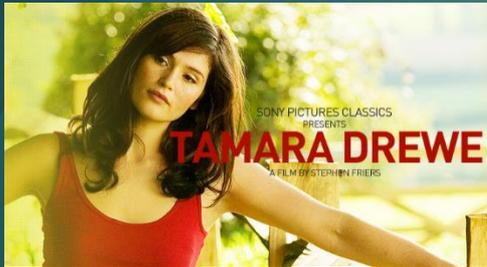


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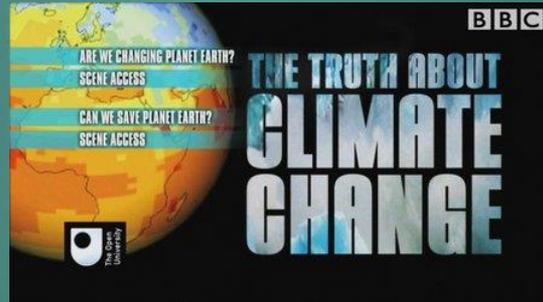
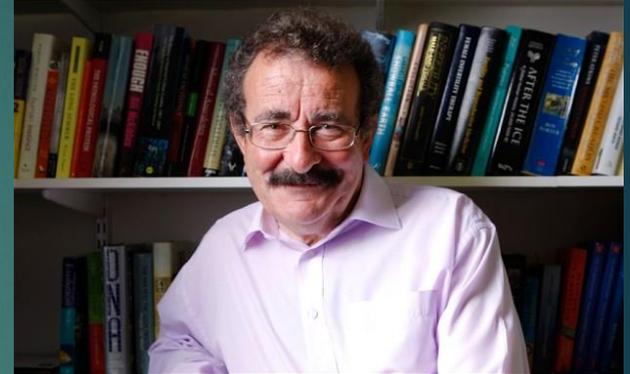
PA

British Film Forever!



The Life Scientific?

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Art for arts sake?

12

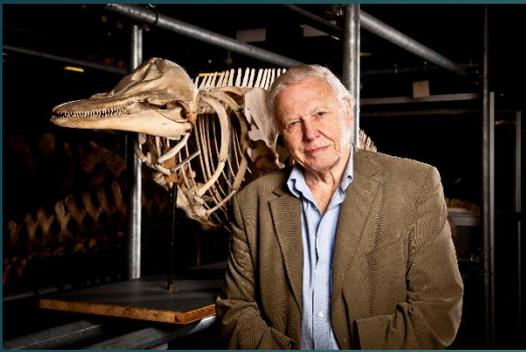


Radio Ga Ga?

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We could go on to include:-



Natural History

Children's Television



Current Affairs

History



Drama



Comedy

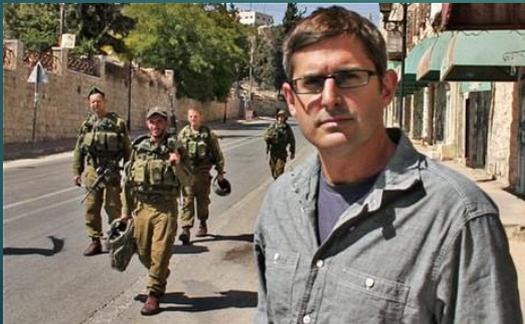


Consumer Affairs

Documentary



and many, many more.



So where did it all begin?

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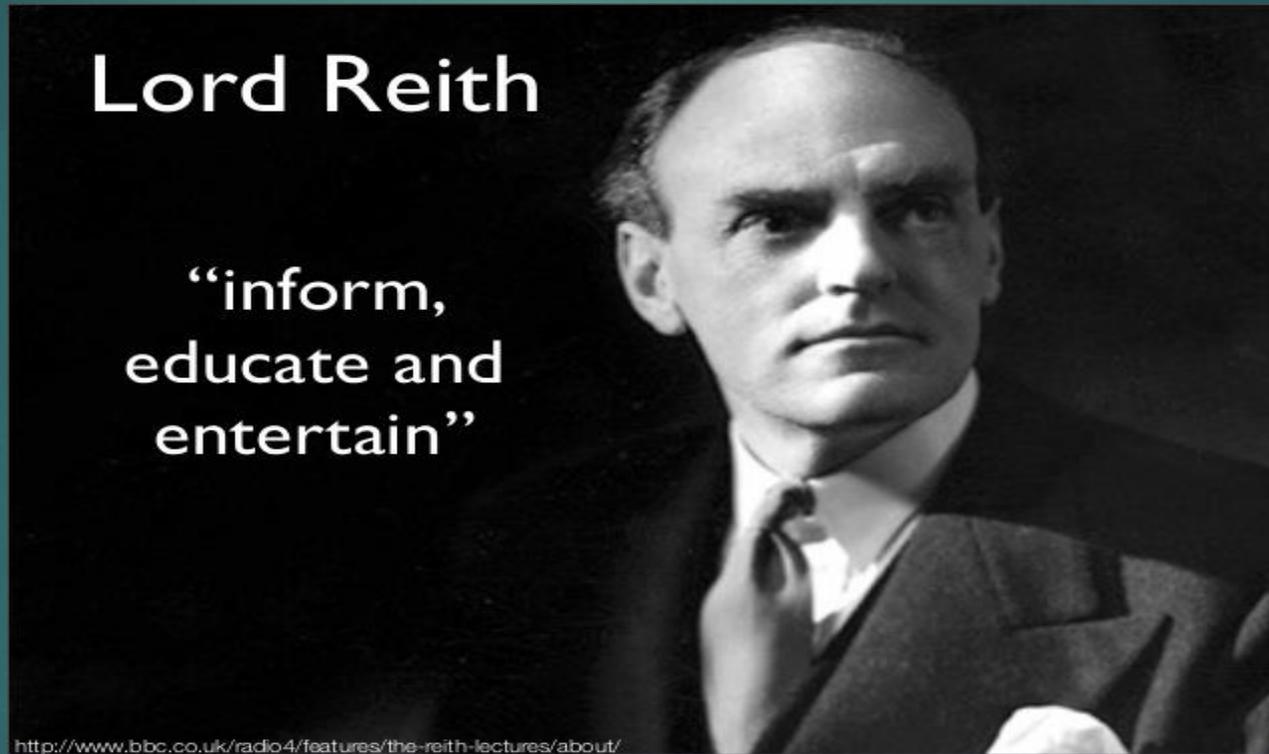
The Birth of Radio
and Television
Radio 1922
Television 1936



Who established the BBC and why?

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John Reith was the first BBC Director General in 1922—introducing the new technology of radio to the UK.



The mission statement for the new broadcaster was simple yet profound.

This enshrined the principal of Public Service Broadcasting in the U.K.

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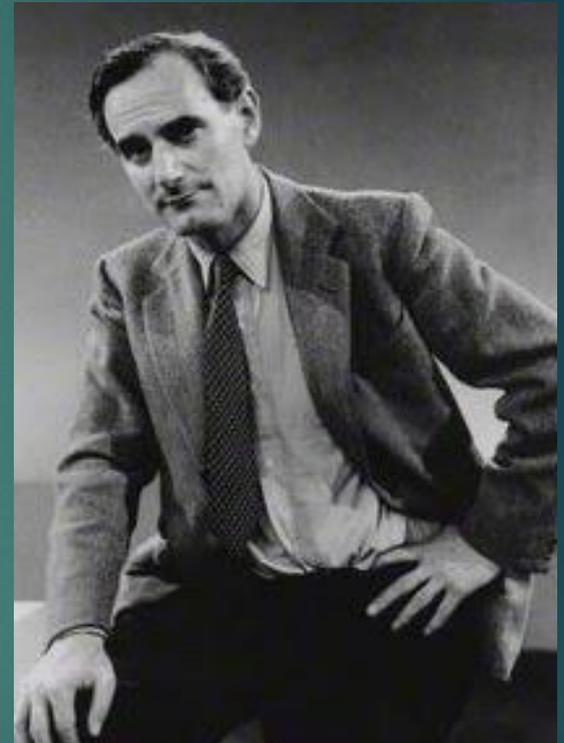
TELEVISION: PUBLIC SERVICE BROADCASTERS

- ▶ For the people
 - ▶ REMIT
 - ▶ Inform
 - ▶ Educate
 - ▶ Entertain
- ▶ To get the Licence fee, the BBC HAVE TO do these things

What, in practice, is Public Service Broadcasting?

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“Make the good popular and the popular, good.”

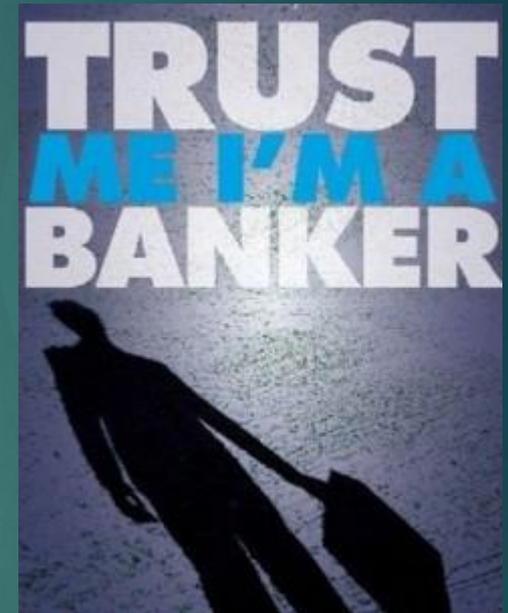


Hew Wheldon, Director BBC
TV, 1968-75

The BBC was uniquely set up and as a public service broadcaster, it is expected to work for the good of the nation.



Hence the BBC is independent of government, does not carry advertising or seek to make a profit.



It has become the most trusted broadcaster in the U.K.

Key BBC Moments

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1922 Radio begins.



1936 TV Introduced.

Wartime 1939 to 45: TV is suspended.
Radio is the only UK broadcast medium at
this time.



The BBC
becomes the
voice of Britain:
essential to the
propaganda war
against Nazi
Germany.



Promotes a
heroic view of
Britain at war.

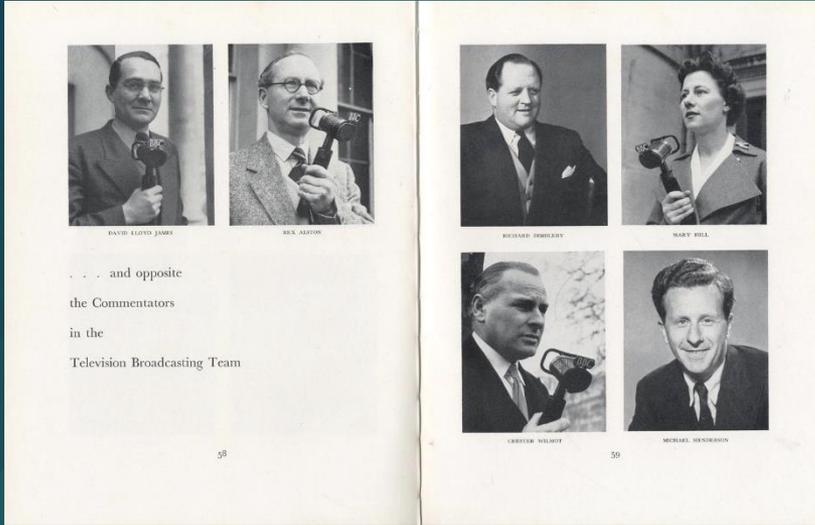


Encourages
America to enter
war on British
side.



The Coronation of the Queen in 1952

22



TV comes of age: sales of TVs skyrocket for the event. TV becomes a mass medium in the UK.

BBC 2 Launches in 1964. There were now three TV channels (ITV had launched in 1955 as the first commercial station)

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The new channel arrives with a clear remit. It will concentrate on “Inform” and “Educate” and BBC1 will “Entertain”.

Colour TV launches in 1968: a new era for the BBC



Multichannel, Digital and HD (2002-present)

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The BBC is now a suite of services. It has moved to niche audience narrow casting with the digital BBC3 and BBC4 TV channels.



They have followed a similar approach with their radio services.



The older BBC 1 and BBC 2 continue to include programming for a more mainstream demographic. BBC1 remains the entertainment channel.

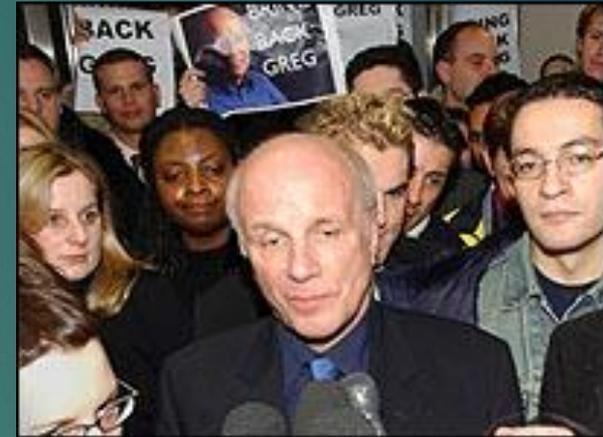
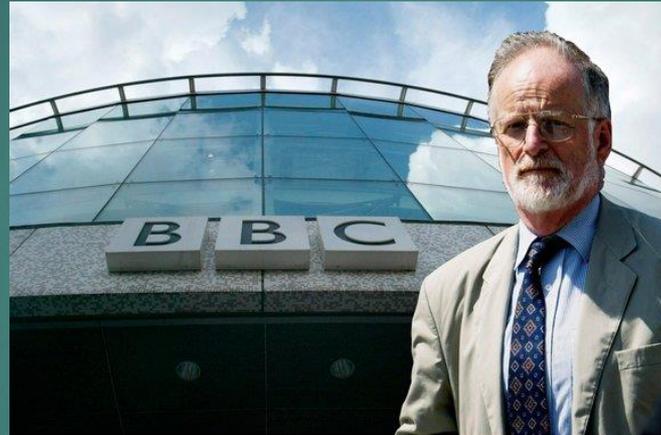


Is the BBC a universally good thing?

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No. The BBC has been involved in many serious scandals.

Such as the 2003 David Kelly Affair.



(L to R) BBC Journalist Andrew Gilligan's reporting of the Blair government's "sexed up" dossier that supported the Iraq war, led to the outing of his main source, government scientist Dr David Kelly.

Kelly committed suicide. Greg Dyke the then DG was forced to resign.

'Exorbitant pay' for BBC chiefs and top talent

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Jonathan Ross-signed an £18 Million Contract in 2006. The star left BBC in 2010 after Ross/Brand Radio 2 on air swearing scandal.



Mark Byford (deputy DG)-given £1 Million payoff after being made redundant in 2011.



Jeremy Clarkson-paid £14 Million (pay and share deals)

for presenting Top Gear. Sacked March 2015 for punching a producer.

The Sexual abuse Scandals

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Top talent from the 70's and 80's found guilty of horrendous sexual abuse whilst working for BBC.



(Left, top to bottom- Jimmy Savile, Rolf Harris and Stuart Hall)

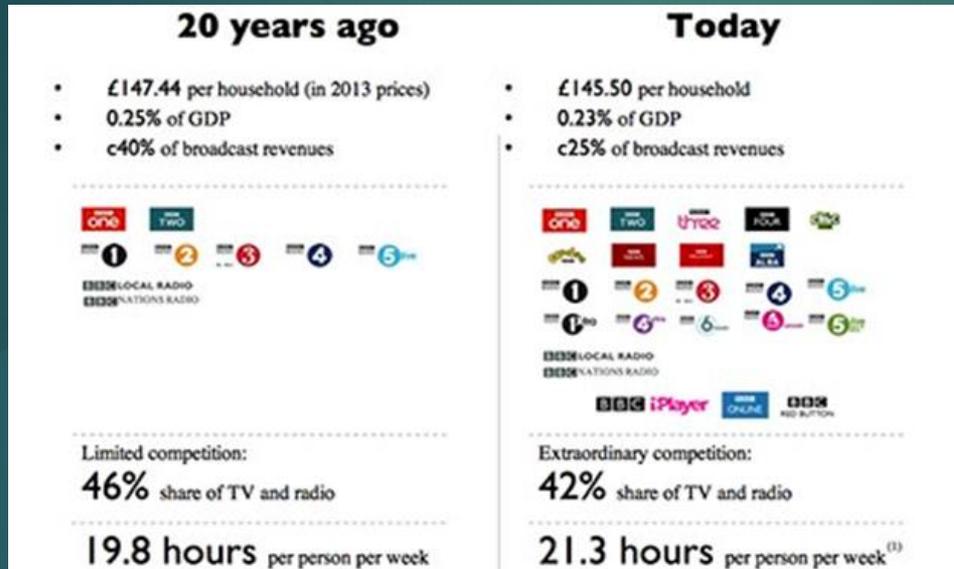
Scandal breaks in 2012.



(Right) DG George Entwistle resigns after chaotic BBC response.

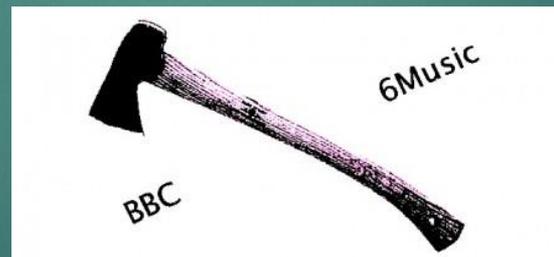


What are the threats to the future of the BBC?



The BBC Licence Fee has been capped at £145.50 since 2010.

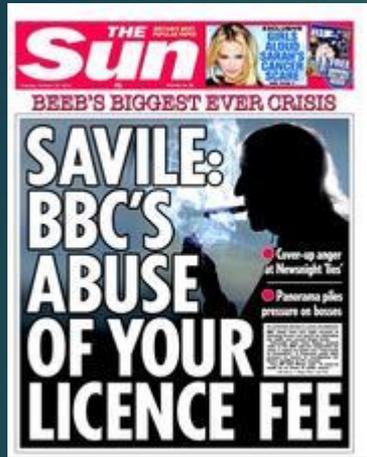
Hence the BBC's main source of income is declining year by year.



This has led to threats to axe or downsize some major BBC services.



Reputational damage from the scandals has left the BBC open to attack by powerful rivals, further damaging its public image.



The BBC: British Broadcasting at its most cynical



The BBC has enemies within the media who regard it as state sponsored competition. They would like to see the BBC drastically reduced in scale or sold off.

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"The land grab is spear-headed by the BBC. The scale and scope of its current activities and future ambitions is chilling,"

James Murdoch (CEO 21st Century Fox)

The BBC is

"consumed by the kind of political correctness that is patronisingly contemptuous of what it describes as ordinary people".

Paul Dacre (Editor in Chief, Daily Mail)



The BBC has many political enemies who consider it's coverage biased against them and campaign forcefully against it as a result.



If there was **ever** a reason to stop paying the licence fee - **THIS IS IT!**



Moves to de-criminalise non payment of the License Fee.

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"Government has already announced consultation on de-criminalisation. I've been looking at other countries and I think there's quite an attractive option of linking it to a specific household tax - maybe council tax."

"I think in the longer term we are potentially looking at reducing at least a proportion of the licence fee that is compulsory and offering choice." (John Whittingdale)

The politician with most power over the BBC is the newly appointed Culture Secretary John Whittingdale.

He has been a noted critic of the BBC and of the licence fee.

Guido Fawkes

BREAKING + BREAKING + BREAKING + BREAKING

BYE BYE TELLY TAX: WHITTO IN AT CULTURE



The BBC has said such a move would cost them £200 Million a year and lead to further cuts.

“ The sum is the equivalent of BBC Four, CBBC and CBeebies, which would have to be taken off air”

(BBC Executive James Purnell)



The licence fee was designed for a much earlier age. This has created a loophole allowing legal non-payment.

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The license fee was designed on the principle of audiences accessing or recording live content off air via TV or radio.

It did not factor in audiences using new technology.



If you only use catch up services and see/record **nothing** live, it is legal to refuse to pay and still get TV.

The BBC Charter is set for Renewal in 2016.

35



The renewal negotiations with the government will set the level and form of BBC funding for the next decade.

Key decisions will be made in the months to come.

What are The Choices?

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1. Carry on with the license fee and increase it.
2. Carry on with license fee freeze and/or reduce the compulsory element of the license fee.
3. Move to a subscription model (like Sky and Virgin) (Buy only the services you want).
4. Move to a universal levy (as in Germany) a direct tax, rather than a license fee, to fund the BBC.



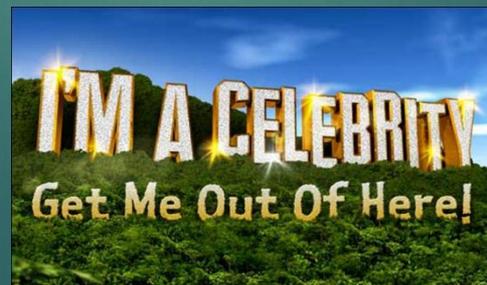
Will we miss them when they're gone?

37

The BBC funding mechanism and public service ethos has promoted and protected many areas of broadcasting and allowed creativity to flourish.



Commercial production can be too market driven to allow talent to develop or to allow a diverse range of content.



The BBC is also a major contributor 38 to British “soft power”



As British military and political influence has gradually waned, the relative importance of British cultural power and reach has increased.



The BBC remains a recognized and trusted voice in dozens of countries across the world.

“It’s the Creatives Stupid”

39

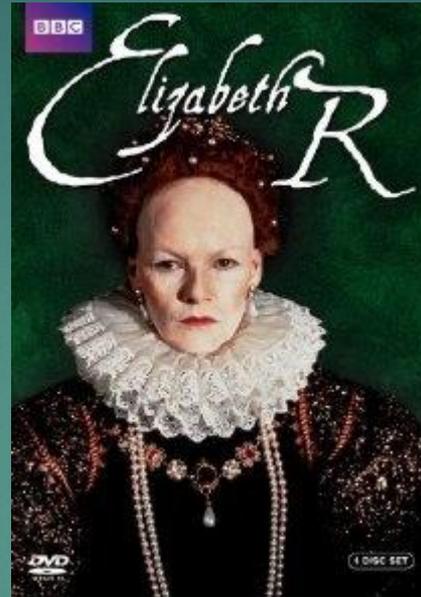


Kevin Spacey on how Netflix was able to create *House of Cards* and what needs to be supported to ensure a continued supply of quality content.

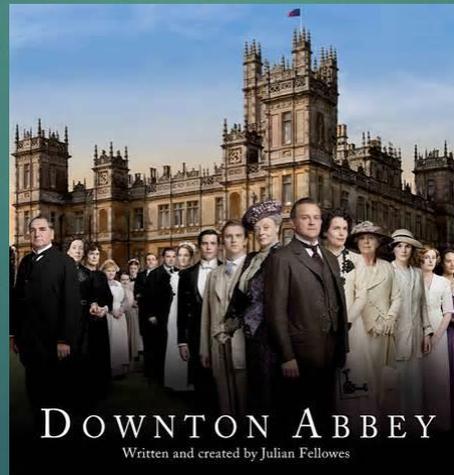


The creative BBC?

40



License fee funding has (arguably) enabled the creation of the finest media content made in the UK.



The BBC has (equally arguably) been a force to increase the creative quality and diversity of the commercial media with which it has been in competition.

What Happens Now is anyone's guess
but quite possibly.....



Discuss!

Stop Press!

42



July 2015- The BBC agrees to government demands that they cover the cost of giving free TV licences to the over 75's-Cost to the BBC approximately £650 Million.

In return, the TV licence to begin to increase with inflation (first time since freeze in 2010).

The IPlayer/Catch up use loophole is to be closed, so anyone watching any form of TV must pay the licence.

What are the Ramifications?

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1. Despite the money returned in closing the IPlayer non-payment loophole and future licence fee inflation increases, this is an approximate 12% cut in BBC funding.
 2. Services will have to be cut and staff lost.
3. The BBC is now responsible for delivering a slice of government social policy and will have full control over it from 2020. Over 75's may lose the benefit in the long term.
 4. The BBC's integrity and historical independence from government is brought into question.

Charter Renewal Negotiations to continue 44
until 2016.



The long term financial future and national role of the BBC
remains unclear.

Watch this space!