

Reference: 524819

Jerin John
Information Rights Adviser
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Freedom of Information: Right to know request

Thank you for your request for information where you asked about clarification on population data BBC uses.

This was received by Ofcom on 5 March and it has been considered under the Freedom of Information Act 2000.

You asked:

BBC advertises its total global audience annually to imply improvement and as a kind of showoff against its global rivals. But it is not possible to assess either, unless there is some info about the population data BBC uses to convert survey results to millions. Otherwise, there's no use in announcing global audience. For instance, US Broadcasting Board of Governors is clear it uses data from Population Reference Bureau (PRB) to calculate American global audience in millions. Because survey results are technically in percents, I'm asking to know based on what population data BBC provides its global reach in millions.

The information you requested is not held by Ofcom as we do not carry out an assessment of global performance of the BBC. An estimate of BBC global reach is most likely to come from a mixture of different national sources. Measurement of television and radio audiences around the world differ markedly in their design and as part of that are anchored to a different population estimation source for each nation. In addition, the design for capturing this information may vary for each nation.

If you have any queries, then please contact information.requests@ofcom.org.uk. Please remember to quote the reference number above in any future communications.

Yours sincerely,

Jerin John

If you are unhappy with the response or level of service you have received in relation to your request from Ofcom, you may ask for an internal review. If you ask us for an internal review of our decision, it will be treated as a formal complaint and will be subject to an independent review within Ofcom. We will acknowledge the complaint and inform you of the date by which you might expect to be told the outcome.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

Timing

If you wish to exercise your right to an internal review **you should contact us within two months of the date of this letter**. There is no statutory deadline for undertaking internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact:

Steve Gettings
The Secretary to the Corporation
Ofcom
Riverside House
2a Southwark Bridge Road
London SE1 9HA

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF