

Operating Licence Reform

BBC Nations non-news Quotas

December 2022



Delivering ambitious portrayal content across the UK

As part of our Across the UK commitments, our editorial vision is to deliver a more ambitious slate of high-impact content across all four nations. A compelling slate which authentically reflects places, lives and diverse perspectives – and drives BBC iPlayer performance.

In each nation, we will deliver a regular rhythm of programming each week alongside a calendar of high impact networked moments across the year – in drama, comedy and factual genres.

We aim to increase our overall investment in spend on content portrayal in each of the devolved nations - delivered through commissioning teams rooted right across the UK.

As part of this plan, we will focus a greater portion of our content investment in each nation on higher-impact portrayal content that makes an impact with audiences everywhere - showcasing stories from all the nations and regions to the whole of the UK and around the world. This will see a reduction in overall content volumes in each nation to support re-prioritisation to high-impact titles.

High impact portrayal can deliver more audience value

- Portrayal spend with UK-wide appeal consistently over-indexes in the place it is set – showing the particular role it plays for local audiences
- High impact portrayal is particularly valued by audiences as part of a wider slate of national and regionally relevant content
- Higher impact content also cuts through in the on-demand space, ensuring the BBC reaches all audiences
- All audiences benefit from more top-quality content, and see stories from across the UK

| | Share in Local Nation/Region | Share Across the UK |
|-------------------------------|------------------------------|---------------------|
| Bloodlands | 50% Northern Ireland | 31% |
| The Pact | 24% Wales | 19% |
| Shetland | 35% Scotland | 23% |
| A Killing In Tiger Bay | 21% Wales | 5% |
| Time | 28% Yorks. & Lincolnshire | 22% |
| Hospital | 14% West Midlands | 9% |
| The Responder | 30% North West | 14% |

And forms a key part of a wider video offer in each nation

Key cultural moments

Calendar of high impact UK-wide content

Regular favourites in each nation

Live Sport

News, Current Affairs and Politics

Landmark culture and performance

Standout scripted and factual portrayal from each nation delivering high impact across UK

Regular weekly offer of content mainly watched in nation or region

Hours of regular live sport across all nations

Consistent daily news offer and regular current affairs

Some sample titles from current/future slates:

e.g. Eisteddfod, Cardiff Singer Of The World, The Belfast Mixtape, Hogmanay, TRNSMT, Glastonbury

e.g. Steeltown Murders, Mayflies, Granite Harbour, Ice Cream Wars, Sherwood, Nurses, Highland Cops, Slammed

e.g. Darkland, Beechgrove, River City, The Blame Game, Sin Bin

e.g. Sportscene, Super League Show, Bikes – NW200, Scrum V, Snooker, URC, Shinty

e.g. Bulletins at breakfast, lunch + evening. Sunday Politics, Disclosure, The View etc

We will clearly set out the volume and breadth of our programmes of national and regional interest in our Annual Plan each year and report against these in ARA

The BBC's commitment to reflect, represent and serve the diverse communities across the UK and support the creative economy

For each of the Nations, and English Regions, we will set out our plans to provide non-news content of interest and relevance to audiences in that relevant nation/region. For example:

- Total planned and first-run hours of non-news and current affairs programming for each nation and for the English regions;
- Planned hours (total and first-run) of current affairs programming for each of the opts;
- Planned hours (total and first-run) and example titles for the breadth of other genres in each nation and the English regions, including: drama, comedy, arts and cultural topics, and specialist factual content.
- Indication of which titles will be network portrayal programmes or opt first-runs.
- Explanation in qualitative terms, of how the above titles represent, portray and serve the diverse audiences of the UK.

We will also set out any group initiatives and UK-wide targets, such as those set out in *Across the UK*.