

13th July 2017

Dear Madam/Sir,

I am writing in response to the Ofcom consultation on Holding the BBC to Account for the Delivery of its Mission and Public Purposes.


ActionAid believes that international factual content which engages UK audiences and informs us about the wider world, broadening our horizons, is one of the distinctive pillars of Public Service Broadcasting in the UK.

We would therefore like Ofcom to include a measurement of the volume of new non-news international factual content the BBC broadcasts annually in its performance framework.

This will demonstrate that the BBC is delivering Purpose 1 which includes *factual programming to build people's understanding of all parts of the UK and the wider world* and current affairs content and also act as an indicator of the BBC's distinctiveness (Purpose 3).

The BBC has performed an excellent role in informing the UK public about global issues and we believe that measuring factual content will help ensure that it continues to do this.

Yours sincerely,



Girish Menon
Chief Executive