



Subscription revenue to global news channel BBC World was up 44%



In 2000 BBC America was named "hottest new import" by TV Guide



BBC Prime subscribers exceeded 10m for the first time this year

BBC Worldwide's channels reach more than 365m homes globally, an increase of nearly 20% on 1999/00.

#### BBC Worldwide operates these channels:

|  | Distribution (millions of homes) |      |            |
|--|----------------------------------|------|------------|
|  | 2000                             | 2001 | % increase |

#### Wholly owned:

|             |      |      |     |
|-------------|------|------|-----|
| BBC World   | 168  | 177  | 5%  |
| BBC Prime   | 8.7  | 10.2 | 17% |
| BBC America | 11.5 | 16.8 | 46% |

#### In partnership:

##### With Flextech Television

a division of Telewest Communications plc:

|                              |     |     |      |
|------------------------------|-----|-----|------|
| UK Horizons                  | 5.9 | 7.4 | 25%  |
| UK Style                     | 4.2 | 6.8 | 62%  |
| UK Drama (launched 31/03/00) | 3.6 | 5.4 | 50%  |
| UK Gold                      | 6.9 | 8.5 | 23%  |
| UK Gold 2                    | 2.4 | 5.3 | 121% |
| PlayUK                       | 3.9 | 6.8 | 74%  |

##### With Discovery Communications, Inc:

|                             |     |      |      |
|-----------------------------|-----|------|------|
| People + Arts Latin America | 9.5 | 11.2 | 18%  |
| Animal Planet Asia          | 7.9 | 24.2 | 205% |
| Animal Planet Latin America | 7.3 | 9    | 24%  |
| Animal Planet Europe        | 7.4 | 8.4  | 15%  |
| Animal Planet US            | 5.7 | 67.9 | 19%  |

##### With FOXTEL and Pearson Television:

|                  |     |     |     |
|------------------|-----|-----|-----|
| UKTV (Australia) | 0.7 | 0.9 | 24% |
|------------------|-----|-----|-----|

##### With Alliance Atlantis Communications Inc:

BBC Canada (planned)

BBC Kids (planned)

#### BBC World

Above-target financial performance and increased global reach marked the year for BBC World. Airtime sales were 41% up on last year. The channel reduced its losses from £18.3m in 1999/00 to £11.4m.

Distribution continued to grow to target, up 10% from 72.2m to 79.4m for 24-hour households and – chiefly in the US – nearly 100m 'part-time' households receiving BBC World. In the US, BBC World is now in over 60% of homes, thanks to a flourishing partnership with WLIV.

A breakthrough deal in China enabled BBC World to be received in hotels in major cities. The channel has increased its reach in Eastern Europe and Russia, Latin America and Canada.

#### BBC America

The BBC's channel aimed at US audiences, BBC America, continues to expand ahead of target and now reaches nearly 17m homes. The channel, distributed by DCI, is available on multiple cable systems throughout the US, and on DirecTV and DISH Network.

Critical acclaim continued: the Los Angeles Daily News rated BBC America one of the "10 Best Things about TV 2000". The League of Gentlemen was named the third best show in America by Time Magazine.

#### BBC Prime

BBC Prime expanded its subscriber base by 17% to more than 10m for the first time. Sales were up by £2.5m. BBC Prime now reaches more than 100 territories, and launched into Israel to 1.2m new subscribers.

#### Joint venture channels

##### UKTV

Distribution of UKTV (the joint venture between BBC Worldwide and Flextech TV, the content division of Telewest) has grown. The venture has been cash flow positive in 2000/01. 8.5m households can now receive any of the six channels. The total number of viewers grew by 19% to 18.7m. UK Drama launched in March 2000.

##### Discovery Communications, Inc (DCI)

We jointly operate two factual channels with DCI. In Latin America, People + Arts has strengthened its position and is now available in 11.2m homes, an 18% growth over the year.

Animal Planet's growth has been even more impressive. In Latin America, subscribers increased by 24% from 7.3m to 9m subscribers. Animal Planet Asia has seen a spectacular 205% increase in subscribers from 7.9m to more than 24m. The channel launched in Japan in December 2000.

##### UKTV Australia

In a year when UKTV Australia has increased its operating profit, the number of subscribers has risen by 24% to 890,000 and its average adult audience increased by 31%.

##### Canada

In Canada the joint venture between BBC Worldwide and Alliance Atlantis was given approval by the CRTC (Canadian Radio-television and Telecommunications Commission) for two digital channels – BBC Canada and BBC Kids.\* Both channels are planned to launch in September 2001.

[\* Approval pending for BBC Kids from DCMS]