

United Kingdom

Growth at a time of investment

Headline sales £m



Headline profit £m



Our United Kingdom business exists to extend audiences' enjoyment of the BBC programmes they love. Highlights this year included the launch of BBC Store, a new relationship with YouTube stars Joe Sugg and Caspar Lee, and growth in content sales.

We delivered a year of significant growth, with particularly strong performance from UKTV and content sales. Headline sales were up 4.8% to £379.3m (2014/15: £361.8m), while headline profit was up 18.4% at £62.4m (2014/15: £52.7m).

A strong content pipeline saw our content sales business enjoy 8.5% year-on-year growth, with the continuation of agreements with Amazon and a renewal with Netflix. Our 50% ownership of UKTV, a joint venture with Scripps Networks Interactive, Inc., remained a core contributor to our portfolio. UKTV reported revenue and profit growth in the 12 months to 31 December 2015 of 12.7% and 10.5% respectively, made around £148m investment in content and related launches, while delivering record share of

commercial impacts of 9.3%, with BBC programmes featuring in an average 41% of UKTV's schedule but accounting for 47% of all impacts.

We expanded in digital, launching BBC Store, which enables UK audiences to buy, download and keep BBC programmes, from recent hits such as *Happy Valley* to TV favourites like *Only Fools and Horses*. At year end the service offered audiences almost 9000 hours, making it the largest collection of BBC programmes available to own.

Our focus on profitability, along with wider digital availability of titles through BBC Store, led us to close our retail website, BBC Shop.

Investment in BBC Good Food resulted in *bbcgoodfood.com* recording a 22.0% year-on-year increase in unique browsers and an all-time high of 20.5m in December alone, up 13.5%. The magazine held on to the top spot in the Core Food magazine market. We also relaunched *topgear.com*.

Our DVD and download businesses enjoyed widespread distribution thanks to a steady stream of BBC hits including *Peter Kay's Car Share*, *War and Peace* and *Doctor Foster*. We worked with YouTube stars Joe and Caspar to release their first DVD. At launch, *Joe & Caspar Hit the Road* achieved the biggest day one pre-orders for any title on Amazon.co.uk in 2015.

The UK licensing business continued to deliver global best in class partnerships that enable fans to engage with our brands. We announced Fisher Price as the master toy licensee for *Go Jettlers* and launched *Doctor Who* LEGO® sets, with *Doctor Who* also featuring alongside Hollywood movie properties in the Warner Bros. Interactive Entertainment video game LEGO® DIMENSIONS.

We extended our publishing deal with Penguin Random House, which became the global publisher and distributor of BBC Audio content. Meanwhile in March we completed the licensing agreement of our extensive Radio and Music rights catalogue.

2015/16 was also a busy year for our Live Entertainment business. The *Doctor Who* Festival attracted over 14,000 visitors over three days in November. We also announced a new partnership with events company SME to bring *Countryfile Live* to audiences in August 2016.

As we move in to 2016/17 we will continue to operate multiple routes to market, protect the profit in our physical revenue streams and invest for growth in our digital businesses.



Joe & Caspar Hit The Road © Rod Fountain/BBC Worldwide Ltd 2015