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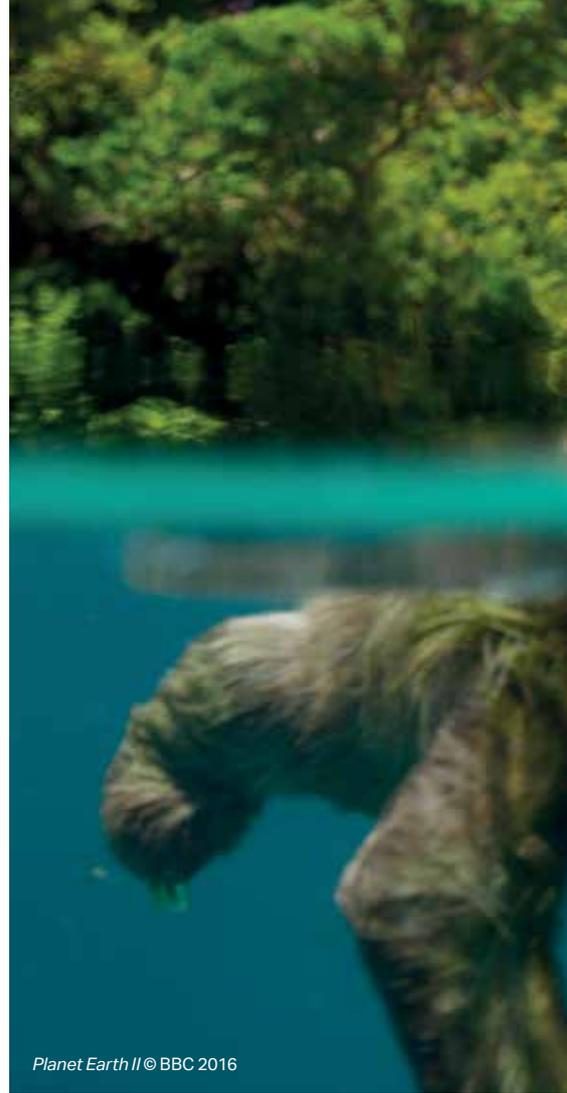
CHAIRMAN'S STATEMENT

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Building the UK's cultural capital



Tony Hall
Chairman, BBC Worldwide
and Director-General, BBC



Planet Earth II © BBC 2016

I am pleased that this has been another good year for BBC Worldwide. Returns of £210.5m exceeded £200m for a third year, flowing principally through investment into BBC-commissioned programmes and dividends paid from profits. Meanwhile, both headline sales and profit showed good growth.

This financial return to the Corporation is essential in allowing the BBC to commission with a level of ambition and commitment to quality that simply would not be possible with the licence fee alone. To put this in context, BBC Worldwide, with its partners, provides between one-half and fourth-fifths of funding across *Planet Earth II*, *Doctor Who* and *Top Gear*.

Programmes like these, which attract domestic audiences of many millions,

£210.5m

Returns to the BBC
(2015/16: £222.2m) -5.3%

.....
PLANET EARTH II

'So what should any red-blooded sloth do? Swim, of course'

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are immeasurably enriched in terms of talent, technology, production values and even length of series by additional commercial funding. They are great examples of how this funding model is allowing us to invest in the very highest quality programmes for audiences at home and – through partnerships with and exports to international players – bring value back to the UK to invest in yet more creativity for the licence fee payer.

Already *Planet Earth II*, from BBC Studios' Natural History Unit, has been seen by 34m viewers in the UK and was sold to 154 territories around the world at year-end. Its international transmissions have broken many long-standing records, a feat that is all the more impressive in the context of the widespread decline in live ratings. In the US, the premiere was the most watched nature episode on television in five years. In China, it was seen almost 50m times, with more than 210m views of the show's content. And in France, it ranked in the top five highest-rated UK programmes since the start of 2008.

I believe that BBC Worldwide's overall performance is particularly impressive given the continuing change in both commissioning and consumption, which in turn affects the economics of content in significant ways. Tim Davie

outlines these effects in greater detail on pages 08-11, and I am pleased to see the steps that Tim and his leadership team are already taking to stay competitive in a transforming market.

One of the most significant transformations this year in the BBC context was the creation of BBC Studios as a wholly owned commercial subsidiary. A move to full commercialisation from April 2017 sees BBC Studios move outside the BBC's public service activities, able to take creative ideas to third-party commissioners.

This transition represents a significant change, but it is also a major opportunity. I believe it is the right thing to assure the long-term success of BBC production, and with it ownership of valuable intellectual property. BBC Studios is BBC Worldwide's largest supplier of content, and BBC Worldwide the largest commercial investor in BBC Studios' slate. The funding models for the major BBC Studios titles cited above illustrate their inter-dependence, and a thriving strategic partnership between the two will be essential to the BBC securing its future as one of the very best programme-makers in the world.

This is vitally important not just creatively and commercially, but also reputationally. The benefits of global growth for the UK licence fee payer go far beyond what we can offer them on screen and on air. By taking British content beyond these shores, and promoting creative output from across the whole sector and not just the BBC, BBC Worldwide is building cultural capital for the UK. This in turn promotes wider British interests.

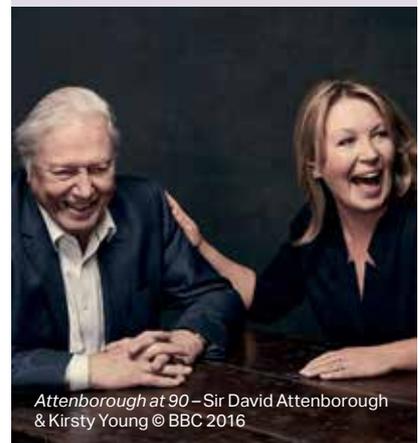
That is why, as we face political turbulence in both the developed and developing world, the growth of the BBC globally is an important priority. I believe that Britain now needs us more than ever, and that we need to do more than ever for Britain in the world. The BBC, with a strong and growing BBC Worldwide, can do so much for the UK in the years ahead, and will have a vitally important role to play.

Celebrating 60 years of natural history

In May 2016, Sir David Attenborough celebrated his 90th birthday, and with it over 60 years of award-winning BBC natural history landmarks. Sir David remains the only person to have won a BAFTA for programmes in black and white, colour, HD and 3D.

Inspiring several generations, titles such as *Life*, *Life on Earth*, *Human Planet*, *Frozen Planet*, *Planet Earth* and *Blue Planet* have each been seen in over 200 territories, and by an estimated half a billion people worldwide.

 www.bbcworldwide.com/celebratingsuccess



Attenborough at 90 – Sir David Attenborough & Kirsty Young © BBC 2016