

What we do

1

We partner

- Creative development
- Funding for BBC and indie productions

Our strategy

In 2013 we refined our strategy to focus on three core areas: premium content, global brands and digital transformation. We have made good progress, concentrating investment and ceasing non-core activity. We have strengthened our content relationships and pipeline, and enhanced content sales. We have upgraded our branded services, made choices about how and where we participate, and launched new digital services. As markets change, we are looking to accelerate our strategy, underpinning our returns to the BBC.



Increase our commitment to delivering premium, world-class content



Grow global brands



Develop direct-to-consumer digital propositions in selected markets

to the BBC

- Programme investment
- Dividends
- Other rights payments
- Growing the brand across the globe
- Building the reach of BBC programmes

to rightsholders

- Royalties
- Profit share
- Showcasing UK creativity

We deliver returns

3



- Securing international co-production deals
- Equity investments/ development deals with indies
 - Nurturing talent
 - Supporting new writers
 - Building innovative partnerships
 - Secondary rights acquisition



2

We commercialise

- Programme and format sales
- Channel commissions
- Formats and original content production
- BBC branded services
 - Ancillaries and other IP exploitation
- Marketing and social media



Ethical trading

Ethical trading remains a central part of how we do business. We work with our suppliers and licensees to promote better practices within our consumer product supply chains through our ethical programme.

As well as assessing supplier factories through independent ethical reports, we continued to undertake a number of site visits to better understand how our suppliers' factories are operating and to emphasise the importance of being open with us about the challenges they face.

As a member of the Ethical Trading Initiative, we submitted our ethical trading plan which sets out our strategy and approach for the next three years.

We also published our first Modern Slavery Statement and we will continue to update it as our ethical programme develops. Other recent activities have included a staff engagement session on human trafficking from a representative of the Gangmasters & Labour Abuse Authority, and hosting and participating in industry round-table discussions on improving supply chain conditions.

Environment

In last year's Annual Review we noted that we had strengthened our working relationship with other parts of the BBC, to ensure our environmental approaches are aligned. We have continued to do so and are currently working closely with sustainability teams in determining BBC Worldwide's contribution in helping the BBC Group to achieve its environmental goals for the new charter period. Internally, we are building on the improved environmental data collection across our global offices.

Apart from working on monitoring and reducing the negative environmental impacts of our business activities, we have also been helping to raise environmental awareness amongst our employees and to improve the local environment around our global offices. We have done this through various well subscribed volunteer activities ranging from litter clearance to sapling planting and invasive species management.