

Delivering value for audiences

The BBC spent an extra £270million on programmes and services in 2001/2002, the biggest increase in spending in the BBC's history. On average people spent 19 hours 54 minutes a week with the BBC – 43.8% of their viewing and listening and over a fifth of their leisure time (21.3%).

The additional programme spend was partly financed from an above-inflation licence fee increase, but mostly from good housekeeping. This included reductions in licence fee evasion, increased contributions from our commercial subsidiaries and cutting overheads. The objective of spending 85% of BBC income on programmes was achieved two years ahead of target. A more detailed review of the BBC's finances is on pages 70 and 71.

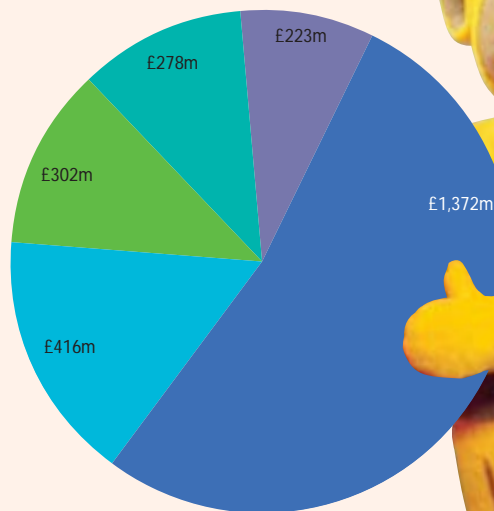
UK broadcasting spend

The BBC remains committed to analogue services, allocating over 87% of spend to them.

Total £2,591m	Digital services £278m
Television £1,372m	BBC One and BBC Two Digital Enl CBBC, CBeebies £20m
BBC One £962m	BBC Choice £53m
BBC Two £410m	BBC News 24 £50m
Nations & Regions £416m	BBC Parliament £4m
Nations & Regions television £252m	BBC Four/Knowledge £32m
Nations & Regions radio £164m	Digital text and interactive £11m
Radio £302m	Digital radio £8m
BBC Radio 1 £38m	BBCi (internet) £100m
BBC Radio 2 £43m	Transmission and collection costs £223m
BBC Radio 3 £53m	Licence fee collection costs £95m
BBC Radio 4 £90m	Analogue transmission costs £75m
BBC Radio Five Live £77m	Digital transmission costs £52m
BBC Asian Network £1m	

BBC World Service expenditure was £205million. The BBC World Service is funded by the Foreign and Commonwealth Office through a Grant-in-Aid. This cannot be used to cross-subsidise other parts of the BBC and is only used to fund the BBC World Service.

Differences due to rounding.



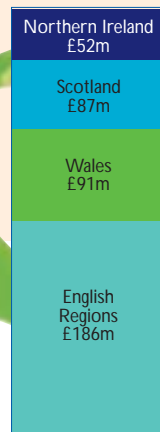
Content spend by genre

The biggest increases in spending were on drama and entertainment as part of plans to enrich BBC One.



Spend on local TV and radio in the Nations and English Regions

In addition to the local spend shown below, £291million was spent outside London on network television and radio.



Total: £2,032m

Total: £416m

Audience approval of the BBC

	Mean score out of 10
2001/2002	6.8
2000/2001	6.5

Source: Pan BBC Tracking Study.

Overall approval of BBC services and of the BBC as an organisation continued to rise in 2001/2002.

Weekly reach of BBC services

	%
Television	86.5 (88.4*)
Radio	63.4 (60.9*)
Combined television and radio	93.0 (94.4*)

* 2000/2001 figures.

Source: BARB, RAJAR, age 4+, average 15-minute weekly reach for the year.

Reach figures for television have to be treated with caution this year due to a change in measurement by the BARB panel.

Despite increasing demands on leisure time, BBC services reached 93% of the UK population.

BBCi internet use

	Millions
2001/2002	5.6 (4.2*)

* 2000/2001 figure.

Source: BBC server logs, adults age 15+. Average monthly use.

BBCi attracted an average of 33% of all UK adult internet users over the year.

BBC share of viewing and listening

		%
Total BBC television (including digital channels)	2001/2002	38.4
	2000/2001	38.2
BBC One	2001/2002	26.5
	2000/2001	26.8
BBC Two	2001/2002	11.1
	2000/2001	11.0
BBC Radio	Q1 2002	52.6
	Q1 2001	52.1

Source: BARB, age 4+, average share for the year.

RAJAR, age 15+, average share for the year.

BBC One's share has increased both in analogue and digital homes, although, because the proportion of digital homes has increased, overall share has fallen slightly. BBC Two's share continued to rise. BBC Radio achieved record audiences. BBC Radio 2 added two million new listeners over the year.

Award-winning output from the BBC

During 2001/2002 BBC television and radio programmes and web content won a string of major national and international awards. These included:

- 22 Gold Awards at the Sony Radio Academy Awards
- 16 Royal Television Society Programme Awards
- 12 Royal Television Society Craft and Design Awards
- 10 BAFTA Television Programme Awards
- 10 British Soap Awards
- 10 Broadcasting Press Guild Television and Radio Awards
- 9 Royal Television Society Sports Awards
- 8 CRE Race in the Media Awards
- 8 Royal Television Society Journalism Awards
- 8 Royal Television Society Educational Awards
- 7 BAFTA Television Craft Awards
- 7 EMMA Awards
- 7 One World Media Awards
- 6 BAFTA Children's Film and Television Awards
- 5 Gold Promax Awards
- 4 British Comedy Awards
- 4 Golden Rose of Montreux Awards
- 3 Emmy Awards
- 3 Grierson Awards
- 2 Banff TV Festival Awards
- 2 Golden Globe Awards
- 2 Prix Europa Awards
- 1 BAFTA Interactive Award
- 1 Prix Italia Award
- 1 Webby Award 2001
- Queen's Award for Enterprise (BBC Worldwide)

Plus, Jim Broadbent won an Oscar for his performance in *Iris*, a BBC Films production.