

Jacquie Hughes
Ofcom,
Riverside House
2a Southwark Bridge Road,
London,
SE1 9HA

17th July 2017

Dear Jacquie,

Re: BBC performance consultation

As CEO of the Public Media Alliance [PMA] I write in response to the Ofcom consultation on, **Holding the BBC to Account for the Delivery of its Mission and Public Purposes.**

The PMA is the largest global association of public broadcasters. Our organisation, formerly known as the Commonwealth Broadcasting Association, has a UK based Secretariat which provides support and advocacy for public media organisations worldwide, including the BBC.

Our current research project, due for publication later this year, leverages our global network of public media leaders to investigate the role that public broadcasters play in democratic society. All respondents were acutely aware of the increasing impact of globalization on citizens and therefore the need to provide an international context to audiences. International factual coverage is increasingly recognised worldwide as an essential element for any public media organisation.

The UK rightly has an excellent reputation for coverage of international news but international factual programming provides a very necessary context for news, especially as that news is consumed and delivered in increasingly smaller 'bites'. The BBC's history of international coverage is of high quality, innovative content and has set it apart from other broadcasters both in the UK and internationally in terms of its distinctiveness.

Current economic pressures could easily force a decline in international factual coverage for reasons of cost, yet audiences repeatedly [BBC Trust Purpose Remit Surveys] indicate that international content is an important priority.

The PMA believes that international factual content which engages UK audiences and informs UK citizens about the wider world, is one of the most distinctive pillars of Public Service Broadcasting in the UK.

We would therefore like Ofcom to include a measurement of the volume of new non-news international factual content the BBC broadcasts annually in its performance framework. This will demonstrate that the BBC is delivering Purpose 1 which includes *factual programming to build people's understanding of all parts of the UK and the wider world* and also act as an indicator of the BBC's distinctiveness (Purpose 3).

Yours sincerely



CEO, Public Media Alliance