

Contents

Section

1. Executive Summary.....	3
2. Building on the BBC's strengths.....	6
3. Performance against the Public Purposes	10
4. Protecting fair and effective competition.....	57
5. Content standards.....	65

Annexes

Annexes 1-4 are available [here](#)

1. Executive Summary

Under the BBC Royal Charter and Agreement, the BBC is required to meet its Mission, to act in the public interest, serving all audiences through the provision of impartial, high-quality and distinctive output and services which inform, educate, and entertain. It aims to achieve this by delivering its five Public Purposes.

The Charter and Agreement set out the different roles and duties of the BBC and Ofcom. The BBC Board is responsible for governance of the BBC, its editorial policy, ensuring that it delivers its remit, and for setting the strategic and creative direction of the organisation. Ofcom is responsible for holding the BBC to account on behalf of audiences and we do this in three ways: overseeing the BBC's performance in delivering its Mission and Public Purposes; protecting fair and effective competition; and regulating content standards in BBC programming. Every year, as required by the BBC Charter, we publish a report on the BBC's performance in these areas, and how we have carried out our role. We are also required to undertake at least two Periodic Reviews of the BBC during this Charter and our first was [published in November 2021](#).

In this eighth Annual Report on the BBC, we also include our second Periodic Review. As well as assessing how the BBC has delivered its remit over the 2024/25 financial year to 31 March 2025, we provide an overview of the BBC's performance in delivering for audiences over the Charter period. Drawing on extensive audience research data, information and stakeholder engagement since our last Periodic Review, this report provides an evidence base which government can draw on as it undertakes its Charter review.

The BBC plays a vital role in informing and entertaining audiences across the United Kingdom and around the world. This report is being published at a time when the BBC has been facing another significant crisis involving editorial decision-making at the heart of its news and current affairs output. This has led to the resignation of its Director General and CEO of BBC News and Current Affairs. In response, the BBC Chair has outlined the importance of upholding the highest standards in the BBC's output and that it will continue to take necessary action to retain the trust and confidence of the public. He also announced the BBC's [commitment](#) to 'sharpen and strengthen' the processes of the [Editorial Guidelines and Standards Committee](#), a sub-committee of the BBC Board.

Ofcom has publicly stated that the BBC Board and Executive must take a firmer grip when things go wrong, and to act swiftly and transparently when controversies arise. This is critical to upholding and maintaining audience trust and must now be the focus for how the BBC resets to deliver for its audiences.

Key Findings

Summary of BBC Performance over the Charter

Overall, amid funding pressures, and against the backdrop of a rapidly changing media landscape, the BBC has performed strongly in delivering for audiences over the current Charter. Our research shows it has remained popular with audiences with 83% of UK adults saying they use any BBC service weekly in 2024/25. It has taken steps to respond to sector changes and changing audience behaviour to:

Remain relevant to audiences: The BBC has been successful in maintaining strong overall satisfaction while continuing to find ways to serve audiences, despite the increased availability and choice of

content and services from other providers. This year there have been signs of improving engagement with younger audiences although some people, particularly those in D or E socio-economic groups, remain less satisfied.

Maintain a positive impact in the nations and regions: The BBC has reinforced its commitment to serving and representing the UK's diverse nations and regions by expanding its regional presence, investing in high quality local content, supporting the creative economy, and implementing its Across the UK plan. This is key to producing diverse content that resonates with audiences and supports the creative economy across the whole of the UK.

Retain the trust of UK audiences overall: In the face of a fragmented and increasingly polarised media landscape, our research shows the BBC has remained a trusted source of news and the UK's most used news source. It consistently rates highly for trust and accuracy among regular users and has enhanced its transparency and accountability through improved complaints handling, initiatives like BBC Verify and clearer public engagement.

Delivery against the Public Purposes over the Charter period

Public Purpose 1: To provide impartial news and information to help people understand and engage with the world around them

Audiences have continued to value the BBC's role in news provision – for example, in 2025, 70% of regular BBC TV news viewers rate it highly for accuracy and 68% for trust. Ratings for impartiality are lower but have remained stable, with 58% of regular BBC TV viewers giving this a high score.

Public Purpose 2: To support learning for people of all ages

The BBC has continued to invest in formal education and children's perceptions of BBC Bitesize remain positive. Audience satisfaction with content that helps people learn has been consistent across the Charter, with 62% of audiences rating it highly.

Public Purpose 3: To show the most creative, highest quality and distinctive output and services

The BBC has performed well in delivering a wide range of high-quality, creative and distinctive content. In the face of seismic changes in the media market, the BBC continues to serve a broad range of audiences, and three in five (60%) have a positive impression of the BBC.

Public Purpose 4: To reflect, represent and serve the diverse communities of all of the UK nations and regions and, in doing so, support the creative economy across the UK

The BBC has focused on representing and portraying audiences from across the UK and has been shifting production, spend and programme commissioning into the nations. However, Public Purpose 4 remains the lowest rated Public Purpose – with 59% of audiences rating its delivery highly, and with satisfaction differing between nations.

Public Purpose 5: To reflect the United Kingdom, its culture and values to the world

In line with our duties, we do not regulate the BBC World Service and are instead required to have regard to its performance in contributing to the fulfilment of the Mission and promotion of the Public Purposes in Periodic Reviews. Its overall reach across TV, radio and digital has declined, from a high of 365 million in 2022 to 313 million in the last year, in part as a result of closing services due to financial pressures. UK audiences' perceptions of how the BBC has performed internationally have remained stable since our last Periodic Review.

BBC Competition

As a large, publicly funded organisation, the BBC can have a significant impact on competition, both positive and negative. The BBC has had a good record of compliance with its obligations relating to fair and effective competition and has improved its transparency in stakeholder engagement, for instance in its plans to make changes to its services. It has also made changes where we have identified issues, such as in our review of its commercial activities.

BBC Standards

The BBC has improved its complaints handling process, increased transparency of its handling of complaints on editorial matters and taken action to address audience concerns about its due impartiality during the Charter. We recently found the BBC in breach of our Code in relation to the documentary *Gaza: How to Survive a War Zone*. Given the seriousness of this breach, we directed the BBC to broadcast a summary of our findings. We welcome the BBC's stated intention to conduct an [independent thematic review](#) of its coverage of the Middle East conflict.

Building a better BBC for future generations

As identified in our recent review of Public Service Media - [Transmission Critical](#) - the whole media landscape is undergoing rapid transformation. Given the significant role played by the BBC, at the core of the UK media sector, it is vital that the BBC is able to build on its strengths and what it does well. There is much it can do to secure its own future.

To continue to appeal to everyone across the UK, the BBC must deepen its engagement with less satisfied audiences, including those who are younger and from less well-off backgrounds. It must innovate and take risks to make content available where people want to watch it – such as on third party platforms – and to make content which engages and excites audiences on those platforms. At the heart of this must be a broad range of content, made across the UK and portraying its diversity, to ensure the BBC reaches all audiences and continues to support the UK's creative economy.

Given the backdrop of declining trust in institutions and increasingly fragmented audiences, it is more important than ever that the BBC maintains and grows a trusted relationship with audiences wherever they get their content. The BBC has always had a key role delivering accurate, trusted and duly impartial news to all UK audiences. Its investment in media literacy, to help audiences critically engage with online news and content is increasingly essential. Transparently addressing audience concerns about impartiality and how it holds itself to account when things go wrong will also be vital to maintaining public trust. We are going to undertake work looking at drivers of audience trust in the BBC and will publish Terms of Reference early next year.

We will be discussing our report findings with Government as part of its Charter Review. This will also include how the regulatory framework can be updated to provide the BBC with the flexibility to deliver to where audiences are - on linear and online services - whilst still being held to account.

2. Building on the BBC's strengths

As we approach the renewal of the BBC's Charter, we have looked at its performance across the current Charter, set against the backdrop of significant changes in the media landscape. Over the past decade, audiences have increasingly shifted from traditional linear broadcasting to digital and global platforms, placing new pressures on public service media providers such as the BBC. In this context, we have considered how the BBC has responded to these challenges, delivered its Public Purposes, and maintained its role in supporting the UK's creative economy.

The BBC is facing increased competition for audiences

In 2015, the BBC had a 36% share of adults' claimed media time,¹ online services were still developing and audiences to traditional linear platforms were much higher.² The BBC received £3.7bn from the licence fee in 2014/15, equating to just over £5bn today when adjusted for inflation.³ Industry stakeholders were concerned about the impact of the BBC; for example, the BBC's radio market share growing further, its online services crowding out other UK services including local news titles, and whether the BBC might unfairly cross promote its commercial services. The Charter and Agreement were drafted with these concerns in mind and focused primarily on competition between UK organisations (rather than from global players) and linear services.

Fast forward to now, and the BBC's share of adults' claimed media time is down to 22% (2024),⁴ audiences are shifting away from traditional broadcasters to online and global providers, and licence fee revenue has fallen to £3.8bn.⁵ Challenges associated with how the BBC can continue to reach and resonate with all audiences to deliver its Public Purposes, while supporting the creative economy, are now increasingly important. At the same time, given the significant presence of global players, the BBC's potential impact on others has narrowed. Concerns now largely relate to where the BBC competes with domestic competitors such as on its linear services where its share of viewing and listening has remained more stable. The sustainability of the BBC in the longer term has also been questioned.

Despite these challenges the BBC has continued to successfully deliver for UK audiences

Given the BBC's duties to serve all UK audiences, it is vital that it continues to maintain its relevance to everyone with a broad range of high-quality, distinctive content. Programming such as *Celebrity Traitors* demonstrates how the BBC can still reach huge audiences, including younger audiences, across platforms, with [the BBC reporting](#) 14.8 million views to its debut episode. Encouragingly, our research shows that overall audience satisfaction with the BBC has remained high since 2017.

¹ IPA TouchPoints 2015, GB adults aged 15+. Media time = TV/video, audio, online news and social media.

² For example, the BBC's linear TV channels reached over 80% of the population on TV sets alone.

³ BBC Full Financial Statements 2014/15, p.7.

⁴ IPA TouchPoints 2025 Superhub (wave 2 2024 & wave 1 2025), GB adults aged 15+. Media time = TV/video, audio, online news and social media.

⁵ Revenue has fallen to £3.8bn in 2024/25, compared with the inflation adjusted figure of £5bn in 2014/15. BBC Annual Report and Accounts 2024/25, p.59.

However, as highlighted in our first [Periodic Review](#), there are some audiences that are less satisfied overall. These include disabled audiences, younger viewers, and people from D or E socio-economic groups.⁶ We have said the BBC needs to do more to remain relevant to these audiences.

In order to cut through the global competition and to increase audience engagement, the BBC has focused on transforming to a digital organisation with its [Digital first strategy](#). This has included, for example, increasing investment in BBC iPlayer and BBC Sounds programming and in video and digital news. The BBC has also been developing tailored content for third party platforms. Being available on these platforms provides the BBC with other routes to reach and engage with audiences. To sustain this digital transformation, the BBC will need to continue with its investment in new technologies and services. At the same time, it is focusing on doing fewer, higher quality programmes and considers this important for improving satisfaction among underserved audiences and for supporting representation and portrayal.

In the fierce battle for audience attention, we are beginning to see early signs its efforts to improve engagement with younger audiences may be starting to have an impact. For example, overall BBC viewing (on-demand, plus live and recorded viewing) increased for both children and young adults this year, and the BBC increased its share of all broadcaster viewing from 29% to 34% among 16-24 year olds, with 2024 a particularly strong year for sport.⁷ The BBC's move to reach children where they are on platforms such as YouTube has also led to an increase in viewing of BBC content. We will monitor whether it is able to maintain this trend.

The BBC has maintained a significant role in the nations and regions

Throughout the Charter period, overall audience engagement with BBC content across the nations and regions has remained strong, and the BBC continues to play a unique role in supporting the creative economy across the UK. In [Transmission Critical](#) we highlighted that its investment in the nations and regions was essential to sustaining local production ecosystems. Without the BBC's commissioning power, many independent producers outside London would struggle to survive.

It is important for audiences to see people like them and to hear their local stories and the BBC delivers this through its high-impact programming commissioned in the nations and regions as well as content produced specifically for nations audiences. We note this year that in some nations, the BBC has not met its own commitments to deliver this nation-specific content.⁸

The BBC is a vital source of news and current affairs in the nations and regions and 81% of adults who follow regional/local news on BBC regional TV say they are satisfied with its quality.⁹ There are nevertheless challenges for the BBC, as our research has found that audiences have typically rated the BBC's delivery of Public Purpose 4 lower than the other public purposes throughout the Charter. This year, 59% of UK adults rated the BBC positively for reflecting '*the life and culture of communities across the UK*'.¹⁰

To better serve audiences in the nations and regions, the BBC has been implementing its [Across the UK strategy](#), launched in 2021, which is focused on decentralising production and increasing nations

⁶ Ofcom BBC Performance Tracker 2024/25.

⁷ Viewing among children aged 4-15 and among adults aged 16-24 increased by 9% and 11% respectively. Barb as-viewed. TV sets and other devices connected to the home WiFi. Sport viewing increased in an Olympics and Men's Euros year.

⁸ BBC, Delivering our Mission and Public Purposes (DoMaPP) 2024/25, p.84 and p.92.

⁹ Ofcom News Consumption Survey 2025. A similar proportion (80%) of those who follow local news on BBC nations or local radio say they are satisfied with the quality of regional or local news they provide.

¹⁰ Ofcom BBC Performance Tracker 2024/25.

and regional representation. The plan includes targets such as raising network commissioning spend outside of London to at least 60% by the end of the current Charter period. The BBC has already exceeded this target ahead of schedule, with 61% of its qualifying network TV spend in 2024 allocated to the nations and regions.¹¹

Despite this progress, the impact of the BBC's actions has yet to fully shift attitudes of audiences in the nations. Improving perceptions of how well the BBC represents the life and culture of the UK remains a challenge and the BBC's own recent research indicates that audiences perceive the BBC as less effective in this area.¹² It says it is now considering the findings of its research, including areas such as how it can be more accountable and responsive to audience needs and ensuring nobody is left behind as the UK moves fully to a digital future.

It will also be important that the BBC continues to develop a broad network and footprint of commissioners, producers, and working partnerships in the nations and regions. Commissioners based across the nations and regions who have the autonomy to commission content, allocate budgets and who are accountable for delivering in these communities could help ensure the development of authentic programming rooted in local knowledge, which resonates with audiences across the UK. This content is imperative for the BBC's long-term sustainability.

The BBC is still trusted and valued by UK audiences

Although trust towards institutions and traditional media providers has declined,¹³ our research shows that the BBC has maintained its position as a trusted and accurate source of news and the UK's most popular news provider. Around two thirds (67%) of UK adults accessed BBC News across all its platforms in 2025; with 68% of regular users rating BBC TV News highly for trustworthiness, and 70% rating it highly for accuracy of reporting – perceptions which have been maintained over recent years. A similar proportion of young people also rated the BBC highly for trustworthiness.¹⁴

As we set out in our PSM review, audiences consider the provision of trusted and accurate news to be one of the most important contributions made by the PSM system. Given the provision of news is central to the BBC's remit, it is vital that it maintains a trusted relationship with audiences.

On the basis of complaints we have received from audiences, the BBC has a good record of complying with broadcasting rules intended to ensure that programming is duly impartial. However, its ratings for audience perceptions of impartiality have remained lower than its ratings for trust and accuracy across the Charter period.¹⁵ This could be influenced by a range of factors including the coverage of high-profile scandals and crises or contentious news issues that impact the BBC. In addition, audiences often hold the BBC to a higher standard of impartiality than other broadcasters.¹⁶

The BBC has taken several steps to prioritise this issue, including through implementation of its impartiality action plan, greater transparency of its BBC First complaints process and initiatives such as BBC Verify which open its news editorial processes to greater public scrutiny. Following the

¹¹ Ofcom analysis of BBC data.

¹² [Our BBC Our Future report](#). 51% of respondents felt the BBC was effective now at reflecting people across the UK and different parts of the UK, rated lower than four (out of six) statements the BBC asked about.

¹³ [Reuters Institute Digital News Report 2025](#), p.67. The proportion that trusts 'most news most of the time' in the UK fell from 51% in 2015 to 35% in 2025.

¹⁴ Ofcom News Consumption Survey 2025. BBC News remains the highest rated source for trustworthiness among 16-24 year-olds, with 67% of regular users rating it highly for trustworthiness, ahead of ITV (58%) and Sky (55%).

¹⁵ Ofcom News Consumption Survey 2025.

¹⁶ Ofcom, June 2022, [Drivers of perceptions of due impartiality: The BBC and the wider news landscape](#), p.7.

Government's [Mid-Term Review of the BBC](#), we are also expecting to be given additional responsibilities to review more of the BBC's decisions on complaints it has not upheld and to implement a new BBC online material code.

There are opportunities to secure the BBC's future and address PSM challenges

The challenges faced by the BBC align with those we set out in our PSM Review and which face the broader PSM system. There is no quick fix to resolve these sector-wide issues and we identified vital reforms focused on achieving key outcomes to support the future provision of PSM. These were:

1. Prominence and discoverability for PSM content on the third-party platforms that audiences increasingly turn to.
2. Stable and adequate funding to sustain a broad range of PSM content, including trusted and accurate news, and programmes that showcase the diversity of the whole of the UK and bring the country together.
3. Urgent clarity on how TV will be distributed in the future.
4. More ambitious partnerships amongst the PSBs.
5. Investment in media literacy.
6. Streamlined regulation which strips away any outdated unnecessary restrictions.

We said action is needed now and outlined that it requires effort from everyone involved, including broadcasters, Government and Ofcom.

For the BBC, this means delivering content that appeals to all audiences, and it may need to do this differently for those on different platforms and services. It will require the BBC to continue its push into the nations and regions - both to represent and portray audiences, but also to continue to support and strengthen the creative economy right across the UK.

With an eye to its central role to deliver duly impartial, trusted and accurate news, it is critical that the BBC identifies and addresses issues promptly and transparently. Significant editorial mistakes can impact perceptions. The BBC must continue to find new ways to secure audience trust, no matter how they access news, to help it remain a valued and trusted institution, supporting democracy and at the heart of the PSM system. The BBC Board will play a vital role in leading this strategic work. At the same time, the BBC needs to focus on media literacy to help build and maintain a trusted relationship with the public.

In line with our PSMR recommendations, there are also opportunities for the BBC in developing strategic partnerships and in supporting responsible use of technology and AI.

As we look towards Charter Review, there is an opportunity now for Government to support a sustainable BBC which delivers for all audiences, produces important content, some of which may not be delivered by the market, and continues to support the broader creative economy. It will need an updated regulatory framework to underpin this and to ensure the BBC is able to quickly adapt to changing audience preferences while we effectively hold it to account.

3. Performance against the Public Purposes

In this section we set out how the BBC has delivered against the Public Purposes since the start of the Charter Period in 2017, with a particular focus on developments since our last [Periodic Review](#) published in November 2021, and include our annual assessment for the period of April 2024 to March 2025. We also cover how the BBC has delivered for audiences in each of the four nations. This is distinct from our assessment of the BBC's performance under Public Purpose 4.

Further detail can be found in our [interactive performance report](#) and in [Annexes 1-2](#), which includes our assessment of the BBC's compliance with the specific regulatory requirements under the BBC Operating Licence.

The Public Purposes, as set out in the Royal Charter, are as follows:¹⁷

Public Purpose 1

To provide impartial news and information to help people understand and engage with the world around them: the BBC should provide duly accurate and impartial news, current affairs and factual programming to build people's understanding of all parts of the United Kingdom and of the wider world. Its content should be provided to the highest editorial standards. It should offer a range and depth of analysis and content not widely available from other United Kingdom news providers, using the highest calibre presenters and journalists, and championing freedom of expression, so that all audiences can engage fully with major local, regional, national, United Kingdom and global issues and participate in the democratic process, at all levels, as active and informed citizens.

Public Purpose 2

To support learning for people of all ages: the BBC should help everyone learn about different subjects in ways they will find accessible, engaging, inspiring and challenging. The BBC should provide specialist educational content to help support learning for children and teenagers across the United Kingdom. It should encourage people to explore new subjects and participate in new activities through partnerships with educational, sporting and cultural institutions.

Public Purpose 3

To show the most creative, highest quality and distinctive output and services: the BBC should provide high-quality output in many different genres and across a range of services and platforms which sets the standard in the United Kingdom and internationally. Its services should be distinctive from those provided elsewhere and should take creative risks, even if not all succeed, in order to develop fresh approaches and innovative content.

Public Purpose 4

To reflect, represent and serve the diverse communities of all of the United Kingdom's nations and regions and, in doing so, support the creative economy across the United Kingdom: the

¹⁷ Article 6 of the Royal Charter.

BBC should reflect the diversity of the United Kingdom both in its output and services. In doing so, the BBC should accurately and authentically represent and portray the lives of the people of the United Kingdom today, and raise awareness of the different cultures and alternative viewpoints that make up its society. It should ensure that it provides output and services that meet the needs of the United Kingdom's nations, regions and communities. The BBC should bring people together for shared experiences and help contribute to the social cohesion and wellbeing of the United Kingdom. In commissioning and delivering output, the BBC should invest in the creative economies of each of the nations and contribute to their development.

Public Purpose 5

To reflect the United Kingdom, its culture and values to the world: the BBC should provide high-quality news coverage to international audiences, firmly based on British values of accuracy, impartiality, and fairness. Its international services should put the United Kingdom in a world context, aiding understanding of the United Kingdom as a whole, including its nations and regions where appropriate. It should ensure that it produces output and services which will be enjoyed by people in the United Kingdom and globally.

How we assess the BBC's performance

We set out our assessment of BBC performance under the Public Purposes in relation to the [Performance Measurement Framework \(PMF\)](#). The PMF sets out our approach to the monitoring and assessment of the BBC's performance in promoting its Public Purposes and fulfilling its Mission. It comprises four performance measures (Availability, Consumption, Impact and Contextual factors) and a set of principles to which we have regard in applying them.

In line with our duty to have regard to the performance of BBC World Service as part of our Periodic Reviews,¹⁸ we summarise its performance (see Public Purpose 5, pages 54-56). Ofcom does not regulate this service, and we have not reported on it since our previous Periodic Review (November 2021).

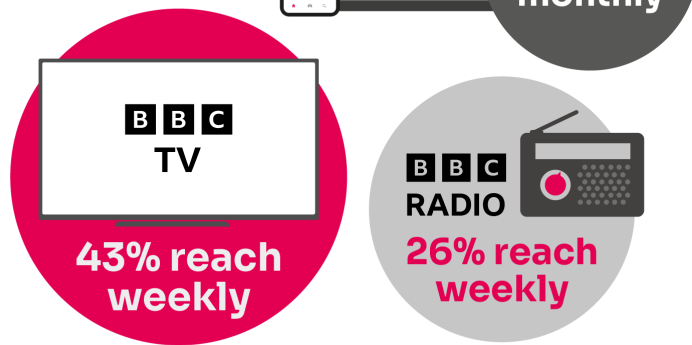
In [Annex 2](#) we provide a summary of the data sources we have used for each performance measure in our assessment and guidance on how to access and navigate this data in our interactive performance report.

¹⁸ BBC Agreement, paragraph 35 (7).

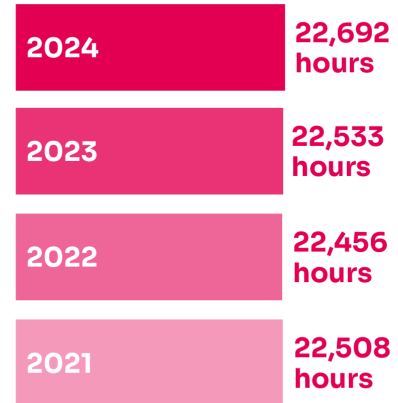
PUBLIC PURPOSE 1

To provide impartial news and information to help people understand and engage with the world around them

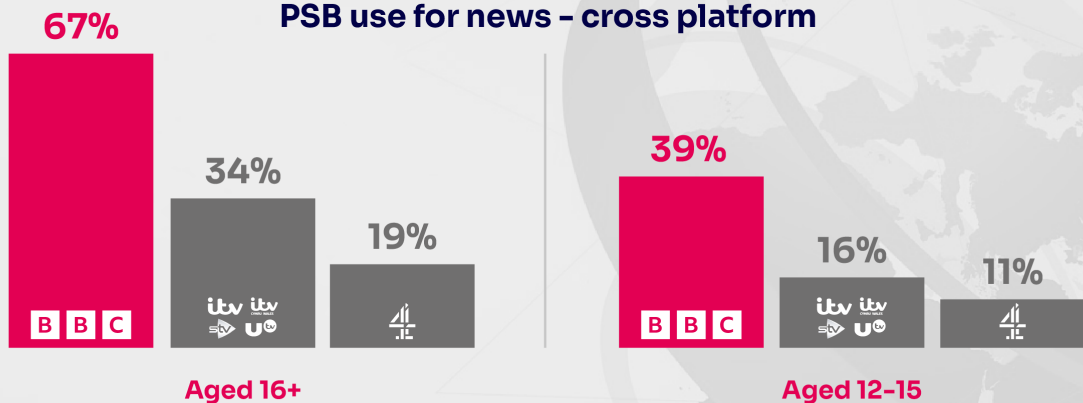
Use of BBC platforms for news among adults



Network news and current affairs output



PSB use for news – cross platform



Audience views of the BBC overall

News and information to help people understand what is going on in the UK and the world

67% POSITIVE

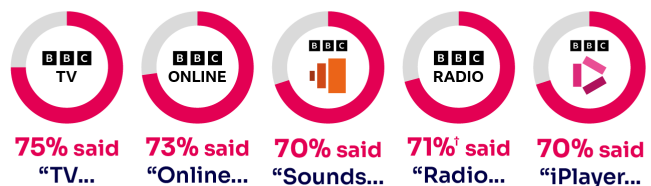
News coverage that is impartial – not favouring one side over another

55% POSITIVE

News coverage of what is going on in my local area

55% POSITIVE

Audience views of the BBC by platform



...helps me understand what is going on in the world today"

Sources: Barb-as-viewed, TV channels and on-demand, TV sets and other WiFi connected devices in the home, age 16+ (3+ minutes weekly reach); Ofcom News Consumption Survey 2025; Ofcom analysis of BBC data; Ipsos iris, Online Audience Measurement Service, internet users aged 15+, March 2025; Ofcom BBC Performance Tracker 2024/25.

PP1 over the Charter Period, including highlights for this year

The BBC has remained the UK's most popular source of news over the Charter. It has continued to deliver high-quality news and current affairs across TV and Radio, while expanding its online offerings including on third-party platforms to boost reach and engagement. Its reach has proven resilient amid ongoing digital disruption and growing competition and while there has been a fall in use since 2021, 67% of UK adults still use it for news in 2025. Around seven in ten regular BBC TV news users consistently rate it highly for accuracy and trust.¹⁹

BBC performance in 2024/25:

- Hours of news and current affairs TV programming were stable in 2024, with a slight increase in first-run hours, impacted by elections in the UK and the US.²⁰
- Total spend on news and current affairs TV programming edged up 0.4% to £310.5 million in 2024, but in real terms this was the lowest level of investment during the Charter Period.²¹
- The BBC expanded its digital news services, including the launch of BBC InDepth, used by 2.4 million unique users, and 'Your Voice, Your BBC News'. It has also invested further in BBC Verify used by an average 1.2 million weekly users in 2024-25.²²

In Ofcom's last [Periodic Review](#), we recognised the BBC as the UK's most used and trusted news source, particularly valued for its accuracy and quality. We noted strong growth in the BBC's online news reach, with increased use of the BBC News website and app, and a doubling of YouTube views year on year, largely driven by Covid-19. Audience perceptions of BBC impartiality were lower than those for trust and accuracy, but we noted the complexity associated with measuring these perceptions which are driven by a number of factors. Ofcom also underlined that the BBC had an opportunity to better serve all audiences through its online news, particularly young people, noting the growing weekly reach of the BBC News website/app among 16-34-year-olds.

Our assessment

Audience attitudes towards BBC news and current affairs

The BBC remains the UK's most-used news source

70% of adults now get their news from online services, with 51% of adults accessing news on social media platforms.²³ In the PSM Review, we set out the benefits to online audiences of a greater breadth of news, but also the challenges of being able to discover high quality, accurate and reliable news. This means that the role of the BBC is more important than ever.

It has remained the UK's most used news provider throughout the Charter period, reaching 67% of all UK adults in 2025 across all its platforms.²⁴ Despite the downward trend in traditional TV news consumption, with viewers now spending less than half of their in-home viewing time on live TV,²⁵

¹⁹ Ofcom News Consumption Survey. Data drawn from reports across the Charter Period.

²⁰ Ofcom analysis of BBC data.

²¹ Ofcom analysis of BBC data.

²² BBC, DoMaPP 2024/25, p.13. Your Voice, Your Vote launched during the UK General Election and was relaunched as Your Voice, Your BBC News in October 2024.

²³ Ofcom News Consumption Survey 2025.

²⁴ Ofcom News Consumption Survey. Data drawn from reports across the Charter Period.

²⁵ Ofcom, Transmission Critical: The Future of Public Service Media, p.14.

BBC One continues to be the most popular single news service. Just under half (41%) of UK adults claim to use it in 2025 (down from 53% in 2022). BBC Online is the highest reaching online news provider, used by 57% of those who use websites or apps for news.²⁶

Among younger adults, the BBC remains an important source of news, with 52% of 16-24s saying they use any BBC news service. It has also remained the most popular source of news among 12-15-year-olds, with 39% saying they use it (broadly consistent since 2022).²⁷ In 2024/25, over a third (36%) of children aged 3-16 say they watch *Newsround* on CBBC or on BBC iPlayer at least weekly, and 10% say the same for the Newsround website, consistent with previous years. Among 8–16-year-olds that use the Newsround website or watch the bulletin on CBBC or BBC iPlayer, 76% said they found it useful, an increase from 2023/24.²⁸

Audiences rate the BBC's provision of news and current affairs highly

Our research shows that audiences continue to be positive about the BBC's overall provision of news and current affairs. It has consistently been rated well across its services for 'helps me understand what's going on in the world today'; in 2025, between 70% and 75% of regular users said this for BBC TV, BBC iPlayer, BBC Sounds, BBC Radio and BBC Online. Around seven in ten regular users have consistently rated the BBC highly for accuracy across its TV, radio and online services.²⁹ Compared to other PSBs and commercial outlets, it performs well on these and other attributes.³⁰

As noted in our [previous Annual Report](#), the BBC has continued to innovate in news. For example, in 2023 it launched BBC Verify, a fact-checking initiative designed to support greater transparency in its journalism and to help counter misinformation. In 2025, it added BBC Verify Live, offering rolling verification updates throughout the day. BBC Verify has become the most widely used fact-checking service among UK adults, with 21% of those aged 16+ reporting they have used it.³¹ In 2024, the BBC launched BBC *InDepth*, a digital news brand providing analysis and commentary on significant UK and international issues which it says attracts 2.5 million users.³²

Throughout the Charter, audiences have consistently turned to the BBC for coverage of major national moments such as HM Queen Elizabeth II's funeral in 2022 and the UK General Election in 2024 - demonstrating its role as a trusted source of news during significant public events.

²⁶ Ofcom News Consumption Survey 2025.

²⁷ Ofcom Teens News Consumption Survey 2025.

²⁸ Ofcom BBC Children's Performance Tracker 2024/25.

²⁹ Ofcom News Consumption Survey 2025. BBC TV (70%), radio (70%) and online (71%) services.

³⁰ Ofcom News Consumption Survey 2025. Regular users rating brand highly for accuracy: ITV (69%); Sky (69%); Channel 4 (70%). Other attributes the BBC performs well on include trust where 68% of regular users rate BBC TV highly for trust, scoring it in line with other PSBs: ITV (68%); Sky (67%); Channel 4 (72%).

³¹ Ofcom Mis and Disinformation survey 2024 - Understanding misinformation: an exploration of UK adults' behaviour and attitudes, YouGov. Base: Politically representative UK adults aged 16+ from YouGov's online panel.

³² BBC, DoMaPP 2024/25, p.13.

The BBC's role in covering the 2024 General Election

During the 2024 UK General Election, the BBC delivered comprehensive, cross-platform coverage that underscored its central role in informing citizens during a pivotal democratic moment.

Research we carried out in the election period highlighted the important role the BBC plays. Among audiences who used TV for news and information about the general election, almost four in five (78%) said they used the BBC; around two thirds (65%) of those using radio said they used BBC radio, and for online news websites and apps, three in five (60%) of those using this type of source said they used BBC News online. Across each of these sources, the BBC was the most used.³³

In 2024, the BBC enhanced its election coverage with a series of editorial and digital innovations designed to deepen audience engagement and broaden representation. The *Your Voice, Your Vote* initiative invited the public to shape coverage surfacing underreported issues - such as rural transport – and sharing personal stories on key issues like housing and the NHS. Audience input also informed Panorama interviews with party leaders.

BBC Sounds introduced a live “Election 24” stream during UK election coverage, which evolved into a 24-hour rolling news service accessible via the homepage dial, supporting continuous coverage of major breaking stories.



The BBC's output of news and current affairs

TV news and current affairs output has remained stable

Since Ofcom's last periodic review, the BBC has restructured its network news services in response to financial pressures and the shift toward digital consumption. It merged its two news channels in

³³ Ofcom UK General Election news and opinion-formation survey 2024.

April 2023 and as part of a broader £24m savings plan across news and current affairs, it [announced](#) changes to investigative reporting and *Newsnight* in November 2023.

Overall, output for network TV news and current affairs has remained broadly stable throughout the Charter Period, with a spike in 2020 due to pandemic coverage. In 2024, output increased slightly from the previous year – news hours rose by 1% to 20,845, driven by coverage of the UK and US elections, while current affairs hours fell by 5% to 1,847 due to fewer repeats. First-run originated news and current affairs output rose by 1% to 16,578 hours, returning to pre-pandemic levels.³⁴

The BBC's spend on news and current affairs TV programming increased slightly in nominal terms in 2024, reaching £310.5m – a 0.4% rise, with spend on news falling by 1%, while spend on current affairs increased by 7%. However, when adjusted for inflation, the BBC's total spend on this programming in 2024 was at its lowest level during the Charter.³⁵

The number of people viewing news and current affairs programming on BBC TV channels has fallen over the Charter period; among adults, average weekly reach to all news on BBC TV channels and on-demand fell from 52% in 2022 to 44% in 2024. Weekly reach to current affairs programmes on BBC TV channels and on-demand also dropped from 18% in 2022 to 17% in 2025.³⁶ However, reach of BBC online has continued to increase, used by 60% of adults each month in 2024/25, compared to 55% in 2023/24, and 54% in 2022/23.³⁷ At a time where audiences are increasingly obtaining news online, rather than via traditional linear services,³⁸ sustained reach of BBC news and current affairs content across different platforms is positive.

Despite the downward trend in linear viewing, specific initiatives undertaken by the BBC have boosted viewing in specific cases. For example, the BBC has reported that the extension of *BBC Breakfast* by 15 minutes in 2023/24 led to an increase of nearly 400,000 viewers across the working week³⁹ and the reformatting of *Newsnight* led to a 70% increase in its viewing on iPlayer and a one-third rise in weekly audience across platforms in 2025.⁴⁰

We have previously outlined the importance of enabling audiences to discover important content, such as news and current affairs, on the BBC's online services and it has made changes to BBC iPlayer that have boosted discoverability. The introduction of a dedicated news rail on the BBC iPlayer homepage in May 2024, alongside enhanced placement in the 'New & Trending' section, may have contributed to an 8% increase in weekly active accounts accessing news content. It also makes current affairs programming available earlier in the day, for example, 95% of documentaries are now released on BBC iPlayer at 6am on the day of broadcast. The BBC says this has helped support timely cross-promotion through breakfast shows and news bulletins. In 2025, BBC iPlayer attracted 2.7 million weekly active accounts accessing news content, up from 2.5 million the previous year.⁴¹

³⁴ Ofcom analysis of BBC data.

³⁵ Ofcom analysis of BBC data, which here includes spend on both network and nations and regions programming (excluding BBC ALBA).

³⁶ Barb as-viewed live + recorded playback + BBC iPlayer and other on-demand viewing. Adults age 16+. Reach criteria 3+ consecutive minutes. News includes both network and area-specific news. Current Affairs includes Political/Economical/Social only.

³⁷ Ipsos Iris 15+, news website and app included, does not include distributed content.

³⁸ Ofcom News Consumption Survey 2025; 70% of UK adults use online services for news in 2025, compared to 63% using linear TV for news.

³⁹ BBC, DoMaPP 2023/24, p.10.

⁴⁰ BBC Annual Report and Accounts 2024/25, p.18.

⁴¹ BBC, DoMaPP 2023/24, p.15; BBC, DoMaPP 2024/25, p.6.

The BBC is the most popular online news source and is growing on social media

As well as implementing its Digital First strategy, the [BBC's savings and digital reinvestment plan](#) included expanding around-the-clock coverage, enhancing live-streaming via BBC iPlayer and the BBC News app, and increasing the availability of in-depth, high-impact reporting for online audiences with a focus on distinct online news brands.

These changes have helped it maintain its position online - it is the most used online news source, with 57% of adults who access news directly via websites or apps using BBC Online. This is well ahead of other news providers such as Sky News (21%), The Guardian (20%), and the Daily Mail (14%).⁴² The BBC website and app are also the most-used sources for local news (37%), ahead of regional bulletins on BBC One (35%) and local social media groups (34%).⁴³ We discuss nations and regional news further in Public Purpose 4.

On BBC News Online, improvements to signposting have helped improve discoverability and increase engagement. The BBC reports that live streaming has been expanded across the BBC News website, app, and BBC iPlayer and due to its improved visibility, story streams attracted an average of 951,000 unique visitors per week in 2025.⁴⁴

The BBC has been growing its presence on social media platforms. In 2025, among adults who obtain their news this way, 33% of X (formerly Twitter) users report seeing news from BBC accounts, with around a quarter of Facebook (26%) and TikTok (24%) users saying the same. The use of BBC platforms for news varies by demographic, and social media platforms are more likely to be used by younger audiences. Among 16-24-year-olds, Meta services (including Facebook, Instagram and WhatsApp) have the highest reach for news at 56%, followed closely by the BBC at 52%. TikTok is also an important news source for young adults, with 34% of 16-24-year-olds using it for this.⁴⁵ The BBC has expanded its presence on TikTok, with its BBC News account reaching over 7 million followers by the end of 2024/25. During the same period, the account generated more than 4 billion views, with monthly view counts trending upward. The BBC indicates that over 40% of the daily audience reached on TikTok was aged 18-24.⁴⁶

We welcome the BBC's plans to expand its news provision on third-party platforms such as YouTube and TikTok.⁴⁷ This aligns with the recommendation in our PSM Review that PSBs should go where audiences are – particularly younger and harder-to-reach groups. Expanding news content on these platforms offers a valuable opportunity to increase visibility and engagement.

The BBC has been developing its audio services, including greater prominence of news on BBC Sounds

Since 2022, the BBC has taken steps to modernise and expand its radio and digital audio news offering. Its network radio stations continue to deliver regular news bulletins and current affairs programming. It has significantly grown its BBC Sounds platform, transitioning several linear programmes, such as *File on 4* and *The Briefing Room*, to digital-first release and developing a range of current affairs podcasts such as *Newscast*, *Americast* and *Marianna in Conspiracyland*.⁴⁸

⁴² Ofcom News Consumption Survey 2025.

⁴³ Ofcom Local News and Media Survey 2025.

⁴⁴ BBC, DoMaPP 2024/25, p.5.

⁴⁵ Ofcom News Consumption Survey 2025.

⁴⁶ BBC, DoMaPP 2024/25, p.15.

⁴⁷ BBC Annual Plan 2025/26, p.3.

⁴⁸ BBC, DoMaPP 2023/24, p.18.

There is now greater integration between BBC News Online and BBC Sounds, enhancing discoverability of news and current affairs content across platforms. A 24-hour live news stream was launched on BBC Sounds and is accessible via the BBC News app, while BBC Sounds content is increasingly available on the BBC News website.⁴⁹

In 2025, 38% of UK adults use radio for news, and of those, seven in ten (72%) say they use a BBC station. BBC Radio 2, Radio 4, and Radio 1 continue to be the most-used stations for news.⁵⁰ The Radio 4 programme *Today* remains the most-listened to news programme on speech-only stations in the UK, reaching 10% of adults each week.⁵¹

Reach of BBC Sounds has grown from an average of 4.06 million weekly users in Q1 2022 to 4.9 million weekly users in Q1 2025.⁵² According to Ofcom research, BBC Sounds is now the second most popular platform for podcast listening in the UK, with 41% of weekly podcast listeners having ever used the platform in Q1 2025. However, it trails Spotify and YouTube in terms of the services that listeners use most often.⁵³ Among the BBC's current affairs podcast portfolio, *Newscast* and *Americast* ranked second and seventh respectively in Edison Research's Top 25 UK podcasts for listeners aged 55+ in 2024/25.⁵⁴ Despite news and current affairs being a top genre for 18–34-year-olds, listened to by 46% of weekly podcast listeners in this age group⁵⁵, no BBC titles featured in the Top 10 for podcast listeners aged 15–34.⁵⁶

Our research shows audiences rate the BBC highly for trusted and accurate news but views on impartiality continue to differ between groups

Throughout the Charter, audiences have maintained positive perceptions of the accuracy, trust and quality of BBC News, with around seven in ten regular users rating each highly for BBC TV news (70%, 68% and 74%, respectively). Positive perceptions of impartiality have been consistently lower than these attributes, with 58% rating BBC TV news highly for this.⁵⁷ Our BBC Performance Tracker research highlights that when asked about the BBC overall, in 2025, 55% of UK adults were positive towards the BBC for '*news coverage that is impartial - not favouring one side over another*', a figure that has remained broadly consistent over the review period. Attitudes vary between demographics; those from DE socio-economic groups consistently rate the BBC's impartiality less favourably than those in AB households (50% vs. 63% in 2024/25), highlighting a persistent divide.⁵⁸

The BBC has maintained a good compliance record of preserving due impartiality in its output over the Charter. Further detail on this and complaint handling under the BBC first system is provided in the Content Standards chapter. Perceptions of BBC impartiality are complex, particularly in relation to coverage of national and international issues subject to polarised and contentious debate. As we found in our research conducted in 2022, opposing views are often rooted in group identities and deeply held personal values, which can intensify reactions to news coverage and complicate perceptions of impartiality. Moreover, perceptions of impartiality are shaped by more than just editorial content; they extend to factors such as the BBC's brand identity, funding model, and

⁴⁹ BBC, DoMaPP 2024/25, p.11.

⁵⁰ Ofcom News Consumption Survey 2025.

⁵¹ RAJAR Q1 2025 on a 12-month weight.

⁵² BBC Sounds Quarterly Data, [Q1 2022](#) p2 and [Q1 2025](#) p2.

⁵³ Ofcom Podcast Survey 2025.

⁵⁴ Edison Podcast Metrics UK, Top 10 podcasts in the UK with the largest weekly audience, Q2 2024 – Q1 2025.

⁵⁵ Ofcom Podcast Survey 2025.

⁵⁶ Edison Podcast Metrics UK, Top 10 podcasts in the UK with the largest weekly audience, Q2 2024 – Q1 2025.

⁵⁷ Ofcom News Consumption Survey 2025.

⁵⁸ Ofcom BBC Performance Tracker 2024/25.

portrayal in wider media.⁵⁹ They may also be affected by delivery on different platforms; for example, just under three in five (58%) rate BBC TV highly on impartiality, whilst around two-thirds (67%) say the same for BBC iPlayer.⁶⁰

We can see the BBC has been developing a number of initiatives to build trust and improve perceptions of impartiality. As discussed above, the BBC has further developed BBC Verify and BBC InDepth and in 2024, it introduced [Your Voice, Your BBC News](#), a nationwide engagement initiative designed to reflect audience concerns and lived experiences in news and current affairs content. Over time, the BBC plans to develop this service regionally to better reflect diverse stories across the UK. Internally, it implemented the Impartiality and Editorial Standards Action Plan in response to the Serota Review: introducing enhanced training for editorial staff and clearer guidance on impartiality. It also started publishing thematic content reviews, which to date have looked at its coverage of public finances and migration; it is due to publish another on [portrayal](#) and it has [stated its intention](#) for its next one to be on Middle East coverage – specifically looking at the Israel/Gaza conflict. Following our call for greater transparency in the [Review of BBC Regulation](#) in 2022, the BBC also began publishing its reasoning for not upheld due impartiality complaints which reach the final stage of its complaints process. Earlier this year, the BBC also [set out](#) ways in which it is aiming to build trust.

Monitoring recent changes since April 2025

In April 2025, the BBC requested a reduction in its Operating Licence quota for news and current affairs on BBC Asian Network to 675 hours per annum and we approved its request in July 2025.⁶¹ This will be covered in next year's Annual Report on the BBC.

Compliance against the Operating Licence conditions

Alongside our broader performance assessment, we consider the BBC's compliance against the specific requirements set out in the Operating Licence. In 2024/25 the BBC met all its PP1 requirements. Our overall assessment of BBC compliance in 2024/25 with the Operating Licence is provided in [Annex 1](#).

⁵⁹ Ofcom/Jigsaw, [Drivers of perceptions of due impartiality: The BBC and the wider news landscape](#), June 2022.

⁶⁰ Ofcom News Consumption Survey 2025.

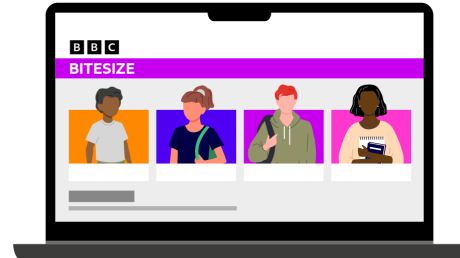
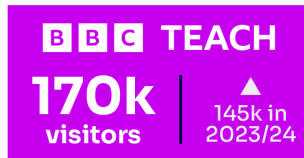
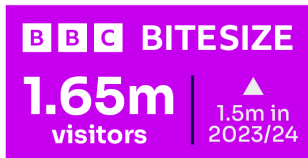
⁶¹ Ofcom, [Changes to BBC Radio Foyle and BBC Asian Network: Statement on the BBC's request to change its Operating Licence](#), pp.3-4.

PUBLIC PURPOSE 2

To support learning for people of all ages

CHILDREN'S LEARNING

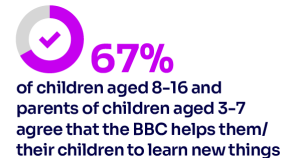
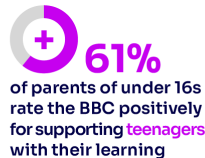
Weekly audience reach
of Bitesize and BBC Teach



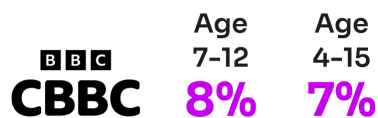
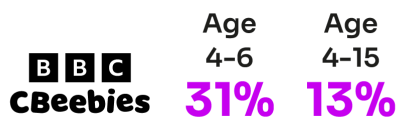
Ratings of Bitesize

91% of users, aged 4-16 say:

"BBC Bitesize is helpful"



Weekly reach of CBeebies and CBBC



Average monthly adult viewing to informal learning content on BBC channels



Ratings of BBC's learning content among UK adults

'Programmes and content that help people to learn about new things'

62% POSITIVE

'Explores issues and ideas that people may not have come across before'

53% POSITIVE

'Inspires people to try new activities, hobbies or interests'

51% POSITIVE

Partnerships



370 partnerships ▼ 445 in 2023/24

Sources: Ofcom analysis of BBC data; Barb-as-viewed across TV channels and on-demand, TV sets and other Wifi connected devices in the home. Adults age 16+ for informal learning. Average weekly reach for children: 3+ minutes; BBC supplied data- Piano Analytics; Ofcom BBC Performance Tracker 2024/25; Ofcom BBC Children's Performance Tracker 2024/25; BBC DoMaPP.

PP2 over the Charter Period, including highlights for this year

The BBC has continued to invest in formal education and children’s perceptions of BBC Bitesize remain high. Audience satisfaction with the BBC providing content that helps people learn about new things has remained stable over the past few years, with around three in five (62% in 2025) UK adults rating it highly.⁶² First-run hours of informal learning content for adults have fallen on linear TV, but the BBC has significantly expanded online, for example on BBC iPlayer, where the volume of informal learning content has grown by 60% since 2021.⁶³

BBC performance in 2024/25:

- Weekly use of BBC Bitesize has grown slightly over the last year, however, usage levels have continued to differ between socio-economic groups: 62% of children in AB households use Bitesize for schoolwork or homework, compared to just 41% of children in DE households.⁶⁴ Efforts are underway to improve its personalisation and accessibility, including making content available beyond BBC platforms.
- The BBC has maintained its weekly reach among children aged 3–16 with signs of growth across digital platforms. In particular, more children are engaging with BBC apps, websites, and radio,⁶⁵ and there has been an increase in viewing to children’s content on BBC iPlayer.⁶⁶
- Reach to CBBC content remained stable year-on-year in 2024, driven by improved BBC iPlayer performance compensating for the decline in reach to the linear channel.⁶⁷

In our last [Periodic Review](#), we noted improvements in the BBC’s educational offer, including a major update to Bitesize that expanded content and contributed to strong satisfaction levels. We highlighted that CBBC and CBeebies remained popular, though reach had declined as viewing shifted to BBC iPlayer. While online services had improved, we said that further digital development was needed to sustain engagement. We also encouraged the BBC to provide more detailed reporting on adult informal learning and welcomed the BBC’s framework for assessing partnership impact, urging continued focus on audience benefit.

Our assessment

Children’s learning

BBC Bitesize continues to grow, receiving positive audience perceptions

Throughout the Charter, the BBC’s Bitesize service has continued to attract children to its output, and in 2024/25 BBC Bitesize was used by an average of 1.65 million unique visitors per week, up from 1.5 million in 2023/24.⁶⁸ It has modernised its output and functionality since 2017 to continue to serve both primary and secondary school aged children. For example, it created BBC Bitesize Careers and BBC Bitesize Support in 2019/20,⁶⁹ and later provided a ‘Lockdown Learning’ offering

⁶² Ofcom BBC Performance Tracker 2024/25.

⁶³ Ofcom analysis of BBC data and Ampere Analysis data, accessed August 2025.

⁶⁴ Ofcom BBC Children’s Performance Tracker 2024/25.

⁶⁵ Ofcom BBC Children’s Performance Tracker 2024/25

⁶⁶ Barb as-viewed, children aged 4-15. TV sets and other devices connected to the home WiFi.

⁶⁷ Barb as-viewed, children aged 4-15. TV sets and other devices connected to the home WiFi. Reach criteria: 3+ consecutive minutes.

⁶⁸ BBC supplied data, Piano Analytics.

⁶⁹ Ofcom’s Annual Report on the BBC 2019/20, p. 45.

when schools were closed during the pandemic.⁷⁰ More recently, it announced a £6m investment to improve personalisation and discoverability of content for users.⁷¹

Since our last Periodic Review, use has remained broadly similar, with 50% of children aged 4-16 saying that they use BBC Bitesize for their schoolwork or homework in 2024/25. This figure is higher for secondary school age children at 58%,⁷² who may have benefited from the BBC making more Bitesize content accessible via platforms such as TikTok, WhatsApp, and YouTube. This included the launch of GCSE revision channels on WhatsApp and YouTube, as well as the introduction of GCSE podcasts on BBC Sounds.⁷³ Claimed use of Bitesize is 45% for primary school age children and, as in previous years, there remains a difference between socio-economic groups, with those in DE households less likely to use Bitesize than those in AB households (41% vs. 62%).⁷⁴

Children's perceptions of BBC Bitesize have remained high: 91% of BBC Bitesize users aged 4-16 say they find it helpful for their schoolwork/homework. Around three-quarters of users (76%) aged 8-16 said they would miss BBC Bitesize if it was no longer available, up from 69% in 2021/22.⁷⁵ When users aged 8-16 were asked to choose three words to describe BBC Bitesize, 'helpful' was the most common; it was also described as fun, educational and informative.⁷⁶

The BBC also supports teachers with curriculum resources and recently announced that BBC Teach would become Bitesize for Teachers to make content easier to access in one place.⁷⁷ It continues to provide resources such as Live Lessons tied to key events like Safer Internet Day and Anti-Bullying Week.⁷⁸ BBC data indicates a sustained increase in both awareness and use/planned use of BBC Teach, across both primary and secondary school teachers.⁷⁹

As the BBC modernises its children's content, early signs show its efforts are having a measurable impact

Against a backdrop of declining linear TV viewing among children, the BBC remains the most-watched broadcaster. Notably, the BBC's share of broadcaster viewing among 4-15-year-olds rose from 34% in 2022 to 40% in 2024 with 27% of children aged 4-15 on average watching BBC on-demand programming weekly in 2024, up from 24% in 2022.⁸⁰

Following longer-term declines in viewing to its children's channels, the BBC's efforts to boost appeal are showing signs of progress: weekly reach for both CBeebies and CBBC was stable between 2023

⁷⁰ Ofcom's Annual Report on the BBC 2020-21 and first Periodic Review, p.34.

⁷¹ BBC Annual Plan 2024/25, p.27.

⁷² Ofcom BBC Children's Performance Tracker 2024/25. Responses include parents of 4-7 year olds and children aged 8-16.

⁷³ BBC, DoMaPP 2024/25, p.18, 20, 24.

⁷⁴ Ofcom BBC Children's Performance Tracker 2024/25.

⁷⁵ Ofcom BBC Children's Performance Tracker 2024/25.

⁷⁶ Among the top 50 words mentioned by at least 10 users. Ofcom BBC Children's Performance Tracker 2024/25.

⁷⁷ BBC, Annual Plan 2025/26, p.31.

⁷⁸ BBC, DoMaPP 2024/25, p.23.

⁷⁹ BBC supplied data – DJS Research Student and Teacher tracker 2019/2020 onwards. Primary school teachers' awareness of BBC Bitesize for Teachers has increased to 93% in 2024/25 (79% in 2023/24), and secondary school teachers to 87% (up from 71%). Use/planned use of BBC Bitesize for Teachers has risen to 71% for primary school teachers (up from 53%) and 61% for secondary school teachers (up from 41%).

⁸⁰ Barb as-viewed. TV sets and other devices connected to the home WiFi. Reach criteria: 3+ consecutive minutes.

and 2024⁸¹ and the BBC's own data also shows a 10% year on year increase in the number of BBC iPlayer accounts viewing children's and education content (up to 2.55 million in 2024/25).⁸² Children continue to rate the BBC highly for helping them to learn new things. 67% of 3-16-year-olds rate the BBC positively for '*programmes and content that helps me to learn about new things*', an increase from 62% in 2021/22; these perceptions have remained high across the review period.⁸³

In 2021, the BBC announced a tripling of its animation budget for the 7-12 age group to focus on UK-made animation that reflects British culture, values, and diversity.⁸⁴ In 2024, time spent viewing CBBC animation on BBC iPlayer for 7-12 year olds increased by 34% year-on-year, albeit from a low base.⁸⁵ Highlights have included CBeebies' *Vida the Vet*, which, as of May 2025, was the most-viewed new brand launched in the last three years and *Super Happy Magic Forest*, the highest-performing CBBC commissioned animation in 2024/25.⁸⁶ The BBC also reports that animated acquisitions have contributed to the growth of BBC iPlayer by bringing in 'new and rare' users to the platform, and that an increase in viewing of animation has helped drive CBBC's overall growth on BBC iPlayer for the second half of 2024/25.⁸⁷ Claimed weekly use of BBC Radio among children has increased, to 18%, up from 15% in 2023.⁸⁸

The BBC continues to produce games and interactive content for CBeebies, CBBC, and BBC Bitesize, and is expanding to platforms like Roblox to increase reach and brand awareness. It runs four CBeebies apps, including CBeebies Learn, which now focuses more on educational content for pre-schoolers. In 2024/25, the apps saw 1.5 million downloads and averaged 1.2 million monthly visitors. While use of CBBC web games has declined slightly year-on-year, CBBC online sites overall saw some growth.⁸⁹ Claimed weekly use of BBC apps/sites increased to 50%, up from 43% in 2023.⁹⁰

⁸¹ At 31% among children aged 4–6, and 8% of 7–12 year-olds respectively. Barb as viewed, all broadcaster minutes viewed per day (BVoD, live + recorded) on TV sets and other devices connected to the home WiFi.

⁸² BBC supplied data (Redshift), September 2025.

⁸³ Ofcom BBC Children's Performance Tracker 2024/25.

⁸⁴ Deadline, [BBC To Triple Animation Spend For 7-12s; Kids Boss Patricia Hidalgo Talks Up Potential For Global Hits](#), November 2021.

⁸⁵ Barb as-viewed. TV sets and other devices connected to the home WiFi. Average minutes viewed per person for 2024 was 68 minutes for the whole year.

⁸⁶ BBC supplied data, information as of May 2025.

⁸⁷ BBC supplied data, September 2025.

⁸⁸ Ofcom BBC Children's PerformanceTracker 2024/25

⁸⁹ BBC supplied data: Piano Analytics.

⁹⁰ Ofcom BBC Children's Performance Tracker 2024/25

BBC children's content on YouTube

As set out in the PSM Review, the BBC faces strong competition from global platforms, with children spending more time on YouTube, Netflix, and Disney+ than with BBC services in 2024. As a result, online platforms are increasingly important for reaching young audiences over and above the BBC's children's channels and BBC iPlayer.

The BBC has responded to this by strengthening its YouTube strategy to better engage young audiences and now treats YouTube as a key platform, moving beyond short clips to offer original content, such as a livestream loop of *Newsround* and revamped *Blue Peter* segments featuring content which is designed to work both on TV and for YouTube.⁹¹ It has also launched five livestream CBeebies channels, including a bedtime-themed "goodnight" stream, and is developing YouTube first content such as a new show with Evie from CBeebies House. In 2024/25, CBeebies remained the leading contributor of UK video views across BBC YouTube channels, with viewership to the channel remaining broadly consistent year on year, with only a 1% decline.⁹²

This approach reflects a broader shift in strategy, with a dedicated team focused on understanding platform dynamics and audience behaviour. While the BBC continues to direct audiences to BBC iPlayer, it recognises YouTube as a space for experimentation and innovation, helping to reach children across different demographics and viewing habits.

Adults' informal learning

BBC iPlayer is becoming a more important platform for the delivery of informal learning content

The BBC provides content that supports adults' informal learning across its platforms, including factual content across a range of genres such as history, religion, science, arts and music. We consider these genres in more detail in Public Purpose 3 in this document.

While total hours of informal learning content were in line with 2021, first-run originated hours fell by 17% in 2024 to their lowest level across this Charter.⁹³ This was driven by a decline in specialist factual content and we note the BBC's focus on high-impact content means fewer hours of content. It is also building its online offer, with informal learning hours on BBC iPlayer growing by 60% since 2021.⁹⁴

⁹¹ BBC Annual Plan 2025/26, p.31; Ofcom/BBC meeting.

⁹² BBC supplied data, YouTube Analytics.

⁹³ Ofcom analysis of BBC data.

⁹⁴ Ofcom analysis of Ampere Analysis data, accessed August 2025.

The BBC also continues to deliver Learning content on its radio services and while Learning content accounts for just 2.7% of total content on BBC Sounds,⁹⁵ some of the platform's most popular podcasts this year, such as *What's Up Docs?*, *Short History of...*, and *You're Dead to Me*, have a strong educational and learning focus.⁹⁶



We highlighted in our [PSM Review](#) the vital role of informal learning via factual programming, documentaries, and educational series that inspire curiosity and lifelong learning for audiences from every age group, and noted the importance of prominence and discoverability of this content.⁹⁷

We also outlined the BBC's key role in promoting media literacy, amid rising misinformation and fast-changing digital platforms.⁹⁸ The BBC supports audiences to critically assess content from a range of sources, explains how facts are verified, and raises awareness of conspiracy theories and financial scams. Initiatives include *Other Side of the Story* (quizzes and explainers for young people), media literacy resources for teachers via BBC Bitesize, and *BBC Scam Safe*, a cross-platform campaign with educational content, programming, roadshows, and partnerships.

Audiences remain broadly satisfied with the BBC's informal learning offer

The percentage of adults watching informal learning genres on the BBC's linear channels has declined, with weekly reach falling from 19% in 2022 to 16% in 2024, although this is broadly in line with overall declines in reach to all linear TV channels. At the same time, on-demand reach has remained broadly stable, so overall reach to informal learning content is down.⁹⁹ Although there has been significant growth in the number of hours of informal learning content on BBC iPlayer, this does not appear to have translated into an increase in reach. There may therefore be scope for the BBC to make this content more easily discoverable in line with the BBC's requirements in this area.¹⁰⁰

⁹⁵ BBC supplied data. These top-level genres relate to content categories on BBC Sounds e.g. <https://www.bbc.co.uk/sounds/category/learning>.

⁹⁶ BBC Sounds Quarterly Data.

⁹⁷ Ofcom, *Transmission Critical: The Future of Public Service Media*, p.5.

⁹⁸ Ofcom, *Transmission Critical: The Future of Public Service Media*, p.7.

⁹⁹ Barb as-viewed, adults age 16+. TV sets and other devices connected to the home WiFi. Reach criteria: 15+ consecutive minutes.

¹⁰⁰ Operating Licence condition 2.3.

Despite this decline in reach, audience satisfaction has remained positive and consistent. In 2024/25, 62% of UK adults rated the BBC highly for *‘programmes and content that help people learn about new things’*—a figure that has remained broadly stable over recent years.¹⁰¹

We are pleased to see that the BBC now reports in more detail about the provision and impact of its informal learning content for adults. This includes data on audience perceptions of the BBC helping them to learn something new, as well as on the provision of informal learning content across BBC TV, BBC iPlayer and BBC Radio and Sounds.¹⁰²

Partnerships

The BBC has developed how it measures the impact of its partnerships

The BBC partners with a range of different organisations such as universities, charities, community groups and other media organisations to help deliver its Public Purposes. In 2024/25, it worked with 370 organisations.¹⁰³ They play an important role in supporting the delivery of this Public Purpose, such as by helping to deliver educational content and connecting audiences with relevant services and information. In our PSM review we also emphasised the benefits to learning of these collaborations.¹⁰⁴

Its approach to managing and monitoring partnerships appears to be well embedded within the organisation. It established a ‘partner value perception tracker’ in 2023 which, this year, has shown a strong increase in partners’ perceived value of their relationship with the BBC: 73% of partners rate their partnership as ‘extremely valuable’ and 85% of partners agree that they receive ‘mutual and equal value back from the BBC’.¹⁰⁵ The BBC has explained how it measures the impact of its partnerships, for example through its Memories and Dementia campaign, where 62% of audiences stated that it had *‘helped them understand where to find support for people living with dementia and their carers’*, while 65% said it *‘improved their understanding of the support carers need.’*¹⁰⁶

Compliance against PP2 operating licence conditions

Alongside our broader performance assessment, we consider the BBC’s compliance against the specific requirements set out in the Operating Licence. In 2024/25, the BBC met all of its PP2 requirements. Our overall assessment of the BBC’s compliance with the Operating Licence is provided in [Annex 1](#).

¹⁰¹ Ofcom BBC Performance Tracker 2024/25.

¹⁰² BBC Annual Report and Accounts 2024/25, p226; BBC DoMaPP 2024/25, p25-26.

¹⁰³ BBC Annual Report and Accounts 2024/25. While this was down from 445 in 2023/24, the BBC stated that one of the key reasons for this reduction was due to the series Bring the Drama, which involved around 70 partnerships, not being recommissioned in 2024/25.

¹⁰⁴ Ofcom, Transmission Critical: The Future of Public Service Media, p.36.

¹⁰⁵ [Partnerships at the BBC](#), p.2.

¹⁰⁶ BBC, DoMaPP 2024/25, p.28.

PUBLIC PURPOSE 3

To show the most creative, highest quality and distinctive output and services

ORIGINALITY

First-run UK originated hours and spend on network TV

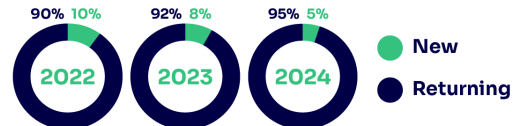


BBC network TV spend on at-risk programmes

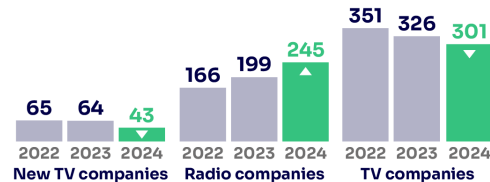


INNOVATION

Hours of BBC new and returning TV originations

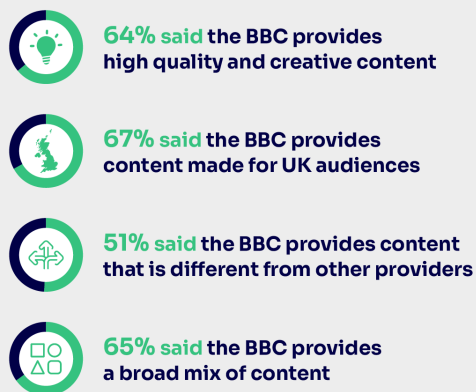


Production companies working with the BBC

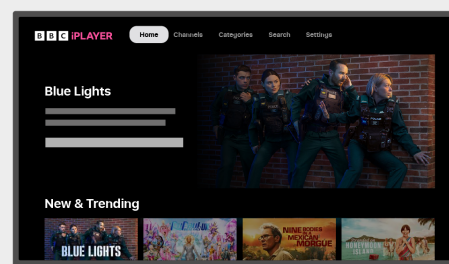


AUDIENCE PERCEPTIONS

Ratings of the BBC's distinctiveness amongst adults



Positive ratings of BBC iPlayer

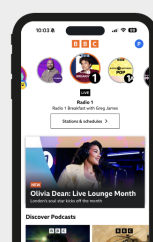


71% said iPlayer provides a wide range of different types of programmes

62% said iPlayer provides programmes about science, arts, culture and religion

57% said iPlayer provides programmes I was not previously aware of

Positive ratings of BBC Sounds



63% rate BBC Sounds positively for discoverability of new music

84% rate BBC Sounds positively for the range of content available

76% rate BBC Sounds positively for discoverability of new content

73% rate BBC Sounds positively for being able to access different types of content in one place

68% rate BBC Sounds positively for exclusive content only available through that platform

Sources: Ofcom analysis of BBC data (at risk genres include Arts, Comedy, Children's, Music, Religion and Ethics and Specialist Factual); BBC Commissioning Supply Report; Ofcom BBC Performance Tracker 2024/25; Ofcom Public Service Media Tracker 2024; Ofcom Audio Survey 2025; Barb-as-viewed across TV channels and on-demand, TV sets and other WiFi connected devices in the home (at-risk genres for viewing data here excludes children's programming).

PP3 over the Charter Period, including highlights for this year

Throughout the Charter, the BBC has performed well in delivering high-quality, creative and distinctive content. In the face of seismic changes in the media market, a majority (83%) of UK adults use the BBC weekly, and rate it highly (60%).¹⁰⁷ The BBC, along with other broadcasters, has faced significant challenges in maintaining relevance to all audiences, but our research shows that positive signs are emerging, such as small increases in use among young people. The BBC still needs to develop a coherent strategy for how it will deliver for DE audiences.

BBC performance in 2024/25:

- The BBC provides a variety of programming across a broad range of genres, and audiences continue to rate it highly for providing high-quality, creative content.
- It also delivers a large amount of original UK content and has increased the volume of content available on BBC iPlayer, but the BBC's total TV spend has fallen by 8% in real terms since 2021, a reflection of the increased financial constraints it faces.¹⁰⁸
- We recognise the efforts the BBC is making to try new and different ways to reach audiences online, although its approach to risk-taking and innovation remains lower-rated by audiences than some other areas.

In our last Periodic Review, we highlighted that the BBC continued to offer a wide breadth of content, that audiences rated it highly and that it continued to reach a wide range of audiences. At that time, its emerging strategy was to focus on unique, high-impact content – we said this would need to be balanced with its duty to maintain a distinctive offering for all audiences. We also concluded that the BBC could go further to demonstrate to audiences how it innovates and takes risks in its output.

The five pillars of distinctiveness

Distinctiveness is not just a measure of how the BBC compares to others, but of the unique value it offers to audiences. It sits at the heart of what we expect the BBC to do. We consider the following key factors (the five pillars of distinctiveness) against the performance measurement framework:

- the quality of the BBC's output;
- the mix of genres and output;
- the amount of original output produced in the UK;
- the level of risk-taking and innovation; and,
- the range of audiences it serves.

Distinctiveness does not mean that every BBC programme needs to be different to those from other providers. Our assessment considers the BBC as a whole and across its services against these pillars.

¹⁰⁷ Ofcom BBC Performance Tracker 2024/25.

¹⁰⁸ Ofcom analysis of BBC data.

Our assessment

The BBC remains the UK's most highly used media provider

As we highlight elsewhere in this document, the BBC continues to be used by the majority of UK audiences on a weekly basis. Although the time audiences are spending with the BBC has fallen,¹⁰⁹ this is in the context of huge shifts in the media landscape, and the BBC remains highly used.¹¹⁰ This high cross-platform reach demonstrates how the BBC has continued to deliver for audiences in the face of increasing competition from global providers. The BBC's distinctiveness is a key factor in helping it to remain relevant for all audiences.

Quality of output

Audiences continue to rate the BBC highly for the quality of its content

In 2024/25, a majority (64%) of UK adults rated the BBC highly for providing *'high quality and creative content'*, largely consistent with previous years. While there remains more to do in improving perceptions among certain audience groups, overall, this data illustrates that the BBC has performed well: in the face of growing competition, financial constraints and pressures to maintain relevance among all audiences, it is positive that audiences' perceptions of quality remain high.

In line with perceptions of the BBC more widely, there remain some key differences by demographic: for example, those from AB households continue to be more likely than those from DE households to rate the BBC positively on this, as has been the case in previous years.¹¹¹ Perceptions of quality look to be improving among children, with 58% of 3-16 year-olds agreeing that *'the BBC has high quality shows I enjoy'*, up from 53% in 2023/24.¹¹²

Mix of genres and output

The BBC provides a wide range of content on TV channels and BBC iPlayer

The BBC's provision of a wide range of genres is a key part of its remit and one of the ways it is set apart from other providers. The BBC's TV channels continue to offer a broader genre mix than other PSB or commercial channels,¹¹³ while BBC iPlayer also provides a wider genre mix than other BVoD and SVoD providers.¹¹⁴ Further, audiences continue to rate the BBC highly for providing *'a broad mix of content'*, with 65% of UK adults saying this.¹¹⁵

Since our last Periodic Review, one of the key changes to the BBC's output mix has come from the increased library of content on BBC iPlayer, with the amount of programming available increasing by more than 17,000 hours (65%) since 2021. BBC iPlayer continues to offer the most hours of all UK BVoD services; only the Amazon Prime Video and Netflix SVoD services have

¹⁰⁹ In 2017, across all BBC platforms, audiences consumed an estimated total of 161 minutes per day, but by 2024, this had declined to 123 minutes per day (although this was a slight increase, of +2 minutes, on 2023). Source: Ofcom modelling.

¹¹⁰ Ofcom BBC Performance Tracker 2024/25.

¹¹¹ Ofcom BBC Performance Tracker 2024/25.

¹¹² Ofcom BBC Children's Performance Tracker 2024/25.

¹¹³ Ofcom analysis of broadcaster data.

¹¹⁴ Ampere Analysis, accessed August 2025.

¹¹⁵ Ofcom BBC Performance Tracker 2024/25.

larger libraries, although unlike BBC iPlayer not all of this content is specifically aimed at UK audiences.¹¹⁶

The BBC is an important provider of genres which are ‘at-risk’

At-risk genres are those which are generally less-well provided across the market and include arts, children’s, comedy, music, religion, and specialist factual content. In 2024, at-risk genres made up 49% of the total hours of programming on BBC TV channels, more than the other PSB channels.¹¹⁷ On BBC iPlayer, 33% of the total hours available in 2024 were in at-risk genres, more than ITVX and Channel 4 streaming, and similar to My5 (34%).¹¹⁸ Viewing of BBC TV and BBC iPlayer content is spread over a more varied mix of genres than the other PSBs, a pattern that has remained broadly consistent since 2022.¹¹⁹ Our data shows that 62% of viewers who have used it in the last six months say BBC iPlayer performs well for ‘*providing programmes about science, arts, culture and religion*’, with a slightly lower proportion (56%) saying the same for BBC TV channels.¹²⁰

In line with its high-impact strategy, the BBC has reduced the amount of first-run UK originated at-risk content by 9% since 2021, mainly through a reduction in children’s and specialist factual hours (although the latter was partly offset by an increase in acquisitions).¹²¹

The BBC made up a quarter of adults’ viewing of at-risk genres from broadcasters in 2024, significantly more than any other broadcaster, and broadly consistent with previous years. Viewing of at-risk genres increased across BVoD services in 2024, but was not enough to offset the decrease in linear viewing. This led to an overall fall in the amount of viewing to at-risk programming from all broadcasters of 7% from 2023, with a slightly greater drop on the BBC, which saw a 12% decrease.¹²² This highlights the continuing importance of the BBC enhancing discoverability, to ensure that as audiences increasingly turn to BBC iPlayer, they can easily find this type of content.

Audiences rate the BBC highly for its provision of audio content

The BBC’s radio stations carry a mix of mainstream and specialist music genres, as well as a variety of speech content. BBC Radio 2 continues to be the BBC’s most popular radio station, with 23% of UK adults aged 15+ tuning in each week in 2024/25, followed by BBC Radio 4 (16%) and BBC Radio 1 (13%).¹²³ The BBC also provides a wide range of content on BBC Sounds; in April 2025 it had over 7,500 titles across 11 top-level genres.¹²⁴ The majority of listeners (71% of BBC Radio listeners and 81% of BBC Sounds users) rate the BBC highly for providing a wide range of different types of content on these services.¹²⁵

The range and amount of new music is a key part of BBC radio’s distinctiveness. Our analysis shows that the average repeat rate of music tracks remains low across BBC Radio 1 and BBC Radio 2, consistent with previous years. The number of new music tracks played is broadly consistent for BBC

¹¹⁶ Ampere Analysis, accessed August 2025.

¹¹⁷ Ofcom analysis of broadcaster data.

¹¹⁸ Ofcom analysis of Ampere Analysis data, accessed August 2025.

¹¹⁹ Barb as-viewed. TV sets and other devices connected to the home Wifi (linear and on-demand viewing).

¹²⁰ Ofcom Public Service Media Tracker 2024.

¹²¹ Ofcom analysis of BBC data.

¹²² Barb as-viewed. TV sets and other connected devices in home (linear and on-demand viewing included). At-risk genres here excludes children’s programming.

¹²³ RAJAR Q1 2025 data on a 12-month weight.

¹²⁴ Ofcom analysis of BBC Sounds data.

¹²⁵ Ofcom Audio Survey 2025.

Radio 2, although it has declined for BBC Radio 1. The proportion of new music on both stations remains higher than comparator commercial stations, although our analysis, based on sample data, shows this has fallen on BBC Radio 1 – down from 61% to 49% year on year.¹²⁶ We will engage with the BBC on this, and continue to monitor these trends.

In our last two annual reports on the BBC, we said that we would keep the new music output on BBC Radio 2 under review, as this had declined in 2022/23. The BBC estimates that 11% of Radio 2's new music in daytime was from 'new or emerging' UK artists in 2024, compared with 12% in 2023, 8% in 2022 and 14% in 2021.¹²⁷ It continues to meet its Operating Licence conditions related to new, UK, live and specialist music, and providing a broader range of music than comparable providers. We will continue to monitor this through our ongoing compliance assessment and performance analysis.

Original output produced in the UK

The BBC is highly rated for providing TV content made for UK audiences

The amount the BBC spends on original UK programming is an important indicator of its commitment to offering viewers a range of new programming which contributes to the BBC's distinct identity. The BBC's first-run UK originated spend increased year on year in 2024, and the BBC's total TV spend increased by 9% in nominal terms in 2024 to £1.72bn. This was primarily driven by an increase in spend on sport during an Olympics and Men's Euros year. There were nominal decreases in spend on Factual & Learning (-11%) and Children's (-3%).¹²⁸

The total number of first-run UK-originated hours has remained broadly flat each year since 2021, but the BBC's total TV spend was down by 8% in real terms over this period, a reflection of the increased financial constraints it faces.¹²⁹ Despite this, audience attitudes have remained positive: around two-thirds of viewers in the last six months say BBC TV channels deliver '*programmes made for UK audiences*' (66%) and '*a wide range of different types of programmes, such as drama, comedy, entertainment or sport*' (65%) well.¹³⁰

The BBC continues to provide a range of TV co-commissions

The BBC, along with other PSBs, can invest in co-commissions with third parties (often US-based studios or streamers) as a way to fund productions. It has [set out](#) how it wants to utilise commercial partners much more actively, citing its deal with Disney on *Doctor Who* as "a good example of how [the BBC] can work to deliver more value through third-party funding, while protecting content for UK audiences." The BBC [announced](#) the end of this co-commissioning partnership in October 2025 and we note that, as highlighted in our PSM review, in more recent years the PSBs are finding it harder to make up content budget deficits in a more challenging and risk-averse global market. A [report for COBA](#)¹³¹ on co-commissioning trends suggested that,

¹²⁶ Ofcom analysis of RadioMonitor and Official Chart Company data, based on three sample weeks across the financial year. See our interactive data report for further detail. This analysis is separate to how we consider compliance against the BBC Operating Licence. The BBC's analysis estimates an average of 50.2% new music in daytime in 2024/25. BBC DoMaPP 2024/25, p113.

¹²⁷ BBC DoMaPP 2022/23, 2023/24 and 2024/25. BBC Annual Report 2021/22.

¹²⁸ Ofcom analysis of BBC data.

¹²⁹ Ofcom analysis of BBC data.

¹³⁰ Ofcom Public Service Media Tracker 2024.

¹³¹ Association for Commercial Broadcasters and On-Demand Services.

although the BBC remains the most active PSB co-commissioner, the number of scripted high-end TV BBC co-commissions has decreased across the Charter.



Credit: BBC Studios, Disney, Bad Wolf, Maxine Howells

We previously outlined that we would be concerned if acquisitions were to play too large a role in the BBC's output.¹³² Since 2021, absolute hours of acquisitions have declined by 7%, although spend on acquisitions (as a proportion of total content spend) has increased from 2.9% in 2021 to 4.8% in 2024.¹³³ In its most recent Annual Plan, the BBC states that acquisitions will continue to make up a small proportion of its spend and hours on TV and iPlayer, and we note that targeted acquisitions do form part of the BBC's strategy for reaching certain audience groups.¹³⁴

Risk-taking and innovation

Audiences remain less likely to rate the BBC highly for taking risks

We track the BBC's risk taking and innovation through monitoring audience perceptions, as well as assessing initiatives and plans the BBC is undertaking, and the amount of new content it is making. Throughout the Charter, audience perceptions of the BBC's risk-taking and innovation have remained lower compared to other aspects of the BBC's performance which we ask audiences about.

Half (51%) of UK adults say that the BBC performs well for providing '*content that is different from other providers*', with a similar proportion (49%) saying the same for '*content that dares to be different*', figures that have been broadly consistent over previous years. In particular, younger audiences and those in DE households are less likely to rate the BBC well on these measures.¹³⁵

Nonetheless, we recognise that the BBC is continually adapting its approach and trying new and different ways of reaching audiences. Innovation also includes creating new kinds of content - for example, the BBC is beginning to make visualised podcasts [available on iPlayer](#), with some news visualised podcasts also [available on YouTube](#), and is experimenting with other online platforms such as Snapchat and Fortnite. It is also continuing to develop its approach to using

¹³² Ofcom Annual Report on the BBC 2020/21 and first Periodic Review, p.49.

¹³³ Ofcom analysis of BBC data.

¹³⁴ BBC Annual Plan 2025/26, p.62.

¹³⁵ Ofcom BBC Performance Tracker 2024/25.

Artificial Intelligence (AI) technology. Since the 2023 [publication](#) of three ‘guiding principles’ for its use of AI, the BBC has [launched](#) 12 AI pilot projects in 2024 (most of which were internal-only), and has since [committed](#) to accelerating this work. As the BBC develops its approach to YouTube, as we said in our PSM review, the PSBs will also need to work much harder to create and distribute content that audiences want to watch on video-sharing platforms (VSPs).

The number of new TV series produced by the BBC continues to decline

We also track risk and innovation through the amount of new content and new production companies the BBC is working with. This year has seen a fall in the number of new series (in terms of number of titles and hours of programming); it is also down in the longer term (from 2017). However, we also note that the BBC considers that returning series are an important part of how it serves audiences, especially those from lower socio-economic backgrounds.¹³⁶

The BBC commissioned 43 new TV production companies last year, a significant drop compared to previous years (64 in 2023/24, and 65 in 2022/23). In total, the BBC commissioned 301 TV production companies in 2024/25, the lowest number since 2017.¹³⁷ These trends are likely, in part, linked to the BBC’s high-impact strategy, as well as the wider challenges facing the production sector. As we acknowledged in our recent PSM review, “the shifts in commissioning towards fewer, high-impact programmes are having a particular effect on smaller and mid-sized independent producers (many of which are based in the nations and regions)”.¹³⁸

Range of audiences

The BBC continues to be used by a wide range of audiences, but there is variation in reach across different demographic groups

Underpinning the BBC’s Mission is its duty to serve all audiences across the UK. Whilst the BBC continues to be well-used across different services, use is lower in some demographic groups, particularly younger audiences, audiences from DE socio-economic groups and minority ethnic groups, as shown in Figure 1 below. As mentioned earlier in this chapter, those in DE households also rate the BBC less positively in terms of perceptions of quality.

¹³⁶ BBC, DoMaPP 2024/25, p.35.

¹³⁷ BBC Commissioning Report 2024/25, p.11. Previous years’ data in BBC Commissioning Supply Reports, 2018 to 2023/24.

¹³⁸ Ofcom, Transmission Critical: The future of Public Service Media, p.27.

Figure 1: Weekly reach across BBC services and demographic groups

	Adults 16+	16-34	35-54	55+	AB adults	DE adults	Minority ethnic	White
Any BBC	83%	76%	83%	90%	90%	77%	82%	84%
BBC TV	64%	38%	62%	86%	67%	63%	42%	64%
BBC iPlayer	31%	24%	34%	35%	38%	24%	18%	32%
BBC Radio*	55%	43%	53%	67%	65%	46%	40%	58%
BBC Sounds	24%	25%	25%	22%	32%	15%	30%	23%
BBC Apps/Sites* (monthly reach)	76%	65%	77%	84%	81%	70%	74%	76%

Sources: Any BBC- Ofcom BBC Performance Tracker 2024/25, adults aged 16+; BBC TV and BBC iPlayer- Barb as-viewed, 2024 calendar year. Reach criteria for BBC TV and BBC iPlayer 15+ consecutive minutes. BBC TV includes live, recorded playback from linear channels and BBC iPlayer/other measured BBC on-demand. BBC iPlayer includes all measured on-demand viewing to BBC content; BBC Radio- RAJAR (adults 15+) Q1 2025 data on 12-month weight; BBC Sounds- Ofcom Audio Survey 2025, adults aged 16+; BBC Apps/Sites- Ipsos iris audience measurement service monthly reach in March 2025, UK internet users aged 15+, excludes BBC iPlayer and BBC Sounds sites and apps. *UK adults aged 15+. Due to different methodologies, figures for each platform are not directly comparable to one another.

We continue to believe that the BBC needs to develop a clear strategy for how it appeals to audiences from DE socio-economic groups, and we will continue to monitor how the BBC is delivering for all audiences, paying particular attention to those groups who have been using the BBC less or have been less satisfied.

Use of the BBC's online services continues to grow

The BBC says it is continuing to evolve its services and grow its digital products to grow its audiences. The numbers of accounts active on BBC iPlayer per week has been growing since 2019/20 (when the BBC first started reporting on this): from 9.1 million (of which 2.9 million were under 35-year-olds) to 15.2 million (of which 4.3 million were under 35-year-olds) in 2024/25.¹³⁹ In online audio, BBC Sounds is the most popular service from a traditional broadcaster, reaching 24% of UK adults each week in Q1 2025, an increase of 3 percentage points from the previous year.¹⁴⁰ The average monthly reach of other BBC websites and apps remains high, with 75% of UK adults in 2024/25 using them.¹⁴¹

Discoverability

The BBC is continuing to develop its approach to discoverability

The BBC has been focused on improving discoverability for audiences and has improved its reporting, but this is a developing area. Over half (54%) of those who had watched in the last six

¹³⁹ BBC Annual Report and Accounts 2019/20, p.25. and BBC Annual Report and Accounts 2024/25, p.223.

¹⁴⁰ Ofcom Audio Survey 2025.

¹⁴¹ Ipsos Iris 15+, use of BBC website and apps, excluding BBC Sounds and BBC iPlayer.

months say BBC iPlayer delivers well for providing *‘programmes that are different from what I usually watch’*, with 57% saying the same for providing *‘programmes I was not previously aware of’*.¹⁴² Under half (43%) of users in the last three months rated iPlayer as ‘good’ for *‘personalisation options- it gets to know my tastes’*, with two thirds (66%) rating it as good for *‘ease of discovering new content’*.¹⁴³ Three in five (61%) users say that BBC Sounds performs well for *‘introduces me to new music or artists’*, with 56% saying the same for BBC Radio.¹⁴⁴

The BBC has set out a range of ways it uses to ensure its content is easily discoverable. For example, in 2024/25 it rolled out a new ‘Dynamic Homepage Capability’ on BBC iPlayer, increasing the number of rails from 15 to 21 to showcase more relevant content and increasing the level of personalisation across rails from 30% to 80%.¹⁴⁵ Similarly, discoverability on BBC Sounds has been enhanced by ‘improved recommendations (including from across the BBC’s online portfolio), and editorially curated and algorithmically generated rails’.¹⁴⁶ As the amount of content available on BBC iPlayer and Sounds grows, the BBC is developing the ability for users to personalise what content they see to their interests, but we recognise that there may be a tension between personalisation and ensuring that a range of content is discoverable. Discoverability is increasingly important as audiences move online, and we will engage with the BBC to improve its reporting on how its approach is supporting the fulfilment of its Public Purposes.

Compliance against PP3 operating licence conditions

Alongside our broader performance assessment, we consider the BBC’s compliance against the specific requirements set out in the Operating Licence. In 2024/25, the BBC met all of its PP3 requirements. Our overall assessment of the BBC’s compliance with the Operating Licence is provided in [Annex 1](#).

¹⁴² Ofcom Public Service Media Tracker 2024.

¹⁴³ Ofcom VoD Survey 2025.

¹⁴⁴ Ofcom Audio Survey 2025.

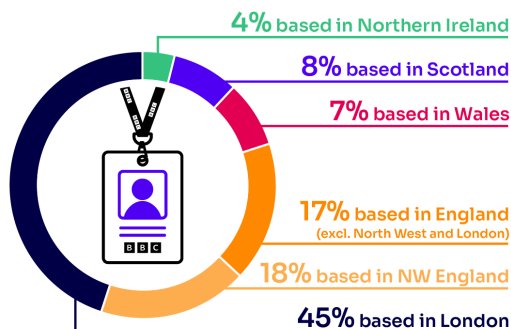
¹⁴⁵ BBC supplied information, September and November 2025.

¹⁴⁶ BBC, DoMaPP 2024/25, p.70.

PUBLIC PURPOSE 4

To reflect, represent and serve the diverse communities of all of the nations and regions and, in doing so, support the creative economy across the UK

Spread of the BBC's workforce across the UK



Ratings of the BBC's delivery of Public Purpose 4

Content that reflects the life and culture of communities throughout the UK

59% POSITIVE

Features the region/nation of the UK I live in

54% POSITIVE

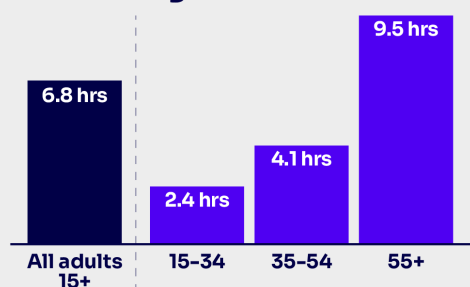
Reflects the lives of people like me

51% POSITIVE

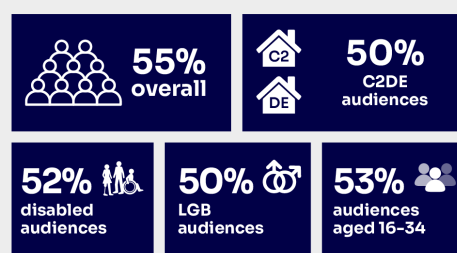
Provides content that is relevant for me

56% POSITIVE

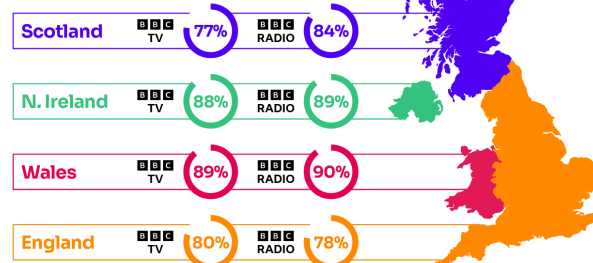
Average weekly hours of listening to local radio



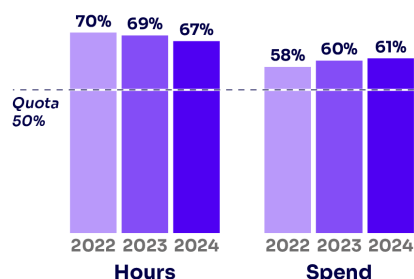
Positive ratings that the BBC 'includes people like me'



Satisfaction with local news on BBC TV and regional Radio stations



Proportion of qualifying BBC network hours and spend made outside of London



Sources: Ofcom BBC Performance Tracker 2024/25; Ofcom analysis of BBC data supplied in response to Ofcom's EDI workforce survey 2025. Aggregated 'visible' employee data for 31 March 2025; Ofcom analysis of BBC data; RAJAR BBC Local Radio Q1 2025 data on a 12-month weight; Ofcom News Consumption Survey 2025; *NB. Question on local radio referred to: 'News bulletins on your local BBC radio station' in England and replaced 'local BBC radio station' with BBC Radio Scotland/Ulster/Foyle/Wales or Cymru.

PP4 over the Charter Period, including highlights for this year

The BBC has represented and portrayed audiences from across the UK's nations and regions well throughout the Charter. Its Across the UK strategy is supporting the creative economy in the nations and aiming to serve audiences across the UK. It has continued to invest in people and content to drive diversity and has clearly embedded its approach to diverse commissioning across the organisation. There remain challenges for the BBC in ensuring it resonates with all audiences, particularly in certain demographic groups.

BBC performance in 2024/25:

- Average weekly reach for BBC TV (linear and on-demand) remained relatively stable across all the nations (63% in Northern Ireland and Wales, 61% in England, 60% in Scotland).¹⁴⁷ Audience perceptions of how the BBC reflects the life and culture of communities across the UK have remained consistent year on year, although it remains the lowest-rated Public Purpose.¹⁴⁸
- As the BBC continues to shift resource and decision making out of London, the proportion of network TV spend in the nations and regions has increased and now accounts for 61% of qualifying spend. The volume of nations and regions TV output ('opts' programming) rose in 2024 but remained 4% below 2021's level.¹⁴⁹
- We noted in 2023 that several of the BBC's diversity strategies were coming to an end: we are pleased it has now published its updated diversity and inclusion strategy and a refreshed Diversity Commissioning Code of Practice –; we will now monitor progress against these.

In our last [Periodic Review](#), we discussed the BBC's Across the UK strategy and said it could help improve audience satisfaction in the nations and regions and improve transparency of the BBC's investments, strategies and performance. However, we said its success would depend on implementation, and that the BBC should measure its impacts to ensure it was delivering for audiences and the creative economy.

Our assessment

Ofcom's [PSM Review](#) highlighted the BBC's unique responsibility to serve all audiences across the UK, ensuring that public service content remains relevant, inclusive, and reflective of the nation's diversity. It plays a vital role in reflecting UK society back to itself and fostering national cohesion, and audiences consistently tell us this matters: 70% of UK adults say it's important for society overall that the BBC to '*reflect the life and culture of communities throughout the UK*'.¹⁵⁰ If the BBC fails to meet this challenge, there is a risk audiences will go elsewhere. Getting this right is essential not only for reaching all audiences (as set out in PP3), but for securing the BBC's future sustainability.

The BBC remains highly used, with differences by nation and region

The BBC has continued to deliver well to audiences in the UK nations and regions throughout the Charter period. It continues to be used by the majority of adults in each nation, although in

¹⁴⁷ Barb as-viewed. TV sets and other devices connected to the home WiFi. Reach criteria: 15+ consecutive minutes.

¹⁴⁸ Ofcom BBC Performance Tracker 2024/25.

¹⁴⁹ Ofcom analysis of BBC data.

¹⁵⁰ Ofcom BBC Performance Tracker 2024/25.

2024/25, reach in Wales did decline on the previous year (from 87% to 78%).¹⁵¹ Figure 2 below shows the differences in reach of BBC services by nation.

Figure 2: Weekly reach across BBC services by nation

	UK	England	Northern Ireland	Scotland	Wales
Total BBC	83%	84%	79%	82%	78%
BBC TV	61%	61%	63%	60%	63%
BBC iPlayer	30%	30%	26%	28%	32%
BBC Radio	55%	55%	52%	51%	63%
BBC Sounds	24%	24%	21%	19%	21%
BBC Online (monthly reach)	76%	75%	73%	78%	80%

Sources: Any BBC- Ofcom BBC Performance Tracker 2024/25, adults aged 16+; BBC TV and BBC iPlayer- Barbas-viewed 2024 calendar year, individuals age 4+. Reach criteria for TV and BBC iPlayer 15+ consecutive minutes. BBC TV includes TV channels and on-demand/BBC iPlayer. BBC iPlayer includes all measured on-demand viewing to BBC content; BBC Radio- RAJAR (adults 15+) Q1 2025 data on 12-month weight; BBC Sounds- Ofcom Audio Survey 2025, adults aged 16+; BBC Apps/Sites- Ipsos iris audience measurement service monthly reach in March 2025, UK internet users aged 15+, excludes BBC iPlayer and BBC Sounds sites and apps. Due to different methodologies, figures for each platform are not directly comparable to one another.

Perceptions of the BBC have remained stable over the Charter, but there are variations between demographic groups

At the beginning of the Charter, we reported that audiences in Scotland were less favourable towards the BBC compared with those in other nations. Perceptions in Scotland are now in line with the UK average (with 61% now rating it highly, compared to the UK average of 60%). However, this year, favourability towards the BBC fell in Wales, with just over half (55%) of adults now rating it highly. In particular, the proportion of adults in Wales rating the BBC negatively is higher than the UK average (23% vs. 15%). Audiences in Wales were also less likely to agree that the BBC ‘features the region /nation of the UK I live in’, down from 55% in 2023/24 to 47%, and below the UK average of 54%.¹⁵² We will keep an eye on whether these changes are a one off or start of a longer-term trend.

Over the Charter, audiences have continued to rate the BBC highly for providing content that reflects the life and culture of communities throughout the UK. This year, in line with previous years, 59% of audiences rated it highly, although as discussed, it remains lower rated than the other Public Purposes. More than half (56%) of audiences rate the BBC highly for providing ‘content that is relevant to me’, but fewer (51%) say the same for ‘reflects the lives of people like me’. These ratings have remained broadly consistent over the review period.¹⁵³

¹⁵¹ While it also declined this year in Northern Ireland (from 86% to 79%), this brought it back in line to levels seen the previous year (of 83% in 2022/23); Ofcom BBC Performance Tracker 2024/25.

¹⁵² Ofcom BBC Performance Tracker 2024/25.

¹⁵³ Ofcom BBC Performance Tracker 2024/25.

Improving perceptions of how well the BBC represents the life and culture of the UK remains a challenge. Its own [recent public survey](#) found that only 51% of respondents said it was currently effective in reflecting the people and parts of the UK. The BBC has said it is now considering the findings of this research, including areas such as how it can be more accountable and responsive to audience needs. This is an area we will also continue to monitor.

As previously highlighted and evident since we began regulating the BBC in 2017, there remain significant differences in usage and attitude towards the BBC among different demographic groups. Older audiences and those in AB households remain more likely to use the BBC and rate it highly for delivery of Public Purpose 4, while younger audiences and those in DE households continue to rate it less highly.

Among disabled audiences, favourability towards the BBC has been broadly stable in the last few years, at 58% in 2024/25, but it remains lower among neurodivergent audiences at 48%. Disabled audiences are less likely to rate the BBC highly across a range of measures.¹⁵⁴ For audiences from minority ethnic groups, favourability of the BBC is broadly in line with all adults, with Black respondents more likely to rate the BBC positively.¹⁵⁵ Minority ethnic audiences are also more likely to agree that the BBC ‘*reflects the lives of people like me*’ as shown below.

Figure 3: % of each audience group rating the BBC positively or negatively for the statement ‘reflects the lives of people like me’

	Overall 1	16-34	35-54	55+	ABC1	C2DE	Minor ity Ethnic	White	Disabl ed	Non- disabl ed
Positive % (7-10)	51%	52%	52%	50%	54%	47%	60%	50%	47%	54%
Negative % (1-4)	20%	17%	20%	22%	17%	24%	11%	22%	25%	18%

Source: Ofcom BBC Performance Tracker 2024/25.

The BBC has focused on improving the way it represents and portrays audiences across the UK and supporting the creative economy

To ensure the BBC’s programming and output represents and portrays audiences, it has been developing and implementing a number of strategies and initiatives. For example, its [Across the UK strategy](#) (ATUK), launched in 2021, sought to shift more creative and journalistic activities out of London between 2021/22 and 2027/28. Now four years in, the BBC has made a number of changes, for example it increased investment in the West Midlands, by moving some programming to a new production base in Digbeth, Birmingham. ATUK has also sought to re-balance network TV

¹⁵⁴ Including ‘reflects the lives of people like me’ (at 47% vs. 54% among non-disabled people). Ofcom BBC Performance Tracker, 2024/25.

¹⁵⁵ 61% of minority ethnic adults rate the BBC favourably, compared with 60% among all adults, and 70% among Black adults. Ofcom BBC Performance Tracker, 2024/25.

commissioning power across the nations and regions by increasing decision-making power and spend outside London.

The BBC is increasingly focused on producing high-impact content that represents, portrays and serves audiences across the UK on network TV (as part of its high-impact strategy). It has delivered programming such as *Blue Lights*, *Granite Harbour* and *Lost Boys and Fairies* which it says are all deeply rooted in the communities they reflect but also resonate across the country. It says its high-impact offer spanning drama, comedy, and unscripted output, supports its ATUK ambitions to enable thriving creative economies outside London.¹⁵⁶ The BBC's strategy has also involved co-commissioning between the network and nations/regions that aims to portray specific communities in the nations and regions but also to resonate with a UK wide audience. While the BBC has been making good progress against its strategies, as discussed, it does not yet appear to have had a significant impact on audience perceptions.



The BBC has also announced it is aiming for all new regional productions to qualify on at least two of the three Ofcom Made Outside London criteria¹⁵⁷ within the nation or region they are allocated to.¹⁵⁸

On diversity, the BBC is required to have in place, and report on performance against, a Diversity Commissioning Code of Practice. It has recently refreshed its previous 2018 code and it is now producing an integrated annual [report](#), covering commissioning supply¹⁵⁹ and diverse commissioning. This year, it also published its new [Diversity, Inclusion and Belonging strategy](#). This includes clear aims to reflect its audiences in its workforce and to create inclusive and accessible working environments. In its delivery of content, it aims to drive representation on and off air, build an inclusive culture on each production, and strengthen and build on existing industry partnerships.

On production, the BBC says that in 2024/25, 74.3% of productions met the previous 20% diverse production teams target.¹⁶⁰ It also updated its [Creative Diversity Commitments](#) in September 2024, raising its representation targets for TV production teams across ethnicity, disability and socio-economic diversity from 20% to 25%. It has [committed](#) to invest at least £80m p.a. across TV and radio commissions that meet its creative diversity criteria on and off-air.

¹⁵⁶ BBC, BBC Annual Plan 2024/25, p.30.

¹⁵⁷ The three criteria are: (1) substantive base; (2) production spend; (3) off-screen talent. For more information refer to [Ofcom's regional production guidance](#).

¹⁵⁸ BBC, [How we commission](#).

¹⁵⁹ The BBC has separate requirements, as set out in Schedule 3 of the Agreement, related to programme commissioning. See Annex 1 for our assessment of the BBC's delivery against these.

¹⁶⁰ BBC Commissioning Report 2024/25, p.17.

As part of our duties, we also monitor the makeup of the BBC's workforce, recognising the importance of a diverse workforce for better representation and portrayal on-air/screen. The BBC's performance is covered in our [Equity, Diversity and Inclusion in Broadcasting report](#).

The BBC has been delivering network programming from across the UK; meeting its quotas for spend and hours in the nations

The BBC's regional production quotas ensure that a minimum of 50% of network TV spend and hours and 30% of network radio content spend is incurred outside of London, with additional quotas for TV spend and hours in each nation and in England outside of London.¹⁶¹ In 2024, the proportion of the BBC's qualifying¹⁶² network TV spend allocated to the nations and regions continued to grow, increasing to 61%, up from 60% in 2023 and 54% in 2021.¹⁶³ Since 2021, the percentage of qualifying spend allocated to English regions outside London has grown the most, rising from 32% to 36%. Relocations to Northern England have been a key part of this, such as *Morning Live's* relocation to Manchester in 2022, and for drama, the recommission of *Waterloo Road*. Spend allocated to Wales and Scotland also rose between 2021 and 2024,¹⁶⁴ particularly led by drama and entertainment titles. Spend allocated to Northern Ireland has remained relatively stable, at 4%, with returning dramas such as *Blue Lights* and horror series *Wreck* contributing to this.¹⁶⁵

The BBC also continues to meet its requirements for hours of programming made outside London. Overall, the number of qualifying network hours made outside London was stable in 2024 but it fell slightly as a proportion of total qualifying hours. This year, hours fell in Scotland but increased in Wales, driven by changes in sports titles. In the longer term, the proportion of hours qualifying as made outside London has risen, up from 60% in 2017 and 64% in 2021, to 67% in 2024.¹⁶⁶ See pages 47-54 for further detail on how the BBC has delivered for audiences in each of the four nations.

The BBC's spend on network radio content made outside London has also increased: from 36% in 2022/23 to 46% in 2024/25. The BBC says this has included BBC Radio 3 programming moving to Salford, BBC Asian Network to Birmingham and BBC Radio 4 programming to Salford and Glasgow. It has also launched an audio production hub sited across Glasgow, Edinburgh and Belfast. The BBC says it is on track to meet its target of 50% by 2027/28.¹⁶⁷

Output on the BBC's nations and regional TV services has decreased

The volume of TV content on the BBC's national and regional variations of BBC One and BBC Two ("opts") and BBC Scotland has declined, from 8,105 hours in 2021 to 7,798 hours in 2024 (a decline of 4%). During this time, first-run UK originated hours fell by 6% to 6,042, driven by

¹⁶¹ Operating Licence conditions 4.15 to 4.23 and 4.28.

¹⁶² Qualifying spend/hours relates to first-run UK originations, excluding certain categories such as news programming.

¹⁶³ Meeting its own target of 60% by 2026.

¹⁶⁴ From 7% to 9% in Wales and 9% to 10% in Scotland.

¹⁶⁵ Ofcom analysis of BBC data.

¹⁶⁶ Ofcom analysis of BBC data.

¹⁶⁷ BBC Commissioning Supply Report 2022/23, p.28 and BBC Commissioning Report 2024/25, p.24. Note, the BBC announced plans to increase spend out of London on network TV and audio programming in its 2021 Across the UK plan. In May 2022, Government embedded these targets into the [BBC Agreement](#). We do not have comparable data for pre 2022/23 as the BBC has included BBC Sounds in the calculations on relevant expenditure on network radio programmes from 2022/23, reflecting the changes to the Agreement and the Operating Licence.

fluctuations in regional news output – news output decreased in 2022 and 2023 before increasing in 2024, with the recent growth largely coming from England and Wales.¹⁶⁸

Alongside the decline in volume, the BBC is spending more per hour of content. Since 2021, nominal spend on first-run UK originated regional programmes has risen by 18% (although this is stable when accounting for inflation). In the last year, spend increased by 7% in England but fell 10% in Wales; it has been broadly stable in Scotland and Northern Ireland.¹⁶⁹

The amount of regional news and current affairs programming increased this year and audiences continue to be satisfied with BBC output

Across all four nations, spend on first-run originated regional TV news and current affairs grew by 8% compared to 2023, above the 4% increase in volume to 5,115 hours. Within this, news hours increased by 4% year on year to 4,736, while current affairs hours grew by 9% to 379.¹⁷⁰

Year on year, output of regional news and current affairs rose across all nations but Scotland. In August 2024, Ofcom approved a decrease in BBC Scotland’s news and current affairs quota to enable it to reshape its output to better serve audiences. In line with this, non-network news programming in Scotland fell 6% to 627 hours, though current affairs rose 26% to 59 hours, and included the new *Scotcast* title.¹⁷¹

Reach of BBC regional news on TV and on-demand fell to 30% in 2024, from 34% in 2022. This is in line with sector trends and is driven by falls in linear TV viewing, while on-demand news has seen small increases.¹⁷² Despite this, 39% of UK adults use the BBC for news about their nation, with the highest figures for adults in Northern Ireland (50%) with claimed reach among adults in England, Scotland and Wales at 39%; consistent with the previous year.¹⁷³ Audience perceptions of local news have also remained similar to previous years, with 55% of UK adults being positive towards the BBC for provision of ‘*news coverage of what is going on in my local area*’.¹⁷⁴ The majority (81%) who follow local news on BBC regional TV say they are satisfied with the quality of local news they provide. A similar proportion say the same for current affairs/politics programmes in their BBC TV region (79%).¹⁷⁵

The amount of non-news and non-current affairs opts programming has fallen

The BBC provides national and regional programming across a range of genres outside of news and current affairs programming. Overall, first-run originated hours of non-news/current affairs opts fell this year by 5% to 927 hours in 2024, and were down in all nations except Wales. This was mainly from fewer regional hours in the specialist factual genre. Spend on non-news/current affairs opts also fell, though there were variations in the level of decline across the nations.¹⁷⁶

¹⁶⁸ Ofcom analysis of BBC data, including BBC Scotland.

¹⁶⁹ Ofcom analysis of BBC data. Figures include BBC Scotland.

¹⁷⁰ Ofcom analysis of BBC data.

¹⁷¹ Ofcom analysis of BBC data.

¹⁷² Barb as-viewed, adults age 16+. Reach criteria: 3+ consecutive minutes.

¹⁷³ Ofcom News Consumption Survey 2025.

¹⁷⁴ Ofcom BBC Performance Tracker 2024/25.

¹⁷⁵ Ofcom News Consumption Survey 2025. ¹⁷⁶ Ofcom analysis of BBC data.

¹⁷⁶ Ofcom analysis of BBC data.

In Northern Ireland, the BBC's first-run output fell this year by 15% to 157 hours and it said it missed its commitment for programming representing, portraying and serving audiences in Northern Ireland. It reported delivery of non-news/current affairs was lower than expected due to delivery delays and scheduling of some programmes, as well as its high-impact strategic focus. It states that new monitoring and oversight arrangements are now in place.¹⁷⁷ In England, the BBC also missed its commitment and delivered 5.5 hours, (it planned 13 hours) – down from 27.5 in 2023.¹⁷⁸ Hours in Scotland fell by 5% to 526, while in Wales they grew by 12% to 238.¹⁷⁹ We note that although the BBC's high-impact content is likely to have wide appeal including to nations audiences, perceptions may also be influenced by nations programming and declines may make it harder to make connections with those audiences.

The BBC also delivers Gaelic content on BBC ALBA and Irish and Ulster-Scots content on BBC One and Two Northern Ireland. In 2024/25, it delivered 2,602 hours of Gaelic content on BBC ALBA, including 608 first-run hours. It delivered 48 hours of Irish and Ulster-Scots programming across BBC One and Two Northern Ireland, but we note it missed its own commitments for Irish and Ulster-Scots programming on BBC Two Northern Ireland.¹⁸⁰ We plan to follow up with the BBC on its nations and regions output and will also continue to monitor this closely as we approach the end of the current Charter.

BBC Local Radio reach has fallen slightly but audiences remain broadly satisfied with its output

Overall spend on nations and local radio has decreased to its lowest level in the Charter to £184m in 2024/25, a 6% fall on the previous year.¹⁸¹ This was driven by a planned reduction in spend on BBC Local Radio in England, down by £11m, following implementation of its [modernisation plans](#) for local services in England by shifting expenditure from broadcast services to online and multimedia production. Spend on other nations radio services has remained stable in nominal terms since our last Periodic Review, although in real terms this was down by around 17% since 2020/21.¹⁸²

Overall reach of BBC Nations'/Local radio has declined gradually over time, with 12% of UK adults listening each week in 2024/25 (down 3.2 percentage points (pp) from 2021/22, and 0.6pp compared with last year). Within this, reach of BBC Local Radio in England has fallen in the last three years (down 3.5pp) to 10% of adults aged 15+ in 2024/25, although the decline has been more gradual in the last two years following changes made.¹⁸³ Reach of BBC Radio Scotland (17%), BBC Radio Wales (13%) and BBC Radio Cymru/Cymru 2 (4%) have also declined

¹⁷⁷ Ofcom analysis of BBC data and BBC DoMaPP 2024/25, pp. 87-88. Overall, it delivered 727 hours against its commitment of 775 for programming representing, portraying and serving audiences in Northern Ireland. It had separate commitments for non-news and current affairs programming on BBC One and Two Northern Ireland, which formed part of the total of 727 hours delivered.

¹⁷⁸ BBC DoMaPP 2024/25, p.84. It said it reprioritised as these were due to be repeats and broadcast after 11pm and would have delivered little value to viewers.

¹⁷⁹ Ofcom analysis of BBC data, based on calendar year data. Note that the BBC's reporting on hours in its DoMaPP is for financial year so the figures are not directly comparable.

¹⁸⁰ BBC DoMaPP 2024/25, pp.87-88 and p.94. Note, It says there were fewer repeats of Irish and Ulster-Scots programming content on BBC Two Northern Ireland, reflecting issues with their phasing and a reduction in the volume of originations as a result of the BBC Northern Ireland's strategic focus on 'high-impact video'.

¹⁸¹ Ofcom analysis of BBC Annual Report and Accounts data.

¹⁸² Ofcom analysis of BBC data for: Radio Cymru; Radio nan Gaidheal; Radio Scotland; Radio Wales; Radio Ulster/Foyle.

¹⁸³ RAJAR Q1 of each year on a 12-month weight; adults aged 15+. Reach of BBC Local Radio in England was: 13.7% in 2021/22, 11.5% in 2022/23, 11.1% in 2023/24 and 10.2% in 2024/25.

since 2021/22, although to a lesser extent than BBC Local Radio in England. Despite declining by 5.4pp since 2021/22, BBC Radio Ulster/Foyle continues to have the highest reach of the BBC's local radio services, with 28% of adults listening each week.¹⁸⁴

Among weekly BBC local listeners, around three in five (61%) agree with the statement *'I rely on local radio to keep me up to date with local news'*¹⁸⁵ and 80% of those using BBC local/regional radio services for local news are satisfied with the quality of news they receive.¹⁸⁶ In 2024, the BBC carried out its own review of local radio following changes made to its local radio services in England. It found audiences were broadly accepting of the changes, although heavier users were more likely to have noticed differences, with a mixed reaction to the shared programming. The BBC said its mitigations such as continuity of presenters where possible, protecting key listening times (e.g. breakfast and sport), and appropriate sharing of area, were endorsed by audiences. It said it will keep its approach under review to ensure the right balance is still being struck.¹⁸⁷

We collate data and information on local media services as part of our monitoring programme and last year, we carried out our local media review. This looked at availability of local content and news on different platforms, as well as considering reach and satisfaction with these services, to understand the growing challenges in the sector, and the BBC's role in it. We will continue to monitor the local media sector, including in relation to BBC Local Radio.

The BBC has improved its reporting on how it is making nations and regions online content discoverable

The BBC is required to make certain nations and regions content easily discoverable on BBC online and report on it annually. In its DoMaPP reporting it has provided examples of how it has made online content easily discoverable. For example, online news stories use searchable tags, such as by town and area, to make relevant local content more easily discoverable.¹⁸⁸ The BBC also says that audiences can easily discover local content relevant to their location on the 'Local to Me' rail on the front page of Sounds and that prominence of local news stories on the BBC News app and website has improved.¹⁸⁹ We will continue to engage with the BBC to understand its approach to ensuring discoverability of nations and regions content on BBC iPlayer.

The changes the BBC has made to its local services also included an updated local online news offer for 43 different areas in England. It has reported that average weekly traffic has grown by 33% over the past two years and that BBC Local online news stories now represent almost 30% of all news stories read on the BBC News website and app.¹⁹⁰ See page 65 for an update on our view of the BBC's position in local news sectors.

Monitoring recent changes since April 2025

In July 2025 Ofcom approved the BBC's updated diversity commissioning [code of practice](#) which now reflects its [Creative Diversity commitments](#) and sits alongside its suite of [commissioning guidelines](#). We also [approved in July 2025](#) the BBC's request to change the Operating Licence requirements for BBC Radio Foyle. More recently, [we have consulted](#) on a request from the BBC

¹⁸⁴ RAJAR Q1 of each year on a 12-month weight; adults aged 15+.

¹⁸⁵ IPA TouchPoints 2025 Superhub (wave 2 2024 & wave 1 2025), GB adults aged 15+.

¹⁸⁶ Ofcom News Consumption Survey 2025.

¹⁸⁷ BBC response to RFI, 2024/25.

¹⁸⁸ BBC DoMaPP 2023/24, p.92.

¹⁸⁹ BBC DoMaPP 2024/25, p.86.

¹⁹⁰ BBC Annual Report and Accounts 2024/25, p38.

to change its local radio Operating Licence condition and will soon publish a statement setting out our decision.

Compliance against PP4 operating licence conditions

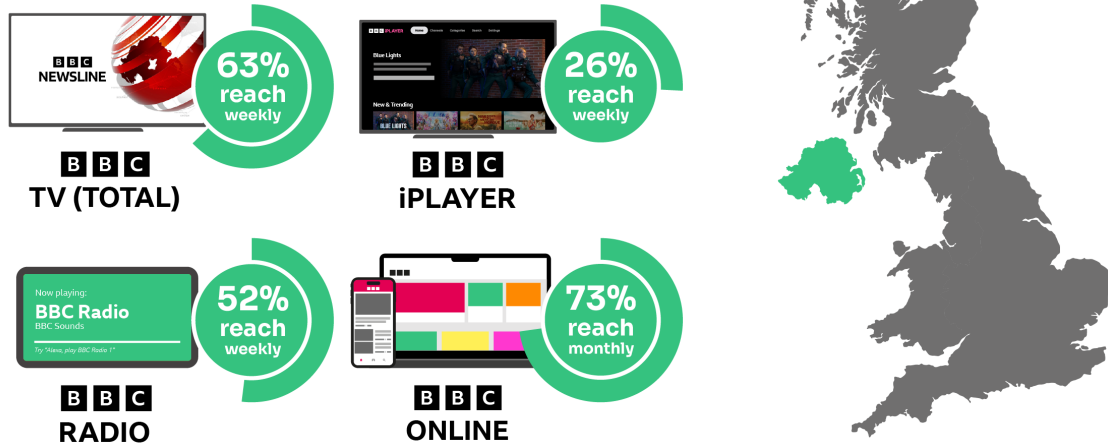
Alongside our broader performance assessment, we consider the BBC's compliance against the specific requirements set out in the Operating Licence. In 2024/25, the BBC met all but one of its PP4 requirements. It did not meet the condition to ensure that 1,043 hours are allocated to news and current affairs on BBC Radio Foyle, as it delivered 718 hours, but as set out above we recently changed the BBC's Operating Licence condition for BBC Radio Foyle. Our overall assessment of the BBC's compliance with the Operating Licence is provided in [Annex 1](#).

The BBC in the nations and regions

In the following pages we set out how the BBC has delivered for audiences in each of the four nations, as well as key data points on the BBC's performance. This is distinct from our assessment of the BBC's performance under Public Purpose 4.

NORTHERN IRELAND

Average reach of BBC services in Northern Ireland



Positive impressions of the BBC among adults in Northern Ireland

'Content that reflect the life and culture throughout the UK'

63% POSITIVE

'Content features the nation/region of the UK I live in'

58% POSITIVE

Overall impression in Northern Ireland

62% POSITIVE

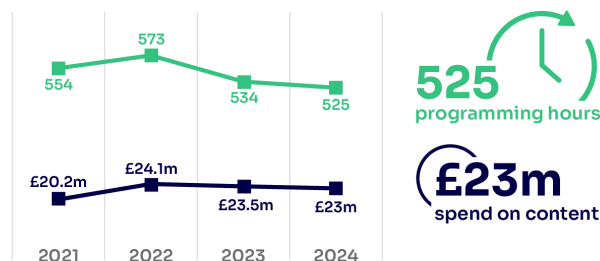
BBC Series *Dead and Buried*, set in Northern Ireland



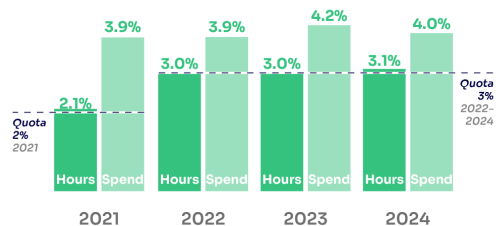
9% of series audience was in Northern Ireland

3% of the average BBC audience was in NI

Non-network first-run UK originated hours and spend in Northern Ireland



Qualifying network hours and spend produced in Northern Ireland



Sources: Ofcom analysis of BBC data; Barb-as-viewed, across TV channels and on-demand, TV sets and other WiFi connected devices in the home (15+ minutes reach); RAJAR; Ipsos iris, Online Audience Measurement Service, internet users aged 15+, March 2025; Ofcom BBC Performance Tracker 2024/25; BBC Children's Performance Tracker 2024/25.

Audiences spent more time using BBC services in Northern Ireland, while network spend and hours remained similar to last year

The proportion of the BBC's qualifying network spend allocated to Northern Ireland fell from 4.2% in 2023 to 4.0% in 2024, while qualifying network hours increased slightly from 3.0% to 3.1%, both remaining above the quotas of 3%.¹⁹¹

There were 14 network-nations TV co-commissions in 2024/25 – three more than in 2023/24 – which included shows like *Funboys*, a show co-commissioned with BBC Comedy, and *Hunting the Online Sex Predators* with BBC Three.¹⁹² However, as previously noted the BBC missed some of its own commitments for non-news/current affairs on BBC Northern Ireland television due to delivery delays and scheduling of some programmes, and it also missed its own commitments for BBC Two Northern Ireland's Irish and Ulster-Scots programming.¹⁹³ We will be following up with the BBC on this.

The BBC celebrated 100 years in Northern Ireland

2024/25 marked 100 years of the BBC's presence in Northern Ireland, which the BBC celebrated across the country. The roadshow series, *BBC Comes to Town*, travelled around Northern Ireland's cities and towns, presenting audiences with interactive spaces and exhibitions, podcast recordings, and engagement with local schools and communities.

The BBC also [released](#) a collection of classic programmes from Northern Ireland to mark the occasion, as well as hosting a special gala concert in Waterfront Hall, Belfast, which was also televised, to commemorate the milestone.

Radio Ulster celebrated its 50th Birthday

Radio Ulster, which began broadcasting on 1 January 1975, [celebrated](#) its 50th birthday this year. To mark the occasion, the BBC broadcast two one-hour special programmes which looked back at the history, music, and presenters on the station over the last fifty years.

BBC-commissioned and produced shows in Northern Ireland have helped boost its creative sector

The BBC's economic impact report for Northern Ireland suggests that police dramas *Hope Street* and *Blue Lights* have generated £17.5million and £20million for Northern Ireland respectively through employment and spending in the supply chain and contributed to 280 jobs around the country.¹⁹⁴ *Blue Lights* in particular has been met with critical acclaim, winning a BAFTA for Best Drama in 2025 and receiving four nominations at the 2024 Irish Film and Television Awards.

¹⁹¹ Ofcom analysis of BBC data.

¹⁹² BBC Commissioning Report 2024/25, p.30.

¹⁹³ BBC DoMaPP 2024/25, p.87. We note the BBC's own commitments are separate to the BBC's Operating Licence conditions and therefore there are no compliance implications with the BBC missing its own commitments.

¹⁹⁴ BBC Northern Ireland Economic Impact Report 2023/24, p.12.

WALES

Average reach of BBC services in Wales



Cross BBC
Children's reach

70% reach

**BBC RADIO
WALES**

13% reach

**BBC RADIO
CYMRU**
INCLUDING CYMRU 2

4% reach

Positive impressions of the BBC among adults in Wales

'Content that reflect the
life and culture throughout the UK'

52% POSITIVE

'Content features the nation/region of the UK I live in'

47% POSITIVE

Overall impression in Wales

55% POSITIVE

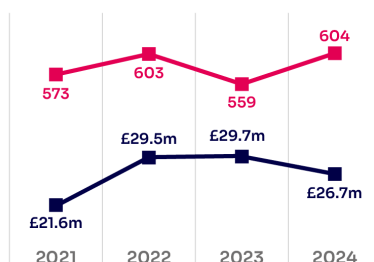
BBC Series *The One That Got Away*, set in Wales



**18% of
series audience
was in Wales**

**6% of
the average
BBC audience
was in Wales**

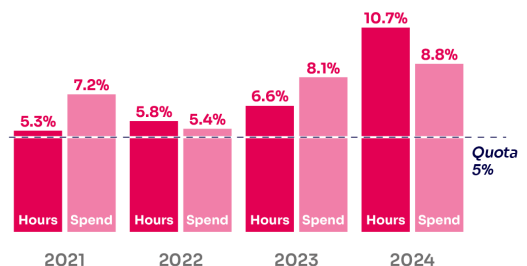
Non-network first-run UK originated hours and spend in Wales



604
programming hours

£26.7m
spend on content

Qualifying network hours and spend produced in Wales



Sources: Ofcom analysis of BBC data; Barb-as-viewed across TV channels and on-demand, TV sets and other WiFi connected devices in the home (15+ minutes reach); RAJAR; Ipsos iris, Online Audience Measurement Service, internet users aged 15+, March 2025; Ofcom BBC Performance Tracker 2024/25; BBC Children's Performance Tracker 2024/25.

Qualifying network spend and hours increased in Wales, though the number of titles produced in Wales fell

The proportion of the BBC's qualifying network spend allocated to Wales increased from 8.1% in 2023 to 8.8% in 2024, while qualifying hours rose from 6.6% to 10.7%—both above the quota of 5%. However, the number of titles produced in Wales fell slightly compared to 2022 and 2023.¹⁹⁵ New commissions in 2024 included sitcom *Mammoth* and documentary *Strictly Amy: Cancer and Me*.

The popularity of *Gavin and Stacey*

The finale of *Gavin and Stacey* was a popular hit across Wales, with 1.8 million people tuning in to watch the finale, making it the most-watched television moment in Wales in over 20 years. The follow-up documentary was also popular, receiving 8.8m views across the UK and becoming the best-viewed single BBC Wales programme ever.¹⁹⁶

Increased radio hours on local radio in Wales and BBC Sounds audio engagement

The volume of hours broadcast across the Wales nations stations increased from 16,647 in 2024 to 18,280 in 2025.¹⁹⁷ This follows the establishment of Radio Cymru 2 as a standalone radio station, which now broadcasts 60 hours a week of originated content, with 50% of its playlists dedicated to Welsh language songs. There are 67,000 weekly active accounts which listen to BBC Radio Wales on BBC Sounds weekly, while changes to the Wales rail on BBC Sounds have improved the listenership of shows like *Gold Rush*, *Hirwaun to Hollywood*, and *The Ammanford Anarchist*.¹⁹⁸

The BBC Cymru Wales and Media Cymru Content Innovation Fund

BBC Cymru Wales and Media Cymru relaunched their [Content Innovation Fund for 2024/25](#), which focused on climate content for mainstream audiences. The fund, which opened in October 2024, awarded £20,000 to five production companies based in Wales to develop ideas that will help inform audiences and the public on climate change and its effects. Project development took place between February and April of 2025.

Celebrating Welsh Language Music Day

On 7 February 2025, BBC Cymru Wales celebrated the tenth anniversary of Welsh Language Music Day (DMC). Across the day, Welsh singers, artists, and presenters reflected on the previous decade of Welsh music, up-and-coming Welsh artists, and shared new music across various BBC Cymru Wales platforms, heralding the development of the Welsh music scene and its future.

¹⁹⁵ Ofcom analysis of BBC data.

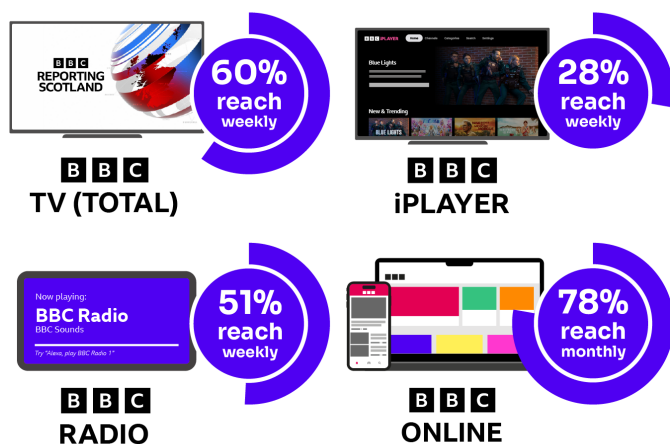
¹⁹⁶ Barb as-viewed, 4+ individuals, TV sets and other connected devices in the home, viewing up to the end of March 2025.

¹⁹⁷ BBC Annual Report and Accounts 2024/25, p.47.

¹⁹⁸ BBC DoMaPP 2024/25, p.99.

SCOTLAND

Average reach of BBC services in Scotland



BBC
Cross BBC
Children's reach
66% reach

BBC
SCOTLAND
14% reach

BBC RADIO
SCOTLAND
17% reach

BBC
ALBA
47% reach*

BBC RADIO
NAN Gàidheal
52% reach*

Positive impressions of the BBC among adults in Scotland

'Content that reflect the life and culture throughout the UK'

59% POSITIVE

'Content features the nation/region of the UK I live in'

56% POSITIVE

Overall impression in Scotland

61% POSITIVE

BBC Series *Dinosaur*, set in Scotland



27% of series audience was in Scotland

8% of the average BBC audience was in Scotland

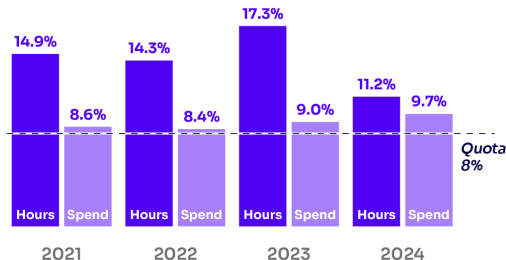
Non-network first-run UK originated hours and spend in Scotland



1,212 programming hours

£65.9m spend on content

Qualifying network hours and spend produced in Scotland



Sources: Ofcom analysis of BBC data; Barb-as-viewed across TV channels and on-demand, TV sets and other Wifi connected devices in the home (15+ minutes reach); RAJAR; Ipsos iris, Online Audience Measurement Service, internet users aged 15+, March 2025; Ofcom BBC Performance Tracker 2023/24; BBC Children's Performance Tracker 2023/24; BBC ALBA and BBC nan Gàidheal: *TRP PRAEG Panel based on Gaelic community 16+ in Scotland.

Qualifying network spend in Scotland remained steady, although hours decreased

There has been a slight increase in the proportion of the BBC's qualifying network spend allocated to Scotland, from 9.0% in 2023 to 9.7% in 2024. The equivalent qualifying network hours dropped from 17.3% in 2023 to 11.2% in 2024 but still exceeded the quota of 8%.¹⁹⁹

There were 20 Network-Nations TV co-commissions in 2024/25 (up from 19 in 2023/24), with programmes like the comedy series *Dinosaur* supporting emerging writers and directors.²⁰⁰

Investments in Gaelic-language television

Earlier this year, the BBC released the UK's first high-end Gaelic drama, *An t-Eilean* (The Island), which was produced in Scotland and filmed in the Hebrides as a partnership between the BBC and MG ALBA. The drama received two awards at the Prix CIRCOM 2025 awards, including the Drama and Entertainment category and the Grand Prix, which recognises a single outstanding show from across the year. It also became the first Gaelic drama to be broadcast UK-wide, with viewers around the UK able to view the show on BBC Four and iPlayer.

Changes to broadcasting hours and news provision on BBC Scotland

In 2024, Ofcom approved the BBC's request to reduce the number of peak-time broadcast hours for news programming on BBC Scotland. The BBC reported that it did not meet its commitments for news in Scotland as its Annual Plan commitments were superseded by our approval of the licence change. It therefore broadcast 40 hours fewer than its committed 280 hours in 2024/25.²⁰¹

The change in news provision on BBC Scotland comprises the introduction in January 2025 of *Reporting Scotland: News at Seven* which has a greater focus on communities across Scotland and the introduction of the podcast *Scotcast* that is available in both audio and visual formats. Early findings from the BBC suggest good reception from audiences for these changes, with the coverage of Storm Eowyn's aftermath being one of the most-watched news programmes in Scotland in the last 18 months.²⁰²

Coverage of Scotland's men's team at EURO 2024

To mark the return of Scotland's men's football team to the top stage of European football, the BBC commissioned shows across both audio and video platforms for Scottish audiences. This included entertainment programmes such as *Late Night at The Euros with Compston & Smart* and news quiz-style show *Breaking the Euros*, as well as detailed coverage of each game played by the national team. Scotland's match against Switzerland at Euro 2024 was the most-watched television programme in Scotland in 2024, averaging 1.4 million viewers.²⁰³

¹⁹⁹ Ofcom analysis of BBC data.

²⁰⁰ BBC Commissioning Report 2024/25, p.27.

²⁰¹ BBC DoMaPP 2024/25, p.92. We note the BBC's own commitments are separate to the BBC's Operating Licence conditions and therefore there are no compliance implications with the BBC missing its own commitments.

²⁰² BBC DoMaPP 2024/25, p.93.

²⁰³ Barb as-viewed, 4+ individuals, TV sets and other connected devices in the home. Viewing across the whole of 2024. Minimum duration for titles to be included: 10 minutes.

ENGLAND

Average reach of BBC services in England



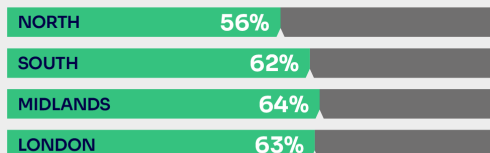
Cross BBC
Children's reach

71% reach

**BBC RADIO
LOCAL**

10% reach

Positive impressions of the BBC among adults in England



60% believe the content reflects the life and culture throughout the UK

54% believe content features the nations/region of the UK I live in

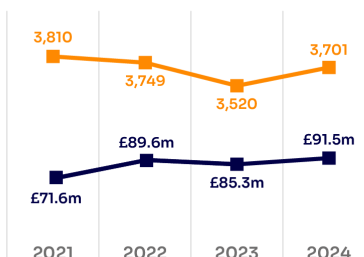
BBC Series Alma's Not Normal, set in North West England



19% of series audience was in NW England

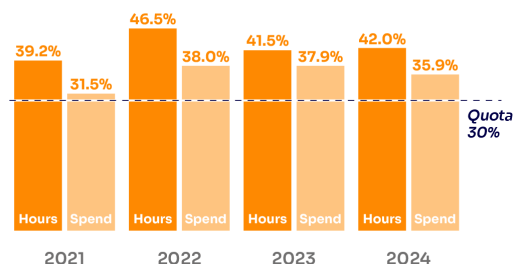
10% of the average BBC audience was in NW England

Non-network first-run UK originated hours and spend in England



3,701 programming hours
£91.5m spend on content

Qualifying network hours and spend produced in England



Sources: Ofcom analysis of BBC data; Barb-as-viewed across TV channels and on-demand, TV sets and other WiFi connected devices in the home (15+ minutes reach); RAJAR; Ipsos iris, Online Audience Measurement Service, internet users aged 15+, March 2025; Ofcom BBC Performance Tracker 2024/25; Ofcom BBC Children's Performance Tracker 2024/25.

Network TV hours rose while spend declined compared to previous years

The proportion of the BBC's qualifying programming spend allocated to English regions outside of London fell from 37.9% in 2023 to 35.9% in 2024, with increases for Northern England and Midlands & East offset by a decrease for Southern England.²⁰⁴ Meanwhile, the equivalent qualifying hours rose from 41.5% to 42.0%. The BBC did not meet its own commitment of 13 hours of first-run non-news and current affairs programming in 2024/25, as it broadcast 5.5 hours. The BBC says this was due to reprioritising content that was 'all repeats, would be broadcast after 11pm and therefore would deliver little value to viewers.'²⁰⁵

The BBC has been expanding its presence across the English regions

Building on its Across the UK strategy, the BBC has continued to take steps to expand its network TV production to bases outside of London. This included moving the production of shows such as *Silent Witness* to the new creative cluster in Digbeth, Birmingham, supporting new jobs in the area, including trainee and apprenticeship roles. In the North East, *Smoggie Queens* was a major scripted commission from the region, and has since been recommissioned, while *The Dumping Ground* continued to be produced in Hexham, Northumberland.²⁰⁶ Alongside network TV production, the BBC's unsigned artist programme *BBC Introducing* [partnered](#) with venues in the North East to platform local musicians and performers at gigs and give them a chance to create new content.

The BBC was the 2025 broadcast partner for Bradford, UK's City of Culture

The declaration of Bradford as the UK's City of Culture 2025 was accompanied by the [announcement](#) that the BBC would be the city's official broadcast partner. A range of new television content was [commissioned](#) by the BBC to spotlight Bradford, including the showcase *Bradford's Big Bash*, Bradford-specific editions of CBBC's *My Life*, and the crime thriller, *Virdee*. On radio, BBC Radio Leeds provided regular coverage of events while spotlighting Bradford's residents with initiatives like BBC's [New Voices Bradford](#), which selected three winners to be the voices of Bradford across the year.

The BBC invests in independent radio and TV production companies

The BBC's TV Small Indie Fund and the BBC Radio & Music Indie Development [returned in 2024/25](#), to support independent production around the UK with investment and pathways to grow and develop their content across TV and radio. This year, 14 companies were selected for funding from the TV Small Indie Fund from the English regions, with a further eight selected from London. Additionally, five companies were selected for the BBC Radio & Music Indie Development Fund.

²⁰⁴ Ofcom analysis of BBC data.

²⁰⁵ BBC DoMaPP 2024/25, p.84. We note the BBC's own commitments are separate to the BBC's Operating Licence conditions and therefore there are no compliance implications with the BBC missing its own commitments.

²⁰⁶ BBC Annual Report and Accounts 2024/25, p.47.

PUBLIC PURPOSE 5

To reflect the United Kingdom, its culture, and values to the world

Global reach of BBC World Service



BBC World Service provides **news in 43 languages** across digital, TV and radio

Reach of BBC World Service TV



Reach of BBC World Service Radio



Reach of BBC World Service digital



Source: BBC DoMaPP 2024/25.

In this section, we summarise the performance of the BBC World Service over the duration of the Periodic Review. Ofcom does not regulate this service, and we have not reported on it since our previous [Periodic Review \(2020/21\)](#). The National Audit Office recently published a [report](#) evaluating the BBC World Service's savings programmes.

PP5 over the Charter Period, including highlights for this year

The reach of the BBC World Service has declined overall from a high of 365 million in 2022 to 313 million in the last year. This fall is in part the result of closing services due to financial pressures,²⁰⁷ and this year the BBC has announced further cuts. However, despite these declines, UK audiences' perceptions of how the BBC has performed internationally have remained stable since our last Periodic Review.

Delivery of Public Purpose 5

The BBC's delivery of Public Purpose 5 is achieved through the BBC's international news services (including BBC News and BBC World Service) alongside BBC Monitoring and BBC Media Action.

Ofcom does not regulate the content standards or the performance of the BBC World Service, but in carrying out a Periodic Review, Ofcom is required to have regard to its performance in contributing to the fulfilment of the Mission and the promotion of the Public Purposes.

²⁰⁷ BBC World Service, 2022/23 Annual Review of Performance and World 2020.

Responsibility for setting a [licence](#) for the BBC World Service, and assessing and reporting on its performance lies with the BBC itself.²⁰⁸ The BBC agrees objectives, priorities and targets for the World Service directly with Government. We also note the BBC has commercial subsidiaries operating internationally, however we do not review their performance as part of our assessment of this purpose.

Contribution to Mission and Public Purposes

BBC World Service reach has fallen over the last five years, but there was digital growth last year

BBC World Service delivers news in 43 languages, including English, via TV, radio and digital platforms. In 2021, the BBC set a target for the BBC World Service to reach 364 million people globally by 2022; the BBC achieved this goal in 2021 and 2022,²⁰⁹ with its audiences increasing from 351 million in March 2020.²¹⁰

However, since 2022, the total weekly reach of BBC World Service has fallen by 47 million (see Figure 4). The biggest year-on-year fall was between 2022 and 2023, when total weekly reach dropped by 12%, driven in part by service closures due to budget cuts. More recently, BBC World Service reached weekly audiences of 313 million in 2024/25.

The BBC’s digital-first strategy aimed to increase its audiences on the BBC’s digital platforms in 2024/25, following global declines in 2023.²¹¹ This year, BBC World Service digital has reached weekly audiences of 131 million, overtaking reach on TV and on radio.²¹² This growth has been seen both across its social media accounts and BBC platforms.

Figure 4: BBC World Service weekly audience reach 2020-2025

BBC World Service weekly global audience (m)	2020-21	2021-22	2022-23	2023-24	2024-25
Total audience	364	365	318	320	313
Digital audience	186	148	141	124	131
TV audience	*	130	121	113	103
Radio audience	*	159	121	129	127

Source: Global Audience Measure, as reported in BBC Annual Report and Accounts 2020/21-2024/25. Digital audience refer to website, social and online audio including podcasts. *These figures were not included in the 2020/21 BBC Annual Report and Accounts, due to Covid restrictions impacting audience research and measurement globally.

²⁰⁸ As required by clause 35(7) of the Agreement.
²⁰⁹ BBC World Service Performance Review 2016-2020.
²¹⁰ BBC Group Annual Report and Accounts 2021/22, p.46. This figure includes reach via radio, TV, online and social media in English and other languages.
²¹¹ BBC Annual Plan 2024/25, p.16.
²¹² BBC Global Audience Measure. The digital services refer to website, social and online audio including podcasts.

The BBC has found that the World Service continues to be ranked first for trust and reliability among international news providers

In May this year, the BBC published [research](#) examining the impact and influence of its international footprint, which found the BBC is still considered the ‘most trusted international news brand’.²¹³ The research found that over recent years, UK audience attitudes towards the BBC’s international impact have remained stable, with a clear majority thinking it is effective at reflecting the UK to the world.

Figure 5: % of UK adults who think that the BBC is effective at reflecting the UK to the world 2020-2025

Audience perception	2020-21	2021-22	2022-23	2023-24	2024-25
% effective	71%*	63%	63%	59%	64%
% ineffective	12%*	14%	14%	15%	13%

Source: Ipsos UK 16+, % of UK adults who think that the BBC is effective at reflecting the UK to the world, as reported in BBC Annual Report and Accounts 2020/21-2024/25. *Ipsos MORI UK 18+.

The BBC has developed its international services over the last five years, including by adding a cross-platform educational programme in Afghanistan, *Dars*, for children aged 11 to 16, including girls who are banned from attending school.²¹⁴ Also in 2023, it says it [launched](#) an emergency radio service in Gaza, to provide listeners with news and information on accessing shelter, food and water supplies. The BBC has also [committed](#) to increase the availability of BBC Verify across more services globally. The BBC is now the biggest news account globally on Instagram, and [it plans to create more content](#) on social media platforms.

Financial challenges have contributed to cuts across the World Service

Following the 2021 Government spending review, BBC World Service was awarded £94.4m p.a. for three years (2022-25),²¹⁵ as well as receiving two bespoke amounts over the period; the first following Russia’s invasion of Ukraine (an additional £4m),²¹⁶ and a second of £20m in 2023.²¹⁷

Despite these additional funding packages, the BBC World Service has faced increased financial pressures due to international news market pressures and the need to deliver [savings](#) as a result of the licence fee settlement. This led to service closures, including some radio and TV output, largely distributed via third party broadcasters in 2023,²¹⁸ and the closure of Arabic and Persian Radio in 2024/25.²¹⁹ In January 2025 the BBC [announced](#) further cuts, confirming 130 BBC World Service positions would be lost in the UK and internationally. In its Annual Plan 2024/25, the BBC said that continuing funding challenges and accelerating change in audience habits globally means that the BBC’s international services will need to continue transforming.²²⁰

²¹³ BBC and Tapestry Research, [Global Influence & Impact Research](#). Of the six global news brands that the BBC benchmarked against (Sky News, CNN, Aljazeera, RT, CGTN) it was the most trusted.

²¹⁴ BBC, DoMaPP 2023-24 p.110.

²¹⁵ BBC Group Annual Report and Accounts 2021/22, p.58.

²¹⁶ BBC Group Annual Report and Accounts 2021/22, p.54.

²¹⁷ BBC Group Annual Report and Accounts 2022/23, p.53.

²¹⁸ BBC World Service, 2022/23 Annual Review of Performance and World 2020.

²¹⁹ BBC World Service, 2024/25 Annual Review of Performance and World 2025.

²²⁰ BBC Annual Plan 2024/25, p.16.

4. Protecting fair and effective competition

BBC competition over the Charter period, including highlights for this year

Throughout the Charter, the BBC has had a good record of compliance with its obligations relating to fair and effective competition. The BBC has improved the transparency with which it engages with stakeholders, for instance in its plan to make changes to its services. The BBC has also made changes where we have identified issues, such as in our review of its commercial activities.

BBC Performance in 2024/25:

- The BBC has met its radio contestability target, made progress towards its online contestability target this year, and states it is on track to achieve its TV target by December 2027.
- In our market assessments of the audio and audiovisual sectors, we continue to consider that changes by the BBC to its linear TV / radio services could have the potential to have a significant impact on fair and effective competition, particularly with regard to domestic competitors. We consider that changes to BBC Sounds / iPlayer will unlikely have a significant impact although further scrutiny may be required for changes that affect a smaller pool of competitors.

As a large, publicly funded organisation operating across TV, audio and online, the BBC can have a significant impact on competition, both positive and negative. Ofcom's role is set out in the Charter and Agreement and requires us to protect fair and effective competition in the UK and to put in place rules for the BBC's public service and commercial activities.

In this chapter we examine the BBC's performance and its place in the market across the current Charter, and over the current annual report year 2024/25.

The competitive landscape

As highlighted in section 2 above, audience behaviours continue to shift significantly, with people increasingly using online services such as VSPs, SVoDs and audio streaming platforms. This trend is reflected in audiences' use of BBC services: usage of BBC's online services (BBC iPlayer and BBC Sounds) has increased, while viewing and listening to BBC's linear services has fallen across most age groups over the Charter period.

Nonetheless, there are still a significant number of people that view and listen to linear services and, for these people, the close alternatives to the BBC are those offered by domestic commercial providers. Over the Charter, the BBC's share of listening to live radio has fallen, but its share of viewing on linear TV has remained more stable. However, the shares of listening / viewing for the BBC remained sizeable in 2024 (around 30% and 43% for linear TV and live radio respectively). ²²¹

²²¹ Radio figure from RAJAR, Q1 2025 data on a 12-month weight. TV figure from 2024 Barb as-viewed on TV sets and other devices connected to the home's WiFi network.

For online services, the BBC is facing a much wider set of competitors, which include both domestic commercial providers and significant global providers. The share of BBC's online services (BBC iPlayer and BBC Sounds) has increased over time, but this is still significantly smaller than the share of some global providers.²²²

The regulatory framework

When the BBC proposes a change to its public service activities, the BBC Board is responsible for deciding whether proposed changes may be 'material'. Some changes are expected to be made to the Framework Agreement in relation to materiality and the processes for considering such changes following the Government's Mid-Term Review.

Currently, a change is considered material if the BBC launches a new UK public service or makes a change to an existing service that may have a significant adverse impact on fair and effective competition. Where a change is material, the BBC is required to conduct a public interest test (PIT), which Ofcom is required to review. Ofcom is then required to carry out a BBC Competition Assessment (BCA) or a shorter assessment, to assess whether the public value of the proposed change justifies any adverse impact on fair and effective competition. We have set guidance on the procedures, timescales and approach applicable to the assessment of material changes. If the BBC proposes changes to its commercial activities, we may consider proposals to assess whether its relationship with BBC public service represent an unfair competitive advantage as set out in our published guidance.

Following our first Periodic Review, we published updated [Guidance for assessing the impact of proposed changes to the BBC's public service activities](#) in 2023. This included a new requirement for the BBC to publicise changes to its public services that are likely to be subject to a materiality assessment by the BBC. We also made changes to our guidance on how competition impacts from changes to the BBC's public services are assessed including setting clearer expectations about the information that the BBC should provide to stakeholders when it consults as part of a public interest test, to help ensure stakeholders can respond meaningfully.

Further changes to make the competition framework more adaptable could bring further improvement. These could include changes to provide more flexibility to the BBC that we suggested in 2023:

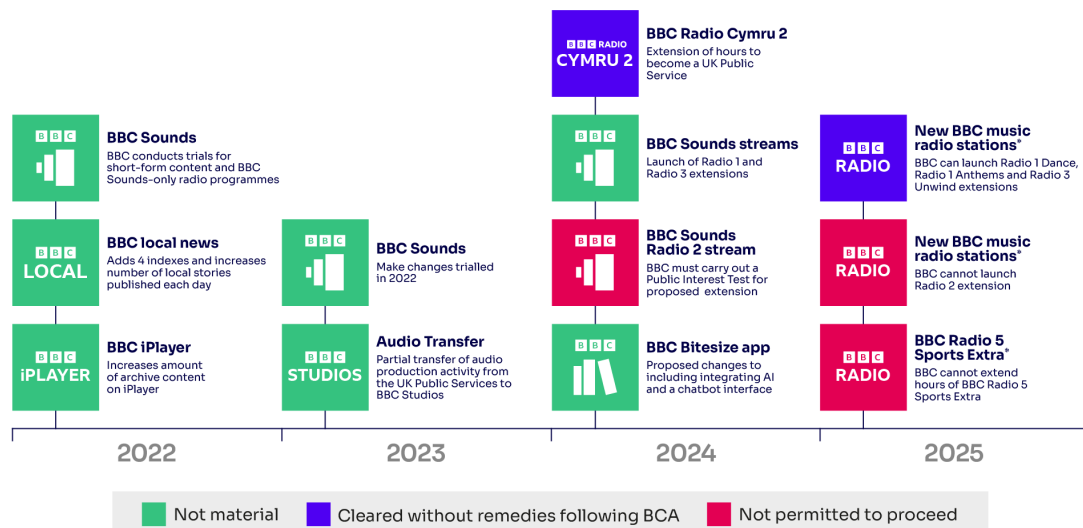
- i) approving shorter assessments with conditions,
- ii) removing the need for Ofcom to conduct competition assessment if we agree with the BBC's analysis and
- iii) removing new services being automatically considered material.

BBC Competition Performance over the Charter

Changes since 2021

Over the Charter, the BBC has made many changes to its services. Changes since the last Periodic Review are summarised in this timeline infographic, and we briefly cover a few of them as case studies below:

²²² See Annex 3. Audio shares calculated using RAJAR and IPA TouchPoints data. Audiovisual shares calculated using *Barb as-viewed on TV sets and other devices connected to the home's WiFi network*.



*Ofcom commenced the BCA for these proposals on 6 January 2025 and published the final determination on the 2 July 2025.

Case studies 2022-2024

Online news

In September 2022, the BBC provided a materiality assessment in relation to its proposed changes to provision for local online news services in England and we decided that the BBC did not have to carry out a Public Interest Test for these proposals.

In January 2024, the Government recommended Ofcom publish its view on the BBC's position in the local news sector and set out its approach to considering the competition impact of future changes to BBC local news services. We published our response in two instalments - July and November 2024.

For online local news, our analysis found no significant evidence that the BBC's expanded output is causally linked to the declines experienced by commercial providers of local online news, although we recognised that these changes may be contributing to some degree and committed to continuing to monitor the potential impact.²²³

BBC iPlayer competition assessment

In October 2022, having completed a PIT and concluded the proposed changes were not material, the BBC submitted to Ofcom its proposals to expand the amount of content on BBC iPlayer. We completed our materiality assessment of these proposals in November 2022 and agreed they were not a material change. This was based on available evidence and how BBC iPlayer was expected to develop in light of the BBC's proposal over the next few years. Our conclusions reflected our market view that the risk of competitive harm from changes specific to BBC iPlayer was likely to be low.

Audio Transfer

In 2023, the BBC provided us with a materiality assessment in relation to the proposed partial transfer of audio production activity from the UK Public Services to BBC Studios, the BBC's commercial production and distribution arm. We agreed that the proposed change would not result in a significant risk of market distortion or unfair competitive advantage as a result of BBC Studios' relationship with the Public Service.

²²³ See p.64 for assessment of BBC's position in the local news sector this year.

The BBC has improved its transparency over the period

In our previous Annual Reports between 2018 and 2021, we consistently highlighted concerns about the BBC's transparency in relation to changes across its public services and commercial activities and said that it could be improved. We stated that the BBC Board should do more to drive greater transparency by ensuring that the BBC engaged effectively with stakeholders, and that the BBC's Annual Plan, alongside other routes, was an important way to provide stakeholders with information about its future plans and strategy. We also noted that it would be beneficial if the BBC proactively engaged with stakeholders and provided more clarity for them during the initial materiality process.

In 2023 we highlighted that, while the BBC was transparent and engaged well with us throughout the BBC iPlayer PIT in 2022, stakeholders had raised concerns about the quality of the BBC's consultation process. We set out that sufficient information was provided in the BBC's PIT conclusions to allow us to review materiality, but that the BBC could have provided more information on the nature and detail of its plans in its PIT consultation to enable stakeholders to understand the proposal fully and provide constructive input.

We recognise that transparency is a sensitive issue, particularly where protection of IP, both culturally and commercially is important. The BBC has made improvements in this area, for example, it now publishes a greater amount of detail on its output and what it delivers for audiences in its regulatory reporting, providing increased transparency for Ofcom and stakeholders. It has also improved in communicating proposed changes. In our [assessment](#) of the BBC's proposals for BBC Radio Cymru 2 we noted that the BBC had carried out appropriate market analysis to support its assessment of the competition impacts of its proposal, and that stakeholders had been given suitable opportunity to comment on the proposals. In reaching our [view](#) of the BBC's proposed further changes to BBC Bitesize in 2024/25 we noted that the BBC engaged proactively with stakeholders and adjusted elements based on this engagement. We will continue to monitor the BBC's ongoing progress in this area.

No concerns have arisen from our monitoring work on the BBC's commercial activities

We monitor the BBC's commercial activities, having previously undertaken a [review](#) of BBC Studios that concluded in 2022. The BBC subsequently made [changes](#) in response to our findings, setting out a process to determine that the value the public service receives from BBC Studios is in line with the value of the rights being traded. This resolved the concerns we raised.

In 2024/25, the BBC [reported](#) that its commercial arms delivered revenues of £2.2bn (2023/24:£1.9bn) and EBITDA of £228m (2023/24:£199m). There were no concerns arising from our review of its compliance with our commercial and trading activities reporting requirements in 2024/25, and we received no complaints regarding the BBC's compliance with our commercial and trading activities requirements.²²⁴

The BBC has made progress towards its online contestability target and states it is on track to achieve its TV target

The BBC must meet specific targets in relation to the proportion of content commissioned for its public services through a contestable process. The BBC has met its target for contested radio hours

²²⁴ Ofcom, [The BBC's commercial and trading activities: requirements and guidance](#), April 2023. In 2024/25, we did not receive any complaints regarding BBC distribution.

and during 2024/25, made substantial progress on its target for contested online material. The BBC is now only two percentage points away from meeting the target of contesting 100% of online material by the end of the Charter period.

Figure 6: Table outlining % contested and targets for TV, radio and online content

	18/19	19/20	20/21	21/22	22/23	23/24	24/25	Target
TV	56%	62%	64%	62%	63%	77%	77%	100% By 31 December 2027
Radio	35%	48%	53%	55%	62%	61%	61%	60% by 31 December 2022 (met)
Online	44%	62%	59%	72%	80%	82%	98%	100% by 31 December 2027

Source: BBC Annual Report and Accounts 2024/25, p.219.

On TV, the BBC is required to meet the target of 100% by December 2027, and has so far contested 77% of relevant TV content. It states that it is on track to achieve the target of 100% by this date.²²⁵

The BBC has told us that it already contests 100% of the newly commissioned hours and is evaluating the remaining titles that will need to be tendered to meet the remaining 23% of hours. We note that not all programmes are in scope for contestability and tendering. The Framework Agreement states that ‘relevant television programmes’ includes all television programmes included in the UK public services except programmes reserved for independent productions, news and news-related current affairs, and any programme where the BBC considers that complying with the obligations to make the content contestable would not secure value for money. The BBC considers value for money exemptions on a case-by-case basis based on criteria approved by the BBC Board.

We speak to TV producers and radio industry representative bodies as part of our ongoing sector engagement and monitoring programme. No significant specific formal complaints about competition within the BBC commissioning process were raised with us in this reporting period through this engagement. However, producers continue to tell us that it is really important for them to have early sight of broadcasters’ (including the BBC’s) commissioning plans to allow them to plan ahead and allocate resources to develop ideas appropriately.

Developments since April 2024

We found that further changes to BBC Bitesize were not material

The BBC proposed further changes to BBC Bitesize in 2024/25 to introduce additional functionality.²²⁶ We reviewed these proposals and concluded in September 2024 that the changes were not material, as these developments were focused on introducing additional functionalities, rather than providing new forms of content.²²⁷

²²⁵ BBC Commissioning Report 2024/25 p. 12.

²²⁶ These included integration of third-party AI learning tools and aligning the Bitesize app and web platform.

²²⁷ Ofcom, [BBC Bitesize: Phase 2 developments – Materiality Assessment](#), September 2024.

We assessed proposed changes to radio services

In July 2025 we published our [Final Determination](#) on the BBC's plans to launch four new music radio stations and extend the broadcasting hours of Radio 5 Sports Extra.²²⁸ We concluded that the BBC may proceed with the launch of three services, Radio 1 Dance, Radio 1 Anthems and Radio 3 Unwind as these stations offered sufficient public value to justify the limited impact on fair and effective competition. We concluded that the BBC may not proceed with the Radio 2 extension because the public value was not sufficient to justify the significant impact on fair and effective competition.



We also concluded that the BBC may not proceed with its proposed extension of Radio 5 Sports Extra because the public value was not sufficient to justify the significant impact on fair and effective competition, in particular on the talkSPORT network and the commercial provision of sports radio services.

Market assessments

The BBC's position in audiovisual and audio sectors

As mentioned above, audience behaviours have changed over the Charter with audiences increasingly moving to online services (especially services provided by global SVoD, VSP and audio streamers). These developments could reduce the BBC's impact in some sectors, particularly given the scale of competition with global providers, but there will likely be sectors where the BBC continues to have the potential to have a significant impact on fair and effective competition.

We first published our assessment of the competitive conditions (i.e. an assessment on how potential changes by the BBC could have an impact on competition) within each of these sectors, alongside our publication of the revised competition guidance, in 2023. This was intended to help stakeholders understand where we are likely to start from when considering BBC's impact on competition in the future. We further committed to providing an update on these competitive conditions in our Annual Reports on the BBC and this was welcomed by DCMS in its Mid-Term Review.

[Annex 3](#) sets out our most recent estimates on the share of identified in-home viewing and listening to the BBC and commercial operators. Within individual sectors these indicate a broadly similar picture to the previous year in terms of BBC's position relative to its commercial operators. In particular:

²²⁸ Whilst our Determination is outside the reporting period 2024/25 we include this for completeness.

- **Audiovisual:** Viewing shares show that the BBC's linear services are still relatively large (16%) compared to other domestic broadcasters and BBC iPlayer remains the largest BVoD service, but its viewing is relatively small in terms of overall viewing share (5%).²²⁹
- **Audio:** The listening shares show that BBC's radio portfolio still accounts for a sizeable proportion of listening (although this is declining over time) and BBC's share of online radio (live and catch-up) has remained fairly stable but accounts for a small share of overall listening (5%).²³⁰

Our high-level views of these sectors therefore remain similar to last year:

- **Changes to the BBC's broadcast TV services** may have the potential to have a bigger impact on domestic competitors, posing a higher risk of crowding out than changes to BBC iPlayer.
- **Changes to BBC iPlayer** are unlikely to have a significant impact on the viewing share – and revenues – of domestic competitors and are therefore not expected to carry a significant risk of crowding out.²³¹ However, we recognise that the risk could be higher if the impact of a specific change was expected to fall on a concentrated pool of domestic commercial providers. Such a change would be more likely to require closer scrutiny.
- **Changes to the BBC's radio services** which could result in a significant increase in listening have the potential to have a bigger impact on domestic commercial radio providers. As such, we consider there is a higher risk of crowding out from such changes, compared to changes that are limited to BBC Sounds. This is highlighted by our review of the BBC's public interest test on the proposed music stations and changes to Radio 5 Sports Extra.
- **Changes that only affect BBC Sounds** are unlikely to have a significant impact on the listening share – and therefore the revenues – of domestic competitors and we do not expect a significant risk of crowding out. However, similar to our view on BBC iPlayer above, we consider that further scrutiny will be required for changes which could have a larger impact on a smaller pool of domestic competitors. This is highlighted by our review of the BBC's materiality assessments for the four music streams.

We recognise that audience behaviour and the audio / audiovisual sectors will continue to evolve, and this could affect the competitive conditions for each of the sectors above. We will therefore monitor and reflect these changes in our views in subsequent Annual Reports.

The BBC's position in the local news sector

We published our [Review of Local Media report in November 2024](#), which assessed the impact of BBC's changes on competition within the local news sector. As part of this, we said that we will monitor the BBC's position in local news and the impact of any additional changes to the

²²⁹ Barb as-viewed. Viewing share is out of all identified in-home viewing. This may be different to elsewhere in the report where shares have been calculated out of all in-home viewing, including some unidentified TV set usage.

²³⁰ RAJAR and TouchPoints. RAJAR data used for time spent listening to live radio. TouchPoints data used for other forms of audio (catch up radio, podcasts, streamed music and 'other' including personal music, music video sites/channels and audiobooks).

²³¹ If the BBC changes its public services in a way that leads audiences to switch away from commercial services to the BBC's services, commercial providers' revenue may diminish. This may in turn limit commercial providers' ability to invest in their services, reducing the overall choice, quality and range of content available for UK audiences. We refer to this effect as 'crowding out'. Crowding out is not the only way in which the BBC can harm competition – for example, there is a risk that BBC activity may cause harmful impacts on services elsewhere in the UK media supply chain.

BBC's local / regional news services. We also committed to providing an update of our view on the BBC's position in local news sectors on a yearly basis in our Annual Report on the BBC.

[Annex 3](#) sets out our most recent data on viewing and listening to local news for the BBC and commercial operators. Our overall view on the BBC's position in local news has remained the same as those stated in the Review of Local Media report, as the updated data shows broadly the same picture across the audiovisual, audio and online sectors:^{232, 233}

- **Regional news on TV:** The viewing shares show that the BBC remains relatively large in terms of nations / regional news viewing (accounting for 65% of it) and this continues to vary across the nations, with the BBC's viewing shares of regional news being higher in Wales (71%), and lower in Scotland (53%) and Northern Ireland (56%).²³⁴
- **Local news on radio:** Our recent survey on local news and media use indicates a slight decline in the use of BBC nations / local radio for local news and information since 2023 (12% in 2025, down from 16% in 2023).²³⁵ This is in line with overall listening to BBC nations / regions stations, which has continued to decline (down 8% year on year) and remains lower than listening to local / regional stations from commercial operators.²³⁶ The reach of BBC nations / regions radio stations also continues to vary across the UK with weekly reach higher for Northern Ireland (29%), Scotland (18%) and Wales (17%) compared to the UK average (12%).²³⁷
- **Local online news:** the page view shares show that the BBC's share has remained largely the same for the UK overall, and the BBC's position continues to differ within the nations with BBC's share remaining particularly high relative to commercial local news providers in Wales. Our recent survey indicates that the percentage of respondents that use the BBC website or app for local news and information has remained steady at 37% of UK adults in 2025 (35% in 2023); while the percentage of respondents that use local groups or accounts on social media has decreased to 34% of UK adults in 2025 (from 38% in 2023).²³⁸

²³² The European Broadcast Union's recent [report](#) assesses the impact of PSM activities on commercial online news publishers, but it is difficult to apply its findings to the UK as it is mainly a cross country study.

²³³ We also issued a formal information request to the BBC on local news as part of our ongoing monitoring programme, and we understand that the BBC has not made any significant changes to local news provision since our Review of Local Media report last year.

²³⁴ Barb as-viewed, all individuals (4). TV sets and other devices connected to the home WiFi. Viewing includes live, recorded playback and on-demand.

²³⁵ Ofcom Local News and Media Survey 2025.

²³⁶ RAJAR Q1 2025 vs Q1 2024 data on a 12-month weight.

²³⁷ RAJAR Q1 2025 data on a 12-month weight; reach of BBC Local Radio in BBC Radio Ulster TSA, BBC Radio Scotland TSA, BBC Radio Wales TSA and All Radio TSA.

²³⁸ Ofcom Local News and Media Survey 2025. The difference in the percentage of respondents that use "BBC website or app" and "local groups or accounts on social media" is not statistically significant.

6. Content standards

Content Standards over the Charter Period, including highlights for this year

Following recommendations by Ofcom, the BBC has improved its complaints handling processes over the Charter and increased the transparency of its editorial decision-making, by publishing its decisions on all complaints it has not upheld at the final stage of its complaints process. The BBC has also taken action to address audience concerns about its due impartiality and we will continue to engage with it to understand how it delivers due impartiality to audiences. When editorial standards challenges arise, we expect the BBC to act swiftly and transparently to uphold and maintain audience trust.

BBC Performance in 2024/25:

- In 2024/25, overall BBC complaint volumes to Ofcom decreased, driven in part by fewer due impartiality complaints about BBC content than in previous years, but also as a result of a spike in figures for 2023/24 following the BBC's coverage of the Israel-Gaza war.
- Ofcom launched nine investigations into BBC content over 2024/25. This included eight Fairness and Privacy investigations, of which two were upheld.²³⁹
- We carried out one content standards investigation and, in October 2025, we found the BBC in breach²⁴⁰ of our Code rule on material misleadingness in relation to the documentary *Gaza: How to Survive a War Zone*.²⁴¹ We considered that this failing had the potential to erode the significantly high levels of trust that audiences would have placed in a BBC factual programme about the Israel-Gaza war. Given the seriousness of this breach, we directed the BBC to broadcast a summary of our findings.
- During the 2024 UK General Election, Ofcom received 396 complaints relating to the impartiality of BBC election content. We assessed all complaints and none warranted further investigation by Ofcom.

The BBC Board is responsible for the BBC's editorial policy and the setting of and adherence to the BBC's Editorial Guidelines. Ofcom has a role in regulating content standards on the BBC's TV, Radio and on-demand content.²⁴² We do this through our Broadcasting Code ("the Code"), which applies to all broadcasters we regulate.²⁴³ The BBC also has its own [Editorial Guidelines](#), which incorporate the requirements of the Code but extend further in certain areas of BBC editorial policy.

²³⁹ [Issue 497](#) and [Issue 496](#).

²⁴⁰ [Broadcast and On Demand Bulletin Issue 531, *Gaza: How to Survive a Warzone*, 17 October 2025.](#)

²⁴¹ This investigation was launched in July 2025, outside of the reporting period for the 2024/25 performance cycle, but we are reporting it here due to the high public interest in the case.

²⁴² Ofcom has set [procedures](#) to handle complaints about the BBC's TV, radio and on-demand programmes that have been referred to us. We are not currently required to resolve complaints about standards in the content of BBC online material and Ofcom has no related enforcement powers. However, Ofcom is required to consider and give an opinion, including such recommendations as it considers appropriate, on whether the BBC has observed the relevant editorial guidelines in the content of its online material.

²⁴³ Ofcom's remit is set out in the BBC's Charter and Agreement. It applies to the BBC's relevant UK public services but does not extend to other BBC content, for example on the BBC World Service. Our Annual Report on the BBC therefore only refers to content standards insofar as they relate to content on the BBC's relevant UK public services.

Ofcom additionally has oversight of how the BBC First complaints system is performing more generally,²⁴⁴ setting [complaints determinations](#)²⁴⁵ to increase transparency, assessing serious editorial breaches and engaging with the BBC to understand how it is upholding its [Impartiality and Editorial Standards Action Plan](#).

In this chapter we review the BBC's performance in 2024/2025 as well as across the Charter Period.

Our approach to enforcing BBC content standards over the Charter Period

In 2022, [we made several recommendations](#) to the BBC across four key areas.²⁴⁶ This Periodic Review is an opportunity for us to consider how the BBC has implemented our recommendations and more generally how it has improved its handling of complaints and compliance with the Code over the last three years. We provide an overview of these areas below:

BBC complaints

Since becoming the regulator of the BBC for the full Broadcasting Code in 2017, Ofcom has assessed over 20,000 BBC standards complaints. We have carried out nine content standards investigations and found the BBC in breach on five occasions. We also put in place complaints determinations in 2017 in relation to the BBC's complaints handling. We have revised these periodically, including in 2022 when we added a requirement for the BBC to publish its reasoning for all due impartiality and due accuracy complaints that reach the final stage of its complaints process. The number of published decisions from the BBC has since increased and we outline these figures in this section. We also provide further information on our complaints statistics and strategic oversight of the BBC's complaints process over the years, including on Fairness & Privacy and BBC online material complaints.

BBC impartiality

The BBC's impartiality has been a recurring issue in our previous Annual Reports on the BBC. We have engaged closely with the BBC to monitor its progress in implementing the recommendations of the [Serota Review](#) and its Impartiality and Editorial Standards Action Plan. In 2023, the BBC reported that it had completed this implementation phase. We will continue engaging with the BBC to understand how it delivers due impartiality to audiences. For example:

- receiving regular updates on its thematic reviews of output in key areas of public debate, for example the forthcoming review into identity and portrayal and its intention to launch a future review on the BBC's coverage of the Israel/Gaza conflict;

²⁴⁴ We explain the BBC First complaints system later in this chapter.

²⁴⁵ Our Complaints Handling Determinations set out the information we require the BBC to publish and to provide to us about the functioning of the BBC First system.

²⁴⁶ We recommended that the BBC (i) improve BBC First to make it clearer and simpler for audiences to make and escalate complaints; (ii) be more transparent and open about its decision-making; (iii) provide early information to Ofcom about potentially serious editorial issues and (iv) to maintain public confidence the BBC must address concerns arising from perceptions of its due impartiality.

- increasing transparency by continuing to require the BBC to alert us at an early stage to potential serious editorial breaches so we can assess whether Ofcom needs to intervene early on a complaint if necessary; and
- monitoring the BBC's increased reporting of its impartiality complaints as a result of our revised complaints determinations in 2022.

We provide an update on the due impartiality and due accuracy complaints and investigations we have carried out since 2017 in this section.

BBC First complaints process

Since becoming the regulator of the BBC for the full Broadcasting Code in 2017, Ofcom has carried out two mystery shopping exercises into the BBC First complaints system to assess how it is performing for audiences.²⁴⁷ Following both reviews, we made recommendations to the BBC to improve its process including:

- improving the transparency and clarity of its responses;
- ensuring the correct information is included; and
- making sure that responses are timely and that complaints made across post, phone, webform and textphone are handled consistently.

The BBC has made a number of improvements as a result of our reviews, such as: restructuring its complaints team; implementing a new internal reporting mechanism; conducting its own reviews of its complaints process on an ongoing basis; introducing and updating a [complaints video](#) on the BBC Complaints website; and improving the script its call agents use.²⁴⁸ Ofcom will continue to engage with the BBC to monitor any further changes they make to improve the complaints process.

New powers

As part of the Government's [Mid-Term Review of the BBC](#) in January 2024, DCMS made recommendations to Ofcom and the BBC related to the BBC's editorial standards, impartiality and its complaints process. To carry out these recommendations, Ofcom requires new powers which are due to come into effect when a revised Framework Agreement is published. We have already implemented one recommendation: last year Ofcom began to publish details of complaints which the BBC has already upheld or partly upheld and which we have decided not to investigate, in order to better explain our rationale for taking no further action.²⁴⁹ The areas we expect to work on in the future include: establishing a new BBC Online Material Code which will enable us to regulate the BBC's online material in the same way as we currently do for the BBC's broadcast and on demand content;²⁵⁰ reviewing samples of BBC Executive Complaints Unit (ECU)²⁵¹ decisions that have not been escalated to Ofcom; and working with the BBC to raise awareness amongst audiences of BBC First.

²⁴⁷ Our first [BBC Mystery Shopping project](#) was carried out in 2022 and consisted of a test of 50 BBC complaints. In 2024 we carried out a [larger scale exercise](#) testing over 500 BBC complaints.

²⁴⁸ [Ofcom Annual Report on the BBC 2022/23](#), p. 76 and BBC-Ofcom discussions on BBC mystery shopping.

²⁴⁹ For example, see this page of Ofcom's [Broadcast and On Demand Bulletin](#) which gives details of BBC Standards complaints assessed, not pursued.

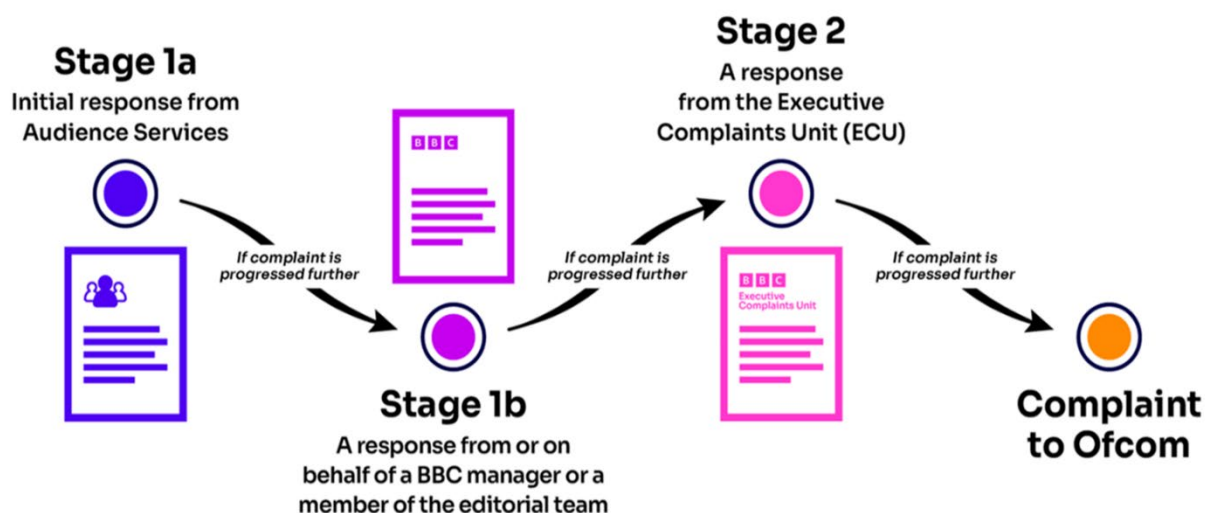
²⁵⁰ See footnote 247 for an explanation of our current remit regarding BBC online material.

²⁵¹ The BBC's ECU considers complaints at the final stage (Stage 2) of the BBC's own complaints process. It is tasked with considering complaints impartially and independently of the interests of the programme makers and content providers.

Complaints handling analysis

Unlike other broadcasters, the BBC can resolve audience complaints before they can be escalated to Ofcom.²⁵² For broadcast and on-demand content, Ofcom assesses complaints under the [Code](#) and may take enforcement action. Figure 7 below shows the stages of this process.

Figure 7: The process for audiences who have complained about the BBC



The BBC met its complaints response targets in 2024/25

As shown by the BBC's own complaints statistics, the BBC received 160,465 complaints at Stage 1 in 2024/2025, a decrease of 19,278 complaints from 2023/2024. 95% of Stage 1a complaints were handled within ten working days, against a KPI target of 93%.²⁵³ This is an improvement from 2023/2024 when the BBC just missed its KPI target (achieving 92%).

A key part of the BBC First system is the investigations carried out by the BBC's ECU at stage 2. The ECU's KPI is to complete 80% of its investigations within 20 working days for Stage 2 complaints and 35 working days for complex stage 2 complaints.²⁵⁴ In 2024/2025, 89% of complaints were concluded at this stage within these targets. This is an improvement from 2023/2024 when 78% of complaints were concluded within the timeframe.

The ECU dealt with 658 editorial complaints at stage 2 in 2024/25 and there were 40 breaches in editorial standards.²⁵⁵

Ofcom has received fewer complaints this year compared to previous years in the Charter

Between 1 April 2024 and 31 March 2025 Ofcom received 2,204 complaints about BBC content. Of these, only 157 had completed the BBC's complaints process and therefore we referred the remainder back to the BBC.

²⁵² The BBC First System, is implemented by Parliament and reflects the [BBC's Charter and Agreement](#).

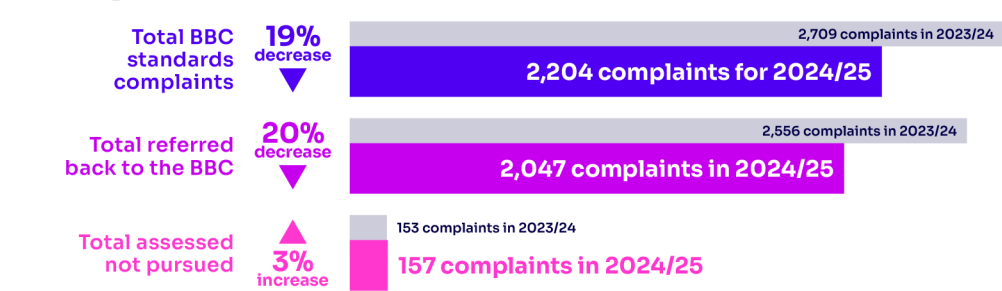
²⁵³ BBC Annual Report & Accounts 2023/24 p.123.

²⁵⁴ BBC Annual Report & Accounts 2023/24 p.123.

²⁵⁵ BBC Annual Report & Accounts 2024/25 p.121.

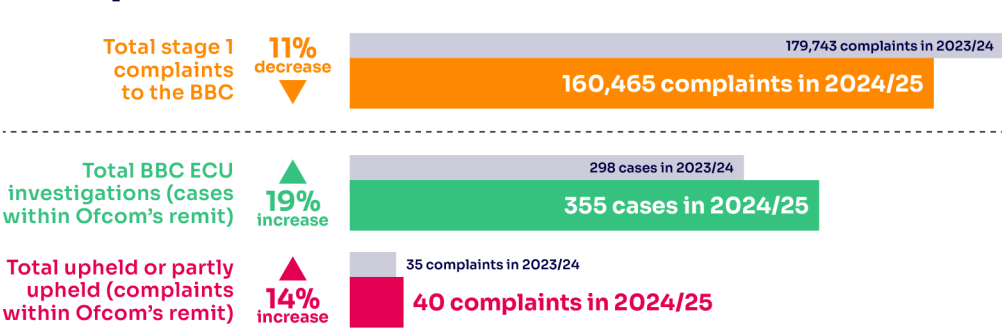
Figure 8: Overview of Complaints dealt with under the BBC First system in 2024/25

Complaints to Ofcom



No complaints were assessed as raising issues which warranted investigation.

Complaints to the BBC



Although the chart above indicates that we did not launch any investigations over this period, in this report we have included a case study on our investigation into the documentary “Gaza: How to Survive a War Zone”. This investigation was launched in July 2025, outside of the reporting period for the 2024/25 performance cycle, but we are reporting it here due to the high public interest in the case.

Case Study: Gaza: How to survive a War Zone

Gaza: How to Survive a War Zone (“the Programme”) was a documentary which followed the experiences of four children and several adults living through the war in Gaza. Shortly after broadcast, allegations were made that the father of the 13-year-old narrator held a position in the Hamas Government, which was not mentioned in the Programme. On 19 February 2025, the BBC published information about this on its website and added text to the iPlayer version to clarify the context of the narrator’s father. On 21 February 2025, the BBC removed the Programme from iPlayer, pending an Editorial Review and the findings of its ECU, in accordance with the “BBC First” framework. The BBC’s Editorial Review and ECU findings, which were published on 14 July 2025, found that the BBC had breached one of its Editorial Guidelines in relation to Accuracy.

Ofcom received 20 complaints about the Programme which had completed the BBC First process. While some complaints did not raise issues warranting investigation, we investigated whether the omission of the information about the family links of the narrator was materially misleading so as to cause potential harm to viewers, in breach of Rule 2.2 of the Broadcasting Code.

Our investigation found that the Programme’s failure to inform the audience of the narrator’s familial link to the Hamas-run administration was materially misleading. It meant that the audience did not have critical information which may have been highly relevant to their assessment of the narrator and the information he provided. We concluded that this had the potential to erode the very high levels of trust audiences would have placed in a BBC factual programme about the Israel-Gaza war, particularly in circumstances where international journalists were unable to gain independent access to Gaza to report on the war and audiences were searching for reliable sources of information. Ofcom’s decision was that the Programme materially misled audiences so as to cause harm, in breach of Rule 2.2 of the Broadcasting Code. Given the seriousness of the breach, we imposed a sanction on the BBC who were directed to broadcast a statement of our findings.

When analysing the numbers of complaints we have received about BBC content over the Charter, world events such as Covid, Brexit, elections and global conflicts have been relevant factors in driving spikes in the complaint numbers. For example, we assessed 5,429 BBC standards complaints in 2020/21, the highest we received in any one year over the Charter period, which was driven by the pandemic.²⁵⁶

The number of complaints Ofcom receives in relation to the BBC’s due impartiality has been the highest category across the Charter, particularly in 2019/2020 due to Brexit and COVID-19. The number of Fairness and Privacy and BBC online material complaints have remained steady since 2023/24.²⁵⁷

There has been an increase in the reporting of serious editorial breaches to Ofcom

Since our June 2022 review, the BBC has been routinely reporting potential serious editorial breaches across its content to Ofcom.²⁵⁸ By alerting Ofcom to these potential breaches at an early

²⁵⁶ See Annex 4: Content Standards, Figure A4.1.

²⁵⁷ Some higher levels of online material complaints in previous years related to high numbers of complaints received about single pieces of BBC online material.

²⁵⁸ We have established a [protocol](#) for communication between the BBC and Ofcom where cases fall under the BBC’s procedures for self-initiated investigations of potential breaches of editorial standards and fast-tracked cases.

stage, we are able to assess whether there are any exceptional circumstances which would prompt us to step-in ahead of the complaint completing BBC First.

During 2024/25, the BBC informed Ofcom it had identified what it considered to be five serious editorial breaches.²⁵⁹ Ofcom did not consider it necessary to take any further regulatory action regarding these breaches, given the steps already taken by the BBC.

The number of BBC due impartiality and due accuracy complaints Ofcom received has decreased

During the 2024/25 period, the number of complaints we received about due impartiality in BBC content decreased from 1,785 (57% of all BBC complaints to Ofcom) in 2023/24 to 827 (33%).²⁶⁰ These figures for due impartiality cover both BBC Standards and BBC Online Material complaints.

Of the 827 complaints (662 cases) we assessed in 2024/25:

- 110 complaints (110 cases) were not pursued/not accepted as we did not consider they raised issues warranting investigation under our Code or (for online material) under the relevant BBC Editorial Guidelines that warranted consideration by Ofcom;
- the remaining 717 complaints (552 cases) were referred back to the BBC to complete the BBC's complaints process; and
- no cases were referred for investigation.

Overall, the BBC has largely complied with our rules on due impartiality since 2017/18. We have carried out six investigations related to due impartiality and due accuracy over the Charter period, concluding that the BBC was in breach on three occasions.²⁶¹

As part of the BBC First process, the BBC's ECU investigates complaints about due impartiality before they are raised with Ofcom. During the 2024/25 period, of the 18 cases that the BBC's ECU upheld or partly-upheld, six related to due impartiality. Since the start of the current Charter period in 2017, the BBC's ECU has upheld or partly-upheld cases in 38 instances (out of a total of 178) where it found that the appropriate standard of due impartiality had not been applied.²⁶²

Ofcom did not refer any complaints about the BBC's UK General Election Coverage for investigation

For the UK General Election in 2024 the BBC implemented bespoke [election guidelines](#) approved by the BBC's Editorial Guidelines and Standards Committee (EGSC),²⁶³ covering due impartiality, fairness to candidates and other matters in its coverage.

Over the course of the 2024 election, Ofcom assessed 14 complaints (eight cases) related to BBC election content and 362 (79 cases) were referred back to the BBC to complete the BBC First process. We did not consider any complaints related to BBC online material.²⁶⁴

²⁵⁹ BBC Annual Report & Accounts 2024/25, p.122.

²⁶⁰ See the summary box on p.66 for an explanation on this decrease.

²⁶¹ See Annex 4: Content Standards, Figure A4.3.

²⁶² BBC response to s.135 Notice of 16 October 2025.

²⁶³ The EGSC is a subcommittee of the BBC Board whose role is explained in the [BBC Annual Report & Accounts 2024/25](#) as being "to ensure the BBC meets the standards set by the BBC Board in its Editorial Guidelines and that the BBC is accountable to the licence fee payer through its complaints process."

²⁶⁴ However, we referred 20 online material complaints (20 cases) back to the BBC to complete BBC First.

During the 2024 General Election, the ECU received 63 stage 2 complaints (30 cases) about election content. 57 of these complaints (26 cases) were not upheld, four complaints (two cases) were found resolved and two complaints (two cases) were upheld.²⁶⁵

Notable complaints received related to BBC elections content were:

- Ofcom received 150 complaints about the *Question Time Leaders' Special*, broadcast on 28 June 2024 on BBC One. Complaints stated that there was a bias against Reform UK/Nigel Farage.
- Ofcom received 43 complaints concerning the fact that Reform UK was not included in the *Question Time Leaders' Special*, broadcast on 20 June 2024 on BBC One. We received an additional 26 complaints about the same issue pre-transmission (these were classified as out of remit).
- Ofcom received 29 complaints that a *BBC Election Debate* broadcast on 7 June 2024 had 'left-wing bias'.

Ofcom assessed all these complaints and did not consider any warranted investigation. For comparison, Ofcom assessed ten BBC standards complaints (ten cases) during the 2017 General Election and four complaints (four cases) during the 2019 General Election; we did not consider any warranted investigation.

Ofcom has continued to investigate Fairness and Privacy Complaints

Ofcom has a duty to ensure broadcasters avoid unjust or unfair treatment or unwarranted infringements of privacy of individuals or organisations who appear in or are directly affected by programmes as they are broadcast (or in connection with the obtaining of material included in them, in the case of privacy). Fairness and Privacy complaints are made by the individuals or organisations directly affected by programmes as broadcast.²⁶⁶ Between 1 April 2024 and 31 March 2025 Ofcom assessed 47 complaints against BBC programmes about alleged unjust or unfair treatment, and/or unwarranted infringement of privacy. This compares to 40 complaints made to Ofcom the year before.

In addition to these, we completed eight fairness and privacy investigations into BBC programmes and two²⁶⁷ of these were upheld.²⁶⁸

When looking at BBC Fairness and Privacy complaints over the Charter period, the numbers have remained consistent ranging from 20 to 50 complaints assessed per year. In total, we have carried out 50 investigations and ten of these were upheld.

²⁶⁵ BBC response to s.135 Notice of 20 August 2025.

²⁶⁶ The BBC First system does not apply to fairness and privacy complaints and, unlike complaints about BBC content standards, these can be made to Ofcom in the first instance.

²⁶⁷ [Issue 497](#) and [Issue 496](#).

²⁶⁸ We reported on one of these cases (*The Detectives: Fighting Organized Crime*) in Ofcom's Annual Report on the BBC 2023-24 as it was important to highlight, even though it was outside the reporting period. We are mentioning it here for completeness as it is captured by the 2024-25 reporting period. This is not a new breach.

Ofcom has provided an Opinion on two Online material cases

In May 2017 Ofcom and the BBC entered into a separate [arrangement relating to online material](#), under which Ofcom can consider and give an independent Opinion on whether the BBC has observed the relevant BBC Editorial Guidelines. As discussed above, under a revised BBC Framework Agreement following the DCMS Mid-Term Review in 2024, Ofcom is due to be given new powers to regulate the BBC's online material.

This year we assessed and closed 58 complaints (58 cases), compared to 45 complaints (42 Cases) last year, regarding the BBC's online material. A further 254 complaints (239 cases) were referred back to the BBC under the BBC First approach or were found to be outside our remit.

Of the 58 cases Ofcom assessed in 2024/25, 56 were closed as 'not accepted' following assessment by Ofcom. The remaining two cases were found, on closer assessment, to be out of Ofcom's remit and they were closed on this basis. In addition to these 58 assessments, Ofcom provided an Opinion on two cases:

- i) In April 2024, we issued an Opinion that the BBC observed Section 3: Accuracy, Section 6: Fairness to Contributors and Consent and Section 15: Conflicts of interest of the BBC's Editorial Guidelines in relation to an article about allegations that the broadcaster, Al Jazeera, had failed to address staff complaints of inappropriate behaviour taking place at its headquarters in Doha, Qatar on the BBC News website '*Al Jazeera staff allege harassment and bullying went unchecked*'.²⁶⁹
- ii) In May 2024, we issued an Opinion that the BBC observed Section 4: Impartiality and Section 6: Fairness to Contributors and Consent of the BBC's Editorial Guidelines in relation to an online article reporting on the online safety measures in place on the OnlyFans website, '*Young children exploited on OnlyFans, says US agent*'.²⁷⁰

Over the Charter, we issued seven opinions on BBC online material. We determined that the BBC had not observed its Editorial Guidelines in three cases.²⁷¹

Ofcom has provided an Opinion on two online material cases assessed per year. In total, we have conducted 50 investigations and ten of these were upheld.

The BBC has increased the transparency of its complaints reporting

The BBC continues to increase the transparency of its complaints reporting. In our 2022 review, we revised our requirement for the BBC to publish its reasoning in 'not upheld' decisions.²⁷² In 2024/25, the BBC increased its transparency in this area:

- between 4 July 2022 and 31 March 2023 the BBC published its reasoning in 188 not upheld cases;
- between 1 April 2023 and 31 March 2024 the BBC published its reasoning in 186 not upheld cases; and

²⁶⁹ [Broadcast and On Demand Bulletin, Issue 496.](#)

²⁷⁰ [Broadcast and On Demand Bulletin, Issue 498.](#)

²⁷¹ See Annex 4: Content Standards, Figure A4.5.

²⁷² In accordance with our current Complaints Determinations, the BBC is required to publish its reasoning for (i) all decisions related to a complaint about due accuracy or due impartiality that reach the final stage of its complaints process and (ii) all decisions related to a case where the BBC has received more than 100 complaints about the item at Stage 1a.

- between 1 April 2024 and 31 March 2025 the BBC published its reasoning in 240 not upheld cases.²⁷³

We welcome the BBC's increased reporting in this area and, more widely, the action it has taken since our first Periodic Review to improve its complaints handling processes.

Across the reporting period, the BBC's overall compliance across broadcast, on-demand and online material has been strong and we acknowledge the continued focus the BBC is giving to delivering due impartiality to audiences. However, the BBC's editorial standards remain a topic of intense focus for audiences, along with its complaints handling. We will continue to monitor the BBC's work in these areas and will engage closely as Ofcom prepares for its new powers.

²⁷³ BBC email to Ofcom 17 November 2025.