



# BBC World Service

Annual Review 2000/2001



BBC World Service – the world's reference point © BBC

## Our aims for the future

To be the world's best known and most respected voice in international broadcasting, thereby bringing benefit to Britain.

To be the world's first choice among international broadcasters for authoritative and impartial news and information, trusted for its accuracy, editorial independence and expertise.

To be the world's reference point – a global hub for high quality information and communication

- projecting Britain's values of trustworthiness, openness, fair-dealing and creativity, enterprise and community
- providing a forum for the exchange of ideas across cultural, linguistic and national boundaries
- promoting the English language, learning and interest in modern, contemporary Britain
- offering a showcase for British talent across the world

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## Chairman's introduction

### A world record breaker

In 2001 World Service achieved its highest audience ever – 153 million weekly listeners across the world.

At a time when it often seems fashionable to knock established British institutions, the World Service has pulled off a remarkable feat. In 2001 it achieved its highest audience ever – 153 million weekly listeners across the world. Its audience is bigger than the no. 2 and no. 3 competitors combined. The World Service has consolidated its position as the best known and most respected voice in international broadcasting. A recent independent survey revealed that 98% of all MPs agree that BBC World Service brings significant benefit to Britain.

What this year's record radio audience figure does not reveal is the World Service's achievement in preparing itself for the digital age. Listeners in all 43 languages, with access to the web, can now hear World Service programmes online anywhere in the world. Online traffic has gone up by 62%. A whole new audience has opened up, taking the World Service into a new era as a multimedia broadcaster.

We welcome the Government's decision to provide extra funding over the next three years to support online development, the expansion of the World Service FM presence and the upgrading of the transmitters in Cyprus and Singapore. This increased investment will help to ensure that BBC World Service has a strong future to match its past.



We must continue to focus on high quality and authoritative content. BBC World Service is committed to bringing audiences independent, impartial news and information that can be trusted, and a broad international agenda, offering insight and analysis that no competitor can match. The commitment and professionalism of our staff, sometimes in dangerous circumstances, makes all this possible. I pay tribute to them for a year of outstanding achievement.

In her capacity as a BBC governor, Dame Pauline Neville-Jones has special responsibility on the Board for BBC World Service and chairs the World Service Consultative Group. She takes a keen and active interest in World Service affairs and I would particularly like to thank her for the valuable knowledge and guidance which she contributes.

I am delighted that more and more UK citizens can now hear World Service programmes at home in a growing number of ways, including through the internet, digital radio and digital satellite. I am one of those regular daily UK listeners – I can thoroughly recommend it.

A handwritten signature in blue ink that reads "Sir Christopher Bland".

Sir Christopher Bland  
BBC Chairman

## Director's overview

### Building for the future in a changing world

Online traffic to the World Service and World News sites grew 62% to 39.3 million monthly page impressions by March 2001.



Radio audiences are at record levels, internet investment is paying strong dividends and FM expansion is ahead of target. But BBC World Service must sustain the pace of development if it is to continue competing as successfully in fast-changing markets across the world.

This year's record audience figure of 153 million weekly listeners, our largest audience ever, represents a tremendous vote of confidence in the World Service from listeners – just as the 3.8% real-terms growth in funding over the next three years is important recognition by the British Government of our importance and impact.

The welcome Government Spending Review 2000 settlement provides an extra £64 million over the three years 2001-2004, enabling us to launch a crucial development programme, supported by our own efficiency savings. However, while celebrating the year's achievements in this review, it is right to strike a note of caution.

Competition continues to intensify across the world, led by deregulation and an explosion in the number of new radio and television stations. In the battle for listeners, it will be tough to maintain our recent growth.

Our global audience has increased by two million listeners following a comprehensive programme of independent audience research surveys carried out in 29 countries. Gains were seen in Nigeria, Kenya and Saudi Arabia. The strong performance across Africa and the Middle East was the foundation for overall audience growth. However, audience losses were recorded in Russia and Pakistan.

We achieved our target of being present on FM in 120 capital cities of the world. This represents 62% of the world total. The FM capability is critical in highly competitive urban markets and much of our FM presence is through re-broadcasting partnerships with local stations. Our aim is to be present on FM in 70% of all capital cities by the end of 2003/04.

Our internet growth is surpassing expectations. Online traffic to the World Service and World News sites grew 62% to 39.3 million monthly page impressions by March 2001. All 43 language services now provide audio online, and we have introduced major interactive sites in Arabic, Chinese, Russian and Spanish as well as English. In Arabic alone, monthly page impressions have increased from one million to nearly four million in a year.

These internet services complement our radio offer and are connecting the world in new and sometimes surprising ways. When I was in Sydney recently, I met a cab driver who was listening to our English programmes being rebroadcast via ABC in his car. A Somali exile, he told me that he and his friends now gather at his flat every evening to listen to the BBC Somali service online.

In all markets, our role is to complement national and local media, placing the emphasis on high quality, independence and impartiality, and the authority and expertise of our journalism.

A strong future for the World Service is something that matters deeply, above all to our 153 million listeners – and, as I am constantly reminded, that includes all kinds of people.

Creatively this was an impressive year, with many successful and inspiring series. We broke new ground with our landmark coverage of the international drugs trade, AIDS, and human rights, bringing together the resources of English and other language services both on radio and the internet. We strengthened business news. Our biggest coverage ever of the Olympic Games led a strong year for sport.

Throughout the year, our news programmes provided outstanding coverage of key events such as the fall of President Milosevic, the collapse of the Middle East peace process, unrest in Indonesia, conflicts in West Africa, the US presidential race, the Indian earthquake and issues of EU enlargement and global warming. Once again the dedication of our journalists in the field has been unflinching. We deplore the intimidation and violence some have suffered. The death of Mayilvaganam Nimalarajan, a reporter for our Tamil and Sinhala services, attacked in his home in Jaffna, is a matter of deep regret and sorrow.

Last April we relaunched our English service. In addition to the new provision of eight separate English programme streams to eight time zones, a modernised programme schedule offers increased flexibility to react to breaking news and more tailored schedules for different parts of the world. The new level of 42 million weekly listeners represents the English service's highest ever audience.

BBC Monitoring, based at Caversham near Reading, achieved high customer satisfaction ratings, expanding its electronic delivery and coverage capability. Monitoring the world's media in more than 150 languages across more than 100 countries, it, too, achieved a good Spending Review outcome enabling it to develop services for its key stakeholders, the Foreign and Commonwealth Office, the Ministry of Defence and the World Service.

In London, World Service staff are preparing for the move from our historic home at Bush House to the BBC's new global broadcasting centre at Portland Place in 2006/07. As we draw up detailed plans to join domestic radio and BBC news at the centre, there is a keen sense of looking forward.

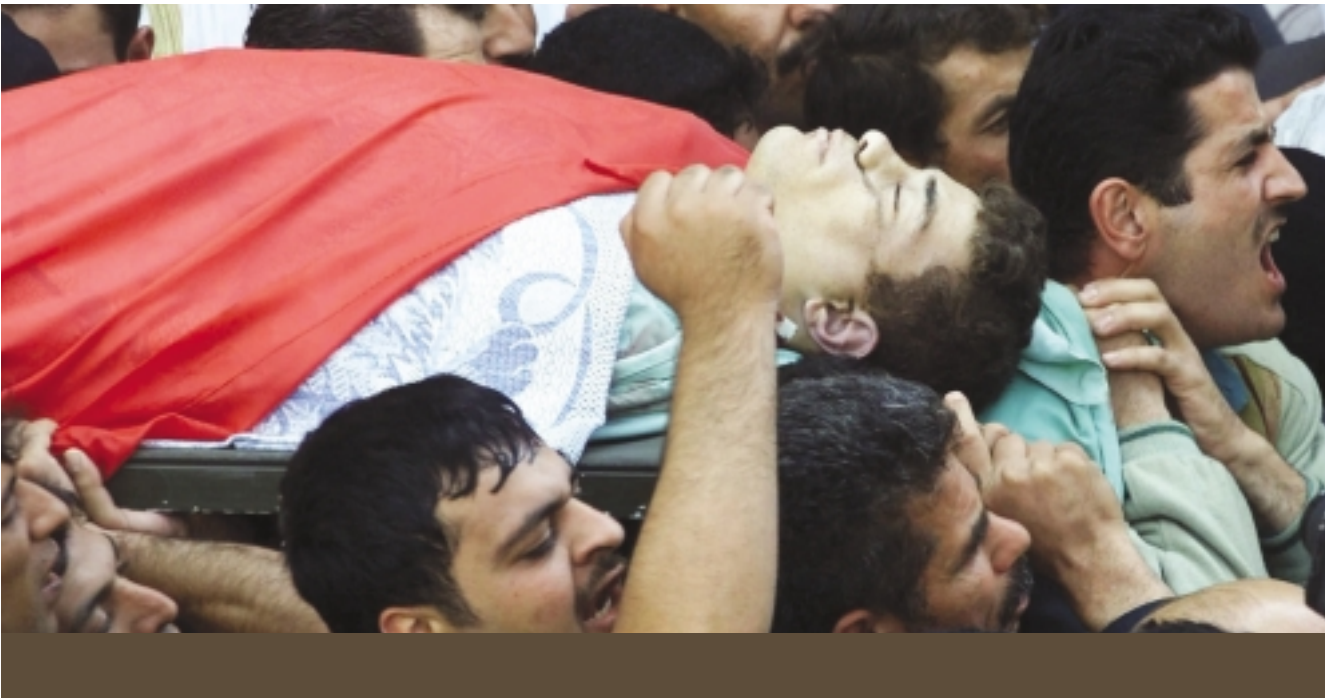
A strong future for the World Service is something that matters deeply, above all to our 153 million listeners – and, as I am constantly reminded, that includes all kinds of people. When I visited Malawi recently for the launch of our new FM transmissions in Lilongwe and Blantyre, I was delighted to hear directly from President Bakili Muluzi that he listens regularly to our programmes *Network Africa* and *Focus on Africa*. Later, Dick Zango Mhone, a boatman on the Shire River who's been listening since he was a child, told me one of the best things that has happened to him this year is that, at last, he can hear us on FM.



Mark Byford  
Director, BBC World Service



Top: Denise Lewis, Olympic gold medal winner in the Women's Heptathlon. BBC World Service provided its most ambitious ever Olympic Games coverage from Sydney in September 2000. The centrepiece was the daily two-hour *Olympic Sportsworld* which carried reports, commentaries and interviews with athletes and officials. © PA Bottom: *Shadow Trade*, a special series of programmes in June 2000 focused on the international drugs trade worth an estimated \$400 billion annually. © AP



Top: Both the Arabic and English services provided special programmes and debates throughout the year as the Middle East peace process collapsed. © AP Middle: Responding to the devastating earthquake in Gujarat, India in March 2001, the Hindi service provided extended output and a special lifeline linking dispersed families. © AP Bottom: Comprehensive coverage of two key historic elections in Yugoslavia and the USA included full analysis of the global implications of the results. © AP

## A year in review

### Journalistic lifelines – BBC World Service News

'They don't just give the news about what's happening to the rest of the world but to the people who are directly affected.'

From the fall of Slobodan Milosevic to the election of a new American president, from unrest in Indonesia and fighting in Sierra Leone to the escalation of violence in the Middle East, one feature above all has distinguished World Service news coverage in the past year: its commitment to eyewitness reporting.

#### On the spot reportage

'We have been covering places like West Africa and Afghanistan year after year, putting in serious resources and effort when they haven't been in the headlines,' says Bob Jobbins, outgoing director, English Networks and News. 'As a result we have built up significant audiences in those areas.'

The work of correspondents such as Mark Doyle and Kate Clark in these areas illustrates how a committed presence pays off when major developments suddenly force the story into the world's headlines. Moreover, their reports are vital to the local population.

'They may not be well known in Britain – but in their target areas they are journalistic lifelines,' says Jobbins. 'They don't just give the news about what's happening to the rest of the world but to the people who are directly affected.'

Overseas reporters for the 43 language services work alongside BBC staff correspondents. But as the death of a Sri Lankan reporter this year makes chillingly clear, it can be dangerous work for anyone involved, despite all the precautions.

'Many of our reporters have to live and work in difficult circumstances and sometimes in places that are dangerous,' accepts Jobbins. 'We would not sacrifice somebody's security or safety for the sake of a story. But sometimes in the local political environment their work can become dangerous or controversial very quickly.'

#### Sri Lanka

An overseas reporter in Sri Lanka who regularly worked for the BBC Tamil and Sinhala services, Mayilvaganam Nimalarajan was at his home in Jaffna with his parents when gunmen broke in. The attack left him dead, his father seriously injured and his mother traumatised. His wife and small children were not present during the attack.

'We believe that the attack took place because of his reporting on the recent election campaign,' says Elizabeth Wright, head of Asia & the Pacific. 'There had been many accusations of dirty tricks and vote rigging, and Nimal had filed regularly. It highlights the dangers our journalists face all the time.'

Colleagues say he often talked about the risks of working in one of the most dangerous areas in the world, but this never prevented him from doing his job – or campaigning for press freedom.

'So many people listen to the BBC and you want to get the news right for them.'



#### West Africa

Mark Doyle (1) led the field with his reports from Sierra Leone and Guinea on themes of migration, refugees and conflict. On reporting from Africa, he says: 'Like anywhere, it's full of ordinary people just getting on with their personal lives. Anyone who claims to be an "expert" on Africa – as if it were a homogenous region where simple rules apply – is either arrogant or just plain silly.'

#### Afghanistan

After accusing the BBC of biased reporting of its order to destroy Afghanistan's Buddhist statues, the ruling Taliban government ordered Kate Clark (2), the BBC's Kabul correspondent, to leave the country. 'I've always known I could have to leave at a moment's notice, and always tried not to get too attached. But still, the order to leave was a huge shock,' she said. 'So many people listen to the BBC and you want to get the news right for them.'

#### Yugoslavia

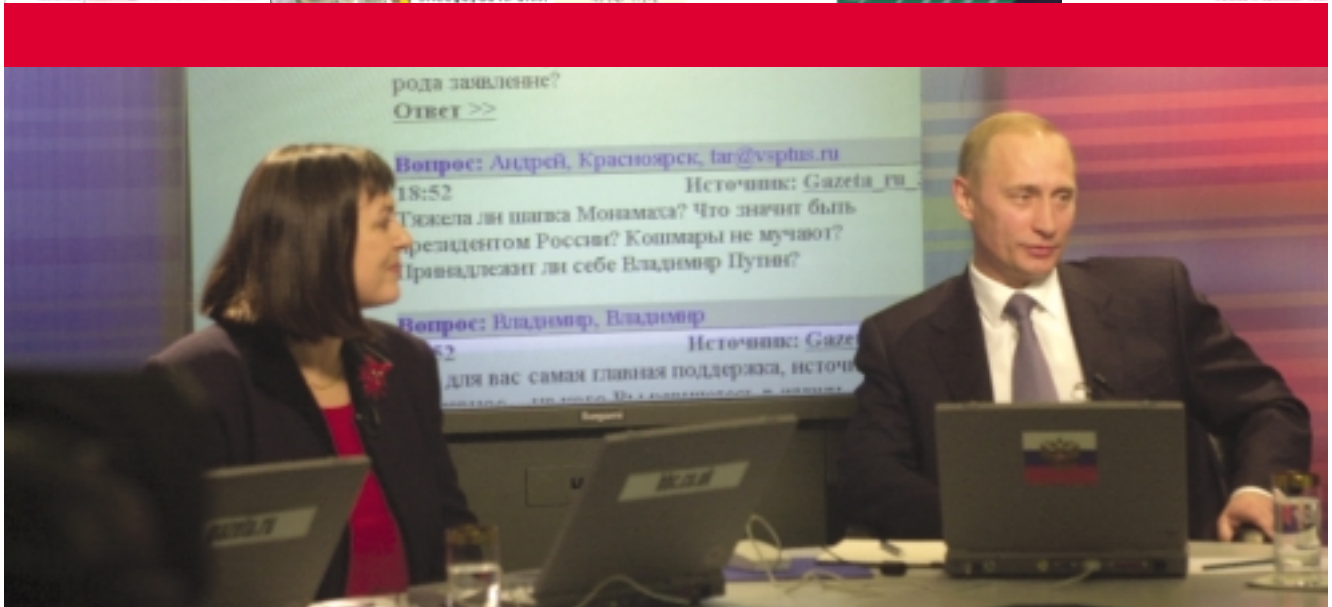
Belgrade correspondent Jacky Rowland (3) was summoned to the army press centre three days before the elections in September 2000 that led to the fall of President Milosevic. 'An evil media war is being waged against Yugoslavia,' announced information minister Goran Matic. '[It is] more dangerous than the Nato bombing campaign. And in this very room I can see the BBC correspondent, Jacky Rowland, who says the elections are already over and the opposition has won.'

#### Zimbabwe

First he was ordered by the authorities to leave Zimbabwe at 24 hours notice. Then BBC correspondent Joseph Winter (4) was forced to take refuge with his wife and small daughter at the British High Commission when a group of men tried to break into his house. 'We were terrified, and we didn't know what was going to happen to us,' he said. 'After intimidating opposition supporters, local journalists, lawyers, judges, and now the foreign press, there are people in Zimbabwe asking, who will be next?'



Top left: BBC World Service led the way with its coverage of the destruction of the ancient Buddhist statues in Afghanistan. © PA Top right: The Serbian service was the first international broadcaster to be transmitted again on Yugoslavia's leading independent radio station B-92 following the fall of President Milosevic in October 2000. © AP Centre: Live coverage of the Wimbledon tennis championships was broadcast every day of the tournament, featuring match commentaries, personality interviews and a comprehensive results service. © PA Bottom: The BBC Indonesian service, together with Jakarta correspondent Richard Galpin, faced a challenging year providing strong coverage of the political developments and unrest in Indonesia. © AP



Top: Surfing the net in Riyadh. In October 2000 bbarabic.com was voted best Arabic news site at the Visa International and arabianbusiness.com awards. © AP Middle: Audio from each of the 43 language services is now available on the World Service website. Bottom: President Putin took part in a special live webcast in March 2001 which generated more than 24,000 questions – in English and in Russian – emailed from across the world. © BBC (Jeff Overs)

## A year in review

### Making a global impression – Internet services

'Our online services complement radio output, enabling us to make the most of our investment in journalism and programme-making.'

Audio from all 43 language services is now available online and major sites have been developed in Arabic, Chinese, Russian and Spanish. Impressive growth has taken total page impressions to nearly 40 million a month, significantly ahead of target.

Over the year, use of the BBC Arabic site alone tripled to nearly four million page impressions a month. Success like this is a remarkable achievement and strong endorsement of the World Service's internet strategy. Across World Service and World News sites, page impressions have reached 39.3 million a month, 9.3 million ahead of target. World-class sites, updated 24 hours a day, seven days a week, have been launched in Spanish and Russian, joining Arabic, Chinese – and of course English.

'The internet is a very powerful tool to reach potential users of the World Service in a contemporary way,' says deputy director Nigel Chapman. 'Our online services complement radio output, enabling us to make the most of our investment in journalism and programme-making. Through the internet, we can reach audiences who may not be able to hear us on FM or even on short wave. We can offer a depth of content that would not be possible on radio, and audiences can interact in new ways such as online discussions. What's more, it's an on-demand medium, so you can hear the latest edition of *Newshour*, *The World Today* or any other programme you missed at a time when it suits you.'

The award-winning Arabic site has introduced a new debating forum and is providing an increasing amount of background information and reference material. 'From our experience, what attracts users is high quality content rather than flashy images and technology,' says Hosam El Sakkari, head of BBC Arabic Online. 'To move ahead we must build on our ability to provide multimedia content. Given the resources, one of our priorities would be to provide video with Arabic commentary, and to offer more interactivity.'

For World Service as a whole, staying ahead of the competition online means adapting to rapidly evolving technology. 'A key issue in the future will be the role of broadband,' says head of New Media, Chris Westcott. 'Undoubtedly it is coming and with it there will be greater opportunities for what we may provide.'

This year's achievements are just a starting point, as development moves from PCs to mobile phones and other mobile devices. 'We will have to deliver content to a range of devices, some of which have yet to be invented,' explains Westcott. 'To do this within our funding base means finding new ways to produce material once and publish it many times in different formats. This is still an incredibly young medium. The pace of development is outstripping anything seen in the early days of radio or television. For the World Service, the opportunities are tremendous.'

## A year in review

### Real life stories – Landmark programmes from BBC World Service

Radio series and special websites put the spotlight on issues of global concern.

In its landmark coverage of human rights, the international drugs trade and the human tragedy of AIDS in Africa, major radio series and special websites put the spotlight on issues of global concern. BBC World Service broke new ground by co-ordinating programme-making across its English and vernacular language services. The results have been widely acclaimed and will form a template for future initiatives.

#### Human rights

In *'I have a right to...'*, World Service is making its biggest ever commitment to the support of human rights. In the first phase of the project, radio series in 13 languages and a special website have given audiences a perspective on human rights issues across the globe, an understanding of how the Universal Declaration of Human Rights relates to them, and an up-to-date picture of the involvement of their own countries.

At the launch of the project in October 2000, the then Foreign and Commonwealth Office Minister of State, Peter Hain, praised its ambition and scale: 'We are delighted BBC World Service is embarking on this exciting and groundbreaking project which uses the power of BBC World Service radio to tell the real-life stories of how ordinary people have made a difference in human rights.'

#### Drugs

In *Shadow Trade*, Phillip Fiske investigated the extent to which the illegal drugs trade has achieved an economic grip on the world, from the fields of Afghanistan and Colombia to the streets of New York and Britain. The acclaimed series was broadcast as part of a special World Service Drugs initiative in June 2000, involving many language services. Reports from places as far afield as Afghanistan, Peru, Haiti, Nigeria, Russia and the UK investigated different aspects of the production, trafficking, control and prevention of drugs.

#### AIDS

To coincide with the World AIDS conference in Durban in South Africa in July 2000, Robin Lustig presented *The Orphaned Continent*, a major documentary on the devastating impact of the disease across Africa, which kills 6,000 victims a day – more than wars, famine or floods. Greg Barrow's award-winning World Service reports from southern Africa on AIDS won the One World Broadcasting Award for the News Report of the Year for 2000.

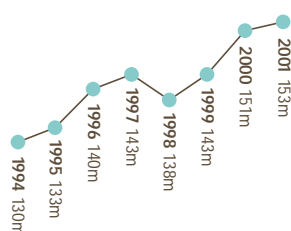


Top: Following the 50th anniversary of the United Nations Declaration of Human Rights, *I have a right to* has been the World Service's most ambitious education series. © Still Pictures Bottom: Nomusa Duma, one of thousands of people living with HIV across southern Africa, rests in her home in Mtswalume. BBC World Service provided major coverage of the World Aids Conference, hosted in Durban, in July 2000. © PA

# A year in review

## Output and performance measures

### BBC World Service Record Audience reached in 2001



### 1 Audience Size

Number of adults listening in an average week, through direct and/or indirect broadcasting (in millions), excluding areas where measurement is not possible. Global totals are shown rounded to whole numbers; regional figures are shown rounded to nearest half million. The regional figures, therefore, may appear not to add up to the global total.

National surveys are carried out in a range of countries every year in order to update the global audience figure and to assess performance amongst target audiences.

	1998/1999 Actual	1999/00 Actual	2000/01 Target	2000/01 Actual
Global	143	151	153	153
Regional				
Africa and the Middle East	42.0	47.0	48.0	52.5
Americas	9.0	9.0	9.0	9.0
Asia and the Pacific	63.5	69.5	70.0	68.5
EurAsia	12.0	11.5	11.5	9.0
Europe	16.0	14.5	14.5	14.0

### Performance by Audience Segment

In addition to the national surveys, tracking studies are carried out in major cities in a number of countries every year, measuring awareness, reach and trust amongst cosmopolitans and aspirants.

The target segments:

C – Cosmopolitans; highly educated decision makers and opinion formers

A – Aspirants; those who aspire to improve their lives and for whom the World Service offers a vital link to the wider world

IP – Information poor; audiences who are deprived of free information for either political or economic reasons: (Data for this category will only be available when country-wide surveys have been carried out.)

### Awareness – Percentage of respondents who are aware of BBC World Service broadcasts

Country	Survey coverage	1999/00 Actual		2000/01 Target		2000/01 Actual	
		C	A	C	A	C	A
<b>Africa and the Middle East</b>							
Nigeria	Lagos	90	76	90	76	99	94
Egypt (a)	Cairo	57	31	59	33	90	71
<b>Americas</b>							
USA (Cosmopolitans only)	Boston New York Washington	82	–	82	–	96	–
<b>Asia and the Pacific</b>							
India	Mumbai	57	41	59	41	87	46
<b>EurAsia</b>							
Russia	Moscow, St Petersburg	85	85	85	85	89	88
<b>Europe</b>							
Czech Republic	Prague	72	72	75	75	67	66

a) Egypt: Improved questionnaire design introduced in 2000/01.

### Reach – Weekly combined audience in any language (% of sample)

Country	Survey coverage	1999/00 Actual		2000/01 Target		2000/01 Actual	
		C	A	C	A	C	A
<b>Africa and the Middle East</b>							
Nigeria (a)	Lagos	47.9	34.5	49.0	36.0	39.0	23.3
Egypt (b)	Cairo	8.0	5.3	9.5	7.0	25.3	12.6
<b>Americas</b>							
USA (Cosmopolitans only)	Boston New York Washington	14.0	–	14.0	–	20.3	–
<b>Asia and the Pacific</b>							
India	Mumbai	8.2	8.1	8.2	8.1	8.8	4.9
<b>EurAsia</b>							
Russia	Moscow, St Petersburg	9.7	4.9	9.7	4.9	2.8	1.6
<b>Europe</b>							
Czech Republic	Prague	6.4	7.8	7.0	8.0	9.9	2.7

a) Nigeria: Fieldwork carried out when Ray Power (FM rebroadcaster) was off air.

b) Egypt: Improved questionnaire design introduced in 2000/01.

### Trust – Percentage of BBC World Service weekly listeners who say the BBC is 'a source that I trust'. For reasons of sample size this measurement is only possible for cosmopolitans and aspirants combined.

Country (Cosmopolitans and Aspirants combined)	Survey coverage	1999/00 Actual	2000/01 Target	2000/01 Actual
<b>Africa and the Middle East</b>				
Nigeria	Lagos	93	93	90
Egypt (a)	Cairo	78	78	91
<b>Americas</b>				
USA (b) (Cosmopolitans only)	Boston, New York, Washington	(b)	–	86
<b>Asia and the Pacific</b>				
India (c)	Mumbai	90	90	79
<b>EurAsia</b>				
Russia (d)	Moscow, St Petersburg	47	50	55
<b>Europe</b>				
Czech Republic (e)	Prague	86	87	74

a) Cairo: 1999/00 data based on listeners in last three months; 2000/01 data based on weekly listeners.

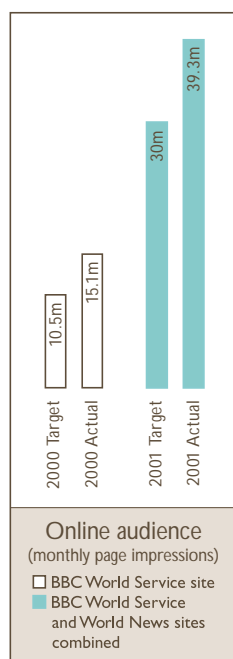
b) USA: Questions on trust could not be included in 1999/00 agency survey, but were included in 2000/01 survey.

c) India: 2000/01 data based on sample of listeners in last three months.

d) Russia: All data based on sample of listeners in last three months, as sample of weekly listeners was too small.

e) Czech Republic: All data based on sample of listeners in last three months, as sample of weekly listeners was too small.

Other countries will be surveyed once every three years, contributing to the global audience estimate. Findings from this research will be reported regularly to the FCO.



### Online Audience

Monthly text and audio page impressions to World Service and World News sites (millions)

	March 1999 Actual	March 2000 Actual	March 2001 Target	March 2001 Actual
Text page impressions: World Service site	2.5	5.3	–	–
Audio page impressions: World Service site	1.6	2.5	–	–
Combined text and audio page impressions: World Service site	4.7	7.9	10.5	15.1
Combined text and audio page impressions: World News site		16.3	19.5	24.2
Combined text and audio page impressions: World Service site plus World News site		24.2	30.0	39.3

### 2 Short Wave Audibility

Short Wave Audibility (overall percentage scores)

	March 2000 Actual	March 2001 Target	March 2001 Actual
Global	81	81	80
Africa and the Middle East	86	86	82
Americas	63	70	65
Asia and the Pacific	79	79	79
EurAsia	81	81	82
Europe	85	85	82

The audibility measurement is based on regular ratings of the best World Service short wave frequency in any given area. A weighted average score for each language and region is calculated and expressed as a percentage: 100% represents outstanding, while 70% is good quality audibility. In practice, variations of up to 5% will not have a significant effect and the impact of even a 10% change will only be moderate.

Variations in short wave propagation are inevitable because of changing ionospheric conditions. Unusual solar activity throughout 2000/01 may have exaggerated this effect.

### 3 Staff Numbers (World Service Broadcasting)

Numbers refer to equivalent full-time staff at 31 March

	March 1999 Actual	March 2000 Actual	March 2001 Target	March 2001 Actual
UK based	1,037	1,000	1,010	1,027
Overseas based	n/a	190	185	210

### 4 Hours of Output per Member of Staff per Week

	1998/1999 Actual	1999/00 Actual	2000/01 Target	2000/01 Actual
	0.82	0.86	0.86	0.86

This indicator is based on the hours of language programming produced per week and the numbers of equivalent full-time staff employed both in the UK and overseas, excluding staff involved with online output.

### 5 Revenue Earning

These figures refer to gross revenue – not net profit. They reflect the additional revenue generated by World Service Broadcasting from sources other than the FCO Grant in Aid. They also include income generated by the BBC World Service Trust, a charitable company associated with BBC World Service which was established during 1999/00.

	1999/00 Actual £m	2000/01 Target £m	2000/01 Actual £m
BBC World Service	4.7	4.7	5.1
BBC World Service Trust	3.8	4.6	4.7
	8.5	9.3	9.8

The BBC World Service figure includes turnover from the BBC World Service shop of £0.6 million (1999/00 £0.5 million). The shop is now operated by another BBC division and therefore this income does not appear in the World Service financial statements.

These figures exclude any quantification of benefits in kind, for example gaining rebroadcasting agreements with local partners around the world, which increase BBC World Service's audience reach at no additional cost.

## A year in review

### Listening to voices, getting the message – BBC Monitoring

'Our material gives policymakers, analysts, broadcasters and other customers an authoritative and representative picture of a rapidly shifting world, where media comment is often highly relevant.'

**BBC Monitoring is adapting to an increasingly challenging media environment, improving coverage and flexibility in key regions of the world and developing new multimedia and digital services.**

BBC Monitoring, based at Caversham near Reading, provides a service of international news and comment, gathered from the mass media around the world. With additional funding of £5 million over the three years 2001-2004, it is extending its ability to deliver accurate news and comment. Coverage is being improved in parts of the world where customer interest is growing in response to fast changing events and where media access is difficult. Digital and multimedia projects have high priority and the internet is transforming the collection and delivery of information.

Monitoring is broadening its customer base among core users – government departments and the BBC – and other organisations. 'Our material gives policymakers, analysts, broadcasters and other customers an authoritative and representative picture of a rapidly shifting world, where media comment is often highly relevant,' says Monitoring director Andrew Hills. 'As it becomes harder to predict where the next political or economic crisis is going to take place, our ability to respond to events has to be flexible.'

In Africa, for example, Sierra Leone and Zimbabwe have loomed large on the year's agenda alongside the continuing problems in Congo, Ethiopia and Eritrea. Monitoring has improved its ability to respond to such events, often involving British interests, while maintaining coverage in established high priority areas such as the former Soviet Union, Iran, and the Balkans.

'Our investment in digital technology is transforming the way we handle material throughout our operations,' notes Andrew Hills. 'Over the next few years, the aim is to offer increasingly versatile access to TV pictures and audio actuality in addition to text material.'

There is progressively less emphasis on hard copy. This year Monitoring finally replaced the Summary of World Broadcasts, published since 1939, with soft copy successors such as Monitoring Select, an improved electronic digest.

The internet is now a major source of information in its own right, and has already transformed the way material is collected and delivered. Monitoring staff regularly track hundreds of internet sources and increasingly access radio and newspaper sites online.

'Through BBC Online, we are delivering material to a wide range of BBC users,' comments Andrew Hills. 'This year we introduced country profiles which provide background information to stories on the BBC News website, drawing upon our extensive sources of reference material.'



**Top left:** Political developments in Iran, on the path to the elections in June 2001, featured prominently throughout the year, especially on the BBC Persian service. © AP **Top right:** Open, democratic elections in Ghana in December 2000 saw the opposition candidate, John Kufuor, voted in as the new president, succeeding Jerry Rawlings after 19 years in power. © PA **Centre:** BBC Monitoring aims to be the best source of information on what the media across the world are reporting and, particularly, to be an indispensable information-provider to government and the BBC. © BBC (Jeff Overs) **Bottom:** BBC Russian online coverage of the Kursk submarine disaster led to a major increase in traffic to the site, peaking at six times the previous daily average. © AP



**Top:** The work of the BBC World Service Trust included civil society development programmes in south east Europe and the Balkans. © AP **Bottom:** Two major leprosy awareness campaigns in Nepal and India, with the support of the British Government's Department for International Development, achieved real success in the region, helping to change attitudes and persuade sufferers to come forward for treatment. © AP

## A year in review

# Using communications to support development – BBC World Service Trust

The BBC World Service Trust brings expertise in a range of media and, with the BBC's reputation as a trusted broadcaster, provides vital information to millions of people worldwide.

Through its non-profit-making charitable trust, BBC World Service is promoting education and development and building independent media expertise. Funding comes from a variety of governmental sources, NGOs and private foundations.

### Leprosy awareness

When the BBC World Service Trust ran a leprosy awareness campaign in India last year, attitudes changed dramatically. Belief that the disease is hereditary fell from 56% to 19% of the total population after special radio and TV broadcasts were shown in five states. Some 186,000 sufferers were persuaded to come forward for treatment.

Featuring 800 broadcasts on Indian TV and 5,500 on All-India Radio, this extensive campaign was made possible by a strong partnership with the national broadcaster, an essential ingredient in the Trust's approach.

### Training journalists

Helping to rebuild societies that have been torn apart by a major conflict or upheaval is another way the Trust can help. For example, training courses for journalists are being run in Somalia and Rwanda, where a three year programme is designed to help the state media organisation develop into a public service broadcaster. Developing balanced political and election reporting skills is contributing to emerging democracies in countries such as Nigeria, Indonesia and Ukraine.

Training courses for independent journalism are now being run in more than 30 countries and a fourth training school is being opened this year in Belgrade, joining the existing BBC Journalism Schools in Bosnia, Romania and Russia.

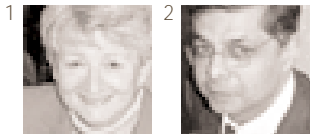
### Sustainable projects

Sustainable projects facilitating debate and change are another part of the Trust's remit. An educational radio soap in Albania – *Rruga me Pisha* (Pine Street) – promotes tolerance and is listened to by 65% of the population. The Trust's plan now is to withdraw and leave it running under Albanian management. In Russia, the Trust completed the establishment of a self-sustaining media NGO committed to developing an independent radio sector with a potential weekly audience of 25 million.

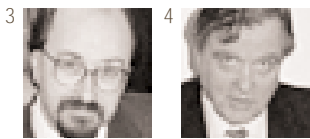
### Working with refugee children

Radio series for children in refugee camps were produced in six languages – Pashto, Persian, Portuguese for Africa, Somali, Azeri and Nepali – and broadcast on BBC World Service. Produced with the help of UNHCR, the aim was to help children to learn in an accessible way, drawing on their own experiences and using engaging story formats.

# BBC Board of Governors' Consultative Group



- 1 Dame Pauline Neville-Jones *DCMG, BBC Governor*
- 2 Professor Monojit Chatterji *Professor of Applied Economics, University of Dundee*



- 3 Bill Emmott *Editor, The Economist*
- 4 Sir Brian Fall *GCVO KCMG Principal, Lady Margaret Hall, Oxford*
- 5 Sir Michael Perry *CBE Chairman, Centrica plc*
- 6 William Shawcross *Journalist and author*



The BBC Governors' World Service Consultative Group, chaired by Dame Pauline Neville-Jones, was established following the BBC restructuring in 1996 in order to provide the governors with independent external advice on the range and quality of World Service output. The Group aims to review World Service English and vernacular output over a three-year cycle.

For 2000/01 the Group decided to review again services to Europe and the EurAsia region, both on radio and online. Languages selected this time were English, Albanian, Czech, Polish and Serbian for Europe, and English, Persian, Russian and Turkish for EurAsia.

For each of these languages, between two and four assessors were recruited by an independent consultant, using a number of local market research agencies and other contacts. The assessors were asked to listen to up to ten hours of highlighted output with the focus on news and current affairs programmes, or to surf BBC World Service online sites. Altogether, 36 individual assessors submitted reports.

The Consultative Group members note the higher quality of the assessors' reports this year. Whilst being aware of the limitations of the research, the Group feels that the reports provide valuable diagnostic tools and give detailed feedback which should be useful to programme makers.

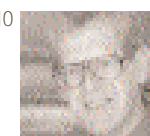
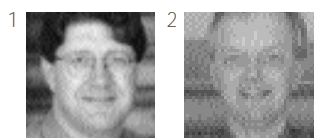
The Consultative Group is pleased to note, as the single most important finding of the review, that the quality, authority and trustworthiness of World Service broadcasts continues to be rated very highly. The Group is also impressed this year by the perception of relevance and added value displayed regularly in the assessors' reports.

In its discussions the Group identified, however, a number of areas where the assessors' reports indicate room for improvement. These are:

- the balance between world news and local news
- the order in which news items are presented
- presentation style
- labelling of programmes and the clarity of output structures
- trailing and promotion of programmes across radio and online output
- opportunity for more interactivity with listeners, particularly online
- ease of navigation on the World Service online site

The Consultative Group has also asked World Service management for a report for its next meeting in the autumn on how it is planning to improve the relevance of the present output mix to its audience.

# BBC World Service Management Board



BBC World Service Management Board was re-shaped on 16 October 2000 with regional heads and professional heads in Marketing, New Media and Strategy and Public Affairs(\*) joining the Board. The director of Regions post was closed.

Caroline Thomson left as deputy director on 31 July 2000 to become director, Public Policy at the BBC. She was succeeded by Nigel Chapman, formerly director, BBC Online, on 11 September 2000.

Chris Gill left as controller, Distribution and Technology on 20 October 2000 to become chief technology officer for BBC Technology. He was succeeded by Mike Cronk, formerly head of Transmission Services, on 20 November 2000.

Zdenka Krizman joined the Board as head of Europe on 8 January 2001.

Andrew Taussig, formerly director of Regions, retired on 31 December 2000 after 30 years distinguished service with the BBC. Bob Jobbins retired on 4 May 2001 as director, English Networks and News, after nearly 30 years outstanding service with the BBC. He was succeeded by Phil Harding, formerly controller, BBC Editorial Policy, on 11 June 2001.

Both Bob and Andrew contributed enormously to BBC World Service over many years and we are deeply grateful for their outstanding leadership and commitment.

1 [Mark Byford](#) *Director*

2 [Nigel Chapman](#) *Deputy Director*

3 [Andrew Hind](#) *Finance and Business Development Director*

4 [Phil Harding](#) *Director English Networks and News*

5 [Andrew Hills](#) *Director BBC Monitoring*

6 [Lesley Granger](#) *Controller Human Resources*

7 [Jerry Timmins](#) *Head of Americas\**

8 [Zdenka Krizman](#) *Head of Europe*

9 [David Morton](#) *Head of EurAsia\**

10 [Barry Langridge](#) *Head of Africa and the Middle East\**

11 [Elizabeth Wright](#) *Head of Asia and the Pacific\**

12 [Chris Westcott](#) *Head of New Media\**

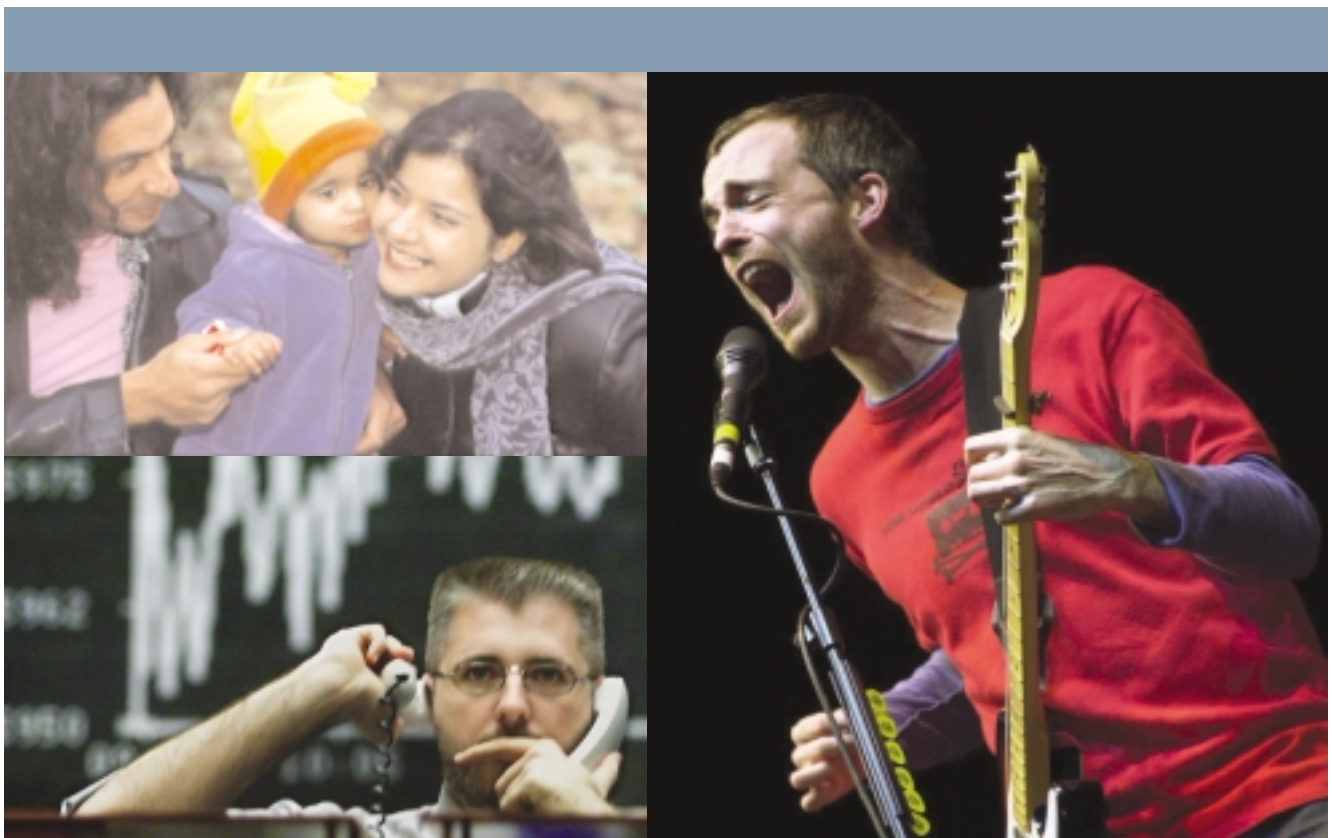
13 [Fritz Groothues](#) *Controller Strategy and Public Affairs\**

14 [Mike Cronk](#) *Controller Distribution and Technology*

15 [Alan Booth](#) *Controller Marketing\**

16 [Benny Ammar](#) *Head of Go Digital\**

17 [François Delauzun](#) *World Service Secretary*



**Top:** Science coverage highlighted the pioneering work on the Human Genome project and debated its impact and implications. © Wellcome Trust  
**Centre:** *Westway*, the World Service's drama series, won Best Soap at the Race in the Media Awards. © BBC (Andy Ward) **Bottom left:** Global business coverage was expanded with more editions of *World Business Report*. The downturns in the US and Japanese economies and the collapse in dot.com valuations were major stories during the year. © AP **Bottom right:** Special programmes were broadcast direct from leading British cultural festivals including the Proms, the Edinburgh festival, WOMAD and Glastonbury, which featured Travis. © PA