

Independent Panel on Charter Review

Seminar: International Role

**PAPER: CONSULTATION RESPONSES ON *THE BBC'S INTERNATIONAL
ROLE***

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1. BRITISH COUNCIL

Comments on BBC's submission to Independent panel on charter review September 2004

Introduction

1.1 In common with the BBC World Service, the British Council plays a leading role in the UK's international public diplomacy. It engages with millions of predominantly young people, building strong relationships with them and increasing their knowledge of, and interaction with, the UK.

1.2 The British Council shares many of the values and purpose of the BBC in its international role. The BBC (particularly the World Service) and the British Council are both internationally-recognised institutions which inspire trust and enhance the reputation of the UK because of their integrity and impartiality in a world where mistrust is rife and where sources of information are viewed with scepticism and suspicion. They appeal to similar audiences (see 3.4 below). Both receive public funding through the FCO grant to meet their objectives, but also generate income from other sources to fulfil their international roles.

1.3 These roles are of value to the UK because they (i) build greater understanding of the UK among target audiences overseas; (ii) assist in reducing international tensions through improved mutual understanding between people of different backgrounds; and (iii) improve perceptions of the UK overseas by encouraging engagement with, or understanding of, the UK's capacity in ideas, achievements and education.

1.4 We welcome the way in which the BBC is developing its international role, and believe there are further opportunities for co-operation, particularly in education and English language teaching, as well as in the showcasing of the UK's arts, science and creativity.

1.5 There are many existing examples of co-operation between the British Council and the BBC internationally, which take place under a Memorandum of Understanding first signed in 1999. There is scope for further co-ordination and synergy within the framework of this partnership. But given the scale of the task of improving understanding, particularly with the Arab and Muslim world, a strategic look should also be taken at whether we can scale up the level of engagement which could flow from the audiences attracted to broadcast outlets.

Future collaboration

2.1 A key question is whether over the next decade we can achieve a significant increase in the effectiveness of the UK's public diplomacy bodies involved in reaching out to build mutual understanding with younger audiences from differing cultural backgrounds. Many of the key countries and regions where this mutual understanding needs to take place (such as the Middle East) or where there is a UK interest in building stronger links (such as India) have predominantly young populations where perceptions of the UK formed now will shape public attitudes for much of the first half of the 21st century.

2.2 In its submission, the BBC tackles the issue of future directions (Chapter 4, pp 58 to 59). It states that it must use its radio, television and on-line reach to “explore ways to strengthen connections between people across the world”. It says (p 59) that the BBC is “well placed to bring individuals together for the free exchange of ideas and to develop an intelligent dialogue which transcends international orders and cultural divides”. This is a key function too of the British Council which has a long track record in this area. We should ensure that we avoid overlap and collaborate imaginatively, particularly in our engagement with the Arab and Muslim worlds (see also 3.5, 3.6 and 5.5).

2.3 We should examine ways in which we can combine the breadth of the BBC’s reach through its programming with the depth of the engagement which the British Council brings through its interactive on-line reach and its face-to-face activities. We should aim for a greater level of synergy to ensure that the broader audiences attracted to dialogue with the UK find their engagement underpinned by on-the-ground and interactive programmes (see, for example, 3.5 to 3.7).

2.4 Like the BBC, the British Council has established high quality on-line services. These are closely directed towards meeting specific needs, such as engagement with UK education, English language teaching, showcasing UK culture, developing school links, and building mutual understanding. It also uses video-conference link-ups from its centres overseas to the UK. Through the use of these facilities, the Council aims to funnel users towards greater engagement, either through services or events (such as its 2,500 arts events globally per annum or through its centres in 110 countries), or directly with institutions in the UK (see, for example, 5.2 and 5.3).

2.5 The challenge is to move beyond more superficial engagement with large audiences and detailed engagement with selected target audiences and explore where digital and other technological developments can give us greater leverage and capacity to achieve our objectives in a more joined-up way.

2.6 We are conscious such complementarity and co-ordination should not compromise the BBC’s editorial or management independence. But sensitively managed collaboration on the basis of partnership holds out the prospect of building a deeper engagement with broader target audiences, and can contribute enormously to meeting the UK’s international objectives.

Our partnership

3.1 The British Council selected the BBC as a strategic partner in 1999 because it wished to work together with it as a global organisation, valued its brand, and saw opportunities to harness its multi-media skills and content.

3.2 The relationship was renewed in a revised MOU with the BBC World Service (our main interlocutor) in 2002; however the aim has always been to widen the relationship with other parts of the BBC as well. With responsibility given to named managers to drive forward the partnership, the collaboration has deepened over the last two years. The report refers to partnership with the British Council in three places (pages 16, 30 and Appendix E). On the international front, relationships have been built up now with the BBC World Service, BBC World Service Trust, BBC Worldwide, BBC World (particularly in India), BBC Prime (in Europe).

BBC World Service

3.3 The British Council and BBC World Service are both 'trust' brands, able to offer an open space for dialogue – the British Council concentrating more on relationship building for the UK through face to face engagement (enhanced by other media) and the World Service developing engagement on a global basis through interactive media. Both can however draw from each other's strengths in partnership.

3.4 To a large extent, in many countries, the British Council shares World Service target audiences at the cosmopolitan and aspirant level which broadly map on to T1s (top level influencers) and T2s (influential professionals), both equivalent to the former, and T3s (potential future leaders) equivalent to the latter. Some 'information poor' fall into T3s (e.g a teacher in Kabul is given as an example). There is a move towards sharing market research to mutual advantage – this has already happened in the Middle East. With the BBC World Service's drive to being closer to its audiences on the ground, the British Council's local knowledge and contacts should be of potential value. An area not adequately exploited currently is the newsworthiness of some British Council activities which could be useful to BBC language services.

3.5 Both the British Council and BBC World Service are responding to geopolitical demands and have agreed to focus their efforts together in the Middle East and China in particular. This has taken the form of developing online ELT websites *In2English* for China and *Go4English* for the Arab world (though the latter will now be British Council led). These developments directly widen the reach of the British Council. The monthly page impressions for In2English are running at 350,000. In2English has benefited from BBC staff time and resources with a joint team set up in Beijing to develop the website and content. Further benefit from the partnership has been obtained by using the content management system designed for the China site to develop the Arab site.

3.6 On-line collaboration is now being planned in the Middle East in different ways. The secondment of a local member of British Council staff to the Arabic language service is planned for four months in 2005. New conversations are taking place with the editor of *Islamic World* in the newly formed BBC Learning English group to find ways to work together. The British Council's *Connecting Futures* programme should also offer some opportunities to work together around dialogue and debate, particularly in the Islamic world.

3.7 Thematic working is a way of attracting audience attention – the BBC World Service English Network and News group has 'seasons' to which the British Council can seek to link activity (e.g forthcoming China and Arab World seasons). The British Council is, for example, developing global initiatives with key partners (one such example is *ZeroCarbonCity - meeting the climate change challenge* a global programme rolled out over 60 countries demonstrating the UK's commitment to Kyoto) is one such public diplomacy initiative in 2005. The British Council will also seek opportunities to involve the BBC in this.

3.8 The arts play a very important role in cultural dialogue and open debate – the World Service and the British Council have worked together closely running the bi-ennial international playwriting award and more recently a radio drama residency to encourage new voices be heard on the global stage.

BBC World Service Trust

4.1 There has been significant collaboration with the World Service Trust in Iraq and Afghanistan. In Iraq, the Council has committed considerable resources for media training, funded journalists, technical staff and editing staff to come to UK for training arranged by the Trust. In Afghanistan, the Trust has developed radio programming in ELT with the British Council providing the wrap-around materials. The Trust has also had meetings with the British Council's *Connecting Futures* programmes to consider ways of working with young journalists.

BBC World and BBC Prime

4.2 The British Council and the BBC have found it useful to work together in a number of cases. On the BBC side, this has been driven by marketing and audience reach aims. On the British Council side, collaboration has enabled us to enhance our English Language Teaching and education offer. In Hungary, a competition was developed for students in partnership with BBC Prime. In the case of India, the British Council suggested setting up University Challenge, bringing together winning UK university teams with Indian teams, a project which was highly successful in terms of impact and audience reach.

Exploiting BBC resources

5.1 BBC Worldwide promotes the use of the BBC's intellectual property. A series of meetings over the last year with the British Council have resulted in a better understanding of what kind of product BBC Worldwide can offer. BBC Worldwide is interested, for example, in finding ways in which the British Council's teaching network (which teaches English to 500,000 people worldwide at 126 centres) can make use of the content for learners.

5.2 The British Council buys BBC videos and other materials for the use of its customers in libraries and teaching centres. The British Council is now looking increasingly at new ways of engaging learners, including through remote access (in India) and new multimedia packages. There is therefore a strong interest in looking at the types of new media content being developed by the BBC including for SMS text messaging. The BBC World Service (Learning English) is actively looking at new types of syndication arrangements for English language teaching (topical news headlines) which it would like to offer the British Council in China, for example.

5.3 The British Council is developing a network of IT-based Knowledge and Learning Centre (KLCs) which provide on-line resource education and information resources from the UK for students and younger professionals aged between 18 and 35. New opportunities have been created to use existing content and develop new on-line content for customers.

5.4 In the case of India, BBC Worldwide has recently licensed *English Edge* (a CD rom-based and instructor-based language course) to an Indian e-learning company LIQVID which is now offering this content through the British Council in Delhi. The British Council and the BBC World Service online have agreed on syndication of material for the Singapore Knowledge and Learning Centre, in order to pilot a more extensive global agreement later.

5.5 A further area of development could be syndication of other features material that BBC World Service produces (currently not covered by BBC Worldwide). The

promotion of global dialogue could be enhanced by considering tie-ins of radio programming with face-to-face and virtual discussion via the British Council's Knowledge and Learning Centres (videoconferencing across regions).

5.6 A major obstacle to better use of resources is the complexity of rights. The BBC have sophisticated rights agreements for all their products. It is critical for organisations such as the British Council to understand the need to have the rights for international use, for non commercial and non theatric use incorporated at the beginning of any BBC-led joint collaboration.

5.7 Increasingly there will also be cases where the British Council has an editorial/curatorial/production role and will wish to negotiate with the BBC over the more effective use of the content.

5.8 It could also be a useful way forward if the BBC could develop and pilot a standardised rights 'package' for new kinds of multi-media work with the British Council. The BBC does also have to consider its fair trading policy in dealing with the British Council, so no unfair advantage is gained from the BBC brand. Brand management has been a concern for both organisations in setting up co produced websites. The BBC World Service is now shifting its policy towards maintaining its own brand by syndication means.

5.9 The BBC owns a tremendous wealth of creative content and the BBC World Service aims to be a global showcase of British culture and talent. One of the British Council's corporate outputs is for the UK to be increasingly recognized for its creative ideas and achievements. The Council improves perceptions of the UK through engaging tens of millions of young people every year with Britain's creative arts and science output.

5.10 Both organisations should look more strategically at how to work together to achieve their aims through exploiting UK creativity. It is worth considering, in addition, whether there could be any international use of the creative archive that domestic BBC is making available in the UK, although this would run into significant issue around rights and ability to use content developed by the licence fee for the UK only.

5.11 The strong engagement of the BBC in UK education is of great interest to the British Council. There is considerable overseas interest in educational developments in the UK (e.g., curriculum at school and Further Education level) and there should be potential for exploiting BBC content for use internationally. The British Council will be interested in how the international rights to the digital curriculum are exploited. This is particularly true as the Council has developed the on-line Global Gateway portal as part of DfES's international strategy to build international links for UK schools. Education is at the heart of the British Council's purpose and it is an area where there is very strong mutuality and learning for both teachers and students in the UK and other countries.

Exploiting our international resource

6.1 The British Council (and the BBC World Service) have in their different ways, much to offer the UK through their global contacts and experience. There is an opportunity to make domestic BBC television and radio more aware of this resource.

6.2 The British Council has suggested to BBC Arts that they commission a series of films on African culture using British presenters of African origin. BBC Arts are now seeking a more detailed proposal: this may be an opportunity for the British Council to use its overseas network of contacts and expertise to feed into a greater understanding in the UK of African culture.

6.3 On the European front, BBC Film worked with the British Council in Paris in 2004 to enable British strands in the Paris Film Festival in the Entente Cordiale centenary. Both are practical examples of where the UK's wider international relationships can be successfully reinforced.

Conclusion

7.1 Co-operation has been good since the first MoU came into effect in 1999. But it is clear that, notwithstanding issues over international rights, the full potential of matching the Council's strong networks in the countries it operates in and the broad audiences reached by the BBC, has yet to be realised. Future digital technology may provide new means of tackling this.

7.2 Both organisations have strong international roles, can add value to each other's work, bring value back to the UK and contribute in differing but complementary ways to global understanding. Their geographical priorities strongly co-incide, and particularly in key areas such as the Arab and Muslim world and sub-Saharan Africa, can together make a significant impact for the UK's international public diplomacy.

2. CREATORS RIGHTS ALLIANCE

BBC Charter Review: International Role

The Creators' Rights Alliance thanks the DCMS for the opportunity to contribute to the debate on the BBC's International Role during the Charter Review and includes comments below.

The Creators' Rights Alliance supports much of The BBC's International Role Submission to the Independent Panel on Charter Review. We fully appreciate the significance and importance of the BBC carrying the British values of impartiality, integrity, quality and creativity across the world through global news coverage, programme sales, joint projects and Internet services.

The Creators' Rights Alliance believes that it is essential for the BBC to continue to promote UK talent and culture internationally, to exploit the work of its contributors in as wide a market as possible and to reinvest profits to the benefit of the licence fee payers. However, this should not be achieved at the expense of creators and content providers.

We have concerns where BBC product is made freely available overseas through cable retransmission and the Internet. We feel that it is important that the BBC should concentrate not only on promoting UK product overseas but also on returning value to both copyright holders and the licence fee payers.

The BBC (as a publicly funded corporation) and BBC Worldwide (as a publicly owned organisation) are in unique positions to maintain ethical standards in the broadcasting industry. We believe that they should uphold, not undermine, the rights of creators. In the long term we believe that by offering ethical and fair trading terms the BBC and BBC Worldwide will attract the best and most talented creators and ensure a thriving creative community in the future.

Currently BBC Worldwide's preferred position is to take all rights wherever possible. We believe that BBC Worldwide's preferred position should be to negotiate fair terms that support the moral and intellectual rights of creators and thus set an example to the international broadcasting industry.

CRA is encouraged by the recognition of contributors' rights in the terms of the new PACT agreement, which seems to indicate a shift in the BBC's rights policy away from outright acquisition and towards licensing. However, CRA would like to encourage the BBC to extend this change in emphasis beyond its contracting of production companies, to a more granular level, redefining the BBC's relationship with the creators, themselves, such as journalists, composers, writers, authors, photographers, film & TV directors and illustrators. CRA would like the BBC to demand that independent production companies apply these principles in a similar fashion.

3. EUROPEAN BROADCASTING UNION

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Comments on the international role and activities of the BBC

Arne Wessberg
Director General, Finnish Broadcasting Corporation
President, European Broadcasting Union

The BBC has for more than 70 years inspired and encouraged the Public Broadcasters throughout Europe. The BBC Charter has been the example for developing remits for Public Broadcasters, and its programming has long provided the authoritative interpretation for how to implement the mission and thereby create public value. The integrity and objectivity of the BBC's programmes for radio and television have set the standards for many others to follow.

The BBC has been a thoughtful and reliable member of the EBU.

Arne Wessberg
President

John G. Bernander
Director General, Norwegian Broadcasting Corporation

For us in the Norwegian Broadcasting Corporation the BBC has always been associated with an excellence in programme making, being a treasured partner, a source of inspiration for our activity and a well of programmes and concepts we have been able to acquire from BBC on a commercial basis. The Norwegian audience has been able to enjoy and enrich themselves through viewing NRK's channels where programmes acquired from the BBC have been shown frequently.

The Norwegian cable and satellite audience has during the last years also been able to enjoy BBC World and BBC Prime, representing a choice of quality programmes and reliable news in the increasingly commercial massmarket offer. These channels also represent an inspiration for us in the NRK as professionals working in the broadcasting business.

NRK has also been allowed to include, at certain hours, BBC World Service in our 24-hour news channel on radio, increasing the choice for the Norwegian radio audience.

All in all BBC has been and still is a key actor for setting the standard for Public Service Broadcasters in Europe and the World.

John G. Bernander
Director General

Lars VesterlØkke
Director General, Danish Broadcasting Corporation

We think that it is fair to say that the BBC serves as a model for public service broadcasters in Europe and around the world.

Seen from our perspective BBC has always had - and still has - a leading role in a lot of areas vital to public service broadcasters. We would like to point out the following areas in which BBC is particularly important as an industry leader:

Programme Quality

The BBC is generally regarded by Nordic public service broadcasters as a yardstick against which to measure their own quality performance at editorial level. This reputation applies not only to traditional public service media such as analogue television and FM radio but also to the whole gamut of enhanced and interactive media services that the BBC has spearheaded in the UK.

In short, the BBC acts as a benchmark for other broadcasters - raising the level of performance.

Leading in Certain Genres

News, current affairs, documentary, TV drama and arts programmes are all genres in which BBC has shown particular excellence. In these genres other broadcasters have found inspiration by looking to BBC.

In developing new formats the BBC has set a standard how to think differently and make creative content challenging the existing concept of programmes. In order to reach the audiences in new ways and serve the licence fee-payers the BBC continues to surprise by the originality of output e.g. The Blue Planet, The Big Read, Pompeii and the formatting of the FM-channels to DAB. It's very useful for other broadcasters either to broadcast such programmes or to make national versions of them and be able to provide their public with innovative programmes.

To the European audiences the BBC also stands as an important counterpart to the US commercial broadcasters. BBC World (both the digital television service and the BBC World Service on short wave) has been pivotal in providing news from a source with a clear editorial stance free from commercial and political interference.

New Media and Digital Take-Up

BBC's early recognition of the importance of the www-media has been of inspiration to everybody working in this area, and it looks as if the utilization of digital distribution of both radio and television is a repeat.

The content and events across a range of media devices, services and platforms offered by the BBC demonstrates the strategic thinking of the BBC - and most importantly, their great concern for serving all audiences in the future. Hence, the BBC has been instrumental in driving digital take-up not only in the UK but also in Europe by their exemplary actions in the field.

Organization

A lot of broadcasters have modelled themselves on the way BBC has established its organization (for example the division of broadcast and programming). Also the

processes in regard to programme development and commissioning have been widely copied.

Training and Development

BBC has always put great emphasis on training of staff. This emphasis has set standards in itself, but at the same time numerous trainees from broadcasters all over the world have participated in courses directed by BBC training staff.

Broadcasting standards

Over the years BBC has been a driving force in the field of technical standards and quality in important areas such as transmission standards, sound and camera-recording.

Finally it is important to highlight the role that BBC staff has played in international fora. At festivals, conferences and seminars the BBC always has demonstrated a willingness to share its knowledge and experience with other broadcasters.

Lars VesterlØkke
Director General

Jānis Holstein
Director General, Latvijas Televīzija

Comments on the activities of the BBC in Latvia

BBC is considered to be as a touchstone of objectivity and professionalism of journalists here in Latvia. Latvian TV journalists consider BBC as a good example of what the news of public TV might be.

Usually BBC channel is the important one and is switched on in Newsroom of Latvian TV for monitoring what is the way BBC covers any particular issue in the world.

Latvian TV News Department organized a special seminar for journalists on the issue of the Hutton report and its consequences in Britain and actuality worldwide.

Latvian TV and BBC have a good cooperation. Viewers of Latvian public broadcast are fond of adapted products of BBC: fiction movies, "Walking with Dinosaurs" etc.

Jānis Holsteins
Director General

Dragos Seuleanu
President Director General, Romanian Radio Broadcasting Corporation

Under the terms of the fruitful traditional cooperation between the Romanian Radio Broadcasting Corporation and the BBC, I would like to express our appreciation for this important model of public service broadcasting.

Its outstanding activity, its deontology and ethics as well as the permanent concern and interest in promoting classic culture grant BBC a special place within the media.

Our corporation has had the chance to benefit from its rich experience and support. In this respect, I would like to mention the training courses on broadcasting management - News and Current Affairs, Self Management, BBC Radio Management, Programmes Production and Presentation - organized in cooperation with the BBC, the scholarships granted to our young journalists in 1997 in the United Kingdom and the support offered to us in order to develop our technical strategy.

At the same time, I would like to mention that the Romanian audience has the privilege to keep a close relation with the great classical culture thanks to the BBC.

We think that the international role and activity of the BBC deserve our respect and consideration.

Dragos Seuleanu
President Director General

Ruurd Bierman
Management Board, Netherlands Public Broadcasting

As everywhere in Europe, also for Netherlands Public Broadcasting in many ways the BBC serves as an eminent model and standard. Over the years this has been especially true for its wide range of distinctive high quality programmes and services, independent of commercial and political influence.

At the moment we closely follow the vital role of BBC radio, television and internet in driving digital take-up in the UK. And of course we take a keen interest in the process of renewal of the Royal Charter. To continue creating public value, to establish new performance measurement instruments, to organise a greater dialogue with the audience, to innovate programmes and schedules, to employ the new digital technologies as ambitious and creative as possible also to us are significant challenges for the next decade. We are proud that we can use the analyses and experiences of our fellow public service broadcaster BBC in our own policy development.

In the cooperation of public service broadcasters in Europe through the EBU the BBC plays a very valuable role. It is no accident that two of its four Committees are chaired by BBC representatives. In the field of radio and television programme exchanges and co-productions BBC is one of our most important partners. Not only where it concerns big projects like the television news exchange, the Eurovision Song Contest or the Euroradio Summer Festival (through which the concerts from the Proms could be enjoyed all over Europe), but also in areas like children's programmes, music and dance, science and education. When we try to convince the European Commission or the European Parliament of the specific position of public service broadcasting, we can always count on the cooperation of colleagues from BBC European Policy in Brussels and BBC Legal in London. Also the technological experiences of the BBC are shared in many ways with other EBU members including ourselves.

On a bilateral basis there are many good contacts between our two organisations, both on a programmatic level as on a policy level. Several of the concerts during the 2003/2004 'British Season' in the Amsterdam Concertgebouw were recorded by us for the BBC. During the annual pop festival Eurosonic in Groningen the BBC is one of our main partners (this year with John Peel, who sadly passed away this week, broadcasting live from the festival). And when we organise a conference on educational broadcasting of course BBC Learning will supply one of the speakers.

Because of the high penetration of cable in the Netherlands, 96% of the population is in the privileged situation to watch BBC1 and BBC 2 (and listen to most of the BBC radio stations). This experience on a day-to-day basis gives us a chance to judge whether the BBC programmes really live up to the high standards that are attributed to them. Also from a personal experience I can only acknowledge their outstanding quality.

Ruurd Bierman
Member, Management Board

Antonio Ribeiro

Director International and Corporate Affairs, RTP/ PORTUGAL

The BBC is appreciated the world over as a model of public service.

It is a respected producer of quality TV programmes including drama adaptations, documentaries and educational programmes that are enjoyed all over the world.

In Portugal we also praise its excellent news coverage on both radio and television, including BBC World and Radio 4.

Its music programmes, such as the world-famous Saturday Night at the Proms or Euro-Classic, are instantly recognisable trademarks. In addition, a word of applause for BBC's Summer Festivals.

With regards to sporting events, BBC's coverage is first class, always providing full support to RTP whenever TV or Radio are to cover any sports event in the United Kingdom.

Let us hope that the BBC will carry on as a milestone of European Public Service broadcasters, for its comprehensive delivery of quality programmes of news, culture and entertainment in the UK and worldwide.

Antonio Ribeiro

Director International and Corporate Affairs

Werner Mück
Editor in Chief, Austrian Broadcasting Corporation

For decades the BBC has been and is still the role model of a Public Service Broadcaster. In recent years ORF and BBC cooperated on a wide variety of projects ranging from award-winning documentaries and magazine specials to day-to-day news operations.

We hope that the BBC will continue to be a main power for fair, balanced and innovative journalism in Europe.

Werner Mück
Editor in Chief

**Christine Veigl
Head of International Relations Radio
Austrian Broadcasting Corporation**

The BBC is for ORF-Radio an indispensable provider of radio productions in the field of music. The BBC makes available high-quality classical concert recordings live or deferred free of charge (2003: 174 concerts). Besides music we usually do not receive BBC programmes (because of the foreign language). From time to time we provide and get reciprocal production assistance.

The general mode of reciprocity, which is of benefit to all of us, is applied only among public radio stations.

BBC's model role is still very important for ORF not only for the on-line services but also in the field of technology.

Christine Veigl
Head of International Relations Radio

Raina Konstantinova
Radio Department Director, European Broadcasting Union

For EBU Radio Members, BBC is in more than one way a synonym of what public service with a flair and excellence should be.

- ° in music exchange - with the production of the superb Euroclassic Notturmo series - a 6-hour night-time programme, broadcast 5 times a week by 20 radio organizations throughout Europe;
- ° in Euroradio Seasons - with more than 170 concerts of high quality offered ;
- ° in the brilliance of the Proms concerts, broadcast live and/or recorded by more than 60 radio organizations in Europe, USA, Canada, Japan and Australia;
- ° with the Special Christmas Day programme, setting a standard of cultural diversity;
- ° in the daring and visionary approach in implementing innovation in the digital age;
- ° in the daring trailblazing implementation of DAB not only as a standard, but mainly as content;
- ° in the creative input and leadership in new media developments;
- ° in expanding the reach and efficiency of Local/Regional Radio programmes;
- ° in pushing the creative boundaries for radio drama, features and documentaries;
- ° in sharing knowledge in fields of media management and public service broadcasting remit.

The EBU Radio Committee has been chaired, for six years now, by Nicholas Kenyon, Controller BBC Proms, Live Events and Television Classical Music, whose professional excellence and wisdom make him an inspiring and widely respected leader of the European public radio community.

Two important EBU Radio programme groups - the Music Group and the News and Current Affairs group, are also chaired by BBC professionals - Graham Dixon of Radio 3 and Tim Bailey of BBC 4 News. They bring additional expertise, ideas and can-do spirit to those activities, which reach a potential audience of 300 million listeners but also motivate programme makers in their everyday work and keep the high standards BBC is renowned for.

The Radio Assembly in London in April 2003, hosted by BBC Radio, was attended by a record number of EBU Members and turned into the most important EBU Radio event of the year with the professional discussion on Politics and Radio and brilliant input from Jenny Abramsky, Steve Mitchell and Mark Byford.

Raina Konstantinova
Director Radio Department