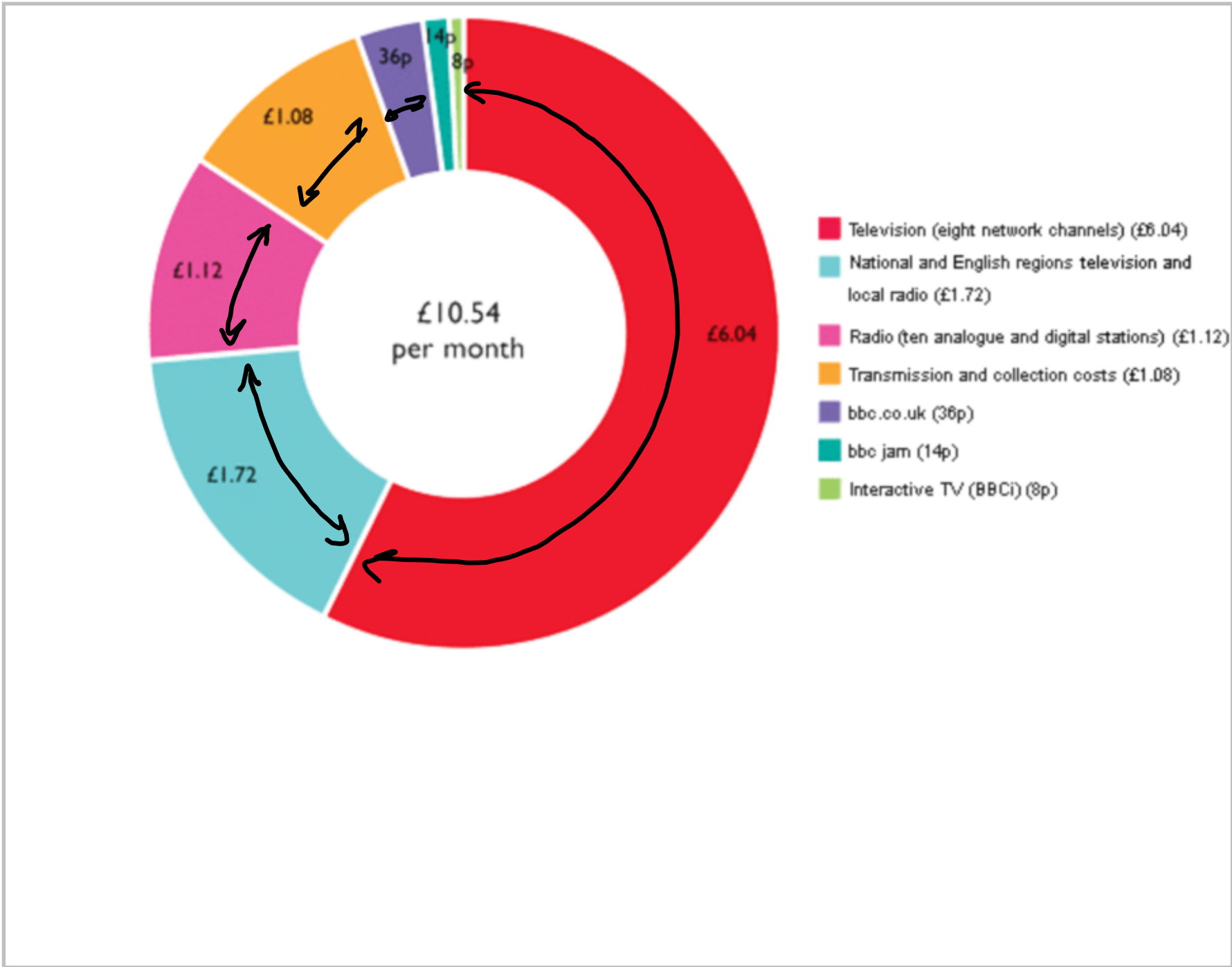


TABLOID / BROADSHEET

- CONTENT
- LAYOUT
- AUDIENCE
- ADVERTISING

LOCAL PRESS



BBC

STRUCTURES

TV - TERRESTRIAL (BBC1, 2)
DIGITAL

RADIO - NATIONAL, LOCAL, DIGITAL
INTERNET; INTERNATIONAL

OWNERSHIP & CONTROL

ULTIMATELY THE PUBLIC 'OWN' THE BBC
BUT WHO CONTROLS IT?
GOVERNORS - OR GOVERNMENT?

FUNDING LICENCE FEE

LEGISLATION

2003 COMMUNICATIONS ACT
OFCOM

FOR

HIGH QUALITY PROGRAMMES
EG. PERIOD DRAMA,
PLANET EARTH

CATERERS FOR SPECIALIST/
MINORITY INTEREST
EG. GAELIC

NO DIRECT ADVERTISING

UNBIASED POLITICAL
COVERAGE

RELATIVELY CHEAP &
GOOD VALUE

CULTURAL / INTERNATIONAL
IMPORTANCE

AGAINST

REGRESSIVE TAXATION
— THOSE WHO CAN
LEAST AFFORD IT
HARDEST HIT
'POL' TAX — ALL PAY
COMMERCIALY UNFAIR?

PROBLEMS OF
DIVERSIFICATION
— MULTICHANNEL
— INTERNET

FAIRER TO 'PAY FOR
CONSUMPTION'?