

# A BBC FOR THE FUTURE



The Brockman family reunited for the *Outnumbered* Christmas Special 2024

## 4.5bn hrs

spent viewing BBC iPlayer in 2024/25, up 883 million year-on-year - the fastest-growing long-form video on-demand service of the year

## 94%

of UK adults use our services on average per month (84% per week)

## 99%

of our original content is made in the UK - we are the largest single investor in UK-made programming

## No.1

in news - we are the UK's most widely used and trusted news outlet

# WE PURSUE TRUTH WITH NO AGENDA

**i** For more on how the BBC is pursuing truth see page 14



Behind the scenes in the BBC Radio 4 and BBC Radio 5 live studio during the UK 2024 General Election coverage

## 453m

The BBC is carrying the UK's voice, values, and influence to a weekly audience of 453 million people worldwide

## 220

The Local News Partnership is supporting the journalism of more than 220 media organisations across the UK

## 74%

of UK adults use BBC News on average per week – well ahead of the next nearest provider

## No.1

The BBC News app is now the number one news app in the UK for monthly reach

# WE BACK THE BEST HOMEGROWN STORYTELLING

**i** For more on how the BBC is backing the best homegrown storytelling see page 24



Ashley Jensen and Alison O'Donnell during filming for *Shetland* series nine

## £1=£2.63

For every £1 of the BBC's direct economic activity, £2.63 is generated in the UK economy

## 50%

Half of our economic impact is outside London – versus 20% for the wider industry

## 18

BAFTA TV awards won in 2025 – more than any other broadcaster or streamer

## £4.9bn

Contributing almost £5 billion to the UK economy last year

# WE BRING PEOPLE TOGETHER

**i** For more on how the BBC is bringing people together see page 34



Sports and entertainment show *Gladiators* returned to the BBC in 2024

## 6hrs 34m

time watching BBC TV/iPlayer on average per adult (16+), per week – more than all the big SVOD streamers combined

## 10/10

of the most-watched shows on UK television on Christmas Day 2024 were on the BBC

## No.1

the UK's number one brand for media

## 8/10

more than 8/10 UK adults came to the BBC for coverage of the UK General Election results