

THE BBC'S ROLE IN TODAY'S WORLD



The BBC's mission, as set out in our Royal Charter, is "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".

Also enshrined in our Royal Charter are the BBC's five public purposes. These outline the guiding principles we hold when striving to achieve our mission. They provide a clear framework through which we are held to account, and as such they are referred to throughout this report.

Our goal is to deliver outstanding value to all audiences as a universal public service. And, in doing so, to make a unique and invaluable contribution to the UK's national life.

THE BBC'S FIVE PUBLIC PURPOSES

Look for these symbols throughout the Strategic Report to see how everything we do is underpinned by these five public purposes.

1

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

2

To support learning for people of all ages

3

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

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

5

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

As the world changes, the role the BBC plays for the UK is changing too.

The past year was one of tumultuous change and conflict across the world. In times like these, with trust and togetherness under threat, the BBC's unique value for its audiences shines through – from independent, impartial journalism and compelling UK content to joyous, unforgettable shared moments.

In recent years the BBC has been transforming to remain at the heart of audiences' daily lives by seeking to offer outstanding value to everyone. But now a new wave of technological change is reshaping our media landscape. It offers huge benefits and opportunities but also brings fresh challenges for us all – challenges to our democracy, to our creative economy, and to our society.

Our mission remains to inform, educate, and entertain everyone. But we believe that this is a critical moment of choice for the UK when it comes to the crisis of trust we now face, and its implications for our social cohesion, democratic stability, and economic growth. We want to do more to make a vital contribution for the whole of the country, to help shape the new era of rapid technological change for the good of all, champion British creative talent, and make sure no-one is left behind.

To meet the challenges before us and deliver these crucial benefits for the public and the UK as a whole, in March 2024 we published 'A BBC for the Future'. It is an ambitious plan, aligned with our five public purposes, to help strengthen our democracy, creative economy and society by prioritising three essential roles.

We are prioritising three essential roles:

PURSUE TRUTH WITH NO AGENDA

...by reporting fearlessly and fairly

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BACK THE BEST HOMEGROWN STORYTELLING

...by investing in British talent and creativity

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BRING PEOPLE TOGETHER

...by connecting everyone to unmissable content

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