

BBC HD

Part I: Key characteristics of the service

1. Remit

The remit of the BBC HD channel is to offer a mixed genre schedule of programming in High Definition format, most of which has been originated by the BBC's other television channels.

2. Scope of this Licence

BBC HD should provide a service of around nine hours each day. It may occasionally extend its hours of broadcast to allow for coverage of significant live sport or other events.

BBC HD should be transmitted free to air for general reception in the UK as a live broadcast on digital television platforms and it may be simulcast on fixed and mobile internet protocol networks subject to technical feasibility, capacity constraints and value for money considerations.

The channel should be provided as a nine-hour service on digital terrestrial television as soon as possible. Subject to the conclusions of a Trust review of options, an interim service may be provided in some UK regions once equipment is available which integrates the long-term modulation and compression standards to be adopted for the provision of HDTV on DTT in the UK.

BBC HD may also offer its broadcast content on fixed and mobile internet protocol networks, when technically feasible and subject to value for money considerations.¹ BBC HD broadcast content may be offered on the internet for seven days after it has been broadcast and give users 30 days after downloading the content to access it for the first time. Provision of this content on the internet may allow users retrospectively or prospectively via pre-booking to download multiple episodes of first-run series (known as 'series stacking')² for first access within 30 days of download. The aggregate volume of such "series stacked" content must represent no more than 15% of all television content offered on demand. Provision of this content on the internet may allow users to repeatedly consume downloaded content for up to seven days after first access.

¹ Provision via BBC iPlayer is provided for by the bbc.co.uk Service Licence. Content may also be syndicated to other third party providers in accordance with the Trust's Syndication Policy for BBC on-demand content and the BBC's syndication guidelines.

² The Trust's guidelines for which programmes may be included in series stacking are those where the series has a distinct run, with a beginning and an end and a clear 'narrative arc' or those with exceptionally high impact. These should cover a broad range of programmes, in terms of genre and appeal.

BBC HD should deliver a very high quality technical service to viewers, by adhering to, or seeking to exceed, industry standards for picture resolution. However, changes in this area by the BBC should take into account any need for consumers to upgrade their television equipment.

3. Service budget

BBC HD TV has a service budget of £2.5 million in 2008/09.

Any planned or actual change in annual expenditure on the service of more than 10 per cent in real value requires approval from the BBC Trust and may entail variation of this Service Licence. This parameter of change is set to allow variations in spending which arise from regular, cyclical factors such as spending on major sports events, a reasonable level of operational flexibility (e.g. programme scheduling) and changes in accounting policy. Allowing for these factors, the Trust may judge that planned or actual change in annual expenditure of less than 10% should require its approval if the implications of this are significant for the character of the service or its market

4. Overview of aims and objectives

BBC HD programmes should exhibit some or all of the following characteristics: high quality, original, challenging, innovative and engaging, and it should nurture UK talent.

BBC HD should offer a mix of programme genre, reflecting the type of content which is available in HD. The schedule should be drawn from across the BBC's other television channels. It may simulcast programmes being shown on other BBC channels, although it should place the aim of showcasing programming which benefits from transmission in HD over and above the objective of significantly replicating the schedule of BBC One.

While the channel should show mainly originations, it may also acquire some output from overseas. First-run showings of sport and acquired feature films should not dominate the schedule, except on occasions of major sporting events, and these rights should not be purchased solely for the HD TV service. The channel may show archive repeats or narrative repeats, although as the availability of HD content grows, these should reduce as a proportion of the schedule.

For any programming commissioned by the channel, BBC HD should aim to contribute to BBC television's statutory commitments relating to programming made outside the M25.

Part II: Contribution to public value

5. Contribution to the promotion of the BBC's public purposes³

5.1 Overview

As BBC HD commissions only a very small proportion of its own output, its responsibility for contributing to the promotion of most of the BBC's public purposes relates in large part to ensuring that the relevance and appeal of the BBC's television programmes is maintained as consumer expectations for HD content grow.

Ultimately, BBC HD should help maintain reach to the programmes it shows and, in this respect, it should contribute to the BBC's overall ability to deliver its public purposes.

5.2 Emerging communications

BBC HD should make a very important contribution to this purpose by helping to accelerate the take-up of HD-TV by consumers by making a substantial volume of HD format programming available free to air.

Conditions

BBC HD should ensure that:

- first run showings of sport and acquired feature films constitute less than 20% of output each year, except on occasions of major sporting events.

³ When Purpose Remits have been adopted by the BBC Trust in 2007, this Service Licence will set out how this service will contribute to the promotion of relevant priorities set out in Purpose Remits.

6. Annexes to this Licence

6.1 Annex I – Performance assessment

The performance of BBC HD will be assessed by the Trust using the framework described in Annex I. BBC HD's compliance with any Conditions, as described in section 5, will also be measured on an annual basis and reported in the Annual Report and Accounts.

The BBC Trust will expect BBC HD to comply with the commitments described in sections 4 and 5 of the Service Licence. The BBC Trust will monitor compliance with these commitments retrospectively as part of its periodic service reviews and/or on an exceptional basis if there is evidence or allegation of non-compliance.

6.2. Annex II - Statutory commitments

Details of statutory quotas and other obligations to be fulfilled by BBC HD, in conjunction with other BBC services, are set out in Annex II.

7. Operation of this Service Licence by the BBC Trust

For details of how the BBC Trust operates this Service Licence, please see the Service Licence Operating Framework. This is available from www.bbc.co.uk/bbctrust or upon request from the BBC Trust.

Annex I: Performance measurement framework

Introduction

The BBC Trust has the function of assessing the performance of the Executive Board in delivering the BBC's services and activities and holding the Executive Board to account for its performance.⁴ It will use the framework described below as the basis for its assessment of BBC HD.

The framework is based around the four drivers of public value: Reach, Quality, Impact and Value for money and it includes measurement of the five content characteristics, as described in the BBC Agreement⁵: high quality, challenging, original, innovative and engaging.

The Trust can amend this framework without this constituting formal variation to this Service Licence.

Performance measurement framework

Reach: BBC HD should contribute towards the maintenance of combined BBC weekly reach⁶ at over 90% by aiming to grow its own *weekly reach*.

Quality: audience *approval* of BBC HD and perceptions of it as *high quality* and *innovative*. Also, the proportion of *originated programmes* across all hours⁷.

Impact: audience perceptions of BBC HD as *engaging* and *challenging*.

Value for money: BBC HD's *cost per viewer hour*.

⁴ Charter, article 24 (c)

⁵ Agreement, clause 14

⁶ For all BBC services

⁷ Including repeats