



SHAPING GLOBAL OPINION, PRIORITIZING NEWS OVER NOISE

The British Broadcasting Corporation Ltd. (BBC) is the largest public sector media company in the world. Affectionately known as "Auntie" or simply "the Beeb," the BBC has served the British public for more than 85 years. Since 2000, the BBC has rapidly expanded its broadcasting content beyond the venerable BBC1 and BBC2 channels. In 2007, the company operated ten channels, through analog and digital broadcast and satellite networks, including BBC3, BBC4, CBBC, Cbeebies, and BBC News 24. The BBC also operates a range of local and regional television channels in England, Scotland, Wales, and Ireland. The company oversees the sales of BBC programming worldwide, as well as ancillary sales such as CDs and DVDs. BBC also operates a range of commercial television stations worldwide, including BBC America, BBC Canada,



BBC Food, BBC Kids, BBC Prime, BBC World, and Animal Planet, among others. With a continuous penchant for reinventing itself and strong focus on R&D, BBC has been able to extend its reach and relevance to the fullest – across all ages and generations with its mul-

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POWER METER	
LEGACY	It is the largest and the most prestigious public sector media company in the world.
RECALL	Driven by R&D through continuous innovation and digital (r)evolution and not by stasis of ancient glory of loyalty and popularity.
IMPACT	Well ahead in the race in building and molding public opinion throughout the Globe.
POWER FACTOR	Steady presence in different forms of media and worldwide reach and credibility across all ages.