



Information Policy & Compliance  
[bbc.co.uk/foi](http://bbc.co.uk/foi)

Jane Black

By email to [foi+request-bounce-41-92e67504@foi.mysociety.org](mailto:foi+request-bounce-41-92e67504@foi.mysociety.org)

6 March 2008

Dear Ms Black

### **FOI request about net promoter value - RFI20080203**

Thank you for your email of 28th February 2008 requesting information regarding Net Promoter Value. The reference number for your request is RFI20080203.

*“ I would like to know the most recent "Net Promoter value" for:*

*a) All BBC public service websites b) All BBC commercial websites c) Any other non-BBC websites whose Net Promoter value is being measured by the BBC using the same tool*

*The existence of Net Promoter tool is mentioned in the "Future Media" section of the BBC's current Annual Report <http://www.bbc.co.uk/annualreport/text/futuremedia.txt>”*

Please note that your request is outside the scope of the Freedom of Information Act 2000 (“the Act”) because the BBC and the other public service broadcasters are covered by the Act only in respect of information held for purposes “other than those of journalism, art or literature” (see Schedule I, Part VI of the Act). We are not therefore obliged to supply information held for the purposes of creating the BBC’s output or information that supports and is closely associated with these creative activities. Information which is not subject to disclosure under the Act because of Schedule I might otherwise be exempt from disclosure because of the application of other provisions of the Act.

For more information about how the Act applies to the BBC please see [www.bbc.co.uk/foi](http://www.bbc.co.uk/foi) Please note that this guidance is not intended to be a comprehensive legal interpretation of how the Act applies to the BBC.



*Appeal Rights*

The BBC does not offer an internal review when the information requested is not covered by the Act. If you disagree with our decision you can appeal to the Information Commissioner. Contact details are: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF telephone 01625 545 700. <http://www.ico.gov.uk/>

Yours sincerely,

Tamara Samarasinghe  
Legal and Business Affairs Manager  
BBC Future Media & Technology