



Information Policy & Compliance
bbc.co.uk/foi

Mr Nick Carvell

Via email: xxxxxxxxxxxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxx

5 March 2010

Dear Mr Carvell

RFI20100185- Freedom of Information request

Thank you for your request under the Freedom of Information Act ('the Act') of 5th February 2010 asking for:

"the annual revenue from advertising..on the international BBC news website for the past 5 years."

The reference number for your request is RFI20100185.

Your request relates to BBC.com, which is a commercial service of the BBC operated by BBC Worldwide Limited. As a commercial subsidiary of the BBC, which is legally separate from the BBC, BBC Worldwide Limited is not covered by the Act (Section 6(1)(b)(ii)) for information other than that which it holds on behalf of the BBC. The information you requested is not held on behalf of the BBC.

Although out of the scope of the Act, BBC.com is prepared to volunteer the following information.

By way of context, in 2007 the BBC Trust gave approval for BBC.com, subject to certain conditions, to introduce advertising to the international traffic to bbc.co.uk. Revenues are invested to make BBC.com the international showcase for the BBC's key brands. In addition, BBC.com delivers a new flow of income into the BBC for investment in its core journalistic mission and capabilities, as well as the fees that BBC Worldwide pays the BBC for the rights and services it uses.

You may find it useful to look at the section on Digital Media in BBC Worldwide's Annual Review of 2008/09. Copies of the Annual Review are available for download at <http://www.bbcworldwide.com/annualreview.htm>.



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Appeal Rights

If you are not satisfied with this response you have the right to an internal review by a BBC senior manager or legal adviser. Please contact us at the address above, explaining what you would like us to review and including your reference number. If you are not satisfied with the internal review, you can appeal to the Information Commissioner. The contact details are: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, telephone 01625 545 700 or see <http://www.ico.gov.uk>.

Yours sincerely,

Company Secretary
BBC Worldwide Limited