



Information Policy & Compliance
bbc.co.uk/foi

Julian Todd

By email: Julian Todd [requxxxxxxxxxxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxx]

8 August 2008

Dear Mr Todd

Freedom of information request – RFI20080766

Thank you for your request under the Freedom of Information Act 2000 ("the Act") dated 14 July 2008. The reference number for your request is RFI20080766

Your request was as follows:

"According to the Statement of Operation for Online,[1] the BBC operates a very detailed database of whole website commissions, creative inputs, content ingest costs, application technologies, content rights, customised software licences and contractors/freelancer/sole traders engaged on a "deliverables" basis – in order to verify its Quota Requirement of External Spend on Future Media & Technology, which was reported as being 31% in the Annual Report and Accounts 2007/08. Paragraph 3.7 of the Statement of Operation says:

*"After considerable consultation with the new media industry, it was agreed that publishing the following performance metrics will be helpful to the industry whilst not compromising commercial confidentiality:
* Total BBC spend on its online services * Total excluded activity* Total eligible external spend and percentage attained * Headline performance by BBC division * A breakdown of eligible send by project type * % of spend of commissions from the Approved Supplier List * Freelancer spend * Number of new media suppliers contracted over a 12 month period * Number of new media suppliers not previously contracted by the BBC * A national/regional breakdown of commissions"*

(I have not as yet been able to find any details of these performance metrics on any BBC or trust web-page.)

May I please have have a copy of all reports, arguments, advice, and evidence supplied by the interested parties within the new media industries to the BBC as part of the aforementioned "considerable consultation"?"



INVESTOR IN PEOPLE

In answer to your request:

Following the 2004 Graf Report on the BBC's Online Services, the BBC consulted and discussed at length with various external suppliers and trade bodies such as the Producers Alliance for Cinema and Television ("PACT") to ensure that the definitions around the BBC Online Quota would be relevant to both the BBC and the wider industry. The information provided as part of this consultation process is held by multiple departments within the BBC and by third parties and we estimate that to deal with your request for a copy of all reports, arguments, advice and evidence supplied by each department would take more than two and a half days. Under section 12 of the Act, we are allowed to refuse to handle the request if it would exceed the appropriate limit, the appropriate limit being set by the Regulations (SI 2004/3244) as being £450 (equivalent to two and a half days work, at an hourly rate of £25).

In addition to consulting a cross section of all interests, you may be interested to know that we established the BBC Future Media Advisory Group, an expert panel comprising ten suppliers from the BBC's then current Approved Supplier List (a current description of which is at <http://www.bbc.co.uk/cgi-perl/futuremediacommissioning/asl.pl>) and representation from PACT and the British Interactive Media Association ("BIMA"), to provide ongoing consultation as we developed our plans. The members of this panel are due to be published on the BBC website by the end of 2008 following a BBC staff appointment.

For your information, please find attached details of the performance metrics. These are available upon request from the BBC's Marketing, Communications and Audiences division.

We hope you find this information useful.

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

L. Stiller
Legal and Business Affairs Manager
BBC Future Media & Technology