

# External Relationships and Financing



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## 16.1 Introduction

The BBC is committed to working collaboratively with others to deepen the impact and reach of its content and services, to extend creative possibilities and to maximise public value<sup>1</sup>.

Our commitment to partnerships, specifically, is set out in the BBC Charter which says that we must: seek to enter into partnerships with other organisations, particularly in the creative economy, where to do so would be in the public interest. These partnerships must be: with a wide range of organisations including commercial and non-commercial organisations and organisations of all sizes, throughout the nations and regions of the United Kingdom covering television, radio and online services.

The BBC should: encourage people to explore new subjects and participate in new activities through partnerships with educational, sporting and cultural institutions.

We must ensure that our partnerships: are fair and beneficial to all organisations in the partnership and, in particular, that partners are given due attribution and recognition, including in the branding and promotion of the output and services created or distributed.

To be fair and transparent in our partnerships and other external relationships, the nature of the relationship must be appropriately signalled to the audience.

See Guidance online: Crediting and Labelling External Relationships

And in order not to bring the BBC into disrepute, external relationships and financing must not compromise the BBC's impartiality, editorial integrity and independence and must be in line with the BBC's values. We must also maintain independent editorial control over our editorial content.

<sup>1</sup> The sections of the Ofcom Broadcasting Code that relate to this are 9: Commercial References in Television Programming and 10: Commercial Communications in Radio Programming. Under the 2016 Charter, UK Public Services came under the provisions of Section 9 and Section 10 of the Ofcom Broadcasting Code for the first time.

## Financing

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Partnerships and other external relationships can involve the use of third-party funds for broadcasting content on BBC services.

### Financing for UK Public Services

UK Public Services are funded by the licence fee and may only take funding for content from limited exceptions that conform to Clause 49 of the BBC Framework Agreement<sup>2</sup>. The conditions of these exceptions are set out in the Statement of Policy on Use of Alternative Finance in BBC content<sup>3</sup> and the Policy Statement on Ticketing for BBC Public Service events<sup>4</sup>.

Because UK Public Services must not broadcast sponsored editorial content or carry advertising<sup>5</sup> (although the BBC has specific permission to accept sponsorship for BBC events)<sup>6</sup>, arrangements with external organisations must not give the impression that a UK Public Service is sponsored. And arrangements involving funds from not-for-profit bodies and other partners must be in accordance with Clause 49 (4) of the Framework Agreement<sup>7</sup>.

2 Broadcasting: An Agreement Between Her Majesty's Secretary of State for Culture, Media and Sport and the British Broadcasting Corporation December 2016.

3 Statement of Policy on Use of Alternative Finance in BBC Content (Clause 49 (4) of the BBC Framework Agreement 2016).

4 Policy Statement on Ticketing for BBC Public Service Events 2017.

5 The BBC must not, without the prior approval of the appropriate Minister, include any sponsored material in any of its services. Broadcasting: An Agreement Between Her Majesty's Secretary of State for Culture, Media and Sport and the British Broadcasting Corporation 2016 Clause 50 (2).

6 Statement of Policy on Use of Alternative Finance in BBC Content (Clause 49 (4) of the BBC Framework Agreement 2016).

7 Broadcasting: An Agreement Between Her Majesty's Secretary of State for Culture, Media and Sport and the British Broadcasting Corporation December 2016.



### Financing for BBC World Service

The BBC World Service is principally licence fee funded and is permitted the same limited exceptions to the constraints on mixing licence with other sources of funding as the UK Public Services. It must also conform to the BBC Framework Agreement<sup>8</sup> and with the regulatory documents above. However, it is permitted additional specific limited exceptions which are set out in the BBC World Service Statement of Policy for Sources of Finance Other Than the Licence Fee<sup>9</sup>.

### Financing for Commercial Services

BBC Commercial Services and the BBC World Service, when undertaking commercial activity which is permitted by the BBC World Service Statement of Policy, must meet the guidelines on advertising and sponsorship.

See Advertising and Sponsorship Guidelines for BBC Commercial Services online

There must be distinction between editorial content and commercial content, such as advertising, and surreptitious advertising is prohibited.

In order not to compromise their due impartiality and independence, news and current affairs content must not be sponsored or externally funded. And consumer advice content must not be directly sponsored or externally funded by sponsors or external funders whose products, services or activities are likely to be reviewed in the editorial content.

The Statement of Policy on use of Alternative Finance in BBC Content<sup>10</sup>, the Policy Statement on Ticketing for BBC Public Service Events<sup>11</sup>, the BBC World Service

8 Broadcasting: An Agreement Between Her Majesty's Secretary of State for Culture, Media and Sport and the British Broadcasting Corporation December 2016.

9 The BBC World Service Statement of Policy for Sources of Finance Other Than the Licence Fee ('Alternative Finance') 2017.

10 Statement of Policy on Use of Alternative Finance in BBC Content (Clause 49 (4) of the BBC Framework Agreement 2016).

11 Policy Statement on Ticketing for BBC Public Service Events 2017.

Statement of Policy for Sources of Finance Other Than the Licence Fee<sup>12</sup> and the Advertising and Sponsorship Guidelines for BBC Commercial Services all set editorial content standards in their relevant areas.

See Advertising and Sponsorship Guidelines for BBC Commercial Services online

## Meanings

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**Partnership** is a relationship between the BBC and one or more third-party organisations which aims to deliver mutually beneficial outcomes in the form of:

- contributions, albeit often of different types from all those involved
- creation of designated partnership activities
- shared responsibility and accountability.

**Editorial partnership** is a partnership that is connected to BBC-commissioned editorial content/ brands. As with all editorial content the BBC must maintain independent editorial control over its content and brands.

**Joint editorial initiative** is where the BBC joins with another organisation for a one-off project or initiative.

It is not intended to form a long-term relationship and is therefore not a formal partnership. Rather it is where both organisations share a common aim and it may be appropriate to share resources and reference each other to extend the experience for the audience. Joint editorial initiatives are typically used in relation to one programme or a specific piece of content.

**Co-production** is an arrangement whereby BBC output is created, commissioned or otherwise obtained by the BBC in co-operation with one or more appropriate third parties, and where funding is provided in exchange for broadcasting, publishing or other rights in the material.

12 The BBC World Service Statement of Policy for Sources of Finance Other Than the Licence Fee ('Alternative Finance') 2017.

**Co-funding for Public Services** is financing for output by not-for-profit bodies in minority languages, such as BBC Alba, and other limited circumstances including learning and educational output targeted at a specific section of the audience, where it might be unjustifiable to fund the output entirely from the licence fee.

**External funding** occurs when any public or private undertaking (including but not limited to an individual) finances, but does not co-produce or sponsor, editorial content. An external funder may not receive any promotion within or around the content either within the editorial content or through a sponsor credit. However, for reasons of transparency an external funder must receive acknowledgment in the end credits or adjacent to the editorial content. Such external funding usually comes in the form of a grant. External funders are not co-producers because the primary purpose of the financing is not the exchange of rights.

**Sponsored editorial content** (which may include a programme, channel, programme segment or block of programmes) is editorial content that has had some or all of its costs met by a sponsor. It includes advertiser-funded programmes. Sponsors must be identified by means of sponsorship credits.

**Sponsor** (of editorial content) means any public or private undertaking or individual (not engaged in the provision or production of content) who is funding the editorial content (or its publication or broadcast) with a view to promoting its name, products, services, trade marks and/or its activities.

There may also be sponsors of events and awards.

**Distribution** refers to the making available of content to viewers, listeners and other users. It can take a wide variety of forms across numerous different technologies and platforms and has to evolve constantly as new technologies and platforms are developed. It covers a broad range of activities including:

- transmission of broadcast TV and radio signals received directly by audiences
- syndication of services to managed platforms
- publishing individual assets to open online platforms.

**Democratic governance content** is a type of current affairs content on international services in BBC World Service Group that is aimed at improving democratic accountability by building greater understanding of the political process and institutions and by holding those in power to account. This is through citizens' access to information and the ability to challenge or debate with holders of public office. It frequently gives citizens information about public institutions and how they operate, and the opportunity to question those holding power through formats such as debate, panel discussions, call-in shows or other events where leaders are held to account. Democratic governance content is targeted at audiences outside the UK.

Democratic governance is a category of editorial content which may be externally funded by appropriate external funders on the World Service and services which are not funded by the licence fee.

## 16.2 Mandatory Referrals

*(Mandatory Referrals are part of the BBC's editorial management system. They are an essential part of the process to ensure compliance and must be observed.)*

### Referrals to Director Editorial Policy and Standards

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- 16.2.1** Any proposal to enter into a partnership with a foreign government must be referred to Director Editorial Policy and Standards.

See 16.3.10

## Other Referrals

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- 16.2.2** Any proposal for a Public Service editorial partnership with a commercial organisation must be referred to Editorial Policy.  
See 16.3.11
- 16.2.3** Any proposal to broadcast or embed a third party's live stream must be referred to a senior editorial figure or, for independent production companies, to the commissioning editor.  
See 16.3.18
- 16.2.4** Any proposal to link to or embed a live stream from the sponsor of a third-party event must be referred to Editorial Policy.  
See 16.3.18
- 16.2.5** Any co-funding projects must be approved in writing by the relevant director.  
See 16.3.25
- 16.2.6** Any proposal for sponsorship of a UK Public Service on-air or online event or for a World Service on-air or online event targeted at a UK audience, and the proposed credits, must be referred to a senior editorial figure, or for independent production companies to the commissioning editor, and Editorial Policy.  
See 16.3.27
- 16.2.7** The commissioning of a new category of event with charged ticketing arrangements must be approved by the relevant controller who must refer to Editorial Policy.  
See 16.3.35

- 16.2.8** Any proposal for funding of off-air support material from a commercial organisation must be referred to Editorial Policy.  
See 16.3.37
- 16.2.9** On-air and online proposed references on Public Services for sponsors of third-party, non-sports events, or any proposal to use content from the sponsor on Public Services, must be referred to a senior editorial figure, or for independent production companies to the commissioning editor, and Editorial Policy.  
See 16.3.39
- 16.2.10** Any coverage by a Public Service of an event that is sponsored by a BBC Commercial Service, brand or product or mounted by a BBC Commercial Service must be editorially justified and must be referred to Editorial Policy.  
See 16.3.41
- 16.2.11** Proposals for broadcast appeals (which are not cross-funding initiatives) must be referred to the Charity Appeals Adviser.  
See 16.3.43
- 16.2.12** The arrangements for the broadcast of Disasters Emergency Committee appeals must be referred to the Charity Appeals Adviser.  
See 16.3.44
- 16.2.13** Advice must be sought from Editorial Policy before opening discussions with prospective partners for the start of a new cross-BBC charity fundraising initiative.  
See 16.3.45

- 16.2.14** Any reference to an external funder in World Service Group editorial content must be referred to a senior editorial figure or, for independent production companies, to the commissioning editor.  
See 16.3.52
- 16.2.15** Any proposal for World Service Group editorial content to be externally funded by a non-UK government department or agency must be approved by the relevant director.  
See 16.3.53
- 16.2.16** World Service Group external funding acknowledgements must be approved by the relevant output controller, or by the relevant BBC Media Action country director, for Media Action content that does not appear on a BBC service.  
See 16.3.54
- 16.2.17** Any proposal for World Service Group democratic governance content to be externally funded must be approved by the relevant director after taking advice from Director Editorial Policy and Standards.  
See 16.3.56
- 16.2.18** Any proposal to use a BBC News brand for marketing purposes in connection with any BBC Global News off-air sponsored event, or any third-party event, must be approved by a senior editorial figure.  
See 16.3.57

## 16.3 Guidelines

### PART A: GUIDELINES FOR ALL SERVICES

#### Guidelines for All Editorial External Relationships

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- 16.3.1** Before entering into an external relationship with the purpose of producing editorial content, we must ensure that:
- the third party is appropriate
  - the relationship is appropriate given the editorial content to be produced
  - the BBC will maintain independent editorial control over its editorial content.

- 16.3.2** **Appropriateness: third party**
- An assessment must be made of the third party's objectives and aims, its activities, its financial soundness, who funds or sponsors the organisation and whether the organisation has been involved in any controversy which could have a material negative effect on the BBC's reputation.

- 16.3.3** We must be satisfied that the external editorial relationship will not conflict with the values and standards in the BBC Editorial Guidelines.
- A senior editorial figure<sup>13</sup> must take a decision in light of the assessments on the appropriateness of the external relationship.
- There should be assessments at the start of further projects or series of content with the same organisation to ensure that nothing has changed that could affect the appropriateness of the external relationship from continuing. We should also consider whether the cumulative effect of extending it is appropriate.

<sup>13</sup> The senior editorial figure should be not lower than head of department.



### 16.3.4 **Appropriateness: editorial content**

We must not enter into an external relationship with other parties that would create a conflict of interest which could compromise the BBC's impartiality, editorial integrity or independence.

### 16.3.5 **Appropriateness: editorial control**

The BBC must have independent editorial control over everything it produces, broadcasts or publishes and must have the right to reject material supplied by any third party. Content created by third parties for the BBC must meet the standards in the Editorial Guidelines. The BBC must always retain the right to edit as it sees fit.

External relationships should normally fit with and be appropriate for the editorial remit and audience expectation of the service. Editorial content must not be created solely to provide an opportunity for a commercial relationship, including, but not limited to, advertising, sponsorship or external funding.

The BBC must not accept money or other valuable consideration in exchange for editorial coverage, links, credits or publicity by the BBC. However, Commercial Services may make product placement arrangements.

See Section 14 Independence from External Interests:  
14.3.27-14.3.36

We should normally approve any public reference to the BBC or to a relationship with the BBC which is made by the third party or parties in the external relationship.

### 16.3.6 **For transparency, production should keep records of any financing from an outside organisation and retain details of assessments conducted.**

## Editorial Partnerships

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For the meaning of an editorial partnership see Meanings above.

See Section 16 External Relationships and Financing: 16.1

### 16.3.7

The BBC seeks to offer public value by working in partnership with others. We agree common aspirations and ambition with our partners in order to achieve both mutual benefit and benefit for our audiences.

The partnership may involve complementary activities, such as a gallery mounting an exhibition on the same theme as a BBC programme. In other cases the partner and the BBC may jointly fund an off-air activity.

The partnerships must be editorially justified and the partner selected according to editorially appropriate criteria.

### 16.3.8

Our partnerships should be fair and beneficial to all organisations in the partnership. However, an editorial partnership must not be limited to the BBC covering a partner's activities or promoting their campaigns and we must not promote them, their products, services or trade marks relating to activities outside of the partnership.

### 16.3.9

Editorial partners should be given due attribution and recognition, including in the branding and promotion of the output and services created or distributed.

See Section 14 Independence from External Interests: 14.3.21-14.3.22

Credits for partners must be appropriate and editorially justified.

See Guidance online: Crediting and Labelling External Relationships

### 16.3.10

We should not enter into editorial partnerships with:

- political parties and political organisations
- lobby groups

- tobacco firms or those mainly known for tobacco-related products
- organisations involved in adult products or services
- weapons manufacturers, or
- on UK Public Services, with alcoholic drinks manufacturers or suppliers.

**The BBC should not normally enter into a partnership with a foreign government. Any proposal to do so must be referred to Director Editorial Policy and Standards.**

We should not be used by a government or campaign group initiative to launch or appear to endorse a government, political party or campaign group policy.

Relationships with UK government departments, religious organisations, charities, trusts, foundations and non-governmental organisations which undertake lobbying should not compromise the BBC's impartiality. Sponsored material must also not be broadcast or published.

See Section 4 Impartiality: 4.3.17-4.3.18

### 16.3.11

#### **Partnerships on Public Services**

On Public Services we must seek to enter into partnerships, particularly in the creative economy, where to do so would be in the public interest, and with a wide range of organisations.

We may share non-broadcast costs for editorial partnerships with suitable bodies such as arts and cultural bodies, charitable institutions, trusts or foundations and organisations including local authorities and government agencies where editorially justified. All partnerships must conform to the Statement of Policy on Use of Alternative Finance in BBC Content<sup>14</sup>.

<sup>14</sup> Statement of Policy on Use of Alternative Finance in BBC Content (Clause 49 (4) of the BBC Framework Agreement 2016).

**Any proposal for a Public Service editorial partnership with a commercial organisation must be referred to Editorial Policy** who will consider whether:

- the partnership would compromise the BBC's impartiality, editorial integrity or independence
- the partnership conforms to the Statement of Policy<sup>15</sup>.

A UK Public Service editorial partnership must not give the impression that the service is sponsored.

## Joint Editorial Initiatives

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For the meaning of a joint editorial initiative see Meanings above.

See Section 16 External Relationships and Financing: 16.1

### 16.3.12

When undertaking a joint editorial initiative:

- the BBC must retain independent editorial control of any element of the project that refers to it
- the initiative must not be used to promote the outside body
- the BBC should not link directly to any page of the third party's site whose main purpose is to promote or sell any commercial product or service.

The BBC and the organisation may carry out other activities in relation to the project as well as producing content.

## Co-Productions

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For the meaning of a co-production see Meanings above.

See Section 16 External Relationships and Financing: 16.1

<sup>15</sup> Statement of Policy on Use of Alternative Finance in BBC Content (Clause 49 (4) of the BBC Framework Agreement 2016).

- 16.3.13** A co-producer may have involvement with the editorial content and it may also be a partner. On Public Services credits for co-producers must be in line with the guidance on crediting and labelling external relationships.
- See Guidance online: Crediting and Labelling External Relationships

## Distribution

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For the meaning of distribution see Meanings above.  
See Section 16 External Relationships and Financing: 16.1

- 16.3.14** When distributing its content the BBC must retain independent editorial control of the content.
- The BBC must be able promptly to remove or block its content, and platforms must not edit BBC content or metadata unless otherwise agreed.
- Users should be able to easily identify which content on a platform is provided by the BBC.
- 16.3.15** UK Public Service content and services distributed within the UK must be available free of advertising and sponsorship. No advertising or sponsorship, (including pre-roll advertisements) may be inserted into or placed adjacent to BBC content or services in a manner that could be interpreted as a BBC endorsement for or a connection with a product, service or cause.
- UK Public Services distributed within the UK must meet the BBC Distribution Policy.

- 16.3.16** On other services, the Advertising and Sponsorship Guidelines for BBC Commercial Services apply.
- See Advertising and Sponsorship Guidelines for BBC Commercial Services online

## Live Streams from Third Parties

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### 16.3.17

We should maintain editorial control of a live stream on any of our services.

The risk of allowing a third party's live output to appear on a BBC service must be assessed before we proceed. We should take account of the source of the live stream, the nature of the content and the format.

We should not normally link to or embed live streams or any other form of continuous live broadcasting from personal or unverified social accounts. On Public Services we should not normally link to or embed live streams from a sponsor of a third-party event.

See Section 16: External Relationships and Financing: 16.3.38

### 16.3.18

**Any proposal to broadcast or embed a third party's live stream must be referred to a senior editorial figure or, for independent production companies, to the commissioning editor.** Approval will only be given if:

- it would not be possible for the BBC to obtain the content itself, due to its exclusive nature and/or the circumstances in which it was being live streamed
- it would meet the Editorial Guidelines on privacy, harm and offence and undue prominence
- on Public Services the content would not contain any reference to its sponsor, or their products, services or trade marks.

**Any proposal to link to or embed a live stream from the sponsor of a third-party event must also be referred to Editorial Policy** who will consider whether the proposal would compromise the BBC's impartiality, editorial integrity or independence.

See Section 7 Privacy: 7.3.29-7.3.33, Section 14 Independence from External Interests: 14.3.8, and Section 17 Competitions, Votes and Interactivity: 17.3.53

## Location and Production Incentives

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**16.3.19** Location and production incentives are often offered by film councils or governmental or regional organisations around the world for editorial content and are a permitted exception under Clause 49 of the Framework Agreement<sup>16</sup>.

Any conditions made by the funder must not compromise the BBC's impartiality, editorial integrity or independence.

The source of the incentive must not have an interest in the content that would create a conflict if its funds were accepted<sup>17</sup>.

## Third-Party Advertising and the BBC Brand

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**16.3.20** The BBC brand must not be used to endorse other organisations. We can achieve this by ensuring that advertising, promotion and press releases by other organisations do not give the impression of BBC endorsement, and advertising does not pass off BBC content.

The BBC name, logos, titles, channel names, programme titles, formats or characters, sets, music or catchphrases should not normally be used by commercial advertisers, except in joint promotions or advertising for licensed BBC products.

If the BBC brand forms part of a product being advertised, it can be referenced within the advertising, as long as the quantity and prominence of references to the BBC across the campaign, is proportionate to the BBC's involvement in the product.

<sup>16</sup> Broadcasting: An Agreement Between Her Majesty's Secretary of State for Culture, Media and Sport and the British Broadcasting Corporation December 2016.

<sup>17</sup> Agreeing Alternative Funding Guidance from Commercial Rights and Business Affairs: available on Gateway for BBC staff or via commissioning editors for independent producers.

## Testimonials

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### 16.3.21

The BBC may receive requests from past or current suppliers for permission to describe their relationship with the BBC in their promotional materials to demonstrate the goods or services that they have provided.

Such requests will normally be driven by the desire of suppliers to signal that they have worked with the BBC. There is a risk, however, that such references may be misleading or may imply BBC endorsement of that supplier. Contracts with suppliers should, therefore, normally include a clause which requires the supplier to seek BBC permission for all promotional materials which reference its relationship with the BBC.

### 16.3.22

Permission to enable a supplier to reference their relationship with the BBC may be granted as long as:

- the BBC is a satisfied customer of the supplier's goods or services
- the BBC has agreed in advance to, and retains independent editorial control over, such references, and
- references to the BBC are factual, accurate, not misleading with respect to the nature and scope of the relationship and do not imply BBC endorsement of any organisation.

## PART B: GUIDELINES FOR PUBLIC SERVICES

### Public Services (UK and World Service) – Permitted Means of Finance

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### 16.3.23

The Public Services may take finance from:

- BBC commercial activities
- voluntary payments of the licence fee, legacies or other donations
- the Open University for learning and educational



output in line with the Framework Agreement between the Open University and the BBC

- any co-production agreement.

The following activities must conform to the Statement of Policy on Use of Alternative Finance in BBC Content<sup>18</sup>:

### 16.3.24

#### Partnerships

The Public Services may use funds derived from any not-for-profit cultural, arts, sports, educational and science bodies or other similar organisations but only where the funding is compatible with the Statement of Policy. See Editorial Partnerships for more details.

See Section 16 External Relationships and Financing: 16.3.7-16.3.11

### 16.3.25

#### Co-Funding

For the meaning of co-funding for Public Services see Meanings above.

See Section 16 External Relationships and Financing: 16.1

The BBC may accept co-funding by not-for-profit bodies for output in minority languages, such as BBC Alba, and other limited circumstances but only where compatible with the Statement of Policy, in order to represent and serve the UK's nations, regions and communities. Occasionally the BBC may accept co-funding from not-for-profit bodies for learning or educational content or output targeted at a specific section of the audience in circumstances where it would be unjustifiable to fund output entirely from the licence fee.

Suitable co-funders include publicly funded bodies, charities, charitable trusts or voluntary bodies.

Co-funding must never be taken for news, current affairs or consumer advice content.

Co-funded editorial content must not promote the funder.

<sup>18</sup> Statement of Policy on Use of Alternative Finance in BBC Content (Clause 49 (4) of the BBC Framework Agreement 2016).

**Any co-funding projects must be approved in writing by the relevant director.**

### 16.3.26

#### **Competition Prizes and other Awards**

See Section 17 Competitions, Votes and Interactivity for details.

See Section 17 Competitions, Votes and Interactivity: 17.3.1-17.3.5

### 16.3.27

#### **Sponsored Public Service Events**

##### **Sponsored BBC On-Air or Online Events**

The Public Services may mount public events, such as concerts and award ceremonies, which are held at outside venues and covered on air or online. These events are key to fulfilling the BBC's public purpose remit to bring people together for shared experiences and to engage personally with the BBC.

In some cases, where there is no inappropriate potential adverse market impact and in order to defray the cost to the licence payer, it may be acceptable to supplement the cost of mounting a public event by sponsorship from a non-commercial body.

**Any proposal for sponsorship of a UK Public Service on-air or online event or for a World Service on-air or online event targeted at a UK audience, and the proposed credits, must be referred to a senior editorial figure, or for independent production companies to the commissioning editor, and Editorial Policy who will consider whether:**

- the proposal meets the Statement of Policy on use of Alternative Finance in BBC Content<sup>19</sup>
- the proposal would bring the UK Public Services into disrepute

<sup>19</sup> Statement of Policy on Use of Alternative Finance in BBC Content (Clause 49 (4) of the BBC Framework Agreement 2016).

- the proposed credits are in line with the Guidance on Sponsored Public Service Events and are not unduly prominent.

See Guidance online: Sponsorship of BBC On-Air or Online Events Broadcast on BBC Public Services

### 16.3.28

On UK Public Services, and World Service events targeted at the UK, the money from the sponsor may only be used towards the costs of mounting the event and no sponsorship money may be used for production or broadcast costs in covering the event.

Production must keep separate accounts for event and broadcast costs.

### 16.3.29

Sponsorship is only acceptable for on-air and online events which are distinctive and help the BBC promote its public purposes. Events which are eligible for sponsorship include:

- concerts, performance, cultural or artistic events including but not limited to competitive performance events which celebrate artistic achievement
- BBC award ceremonies
- BBC talent, community or youth initiatives which include an on-air or online event.

News and current affairs on-air or online events, and events based on consumer programmes dealing with a range of topics, must not be sponsored.

In addition:

- we must not feature the sponsor in the title of a BBC event
- on-air or online events must not be sponsored by organisations directly related to the subject matter of the event or editorial content connected with it
- no impression should be given that a BBC programme or service is being sponsored. Credits should make it clear that it is the event itself which is being sponsored

- we should not enter into a contractual arrangement which guarantees on-air or online credits because that could amount to product placement
- on-air or online events on UK Public Services must not accept product sponsorship.

**16.3.30**

Organisations which are associated with the following must not sponsor BBC-run Public Service events:

- political parties and political organisations
- foreign governments
- lobby groups
- faith, religion and equivalent systems of belief
- tobacco firms or those mainly known for tobacco-related products
- adult products and services
- weapons manufacturers.

**16.3.31**

The sponsor's agenda must not determine the editorial remit of the event and the event must not become a vehicle for promoting the sponsor or its activities.

It is not normally appropriate to broadcast or embed a live stream from an event sponsor on a Public Service website.

See Section 16 External Relationships and Financing: 16.3.17-16.3.18

**16.3.32****Sponsored Awards**

For sponsored awards see Section 17 Competitions, Votes and Interactivity: Awards and Prizes.

See Section 17 Competitions, Votes and Interactivity: 17.3.6-17.3.9 and 17.3.12-17.3.19

**16.3.33****Sponsored Off-Air Events**

BBC off-air events to support its editorial content may take sponsorship.

See Guidance online: Public Service Off-Air Events

### 16.3.34 **Ticket Sales**

The BBC may recover costs from the proceeds of ticket sales for BBC Public Service-mounted or run events which contribute to the BBC's Mission and Public Purposes<sup>20</sup> in line with the Statement on Ticketing for BBC Public Service Events<sup>21</sup>.

### 16.3.35

We must not charge for admission to regular recordings of programmes and do not normally charge for events held on BBC premises, with the exception of the venues of the BBC Performing Groups.

Ticket revenue must only cover event costs and not be used for broadcast or production costs. The proceeds from ticket sales must only be used to pay for events or for a series of events costs and not designed to generate further income for the BBC.

Production should keep separate accounts of event and production costs and records of ticketing revenue going to the BBC or via the BBC.

There is a procedure for approval of new events and ongoing approval for existing events.

See Guidance online: Ticketing

**The commissioning of a new category of event with charged ticketing arrangements must be approved by the relevant controller who must refer to Editorial Policy.**

### 16.3.36

#### **Makeovers**

Public Services must cover the full production costs of makeover programmes including but not limited to the costs of the home makeover itself where such makeovers have been instigated by the BBC.

The homeowner may contribute towards some makeover costs if they have already begun a

<sup>20</sup> Clause 49(4)(h) of Broadcasting: An Agreement Between Her Majesty's Secretary of State for Culture, Media and Sport and the British Broadcasting Corporation December 2016.

<sup>21</sup> Policy Statement on Ticketing for BBC Public Service Events 2017.

makeover or are considering one but the BBC must not demand a financial contribution from a homeowner as a pre-requisite for taking part in a makeover programme. Such arrangements must conform to the Statement of Policy on Use of Alternative Finance in BBC Content<sup>22</sup>.

See Guidance online: Makeover Programmes

No money from the homeowner may go into a production budget. Production must keep separate accounts for the programme and the makeover.

### 16.3.37

#### Funding of Off-Air Support Material

We may accept outside funding for off-air support material or services on Public Services in the form of sponsorship from a third party which would usually be a not-for-profit organisation.

**Any proposal for funding of off-air support material from a commercial organisation must be referred to Editorial Policy** who will consider whether the funding would amount to BBC endorsement of the organisation, its products or services.

See Section 14 Independence from External Interests: 14.3.26

## Other Public Service External Relationships

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### 16.3.38

#### Coverage of Sponsored Third-Party Events

The BBC covers a wide variety of third-party events, sports events, awards shows and music events, many of which are sponsored.

In such coverage:

- we aim to credit fairly the enabling role of sponsors
- we must not promote a sponsor in the BBC coverage. Any references and credits must not be unduly prominent

See Section 14 Independence from External Interests: 14.3.1-14.3.9

<sup>22</sup> Statement of Policy on Use of Alternative Finance in BBC Content (Clause 49 (4) of the BBC Framework Agreement 2016).

- third-party sponsored events must not be created solely to attract broadcast coverage
- the Public Services must not accept any money from sponsors or organisers towards the cost of any element of the broadcast coverage of an event. However, they can pay all the costs associated with the event itself.

We must not enter into a contractual arrangement which guarantees a sponsor a set number of minutes of sign-age reflection on air.

### 16.3.39

**On-air and online proposed references on Public Services for sponsors of third-party, non-sports events, or any proposal to use content from the sponsor on Public Services, must be referred to a senior editorial figure, or for independent production companies to the commissioning editor, and Editorial Policy who will consider whether:**

- the proposals meet with the Guidance on Coverage of Sponsored Third-Party Events

See Guidance online: Coverage of Sponsored Third-Party Events (Non Sports) Broadcast on Public Services

- the reference does not create the impression that Public Service editorial content has been sponsored.

### 16.3.40

Links from Public Service platforms covering events to the sponsor's platforms must be editorially justified and must be to areas which give relevant information about the event and do not sell products or services.

The sponsor should be appropriate; coverage of the sponsored event must not compromise the BBC's impartiality, editorial integrity or independence.

See Section 16 External Relationships and Financing: 16.3.1-16.3.6

**16.3.41**

**Any coverage by a Public Service of an event that is sponsored by a BBC Commercial Service, brand or product or mounted by a BBC Commercial Service must be editorially justified and must be referred to Editorial Policy** who will consider whether the coverage by Public Services would promote BBC Commercial Services which is not permitted.

See Section 14 Independence from External Interests: 14.3.23

**16.3.42****The National Lottery**

The BBC may cover the National Lottery which is established by an Act of Parliament.

**16.3.43****Charities****Broadcast Appeals**

The Public Services make airtime available for broadcast appeals by charities as a public service broadcaster. These appeals are distinct from our long-term charity partnerships.

See Section 16 External Relationships and Financing: 16.3.45

See Guidance online: Charitable Appeals

The selection of broadcast appeals should reflect the range of the charitable sector. The selection process must be fair and transparent and should include criteria looking at financial robustness and governance of the organisation.

The choice of charities must be overseen by the Charity Appeals Adviser.

For requests for our content from charities, see Section 13 Re-Use, Reversioning and Permanent Availability.

See Section 13 Re-Use, Reversioning and Permanent Availability: 13.3.30-13.3.34

All broadcast appeals should meet the Guidance on Charitable Appeals. **Proposals for broadcast appeals (not cross-BBC charity fundraising**



**initiatives) must be referred to the Charity Appeals Adviser** who will advise on the processes required to ensure fair and transparent selection.

See Guidance online: Charitable Appeals

### 16.3.44

#### **Disasters Emergency Committee Appeals**

In the case of a major disaster overseas, the BBC may broadcast or publish an appeal on behalf of the Disasters Emergency Committee, an organisation which represents the UK's leading humanitarian aid charities. The BBC must retain independent editorial control and the broadcast must comply with the Editorial Guidelines.

**The approval process and arrangements for the broadcast of such appeals should meet the BBC's guidance for Disasters Emergency Committee appeals and referral must be made to the Charity Appeals Adviser** who will liaise with senior figures across the BBC to seek approval for the appeal from the Director-General.

See Guidance online: Charitable Appeals

### 16.3.45

#### **Cross-BBC Charity Fundraising Initiatives**

The BBC runs cross-BBC charity fundraising initiatives such as BBC Children in Need and Comic Relief.

These initiatives are partnerships between the BBC and charitable organisations. They:

- are part of a partnership agreement and we may co-produce with the charity in such initiatives
- may either be mounted with a charity which is an umbrella organisation which gives grants to a wide range of charities or may be an initiative with a number of separate charities for an agreed common editorial aim with the BBC as broadcast partner
- will usually consist of a range of programming and content from the BBC and the charitable partner

- should meet the Guidance on cross-BBC charity fundraising initiatives.

See Guidance online: Charitable Appeals

### **Advice must be sought from Editorial Policy before opening discussions with prospective partners for the start of a new initiative.**

Editorial Policy will consider whether the initiative would compromise the BBC's impartiality, editorial integrity and independence.

#### **16.3.46**

#### **References to Charities in Other BBC Output**

Apart from the BBC broadcast appeals and cross-BBC charity fundraising initiatives, BBC editorial content should not directly appeal for funds for charities.

See Section 3 Accuracy: 3.3.13-3.3.14

We must retain our impartiality, editorial integrity and independence when we cover the work of charities and not appear to favour one charity over another.

## **BBC World Service – Additional Permitted Means of Finance**

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#### **16.3.47**

In addition to the permitted means of finance that are applicable to all Public Services under the Framework Agreement<sup>23</sup> the World Service may be supported by alternative finance to supplement its funding by the licence fee as set out in the BBC World Service Statement of Policy for Sources of Finance Other Than the Licence Fee<sup>24</sup>.

See Section 16 External Relationships and Financing: 16.3.23-16.3.37

The World Service must keep a record of the limited alternative finance that it takes.

23 Broadcasting: An Agreement Between Her Majesty's Secretary of State for Culture, Media and Sport and the British Broadcasting Corporation December 2016.

24 The BBC World Service Statement of Policy for Sources of Finance Other Than the Licence Fee ('Alternative Finance') 2017.

**16.3.48**

The BBC World Service is only permitted to carry an appropriate and proportionate amount of advertising and sponsorship on its services which are not targeted at UK audiences. Advertising and sponsorship must meet the Advertising and Sponsorship Guidelines for BBC Commercial Services and must take account of the likely expectations of target audiences, regulatory requirements and local market norms in the relevant territory.

See Advertising and Sponsorship Guidelines for BBC Commercial Services online

The World Service may also take externally funded content which is not sponsored content but which is either:

- funded by BBC Media Action as long as any relevant external funding provided to Media Action meets the applicable compliance procedures in accordance with BBC Media Action's constitution or
- externally funded by other appropriate external funders, provided that it is consistent with the Editorial Guidelines.

The World Service may also enter into an agreement under which the UK Government provides funding to enable the BBC to undertake particular defined projects connected with the World Service for a specific period or a specific purpose. It must be consistent with the BBC Framework Agreement<sup>25</sup>.

## **PART C: ADDITIONAL GUIDELINES FOR BBC WORLD SERVICE GROUP**

### **External Funding for BBC World Service Group Which is Not Co-Production or Sponsorship**

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For the meaning of external funding see Meanings above.

See Section 16 External Relationships and Financing: 16.1

<sup>25</sup> Broadcasting: An Agreement Between Her Majesty's Secretary of State for Culture, Media and Sport and the British Broadcasting Corporation December 2016.

**16.3.49**

World Service Group may accept external funding to make editorial content that conforms to the BBC World Service Statement of Policy for Sources of Finance Other Than the Licence Fee<sup>26</sup>.

All external funding relationships must comply with the Guidelines for All Editorial External Relationships.

See Section 16 External Relationships and Financing: 16.3.1-16.3.6

External funding must not be accepted where there is a connection between the external funder's objectives and the editorial content that would compromise the BBC's independence.

**16.3.50**

News and current affairs content must not be externally funded. Consumer advice content must not be externally funded by external funders whose products, services, or activities may be reviewed in the editorial content.

**16.3.51**

Content which is not news, current affairs or consumer advice content can be funded by other appropriate parties that meet the criteria in the Guidelines for all Editorial External Relationships.

See Section 16 External Relationships and Financing: 16.3.1-16.3.6

Appropriate external funders may be non-commercial or commercial organisations. However, the external funder, and its name, trade mark, image, activities and products, must not receive any promotion within or around the content either within the editorial or through a sponsor credit.

Organisations which are principally involved in the following are prohibited from externally funding content:

- political parties and political organisations
- lobby groups
- faith, religion and equivalent systems of belief
- tobacco firms or those mainly known for

26 The BBC World Service Statement of Policy for Sources of Finance Other Than the Licence Fee ('Alternative Finance') 2017.

tobacco-related products

- adult products and services
- weapons manufacturers.

### 16.3.52

**Any reference to an external funder in World Service Group editorial content must be referred to a senior editorial figure, or for independent production companies to the commissioning editor, who will consider whether the reference is editorially justified and is non-promotional.**

### 16.3.53

**Any proposal for World Service Group editorial content to be externally funded by a non-UK government department or agency must be approved by the relevant director who will consider whether the external funding would harm the BBC's reputation for impartiality and independence.**

See Section 16 External Relationships and Financing: 16.3.56

### 16.3.54

External funding arrangements must be made clear with an informational and non-promotional acknowledgement. The acknowledgement must not suggest that the programme has been made by the external funder. To avoid promotion of the funder, no external funder logos may be used. Acknowledgements for external funders must be given in a standard form adjacent to the editorial content. For audio and video content this should normally be in the end credits. Acknowledgements must not appear to be a sponsorship credit; contact details for the external funder, including but not limited to web addresses may not be included.

External funding acknowledgements must not incorporate any element of the programme or other BBC branding or be voiced by someone

appearing in the programme. **World Service Group external funding acknowledgements must be approved by the relevant output controller, or by the relevant BBC Media Action country director for Media Action content that does not appear on a BBC service,** who will consider whether the acknowledgement would promote the external funder, which is prohibited.

We do not normally allow external funders a preview of BBC content.

### 16.3.55

BBC World Service Group services may broadcast programmes which are made either with or by the BBC's international charity BBC Media Action. BBC Media Action is primarily funded from grants and voluntary contributions.

BBC Media Action programmes broadcast on BBC World Service Group services may be financed by grants made to BBC Media Action by the Department for International Development or the Foreign and Commonwealth Office.

### 16.3.56

#### **Democratic Governance Content**

For the meaning of democratic governance content see Meanings above.

See Section 16 External Relationships and Financing: 16.1

**Any proposal for World Service Group democratic governance content to be externally funded must be approved by the relevant director after taking advice from Director Editorial Policy and Standards** who will consider whether it would compromise the BBC's impartiality, editorial integrity or independence.

## Use of BBC News Brands by BBC Global News Ltd for Marketing Events

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### 16.3.57

The impartiality of the BBC News brand must not be compromised by BBC Global News' marketing and off-air activities.

Such activities should meet the Editorial Policy Guidance for Use of BBC News Brands by BBC Global News for Marketing Events.

See Guidance online: Use of BBC News Brands by BBC Global News for Marketing Events

**Any proposal to use a BBC News brand for marketing purposes in connection with any BBC Global News off-air sponsored event, or any third-party event, must be approved by a senior editorial figure** who will consider whether the proposal would compromise the BBC's impartiality, editorial integrity or independence or otherwise bring the BBC into disrepute.

## BBC Media Action

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### 16.3.58

All editorial content produced by the BBC's international charity, BBC Media Action, must meet the standards in the BBC Editorial Guidelines, regardless of the service on which it will be made available, no matter whether it is the World Service or a local broadcaster's service. Where BBC Media Action is not in control of the editorial content (such as where it is acting in its capacity as a training provider), the content is not required to meet the BBC Editorial Guidelines.

## **PART D: ADVERTISING AND SPONSORSHIP FOR BBC COMMERCIAL SERVICES**

### **16.3.59**

Advertising and sponsorship around the BBC brand must meet the Advertising and Sponsorship Guidelines for BBC Commercial Services.

See Advertising and Sponsorship Guidelines for BBC Commercial Services online

These BBC Guidelines apply in addition to the relevant advertising regulations in specific territories.

Advertising and Sponsorship arrangements on BBC Commercial Services available in the UK must be presented in such a way that there is no confusion to consumers about what is a Public Service and what is a Commercial Service. Such services should be identifiable as Commercial Services.

## **PART E: CONTENT MADE BY BBC COMMERCIAL SERVICES FOR THIRD PARTIES**

### **16.3.60**

When BBC Commercial Services produce content for third parties the arrangements should be in accordance with the BBC's values and standards and must not damage the reputation of the BBC. The standards in these Guidelines should be followed, but in some cases the specific detail may not be appropriate, such as where the third party is not regulated by Ofcom.