

## **What the BBC green paper says about international content**

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The dcms green paper, 'A strong BBC, independent of government', sets out government policy for the BBC's next Charter, lasting from 2006 to 2016.

It proposes that 'all BBC activities should contribute to some core public purposes', which include:

### **“Bringing the world to the UK and the UK to the world**

- Making UK audiences aware of international issues and of the different cultures and viewpoints of people living outside the UK
- Bringing high-quality news coverage to a global audience through radio, TV and new media”

The government explains that:

“The BBC should continue to explain international issues to UK audiences – not only in news and current affairs but also through other forms of output, including drama, documentaries, schools programmes and sports coverage. To this end, it should develop a coherent, published strategy for its coverage of international affairs in both the developed world and the developing world.”

BBC programmes that serve this purpose should “where possible, ... make subjects accessible to new audiences [and] set standards... for other broadcasters to aspire to”.

The programmes should be:

- “Of high quality
- Challenging
- Original
- Innovative
- Engaging”