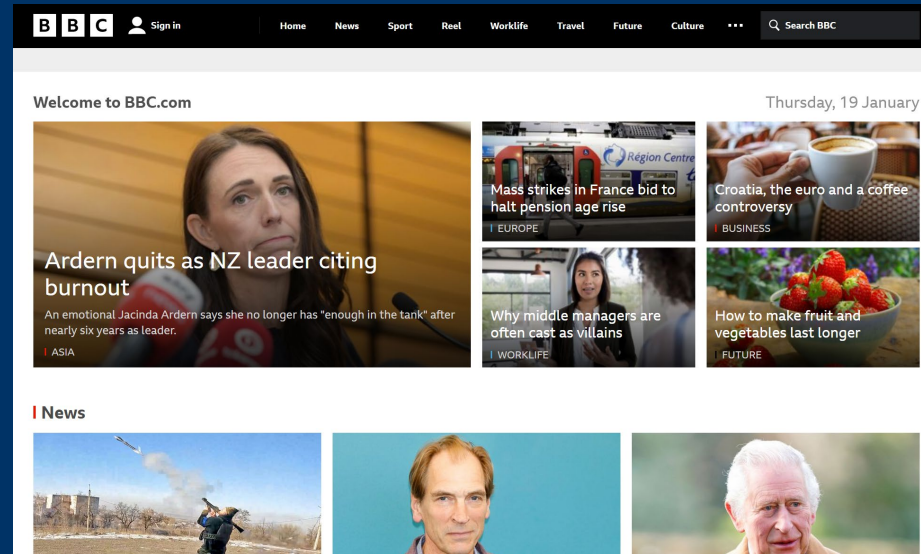


# The BBC

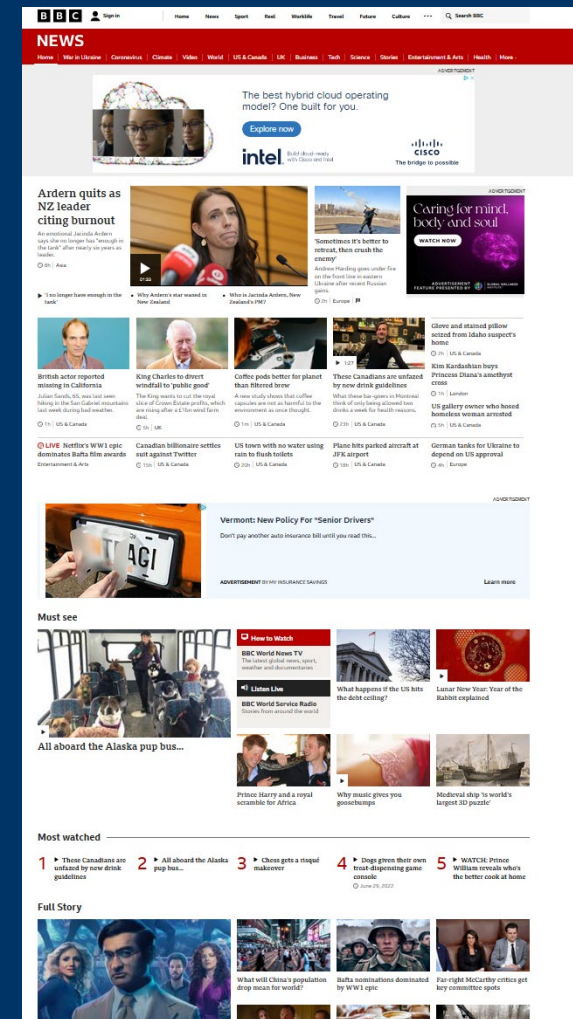
## The World Service

### Background to Covering and presenting “World News”



# BBC World News

- BBC News is the by FAR the **LARGEST** news gathering operation in the world.
- BBC has Foreign correspondents posted in **~200 countries**
  - (NYTimes has only 26-35). The rest are “stringers” or freelancers (50%+)
- BBC posts in **40+ Different Languages**
  - New York Times = 1 language (Spanish trial in 2019)
- GLOBAL AUDIENCE = **489 MILLION people**
  - ONLY 1m for USAToday and NYTimes)
- 187million Radio Listeners World News Service
- ALL TIME PEAK readers/viewers = of **1 billion total hits** on July 7 2005—(London transit bombings).
  - At peak times during the day there were 40,000 page requests per second for the BBC News website.
- COVID-19 **49 million person increase** worldwide
- Languages: <http://www.bbc.co.uk/worldservice/languages/index.shtml>
- Global Pandemic Growth: <https://www.bbc.com/news/world-53517025>



# The BBC = British Broadcasting Service

"Nation Shall Speak Peace Unto Nation"

- ✓ **Established in 1927.** The longest established and largest news broadcaster in the world.
- ✓ A **PUBLICALLY owned corporation** that operates under a Royal Charter.
- ✓ **"Guaranteed" income!** The BBC is funded principally by an annual **television license fee**, which is charged to all United Kingdom households, companies and organisations.
- ✓ **Additional Funding:**
  - ▶ BBC Worldwide Ltd. Commercial Entertainment
  - ▶ BBC TV/Cinema/Streaming
  - ▶ BBC Radio Times and
  - ▶ BBC Book publishing. BBC Studios and
  - ▶ BBC Post Production Ltd
- ✓ **LEGAL PROTECTIONS!** The BBC is legally independent from direct government intervention.
- ✓ BBC operations are overseen by **12 Governors who are appointed by the Crown** on the advice of the Government.
- ✓ **BBC World News Service is funded** by the **Foreign Office** which is the British government department responsible for promoting the interests of the United Kingdom abroad.



# BBC News in 41 Different Languages

**BBC**

Text only Help

Search

Explore the BBC

## Languages

News and Analysis in your Language

**From BBCRussian:** К спасательной операции на Гаити подключается армия США

Click to choose your language or roll over for more information

Albanian SHQIP	Pashto پښتو
Arabic عربي	Persian فارسی
Azeri AZƏRBAYCAN	Portuguese BRASIL
Bangla বাংলা	Portuguese PORTUGUÊS
Burmese မြန်မာ	Russian Русская служба
Caribbean CARIBBEAN	Serbian SRPSKI
Chinese 中文网	Sinhala සිංහල
French FRANÇAIS	Somali SOMALI
Hausa HAUSA	Spanish MUNDO
Hindi हिंदी	Swahili SWAHILI
Indonesian INDONESIA	Tamil தமிழ்
Kinyarwanda KINYARWANDA	Turkish TÜRKÇE
Kirundi KIRUNDI	Ukrainian УКРАЇНСЬКА
Kyrgyz КЫРГЫЗ	Urdu اردو
Macedonian МАКЕДОНСКИ	Uzbek ЎЗБЕК
Nepali नेपाली	Vietnamese TIẾNG VIỆT



**Note:** You may require additional fonts to view content.  
Visit the relevant sites for more information.

Map Key:



# BBC World News Audiences

## BBC News reaching highest ever global audience

23 July 2020



For the first time, digital platforms are now the most popular means of accessing BBC News.

### BBC News is now reaching its largest ever audience outside the UK, according to new figures.

A total of 438 million people from around the world came to BBC News on average every week in the year to March.

This is an increase of 49 million -- or 13% -- compared to the previous year.

For the first time, digital platforms are the most popular means of accessing BBC News -- surpassing syndicated TV and radio.

India, the United States, Nigeria and Kenya are the biggest international markets.

Digital audiences hit 310 million during the initial peak of the coronavirus outbreak from January to March.

"Whatever your views on the BBC, it's a reminder that we are without question one of Britain's strongest and best-known brands, synonymous with quality and accuracy worldwide," Tony Hall, director-general of the BBC, said in a statement.

"Our international news services rank first for trust and reliability. Our World Service remains a beacon of democratic values and a lifeline for millions living in fear, captivity or uncertainty."

Across the BBC, services are reaching more people globally than ever before -- more than 468 million each week, an increase of 11% on last year.

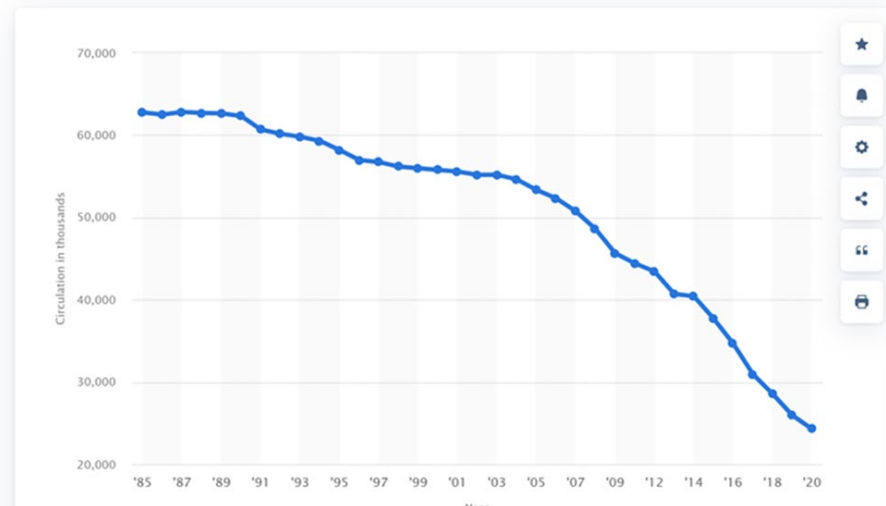
The BBC aims to be reaching 500 million people a week by 2022.

Africa Eye, Africa Sport and What's New have been picked out as new content helping to attract

# The American News in Freefall

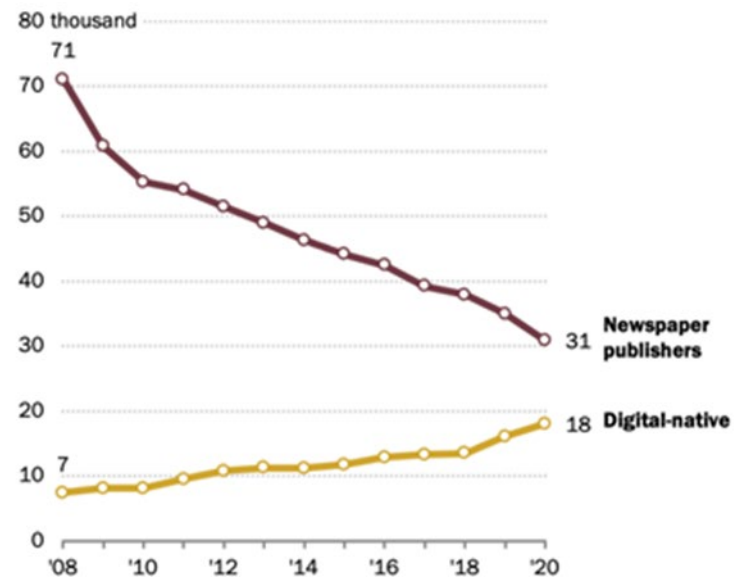
- As a percentage, more print journalists have lost their jobs than workers in any other significant American industry over the last decade (BLS.gov).
- Since 2000, MORE than 57 per cent of American staff newspaper photographers have been laid off.
- 2013 The Chicago Sun-Times laid off its **ENTIRE photography staff** (including Pulitzer Prize Winner John White)  
<https://petapixel.com/2013/05/30/how-the-internet-killed-photojournalism/>
- 2016 the New York Times relied on freelancers to provide **50+** percent (or more) of its visuals
  - The Wall Street Journal relies on freelancers for **66%** of its **features imagery** and **33%** of its news imagery;
  - The Washington Post relies on freelancers for more than **80%** of its **international news imagery**, **50%** of its political news imagery, and between **60- 80%** of its **national news imagery**

Paid circulation of daily weekday newspapers in the United States (in 1,000s)



## Newsroom employment at U.S. newspapers has plummeted since 2008 but grown at digital publishers

Number of U.S. newsroom employees by news industry, in thousands



# INTERNATIONAL NEWS in the US: Retreating from the World

(Enda, Columbia Journalism Review)

- ✓ In the US, foreign news coverage dropped 53% from 1985-2010
- ✓ Closing of foreign offices/bureaus = 20 major U.S. newspapers closed ALL foreign bureaus.
- ✓ **NPR** is the only US news organization, which increased foreign coverage.
- ✓ Three types of foreign news
  1. Wire Services (Reuters, AP, etc.)
  2. Foreign Bureaus
  3. Freelancers (“Parachute Journalism/Reporting”)
    - ✓ No regular pay or medical coverage.
    - ✓ Crisis Reporting/ Crisis Zones
- ✓ Increased *Parachute Journalism, Crisis Reporting*, and production of “International Modules”—
  - ✓ Examples: LATimes packages modules for other Tribune papers
  - ✓ Gannett “Modules” USA Today and the Gannett Chain

# Mark Thompson: CNN appoints former BBC director general as chief executive

30 August



GETTY IMAGES

Mark Thompson received a knighthood in the King's birthday honours in June

**By Ian Youngs**

Entertainment & arts reporter

**Ex-BBC and New York Times boss Sir Mark Thompson has been appointed to lead CNN following a series of crises and falling ratings at the US news network.**

Sir Mark replaces Chris Licht, who struggled to stabilise CNN **in his 13 months as chairman** and CEO.

The network has also been through **the firings of star anchors Chris Cuomo and Don Lemon**, and the closure of streaming service **CNN+** after just one month.

Sir Mark must also guide CNN during the 2024 US presidential election.

That challenge will coincide with coverage of criminal charges against Donald Trump.

The network has had a famously tempestuous relationship with the former US president, who **unsuccessfully tried to sue CNN for defamation**, claiming it had created a "false and incendiary association" between him and Adolf Hitler following the last election.

A CNN interview with Mr Trump in May was widely criticised, including by the network's own Christiane Amanpour. Mr Licht stepped down weeks later.

CNN's previous boss **Jeff Zucker had been forced to resign** in February 2022 after failing to disclose a romantic relationship with a senior executive.

ADVERTISEMENT

[Learn More](#)

## NEWS

[Home](#) | [War in Ukraine](#) | [Climate](#) | [Video](#) | [World](#) | [US & Canada](#) | [UK](#) | [Business](#) | [Tech](#) | [Science](#) | [Entertainment & Arts](#) | [Health](#) | [In Pictures](#) | [More](#)[World](#) | [Africa](#) | [Asia](#) | [Australia](#) | [Europe](#) | [Latin America](#) | [Middle East](#)

ADVERTISEMENT

Bridging the  
health equity gap

READ MORE

PAID &  
PRESENTED BY  


## Austrian honeymooners missing in deadly Greek floods

Rescuers are searching for the couple after torrential rains swept away their holiday home.

🕒 2h | Europe

► Streets turn to rivers in Bulgaria

- A really simple guide to climate change

ADVERTISEMENT



### 3 Toxic Foods For Dogs: The One Meat You Should Never Feed your...

(Ad) | Experts in Health



### Japan boyband agency boss resigns over predator's abuse

The CEO finally acknowledges the rampant sexual abuse committed by industry titan Johnny Kitagawa.

🕒 4h | Asia



### New video shows killer 'crab walk' out of US jail

Danelo Cavalcante used the same escape route taken by another inmate who fled earlier this year.

🕒 4h | US &amp; Canada



### China wants to ban clothes that 'hurt nation's feelings'

A draft law sparks debate with locals calling it absurd and questioning how they would be policed.

🕒 11h | China



### Outrage over Abbas's antisemitic Holocaust speech



### Huge rescue mission for US man deep in Turkey cave



### Actor Danny Masterson faces sentencing for rape

