

# OUR AUDIENCES

The following pages set out the BBC's relationship with audiences: how we're used and perceived by the people of the UK; how we have performed against our targets for the year; and how we engage directly with audiences.

**2024/25 marks the first year of the BBC's new 'A BBC for the Future' strategy – focused around the prioritisation of three roles – with strong performance in each.**

In a world where seven in ten are worried about what is real and fake in online news, the BBC's goal to **pursue truth with no agenda** is seeking to help address an area of public concern – with almost 70% also nervous about the future of civilised democratic society in the UK. Since its launch in 2023, BBC Verify has been explaining to audiences not just what BBC News knows, but how we know it, making BBC Verify the fact checker most likely to be used in the UK. The public sees the BBC as the provider that does most to offer accurate reporting and content. In 2024/25 the BBC remained the UK's most used news source, and public views of the trustworthiness of BBC News increased to 62% from 57% in 2023/24.

In a world where a minority of 21% of UK adults feel the global streamers reflect the lives of UK people, the BBC is focusing on **backing the best homegrown storytelling**. Overall, 64% of UK adults think the BBC showcases UK creativity (8% disagree). And we are seen by the UK public as the number one provider that does most to offer high-quality, home-grown content from across the UK – well ahead of the next nearest. Across 2024/25 overall, UK adults' ratings of the quality, distinctiveness and creativity of BBC programmes, content and services increased year-on-year. Perceptions on the extent to which the BBC caters for different parts of the UK were also up.

In a world where three-quarters of UK adults feel UK society is divided, the BBC is aiming to help connect us and **bring people together with unmissable content**. The UK public rates us as the provider that does most to achieve this – far ahead of the next nearest. We are also central to daily life in the UK. On an average day in 2024/25, 16 million people started their day with the BBC and 24 million came to the BBC for evening entertainment. Public perceptions on the extent to which BBC programmes and content serve a wide range of tastes increased year-on-year in 2024/25.

**Our audience impact has been deep in 2024/25 with many public perceptions up year-on-year, but we know there is more we need to do.**

Our performance across the three BBC roles has been strong in 2024/25. And, more broadly, 68% of UK adults overall rated the BBC as effective in delivering its mission this year (13% said ineffective), similar to the past three years.\* In licence fee paying households, this rises to 70% (12% ineffective).

Across all audience groups regardless of age, gender, social grade, ethnic origin or geography, the largest number of people continue to feel that we have delivered our mission and purposes. With the strength of content in 2024/25 and after reputational challenges in 2023/24, many perception scores are up year-on-year.

However, there is more we need to do to lessen differences in how well we reflect different people, different world views and different parts of the UK.

We need to make more improvement in narrowing the gap in satisfaction levels amongst audiences from less well-off backgrounds, Black, Asian and minority ethnic audiences and people who are disabled.

In terms of our performance around the UK, consumption of our nations, regions and portrayal content is high – in the average week in 2024/25, this content was consumed by 34 million of the 46 million people who came to the BBC. We are concentrated on reducing differences that exist across the UK in perceptions of portrayal.

Our impartiality action plan, Across the UK plans, creative diversity commitments and independent thematic review on portrayal are all part of our focus on these priorities.

**The BBC maintained its lead in media overall, video, audio and news in the UK in 2024/25, and we will need to continue to react quickly to the trends around us.**

In the media market overall, the BBC is a public service that the great majority of the people of the UK – whatever their age – choose to use per week. In 2024/25, on average 84% of adults overall used the BBC per week – more than any other brand for media – and 94% per month. Adults spent 15 hours 20 minutes with us on average per week – again more than with any other media brand. Adults' average rating of value for money stayed at five out of ten. And in terms of value delivered, each hour of BBC consumption cost on average 8p.

In the video market, the BBC had a rich cadence of content across the year, beginning with strong factual, entertainment and drama titles in the spring; leading on to the summer of sport and UK General Election coverage; then to BBC One having its biggest Christmas Day in nearly 20 years in the winter; followed by *The Traitors*, *Gladiators* and the FA Cup in the new year.

This meant that the number of people watching the BBC was steadier year-on-year than other broadcasters, and the time the UK public spent viewing our content increased versus 2023/24, counter to the broadcaster market trend.



Samuel Anderson and Lucy Punch star in *Motherland* spin-off *Amandaland*

The UK public overall continues to consume more hours of BBC TV than any other provider, including more than Netflix, Disney+ and Amazon Prime combined.

Amongst young audiences, the time they spent watching BBC TV was also up year-on-year – again bucking the broadcaster market trend. However, whilst the BBC remains their biggest broadcaster, young audiences continue to spend the majority of their video time with global video sharing platforms (44% of all video time) and subscription or advertising video-on-demand (SVOD/AVOD) services (now at 29% of their video time), ahead of broadcasters combined (27%).

In the audio market, BBC Radio remains the market leader with over 31 million adults listening on average per week – more than any other broadcast radio company or online player. Since 2021/22, BBC Radio has lost reach and time, feeling the squeeze from the vibrant commercial radio sector and music streaming. However, in 2024/25 BBC Radio bucked its recent trend, holding steadier year-on-year amongst adults overall as well as 16-34s. Music streaming continued to rise strongly for all, especially for young adults with more – 84% – now listening to streaming and podcasts weekly than any radio (79%).

In the news market, BBC News is the most used provider, reaching 74% of UK adults on average per week in 2024/25 and peaking in the week of the UK General Election at 82% of adults overall and 71% of 16-34s. The challenge remains maintaining reach to BBC News outside these big moments when the bar for engagement is higher, especially with continued news avoidance.

Online, the BBC was the only UK audience brand consistently in the top ten – the sole UK entry amongst global providers. In the average week, 34 million of the 46 million adults that came to the BBC used our online services – continuing on the journey we will need to take to stay universal in an online-only world.

To ensure delivery of public service impact in the UK, we need scale in the media market. We will also need to continue to respond quickly to market trends, especially with the number of people watching SVOD services at 36 million on average per week – and now growing fastest among older audiences – and those listening to music streaming/podcasts having risen to 29 million.

**All but one of the audience performance targets that were set for the 2024/25 year have been achieved.**

We met our target for the breadth of relationship we have with the UK public overall, with more than eight in ten UK adults using the BBC on average per week in 2024/25. We also accomplished our targets measuring the depth of relationship we have – that is the percentage of adults who come to the BBC 5+ days a week, for 5+ hours a week, and those using 2+ modes a week.

While we met our targets, performance tended to dip year-on-year on these metrics.

Reflecting our digital plans, 2024/25 was another record year for BBC Online. We exceeded our audience targets for account reach to BBC Online overall, iPlayer (both overall and amongst under 35s) and BBC News online. We were in line with our BBC Sounds accounts goal but want to press further. In addition to iPlayer accounts reaching all-time highs, the time people spent using iPlayer grew more year-on-year than any other long-form streamer in 2024/25.<sup>^</sup>

Amongst under 16s, 70% used the BBC on average per week in 2024/25 (69% in 2023/24) – at the top end of its target range. Following three years of decline, the time they spent with us on average per week increased year-on-year. Half of under 16s used our children's and education services on average per week in 2024/25, up on last year and again surpassing the target.

Amongst 16-34s, 67% used the BBC on average per week in 2024/25. This is down from 71% in 2023/24 and falls short of the 70% target. Despite this drop, 16-34s' personal relevance score is on target and up year-on-year, plus 16-34s' rating for the delivery of the mission is strong and steady on previous years. Though overall BBC reach is down for 16-34s, the BBC remains the only UK provider in their top five brands for media amidst competition from global providers. Our focus remains on ensuring UK PSB stays a regular part of the media diet for the majority of the UK's young people.

**We are increasing our direct engagement and research with the UK public so their voice is at the heart of the debate about the BBC's future.**

The BBC already surveys and speaks to many thousands of members of the UK public to garner their opinions on what we offer, as set out in further detail overleaf. We are, however, increasing our audience engagement and conversations with the UK public.

This year we launched 'Our BBC, Our Future', our biggest-ever public engagement process, asking account holders what they want from the BBC now and in the future. We will be sharing the outcomes later in the year. Further activity and audience research will follow, ensuring the people who watch, listen and use the BBC help shape the future of our BBC.

**i** For more information, see page 223

**68%**

23/24 67%

**% of UK adults who say the BBC is effective at informing, educating and entertaining me/people in the UK**

(Ineffective: 13%. 23/24 13%)

Source: Ipsos UK 16+

**The BBC is a universal media provider**  
Used by:

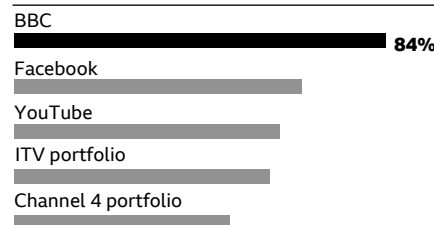
**Daily** **63%** of UK adults  
**35 million**

**Weekly** **84%** of UK adults  
**46 million**

**Monthly** **94%** of UK adults  
**51 million**

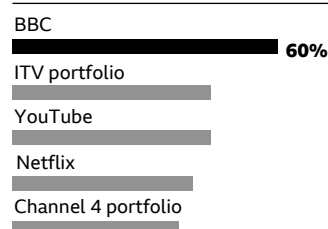
**The BBC maintained its lead in media overall, video and audio in the UK in 2024/25**

**Top brands most used for media 16+**



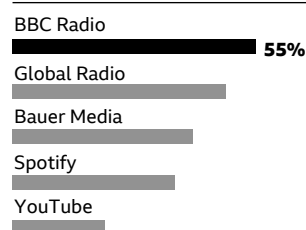
Source: Compass by Ipsos UK (16+) based on 15-min accumulated average weekly reach (on-platform)

**Video market 4+**



Source: BARB As Viewed All devices (4+) based on 15-min continuous average weekly reach. NB: Youtube and ITV are tied in this data).

**Audio market 15+**



Source: RAJAR (15+) reach based on 15+ mins / MIDAS RAJAR (15+) / YouGov (16+)

\* Ipsos UK, 4,123 UK adults 16+, December 2024-February 2025. Average score across informing, educating and entertaining people in the UK and them.

<sup>^</sup> Compared with other broadcasters' streaming services (BVOD) and SVOD/AVOD streaming services (excludes video sharers).

## Our audiences continued

### ENGAGING WITH AUDIENCES

#### VALUE FOR ALL

At the BBC, our Value for All strategy is built on a deep understanding of audiences across the UK. We use a wide range of feedback and data to guide decisions across the whole of our organisation.

#### How we understand our audiences:

**Media Measurement and Digital Analytics:** We employ industry-leading methods to track people's media choices across video, audio, and online platforms. This ensures we know what our audience is engaging with, both from the BBC and beyond.

**Direct Audience Feedback:** We regularly survey the UK public to understand their feelings about the BBC, and our shows and services. This includes our recent 'Our BBC, Our Future' survey, which we have invited over 40 million BBC account holders to participate in. In the survey we are inviting the public to have their say on the future of the BBC – and asking for their feedback on what they want the BBC to focus. We will be publishing the findings later this year.

**Virtual In Person:** Our programme of audience engagement which facilitates conversations between BBC staff and the public.

All of this insight helps us to put audiences at the heart of everything we do.

#### VIRTUAL IN PERSON (VIP) ENGAGEMENT

Virtual In Person (VIP) is the pan-BBC programme of audience engagement. Launched during lockdown, VIP is now in its sixth year, and continues to provide weekly opportunities for BBC staff to hear directly from real people, in real time.

VIP sessions are live, online, 90-minute sessions where members of the public are interviewed about their media habits, their relationship with the BBC and their views on BBC content, products and services. BBC colleagues watch and listen into the sessions and they are a powerful and unfiltered way to see and hear what audiences really think.

Over the last 12 months the VIP team have delivered an additional 110 sessions, involving 623 audience members and 1,792 BBC attendees. This means that since the programme began, the team have delivered over 500 VIP sessions and talked to over 3,000 members of the public, watched by more than 10,000 BBC attendees.

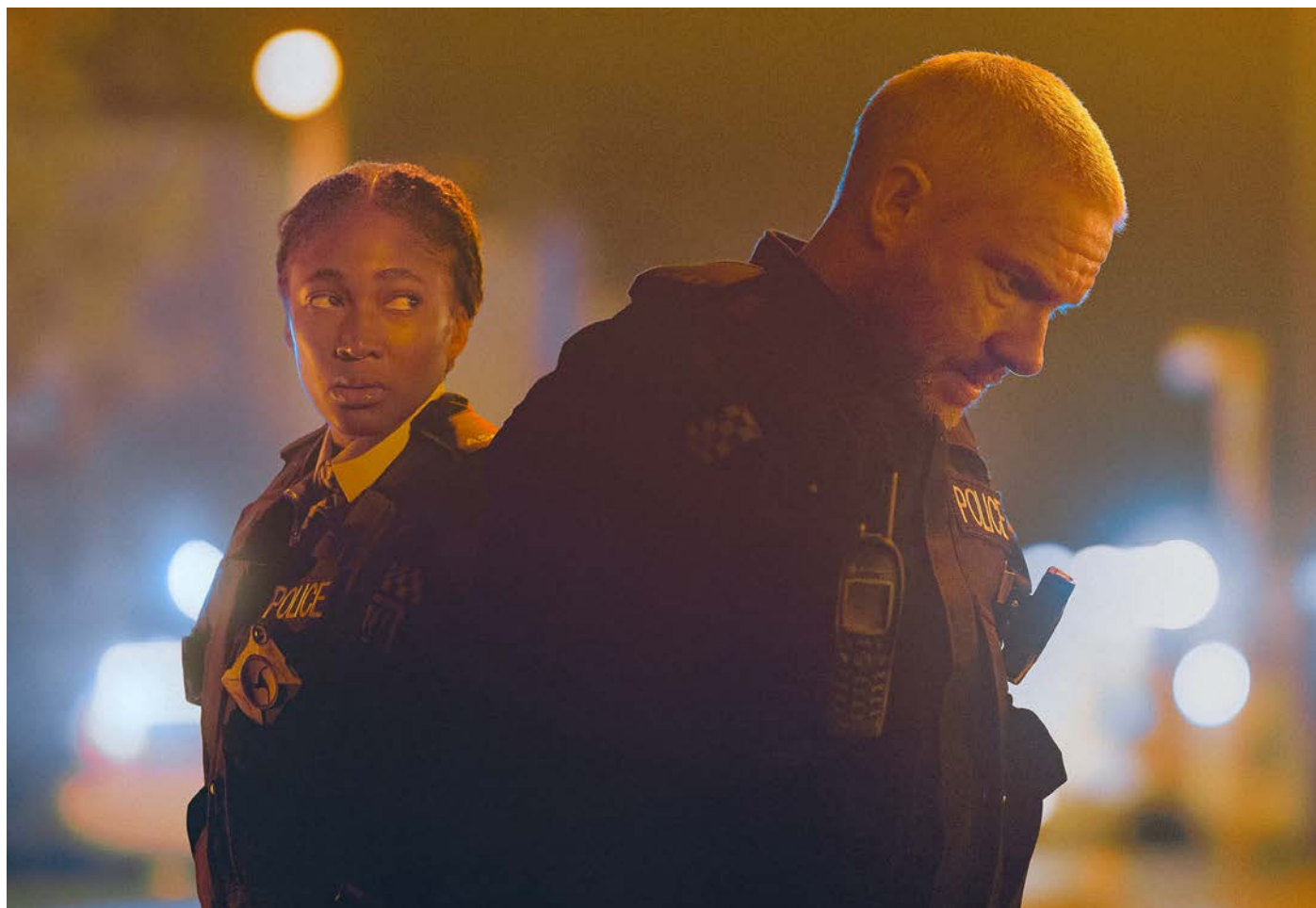
The audience members represent a broad range of ages and demographics and have been from locations across the UK. As well as ensuring that all nations are represented across sessions throughout the year, the VIP team also delivered 17 nation-specific sessions for England, Northern Ireland, Scotland and Wales.

Topics that have been discussed include viewing and listening habits, BBC iPlayer and BBC Sounds, national and local news, sport, children's content, on-screen representation, value for the licence fee, impartiality and transparency.

In this regard, participants were interested in the BBC's strategic priorities, editorial choices, and wanted to feel connected and know that audience views shaped BBC decision making. They were broadly satisfied with the current information available, but wanted it in more user-friendly formats.

The Committees of the BBC Nations also hold regular audience engagement events, details of which can be found on page 123.

Better understanding our audiences through direct engagement plays a crucial part in helping the BBC to deliver its goal of delivering value for all.



Adelayo Adedayo and Martin Freeman star as police officers in detective drama, *The Responder*

**DELIVERING VALUE FOR AUDIENCES****Performance against 2024/25 audience targets****Ensure delivery of value to audiences overall**

<b>The reach of the BBC</b> % of UK adults 16+ who use BBC TV/iPlayer, Radio or Online on average per week Source: Compass by Ipsos UK	<b>84%</b> Target <b>80-90%</b>
<b>A valued habit with the BBC</b> % of UK adults 16+ who use the BBC for 5+ days on average per week Source: Compass by Ipsos UK	<b>64%</b> Target <b>60-65%</b>
% of UK adults 16+ who use the BBC for 5+ hours on average per week Source: Compass by Ipsos UK	<b>53%</b> Target <b>50-55%</b>
% of UK adults 16+ who use two or more BBC modes on average per week Source: Compass by Ipsos UK	<b>60%</b> Target <b>circa 60%</b>

**Maintain focus on key audience challenges**

<b>Young adults</b> <b>The reach of the BBC</b> % of UK 16-34s who use BBC TV/iPlayer, Radio or Online on average per week Source: Compass by Ipsos UK	<b>67%</b> Target <b>circa 70%</b>
<b>Personal relevance</b> % of 16-34s <sup>1</sup> who feel 'the BBC reflects people like them' Source: Ipsos UK	<b>51%</b> Target <b>circa 50%</b>
<b>Under 16s</b> <b>The reach of the BBC</b> % of UK under 16s who use BBC TV/iPlayer, Radio or Online on average per week Source: Kids Cross-Media Insight by Ipsos UK	<b>70%</b> Target <b>65-70%</b>
<b>The reach of BBC Children's/Education services</b> % of UK under 16s who use BBC Children's/Education services on average per week Source: Kids Cross-Media Insight by Ipsos UK	<b>51%</b> Target <b>45-50%</b>

**Prioritise online reach and engagement central to the BBC's digital future**

<b>Account reach of BBC Online</b> Average weekly active accounts using BBC Online Source: Piano Analytics	<b>23.6m</b> Target <b>23m+</b>
<b>Account reach of BBC iPlayer</b> Average weekly active accounts using BBC iPlayer Accounts overall Source: Piano Analytics	<b>15.2m</b> Target <b>14.0m+</b>
Under 35 accounts Source: Piano Analytics	<b>4.3m</b> Target <b>4.0m+</b>
<b>BBC iPlayer time spent per head per week</b> Average weekly time spent per head per week Source: BARB As Viewed (all devices)	<b>81 mins</b> Target <b>70 mins+</b>
<b>Rating of BBC iPlayer</b> Weekly users' rating of BBC iPlayer (mean score out of 10) UK adults 16+ weekly users Source: YouGov	<b>8 out of 10</b> Target <b>8 out of 10</b>
UK 16-34 weekly users Source: YouGov	<b>8 out of 10</b> Target <b>8 out of 10</b>
<b>Account reach of BBC Sounds</b> Average weekly active accounts using BBC Sounds Accounts overall Source: Piano Analytics	<b>4.8m</b> Target <b>4.8m~</b>
<b>Account reach of BBC News</b> Average weekly active accounts using BBC News cross-product Accounts overall Source: Piano Analytics	<b>10.5m</b> Target <b>10.0m+</b>

~ A measurement over-count affected Sounds data during 2023/24. This impacted the 2024/25 target set in 2024/25 Annual Plan. Sounds accounts for 2023/24 were reinstated and the target for 2024/25 has been reset to 4.8 million to remove the over-count.



## CONSULTATIONS

The BBC's Charter requires the BBC Board "to have regard to the benefits of consultation with interested persons" as part of our commitment to openness, transparency and accountability and is a key element in our engagement with stakeholders.

In 2024/25 the BBC published the outcome of two consultations related to proposed material changes to the BBC's public service activities. The BBC also undertook a public consultation on a revised draft of the BBC's Editorial Guidelines.

### **PUBLIC INTEREST TEST CONSULTATIONS ON NEW DIGITAL MUSIC STATIONS AND CHANGES TO BBC RADIO 5 LIVE SPORTS EXTRA**

We reported last year that the BBC had opened two Public Interest Test consultations – one on proposals for four new DAB+ music stations – extensions to BBC Radio 1, BBC Radio 2 and BBC Radio 3 – the other to extend the broadcast hours of BBC Radio 5 live sports extra. The proposals were developed to give audiences more choice and greater value from the licence fee, especially for those currently underserved by the BBC. The consultations asked for views on the potential public value of the proposals and their potential competitive impact.

Feedback from the consultations, together with market and audience analysis, helped to inform the BBC's final proposals, published in November 2024. These outlined our considerations of the responses from stakeholders and detailed changes to our initial proposals. The BBC Board concluded that the updated proposals for new stations had met the Public Interest Test.

Details of the consultation, including feedback received and the Public Interest Test, can be found here: [bbc.co.uk/aboutthebbc/reports/consultation/bbc-new-digital-music-stations-5-sports-extra-public-interest-test/](https://bbc.co.uk/aboutthebbc/reports/consultation/bbc-new-digital-music-stations-5-sports-extra-public-interest-test/).

The proposals were referred to Ofcom, the BBC's regulator, for a final determination. In April 2025, Ofcom published its provisional conclusions – approving the launch of three DAB+ stations Radio 1 Anthems, Radio 1 Dance and Radio 3 Unwind and provisionally rejecting the BBC's proposals for Radio 5 Sports Extra and the new Radio 2 extension due to their assessment of the likely market impact of the proposals. Details can be found here: [ofcom.org.uk/tv-radio-and-on-demand/bbc/consultation-proposed-new-bbc-dab-radio-stations-and-proposed-changes-to-radio-5-sports-extra](https://ofcom.org.uk/tv-radio-and-on-demand/bbc/consultation-proposed-new-bbc-dab-radio-stations-and-proposed-changes-to-radio-5-sports-extra). Ofcom is expected to issue its final decision in the summer of 2025.

### **CONSULTATION ON A REVISED DRAFT OF THE BBC EDITORIAL GUIDELINES**

Under the current Charter, the BBC Board is responsible for the Editorial Guidelines and must "set, publish, review periodically, and observe guidelines designed to secure appropriate standards in the context of the UK public services".

The BBC periodically reviews the Guidelines to ensure they keep pace with legal, editorial, and technological changes, as well as changes in audience habits and attitudes. These reviews take place approximately every four to five years.

In November 2024, the BBC opened a consultation on a revised draft of the BBC Editorial Guidelines as approved by the Editorial Guidelines and Standards Committee (EGSC) and the BBC Board. This sought views on whether the Guidelines set out appropriate editorial standards for those making BBC programmes and content and sufficiently reflected the changes in the media landscape since the last review in 2019.

Following feedback received during the consultation, further amendments were made to revised draft Guidelines.

The BBC Board approved changes as a result of this consultation and the resulting final text. On 24 June 2025, the BBC published the 2025 BBC Editorial Guidelines which can be found here: [bbc.co.uk/editorialguidelines](https://bbc.co.uk/editorialguidelines). Details of the consultation, including the feedback the BBC received, can be found here: [bbc.co.uk/aboutthebbc/reports/consultations](https://bbc.co.uk/aboutthebbc/reports/consultations)



CBeebies won the 2025 BAFTA for Children's Scripted with its production of *As You Like It* at Shakespeare's Globe.