

Publicity Pack

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BBC Worldwide

BBC WORLD

BBC WORLD - PROFILE

BBC World is the BBC's 24-hour, English language, international news and information channel, reaching 222 million homes in 200 countries and territories worldwide (94 million 24-hour homes). Launched in its present format in 1995, **BBC World** is a commercial service, run by BBC Worldwide and funded by advertising and subscription.

BBC World provides news, business and weather 24 hours a day, plus the best of the BBC's award-winning current affairs, documentary and lifestyle programming. During weekdays, the channel's schedule is built around comprehensive half-hour global news programmes – on the hour, around the clock – containing all the most up-to-date news, interviews, business reports, sports results and weather.

At the weekend, the schedule combines international news bulletins on the hour and a range of the BBC's finest factual programmes. Important breaking news-stories are covered in-depth at all times, both on weekdays and at weekends, overriding the schedule when necessary.

BBC World is renowned for its award-winning current affairs, documentary and lifestyle programming. On weekdays **World Business Report** and **Asia Business Report** go behind the headlines with the latest business, economic, share and market news to examine trends across technology and business.

Questioning and insightful, **HARDtalk** with host **Tim Sebastian** puts the important questions to those in the news spotlight, while **Panorama** examines global issues in more depth with world class correspondents. For a unique perspective on the world BBC World Affairs Editor, John Simpson, investigates global issues in **Simpson's World** and **Talking Movies**, hosted by Tom Brook, reports on all the latest news and reviews from the cinema scene. The weekly technology guide **Click Online** brings more in depth technology news covering e-commerce, the Internet and new media. Whether you are constantly on the move or an armchair traveller, **Fast Track** and **Holiday** make sure viewers get the very latest from the world of travel and tourism each week.

BBC World draws on the resources of BBC News, which possesses the World's largest newsgathering operation comprising 58 international news bureaux and 250 correspondents worldwide, together with the world's first fully-digital 24-hour newsroom. With these unsurpassable resources, the supply of news and information has never been faster. In the past year BBC News has won 50 awards in recognition of its journalistic excellence.

BBC World's dedicated airtime sales operation has grown significantly in recent years and now comprises nearly 65 staff located in ten offices around the world – together with agents in secondary markets. Its offices are located in London, Frankfurt, New York, Paris, Singapore, Hong Kong, Dubai, Mumbai, Delhi and Bangalore.

Advertisers to the channel include; ABN Amro Bank, Allianz, American Express, Aventis, Barclays, BT Cellnet, CeBit, Credit Suisse, HSBC, JP Morgan, Marconi, Microsoft, Mitsubishi, Palm Computing, Panasonic, Price Waterhouse Coopers, Salomon Smith Barney, SAS Airlines and The New York Stock Exchange.

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