

BBC STATEMENTS OF PROGRAMME POLICY 2004/2005 – TELEVISION*

Breadth and depth

BBC One aims to be the UK's most valued television channel, with the broadest range of quality programmes of any UK network. We are committed to widening the appeal of all genres by offering the greatest breadth and depth within them. We will cover national events and issues, showcase landmark programmes and explore new ways to present specialist subjects.

Ambition and impact

BBC Two is a mixed-genre channel combining serious factual subjects with comedy and drama to bring challenging, intelligent television to a wide audience. Ambition and innovation are BBC Two's key values, and the channel aims to create programmes that inspire and excite audiences.

Innovative and diverse

BBC Three aims to offer an intelligent, ambitious mix of programmes which reflect the things that matter to young British adults. The channel is committed to a mixed schedule of news, current affairs, education, music, arts, science and coverage of international issues, as well as high-quality, innovative drama, comedy and entertainment.

Enriching and stimulating

BBC Four is for audiences in search of even greater depth and range in their viewing. With an ambition to be British television's most intellectually and culturally enriching channel, BBC Four balances a distinctive mix of documentary, performance, music, film and topical features to offer a satisfying alternative to more mainstream programming.

Learning through play

CBeebies offers new high-quality, mainly UK-produced programmes to educate and entertain the BBC's youngest audience. The service provides a range of pre-school programming designed to encourage learning through play for children aged five and under, in a consistently safe environment.

Learning through fun

The CBBC Channel offers a distinctive mixed schedule for children aged 6 –12, encouraging them to find out more about existing interests or inspiring them to develop new ones and helping them to understand and embrace the world around them. The channel puts an emphasis on encouraging participation.

* Source: 'The Year Ahead: BBC Statements of Programme Policy 2004/2005 – Television, Radio, Online'