

## British Broadcasting Corporation - Strategic SWOT Analysis Review

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British Broadcasting Corporation - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

### Scope

- Business description – A detailed description of the company's operations and business divisions.
- Corporate strategy – GlobalData's summarization of the company's business strategy.
- SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.
- Company history – Progression of key events associated with the company.
- Major products and services – A list of major products, services and brands of the company.
- Key competitors – A list of key competitors to the company.
- Key employees – A list of the key executives of the company.
- Executive biographies – A brief summary of the executives' employment history.
- Key operational heads – A list of personnel heading key departments/functions.
- Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

### Highlights

British Broadcasting Corporation (BBC) is a public service broadcaster. It operates public terrestrial TV stations, cable and digital channels, and a terrestrial radio network. The company provides wide range of programs in TV and radio across various genres, including news, current affairs, drama, comedy, entertainment, arts, factual, music, culture, animation, and sports. Its radio services include music, news, and sports programming throughout the UK. BBC also offers magazines, digital media products and technical production solutions. It provides national and regional television services across England, Northern Ireland, Scotland and Wales in the UK. The company has operational presence in the UK and the US providing broadcasting services across various countries. BBC is headquartered in London, the UK.

### British Broadcasting Corporation Key Recent Developments

Mar 13,2018 Kerris Bright to take up new BBC role as Chief Customer Officer

Feb 15,2018 Jamie Angus appointed Director of BBC World Service Group

Oct 10,2017 BBC director of news and current affairs to step down

Oct 06,2017 BBC Studios names new genre director for entertainment and music

Sep 06,2017 Hannah Wyatt joins BBC Studios as Genre Director, Factual Entertainment and Events

## Reasons to Buy

- Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.
- Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.
- Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.
- Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

**Note:** Some sections may be missing if data is unavailable for the company.

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Sep 04, 2017: Award-winning broadcaster Steve Carson appointed BBC Scotland's Head of Multi-Platform Commissioning  
Jul 28, 2017: BBC names new commissioning editor for entertainment and daytime  
Jun 23, 2017: Garmon Rhys appointed BBC Wales' Head of News  
Jun 14, 2017: BBC Studios appoints new head of development  
May 15, 2017: BBC Studios appoints new head of drama-north

May 09, 2017: BBC Singers appoints new chief conductor

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## **COMPANIES MENTIONED**

WRN Broadcast Limited  
Virgin Media Television Ltd  
UTV Radio  
Sky plc  
Modern Times Group MTG AB  
Lagardere SCA  
ITV plc  
Global Radio UK Limited  
Channel Four Television Corp  
Cable News Network, Inc.  
Bonnier AB

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