

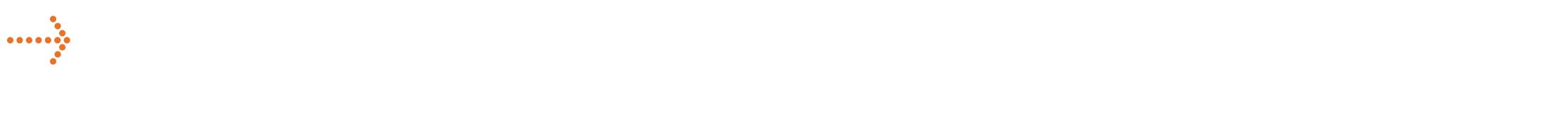
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4 Key Principles

Commercial availability in BBC iPlayer









4 Key Principles

- *** Uphold the BBC iPlayer brand and proposition commercial links enrich rather than overshadow the free Public Service offer
- It will be immediately and unmistakably clear to audiences when and why they need to pay for content, ensuring an appropriate degree of separation between Public Service and commercial activity
- Full editorial control of the product, including commercial links, will be managed within the BBC Public Service
- The audience experience will adhere to the BBC's editorial policy and fair trading guidelines

Commercial availability in iPlayer

Typical journey

