



Kutlu Canlıoğlu | Portfolio

4 Key Principles

Commercial availability in BBciPlayer









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*

Typical journey

