

**BBC WS Performance Indicators**

Metrics used by year

<b>Year</b>	<b>GAE date</b>	<b>Target Groups</b>
<b>1993</b>	Apr 1993	
<b>1994</b>	Apr 1994	
<b>1995</b>	Apr 1995	Educated
<b>1996</b>	Dec 1995	Educated
<b>1997</b>	Dec 1996	Elite/Educated
<b>1998</b>	Jan 1998	Opinion-formers
<b>1999</b>	Jan 1999	Cosmopolitans, Aspirants, (Information Poor, Lifeline)
<b>2000</b>	Jan 2000	Cosmopolitans, Aspirants
<b>2001</b>	Jan 2001	Cosmopolitans, Aspirants
<b>2002</b>	Apr 2002	
<b>2003</b>	Apr 2003	Cosmopolitans/Aspirants combined
<b>2004</b>	Apr 2004	Cosmopolitans
<b>2005</b>	Apr 2005	Cosmopolitans
<b>2006</b>	Apr 2006	Cosmopolitans
<b>2007</b>	Apr 2007	Cosmopolitans
<b>2008</b>	Apr 2008	Cosmopolitans
<b>2009</b>	Apr 2009	
<b>2010</b>	Apr 2010	Active Internationals
<b>2011</b>	Apr 2011	Active Internationals
<b>2012</b>	Apr 2012	Active Internationals
<b>2013</b>	Apr 2013	International news users/Heavy news users

**Other metrics**

Relative Audience Size (RAS)

Relative Audience Size (RAS), Effective Quality

RAS

Awareness, Trust

Awareness, Trust, Quality, Satisfaction

Awareness, Trust

Awareness, Trust

Awareness, Trust, Objectivity, Relevance

Awareness, Trust, Objectivity, Relevance

Awareness, Trust, Objectivity, Relevance

Awareness, Trust, Objectivity, Relevance

Awareness, Objectivity, Relevance

Awareness, Objectivity, Relevance

Objectivity, Relevance, Loyalty, Value

Objectivity, Relevance, Loyalty, Value

Awareness, Objectivity, Relevance, Loyalty, Value

Awareness, Objectivity, Relevance, Will continue to use, Would recommend, Helps form opinions

Awareness, Objectivity, Relevance, Loyalty, Value

**Notes**

Audiences for other international broadcasters calculated. Questions on Trust and Quality summarized with reference to previous exercise in 1992.

Audiences for other international broadcasters NOT calculated. Trust summary updated.

Performance Review

OPMs

OPMs & Performance Review

First estimates for BBC World TV

PD working group

First work on News influencers/followers

Presentations on News influencers/followers

PD working group - Riverpath report. Proposals for new approach for FCO

FCO publication 'Engagement'. Target group work continues - 'followers/influencers' name appears to be dropped.

Als finally appear! 'Quality, Impact, Value' prepares way for Quality Score.

Quality Score mentioned but not used formally.

Names expanded for clarity - Loyalty=Will continue to use, Value=Helps form opinions. Quality Score used in Performance Review.

Value= would turn to first