

# Samir Shah

## Chairman

A director making a film for the BBC intends to do some secret recording. Another is shooting an access documentary in a school. An entertainment producer wants to introduce a competition in her show to make the programme's connection to its audience more interactive. What are the rules governing the BBC's approach to the issues raised by these programme makers?

The answer lies in the pages of this booklet—the BBC's Editorial Guidelines. Every day, here in the UK and all over the world, the BBC commissions, produces or acquires programmes to be aired on BBC channels and on its digital platforms. They must all—without exception—comply with the editorial values and standards of the BBC.

The Board is tasked by the Royal Charter and Agreement to agree the editorial standards which will apply across the BBC. These Editorial Guidelines do that and have been endorsed by the BBC Board. The Guidelines explain the editorial values which underpin them. Importantly, they include the right to freedom of expression as well as defining the balance between that freedom and other rights, privacy for example. The Guidelines also make clear the Board's commitment to the editorial independence of the BBC and the fundamental importance of the editorial integrity of BBC output, free from political, commercial, corporate or personal interests. The Charter also commits the BBC to duly impartial and accurate news and current affairs and factual output. The Guidelines explain how that can be attained and the importance of achieving it by reflecting the views of all the diverse audiences we serve in our content.

The BBC demonstrates the enormous creativity of its output every day. Following these Guidelines enables us to continue to do that, but at the same time to demonstrate the editorial standards audiences expect of us. Both are crucial to the BBC's reputation in the UK and across the world.

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