

CASE STUDY

BRITISH SATELLITE NEWS – BROADCAST NEWS SERVICE

OBJECTIVES

The UK's Foreign and Commonwealth Office wanted to establish a television news service to explain and promote a greater understanding of British Government policies. It would also need to project a British view of topical events, and to help promote the advances by a multi-cultural, multi-ethnic modern Britain.

Over 400 stations around the world receive BSN stories, including broadcasters in Russia, Germany, Africa, Malaysia, Indonesia, Japan and Australia.

SOLUTION

British Satellite News (BSN) is a free satellite news service, fed out daily by Reuters on its global satellites. It is an unencrypted signal - at a set time - and also transmitted by Afrovision and Arabsat. BSN has a tape service for its material too. BSN scripts are sent out by e-mail and fax and are updated on the BSN website daily. BSN also supplies broadcasters with a weekly diary of planned coverage.

THE OUTCOME

In October 2002, the Foreign Office asked BSN to concentrate its coverage on the Arab and Islamic world, particularly the Middle East. By November 2003, British Satellite News material was being used regularly by 14 of the 17 Middle East countries.

Over 400 stations around the world receive BSN stories. 185 are regular users of the stories, including broadcasters in Russia, Germany, Africa, Malaysia, Indonesia, Japan and Australia. The BSN website: www.bsn.org.uk receives more than 22,000 hits a month.