**Beat: Technology**

# BBC TO LAUNCH ONLINE SUBSCRIPTION VIDEO SERVICE IN THE U.S. NEXT YEAR

### AMERICAN FANS TO WATCH SHOWS ON DEMAND

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**USPA NEWS -** BBC will launch next year an online subscription service in the United States, boosting revenues for the British public Broadcaster and allowing the viewers to watch shows on demand. Director General Tony Hall said at a TV Industry Convention in Cambridge (England) "Over the next few years,...

BBC will launch next year an online subscription service in the United States, boosting revenues for the British public Broadcaster and allowing the viewers to watch shows on demand. Director General Tony Hall said at a TV Industry Convention in Cambridge (England) "Over the next few years, we intend to work with global partners to grow Worldwide further, taking advantage to the demand for British programming and new digital opportunities".

Still at the Cambridge Convention on september 17, he also said "The creative industries, of which television is a crucial part, is one of the most productive parts of the UK economy. And, by the way, it's so good to see the Creative Industries Federation (not a year old, but already with 700 members) looking at how we can be even more effective in generating economic growth."

"We are launching a new OTT video service in America offering BBC fans programmes they wouldn't otherwise get, showcasing British actors, our programme-makers and celebrating our culture". BBC did not name any shows that would be on the new services & did not say what the service would be called. BBC America, a joint venture with AMC Networks, already shows several popular BBC shows such as Doctor Who and Top Gear.

The new Over-The-Top service will not replace the BBC's popular iPlayer on-demand service. While every major global player is creating a more integrated system, it would make no sense for us to go the other way & break up a system that is delivering returns that are essential to support public-service programs." said Tony Hall.

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