Annex 3.ii PSB audience opinions
PSB Channel 4 and ITV portfolio channels research

PSB Annual Report
December 2014
Overview: 'Big, glossy, ambitious and appeal to the 16-34 core audience including shows in which young people see themselves and their lives reflected’. Includes mixed-genres from factual entertainment and constructed reality, through to panel shows.

Example programmes: US imports (The Big Bang Theory, 2 Broke Girls, 90210); UK content (Hollyoaks, Misfits, Made in Chelsea, My Mad Fat Diary)

Overview: Now focused more on popular factual and feature: ‘life enhancing content, helping viewers to get the most out of their everyday lives’. Programming which offers insight and inspiration to the way they live, including homes, property, food, health and fashion, will form the main stay with some drama series.

Example programmes: US imports (Nashville, The Good Wife, The Taste USA); UK content (Kirstie Allsop’s Home Style, Heston’s Italian Revolutionaries)

Overview: Film4 did not originally focus on broadcasting blockbusters, but nowadays broadcasts many mainstream Hollywood films. The channel frequently has themed nights or seasons in which a number of films centred around one genre, director or actor are shown. As Channel 4 also owns a film production company, Film4 Productions, it shows many of its in-house productions.

Occasional non-film (but film-related) programmes are also shown.
ITV portfolio channels – content snapshot

Overview: ‘Showing programmes that have a playful twist, new films, celeb gossip, great comedy and drama to escape into’.
Example programmes: UK content (Celebrity Juice, The Only Way Is Essex, Peter Andre: My Life, Britain’s Got More Talent, Plebs); US imports (The Jeremy Kyle Show (US), Millionaire Matchmaker);

Overview: Character-driven narrative and classic drama; chance to see key ITV titles again.
Example programmes: UK content (Foyle’s War, Lewis, Midsomer Murders, Endeavour, Downton Abbey and Doc Martin)

Overview: sport and cult classics
Example programmes: Sport (UEFA Europa League football, French Open Tennis and Tour de France); Drama (Cheers, Magnum PI)
Q22b: Which of the following are reasons you watch these channels (Choose max 3).
Base: All regular viewers (E4 387; More 4 229; Film 4 329)
Reasons for watching – ITV portfolio channels

Q22b: Which of the following are reasons you watch these channels (Choose max 3).
Base: All regular viewers (ITV2 367; ITV3 250; ITV4 160)
Delivery of PSB purposes 1 and 2: Channel 4 portfolio

Extent to which regular viewers to each channel rate the channel against the statement where 10 is the highest” and is the lowest. Percentage rating it as 7/8/9/10 shown.

Purpose 1
- Its programmes help me understand what’s going on in the world today
  - Channel 4: 67%
  - E4: 34%
  - More 4: 42%
  - Film 4: 35%

Purpose 2
- It shows interesting programmes about history, sciences or the arts
  - Channel 4: 62%
  - E4: 25%
  - More 4: 38%
  - Film 4: 24%

Base: Regular viewers to each channel (Channel 4 530; E4 387; More 4 229; Film 4 329)
Delivery of PSB purposes 1 and 2: ITV portfolio

Extent to which regular viewers to each channel rate the channel against the statement where 10 is the highest” and is the lowest. Percentage rating it as 7/8/9/10 shown.

Purpose 1
- Its programmes help me understand what’s going on in the world today
  - ITV: 75
  - ITV2: 40
  - ITV3: 31
  - ITV4: 41

Purpose 2
- It shows interesting programmes about history, sciences or the arts
  - ITV: 45
  - ITV2: 30
  - ITV3: 28
  - ITV4: 34

Base: Regular viewers to each channel (ITV 603; ITV2 367; ITV3 250; ITV4 160)
Extent to which regular viewers to each channel rate the channel against the statement where 10 is the highest* and is the lowest. Percentage rating it as 7/8/9/10 shown.

**Purpose 3**
- It shows high quality soaps or dramas made in the UK: Channel 4 50, E4 42, More 4 36, Film 4 33
- It shows high quality comedy made in the UK: Channel 4 60, E4 53, More 4 38, Film 4 33
- * It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK: Channel 4 37, E4 33, More 4 27, Film 4 33

**Purpose 4**
- It shows different parts of the UK, including England, Northern Ireland, Scotland and Wales: Channel 4 54, E4 32, More 4 30, Film 4 40
- Its programmes show different kinds of cultures within the UK: Channel 4 67, E4 40, More 4 34, Film 4 49

Base: Regular viewers to each channel (Channel 4 530; E4 387; More 4 229; Film 4 329)

*Dependent on location of participant
Delivery of PSB purposes 3 and 4: ITV portfolio

Extent to which regular viewers to each channel rate the channel against the statement where 10 is the highest and is the lowest. Percentage rating it as 7/8/9/10 shown.

Purpose 3

- It shows high quality soaps or dramas made in the UK
  - ITV: 78%
  - ITV2: 41%
  - ITV3: 37%
  - ITV4: 47%

- It shows high quality comedy made in the UK
  - ITV: 60%
  - ITV2: 45%
  - ITV3: 38%
  - ITV4: 37%

* It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK
  - ITV: 58%
  - ITV2: 32%
  - ITV3: 30%
  - ITV4: 33%

Purpose 4

- It shows different parts of the UK, including England, Northern Ireland, Scotland and Wales
  - ITV: 67%
  - ITV2: 38%
  - ITV3: 35%
  - ITV4: 40%

- Its programmes show different kinds of cultures within the UK
  - ITV: 62%
  - ITV2: 45%
  - ITV3: 38%
  - ITV4: 41%

Base: Regular viewers to each channel (ITV 603; ITV2 367; ITV3 250; ITV4 160)
*Dependent on location of participant
Delivery of PSB characteristics: Channel 4 portfolio

Extent to which regular viewers to each channel rate the channel against the statement where 10 is the highest” and is the lowest. Percentage rating it as 7/8/9/10 shown.

- **HIGH QUALITY** - It shows well-made, high quality programmes
  - Channel 4: 75%
  - E4: 70%
  - More 4: 67%
  - Film 4: 73%

- **ORIGINAL** - It shows new programmes, made in the UK
  - Channel 4: 45%
  - E4: 54%
  - More 4: 35%
  - Film 4: 54%

- **INNOVATIVE** - It shows programmes with new ideas and different approaches
  - Channel 4: 71%
  - E4: 58%
  - More 4: 60%
  - Film 4: 48%

- **DISTINCTIVENESS** - The style of programmes is different to what I’d expect to see on other channels
  - Channel 4: 65%
  - E4: 61%
  - More 4: 60%
  - Film 4: 60%

Base: Regular viewers to each channel (Channel 4 530; E4 387; More 4 229; Film 4 329)
Delivery of PSB characteristics: ITV portfolio

Extent to which regular viewers to each channel rate the channel against the statement where 10 is the highest” and is the lowest. Percentage rating it as 7/8/9/10 shown.

HIGH QUALITY - It shows well-made, high quality programmes

- ITV: 81%
- ITV2: 66%
- ITV3: 69%
- ITV4: 58%

ORIGINAL - It shows new programmes, made in the UK

- ITV: 72%
- ITV2: 50%
- ITV3: 39%
- ITV4: 44%

INNOVATIVE - It shows programmes with new ideas and different approaches

- ITV: 67%
- ITV2: 53%
- ITV3: 43%
- ITV4: 50%

DISTINCTIVENESS - The style of programmes is different to what I'd expect to see on other channels

- ITV: 57%
- ITV2: 50%
- ITV3: 47%
- ITV4: 49%

Base: Regular viewers to each channel (ITV 603; ITV2 367; ITV3 250; ITV4 160)
## Delivery of PSB Purposes and Characteristics

### Purposes

<table>
<thead>
<tr>
<th>Purpose</th>
<th>ITV</th>
<th>ITV2</th>
<th>ITV3</th>
<th>ITV4</th>
<th>C4</th>
<th>E4</th>
<th>More4</th>
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</thead>
<tbody>
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<td>Its programmes help me understand what’s going on in the world today</td>
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<td>It shows different parts of the UK including England, Northern Ireland, Scotland and Wales</td>
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**Summary % of respondents rating delivery 10/9/8/7**

Q15: Rating on statement....

Base for Delivery: All respondents who watch these portfolio channels regularly
## Importance and delivery of PSB Purposes and Characteristics - Channel Four portfolio

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Summary % of respondents rating delivery 10/9/8/7
Q15: Rating on statement...
Base for Delivery: All respondents who watch this portfolio channels regularly
It shows high quality comedy. Its programmes help me understand what’s going on in the world today. It shows interesting programmes about history, sciences or the arts. It shows different parts of the UK. Its programmes show different kinds of cultures within the UK. It portrays my region/Scotland/Northern Ireland/Wales fairly to the rest of the UK. It shows high quality soaps or dramas made in the UK.

Summary of the importance and delivery of PSB purposes: E4

% Delivery

% Importance

Indicates average of Delivery/Importance for C4 portfolio.
It shows different parts of the UK.

Its programmes help me understand what’s going on in the world today.

It portrays my region/Scotland/ Northern Ireland/ Wales fairly to the rest of the UK.

It shows high quality soaps or dramas made in the UK.

It shows interesting programmes about history, sciences or the arts.

It shows high quality comedy.

Its programmes show different kinds of cultures within the UK.

Summary of the importance and delivery of PSB purposes: More 4

Summary % of respondents rating 10/9/8/7
Base: Regular viewers to each channel (E4 387, More4 229, Film4 329)
It shows different parts of the UK

It shows interesting programmes about history, sciences or the arts

It portrays my region/Scotland/ Northern Ireland/ Wales fairly to the rest of the UK

It shows high quality comedy

Its programmes show different kinds of cultures within the UK

Its programmes help me understand what's going on in the world today

Summary of the importance and delivery of PSB purposes: Film 4

Summary % of respondents rating 10/9/8/7
Base: Regular viewers to each channel (E4 387, More4 229, Film4 329)

Indicates average of Delivery/ Importance for C4 portfolio

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Summary of the importance and delivery of PSB characteristics: E4

It shows well-made, high quality programmes

The style of programmes is different to what I’d expect to see on other channels

It shows programmes with new ideas and different approaches

It shows new programmes, made in the UK

Summary % of respondents rating 10/9/8/7
Base: Regular viewers to each channel (E4 387, More4 229, Film4 329)
Summary of the importance and delivery of PSB characteristics: More 4

- It shows well-made, high quality programmes
- It shows new programmes, made in the UK
- The style of programmes is different to what I'd expect to see on other channels
- It shows programmes with new ideas and different approaches

Summary % of respondents rating 10/9/8/7
Base: Regular viewers to each channel (E4 387, More4 229, Film4 329)

©Ofcom
It shows well-made, high quality programmes

The style of programmes is different to what I'd expect to see on other channels

It shows programmes with new ideas and different approaches

It shows new programmes, made in the UK

Summary % of respondents rating 10/9/8/7
Base: Regular viewers to each channel (E4 387, More4 229, Film4 329)
Attitudes towards BBC and Channel 4 websites

Used website in the last month
All with internet access

Satisfaction with the website
All that have used the website in last month
% Rating 10/9/8/7

**bbc.co.uk**
- Used website in the last month: 66
- Satisfaction with the website: 88

**channel4.com**
- Used website in the last month: 27
- Satisfaction with the website: 87

Q29/30
Base: All with internet access (791), All that have used this website in last month: (bbc.co.uk 520 channel4.com 223)
Attitudes to PSB catch-up services

Catch-up service ever used

- BBC iPlayer: 83%
- ITV Player: 64%
- 4OD: 54%
- Demand 5: 33%

11% - no service used
88% – any PSB on demand

Satisfaction with the service

- All who ever use services

% Rating 10/9/8/7

Importance that broadcasters provide these catch-up services

- All who use services

% Rating 10/9/8/7

Q33 Which of the following catch-up services have you ever used? Base: All (800)
Q34/34a Satisfaction / Importance Base: All that have used this service (BBC iPlayer 670, ITV Player 514, 4OD 446, Demand 5 267)