Annex 7 – Key genre analysis

PSB Annual Report
December 2014
Genre analysis – Spend and output

December 2014
Contents

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• Drama
• Soaps
• Sport
• Entertainment and comedy
• Comedy
• Nations and English regions
### Fig 1 PSB spend, first-run and all hours, by genre

<table>
<thead>
<tr>
<th>Genre</th>
<th>2008</th>
<th>2012</th>
<th>2013</th>
<th>Change (£m)</th>
<th>Change (%)</th>
<th>2008</th>
<th>2012</th>
<th>2013</th>
<th>Change (£m)</th>
<th>Change (%)</th>
<th>2008</th>
<th>2012</th>
<th>2013</th>
<th>Change (£m)</th>
<th>Change (%)</th>
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<tbody>
<tr>
<td><strong>Spend on all hours of output</strong></td>
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<td></td>
<td></td>
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<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
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<td>2012</td>
<td>2013</td>
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<td>1 yr</td>
<td>5yr</td>
<td>1 yr</td>
<td>2008</td>
<td>2012</td>
<td>2013</td>
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<td>2012</td>
<td>2013</td>
<td>5yr</td>
</tr>
<tr>
<td>News &amp; Current Affairs</td>
<td>£348m</td>
<td>£319m</td>
<td>£304m</td>
<td>-£44m</td>
<td>-£16m</td>
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<td>-5%</td>
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<td>£319m</td>
<td>£303m</td>
<td>-£44m</td>
<td>-£16m</td>
<td>-13%</td>
<td>-5%</td>
<td>100%</td>
</tr>
<tr>
<td>Arts &amp; Classical Music</td>
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<td>£41m</td>
<td>-£15m</td>
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<td>0%</td>
<td>£54m</td>
<td>£39m</td>
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<td>97%</td>
</tr>
<tr>
<td>Religion &amp; Ethics</td>
<td>£18m</td>
<td>£14m</td>
<td>£14m</td>
<td>-£3m</td>
<td>£1m</td>
<td>-18%</td>
<td>4%</td>
<td>£17m</td>
<td>£14m</td>
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<td>97%</td>
</tr>
<tr>
<td>Education</td>
<td>£29m</td>
<td>£20m</td>
<td>£10m</td>
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<td>-65%</td>
<td>-48%</td>
<td>£29m</td>
<td>£20m</td>
<td>£10m</td>
<td>-£19m</td>
<td>-£10m</td>
<td>-65%</td>
<td>-49%</td>
<td>100%</td>
</tr>
<tr>
<td>Factual</td>
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<td>-£80m</td>
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<td>-14%</td>
<td>0%</td>
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<td>£467m</td>
<td>£466m</td>
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<td>-15%</td>
<td>0%</td>
<td>97%</td>
</tr>
<tr>
<td>Drama &amp; Soaps</td>
<td>£958m</td>
<td>£652m</td>
<td>£662m</td>
<td>-£295m</td>
<td>£11m</td>
<td>-31%</td>
<td>2%</td>
<td>£739m</td>
<td>£539m</td>
<td>£565m</td>
<td>-£174m</td>
<td>£26m</td>
<td>-24%</td>
<td>5%</td>
<td>77%</td>
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<tr>
<td>Ent. &amp; Comedy</td>
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<td>£583m</td>
<td>£588m</td>
<td>-£3m</td>
<td>£5m</td>
<td>-1%</td>
<td>1%</td>
<td>£526m</td>
<td>£522m</td>
<td>£512m</td>
<td>-£13m</td>
<td>-£10m</td>
<td>-3%</td>
<td>-2%</td>
<td>89%</td>
</tr>
<tr>
<td>Feature Films</td>
<td>£232m</td>
<td>£179m</td>
<td>£156m</td>
<td>-£76m</td>
<td>-£23m</td>
<td>-33%</td>
<td>-13%</td>
<td>£13m</td>
<td>£19m</td>
<td>£23m</td>
<td>£10m</td>
<td>£4m</td>
<td>75%</td>
<td>21%</td>
<td>6%</td>
</tr>
<tr>
<td>Sports</td>
<td>£593m</td>
<td>£578m</td>
<td>£395m</td>
<td>-£198m</td>
<td>-£182m</td>
<td>-33%</td>
<td>-32%</td>
<td>£546m</td>
<td>£578m</td>
<td>£393m</td>
<td>-£152m</td>
<td>-£184m</td>
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<td>Childrens</td>
<td>£121m</td>
<td>£95m</td>
<td>£98m</td>
<td>-£23m</td>
<td>£3m</td>
<td>-19%</td>
<td>3%</td>
<td>£102m</td>
<td>£85m</td>
<td>£87m</td>
<td>-£15m</td>
<td>£2m</td>
<td>-15%</td>
<td>2%</td>
<td>84%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>£3506m</td>
<td>£2963m</td>
<td>£2749m</td>
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<td>-£214m</td>
<td>-22%</td>
<td>-7%</td>
<td>£2919m</td>
<td>£2602m</td>
<td>£2413m</td>
<td>-£506m</td>
<td>-£189m</td>
<td>-17%</td>
<td>-7%</td>
<td>83%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>First run spend as a % of all spend</th>
<th>2008</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>News &amp; Current Affairs</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Arts &amp; Classical Music</td>
<td>97%</td>
<td>94%</td>
<td>94%</td>
</tr>
<tr>
<td>Religion &amp; Ethics</td>
<td>97%</td>
<td>99%</td>
<td>100%</td>
</tr>
<tr>
<td>Education</td>
<td>100%</td>
<td>99%</td>
<td>97%</td>
</tr>
<tr>
<td>Factual</td>
<td>97%</td>
<td>97%</td>
<td>97%</td>
</tr>
<tr>
<td>Drama &amp; Soaps</td>
<td>77%</td>
<td>83%</td>
<td>85%</td>
</tr>
<tr>
<td>Ent. &amp; Comedy</td>
<td>89%</td>
<td>90%</td>
<td>87%</td>
</tr>
<tr>
<td>Feature Films</td>
<td>6%</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Sports</td>
<td>92%</td>
<td>100%</td>
<td>99%</td>
</tr>
<tr>
<td>Childrens</td>
<td>84%</td>
<td>90%</td>
<td>89%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>83%</td>
<td>88%</td>
<td>88%</td>
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</table>

Source: Ofcom/broadcasters. Note: figures are expressed in 2013 prices. BBC figures include BBC One, BBC Two, BBC Three, BBC Four, CBBC, CBeebies, BBC News, BBC Parliament. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.
### Fig 2 PSB hours, first-run and all hours; by genre

<table>
<thead>
<tr>
<th>Genre</th>
<th>All hours of output</th>
<th>Hours of first-run originated output</th>
<th>First run hours as a % of all output</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2008 2012 2013 5yr 1yr</td>
<td>2008 2012 2013 5yr 1yr</td>
<td>2008 2012 2013 5yr 1yr</td>
</tr>
<tr>
<td>News &amp; Current Affairs</td>
<td>24556 24669 24840</td>
<td>18193 18341 18591</td>
<td>74% 74% 75%</td>
</tr>
<tr>
<td>Arts &amp; Classical Music</td>
<td>1619 1362 1733</td>
<td>429 401 391</td>
<td>26% 29% 23%</td>
</tr>
<tr>
<td>Religion &amp; Ethics</td>
<td>285 229 254</td>
<td>159 144 144</td>
<td>56% 63% 57%</td>
</tr>
<tr>
<td>Education</td>
<td>1602 646 628</td>
<td>319 117 71</td>
<td>20% 18% 11%</td>
</tr>
<tr>
<td>Factual</td>
<td>12646 13724 14666</td>
<td>5674 5587 5673</td>
<td>45% 41% 39%</td>
</tr>
<tr>
<td>Drama &amp; Soaps</td>
<td>6615 5149 4627</td>
<td>1358 1147 1214</td>
<td>21% 22% 26%</td>
</tr>
<tr>
<td>Ent. &amp; Comedy</td>
<td>7148 7711 8523</td>
<td>3376 2992 2912</td>
<td>47% 39% 34%</td>
</tr>
<tr>
<td>Feature Films</td>
<td>4689 4594 4317</td>
<td>24 29 40</td>
<td>1% 1% 1%</td>
</tr>
<tr>
<td>Sports</td>
<td>4228 3356 2874</td>
<td>3530 2903 2467</td>
<td>83% 87% 86%</td>
</tr>
<tr>
<td>Childrens</td>
<td>12473 12748 10538</td>
<td>919 693 666</td>
<td>7% 5% 6%</td>
</tr>
<tr>
<td>Total</td>
<td>75861 74188 73000</td>
<td>33981 32354 32169</td>
<td>45% 44% 44%</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming. Output hours are based on slot times.
Contents

• Overview
• News and current affairs
  • News
  • Current affairs
  • Factual
  • Specialist factual
  • Art education, religion/ ethics
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  • Children

• Drama and soaps
• Drama
• Sport
• Soaps
• Entertainment and comedy
• Comedy
• Nations and English regions
Fig 3 PSB spend, first-run and all hours; news and current affairs

<table>
<thead>
<tr>
<th></th>
<th>Spend on all hours of output</th>
<th>Spend on hours of first-run originated output</th>
<th>First run spend as a % of all spend</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5yr</td>
<td>1 yr</td>
<td>5yr</td>
</tr>
<tr>
<td>News &amp; Current Affairs</td>
<td>£348m</td>
<td>£319m</td>
<td>£304m</td>
</tr>
<tr>
<td>News</td>
<td>£253m</td>
<td>£236m</td>
<td>£224m</td>
</tr>
<tr>
<td>Current Affairs</td>
<td>£95m</td>
<td>£83m</td>
<td>£79m</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters. Note: figures are expressed in 2013 prices. BBC figures include BBC One, BBC Two, BBC Three, BBC Four, CBBC, CBeebies, BBC News, BBC Parliament. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.
## News and current affairs

### Fig 4 PSB hours, first-run and all hours; news and current affairs

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2012</th>
<th>2013</th>
<th>Change (hours)</th>
<th>Change (%)</th>
<th>2008</th>
<th>2012</th>
<th>2013</th>
<th>Change (hours)</th>
<th>Change (%)</th>
<th>2008</th>
<th>2012</th>
<th>2013</th>
<th>First run hours as a % of all output</th>
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</thead>
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<td><strong>All hours of output</strong></td>
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<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>2008 2012 2013</td>
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<td>1 yr</td>
<td>5yr</td>
<td>1 yr</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>News &amp; Current Affairs</td>
<td>24556</td>
<td>24669</td>
<td>24840</td>
<td>284 171</td>
<td>1% 1%</td>
<td>18193</td>
<td>18341</td>
<td>18591</td>
<td>398 250</td>
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<td>74% 74%</td>
<td>75%</td>
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<td>16845</td>
<td>17086</td>
<td>331 241</td>
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<td>76% 76%</td>
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<tr>
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<td>67 9</td>
<td>5% 1%</td>
<td>56% 57%</td>
<td>54%</td>
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</tr>
</tbody>
</table>

Source: Ofcom/broadcasters. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.

Output hours are based on slot times.
### Fig 5 Volume of hours of UK/national news and current affairs, all day

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spend</strong></td>
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<td><strong>£333m</strong></td>
<td><strong>£339m</strong></td>
<td><strong>£324m</strong></td>
<td><strong>£319m</strong></td>
<td><strong>£304m</strong></td>
</tr>
<tr>
<td><strong>Output hours</strong></td>
<td><strong>24,556</strong></td>
<td><strong>24,671</strong></td>
<td><strong>24,652</strong></td>
<td><strong>24,729</strong></td>
<td><strong>24,669</strong></td>
<td><strong>24,840</strong></td>
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<tr>
<td>25000</td>
<td>8,784</td>
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<td>8,760</td>
<td>8,760</td>
<td>8,784</td>
<td>8,760</td>
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<td>8,784</td>
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<td>8,760</td>
<td>8,760</td>
<td>8,784</td>
<td>8,760</td>
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<tr>
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<td>2,621</td>
<td>2,719</td>
<td>2,739</td>
<td>2,780</td>
<td>2,797</td>
<td>3,591</td>
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</table>

Source: Ofcom/broadcasters

Note: UK/national News refers to network news and excludes non-network news. Spend is given in 2013 prices. Output hours are based on slot times.
News and current affairs

Fig 6 Volume of hours of UK/national news and current affairs, peak time

Spend: £162m | £151m | £158m | £144m | £144m | £139m

Source: Ofcom/broadcasters
Note: UK/national News refers to network news and excludes non-network news. Spend is given in 2013 prices. Output hours are based on slot times.
Fig 7 Volume of hours of first-run UK originated UK/national news and current affairs, all day

Source: Ofcom/broadcasters
Note: UK/national News refers to network news and excludes non-network news. Spend is given in 2013 prices. Output hours are based on slot times.
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• Soaps
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• Comedy
• Nations and English regions
Fig 8 Volume of hours of UK/national news, all day

Source: Ofcom/broadcasters
Note: UK/national News refers to network news and excludes non-network news. Spend is given in 2013 prices
Output hours are based on slot times.
Fig 9 Volume of hours of UK/national news, peak time

Source: Ofcom/broadcasters
Note: UK/national News refers to network news and excludes non-network news. Spend is given in 2013 prices
Output hours are based on slot times.
Fig 10 Volume of first-run UK-originated hours of UK/national news, all day

Source: Ofcom/broadcasters
Note: UK/national News refers to network news and excludes non-network news. Spend is given in 2013 prices. Output hours are based on slot times.
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Fig 11 Volume of hours of current affairs, all day

Source: Ofcom/broadcasters
Note: UK/national News refers to network news and excludes non-network news. Spend is given in 2013 prices. Output hours are based on slot times.
Fig 12 Volume of hours of current affairs, peak time

Source: Ofcom/broadcasters
Note: UK/national News refers to network news and excludes non-network news. Spend is given in 2013 prices. Output hours are based on slot times.
Fig 13 Volume of first-run UK originated hours of current affairs, all day

<table>
<thead>
<tr>
<th>Year</th>
<th>£95m</th>
<th>£90m</th>
<th>£87m</th>
<th>£82m</th>
<th>£83m</th>
<th>£79m</th>
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<tbody>
<tr>
<td>2008</td>
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<td>1,408</td>
<td>1,483</td>
<td>1,496</td>
<td>1,505</td>
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<tr>
<td>2009</td>
<td>243</td>
<td>213</td>
<td>227</td>
<td>224</td>
<td>198</td>
<td>202</td>
</tr>
<tr>
<td>2010</td>
<td>389</td>
<td>339</td>
<td>348</td>
<td>449</td>
<td>492</td>
<td>497</td>
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<td>2011</td>
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<td>2012</td>
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<td>2013</td>
<td>113</td>
<td>128</td>
<td>111</td>
<td>105</td>
<td>115</td>
<td>120</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
Contents

- Overview
- News and current affairs
- News
- Current affairs
- Factual
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- Drama and soaps
- Drama
- Sports
- Entertainment and comedy
- Comedy
- Nations and English regions
### Fig 14 PSB spend, first-run and all hours, factual programming

<table>
<thead>
<tr>
<th></th>
<th>Spent on all hours of output</th>
<th>Spent on hours of first-run originated output</th>
<th>First run spend as a % of all spend</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2008</td>
<td>2012</td>
<td>2013</td>
</tr>
<tr>
<td>Factual</td>
<td>£561m</td>
<td>£483m</td>
<td>£480m</td>
</tr>
<tr>
<td>Specialist Factual</td>
<td>£207m</td>
<td>£186m</td>
<td>£208m</td>
</tr>
<tr>
<td>General Factual</td>
<td>£182m</td>
<td>£177m</td>
<td>£168m</td>
</tr>
<tr>
<td>Factual Entertainment</td>
<td>£172m</td>
<td>£119m</td>
<td>£104m</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters. Note: figures are expressed in 2013 prices. BBC figures include BBC One, BBC Two, BBC Three, BBC Four, CBBC, CBeebies, BBC News, BBC Parliament. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.
# Fig 15 PSB hours, first-run and all hours, factual programming

<table>
<thead>
<tr>
<th></th>
<th>All hours of output</th>
<th></th>
<th>Hours of first-run originated output</th>
<th>First run hours as a % of all output</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 yr</td>
<td>1 yr</td>
<td>5 yr</td>
<td>1 yr</td>
</tr>
<tr>
<td>Factual</td>
<td>12646</td>
<td>13724</td>
<td>14666</td>
<td>2020</td>
</tr>
<tr>
<td>Specialist</td>
<td>4392</td>
<td>4729</td>
<td>5174</td>
<td>782</td>
</tr>
<tr>
<td>General Factual</td>
<td>4900</td>
<td>5486</td>
<td>6329</td>
<td>1429</td>
</tr>
<tr>
<td>Factual</td>
<td>3354</td>
<td>3509</td>
<td>3163</td>
<td>-191</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming. Output hours are based on slot times.
Fig 16 Factual output, all day

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
Fig 17 Factual output, by sub-genre

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
Fig 18 First-run UK originated factual output, all day

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
Contents

- Overview
- News and current affairs
- News
- Current affairs
- Factual
  - Specialist factual
- Art education, religion/ ethics
- Religion and ethics
- Children
- Drama and soaps
- Drama
- Sports
- Entertainment and comedy
- Comedy
- Nations and English regions
Fig 19 First-run UK originated specialist factual output, peak time

<table>
<thead>
<tr>
<th>Year</th>
<th>BBC Four</th>
<th>BBC Three</th>
<th>Channel 5</th>
<th>Channel 4</th>
<th>ITV/ITV Breakfast</th>
<th>BBC Two</th>
<th>BBC One</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>105</td>
<td>106</td>
<td>301</td>
<td>195</td>
<td>30</td>
<td>223</td>
<td>110</td>
</tr>
<tr>
<td>2009</td>
<td>972</td>
<td>972</td>
<td>192</td>
<td>174</td>
<td>75</td>
<td>247</td>
<td>134</td>
</tr>
<tr>
<td>2010</td>
<td>1000</td>
<td>1000</td>
<td>134</td>
<td>168</td>
<td>71</td>
<td>275</td>
<td>128</td>
</tr>
<tr>
<td>2011</td>
<td>1060</td>
<td>1060</td>
<td>114</td>
<td>241</td>
<td>241</td>
<td>286</td>
<td>148</td>
</tr>
<tr>
<td>2012</td>
<td>994</td>
<td>994</td>
<td>107</td>
<td>172</td>
<td>70</td>
<td>305</td>
<td>154</td>
</tr>
<tr>
<td>2013</td>
<td>1154</td>
<td>1154</td>
<td>95</td>
<td>98</td>
<td>98</td>
<td>343</td>
<td>142</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
Contents

- Overview
- News and current affairs
- News
- Current affairs
- Factual
- Specialist factual
- Art education, religion/ ethics
- Religion and ethics
- Children

- Drama and soaps
- Drama
- Sports
- Entertainment and comedy
- Comedy
- Nations and English regions
Fig 20 Arts and classical music output hours

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
Fig 21 First-run UK originated arts and classical music hours

Arts, education and religion/ethics

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
Arts, education and religion/ethics

Fig 22 Contemporary music output hours

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
Arts, education and religion/ethics

Fig 23 First-run UK originated contemporary music output hours

Source: Ofcom/broadcasters

Note: Spend is given in 2013 prices. Output hours are based on slot times.
Fig 24 Formal education output hours

Source: Ofcom/broadcasters
Note: Formal Education programmes include Schools and the BBC Learning Zone. Other programmes from all broadcasters across a variety of genres include Learning Support materials. Spend is given in 2013 prices. Output hours are based on slot times.
Arts, education and religion/ethics

Fig 25 First-run UK originated formal education output hours

Source: Ofcom/broadcasters

Note: Formal Education programmes include Schools and the BBC Learning Zone. Other programmes from all broadcasters across a variety of genres include Learning Support materials. Spend is given in 2013 prices. Output hours are based on slot times.
Contents

• Overview
• News and current affairs
• News
• Current affairs
• Factual
• Specialist factual
• Art education, religion/ ethics
• Religion and ethics
• Children

• Drama and soaps
• Drama
• Sports
• Entertainment and comedy
• Comedy
• Nations and English regions
## Religion and ethics

### Fig 26 PSB spend, religion and ethics, first-run and all hours

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2012</th>
<th>2013</th>
<th>Change (£m)</th>
<th>Change (%)</th>
<th>2008</th>
<th>2012</th>
<th>2013</th>
<th>Change (£m)</th>
<th>Change (%)</th>
<th>2008</th>
<th>2012</th>
<th>2013</th>
<th>Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Religion and ethics</strong></td>
<td>£18m</td>
<td>£14m</td>
<td>£14m</td>
<td>-£3m</td>
<td>-18%</td>
<td>£17m</td>
<td>£14m</td>
<td>£14m</td>
<td>-£3m</td>
<td>-16%</td>
<td>97%</td>
<td>99%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Religious faith &amp; inspiration</td>
<td>£5m</td>
<td>£3m</td>
<td>£5m</td>
<td>£0m</td>
<td>0%</td>
<td>£4m</td>
<td>£3m</td>
<td>£5m</td>
<td>£0m</td>
<td>7%</td>
<td>94%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Life experience: moral, ethical &amp; spiritual</td>
<td>£7m</td>
<td>£5m</td>
<td>£3m</td>
<td>-£4m</td>
<td>-55%</td>
<td>£7m</td>
<td>£5m</td>
<td>£3m</td>
<td>-£4m</td>
<td>-54%</td>
<td>97%</td>
<td>97%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Religious worship/services</td>
<td>£6m</td>
<td>£6m</td>
<td>£7m</td>
<td>£1m</td>
<td>8%</td>
<td>£6m</td>
<td>£6m</td>
<td>£7m</td>
<td>£0m</td>
<td>8%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters. Note: figures are expressed in 2013 prices. BBC figures include BBC One, BBC Two, BBC Three, BBC Four, CBBC, CBeebies, BBC News, BBC Parliament. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.
### Religion and ethics

#### Fig 27 PSB hours, religion and ethics, first-run and all hours

<table>
<thead>
<tr>
<th></th>
<th>All hours of output</th>
<th></th>
<th>Hours of first-run originated output</th>
<th></th>
<th>First run hours as a % of all output</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2008</td>
<td>2012</td>
<td>2013</td>
<td>5 yr</td>
<td>1 yr</td>
</tr>
<tr>
<td>Religion and ethics</td>
<td>285</td>
<td>229</td>
<td>254</td>
<td>-31</td>
<td>25</td>
</tr>
<tr>
<td>Religious faith &amp;</td>
<td>104</td>
<td>81</td>
<td>124</td>
<td>20</td>
<td>43</td>
</tr>
<tr>
<td>inspiration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Life experience:</td>
<td>132</td>
<td>98</td>
<td>55</td>
<td>-77</td>
<td>-43</td>
</tr>
<tr>
<td>moral, ethical &amp;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>spiritual</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Religious worship/services</td>
<td>49</td>
<td>50</td>
<td>75</td>
<td>26</td>
<td>25</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming. Output hours are based on slot times.
**Fig 28 Programming: output hours**

<table>
<thead>
<tr>
<th>Year</th>
<th>BBC One</th>
<th>BBC Two</th>
<th>BBC Three</th>
<th>Channel 4</th>
<th>Channel 5</th>
<th>ITV/ITV Breakfast</th>
<th>BBC Four</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>109</td>
<td>69</td>
<td>18</td>
<td>15</td>
<td>16</td>
<td>16</td>
<td>25</td>
</tr>
<tr>
<td>2009</td>
<td>105</td>
<td>70</td>
<td>19</td>
<td>19</td>
<td>18</td>
<td>20</td>
<td>29</td>
</tr>
<tr>
<td>2010</td>
<td>105</td>
<td>64</td>
<td>23</td>
<td>30</td>
<td>27</td>
<td>24</td>
<td>44</td>
</tr>
<tr>
<td>2011</td>
<td>102</td>
<td>67</td>
<td>17</td>
<td>19</td>
<td>27</td>
<td>39</td>
<td>21</td>
</tr>
<tr>
<td>2012</td>
<td>102</td>
<td>55</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>22</td>
<td>49</td>
</tr>
<tr>
<td>2013</td>
<td>88</td>
<td>51</td>
<td>15</td>
<td>25</td>
<td>25</td>
<td>22</td>
<td>26</td>
</tr>
</tbody>
</table>

**Source:** Ofcom/broadcasters

**Note:** Spend is given in 2013 prices. Output hours are based on slot times.
Fig 29 First-run UK-originated programming: output hours

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
Contents

- Overview
- News and current affairs
- News
- Current affairs
- Factual
- Specialist factual
- Art education, religion/ ethics
- Religion and ethics
- Children

- Drama and soaps
- Drama
- Sports
- Entertainment and comedy
- Comedy
- Nations and English regions
Fig 30 PSB spend, first-run and all hours; children’s programming

<table>
<thead>
<tr>
<th></th>
<th>Spend on all hours of output</th>
<th>Spend on hours of first-run originated output</th>
<th>First run spend as a % of all spend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Children's</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>£121m</td>
<td>£95m</td>
<td>£98m</td>
</tr>
<tr>
<td>Children's Drama</td>
<td>£30m</td>
<td>£25m</td>
<td>£23m</td>
</tr>
<tr>
<td>Children's Entertainment</td>
<td>£24m</td>
<td>£21m</td>
<td>£25m</td>
</tr>
<tr>
<td>Children's Animation</td>
<td>£14m</td>
<td>£4m</td>
<td>£5m</td>
</tr>
<tr>
<td>Children's Factual</td>
<td>£23m</td>
<td>£21m</td>
<td>£20m</td>
</tr>
<tr>
<td>Children's News</td>
<td>£4m</td>
<td>£4m</td>
<td>£2m</td>
</tr>
<tr>
<td>Children's Pre-school Education</td>
<td>£26m</td>
<td>£21m</td>
<td>£23m</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters. Note: figures are expressed in 2013 prices. BBC figures include BBC One, BBC Two, BBC Three, BBC Four, CBBC, CBeebies, BBC News, BBC Parliament. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.
### Fig 31 PSB hours, first-run and all hours; children’s programming

<table>
<thead>
<tr>
<th></th>
<th>All hours of output</th>
<th>Hours of first-run originated output</th>
<th>First run hours as a % of all output</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 yr</td>
<td>1 yr</td>
<td>5 yr</td>
</tr>
<tr>
<td>Children’s</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children’s Drama</td>
<td>1446</td>
<td>1621</td>
<td>1225</td>
</tr>
<tr>
<td>Children’s Entertainment</td>
<td>1848</td>
<td>1797</td>
<td>1404</td>
</tr>
<tr>
<td>Children’s Animation</td>
<td>2406</td>
<td>1652</td>
<td>1510</td>
</tr>
<tr>
<td>Children’s Factual</td>
<td>1129</td>
<td>1423</td>
<td>1076</td>
</tr>
<tr>
<td>Children’s News</td>
<td>133</td>
<td>130</td>
<td>100</td>
</tr>
<tr>
<td>Children’s Pre-school Education</td>
<td>5511</td>
<td>6125</td>
<td>5223</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming. Output hours are based on slot times.
Fig 32 Children’s PSB output hours per year

Spend | £121m | £123m | £113m | £108m | £95m | £98m

2008  | 12,471 | 12,651 | 12,665 | 12,547 | 12,748 |
2009  | 4120   | 4171   | 4055   | 4127   | 4223   |
2010  | 4225   | 4235   | 4151   | 4050   | 4083   |
2011  | 4119   | 419    | 397    | 2277   | 331    |
2012  | 1,139  | 1,258  | 1,534  | 1,425  | 1,496  |
2013  | 1,696  | 1,740  | 1,751  | 1,840  | 1,848  |
2014  | 1,696  | 1,740  | 1,751  | 1,840  | 1,848  |
2015  | 1,696  | 1,740  | 1,751  | 1,840  | 1,848  |
2016  | 1,696  | 1,740  | 1,751  | 1,840  | 1,848  |
2017  | 1,696  | 1,740  | 1,751  | 1,840  | 1,848  |
2018  | 1,696  | 1,740  | 1,751  | 1,840  | 1,848  |
2019  | 1,696  | 1,740  | 1,751  | 1,840  | 1,848  |
2020  | 1,696  | 1,740  | 1,751  | 1,840  | 1,848  |

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output and spend on the CITV channel is excluded. Output hours are based on slot times.
Fig 33 Children’s PSB output first-run UK originated hours per year

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output and spend on the CITV channel is excluded. Output hours are based on slot times.
### Fig 34: Children’s output, by sub-genre: 2013

<table>
<thead>
<tr>
<th>Total hours</th>
<th>10,532</th>
<th>5</th>
<th>12</th>
<th>316</th>
<th>283</th>
<th>1,560</th>
<th>4,127</th>
<th>4,229</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td></td>
<td>5</td>
<td>12</td>
<td>316</td>
<td>283</td>
<td>1,560</td>
<td>4,127</td>
<td>4,229</td>
</tr>
<tr>
<td>90%</td>
<td></td>
<td>4</td>
<td>12</td>
<td>316</td>
<td>283</td>
<td>1,560</td>
<td>4,127</td>
<td>4,229</td>
</tr>
<tr>
<td>80%</td>
<td></td>
<td>4</td>
<td>12</td>
<td>316</td>
<td>283</td>
<td>1,560</td>
<td>4,127</td>
<td>4,229</td>
</tr>
<tr>
<td>70%</td>
<td></td>
<td>4</td>
<td>12</td>
<td>316</td>
<td>283</td>
<td>1,560</td>
<td>4,127</td>
<td>4,229</td>
</tr>
<tr>
<td>60%</td>
<td></td>
<td>4</td>
<td>12</td>
<td>316</td>
<td>283</td>
<td>1,560</td>
<td>4,127</td>
<td>4,229</td>
</tr>
<tr>
<td>50%</td>
<td></td>
<td>4</td>
<td>12</td>
<td>316</td>
<td>283</td>
<td>1,560</td>
<td>4,127</td>
<td>4,229</td>
</tr>
<tr>
<td>40%</td>
<td></td>
<td>4</td>
<td>12</td>
<td>316</td>
<td>283</td>
<td>1,560</td>
<td>4,127</td>
<td>4,229</td>
</tr>
<tr>
<td>30%</td>
<td></td>
<td>4</td>
<td>12</td>
<td>316</td>
<td>283</td>
<td>1,560</td>
<td>4,127</td>
<td>4,229</td>
</tr>
<tr>
<td>20%</td>
<td></td>
<td>4</td>
<td>12</td>
<td>316</td>
<td>283</td>
<td>1,560</td>
<td>4,127</td>
<td>4,229</td>
</tr>
<tr>
<td>10%</td>
<td></td>
<td>4</td>
<td>12</td>
<td>316</td>
<td>283</td>
<td>1,560</td>
<td>4,127</td>
<td>4,229</td>
</tr>
<tr>
<td>0%</td>
<td></td>
<td>4</td>
<td>12</td>
<td>316</td>
<td>283</td>
<td>1,560</td>
<td>4,127</td>
<td>4,229</td>
</tr>
</tbody>
</table>

- **Pre-school**
- **News**
- **Factual**
- **Entertainment**
- **Drama**
- **Animation**

**Total hours**
- **TOTAL**: 10,532
- BBC One: 5
- BBC Two: 12
- ITV/ITV Bfast: 316
- Channel 4: 283
- Channel 5: 1,560
- CBBC: 4,127
- CBeebies: 4,229

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices
*PSB Channels included: BBC One, BBC Two, ITV, Channel 4, Channel 5, CBBC, CBeebies
Excluded: CITV and S4C.
Output hours are based on slot times.
Fig 35 First-run UK-originated children’s output, by sub-genre: 2013

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices
*PSB Channels included: BBC One, BBC Two, ITV, Channel 4, Channel 5, CBBC, CBeebies Excluded: CITV and S4C.
Output hours are based on slot times.
Fig 36 Network children’s programme spend, by PSB channel

Source: Ofcom/broadcasters. Note: figures are expressed in 2013 prices. ITV includes ITV Breakfast. BBC channels do not include BBC HD. Does not include CITV.
Contents

- Overview
- News and current affairs
- News
- Current affairs
- Factual
- Specialist factual
- Art education, religion/ ethics
- Religion and ethics
- Children

• Drama and soaps
  • Drama
  • Sport
  • Soaps
  • Entertainment and comedy
  • Comedy
  • Nations and English regions
### Fig 37 PSB spend, first-run and all hours; drama and soaps

<table>
<thead>
<tr>
<th>Spend on all hours of output</th>
<th>Spend on hours of first-run originated output</th>
<th>First run spend as a % of all spend</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5yr 1 yr 5yr 1 yr</td>
<td>5yr 1 yr 5yr 1 yr</td>
</tr>
<tr>
<td>Drama &amp; Soaps</td>
<td>£958m £652m £662m -£295m £11m -31% 2%</td>
<td>£739m £539m £565m -£174m £26m -24% 5%</td>
</tr>
<tr>
<td>Drama</td>
<td>£651m £378m £393m -£258m £15m -40% 4%</td>
<td>£487m £308m £323m -£165m £15m -34% 5%</td>
</tr>
<tr>
<td>Soaps</td>
<td>£306m £274m £269m -£37m -£4m -12% -2%</td>
<td>£251m £231m £242m -£9m £11m -4% 5%</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters. Note: figures are expressed in 2013 prices. BBC figures include BBC One, BBC Two, BBC Three, BBC Four, CBBC, CBeebies, BBC News, BBC Parliament. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.
Fig 38 PSB hours, first-run and all hours; drama and soaps

<table>
<thead>
<tr>
<th>All hours of output</th>
<th>Drama &amp; Soaps</th>
<th>2008</th>
<th>2012</th>
<th>2013</th>
<th>Change (hours)</th>
<th>Change (%)</th>
<th>5yr</th>
<th>1 yr</th>
<th>5yr</th>
<th>1 yr</th>
<th>Change (hours)</th>
<th>Change (%)</th>
<th>5yr</th>
<th>1 yr</th>
<th>5yr</th>
<th>1 yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drama &amp; Soaps</td>
<td></td>
<td>6615</td>
<td>5149</td>
<td>4627</td>
<td>-1988 -522</td>
<td>-30% -10%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1358 1147 1214</td>
<td>-144</td>
<td>67</td>
<td>11%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Drama</td>
<td></td>
<td>4696</td>
<td>3578</td>
<td>3238</td>
<td>-1458 -340</td>
<td>-31% -10%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>627 417 455</td>
<td>-172</td>
<td>38</td>
<td>-27%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Soaps</td>
<td></td>
<td>1919</td>
<td>1571</td>
<td>1389</td>
<td>-530 -182</td>
<td>-28% -12%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>731 730 759</td>
<td>28</td>
<td>29</td>
<td>4%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming. Output hours are based on slot times.
**Fig 39 All day and peak time first-run UK originated drama and soaps output**

**Spend**

<table>
<thead>
<tr>
<th>Year</th>
<th>All day</th>
<th>Peak time</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>£1,358m</td>
<td>£1,184m</td>
</tr>
<tr>
<td>2009</td>
<td>£1,277m</td>
<td>£1,113m</td>
</tr>
<tr>
<td>2010</td>
<td>£1,207m</td>
<td>£1,038m</td>
</tr>
<tr>
<td>2011</td>
<td>£1,243m</td>
<td>£1,062m</td>
</tr>
<tr>
<td>2012</td>
<td>£1,147m</td>
<td>£988m</td>
</tr>
<tr>
<td>2013</td>
<td>£1,214m</td>
<td>£1,048m</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters

Note: Spend is given in 2013 prices. Output hours are based on slot times.
Contents

• Overview
• News and current affairs
• News
• Current affairs
• Factual
• Specialist factual
• Art education, religion/ ethics
• Religion and ethics
• Children

• Drama and soaps
  • Drama
  • Soaps
  • Sport
  • Entertainment and comedy
  • Comedy
  • Nations and English regions
Fig 40: All day and peak time total drama output

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Doesn’t include a small contribution made by CBBC between 2011-2013. Output hours are based on slot times.
Fig 41: All day and peak time first-run UK originated drama output

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
Contents

- Overview
- News and current affairs
- News
- Current affairs
- Factual
- Specialist factual
- Art education, religion/ ethics
- Religion and ethics
- Children

- Drama and soaps
- Drama
- Soaps
- Sport
- Entertainment and comedy
- Comedy
- Nations and English regions
Fig 42 All day and peak time first-run UK originated soaps

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
Contents

• Overview
• News and current affairs
• News
• Current affairs
• Factual
• Specialist factual
• Art education, religion/ ethics
• Religion and ethics
• Children

• Drama and soaps
• Drama
• Soaps
• Sport
• Entertainment and comedy
• Comedy
• Nations and English regions
Fig 43 Sport output hours: all day

Spend

<table>
<thead>
<tr>
<th>Year</th>
<th>BBC Four</th>
<th>BBC Three</th>
<th>Channel 5</th>
<th>Channel 4</th>
<th>ITV/ITV Breakfast</th>
<th>BBC Two</th>
<th>BBC One</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>817</td>
<td>918</td>
<td>976</td>
<td>378</td>
<td>1,203</td>
<td>45</td>
<td>4228</td>
</tr>
<tr>
<td>2009</td>
<td>575</td>
<td>699</td>
<td>338</td>
<td>654</td>
<td>3537</td>
<td>71</td>
<td>3537</td>
</tr>
<tr>
<td>2010</td>
<td>733</td>
<td>226</td>
<td>398</td>
<td>699</td>
<td>3277</td>
<td>112</td>
<td>3277</td>
</tr>
<tr>
<td>2011</td>
<td>601</td>
<td>884</td>
<td>774</td>
<td>370</td>
<td>2843</td>
<td>33</td>
<td>2843</td>
</tr>
<tr>
<td>2012</td>
<td>887</td>
<td>710</td>
<td>774</td>
<td>347</td>
<td>3356</td>
<td>101</td>
<td>3356</td>
</tr>
<tr>
<td>2013</td>
<td>635</td>
<td>347</td>
<td>942</td>
<td>139</td>
<td>2874</td>
<td>139</td>
<td>2874</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
Fig 44 Sport output: peak-time hours

<table>
<thead>
<tr>
<th>Year</th>
<th>BBC Four</th>
<th>BBC Three</th>
<th>Channel 5</th>
<th>Channel 4</th>
<th>ITV/ITV</th>
<th>BBC Two</th>
<th>BBC One</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>501</td>
<td>44</td>
<td>109</td>
<td>83</td>
<td>179</td>
<td>189</td>
<td>86</td>
</tr>
<tr>
<td>2009</td>
<td>529</td>
<td>46</td>
<td>122</td>
<td>67</td>
<td>78</td>
<td>233</td>
<td>61</td>
</tr>
<tr>
<td>2010</td>
<td>501</td>
<td>46</td>
<td>122</td>
<td>67</td>
<td>78</td>
<td>233</td>
<td>61</td>
</tr>
<tr>
<td>2011</td>
<td>361</td>
<td>27</td>
<td>87</td>
<td>50</td>
<td>114</td>
<td>150</td>
<td>27</td>
</tr>
<tr>
<td>2012</td>
<td>619</td>
<td>103</td>
<td>75</td>
<td>50</td>
<td>114</td>
<td>143</td>
<td>38</td>
</tr>
<tr>
<td>2013</td>
<td>454</td>
<td>95</td>
<td>58</td>
<td>6</td>
<td>115</td>
<td>142</td>
<td>38</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
Fig 45 Hours of first-run UK originated sport output: all day

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
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• Soaps
• Sport
• Entertainment and comedy
• Comedy
• Nations and English regions
### Entertainment and comedy

**Fig 46 PSB spend, first-run and all hours; entertainment and comedy**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5yr</td>
<td>1 yr</td>
<td>5yr</td>
<td>1 yr</td>
<td></td>
<td>5yr</td>
<td>1 yr</td>
<td>5yr</td>
<td>1 yr</td>
<td></td>
<td>5yr</td>
<td>1 yr</td>
<td>5yr</td>
</tr>
<tr>
<td><em>Entertainment &amp; Comedy</em></td>
<td>£591m</td>
<td>£583m</td>
<td>£588m</td>
<td>-£3m</td>
<td>£5m</td>
<td>-1%</td>
<td>1%</td>
<td>£526m</td>
<td>£522m</td>
<td>£512m</td>
<td>-£13m</td>
<td>-£10m</td>
<td>-3%</td>
</tr>
<tr>
<td><em>Entertainment</em></td>
<td>£405m</td>
<td>£438m</td>
<td>£442m</td>
<td>£37m</td>
<td>£4m</td>
<td>9%</td>
<td>1%</td>
<td>£379m</td>
<td>£413m</td>
<td>£401m</td>
<td>£22m</td>
<td>-£11m</td>
<td>6%</td>
</tr>
<tr>
<td><em>Comedy</em></td>
<td>£186m</td>
<td>£145m</td>
<td>£146m</td>
<td>-£40m</td>
<td>£1m</td>
<td>-22%</td>
<td>1%</td>
<td>£146m</td>
<td>£110m</td>
<td>£111m</td>
<td>-£35m</td>
<td>£1m</td>
<td>-24%</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters. Note: figures are expressed in 2013 prices. BBC figures include BBC One, BBC Two, BBC Three, BBC Four, CBBC, CBeebies, BBC News, BBC Parliament. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.
### Fig 47 PSB hours, first-run and all hours; entertainment and comedy

<table>
<thead>
<tr>
<th></th>
<th>All hours of output</th>
<th></th>
<th>Hours of first-run originated output</th>
<th></th>
<th>First run hours as a % of all output</th>
</tr>
</thead>
<tbody>
<tr>
<td>5yr</td>
<td>5yr</td>
<td>1 yr</td>
<td>5yr</td>
<td>1 yr</td>
<td></td>
</tr>
<tr>
<td>Ent. &amp; Comedy</td>
<td>7148</td>
<td>7711</td>
<td>8523</td>
<td>1375</td>
<td>812</td>
</tr>
<tr>
<td></td>
<td>3100</td>
<td>2723</td>
<td>2652</td>
<td>-448</td>
<td>-71</td>
</tr>
<tr>
<td>Entertainment</td>
<td>4848</td>
<td>5079</td>
<td>5441</td>
<td>593</td>
<td>362</td>
</tr>
<tr>
<td>Comedy</td>
<td>2300</td>
<td>2632</td>
<td>3082</td>
<td>782</td>
<td>450</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming. Output hours are based on slot times.
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- Overview
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- News
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- Drama and soaps
- Drama
- Soaps
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- Entertainment and comedy
- Comedy
- Nations and English regions
Fig 48 Comedy output: all time

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
Fig 49 Comedy output: peak time

Source: Ofcom/broadcasters
Note: Spend is given in 2013 prices. Output hours are based on slot times.
**Fig 50 All day and peak time first-run UK originated comedy**

<table>
<thead>
<tr>
<th>Year</th>
<th>All day Spend (£m)</th>
<th>Peak time Spend (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>276</td>
<td>204</td>
</tr>
<tr>
<td>2009</td>
<td>256</td>
<td>184</td>
</tr>
<tr>
<td>2010</td>
<td>264</td>
<td>168</td>
</tr>
<tr>
<td>2011</td>
<td>270</td>
<td>171</td>
</tr>
<tr>
<td>2012</td>
<td>269</td>
<td>171</td>
</tr>
<tr>
<td>2013</td>
<td>260</td>
<td>171</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters

Note: Spend is given in 2013 prices. Output hours are based on slot times.
Contents

• Overview
• News and current affairs
• News
• Current affairs
• Factual
• Specialist factual
• Art education, religion/ ethics
• Religion and ethics
• Children

• Drama and soaps
• Drama
• Soaps
• Sports
• Entertainment and comedy
• Comedy
• Nations and English regions
Fig 51: Programme spend on nations’ and regions’ programming, first-run UK originations

Spend in nations and regions output by the BBC, ITV/STV/UTV

Spend (2013 prices)

Source: Broadcasters. All figures expressed in 2013 prices. First-run originations only, excluding BBC Alba.
Fig 52: Programme spend on nations’ and regions’ first-run UK originations, by nation

Source: Broadcasters. All figures are expressed in 2013 prices.
Note: Spend data for first-run originations only. Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC. This does not account for total spend on BBC Alba or BBC spend on S4C output.
Fig 53 Total nations’/regions’ non-network hours, all day

<table>
<thead>
<tr>
<th>Year</th>
<th>£354m</th>
<th>£298m</th>
<th>£295m</th>
<th>£287m</th>
<th>£278m</th>
<th>£264m</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>12,721</td>
<td>5,689</td>
<td>7,032</td>
<td>5,024</td>
<td>4,865</td>
<td>5,066</td>
</tr>
<tr>
<td>2009</td>
<td>11,485</td>
<td>4,592</td>
<td>6,893</td>
<td>4,916</td>
<td>4,865</td>
<td>5,066</td>
</tr>
<tr>
<td>2010</td>
<td>12,100</td>
<td>5,024</td>
<td>7,076</td>
<td>5,599</td>
<td>4,907</td>
<td>6,576</td>
</tr>
<tr>
<td>2011</td>
<td>12,515</td>
<td>5,599</td>
<td>6,916</td>
<td>5,599</td>
<td>6,907</td>
<td>6,576</td>
</tr>
<tr>
<td>2012</td>
<td>11,772</td>
<td>4,865</td>
<td>6,907</td>
<td>4,865</td>
<td>6,907</td>
<td>6,576</td>
</tr>
<tr>
<td>2013</td>
<td>11,642</td>
<td>5,066</td>
<td>6,576</td>
<td>5,066</td>
<td>6,576</td>
<td></td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters. All figures expressed in 2013 prices. Excludes BBC Alba. Output hours are based on running times.
Fig 54 Volume of hours of nations’/regions’ news, all day

Source: Ofcom/broadcasters. All figures expressed in 2013 prices. First-run originations only, excluding BBC Alba. Output hours are based on running times.
Fig 55 Programme spend on nations’ and regions’ news, first-run UK originations

Spend in nations and regions output by the BBC, ITV/STV/UTV

Spend (2013 prices)

Source: Broadcasters. All figures expressed in 2013 prices. First-run originations only, excluding BBC Alba.
Fig 56 Volume of hours of nations’/regions’ current affairs, all day

Source: Ofcom/broadcasters. All figures expressed in 2013 prices. First-run originations only, excluding BBC Alba. Output hours are based on running times.
Fig 57 Programme spend on nations’ and regions’ current affairs, first-run UK originations

Spend in nations and regions output by the BBC, ITV/STV/UTV

Spend (2013 prices)

Source: Broadcasters. All figures expressed in 2013 prices. First-run originations only, excluding BBC Alba.
Fig 58 Volume of hours of other nations’/regions’ output, all day

<table>
<thead>
<tr>
<th>Year</th>
<th>Channel 3</th>
<th>BBC</th>
<th>Channel 3</th>
<th>BBC</th>
<th>Channel 3</th>
<th>BBC</th>
<th>Channel 3</th>
<th>BBC</th>
<th>Channel 3</th>
<th>BBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>1,182</td>
<td>862</td>
<td>2,044</td>
<td>802</td>
<td>1,290</td>
<td>622</td>
<td>1,934</td>
<td>785</td>
<td>1,246</td>
<td>785</td>
</tr>
<tr>
<td>2009</td>
<td>1,290</td>
<td>841</td>
<td>1,934</td>
<td>785</td>
<td>1,093</td>
<td>841</td>
<td>1,934</td>
<td>841</td>
<td>1,093</td>
<td>841</td>
</tr>
<tr>
<td>2010</td>
<td>1,246</td>
<td>819</td>
<td>1,770</td>
<td>819</td>
<td>1,093</td>
<td>819</td>
<td>1,770</td>
<td>819</td>
<td>1,093</td>
<td>819</td>
</tr>
<tr>
<td>2011</td>
<td>1,246</td>
<td>834</td>
<td>2,589</td>
<td>834</td>
<td>1,093</td>
<td>834</td>
<td>2,589</td>
<td>834</td>
<td>1,093</td>
<td>834</td>
</tr>
<tr>
<td>2012</td>
<td>1,255</td>
<td>802</td>
<td>2,080</td>
<td>802</td>
<td>1,093</td>
<td>802</td>
<td>2,080</td>
<td>802</td>
<td>1,093</td>
<td>802</td>
</tr>
<tr>
<td>2013</td>
<td>1,255</td>
<td>802</td>
<td>2,057</td>
<td>802</td>
<td>1,093</td>
<td>802</td>
<td>2,057</td>
<td>802</td>
<td>1,093</td>
<td>802</td>
</tr>
</tbody>
</table>

Source: Ofcom/broadcasters. All figures expressed in 2013 prices. First-run originations only, excluding BBC Alba. Other represents non-news and non-current affairs output. Output hours are based on running times.
Fig 59 Programme spend on other nations’ and regions’ output, first-run UK originations

Spend in nations and regions output by the BBC, ITV/STV/UTV

Spend (2013 prices)

Source: Broadcasters. All figures expressed in 2013 prices. First-run originations only, excluding BBC Alba. Other represents non-news and non-current affairs output.
Fig 60 Non-network first-run UK originations in England

Source: Ofcom/broadcasters. First-run originations only, excluding BBC Alba. Output hours are based on running times.
Fig 61 Non-network first-run UK originations in Scotland

Source: Ofcom/broadcasters
Note: Figures exclude Gaelic programming. Increase in ‘other hours’ in 2011 due to STV opting out of some networked content on Channel 3, namely increased output of The Nightshift. Output hours are based on running times.
Fig 62 Non-network first-run UK originations in Wales

Source: Ofcom/broadcasters
Note: Figures exclude S4C hours. Output hours are based on running times.
Fig 63 Non-network first-run UK originations in Northern Ireland

<table>
<thead>
<tr>
<th>Year</th>
<th>BBC non-network output in NI</th>
<th>UTV non-network output</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>646</td>
<td>496</td>
</tr>
<tr>
<td>2009</td>
<td>612</td>
<td>357</td>
</tr>
<tr>
<td>2010</td>
<td>656</td>
<td>351</td>
</tr>
<tr>
<td>2011</td>
<td>595</td>
<td>335</td>
</tr>
<tr>
<td>2012</td>
<td>583</td>
<td>331</td>
</tr>
<tr>
<td>2013</td>
<td>624</td>
<td>325</td>
</tr>
</tbody>
</table>

Hours per year

Source: Ofcom/broadcasters
Note: Figures exclude repeats. Output hours are based on running times.
Fig 64 Total hours of first-run UK originated content; BBC Alba and S4C

Source: BBC/S4C. Does not include BBC statutory output. Output hours are based on running time.
Fig 65 Total spend on first-run UK originated content; BBC Alba and S4C

Source: BBC/S4C. Note: figures are expressed in 2013 prices.
Genre analysis - TV viewing

December 2014
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• Current affairs: other
• Nations’/regions’ news
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• Music: contemporary
• Religion

• Education
• Children’s
• Documentaries: science and natural history
• Documentaries: other
• Entertainment
• Comedy
• Sport
• UK soaps
• UK films
• Leisure interests
• This document reports industry recognised television viewing figures provided by BARB (Broadcasters’ Audience Research Board) which consists of a panel of 5,100 television homes.

• In 2010, a new BARB panel was introduced – as a result data pre and post 2010 are based on different viewer panels. In addition, refined geographic boundaries were also introduced. Data comparisons pre and post 2010 should be considered with caution.

• Changes made to the BARB reporting system in 2010 now allow broadcasters to retrospectively amend the genre labelling of broadcasts they have aired. These changes will apply to all historic data for respective programmes. The analysis within this report is based on a snapshot of data at a given point in time, therefore any subsequent genre labelling amendments will not be accounted for here. The analysis reported here is based on data generated in April 2014.

• The analysis presented is based on BARB data extracted from the Kantar Media InfoSys+ system. This system was introduced in 2012 and as a result there maybe some minor data variations compared with previously presented data.

• Due to the use of large datasets, there maybe some minor data discrepancies as a result of rounding.
Genre analysis

- This Annex looks at how viewing to the various PSB programme genres is split across channels.

- The analysis focuses on total annual viewing hours, which shows the total annual hours of viewing by an average individual to a given programme genre. Unless indicated, figures show averages for all viewers aged 4+.

- Genre groups used are based on Ofcom definitions, which are based on using existing BARB genre groups, or in most cases, combining a number of sub-genres (see Definitions). These definitions vary from genre groups used in previously presented data and therefore comparisons between reports are not recommended.

- In each case, viewing to the main five PSB channels and their respective portfolio channels is shown grouped and by individual channel. Viewing to other multichannels is shown grouped together and for each genre the main multichannel channel is also split out.

- The main multichannel in each set of genre analysis is based on the most viewed from the multichannel group in 2013. The corresponding viewing data from 2008-2013 for this channel is shown. It is important to note that the selection of the main multichannel channel is based on 2013 data, there may be other channels accounting for a higher proportion of viewing in other years.
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• Current affairs: other
• Nations’/regions’ news
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• Music: contemporary
• Religion

• Education
• Children’s
• Documentaries: science and natural history
• Documentaries: other
• Entertainment
• Comedy
• Sport
• UK soaps
• UK films
• Leisure interests
## Channel groups

<table>
<thead>
<tr>
<th>Main five PSB channels</th>
<th>BBC portfolio channels</th>
<th>Commercial PSBs’ portfolio channels</th>
<th>Multichannels</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>ITV portfolio channels</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Channel 4 portfolio channels</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Channel 5 portfolio channels</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>All other remaining channels</td>
<td></td>
</tr>
<tr>
<td>BBC One</td>
<td>BBC Three</td>
<td>ITV+1</td>
<td>Channel 4+1</td>
</tr>
<tr>
<td>BBC Two</td>
<td>BBC Four</td>
<td>ITV2</td>
<td>E4</td>
</tr>
<tr>
<td>ITV</td>
<td>BBC HD</td>
<td>ITV2+1</td>
<td>E4+1</td>
</tr>
<tr>
<td>Channel 4*</td>
<td>BBC News</td>
<td>ITV3</td>
<td>More4</td>
</tr>
<tr>
<td>Channel 5</td>
<td>BBC Parliament</td>
<td>ITV3+1</td>
<td>More4+1</td>
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<tr>
<td></td>
<td>CBeebies</td>
<td>ITV4</td>
<td>Film4</td>
</tr>
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<td></td>
<td>CBBC</td>
<td>ITV4+1</td>
<td>Film4+1</td>
</tr>
<tr>
<td></td>
<td>BBC Olympics channels</td>
<td>CITV</td>
<td>4Music</td>
</tr>
<tr>
<td></td>
<td>BBC red button channels</td>
<td></td>
<td>4seven</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Channel 4 Olympics channels</td>
</tr>
</tbody>
</table>

*Channel 4 data for 2007-2009 includes S4C viewing. Following DSO in Wales in 2010, Channel 4 data from 2010 relates to viewing to Channel 4 only.*
<table>
<thead>
<tr>
<th>Genre label</th>
<th>Definition – BARB genres</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK Drama</td>
<td>Drama: Single plays – UK</td>
</tr>
<tr>
<td></td>
<td>Drama: Series/serials - UK</td>
</tr>
<tr>
<td>UK soaps</td>
<td>Drama: Soaps - UK</td>
</tr>
<tr>
<td>Drama: Other</td>
<td>Drama: Single plays - non-UK</td>
</tr>
<tr>
<td></td>
<td>Drama: Single plays – miscellaneous</td>
</tr>
<tr>
<td></td>
<td>Drama: Soaps - non-UK</td>
</tr>
<tr>
<td></td>
<td>Drama: Soaps – miscellaneous</td>
</tr>
<tr>
<td></td>
<td>Drama: Series/serials – non-UK</td>
</tr>
<tr>
<td></td>
<td>Drama: Series/serials - miscellaneous</td>
</tr>
<tr>
<td>UK films</td>
<td>Cinema films: UK</td>
</tr>
<tr>
<td></td>
<td>TV films: UK</td>
</tr>
<tr>
<td>Films: Other</td>
<td>Cinema films: US</td>
</tr>
<tr>
<td></td>
<td>Cinema films: rest of world - foreign language</td>
</tr>
<tr>
<td></td>
<td>Cinema films: rest of world - English language</td>
</tr>
<tr>
<td></td>
<td>Cinema Films: Bollywood</td>
</tr>
<tr>
<td></td>
<td>Cinema Films: miscellaneous</td>
</tr>
<tr>
<td></td>
<td>TV Films: US</td>
</tr>
<tr>
<td></td>
<td>TV Films: rest of world - foreign language</td>
</tr>
<tr>
<td></td>
<td>TV Films: rest of world - English language</td>
</tr>
<tr>
<td></td>
<td>TV Films: Bollywood</td>
</tr>
<tr>
<td></td>
<td>TV Films: miscellaneous</td>
</tr>
<tr>
<td></td>
<td>Other films (all)</td>
</tr>
<tr>
<td>Comedy</td>
<td>Ent: Situation comedy – UK</td>
</tr>
<tr>
<td></td>
<td>Ent: Situation comedy – US</td>
</tr>
<tr>
<td></td>
<td>Ent: Situation comedy - rest of world</td>
</tr>
<tr>
<td></td>
<td>Ent: Other comedy</td>
</tr>
<tr>
<td></td>
<td>Ent: Comedy stand-up</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Ent: Variety/M.O.R. music</td>
</tr>
<tr>
<td></td>
<td>Ent: Variety/youth</td>
</tr>
<tr>
<td></td>
<td>Ent: Chat shows – general</td>
</tr>
<tr>
<td></td>
<td>Ent: Chat shows - audience participation</td>
</tr>
<tr>
<td></td>
<td>Ent: Quiz, panel and game shows</td>
</tr>
<tr>
<td></td>
<td>Ent: Lottery show/updates</td>
</tr>
<tr>
<td></td>
<td>Ent: Animations – cartoons</td>
</tr>
<tr>
<td></td>
<td>Ent: Animations – puppets</td>
</tr>
<tr>
<td></td>
<td>Ent: Family shows</td>
</tr>
<tr>
<td></td>
<td>Ent: Special events</td>
</tr>
<tr>
<td></td>
<td>Ent: Reality</td>
</tr>
<tr>
<td></td>
<td>Ent: Cookery</td>
</tr>
<tr>
<td></td>
<td>Ent: Bollywood</td>
</tr>
<tr>
<td></td>
<td>Ent: Miscellaneous</td>
</tr>
<tr>
<td>Music: classical</td>
<td>Music: Classical – general</td>
</tr>
<tr>
<td></td>
<td>Music: Classical - documentary</td>
</tr>
<tr>
<td>Music: contemporary</td>
<td>Music: Contemporary – general</td>
</tr>
<tr>
<td></td>
<td>Music: Contemporary – documentary</td>
</tr>
<tr>
<td></td>
<td>Music: Contemporary – performance/live</td>
</tr>
<tr>
<td></td>
<td>Music: Contemporary – chart show or countdown</td>
</tr>
<tr>
<td>Music: other</td>
<td>Music: Miscellaneous</td>
</tr>
</tbody>
</table>

Unless stated, analysis is based on ‘network’ programming as defined by the use of the ‘number of areas’ filter (4+ areas). Genres shown in bold represent PSB genres.
### Genre analysis

<table>
<thead>
<tr>
<th>Genre label</th>
<th>Definition – BARB genres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual and performing arts</td>
<td>Arts (all)</td>
</tr>
<tr>
<td>National/ international news</td>
<td>News: national/international</td>
</tr>
<tr>
<td>Nations’ and regions’ news</td>
<td>News: regional</td>
</tr>
<tr>
<td>News: other</td>
<td>News: miscellaneous</td>
</tr>
<tr>
<td>News: generic</td>
<td></td>
</tr>
<tr>
<td>Weather</td>
<td>Weather: national</td>
</tr>
<tr>
<td>Current affairs: political/economic/social</td>
<td>Current affairs: political/economic/social</td>
</tr>
<tr>
<td>Current affairs: other</td>
<td>Current affairs: consumer affairs</td>
</tr>
<tr>
<td></td>
<td>Current affairs: special events</td>
</tr>
<tr>
<td></td>
<td>Current affairs: magazine</td>
</tr>
<tr>
<td></td>
<td>Current affairs: miscellaneous</td>
</tr>
<tr>
<td>Leisure interests</td>
<td>Hobbies/leisure (all)</td>
</tr>
<tr>
<td>Documentaries: science and natural history</td>
<td>Documentaries: natural history and nature</td>
</tr>
<tr>
<td></td>
<td>Documentaries: science/medical</td>
</tr>
<tr>
<td>Documentaries: other</td>
<td>Documentaries: human interest</td>
</tr>
<tr>
<td></td>
<td>Documentaries: factual drama</td>
</tr>
<tr>
<td></td>
<td>Documentaries: factual entertainment</td>
</tr>
<tr>
<td></td>
<td>Documentaries: history</td>
</tr>
<tr>
<td></td>
<td>Documentaries: crime/real life</td>
</tr>
<tr>
<td></td>
<td>Documentaries: travel</td>
</tr>
<tr>
<td></td>
<td>Documentaries: fly on the wall</td>
</tr>
<tr>
<td></td>
<td>Documentaries: celebrity</td>
</tr>
<tr>
<td></td>
<td>Documentaries: miscellaneous</td>
</tr>
<tr>
<td>Religion</td>
<td>Religious (all)</td>
</tr>
<tr>
<td>Sport</td>
<td>Sport (all)</td>
</tr>
<tr>
<td>Children’s</td>
<td>Children’s (all)</td>
</tr>
<tr>
<td>Party political broadcast</td>
<td>Party political broadcast (all)</td>
</tr>
<tr>
<td>Education</td>
<td>Education (all)</td>
</tr>
<tr>
<td>Other</td>
<td>Other: new programme</td>
</tr>
</tbody>
</table>

Unless stated, analysis is based on ‘Network’ programming as defined by the use of the ‘number of areas’ filter (4+ areas). Genres shown in bold represent PSB genres.
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• Leisure interests
Summary: Genre analysis

- Figures 1 to 3 show the split in viewing to all national/international news programming, by channel among all individuals aged 4+.
Summary: Genre analysis - demographics

- Figures 4 to 8 show the split in viewing to all national/international news programming by channel among all individuals aged 4+.

- Across the main five PSB channels, just over 60% of the audience to national/international news in 2013 was aged 55 or over, with 40.9% aged 65 or over. As the most viewed of the main five PSB channels for news, BBC One’s audience profile in 2013 was similar to this average while Channel 4 attracted a slightly younger audience (Figure 4).

- In 2013, almost half of all viewers to the genre across the main five PSB channels were ABC1 viewers (48.9%). As with the age profile of viewers, BBC One’s socio-economic audience profile was similar to the average. ITV and Channel 5 attracted a larger share of C2DE viewers, 61.4% & 66.2% respectively, versus the average of 51.1%, and Channel 4 a larger proportion of ABC1 viewers (57.5% versus 48.9% across the main five PSB channels) (Figure 5).

- Analysis show the increasing share of viewing to BBC channels, from 65.6% in 2008 to 75.6% in 2013 among all individuals. A similar picture, with an increase in the share of viewing to BBC channels and decline across ITV and Channel 4, was noted among adult viewers to the genre – total viewing to national/international news by this audience stood at 114.7 hours in 2013 (Figure 6).

- Figures 7 and 8 show a marked difference in national/international news consumption between younger and older adult audiences both in total consumption hours of the genre and in the channels favoured for watching news programming by age group.
Fig 1 Hours of viewing to national/international news, by channel group – all individuals, all day: 2008-2013

Fig 2 Hours of viewing to national/international news by channel – all Individuals, all day: 2008-2013

Fig 3 Proportion of viewing to national/international news, by channel – all individuals, all day: 2008-2013

Fig 4 Age profile of national/international news viewers: 2013

Source: BARB. All Individuals (4+), Network.
Fig 5 Socio-economic profile of national/international news viewers: 2013

Source: BARB. All Individuals (4+), Network.
Fig 6 Proportion of viewing to national/international news, by channel group – adults, all day: 2008-2013

Source: BARB. Adults (16+), 2008-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Shares are based on total minutes of viewing to national/international news. BBC One and Two, ITV, Channel 4 and Channel 5 include HD variants and +1 channels where applicable.
Fig 7 Proportion of viewing to national/international news, by channel group – adults 16-34, all day: 2008-2013

Source: BARB. Adults 16-34, 2008-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Shares are based on total minutes of viewing to national/international news. BBC One and Two, ITV, Channel 4 and Channel 5 include HD variants and +1 channels where applicable.
Fig 8 Proportion of viewing to national/international news, by channel group – adults 35+, all day: 2008-2013

Source: BARB. Adults 35+, 2008-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Shares are based on total minutes of viewing to national/international news. BBC One and Two, ITV, Channel 4 and Channel 5 include HD variants and +1 channels where applicable.
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- Leisure interests
Summary: Genre analysis

- Figures 9 to 11 show the split in viewing to all current affairs: political/economic/social programming, by channel.
Fig 9 Hours of viewing to current affairs: political /economic / social, by channel group, all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre.
Fig 10 Hours of viewing to current affairs: political/ economic/ social, by channel, all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre. *Current affairs: political/economical/social– main multichannel = Sky News (0.7 hours).
Fig 11 Proportion of viewing to current affairs:
political/economic/social, by channel, all individuals, all day:
2008-2013

Based on total minutes of viewing to the genre. *Current affairs: political/economical/social– main multichannel channel = Sky News (4.3%).
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- Figures 12 to 14 show the split in viewing to all current affairs: other programming, by channel, among all individuals aged 4+. 
Fig 12 Hours of viewing to current affairs: other, by channel group – all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre.
Fig 13 Hours of viewing to current affairs: other, by channel – all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre.
Fig 14 Proportion of viewing to current affairs: other, by channel – all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre.
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- Figures 15 to 24 show the split in viewing to all nations' and regions' programming, by channel, among all individuals aged 4+.
Fig 15 Total hours of viewing to national/international and BBC/ Channel 3 nations’ and regions’ news – UK: 2008-2013

Source: BARB. All Individuals (4+), Network. Based on main five PSB channels only. No area filter.
Fig 16 Total hours of viewing to national/international and BBC/Channel 3 nations’ and regions’ news – Northern Ireland: 2008-2013

Source: BARB. All Individuals (4+). Based on main five PSB channels only.
Fig 17 Total hours of viewing to national/international and BBC/Channel 3 nations’ and regions’ news – Scotland: 2008-2013

Source: BARB. All Individuals (4+). Based on main five PSB channels only.
Fig 18 Total hours of viewing to national/international and BBC/ Channel 3 nations’ and regions’ news – Wales: 2008-2013

Source: BARB. All Individuals (4+). Based on main five PSB channels only.
Fig 19 Total hours of viewing to national/international and BBC/ Channel 3 nations’ and regions’ news – English regions: 2013

Source: BARB. All Individuals (4+). Based on main five PSB channels only.
Fig 20 Hours of viewing to nations’ and regions’ news, by channel – all individuals, all day: 2008-2013

Source: BARB. All Individuals (4+), Network. Based on total minutes of viewing to the genre across the main five PSB channels only.
Fig 21 Channel 3 nations’ and regions’ evening news viewing share – nations: 2008-2013

Source: BARB. All Individuals (4+). Shares refer to data for ITV SD only.
Based on channel shares for nations and regions news programming with a start time of 17:50-18:40 Monday-Friday.
UK figures based on day parts data: Channel 3 Monday-Friday 6pm-6:30pm.
As part of the 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.
Fig 22 Channel 3 nations’ and regions’ evening news viewing share – English regions: 2008-2013

Source: BARB. All Individuals (4+). Shares refer to data for ITV SD only.
Based on channel shares for nations and regions news programming with a start time of 17:50-18:40 Monday-Friday.
UK figures based on day parts data: Channel 3 Monday-Friday 6pm-6:30pm
As part of the 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.
Fig 23 BBC One nations’ and regions’ evening news viewing share – nations: 2008-2013

Source: BARB. All Individuals (4+).
Based on channel shares for nations and regions news programming with a start time of 17:50-18:40 Monday-Friday.
UK figures based on day parts data: BBC One Monday-Friday 6:30pm-7pm.
ITV regions used for analysis, therefore BBC One share may not exactly correlate with distinct BBC regional news programmes.
As part of the 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.
Fig 24 BBC One nations’ and regions’ evening news viewing share – English regions: 2008-2013

Source: BARB. All Individuals (4+).
Based on channel shares for nations and regions news programming with a start time of 17:50-18:40 Monday-Friday.
UK figures based on day parts data: BBC One Monday-Friday 6:30pm-7pm.
ITV regions used for analysis, therefore BBC One share may not exactly correlate with distinct BBC regional news programmes.
As part of the 2010 BARB panel change, there was a re-defining of geographic boundaries which may have had a contributing effect on trend data.
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• Leisure interests
Summary: Genre analysis

- Figures 25 to 27 show the split in viewing to all UK drama programming, by channel, among all individuals aged 4+. 
Fig 25 Hours of viewing to UK drama by channel group – all individuals, all day: 2008-2013

UK drama

Fig 26 Hours of viewing to UK drama by channel – All Individuals, 2008-2013, All day

Based on total minutes of viewing to the genre. *UK drama– main multichannel channel = Drama (2013 only, 2.1 hours).
Fig 27 Proportion of viewing to UK drama, by channel – all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre. *UK drama– main multichannel channel = Drama (2013 only, 2.5%).
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- Leisure interests
Summary: Genre analysis

- Figures 28 to 30 show the split in viewing to all visual and performing arts programming, by channel, among all individuals aged 4+.
Fig 28 Hours of viewing to visual and performing arts, by channel group, all Individuals, all day: 2008-2013

<table>
<thead>
<tr>
<th>Year</th>
<th>Multichannels</th>
<th>Channel 5 portfolio channels</th>
<th>Channel 4 portfolio channels</th>
<th>ITV portfolio channels</th>
<th>BBC portfolio channels</th>
<th>Main five PSB channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>0.3</td>
<td>0.2</td>
<td>0.4</td>
<td>3.0</td>
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<tr>
<td>2009</td>
<td>0.4</td>
<td>0.2</td>
<td>0.2</td>
<td>1.9</td>
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<td>2010</td>
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<td>0.5</td>
<td>0.4</td>
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<td>2011</td>
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<td>0.9</td>
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<tr>
<td>2012</td>
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<td>0.8</td>
<td>0.8</td>
<td>1.3</td>
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<tr>
<td>2013</td>
<td>0.5</td>
<td>0.5</td>
<td>0.5</td>
<td>1.1</td>
<td>0.5</td>
<td>0.5</td>
</tr>
</tbody>
</table>

Fig 29 Hours of viewing to visual and performing arts, by channel, all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre. *Visual and performing arts– main multichannel channel = Sky Arts1 (0.3 hours).
Fig 30 Proportion of viewing to visual and performing arts, by channel, – all individuals, all day: 2008-2013

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Summary: Genre analysis

- Figures 31 to 33 show the split in viewing to all music: classical programming, by channel, among all individuals aged 4+.
Fig 31 Hours of viewing to music: classical, by channel group, – all individuals, all day: 2008-2013

<table>
<thead>
<tr>
<th>Year</th>
<th>Multichannels</th>
<th>Channel 5 portfolio channels</th>
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<th>ITV portfolio channels</th>
<th>BBC portfolio channels</th>
<th>Main five PSB channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>0.23</td>
<td>0.98</td>
<td>0.77</td>
<td>0.45</td>
<td>0.35</td>
<td>0.80</td>
</tr>
<tr>
<td>2009</td>
<td>0.23</td>
<td>0.77</td>
<td>0.70</td>
<td>0.35</td>
<td>0.57</td>
<td>0.82</td>
</tr>
<tr>
<td>2010</td>
<td>0.45</td>
<td>0.70</td>
<td>0.57</td>
<td>0.32</td>
<td>0.82</td>
<td>0.80</td>
</tr>
<tr>
<td>2011</td>
<td>0.35</td>
<td>0.57</td>
<td>0.57</td>
<td>0.32</td>
<td>0.82</td>
<td>0.80</td>
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<tr>
<td>2012</td>
<td>0.15</td>
<td>0.82</td>
<td>0.82</td>
<td>0.15</td>
<td>0.82</td>
<td>0.80</td>
</tr>
<tr>
<td>2013</td>
<td>0.15</td>
<td>0.80</td>
<td>0.80</td>
<td>0.15</td>
<td>0.80</td>
<td>0.80</td>
</tr>
</tbody>
</table>

Fig 32 Hours of viewing to music: classical, by channel – all individuals, all day: 2008-2013

### Fig 33 Proportion of viewing to music: classical, by channel, all individuals, all day: 2008-2013

| Year | All other multichannels | Main multichannel channel* | 5 USA +1 | 5 USA | 5* +1 | 5* | Channel 5+1 | 4seven | 4Music | Film4 +1 | Film4 | More4 +1 | More4 | E4+1 | E4 | Channel 4 +1 | CITV | ITV4 +1 | ITV4 | ITV3 +1 | ITV3 | ITV2 | TV3 +1 | ITV2 | TV2 | TV +1 | Other BBC channels | CBBC | CBeebies | BBC Parliament | BBC News | BBC HD | BBC Four | BBC Three | Channel 5 | Channel 4 | ITV | BBC Two | BBC One |
|------|-------------------------|-----------------------------|----------|-------|-------|-----|------------|-------|-------|----------|-------|-----------|-------|------|----|--------------|------|---------|------|---------|------|------|--------|------|-----|-------|-----------|-------|-------|---------|--------|-------|---------|--------|--------|--------|--------|--------|--------|-------|--------|
| 2008 | 12.3%                   |                             | 19.2%    | 65.8% | 1.4%  | 3.4% | 10.4%      | 100%  |       | 5 USA +1  | 5 USA | 5* +1     | 5*   | Channel 5+1 | 4seven | 4Music | Film4 +1 | Film4 | More4 +1 | More4 | E4+1 | E4 | Channel 4 +1 | CITV | ITV4 +1 | ITV4 | ITV3 +1 | ITV3 | ITV2 | TV3 +1 | ITV2 | TV2 | TV +1 | Other BBC channels | CBBC | CBeebies | BBC Parliament | BBC News | BBC HD | BBC Four | BBC Three | Channel 5 | Channel 4 | ITV | BBC Two | BBC One |
| 2009 | 16.7%                   |                             | 21.7%    | 51.7% | 35.7% | 34.5%| 22.1%      | 100%  |       | 5 USA +1  | 5 USA | 5* +1     | 5*   | Channel 5+1 | 4seven | 4Music | Film4 +1 | Film4 | More4 +1 | More4 | E4+1 | E4 | Channel 4 +1 | CITV | ITV4 +1 | ITV4 | ITV3 +1 | ITV3 | ITV2 | TV3 +1 | ITV2 | TV2 | TV +1 | Other BBC channels | CBBC | CBeebies | BBC Parliament | BBC News | BBC HD | BBC Four | BBC Three | Channel 5 | Channel 4 | ITV | BBC Two | BBC One |
| 2010 | 8.6%                    |                             | 48.6%    | 48.6% | 8.6%  | 13.8%| 10.4%      | 100%  |       | 5 USA +1  | 5 USA | 5* +1     | 5*   | Channel 5+1 | 4seven | 4Music | Film4 +1 | Film4 | More4 +1 | More4 | E4+1 | E4 | Channel 4 +1 | CITV | ITV4 +1 | ITV4 | ITV3 +1 | ITV3 | ITV2 | TV3 +1 | ITV2 | TV2 | TV +1 | Other BBC channels | CBBC | CBeebies | BBC Parliament | BBC News | BBC HD | BBC Four | BBC Three | Channel 5 | Channel 4 | ITV | BBC Two | BBC One |
| 2011 | 13.8%                   |                             | 37.9%    | 37.9% | 13.8% | 13.8%| 10.4%      | 100%  |       | 5 USA +1  | 5 USA | 5* +1     | 5*   | Channel 5+1 | 4seven | 4Music | Film4 +1 | Film4 | More4 +1 | More4 | E4+1 | E4 | Channel 4 +1 | CITV | ITV4 +1 | ITV4 | ITV3 +1 | ITV3 | ITV2 | TV3 +1 | ITV2 | TV2 | TV +1 | Other BBC channels | CBBC | CBeebies | BBC Parliament | BBC News | BBC HD | BBC Four | BBC Three | Channel 5 | Channel 4 | ITV | BBC Two | BBC One |
| 2012 | 10.4%                   |                             | 53.2%    | 53.2% | 10.4% | 10.4%| 10.4%      | 100%  |       | 5 USA +1  | 5 USA | 5* +1     | 5*   | Channel 5+1 | 4seven | 4Music | Film4 +1 | Film4 | More4 +1 | More4 | E4+1 | E4 | Channel 4 +1 | CITV | ITV4 +1 | ITV4 | ITV3 +1 | ITV3 | ITV2 | TV3 +1 | ITV2 | TV2 | TV +1 | Other BBC channels | CBBC | CBeebies | BBC Parliament | BBC News | BBC HD | BBC Four | BBC Three | Channel 5 | Channel 4 | ITV | BBC Two | BBC One |
| 2013 | 10.8%                   |                             | 47.0%    | 47.0% | 10.8% | 10.8%| 10.8%      | 100%  |       | 5 USA +1  | 5 USA | 5* +1     | 5*   | Channel 5+1 | 4seven | 4Music | Film4 +1 | Film4 | More4 +1 | More4 | E4+1 | E4 | Channel 4 +1 | CITV | ITV4 +1 | ITV4 | ITV3 +1 | ITV3 | ITV2 | TV3 +1 | ITV2 | TV2 | TV +1 | Other BBC channels | CBBC | CBeebies | BBC Parliament | BBC News | BBC HD | BBC Four | BBC Three | Channel 5 | Channel 4 | ITV | BBC Two | BBC One |

Based on total minutes of viewing to the genre. *Music: classical – main multichannel channel = Sky Arts 2 (8.4%).
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Summary: Genre analysis

- Figures 34 to 36 show the split in viewing to all music: contemporary programming, by channel, among all individuals aged 4+.
Fig 34 Hours of viewing to music: contemporary, by channel group, all individuals, all day: 2008-2013

Fig 35 Hours of viewing to music: contemporary, by channel, all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre. *Music: contemporary – main multichannel channel= Viva (0.4 hours, 2013 data shows Viva and MTV Music most viewed multichannel channels. As Viva was also the most viewed in 2012, this channel was taken to represent the main multichannel channel).
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Summary: Genre analysis

- Figures 37 to 39 show the split in viewing to all religion programming, by channel, among all individuals aged 4+.
Fig 37 Hours of viewing to religion by channel group - all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre.
Fig 38 Hours of viewing to religion, by channel - all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre.
Fig 39 Proportion of viewing to religion, by channel – all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre.
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Summary: Genre analysis

• Figures 40 to 42 show the split in viewing to all education programming, by channel, among all individuals aged 4+. 
Fig 40 Hours of viewing to education, by channel group – all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre.

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Fig 41 Hours of viewing to education, by channel – all individuals, all day: 2008-2013


Based on total minutes of viewing to the genre.
Fig 42 Proportion of viewing to education, by channel – all individuals, all day: 2008-2013

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Summary: Genre analysis

- Figures 43 to 47 show the split in viewing to all children's programming, by channel, among all children aged 4-15 years.
Fig 43 Hours of viewing to children’s programming, by channel group – children 4-15, all day: 2008-2013

<table>
<thead>
<tr>
<th>Year</th>
<th>Multichannels</th>
<th>Channel 5 portfolio channels</th>
<th>Channel 4 portfolio channels</th>
<th>ITV portfolio channels</th>
<th>BBC portfolio channels</th>
<th>Main five PSB channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>123.9</td>
<td>60.7</td>
<td>12.4</td>
<td>16.7</td>
<td>27.5</td>
<td>0</td>
</tr>
<tr>
<td>2009</td>
<td>128.3</td>
<td>60.7</td>
<td>13.0</td>
<td>13.5</td>
<td>21.7</td>
<td>0.7</td>
</tr>
<tr>
<td>2010</td>
<td>114.5</td>
<td>77.4</td>
<td>13.5</td>
<td>14.8</td>
<td>18.9</td>
<td>1.0</td>
</tr>
<tr>
<td>2011</td>
<td>117.9</td>
<td>81.4</td>
<td>14.8</td>
<td>14.3</td>
<td>15.6</td>
<td>7.9</td>
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<tr>
<td>2012</td>
<td>125.7</td>
<td>74.4</td>
<td>14.3</td>
<td>16.7</td>
<td>15.6</td>
<td>0.7</td>
</tr>
<tr>
<td>2013</td>
<td>124.9</td>
<td>74.8</td>
<td>16.7</td>
<td>74.4</td>
<td>74.8</td>
<td>0.7</td>
</tr>
</tbody>
</table>

Fig 44 Hours of viewing to children’s programming, by channel group – children 4-15, all: 2008-2013

Based on total minutes of viewing to the genre. *Children’s – main multichannel channel = Disney Channel (15.1 hours).
Fig 45 Proportion of viewing to children’s programming, by channel group – children 4-15, all: 2008-2013

Fig 46 Hours of viewing to children’s programming across the subset of multichannel, by broadcaster – children 4-15: 2008-2013

Source: BARB. Children 4-15, 2008-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre across all multichannels - a subset of total channels (excluding the main five PSB channels and their portfolios). Other channels = all remaining multichannel channels not shown on the chart.
Fig 47 Proportion of viewing to children’s programming across the subset of multichannel, by broadcaster – children 4-15, all day: 2008-2013

Source: BARB. Children 4-15, 2008-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre across all multichannels - a subset of total channels (excluding the main five PSB channels and their portfolios). Other channels = all remaining multichannel channels not shown on the chart.
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Summary: Genre analysis

- Viewers spent, on average, 30.0 hours watching documentaries: science & natural history programming in 2013 – up from 23.0 hours in 2008. The majority of this viewing took place across the main five PSB channels, accounting for 21.0 hours in 2013. Viewing to the genre across multichannels rose from 3.7 hours in 2008 to 5.6 hours in 2013 (Figure 48).

- The majority of viewing to this genre took place on the main BBC channels, BBC One (9.5 hours) and BBC Two (7.7 hours). Additionally, around 1 hour of viewing per individual took place on ITV, Channel 4, Channel 5 and BBC Four in 2013. The main multichannel channel across this genre, National Geographic Wild, accounted for 0.6 hours of viewing in 2013 – viewing to multichannels rose from 3.5 hours in 2008 to 5.0 hours in 2013 (Figure 49).

- While BBC One’s share of viewing to documentaries: science and natural history programming fell from 39.4% in 2009 to 31.8% in 2013 and BBC Two’s share fell from a peak of 36.5% in 2008 to 25.7% in 2013, the two channels combined represented over half of all viewing to the genre in 2013 (57.5%). BBC Four’s share of viewing to this type of programming stood at 5.4% in 2013, down from 7.1% year-on-year (Figure 50).
Documentaries: science and natural history

Fig 48 Hours of viewing to documentaries: science and natural history, by channel group – all individuals, all day: 2008-2013

Fig 49 Hours of viewing to documentaries: science and natural history, by channel – all individuals, all day: 2008-2013

Fig 50 Proportion of viewing to documentaries: science and natural history, by channel – all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre. *Documentaries: science and natural history – main multichannel channel = Nat Geo Wild (1.8%).
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Summary: Genre analysis

- Viewing to documentaries: other fell from a high of 135.6 hours per individual in 2009 to 118.4 hours in 2013. Over this period there was a decline in viewing across the main five channels (67.0 in 2009 to 56.2 hours in 2013) and multichannels (47.6 hours in 2009 to 39.3 hours in 2013). Viewing across the BBC portfolio channels rose from 4.7 hours in 2008 to 10.7 in 2012, with a marginal fall to 9.1 hours in 2013 (Figure 51).

- From the peak in 2009, viewing to this genre fell on BBC Two, ITV and Channel 4 and rose by 3.3 hours from 9.0 in 2009 to 12.3 hours in 2013 on Channel 5. Viewing to these documentary programmes took place across a number of portfolio channels - the most viewed in 2013 were BBC Three (4.5 hours) and BBC Four (4.3 hours). The main multichannel channel, representing the greatest proportion of viewing of multichannels in 2013, was Pick, accounting for 5.8 hours of viewing to the genre in 2013 – this was down from a peak of 8.5 hours in 2011. Viewing to multichannels fell from 41.7 hours in 2009 to 33.5 hours in 2013 (Figure 52).

- Over the six years analysed, Channel 4’s share of viewing to these programmes fell from 15.3% in 2008 to 8.8% in 2011, rising marginally to 9.6% in 2013. Over the same period, BBC Two’s share of viewing fell as BBC One’s share increased (Figure 53).
Fig 51 Hours of viewing to documentaries: other, by channel group – all individuals, all day: 2008-2013

Fig 52 Hours of viewing to documentaries: other, by channel – all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre. *Documentaries: other – main multichannel channel= Pick (5.8 hours).
Fig 53 Proportion of viewing to documentaries: other, by channel – all individuals, all day: 2008-2013

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Summary: Genre analysis

• The popularity of entertainment programming remained fairly constant over the analysis period. Overall, viewing to the genre increased from 162.7 hours per individual in 2008 to 173.4 hours in 2013. Viewing fell marginally across the main five PSB channels and increased across the BBC portfolio channels (2.0 hours in 2008 to 6.7 hours in 2013) and the ITV portfolio channels (12.7 hours in 2008 to 21.7 hours in 2013). Across multichannels, viewing remained steady at 22.6 hours in 2013, compared with 23.4 hours in 2008 (Figure 54).

• Analysis by channel shows that while viewing to entertainment programming fell over the past six years across BBC Two and Channel 4, BBC One and ITV both saw an increase in viewing. The majority of viewing to the genre across the portfolio channels took place on ITV2 and BBC Three. Challenge accounted for the largest proportion of viewing across multichannels, representing 3.4 hours in 2013, down from 4.6 hours in 2012 – multichannels accounted for 19.3 hours of viewing to entertainment programming, down from a peak of 22.3 hours in 2011 (Figure 55).

• While the overall proportion of viewing to the entertainment genre taking place across the main five PSB channels fell from 74.4% in 2008 to 68.6% in 2013, this channel group continued to account for the majority of viewing to the genre. The proportion of viewing taking place on multichannels fell as the share of viewing represented by the portfolio channels such as BBC Three (1.1% in 2008 to 3.5% in 2013) and ITV2 (6.4% to 2008 to 8.0% in 2013) increased (Figure 56).
Fig 54 Hours of viewing to entertainment, by channel group – all individuals, all day: 2008-2013

Fig 55 Hours of viewing to entertainment, by channel – all individuals, all day: 2008-2013

Fig 56 Proportion of viewing to entertainment, by channel – all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre. *Entertainment= main multichannel channel= Challenge (2.0%).
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Summary: Genre analysis

• The total time spent watching comedy programmes stood at 47.9 hours per individual over the course of 2013 – down from 54.0 hours in 2008. While 3.9 hours of this decline took place across the main five PSB channels, there was a 7.5 hour fall in viewing between the two time periods across multichannels. Viewing to the genre increased by 3.5 hours across the Channel 4 portfolio channels (Figure 57).

• Viewing to comedy programming on BBC One fell to 6.7 hours per individual in 2013, following a peak of 8.1 hours per individual in 2011. Viewing across BBC Two remained fairly stable across the six years analysed and fell on both ITV and Channel 4. It accounted for low viewing hours on Channel 5 across the analysis period and was 0.1 hours in 2013. (Figure 58).

• Of the portfolio channels, E4 (7.6 hours in 2013) and E4+1 (3.6 hours in 2013) accounted for 11.2 hours of viewing to comedy in 2013 – up from 7.8 hours in 2008. Viewers spent, on average, 2.7 hours watching comedy programmes on BBC Three in 2013. Of the multichannels, Gold accounted for the largest proportion of viewing to comedy in 2013 – the total time spent watching this genre across this channel stood at 4.0 hours in 2013, down from a high of 5.3 hours in 2010. Viewing across multichannels fell from 18.0 hours in 2008 to 11.0 hours per individual in 2013 (Figure 58).

• The proportion of viewing to comedy programming taking place across the main five PSB channels stood at 31.1% in 2013 compared with 34.8% in 2008. The proportion of viewing accounted for by multichannels fell from 33.3% in 2008 to 22.9% 2013 as the share represented by the portfolio channels, particularly the E4 channels, increased (Figure 59).
Fig 57 Hours of viewing to comedy, by channel group – all individuals, all day: 2008-2013

Fig 58 Hours of viewing to comedy, by channel – all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre. *Comedy – main multichannel channel= Gold (4.0 hours).
Fig 59 Proportion of viewing to comedy, by channel – all individuals, all day: 2008-2013

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Summary: Genre analysis

- Viewing to sports programming will be driven by notable sporting events and this is reflected in increased viewing across key years in the analysis period. 2008 was marked by the Beijing Summer Olympics; The FIFA World Cup, The Commonwealth Games and The Winter Olympics took place in 2010 and in 2012, the London Olympic and Paralympic Games. Total viewing hours per individual to sports was 113.2 hours in 2008. This declined to 88.7 hours in 2013, the lowest level across all years under analysis but which can be explained by a lack of notable ‘event’ sports programming that year. Coverage of the 2012 London Olympics led to a peak of 134.1 hours of viewing per individual. 2010 was the second highest year for consumption of sports programming at 118.0 hours per individual (Figure 60).

- While other channels play a key role in the provision of sports programming, the majority of viewing continued to take place across the main five PSB channels where major listed events are broadcast free-to-air. In 2008, 62.2% (70.4 hours) of all viewing to sports took place on the main five PSB channels. In 2010 they accounted for a combined 60.0% share (70.7 hours) and with coverage of the Olympics and Paralympics on the main BBC channels and Channel 4 respectively, the main five PSB channels accounted for 62.0% share with a peak of 83.2 hours of viewing in 2012 (this fell to 50.1 hours in 2013 but with a 56.5% share) (Figure 61).

- In 2013, BBC One represented 24.7 hours of viewing to sports programming, lower than the 33.4 hours it held in 2008 and less than half the level of viewing in 2012 (51.6 hours). Viewing levels on Channel 4 was the same as in 2008 (and 2011) at 2.6 hours and less than the 5.8 hours in 2012. Viewing on ITV fell to 10.7 hours in 2013 – down from 15.3 hours in 2008 and from a peak of 16.6 hours in 2010. Sky Sports 1 was the most watched multichannel channel with regards to sports programming in 2013 – the channel represented 10.8 hours of viewing, down from 16.0 hours in 2008 and 14.4 in 2012. The remaining all other multichannel channels represented a further 20.9 hours of viewing to the genre in 2013 and took the combined viewing to multichannels to 31.7 hours (35.7% share) (Figures 61 & 62).

- Of the main PSBs, BBC One held the highest share of viewing hours across the analysis period (27.9% in 2013 and 29.5% in 2008, peaking at 38.5% in 2012). The contribution of ITV4 has increased steadily across the period from 2.2% share (2.5 hours) in 2008 to 5.7% share (5.0 hours) in 2013. The share attributed to Sky Sports 1 in 2013 was similar to the 12.1% share held by ITV (Figure 62).
Fig 60 Hours of viewing to sport, by channel group – all individuals, all day: 2008-2013

**Fig 61 Hours of viewing to sport by channel – all individuals, all day: 2008-2013**

| Year | All other multichannel channels | Main multichannel channel* | Channel 5+1 | 4seven | Film4 +1 | Film4 | More4 +1 | More4 | E4+1 | E4 | Channel 4 +1 | CITV | ITV4 +1 | ITV4 | ITV3 | ITV2 +1 | ITV2 | ITV +1 | Other BBC channels | CBBC | CBeebies | BBC Parliament | BBC News | BBC HD | BBC Four | BBC Three | Channel 5 | Channel 4 | ITV | BBC Two | BBC One |
|------|---------------------------------|-----------------------------|-------------|--------|---------|-------|----------|-------|------|----|-------------|------|---------|------|------|---------|------|--------|------------------|------|---------|-----------------|---------|------|--------|----------|---------|---------|-------|---------|---------|-------|-------|
| 2008 | 113.2                            |                             |             |        |         |       |           |       |      |    |              |      |         |      |      |         |      |        |                   |      |         |                 |         |      |        |          |         |         |       |         |         |      |      |
| 2009 | 100.3                            |                             |             |        |         |       |           |       |      |    |              |      |         |      |      |         |      |        |                   |      |         |                 |         |      |        |          |         |         |       |         |         |      |      |
| 2010 | 118.0                            |                             |             |        |         |       |           |       |      |    |              |      |         |      |      |         |      |        |                   |      |         |                 |         |      |        |          |         |         |       |         |         |      |      |
| 2011 | 101.9                            |                             |             |        |         |       |           |       |      |    |              |      |         |      |      |         |      |        |                   |      |         |                 |         |      |        |          |         |         |       |         |         |      |      |
| 2012 | 134.1                            |                             |             |        |         |       |           |       |      |    |              |      |         |      |      |         |      |        |                   |      |         |                 |         |      |        |          |         |         |       |         |         |      |      |
| 2013 | 88.7                             |                             |             |        |         |       |           |       |      |    |              |      |         |      |      |         |      |        |                   |      |         |                 |         |      |        |          |         |         |       |         |         |      |      |

Fig 62 Proportion of viewing to sport, by channel – all individuals, all day: 2008-2013


Based on total minutes of viewing to the genre. *Sport– main multichannel channel= Sky Sports 1 (12.2%).
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• Leisure interests
Summary: Genre analysis

• Viewing to UK soaps fell steadily year-on-year from 76.9 hours in 2008 to 56.3 hours in 2013. While viewing across the portfolio channel groups remained stable, this decline was a result of the fall in viewing on the main five PSB channels from 68.4 hours in 2008 to 47.4 hours in 2013 (Figure 64).

• The decline in viewing across the main PSB channels was a result of the fall in viewing on ITV from 45.4 hours in 2008 to 30.8 hours – although the channel continued to represent the majority of viewing to UK soaps. Viewing fell across BBC One (from a peak of 19.1 hours in 2010 to 13.7 hours in 2013) and Channel 4 (from 5.1 hours in 2008 to 2.1 hours in 2013). Of the 4.7 hours of viewing to UK soaps on the ITV portfolio channels in 2013, 2.9 hours took place on ITV2 (Figure 65).

• While viewing to UK soaps fell between 2008-2013, driven by the decline on the most viewed channel with regards to this genre, ITV’s relative share of viewing remained fairly stable within a range of 53%-59% (54.7% in 2013). BBC One represented a further quarter (24.4%) of viewing to UK soaps in 2013 – down from a peak of 28.6% in 2010 (Figure 65).
Fig 63 Hours of viewing to UK soaps, by channel group – all individuals, all day: 2008-2013

### Fig 64 Hours of viewing to UK soaps, by channel – all individuals, all day: 2008-2013

| Year | All other multichannel channels | Main multichannel channel* | Channel 5+1 | 4seven | 4Music | Film4 | Film4 +1 | More4 +1 | More4 | E4+1 | E4 | Channel 4 +1 | CITV | ITV4 +1 | ITV4 | ITV3 +1 | ITV3 | ITV2 +1 | ITV2 | ITV +1 | Other BBC channels | CBBC | CBeebies | BBC Parliament | BBC News | BBC HD | BBC Four | BBC Three | Channel 5 | Channel 4 | ITV | BBC Two | BBC One |
|------|--------------------------------|-----------------------------|-------------|--------|--------|-------|---------|---------|------|------|-----|--------------|------|--------|------|---------|------|---------|------|--------|----------------|------|---------|----------------|----------|-------|--------|----------|----------|---------|----------|----------|---------|--------|--------|
| 2008 | 17.7                           | 2.1                         | 5.1        | 4.3    | 2.7    | 1.8   | 2.7     | 1.2     | 1.5  | 1.6  | 1.9 | 2.1          |      |         |      |         |      |         |      |        | 0.5                |      |         |       |          |          |         |          |          |        |       |       |
| 2009 | 17.7                           | 2.8                         | 4.3        | 2.7    | 2.7    | 1.8   | 2.7     | 1.2     | 1.5  | 1.6  | 1.9 | 2.1          |      |         |      |         |      |         |      |        | 0.5                |      |         |       |          |          |         |          |          |        |       |       |
| 2010 | 19.1                           | 1.2                         | 2.7        | 2.7    | 1.2    | 1.8   | 2.7     | 1.5     | 1.6  | 2.0  | 1.9 | 2.9          |      |         |      |         |      |         |      |        | 0.5                |      |         |       |          |          |         |          |          |        |       |       |
| 2011 | 17.2                           | 3.0                         | 2.6        | 2.0    | 1.6    | 1.5   | 2.0     | 1.6     | 2.0  | 2.9  | 2.1 | 2.9          |      |         |      |         |      |         |      |        | 0.5                |      |         |       |          |          |         |          |          |        |       |       |
| 2012 | 15.2                           | 3.2                         | 3.0        | 2.9    | 3.2    | 1.5   | 2.0     | 1.6     | 2.0  | 2.9  | 2.1 | 2.9          |      |         |      |         |      |         |      |        | 0.5                |      |         |       |          |          |         |          |          |        |       |       |
| 2013 | 13.7                           | 2.9                         | 2.9        | 2.9    | 2.9    | 1.5   | 2.0     | 1.6     | 2.0  | 2.9  | 2.1 | 2.9          |      |         |      |         |      |         |      |        | 0.5                |      |         |       |          |          |         |          |          |        |       |       |

### Notes
- Based on total minutes of viewing to the genre. *UK soaps– main multichannel channel= Watch (0.5 hours).
Fig 65 Proportion of viewing to UK soaps, by channel – all individuals, all day: 2008-2013

Source: BARB. All Individuals (4+), 2008-2009: Network Plus/2010+: Network. Network programming based on 4+ area filter. Based on total minutes of viewing to the genre. *UK soaps– main multichannel channel= Watch (0.9%).
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• Current affairs: other
• Nations/regions news
• UK drama
• Visual and performing arts
• Music: classical
• Music: contemporary
• Religion

• Education
• Children’s
• Documentaries: science and natural history
• Documentaries: other
• Entertainment
• Comedy
• Sport
• UK soaps
• UK films
• Leisure interests
Summary: Genre analysis

- An average of 15.7 hours per individual was spent watching UK films in 2013 – down from the peak of 17.3 hours in 2009. From 2009, viewing to this genre across the main five PSB channels fell from 9.9 hours to 6.7 hours in 2013 and viewing across the ITV portfolio channels increased – viewing also increased across the BBC portfolio channels between 2009-2012. Viewing levels across multichannels remained fairly stable (Figure 66).

- The decline in viewing to UK films across the main five PSB channels was driven by the decline in viewing on BBC One and ITV (Figure 67).

- While ITV continued to represent the largest share of viewing to UK films – 14.6% in 2013 – this share fell from a peak of 25.7% in 2009. Film4 represented the second largest share of viewing at 13.1% in 2013. The most viewed of multichannels with regards to UK films in 2013, Sky Movies Greats, represented 2.2% of viewing to the genre in 2013 (Figure 68).
Fig 66 Hours of viewing to UK films, by channel group – all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre.
Fig 67 Hours of viewing to UK films, by channel – all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre. *UK films – main multichannel channel= Sky Movies Greats (0.4 hours).
Fig 68 Proportion of viewing to UK films, by channel – all individuals, all day: 2008-2013

Based on total minutes of viewing to the genre. *UK films – main multichannel channel= Sky Movies Greats (2.2%).
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• Background and notes
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• Current affairs: other
• Nations/regions news
• UK drama
• Visual and performing arts
• Music: classical
• Music: contemporary
• Religion

• Education
• Children’s
• Documentaries: science and natural history
• Documentaries: other
• Entertainment
• Comedy
• Sport
• UK soaps
• UK films
• Leisure interests
Summary: Genre analysis

- Overall, viewing to programmes classified within the leisure interests genre stood at 93.8 hours per individual in 2013 – down from the peak of 102.9 hours in 2011. Over the analysis period, the majority of this viewing took place across the main five PSB channels, representing 67.2 hours in 2013, down from 74.0 hours in 2011.

- Viewing to this genre across Channel 4’s portfolio channels increased from 6.7 hours in 2008 to over 10 hours between 2011-2013. Viewing across multichannels increased from 13.3 hours in 2012 to 14.2 hours in 2013 following four years of steady decline (Figure 69).

- Between 2012-2013, viewing to leisure interests programming on BBC One increased from 23.8 hours to 31.0 hours – over the same period viewing fell on BBC Two, ITV and Channel 4. Of multichannels Dave was the most viewed in 2013 with regards to leisure interests programming, accounting for 4.2 hours in 2013 (Figure 70).

- BBC One’s share of viewing to the leisure interests genre stood at 33.0% in 2013, up from 22.2% in 2008 – over the same period ITV’s share fell from 14.4% in 2008 (it peaked at 18.1% in 2009) to 6.2% in 2013. Of the portfolio channels, More4 represented 6.3% of viewing to leisure interests. In 2013, Dave accounted for 4.5% of viewing to the genre - multichannels represented a further 10.6% of viewing in 2013, down from 15.2% in 2008 (Figure 71).
Leisure interests

Fig 69 Hours of viewing to leisure interests, by channel group – all individuals, all day: 2008-2013

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<th>Channel 4 portfolio channels</th>
<th>ITV portfolio channels</th>
<th>Channel 5 portfolio channels</th>
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### Fig 70 Hours of viewing to leisure interests, by channel – all individuals, all day: 2008-2013

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</table>

Based on total minutes of viewing to the genre. *Leisure interests – main multichannel channel= Dave (4.2 hours).
Fig 71 Proportion of viewing to leisure interests, by channel – all individuals, all day: 2008-2013

Genre analysis – Audience opinions

December 2014
Audience opinions

Contents

• Overview
• PSB purposes
• PSB characteristics
• Nations and regions news
• Children’s PSBs
Overview of PSB

This section gives a broad overview of claimed regular viewing among the UK population and the importance and delivery of all the PSB purposes and characteristics.

Overview of PSB – viewing

• With the exception of ITV*, which saw an increase from 2011 (34% to 39%), the proportion of claimed regular viewers of PSB channels remained stable both for individual channels and on an aggregate level for those claiming to watch any PSB channel.

Overview of PSB – importance

• Perceived importance of each of the PSB purposes remained high, with ratings for all 4 purposes increasing over the last two waves (significantly higher than in 2011). The biggest increase was for the Purpose 4 statement ‘its programmes show different kinds of cultures within the UK’ (from 58% to 65% between 2011 and 2013).

• The only statement that has remained static is the Purpose 1 statement ‘its programmes help me understand what’s going on in the world today’.

• Similarly, perceived importance of all PSB characteristics saw a steady increase over the last two waves, with the majority of ratings significantly higher than in 2011 and Original also increasing significantly from 2012 (68% to 73%). Only Engaging has remained static over time.

* ITV1 rebranded to become ITV in January 2013
Overview of PSB – delivery

• In terms of delivery, ratings for most Purposes and Characteristics were significantly higher than last year. The highest upward shifts for the delivery of Purposes since 2012 were for the Purpose 1 statement ‘its programmes help me understand what’s going on in the world today’ (58% to 63%) and the Purpose 2 statement ‘it shows interesting programmes about history, sciences or the arts’ (47% to 52%). In terms of Characteristics, the strongest upwards shift since 2012 is for Original (46% to 53%).

Overview of PSB – importance vs. delivery

• 2013 saw stronger scores for importance for most of the Purposes and Characteristics. The PSB channels, on an aggregate level, scored high this year on the delivery of these Purposes and Characteristics, with many scores being significantly higher than in the last two years.
Contents

• Overview
• PSB purposes
• PSB characteristics
• Nations and regions news
• Children’s PSBs
**Fig 1: The importance of PSB purposes 1 and 2**

- **Purpose 1**
  - Its news programmes are trustworthy:
    - 2013: 87
    - 2012: 85
    - 2011: 81
    - 2010: 84
    - 2009: 82
    - 2008: 82
    - 2007: 84
  - Its programmes help me understand what’s going on in the world today:
    - 2013: 79
    - 2012: 80
    - 2011: 78
    - 2010: 81
    - 2009: 78
    - 2008: 81
    - 2007: 84
  - *Its regional news programmes provide a wide range of good quality news about my area*:
    - 2013: 78
    - 2012: 76
    - 2011: 74
    - 2010: 75
    - 2009: 76

- **Purpose 2**
  - It shows interesting programmes about history, sciences or the arts:
    - 2013: 69
    - 2012: 68
    - 2011: 65
    - 2010: 70
    - 2009: 66
    - 2008: 68
    - 2007: 67

Extant to which the characteristics is important, where 10 means 'extremely important' and 1 means 'not at all important'.


*NB: Before 2011 the third statement from the top asked as: ‘Its (regional) news programmes for people in Scotland/Wales/NI provide a wide range of good quality news about my area/Scotland/Wales/NI’*
It shows high quality soaps or dramas made in the UK

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

Its programmes show different kinds of cultures within the UK

Extent to which the characteristics is important, where 10 means ‘extremely important” and 1 means “not at all important”


*NB: Before 2011 the second statement was asked as ‘It portrays my region/Scotland/Wales/Northern Ireland well to the rest of the UK’
Its news programmes are trustworthy

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

*Its regional news programmes provide a wide range of good quality news about my area

It shows interesting programmes about history, sciences or the arts

Fig 3 The delivery of PSB purposes 1 and 2

- Purpose 1
- Purpose 2

Extent to which the characteristic applies to the channels together, where 10 is the highest score and 1 is the lowest.


*NB: Before 2011 the third statement from the top asked as: ‘Its (regional)/ news programmes for people in Scotland/Wales/Ni provide a wide range of good quality news about my area/Scotland/Wales/Ni’
Fig 4 The delivery of PSB purposes 3 and 4

Purpose 3

It shows high quality soaps or dramas made in the UK

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

Purpose 4

Its programmes show different kinds of cultures within the UK

Extent to which the characteristic applies to the channels together, where 10 is the highest score and 1 is the lowest.


*NB: Before 2011 the second statement from the top was asked as 'It portrays my region/Scotland/Wales/Northern Ireland well to the rest of the UK'

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Contents

• Overview
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• PSB characteristics
• Nations and regions news
• Children’s PSBs
Fig 5 The importance of PSB characteristics

- **HIGH QUALITY** - It shows well-made, high quality programmes
- **ORIGINAL** - It shows new programmes, made in the UK
- **INNOVATIVE** - It shows programmes with new ideas and different approaches
- **CHALLENGING** - It shows programmes that make me stop and think
- **ENGAGING** - It shows programmes I want to watch

(Q1-Q3 only in 2010)

Extent to which the characteristics is important, where 10 means "extremely important" and 1 means "not at all important"


*NB: Before 2011 the second statement from the top asked as: 'It shows enough new programmes made in the UK'.

Show direction of significant differences from 2011/2012 to 2013 at 99% level.
Fig 6 The delivery of PSB characteristics

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

ENGAGING - It shows programmes I want to watch

CHALLENGING - It shows programmes that make me stop and think

INNOVATIVE - It shows programmes with new ideas and different approaches

*ORIGINAL - It shows new programmes, made in the UK

Extent to which the characteristic applies to the channels together, where 10 is the highest score and 1 is the lowest. Base: All respondents who watch any PSB channels regularly or occasionally. All Channels Combined (2007 = 7105, 2008 = 6798, 2009 = 6947, 2010 = 6909, 2011 = 3079, 2012 = 2983, 2013 = 2926)

*NB: Before 2011 the last statement asked as: ‘It shows enough new programmes made in the UK’
Audience opinions

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Fig 7 ‘Its regional news programmes provide a wide range of good quality news about my area’ (2013, split by nation)

Extent to which the channel is rated as 10/9/8/7 out of 10 in relation to the purpose/characteristic by regular viewers of each channel

Base for individual channels: Self-reported regular viewers of each in each nation (BBC One = 1552, 875, 235, 235, 204. ITV1 = 1235, 633, 200, 173, 229)
Base for ‘All channels combined’: All respondents who ever watch any PSB channels in each nation (2926, 1573, 488, 433, 432)

NB: Before 2011 the statement was asked as ‘Its (regional)/ news programmes for people in Scotland/Wales/NI provide a wide range of good quality news about my area’ Scotland/Wales/NI’
PSB nations/regions news

Fig 8 ‘Its regional news programmes provide a wide range of good quality news about my area’ (all nations combined)

Extent to which the channel is rated as 10/9/8/7 in relation to the purpose/characteristic by regular viewers of each channel

Base for individual channels: Self-reported regular viewers of each channel (BBC One = 4938, 4850, 5024, 4998, 1597, 1683, 1552; ITV1 = 3724, 3587, 3540, 3518, 1107, 1214, 1235)
Base for ‘All channels combined’: All respondents who ever watch any PSB channels (7105, 6798, 6947, 6909, 3079, 2983, 2926)

NB: Before 2011 the statement was asked as ‘Its (regional)/ news programmes for people in Scotland/Wales/Ni provide a wide range of good quality news about my area/ Scotland/Wales/Ni’
Fig 9 ‘Its regional news programmes provide a wide range of good quality news about my area’ (based on all respondents in England)

Extent to which the channel is rated as 10/9/8/7 out of 10 in relation to the purpose/characteristic by regular viewers of each channel
Base for individual channels: Self-reported regular viewers of each channel in England  (BBC One = 2813, 2759, 2907, 2861, 861, 887, 875; ITV1 = 2039, 1941, 1945, 1944, 547, 577, 633)
Base for ‘All channels combined’: All respondents in England who ever watch any PSB channels  (4062, 3850, 3953, 3942, 1647, 1593, 1573)
Fig 10 ‘Its regional news programmes provide a wide range of good quality news about my area’ (based on all respondents in Scotland)

Extent to which the channel is rated as 10/9/8/7 out of 10 in relation to the purpose/characteristic by regular viewers of each channel

Base for individual channels: Self-reported regular viewers of each channel in Scotland. (BBC One = 698, 687, 680, 698, 234, 289, 238; ITV1 = 534, 508, 482, 481, 189, 214, 200)

Base for ‘all channels combined’: all respondents in Scotland who ever watch any PSB channels (1022, 997, 999, 984, 499, 493, 488)

NB: Before 2011 the statement was asked as ‘Its news programmes for people in Scotland provide a wide range of good quality news about Scotland’
Fig 11 ‘Its regional news programmes provide a wide range of good quality news about my area’ (based on all respondents in Wales)

% Rating for delivery 10/9/8/7

No significant differences from 2011/2012 to 2013 at 99% level

Extent to which the channel is rated as 10/9/8/7 out of 10 in relation to the purpose/characteristic by regular viewers of each channel

Base for individual channels: Self-reported regular viewers of each channel in Wales. (BBC One = 744, 741, 751, 758, 268, 276, 235; ITV1 = 568, 596, 533, 511, 175, 191, 173)

Base for ‘all channels combined’: All respondents in Wales who ever watch any PSB channels (1006, 975, 997, 996, 474, 447, 433)

NB: Before 2011 the statement was asked as ‘Its news programmes for people in Wales provide a wide range of good quality news about Wales’
Fig 12 ‘Its regional news programmes provide a wide range of good quality news about my area’ (based on all respondents in Northern Ireland)

No significant differences from 2011/2012 to 2013 at 99% level
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Children’s PSB

This section looks in detail at children’s PSB. Children’s programming is broadcast on the five main PSB channels while dedicated children’s channels are also available from the PSB broadcasters and commercial broadcasters via digital TV.

Key themes

• As seen in previous waves, CBBC and CBeebies were again significantly more likely to be viewed by children than the other channels broadcasting children’s PSB content. However, compared with 2012, CBeebies saw a significant drop in the proportion viewing the channel (50% to 40%). Significantly more parents/carers than last year admitted not knowing which channels their children watch (11% to 18%).

• Parents/carers of children who watch any children’s PSB channel continued to rate the importance of children’s PSB programming highly with 85% saying it is important that ‘it provides a wide range of high quality, UK-made programmes for children’.

• The dedicated children’s channels, CBBC and CBeebies, continued to receive high ratings on offering ‘a wide range of high quality and UK-made programmes for children’ from parents/carers of children regularly watching these in 2013. Ratings were stable compared to last year with 76% rating CBBC highly and 81% CBeebies.

• Although statistically not significant, there seemed to be an upward trend in the proportion of parents/carers of children watching BBC Five agreeing that the channel offers ‘a wide range of high-quality and UK-made programmes for children’ - now at 55%.
Fig 13 Proportion of UK sample’s children who are regular viewers of children's PSB channel

Q: On which of these channels does/do your child/children regularly watch programmes aimed specifically at children?
Base: All responsible for children under 16 (636, 518)

- None: 13 (2013), 10 (2012), 16 (2011)

▲ Shows direction of significant differences from 2012 to 2013 at 99% level
Fig 14 Parents’ opinions on the importance of children’s PSB

‘It provides a wide range of high quality and UK-made programmes for children’

No significant differences from 2011/2012 to 2013 at 99% level

NB in 2010 the question was asked as part of the main Importance and Delivery section along with the other statements. In 2011 it was asked in a separate children section, after the questions on overall satisfaction had been asked.

In 2010 channels asked about were BBC One, BBC Two, ITV1, Channel 4, Five, Cbeebies and CBBC. In 2011 BBC Two, ITV1 and Channel 4 were not included. In 2012 BBC One was not included.

Extent to which the characteristic is important, where 10 means ‘extremely important’ and 1 means ‘not at all important’ (% rating 10/9/8/7)

Base: 2008-2010 – All in Sample A (2008 = 797, 2009 = 3532, 2010 = 3569); 2011 / 2012 / 2013 – All whose children regularly watch any of those channels BBC One, Channel 5, CBeebies, CBBC, S4C regularly (363, 487, 333)
Fig 15 Parents’ opinions on the delivery of children’s PSB
‘It provides a wide range of high quality and UK-made programmes for children’

No significant differences from 2011/2012 to 2013 at 99% level

Extent to which the purpose/characteristics applies to the channel(s), where 10 is the highest score and one is the lowest. (% rating 10/9/8/7)
Base for ‘all children’s’ PSB channels’: All respondents whose children regularly watch at least one channel (357,151,1448,363,487,333)
Base for individual channels: Those whose children are regular viewers of each channel featured (CBBC = 403,837,805,180,271,203 CBeebies = 416,829,782,218,320,218 Channel Five = 235,596,574,89,140,112)

Note: Asked of more channels prior to 2011
Fig 16  Parents’ opinion on Channel 4 – indicative only

‘It provides a wide range of high quality and UK-made programmes for older children’

% Rating 10/9/8/7

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<td>32</td>
<td>44</td>
<td>68</td>
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</tbody>
</table>

*NB Asked of all children’s PSB channels combined for the similar statement, ‘It provides a wide range of high quality and UK-made programmes for children’

No significant differences from 2011/2012 to 2012 at 99% level

Extent to which the purpose/characteristics applies to the channel(s), where 10 is the highest score and one is the lowest (% rating 10/9/8/7)

Base: All those with a child aged 12-15 that watches C4 (68, 55, 64) – CAUTION SMALL BASE SIZE