

Market Intelligence Database

This document contains information about the official statistics based on broadcaster data from Ofcom's Market Intelligence Database (MID) that will be reported in the PSB Annual Report 2009.

The MID dataset is:

MID data 2008 – PSB Annual Report

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Background

The five public service broadcasters – the BBC, ITV, Channel 4, Five and S4C – provide Ofcom with detailed data about the programmes shown on their PSB channels. In other words, data is collected for ITV1, Channel 4 and Five, for example, but not ITV2, E4 or Fiver. The information provided covers the number of hours broadcast and the cost of programmes transmitted and is uploaded in the form of monthly and annual summary data files to the MID database via the Ofcom website.

Data considerations

Output hours

The output data in this report are based on the number of hours transmitted by the broadcasters each year. The reference period is 2004-2008 as shown in the charts.

Genre definitions

It should be noted that programme classifications were updated in 2006 and therefore the figures for certain genres may be slightly different from earlier reported figures. The new structure for the allocation of programmes to genre categories became effective in 2006, to allow broadcasters more flexibility in the classification of programmes to particular genres. It has not been possible to go back and re-classify pre-2006 data, therefore analysis of trends using the new breakdowns is not possible for the full five years in all areas.

The following changes should be noted in the composition of the figures 2006 and later:

- Drama includes TV movies which were previously added to Films. Entertainment includes contemporary music but Comedy is now shown separately and includes situation comedy and scripted comedy.
- Specialist Factual includes Science & Technology, History, Nature & Wildlife and other documentaries.
- Other Factual includes Hobbies & Leisure, Factual Magazines, Consumer Magazines and General Factual.

- Factual Entertainment includes reality shows. In previous years some Factual Entertainment programmes were included within Entertainment.

Definition of peak time

The standard definition of peak time is from 6pm to 10.30pm unless otherwise stated.

Definition of network

Network programmes are those broadcast throughout the UK, usually at the same time. They exclude programmes made specifically for the nations and regions and shown locally.

Cost data

Programme costs represent the total cost of production or acquisition, including rights costs but excluding third party investment. In the case of commissions, it represents the price paid to the independent producer (and therefore includes a mark-up on production costs).

Trend data showing programme costs over a number of years is given in 2008 prices (i.e. taking account of inflation, using the Consumer Prices Index, as provided by the National Statistics Office).

Genre definitions

The output data provided by the broadcasters uses a standard set of programme genre definitions as outlined below:

News

- Newscast or news bulletin providing national, international or regional News coverage.
- News magazines which may contain a range of items related to news stories, with comment and elements of general interest.
- Coverage of parliamentary proceedings and political coverage.
- Weather forecasts and bulletins, including reports on air quality, tide times etc.

Current Affairs

- A programme that contains explanation and analysis of current events and issues, including material dealing with political or industrial controversy or with public policy.
- Topical programmes about business matters and financial issues of current interest.
- Political debates, ministerial statements, party conferences.

Arts & Classical Music

- A programme displaying or presenting a cultural or artistic performance or event.
- Programmes providing information, comment or critical appraisal of the arts.
- The subject matter can cover theatre, opera, music, dance, cinema, visual arts, photography, architecture and literature.

Religious

- All forms of programming whose focus is religious belief, for example: programmes intended to provide religious inspiration through words and/or music, and

informational programmes explaining doctrine, belief, faith, tenets, religious experiences or topics providing a religious world view.

- Coverage of religious acts of worship of all faiths.
- Life Experience: Moral, Ethical, Spiritual - exploring one or more of the following issues at some point in the programme: (i) a recognisable religious perspective forming a significant part of the overall narrative; (ii) an exploration of people's daily lives whose attitudes could be said to be informed by a religious background or tradition; (iii) an exploration of people's perception of, and attitudes to, philosophies which address the big questions of life that affect them. These must demonstrate an approach that bears in mind a religious faith/belief context.

Education

- Programmes with a clear educational purpose, usually backed by specially prepared literature publicised on screen and in other appropriate ways. Includes programmes for Schools, BBC Learning Zone and Open University programmes.
- Programmes reflecting social needs and promoting individual or community action. Also includes Campaign weeks on particular subjects, e.g.: bullying, drugs.

General Factual

- All types of factual programmes, included in the genres listed below.

Specialist Factual

- History - programmes about historical times or events, including programmes about archaeology
- Nature & Wildlife - natural history and programmes about environmental issues.
- Science & Technology - programmes about scientific issues, new discoveries, medical matters and new technological developments

Other Factual

- General factual programmes, including consumer affairs.
- Lifestyle programmes, hobbies and leisure interests, including makeover shows.
- Daytime magazine programmes and talk shows
- Coverage of special events, not generated by the broadcaster, including commemorative events, royal events.

Factual Entertainment

- Popular factual material, including reality shows, docusoaps and other Factual Entertainment.

Drama

- All drama including comedy drama and TV movies but excluding soaps which are classified separately.
- Docu-drama - based on reality, telling the story of actual events.

Soaps

- Drama programmes with a continuous storyline and fixed cast, normally with more than one episode each week and shown every week of the year and usually (but not necessarily) of 30 minutes duration.

Films

- All feature films that have had a prior theatrical release including films commissioned by the broadcaster.

Entertainment

- All forms of entertainment programme, including panel games, chat & variety shows, talent contests
- Quiz and game shows
- Pop music video shows
- Contemporary music - coverage of popular music events and performances, such as OB concerts or as-live studio based shows.

Comedy

- All forms of scripted comedy, satire, stand-up, and sketch shows
- Situation comedy - dramatised entertainment in a humorous style, usually with a fixed cast and generally of 30 minutes' duration.

Sport

- All forms of sports programming including coverage of sporting events.

Children's

- All types of programmes designed for a children's audience, including:
 - Drama
 - Entertainment shows, including weekend magazines and animations and cartoons, including puppets which are designed for a children's audience.
 - General information programmes and News for children.
 - Education and factual programmes for pre-school children.