

An independent report on
The Future of Children's Television
Programming

Deliberative research summary
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Executive summary

Background

Ofcom initiated the review of children's television programming in response to a number of consumer and market changes. These include an increase in the range of media available to many children and a growing number of dedicated children's channels, as well as changes in the way children consume media. As a result, traditional commercial public service broadcasters are facing significant pressures on their ability to fund original programming for children.

These changes are occurring in the context of a new framework for the regulation of children's programming, set out in the Communications Act 2003. Since the Act, ITV1, which had historically played a role in delivering a strong alternative voice to the BBC in terms of children's programmes, has significantly reduced its commitments to children's programming. This development, together with the other consumer and market changes outlined above, has led many to ask how public service children's programming can continue to be delivered in the future.

The Communications Act requires Ofcom to report on the fulfilment of the public service broadcasters' public service remit at least once every five years and to make recommendations with a view to maintaining and strengthening the quality of public service broadcasting in the future. In preparation for Ofcom's second full public service broadcasting review, Ofcom has concentrated on the children's programming aspects of public service broadcasting, focusing on the future prospects for delivery of a wide range of high quality and original content for children.

Recognising that this issue is a complex one and that the views of parents, children and young teenagers are an integral part of the debate, Ofcom commissioned independent research agency Opinion Leader to consult with parents, children and younger teenagers on children's television in UK.

Research objectives

The research objectives were to achieve a better understanding of parents', children's, and teenagers' views on the importance of different aspects of children's television, current levels of satisfaction and concerns for the future. Specifically, the research was designed to discuss:

- the role of children's television;
- overall satisfaction with current children's television provision;
- public service broadcasting (PSB) purposes and characteristics;
- availability of children's channels and programmes;
- range of children's programme genres;
- new programming and repeats;
- country of origin of children's programmes;
- ideal futures for the provision of children's programmes.

Given the complexity of the issues, and in order to ensure the research was informed and fully debated, a deliberative approach was deemed most suitable for consulting with parents and young teenagers. Discussion groups were conducted among children. The key parameters used in this analysis are age of child, nation lived in and television platform; defined as analogue terrestrial (ATT), digital terrestrial (DTT) and cable/satellite (cab/sat) television. Differences between these groups are noted throughout this report.

Key findings

Role of children's television

- Parents and children see television as fulfilling an important role, providing education, entertainment and relaxation.
- Out of the issues explored, high quality is key for parents and children alike, and overrides factors such as channel and programme range and UK-originated programmes.

Overall satisfaction with children's programming

- Overall satisfaction with children's programming differs by age group and by television platform
- In terms of programming for pre-schoolers, parents from all television platforms groups are very satisfied with current provision.
- For younger children, parents and children in digital terrestrial and cab/sat households are generally satisfied, whereas in analogue terrestrial households there is less satisfaction with the availability and amount of children's programming.
- For older children, parents and children from all platform groups feel there are a limited number of Public Service Broadcasting (PSB) children's programmes for this age group. In analogue terrestrial and digital terrestrial households there is also less satisfaction with provision of children's programming overall.
- Regardless of their current satisfaction level, most parents are worried about the direction in which they see children's television heading anticipating an increase in US programmes and repeats.

Delivery of Public Service Broadcasting children's programmes

- Delivery of PSB children's programmes is very important to parents. Programmes that inform and educate are highly valued, but parents also appreciate the need for programmes that appeal to and engage children.
- Parents of pre-schoolers and younger children across all platforms feel well served by PSB programming on BBC One and Two, CBeebies, CBBC, and *Milkshake* on Five.
- However, parents of older children and older children themselves feel there is a limited amount of PSB programming for this age group. By the time children reach secondary school, most consider CBBC to be too young for them. Children also feel CBBC shows too many repeats.
- In order to explore the issue of plurality of provision of children's programmes in the future, parents were asked to choose between three post digital switch-over scenarios, each delivering the same

amount of children's PSB programming. Scenario 1 assumed that the BBC would be the sole provider of PSB programming. Scenario 2 assumed that alongside the BBC, a proportion of output of all commercial children's channels (and ITV1 and Five) would be dedicated to PSB programming. Scenario 3 assumed a new channel, alongside the BBC, dedicated to PSB programming for children.

- The majority (78%) of parents prefer Scenario 3, which is seen to be the option most likely to fill the perceived existing gaps in provision (PSB programming for older children and young teenagers), as well as offering the potential for tonally different PSB programming and reducing the perceived risk of complacency if the BBC were to be the sole provider of PSB children's programming. Parents clearly value a range of different voices in delivering PSB programming.

Availability of children's channels and programmes

- A wide range of high quality channels and programmes is important to parents and children.
- Parents of pre-schoolers on all platforms are generally happy with availability of channels and programmes for their children. All pre-school children are able to access CBeebies (either the slot or channel) and *Milkshake* on Five. Children in cab/sat households could also receive the children's channels Nick Jr. and Playhouse Disney, which are seen as providing high quality, engaging programming for pre-schoolers.
- Except in analogue terrestrial households, parents of younger children and younger children themselves generally perceive there to be a wide range of channels and programmes available
- Parents of older children and older children themselves in analogue terrestrial and digital terrestrial households feel there is limited range and availability of programmes appealing to this age group, whereas this is not as much of a concern in cab/sat households.
- Some parents and children in analogue terrestrial and digital terrestrial households express the need for older children's programming to be available in the early evening.

Range of children's programme genres

- Parents and children think it is important to have a range of programme genres which appeal to children of different ages and genders; they are generally happy with provision, but did raise some specific concerns.
- Parents across all platforms want more factual programmes, which would help their children learn and develop. In contrast, children want a greater range of factual programming, but not necessarily a greater volume.
- Parents across all platforms think there is a lack of variety within the drama genre and say they would like to see more UK drama, especially for older children (see 'country of origin' below). Some older children in analogue terrestrial and digital terrestrial households want a greater choice and variety of drama, whereas children in cab/sat households are generally satisfied.

New programming and repeats

- Most parents and older children are concerned about the number of repeats.

Country of origin of children's programmes

- Country of origin is seen to be important for drama and factual programmes, but not for cartoons.
- For parents of pre-schoolers, UK programming is important for providing English as spoken in the UK during children's development years.
- For parents of younger children, country of origin is not a concern. Younger children themselves do not express a desire for UK programming, finding it difficult to identify country of origin or to talk about the role it plays.
- Parents of older children and some older children themselves think it is important to have UK programming, especially for drama and factual genres, to reflect the lives of children in the UK, and said they would like to see more.
- Parents of older children want more UK drama and think there is too much US drama, which most perceive to be too similar in format and tone. In contrast, most children of all ages and from all platforms enjoy the US dramas and find them entertaining and well-made.

Nations and regions

- Country of origin is the main area where there are differences in opinion among parents in different parts of the UK. Parents in England, Scotland and Wales think it is important to have a good range of programmes made in the UK, whereas parents in Northern Ireland thought it less important.
- Parents in Scotland, Northern Ireland and Wales (non-Welsh speakers who do not watch S4C) recognise that there are few children's programmes made or set in their nation and would ideally like to see more, although most say they would be satisfied with seeing more characters or children's presenters from their nation. In contrast, children express little desire to see more programming from their own nations.
- In Wales, parents and children who watch S4C think the children's programmes are of high quality, with a good range of genres for different ages.

Ideal futures for the provision of children's programmes

- Parents of pre-schoolers across all platforms are very satisfied with current provision of children's programmes and would like this to continue in the future.
- Parents of younger children across all platforms would like to see more factual programmes and younger children across all platforms would like to see more programmes about nature and animals, but not necessarily an increase in the volume of factual programmes overall. Parents feel that their children are well served by PSB programming from the CBBC slot on BBC and/or the CBBC channel and would like this to continue.

- Parents of older children are reasonably satisfied with current children's programmes. However, they think that there should be more programmes made in the UK, especially dramas and factual programmes, and perceive that there is not sufficient provision of PSB programming for this older age group, because CBBC appeals to children up to around 10 years old but not beyond. Overall, they think that there is a good range of genres and there are some good quality programmes for children. Parents in analogue terrestrial and digital terrestrial homes would also like there to be children's programmes in the early evenings.
- Older children with analogue terrestrial or digital terrestrial television would like there to be children's programmes available early evening. They also think there are not enough dramas overall. All older children would like to see more nature programmes.
- Teenagers and their parents think that there should be more programmes aimed at them and parents in particular think there is a gap in delivery of PSB programming for this age group.

Key findings by age of child

Pre-school children

Television is important for many parents of pre-schoolers and is perceived to provide a combination of education, entertainment and relaxation. Parents of pre-school children are very satisfied by the provision of programming across all platforms and do not perceive any significant gaps. Programming for pre-schoolers are perceived to be good quality; there is a good range of genres available, a good mix of programmes made in the UK and from overseas and a good supply of new programming. Parents feel that their children are well served by PSB programming from CBeebies and *Milkshake* on Five. Many of the pre-school channels, across different platforms, air programmes which are perceived to possess PSB purposes and characteristics which parents see to be essential elements of television for pre-school children.

Young children (under 8 years old)

Television is important for many parents of children under 8 and is perceived to provide a combination of education, entertainment and relaxation. Children under 8 primarily watch television for entertainment. Parents of young children are satisfied with children's television and believe that there is an adequate supply and range of programming available to them. Most children under 8 are also satisfied with children's television although some children in analogue terrestrial and digital terrestrial households would like to see more cartoons. Children in analogue terrestrial households would also like to have access to a greater range children's television programming, particularly after school and early evenings.

Parents are less concerned about the country of origin of programming for children under 8 than for older children, because they believe that this issue is less important for the genres which appeal to this age group, such as cartoons. Parents across all platforms would like to see more factual programmes and children across all platforms would like to see more programmes about nature and animals. Parents

feel that their children are well served by PSB programming from the CBBC slot on BBC and/or the CBBC channel. The issue of repeats is less important for children under 8, many of whom enjoy watching repeated programmes. Parents recognise that children under 8 are more tolerant of repeats; however they would like to see fewer repeats on children's television.

Older children (8-12 years old)

Children's television is important for 8-12 year olds and their parents, however it is less important now compared to when they were younger, since they now have access to a far wider range of media and non-media activities which compete for their attention. However, television is still the favourite medium for most children. Parents of 8-12 year olds are fairly satisfied with the television programmes currently available for their children. They think that there is a good range of genres and there are some good quality programmes for children, however they think that there should be more programmes made in the UK, especially dramas and factual programmes, and perceive that there is not sufficient provision of high quality programming for this older age group because CBBC appeals to children up to 9 or 10 years old. Parents in analogue terrestrial and digital terrestrial homes would like there to be children's programmes available in the early evening for this age group.

Children's satisfaction with children's programming is strongly linked to platform. Those with cable or satellite television are the most satisfied with children's programming, and think there is a wide range of appealing programming available to them for the vast majority of the time they are watching television. Children with analogue terrestrial or digital terrestrial television are less satisfied with children's television. Children with analogue terrestrial television do not think there is enough range of programmes after school. Children in analogue terrestrial and digital terrestrial homes would like there to be children's programmes available early evening. They also think there are not enough dramas or programmes about nature. The number of repeats is an issue for parents and children across all platforms, with many spontaneously mentioning this as a problem.

Younger teenagers (13-15 years old)

Television is important for younger teenagers and their parents; however it is less important than when they were younger, since they now have access to a far wider range of media and non-media activities which compete for their attention. For some teenagers television is not their favourite entertainment medium, with some preferring the internet. Parents of younger teenagers and younger teenagers themselves across all platforms perceive there to be very few channels or programmes aimed at them. Those teenagers in cab/sat households could only cite Trouble and some of the music channels, such as MTV, as being aimed at them. Teenagers and their parents think that there should be more programmes aimed at them. The types of programmes gaps identified by teenagers are mainly teen versions of the adult programmes which they enjoy, such as soaps, reality programmes, sports, and dramas.

1. Introduction

Background to research

As part of its work programme on the future of public service broadcasting in the digital age, Ofcom has commenced a project on the future of children's programming. The aim of this project is to understand the state of children's media in the UK, specifically examining the role of children's television, and exploring possible content delivery in the future. Ofcom published terms of reference setting out the background to the review on 13 February 2007, found at:

http://www.ofcom.org.uk/Television/psb_review/childprog/tor/

As part of this project, Ofcom commissioned Opinion Leader to conduct research with parents, children and teenagers.

Research objectives

The research objectives were to achieve a better understanding of parents' children's and teenagers' views on the importance of different aspects of children's television, current levels of satisfaction and concerns for the future. Specifically, the research was designed to discuss:

- the role of children's television;
- overall satisfaction with current children's television provision;
- public service broadcasting (PSB) purposes and characteristics;
- availability of children's channels and programmes;
- range of children's programme genres;
- new programming and repeats;
- country of origin of children's programmes;
- ideal futures for the provision of children's programmes.

Our approach

We conducted the following fieldwork to meet these objectives:

- 5 x one day deliberative workshops with parents of children aged 2-12
- 1 x one day deliberative workshop with parents of teenagers aged 13-15
- 1 x one day deliberative workshop with teenagers aged 13-15
- 2 x 90 minute discussion groups with nannies and childminders
- 9 x 60-90 minute discussion groups with children aged 6-12

The fieldwork was conducted between 16th April and 17th May 2007.

Rationale for using deliberative workshops

Given the complexity of the issues and in order to ensure the research was informed and fully debated, a deliberative approach was deemed most suitable for consulting with parents and teenagers. Deliberative research provides participants with a wide range of evidence in different formats. The workshops lasted a full day to give participants sufficient time and space to absorb information and arguments. Small break-out groups enabled participants to discuss and exchange points of view. Participants were then able to reach informed and considered viewpoints by the end of the process. The deliberative process also ensured that parents were in a position to discuss the issues from the perspective of both consumers and citizens, by taking them on a 'journey', starting with their personal attitudes and behaviour and moving towards their development as informed members of society with regard to children's television provision.

Rationale behind sample breakdown

Recruitment criteria included age of child, television platform (analogue terrestrial, digital terrestrial, and cable or satellite television), and nation lived in. The sample split for parents of children aged 5 to 12 was as follows:

Location	Age of oldest child		Television platform		
	5-8 years	9-12 years	Analogue Terrestrial	Digital Terrestrial	Cab/Sat
Croydon	14	14	8	9	11
Edinburgh	13	12	6	9	10
Belfast	14	13	9	7	11
Bristol	15	14	9	11	9
Swansea	14	15	8	9	12

Because of the importance of obtaining the views of parents from different television platforms, an equal number of cab/sat, digital terrestrial and analogue terrestrial households were recruited. This does not reflect the national distribution of two thirds of UK households with children having cable or satellite television, one quarter with digital terrestrial and under 10% with analogue terrestrial television. We aimed for each workshop to be ethnically representative of its area.

We also recruited parents by age of child in order to gain a mix of different aged children. Parents were recruited based on the age of their eldest child between the ages of 5 and 12, and asked to give their viewpoints thinking about this child. Many parents also had other younger children and naturally made comparisons between children.

In order to understand the viewpoints of pre-school parents, one third of parents were also recruited who had children aged 2 to 4. During the workshops, pre-school programming was covered as a specific topic amongst those parents.

The sample breakdown for the workshop with parents of younger teenagers was as follows:

Location	Age of oldest child	Television platform		
	13-15 years old	Analogue terrestrial	Digital terrestrial	Cab/Sat
Leeds	24	8	7	9

The sample breakdown for the workshop with teenagers was as follows:

Location	Age	Television platform		
	13-15 years old	Analogue terrestrial	Digital terrestrial	Cab/Sat
Swansea	23	7	7	9

A series of 9 discussion groups were conducted with children aged 6-12. Whilst a deliberative approach works well with parents and teenagers, we felt that 6 to 12 year olds were too young to participate in fully informed debate. Instead we used creative techniques in the discussion groups in order to elicit responses from children.

The sample breakdown for the discussion groups with children was as follows:

Location	School Year	Gender	Television Platform
London	Year 2	Boys	Digital Terrestrial
London	Year 7	Girls	Cab/Sat
London	Year 4	Girls/Boys	Analogue Terrestrial
Glasgow	Primary 4	Boys	Digital

			Terrestrial
Edinburgh	Primary 6	Girls	Cab/Sat
Derry/Londonderry	Year 7	Boys	Analogue terrestrial
Belfast	Year 6 & 7	Girls	Digital terrestrial
Bridgend	Year 2	Girls	Cab/Sat
Bridgend	Year 6	Boys	Cab/Sat

During the recruitment period it proved particularly challenging to find children from analogue terrestrial households as less than 10% of households with children have analogue terrestrial television. This was exacerbated by the need to recruit friendship pairs from the same school year groups, which was necessary in order to ensure a comfortable setting for participants. Consequently, the final sample breakdown was not evenly distributed by television platform, however there were at least two groups for each television platform. We aimed for each discussion group to be ethnically representative of its area.

The sample breakdown for the discussion groups with childcare professionals was as follows:

Location	Age of child looked after
Leeds	2-4
Leeds	5-7

Process of the workshops

Parents were asked to complete a television workbook before coming to the workshops. This asked them to watch television with their children and ask their children about how and when they watch television. This was designed to ensure parents came to the workshops with some understanding of a) current provision of children's programmes and b) the role of children's television in their children's lives.

Each of the workshops with parents of children aged 2 to 12 year olds followed broadly the same process:

- Half of the day was spent talking to groups of parents split by television platform (Cab/sat, digital terrestrial and analogue terrestrial) covering the topics of spontaneous issues, genre range, country of origin and plurality (programming being available across a number of channels)
- The other half of the day was spent talking to groups of parents split by the age of their child (pre-schoolers, 5-8 year olds and 9 to 12 year olds) covering the topics of Public Service Broadcasting, new programming and the future of children's television.

The workshop agenda is included in the appendices of this report.

Parents of teenagers and teenagers themselves also discussed the same topics over the course of their workshops and were also split by television platform for half of the day (and at random for the other half).

Parents were shown a variety of stimulus in order to be able to make informed decisions about the issues discussed. A range of the written materials can be found in the appendices of this report and consisted of (in the order in which they were shown):

- A presentation on the changing children's television landscape (this included information on children's use of technology, access to multi-channel television, the reduction in children's viewing of PSB main channels and provision of children's programming on the PSB main channels)
- A montage of a wide variety of video clips from current children's television programmes, ranging from pre-school to older children and across a range of television platforms
- A colour-coded television schedule showing the range of genres on children's television on a typical weekday afternoon
- Video clips from *That's So Raven* (a US drama) and *Tracy Beaker* (a UK drama)
- A colour-coded television schedule showing the country of origin of programmes on children's television on a typical weekday afternoon
- Definitions of PSB purposes and characteristics
- Summary of children's television provision by channel (number of hours, television platform and main sub-genres)
- A colour-coded television schedule showing the amount of programmes made since 2005 on children's television on a typical weekday afternoon

During the course of the workshops parents were asked a number of informal straw polls at their tables, including:

- How satisfied are you with current children's television provision? (very / quite / not very / not at all satisfied)
- How satisfied are you with the current amount of children's programming across the PSB channels? (It's about right / it's too much / it's not enough)
- How satisfied are you with the current amount of children's programmes across all channels? (It's about right / it's too much / it's not enough)

Towards the end of the workshops participants were asked to choose how important they felt the issues they had discussed were. Each participant was given 10 sticker votes and asked to allocate these votes across the issues how they liked. The five issues were: range of channels; programme genre range; high quality; country of origin (UK vs. imported programmes); and new programming. Stickers were colour coded according to the television platform the participants had at home.

At the end of the workshops parents were also asked to complete a post-workshop questionnaire (which can be found in the appendix of this report).

Quantitative data analysed as part of this study therefore comes from these three sources: the straw polls, the vote allocation exercise and the post-workshop questionnaires. However, because of the small sample sizes, these results can be seen as indicative rather than representative. This data has been included in this report.

NB The structure of the workshops was re-examined over the course of the fieldwork in order to ensure the optimum outputs, and some changes to the order of topics discussed were made following the first London workshop.

Reporting structure

This report is divided into topics of discussion (in line with the discussion process participants followed) with parents' viewpoints followed by those of children and younger teenagers. Viewpoints from childcare professionals are incorporated with those of parents with any strong differences in opinions commented on. Where appropriate the following areas are covered within each topic:

- Spontaneous comments surrounding the issue
- The importance of the issue
- Current satisfaction levels
- Concerns for the future

Where relevant, differences by audiences (television platform or age of child) are commented on in the report.

In this report the following definitions are used:

- Television platforms:
 - Cable/satellite (Cab/sat) defined as households with Sky, Virgin or other satellite or cable subscription channel services
 - Digital Terrestrial Television only (DTT) defined as households with Freeview or other set top boxes only
 - Analogue Terrestrial Television only (ATT) defined as households with the four or five terrestrial channels only
- Age ranges:
 - Pre-schoolers (children aged 2-4)
 - Younger children (aged 5-8)
 - Older children (aged 9-12)
 - Younger teenagers (aged 13-15)

(NB In this report the term 'children' is used to refer to children aged 5 to 12 years old.)

- Children's programme genres:
 - Drama
 - Factual
 - Light entertainment
 - Cartoons
 - Pre-school

2. Main Findings

Role of children's television

Before attending the workshops parents completed a pre-task where they watched four children's programmes with their child and talked to them about what they liked/disliked about them. The findings below are based on discussions at the start of the workshops about the role of children's television.

Parents

Parents consider television as fulfilling a key role in their children's lives. It is seen to have a variety of functions:

- It provides education (both in terms of factual knowledge but also around social skills and issues)

"Some of the programmes encourage good social skills, teach your kids how to behave in groups and not always trying to be the leader of a gang, if somebody's getting a hard time you find the sort of programmes, you know, teaching kids that it's not fair to bully somebody and give them a hard time, you know, being a good guy side as well and feel sympathetic for somebody that's getting their feelings hurt"

Parent, Northern Ireland, DTT household

- It provides entertainment;
- It provides distraction. Parents can get on with other tasks, knowing their children are happily occupied in front of the television (this is seen to be particularly useful at breakfast time and before the evening meal);
- It provides an opportunity for relaxation. This is seen as a very important function of television for children arriving home after school, allowing them the opportunity to rewind and recharge.

"When they're younger the television helps you out – it's almost like a nanny isn't it for an hour when they're younger?"

Parent, England, ATT household

"After school it's almost like they have to sit there and unwind. That first hour I don't think they'd really matter what they're watching."

Parent, Scotland, DTT household

Parents also see television as providing a valuable role in offering an activity for the family to partake in together, for example watching early evening programmes, such as *Dr Who* or *The Simpsons*, which are enjoyed by children and adults alike. Parents generally prefer television to other more solitary media activities, such as gaming or the internet, as they can understand what their children are doing and it is easier to monitor.

Childminders welcome the routine television can add to a child's life, and also cite the importance of the 'chill out' function it provides.

"They all sit there like bookends and nobody minds that somebody's sat that close at that particular time. Any other time they'd be moving but until they're reenergised it's quite important. And it is, when they come home from school it's quite rubbish till later for the ages I've got, but they'll sit and watch it just because they obviously need to unwind from what's going on in their minds from school."

Childminder

Parents recognise that television is competing with a variety of other media activities for their children's attention, in particular the internet, games consoles, and particularly for older girls, mobile phones. Parents also note that their children are often involved in more than one media at a time, for example, they will chat on MSN or on the phone at the same time as watching television, or will play with the television on in the background. Computers can be in several places in the house, including the lounge, study and in some children's bedrooms.

"What I've noticed is they like it on whether they're watching it or not."

Childminder

Television can have less of a role to play in analogue terrestrial households. This is in part due to parental attitudes about the amount of television children should be allowed to watch and also because of the more limited amount of children's programming available. Some parents in analogue terrestrial homes monitor their children's viewing and prefer to limit the amount they watch.

"I was going through the workbook with my son and I thought he doesn't actually watch a lot of telly, it's normally videos and DVDs and things like that. He's in at 6 o'clock bang on to watch The Simpsons and he remembers about that, but there isn't really much else he actually watches and I realised there's not actually a lot on after school."

Parent, Scotland, ATT household

Parents in digital terrestrial homes often have similar views to parents from analogue terrestrial homes, for example with regard to imposing rationing of television viewing. However, given the higher volume of children's programmes available, thanks to the additional channels of CBBC, CBeebies and CITV (which parents say their children value) television can play a greater role in their children's lives.

"If my kids didn't have the kids' programmes, they probably wouldn't watch television."

Parent, England, DTT household

Parents in digital terrestrial homes also appreciate the fact that the children's channels they have access to do not transmit 24/7 as this would make it hard to control their children's television consumption. The current switch-off at 7pm by the children's channels, which is around bed time, is welcomed by parents for the pre-schoolers and younger children, but is seen to be too early for the older children.

"We used to watch the bed time on CBeebies because you could sit and watch it together and it was a bit of a calm down time and they now know, even at 5, they know when the bed time hour finishes at 7pm they go and kiss everybody goodnight and go straight upstairs."

Parent, England cab/sat household

Parents in cab/sat households are often more relaxed about their children's television viewing. They particularly value the entertainment offered to the whole family, and welcome the choice that is provided by the range of children's channels available to their children

"To be honest, my kids don't watch the rest of the channels at all, it's straight onto the cable."

Parent, Scotland, cab/sat household

Whilst parents identify gaps in children's programme provision for older children, they also acknowledge that television becomes less important for their children as they grow up. This is seen as partly due to the lower volume of existing children's programmes that appeal to older audiences in analogue terrestrial and digital terrestrial households, and also due to the increased importance of other media, such as the internet, as children get older.

"I find, particularly with my older one, he goes to the computer now, and they'd much rather do that because it's far more interactive for them."

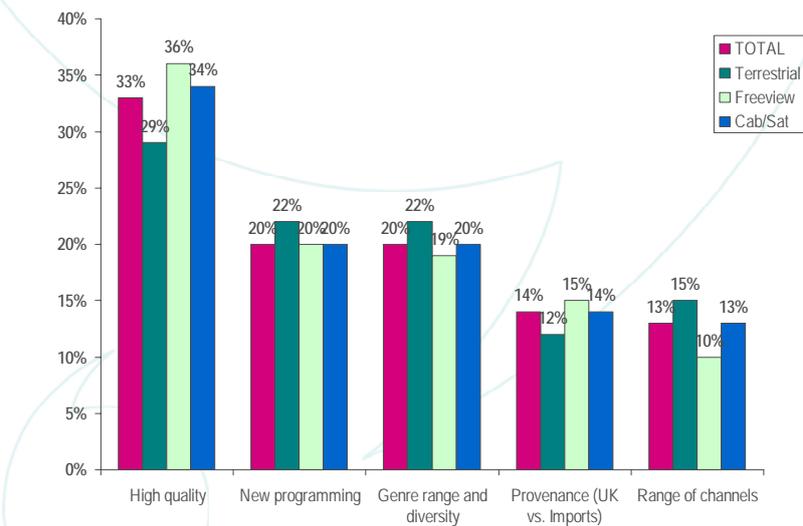
Parent, England, DTT household

"I actually asked my oldest one (how important television is) and she said, no it's not that important. She said, if I've got nothing else to do then I'll watch it."

Parent, Wales, ATT household

At the end of the workshops, parents were asked to vote on which areas they think are the most important in children's programming. As shown in the chart below, parents feel that high quality programming is the most important aspect of children's television, followed by new programming and genre range. There are few, if any, differences by television platform.

Which areas do you feel are most important in children's programming?



Base = 138 parents of children aged 2-15 (proportion of total votes)

Source: vote allocation exercise

Children

Before attending the discussion groups, children were asked to complete a short diary on the television viewing and to say what their favourite programmes were. The findings below are based on the discussions with children at the start of the groups about the role of television in their lives.

Television is the main default source of entertainment for all children aged 5 to 12. Most children enjoy watching television and would be unhappy if it was taken away from them, although children become less concerned as they get older as they have other distractions, for example the internet, mobile phones and games consoles.

As their parents recognise, children value the chill out time provided by television, some but not all children also enjoy finding out about things (for example about animals, different countries or the news).

"After school is the time when kids want to watch television most because it's when you can relax because you're tired after school."

Boy, Year 4, Scotland, DTT household

Television plays somewhat less of an important role in the lives of children in analogue terrestrial households. This is partly because of the reduced amount of programming, however it is also in part due to some parents restricting the amount of television that their children watch.

"I wouldn't really mind if there was no more telly because there's loads of other stuff you could be getting on with like reading a book."

Girl, Year 4, England, ATT household

Children watch a mix of adult and children's programmes, receiving different benefits from both. Children's television provides relaxation and entertainment, whereas adult programmes provide social, family time and a window into an adult world

Children cite pre- and post-school as the most important times to watch children's television; later on in the evenings they are more likely to be watching adult programmes, often with the rest of the family. Children say they like to watch television in the main family room during the afternoons and evenings because they are with their siblings or family, and also because the television set in the lounge has cab/sat or digital terrestrial television and because the set in their bedroom, if they have one, does not. However, children say they often watch by themselves in their bedroom in the morning or late at night (most children we spoke to said they have their own television set in their bedroom).

Younger teenagers

Children's television is not very important to younger teenagers. They say they currently watch very few programmes on children's television, preferring adult soaps and reality television shows. This is partly because many teenagers aspire to programming which has adult themes and partly due to the lack of programmes and channels aimed at teenagers. Teenagers do not think that any of the children's channels on digital terrestrial or slots on analogue terrestrial television are aimed at them or cater to their needs. Those children with cab/sat think that only Trouble and some of the music channels such as MTV are aimed specifically at them.

Some younger teenagers (particularly girls and teenagers in analogue terrestrial households) consider other media such as the internet or mobile phones as more important. This is mainly due to socialising with friends becoming more important at this age, and online applications such as MSN messenger, and mobile phones allow them to keep in touch with their friends.

2. Overall satisfaction with children's television

Satisfaction with current children's television amongst children, parents and younger teenagers varies according to two key variables: television platform and age of child.

By television platform

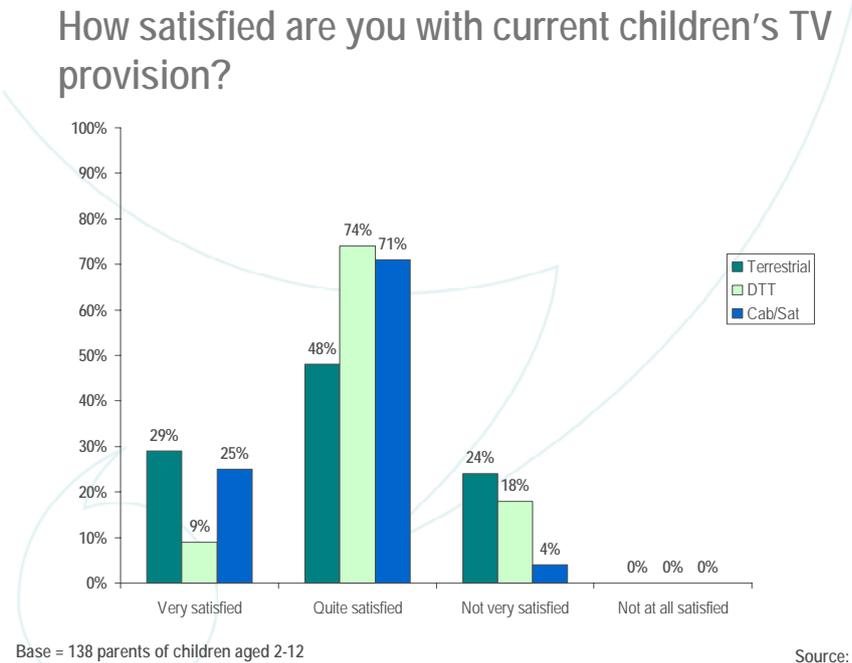
Generally, parents and children from cab/sat households are the most satisfied with children's television; they perceive there to be a wide range of channels and programmes available to children throughout the day (and night). However, parents think there is a lack of variety within the drama genre, too few factual programmes and too many cartoons. Children from cab/sat households are very satisfied with the amount, availability and range of children's programming available to them.

Parents from digital terrestrial homes tend to be fairly satisfied with the range and very satisfied with the quality of programming available to their children. They are very satisfied with the provision of pre-school programming on CBeebies, which they consider to offer a good variety of high quality programmes. CBBC is also perceived to produce high quality programmes. This channel appeals to 6 to 8 year olds, but due to the diverse range of tastes among children aged 8 and over, not all of the programmes appeal to boys and girls aged 8 and over. This parental perception contrasts with the views of some older children aged 9-10 years who enjoy programmes on CBBC. There is some dissatisfaction amongst some parents in digital terrestrial homes with the number of repeats and lack of range within factual programmes, e.g. they think there are fewer factual programmes compared to other children's genres, as well as not enough drama programmes. Parents think that there are not many programmes on CITV for older children, perceiving there to be a large volume of cartoons and a lack of range of programmes for older children.

Children with digital terrestrial television are less satisfied with the range of children's programmes available to them and the airtime devoted to children's programmes compared to children with cab/sat television. Children up to around 10 years old say they enjoy programmes on CBBC. CITV is more appealing to younger children and some older boys who enjoy cartoons, however this channel lacks appeal for older girls, and some older boys, due to the lack of range of programming they see to be aimed at older children.

The views of parents with analogue terrestrial television are polarised with regards to their levels of satisfaction. Some parents in analogue terrestrial homes have explicitly chosen to restrict their and their children's television viewing and so are happy with the volume and content available to them. Other parents, whilst happy with the quality of the content on children's television, do not think there is enough programming overall for children, especially for children over 8 years old. Children with analogue terrestrial television are less satisfied with the range of children's programmes available to them and the airtime devoted to children's programmes than children with digital terrestrial or cab/sat television.

At the end of the discussions about children's television, parents filled in a questionnaire about their current satisfaction with children's television. The results presented in the chart below show that parents in cab/sat households are more satisfied (96% satisfied overall) than parents in digital terrestrial and analogue terrestrial households overall. Parents in analogue terrestrial households have the largest proportion of both very satisfied (29%) and not very satisfied (24%). This difference of opinion among parents in analogue terrestrial homes is possibly due to the differing attitudes towards television overall among parents in analogue terrestrial home; with some parents restricting the amount of television viewing, whereas other parents are dissatisfied with reduction in children's programming provision. In digital terrestrial households only a very small proportion of parents are very satisfied, this is possibly due to the perceived lack of provision for older children.



Satisfaction with children's television by age of child

There are varying levels of satisfaction depending on the age of children, with a general pattern emerging of satisfaction levels decreasing as children grow older.

Parents of pre-school children are very satisfied with current children's television provision. They consider the volume and quality to be of a high standard on both the PSB and commercial children's channels.

Parents of children aged 5 to 8 are broadly satisfied across all television platforms. Parents in analogue terrestrial and digital terrestrial homes, however, are concerned with the amount and range of programming available to children aged over 8. They do not think that the children's slots or channels

available to them satisfy the diverse tastes of older children. Parents also recognise the difficulty of achieving this with a limited number of channels and slots. Parents in cab/sat households express some dissatisfaction with the lack of range in dramas for older children and an oversupply of cartoons in general.

Parents of younger teenagers have lowest satisfaction levels overall, driven by the low volume of programming available to this age group. Whilst teenagers recognise this gap and express a desire for programmes/channels aimed at them, many are happy with the adult programmes they are watching.

Regardless of their current levels of satisfaction, many parents are concerned with the direction they see children's television heading in, which they perceive to be an increase in the amount of US programming and repeated programmes.

Public Service Broadcasting (PSB)

Participants discussed the role that Public Service Broadcasting has in children's television now and in the future. Parents and teenagers were given a verbal explanation about what PSB is and explanation sheets on PSB purposes and characteristics (see appendix). For children the PSB purposes and characteristics were not explained explicitly to them. Instead, we asked them to think about programmes which were good for them and to define their own criteria for evaluating whether a programme is a good programme or not.

The following table summarises the views of parents and children regarding the role of PSB in children's programmes. These views are explored in detail in this section.

Parents' views	Children's views
Most important aspects: to inform and educate, and to provide programmes children want to watch, and high quality.	Children's definition of quality includes: comedy, interesting characters, good storylines, action/excitement and interesting locations/scenarios.
Satisfaction with current PSB provision varies according to age. Parents of children under 8 feel well served, whereas parents of over 8s think there is limited PSB provision.	Children want a greater range and number of programmes for children in analogue and digital terrestrial households.
Parents think that CBBC appeals to children up to 9-10 years old.	CBBC appeals to children up to 10-11 years old, however some concern over the number of repeats.
Think there is little children's provision on ITV1.	Think there is little children's provision on ITV1.
Do not think that the internet is an appropriate delivery platform for PSB programming.	Most children do not think that the internet is an appropriate delivery platform for programming. 11-12 year old girls and teenagers think the internet can provide a role in providing programming.
Parents want to see more PSB programming for older children.	Children overall are satisfied with the current volume of programming which is 'good for them'. Some older children, particularly in analogue terrestrial and digital terrestrial homes would like more programmes for their age group.

Parents

Parents are surprised to discover that channels other than the BBC have a remit to provide PSB programming for children. Because of this, when discussing the concept of PSB, parents tend to equate PSB with the BBC channels only.

"I'd say BBC One (was best at providing PSB content) because there is nothing on all the other channels."

Parent, Wales, ATT household

PSB is seen as very important amongst parents across all television platforms for children of all ages in all four nations. Parents define 'quality' children's television by referring to PSB purposes and characteristics. Whilst parents see all the PSB purposes as being very important, when encouraged to prioritise, parents consider the most important to be: programmes that help children learn and develop, increase their children's understanding of the world, and programmes that help children be aware of different types of people and alternative viewpoints. Amongst PSB characteristics, well-made high quality programmes, and programmes that help children think for themselves are deemed most important overall.

"The one about the news and current issues is really important to me because my child really likes to watch what's going on in the world... I think they do need to have an understanding of what current issues are and what's going on in the world. Some children maybe don't but I think it's very important."

Parent, England, child aged 9-12

"I think the age group that our kids are, this age group we're dealing with, they're at that age where they're wanting to know more about what is going on around the world and how different people live and where different animals live and things like life cycles."

Parent, Northern Ireland, child aged 5-8

Childminders in particular and some parents see it as particularly important that children's programmes represent diversity and alternative viewpoints in order to make children more aware and consequently more accepting of people from different backgrounds or with disabilities.

"You've got to get children of the youngest age to accept people with disabilities and things like that, and they're introducing that into Balamory, right? And to get them to be more accepting of people so it's not unusual for them. If they're used to seeing things like that on the Television anyway, then it wouldn't be such a big deal, it's something they'll just look at and accept and what have you. So to me that's very, very important."

In terms of PSB purposes and characteristics, parents see it as essential that these are programmes their children want to watch, as they see little point in making high quality, educational programmes if children do not want to watch them. This is considered particularly important in the context of increased competition from both other television channels and other media activities.

"Raven, it's educational but it's funny as well, you can enjoy it as well so that you can chill out watching that."

Parent, Wales, ATT household

Satisfaction with current PSB provision varies greatly according to age of child. Parents of pre-school children are very satisfied with the current provision of PSB programming which they perceive to be well provided for across all platforms and include the BBC channels and *Milkshake* slot on Five. Some of the commercial children's channels, such as Playhouse Disney and Nick JR. that do not have a remit to provide PSB programming, are also seen to offer programmes for pre-schoolers and younger children that possess PSB characteristics. Discovery Kids is also mentioned as a channel that possesses PSB purposes and characteristics. (Some parents are aware that it is no longer aired and are disappointed about this.)

"We just thought that the pre-school, there was all sorts of programmes within the pre-school channel at the moment were really good, we're happy with the quality, there's enough choice of programmes."

Parent, England, cab/sat household

Parents of younger children aged 5 up to 8 are generally quite satisfied with PSB programming for this age group and are able to cite the BBC channels and a number of slots and programmes, such as *Bamzooki*, and *SMart*, as providing PSB programming for this age group.

In contrast, parents of older children aged 8 to 12 years and younger teenagers feel there are a limited number of PSB programmes for these age groups. Whilst parents recognise that some of the programmes on CBBC and the BBC slots appeal to older children, their appeal can be undermined by the amount of repeats. Although parents recognise that there are programmes like *Blue Peter* and *Newsround* for older children, these are seen as limited because they do not necessarily appeal to all children. Parents also recognise the difficulty of appealing to this age group in general, which has more divergent interests than younger children, due to increasing differences between boys and girls and between school years. For example, the world of an 8 year old boy in primary school is very different to a 12 year old girl in secondary school and parents appreciate that providing sufficient PSB programmes which appeal to a wide audience via a small number of channels is very difficult.

Channels

Parents were asked about the provision of PSB programming on the PSB main channels.

The BBC is by far and away the broadcaster seen to deliver PSB programming most effectively, via CBeebies, CBBC and BBC1 and BBC2 children's slots. Programmes such as *Newsround*, *Blue Peter*, *Balamory*, *Tracy Beaker*, *Bamzooki*, *Raven*, *SMart* and *Numberjacks* are all cited as programmes that parents associate with PSB purposes and characteristics. However, although the BBC is seen to provide the most PSB programmes, it is still seen by some parents to not be providing enough PSB programming for older children or younger teenagers.

In Wales, S4C is readily perceived as a PSB provider for Welsh speakers. All parents in Wales are aware of S4C, which is watched by Welsh speakers; they think that the children's programmes are of a high quality and cover a good range of genres with something for all ages. (Most parents and children we spoke to are not Welsh speakers and so do not watch S4C. Some parents think it would be a good idea if S4C could be dubbed into English.)

"We watch S4C as well, all of the children are Welsh speaking so they watch a lot of the Welsh programmes."

Parent, Wales, ATT household

"A massive, massive huge improvement, and they're really fantastic, some programmes out for first language and second language now and sub titles. But it's brilliant everything recently has had a massive revamp as well."

Parent, Wales, ATT household

With regard to ITV1, parents are not aware that it has a PSB remit. When informed, some parents perceive the PSB remit to be slightly at odds with a commercial channel, which is perceived to be driven by the need to attract as many viewers as possible, rather than abiding by a set of public service principles. They therefore believe there is little or no PSB programming on ITV1, although some shows on ITV1 are mentioned as having PSB characteristics, such as *Art Attack*.

There is some concern amongst parents that the BBC is the main provider of PSB programming for children. Parents feel that given the number of children's channels available, particularly in cab/sat homes, children are less likely to come across PSB programming. This is particularly the case with parents of older children, who have less control over what their children are actually watching on television. Some parents also see value in having PSB programming with a different 'tone' to the BBC.

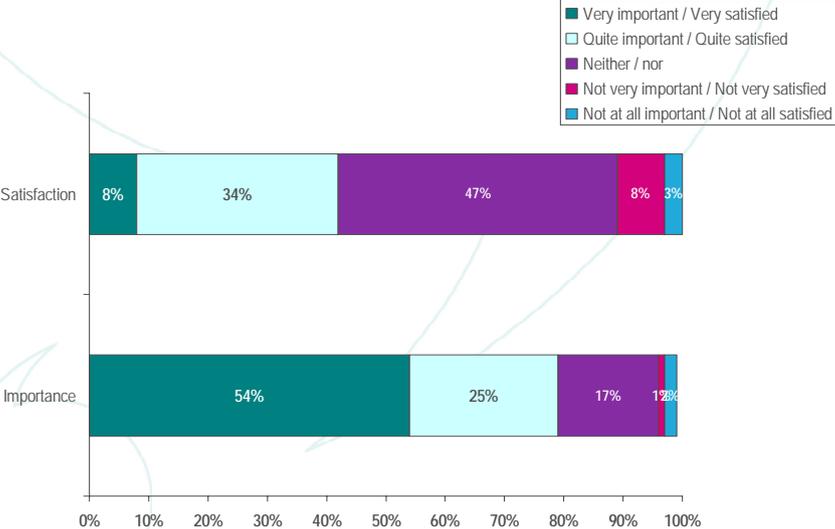
Parents see the key gaps in PSB provision to be around programming for older children and younger teenagers. Parents would also like to see more PSB programmes for children that teach life skills (e.g. cooking, arts, sports). Parents of younger teenagers feel that there is a PSB deficit for their children, in that there are no quality programmes available to them.

With regard to satisfaction with the delivery of PSB purposes and characteristics, although parents are generally satisfied with the quality of programmes and the delivery of programmes that help with learning and development, they are less satisfied when contemplating delivery of new programming made in the UK and the range of programming made in the UK. This is due to the perception among parents that there are not enough UK programmes.

Parents were asked to vote about the amount of children’s programming across the PSB channels. Just over half of parents feel that there is about the right amount, however a sizeable number (around 40%) think there is too little.

At the end of the workshops parents were asked to complete a questionnaire on how important they thought PSB in children’s programming is and how satisfied they were with delivery. The results below show that the majority of parents feel that PSB in children’s programming is important; however, satisfaction with current provision is mixed, with less than half of parents satisfied with PSB delivery. The main reason for this given in the workshops is due to the limited provision of PSB programming, in particular for older children.

**How important is PSB in children’s programming?
How satisfied are you with current overall PSB provision
for children’s programming?**



Base = 138 Parents of children aged 2-12

Source: post-workshop questionnaire

Children

In discussing PSB characteristics with children we asked them to think about programmes which are 'good for them'. Children value those aspects implicit in PSB programming, such as high quality, and agree that there should be a variety of programmes such as *Tracy Beaker*, *Newsround* and *Blue Peter*, that are associated with these characteristics. Some PSB programmes are mentioned as favourites by children, e.g. *Chucklevision*, *Tracy Beaker* and *Shaun the Sheep* alongside other favourites e.g. *Spongebob Squarepants*, *Drake and Josh* and *Hannah Montana*.

Children were also asked to define what makes a good quality children's programme. Children are looking for a variety of elements including comedy, interesting characters, good storylines, lots of action / excitement, and interesting or unusual locations or scenarios. Children perceive programmes such as *Dr Who*, *The Simpsons*, *Tracy Beaker*, *Drake and Josh*, *My Parents are Aliens*, *Spongebob Squarepants*, amongst others, as incorporating some or all of these qualities.

Most children are satisfied with the volume of PSB programmes which are 'good for them', such as *Newsround*, *Blue Peter* and *SMart*. Whilst they believe that these programmes should be aired and form a part of their overall viewing choices, they should not 'crowd out' their favourite programmes. Children across all platforms enjoy programmes on either the BBC slots or CBBC. CBBC appeals to children up to 10 to 11 years. By the time children reach secondary school, most consider the channel to be too young for them. Some older children, for whom the CBBC slot or channel is 'too young', would like to see more programmes aimed at their age range. The biggest criticism levied at CBBC slot/channel by children was the perceived number of repeated programmes.

Younger teenagers

Younger teenagers have similar views on what constitutes quality, citing: realistic, funny, exciting and good presenters / actors and give examples such as *Hollyoaks*, *Big Brother* and *Top Gear*. The PSB characteristics that this age group values most are associated with entertainment, such as high quality, innovative and engaging. The aspects that teenagers value less highly are those they consider less relevant to them or that are provided by alternative sources (such as the internet), for example, programmes that are informing or challenging. In the voting exercises only 13% of teenagers think that programmes that stimulate knowledge and learning are important. This contrasts with the vast majority of parents of teenagers (79%) who think that programmes which 'increase my children's understanding of the world' is important.

Overall younger teenagers are fairly satisfied that some current programmes that they watch (see above) deliver on some core PSB characteristics, such as engaging or innovative. They do, however, recognise that there are very few programmes or channels aimed specifically at them. Parents of teenagers are not very satisfied overall about the lack of programmes for young people, nor with the amount of PSB programmes for this age group.

Reactions to the idea of PSB programming via the internet

Parents, young teenagers and children were asked about the idea of delivering PSB children's programming via the internet.

Most parents feel that while there is potential for the internet to perform a PSB duty, PSB should still be provided via the television set. Firstly, parents point out the fact that not all households have internet access, and so consider it unfair that PSB content should be targeted away from these households. In addition to this, because television is watched passively by children (whereas the internet is seen to be more interactive) it is felt that it would be easier to impart PSB programming to children via this medium. However, some parents of older children and teenagers recognise that their children would like to receive programming via the internet and see benefits in terms of being able to access a greater range of programmes instantly and also recognise that some of them are already downloading programmes and clips from the internet.

With the exception of girls aged 11-12, the vast majority of children prefer television programmes to be shown via the television set. The main reasons for this are: the small size of the computer screen, the less relaxed status of the computer, and the varying speeds of computers which can make viewing difficult. Some also dislike the idea as it would mean they cannot watch with their family. However, the ability to choose programming does have appeal amongst some children. Some of the boys with digital terrestrial television are currently using the internet to supplement their viewing repertoire, for example by going to YouTube to download wrestling programmes.

Girls aged 11-12 and younger teenagers are more open to the idea of PSB being provided via the internet. They spend more time using the internet and are more likely to watch programmes and short videos on sites such as YouTube, they are also attracted by potential for the internet to offer a greater choice of programming which they can control.

Availability of children's programmes and channels

Parents and children discussed the availability of children's programmes and channels (defined in the parent workshops as 'plurality') across television platforms and for different age groups. The concept of plurality was explained to parents in all of the sessions, however no stimulus materials was shown.

Parents

For parents the key aspects of children's television that they view as important are that programmes are of high quality and there is enough variety for different age groups, genders and moods. In this respect they see plurality as important only in the sense that it helps to achieve this. Plurality is seen firstly to ensure quality via different channels competing for viewing figures, and secondly, to ensure variety via different channels showing programmes aimed at different audiences.

"What's important is having a range of programmes spanning all the age groups at a high enough quality [regardless of the number of channels] but it might be that one drives the other one anyway because in order to do that properly you probably can't fit it on two channels, so you probably will need more."

Parent, England, ATT household

Currently, satisfaction with the range of children's channels is relatively high from a consumer perspective, given that most parents have chosen their television platform. However, some parents from analogue terrestrial households do express concern about the low amount of children's programming available on the terrestrial channels. Parents with digital terrestrial or cab/sat television are also concerned about the lack of children's programming on analogue terrestrial television from a citizen's perspective.

The level of awareness of ITV1's decrease in children's provision is, unsurprisingly, highest amongst parents from analogue terrestrial households, but concern is consistent amongst all parents. Parents from analogue terrestrial households do not want to see any further reduction in terrestrial children's programming. This sentiment is echoed by parents with digital terrestrial and cab/sat television from a citizen's perspective.

Parents across all platforms do not want to see a situation arise where the BBC is the sole provider of PSB children's programming, since they feel that this will limit the choice available to children and the lack of competition could lead to the BBC producing programmes which fulfilled the PSB remit, but which had limited appeal to children.

When discussing availability of children's programming, parents feel that it is important to have programming at key times of the day, such as before and after school, the early evenings and weekends. Currently most parents feel that there is adequate provision before school, and for younger children, after school. However, parents in analogue terrestrial and digital terrestrial homes would like to see more programming for older children after school overall. All parents would like to see more programmes for older children that are UK produced dramas and programmes which develop children's life skills, as well as other factual programmes, and programming for the whole family in the early evenings.

Many parents in cab/sat homes dislike the 24 hour availability of children's television. Parents in digital terrestrial homes praise the fact that CBBC, CBeebies and CITV have cut-off times at 6pm-7pm. In an ideal world, parents would like these cut-off times to be a bit later for their older children, for example 8-9pm.

"We felt 9pm was a more appropriate cut off time and we felt that the format should reflect the age of the children who would be watching at certain times of the day, because obviously the older children would be watching between 8-9pm."

Parent, Northern Ireland, child aged 5-8

School holidays are also an important time for children's programming, and parents in analogue terrestrial homes in Scotland and Northern Ireland complain that their holiday times are not taken into account within children's scheduling.

Scenarios

In order to discuss the concept of plurality and some of the issues surrounding this, parents were asked to imagine a post digital switchover future where a certain amount of children's PSB programming was delivered. They were given three scenarios describing alternative ways this programming could be delivered, and asked to choose their preferred option.

The scenarios are:

- **Scenario 1:** PSB programming delivered by BBC1, BBC2, CBBC and CBeebies
- **Scenario 2:** PSB programming delivered by BBC1, BBC2, CBBC and CBeebies, and every other children's channel (including ITV1 and Five) having a quota (e.g. 10%) of its output dedicated to PSB children's programmes
- **Scenario 3:** PSB programming delivered by BBC1, BBC2, CBBC and CBeebies and a new dedicated PSB children's channel, available free-to-air (this could be provided by ITV1, Channel 4 or a new institution)

When discussing plurality, these are the main criteria by which parents judge the three scenarios:

- The range of 'tones of voice', i.e. how many different broadcasters' and providers' voices each scenario would provide
- Current provision in comparison to future provision and what each scenario might add
- Availability and avoidability, i.e. how easily children would be able to find or avoid PSB content in each scenario
- Implications for funding, i.e. the impact a scenario might have on one's licence fee or subscription costs and how fair scenarios would be for parents paying differing amounts for their provision
- Implication for other programming, i.e. whether other programmes would decline in quality as a result of a scenario, for example if more money needed to be spent on PSB programming whether funds would be moved from other programmes

Scenario 1 is felt to be too limited. Although parents trust the BBC to deliver PSB programming, most parents reject the idea of them becoming the sole provider of PSB children's programming as they feel there is a danger of the BBC's quality dropping due to complacency from lack of competition. They also feel that the BBC has a distinct approach / tone of voice and that children should be provided with a variety of perspectives. Some parents also feel that the BBC alone cannot provide sufficient PSB programming for children aged 8 and over and that other providers should be there to ensure that there is a sufficient volume and range of programming for this age group.

*The BBC have got their own way of doing things and they are a bit old fashioned...
They're quite selective about what they do talk about."*

Parent, Scotland, ATT household

"We felt that the current PSB programmes are not very satisfyingour age range are older children, more 9-12 and there is only a small number of programmes which meet the criteria for 9-12s and really things like Blue Peter and stuff like that and they're all on BBC and there is a big problem because ITV1 have stopped doing afternoon programmes."

Parent, England, DTT household

"Well also on the positive side they're a proven provider aren't they, you know, we've agreed that they provide quality programmes already."

Parent, England, cab/sat household

Scenario 2 is seen to have some merits, but is too dependent on the commercial children's channels' ability to deliver this. The appeal of this option lies in the variety that would be offered, both in terms of providing different tones / perspectives, and also in providing for different age ranges and genders. It is felt that competition for viewing figures could lead to better quality, and parents like the fact that children in cab/sat households would be more likely to come across PSB by accident. However, parents do have some doubts about this scenario, namely due to a lack of trust in the commercial children's channels to 'play ball'. For example, would channels just put their PSB proportion on when no one is watching, and

fill the rest of the time with 'rubbish'? Parents are concerned that it would be difficult to find or identify the PSB programmes. There is also a sense that this option would be unfair on those with digital terrestrial television only, who would miss out on some PSB programming despite paying for it via their licence fee.

"Wouldn't it be like looking for a needle in a haystack with kids flicking through the channels and then having access to flicking through and you're thinking okay, what is it that's good for them to watch throughout all these hundreds of channels that we've got."

Parent, England, cab/sat household

"Given the competition they'd have to produce better quality programmes."

Parent, England, DTT household

Scenario 3 has greatest appeal overall, based on parents' assumptions that it would serve to fill the existing gaps in the market, i.e. by providing programming for older children or younger teenagers. Parents also like the scenario as it would be clear where to find 'quality' programming with a different tone to that of the BBC and it would provide a greater range overall. Parents do have some reservations about this scenario. For example, the new channel could struggle to compete with channels without a PSB remit and therefore become a 'ghetto' channel that children avoid. Also the channel may be limited and unable to serve a variety of audiences simultaneously.

"I think a dedicated channel (is the best option) I think that might be of interest to the older group. They might think that's cool, having their own channel."

Parent, Wales, ATT household

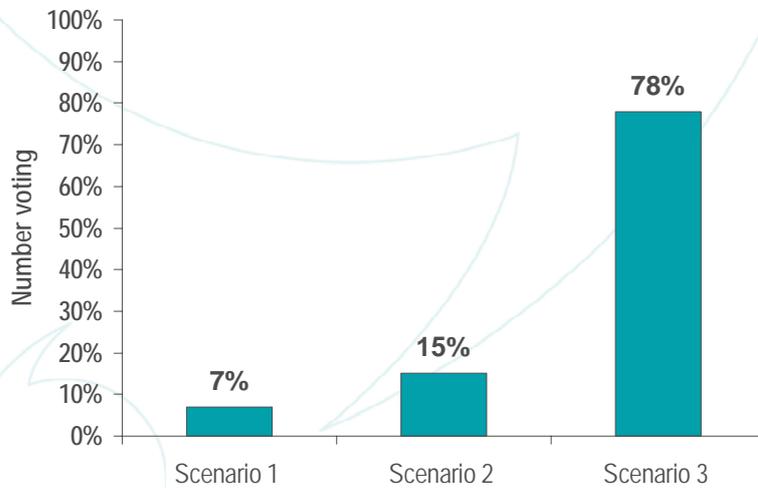
"On the good side, at least you know which channels are dedicated to it and therefore you're not searching through 900 of them trying to find decent programmes"

Parent, England, cab/sat household

Overall, parents feel that Scenario 3 is the future that would best meet the needs of society, thanks to its potential to provide a different tone of PSB children's programming that would be easy to find. Some parents struggle to decide between Scenario 2 and 3, due to the variety the former would offer. It should be noted that many parents did finally decide on Scenario 3 as their preferred future on the assumption that it would plug gaps in existing provision (by providing programmes for older children or younger teenagers).

As can be seen in the chart below, the results of voting by parents on their preferred scenarios reflects the workshop discussions, with the vast majority of parents choosing Scenario 3.

Scenario 3 preferred by far



Base = 137 parents of children aged 2-12

Source: table voting

Children

We did not discuss the scenarios with children due to their complexity. Instead we asked children what they deemed to be important in children's television. Having access to range of age and gender appropriate programming and a range of genres are the most important factors for children overall. The fewer channels children have access to, the more limited the potential is for satisfying these needs. Children's satisfaction with the amount of children's programming decreases, the fewer children's channels they have. The majority of children in cab/sat households believe that the range of programmes and channels is sufficient, whereas many children in digital terrestrial and analogue terrestrial households believe there are too few children's programmes and channels.

"They've got some channels that seem to be aimed at boys, like Jetix and stuff but then the Disney Channel has kind of got more like girly programmes, like Lizzie McGuire."

Girl, Year 7, England, cab/sat household

"In the morning there are children's programmes on and sometimes in the afternoon there is, but in the afternoon if you get a bit bored there are adult programmes."

Girl, Year 4, England, ATT household

The choice of channels or programmes viewed varies according to the television platform the children have at home. Children with analogue terrestrial television know when children's slots are on the main PSB channels and some, but not all, (especially younger children) are aware of what the slots are

called, e.g. *Smile* on BBC1. Children in analogue terrestrial homes do have favourite channels, for example younger children tend to prefer ITV1, mainly because there are more cartoons, which is a favourite genre for this age group.

When switching on the television, children with digital terrestrial television tend to choose their favourite channel and if there is nothing on that appeals, they then flick to find something to watch. Children in cab/sat households choose what to watch either by selecting their favourite channel by number or using the EPG to decide what to watch. A few of the older girls have 'appointment to view programmes', for example *Hannah Montana*.

Children were asked what they thought about the PSB main channels, as well as CBBC and CITV.

ITV1

ITV1 is predominantly watched by children in digital terrestrial and analogue terrestrial households and rarely watched by children with cab/sat television. Most children from all platforms, including analogue terrestrial, have not noticed that ITV1 has stopped showing children's programmes after school. (At the time the research took place this was still a relatively recent change in ITV1's schedule.)

In analogue terrestrial and digital terrestrial homes, ITV1 is more popular with boys than girls, predominantly because there are more cartoons, whereas girls prefer more real life programmes and are more likely to watch CBBC, or BBC1 and BBC2 (depending on which television platform they have at home). Boys with digital terrestrial and analogue terrestrial television are most likely to watch ITV1 at weekends, however some of the girls with analogue terrestrial television aged 9 also watch at this time. The favourite programmes on ITV1 for boys over 8 years old are *Horrid Henry*, *My Parents Are Aliens* and *You've Been Framed*. The boys under 8 enjoy *Mickey Mouse Club House* and *Dr Doolittle*. Girls in digital terrestrial and analogue terrestrial homes over 8 years old enjoy *My Parents Are Aliens*, and girls under 8 like *Bratz*.

Children think that ITV1 should provide children's programmes after school for those children who 'only' have analogue terrestrial television. Children in analogue terrestrial homes claim that they would watch less television if there were no children's programmes on ITV1. The girls with analogue terrestrial television are less concerned about this than the boys since they are less interested in cartoons than boys.

"I'd feel sorry for [terrestrial only children who couldn't watch ITV1] because I think they would get quite bored of the programmes because it's like CBBC and they do repeat their shows quite a bit and on CBBC and BBC1 it's on 3-5.30 and you might want to watch it longer than that but you wouldn't be able to."

Girl, Year 7, England, cab/sat household

BBC1

Whilst many of the children across all platforms claim to watch family or adult programmes on BBC1, such as *Dr Who*, *Match of the Day* and *East Enders*, those who claim to watch children's television programmes on the channel during the week are predominantly those with analogue terrestrial or digital terrestrial television. BBC1 is a favourite channel for girls aged 9-10 with analogue terrestrial television because they enjoy some of the children's programmes, such as *Tracy Beaker* and *MI High*, as well as the soaps aimed at adults. Some of the 10-11 year old girls with digital terrestrial television also consider BBC1 to be amongst their favourites, with some of them mentioning *Blue Peter*, *Newsround* and *Shaun the Sheep* among their favourite programmes.

CBBC

CBBC is watched by children aged 8-11 in digital terrestrial and cab/sat homes. There are some programmes that boys and girls enjoy on the channel, such as *Newsround*, whereas girls enjoy dramas, such as *Tracy Beaker*, and boys enjoy the comedy programmes like *Dick n Dom*, and quiz programmes like *Bamzooki*. Once children reach secondary school (age 11-12) most consider the channel to be too young for them. The channel is also less appealing to younger children primarily due to the lack of cartoons. A major criticism levied by children at CBBC concerns the number of repeated programmes. Programmes such as *Tracy Beaker* and *Chuckle Vision* are perceived to have been repeated many times and this results in limiting the appeal of the channel.

CITV

CITV is mainly watched by children with digital terrestrial television and has greatest appeal amongst boys under 10, due to the high proportion of cartoons. The most popular programmes for boys under 10 are *Horrid Henry*, *Jungle Run* and *Biker Mice from Mars*. Some of the younger boys prefer CITV to CBBC due to the perception that there is more comedy and cartoons on the channel than on CBBC.

Younger teenagers

There are low levels of satisfaction expressed at the current availability of channels and programmes for teenagers across all platforms. Teenagers think that there are very few channels or programmes aimed at them, especially teenagers in analogue terrestrial homes, who find it difficult to think of any programmes which are specifically aimed at them, other than *Hollyoaks*. Teenagers in digital terrestrial homes think that some of the music channels, such as the Box and TMF, are aimed at them and those with cab/sat television think only Trouble and MTV are aimed at them. Teenagers across all platforms think it is important to have programmes for 13-15s because of the current lack of programming available for teenagers.

The 3 different scenarios that were presented to parents, were also presented to the teenagers. Opinions are divided across the television platforms as to which of the scenarios is the best option for 13-15s. Those with cab/sat television like Scenario 2 and think that programmes should be available across all of the channels in order to offer a wide choice of programmes. Teenagers in analogue terrestrial homes prefer Scenario 3 and the idea of a new channel (which they hope would include a significant amount of teen programming). Teenagers in digital terrestrial homes prefer the idea of BBC1 and CBBC producing additional programming because they think that they produce good programmes for all ages.

Range of children’s programme genres

Participants discussed the issue of the range of children’s programme genres available to children of different ages and across the different television platforms. Before discussing genre range, parents and teenagers were shown a montage of children’s television clips. During the discussion parents were given a description of programme genres, a television schedule coded to show the different genres and screen grabs of a selection of children’s programmes from different genres. Children were shown a selection of screen grabs of children’s programmes.

Parents

Genre range is a critical issue for parents. Parents see it as very important that there is a wide range of different genres on children’s television in order to ensure that viewing is balanced and varied and so as to maintain their children’s interest in television. Parents tend not to prioritise single genres, recognising that all have different and valid roles in providing both education and entertainment to children. Genre range is of equal importance regardless of television platform, age of child or nation lived in.

“It’s important to everyone to get a good mix that gives you choice.”

Parent, England, ATT household

“I think a range of all genres is important because if you just said ‘right, I think this is important’, they’re going to want to see the other, because they really do need to make their own minds up. They need a bit of everything.”

Childminder

The following tables summarise the varying satisfaction levels regarding genre range among parents and children by television platform and by age of child. These satisfaction levels are then explored in more detail below.

Satisfaction with genre range varies by television platform

TV platform	Parents' views	Children's views
Analogue terrestrial	Satisfied within limited amount of programming, but want more dramas and factual programmes	Too few cartoons, dramas and nature programmes
Digital terrestrial	Range satisfactory but balance across channels is uneven. Want more dramas and factual programmes	Too few dramas and nature programmes
Cab/sat	Range satisfactory, but lack of	Satisfied with range and enjoy

	diversity within US dramas. Would like to see more UK dramas. Too few factual programmes and too many cartoons	US dramas, but would like more nature programmes
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Satisfaction with genre range varies by age of child

Age of child	Parents' views	Children's views
Pre-schoolers	Very satisfied with variety provided across all platforms	NA
5-8 year olds	Satisfied with current mix but would like more factual programmes	Satisfied with current mix, but would like more nature programmes
8-12 year olds	Fairly satisfied, but want more factual programmes and variety of dramas	Generally satisfied, but want more nature programmes and dramas
Teenagers (13-15 years old)	Not satisfied due to lack of programmes aimed at teenagers	Dissatisfied with lack of programmes aimed at them

After discussion, the majority of parents do not think that there is sufficient provision of factual programming across all platforms, and drama programming in analogue terrestrial and digital terrestrial households. Those parents in cab/sat households think there is a high volume of dramas, however they perceive them to be mainly US programmes and would like more UK dramas.

"There's very little live action factual anywhere in there [the television schedule shown] is there? If you take out one channel, the BBC, that halves the amount that's available to you."

Childminder

In analogue terrestrial households, parents are fairly satisfied with the genre mix; their main criticism is the small amount of children's programming on the terrestrial channels overall, which results in less choice for their children. Parents in digital terrestrial households feel that the balance is satisfactory overall across the channels; however, the split across commercial (e.g. CITV1) and the BBC channels, CBeebies/CBBC, is seen to be unequal, since CITV1 is perceived to air a greater proportion of cartoons and a less diverse range of genres compared to CBBC.

"Certainly on CBBC, there's a real mixture of all the categories, they do seem to intersperse the programmes almost deliberately between the categories."

Parent, Scotland, DTT household

Parents in cab/sat households are satisfied with the genre range available to them, but do feel that diversity is lacking within the drama genre.

Parental views on the importance of each programme genre were discussed in detail and the findings are presented below.

Drama programmes are seen as important for their relevance to children's everyday lives and their potential to educate children about different social and moral situations. Parents feel that such programmes are especially useful for children as they get older, but stress the importance of showing age appropriate content, especially when dealing with sensitive issues and current affairs. For example *Tracy Beaker* deals with sensitive issues; however some parents think that this programme is unsuitable for some of the younger children who watch it due to a concern that it could encourage children to misbehave.

"[Dramas are good because] they bring up real life issues to talk about... Children can relate to some of the relationships in there."

Parent, Wales, ATT household

Parents do not consider the quantity of drama programmes to be sufficient in analogue terrestrial and digital terrestrial households. Parents in cab/sat households, where there are a large number of dramas available, feel that the diversity within the genre is not wide enough. They think that there are too many similar US shows, such as *Lizzie McGuire*, *Hannah Montana*, which are perceived to have a light-hearted tone and a lack of dramas which deal with more sensitive issues affecting older children, e.g. family relationships, bullying etc.

Parents feel that **factual** programmes are of great importance to children for challenging, stimulating and educating them. Parents recognise that their children might not always want to watch these programmes as a matter of preference and emphasise the need for such programming to be engaging. It is also important to parents that factual programmes are pitched at a level that children can relate to, for example *Newsround* is felt to do that well. Parents are generally satisfied with the quality of these shows; however they do not feel that there are enough factual programmes available to children in general, particularly for children aged 8 and over.

"If something comes up at school then they'll be able to talk about it and know more about what's going on."

Parent, Scotland, cab/cat household

"I think it must be the people that run these programmes are frightened that advertisers will think that kids will switch off factual programmes so they don't bother showing any of them on the commercial channels."

Parent, Scotland, DTT household

Opinions are divided as to the value of the **light entertainment** genre, with many parents regarding it as important as it provides simple fun comedy, and allows children to be children. Others feel that the current offer is too 'silly', although they recognise that their children enjoy programmes in this genre, such as *Dick n Dom* and *Basil Brush*.

"Even if we think Dick and Dom and Basil Brush is a load of trash, it's entertaining for them and they're kids and they should have that and enjoy it."

Parent, England, ATT household

Cartoons is seen to provide valuable relaxation and light hearted viewing for children and visually fuels their imagination. It also provides humour and a sense of fun which is essential for keeping children's viewing 'young'. Cartoons are also seen as capable of providing a moral message to children; however, many parents feel that there are too many cartoons on television, especially in cab/sat households. Parents consider the cartoons to be of high quality that are either from their childhood, such as *Scooby Doo*, or ones which appeal across different age groups, such as *The Simpsons*. Some parents think that some of the modern cartoons, such as *Ed Edd and Eddy* and *Spongebob Squarepants*, are silly and do not understand them, however, they recognise that their children enjoy watching them.

"But they do teach social values, there's always some sort of moral that pops up at the end, the way they treat one another."

Parent, England, cab/sat household

Parents in analogue terrestrial homes think that pre-school children are relatively well served by programming on BBC1, BBC2 and the *Milkshake* strand on five. Parents with digital terrestrial television are very satisfied with the range of pre-school programming on the dedicated pre-school channel, CBeebies, as well as valuing *Milkshake* on five. Parents with cab/sat television are very satisfied with the wide range of pre-school programming available to them both from CBeebies, *Milkshake* and the commercial children's channels, such as Nick Junior and Playhouse Disney. Parents of pre-schoolers across all platforms particularly value CBeebies, which is perceived to offer a wide range of high quality programming. They also like the fact that there are no advertisements on this channel/slot.

The range of programming aimed at pre-schoolers is perceived to be diverse both within and across the genres. Parents of pre-school children believe that many of the programmes aimed at pre-schoolers

have an implicit educational content which they value. For example, within the cartoons genre there are cartoons which help children learn a language, such as *Dora the Explorer*, provide moral messages, such as *Noddy*, and help children to count, such as *Number Jacks*.

"I think there's a great range. You've got the Art Attack, you've got Tickabilla. You've got your more sort of story types like Charlie and Lola and (programmes about) how things work.."

Parent of pre-schooler, Scotland

Parents would also like to see some changes within the current genre mix overall:

- A greater range of dramas (especially in cab/sat homes which have a large proportion of US dramas which are perceived by many to have too similar a light-hearted tone) and a greater volume (especially in digital terrestrial and analogue terrestrial homes);
- More factual programming covering a range of skills;
- A better range of light entertainment programmes;
- Fewer cartoons (especially in cab/sat homes);
- Improved scheduling of genres after school in analogue terrestrial homes, i.e. pre-school (until 3pm), cartoons (3-4pm), light entertainment / drama / factual (4-6pm). A seasonal mix of genres, i.e. more factual in the autumn / winter when children are more likely to be watching television.

Overall, whilst parents are broadly satisfied by the current genre mix, some are concerned that the balance may become skewed towards cartoons, whereas they would prefer more factual or drama programmes.

There are a number of gaps in current provision that parents would like to see filled:

- More drama programmes for older children, particularly ones dealing with relevant issues such as bullying and sex education
- More factual programmes, particularly on topics such as nature / wildlife, life skills (for example, cooking) and the environment for all ages of children
- More sports programmes for children of all ages
- More programmes that the whole family can watch together, e.g. family films, sitcoms etc. Programmes currently enjoyed by the whole family include *Dr Who* and *The Simpsons*
- More tie-ins with the school curriculum so that factual programmes have potential to relate to homework tasks or reinforce topics learnt in school
- More versions of adult factual shows that are redesigned for a child audience, for example programmes such as *Newsround*

"There's very little on to encourage parents to watch with their children and children to watch with parents."

Parent, England, DTT household

“Programmes that could link in with what children are studying in school and complement the curriculum.”

Parent, England, DTT household

Children

Children were asked about their favourite programmes and also about the different programme genres they watch.

Children's favourite programmes, which appeal to younger and older children, are the cartoons *Spongebob Squarepants* and *Fairly Odd Parents*. Both of these programmes include humour which is 'off the wall' and has wide-ranging appeal. Overall there are differences in children's programme preferences by age.

Programmes which are enjoyed by younger children tend to be mainly cartoons, some of which appeal more to boys, such as *Horrid Henry* and *Dennis the Menace*, and others which appeal to girls, e.g. *Bratz*. There are also some programmes from other genres, dramas such as *My Parents are Aliens* and factual programmes, such as *Art Attack*, which are also popular with younger children.

Older boys and girls mentioned both children's programmes and adult or family programmes among their favourites. Programmes which appeal to older boys and girls include *The Simpsons*, *Doctor Who*, *The Suite Life of Zack and Cody* and *Drake and Josh*. Dramas which are favourites with girls include *Tracy Beaker*, *Hannah Montana* and *That's So Raven*. Some older boys also cite *Pimp my Ride* and football programmes as favourites.

Many children want to be able to watch a variety of different sorts of children's programmes. Children across all platforms and ages say that they would get bored if they watched the same type of programme all of the time. This is despite some of the younger boys predominantly watching cartoons. Children appreciate that other children may enjoy different programmes from themselves and think it is important that there are programmes which appeal to all.

Children have different moods which they want to be reflected in the types of programmes which are available to them. For example the slot directly after school is a 'vegging out' and relaxing time for many children and they typically want programmes which are entertaining and not taxing, such as cartoons. However, after this initial recovery period some children are looking for programming which is more interactive and stimulating, for example a comedy or a drama.

Children value the different genres for the different roles they play, but most have favourite types of programmes. Age and gender also influence genre preferences.

Cartoons

Cartoons are enjoyed by children across all television platforms and ages. However, the popularity and volume of cartoons watched varies across age and television platform. Cartoons are more popular with boys than girls, and girls begin to show a preference for 'real life' programmes at age 7 whereas for boys this transition tends to begin at age 9. Cartoons are the favourite genre for young boys (under 9s) whereas other genres are preferred by older boys and all girls. As children get older, they tend to only watch a small selection of cartoons which are 'really funny', such as *Sponge Bob Square Pants* or *Fairly Odd Parents*, or those which appeal across a wide age group, including appealing to adults, such as *The Simpsons*. Girls and boys under 9 and the slightly older boys from analogue terrestrial households want more cartoons on television in the future, whereas older children think that there are too many cartoons on television. Those children in cab/sat households are satisfied with the current volume of cartoons and want a similar volume of cartoons to be available in the future. Children are currently satisfied with the range of cartoons available and each age group, and boys and girls have a selection of favourite cartoons.

"I like Dennis the Menace because he's naughty, silly and funny."

Boy, year 2, England, DTT household

Drama programmes

Dramas are popular with girls and boys over 8 years old. Favourites include UK based dramas such as *Tracy Beaker* and *My Parents are Aliens*. Girls aged 7 and over prefer 'real life' people programmes to cartoons; they are more interested in relationships than boys and some of the girls aspire towards some of the female characters because they are 'funny' / 'pretty' / 'clever'. Examples of aspirational characters include *Tracy Beaker*, *Lizzie McGuire* and *Hannah Montana*. Boys enjoy the comedy dramas such as *Drake and Josh* and *The Suite Life of Zack and Cody*, although they will also watch some of the dramas which have a female protagonist. This is particularly the case for boys with analogue terrestrial television who watch *Tracy Beaker*, partly due to the limited choice available. Children with cab/sat television are very satisfied with the range and volume of dramas, however those with analogue terrestrial and digital terrestrial television think there are too few dramas and a limited range of programmes within this genre and would like these issues to be addressed in future.

"[What makes a good programme is when] they're your age because you can relate to them and their problems... Lizzie McGuire always has a moral at the end of the story, like something you can learn from it."

Girl, Year 7, England, cab/sat household

Among children from all platforms the UK drama *Tracy Beaker* stands out as a favourite programme, especially for older children. It is seen to be different in tone to the US dramas, described as 'real' and

'hard hitting', rather than escapist. However, it is suffering from repeat wear-out and many children commented that they were getting tired of seeing the same episodes again and again. This issue is accentuated in analogue terrestrial and digital terrestrial households where there are not as many dramas to view overall.

"It's quite good because it shows kids and care and the actual reality in what they do to try and get in touch with your parents but your parents don't really want them or like their parents can't really handle them and things. And it explains to you what those people are going through and why you shouldn't be nasty to them and things and it helps you understand what they're going through."

Boy Year 6, Wales, cab/cat household

Light entertainment

The children subdivided the light entertainment genre into two types of programmes – quizzes / competition programmes such as *Raven*, *Bamzooki*, and comedy programmes such as *Dick n Dom*, *Basil Brush* and *Chuckle Vision*. Some of the most popular programmes in this subgenre are *Dick n Dom* which is enjoyed because of the slapstick humour and anarchic behaviour of the two hosts and *Chuckle Vision* (preferred by younger boys). Other comedy programmes have mixed appeal; for example some boys under 9 enjoy *Basil Brush*, whereas some older boys do not find it funny. Boys across all platforms would like to have more programmes in this subgenre, which is perceived to be mainly provided by the BBC. This subgenre has less appeal for girls across all platforms, some of whom describe the slapstick humour as being 'silly' or childish and would prefer it if there were fewer of these programmes in future.

The quiz / competition subgenre appeals to boys and girls, however they enjoy different types of programmes within this genre. Boys prefer the more physical competitions such as *Jungle Run* and those which are technical, such as *Bamzooki*. *Bamzooki* is particularly popular amongst boys under 9 who enjoy the computer generated graphics and the concept of building your own creature to compete against others.. Some of the girls like competitions which test relationships, such as *Best Friends* and *Hider in the House*, however these are less popular with boys. Some of the boys would like to see more quizzes/comedy programmes in future, however, girls are happy with the current volume of these programmes. There are no differences expressed by television platform.

"I like Hider in the House because they have to do tasks and there's all these challenges that they need to do and they're competing and next time they're different."

Girl, Year 6, Scotland, cab/sat household

Factual programmes

The factual genre was subdivided by children into programmes which explain what is happening in the world, for example *Blue Peter* and *Newsround*, and creative programmes such as *Art Attack* and *SMart*. The 'what's happening' subgenre polarises opinion amongst children. Some children value having different aspects of the world explained to them in a way and a language that they can understand, whereas other children prefer to watch programmes which focus more on pure entertainment. There are mixed reactions to *Blue Peter* which has appeal to some children.

"On Blue Peter they go on missions and they find all different sorts of animals and it makes you learn about all sorts of animals."

Girl, Year 2, Wales, cab/sat household

The children who like *Blue Peter* particularly enjoy visiting different places and watching the challenges and competitions. Those who are critical of *Blue Peter* describe it as 'boring'. There is also some criticism of the presenters for talking too much and being over enthusiastic. *Newsround* also polarises opinion amongst children. Those who like *Newsround* appreciate being told what is happening in the world in words and pictures that they understand and the fact that the programme is brief; however, other children find it 'boring'.

"When you watch the news with your Mum and Dad, quite a lot of it you won't understand but on Newsround there was stuff about getting abducted, and I didn't understand that when it was on BBC but then I was watching CBBC and Newsround came on about it and then I started to understand."

Boy, Year 4, Scotland, DTT household

The art programmes (*SMart* and *Art Attack*) appeal to some children under 9, however these are often perceived to be aimed at too young an audience for many older children. Children of all ages value these programmes and some are nostalgic about having enjoyed watching and making things when they were younger.

"I'd like to have more programmes like Art Attack because you see on them it teaches you stuff that you can actually do in your house quite easily, like Art Attack's teaching you how to make these tissue box stuff and stuff for your door and Smart teaches you how to draw stuff."

Boy, Year 4, Scotland, DTT household

Children from all television platforms think that there is a role for factual programmes and even if they may not personally choose to watch them, children recognise that other children value these shows. However, some children across all platforms perceive there to be a gap in this genre in terms of animal

and nature programmes for all children, and sports programmes and 'gadget' programmes for older boys and would like to see these programmes in the future.

Teenagers

Younger teenagers recognise the fact that many of the programmes they watch on television are not necessarily aimed at their age group. Favourite programmes that teenagers mention include adult soap operas such as *Hollyoaks* or *EastEnders*, reality television shows such as *Big Brother*, *Grease is the Word* and *The Apprentice*, dramas such as *Footballers Wives* and *CSI*, factual programmes such as *Top Gear* (appeals to boys) and some children's programmes such as *Tracy Beaker*, *Lizzie Maguire* and the pre-school programme *Lazy Town*. Those teenagers in cab/sat households also enjoy music channels such as MTV and TMF. A few teenagers watch programmes on children's television, particularly those with younger brothers or sisters, but are quick to criticise such programmes as being too 'childish' for their age group and would like to see more programmes for their age group.

"There's not enough programmes [for our age group]. Other children's programmes, there are about ten channels."

Boy, 13-15, Wales, cab/sat household

New programmes and repeats

Participants discussed the importance of having new programmes and episodes of new programmes in children's television.

Parents

The amount of repeats on children's television is spontaneously mentioned as an issue by parents across television platforms, although completely new programming does not arise as an issue until prompted.

Parents see it as important not to show too many repeats on children's television as they feel that children will become bored and disengaged. Many parents also object to paying (via their television licence or cab/sat subscription) for a television schedule they see as full of repeats. However, most parents do recognise that repeats are enjoyed by many children and can play a valid role in reinforcing messages, particularly for pre-school children. Therefore parents are not looking to abolish repeats altogether, but simply want to limit the volume so that there is a better balance of repeated and new episodes of favourite children's programmes. Overall, this is an issue which increases in importance for parents as their children grow older.

"I don't want to feel that I am being cheated. We pay a licence fee and I don't want to see a programme that's 20 years old for my kids."

Parent, England, DTT household

In terms of completely new programming, many parents do see it as important to show new and innovative programmes on children's television (although this is not seen as important as other issues discussed). Parents want to keep children's viewing content fresh and stimulating and to reflect the changing interests and attitudes of children today. It is seen as important to keep programming up to date (particularly for the teenage audience) in order to capture and maintain children's interest in television altogether, given the amount of competition television faces from more interactive media, such as the internet, mobile phones and video games.

Satisfaction levels around the amount of new programming are relatively low with parents across television platforms who are disappointed with the amount of repeats on children's television. Satisfaction around the amount of completely new programmes (with new ideas or approaches) on children's television is also low, and parents of older children feel there are too few for this age group, which results in them watching programmes for an older audience instead.

I've got one [child] who's at home and one's at nursery ... the other one comes in and wants to put something on the little one's already watched, it's like but I've already seen that, and you did about two hours ago."

Parent, England, cab/sat household

Parents would welcome new episodes of existing high quality programmes, particularly of dramas such as *Tracy Beaker*. They appreciate the continuity and relate positively to programmes where children are able to grow up alongside the characters. Some parents would also like to see the return of some older programmes such as *The Really Wild Show* or *Grange Hill*, seeing a gap in the market for such shows. Alternatively many parents would like to see updated versions of older shows, and cite *Art Attack* as working as a successful revamp of *Hart Beat*. Parents feel that the regeneration of such programmes could lead to increased collective family viewing thanks to the nostalgia and familiarity parents would have with such programmes.

"Art Attack, it's more modern, it's still the same thing, just a different way round of doing it."

Parent, Northern Ireland, child aged 9-12

Parents would welcome new programming on children's television as long as it plugs the gaps in the current provision, i.e. drama or factual programmes for older children and younger teenagers. However, some parents are fearful that any potential requirement for new programming could lead to some channels buying in cheap US programmes to fill these perceived gaps in the current provision. It is therefore of prime importance to parents that new programming is commissioned with these gaps in mind.

Children

There is a range of responses to the amount of repeat programming amongst children. Younger children (aged 5 to 8) are most tolerant, indeed, welcome repeats. Older children, while happy to watch their favourite programmes more than once, are less tolerant of lots of repeats. This is partly due to the types of programmes which young children watch being predominantly cartoons, which they are happier to see repeats of. Much of the enjoyment of cartoons is usually based around humour and visual stimulation/action, which can be enjoyed several times. Whereas the more real life programmes enjoyed by older children have a shorter 'shelf life' because the entertainment/enjoyment relies on the storyline or finding out about something which, once experienced there is little perceived benefit from repeat viewing. Older children and younger teenagers spontaneously mention repeats as an issue across all television platforms, with *The Simpsons* and *Tracy Beaker* identified as being repeated particularly regularly.

"The Simpsons gets boring after a while because you've seen every one of them. They're not making any new ones."

Boy, Year 7, Northern Ireland, ATT household

"Why do they not give us programmes that have never been on before? Like sometimes they give us things like MI High, but they put on Best of Friends all the time."

Boy, Year 4, Scotland, DTT household

"The ones (programmes) you find funny like you just keep on wanting to watch again and again."

Boy, Year 6, Wales, cab/sat household

"Repeats are annoying – like SpongeBob is on every two minutes! You turn to one channel and you put it on for a second, you go back to it and it's SpongeBob and they put Spongebob on seven times in one day... It's so boring."

Girl, Year 7, England, sat/cab household

Children believe that there are very few new programmes or new episodes of existing favourites on their channels/slots, and would welcome more new and innovative programmes, such as *Bamzooki* and more animal programmes such as *Extreme Animals* as well as more sports and gadget programmes. Younger children from analogue terrestrial or digital terrestrial households would like to see more cartoons and older children from these platforms would like to see more new dramas. However, having completely new programmes is not a crucial issue for them, whereas repeats are. Children typically prefer new episodes of existing programmes to completely new programmes because they are familiar and like their favourites, whereas new programmes may not necessarily appeal.

Younger teenagers

Younger teenagers would like to see more new programmes for their age group, particularly in the genres of reality teen television, sports, teen cartoons and films. They also recognise repeated episodes as being an issue on television.

Country of origin of children’s programmes

Participants discussed whether the country of origin is important for children of different ages. Parents and teenagers were shown television clips from a locally produced and a US produced drama as well as a television schedule which highlighted the country of origin of children's programmes across analogue terrestrial, digital terrestrial and cab/sat channels. Children were shown a selection of screen grabs from locally produced and US children's programmes.

The following table summarises the views of parents and children. These views are then explored in detail in this section.

Parents' views	Children's views
Important to have a balance of UK and imported programmes	Very little concern about country of origin - appeal of the programme is most important
Country of origin most important for drama and factual programmes aimed at older children	Some older children see benefits of UK programmes

Parents

Country of origin arises as a spontaneous issue amongst some parents, particularly those from cab/sat homes, some of whom are concerned by what they see as an influx of US programmes which are perceived to be ‘American trash’ on children’s cable and satellite television over recent years.

“[I watched] Drake and Josh. Most of the programmes like that are American aren’t they, which surprised me. I thought there would be more English programmes on English television.”

Parent, England, DTT household

This is not seen to be as important an area overall as, for example, quality or PSB provision is. Although country of origin is not in the top 3 most important issues for parents, there is currently a low satisfaction rating for this issue. However, the country of origin is an important issue for certain genres and age groups. Many parents feel it is important to maintain a balance of UK and imported programming and would not like the amount of UK programming to decrease further.

The importance of country of origin is fairly consistent across television platforms, but increases in importance amongst parents as their children get older. Country of origin is seen as less important for pre-school children as many of these programmes do not make very explicit references to the country of origin. However parents of pre-schoolers think it is important for pre-school children to hear English as spoken in the UK and some parents react negatively to pre-school programmes with US accents.

"They can't always relate to it, can they? It's like Barney, some of the things on Barney, I don't think our kids have got a clue what they're talking about."

Childminder

The importance of country of origin also varies by genre, with parents feeling it is a more important an issue for drama or factual programmes than cartoons, with most parents feeling that country of origin is not an issue for cartoons, which are not trying to reflect real life.

"If they're cartoons, it doesn't matter where they're shown."

Parent, Scotland, DTT household

Parents feel that it is important to show UK produced programmes on children's television for a variety of reasons. They feel children should be able to relate to the programmes as reflective of their own lives and circumstances, and at a broader level, they also want their children to watch programmes that reflect UK culture, be that UK attitudes or a UK sense of humour.

"You want your kids to see what life's like here, not necessarily what life's like somewhere else. There's the educational side to see how other people live but in general in drama it's what happens here that counts."

Parent, Scotland, DTT household

"I just think the British humour is much better than the American sense of humour."

Parent, Scotland, cab/sat household

Satisfaction

The discussion with parents and children then focused on UK and US dramas. The following table summarises the views of parents and children about UK and US children's drama programmes.

Parents' views	Children's views
Some dissatisfaction with the amount of US dramas	Children enjoy current US dramas
Some dissatisfaction with the range within US dramas	Children think there is a range within US dramas with programmes for older boys and girls

Most parents feel that UK drama programmes are more realistic than their US counterparts. They are described as *"gritty"* and *"raw"* and some parents feel that it is important that children watch such *"hard hitting"* programmes that deal with the realities of life (other parents strongly disagree with this sentiment). Some parents also express a desire for UK comedy style dramas that are softer in tone than the current US comedies.

"The American way of life and our way of life is just poles apart and what we want our kids to learn is our way of life, and the dramas like Tracy Beaker are more to do with the every day reality of kids hating and liking and divorce and stuff like that. They'd probably be more applicable."

Parent, Northern Ireland, DTT household

"That's a bit more hard hitting (Tracy Beaker) and more real, whereas that (That's So Raven) seems more manufactured."

Parent, Wales, ATT household

"I think they're better watching a programme like an American drama programme than an English one because of the likes of Coronation Street or EastEnders are too realistic sometimes."

Parent, Northern Ireland, cab/sat household

Some parents find aspects of children's US television very appealing. For example, many parents see US dramas as being more light-hearted than the UK equivalents and like the fact that such programmes offer their children escapism from real life. US dramas are often seen as being more family shows and parents appreciate that they can be watched all together.

"Television is escapism. If I was in a home, I wouldn't be sitting watching Tracy Beaker – that would depress me. I would be wanting to watch Americans. It takes you away doesn't it."

Parent, Northern Ireland, ATT household

"I think the majority of kids shows are young teenage shows in America. They try to promote good family values and they don't have bullying and badness."

Parent, Northern Ireland, DTT household

Some parents like the fact that UK programmes show places that children can recognise and potentially visit in the future. Other benefits mentioned by parents include wanting to support the UK Television industry and the fact that UK programmes can tie in with the UK school curriculum and parents support the idea of children having UK role models they can grown up with (Ant and Dec were mentioned as examples).

Whilst parents see the benefits of showing imported programmes on children's television in order to teach their children about other cultures and viewpoints, they do not want these programmes to come exclusively from US, since this limits children's exposure to viewpoints from other countries.

Some parents dislike some of the US programming, particularly those in cab/sat households where there is a higher proportion of US programmes. Individual programmes were not singled out for criticism, and parents refer to US programmes generically. These parents criticise US dramas for being 'false', 'cheesy' and 'exaggerated'. A number of parents also dislike the canned laughter and studio sets featured in some US children's programmes.

Many parents are also concerned about the increase in children using US slang and accents and attribute this to the influence of television. Childminders also comment on the increasing number of children they look after who do this.

"[It's important to show programmes made in the UK because of] keeping the language as you learn at school, because they do start to copy it and use slang words and stuff and there's enough slang words in English without having to go down the American route."

Parent, England, cab/sat household

Some parents feel that many US programmes encourage materialism and unrealistic expectations, showing only characters from affluent backgrounds and placing emphasis on material goods. There are also concerns about the commercialisation on US channels.

"It is a very middle class America and it's all the perfect house – it's all a bit too much, and it makes our kids want more. They are never content; they always want the next thing."

Parent, Scotland, cab/sat household

"I find that everything's very Americanised and it's like sell, sell, sell. And oh, I like that, they have this latest dolly, the latest Barbie or whatever and I'll tell my mummy I want one of those. And it's I want, I want, I want. And I think that's very bad, that they're seeing all that and then wanting it, a very Americanised selling idea."

Childminder

There is a perception amongst parents, particularly from cab/sat households, that it is the US programmes that are the ones that are frequently repeated.

Parents also recognise that given the bigger budgets available, some of the US drama programmes are of higher quality (in terms of production values) although this is not seen as at all consistent across programmes.

Parents would like to see more programming from other countries than US in order for their children to learn about other cultures and lifestyles. When thinking about the ideal country of origin mix, most parents are looking for a balance of UK, US and other imported programmes in order to provide variety for their children.

Overall, satisfaction with the amount of current UK programming is relatively low. When asked to vote on the issue of country of origin, 70% of parents consider the amount of UK produced programmes on children's television to be too little (this figure rises amongst parents from cab/sat households and parents of younger teenagers). A further quarter of parents feel it is about right, and 5% are not sure, but no parents feel there is too much, which indicates overall a desire for more UK produced programmes.

However, parents from all platforms are satisfied with the amount of UK produced programming on the BBC slots and channels, CBBC and CBeebies, which are perceived to provide a good mix of programming from the UK and overseas.

Overall, parents would like to see a balance of UK and imported programmes and they are not satisfied in particular with the current levels of provision of UK drama and factual programmes. However, the most important aspect is the quality of the content. Parents would only want to see an increase in UK programming if its quality is assured.

Nations and regions

Country of origin is the main area where there are differences in opinion among parents in different parts of the UK. Parents in England, Scotland and Wales think it is important to have a good range of programmes made in the UK, whereas parents in Northern Ireland thought it less important. Overall, when discussing the importance of showing programmes that take place in the nations, most parents feel that this is less of a concern than country of origin overall and the balance between UK and US produced programmes.

Parents in Scotland, Northern Ireland and Wales (non-Welsh speakers who do not watch S4C) recognise that there are few children's programmes made or set in their nation and would ideally like to see more, although most say they would be satisfied with seeing more characters or children's presenters from their nation. In contrast, children express little desire to see more programming from their own nations.

"The Welsh presenter has recently gone from Welsh children's to Blue Peter – it's nice to hear a Welsh accent."

Parent, Wales, ATT household

"It means more if it's someone from your own country that you recognise that's presenting."

Parent, Scotland, DTT household

Parents in Wales who are Welsh speakers and watch S4C feel that it is important to show programmes that reflect Welsh heritage and culture and they are generally extremely satisfied with the provision on this front from S4C. Parents and children who watch S4C think the children's programmes are of high quality, with a good range of genres for different ages.

Children

Country of origin is not a big issue for children, who are more interested in whether or not a programme engages them than where it originates. Indeed, most children aged 5 to 8 have very little understanding of where the drama programmes they watch come from (although children aged over 8 are more easily able to identify a programme's country of origin). Younger children tend to prefer cartoons anyway.

When discussing country of origin, some older children value being able to relate to situations and locations within the UK which are depicted in UK programmes, since it helps to reinforce their sense of identity and place. This sentiment is also expressed in terms of programmes being from each of the nations and some children think that there should be programmes from their nation. Some older children feel that it is important to have a mix of programmes from different countries in order to ensure variety. Some older children also think it is important to have access to different parts of the UK through programmes including dramas, for example, having exposure to accents, unfamiliar cities, etc. A small minority of children also think that the UK should be supporting home grown television industry by making more programmes in the UK.

"I just can be proud that we've got programmes from Scotland and the UK."

Boy, Year 4, Scotland, DTT household

"If it's been made in England, it's like your seeing these spots and you know about the sort of things that they're talking about."

Girl, Year 6, Scotland, cab/sat household

Generally, given their relative indifference or lack of knowledge on this issue, most children are satisfied with the amount of UK children's programming.

Children discussed UK and US dramas in detail and found some differences in appeal. Overall, many children prefer the US based drama programmes to the UK dramas. This is particularly so in cab/sat households where children have greater access to and watch a greater volume of US produced drama. However, this preference is in the context of the current landscape of US and UK dramas, rather than a statement about where they would prefer programmes for them to be made.

Whilst several of the children's favourite programmes are US dramas (such as *Drake and Josh*, *The Suite Life of Zack and Cody* and *That's So Raven*), *Tracy Beaker* is the main UK drama to be considered a favourite. *Tracy Beaker* appeals to children at a number of different levels. Younger children enjoy Tracy's cheekiness and the slapstick humour, whereas older children, and particularly girls, are interested in Tracy's situation, her relationships and the challenges she faces.

In general, US dramas are perceived to have better storylines than UK dramas: some children criticise some of the UK based dramas for being predictable and patronising, mentioning *Genie in the House* and *Bel's Boys*. US dramas are also perceived to be funnier than UK dramas. The appeal of the US humour is due in part to the cultural and language differences between the US and the UK, i.e. children are amused by what they consider to be over the top behaviour and different words/sayings, also they see the tone in general to be more light-hearted and easy going with more jokes and slapstick.

The US dramas have aspirational appeal for children: many of them are set in large houses, the weather is often sunny and many of the characters have privileged lifestyles. Children are interested in some of the settings portrayed in US dramas, for example what US schools are like. Some children feel that the US dramas are more up-to-date than UK dramas and criticise programmes like *Tracy Beaker* and *The Queen's Nose* for being quite old. There is also perceived to be a greater variety of dramas from USA, some of which are more appealing to girls (e.g. *That's So Raven*, *Lizzie McGuire*) and some which appeal more to boys (*Drake and Josh* and *The Suite Life of Zack and Cody*).

"I would rather watch something that is set in New York than something that is set in London. I find it more interesting."

Girl, Year 7, England, cab/sat household

However, a few children are annoyed by the US accents, and some younger children find it difficult to understand what they are saying. Some children also criticise the lack of variety in the US drama genre, feeling that there are few dramas which are about the issues which they face or which are down to earth.

Older children enjoy several of the UK dramas and perceive advantages in having programming made in the UK. The UK is perceived to be better than the US at producing programmes which reflect some of the difficult issues and conflicts that some children face. *Tracy Beaker* is cited by many of the children

as a good example of a down to earth programme which deals with challenging issues such as adoption, behavioural problems and disability. *Tracy Beaker* is also praised for its slapstick comedy involving pranks and 'getting one over' on the grown ups as well as being cheeky to adults. Some of the older children (especially girls) think that it is important to be exposed to challenging scenarios and the moral messages which are implicit in *Tracy Beaker*, i.e. the programme is set in a children's home.

Other UK produced dramas which were mentioned spontaneously by some children as appealing are *My Parents are Aliens* and *MI High*. *My Parents are Aliens* is enjoyed by some younger children (under 9) who appreciate the fantasy element of having alien parents and like the simple comedy, for example, getting one over the parents. Some older children think that this programme is a bit 'childish' and 'silly'. *MI High* is appreciated by some of the 9 year old boys from digital terrestrial households who think it has a lot of action and cool costumes / gadgets. Other children either had not heard about it or think it is a bit predictable and not very exciting.

Many older children would ideally want a mix of both UK and US produced programmes in order to ensure that there is a variety of types of drama and that they benefit from some of the positive aspects of home grown children's drama. However, the perceived lack of UK based dramas is not mentioned spontaneously as an issue by children nor is it an issue that children feel strongly about across any television platform when discussed. Children are therefore generally satisfied with the current mix of UK and US programming.

"I don't mind where they're made because as long as the programmes are good programmes, it doesn't really matter where they're made."

Girl, Year 6, Scotland, cab/sat household

Younger teenagers

13 to 15 year olds reflect the attitudes of their younger counterparts in their response to the issue of country of origin. They are more concerned with how much a programme engages them than where it originates, and many prefer the US programmes for doing that, and mention for example *Drake and Josh* and *The Fresh Prince of Bel Air*.

"I prefer American shows because they're so much funnier."

Girl, 13-15, Wales, DTT household

However, teenagers do see the importance of showing a balance of UK and US produced programmes in order to have enough content reflecting UK life. This is important to them because they are more interested in real life in UK than children who are happy with aspirational television. Being teenagers they are on a difficult journey between childhood and adulthood and want guidance as to how to make

this journey and get an understanding of some of the obstacles along the way. However, whilst teenagers perceive a benefit from increasing the amount of UK produced programmes, it is not an issue that they feel very strongly about and it was not mentioned as a spontaneous concern.

Teenagers were asked to vote on their perceptions on the amount of UK produced programmes and there is a fairly even split between those who think there is too little and those who think there is the right amount. In contrast, the vast majority of parents of teenagers think there is too little UK produced programmes and think that having UK produced television programmes is important.

Future provision: Country of origin of children’s programmes

The following table summarises the views of parents, young teenagers and children regarding future provision of UK and imported children’s programmes.

Parents’ views	Children and teenagers views
A balance of UK and imported programmes	A good range of enjoyable programmes – country of origin has little importance
More UK programmes for older children, especially dramas and factual programmes	No strong desire for more UK programmes overall Some older children and younger teenagers saw benefits of UK programmes
Fewer US dramas on cable/satellite channels	Want to ensure can still watch US dramas

Ideal futures

All parents, children and young teenagers were asked to design their ideal future for children's television, using flipchart paper and pens.

Parents

Parents designed their ideal children's television scenario that would fill their perceived gaps in current provision. The key features parents choose include: dedicated channels split by age to take into account the varying requirements of different age children, later programming for older children (up to 9pm), fewer repeats, a balance of fun and educational content, and interactive elements.

In terms of content, parents are looking for more factual programmes on children's television, including nature / wildlife programmes, geography / environmental programmes and historical programmes. They would also like more sports programmes, family viewing (including family / children's films), more comedies / light hearted dramas and more quizzes / team challenge programmes, as well as more real life dramas made in the UK, especially for older children. Parents, especially those in cab/sat households, also want to have a greater proportion of programming to be made in the UK.

With the exception of some parents of young teenagers, the internet was not highlighted as an ideal route for delivering programming in the future, due to the limitations mentioned earlier in this report.

"We wanted to develop the programmes that children in the early stages, the likes of Dora and Mr Tumble with language skills, Dora with Spanish and Mr Tumble with sign language but we wanted to develop them to the next level, and they'd be coming up throughout age ranges, so that Dora's maybe growing up and then the Spanish that she's speaking is increased to the children who are going to learn more, maybe introduce new languages things like that. We want to set up science programmes that will give the children basic first aid awareness, things like geography to learn more about the world around them, nature, recycling, animals, things, we wanted to introduce more kids quizzes."

Parent, Northern Ireland, child aged 5 to 8

Parents of pre-school children are currently very satisfied with the provision of children's programming and the ideal future is to continue with the same volume, mix of programmes and mix of programme country of origin in the future.

Parents of younger children across all platforms would like to see more factual programmes. Parents feel that their children are well served by PSB programming from the CBBC slot on BBC and/or the CBBC channel and would like this to continue.

Parents of older children are reasonably satisfied with current children's programmes. However, they think that there should be more programmes made in the UK, especially dramas and factual programmes, and perceive that there is not sufficient provision of PSB programming for this older age group, because CBBC appeals to children up to around 10 years old but not beyond. Overall, they think that there is a good range of genres and there are some good quality programmes for children. Parents in analogue terrestrial and digital terrestrial homes would also like there to be children's programmes in the early evenings.

Parents of younger teenagers think that there should be more programmes aimed at them and in particular think there is a gap in delivery of PSB programming for this age group.

Children

Children want to see a range of different genres for different aged boys and girls, incorporating new programmes, as well as repeats and new episodes of favourite programmes. Children from analogue terrestrial and digital terrestrial households want more cartoons and dramas and children across all platforms want more nature programmes. Children would be happy with one or two dedicated channels (even in cable/satellite groups) to accommodate each age group, and would like to see a 9pm finish time for older children.

"We said there should be nature programmes and some cartoons and they should be funny and exciting... We said there should be two channels and it's going to be on from 4.30 until 9pm... because that's the time roughly when you've done your homework."

Girl, Year 6, Northern Ireland, DTT household

Younger teenagers

Teenagers are looking for interactivity in their ideal futures, many are looking for the ability to download television to their mobile phone or watch it via the internet. They also would like to be able to choose which programmes to watch and in which order. They would like to see fewer repeats and more episodes of existing programmes or completely new programmes.

3. Appendices

Contents

Stimulus Materials:

- Workshop agenda for parents
- Discussion guide for children
- A colour-coded television schedule showing the range of genres on children's television on a typical weekday afternoon
- Definitions of the different genres
- A colour-coded television schedule showing the country of origin of programmes on children's television on a typical weekday afternoon
- Definitions of PSB purposes and characteristics
- Summary of children's Television provision by channel
- A colour-coded television schedule showing the amount of programmes made since 2005 on children's television on a typical weekday afternoon
- Post workshop questionnaire

Outline Agenda – Parents’ Workshop

Future of Children’s Programming

Session	Objectives/question areas	Materials
Arrival 9.30 – 9.45	Registration	
Introduction and welcome 9.45 – 9.55	<i>In plenary</i> Introduction from lead facilitator (aims and format of the day, agenda, housekeeping, ground rules, etc)	
Table introductions and warm up 9.55 – 10.35 <i>To set context and understand spontaneous views around current children’s TV</i>	<i>In breakout groups [split by TV platform]</i> <ul style="list-style-type: none"> • Table introductions • NB when thinking about your children today, please think about your oldest child • Discussion around pre-tasks: How did you find the pre-tasks? What did you find surprising? What did you learn about your children? What programmes did you watch? What programmes did you enjoy? What did you like about them? • Children’s TV / media habits: How does your child watch TV? PROMPT: <i>Where</i> is your child watching TV? / <i>When</i> is your child watching? / <i>Who</i> is your child watching with? How does TV fit into your child’s life? How important is TV to your child? Why? How does this compare to other media activities? PROMPT: Internet, radio, games consoles, DVDs, magazines, mobile phones etc How much children’s TV is your child watching compared to other TV programmes? What does your child get from children’s TV that they don’t get from other TV? How important is <i>children’s</i> TV to your child? • General discussion about children’s TV [looking for spontaneous views] What is good about current children’s TV? Why? What’s bad about current children’s TV? Why? • What is important to you as parents now? How satisfied are you with current overall provision for children? 	

	<ul style="list-style-type: none"> • How does it compare to children's TV from their youth? • What will be important in the future? • Voting on current satisfaction – Straw Poll – how satisfied are you with current children's TV provision? Very / Quite / Not Very / Not At All 	
Project aims and TV clips 10.35 – 11.00 <i>To set the scene for respondents to take on citizen role</i>	<i>In plenary</i> <ul style="list-style-type: none"> • Presentation about background to Ofcom's research and state of children's programming today • Montage of children's TV clips 	Presentation TV clips
Diversity 11.00 – 11.30 <i>To understand importance of genre range and diversity</i>	<i>In breakout [by TV platform]</i> <ul style="list-style-type: none"> • Explanation of different genres • Mapping exercise – using screen grabs of a range of programmes, ask parents to rank them in order of preference for their children. Look at genre groupings and prompt about reasons for ranking high / low, and commonalities / differences between programmes • Discussion on children's TV genres and importance of each: How important is it that there is a range of different genres on children's TV? Why? Which genres are most important? [spontaneous] Why? How important is each genre and why? <ul style="list-style-type: none"> ◦ Live action – drama ◦ Live action – factual ◦ Live action – light entertainment ◦ Cartoons ◦ Pre-school • How satisfied are you with the current genre mix? PROMPT: range AND most important type of genre • How do you see this changing in the future? PROBE: potential good points / bad points • What would you <i>like</i> to see happen in the future? Why? • How important is this issue? Who (in society) is it most important to? • Flipchart key findings 	Genre description, TV schedule, Screen grabs
Country of origin clips	<i>In plenary</i>	TV clips

11.30 – 1.40	<ul style="list-style-type: none"> 5 minute clips from a) locally produced and b) US produced live action drama 	
Country of origin 11.40 – 12.00 <i>To understand importance of UK production vs. imports</i>	<i>In breakout [by TV platform]</i> <ul style="list-style-type: none"> What did you see as the key differences between these two clips? Which clip did you prefer? Why? How important is it to show UK produced children's TV programmes? Why does this matter? What are the key benefits of UK produced programmes? (focus on live action drama / factual) What are the benefits of imported programmes? How important is it to have a range of different types of UK produced programmes? Why? And how important is it to have a large amount of UK produced programmes? How satisfied are you with the current provision of UK production? How do you see this changing in the future? PROBE: potential good points / bad points What would you <i>like</i> to see happen in the future? Why? How important is this issue? Who (in society) is it most important to? Flip chart key findings 	TV schedule
Feedback to group 12.00 – 12.10	<i>In plenary</i> <ul style="list-style-type: none"> Each table to feed back key findings from their discussion 	
Lunch 12.10 – 1.00		
PSB / Quality 1.00 – 1.30 <i>To understand importance of PSB purposes and characteristics especially programme quality / innovation</i>	<i>In breakout [by age of child]</i> <ul style="list-style-type: none"> Explanation of PSB Hand out sheets on PSB purposes and characteristics and ask parents to give examples of programmes and channels they most associate with each How important is PSB in children's programming? Why? Brief discussion on different PSB purposes: Programmes that increase my child's understanding of the world Programmes that help children to learn and develop Programmes that are made in the UK [NB keep this short as covered earlier] 	PSB Purposes and Characteristics handout

	<p>Programmes that help children to be aware of different types of people and alternative viewpoints</p> <ul style="list-style-type: none"> • How important are each of these issues? Why? What programmes / channels do you feel are doing these things now? • Discussion on different PSB characteristics: Well-made, high-quality programmes <i>New</i> programmes made in the UK and a <i>range</i> of programmes made in the UK [NB keep short as covered later] It shows programmes with new ideas and different approaches Its programmes help my child to think for themselves It shows programmes my child wants to watch (NB does this apply to factual programmes?) It shows programmes that are widely available (NB does it matter that none of the PSB / Freeview children's channels air after 7pm?) <ul style="list-style-type: none"> • [In turn] How would you define each of these characteristics e.g. what constitutes 'quality' children's programming? How important are each of these characteristics? Why? • [In turn] Which channels do you most associate with each of these characteristics? Why? And which specific programmes? Why? PROMPT: ITV, five, other channels • Are there any channels other than the current PSB providers who you feel provide any of these aspects? Which ones? In what way do they do this? • How important is it for PSB to be provided on the TV (as opposed to via other means e.g. via the Internet)? Why? • How satisfied are you with current overall PSB provision (i.e. all 5 terrestrial channels plus CBBC and CBeebies)? PROMPT: both purposes AND characteristics • How do you see this changing in the future? PROBE: potential good points / bad points • What would you <i>like</i> to see happen in the future? Why? • How important is this issue? Who (in society) is it most important to? • Flipchart key findings 	
<p>New programmes 1.30 – 2.00</p> <p><i>To understand importance of new</i></p>	<p><i>In breakout x 2 groups [by age of child]</i></p> <ul style="list-style-type: none"> • Discussion on attitudes towards new programmes: How important is it to show completely new programmes regularly on children's TV? Why? Who is this most important for? Why? When does / doesn't this issue 	<p>TV schedule, Handout on repeat programmin g</p>

<p><i>programming</i></p>	<p>matter? Why? How important is it to show new episodes of existing programmes (as opposed to repeats)? Why? Who is this most important for? Why? When does / doesn't this issue matter? Why?</p> <ul style="list-style-type: none"> • How important is it to have a range of completely new programmes? Why? • And how important is it to have a large amount of completely new programmes? • <i>Hand out new programming TV schedule</i> • How satisfied are you with the current provision new programming? PROMPT: both completely new programmes AND new episodes of existing programmes • How do you see this changing in the future? PROBE: potential good points / bad points • What would you <i>like</i> to see happen in the future? Why? • How important is this issue overall? Who (in society) is it most important to? • Flip chart key findings 	
<p>Pre-school TV 1.30 – 2.00</p> <p><i>To understand importance of all different issues to parents of pre-schoolers</i></p>	<p><i>In breakout x 1 group [all parents of 2-4 year olds]</i></p> <ul style="list-style-type: none"> • Discussion on all issues for pre-school children: Having thought about a range of issues for children aged 5 to 12, how do your views change when thinking about your children aged 2 to 4? [spontaneous viewpoints] How important are each of the issues and why? <ul style="list-style-type: none"> ◦ Type and range of genres ◦ UK production vs. imports ◦ PSB purposes and characteristics ◦ New programmes and new episodes of existing programmes vs. repeats PROBE: parents' attitudes towards repeats for pre-school children vs. older children ◦ Different range of channels / broadcasters for pre-school children's programmes PROBE: commercial pre-school channels ◦ Availability of pre-school programmes at different times of day • How satisfied are you with the current provision overall for pre-school children? PROMPT: All channels including Nick Junior, 	

	<p>Playhouse Disney and five (Milkshake)</p> <ul style="list-style-type: none"> • How does your satisfaction compare to that for older children? Why? What are the key differences? • How do you see this changing in the future? PROBE: potential good points / bad points • What would you <i>like</i> to see happen in the future? Why? • Flip chart key findings 	
<p>Feedback to group 2.00 – 2.10</p>	<p><i>In plenary</i></p> <ul style="list-style-type: none"> • Each table to feed back key findings from their discussion 	
<p>Current satisfaction 2.10 – 2.15</p>	<p><i>In breakout [by TV platform]</i></p> <ul style="list-style-type: none"> • Straw Poll: How satisfied are you with the current amount of children's programmes across PSB channels? It's about right / It's too much / It's not enough Why do you say that? How satisfied are you with the current amount of children's programmes across all channels? It's about right / It's too much / It's not enough Why do you say that? 	<p>Handout on provision by channel</p>
<p>Plurality 2.15 – 2.40</p> <p><i>To understand importance of broadcaster range</i></p>	<p><i>In breakout [by TV platform]</i></p> <ul style="list-style-type: none"> • Discussion on different channel offerings and importance of children's programming across multiple broadcasters, and availability at different times of day: How important is it that there is children's programming across TV platforms i.e. terrestrial as well as Freeview and cable / satellite? Why? How important is it that there are children's TV programmes on a range of different channels? Why? What channels? How important is it that there are children's TV programmes on different broadcasters i.e. not just BBC channels or on the other main terrestrial channels (ITV, Channel 4 and five)? Why? What difference does this make? How important is it that children's programming is shown at different times of the day? When is availability of children's programming most needed? Why? How do you feel about children's channels closing at 6pm/7pm e.g. CBeebies, CITV? What's good / bad about having a 	

	<p>shut down time?</p> <ul style="list-style-type: none"> • How satisfied are you with the current range of channels / broadcasters available to children? PROMPT: As consumers? As citizens? • How do you see this changing in the future? PROBE: potential good points / bad points • What would you <i>like</i> to see happen in the future? Why? • How important is this issue? Who (in society) is it most important to? Why? • Flipchart key findings 	
Break 2.40 – 2.50		
Future scenarios 2.50 – 2.55	<p><i>In plenary</i></p> <ul style="list-style-type: none"> • Explanation of future scenarios – make sure all participants are considering options from a post digital switchover viewpoint 	
<p>Future scenarios 2.55 – 3.25</p> <p><i>To understand priorities for parents</i></p>	<p><i>In breakout [by TV platform]</i></p> <ul style="list-style-type: none"> • Discussion about the different scenarios and their trade-offs – for each scenario in turn: What would the possible outcomes / consequences be of this scenario? What do you see as the main advantages of this scenario? What are the disadvantages? Who would be most affected if this scenario was to happen? <p>SPECIFIC PROMPTS:</p> <ul style="list-style-type: none"> ◦ Scenario One: How do you feel about BBC as sole provider of children's PSB programming? How important is it to have choice / range of channels / broadcasters? ◦ Scenario Two: How important is availability of PSB output? How trustworthy are commercial children's channels? ◦ Scenario Three: How well is the BBC providing currently? How interested would you be in another dedicated children's TV channel? <ul style="list-style-type: none"> • Overall, which is your preferred scenario? Why? • What should the future of children's programming be like? 	Scenarios presentation
Voting on scenarios	<i>In breakout</i>	

3.25 – 3.30	<ul style="list-style-type: none"> • Voting on scenarios 	
All issues 3.30 – 3.50 <i>To encourage participants to prioritise which issues are most important from society's perspective</i>	<i>In breakout [by age of child]</i> <ul style="list-style-type: none"> • Participants to put together a case for the future to present back to the room If they were responsible for TV for 2-5 year olds, 6-9 year olds / 10-12 year olds, looking at all five issues, what would their focus be and why? What features would you change? What features would you keep?	
All issues 3.50 – 4.05	<i>In plenary</i> <ul style="list-style-type: none"> • Each group to present their case back to the room 	
Priorities for future 4.05 – 4.10	<i>In plenary</i> <ul style="list-style-type: none"> • Prioritising Exercise – all participants given 10 votes to allocate across the five issues (plurality, genre range and diversity, high quality, country of origin and new programming). Can choose to give all 10 votes to one issue, or two to each issue etc. 	Stickers, sheet of issues
Summing up 4.10 – 4.15	<i>In plenary</i> <ul style="list-style-type: none"> • Thank and close 	
End 4.15 – 4.30	<i>In breakout [by TV platform]</i> <ul style="list-style-type: none"> • Post workshop questionnaires • Incentives 	Post workshop questionnaires



The future of Children's TV - children's groups

Introductions (5 mins)

- Explain about Market research – to listen to their views, no right/wrong answers, important to hear from everyone and will help adults decide what is on TV for children
- Explain that they have a very important job which is to tell you what they think about children's TV and that is the reason that they are being paid and that your job is to listen to them and ask them questions
- Explain about the tape recorder
- Explain about any rules, one person is talking we're all going to listen. Everyone will get a chance to say what they think.
- Ask each child to say their name, if they have any brothers and sisters and what type of TV they have at home – plain/normal TV, sky/virgin or freeview. (Ask children to write down what sort of TV they have and their favourite channel)

Main discussion

Current attitudes to children's TV (5 mins)

(Refer to TV books)

- What is your favourite programme on TV? – refer to TV books (write all programmes down on flipchart and then transfer to cards later)
- **Moderator instruction – explain that we want to talk about programmes which are made only for children today. DR Who, The Simpsons etc fall outside this**
- What do you like about that programme? Probe if necessary – characters, stories, funny, exciting, scary etc.
- What are your other favourite TV programmes? (moderator to write all programmes down on flipchart and on cards)
- Do you talk about TV programmes with your friends? What programmes do you talk about?

Genres (15 mins)

- **Mapping exercise - ask children to group all of their favourite programmes (plus video-grabs of favourite programmes for children their age) together into piles which they think are similar. (If children do not put them into genres moderator to do this e.g. dramas, cartoons, games shows/quizzes, finding out stuff.)**

- Probe: why have you put those together like that?
 - What makes this group similar? What makes this group different to other groups?
- What is good about this group of programmes? What is bad about this group? Likes/dislikes
 - If don't like a group – who do you think these programmes are for? People older/younger than you?
- What channels are they on?
- Are there enough cartoon programmes? Not enough? Too many?
- Are there enough programmes with real people in dramas? Not enough? Too many?
- Are there enough programmes with real people in games shows/quizzes (e.g. *Raven, Bamzooki, Chucklevision, Hider in the House*)? Not enough? Too many?
 - Are there any other programmes like this that you can think of?
 - How would you feel if these programmes weren't on TV any more? What would you miss? (Probe on likes/dislikes of specific programmes)
 - (If not for them), how could you make these shows better?
 - Thinking about all the children in UK, do you think some children would miss these programmes?
- Are there enough programmes where you learn how to do stuff or about stuff (e.g. *Art Attack, Smart, Newsround, Blue Peter*)? Not enough? Too many?
 - Are there any other programmes like this that you can think of?
 - How would you feel if these programmes weren't on TV any more? What would you miss? (Probe on likes/dislikes of specific programmes)
 - (If not for them), how could you make these shows better?
 - (In relation to Newsround, if don't watch it) How do you find out about what's happening in the world? What's happening in UK? What's happening near you?
 - Thinking about all the children in UK, do you think some children would miss these programmes?
 - Do you like to watch a mix of different programmes? Or do you like to always watch just cartoons? Or just programmes with real people? Or just programmes where you learn stuff?

UK live action drama and factual vs imported programmes (10 mins)

Now let's take this pile here (select live action dramas), I'm going to split these programmes into two piles

- Create piles of UK live action drama programmes (*Tracy Beaker, MI High, Genie in the house, My parents are aliens, Bel's boys*)
 - For each programme – what is it about? likes/dislikes
 - (If don't watch these shows), who are these programmes for- people older/younger than you?

- Where does XXX programme **take place**? Which country? (Where are the people from who are in the show?)
- What channels is this programme on?
- Create piles of US live action drama programmes (*The Suite Life of Zack and Cody*, *Lizzie McGuire*, *That's so Raven*, *Hannah Montana*, *Drake and Josh*, *Zoe 101*)
 - For each programme – what is it about? likes/dislikes
 - (If don't watch these shows), who are these programmes for- people older/younger than you?
 - Where does XXX programme take place? Which country? (Where are the people from who are in the show?)
 - What channels is this programme on?
- UK vs. US action dramas
 - Which pile do you prefer – this pile or this pile?
 - What are the differences? – probe for specific programmes if necessary
 - Explore repeats (e.g. do you want more new episodes?), relevance to them, enjoyment and **good quality** as well as country of origin
 - Does it matter to you where these programmes take place?
 - If there was a new programme on one of your favourite channels where would you want it to take place?
 - Would you prefer it to be made in UK or in a different country? Does it matter to you?
 - If there were no more programmes that took place in the UK (like Tracy Beaker, Queens Nose,) would you miss them?/are they important to you?
- Summary
 - And looking at these other piles (from the genre exercise) are there any others that take place in UK? (see if participants refer to the factual or magazine format shows, if not bring them up and ask specifically)
 - How important is it to you to see programmes where there are people from UK, which take place in the UK?

Quality (2 mins)

We've talked a lot about television programmes, and what you like on TV. Now I want you to think about what makes a good TV programme for you. What are the different ingredients? Think for a minute. (If struggling, if you made your own TV programme just for you, what would it be about?)

- What are all of the things that make a good programme? (Moderator to write on flipchart)
- Referring to the flipchart with favourite programmes on probe: what makes these programmes good?

- What makes a programme **good quality**?
 - What does good quality mean?
 - (help with – are there any programmes that look good?)
- Can you think of any programmes that are good for you?
 - Probe on these areas:
 - Programmes that help you learn
 - What kind of things do you learn?
 - Programmes about where you live
- Are there some programmes that they don't want you to watch? What are they? Why don't they want you to watch them?

Plurality (5 mins) – use idents in this section

- What do you think about the amount of children's programmes on TV?
 - Are there enough or not enough programmes to watch? Channels?
 - Can you always find something you want to watch?
- Are there times when there is not very much for you or people your age?
 - When is this? Probe on evenings for terrestrial only and freeview homes
- Do you watch children's programmes on ITV?
 - When are the programmes on? In the afternoons after school? On Saturday and Sunday mornings?
 - (Probe to see if noticed no longer programmes on weekday afternoons)
- Do you watch children's programmes on five?
 - When are the programmes on? In the mornings?
- How would you feel if there were no children's programmes on ITV and no children's programmes on Five (Milkshake blocks)?
 - Would it make a difference to you?
 - Are there any programmes that you would miss?
- (For terrestrial only) How would you feel if you could watch CBBC and CBeebies and CITV?

Multi channel only

- *Explain that some children only have 5 TV channels and that there is a possibility of them only having children's TV on BBC1 and BBC2 (so no children's programmes on ITV1 or five)*
- How would you feel if you could only watch children's programmes on BBC1, BBC2? (How do you think they would feel?)
- How would you feel if you could only watch children's programmes on BBC1, BBC2 and CBBC and CBeebies and CITV?

Channel vs. programme loyalty (5 mins)

- When do you watch TV?
- What do you do when you switch on the TV?
 - Probe if necessary – do you switch on to a channel? Which one? How do you find it? Do you use the Electronic programming guide? Or do you look for a programme you want to watch? Do you ever switch on to watch a specific programme?
- When the programme has finished do you see what is coming up next on the channel?
 - or flick through the channels to find a programme you want to watch?
 - (For multichannel only) or do you use the EPG?
- Do you have a favourite channel?
- What is it?
- Do you have other favourite channels?
- Focus on BBC1, BBC2, ITV and Channel 4 and five, CBBC and CBeebies (using idents as prompts)
- Do you watch any of these channels?
- When?
- How often?

New originations vs. repeats (5 mins) (if time and not covered before)

- Are the times when the same episode of a programme is shown a lot / too many times?
- What are these programmes?
- How do you feel about this?
- Are there programmes which you watch again and again?
- What are they?
- Have you seen any new programmes in the last few months?
- How did you find out about them?
- Are there enough **new** programmes on TV for people your age?

Future of children's TV (if time allows) (15 mins) – year 6 and 7 only

- Design the future of children's TV exercise
- *Split the group into 2 and tell the children that they are in charge of making TV channel/s for all children their age range (6-9 or 10-13) and for boys and girls, they also need to think about children who have fewer channels than them. They need to decide which programmes or types of programmes to show (including new types of programme that are not on at the moment if applicable), what times they will show them, if there will be several channels or only 1 channel. Each group to then explain why they have designed their channel(s) in this way. Children will be asked which programmes to keep and which to get rid of*

Finally

We've talked a lot about television and your favourite programmes and channels on TV. Now I want you to think for a minute and tell me

- Would you be happy to watch programmes on your computer instead of on the TV set?
 - Does it have to be on a TV?

Now I want you think about everything we've talked about TV and tell me

- How important is television to you?
- What would you do if you couldn't watch TV?

GENRES	2pm	2.30pm	3pm	3.30pm	4pm	4.30pm	5pm	5.30pm	6pm			
BBC1	Doctors	Diagnosis Murder		Lazytown	The Basil Brush Show	Extreme Animals	Blue Peter	Neighbours	News and weather			
BBC2	World Championship Snooker								Eggheads			
ITV1	Midsomer Murders				Daily Cooks		The Royal		London Tonight			
Channel 4	FILM: Jane Eyre	Life Begins Again		Countdown	Deal or no Deal		The New Paul O'Grady Show		The Simpsons			
Five	FILM: Sweet Hostage			FILM: Catch a Falling Star				Five News	Home and Away			
Boomerang	Bugs and Daffy	The Sylvester and Tweety Mysteries	Tiny Toon Adventures	Baby Looney Tunes	The Land Before Time	Shaggy and Scooby-Doo Get a Club	Scooby-Doo, Where Are You?	Tom and Jerry	Looney Tunes			
Cartoon Network (CN + 1)	Dexter's Laboratory		Grim Adventures of Billy and Mandy	Ed, Edd 'n' Eddy	My Gym Partner's a Monkey	Foster's Home for Imaginary Friends	Ben 10	Johnny Test	Legion of Super Heroes			
CBBC	Jess the Border Collie	Watch My Chops	Badger and Badger	Chuckle Vision x2	Maya and Miguel	The Story of Tracy Beaker	The Basil Brush Show	Raven	Even Stevens			
CBeebies	Teletubbies	Tots TV	Clifford the Big Red Dog	Boogie Beebies	SMart-eenies	Come Outside	Lazytown	Jakkers: The Adventures of Piggley Wink	Tommy Zoom	Number - jacks	Nina and the Neurons	Toddworld
CITV	Ripley and Scruff	Miffy and Friends	Curious George	Animal Spies	Eddy and the Bear	Horrid Henry	Tricky TV	Bratz	My Parents are Aliens	Big Meg, Little Meg	Close	
Disney Channel (DC + 1)	Phil of the Future	Lizzie McGuire	The Suite Life of Zack and Cody	That's So Raven	Emperor's New School	Recess x2	Kim Possible	The Suite Life of Zack and Cody	Hannah Montana	That's So Raven		
Disney Cinemagic	Lilo and Stitch	Aladdin	Hercules	House of Mouse	Tarzan	Lilo and Stitch	Emperor's New School	Recess	Atlantis: Milo's Return	Recess		
Jetix (Jetix + 1)	Power Rangers	Pucca	Jackie Chan Adventures	Power Rangers	Jacob Two-Two	Yin Yang Yo!	Power Rangers	Totally Spies!	Lockie Leonard			
Nick JR	Bob the Builder	The Wiggles	Bubble and Squeak	Peppa Pig	Go, Diego, Go!	Lazytown	Dora the Explorer	Backyardigans	Fifi and the Flowertots			
Nickelodeon (Nick replay)	Mr Bean: The Animated Series	Fairly Odd Parents	Ned's Declassified School Survival Guide	SpongeBob SquarePants x2	Drake and Josh	H2O	Zoe 101	Sabrina, the Teenage Witch				
Nicktoons	Hey Arnold!	King Arthur's Disasters x2		Mr Bean: The Animated Series	Fairly Odd Parents	Viva Piñata	Fairly Odd Parents	SpongeBob SquarePants x2				
Playhouse Disney	Stanley	New Adventures of Winnie the Pooh	Harry and his Bucket Full of Dinosaurs	Play with Me Sesame	Higgly-town Heroes	Jo Jo's Circus	Doodlebops	Mickey Mouse Clubhouse	Little Einsteins	Handy Manny	Higgly-town Heroes	
Toonami	Teen Titans	Static Shock	Pokemon Advanced Battle		The Batman	Loonatics Unleashed	Pokemon: Battle Frontier		Xiaolin Showdown			
Trouble (+ reloaded)	Different Strokes x2		That's 70s Show x2		The Fresh Prince of Bel Air	Freddie	How I Met Your Mother	My Wife and Kids	Diffrent Strokes			

Live Action – Factual	Live Action – Drama	Live Action - Entertainment	Animation	Pre-school
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COUNTRY OF ORIGIN	2pm	2.30pm	3pm	3.30pm	4pm	4.30pm	5pm	5.30pm	6pm			
BBC1	Doctors	Diagnosis Murder		Lazytown	The Basil Brush Show	Extreme Animals	Blue Peter	Neighbours	News and weather			
BBC2	World Championship Snooker								Eggheads			
ITV1	Midsomer Murders				Daily Cooks		The Royal		London Tonight			
Channel 4	FILM: Jane Eyre	Life Begins Again		Countdown	Deal or no Deal		The New Paul O'Grady Show		The Simpsons			
Five	FILM: Sweet Hostage			FILM: Catch a Falling Star				Five News	Home and Away			
Boomerang	Bugs and Daffy	The Sylvester and Tweety Mysteries	Tiny Toon Adventures	Baby Looney Tunes	The Land Before Time	Shaggy and Scooby-Doo Get a Club	Scooby-Doo, Where Are You?	Tom and Jerry	Looney Tunes			
Cartoon Network (CN + 1)	Dexter's Laboratory		Grim Adventures of Billy and Mandy	Ed, Edd 'n' Eddy	My Gym Partner's a Monkey	Foster's Home for Imaginary Friends	Ben 10	Johnny Test	Legion of Super Heroes			
CBBC	Jess the Border Collie	Watch My Chops	Bodger and Badger	Chuckle Vision x2	Maya and Miguel	The Story of Tracy Beaker	The Basil Brush Show	Raven	Even Stevens			
CBeebies	Teletubbies	Tots TV	Clifford the Big Red Dog	Boogie Beebies	SMART-eenies	Come Outside	Lazytown	Jakkers: The Adventures of Piggley Wink	Tommy Zoom	Number - jacks	Nina and the Neurons	Toddworld
CITV	Ripley and Scruff	Miffy and Friends	Curious George	Animal Spies	Eddy and the Bear	Horrid Henry	Tricky TV	Bratz	My Parents are Aliens	Big Meg, Little Meg	Close	
Disney Channel (DC + 1)	Phil of the Future	Lizzie McGuire	The Suite Life of Zack and Cody	That's So Raven	Emperor's New School	Recess x2	Kim Possible	The Suite Life of Zack and Cody	Hannah Montana	That's So Raven		
Disney Cinemagic	Lilo and Stitch	Aladdin	Hercules	House of Mouse	Tarzan	Lilo and Stitch	Emperor's New School	Recess	Atlantis: Milo's Return	Recess		
Jetix (Jetix + 1)	Power Rangers	Pucca	Jackie Chan Adventures	Power Rangers	Jacob Two-Two	Yin Yang Yo!	Power Rangers	Totally Spies!	Lockie Leonard			
Nick JR	Bob the Builder	The Wiggles	Bubble and Squeak	Peppa Pig	Go, Diego, Go!	Lazytown	Dora the Explorer	Backyardigans	Fifi and the Flowertots			
Nickelodeon (Nick replay)	Mr Bean: The Animated Series	Fairly Odd Parents	Ned's Declassified School Survival Guide	SpongeBob SquarePants x2	Drake and Josh	H2O	Zoe 101	Sabrina, the Teenage Witch				
Nicktoons	Hey Arnold!	King Arthur's Disasters x2		Mr Bean: The Animated Series	Fairly Odd Parents	Viva Piñata	Fairly Odd Parents	SpongeBob SquarePants x2				
Playhouse Disney	Stanley	New Adventures of Winnie the Pooh	Harry and his Bucket Full of Dinosaurs	Play with Me Sesame	Higgly-town Heroes	Jo Jo's Circus	Doodlebops	Mickey Mouse Clubhouse	Little Einsteins	Handy Manny	Higgly-town Heroes	
Toonami	Teen Titans	Static Shock	Pokemon Advanced Battle			The Batman	Loonatics Unleashed	Pokemon: Battle Frontier		Xiaolin Showdown		
Trouble (+ reloaded)	Diffrent Strokes x2		That's 70s Show x2			The Fresh Prince of Bel Air	Freddie	How I Met Your Mother	My Wife and Kids	Diffrent Strokes		

	USA		UK		Other	
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REPEATS	2pm	2.30pm	3pm	3.30pm	4pm	4.30pm	5pm	5.30pm	6pm			
BBC1	Doctors	Diagnosis Murder		Lazytown	The Basil Brush Show	Extreme Animals	Blue Peter	Neighbours	News and weather			
BBC2	World Championship Snooker											
ITV1	Midsomer Murders				Daily Cooks		The Royal		London Tonight			
Channel 4	FILM: Jane Eyre	Life Begins Again		Countdown	Deal or no Deal		The New Paul O'Grady Show		The Simpsons			
Five	FILM: Sweet Hostage			FILM: Catch a Falling Star			Five News	Home and Away				
Boomerang	Bugs and Daffy	The Sylvester and Tweety Mysteries	Tiny Toon Adventures	Baby Looney Tunes	The Land Before Time	Shaggy and Scooby-Doo Get a Club	Scooby-Doo, Where Are You?	Tom and Jerry	Looney Tunes			
Cartoon Network (CN + 1)	Dexter's Laboratory		Grim Adventures of Billy and Mandy	Ed, Edd 'n' Eddy	My Gym Partner's a Monkey	Foster's Home for Imaginary Friends	Ben 10	Johnny Test	Legion of Super Heroes			
CBBC	Jess the Border Collie	Watch My Chops	Bodger and Badger	Chuckle Vision x2	Maya and Miguel	The Story of Tracy Beaker	The Basil Brush Show	Raven	Even Stevens			
CBeebies	Teletubbies	Tots TV	Clifford the Big Red Dog	Boogie Beebies	SMart-eenies	Come Outside	Lazytown	Jakkers: The Adventures of Piggley Wink	Tommy Zoom	Number - jacks	Nina and the Neurons	Toddworld
CITV	Ripley and Scruff	Miffy and Friends	Curious George	Animal Spies	Eddy and the Bear	Horrid Henry	Tricky TV	Bratz	My Parents are Aliens	Big Meg, Little Meg	Close	
Disney Channel (DC + 1)	Phil of the Future	Lizzie McGuire	The Suite Life of Zack and Cody	That's So Raven		Emperor's New School	Recess x2	Kim Possible	The Suite Life of Zack and Cody	Hannah Montana	That's So Raven	
Disney Cinemagic	Lilo and Stitch	Aladdin	Hercules	House of Mouse	Tarzan	Lilo and Stitch	Emperor's New School	Recess	Atlantis: Milo's Return		Recess	
Jetix (Jetix + 1)	Power Rangers	Pucca	Jackie Chan Adventures	Power Rangers	Jacob Two-Two	Yin Yang Yo!	Power Rangers	Totally Spies!	Lockie Leonard			
Nick JR	Bob the Builder	The Wiggles	Bubble and Squeak	Peppa Pig	Go, Diego, Go!	Lazytown	Dora the Explorer	Backyardigans	Fifi and the Flowertots			
Nickelodeon (Nick replay)	Mr Bean: The Animated Series	Fairly Odd Parents	Ned's Declassified School Survival Guide	SpongeBob SquarePants x2		Drake and Josh	H2O	Zoe 101	Sabrina, the Teenage Witch			
Nicktoons	Hey Arnold!	King Arthur's Disasters x2		Mr Bean: The Animated Series	Fairly Odd Parents	Viva Piñata	Fairly Odd Parents	SpongBob SquarePants x2				
Playhouse Disney	Stanley	New Adventures of Winnie the Pooh	Harry and his Bucket Full of Dinosaurs	Play with Me Sesame	Higgley-town Heroes	Jo Jo's Circus	Doodlebops	Mickey Mouse Clubhouse	Little Einsteins	Handy Manny	Higgly-town Heroes	
Toonami	Teen Titans	Static Shock	Pokemon Advanced Battle		The Batman	Loonatics Unleashed	Pokemon: Battle Frontier		Xiaolin Showdown			
Trouble (+ reloaded)	Diff'rent Strokes x2		That's 70s Show x2		The Fresh Prince of Bel Air	Freddie	How I Met Your Mother	My Wife and Kids	Diff'rent Strokes			

What is Public Service Broadcasting?

- There are some aspects of television that even a strong, well functioning market would not provide, but which society as a whole values enormously, and which should be available to us all
- PSB refers to those types of TV programming that require public intervention (i.e. regulation) in order to secure sufficient and continuing provision

Key PSB children's providers:

- BBC (BBC One, BBC Two, CBBC, CBeebies)
- ITV1
- Channel 4*
- five
- S4C

* Channel 4's special obligation in this area is in school's programming rather than children's

PSB Purposes	PSB Children's Statements	Channels and programmes that do this currently
1. Informing our understanding of the world - To inform ourselves and others and to increase our understanding of the world through news, information and analysis of current events and ideas	Its programmes increase my child's understanding of news, current issues and what's going on in the world	
2. Stimulating knowledge and learning - To stimulate our interest in and knowledge of arts, science, history and other topics through content that is accessible and can encourage informal learning (such as learning at home)	Its programmes help my child to learn and develop	
3. Reflecting UK cultural identity - To reflect and strengthen our cultural identity through original programming at UK, national and regional level, on occasion bringing audiences together for shared experiences	It shows enough programmes made in the UK	
4. Representing diversity and alternative viewpoints - To make us aware of different cultures and alternative viewpoints, through programmes that reflect the lives of other people and other communities, both within the UK and elsewhere	Its programmes help my child to be aware of different types of people and alternative viewpoints	
PSB Characteristics	PSB Children's Statements	Channels and programmes that do this currently
High quality – well-funded and well-produced	It shows well-made, high quality programmes	
Original - new 'home-grown' UK content, rather than repeats or programmes that are bought in from abroad, such as the USA.		
Innovative – breaking new ideas or re-inventing exciting approaches, rather than copying old ones	It shows programmes with new ideas and different approaches	
Challenging – making viewers think	Its programmes help my child to think for themselves	
Engaging – remaining accessible and attractive to viewers		
Widely available – if content is publicly funded, a large majority of citizens need to be given the chance to watch it	It shows programmes my child wants to watch	

Freedom of Information Act 2000

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Children's TV Provision

Channel	Organisation	Hours per day	Digital Platform	Main sub-genres
BBC1	BBC	2 (3.30pm til 5.30pm)	Terrestrial, Freeview, Satellite, Cable	Factual, Drama, Entertainment
BBC2	BBC	4.5 (6am til 10.30am weekdays) 6 (6am til 12pm weekends)	Terrestrial, Freeview, Satellite, Cable	Preschool, Factual, Drama, Entertainment
ITV1	ITV plc	3 (weekend mornings only)	Terrestrial, Freeview, Satellite, Cable	Animation, Drama, Entertainment
five	five	3 (6am til 9am)	Terrestrial, Freeview, Satellite, Cable	Preschool
CBBC	BBC	12 (7am til 7pm)	Freeview, Satellite, Cable	Factual, Drama, Entertainment
CBeebies	BBC	13 (6am til 7pm)	Freeview, Satellite, Cable	Pre-school, from 2006 up to age 6
CITV	ITV plc	12 (7am til 7pm)	Freeview, Satellite, Cable	Animation, Drama, Entertainment
Cartoon Network (CN +1)	Turner	24	Pay TV	Animation (young teen, Movies)
Toonami	Turner	24	Pay TV	Animation (young teen), Comedy
Boomerang	Turner	24	Pay TV	Animation (classics)
Nickelodeon (Nick replay)	Viacom	18	Pay TV	Animation, Drama
Nicktoons	Viacom	13	Pay TV	Animation (young kids)
Nick JR	Viacom	24	Pay TV	Preschool (animation)
DisneyCinemagic	Disney	24	Pay TV	Animation (Movies + Spin-off series)
Disney Channel (DC +1)	Disney	24	Pay TV	Comedy, Drama
Playhouse Disney	Disney	24	Pay TV	Preschool
Jetix (Jetix +1)	Disney	24	Pay TV	Drama, Animation (young kids)
Trouble (+ reloaded)	Flextech	19	Pay TV	Teenage - Comedy, Drama
Pop	Chart Show TV	21	Pay TV	Pre school/young kids (animation)
Tiny Pop	Chart Show TV	21	Pay TV	Pre school

Future of Children's Programming

YOUR FULL NAME	
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Q1 How **important** are the following areas for children's programming?

	Very important	Quite important	Neither / nor	Not very important	Not at all important
Programmes that increase my child's understanding of the world					
Programmes that help children to learn and develop					
Programmes that are made in the UK					
Programmes that help children to be aware of different types of people and alternative viewpoints					

Q2 How satisfied are you with the **current delivery** of each of the following areas in children's programming?

	Very satisfied	Quite satisfied	Neither / nor	Not very satisfied	Not at all satisfied
Programmes that increase my child's understanding of the world					
Programmes that help children to learn and develop					
Programmes that are made in the UK					
Programmes that help children to be aware of different types of people and alternative viewpoints					

Q3 How **important** are the following areas for children's programming?

	Very important	Quite important	Neither / nor	Not very important	Not at all important
Well-made, high-quality programmes					
New programmes made in the UK					
A range of programmes made in the UK					
Programmes with new ideas and different approaches					
Programmes that help my child to think for themselves					
Programmes my child wants to watch					
Range of different genres					
Pre-school programmes					

Q4 How satisfied are you with the **current delivery** of each of the following areas in children's programming?

	Very satisfied	Quite satisfied	Neither / nor	Not very satisfied	Not at all satisfied
Well-made, high-quality programmes					
New programmes made in the UK					
A range of programmes made in the UK					
Programmes with new ideas and different approaches					
Programmes that help my child to think for themselves					
Programmes my child wants to watch					
Range of different genres					
Pre-school programmes					

Q5 Do you think the amount of UK produced programmes provided is:

Too little	
Right amount	
Too much	

