

Viewers' experience of television reception

Published: 5th April 2016

Objectives and methodology



Research objectives

- To understand the frequency of disruption experienced by viewers across all platforms, as well as the type of disruption experienced by DTT viewers (using rooftop aerials)
- To understand if DTT viewers (accessing via rooftop aerials) are aware of who to contact when they experience television reception problems
- To evaluate how satisfied viewers who experience reception problems are with the help they get

Methodology

All interviews conducted using Kantar Face-to-Face Omnibus
Nationally representative sample of 2,093 UK adults aged 16+
Fieldwork 28th Aug to 1st Sept 2015.

Questions were asked for each category of interest as below:

Category/questions	
Age and gender combinations	Asked to all with a TV in the home
Social grade	Asked to all with a TV in the home
Whether have children	Asked to all with a TV in the home
Ethnic groups	Asked to all with a TV in the home
People with disabilities	Asked to all with a TV in the home

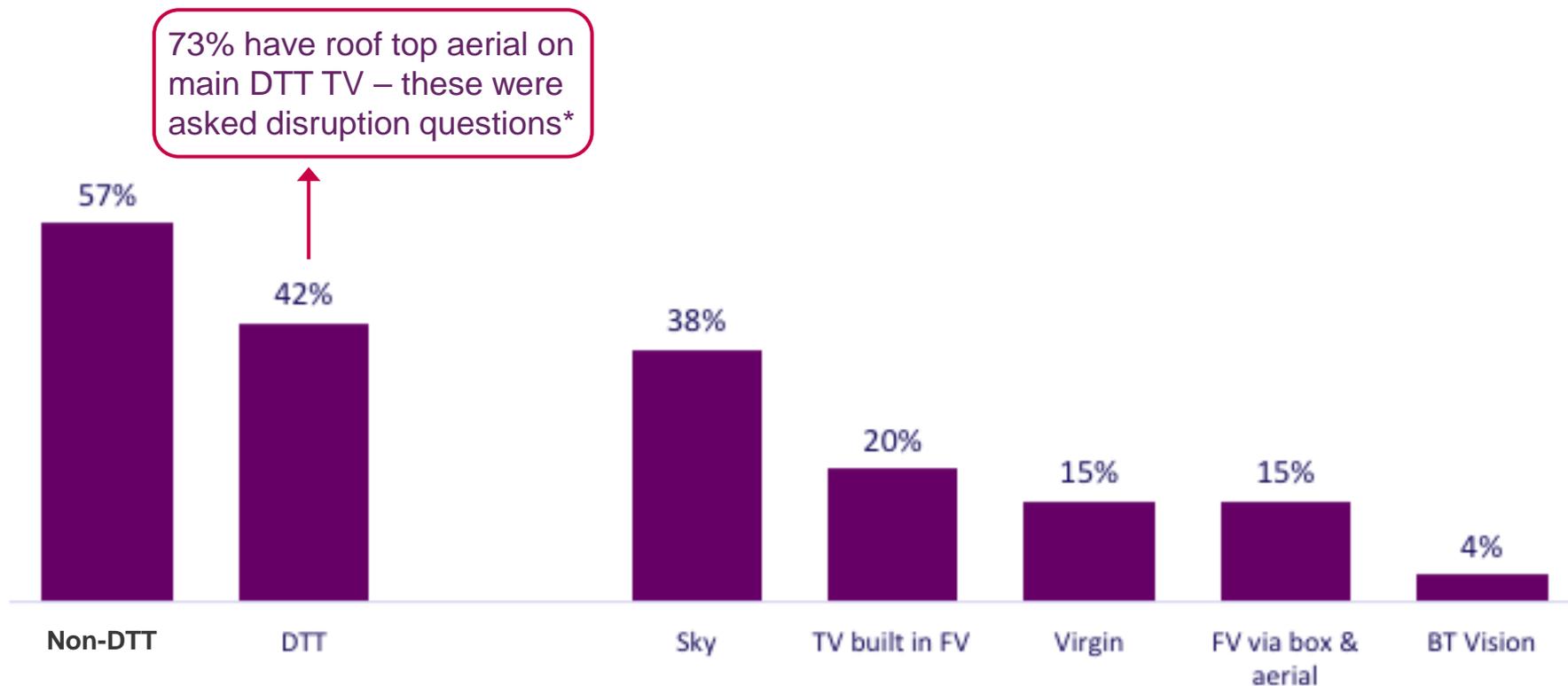
Notes on analysis

Data has been flagged where bases sizes are low - as some key groups of interest achieved small samples.

1. DTT platforms:
 1. Freeview through a TV aerial and set-top box
 2. TV set which has Freeview channels built in (without a separate set-top box)
 3. YouView set top box
 4. BT Vision
 5. TalkTalk TV

2. Non-DTT platforms
 1. Sky - Digital Satellite TV for a monthly subscription
 2. Satellite TV from someone other than Sky
 3. Free-Sat - Digital Satellite TV without a monthly subscription
 4. Virgin Media through cable

Proportional distribution of television platforms on main sets from 'experience of television reception' survey



Source: Kantar Media Omnibus

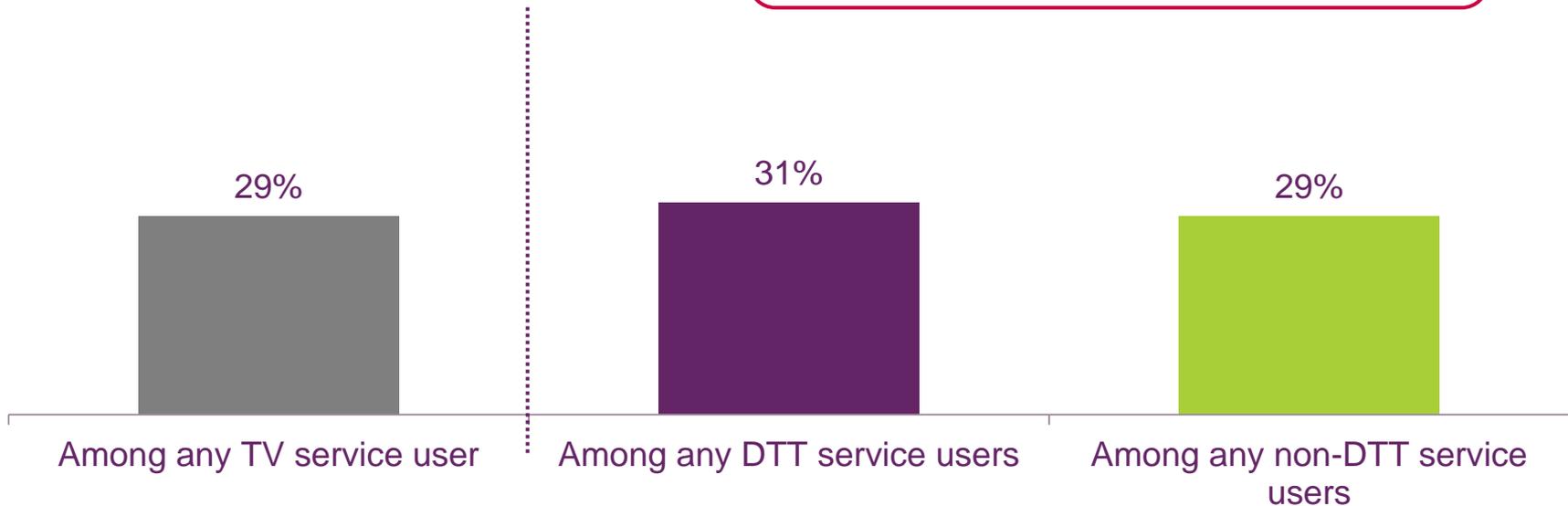
Base: 1,996 UK adults aged 16+ with any DTT service who have TV

Q1 Which of the following television services do you have on your household's main set? (e.g the one in the living room) Q.2 Do you receive your television service using a rooftop or portable aerial? *Note: Questions on disruption only asked to DTT via rooftop aerials

Percentage of households who have experienced TV reception issues



Those who have had issues with TV reception are more likely to be older. This skew is reflective of the profile of heavier TV viewers.

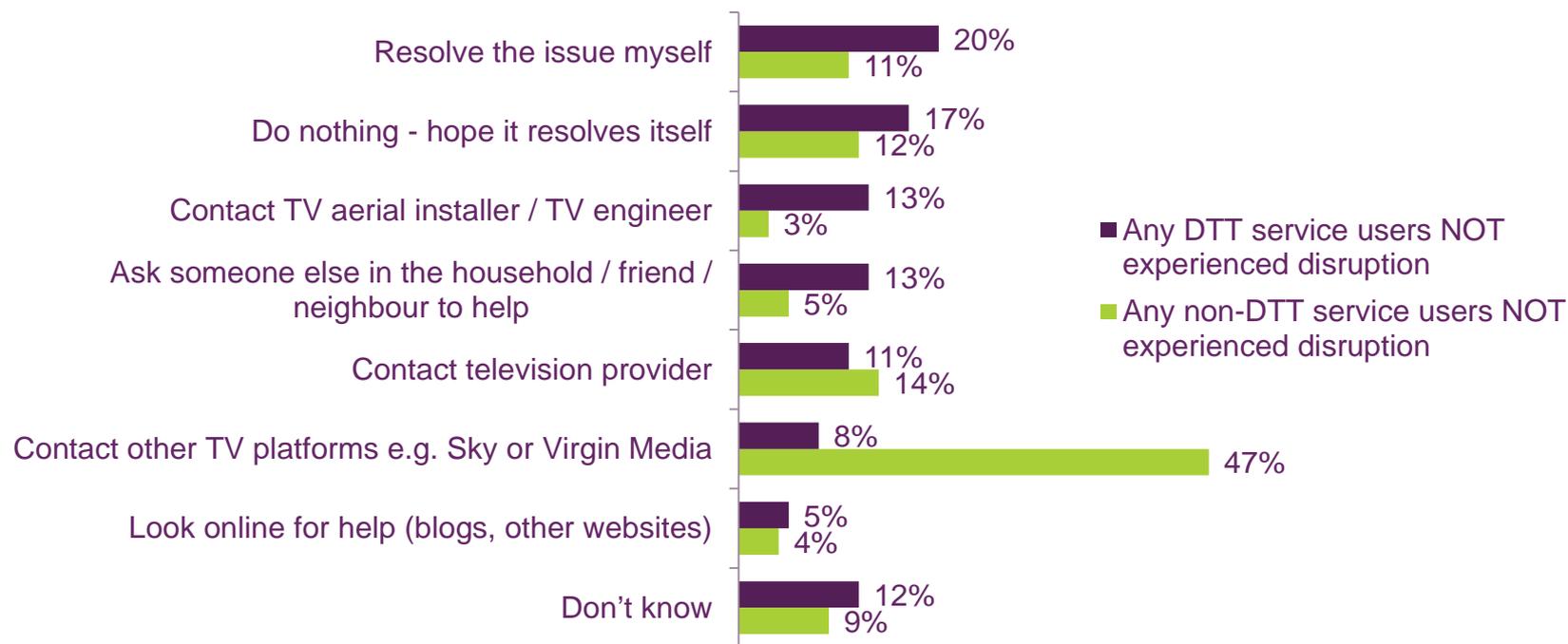


Source: Kantar Media Omnibus

Base: 1996 UK adults aged 16+ with a TV in the home / 898 UK adults aged 16+ with any DTT service in the home / 1165 UK adults aged 16+ with any non-DTT service in the home.

Q3: Have you experienced any disruption (such as TV picture breakup or loss of channels) to your television reception in the last 12 months on your main or other TV sets?

Awareness of action to take among those who have NOT experienced reception issues



Source: Kantar Media Omnibus

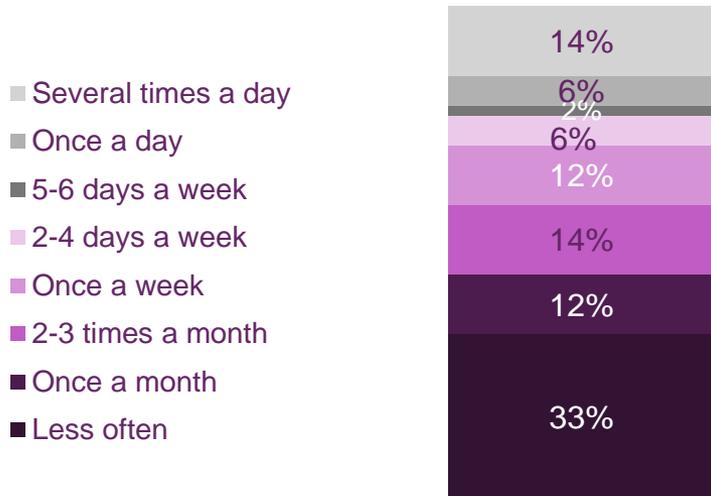
Base: 620 UK adults aged 16+ with any DTT service who have not experienced disruption to their TV service / 828 UK adults aged 16+ with any non-DTT service who have not experienced disruption to their TV service

Q7a. If you had a television reception problem (such as TV picture break-up or loss of channels), who would you contact / what would you do?

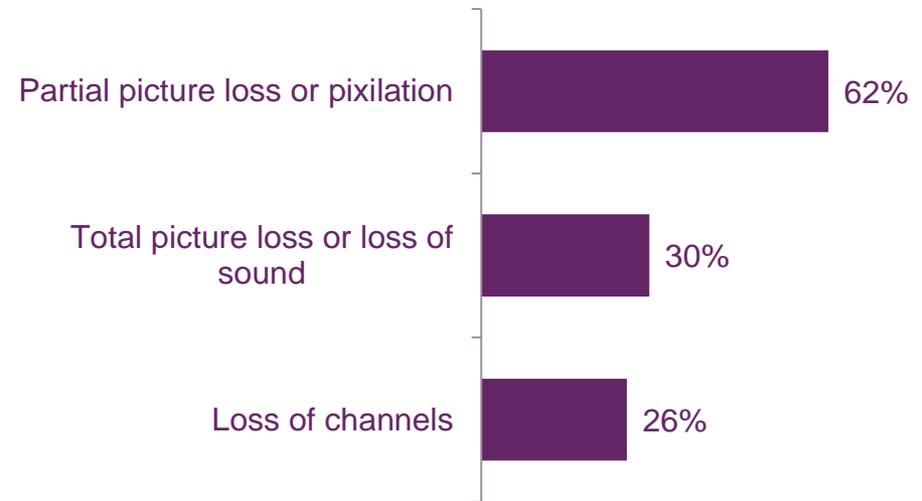
Frequency & type of issue (only asked DTT service users who experienced disruption)



Frequency of reception problem



Type of reception problem



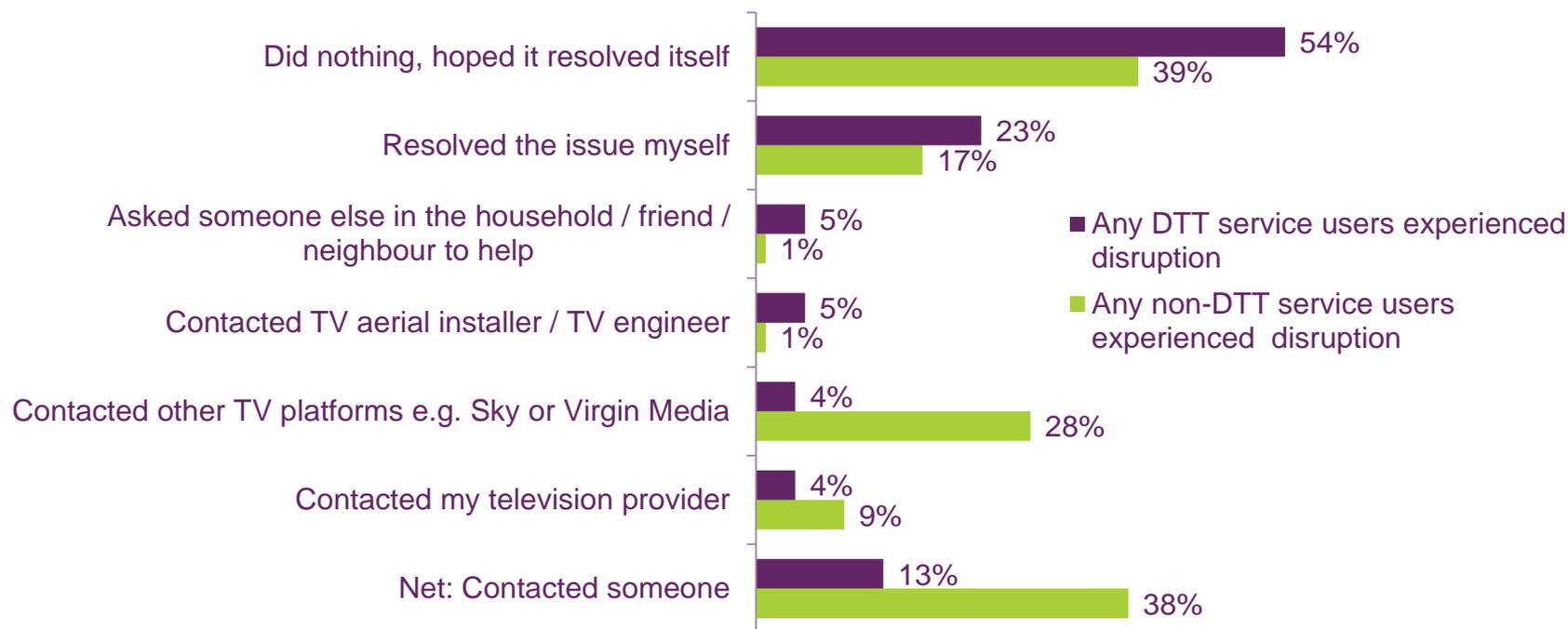
Source: Kantar Media Omnibus

Base: 248 UK adults aged 16+ with any DTT service who have experienced disruption to it

Q4a. How often have you experienced disruption to your [DTT] television service?

Q5. Thinking about the last occasion you experienced disruption to your [DTT] television service, what kind of disruption did you experience?

Action taken by those experienced reception issues

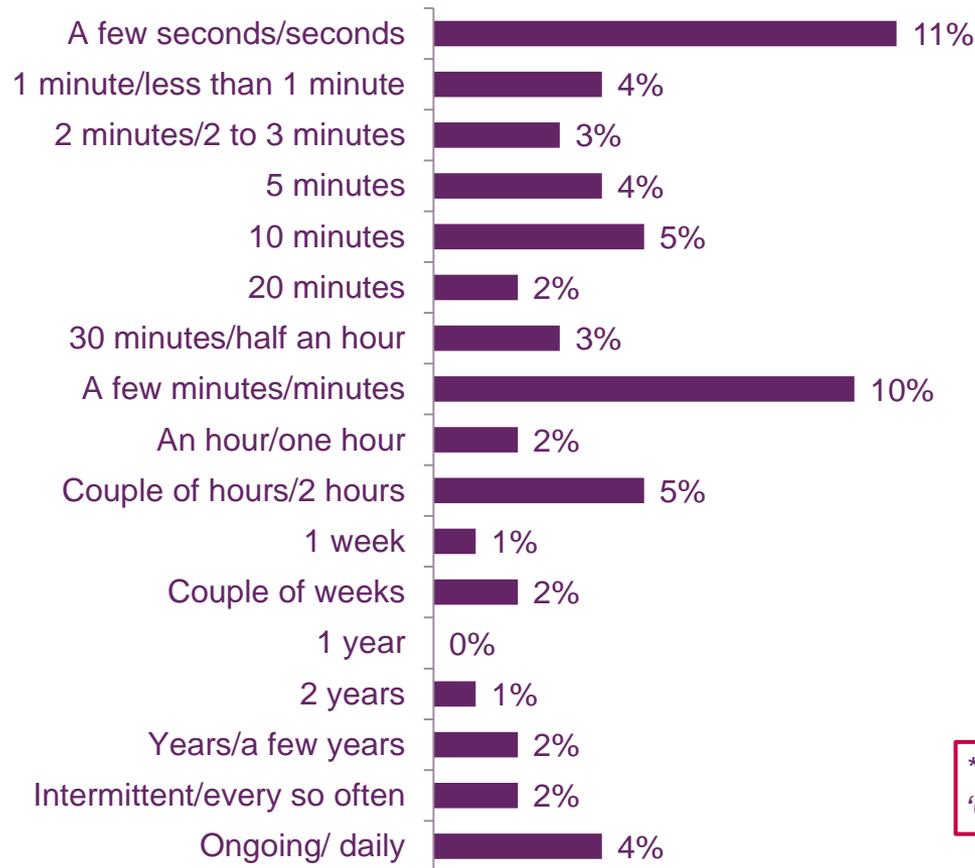


Source: Kantar Media Omnibus

Base: 248 UK adults aged 16+ with any DTT service who have experienced disruption / 303 UK adults aged 16+ with any non-DTT service who have experienced disruption.

Q7b. You mentioned that you have experienced a television reception problem on your TV set. Who did you contact / what did you do?

Length of the viewers' last experienced disruption (only asked DTT service users who experienced disruption)



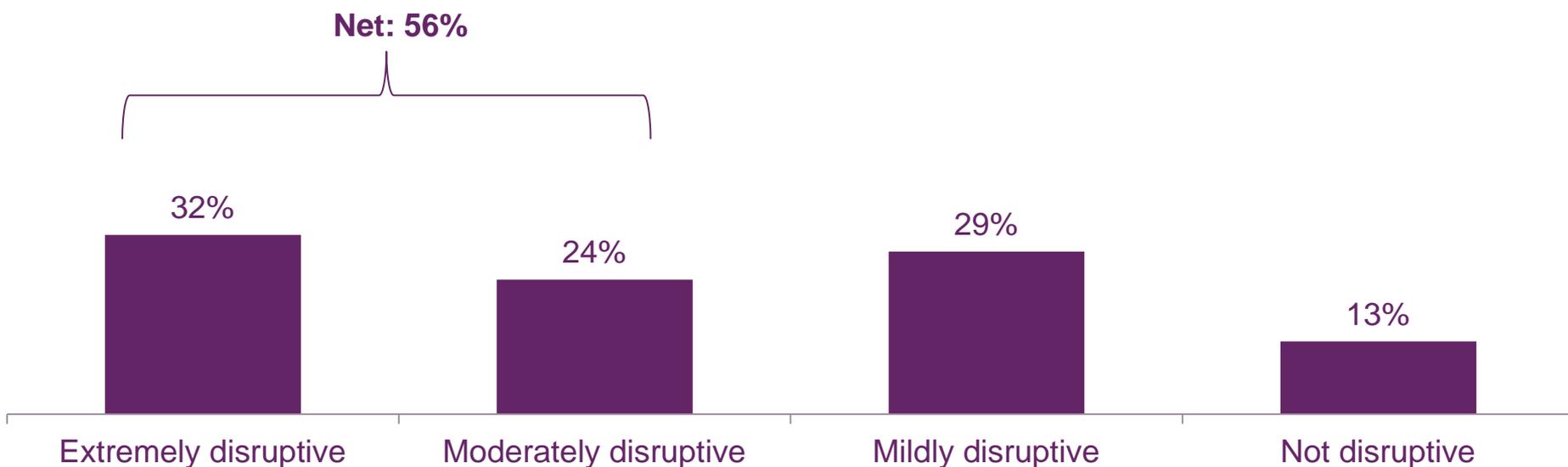
* Please note 10% responded 'Other'

Source: Kantar Media Omnibus

Base: 248 UK adults aged 16+ with any DTT service who have experienced disruption to it

Q4b How long did you experience disruption to your [DTT] television service? Think about the last time you had disruption if you have had more than one problem?

Impact of last experienced disruption (only asked DTT service users who experienced disruption)



Source: Kantar Media Omnibus

Base: 248 UK adults aged 16+ with any DTT service who have experienced disruption to it

Q6. Thinking about the television reception issues you have experienced, how disruptive did you find your reception issues to your main television viewing?

Impact of last experienced disruption by type of issue (only asked DTT service users who experienced disruption)

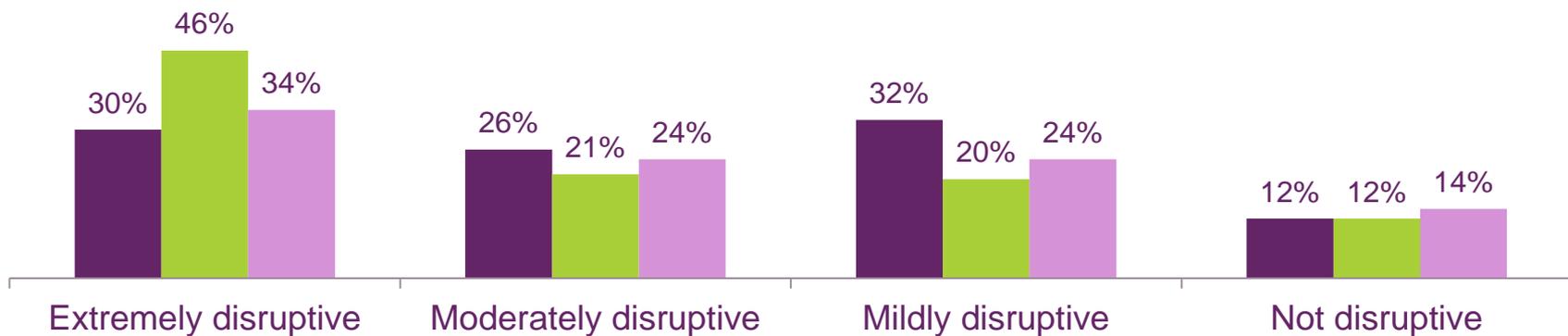


NOTE: Treat findings as indicative only * Please note low base size for those who experienced total picture/sound loss and loss of channels

Low Base size – n=74

Low Base size – n=64

■ Partial picture loss/pixilation ■ Total picture loss (or loss of sound) ■ Loss of channels



Source: Kantar Media Omnibus

Base: UK adults aged 16+ with any DTT service who have experienced disruption to it - Those who claimed Partial picture loss/pixilation 155, Total picture loss/sound loss 74, Loss of channels 64 * Low Base

Q6. Thinking about the television reception issues you have experienced, how disruptive did you find your reception issues to your main television viewing? Q5. Thinking about the last occasion you experienced disruption to your [DTT] television service, what kind of disruption did you experience?

Action taken by DTT Viewers by type of issue experienced (only asked DTT service users who experienced disruption)



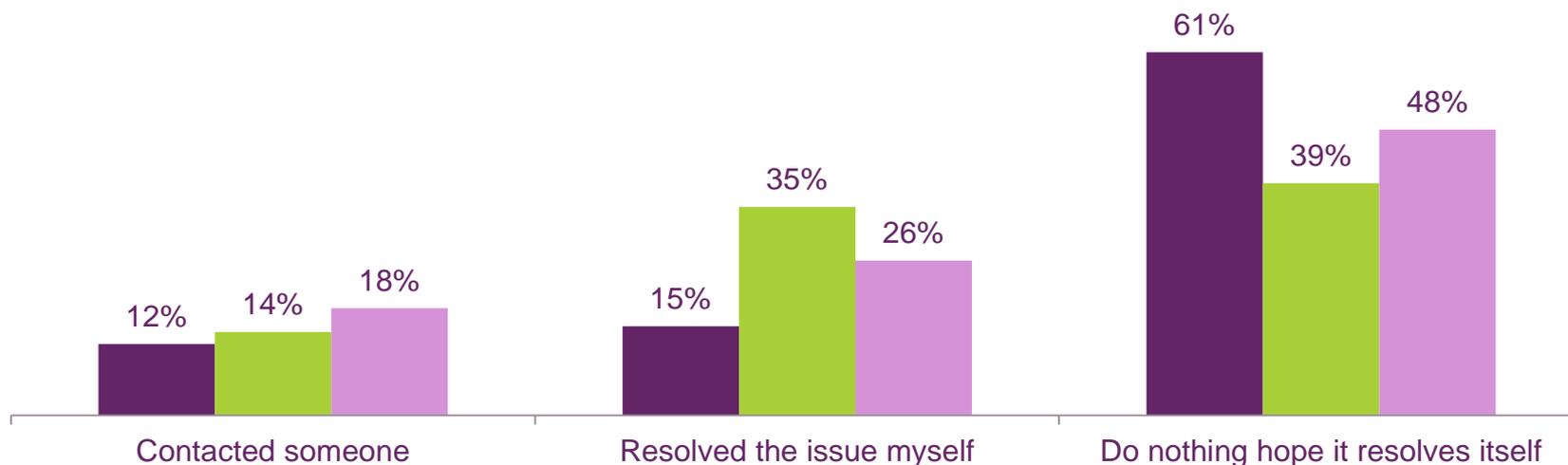
NOTE: Treat findings as indicative only * Please note low base size for those who experienced total picture/sound loss and loss of channels

Frequency & Type of Issue by Action Taken - DTT Viewers ONLY

Low Base size – n=74

Low Base size – n=64

■ Partial picture loss/pixilation ■ Total picture loss (or loss of sound) ■ Loss of channels



Source: Kantar Media Omnibus

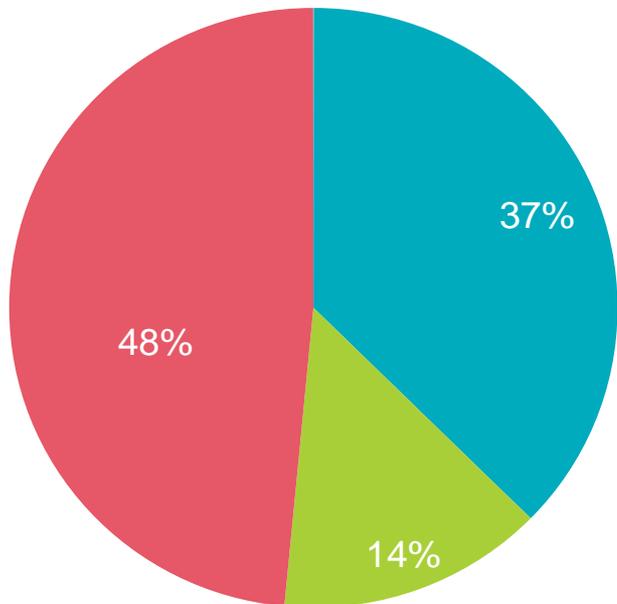
Base: UK adults aged 16+ with any DTT service who have experienced disruption to it - Those who claimed Partial picture loss/pixilation 155, Total picture loss/sound loss 74, Loss of channels 64 * Low Base

Q7b. You mentioned that you have experienced a television reception problem on your TV set. Who did you contact / what did you do? Q5. Thinking about the last occasion you experienced disruption to your [DTT] television service, what kind of disruption did you experience?

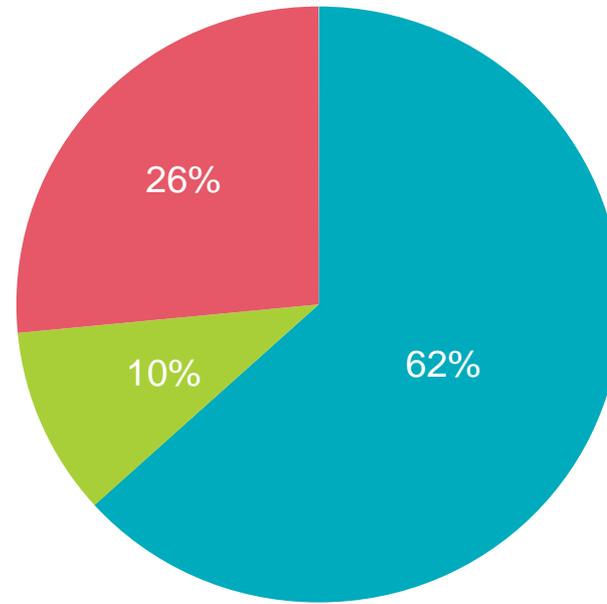
Whether the reception issue has been resolved, those who experienced an issue



DTT service users experienced disruption



Non-DTT service users experienced disruption



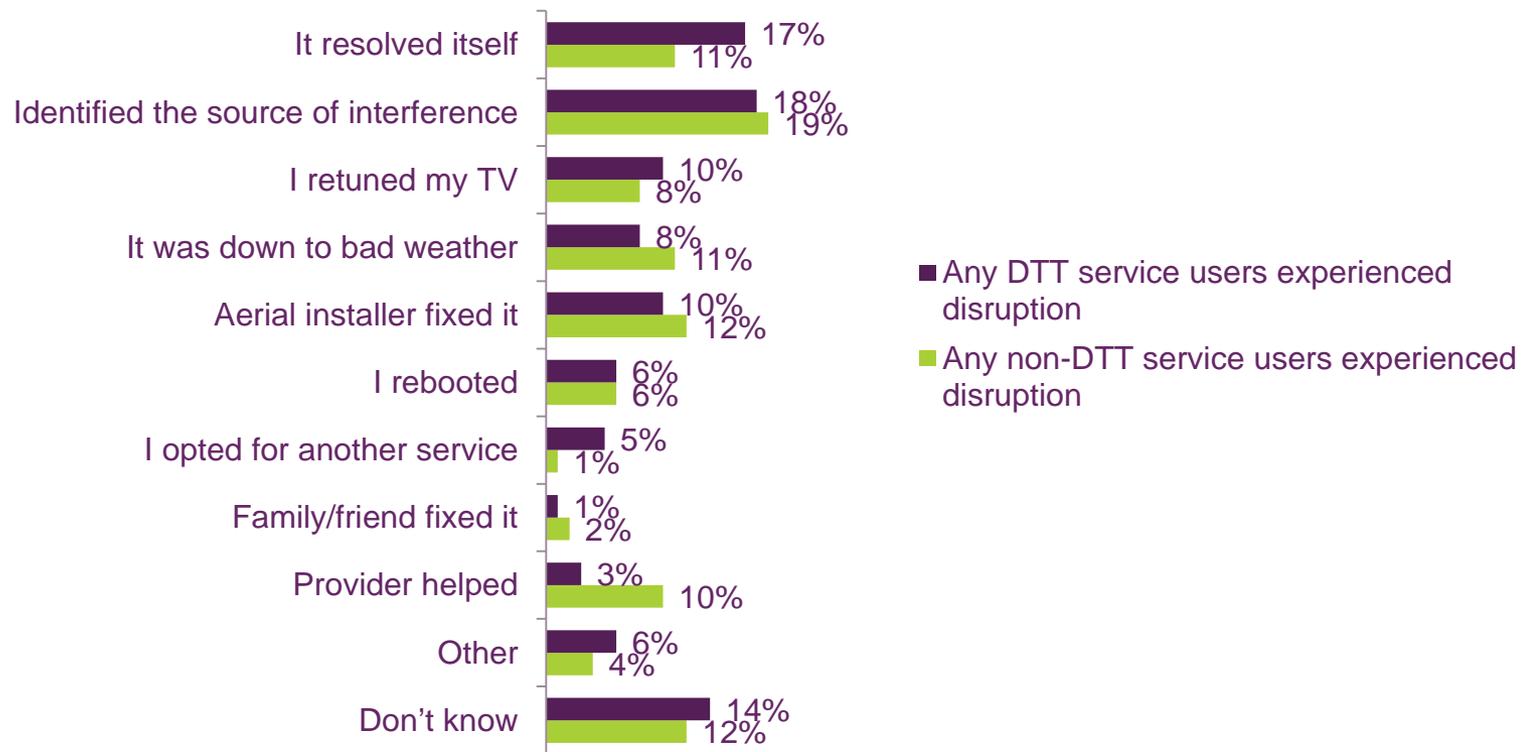
- Yes
- No
- Issue is still ongoing / happens from time to time

Source: Kantar Media Omnibus

Base: 248 UK adults aged 16+ with any DTT service who have experienced disruption to it / 303 UK adults aged 16+ with any non-DTT service who have experienced disruption.

Q8a. Did you get a resolution to your issue?

How the issue was resolved among those whose had resolution to their reception issue

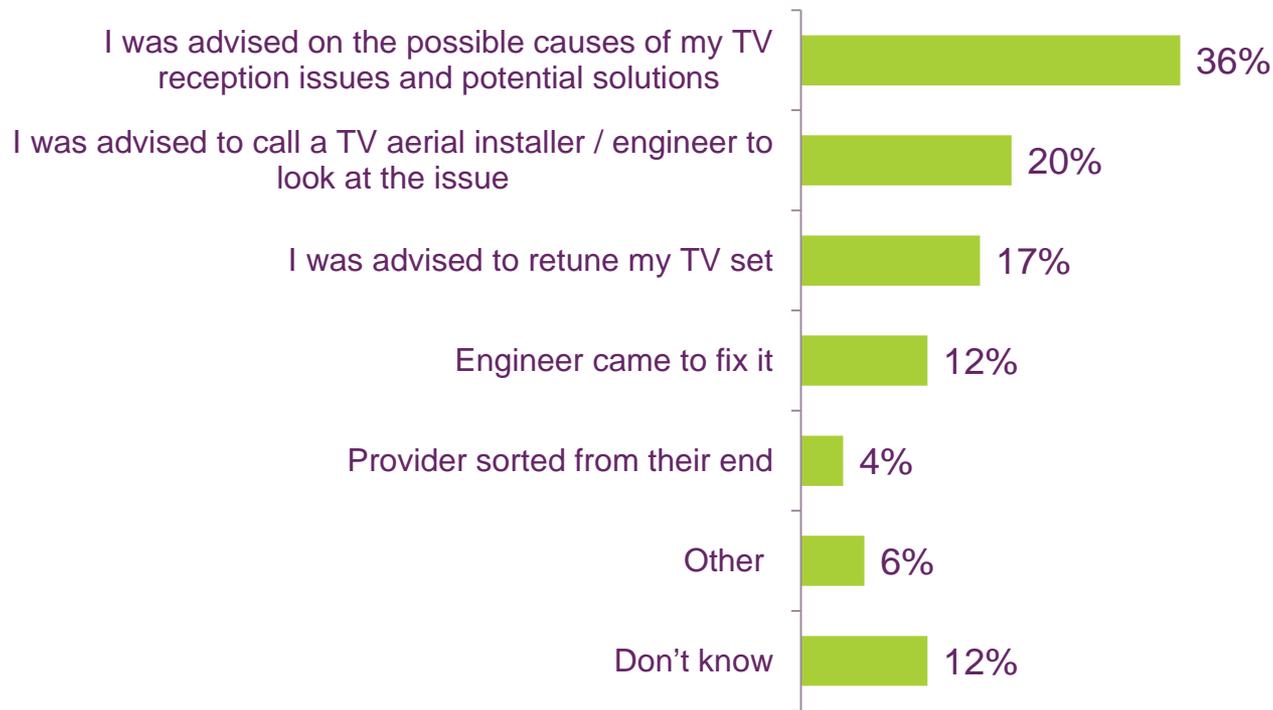


Source: Kantar Media Omnibus

Base: 92 UK adults aged 16+ with any DTT service who experienced disruption to it and had their disruption issue resolved / 190 UK adults aged 16+ with any non-DTT service who experienced disruption and had their disruption issue resolved.

Q8b. You mentioned the reception issue you had is resolved, how did this happen?

Advice given to all viewers who experienced disruption and contacted someone



Source: Kantar Media Omnibus

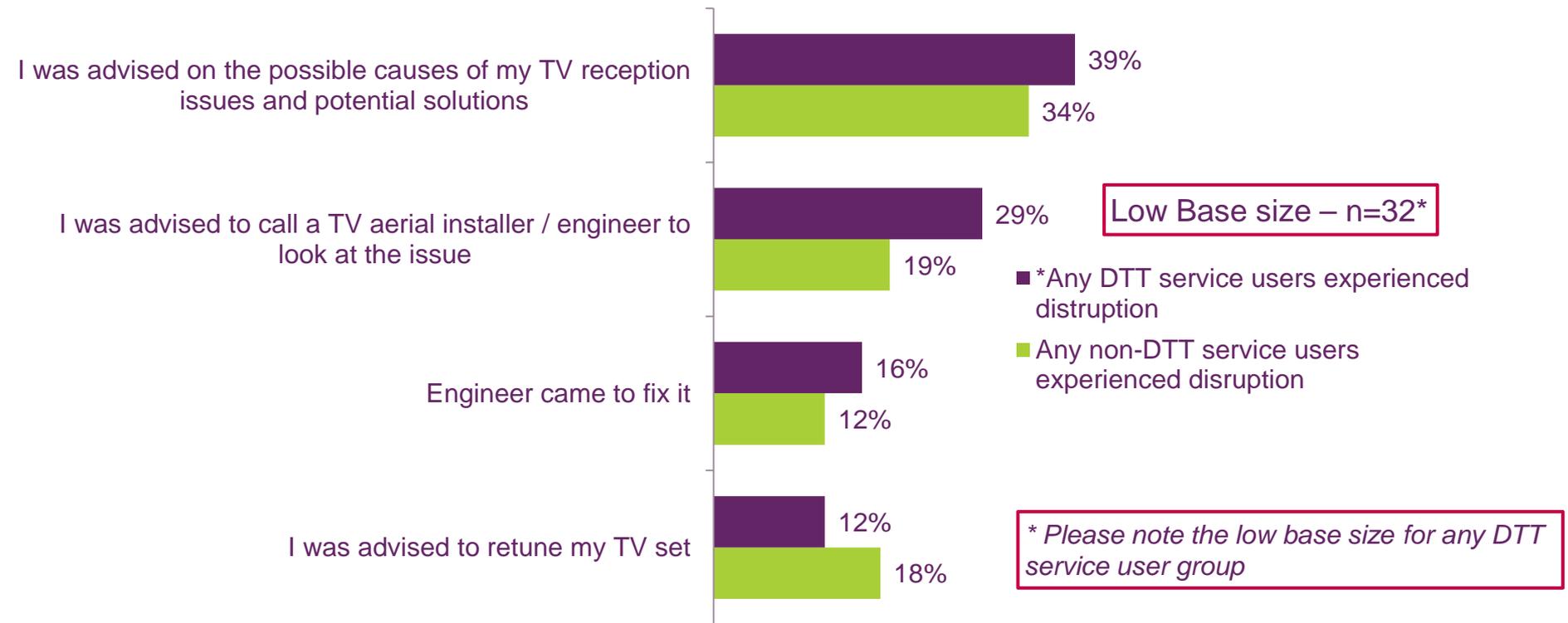
Base: 155 UK adults aged 16+ with any DTT service or non-DTT who experienced disruption and contacted someone about it.

Q9. You stated that you contacted <?> for support / advice. What support or advice did you receive?

Type of support provided by the organisation contacted for reception problems



NOTE: Treat findings as indicative only **Please note the low base size for any DTT service user group*

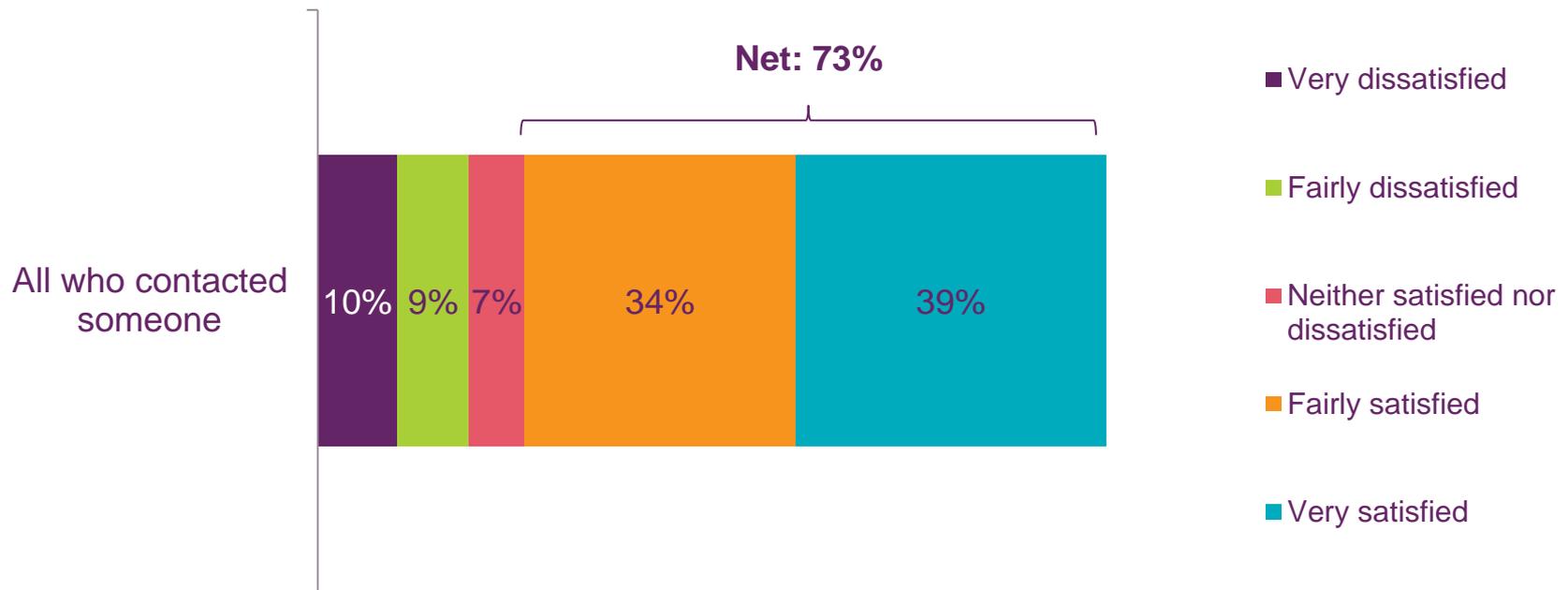


Source: Kantar Media Omnibus

Base: 32 UK adults aged 16+ with any DTT service who experienced disruption and contacted someone about it * Low Base / 116 UK adults aged 16+ with any non-DTT service who experienced disruption and contacted someone about it.

Q9. You stated that you contacted <?> for support / advice. What support or advice did you receive?

Satisfaction to advice given to DTT / non-DTT who experienced disruption and contacted someone



Source: Kantar Media Omnibus

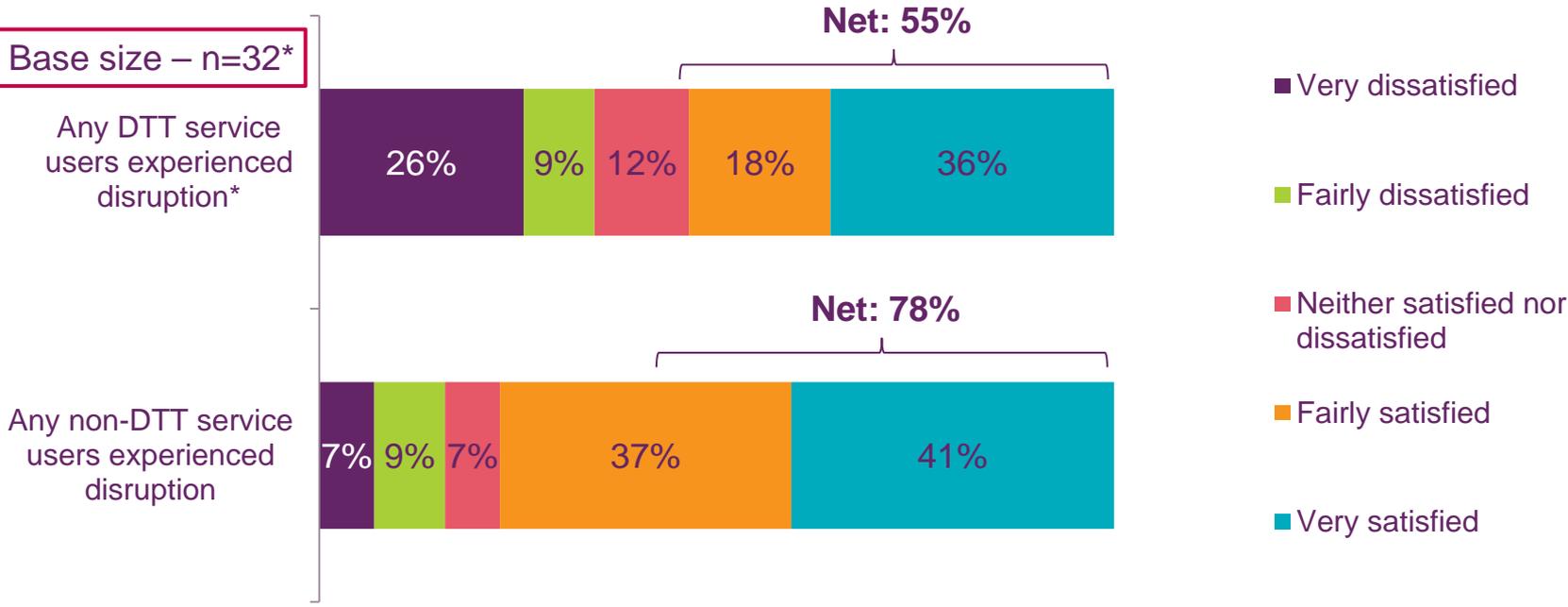
Base: : 155 UK adults aged 16+ with any DTT or non-DTT service who experienced disruption and contacted someone about it Q10. How satisfied were you with the support / advice given by <?>?

Satisfaction level for the support/advice received



NOTE: Treat findings as indicative only **Please note the low base size for any DTT service user group*

Low Base size – n=32*



Source: Kantar Media Omnibus
 Base : 32 UK adults aged 16+ with any DTT service who experienced disruption and contacted someone about it * Low Base
 / 116 UK adults aged 16+ with any non-DTT service who experienced disruption and contacted someone about it. Q10. How satisfied were you with the support / advice given by <?>?

Reasons for dissatisfaction among those who were dissatisfied by the advice/support given

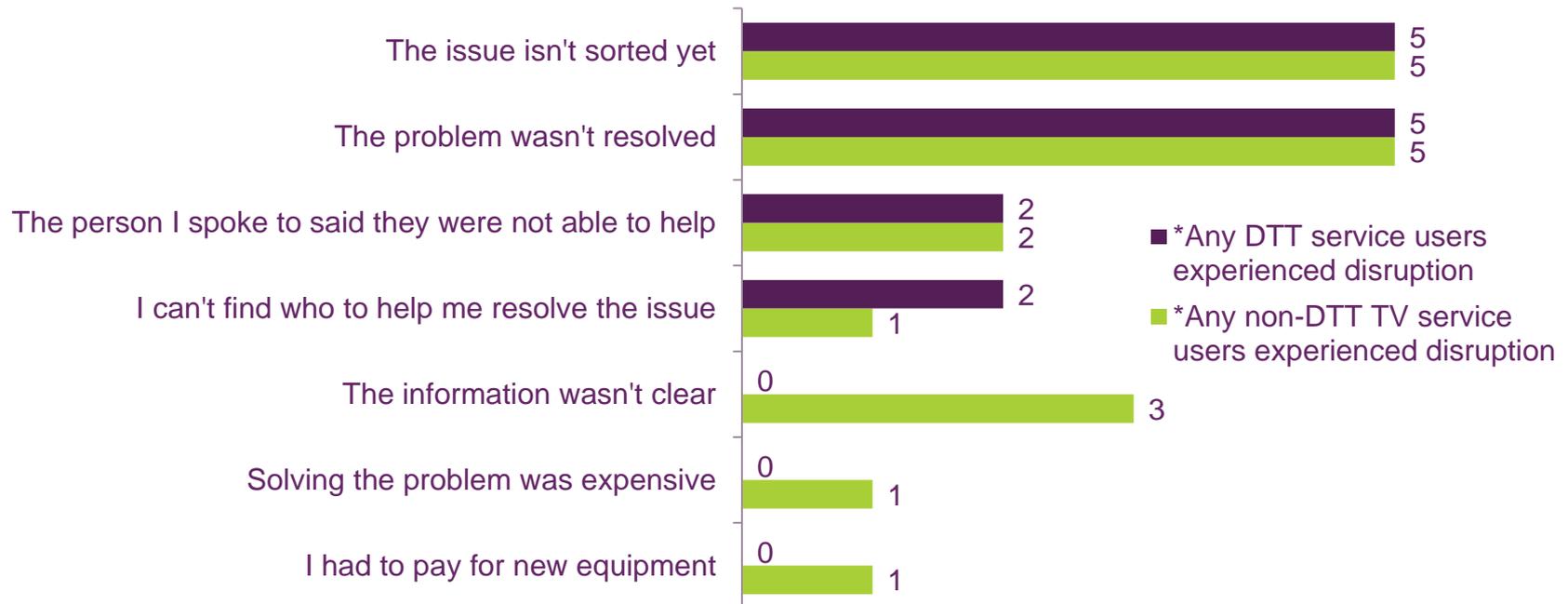


FINDINGS SHOWN IN NUMBER OF RESPONSES

NOTE: Treat findings as indicative only **Please note the low base size for any DTT service user group and non-DTT service users.*

Low Base size – n=11

Low Base size – n=18

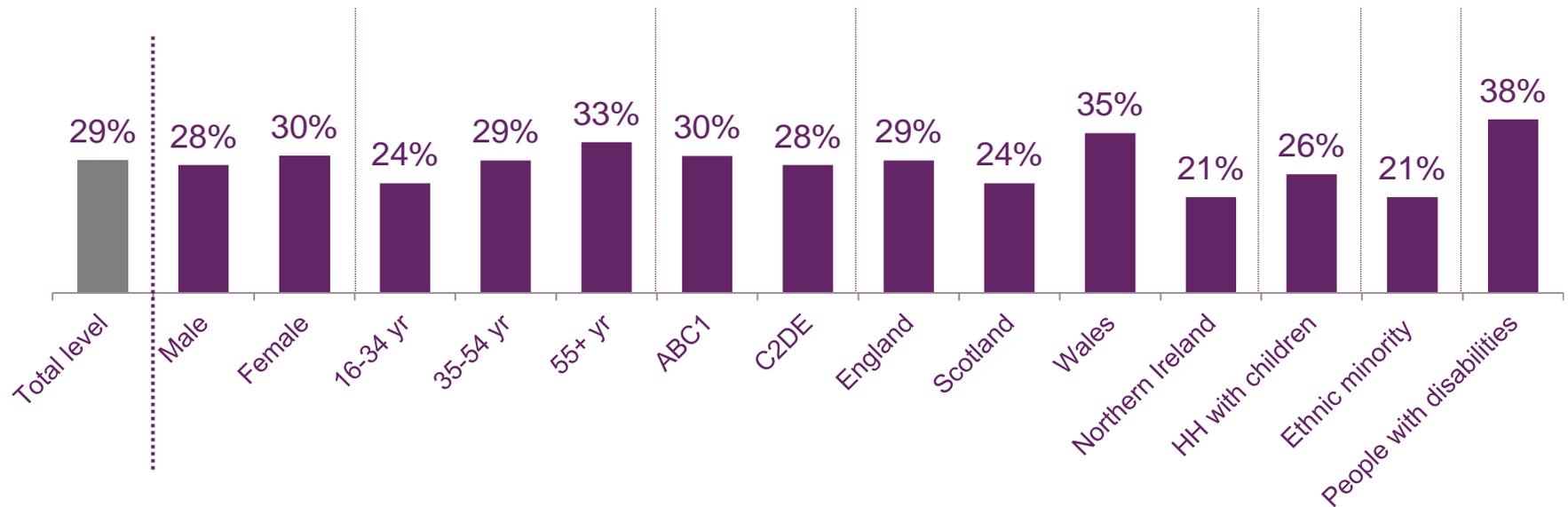


Source: Kantar Media Omnibus

Base: 11 UK adults aged 16+ with any DTT service who were dissatisfied with the support/advice given after contacting someone about their TV service disruption * Low Base / 18 UK adults aged 16+ with any non-DTT service who were dissatisfied with the support/advice given after contacting someone about their TV service disruption * Low Base Q11. Why were you dissatisfied with the advice or support given?

Appendix – questions broken down by demographic

Profile of DTT & non-DTT those who experience television disruption

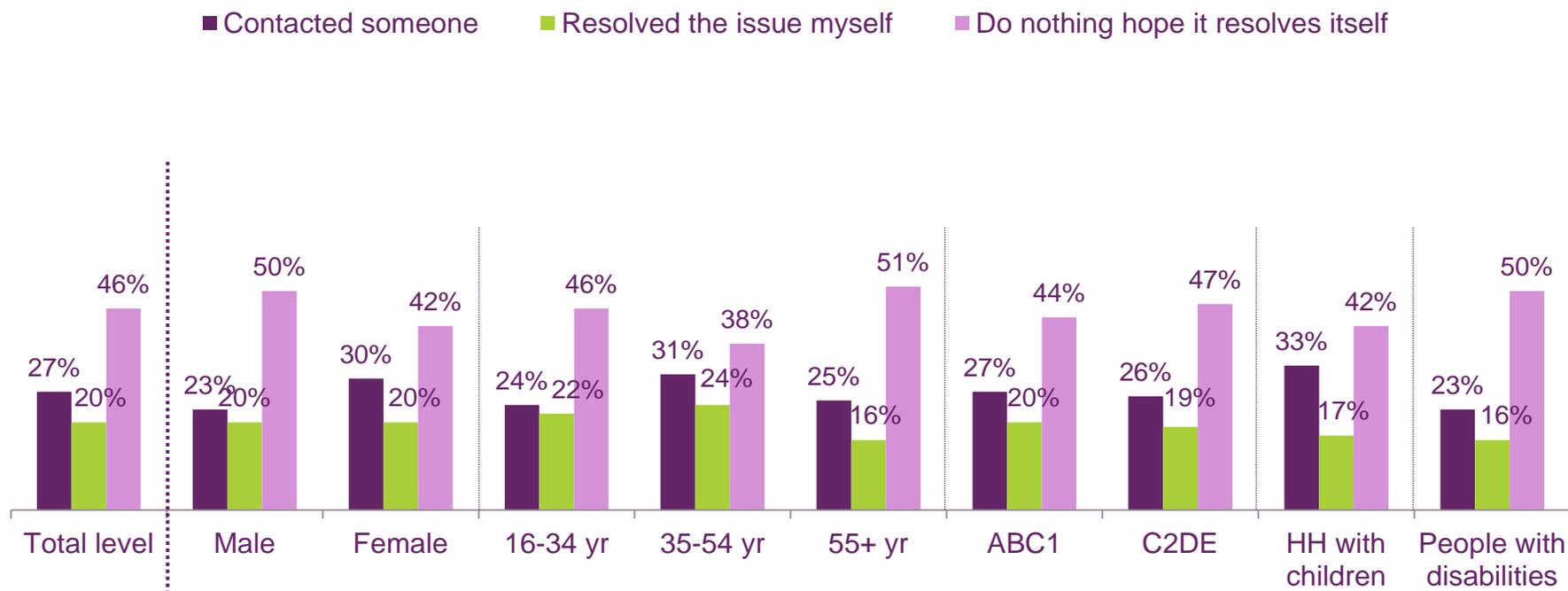


Source: Kantar Media Omnibus

Base: Total level 1996, Male 960, Female 1036, 16-34yr 635, 35-54yr 630, 55+ yr 731, ABC1 994, C2DE 1002, England 1675, Scotland 174, Wales 100, Northern Ireland 48, HH with children 589, Ethnic minority 221, People with disabilities 397

Q3: Have you experienced any disruption (such as TV picture breakup or loss of channels) to your television reception in the last 12 months on your main or other TV sets?

Profile of those who experienced disruption and took action (DTT and non-DTT)



Source: Kantar Media Omnibus

Base: Total level 578, Male 264, Female 314, 16-34yr 152, 35-54yr 182, 55+ yr 245, ABC1 302, C2DE 276, HH with children 151, People with disabilities 150

Q7b. You mentioned that you have experienced a television reception problem on your TV set. Who did you contact / what did you do?