

# Definitions: Channel groups (1)



Channel group	Output & Spend definition	TV Viewing	Audience Opinion	Legal Definition
PSB Channels	BBC One, BBC Two, BBC Three, BBC Four, BBC News, BBC Parliament, ITV/ITV Breakfast, Channel 4, Channel 5,, BBC CBBC, CBeebies	BBC One, BBC Two, BBC Three, BBC Four, BBC News, BBC Parliament, CBBC, CBeebies, BBC streaming channels, BBC HD (to March 2013) and BBC Olympics channels (2012 only). ITV Network* (inc ITV Breakfast), Channel 4, Channel 5 and S4C (S4C is added to C4 2008-2009 and excluded from 2010 onwards post-DSO in Wales). HD variants are included where applicable (but not +1s).		All BBC channels (BBC One, BBC Two, BBC Three, BBC Four, BBC News , BBC Parliament ,CBeebies, CBBC, BBC Alba, all BBC HD channels), the Channel 3 services (provided by ITV, STV and UTV), Channel 4, Channel 5, and S4C.
Main five PSB channels	BBC One, BBC Two, ITV/ITV Breakfast, Channel 4, Channel 5	BBC One, BBC Two, ITV Network (inc ITV Breakfast), Channel 4, Channel 5. HDBBC One, BBC Two, variants are included where applicable (but not +1s).	ITV/STV/UTV, Channel 4, Channel 5	
Main PSB channels combined			BBC One, BBC Two, BBC Three, BBC Four , BBC News, ITV/STV/UTV, Channel 4, Channel 5, S4C	
Commercial PSB Channels	ITV/ITV Breakfast, Channel 4, Channel 5			
Commercial PSB Portfolio Channels	CITV, ITV2, ITV3, ITV4, 4Seven, E4, Film4, More4, 5*, 5USA	ITV+1 Network (inc ITV Breakfast) , ITV2, ITV2+1, ITV3, ITV3+1, ITV4, ITV4+1, CITV, Channel 4+1, E4, E4 +1, More4, More4 +1, Film4, Film4+1, 4Music, 4seven, Channel 4 Paralympics channels (2012 only), Channel 5+1, 5*, 5*+1, 5USA, 5USA+1. HD variants are included where applicable.		

\*ITV Network viewing includes viewing in all Channel 3 regions.

# Definitions: Channel groups(2)



Channel group	Output & Spend definition	TV Viewing	Audience Opinion	Legal Definition
BBC/BBC Channels	BBC One, BBC Two, BBC Three, BBC Four, BBC News, BBC Parliament, CBBC, CBeebies			
BBC Portfolio Channels	BBC Three, BBC Four, BBC News, BBC Parliament, CBBC, CBeebies	BBC Three, BBC Four, BBC News, BBC Parliament, CBBC, CBeebies, BBC streaming channels, BBC HD (to March 2013) and BBC Olympics channels (2012 only). HD variants are included where applicable.	BBC Three, BBC Four, BBC News	
BBC family		BBC One, BBC Two, BBC Three, BBC Four, BBC News, BBC Parliament, CBBC, CBeebies, BBC streaming channels. BBC HD (to March 2013) and BBC Olympics channels (2012 only). HD variants are included where applicable.		
Multichannel sector	Sky, Viacom, UKTV, BT, Discovery, AETN, Turner, Disney, CSC, Baby Network	All other remaining channels except the main five PSB channels, their portfolio of channels and the regional Channel 3 services.		

\*ITV Network viewing includes viewing in all Channel 3 regions.

# Definitions: Channel groups (3)



Channel group	Output & Spend	TV Viewing	Audience Opinions	Legal Definitions
Channel 3 services/broadcasters	ITV, STV, UTV		ITV, STV, UTV	
ITV portfolio channels		ITV+1 Network (inc ITV breakfast) , ITV2, ITV2+1, ITV3, ITV3+1, ITV4, ITV4+1, CITV. HD variants are included where applicable.	ITV2 , ITV3, ITV4	
Channel 4 portfolio channels		Channel 4+1, E4, E4 +1, More4, More4 +1, Film4, Film4+1, 4Music, 4seven, Channel 4 Paralympics channels (2012 only) HD variants are included where applicable.	E4, More4, Film4	
Channel 5 portfolio channels		Channel 5+1, 5*, 5*+1, 5USA, 5USA+1. HD variants are included where applicable.		
ITV family		ITV, ITV+1 (both Network and including ITV breakfast), ITV2, ITV2+1, ITV3, ITV3+1, ITV4, ITV4+1, CITV. HD variants are included where applicable.	ITV, ITV2, ITV3, ITV4	
Channel 4 family		Channel 4, Channel 4+1, E4, E4 +1, More4, More4 +1, Film4, Film4+1, 4Music, 4seven, Channel 4 Paralympics channels (2012 only). HD variants are included where applicable.	Channel 4, E4 More4, Film4	
Channel 5 family		Channel 5, Channel 5+1, 5*, 5*+1, 5USA, 5USA+1. HD variants are included where applicable.		

# Definitions: Online (1)



Term	Definition
On-demand programme service (ODPS)	A service where its principal purpose is the provision of programmes the form and content of which are comparable to the form and content of programmes normally included in television programme services; access to it is on-demand; there is a person who has editorial responsibility for it; it is made available by that person for use by members of the public; and that person is under the jurisdiction of the United Kingdom for the purposes of the Audiovisual Media Services Directive ('the AVMS Directive').
Video on Demand (VOD) service	A service is a VOD service if its principal purpose is the provision of video content; access to it is on-demand; there is a person who has editorial responsibility for it; and it is made available by that person for use by members of the public. This is as per the definition of on-demand programme service above, but the person with editorial responsibility need not be under the jurisdiction of the UK for the purposes of the AVMS Directive.
Online media services	The collective term used to cover on-demand programme services, video-on-demand services, and other internet services. These are services provided by means of the internet where there is a person who exercises editorial control over the material included in the service, and which are not television or radio services. For the purposes of Ofcom's analysis, the distinction between on-demand programme services and other VOD services is not intuitive, or would exclude new forms of video content which do not strictly adhere to the definition of 'television-like programmes'. We consider it is more appropriate to analyse together services which provide similar content or are viewed as substitutes within the consumer market. Therefore, for the purposes of analysis, we make the distinction between VOD services and other internet services as the component parts of online media services.

## Definitions: Online (2)

Term	Definition
Other internet service (OIS)	Services provided by means of the internet where there is a person who exercises editorial control over the material included in the service, and which are not television or radio services or video-on-demand services.
Subscription VOD (SVOD)	Subscription VOD (SVOD) services provide access to a library of on-demand content for a fixed, often monthly, fee. The user does not own the content in the library and access to content is limited to the period of subscription. Popular SVOD services include Netflix and Amazon Prime Instant Video.
Transactional VOD (TVOD)	Transactional VOD (TVOD) services provide on-demand content from on an à la carte basis. Content can be bought and downloaded to a consumer's device. This type of TVOD can be known as download-to-own (DTO) or electronic sell through (EST). Alternatively a piece of content can be rented for a one-off fee, after which the consumer has a limited time (often 48 hours) to watch the content after first initiating playback on their device. This type of TVOD can be known as download-to-rent (DTR).
PSB VOD services	These are the BBC iPlayer, ITV Player, 4oD and Demand 5.
Non-PSB VOD services	VOD services not provided by the public service broadcasters.