

# B - PSB Output and Spend

PSB Report 2011 – Information pack

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# Background (1)

- This information pack contains data gathered through Ofcom's Market Intelligence database in order to provide a picture of the PSB programming and spend over the last five years on PSB channels.
- The data in this report are collected by Ofcom from the broadcasters each year, as part of their PSB returns and include figures on the volume of hours broadcast during the year and programme expenditure.

## Notes on the data

- **PSB Channels**

- Where possible data has been provided for BBC One, BBC Two, ITV1, GMTV1, Channel 4, Channel 5 and the BBC's PSB digital channels: BBC Three, BBC Four, CBBC, Cbeebies, BBC News and BBC Parliament. BBC HD has been excluded from much of the analysis in the report as much of its output is simulcast from the core BBC channels and therefore would represent a disproportionate amount of broadcast hours and spend. Please refer to individual footnotes and chart details indicating when a smaller group of these channels is reported on. ITV1 includes GMTV1 unless otherwise stated. Data for S4C is shown in a separate section, apart from S4C's children's output which is included within the children's section of the report.
- GMTV became Daybreak during 2010; the data relating to both services are labelled as 'GMTV' throughout this pack.

- **Spend data**

- Programme spend represents the total cost of production or acquisition, including rights costs but excluding third party investment. In the case of commissions, it represents the price paid to the independent producer (and therefore includes a mark-up on production costs).
- Trend data showing programme costs over a number of years is given in 2010 prices (i.e. taking account of inflation, using the Consumer Prices Index, as provided by the Office for National Statistics).

# Background (2)



- **Genre definitions**

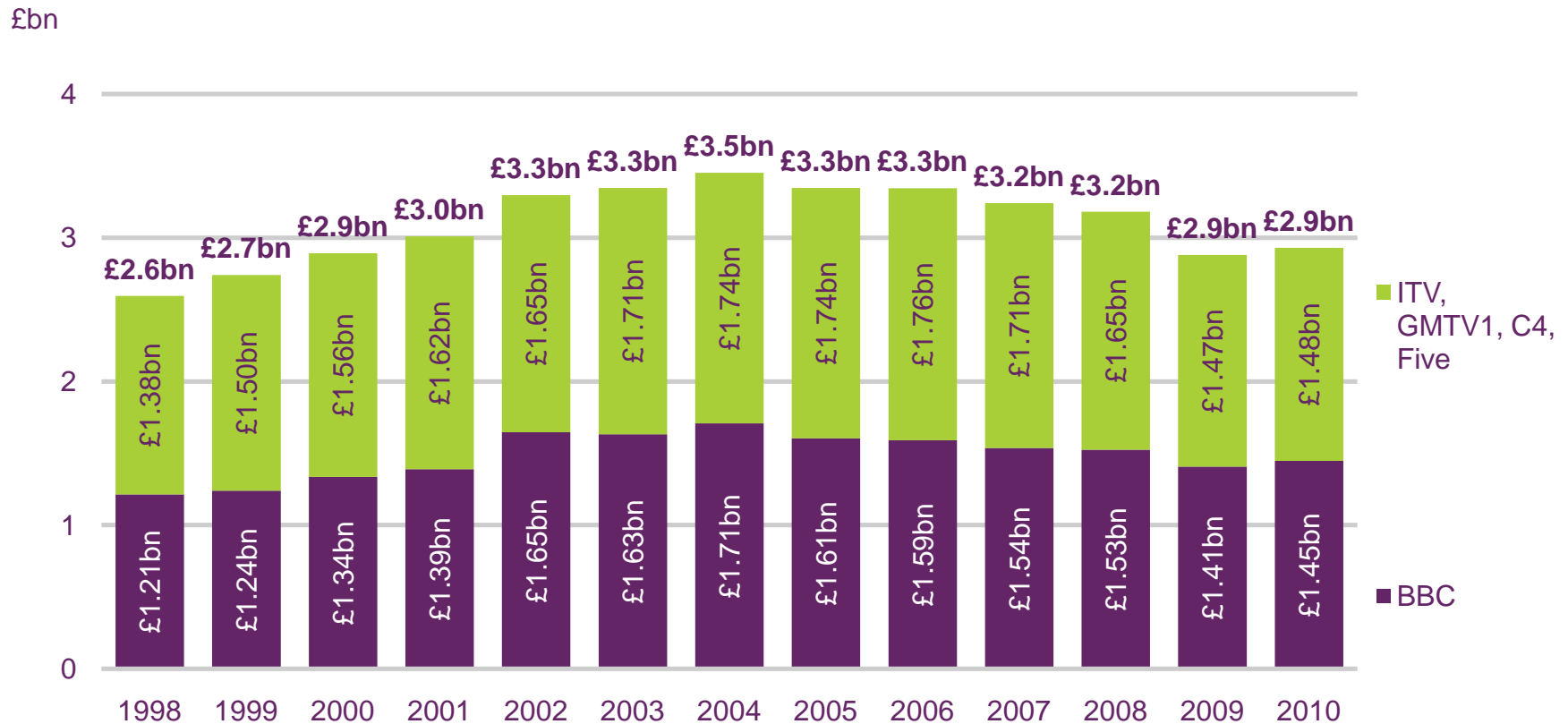
- The allocation of programmes to different genres and the application of common definitions was agreed with broadcasters in 2006 when programme classifications were updated and standardised across PSBs. Figures for certain genres may therefore differ slightly from earlier reported figures. These are noted where relevant. The new genre structure allowed broadcasters more flexibility in the classification of programmes to particular genres, but it has not been possible to go back and re-classify pre-2006 data, therefore analysis of trends using the new breakdowns is only possible for four of the five years reviewed in this report.
- The following changes should be noted in the composition of the figures 2006 and later:
  - Drama includes TV movies which were previously added to Films. Entertainment includes contemporary music but Comedy is now shown separately and includes situation comedy and scripted comedy.
  - Specialist Factual includes Science & Technology, History, Nature & Wildlife and other documentaries.
  - Other Factual includes Hobbies & Leisure, Factual Magazines, Consumer Magazines and General Factual.
  - Factual Entertainment includes reality shows. In previous years some Factual Entertainment programmes were included within Entertainment.

Note: these genres are defined for our monitoring and reporting purposes, and do not necessarily correspond to definitions used in broadcasting legislation, such as the AVMS Directive.

- **Definition of peak time**

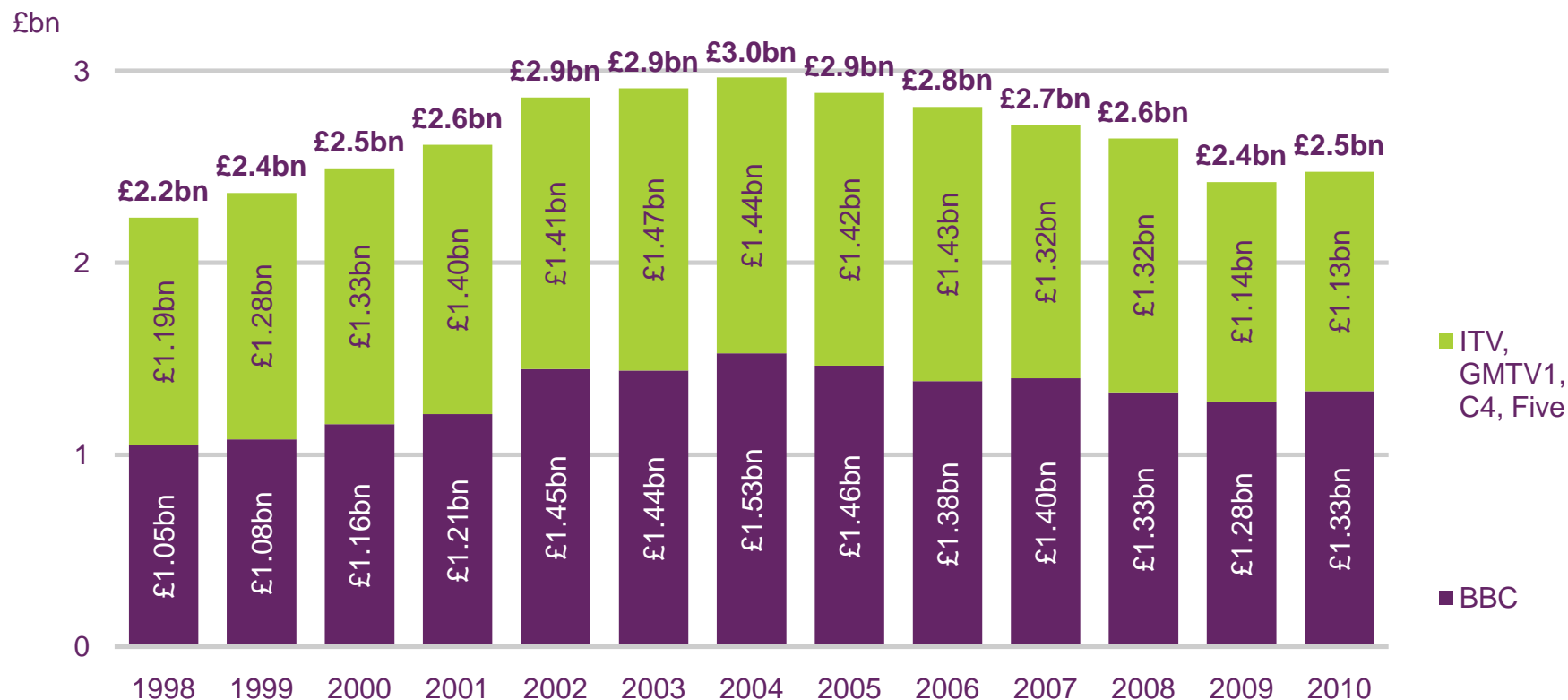
- The standard definition of peak time is from 6pm to 10.30pm. However, for BBC Three and BBC Four peak time runs from 7pm (when broadcasting starts on these channels) to 10.30pm.

## Fig 1 PSB overall network programme spend



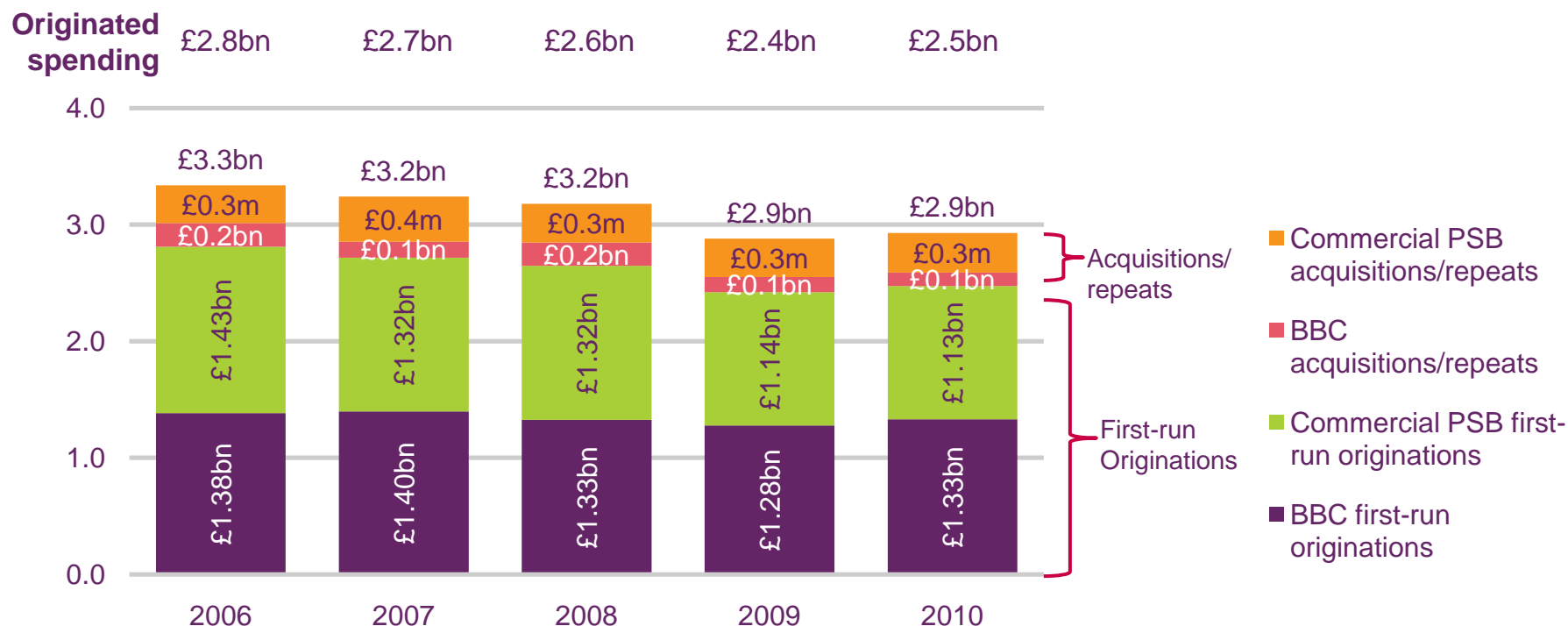
Source: Ofcom/broadcasters. Note: figures are expressed in 2010 prices. BBC figures include BBC1, BBC2, BBC3, BBC4, CBBC, CBeebies, BBC News, BBC Parliament. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.

## Fig 2 PSB network spend on first-run originations



Source: Ofcom/broadcasters. Note: figures are expressed in 2010 prices. BBC figures include BBC1, BBC2, BBC3, BBC4, CBBC, CBeebies, BBC News, BBC Parliament. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.

## Fig 3 PSB network spend on first-run originations, acquisitions and repeats



Source: Ofcom/broadcasters. Note: figures are expressed in 2010 prices. BBC figures include BBC1, BBC2, BBC3, BBC4, CBBC, CBeebies, BBC News, BBC Parliament. Commercial PSB includes ITV1, GMTV1, Channel 4 and Channel 5. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.

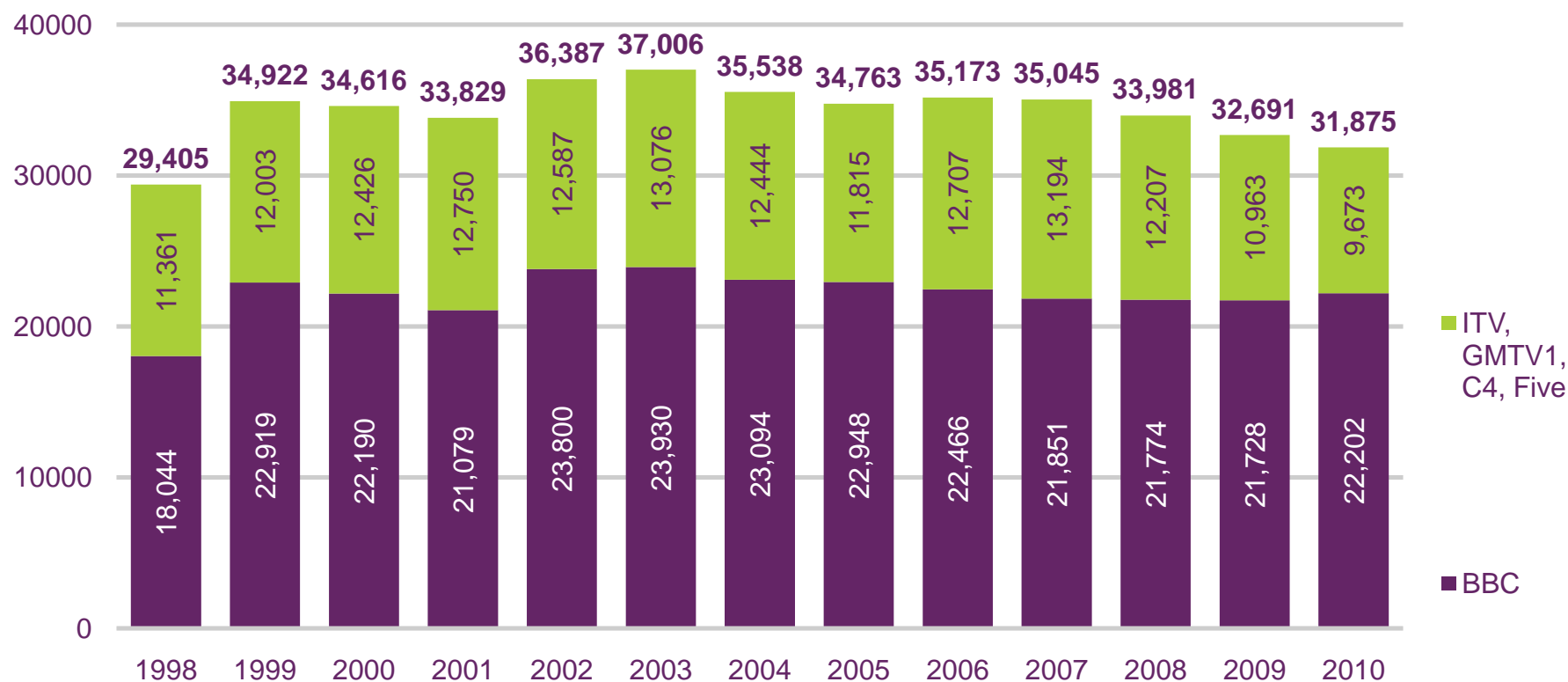
## Fig 4 PSB spend – first-run and all hours, by channel

	Spend on first-run originated output							Spend on all hours of output							First run spend as a % of all spend		
	2006	2009	2010	Change (£m)		Change (%)		2006	2009	2010	Change (£m)		Change (%)		2006	2009	2010
				4 yr	1 yr	4yr	1 yr				4 yr	1 yr	4yr	1 yr			
BBC One	£813m	£763m	£816m	£4m	£53m	0%	7%	£942m	£825m	£869m	-£72m	£44m	-8%	5%	86%	92%	94%
BBC Two	£347m	£323m	£307m	-£39m	-£15m	-11%	-5%	£393m	£369m	£348m	-£45m	-£22m	-11%	-6%	88%	87%	88%
BBC digital	£226m	£191m	£208m	-£18m	£17m	-8%	9%	£252m	£212m	£230m	-£22m	£17m	-9%	8%	90%	90%	91%
<b>BBC Total</b>	<b>£1386m</b>	<b>£1277m</b>	<b>£1332m</b>	<b>-£54m</b>	<b>£55m</b>	<b>-4%</b>	<b>4%</b>	<b>£1586m</b>	<b>£1407m</b>	<b>£1447m</b>	<b>-£139m</b>	<b>£40m</b>	<b>-9%</b>	<b>3%</b>	<b>87%</b>	<b>91%</b>	<b>92%</b>
ITV1/GMTV	£882m	£719m	£749m	-£133m	£30m	-15%	4%	£971m	£837m	£847m	-£124m	£10m	-13%	1%	91%	86%	88%
Channel 4	£425m	£353m	£321m	-£104m	-£32m	-25%	-9%	£570m	£483m	£475m	-£96m	-£8m	-17%	-2%	74%	73%	68%
Five	£122m	£72m	£62m	-£60m	-£9m	-49%	-13%	£214m	£154m	£162m	-£52m	£8m	-24%	5%	57%	47%	38%
<b>Commercial total</b>	<b>£1429m</b>	<b>£1144m</b>	<b>£1132m</b>	<b>-£297m</b>	<b>-£12m</b>	<b>-21%</b>	<b>-1%</b>	<b>£1755m</b>	<b>£1474m</b>	<b>£1483m</b>	<b>-£272m</b>	<b>£10m</b>	<b>-16%</b>	<b>1%</b>	<b>81%</b>	<b>78%</b>	<b>76%</b>
<b>GRAND TOTAL</b>	<b>£2815m</b>	<b>£2421m</b>	<b>£2464m</b>	<b>-£351m</b>	<b>£43m</b>	<b>-12%</b>	<b>2%</b>	<b>£3341m</b>	<b>£2881m</b>	<b>£2930m</b>	<b>-£411m</b>	<b>£49m</b>	<b>-12%</b>	<b>2%</b>	<b>84%</b>	<b>84%</b>	<b>84%</b>

Source: Ofcom/broadcasters. Note: figures are expressed in 2010 prices. BBC figures include BBC1, BBC2, BBC3, BBC4, CBBC, CBeebies, BBC News, BBC Parliament. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.



## Fig 5 PSB hours of first-run network originations



Source: Ofcom/broadcasters. Note: figures are expressed in 2010 prices. BBC figures include BBC1, BBC2, BBC3, BBC4, CBBC, CBeebies, BBC News, BBC Parliament. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.

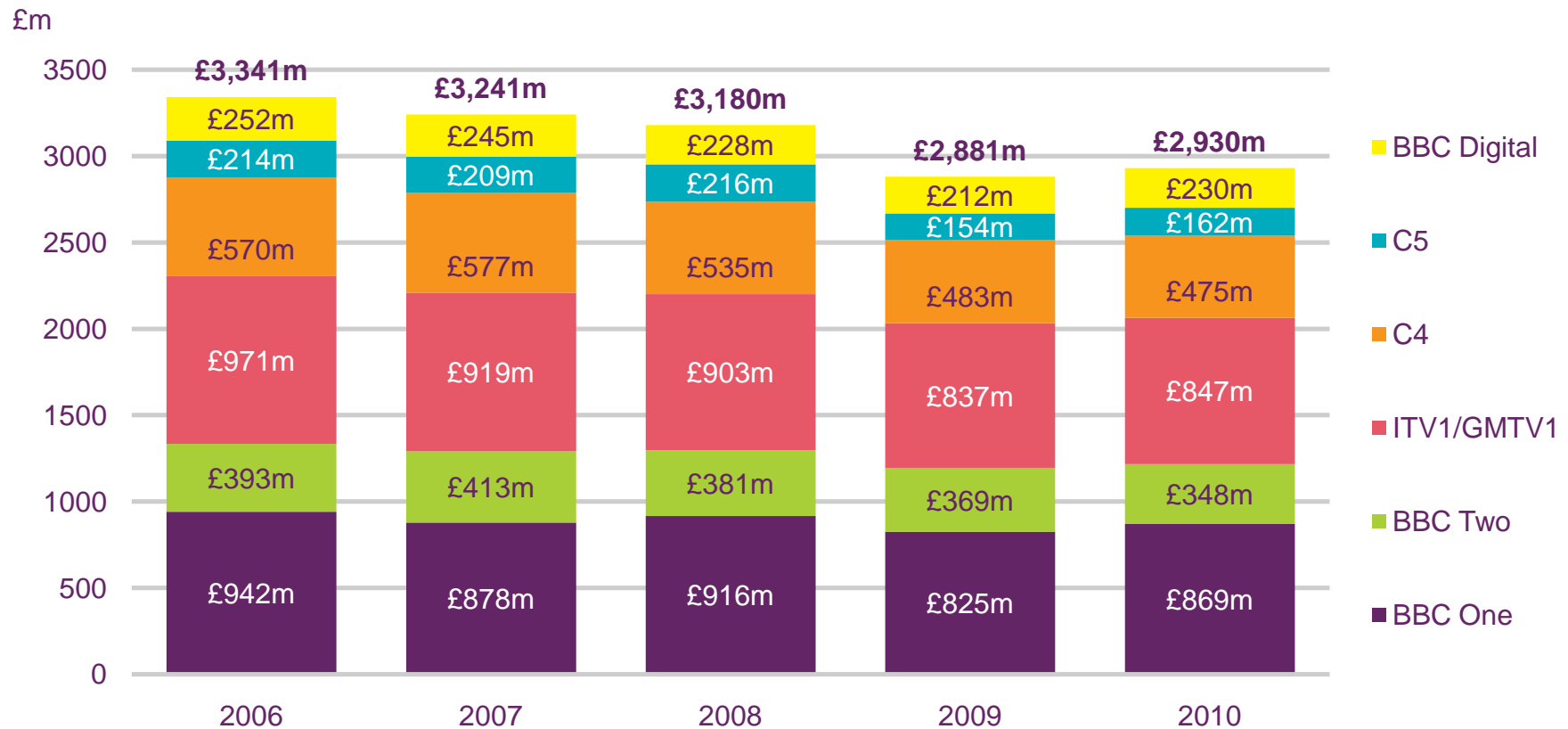


## Fig 6 PSB spend, first-run and all hours, by genre

	Spend on hours of first-run originated output								Spend on all hours of output								First run spend		
	2006	2009	2010	Change (£m)		Change (%)		2006	2009	2010	Change (£m)		Change (%)		2006	2009	2010		
				4yr	1 yr	4yr	1 yr				4yr	1 yr	4yr	1 yr					
News/current affairs	£340m	£303m	£307m	-£33m	£4m	-10%	1%	£342m	£303m	£308m	-£34m	£5m	-10%	2%	100%	100%	100%		
Arts/classical music	£66m	£49m	£46m	-£20m	-£3m	-30%	-5%	£68m	£51m	£48m	-£20m	-£4m	-30%	-7%	97%	95%	96%		
Religion and ethics	£20m	£16m	£13m	-£7m	-£2m	-34%	-15%	£21m	£16m	£14m	-£7m	-£2m	-34%	-15%	98%	98%	98%		
Education	£25m	£27m	£19m	-£6m	-£7m	-23%	-28%	£27m	£27m	£19m	-£8m	-£7m	-29%	-27%	92%	100%	99%		
Factual	£505m	£466m	£418m	-£87m	-£48m	-17%	-10%	£527m	£482m	£430m	-£97m	-£52m	-18%	-11%	96%	97%	97%		
Drama and soaps	£727m	£588m	£520m	-£207m	-£68m	-28%	-12%	£889m	£757m	£685m	-£204m	-£72m	-23%	-9%	82%	78%	76%		
Entertainment/comedy	£472m	£434m	£436m	-£37m	£2m	-8%	0%	£550m	£483m	£489m	-£61m	£5m	-11%	1%	86%	90%	89%		
Film	£9m	£18m	£22m	£13m	£4m	149%	25%	£194m	£218m	£239m	£45m	£21m	23%	10%	5%	8%	9%		
Sports	£549m	£427m	£596m	£47m	£169m	9%	39%	£600m	£432m	£596m	-£4m	£164m	-1%	38%	91%	99%	100%		
Children's programmes	£101m	£94m	£87m	-£14m	-£8m	-14%	-8%	£124m	£112m	£102m	-£22m	-£10m	-18%	-9%	81%	84%	85%		
<b>TOTAL</b>	<b>£2815m</b>	<b>£2421m</b>	<b>£2464m</b>	<b>-£351m</b>	<b>£43m</b>	<b>-12%</b>	<b>2%</b>	<b>£3341m</b>	<b>£2881m</b>	<b>£2930m</b>	<b>-£411m</b>	<b>£49m</b>	<b>-12%</b>	<b>2%</b>	<b>84%</b>	<b>84%</b>	<b>84%</b>		

Source: Ofcom/broadcasters. Note: figures are expressed in 2010 prices. BBC figures include BBC1, BBC2, BBC3, BBC4, CBBC, CBeebies, BBC News, BBC Parliament. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.

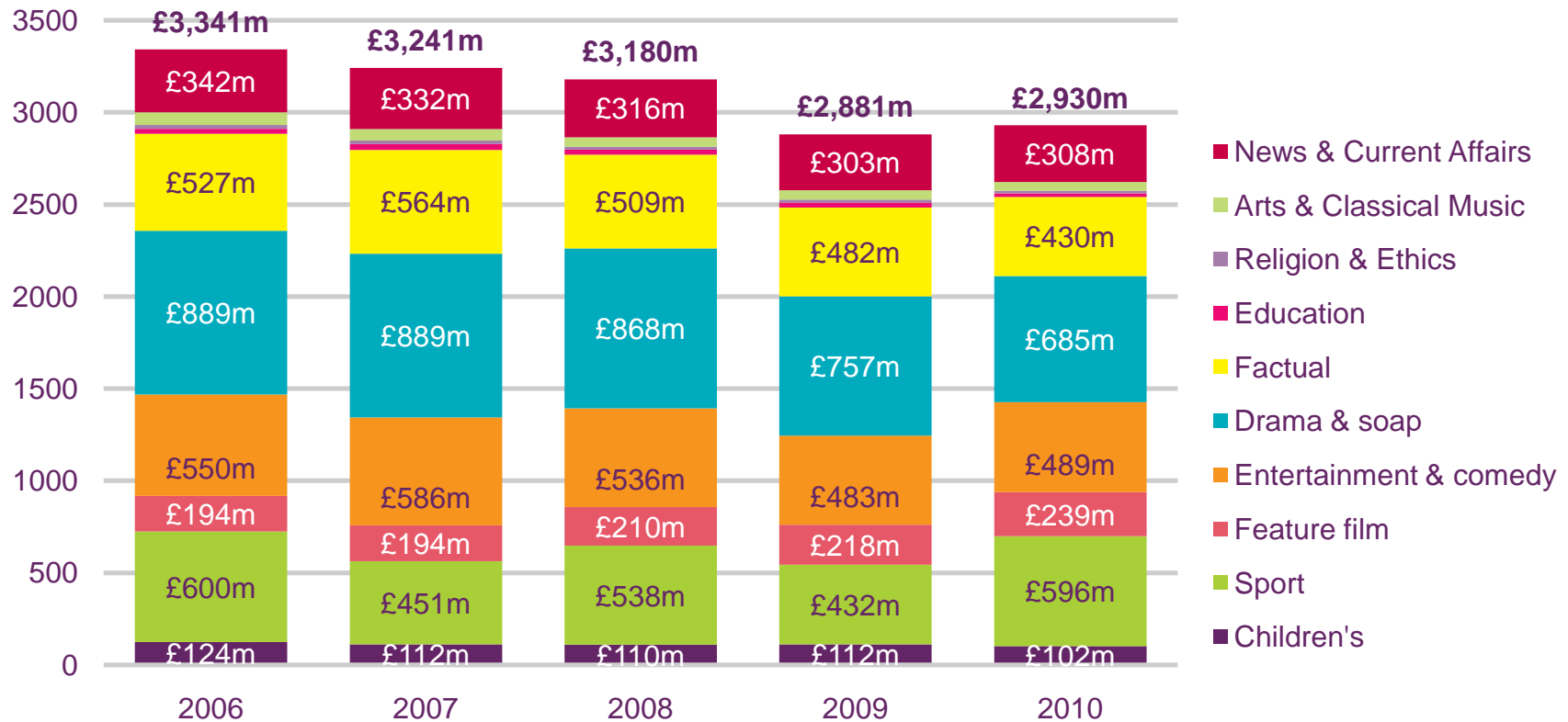
## Fig 7 PSB network programme spend; by channel



Source: Ofcom/broadcasters. Note: figures are expressed in 2010 prices. BBC Digital includes BBC3, BBC4, CBBC, CBeebies, BBC News, and BBC Parliament. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.

## Fig 8 PSB network programme spend for PSB channels; by genre

£m



Source: Ofcom/broadcasters. Note: figures are expressed in 2010 prices. Figures include PSB services: BBC1, BBC2, BBC3, BBC4, CBBC, CBeebies, BBC News, BBC Parliament, ITV1, GMTV1, Channel 4 and Five. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.



## Fig 9 Programme spend on nations and regions programming

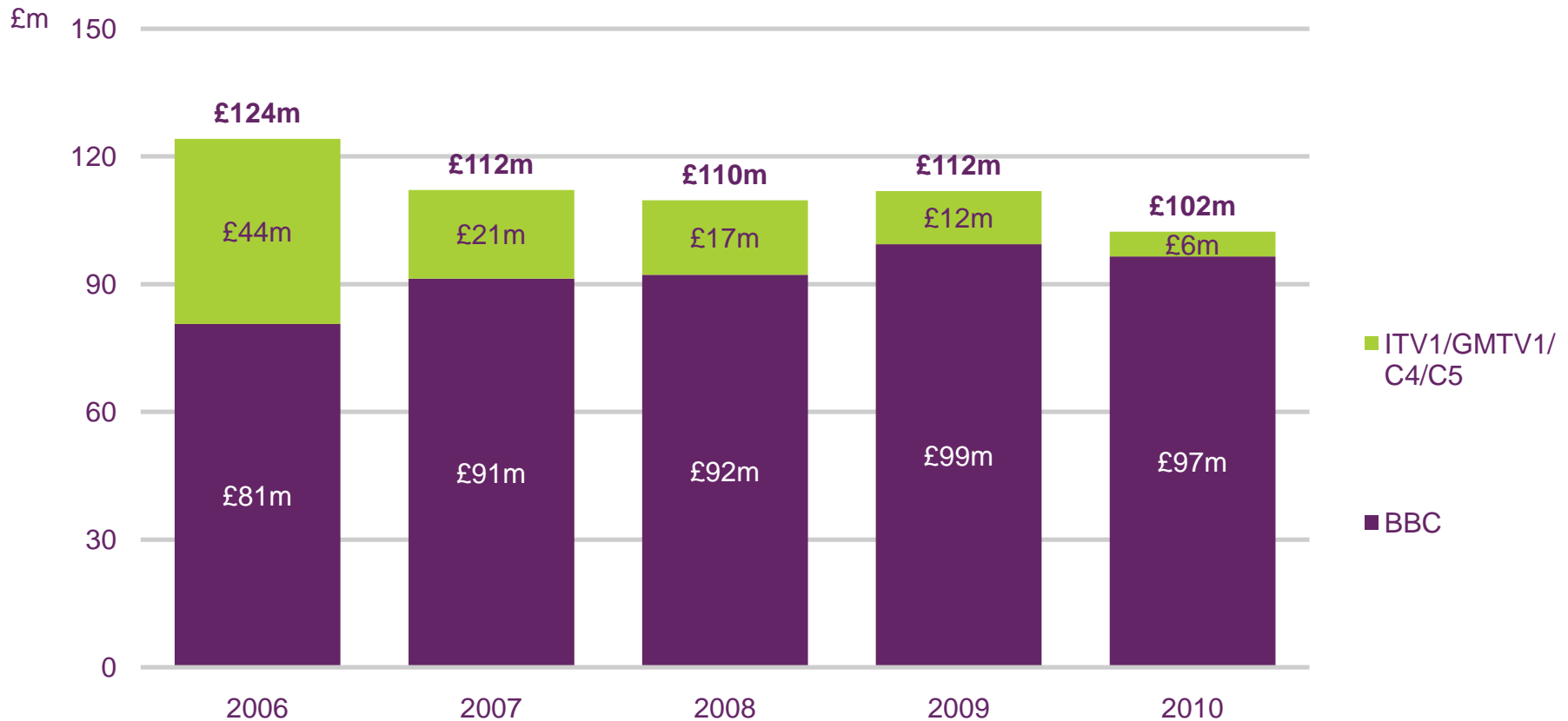
Total investment in nations and regions output by the BBC, ITV1/STV/UTV

Spend (£m, 2010 prices)



Source: Broadcasters. All figures expressed in 2010 prices. First-run originations only, excluding BBC Alba.

## Fig 10 Network children's programme spend by PSB channels



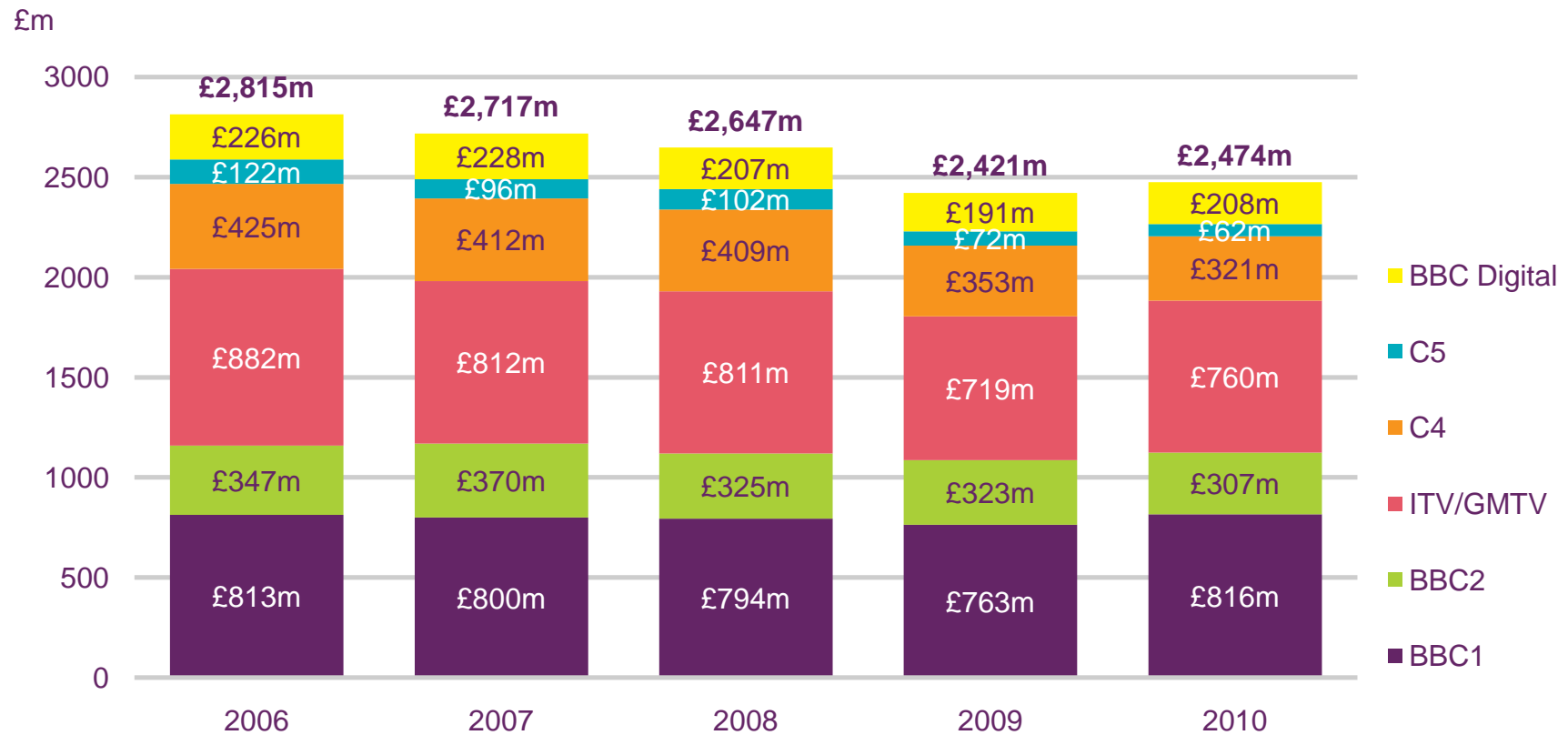
Source: Ofcom/broadcasters. Note: figures are expressed in 2010 prices. ITV1 includes GMTV1. BBC channels do not include BBC HD. CITV is excluded.

## Fig 11 PSB network programme spend on first-run originations



Source: Ofcom/broadcasters. Note: figures are expressed in 2010 prices. Figures include PSB services: BBC1, BBC2, BBC3, BBC4, CBBC, CBeebies, BBC News, BBC Parliament, ITV1, GMTV1, Channel 4 and Five. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.

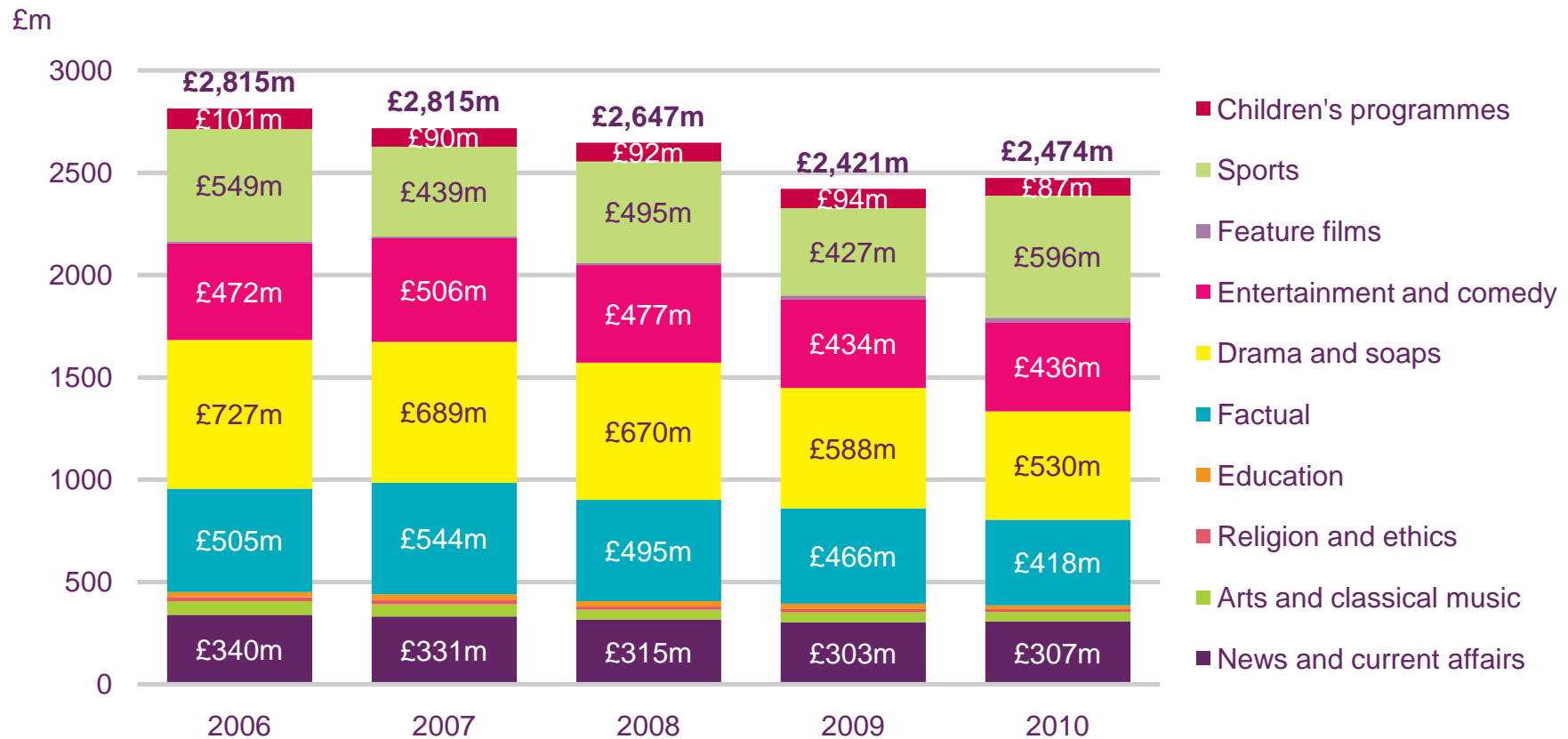
## Fig 12 PSB first run originations spend; by channel



Source: Ofcom/broadcasters. Note: figures are expressed in 2010 prices. BBC Digital includes BBC3, BBC4, CBBC, CBeebies, BBC News, and BBC Parliament. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.

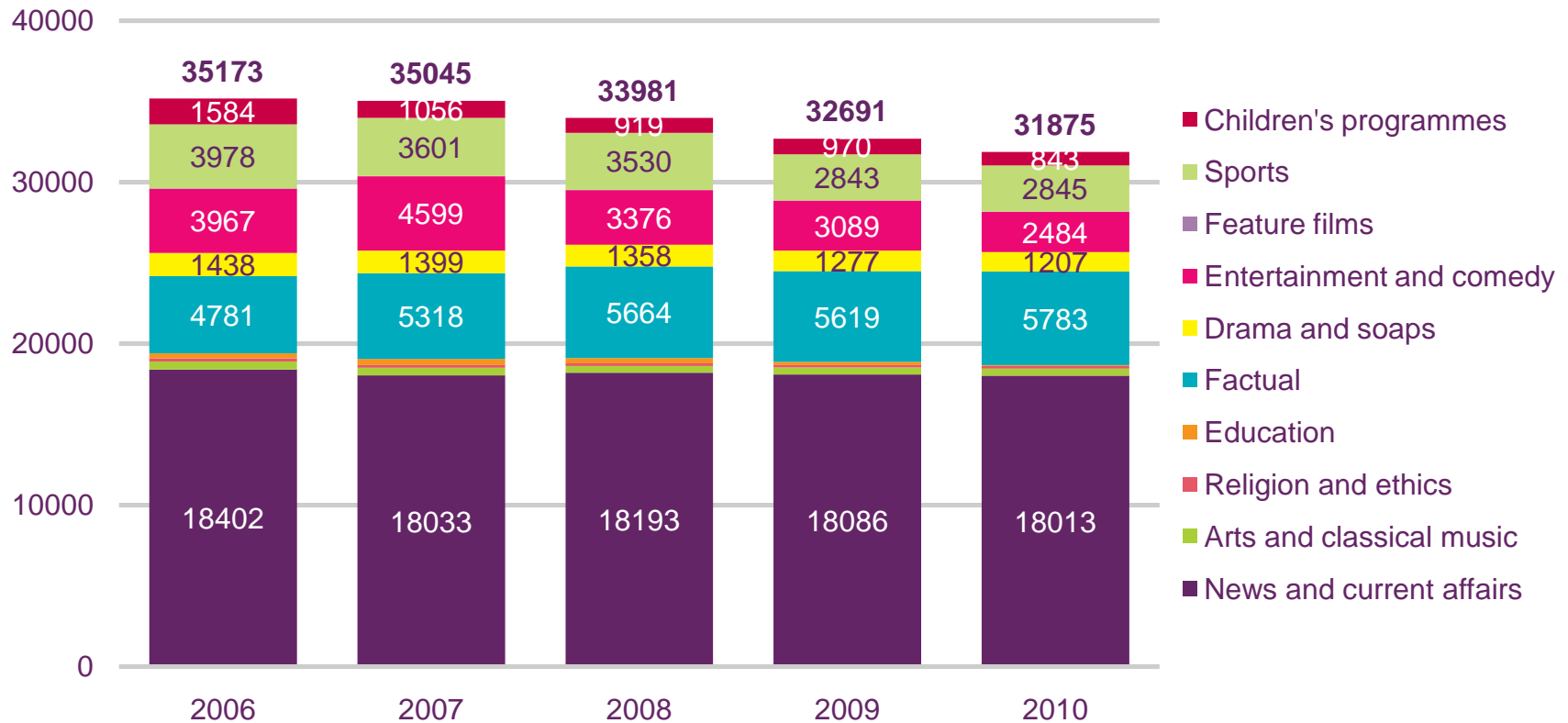


## Fig 13 PSB first run originations spend; by genre



Source: Ofcom/broadcasters. Note: figures are expressed in 2010 prices. Figures include PSB services: BBC1, BBC2, BBC3, BBC4, CBBC, CBeebies, BBC News, BBC Parliament, ITV1, GMTV1, Channel 4 and Five. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.

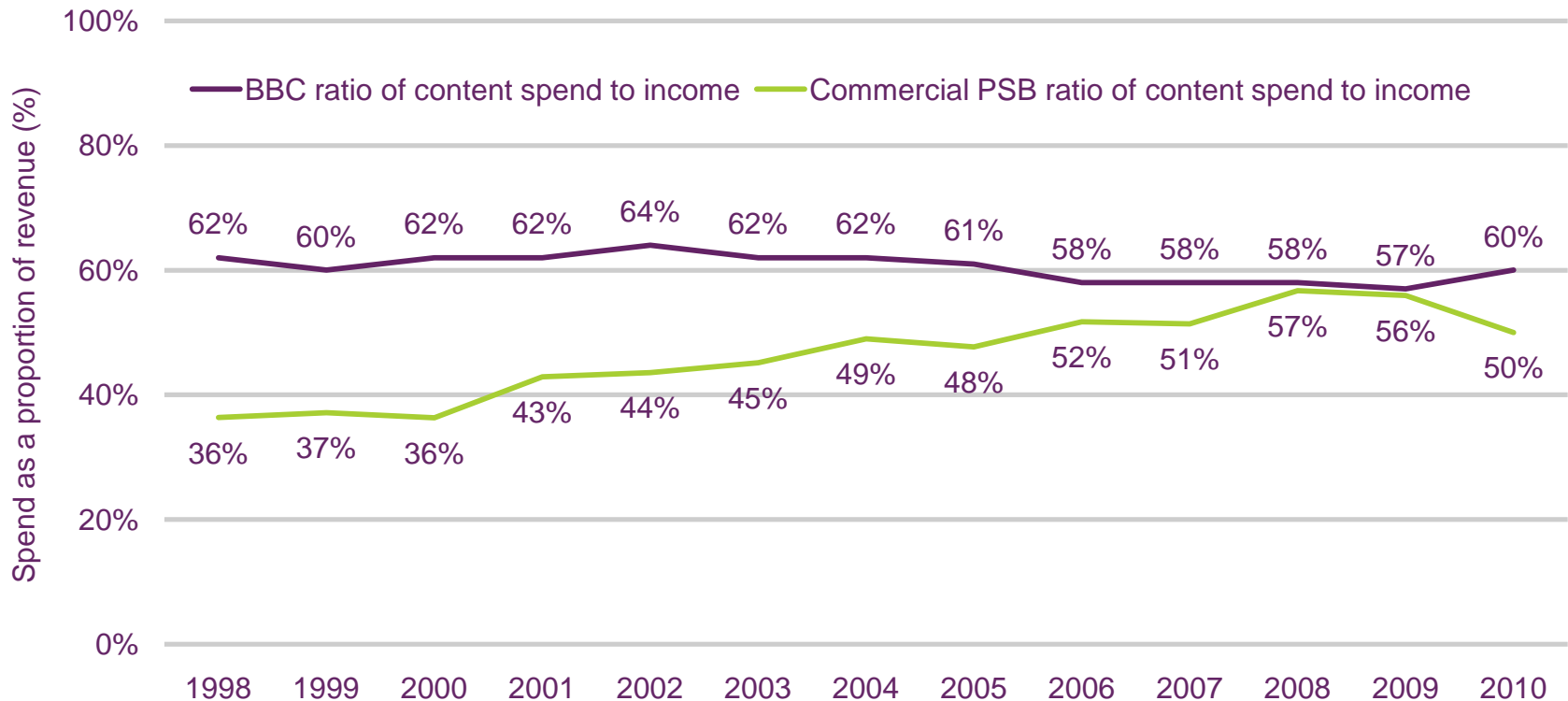
## Fig 14 PSB first run origination hours; by genre



Source: Ofcom/broadcasters. Figures include PSB services: BBC1, BBC2, BBC3, BBC4, CBBC, CBeebies, BBC News, BBC Parliament, ITV1, GMTV1, Channel 4 and Five. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming.



**Fig 15 PSB first run originated television programming: ratio of spend to revenue**



**Source:** Broadcasters and Ofcom estimates drawing on data from the BBC's Annual Reports and Accounts. Spend is all day, all genres. It includes all spending on networked output by the BBC, ITV1, Channel 4 and Five. It also includes BBC, stv, ITV1 and UTV spending on programmes for viewers in the nations and regions and the BBC's spend on programmes for S4C and BBC Alba. BBC TV income is based on Ofcom estimates of total licence fee revenue that is spent on TV-related services which includes content, distribution, and infrastructure spending, and pro-rata, a share of remaining overheads.

## Fig 16 Output on PSB channels, 2006-2010

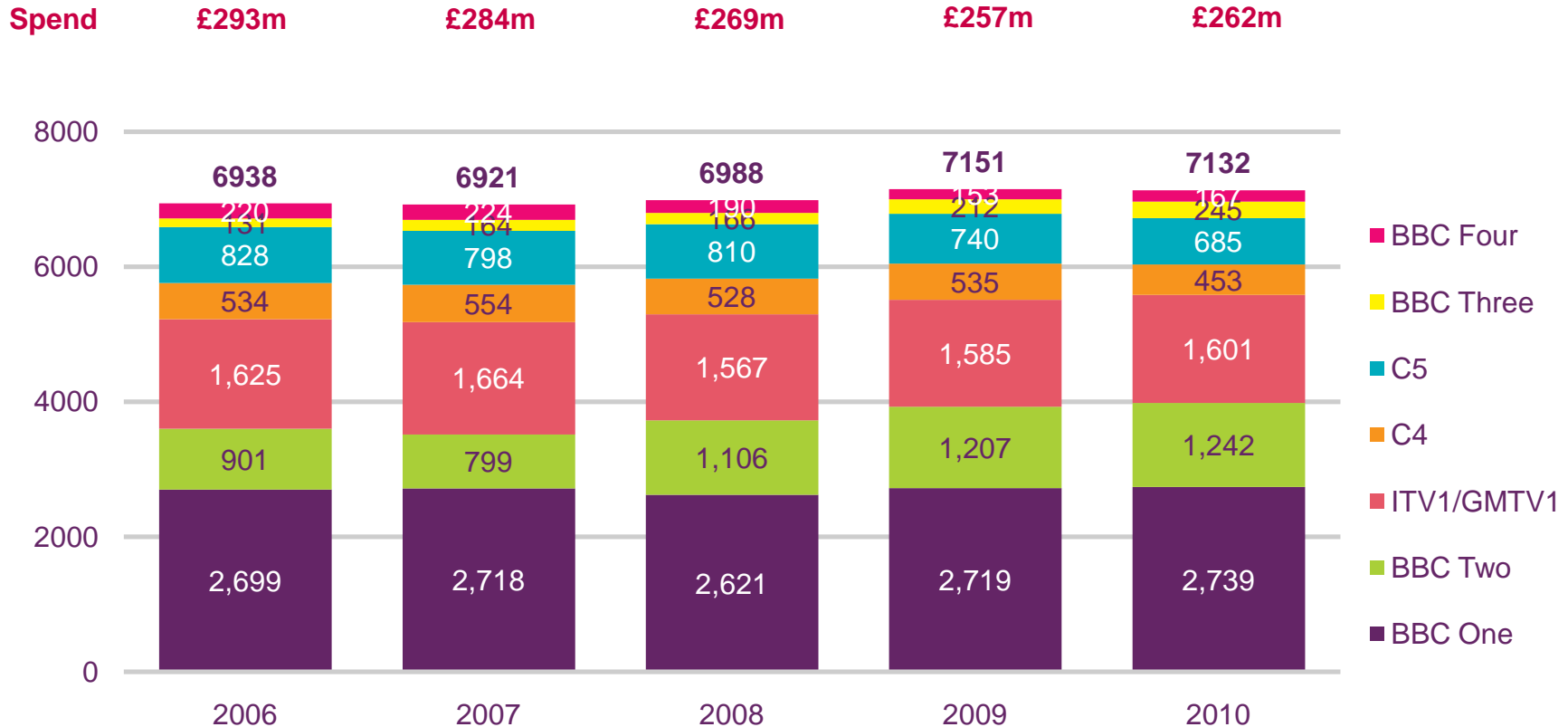
Proportion of output (hours %)

	All hours (%)							Peaktime hours (%)						
	BBC1	BBC2	ITV1	C4	C5	BBC3	BBC4	BBC1	BBC2	ITV1	C4	C5	BBC3	BBC4
Children's	6%	22%	5%	4%	18%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Sport	9%	14%	5%	8%	3%	3%	0%	4%	14%	8%	0%	4%	4%	0%
Comedy	1%	3%	0%	9%	0%	24%	3%	5%	10%	2%	1%	0%	8%	3%
Entertainment	5%	5%	11%	20%	2%	10%	9%	10%	13%	21%	11%	3%	14%	8%
Film	6%	8%	10%	13%	12%	7%	5%	1%	3%	6%	9%	22%	14%	4%
Drama	11%	4%	14%	12%	23%	11%	10%	27%	2%	33%	12%	30%	20%	10%
Factual Entertainment	9%	8%	1%	12%	4%	25%	0%	4%	10%	4%	10%	8%	28%	0%
General Factual	8%	5%	28%	11%	5%	0%	0%	13%	7%	1%	17%	12%	0%	0%
Specialist factual	10%	10%	2%	5%	8%	11%	30%	11%	27%	5%	14%	12%	6%	33%
Education	0%	3%	0%	0%	3%	1%	0%	1%	0%	0%	0%	0%	0%	0%
Religion	1%	1%	0%	0%	0%	0%	1%	0%	2%	0%	1%	0%	0%	1%
Arts & classical music	1%	4%	0%	1%	0%	0%	37%	1%	8%	1%	2%	0%	0%	31%
Current Affairs	3%	4%	2%	2%	4%	6%	5%	3%	5%	2%	9%	1%	3%	10%
News & Weather	30%	11%	17%	3%	4%	1%	0%	19%	0%	18%	13%	6%	2%	0%
Misc	0%	0%	5%	0%	14%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: Ofcom/broadcasters

Note: The analysis includes all PSB channels apart from BBC Alba or BBC HD. Figures exclude nations/regions programming. Figures may not all add up to 100% owing to rounding errors.

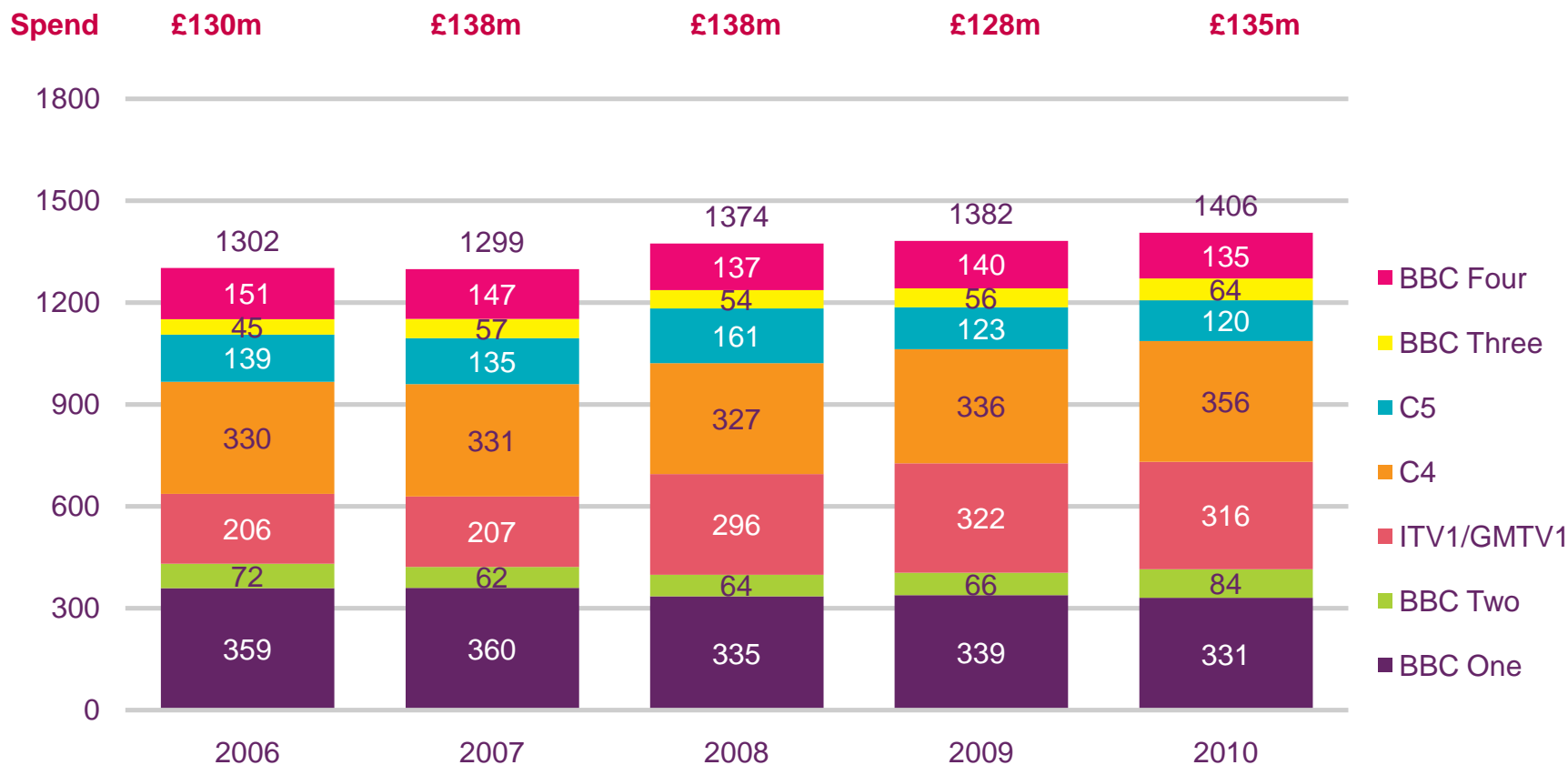
**Fig 17 Annual volume of hours of UK/National news and current affairs output, all day 2005-2010**



Source: Ofcom/broadcasters

Note: UK/national News refers to network news and excludes non-network news. Does not include BBC Parliament nor BBC News. Spend is given in 2010 prices

**Fig 18 Volume of hours of UK/national news and current affairs, peak time**

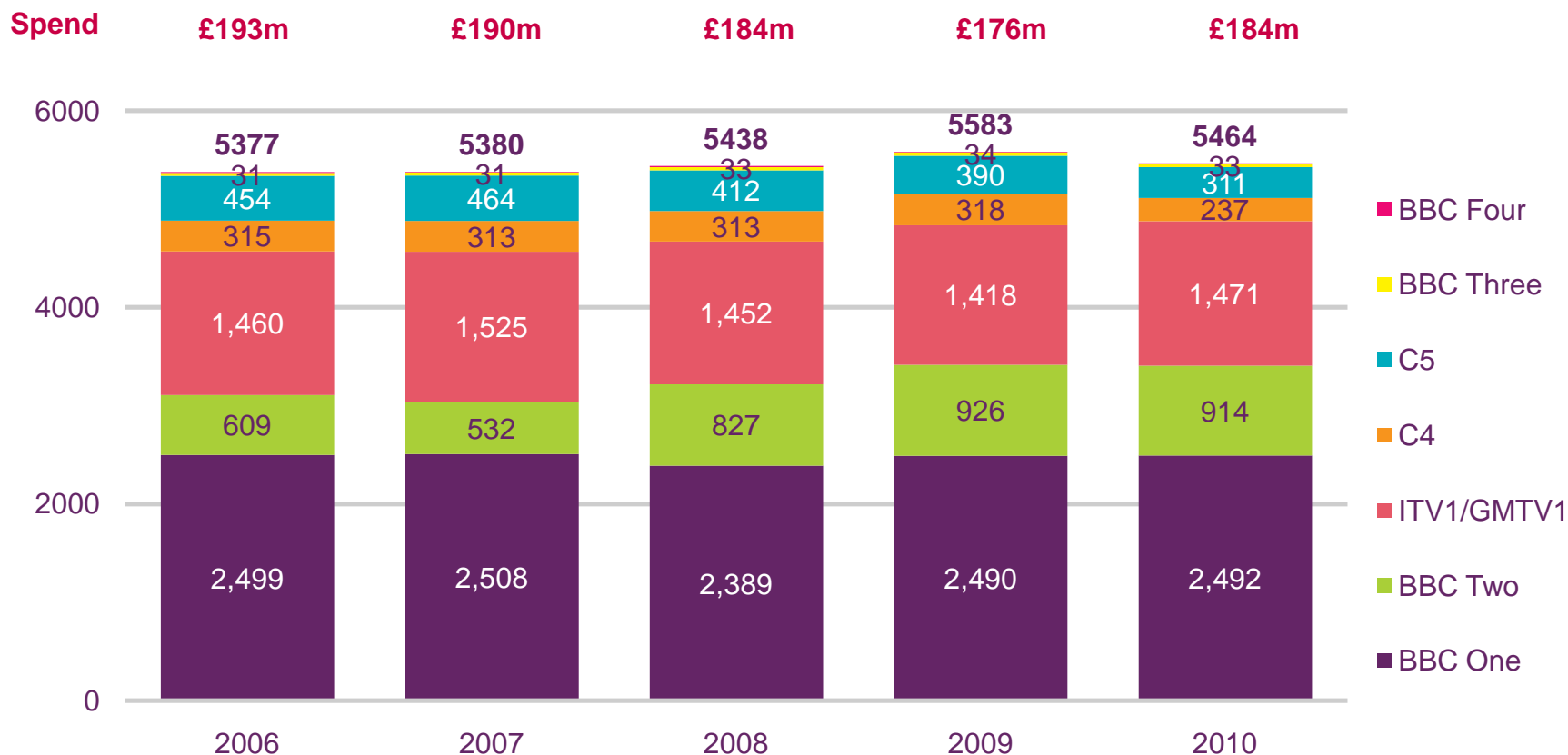


Source: Ofcom/broadcasters

Note: UK/national News refers to network news and excludes non-network news. Does not include BBC Parliament nor BBC News.

Spend is given in 2010 prices

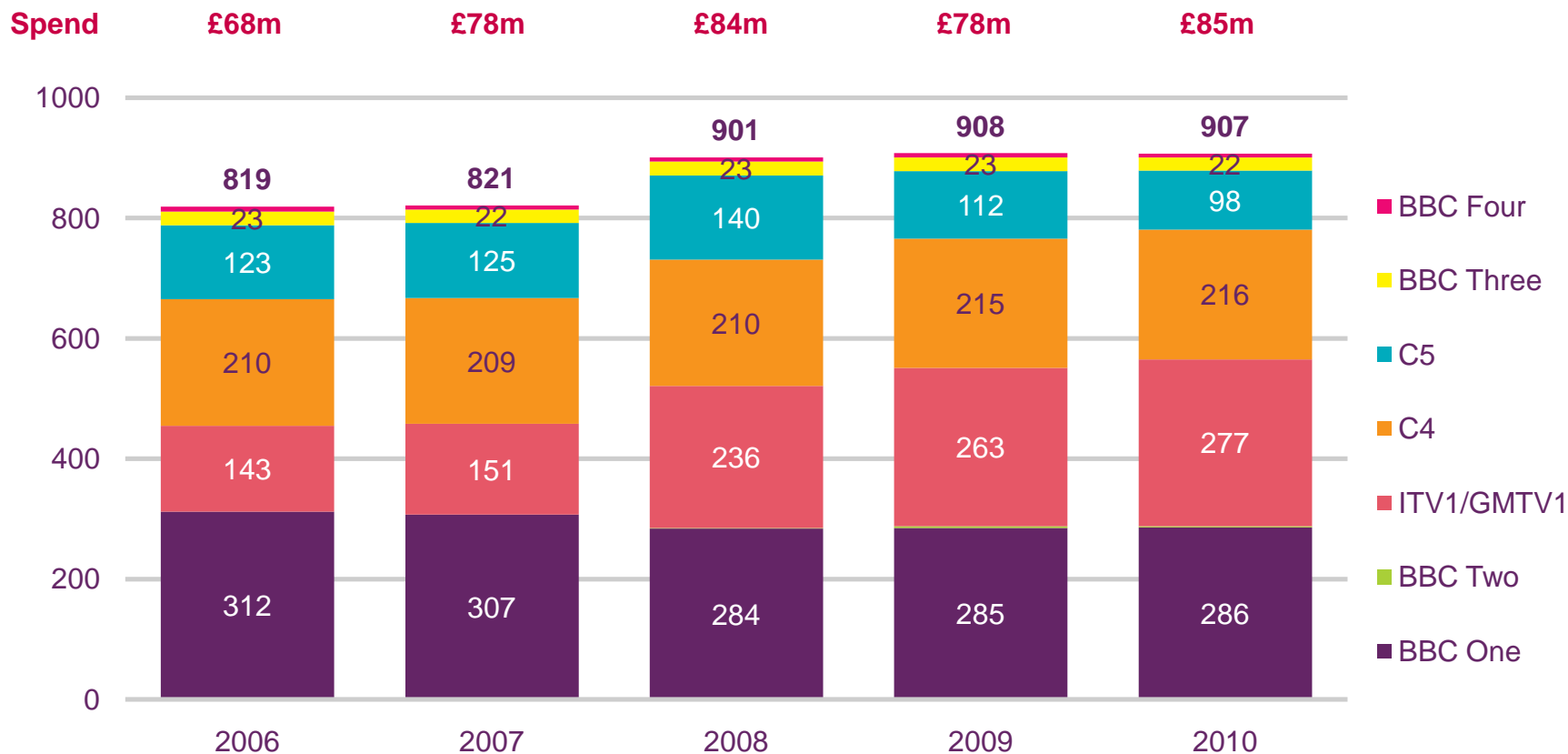
**Fig 19 Volume of hours of UK/national News, all day**



Source: Ofcom/broadcasters

Note: UK/national News refers to network news and excludes non-network news. Does not include BBC Parliament nor BBC News. Spend is given in 2010 prices

## Fig 20 Volume of hours of UK/national News, peak time

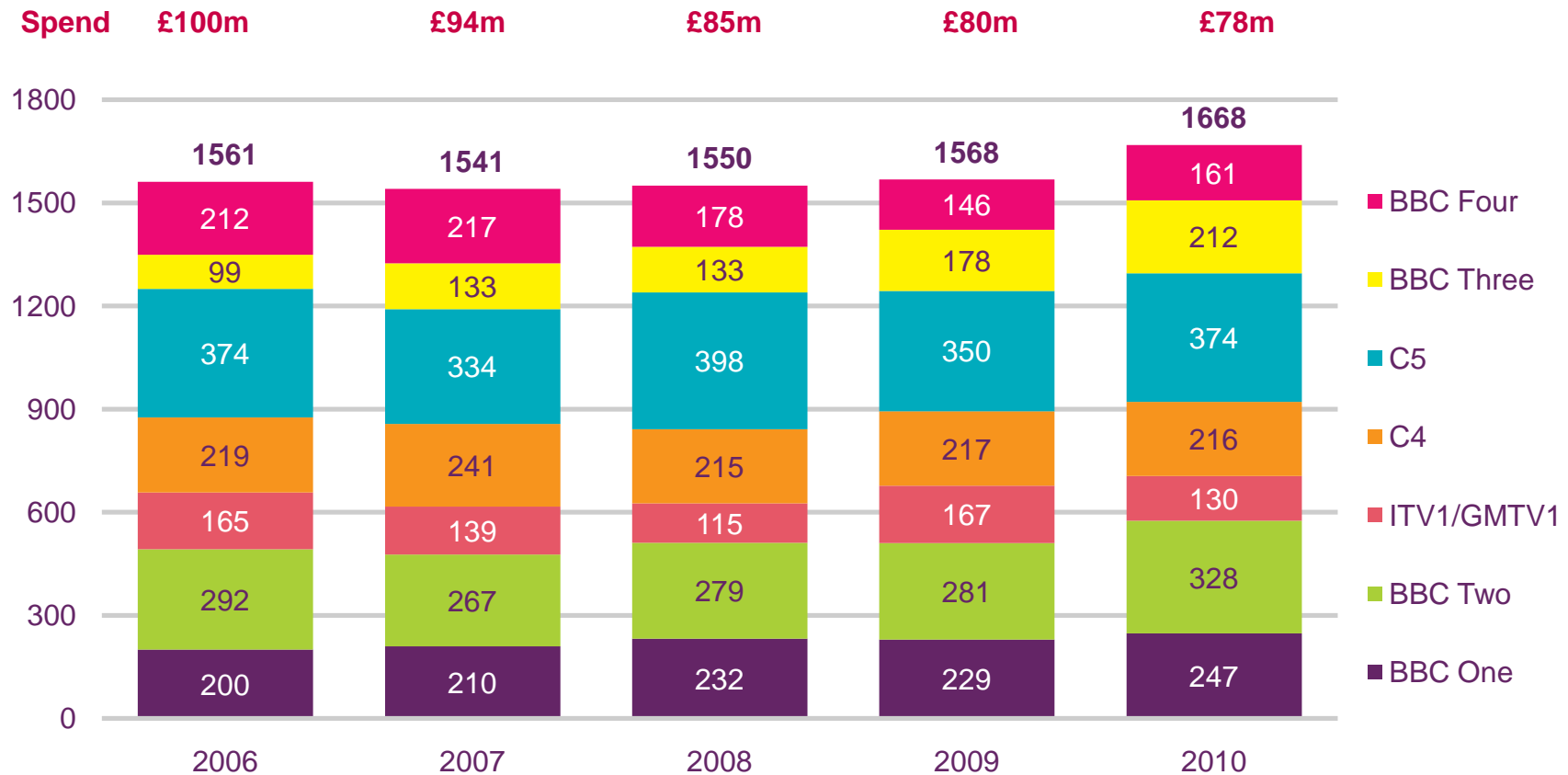


Source: Ofcom/broadcasters

Note: UK/national News refers to network news and excludes non-network news. Does not include BBC Parliament nor BBC News. Spend is given in 2010 prices



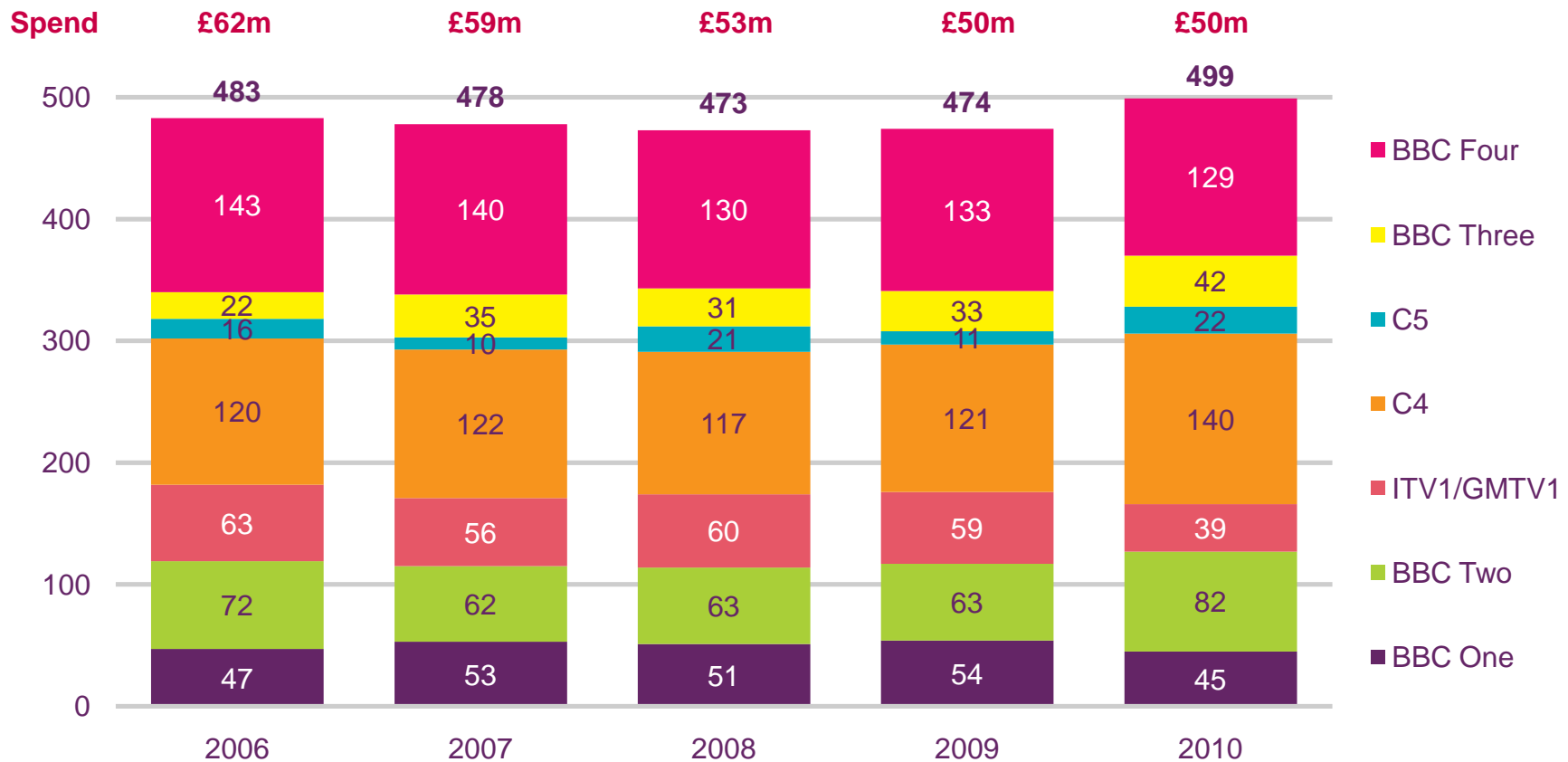
## Fig 21 Volume of hours of Current Affairs, all day



Source: Ofcom/broadcasters

Note: UK/national News refers to network news and excludes non-network news. Does not include BBC Parliament nor BBC News. Spend is given in 2010 prices

## Fig 22 Volume of hours of Current Affairs, peak time

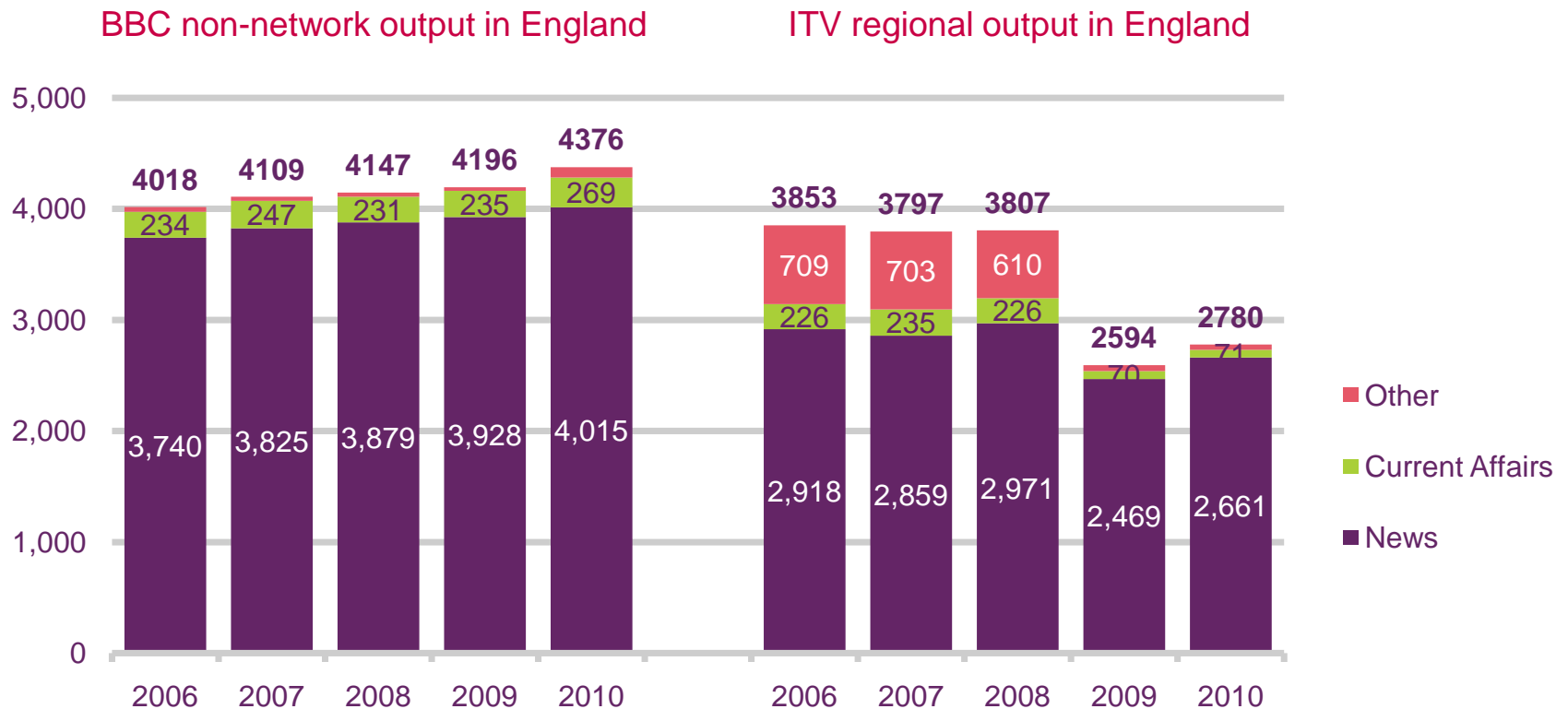


Source: Ofcom/broadcasters

Note: UK/national News refers to network news and excludes non-network news. Does not include BBC Parliament nor BBC News.

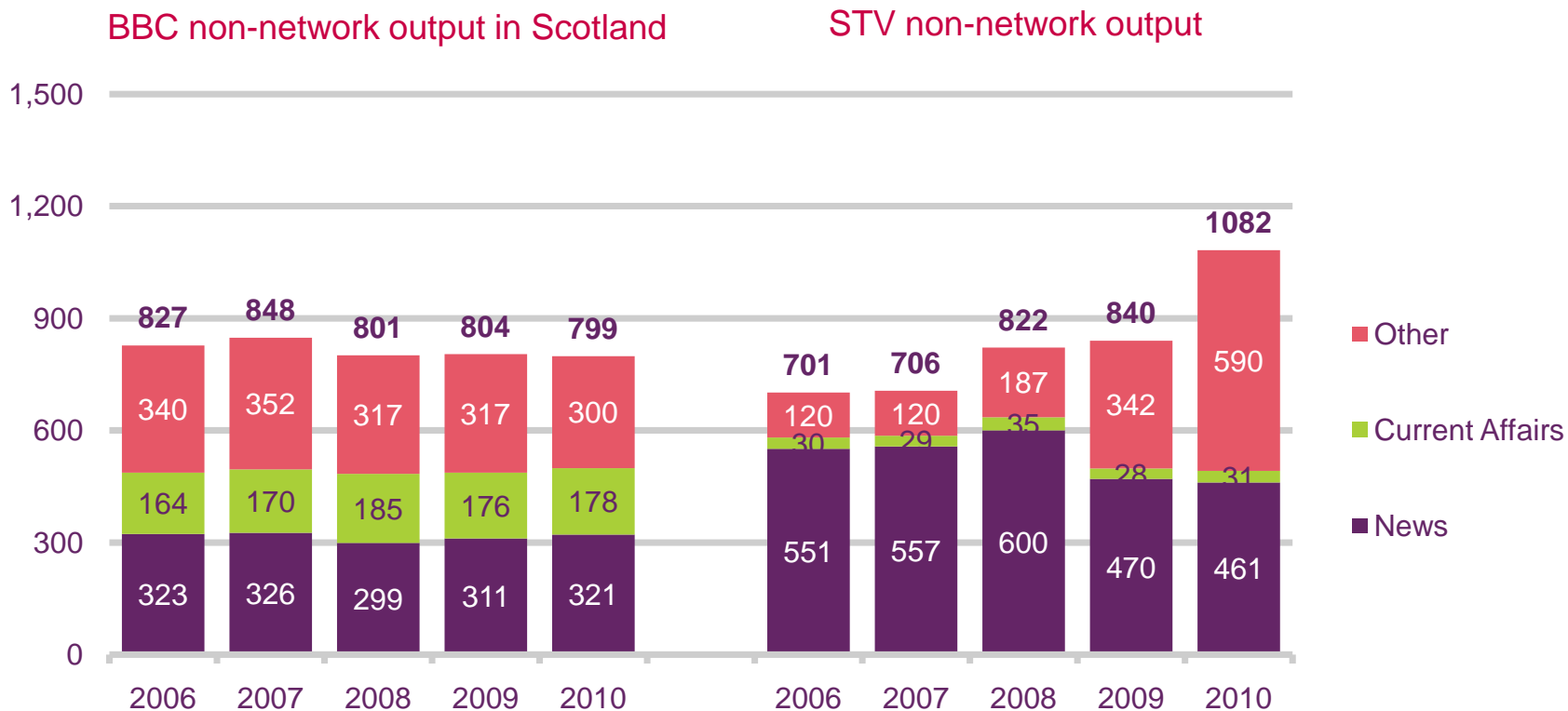
Spend is given in 2010 prices

## Fig 23 Non-network first-run originations in England



Source: Ofcom/broadcasters

## Fig 24 Non-network first-run originations in Scotland



Source: Ofcom/broadcasters

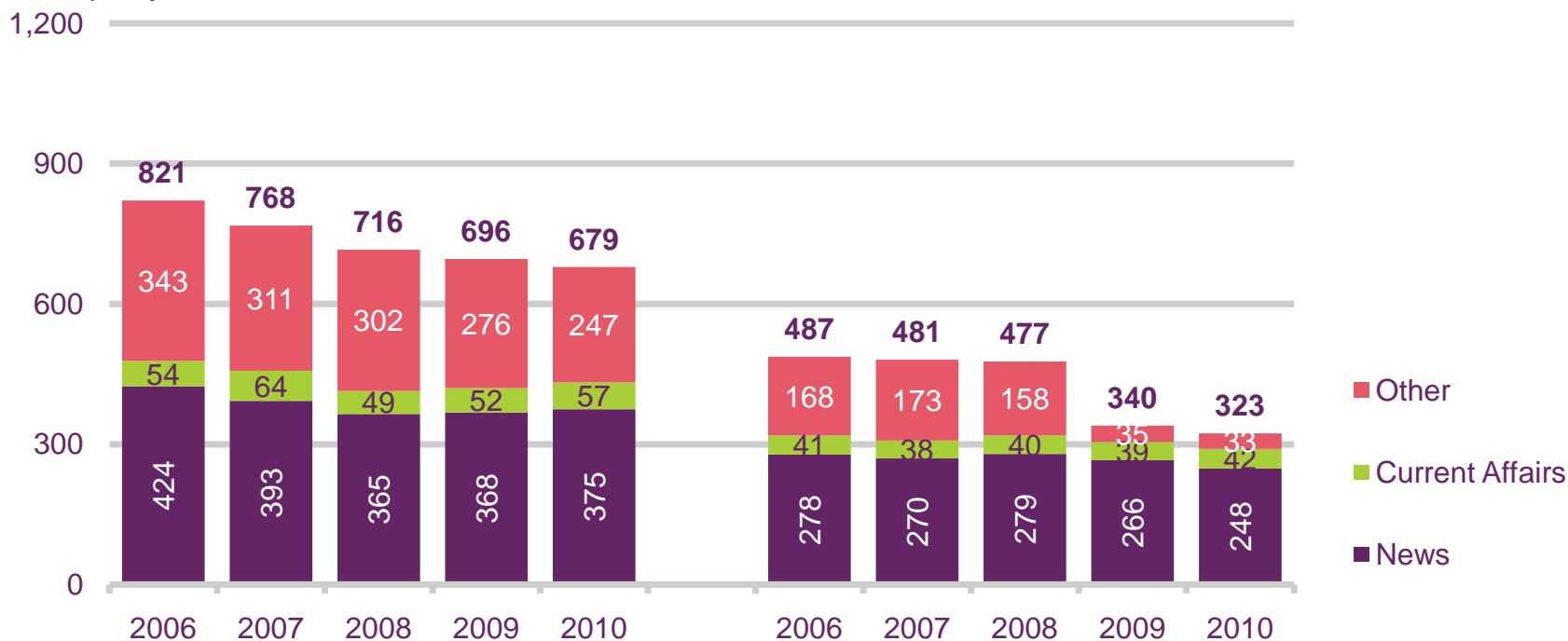
Note: Figures exclude gaelic programming

## Fig 25 Non-network first-run originations in Wales

BBC non-network output in Wales

ITV non-network output in Wales

Hours per year



Source: Ofcom/broadcasters

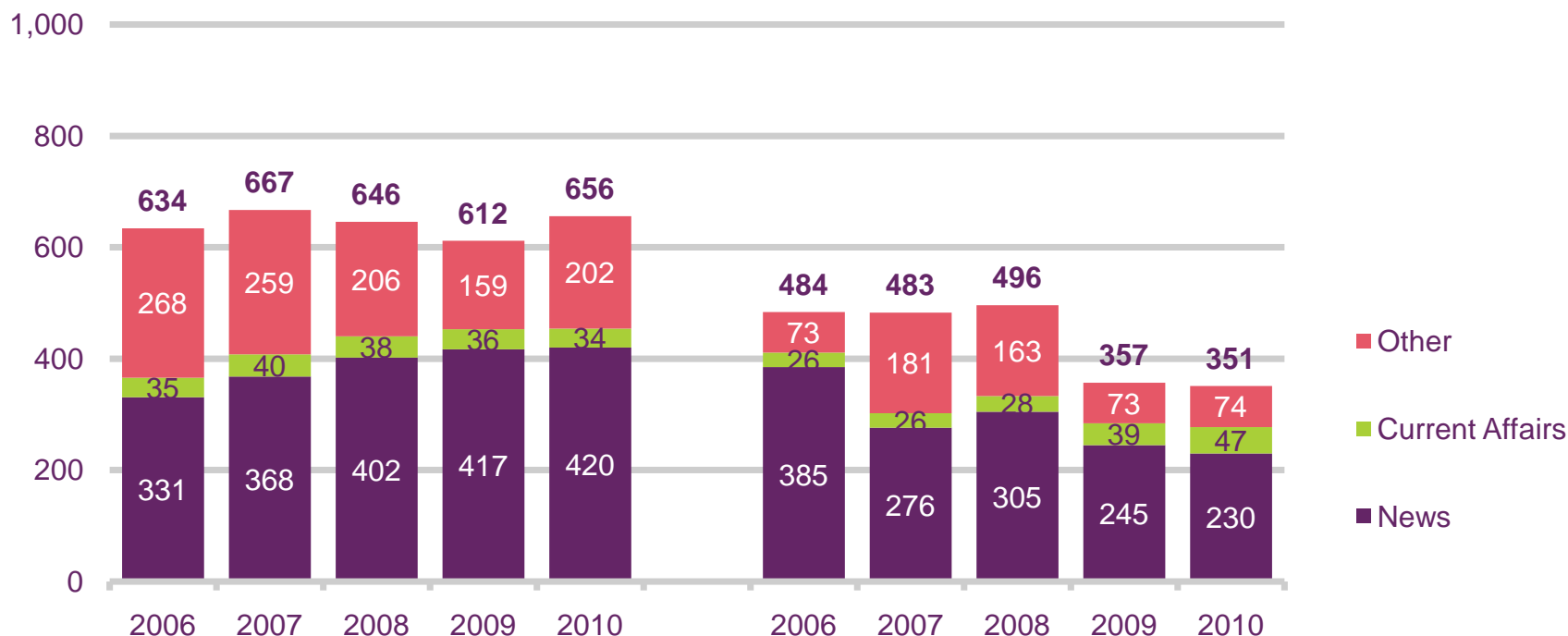
Note: Figures exclude S4C hours

## Fig 26 Non-network first-run originations in N Ireland

BBC non-network output in NI

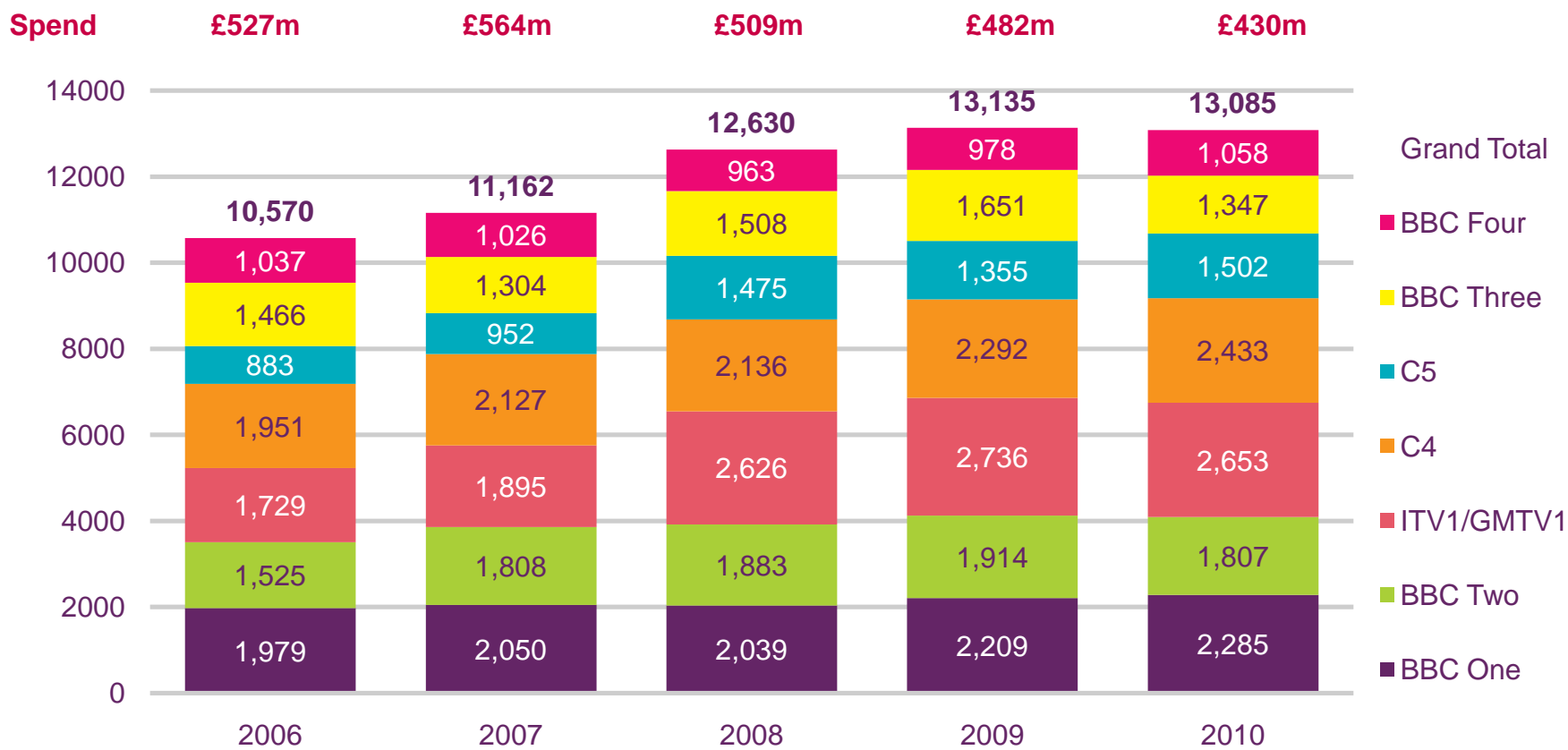
UTV non-network output

Hours per year



Source: Ofcom/broadcasters  
 Note: Figures exclude repeats

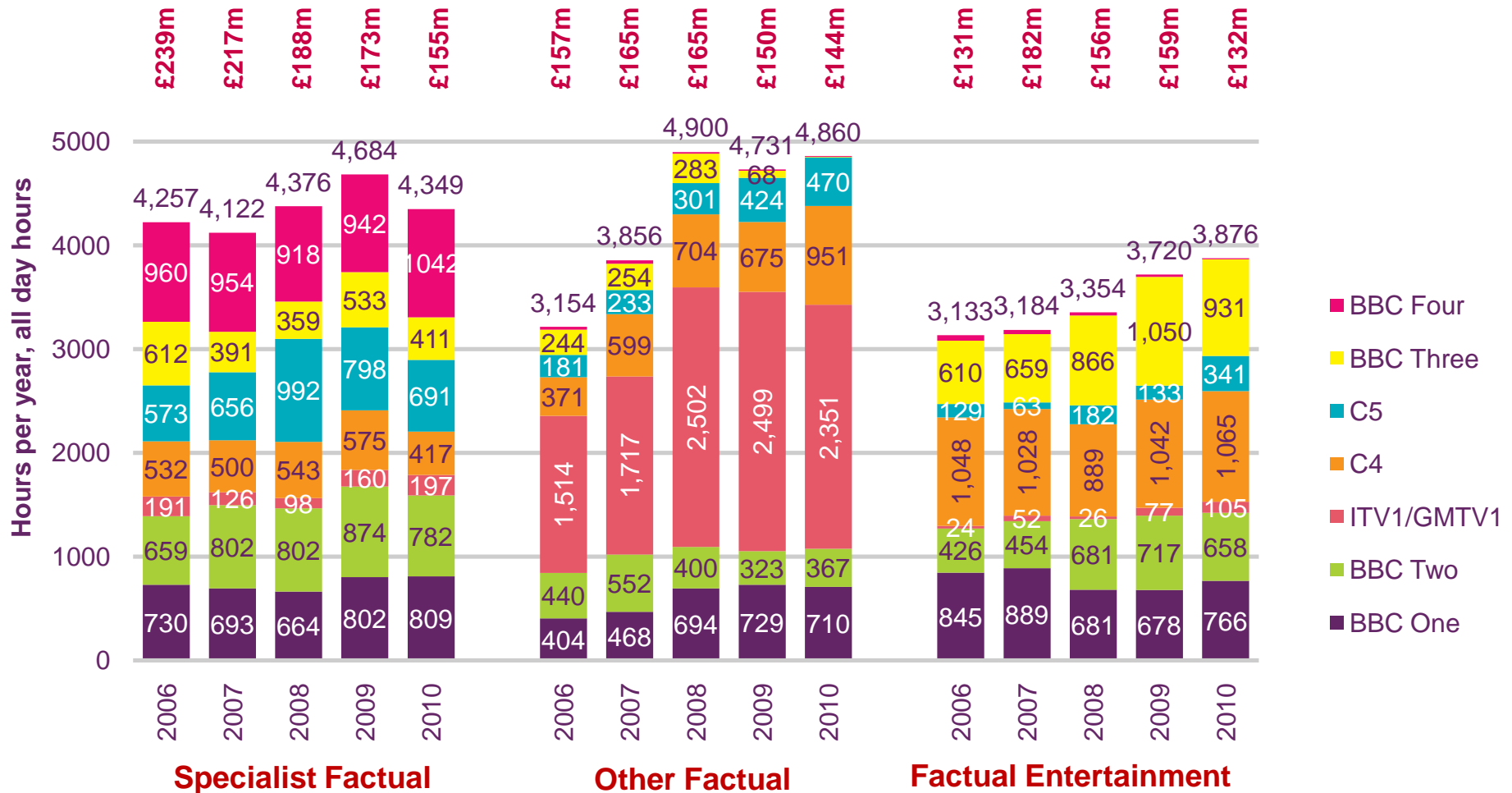
## Fig 27 Factual output, all day



Source: Ofcom/broadcasters  
 Note: Spend is given in 2010 prices



## Fig 28 Factual output, by sub-genre

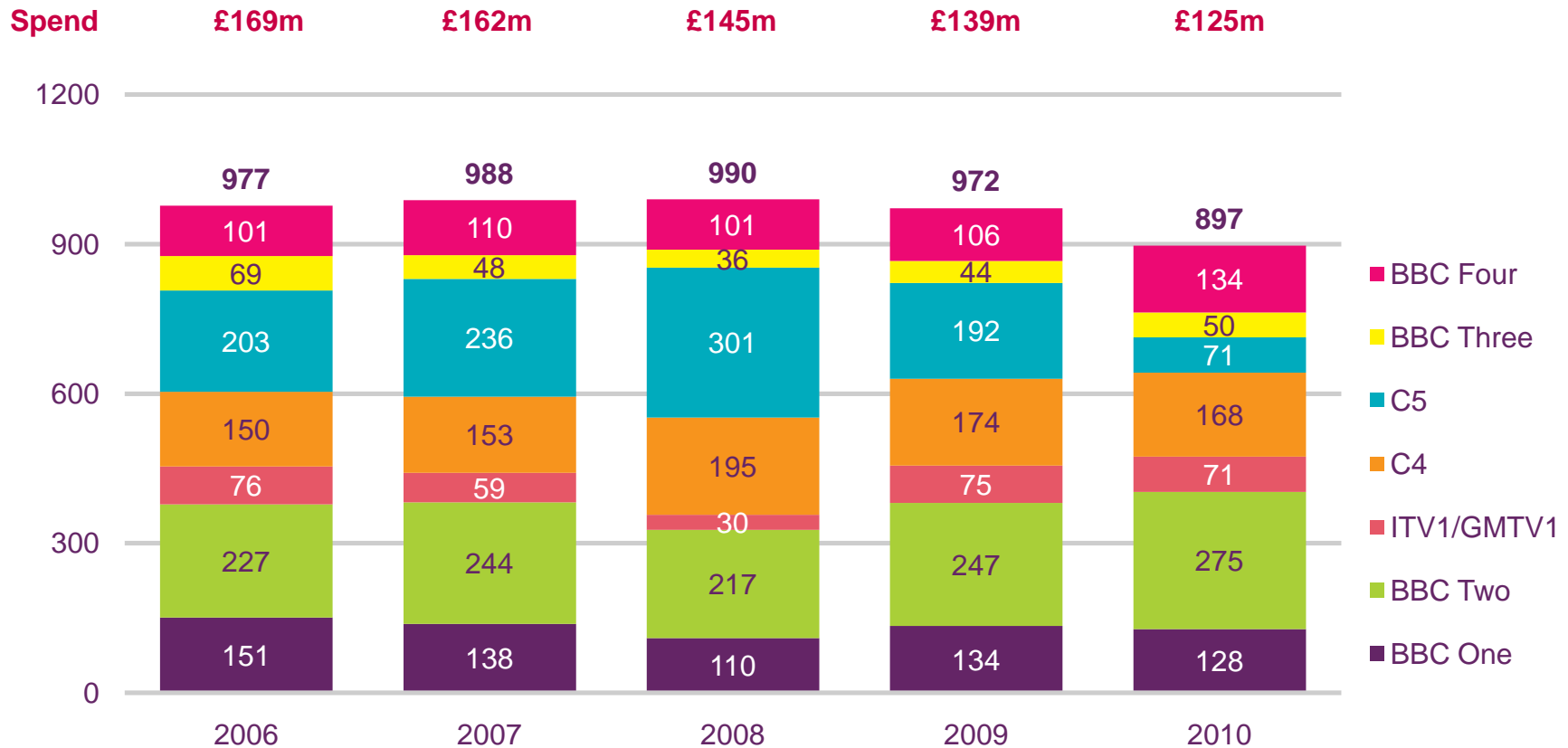


Source: Ofcom/broadcasters

Note: Spend is given in 2010 prices

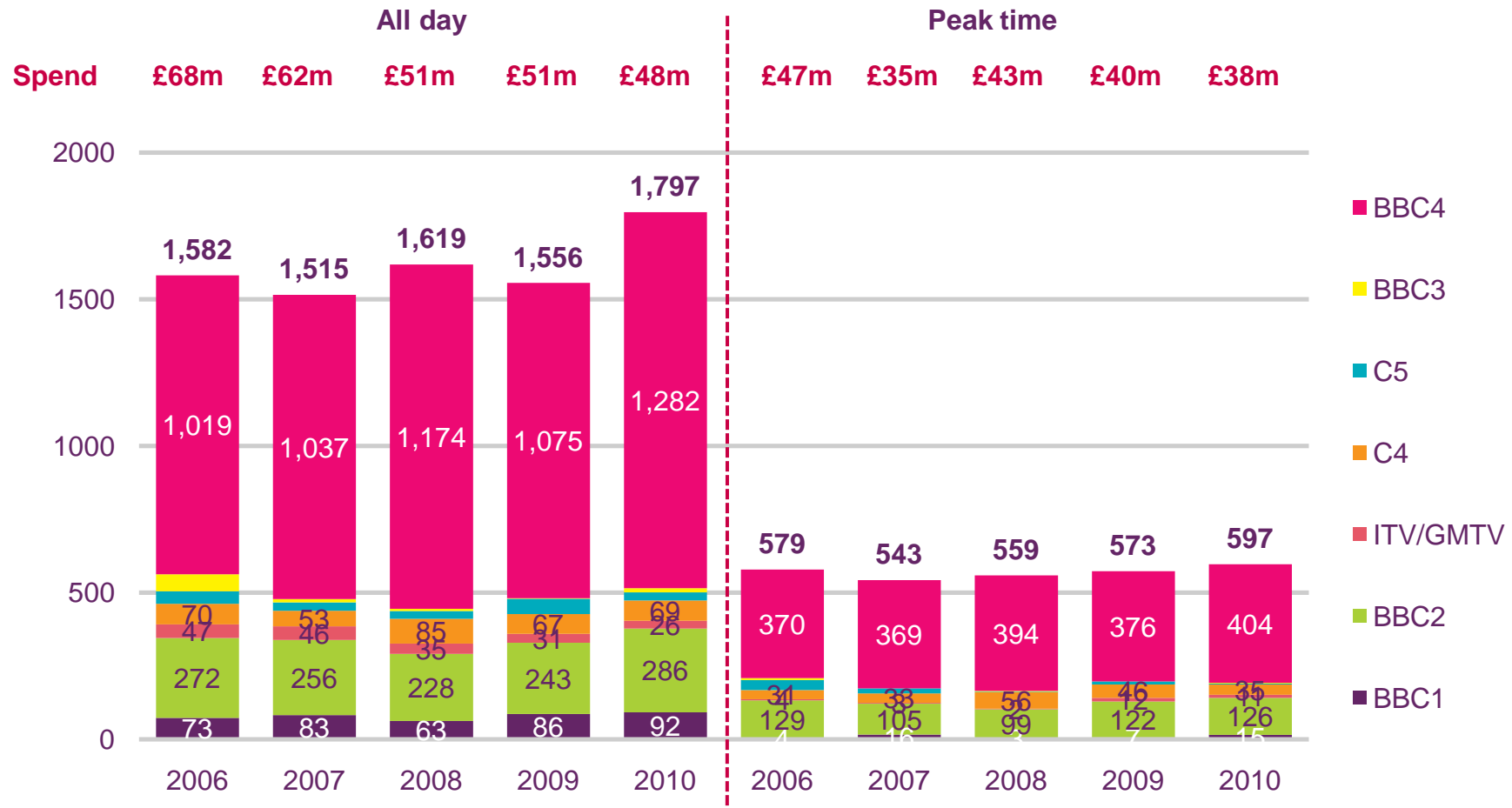


## Fig 29 First-run, peak time originated Specialist Factual output



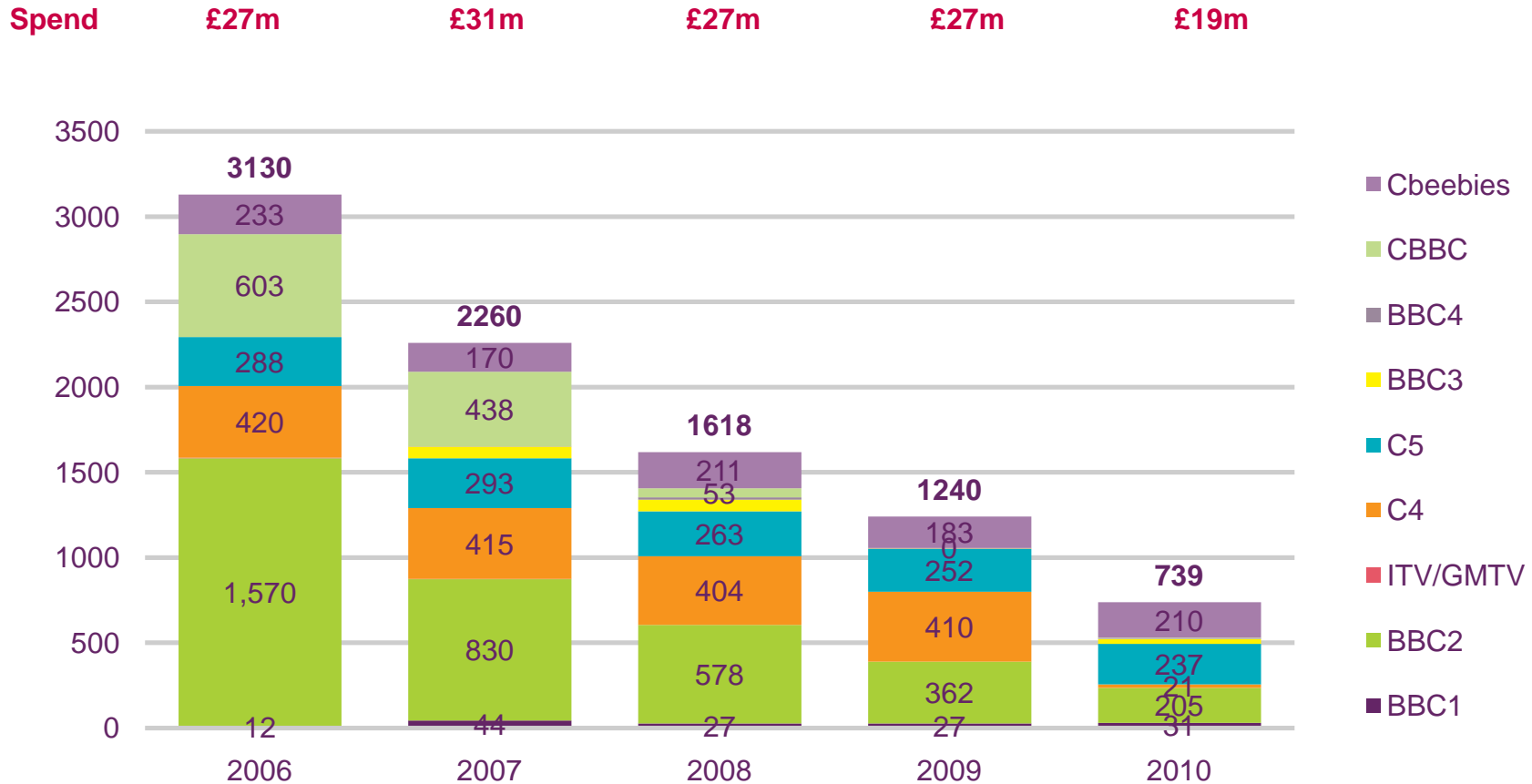
Source: Ofcom/broadcasters  
 Note: Spend is given in 2010 prices

## Fig 30 Arts & classical music output hours



Source: Ofcom/broadcasters  
 Note: Spend is given in 2010 prices

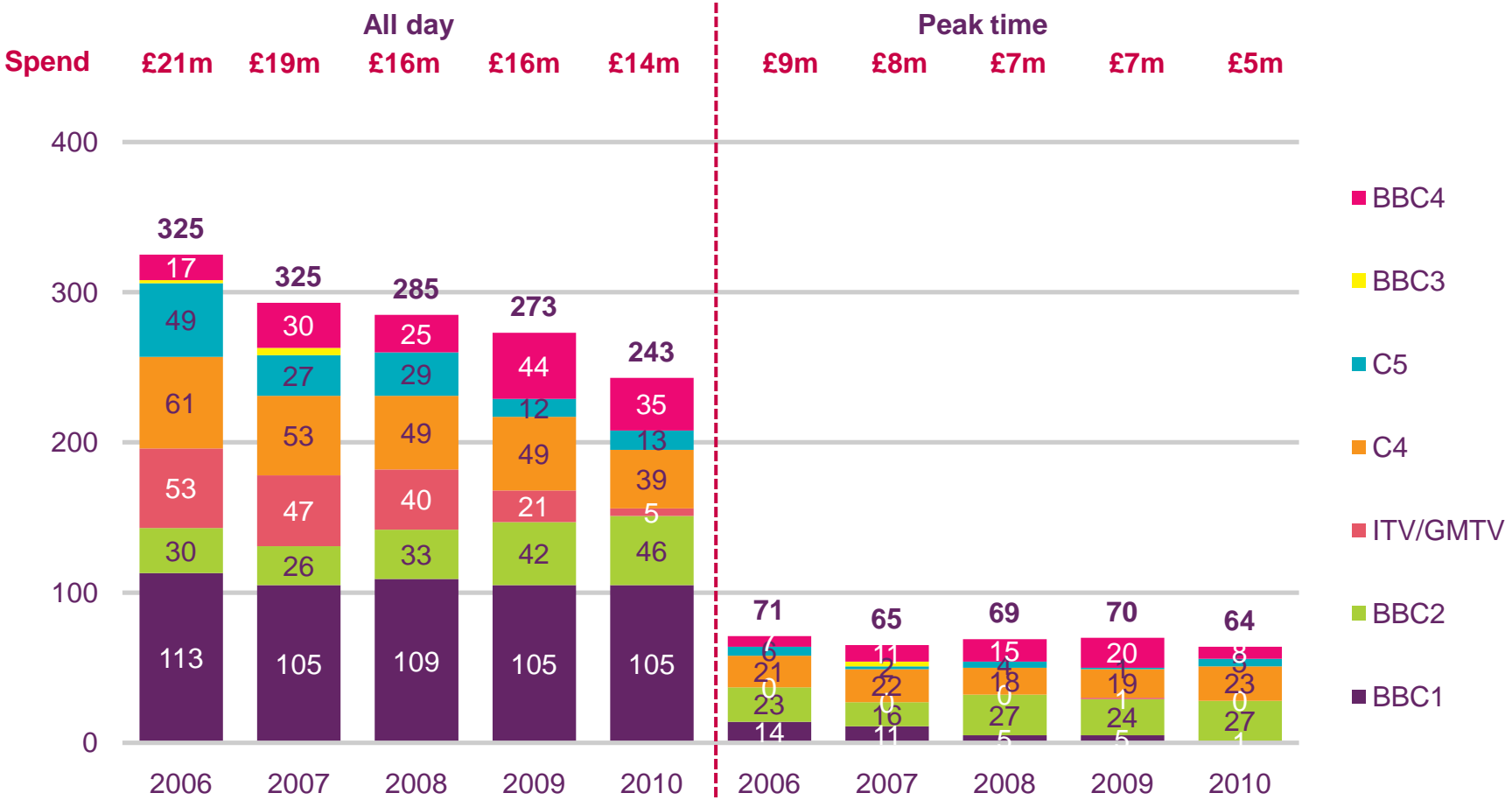
## Fig 31 Formal Education output hours



Source: Ofcom/broadcasters

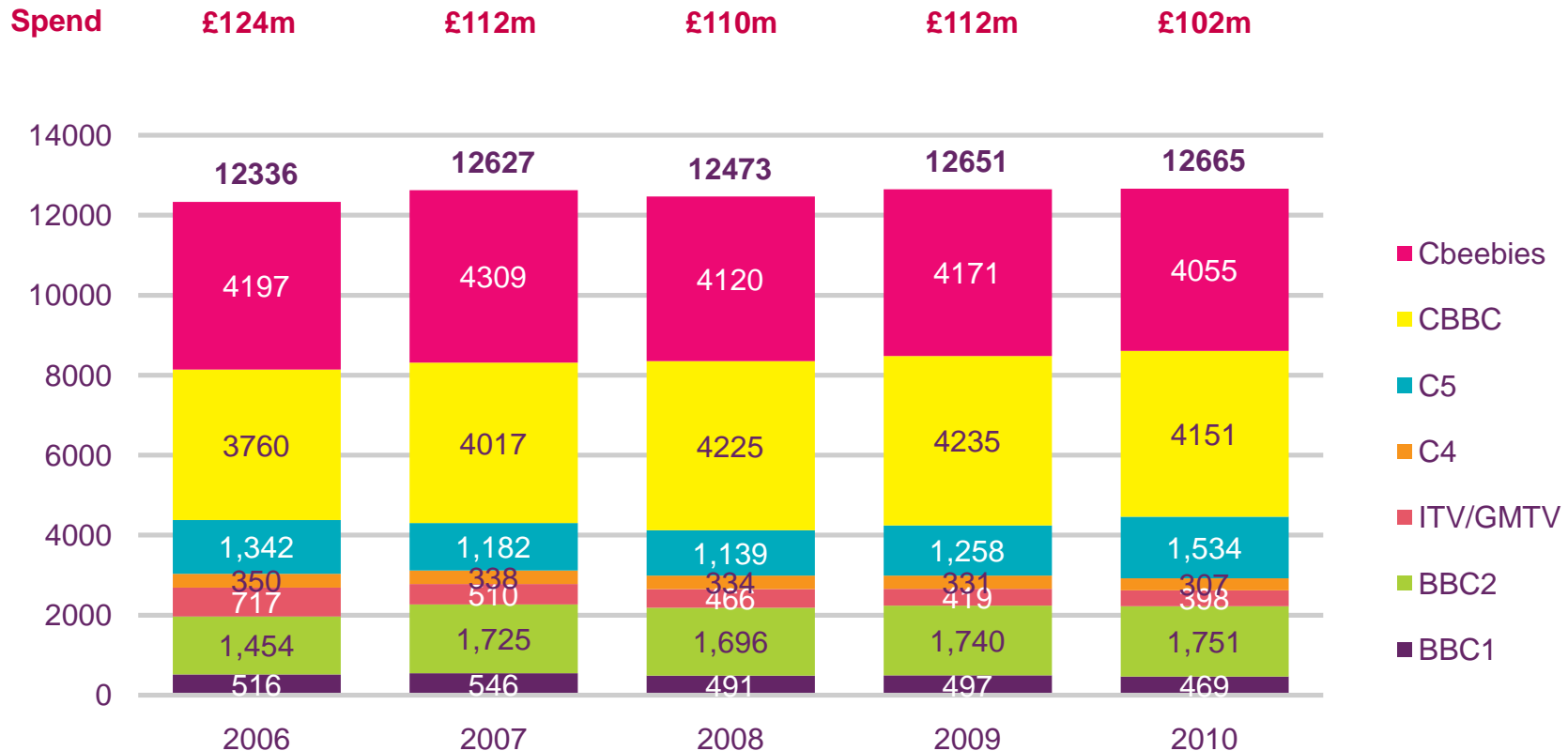
Note: Formal Education programmes include Schools and the BBC Learning Zone. Other programmes from all broadcasters across a variety of genres include Learning Support materials. Spend is given in 2010 prices

## Fig 32 Religion/Ethics programming output hours



Source: Ofcom/broadcasters  
 Note: Spend is given in 2010 prices

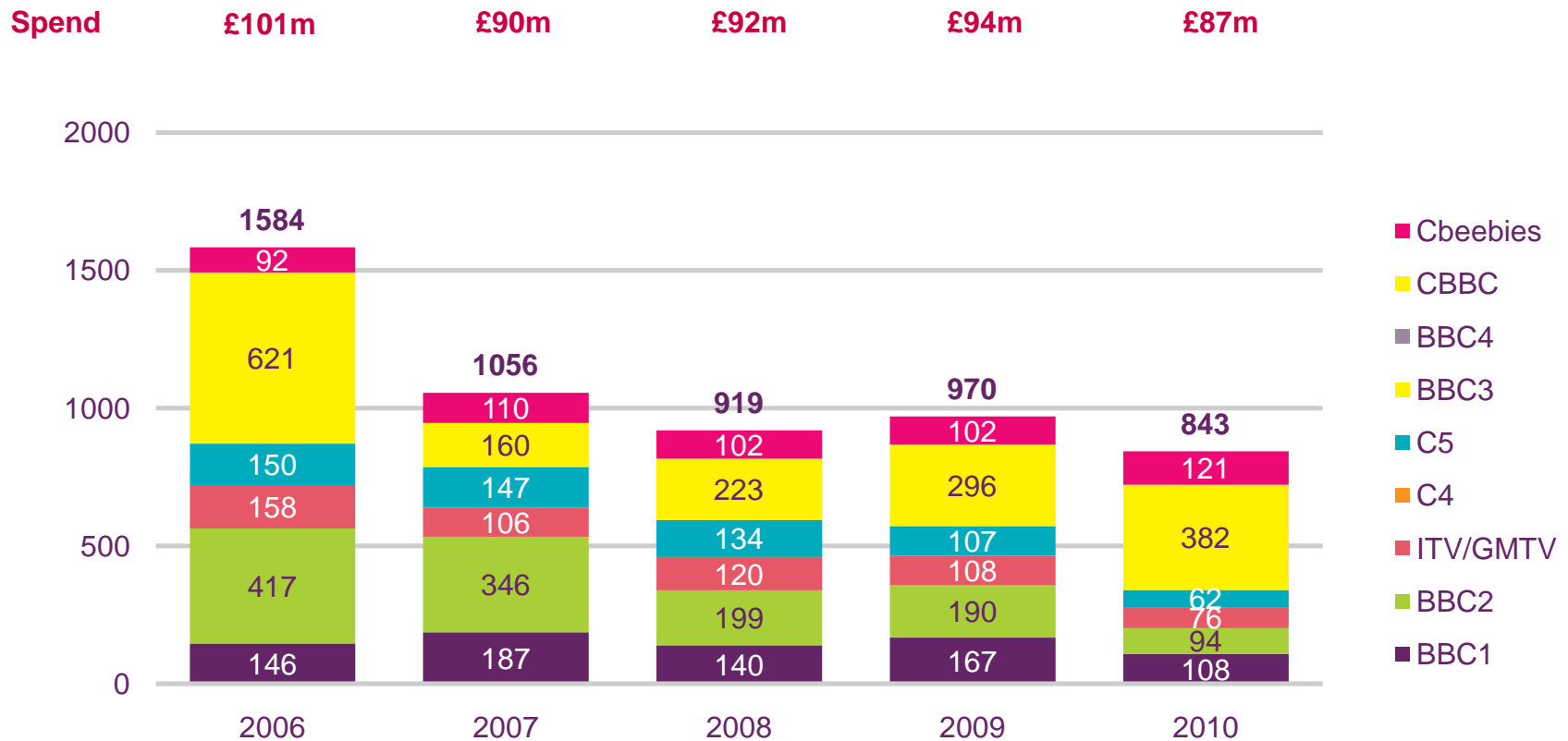
## Fig 33 Children's PSB output hours per year



Source: Ofcom/broadcasters

Note: Spend is given in 2010 prices. Output and spend on the CITV channel is excluded.

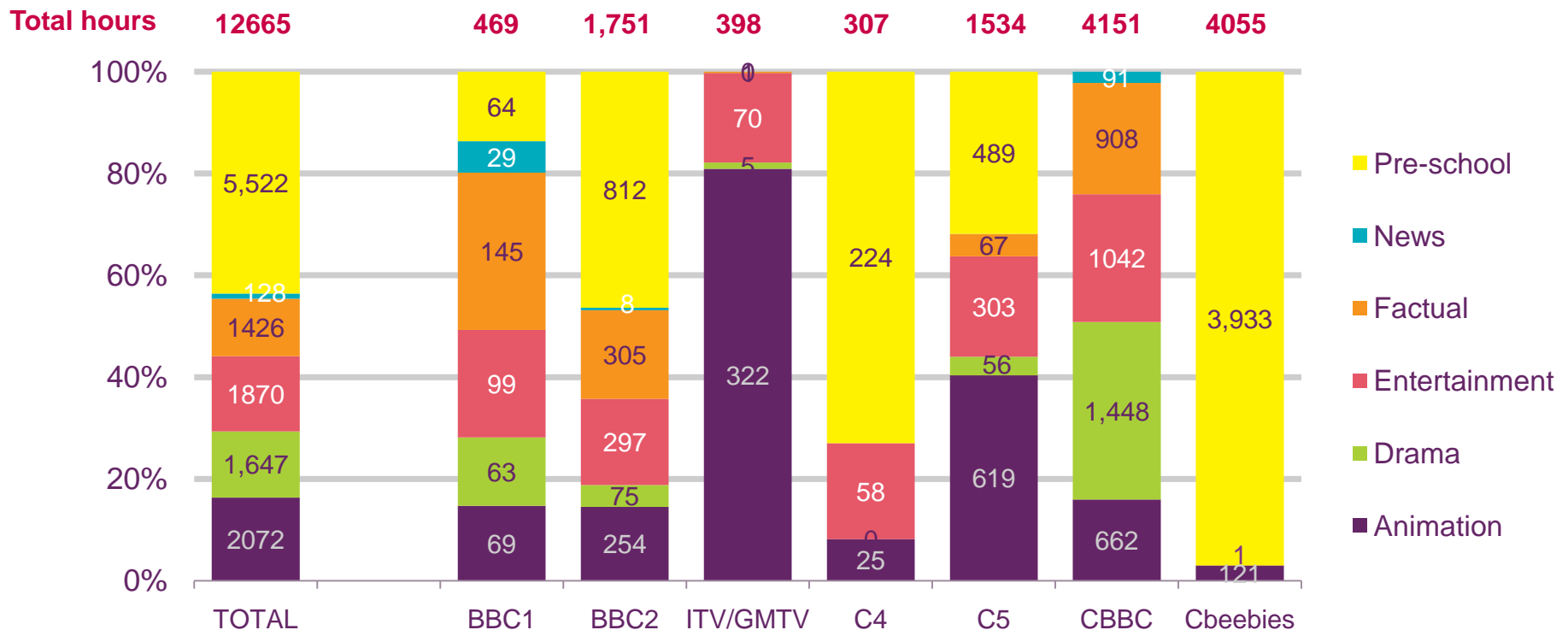
## Fig 34 Children's PSB output first run UK originated hours per year



Source: Ofcom/broadcasters

Note: Spend is given in 2010 prices. Output and spend on the CITV channel is excluded.

## Fig 35 Children's Output by sub-genre 2010

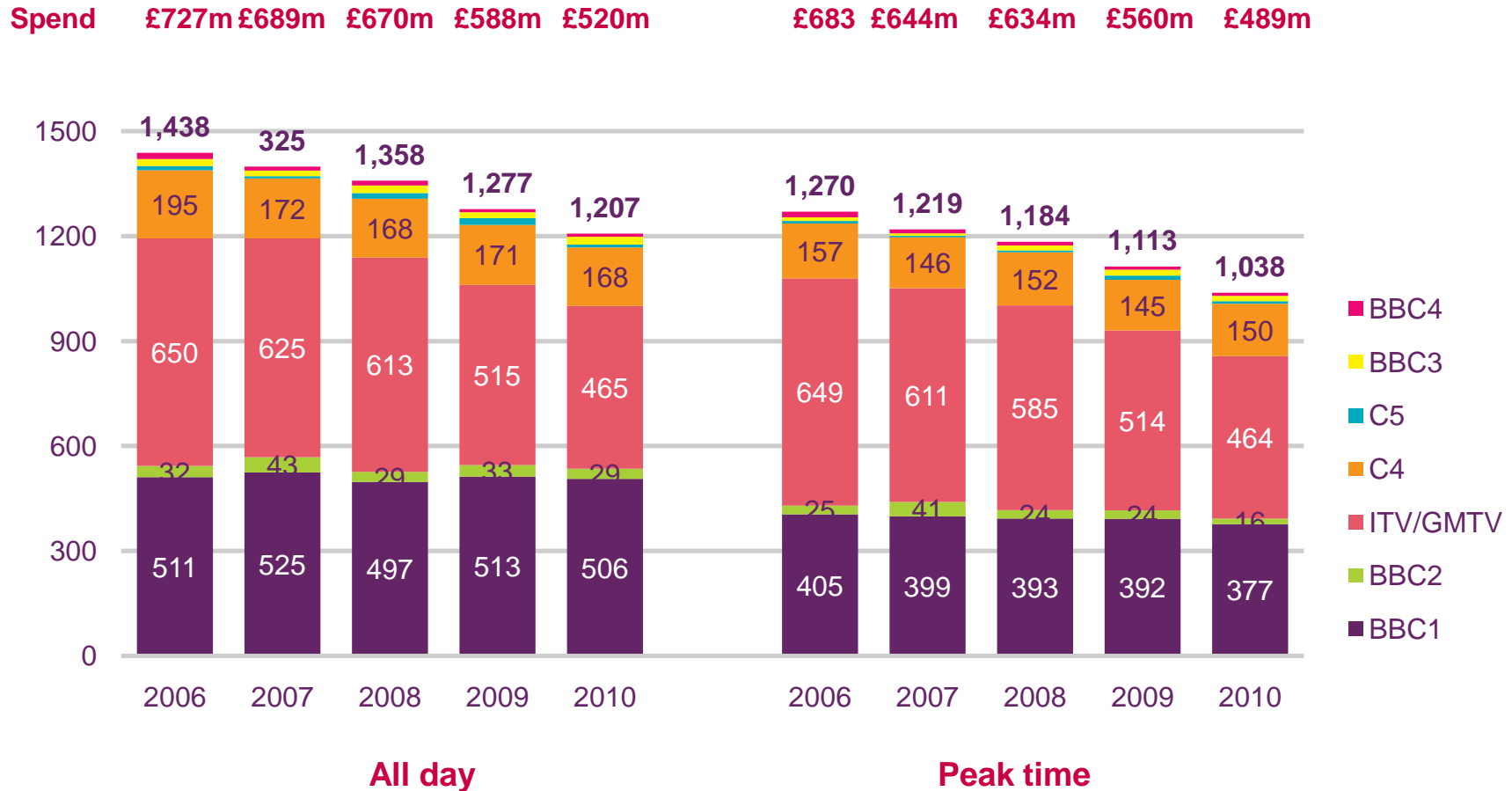


Source: Ofcom/broadcasters

Note: Spend is given in 2010 prices

\*PSB Channels included: BBC One, BBC Two, ITV1, Channel 4, Five, CBBC, Cbeebies Excluded: CITV and S4C.

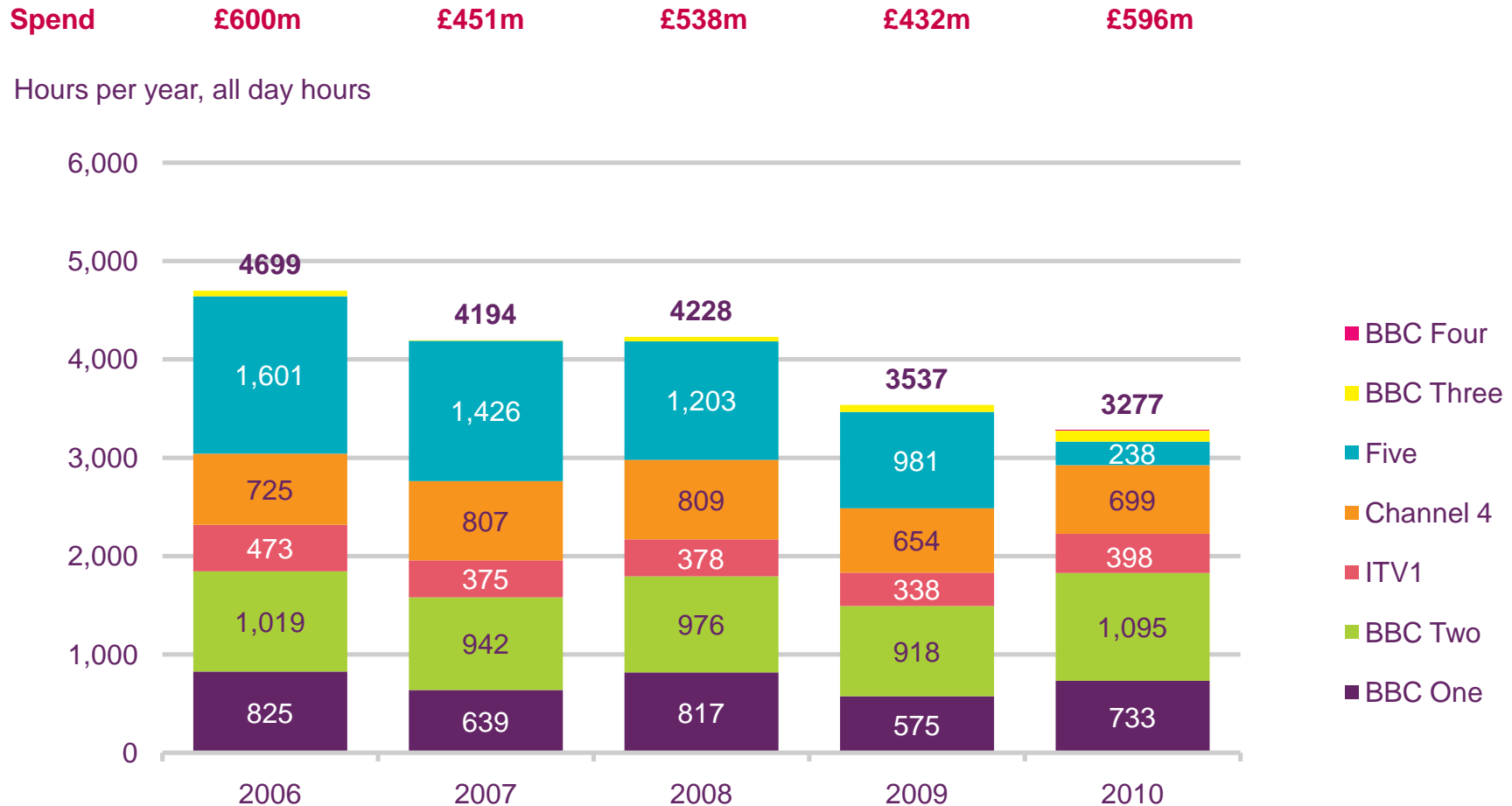
## Fig 36 All day and peak time first-run originated drama and soap



Source: Ofcom/broadcasters  
 Note: Spend is given in 2010 prices



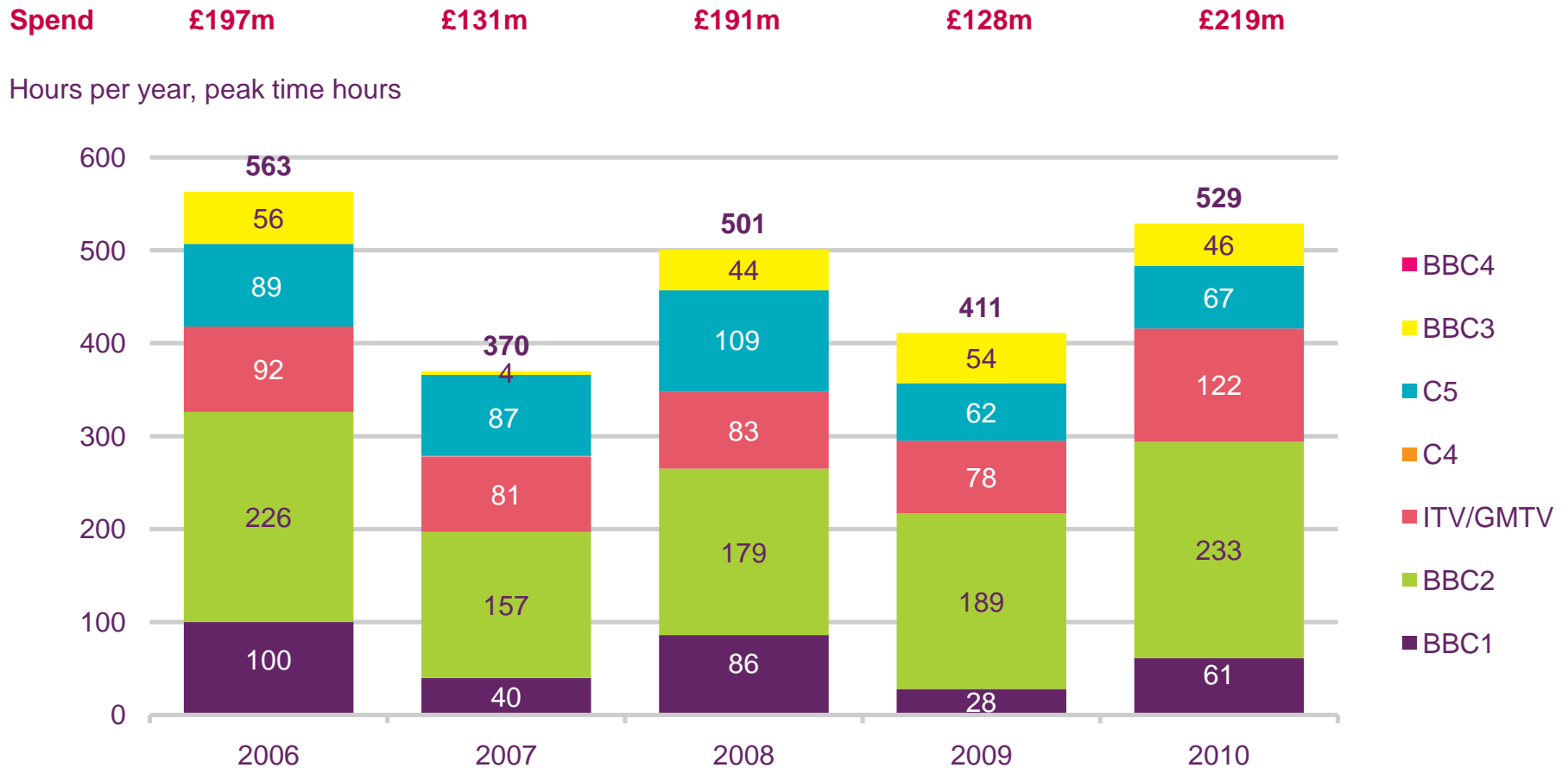
## Fig 37 Sport output hours all day



Source: Ofcom/broadcasters

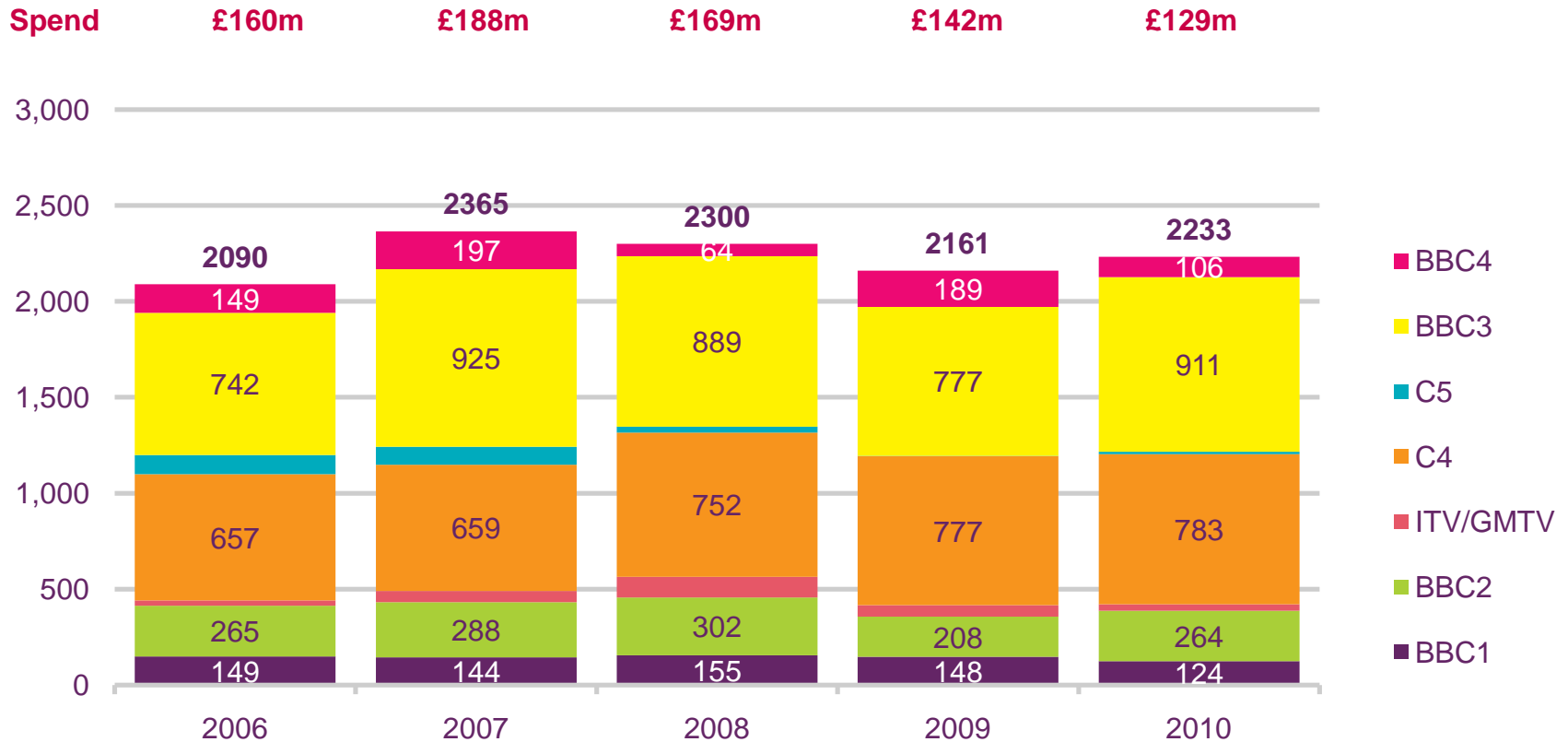
Note: Spend is given in 2010 prices

## Fig 38 Sport output peak time hours



Source: Ofcom/broadcasters  
 Note: Spend is given in 2010 prices

## Fig 39 Comedy output - all time



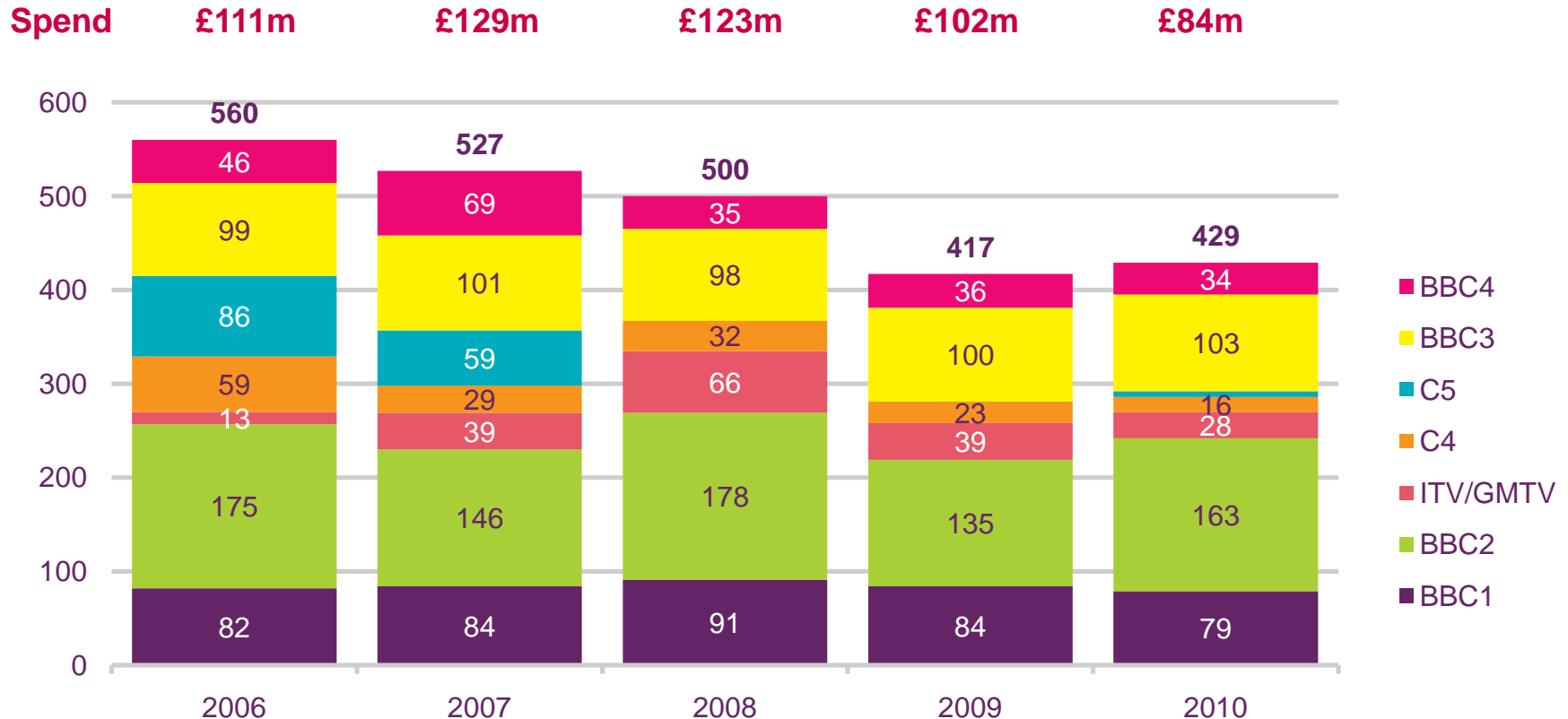
Source: Ofcom/broadcasters

Note: Spend is given in 2010 prices

# Drama, Soap, Sport and Comedy



Fig 40 Comedy output - peak time



Source: Ofcom/broadcasters  
 Note: Spend is given in 2010 prices

**Fig 41 Comedy output by originations, acquisitions and repeats, all day**



Source: Ofcom/broadcasters