



PSB Annual Research Report

2016 Annex

Information Pack
Methodologies

Annex

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PSB Tracker

This section outlines the current methodology used in 2015 as well as the changes undertaken in previous years of the survey.

Methodology change

Until 2014, the PSB tracker was conducted via a CATI telephone methodology. In 2015 the decision was made to transition it to a dual method with online and CAPI face-to-face (F2F) data collection.

The sample was split 75% online / 25% F2F, with proportional quotas applied to each method. The data collected from these two sources have been combined to provide the final results for 2015. Data was collected during two one-month interview periods. For more detail on this process please see Annex E.

In 2015, a total of 3,653 interviews were conducted (2,357 in England; 552 in Scotland; 438 in Wales; 306 in Northern Ireland). Interviewing levels for the devolved nations are higher than required to be UK representative and allow robust reporting at nation level.

Before 2014 the sample was approximately 3,000 interviews conducted throughout the year using telephone (CATI) interviewing. Before 2011, the sample consisted of c.7000 interviews conducted in four waves. The reduction was part of Ofcom's spending review to improve efficiency of operations and reduce costs to licensees.

Fieldwork was conducted by BDRC Continental in June and July 2015 and November 2015.

Unless stated otherwise, analysis is based on self-defined regular viewers of each channel

Re-weighting of 2011-2014 data

As part of the transition to a new methodology, we also conducted a smaller sample of 500 interviews using the previous CATI methodology. This parallel research was done to ensure that any changes seen in the main 2015 results when compared to 2014 were real changes and not the result of changes to the methodology.

Analysis was conducted between the new 2015 methodology and the smaller sample of interviews conducted in 2015 using the previous methodology to create an algorithm which was applied to each of the previous years – therefore all data shown from 2011 and 2014 has been restated.

If shifts in year-on-year trends for 2015 were identified both in the main 2015 research data and in the 2015 telephone interviews against the previously published 2014 data, they are marked as a real year-on-year change. However, if a change is seen only in the main 2015 data, and not in the 2015 telephone interviews and the 2014 data, it is not marked as a significant change, as it could be due to the change in methodology.

As 2015 is the only year where both methodologies were used only differences between 2014 and 2015 have been tested for statistical significance at 95%.

The process above is explained in more detail in Annex E.

Questionnaire Changes

In 2015, we reviewed the questionnaire to streamline the questionnaire length and prioritise questions based on Ofcom's duties. Based on this review, we no longer asked the importance and delivery of the PSB purposes and characteristics for Channel 5, S4C, BBC Alba or BBC News. These channels were still referenced for questions that looked at questions around the importance and delivery of all the PSB channels combined.

Quotas

Quotas were set on: gender, nation and English region, social grade and ethnicity using data from the 2011 census population estimates (ONS). Quotas were also set on parents of CBeebies/CBBC viewers, and quotas were also set to get a minimum number of regular viewers of C4 in each nation, to allow individual analysis.

Age quotas were introduced at an earlier wave to provide a more accurate representation of the UK population, with 16-34s split into 16-24 and 25-34; 35-54 split into 35-44 and 45-54; and 55+ split into 55-64, 65-74 and 75+.

Weighting

Quotas were applied and survey data were weighted to be nationally representative of adults 16+. Weights were applied to: gender, age, region, social grade, working status and ethnicity, using data from mid-2004 population estimates (ONS). The weights are required to adjust for any minor short-falls in quotas being met and to down weight the devolved nations to ensure the sample is nationally representative. The unweighted counts for the devolved nations are higher than required to be nationally representative to allow robust reporting at nation level.

Main questionnaire

The focus of the questionnaire is for respondents to rate specific TV channels on different aspects of broadcasting relating to the PSB purposes and characteristics. The research statements that they were asked about correspond to the purposes and characteristics as set out in Figure 1.

Figure 1 PSB purposes and characteristics and their alignment with PSB Tracker statements

PSB purposes and characteristics	PSB Tracker statements
Purpose 1: To inform ourselves and others and to increase our understanding of the world through news, information and analysis of current events and ideas	Its news programmes are trustworthy Its programmes help me understand what's going on in the world today Its regional news programmes provide a wide range of good quality news about my area***
Purpose 2: To stimulate our interest and knowledge of the arts, science, history and other topics through programmes that are accessible and can encourage informal learning	It shows interesting programmes about history, sciences or the arts
Purpose 3: To reflect and strengthen our cultural identity through original programming at UK, national and regional level, and by occasionally bringing audiences together for shared experiences	It shows high quality soaps or drama made in the UK Provides a wide range of high quality and UK-made programmes for children* Provides a wide range of high quality and UK-made programmes for older children**

	It portrays my region (IN ENGLAND)/Scotland/ Wales/Northern Ireland (Nations) fairly to the rest of the UK*** It shows high quality comedy made in the UK****
Purpose 4: 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 show different kinds of cultures in the UK**
High quality – well funded and well produced	It shows well-made, high quality programmes
Original – new UK content rather than repeats or acquisitions	It shows new programmes, made in the UK***
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	It shows programmes that make me stop and think*****
Engaging – remaining accessible and attractive to viewers	It shows programmes I want to watch
Distinctive****	The style of the programmes is different from what I'd expect to see on other channels

* Statements added to the PSB Tracker for 2007

**Statements changed within the PSB Tracker in 2008

***Statement changed within the PSB Tracker in 2011

****Statement new in 2014

*****Only asked for importance in 2014

Respondents were asked to individually rate each channel that they watched regularly. The channels list comprised BBC One, BBC Two, ITV, Channel 4, BBC Three and BBC Four. Those who viewed any of these channels regularly or occasionally were also asked to consider all of the channels together for each of the research statements. Statements on BBC Three and BBC Four were only asked of multi-channel households. BBC News 24 was added to the questionnaire in April 2007 and was changed to 'BBC News (formerly called BBC News 24)' in the survey in July 2008. BBC Parliament was also added in July 2008.

Respondents were asked to rate the channel in relation to a statement on a 10-point scale where 10 is the highest score and 1 the lowest. Prior to July 2008, viewers had been asked the extent to which they felt the statement applied (10 = applies completely; and 1 = does not apply at all) to each channel. No major differences were found in terms of the ratings provided using the slightly different wording.

The order of asking about individual channels was rotated to minimise order bias. Fifty per cent of the sample was asked about channels in order A below, and the remainder asked in order B:

- A: BBC One, BBC Two, BBC Three, BBC Four, BBC News, BBC Parliament, ITV, Channel 4, Channel 5, all channels combined
- B: ITV, Channel 4, Channel 5, BBC One, BBC Two, BBC Three, BBC Four, BBC News, BBC Parliament, all channels combined

Respondents were also asked to rate how important it is that the PSB channels together fulfil the PBS purposes and characteristics. This provides useful context for the data on how the PSB channels are rated on these elements.

Questionnaire Changes in 2014

In 2014, slight amendments were made to the questionnaire to address gaps identified in the data collection. A number of statements were added to the purposes and characteristics.

New statements:

- i) Purpose statement – it shows high quality comedy made in the UK
- ii) It shows different parts of the UK including England, Northern Ireland, Scotland and Wales.
- iii) The style of the programmes is different from what I'd expect to see on other channels

Questionnaire Changes in 2011

In 2011, Ofcom undertook a detailed expenditure review in order to improve the efficiency of operations and reduce the cost to licensees. As part of the process, the scale and scope of each of Ofcom's tracker surveys were reviewed to see if there were more cost-effective ways of delivering the same objective. As a result of this, some changes were made to the PSB tracker in 2011. The reduction in sample size (from 7,000 to 3,000 interviews per year) has already been mentioned but the questionnaire was also streamlined by reducing the PSB characteristics and statements from 20 to 13 (see Figures 3 to 5), removing non-PSB digital channels, and removing questions relating to PSB content online.

Detailed analysis was conducted to determine which statements and characteristics should be retained and which required amendment.

This consisted of:

- i) Factor analysis of historical tracker data to determine which of the 20 statements were key drivers of overall PSB consideration;
- ii) Quantitative research to determine how respondents interpret each statement and whether or not any of the language is problematic.
- iii) Consideration of the PSB purposes characteristics to ensure each one is represented in the questionnaire and applied to the appropriate channels.

Figure 2 Changes in 2011

Pre 2011 statement	Notes on pre 2011 statement	2011 onwards statement	Notes on 2011 onwards statement
<i>Its (regional) news programmes for people in Scotland/ Wales/NI provide a wide range of good quality news about my area/ Scotland /Wales, NI</i>	Statement was customised to nation. “regional” and “my area” only used in England.	<i>Its regional news programmes provide a wide range of good quality news about my area.</i>	Same statement used across all nations.
<i>It portrays my region (IN ENGLAND)/Scotland /Wales/NI well to the rest of the UK</i>	Statement customised to nation. “my region” used in England instead of nation’s name	<i>It portrays my region (IN ENGLAND)/Scotland /Wales/NI fairly to the rest of the UK</i>	Only change was that “well” was changed to “fairly”
<i>It shows enough new programmes, made in the UK</i>		<i>It shows new programmes, made in the UK</i>	Only change was that “enough” was removed
<i>Provides a wide range of high quality and UK made programmes for children</i>	Asked as part of main statement bank		Moved to later in the questionnaire.
<i>Provides a wide range of high quality and UK made programmes for older children</i>	Not asked	<i>Provides a wide range of high quality and UK made programmes for older children</i>	Asked only of parents of 12-15 year old Channel 4 viewers

Figure 3: Statements which were retained

Purpose/Characteristic	Statements to be included
P1. Informing our understanding of the world	Its programmes help me understand what's going on in the world today
P1. Informing our understanding of the world	It's news programmes are trustworthy
P2. Stimulating interest and knowledge	It shows interesting programmes about history, science or the arts
P3. Informing ourselves and others	Its regional news programmes provide a wide range of good quality news about my area
P3. Reflecting and strengthening cultural identity	It shows high quality soaps or dramas made in the UK
P3. Reflecting and strengthening cultural identity	It portrays Scotland ("my region" (England), Wales, NI) fairly to the rest of the UK*
P3. Reflecting and strengthening cultural identity	Provides a wide range of high quality and UK made programmes for children (asked of parents with children aged 12-15 only)
P4. Making us aware of different cultures/viewpoints	Its programmes show different kinds of cultures within the UK
High quality	It shows well-made, high quality programmes
Innovative	It shows programmes with new ideas and different approaches
Engaging	It shows programmes I want to watch
Original	It shows new programmes, made in the UK
Challenging	it shows programmes that make me stop and think

Figure 4: Retained statements by channel

Retained Statements	BBC1	BBC2	ITV	Ch4	Ch5	BBC3	BBC4	BBC News	CBeebies	CBBC	S4C
Its programmes help me understand what's going on in the world today	X	X	X	X	X	X	X	X			X
It's news programmes are trustworthy	X	X	X	X	X	X	X	X			X
It shows interesting programmes about history, science or the arts	X	X	X	X	X	X	X				X
Its regional news programmes provide a wide range of good quality news about my area	X		X								

It shows high quality soaps or dramas made in the UK	X	x	x	x	x	X	x				
It portrays Scotland ("my region" (England), Wales, NI) fairly to the rest of the UK	X	x	x	x	x	X	x				
Provides a wide range of high quality and UK made programmes for children (asked of parents with children aged 12-15 only)	X			x	x				x	x	x
Its programmes show different kinds of cultures within the UK	X	x	x	x	x	X	x				x
It shows well-made, high quality programmes	X	x	x	x	x	X	x				x
It shows programmes with new ideas and different approaches	X	x	x	x	x	X	x				x
It shows programmes I want to watch	X	x	x	x	x	X	x				x
It shows new programmes, made in the UK	X	x	x	x	x	X	x				x
it shows programmes that make me stop and think	X	x	x	x	x	X	x				x

Figure 5: Removed Statements

Statements to be removed
As a result of watching its programmes I've become more interested in particular subjects
It covers big national events well, like sports, music events or major news stories
Its entertainment and factual programmes show people from different parts of the UK
Its programmes reflect the interests and concerns of people like me
Its programmes offer a range of opinions of subjects and issues
Aside from news, it provides a range of good quality programmes about my region/nation
I trust this channel

Pre 2011 Questionnaire Changes

The 2009 questionnaire incorporated two main changes compared to the previous year. In Q2 2009 a new question was added which asked respondents to compare their satisfaction with one year ago. This was followed by an open-ended question, which enabled respondents to explain the reasons for their increased or decreased satisfaction in their own words. In addition, from Q3 2009, three further questions were added, designed to ascertain respondents' use of DVRs (digital video recorders) TV on demand and online viewing.

During each quarterly period of fieldwork, one of three 'modules' (Internet, Digital channels and Teletext) was inserted into the main questionnaire. These modules were inserted as follows in 2010:

Q1 (January) = Internet Module (designed to explore the types of public service content viewed on the internet, how this content is found and respondents' opinions of the content)

Q2 (April) = Digital channels module (respondents were also asked to rate a selection of non-PSB channels and PSB digital portfolio channels if they were regular viewers of these)

Q3 (July) = Teletext module

Q4 (October) = Digital channels module

In the digital channels module, respondents were also asked to rate a selection of non-PSB channels and PSB digital portfolio channels if they were regular viewers of these. The digital channels module had a similar structure to the main questionnaire, asking respondents to state the frequency with which they watched a variety of digital channels: ITV2, E4, Sky1, More4, Yesterday, Sky News, Discovery Channel, and Living. Those who watched each channel regularly were then asked to rate these channels on a number of statements relating to a range of areas (e.g. news, current affairs and other factual programmes, programme quality). Only relevant questions were asked about each channel so that, for example, questions concerning news were not asked about those channels on which news is not shown.

The digital channels module differed from the main survey in that satisfaction with 'all channels combined' and 'importance rating' questions were not asked.

The Teletext module (Q3 2010) explored the frequency with which Teletext, Ceefax, BBCi and Sky text were used, and then asked respondents to name (from a pre-coded list) the types of information they accessed on digital and analogue Teletext. The final section asked respondents whether they had noticed the changes to the Teletext service, whether they missed any aspects and what services they were using instead.

In January 2009, a new module concerning online public service content was created within the PSB Tracker telephone survey. This questionnaire was designed to explore the types of public service content viewed on the internet, how this content is found, and respondents' opinions of it, and was based on an omnibus survey carried out by GfK in June 2008.

Those who claimed to use the internet for public service content were asked the extent to which they agreed with five statements, such as: '*The internet is a good source of new public service content*'. In the January 2010 version of this module the number of statements was reduced from five to three. In both 2009 and 2010, all respondents (regardless of their use of the internet) were asked to rate the importance of 15 statements, where 1 represents 'not at all important', and 10 represents 'extremely important'. These statements were designed to address similar topics to the main survey and included statements such as: "*Helps me to*

learn and find out about subjects". The January 2010 internet module also featured two new questions relating to the BBC and Channel 4 websites. These asked respondents to rate the importance of providing online video services and high quality, trustworthy web content.

Analysis and reporting conventions

The majority of analysis was carried out on 'regular' viewers. Regular viewers provide a more informed opinion as they are more involved with the channels, and rely less on potentially out-of-date or unfounded perceptions of the channel. Moreover, including 'occasional' viewers increases the level of 'don't know' responses, thereby reducing the granularity of the insight provided.

Viewers were asked to rate each channel (and the channels taken together) out of 10, and the top four scores (7-10) were used to calculate responses, correlating to a very/quite response. Throughout the report this is expressed as: "the channel is rated highly on..."

Throughout this document, only statistically significant differences will be reported within the text and also highlighted on the charts. Reported differences between survey figures are significant at the 95% level to accommodate the impact of sample design and weighting. This means that there is a high level of confidence that any reported differences reflect a true attitudinal or behavioural change rather than being caused by a change in sample methodology or profile.

Viewing figures – BARB

The data are provided by the Broadcasters' Audience Research Board (BARB), a panel of 5,100 homes providing the official broadcast TV measurement for the industry.

BARB analysis is based on viewing to scheduled TV programmes, such as those listed in TV listings magazines or on electronic programme guides (EPG), on TV sets. It includes time-shifted viewing of these programmes from recordings such as on DVRs and through catch-up player services (e.g. apps on smart TVs) up to seven days after first broadcast. Viewing of broadcast TV programmes through all devices attached to the TV set including computers, laptops and tablets are included. Most figures show viewing averages for all viewers aged 4+, the standard universe for the BARB currency.

The analysis focuses on the changes to viewing of the PSB channels and also the PSB portfolio channels where applicable. Figure 1 shows the channel group definitions used in the Viewing report.

The viewing metrics used in the analysis are hours of viewing per person, average weekly reach, channel share and channel profile. A dedicated programmes section focuses on total annual viewing hours and proportion of viewing to genres.

As of 1 January 2010 a new BARB panel was introduced. There are two key features of this; firstly, the old and new panel consist of entirely different viewer panels, and secondly, there was a re-defining of geographic boundaries under the new panel. As a result of these changes, comparisons between data pre and post panel change must be considered with caution.

Changes to the BARB reporting system in 2010 now also allow broadcasters to retrospectively amend the genre labelling of broadcasts they have aired. These changes will apply to all historic data for respective programmes/films. As a result of this, analysis within this report is based on a snapshot of data at a given point in time (i.e. when analysis was conducted). All analysis is based on data as of June 2016.

Figure 1 Definitions: BARB channel classifications 2005-2015

PSB channels		Commercial PSBs' portfolio channels			
Main five PSB channels	BBC portfolio channels	ITV portfolio channels	Channel 4 portfolio channels	Channel 5 portfolio channels	Multichannels
BBC One	BBC Three	ITV+1	Channel 4+1	Channel 5 +1	All other remaining channels
BBC Two	BBC Four	ITV2	E4	5STAR	
ITV	BBC HD	ITV2+1	E4+1	5STAR +1	
Channel 4*	BBC News	ITV3	More4	5 USA	
Channel 5	BBC Parliament	ITV3+1	More4+1	5 USA +1	
	CBeebies	ITV4	Film4	Channel 5 +24	
	CBBC	ITV4+1	Film4+1	Spike	
	BBC Olympics channels	CITV	4Music		
	BBC red button channels	ITV Encore	4seven		
		ITV Encore+1	Channel 4 Paralympic channels		
		ITVBe	FilmFour Weekly		
		ITVBe+1			
		ITV News			
		ITV Play			
		Men and Motors			

Channels include HD variants where applicable. PSB families which are referred to throughout the Viewing section and Annex include the main channel plus portfolio channels. *Channel 4 data up to and including 2009 includes S4C viewing because Channel 4 programming was carried on S4C before DSO in Wales in 2010. From 2010 S4C became a wholly a Welsh language channel and therefore Channel 4 data from 2010 relates to viewing to Channel 4 only.

1.2 Programme genre definitions – BARB

The genres defined in the TV Output and Spend section and those used in the TV Viewing section use different datasets, which have slightly different programme classifications. The former is sourced from information submitted directly from broadcasters to Ofcom while the latter is sourced from BARB programme logs. Figure 2 shows the BARB definitions and the specific PSB genre groupings used in this report.

Figure 2 Definitions: BARB genre classifications

Genre label	Definition – BARB genres	Genre label	Definition – BARB genres
UK Drama	Drama: Single Plays – UK Drama: Series/Serials - UK	Comedy	Ent: Situation Comedy – UK Ent: Situation Comedy – US Ent: Situation Comedy - Rest of World Ent: Other Comedy Ent: Comedy Stand Up
UK Soaps	Drama: Soaps - UK		
Drama: Other	Drama: Single Plays - Non-UK Drama: Single Plays – Generic Drama: Soaps - Non-UK Drama: Soaps – Miscellaneous Drama: Series/Serials - Non UK Drama: Series/Serials - Generic	Entertainment	Ent: Variety/M.O.R.Music Ent: Variety/Youth Ent: Chat Shows – General Ent: Chat Shows - Audience Participation Ent: Quiz, Panel and Game Shows Ent: Lottery Show/Updates Ent: Animations – Cartoons Ent: Animations – Puppets Ent: Family Shows Ent: Special Events Ent: Reality Ent: Cookery Ent: Bollywood Ent: Generic
UK Films	Cinema Films: UK TV Films: UK	Music: Classical	Music: Classical – General Music: Classical - Documentary
Films: Other	Cinema Films: US Cinema Films: Rest of World - Foreign Language Cinema Films: Rest of World - English Language Cinema Films: Bollywood Cinema Films: Generic TV Films: US TV Films: Rest of World - Foreign Language TV Films: Rest of World - English Language TV Films: Bollywood TV Films: Generic Other Films (All)	Music: Contemporary	Music: Contemporary – General Music: Contemporary – Documentary Music: Contemporary – Performance/Live Music: Contemporary – Chart Show or Countdown
		Music: Other	Music: Generic

Genre label	Definition – BARB genres	Genre label	Definition – BARB genres
Visual & Performing Arts	Arts (All)	Documentaries: Other	Documentaries: Human Interest Documentaries: Factual Drama Documentaries: Factual Entertainment Documentaries: History Documentaries: Crime/Real Life Documentaries: Travel Documentaries: Fly on The Wall Documentaries: Celebrity Documentaries: Generic
National/ International News	News: National/International		
Nations & Regions News	News: Regional		
News: Other	News: Generic	Religion	Religious (All)
Weather	Weather: National Weather: Regional	Sport	Sport (All)
Current Affairs: Political/Economical/Social	Current Affairs: Political/Economical/Social	Children's	Children (All)
Current Affairs: Other	Current Affairs: Consumer Affairs Current Affairs: Special Events Current Affairs: Magazine Current Affairs: Generic	Party Political Broadcast	Party Political Broadcast (All)
Leisure Interests	Hobbies/Leisure (All)	Education	Education (All)
Documentaries: Science & Natural History	Documentaries: Natural History & Nature Documentaries: Science/Medical	Other	Other: New Programme

Output and spend

PSB channels

Wherever possible, data have been provided for BBC One, BBC Two, ITV, ITV Breakfast, Channel 4, Channel 5 and the BBC's portfolio channels: BBC Three, BBC Four, CBBC, CBeebies, BBC News and BBC Parliament. BBC HD and BBC One HD has been excluded from 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 duplicated broadcast hours and spend. Please refer to individual footnotes and chart details indicating when a smaller group of these channels is being reported on. ITV includes ITV Breakfast unless otherwise stated. Note: GMTV became Daybreak during 2010 and then Good Morning Britain in 2014; the data relating to both services are labelled ITV Breakfast in the output and spend analysis. Data for the PSB channels is provided to Ofcom by the PSBs as part of their annual returns.

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).

The data and information expressed in this report has been adjusted for inflation. It is important to adjust for inflation when comparing nominal data at different points in time because with inflation, increases in nominal figures may simply reflect higher prices rather than increased production or purchasing power. For example, if a book cost £5 ten years ago, but £10 today, we would say its price has risen 100% in nominal terms. But had inflation risen by 100% at the same time, halving the value of money, we would say that the price has not moved in real terms.

Trend data showing programme costs over a number of years are given in 2015 prices (i.e. taking account of inflation, using the Consumer Price Index, as provided by the National Statistics Office).

All spend and output data are based on programmes broadcast in each calendar year, e.g. 2015 data reflects programmes broadcast during 2015.

Output hours

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, except where otherwise stated.

Definition of slot time versus running time

Output hours are either based on slot time or running time. Slot time includes advertisements, sponsorship breaks and promos whereas running time excludes these minutes from programme output hours analysis. The PSB channels provide their data in slot times with the exception of nations' and region's output where running times are provided.

Genre definitions

The output data provided by the broadcasters use a set of programme genre definitions, as outlined below and agreed with broadcasters in 2006. Please note that these genres are defined for our monitoring and reporting purposes, and do not necessarily correspond to definitions used in broadcasting legislation, such as the Audio-visual Media Services Directive.

Outlined below are the definitions used for the output and spend data in this report:

News

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

Current Affairs

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

Arts & Classical Music

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

Religious & Ethics

- All forms of programming whose focus is religious belief, for example: programmes intended to provide religious inspiration through words and/or music, and informational programmes explaining doctrine, belief, faith, tenets, religious experiences or topics providing a religious world view.
- Coverage of religious acts of worship of all faiths.
- Life experience: moral, ethical, spiritual - exploring one or more of the following issues at some point in the programme: (i) a recognisable religious perspective forming a significant part of the overall narrative; (ii) an exploration of people's daily lives whose attitudes could be said to be informed by a religious background or tradition; (iii) an exploration of people's perception of, and attitudes to, philosophies

which address the big questions of life that affect them. These must demonstrate an approach that bears in mind a religious faith/belief context.

Education

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

Factual

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

Specialist Factual

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

General Factual

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

Factual Entertainment

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

Drama

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

Soaps

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

Films

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

Entertainment

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

Comedy

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

Sport

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

Children's

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