

# Annex 3.ii PSB audience opinions PSB Channel 4 and ITV portfolio channels research

PSB Annual Report  
December 2014

# Channel 4 portfolio channels – content snapshot



Overview: 'Big, glossy, ambitious and appeal to the 16-34 core audience including shows in which young people see themselves and their lives reflected'. Includes mixed-genres from factual entertainment and constructed reality, through to panel shows.

Example programmes: US imports (*The Big Bang Theory, 2 Broke Girls, 90210*); UK content (*Hollyoaks, Misfits, Made in Chelsea, My Mad Fat Diary*)



Overview: Now focused more on popular factual and feature: 'life enhancing content, helping viewers to get the most out of their everyday lives'. Programming which offers insight and inspiration to the way they live, including homes, property, food, health and fashion, will form the main stay with some drama series.

Example programmes: US imports (*Nashville, The Good Wife, The Taste USA*); UK content (*Kirstie Allsop's Home Style, Heston's Italian Revolutionaries*)



Overview: Film4 did not originally focus on broadcasting blockbusters, but nowadays broadcasts many mainstream Hollywood films. The channel frequently has themed nights or seasons in which a number of films centred around one genre, director or actor are shown. As Channel 4 also owns a film production company, Film4 Productions, it shows many of its in-house productions.

Occasional non-film (but film-related) programmes are also shown.



Overview: 'Showing programmes that have a playful twist, new films, celeb gossip, great comedy and drama to escape into'.

Example programmes: UK content (*Celebrity Juice, The Only Way Is Essex, Peter Andre: My Life, Britain's Got More Talent, Plebs*); US imports (*The Jeremy Kyle Show (US), Millionaire Matchmaker*);



Overview: Character-driven narrative and classic drama; chance to see key ITV titles again.

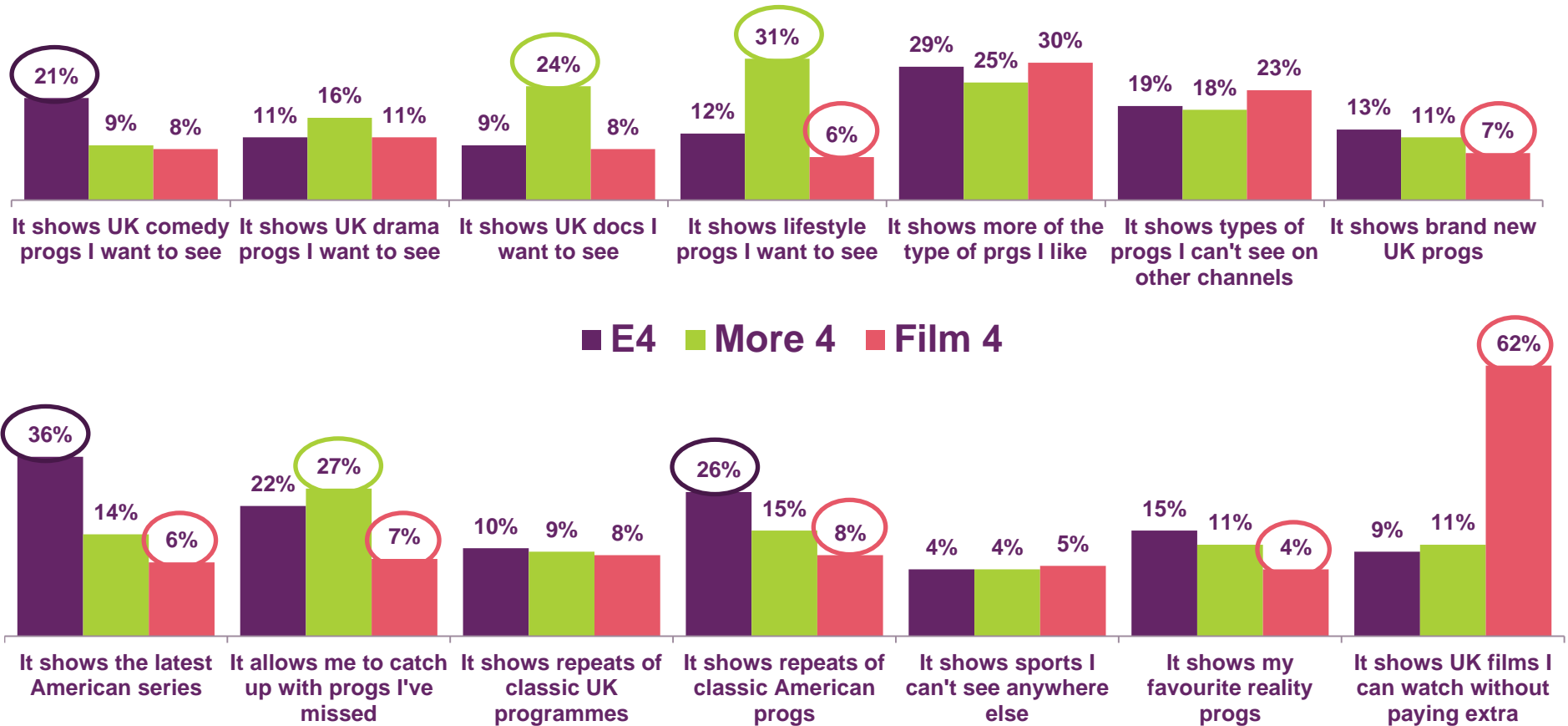
Example programmes: UK content (*Foyle's War, Lewis, Midsomer Murders, Endeavour, Downton Abbey and Doc Martin*)



Overview: sport and cult classics

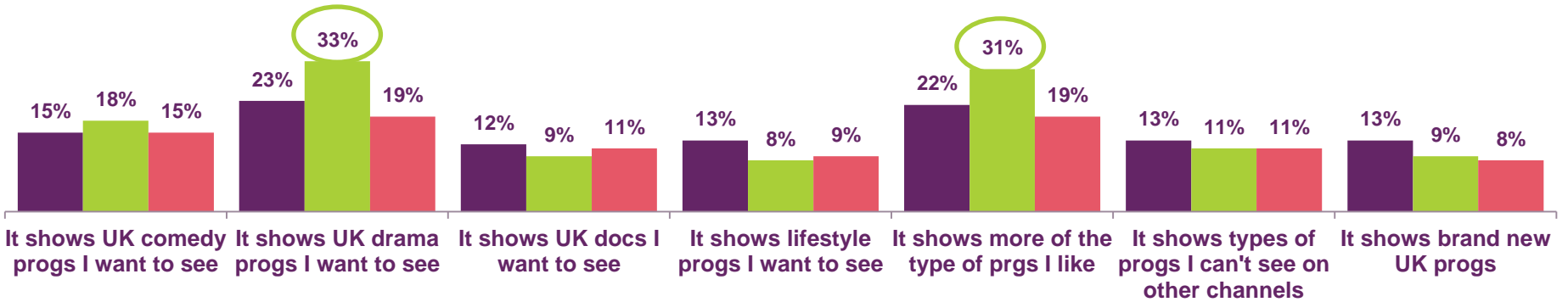
Example programmes: Sport (*UEFA Europa League football, French Open Tennis and Tour de France*); Drama (*Cheers, Magnum PI*)

# Reasons for watching – Channel 4 portfolio channels

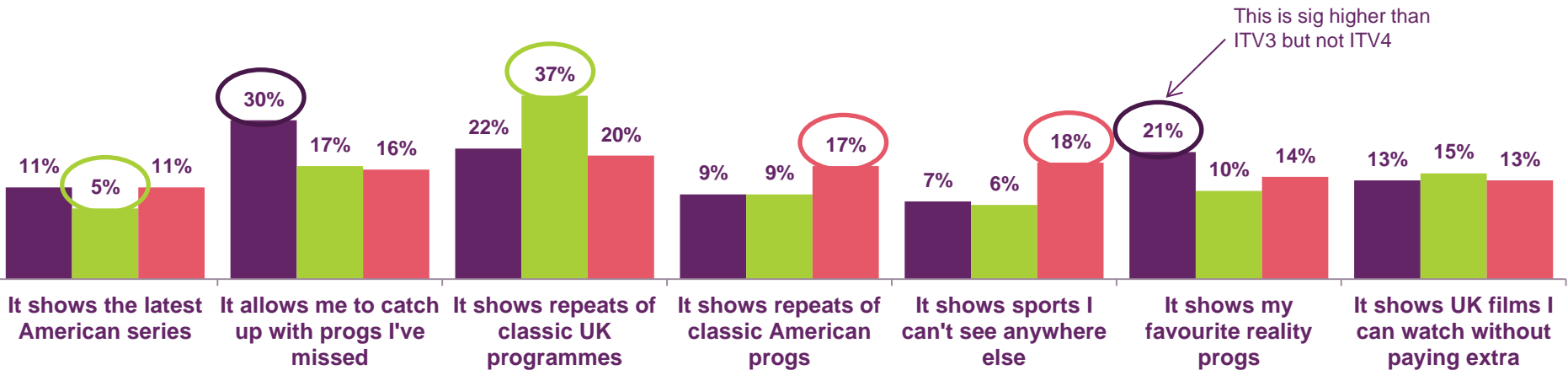


Q22b: Which of the following are reasons you watch these channels (Choose max 3).  
 Base: All regular viewers (E4 387; More 4 229; Film 4 329)

# Reasons for watching – ITV portfolio channels



■ ITV2 ■ ITV3 ■ ITV4



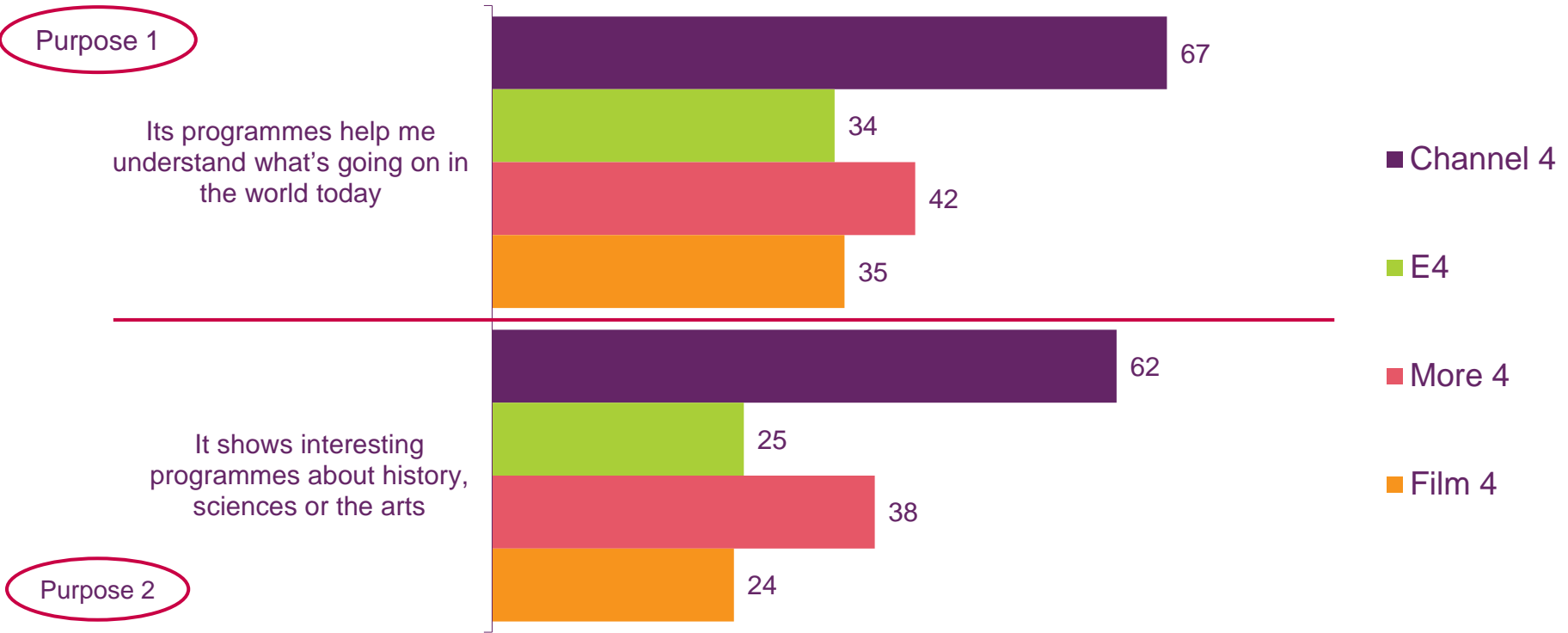
Q22b: Which of the following are reasons you watch these channels (Choose max 3).

Base: All regular viewers (ITV2 367; ITV3 250; ITV4 160)

# Delivery of PSB purposes 1 and 2: Channel 4 portfolio



Extent to which regular viewers to each channel rate the channel against the statement where 10 is the highest” and is the lowest. Percentage rating it as 7/8/9/10 shown.

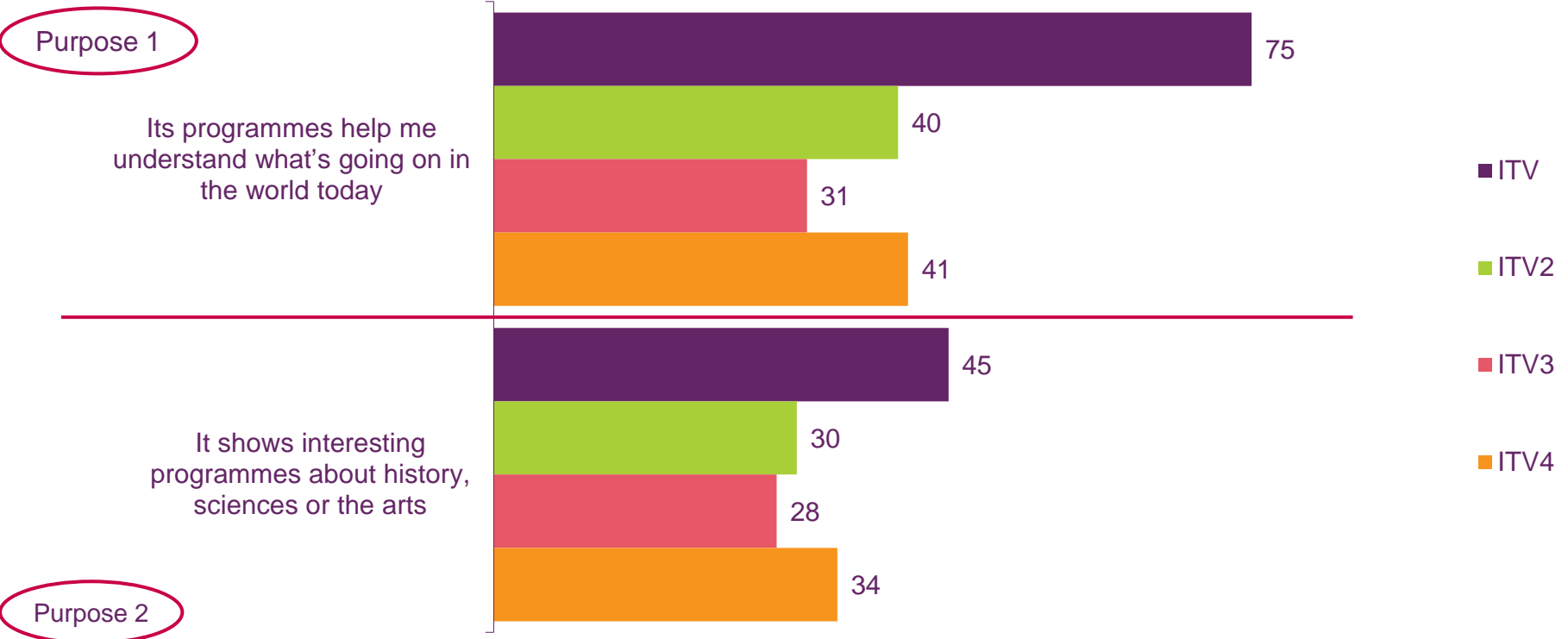


Base: Regular viewers to each channel (Channel 4 530; E4 387; More 4 229; Film 4 329)

# Delivery of PSB purposes 1 and 2: ITV portfolio



Extent to which regular viewers to each channel rate the channel against the statement where 10 is the highest” and is the lowest. Percentage rating it as 7/8/9/10 shown.

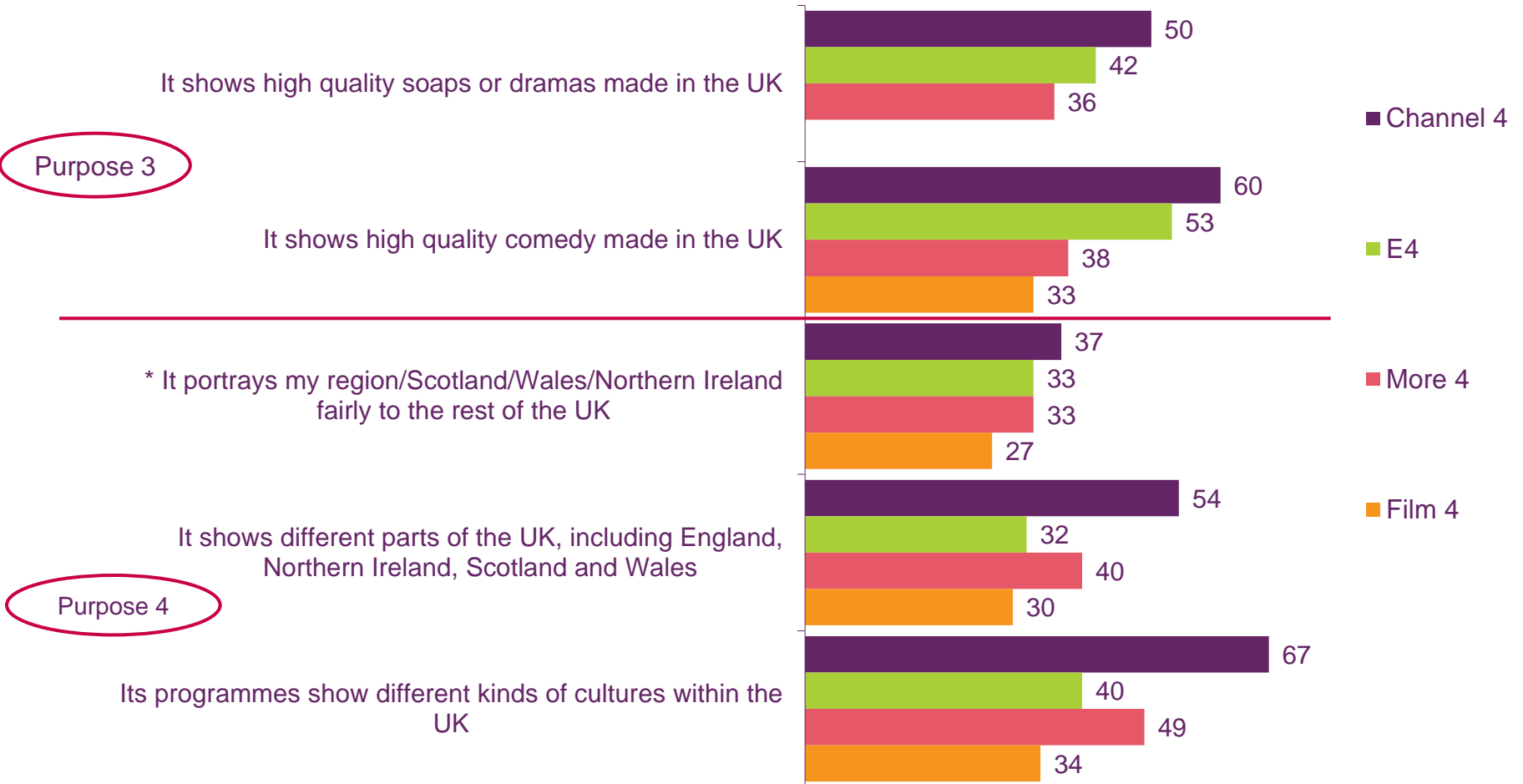


Base: Regular viewers to each channel (ITV 603; ITV2 367; ITV3 250; ITV4 160)

# Delivery of PSB purposes 3 and 4: Channel 4 portfolio



Extent to which regular viewers to each channel rate the channel against the statement where 10 is the highest” and is the lowest. Percentage rating it as 7/8/9/10 shown.



Base: Regular viewers to each channel (Channel 4 530; E4 387; More 4 229; Film 4 329)

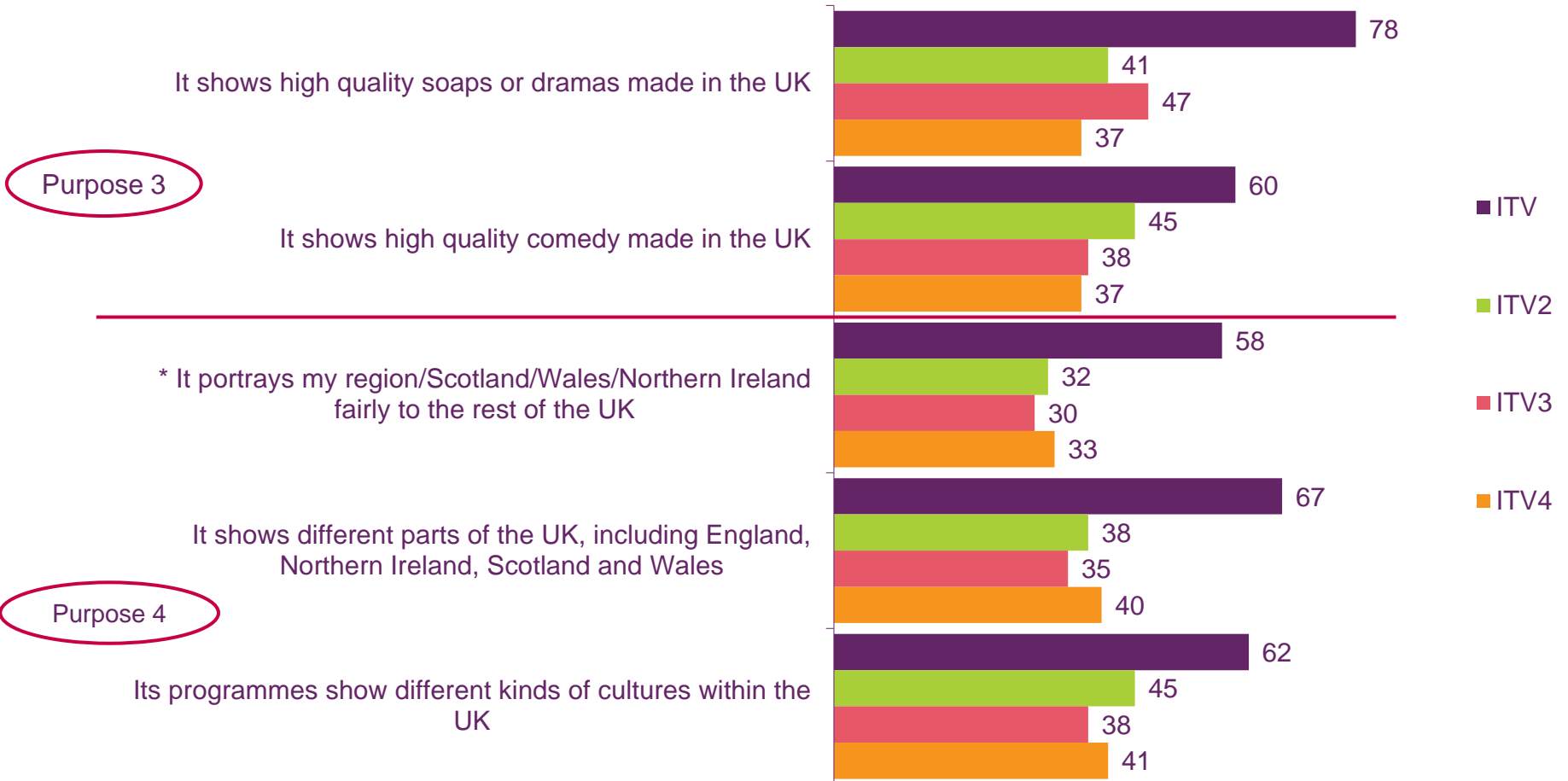
\*Dependent on location of participant



# Delivery of PSB purposes 3 and 4: ITV portfolio



Extent to which regular viewers to each channel rate the channel against the statement where 10 is the highest” and is the lowest. Percentage rating it as 7/8/9/10 shown.



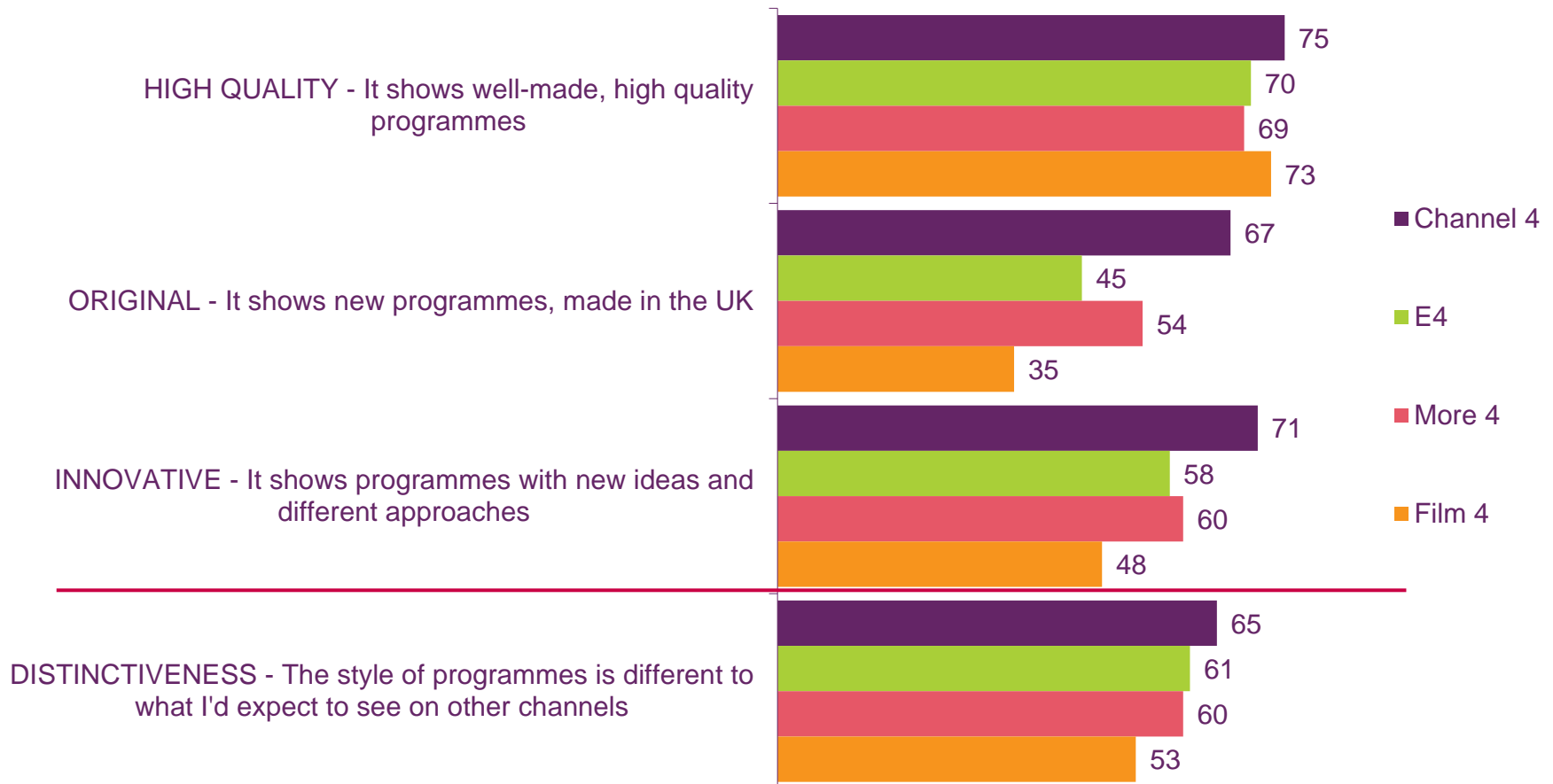
Base: Regular viewers to each channel (ITV 603; ITV2 367; ITV3 250; ITV4 160)

\*Dependent on location of participant

# Delivery of PSB characteristics: Channel 4 portfolio



Extent to which regular viewers to each channel rate the channel against the statement where 10 is the highest” and is the lowest. Percentage rating it as 7/8/9/10 shown.

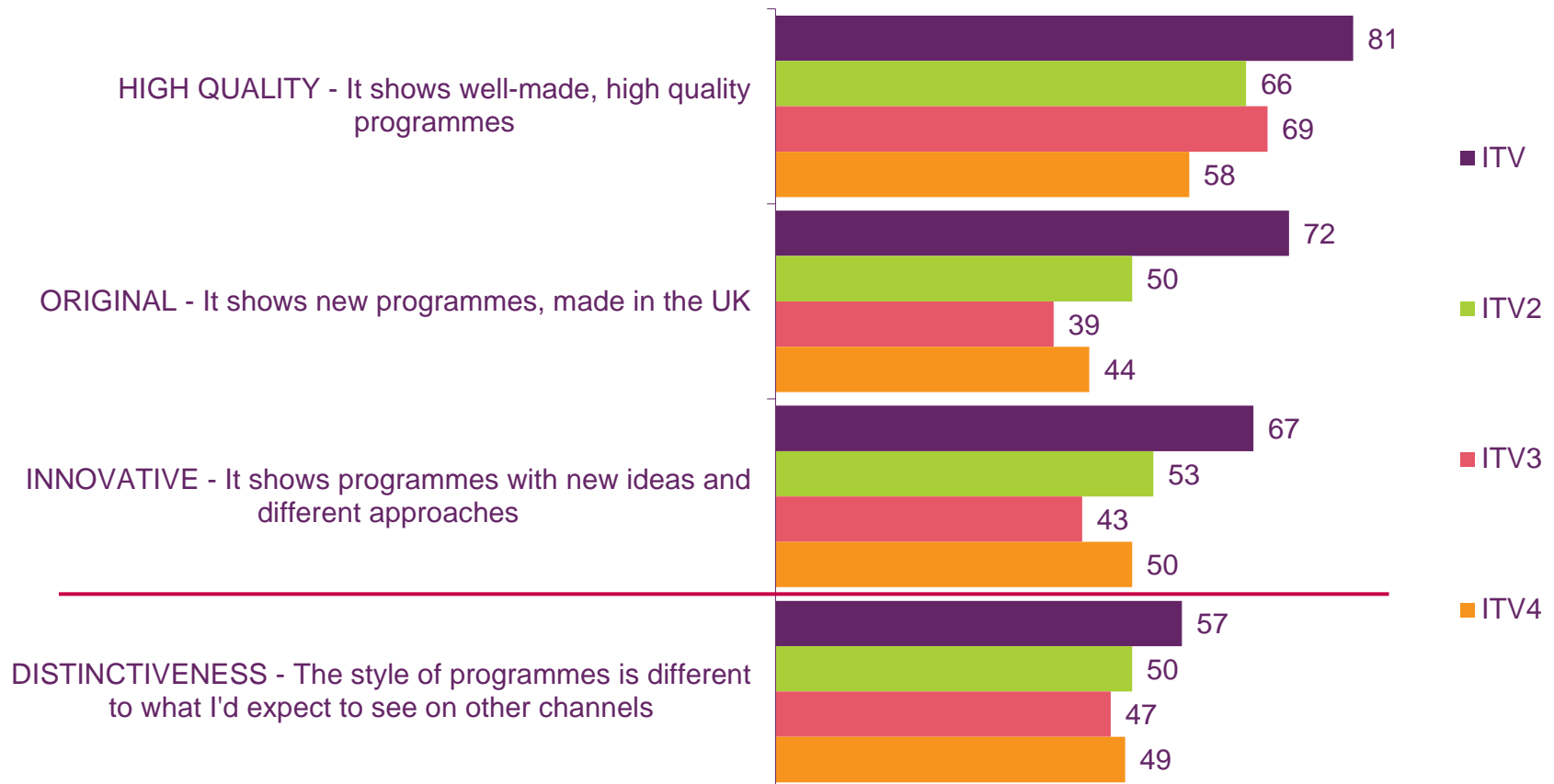


Base: Regular viewers to each channel (Channel 4 530; E4 387; More 4 229; Film 4 329)

# Delivery of PSB characteristics: ITV portfolio



Extent to which regular viewers to each channel rate the channel against the statement where 10 is the highest” and is the lowest. Percentage rating it as 7/8/9/10 shown.



Base: Regular viewers to each channel (ITV 603; ITV2 367; ITV3 250; ITV4 160)

## Delivery of PSB Purposes and Characteristics

Purposes	ITV	ITV2	ITV3	ITV4	C4	E4	More4	Film4
Its programmes help me understand what's going on in the world today	75	40	31	41	67	34	42	35
It shows interesting programmes about history, sciences or the arts	45	30	28	34	62	25	38	24
It shows high quality soaps or dramas made in the UK	78	41	47	37	50	42	36	
It shows high quality comedy made in the UK	60	45	38	37	60	53	38	33
It portrays my region/ Scotland/Wales/Northern Ireland fairly to the rest of the UK	58	32	30	33	37	33	33	27
It shows different parts of the UK including England, Northern Ireland, Scotland and Wales	67	38	35	40	54	32	40	30
Its programmes show different kinds of culture within the UK	62	45	38	41	67	40	49	34
Characteristics	ITV	ITV2	ITV3	ITV4	C4	E4	More4	Film4
It shows well-made, high quality programmes	81	66	69	58	75	70	69	73
It shows new programmes, made in the UK	72	50	39	44	67	45	54	35
It shows programmes with new ideas and different approaches	67	53	43	50	71	58	60	48
The style of programmes is different to what you expect to see on other channels	57	50	47	49	65	61	60	53

Summary % of respondents rating delivery 10/9/8/7

Rating on statement....

Base for Delivery: All respondents who watch any Portfolio channels regularly or occasionally

## Delivery of PSB Purposes and Characteristics - ITV portfolio

Purposes	ITV	ITV2	ITV3	ITV4
Its programmes help me understand what's going on in the world today	75	40	31	41
It shows interesting programmes about history, sciences or the arts	45	30	28	34
It shows high quality soaps or dramas made in the UK	78	41	47	37
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The style of programmes is different to what you expect to see on other channels	57	50	47	49

Summary % of respondents rating delivery 10/9/8/7

Q15: Rating on statement...

Base for Delivery: All respondents who watch this portfolio channels regularly

## Importance and delivery of PSB Purposes and Characteristics - Channel Four portfolio

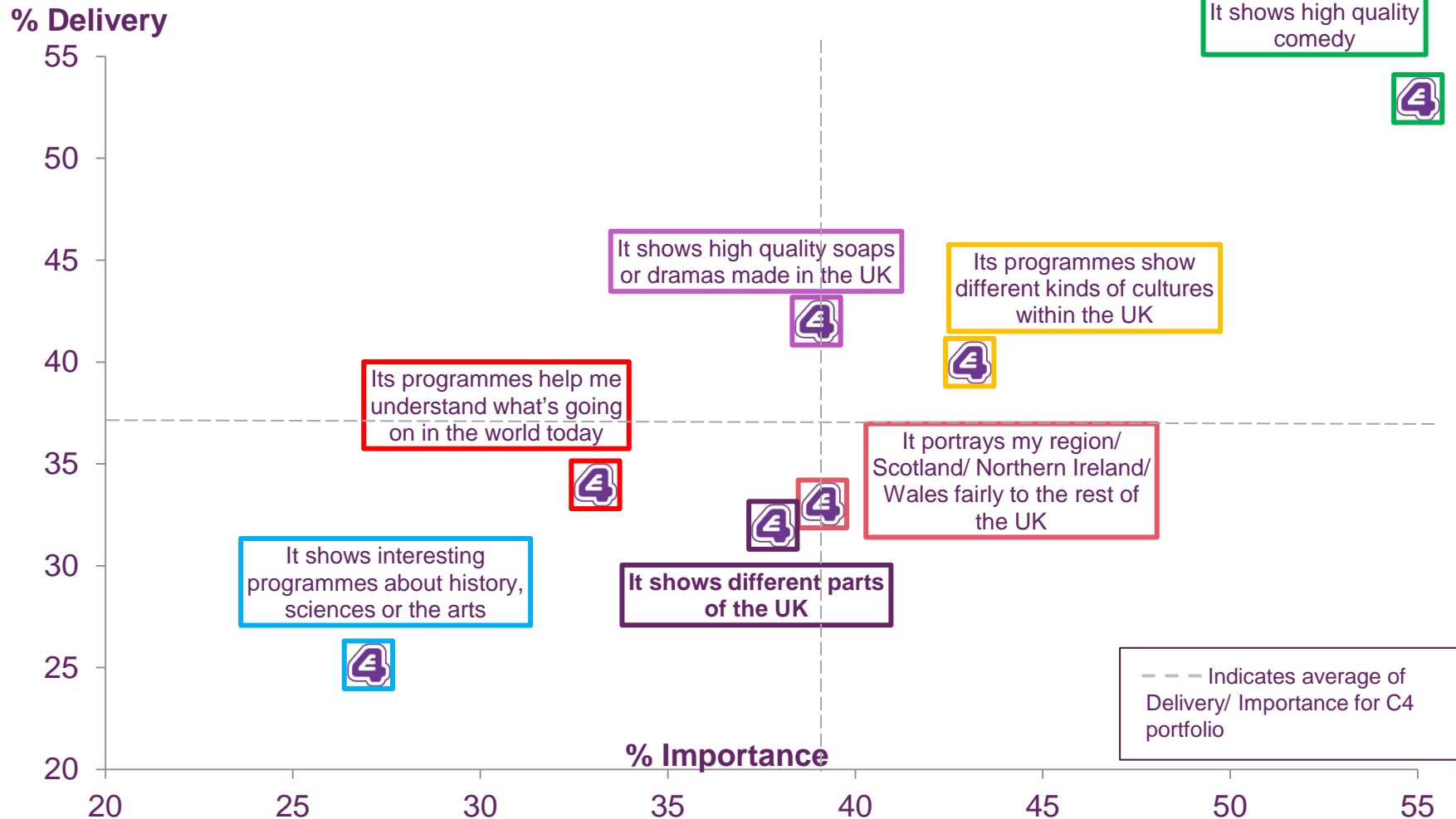
Purposes		C4	E4	More 4	Film 4
Its programmes help me understand what's going on in the world today	Importance	Na	33	39	31
	Delivery	67	34	42	35
It shows interesting programmes about history, sciences or the arts	Importance	Na	27	44	30
	Delivery	62	25	38	24
It shows high quality soaps or dramas made in the UK	Importance	Na	39	38	Na
	Delivery	50	42	36	Na
It shows high quality comedy made in the UK	Importance	Na	55	42	35
	Delivery	60	53	38	33
It portrays my region/ Scotland/Wales/Northern Ireland fairly to the rest of the UK	Importance	Na	39	43	35
	Delivery	37	33	33	27
It shows different parts of the UK including England, Northern Ireland, Scotland and Wales	Importance	Na	38	45	34
	Delivery	54	32	40	30
Its programmes show different kinds of culture within the UK	Importance	Na	43	51	37
	Delivery	67	40	49	34
Characteristics		C4	E4	More 4	Film 4
It shows well-made, high quality programmes	Importance	Na	71	73	76
	Delivery	75	70	69	73
It shows new programmes, made in the UK	Importance	Na	52	53	45
	Delivery	67	45	54	35
It shows programmes with new ideas and different approaches	Importance	Na	62	64	49
	Delivery	71	58	60	48
The style of programmes is different to what you expect to see on other channels	Importance	Na	59	59	55
	Delivery	65	61	60	53

Summary % of respondents rating delivery 10/9/8/7

Q15: Rating on statement...

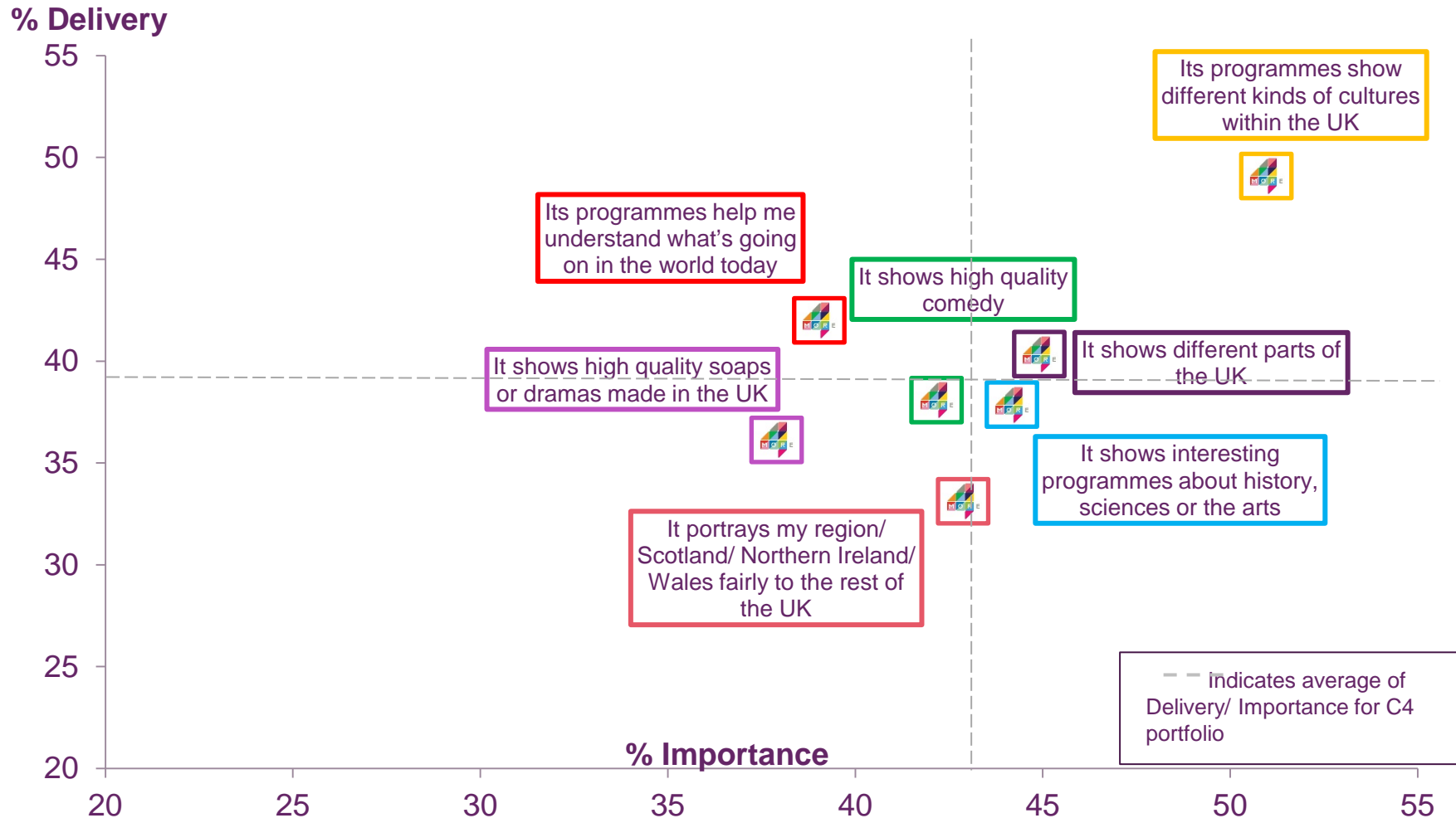
Base for Delivery: All respondents who watch this portfolio channels regularly

# Summary of the importance and delivery of PSB purposes: E4



Summary % of respondents rating 10/9/8/7  
 Base: Regular viewers to each channel (E4 387, More4 229, Film4 329)

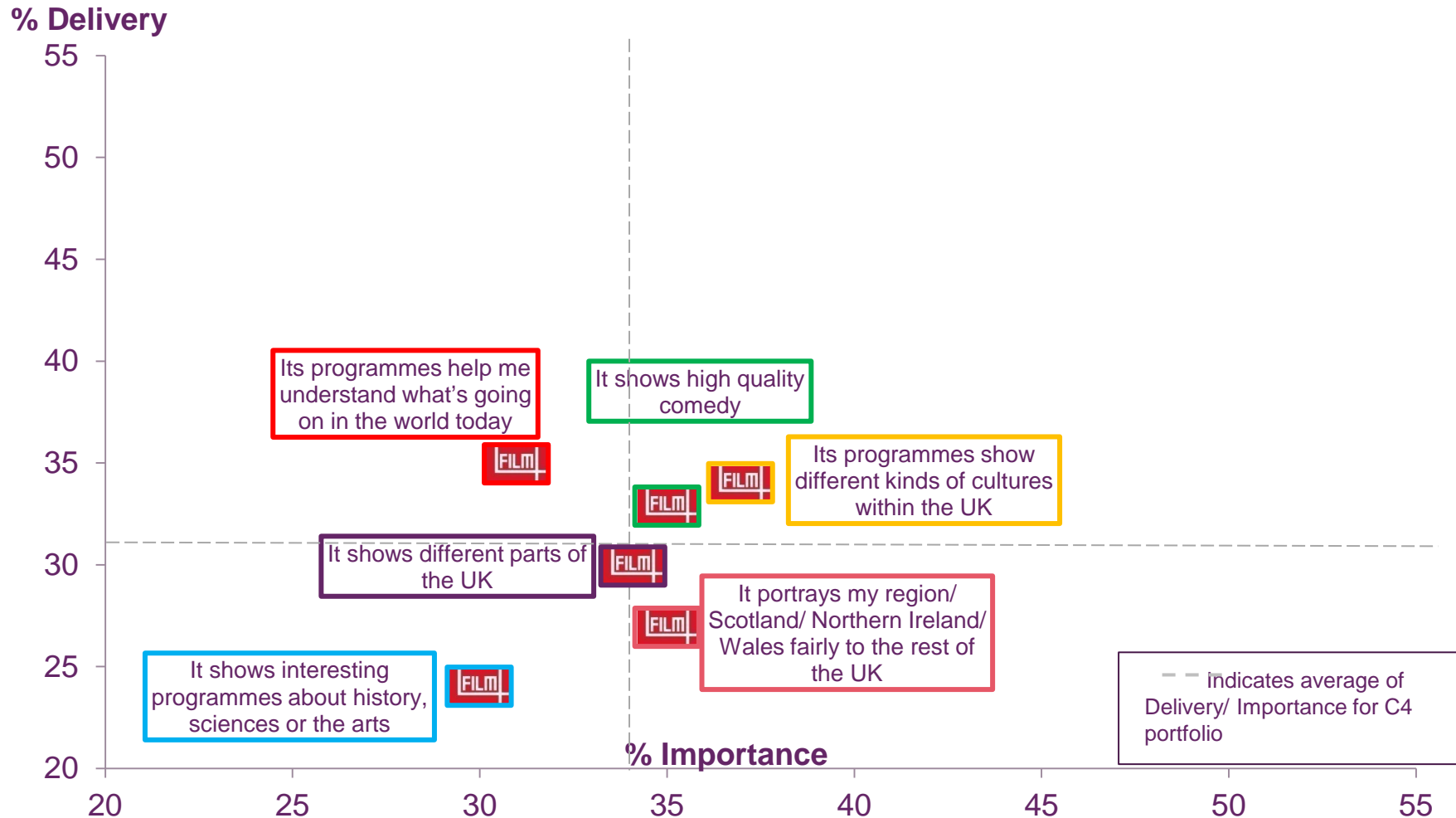
# Summary of the importance and delivery of PSB purposes: More 4



Summary % of respondents rating 10/9/8/7  
 Base: Regular viewers to each channel (E4 387, More4 229, Film4 329)

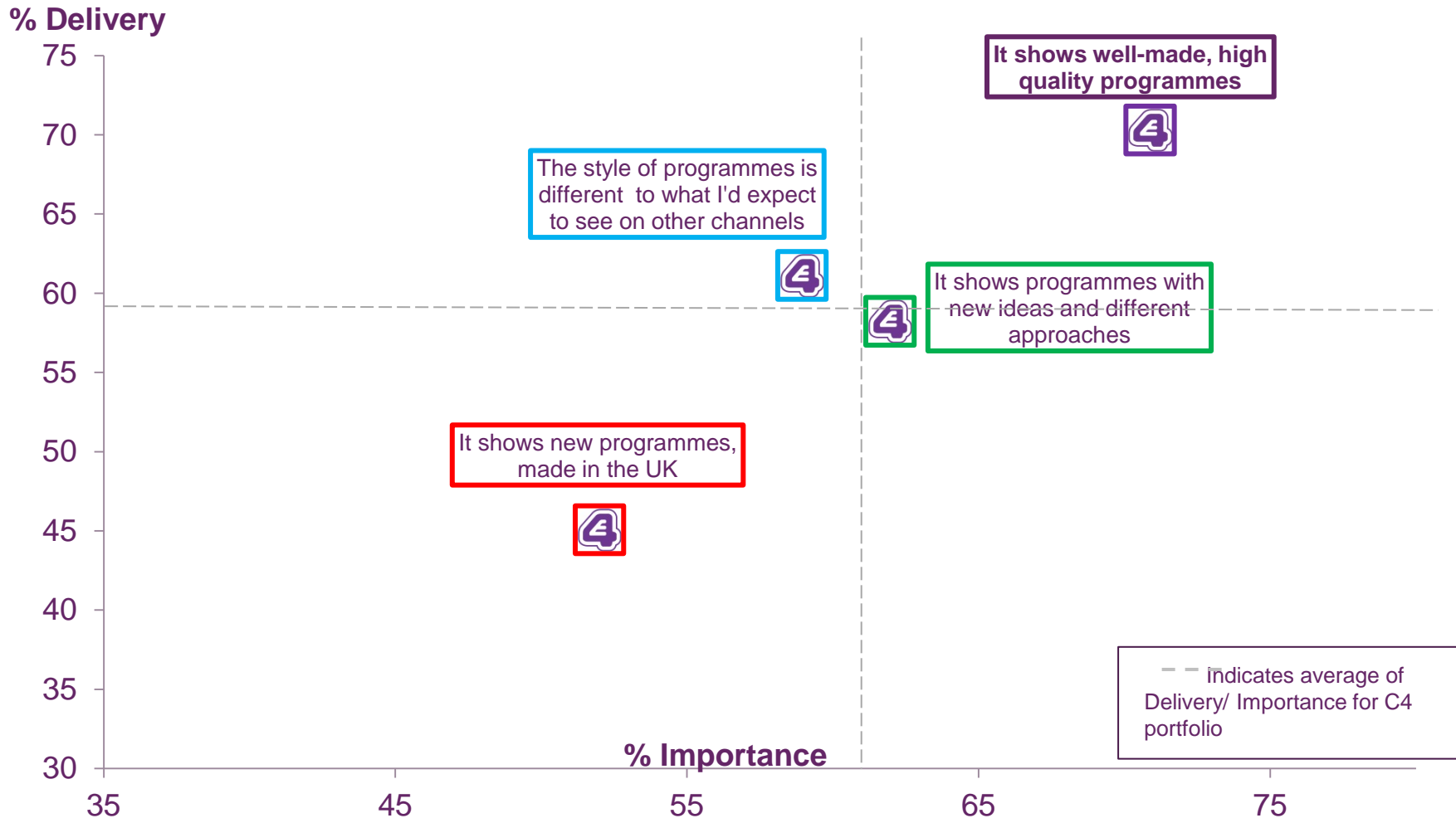


# Summary of the importance and delivery of PSB purposes: Film 4



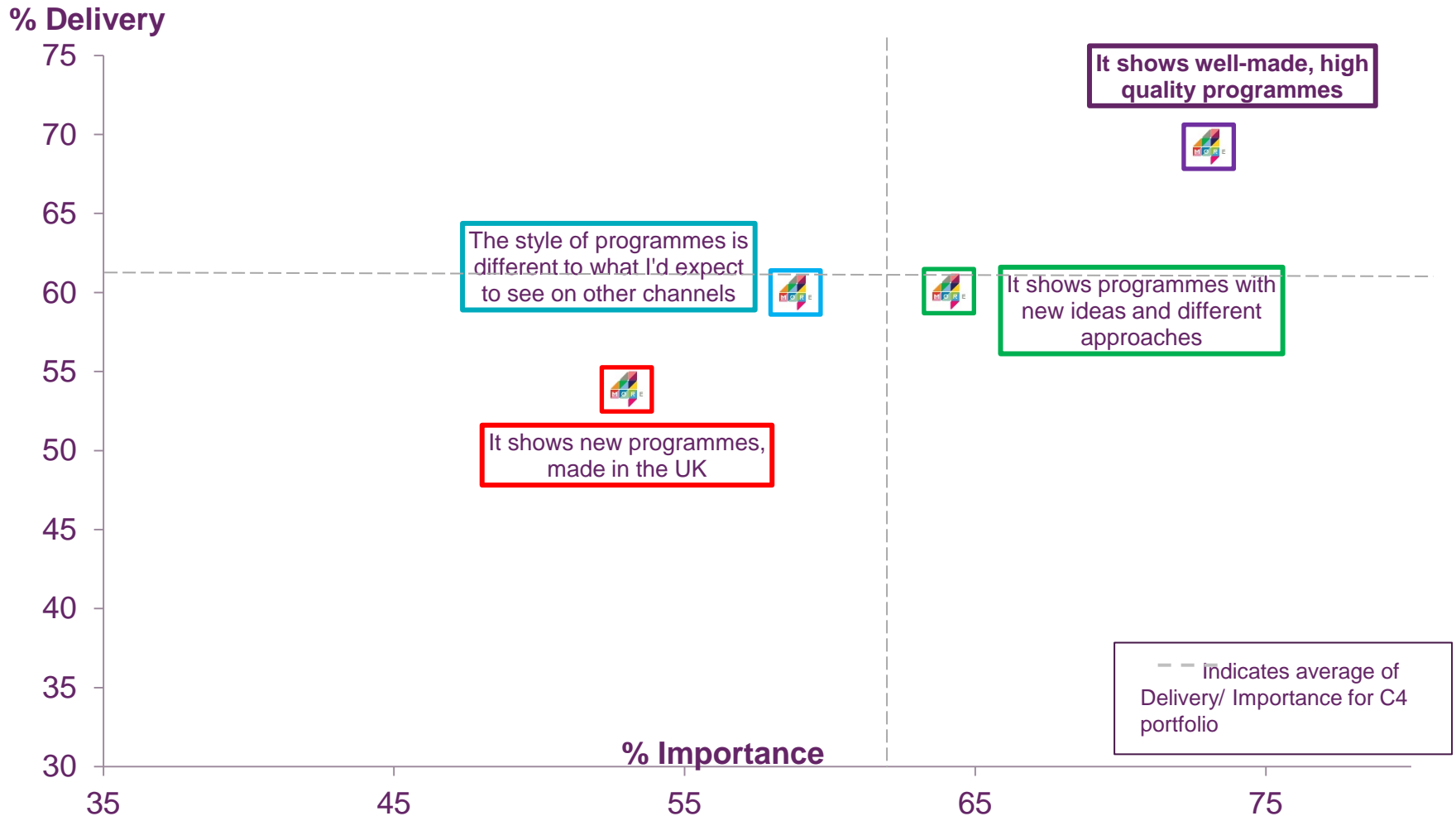
Summary % of respondents rating 10/9/8/7  
 Base: Regular viewers to each channel (E4 387, More4 229, Film4 329)

# Summary of the importance and delivery of PSB characteristics: E4



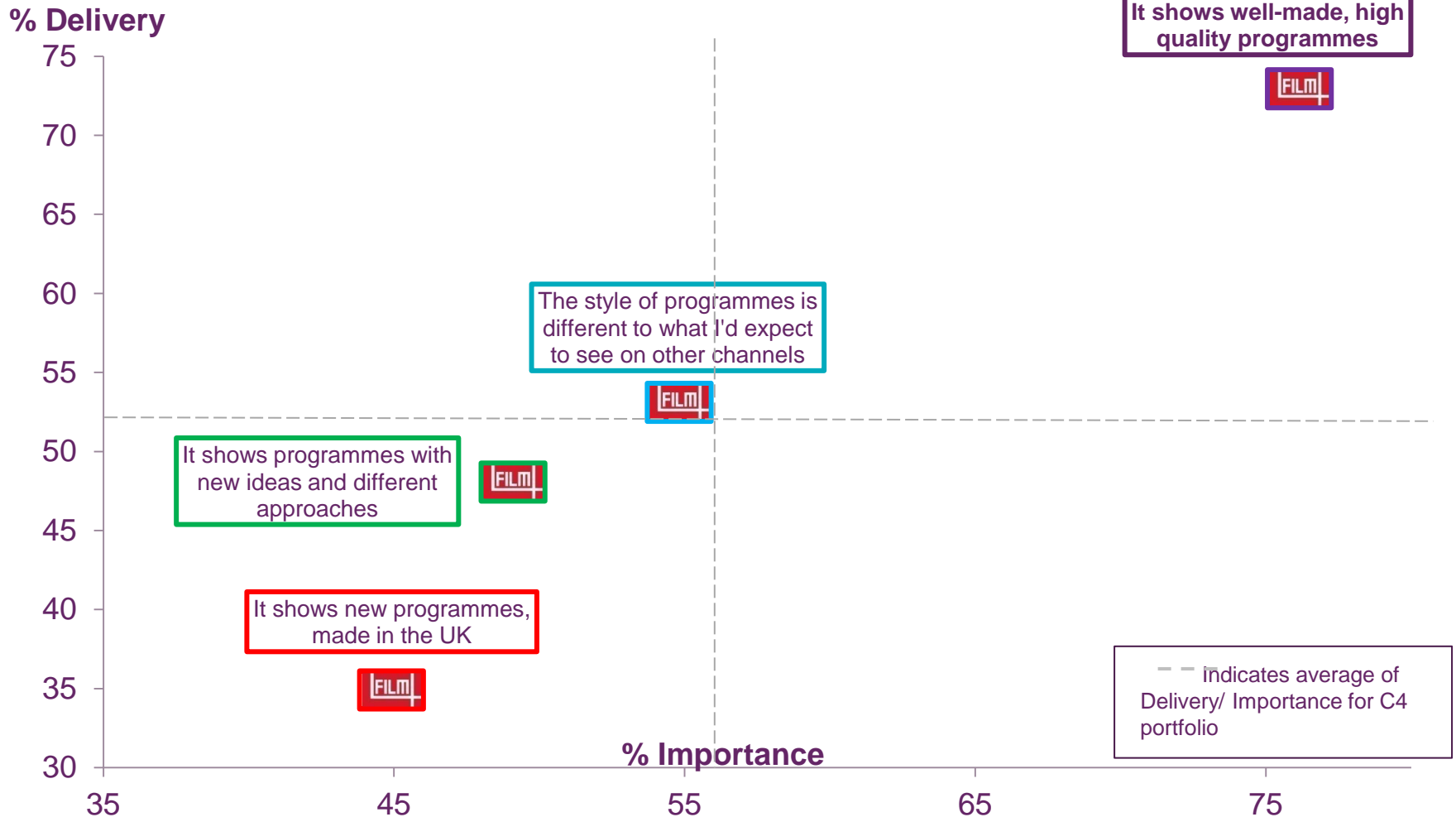
Summary % of respondents rating 10/9/8/7  
Base: Regular viewers to each channel (E4 387, More4 229, Film4 329)

# Summary of the importance and delivery of PSB characteristics: More 4



Summary % of respondents rating 10/9/8/7  
 Base: Regular viewers to each channel (E4 387, More4 229, Film4 329)

# Summary of the importance and delivery of PSB characteristics: Film 4

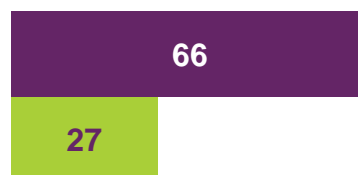


Summary % of respondents rating 10/9/8/7  
 Base: Regular viewers to each channel (E4 387, More4 229, Film4 329)



## Used website in the last month

All with internet access

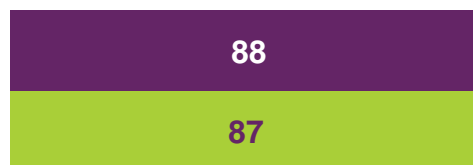


■ **bbc.co.uk**

■ **channel4.com**

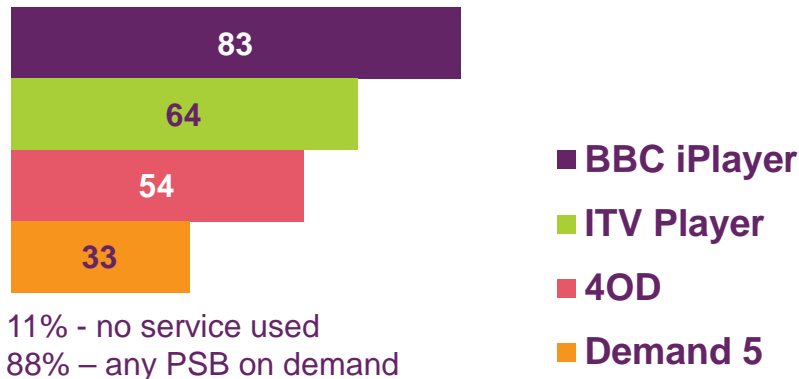
## Satisfaction with the website

All that have used the website in last month  
% Rating 10/9/8/7



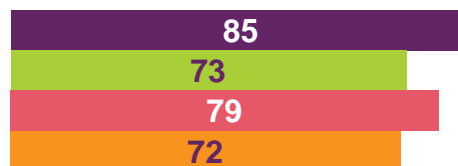


## Catch-up service ever used



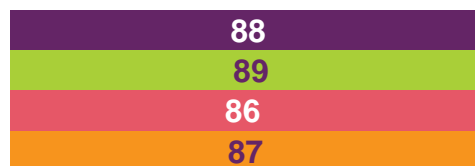
## Satisfaction with the service

All who ever use services  
% Rating 10/9/8/7



## Importance that broadcasters provide these catch-up services

All who use services  
% Rating 10/9/8/7



Q33 Which of the following catch-up services have you ever used? Base: All (800)

Q34/34a Satisfaction / Importance Base: All that have used this service (BBC iPlayer 670, ITV Player 514, 4OD 446, Demand 5 267)