



Public Service Broadcasting:
Report 2011 Annexes
Information Pack E
Background and methodologies

Research Document

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Contents

Annex		Page
1	Background to the PSB Annual Report 2011	2
2	Methodologies	5

Annex 1

Background to the PSB Annual Report 2011

1.1 Assessment of PSB

Ofcom has a duty to assess the designated public service broadcasters, taken together, in terms of their delivery of the public service purposes as set out in the 2003 Communications Act. The designated public service broadcasters are the BBC¹, ITV1², GMTV, Channel 4, Channel 5 and S4C³. These purposes can be summarised as⁴:

- to deal with a wide range of subjects;
- to cater for the widest possible range of audiences – across different times of day and through different types of programme; and
- to maintain high standards of programme-making.

Based on the public service purposes presented in the Communications Act, in its first PSB Review⁵ Ofcom developed a range of PSB purposes and characteristics to provide a detailed description of public service broadcasting (see Figure 1 below).

Figure 1 PSB purposes and characteristics

PSB purposes

Purpose 1: Informing our understanding of the world - To inform ourselves and others and to increase our understanding of the world through news, information and analysis of current events and ideas

Purpose 2: Stimulating knowledge and learning - To stimulate our interest in and knowledge of arts, science, history and other topics through content that is accessible and

¹ The BBC PSB channels are BBC One, BBC Two, BBC Three, BBC Four, CBBC, CBeebies, BBC HD, BBC News and BBC Parliament and BBC One HD. Note: the focus in this annual report is upon generalist channels. BBC HD and BBC One HD have 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.

² The Channel 3 regional licensees are usually referred to in this report by the most commonly used collective terms, ITV1, or simply ITV. However, these terms are not used within the devolved nations. Instead Channel 3 is referred to as STV in north and central Scotland, UTV in Northern Ireland and ITV1 Wales in Wales.

³ The public Teletext service was a designated public service broadcaster. The licensee, Teletext Ltd, provided text pages behind the analogue broadcasts of ITV1 and Channel 4 and channel 100 on digital terrestrial television. The licensee also operated other digital services, such as Teletext Holidays and the services behind the digital broadcasts ITV1 and Channel 4, outside of the scope of the licence. On July 16 2009, the Daily Mail & General Trust plc (DMGT) announced its intention to hand back its PSB licence and shut down both the PSB analogue and PSB Digital Terrestrial Television service. Teletext Ltd ceased to provide the public teletext services in December 2009, and its licence was revoked by Ofcom in January 2010.

⁴ See section 264 of the Communications Act for the full wording and more detail on these.

⁵ http://www.ofcom.org.uk/consult/condocs/psb2/psb2/psb_phase2.pdf

can encourage informal learning

Purpose 3: Reflecting UK cultural identity - To reflect and strengthen our cultural identity through original programming at UK, national and regional level, on occasion bringing audiences together for shared experiences

Purpose 4: Representing diversity and alternative viewpoints - 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

PSB characteristics

High quality - well-funded and well-produced

Original – new UK content rather than repeats or acquisitions

Innovative – breaking new ideas or re-inventing exciting approaches, rather than copying old ones

Challenging – making viewers think

Engaging – remaining accessible and attractive to viewers

Widely available – if content is publicly funded, a large majority of citizens need to be given the chance to watch it

Trust⁶

The first PSB Review also stated that, in delivering its duties, Ofcom should develop a new approach to assessing the effectiveness of the public service broadcasters, taken together, in delivering PSB. This assessment would include an audience tracking survey to evaluate audience opinions, as well as broadcaster spend, output and viewing data. The aim was to provide a common basis for understanding the delivery of PSB, and resulted in the publication of the PSB Annual Reports.

The PSB Annual Report sets out to provide an evidence base for assessing the delivery of PSB, building towards Ofcom's PSB Reviews that must be conducted at least every five years⁷. While the key purpose of this report is to show how PSB is being achieved in the UK as a whole, it also looks at the contributions of the individual PSB channels. Separate data on PSB compliance with quotas will be published later in 2011.

The Digital Economy Act 2010 is also now in force and the majority of sections applied from June 2010. In addition to the requirements outlined above, the Act extends Ofcom's PSB Review duties to include public service content online and on video-on-demand (VoD). It also introduced new powers for Ofcom to monitor and enforce the Channel 4 Television Corporation's (C4C) media content duties.

For the purpose of this report, delivery of PSB has been defined by assessing three areas: PSB broadcasters' spend and output; viewing; and audience opinion of PSB delivery.

⁶ Although trust was not outlined as a PSB characteristic in Ofcom's PSB Review 2004, it is considered alongside the PSB characteristics throughout the report. It was added to the PSB tracker in 2007 to monitor the extent to which people trust the main PSB channels as the digital TV environment expands.

⁷ The Department for Culture, Media and Sport has announced its intention to amend this duty so that a review would only be conducted at the discretion of the Secretary of State. The Secretary of State would also determine the scope of the review. The amendment would be made through the Public Bodies Bill, which is currently being considered by Parliament. For more details, see http://www.culture.gov.uk/news/media_releases/7485.aspx.

1.2 Structure of the report

This report has been published in a modular format, or information pack. The sections are:

- A. PSB summary report: *outlining the key themes and bringing together findings identified throughout the rest of the modules.*
- B. PSB output and spend: *providing a picture of the investment in PSB and the resulting hours of PSB programming.*
- C. PSB viewing: *reporting BARB data on PSB viewing.*
- D. PSB audience opinions: *audience opinions on the importance and delivery of PSB by the PSB channels, collected in Ofcom's PSB Tracker survey.*
- E. Annex: *background to PSB and reporting, research methodologies/analysis.*
- F. Perceptions of, and attitudes towards, television; programme standards, protection of children, attitudes towards news and television advertising: *broadcasting-related data from the Ofcom Media Tracker. Some of this has remained the same since the Independent Television Commission (ITC) first began the survey, then known as The Public's View.*

Within each information pack there are separate sections focusing on the purpose and characteristics or programme genres, depending on what is most appropriate for the data being reported. Specific sections focus on children's television, S4C, the devolved nations and English regions across a number of the information packs.

Annex 2

Methodologies

This annex includes information about the research data sources within this report. Further detail and the data itself for official statistics can be found at:

<http://www.ofcom.org.uk/research/stats/>

2.1 PSB Tracker

Data collection

The Ofcom PSB Tracker is conducted via telephone interviews (CATI) with adults aged 16 and over. The first full year of fieldwork was 2006. Fieldwork is conducted each year during four months: January, April, July, and October, chosen to represent the range of the broadcast year. In 2006, a total of around 1,874 interviews were conducted per quarter (approximately 1070 in England; 268 in Scotland; 268 in Wales; 268 in Northern Ireland). In 2007, 2008, 2009 and 2010, a total of around 1,750 interviews were conducted per quarter (approximately 990 in England; 250 in Scotland; 250 in Wales; 250 in Northern Ireland).

Fieldwork was conducted by GfK NOP.

The Welsh sample was boosted each quarter with an additional 50 interviews among viewers of Welsh language programming on S4C to enable reporting on S4C. Respondents were offered the option of a Welsh language interview if preferred.

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 and ethnicity, using data from mid-2004 population estimates (ONS). The Welsh boost survey data were also weighted, but to a profile of adults 16+ who watched any Welsh language programmes.

Main questionnaire

The focus of the questionnaire is questions asking 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 2.

Figure 2 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 news programmes for people in (nation) provide a wide range of good quality news about (nation) (asked in the devolved nations) ⁸

⁸ In previous PSB Annual Reports findings relating to nations and regions news were reported in sections relating to Purpose 3.

	Its regional news programmes provide a wide range of good quality news about my area (asked in England)
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 As a result of watching its programmes I've become more interested in particular subjects
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	<i>UK cultural</i> It covers big national events well, like sports, music events or major news stories It shows high quality soaps or drama made in the UK Provides a wide range of high quality and UK-made programmes for children* <i>Nations and regions</i> Its entertainment and factual programmes show people from different parts of the UK It portrays my region well to the rest of the UK Aside from news, it provides a range of good-quality programmes about my nation, made for people in my nation
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** Its programmes offer a range of opinions on subjects and issues**
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 enough 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 Its programmes reflect the interests and concerns of people like me
Trust ⁹	I trust this channel*

* Statements added to the PSB Tracker for 2007

**Statements changed within the PSB Tracker in 2008

Respondents were asked to individually rate each channel that they watched regularly. The channels list comprised BBC One, BBC Two, ITV1, Channel 4, S4C, Five, BBC Three, BBC Four, BBC News and BBC Parliament. 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, BBC Four, BBC News and BBC Parliament 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

⁹ This was included as a statement in the PSB Tracker in order to monitor the extent to which trust is assigned to the main PSB channels as the digital TV environment expands. The statement was also included partly as a result of the issues surrounding phone votes within programmes on the PSB channels and in order to understand opinions on the channels after the resolution of this.

the extent to which they felt the statement applied (10 = applies completely; and 1 = does not apply at all) to each channel. Both statements were tested against each other in July 2008, with no major differences 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, ITV1, Channel 4, Five, all channels combined
- B: ITV1, Channel 4, Five, 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. From Q4 2007, half of the sample group were asked about 'personal' and then 'societal importance' while half were asked about 'general importance'.

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.

Questionnaire modules

During each quarterly period of fieldwork, one of three 'modules' 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.

Welsh boost

During each quarter of fieldwork, a Welsh boost questionnaire was run alongside the main survey. This questionnaire mirrored the content of the main questionnaire, (with the same statements being rated), but asked only about S4C, all channels combined and importance ratings. The interchangeable modules used in the main questionnaire were not inserted into the Welsh boost. Those who did not watch any of the S4C programmes in Welsh, and those who did not watch S4C regularly, were screened out.

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 99% 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. In previous reports, significance testing was performed at the 95% level, so this represents a more robust approach to reporting.

2.2 Output and spend data *PSB Channels*

PSB channels

Wherever possible, data have been provided for BBC One, BBC Two, ITV1, GMTV1, Channel 4, Five and the BBC's PSB digital channels: BBC Three, BBC Four, CBBC, CBeebies, BBC News and BBC Parliament. BBC HD and BBC One HD has been excluded from most 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 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. ITV1 includes GMTV1 unless otherwise stated. Data for S4C are shown in a separate section. Note: GMTV became Daybreak during 2010; the data relating to both services are labelled GMTV in the output and spend analysis.

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 are given in 2010 prices (i.e. taking account of inflation, using the Consumer Prices Index, as provided by the National Statistics Office).

All spend and output data are based on programmes broadcast in each calendar year reported in the PSB annual report e.g. 2010 data reflects programmes broadcast during 2010.

Output hours

The output data in this report are collected by Ofcom from the broadcasters each year, as part of the PSB returns they make to Ofcom.

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.

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 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

Other 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, docusoaps 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.

Changes in genre definitions

The programme classifications were updated in 2006 and therefore the figures for certain genres may be slightly different from earlier reported figures. It has not been possible to go back and re-classify pre-2006 data, therefore analysis of trends using the new breakdowns is not possible for the full five years in all areas.

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.

2.3 Viewing figures – BARB

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

The majority of the analysis focuses on total annual viewing hours for genres, which shows the total annual hours of viewing by an average individual of a given programme genre. The proportion of viewing of programme genres is also included, as is average weekly reach and audience share figures for relevant channels. Most figures show viewing averages for all viewers aged 4+, the standard universe for the BARB currency.

As of 1st 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 April/May/June 2011.

2.4 Programme genre definitions

The output hours and viewing figures use different datasets, which have slightly different programme classifications. The main differences are shown in Figure 7 below, which also provides illustrative programmes for the various genres as classified by the output hours.

Figure 3 Comparison of selected programme genre classifications and illustrative programme titles

Note: These are illustrative examples as at a fixed point in time and as noted above it is possible these will change in accuracy over time.

Genre	Illustrative programmes	Output hours	BARB viewing figures
National and International News	<ul style="list-style-type: none"> • <i>BBC News at Ten</i> (BBC One) • <i>News at Ten</i> (ITV1) 	<ul style="list-style-type: none"> • Excludes regional news 	<ul style="list-style-type: none"> • Includes <i>Newsnight</i> on BBC Two • Does not include regional News
Current Affairs	<ul style="list-style-type: none"> • <i>Question Time</i> (BBC One) • <i>Dispatches</i> (C4) 	<ul style="list-style-type: none"> • Excludes consumer affairs (which is categorised under Other Factual) 	<ul style="list-style-type: none"> • Includes political, economic, social, consumer affairs. (<i>The One Show</i> is classified as CA in BARB.)
Other Factual	<ul style="list-style-type: none"> • <i>Gardener's World</i> (BBC Two) • <i>60 Minute Makeover</i> (ITV1) 	<ul style="list-style-type: none"> • Includes consumer affairs, Factual Entertainment, leisure and hobbies, talk shows and factual magazine shows 	<ul style="list-style-type: none"> • Includes human interest, Factual Entertainment, hobbies and leisure
Specialist Factual	<ul style="list-style-type: none"> • <i>Horizon</i> (BBC Two) • <i>Banged up Abroad</i> (Five) 	<ul style="list-style-type: none"> • Includes natural history, science and technology, history, other documentaries and special events 	<ul style="list-style-type: none"> • Includes natural history, science and medical, history, factual Drama
Education	<ul style="list-style-type: none"> • BBC Learning Zone • Channel 4 Schools 	<ul style="list-style-type: none"> • Includes Formal Education and Schools programmes 	<ul style="list-style-type: none"> • Includes schools' programmes
Entertainment	<ul style="list-style-type: none"> • <i>Britain's Got Talent</i> (ITV1) • <i>8 out of 10 Cats</i> (C4) 	<ul style="list-style-type: none"> • Includes Comedy and sitcoms • Includes contemporary music 	<ul style="list-style-type: none"> • Includes contemporary music • Includes Comedy for overviews; although UK comedy is separated off for analysis of PSB purpose 3
Originated Drama	<ul style="list-style-type: none"> • <i>Torchwood</i> (BBC Two) • <i>Shameless</i> (Channel 4) 	<ul style="list-style-type: none"> • Includes 'made for TV' films • Includes Factual Drama 	<ul style="list-style-type: none"> • BARB analysis does not split out originated programming
Originated Soap	<ul style="list-style-type: none"> • <i>Coronation Street</i> (ITV1) • <i>EastEnders</i> (BBC One) 	<ul style="list-style-type: none"> • Excludes <i>The Bill</i> 	<ul style="list-style-type: none"> • Soap includes <i>The Bill</i>. BARB analysis does not split out originated programming