

Cross Platform Media Tracker 2024

Produced by: Critical Research



Contents

Slide	Section
4	Introduction
5	Summary of key findings
7	Attitudes to programme standards
12	Offensive content – Broadcast TV and Radio
28	Harmful content – Broadcast TV
39	Harm and offence – Online and On-demand
51	Protection of children – TV
63	Awareness and understanding of regulation
74	Awareness of product placement, programme sponsorship and trailers on TV
78	Concerns about TV advertising
82	Opinions on frequency of advertising minutes and breaks
92	Attitudes towards TV services among Teens

Background and objectives

The Cross Platform Media **Adults Tracker** has been running since 2005, with the **Teens Tracker** beginning in 2018. It is now a biennial survey.

In 2022, we made some significant changes to the questionnaire across both trackers, to bring them up to date, given the changing media landscape. As such, any changes prior to 2022 are indicative only.

Adults aged 16+

Main research objectives for the Adults (aged 16+) Tracker are:

- To understand perceptions of the quality of TV programmes and the reasons why consumers believe this may have changed
- To uncover any concerns audiences have about potentially harmful or offensive content across TV, radio and on-demand services
- To understand awareness and perceptions of regulation across TV, radio and on-demand services
- To explore awareness of advertising and product placement on TV and whether consumers have any concerns

Teens aged 12-15

Main research objectives for the Teens (aged 12-15) Tracker are:

- To uncover any concerns teens have about potentially harmful or inappropriate content within TV and on-demand services
- To understand awareness of regulation on TV and whether teens feel the current levels of regulation are appropriate

Methodology

Adults (aged 16+)



Mixed mode interviewing combining **online panel** interviews and **post-to-web** or **post-to post** interviews among adults aged **16+** living in the UK

Fieldwork

- March/April & Sept-Oct 2024
- 2,036 interviews – 1,061 panel and 975 post-to-online/telephone

Significance testing applied at 99% confidence interval

- ↑ Black arrows = differences compared to total or 2022.
- ↓ White arrows = differences compared to subgroup.



Teenagers (aged 12-15)



Online panel interviews among **12-15** year olds living in the UK

Fieldwork

- March & September 2024
- 1,000 interviews

Significance testing applied at 95% confidence interval

- ↑ Black arrows = differences compared to total or 2022.
- ↓ White arrows = differences compared to subgroup.



Summary of key findings (1/2)

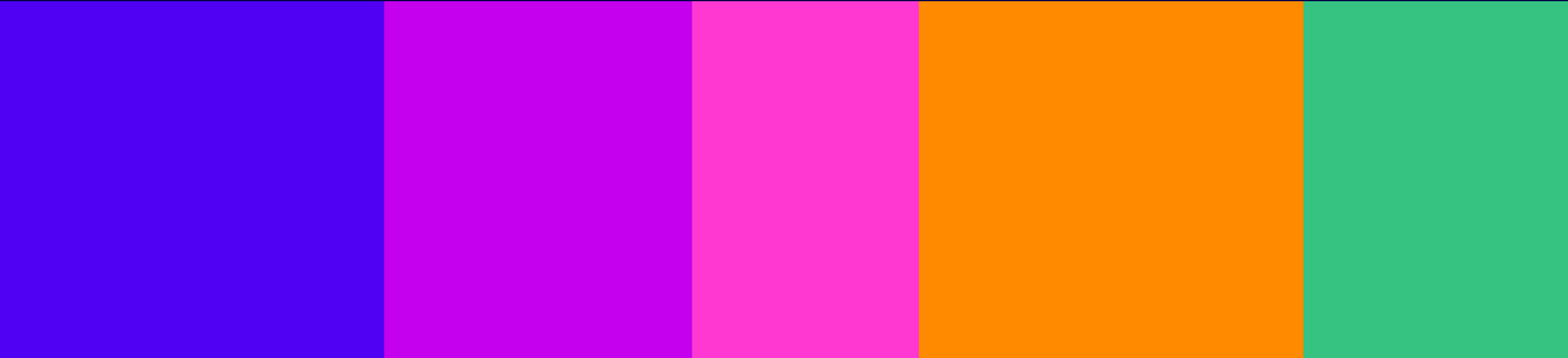
- The proportions of **adults** and **teens** who saw something offensive (18% and 22%) or harmful or damaging (24% and 19%) on broadcast TV in the last 12 months has remained consistent with previous years.
- Among **adults** and **teens** who had seen something offensive, the top two types of content that caused offence were sex/explicit content and swearing/bad language. Among adults and teens who had seen something harmful or damaging, content depicting forms of abuse and violence were most commonly mentioned.
- For on-demand content, similar proportions of **adults** (11%) and **teens** (15%) have seen something which caused concern or worry, in line with previous years. As with broadcast TV, both **adults** and **teens** main concerns are around abuse/violence/sexual violence and sexually explicit content/ nudity.
- Around three in five (59%) **parents** say they are using parental controls on TV services, but a lower proportion say they use parental locks with guidance labels for on-demand services (38%). Regardless, around a third of **teens** (34%) say they have given a false age to watch something on a VoD service.
- **Adult's** awareness and opinions towards regulation across TV, BVoD and SVoD has remained similar to 2022, although there has been an increase in **teens** who believe BVoDs are regulated (from 64% to 72%). However, the proportion of **teens** naming Ofcom as responsible for regulation has decreased (38% to 32%) and mentions of 'the Government' have increased (30% to 36%).

Summary of key findings (2/2)

- Around one in seven (15%) **adult** broadcast TV viewers have seen and can correctly identify the product placement 'P' symbol.
- **Adult's** concerns about advertising on TV has remained stable in 2024 (24%) but considerably lower since tracking began (41% in 2014). Viewers aged 65+ (34%) and in social grade ABC1 (27%) are more likely to say they have concerns about advertising on TV, similar to 2022.
- There is little variation on opinions towards the frequency of ad breaks and amount of ad minutes among viewers, across free-to-air commercial channels and other commercial channels – around four in five **adults** would not be happy with any increase.
- Though looking over time, there appears to be an increase in tolerance towards the amount of advertising breaks and minutes on free-to-air commercial channels and other commercial channels. However, older TV viewers (aged 65+) remain most resistant to increases in advertising breaks or minutes.

Section 1.

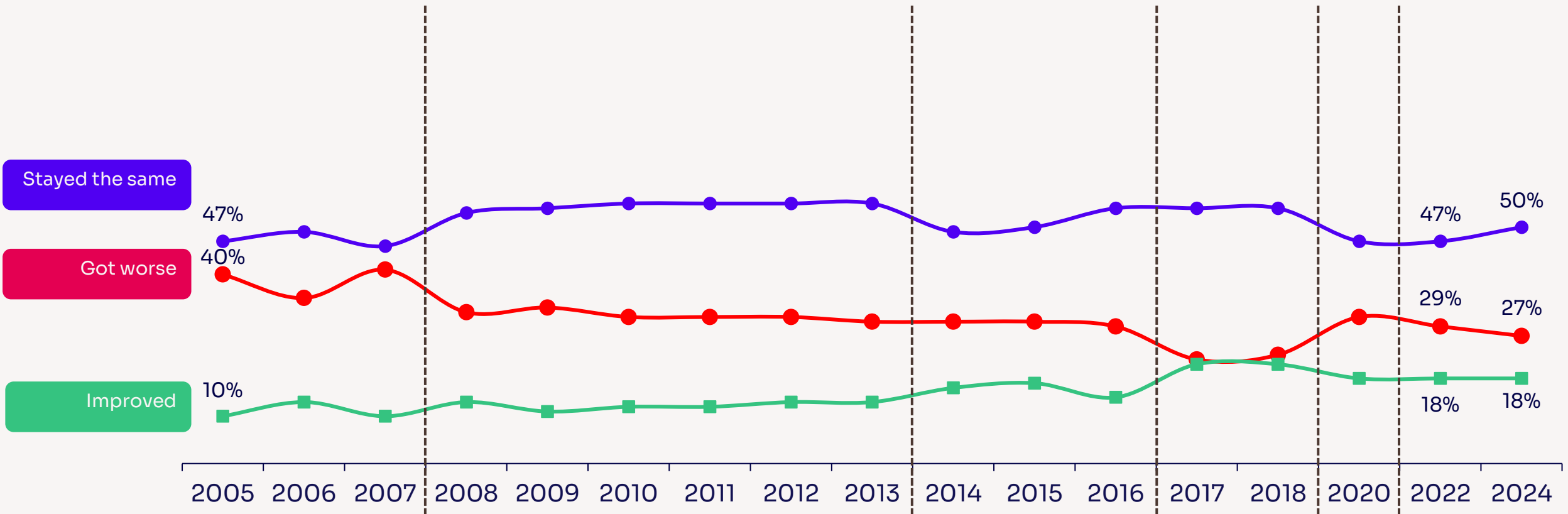
Attitudes to programme standards



ADULTS

Half of UK adult viewers feel that TV programmes have stayed the same over the past year. Around a quarter feel TV that programmes have got worse.

Attitudes towards broadcast TV programmes over the last 12 months: historical view



Source: Cross Platform Media Tracker 2024 - Adults

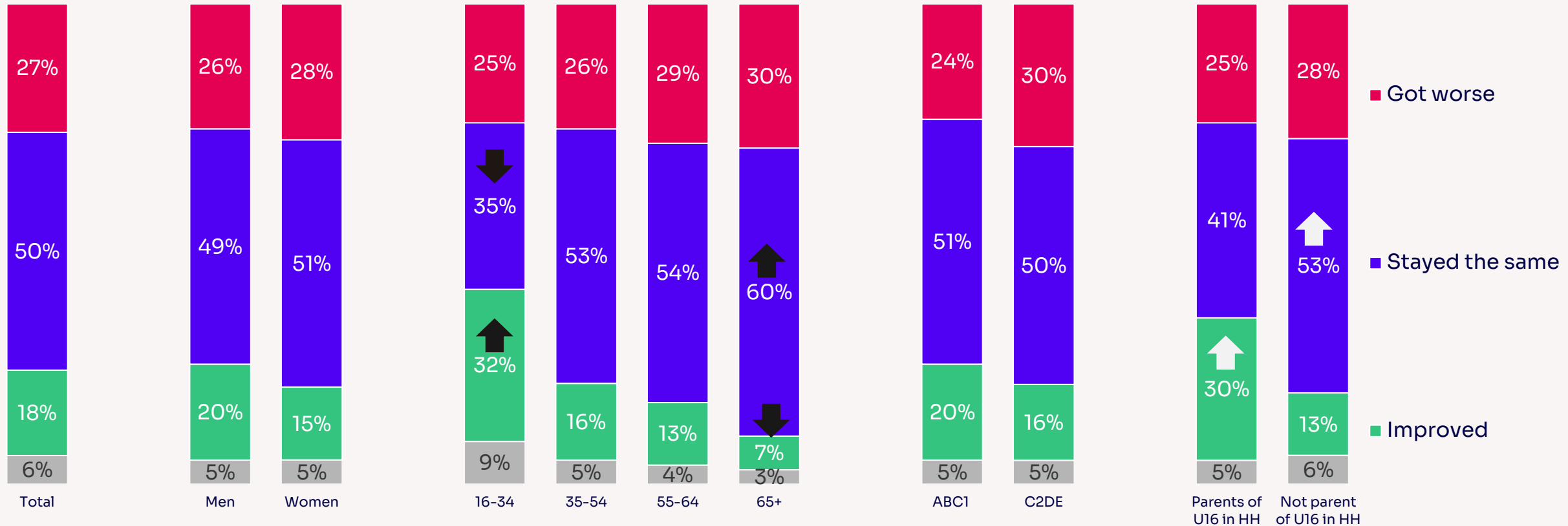
QB1. Do you feel that over the past year television programmes have improved, got worse or stayed about the same? (SINGLE CODE).

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2022 (2,219) and 2024 (1,866). Note: Base 2015-2020 All with working TV sets Base prior to 2014: All with TV, but excluding those never watching. No significant difference (99% level) between 2022 and 2024. Dashed line to show where survey method changed.

ADULTS

Younger adults (aged 16–34) are more likely than adults overall to feel that TV programmes have improved over the last 12 months, similar to 2022.

Attitudes towards broadcast TV programmes over the last 12 months: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 – Adults

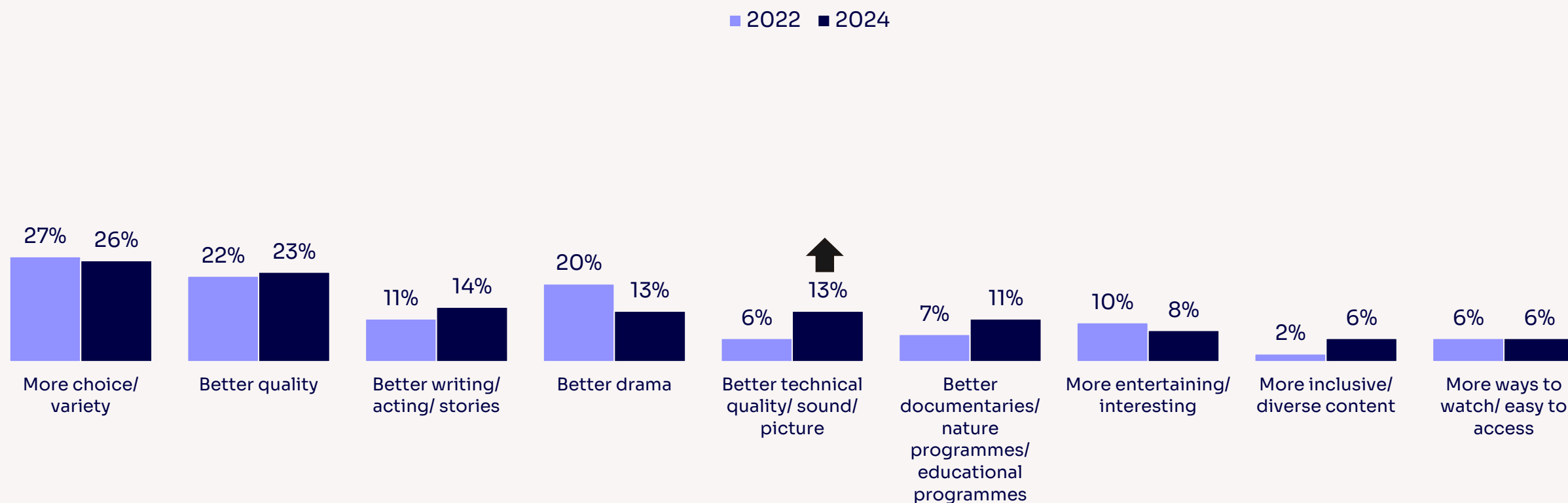
QB1. Do you feel that over the past year television programmes have improved, got worse or stayed about the same? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (1,866), 16–34 (469), 35–54 (577), 55–64 (342), 65+ (478), ABC1 (1232), C2DE (956), Men (970), Women (871), Parents of an under-16 in household (475), Not a parent of under-16 in household (1,386). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

ADULTS

Increased choice and improved quality are the key reasons given by those who feel that TV programmes have improved in the last year.

Main reasons given for broadcast TV programmes having improved



Source: Cross Platform Media Tracker 2024 - Adults

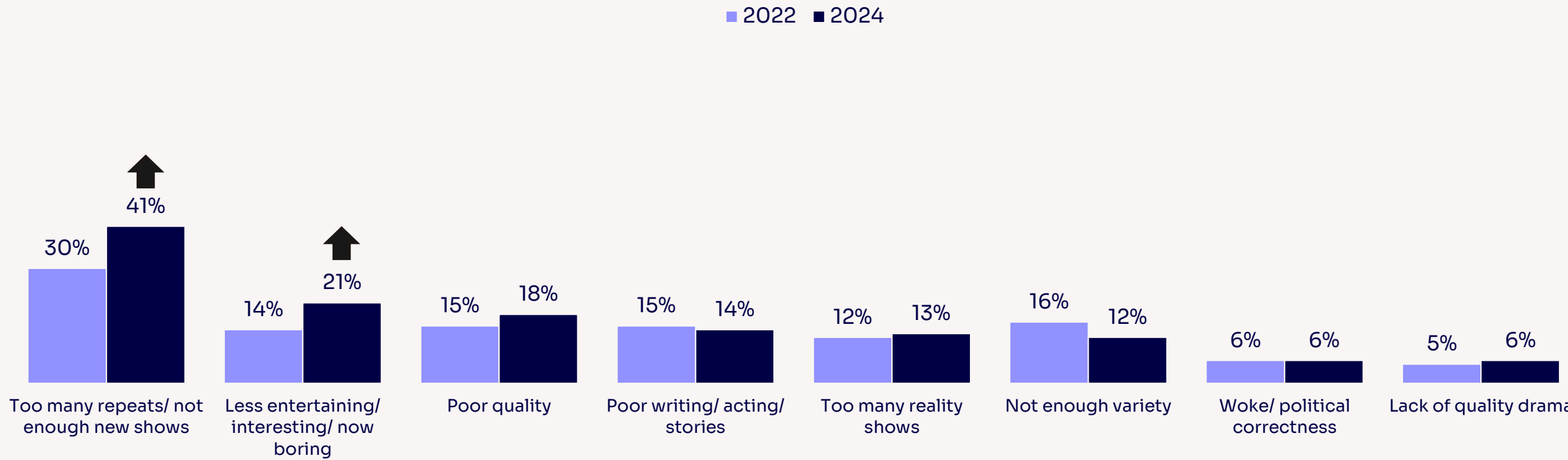
QB2. In what ways do you think that TV programmes have improved over the past year? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION – CODED INTO GROUPS FROM OPEN-ENDED RESPONSES.

Base: Those aged 16+ who say TV programmes have improved in the past year 2022 (400) and 2024 (332). Black arrows shows significance testing at 99%, 2022 compared to 2024.

ADULTS

Too many repeats, not enough variety and poor quality are the main reasons given by those who feel that TV programmes have got worse in the last year.

Main reasons given for broadcast TV programmes getting worse



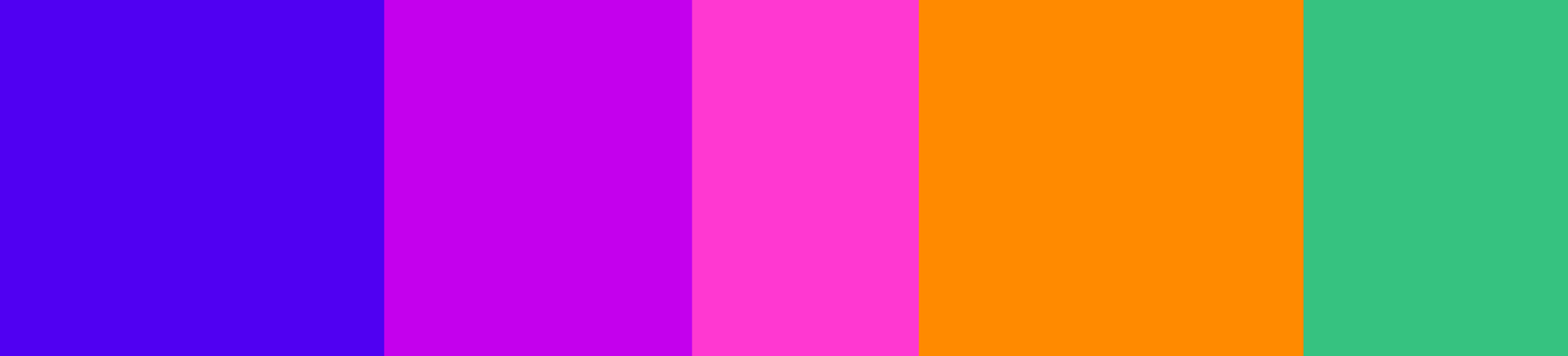
Source: Cross Platform Media Tracker 2024 - Adults

QB3. In what ways do you think that TV programmes have got worse over the past year? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION – CODED INTO GROUPS FROM OPEN-ENDED RESPONSES

Base: Those aged 16+ who say TV programmes have got worse in the past year 2022 (653) and 2024 (500). Black arrows shows significance testing at 99%, 2022 compared to 2024.

Section 2.

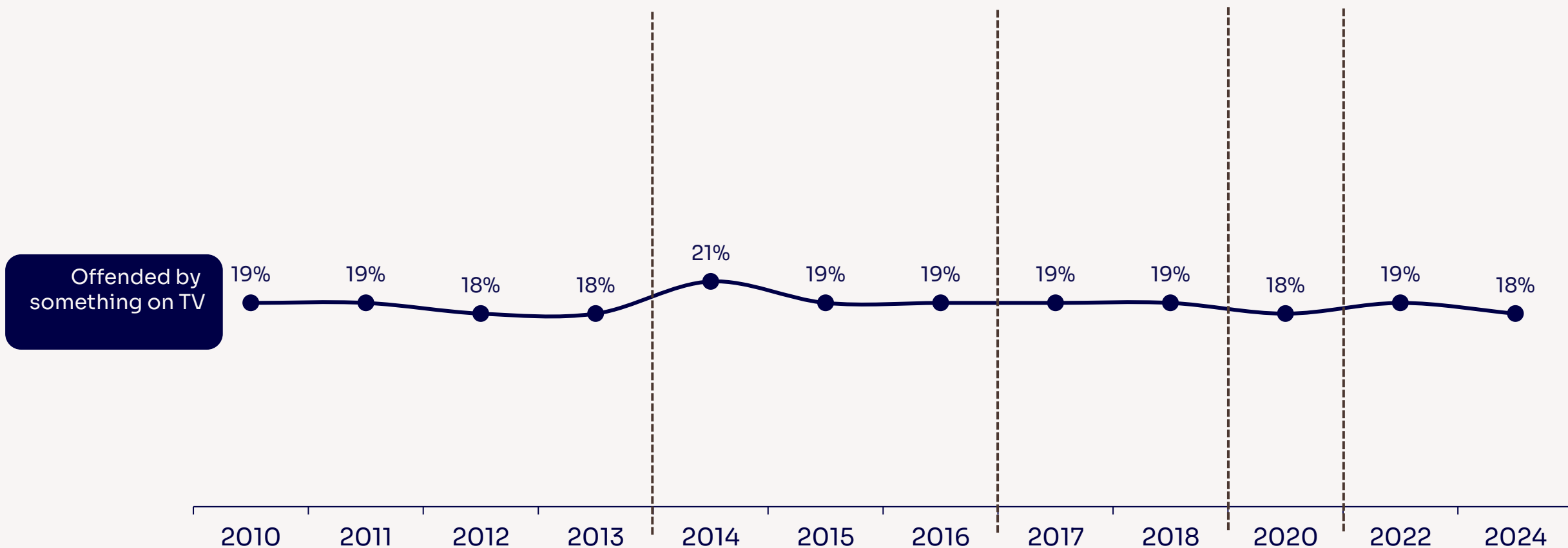
Offensive content – Broadcast TV and Radio



ADULTS

Just under one in five adult broadcast TV viewers have seen something on television in the last 12 months which they found offensive – similar to previous years.

Viewers who have seen something offensive on broadcast TV in the last 12 months: historical view



Source: Cross Platform Media Tracker 2024 – Adults

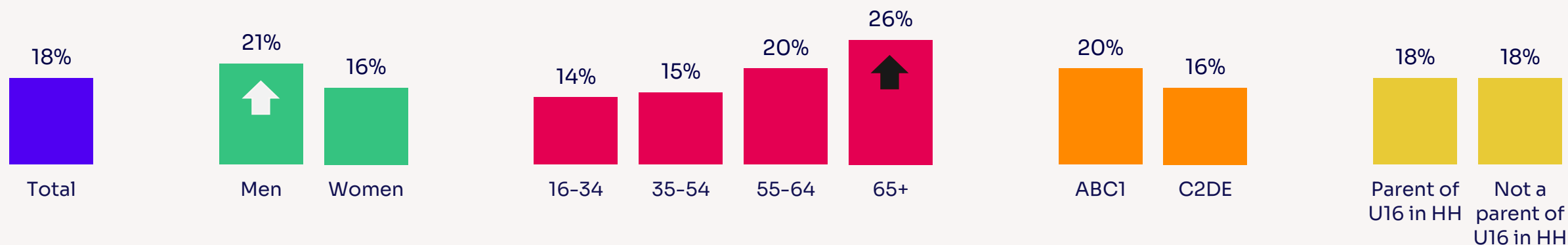
QF1. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally found anything on television to be offensive? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2022 (2,219) and 2024 (1,866). Note: Base 2015-2020 All with working TV sets. Base prior to 2014: All with TV but excluding those never watching. No significant difference (99% level) between 2022 and 2024. Dashed line to show where survey method changed.

ADULTS

Men are more likely to have seen something they found offensive on broadcast TV compared to women. 65+ year olds are more likely compared to the total.

Seen something offensive on broadcast TV in the last 12 months: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 – Adults

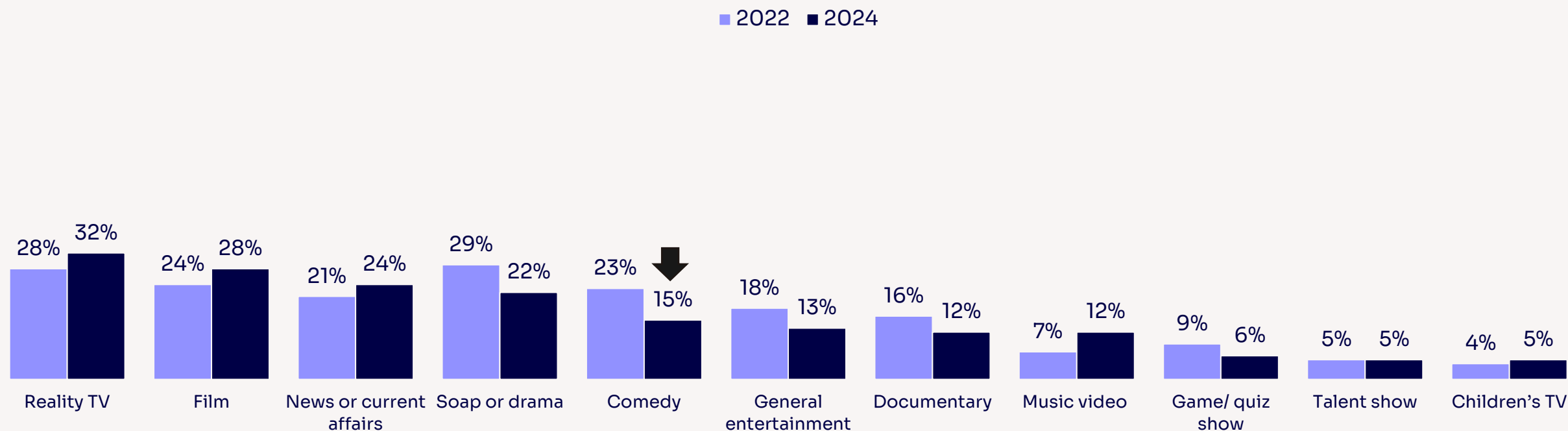
QF1. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally found anything on television to be offensive? (SINGLE CODE)

Base: Those who have watched any live broadcast TV in the last 12 months 2024 (1,866), Men (938), Women (913), 16-34 (469), 35-54 (577), 55-64 (342), 65+ (478), ABC1 (970), C2DE (871), Parent of under 16 in household (475), Not a parent (1386). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

ADULTS

Adults are most likely to report being offended by content on reality TV and films, with around three in ten mentioning either of these types of programmes.

Types of broadcast TV programme which showed the offensive content



Source: Cross Platform Media Tracker 2024 - Adults

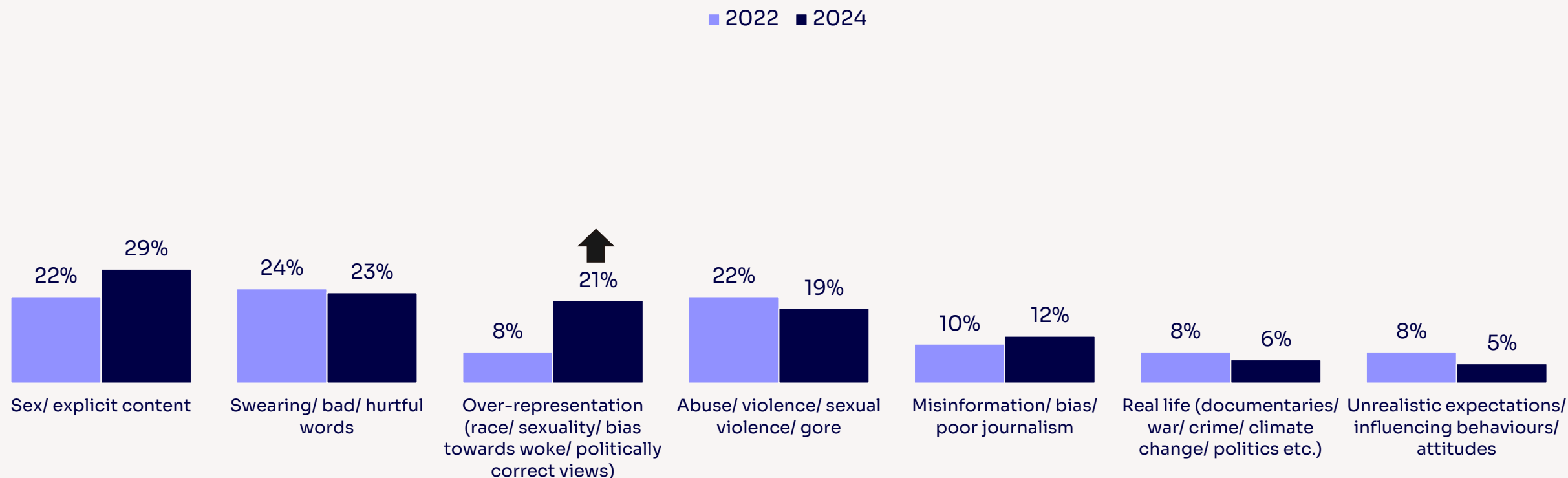
QF2. What type of programme showed something that offended you? (MULTI-CODE) CHART SHOWS MENTIONS OF 5% OR MORE FROM ALL ADULTS ASKED THE QUESTION.

Base: Those aged 16+ who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months 2022 (423) and 2024 (333). Black arrows shows significance testing at 99%, 2022 compared to 2024.

ADULTS

Explicit content and swearing remain the most common things adults mentioned that they had seen on TV that offended them, with mentions of over-representation increasing since 2022.

Broadcast TV content that offended



Source: Cross Platform Media Tracker 2024 - Adults

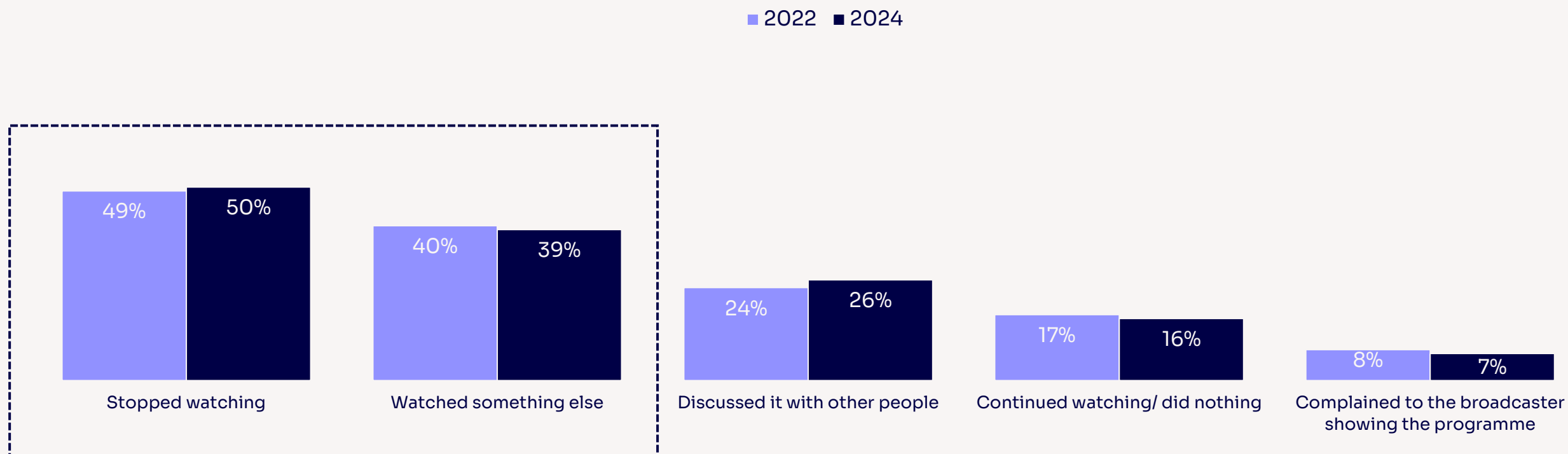
QF3. What kind of things in the programme offended you? (MULTI-CODE) CHART SHOWS MENTIONS OF 5% OR MORE FROM ALL ADULTS ASKED THE QUESTION – CODED INTO GROUPS FROM OPEN-ENDED RESPONSES

Base: Those aged 16+ who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months 2022 (423) and 2024 (333). Black arrows shows significance testing at 99%, 2022 compared to 2024.

ADULTS

Stopping watching or watching something else remain the most common reaction among adults who had seen something offensive on TV.

Reaction following seeing something offensive on TV



Source: Cross Platform Media Tracker 2024 - Adults

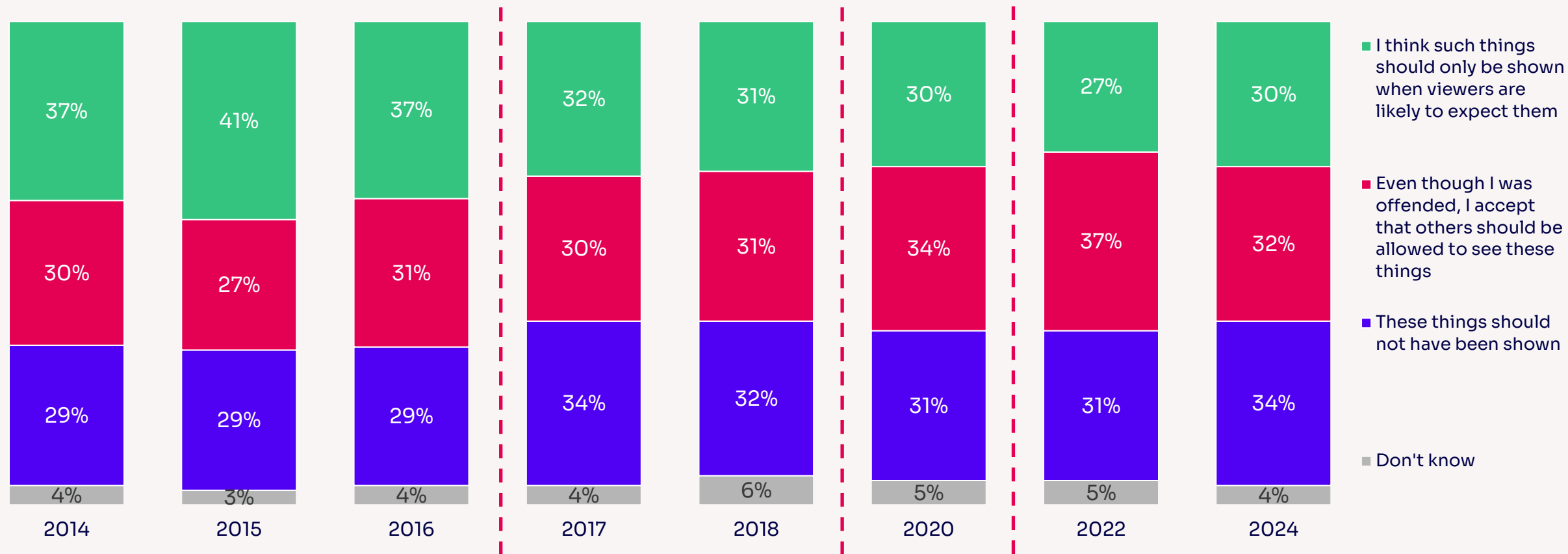
QF4. What did you do when you were offended by what you saw kind of things in the programme offended you? (MULTI-CODE) CHART SHOWS MENTIONS OF 5% OR MORE FROM ALL ADULTS ASKED THE QUESTION

Base: Those aged 16+ who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months 2022 (423) and 2024 (333) No significant difference (99% level) between 2022 and 2024

ADULTS

There continues to be a lack of consensus among viewers who have seen something offensive as to whether potentially offensive content should be shown on TV.

Attitudes towards offensive material on TV: historical view



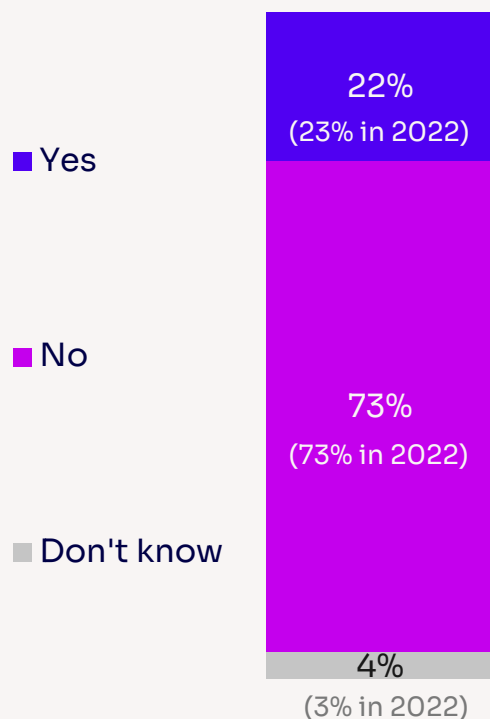
Source: Cross Platform Media Tracker 2024 - Adults

QF5. Which one of these statements best describes how you feel about the things which have offended you on TV in the last 12 months? (SINGLE CODE)

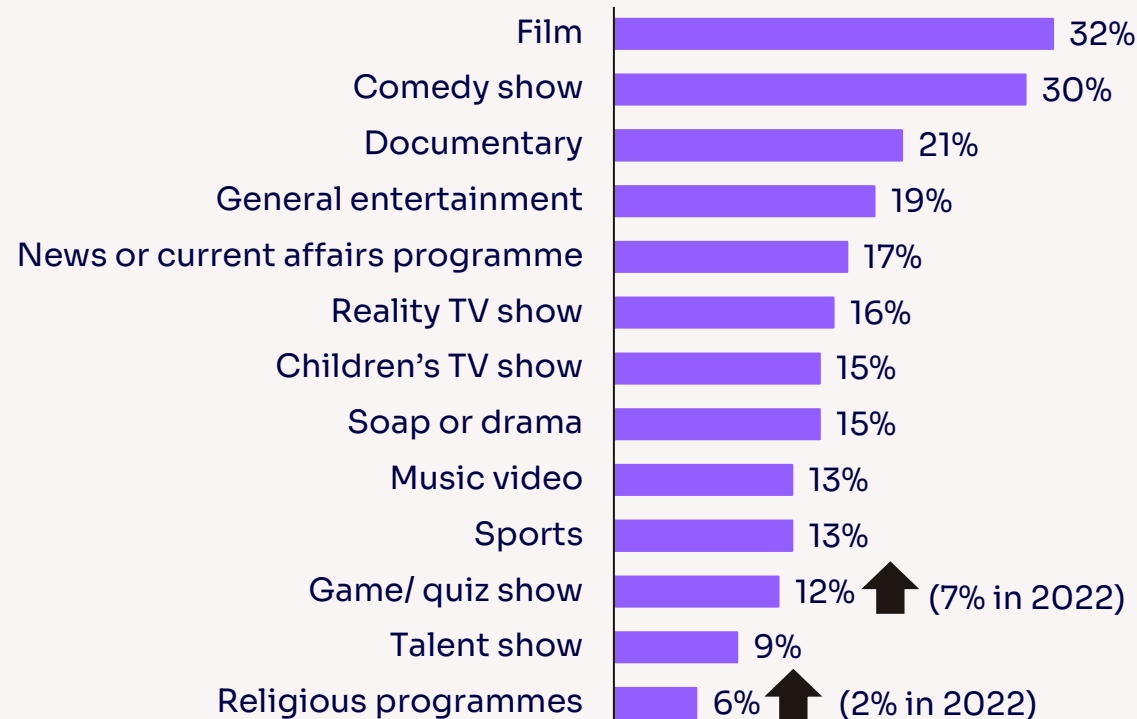
Base: Those aged 16+ who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months 2014-2020, 2022 (423), 2024 (333). No significant difference (99% level) between 2022 and 2024. Dashed line to show where survey method changed.

Similar to 2022, around one in five broadcast TV viewers aged 12-15 have seen something on television in the last 12 months which they found offensive - most commonly on films and comedy shows.

Viewers who have seen something offensive on broadcast TV in the last 12 months



Types of programme that caused offence



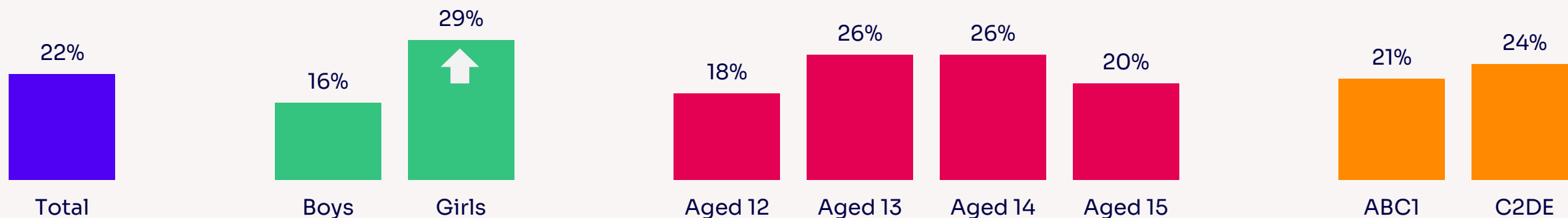
Source: Cross Platform Media Tracker 2024 - Teens aged 12-15

QC11. So thinking about TV programmes that you have watched at the time they are shown on TV and/ or that have been recorded to watch later. In the last 12 months have you, personally seen something on TV which offended you? (SINGLE CODE). Base: Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns 2022 (561) and 2024 (499). QC12. What type of programme or show were you watching that offended you? (MULTI-CODE) Base: Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV (112). Black arrows shows significance testing at 95%, 2022 compared to 2024.

Teens

Girls are more likely than boys to have seen something on television in the last 12 months which they found offensive.

Whether seen something offensive on broadcast TV in the last 12 months and channel: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 - Teens

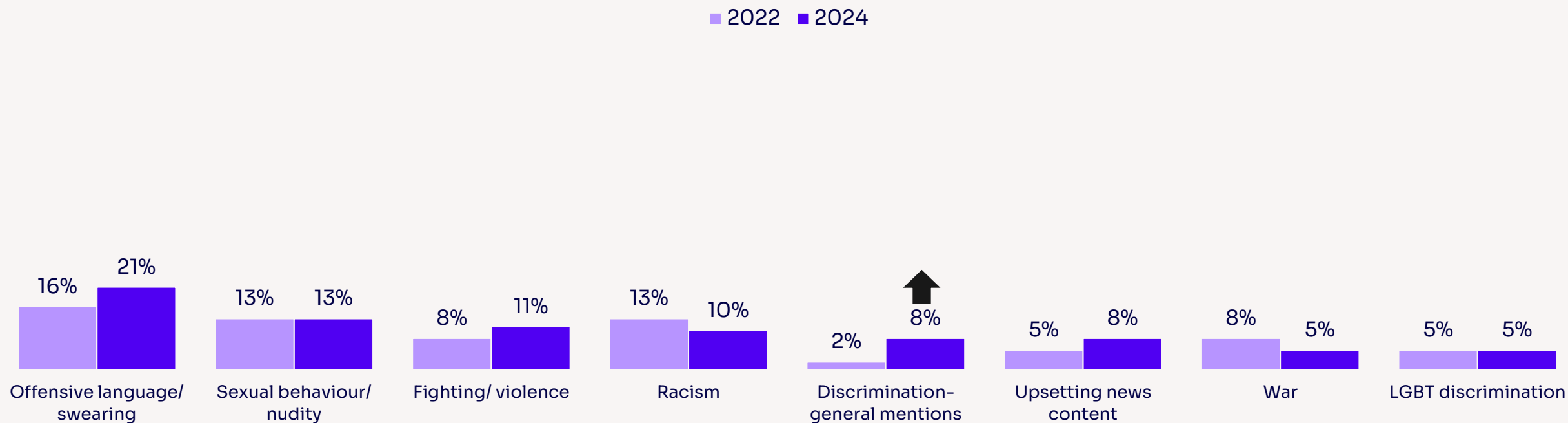
QC11. So thinking about TV programmes that you have watched at the time they are shown on TV and/ or that have been recorded to watch later. In the last 12 months have you, personally seen something on TV which offended you? (SINGLE CODE)

Base: Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns (499), Boys (261), Girls (238), aged 12 (131), aged 13 (106), aged 14 (135), aged 15 (127), ABC1 (309), C2DE (189). White arrows shows significance testing at 95%, comparison against subgroup.

Teens

Bad language or sexual behaviour were the most common things teens mentioned that they had seen on TV that offended them.

What saw on TV that offended (main mentions)



Source: Cross Platform Media Tracker 2024 – Teens aged 12–15

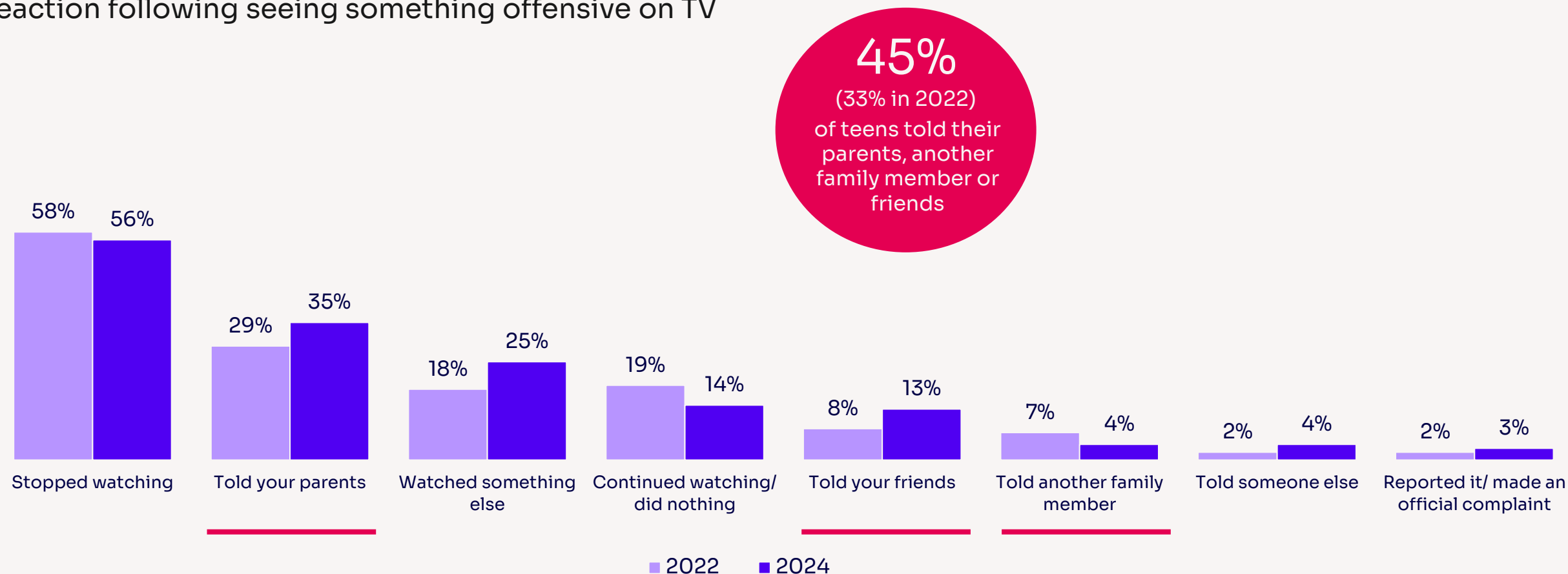
QC13. What did you see on TV that offended you? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL 12–15S ASKED THE QUESTION – CODED INTO GROUPS FROM OPEN-ENDED RESPONSES

Base: Those aged 12–15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV 2022 (130) and 2024 (112). Black arrows shows significance testing at 95%, 2022 compared to 2024.

Teens

Stopping watching remains the most common reaction among 12-15s who had seen something offensive on TV. Almost half told someone about what they had seen.

Reaction following seeing something offensive on TV



Source: Cross Platform Media Tracker 2024 - Teens aged 12-15

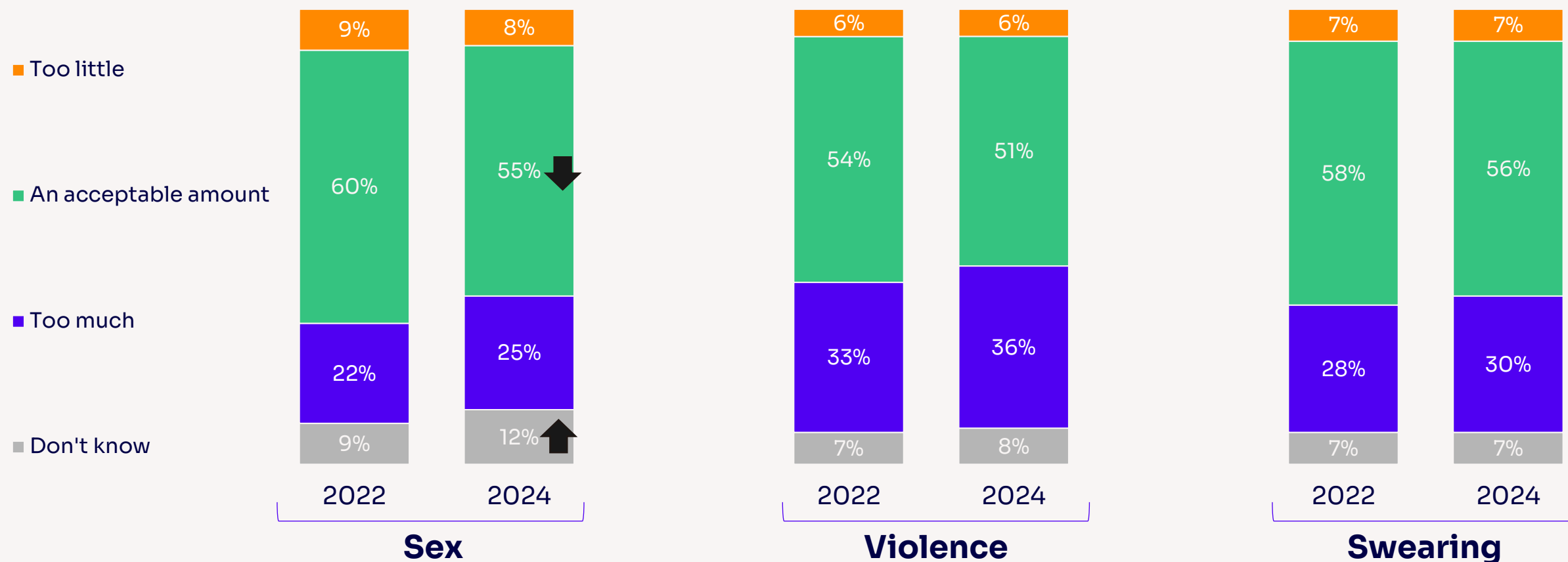
QC14. What did you do when you were offended by what you saw? (MULTI CODE) CHART SHOWS TOP MENTIONS OF ALL 12-15S ASKED THE QUESTION

Base: Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something that offended them on broadcast TV 2022 (130) and 2024 (112).

ADULTS

Most adult viewers feel there is an acceptable amount of sex, violence and swearing on TV. However, there has been a decrease in those saying there is an acceptable amount of sex.

Opinion on the amount of sex/ violence/ swearing on TV



Source: Cross Platform Media Tracker 2024 – Adults

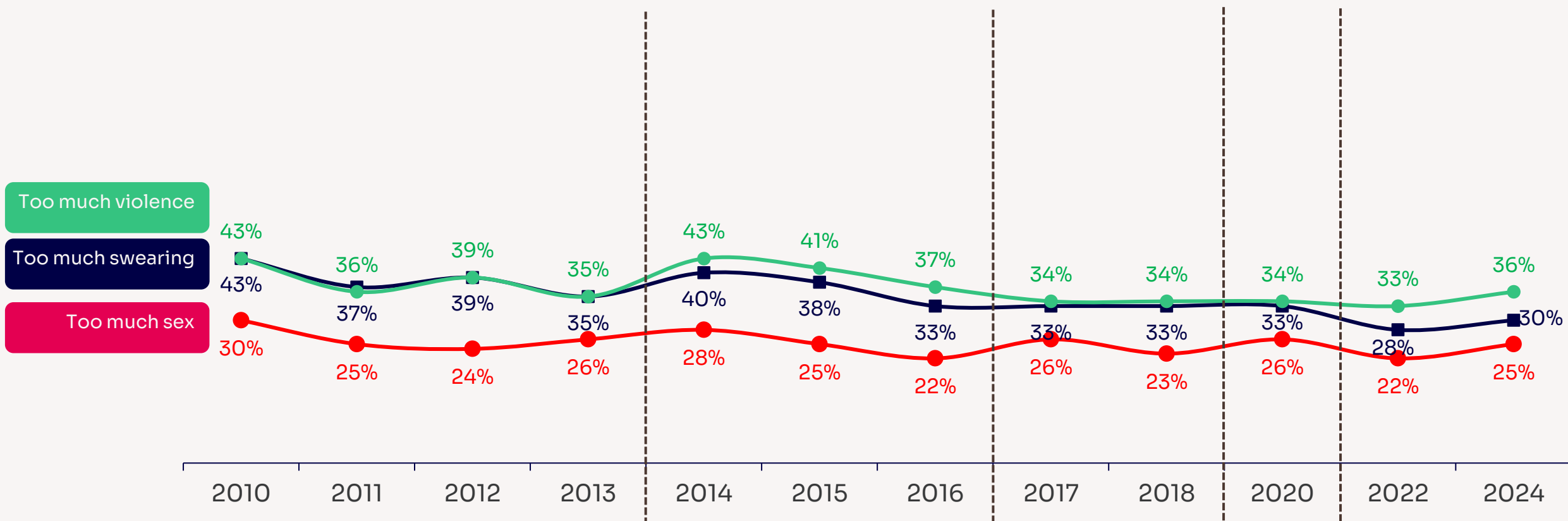
QF6A. Do you think, in general, that there is too much, too little, or an acceptable amount of sex on television? (SINGLE CODE), QF6B. Do you think, in general, that there is too much, too little, or an acceptable amount of violence on television? (SINGLE CODE), QF6C. Do you think, in general, that there is too much, too little, or an acceptable amount of swearing on television? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2022 (2,219) and 2024 (1,866). Black arrows shows significance testing at 99%, 2022 compared to 2024.

ADULTS

The proportion of adults stating there is too much sex, violence and swearing on TV remains similar to 2022.

Overall % stating there is too much sex, violence, swearing on TV: historical view



Source: Cross Platform Media Tracker 2024 - Adults

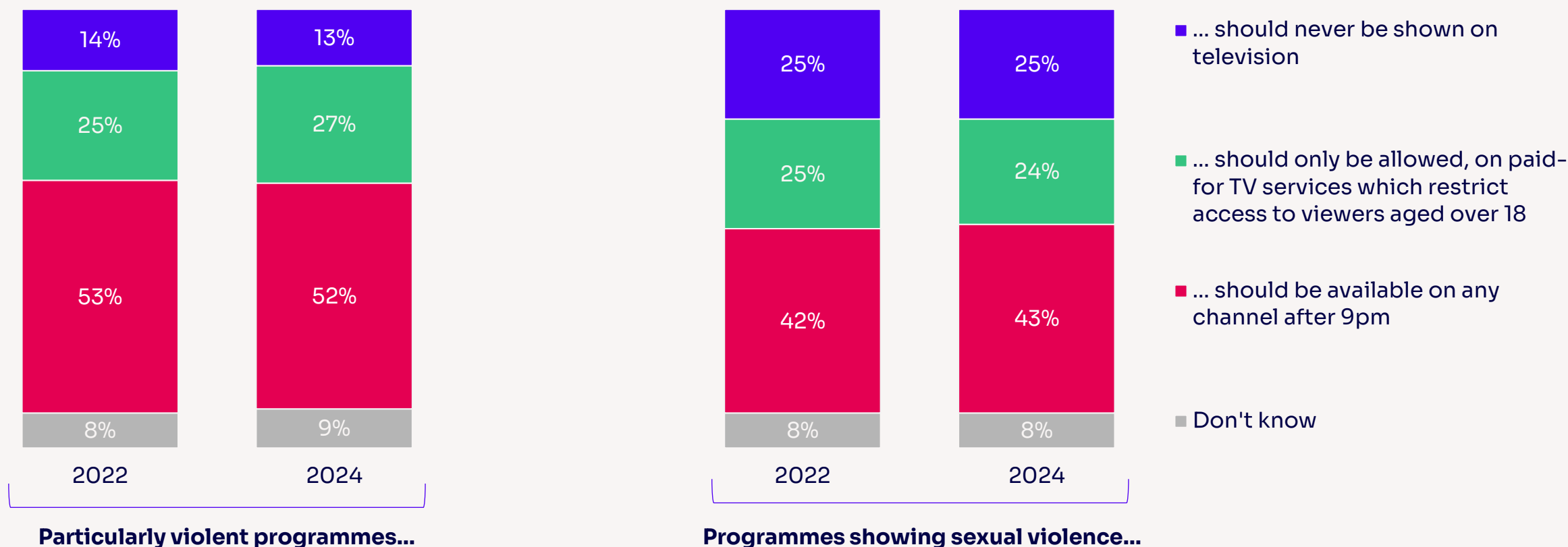
QF6A/QF6B/QF6C. Do you think, in general, that there is too much, too little, or an acceptable amount of sex/violence/swearing on television? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2022 (2,219) and 2024 (1,866). Note: Base 2015–2020 All with working TV sets. Base prior to 2014: All with TV but excluding those never watching. No significant difference (99% level) between 2022 and 2024. Dashed line to show where survey method changed.

ADULTS

Similar to 2022, just over half of viewers feel that particularly violent programmes should be available on any channel after 9pm, compared to around two in five who believe this for programmes showing sexual violence.

Opinions on violent programmes on TV



Source: Cross Platform Media Tracker 2024 - Adults

QF7. Which one of these statements do you agree with most about programmes which show scenes which some people might find particularly violent? (SINGLE CODE).

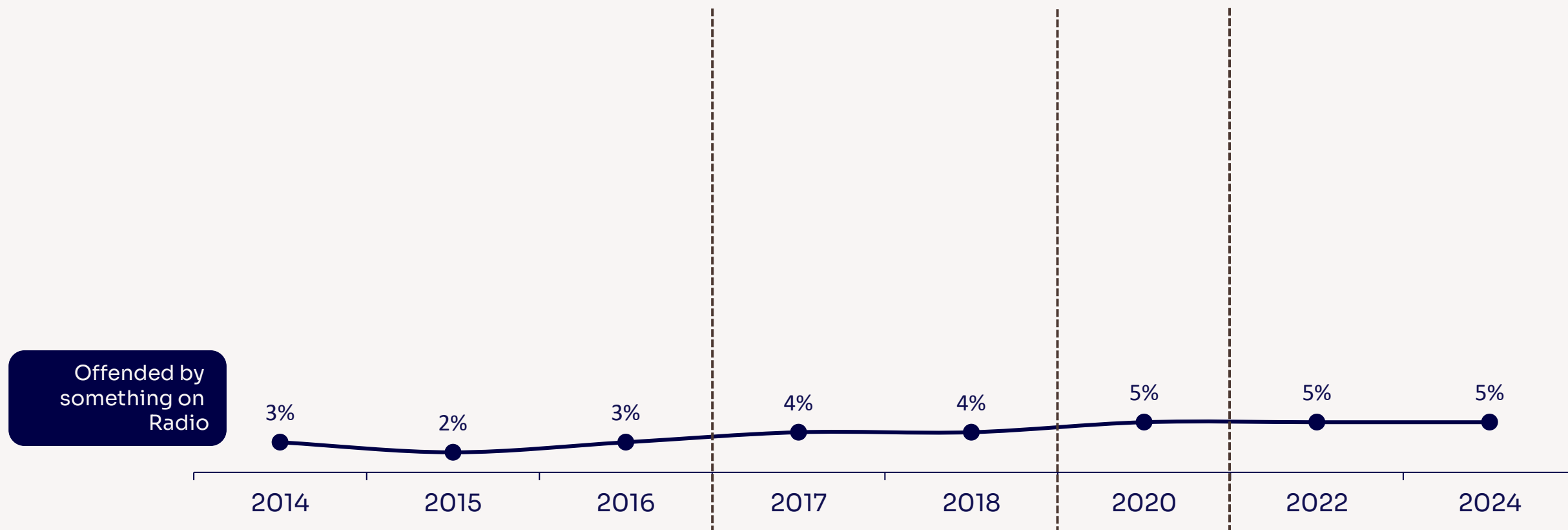
QF8. Which one of these statements do you agree with most about programmes which show scenes of sexual violence? (SINGLE CODE).

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2022 (2,219) and 2024 (1,866). No significant difference (99% level) between 2022 and 2024.

ADULTS

One in twenty radio listeners have heard something in the last 12 months which they found offensive – similar to previous years.

Listeners who have heard something offensive on radio in the last 12 months: historical view



Source: Cross Platform Media Tracker 2024 – Adults

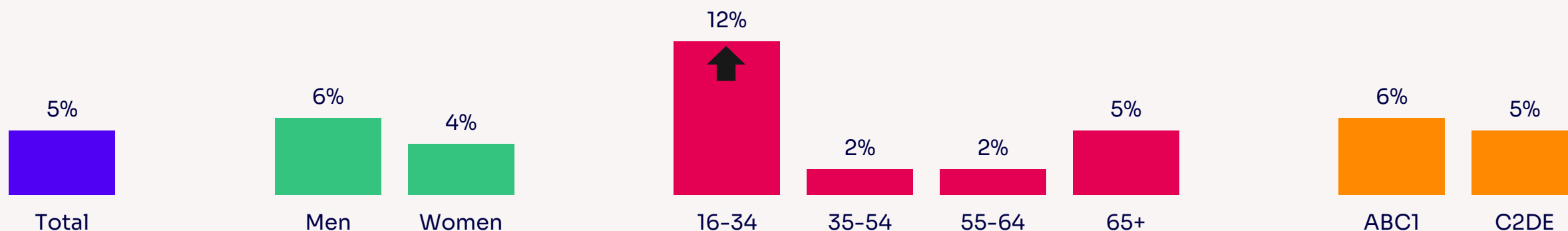
QH3. This next section of questions is about offensive content on radio – so anything which has offended you or which you thought was inappropriate. In the last 12 months, have you personally heard anything on the radio you found offensive? (SINGLE CODE)

Base: Those aged 16+ who have listened to any radio in the last 12 months 2022 (1,765) and 2024 (1,489). No significant difference (99% level) between 2022 and 2024. Dashed line to show where survey method changed.

ADULTS

Radio listeners aged 16-34 are more likely to say they have heard something on the radio they found offensive, compared to the total.

Heard something offensive on radio in the last 12 months: 2024 by sub-group



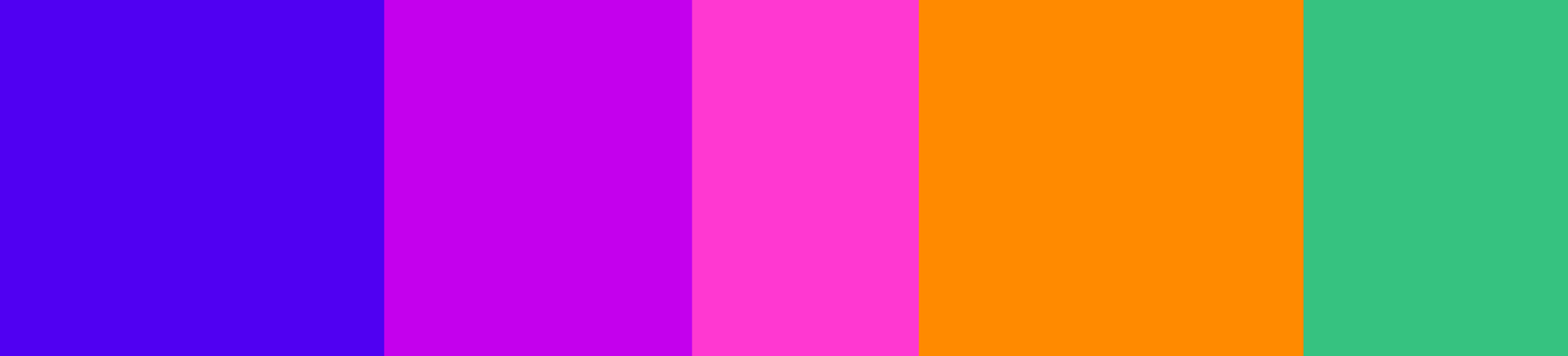
Source: Cross Platform Media Tracker 2024 - Adults

QH3. In the last 12 months, have you personally heard anything on the radio you found offensive? (SINGLE CODE)

Base: Those aged 16+ who have listened to any radio in the last 12 months (1,489), Men (764), Women (713), 16-34 (350), 35-54 (458), 55-64 (282), 65+ (399), ABC1 (808), C2DE (667). Black arrows shows significance testing at 99%, sub-group compared to the total.

Section 3.

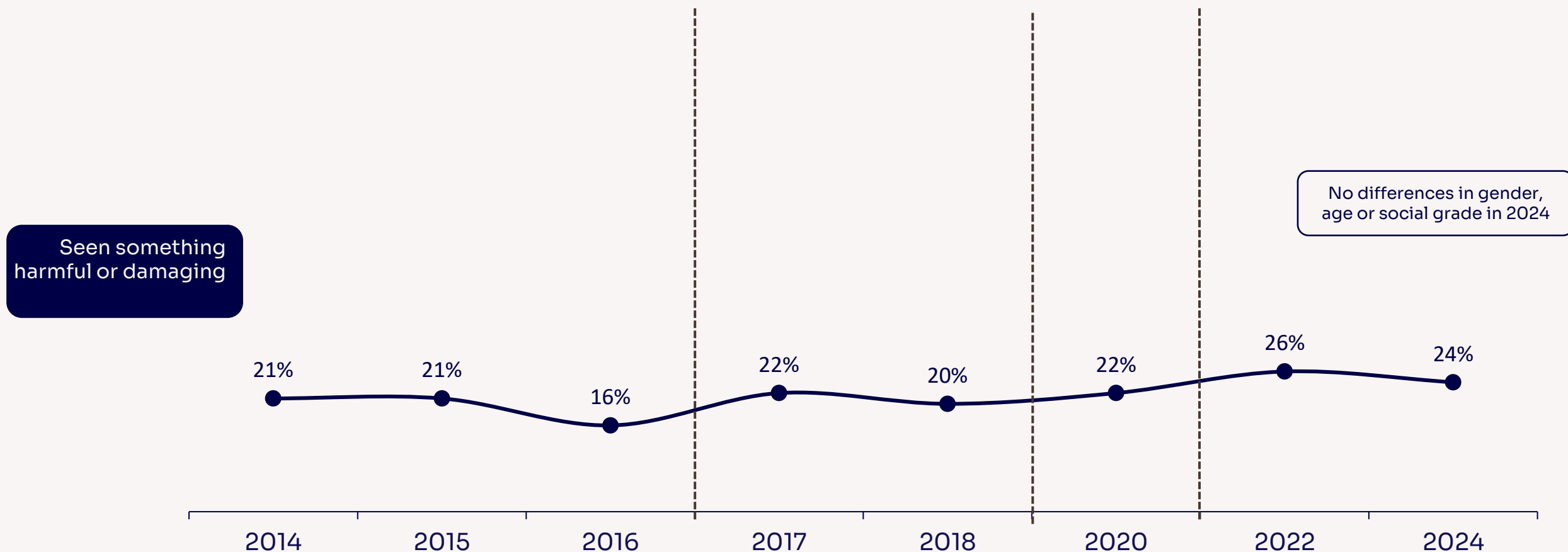
Harmful content – Broadcast TV



ADULTS

Around a quarter of adult broadcast TV viewers have seen something on television in the last 12 months which they thought was harmful or damaging to themselves or others.

Viewers who have seen something harmful or damaging on broadcast TV in the last 12 months: historical view



Source: Cross Platform Media Tracker 2024 - Adults

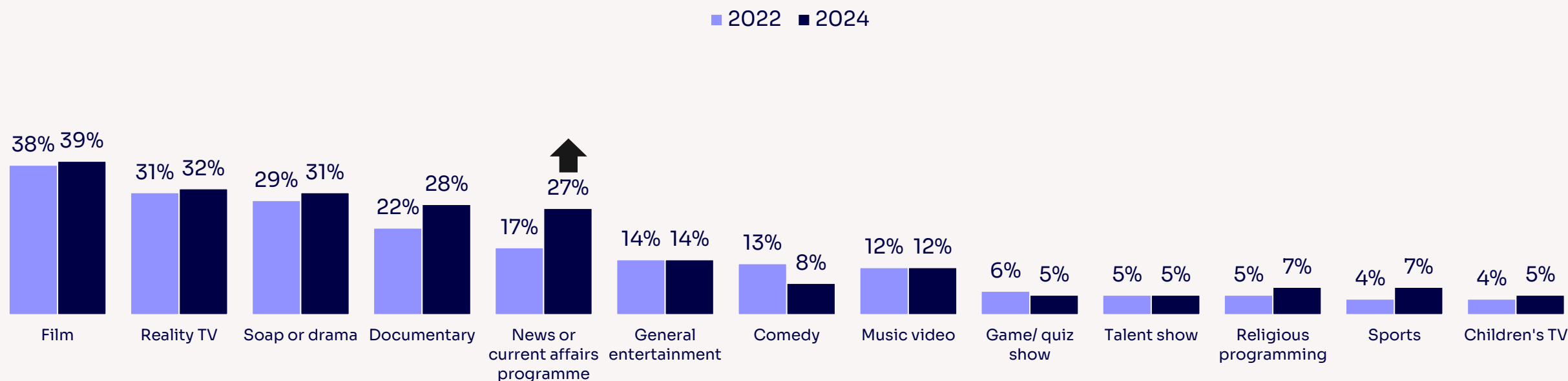
QF9. In the last 12 months, have you personally seen anything on television which you thought was harmful or damaging either to you, other adults, or children? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2022 (2,219) and 2024 (1,866). Note: Base 2015–2020 All with working TV sets. No significant difference (99% level) between 2022 and 2024. Dashed line to show where survey method changed.

ADULTS

Adults who have seen anything on broadcast TV they found to be harmful or damaging are most likely to mention having been watching films, reality TV and soaps or dramas.

Types of broadcast TV programme which showed the harmful content



Source: Cross Platform Media Tracker 2024 – Adults

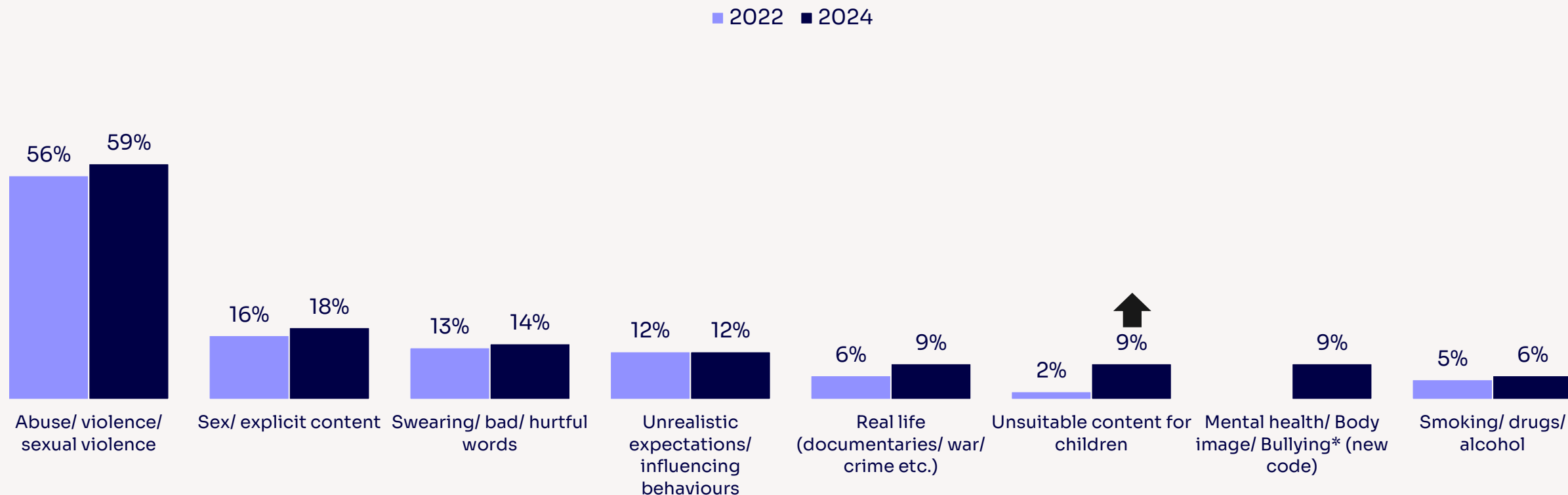
QF10. What type of programme showed something harmful or damaging? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

Base: Those aged 16+ who have personally seen anything on television they found to be harmful or damaging while watching live broadcast TV in the last 12 months 2022 (582) and 2024 (457). Black arrows shows significance testing at 99%, 2022 compared to 2024.

ADULTS

Abuse/ violence/ sexual violence remain the most common things adults mentioned that they had seen on TV that they found harmful or damaging.

Broadcast TV content that was harmful or damaging



Source: Cross Platform Media Tracker 2024 – Adults

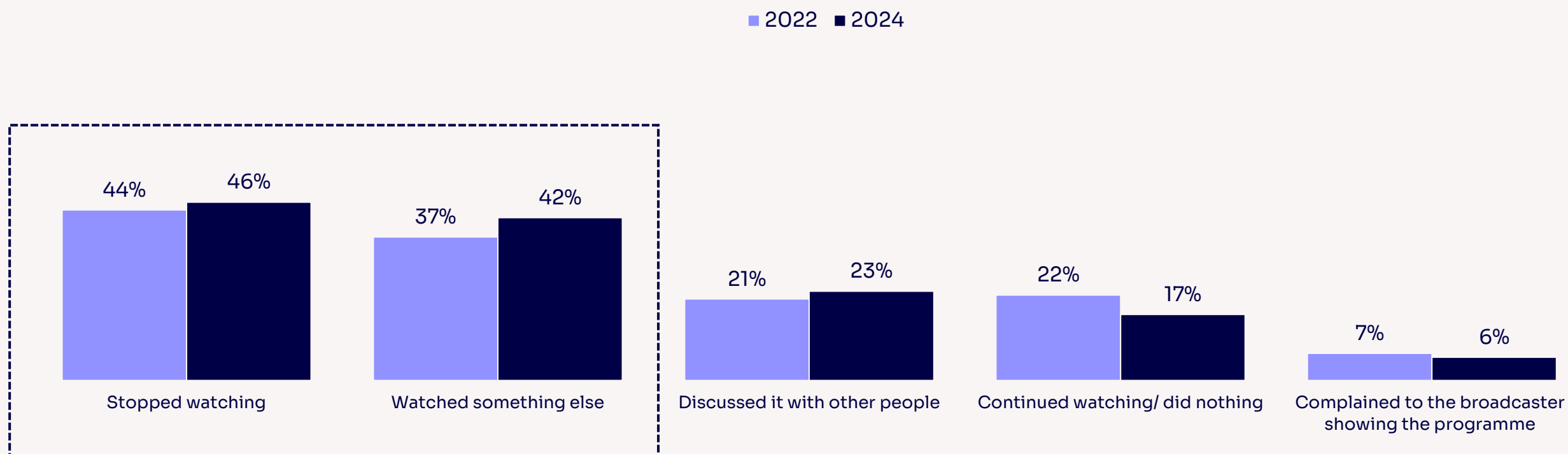
QF11. What kind of things in the programme were harmful or damaging? CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION – CODED INTO GROUPS FROM OPEN-ENDED RESPONSES

Base: Those aged 16+ who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months 2022 (582) and 2024 (457). Black arrows shows significance testing at 99%, 2022 compared to 2024.

ADULTS

Stopping watching or watching something else remain the most common reactions among adults who had seen something harmful or damaging on TV.

Reaction following seeing something harmful or damaging on TV



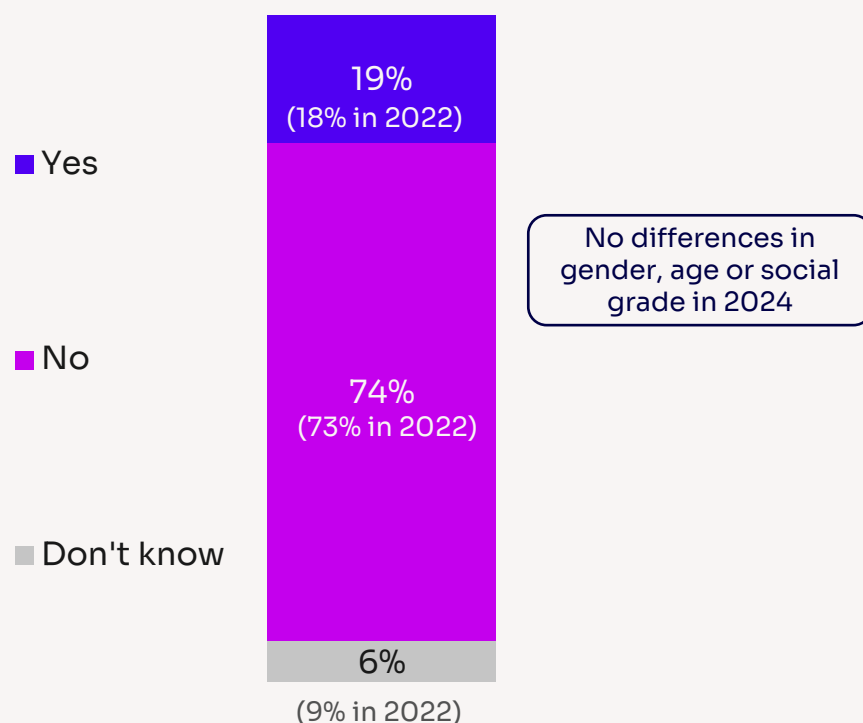
Source: Cross Platform Media Tracker 2024 – Adults

QF12. What did you do when you saw something harmful or damaging? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

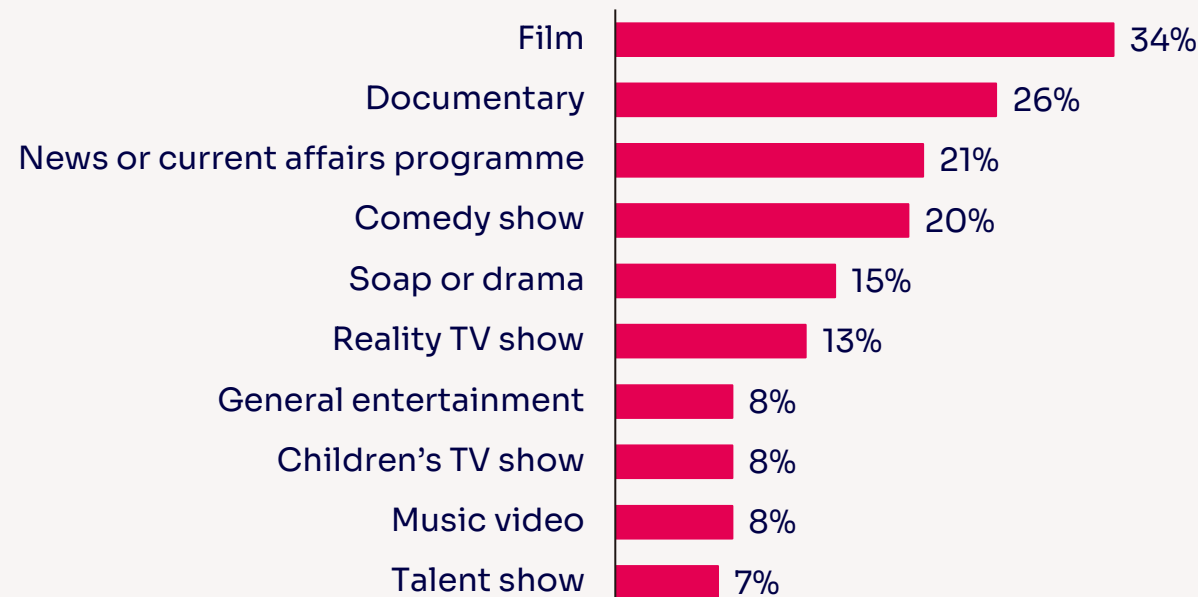
Base: Those aged 16+ who have personally seen anything on television they found to be harmful or damaging while watching live broadcast TV in the last 12 months 2022 (582) and 2024 (457). No significant difference (99% level) between 2022 and 2024.

One in five broadcast TV viewers aged 12-15 have seen something on television in the last 12 months which they thought was harmful or damaging – with films and documentaries the most mentioned genres.

Whether seen something harmful or damaging on broadcast TV in the last 12 months



Types broadcast TV programme which showed harmful or damaging content*



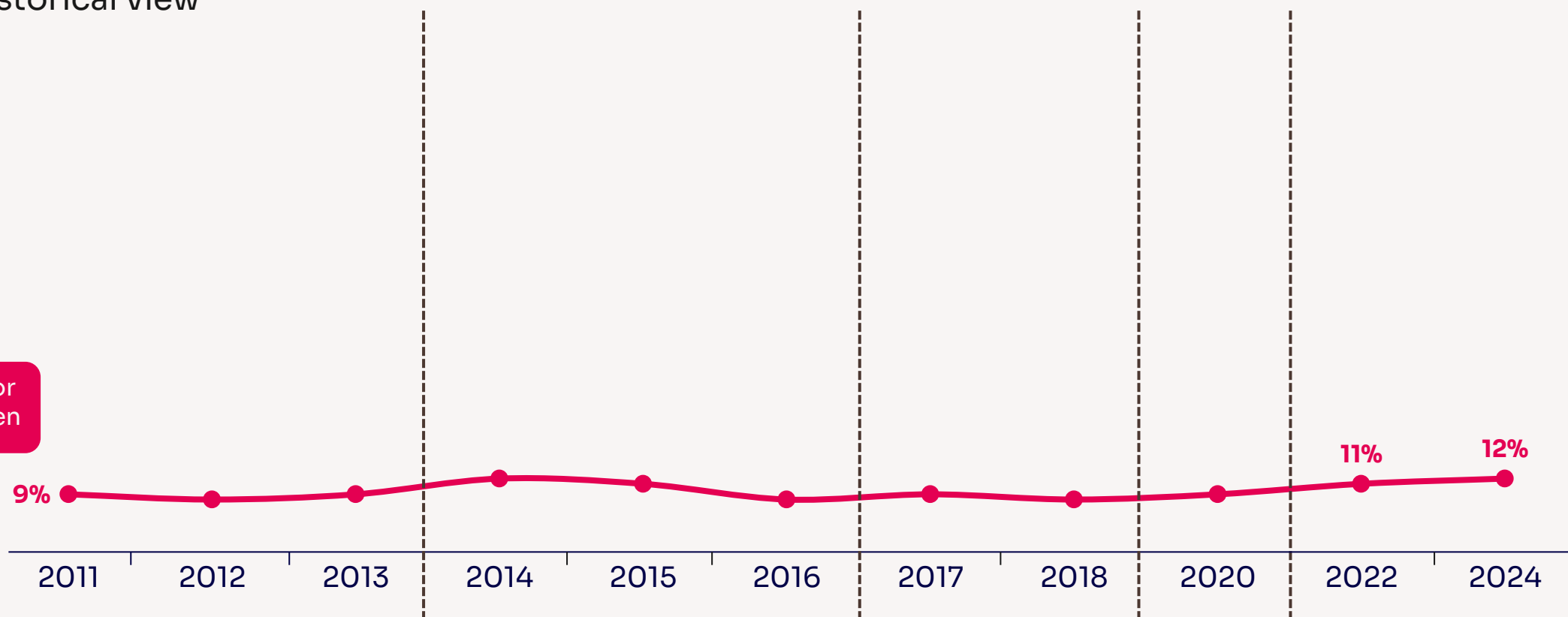
*This question has a lower base size in 2024, so significance testing compared to 2022 has not been applied.

Source: Cross Platform Media Tracker 2024 - Teens aged 12-15
 QC15. In the last 12 months have you, personally, seen anything on TV which you thought was harmful or damaging? (SINGLE CODE) Base: Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns 2022 (561) and 2024 (499).
 QC16. What type of programme or show were you watching that showed something harmful or damaging? (MULTI CODE) CHART SHOWS MENTIONS FROM 7% OF ALL 12-15S ASKED THE QUESTION. Base: Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something harmful or damaging on broadcast TV (96) *No significant testing compared to 2022 due to low base size (under 100).

ADULTS

One in ten broadcast TV viewers have seen something on television in the last 12 months where they were concerned about the children or young people taking part – similar to previous years.

Viewers who have seen something on broadcast TV where they were concerned about the children or young people taking part: historical view



Source: Cross Platform Media Tracker 2024 - Adults

QF13. In the last 12 months, have you seen anything on television where you were concerned about the children or young people taking part in the programme? (SINGLE CODE)

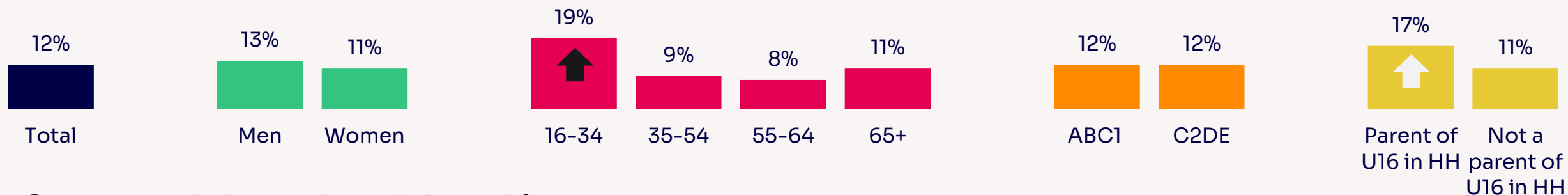
Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219). Note: Base 2015–2020 All with working TV sets. Base prior to 2014: All with TV, but excluding those never watching. No significant difference (99% level) between 2020 and 2022. Dashed line to show where survey method changed.

ADULTS

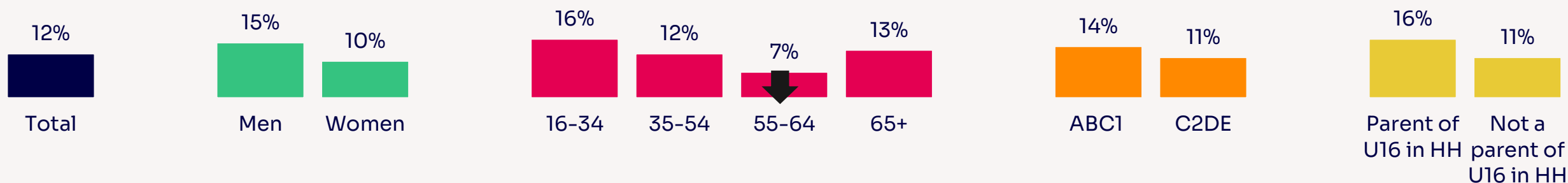
Similar proportions of adult viewers have seen something on broadcast TV where they were concerned about the children or about the adults taking part.

Viewers who have seen something on broadcast TV where they were concerned about the children or young people taking part: 2024 sub-groups

Concerned about the children or young people taking part



Concerned about the adults taking part



Source: Cross Platform Media Tracker 2024 - Adults

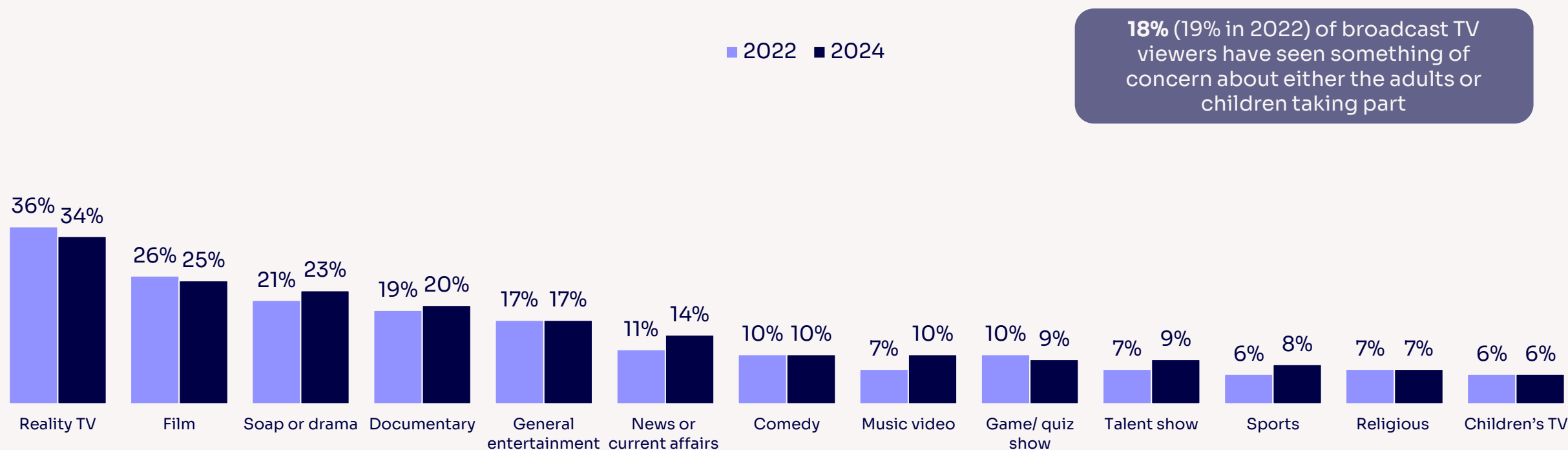
QF13. In the last 12 months, have you seen anything on television where you were concerned about the children or young people taking part in the programme? (SINGLE CODE)/QF14. Have you seen anything on television where you were concerned about the adults taking part in the programme in the last 12 months? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (1,866), Men (938), Women (913), 16-34 (469), 35-54 (577), 55-64 (342), 65+ (478), ABC1 (970), C2DE (871), Parents of an under-16 (475), Non-parents (1,386). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

ADULTS

Adults who have seen anything on broadcast TV of concern about the children or adults taking part are more likely to mention having watched reality TV programmes and films.

Types of broadcast TV programme which showed the content of concern about children or adults taking part



Source: Cross Platform Media Tracker 2024 – Adults

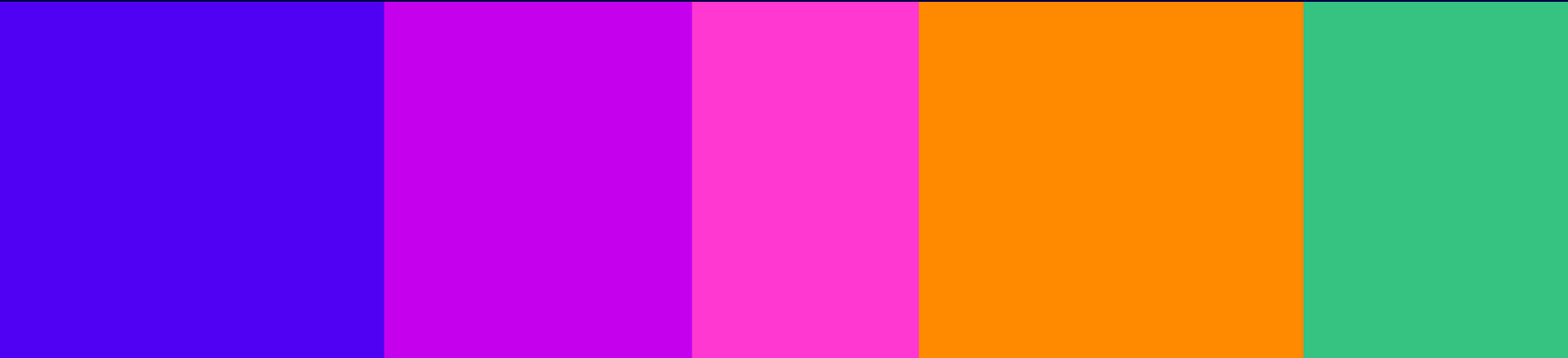
QF15. What type of programme were you watching at the time where you were concerned about the children/ children and adults/ adults taking part? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL 12-15S ASKED THE QUESTION

Base: Those aged 16+ who have seen anything on television where they were concerned about the children or young people taking part and/ or the adults taking part in the programme while watching live broadcast TV in the last 12 months 2022 (409) and 2024 (334). No significant difference (99% level) between 2022 and 2024.

Section 4.

Harm and offence –

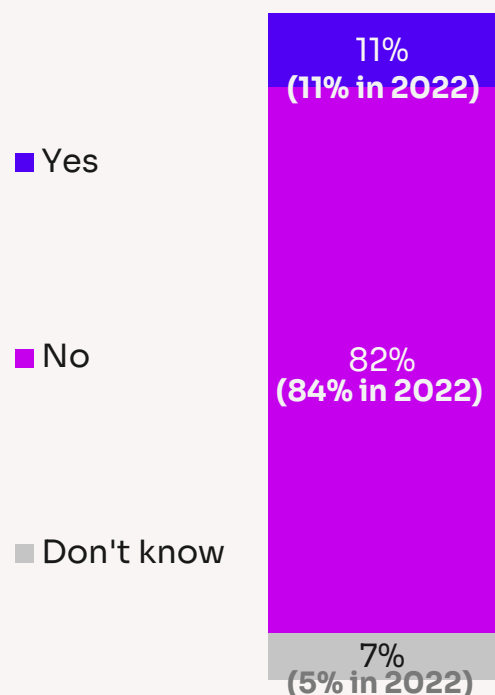
Online and On-demand



ADULTS

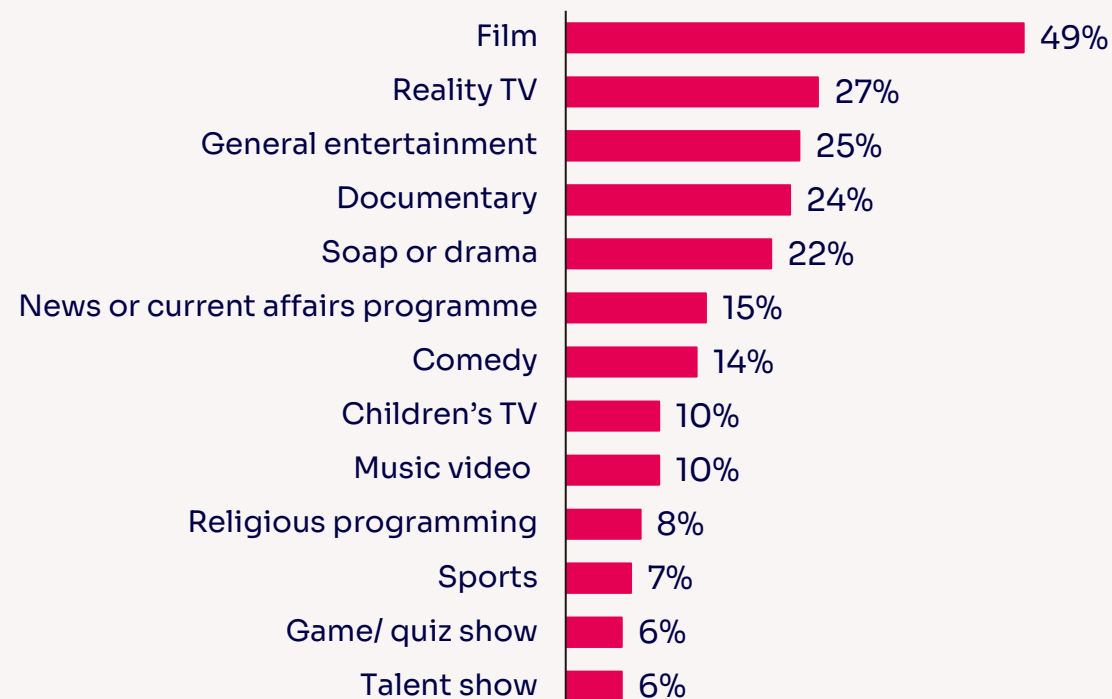
In the last 12 months, one in ten on-demand adult viewers have seen something which caused concern for themselves, other adults or children, with most having done so in films.

On-demand TV viewers who have seen something which they thought caused concern to themselves, other adults or children



No differences in gender, age or social grade in 2024

Types of on-demand programmes which showed the content of concern



Source: Cross Platform Media Tracker 2024 - Adults

QK1. Thinking just about programmes you have watched on these catch-up and on-demand services... In the last 12 months have you personally seen anything on any of these services that you thought caused any concern to you, to other adults, or to children? (NET: concern to me/ to other adults/ to children) (MULTI CODE) Yes = NET: concern to me/ to other adults/ to children. Base: Those who have watched any catch-up or on-demand services in the last 12 months 2022 (2,183) and 2024 (1,891).

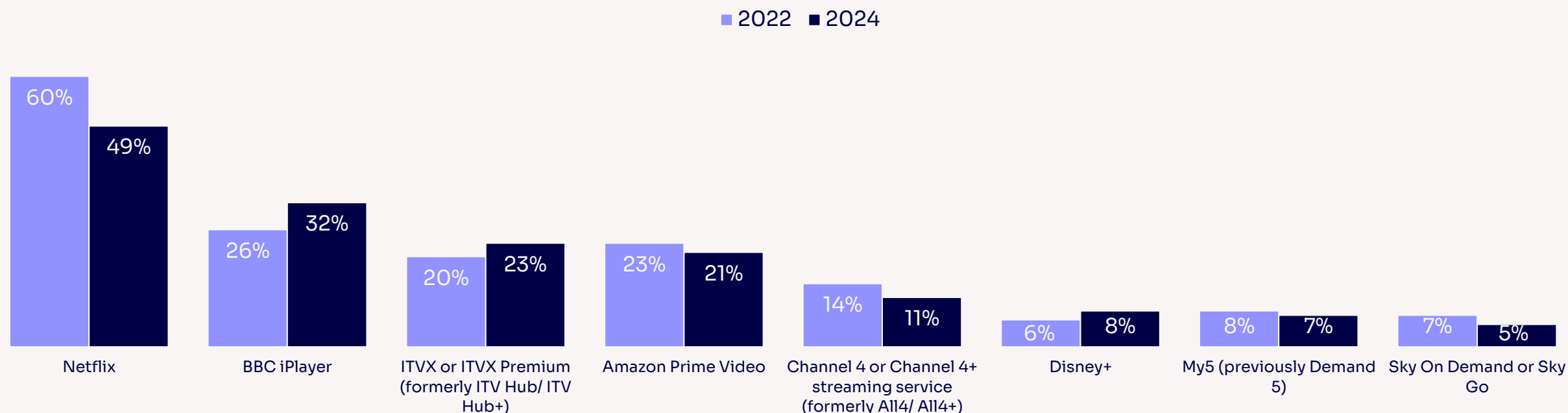
QK2. What type of programmes caused any concern? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION. Base: Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months 2024 (205).

No significant difference (99% level) between 2022 and 2024.

ADULTS

Half of viewers who saw something of concern on an on-demand service said they were watching Netflix.

On-demand services which showed the content of concern



Source: Cross Platform Media Tracker 2024 - Adults

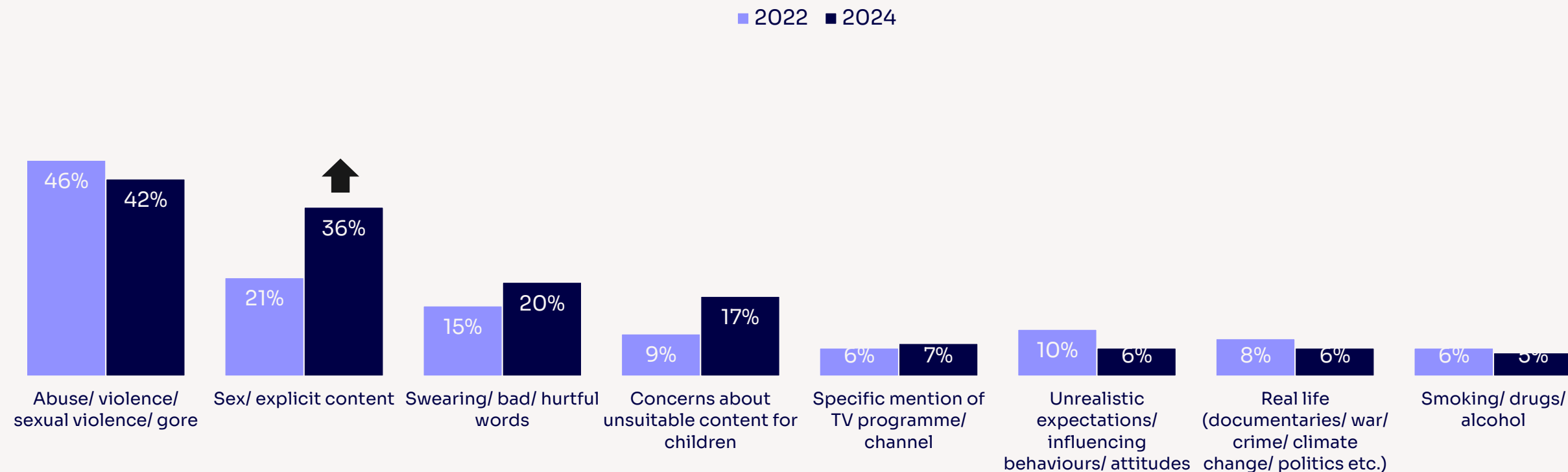
QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

Base: Those aged 16+ who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months 2022 (244) and 2024 (205). No significant difference (99% level) between 2022 and 2024.

ADULTS

Violence is the most common concern mentioned by adult on-demand viewers, followed by sex/ explicit content, which has increased compared to 2022.

On-demand content that caused concern



Source: Cross Platform Media Tracker 2024 - Adults

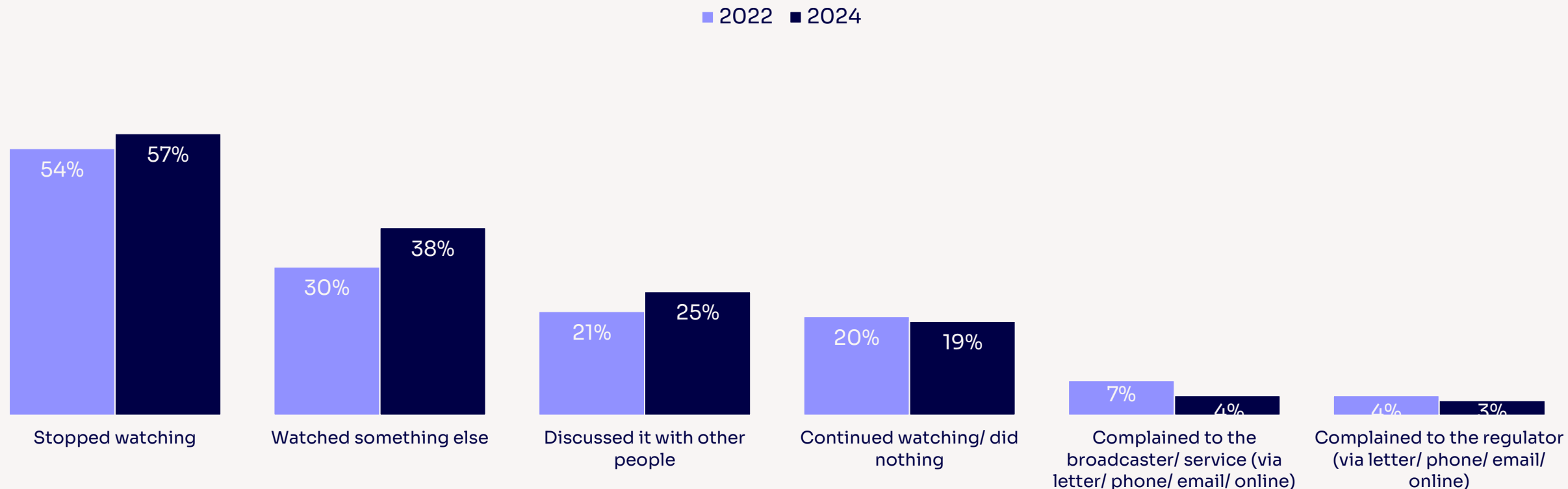
QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched? CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION – CODED INTO GROUPS FROM OPEN-ENDED RESPONSES

Base: Those aged 16+ who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months 2022 (244) and 2024 (205). Black arrows shows significance testing at 99%, 2022 compared to 2024.

ADULTS

Stopping watching remains the most common reaction among adults after seeing something of concern on on-demand TV.

Reaction following seeing something of concern on on-demand TV



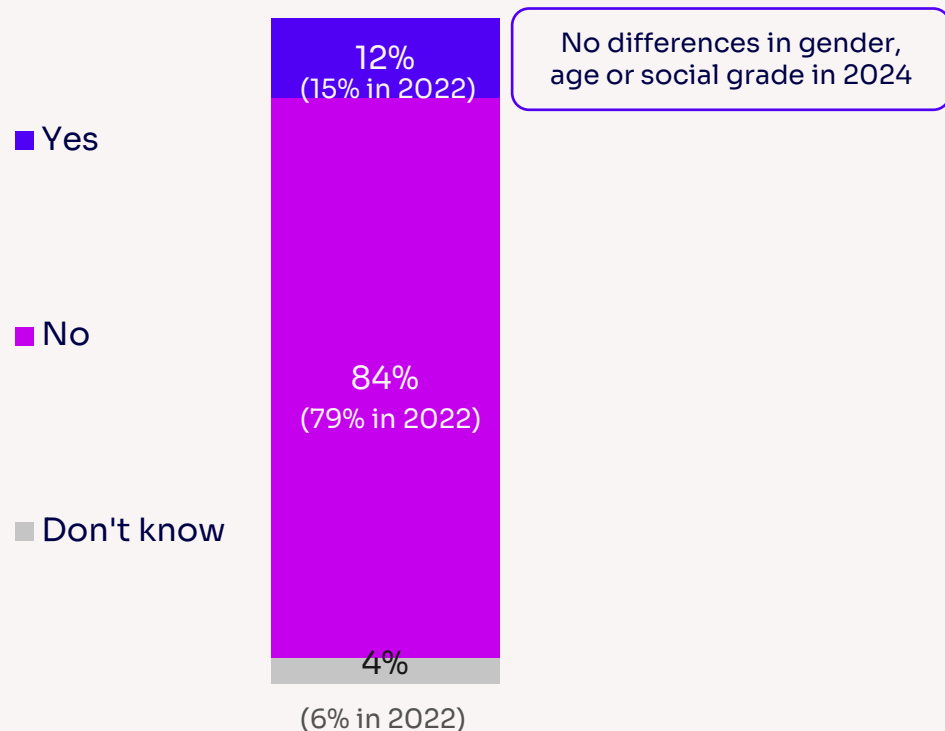
Source: Cross Platform Media Tracker 2024 - Adults

QK5. What did you do when you saw something of concern? (MULTI CODE)

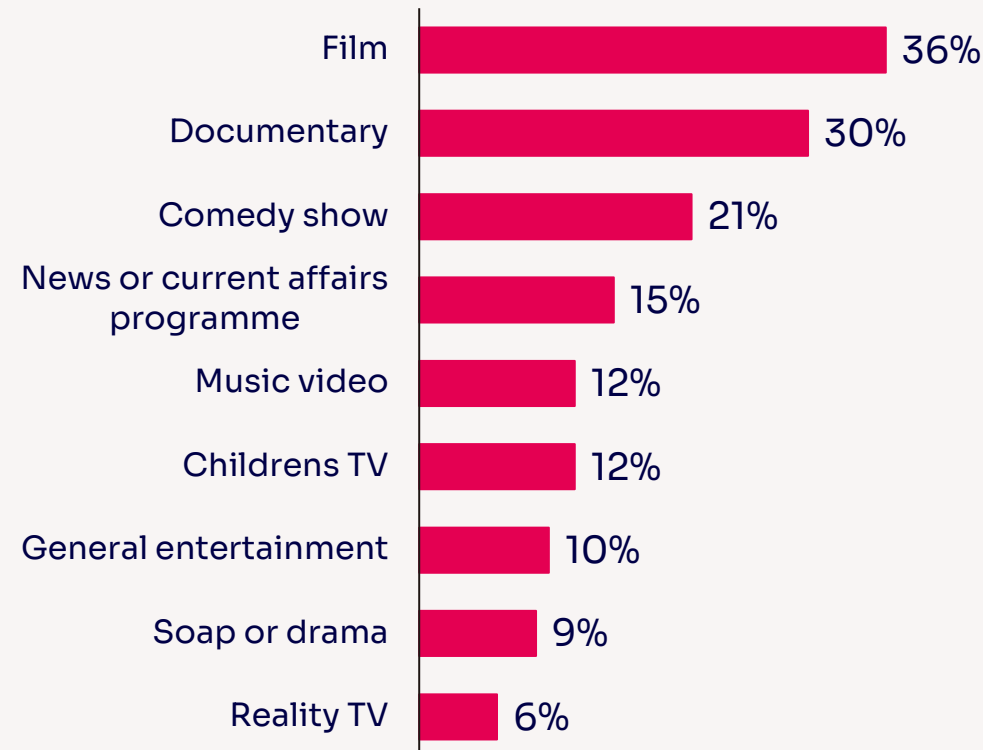
Base: Those aged 16+ who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months 2022 (244) and 2024 (205) No significant difference (99% level) between 2022 and 2024.

Just over one in ten on-demand viewers aged 12 to 15 have seen something in the last 12 months which concerned or worried them, mostly in films and documentaries.

Viewers that have seen something that caused concern or worry on any on-demand services



Types of on-demand programmes which showed the content of concern



Source: Cross Platform Media Tracker 2024 – Teens aged 12-15

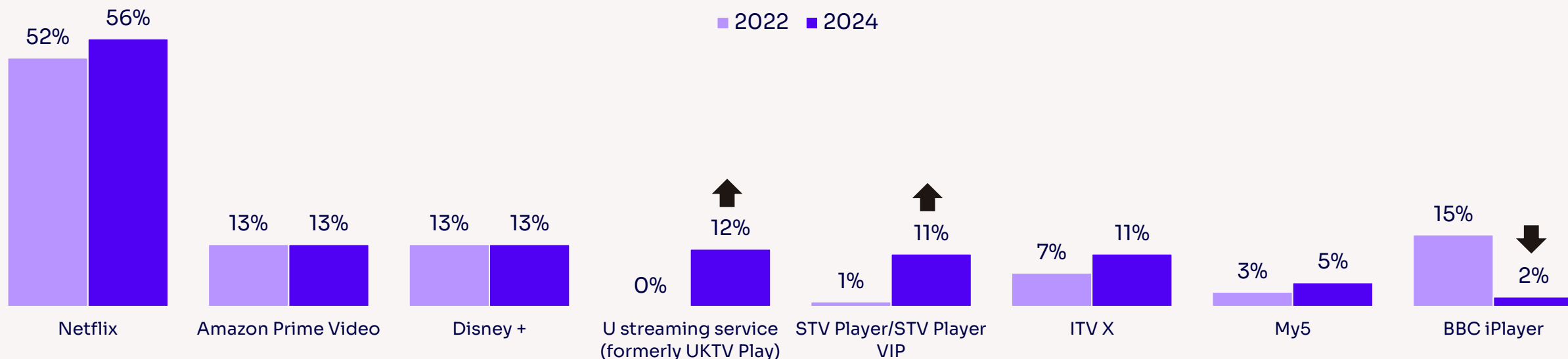
QC19. So, thinking about TV programmes that you have watched through catch up services like BBC iPlayer, ITVX and/ or on-demand on Netflix or Disney+. In the last 12 months have you seen anything on these services that concerned or worried you? (SINGLE CODE). Base: Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns TV 2022 (959) and 2024 (948). No significant difference (95% level) between 2022 and 2024.

QC21. What type of programme or show were you watching that concerned or worried you? Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them 2022 (142) and 2024 (112). No significant difference (95% level) between 2022 and 2024.

Teens

Half of teen viewers who saw something of concern on an on-demand service said they were watching Netflix.

On-demand services which showed the content of concern



Although significance testing applied, caution needed due to lower base sizes

Source: Cross Platform Media Tracker 2024 – Teens aged 12–15

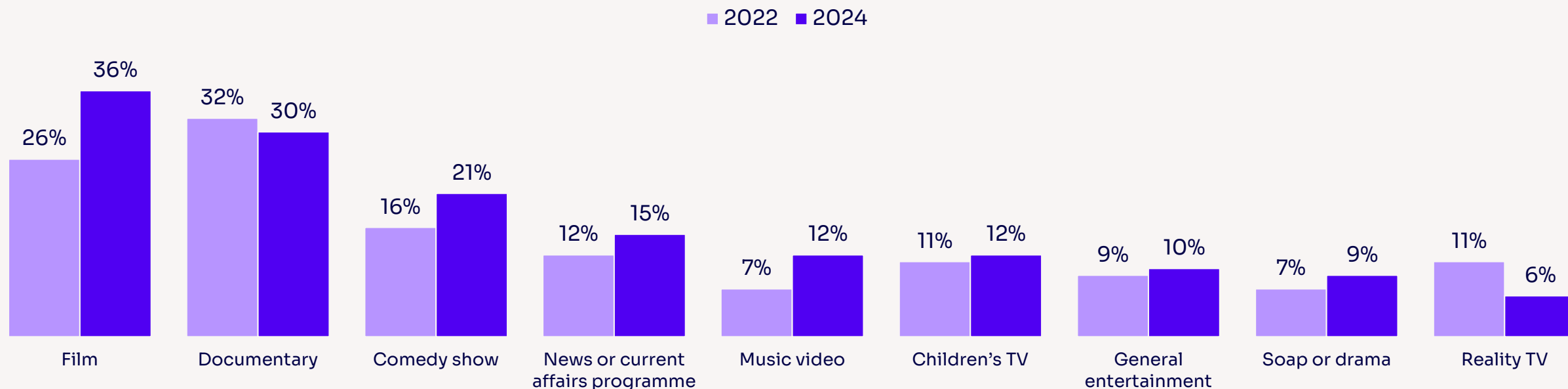
QC20. Which services were you watching when you saw something that concerned or worried you?

Base: Those aged 12–15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns – that have seen something on these services that concerned or worried them, 2022 (142), 2024 (112). Black arrows shows significance testing at 95%, 2022 compared to 2024, but caution needed because of lower base sizes.

Teens

Teens who have seen anything on an on-demand service that concerned or worried them are most likely to mention having watched films and documentaries.

Types of on-demand programmes which showed the content of concern



Although significance testing applied, caution needed due to lower base sizes

Source: Cross Platform Media Tracker 2024 - Teens aged 12-15

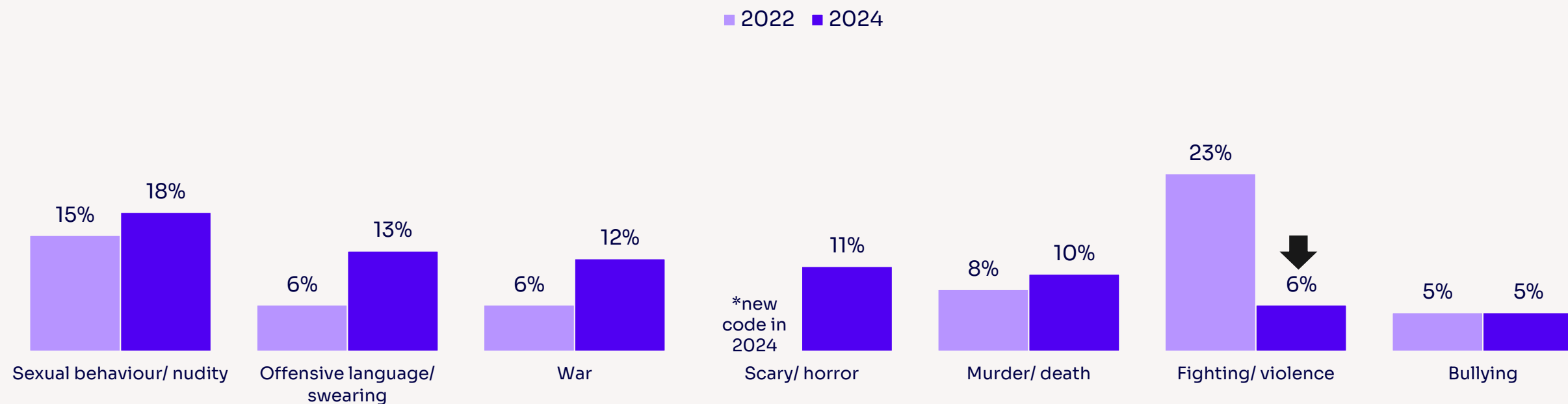
QC21. What type of programme or show were you watching that concerned or worried you? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL 12-15S ASKED THE QUESTION

Base: Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them 2022 (142) and 2024 (112). No significant difference (95% level) between 2022 and 2024.

Teens

Sexual behaviour/ nudity was most commonly mentioned by teens as concerning or worrying. There has been a decrease in teens mentioning fighting/violence in 2024.

On-demand content that caused concern



Although significance testing applied, caution needed due to lower base sizes

Source: Cross Platform Media Tracker 2024 - Teens aged 12-15

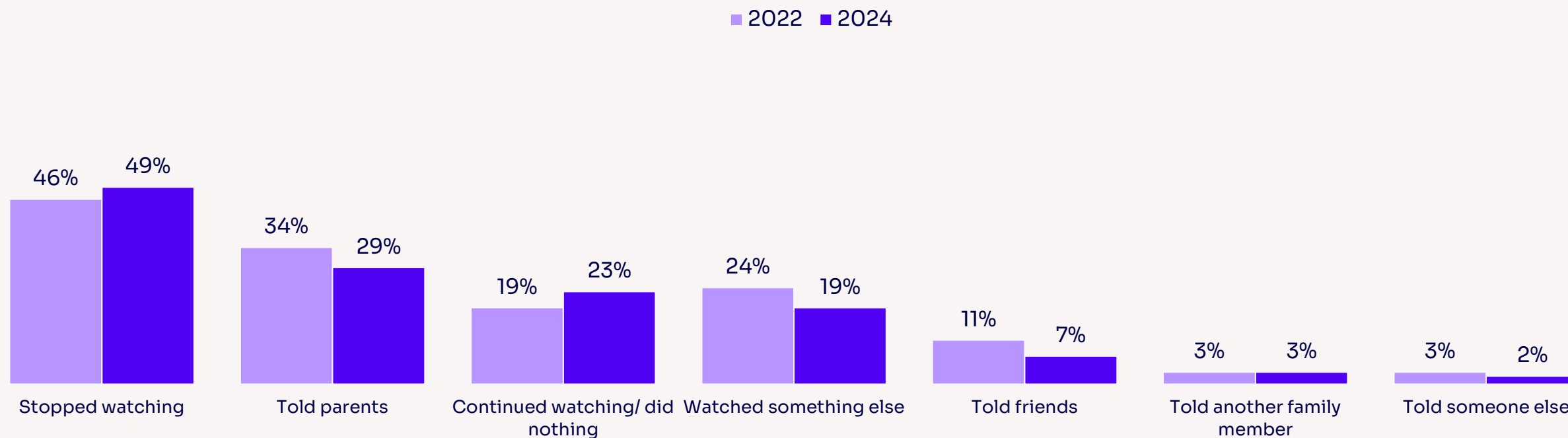
QC22. What did you see on these services that concerned or worried you? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL 12-15S ASKED THE QUESTION - CODED INTO GROUPS FROM OPEN-ENDED RESPONSES

Base: Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them 2022 (142) and 2024 (112). Black arrows shows significance testing at 95%, 2022 compared to 2024.

Teens

Stopping watching remains the most common reaction among 12-15s to seeing something of concern on on-demand TV.

Reaction following seeing something of concern on on-demand TV



Although significance testing applied, caution needed due to lower base sizes

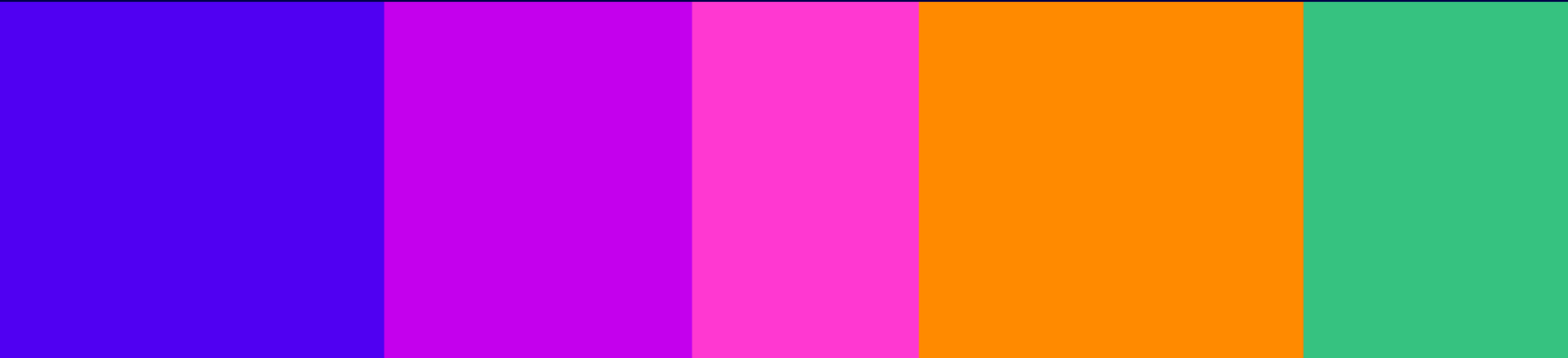
Source: Cross Platform Media Tracker 2024 - Teens aged 12-15

QC23. What did you do when you saw something that concerned or worried you? (MULTI CODE)

Base: Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months willing to answer the questions about potential concerns that have seen something on these services that concerned or worried them 2022 (142) and 2024 (112). No significant difference (99% level) between 2022 and 2024

Section 5.

Protection of children – TV

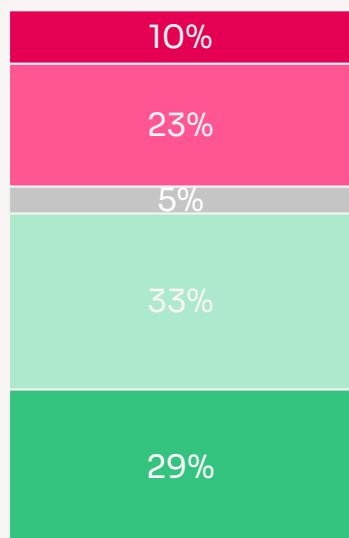


ADULTS

Close to a third of parents are concerned about the types of things their child aged under 16 has seen pre-watershed – an increase since 2022 – most often bad language, sex or violence.

Parental concern about the types of things their child has seen on scheduled TV pre-watershed

Net concerned:



Parental concern

32% ↑
(19% in 2022)

■ Very concerned

■ Fairly concerned

■ Don't know

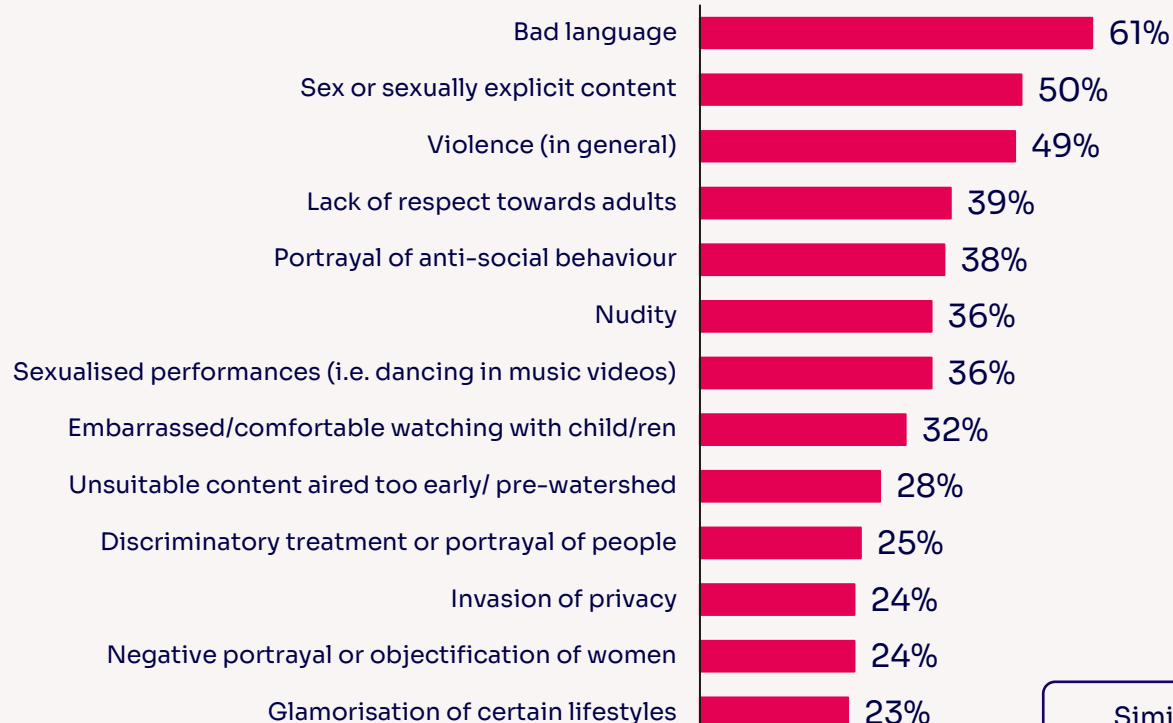
■ Not very concerned

■ Not at all concerned

Net not concerned:

62% ↓
(76% in 2022)

Types of things that have concerned parents



Similar to 2022

Source: Cross Platform Media Tracker 2024 – Adults

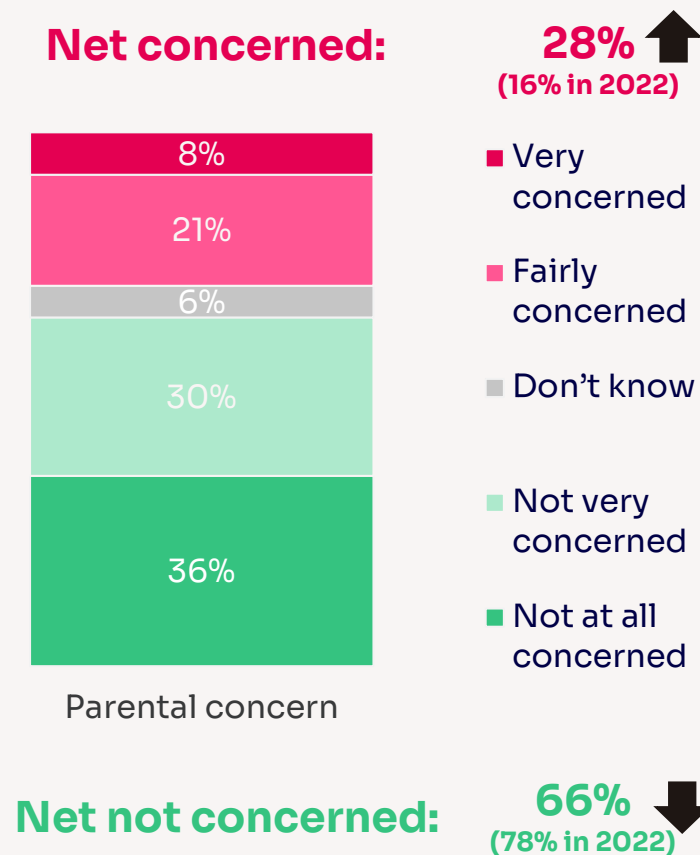
QG1. How concerned are you, if at all, by the types of things your child has seen 'live' on scheduled TV before 9pm in the last 12 months? (SINGLE CODE). Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months and who are parents/ guardians of any children aged under 16 in their household (excluding those who respond that their child does not watch programmes on scheduled TV) 2022 (518) and 2024 (415) Black arrows shows significance testing at 99%, 2022 compared to 2024.

QG2. What kind of things concern you about what your child has seen on scheduled TV before 9pm in the last 12 months? (MULTI CODE) Base: Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen 'live' on scheduled TV before 9pm in the last 12 months (130).

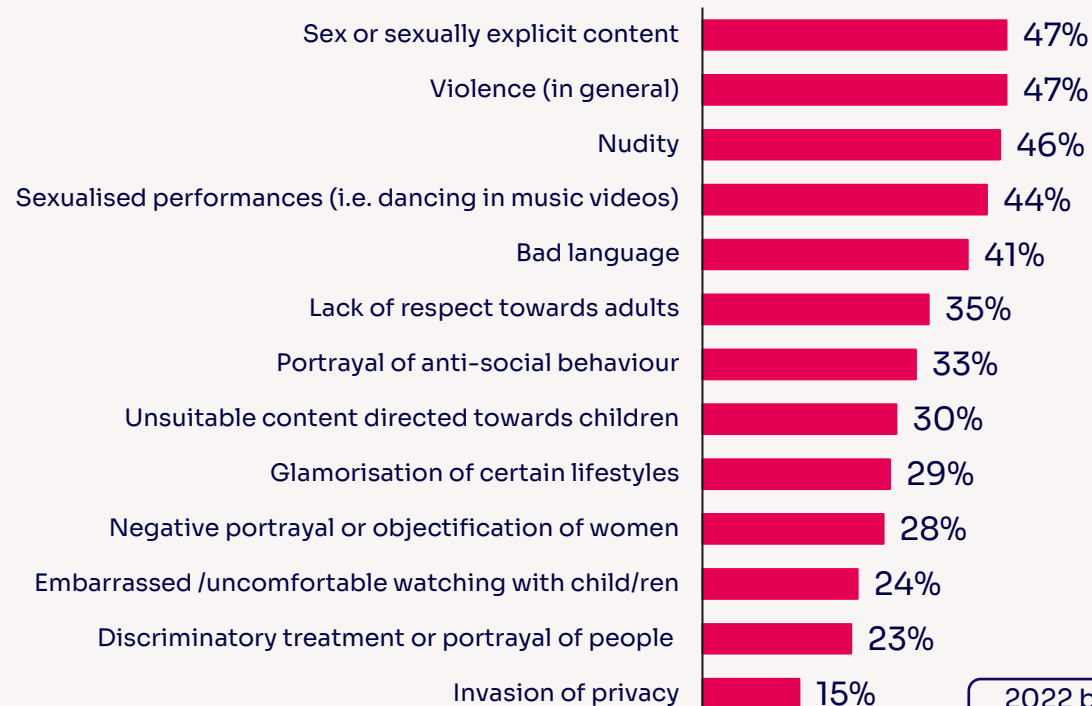
ADULTS

Almost three in ten parents are concerned about the types of things their child has seen on on-demand TV, an increase since 2022. Common concerns include sex/sexually explicit content, violence and nudity.

Parental concern about the types of things their child has seen on on-demand TV



What type of things have concerned parents



2022 base sizes too low to directly compare

Source: Cross Platform Media Tracker 2024 – Adults

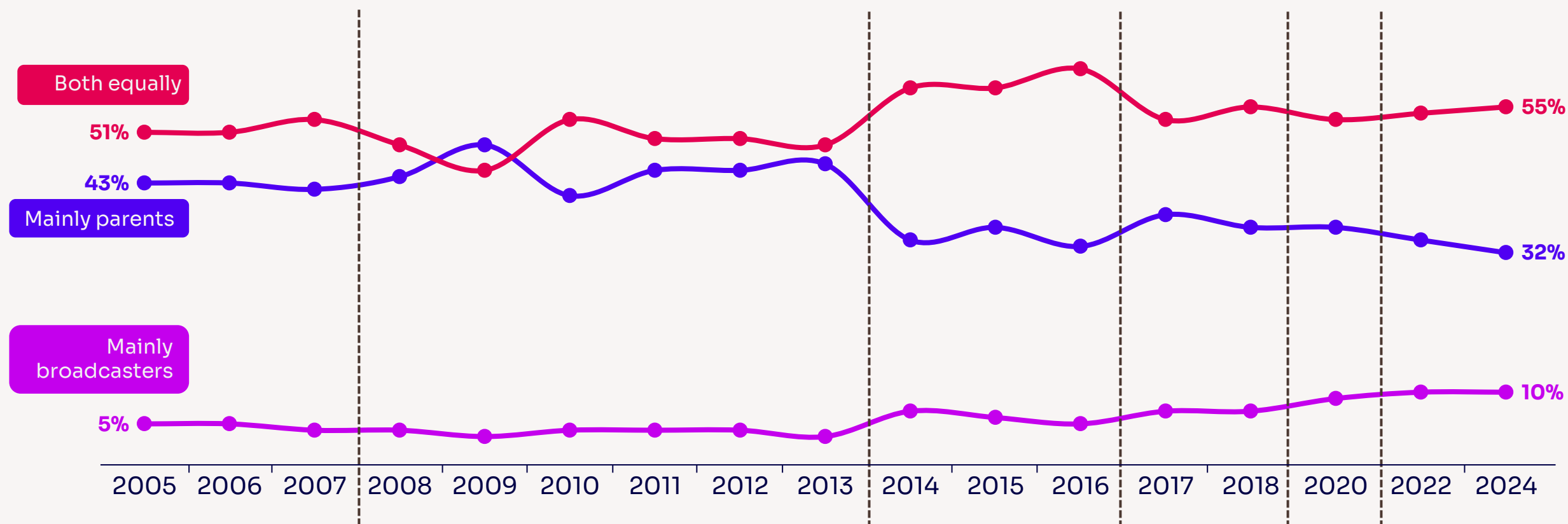
QK7. How concerned are you, if at all, by the types of things your child has seen on these services in the last 12 months? (SINGLE CODE) Base: Those aged 16+ who have watched any catch-up or on-demand services in the last 12 months and who are parents/ guardians of any children aged under 16 in their household 2022 (583) and 2024 (468) Black arrows shows significance testing at 99%, 2022 compared to 2024.

QK8. Still thinking specifically about what your child watches on online and on-demand services. What types of things concern you about what your child has seen on these in the last 12 months? (MULTI CODE) Base: Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen on catch-up and on-demand services in the last 12 months 2022 (90) and 2024 (126). No significance testing due to low base sizes in 2022.

ADULTS

Over half of adults think that parents and broadcasters have an equal responsibility to make sure that children do not see unsuitable programmes – similar to previous years.

Opinion on whose responsibility it is to ensure children do not see unsuitable programmes: historical view



Source: Cross Platform Media Tracker 2024 - Adults

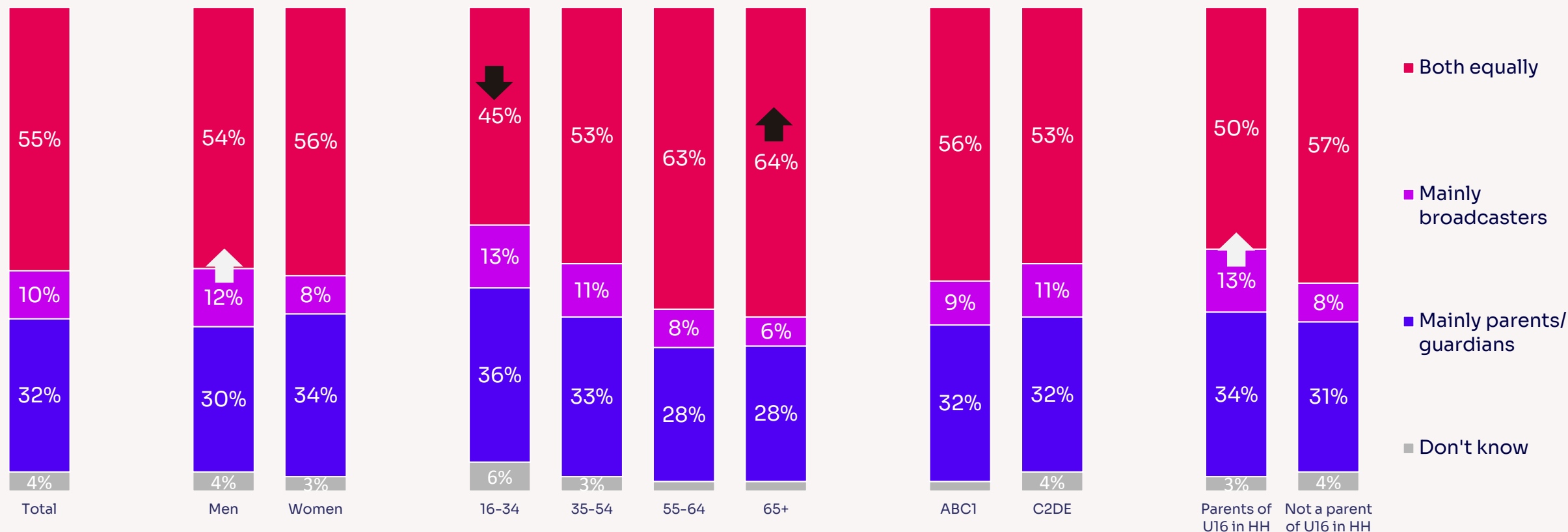
QE1. Do you think it is mainly the responsibility of the parents/ guardians, the broadcasters showing the programmes, or both equally, to make sure that children don't see unsuitable programmes? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2022 (2,219) and 2024 (1,866). Note: Base 2015–2020 All with working TV sets Base prior to 2014: All with TV, but excluding those never watching. No significant difference (99% level) between 2022 and 2024. Dashed line to show where survey method changed.

ADULTS

Older viewers (65+) are more likely to say parents and broadcasters have an equal responsibility to make sure that children do not see unsuitable programmes, compared to the total.

Opinion on whose responsibility it is to ensure children do not see unsuitable programmes: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 - Adults

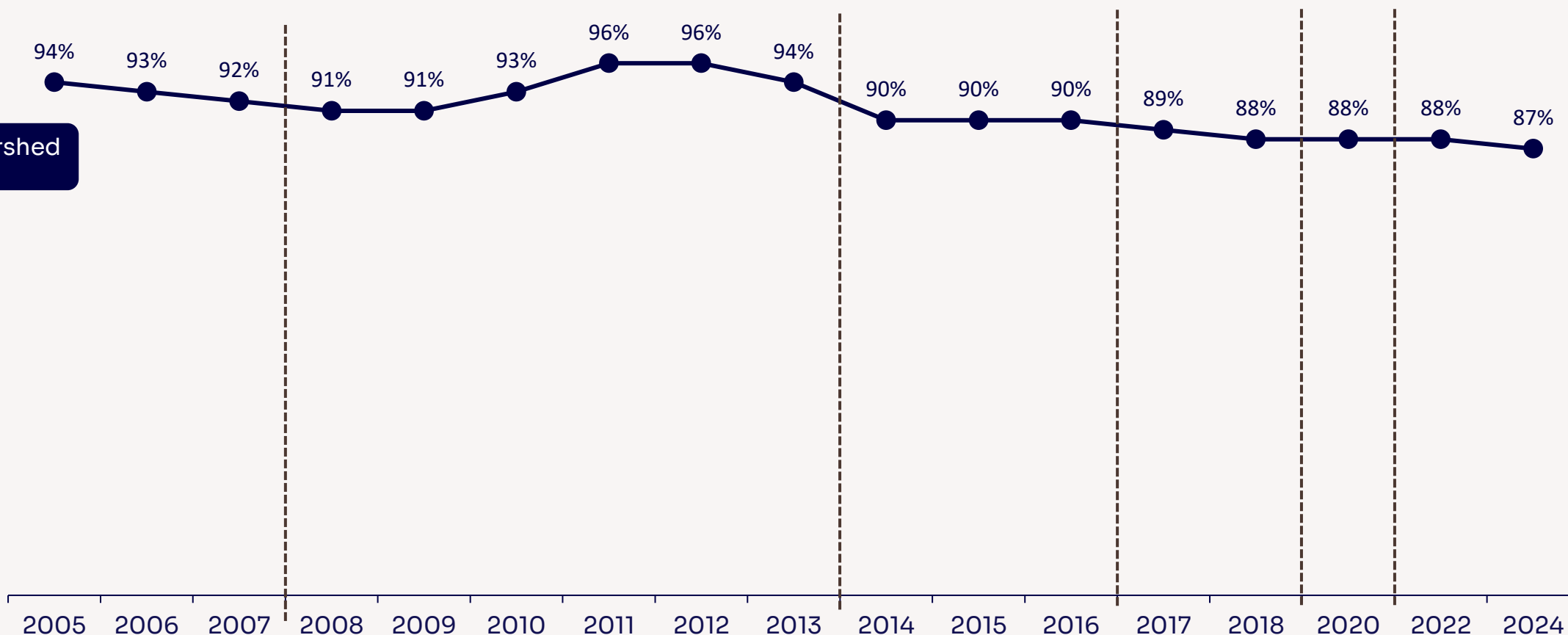
QE1. Do you think it is mainly the responsibility of the parents/ guardians, the broadcasters showing the programmes, or both equally, to make sure that children don't see unsuitable programmes? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (1,866), Men (938), Women (913), 16-34 (469), 35-54 (577), 55-64 (342), 65+ (478), ABC1 (970), C2DE (871), Parents of an under-16 in household (475), Not a parent of under-16 in household (1,386). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

ADULTS

Almost nine in ten broadcast TV viewers are aware there is a watershed, with signs of a slow decline in awareness over time.

Awareness of watershed: historical view



Source: Cross Platform Media Tracker 2024 - Adults

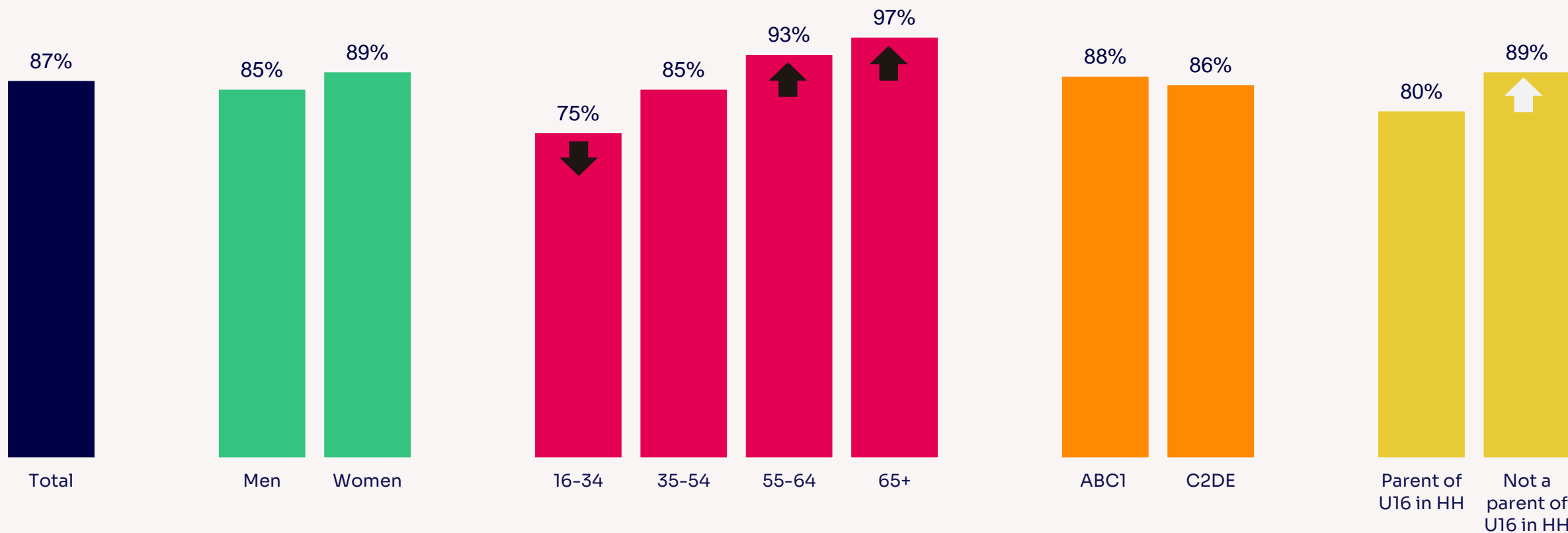
QE2. Thinking of the types of TV programmes which are not suitable for children... Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2022 (2,219) and 2024 (1,866). Note: Base 2015-2020 All with working TV sets Base prior to 2014: All with TV, but excluding those never watching. No significant difference (99% level) between 2022 and 2024. Dashed line to show where survey method changed.

ADULTS

Awareness of the watershed among broadcast TV viewers is lower among 16-34s and higher among those aged 55 and over.

Awareness of watershed: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 - Adults

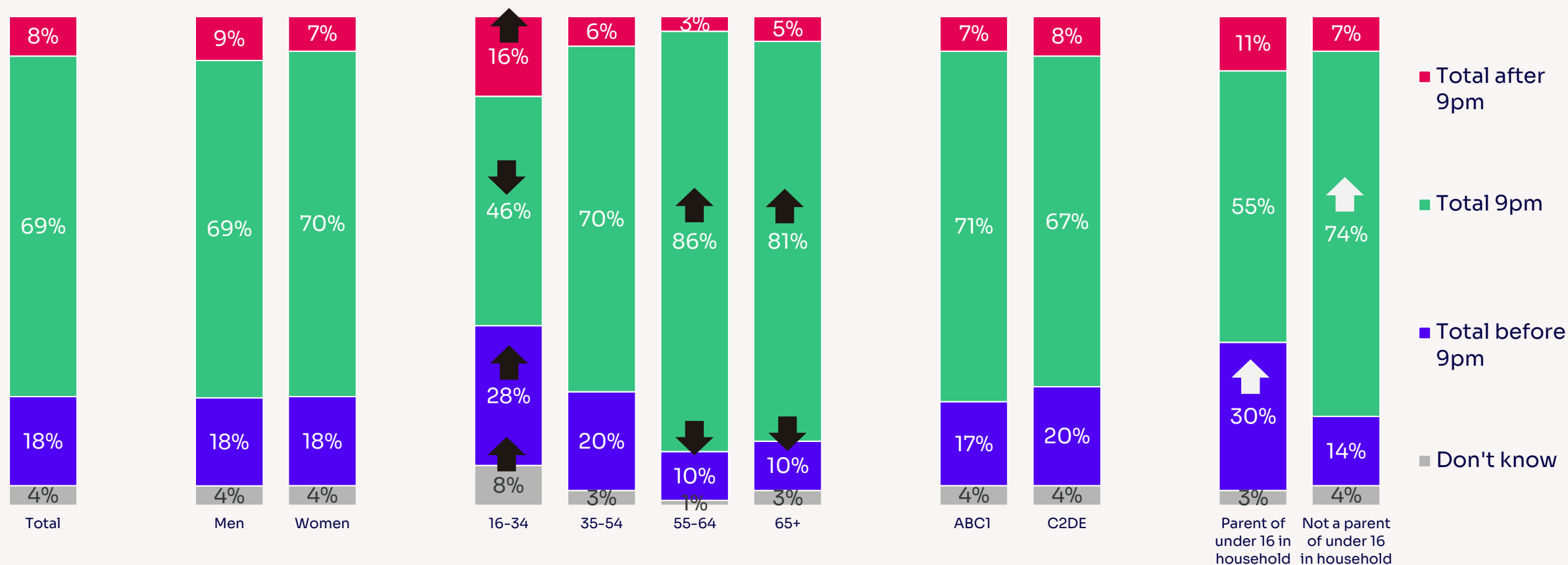
QE2. Thinking of the types of TV programmes which are not suitable for children... Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (1,866), Men (938), Women (913), 16-34 (469), 35-54 (577), 55-64 (342), 65+ (478), ABC1 (970), C2DE (871), Parents of an under-16 in household (475), Not a parent of under-16 in household (1,386). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

ADULTS

Knowledge that the watershed starts at 9pm is lower among 16-34s and parents of under 16s in the household.

Knowledge of watershed start time: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 - Adults

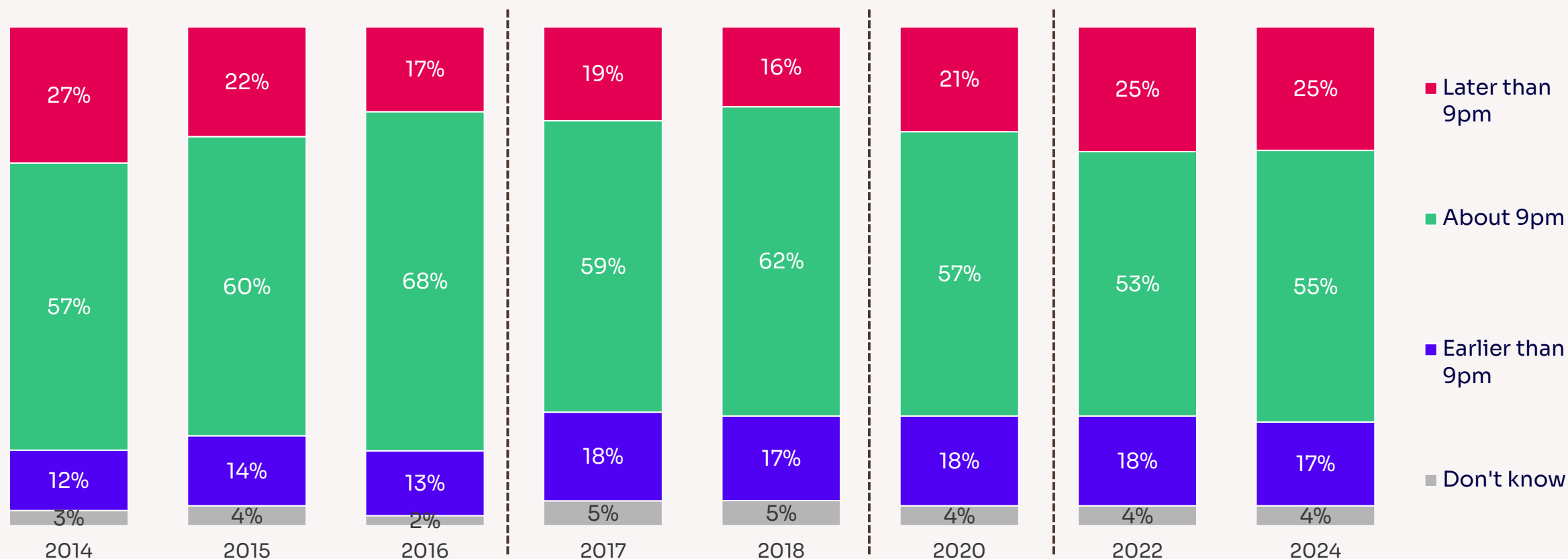
QE3. As far as you know, from what time in the evening can TV channels show programmes that are not suitable for children? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (1,866), Men (938), Women (913), 16-34 (469), 35-54 (577), 55-64 (342), 65+ (478), ABC1 (970), C2DE (871), Parents of an under-16 in household (475), Not a parent of an under-16 living in household (1,386). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

ADULTS

Over half of broadcast TV viewers aged 18 or over feel that about 9pm is the right time for the watershed to start.

Opinion on when TV channels should be allowed to broadcast programmes not suitable for children: historical view



Source: Cross Platform Media Tracker 2024 - Adults

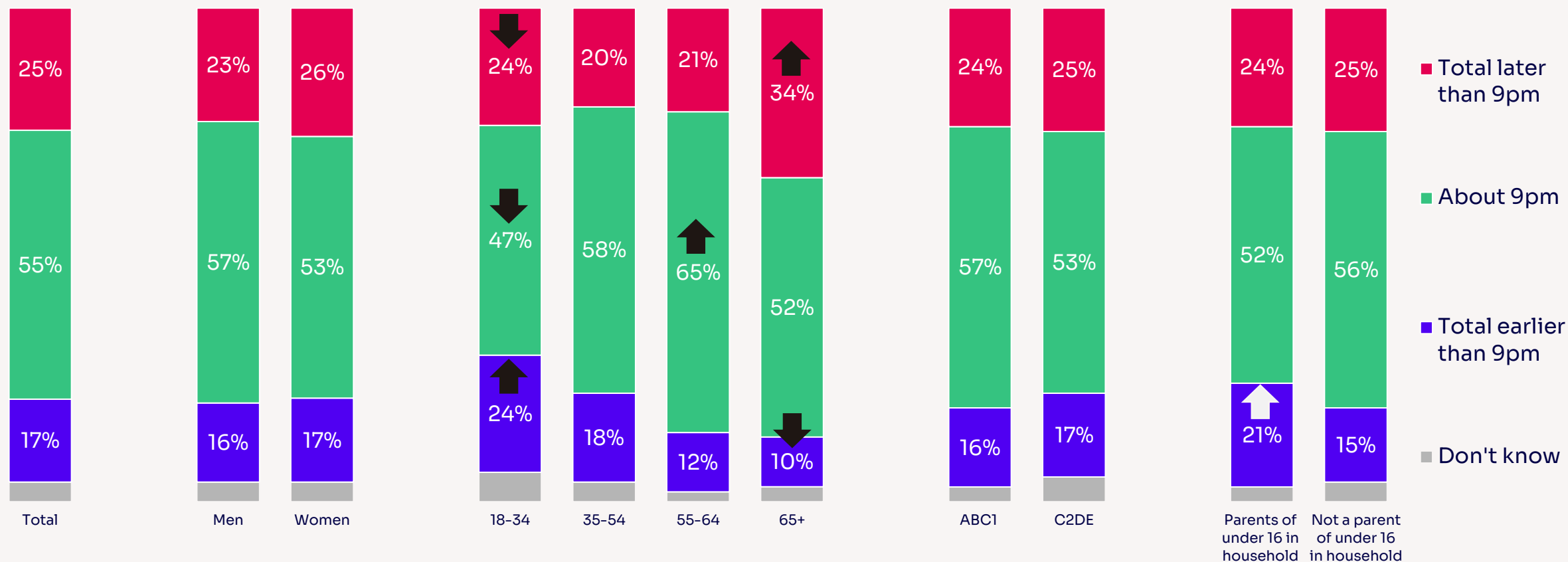
QE4. (EXPLANATION OF WATERSHED START TIME AFTER 9PM) When do you think TV channels should be allowed to start broadcasting programmes that contain adult themes and may not be suitable for those under the age of 18? (SINGLE CODE)

Base: Those aged 18 or over who have watched any live broadcast TV in the last 12 months 2022 (2,215) and 2024 (1,861). No significant difference (99% level) between 2022 and 2024. Dashed line to show where survey method changed.

ADULTS

Younger viewers (aged 18-34) are more likely to think the watershed should start earlier than 9pm, compared to the total.

Opinion when TV channels should be allowed to broadcast programmes not suitable for children: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 - Adults

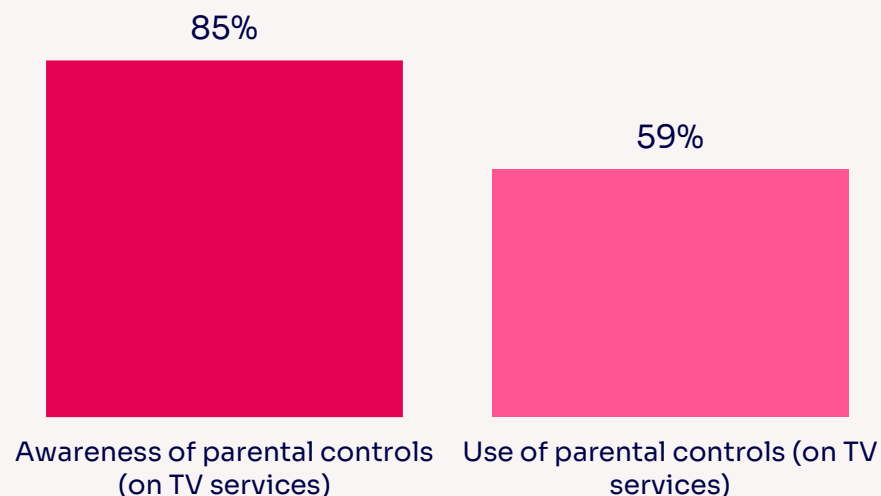
QE4. When do you think TV channels should be allowed to start broadcasting programmes that contain adult themes and may not be suitable for those under the age of 18? (SINGLE CODE)

Base: Those aged 18 or over who have watched any live broadcast TV in the last 12 months (1,861), Men (936), Women (910), 18-34 (464), 35-54 (577), 55-64 (342), 65+ (478), ABC1 (968), C2DE (869), Parents of an under-16 (474), Non-parents (1,382). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

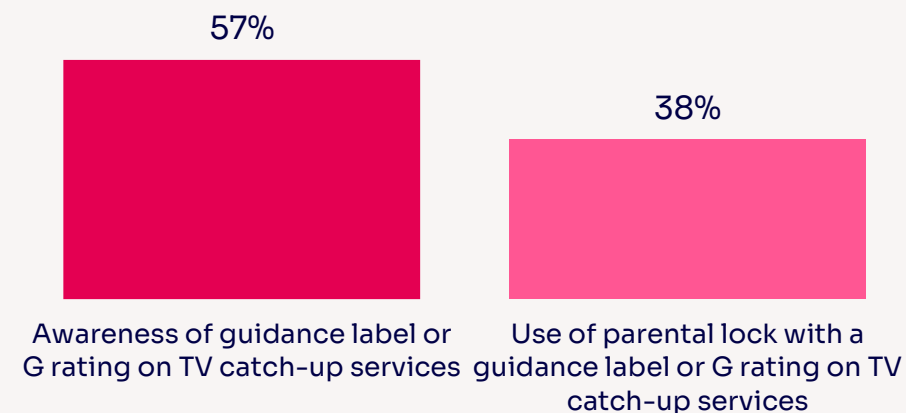
ADULTS

A greater proportion of parents claim they are aware of parental controls available on TV services and guidance labels (or G rating) on TV catch-up services, than use them.

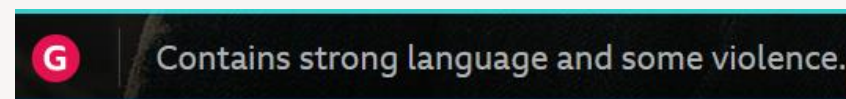
Awareness and use of parental controls on TV services



Awareness and use of guidance label or G rating on TV catch-up services



Both similar to 2022



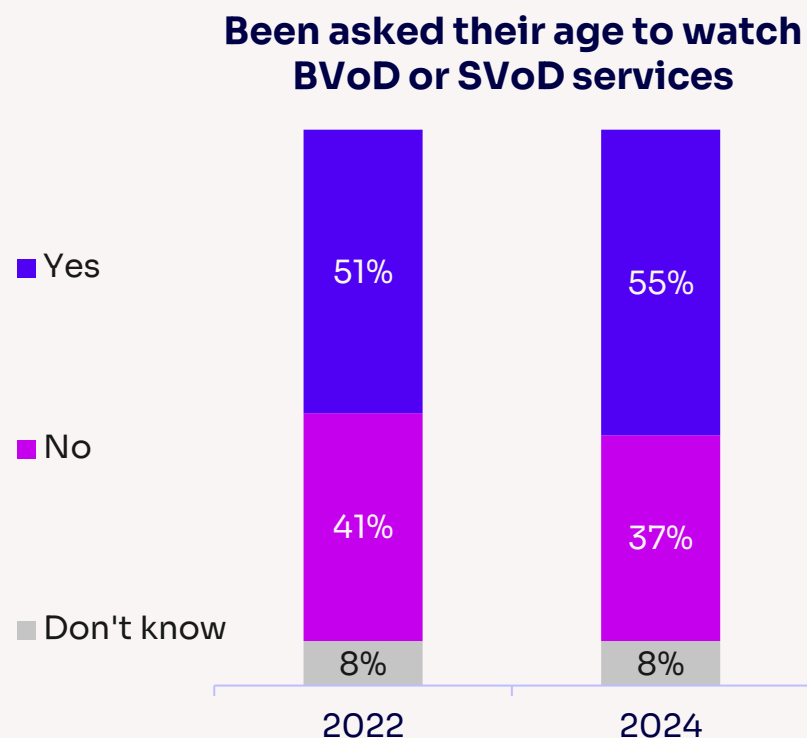
Source: Cross Platform Media Tracker 2024 – Adults

QN1. Some TV services – like Freeview, Sky and Virgin – have settings for parental controls which restrict what can be watched. A PIN or password would need to be entered to watch something that's been restricted. Did you know about being able to set a PIN or password like this before today? (SINGLE CODE)/ QN2. Do you have these parental controls in place on your home TV service? (SINGLE CODE) Base: Parents/ guardians of any children aged under 16 in their household who have a TV service 2022 (527) and 2024 (429)

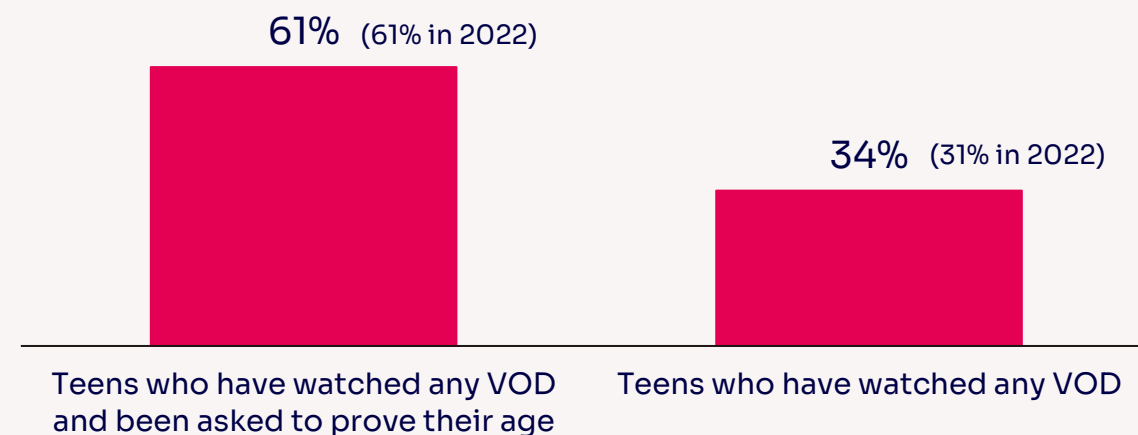
QN3. Some programmes and films on TV catch-up services (like the BBC iPlayer, ITVX and Channel streaming) show a guidance label or G rating which let viewers know when the programme may be unsuitable for younger audiences. Did you know about guidance labels on these catch-up services before today? (SINGLE CODE)/ QN4. Do you have a parental lock on any TV catch up services (like BBC iPlayer, ITVX and All4) – so a PIN or password is needed to watch something with a guidance label or G rating? (SINGLE CODE) Base: Parents/ guardians of any children aged under 16 in their household 2022 (651) and 2024 (532)

Teens

Over half of 12-15s SVoD or BVoD viewers have been asked for their age to watch a programme or film on one of these services - with a third stating they have given a false age to do so.



Ticked a box to say they were older than really are to watch something on BVoDs or SVoDs



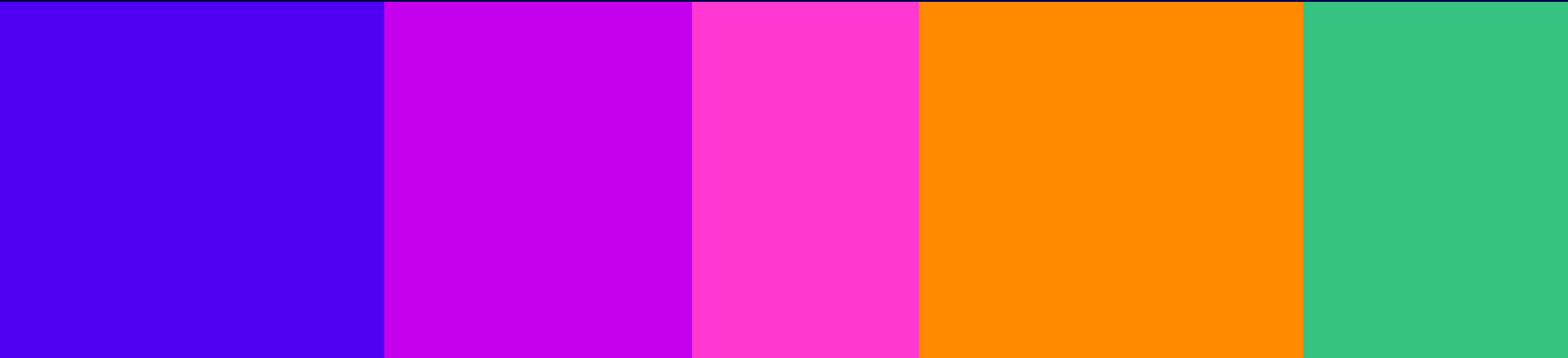
Source: Cross Platform Media Tracker 2024 - Teens aged 12-15

QC32. When you have watched any of these services – such as (VOD SERVICES WATCHED AT QC3/ QC4) – have you ever been asked for your age to watch the programme or film? This could mean ticking a box to say you are over a certain age. (SINGLE CODE) . Base: Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months 2022 (985) and 2024 (988).

QC33. And have you ever ticked a box to say you were older than you really are, to be able to watch something on any of these services? (SINGLE CODE). Base: those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months AND been asked their age in order to watch something 2022 (503) and 2024 (541). No significant difference (95% level) between 2022 and 2024

Section 6.

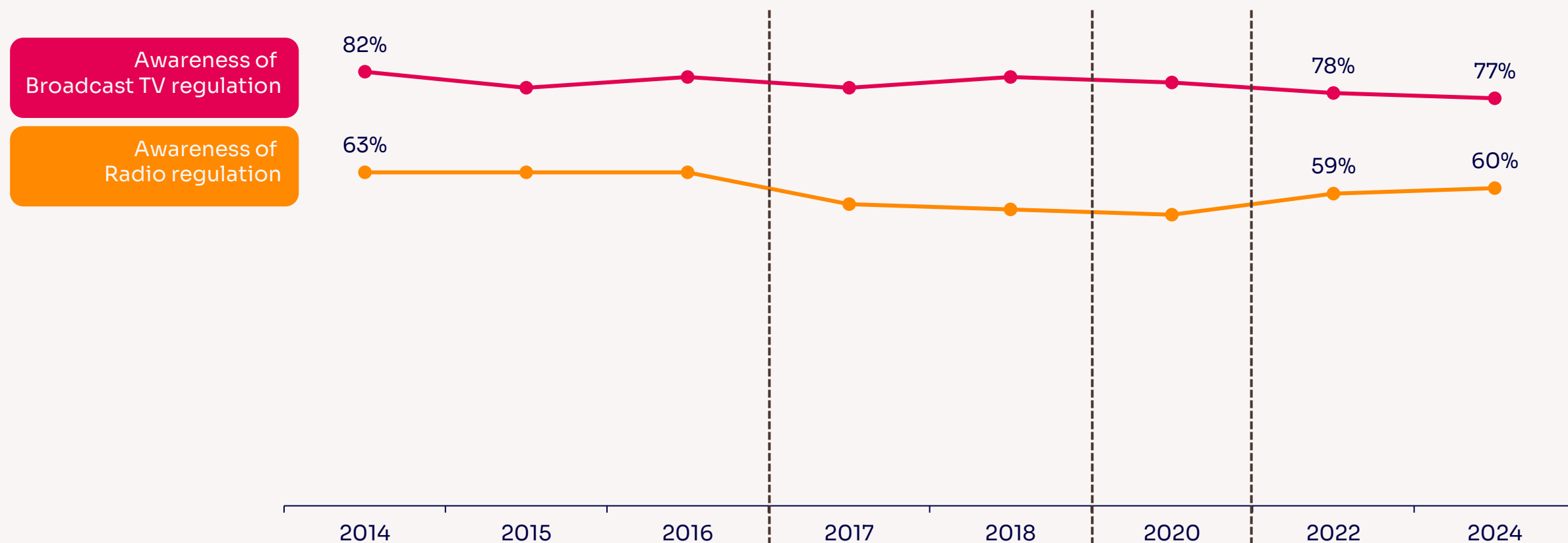
Awareness and understanding of regulation



ADULTS

Around three quarters of adults believe broadcast TV programmes are regulated, compared to three in five adults who believe radio programmes are.

Awareness of broadcast TV and radio regulation: historical view



Source: Cross Platform Media Tracker 2024 – Adults

QD1. Please think about TV programmes that that people can watch 'live' at the time they are shown on scheduled TV or record to watch later... As far as you know, are TV programmes regulated – so are there rules or guidelines about what can and can't be shown on TV? (SINGLE CODE)

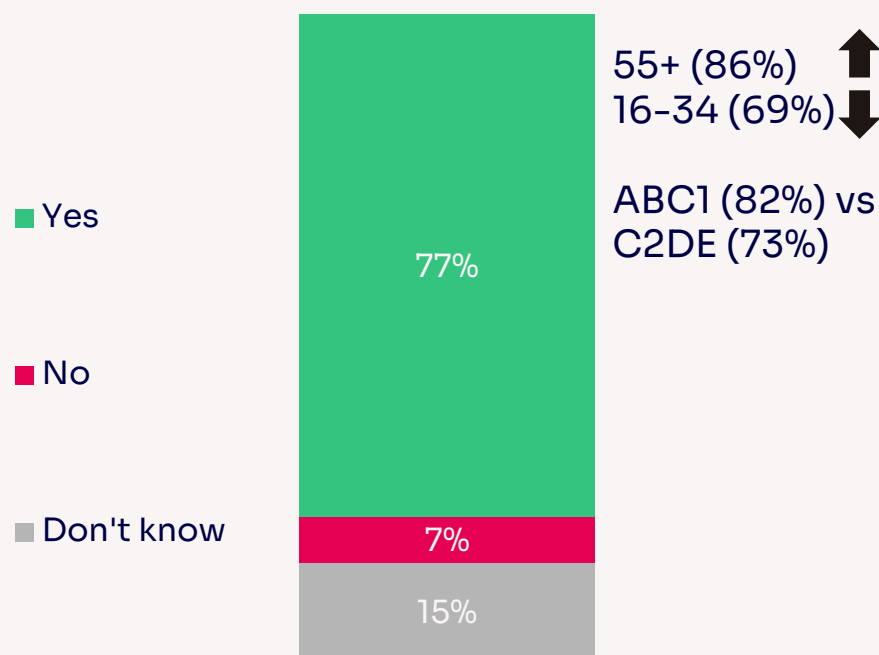
QJ1. As far as you know, are radio programmes regulated – so are there rules or guidelines about what can and can't be broadcast on radio? (SINGLE CODE)

Base: All respondents aged 16+ 2022 (2,407) and 2024 (2,036)

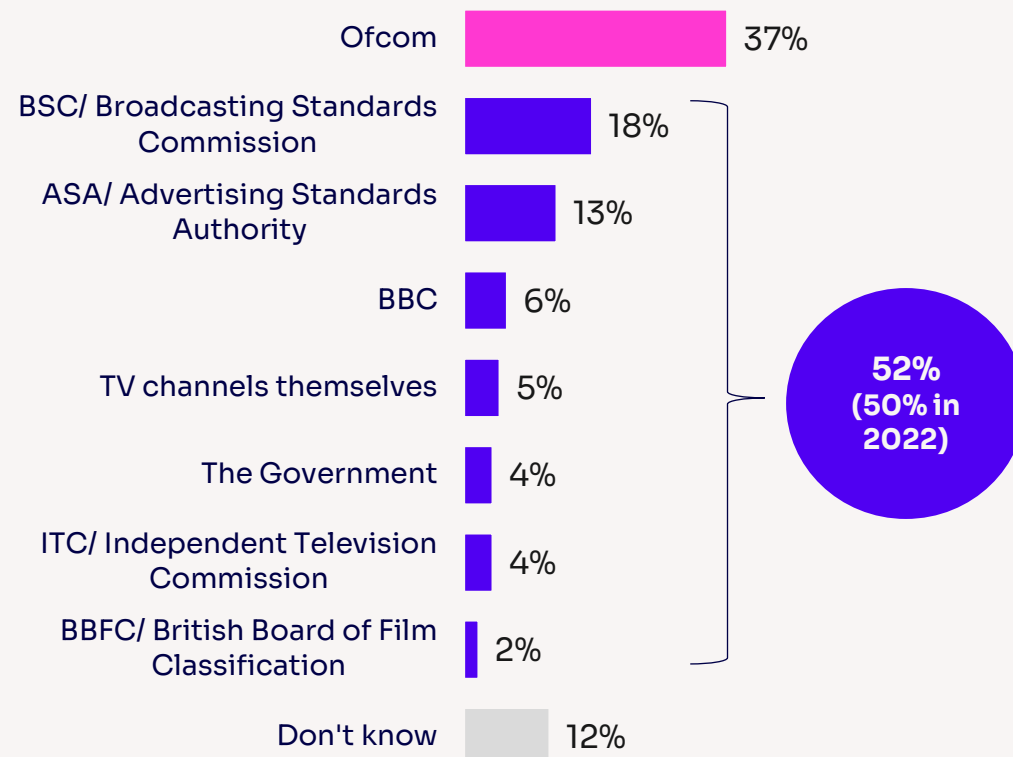
ADULTS

Around three quarters of adults believe there are rules or guidelines for what can and can't be shown on TV. Among those who believe there is regulation, just under two in five name Ofcom as responsible.

Awareness of broadcast TV regulation



Opinion on who regulates broadcast TV



Source: Cross Platform Media Tracker 2024 - Adults

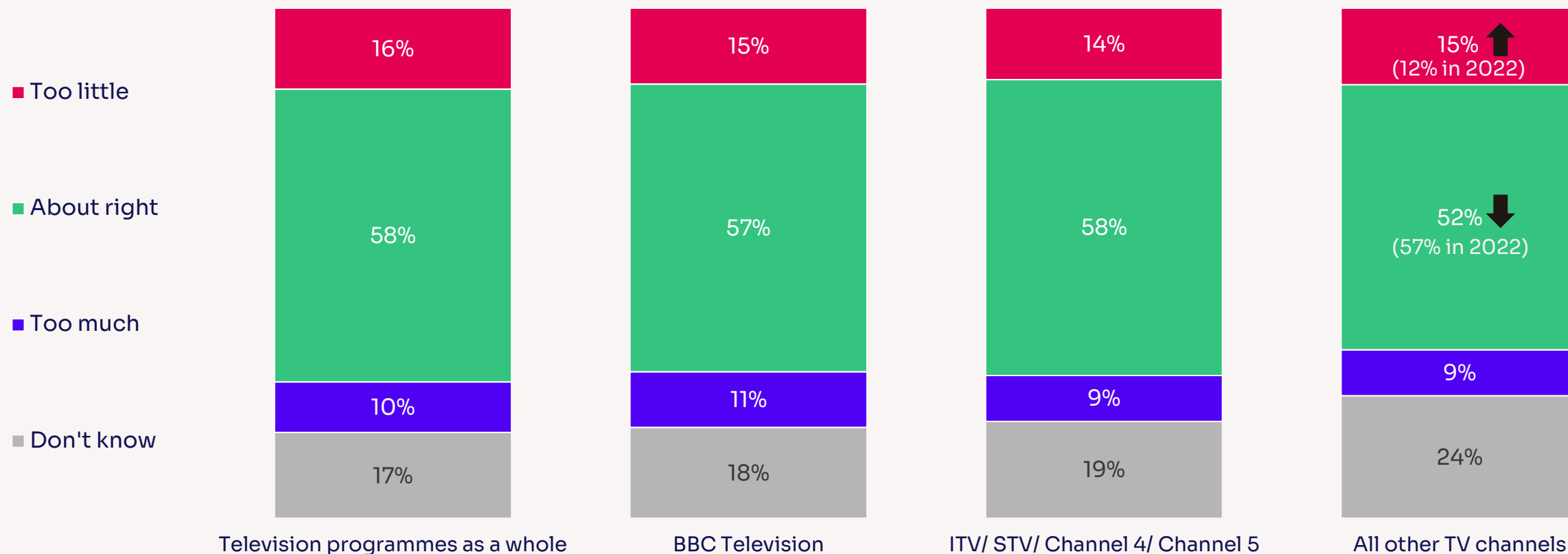
QD1. As far as you know, are TV programmes regulated – so are there rules or guidelines about what can and can't be shown on TV? (SINGLE CODE). Base: All respondents aged 16+ 2022 (2,407) and 2024 (2,036) Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total

QD2. Who do you think is responsible for regulating TV programmes? (SINGLE CODE). Base: Those aged 16+ who say that TV programmes are regulated 2022 (1,910) and 2024 (1,602). No significant difference (99% level) between 2022 and 2024. Black arrows shows significance testing at 99%, demographic groups compared to the total.

ADULTS

Broadly, opinions on the amount of broadcast TV regulation do not differ particularly across different providers, with around three in five adults feeling this is 'about right' and one in five unsure.

Opinion on the amount of broadcast TV regulation



Source: Cross Platform Media Tracker 2024 - Adults

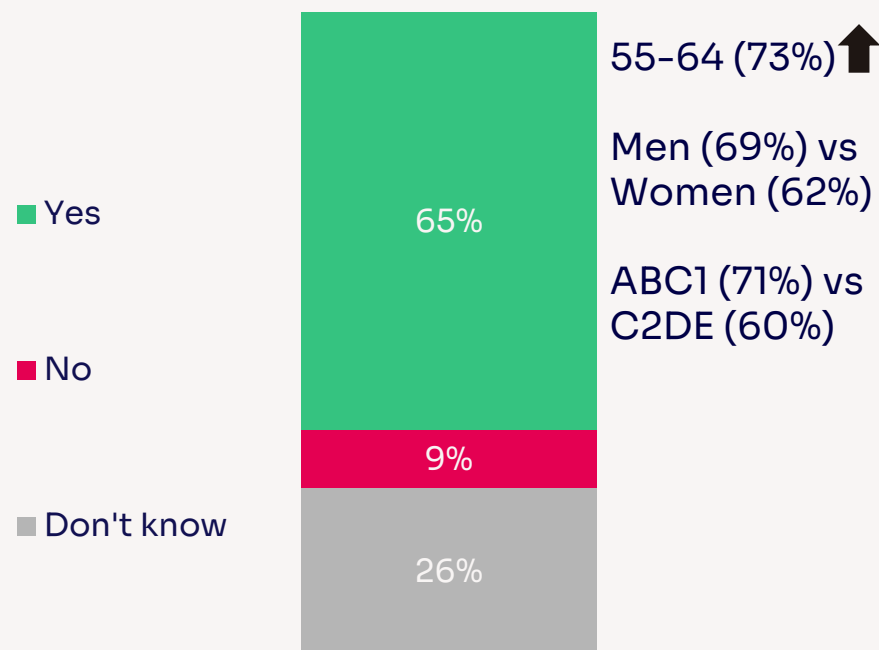
QD3A/ B/ C/ D. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types? (SINGLE CODE)

Base: All respondents aged 16+ 2022 (2,407), 2024 (2,036). Significance testing applied at 99% confidence interval, black arrows indicate comparison against 2022.

ADULTS

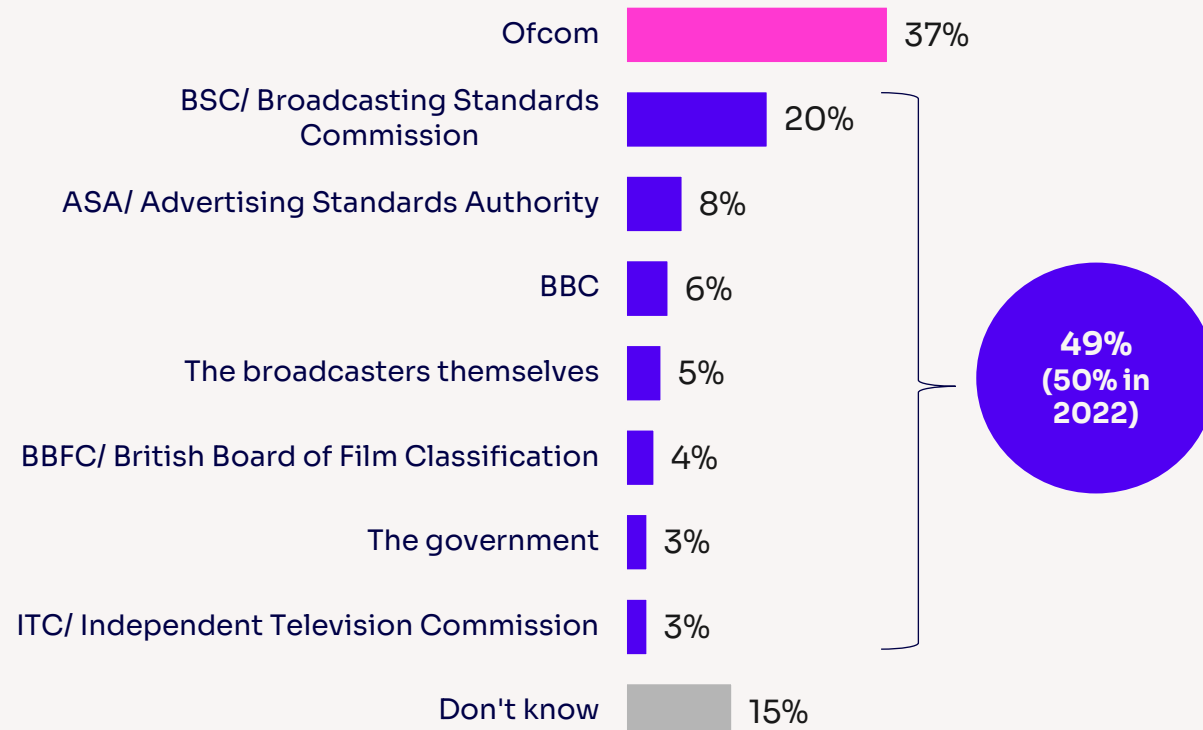
Two-thirds of adults believe that BVoD programmes or films are regulated, with most others unsure. Among those who believe there is regulation, close to two in five name Ofcom as responsible.

Awareness of BVoD regulation



Both similar to 2022

Opinion on who regulates BVoD services

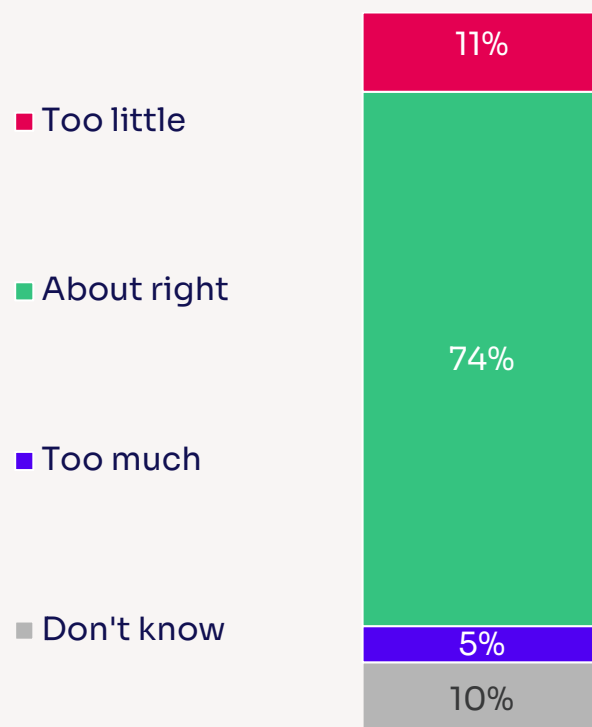


Source: Cross Platform Media Tracker 2024 - Adults
 QL1A. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services – TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, All 4 or My5? (SINGLE CODE). Base: All respondents aged 16+ 2022 (2,407) and 2024 (2,036). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total
 QL2. Who do you think is responsible for regulating TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5? (SINGLE CODE). Base: Those aged 16+ who say that TV broadcaster catch-up services are regulated 2024 (1,366). No significant difference (99% level) between 2022 and 2024. Black arrows shows significance testing at 99%, demographic groups compared to the total.

ADULTS

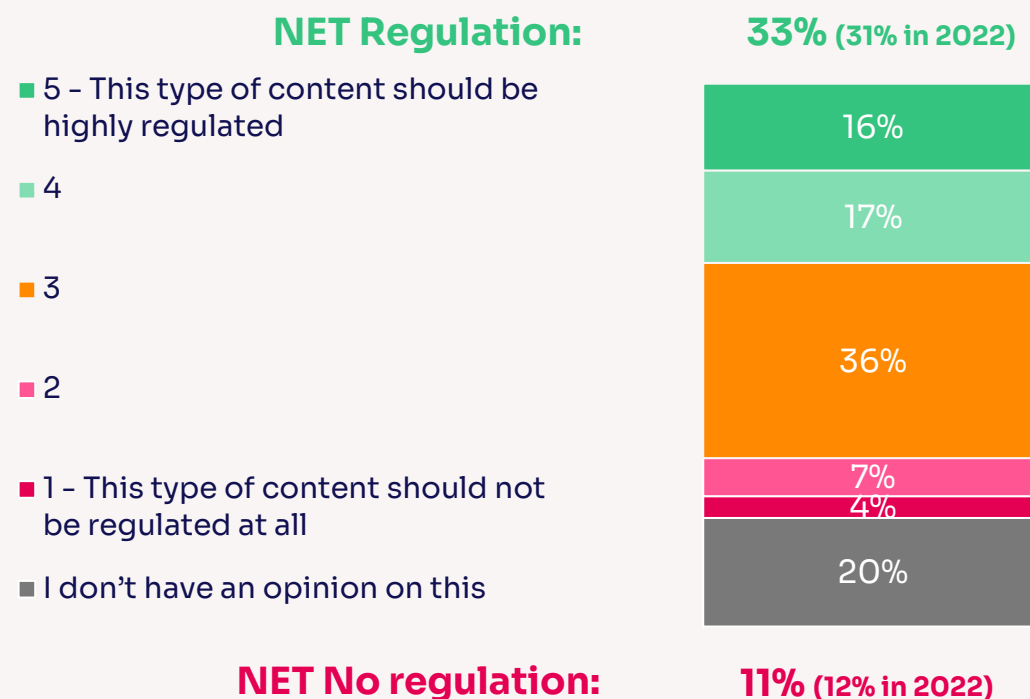
Around three quarters of adults who have an opinion on whether BVoDs are regulated, believe the amount 'is about right'. A third of all adults feel this type of content should be regulated.

Opinion on the amount of BVoD regulation



Both similar to 2022

Opinion on how much regulation there should be for BVoDs



Source: Cross Platform Media Tracker 2024 - Adults

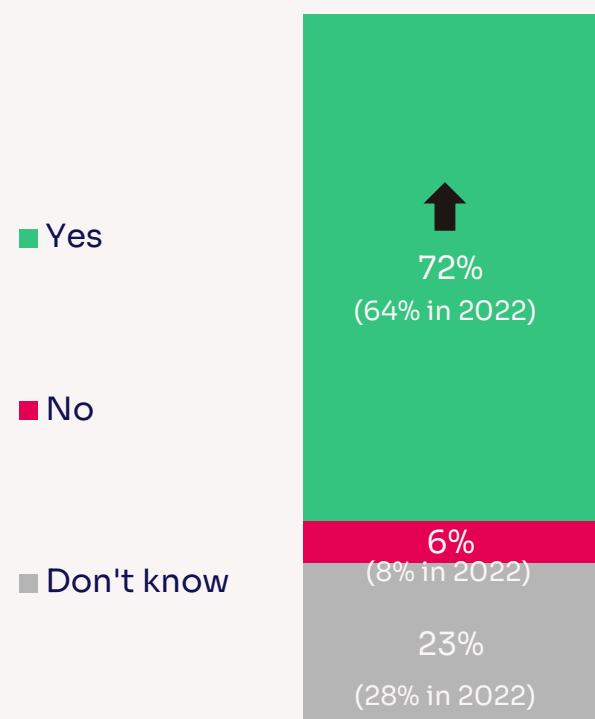
QL3. Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5 is too much, too little or about the right amount? (SINGLE CODE) Base: Those aged 16+ who say that TV broadcaster catch-up services either are or are not regulated 2022 (1,814) and 2024 (1,523). Significance testing at 99%.

QM1A. Please can you say how much regulation there should be for - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5? All respondents aged 16+ 2022 (2,407) and 2024 (2,036) (SINGLE CODE) No significant difference (99% level) between 2022 and 2024.

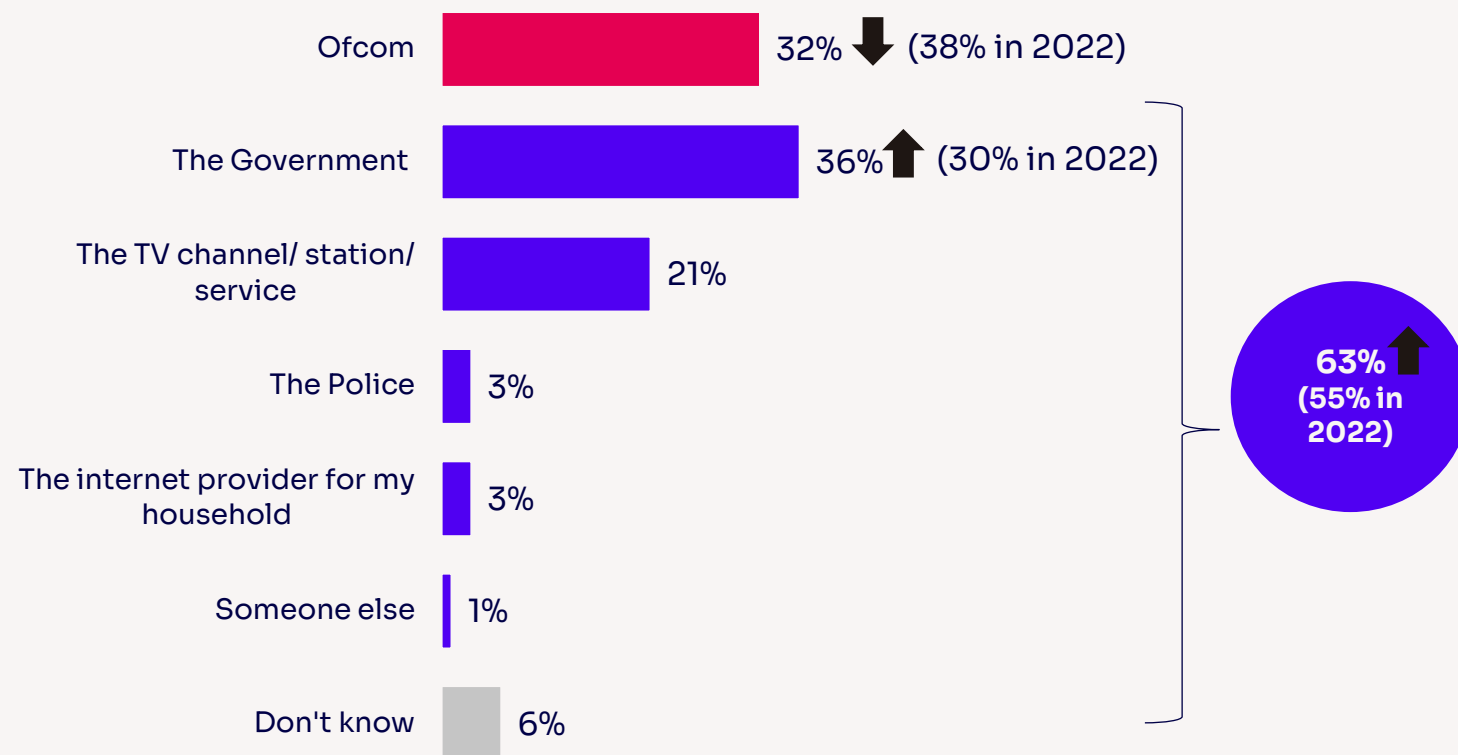
Teens

Around seven in ten viewers aged 12-15 believe there are rules for BVoD services, an increase since 2022. However, those naming Ofcom as responsible has decreased.

Awareness of BVoD regulation



Opinion on who regulates BVoDs



Source: Cross Platform Media Tracker 2024 - Teens aged 12-15

QC28. As far as you know, are there rules for services like BBC iPlayer, ITVX, Channel 4 streaming service or My5 that they must follow about what they can and can't show? (SINGLE CODE). Base: Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months 2022 (748) and 2024 (807).

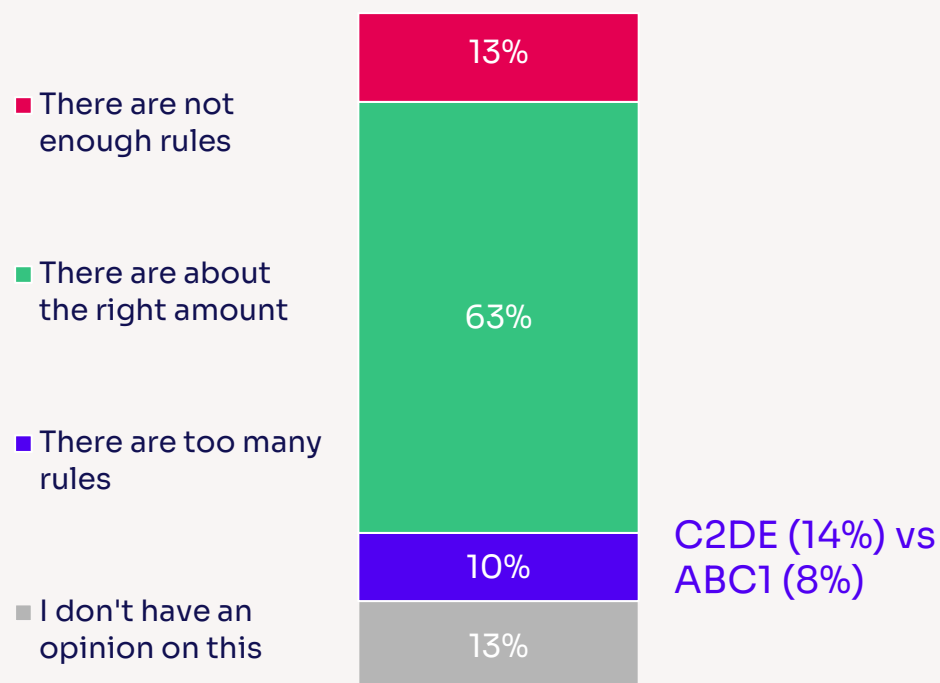
QC29. Who do you think makes these rules for services like BBC iPlayer, ITVX, Channel 4 streaming service or My5 about what they can and can't show? (SINGLE CODE). Base: Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months who say there are rules for these services about what can and cannot be shown 2022 (476) and 2024 (578).

Significance testing applied at 95% confidence interval, black arrows show significant difference compared to 2022.

Teens

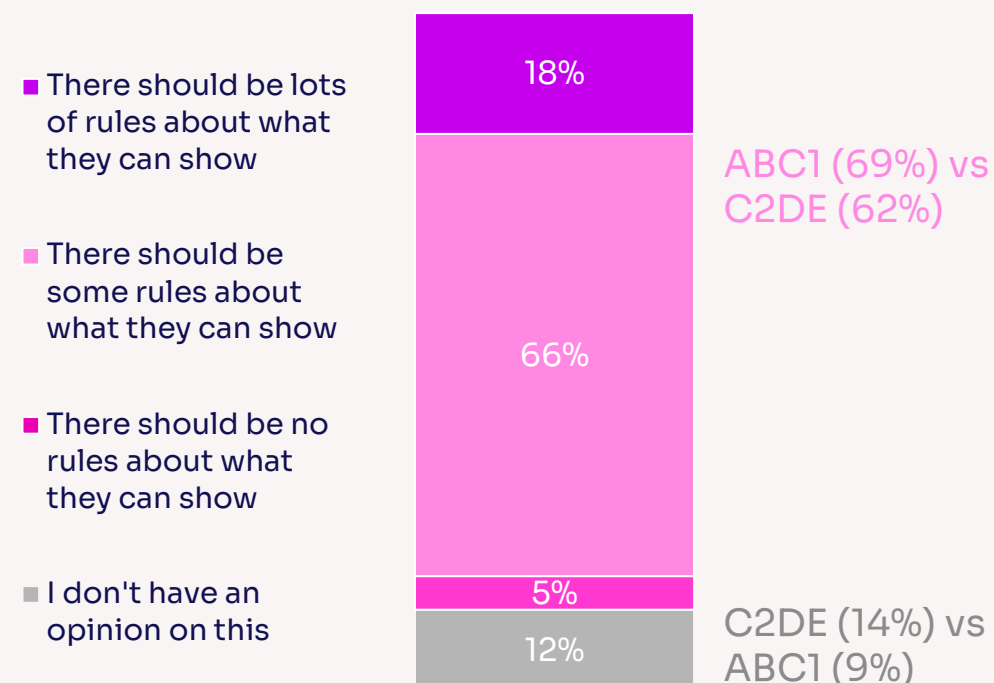
Among teens with a view on whether BVoD services are regulated, just over three in five believe the amount of regulation is 'about right'. Among teens who have watched any BVoD in the last 12 months, most feel there should be some rules about what can be shown.

Opinion on the current amount of BVoD regulation



Both similar to 2022

Opinion on the amount of BVoD regulation there should be

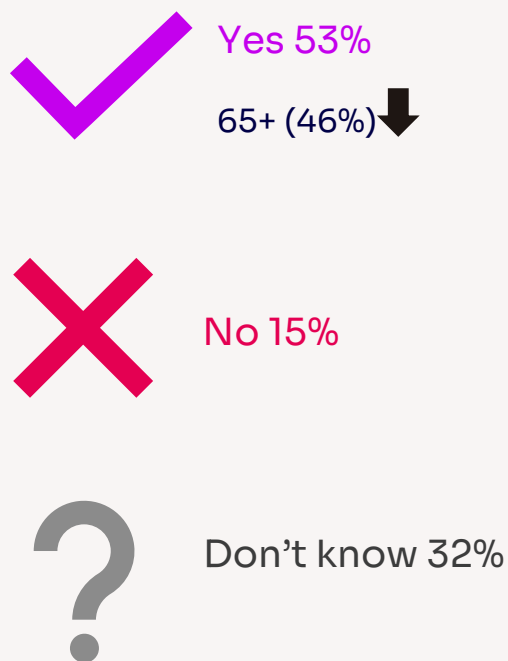


Source: Cross Platform Media Tracker 2024 - Teens aged 12-15
 QC30. How do you feel about rules for services like BBC iPlayer, ITVX, Channel 4 streaming service or My5 about what they can and can't show? (SINGLE CODE) Base: Those aged 12-15 who have watched any broadcaster catch-up services in the last 12 months who say there are rules. Base: Those aged 12-15 who have watched any broadcaster catch-up services in the last 12 months who say there are or there are not rules for these services (624), ABC1 (361), C2DE (261) 2022 (538)
 QC31. Still thinking about services like BBC iPlayer, ITVX, Channel 4 streaming service or My5. Which one of these do you think best applies? (SINGLE CODE). Base: Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months (807), ABC1 (464), C2DE (340), 2022 (748). Coloured text boxes show significant difference (95% level) between comparable subgroups.

ADULTS

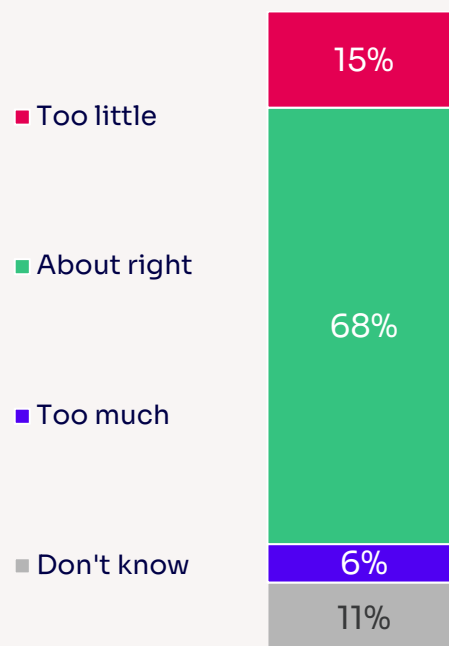
Just over half of all adults believe there are rules or guidelines for SVoD. Among those adults with a view on whether they are regulated, most believe the amount is 'about right'.

Awareness of SVoD regulation



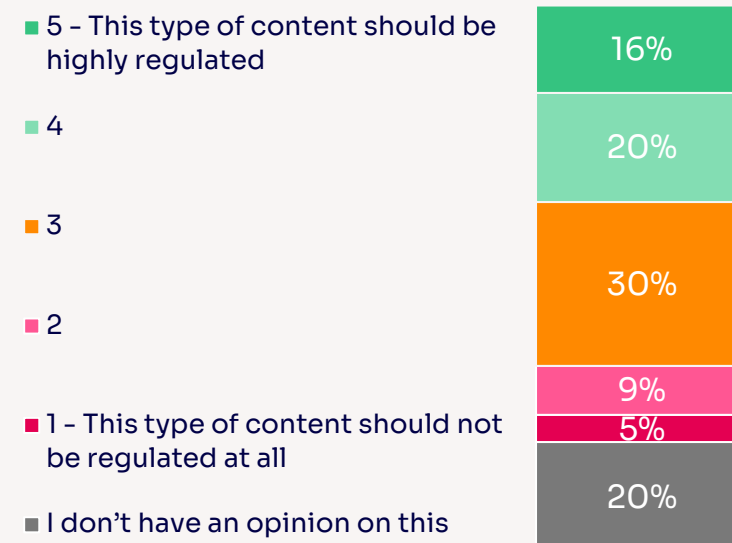
All similar to 2022

Opinion on the amount of SVoD regulation



Opinion on the amount of SVoD regulation there should be

NET Regulation: 36% (32% in 2022)



NET No regulation: 14% (15% in 2022)

Source: Cross Platform Media Tracker 2024 - Adults

QL1B. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services – TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE). Base: All respondents aged 16+ 2024 (2,036), 65+ (488). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total.

QL4. Do you think the amount of regulation (i.e. official rules) for TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+ is too much, too little or about the right amount? (SINGLE CODE). Base: Those aged 16+ who say that paid-for on-demand services either are or are not regulated (1,407).

QM1B. Please can you say how much regulation there should be for – TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE). Base: All respondents aged 16+ 2022 (2,407) and 2024 (2,036)

Just over three in five teen viewers believe there are rules in place for SVoD services. Among those with a view on whether they are regulated, two-thirds believe there are the right amount.

Awareness of SVoD regulation

✓ **Yes 63%** ↑
(57% in 2022)

✗ **No 9%**
(10% in 2022)

? **Don't know 28%** ↓
(33% in 2022)

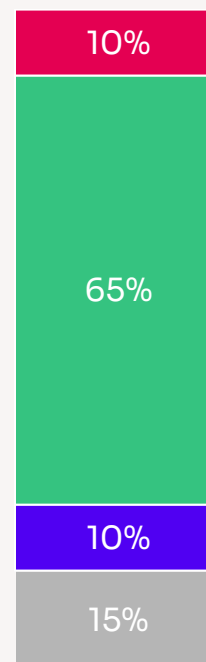
Opinion on the amount of SVoD regulation

■ There are not enough rules

■ There are the right amount of rules

■ There are too many rules

■ I don't have an opinion on this



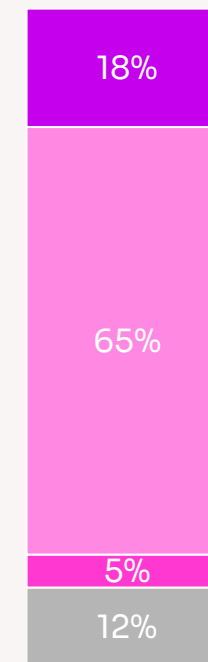
Opinion on the amount of SVoD regulation there should be

■ There should be lots of rules about what they can show

■ There should be some rules about what they can show

■ There should be no rules about what they can show

■ I don't have an opinion on this



ABC1 (70%) vs C2DE (59%)

C2DE (17%) vs ABC1 (8%)

Both similar to 2022

Source: Cross Platform Media Tracker 2024 - Teens aged 12-15

QC25. As far as you know, are there rules for services like Netflix, Disney+ or Amazon Prime that they must follow about what they can and can't show? (SINGLE CODE). Base: Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months 2022 (967). Black arrows shows significance testing at 95%, 2022 compared to 2024.

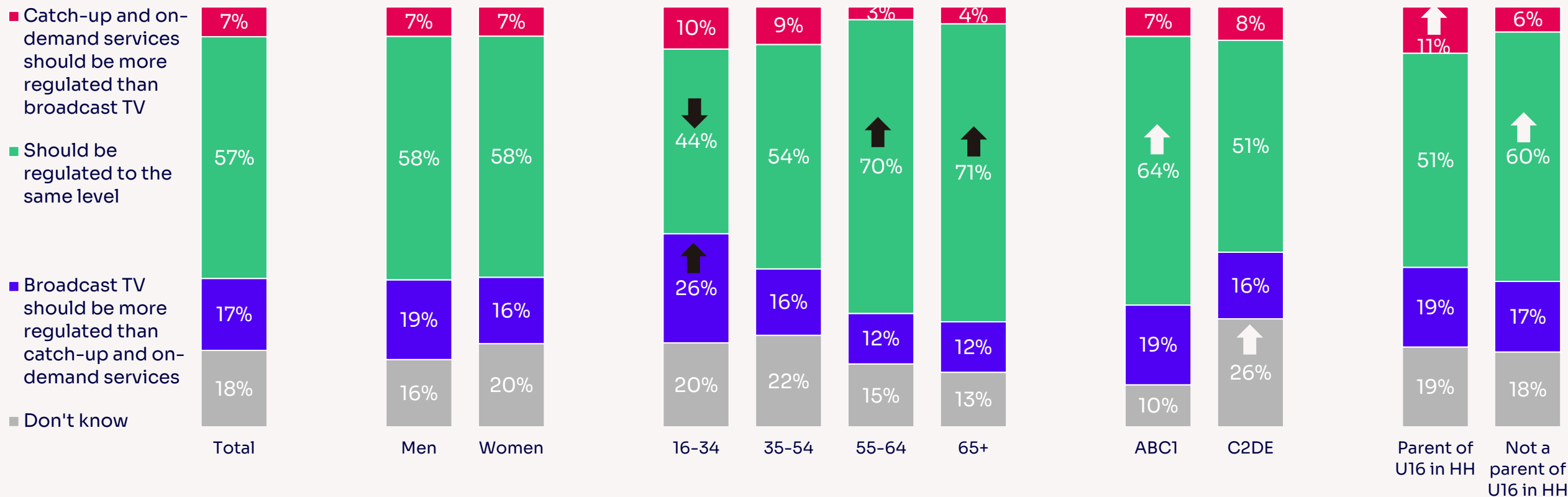
QC26. How do you feel about rules for services like Netflix, Disney+ or Amazon Prime about what they can and can't show? (SINGLE CODE). Base: Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months who say there are or there are not rules for these services 2022 (651) and 2024 (699)

QC27. Still thinking about services like Netflix, Disney+ or Amazon Prime. Which one of these do you think best applies? (SINGLE CODE). Base: Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months 2022 (967) and 2024 (973). ABC1 (529), C2DE (441). Coloured text boxes show significant difference (95% level) between comparable subgroups.

ADULTS

Just under three in five adults believe that broadcast and on-demand services should be regulated to the same level.

Opinion on equivalence of regulation of broadcast and catch-up/ on-demand services: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 - Adults

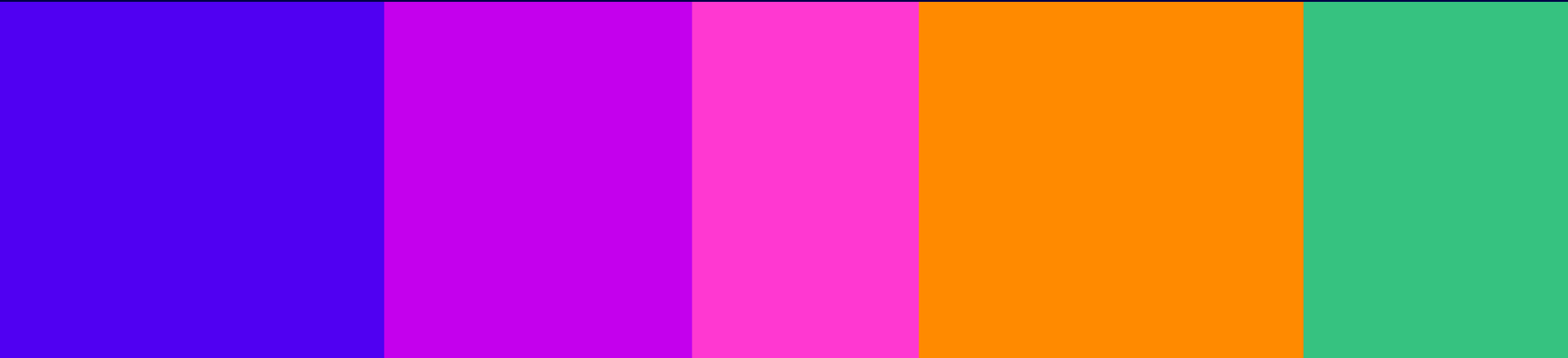
QM2. At the moment, what can be shown on broadcast TV – so channels like BBC or ITV – is more regulated than what can be shown on catch-up and on-demand services like ITVX, Netflix or Amazon Prime Video. How do you feel about this difference? (SINGLE CODE)

Base: All respondents aged 16+ 2022 (2,407) and 2024 (2,036), Men (1,009), Women (1,004), 16-34 (546), 35-54 (642), 55-64 (360), 65+ (488), ABC1 (1,044), C2DE (960), Parents of an under-16 in household (532), Not a parent of under-16 in household (1,498).

Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

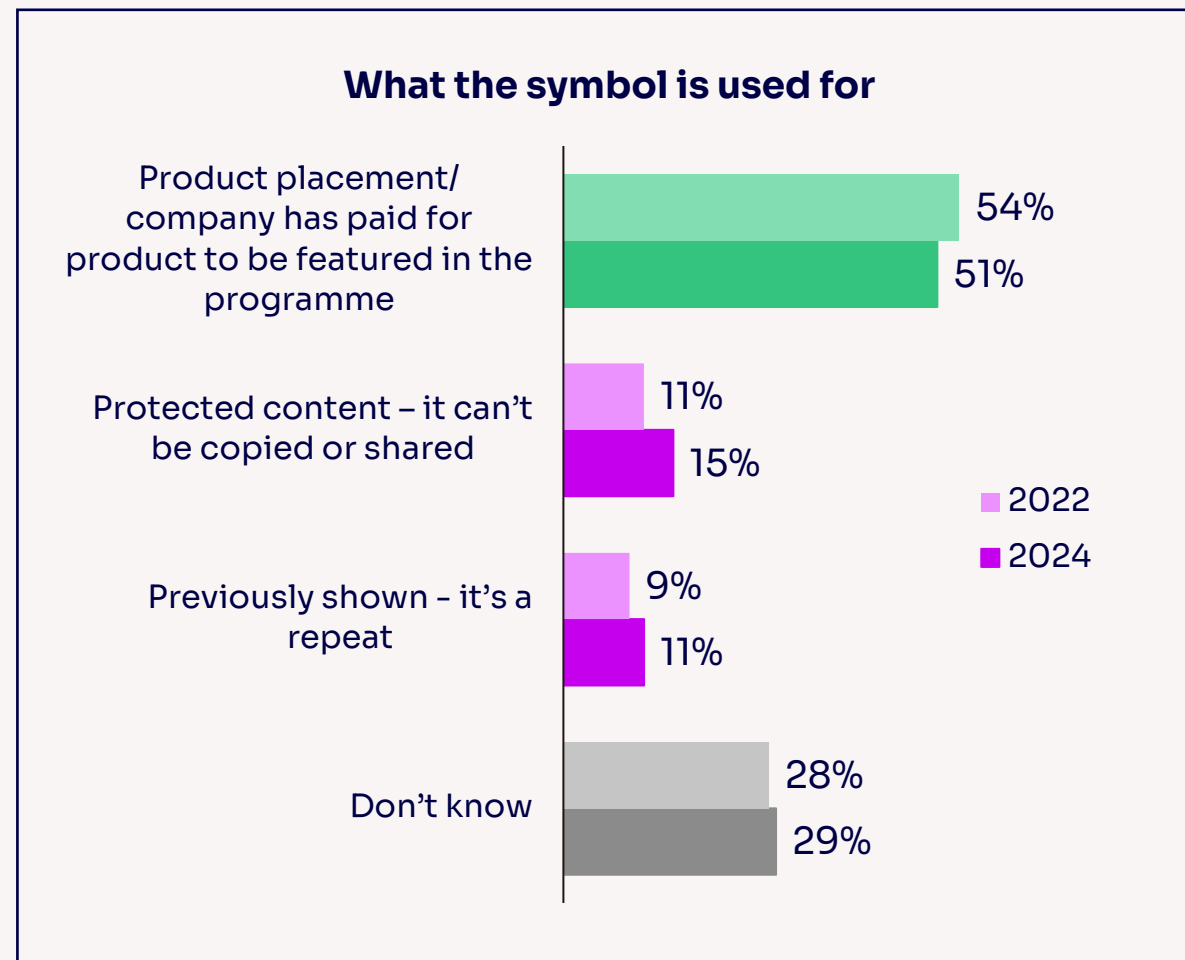
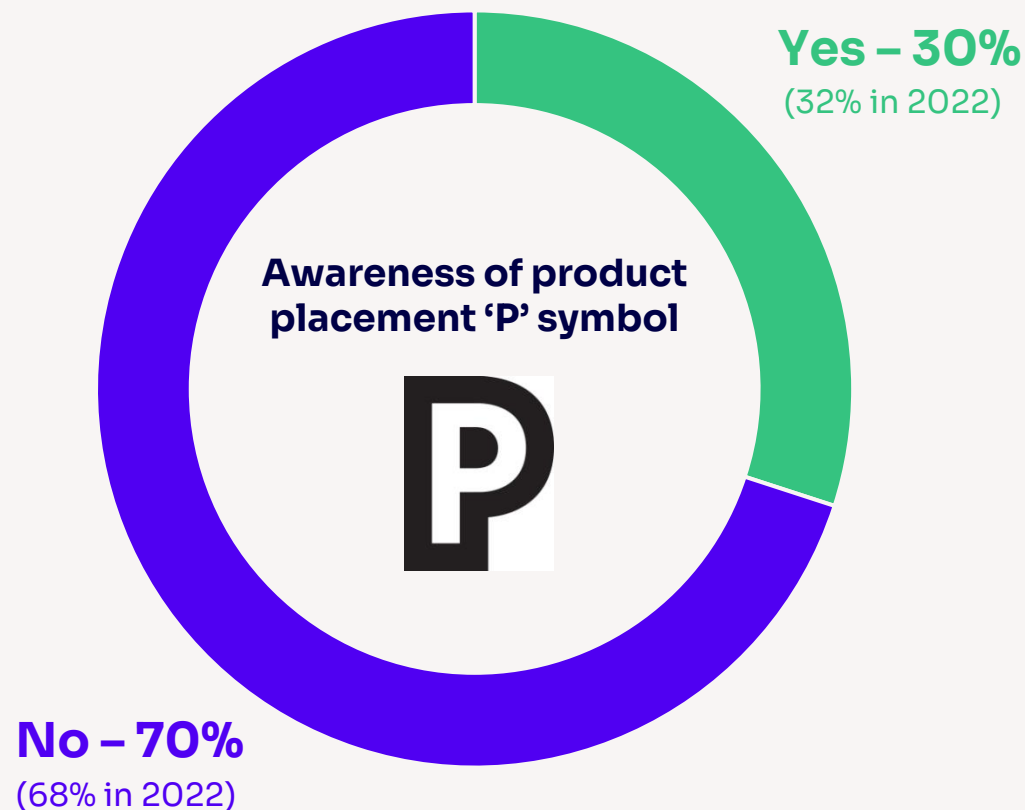
Section 7.

Awareness of product placement, programme sponsorship and trailers on TV



ADULTS

Three in ten broadcast TV viewers claimed to have seen the product placement “P” symbol before, with over half correctly identifying its use.



Source: Cross Platform Media Tracker 2024 – Adults

QC1. SHOW PRODUCT PLACEMENT 'P' SYMBOL. Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break? (SINGLE CODE) Base: Those who have watched any live broadcast TV in the last 12 months 2022 (2,219) and 2024 (1,866).

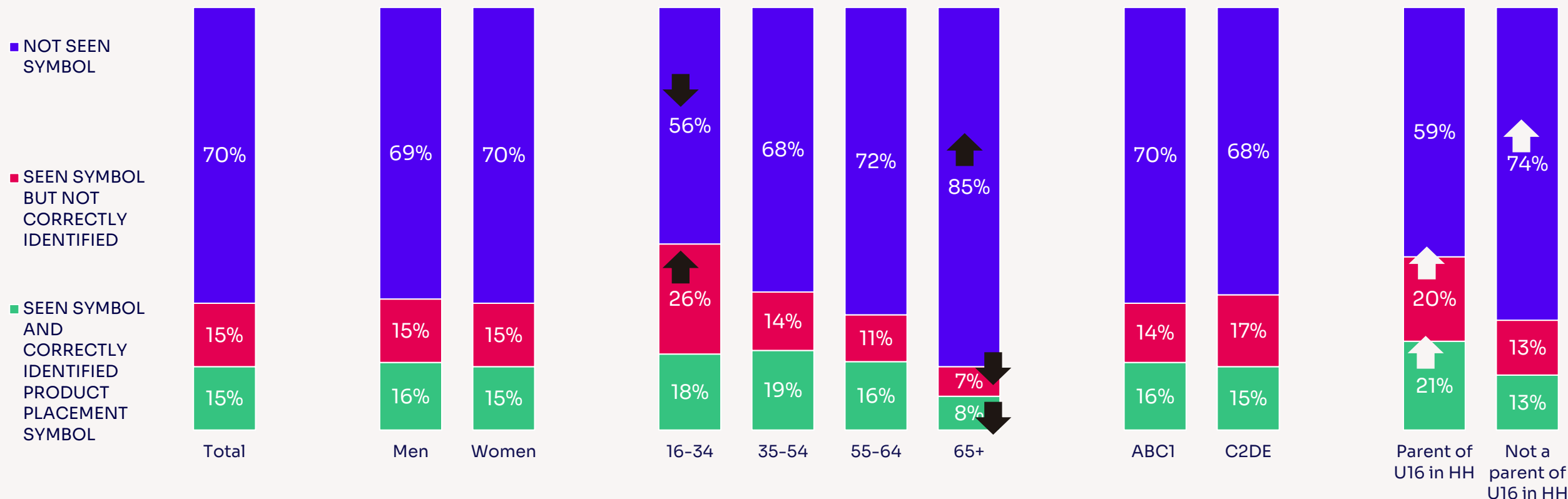
QC2. Do you know what this symbol is used for? (MULTI CODE) Base: Those who have ever noticed the “P” symbol 2022 (701) and 2024 (558).

No significant difference (99% level) between 2022 and 2024.

ADULTS

Around one in seven broadcast TV viewers have seen and can correctly identify the product placement 'P' symbol – falling to under one in ten of the oldest viewers (aged 65+).

Awareness of product placement symbol: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 – Adults

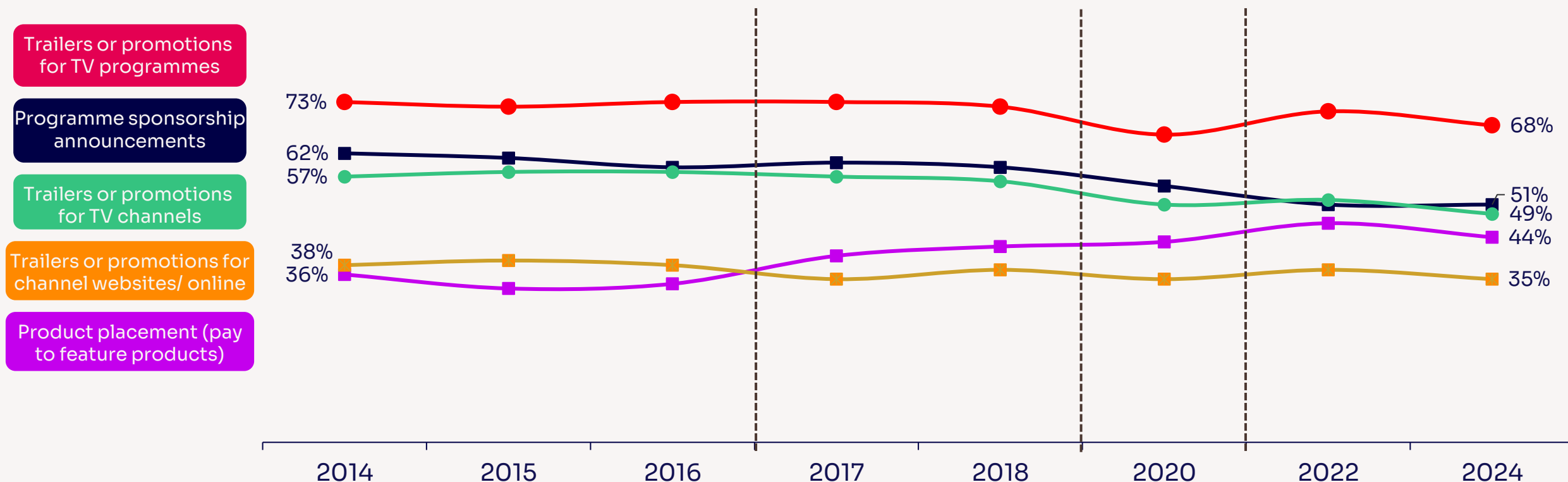
QC1. SHOW PRODUCT PLACEMENT 'P' SYMBOL. Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break? (SINGLE CODE)/ QC2. Do you know what this symbol is used for? (MULTI CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2022 (2,219) and 2024 (1,866), Men (938), Women (931), 16-34 (469), 35-54 (577), 55-64 (342), 65+ (478), ABC1 (970), C2DE (871), Parents of an under-16 (475), Non-parents (1,386). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

ADULTS

While around seven in ten broadcast TV viewers are aware of trailers for TV programmes – half or fewer are aware of other types of promotions on broadcast TV.

Awareness of promotions on broadcast TV: historical view



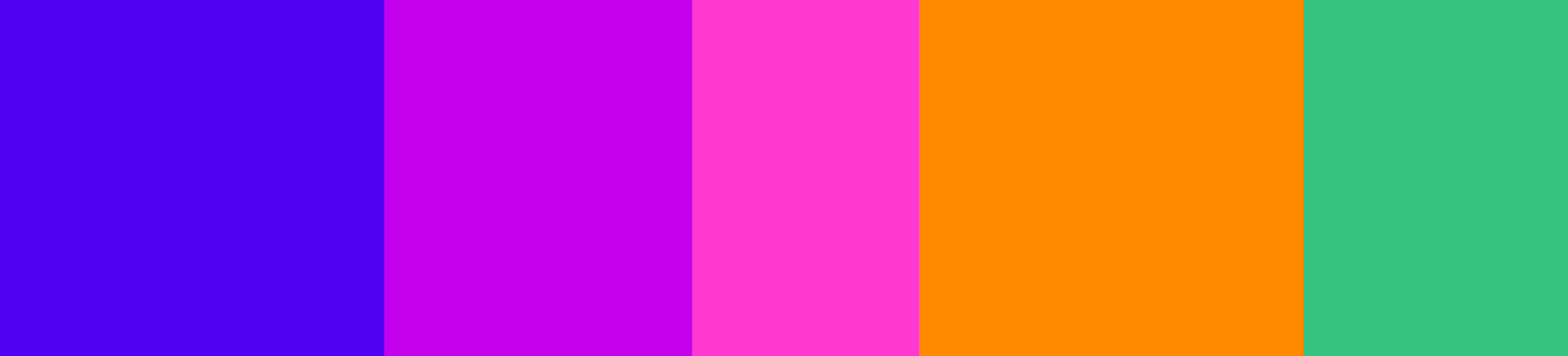
Source: Cross Platform Media Tracker 2024 - Adults

QC3. Which of the following, if any, are you aware of on television? (MULTI CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2022 (2,219) and 2024 (1,866). Note: Base 2015–2020 All with working TV sets. Dashed line to show where survey method changed. No significant difference (99% level) between 2022 and 2024

Section 8.

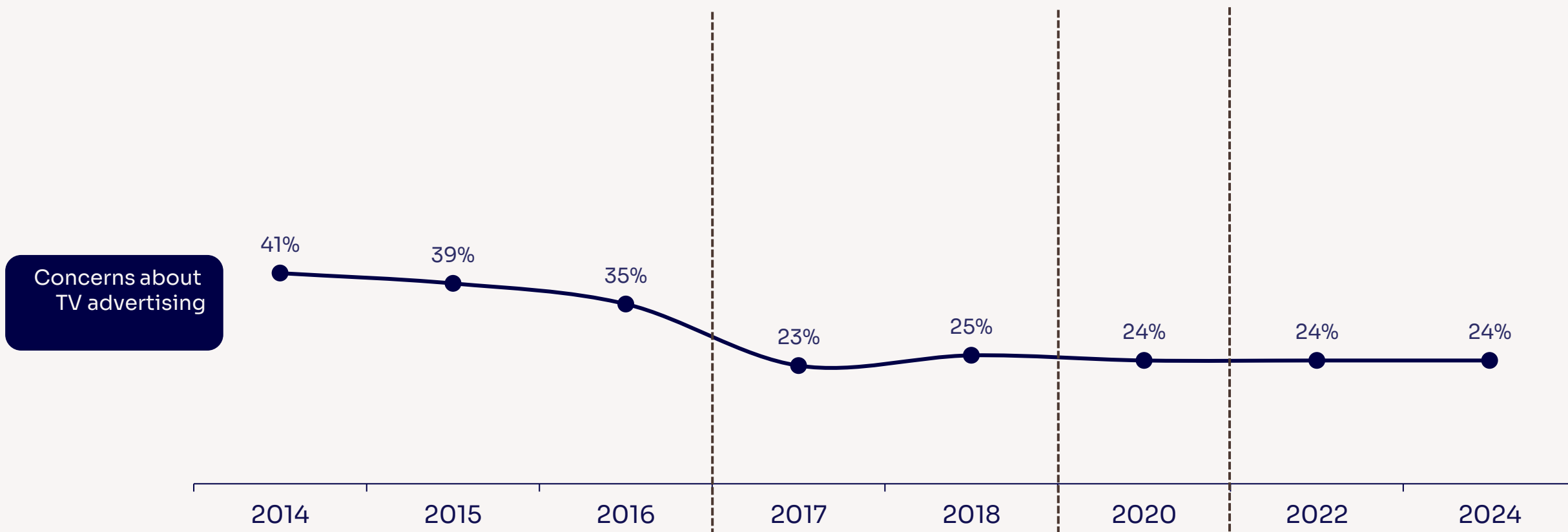
Concerns about TV advertising



ADULTS

Around a quarter of broadcast TV viewers say they have any concerns about advertising on TV, in line with previous years.

Any concerns about advertising on TV: historical view



Source: Cross Platform Media Tracker 2024 - Adults

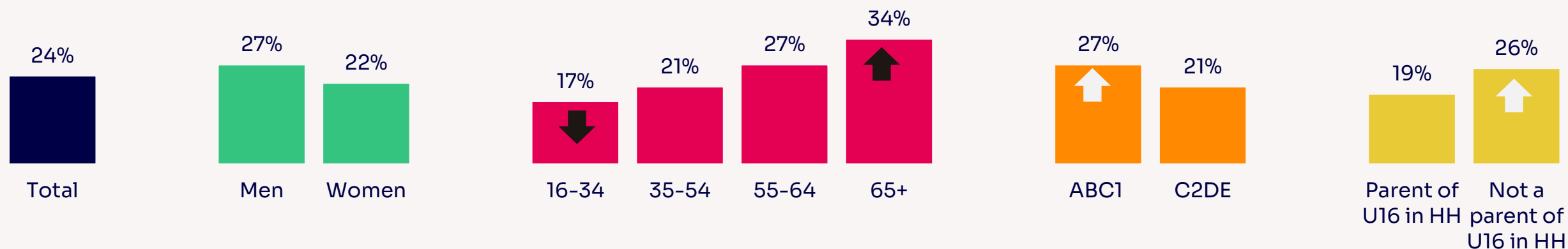
QC4. Do you have any concerns about advertising on television? (SINGLE CODE).

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2022 (2,219) and 2024 (1,866) No significant difference (99% level) between 2020 and 2022. Dashed line to show where survey method changed.

ADULTS

Older viewers (65+) are more likely to have concerns about advertising compared to the total. Those in social grade ABC1 are more likely to have concerns compared to C2DE.

Any concerns about advertising on TV: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 - Adults

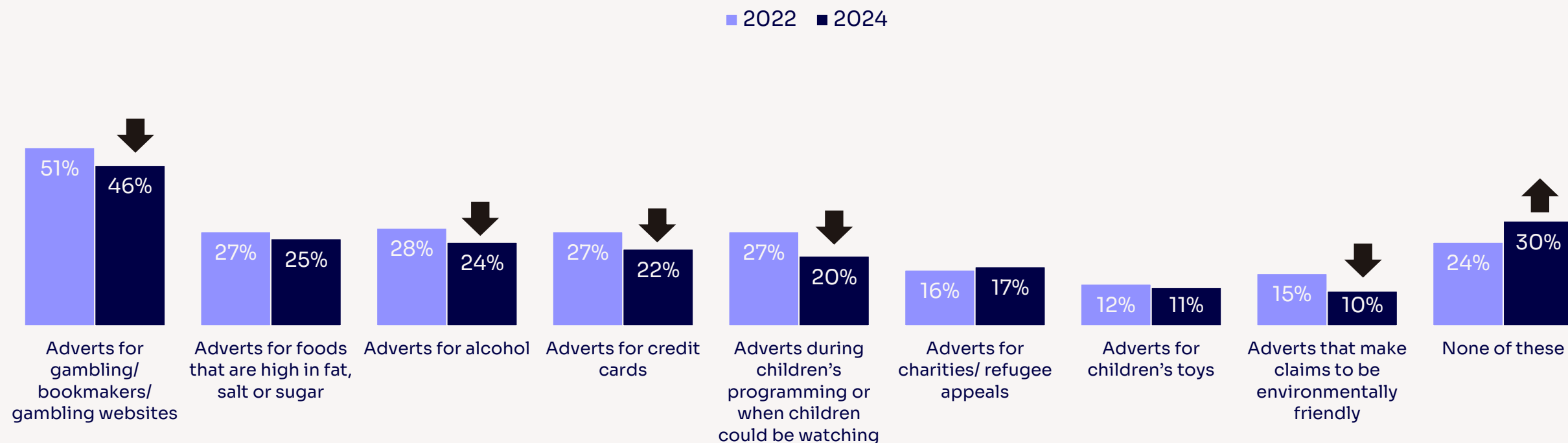
QC4. Do you have any concerns about advertising on television? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (1,866), Men (938), Women (913), 16-34 (469), 35-54 (577), 55-64 (342), 65+ (478), ABC1 (970), C2DE (871), Parents of an under-16 (475), Non-parents (1,386). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

ADULTS

Almost half of adult broadcast TV viewers are concerned about adverts relating to gambling, but this has fallen since 2022.

Types of TV advertising that cause concern



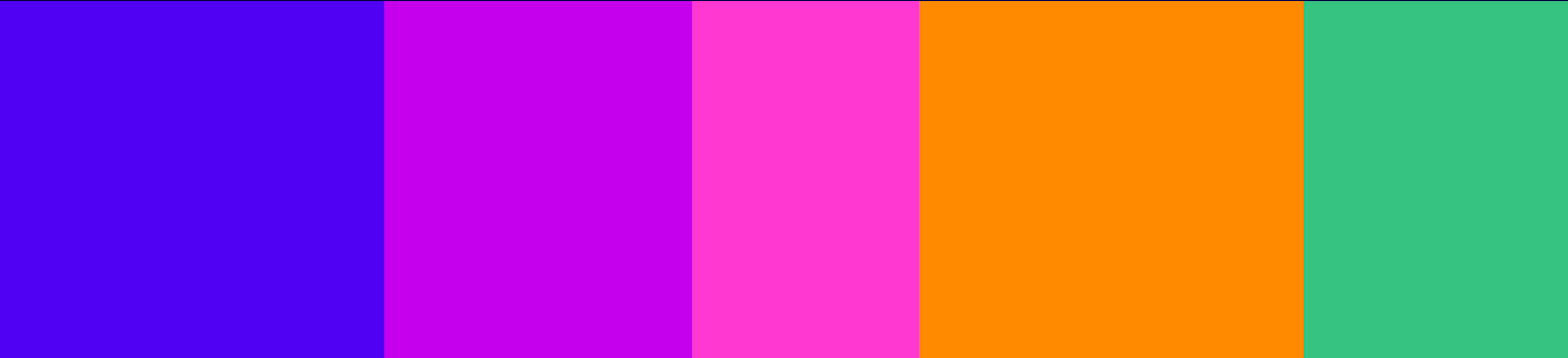
Source: Cross Platform Media Tracker 2024 - Adults

QC6. Do you have any concerns about any of these types of advertising on television? Please include any you may have already mentioned. (MULTI CODE). Code removed from 2022 for adverts for e-cigarettes and vaping and adverts offering compensation in no win no fee deals.

Base: Those who have watched any live broadcast TV in the last 12 months 2022 (2,219) and 2024 (1,866). Black arrows shows significance testing at 99% between 2022 and 2024.

Section 9.

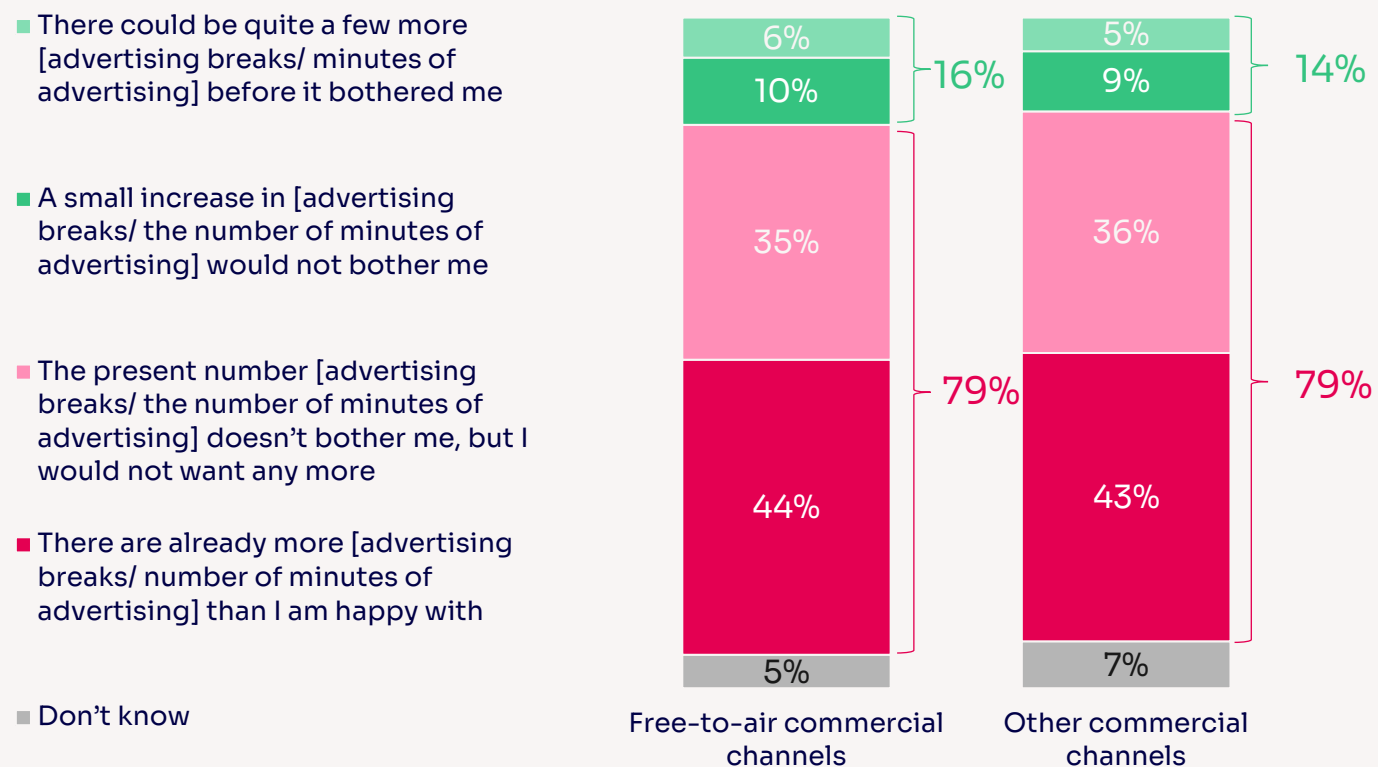
Opinions on frequency of advertising minutes and breaks



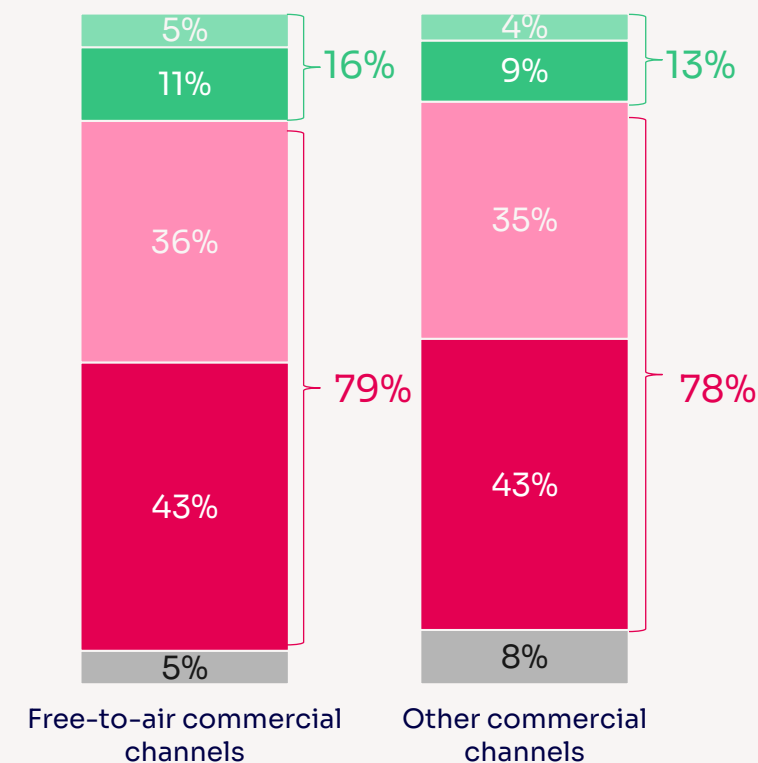
ADULTS

There is little variation on opinions towards frequency of ad breaks and amount of ad minutes among viewers.

Frequency of TV advertising breaks



Amount of TV advertising minutes



Source: Cross Platform Media Tracker 2024 - Adults

QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels (SINGLE CODE).

QC13. And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels?

QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels? (SINGLE CODE)

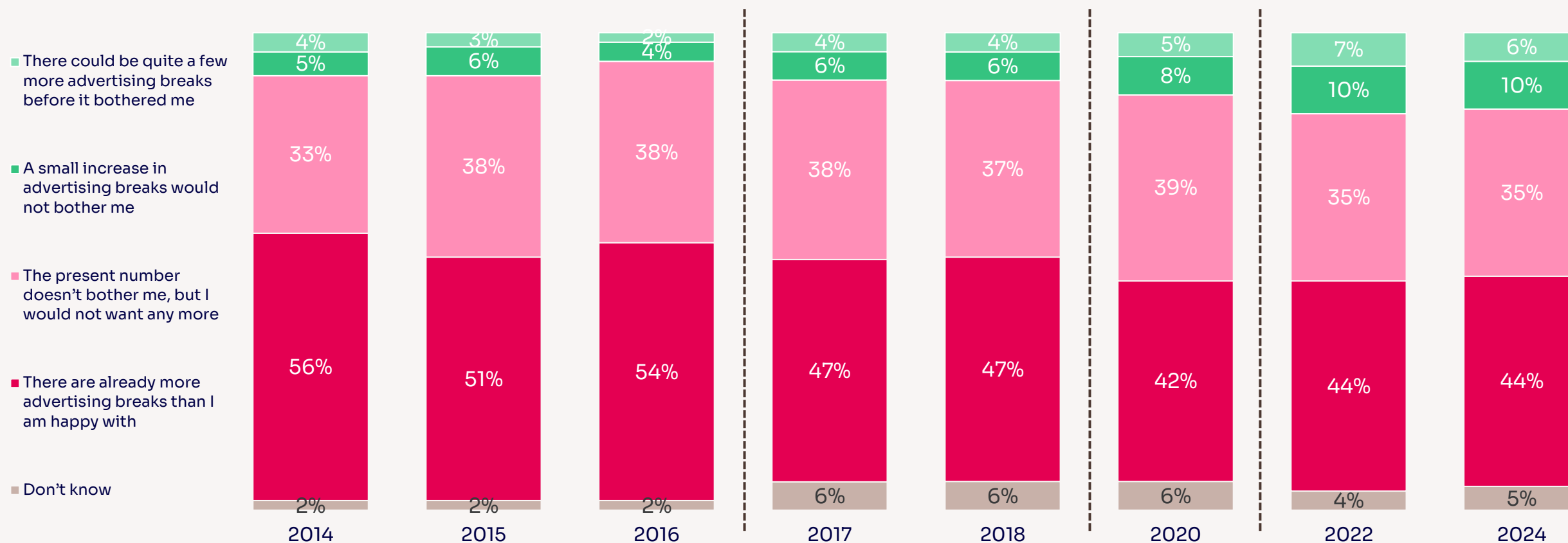
QC15. And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels?

Base for all questions: Those who have watched any live broadcast TV in the last 12 months (1,866)

ADULTS

There has been a gradual shift over time towards more tolerance of an increase in advertising breaks on free-to-air channels.

Opinion on frequency of advertising breaks on free-to-air commercial TV channels: historical view



Source: Cross Platform Media Tracker 2024 - Adults

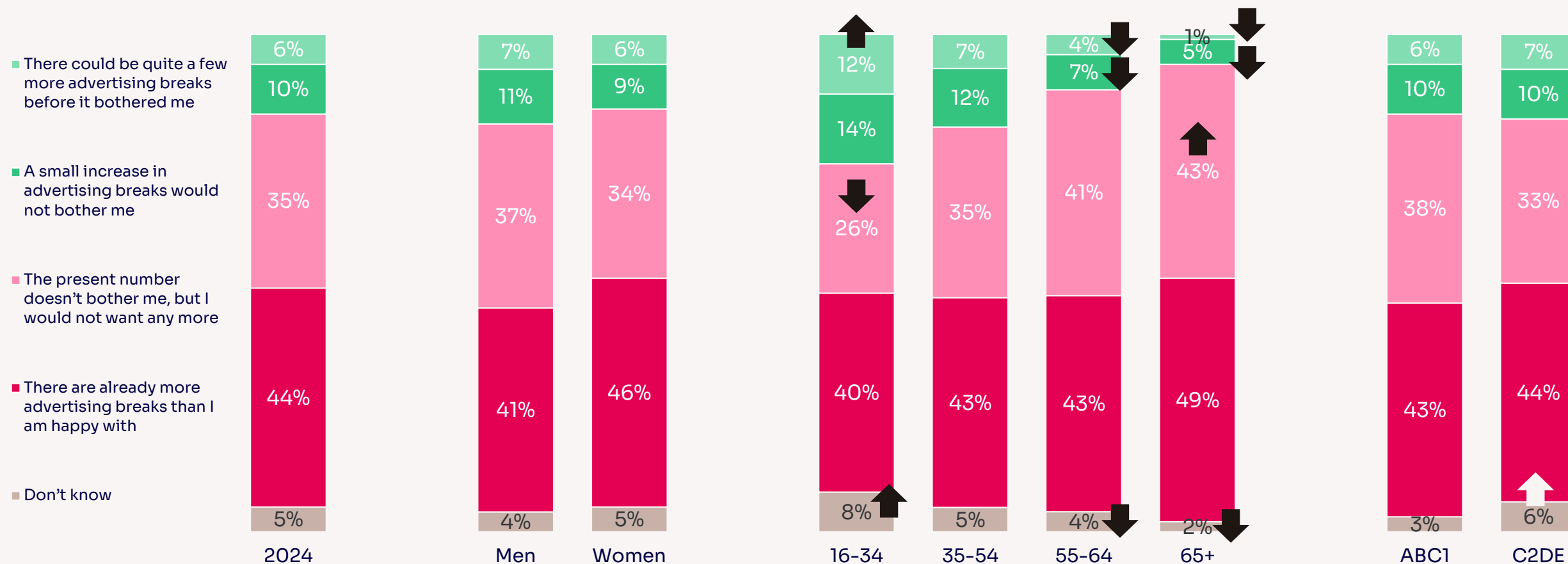
QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5 (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2022 (2,219) and 2024 (1,866). No significant difference (99% level) between 2022 and 2024. Dashed line to show where survey method changed

ADULTS

However, older viewers (aged 55+) are less likely to be accepting of an increase in breaks on free-to-air commercial TV channels.

Opinion on frequency of advertising breaks on free-to-air commercial TV channels: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 - Adults

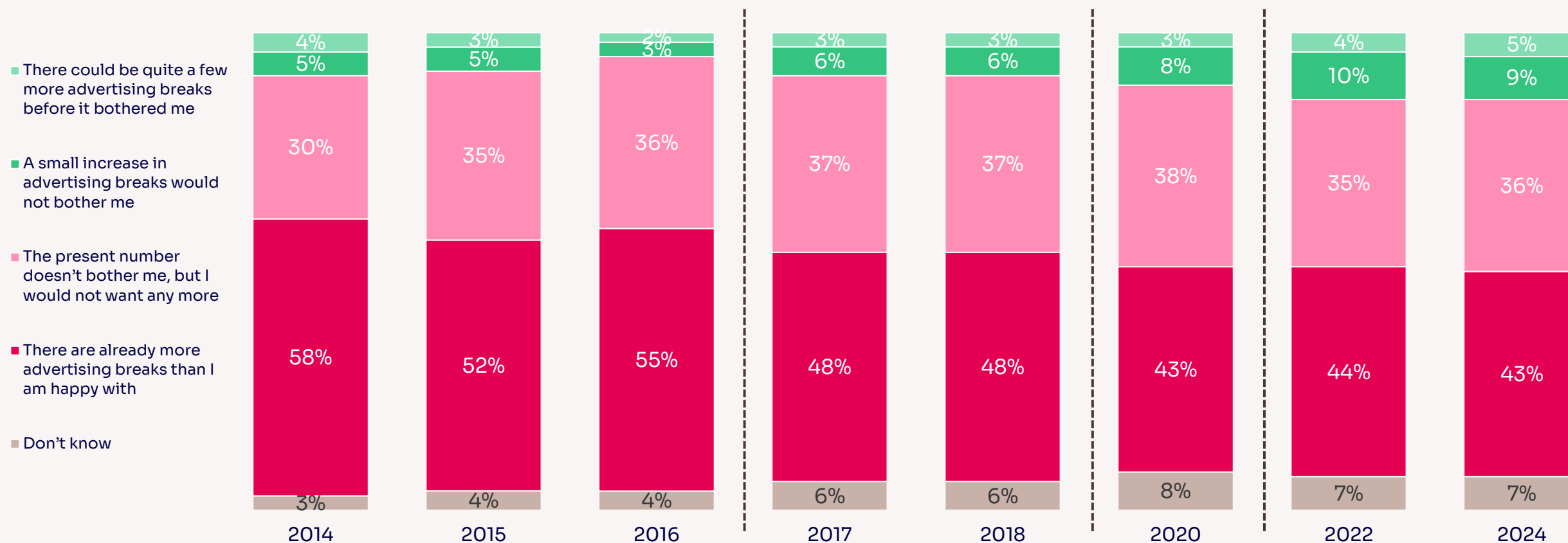
QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5 (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2024 (1,866), Men (938), Women (913), 16-34 (469), 35-54 (577), 55-64 (342), 65+ (478), ABC1 (970), C2DE (871). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

ADULTS

Likewise, there has been a gradual shift towards tolerance of more advertising breaks on other commercial TV channels.

Opinion on frequency of advertising breaks on other commercial TV channels: historical view



Source: Cross Platform Media Tracker 2024 - Adults

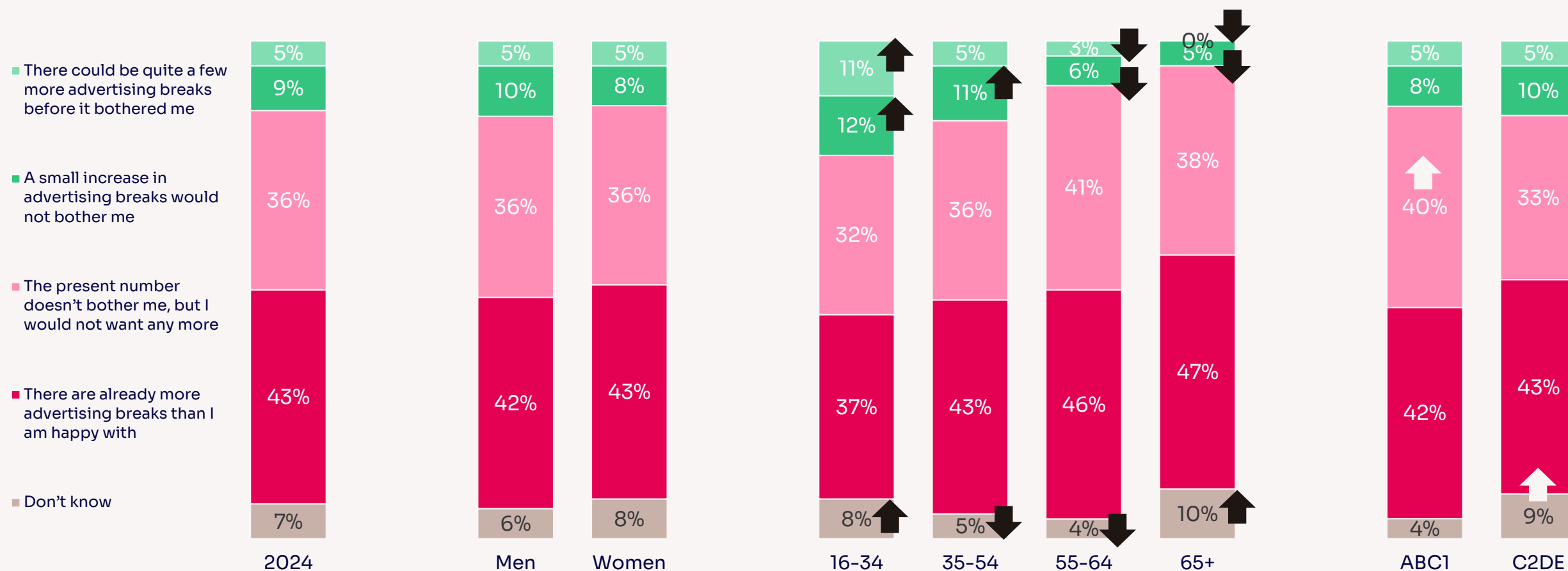
QC13. And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky Atlantic.

Base: Those who have watched any live broadcast TV in the last 12 months: 2022 (2,219) and 2024 (1,866) No significant difference (99% level) between 2022 and 2024. Dashed line to show where survey method changed

ADULTS

However, older viewers (55+) are less likely to be accepting of an increase in advertising breaks on other commercial TV channels.

Opinion on frequency of advertising breaks on other commercial TV channels: 2024 by subgroup



Source: Cross Platform Media Tracker 2024 - Adults

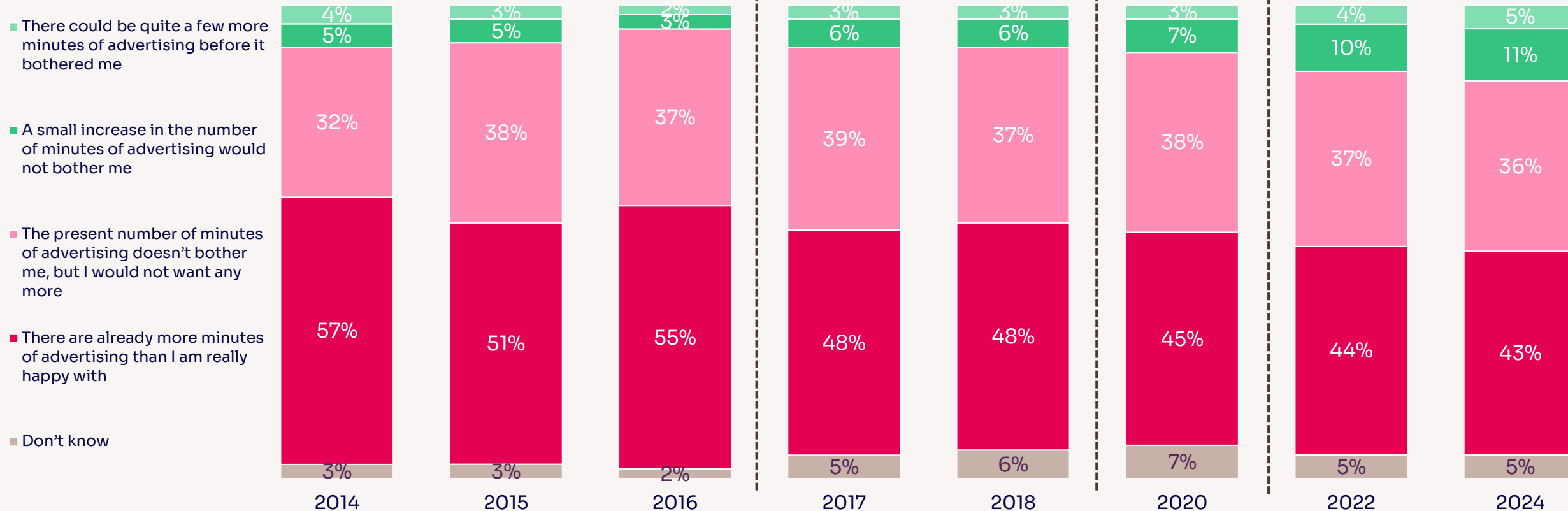
QC13. And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky Atlantic.

Base: Those who have watched any live broadcast TV in the last 12 months 2024 (1,866) Men (938), Women (913), 16-34 (469), 35-54 (577), 55-64 (342), 65+ (478), ABC1 (970), C2DE (871) Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

ADULTS

There has also been a gradual shift over time towards more tolerance of an increase in the amount of advertising minutes on free-to-air commercial TV channels.

Opinion on amount of TV advertising minutes on free-to-air commercial TV channels: historical view



Source: Cross Platform Media Tracker 2024 - Adults

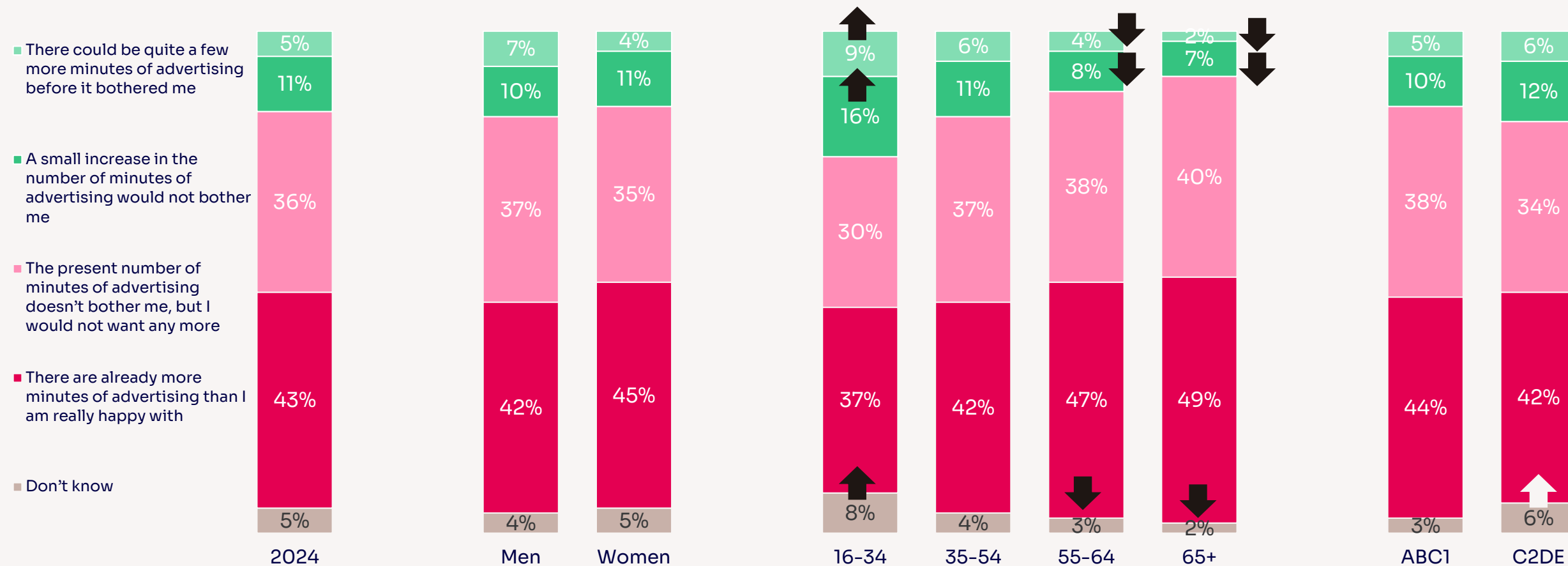
QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2022 (2,219) and 2024 (1,866). No significant difference (99% level) between 2022 and 2024. Dashed line to show where survey method changed

ADULTS

However, older viewers (aged 55+) are less likely to be accepting of an increase in advertising minutes on free-to-air commercial TV channels.

Opinion on amount of TV advertising minutes on free-to-air commercial TV channels: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 - Adults

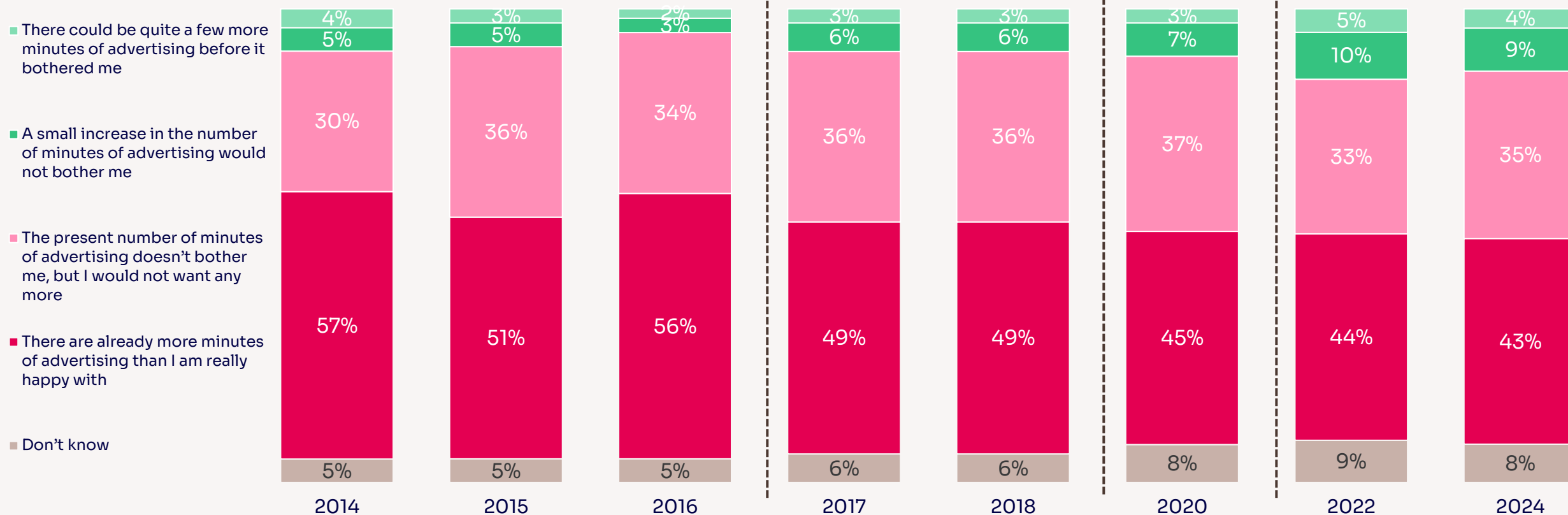
QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2024 (1,866), Men (938), Women (913), 16-34 (469), 35-54 (577), 55-64 (342), 65+ (478), ABC1 (970), C2DE (871) Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

ADULTS

There has also been a gradual shift over time towards more tolerance of an increase in the amount of advertising minutes on other commercial channels.

Opinion on amount of TV advertising minutes on other commercial TV channels: historical view



Source: Cross Platform Media Tracker 2024 - Adults

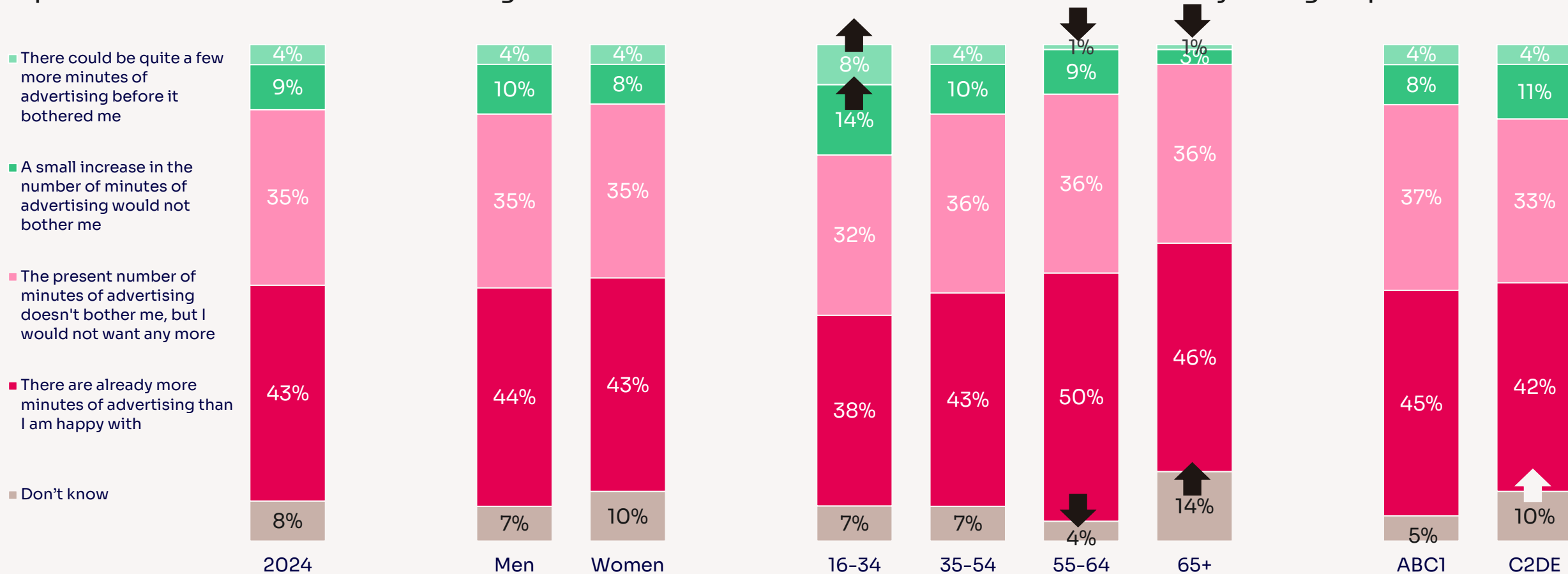
QC15. And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels? 'Other commercial channels' are all the other channels with adverts - for example, ITV2, E4, More4, Sky Atlantic, The Discovery Channel, MTV.

Base: Those who have watched any live broadcast TV in the last 12 months: 2022 (2,219) and 2024 (1,866) No significant difference (99% level) between 2022 and 2024. Dashed line to show where survey method changed

ADULTS

However, older viewers (aged 65+) are less likely to be accepting of an increase in advertising minutes on other commercial TV channels, and more likely to say they don't know.

Opinion on amount of TV advertising minutes on other commercial TV channels : 2024 by sub-group



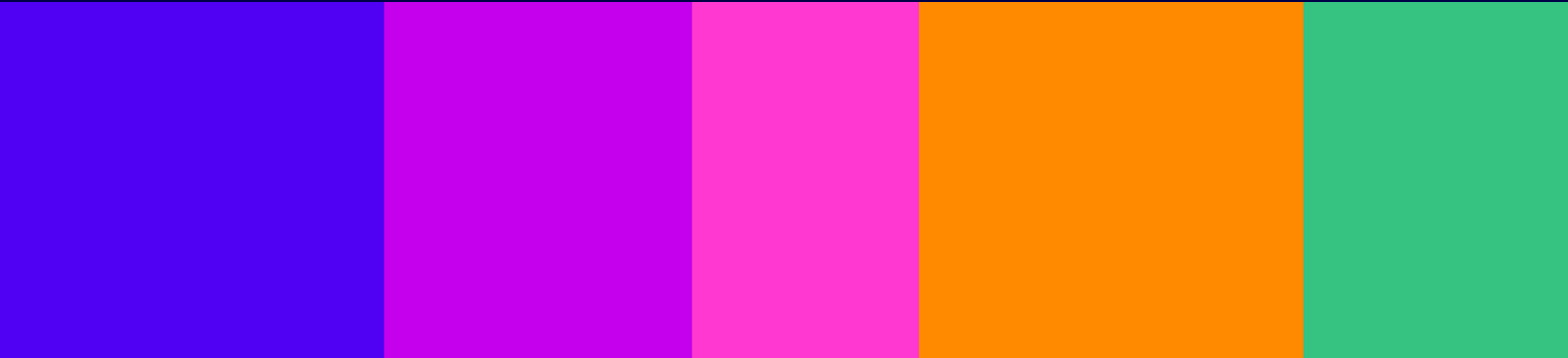
Source: Cross Platform Media Tracker 2024 - Adults

QC15. And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels? 'Other commercial channels' are all the other channels with adverts - for example, ITV2, E4, More4, Sky Atlantic, The Discovery Channel, MTV.

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months 2024 (1,866), Men (938), Women (913), 16-34 (469), 35-54 (577), 55-64 (342), 65+ (478), ABC1 (970), C2DE (871) Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

Section 10.

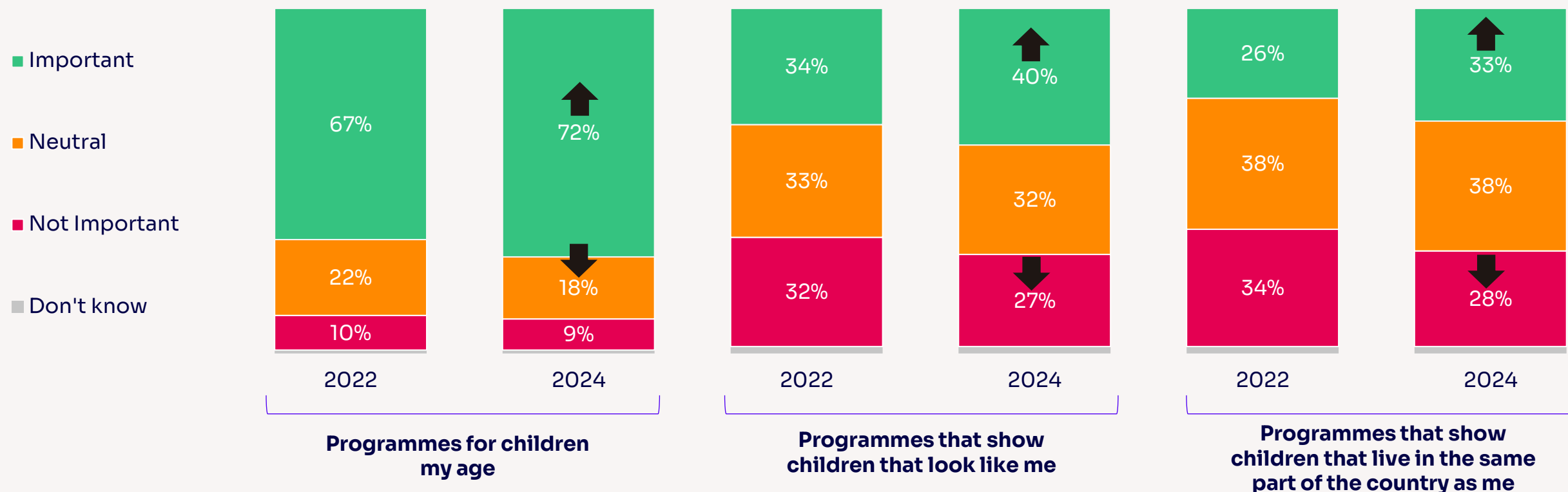
Attitudes towards TV services among Teens



Teens

Compared to 2022, there has been increases among teens who feel it is important there are programmes for children their age, that show children that look like them and children that live in the same part of the country as them.

Importance of representation in TV programmes



Source: Cross Platform Media Tracker 2024 - Teens aged 12-15

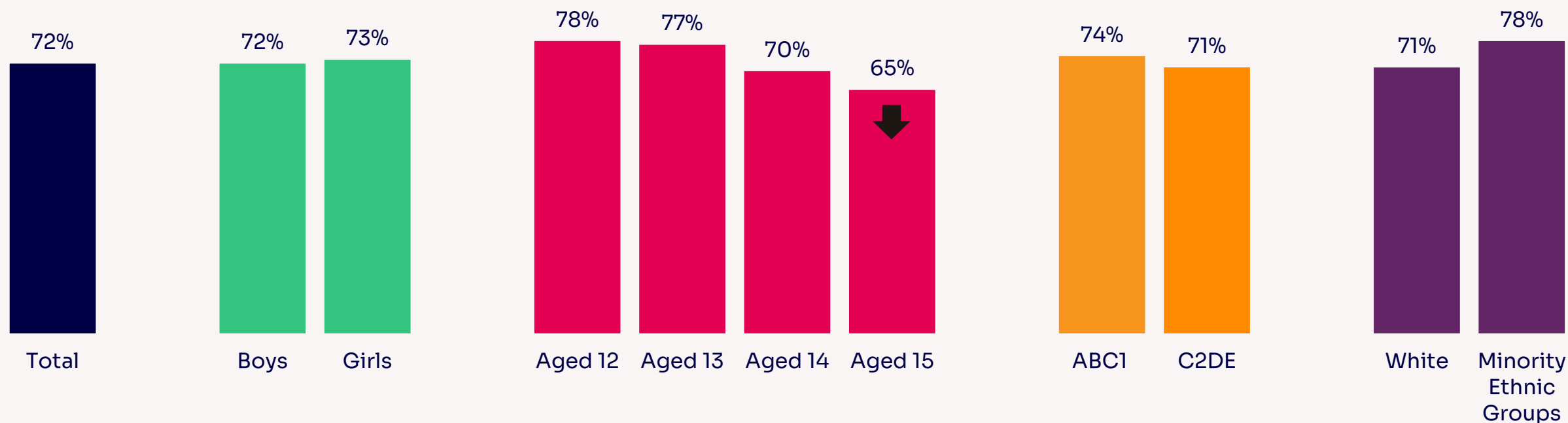
QC6A-C. Thinking about all the TV programmes you watch. How important is it that there are...

Base: All respondents aged 12-15 2022 (1,000) and 2024 (1,000). Black arrows show significant difference at 95% confidence interval, 2022 compared to 2024.

Teens

Over seven in ten teens feel it is important that there are programmes for children their age, however, the oldest teens are less likely to say it is important, compared to the total.

Importance of representation in TV programmes – There are programmes for children my age: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 – Teens aged 12–15

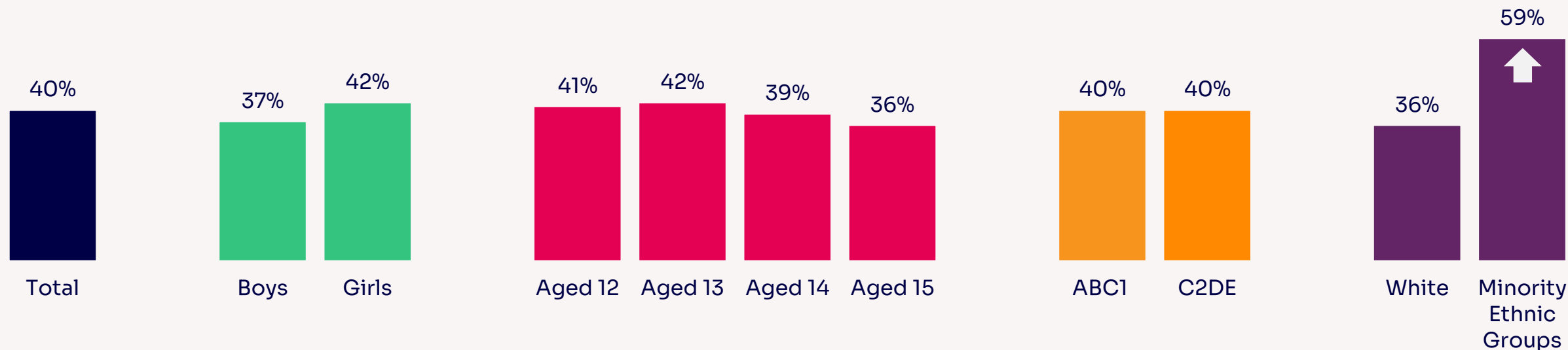
QC6A. Thinking about all the TV programmes you watch. How important is it that there are... Programmes for children my age

Base: All children aged 12–15 (1,000), Boys (506), Girls (494), aged 12 (250), aged 13 (250), aged 14 (251), aged 15 (249), ABC1 (539), C2DE (458), White (828), EMG (169). Significance testing applied at 95% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

Teens

Teens from minority ethnic groups are more likely than those from white ethnic groups to say it is important that programmes show children that look like them.

Importance of representation in TV programmes – There are programmes that show children that look like me: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 – Teens aged 12-15

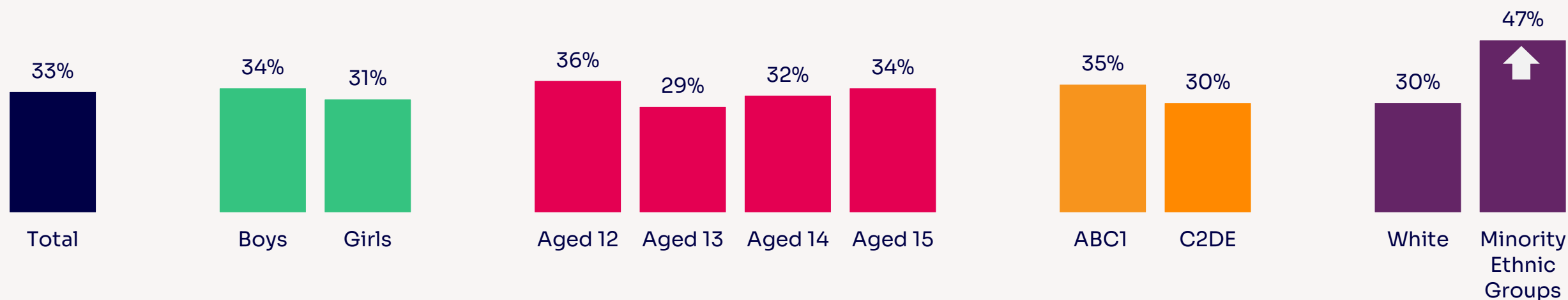
QC6B. Thinking about all the TV programmes you watch. How important is it that there are... Programmes that show children that look like me

Base: All children aged 12-15 (1,000), Boys (506), Girls (494), aged 12 (250), aged 13 (250), aged 14 (251), aged 15 (249), ABC1 (539), C2DE (458), White (828), EMG (169). Significance testing applied at 95% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

Teens

Teens from minority ethnic groups are more likely than those from white ethnic groups to say it is important that programmes show children that live in the same part of the country as them.

Importance of representation in TV programmes – There are programmes that show children that live in the same part of the country as me: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 – Teens aged 12–15

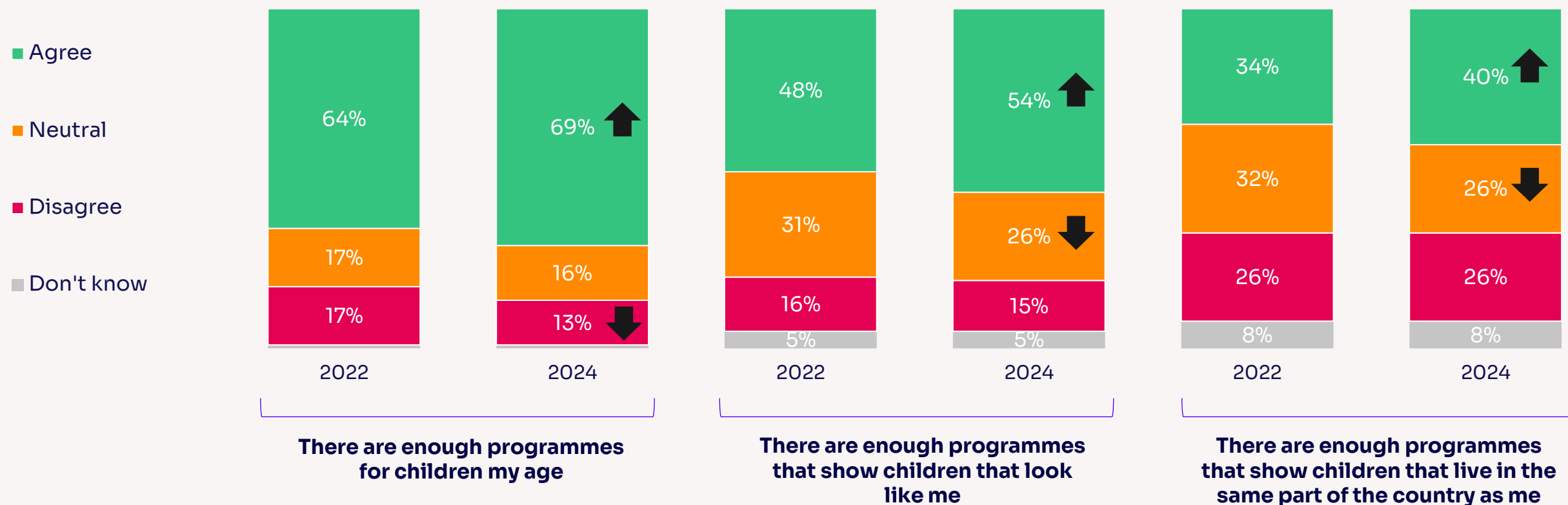
QC6C. Thinking about all the TV programmes you watch. How important is it that there are... Programmes that show children that live in the same part of the country as me? (SINGLE CODE)

Base: All children aged 12–15 (1,000), Boys (506), Girls (494), aged 12 (250), aged 13 (250), aged 14 (251), aged 15 (249), ABC1 (539), C2DE (458), White (828), EMG (169). Significance testing applied at 95% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

Teens

Compared to 2022, there has been increases in teens who agree SVoDs provide enough programmes for children their age, that show children that look like them and children that live in the same part of the country as them.

Agreement with representation in SVoD content



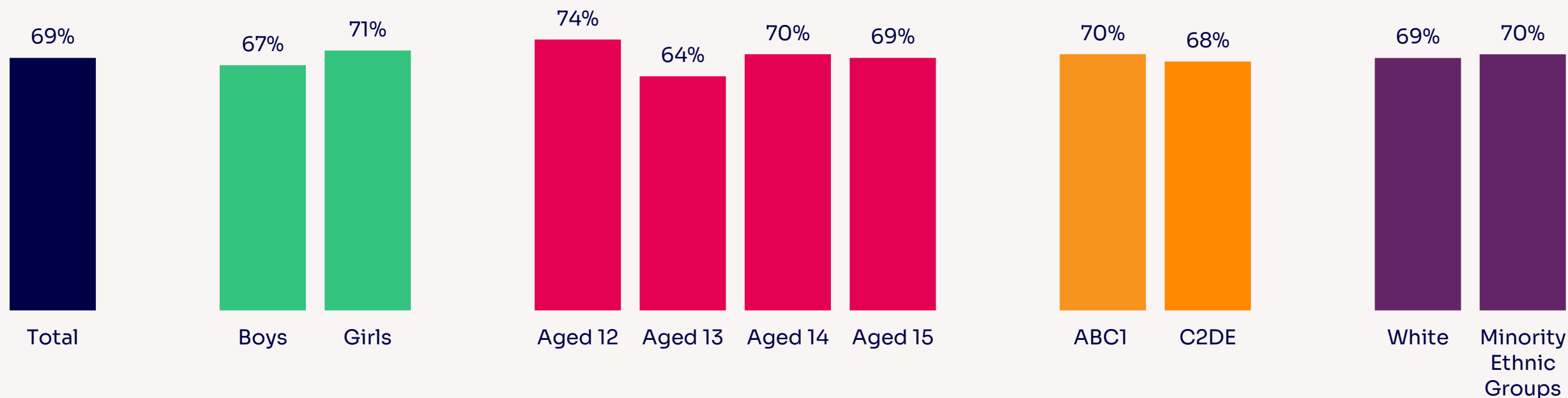
Source: Cross Platform Media Tracker 2024 - Teens aged 12-15

QC7A-C. Thinking now about what you might watch on services like Netflix, Disney+ or Amazon Prime. Do you agree or disagree with each of these

Base: Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months 2022 (967) and 2024 (973). Black arrows show significance testing applied at 95% confidence interval 2022 compared to 2024.

Around seven in ten teen SVoD viewers feel there are enough programmes for children their age.

Agreement with representation in SVoD content – There are enough programmes for children my age: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 – Teens aged 12-15

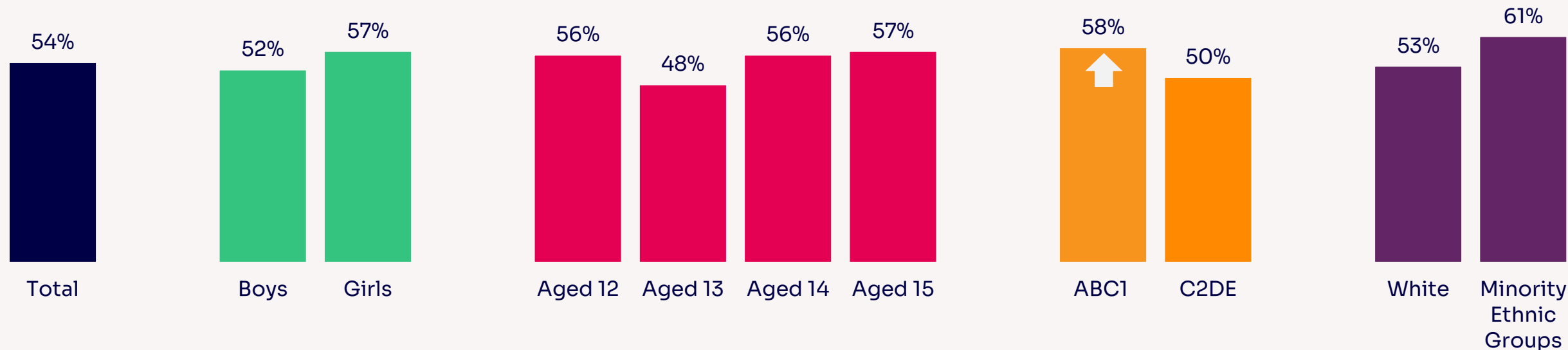
QC7A. Thinking now about what you might watch on services like Netflix, Disney+ or Amazon Prime. Do you agree or disagree... There are enough programmes for children my age.

Base: Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months (973), Boys (490), Girls (483), aged 12 (242), aged 13 (246), aged 14 (244), aged 15 (241), ABC1 (529), C2DE (441), White (810), EMG (160). No significant difference (95% level) between Boys and Girls, Age groups, ABC1 and C2DE groups and between White and EMG groups

Teens

Over half of SVoD teen viewers feel there are enough programmes that show children that look like them. Teens from ABC1 households are more likely to agree than those from C2DE.

Agreement with representation in SVoD content – There are enough programmes that show children that look like me: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 – Teens aged 12–15

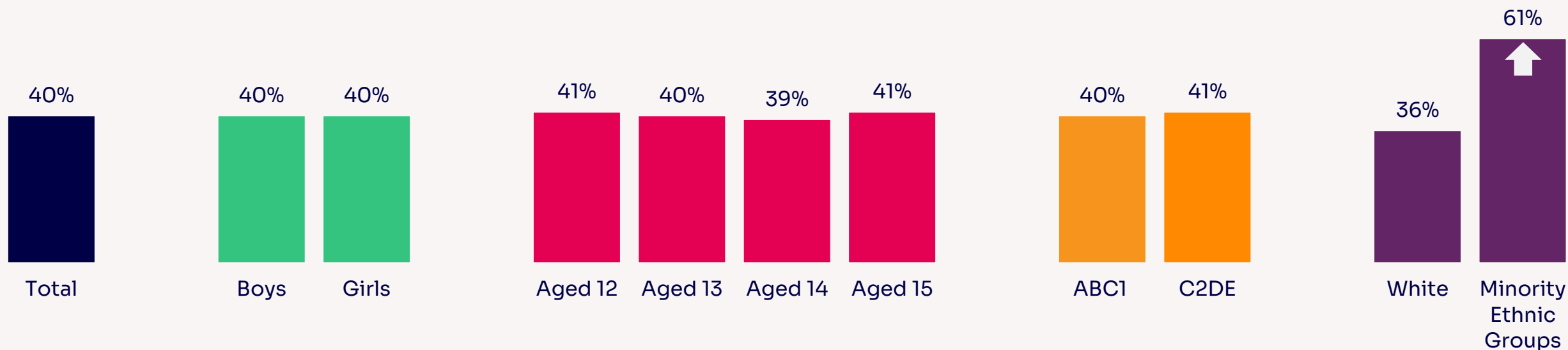
QC7B. Thinking now about what you might watch on services like Netflix, Disney+ or Amazon Prime. Do you agree or disagree with each of these: There are enough programmes that show children that look like me? (SINGLE CODE)

Base: Those aged 12–15 who have watched any subscription video on-demand services in the last 12 months (973), Boys (490), Girls (483), aged 12 (242), aged 13 (246), aged 14 (244), aged 15 (241), ABC1 (529), C2DE (441), White (810), EMG (160). Significance testing applied at 95% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

Teens

Two in five teen SVoD viewers feel there are enough programmes that show children living in the same part of the country as them. Teens from minority ethnic groups are more likely to agree than teens from white ethnic groups.

Agreement with representation in SVoD content – There are enough programmes that show children that live in the same part of the country as me: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 – Teens aged 12-15

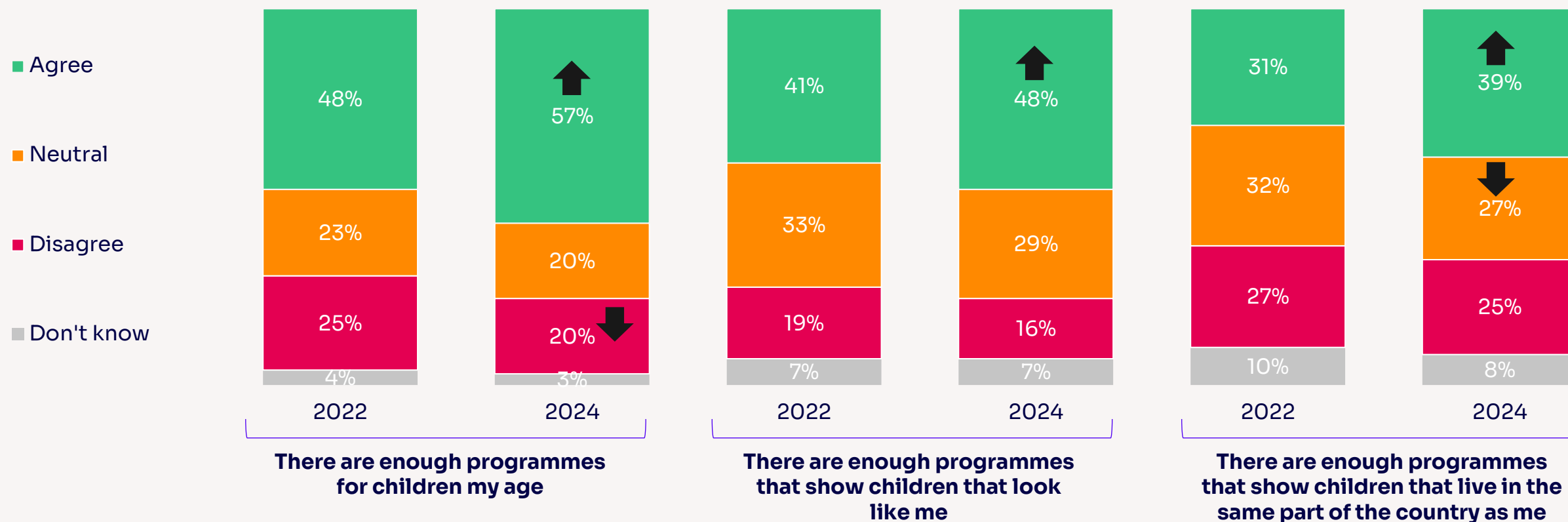
QC7C. Thinking now about what you might watch on services like Netflix, Disney+ or Amazon Prime. Do you agree or disagree with each of these: There are enough programmes that show children that live in the same part of the country as me? (SINGLE CODE).

Base: Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months (973), Boys (490), Girls (483), aged 12 (242), aged 13 (246), aged 14 (244), aged 15 (241), ABC1 (529), C2DE (441), White (810), EMG (160). Significance testing applied at 95% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

Teens

Compared to 2022, there has been increases in teens who agree PSBs and their on-demand platforms provide enough programmes for children their age, that show children that look like them and children that live in the same part of the country as them.

Agreement with representation in Broadcast and BVoD content



Source: Cross Platform Media Tracker 2024 – Teens aged 12-15

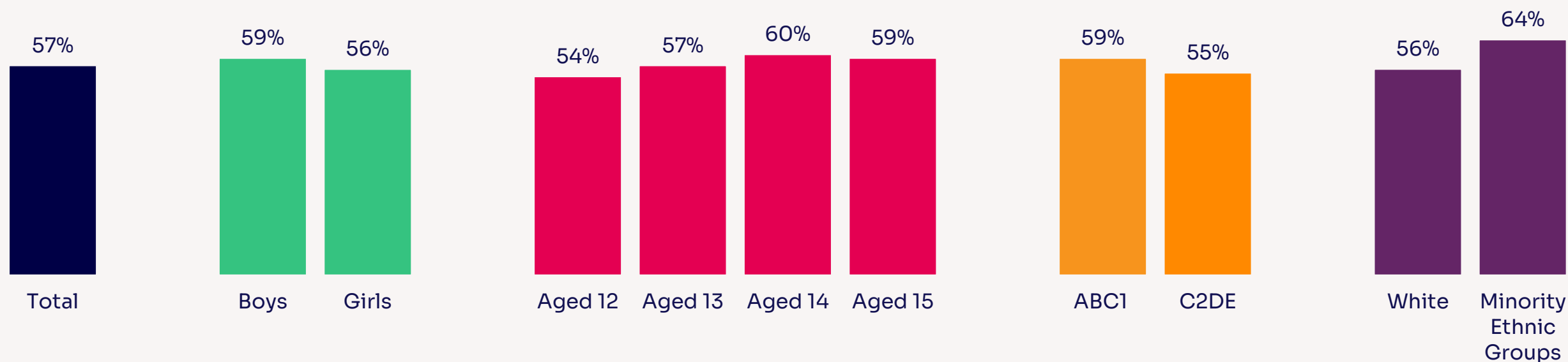
QC8A-C. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITVX, Channel 4 streaming service or My5. Do you agree or disagree with each of these: (SINGLE CODE)

Base: Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months 2022 (827) and 2024 (842). Significance testing applied at 95% confidence interval 2022 compared to 2024

Teens

Almost three in five teen broadcast/ BVoD viewers feel there are enough programmes for children their age.

Agreement with representation in Broadcast and BVoD content – There are enough programmes for children my age: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 – Teens aged 12-15

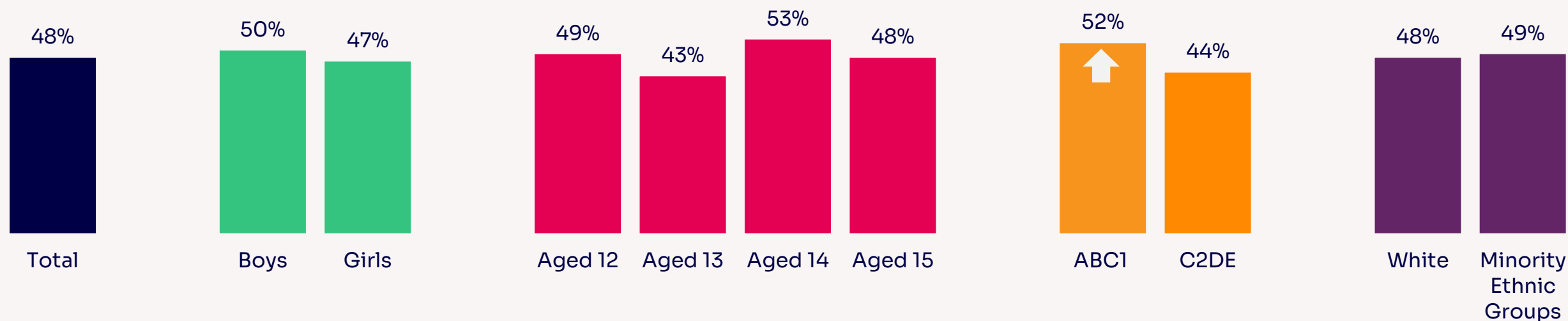
QC8A. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITVX, Channel 4 streaming service or My5. Do you agree or disagree with each of these: There are enough programmes for children my age? (SINGLE CODE)

Base: Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months (842), Boys (420), Girls (422), aged 12 (207), aged 13 (206), aged 14 (207), aged 15 (222), ABC1 (481), C2DE (358), White (699), EMG (140) No significant difference (95% level) between Boys and Girls, Age groups, ABC1 and C2DE groups and between White and EMG groups

Teens

Around half of teen broadcast/ BVoD viewers feel there are enough programmes that show children that look like them, with those living in ABC1 households are more likely to agree.

Agreement with representation in Broadcast and BVoD content – There are enough programmes that show children that look like me: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 – Teens aged 12-15

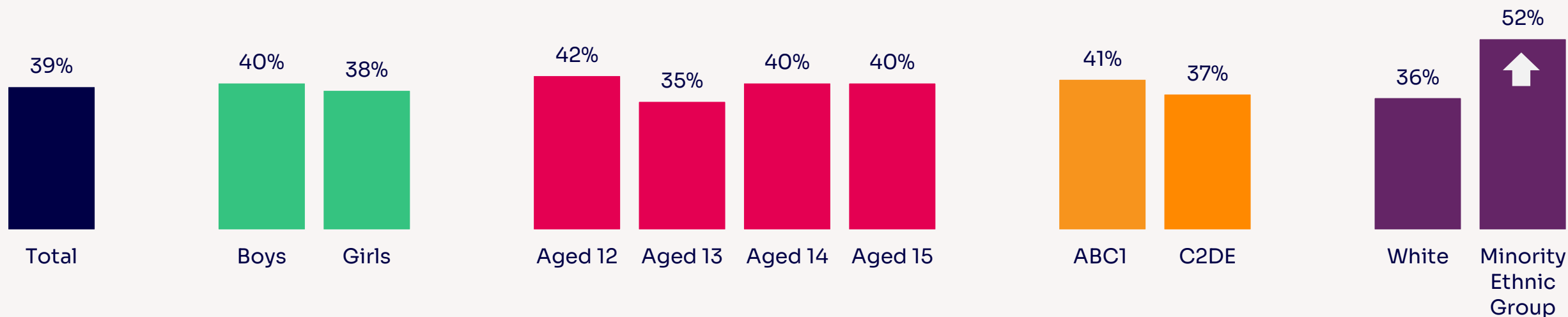
QC8B. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITVX, Channel 4 streaming service or My5. Do you agree or disagree with each of these: There are enough programmes that show children that look like me? (SINGLE CODE)

Base: Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months (842), Boys (420), Girls (422), aged 12 (207), aged 13 (206), aged 14 (207), aged 15 (222), ABC1 (481), C2DE (358), White (699), EMG (140) Significance testing applied at 95% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

Teens

Around two in five teen broadcast/ BVoD viewers feel there are enough programmes that show children living in the same part of the country as them. Teens from minority ethnic groups are more likely to agree than teens from white ethnic groups.

Agreement with representation in Broadcast and BVoD content – There are enough programmes that show children that live in the same part of the country as me: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 – Teens aged 12-15

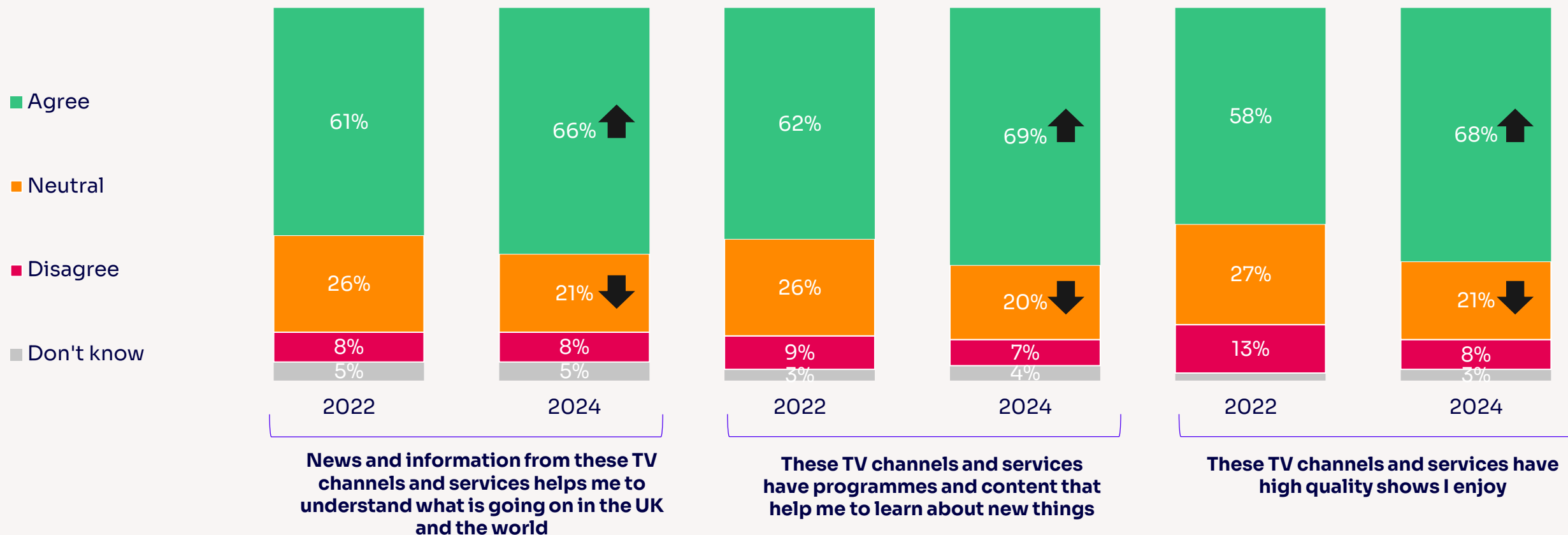
QC8C. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITVX, Channel 4 streaming service or My5. Do you agree or disagree with each of these: There are enough programmes that show children that live in the same part of the country as me? (SINGLE CODE)

Base: Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months (842), Boys (420), Girls (422), aged 12 (207), aged 13 (206), aged 14 (207), aged 15 (222), ABC1 (481), C2DE (358), White (699), EMG (140) Significance testing applied at 95% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

Teens

Compared to 2022, there has been increases in teens who agree PSBs and their on-demand services provide news and information, content that helps them learn about new things and high quality shows they enjoy.

Agreement with provision of information, education and entertainment from broadcast/ BVoD services



Source: Cross Platform Media Tracker 2024 – Teens aged 12-15

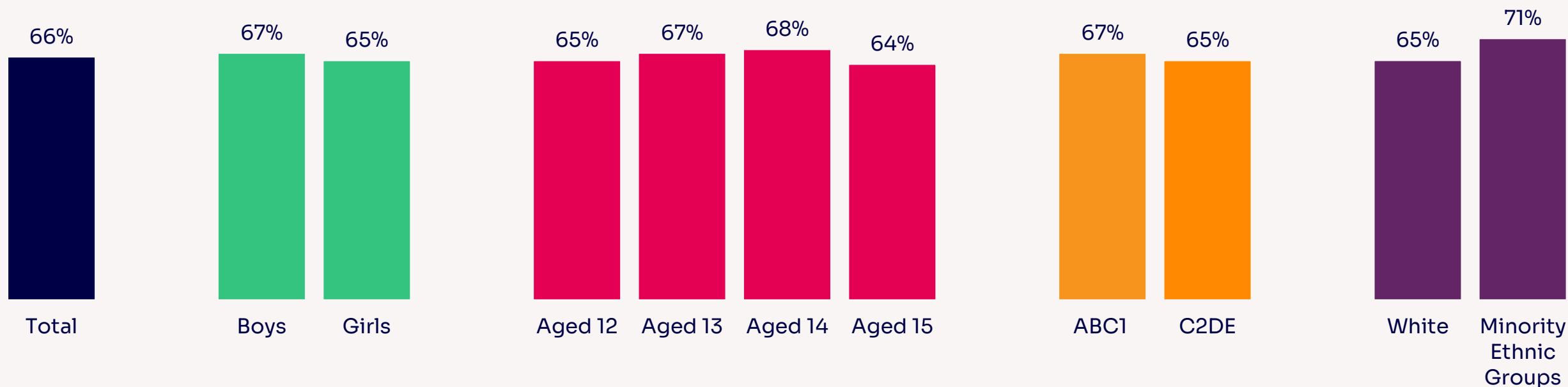
QC9A-C. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITVX, Channel 4 streaming service or My5. Do you agree or disagree with each of these? (SINGLE CODE)

Base: Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months 2022 (827) and 2024 (842). Significance testing applied at 95% confidence interval 2022 compared to 2024

Teens

Two thirds of teen broadcast/ BVoD viewers agree the services are informative, no particular group is more or less likely to agree.

Agreement with provision from Broadcast and BVoD content – News and information from these TV channels and services helps me to understand what is going on in the UK and the world: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 – Teens aged 12-15

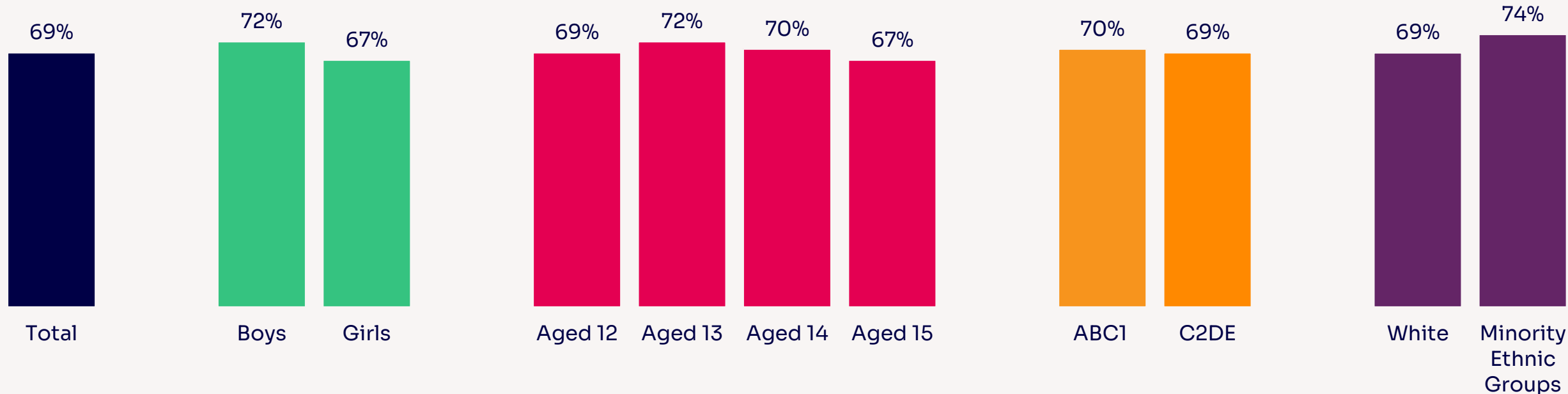
QC9A. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITVX, Channel 4 streaming service or My5. Do you agree or disagree with each of these: News and information from these TV channels and services helps me to understand what is going on in the UK and the world? (SINGLE CODE)

Base: Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months (842), Boys (420), Girls (422), aged 12 (207), aged 13 (206), aged 14 (207), aged 15 (222), ABC1 (481), C2DE (358), White (699), Minority Ethnic Groups (140) No significant difference (95% level) between Boys and Girls, Age groups, ABC1 and C2DE groups and between White and Minority Ethnic Groups.

Teens

Seven in ten teen broadcast/ BVoD viewers agree the services are educational, no particular group is more or less likely to agree.

Agreement with provision from Broadcast and BVoD content – These TV channels and services have programmes and content that help me to learn about new things: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 – Teens aged 12-15

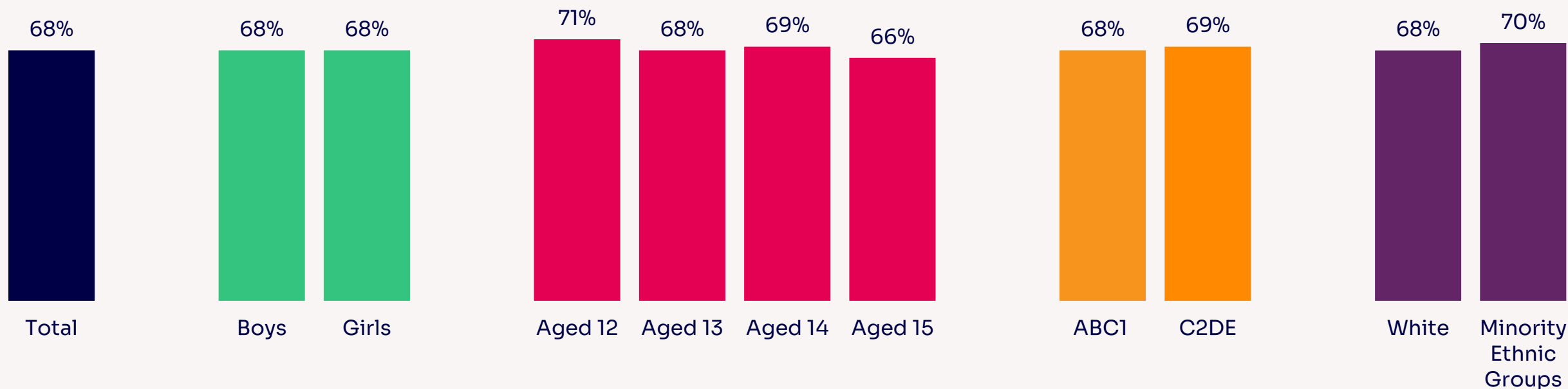
QC9B. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITVX, Channel 4 streaming service or My5. Do you agree or disagree with each of these: These TV channels and services have programmes and content that help me to learn about new things? (SINGLE CODE)

Base: Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months (842), Boys (420), Girls (422), aged 12 (207), aged 13 (206), aged 14 (207), aged 15 (222), ABC1 (481), C2DE (358), White (699), EMG (140). No significant difference (95% level) between Boys and Girls, Age groups, ABC1 and C2DE groups and between White and Minority Ethnic Groups.

Teens

Seven in ten teen broadcast/ BVoD viewers agree that TV channels and services have high quality shows they enjoy, no particular group is more or less likely to agree.

Agreement with provision from Broadcast and BVoD content – These TV channels and services have high quality shows I enjoy: 2024 by sub-group



Source: Cross Platform Media Tracker 2024 – Teens aged 12-15

QC9C. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITVX, Channel 4 streaming service or My5. Do you agree or disagree with each of these: These TV channels and services have high quality shows I enjoy? (SINGLE CODE)

Base: Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months (842), Boys (420), Girls (422), aged 12 (207), aged 13 (206), aged 14 (207), aged 15 (222), ABC1 (481), C2DE (358), White (699), EMG (140) No significant difference (95% level) between Boys and Girls, Age groups, ABC1 and C2DE groups and between White and Minority Ethnic Groups.