

RESEARCH & INTELLIGENCE

Cross Platform Media Tracker

Produced by: Critical Research

Fieldwork: 2022

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Background and objectives

The Ofcom Broadcasting Code outlines the rules by which programmes broadcast on television and radio in the UK must abide, requiring broadcasters to ensure they are compliant with the code. The code covers standards in programmes, sponsorship, product placements in television programmes, fairness and privacy.

Main research objectives for the **Adults (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 consumers have about potentially harmful or inappropriate content within TV and radio programmes; including offensive language, violent content and sexual content, as well as views on the watershed
- To understand awareness of regulation within radio and TV and whether consumers feel the current levels of regulation are appropriate
- To explore awareness of advertising and product placement on TV and whether consumers have any concerns
- New objectives for 2022 are to uncover experiences of harm and offence when viewing Broadcast Video on Demand (BVoD) or Subscription Video on Demand (SVoD) content, and to explore perceptions of regulation on these platforms

The main research objectives for the **Teens (aged 12-15) Tracker** are:

- To understand teens' media activities and the devices they use to consume content
- To uncover any concerns teens have about potentially harmful or inappropriate content within TV and online
- To understand awareness of regulation within radio and TV and whether teens feel the current levels of regulation are appropriate

Adults aged 16+



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

Sample and methodology

- 2,407 interviews – 1,186 panel and 1,221 from a postal approach
- Target quotas set on nation, age and gender (interlocking), SEG
- Two waves of interviewing in May-June & October-November 2022
- Significance testing applied at 99% confidence interval, identifying differences against total (black arrows) and comparable subgroups (white arrows).

*Changes in methodology due to Covid and impact on trend data

Prior to 2020 this research was conducted 50% face-to-face and 50% online. In 2020, due to the impact of Covid a mixed method approach was used - combining online, face-to-face (up until March 2020) and telephone.

We might expect some differences due to these **changes in method**. While data in this chart pack is shown for previous years when relevant, **direct comparisons should be considered indicative only**.

Teens (aged 12-15)



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

Sample and methodology

- 1,000 interviews conducted using online panels with children and young people aged 12-15
- Target quotas set on nation, age and gender (interlocking)
- Two waves of online interviewing were conducted in June and October 2022
- Parental permission obtained as well as consent from the child in order for children to be interviewed
- Significance testing applied at 95% confidence interval, identifying differences against comparable subgroups (white arrows).

*Changes in survey design and impact on trend data

A survey with 12-15s was conducted in 2020. Changing viewing habits, particularly among children and young people, meant that significant changes to the questionnaire were made for the 2022 research.

As a result no direct comparisons are made to this previous data.

Summary of main findings (1 of 3)

EXPERIENCE OF OFFENSIVE CONTENT – BROADCAST TV



- **One in five adult viewers** aged 16+ (19%) have seen something they found offensive on **broadcast TV**
- Most often this was on **soaps and dramas or reality TV** (29%-28%), with adult viewers citing **bad language, violence and sexual content** (24%-22%)



- Around **one quarter of teen viewers** aged 12-15 (23%) have seen something they found offensive on **broadcast TV**
- Most often this was on **comedy programmes and films** (33%-30%), with teen viewers citing **bad language, racism and sexual content** (16%-13%)

ATTITUDES TOWARDS OFFENSIVE CONTENT ON BROADCAST TV



- **Decline since 2020** in the proportion of adult viewers aged 16+ who feel there is 'too much' swearing (down from 34% to 28% in 2022) or sex on TV (down from 26% to 20% in 2022)
- Most viewers now feel there is an **acceptable amount** of each (60%-54%)
- Viewers feel programmes showing **sexual violence** should have **more restrictions** than particularly violent programmes (50% vs. 39%)

Summary of main findings (2 of 3)

EXPERIENCE OF HARMFUL CONTENT – BROADCAST TV



- **A quarter of adult viewers** aged 16+ (26%) have seen something they thought was harmful or damaging on **broadcast TV**
- Most often this was on **films, reality TV or soaps/ dramas** (38%-29%), with adult viewers citing **abuse/ violence/ sexual violence** (56%)



- Around **one in five teen viewers** (18%) have seen something they thought was harmful or damaging on **broadcast TV**
- Most often this was on **films or news programmes** (29%-25%), with teen viewers citing **violence, war and sexual content** (18%-12%)

EXPERIENCE OF CONTENT OF CONCERN – ON-DEMAND TV



- Around **one in ten adult viewers** aged 16+ (11%) have seen something that concerned or worried them on **BVoD or SVoD services**
- Most often this was on **films or soaps/ dramas** (41%-30%), with adult viewers citing **abuse/ violence or sexual content** (46%-21%)



- Around **one in seven teen viewers** aged 12-15 (15%) have seen something that concerned or worried them on **BVoD or SVoD services**
- Most often this was on **documentaries or films** (32%-26%), with teen viewers citing **violence or sexual behaviour** (23%-15%)

Summary of main findings (3 of 3)

PROTECTION OF CHILDREN



- **One in five parents** of under-16s (19%) are concerned about **pre-watershed** content seen by their child on **broadcast TV** – most often **bad language, sex or violence**
- **Similar proportions of parents** of under-16s (16%) are also concerned about content seen by their child on **on-demand TV** – most often **violence or bad language**
- **Over half of adults** (54%) believe that parents and broadcasters share responsibility for ensuring children do not see unsuitable programmes, while a third (34%) believe it is mainly the parents’/guardians’ duty/responsibility
- A **majority of adults** (88%) are **aware** broadcasters are required to only show programmes **not suitable for children** after a certain time in the evening, with seven in ten (71%) correctly identifying 9pm.
- Awareness of the **9pm watershed** is **lower than average** among **younger adults** aged 16-34 (50%) compared to the total and lower among **parents of under-16s** compared to non parents (66% vs. 73%)
- Around **half of adults** (53%) think the watershed should be **about 9pm**, while a **quarter** (25%) feel it should be **later**. Those aged **65+** (37%) and those that are **not parents** (27%) are more likely to say it should be **later than 9pm** compared to the total (25%) and parents (19%).

Section 1

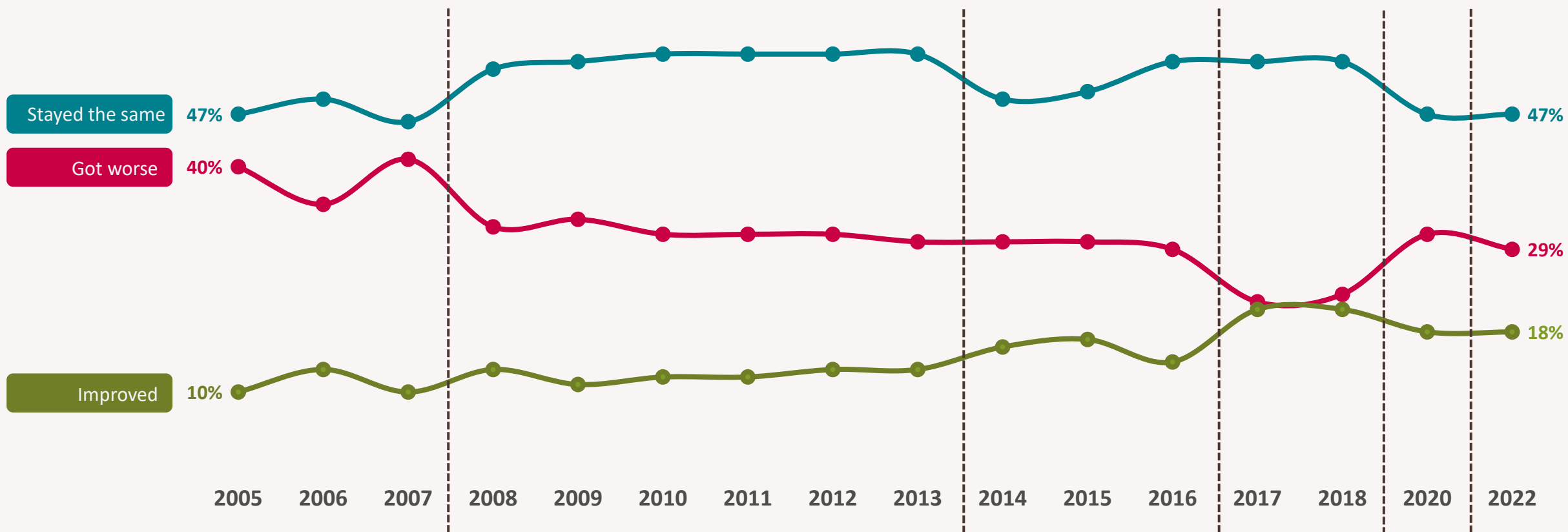
Attitudes to programme standards



ADULTS

Close to half of UK adult viewers feel that TV programmes have remained the same over the past year, similar to 2020. Three in ten feel TV that programmes have got worse over the past year

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



Source: Cross Platform Media Tracker 2022 - Adults

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

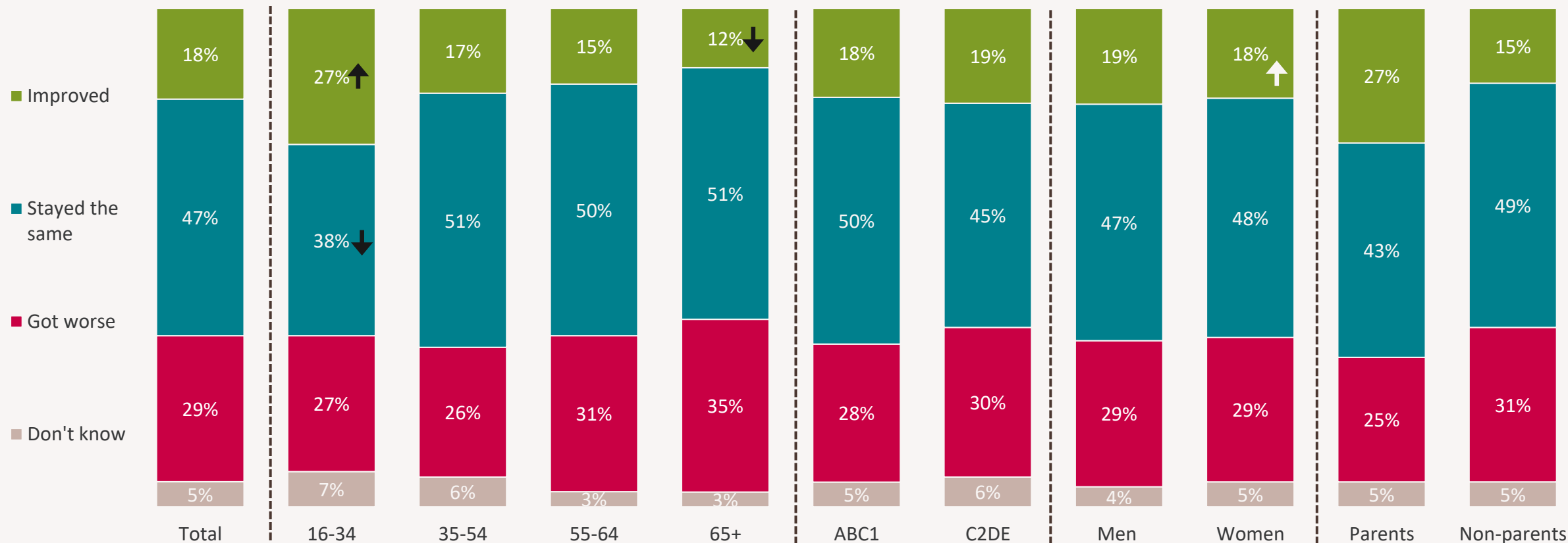
Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219). Note: Base 2015-2020 All with working TV sets Base prior to 2014: All with TV, but excluding those never watching. No significant difference (99% level) between 2020 and 2022. Dashed line to show where survey method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



ADULTS

Younger adults (16-34) are more likely than adults overall to feel that TV programmes have improved in the last 12 months, while older adults (aged 65+) are less likely

Attitudes towards broadcast TV programmes over the last 12 months: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Adults

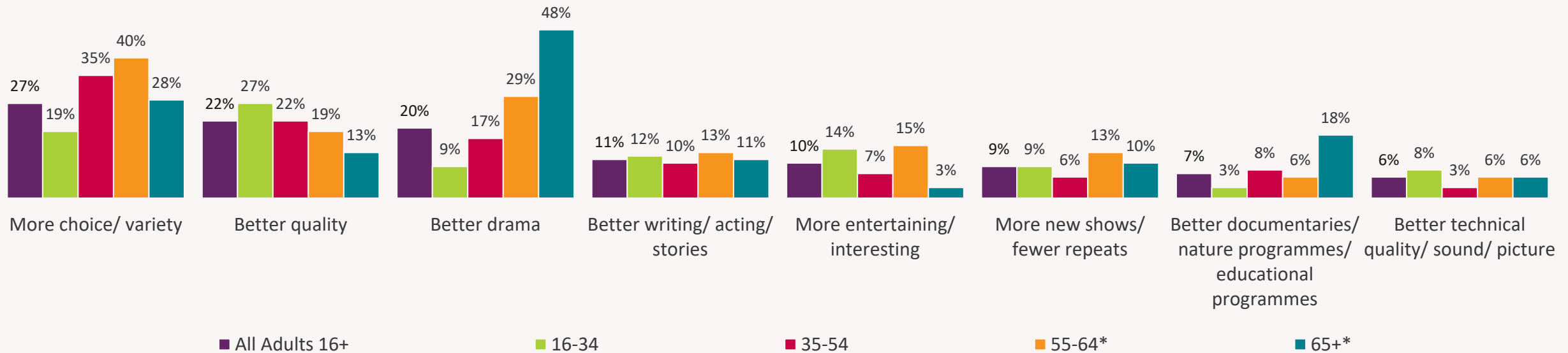
QB1. Do you feel that over the past year television programmes have improved, got worse or stayed about the same? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219), 16-34 (571), 35-54 (701), 55-64 (452), 65+ (495), ABC1 (1232), C2DE (956), Men (1,084), Women (1,107), Parents of an under-16 (589), Non-parents (1,625). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.



Increased choice and improved quality are the key reasons given by those who feel that TV programmes have improved in the last year – drama and documentaries noted by older adults

Main reasons given for broadcast TV programmes having **improved**: 2022, by age



Source: Cross Platform Media Tracker 2022 - Adults

QB2. In what ways do you think that TV programmes have improved over the past year? (OPEN) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

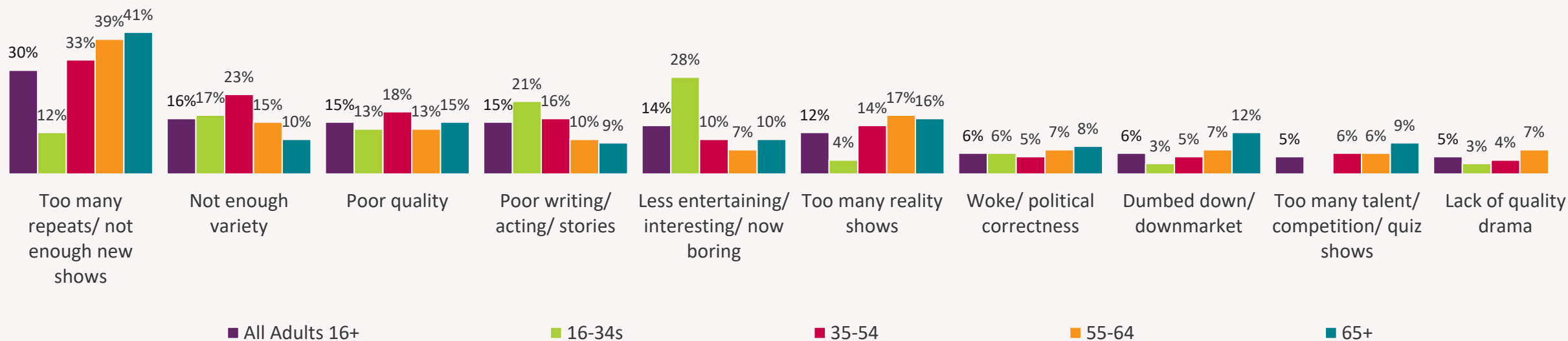
Base: Those aged 16+ who say TV programmes have improved in the past year (400), 16-34 (156), 35-54 (120), 55-64 (68), 65+ (56). *Warning low base sizes (under 100)



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 – repeats and reality shows noted by older adults

Main reasons given for broadcast TV programmes getting **worse**: 2022, by age



Source: Cross Platform Media Tracker 2022 - Adults

QB3. In what ways do you think that TV programmes have got worse over the past year? (OPEN) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

Base: Those aged 16+ who say TV programmes have got worse in the in the past year (653), 16-34 (152), 35-54 (191), 55-64 (143), 65+ (167).

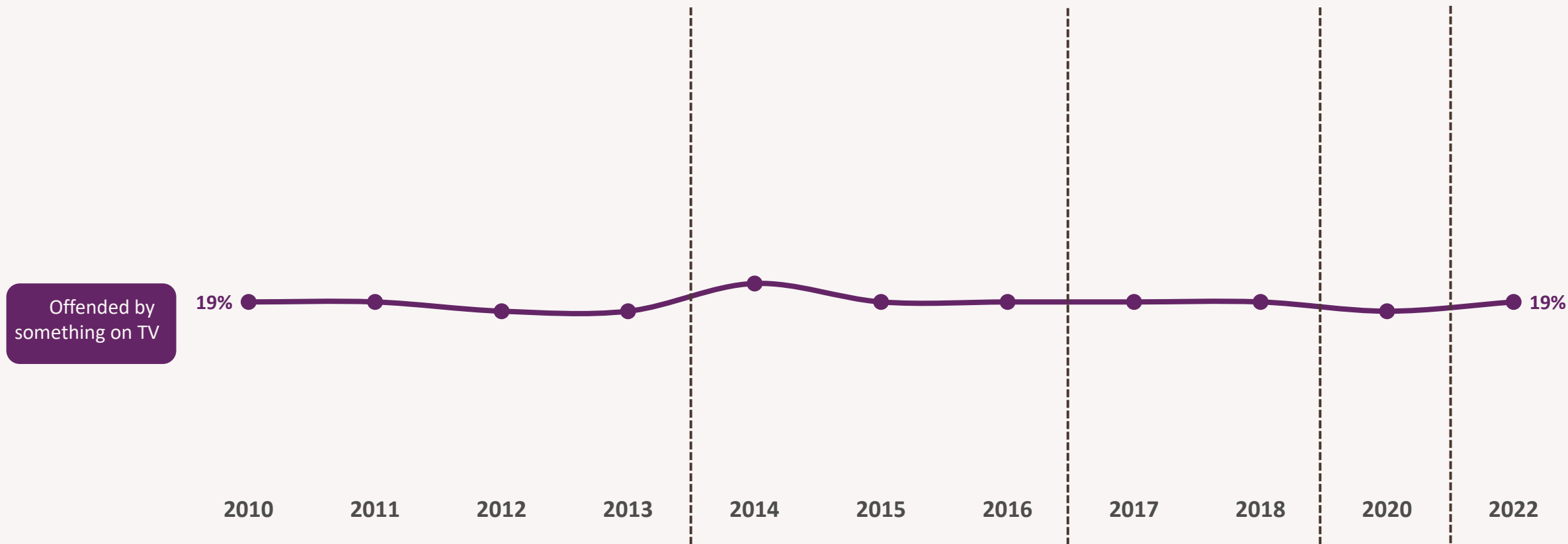
Section 2

Offensive content – Broadcast TV and Radio



One in five 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 2022 - 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)

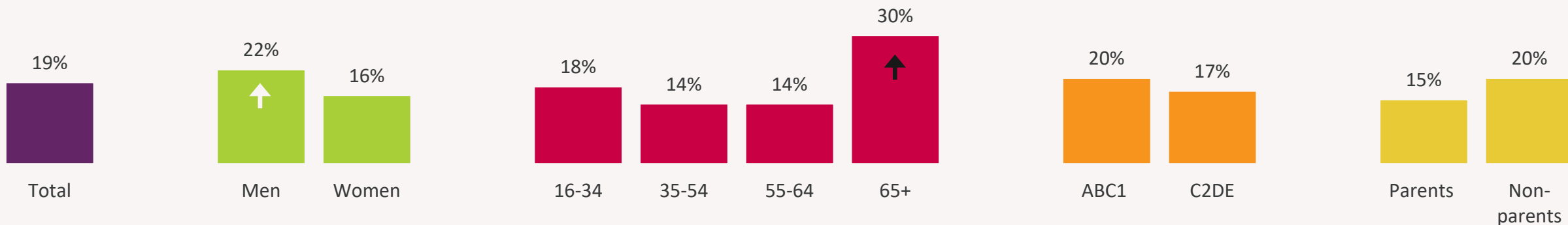
Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219). Note: Base 2015-2020 All with working TV sets. Base prior to 2014: All with TV, but excluding those never watching. No significant difference (99% level) between 2020 and 2022. Dashed line to show where survey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



ADULTS

Men and older adults (aged 65+) are more likely to have seen something they found offensive on broadcast TV, compared to women and adults overall

Seen something **offensive** on **broadcast TV** in the last 12 months: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - 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)

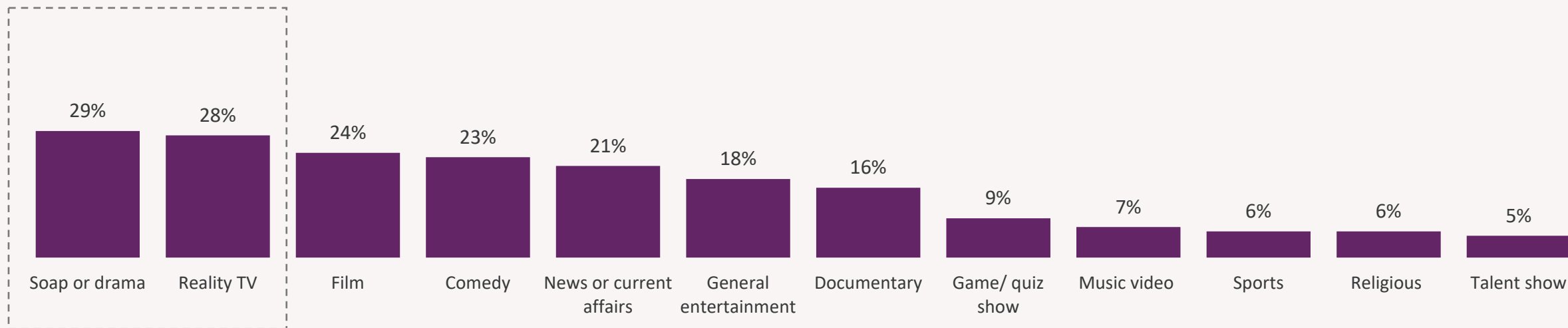
Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219), Men (1,084), Women (1,107), 16-34 (571), 35-54 (701), 55-64 (452), 65+ (495), ABC1 (1,232), C2DE (956), Parents of an under-16 (589), Non-parents (1,625). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.



ADULTS

Adults are more likely to report being offended by content on soaps or dramas and reality TV programmes

Types of broadcast TV programme which showed the **offensive content**: 2022



Source: Cross Platform Media Tracker 2022 - Adults

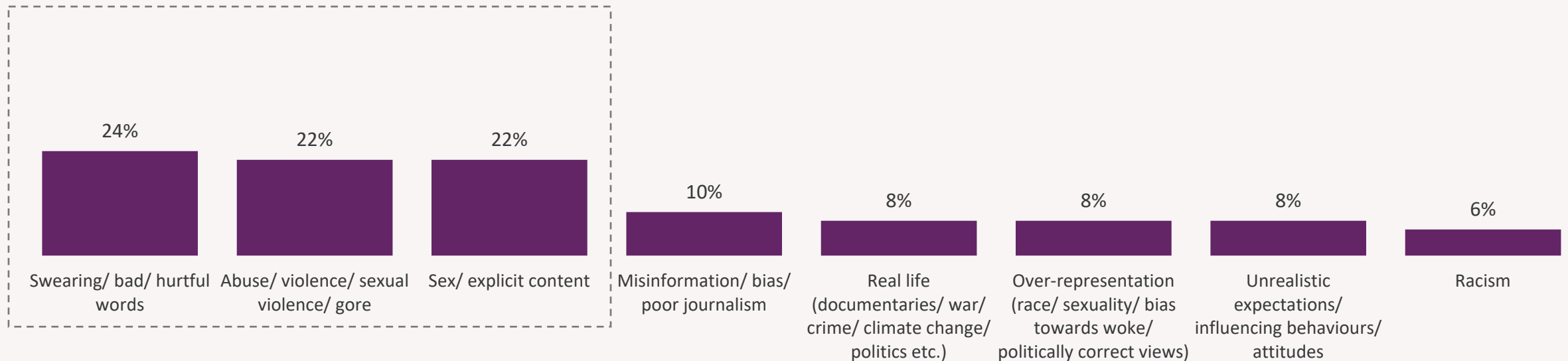
QF2. What type of programme showed something that offended you? (MULTI-CODE) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

Base: Those aged 16+ who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months (423)



Swearing, violence and sex were the most common things adults mentioned that they had seen on TV that offended them

Broadcast TV content that **offended**: 2022



Source: Cross Platform Media Tracker 2022 - Adults

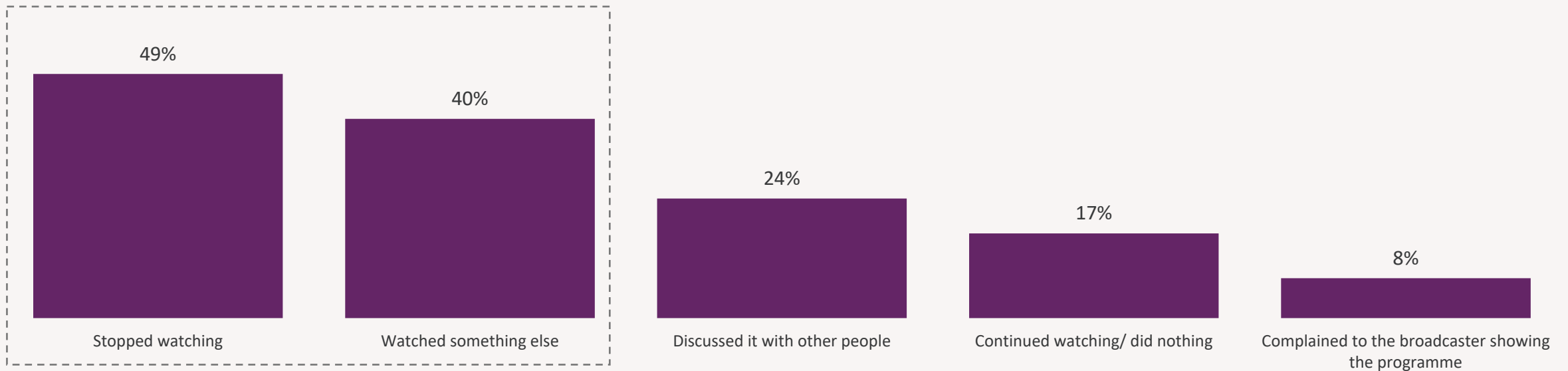
QF3. What kind of things in the programme offended you? (MULTI-CODE) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

Base: Those aged 16+ who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months (423)



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

Reaction following seeing something **offensive** on TV: 2022



Source: Cross Platform Media Tracker 2022 - Adults

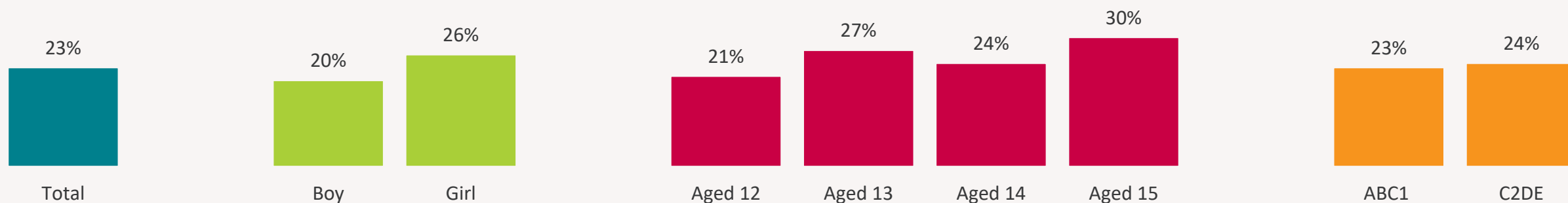
QF4. What did you do when you were offended by what you saw kind of things in the programme offended you? (MULTI-CODE) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

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 (423)



Around one in four broadcast TV viewers aged 12-15 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: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

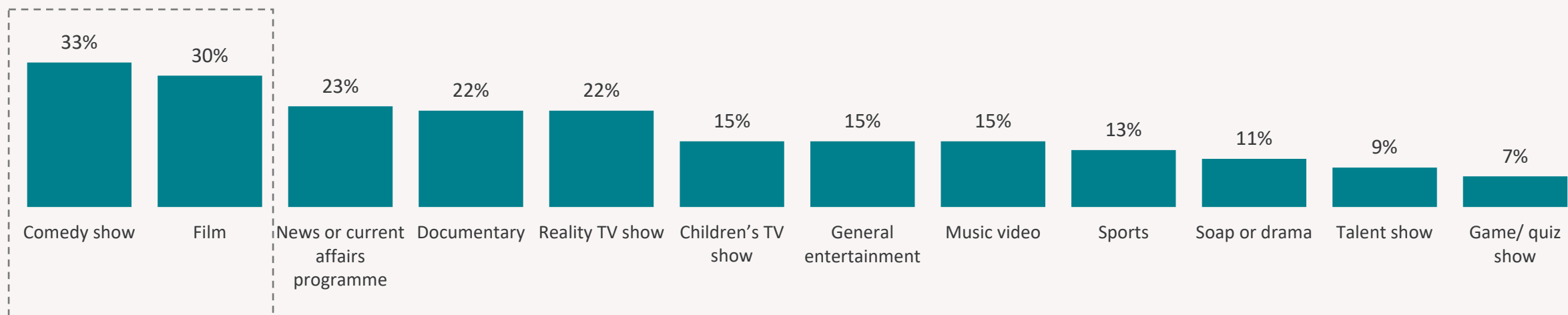
QC11. So thinking about TV programmes that you have watched at the time they are shown on TV and/ or that have been recorded to watch later. In the last 12 months have you, personally seen something on TV which offended you? (SINGLE CODE)

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 (561), Boys (271), Girls (290), aged 12 (131), aged 13 (134), aged 14 (135), aged 15 (161), ABC1 (328), C2DE (231). No significant difference (95% level) between Boys and Girls and between ABC1 and C2DE groups



Teens who have seen anything on broadcast TV they found to be offensive are more likely to have done so on comedy shows and films

Types of broadcast TV programme which showed the **offensive content**: 2022



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

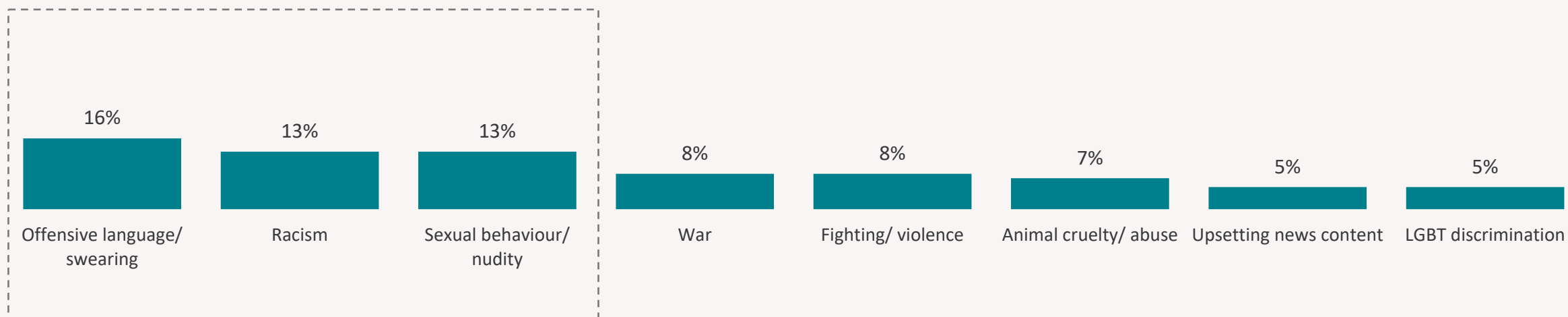
QC12. What type of programme or show were you watching that offended you? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL 12-15S ASKED THE QUESTION

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 (130)



Bad language, racism 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**: 2022 (Main mentions)



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

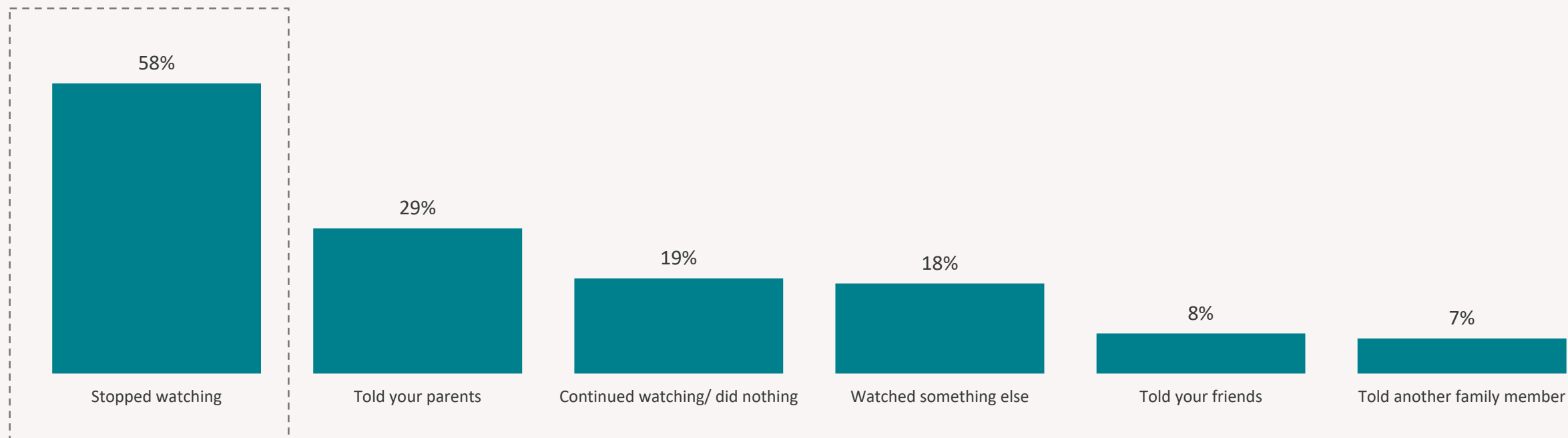
QC13. What did you see on TV that offended you? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL 12-15S ASKED THE QUESTION

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 (130)



Stopping watching is the most common reaction among 12-15s who had seen something offensive on TV

Reaction following seeing something **offensive** on TV: 2022



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

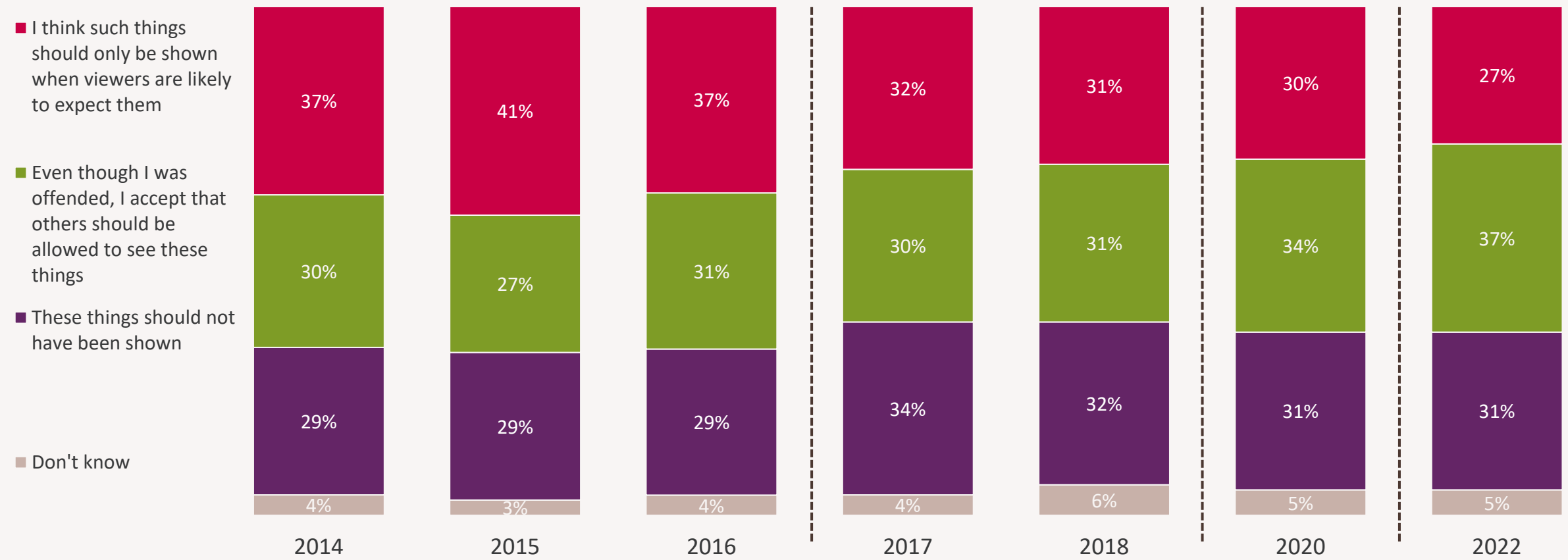
QC14. What did you do when you were offended by what you saw? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL 12-15S ASKED THE QUESTION

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 (130)



While there continues to be a lack of consensus as to whether potentially offensive content should be shown, there appears to be a gradual shift in acceptance among adults

Attitudes towards offensive material: historical view



Source: Cross Platform Media Tracker 2022 - Adults

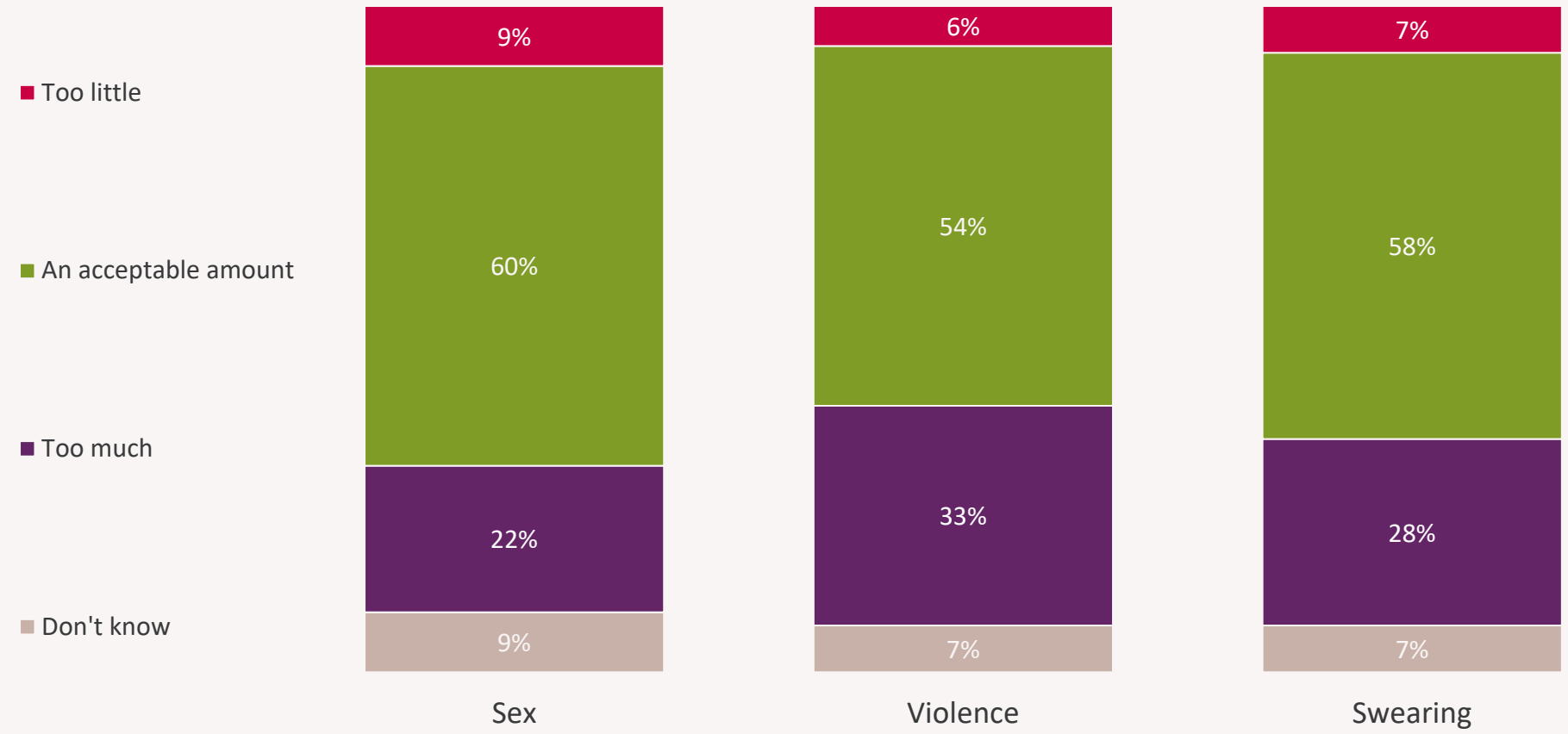
QF5. Which one of these statements best describes how you feel about the things which have offended you on TV in the last 12 months? (SINGLE CODE)

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). No significant difference (99% level) between 2020 and 2022. Dashed line to show where survey method changed.



Most adult viewers feel there is an acceptable amount of sex, violence and swearing on broadcast TV. However, one third of viewers feel there is too much violence

Opinion on the amount of **sex/ violence/ swearing** on TV: 2022



Viewers aged 65+ are more likely to think there is 'too much' sex (37%), violence (58%) and swearing (53%) compared to the total

Source: Cross Platform Media Tracker 2022 - 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)

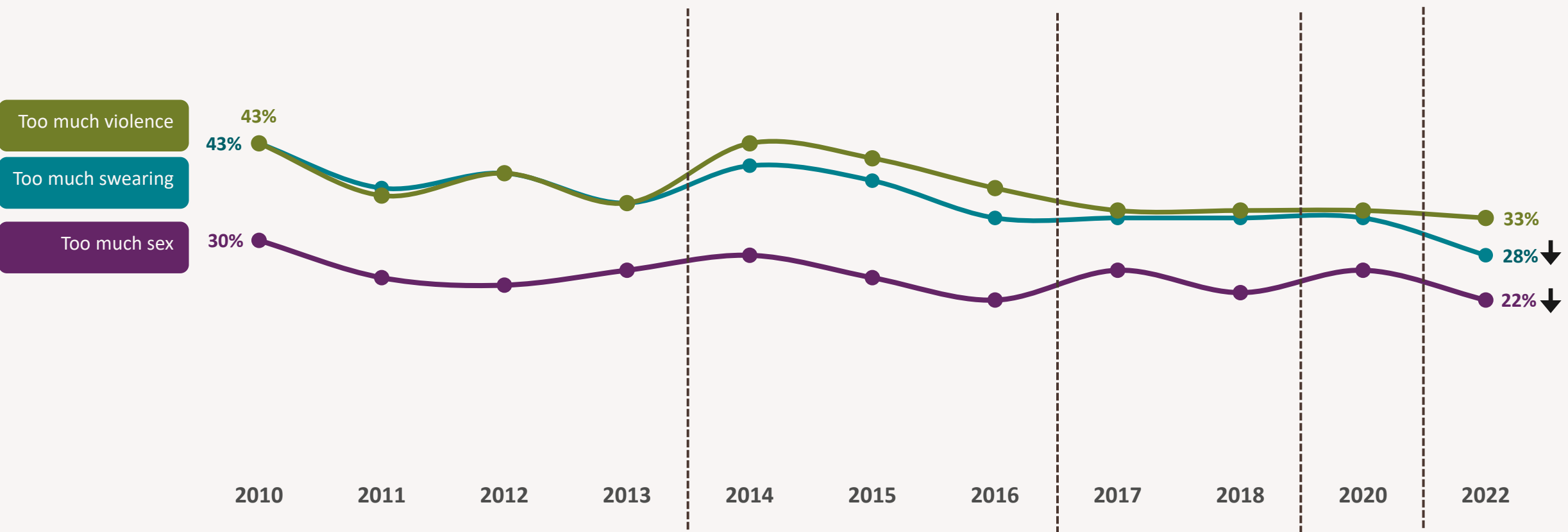
Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219), aged 65+ (495)



ADULTS

Since 2020, there has been a decline in the proportion of adults stating there is too much sex, and swearing on TV

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



Source: Cross Platform Media Tracker 2022 - Adults

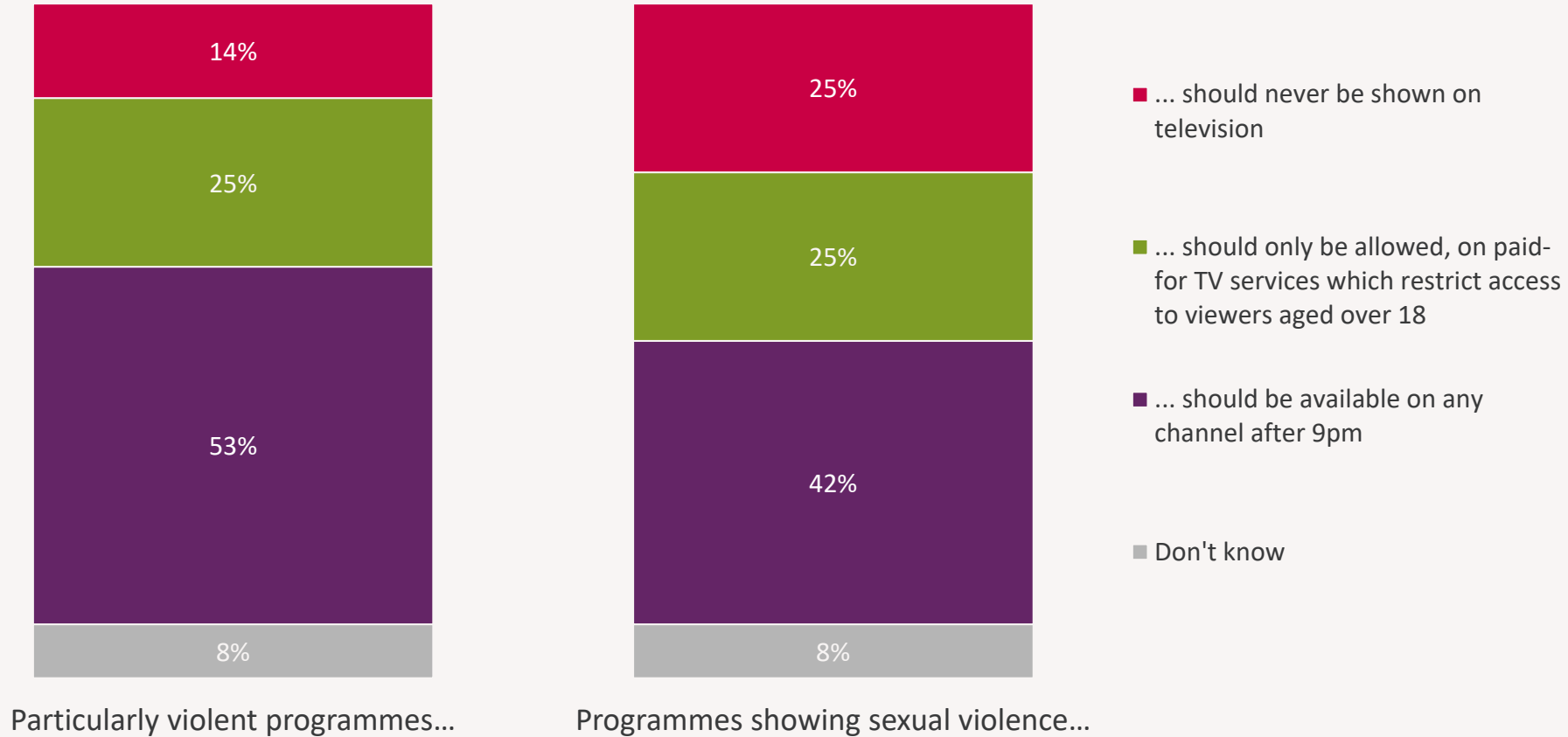
QF6A/QF6B/QF6C. Do you think, in general, that there is too much, too little, or an acceptable amount of sex/violence/swearing on television? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219). Note: Base 2015-2020 All with working TV sets. Base prior to 2014: All with TV, but excluding those never watching. Significance testing (99% level) shows any difference between 2020 and 2022. Dashed line to show where survey method changed.



Just over half of viewers feel that particularly violent programmes should be available on any channel after 9pm, compared to two fifths who believe this for programmes showing sexual violence

Opinions on **violent programmes** on TV: 2022



Source: Cross Platform Media Tracker 2022 - Adults

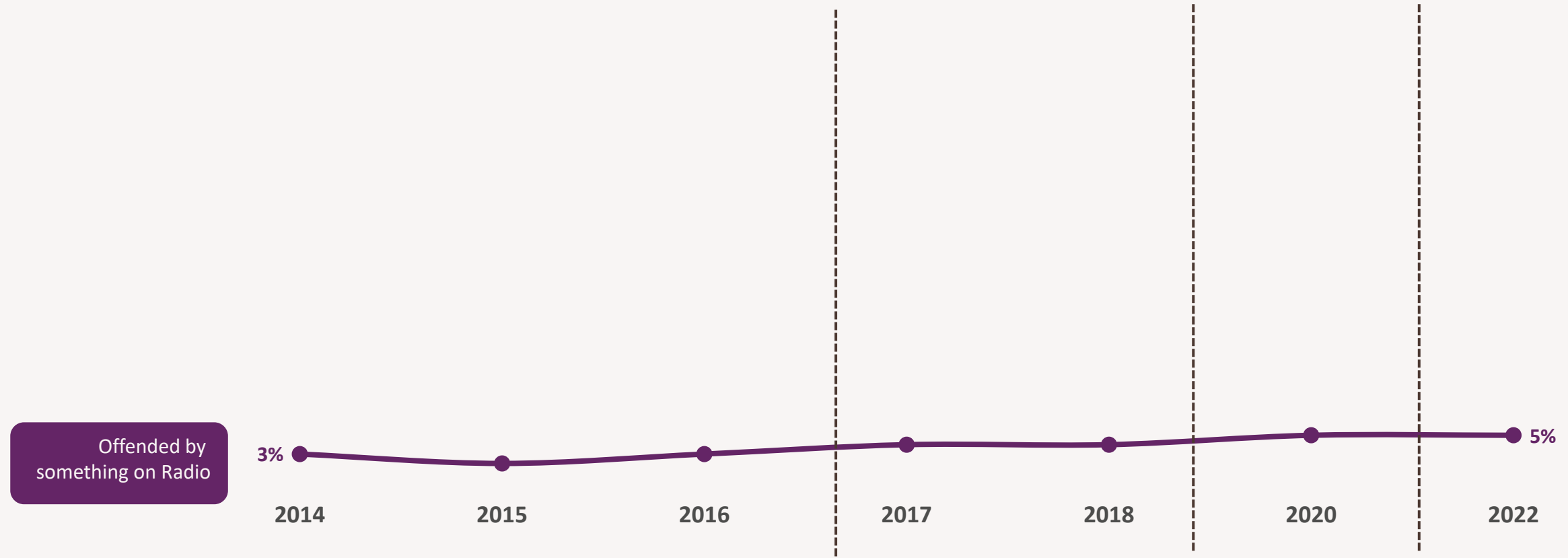
QF7. Which one of these statements do you agree with most about programmes which show scenes which some people might find particularly violent? (SINGLE CODE). QF8. Which one of these statements do you agree with most about programmes which show scenes of sexual violence? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219)



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



Offended by something on Radio

Source: Cross Platform Media Tracker 2022 - 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)

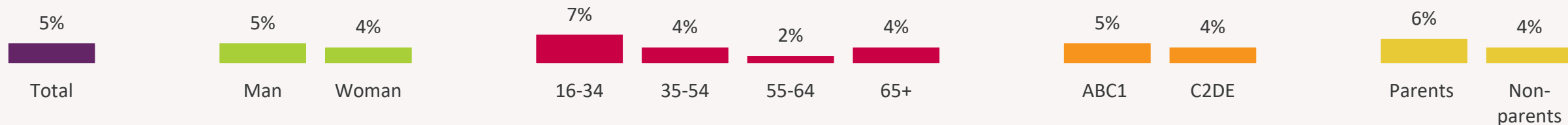
Base: Those aged 16+ who have listened to any radio in the last 12 months (1,765). No significant difference (99% level) between 2020 and 2022. Dashed line to show where survey method changed.



ADULTS

No particular group of radio listeners is more or less likely to have heard something they found offensive in the last 12 months

Heard something **offensive** on **radio** in the last 12 months: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - 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 (1,765), Men (882), Women (868), 16-34 (437), 35-54 (568), 55-64 (371), 65+ (389), ABC1 (1,043), C2DE (702), Parents of an under-16 (497), Non-parents (1,265). No significant differences (99% confidence interval) comparing age groups against the total and comparing subgroups

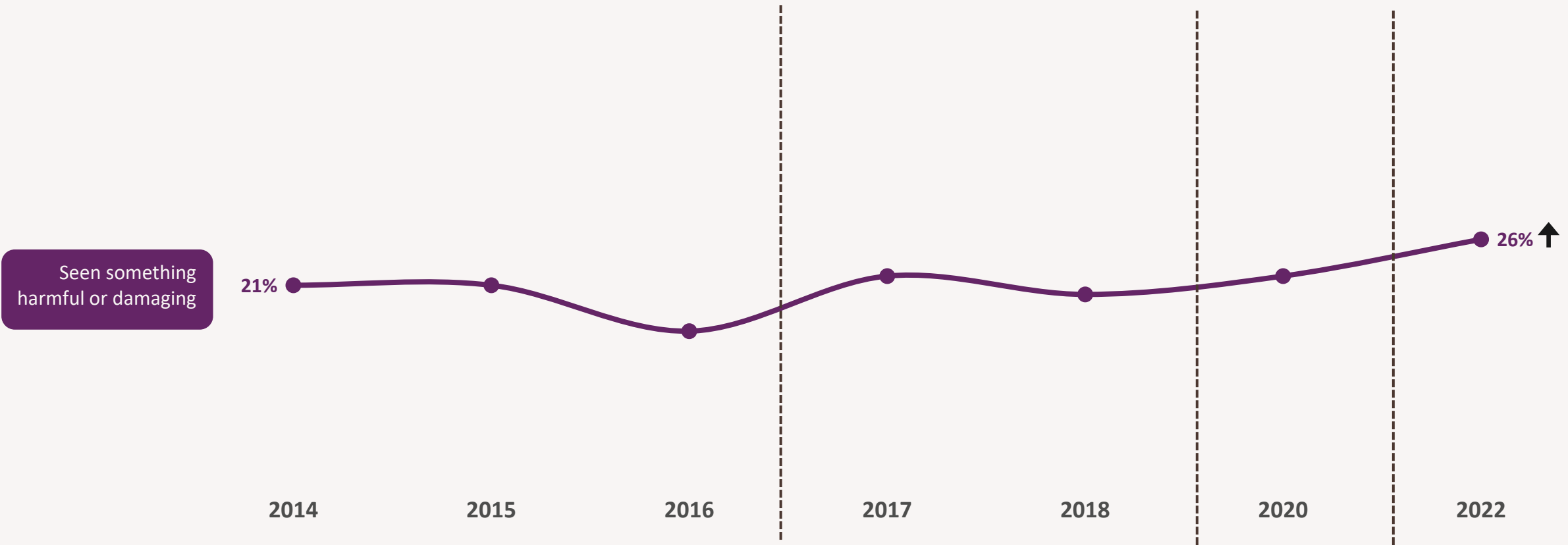
Section 3

Harmful content – Broadcast TV



One in four 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, increasing from 2020

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



Source: Cross Platform Media Tracker 2022 - 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)

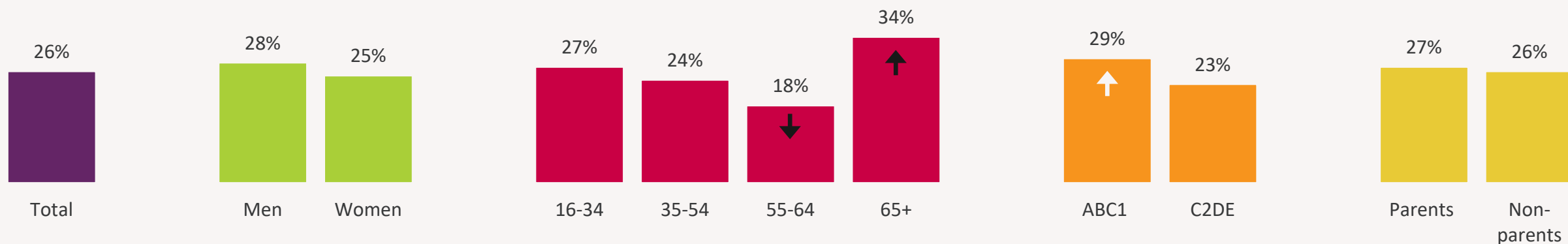
Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219). Note: Base 2015-2020 All with working TV sets. Significance testing (99% level) shows any difference between 2020 and 2022. Dashed line to show where survey method changed.



ADULTS

ABC1 and older (65+) viewers are more likely to have seen something they thought was harmful or damaging to themselves, other adults or children, compared to C2DE viewers and adults overall

Viewers who have seen something **harmful or damaging** on broadcast TV in the last 12 months: 2022 sub-groups



Source: Cross Platform Media Tracker 2022 - Adults

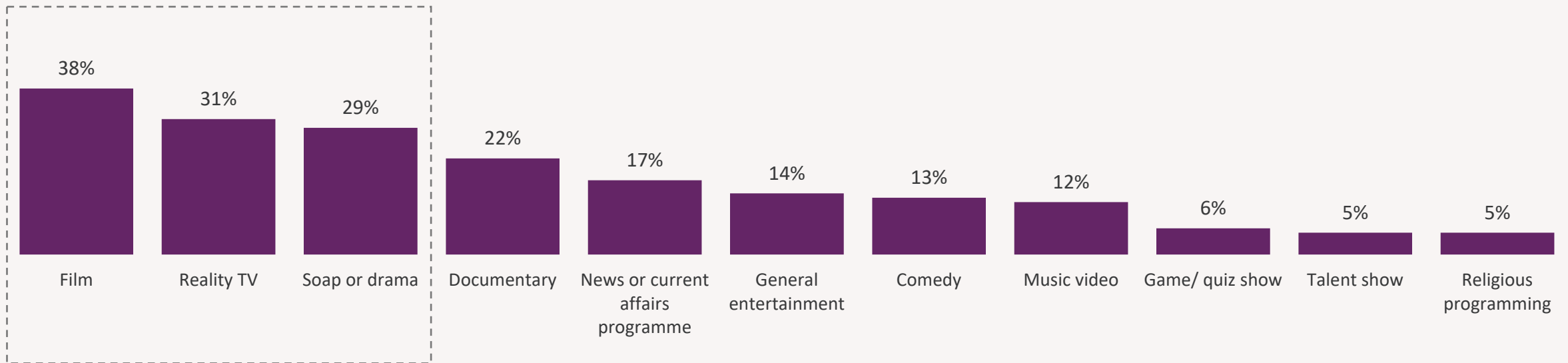
QF9. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally seen anything on television which you thought was harmful or damaging either to you, other adults, or children? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219), Men (1,084), Women (1,107), 16-34 (571), 35-54 (701), 55-64 (452), 65+ (495), ABC1 (1,232), C2DE (956), Parents of an under-16 (349), Non-parents (1,625). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.



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

Types of broadcast TV programme which showed the **harmful content**: 2022



Source: Cross Platform Media Tracker 2022 - Adults

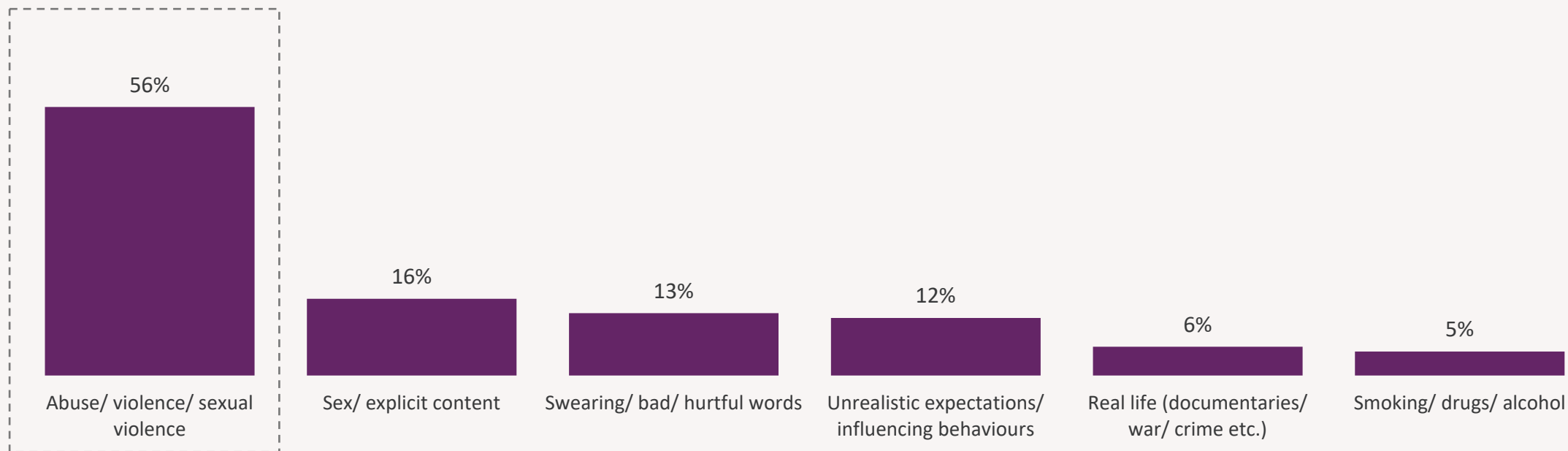
QF10. What type of programme showed something harmful or damaging? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

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 (582)



Abuse/ violence/ sexual violence was the most common thing adults mentioned that they had seen on TV that they found harmful or damaging

Broadcast TV content that was **harmful or damaging**: 2022



Source: Cross Platform Media Tracker 2022 - Adults

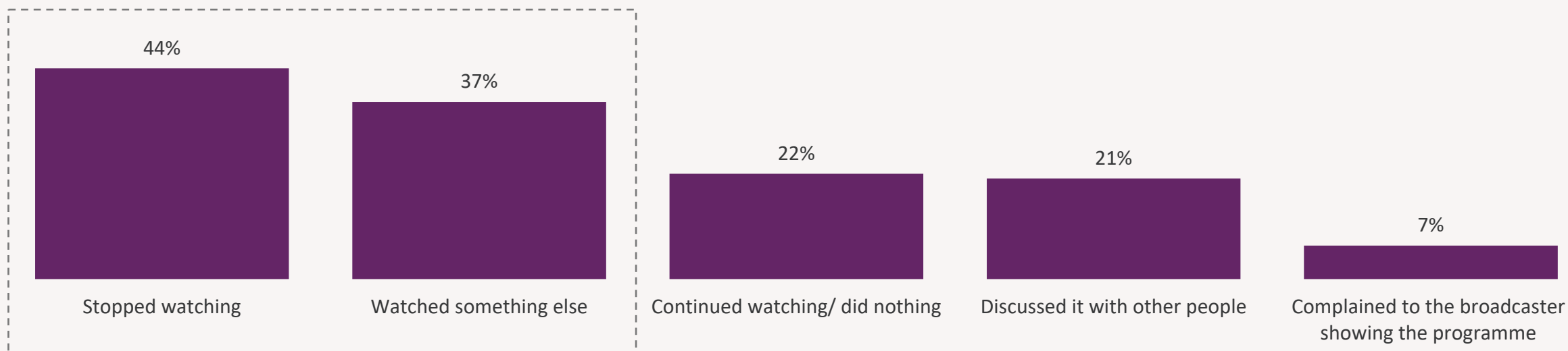
QF11. What kind of things in the programme were harmful or damaging? CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

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 (582)



Stopping watching or watching something else is the most common reaction among adults who had seen something harmful or damaging on TV

Reaction following seeing something **harmful** or **damaging** on TV: 2022



Source: Cross Platform Media Tracker 2022 - Adults

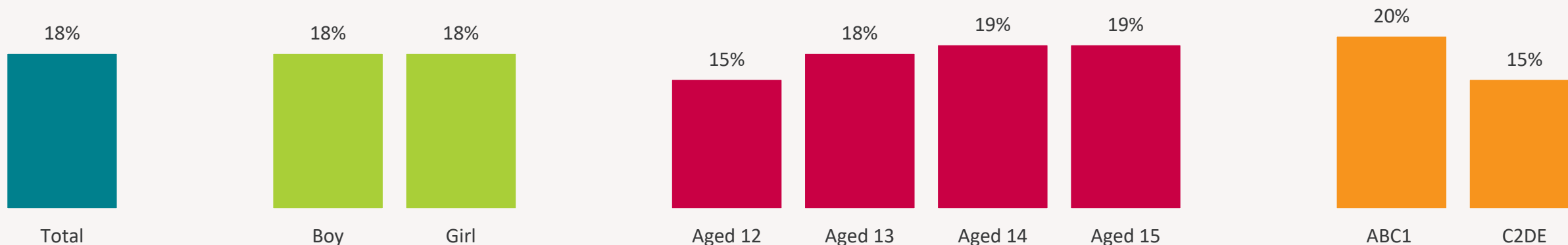
QF12. What did you do when you saw something harmful or damaging? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

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 (582)



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

Whether seen something **harmful or damaging** on broadcast TV in the last 12 months: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

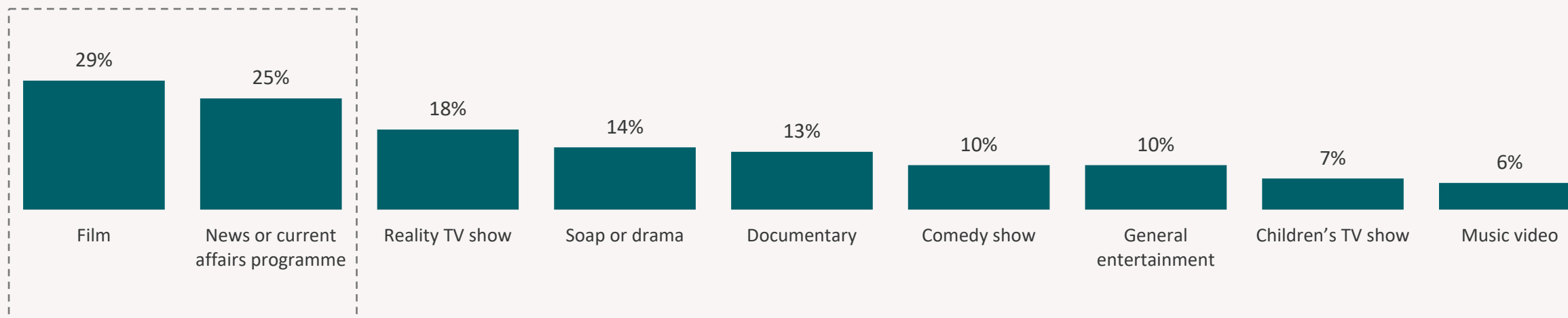
QC15. In the last 12 months have you, personally, seen anything on TV which you thought was harmful or damaging? (SINGLE CODE)

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 (561) , Boys (271), Girls (290), aged 12 (131), aged 13 (134), aged 14 (135), aged 15 (161), ABC1 (328), C2DE (231). No significant difference (95% level) between Boys and Girls and between ABC1 and C2DE groups



Teens who have seen anything on broadcast TV they found to be harmful or damaging are more likely to mention having watched films and news or current affairs programmes

Types of broadcast TV programme which showed the **harmful content**: 2022



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

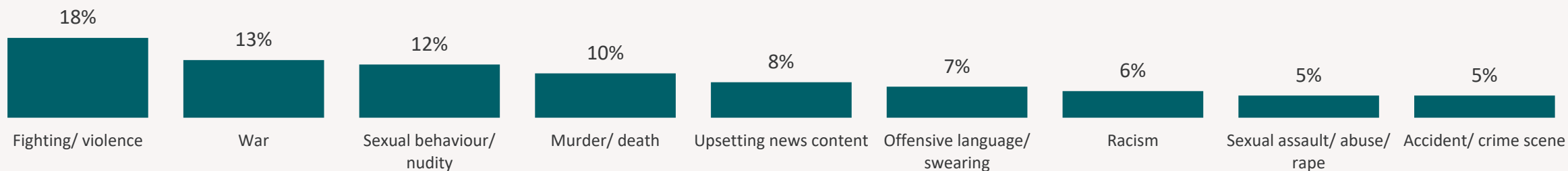
QC16. What type of programme or show were you watching that showed something harmful or damaging? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL 12-15S ASKED THE QUESTION

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 (100)



Violence, war and sexual content were the most common things teens mentioned that they had seen on TV that they found harmful

Broadcast TV content that was **harmful** or **damaging**: 2022



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

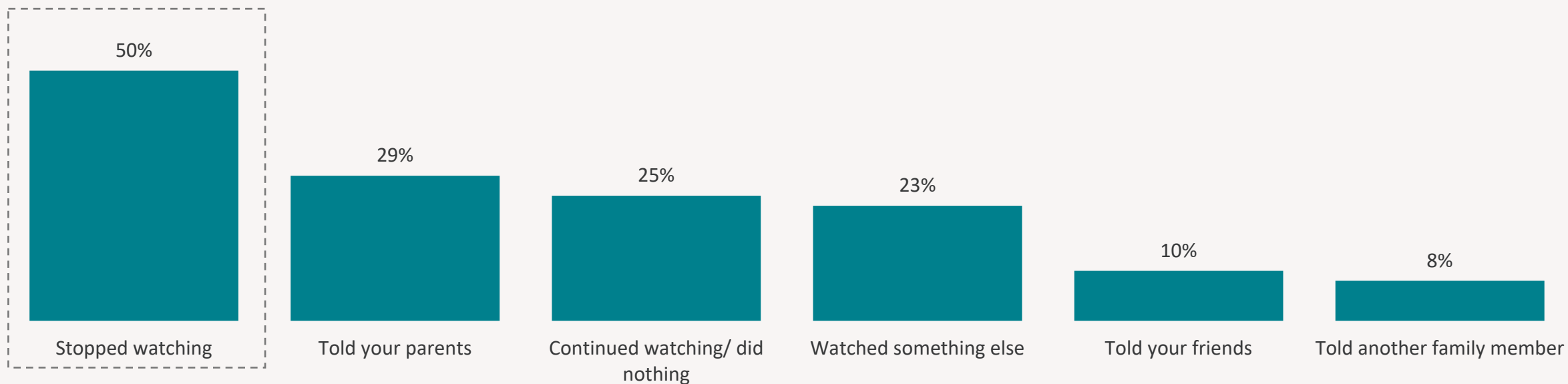
QC17. What did you see on TV that was harmful or damaging? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL 12-15S ASKED THE QUESTION

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 (100)



Stopping watching is the most common reaction among 12-15s who had seen something harmful on TV

Reaction following seeing something **harmful** or **damaging** on TV: 2022



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

QC18. What did you do when you saw something you thought was harmful or damaging? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL 12-15S ASKED THE QUESTION

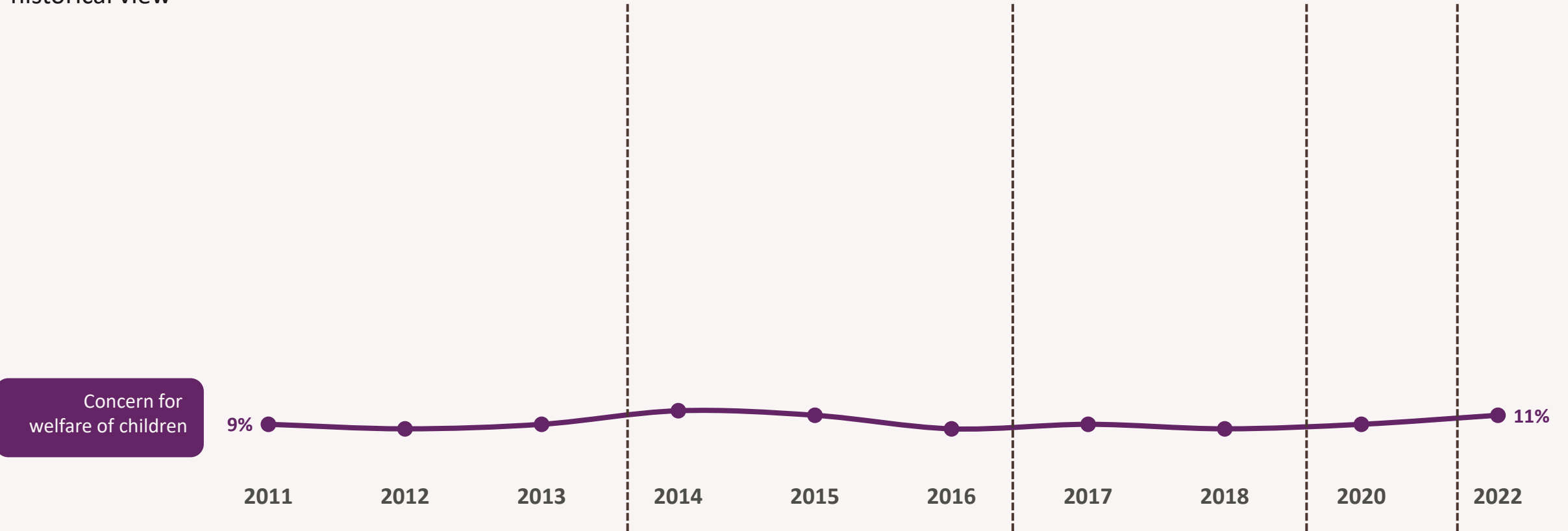
Base: Those aged 12-15 who have watched any live broadcast TV in the last 12 months willing to answer the questions about potential concerns that have seen something harmful or damaging on broadcast TV (100)



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 2022 - 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)

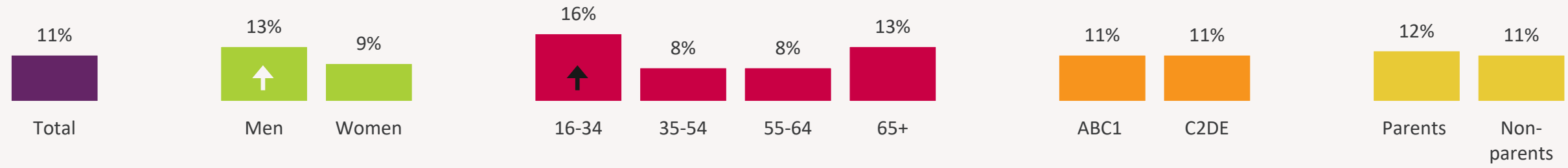
Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219). Note: Base 2015-2020 All with working TV sets .Base prior to 2014: All with TV, but excluding those never watching. No significant difference (99% level) between 2020 and 2022. Dashed line to show where survey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



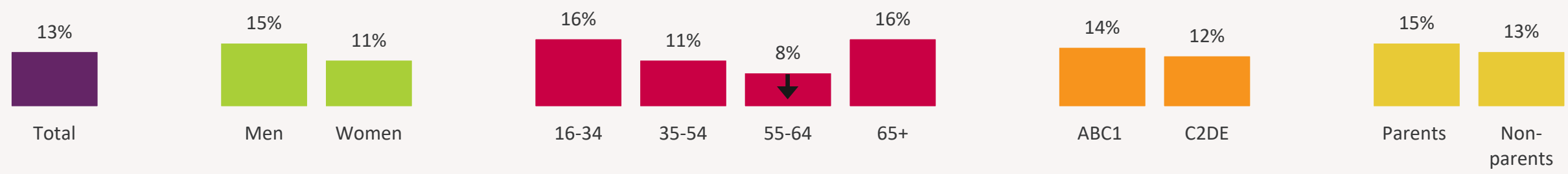
Similar proportions of viewers have seen something on broadcast TV where they were concerned about the **children** or about the **adults** taking part

Viewers who have seen something on broadcast TV where they were **concerned about the children or young people** taking part: 2022 sub-groups

Concerned about the children or young people taking part



Concerned about the adults taking part



Source: Cross Platform Media Tracker 2022 - 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)

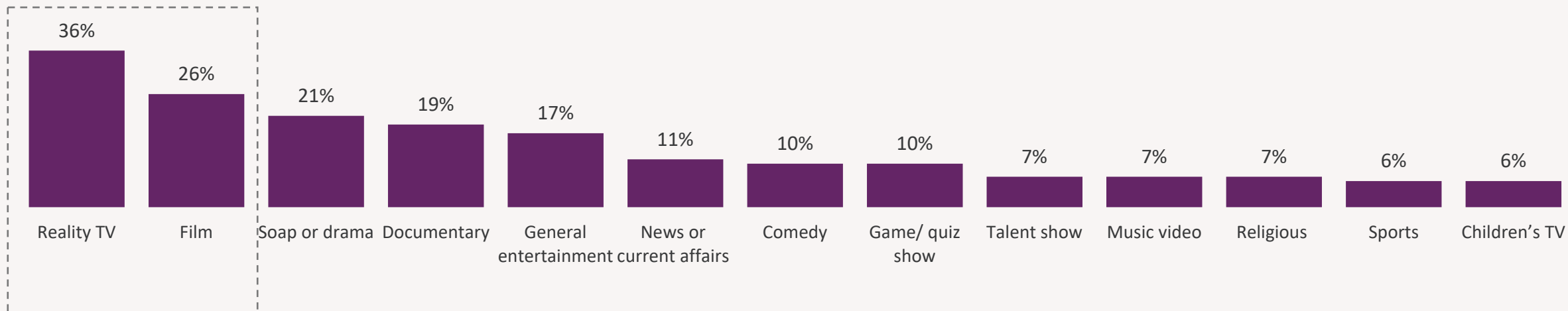
Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219), Men (1,084), Women (1,107), 16-34 (571), 35-54 (701), 55-64 (452), 65+ (495), ABC1 (1,232), C2DE (956), Parents of an under-16 (589), Non-parents (1,625). Significance testing applied at 99% confidence interval, 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**: 2022

19% of broadcast TV viewers have seen something of concern about either the adults or children taking part



Source: Cross Platform Media Tracker 2022 - 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 (409)

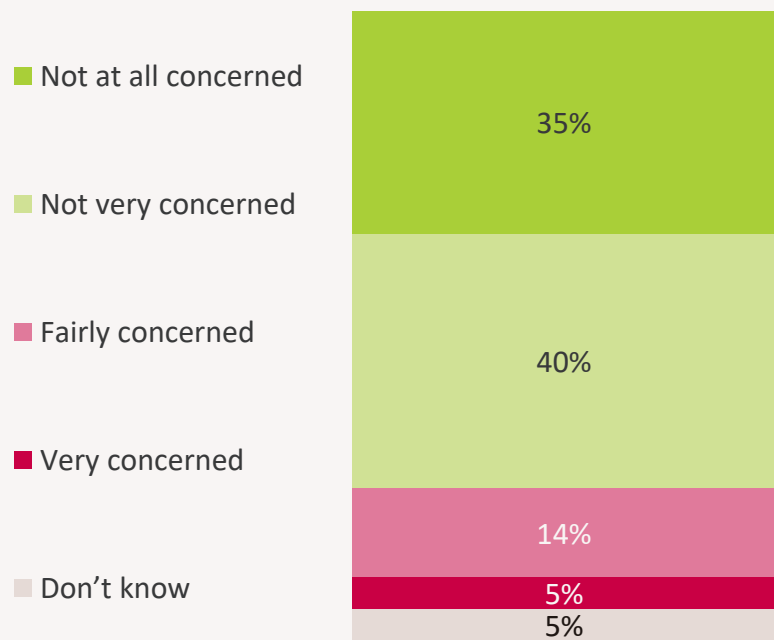


One in five parents are concerned about the type of things their child aged under 16 has seen pre-watershed, most often bad language, sex or violence

Parental concern about the types of things their child has seen on scheduled TV pre-watershed: 2022

Net not concerned:

76%

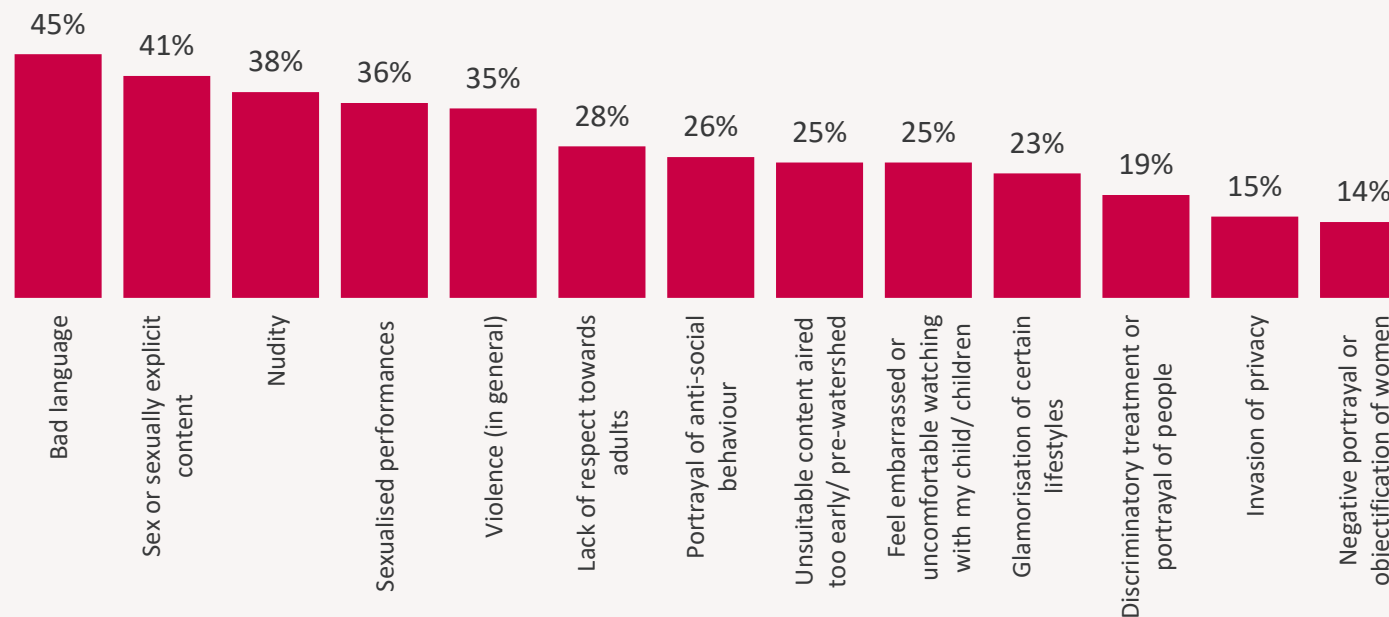


Parents

Net concerned:

19%

What types of things parents are concerned about?



Source: Cross Platform Media Tracker 2022 - Adults

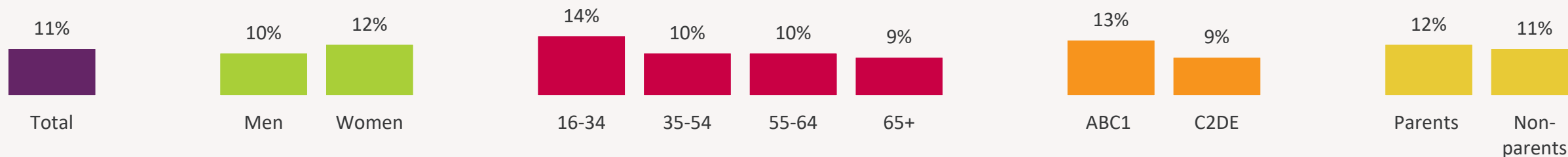
QG1. How concerned are you, if at all, by the types of things your child has seen 'live' on scheduled TV before 9pm in the last 12 months? (SINGLE CODE) QG2. What kind of things concern you about what your child has seen on scheduled TV before 9pm in the last 12 months? (MULTI CODE) Base: Those aged 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) (518)/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 (100)

Section 4

Harm and offence – On-demand TV

One in ten on-demand viewers have seen something on a service in the last 12 months which they caused any concern to them or others

Seen something that caused concern on any **on-demand** content (NET: concern to me/ to other adults/ to children): 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Adults

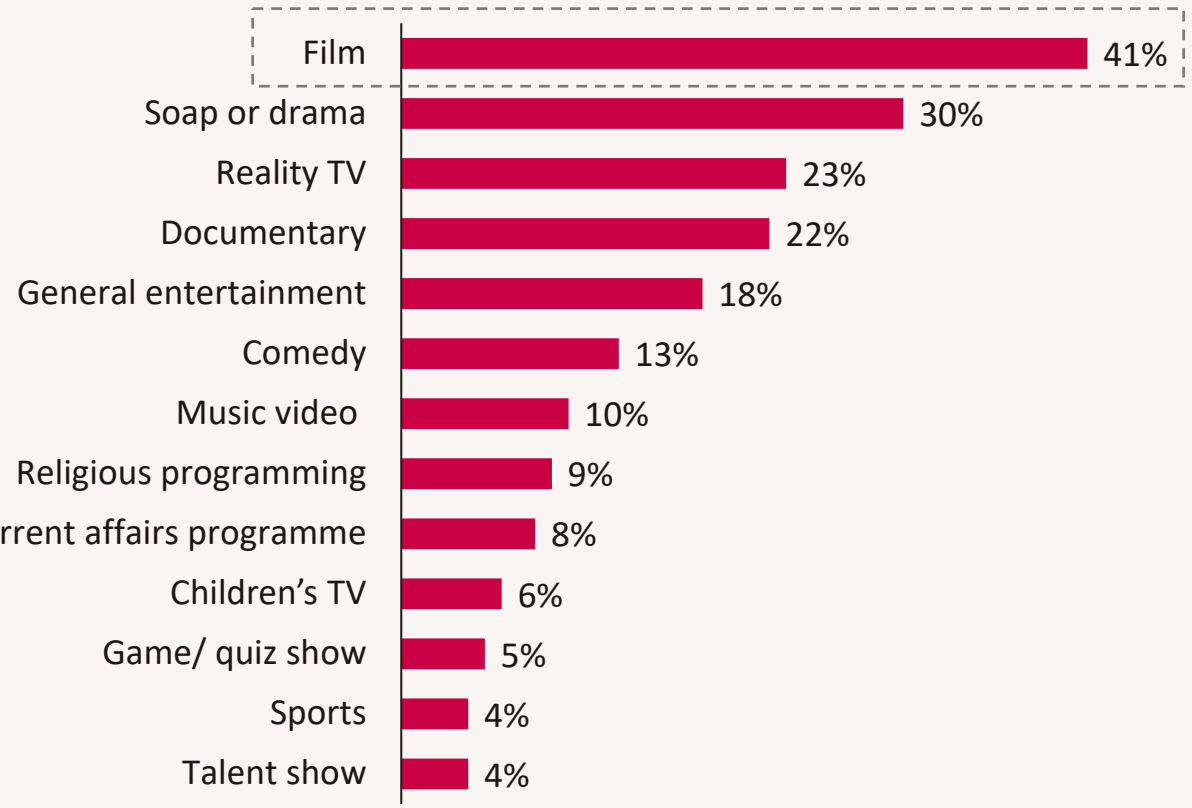
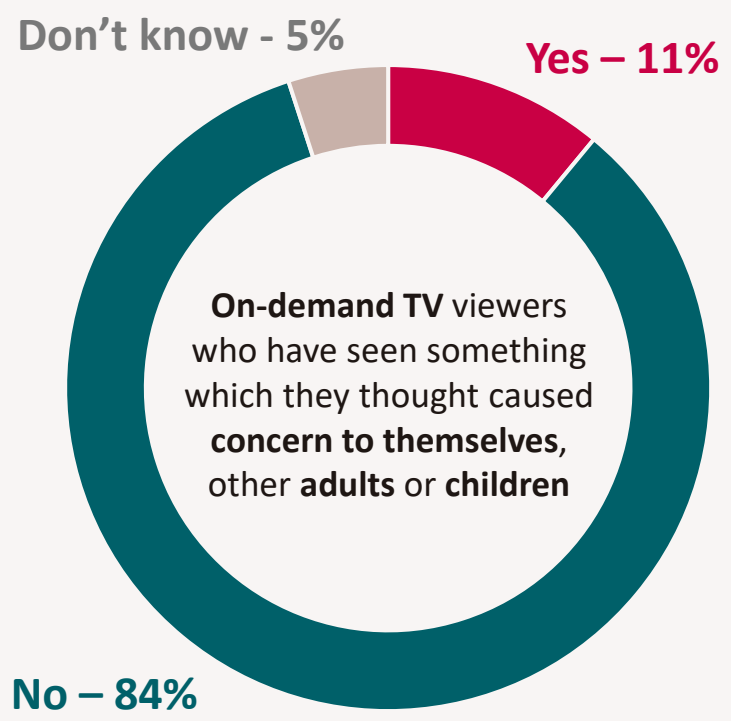
QK1. Thinking just about programmes you have watched on these catch-up and on-demand services... In the last 12 months have you personally seen anything on any of these services that you thought caused any concern to you, to other adults, or to children? (NET: concern to me/ to other adults/ to children) (MULTI CODE)

Base: Those aged 16+ who have watched any catch-up or on-demand services in the last 12 months (2,183), Men (1,066), Women (1,086), 16-34 (643), 35-54 (709), 55-64 (423), 65+ (408), ABC1 (1,245), C2DE (914), Parents of 44n under-16 (518), Non-parents (1,559). No significant differences (99% confidence interval) comparing age groups against the total and comparing subgroups



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

Seen something that caused concern on any **on-demand** content and type of **programme**: 2022



Source: Cross Platform Media Tracker 2022 - Adults

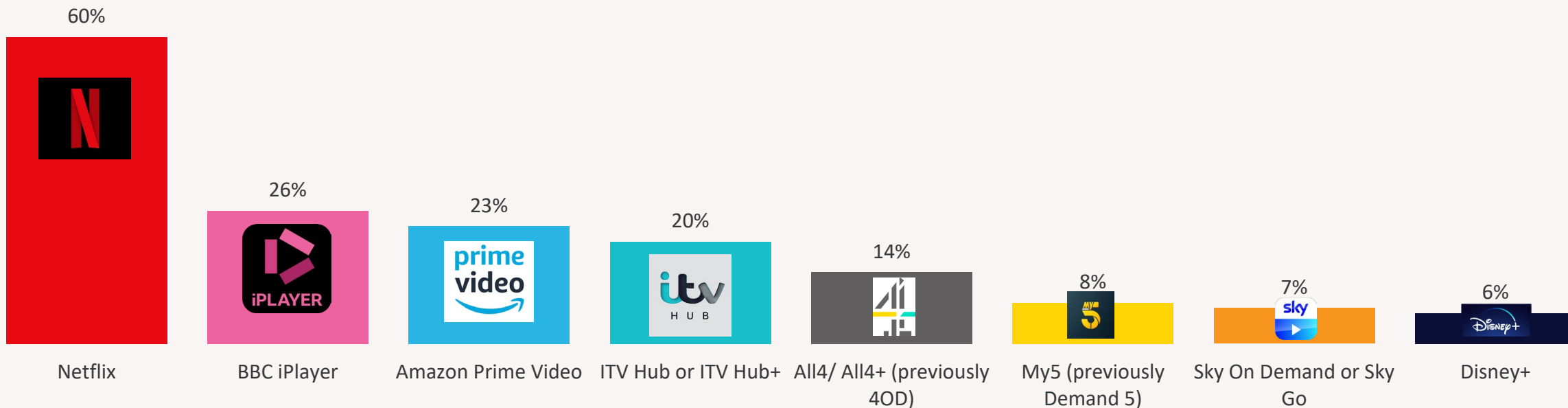
QK1. Thinking just about programmes you have watched on these catch-up and on-demand services... In the last 12 months have you personally seen anything on any of these services that you thought caused any concern to you, to other adults, or to children? (NET: concern to me/ to other adults/ to children) (MULTI CODE) Yes = NET: concern to me/ to other adults/ to children / QK2. What type of programmes caused any concern? (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 (244)



Most 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: 2022



Source: Cross Platform Media Tracker 2022 - Adults

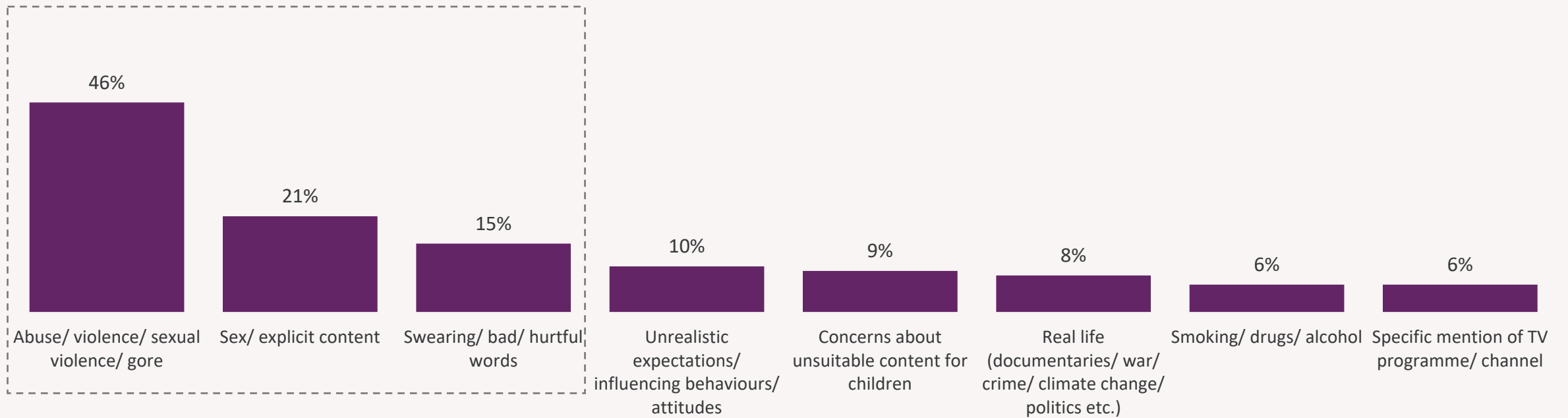
QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

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 (244)



Violence is the most common concern mention by adult on-demand viewers, followed by sex/ explicit content and swearing

On-demand content that caused concern: 2022



Source: Cross Platform Media Tracker 2022 - Adults

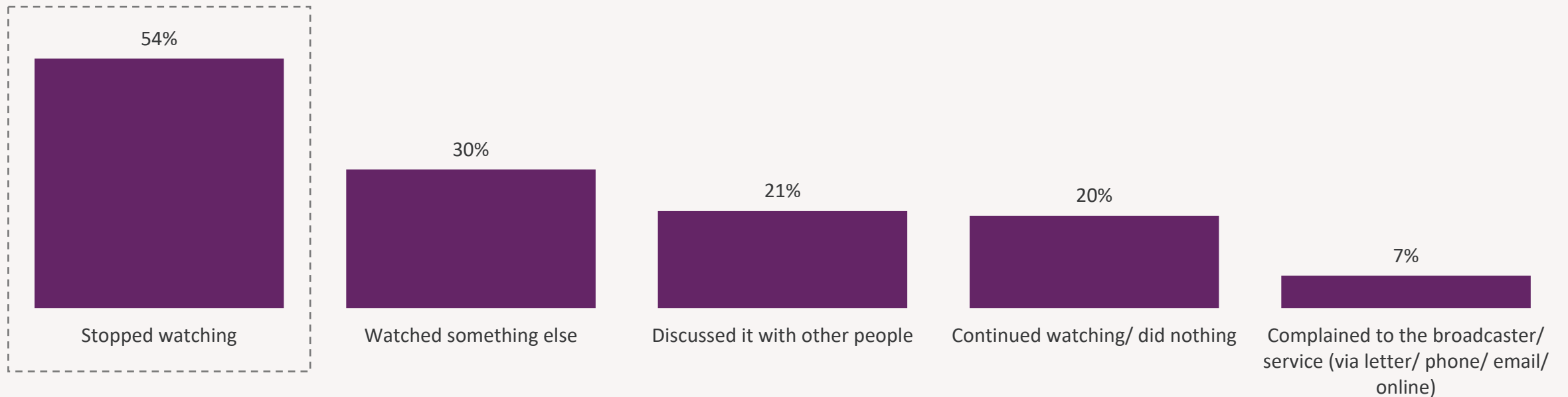
QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched? CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

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 (244)



Stopping watching is the most common reaction among adults to seeing something of concern on on-demand TV

Reaction following seeing something of concern on on-demand TV: 2022



Source: Cross Platform Media Tracker 2022 - Adults

QK5. What did you do when you saw something of concern? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

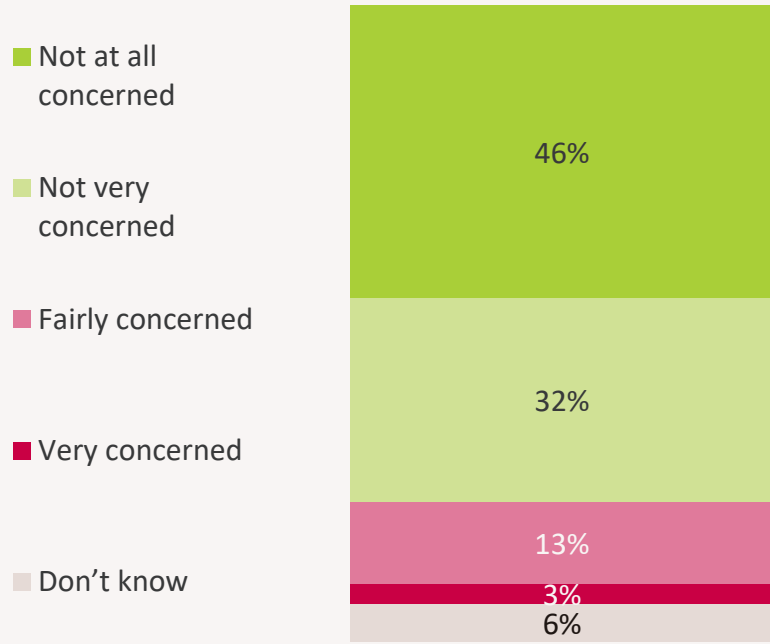
Base: Those aged 16+ who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months (244)



Close to two in ten parents (16%) are concerned about the type of things their child has seen on on-demand TV, most often violence and bad language – similar to concerns about broadcast TV (19%)

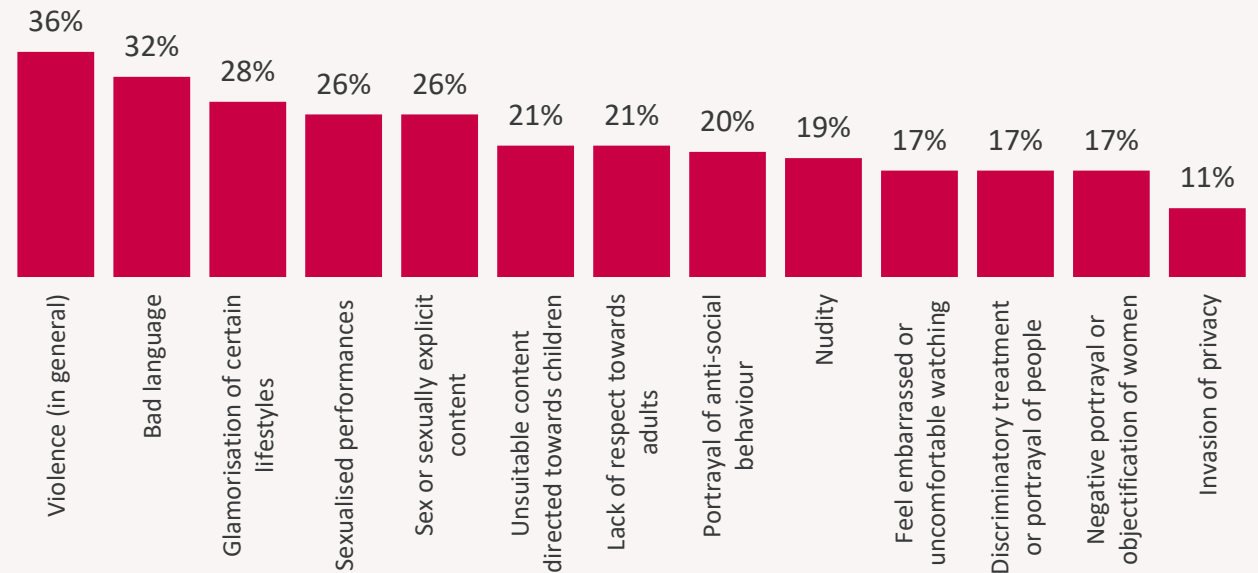
Parental concern about the types of things their child has seen on **on-demand** TV: 2022

NET not concerned: 78%



NET concerned: 16%

What types of things parents are concerned about on on-demand TV?*



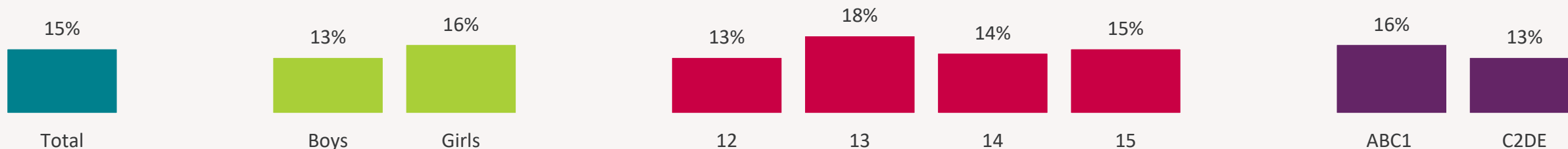
Source: Cross Platform Media Tracker 2022 - Adults

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) 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: 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 (583)/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 (90*) *Warning low base size (under 100)



Over one in ten on-demand viewers aged 12 to 15 have seen something in the last 12 months which concerned or worried them

Seen something that caused **concern or worry** on any **on-demand services** in the last 12 months: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

QC19. So, thinking about TV programmes that you have watched through catch up services like BBC iPlayer, ITV Hub 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 (959), Boys (488), Girls (471), aged 12 (237), aged 13 (238), aged 14 (241), aged 15 (243), ABC1 (504), C2DE (453). No significant difference (95% level) between Boys and Girls and between ABC1 and C2DE groups

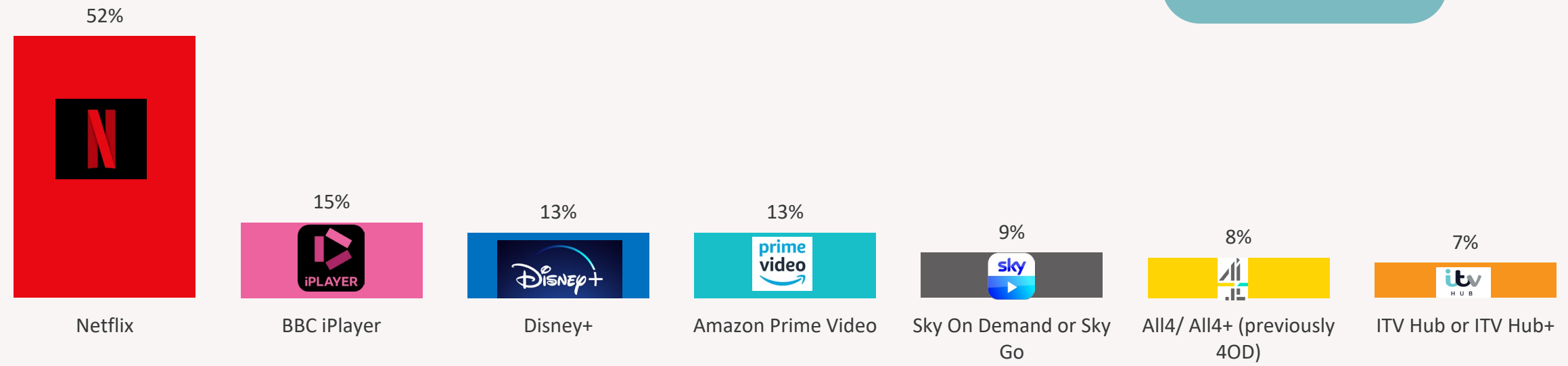


TEENS

Most teen viewers who saw something that concerned or worried them said they were watching Netflix

On-demand services which showed the content of concern or worry: 2022

15% of on-demand viewers have seen something that concerned or worried them



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

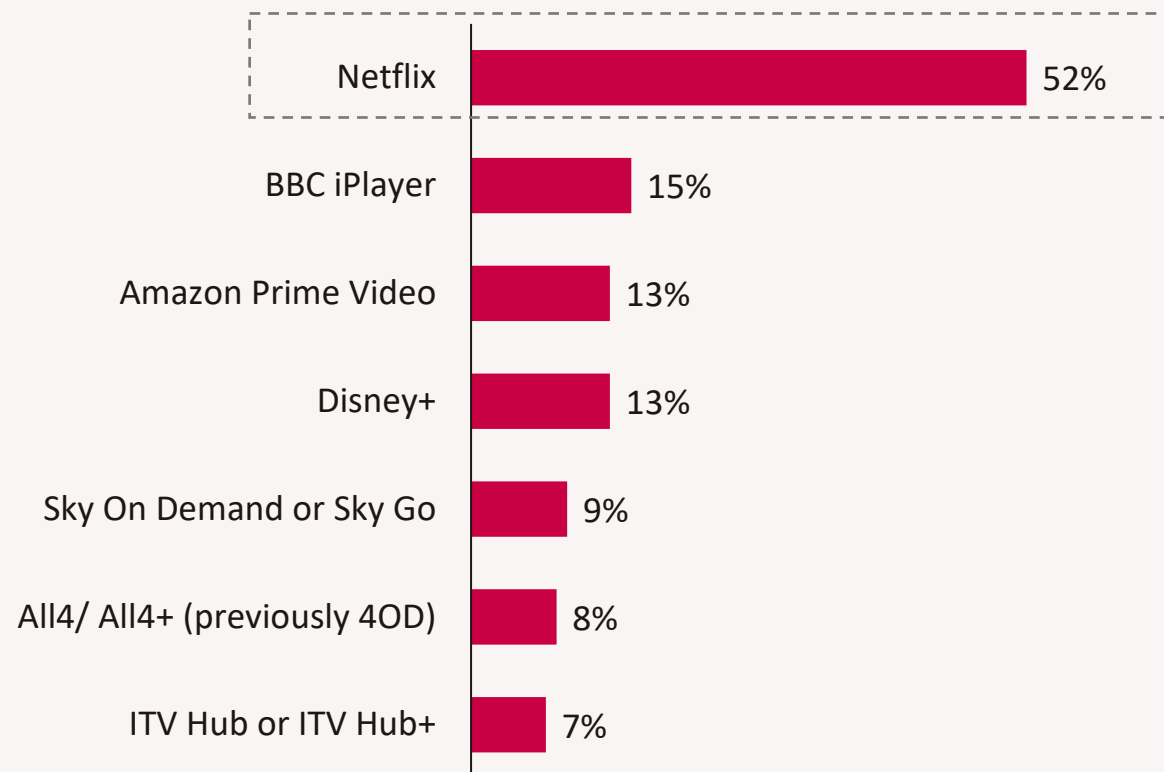
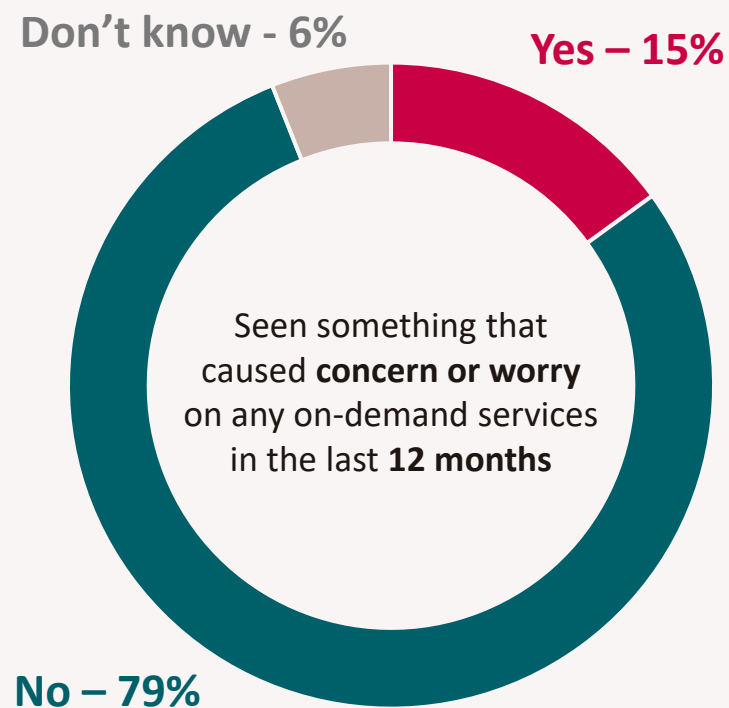
QC20. Which services were you watching when you saw something that concerned or worried you? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL 12-15S ASKED THE QUESTION

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 (142)



Over one in ten on-demand viewers aged 12 to 15 have seen something in the last 12 months which concerned or worried them, with most having done so on Netflix

Seen something that caused **concern or worry** on any **on-demand services**: 2022



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

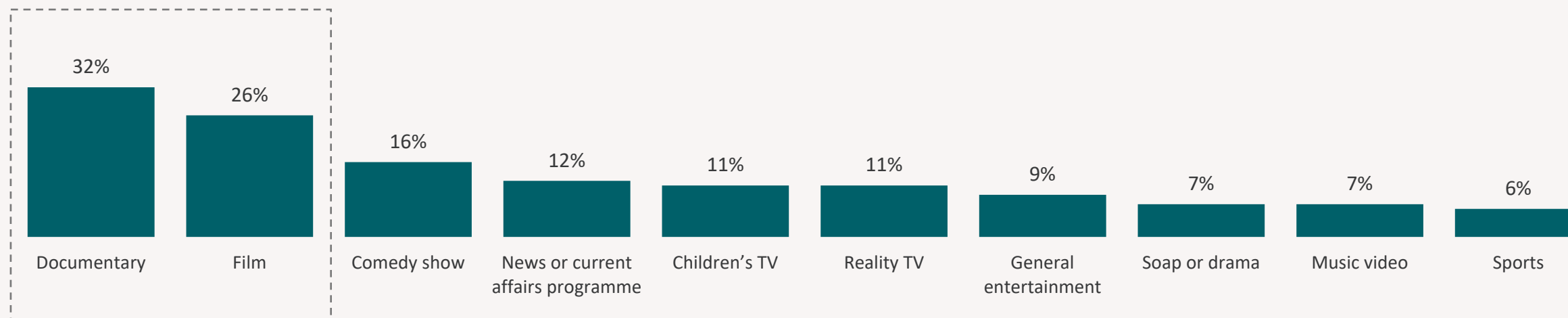
QC19. So, thinking about TV programmes that you have watched through catch up services like BBC iPlayer, ITV Hub and/ or on-demand on Netflix or Disney+. In the last 12 months have you seen anything on these services that concerned or worried you? (SINGLE CODE) / QC20. Which services were you watching when you saw something 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 (142)



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

Types of **on-demand** programmes which showed the content of **concern**: 2022



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

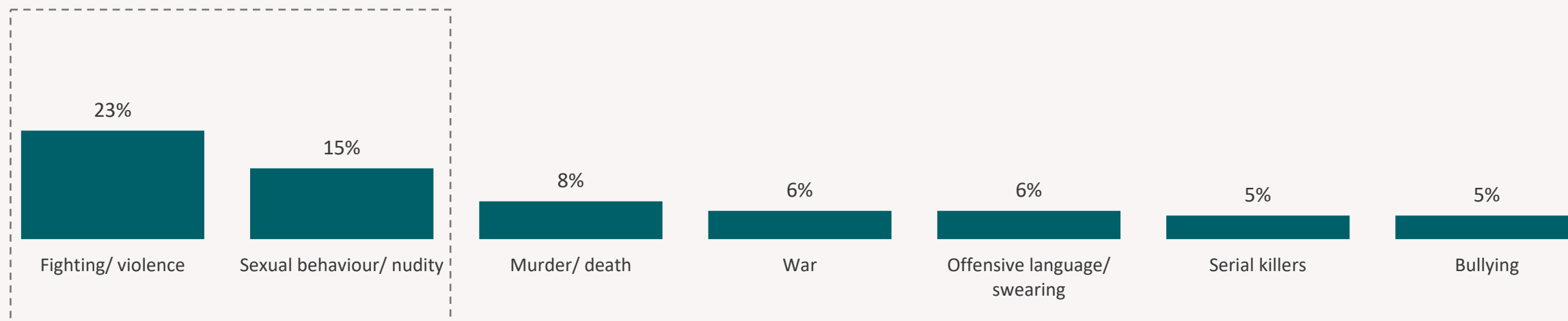
QC21. What type of programme or show were you watching that concerned or worried you? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL 12-15S ASKED THE QUESTION

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 (142)



Violence was most commonly mentioned by teens as concerning or worrying, followed by sexual behaviour/ nudity

On-demand content that caused concern: 2022



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

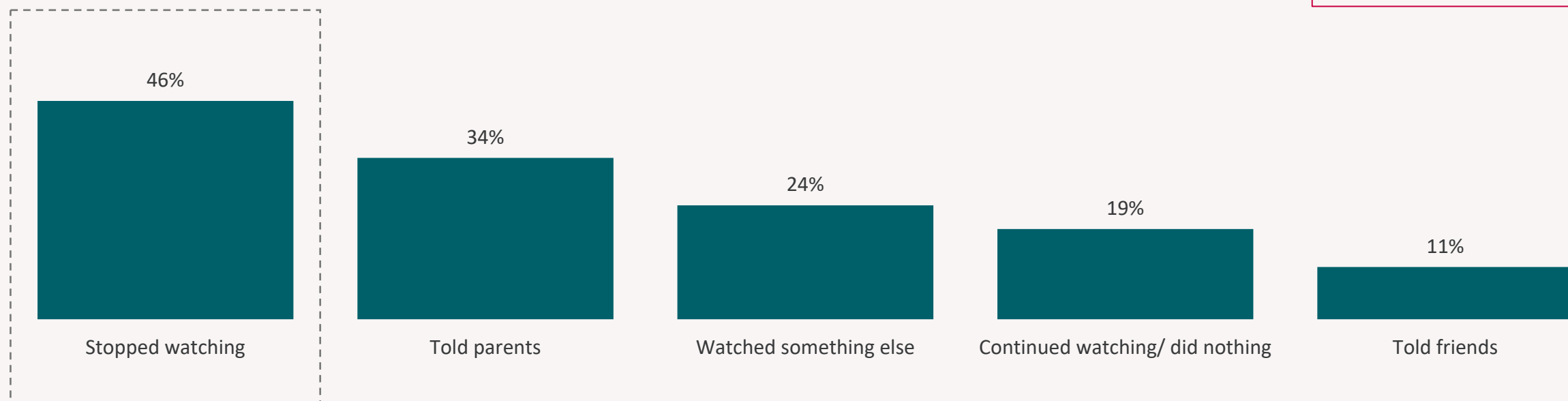
QC22. What did you see on these services that concerned or worried you? (MULTI CODE) CHART SHOWS MENTIONS FROM 5% OF ALL 12-15S ASKED THE QUESTION

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 (142)



Stopping watching is 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: 2022



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

QC23. What did you do when you saw something 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 (142)

Section 5

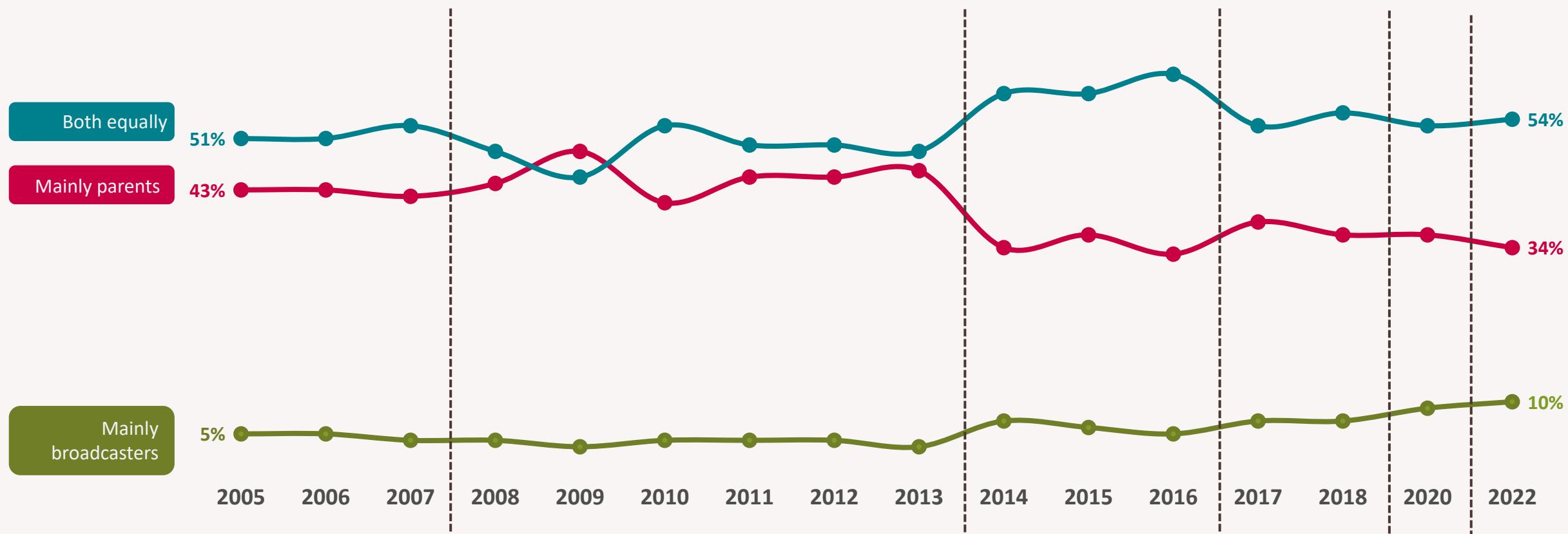
Protection of children – TV



ADULTS

Over half of adults think that parents and broadcasters have an equal responsibility to make sure that children don't 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 2022 - 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)

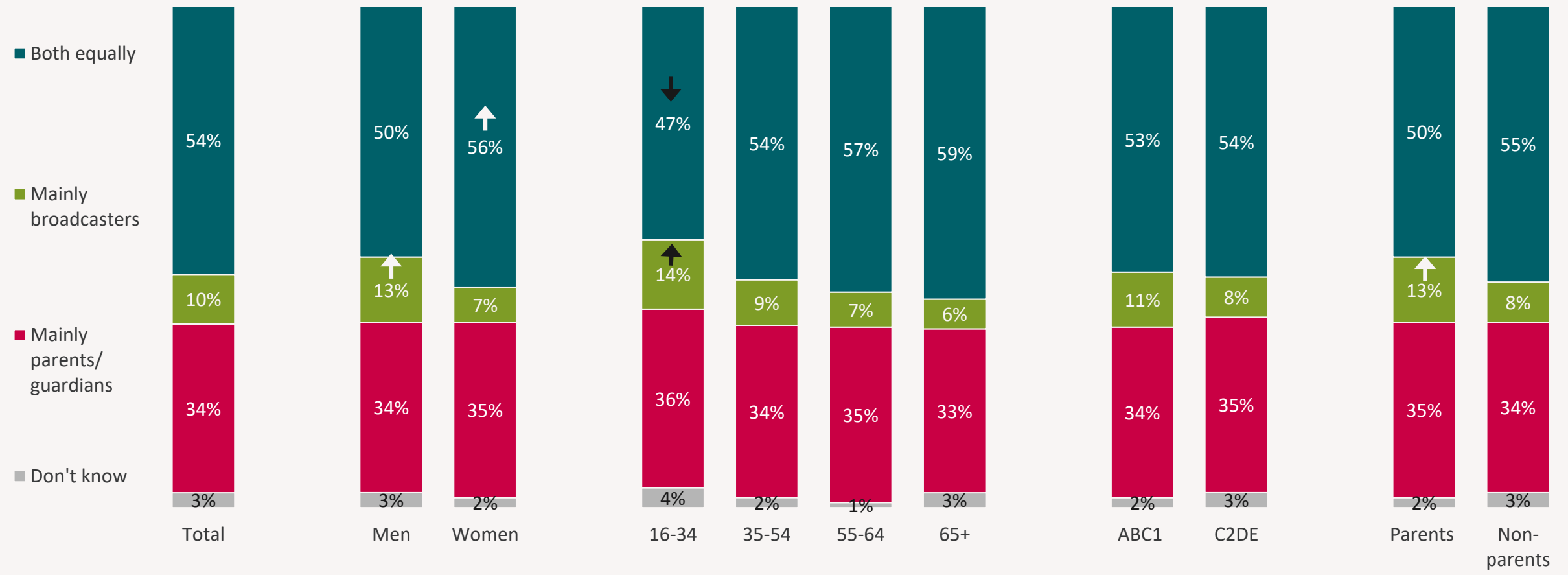
Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219). Note: Base 2015-2020 All with working TV sets Base prior to 2014: All with TV, but excluding those never watching. No significant difference (99% level) between 2020 and 2022. Dashed line to show where survey method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



ADULTS

In each group of adults the most likely response is that parents and broadcasters share equal responsibility to make sure children do not see unsuitable programmes

Opinion on whose responsibility it is to ensure children do not see unsuitable programmes: 2022 sub-groups



Source: Cross Platform Media Tracker 2022 - 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)

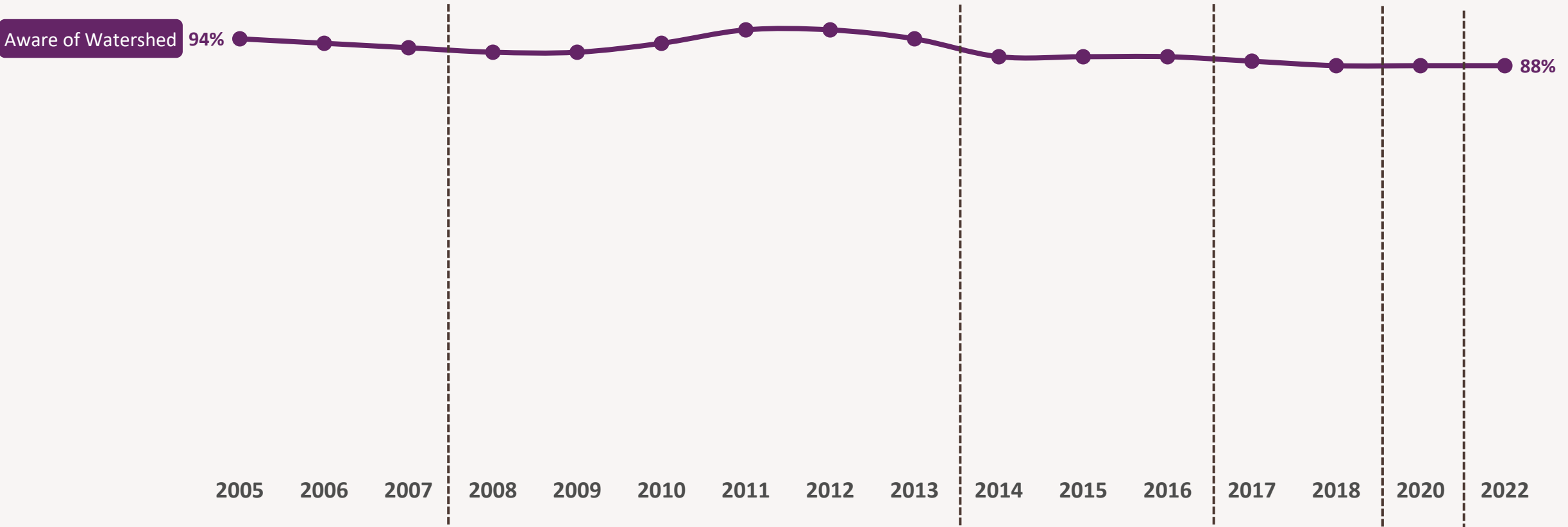
Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219), Men (1,084), Women (1,107), 16-34 (571), 35-54 (701), 55-64 (452), 65+ (495), ABC1 (1,232), C2DE (956), Parents of an under-16 (589), Non-parents (1,625). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.



ADULTS

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 2022 - Adults

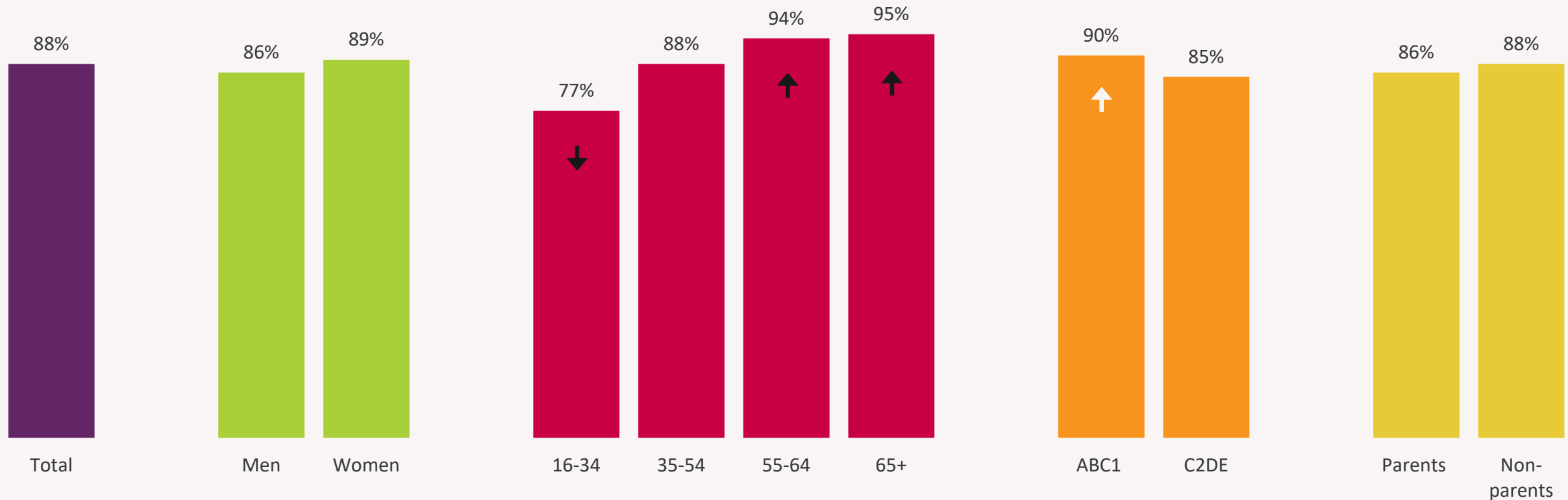
QE2. Thinking of the types of TV programmes which are not suitable for children... Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (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.



Awareness of the watershed among broadcast TV viewers is lower among 16-34s and higher among those aged 55 and over or in ABC1 households

Awareness of **watershed**: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Adults

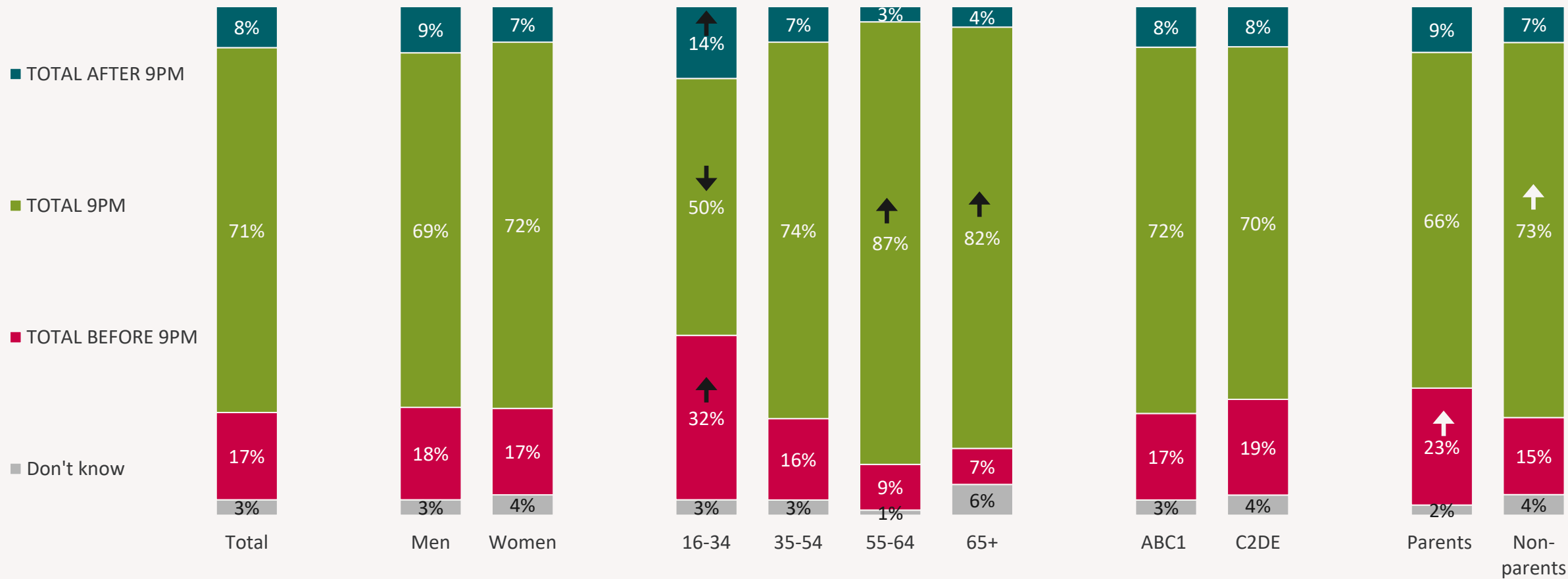
QE2. Thinking of the types of TV programmes which are not suitable for children... Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219), Men (1,084), Women (1,107), 16-34 (571), 35-54 (701), 55-64 (452), 65+ (495), ABC1 (1,232), C2DE (956), Parents of an under-16 (589), Non-parents (1,625). Significance testing applied at 99% confidence interval. black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.



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

Knowledge of **watershed** start time: 2022 by sub group



Source: Cross Platform Media Tracker 2022 - 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)

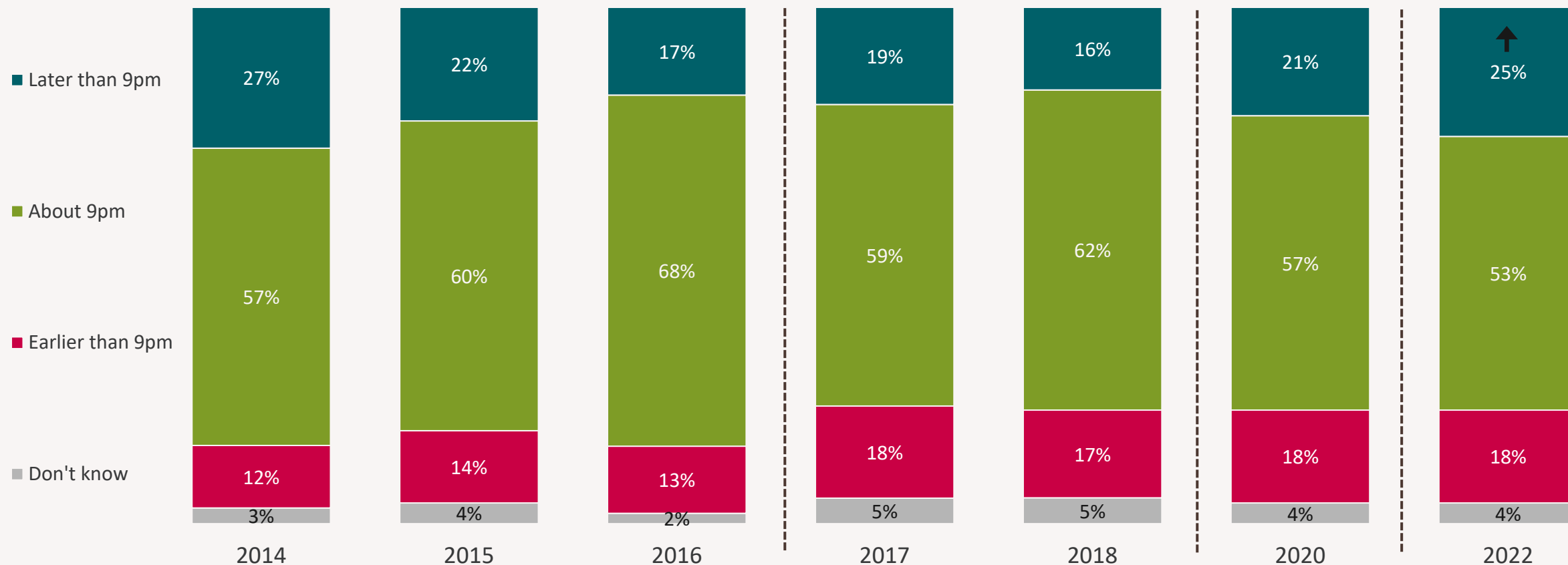
Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219), Men (1,084), Women (1,107), 16-34 (571), 35-54 (701), 55-64 (452), 65+ (495), ABC1 (1,232), C2DE (956), Parents of an under-16 (589), Non-parents (1,625). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.



ADULTS

Half of broadcast TV viewers aged 18 or over feel that about 9pm is the right time for the watershed to start. Since 2020, more adults think the watershed should be later – rising to one quarter.

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



Source: Cross Platform Media Tracker 2022 - Adults

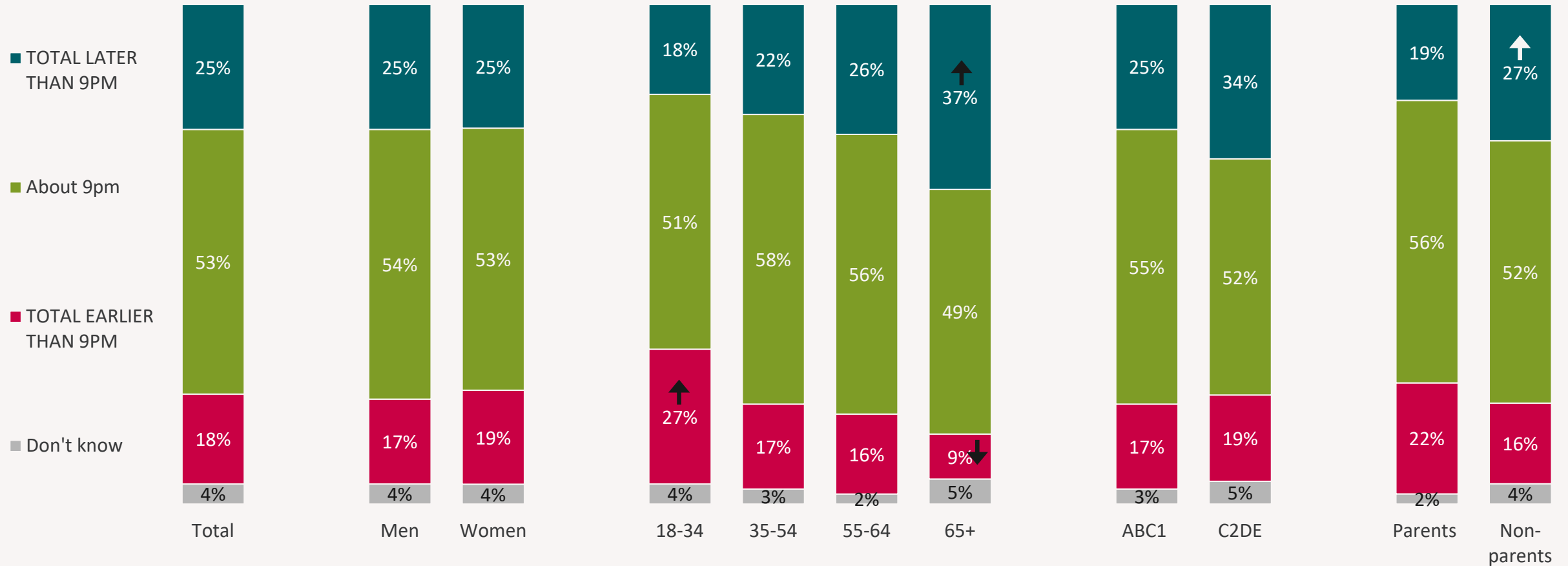
QE4. (EXPLANATION OF WATERSHED START TIME AFTER 9PM) When do you think TV channels should be allowed to start broadcasting programmes that contain adult themes and may not be suitable for those under the age of 18? (SINGLE CODE)

Base: Those aged 18 or over who have watched any live broadcast TV in the last 12 months (2,215). Significance testing (99% level) shows any difference between 2020 and 2022. Dashed line to show where survey method changed.



Most broadcast TV viewers think that 9pm is about right for the watershed, but some younger viewers think this should be earlier while some older viewers think this should be later

Opinion on when TV channels should be allowed to broadcast programmes not suitable for children: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Adults

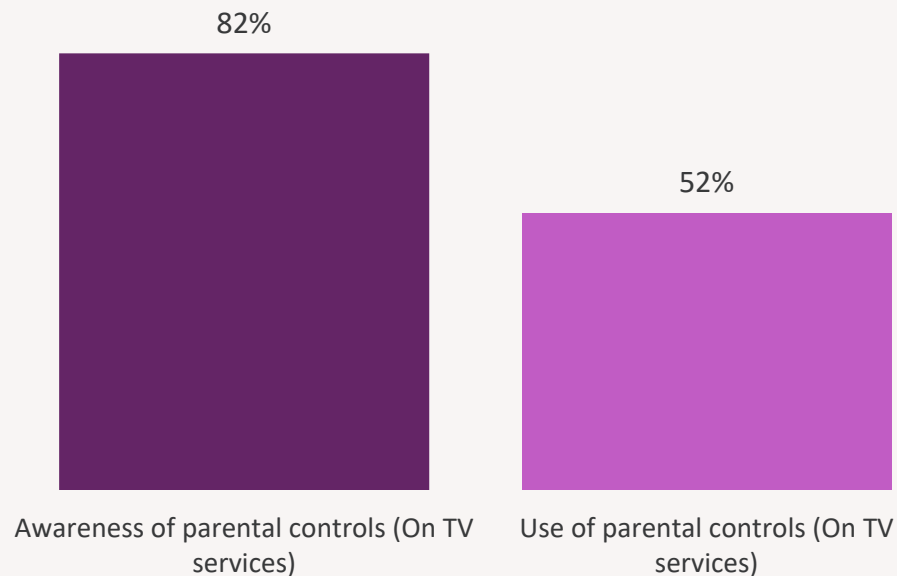
QE4. When do you think TV channels should be allowed to start broadcasting programmes that contain adult themes and may not be suitable for those under the age of 18? (SINGLE CODE)

Base: Those aged 18 or over who have watched any live broadcast TV in the last 12 months (2,215), Men (1,084), Women (1,107), 18-34 (567), 35-54 (701), 55-64 (452), 65+ (495), ABC1 (1,229), C2DE (955), Parents of an under-16 (589), Non-parents (1,621). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

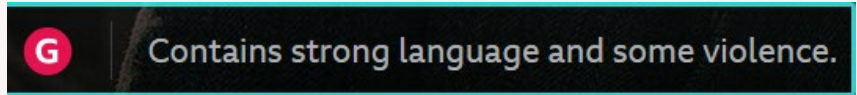
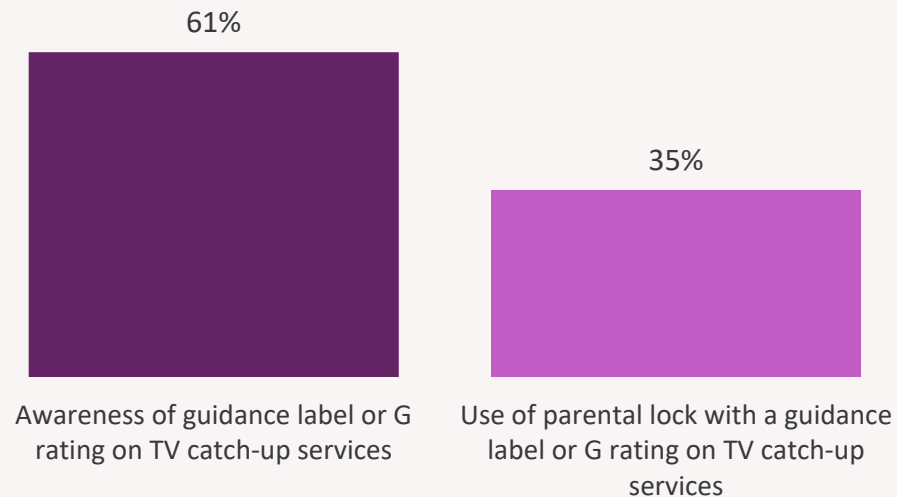


While around in eight in ten parents are aware of parental controls available on TV services around half use them. While six in ten are aware of guidance labels or G rating on TV catch-up services around one-third use a parental lock to restrict access to content.

Awareness and use of parental controls on TV services



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



Source: Cross Platform Media Tracker 2022 - 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) QN3. Some programmes and films on TV catch-up services (like the BBC iPlayer, ITV Hub and All4) 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, ITV Hub 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 who have a TV service (527)/ Base: Parents/ guardians of any children aged under 16 in their household (651)

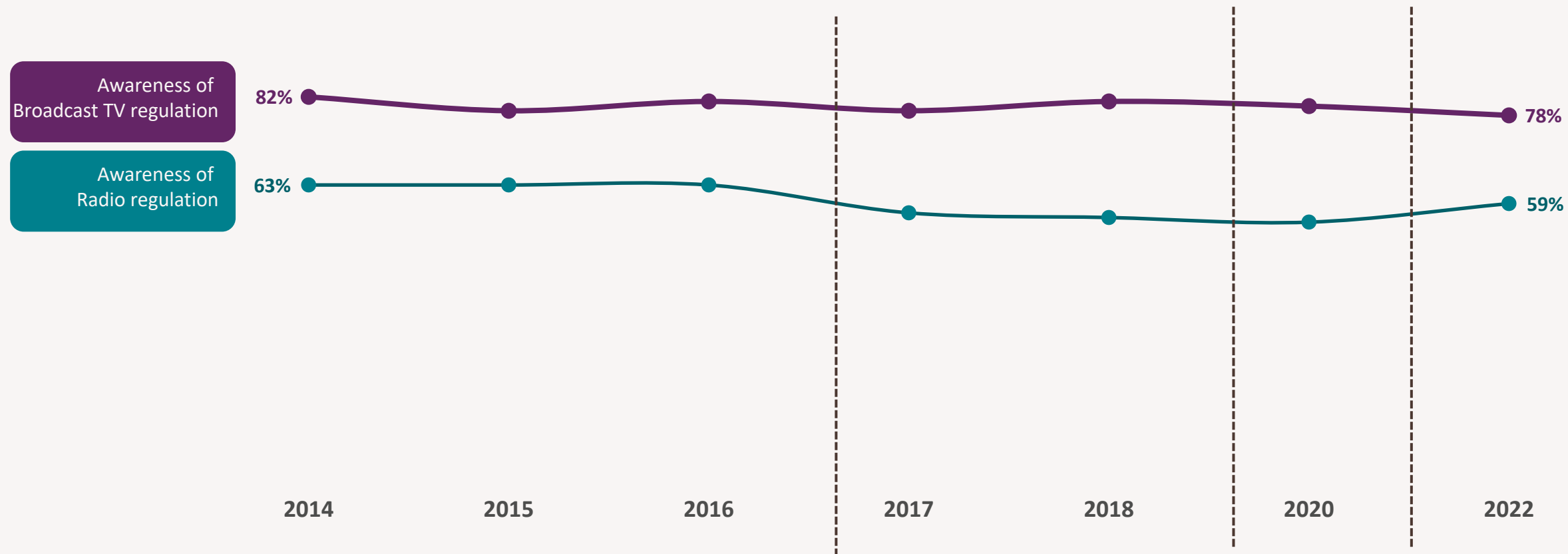
Section 6

Awareness and understanding of regulation



Around eight in ten adults believe that broadcast TV programmes are regulated, compared to six in ten who believe that radio programmes are subject to rules and guidelines

Awareness of **broadcast TV and radio regulation**: historical view



Source: Cross Platform Media Tracker 2022 - 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+ (2,407) No significant difference (99% level) between 2020 and 2022. Dashed line to show where survey method changed.

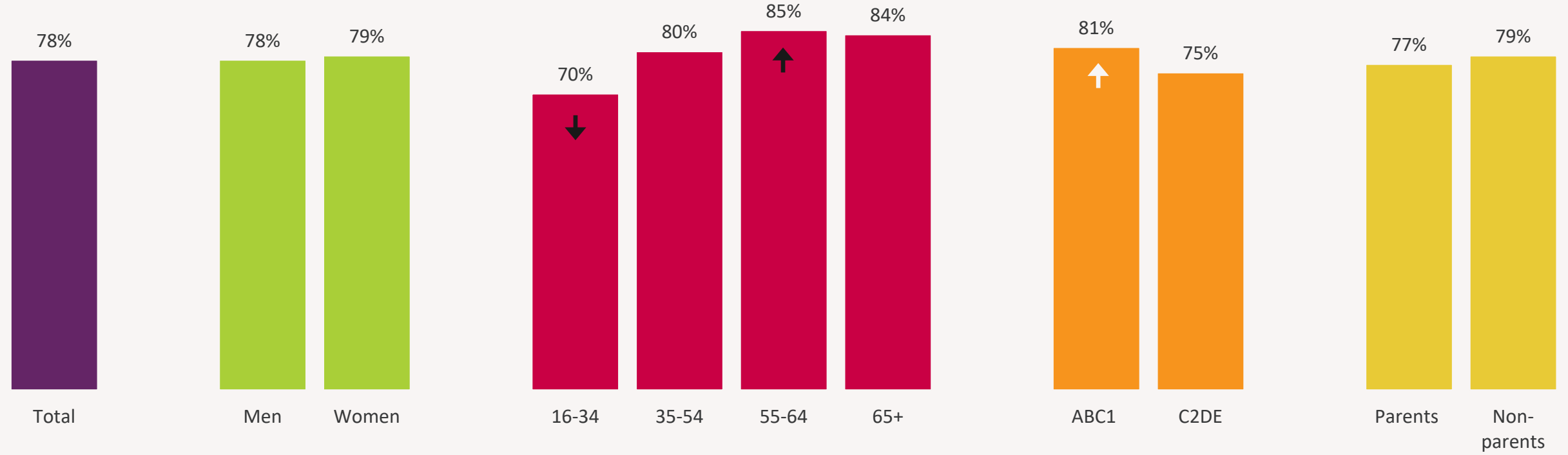


ADULTS

Awareness of broadcast TV regulation is higher among older adults (aged 55-64) and those in ABC1 households, compared to younger (16-34) and C2DE adults

Awareness of **Broadcast TV regulation**: 2022 by sub-group

14% of adults don't know whether TV programmes are regulated



Source: Cross Platform Media Tracker 2022 - Adults

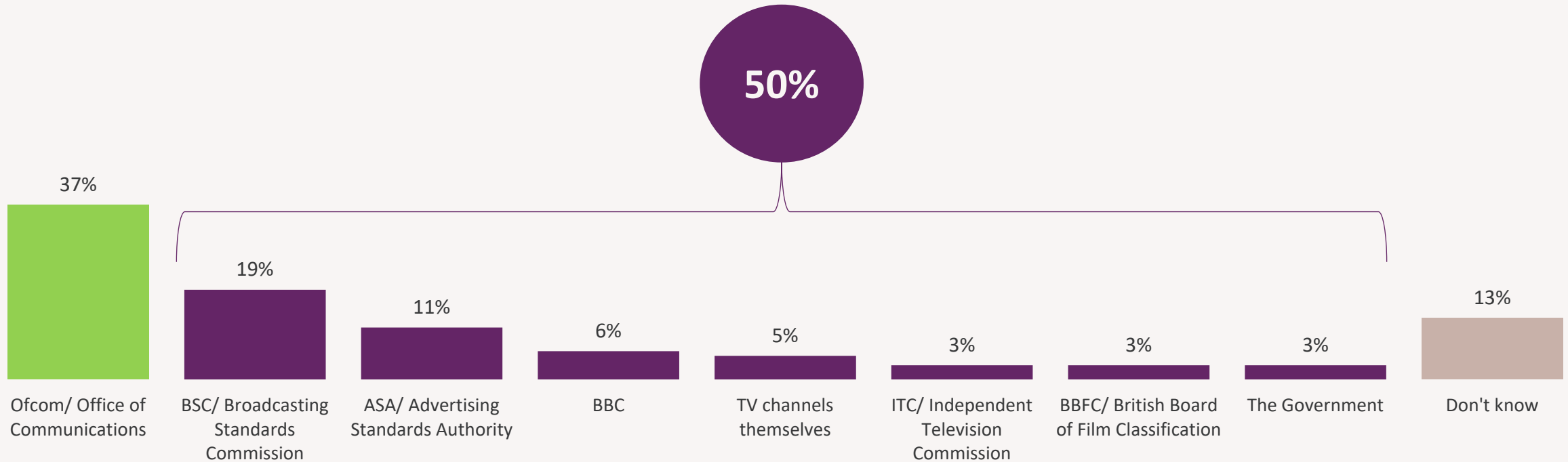
QD1. As far as you know, are TV programmes regulated – so are there rules or guidelines about what can and can't be shown on TV? (SINGLE CODE)

Base: Base: All respondents aged 16+ (2,407), Men (1,186), Women (1,189), 18-34 (676), 35-54 (756), 55-64 (473), 65+ (502), ABC1 (1,316), C2DE (1,052), Parents of an under-16 (651), Non-parents (1,750). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.



Among those who believe broadcast TV programmes are regulated, just under four in ten name Ofcom as responsible, compared to half that name any other bodies

Who regulates **Broadcast TV** programmes: 2022



Source: Cross Platform Media Tracker 2022 - Adults

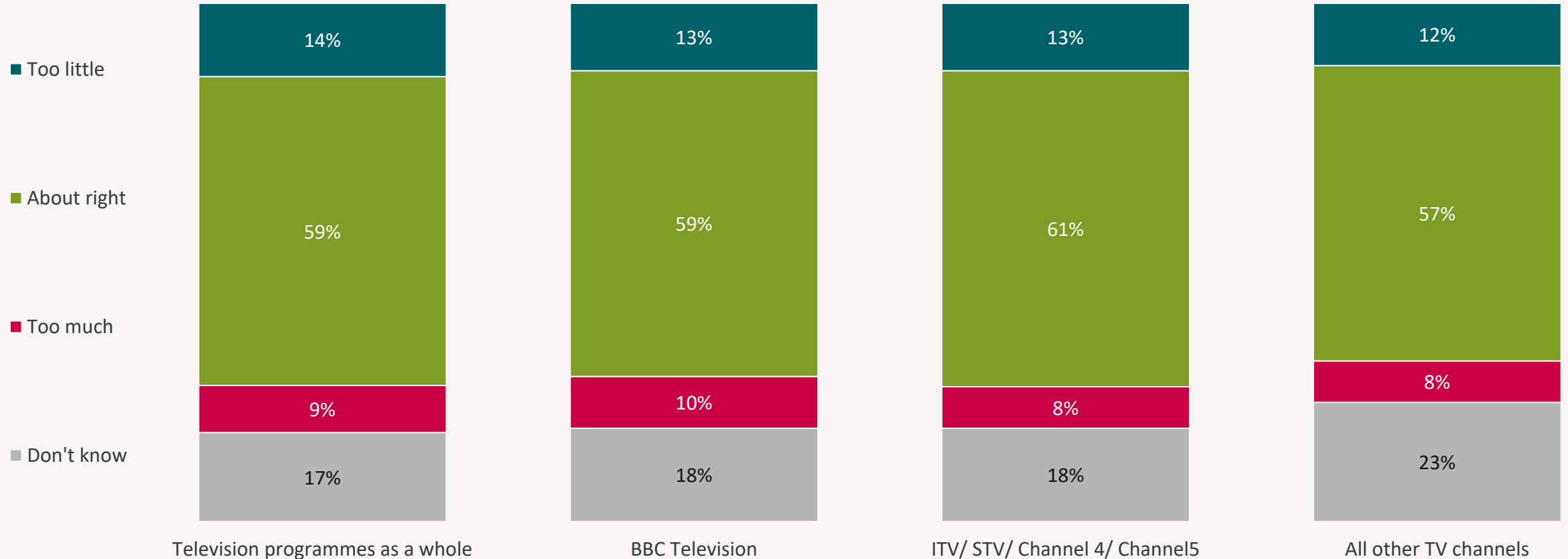
QD2. Who do you think is responsible for regulating TV programmes? (SINGLE CODE)

Base: Those aged 16+ who say that TV programmes are regulated (1,910)



Opinions on the amount of broadcast TV regulation do not differ particularly across different providers, with around six in ten adults feeling this is 'about right' and two in ten unsure

Opinion on the amount of broadcast TV regulation: 2022 by different providers



Source: Cross Platform Media Tracker 2022 - 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+ (2,407)



ADULTS

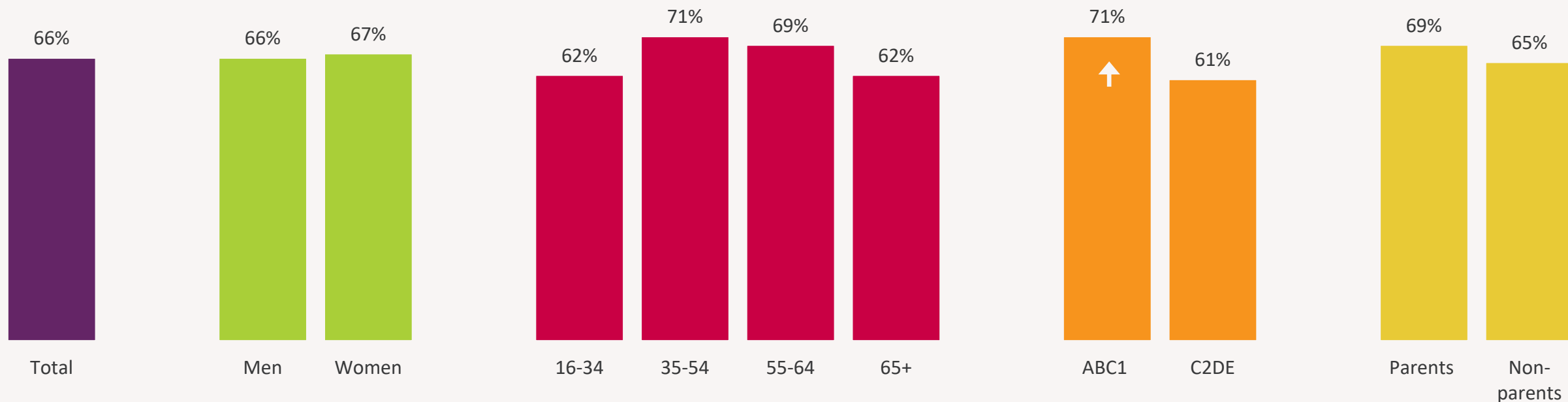
Two-thirds of adults believe that BVoD programmes or films are regulated, with most others unsure. Awareness of BVoD regulation is higher among adults in ABC1 households.

Awareness of **BVoD** regulation: 2022 by sub-group

25% of adults don't know whether BVoD services are regulated

33% of adults aged 65+ don't know whether BVoD services are regulated

29% of C2DE adults don't know whether BVoD services are regulated



Source: Cross Platform Media Tracker 2022 - Adults

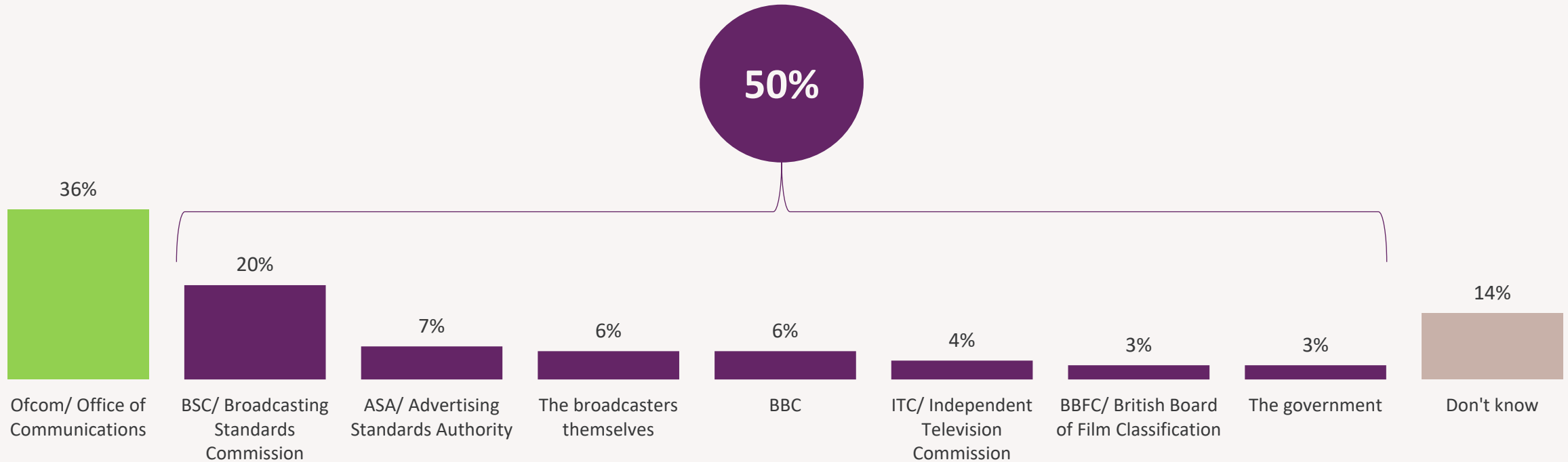
QL1A. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5? (SINGLE CODE)

Base: All respondents aged 16+ (2,407), Men (1,186), Women (1,189), 18-34 (676), 35-54 (756), 55-64 (473), 65+ (502), ABC1 (1,316), C2DE (1,052), Parents of an under-16 (651), Non-parents (1,750). Significance testing applied at 99% confidence interval. black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.



Among those who believe BVoD programmes are regulated, close to four in ten name Ofcom as being responsible, while half name other bodies

Who regulates **BVoD services**: 2022



Source: Cross Platform Media Tracker 2022 - Adults

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, ITV Hub, All 4 or My5? (SINGLE CODE)

Base: Those aged 16+ who say that radio programmes are regulated (1,606)



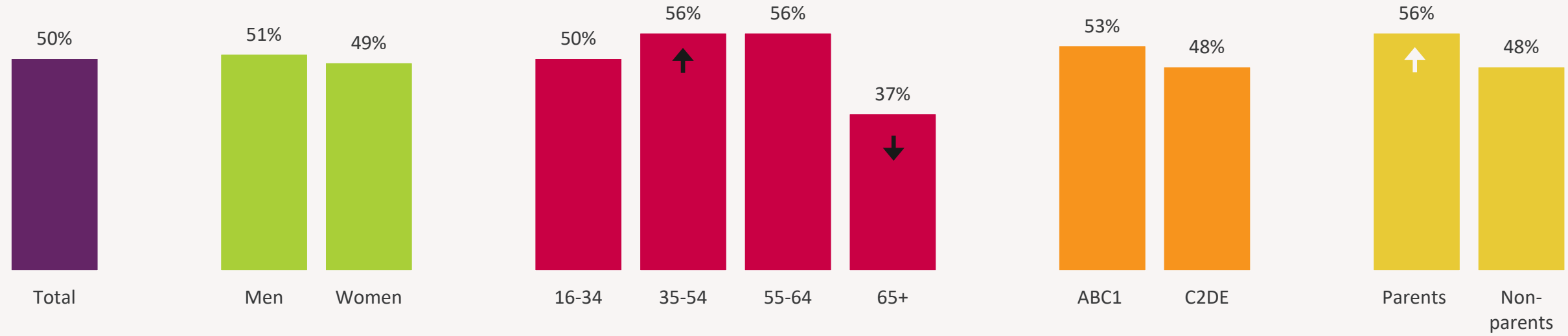
ADULTS

Half of adults believe that there are rules or guidelines for SVoD services (such as Netflix, Amazon Prime or Disney+.) One in three are unsure – rising to over half of older adults (aged 65+)

Awareness of **SVoD regulation**: 2022 by sub-group

33% of adults don't know whether SVoD services are regulated

54% of adults aged 65+ don't know whether SVoD services are regulated



Source: Cross Platform Media Tracker 2022 - Adults

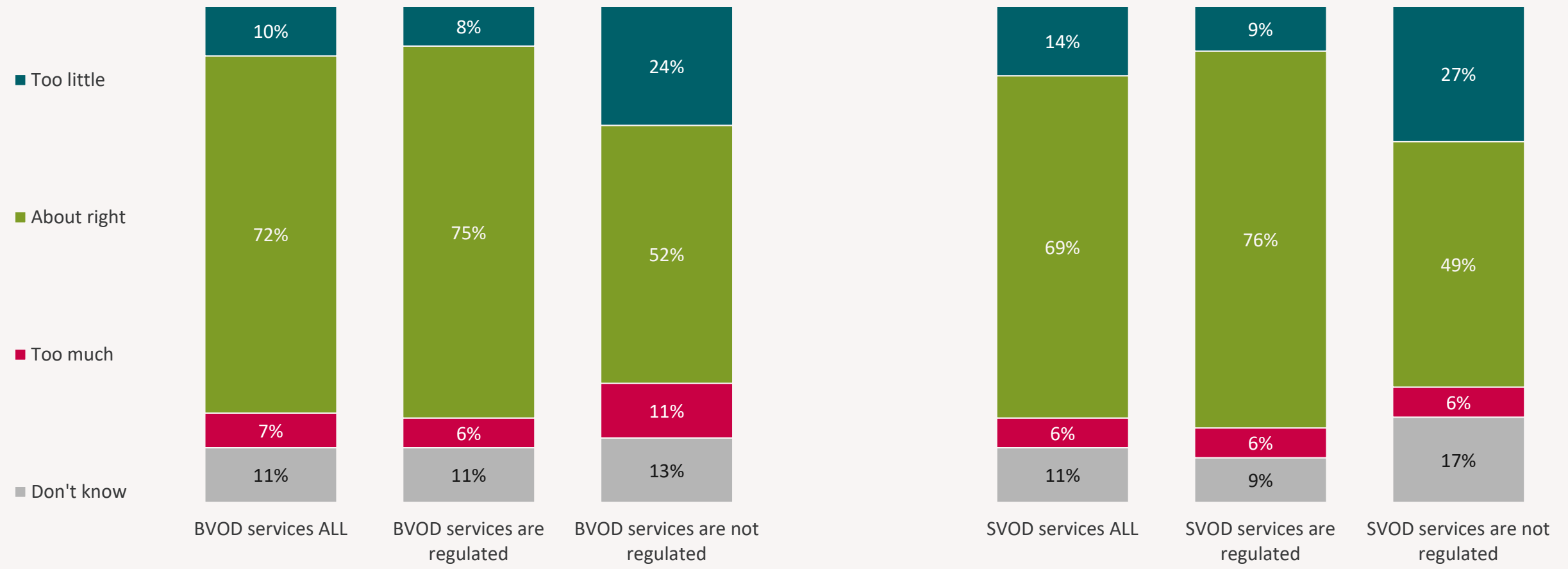
QL1B. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base: All respondents aged 16+ (2,407), Men (1,186), Women (1,189), 18-34 (676), 35-54 (756), 55-64 (473), 65+ (502), ABC1 (1,316), C2DE (1,052), Parents of an under-16 (651), Non-parents (1,750). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.



Among those with a view on whether or not BVoD or SVoD services are regulated, most believe the amount of regulation is 'about right' – falling to around half who believe the service is not regulated

Opinion on the amount of regulation: 2022 by **BVoD/SVoD** services



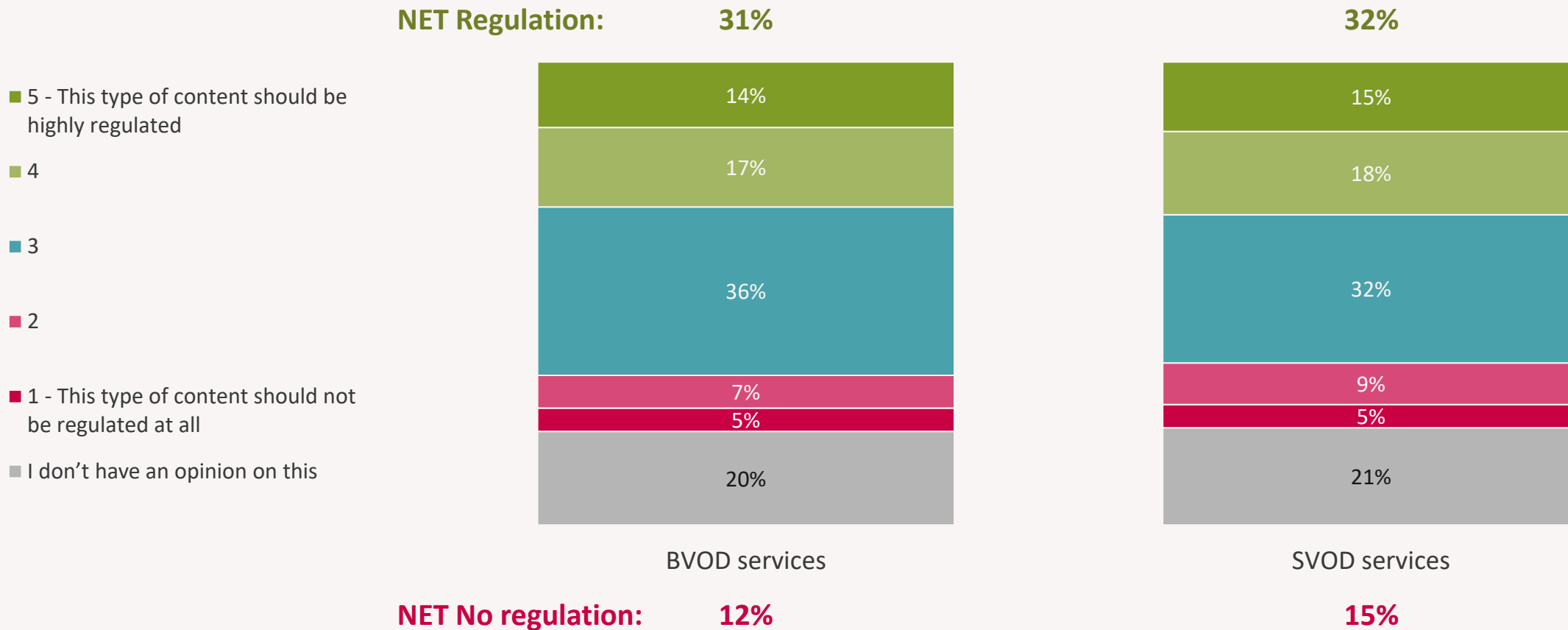
Source: Cross Platform Media Tracker 2022 - Adults

QL3. Do you think the amount of regulation (i.e. official rules) for TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITV Hub, All 4 or My5 is too much, too little or about the right amount? (SINGLE CODE) 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 TV broadcaster catch-up services either are or are not regulated (1,814 , 1,606 are regulated, 208 are not regulated), 73 Those aged 16+ who say that paid-for on-demand services either are or are not regulated (1,619, 1,236 are regulated, 383 are not regulated)



Opinions on regulation for BVoD and SVoD do not really differ. Around one third think there should be high levels, and a similar proportion are in the middle

Opinions on how much regulation there should be for **BVoD and SVoD services**: 2022



Source: Cross Platform Media Tracker 2022 - Adults

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, ITV Hub, All 4 or My5? (SINGLE CODE), 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)

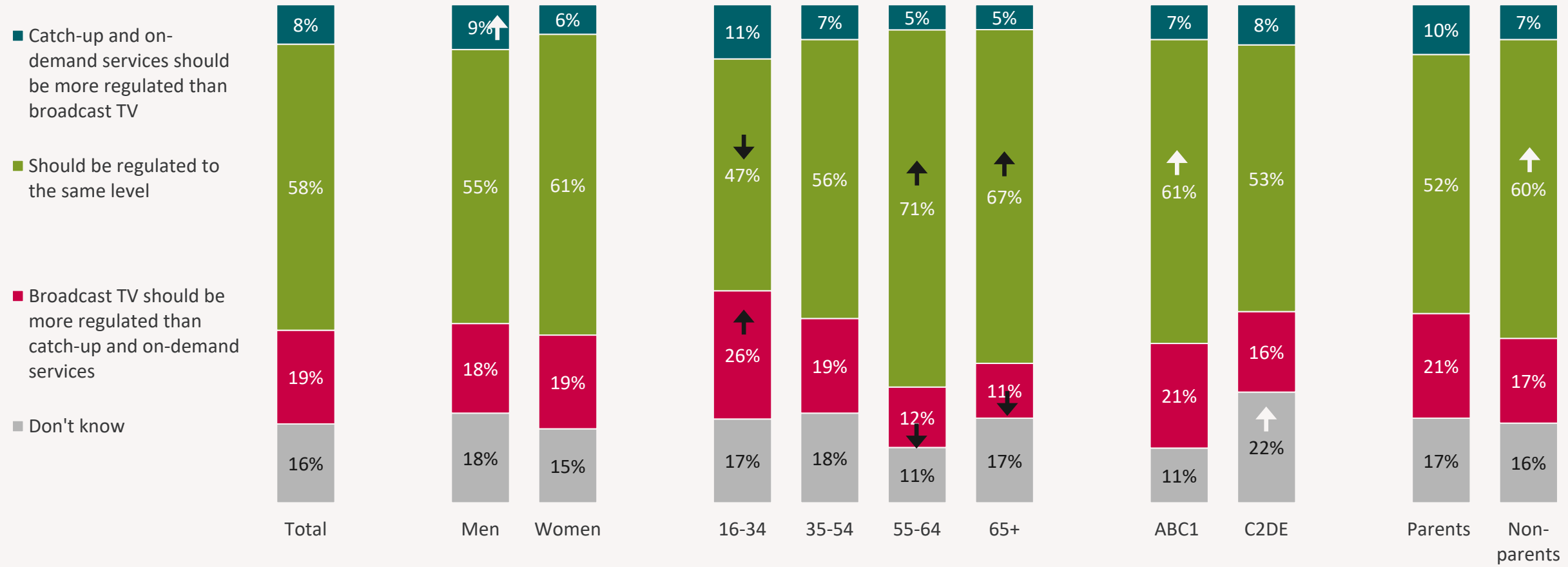
Base: All respondents aged 16+ (2,407)



ADULTS

Six in ten adults believe that broadcast and on-demand services should be regulated to the same level – higher among older (aged 55+) and ABC1 adults

Opinion on equivalence of regulation of broadcast and catch-up/ on-demand services: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - 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 ITV Hub, Netflix or Amazon Prime Video. How do you feel about this difference? (SINGLE CODE)

Base: All respondents aged 16+ (2,407), Men (1,186), Women (1,189), 18-34 (676), 35-54 (756), 55-64 (473), 65+ (502), ABC1 (1,316), C2DE (1,052), Parents of an under-16 (651), Non-parents (1,750). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.



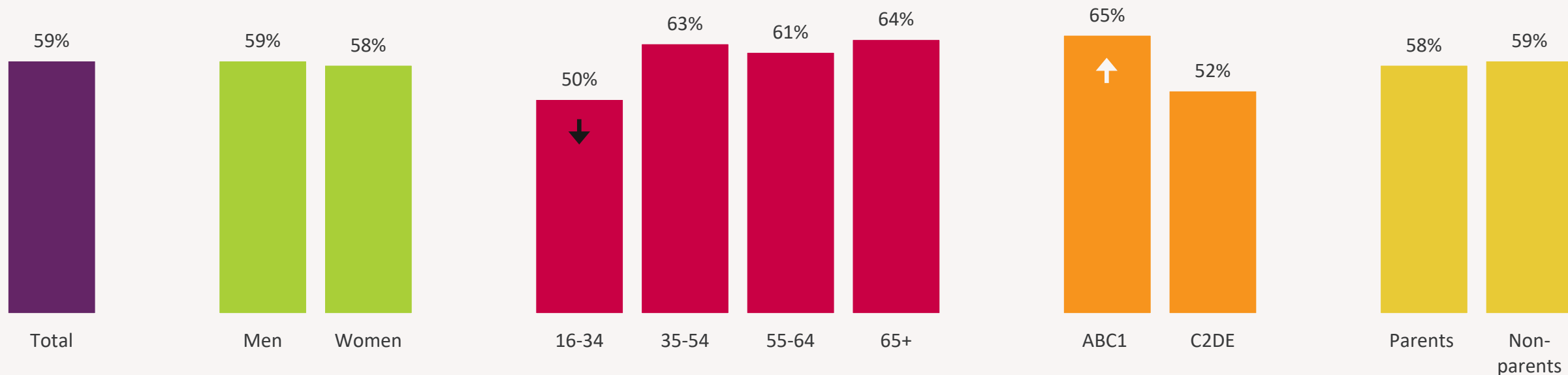
ADULTS

Awareness of radio regulation is lower among younger adults (aged 16-34) compared to adults overall and higher among those in ABC1 households compared to C2DE

Awareness of **radio** regulation: 2022 by sub-group

27% of adults don't know whether radio programmes are regulated

31% of C2DE adults don't know whether radio programmes are regulated



Source: Cross Platform Media Tracker 2022 - Adults

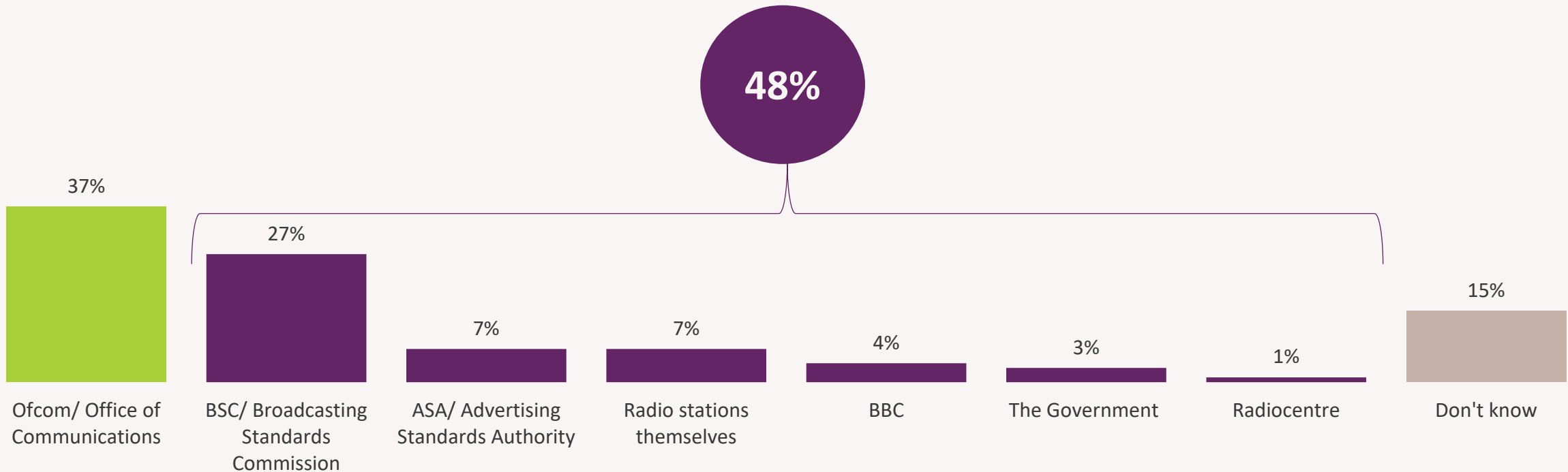
QJ1. As far as you know, are radio programmes regulated – so are there rules or guidelines about what can and can't be broadcast on radio? (SINGLE CODE)

Base: Base: All respondents aged 16+ (2,407), Men (1,186), Women (1,189), 18-34 (676), 35-54 (756), 55-64 (473), 65+ (502), ABC1 (1,316), C2DE (1,052), Parents of an under-16 (651), Non-parents (1,750). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.



Among those who believe radio is regulated, close to four in ten name Ofcom as being responsible, while around half name other bodies

Who regulates **radio**: 2022



Source: Cross Platform Media Tracker 2022 - Adults

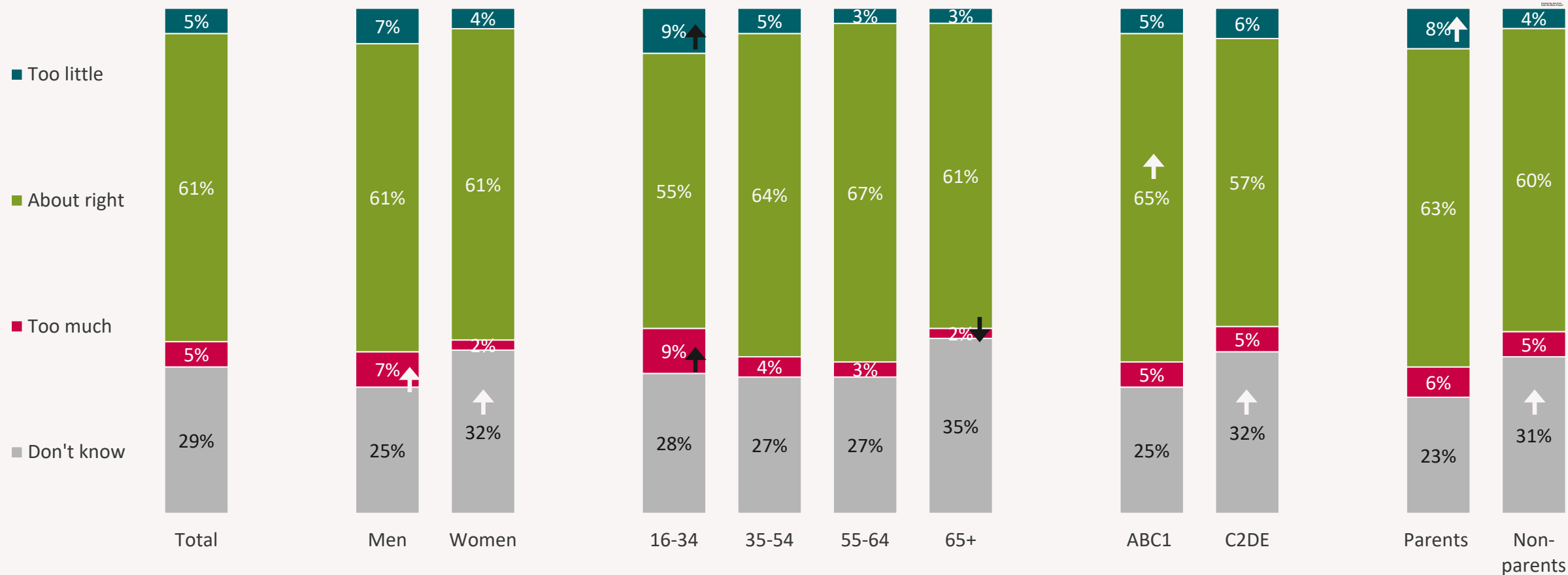
QJ2. Who do you think is responsible for regulating radio? (SINGLE CODE)

Base: Those aged 16+ who say that radio programmes are regulated (1,423)



Around six in ten adults feel the amount of radio regulation is 'about right', compared to three in ten who are unsure

Opinion on the amount of **radio** regulation: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Adults

QJ3. Do you think the amount of regulation for radio shows is too much, too little, or about the right amount? (SINGLE CODE)

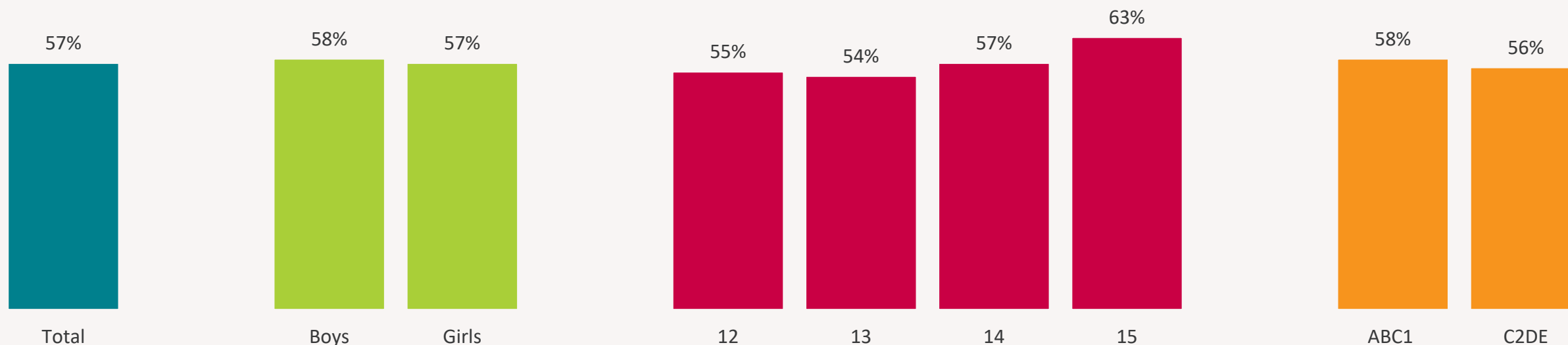
Base: All respondents aged 16+ (2,407), Men (1,186), Women (1,189), 18-34 (676), 35-54 (756), 55-64 (473), 65+ (502), ABC1 (1,316), C2DE (1,052), Parents of an under-16 (651), Non-parents (1,750). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.



Six in ten viewers aged 12-15 believe there are rules in place for SVoD services about what they can and cannot show with most others unsure

Awareness of **SVoD regulation**: 2022 by sub-group

33% of SVoD viewers aged 12-15 don't know whether SVoD services are regulated



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

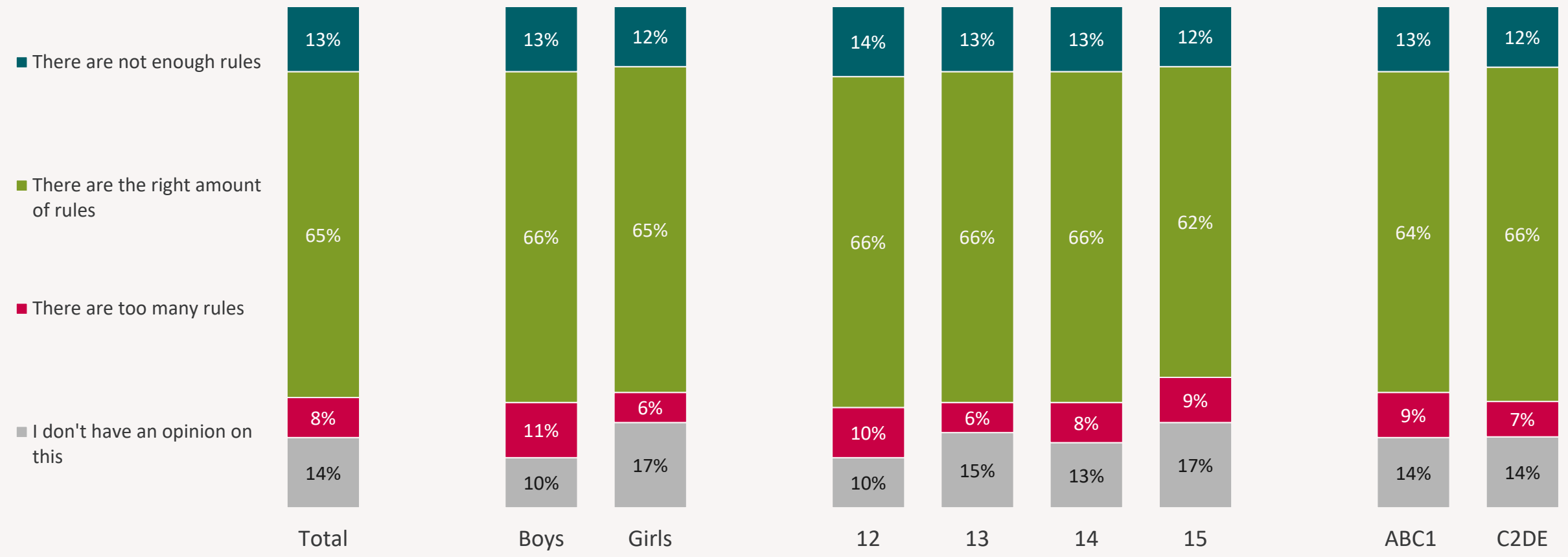
QC25. As far as you know, are there rules for services like Netflix, Disney+ or Amazon Prime that they must follow about what they can and can't show? (SINGLE CODE)

Base: Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months (967), Boys (487), Girls (480), aged 12 (240), aged 13 (244), aged 14 (240), aged 15 (243), ABC1 (506), C2DE (459). No significant difference (95% level) between Boys and Girls and between ABC1 and C2DE groups

Among those with a view on whether SVoD services are regulated, two-thirds believe the amount of regulation is 'about right'



Opinion on the amount of **SVoD** regulation: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

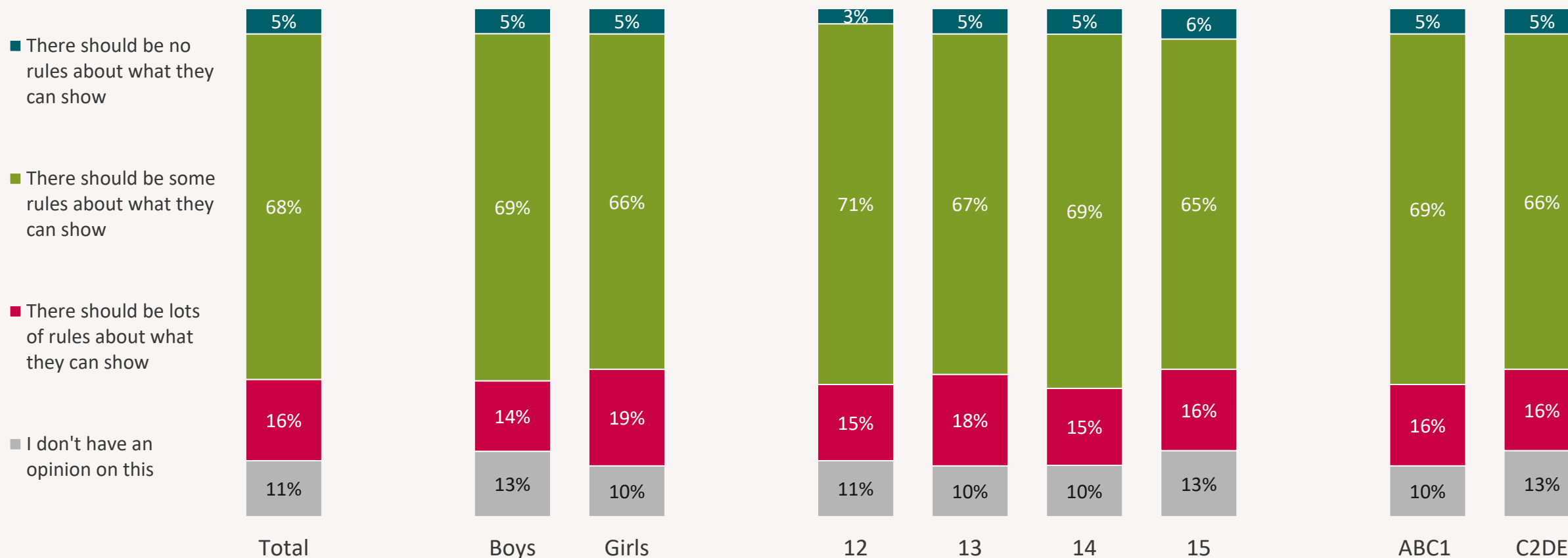
QC26. How do you feel about rules for services like Netflix, Disney+ or Amazon Prime about what they can and can't show? (SINGLE CODE)

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 (651), Boys (326), Girls (325), aged 12 (155), aged 13 (159), aged 14 (158), aged 15 (179), ABC1 (348), C2DE (301). No significant difference (95% level) between Boys and Girls and between ABC1 and C2DE groups

Seven in ten teen SVoD viewers think there should be some rules on what services can show, compared to a minority who feel there shouldn't be any rules



Opinion on the amount of SVoD regulation: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

QC27. Still thinking about services like Netflix, Disney+ or Amazon Prime. Which one of these do you think best applies? (SINGLE CODE)

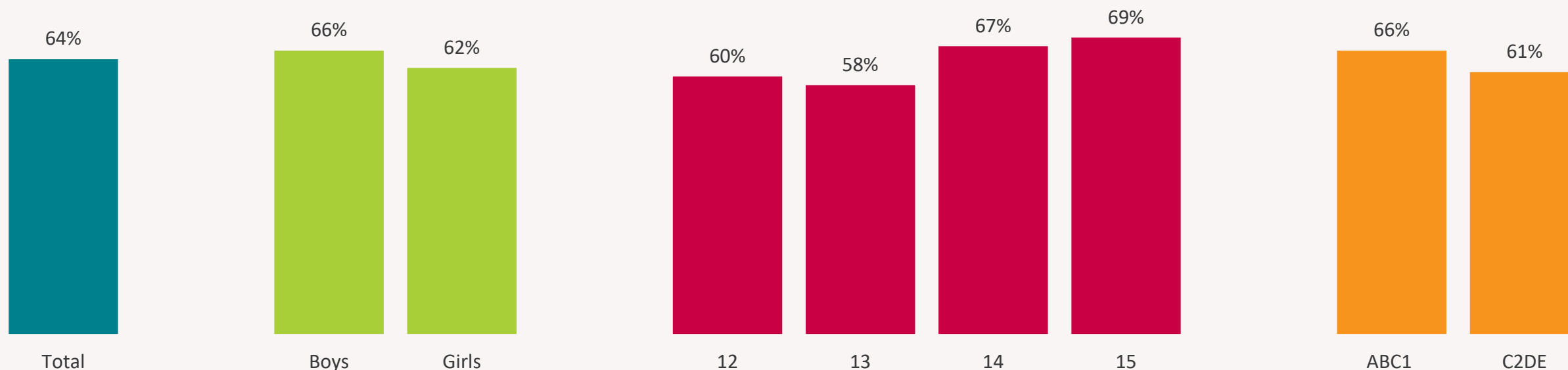
Base: Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months (967), Boys (487), Girls (480), aged 12 (240), aged 13 (244), aged 14 (240), aged 15 (243), ABC1 (506), C2DE (459). No significant difference (95% level) between Boys and Girls and between ABC1 and C2DE groups



Six in ten viewers aged 12-15 believe there are rules in place for BVoD services about what they can and cannot show with most others unsure

Awareness of **BVoD** regulation: 2022 by sub-group

28% of BVoD viewers aged 12-15 don't know whether BVoD services are regulated



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

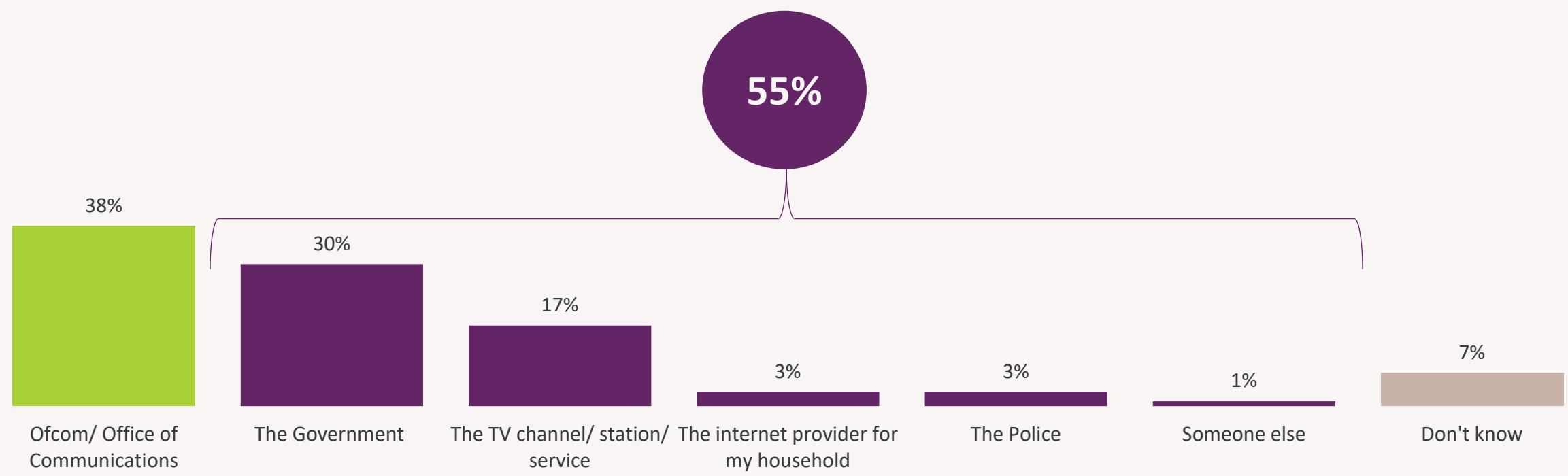
QC28. Moving on now. As far as you know, are there rules for services like BBC iPlayer, ITV Hub, All 4 or My5 that they must follow about what they can and can't show? (SINGLE CODE)

Base: Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months (748), Boys (360), Girls (388), aged 12 (174), aged 13 (186), aged 14 (192), aged 15 (196), ABC1 (426), C2DE (321). No significant difference (95% level) between Boys and Girls and between ABC1 and C2DE groups



Among teens who believe BVoD services are regulated, around four in ten name Ofcom as being responsible, while over half name other bodies

Opinion of who regulates **TV on-demand services for BVoD**: 2022



Source: Cross Platform Media Tracker 2022

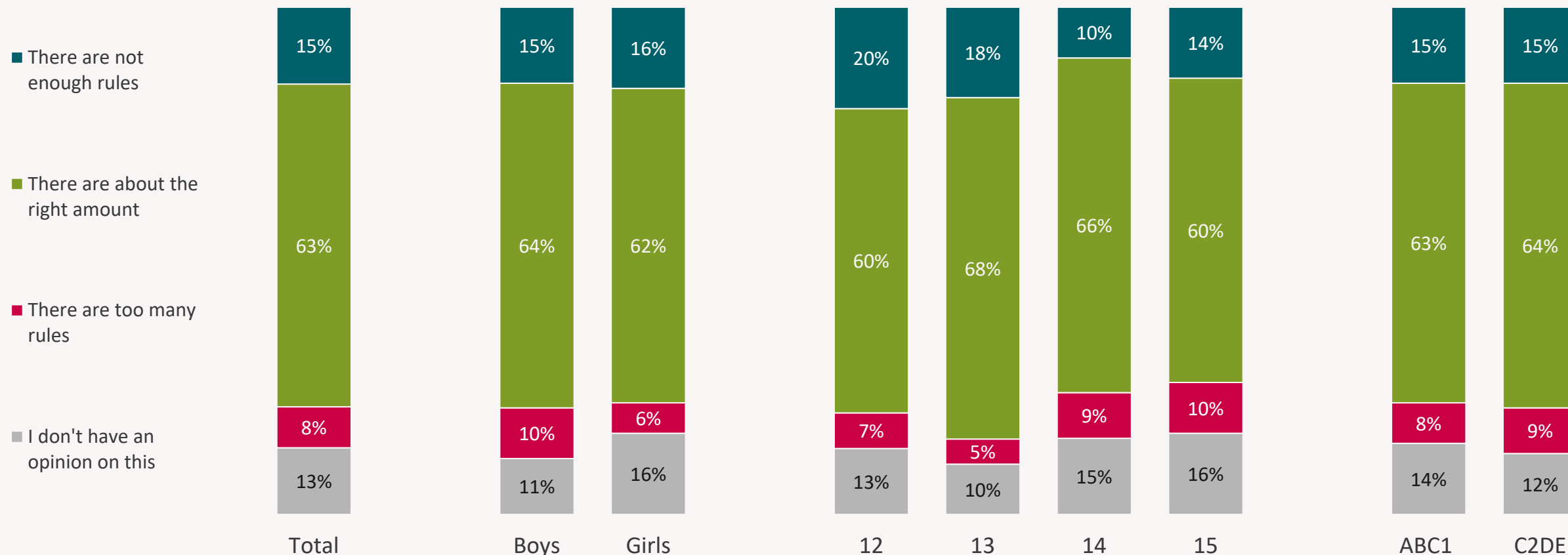
QC29. Who do you think makes these rules for services like BBC iPlayer, ITV Hub, All 4 or My5 about what they can and can't show? (SINGLE CODE)

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 (476)



Among those with a view on whether BVoD services are regulated, close to two-thirds believe the amount of regulation is 'about right'

Opinion on the amount of **BVoD** regulation: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

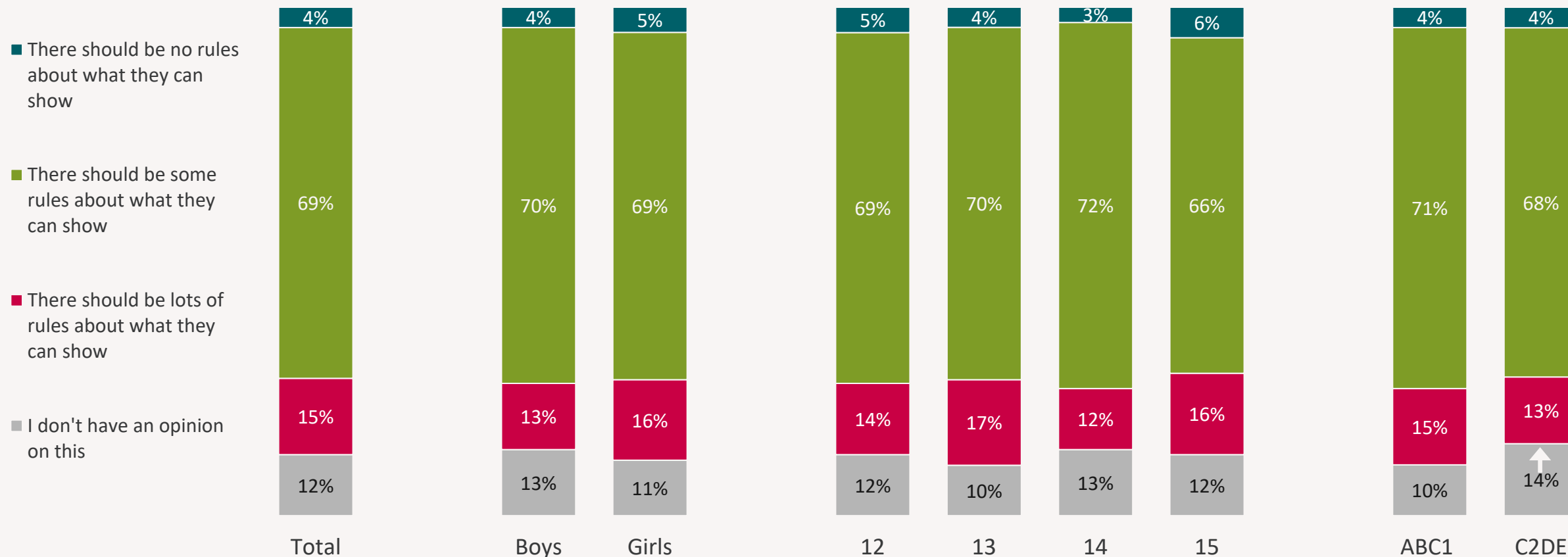
QC30. How do you feel about rules for services like BBC iPlayer, ITV Hub, All 4 or My5 about what they can and can't show? (SINGLE CODE)

Base: Those aged 12-15 who have watched any broadcaster catch-up services in the last 12 months who say there are or there are not rules for these services (538), Boys (259), Girls (279), aged 12 (123), aged 13 (124), aged 14 (144), aged 15 (147), ABC1 (315), C2DE (222). No significant difference (95% level) between Boys and Girls and between ABC1 and C2DE groups

Seven in ten BVoD viewers feel there should be some rules about what services can show



Opinion on the amount of BVoD regulation: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

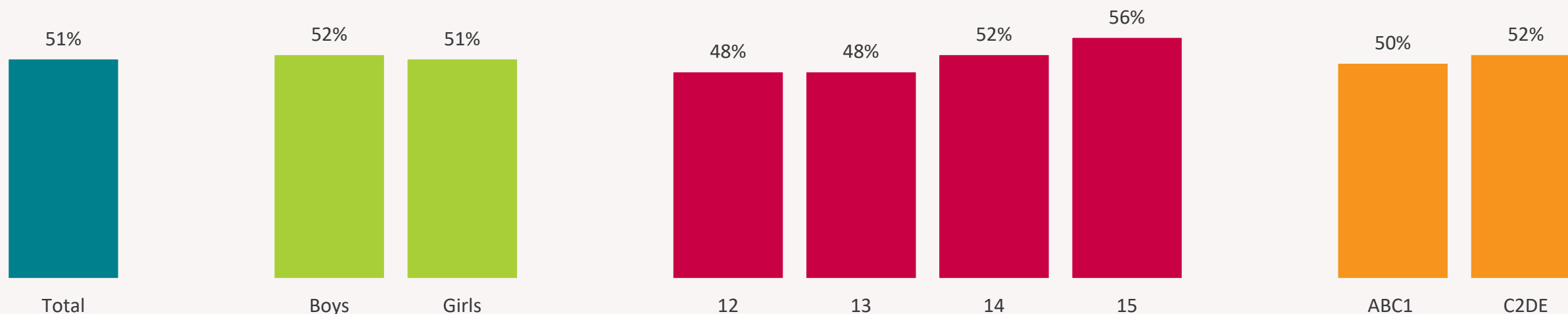
QC31. Still thinking about services like BBC iPlayer, ITV Hub, All 4 or My5. Which one of these do you think best applies? (SINGLE CODE)

Base: Those aged 12-15 who have watched any broadcaster catch up services in the last 12 months (748), Boys (360), Girls (388), aged 12 (174), aged 13 (186), aged 14 (192), aged 15 (186), ABC1 (426), C2DE (321). Significance testing (95% level) by Boys to Girls, and by ABC1 to C2DE groups



Half of SVoD or BVoD viewers have been asked for their age in order to watch a programme or film on one of these services

Been asked for their age to watch **BVoD** or **SVoD** services: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

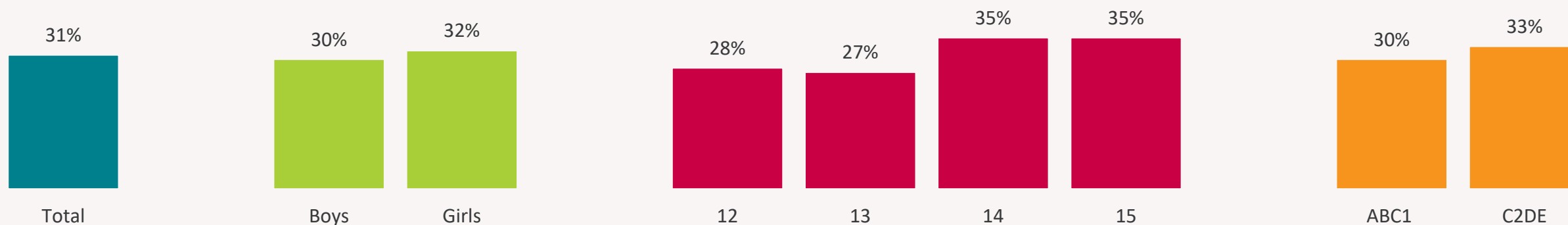
QC32. When you have watched any of these services – such as (VOD SERVICES WATCHED AT QC3/ QC4) - have you ever been asked for your age to watch the programme or film? This could mean ticking a box to say you are over a certain age. (SINGLE CODE)

Base: Those aged 12-15 who have watched any catch up or subscription video on-demand services in the last 12 months (985), Boys (497), Girls (488), aged 12 (243), aged 13 (247), aged 14 (246), aged 15 (249), ABC1 (519), C2DE (464). No significant difference (95% level) between Boys and Girls and between ABC1 and C2DE groups



Three in ten BVoD or SVoD viewers have given a false age to be able to watch something on these services - more evident among 14-15 year olds

Given a false age to watch **BVoD** or **SVoD** services: 2022 by sub-group (re-based to all viewers)



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

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 that have ever been asked their age in order to watch something on these services (985), Boys (497), Girls (488), aged 12 (243), aged 13 (247), aged 14 (246), aged 15 (249), ABC1 (519), C2DE (464). No significant difference (95% level) between Boys and Girls and between ABC1 and C2DE groups

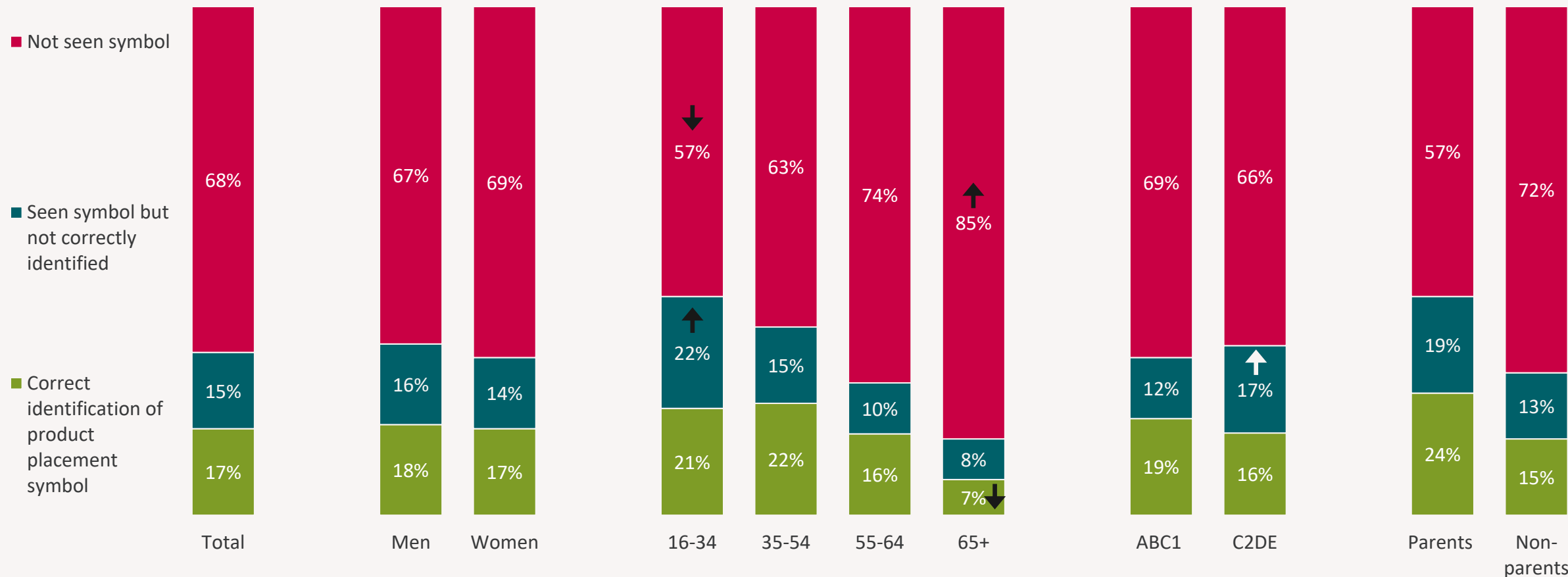
Section 7

Attitudes towards advertising, programme sponsorship and trailers on TV and radio

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



Awareness of **product placement** symbol: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - 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 (2,219), Men (1,084), Women (1,107), 16-34 (571), 35-54 (701), 55-64 (452), 65+ (495), ABC1 (1,232), C2DE (956), Parents of an under-16 (589), Non-parents (1,625). Significance testing applied at 99% confidence interval. black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.

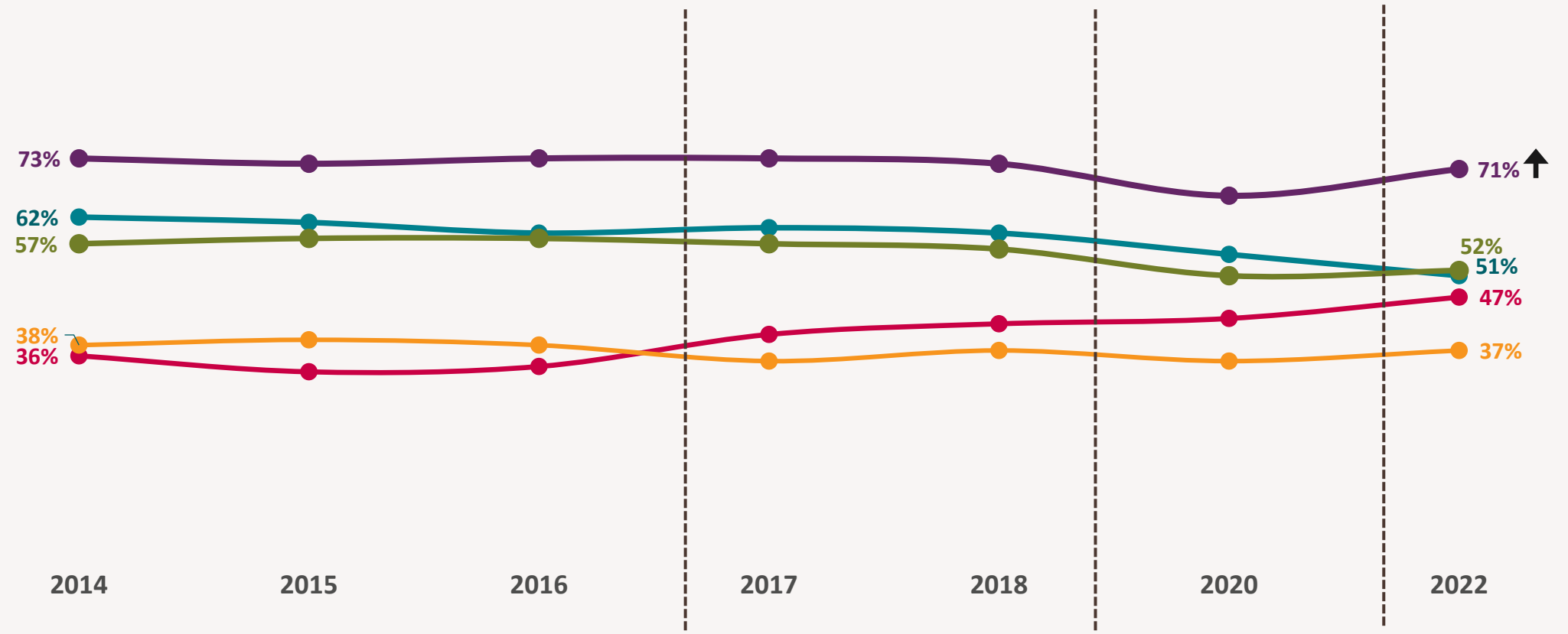


ADULTS

While seven in ten broadcast TV viewers are aware of trailers for TV programmes – rising since 2020 - half or fewer are aware of other types of promotions on broadcast TV

Awareness of **promotions on broadcast TV**: historical view

- Trailers or promotions for TV programmes
- Trailers or promotions for TV channels
- Programme sponsorship announcements
- Product placement (pay to feature products)
- Trailers or promotions for channel websites/ online



Source: Cross Platform Media Tracker 2022 - Adults

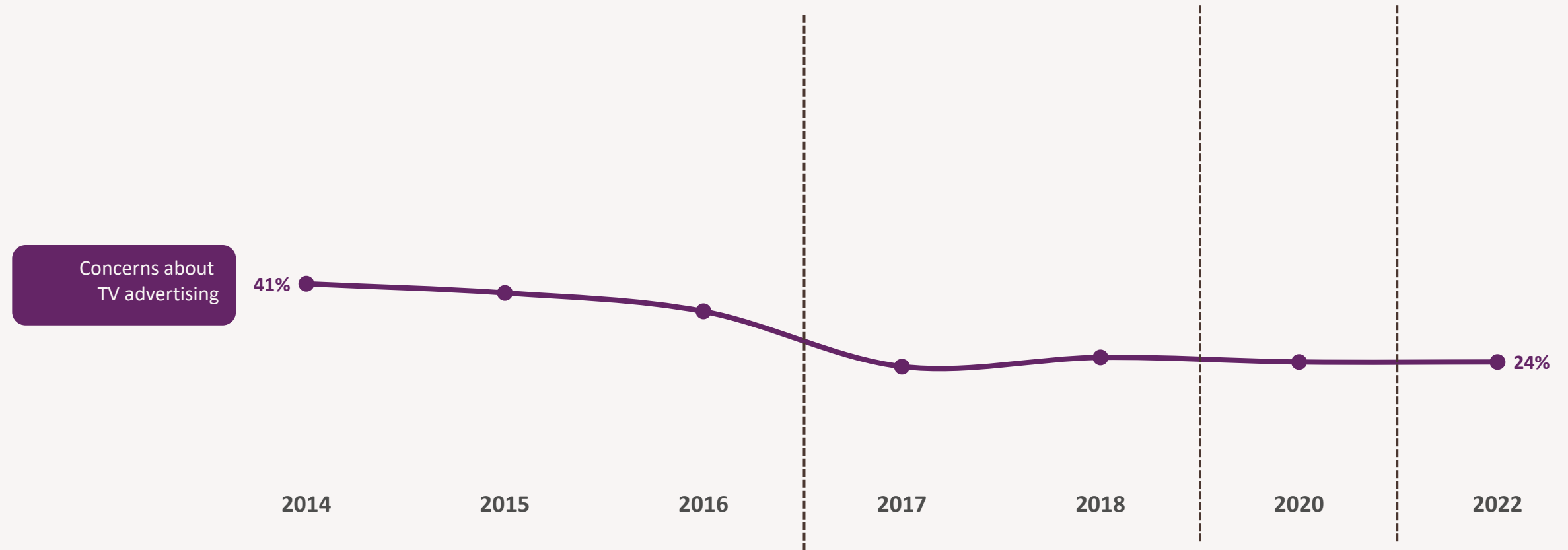
QC3. Which of the following, if any, are you aware of on television? (MULTI CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219). Note: Base 2015-2020 All with working TV sets. Significance testing (99% level) shows any difference between 2020 and 2022. Dashed line to show where survey method changed.



Around a quarter of broadcast TV viewers have any concerns about advertising on TV, remaining in line with previous waves

Any concerns about advertising on TV: historical view



Source: Cross Platform Media Tracker 2022 - Adults

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

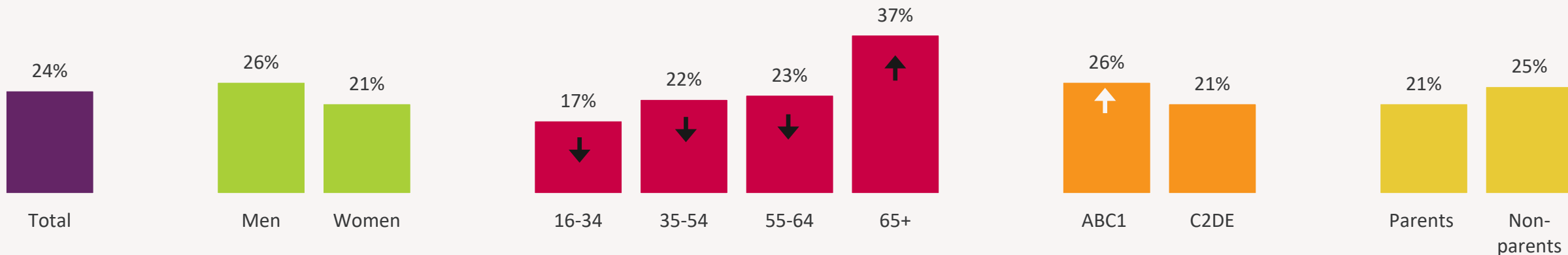
Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219) No significant difference (99% level) between 2020 and 2022. Dashed line to show where survey method changed.



ADULTS

Concerns about TV advertising among broadcast TV viewers differ by age, accounting for four in ten viewers aged 65 and over. Concerns are more evident among those in ABC1 households.

Any concerns about advertising on TV: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Adults

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

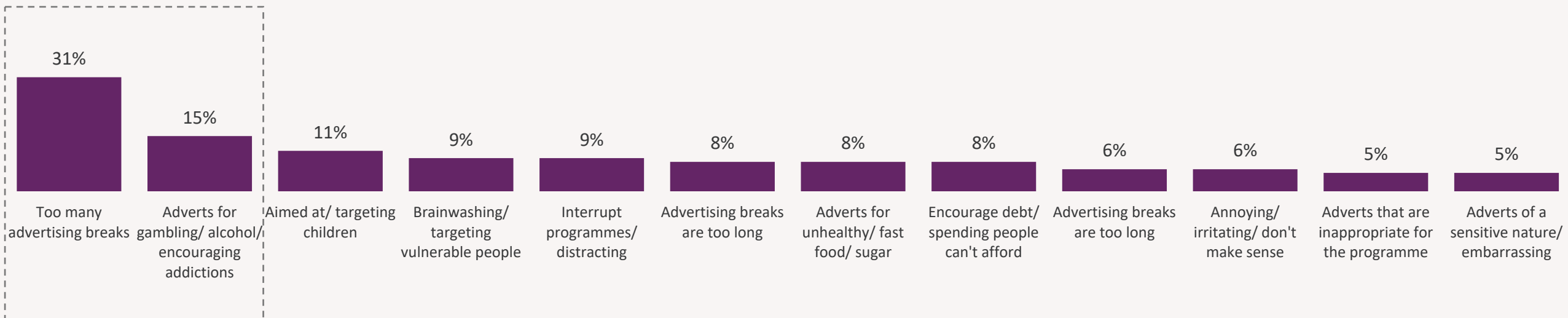
Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219), Men (1,084), Women (1,107), 16-34 (571), 35-54 (701), 55-64 (452), 65+ (495), ABC1 (1,232), C2DE (956), Parents of an under-16 (589), Non-parents (1,625). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.



ADULTS

Key concerns about TV advertising relate to the number of breaks and advertising that could encourage addictions

Concerns about **TV advertising** (SPONTANEOUS): 2022



Source: Cross Platform Media Tracker 2022 - Adults

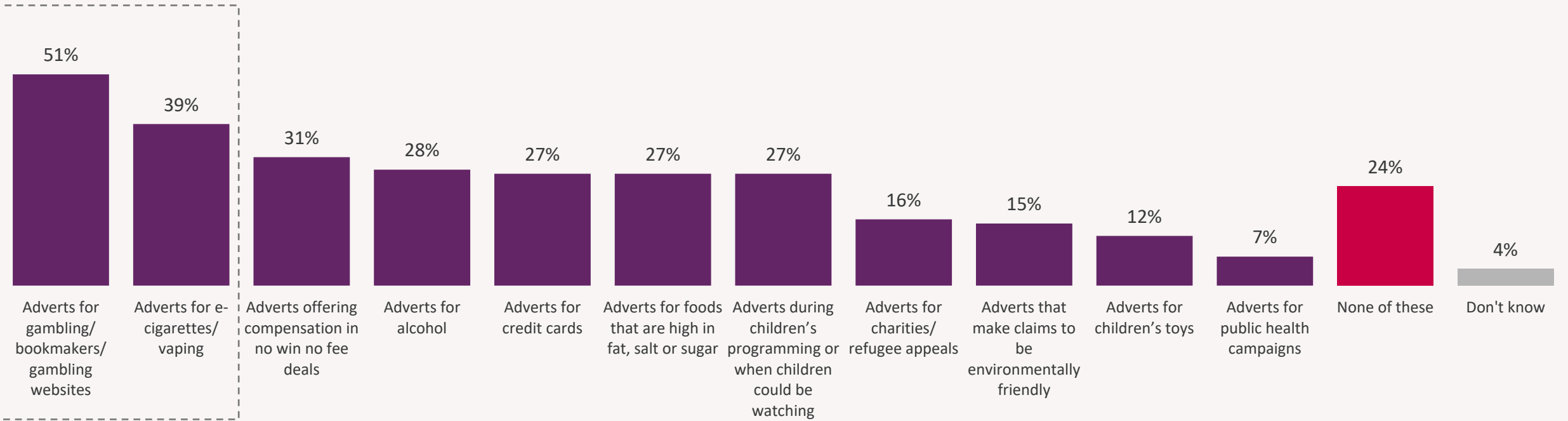
QC5. What do you have concerns about? (SPONTANEOUS) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

Base: Those aged 16+ who have any concerns about advertising on television and who have watched any live broadcast TV in the last 12 months (537)



Half of broadcast TV viewers are concerned about adverts relating to gambling, followed by adverts relating to e-cigarettes and vaping

Types of **TV advertising** that cause concern: 2022 (Main mentions only)



Source: Cross Platform Media Tracker 2022 - Adults

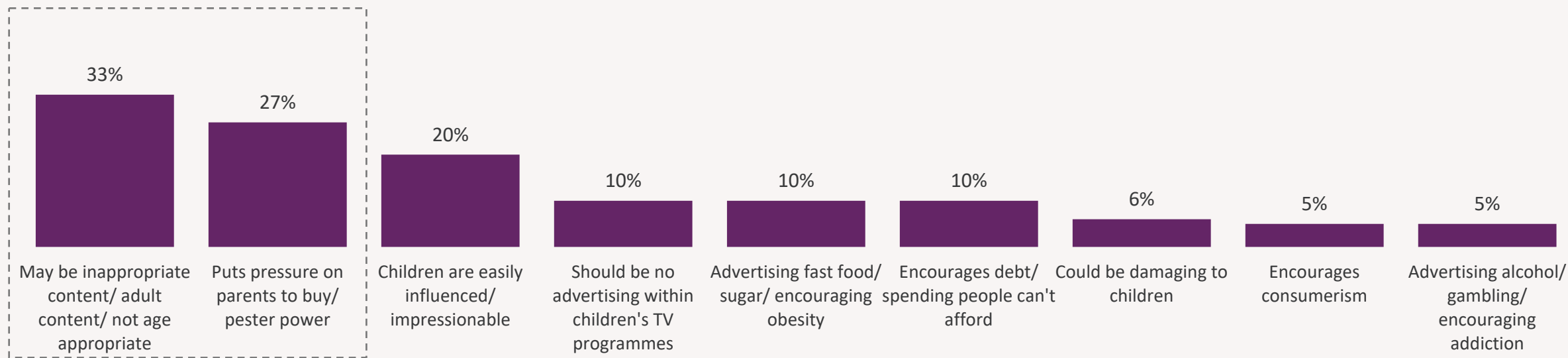
QC6. Do you have any concerns about any of these types of advertising on television? Please include any you may have already mentioned. (MULTI CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219)



Most concerns about TV advertising during children’s programming relate to inappropriate content and pressure on parents to buy

Reasons for concern about **TV advertising during children’s programming: 2022**



Source: Cross Platform Media Tracker 2022 - Adults

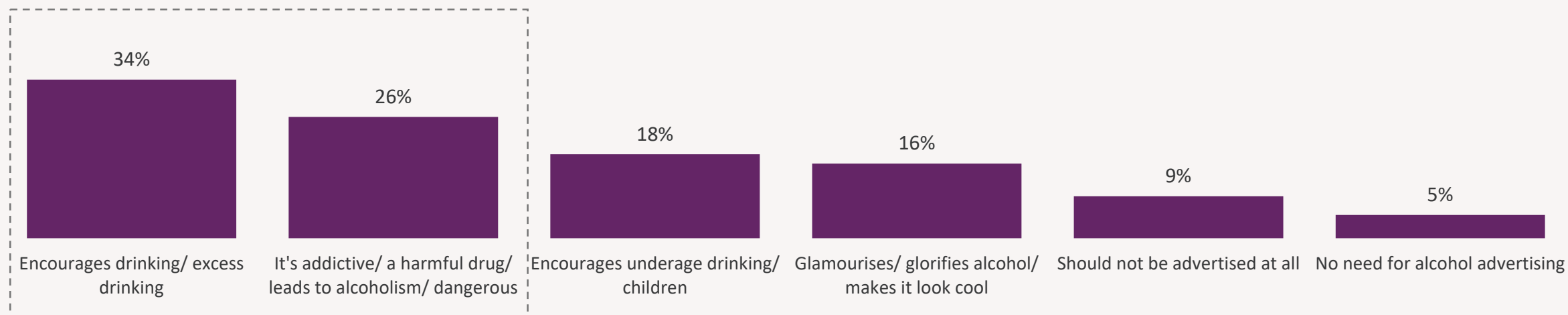
QC7. What specifically concerns you about advertising in children’s programming or when children could be watching? (SPONTANEOUS) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

Base: Those with any concerns about adverts during children's programming or when children could be watching (599)



Most concerns about TV advertising for alcohol relate to encouraging consumption or addiction

Reasons for concern about **TV advertising for alcohol**: 2022



Source: Cross Platform Media Tracker 2022 - Adults

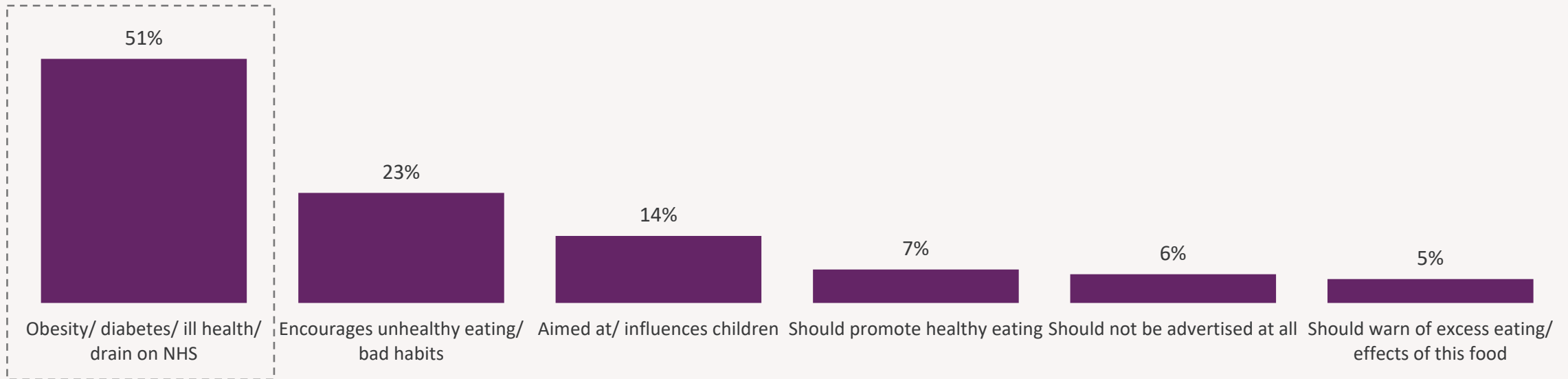
QC8. What specifically concerns you about TV advertising for alcohol? (SPONTANEOUS) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

Base: Those with any concerns about adverts for alcohol and who have watched any live broadcast TV in the last 12 months (631)



Most concerns about TV advertising for food that are high in fat, salt or sugar relate to the impact on health such as obesity, diabetes and drain on NHS

Reasons for concern about **TV advertising for foods that are high in fat, salt or sugar**: 2022



Source: Cross Platform Media Tracker 2022 - Adults

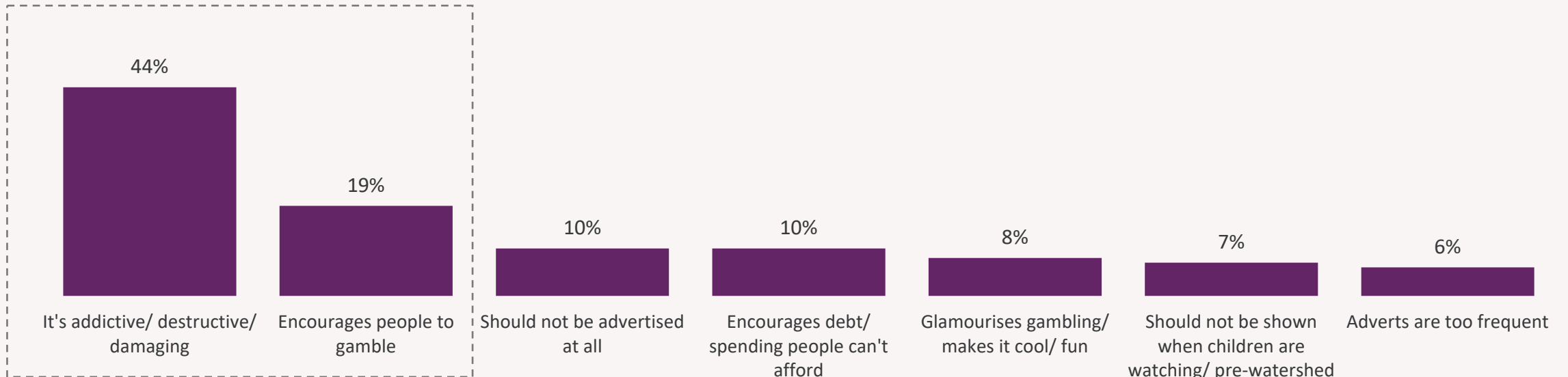
QC9. What specifically concerns you about TV advertising for foods that are high in fat, salt or sugar? (SPONTANEOUS) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

Base: Those with any concerns about adverts for foods that are high in fat, salt or sugar and who have watched any live broadcast TV in the last 12 months (594)



Most concerns about TV advertising for gambling relate to addiction or encouraging gambling

Reasons for concern about TV advertising for gambling: 2022



Source: Cross Platform Media Tracker 2022 - Adults

QC10. What specifically concerns you about TV advertising for gambling? (SPONTANEOUS) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

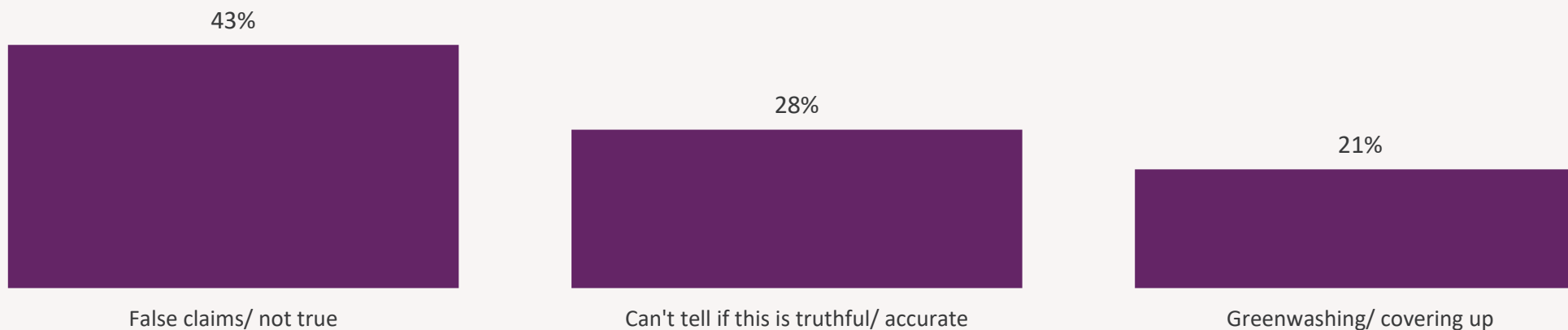
Base: Those with any concerns about adverts for gambling/ bookmakers/ gambling websites and who have watched any live broadcast TV in the last 12 months (1149)



ADULTS

Most concerns about TV advertising that claims to be environmentally friendly relate to untrue or unverifiable claims

Reasons for concern about TV advertising that makes claims to be environmentally friendly: 2022



Source: Cross Platform Media Tracker 2022 - Adults

QC11. What specifically concerns you about TV advertising that makes claims to be environmentally friendly? (SPONTANEOUS) CHART SHOWS MENTIONS FROM 5% OF ALL ADULTS ASKED THE QUESTION

Base: Those with any concerns about adverts that make claims to be environmentally friendly and who have watched any live broadcast TV in the last 12 months (324)



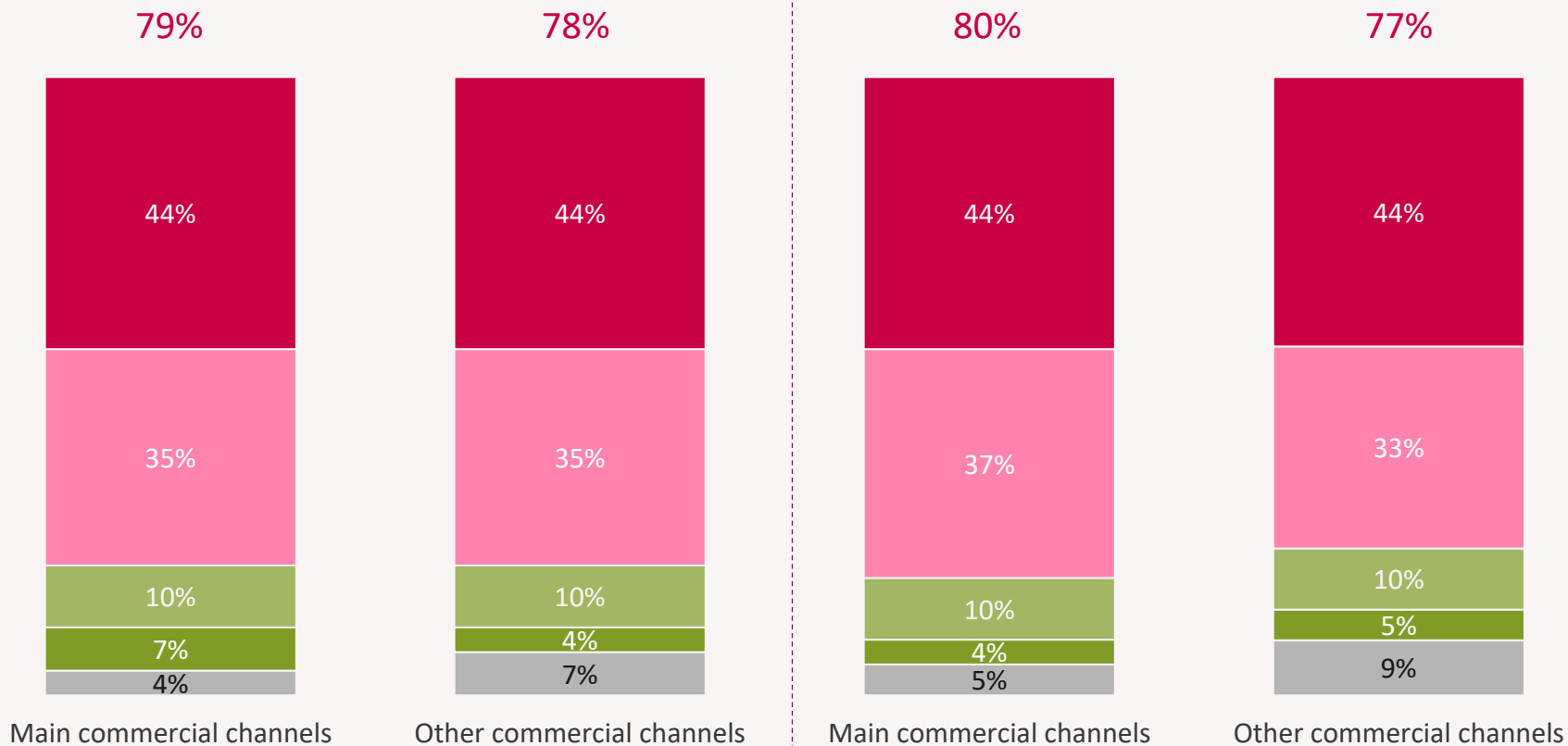
Opinions among broadcast TV viewers on the frequency of ad breaks and amount of advertising minutes do not vary particularly – around eight in ten would not be happy with any increase

Frequency of TV advertising breaks

Amount of TV advertising minutes

Not happy with increase:

- There are already more [advertising breaks/ minutes of advertising] than I am happy with
- The present number [of minutes of advertising] doesn't bother me, but I would not want any more
- A small increase in [advertising breaks/ the number of minutes of advertising] would not bother me
- There could be quite a few more [advertising breaks/ minutes of advertising] before it bothered me



Source: Cross Platform Media Tracker 2022 - Adults

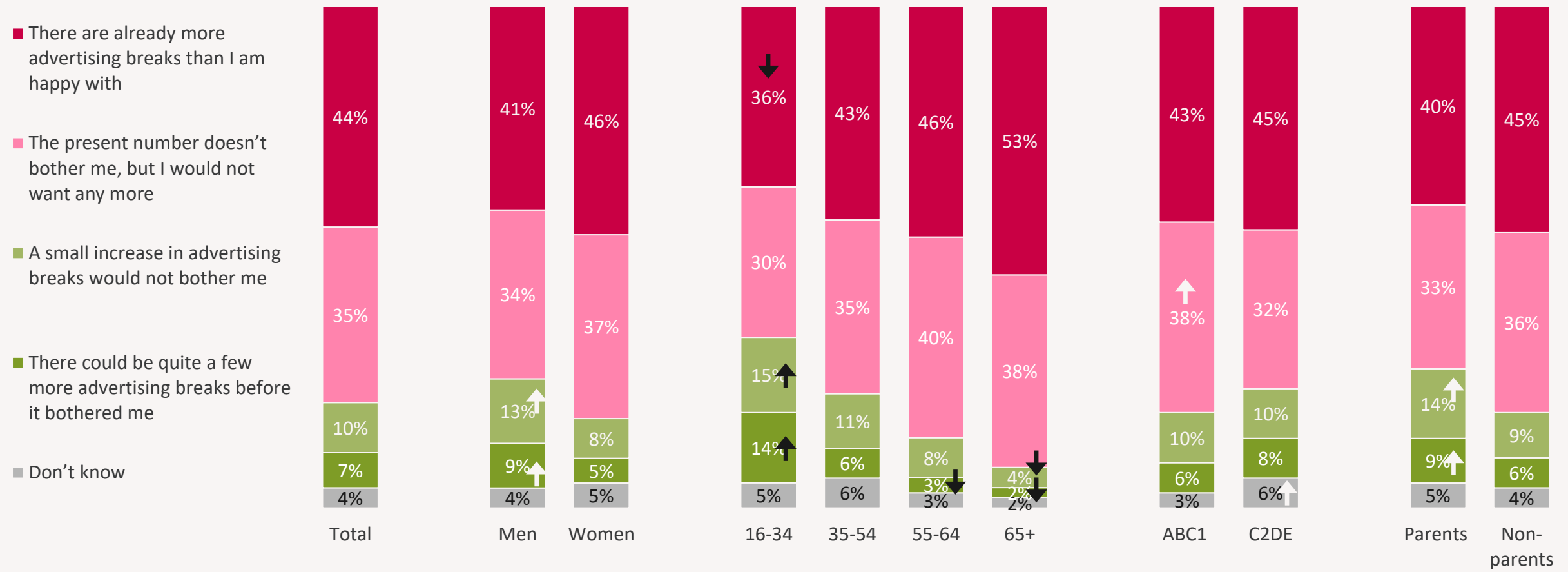
QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels (SINGLE CODE). 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 (2,219) 100



ADULTS

Among broadcast TV viewers the proportion open to at least a small increase in advertising breaks on the main commercial free to air channels decreases with each age group

Opinion on frequency of advertising breaks on free-to-air commercial TV channels: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - 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)

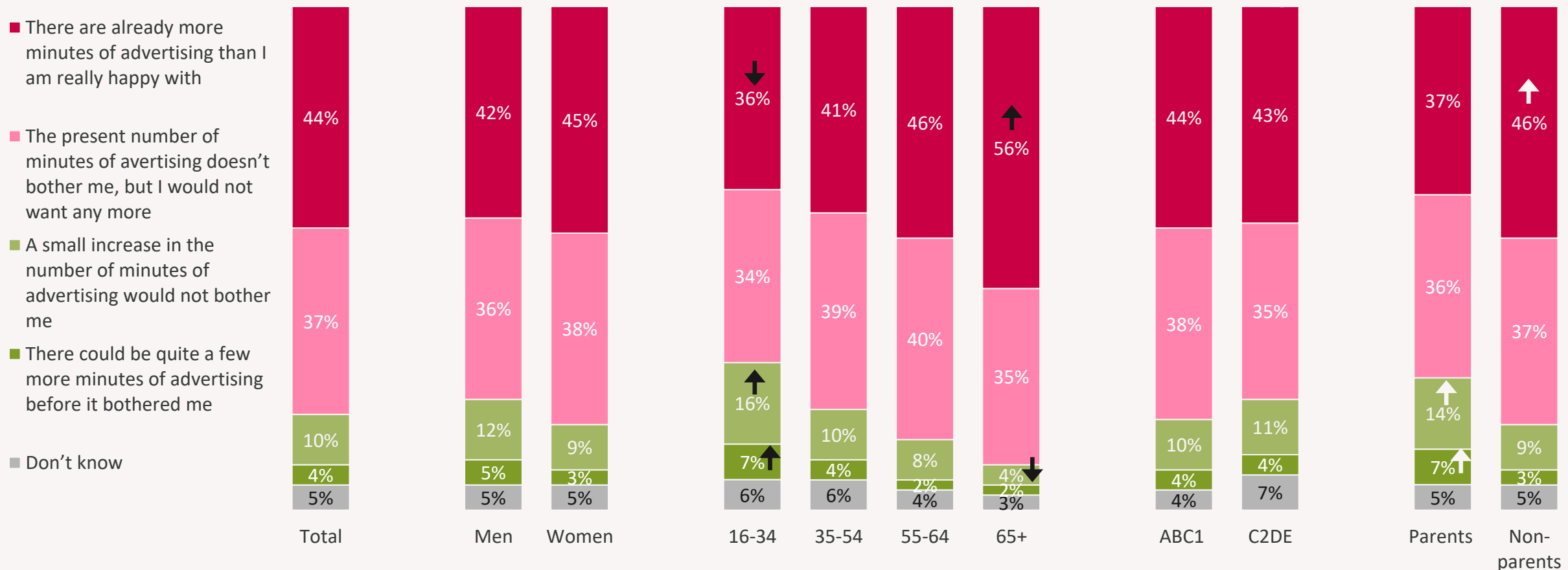
Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219), Men (1,084), Women (1,107), 16-34 (571), 35-54 (701), 55-64 (452), 65+ (495), ABC1 (1,232), C2DE (956), Parents of an under-16 (589), Non-parents (1,625). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.



ADULTS

Older broadcast TV viewers (aged 65+) are more likely than adults overall to say there are already more minutes of advertising than they are happy with

Opinion on **amount of TV advertising minutes** on **free-to-air** commercial TV channels: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Adults

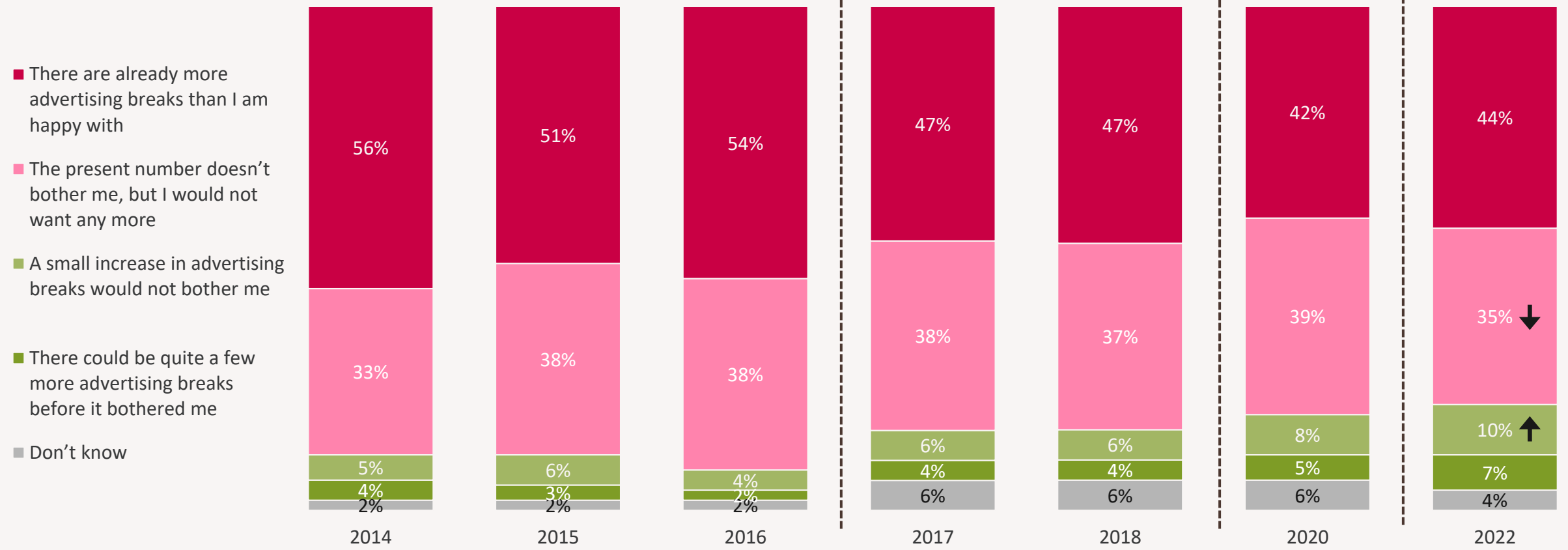
QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219), Men (1,084), Women (1,107), 16-34 (571), 35-54 (701), 55-64 (452), 65+ (495), ABC1 (1,232), C2DE (956), Parents of an under-16 (589), Non-parents (1,625). Significance testing applied at 99% confidence interval, black arrows indicate comparison against the total and white arrows indicate against comparable subgroup.



There has been a gradual shift over time towards more tolerance of an increase in advertising breaks – although this remains a minority view

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



Source: Cross Platform Media Tracker 2022 - 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)

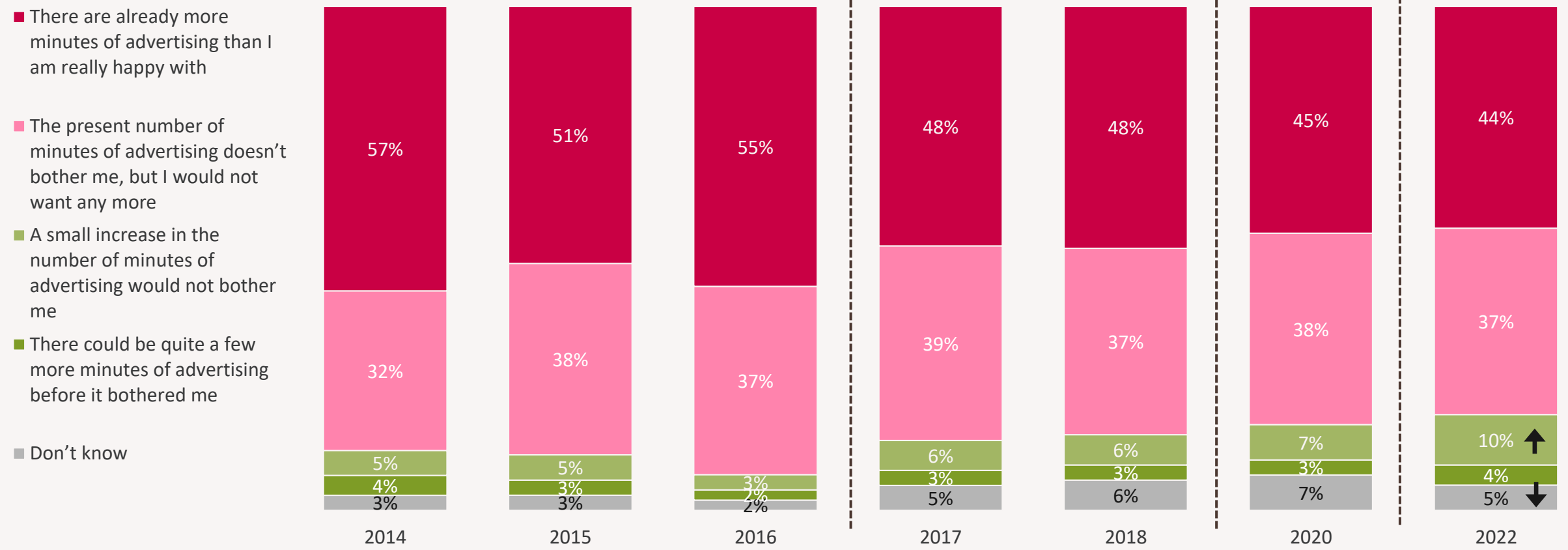
Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219) Significance testing (99% level) shows any difference between 2020 and 2022. Dashed line to show where survey method changed.



ADULTS

There also has been a gradual shift over time towards more tolerance of an increase in the amount of advertising minutes – although this also remains a minority view

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



Source: Cross Platform Media Tracker 2022 - Adults

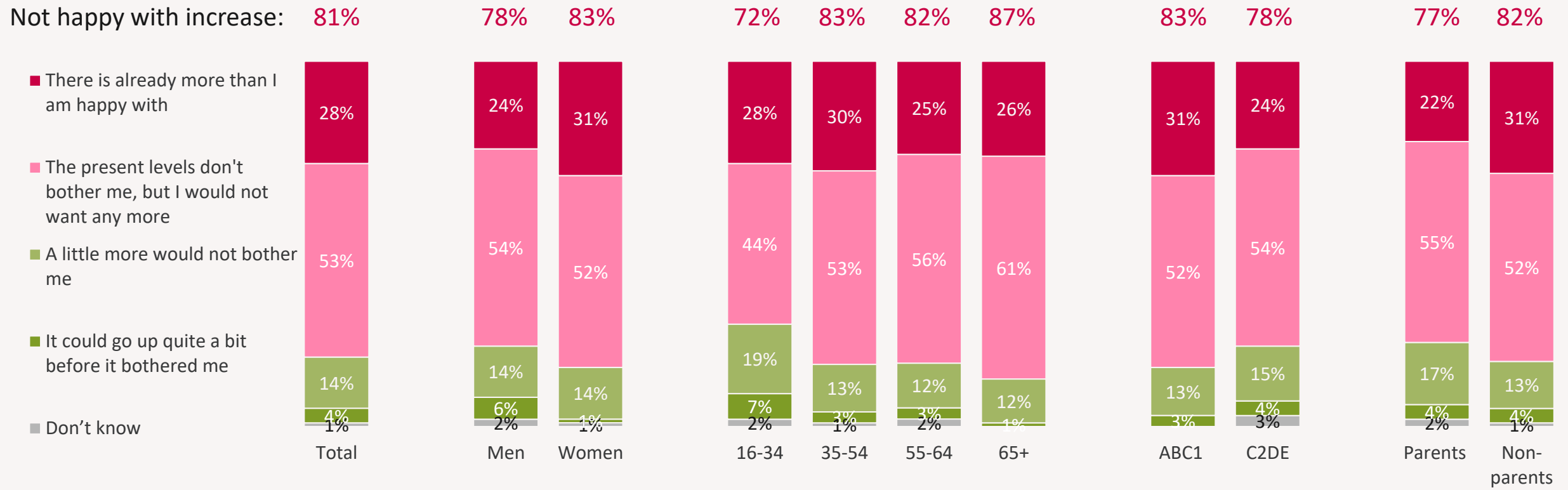
QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels? (SINGLE CODE)

Base: Those aged 16+ who have watched any live broadcast TV in the last 12 months (2,219) Significance testing (99% level) shows any difference between 2020 and 2022. Dashed line to show where survey method changed.



Among commercial radio listeners eight in ten would not be happy with any increase in advertising and sponsorship

Opinion on amount of advertising and sponsorship on commercial radio: 2022 by sub-group



Source: Cross Platform Media Tracker 2022 - Adults

Question QH2. Advertising and sponsorship provide income for commercial radio stations. Without this income, commercial radio stations may not exist. Which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)

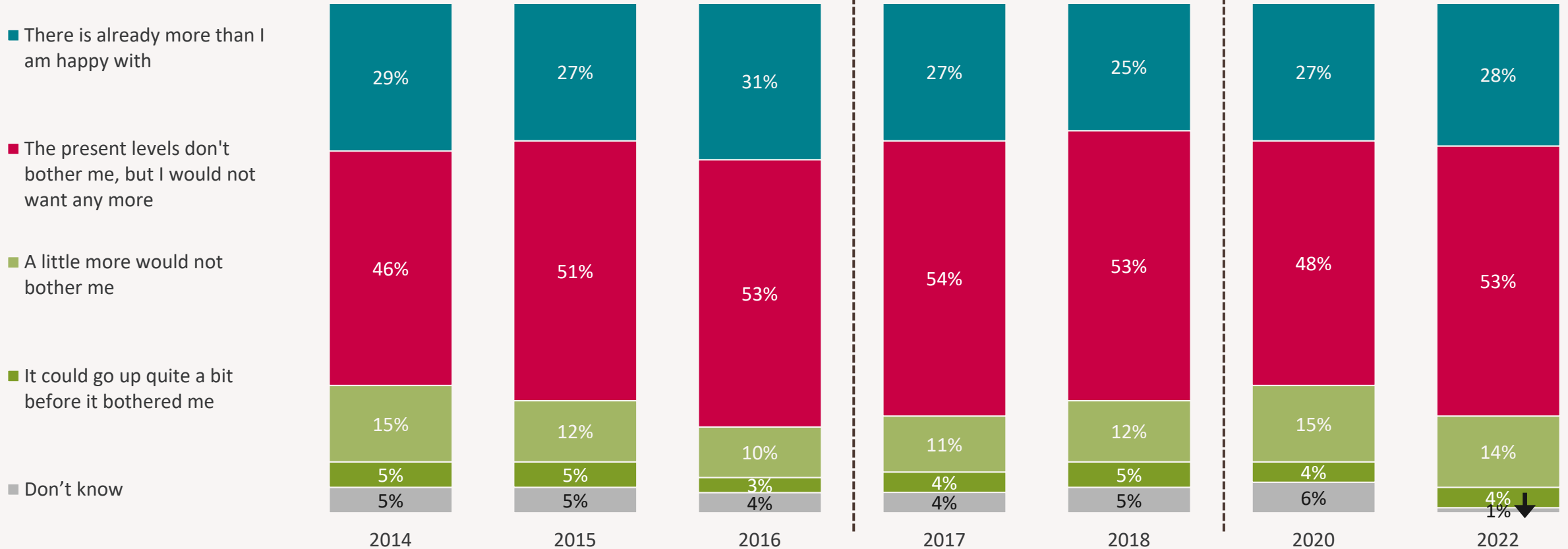
Base: Those aged 16+ who have listened to any commercial radio in the last 12 months (2,219), Men (1,084), Women (1,107), 16-34 (571), 35-54 (701), 55-64 (452), 65+ (495), ABC1 (1,232), C2DE (956), Parents of an under-16 (589), Non-parents (1,625). No significant differences (99% confidence interval) comparing age groups against the total and comparing subgroups



ADULTS

There have been broadly consistent attitudes towards the amount of advertising and sponsorship on commercial radio over time

Opinion on amount of advertising and sponsorship on commercial radio: historical view



Source: Cross Platform Media Tracker 2022 - Adults

Question QH2. Advertising and sponsorship provide income for commercial radio stations. Without this income, commercial radio stations may not exist. Which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)

Base: Those aged 16+ who have listened to any commercial radio in the last 12 months (2,219) Significance testing (99% level) shows any difference between 2020 and 2022. Dashed line to show where survey method changed.

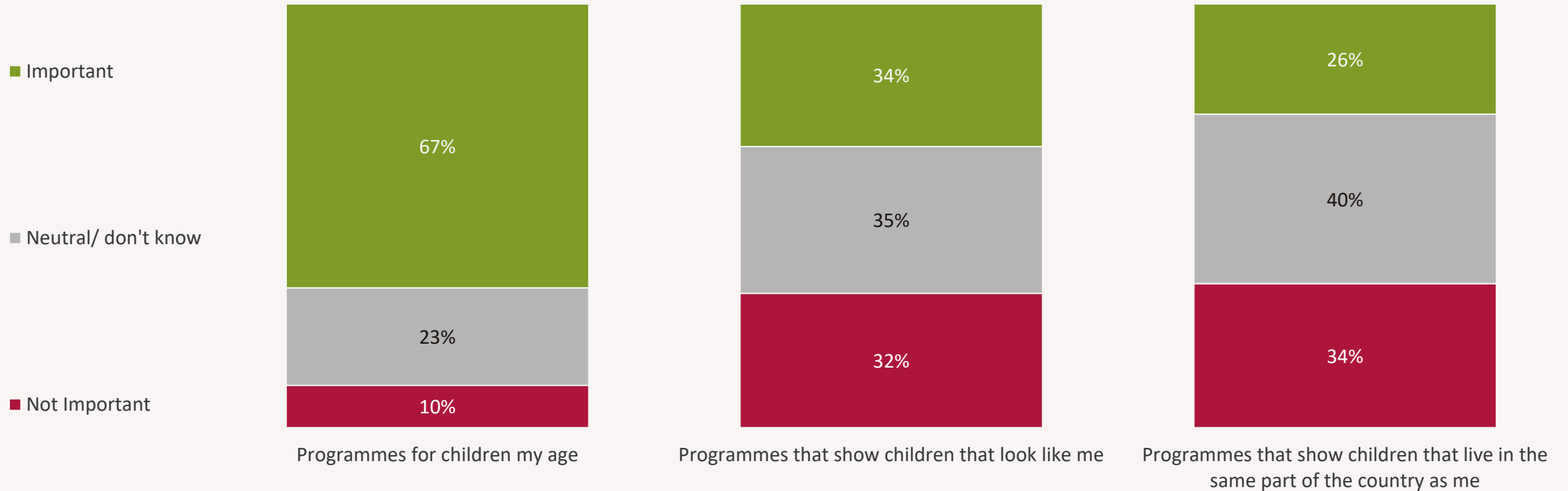
Section 8

Attitudes towards TV services among teens



While two thirds of 12-15s feel it is important there are programmes for their age, they are ambivalent about programmes that show children that look like them or live where they do

Importance of representation in TV programmes: 2022



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

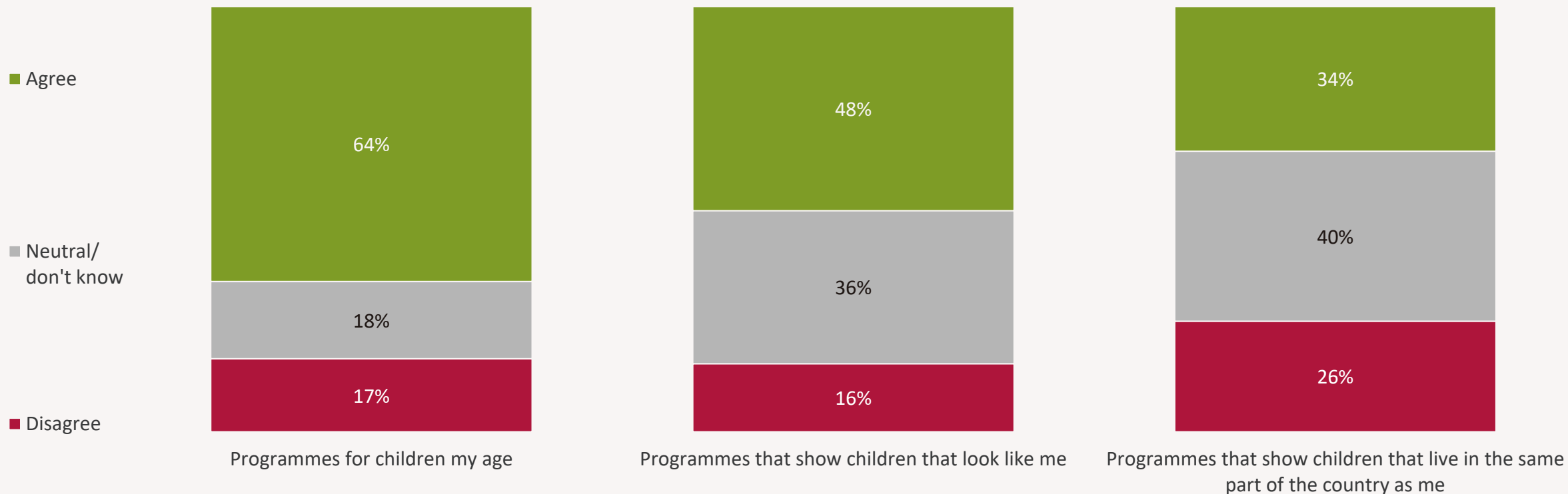
QC6A-C. Thinking about all the TV programmes you watch. How important is it that there are...

Base: All respondents aged 12-15 (1,000)



Two thirds of SVoD viewers feel there are enough programmes for children of their age but a minority feel this about programmes that show children that look like them or live where they do

Agreement with representation in SVoD content: 2022



Source: Cross Platform Media Tracker 2022 - 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

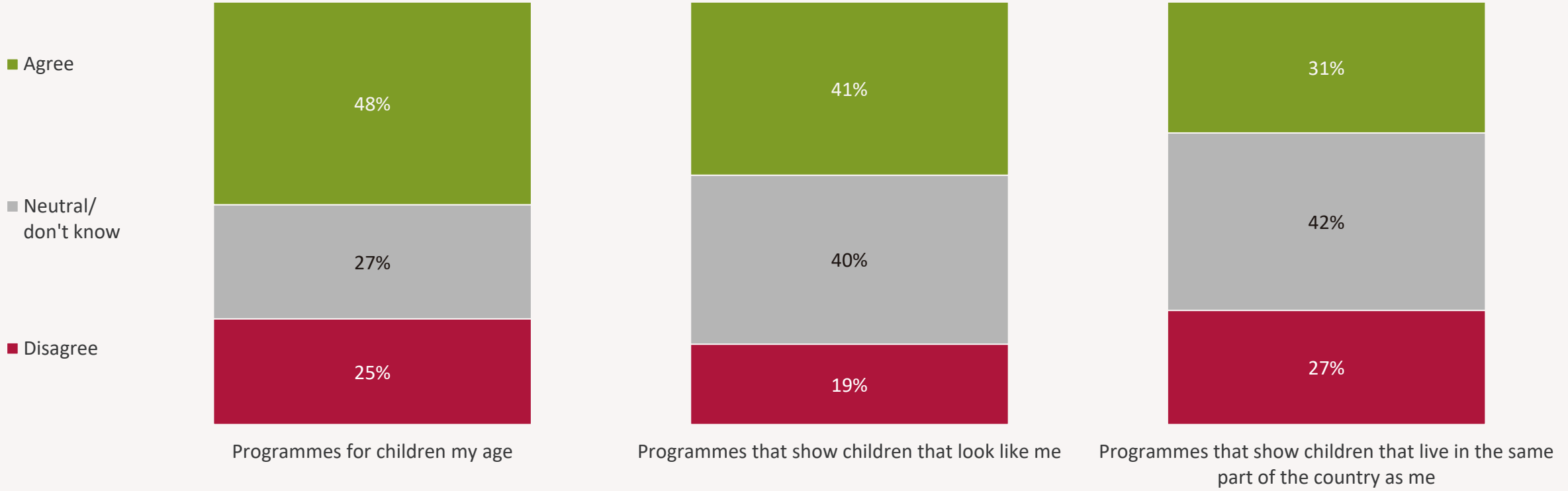
Base: Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months (967)



TEENS

Around half of broadcast/ BVoD teen viewers feel there are enough programmes for children of their age, however fewer feel programmes show children that look like them or live where they do

Agreement with representation in Broadcast and BVoD content: 2022



Source: Cross Platform Media Tracker 2022 - Teens aged 12-15

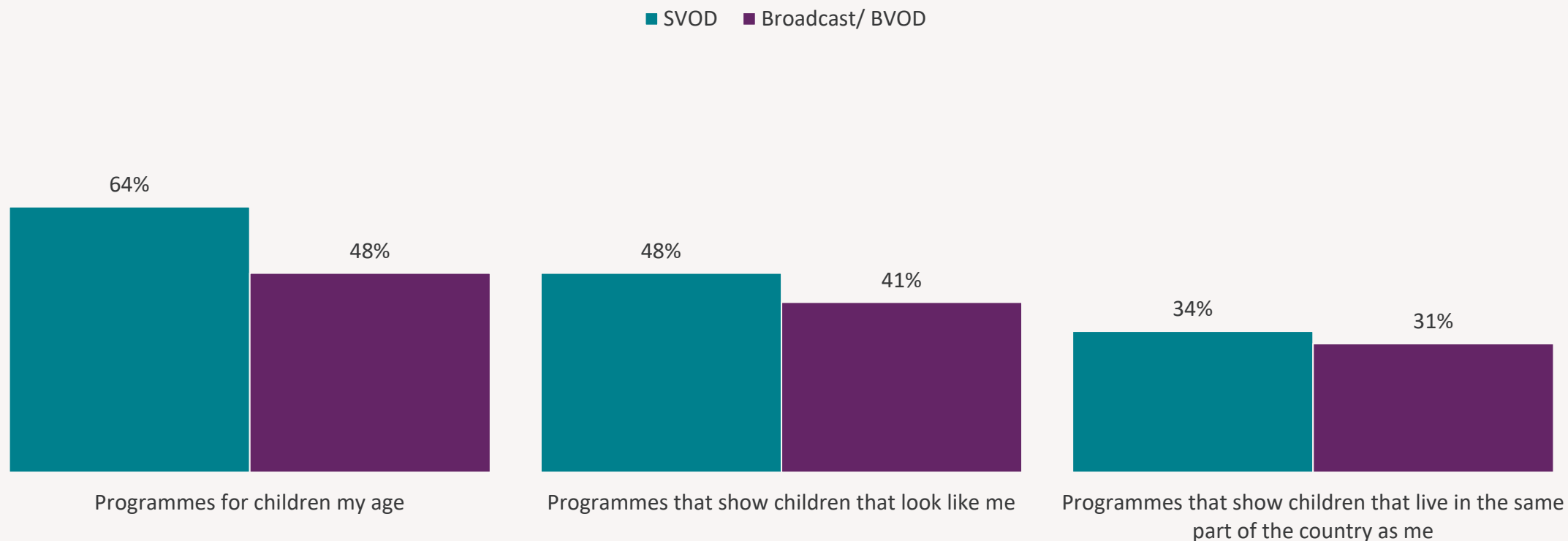
QC8A-C. Thinking about what you might watch on TV channels like BBC, ITV, Channel 4 or Channel 5 including watching these channels through services like BBC iPlayer, ITV Hub, All4 or My5. Do you agree or disagree with each of these:

Base: Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months (827)



Teen viewers of SVoD and BVoD/ Broadcast services are most likely to agree that the service has enough programmes for children their age

Agreement with representation in SVoD vs. Broadcast and BVoD content: 2022



Source: Cross Platform Media Tracker 2022 - 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/ 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, ITV Hub, All4 or My5. Do you agree or disagree with each of these:

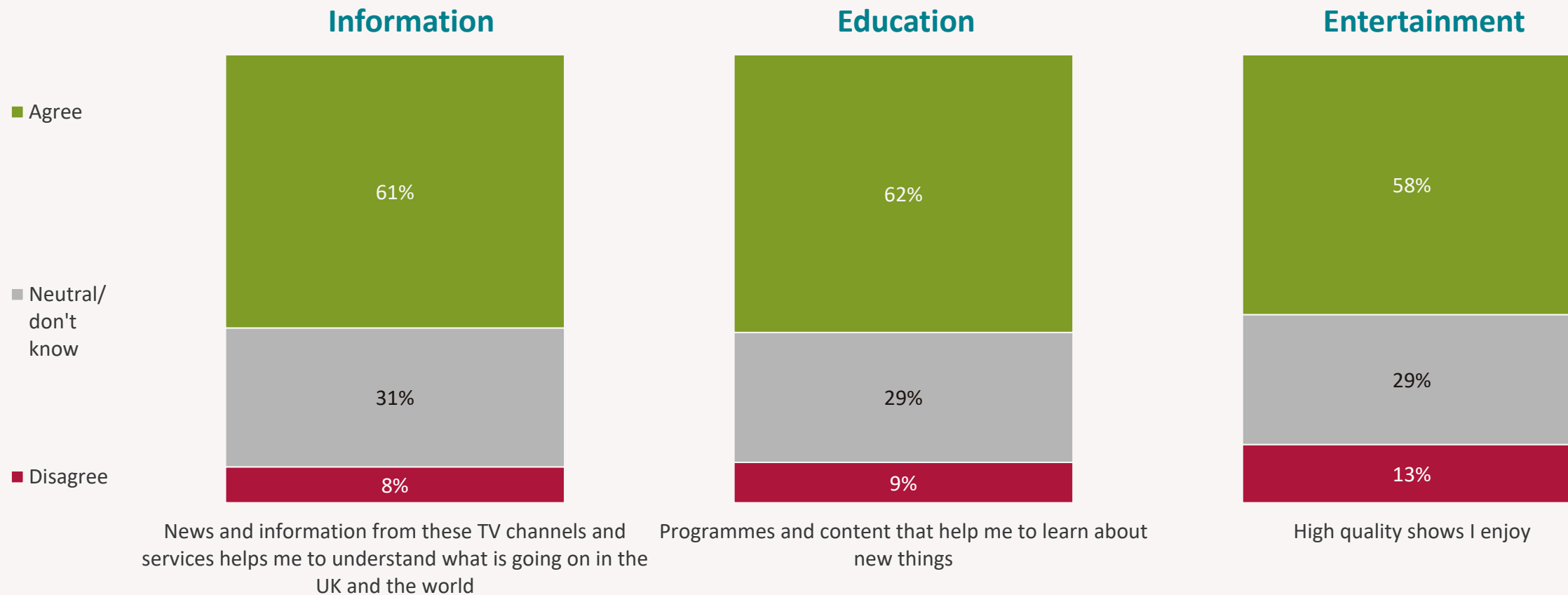
Base: Those aged 12-15 who have watched any subscription video on-demand services in the last 12 months (967)/ Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months (827)



TEENS

Around six in ten broadcast and BVoD viewers aged 12-15 agree services provide information, are educational and entertaining

Agreement with provision of information, education and entertainment from broadcast/ BVoD services: 2022



Source: Cross Platform Media Tracker 2022 - 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, ITV Hub, All4 or My5. Do you agree or disagree with each of these

Base: Those aged 12-15 who have watched any live broadcast TV or broadcaster catch up services in the last 12 months (827)