

# Public Service Media Tracker

## 2021 key findings

Produced by: BMG

Fieldwork: June 2021 to December 2021

## Background and Objectives

- The PSM tracker was developed to reflect today's more complex media market and replaces the Public Service Broadcasting (PSB) tracker, which was last conducted in 2019
- The PSM tracker launched in 2021 and several changes were made which included:
  - Updated list of PSB attributes
  - Inclusion of low, lapsed and non PSB users
  - Inclusion of other major content providers such as Netflix, Amazon Prime Video, Sky and YouTube
- The objectives are to:
  - Assess audience satisfaction with PSB services
  - Understand how well individual PSB services are delivering in the marketplace, across a range of attributes
  - Understand the importance of different aspects of PSB to audiences
  - Assessing satisfaction and delivery for a range of BVoDs and SVoDs
  - Reasons why audiences are not watching specific PSB services
  - Reasons for using and not using BVoDs and SVoDs
- As a result, the 2021 data is not directly comparable with previous results of the PSB tracker

## Sample

- 3,115 total
- 2,140 in England, 313 in Scotland, 324 in Wales and 338 in Northern Ireland.
- No quotas added in the push-to-web approach, but quotas on online survey based on age, gender, social grade, region/country and ethnicity ensured sample balance. Minimum targets per region were set to achieve a readable base size.

## Data collection

- Push-to-web (Letter to address followed by completing online); Telephone (Letter to address followed by completing over the phone); Panel (Stratified random sample of online panel); River sampling (Recruiting respondents via panels who are not full panel members).
- Fieldwork period: 13<sup>th</sup> July 2021 – 17<sup>th</sup> December 2021.

## Data reporting

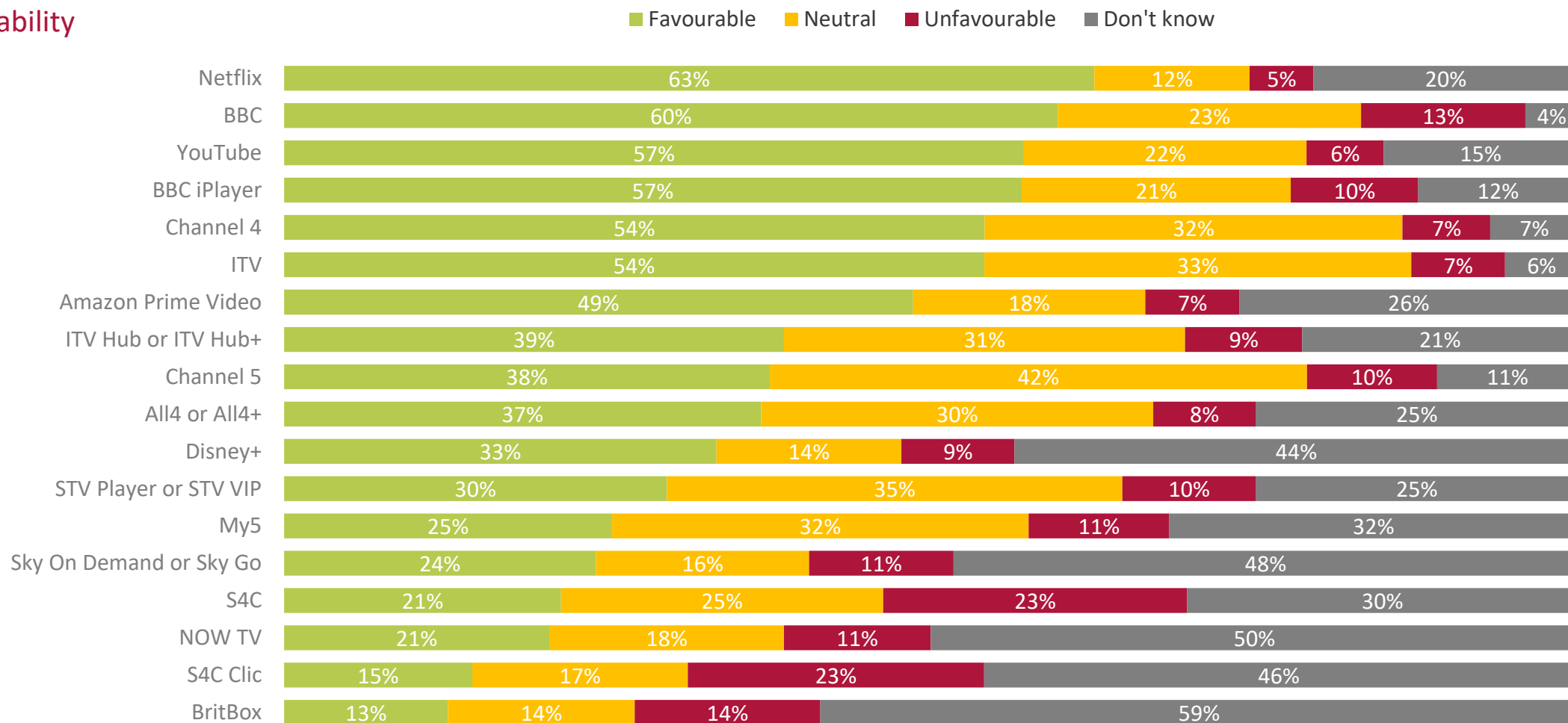
- Weighted to be nationally representative of the UK using mid-2020 population estimates, 2011 census, 2017 annual population survey.
- Data available in pdf tables (aggregated), SPSS and CSV (respondent level).
- Significance testing applied at the 95% confidence level.

## Section 2

# Favourability and satisfaction

## Netflix and the BBC have the highest overall favourability scores.

### Favourability



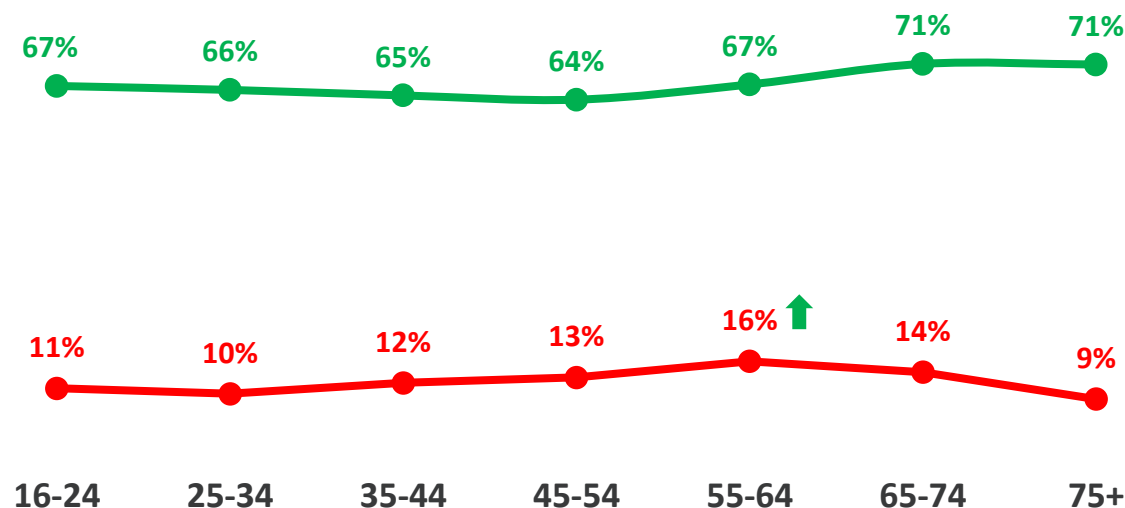
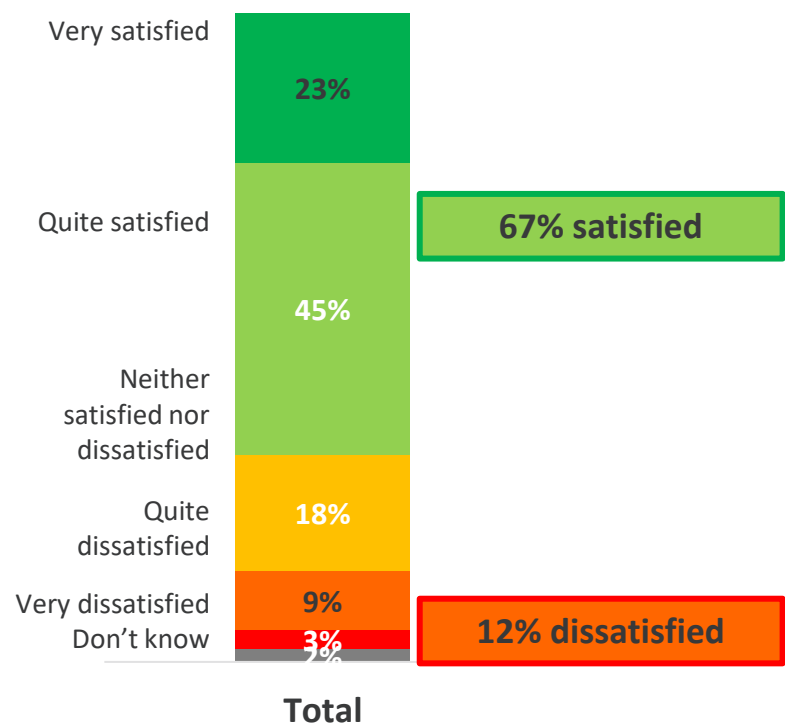
Source: Ofcom Public Service Media Tracker

Question: Q22. Favourable (7-10) Summary - On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourably, what is your overall impression of...?

Base: All respondents: Total (3115)

## Two in three are satisfied with Public Service broadcasting overall, and satisfaction is consistent by age.

Satisfaction with PSBs overall and by age (Satisfied NET, Dissatisfied NET)



↑ ↓ Significantly higher/lower than Total

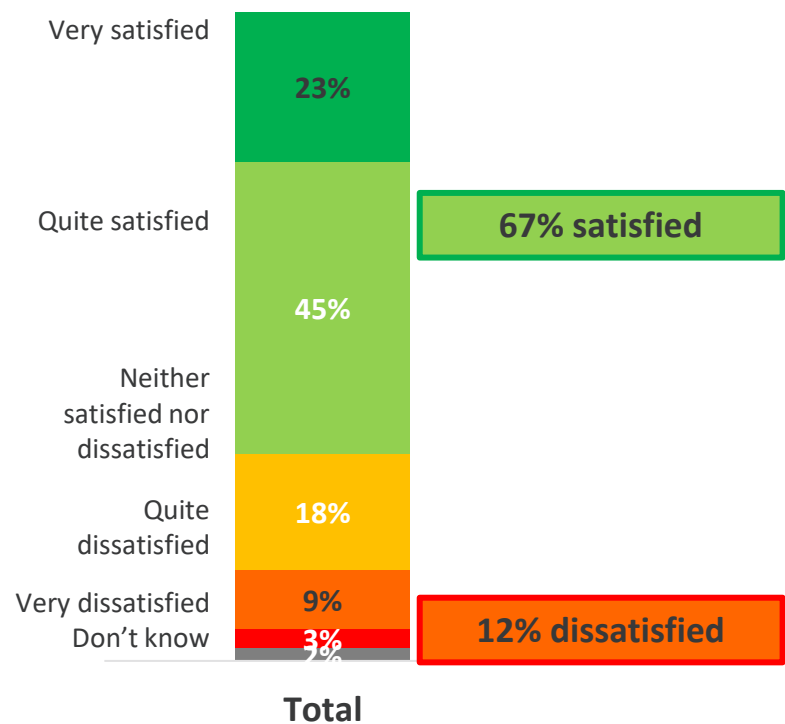
Source: Ofcom Public Service Media Tracker

Question: Q28. And now, if you think about ALL the public service broadcaster channels combined, how satisfied are you that combined they provide the different elements asked about in the previous question?

Base: All who have watched any PSB channel in last 6 months: Total (2916), 16-24 (359), 25-34 (451), 35-44 (462), 45-54 (493), 55-64 (499), 65-74 (392), 75+ (310)

# Males are slightly more likely to be dissatisfied – but demographic differences are very limited.

Satisfaction with PSBs overall and by demographics (Dissatisfied NET)



Dissatisfied (Quite/Very)	
Male	15% ↑
Female	10% ↓
ABC1	12%
C2DE	12%
White	13%
Asian	10%
Black*	12%
England	13%
Scotland	9%
Wales	10%
Northern Ireland	12%

↑ ↓ Significantly higher/lower than Total

Source: Ofcom Public Service Media Tracker

Question: Q28. And now, if you think about ALL the public service broadcaster channels combined, how satisfied are you that combined they provide the different elements asked about in the previous question?

Base: All who have watched any PSB channel in last 6 months: Total (2916), Male (1398), Female (1491), ABC1 (1861), C2DE (1041), White (2531), Asian (189), Black (88)\*, England (2008), Scotland (291), Wales (301), Northern Ireland (317)

Satisfaction levels vary across TV channels, and are higher than the overall PSB satisfaction level for Channel 4, BBC One, ITV and BBC Two.

### Satisfaction with TV channels



Source: : Ofcom Public Service Media Tracker

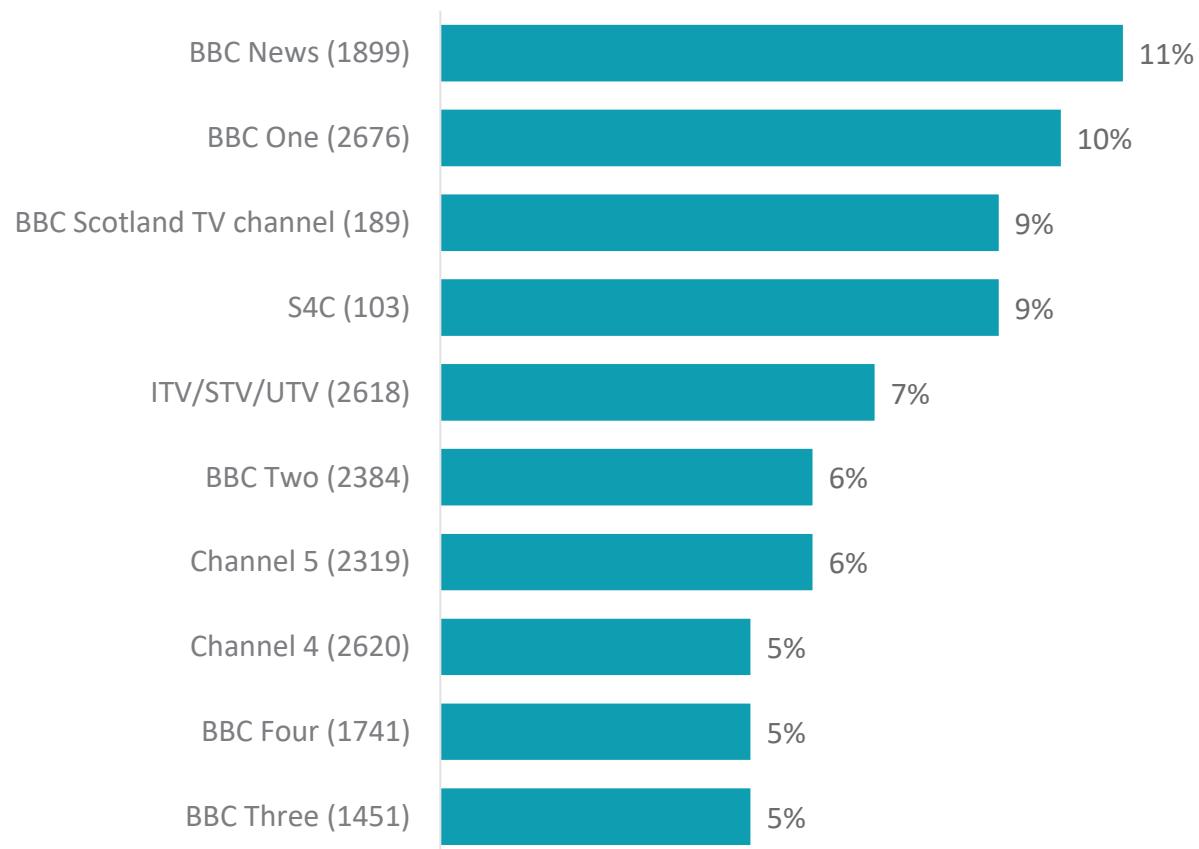
Question: Q23. Satisfied Summary - Thinking about some of the specific channels you have watched in the last 6 months, overall, how satisfied or dissatisfied are you with these TV channels?

Base: All respondents: Where have watched channel in last 6 months. Overall base shown on chart.



## Satisfaction levels vary across TV channels, with BBC News and BBC One having some of the higher dissatisfaction figures

### Dissatisfaction with TV channels



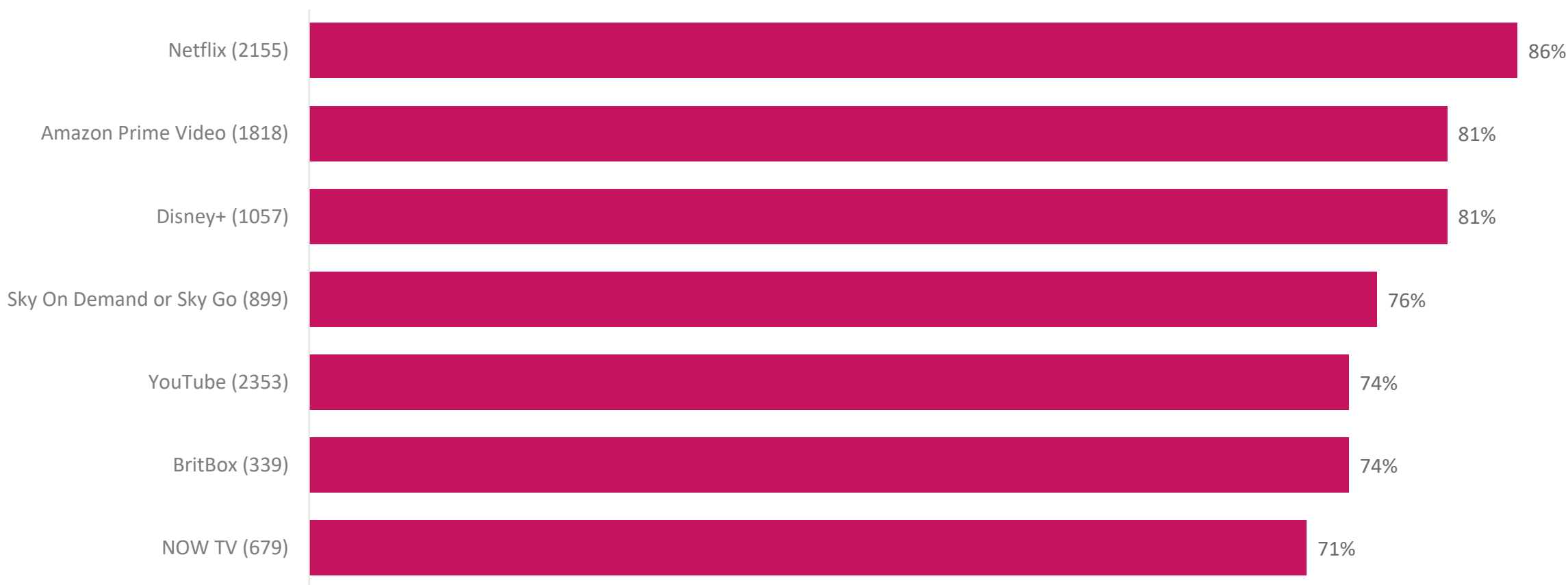
Source: Ofcom Public Service Media Tracker

Question: Q23. Satisfied Summary - Thinking about some of the specific channels you have watched in the last 6 months, overall, how satisfied or dissatisfied are you with these TV channels?

Base: All respondents: Where have watched channel in last 6 months

## Of selected online streaming services, audiences have the highest satisfaction levels with Netflix, Amazon Prime and Disney+

### Satisfaction with BVoDs and SVoDs



Source: Ofcom Public Service Media Tracker

Question: Q39. Satisfied Summary - Overall, how satisfied or dissatisfied are you with these TV catch-up, on-demand or streaming services?

Base: All respondents: Where have watched platform in last 6 months

# Four in five of those who have watched in the past six months say they are satisfied with BBC iPlayer

## Satisfaction with BVoDs and SVoDs



Source: Ofcom Public Service Media Tracker

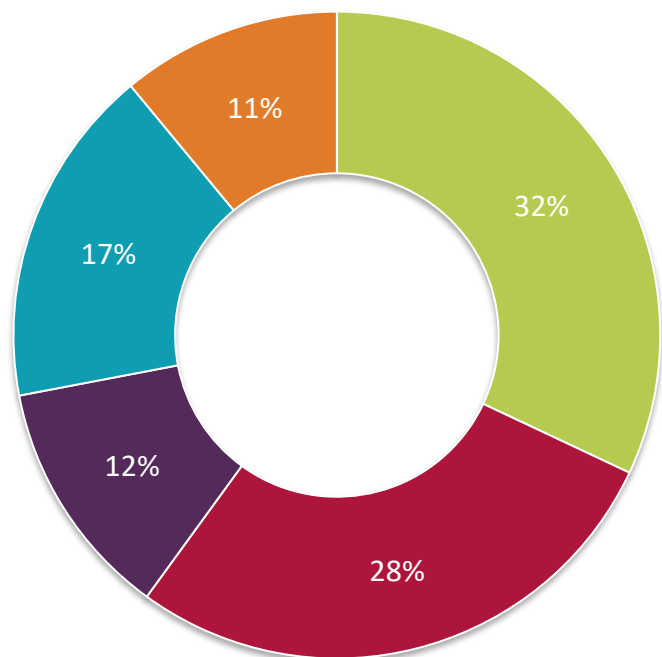
Question: Q39. Satisfied Summary - Overall, how satisfied or dissatisfied are you with these TV catch-up, on-demand or streaming services?

Base: All respondents: Where have watched platform in last 6 months

# Section 3 Importance

## PSB viewers view trusted and accurate UK news as most important when it comes to PSBs.

### Importance of delivering PSM elements



**News**

**Quality/range**

**Diversity**

**Audience**

**Shared viewing**

Trusted and accurate UK news	15%
Programmes that help me to understand what is going on in the world today	11%
Regional programmes that keep me informed about my area	5%
A wide range of different types of programmes, such as drama, comedy, entertainment or sport	11%
Programmes that help me see things from a different angle/perspective	8%
Programmes about science, arts, culture and religion	6%
Programmes that are different in their approach to other providers	4%
Programmes which feature people from different backgrounds	6%
Programmes that feature my region/country	3%
Programmes that feature people like me	3%
Appeals to a wide range of different audiences	7%
Programmes made for UK audiences	5%
Programmes that are relevant to me	5%
Broadcast events that bring the nation together for a shared viewing experience	6%
Programmes that I can watch and talk about with people I know	5%

Source: Ofcom Public Service Media Tracker

Question: Q27. We now want you to think what you feel is most important for 'public service broadcasters'. For each set of 5 options, please select the one you feel is most important to society overall, and which would be the least important?

Base: All respondents who completed online: Total (3047)

\* This question data uses MaxDiff analysis

While Scotland, Northern Ireland and Wales are more likely to find regional programmes about their area important, that is less of a priority in England.

Areas of importance significantly higher than total (among nations)

Northern Ireland	
Regional programmes that keep me informed about my area	7% ↑
Programmes that feature my region /country	5% ↑

Wales	
Regional programmes that keep me informed about my area	6% ↑
Programmes that feature my region /country	4% ↑



Scotland	
Regional programmes that keep me informed about my area	6% ↑
Programmes that feature my region /country	4% ↑

England	
Regional programmes that keep me informed about my area	5% ↓
Programmes that feature my region /country	3% ↓

↓ ↑ Significantly lower/higher than Total

Source: Ofcom Public Service Media Tracker

Question: Q27. Please select the one you feel is most important to society overall, and which would be the least important?

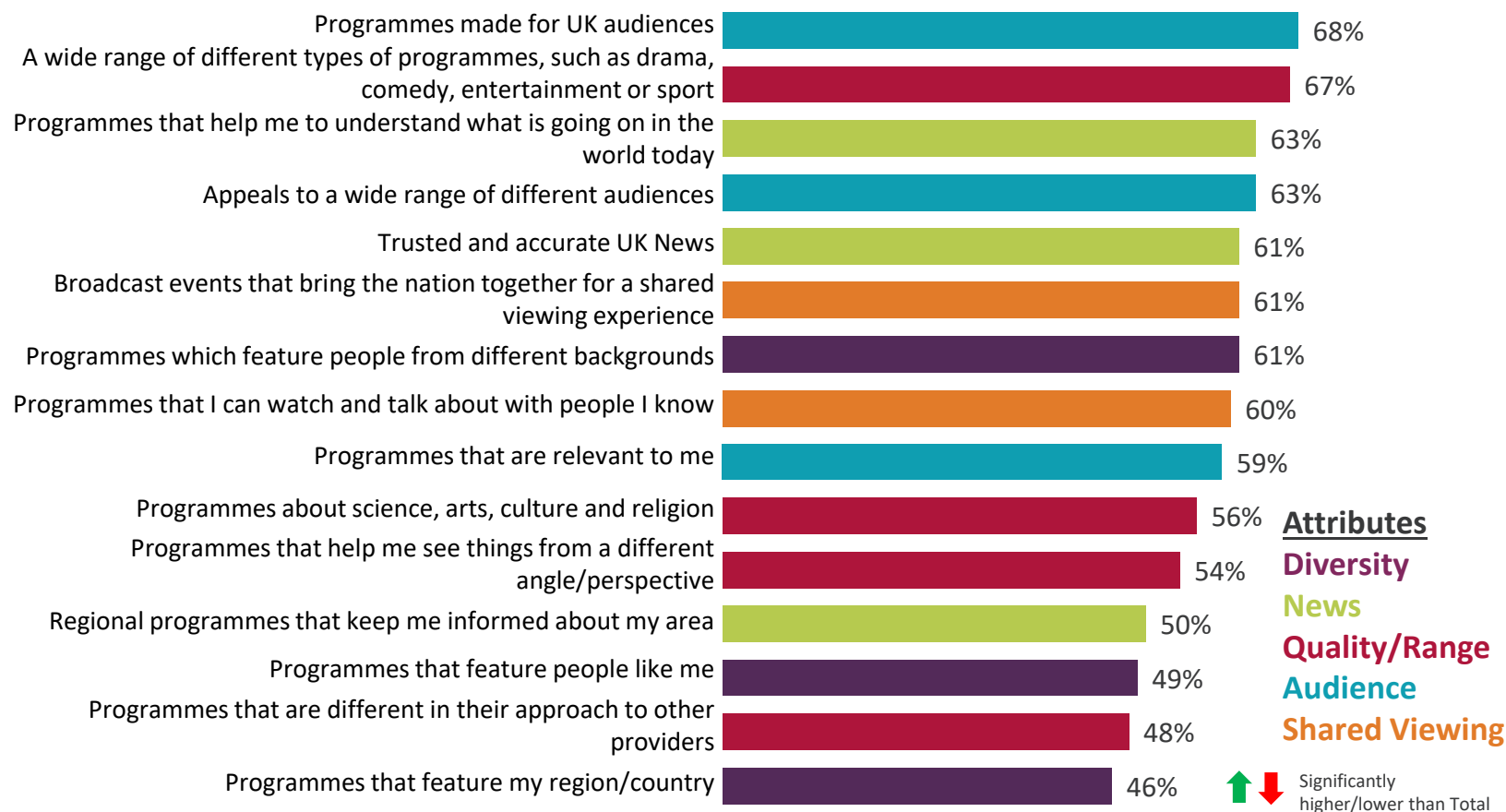
Base: All respondents who completed online (3047), England (2140), Scotland (313), Wales (324), Northern Ireland (338)

\* This question data uses MaxDiff analysis

# Section 4 Delivery

# Younger viewers are more likely to feel PSBs are delivering well on a number of fronts, as are minority ethnic group viewers.

Rating (7 to 10) of delivery of concepts



	16 to 34	35 to 54	55+	White	Minority Ethnic Group Total
Programmes made for UK audiences	72% ↑	69%	65%	68%	68%
A wide range of different types of programmes, such as drama, comedy, entertainment or sport	65%	66%	70% ↑	68% ↑	62% ↓
Programmes that help me to understand what is going on in the world today	63%	62%	64%	63%	63%
Appeals to a wide range of different audiences	65%	64%	60% ↓	63%	63%
Trusted and accurate UK News	62%	59%	62%	61%	64%
Broadcast events that bring the nation together for a shared viewing experience	62%	60%	61%	61%	64%
Programmes which feature people from different backgrounds	61%	61%	60%	61%	62%
Programmes that I can watch and talk about with people I know	62% ↑	59%	57%	59%	62%
Programmes that are relevant to me	63% ↑	58%	58%	60%	60%
Programmes about science, arts, culture and religion	59% ↑	56%	54% ↓	55% ↓	62% ↑
Programmes that help me see things from a different angle/perspective	58% ↑	53%	52%	54%	58%
Regional programmes that keep me informed about my area	51%	46% ↓	52%	49%	53%
Programmes that feature people like me	56% ↑	50%	42% ↓	47% ↓	57% ↑
Programmes that are different in their approach to other providers	53% ↑	49%	44% ↓	47% ↓	55% ↑
Programmes that feature my region/country	53% ↑	43%	43% ↓	44% ↓	56% ↑

Source: Ofcom Public Service Media Tracker

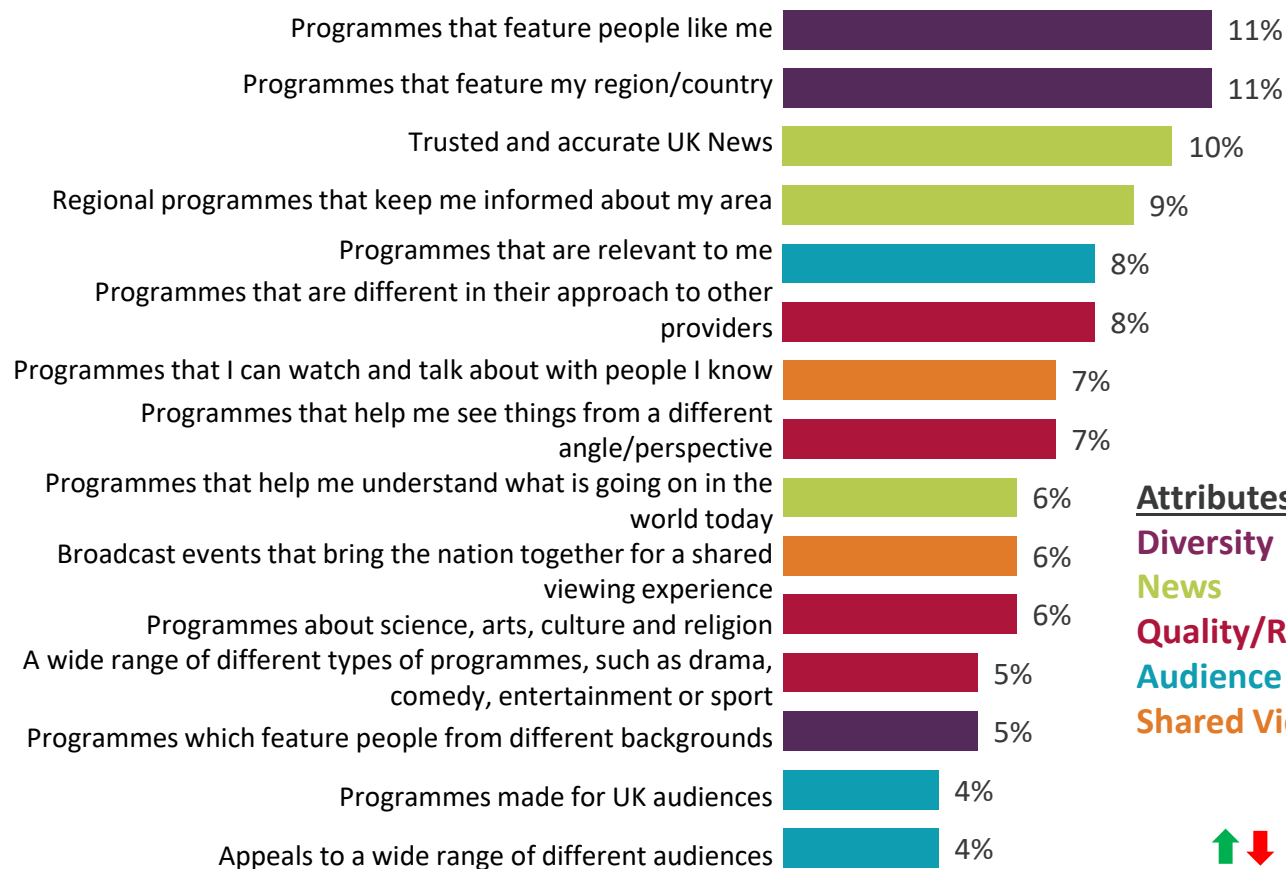
Question: Q26. Well (7-10) Summary - How well or badly would you say they provide ...?

Base: All who watched channel in past 6 months: Total (2916), 16-34 (810), 35-54 (956), 55+ (1151), White (2531), Minority Ethnic Group Total (369)



# One in ten say PSBs perform badly for programmes that feature people like me, or that feature my region/country

Rating (1 to 3) of delivery of concepts



### Attributes

- Diversity
- News
- Quality/Range
- Audience
- Shared Viewing

↑ ↓ Significantly higher/lower than Total

	16 to 34	35 to 54	55+	White	Minority Ethnic Group Total
Programmes that feature people like me	8% ↓	11%	13% ↑	12%	7% ↓
Programmes that feature my region/country	8% ↓	14% ↑	11%	12% ↑	6% ↓
Trusted and accurate UK News	8% ↓	11%	11%	10%	7%
Regional programmes that keep me informed about my area	8%	11%	9%	10%	6%
Programmes that are relevant to me	7%	6%	9%	8%	6%
Programmes that are different in their approach to other providers	7%	8%	9% ↑	8%	5%
Programmes that I can watch and talk about with people I know	7%	6%	8%	7%	5%
Programmes that help me see things from a different angle/perspective	5%	6%	8% ↑	7%	5%
Programmes that help me understand what is going on in the world today	6%	6%	6%	6%	5%
Broadcast events that bring the nation together for a shared viewing experience	5%	6%	7%	6%	5%
Programmes about science, arts, culture and religion	4%	6%	6%	6%	5%
A wide range of different types of programmes, such as drama, comedy, entertainment or sport	5%	6%	4%	5%	5%
Programmes which feature people from different backgrounds	4%	5%	5%	5%	4%
Programmes made for UK audiences	4%	4%	4%	4%	4%
Appeals to a wide range of different audiences	4%	4%	5%	4%	3%

Source: Ofcom Public Service Media Tracker

Question: Q26. Badly (1-3) Summary - How well or badly would you say they provide ...?

Base: All who watched channel in past 6 months: Total (2916), 16-34 (810), 35-54 (956), 55+ (1151), White (2531), Minority Ethnic Group Total (369)

## BBC TV channels are seen as the strongest across most areas of delivery.

Rating (7 to 10) of delivery of concepts

	BBC TV channels	ITV/STV/UTV and ITV channels	Channel 4 TV channels	Channel 5 TV channels	S4C
Programmes made for UK audiences	<b>68%</b>	65%	60%	51%	50%
A wide range of different types of programmes, such as drama, comedy, entertainment or sport	<b>65%</b>	61%	55%	43%	45%
Programmes that help me to understand what is going on in the world today	<b>66%</b>	54%	51%	39%	44%
Appeals to a wide range of different audiences	<b>60%</b>	58%	54%	46%	36%
Trusted and accurate UK news	<b>60%</b>	56%	50%	39%	46%
Broadcast events that bring the nation together for a shared viewing experience	<b>64%</b>	58%	42%	33%	46%
Programmes which feature people from different backgrounds	<b>58%</b>	56%	57%	47%	43%
Programmes that are relevant to me	<b>59%</b>	52%	53%	43%	45%
Programmes that I can watch and talk about with people I know	<b>60%</b>	54%	52%	40%	45%
Programmes about science, arts, culture and religion	<b>58%</b>	36%	44%	34%	36%
Programmes that help me see things from a different angle/perspective	<b>52%</b>	44%	51%	40%	42%
Regional programmes that keep me informed about my area	56%	49%	29%	27%	<b>67%</b>
Programmes that feature people like me	<b>46%</b>	44%	44%	38%	46%
Programmes that are different in their approach to other providers	45%	41%	<b>50%</b>	41%	43%
Programmes that feature my region /country	50%	48%	29%	27%	<b>75%</b>

**Attributes**  
**Diversity**  
**News**  
**Quality/Range**  
**Audience**  
**Shared**  
**Viewing**

Source: Ofcom Public Service Media Tracker

Question: Q24. Well (7-10) Summary - How well or badly does it provide ...?

Base: All who watched channel in past 6 months: BBC TV channels (2766), ITV/STV/UTV and ITV channels (2702), Channel 4 TV channels (2729), Channel 5 TV channels (2399), S4C (103)

# There is little difference in the successful delivery of concepts across nations.

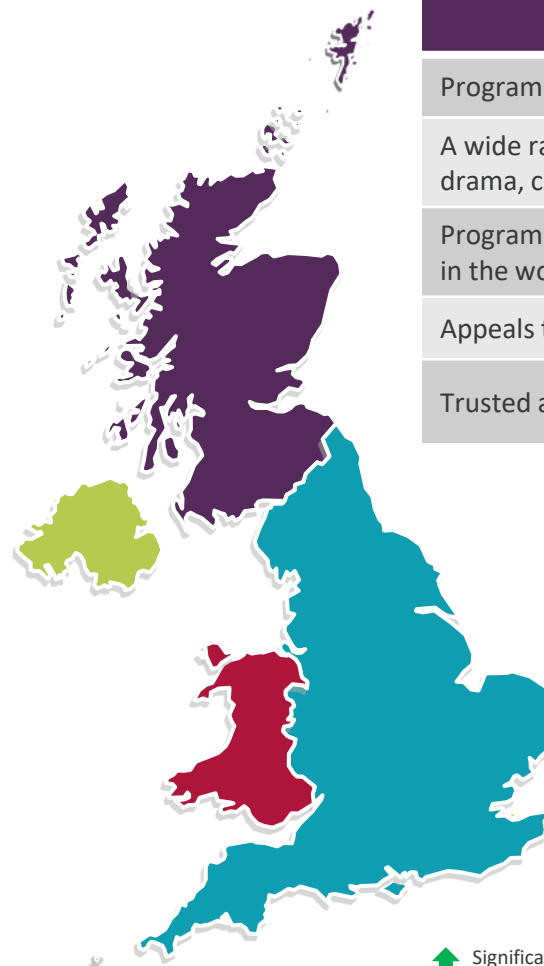
## Top 5 concept deliveries in each nation

### Northern Ireland

Programmes made for UK audiences	70%
Appeals to a wide range of different audiences	66%
Programmes that help me to understand what is going on in the world today	64%
A wide range of different types of programmes, such as drama, comedy, entertainment or sport	63%
Programmes which feature people from different backgrounds	61%

### Wales

Programmes made for UK audiences	70%
Appeals to a wide range of different audiences	65%
A wide range of different types of programmes, such as drama, comedy, entertainment or sport	65%
Trusted and accurate UK news	63%
Programmes that help me to understand what is going on in the world today	63%



### Scotland

Programmes made for UK audiences	68%
A wide range of different types of programmes, such as drama, comedy, entertainment or sport	65%
Programmes that help me to understand what is going on in the world today	63%
Appeals to a wide range of different audiences	60%
Trusted and accurate UK news	58%

### England

Programmes made for UK audiences	68%
A wide range of different types of programmes, such as drama, comedy, entertainment or sport	68%
Programmes that help me to understand what is going on in the world today	63%
Appeals to a wide range of different audiences	63%
Broadcast events that bring the nation together for a shared viewing experience	62% ↑

↑ Significantly higher than Total

Source: Ofcom Public Service Media Tracker

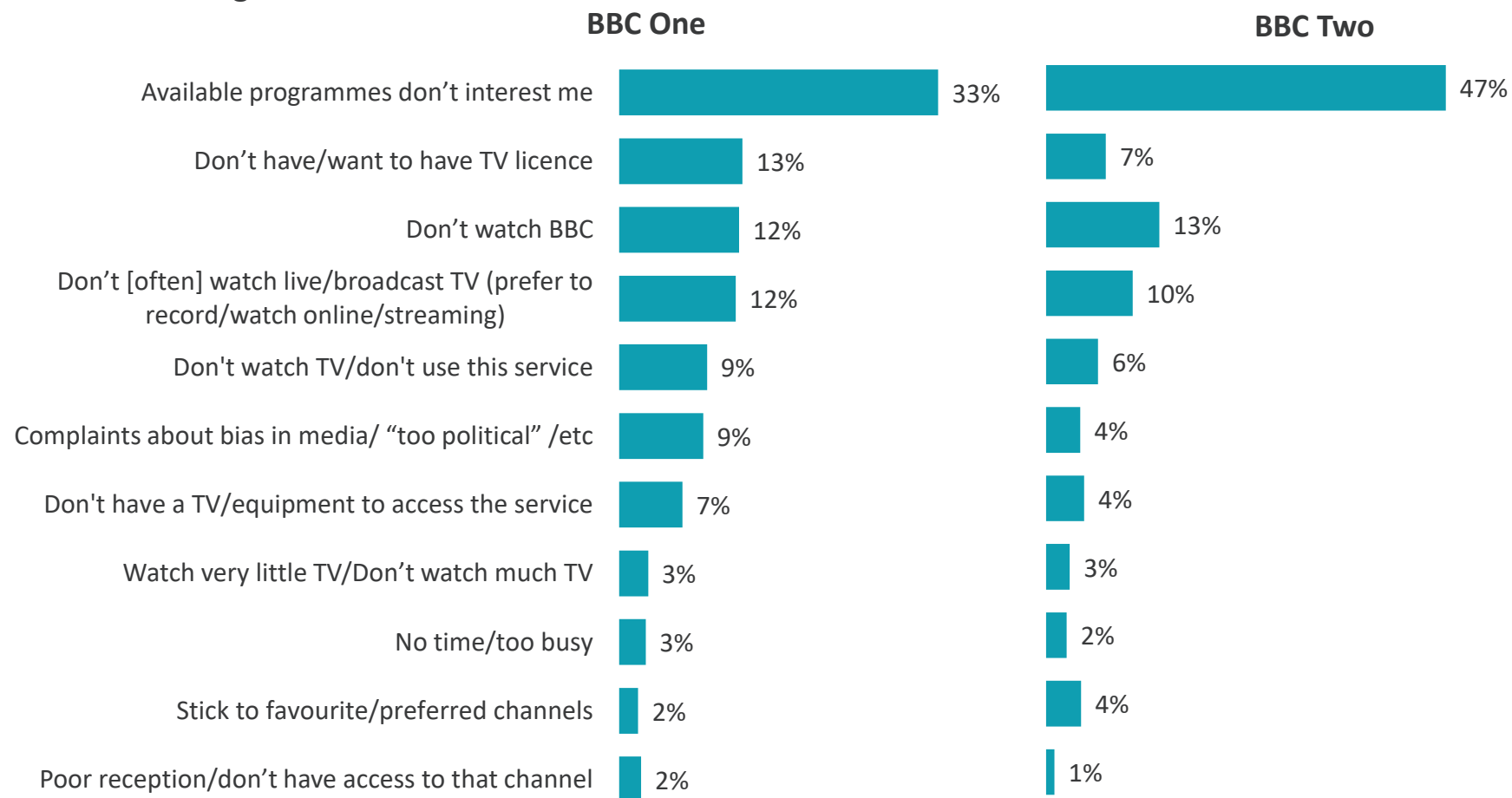
Question: Q26. Well (7-10) Summary: Thinking about the following combined: BBC, ITV, Channel 4, Channel 5 and S4C. On a scale of 1 to 10, where 1 means extremely badly and 10 means extremely well, how well or badly would you say they provide...?

Base: Base: All who watch PSB channel/service in past 6 months (2917), England (2008), Scotland (291), Wales (301), Northern Ireland (317)

\* This question data uses MaxDiff analysis

## A lack of programmes of interest is the key reason for not watching BBC One and BBC Two. One in ten mention bias for BBC One.

### Reasons for not watching channels



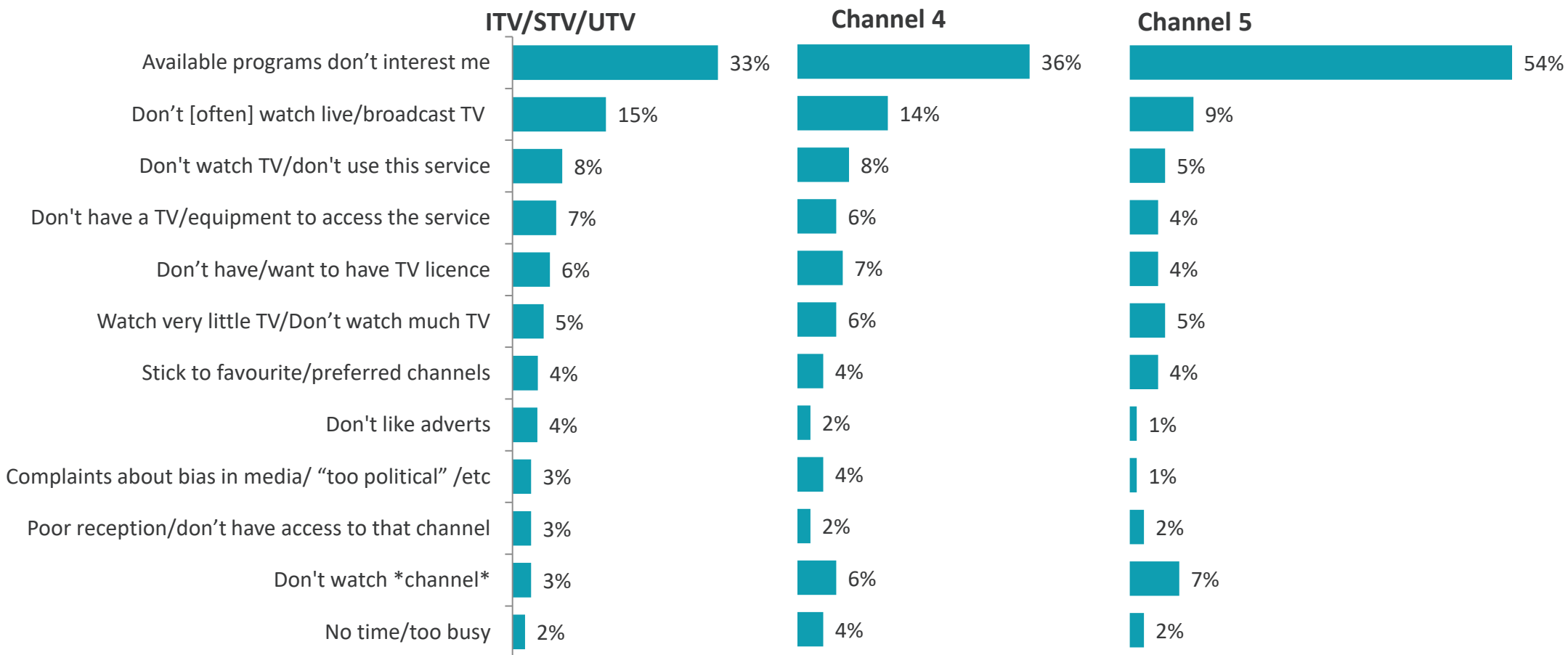
Source: Ofcom Public Service Media Tracker

Question: Q25. Earlier you mentioned that you have not watched BBC One/BBC Two in the last 6 months. Why is this?

Base: All who have not watched channel in past 6 months: BBC One (438), BBC Two (730)

# Content is also the key reason for not watching ITV, Channel 4 and Channel 5.

## Reasons for not watching channels



Source: Ofcom Public Service Media Tracker

Question: Q25. Earlier you mentioned that you have not watched BBC One/BBC Two in the last 6 months. Why is this?

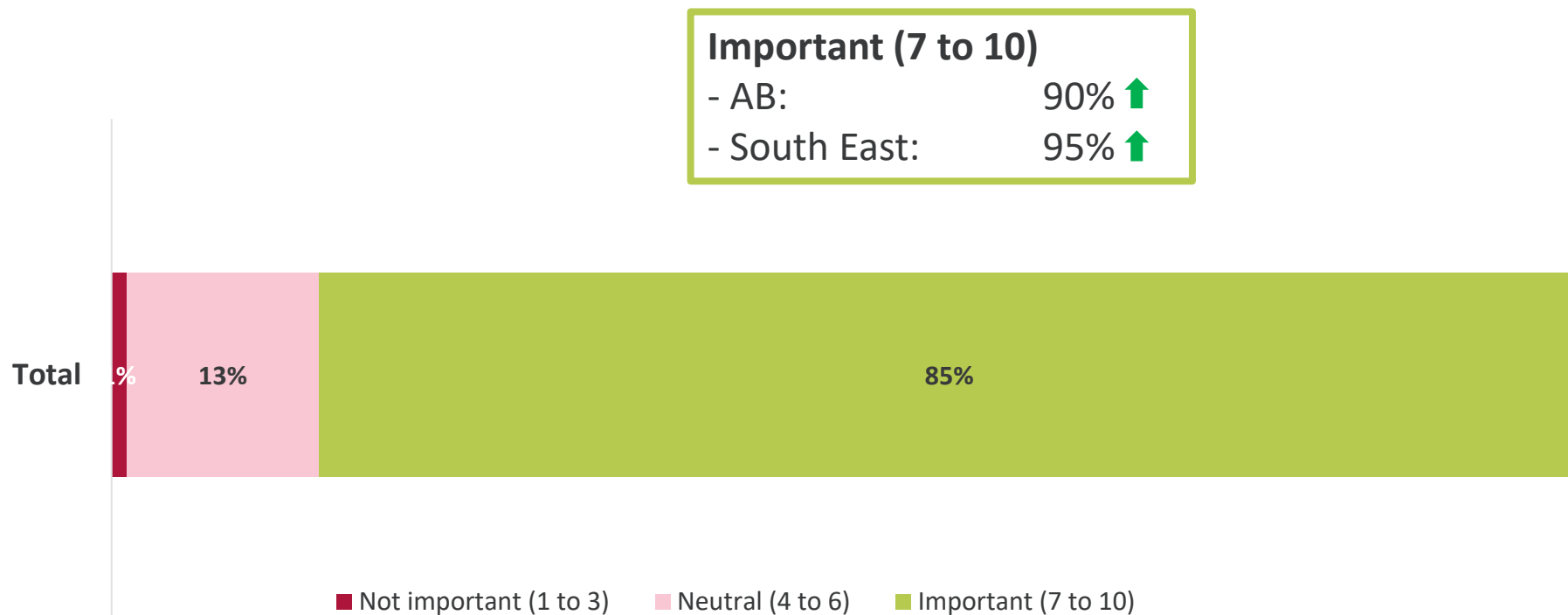
Base: All who have not watched channel in past 6 months: ITV/STV/UTV (496), Channel 4 (494), Channel 5 (796)

# Section 5

## Children's broadcast

# High quality programming for children is very important to parents.

## Importance of providing high quality and UK-made programmes for children



↑ Significantly higher than Total

Source: Ofcom Public Service Media Tracker

Question: Q31. And how important, if at all, do you think it is that CBBC, Channel 5, BBC Alba/ S4C and CBeebies. combined provide a wide range of high quality and UK-made programmes for children?

Base: Those whose children (Age 3-15) watched service in last 6 months (463)

CBeebies is rated most positively in relation to providing a wide range of UK-made and high quality programmes for children.

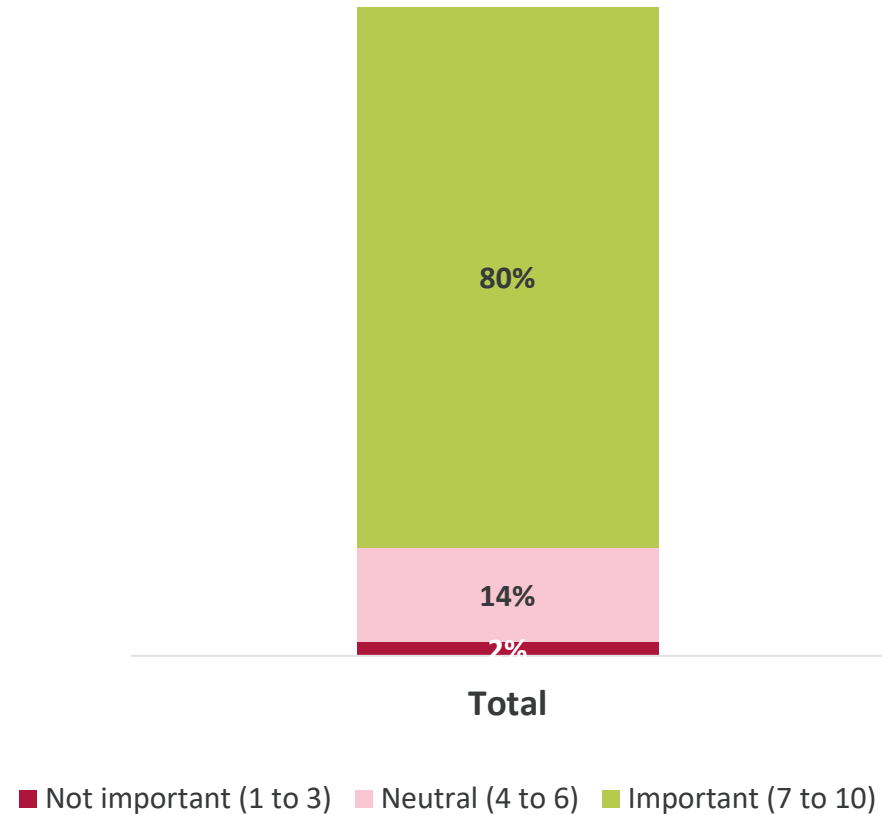
Rating (7 to 10) of delivery of children's programmes





The provision of high quality programming for older children on Channel 4 is very important to parents.

Importance of providing high quality and UK-made programmes for older children on Channel 4, delivery by Channel 4 (7-10)



Source: Ofcom Public Service Media Tracker

Question: Q32. And how important, if at all, do you think it is that Channel 4 provides a wide range of high quality and UK-made programmes for older children? Q30. Well (7-10) Summary - Now thinking about programmes on Channel 4 aimed at older children. How well or badly does Channel 4 provide...

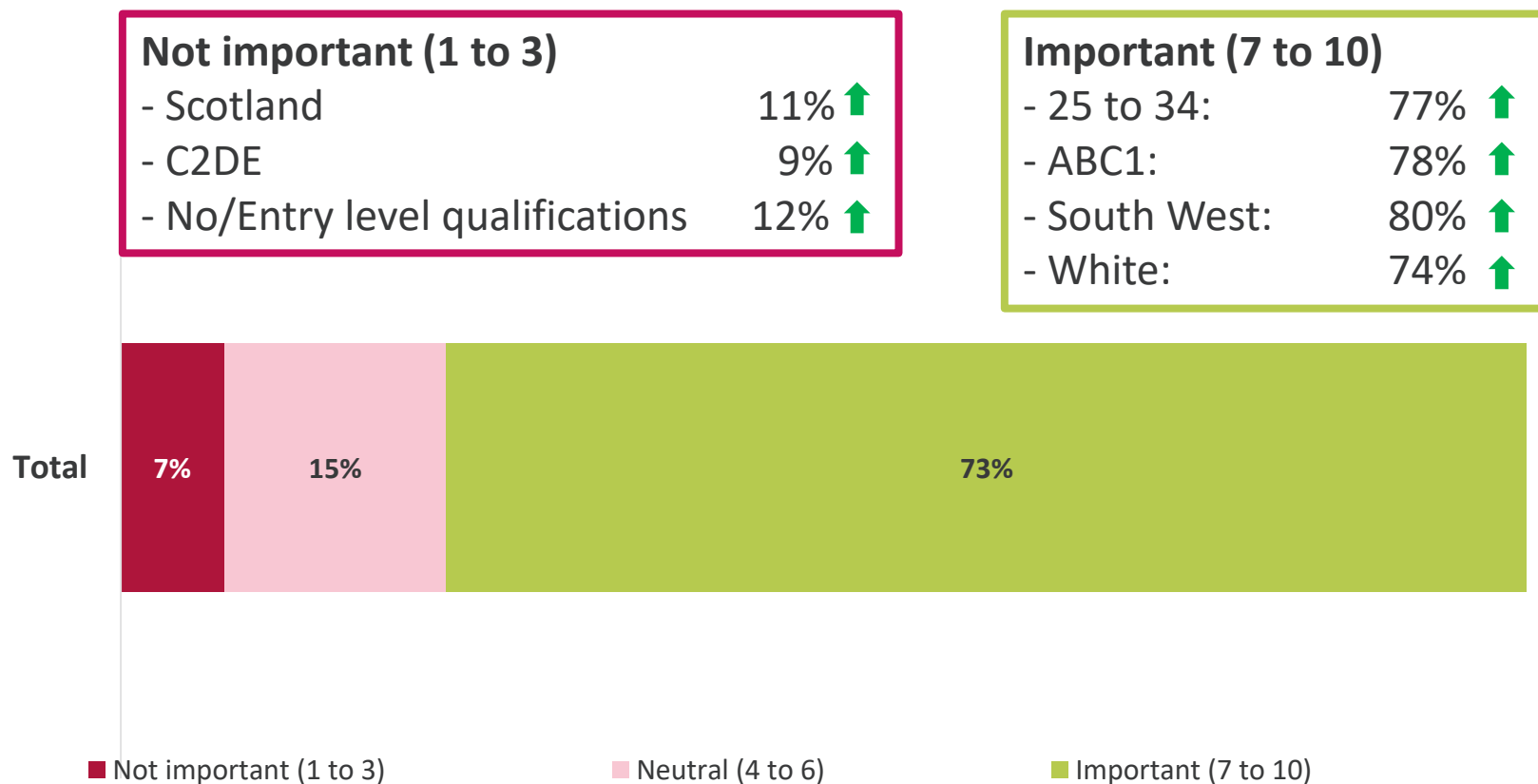
Base: Those whose children (Age 12-15) watched Channel 4 in last 6 months (157)

# Section 6

## BVoD delivery

Close to 3 in 4 see it as important that PSBs provide catch up, on-demand, or streaming services.

Importance of providing catch up, on-demand or streaming services



↑ Significantly higher than Total

Source: Ofcom Public Service Media Tracker

Question: Q40. How important, if at all, would you say it is that public service broadcasters provide catch up, on-demand, or streaming services?

Base: All respondents: Total (3115) 25-34 (507), ABC1 (1964), C2DE (1126), Scotland (313) South West (240), White (2673), No/Entry level qualifications (214), No internet access (54)\*

BBC iPlayer is the strongest performing across the majority of attributes. All 4/All 4+ performs well on distinctiveness.

Rating (7 to 10) of delivery of concepts

	BBC iPlayer	ITV Hub or ITV Hub+	STV Player or STV Player VIP	All4 or All4+	My5
A wide range of different types of programmes, such as drama, comedy, entertainment or sport	<b>73%</b>	64%	57%	61%	53%
Provides services that are easy to find my way around	<b>71%</b>	62%	57%	63%	57%
Easy to find something I want to watch	<b>71%</b>	59%	59%	61%	55%
Programmes made for UK audiences	<b>70%</b>	65%	62%	61%	58%
Appeals to a wide range of different audiences	<b>70%</b>	63%	58%	65%	57%
Programmes that are relevant to me	<b>66%</b>	57%	54%	58%	52%
Programmes that help me to understand what is going on in the world today	<b>65%</b>	52%	54%	52%	45%
Broadcast events that bring the nation together for a shared viewing experience	<b>64%</b>	55%	50%	45%	41%
Programmes that I can watch and talk about with people I know	<b>63%</b>	56%	58%	57%	49%
Programmes about science, arts, culture and religion	<b>63%</b>	41%	34%	50%	39%
Programmes which feature people from different backgrounds	62%	54%	49%	<b>63%</b>	52%
Programmes that help me see things from a different angle/perspective	<b>58%</b>	49%	43%	<b>58%</b>	49%
Programmes that are different in their approach to other providers	52%	45%	39%	<b>56%</b>	48%
Programmes that feature people like me	49%	46%	50%	47%	46%
Programmes that feature my region /country	44%	41%	67%	33%	32%

Attributes  
Diversity  
News  
Quality/Range  
Audience  
Shared Viewing

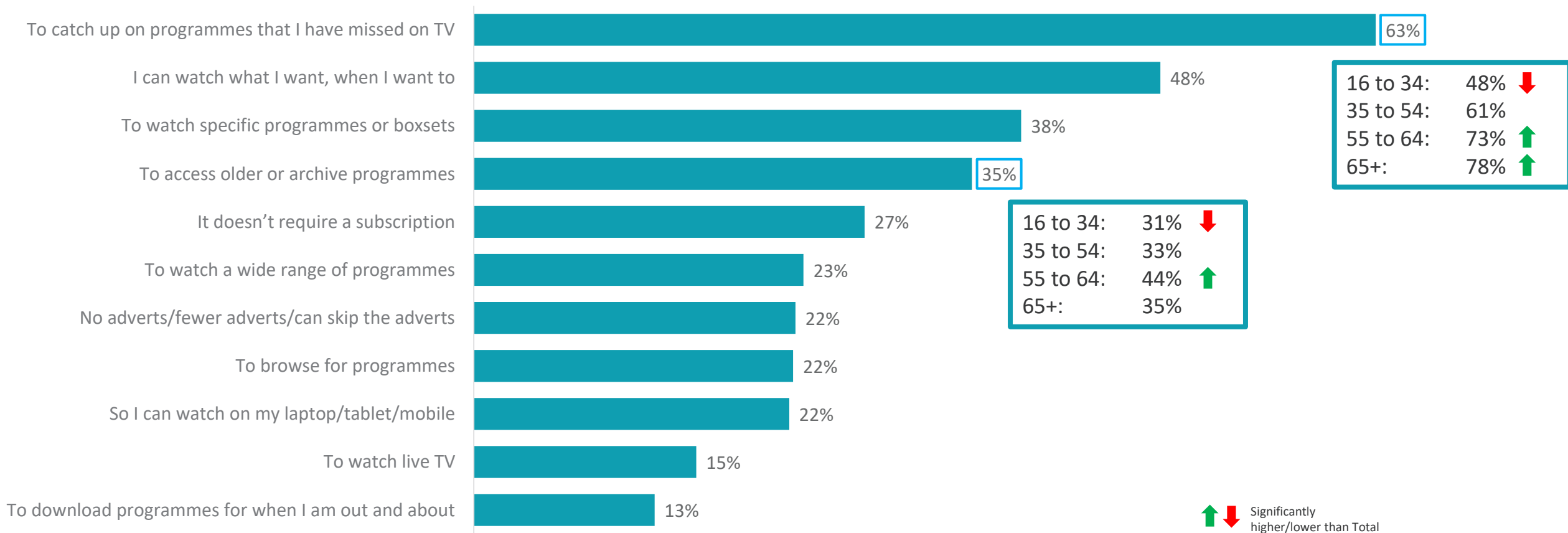
Source: Ofcom Public Service Media Tracker

Question: Q35. Well (7-10) Summary - How well or badly does it provide ...?

Base: All who watched channel in past 6 months: BBC iPlayer (2249), ITV Hub or ITV Hub+ (1807), STV Player or STV Player VIP (149), All4 orAll4+ (1525), My5 (1132)

Catch up is an especially large feature of BVoDs, as well as its convenience.

## Reasons for using BVoDs



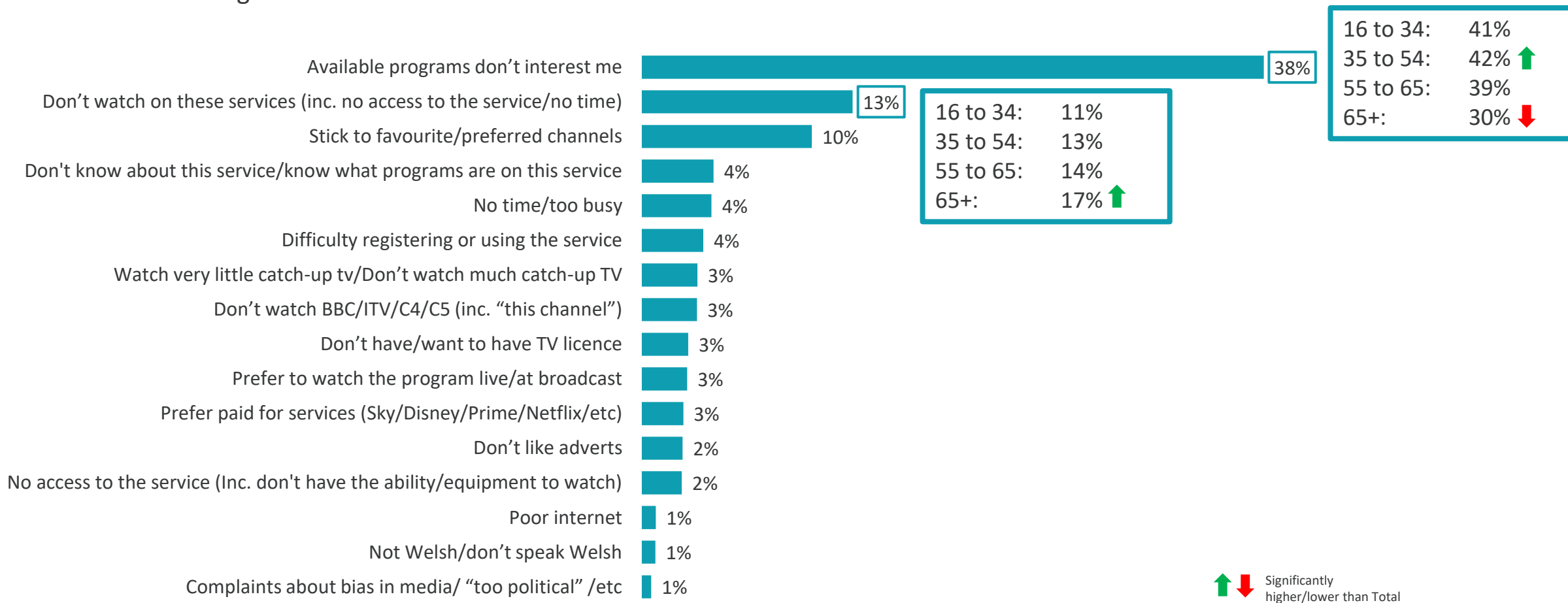
Source: Ofcom Public Service Media Tracker

Question: Q33. Why do you use these services?

Base: All who watched BVoD channel in past 6 months: (2509), 16 to 34 (715), 35 to 54 (851), 55 to 64 (396), 65+ (547)

# The main barrier for regular BVoD use is the content available.

## Reasons for not using BVoDs



Source: Ofcom Public Service Media Tracker

Question: Q34. Earlier you mentioned that you haven't used some BVoD services in the last 6 months or more. Why don't you use these services?

Base: All who have not watched BVoD channel in past 6 months: (2368), 16 to 34 (666), 35 to 54 (743), 55 to 64 (357), 65+ (602)

# Section 7 SVoD delivery

Ease of use, mass appeal and relevance are stand out attributes for Netflix. BritBox rates highly for programmes made for UK audiences, distinctiveness and diversity attributes.

Rating (7 to 10) of delivery of concepts

	Sky On Demand or Sky Go	Netflix	Amazon Prime Video	NOW TV	Disney+	BritBox	YouTube
A wide range of different types of programmes, such as drama, comedy, entertainment or sport	73%	<b>75%</b>	72%	69%	63%	67%	65%
Provides services that are easy to find my way around	72%	<b>82%</b>	72%	69%	78%	73%	72%
Appeals to a wide range of different audiences	72%	<b>82%</b>	77%	71%	73%	69%	78%
Easy to find something I want to watch	71%	<b>80%</b>	71%	67%	74%	73%	71%
Programmes that are relevant to me	69%	<b>75%</b>	68%	62%	68%	69%	67%
Programmes which feature people from different backgrounds	66%	<b>72%</b>	65%	62%	64%	65%	67%
Programmes that I can watch and talk about with people I know	65%	<b>75%</b>	67%	62%	70%	66%	60%
Programmes made for UK audiences	63%	58%	54%	59%	57%	<b>72%</b>	53%
Programmes that help me to understand what is going on in the world today	60%	48%	45%	53%	45%	<b>61%</b>	59%
Programmes that help me see things from a different angle/perspective	58%	59%	54%	54%	52%	<b>64%</b>	61%
Programmes about science, arts, culture and religion	58%	55%	51%	55%	51%	<b>63%</b>	57%
Programmes that are different in their approach to other providers	58%	66%	60%	57%	63%	<b>67%</b>	63%
Broadcast events that bring the nation together for a shared viewing experience	56%	46%	44%	53%	50%	<b>62%</b>	42%
Programmes that feature people like me	56%	54%	52%	55%	51%	<b>65%</b>	56%
Programmes that feature my region /country	41%	31%	30%	42%	34%	<b>60%</b>	38%

Attributes  
Diversity  
News  
Quality/Range  
Audience  
Shared Viewing

Source: Ofcom Public Service Media Tracker

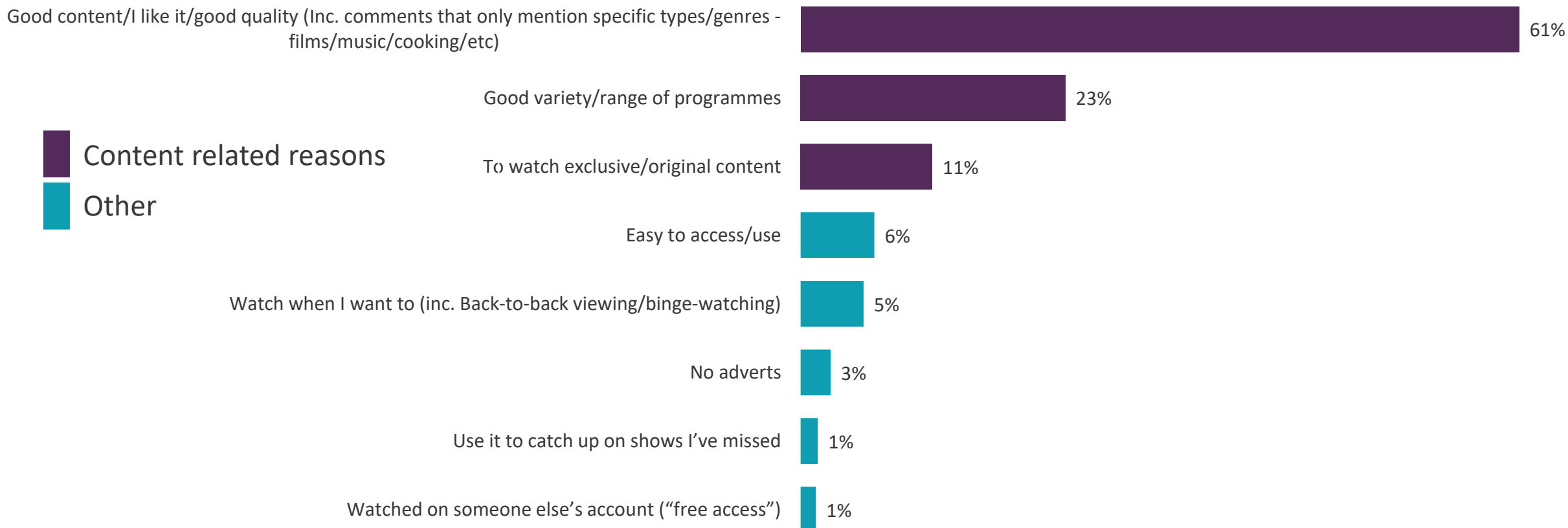
Question: Q38. Well (7-10) Summary - How well or badly does it provide ...

Base: All who watched channel in past 6 months: Sky On Demand or Sky Go (899), Netflix (2155), Amazon Prime Video (1818), NOW TV (679), Disney+(1057), BritBox (399), YouTube (2353)



While content is seen as a barrier for use of BVoDs, it is the main selling point for SVoDs.

## Reasons for using SVoDs



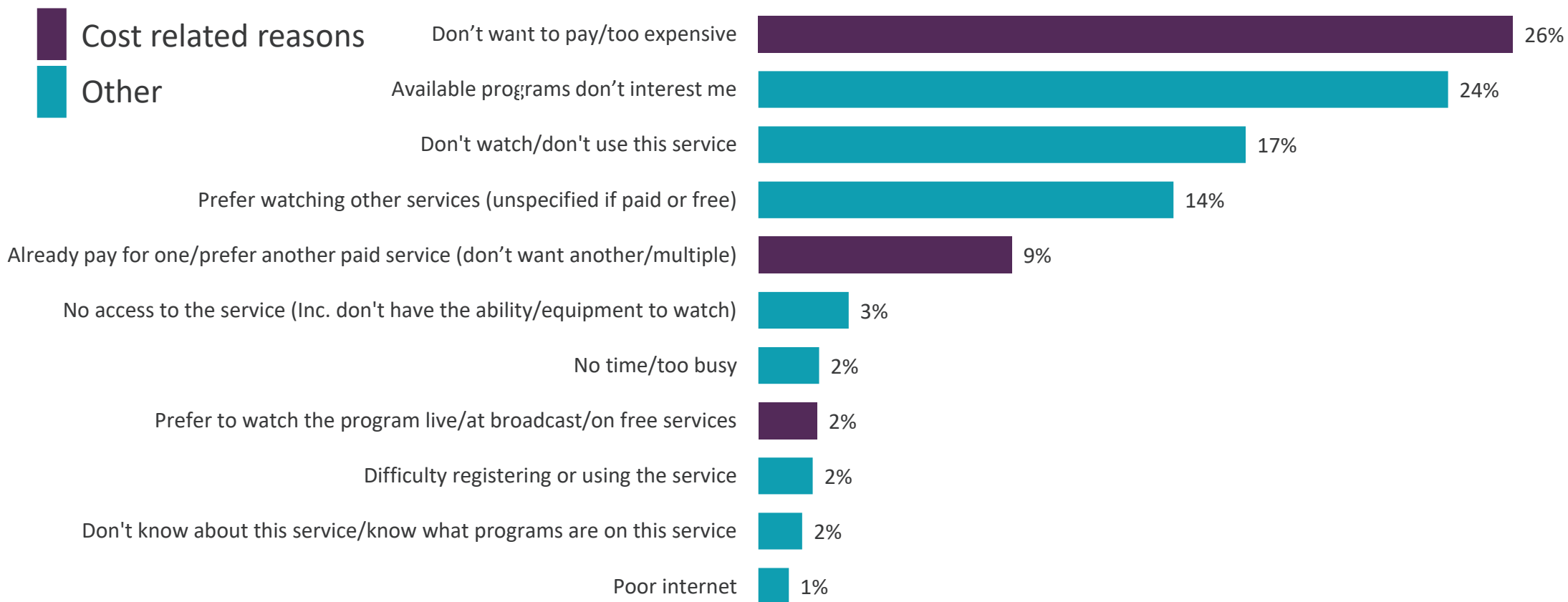
Source: Ofcom Public Service Media Tracker

Question: Q36. Earlier you mentioned that you used at least one of Netflix, Amazon Prime Video, NowTV, Disney+, YouTube or BritBox in the last 6 months. Why do you use these services?

Base: All who watched SVoD channel in past 6 months: (2772)

Although for one in four, content along with cost are the main barriers to regular SVoD use.

## Reasons for not using SVoDs



Source: Ofcom Public Service Media Tracker

Question: Q37. Earlier you mentioned that you haven't watched one of Netflix, Amazon Prime Video, NowTV, Disney+ in the last 6 months or more. Why don't you use these services?

Base: All who have not watched SVoD channel in past 6 months: (2760)

# Section 10 Appendix



Source: Ofcom Public Service Media Tracker  
 Question: Q24. Well (7-10) Summary - How well or badly does it provide ...  
 Base: All respondents who have watched BBC in past 6 months: (2774)



# PSB Channel Summaries – ITV/STV/UTV and ITV channels



- Diversity**
- News**
- Quality/ Range**
- Audience**
- Shared viewing**



Source: Ofcom Public Service Media Tracker

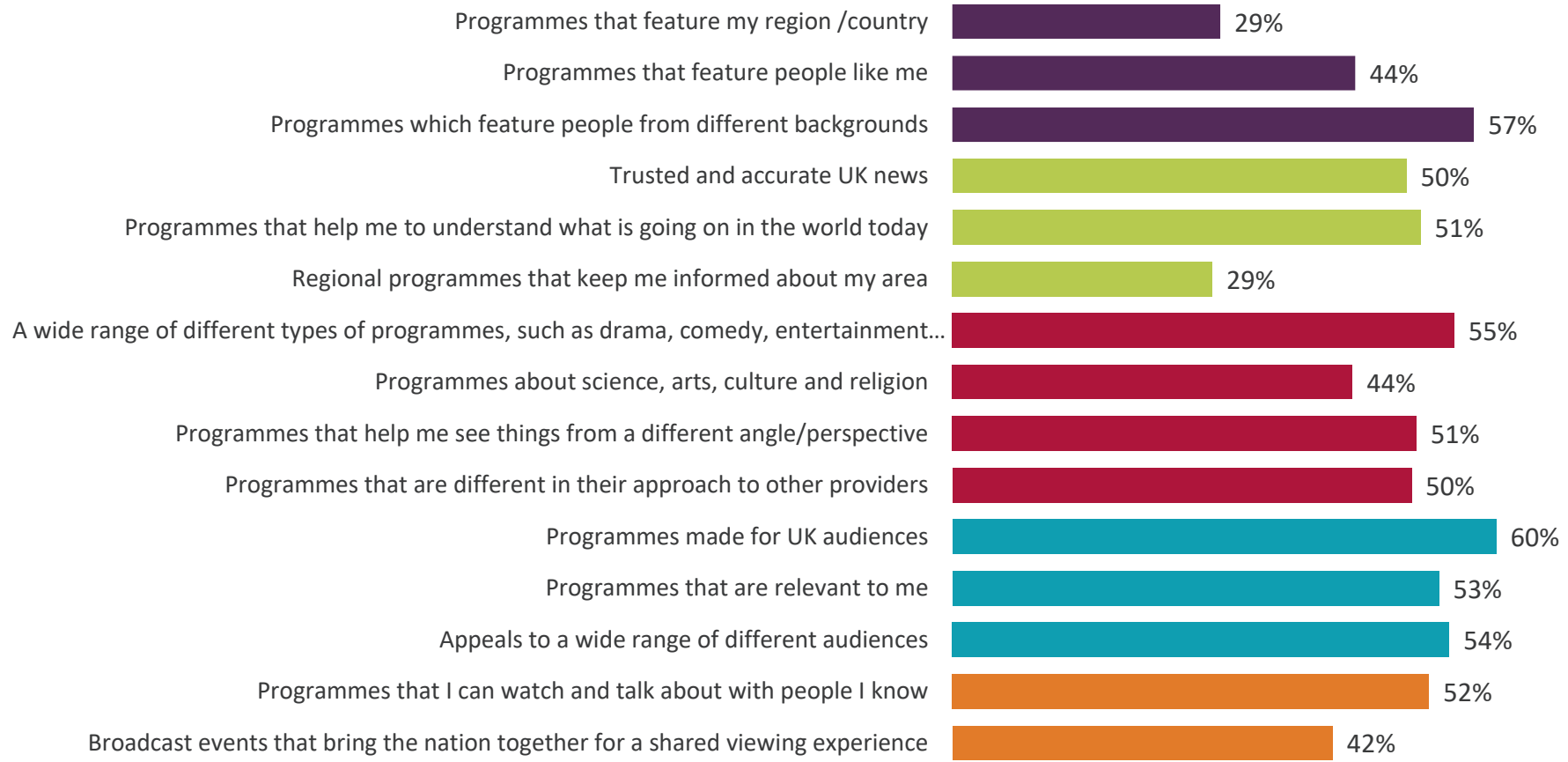
Question: Q24. Well (7-10) Summary - How well or badly does it provide ...

Base: All respondents who have watched ITV/STV/UTV and ITV channels in past 6 months: (2702)



# PSB Channel Summaries – Channel 4 TV channels

- Diversity**
- News**
- Quality/ Range**
- Audience**
- Shared viewing**



Source: Ofcom Public Service Media Tracker  
 Question: Q24. Well (7-10) Summary - How well or badly does it provide ...  
 Base: All respondents who have watched Channel 4 TV channels in past 6 months: (2729)



# PSB Channel Summaries – Channel 5 TV channels



- Diversity**
- News**
- Quality/ Range**
- Audience**
- Shared viewing**



Source: Ofcom Public Service Media Tracker

Question: Q24. Well (7-10) Summary - How well or badly does it provide ...

Base: All respondents who have watched Channel 5 TV channels in past 6 months: (2399)

### Diversity

### News

### Quality/ Range

### Audience

### Shared viewing







Source: Ofcom Public Service Media Tracker  
 Question: Q35. Well (7-10) Summary - How well or badly does it provide ...  
 Base: All respondents who have watched BBC iPlayer at least once in the last 6 months: (2249)

**Diversity**

**Quality/ Range**

**Accessibility**

**Audience**

**Shared viewing**



Source: Ofcom Public Service Media Tracker  
 Question: Q35. Well (7-10) Summary - How well or badly does it provide ...  
 Base: All respondents who have watched ITV Hub or ITV Hub+ at least once in the last 6 months: (1807)

## Diversity

Programmes that feature my region /country 67%

Programmes that feature people like me 50%

Programmes which feature people from different backgrounds 49%

Programmes that help me to understand what is going on in the world today 54%

## Quality/ Range

A wide range of different types of programmes, such as drama, comedy, entertainment... 57%

Programmes about science, arts, culture and religion 34%

Programmes that help me see things from a different angle/perspective 43%

Programmes that are different in their approach to other providers 39%

## Accessibility

Easy to find something I want to watch 59%

Provides services that are easy to find my way around 57%

## Audience

Programmes made for UK audiences 62%

Programmes that are relevant to me 54%

Appeals to a wide range of different audiences 58%

## Shared viewing

Programmes that I can watch and talk about with people I know 58%

Broadcast events that bring the nation together for a shared viewing experience 50%



# BVoD Summaries – All4 or All4+

## Diversity

## Quality/ Range

## Accessibility

## Audience

## Shared viewing



Source: Ofcom Public Service Media Tracker

Question: Q35. Well (7-10) Summary - How well or badly does it provide ...

Base: All respondents who have watched All4 or All4+ at least once in the last 6 months: (1525)



# BVoD Summaries – My5



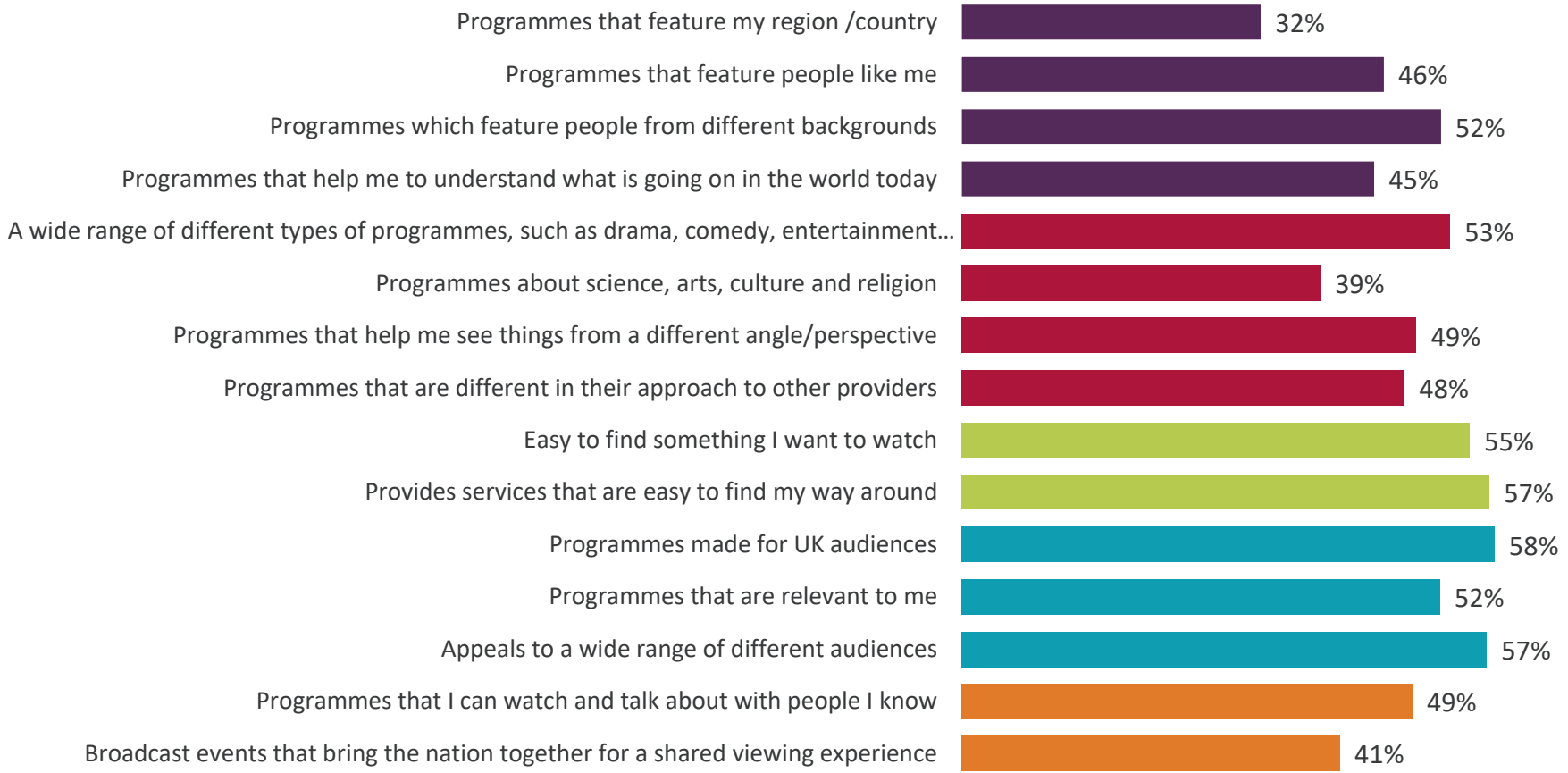
## Diversity

## Quality/ Range

## Accessibility

## Audience

## Shared viewing



Source: Ofcom Public Service Media Tracker  
 Question: Q35. Well (7-10) Summary - How well or badly does it provide ...  
 Base: All respondents who have watched My5 at least once in the last 6 months: (1132)



## SVoD Summaries – Sky On Demand or Sky Go

### Diversity

### Quality/ Range

### Accessibility

### Audience

### Shared viewing



Source: Ofcom Public Service Media Tracker

Question: Q38. Well (7-10) Summary - How well or badly does it provide ...

Base: All respondents who have watched Sky On Demand or Sky Go at least once in the last 6 months: (899)



Source: Ofcom Public Service Media Tracker

Question: Q38. Well (7-10) Summary - How well or badly does it provide ...

Base: All respondents who have watched Netflix at least once in the last 6 months: (2155)



## SVoD Summaries – Amazon Prime Video

### Diversity

Programmes that feature my region /country 30%

Programmes that feature people like me 52%

Programmes which feature people from different backgrounds 65%

Programmes that help me to understand what is going on in the world today 45%

### Quality/ Range

A wide range of different types of programmes, such as drama, comedy, entertainment... 72%

Programmes about science, arts, culture and religion 51%

Programmes that help me see things from a different angle/perspective 54%

Programmes that are different in their approach to other providers 60%

### Accessibility

Easy to find something I want to watch 71%

Provides services that are easy to find my way around 72%

### Audience

Programmes made for UK audiences 54%

Programmes that are relevant to me 68%

Appeals to a wide range of different audiences 77%

### Shared viewing

Programmes that I can watch and talk about with people I know 67%

Broadcast events that bring the nation together for a shared viewing experience 44%



### Diversity

### Quality/ Range

### Accessibility

### Audience

### Shared viewing



Source: Ofcom Public Service Media Tracker

Question: Q38. Well (7-10) Summary - How well or badly does it provide ...

Base: All respondents who have watched Now TV at least once in the last 6 months: (679)



# SVoD Summaries – Disney+



## Diversity

## Quality/ Range

## Accessibility

## Audience

## Shared viewing



Source: Ofcom Public Service Media Tracker  
 Question: Q38. Well (7-10) Summary - How well or badly does it provide ...  
 Base: All respondents who have watched Disney+ at least once in the last 6 months: (1057)

**Diversity**

**Quality/ Range**

**Accessibility**

**Audience**

**Shared viewing**



Source: Ofcom Public Service Media Tracker

Question: Q38. Well (7-10) Summary - How well or badly does it provide ...

Base: All respondents who have watched BritBox at least once in the last 6 months: (339)

**Diversity**

**Quality/ Range**

**Accessibility**

**Audience**

**Shared viewing**



Source: Ofcom Public Service Media Tracker

Question: Q38. Well (7-10) Summary - How well or badly does it provide ...

Base: All respondents who have watched YouTube at least once in the last 6 months: (2353)