

British, Bold, Creative

Is the BBC distinctive and of high quality?

References for pages 26–37:



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- It is the UK's favourite channel across all age groups, socio-economic groups and in all parts of the country: *BARB, all homes, all hours, based on average weekly reach 15+ mins consecutive, 2014/15*
- It reaches three-quarters of the population every week, who watch it for over seven and a half hours a week: *BARB, 4+, all homes, all hours, based on average weekly reach 15+ mins consecutive, 2014/15*
- Three million people a week use BBC One and no other BBC service: *Cross-Media Insight Survey by GfK for the BBC, 6,000 UK adults per quarter, based on average weekly reach 3+ mins and 15+ mins, 2014/15*
- Viewers in the UK were most satisfied with their television and BBC One rated highest on quality out of 66 major TV channels – with 79% of UK adults rating it as good quality, higher than any other channel in any country surveyed: *Populus for the BBC, representative sample of 500 adults 18+ per country in 14 countries (online), September–October 2013. Survey questions: 'What do you think of the quality of television programmes overall in [INSERT COUNTRY NAME]? / 'To what extent do you think the quality of programmes on the following television channels in [INSERT COUNTRY NAME] is good or poor?'*
- BBC One and ITV's balance of output is very different in peak time (chart): *(Data for 2014) Ofcom, July 2015, 'PSB Annual Report 2015'. Available at http://stakeholders.ofcom.org.uk/binaries/broadcast/reviews-investigations/psb-review/psb2015/PSB_2015_Output_and_Spend.pdf*



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- BBC Two is Britain's third largest channel by share: *BARB, 4+, all homes, all hours, 2014/15*
- It reaches half the British population every week: *(47.3%) BARB, 4+, all homes, all hours, average weekly reach 15+ mins consecutive, 2014/15*
- Ranks third in the world for quality: *Populus for the BBC, representative sample of 500 adults 18+ per country in 14 countries (online), September–October 2013. 'To what extent do you think the quality of programmes on the following television channels in [INSERT COUNTRY NAME] is good or poor?'*
- BBC Two and Channel 4 have very different peak-time audiences (chart): *BARB, 4+, all homes, 1800-2229, based on average audience, 2014/15*



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- This singular editorial perspective is reflected in its ratings for quality and originality: *Pulse panel by GfK for the BBC, c7,500 per day from a panel of 20,000+ UK adults 16+, 2014/15*
- ... the UK's fourth largest digital channel in its broadcast hours by reach and the largest factual digital channel in reach and share: *BARB, 4+, all homes, 1900-2800, average weekly reach 15+ mins consecutive, 2014/15*
- BBC Four is one of the UK's most popular digital channels (chart): *BARB, 4+, all homes, all hours, average weekly reach 15+ mins consecutive, each financial year from 2005/06 to 2014/15*



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- They provided 86% of all first-run UK-originated children's programming in 2014 among PSB channels: *Ofcom, July 2015, 'PSB Annual Report 2015'. Available at http://stakeholders.ofcom.org.uk/binaries/broadcast/reviews-investigations/psb-review/psb2015/PSB_2015_Output_and_Spend.pdf*
- CBeebies reaches 45% of children age 0-6: *BARB, 4-6s and housewives with children aged 0-3, all homes, average weekly reach 3+ mins consecutive, 2014/15*
- Spend on UK output for children (£m, 2014) (chart): *Ofcom, July 2015, 'Public Service Broadcasting in the Internet Age'. Available at http://stakeholders.ofcom.org.uk/binaries/consultations/psb-review-3/statement/PSB_Review_3_Statement.pdf*
- CBBC is the among most popular channels for children aged 6-12 but the linear channel has lost audience as children change their media behaviour / CBBC is one of the favourite channels for 6-12s (chart): *BARB, 6-12s, all homes, average weekly reach 3+ mins consecutive, each financial year from 2010/11 to 2014/15*



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- The BBC News Channel is the most watched continuous news channel in the UK, reaching around nine million viewers a week, compared to five million for the next biggest: (Data for BBC News channel and Sky News) *BARB, 4+, all homes, average weekly reach 3+ mins consecutive, 2014/15*
- Who is best for continuous news? (chart): *Kantar Media for the BBC, 9,938 UK adults who watch news and current affairs on TV, 2014/15. Survey question: 'Which ONE TV channel do you think is best for continuous news?'*



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- It reaches 16% of all Scottish adults per week: *TNS Scottish Opinion Survey, Scottish adults 16+, 2014/15 (no data available for Nov 2014 owing to survey issues at TNS)*
- It reaches 73% of Gaelic-speaking Scottish adults per week: *Lèirsinn, TRP Panel (from January 2015), Gaelic-speaking adults 16+, 2014/15*

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- It is a particular champion for new and live music: 65% in daytime is new, and 61% by UK artists: *BBC performance against public commitments 2014/15 (page 8)*
- ... reaching 38% of 15-29 year olds every week: *RAJAR, 15-29s, average weekly reach 15+ mins, 2014/15*
- *Newsbeat* reaches more young people each week than the 10 O'Clock News: *RAJAR, 15-29s, average weekly reach, Monday-Friday, 2014/15 (Newsbeat slots 1245-1300 and 1745-1800); BARB, 15-29s, all homes, average weekly reach 3+ mins consecutive, Monday-Friday, 2014/15 (BARB genres News: National/International, >10 minutes in duration and a start time within 1 hour of the usual start time of 22:00)*
- Radio 1 broadcasts over 40 documentaries a year alongside its weekly *Surgery* show: *BBC performance against public commitments 2014/15 (page 8)*
- Radio 1 / Capital FM tracks (chart): *comparemyradio.com, 4 July–3 August 2015, all hours*

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- ... over 20 hours a week of news and current affairs to documentaries, arts and comedy: *BBC performance against public commitments 2014/15 (page 9) (figure excludes comedy)*
- Close to 30% of UK adults listen to Radio 2 every week: *RAJAR, 15+, average weekly reach 15+ mins, 2014/15*
- The station plays a greater variety of music than any other radio station in the UK: *comparemyradio.com, 4 July–3 August 2015, daytime*
- This includes over 1,100 hours of specialist music programming every year: *BBC performance against public commitments 2014/15 (page 9)*
- Radio 2 / Absolute Radio tracks (chart): *comparemyradio.com, 4 July–3 August 2015, all hours*
- Radio 1 / Radio 2 tracks (chart): *comparemyradio.com, 4 July 2015–3 August 2015, all hours*
- Radio 1 / Radio 2 listeners (chart): *RAJAR, 15+, average weekly reach 15+ mins, 2014/15*

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- Nearly 200 original commissions in the last five years: *BBC performance against public commitments each financial year from 2010/11 to 2014/15*
- 57% of music broadcast live or specially recorded: *BBC performance against public commitments 2014/15 (page 9)*
- Music output by uniqueness (Radio 3 and Classic FM) (chart): *BBC analysis based on two weeks of output 24 June 2014–7 July 2014, all hours*

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- 20% of the UK listens to it each week: *RAJAR, 15+, average weekly reach 15+ mins, 2014/15*
- ... over 300m podcasts downloaded in 2014/15: *BBC Server Logs, May 2014–May 2015, UK and international*

BBC RADIO **5 live** (page 33)

- 75% of the station's output is news: *BBC performance against public commitments 2014/15* (page 11)
- Together with 5live sports extra, it represents 51 different sports: (*data for 2014*), BBC Trust, August 2015, 'BBC Trust Service Review: Radio 4, Radio 4 Extra, Radio 5live and Radio 5live sports extra'. Available at http://downloads.bbc.co.uk/bbctrust/assets/files/pdf/our_work/speech_radio/speech_radio.pdf
- The station's accessible style and tone attracts a different audience from Radio 4 with close to 40% of its audience aged 15-44, compared with around one-quarter of Radio 4's audience: RAJAR, 15+, based on average weekly reach 15+ mins, 2014/15
- 5live covers a wide range of live sport (live sports covered in 2014) (chart): *BBC analysis*
- 5live sport / talkSPORT listeners (chart): RAJAR, 15+, average weekly reach 15+ mins, 2014/15 (BBC Radio 5live Sport = Mon-Wed 1900-2230, Thu-Fri 1900-2200, Fri 1300-1400, Sat-Sun 1200-1800)

BBC LOCAL RADIO (page 34)

- ... used by 6.7m adults a week. 2.3m listen to no other BBC Radio and 1.1m no other radio at all in a week: *BBC Local Radio in England Total Survey Area (TSA)*, RAJAR, 15+, average weekly reach 15+ mins, 2014/15
- Audiences for local radio are declining: *BBC Local Radio in England Total Survey Area (TSA)*, RAJAR, 15+, average weekly reach 15+ mins, e.g. 2007/08 compared with 2014/15
- The BBC Local Radio audience is very different from local commercial radio (proportion of audience by age) (chart): *BBC Local Radio and Local Commercial Radio based on BBC Local Radio in England TSA*, RAJAR, 15+, based on average weekly reach 15+ mins, 2014/15



- Each of the English-language stations (Radio Scotland, Radio Wales and Radio Ulster/Foyle) reaches between 16% and 36% of their populations each week: *data based on their TSAs*, RAJAR, 15+, average weekly reach 15+ mins, 2014/15



- BBC Radio 6 Music was the first digital station to reach two million weekly listeners: (1.96m, Q4 2013; 1.99m Q3 2014; 2.08m, Q4 2014; and over 2m since) RAJAR, 15+, average weekly reach 15+ mins
- Audiences enjoy its distinctive range of alternative music and informed presenters: *Kantar Media for the BBC, 239 UK adults who listened to 6 Music in the last seven days, 2014/15*
- BBC Asian Network and BBC 1Xtra serve young and diverse audiences: (Asian Network – based on percentage of the 15+ audience that is i) Asian (86%); ii) Asian under 35 (48%); 1Xtra – based on percentage of the 15+ audience that is aged 15-24 (51%)). RAJAR, 15+, based on average weekly reach 15+ mins, 2014/15
- Radio 4 Extra... record audience reach of 2.2m listeners a week, fuelled by record numbers of younger listeners: RAJAR, 15+, average weekly reach 15+ mins, Q1 2015
- Growth of BBC digital radio (average weekly reach) (chart): RAJAR, 15+, average weekly reach 15+ mins, each financial year from 2003/04 to 2014/15

- It is the third biggest BBC service, providing public service content to half the British population each week: *Cross-Media Insight Survey by GfK for the BBC, c6,000 UK adults per quarter, based on average weekly reach 3+ mins, 2014/15*
- It is the third biggest service for time spent with younger audiences: (16-24s) *Cross-Media Insight Survey by GfK for the BBC, 2014/15*; *BARB, all homes, all hours, 2014/15*; *RAJAR, 2014/15*
- ...just 3% of UK time spent online: *comScore MMx Multi-Platform, UK, Average Total Minutes, [P] BBC Sites, January-June 2015*
- It is highly rated for quality and distinctiveness: *BBC Trust, May 2013, 'BBC Trust Service Review: BBC Online and Red Button'*. Available at http://downloads.bbc.co.uk/bbctrust/assets/files/pdf/regulatory_framework/service_licences/service_reviews/online_redbutton/report_online_redbutton.pdf
- There were 278m hits on the BBC News website and apps on the day after the election, up from 9m in 2001, with audience appreciation scores higher than any other provider in the UK: 2015: *comScore Digital Analytix (excluding World Service)*; 2001: *BBC Server Logs; Populus for the BBC, 1,154 UK adults 18+ (online), 12–13 May 2015*
- Its share of news/information time has fallen to 30% today: *comScore MMX Desktop only – does not include mobile or tablet viewing, [M] BBC, Average Total Minutes, Panel-only numbers based on a custom deliverable, Q2 2015*
- Bitesize is used by 82% of secondary and 62% of primary school children: *School Tracker by EdComs for the BBC, c500 8-11s and c500 11-16s, March 2015*
- The BBC is the most trusted news online source (who do you associate with 'trustworthy?') (chart): *Populus for the BBC, 2,073 UK adults 18+ (online), 25th–26th June 2014. Survey question: 'Please indicate which sites/apps you associate with each of the following criteria' [Trustworthy]*
- Every month, there are 2 million journeys from our News website to our educational and learning websites like iWonder (infographic): *comScore Digital Analytix, May, June, July 2015*
- In its first week our iWonder guide 'What's the maths behind an amazing FA Cup free kick?' had 400,000 visits. Over 75% came from the BBC Sport website (infographic): *comScore Digital Analytix, 3 November–9 November 2014*
- The proportion of UK online users aged 16–64 who have ever used these online players for TV shows (chart): *Harris Interactive, January 2015, 'Pixellife: Research report on every major activity on every popular screen device'. 2,973 UK internet users 16-64 (online), September–October 2014*
- In two out of the past three years, it [iPlayer] has been the UK's number one brand: *YouGov Brand Index, 2012 and 2013*