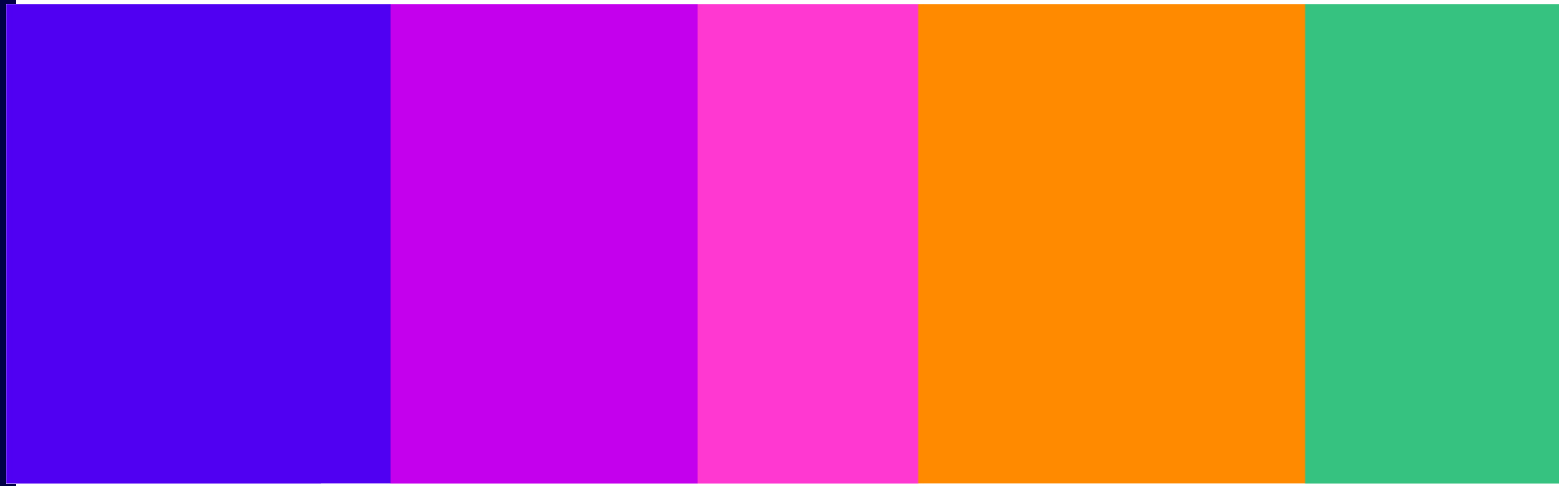# Ofcom Video Sharing Platform (VSP) Tracker

Confirmation of changes to the VSP Tracker

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Overview

Official statistics

Ofcom is named in the [Official Statistics Order 2023](#) as a producer of official statistics. As a producer of Official Statistics, Ofcom has a responsibility to follow the [Code of Practice for Statistics](#) which ensures that published statistics have public value, are high quality, and are produced by people and organisations that are trustworthy.

As a producer of official statistics, Ofcom follow the guidance set out in [Changing or ceasing to publish official statistics – Government Analysis Function (civilservice.gov.uk)](#). In line with this guidance, where substantial changes are made to a piece of research that is established as an official statistic, we notify stakeholders of the changes that are planned to be made and allow a period of time for stakeholders to provide feedback if they wish to do so.

The VSP Tracker to date

In Q3 2021, we set up the first wave of the VSP Tracker, with fieldwork conducted in Q4 2021. The VSP Tracker is a survey conducted biannually by Ofcom to track VSP users' awareness and experiences of safety measures and tools available on the VSPs they use, to gain an understanding of whether they experience harmful content on those VSPs, and to assess their broader perceptions of the VSP landscape, such as whom they believe responsibility falls upon in terms of protecting users. We have conducted three waves since (Wave 2 fieldwork in Q1 2022, Wave 3 fieldwork in Q1 2023 and Wave 4 fieldwork in Q2 2023), establishing the VSP Tracker as an official statistic from Wave 3 onwards.

For more information and access to research materials from the previous waves please follow the link here: https://www.ofcom.org.uk/research-and-data/online-research/vsp-experiences-and-attitudes

Confirmation of changes

Following the time period allocated for any stakeholder feedback (ended on 9th February 2024), this document confirms the changes below to be made to the VSP Tracker:

1) Changes to existing questions in the VSP Tracker, removal of some questions which now hold limited value, and adding new questions to ensure that the information collected meets user needs. This will impact the next wave we conduct in Q1 2024, and any subsequent waves following this. The list of changes is summarised[1] below:

- As we do for each wave, we will update our list of VSPs based on the latest notified VSP list here: https://www.ofcom.org.uk/online-safety/information-for-industry/vsp-regulation/notified-video-sharing-platforms

- Participants answer some questions based on all of the VSPs they use. Previously, for some questions we asked about what can be considered as 'popular' VSPs. We felt this was an important change to provide us with additional data for 'lesser known' VSPs.

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[1] For the purposes of this consultation, we have only outlined the substantive changes we're proposing to make, we may make other minor changes to the questionnaire.

- Removal of questions concerning whom the responsibility falls on to protect users to align with current policy needs and requirements.

- Removal of a question regarding certain types of harmful content as our Online Experiences Tracker already collects this data.

- Removal of a question on awareness of safety measures to avoid confusion as we have other questions in the survey that collect this data.

- Adjust codes for some questions to better reflect the question wording or for greater clarity.

- Removal of questions regarding users' perceptions of VSPs responding to content they are aware of that breach Terms and Conditions (T&Cs), to align with policy needs and requirements.

- Adding in new questions regarding VSP users' use of complaints systems and T&Cs to better align with policy needs and requirements.

2) The frequency of waves we conduct per year will change from biannually to annually from the 2024/25 financial year onwards. Doing this will ensure that Ofcom's market research budget continues to be allocated as effectively as possible across the organisation.

If you have any queries, please contact market.research@ofcom.org.uk.