Service Licence Review of BBC TV: BBC One, BBC Two, BBC Three and BBC Four

Analysis of Responses to Public Consultation

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1. OVERVIEW OF KEY THEMES

The public consultation on the attitudes towards BBC TV Services received just under 5,000 responses. The views represented are not necessarily representative of the UK population as a whole: the majority of respondents to the consultation are male and likewise the majority are aged over 55.

In terms of viewing different BBC TV channels, the vast majority of respondents claim to watch BBC One most days and a majority claim to watch BBC Two most days. Around a quarter of the respondents aged 16 to 34 claim to watch BBC Three most days and a third of all respondents claim to watch BBC Four most days.

BBC Overall

Respondents were asked to state to what extent they agreed that the following words are good descriptions of the range of programming on each of the four TV channels. By combining results for all four channels, the majority of respondents agree that the range of programming is High Quality and a large proportion agree that the range is Engaging, Original and Challenging: slightly fewer respondents agree that the range of programming across the four channels is Innovative.

Quality

As demonstrated above and through respondents’ comments, it is apparent that across all the four BBC TV channels there is a strong feeling that the content offered is of a high quality with high production values.

Distinctiveness

The majority of respondents feel the BBC channels are distinctive from each other; however BBC Three and BBC Four are felt to be more distinctive. Throughout the consultation some respondents compare the offering on one BBC channel with another and feel that some programmes would be an appropriate fit to another channel: for example programmes with less depth on BBC Four may be more suitable for BBC Two or BBC One. Successful programmes on BBC Two are seen to migrate to BBC One and some feel BBC Two is less distinctive now and more like BBC One, while BBC Four is the “new BBC Two” with more stimulating and thought-provoking content.

In this context some feel that trying to offer four distinctive channels is not necessary, especially when cost savings have to be made. Also some feel that as some channels show a large number of repeats (sometimes from another channel), this is not the best use of resources and question whether each channel is really serving a useful purpose or a specific target.

BBC One and BBC Three are felt by some respondents to be less distinctive than BBC Two or BBC Four when making comparisons with other TV channels. Some feel that programming particularly on BBC One is concerned with ‘chasing ratings’ and tries to compete with other commercial channels as it has a more mainstream appeal. With regards to BBC Three, some feel there are other TV channels available that target the younger audience with the type and range of programmes that interest and entertain them, such as Channel 4, Channel 5, ITV 2, E4, American TV and Netflix.
Innovative and Original programming

All the BBC TV services are praised for having original and innovative content which would not necessarily be found on other commercial channels, particularly BBC Three and BBC Four, followed by BBC Two, then BBC One. For the continued success of the channels it is felt important that the BBC continues to seek out new ideas, formats, writers, presenters and acting talent to ensure the output stays fresh.

- Successful formats

Although many long-running series such as Mastermind and Antiques Roadshow are enjoyed, respondents comment that it is important to keep content fresh as some series or formats can become formulaic, tired, stale or ‘done to death’.

- Repeats

While the range and quality of content across the BBC TV channels is widely praised, many refer to the number of repeats as mentioned above. Repeats are particularly noted with reference to the daytime schedules on BBC One and BBC Two. Some respondents suggest that given the wealth of content which must be available in the archive, repeats of older programmes could be shown rather than re-runs of current or more recent programmes. The repeats as shown on BBC Three from other BBC channels also serve to detract from the distinctiveness of the channel.

- Presenters

As another means to keep the output fresh and interesting respondents also request that the same few faces are not used to present programmes and that opportunities are given to new talent, or real experts, in the presentation of programmes. There is also reference to the frequent use of celebrities to present programmes rather than relevant experts, where the celebrity can overshadow the topic or content in question.

Challenging and engaging content

The BBC is frequently praised throughout the consultation for providing programmes which are interesting, informative, and educational. However the level of depth and insight provided in some factual programmes is sometimes felt to be insufficient and there is a tendency for some programmes to be patronising or ‘dumbed down’. Many request that the BBC continues to provide challenging and thought provoking content: most notably in relation to BBC Three, respondents in the 16 to 34 age group request that their intelligence is not underestimated and that programmes should not be too childish or assume they are only interested in alcohol and sex.

BBC One

In line with its service licence, many programmes on BBC One are felt to have mass appeal, offering a broad range of content covering a variety of topics and issues: drama and factual programmes are seen as a strength of the channel. Respondents would like more original, quality, thought provoking drama and as well as more original comedy or the return of some classic comedy programmes.

There are felt by some to be too many talent shows, reality programmes, quiz shows or competition programmes. Saturday evenings, the weekend and weekday afternoons are mentioned as weaker
parts of the schedule and some feel there is not enough programming suitable for family viewing, especially at the weekend.

**BBC Two**

Respondents comment positively about the good mix of programmes on BBC Two, covering a range of interests. Drama programmes, and specialist factual documentaries with greater depth of analysis than on BBC One, are seen as a major strength of the channel: BBC Two is also seen to offer a varied, more challenging range of content, and drama which is more ‘risky’, compared to that offered on BBC One.

Respondents would like to see more of the same original, innovative programmes across all genres as well as more variety of programmes including drama, factual programmes and documentaries, comedy, and arts and culture programmes including ballet, opera and music.

**BBC Three**

Comedy programmes on BBC Three are seen as a real strength of the channel with innovative, creative and original programmes, appealing across the 16 to 34 age group. Entertainment programmes such as *Family Guy* and *Russell Howard’s Good News* are also seen to appeal to the broad target age group. Other factual programming on BBC Three, while praised, seems to appeal more to the younger, 16 to 24, age group and is not felt to represent the whole demographic target.

Although the drama on BBC Three is now limited, programmes like *Being Human* were felt to be a strong part of the schedule deserving greater investment and promotion.

Respondents would like more fresh original comedy and drama, as well as more factual programmes and documentaries covering subjects relevant to young people: however the content needs to be challenging and engaging rather than simply ‘shocking’.

**BBC Four**

The majority of respondents are positive about the range of programmes offered on BBC Four by both subjects and genres. Many respondents describe BBC Four as the ‘best’ channel and would simply like to see more of the same type of content. Respondents find the factual programmes and documentaries on BBC Four to be of a very high standard, covering unusual topics, with greater depth and insight than on other channels. The imported foreign language dramas are also seen to be a real strength of the channel and enjoyed by many.
2. INTRODUCTION

2.1 About the review

The BBC Trust is the independent governing body of the BBC representing the interests of licence fee payers. Its role is to get the best out of the BBC for licence fee payers and to secure effective promotion of its public purposes. The Trust is required to represent the interests of licence fee payers, assess their views carefully and appropriately, and have regard to the competitive impact of the BBC’s activities on the wider market. It must also ensure that the BBC observes high standards of openness and transparency.

Each of the BBC services has a ‘service licence’, which details its remit, outlining the overall format and particular characteristics the output of the service should embrace. The licence also indicates how the specific service should contribute to the overall delivery of the BBC’s public purposes.

The BBC Trust is committed to reviewing each BBC service at least once during a five year cycle. This report will be considered as part of the review of the BBC's TV services: BBC One, BBC Two, BBC Three and BBC Four. It will examine the performance of the BBC's TV services against the commitments set by the Trust in the BBC's service licences and its broader public service role.

2.2 About the Public Consultation

The consultation covered the BBC's TV Services as follows:

- The service licence for BBC One says that it should be the BBC’s most popular mixed-genre television service across the UK. It should offer a wide range of high-quality programmes, and a very high proportion of these programmes should be original productions. It should be the BBC’s primary outlet for major UK and international events and it should reflect the whole of the UK in its output.
- The service licence for BBC Two says that it should be a mixed-genre channel appealing to a broad adult audience with programmes of depth and substance. It should carry the greatest amount and range of knowledge-building programming of any BBC television channel, complemented by distinctive comedy, drama and arts programming.
- The service licence of BBC Three says that it should ‘bring younger audiences to high quality public service broadcasting through a mixed-genre schedule of innovative UK content featuring new UK talent. The channel should use the full range of digital platforms to deliver its content and to build an interactive relationship with its audience. The channel’s target audience is 16-34 year olds’.
- The service licence of BBC Four’s primary role ‘is to reflect a range of UK and international arts, music and culture. It should provide an ambitious range of innovative, high-quality programming that is intellectually and culturally enriching, taking an expert and in-depth approach to a wide range of subjects.’

As part of any service review, the BBC Trust considers a range of different types of evidence. This includes asking licence fee payers to respond to a number of specific questions about the services through a public consultation.

Those responding to this consultation were given a range of questions to consider about each TV channel. In order to help focus the responses to particular questions, additional information was
provided alongside many of the questions such as lists of programme examples, relevant to each channel and genre across the channel.

The consultation period for this review was between 12th November 2013 and 14th February 2014. In total 4,260 individuals responded using the online consultation form and a further 647 replied by emailing or posting their responses to the consultation questions. Some respondents chose to submit general freeform comments via email or by post. These responses (53 in total) are summarised separately in Appendix A.

All responses to the public consultation were analysed by Public Knowledge, an independent research company, on behalf of the BBC Trust. This report summarises the key themes expressed by the public and provides an overview of the responses. It covers replies from individuals only; responses from stakeholders and organisations have been considered separately by the BBC Trust.

For this service review, the BBC Trust will consider a range of evidence, including the views summarised in this report, and will publish its conclusions on the Trust website (www.bbc.co.uk/bbctrust).
3. SUMMARY OF CONSULTATION RESPONSES

Note: The following summary reflects the views of individuals who took part in the public consultation and should not be considered necessarily representative of all licence fee payers. Quotes from responses used to illustrate different themes are presented as verbatim.

3.1 TV channel consumption

The first questions are to help understand how respondents watch the BBC Television services and other television channels and the different platforms that are used to watch TV.

3.1.1 General TV consumption behaviour

- The majority of respondents claim to watch BBC One most days
- Likewise a large proportion of respondents claim to watch BBC Two most days
- Well over half of the respondents aged 16 to 34 claim to watch BBC Three once a week or more, with around a quarter watching the channel most days
- Two thirds of respondents claim to watch BBC Four once a week or more
- Likewise just over two thirds of respondents claim to watch ITV once a week or more
- Three quarters of respondents claim to watch Channel 4 once a week or more
- Over two fifths of respondents claim to watch Channel 5 once a week or more

3.1.2 Platforms

Via a television set

- The vast majority of respondents claim to watch TV programmes as they are broadcast on a TV set, either frequently or sometimes
- Over two thirds of respondents claim to watch TV programmes via a personal recorder at a time of their choosing, on a TV set, either frequently or sometimes
- Half the respondents claim to watch TV programmes through iPlayer or another on-demand service, on a TV set, either frequently or sometimes
- Well over half the respondents claim to watch TV programmes using +1 channels, on a TV set, either frequently or sometimes

Via a desktop/laptop

- Very few respondents claim to watch TV programmes as they are broadcast on a desktop/laptop, either frequently or sometimes
- Two fifths of respondents claim to frequently/sometimes watch TV programmes through iPlayer or another on-demand service on a desktop/laptop

Via a tablet device or smartphone

- Very few respondents claim to watch TV programmes as they are broadcast, or through iPlayer, or another on-demand service, using a tablet device or smartphone, either frequently or sometimes.
3.2 BBC One

3.2.1 Overview

- Many programmes on BBC One are felt to have mass appeal
- The channel is seen to offer a broad range of content covering a variety of topics and issues
- Programmes are well produced with high quality production values
- Drama (one off and series) and factual programmes are seen as a strength of the channel
- Some long running series are felt to be becoming tired
- New ideas and formats are needed, as well as new writers
- There should be more emphasis on experts and less on “celebrity” presenters
- Programmes are not necessarily seen as distinctive compared to other non BBC channels

3.2.2 Descriptions of Range of Programming

Respondents were asked to state to what extent they agreed that the following words are good descriptions of the range of programming on BBC One. The majority of respondents agreed that the range of programming is High Quality and a large proportion agree that the channel is Engaging, Challenging and offers ‘Something for everyone’. Slightly fewer respondents agreed that the channel is Original and Innovative.

- **High Quality** – the majority of the respondents agree that BBC One programmes are high quality (a quarter strongly agree)
- **Engaging** – two thirds of the respondents agree that BBC One programmes are engaging
- **Challenging** – three fifths of the respondents agree that BBC One programmes are challenging
- **Something for everyone** – over half of the respondents agree that BBC One programmes offer something for everyone
- **Original** – just over half of the respondents agree that BBC One programmes are original
- **Innovative** – two fifths of the respondents agree that BBC One programmes are innovative

When invited to give comments on the above descriptions or to offer other words to describe BBC One, the responses show a variety of perceived strengths as well as areas for improvement in relation to the range of programmes on BBC One.

Programming is described as diverse, entertaining, realistic, essential, mainstream, accessible, and with a broad appeal. It is also described as interesting, educational and informative. In terms of values it is seen as reliable, trustworthy, safe, impartial, independent and professional.

While many are very positive about the variety and range of programming some describe the range as superficial, boring, formulaic, predictable, repetitive and bland.

*Strengths*
In terms of genres, respondents comment positively about the good mix of genres and more specifically about the drama, factual, documentary and comedy programmes on the channel. Respondents also make specific positive reference to dramas such as Last Tango in Halifax, Call the Midwife, Dr Who, Peaky Blinders, Ripper Street and Sherlock, as well as other programmes such as Masterchef, Strictly Come Dancing, HIGNFY and Pointless. The news and current affairs programmes on BBC One are also very highly regarded and are seen as a real strength of the channel: sports programmes are also mentioned in a positive light.

Areas for improvement

The following areas for improvement or changes are suggested:

- Respondents would like more original, quality, thought provoking drama and programmes such as Ripper Street should not be cancelled
- There is a request for more original comedy as well as the return of some classic comedy programmes
- Some would like more in depth factual content and the use of experts rather than celebrities
  - Use should be made of a wider range of presenters – not always the same faces
- Generally respondents would like to see more new ideas, formats, writers and presenters, producing programmes that are innovative, original and creative
  - Much of the programming is seen as not distinctive compared to other TV channels, with some feeling this is a means to chase ratings
- There are felt by some to be too many talent shows, reality programmes, quiz shows or competition programmes (cooking, singing, dancing)
  - Programmes can seem patronising, lacking depth, safe or ‘dumbed-down’: as such programmes are felt to have a mass market/broad appeal
  - Many feel there are too many soaps which are poor quality and on for too long
  - Some programmes can be too formulaic and old formats are repeated and are becoming tired
- Some feel there are too many repeats and not enough variety generally, especially during the daytime schedule. Saturday evenings, the weekend and weekday afternoons are mentioned as weaker parts of the schedule
- Many comment that news programmes are not always impartial with elements of bias
- Some feel there is not enough programming suitable for family viewing, especially at the weekend
- There is sometimes felt to be too much sport, especially when coverage is extended affecting the normal schedule

“BBC One has lost a lot of its family entertainment value especially on weekends yes we have programmes like strictly but then there are no shows anymore like the Two Ronnie’s or Morecambe & Wise that offer all family enjoyment. We get too much of the recycled format or those which are similar in nature to ITV”. ID 200006 (Male 45 to 54)

“I feel BBC1 has become more like ITV in the last 10 years and very high quality programmes have suffered or are broadcast late in the evening (10.30 pm or later) in order to compete in a ratings battle” ID 200101 (Male 65 to 74)
“I have just seen that the Vicar of Dibley is on Christmas day but very late, surely programmes like this should be on during the day or early evening, so everyone can enjoy them. Also there have been some good programmes in the past that I would like to see return. I hope there will be more episodes of Ripper Street”. ID 200175 (Age and gender not given)

3.2.3 Weekday daytime schedule 9.15am - 6pm – range of programming

Around half of the respondents watch weekday daytime programmes between 9.15am and 6pm either frequently or sometimes. These are more likely to be respondents aged over 65.

Many refer to enjoying drama programmes such as *Moving On, Indian Doctor, Doctors, Father Brown* and also particularly the quiz show *Pointless*. Respondents appear to also enjoy the lifestyle, consumer and antique programmes such as *Escape to the Country, Homes under the Hammer, Bargain Hunt* and *Heir Hunters*. A good number of respondents also refer to watching the channel for the lunchtime news programme (as well as *Breakfast*). There is felt to be a good range of programmes and topics covered which are described as informative, light hearted, entertaining and fun. Again programmes are felt to have high quality production and good presenters and programme hosts.

“Some programmes are good however we mainly watch the news if we were to watch at this time.”
ID 201528 (Male 16 to 24)

“Pointless - something different and something the viewer can get involved in. It is suitable for people of all ages and is different to other game shows.” ID 201540 (Female 16 to 24)

Areas for improvement

However for those who do not enjoy the lifestyle programmes, covering topics such as DIY, property, and antiques, or ‘soaps’, it is felt that BBC One weekday daytime programme has little of interest to offer. Some feel the content is not distinctive or challenging and could include more drama (such as *Moving On*), more afternoon films (as shown on C4), documentaries/programmes from the archives, a good quality chat show, original quizzes or see the return of the lunchtime business programme. Many feel that there are too many repeats of recent programmes and also that there is too much repetition within programmes such as reminders of what has happened earlier in the programme. As with other parts of the BBC One output, new ideas and formats would be welcomed.

“The back catalogue of the BBC is vast. Why don’t you schedule quality films or show quality dramas from the past?” ID 201607 (Male 35 to 44)

“More new programmes and less repeats that we have already seen many times.” ID 201648 (Female 55 to 64)

3.2.4 Evening schedule 7-10pm – range of programming

Well over half the respondents agree, (of which just over a tenth strongly agree), that BBC One’s evening schedule shows a wide range of programmes.
Respondents generally state that programmes across the evening schedule appeal to a broad audience which largely offers light entertainment, such as The One Show. Many compliment the range of drama and factual programmes, particularly those after the 9pm water shed, such as Imagine, Ripper Street, Silent Witness, Sherlock, Silk and Master Chef.

Areas for improvement

However the ‘soaps’, magazine programmes and reality shows are felt to dominate the schedule between 7 and 9pm: these are not to everyone’s taste and felt not to be of the high calibre expected from the BBC. While the range of programming is important, it is strongly felt this should also be of good quality.

Also some feel there are too many repeats of recent programmes when there could be more material from the archive or films which could be scheduled at this time.

Respondents would like to see more good quality light comedy and sitcoms, science or other factual programmes using experts rather than being presenter or celebrity led, more wildlife programmes or challenging documentaries, and more original drama.

“I generally don’t find anything of interest before 9pm. Too many formulaic soaps, medical dramas and lifestyle programmes”. ID 200100 (Female 55 to 64)

“Why do celebrities have to be used to present programmes? Not enough science programmes, and the science programmes that are made are very annoying in that they are dumbed down, presented by so called celebrities/comedians. Treat your audience with respect, we are not all stupid. Tomorrow’s World was a good programme. Way too much time devoted to Strictly Come Dancing and Doctor Who". ID 200151 (Male 45 to 54)

“Original drama is generally excellent and far better than anything else on UK TV. The entertainment programmes are often cringe worthy, and the factual programmes have been marginalised”. ID 200198 (Male 35 to 44)

3.2.5 Drama

Continuing drama and soaps

Respondents refer mainly to soaps such as Eastenders, Holby City, Waterloo Road and Casualty. This genre of drama is felt to be very popular and appealing to a broad main stream audience. While many acknowledge that this type of drama is not necessarily to their own taste they see that there is a place for this type of programming on BBC One. The content is described as wide ranging, covering topics and stories which are relevant to the audience. Story lines are felt to be strong and often thought provoking. These dramas are seen to provide opportunities for new talent as well as using good, well-known actors. While it is felt that there are high production values some see this as a cheap form of programming.

“Waterloo road is really watchable, quite addictive actually. Probably because there’s a good mix of characters and interesting story lines. I” ID 200220 (Male 25 to 34)
“EastEnders - strengths diminishing rapidly. It does confront difficult social issues and I like the occasional mix of pathos and humour. I like the reintroduction of old characters so that there is some continuation of history and relationship between characters. I just love Holby City - it doesn’t take itself too seriously, probably bears absolutely no relationship whatsoever to any existing NHS hospital but is funny and sad and has a good variety of patient characters who aren’t so straightforward.” ID 200286 (Female 55 to 64)

Areas for improvement

Some respondents feel that there are too many programmes on each week and that some soaps or continuing dramas run for too long: respondents comment that the story lines and themes are becoming predictable and repetitive. Also some feel storylines should be credible and realistic, not silly or unbelievable, while others think there should be more humour or a lighter, brighter, happy feel to stories. Some note that this type of drama could benefit from new settings – not always a street or the NHS – and also from new writers with new ideas. Some would also like to see new or different and/or older actors (40 plus).

“Continuing dramas and soaps seem to be the mainstay of BBC One. I never watch such programmes and therefore find that too much broadcasting time is devoted to them. Much of viewing between these times is devoted to soap fans with little regard to other viewers desires.” ID 200294 (Female 55 to 64)

“Be brave to step out of the medical based soap (Doctors, Holby City, Casualty - bit of a theme). Medical based soaps aren’t realistic anyway which surely a soap is supposed to be somewhere near. There’s hardly ever outbreaks of D&V, no one’s ever told to leave without getting properly observed because it’s Friday night and the drunks and smack heads are going to be in soon . . . . I’m sure you get the drift.” ID 200310 (Female 25 to 34)

Other drama programmes

Respondents who watch this type of drama are generally very complimentary and feel it is engaging, entertaining, original and innovative; many feel it is of a better quality than continuing drama and soaps. Respondents praise the range and variety of drama from programmes such as New Tricks and Death in Paradise to The Escape Artist. The range of historical to contemporary drama is also praised. It is felt that many dramas have good story lines and are well written. Respondents comment that drama is well made with high production values; Dr Who and Atlantis are noted for the good graphics. Call the Midwife and Last Tango in Halifax are seen as fresh and interesting, while dramas such as Luther, Spooks, Ripper Street and Silent Witness are mentioned as more hard hitting, gritty and compelling. The high quality of acting within the dramas is also praised, as well as the depiction of strong characters.

“BBC drama is mainly excellent. I particularly like Sherlock, Dr Who, Last Tango and Luther, all well-acted and written. Sherlock especially has something extra in excitement and anticipation.” ID 200404 (Female 65 to 74)

Areas for improvement
Respondents would like to see more of this type of drama and for programmes such as *Ripper Street* to be re-commissioned. There is a suggestion for daytime drama such as *Father Brown* or *Moving On* to be shown in the evenings. In contrast older formats which have proved popular in the past could be re-instated such as *Play for Today*. Some feel there can be an over reliance on tried and tested formats and some drama, while enjoyed when it was fresh and new, is seen as having reached its ‘sell by date’, with *New Tricks* cited as an example. In order to improve drama some respondents would like to see opportunities given to new talent in terms of writers and actors and for new formats or new ideas to be trialled. Respondents also suggest that there should be more political drama, more classics or fact based dramas.

“Stop using the same names, writers and actors over and over again. Dramas that start off well deteriorate over time as idea run out. Short runs of good ideas work best. Call the Midwife, New Tricks, Dr Who turn into continuing dramas and are devalued.” ID 300014 (Female 45 to 54)

“We need many more (new) programmes such as Sherlock, New Tricks and Dr Who; i.e., really innovative dramas. But do NOT keep such series going when you have run out of good script ideas.” ID 300174 (Male 65 to 74)

### 3.2.6 Factual

**Specialist documentaries**

Specialist documentaries are described as informative, engaging, interesting, thought provoking and easy to understand. Respondents feel that BBC One covers a broad range of subjects including science and nature, natural history and history, and that the narrative offers a mixture of fact and opinion. In terms of production, specialist documentaries are felt to be well made and researched with excellent filming and photography. *Africa, Imagine* and *Who do you think you are?* are cited as positive examples, while some feel that programmes like *Motorway Cops* are cheaper, formulaic programmes which emulate the offer on other channels.

“Africa - blimey that was amazing! The photography and editing was outstanding and I particularly liked that we got to hear from the camera operators at the end. Fascinating to hear a bit of the 'how we made it', love stuff like that. I'm afraid I've not watched the others.” ID 200614 (Female 35 to 44)

“Some specialist documentaries are carefully written, especially the nature programmes, or presented by strong personalities who are capable of placing important questions before the audience (e.g. Nick and Margaret: We All Pay Your Benefits” ID 200677 (Male 55 to 64)

**Areas for improvement**

A number of respondents feel that some specialist documentaries can be too superficial and lacking in depth. Some also comment that they can be one sided and that there should always be a balanced approach to issues being covered with all sides being represented. Respondents like well-informed, knowledgeable presenters who are experts, rather than simply celebrities and feel that the emphasis of the documentary should be on the content rather than on the celebrity of the presenter. Some respondents feel that music accompanying the programme can often be unnecessarily loud and intrusive, especially for the hard of hearing. More arts, science and history documentaries would be appreciated.
Generally far too simplistic, often spoilt by unnecessary presence of celebs, far too much intrusive background music.” ID 200704 (Male 65 to 74)

“You tend to only show one side of a many sided topic. Many issues have more than one side. Being one sided can lead to bias and ignorance for your less educated viewers. i.e. always showing people who have lost their jobs and are finding it difficult to get back into employment as feckless shirkers.” ID 200710 (Female 55 to 64)

General interest/magazine shows

There appears to be a consensus from those who watch, that these programmes are very enjoyable, interesting, light-hearted and easy to watch with a mass appeal. It is also generally felt that these programmes are well researched, with content relevant to real life, high production values and good presentation. Respondents praise Watchdog as being informative, for championing consumer and public rights, and as being ‘good for the channel’. Shows such as Antiques Roadshow, Top Gear, The One Show and Countryfile are seen as strong formats and noted for covering a good range of articles and subjects.

“I only watch the Antiques Road Show so I don’t feel qualified to issue any general judgement. When it comes to the ARS, it does what it says on the tin with knowledgeable experts, charming settings and regular great finds giving an insight into the history of people and regions.” ID 200863 (Female 45 to 54)

“Familiar format is good - diverse range of subjects - presenters generally excellent. One learns without even trying somehow!” ID 200886 (Female 55 to 64)

Areas for improvement

Some respondents describe these types of shows as ‘background’ programmes or programme ‘fillers’. Also for some these programmes can seem patronising or ‘dumbed down’ and are regarded as cheap programming: The One Show is described as being rushed and chaotic by some. Other respondents feel that certain programme formats, such as Watchdog or DIY SOS, are tired and new formats are needed, some with a younger appeal.

“One Show is alright if nothing betters on. Some of the topics seem to be made for grannies and not for family who would want some light entertainment after a day at school and work.” ID 200995 (Male 25 to 34)

“Maybe inject a change of format occasionally to keep the viewer interested. Predictability is good but can sometimes lead to boredom!” ID 201034 (Female 55 to 64)

3.2.7 Entertainment

The entertainment programmes offered on BBC One are seen by many as popular entertainment with mass appeal covering a range of tastes: while some enjoy specific programmes others are not necessarily to their taste. Programmes that are shown across a number of weeks are seen as a regular item on the schedule to be looked forward to. Respondents comment on the variety of programmes and the range of topics covered such as cooking, sport, dance, quizzes, which cater for a range of interests. Again programmes are seen to be well produced to a high standard with good
content, professional presenters and well known personalities. Respondents refer particularly to HIGNFY, The Graham Norton Show, Masterchef, Strictly Come Dancing and Question of Sport for being fun, informative, interesting, with good humour and good guests.

“All the shows you have named above are excellent and entertaining. I really enjoy watching any of the programmes like, Mock the Week or Have I got News for You that deal with current affairs in a humorous way.” ID 201033 (Female 55 to 64)

“"Strictly..." is wonderful - televisual Prozac. I don’t watch other reality or talent shows, or chat shows, with the exception of "Bake-off". Light-hearted quizzes, like "Question of Sport" and "Have I got News for You" are very enjoyable - which is why, I suppose, they've endured for so long.” ID 201050 (Female 55 to 64)

Areas for improvement

While many seem to enjoy the entertainment offering, others feel that the content is no longer distinctive or original, and no different to the type of programming offered on commercial TV channels. Some refer particularly to Saturday evening entertainment being poor; for example an entire programme is not needed to announce the National Lottery numbers. Respondents feel the programming can seem very repetitive and that new formats, ideas and presenters are needed: there is a request for less ‘reality’ shows and more challenging, thought provoking and less ‘cosy’ programmes, more drama generally, as well as more programmes to suit the younger age groups.

“Much of the above generally very much the same week after week year after year. Have I got news for you is good though” ID 201110 (Male 35 to 44)

“Tendency to be risk averse. Repetitive content, particularly in programmes such as 'Strictly Come Dancing' where the dancing is padded out with half-baked footage from the practice room. This is also true of 'Masterchef', where events and drama appear to be engineered from very thin material.” ID 201163 (Male 35 to 44)

3.2.8 Comedy

While the reaction to specific comedy programmes can be quite personal and subjective, many agree that there is a diverse range of comedy on BBC One. Many respondents praise Miranda, Mrs Brown’s Boys and Not Going Out (as mentioned in the question), while some mention older comedies such as Outnumbered. These programmes are praised for being high quality, with well-written scripts, well observed humour and good characters. BBC One is praised for having original and innovative comedy and that the channel is willing to take risks and experiment with fresh, new ideas. The channel is also seen as an outlet for new comedians and scriptwriters.

“I do not watch all of these, the ones I do are extremely funny. The BBC caters for different kinds of humour. Mrs Browns Boys is a personal favourite and I always want more!!!” ID 201214 (Female 16 to 24)

“Comedy is so subjective - two people can watch the same sitcom and one is howling with laughter and the other is stony faced so you can never please everyone. I find some of the comedies banal or too slapstick but I do not object to their airing as I know they suit some tastes! There is certainly enough for me to enjoy - or plenty of alternative programmes.” ID 201216 (Female 55 to 64)
Areas for improvement

Some respondents would like to see more risky, ‘satirical’ or ‘intellectual’ comedy (Green Wing) rather than what is described as ‘slapstick’ humour, often with bad language. Respondents also suggest that panel games, sketch shows and stand-up comedy could also be considered to enhance the offer. Others feel the channel should continue to seek out new talent and writers and have more pilots which could evolve into comedy series. There is also reference to older formats such as Dad’s Army, Fawlty Towers, Only Fools and Horses, The Likely Lads and Comedy Playhouse which were enjoyed in the past.

“Not varied enough, all very much rather simple, stupid and predictable. There is nothing for the intellectual to get their head round. For example an up to date version of, 'Yes Prime Minister'.“ ID 201300 (Age and gender not given)

“The BBC comedy shows outlined above seem very outdated. I cannot express how old fashioned and formulaic they seem in comparison to other channels’ offerings. It feels like we have regressed into the 1970s, with the dubbed laughter and age-old jokes which weren’t really funny the first time round. I don’t watch any BBC comedy shows, and it’s not through lack of trying - they are just awful.” ID 201388 (Female 25 to 34)
3.3 BBC Two

3.3.1 Overview

- Drama programmes and specialist factual documentaries are seen as major strengths of the channel
- BBC Two is also seen to offer a varied, more specialist and challenging range of content, which can also be seen to be more ‘risky’ or ‘edgy’ than that offered on BBC One
- Programmes are well produced with high quality production values
- More of the same original, innovative programmes would be appreciated across all genres
- More emphasis needed on using new faces and knowledgeable experts rather than the same “celebrity” presenters
- Successful programmes on BBC Two are seen to migrate to BBC One
- Some feel BBC Two is less distinctive now and more like BBC One, while BBC Four is the “new BBC Two”

3.3.2 Descriptions of Range of Programming

Respondents were asked to state to what extent they agreed that the following words are good descriptions of the range of programming on BBC Two. The majority of respondents agreed that the range of programming is High Quality, Engaging, Original, Challenging and Innovative.

- High Quality – the vast majority of respondents agree that BBC Two programmes are high quality (a third strongly agree)
- Engaging – the majority of respondents also agree that BBC Two programmes are engaging
- Original – three quarters of the respondents agree that BBC Two programmes are original
- Challenging – again three quarters of the respondents agree that BBC Two programmes are challenging
- Innovative – nearly two thirds of the respondents agree that BBC Two programmes are innovative

In addition to the words above, BBC Two is described as varied, entertaining, stimulating, interesting, educational and informative. However the channel is also described by some as boring, repetitive, safe, unadventurous and lacking depth.

When invited to give comments on the above descriptions and throughout the consultation section on BBC Two, the responses show a variety of perceived strengths as well as areas for improvement in relation to the programmes on BBC Two.

Strengths

Respondents comment positively about the good mix of programmes on BBC Two, covering a range of interests, such as science, art, music, sport and history as well as genres such as drama, factual documentaries, comedy, quiz shows and news, in particular Newsnight. Programmes on BBC Two are generally felt to be more specialist, challenging and thought provoking, and less populist than the programmes on BBC One: programmes on BBC Two are also felt by respondents to be more original and innovative with greater depth of analysis.
Respondents make specific positive reference to factual programmes such as *Tudor Monastery Farm*, *The Choir*, *Pilgrimage*, *Great Railway Journeys*, entertainment programmes such as *Top Gear*, *Mastermind*, *University Challenge*, *QI* and *Mock the Week*, as well as original drama such as *Parade’s End* and *Peaky Blinders*.

**Areas for improvement**

The following areas for improvement or changes are suggested:

- Respondents would like more original, quality, thought provoking programmes generally
- More specifically respondents would like more variety of programmes including drama, factual programmes and documentaries, comedy, and arts and culture programmes including ballet, opera and music
- Some would like more in depth factual content and where experts are used rather than celebrities or “attractive” presenters
- Generally respondents would like to see more new ideas, formats and writers, producing programmes that are innovative, original and creative
- There are felt by some to be too many programmes relating to cooking or gardening and sport
- Some feel there are too many repeats, especially during the daytime schedule.

While many respondents feel that BBC Two is distinctive to BBC One in that it has content which is more specialist and challenging, many feel that BBC Two is now more similar to BBC One and that BBC Four has become the channel that has more stimulating and thought-provoking content.

“Challenge yourselves and us. Push the boundaries a little - I don’t mean give us more violence and bad language - I mean give us stuff that will challenge our views, our national outlook, things that will make us reappraise ourselves and things that will at least make us think.” ID 201614 (Female 55 to 64)

“BBC2 is no longer the sole contrast to BBC1 and (ugh!) ITV. The requirement that BBC2 should ‘Carry the greatest amount and range of knowledge-building programming of any BBC television channel’ has quite obviously passed to BBC4.” ID 200147 (Male 75 to 84)

“The quality and range of programmes is good but the channel seems to be losing its identity following the addition of BBC3 & 4 it needs to continue to show new and less main stream shows and not allow itself to come across as safe and comfortable.” ID 200238 (Male 35 to 44)

**3.3.3 Weekday afternoons 1pm - 6.30pm – range of programming**

Around a quarter of respondents say they watch weekday afternoon programmes on BBC Two between 1pm and 6.30pm, either frequently or sometimes, and these are more likely to be respondents aged 65 and over.

Many of the respondents who do watch refer to the repeats of archive material such as *Are you being served?*, *David Attenborough’s Life* and *Cagney and Lacey*, as well as old films, all of which are enjoyed. These respondents would be happy to see a range of further British programmes from the archives such as *Hi de Hi* for example. Respondents also mention positively the sport programmes,
such as snooker or darts, *Eggheads* and quizzes generally, as well as *Flog it!* and other lifestyle programmes. The *Daily Politics* programme is also mentioned.

“*Daily Politics* is an extremely good programme and the presenters seem to find many areas of comment. I like the fact that people can tweet and send their comments in throughout the programme and these are read out intermittently.” ID 200988 (Female 55 to 64)

“Well-made and entertaining like *Flog it!* Also before Xmas you had some old sitcoms and TV now that was good.” ID 201080 (Male 45 to 54)

**Areas for improvement**

While the quality of programmes is felt to be good some feel the range is limited and that the schedule would benefit from more variety generally. Many feel there are too many repeats, particularly of more recent programmes such as *Bargain Hunt* and *Pointless*.

### 3.3.4 Evening schedule 7-10.30pm – range of programming

The majority of respondents agree, that BBC Two’s evening schedule offers a wide range of programmes.

Respondents largely comment that there is a good variety of programmes including drama, comedy and satire, factual programmes and documentaries. It is felt that BBC Two provides good quality programmes in the evening with slightly more risky content than BBC One and that the channel appeals to a more specialist audience rather than a mainstream channel which is in pursuit of ratings. Respondents mention in particular programmes such as *Top Gear*, *Great Railway Journeys*, *Peaky Blinders* and *Springwatch*.

“*BBC Two’s schedule is fantastically varied and I would encourage those running it to continue to challenge the audience into discovering new things.*” ID 200456 (Female 65 to 74)

**Areas for improvement**

Respondents mention a range of genres which they would like to see receiving more airtime such as documentaries (*Horizon*, *Timewatch*), arts, science, factual, original drama, world cinema and foreign programmes. However some feel there are too many cookery or lifestyle programmes, some too much sport (for example snooker) and others state there are too many repeats. Also some feel there is too much emphasis on factual programmes with other genres being less evident across the evening schedule.

“There is insufficient variety of programmes, and the schedule doesn’t change much. *Innovation should be kept for BBC3 and BBC4, but BBC2 could be used more for e.g. nature programmes, and more music (not pop) could easily be included (I remember the days when we used to have opera, ballet and stage plays broadcast).*” ID 100111 (Male 25 to 34)

### 3.3.5 Drama
Drama on BBC Two is felt to be of a very high quality and more original, challenging, powerful and thought provoking than that shown on BBC One. The subjects covered are described as varied and innovative, as well as being ‘edgy’ and pushing boundaries. Respondents specifically mention programmes such as Peaky Blinders, Line of Duty, The Fall, Shadow Line and Dancing on the Edge as being exceptional examples of drama, as well as one-off programmes such as Shakespeare and other classic dramas. Programmes are felt to be well made and scripted with good casting and acting.

“Peaky Blinders was exceptional. More please. As was the Trial. Other shows like the Line of Duty and the series of on Shakespeare were also excellent. In this area the BBC is unsurpassed.” ID 200563 (Male 25 to 34)

Areas for improvement

Drama on BBC Two is clearly highly regarded and respondents would like to see more of the current drama offered as well as more original, innovative contemporary drama and a range of classics including Shakespearean comedies and one off dramas. Some feel there is a little too much violence and aggression contained in some dramas.

“I watched most of these - e.g. Peaky Blinders, Top of the Lake, and Dancing on the Edge and thought in general they were well made and engaging (particularly the last two). I watched a bit of Line of Duty but thought it unnecessarily violent (I think Peaky Blinders also had more violence than was really necessary).” ID 200639 (Male 55 to 64)

“More "regional" dramas like Peaky Blinders. More "classic" drama from writers, drawing on material from other luminaries other than Shakespeare.” ID 200687 (Male 35 to 44)

3.3.6 Factual

Specialist documentaries

Specialist documentaries on BBC Two are commended for being one of the main strengths of BBC Two if not of the whole BBC. They are felt to be very well researched, written and produced, with credible, knowledgeable and engaging presenters. The documentaries are praised for covering a wide range of topics, including original subject matter, in sufficient depth that both educates and entertains as well as providing food for thought and challenging the viewer. Reference is made to the innovative subject matter of Harvest and Autumnwatch, while The Story of the Jews and The Tube: An Underground History are also mentioned as being excellent programmes.

“I like most historical documentaries like The Story of The Jews. Autumnwatch is a favourite. These have a general appeal, and help educate children - and their parents probably.” ID 200889 (Male 75 to 84)

“Some unusual topics, not always mainstream, good diversification. Usually high production values. Programmes such as The Tube fascinating to see what goes on behind the scenes - more like this please.” ID 201149 (Male 45 to 54)

Areas for improvement
Respondents would like to see more of this type of programme covering topics ranging from arts, music, history, religion and multi-cultural issues, to finance, science and technology. Some feel that these should not be dumbed down but should be challenging and more ‘intellectual’, with a range of experts. Others comment that new knowledgeable presenting talent should be found, rather than always using the same faces.

“I cannot believe Autumnwatch is defined as a specialist documentary - once again this is far too dominated by the presenters and their banter. I would appreciate far more footage of wildlife. I enjoyed the programme about the Grand Canyon and would consider that to be a strong specialist documentary.” ID 200844 (Female 35 to 44)

“The narrator for some factual programmes is a celebrity. Some of them clearly do not understand the subject. Celebrities, in general, should not be used. A knowledgeable expert with a ‘good’ voice would be preferable or an ‘intelligent’ actor maybe.” ID 201063 (Male 65 to 74)

General interest/magazine shows

Programmes such as Gardener’s World, Bake Off, Sewing Bee, Masterchef and Coast are highly praised for their entertaining, informative, stimulating and light hearted content. Respondents comment on the good variety of programmes and the new ideas for shows are well received. These types of programmes are again seen to be well made with excellent presenters who are knowledgeable experts rather than simply celebrities.

“Programmes such as Coast are excellent - good production, informative, interesting and with great photography. Great Railway Journeys is also noteworthy - an excellent programme with a superb presenter, highly informative and interesting. [Please expand this series World GRJ]” ID 201149 (Male 45 to 54)

Areas for improvement

A few respondents comment that there are many programmes relating to food and cooking and that a wider range of formats or more new ideas would be appreciated. Also some programmes with a younger feel and a greater range of presenters would add some freshness to the schedule.

“Perhaps more subjects, i.e. SKY Portrait Artist of the Year, get away from cooking. Despite all the cooking programmes what research tells you that the nation is doing more cooking?” ID 200099 (Female 65 to 74)

3.3.7 Entertainment

Entertainment programmes on BBC Two are felt to be of a high calibre, providing a wide range of engaging, interesting and educational programming, as well as fun, humour and entertainment. Mastermind and University Challenge are held in high regard by respondents and are not seen as tired, in spite of being part of the schedule for many years. Never Mind the Buzzcocks, Mock the Week and QI are enjoyed for their wit and humour and are also seen as more risky than BBC One panel shows. Dragons’ Den is mentioned positively for being an interesting new format when first aired: Top Gear is also enjoyed by many, offering irreverent humour and fun which can be enjoyed by the family.
“The format of University Challenge and Mastermind is timeless and that is why it has lasted and it isn’t on all year so it stays relatively fresh. Dragon’s Den is interesting to see how innovative people are.” ID 200105 (Female 55 to 64)

Areas for improvement

Generally respondents would like to see more of this type or programming, incorporating new ideas. While many enjoy the programmes referred to above, some enjoyed them when first introduced and now feel they have become formulaic and stale. While many enjoy Top Gear others feel it has become too extreme and inaccessible, featuring cars which the average person cannot afford.

“All of the shows you have mentioned have been running for a long time, where are the new formats? Top gear is becoming a caricature of itself”. ID 200320 (Female 65 to 74)

3.3.8 Comedy

As comedy can be very subjective there seems to be a mixed response to programmes on BBC Two with many respondents stating that they either do not watch the programmes listed or these are not to their taste. Those that do watch are very positive about programmes such as Hebburn, The Wrong Mans, Rev, The Trip, Charlie Brooker and Watson and Oliver. While providing a variety of comedy for a range of tastes, BBC Two is also seen as offering comedy with new, innovative formats and as well as providing opportunities for new writers. Programmes are described as being ‘intelligent’, well written and produced, with good casts including established actors.

“The BBC is at its best when it is pushing new formats, and trying something new and giving new young comics a vehicle to work with. Programmes like Hebburn, although slightly predictable and formulaic, strong on comedy. Rev has quickly established itself as a classic alongside The Thick of It… The Trip also outstanding. All these shows are seemingly built on a traditional format but have a twist and it is this twist that makes them what they are. The BBC will have to go a long way to surpass the likes of The Thick of It and Charlie Brooker’s ScreenWipe, if indeed it can.” ID 200563 (Male 25 to 34)

Areas for improvement

While some respondents would like more of the type of comedy currently on offer, others would like to see even more distinctive and innovative comedy, potentially from new writers. Others would like a greater range of aspects of comedy: from more satire or ‘edgy’ comedy to repeats of older comedies such as The Good Life or Dad’s Army. Some add that BBC Two comedy programmes would benefit from better signposting or promotion.

“Move away from the formulaic and repetitive shows and try to be a bit more original, giving a platform for new comics.” ID 200739 (Male 45 to 54)

“The range is important but can we have some programmes of classic comedy - I know these are repeats but they are timeless. The Eric and Ernie progs at Christmas were often the best things on TV!!!!” ID 200788 (Female 65 to 74)
3.4 BBC Three

Please note that unless otherwise stated this section is based on the responses of those aged 16 to 34: 515 respondents

3.4.1 Overview

- BBC Three is perceived as a channel where more risky and experimental programming can be trialled before potentially moving to the more mainstream channels.
- Comedy seems to be a real strength of BBC Three with innovative, creative and original programmes, appealing across the 16 to 34 age group.
- Entertainment programmes *Family Guy, American Dad and Russell Howard’s Good News* also seem to appeal to the broad target age group.
- Although the drama on BBC Three is now limited, this was felt to be a strong part of the schedule deserving greater investment and promotion.
- Other factual programming on BBC Three, while praised, is appealing more to the younger, 16 to 24 age group, and not felt to represent the whole demographic target.
- Some content and presenters are felt to be patronising to the 16 to 34 age group, especially the 25 to 34 year olds.
- Content needs to be more intelligent and challenging rather than sensationalist and shocking. Respondents feel BBC Three should not underestimate the youth audience.
- While the programming is felt to be distinctive to other BBC channels, some programmes are not distinctive compared to other commercial channels.

3.4.2 Descriptions of Range of Programming

Respondents were asked to state to what extent they agreed that the following words are good descriptions of the range of programming on BBC Three. The majority of respondents agreed that the range of programming is Original, Innovative and Engaging.

- **Original** – two thirds of respondents agree that BBC Three programmes are original (around a quarter strongly agree).
- **Innovative** – well over half of respondents agree that BBC Three programmes are innovative.
- **Engaging** – again over half of respondents agree that BBC Three programmes are engaging.
- **High Quality** – just over half of respondents agree that BBC Three programmes are high quality.

**Challenging** – two fifths of respondents agree that BBC Three programmes are challenging. In addition to the words above, BBC Three is described as amazing, fun, varied, interesting, young, fresh, different, inspired, up-to-date, adventurous, exciting and entertaining. However the channel is also described by some as repetitive, trashy, offensive, degrading and ‘cringe worthy’. While some programmes are widely enjoyed and successfully targeted at and appealing to a young audience, others are felt to be dumbed down and patronising.

“Like the cheeky teen brother of BBC One, fresh, exciting and trying new things.” ID 201562 (Male 16 to 24)
“Some programmes and comedies are great, while others miss the mark. I like that it’s a more innovative, adventurous channel.” ID 201565 (Female 16 to 24)

“I don’t find BBC Three programming engaging or challenging, but I am towards the upper age bracket of the target audience.” ID 200145 (Male 25 to 34)

3.4.3 Range of programming for 16 to 34 year olds

Over half of respondents aged 16 to 34 agree that BBC Three’s range of programmes provides a high quality offer for 16 to 34 year olds. This compares to respondents age 35 and over where less than half agree.

Respondents comment positively on the good range of programmes, from animation comedy such as American Dad and Family Guy to factual programmes and documentaries such as Unsafe Sex in the City. Respondents also enjoy films and new original comedy, as well as the ability to see re runs or catch up on programmes from other BBC channels like Sherlock.

“Being 22 years old, I enjoy majority of programmes on BBC Three and is one of my favourite channels. Always plenty of choice between films, comedies, factual shows, and shows that address a wide area of issues that are relevant to young people today so are interesting & engaging to watch.” ID 201211 (Female 16 to 24)

“BBC Three reaches out to the younger generation well, always has a wide variety of programmes and is a reliable channel for entertaining shows, comedy and shows on a mix of subjects with good quality presenting, also very informative learnt a lot through programmes on this channel. Very modern and addresses current issues.” ID 201211 (Female 16 to 24)

Areas for improvement

- Many older respondents aged 25 to 34 feel that the channel is targeted at the younger age range of 16 to 24, or even younger teenagers, and is therefore not providing a range of programmes suitable to the target.
- The channel is felt to be patronising, especially to the older 25 to 34 viewers. They want a channel that offers intelligent programmes that are not perceived as childish, tacky or stupid
  - Some presenters are felt to be poor, patronising and silly: there is a suggestion for the use of ‘Youtubers’ and not necessarily Radio 1 DJs as presenters
- Programmes such as Dr Who Confidential, Being Human, Summer Heights High, Pulling, Gavin and Stacey, Snuffbox, Nighty Night and Sinchronicity are given as examples of excellent programmes which are no longer on BBC Three
- Content needs to be challenging rather than simply ‘shocking’ with swearing, as this type of programming is compared with Channel 5, ITV 2 and E4
  - The 16 to 34 age group can also look to channels such as Channel 4, American TV and Netflix for the type and range of programmes that interest and entertain them
- Respondents would like more fresh original comedy and drama, music reviews, gaming shows, plus more factual programmes and documentaries covering subjects such as health, human rights and world issues affecting young people for example.
While some enjoy the ability to catch up with programmes on BBC Three, others feel there are too many repeats of programmes from BBC One and BBC Two.

“A lot of the content is very poor and patronises young audiences (I am in the middle of this age bracket and am devastated if BBC Three is supposed to appeal to people my age - a lot of the comedy and entertainment content is dire).” ID 201181 (Male 16 to 24)

“The programmes seem a bit dumbed down compared to other BBC Channels. The "comedies" on BBC Three are as funny as those on BBC One (i.e. Not at all). It all feels very teenage.” ID 201384 (Female 25 to 34)

“Trashy, very low quality, occasional gems (such as Being Human) but mostly awful TV of a kind that's adequately covered by commercial TV and the BBC should seek to engage the target audiences with different output to e.g. Sun, Sex and Suspicious Parents. It's possible to do "less intellectual" TV without resorting to that.” ID 201633 (Male 25 to 34)

“I think it's a brilliant idea to have a BBC channel targeting a younger market, but your segmentation of age is too broad. BBC3 has and as is, will always look like the BBC’s slapped together competitor to E4” ID 200310 (Female 25 to 34)

“I don’t think any of the programmes appeal to people over the age of 25. Channels such as E4 have a much better mix of content and offer better quality programming. I think BBC Three should look at importing more programmes and also work on better writing of existing programmes. It has a much more amateur feel to it than any other channel; both commercial and BBC.” ID 201384 (Female 25 to 34)

**Appeal amongst the 35 plus age group**

While some respondents in the target age group feel some of the factual programmes are more appealing to a younger 16 to 24 audience, in contrast, some respondents aged 35 to 44 suggest that BBC Three programmes, particularly the comedy and drama, can appeal to an older 35+ audience and the channel could be used to pilot shows for BBC One and BBC Two.

“I loved BBC 3 because it gave us Torchwood, Being Human, The Fades and In the Flesh. These are without doubt some of the best programmes the BBC has ever, ever produced. But because of my age you've pushed me and thousands of other loyal viewers away. Now it's all drunk teenagers on holiday. Shame on you BBC.” ID 201181 (Female 35 to 44)

“It seems to be appealing well to its target market, since I’m not it, and it doesn’t appeal that much to me. Having said that, the comedy on BBC3 is some of the most innovative on the network.” ID 200063 (Female 35 to 44)

“Family Guy. It’s one of the things that really makes me laugh out loud.” ID 200614 (Female 35 to 44)

“Good comedy and bringing new talent to vibrant audience. Not just a young audience but older if programme is good quality e.g. Cuckoo.” ID 201542 (Male 35 to 44)

**3.4.4 Factual**

**Specialist documentaries**
Specialist documentaries on BBC Three seem to be rated highly by respondents for the variety of topics, some of which can be controversial in nature. These are seen to be handled sensitively in an accurate and non-judgemental way and are informative and well balanced. Programmes are appealing to the target age of teens/younger adults and are described as thought provoking, engaging, relevant and reflecting real life: Rachel Bruno: My Dad and Me, Growing up Poor, Crazy for Party Drugs, Our War (about Afghanistan) and programmes surrounding autism and Asperger’s Syndrome are mentioned as good examples. It is felt that these types of documentaries are distinctive to BBC Three and not covered on other channels (BBC One or Two).

“Documentaries aimed at a younger audience. Difficult subjects approached well using real people and their experiences.” ID201427 (Female 25 to 34)

Areas for improvement

Some respondents who watch this type of programming would like to see a greater variety of topics and issues covered and also in more depth with greater insight, not necessarily presented by a known celebrity. Others feel that these can be too sensationalist in nature and are purely human interest stories: instead they could offer advice and information on finance, buying a home for example, or cover a greater variety of more aspirational or positive topics, as well as social or world issues.

“It usually tends to be a bit title-first content-later for me. Perhaps too shallow. As part of BBC Three’s target demographic I think it should cover more serious topics. More topics on stuff that young people aren’t traditionally interested in, which sounds like ratings suicide but talking about things like politics, finance et al in an engaging manner could do some real good to youth culture.” ID201436 (Male 16 to 24)

“I’m usually bored about 14 mins in. Maybe just invite in a sociology student or two, they might give you better ideas. Do we really need a celebrity to present in order to understand the issue? Are we that involved in a cult of celebrity, that unless someone we may have vaguely heard of explains something to us we’ll simply dismiss it? Also, where is the politics? There is more to 16-34 year old’s than taking drugs and having unprotected sex.” ID201475 (Female 16 to 24)

General interest/magazine shows

BBC Three is seen to offer a good variety of programmes within this genre and the programmes mentioned, such as Snog Marry Avoid, Don’t tell the Bride or Sun, Sex and Suspicious Parents are felt to be easy viewing, humorous, entertaining and interesting, by those in the target age group. This style of programming is also felt to be ‘quirky’, fresh and innovative and with a ‘shock’ factor which appeals to some: in this way many of these programmes are felt to be distinctive to those on other channels. Also, being largely based on real people in real life situations, these are becoming ‘cult’ shows which teenagers and young people like to talk about.

“For the age range of the channel these show are entertaining and can be helpful for some people to learn certain lighter things about life.” ID201214 (Female 16 to 24)

“‘We’re Having a Baby’ was one of the best programme I saw last year, it was amazing.” ID201538 (Female 25 to 34)
Areas for improvement

However, many respondents would like more variety, commenting that the format and subject matter of these programmes can be repetitive and that new topics should be found that do not necessarily include relationships, sex, drink and drugs, but other issues which affect young people.

“Snog, Marry, Avoid: Judging (mainly) women on their appearance, you’d think this stuff would be on channel 5 it is so base. Not even ITV would sink so low. Why do your TV Shows repeat themselves mid-way? Were they originally commissioned for a channel with ad breaks or do you just believe we’ve taken so many party drugs that we can only sustain up to 20 mins of continual information.” ID201475 (Female 16 to 24)

“Less lowbrow programmes. Not all teens are party, booze, drugs. One or two programmes on less stereotypical things would be good, like looking at Comicons, without calling all the people geeks etc.” ID201562 (Male 16 to 24)

“More variety as they all represent the extremes of the demographic and not the majority of the people you claim to represent.” ID201562 (Male 25 to 34)

3.4.5 Entertainment

The entertainment programmes on BBC Three are well regarded as varied, light, funny and informative by the full range of the target age group. The US cartoon imports Family Guy and American Dad are particularly enjoyed, and are compared positively with The Simpsons on Channel 4. Russell Howard’s Good News also seems to be widely enjoyed and described as young, entertaining and intelligent: it is commended for engaging young people in current affairs in an accessible, non-patronising way. Chat shows, Staying in with Greg and Russell and Sweat the Small Stuff are noted for offering a variation on the format, with good presenters and guests, original content and good interactivity.

“I enjoy all of the shows mentioned above thoroughly, I enjoy watching family guy, and BBC Three is one of the very few British channels available to broadcast this and its similarly popular American Dad. … I also particularly enjoy watching Russell Howard’s Good News as it features very original comedy that is light hearted and reflects a positive and comedic perspective on the negative issues occurring within society.” ID201714 (Female 16 to 24)

Areas for improvement

Some feel that there needs to be a greater variety of entertainment programmes, particularly as some shows are felt to be repeated quite frequently (Family Guy, Russell Howard’s Good News). There is also a request for more programmes that are more intellectually challenging and less ‘dumbed down’ or childish. While some respondents would like to see more new animations, others feel that money spent on US imports would be better spent encouraging new British talent on the channel or the BBC generally, as these types of programmes can be accessed elsewhere.

“Almost nothing I would want to watch in current range - seems to be constant repeats of Family Guy/American Dad and little else.” ID200961 (Male 16 to 24)
“More challenging/interesting programmes. Some of these are quite juvenile.” ID300712 (Female 25 to 34)

3.4.6 Comedy

Comedy on the channel stands out for being original, unique and fresh, well written and produced, with good actors and characterisation. Comedy on BBC Three seems to have a broader appeal reaching the 25 to 34 as well as the 16 to 24 age group: programmes are described as funny, entertaining, engaging and high quality. Respondents mention a diverse range of programmes which are thoroughly enjoyed: Pramface, Bluestone 42, Bad Education, Back Chat, Some Girls, Cuckoo and Him & Her are most frequently mentioned.

“Well written and produced particularly Bad Education and Bluestone 42 which are varied, diverse shows.” ID200677 (Female 16 to 24)

“Loved Him and Her on BBC3, again bright new comedy shows are the channel’s showpiece.” ID200689 (Male 25 to 34)

Areas for improvement

Many would like to see more of this type of original comedy, while others would like to see a greater variety of comedy including more experimental or ‘risky’ comedy. In contrast others feel that comedy programmes such as Little Britain, Nighty Night, Titty Bang Bang and Two Pints of Lager were superior to the type of comedy programmes currently on offer. Some add that BBC Three comedy programmes would benefit from better signposting or promotion on BBC One.

“More risk taking, less puerile/immature jokes. Young people are capable of appreciation of more complex humour than the channel provides. More satirical shows would be great.” ID201436 (Male 16 to 24)

“Promote these programmes more. Some should even be put on BBC One such as bad education and Pramface.” ID201516 (Male 16 to 24)

“I used to watch BBC Three all the time for a variety of different comedies. The Smoking Room, Nighty Night, and so on. Now the comedy output is less often, but hopefully this will improve as people prefer BBC Three for the comedy.” ID300144 (Male 25 to 34)

3.4.7 Drama

While the amount of drama shown on BBC Three is limited, series such as Being Human, Orphan Black, In the Flesh and The Fades have all been well received. As with drama on other BBC channels these programmes were felt to be well written with good storylines, actors of a high calibre and a high standard of production. Drama on BBC Three is felt to cover a variety of genres and to be less mainstream than drama on other BBC channels: as such the content is seen as original, exploring more unusual themes and ideas, challenging and engaging.
“Being Human was great, a fantastic example of the kind of new, fresh content I expect from the BBC. Good actors, interesting and quirky storylines.” ID200061 (Female 25 to 34)

“BBC Three stuck with Being Human for its entire run, bravo! For once...BBC3 Dramas are often dark and are an important part of BBC's programming.” ID200156 (Male 16 to 24)

“In the Flesh was brilliant and showed that drama programmes aimed at the younger audience do well on BBC Three.” ID200677 (Female 16 to 24)

“And why did you cancel "The Fades"?! That's one thing that really is tiresome, when you have an amazing programme and then ditch it after one series despite it getting good viewing figures and a prestigious award to boot!” ID 200596 (Male 35 to 44)

**Areas for improvement**

Respondents would like to see more of this type of drama, with a greater variety of subjects such as sci-fi or light hearted drama, or programmes like *Orphan Black* and the return of *The Fades, Being Human* or *In the Flesh*. Programmes on other channels such as *Breaking Bad, Misfits, Skins* and *The Walking Dead* are also given as examples of good drama for this age group. There is a suggestion for creating new drama like *Byker Grove* and *Grange Hill* to appeal to the younger audience and to encourage young talent.

“Drama was one of the only good things about the channel. It seems preposterous to limit it to one original series a year. Have less 'Sun, Orgies and Nagging Parentals' and invest more money in original British drama for young audiences. And genre based series would be good, like In the Flesh. More horror, more fantasy, comedy dramas, crime dramas with a twist. Innovation needs to be reclaimed on BBC Three!” ID200692 (Male 16 to 24)
3.5 BBC Four

3.5.1 Overview

- Many respondents describe BBC Four as the ‘best’ or ‘their favourite’ channel and would simply like to see more of the same type of content
- Respondents find the factual programmes and documentaries on BBC Four to be of a high standard, with excellent presenters who are knowledgeable about their subjects
- Programmes are felt to be more specialist covering unusual topics, to provide greater depth and insight, and to be more challenging, thereby attracting a more niche audience who have a deeper interest in the subjects covered
- Drama on the channel is felt to be good, especially the imported foreign language dramas which are seen to be a real strength and enjoyed by many
- Much of the programming is felt to be innovative and distinctive compared to other channels, both BBC and commercial
- BBC Four does not appear to be widely perceived as a channel which offers comedy
- As with other BBC channels there is reference made to the number of repeats shown

3.5.2 Descriptions of Range of Programming

Respondents were asked to state to what extent they agreed that the following words are good descriptions of the range of programming on BBC Four. The vast majority of respondents agreed that the range of programming is High Quality, Engaging, Original, Challenging and Innovative.

- **High Quality** – the vast majority of respondents agree that BBC Four programmes are high quality (nearly half the respondents strongly agree)
- **Engaging** – the majority of respondents agree that BBC Four programmes are engaging
- **Original** – the majority of respondents agree that BBC Four programmes are original (again nearly half strongly agree)
- **Challenging** – the majority of respondents agree that BBC Four programmes are challenging
- **Innovative** – the majority of respondents also agree that BBC Four programmes are innovative

In addition to the words above, many describe BBC Four as the best channel or their favourite channel. BBC Four is also described as excellent, stimulating, cultured, intelligent, alternative, informative, educational, interesting, varied, thought provoking and challenging.

There are few negative words used to describe the channel: some simply feel the programmes are not to their taste while others think there are too many repeats.

“**Heaven on Telly! Thank goodness for FOUR. Education, Intellectual Stimulation, innovation.”** ID 200091 (Female 55 to 64)

“**BBC Four is my intellectual and educational viewing choice. The range of documentaries is excellent and they are presented in a manner consistent with expecting an intelligent audience. Most enjoyable.”** ID 200112 (Female 45 to 54)

3.5.3 Range of programming
The majority of respondents are positive about the range of programmes offered on BBC Four by both subjects and genres. There is seen to be a good mix of programmes including original documentaries and factual programmes, music, arts and drama, nature, history and science. Programmes on BBC Four are felt to be frequently thought provoking as well as informative, sometimes with more of a niche, less mainstream appeal than programmes offered on other BBC channels. All programmes are felt to be of high quality and the foreign imported dramas are also widely enjoyed.

While BBC Four is most closely compared with BBC Two, it is felt that BBC Four offers a wide range of depth, with some topics covered to an introductory level, and also in more detail providing a more specialist approach.

“Have really enjoyed dramas on 4, as well as the music documentaries on past performers, who were around when I was too young to appreciate them. Beach Boys etc. it is also free from soaps and reality shows. Foreign programmes/films are also very strong and worth watching. Perhaps it is because it has subtitles but foreign drama is not so predictable.” ID 200219 (Female 55 to 64)

“Challenging programmes on nature, astronomy, physics and other science-based areas make BBC4 worth its weight in - if not gold - then certainly the license fee!” ID 200195 (Male 65 to 74)

“Provides stimulating and informative documentaries, across a range of subjects. I like the focus on Britain. One-off dramas are good, as you get to see all in one go!” ID 201507 (Female 55 to 64)

“I love BBC4. It offers a genuine alternative to the other channels. Great drama, great documentaries and great comedies. If it wasn’t for BBC4 I’d probably never have had the chance to watch The Killing, Spiral or The Bridge. Broadchurch owes everything to BBC4.” ID 201574 (Male 35 to 44)

Areas for improvement

- While some feel there are too many repeats others would like to see more older archive material from the 60s or 70s or at the least, from more than 5 years ago, such as Horizon programmes
- More drama and arts programmes: for example more plays generally or live plays (as shown on Sky Arts), ballet, more classical music, pop culture or an up-to-date version of the Old Grey Whistle Test, or programmes like Front Row on Radio 4
- Although many are happy with the range of programmes others would like to see more of the same, with a greater variety of topics covered within science, religion, history or philosophy for example

“I enjoy programmes such as Transatlantic Sessions and the Friday evening Legends, although the latter are being repeated a little too often e.g. this week is Roy Orbison again (must be the fourth or fifth time). More African blues please.” ID 200248 (Male 65 to 74)

“There are often better programmes on this channel than on 1 or 2, particularly on science and history. But too often these are repeats of programmes shown originally on BBC2. I have no real objection to that, but they should be clearly identified as repeats, not the original programme.” ID 200313 (Male 65 to 74)
“More new content, less repeats, really concentrate on it being an intellectual and interesting channel, somewhere to try out new ideas, foreign shows, music, history and documentaries.” ID 201612 (Male 45 to 54)

3.5.4 Factual

The majority of respondents agree that BBC Four’s factual programmes are more in-depth and informed than elsewhere on the BBC.

These programmes are very highly praised by the majority of those who watch: they are felt to engage, inform, educate, entertain and inspire the viewer. The range of original, challenging and unusual topics is commended as being quite distinctive to those available on other channels: arts, music, social history, science, medicine and religion are mentioned. Documentaries are also felt to be high quality, well researched productions with interesting, inspiring and knowledgeable presenters. Respondents mention specific programmes as listed in the question, as well as The Dark Ages, and programmes such as Storyville for covering a good range of topics, which are allowed to be explored and developed with real depth. Music documentaries such as When Albums Ruled the World are highly praised and Britain on Film is also referenced.

“Intelligent presenters, interesting original material, well researched, thoughtful” ID 200447 (Gender not given 65 to 74)

“I have seen a lot of wonderful and interesting series from BBC 4, earlier this year there was a fascinating series on Apartheid in South Africa and find in general all I see is well made and very interesting.” ID 200455 (Female 35 to 44)

“Was Britain on Film that wonderful thing from the 50s and 60s? Loved that. Pain, pus and poisons was delightful - that sort of thing, history of science and medicine fascinates me. Good presenters, good information - I follow a lot of scientists on Twitter and I know they’d be quick to comment on any inaccuracies, but pretty much everyone in that group loves BBC Four science programming.” ID 200614 (Female 35 to 44)

Areas for improvement

Generally respondents would like to see more of the current offering, using a variety of expert presenters and ensuring that quality, innovative ideas and production values are maintained. Some would like to see a greater range of subjects covered, in sufficient depth, with no ‘dumbing down’.

“Really, I love BBC4 factual. Not sure what would make it better; it changes gently with the times. Again, bit more focus on contemporary world mightn’t be a bad idea but this in no way implies I don’t like the existing stuff - add more, don’t take anything away!” ID 200743(Female 55 to 64)

3.5.5 Drama and Films
Respondents refer mainly to the original foreign imports such as *The Killing*, *Borgen*, *Inspector Montalbano*, *Spiral* and *The Best of Youth*. BBC Four is seen as taking a ground breaking move for buying in innovative, subtitled foreign drama which would not be seen on other channels. These dramas are all regarded as very high quality in terms of content and production and are the reason many viewers tune to BBC Four. Respondents would like to see more foreign imported drama and films of this type on the channel and find these a refreshing change to American imported programmes.

The one-off British made dramas such as *Burton and Taylor* are also seen to be excellent, innovative and of high quality and many would also like to see more of these as part of the schedule.

“I have greatly enjoyed the European imports, especially the Scandinavian ones. This is a niche that Four has made its own.” ID 200811 (Male 65 to 74)

“Fantastic acting and production values for all the programmes you mentioned. All have been riveting to watch. This television at its best.” ID 200869 (Male 55 to 64)

### 3.5.6 Comedy and Entertainment

Many respondents seem less aware of the comedy programmes on BBC Four; however those that do watch particularly enjoy *Only Connect* which is described as an intelligent quiz programme with a good format and well presented; some respondents also refer to *Parks and Recreation*. Comedy on BBC Four is felt to be ‘quirky’, original, for a niche audience, well produced and distinctive to the comedy offered on other BBC channels.

Some feel there should be less reliance on US imports and more home grown British comedy. There does not appear to be a strong perception that BBC Four is a channel which offers comedy; some feel this would sit better on BBC One or BBC Two.

“The only one I have watched is Only Connect which I love.” ID 201039 (Female 55 to 64)

“I like "Only Connect" and would enjoy other, challenging quiz shows/panel games, if broadcast.” ID 201180 (Female Age not given)

“Love Only Connect - innovative and thought provoking. Comedy programmes I do not think belong on BBC 4”. ID 201134 (Female 65 to 74)
3.6 BBC TV Overall

The final questions were asked to understand how well respondents think the BBC TV channels complement each other. The questions also seek to understand how well the output across the BBC TV channels reflects the United Kingdom, as well as covering events which bring the nation together.

3.6.1 Distinctive Programming

- Two thirds of respondents agree that BBC One offers something different from the other BBC channels
- Nearly three quarters of respondents agree that BBC Two offers something different from other BBC channels
- The majority of respondents aged 16 to 34 agree that BBC Three offers something different from the other BBC channels. The majority of respondents agree that BBC Four offers something different from the other BBC channels

Overall it seems that the BBC channels are seen as distinctive by the majority of respondents; however there is a stronger feeling that BBC Three and Four are more distinctive. Only a small proportion of respondents are in the target age group for BBC Three; therefore many respondents do not watch the channel, but nearly three quarters of all respondents agree (a quarter strongly agree) that it is distinctive from other BBC channels, offering programming aimed at a younger audience. Likewise BBC Four is also felt to offer different programming for a more adult audience with a more specialist interest.

Some respondents feel that BBC One and BBC Two are similar offering a wide range of programmes with a broad appeal: programmes such as Strictly Come Dancing, which crosses both channels, can reinforce this. Other respondents feel that the programming on BBC Two and BBC Four are similar, with more interesting, specialist programmes than BBC One. Some also comment on the use of repeats across the channels, which are felt to be excessive and which can detract from their distinctiveness.

“The four channels target different demographics and do it well. There is some overlap but that seems to be more in repeat programming” ID 201816 (Female 45 to 54)

“I think each channel whilst providing a wide range of programmes also covers very specific areas of interest for different tastes and requirements.” ID 201818 (Male 45 to 54)

“There seems to be a blurring between BBC1 and BBC2. The only really different channel is BBC4. As for BBC3 I feel that this is a waste of resource and is simply Channels 4 and 5 under another name but without the occasional interesting programmes.” ID 201752 (Male 55 to 64)

“Too much concern about being different from other BBC channels. The most important thing is to offer a range of good well-made and researched programmes - possibly fewer than at present.” ID 201784 (Male 65 to 74)

“The channels offer something different but not all of equal value and not all have quality programmes throughout the schedule. Better to have fewer channels making better shows with
better budgets so that whatever is shown at whatever time is top quality and therefore appreciated. It is generally a bit hit and miss. We need more consistency.” ID 201863 (Female 55 to 64)

3.6.2 Diversity

The majority of respondents state that the BBC reflects diversity well across the four channels: nearly two thirds of respondents aged 16 to 34 agree that BBC Three reflects diversity well. In their comments, respondents tend to refer to diversity across the BBC generally rather than across specific channels. There can be a polarised view where some feel not enough is done to reflect diversity, while for others there is too much emphasis given to diversity, sometimes at the expense of quality of programming.

For example while some feel that the BBC reflects diversity well across the nations, using and featuring different locations around the country, others feel programming can be London or south east centric, or use certain locations too frequently such as Cardiff or Manchester.

While BBC Three is aimed at a younger audience some feel that the channel does not necessarily reflect youth culture in the best light, focusing too much on issues such as alcohol and drugs. With regards to the BBC generally, others feel there can be too much use of white, middle class presenters or actors and not enough use of females, older people or other minority groups in the production or presentation of programmes. There is a suggestion that the use of writers from more varied backgrounds and cultures would help introduce greater diversity into programming.

“It is difficult to know the full extent that BBC covers...there are not hours in the day to see many programmes! But in my opinion BBC covers an extensive range very well and is a vital part of British life.” ID 300196 (Female 75 to 84)

“The BBC has recently moved its studio facility to Salford but I get the feeling that its heart is still in London. The capital and the South get far too much prominence in news and factual programmes.” ID 300026 (Male 65 to 74)

“The BBC makes too much effort to reflect minorities and multi-culturalism at the expense of mainstream indigenous culture and attitudes.” ID 300147 (Age and gender not given)

3.6.3 National and International Arts, Music and Culture

Respondents generally feel that arts, music and culture events are covered well on the BBC, most notably for the main, prestigious events such as The Proms, The Festival of Remembrance and Glastonbury. There is felt to be a good range of well-produced programmes, most notably on BBC Four and to a lesser extent BBC Two, compared to the offering on commercial channels. However there is reference to Sky Arts and Channel 4 also offering interesting programmes in this genre from
the archive, from artists such as Judy Garland or Dusty Springfield. Also some feel that arts, music and culture are covered better on BBC Radio.

**Areas for improvement**

- Offer more programmes on international arts, music and culture, (as well as international TV programmes or films generally), on BBC Four
- Offer more arts programmes, cultural events, music, concerts and theatre on BBC One or BBC Two, either live or recorded
- More regional coverage of arts, culture, music and festivals with less reliance on London/English events and the big national events (e.g. The Proms, Glastonbury)
- Coverage of a wider range of arts, culture and music events allowing new, innovative and international talent to be showcased (on BBC Three or BBC Four)

“They are covered well on BBC 4 and sometimes on other channels. There is little debate about what makes Art and culture interesting or what indeed we should value about it. Radio 4 does this better than any of the BBC TV channels. The Reith Lectures etc.” ID 300201 (Female 35 to 44)

“I think they are covered well but there could be more. I thought that the Glastonbury coverage was excellent but there could have been more coverage of other events such as the recent City of Culture year in Derry. Although there was programming around this, I think there could have been a greater presence on the BBC.” ID 300204 (Female 25 to 34)

“The BBC prides itself on covering the high-profile, national events; e.g. ‘the Proms’ but its main channels fail to cover a wide range of national events in any great depth: Edinburgh fringe festival, Eisteddfod” ID 300295 (Male 45 to 54)

“Nowhere near enough is done to cover ballet, opera, operetta, jazz, folk festivals and plays. Too much is spent on “pop”.” ID 300319 (Male 65 to 74)

### 3.6.4 National and International Sporting Events

Of those who watch sport on the BBC the majority feel that the coverage is high quality, and well presented, with good commentators, especially for the major sporting events such as the Olympics, the World Cup, and Wimbledon. In this way many feel the BBC’s coverage of sport is superior to that offered on other channels. Respondents particularly praise the coverage of golf, athletics, Formula 1, snooker, rugby, darts as well as football and *Match of the Day*. As the BBC is no longer able to show some sporting occasions due to the cost of buying rights and financial restrictions, some feel that the range of sport coverage has now broadened.

**Areas for improvement**

- Some respondents would like to see more live sport, particularly football, including lower league football and women’s games
- However football can be polarising: while some feel there is not enough, for others there is too much football as part of the BBC’s sport coverage
Respondents would like to see the range of sports broadened further, to cover more cricket or cycling for example.

It is noted by some that it is not necessary to show simultaneous coverage of some sporting events on more than one BBC channel as well as on the Red Button. Some respondents are disappointed when regular programmes are re-scheduled to accommodate sporting fixtures.

Some respondents comment that there is too much time spent on pre/post event analysis and that more time should be spent covering the sport itself.

In the same vein some feel that there are too many expensive pundits, experts and presenters used in programmes and money could be saved by covering minor sports without the associated ‘celebrities’.

Other views given are that there is too much sport on the BBC, or that sport should have its own dedicated channel, which is mentioned by both those who like and dislike sport.

“I think they are covered really well. The rugby commenting on the BBC beats Sky’s and BT sports any day of the week I just wish there was more sport on the BBC” ID 300343 (Male 16 to 24)

“What is on is covered very well. MOTD continues to be great and annual events such as Wimbledon get better every year. The Olympics were covered excellently. The BBC may be able to show coverage of smaller national sports in order to boost popularity of the sport.” ID 300356 (Male 16 to 24)

“Poor coverage, apart from MOTD. Why don’t you introduce similar to MOTD coverage of more sports (skiing, basketball, volleyball, etc) Someone has to show to the young people that such sports exist. Little are programmes that deal with sports related issues such as why British youth is not involved in sports and is left to the gangs on the streets, why British sports is so poor in its diversity (cricket, football, rugby, then again cricket, football, rugby).” ID 300393 (Male 55 to 64)

“For too much and it takes over from all else. If it has to be on, put it on BBC3. I hate being all set to watch part 5 of something and look, FOOTBALL !!!” ID 300394 (Male 45 to 54)
4. APPENDICES

APPENDIX A – FREEFORM RESPONSES

In addition to those taking part in the consultation by completing the online questionnaire or by sending a proforma response by email or post, some general unstructured comments were received by email.

In general the majority of comments provided were offering suggestions for areas of improvement: some were outside the scope of the consultation. The comments offered broadly reiterated many themes received throughout the main consultation and the key areas highlighted are as follows:

- **Background noise** – a number of respondents comment on the use of background music in both drama and factual programmes and programme trailers which they feel can be too loud and distracting to the voiceover and visual content of the programme/trailer

  “We do not understand the trend to including background music (often rather tuneless) in documentary or other serious programmes. It detracts from what is being said and can trivialise the content. Please reverse the trend and stop the music except where it is necessary for atmosphere.”

- **Use of celebrity presenters** – some refer to the frequent use of expensive celebrities as presenters: it is felt that often the same celebrities are being used across a number of programmes. Instead opportunities should be given to new talent which should provide a fresh feel to the output and should also be less costly

- **Ripper Street** – a few comment on the cancellation of the programme which was felt to be unfair as this is seen as a quality programme which was scheduled up against strong competition on commercial channels. This could be shown on an alternative BBC channel such as BBC Two or BBC Four

- **Repeats** – some mention the use of repeats across the BBC TV channels and question the need for four TV channels when so many repeats are shown

- **Content** – some make comments regarding specific content such as the request for more coverage of cricket and golf, the loss of MotoGP coverage, more arts coverage with specific reference to visual arts,

- **Values** – some feel there is too much use of violence and bad language in programmes, especially pre watershed

- **News** – there are comments regarding the feeling that BBC News can be bias, particularly with a left wing/liberal bias

- **Programme trailers** – even though the BBC does not carry advertising some feel there are too many adverts for BBC programmes between programmes
APPENDIX B – RESPONDENT PROFILE

The BBC Trust is committed to ensuring that it listens to the views of a wide range of licence fee payers and therefore the consultation also gave respondents the opportunity to indicate their gender, age, location by nation of the UK, national identity, disability, religion, sexual orientation and ethnicity.

The following tables show the available demographic information for the respondents to the consultation. Please note some respondents did not supply this information. (NB: percentages have been rounded to the nearest whole number. Please also note that, although nearly 5,000 individuals contributed their views to the consultation, for numerical analysis purposes, just over 4,000 responses were sufficient).

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<tr>
<td>Other</td>
<td>50</td>
<td>1%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>550</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4047</strong></td>
<td><strong>100%</strong></td>
</tr>
<tr>
<td>Religion/belief</td>
<td>Number of respondents</td>
<td>% of overall total</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------</td>
<td>-----------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Christian (including Catholic, Church of England, Protestant and any other Christian denominations)</td>
<td>1685</td>
<td>42%</td>
</tr>
<tr>
<td>No religion</td>
<td>1665</td>
<td>41%</td>
</tr>
<tr>
<td>Buddhist</td>
<td>35</td>
<td>1%</td>
</tr>
<tr>
<td>Jewish</td>
<td>20</td>
<td>0%</td>
</tr>
<tr>
<td>Muslim</td>
<td>12</td>
<td>0%</td>
</tr>
<tr>
<td>Hindu</td>
<td>8</td>
<td>0%</td>
</tr>
<tr>
<td>Sikh</td>
<td>4</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>161</td>
<td>4%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>430</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4020</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Report prepared by:

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