



International Perceptions of TV Quality



Methodology

The following research was conducted online by Populus for the BBC between 30th September–18th October 2013

Fieldwork took place in 14 countries (Australia, Brazil, Denmark, France, Germany, Italy, Japan, Netherlands, Spain, Sweden, Portugal, UK, United Arab Emirates and USA) with a representative sample of 500 adults 18+ per country (Brazil and United Arab Emirates – urban sample)

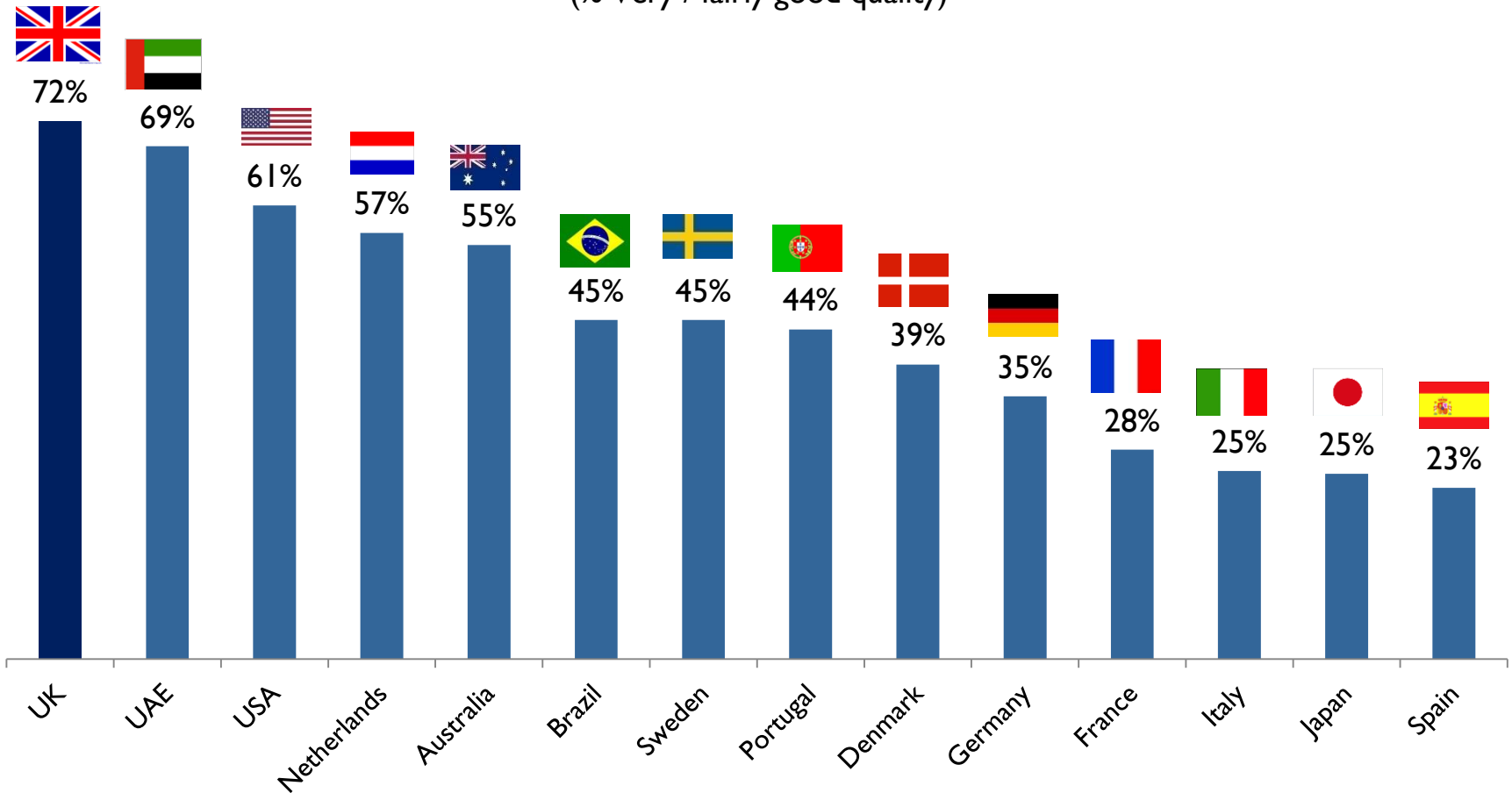
In the questionnaire respondents were asked to rate the quality of TV overall and the quality of each of the biggest TV channels in their country

TV channels with a share of 5% or more in their country were included in the survey. In some territories channels with a share of less than 5% were also included e.g. Channel 5 in the UK

Channels included in the Japan survey are for Kanto – main market. Channels included in the Australia survey are based on share in the five metro cities

The UK is a global leader on overall TV quality, with 72% of UK adults saying TV programmes overall in the UK are good quality – the highest out of the 14 surveyed countries

Perception of overall TV quality per country rated by respondents in the country
(% Very / fairly good quality)



Out of 66 channels, BBC One receives the highest quality score of all – with 79% of UK adults rating it as good quality. BBC Two comes in third

Perceptions of TV channel quality rated by respondents in the country
(% Very / fairly good quality)

