



BBC Audience Information

January – March 2011

Statement from the Head of Audiences, BBC

“Audiences are at the heart of what we do” is a core value of the BBC and appears on the back of every member of staff’s BBC photo identity pass. And understanding how and where those audiences are choosing to consume the BBC, and what they think of us, our programmes and services, is always of huge importance, and interest, to everyone at the BBC.

In December 2010 the BBC published its new strategy “Putting Quality First” (http://www.bbc.co.uk/bbctrust/our_work/strategy/index.shtml) and within this new strategy, the BBC Trust pledged to set new standards of openness and transparency for the BBC, so that the public and the market understands how the corporation spends its money, how it is performing and what it plans to do next.

As part of this initiative, we are keen to publish a wide range of performance information on a more consistent and regular basis so that licence fee payers can understand better how the BBC performs against some of its key objectives.

This document is the first step in that process and shows how the BBC and its services perform against key attributes of Quality (to what extent people enjoy and appreciate BBC programmes) as well as Reach (how many people consume BBC channels and services and for how long) on all of our main media platforms.

As you will read from some of the data in this report, it is encouraging to see that despite the plethora of media choices available to the UK audience nowadays, 97 per cent of the UK population choose to spend an average of over 19 hours a week consuming BBC services across TV, Radio and Online. And perceptions of the BBC’s quality in this latest period have hit some of their highest levels in recent years. Whilst this is certainly good news for us, this does set very high expectations for the new strategy as the BBC must continue to provide the high quality and distinctive programmes that the audience expect and say they enjoy.

This sort of audience information is extremely important to the BBC and is continually tracked and reported, from programme and channel level to views of the Corporation as a whole. These metrics are reviewed by BBC managers and the BBC Trust on a continuous basis and have a big influence on decision making throughout the BBC.

This is the first time we have published this breadth of information on the BBC website and, following the launch of the Annual Report and Accounts in July 2011, we intend to publish this sort of information for every calendar quarter. The next release of data is planned for September 2011 and will cover the period from April to June 2011.

Alongside this performance data we also intend to publish some insights from specially commissioned research projects so that licence fee payers can see examples of how the BBC uses audience feedback to help develop and create programmes and content for audiences.

(This overarching BBC Audience Information pack will compliment the audience information the BBC already publishes on an ongoing basis in areas such as BBC iPlayer performance, Live Plus 7 data for TV programmes and online radio data.)

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Introduction

This document sets out the key metrics for each area covering:

Pan-BBC Reach and Quality Measures

TV Reach and Quality Measures

Radio Reach and Quality Measures

Digital Media Reach and Quality Measures

Pan-BBC View

Pan-BBC Reach

How many people consume BBC Services each week?

Despite the choice of media available to UK licence fee payers today, 97 per cent of UK adults (47 million people) consume at least 15 minutes of a BBC service in an average week, and they spend over 19 hours a week on average with the BBC.

Average Weekly Reach and Average Weekly Time Spent per Head of Population

Based on age of 16+	January - March 2011		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per head) (hh:mm)
All BBC	96.8%	46.8	19:25

Source: BBC Cross-Media Insight Survey (CMI) by GfK for the BBC, 650 UK respondents per week, 16+, January – March 2011 - watching BBC TV channels, tuning into BBC radio services, going online to access BBC websites or catch up on programmes via iPlayer, accessing the red button and accessing mobile content

Pan-BBC Quality Measures

The Public's General Impression of the BBC

As well as measuring how many people consume BBC services, it is important to understand the way in which people feel about the organisation. This is measured on a monthly basis via a bespoke survey run by an independent research agency, Kantar Media. A representative sample of the UK public is asked to give the BBC a score out of 10 (not just for the programmes, but the sort of organisation the BBC is and the way it goes about providing a public broadcasting service). This measure is called the General Impression of the BBC and in January – March 2011 the mean score for the BBC was 7 out of 10. The public's General Impression of the BBC is at its highest for three years. For more details on the surveys and questions asked, please see the Appendix p.25.

Based on age of 15+	General Impression of the BBC Mean score out of 10
All BBC	7.0

Source: The BBC Brand and Reputation Tracking Survey by Kantar Media for BBC, Sample of 1714 Adults 15+, Jan – March 2011, Mean score out of 10 where 1= extremely unfavourable and 10= extremely favourable.

The Public's Perception of the Overall Quality of the BBC

As well as asking the public to give their overall impression of the BBC, they are also asked to rate the quality of the programmes and services that the BBC provides. They give a score out of 10 where 1 equals strongly disagree and 10 equals strongly agree. This is one of the ways in which the BBC monitors its objective to increase the quality and distinctiveness of its output. The vast majority of adults agree that the BBC has high quality programmes and services and that the BBC maintains high standards of quality, with over a third strongly agreeing with this statement.

Based on age of 15+	Mean Score out of 10
The BBC has high quality programmes and services	7.0
The BBC maintains high standards of quality	7.0
I think that the BBC is good at coming up with fresh and new ideas	6.1

Source: The BBC Brand and Reputation Tracking Survey by Kantar Media for BBC, Sample of 1714 Adults 15+, Jan – March 2011, Mean score out of 10 where 1= strongly disagree and 10= strongly agree.



BBC TV Reach

Average Weekly Reach and Average Weekly Time Spent per User

Television viewing in the UK remains strong, despite the wide range of media competing for viewers' time. Across its nine television channels the BBC reached nearly 88 per cent (50 million) of the UK public aged 4+ on average in January – March 2011. And they spent over 11 hours a week on average watching BBC television.

Age 4+	January - March 2011		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
All BBC TV	87.5%	50.0	11:11

Source: BARB data is based on the UK population 4+ and 15 minutes consecutive reach

BBC One has the highest reach of all the BBC channels with nearly 80 per cent of the UK population (4+) tuning in for seven and a half hours each week on average.

Certain BBC television channels (BBC Three, CBBC and CBeebies) have specified target audiences. For example, BBC Three is targeted at 16-34 year olds. Those 16-34 year-olds who view BBC Three watch, on average, for longer per week than the average viewer of the channel (2h 02m vs. 1h 43m). The target audience of CBeebies is 0-6 year olds. As BARB measures 4+ year olds only, the CBeebies target audience's viewing is captured by measuring the viewing of 4-6 year-olds and housewives with children up to 3 years old. 45 per cent of this group watches CBeebies and in January – March 2011 they spent 4 hours 54 minutes with the channel on average per week.

Service by age 4+	January - March 2011		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
BBC One (including BBC One HD)	79.8%	45.6	07:39
BBC Two	56.1%	32.1	03:33
BBC Three	24.1%	13.8	01:43
BBC Three (16-34 year olds)	29.8%	4.4	02:02
BBC Four	11.7%	6.7	01:37
CBeebies	9.2%	5.3	04:09
CBeebies (* children 0 -6)	44.9%	2.1	04:54
CBBC	7.3%	4.2	02:51
CBBC (6 -12 years olds)	32.3%	1.5	03:24
BBC News channel (16+) 3min reach	21.9%	10.7	01:54
BBC Parliament (16+) 3min reach	1.2%	0.6	00:41
BBC HD	3.6%	2.1	01:26

Source: BARB data is based on the UK population 4+ and 15 minutes consecutive reach

* This is measured as children 4-6 and housewives with 0-3 children (for more details please see Glossary on CBeebies Target Audience)

BBC TV Quality Measures

Appreciation Index (AI)

The AI (or Appreciation Index) is the main currency inside the BBC for measuring how much the audience appreciates and enjoys BBC programmes. The Appreciation scores are collected via the 'Pulse' panel; an online panel of 19,000 adults aged 16+ (representative of the UK) run by an independent research agency GfK. The panel enables the BBC to collect over 5,000 responses a day on TV and Radio programmes (for an explanation of how AIs are calculated see Pulse in Appendix on p. 25).

AI Data

The BBC now holds over five years of AI data from this panel (and has experience of this currency going back to the early days of television) which has enabled the organisation to build up robust benchmarks along with a good understanding of what makes for a good or bad score. Following an extensive study undertaken by the BBC into how people score programmes and what variables help to make up an AI score, it was found that one of the leading factors in determining an AI score was whether a programme was deemed to be “high quality”. Other factors such as the amount of effort people take to view the programme or whether viewers found it entertaining were also important. The AI score is now the lead metric in assessing programme quality within the BBC. This said, although it is the lead metric it is not the only benchmark for quality, the BBC uses a number of other tools alongside AI such as whether the programmes are different from other TV programmes in the market, whether they are fresh and new or, in the case of factual programmes, whether the viewers learnt anything from it. AI scores are also judged in the context of the type of programme it is and whether it is a new or established programme - in fact, there are many factors that can influence AI scores and it is important to understand the context of these scores in order to interpret them confidently.

The main factors that affect the AI score

- **Type of programme** – different types of programmes achieve different levels of scores. For example a score for a sport programme on TV can sometimes be dependent on whether or not you support the team that won or lost. In addition, scores can vary according to whether the programme is new or long running, for example, new comedy typically starts with a lower average score as viewers become accustomed to the characters/sketches and this then tends to increase over time.
- **Changes in the TV market** – the introduction of expanded choice via digital TV, introduction of HD and the ability to watch what you want when you want via PVRs such as Sky Plus and catch-up services such as BBC iPlayer, has been helping to drive up the quality of the experience and hence, AI scores. For example, people typically give programmes that they have recorded or have watched in HD a higher score than the same programme watched live or in standard definition. This explains why BBC HD has a higher average AI score than other channels.

- **Size of Audience** – niche, targeted programming, even though attracting a limited number of viewers, can often score very highly, as it is actively chosen and appreciated by the viewer; programming aimed at a wider audience, attracting incidental viewers as well as those keen to see the programme, may score lower as it is scored by a wider, more varied group of people. This explains why BBC Three and Four have higher average AI scores than BBC One.

AI Score

Service 16+	AI out of 100
All BBC TV	82
BBC One (including BBC1 HD)	81
BBC Two	83
BBC Three	84
BBC Four	85
BBC HD	85

Source: Pulse, panel of 20,000 UK Adults, 16+ by GfK for the BBC, January – March 2011 *Channels that are not measured are CBeebies, CBBC, BBC News Channel and BBC Parliament.

Distinctiveness

As well as asking how much viewers enjoy the programme, the BBC also asks a range of other questions such as whether they feel that the programme is “fresh and new” or “original and different” to other programmes they have seen. This is one of the ways in which the BBC assesses its performance against one of its key objectives of “Distinctiveness” across different media platforms.

The majority of adults aged 16+ agree that BBC TV programmes feel “fresh and new”. This score includes all programmes watched; i.e. programmes such as News and long running series (where the format remains the same) are therefore not expected to score highly.

“BBC programmes feel fresh and new.”	
Service by age 16+	Agree (%)
All BBC TV	69%

BBC One (including BBC1 HD)	65%
BBC Two	74%
BBC Three	74%
BBC Four	81%
BBC HD	81%

Source: Pulse, panel of 20,000 UK Adults, 16+ by GfK for the BBC, January – March 2011 *Channels that are not measured are CBeebies, CBBC, BBC News Channel and BBC Parliament.

BBC Radio



BBC ENGLISH REGIONS

BBC Radio Reach

Average Weekly Reach and Average Weekly Time Spent per User

Overall radio listening remains strong, not just for the BBC but for the wider radio industry. The most recent data release from RAJAR (see Appendix for further explanation) relating to Q1 2011 shows radio to be in better health than ever before with 91.6 per cent of the adult population listening to a UK radio station every week (47m). 68 per cent of UK adults 15+ (35 million) consume at least 15 minutes of BBC Radio in an average week (the highest figure on record) and listeners spend over 16 and a half hours on average per week listening to BBC Radio.

Age 15+	January - March 2011		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
All BBC Radio	67.9%	35.1	16:35

Source: RAJAR

Average Weekly Reach and Average Weekly Time Spent per User

Radio 2 is the biggest radio station in the UK reaching 28.2 per cent of the UK population on average per week. A BBC Radio 2 listener spends more than 11 and a half hours with the station in an average week, closely followed by Radio 1 and Radio 4. The following table shows how BBC Radio stations perform amongst the UK adult population.

Service by age 15+	January - March 2011		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
BBC Radio 1	22.9%	11.8	7:49
BBC Radio 2	28.2%	14.5	11:39
BBC Radio 3	4.4%	2.3	06:06
BBC Radio 4	21.0%	10.8	12:00
Radio 5 Live	12.9%	6.7	07:05
Radio 5 Live Sports Extra	1.5%	0.8	02:50
BBC 1Xtra	1.7%	0.9	04:43
BBC 6 Music	2.5%	1.3	08:03
BBC Radio 7	2.2%	1.2	05:45
BBC Asian Network	1.0%	0.5	06:06

Source: RAJAR

Average Weekly Reach and Average Weekly Time Spent per User

Amongst the Nations and Regions of the UK, BBC Radio Ulster has the highest reach (39.1 per cent) within its Total Survey Area (the area within which a radio station's reach is measured- see TSA in Glossary for further explanation). Radio Ulster listeners tune in to this station for almost 12 and a half hours in an average week. The following table shows how other stations perform within their relevant Total Survey Areas.

Service by age 15+	January - March 2011		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
BBC Local Radio in England	18.5%	7.7	09:07
BBC Radio Scotland	24.0%	1.0	07:18
BBC Radio Wales	18.2%	0.5	10:11
BBC Radio Cymru	5.7%	0.1	10:40
BBC Radio Ulster	39.1%	0.6	12:27

Source: RAJAR Radio stations measured within their TSA (see Glossary)

Average Weekly Reach and Average Weekly Time Spent per User by Target Audience

As the BBC Radio stations operate as a portfolio offering (that is each station is targeted at different demographics) it is important to understand how the BBC Radio stations perform amongst their target audience. For example, over 35 year-olds listening to Radio 2 tend to spend more time tuning into the station compared with the average UK adult listening to this station (12h 37m vs. 11h 39m). The following table presents how BBC Radio stations perform amongst their target audience.

Service by Target Audience	January - March 2011		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
Radio 1 (15-29 year olds)	43.4%	5.2	07:37
Radio 2 (Over 35)	34.3%	12.1	12:37
1Xtra (15-24 year olds)	7.3%	0.6	04:27
Asian Network (British Asians under 35)	18.4%	0.2	06:24
Local Radio in England (50+, England TSA)	28.3%	4.9	11:42

Source: RAJAR

BBC Radio Quality Measures

Appreciation Index (AI)

As well as capturing Appreciation Scores (AI) for television programmes, the BBC's "Pulse" survey also collects AI scores for a range of radio services and uses the same methodology as TV (see Appendix for more detail). When aggregating all BBC Radio services together, all BBC Radio achieves a score of 80 out of 100, very similar to TV.

The majority of radio programmes tend to be long running formats, which do not vary very much from one day to the next; for example breakfast shows, drive time etc. Therefore Radio can score differently to TV and the scores typically experience less variation from one reporting period to the next.

Factors that affect AI scores for radio

Like television "high quality" is found to be one of the leading factors in determining an AI score for radio programmes. Other factors such as the presenters, and to what extent the programme is entertaining are also important. Choice of music and quality of discussion are also important factors, although to a lesser extent.

Owing to the quite considerable difference in output from one radio station to the next, and the fact that they are aimed at different audiences, it is not advisable to compare AI scores between radio stations.

AI Score

Service 16+	AI out of 100
All BBC Radio	80
BBC Radio 1	78
BBC Radio 2	81
BBC Radio 3	83
BBC Radio 4	80
Radio 5 Live	77
Radio 5 Live Sports Extra	84
BBC 1Xtra	80
BBC 6 Music	82
BBC Radio 7	79
BBC Asian Network	71

Source: Pulse, panel of 20,000 UK Adults, 16+ by GfK for the BBC, January – March 2011.

AI Score

BBC Local Radio in England (England TSA)	80
BBC Radio Scotland (Scotland TSA)	79
BBC Radio Wales (Wales TSA)	81
BBC Radio Ulster (Ulster TSA)	86

Source: Pulse, panel of 20,000 UK Adults, 16+ by GfK for the BBC, January – March 2011.

Distinctiveness

The BBC also collects responses on whether listeners feel that the radio programmes they listen to are “original and different from most other radio programmes they listen to”. Although still measuring distinctiveness, this is a slightly different metric from television. This is owing to the fact that more radio programmes tend to be long running therefore the phrase “new” is not relevant to many radio programmes. BBC Radio therefore uses the attribute “original and different”. The vast majority of listeners to BBC Radio agree that BBC Radio programmes feel original and different from most other radio programmes they have listened to, with over a third agreeing strongly with this statement. For more details on how these figures are arrived at see Appendix p.26.

BBC Radio programmes feel original and different from most other radio programmes I have listened to	
Service by age 16+	Agree (%)
All BBC Radio	73%
BBC Radio 1	73%
BBC Radio 2	75%
BBC Radio 3	75%
BBC Radio 4	76%
BBC Radio 5 Live	63%
Radio 5 Live Sports Extra	70%
BBC 1Xtra	84%
BBC 6 Music	82%
BBC Radio 7	73%
BBC Asian Network	89%

Source: Pulse, panel of 20,000 UK Adults, 16+ by GfK for the BBC, January – March 2011.

Distinctiveness

BBC Radio programmes feel original and different from most other radio programmes I have listened to	
Service by age 16+	Agree (%)
BBC Local Radio	70%
BBC Radio Scotland	68%
BBC Radio Wales	76%
BBC Radio Ulster	71%

Source: Pulse, panel of 20,000 UK Adults, 16+ by GfK for the BBC, January – March 2011. * The above radio stations are measured within their TSA (see Glossary)

Digital Media Services

BBC Digital Media Services Reach

How does the BBC measure reach of BBC digital media services?

Unlike Television and Radio, there is no industry standard for online measurement within the UK; therefore the BBC uses a wide range of sources to assess performance of BBC Online.

The number of people consuming BBC digital media services (BBC Online and Red Button) is measured via bespoke surveys - in which people are asked which services they have used within a week.

Time spent Online is not included due to the lack of an industry standard and a consistent methodology for online measurement. Further detail on sources and methodologies can be found in the Appendix.

How many people consume BBC digital media services each week?

Online & Mobile

In January – March 1 2011, 41.8 per cent (20.2 million) of UK adults used BBC Online and BBC Mobile in an average week. This equates to 57.4 per cent of those who have access to the internet in the UK.

Red Button

30 per cent of UK adults with digital TV (12million) pressed the Red Button to access a variety of BBC Red Button services in an average week in January – March 2011.

BBC Digital Media Services' Reach

Service	January – March 2011	
	Average Weekly Reach (%)	Average Weekly Reach (millions)
*BBC Online including Mobile (out of total population)	41.8%	20.2
*BBC Online including Mobile (out of online population)	57.4%	20.2
**BBC Red Button	30%	12.03

* Source: BBC Cross Media Insight Survey (CMI) by GfK for the BBC, 650 UK respondents per week, 16+, January – March 2011

** Source: Digital Media Tracker by Nunwood for BBC, sample size 2000 of UK Adults per month, 16+, based on digital TV universe

Note: The monthly performance of BBC iPlayer is available on the BBC Internet Blog (www.bbc.co.uk/blogs/bbcinternet)

BBC Digital Media Services: Quality & Distinctiveness

How do people rate the quality and distinctiveness of BBC Digital Media Services?

Like television and radio, the quality of BBC Digital Media services is measured using an AI score, or Appreciation Index. The data is collected via a different method and survey compared to TV and Radio in order to meet our sampling requirements on digital media platforms. For detail on the methodologies and questions asked, please see the Appendix.

How do people rate the quality and distinctiveness of BBC Digital Media Services?

Online

In January – March 2011, UK adults gave BBC Online an AI score of 81.4 and Mobile an AI score of 81 also.

Red Button

In January – March 2011, UK adults gave BBC Red Button an AI score of 78.

Service	January – March 2011
	AI Score
* BBC Online	81.4
**BBC Mobile	81.0
*** BBC Red Button	77.8

* Source: Online Quality Survey **Source: Mobile Quality Survey

*** Source: Digital Media Tracker by Nunwood for BBC, sample size 2000 of UK Adults per month, 16+, based on digital TV universe

BBC Online Distinctiveness Measures

Like radio, the distinctiveness of BBC Online is measured using an 'Original and Different' score. In January – March 2011, UK adults gave BBC Online an 'Original and Different' score of 73.

"The site feels original and different from most other websites I've seen."	
Service	January – March 2011
	Mean Score
BBC Online	72.7

Source: Online Quality Survey

Glossary

Agree %- a net per cent of people who agreed strongly or agreed slightly to a survey statement

AI- AI stands for Appreciation Index. It is the BBC's lead quality measure. For more information see Appendix p.25. As a convention allowing to look at the scores out of 100, the average of all these marks out of 10 for a programme or channel is multiplied by 10. This gives an Appreciation score or an AI. For example, when aggregating scores for all programmes together for BBC TV we get an average score of 8.2, which gives us an AI of 82.

British Asians under 35- this target group is defined as audiences of Asian Indian, Asian Pakistani, Asian Bangladeshi or other Asian origin, being 35 years old or less.

CBeebies target audience- it is defined as children 0-6. However, as BARB measures viewers 4+ years old, it is measured as a viewing behaviour of children 4-6 and housewives with 0-3 children. A housewife is defined as the member of the household who is solely or mainly responsible for the household duties/the weekly shop. A housewife may be female or male and there could only be one 'housewife' per household. Housewives with children aged 0-3 are housewives who live in a household in which a child under the age of 3 also lives.

Fresh and New (TV) - a metric that is based on a Pulse survey statement asked at an individual programme level as follows "this programme felt fresh and new". For more details on Pulse please see the Appendix. Programme scores are aggregated to give an overall channel score.

General Impression of the BBC- a metric based on a BBC Tracking Survey question "Thinking about the BBC as a whole - not just the programmes, but the sort of organisation the BBC is and the way it goes about providing a public broadcasting service, overall, what do you think of the BBC? On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, please tell me your general impression of the BBC."

High Quality (Pan-BBC) - this Pan-BBC measure relates to survey statements: "The BBC has high quality programmes and services", "The BBC maintains high standards of quality", and "I think that the BBC is good at coming up with fresh and new ideas".

Mean - an arithmetic average, calculated by adding the figures and dividing them by their number.

Original and Different (Online) - this metric is based on an Online Quality Survey's statement: "The site feels original and different from most other websites I've seen". Programme scores are aggregated to give an overall channel score.

Original and Different (Radio) - a metric that is based on a Pulse survey statement "This programme felt original and different from most other radio programmes I have listened to". For more details on Pulse please see the Appendix. Programme scores are aggregated to give an overall channel score.

Pulse (See Appendix)

Reach

Pan BBC Average Weekly Reach – per cent (Average Weekly Reach %) or number (Average Weekly Reach millions) of adults who have consumed at least 15 minutes of any BBC content in a week. Measured via the BBC's Cross Media Insight Survey (see Appendix).

BBC TV Average Weekly Reach- number (average weekly reach millions) or per cent (average weekly reach %) of people who viewed the channel. Measured via BARB (see Appendix).

3min Reach vs. 15min Reach- There are various ways of defining the amount of viewing an individual must have done in order to be counted as having been "reached". The industry standard definition is for this to be at least 3 consecutive minutes however, BBC tends to look at 15 consecutive minutes to calculate its reach (with an exception of the BBC News channel and BBC Parliament for which 3min consecutive reach is used).

BBC Radio Average Weekly Reach- the number of people aged 15+ who tune to a radio station within at least one 15 minute period over the course of a week. Survey respondents are instructed to fill in a quarter-hour only if they have listened to the station for at least 5 minutes within that quarter-hour. Between 24:00-06:00, listening is recorded in half-hour periods. Measured via RAJAR (see Appendix).

Target Audience- target audience for each channel and station is outlined by Statements of Programme Policy (more information at <http://www.bbc.co.uk/aboutthebbc/statements2010/>)

Time spent per head – (Average weekly time spent per head of population) the average length of time that a person spends using the BBC in a week. This is calculated by dividing the total weekly hours consumed by all UK adult population size.

Time spent per user – (Average weekly time spent per user of a service) the average length of time that users to a service spend with the service.

TSA- Total Survey Area, the area within which a station's audience is measured. This is defined by the station using postcode districts as building blocks.

Appendix

Measurement Sources: Industry Standards

BARB

BARB (Broadcasters' Audience Research Board) is the organisation responsible for providing the official measurement of UK television audiences. BARB provides many different viewing statistics, including which channels and programmes are being watched, when they are watched and the type of people who are viewing at any one time. The BARB system is based on a panel of television owning private homes throughout the UK designed to represent the viewing behaviour of the whole UK population. The panel is selected to be representative of each ITV and BBC region, with pre-determined sample sizes. There are around 5,100 homes in total on the panel - around 11,300 individuals aged 16+. TV viewing is measured and reported every single day. Within each BARB home there is a meter - all panel household members aged 16+ (and their guests) register their presence, by the press of a button, when in a room with a TV set on. They then de-register their presence when they leave the room. All data is then downloaded overnight and loaded into databases the following morning so all subscribers can access the data. BARB currently measures over 250 TV channels available in the UK, viewing to non BARB reported channels is still captured (although not reported individually) and is included in overall TV viewing.

RAJAR

RAJAR (Radio Joint Audience Research) is the official body in charge of measuring radio audiences in the UK. It is jointly owned by the BBC and the RadioCentre (on behalf of the commercial sector). There are currently approximately 320 individual stations on the survey, including 55 BBC Radio Stations and results are published every quarter.

RAJAR interviews approximately 110,000 adults 15+ per year (plus roughly 4,000 children between 10 and 15 years of age) over 50 weeks (the Christmas and New Year holiday period is excluded from fieldwork). RAJAR operates a "sweep" rather than a panel; that is respondents only participate for one week. They complete a one-week diary, populated with all the stations they listen to, and record any radio listening for at least 5 minutes in quarter-hour time blocks.

Cross Media Measurement

CMI

Cross-Media Insight (CMI) is a BBC survey designed to look at consumption across a wide range of media, including television, radio and online. The survey is designed to be a single-source measurement system to sit alongside industry measurement sources such as BARB (television) and RAJAR (Radio). It has been running since March 2008 and is administered by GfK.

CMI is a weekly survey of 650 respondents, 500 of whom are on-line and 150 who are recruited offline so the total sample is designed to be representative of the UK by age, sex, social grade and region. In addition, the results are weighted to known proportions in the population so that the results are reliable at a total level and are not subject to sampling fluctuations.

Each respondent answers the CMI survey for a week – they fill in a daily questionnaire which identifies the TV programmes they have watched, the radio stations they have listened to and the websites they have visited across a wide range of channels, both BBC and non-BBC. In addition, at the end of the week, they are asked questions about various other media consumption such as red button usage, mobile usage and viewing of TV through websites such as YouTube.

Pan-BBC Measurement

The BBC Brand and Reputation Tracking Survey

The BBC Brand and Reputation Tracking Survey is a BBC survey for measuring the public's overall awareness and perceptions of the BBC and its competitors. Around 1,000 adults (15+) are interviewed each month through an in-home face-to-face survey with the sample recruited and weighted to be representative of the UK population by age, sex, social grade and region. Additional interviews take place in Scotland, Wales and Northern Ireland to ensure robust sample sizes in these Nations. The survey has been running since 1999 and is administered by Kantar Media.

Each respondent answers a wide range of questions relating to their awareness, usage and opinions of key BBC and competitor services.

Pulse

Daily Pulse (Pulse) is a continuous BBC survey designed to assess what audiences think of the programmes they have seen on TV and listened to on the radio on a daily basis. It is an online survey, recruited and administered online by GfK and has been running since 2005. Key Pulse measures include the Appreciation Index and programme ratings for quality and distinctiveness.

The Pulse is a panel of around 20,000 people who are invited to complete a survey every day to say what they have watched and listened to and what they thought of each programme. Pulse measures a wide range of BBC and competitor stations.

The daily reporting panel is weighted for age, social grade, sex, presence of children, region and the household digital type on a daily basis to ensure it is representative of the UK as a whole.

The main Pulse measure is the AI or Appreciation Index – respondents are asked to mark out of 10 each of the programmes they watched or listened to the previous day, where 10 is the highest score and 1 the lowest. The average of all these marks out of 10 for a programme is then multiplied by 10 to give an Appreciation score (AI). For example, when aggregating scores for all programmes together for BBC TV we get an average score of 8.2, which gives us an AI of 82.

Additional measures include ratings for the quality and distinctiveness of the programmes.

Digital Measurement

Mobile Quality Survey

The Mobile Quality Score is an Appreciation Index derived from a bespoke monthly survey of mobile internet users carried out by an independent research agency called Brand Driver. The survey carries 400 interviews per month - 300 online and 100 via telephone. A mobile internet user is classified as someone who has accessed the internet on their mobile in the last month.

Online Quality Survey

The BBC Online Quality Survey is a pop-up survey which is served on a continuous basis to BBC websites. The survey is carried out by an independent research agency called e-Digital and provides the key online quality measure AI as well as other quality drivers such as; ease of use, appearance, trust, relevance and up-to-date. It also delivers the BBC Online distinctiveness measure “original and different”. The survey covers up to 400 websites and samples around 150,000 per quarter.