

ICMUnlimited..

BBC Trust Public Value Assessment Public Consultation Report

January 2015 – February 2015

A report by ICM on behalf of the BBC Trust

Creston House, 10 Great Pulteney Street, London W1F 9NB
enquiries@icmunlimited.com | www.icmunlimited.com | +44 020 7845 8300 (UK) | +1 212 886 2234 (US)

ICM Research Ltd. Registered in England No. 2571387. Registered Address: Creston House, 10 Great Pulteney Street, London W1F 9NB
A part of Creston Unlimited

Table of contents

1. Background and Methodology	3
1.1 About the Review and Public Consultation	3
1.2 The Public Value Assessment Consultation.....	3
2. Methodology	4
2.1 Introduction.....	4
2.2 Collecting responses	4
2.3 Handling responses.....	5
2.4 Grouping and analysing responses.....	6
2.5 Interpreting results	6
3. Consultation Findings	8
3.1 BBC Three Proposal Summary.....	8
3.2 BBC One + 1 Proposal Summary	19
3.3 BBC iPlayer Proposal Summary	28
3.4 CBBC Proposal Summary	41
4. Views on the Overall Package	49
5. Appendices	52
5.1 Twitter responses	52
5.2 Demographic profile of respondents for each proposal	54

1 Background and Methodology

1.1 About the Review and Public Consultation

The BBC Trust is the governing body of the BBC. The BBC Trust's responsibility is to get the best out of the BBC for licence fee payers, whether that means protecting it from political interference or ensuring that the BBC continues to provide excellent value for money while staying true to its principles. The Trust must also ensure that the BBC has high standards of openness and transparency.

The BBC Trust works on behalf of licence fee payers to ensure that the BBC provides high-quality services and good value for everyone in the UK.

A key element of the BBC Trust's work is to consult publicly. Public consultations are one of the most powerful and democratic mechanisms for receiving audience feedback. The purpose of this PVA (public value assessment) consultation was to get the views of licence fee payers to the BBC's proposed package of changes to the UK public services. The Trust was keen to hear people's views on what they like, what they dislike, if it would change the way people view TV and use online services or if they have any concerns about the proposals.

The BBC Trust wished to hear views from as many licence fee payers as possible from across the United Kingdom, and from a wide variety of ages, and social, ethnic and cultural backgrounds.

The BBC Trust commissioned ICM Unlimited to log, code and analyse consultation responses.

1.2 The Public Value Assessment Consultation

The proposed changes evaluated during this consultation were:

- Closing BBC Three as a broadcast television channel and reinventing it online
- The addition of online premieres of programmes to BBC iPlayer
- The addition of selected third-party content to BBC iPlayer
- The introduction of a BBC One+1 channel
- Extending CBBC's hours by two hours in the evening, changing the close time from 7pm to 9pm.

The full descriptions, as outlined in the consultation questionnaire, are provided at the start of each chapter in this report.

2 Methodology

2.1 Introduction

The Public Value Assessment (PVA)¹ consultation period ran for four weeks, between 20th January 2015 and 17th February 2015.


The primary means of participating in the consultation were online or by post, using the BBC Trust's official consultation document. The consultation questionnaire was co-designed by the BBC Trust and ICM. Respondents were instructed to complete as many or as few of the questions as they wished.

The consultation questionnaire also contained a series of demographic questions designed to help the BBC Trust understand the views of specific sections of their audience.


2.2 Collecting responses

Public consultations are a democratic exercise in the sense that any member of the public is eligible to take part should they wish. In order to engage with a broad range of licence fee payers, the consultation was made available through a range of channels. The consultation was promoted using a variety of channels, with trails on BBC TV, radio and online; interviews on radio stations, a link from the BBC Trust website, and Twitter (see below).

In total, 23,850 members of the public responded to the consultation.

 **Online responses (22,622)**

- The vast majority of responses were submitted online via the BBC Trust's online consultation platform. The online version of the consultation questionnaire was optimised for use on mobile phones.

 **Email responses (116)**

- **Completed consultation questionnaires:** Some people downloaded a copy of the consultation questionnaire and emailed it to the BBC Trust via the dedicated consultation inbox.
- **Freeform:** Some people chose to complete a freeform response by email rather than submitting their response using a questionnaire format.

¹ PVA – Public value assessment is undertaken by the Trust to assess the value of BBC proposals including value to licence fee payers, value for money and wider societal value. This forms part of the public value test or PVT



Postal responses (157)

- **Completed consultation questionnaires:** Some people downloaded a copy of the consultation questionnaire and posted it to the BBC Trust. Hard copies of the questionnaire were available by request via a publically advertised phone number.
- **Freeform:** Some people chose to respond by letter rather than submitting their response using a questionnaire format.



Telephone (2)

- To ensure that the consultation was accessible to everybody, ICM offered the option of submitting a response by telephone on request.
- ICM conducted 2 consultation interviews by phone.



Petition Responses (953)

- A petition against the closure of BBC Three was submitted to the BBC Trust on the 17th February 2015.
- As well as the 271,000 signatures on the petition, signatories could also add comments regarding the proposed closure of BBC Three as a broadcast channel.
- The Trust decided to accept these comments as additional responses to the consultation.



Twitter Responses (526)

- Tweets were accepted as consultation responses.
- At the end of the consultation, the BBC Trust used relevant search terms to log tweets intended as consultation responses.
- Due to the different nature of the Tweets, they have been analysed separately to responses submitted through the main consultation channels.
- Due to the difficulty in discerning the exact number of unique Twitter participants, consultation tweets have not been counted towards the total number of consultation respondents (see Appendix).

2.3 Handling responses

Each consultation response received by ICM has been entered electronically and is stored on a secure centralised system. Every response has received a unique ID code and to protect the privacy of consultation respondents, all personal data has been separated from responses.

ICM's response handling procedures have been designed for compliance with ISO 27001 and ISO 20252, the international standards for data security and market research.

2.4 Grouping and analysing responses

ICM's expert team grouped all responses for each question into themes, enabling accurate analysis of each question.

A key element of the analysis process for any consultation is the development of a thematic analysis framework by which open questions can be analysed. An initial framework based on the first 1,000 responses was then refined and evolved throughout the rest of the consultation. The framework is a flexible document that changes as analysis progresses.

2.5 Interpreting results

This report presents the views of the 23,850 people who responded to this public consultation using any of the channels outlined in the 'collecting responses' section of this report.

The responses reported here represent the views of those who chose to participate in the consultation and may not be representative of the population as a whole.

ICM has analysed all responses to the consultation. Some respondents chose to give their views on more than one proposal and some on just the one proposal which interested them.

In order to avoid repetition, this report presents feedback on each proposal thematically, rather than question by question.

3 Consultation Findings



BBC Three Proposal Summary

In summary, the Executive is proposing to close BBC Three as a broadcast channel and to reinvent it online. The proposed online service will target the 16-34 age group.

BBC Three content would be available on a dedicated BBC Three website, and on a variety of other BBC services (BBC Online, BBC iPlayer and potentially on BBC Red Button).

Some popular programmes which have been bought by the BBC and are currently shown on BBC Three (but not currently available within BBC iPlayer) will remain on other BBC television channels for the time being. Other programmes purchased by the BBC may move to BBC Three online.

Some BBC Three programmes may be available on third-party television platforms (e.g. Sky, Virgin, YouView, Freeview and Freesat). BBC Three content will also be available on social media websites such as YouTube, Facebook and Twitter.

Under the proposals, there will be different types of content, including full-length programmes, shorter videos and clips, user-generated content, text-based stories and images, and greater personalisation and interactivity (e.g. the ability to comment or vote on content). This service will include a mix of factual, documentary, current affairs, daily news, drama, scripted comedy and personality-led entertainment.

This service will be accessible through any online device such as a computer, tablet, smart phone, smart TV or internet-connected television.

Alternatives to closure

The Executive maintains that the only alternative to the closure of BBC Three is the closure of another service (or services) or cuts across a range of services. The Executive therefore believes that closing BBC Three is the 'least worst' option, given that BBC Three audiences are more likely to use online than other groups.

Views on the proposed changes to BBC Three

Summary

A large majority of respondents to the consultation are opposed to the proposed changes to BBC Three. Many respondents express a preference for watching BBC Three on a television, in line with their existing habits. Respondents raise a number of concerns, including having to use a laptop, tablet or PC to watch BBC Three online. Many feel these devices are a less comfortable or convenient way of viewing programmes. Some respondents feel that watching content on a television has a communal dimension, allowing them to watch BBC Three with other members of the household in a way that watching on a laptop, tablet or PC would lack.

A number of respondents regard the function of television broadcasting as different to that of online programming which they use for catch-up. Some believe that having BBC Three as a broadcast channel allows them to 'discover' programmes spontaneously as they flick through channels. There is a concern that content would be less likely to be found in this way if the channel were to move online.

Some of those in opposition to the changes feel that savings could be made elsewhere. A sizeable minority of those taking part in the consultation feel that the proposed changes would not be a good use of the licence fee. Specifically, some people feel that not all licence fee payers will use the new online services.

There is a perception amongst many respondents that BBC Three is a platform for emerging and dynamic programmes, often serving as a launch pad for content which then moves to BBC One or BBC Two. A number of respondents feel that as an online channel BBC Three would be less popular and therefore provide less exposure to new talent and programmes.

A number of those taking part in the consultation feel that the proposal disproportionately affects younger audiences. They see BBC Three as currently providing a high quality service to its 16-34 year old target audience, which would be lost either in part or in whole if closed as a broadcast channel.

Broadband capabilities are a concern for some taking part in the consultation. These respondents believe that broadband speeds in some rural parts of the UK are too slow to allow people to watch television online and they would therefore have difficulty accessing BBC Three online. A handful of respondents feel that student households would also be affected as a result of the number of people trying to stream simultaneously.

Those in favour of the proposal feel that watching television online is becoming more popular and a handful regarded younger audiences as more likely to view content in this way.

Those answering the BBC Three proposal part of the consultation are regular BBC Three viewers, with a majority stating that they watch the channel daily. A substantial minority also say they watch the channel 2-3 times per week. Of those who gave their age, the majority are aged either 16-24 or 25-34.

Overall views on BBC Three

BBC Three is popular amongst respondents for award-winning quality

BBC Three is popular amongst those responding to the consultation. A sizeable proportion of those taking part watch the channel most evenings. The channel is often seen as providing high-quality content, with a handful of respondents drawing attention to the number of awards won by BBC Three programmes.

“I watch BBC3 most evenings and don't want to have to have to watch it online. It's one of my primary TV channels.”

(25-34, Male)

“There is a lot of high quality content on the channel, it caters for a lot of drama and comedy that otherwise wouldn't be aired.”

(16-24, Female)

Many respondents see BBC Three as dynamic and humorous

Respondents to the consultation generally typify BBC Three content as original, dynamic and humorous, appropriate for its 16-34 year old target audience but also enjoyed by large numbers of older (and younger) viewers. Many of those responding to the consultation see diverse and fresh comedy as a core component of the BBC Three brand.

“BBC Three is the only BBC channel that caters for young people with their award winning diverse programmes. There is a real mix of programmes from documentaries to drama to comedy. There is no other channel that targets its audience as well as BBC Three does.”

(16-24, Male)

“BBC Three is the home of alternative comedy and other fantastic programmes...It reaches far beyond its target audience and is our first choice of channel (nearly 50 year olds!) and also of many of our friends from a similar age bracket.”

(45-54, Female)

Many see successful programming that originated on the BBC Three as a testament to the channel's success and are keen to see this continue. There is a definite perception that BBC Three provides a 'launch pad' for emerging talent and new programmes, such as *Gavin and Stacey* and *The Mighty Boosh*. The channel is seen by some taking part in the consultation as providing exposure and 'honing' of content – particularly in the case of comedy.

“BBC Three is a great channel offering unique and entertaining programming, furthermore it has been the plateau through which many emerging comedies and programmes such as “Two Pints of Lager...” and Coming of Age” have been allowed to prosper.”

(16-24, Male)

BBC Three content is seen as covering a diverse range of issues

Some feel that BBC Three boldly covers important social issues, relevant to its target audience, and which make it distinct from other BBC TV channels. This is perceived to be the case in relation to the channel's long-form factual and drama output. Content covering mental health issues, disabilities and subjects affecting the LGBT community were specifically mentioned in a number of responses.

"It also broadcasts amazing documentaries and dramas that highlight issues surrounding young people, a lot of these issues are never spoken about on other channels such as BBC 1 or 2. Documentaries such as 'Diaries of a Broken Mind' have helped to broaden people's views of problems such as mental health and challenge the stigma surrounding them."

(Demographic information not provided)

"...issues like LGBT, greater representation of women, disability (both visible and invisible), ethnic diversity and the unique outlook of youth culture are important to me and these issues are not being addressed by the other BBC channels, not with the same sincerity that they are on BBC 3."

(16-24, Female)

Preference for television

A preference for TV leads many respondents to oppose the changes

A substantial majority of those responding to the consultation ultimately oppose the proposed changes to BBC Three. Concerns around the loss of the broadcast channel are primarily based on TV being the favoured medium for many. This view is most prevalent amongst respondents aged 16-24 and those aged 25-34. The preference for TV is in part a reflection of existing habits; the status quo for many respondents is to watch BBC Three on television.

Watching on a television is, for many, is the most comfortable setting in which to view the channel. Being broadcast in the evening, many of those responding to the consultation claim to watch the channel in their living rooms or in their bedrooms.

Many respondents feel a laptop, PC or tablet is less convenient than a television

A substantial minority of respondents see a laptop, PC or tablet as the logical device on which to consume online content. The absence of a suitable device is an issue for some, with respondents anticipating that many in the UK will not be able to view their favourite BBC Three programming for this reason. However, a more prevalent view is that, despite owning a suitable device, it would be a less comfortable and convenient way to watch content.

"Online wouldn't be the same as sitting down in a warm living room and watching it on the TV. Plus using laptop and tablet not always handy to use. Not everyone has Smart TV!"

(Demographic information not provided)

“We have a standard TV and I don't find viewing on the laptop or tablet relaxing and when we view TV we do so to be entertained and relax.”

(65 and over, Male)

Some respondents feel that non-broadcast television lacks communality

Some of those participating in the consultation feel that switching to other devices to watch BBC Three as an online-only channel will result in a decline in the communal aspect of watching television. These respondents currently enjoy watching BBC Three on television as a shared experience with their families or partners.

“We often sit down as a family to watch programmes on BBC 3. It helps to knit together our family.”

(Demographic information not provided)

A number of respondents feel they are unlikely to ‘discover’ new programmes via an online channel and would require promotion on broadcast channels

Some of those participating in the consultation hold the view that having a broadcast channel allows for spontaneous discovery of programmes, often whilst flicking between channels. A number of respondents see this as a strength of broadcast television and BBC Three content might remain ‘undiscovered’ as an online only channel.

“Keeping it as a television channel also enables greater possibilities to encourage accidental viewing - when a show is caught channel hopping, or before/after an intended viewing of an episode of a show you currently watch.”

(Demographic information not provided)

A handful of respondents believe that online-only BBC Three content would therefore have to be promoted on the remaining broadcast channels to mitigate this.

“Advertisements for the BBC Three online content will have to become more visible, not only through social sites but also through BBC One and Two broadcasts.”

(16-24, Male)

The function of online content is different to broadcast TV for some respondents

A number of respondents feel that online content performs a different function to live, televised content. Many of those taking part in the consultation view online content as more of a catch-up service (particularly with regard to BBC iPlayer).

“I tend to use iPlayer for catching up on programmes I've missed only. Unlikely to use it to watch new comedies/programmes on iPlayer for the first time.”

(16-24, Male)

Funding and the licence fee

A number of respondents feel that savings could be made elsewhere

A number of respondents to the consultation raise wider concerns around the extent to which the BBC currently caters for audiences outside the 16-34 age bracket. Many of these respondents would prefer savings to be made by streamlining other services. BBC Four was most commonly mentioned in this context. BBC Parliament was also mentioned by some.

“I would rather BBC 4 be closed as its programmes are irrelevant and less popular. The over 35 group are already catered for with BBC 1 and BBC 2.”

(Demographic information not provided)

Mentions of licence fee

For a sizeable minority of respondents to the consultation, the changes in the proposal make the licence fee harder to justify.

“It’s about choice. It is possible to watch TV online already - why remove BBC3 from those who can only watch or choose to watch it on their TV. This also affects what current licence (TV only viewers) holders get for their money.”

(55-64, Male)

Many younger respondents in particular hold this view, believing they would be less catered for by the BBC without BBC Three as a broadcast channel.

“Additionally BBC3 is the only BBC channel aimed at youths on the TV, if you take that away from the TV there will be nothing for us to watch on the TV anymore. We pay a TV licence too, so why should we have to lose out on the only thing directed at us.”

(16-24, Female)

Views on the proposed online channel

Some see an online channel as competing with on-demand streaming services

A number of respondents believe the move signals BBC Three entering the same space as Netflix and, to a lesser extent, Amazon Prime Instant. Whilst these respondents recognise the success of these platforms, they question the extent to which BBC Three has the scope of content or the budget to compete as an online channel.

“Online platforms such as Netflix are successful because massive amounts of money is pumped into them which is something the BBC doesn’t have.”

(16-24, Male)

“The BBC provides the best service on TV, moving BBC Three online will not give the channel prominence and will lead to forgotten programming which hasn’t got the channel backing to compete with Amazon and Netflix and will fail.”

(Demographic information not provided)

A minority believe the proposal ties in with the growing popularity of online TV

Amongst a minority of respondents who, on the whole, favour the proposed changes to BBC Three, the prevailing opinion is that watching content online is becoming the norm. A handful of these respondents spend more time viewing online than via a broadcast channel.

“More and more people are viewing online now. It just makes sense.”

(45-54, Female)

“With the change in TV viewing habits, I tend to watch TV equally on TV and laptop, and especially in the case of BBC Three, which I watch almost exclusively online.”

(25-34, Female)

But a greater number feel that exclusive online content could exclude some viewers

Whilst a handful of responses to the consultation note that watching content online is becoming increasingly popular, a larger proportion feel that online viewing would be restricted for many in the UK. Respondents make particular reference to broadband speeds and caps on data usage, with those in rural areas mentioned in this context.

“Not everyone has the ability to watch TV online yet, especially as broadband can be unreliable and slow for streaming videos and a lot of broadband providers are not truthful about Internet speeds.”

(Demographic information not provided)

iPlayer is used as a benchmark for judging BBC Three as an online channel by some

Although the proposal noted that BBC Three would be reinvented as a standalone channel, a handful of respondents to the consultation make reference to iPlayer when evaluating the likely success of BBC Three online. The usability of iPlayer is cited as a barrier to watching content online in a number of these responses.

“BBC Three online will not work when there are so many other online services which surpass BBC iPlayer, which in my opinion is very weak and prehistoric indeed compared to its rivals.”

(Demographic information not provided)

Popularity and impact on content

Many respondents are concerned that an online channel would be less popular

There is a concern for many taking part in the consultation that the move online is a relegation in status and would result in a decline in the number of people viewing BBC Three content. Amongst these respondents there is a worry about what declining audience figures would mean for the channel.

“You will re-invent online and then realise that no-one will watch it and then close it down completely.”

(16-24, Male)

There is also a concern that a move online would result in fewer commissions

Specifically, there is a perception amongst some that the move online will result in fewer original commissions for a less popular BBC Three online service. This perception is particularly prevalent amongst those who are regular watchers of the channel and who praise it for its original content. Comedy in particular is mentioned in this context but drama and documentaries are also noted.

“My guess is that due to the lower potential audience numbers, many will not be commissioned for further series as the 'demand' will not be there (in truth it's not that the demand is absent, but that fewer individuals will find iPlayer as consumable and accessible as regular broadcast television).”

(25-34, Male)

BBC Three is seen as launching programmes which then move to BBC One or BBC Two

A number of respondents state that BBC Three provides a launch pad for new programmes and emerging talent before moving on to BBC One or BBC Two. *Gavin and Stacey*, *The Mighty Boosh* and *Being Human* are mentioned in this context, each in a handful of responses to the consultation.

“...many award winning programmes have been shown on BBC Three, and have been viewed as the main avenue for new programmes to start on. Gavin and Stacey, Backchat, and Russell Howard's Good News which are all hugely successful which started on BBC Three, and through their popularity...have been moved to BBC One and Two.”

(Demographic information not provided)

Some worry that BBC Three would be less able to fulfil this role

There are two sources of concern for these respondents in this regard. Firstly, some respondents believe that fewer commissions will result in a reduced scope for this sort of output if the channel moves online. Secondly, a number of respondents raise concerns that

(if this type of content is commissioned) a reduced online audience will result in less exposure for emerging talent and new programmes.

“BBC Three is head and shoulders above every other channel on UK television in introducing new artists, talent, comedy and drama. This would not be the case had it not been able to showcase such originality and take risks on a mainstream channel. So much content that originated on BBC Three moved to either BBC One or Two as a result of the popularity of the programming.”

(25-34, Male)

“I really believe that the BBC will lose audience numbers by putting the channel solely online and fantastic unique programmes and artists will miss out on being exposed to a wide audience, which in turn will mean they won't get funding to make future programmes.”

(Demographic information not provided)

The quality of existing programming would draw people to watching online

There is a small proportion who, whilst not necessarily in favour of the changes to BBC Three overall, are loyal to the channel and would still watch if moved online. The reasons for continued viewing include the overall quality of content and a willingness to carry on watching programmes currently shown on BBC Three.

“I don't find the proposal appealing however I do enjoy the content BBC 3 produces so if forced too should the channel become online only I would watch it.”

(25-34, Female)

“I currently primarily watch BBC3 programmes on the TV as they are aired and if I miss them then I will watch them on-demand at a later time on the TV. I only usually watch BBC3 online if I am unable to access it on the TV. If BBC3 were to become an online exclusive service then of course I would continue to watch it online but simply because I have easy access to the internet”

(Demographic information not provided)

Some worry that current popular programmes will not remain on TV

There are some doubts surrounding the message that popular existing programmes shown on BBC Three will continue. A number of responses to the consultation express concern that they would not be able to watch key programmes on television and that such content would only be online when the broadcast channel closes. In some responses this is viewed in the context of the decision not to renew *In The Flesh*, which was announced four days before the launch of the public consultation.

“The only BBC channel I watch is BBC 3 simply because it's hilarious and completely covers everything I want to watch. The programmes that BBC3 show are not going to appear on TV again and that is shocking.”

(Demographic information not provided)

“The other issue is the budget cut eliminating almost all original programming on the channel, which has already seen the brilliant In The Flesh cancelled.”

(Demographic information not provided)

Many are concerned about the future of Family Guy and American Dad

A notable proportion of those participating in the consultation are concerned that *Family Guy* and *American Dad* will not be available to view, in part due to changes to broadcasting rights. These two programmes are, for a number of these respondents, one of the main reasons for watching BBC Three. A handful of respondents feel the online channel would lack the same attraction as the current broadcast channel without these programmes.

“Family Guy does not feature on BBC iPlayer now so I guess it will not appear on-line when BBC 3 moves across. How will I get to see the programme?”

(Demographic information not provided)

“Hardly anyone is going to watch it online. I'm not going to, it's too much hassle. Plus the main reason I watch it won't be there - Family Guy.”

(Demographic information not provided)

Affected groups

There is a perception that the proposal would negatively impact young people

A sizeable minority taking part in the consultation feel that the proposal disproportionately affects younger audiences. In particular, there is concern for those within the 16-34 year old target audience who prefer to watch programmes on television and who might be excluded if the channel were to move online. A number of respondents also state that BBC Three is popular amongst those outside of the 16-34 year old age group.

“BBC3 is one of the best channels on tv and taking it away would leave very little opportunity for young adults to watch their favourite programmes. Not all young people like to watch everything on the internet.”

(16-24, Female)

Some respondents also believe that students will be impacted due to broadband capability

Some respondents feel that due to slower broadband or data usage caps on some internet packages, students will find it difficult to watch online content. A handful of those taking part

in the consultation argue that, in student households, people are more likely to be viewing content online simultaneously, meaning that media will buffer and be less easy to watch.

“I do have the device to watch things online, however I don't have the top speed internet or the fast device to be able to stream or download things. As a student I don't have enough money to be able to afford internet to watch things online as it's not cheap.”

(Demographic information not provided)

Some respondents feel rural areas in particular could be affected

A number of respondents are concerned that the proposal will disproportionately affect viewers in some rural areas, where a lack of faster broadband may place restrictions on continued viewing of BBC Three as an online channel.

“I am a rural who loves new comedy and young political opinion that is on BBC3 Unfortunately, in my rural area the internet band width is not good enough to receive TV on-line, especially at peak times, when I'd want to watch. The BBC will be poorer for not having this comedy proving ground that can't be accessed outside of cities.”

(25-34, Female)

“It will be completely impossible for me to watch the service online, as my broadband connection is simply not fast enough in my rural area in Scotland”

(Demographic information not provided)

“The bandwidth required is only accessible in urban areas.so rural residents are excluded by infrastructure limits”

(65+, Male)



BBC One + 1 Proposal Summary

In summary, the Executive is proposing to introduce a new BBC One+1 channel in SD (standard definition).

The new service would be broadcast 24 hours a day, seven days a week. BBC One+1 would show BBC One programmes one hour later than BBC One, except when BBC One shows a regional programme, BBC One+1 would instead carry the BBC News channel.

The BBC does not currently have any +1 channels, unlike other public service broadcasters such as Channel 4, ITV and Channel 5. The service would be broadcast on all television platforms: DTT (Freeview, YouView) cable (Virgin) and satellite (Sky, Freesat). However, slightly fewer than half of households that use DTT would be able to receive it at the start (i.e. those households with a Freeview or Youview HD receiver). The Executive would like to be able to make it available to all DTT households in due course but this will depend on technological developments.²

Alternative options

The Executive considered different options for a +1 service, including one that carried regional and national programmes and a peak-time only service (6pm to 10:30pm). However, these were found by the Executive to be more expensive (in the case of regional opt-outs) and to deliver less value to audiences (in the case of a peak-time only service) and were subsequently discarded.

Views on the proposed BBC One+1 Channel

Summary

Respondents to the consultation are divided on their views of the BBC One+1 proposal. While some are in favour of BBC One having a plus one channel, many do not see a reason for the channel if iPlayer is already available, or do not agree with a new channel being introduced if it means the loss of BBC Three. Others state that as the channel will not be available to all households at the time of launch, this should be addressed before the channel is put on the air.

Respondents mention a number of different ways that they use to catch up on television programmes currently, with many citing iPlayer as a more convenient way of catching up on television programmes from the BBC, as well as using PVR services such as Sky+ and TiVo from Virgin Media as ways of recording programmes to watch later.

² This is because of the transmission technologies in use. One of the BBC's systems uses a more advanced technology, but only homes with a Freeview HD device (currently around 40-45% of all Freeview homes) can receive its transmissions. However, space on these systems is limited, and at the moment the more advanced system is the only one with space to accommodate the new channel.

Many respondents used this section to further express their dissatisfaction at the loss of BBC Three. Of these respondents, many mention that they do not see the point in creating a channel which will show repeated programmes whereas BBC Three shows original and different programming than what is on offer on alternative BBC channels. Some mention that by moving BBC Three online, young people will be disadvantaged and replacing the service with a plus one channel will be providing a service for older people who are already well catered for by the BBC.

Positive reactions to the proposal

Many respondents like the idea of a BBC One+1 channel

The main reasons for people liking the proposal surround flexibility of watching programming on BBC One+1 as well as having an alternative to using internet-enabled catch-up services.

A number mention that it will be useful when programmes clash and allow for more flexible viewing, with people being able to record a number of programmes whilst also watching other programmes at the time of broadcast on either standard or plus one channels.

“It would be much easier to have a +1 service as then I can catch up an hour later or record programmes when there are clashes.”

(Male, 16-24)

Watching programmes on television rather than laptops or PCs is a preference for some

Some respondents to the consultation mention that they prefer watching programmes on a television rather than using other devices such as a laptop/PC or otherwise. Of those who mention this reason, a number state that it will be better for those who do not have good enough internet access to stream iPlayer, as well as those who prefer watching programmes on television due to it being more inclusive and social.

“Good idea, especially as not all households have the ability to stream content reliably or record live television.”

(Male, 16-24)

“I sometimes miss television programmes, due to my busy schedule at university. And I enjoy watching programmes as they are broadcast live, it makes me feel connected with other people in the country.”

(Male, 16-24)

Many respondents believe that the BBC should have introduced a BBC +1 channel years ago

Many mention that it is 'about time' that the BBC had a plus one channel as other channels have already had 'plus one' channels for several years. Several feel that this will bring the BBC in line with other channels and ways of watching television. Many respondents already use plus one channels regularly and feel that this will enhance the flexibility of their television watching.

"Most other channels have this service. I tend to use +1 services all the time and often find myself searching for BBC +1, forgetting that this service is not available. This would definitely be a step in the right direction."

(Female, 25-34)

"All the other channels have +1 which I have found is very useful when you have other commitments."

(Female, 16-24)

"I have found it very annoying that you are the only channels without +1. I pay my licence fee and get a poorer service from BBC than ITV, CH4, CH5 etc. I think it is time that you provide the +1 service"

(Female, 65 and over)

It can sometimes take too long for programmes to come on iPlayer

Some mention that it will be a better catch-up option for programmes where just the beginning is missed, as viewers will not have to wait for programmes before they become available on iPlayer.

"Useful if you miss the start of the programme & do not have to wait more than an hour to watch it on iPlayer."

(Male, 45-54)

"Often, if you miss programmes on the BBC, you have to wait for them to come on iPlayer, and you can't just watch it straight away"

(Female, 16-24)

Negative reactions to the proposal

Many believe iPlayer is a sufficient catch-up service

Several respondents mention that iPlayer is already sufficient as a form of catch-up. Some even state that the BBC's iPlayer service is a 'leader' in this area, with programmes being available almost immediately after broadcast and now available for up to 30 days. A lot of

respondents say they would use iPlayer more than a plus one channel as it allows them to watch programmes whenever they want, rather than just an hour after.

“There is no point in a BBC One +1 channel since you already have iPlayer”

(Male, 16-24)

Some have a preference for iPlayer as a catch-up service

Many say they prefer to catch up on iPlayer as it is truly flexible as you can watch programmes at a time that is convenient for you rather than an hour later. Some mention that if you do miss the beginning of a programme, you still have to wait for an hour to watch the programme. Some also mention that as a catch-up service is available, BBC One+1 should not be introduced and BBC Three should be kept as a broadcast channel.

“I very rarely use +1 channels and will more often use iPlayer or equivalent for this function, the money could be used elsewhere.”

(Male, 25-34)

Improvements should be made to iPlayer before a plus one channel is introduced

Some mention that funds could be used to further improve iPlayer rather than have a new channel. Improvements to iPlayer include allowing programmes to be available for longer than 30 days, adding more archive programming to the site as well as general improvements around speed and connectivity.

“With the proposed improvements to iPlayer a +1 service seems pointless, use the DTT channel to keep BBC3.”

(Male, 35-44)

“I personally believe that there is no real need for a +1 channel. It would be much better to spend the funding on keeping BBC three alive or by investing in improvements to the iPlayer.”

(Male, 45-54)

Licence fee money should be spent on more original programming instead of increased catch-up services

Some mention that as licence fee payers, they would rather pay for the BBC to have more new and original programming rather than have a channel which repeats programmes which are also available on iPlayer.

"I mean, it might be useful, but I'd rather you put your budget to original programming. I mean, we already have BBC iPlayer. Is BBC One +1 really necessary?"

(Demographic information not provided)

"If I can't catch the original programme at the original time, I watch it on catch up. +1 channels are a waste of expensive broadcasting and I believe broadcasting should be reserved not for repeats, but for quality original entertainment."

(Female, 35-44)

Some worry that the channel will not have a universal launch

Some respondents have concerns about the lack of universal availability of the channel from its launch. Of these, many are concerned that they will not be able to receive the channel without upgrading their Freeview box, although as other catch-up services are available, this was only a concern for a few.

"I have a Freeview box so probably won't be able to get it - plus people can watch the shows on IPlayer so why on earth would you get rid of a channel and put it on iPlayer to make way for a channel showing shows that you can watch on TV and online. It's redundant."

(Female, 16-24)

There are concerns among some respondents about the lack of regional programming that will be available on BBC One+1

A few mention concerns with the lack of regional programming as a reason to not watch the channel. A number of respondents are concerned that there will not be any regional programming available on a plus one service, with some stating that other channels such as ITV have a plus one channel which still has the ability to show regional programming.

"No HD and no regional programming (dumping into BBC News is not good enough)"

(Male, 25-34)

"With the BBC not fixing the regional issue for BBC One+1 - I feel a BBC One +1 channel would be pointless - look at ITV, they can sort out the region issue on HD, so if they can, why can't the BBC?"

(Male, 25-34)

Programmes are already repeated at alternative times on other BBC television channels

A few respondents mention that programmes are often repeated late at night and at other times over the weekend on alternative BBC channels and so for this reason do not feel that a 'plus one' channel is necessary. Some state that BBC Three will often carry repeats of programmes such as EastEnders, reinforcing the view that BBC Three should remain as a broadcast channel.

"No need for a plus 1 service. Enough BBC programmes are repeated anyway and the iPlayer is already there for catching up. Plus1 is only there to try and push up viewing figures"

(Male, 35-44)

A number of respondents already use PVR recording to catch shows they may miss

Many respondents note that they have other recording or PVR equipment that they use to record programmes they want to watch and so do not believe the channel is necessary. A number of respondents mention Sky+ boxes, TiVo or Virgin Media as well as Smart TVs as methods that they use to record programmes that clash with anything else they want to watch or know they will not be able to watch.

"Do we really need it? How many people now record programmes they want to watch?"

(Female, 25-34)

"I never watch any +1 channels by design. If there is something I want to watch I record it using Sky+, I would probably not bother watching in standard definition anyway."

(Male, 45-54)

Responses relating to BBC Three

Many respondents mention that they would use the BBC One+1 service and that they would be in favour as long as BBC Three could be retained as a television channel. Some respondents have very strong feelings regarding the proposed removal of the BBC Three television channel and this is part of their reasoning for opposing a BBC One+1 channel.

"This isn't a very good idea. I use BBC iPlayer to catch up on shows I've missed on BBC One. I think it would be a much better idea to keep BBC Three and just to allow people to use BBC iPlayer to catch up on TV that they've missed."

(Male, 15 and under)

“Cutting BBC3 in favour of a BBC1+1 channel is a slap in the face. What you are proposing is regurgitating the same stuff over instead of new programmes. This does not sound like value for money to me.”

(Female, 45-54)

Closing BBC Three and launching BBC One+1 will disadvantage young people

Some respondents cite that at present, BBC Three is the only channel targeting young people. They believe that if a BBC One+1 channel was introduced, it would increase viewing choices among older BBC TV viewers, but almost completely remove all programming targeted at young people.

“Disgusting that you think there's no money for BBC3 but there is money for this rubbish. So what if the BBC doesn't have a plus 1 channel? Why can't people catch up on BBC iPlayer instead of giving the older generation yet more and taking more away from the younger generation!”

(Male, 16-24)

“But this makes me really angry that BBC Three could be closed and replaced by a +1 channel which won't show new hit TV programmes or programmes specifically for the younger audiences. If the BBC are closing BBC three to save money, why would they then open a repeat channel?!”

(Male, 16-24)

“Let's be clear - the calls for BBC Three to stay are louder than anyone demanding BBC One +1. This is a tiny veneer of silver lining, that will do nothing to help the young people who've lost a fundamental BBC service, and serve only the average aged 60+ BBC One viewer, who are already extremely well catered for.”

(Male, 25-34)

Some feel the proposal contradicts other proposals, specifically regarding BBC Three and iPlayer

Some people think it seems contradictory for the BBC to create a plus one television channel when in other proposals (specifically surrounding iPlayer and BBC Three) the BBC are encouraging people to access more online content.

“If the BBC's argument is that we are all using iPlayer instead of TV why are they launching a BBC1+1? Contradictory.”

(Female, 25-34)

Similarly, some respondents mention that the proposal is out of date and does not reflect how people catch up with television programmes.

"What's the point wasting bandwidth on a +1 channel when most people have either a PVR and/or Smart TV. This proposal is about 15 years too late based on typical TV viewing habits. The BBC would be better off using this bandwidth to keep BBC Three over the air."

(Male, 25-34)

Likelihood of using the service

Reasons for using the service

Although some people do not believe there is a need for the service, many respondents say that they would use it. Some state they would be more likely to use it than an online catch-up service, while others mention that although they are opposed to the idea they would most probably find themselves using it.

"I use plus one services already and it gives greater flexibility to my TV viewing. I am more likely to use this than an online catch up service"

(Female, 25-34)

Internet accessibility is a barrier to using iPlayer as a catch-up service

Some feel that issues with internet access would mean that the service would benefit those who cannot currently access BBC iPlayer for catch-up services.

"Because I miss many shows on BBC One that may interest me and due to broadband issues, can't catch them on iPlayer, BBC One +1 would allow me to catch up on those shows."

(Male, 16-24)

A number of respondents already regularly use plus one channels

Some mention they would use the service as they currently use other plus one channels. A number of respondents state that plus one channels should be a standard as so many commercial channels offer them currently.

"+1 channels should be a standard in this day and age; even smaller channels manage them. They're a godsend for when a viewer forgets to record a programme or for those on Freeview who may not have recording/TiVO services."

(Male, 25-34)

Reasons for not using the service

Many respondents do not like the fact that the channel will not be available in high definition

The lack of HD availability for the service is an issue for some. Of these respondents, many mention that they only watch HD channels so they would not watch the channel if it were only offered in standard format.

“It would provide no benefit at all to me or my family. Why would we watch a standard definition version when we could have recorded the show in HD at the press of a button or wait for it to pop up on iPlayer and again watch in HD. It is a waste of the air waves when channels like BBC News are still not in HD all across the country on Freeview.”

(Male, 25-34)

“No point when everyone has a PVR or similar device, And why only SD? I never watch SD channels now”

(Male, 25-34)

There are established catch-up services already available from the BBC and elsewhere

Another reason for not using the channel if it were introduced, is that many do not see the purpose of the channel as they are accustomed to catching up with programmes on iPlayer, through recording or PVR services or otherwise.

“With all the catch-up services the BBC provides, why does it need a +1.”

(Male, 16-24)

Many respondents mention Sky+ or Virgin Media’s TiVo box as ways of watching programmes they have missed by using the on-demand services.

“As I have Sky+ HD, I will set programmes to record in advance so a +1 channel to me is unnecessary and I’d much prefer BBC Three to stay on TV rather than a BBC One+1”

(Male, 16-24)

Under the proposals for BBC Three, the Executive would like to increase the amount of online-only content and make it easier to find within iPlayer. While iPlayer will remain, primarily, a catch-up and live-streaming service, the changes do represent a shift in the nature of the service.

There are two main changes:

- to 'premiere' some programmes on iPlayer (i.e. make them available first on iPlayer, before they are broadcast on a linear service)
- to include selected content commissioned by third parties.

Online premiering

As a result of a trial, the BBC would like to make online premiering permanent across all the BBC's television channels and in particular to extend premiering to children's programmes.

The BBC has proposed that 10 titles per year for each of CBBC and CBeebies will be premiered. In the case of CBBC, this is likely to be drama aimed at 10-12 year-olds such as *Wolfblood*, *Dani's Castle* and *Millie In Between*. Comedies such as *Class Dismissed* could also premiere on iPlayer. Returning series are less likely to be premiered.

In the case of CBeebies, a number of different formats could be appropriate for online premiering but particularly those which are shorter in duration which tend to be more suitable for viewing online.

The BBC would also like to premiere a small number of BBC One, BBC Two and BBC Four programmes online per year (around five titles a year across each of the three channels).

Programmes that contain spoilers that have a sense of shared viewing experience such as *The Apprentice* or *The Voice*, and which the BBC does not hold the rights to show on iPlayer are unlikely to or would never premiere online.

Third-party content

At the moment, only content that is commissioned or acquired by the BBC is hosted on BBC Online although programmes from S4C, the Welsh language public service television channel, have been available on iPlayer since November 2014.

The BBC would like to enter similar partnerships with organisations that share its values and make their content available in iPlayer. The example given by the Executive is 'The Space' – an online gallery set up by the BBC and the Arts Council of England where digital artists can showcase their work.

Before entering into a partnership, the Executive would think carefully about what content to include and would bear in mind the following:

- Third parties would be limited to not-for-profit cultural and arts organisations such as the Arts Council
- Proposals would need to support the BBC's Public Purposes
- Proposals would support the BBC's strategic objectives – for example, including additional third-party content could help build digital capability in the organisations, thus supporting the BBC's ambitions to support the wider creative economy.

Views on the proposed changes to BBC iPlayer

Summary of findings

The majority of respondents to the consultation use iPlayer regularly, and many praise the service. The current format and service provision is highly regarded by many who see it as a valuable catch-up service for BBC programming.

Many respondents react positively to the proposed changes to iPlayer, seeing the changes as a way to get more choice and flexibility in programming on offer on the service. Some also believe that increasing the range of content available on iPlayer may encourage more people to watch BBC content.

The proposal to include third-party content is welcomed by many as iPlayer would give credibility and audience numbers that some third-party content producers may not get elsewhere. Similarly, the proposal to premiere some programmes online before television is welcomed by many as a way to increase viewing numbers and “fan-bases” for programmes before their ‘full’ launch.

However, some respondents, while positive about the proposals, also have concerns about various aspects. For instance, many caveat their support for online premiering by saying that television programmes must also be broadcast on television and not just remain online.

When it comes to third-party content, some respondents express concerns that the content, if introduced, should not take precedence over original BBC programming. Some respondents mention that while they are in favour of the proposed changes, they would not want the changes to be at the expense of other BBC channels such as BBC Three.

Some disagree with the proposals entirely. Many of them simply prefer to watch content on the television, whilst others voice concerns over content being made available exclusively online. Many respondents see television watching as a sociable and communal activity and fear that if more BBC content is placed online, it will reduce viewership and diminish opportunities for family and friends to socialise around a new television programme.

Some people voice concerns over the impact of the proposal on the licence fee. Some feel that the move to more online programming is of less value than televised programming and that the licence fee pays for television broadcasts rather than online content. Others are concerned that licence fee payers who do not have internet access would receive poor value for money.

Despite the polarised views outlined above, a sizeable proportion of respondents are simply indifferent to the proposals.

Overall views on BBC iPlayer

Most respondents are regular users of iPlayer and value the service for its catch up capacity

Approximately half of the iPlayer users who responded to the consultation are regular users who tend to watch content several times per week. Users state that they appreciate having the opportunity to catch up on missed programmes and access content from the BBC archives.

"iPlayer is brilliant for its original purpose of catch up TV on shows that I might have missed"

(16-24, Female)

"I love iPlayer and it's one of the BBC's best assets. I will always use it and often seek out archive content that's often uploaded and related to current programmes."

(25-34, Male)

Most praise the current format, preferring that the service remains unchanged

BBC iPlayer is regarded as an invaluable service and highly praised in its current format. As such, most respondents are keen for the service to retain its original nature.

"iPlayer is a fantastic service at present for those programmes that one didn't have the chance to watch at the time or that one has subsequently heard about from talking with other people. It should not become the first place to watch stuff."

(35-44, Male)

"It's a great system already, there is no point changing something that is already fine!"

(16-24, Female)

Positive views on the proposed changes to iPlayer

Increased choice and flexible viewing times are key drivers of positive opinion

Some iPlayer users who responded to the consultation view the proposed changes to the service favourably. A sizeable proportion describe the added benefit that having a wider range of repeat, premiered and third-party content available on demand would provide.

"iPlayer is fantastic, the range and standard of programming is superb; more diversity and options can only make it better."

(45-54, Male)

Watching online is perceived to be advantageous as it provides flexible viewing times, and some respondents react favourably to the possibility of sourcing a broader variety of programming through a single unified source.

“I think this gives the BBC more flexibility in presenting programmes and attracting more online viewers that will allow further development of the service. Also, viewers have the ability to access this content at convenient times. iPlayer is an excellent service and this will develop it.”

(55-64, Male)

“The more I can consume media from different sources through a single outlet the better!”

(35-44, Male)

Many feel an increase in quantity and diversity of content will result in an increase in users

Many perceive an increase in the number and diversity of programmes to be a positive improvement to iPlayer’s ability to cater for a wider audience. A small number believe that this will increase iPlayer’s user base.

“I think it would be very useful as I believe it would help reach new people.”

(35-44, Female)

Numerous respondents believe iPlayer can act as a platform for producers of third-party content to gain appreciation

On the whole, the suggested inclusion of third-party content on the iPlayer is regarded more favourably than online premieres, and a large proportion of respondents view this proposal favourably. Respondents praise the initiative for its capacity to showcase new talent and provide up-and-coming artists with an established platform on which to display their work. Many reference the difficulty that artists have in gaining recognition and are confident in the ability of BBC iPlayer to expose their work to a larger audience than would previously have been available.

“I think it is a good idea for the BBC to support the Arts which is struggling in many areas. Artists would be able to reach out to many more people.”

(45-54, Female)

Some think online premieres can gauge a programme’s future success and help generate a loyal following before television broadcast

While overall there is only minority support for the proposal for online premiering, some do feel that it would be beneficial.

Younger respondents aged 16-34 believe that the launch of programmes online can be used to gauge the possibility of television-based success while increasing interest before live television broadcast.

“It benefits the Corporation in that viewers can view content early and potentially drive enthusiasm, discussion, and promotion of new content in advance of its traditional broadcast.”

(16-24, Male)

Many believe only certain programmes are suitable for premiere on iPlayer

Most respondents who would value the addition of online premieres to iPlayer place added emphasis on ensuring only certain types of programmes are premiered, mirroring the statement within the proposal that “programmes that contain spoilers, or ones that have a sense of shared viewing experience” are unlikely to be premiered. However, the subjective nature of what constitutes a programme susceptible to spoilers is mentioned as an additional concern by some.

“It depends on which shows. I know the BBC have said 'Programmes that contain spoilers, or ones that have a sense of shared viewing experience' won't be premiered online, but surely that is a person/families opinion based upon their favourite shows, rather than what the BBC thinks is a show that contains spoilers or is a shared viewing experience. Shows like Sherlock and Doctor Who, which are national (even global) TV events (and should be kept that way), should certainly not be premiered online as it would ruin the whole format of the show!”

(Female, 16-24)

Many who are positive about the proposal also express caveats to their support

Most state programmes on iPlayer must also be broadcast on television

While many are supportive of the proposed changes to iPlayer, the prevailing view is that iPlayer is not a suitable substitute for television broadcast. Both those that support the proposal and those who are ambivalent to the changes are keen to ensure that all content available on iPlayer must additionally be broadcast on television.

“Expanding your offer can only be a good thing, as long as they are shown on broadcast TV either first or soon after an online release.”

(55-64, Male)

Many compliment the changes but state they must not occur at the expense of existing BBC television channels

While the consultation questions related to BBC iPlayer, a vocal minority of respondents who view the proposed changes as favourable took the opportunity to mention the importance of maintaining all BBC television channels in their current formats. Many of those who responded to the consultation have particularly strong feelings with respect to BBC Three and view the other proposals in light of its closure. This group tended to be aged between 16 and 44.

“I think the BBC should look to moving some aspects online BUT not at the expense of such a fantastic forward thinking channel like BBC Three.”

(25-34, Male)

“I like the idea of premiering (online) before being broadcast. However I do not like the idea of making BBC Three an online channel”

(16-24, Female)

A handful of respondents state that third-party content must not be prioritised over programmes produced by the BBC

Whilst being supportive of the proposal, a small minority also express concerns that third-party content should not be put on iPlayer at the expense of core BBC programmes. They highlight the possibility that increased third-party content may lead the BBC to producing less original programming and state they would be disapproving of the changes should this occur.

“I don’t see a disadvantage to having third party programmes available on iPlayer as long as it doesn’t result in less BBC programs being available.”

(25-34, Male)

Some also suggest that the increase in programme volume may make navigation of iPlayer more difficult. Respondents suggest that third-party content should occupy a separate section of iPlayer in order to prevent difficulty in sourcing original BBC content.

“Allowing new voices, actors, writers and directors a place to showcase their work would be great, if housed in a separate entity from the main BBC iPlayer content. BBC iPlayer should be a hub of all BBC content”

(16-24, Male)

Some predict iPlayer usage will depend on the appeal of content added

Additionally, a sizeable minority of respondents report that their usage of the proposed features will be dependent on the appeal of the programmes added.

“Providing programmes appeal to me I would go online to watch them”

(Female, 25-34)

A small proportion of respondents are concerned about the effect that poor quality third-party programming would have on the BBC.

“I’m worried that lower quality third party content will dilute the BBC offering”

(Male, 25-34)

Some people are worried that third-party content will not match the tone and quality of the rest of the BBC's output

Ensuring that third-party content is suitable in accordance with existing BBC policies and guidelines is another limiting factor expressed by a significant minority. These respondents describe the high esteem to which they hold the BBC and are keen to ensure that its reputation is maintained. This view is particularly pronounced among men who responded to the consultation but is held equally among different age ranges.

"This will work only if the content has the same quality as that offered by the BBC itself. Your reputation is too good to be soiled by associations that aren't of a comparable quality."

(35-54, Male)

Insufficient promotion of programmes is a concern for many

A significant minority describe the extent to which programmes are advertised as a potential limiting factor in their use of iPlayer, should the proposed changes be implemented. While they do not oppose the suggested alterations to the service, they are keen to state that programmes should be routinely promoted on traditional media to generate awareness around programmes before they are released.

".. if shows were available for previewing on iPlayer, provided they were well advertised I would be interested. However, I am happy to wait for broadcast. I do feel that if previews were made available, audiences should be able to subscribe to notifications about particular shows so they would be informed of a preview being made live."

(Demographic information not provided)

Negative views on the proposed changes to iPlayer

A large number believe that the move to online broadcast may cause them to 'miss out' due to inadequate advertising

On a related note, concerns surrounding adequate promotion are mirrored by a significant proportion of respondents who responded negatively to the proposal. Many describe 'flicking' through television channels as their primary method of discovering new programmes to watch, and stress that they are unlikely to actively seek out new programmes online. They are apprehensive that moving content to iPlayer may result in programmes being missed and can lead to an overall reduction in viewing numbers.

"If it's only online it just doesn't get the same reach as people have to physically go looking for the content. Unlike on the TV where you discover it unintentionally when you're flicking through."

(25-34, Male)

Many oppose the changes due to a preference for TV

The largest proportion of negative reactions to the proposal stem from the respondents' preference for watching programmes on the television. Many prefer to watch programmes on the television as they believe that this is the most comfortable setting in which to enjoy content. This reflects the norm of current viewing habits of older generations, possibly explaining why it is those aged 45+ who most frequently express this opinion.

"When I watch a television programme for the first time I want to be able to sit in front of my television and enjoy it in comfort. I do not watch that much television so wish to enjoy it fully when I do."

(55-64, Female)

The prevailing view suggests that non-broadcast television lacks communality

Many viewers perceive watching television, and premieres in particular, to be a communal activity. They feel that this element will be lost if programmes are transferred online, further increasing their negative attitudes towards the proposal.

"TV is a social thing. People sit together and watch together. Online content is more personal. I do not want to see a situation where people are sitting together in a room all watching separate things on their own devices and not communicating with each other."

(55-64, Male)

Some believe iPlayer is not user friendly

A minority of respondents report that their preference for watching programmes on the television is a result of not finding iPlayer user friendly. While some acknowledge that the poor performance of iPlayer may be related to their internet connection speed, many routinely refer to the service as cumbersome and prone to freezing or becoming pixelated. It has been suggested that instead of implementing the changes to iPlayer, the funds should be diverted to improve the quality of the existing service.

"The iPlayer is clunky, the search is terrible, and the variations between devices are inexplicable. Having paved the trail a decade ago, it is now showing its age and cannot effectively do all it is meant to now, never mind being used as a platform for new and third-party work."

(35-44, Male)

"I personally hardly use the iPlayer as it is poorly laid out, so this should be improved first before adding more stuff to the iPlayer."

(16-24, Male)

Some people oppose the changes due to the licencing fee

Some suggest that the move to online viewing devalues the BBC. Given the requirement of paying the television licence fee, a sizeable proportion of respondents are keen to ensure that television remains the primary medium of television broadcast.

“The iPlayer is a good service but is not convenient all the time. By adding these features, the loss of value to the BBC would be massive as it will degrade the service.”

(16-24, Male)

“If I pay my licence fee, I should have the option to watch BBC programmes on my TV as and how I want to, be this online, or most likely, on the actual TV. My big wide screen HD TV, which makes viewing a pleasurable experience. I do not want to watch things on my laptop.”

(34-44, Female)

Many complain that a move to iPlayer could necessitate the payment of both the TV licence and an internet subscription

Additionally, many respondents feel that the proposed changes would necessitate the payment of both the TV licence and an internet subscription and therefore feel negative towards the proposal.

“If I had to pay a TV licence fee as well as ISP charges I would feel duped. If the changes to iPlayer were other than for improving received quality, I would view them as a commercial ploy.”

(55-64, Male)

The licence fee forms the basis of additional concerns highlighted by many, namely that those who do not pay the licence fee are still able to access iPlayer, and that funds dedicated to traditional services should not be used on digital channels. These contentious issues are perceived to be unfair by a sizeable minority, particularly given that the implementation of the proposal may result in the reduction of BBC television services and coincide with the closure of BBC Three.

“This proposal seems to be costing the BBC and TV licence fee payers, whilst at the same time giving non-licence fee payers access to content. And at the same time, TV content is cut – this is just unacceptable.”

(55-64, Male)

“BBC licence payers should not be funding services not broadcast on TV. That is: the TV licence is specific to TV viewing and is enforced as such. As licence fee payers, we object to funding online services.”³

(55-64, Female)

Several people regard online-only broadcast as discriminatory

A relatively small number of respondents believe that only showing programmes, and particularly premieres, on iPlayer has the potential to be discriminatory. These respondents believe that the absence of a suitable device and lack of internet capacity would restrict many in the UK from accessing the online content, creating an exclusive community of those who have and a secondary population of those who have not. The required payment of the licence fee is frequently raised as a compounding factor.

“I think of a premiere being something new for everyone and all can receive TV. If it is premièred on-line it seems more selective - aimed only at those with computers / fast broadband etc.”

(35-44, Male)

“Your proposals exclude people who will nevertheless be forced to pay a licence fee. How is that fair?”

((Demographic information not provided))

Some worry that ‘non-standard’ viewing times risk potentially introducing spoilers

‘Non-standard’⁴ viewing times are thought by some to increase the probability of spoilers, creating the potential for the programme to be ruined for those watching later. The respondents deem premieres to be particularly susceptible to spoilers and suggest that this will reduce the viewing pleasure for those watching later.

“Online premiering has a potential issue surrounding “spoilers” which may impact on the enjoyment of people who do not have access to iPlayer. This disproportionately affects low-income families and the children of low-income families.”

(16-24, Male)

Some believe third-party content may negatively impact the reputation of the BBC

For a small proportion of respondents, the addition of third-party content is viewed as particularly unfavourable due to its potentially detrimental effect on the BBC. They are

³ Note that the Licence fee pays for [TV](#), [radio](#) and [online content](#), as well as developing new ways to deliver content. The licence fee currently covers live streaming but not on-demand viewing.

⁴ By non-standard, we mean that programmes are not broadcast on television at a specific time.

unsure of the ability of the BBC to moderate content, and as such they are keen to ensure that iPlayer remains a BBC only service.

“The BBC's output is generally highly regarded both at home and abroad - it would be concerning for third party organisations to be using the BBC as a platform without the BBC having a major influence on quality control.”

(25-34, Male)

Many of these respondents suggest that it is the quality of BBC programming that sets the broadcaster apart from competitors, and introducing third-party content may cause the service to lose its distinguishing feature.

“There are more than enough other channels showing third party rubbish. The BBC is known for good quality programmes - don't dilute the quality with poorly shot, poorly conceptualised and factually wanting programmes.”

(Demographic information not provided)

Additionally, some believe that third-party content may distract from BBC programmes and dilute the strength of the BBC brand, while making the website increasingly difficult to navigate.

“I have concerns about how this would work. If there is ever any confusion about the origins of third-party content, and the possibility that non-BBC content could be confused with BBC content, I don't think this service should go ahead.”

(25-34, Male)

“iPlayer is the go-to location for BBC output. Mixing in other content will increase the 'trawl through' to find what you want or what you are looking for.”

(45-54, Male)

A small proportion are apprehensive that third-party content may lead to diversion of funds from the BBC

A significant number of these respondents are also apprehensive that the introduction of third-party content may divert funds from the BBC. Some believe the funds would be better suited to improving BBC services elsewhere.

“I would rather the BBC spend its money on making decent programmes of its own, than spend larger amounts of money bidding for third party shows - all this means to me is that an already considerable decline in new quality programming would hasten.”

(25-34, Male)

Indifferent views on the proposed changes to iPlayer

Many have no strong opinions relating to the iPlayer proposal

Although most people chose to answer this section of the consultation document, a sizeable proportion of respondents are neither positive nor negative towards the proposal. They predominantly use iPlayer as a catch-up service in the event that they miss a programme they are interested in, and many report that the addition of new and previously unseen content is highly unlikely to change their current usage pattern.

“I rarely use BBC iPlayer as a means of finding new content, and I believe the same is true for most users. In that respect, I do not consider online premiering and third party content as concepts that will work in the long run.”

(25-34, Male)

Suggested alterations to the current service

Many would value the addition of programmes from US television channels

Despite being beyond the scope of the changes proposed by the Executive, a minority of respondents express congruent suggestions that they believe would be better suited to improving the current iPlayer service. Those who responded to the consultation are largely keen for programmes from US television channels to be included on iPlayer. Many respondents make direct references to *American Dad* and *Family Guy*, and request that these are included on iPlayer given that they are shown on BBC Three. This view was particularly prevalent among those aged between 16-24, matching the demographic profile of those most vocal about preventing the loss of these programmes from BBC Three.

“I hardly use iPlayer, it is only used to perhaps see a programme I may have missed. If programmes such as Family Guy and American dad were shown on iPlayer, I would most likely use iPlayer more often.”

(16-24, Male)

Some believe the addition of more BBC content from the back catalogue would be of more use

Additionally, a sizeable minority of respondents would enjoy the addition of more programmes from the BBC back catalogue onto iPlayer, available either for purchase or for a longer period of time.

“iPlayer is a useful addition to current broadcast technology. I use it extensively while travelling and occasionally at home. The biggest problem I have with it is that not all broadcast programmes are available on iPlayer - I understand the minefield of programme licensing but would, personally, like to see the BBC investing more effort into increasing availability and persistence of programmes on the service before moving in to other areas.”

(55-64, Male)

Several reference online subscription streaming services as a model on which iPlayer should be based

Many make frequent references to other online subscription streaming services such as Netflix, as those responding to the consultation believe these services are well suited to cater for the changing preference in viewing medium. Respondents suggest that these services have a successful business model that BBC iPlayer should emulate.

“I think online premiering of some shows would be a step in the right direction as audiences move increasingly towards on-demand viewing”

(16-24, Male)



CBBC Proposal Summary

CBBC is available on all television platforms: DTT (Freeview, YouView) cable (Virgin), satellite (Sky, Freesat) and via iPlayer. It currently broadcasts from 7am to 7pm every day of the week. The Executive is proposing that CBBC broadcast hours be extended by two hours per evening, every day, in both standard definition (SD) and high definition (HD), on all platforms. The Executive proposes to use the first hour (between 7pm and 8pm) for programmes which appeal most to 6-9 year olds and the second hour for programmes which appeal to the older 10-12 year olds. The proposal is designed to extend the availability of the channel to the children's audience in the UK.

The extra two hours per day will be used to show repeats of programmes which aired earlier in the day.

This depends on the closure of BBC Three's broadcast channel. CBBC would be shown between 7pm and 9pm on the BBC Three transmission slot.

Alternative options

The Executive considered selling the space made available by the closure of BBC Three but concluded that the BBC would not be paid very much for it, as DTT (Freeview) spectrum currently sells at a relatively low price.

Views on the proposed extension of CBBC hours

Summary

A majority of those responding to the proposed changes to CBBC are, on the whole, opposed to the proposal. Many respondents believe that extending broadcast hours until 9pm could have a negative effect on children. In particular, a number of respondents regard 9pm as too late for younger children to be watching TV and that they should either be in bed or preparing for bed.

Another concern for many is that television viewing hours should be regulated in order to allow for other activities, such as family time, hobbies and homework. These respondents feel that extending the viewing hours of CBBC to 9pm would undermine those activities. There is also concern amongst some that extending broadcast hours until 9pm would increase the risk of exposure to post-watershed content.

Some respondents, however, are in favour of the changes. A number of these respondents hold CBBC in high regard and would welcome increased output. Many of these respondents state that they would be happy for children to watch CBBC after 7pm. There is a perception amongst many respondents that older children are not likely to be in bed between 7pm and 9pm and would benefit from CBBC being broadcast at this time. Some believe that repeating content shown earlier in the day would benefit school-aged children who would otherwise not have the opportunity to see these programmes.

Others believe that older children have other options after 7pm, making the extension of hours unnecessary. A number of respondents state that there is more family-oriented content – suitable for both children and older household members – that would be appropriate to watch at this time. Some respondents believe that existing on-demand services are sufficient to cater for children who would wish to watch content between the hours of 7pm and 9pm.

Many of those responding to the consultation view the proposed changes to CBBC in the context of the BBC Three proposal. Some state that, whilst they are not opposed to the extended hours per se, it should not come at the expense of BBC Three as a broadcast channel. Some oppose the proposals because they feel that the BBC caters less for BBC Three's target audience than it does for children.

Overall views on the proposal

Some view increased children's television viewing as a negative

Respondents to the consultation differ in their views on these proposed changes. On balance, a majority oppose the proposals to extend CBBC's broadcast hours. In particular, many respondents have concerns about the potentially negative effect of increased television viewing at later hours in the evening on their children.

"Children should not have unrestricted continual access to television, there are other interests in life"

(45-54, Male)

"There is no need to encourage children to spend even longer in front of the television"

(16-24, Female)

Many believe that on-demand content is sufficient for post-7pm viewing

Additionally, many feel that younger generations of children are increasingly competent at using digital technologies such as tablets and iPlayer. Respondents suggest that this negates the need for extending CBBC, as children who wish to watch programmes after 7pm can instead pick the exact programme they would like to watch on an on demand service.

"From my experience, children tend to watch content on demand via services such as BBC iPlayer. Seeing as CBBC shows some repeats within its current time slot, extending its hours to show more repeats doesn't seem like a reasonable idea."

(16-24, Female)

However, some feel the proposed changes would be a positive move

Some respondents to the consultation do express interest in the proposal to extend CBBC's broadcast hours, with many among this group suggesting that it would be an appropriate move which would both suit the changing viewing habits of the target audience and improve the variety of available children's television.

“In modern society children and young teenagers stay awake longer so having CBBC run until 9pm would be fine.”

(16-24, Male)

Some perceive benefits of repeat programming for school-aged children

Some suggest that repeating programmes from earlier in the day would be a good idea, as it would allow children to see programmes originally broadcast while they were at school or doing homework.

“I know that these channels sometimes loop themselves in a day but extending the hours could give more opportunity to watch shows which have been missed during the day. Especially if children have homework and school and don't have that option to watch it earlier.”

(16-24, Female)

Increased CBBC output is welcomed by many

Respondents welcome the idea of the increased choice and variety that the proposed change would bring, which reflects the fact that CBBC programming is widely considered to be of high quality.

“There is often a lack of appropriate or interesting programmes on other channels after 7pm for my younger siblings. This is most troublesome at the weekends with them expecting to go to bed an hour later than in the week. Provided the programmes shown at this time are of good quality it will be very much welcomed by us.”

(16-24, Male)

Many regular viewers would happily allow their children to watch CBBC after 7pm

There is also a general appreciation of the existing CBBC programming, particularly among those whose children are regular viewers and many would be happy to see their children watch more CBBC programmes between 7pm and 9pm.

“The current CBBC hours are good, but an extension would be better - when children are unable to go to bed by 7pm, the option of quality children's programmes is preferable to other choices on TV.”

(45-54, Female)

Many are broadly indifferent to the proposal

However, many have no strong views on the proposed change and say they would not be personally affected in either a positive or a negative way.

Adults without children have a particular tendency to be indifferent towards the proposal as most of this group do not watch CBBC themselves and therefore have no first-hand experience of the channel and its programming.

“The changes to the times of CBBC would not make any difference to myself or my partner as we do not have any children.”

(25-34, Female)

Responses relating to children’s bedtimes

Some believe younger children should be in bed before 9pm

Many argue that the BBC should not be encouraging more television viewing among young children and there is a strong belief among some respondents that younger children should be in bed well before 9pm.

“Parents should be putting their children to bed between 7 and 9. Children who don't do this for any reason shouldn't be rewarded with extra television, but encouraged to either sleep or entertain themselves with a book or toys. Adults shouldn't watch TV immediately before they sleep, and children shouldn't either.”

(25-34, Female)

7pm is seen as a suitable cut-off point by some

On a related note, the prevailing view from many is that the current end of CBBC broadcasting at 7pm forms a good cut-off point for television viewing, after which their children generally relax and prepare to go to bed. Respondents frequently mention the negative effects that watching television so close to bed time may have on sleep and subsequent performance in school, so are keen to ensure that possible television viewing times are not extended.

“There is evidence to show children should not watch television an hour before bed as it makes it harder for them to sleep and therefore perform worse in school. In my opinion children 6-9 should be in bed by 8 pm and my 13 year old is in bed between 8 and 9pm so extending the channel I feel is not necessary and a waste of resources.”

(35-44, Female)

“As a parent it has always been my firm belief that children should not watch television after 7pm in order to give time for them to wind down and get ready for bed at 8 pm(to age 9) or 9 pm(to age 12).”

(65 and over, Female)

Many are concerned that extended viewing hours would make bedtimes difficult to enforce

Many suggest that the proposal will create increased tension between parents and children. They state that CBBC closing is a trigger for initiating bed time and extension of the channel's operating hours would increase the difficulty in enforcing bed times.

"For my youngest child (who needs to get to bed earlier) getting her to turn off the TV would only get harder."

(35-44, Male)

The perceived negative effect of extended television viewing

A number of respondents feel TV viewing should be regulated

Further, some respondents believe that children's television viewing should be regulated, and that having enough time for their homework, hobbies, and quality time with their family is more important than media consumption.

"7pm is a sensible cut-off for bedtime or to encourage kids to spend time with the family, do homework or some sort of hobby or practical pastime. I feel 9pm is too late."

(35-44, Male)

Some are concerned about accidental exposure to post-watershed content

Some respondents express concerns that viewing extended to 9pm may increase the likelihood of accidental exposure to post-watershed content. Many hold the perception that a two hour break between the closure of CBBC and the onset of the watershed is crucial in preventing this from happening.

"It's is right up at the watershed, which in effect means a child is likely to switch directly over to watershed content. Having a break of 2 hours stops this from happening."

(45-54, Male)

Older children

Some feel that older children are able to watch more general programmes after 7pm

Some respondents mention that adults in the household would prefer to watch adult programming after 7pm and say that any children old enough to watch television after this point would be able to watch less age-specific programmes with their family. These respondents frequently refer to the importance of these hours of shared viewing and feel they are able to bond over programmes which the whole family enjoy.

"My daughter is 10. She has a long day, including breakfast and after-school club. We get home at 6 and she watches a programme or two on CBBC. Between 6-7 I join her for dinner and we switch to a channel that meets both our tastes (BBC3 is often our preferred choice). She goes to bed at 8 to read and get a good night's sleep for the following day. I like that we

watch TV together, I don't want to have conflict over her desire to watch CBBC for longer (into our shared viewing time) or past her bedtime."

(Demographic information not provided)

"Children should not really be watching any TV until 9pm and certainly not children's TV. Parents have channels like this on throughout the day but by the evenings most people have had enough and choose to watch other programmes as a family."

(Demographic information not provided)

A small number also suggest that the closure of CBBC at 7pm is an important component in mediating the transition of older children to child-friendly programmes on other television channels. Respondents believe that educational programmes are frequently broadcast at this time, and therefore encouraging children to watch at these times can help to broaden their horizons.

"Shifting younger viewers to BBC 1 - 4 allowing them to watch more mature but child friendly content pre-watershed is an important transition into the adult world. i.e. all the great nature shows, and documentaries."

(35-44, Male)

Some state that older children prefer to watch content other than CBBC in the evening

Many respondents also believe that older children – those whom the proposal is supposed to benefit – have outgrown CBBC by the age of 10. Some parents state that their children prefer to watch adult programmes instead, many of them similar in style to programmes currently shown on BBC Three such as *Family Guy* and *American Dad*.

"In my experience as a mother and a grandmother, 12 year olds do not watch kids TV - they watch American Dad, Friends or The Simpsons."

(Demographic information not provided)

Some state that older children stay up later than 7pm

Many believe that children's' bedtimes – particularly for children over 10 years old – are now generally later than 7pm and that many children would therefore benefit from having more evening entertainment available to them. Respondents describe the perceived lack of suitable programming after 7pm and feel that the adult content shown at these times is not appropriate for children. They support the proposal as they believe increasing the operational hours of CBBC will better suit their children at weekends and as they age.

"My son is 8 and goes to bed at 7.30-8pm. We do not allow him to watch TV after 7pm, as it affects his sleep. However, as his bedtime gets later I would be happy for him to be able to watch appropriate programming after 7pm. The only available programming after 7pm is adult viewing and often unsuitable for youngsters."

(45-54, Male)

Responses relating to BBC Three

Many view the proposal in light of changes to BBC Three

Many of those who responded to the consultation have very strong feelings on the proposed closure of BBC Three and view the other proposed changes in light of their impact on this channel. There is a perception that the proposed extension of CBBC viewing hours will come at the expense of BBC Three as a broadcast channel.

"I am happy for children's channels to broadcast longer. However, this should emphatically NOT be at the expense of BBC 3 or 4, which significantly expand the viewing options for a wide section of society."

(25-34, Male)

Some feel the changes should not be at the expense of losing BBC Three as a broadcast channel. While many are not opposed to the extension of CBBC's broadcast hours in itself, there is a clear sense that BBC Three should not be cut in order to provide an extended CBBC service. Some respondents suggest that budgetary cuts could be incorporated into the existing services by reducing the volume of original output on BBC Three or postponing its start time while keeping the channel television-based in lieu of an extension in the hours of CBBC.

"This is children's TV - the service should cease at 7pm when most children are getting ready for bed (or at least should be). BBC Three should continue and use these hours (even if it has to be "trimmed" to a reduced content because of budgetary restraints. If older children are still up, many will find this pre-watershed BBC Three suitable to watch."

(35-44, Male)

There is a perception that 16-34 year olds are less catered for as an audience

There is a feeling amongst some respondents to the consultation that there is much less provision for the 16-34 year old audience. Many of these respondents feel that a channel providing original programming for this audience should therefore take priority over expanded television coverage for children.

"Disposing of the only channel that targets 16-34 year olds to put out two hours of CBBC repeats at a time when that target audience will either be doing homework or other activities is insane. It is an excuse to justify a bad decision"

(35-44, Male)

"The BBC is victimising the young adult demographic by removing BBC Three. CBBC is only used by children who go to bed earlier and do not need an extra hour of broadcasting."

(25-34, Female)

Alternatives to the proposal

Ultimately some regard original programming on BBC Three as a better use of funds

There is also a perception that audiences are not best served by the provision of two hours of repeats instead of original programming on BBC Three.

“Two hours of repeated programmes in place of BBC3 is short-changing the public. Have always considered it ridiculous that the BBC could/would not offer longer hours on children’s programmes given the back catalogue of series, but to play 2 hours of the same day repeated programmes is too little and at the expense of BBC3 too costly.”

(45-54, Female)

A handful would prefer additional broadcast hours before 7am

While a small handful of respondents are supportive of the proposed extension to CBBC’s operational hours, they suggest that the having an additional two hours of programming before 7am would better suit the needs of parents.

“I would have thought that making it come on earlier would be a better idea as I know my child used to get up at the crack of dawn so, starting shows say at 5.00am would be better!”

(45-54, Female)

Respondents state that their children often have enforced bedtimes, but are more likely to wake up earlier than 7am. Some of those who responded to the consultation express their preference for having programmes to provide entertainment for their children before 7am.

“Children’s TV should be aimed at the times that children would normally be awake. 9pm is too late for younger children. It would be more beneficial to go earlier by 2 hours rather than later”

(25-34, Male)

“It should start earlier as most young children are up before then and parents would find it more useful at 6am. Children should be going to bed after 7pm or winding down.”

(25-34, Female)

4 Views on the Overall Package

In this section of the consultation questionnaire, respondents were asked to consider the Executive's proposed changes as an overall package.

Respondents to the consultation have mixed views of the package as a whole. While some wholeheartedly support or oppose the whole raft of proposals, many others pick and choose areas which they approve or disapprove. Some are ambivalent to changes as long as it does not affect the amount of licence fee they pay. Most people used this question as an opportunity to reiterate the points made elsewhere in the consultation.

Wholly positive feedback on the package of changes

Some people feel that the overall package of proposed changes marks a positive move for the BBC. Several people specifically mention that the organisation is "moving with the times" and that the proposed changes seem to reflect the evolving television landscape. Particular reference is made to the increasing emphasis on "on-demand" viewing, with more content and viewing shifting online.

"Yes, this is the right way forward and opens up a new age of how we experience and consume TV"

(16-24, Male)

"The whole package is an interesting an innovative proposal. It is definitely something that the BBC should be considering"

(25-34, Male)

Mixed feedback for the package of changes

Many respondents have mixed feelings towards the package as a whole; they often support a majority of the proposals, but take issue with one or two of the others.

Some respondents think in terms of the allocation of funds across different services. In particular, while BBC One+1 is widely regarded as being a good idea, some feel that it is not worthwhile if it comes at the price of BBC Three.

"Overall I think the changes are reasonable, however I do not see the need for a +1 service"

(45-54, Female)

"Most of the services, yes, however the BBC Three amendment is something I fiercely disagree with...The BBC One + 1 service is something I would advise go ahead and so too with the extension of the CBBC channels hours"

(16-24, Male)

Wholly negative feedback for the package of changes

Many of those offering wholly negative feedback on the proposals are the same people who voiced firm opposition to the closure of BBC Three elsewhere in the consultation. Those people providing universally negative feedback are split into two camps:

Those who do not wish to see any changes to the BBC at all

Some respondents simply wish the BBC to stay exactly as it is.

“No I think the BBC need to remember they shouldn't change what isn't broken and they need to remember what their viewers want”

(25-34, Female)

Several of these people reference BBC Three, mentioning that the BBC currently succeeds in catering to a youth audience.

Those who see a place for reform but who reject the measures proposed in the consultation

Many respondents acknowledge the challenges facing the BBC, and as such they agree with the need to make changes. However, some disagree with the proposals on offer in this consultation.

“Great to see BBC thinking about how to keep refreshing and updating its services but I think they really have got the wrong ideas”

(25-34, Male)

Impact of Proposals on Groups

Respondents were asked for their views on the impact of the proposals on groups of people with certain characteristics (i.e. gender, race, disability, age, gender reassignment, pregnancy and maternity, religion and belief, sexual orientation, and marriage/civil partnership).

The most frequently cited concerns relate to age

Some people believe that the proposed changes will adversely affect the BBC's youngest and oldest age groups.

Younger people

Several respondents are concerned about the impact of BBC Three's proposed closure on young people. The station is regarded as the BBC's flagship service for younger people by many consultation respondents; as such, some voice concerns that the move online will diminish the extent to which younger people are represented by the BBC.

Older people

Others are concerned that placing more emphasis on online services risks alienating people who either lack internet access or have lower digital skills than younger audience members.

A smaller proportion of respondents raise concerns relating to other groups

Many of the concerns around representation of certain characteristics refer to the proposed closure of BBC Three as a broadcast channel. Some feel that BBC Three goes further than other channels in representing minority audiences.

Other people used this question as an opportunity to express a broader view that the BBC underrepresents some of these audiences. These views are typically independent from the specific proposals being analysed in this consultation.

Ethnic minorities: Some respondents feel BBC Three more widely represents ethnic minorities than on other television channels, with particular reference to BBC One and BBC Two.

LGBT groups: Others mention that LGBT groups and issues are also more widely represented on BBC Three than on other BBC channels. These responses suggest that by removing BBC Three, these groups will be under-represented on other BBC channels.

Disability: Several respondents mention that programmes featuring people with disabilities are more widely covered on BBC Three than on other channels.

People living in rural areas: some cite limited internet speed and broadband availability as reasons for worrying that people in rural areas will be underserved by a move towards online services.

5 Appendices

5.1 Twitter responses

In addition to using Twitter to publicise the consultation, the BBC Trust also accepted tweets as consultation responses. At the end of the consultation, the Trust searched Twitter for responses using relevant search terms. This process uncovered approximately 526 unique consultation responses. The search terms used were:

- @BBCTrust
- @BBCThree
- #BBCThree
- #SaveBBCThree
- #savebbcthree
- #bbc3

Responses through Twitter are markedly different to those submitted through the main online and postal consultation channels. For one, they are restricted to 140 characters, whereas the main consultation document sets no word limit. Moreover, Twitter responses tend to focus on single issues rather than the full range of proposals under consultation. For this reason, Twitter responses are analysed separately from the main consultation channels.

Summary of Twitter responses

Some people used Twitter to advertise the consultation as a whole and to encourage others to take part. However, almost all of the responses submitted on Twitter related to the BBC Three proposals. The site was mainly used as a campaigning platform for those in opposition to the proposal involving closing BBC Three as a broadcast channel and moving it online. A large proportion of relevant tweets used the hashtag #SaveBBCThree (or a similar variation).

"I might actually turn into a nervous wreck without my daily fix of Family Guy and American Dad #SaveBBCThree"

"If you haven't yet, please sign BBC Three closure consultation. There's a good chance it can be saved #savebbcthree"

A large majority of the tweets related to the BBC Three proposal and reiterated the same points made through the main consultation channels. However, one difference is that Twitter responses offer more 'live' feedback on developments during the consultation. For instance, several tweets refer to statements made by celebrities about the proposed closure of BBC Three as a broadcast channel. News stories containing rumours about take-over bid by a production company were also re-tweeted frequently; in fact as many as 242 tweets referenced this news story.

Only a small handful of responses referred to the other consultation proposals and of these, several still used the #BBCThree or #SaveBBCThree hashtags.

"Extending CBBC to 9pm also means our younger viewers are better catered for.' But if it can't afford #WizardsvsAliens, where's the £? #BBC3"

5.2 Demographic profile of respondents for each proposal

	BBC Three	iPlayer	BBC One+1	CBBC	Overall questions
TOTAL*	20,649	12,304	13,806	11,124	11,463
<i>Age</i>					
Under 15	1%	1%	1%	1%	1%
16-24	17%	22%	21%	23%	22%
25-34	15%	20%	20%	21%	22%
35-44	11%	15%	15%	16%	16%
45-54	10%	14%	13%	14%	14%
55-64	8%	12%	12%	12%	13%
65+	4%	6%	6%	6%	7%
Refused/ Not given	35%	10%	11%	6%	4%
<i>Gender</i>					
Male	38%	53%	52%	54%	57%
Female	28%	37%	36%	39%	38%
Refused/ Not given	35%	10%	12%	7%	5%
<i>Region</i>					
England	57%	80%	78%	83%	85%
Scotland	4%	6%	6%	6%	6%
Northern Ireland	1%	1%	1%	2%	2%
Wales	3%	4%	4%	4%	5%
Other	1%	1%	1%	1%	1%
Refused/ Not given	34%	8%	10%	5%	2%

*Total numbers are based on all respondents completing the consultation online (22,621).