



Broadcasters satisfaction research results 2021- 2022

Broadcasting Standards Authority
Te Mana Whanonga Kaipāho

30 May 2022

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Introduction

The Broadcasting Standards Authority (BSA) was established under the Broadcasting Act 1989 as an independent Crown entity and tribunal. It has a number of functions including to:

- ▶ determine complaints about broadcasters' compliance with the Codes of Broadcasting Practice relating to broadcasts on free-to-air television, pay television and radio;
- ▶ develop and issue codes of broadcasting practice;
- ▶ encourage the development and observance by broadcasters of codes of broadcasting practice; and
- ▶ oversee the obligation on broadcasters to file a levy return and, if required, pay a levy to the BSA.

This survey seeks to find out how well the BSA is delivering services to all television and radio broadcasters. In 2022, all broadcasters known to the BSA were invited to take part.



Objectives

The overall objective of this survey is to understand broadcasters' satisfaction with the BSA's processes, services and working relationships. The results, outlined in this report, will assist the BSA to measure and monitor the effectiveness of its work and to identify any areas for improvement, including areas where broadcasters require further assistance or education to better meet their obligations.

Specifically, the research covered broadcasters' satisfaction with regard to the quality of:

1. BSA processes and services:
 - ▶ complaints determination;
 - ▶ communications including the use of languages other than English;
 - ▶ BSA research;
 - ▶ BSA website;
 - ▶ Information provision and communication.
2. Their working relationship with the BSA.

Methodology



Method

An online survey of 106 broadcasters known to the BSA was carried out.

Throughout fieldwork, efforts were made to improve the response rate including reminder emails (from NielsenIQ and BSA) to those who had yet to complete the survey.



Fieldwork

The survey was conducted between 30 March and 3 May 2022.



Respondents

A total of 33 broadcasters completed the survey, consisting of eight television broadcasters, 21 radio broadcasters, two dual television and radio broadcasters and two other 'multimedia' broadcasters.

A sample of 33 from a universe of 106 gives a maximum margin of error of $\pm 14.9\%$ at a 95% confidence interval.



Response rate

There was a response rate of 37%.

This is a notable decrease from the 50% and 48% who completed the survey in 2020 and 2021 respectively.

Key findings – year on year

Complaints process	n=	2022	n=	2021	n=	2020	n=	2019	n=	2018
Satisfaction with complaints processes (<i>good or very good</i>)	9**	8	9**	7	8**	5	9**	9	7**	7
Fairness of the BSA's decisions over the last 12 months (<i>fair or very fair</i>)	9**	8	9**	7	8**	5	8**	5	-	-
Responding in a timely manner (<i>good or very good</i>)	9**	8	9**	7	8**	6	9**	6	7**	7
Setting appropriate deadlines to respond by (<i>good or very good</i>)	9**	7	9**	7	8**	5	9**	7	7**	5
Communication of the timeframe (<i>good or very good</i>)	9**	7	9**	5	8**	4	9**	7	7**	7
Managing the overall time the process takes (<i>good or very good</i>)	9**	6	9**	5	8**	5	9**	6	7**	5
Communications	n=	2022	n=	2021	n=	2020	n=	2019	n=	2018
Staff being professional (<i>good or very good</i>)	22*	91%	41	85%	46	96%	49	88%	54	93%
Staff being courteous and considerate (<i>good or very good</i>)	21*	95%	41	85%	47	87%	50	88%	51	86%
Staff being accessible and responsive (<i>good or very good</i>)	22*	82%	42	81%	46	87%	50	82%	54	80%
Staff being informative and knowledgeable (<i>good or very good</i>)	22*	91%	43	81%	47	85%	48	81%	54	89%
Effectiveness of sources of information (top 3 sources in 2022)	n=	2022	n=	2021	n=	2020	n=	2019	n=	2018
Email from BSA	30	90%	50	80%	59	88%	51	84%	53	85%
BSA website	20*	80%	30	77%	35	89%	30*	90%	22*	91%
Broadcasting Standards in New Zealand Codebook 2016	11*	91%	26*	77%	20*	90%	23*	91%	-	-
Information needs	n=	2022	n=	2021	n=	2020	n=	2019	n=	2018
Sought or received information from a BSA workshop or seminar	33	21%	57	5%	60	7%	59	8%	63	13%
BSA website	n=	2022	n=	2021	n=	2020	n=	2019	n=	2018
Visited the BSA website in the last 12 months ^	33	87%	57	68%	60	71%	-	-	63	64%
Content is clear and easy to understand (<i>good or very good</i>) ^	29*	90%	41	78%	34	97%	-	-	37	73%
Content is relevant and informative (<i>good or very good</i>) ^	29*	93%	41	78%	34	94%	-	-	37	81%
Ease of use, including ability to search for content (<i>good or very good</i>) ^	29*	76%	41	71%	34	91%	-	-	38	71%
Organisation of information (<i>good or very good</i>) ^	29*	86%	41	68%	34	91%	-	-	37	84%
Can find what needed (<i>good or very good</i>) ^	29*	76%	40	75%	34	88%	-	-	38	79%
Working relationship with BSA	n=	2022	n=	2021	n=	2020	n=	2019	n=	2018
Satisfaction with relationship with BSA (<i>good or very good</i>)	31	81%	56	80%	58	76%	58	83%	63	80%

^ In 2018, 2019 and 2021 Q17 asked about rating the BSA website, while in 2020 it asked about rating the refreshed BSA website.

* Sample size < 30 ** Sample size < 10

Processes and services

Complaints determination

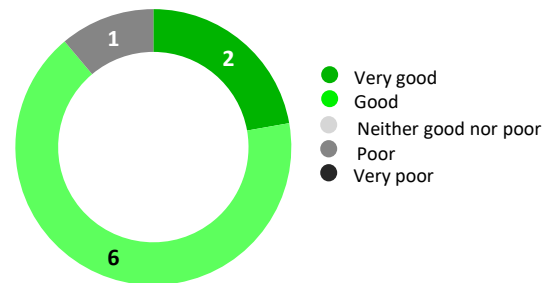
This section focuses on broadcasters who have had a complaint determined by the BSA in the last 12 months (n=9) and generally reports results at a respondent level due to the small base size.

Complaints process has improved over the last 12 months

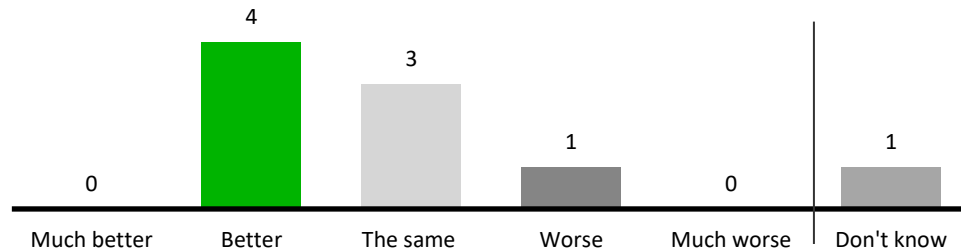
Eight of the nine broadcasters who had a complaint determined by the BSA rated this process positively, with the remaining broadcaster giving a 'poor' rating.

- This is slightly more positive than in 2021, when seven in nine gave a positive rating
- Four of the nine broadcasters felt that the complaints process had improved compared with 12 months earlier (none of the nine broadcasters in 2021 had observed an improvement from 12 months earlier).

Rating of overall complaints process (n=9**) No.



How does the complaints process compare with 12 months ago? (n=9**) No.



Base: All respondents who have had a complaint determined by the BSA in the last 12 months (2022, n=9**; 2021, n=9**)

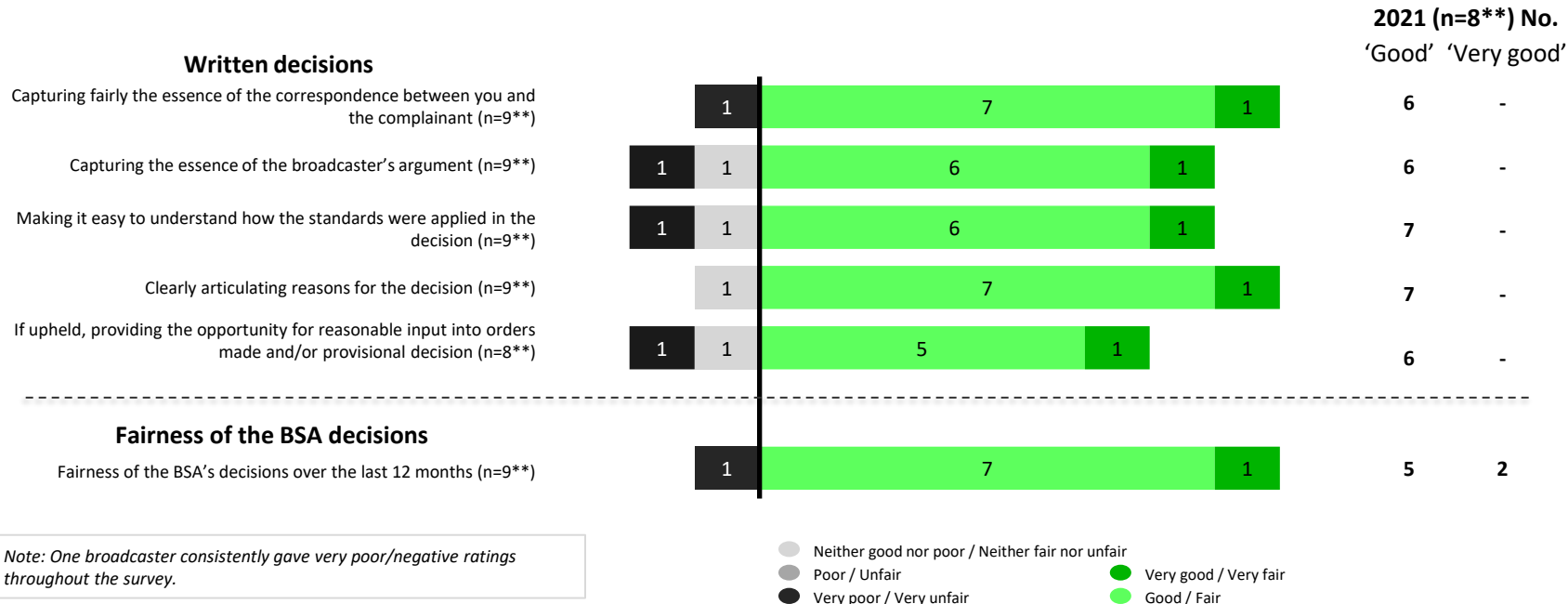
Q24. Overall, how would you rate the process you, as a broadcaster, go through when a complaint has been referred to the BSA?

Q25. Compared with 12 months ago, how would you rate this process?

* Sample size < 30 ** Sample size < 10

The BSA's written decisions continue to be rated positively

All aspects measured received positive ratings by most of the broadcasters.



Base: All respondents who have had a complaint determined by the BSA in the last 12 months excluding 'Not applicable'

Q23. How would you rate the written decisions your organisation has received from the BSA in the last 12 months, in terms of... (scale; very good to very poor)

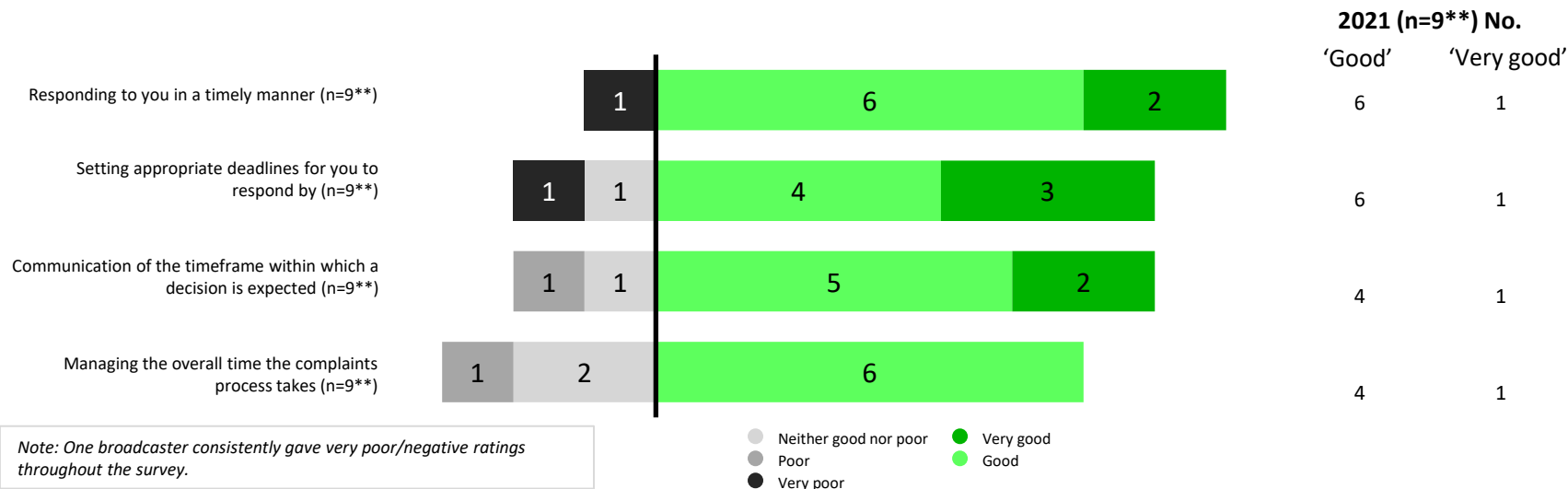
Q28. In general, please rate how fair you think the BSA's decisions were about the formal complaints you dealt with over the last 12 months? (scale; very fair to very unfair)

* Sample size < 30

** Sample size < 10

Perceptions of timeliness have improved

Perceptions around timeframes were improved compared with 2021, particularly with regards to communication of when a decision could be expected. Opinion was more divided on whether appropriate deadlines were set for broadcasters to respond, with three broadcasters giving a 'very good' rating and two a poor/very poor rating.

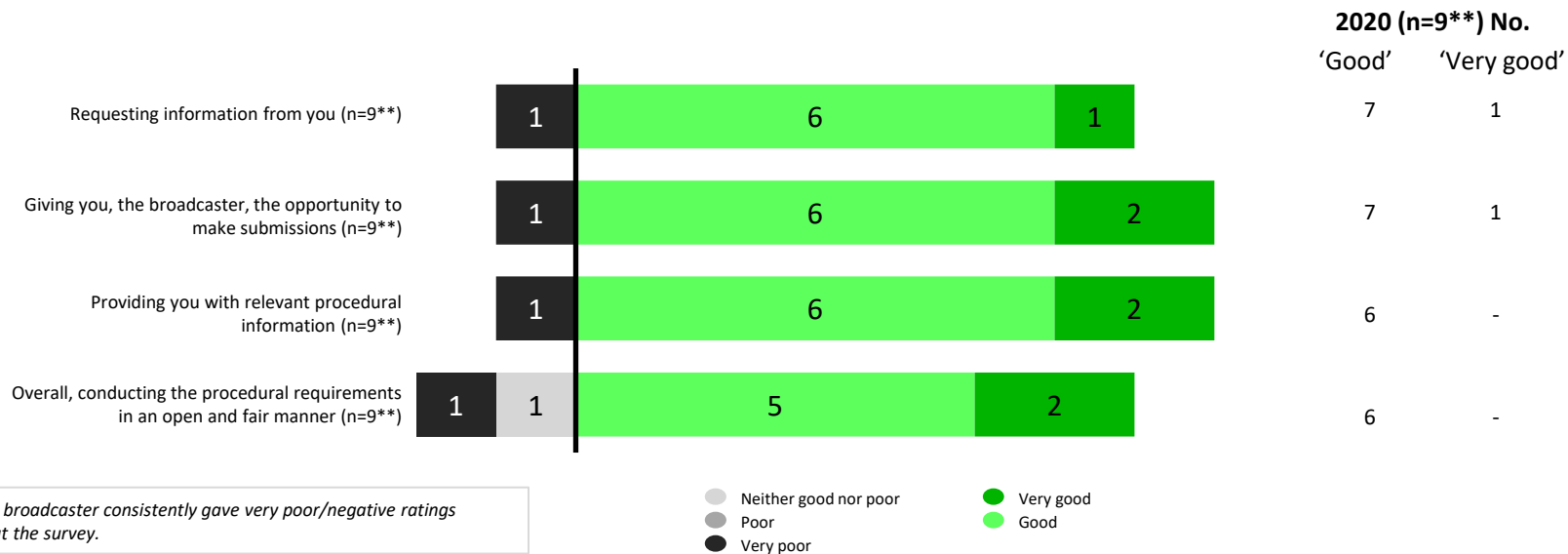


Base: All respondents who have had a complaint determined by the BSA in the last 12 months excluding 'Not applicable'
 Q22. How would you rate BSA's management of the complaints process, from a formal complaint first being referred to the BSA until the decision is released, in terms of...

* Sample size < 30 ** Sample size < 10

Overall, complaint handling is rated positively

With the exception of one broadcaster who rated all aspects as ‘very poor’, broadcasters are positive about all aspects of the complaints process.



Base: All respondents who have had a complaint determined by the BSA in the last 12 months excluding ‘Not applicable’ Q22. How would you rate BSA’s management of the complaints process, from a formal complaint first being referred to the BSA until the decision is released, in terms of...

* Sample size < 30 ** Sample size < 10

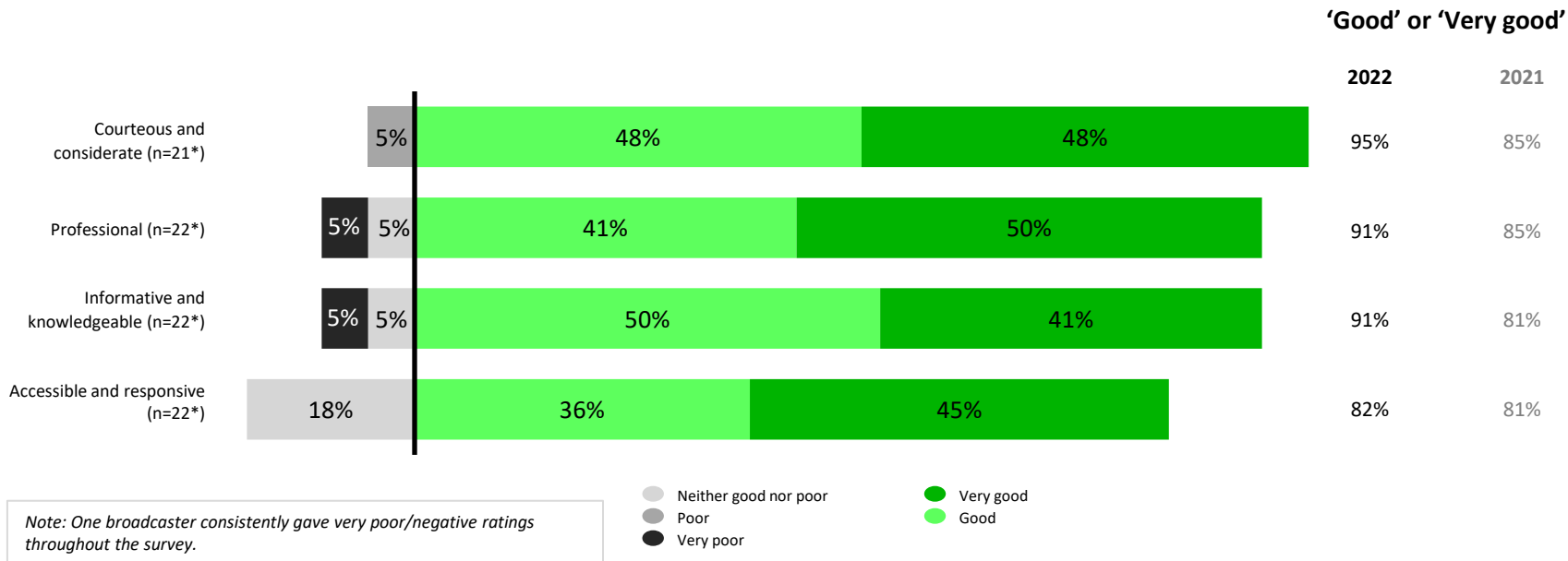


Processes and services

Communication

Contact with BSA staff is more positive overall

BSA staff are rated very positively as being courteous and considerate, professional, informative and knowledgeable. While still positive, they are rated slightly less favourably on being accessible and responsive. Overall, ratings are slightly more positive compared with 2021.



Base: All respondents excluding 'Don't know / Not applicable'
 Q7. Thinking about the personal contact you have had with BSA staff (if any). How would you rate the BSA staff you have dealt with in terms of being...?



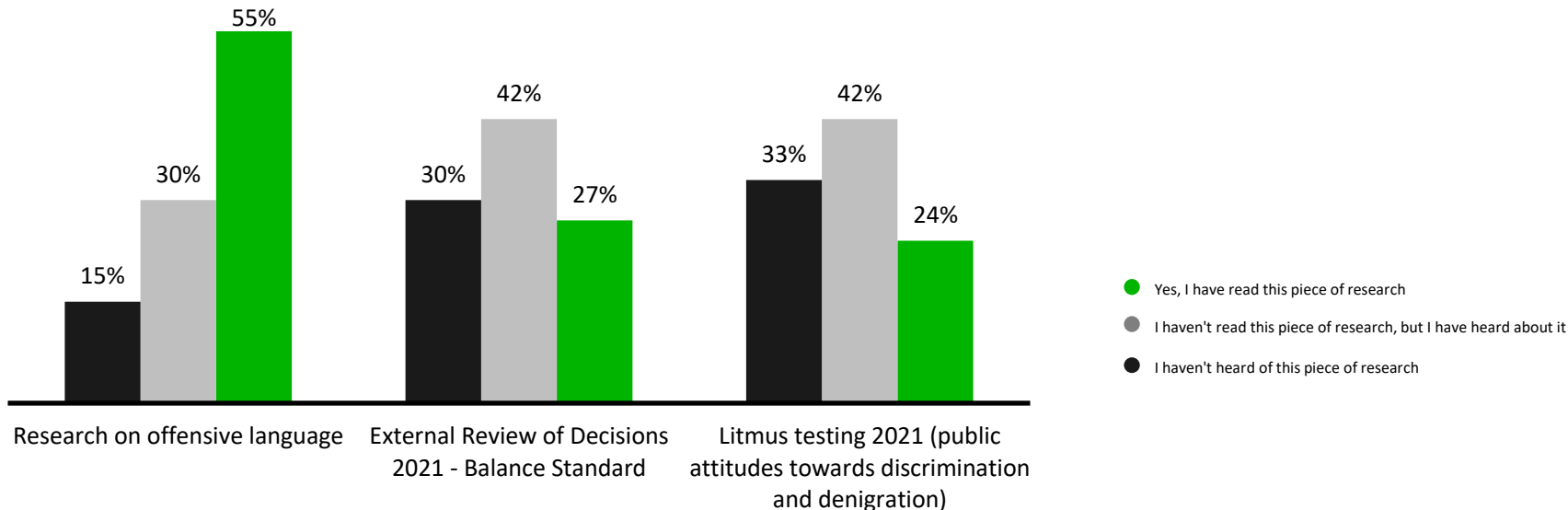
Processes and services

BSA research

High awareness for Offensive Language report

Awareness of BSA research was higher in 2022 than in 2021, with smaller proportions of broadcasters saying they had not heard of the BSA research projects. Seven in 10 had read or heard of the 'External Review of Decisions 2021 - Balance Standard'. Around twice the percentage of broadcasters had read the *Offensive Language* report compared with the other two pieces of research.

Awareness of BSA research



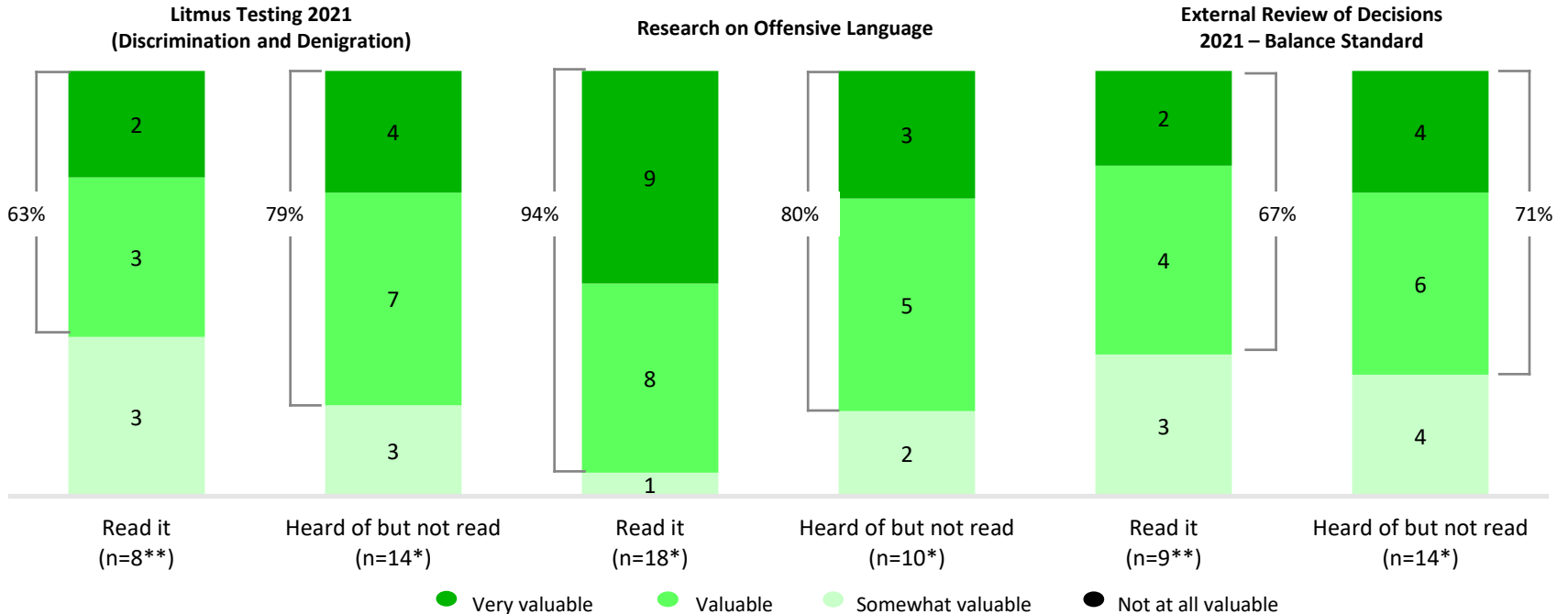
Base: All respondents (n=33)
 Q31. In 2020 the BSA released research findings from its 2020 research programme. Have you read these pieces of research?



BSA-provided resources are perceived to be of value across the board



All of the three BSA research projects considered were perceived as valuable. In particular, the Offensive Language research was perceived as 'very valuable' by half of those who had read it.



Q57. How valuable do you think the 2021 Litmus Testing research on public attitudes towards discrimination and denigration is to you as a broadcaster?

Q58. How valuable do you think the External Review of Decisions 2021 – Balance Standard is to you as a broadcaster?

Q59. How valuable do you think the research on offensive language is to you as a broadcaster?

* Sample size < 30 ** Sample size < 10

Additional comments about BSA research

Broadcasters find the information useful, but want more involvement in the topic selection. Accessibility to the information is also a common theme e.g. 'having a researcher explain the info' or 'making the information more concise' or 'reminder emails'.

Topics could cover off areas where non BSA governed media/social media cover accuracy standard in content.

TV broadcaster

Realise Covid impacted this over the past 12 months, but still maintain it is useful for broadcasting representatives to attend/see the research groups that take place.

TV broadcaster

Topic choices that are relevant to our organisation which could involve discussions with us and the BSA on most common complaints we get.

Radio broadcaster

- statistics & data on
1. population above 18 yo
 2. number on household
 3. tv ownership
 4. smart tv ownership
 5. connected devices ownership ex tv
 6. internet penetration
 7. hbbtv penetration via internet
 8. dvb-t reach / penetration
 9. connected devices use to access content - shift from traditional tv to connected devices

TV broadcaster

Have a researcher discuss the research on our station so that our listeners are fully briefed about the research and will give them enough information to be able to contribute.

Other kind of broadcaster

Handy tips in the website taken from the research it does so it is more accessible for my busy on-air staff.

Other kind of broadcaster

I think the BSA have done a good job, the reports are useful to me and our programming dept.

Radio broadcaster



Use English that everyone understands. Messages get lost in anything else.

Both TV and Radio broadcaster

A reminder email that it exists so I remember to read it.

Radio broadcaster

Research public attitudes towards broadcast of issues related to faith and belief (religious and non-religious) on television.

TV broadcaster

Provide options or ask for suggestions to future research topics.

Radio broadcaster

Make everything shorter/concise.

Radio broadcaster

Survey or report on Maori media sector - how are we doing?

Radio broadcaster

Base: All respondents. Those who provided a comment (n=22). The remaining n=35 did not comment or stated they had no comments / N/A.

Q53. Now thinking about all of the BSA's research, what could the BSA do to make its research reports more useful to you?

*Selected comments are presented. For a full list of comments, please refer to the excel output provided



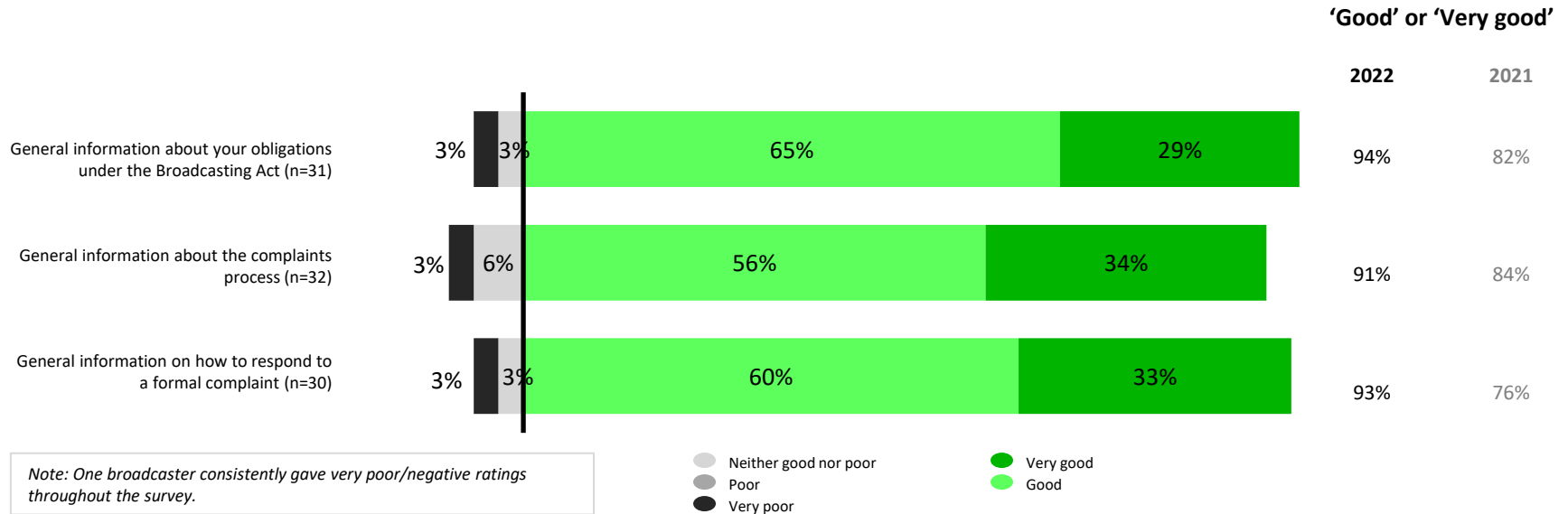
Processes and services

Information

Broadcasters are positive about the general information received from the BSA



Over nine in 10 rated general information as ‘good’ or ‘very good’ for all categories, with all showing an improvement in ratings from 2021. ‘Information on how to respond to a formal complaint increased most, with only two respondents giving a response other than ‘good or ‘very good’.



Base: All respondents excluding 'Don't know/Not applicable'
 Q11. Overall, how would you rate the general information received from the BSA about each of the following...?



Email is the most prevalent source of information about the BSA and broadcasting obligations

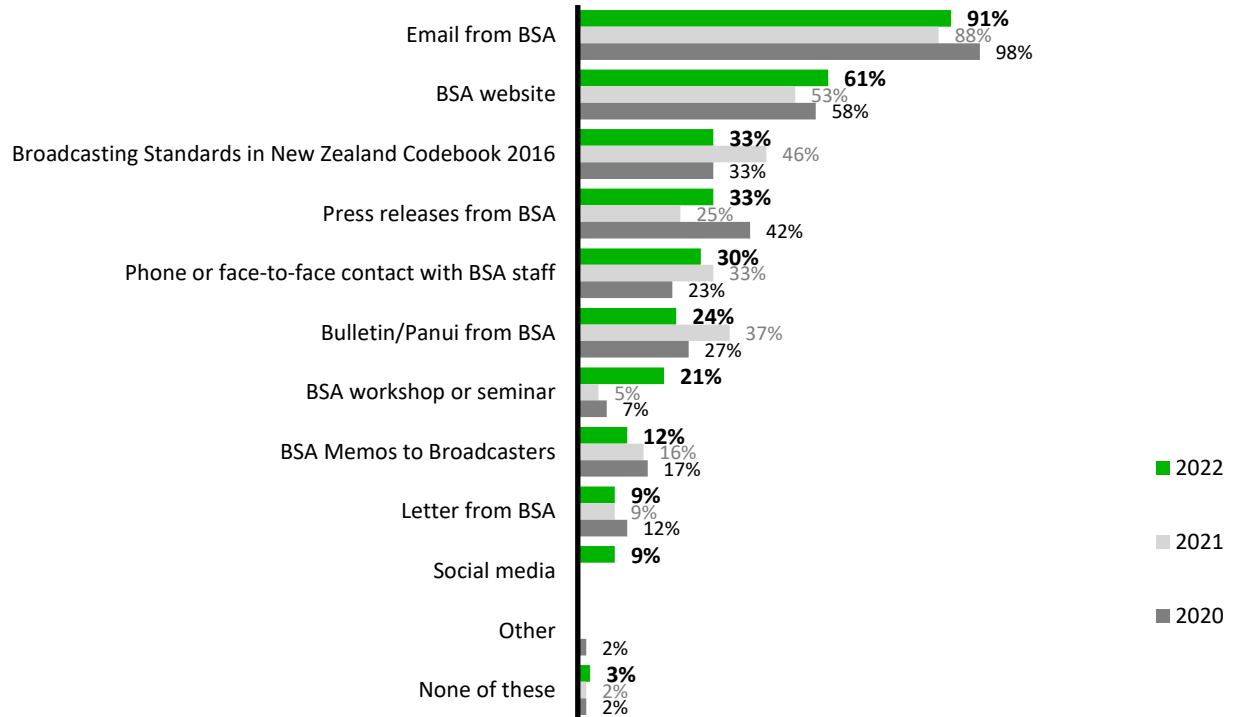


Broadcasters continued to use more than three resources on average.

Email remained the most prevalent source of information, followed by the *BSA website*.

Just 9% identified social media (included for the first time in the 2022 survey) as a source of information.

Sources of information about the BSA and broadcasting obligations

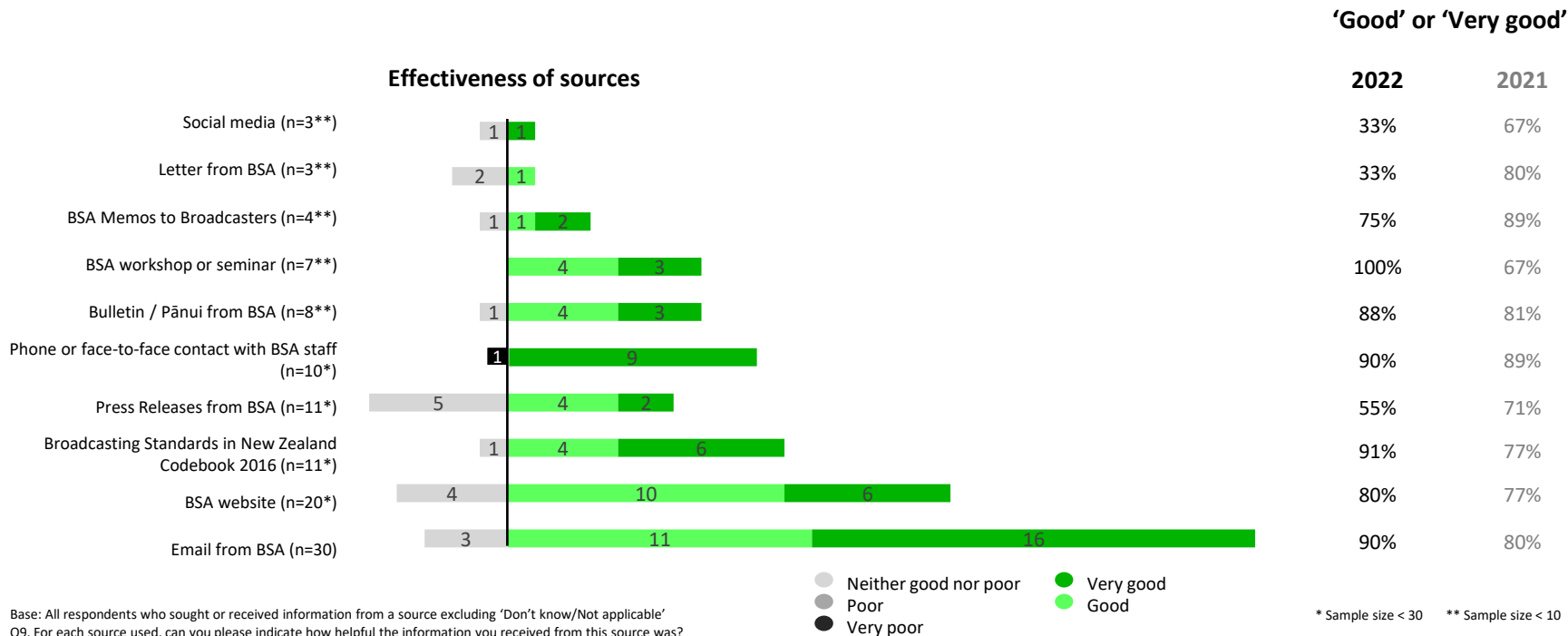


Base: All respondents (2022, n=33; 2021, n=57; 2020, n=60)

Q8. Through which of the following sources have you sought or received information about the BSA and your broadcasting obligations?

All sources of information are helpful to broadcasters

Ninety percent of broadcasters rated *'email'*, the *'BSA codebook'*, and *'face-to-face contact'* as helpful. Nine of the ten broadcasters (90%) with phone or face-to-face contact with BSA staff gave a *'very good'* rating (compared with 37% in 2021). All broadcasters who rated a *'BSA workshop or seminar'* indicated that it was *'good'* or *'very good'*.

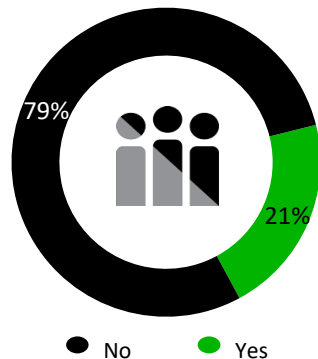


Base: All respondents who sought or received information from a source excluding 'Don't know/Not applicable'
 Q9. For each source used, can you please indicate how helpful the information you received from this source was?

Several useful topics for future BSA workshops and seminars

A larger number of broadcasters engaged in a BSA workshop or seminar (seven cf. three respondents in 2021).
 All the topics suggested for future workshops were deemed useful, with all broadcasters indicating they would find training centred around the new Codebook useful.

Attended or received information from a BSA workshop or seminar



7
broadcasters

Useful topics to cover in future workshops or seminars

Topics selected:

- 7 out of 7: *'Training on implications of the new Codebook'*
- 6 out of 7 *'The Broadcasting Codes and Standards'*
- 6 out of 7 *'Freedom of expression'*
- 6 out of 7 *'Practical tips'*

Base: All respondents (2022, n=33)

Q8. Through which of the following sources have you sought or received information about the BSA and your broadcasting obligations?

Base: All respondents who sought or received information from a BSA workshop or seminar (2022, n=7**)

Q10. Thinking about BSA workshops or seminars, what topics would you find useful for the BSA to cover in future workshops or seminars?



Processes and services

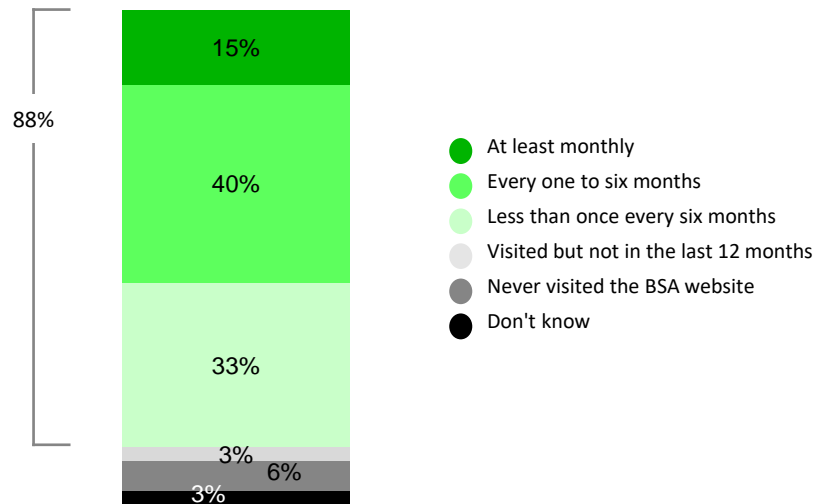
BSA website

88% of Broadcasters have visited the BSA website in the past 12 months

Just over one in ten broadcasters (15%) visited the BSA website at least once a month.

Overall, a higher percentage of broadcasters visited the website more often in 2022 than in 2021 with 55% visiting at least once every six months (cf. 44%).

How many times have you visited the BSA website

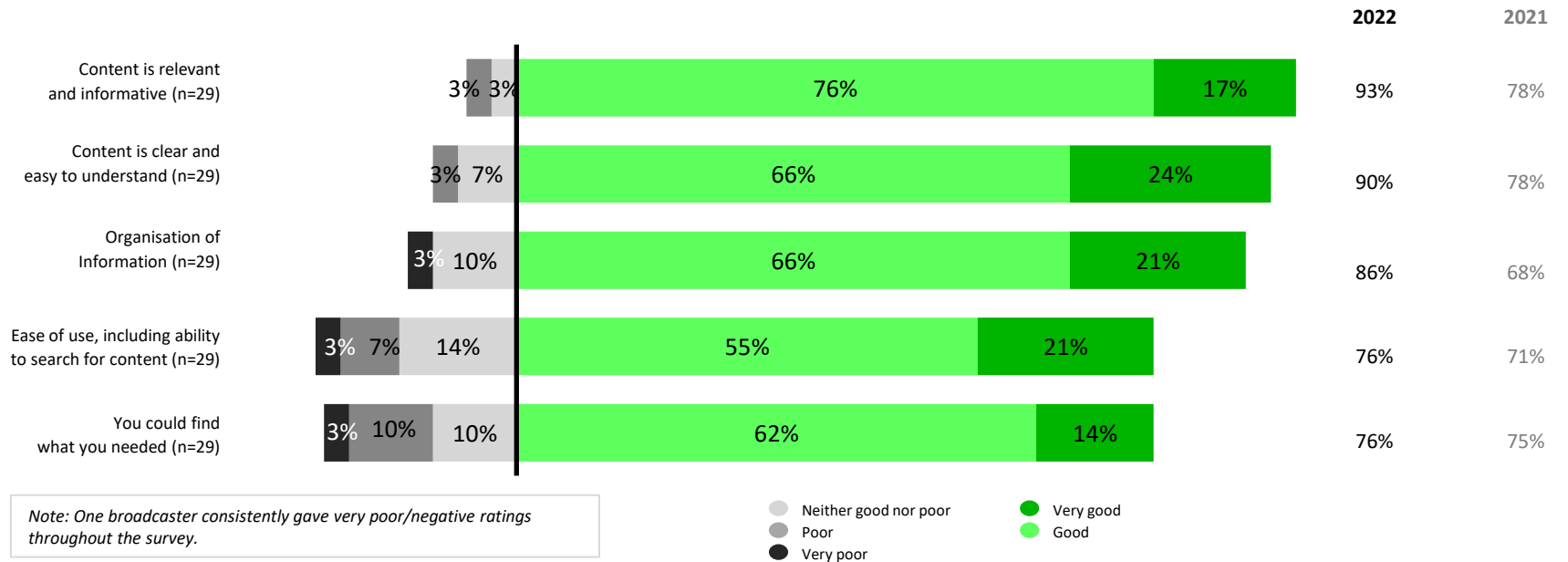


Base: All respondents (n=33)

Q16. How many times, on average, have you visited the BSA website in the last 12 months?

The BSA website is rated positively overall

Each aspect of the website was rated 'good' or 'very good' by between 76% - 93% of broadcasters that have visited in the past 12 months. The website's content and organisation of information was rated more positively than in 2021, while navigation was rated similarly to 2021.



Base: All respondents that had visited the BSA website excluding 'Don't know' (2022, n=29*; 2021, n=41)
 Q17. How would you rate the refreshed BSA website on each of the following?

Verbatim feedback on the BSA website

What aspects were most useful?

Good reference to ensure we are doing the right thing.
Radio broadcaster

Guidelines are fairly straight forward to follow.
TV broadcaster

Information is easy to understand.
TV broadcaster

Generally, if we are going to the website we find what we are looking for, so I guess it's relevant.
Radio broadcaster

Search function was on point.
Radio broadcaster

Simple heading to access the information you need. No need to do a huge click and search!
Radio broadcaster

How the law applies to standards.
Other kind of broadcaster

Great information written in an easy to understand way, good regular email updates.
Radio broadcaster

Sections that have been translated in Samoan, like Audiences less tolerant of racial or cultural slurs.
Other kind of broadcaster

Navigation is good, I can find what I need easily. References are succinct and understandable.
TV broadcaster

Ordering of search results by broadcaster and chronologically could be improved.
Radio broadcaster

Te Reo Māori! Please translate the code cook into Māori that is just as easy to understand.
TV broadcaster

Search tab/fields.
Radio broadcaster

Note: Many of the respondents said that nothing needed improving

What aspects could be improved?

I can't see anything at this stage that needs further improvement.
Radio broadcaster

More Te Reo Māori use overall.
Other kind of broadcaster

The search function could always use improvement - searching by word (i.e coarse language) can be hit and miss, same for by broadcasting standards, don't feel like full results are always shown.
TV broadcaster

The layout. Modernise it.
Radio broadcaster

Base: All respondents that had visited the BSA website (n=53)

Q39. What aspects of the BSA website do you find most useful?

Q40. What aspects of the BSA website require further improvement?



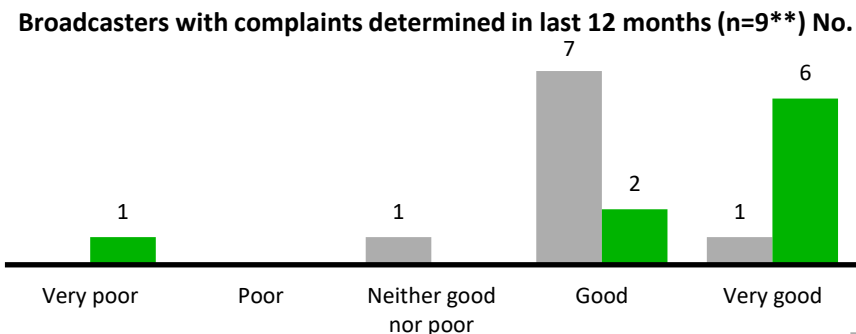
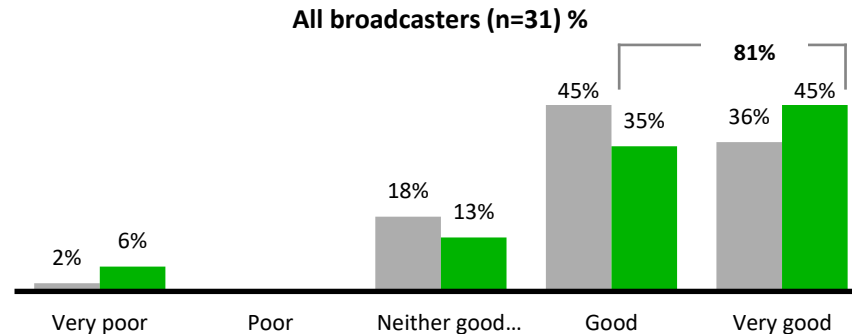
Working relationship with the BSA

Broadcasters are positive about their relationship with the BSA

Four in five broadcasters rate their working relationships with the BSA as 'good' or 'very good'.

Compared with 2021, fewer broadcasters rate their relationship with the BSA as 'good', while more broadcasters rate it as 'very good'.

Nine respondents indicate they had a complaint determined by the BSA in the last 12 months. Their perceptions of their working relationship with the BSA were very positive, with six rating it 'very good' and two rating it 'good'.



Base: All respondents excluding 'Don't know/Not applicable' (2022, n=31; 2021, n=56)

Base: All respondents who had a complaint determined by the BSA in the last 12 months (2022, n=9**; 2021, n=9**)

Q3. Overall, how would you rate the relationship you have with the BSA?

* Sample size < 30

** Sample size < 10

2021

2022

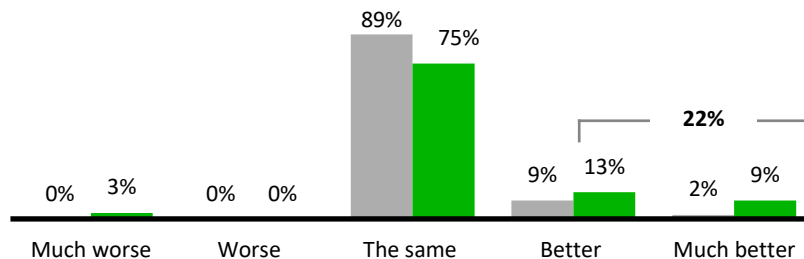
On balance, overall relationship remains as positive or more positive than in 2021

One in five (22%) indicated that their relationship with the BSA had improved, while 75% felt it had stayed the same. Double the proportion indicated an improvement compared to 2021 (cf. 11%).

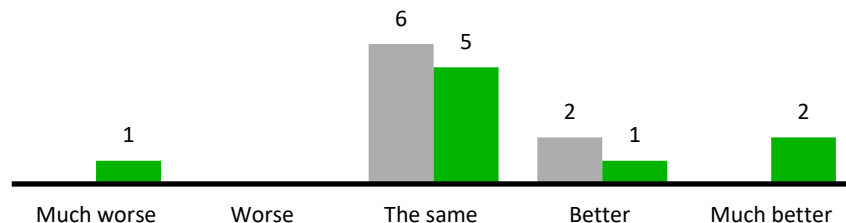
Among those who indicated the relationship had improved, a prevalent theme was direct communication from the CEO (e.g. *“Appreciated the CEO making time available to video conference with us while in lockdown - first real relationship move since my time managing a broadcasting business.”*).

The relationship also remained the same or better among all but one of the broadcasters (who had a complaint determined by the BSA in the past 12 months).

All broadcasters (n=32) %



Broadcasters with complaints determined in last 12 months (n=9**) No.



Base: All respondents excluding 'Don't know/Not applicable' (2022, n=32; 2021, n=54)

Base: All respondents who had a complaint determined by the BSA in the last 12 months excluding 'Don't know/Not applicable' (2022, n=9**; 2021, n=8**)

Q4. Compared with 12 months ago, how would you rate the relationship?

Q5. What aspects, in particular, have improved for you? Base: All respondents that indicated the relationship is 'better' or 'much better' (2021, n=8**; 2020, n=8**)

* Sample size < 30 ** Sample size < 10

Appendices

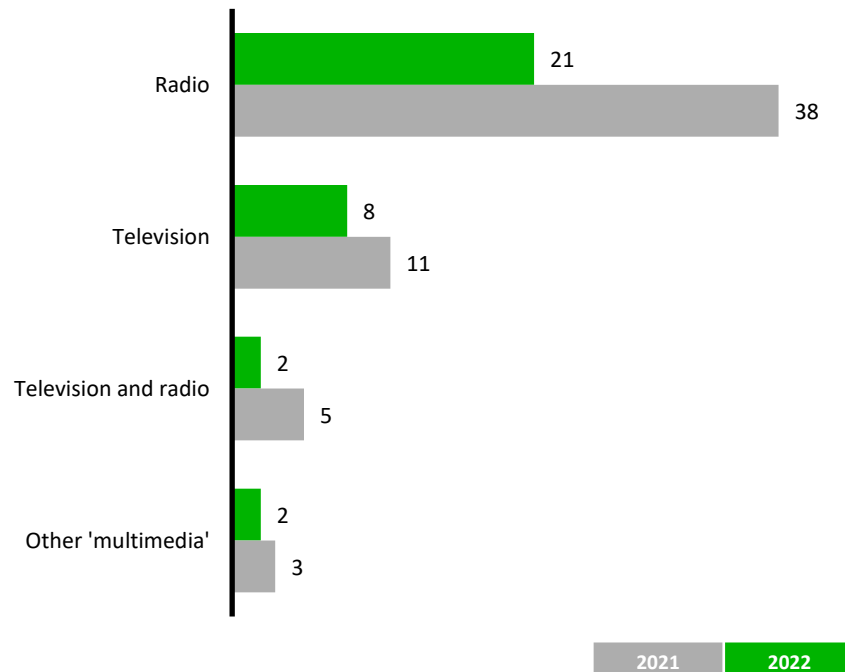
- **Type of broadcaster**
- **Length of time in operation**
- **Complaints background**
- **Notes to this report**

Type of broadcaster

Compared with 2021, fewer Radio broadcasters and more Television broadcasters participated in the 2022 survey.

One more other 'multimedia' broadcasters participated in the 2022 survey compared with 2021.

Number of broadcasters, by type



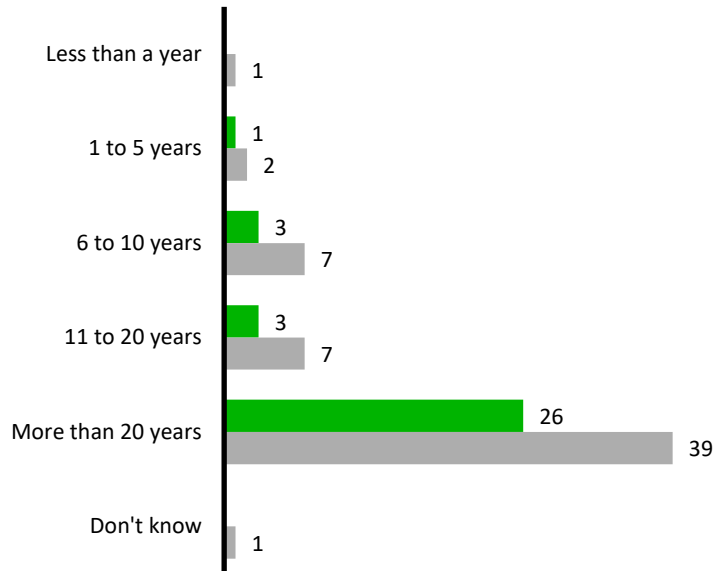
Base: All respondents (2022, n=33; 2021, n=57)

Q2. What type of broadcaster are you?

Length of time in operation

Most broadcasters participating in the 2022 survey have been in operation for more than 20 years.

Number of broadcasters, by length of time in operation



Base: All respondents (2022, n=33; 2021, n=57)

Q1. How many years has your broadcasting organization been in operation?

2021

2022

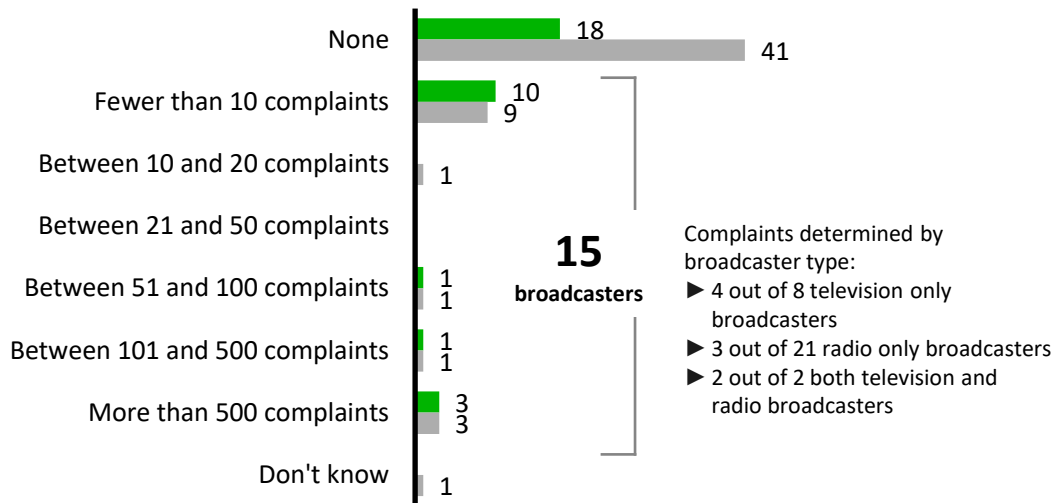
Complaints background

21% of broadcasters received a formal complaint in the past 12 months.

Four broadcasters received over 100 formal complaints (two television, one radio and one multimedia).

Three television broadcasters indicated they received more than 500 complaints.

Number of broadcasters, by volume of formal complaints



Base: All respondents (2022, n=33; 2021, n=57)

Q20. How many formal complaints has your organisation received in the last 12 months?

*Please note, these include all formal complaints made to the broadcaster, whether or not they were referred on to the BSA.

2021

2022

Notes to this report

When considering results based on the response of all broadcasters, proportions are used.

When considering results of broadcasters that have had a complaint determined by the BSA in the last 12 months, the actual number of respondents is used.

Due to the relatively small sample of broadcaster respondents, there are no statistically significant results. However, results provide indications of how broadcasters perceive their relationship with the BSA and the processes and services it offers. When comparing results, 'cf.' is used as an abbreviation of 'compare'.

In this survey, 20 out of 33 broadcasters (61%) gave permission for BSA to be advised of their response. For reporting, all results have been aggregated.

Verbatim comments

Selected comments are presented throughout the body of the report. Information that could identify respondents has been removed for confidentiality.

Rounding of figures

All percentages are rounded from two decimal places and, therefore, some results may not add to 100%.

'Very poor' responses

All 'very poor' ratings can be attributed to a specific broadcaster.

About NielsenIQ

Arthur C. Nielsen, who founded Nielsen in 1923, is the original name in consumer intelligence. After decades of helping companies look to the future, we are setting the foundation for our future by becoming NielsenIQ. We continue to be the undisputed industry leaders as evidenced by our experience and unmatched integrity. As we move forward, we are focused on providing the best retail and consumer data platform, enabling better innovation, faster delivery, and bolder decision-making. We are unwavering in our commitment to these ideals and passionate about helping clients achieve success. For more information, visit: niq.com niq.com