

# Research: Awareness and knowledge of the Broadcasting Standards Authority and complaints process among those who consume broadcast media

Quantitative Report (online survey)

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Prepared for  
Broadcasting Standards Authority

**ak** research & consulting

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# Introduction

## Background

The Broadcasting Standards Authority (BSA) is an independent crown entity established under the Broadcasting Act 1989.

Responsibilities include:

- Overseeing the broadcasting standards regime
- Providing the public with a free and independent complaints service.

Key activities include provision of information to the public, broadcasters and stakeholders about the standards system.

The Act requires all broadcasters to maintain standards of broadcasting. For broadcasting standards to be maintained the BSA relies on the New Zealand public to make complaints. Public awareness of the BSA and the complaints process is integral to the overall maintenance of broadcasting standards.

Every two years the BSA commissions research measuring awareness of the BSA and the complaint process. The following research and report provides the BSA with current awareness and knowledge of the BSA and the complaints process and how well New Zealanders that view broadcast media understand the process.

## Objectives

- To measure the percentage of New Zealanders aware of the BSA and aware they can make a formal complaint about breaches of broadcasting standards.
- The BSA's Statement of Performance Expectations (SPE) for the year ending 30 June 2025 includes targets requiring that:
  - at least '65% of New Zealanders who consume broadcast media are aware of the BSA and that they can make a formal complaint'
  - at least '65% of Māori, Asian and Pacific Peoples who consume broadcast media are aware of the BSA and the ability to make a complaint'.
- This survey assesses delivery against these objectives.

# Methodology

In previous years, the research was conducted across a nationally representative sample of New Zealanders aged 18 years or older, with additional booster samples of Māori, Pacific Peoples, and Asian respondents.

With changes to the way New Zealanders access entertainment, news and current affairs the BSA's SPE target, and consequently this research, is now focused on those that consume broadcast media, rather than the general public. Therefore, the main survey in 2025 focuses on New Zealanders that consume broadcast media, along with booster samples of Māori, Pacific Peoples, and Asian respondents that consume broadcast media.

As part of the transition process, the research also replicated the nationally representative sample of the general public from previous years so that trendlines could be monitored.

The fieldwork was conducted from 13 April to 5 May 2025.

For the 'overall' sample, the data from the booster samples was merged with the nationally representative sample data and then weighted by age, gender, location, and ethnicity to reflect a nationally representative sample.

The survey sample was sourced through the Dynata panel using a random probabilistic sampling approach. Quotas based on New Zealand Census data for New Zealanders aged 18 years and over were applied to ensure representativeness across key demographic variables, including gender, age, and region. These quotas were used to guide sample composition, ensuring that the final dataset closely reflects the national population profile.

Results in this report (2025) are based upon an online survey conducted across a total of n=1,173 New Zealanders aged 18 years or older that consume broadcast media. The research covered the following audiences (some of which overlap).

Public that consume broadcast media

- A nationally spread sample of New Zealanders aged 18 years or older that consume broadcast media, n=1,173.
- A booster sample of Māori respondents that consume broadcast media, n=200.
- A booster sample of Pacific Peoples respondents that consume broadcast media, n=104.
- A booster sample of Asian respondents that consume broadcast media, n=158.

General public

- A nationally representative sample of New Zealanders aged 18 years or older, n=1,393.

## Margins of error

- For a sample size of n=1,173 the margin of error for a 50% figure at the 95% confidence level is  $\pm 2.9\%$ .
- For a sample size of n=200 the margin of error for a 50% figure at the 95% confidence level is  $\pm 6.9\%$ .
- For a sample size of n=104 the margin of error for a 50% figure at the 95% confidence level is  $\pm 9.6\%$ .
- For a sample size of n=158 the margin of error for a 50% figure at the 95% confidence level is  $\pm 7.8\%$ .
- For a sample size of n=1,393 the margin of error for a 50% figure at the 95% confidence level is  $\pm 2.6\%$ .

# Methodology (cont.)

## Reporting notes

Those that 'consume broadcast media' claimed to watch or listen to programmes on 'radio, pay television e.g. SKY, or free-to-air television e.g. Freeview, TVNZ1, Three, Whakaata Māori, HGTV'.

Wording of tracked questions differs slightly in the 2021, 2019 and 2017 surveys to that used in the 2014 survey. The differences in the questions were as follows:

### *Aware can make a formal complaint*

- If you are concerned about the content of a programme on radio or television in New Zealand, are you able to make a formal complaint about the programme? (asked in 2014)
- If you are concerned about the content of a programme on radio or television in New Zealand, do you know if you are able to make a formal complaint about the programme? (asked in 2017, 2019 and 2021). In 2023, Aotearoa New Zealand replaced New Zealand.

### *Awareness of the BSA*

- Before today, have you heard of an organisation called the Broadcasting Standards Authority? (asked in 2014)
- Are you aware of the Broadcasting Standards Authority (BSA)? (asked in 2017, 2019, 2021). In 2023 Te Mana Whanonga Kaipāho was included in the name.

Questions on filtering technology examples for the various platforms were updated to reflect those currently in place.

Also, the following platforms were added/ updated to the list for both awareness of filtering technology capability and use of filtering technology:

- Free video on demand e.g. TVNZ+, ThreeNow
- Other social media applications e.g. Instagram, Facebook, Snapchat
- Video based social media platforms e.g. YouTube, Tik Tok (formerly just YouTube).

The tables and charts on the tracking for the general public are included in the appendix.

### Rounding:

All numbers are shown rounded to zero decimal places. Hence specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%.

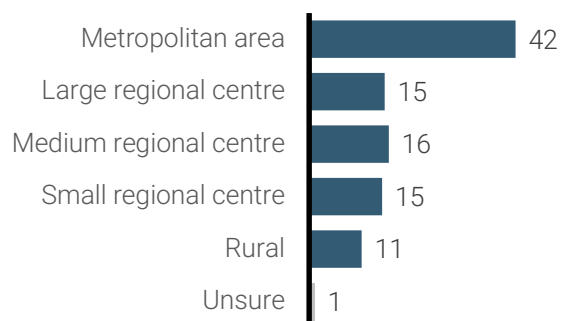
- For example:  $2.7 + 3.5 = 6.2$  would appear:  $3 + 4 = 6$

Generally, only statistically significant differences are commented on, though this report does include some references to marginal and/or non-statistically significant findings for the ethnic booster samples.

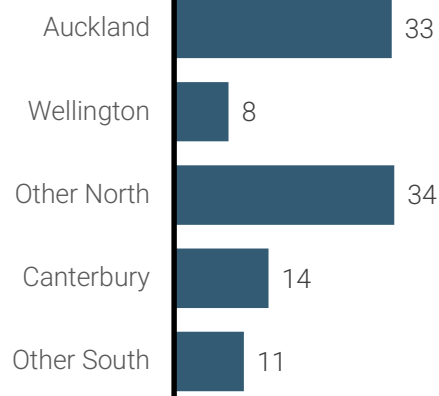


# Sample Demographics – Consume Broadcast Media

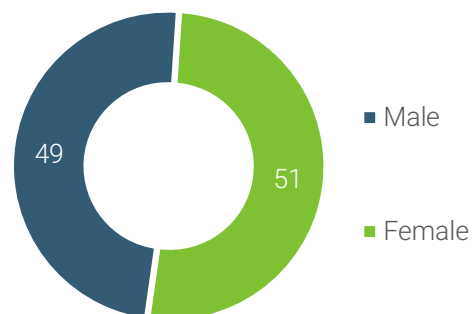
Settlement



Region



Gender



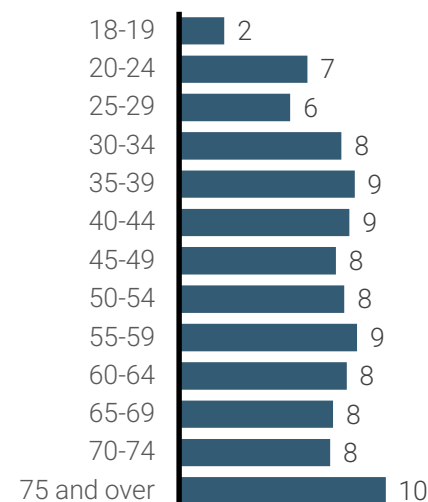
Household income

<\$50,000	25
\$50,001-\$100,000	29
>\$100	37

Housing

Renting	33
Home is owned with a mortgage	31
Home is owned without a mortgage	31

Age group



Ethnicity

NZ European	67
Asian	14
NZ Māori	15
Pacific Peoples	7
Other	9

Base: All respondents (n=1173)

# Executive summary



## Awareness and knowledge of BSA

- Three-quarters of broadcast media consumers were aware of the BSA—higher than general public awareness (69%).

However, Māori (67%), Pacific Peoples (59%), and Asian (57%) respondents showed lower awareness than NZ Europeans (84%).

- Among those aware, the BSA was most commonly associated with handling or investigating complaints (47%), setting standards (24%) and monitoring content (18%).

Ethnic breakdowns revealed Māori, Pacific Peoples, and Asian respondents placed a stronger emphasis on the BSA's role in setting standards.



## Awareness of complaints process

- Most broadcast media consumers in New Zealand were aware of a formal complaints process, with 64% saying they knew for sure, and another 30% assuming it existed.

Māori and Pacific Peoples respondents had similar awareness levels, while Asian respondents showed significantly lower awareness, with only 45% certain they could make a complaint.

- When asked how they would make a formal complaint, most respondents indicated they would take appropriate steps to do so, though their initial contact points varied.
- The BSA (31%), going online/ or researching the details of who to go to (25%), and broadcasters (21%) were the most likely contact points to make a formal complaint.

Māori and Pacific Peoples respondents were less likely to go to the BSA directly. Pacific Peoples favoured going to the broadcaster and were more likely to outline programme details. This potentially highlights a reluctance to use formal complaints channels.

## Executive summary (cont.)



### SOI/SPE measures comparing 'All Respondents' with Māori, Pacific Peoples and Asian

- Ratings for most measures were similar by ethnicity. However, specific awareness of the BSA was lower.
- Asians also had lower awareness that they could make a formal complaint.

SOI/SPE measures (Broadcast Media Consumers)				
	2025 (%) Overall	2025 (%) Māori	2025 (%) Pacific Peoples	2025 (%) Asian
Aware can make a formal complaint	64	64	62	45
Aware could take a course of action that would lead them to finding out about how to make a formal complaint	88	89	86	86
Awareness of BSA	75	67	59	57



### SOI/SPE measures (Broadcast media consumers vs General public)

- Awareness of the BSA, the complaints process, or the ability to make a complaint or ability to find out about the process - were all higher across those that consume broadcast media, compared to the general public.

SOI/SPE measures tracked (Broadcast media consumers vs General public)		
	2025 (%) Broadcast media consumers	2025 (%) General public
Aware can make a formal complaint	64	58
Aware could take a course of action that would lead them to finding out about how to make a formal complaint	88	86
Awareness of BSA	75	69



## Executive summary (cont.)



### Awareness of content restriction/blocking on television

- Just over a third (36%) of broadcast media consumers were aware of content restriction/blocking processes on TV, with slightly higher awareness among Māori (44%), Pacific Peoples (42%), and Asian (39%) respondents.
- The most recognised method for blocking content was using the service's built-in functionality (37%), followed by adding a PIN/password (16%), setting age or R-rated content restrictions (11%), and using in-built TV features (10%).



### Awareness of filtering technology across different platforms

- Awareness of filtering technology was highest for subscription video on demand (56%) and pay television (48%), but uncertainty remained high across most platforms—especially for free-to-air TV (54%) and pay-per-view (53%).
- Māori and Pacific Peoples respondents reported higher awareness of filtering technology across multiple platforms compared to Asian respondents, who showed awareness primarily on social media-based platforms.



### Use of filtering technology across different platforms

- Across all platforms, only a small portion of respondents actively use filtering technology. A significant majority either don't know how to use it or aren't aware it exists—this is especially true for the free-to-air TV (77%) and pay-per-view (66%) platforms.
- Māori and Pacific Peoples respondents were more likely to report knowing how to use filtering technology across most platforms, while Asian respondents showed higher knowledge specifically for digital and social media platforms.



# Snapshot

## Awareness measures

**64%** know for sure of complaints process

64% Māori, 62% Pacific Peoples, 45% Asian

**88%** can take action to find out how to complain

89% Māori, 86%, Pacific Peoples, 86% Asian

**75%** yes, aware of BSA|Te Mana Whanonga Kaipāho

67% Māori, 59% Pacific Peoples, 57% Asian

## Content restrictions/blocking on TV – awareness and knowledge

**36%** yes aware

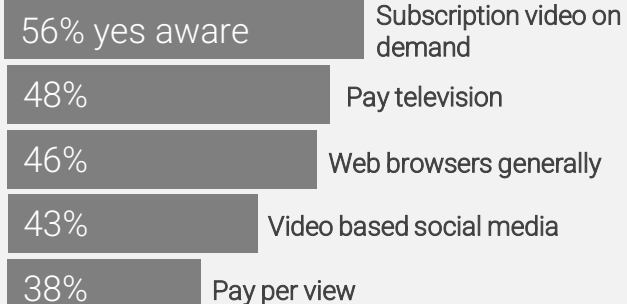
44% Māori, 42%, Pacific Peoples, 39% Asian

**37%**

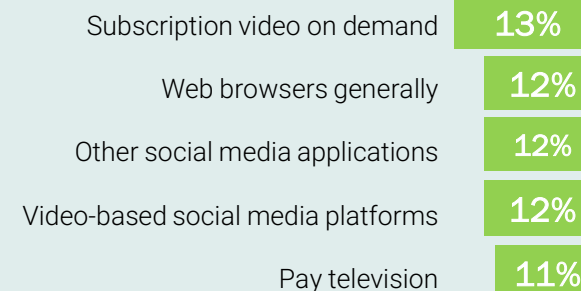
Describe content restriction/blocking on TV in terms of using in-built functionality of the service /app e.g. parental control settings in Sky, Netflix, YouTube etc

46% Māori, 32% Pacific Peoples , 35% Asian

## Filtering technology – knowledge of different platforms 2025



## Know how to use and personally use





# Key observations

## 1. Awareness of the BSA Is High—But Not Equal

While 75% of broadcast media consumers are aware of the BSA, awareness is significantly lower among Māori, Pacific Peoples, and Asian communities compared to NZ Europeans, indicating broader engagement might be merited.

## 2. Many Know a Complaints Process Exists—But Don't Know How to Use It

Most people assume or know a formal complaints process exists, but there's confusion or reluctance to lodge complaints, with many (especially ethnic minorities) less likely to contact the BSA.

## 3. Filtering Technology Awareness Varies Widely by Platform

Consumers are more aware of filtering tools on subscription and pay TV services, but far less so on free-to-air TV, pay-per-view, and free video on demand— which are platforms with high uncertainty and low use.

## 4. Usage of Filtering Tools Is Very Low Despite Interest

Across all platforms, only a small minority actively use content restriction features. However, many say they would use them if they knew how, showing a strong opportunity for education.

## 5. Cultural and Demographic Differences Affect Engagement

Māori and Pacific Peoples respondents show higher general knowledge of filtering and complaints processes than Asian respondents, who tend to be more engaged on digital platforms. Older respondents are more confident in navigating complaints, while younger people often assume they can't.

# Report findings: Awareness of complaints process

# Key findings: Awareness of complaints process

## Awareness of the complaints process

The large majority of broadcast consumers in New Zealand claimed to be aware of a formal complaints process if they were concerned about the content of a programme on radio or television in Aotearoa. Nearly two-thirds (64%) said they knew for sure such a process exists while a further 30% said they assumed this was the case.

- **Māori and Pacific Peoples respondents** had similar levels of awareness of the complaints process, however, **Asian respondents** had significantly lower awareness, with only 45% knowing for sure they can make a formal complaint.
- There was a trend by age with older respondents more likely to say they definitely knew they could make a formal complaint compared to younger respondents.
- Those aged under 30 years and Asian respondents were more likely to assume they could not make a formal complaint.

## Knowledge of the complaints process (asked of 'All Respondents')

When asked to describe how they would go about making a formal complaint, most would take actions that would facilitate them making a formal complaint, however, the initial contact points varied. The **key contact points mentioned** were:

- BSA or similarly named organisation (31%)
- A quarter mentioned that they would look up details/ or go online (25%)
- The broadcaster (18%), with a further 3% that would contact the broadcaster initially and then follow-up with the BSA if not satisfied with the **broadcaster's** response
- A small proportion (6%) said they would complain to the Ombudsman or the appropriate body (not specified).

**Māori and Pacific Peoples** respondents were less likely to contact BSA. **Pacific Peoples** were also more likely to contact the broadcaster or outline the programme details they would report on. Possibly this indicates a reluctance to use formal complaints channels.

Rather than outline a contact point, 19% focused on the process and said they would provide programme details and reasons for the complaint (offensive/ standards breached) and 9% would provide details of time, date and channel of the breach.



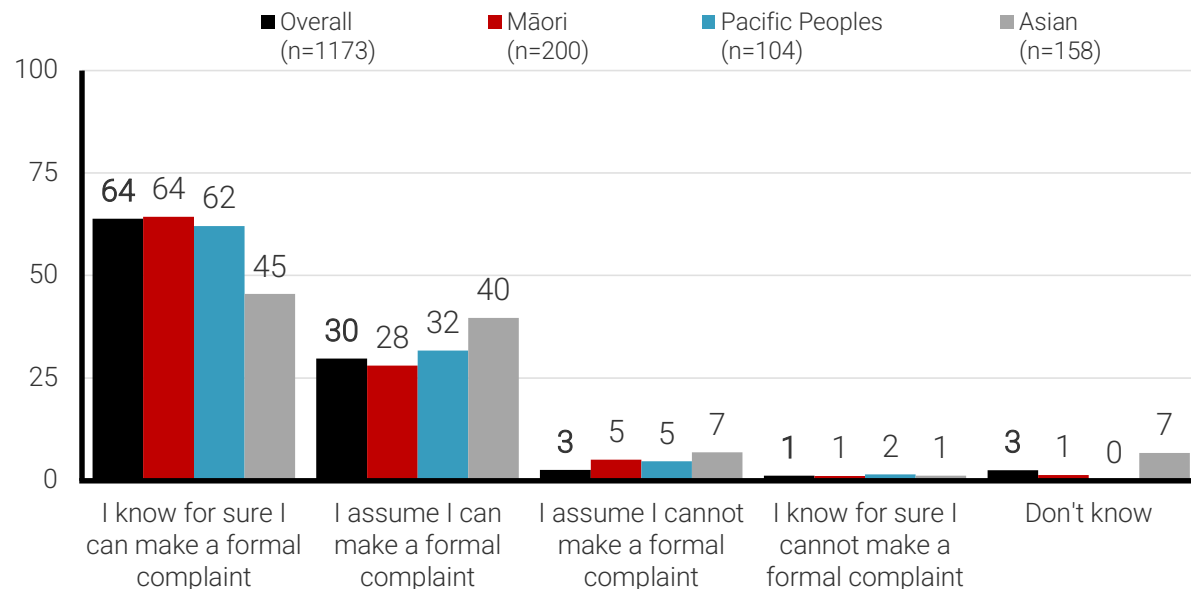


## Awareness of complaints process

Among consumers of broadcast media there was high awareness of the complaints process (either stating they know for sure or assuming a formal complaints process exists). While awareness was consistent across Māori and Pacific Peoples, Asian respondents were less likely to definitely know they can make a formal complaint



If you are concerned about the content of a programme on radio or television in Aotearoa New Zealand, do you know if you are able to make a formal complaint about the programme? (%)



Older respondents more likely to know for sure they can make a formal complaint:

- Under 30: 44%
- 30-44: 54%
- 45-59: 67%
- 60+: 77%

Those less likely to know for sure they could make a formal complaint:

- Asian 45%

Those more likely to assume they could make a formal complaint:

- Asian (40%)
- Those under 44
  - 18-29: (45%)
  - 30-44: (37%).
- Males (34%) compared to females (26%)


Those more likely to assume they cannot make a formal complaint:

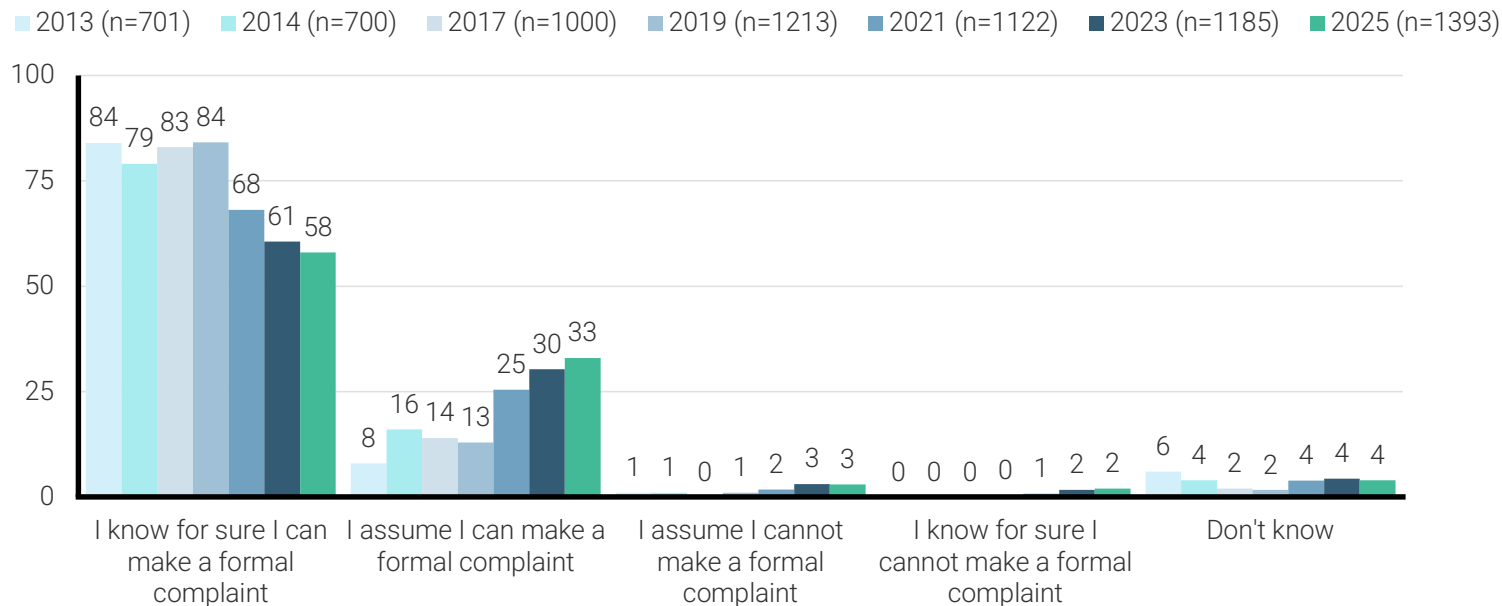
- Asian (7%)
- Under 30 (6%)



## [General Public] Awareness *Tracking*

Across the general public, firm awareness that a formal complaint could be made continued to decline, in line with a rise in those assuming a formal complaint could be made

 If you are concerned about the content of a programme on radio or television in Aotearoa New Zealand, do you know if you are able to make a formal complaint about the programme? (%)





## Knowledge of complaints process/ options for taking action

Outlining how they would make a formal complaint, most actions would enable lodging of a complaint, however, the process varied. Nearly a third would contact BSA, followed by around a fifth that would contact the broadcaster. A further quarter would go online/ or do research to find the appropriate body to complain to, while a small number mentioned going to a non-specified body or the Ombudsman. 88% could outline various ways they would go about making a complaint, while 12% stated they did not know how.



*Let's assume you are able to make a complaint and you decide you want to make a complaint about a TV or radio programme. Please write down everything you know about how to go about making a formal complaint, including any details about who to complain to, what information you have to provide and what the process is once you have made a complaint? (% coded)*

KNOWLEDGE OF COMPLAINTS PROCESS		
		%
Contact BSA or similar	Contact/complain to BSA/Broadcasting Standards Authority/Association	15
	Write/email/fax to complain to BSA/Broadcasting Standards Authority/Association	8
	Contact/complain to Broadcasting/Complain/Authority/Body/Board/Committee	3
	Contact/complain to Broadcasting commission/Broadcasting Standards commission	4
	Contact/complain to Broadcasting (Complaints) Tribunal	1
	NET	31
Contact Broadcaster	Write/email/fax to complain to broadcaster/TV/radio channel/Station concerned (inc Sky)	9
	Contact/complain to broadcaster/TV/radio channel/station concerned	9
	NET	18
Contact the broadcaster first/if not happy contact BSA		3

KNOWLEDGE OF COMPLAINTS PROCESS		
		%
Other methods of complaining	Would check details/information on internet/website (inc NZ on Air, TVNZ, TV3)	16
	Complaint can be made online/through website	10
	NET	25
Contact the appropriate body/ Ombudsman	Contact/write/email/phone to complain to the Ombudsman	2
	Contact/write/email/phone to complain to the appropriate body	5
	NET	6
Other aspects	Provide relevant programme/programme details/why offensive/which standards breached	19
	Provide details time/date/channel	9
	Ads/information advertised regularly on TV/radio	7
	Provide your details	3
	Need to make complaint within 20 days	3
	Need to make complaint within a certain timeframe/specified time	4
	Other	3
	NET	36
	Don't know/don't know any other details	12

*Note: This is a multiple response question, and responses have been separately coded. Numbers do not add to 100%*

*Base: Those that consume broadcast media; Overall (n=1173)*



## Knowledge of complaints process/ options for taking action *by Ethnicity*

Māori and Pacific Peoples respondents were less likely to contact BSA, along with this Pacific Peoples were more likely to mention providing programme details. This may suggest Māori and Pacific Peoples were more reluctant to use formal complaints channels.

89% Māori (11% don't know), 86% Pacific Peoples and Asian respectively (14% don't know), could outline various ways they would go about making a complaint.



*Let's assume you are able to make a complaint and you decide you want to make a complaint about a TV or radio programme. Please write down everything you know about how to go about making a formal complaint, including any details about who to complain to, what information you have to provide and what the process is once you have made a complaint? (% coded)*

	Overall (n=1173) %	Māori (n=200) %	Pacific Peoples (n=104) %	Asian (n=158) %
Contact BSA or similar	31	24	15	27
Other methods of complaining	25	20	20	26
Provide relevant programme/programme details/why offensive/which standards breached	19	22	31	22
Contact broadcaster	18	20	28	21
Provide details time/date/channel	9	12	11	4
Ads/information advertised regularly on TV/radio	7	8	5	4
Contact the appropriate body/Ombudsman	6	7	5	4
Don't know/don't know any other details	12	11	14	14

*Note: This is a multiple response question, and responses have been separately coded. Numbers do not add to 100%*

*Base: Those that consume broadcast media; Overall (n=1173), Māori (n=200), Pacific Peoples (n=104), Asian (n=158)*

# Report findings: Awareness of BSA





# Key findings: Awareness of BSA

## Awareness of the BSA

- Three-quarters of broadcast media consumers claimed to be aware of the BSA. This was higher than across the general public on 69% awareness.
- **Māori** (67%), **Pacific Peoples** (59%) and **Asian** (57%) respondents all recorded lower awareness than NZ Europeans (84%).

## Role of the BSA (asked of those aware of the BSA, n=876)

Of those aware of the BSA, when asked to describe its role, the key functions mentioned were:

- Handles/ investigates complaints (47%)
- Sets/ manages standards (24%)
- Monitors and regulates content (18%).

## Knowledge of BSA by ethnicity (asked of those aware of BSA)

While showing similarities, Māori, Pacific Peoples, and Asian respondents had a stronger focus on BSA's role in setting standards.

- **Around a third of Māori** described the BSA in terms of setting standards (33%) or handling/ investigating complaints (26%).
- **Nearly a third of Pacific Peoples (31%)** described BSA as setting standards, followed by monitoring/regulating content (23%)
- **Over a third of Asians (30%)** described BSA in terms of setting standards, followed by handling/ investigating complaints (29%).

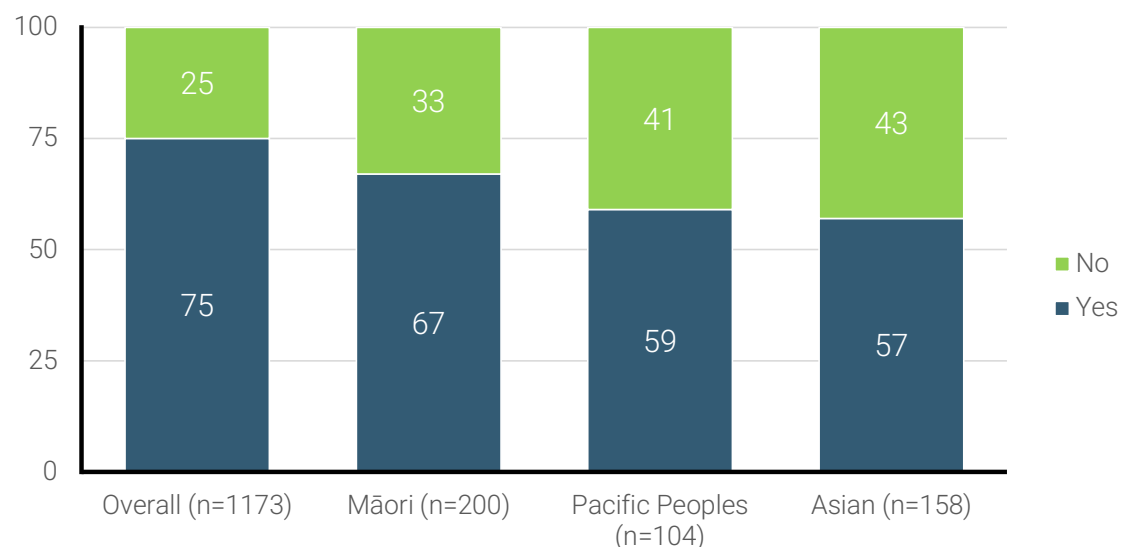


## Awareness of Broadcasting Standards Authority

There was high awareness of BSA across those that consume broadcast media, however, awareness was lower among Māori, Pacific Peoples and Asian respondents



Are you aware of the Broadcasting Standards Authority | Te Mana Whanonga Kaipāho (BSA)? (%)



### More likely to be aware of BSA:

- Males (78%) compared to females (73%)
- Older:
  - 60+: 91%
  - 45-59: 77%
  - 30-44: 67%
  - Under 30: 51%
- Homeowners without a mortgage (88%)

### Less likely to be aware of BSA:

- Those working full-time (71%)/ part-time (70%)
- Aucklanders (69%)
- Those with dependent children (69%)

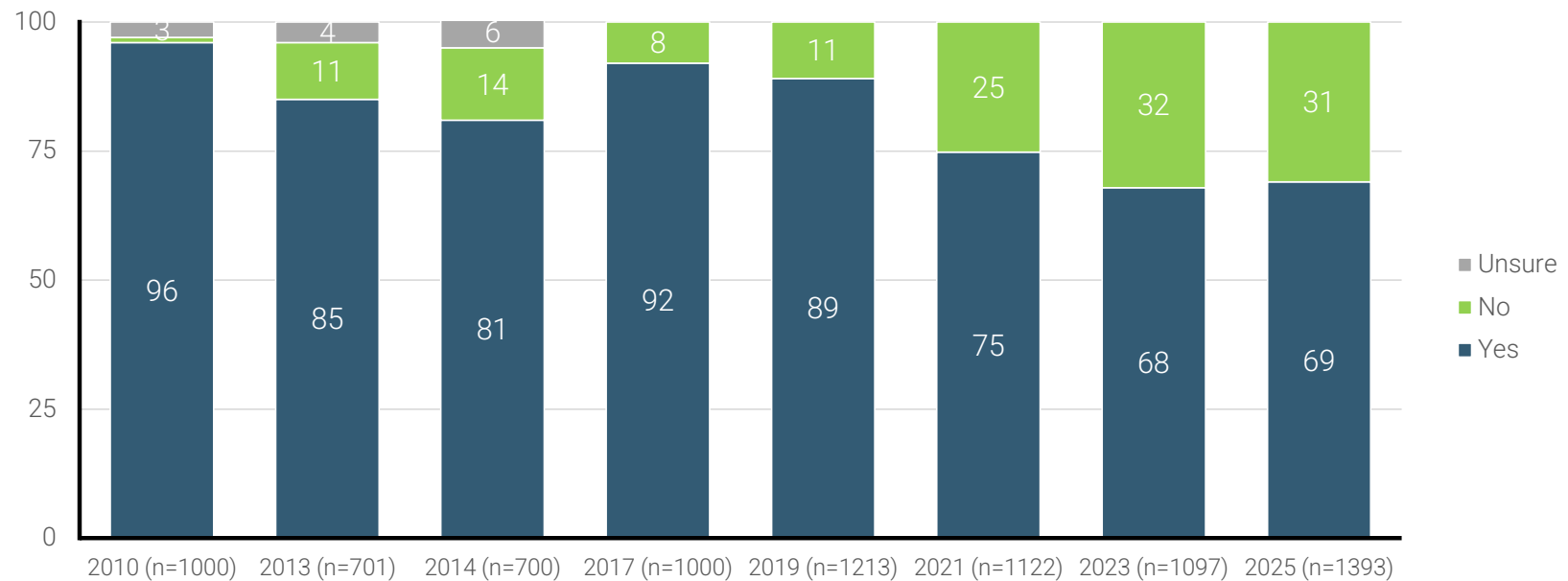


## [General Public] Awareness of Broadcasting Standards Authority *Tracking*

Across the general public, awareness remained similar to 2023 and showed no improvement on the downward trend evident since 2017



Are you aware of the Broadcasting Standards Authority | Te Mana Whanonga Kaipāho (BSA)? (%)



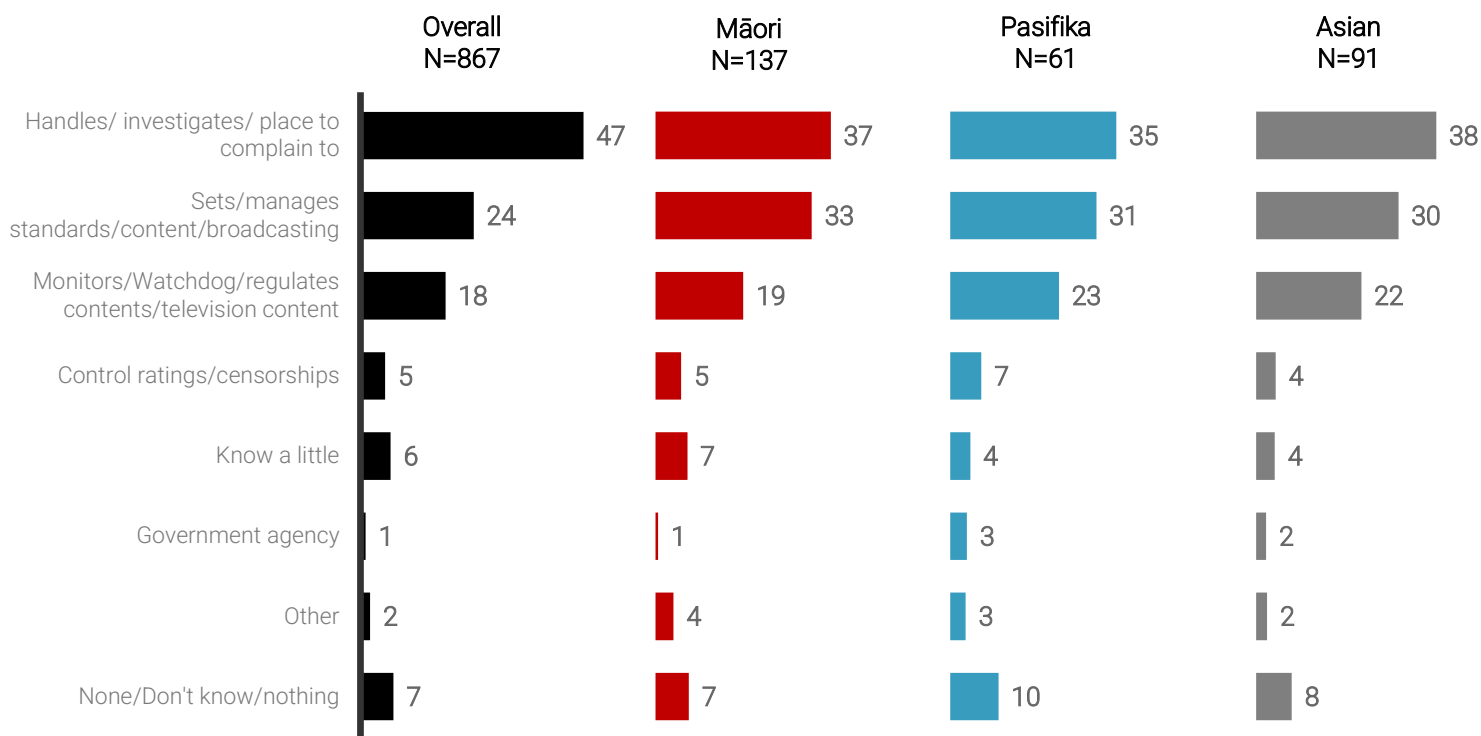


## Role of Broadcasting Standards Authority

The role of BSA was mainly seen to be handling or investigating complaints, setting or managing standards, and monitoring content. Māori, Pacific Peoples, and Asian respondents appeared to see a stronger focus on setting standards than other ethnicities



Please describe, in as much detail as you can, what you know about the Broadcasting Standards Authority | Te Mana Whanonga Kaipāho (BSA). What is the BSA's role and what does the BSA do? (% coded)



More likely to say BSA handles or investigates complaints

- Those who are not working (54%)
- 60+ year olds (57%) compared to under 30 year olds (30%) and 30-44 year olds (36%)
- Homeowners without a mortgage (54%)

More likely to say that BSA sets/ manages standards/ content/ broadcasting

- 30-44 year olds (32%) compared to 60+ year olds (17%)

# Report findings: Awareness of content restriction/ blocking on television



# Key findings: Awareness of content restriction/ blocking on television

## Awareness of content restriction/blocking processes on television

Just over a third (36%) of broadcast media consumers said they were aware of content restriction/blocking processes on television.

- Declared awareness was higher across Māori, Pacific Peoples and Asian respondents with **Māori** on 44% awareness, followed by **Pacific Peoples** on 42%, and **Asian** on 39%.

## Knowledge of how to use content restriction /blocking processes on television (asked of those aware of content restriction/blocking processes on television), n=430

Those aware of ways to restrict or block content on television were asked how this was done. The most common ways to restrict or block content were to:

- Use the built-in functionality of the service (37%)
- Add a PIN / password to specific content (16%)
- Set age restrictions or block R-rated content (11%)
- Use the in-built features on the TV (10%).

## Knowledge of how to use content restriction /blocking processes on television by ethnicity (asked of those aware of content restriction/blocking processes on television)

- **Nearly half of Māori (46%)** would use the built-in functionality of the service, followed by adding a PIN/password to specific content (12%) and setting age restrictions or blocking R-rated content (10%).
- **About one-third of Pacific Peoples (32%)** would use the built-in functionality of the service, while 26% would add a PIN/password to specific content, and 10% would set age restrictions or block R-rated content. 12% would switch it off/ not watch.
- **Over a third of Asians (35%)** would use the built-in functionality of the service, while only 11% would add a PIN/password to specific content, and 10% would set age restrictions or block R-rated content. 15% would however set filters/ profiles where only certain content is shown.

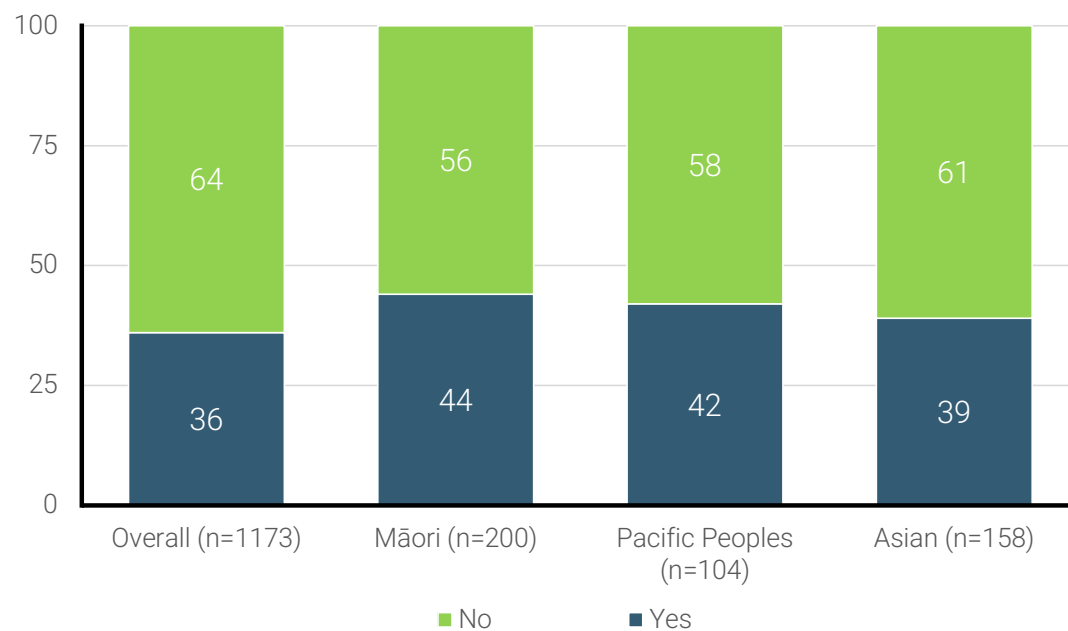


## Awareness of content restriction/blocking on television

Just over a third were aware that there were ways to restrict or block content on television; awareness was higher among Māori, Pacific Peoples, and Asian respondents



Are you aware of any ways in which you can restrict or block access to content on television? (%)



More likely to be aware of content restriction/blocking processes:

- Māori (44%)
- Those with an income over \$100K (44%)
- Males (43%) compared to females (31%)
- Those working full-time (43%)
- Those with dependent children (43%)
- Those renting (41%)

General public were similar on 34% awareness.



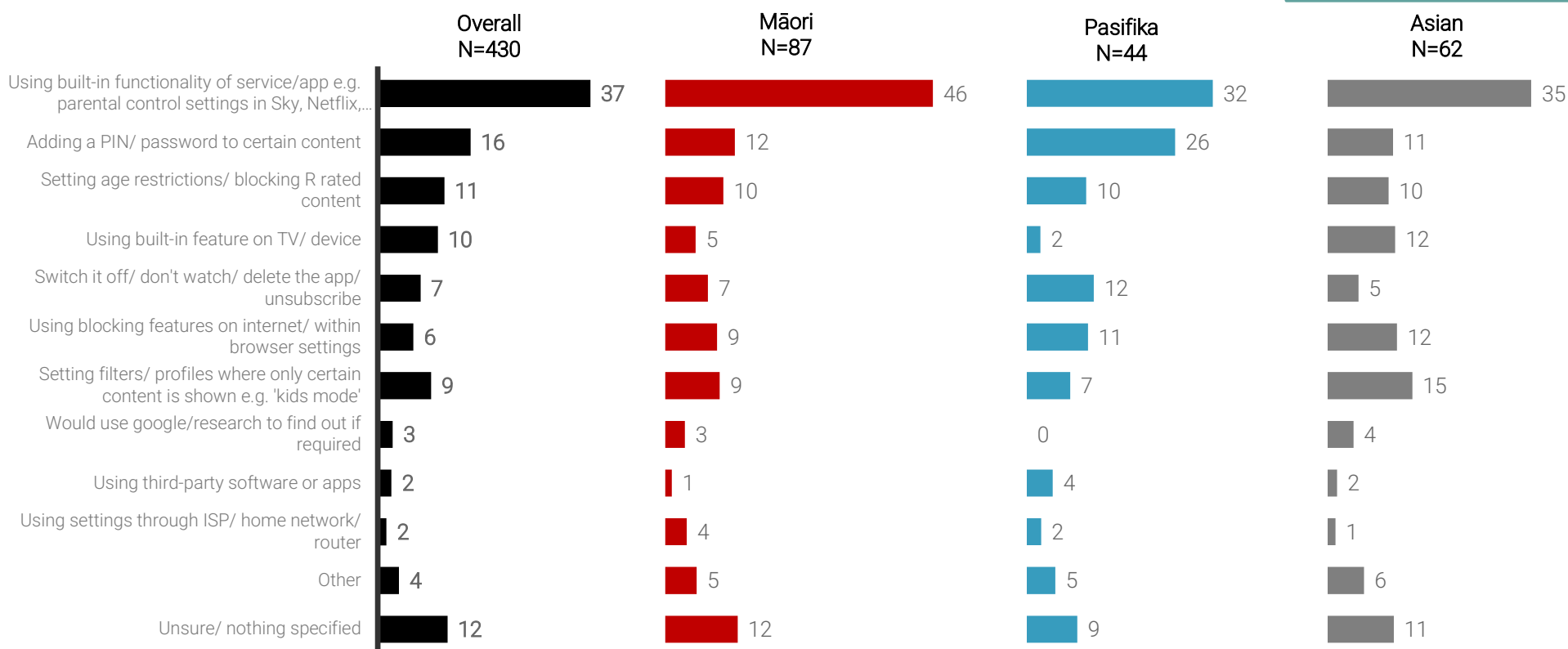
## Knowledge of content restriction/blocking process

The main way outlined to restrict or block access was to use the built-in functionality of the service, followed by using a PIN or password, setting restriction settings, and using features on the hardware. Māori were more likely to mention using the built-in functionality of the service, while Pacific Peoples were more likely to mention using a PIN or password

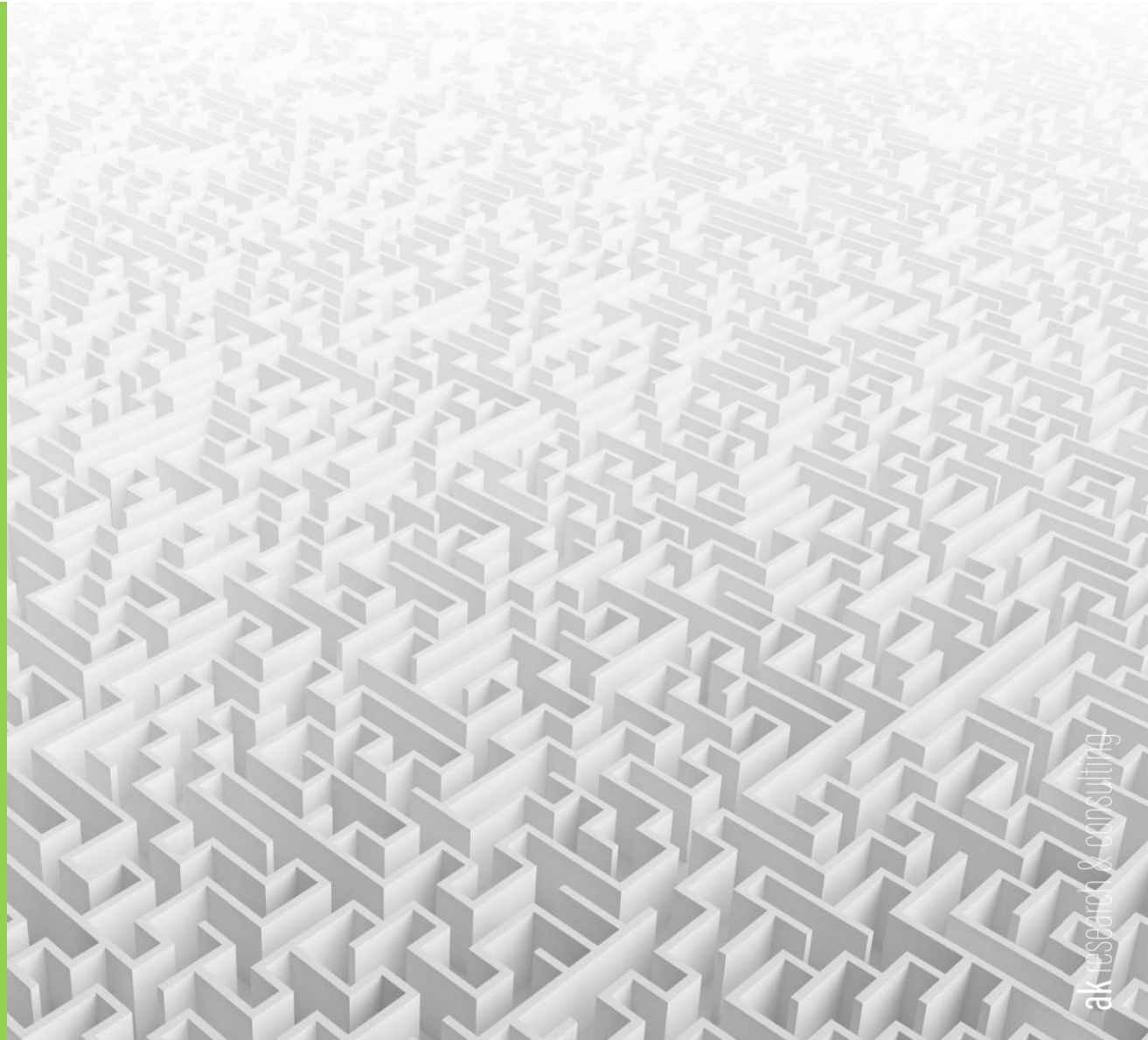


Please describe, in as much detail as you can, how you can restrict or block access to content on television? (% coded)

No other significant demographic differences



Report findings:  
Knowledge of  
filtering  
technology on  
different platforms



# Key findings: Knowledge of filtering technology on different platforms

## Knowledge of filtering technology on different platforms

Highest awareness of filtering technology were for the subscription video on demand (56%) and pay television (48%) platforms.

There were high levels of uncertainty across most platforms, particularly for free-to-air television (54%) and pay-per-view and free video on demand platforms, 53% respectively. The consistently large 'Don't know' percentages indicated a significant knowledge gap across broadcast media consumers about content control and filtering features across viewing platforms.

Awareness of filtering technology across platforms:

- Subscription video on demand: 56% 'yes' has filtering technology, 36% 'unsure'
- Pay television: 48% 'yes', 45% 'unsure'
- Web browsers generally: 46% 'yes', 41% 'unsure'
- Video based social media platforms: 43% 'yes', 44% 'unsure'
- Pay per view: 38% 'yes', 53% 'unsure'
- Other social media applications: 36% 'yes', 47% 'unsure'
- Free video on demand: 30% 'yes', 53% 'unsure'
- Free-to-air television: 24% 'yes', 54% 'unsure'.

## Differences by ethnicity

There were many instances where filtering technology was more likely to be seen to be in place by Māori, Pacific Peoples, and Asian respondents.

- **Among Māori these were:**
  - Subscription video on demand (64%)
  - Pay television (60%)
  - Video based social media platforms (55%)
  - Free video on demand (42%)
  - Free-to-air (36%).
- **Among Pacific Peoples these were:**
  - Subscription video on demand (69%)
  - Video based social media platforms (64%)
  - Other social media platforms (59%)
  - Web browsers generally (59%)
  - Pay television (59%)
  - Pay per view (52%)
  - Free video on demand (41%).
- **Among Asian these were:**
  - Subscription video on demand (64%)
  - Web browsers generally (56%)
  - Video based social media platforms (56%)
  - Other social media platforms (48%).

Full demographic differences by platform are summarised in the appendix (slide 37).





## Knowledge of filtering technology on different platforms

There were high levels of those unsure if a platform had filtering technology, with highest awareness for subscription video on demand and pay television



Filtering technology/parental control/rating locks are features that allow you to block, or restrict access to, certain media content. Please indicate which of the following you think have filtering or blocking technology capability? (%)

More likely to think *subscription video on demand* has filtering technology:

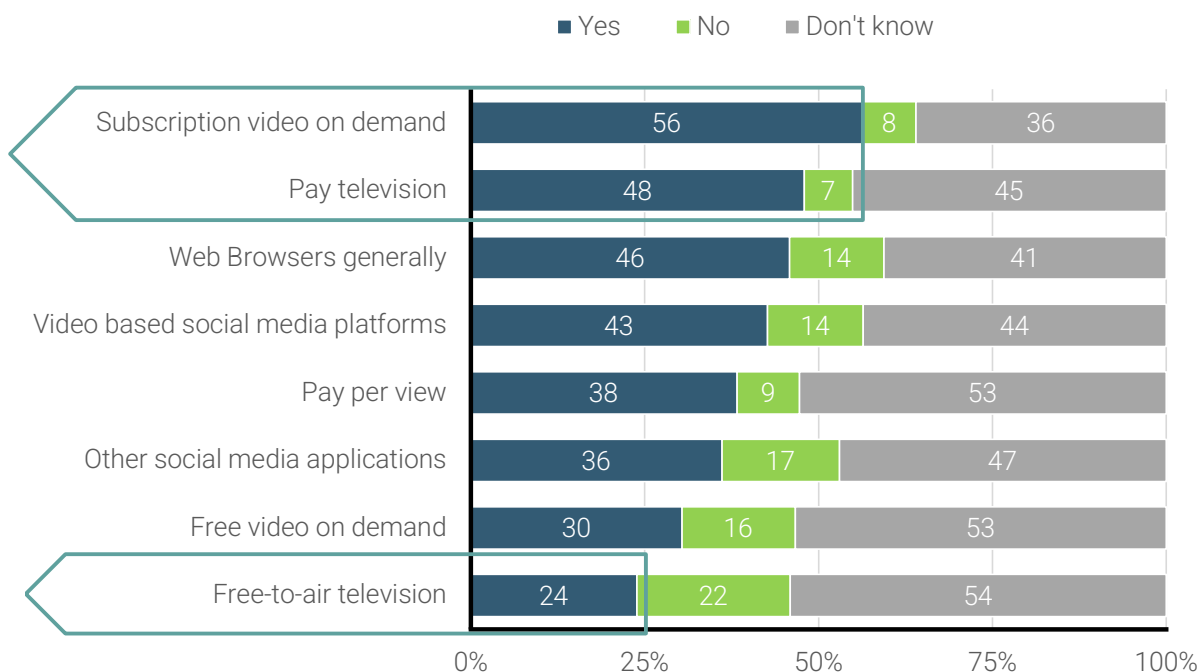
- Under 45 years compared to over
  - 18-29 (65%), 30-44 (71%), 45-59 (60%), 60+ (39%)
- Those with dependent children (69%)
- Those with an income over \$100K (64%)
- Those working full-time (63%)
- Those renting or homeowners with a mortgage (62% respectively)

More likely to think *Pay television* has filtering technology:

- Males (52%) compared to females (44%)
- 30-44 year olds (56%) compared to 60+ (38%)
- Those with dependent children (53%)
- Those working full-time (53%)

More likely to think *Free-to-air television* has filtering technology:

- Males (27%) compared to females (21%), under 30 years (32%) compared to 60+ (20%), Aucklanders (30%), those with dependent children (28%)



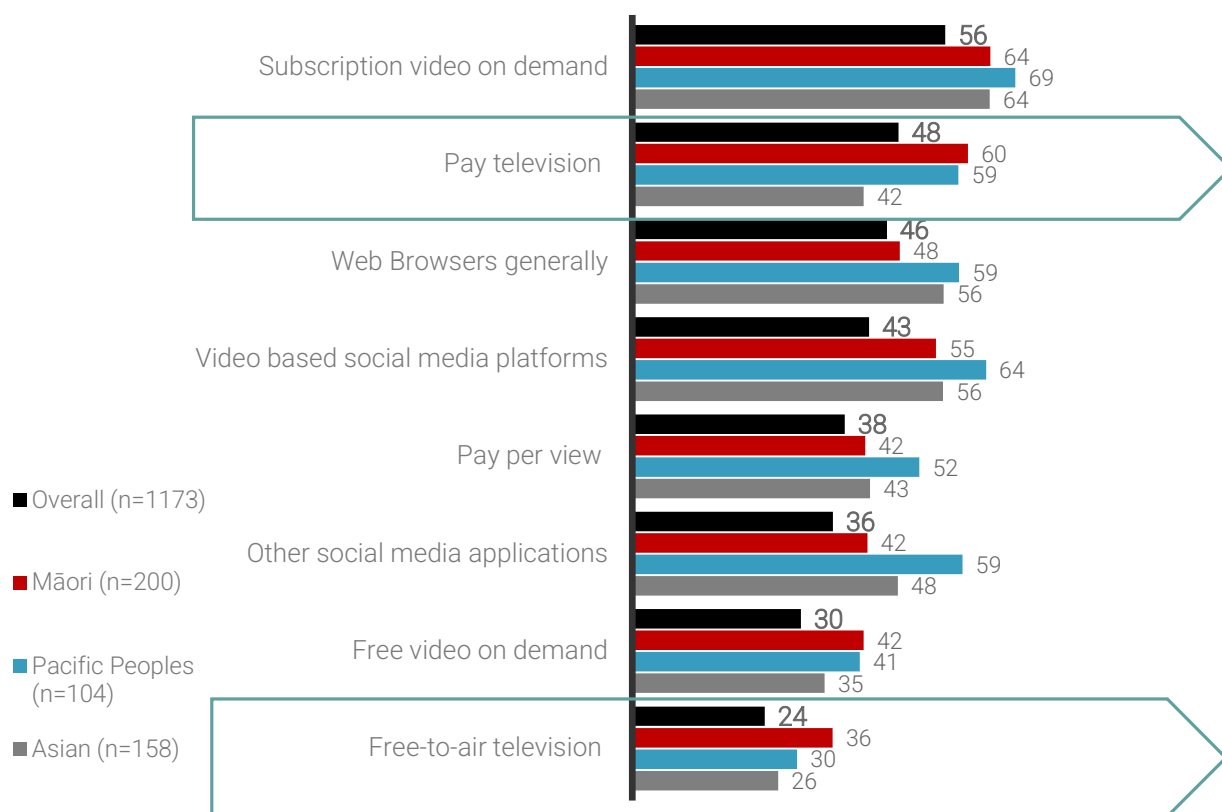


## Knowledge of filtering technology on different platforms *by Ethnicity*

Māori and Pacific Peoples appeared more likely to think many of the platforms had filtering technology



Filtering technology/parental control/rating locks are features that allow you to block, or restrict access to, certain media content. Please select which of the following you think have filtering or blocking technology capability? (% total yes)



Looking at platforms under BSA jurisdiction, those who are more likely to think it has filtering technology:

More likely to think Pay television has filtering technology:

- Māori (60%) and Pacific Peoples (59%) compared to NZ European (47%) and Asian (42%).

More likely to think Free-to-air television has filtering technology

- Māori (36%)

# Report findings: Use of filtering technology on different platforms

# Key findings: Use of filtering technology on different platforms

## Use of filtering technology on different platforms

Only a small portion of respondents actively use filtering or blocking technology. Additionally, many respondents either don't know how to use the technology or are not aware it exists—this accounts for more than half across all platforms.

Similar patterns of low use, lack of know-how, and only moderate willingness to use filtering technology exist across all platform types.

Recorded usage of filtering technology across platforms was as follows:

- Subscription video on demand: 13% 'use', 21% 'know how to use but do not use', 48% 'don't know/not aware' of technology, 9% 'don't know how to use but if they did, would use', 9% 'don't know how to use but still would not use'
- Other social media applications: 12%/ 12%/ 66% 'don't know/ not aware'/ 6%/ 4%
- Web browsers generally: 12%/ 18%/ 57% 'don't know/ not aware'/ 7%/ 6%
- Video based social media platforms: 12%/ 16%/ 59% 'don't know/ not aware'/ 7%/ 6%
- Pay television: 11%/ 17%/ 56% 'don't know/ not aware'/ 9%/ 7%
- Pay per view: 9%/ 12%/ 66% 'don't know/ not aware'/ 8%/ 6%
- Free video on demand: 7%/ 12%/ 72% 'don't know/ not aware'/ 4%/ 5%
- Free-to-air television: 7%/ 9%/ 77% 'don't know/ not aware'/ 4%/ 3%.

## Differences by ethnicity

Māori, Pacific Peoples and Asian respondents were often more likely to say they knew how to use filtering technology on different platforms (including those who use it and those who do not) compared to other ethnicities.

- Among **Māori**, higher declared knowledge was recorded for all platforms apart from web browsers generally.
- Among **Pacific Peoples**, higher declared knowledge was recorded for all platforms.
- Among **Asians**, higher declared knowledge was recorded for subscription video on demand, web browsers generally, video based social media platforms, other social media platforms, and pay per view.

Full demographic differences by platform are summarised in the appendix (slide 38)



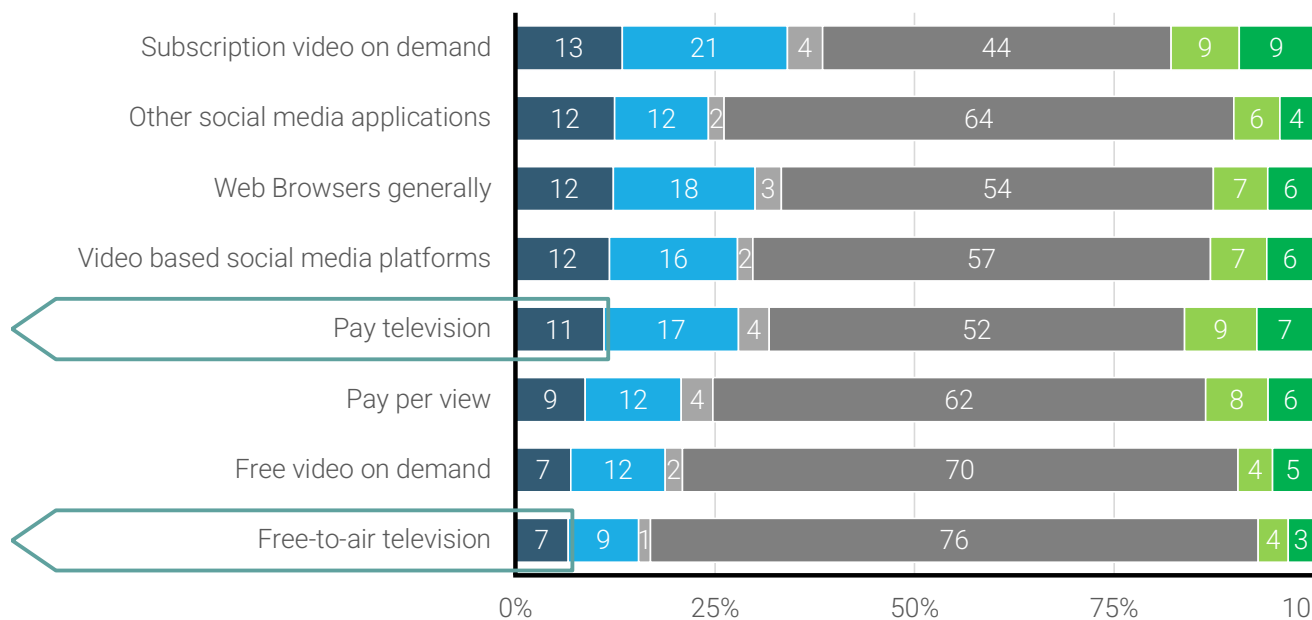
## Usage of filtering technology

Declared usage of filtering technology was low. A significant proportion were not aware of the technology or did not know how to use the technology highlighting an opportunity to educate on the benefits and how to use



*Do you know how to use/set up filtering/blocking technology, and do you personally use blocking or filtering technology on any of the following? (%)*

- Yes, I know how to use it, and I do personally use filtering or blocking technology
- Yes, I know how to use it, but I don't personally use filtering or blocking technology
- Don't Know
- Not aware
- No, I don't know how to use filtering or blocking technology, but if I did know, I would use it
- I don't know how to use filtering or blocking technology, and even if I did I wouldn't use it



Looking at platforms under BSA jurisdiction, those who know how to use it and personally use it are more likely to be:

### *Pay television*

- Under 30 (16%) and 30-44 years (16%)
- Those renting (16%)
- Those with dependent children (18%)
- Those working full-time (17%)

### *Free-to-air television*

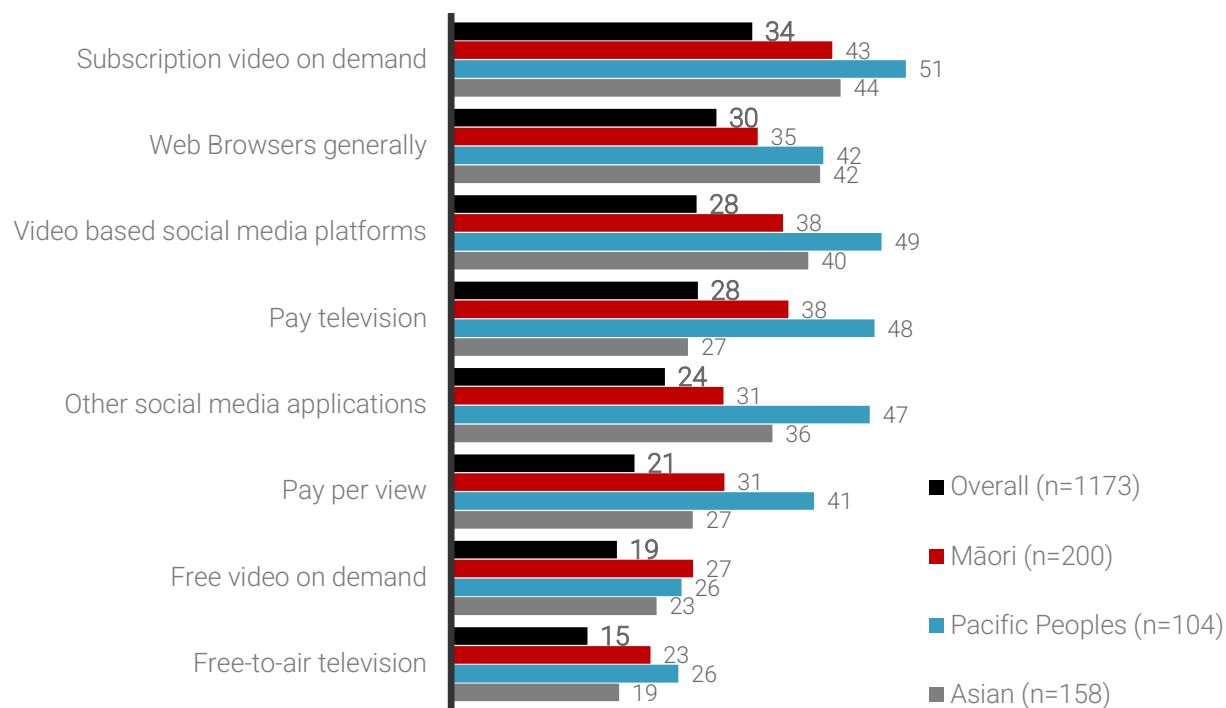
- Under 30 (11%)
- Those renting (10%)
- Those with dependent children (10%)



## Ability to use filtering technology *by Ethnicity*

Māori, Pacific Peoples and Asian respondents were more likely to say they knew how to use filtering technology

**Q** Do you know how to use/set up filtering/blocking technology, and do you personally use blocking or filtering technology on any of the following? (% Total 'yes' know how to use it, including those that use it and those that don't use it)



Note: Each service had examples and these have changed from previous years;

Base: Those that consume broadcast media; Overall (n=1173), Māori (n=200), Pacific Peoples (n=104), Asian (n=158)

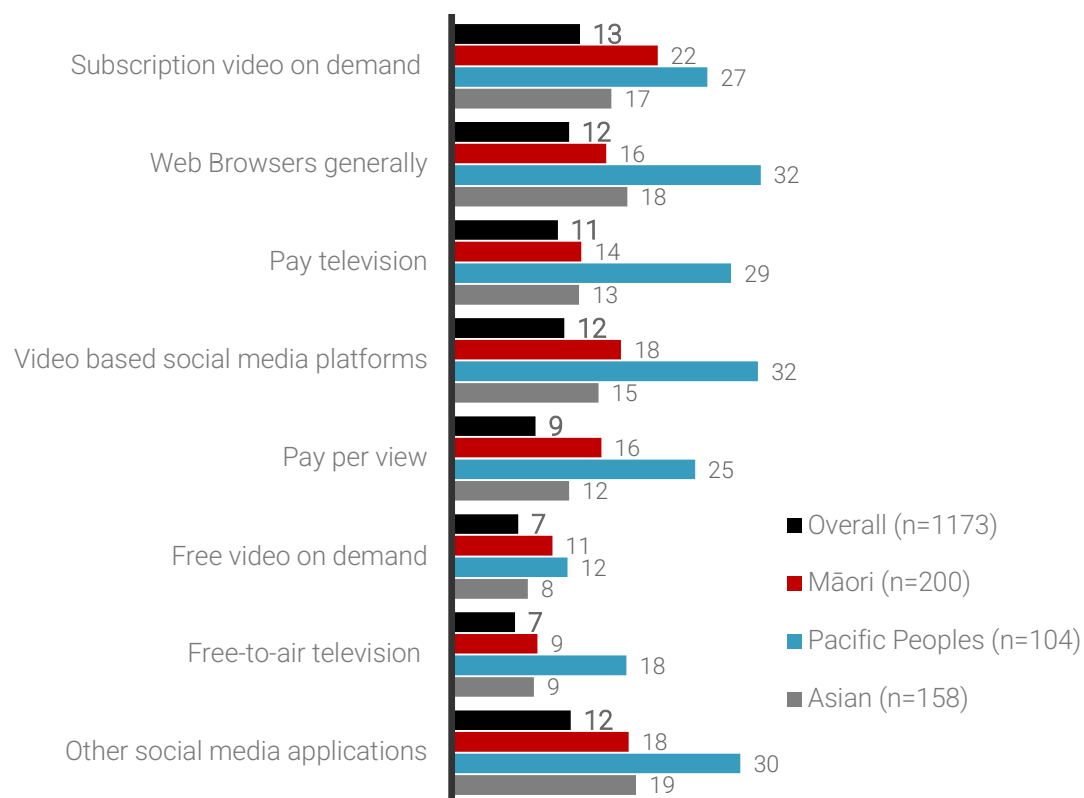


## Usage of filtering technology *by Ethnicity*

Usage of filtering technology was higher across Māori and particularly Pacific Peoples respondents



Do you know how to use/set up filtering/blocking technology, and do you personally use blocking or filtering technology on any of the following? (% Yes, I know how to use it, and I do personally use filtering or blocking technology)



Māori more likely to know how to use AND personally use filtering or blocking technology on:

- Subscription video on demand
- Video based social media platforms
- Pay per view
- Other social media applications

Pacific Peoples more likely to know how to use AND personally use filtering or blocking technology on:

- Subscription video on demand
- Web browsers generally
- Pay television
- Video based social media platforms
- Pay per view
- Free-to-air television
- Other social media applications

Asians more likely to know how to use AND personally use filtering or blocking technology on:

- Web browsers generally
- Other social media applications



# Appendix 1: Additional information – broadcast media consumers





Filtering technology/parental control/rating locks are features that allow you to block, or restrict access to, certain media content. Please select which of the following you think have filtering or blocking technology capability? (%)

Platform	Demographic difference – More likely to be aware
'Subscription video on demand e.g. Netflix, Neon, Amazon Prime, Disney+' <b>[56% aware overall]</b>	<ul style="list-style-type: none"> <li>Under 30 (65%) and 30-44 years (71%) compared to 60+ (39%), those renting or with a mortgage (62% respectively), those with an income over \$100K (64%), those with dependent children (69%), those working full-time (63%)</li> <li>Māori (64%), Pacific Peoples (69%), Asian (64%)</li> </ul>
'Pay television e.g. SKY' <b>[48% aware overall]</b>	<ul style="list-style-type: none"> <li>Males (52%) compared to Females (44%), 30-44 years (56%) compared to 60+ (38%), those with dependent children (53%), those working full-time (53%)</li> <li>Māori (60%), Pacific Peoples (59%)</li> </ul>
'Web Browsers generally' <b>[46% aware overall]</b>	<ul style="list-style-type: none"> <li>Under 30 (54%), 30-44 (61%) compared to 60+ (31%), Aucklanders (52%), those renting (50%), those with an income over \$100K (56%), those with dependent children (57%), those working full-time (54%)</li> <li>Pacific Peoples (59%), Asian (56%)</li> </ul>
'Video based social media platforms e.g. YouTube, TikTok' <b>[43% aware overall]</b>	<ul style="list-style-type: none"> <li>Under 30 (70%) and 30-44 (59%) compared to those 60+ (23%), Aucklanders (50%), those renting (52%), those with an income over \$100K (50%), those with dependent children (54%), those working full-time (50%)</li> <li>Māori (55%), Pacific Peoples (64%), Asian (56%)</li> </ul>
'Pay per view – Google movies / Microsoft movies / Sky Go / iTunes Movies' <b>[38% aware overall]</b>	<ul style="list-style-type: none"> <li>Males (44%) compared to Females (33%), 30-44 (46%) compared to 60+ (30%), those with an income over \$100K (43%), those with dependent children (45%), those working full-time (44%)</li> <li>Pacific Peoples (52%)</li> </ul>
'Other social media applications e.g. Instagram, Facebook, Snapchat' <b>[36% aware overall]</b>	<ul style="list-style-type: none"> <li>Under 30 (48%) and 30-44 (47%) compared to 60+ (24%), Aucklanders (44%), those renting (44%), those with an income over \$100K (41%), those with dependent children (44%)</li> <li>Pacific Peoples (59%), Asian (48%)</li> </ul>
'Free video on demand e.g. TVNZ+; ThreeNow' <b>[30% aware overall]</b>	<ul style="list-style-type: none"> <li>Males (34%) compared to Females (26%), Under 30 (42%) and 30-44 (36%) compared to 60+ (21%), Aucklanders (36%), those with dependent children (36%)</li> <li>Māori (42%), Pacific Peoples (41%)</li> </ul>
'Free-to-air television e.g. Freeview, TVNZ 1, Three, Whakaata Māori, PrimeChoice TV, HGTV' <b>[24% aware overall]</b>	<ul style="list-style-type: none"> <li>Males (27%) compared to Females (21%), Under 30s (32%) compared to 60+ (20%), Aucklanders (30%), those with dependent children (28%)</li> <li>Māori (36%)</li> </ul>



Do you know how to use/set up filtering/blocking technology, and do you personally use blocking or filtering technology on any of the following? (%) 'Yes, I know how to use it, and I do personally use filtering or blocking technology'

Platform	Demographic difference – More likely to know how to use and to personally use
'Subscription video on demand e.g. Netflix, Neon, Amazon Prime, Disney+' <b>[13% know how to use and personally use]</b>	<ul style="list-style-type: none"> <li>• 30-44 years (23%) and 45-59 years (18%) compared to 60+ (4%), Aucklanders (17%), those renting (17%), those earning over \$100K (18%), those with dependent children (28%), those working full-time (19%)</li> <li>• Māori (22%), Pacific Peoples (27%)</li> </ul>
'Web Browsers generally' <b>[12% know how to use and personally use]</b>	<ul style="list-style-type: none"> <li>• 30-44 years (19%) compared to 60+ (5%), Aucklanders (17%), those renting (17%), those with dependent children (20%), those earning over \$100K (those working full-time (16%)</li> <li>• Pacific Peoples (32%), Asian (18%)</li> </ul>
'Other social media applications e.g. Instagram, Facebook, Snapchat' <b>[12% know how to use and personally use]</b>	<ul style="list-style-type: none"> <li>• 30-44 years (18%) compared to 60+ (5%), Aucklanders (17%), those renting (18%), those with dependent children (18%), those working full-time (15%)</li> <li>• Māori (18%), Pacific Peoples (30%), Asian (19%)</li> </ul>
'Video based social media platforms e.g. YouTube, TikTok' <b>[12% know how to use and personally use]</b>	<ul style="list-style-type: none"> <li>• Under 30 (21%) and 30-44 years (19%) compared to 60+ (3%), Aucklanders (16%), those renting (18%), those with dependent children (20%), those working full-time (16%)</li> <li>• Māori (18%), Pacific Peoples (32%)</li> </ul>
'Pay television e.g. SKY' <b>[11% know how to use and personally use]</b>	<ul style="list-style-type: none"> <li>• Under 30 and 30-44 (16% respectively) compared to 60+ (4%), Aucklanders (14%), those renting (16%), those with dependent children (18%), those working full-time (17%)</li> <li>• Pacific Peoples (29%)</li> </ul>
'Pay per view – Google movies / Microsoft movies / Sky Go / iTunes Movies' <b>[9% know how to use and personally use]</b>	<ul style="list-style-type: none"> <li>• Males (11%) compared to Females (7%), 30-44 years (13%) compared to 60+ (3%), Aucklanders (12%), those renting (12%), those with dependent children (14%), those working full-time (12%)</li> <li>• Māori (16%), Pacific Peoples (25%)</li> </ul>
'Free video on demand e.g. TVNZ+; ThreeNow' <b>[7% know how to use and personally use]</b>	<ul style="list-style-type: none"> <li>• 30-44 years (11%) compared to 60+ (2%), those renting (10%), those with dependent children (11%), those working full-time (10%)</li> </ul>
'Free-to-air television e.g. Freeview, TVNZ 1, Three, Whakaata Māori, Prime, Choice TV, HGTV' <b>[7% know how to use and personally use]</b>	<ul style="list-style-type: none"> <li>• Under 30 (11%) compared to 60+ (2%), Aucklanders (9%), those renting (10%), those with dependent children (10%), those working full-time (9%)</li> <li>• Pacific Peoples (18%)</li> </ul>

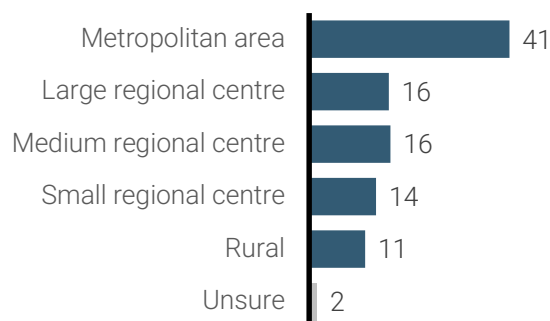
## Appendix 2: Additional information – general public



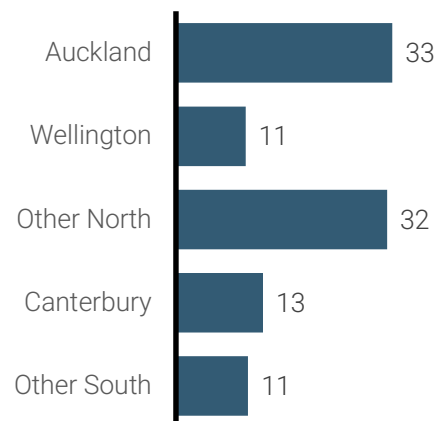


# Sample Demographics – General Public

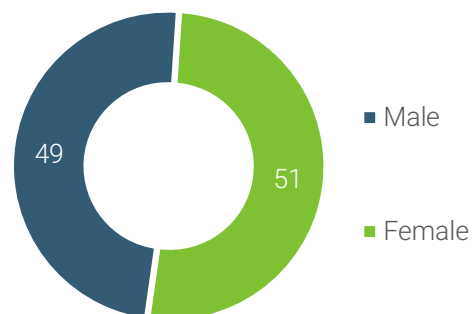
Settlement



Region



Gender



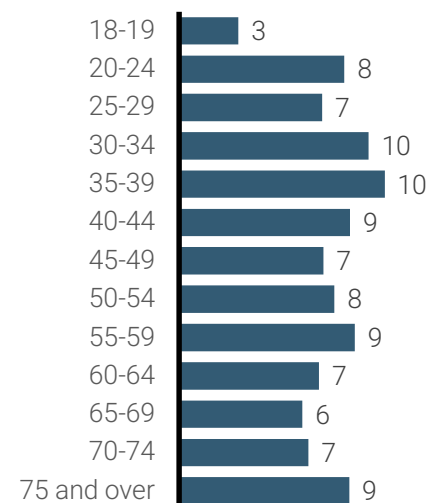
Household income

<\$50,000	26
\$50,001-\$100,000	30
>\$100	36

Housing

Renting	39
Home is owned with a mortgage	30
Home is owned without a mortgage	27

Age group



Ethnicity

NZ European	67
Asian	17
NZ Māori	15
Pacific Peoples	7
Other	8

# Snapshot – General public



## Awareness measures

**58%** ↓3%, know for sure of complaints process

60% Māori, 57% Pacific Peoples, 36% Asian

**86%** ↑1%, can take action to find out how to complain

87% Māori, 86% Pacific Peoples, 81% Asian

**69%** ↑1%, yes aware of BSA | Te Mana Whanonga Kaipāho

65% Māori, 47% Pacific Peoples, 46% Asian



## Content restrictions/blocking on TV – awareness and knowledge

**34%** ↑5%, yes aware

37% Māori, 40% Pacific Peoples, 32% Asian

**34%** ↓8%

Describe content restriction/blocking on TV in terms of using in-built functionality of the service /app e.g. parental control settings in Sky, Netflix, YouTube etc

42% Māori, 29% Pacific Peoples, 36% Asian



## Filtering technology – knowledge of different platforms 2025

57% yes aware

45%

48%

45%

37%

Subscription video on demand

Pay television

Web browsers generally  
Video based social media

Pay per view

## Know how to use and personally use

Subscription video on demand **14%**

Web browsers generally **13%**

Other social media applications **13%**

Video-based social media platforms **13%**

Pay television **11%**



## [General Public] Knowledge of complaints process *Tracking*

Across the general public, understanding and knowledge of the complaints process was similar to the last survey conducted in 2023



*Let's assume you are able to make a complaint and you decide you want to make a complaint about a TV or radio programme. Please write down everything you know about how to go about making a formal complaint, including any details about who to complain to, what information you have to provide and what the process is once you have made a complaint? (% coded)*

	2013 (n=701) %	2014 (n=700) %	2017 (n=1000) %	2019 (n=1213) %	2021 (n=1122) %	2023 (n=1185) %	2025 (n=1393) %
Contact BSA or similar	38	31	41	40	29	30	<b>28</b>
Other methods of complaining	25	39	32	35	28	29	<b>34</b>
Provide relevant programme/programme details/why offensive/which standards breached	26	24	23	30	17	16	<b>17</b>
Contact broadcaster	20	15	16	17	18	15	<b>15</b>
Provide details time/date/channel	25	23	22	29	18	14	<b>8</b>
Ads/information advertised regularly on TV/radio	15	12	11	10	10	7	<b>6</b>
Don't know/don't know any other details	9	15	5	9	16	15	<b>14</b>





## Knowledge of complaints process by ethnicity - Māori, Pacific Peoples and Asian Less likely to contact BSA



Let's assume you are able to make a complaint and you decide you want to make a complaint about a TV or radio programme. Please write down everything you know about how to go about making a formal complaint, including any details about who to complain to, what information you have to provide and what the process is once you have made a complaint? (% coded)

	Overall (n=1393) %	Māori (n=222) %	Pacific Peoples (n=120) %	Asian (n=203) %
Contact BSA or similar	29	23	15	20
Other methods of complaining	25	20	19	26
Provide relevant programme/programme details/why offensive/which standards breached	18	18	29	18
Contact broadcaster	17	19	27	20
Contact the appropriate body/ombudsman	7	10	8	5
Provide details time/date/channel	8	11	9	4
Ads/information advertised regularly on TV/radio	6	7	5	4
Don't know/don't know any other details	14	13	14	19

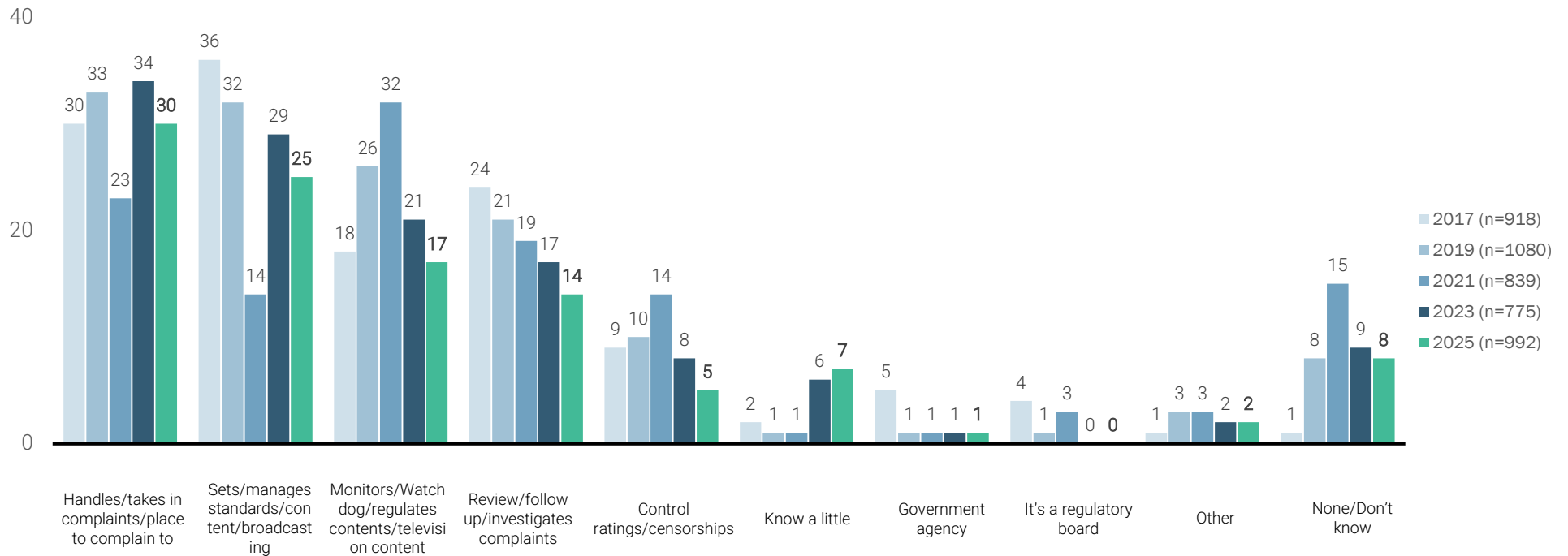


## [General Public] Role of Broadcasting Standards Authority *Tracking*

Across the general public, descriptions of the role of BSA remained similar to 2023 with the main roles being handling complaints and setting/ managing standards



Please describe, in as much detail as you can, what you know about the Broadcasting Standards Authority | Te Mana Whanonga Kaipāho (BSA). What is the BSA's role and what does the BSA do? (% coded)



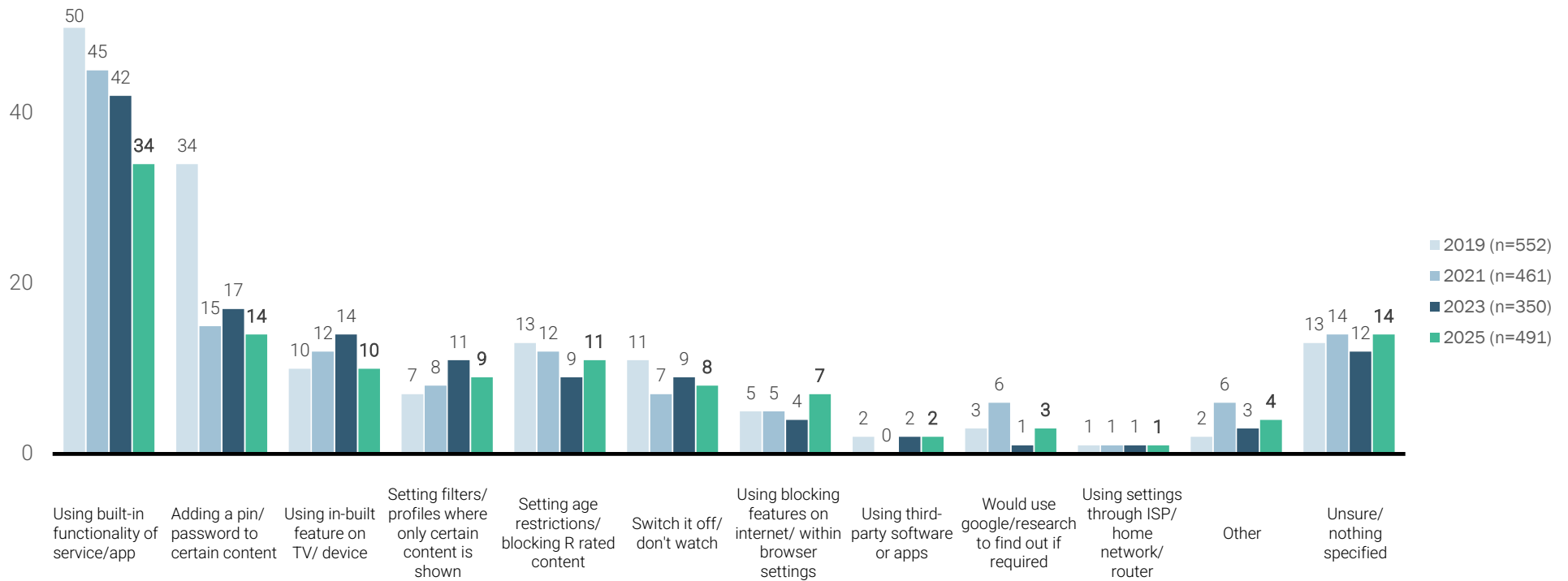


## [General Public] Knowledge of content restriction/blocking process *Tracking*

Using built-in functionality of the service and adding a PIN/ password remained the main ways to restrict access to content



Please describe, in as much detail as you can, how you can restrict or block access to content on television? (% coded)



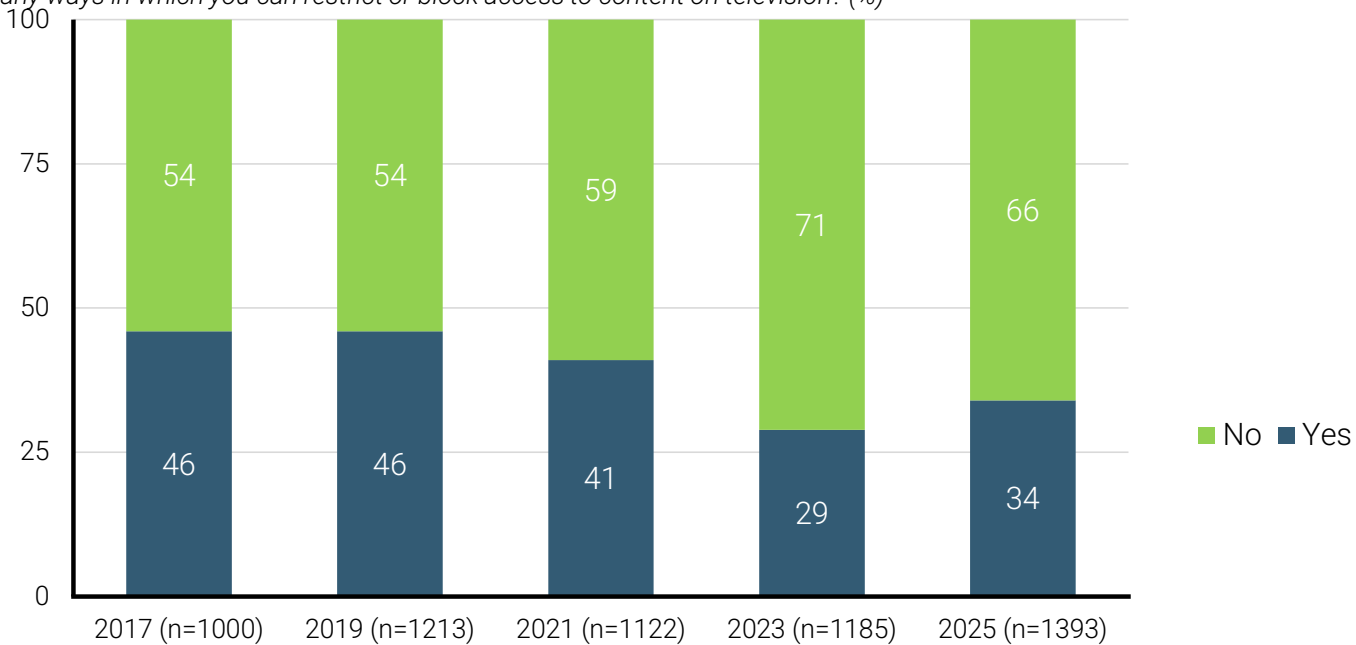


## [General Public] Awareness of content restriction/blocking on television *Tracking*

Just over a third claimed to be aware of ways to restrict or block access to content on television, a slight rebound from the drop seen in 2023



Are you aware of any ways in which you can restrict or block access to content on television? (%)



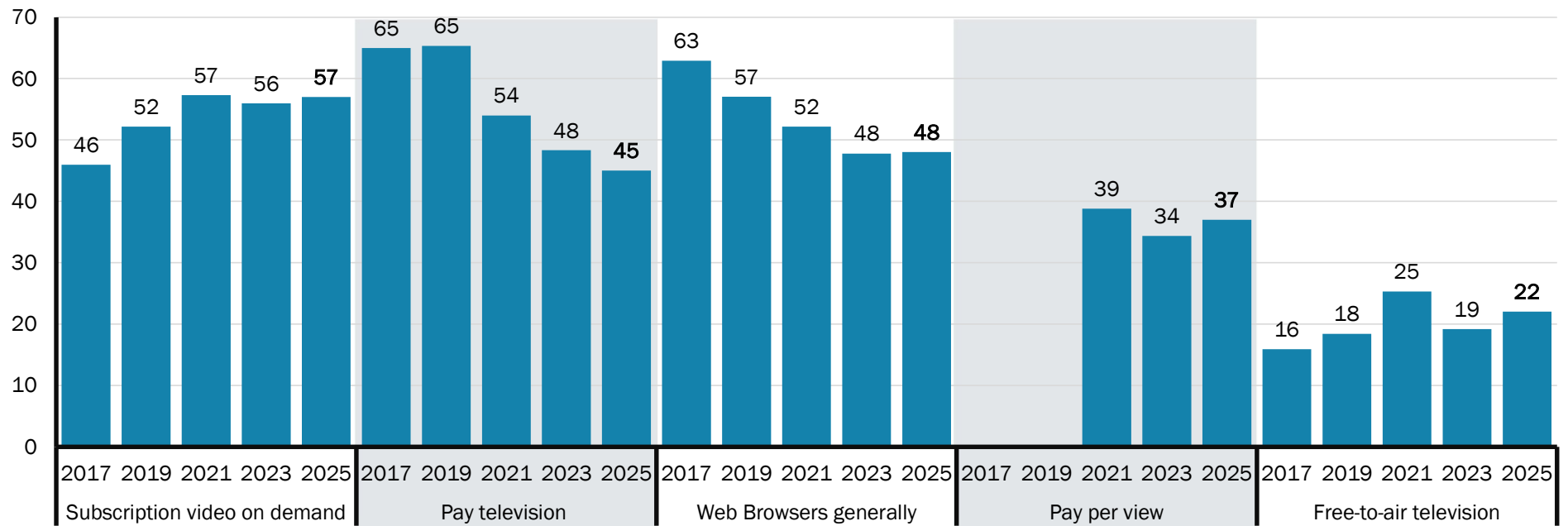


## [General Public] Knowledge of filtering technology on different platforms *Tracking*

Knowledge of filtering technology generally remained steady in the latest monitor



*Filtering technology/parental control/rating locks are features that allow you to block, or restrict access to, certain media content. Please select which of the following you think have filtering or blocking technology capability? (% total yes)*

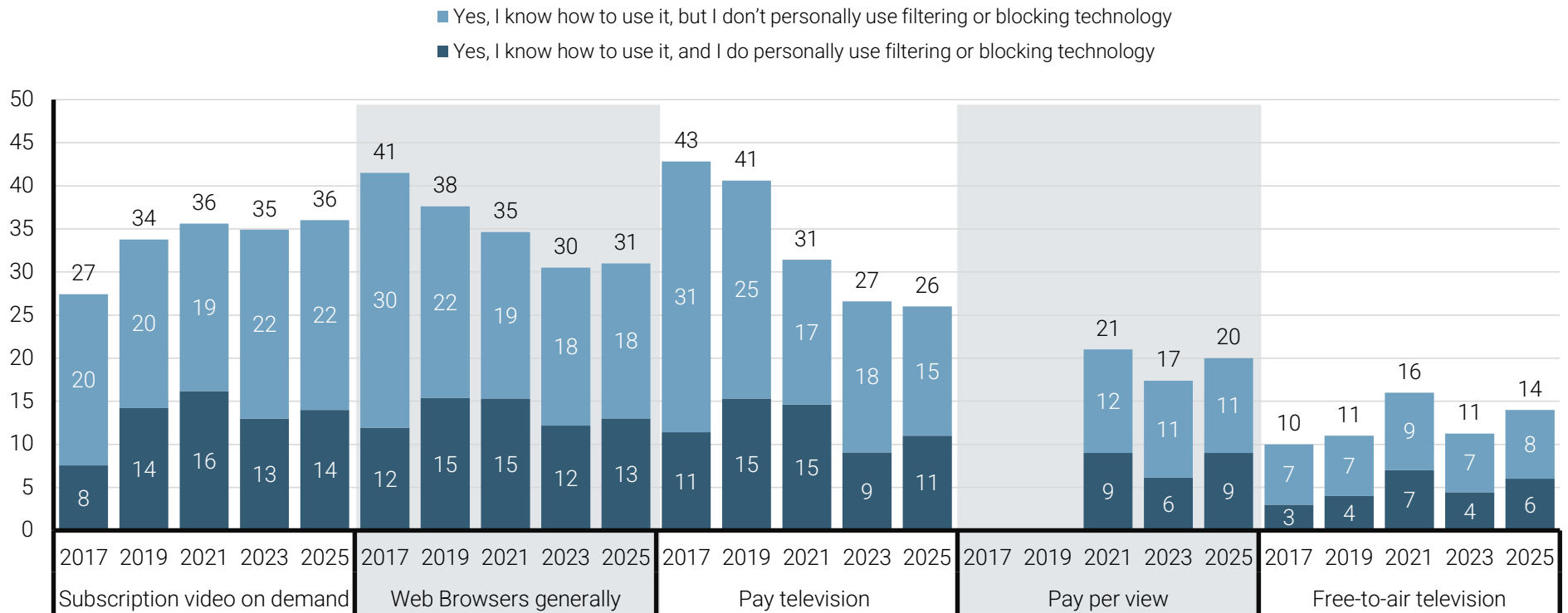




## [General Public] Knowledge and use of filtering technology *Tracking*

Knowledge and use of filtering technology across platforms was generally stable in the latest results

**Q** Do you know how to use/set up filtering/blocking technology, and do you personally use blocking or filtering technology on any of the following? (%)





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