

**BROADCASTING STANDARDS AUTHORITY
TE MANA WHANONGA KAIPĀHO**

SURVEY OF BROADCASTERS 2020

JUNE 2020

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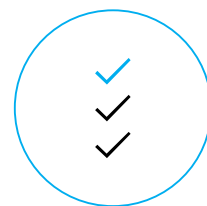


INTRODUCTION

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 2020, all broadcasters known to the BSA were invited to take part. Each participating broadcaster contributed one response, with four exceptions where an additional key contact responded.



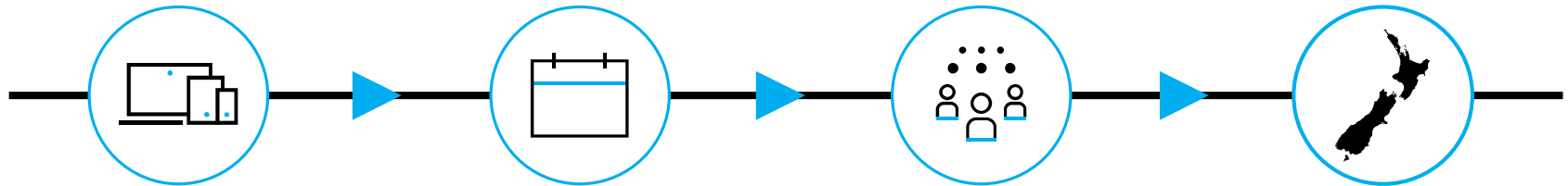
OBJECTIVES

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 119 broadcasters known to the BSA was carried out. Fieldwork occurred during the COVID-19 pandemic and, therefore, this may have impacted some broadcasters' ability to respond to the survey. Throughout fieldwork, efforts were made to improve the response rate including:

- ▶ Acknowledgement of challenging times, due to Covid-19, and appreciation for participating
- ▶ Reminder emails (from Nielsen and BSA) to those who had yet to complete the survey
- ▶ An extended fieldwork period.

FIELDWORK

The survey was conducted between 30 March and 29 May 2020. Initially, fieldwork was planned to close on 1 May but was extended until 29 May due to the COVID-19 pandemic.

RESPONDENTS

A total of 60 broadcasters completed the survey, consisting of seven television broadcasters, 43 radio broadcasters, four dual television and radio broadcasters and six other 'multimedia' broadcasters.

A sample of 60 from a universe of 119 gives a maximum margin of error of $\pm 8.9\%$ at a 95% confidence interval.

RESPONSE RATE

Results represent half of the broadcasting entities invited to complete the survey – a response rate of 50%.

This is almost identical to the 49% who completed the survey in 2019.

KEY FINDINGS

FOCUS	HIGHLIGHTS
	<p>COMPLAINTS DETERMINATION</p>
	<p>COMMUNICATIONS</p>
	<p>INTERACTIONS WITH STAFF</p>
	<p>BSA RESEARCH</p>
	<p>BSA WEBSITE</p>
	<p>RELATIONSHIP WITH THE BSA</p>

- ▶ Eight broadcasters report having a complaint determined by the BSA in the last 12 months. Four rate the complaints' process as 'very good', one as 'good' and three as 'neither good nor poor'.
- ▶ The BSA's written decisions continue to be rated positively.
- ▶ Perceptions of timeliness and of complaint handling have improved, with more 'very good' ratings in 2020 than in 2019.

- ▶ In 2020, more than nine in ten broadcasters rate general information received from the BSA about the complaints process, how to respond to a formal complaint and broadcaster obligations positively (this was also the case in 2019).
- ▶ *Email* remains the most prevalent source of information, followed by the *BSA website*. The use of *emails*, *BSA website* and *press releases from BSA* as sources of information has been increasing over the past three years.
- ▶ All BSA sources of information are considered helpful. The most commonly used sources of information (*emails from BSA* and the *BSA website*) are highly rated for being helpful, with nearly nine in ten broadcasters giving 'good' or 'very good' ratings
- ▶ Over half of broadcasters (57%) do not consider it would be helpful to have information from the BSA available in languages other than English. Among those who consider it might be useful, *Te Reo Māori* translations are the most sought after.

- ▶ Broadcasters remain satisfied with their personal interactions with BSA staff. *Professionalism* is the most positively rated aspect in 2020 and perceptions of professionalism have improved further on an already very positive rating in 2019 (an increase in 'good' or 'very good' ratings, 96% cf. 88%).

- ▶ The majority of broadcasters who are aware of the BSA research, perceive it to be of value.
- ▶ *Resource for broadcasters after 15 March attacks* and the *Public Awareness Survey* are perceived particularly positively in this regard.

- ▶ Seven in ten (71%) broadcasters have visited the BSA website in the past 12 months with nearly two in ten (18%) visiting this website at least once a month.
- ▶ Among those who have visited the website in the last 12 months, 81% have visited the refreshed one
- ▶ The refreshed website is rated favourably, with visitors finding it easier to use and with clearer and improved content.

- ▶ In 2020, three in four broadcasters (76%) rate their relationship with the BSA as 'good' or 'very good' and none rate it as 'poor'
- ▶ Compared with 2019, slightly fewer broadcasters rate their relationship with the BSA as 'good' or 'very good', while more broadcasters have neutral feelings.

KEY FINDINGS – YEAR ON YEAR



COMPLAINTS PROCESS	n=	2020	n=	2019	n=	2018
Satisfaction with complaints processes (<i>very good</i>)	8**	4	9**	1	7**	4
Fairness of the BSA's decisions over the last 12 months (<i>fair or very fair</i>)	8**	5	8**	5	-	-
Responding in a timely manner (<i>very good</i>)	8**	4	9**	3	7**	5
Setting appropriate deadlines to respond by (<i>very good</i>)	8**	3	9**	1	7**	4
Communication of the timeframe (<i>very good</i>)	8**	3	9**	2	7**	4
Managing the overall time the process takes (<i>very good</i>)	8**	3	9**	2	7**	4
COMMUNICATIONS	n=	2020	n=	2019	n=	2018
Staff being professional (<i>good or very good</i>)	46	96%	49	88%	54	93%
Staff being courteous and considerate (<i>good or very good</i>)	47	87%	50	88%	51	86%
Staff being accessible and responsive (<i>good or very good</i>)	46	87%	50	82%	54	80%
Staff being informative and knowledgeable (<i>good or very good</i>)	47	85%	48	81%	54	89%
EFFECTIVENESS OF SOURCES OF INFORMATION (TOP 3 SOURCES IN 2020)	n=	2020	n=	2019	n=	2018
Email from BSA	59	88%	51	84%	53	85%
BSA website	35	89%	30*	90%	22*	91%
Press releases from BSA	25*	80%	13*	100%	12*	92%
INFORMATION NEEDS	n=	2020	n=	2019	n=	2018
Sought or received information from a BSA workshop or seminar	60	7%	59	8%	63	13%
Te Reo Māori translations needed	60	37%	-	-	-	-
No translation required	60	57%	-	-	-	-
BSA WEBSITE	n=	2020	n=	2019	n=	2018
Visited the BSA website in the last 12 months ^	60	71%	-	-	63	64%
Content is clear and easy to understand (<i>good or very good</i>) ^	34	97%	-	-	37	73%
Content is relevant and informative (<i>good or very good</i>) ^	34	94%	-	-	37	81%
Ease of use, including ability to search for content (<i>good or very good</i>) ^	34	91%	-	-	38	71%
Organisation of information (<i>good or very good</i>) ^	34	91%	-	-	37	84%
Can find what needed (<i>good or very good</i>) ^	34	88%	-	-	38	79%
WORKING RELATIONSHIP WITH BSA	n=	2020	n=	2019	n=	2018
Satisfaction with relationship with BSA (<i>good or very good</i>)	58	76%	58	83%	63	80%

^ In 2018, 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

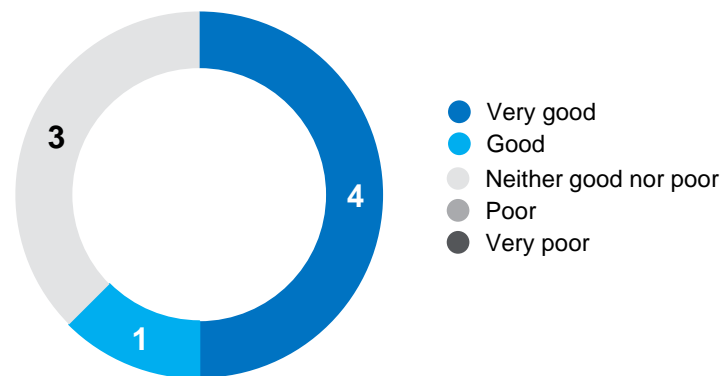
This section focuses on broadcasters who have had a complaint determined by the BSA in the last 12 months (n=8) and generally reports results at a respondent level due to the small base size.

BROADCASTERS WHO HAD A COMPLAINT DETERMINED BY THE BSA REMAIN SATISFIED WITH THE OVERALL COMPLAINTS PROCESS

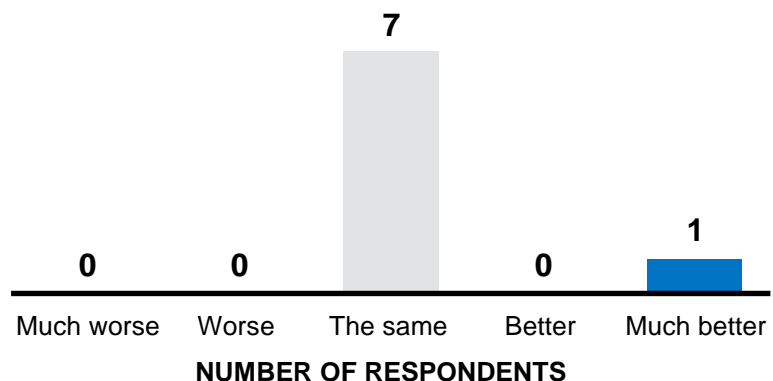
Half (four in eight) broadcasters who had a complaint determined by the BSA are very positive about the process (rating it 'very good'). None give a 'poor' rating.

- Compared with 2019, there are relatively more 'very good' ratings (four in 2020 and one in 2019).
- Perceptions of the process remain consistent with 12 months ago (seven out of eight rate the process 'the same'). The broadcaster who said the process was 'much better' indicated that "every aspect" had improved for them.

RATING OF OVERALL COMPLAINTS PROCESS



HOW DOES THE COMPLAINTS PROCESS COMPARE WITH 12 MONTHS AGO?



Base: All respondents who have had a complaint determined by the BSA in the last 12 months (2020, n=8**; 2019, 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?

Q26. What aspects, in particular, have improved for you? Base: All respondents that indicated the process is 'better' or 'much better' (n=1**)

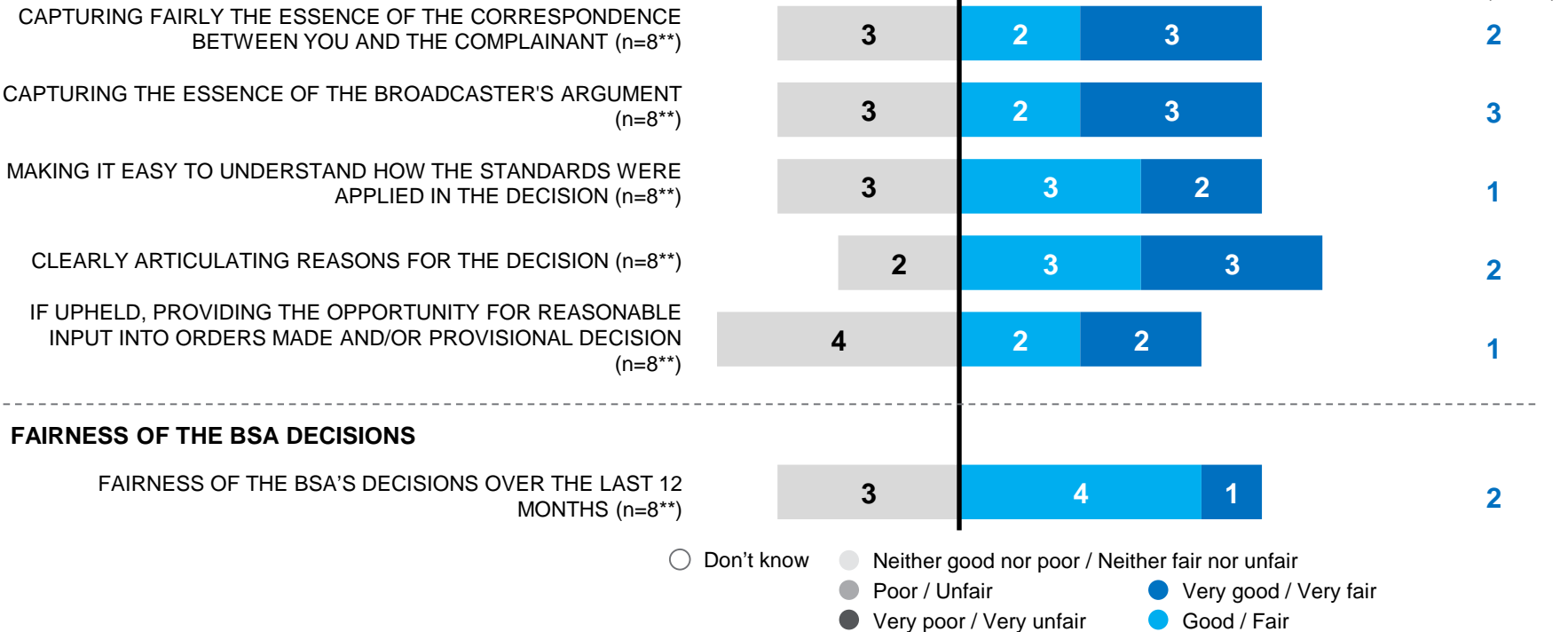
THE BSA'S WRITTEN DECISIONS CONTINUE TO BE RATED POSITIVELY

No statements receive a 'poor' or 'very poor' rating and, compared with 2019, there are more 'very good' ratings for many of the statements

Clarity articulating reasons for the decision receives the most 'very good' and 'good' ratings (six).

Five of the eight broadcasters rate the BSA's decisions as 'fair' or 'very fair'.

WRITTEN DECISIONS



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

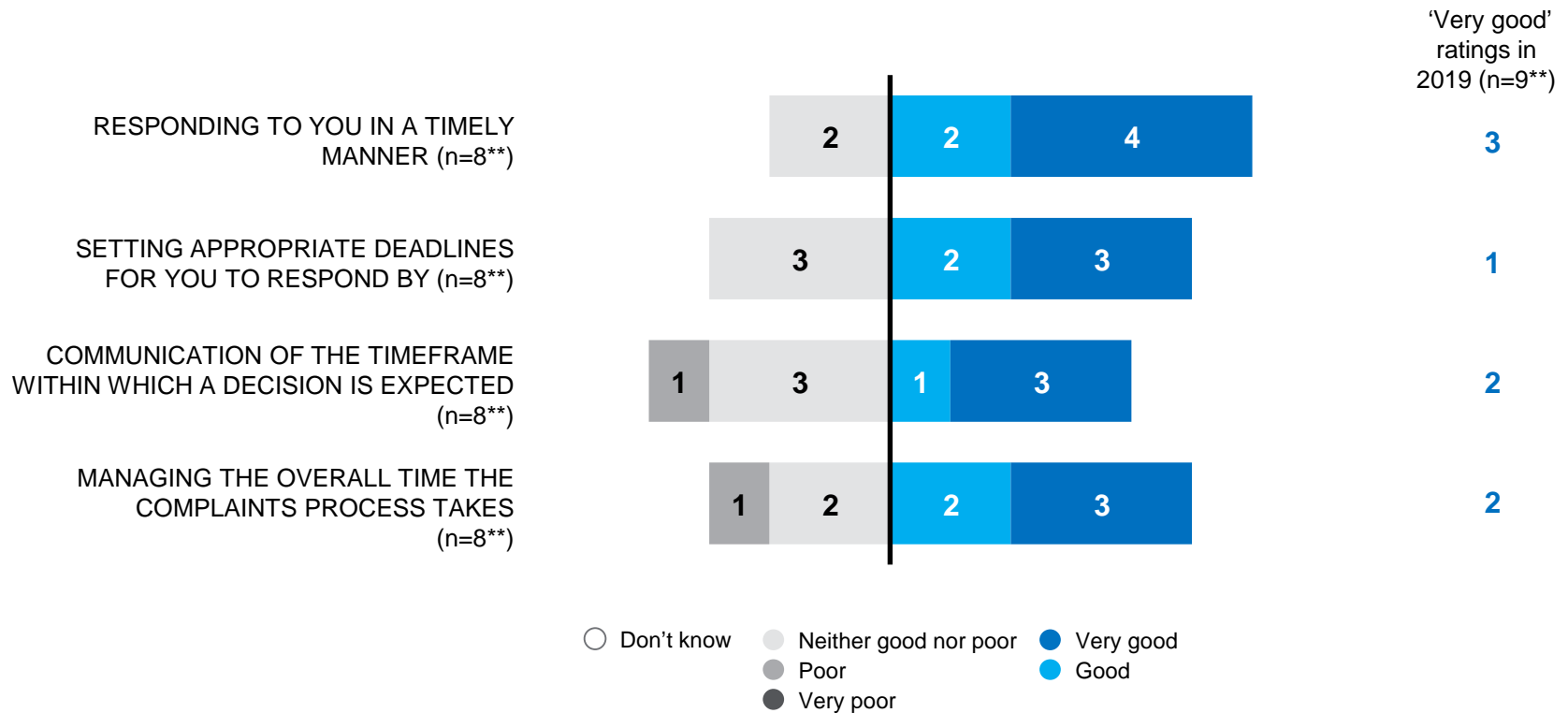
Q23. How would you rate the written decisions your organisation has received from the BSA in the last 12 months, in terms of... (scale; very good to very poor)

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)

SATISFACTION WITH TIMELINESS IN COMPLAINT DECISION MAKING

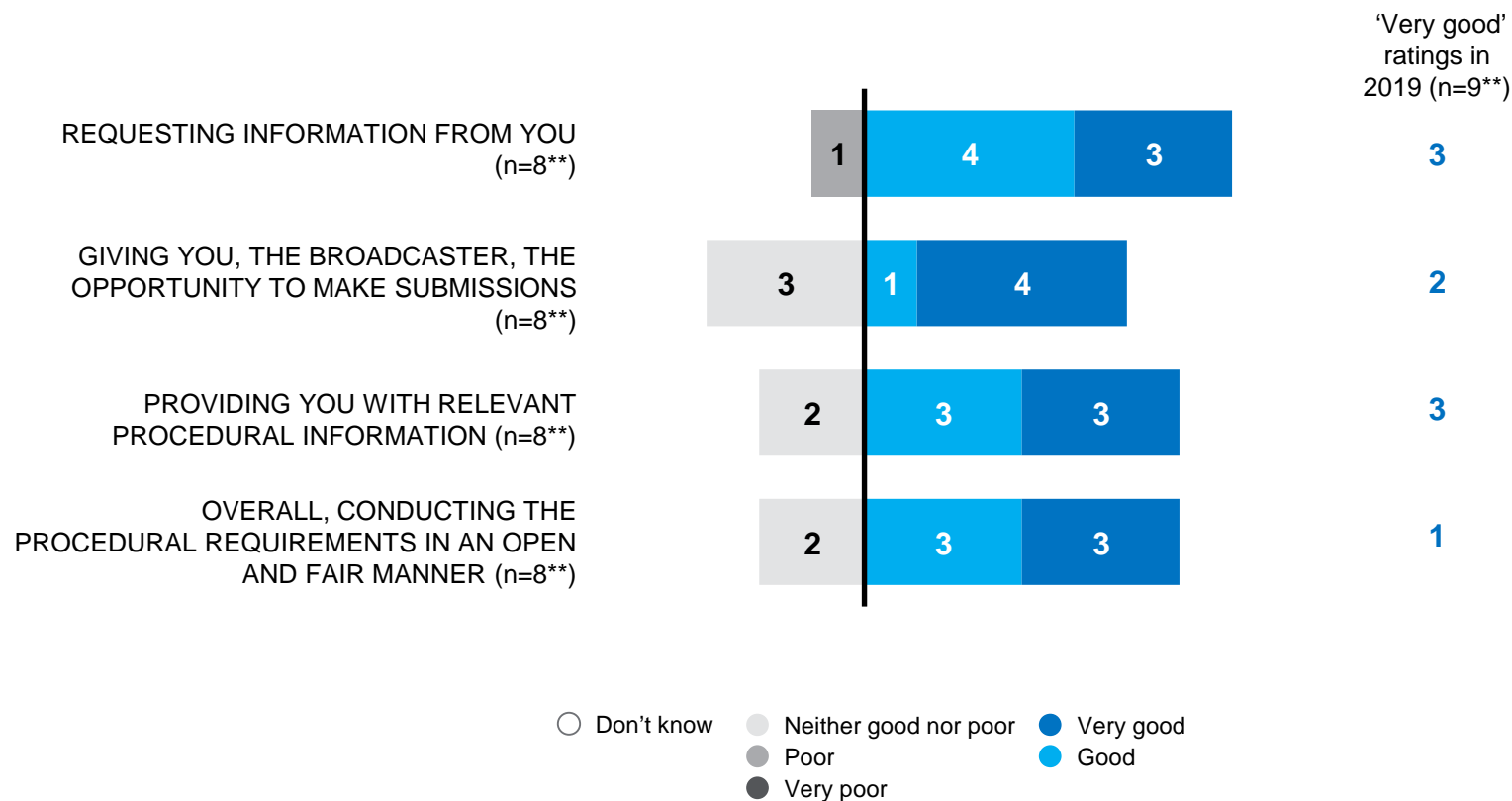
The majority of broadcasters who have had a complaint determined by the BSA are satisfied with the BSA's time management of the complaints process.

Half (four out of eight) rate *responding to you in a timely manner* as 'very good', while the remaining three statements all receive three 'very good' ratings.



OVERALL, COMPLAINT HANDLING IS RATED POSITIVELY

Broadcasters who had a complaint determined by the BSA are also generally positive about information exchange and communication processes. The attribute *requesting information from you* receives the most positive ratings.

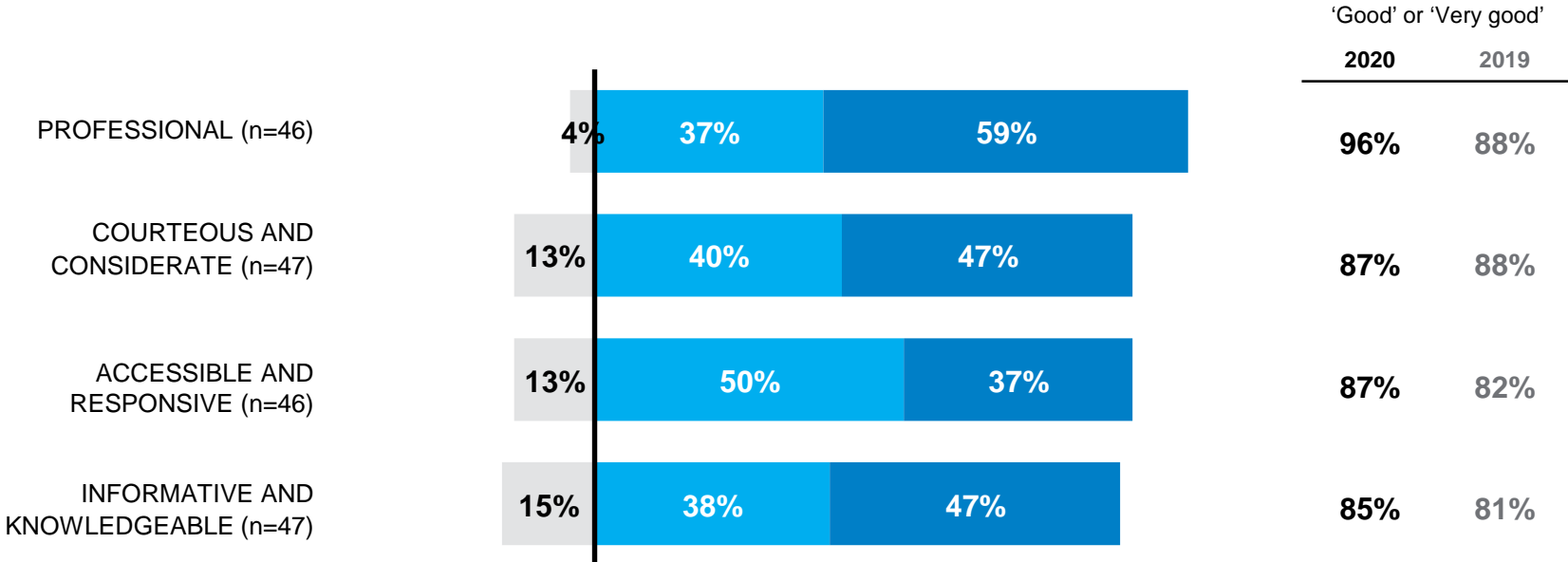


PROCESSES AND SERVICES COMMUNICATION

CONTACT WITH BSA STAFF REMAINS VERY POSITIVE

BSA staff continue to be rated very positively on all aspects, with no negative ratings.

Professionalism is the most positively rated aspect of BSA staff in 2020 and has improved further on the high rating given in 2019.



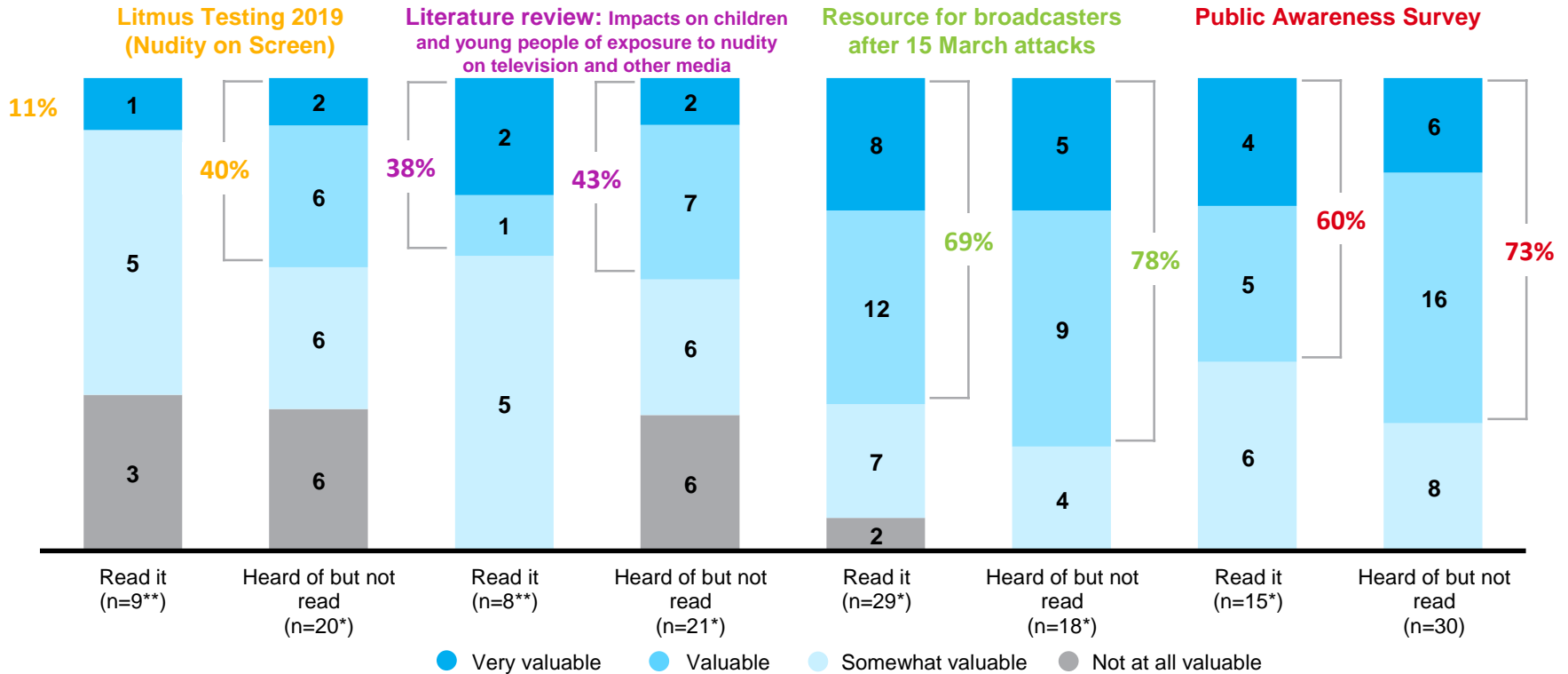
● Neither good nor poor ● Very good
● Poor ● Good
● Very poor

PROCESSES AND SERVICES

BSA RESEARCH

BSA-PROVIDED RESEARCH AND RESOURCES ARE GENERALLY PERCEIVED TO BE OF VALUE TO BROADCASTERS

Readership of *Resource for broadcasters after 15 March attacks* is higher than that of the other resources tested. This resource, as well as the *Public Awareness Survey*, is perceived as being relatively more valuable to broadcasters than the litmus testing or literature review.



Q49. How valuable do you think the 2019 Litmus Testing research on Nudity on Screen is to you as a broadcaster? (n=29*)

Q50. How valuable do you think the Literature review: Impacts on children and young people of exposure to nudity on television and other media, and/or the research summary note is to you as a broadcaster? (n=29*)

Q51. How valuable do you think the Resource for broadcasters after 15 March attacks is to you as a broadcaster? (n=47)

Q52. How valuable do you think the Public Awareness Survey is to you as a broadcaster? (n=45)

ADDITIONAL COMMENTS ABOUT BSA RESEARCH

Length of the research reports is often perceived as a barrier to reading them.

Broadcasters would also value easier access to reports (e.g. they would like to be sent a PDF executive summary of the reports, or URLs so they can bookmark them).

There is also mention of more research required on Māori topics.

"Māori topic choices."
- Radio broadcaster

"Length."
- Radio broadcaster

"Cultural impacts on Māori of negative stereotyping in the media."
- Radio and Internet broadcaster

"Access and length"
- Radio broadcaster

"The biggest barrier to research reports is their length. Not all of them apply to radio, which is good and understandable.."
- Radio broadcaster

"Executive summary PDFs for all research reports would be useful."
- Television and Radio broadcaster

"Keep reports concise and easy to use as an often used research tool."
- Radio broadcaster

"...let me know that research reports are available."
- Television broadcaster

"Send me the URL to the library of papers so I can bookmark it..."
- Television broadcaster

"Tailor them to different broadcasters."
- Radio broadcaster

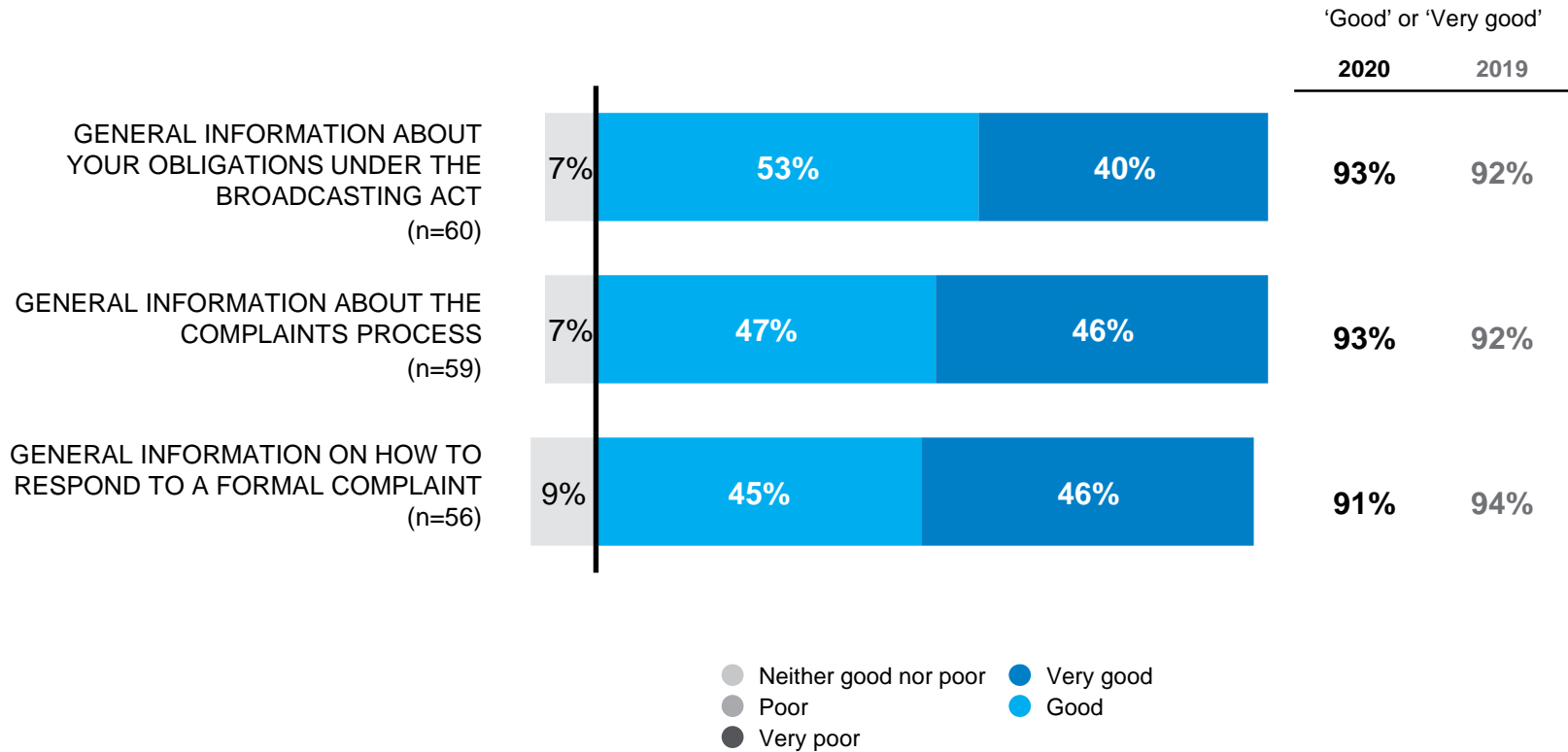
Base: All respondents. Those who provided a comment (n=23). The remaining n=37 did not comment or stated they had no comments / N/A.
Q53. Now thinking about all of the BSA's research, what could the BSA do to make its research reports more useful to you?

*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

More than nine in ten rate the general information about the complaints process, how to respond to a formal complaint and broadcaster obligations positively. There is little or no change in broadcasters' perceptions with regards to these aspects between 2019 and 2020.

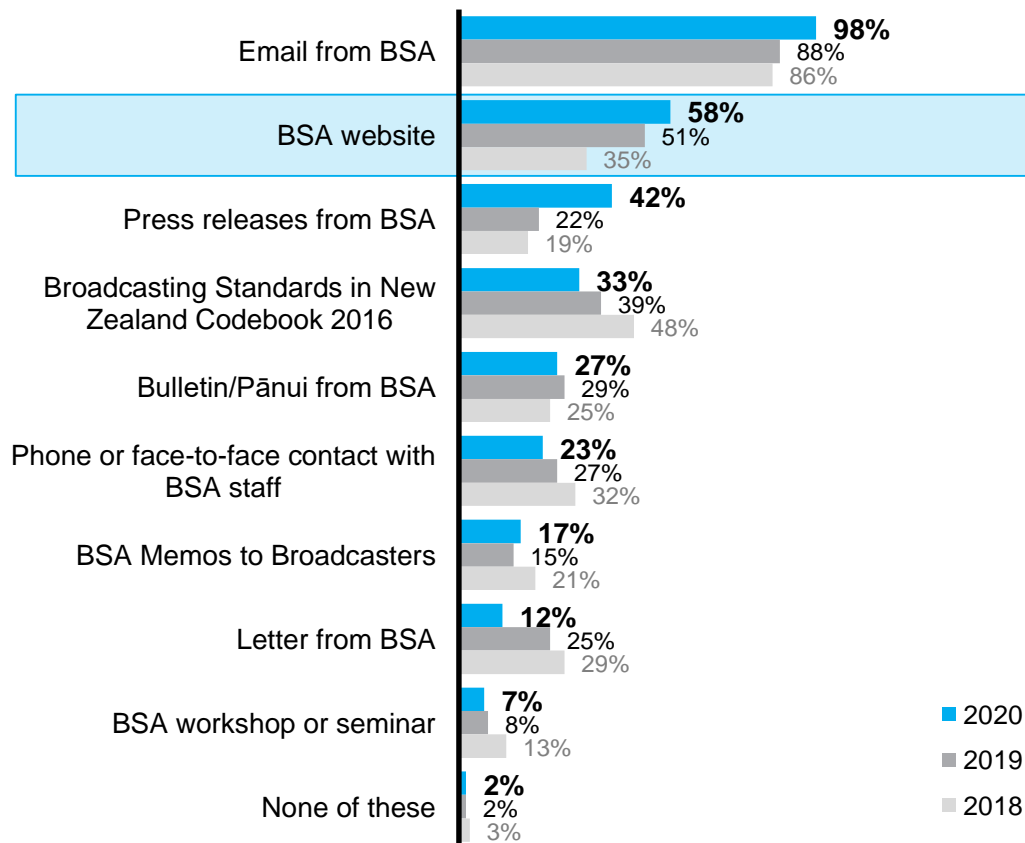


Base: All respondents excluding 'Don't know/Not applicable'
 Q11. Overall, how would you rate the general information received from the BSA about each of the following...?

SOURCES OF INFORMATION ABOUT THE BSA AND BROADCASTING OBLIGATIONS

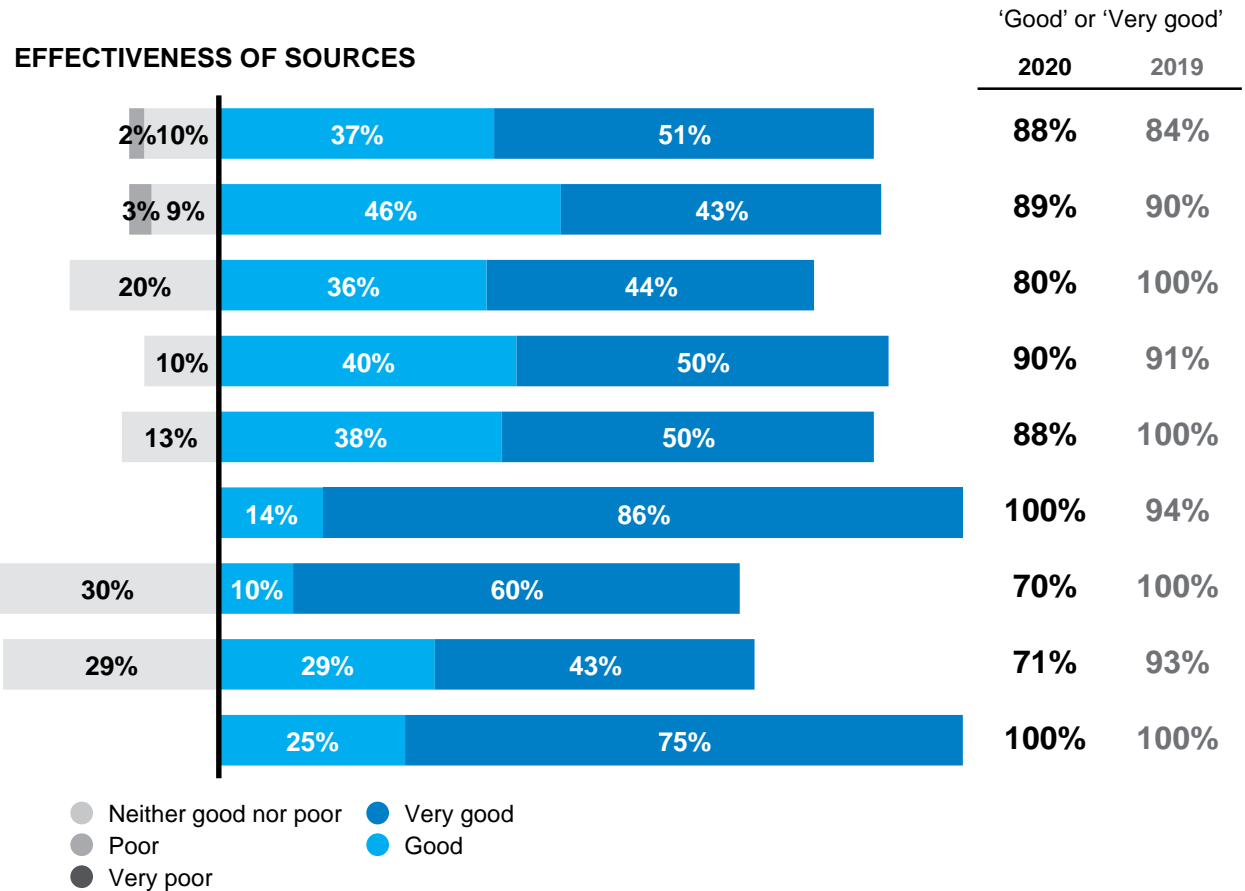
- Broadcasters continue to use more than three resources on average.
- *Email* remains the most prevalent source of information, followed by the *BSA website*.
- The use of *emails, BSA website* and *press releases from BSA* as sources of information has been increasing over the past three years.
- Conversely, *Broadcasting Standards in New Zealand Codebook 2016, phone or face-to-face contact with BSA staff* and *letters from BSA* have been declining as sources of information over the same period of time.

SOURCES OF INFORMATION ABOUT THE BSA AND YOUR OBLIGATIONS



ALL SOURCES OF INFORMATION ARE HELPFUL TO BROADCASTERS

The most commonly used sources of information are highly rated with regards to how helpful they are: nearly nine in 10 broadcasters rate *emails from BSA* and the *BSA website* as 'good' or 'very good'.



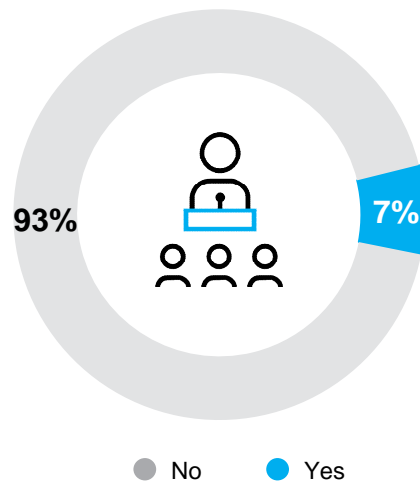
Base: All respondents who sought or received information from a source excluding 'Don't know/Not applicable' Q9. For each source used, can you please indicate how helpful the information you received from this source was?

TOPICS FOR FUTURE BSA WORKSHOPS AND SEMINARS

Only a small number of broadcasters engaged in a BSA workshop or seminar (7% cf. 8% in 2019 or four cf. five respondents).

All four broadcasters would find it useful for the BSA to cover *The Broadcasting Codes and Standards* in future workshops or seminars, while three would like to see *Standards applicable to election related programmes* covered.

SOUGHT OR RECEIVED INFORMATION FROM A BSA WORKSHOP OR SEMINAR



USEFUL TOPICS TO COVER IN FUTURE WORKSHOPS OR SEMINARS

4
broadcasters

Topics selected:

- 4 out of 4 The Broadcasting Codes and Standards
- 3 out of 4 Standards applicable to election related programmes
- 2 out of 4 Practical tips (e.g. how to run an effective complaints procedure)
- 1 out of 4 Freedom of Expression
- 1 out of 4 BSA Research
- 1 out of 4 Reporting on terrorism, violence or other extreme events

Base: All respondents (2020, n=60; 2019, n=59)

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

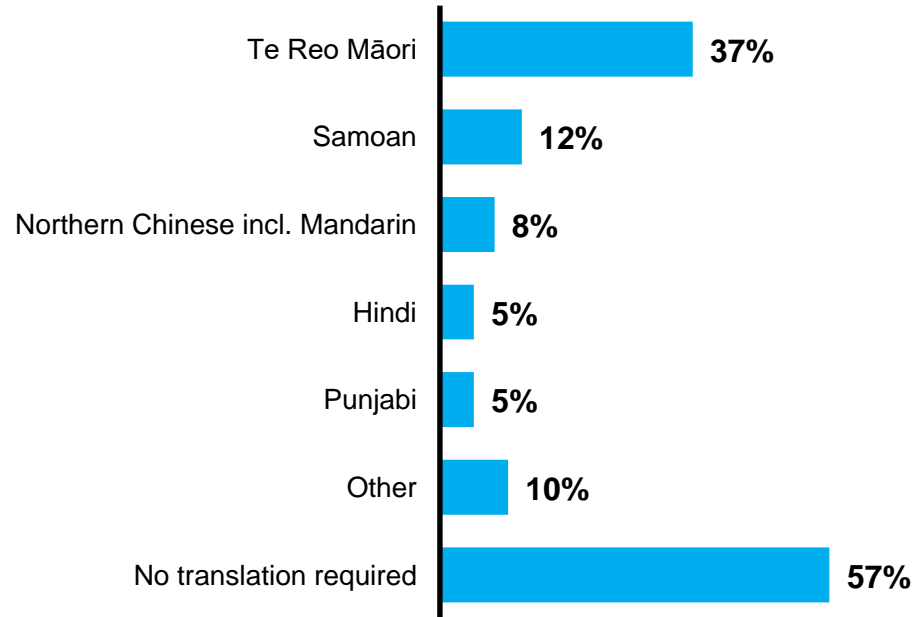
Base: All respondents who sought or received information from a BSA workshop or seminar (2020, n=4**; 2019, n=5**)

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

NEED FOR INFORMATION IN LANGUAGES OTHER THAN ENGLISH

- Over half (57%) feel translation of information from the BSA, into languages other than English, is not required.
- Among those who would find it useful to have information available in languages other than English, Te Reo Māori translations are the most sought after.

Languages that would be most helpful for the BSA to make information available in



PROCESSES AND SERVICES

BSA WEBSITE

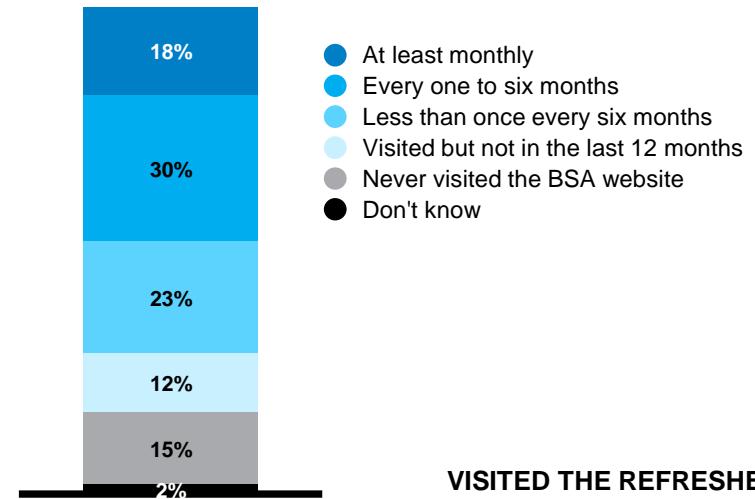
71% OF BROADCASTERS HAVE VISITED THE BSA WEBSITE IN THE PAST 12 MONTHS

Nearly two in ten broadcasters (18%) visit the BSA website at least once a month.

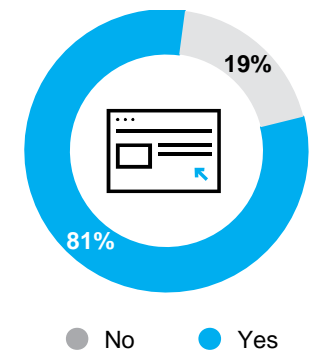
Fifteen percent of broadcasters have *never visited the BSA website* and a further 12% *visited, but not in the last 12 months*.

Of those who have visited the BSA website in the last 12 months, 81% have visited the refreshed website.

HOW MANY TIMES HAVE YOU VISITED THE BSA WEBSITE



VISITED THE REFRESHED BSA WEBSITE SINCE MAY 2019



Base: All respondents (n=60)

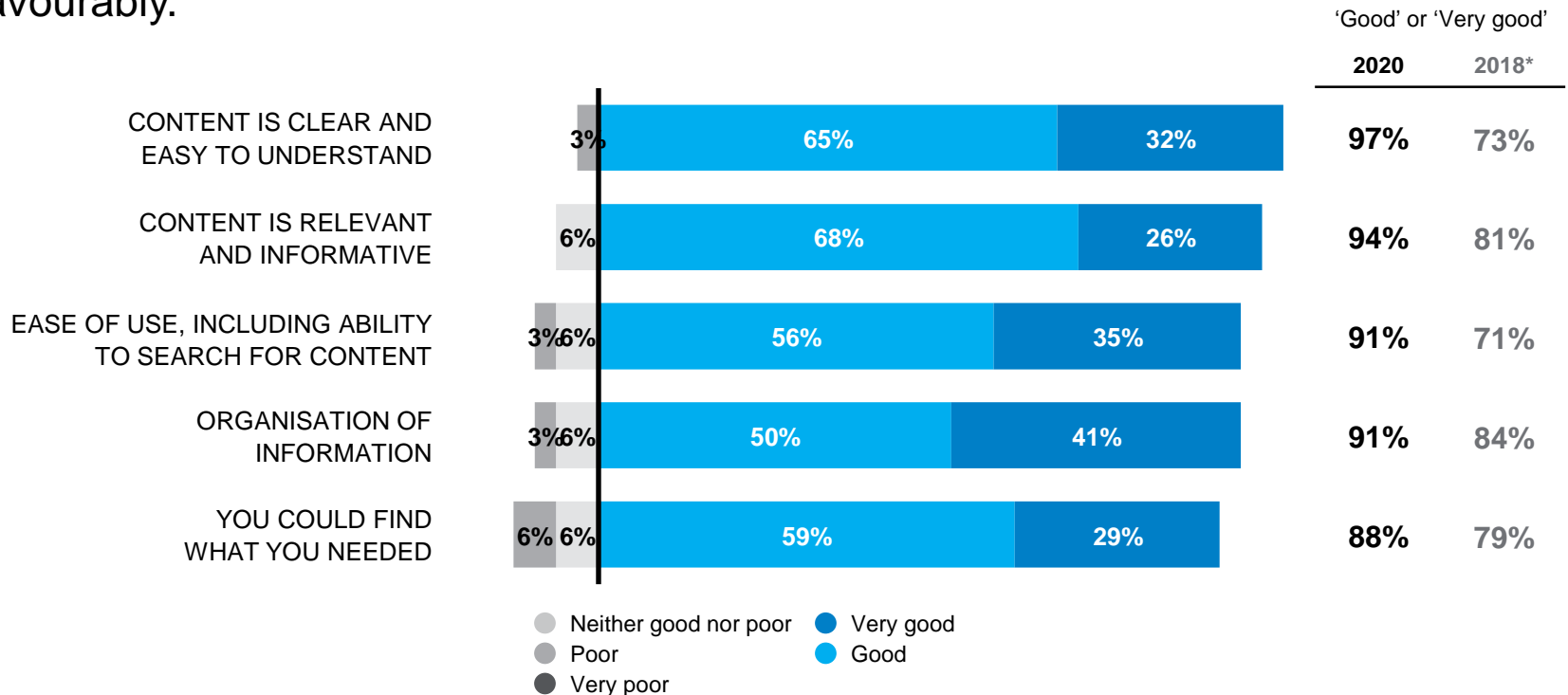
Q16. How many times, on average, have you visited the BSA website in the last 12 months?

Q37. Have you visited the refreshed BSA website since May 2019? Those who visited the BSA website in the last 12 months (n=43)

BROADCASTERS THAT HAVE VISITED THE WEBSITE ARE POSITIVE

Nine in ten rate all aspects of the BSA website as 'good' or 'very good'.

Compared with 2018, more broadcasters rate all aspects of the BSA website more favourably.



Base: All respondents that had visited the new BSA website excluding 'Don't know' (2020, n=34; 2018, n=37-38)

Q17. How would you rate the refreshed BSA website on each of the following?

*This question was not asked in 2019. Question wording in 2018 'How would you rate the BSA website on each of the following?'

VERBATIM FEEDBACK ON THE REFRESHED WEBSITE

WHAT ASPECTS WERE MOST USEFUL

"The new Code is great. Rolling Radio, FTA, and Pay TV Code into one document makes a lot of sense. The site itself is really clean, which makes navigation easier."

"Just easier to navigate around."

"Layout and format."

"It is written in clear English, easy to navigate and understand, and has lots of easy to find resources for broadcasters and complainants."

"Clear, uncluttered information. The blue/black font on white background is easy to read. The layout is logical and intuitive. Overall, an excellent upgrade."

"Easy to navigate, icons on front page."

"The complaints guide is simple and straightforward, so we are able to direct people to it knowing they'll be able to follow it."

"The ability to search for past decisions."

"Easy, crisp and good search engine."



WHAT ASPECTS COULD BE IMPROVED*

"Addition of other languages."

"Search engine on decisions."

"An online robot to chat."

"Relevancy to today's media environment."

"Translations of BSA radio code."

"Ease of access to resources."

"Organisation contact information and how often this information is updated. Our contact information has changed."

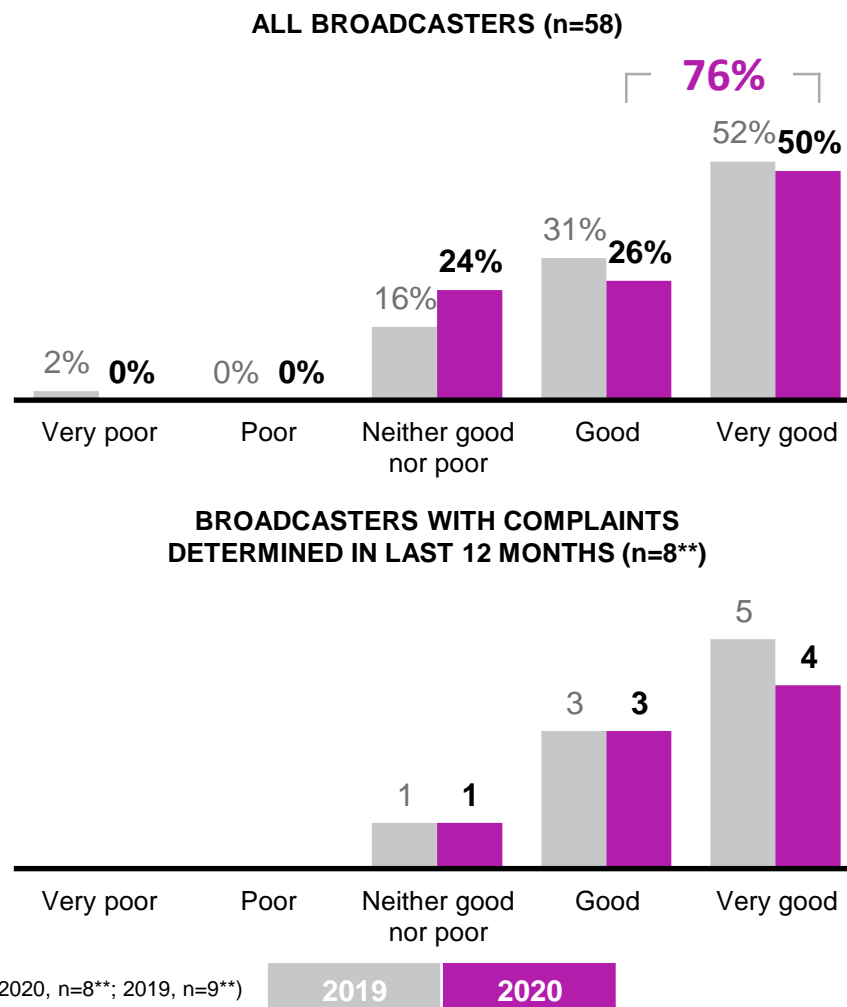
* Many respondents indicated the new website is fine and there is nothing to improve

WORKING RELATIONSHIP WITH THE BSA

OVERALL, BROADCASTERS ARE POSITIVE ABOUT THEIR WORKING RELATIONSHIP WITH THE BSA

Three in four broadcasters rate their working relationships with the BSA as 'good' or 'very good'.

- Compared with 2019, slightly fewer broadcasters rate their relationship with the BSA as 'good' or 'very good', while more broadcasters have neutral feelings.
- Eight respondents indicate they had a complaint determined by the BSA in the last 12 months. Their perceptions of their working relationships with the BSA remain positive.



Base: All respondents excluding 'Don't know/Not applicable' (2020, n=58; 2019, n=58)

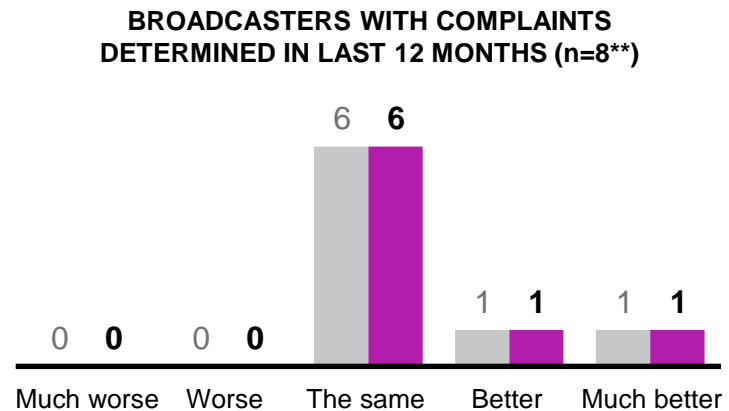
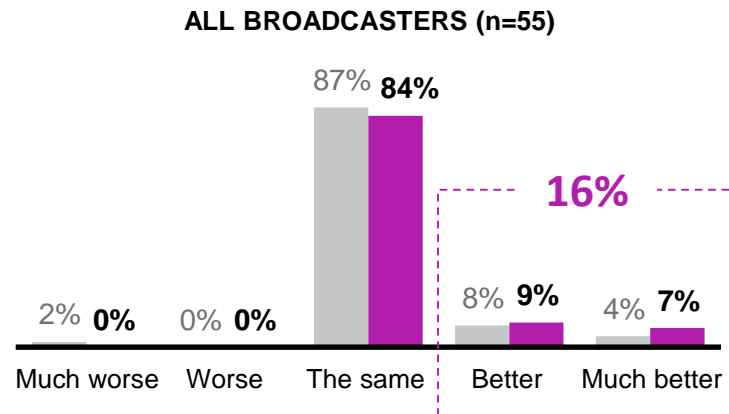
Base: All respondents who had a complaint determined by the BSA in the last 12 months (2020, n=8**; 2019, n=9**)

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

SATISFACTION WITH THE RELATIONSHIP REMAINS POSITIVE

16% say the relationship has got better or much better, while 84% say it has stayed the same.

- Among those who indicate the relationship has improved, communication is the common explanation (e.g. *a lot more email contact*).
- The relationship also remains the same or better among broadcasters who have had a complaint determined by the BSA in the past 12 months.



Base: All respondents excluding 'Don't know/Not applicable' (2020, n=55; 2019, n=53)

Base: All respondents who had a complaint determined by the BSA in the last 12 months excluding 'Don't know/Not applicable' (2020, n=8**; 2019, n=9**)

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' (2020, n=8**; 2019, n=6**)

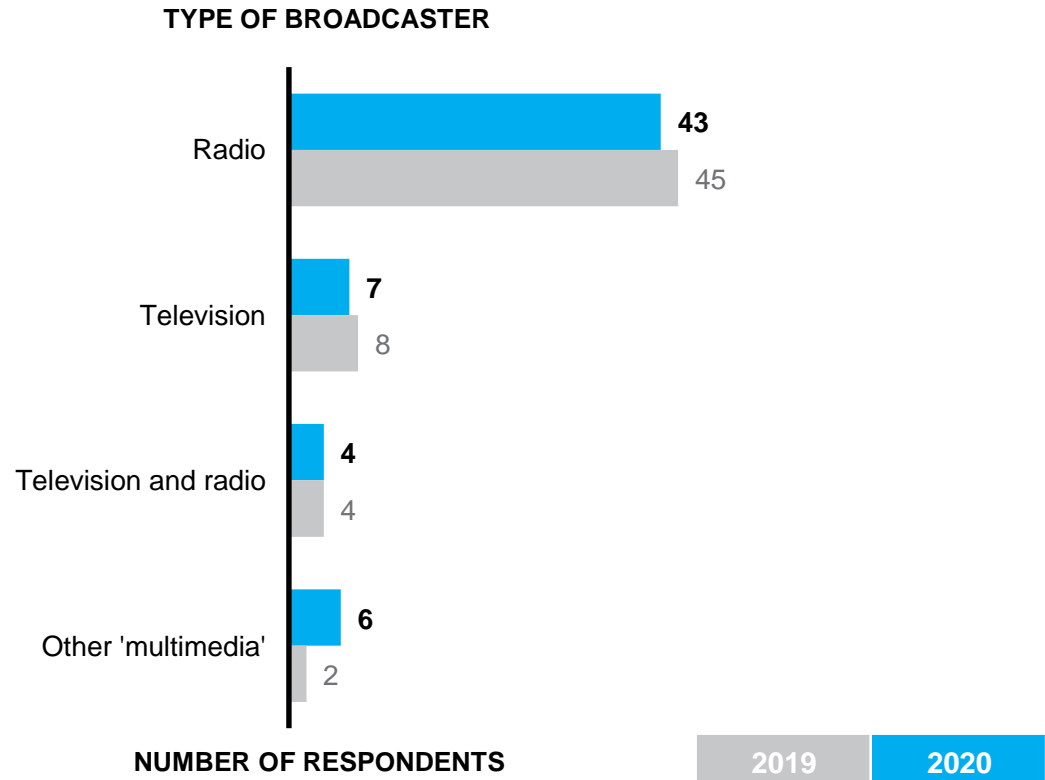
2019

2020

APPENDIX

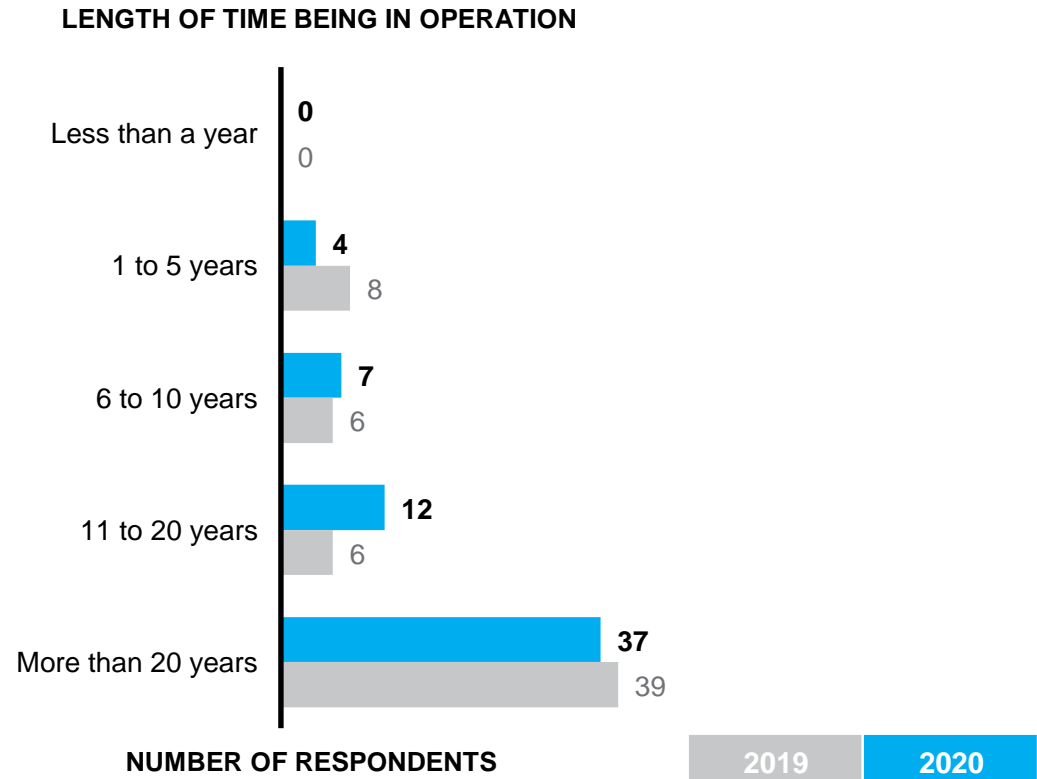
TYPE OF BROADCASTER

- Radio broadcaster is the most common type of broadcaster participating in the 2020 survey.
- Compared with 2019, slightly fewer Radio and Television broadcasters participated in the 2020 survey (43 in 2020 cf. 45 in 2019 Radio and 7 in 2020 cf. 8 in 2019 Television broadcasters).
- Considerably more other 'multimedia' broadcasters participated in the 2020 survey compared with 2019 (6 cf. 2).



LENGTH OF TIME BEING IN OPERATION

- Most broadcasters participating in the 2020 survey have been in operation for more than 20 years.
- Considerably fewer broadcasters who have been in operation between 1 and 5 years participated in the 2020 survey compared with the 2019 one (4 in 2020 cf. 8 in 2019).
- Conversely, considerably more broadcasters who have been in operation between 11 and 20 years participated in the 2020 survey compared with 2019 (12 in 2020 cf. 6 in 2019).

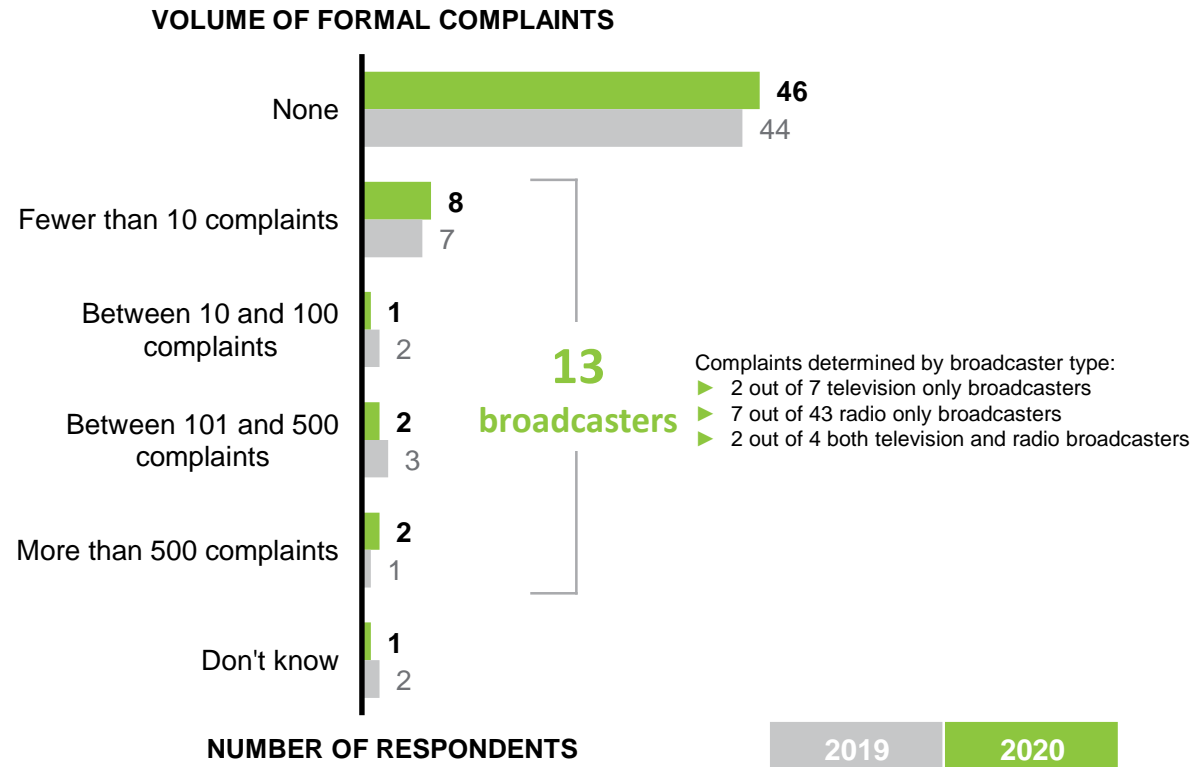


Base: All respondents (2020, n=60; 2019, n=59)

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

COMPLAINTS BACKGROUND

- 21% of broadcasters received a formal complaint in the past 12 months.
- Four broadcasters received over 100 formal complaints (two radio, one television and one both television and radio).
- Two television and radio broadcasters indicated they received more than 500 complaints.



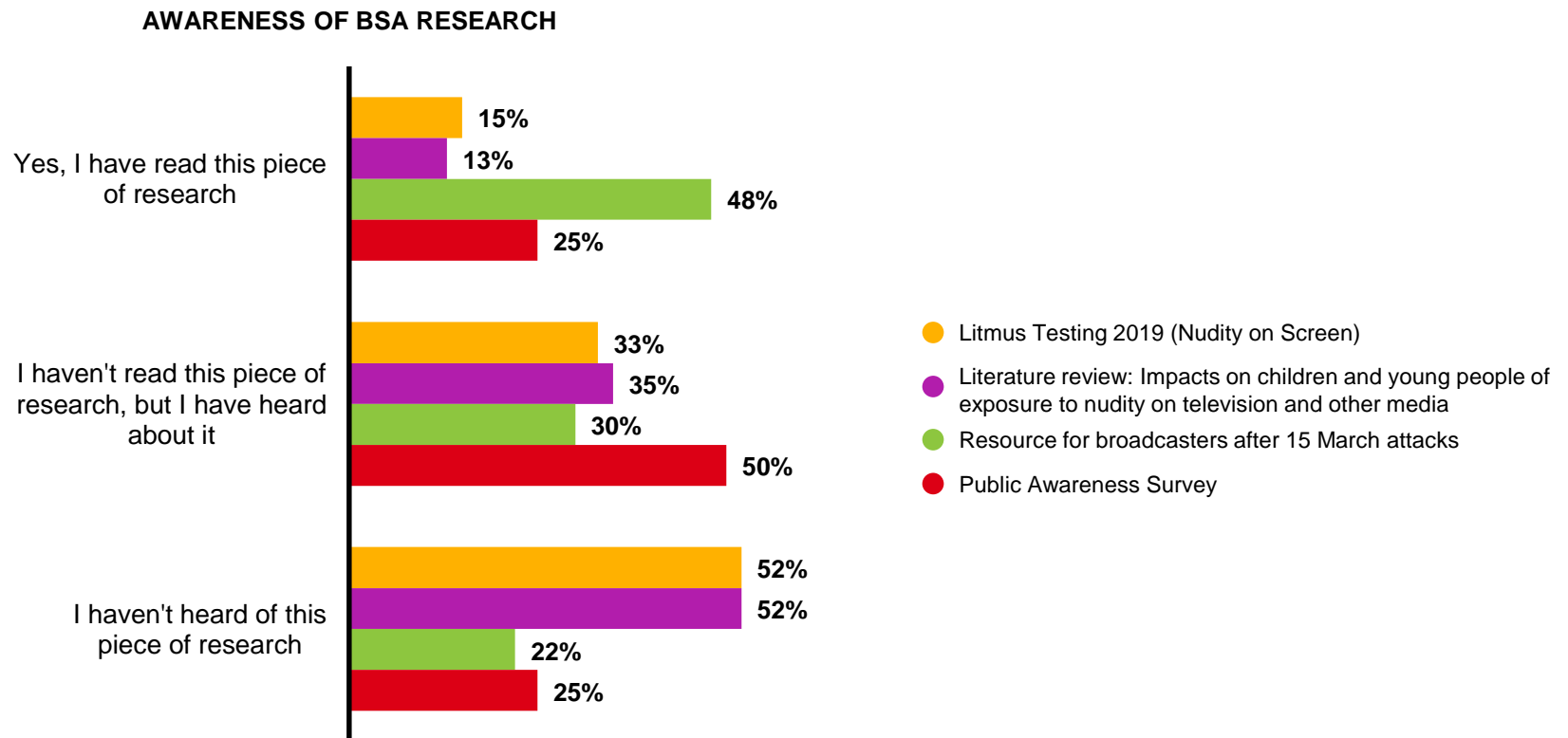
Base: All respondents (2020, n=60; 2019, n=59)

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.

AWARENESS OF BSA RESEARCH

Over three quarters (78%) of broadcasters are aware of at least one piece of research.



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'.

Concerning the BSA website, 2020 data is compared with that from 2018 as this topic was not covered in 2019 (the BSA website was being redeveloped during the 2019 fieldwork period).

In this survey, 33 of 60 broadcasters (55%) 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%.

The background of the entire image is a vibrant blue with a 3D, wavy, undulating texture that resembles water or a soft fabric. The waves flow horizontally across the frame, creating a sense of movement and depth. In the center, the word "nielsen" is written in a clean, white, lowercase serif font. Below the letters, there is a horizontal line of eight white dots, each centered under a letter, which serves as a decorative underline or a visual separator.

nielsen
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