

Broadcasting Standards Authority Te Mana Whanonga Kaipāho

Survey of Broadcasters 2021

May 2021





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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 2021, all broadcasters known to the BSA were invited to take part.



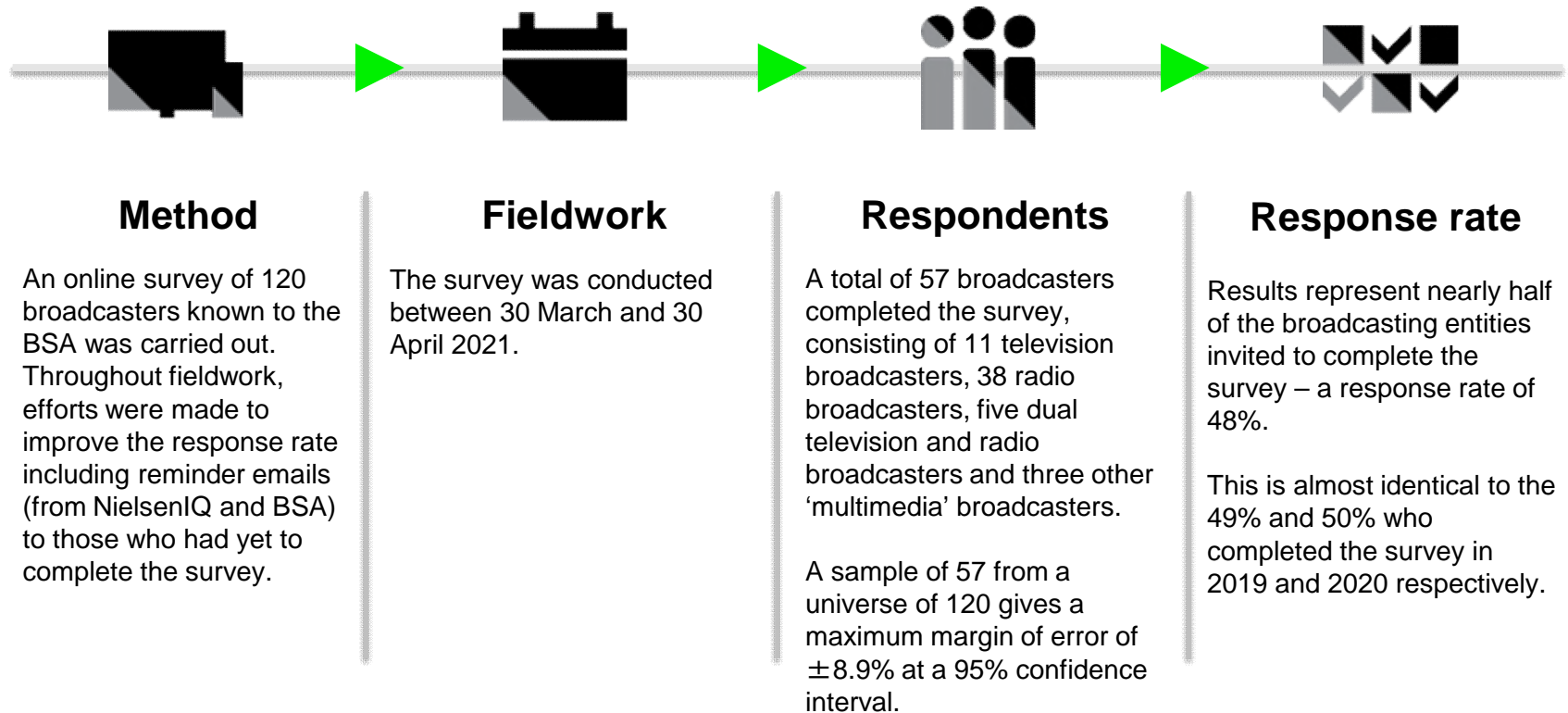
Objectives

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



KEY FINDINGS

Focus

Highlights



Overall comment

- ▶ All aspects of interactions with the BSA remain positive, however there is a slight softening of results compared with 2020. This might result from disruptions due to COVID-19.



Complaints determination

- ▶ Nine broadcasters report having a complaint determined by the BSA in the last 12 months. 7 of these (77.8%) rate the complaints process as 'very good' or 'good'.
- ▶ The BSA's written decisions continue to be rated positively.
- ▶ Perceptions of fairness of the BSA's decisions appears to have improved since 2020, with more 'very fair' and 'fair' ratings in 2021 than in 2020.
- ▶ The total number of 'very good' and 'good' ratings against all complaints decision related aspects tested have increased since 2020.



Communications

- ▶ Over four in five broadcasters rate general information about the complaints process and broadcaster obligations positively, and three in four give the same rating to general information about how to respond to a formal complaint.
- ▶ *Email* remains the most prevalent source of information, followed by the *BSA website* and *Broadcasting Standards in NZ Codebook 2016*.
- ▶ The most commonly used sources of information are highly rated with regards to how helpful they are: about eight in 10 broadcasters rate *emails from BSA* and *the BSA website* as 'good' or 'very good'.



Interactions with staff

- ▶ BSA staff continue to be rated very positively on all aspects, with no negative ratings.
- ▶ *Professionalism*, alongside being *courteous and considerate*, remains the most positively rated aspect of BSA staff interactions in 2021.



BSA research

- ▶ The majority of broadcasters who are aware of the BSA research perceive it to be of value.
- ▶ Readership of *Children's Media Use Research 2020* is slightly higher than that of the other resources tested. This resource is perceived as being relatively more valuable to broadcasters than the *Litmus Testing* or *External Review of Decisions 2020*.
- ▶ Except for *Litmus Testing*, those who read the two remaining pieces of research value them slightly higher compared to those who heard about them, but did not read.



BSA website

- ▶ Seven in ten (68%) broadcasters have visited the BSA website in the past 12 months, with over one in ten (12%) visiting this website at least once a month.
- ▶ The website is rated favourably, with seven to eight out of ten broadcasters rating all aspects of the BSA website as 'good' or 'very good'.




Relationship with the BSA

- ▶ In 2021, four in five broadcasters (80%) rate their relationship with the BSA as 'good' or 'very good' and one rates it as 'very poor'.
- ▶ Compared with 2020, fewer broadcasters rate their relationship with the BSA as 'very good', while more broadcasters rate it as 'good'.

KEY FINDINGS – year on year

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



Processes and services

Complaints determination

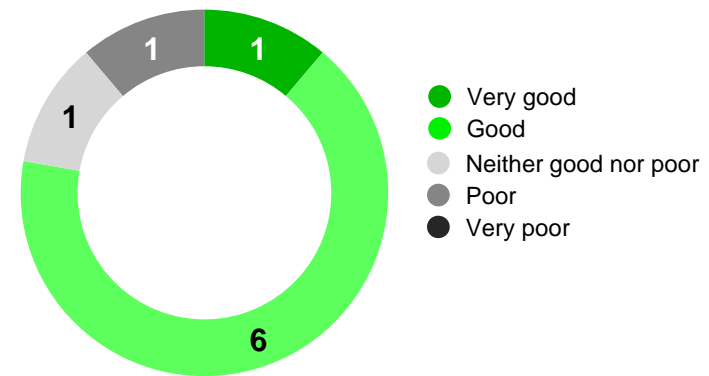
This section focuses on broadcasters who have had a complaint determined by the BSA in the last 12 months (n=9) and generally reports results at a respondent level due to the small base size.

Broadcasters who had a complaint determined by the BSA remain satisfied with the overall complaints process

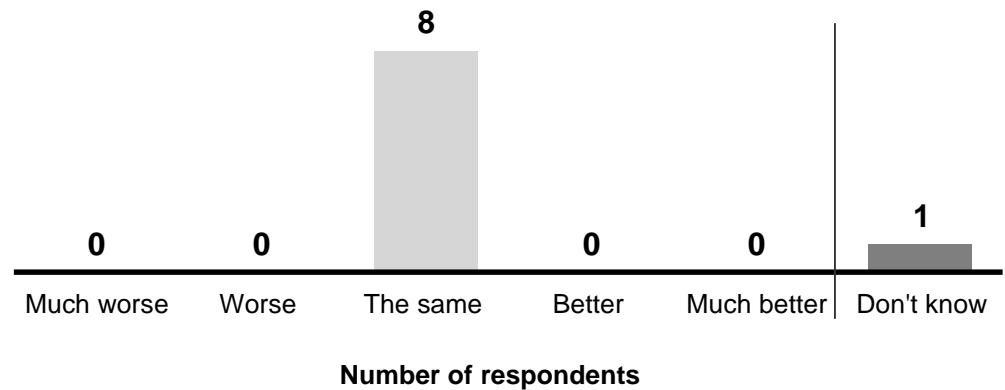
Seven in nine of the broadcasters who had a complaint determined by the BSA rated this process positively, while just one gives a 'poor' rating.

- While remaining positive overall, broadcasters in 2021 were more likely than in 2020 to rate the process as 'good' rather than 'very good'.
- Perceptions of the process remain consistent with 12 months ago (all eight broadcasters rate the process 'the same').

Rating of overall complaints process



How does the complaints process compare with 12 months ago?

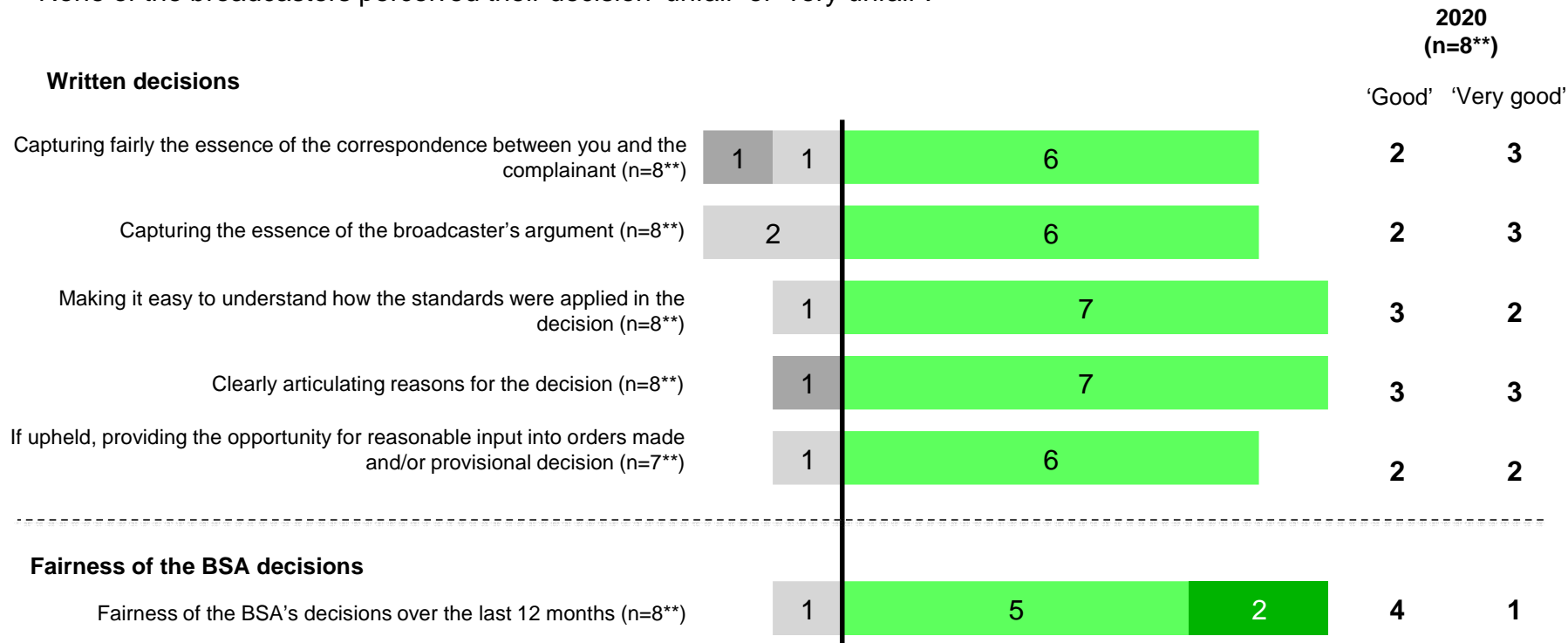


Base: All respondents who have had a complaint determined by the BSA in the last 12 months (2021, n=9**; 2020, n=8**)
Q24. Overall, how would you rate the process you, as a broadcaster, go through when a complaint has been referred to the BSA?
Q25. Compared with 12 months ago, how would you rate this process?

The BSA's written decisions continue to be rated positively

All aspects measured received positive ratings by almost all broadcasters, with the exception of the two poor ratings.

None of the broadcasters perceived their decision 'unfair' or 'very unfair'.



Note: One broadcaster provided 'Poor' ratings for *Capturing fairly the essence of the correspondence between you and the complainant* and *Clearly articulating reasons for the decision*.

The BSA has advised that this broadcaster (who gave permission for their answers to be attributed to them) only had one complaint determined in the last 12 months and this complaint was upheld.

- Neither good nor poor / Neither fair nor unfair
- Poor / Unfair
- Very poor / Very unfair
- Very good / Very fair
- Good / Fair

* Sample size < 30 ** Sample size < 10

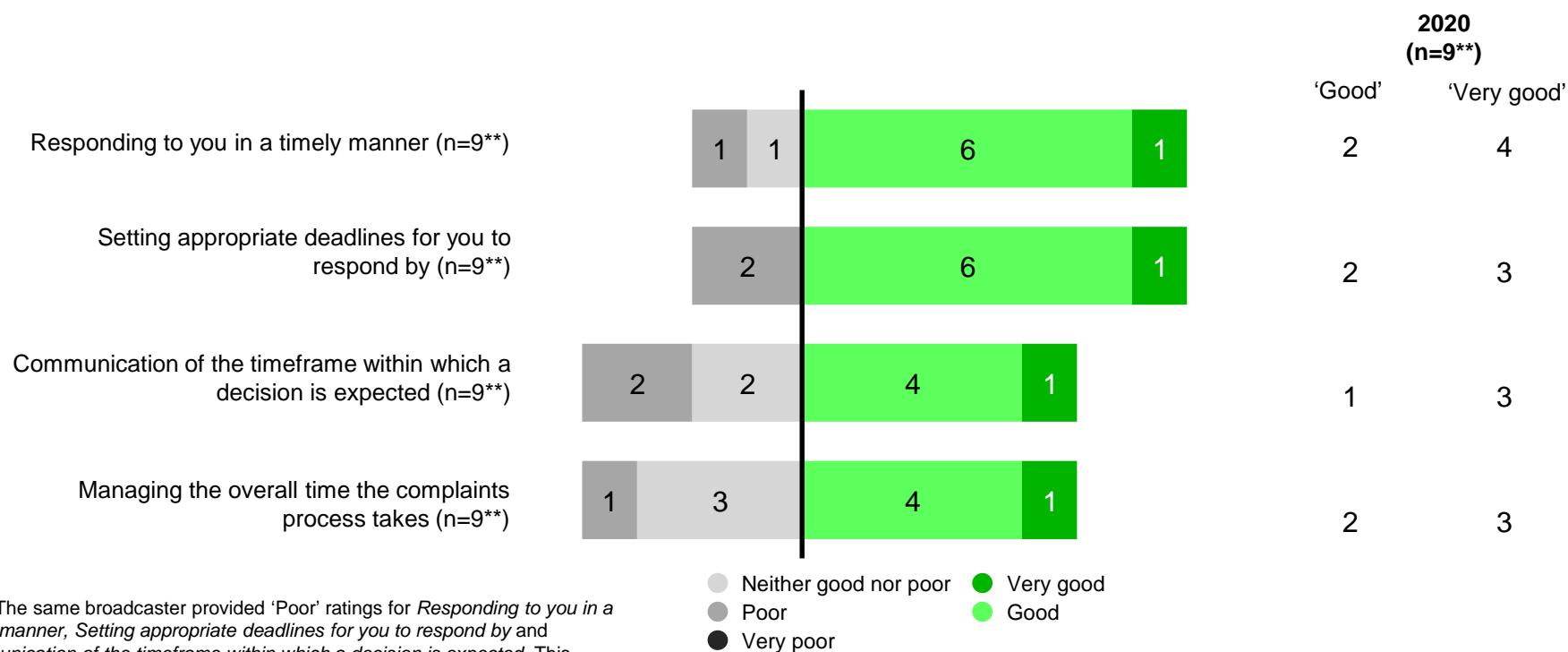
Base: All respondents who have had a complaint determined by the BSA in the last 12 months excluding 'Not applicable'

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 in connection with the complaints process.



Note: The same broadcaster provided 'Poor' ratings for *Responding to you in a timely manner*, *Setting appropriate deadlines for you to respond by* and *Communication of the timeframe within which a decision is expected*. This broadcaster also gave "Poor" rating to the overall complain process, see p.8. Their identity cannot be disclosed as they requested for their responses to be kept confidential.

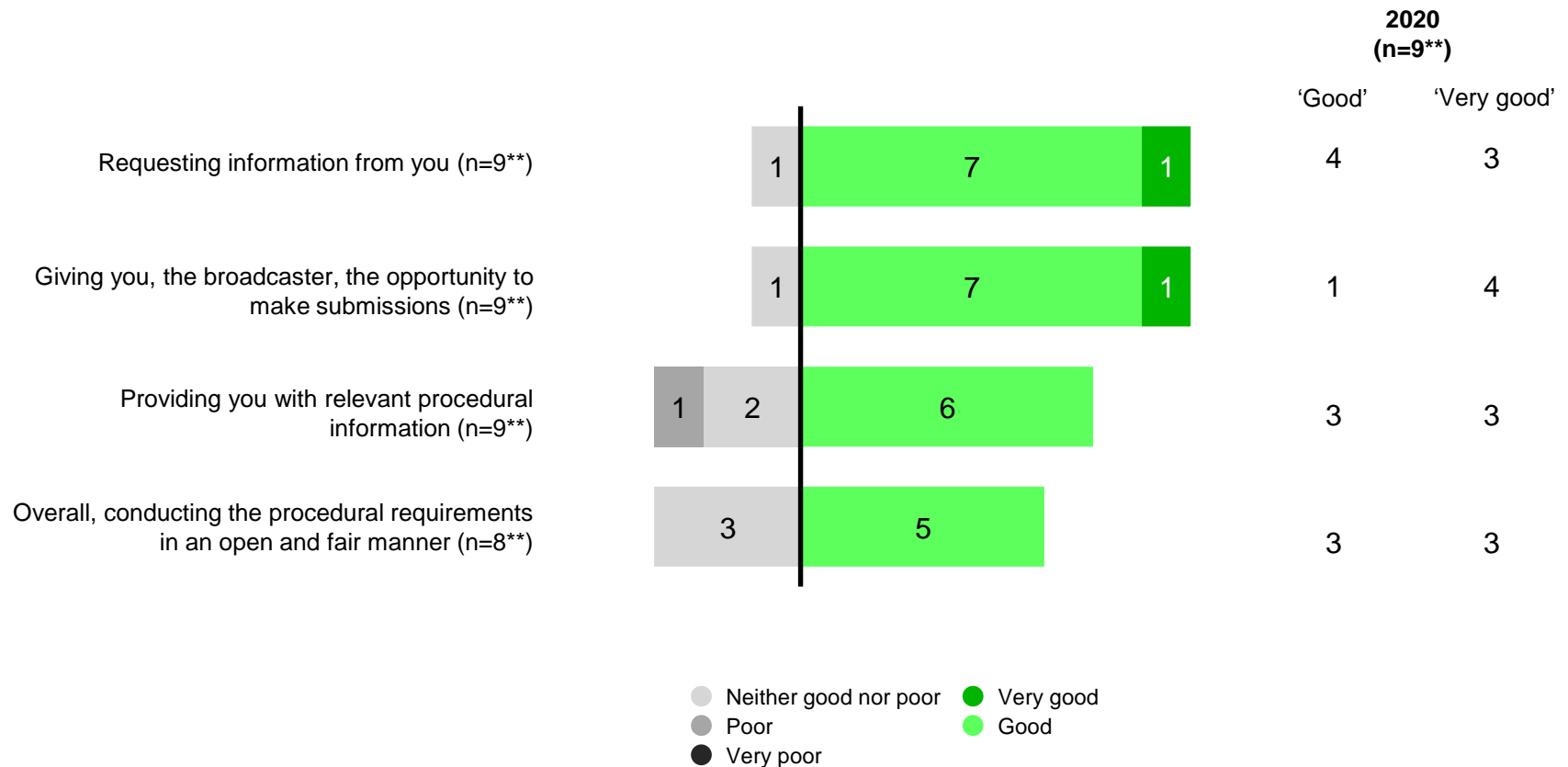
* Sample size < 30 ** Sample size < 10

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...

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 attributes *requesting information from you* and *giving you, the broadcaster, the opportunity to make submissions* receive the most positive ratings.



* Sample size < 30 ** Sample size < 10

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...

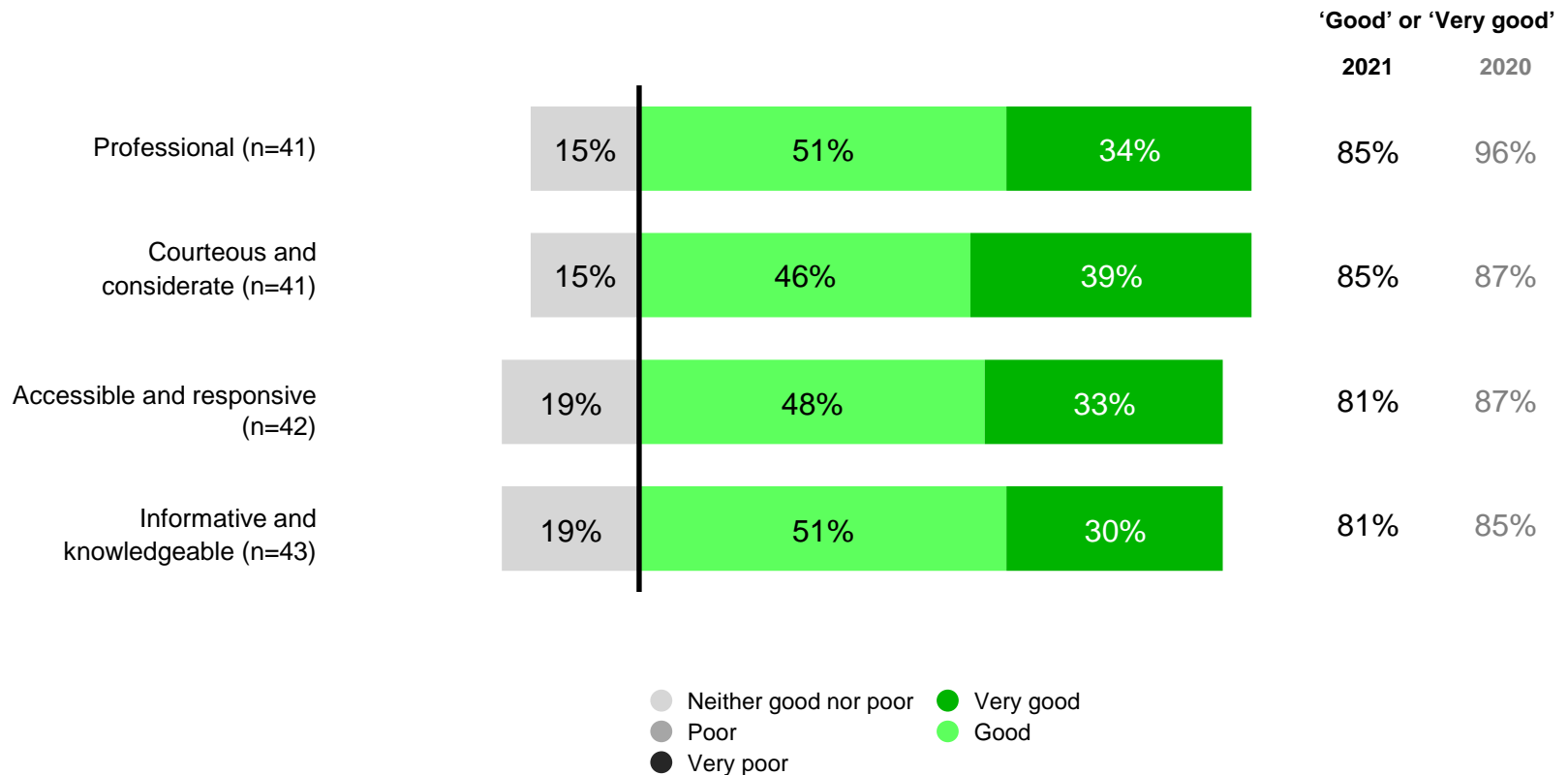
Processes and services

Communication

Contact with BSA staff remains very positive

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

Professionalism, alongside being *courteous and considerate* remain the most positively rated aspects of BSA staff in 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...?

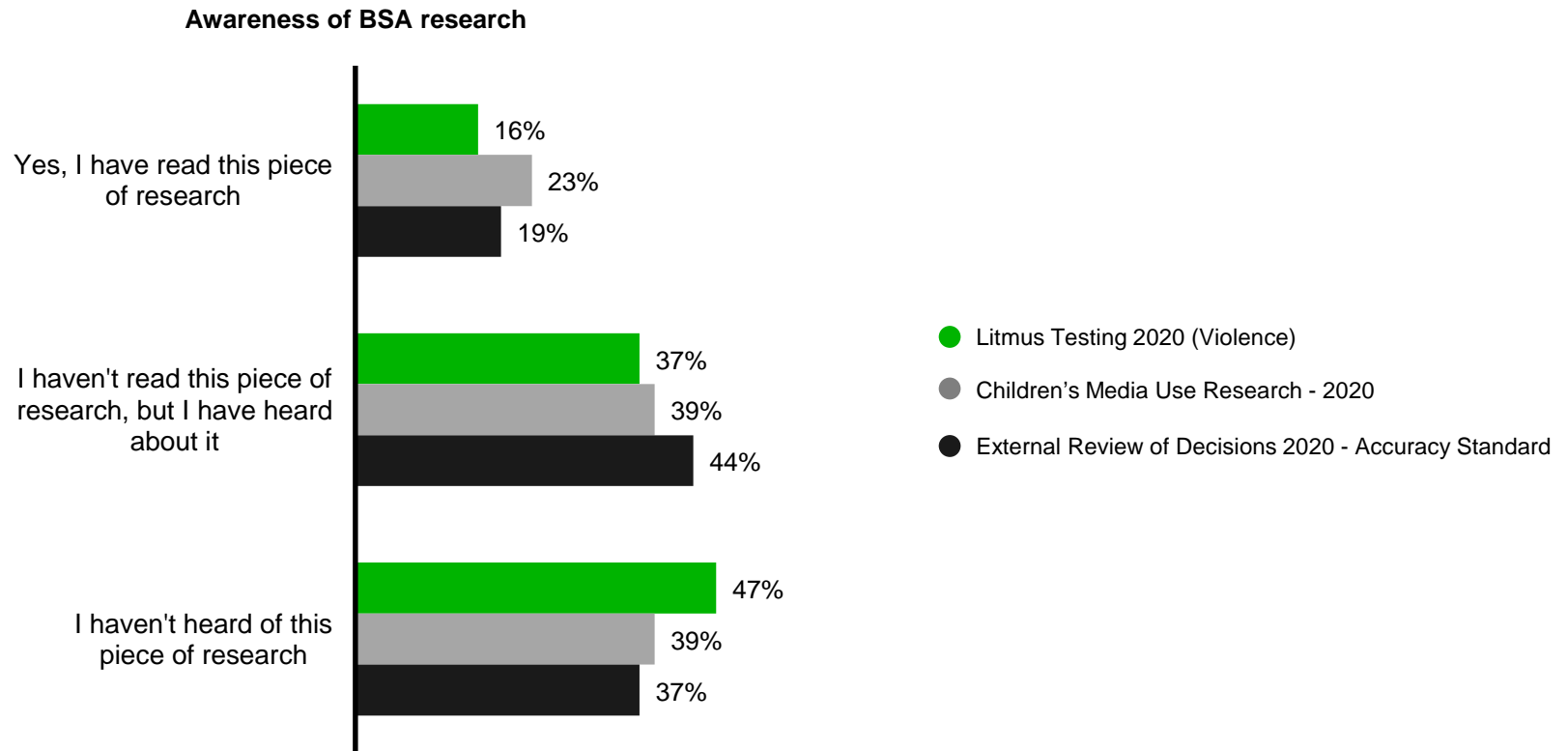
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Processes and services

BSA research

Awareness of BSA research

Just over six in 10 have either read or heard about *Children's Media Use Research* and *External Review of Decisions 2020* (62% and 63% respectively).



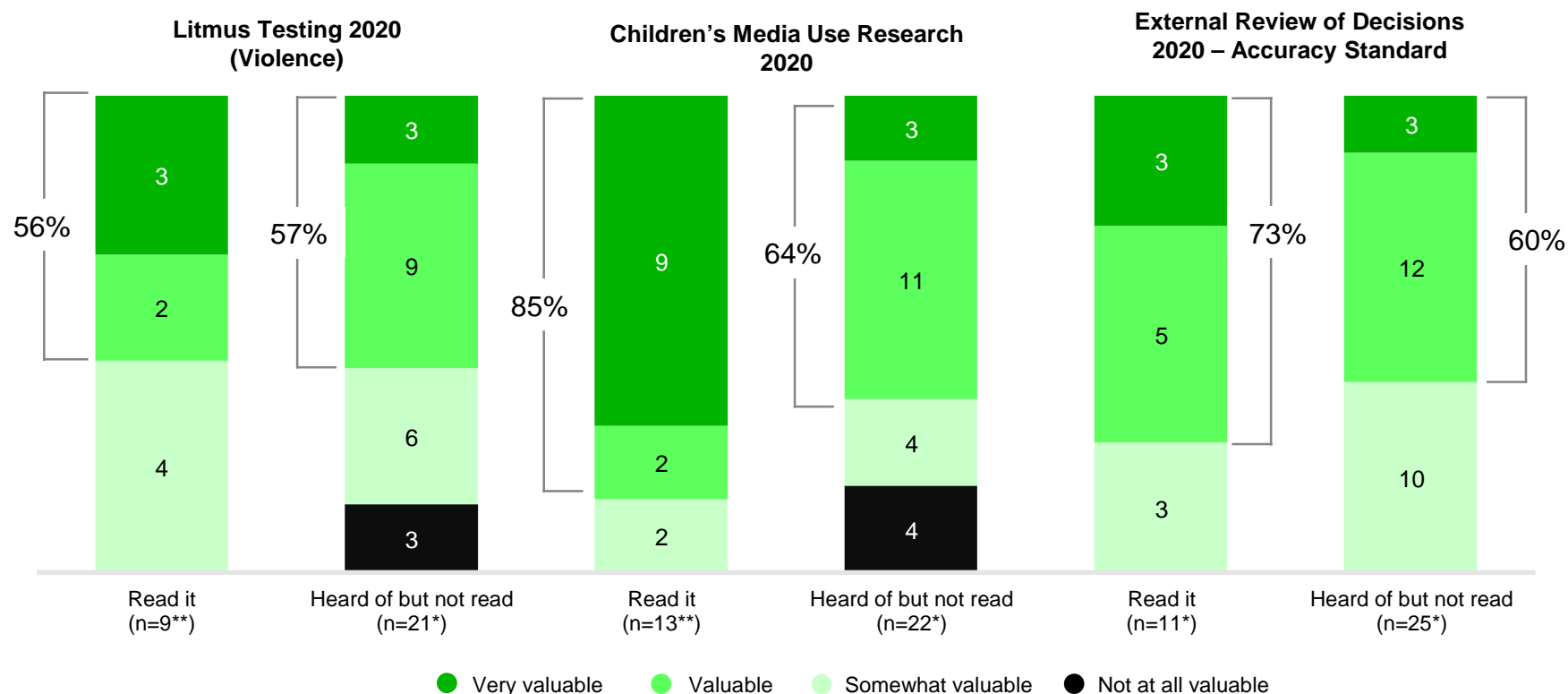
Base: All respondents (n=57)

Q31. In 2020 the BSA released research findings from its 2020 research programme. Have you read these pieces of research?

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BSA-provided research and resources are generally perceived to be of value to broadcasters

More of the readers of the *Children's Media Use Research 2020* resource rate it as *very valuable* compared with the *Litmus Testing* or *External Review of Decisions 2020*.



Q54. How valuable do you think the 2020 Litmus Testing research on Violence is to you as a broadcaster? (n=30)

Q55. How valuable do you think the Children's Media Use Research 2020 is to you as a broadcaster? (n=35)

Q56. How valuable do you think the External Review of Decisions 2020 – Accuracy Standard is to you as a broadcaster? (n=36)

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* Sample size < 30

** Sample size < 10

Additional comments about BSA research

Length of the research reports is sometimes perceived as a barrier to reading them – some broadcasters would like research outputs to be simpler and would value a short summary of research.

There was also mention of easier access to reports, along with more information on complainants and audiences in general.



"A one paragraph summary."
- **Television and Radio broadcaster**

"Make them more accessible."
- **Television broadcaster**

"Just keep it simple .. apart from that I'm not sure."
- **Television broadcaster**

"Demographics details of age of complaints received."
- **Television broadcaster**

"Audience stats."
- **All media**

"Topics. Youth and the culture around foreign music."
- **Radio broadcaster**

"The BSA's research is generally useful to us, we just don't have a lot of violence or children's programming so those topics haven't been applicable. More research on journalism, that we could pass on to our inexperienced team members, would be really helpful.."
- **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

The background of the slide is a black diagonal field. The upper-left portion is black, while the lower-right portion is a vibrant green. This green area is filled with a series of concentric, wavy lines that create a 3D, topographical effect, resembling a series of ridges and valleys. The lines flow from the top-left towards the bottom-right, following the diagonal of the green section.

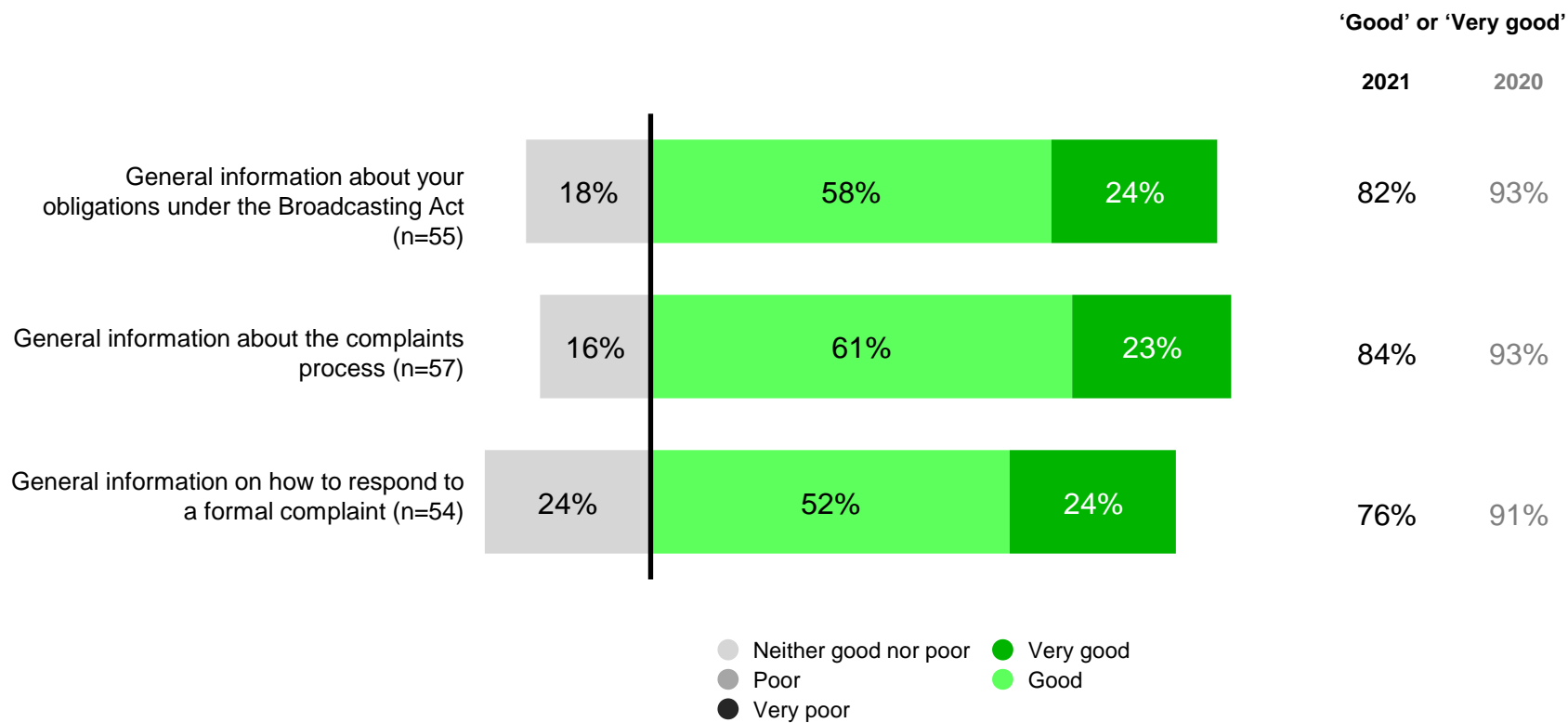
Processes and services

Information



Broadcasters are positive about the general information received from the BSA

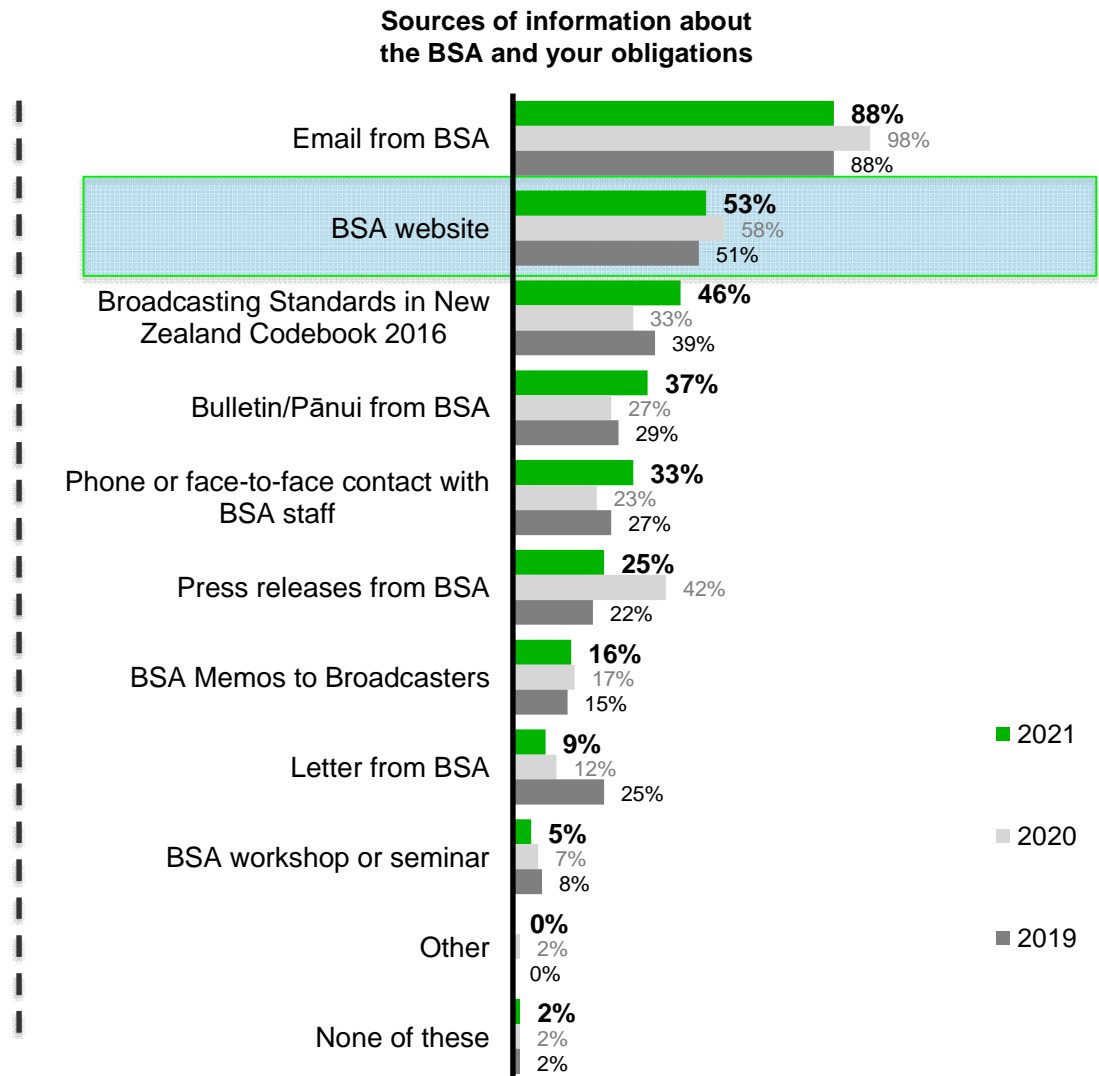
Over four in five rate general information about the complaints process and broadcaster obligations positively, while 74% rate general information about how to respond to a formal complaint positively. No negative ratings are given to any of the types of general information.



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*.



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

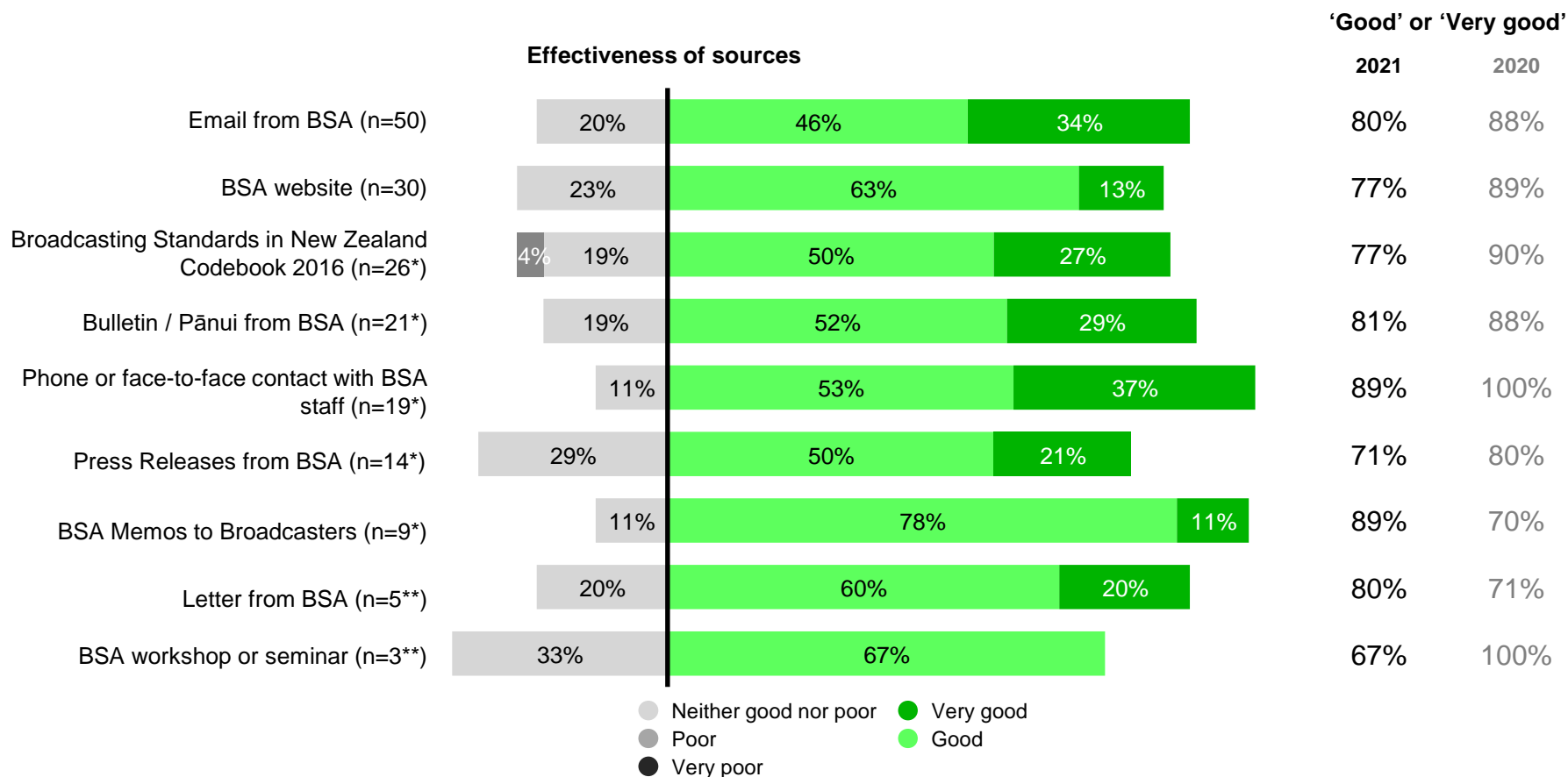
Q8. Through which of the following sources have you sought or received information about the BSA and your broadcasting obligations?

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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: about eight 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?

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* Sample size < 30

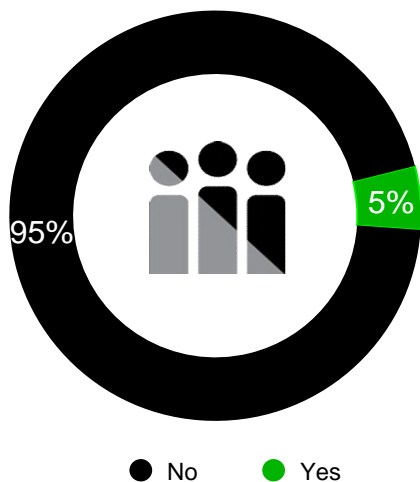
** Sample size < 10

Topics for future BSA workshops and seminars

Only a small number of broadcasters engaged in a BSA workshop or seminar (5% cf. 7% in 2019 or three cf. four respondents).

Two out of three broadcasters would find it useful for the BSA to cover BSA Research in future workshops or seminars.

Sought or received information from a BSA workshop or seminar



Useful topics to cover in future workshops or seminars

3
broadcasters

Topics selected:

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

Base: All respondents (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?

Base: All respondents who sought or received information from a BSA workshop or seminar (2021, n=3**; 2020, n=4**)

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

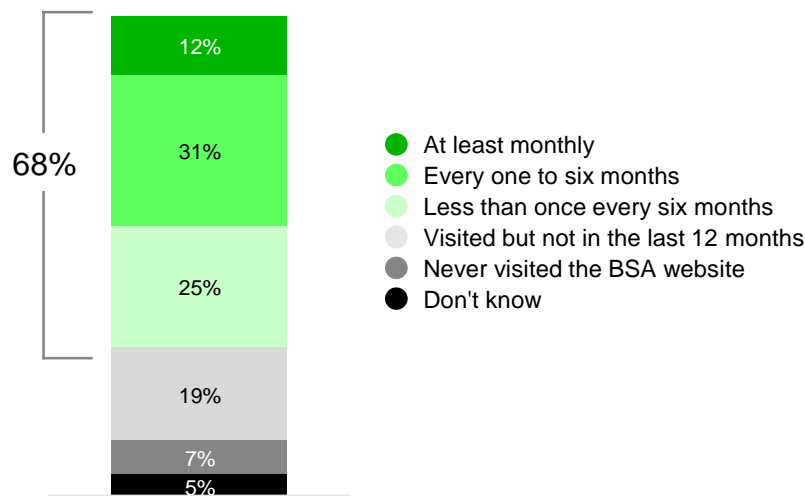
BSA website

68% of Broadcasters have visited the BSA website in the past 12 months

Just over one in ten broadcasters (12%) visit the BSA website at least once a month.

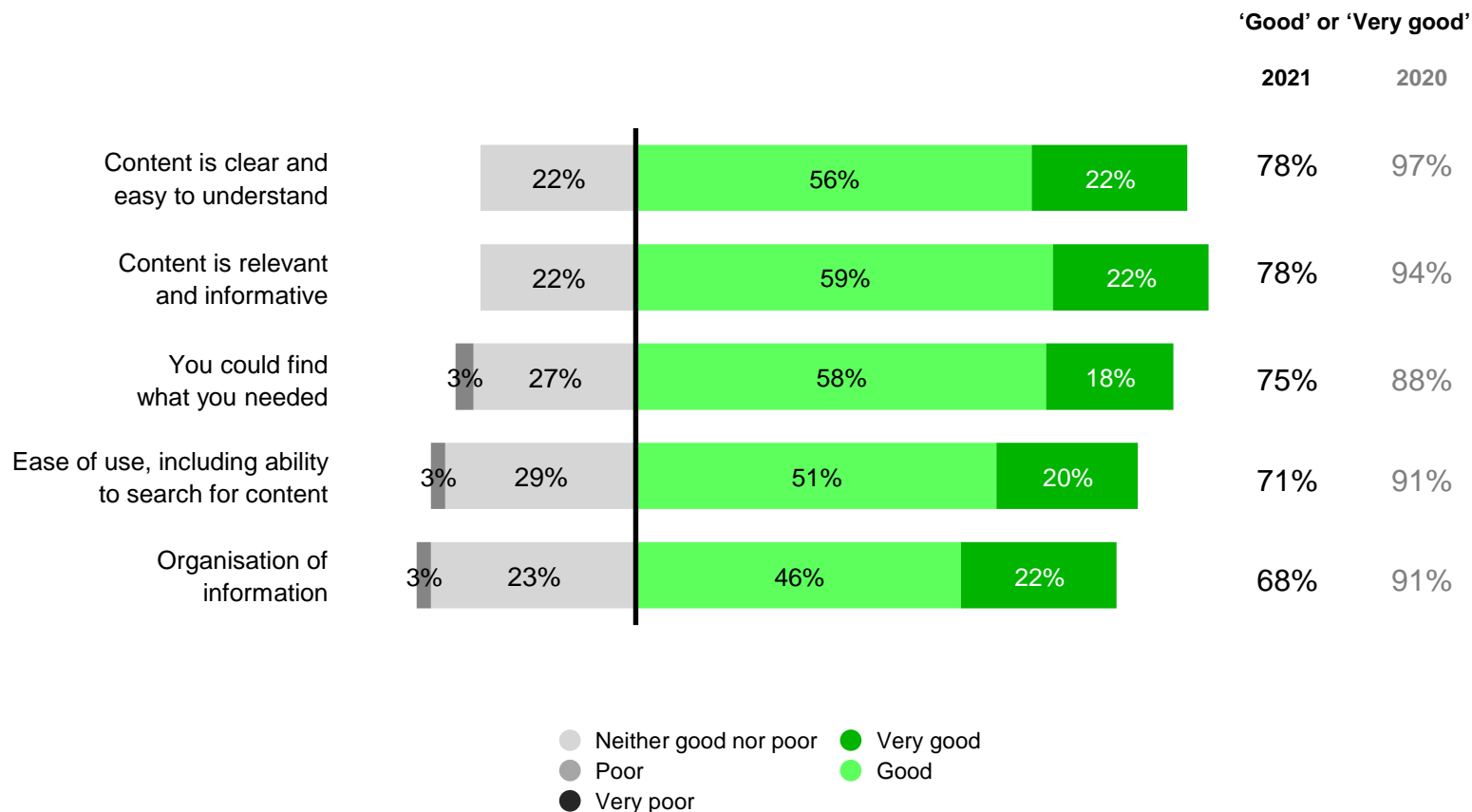
Seven percent of broadcasters have *never visited the BSA website* and a further 19% *visited, but not in the last 12 months*.

How many times have you visited the BSA website



Broadcasters that have visited the website are positive

Each aspect of the website is rated 'good' or 'very good' by between 68% - 78% of broadcasters that have visited in the past 12 months. While ratings remain very positive, there are more neutral ratings in 2021 than in 2020. In 2020, the website had recently been refreshed and this will have contributed to very positive results in 2020.



Base: All respondents that had visited the BSA website excluding 'Don't know' (2021, n=41; 2020, n=34)

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



"For finding the latest news on changes, for resources, decisions and links."

"The clear information relating to standards."

"Codebook."

"Very informative."

"Broadcasting Code of Practices."

"Nice and easy layout to find info on the codes of Broadcasting."

"Everything was helpful and totally understandable."

"It provides information about how to handle listener complaints."

"Information on the standards."

"It is easy to find the Radio obligations when I need to check something."

"Published, or historic case information."

"The Broadcasting Standards are available as a pdf."

What aspects could be improved*



"Clarity on election advertising by providing more real life examples on what is or isn't permitted."

"More information about research."

"FAQs for broadcasters would be useful especially for foreign entity."

"The search function is harder for people in my organisation who are not familiar with it or do not know what material they are looking for (a generalised search can be tricky)."

"Training."

"Layout could be modernised. Overall, very good."

* Several respondents indicated there is nothing to improve

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

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

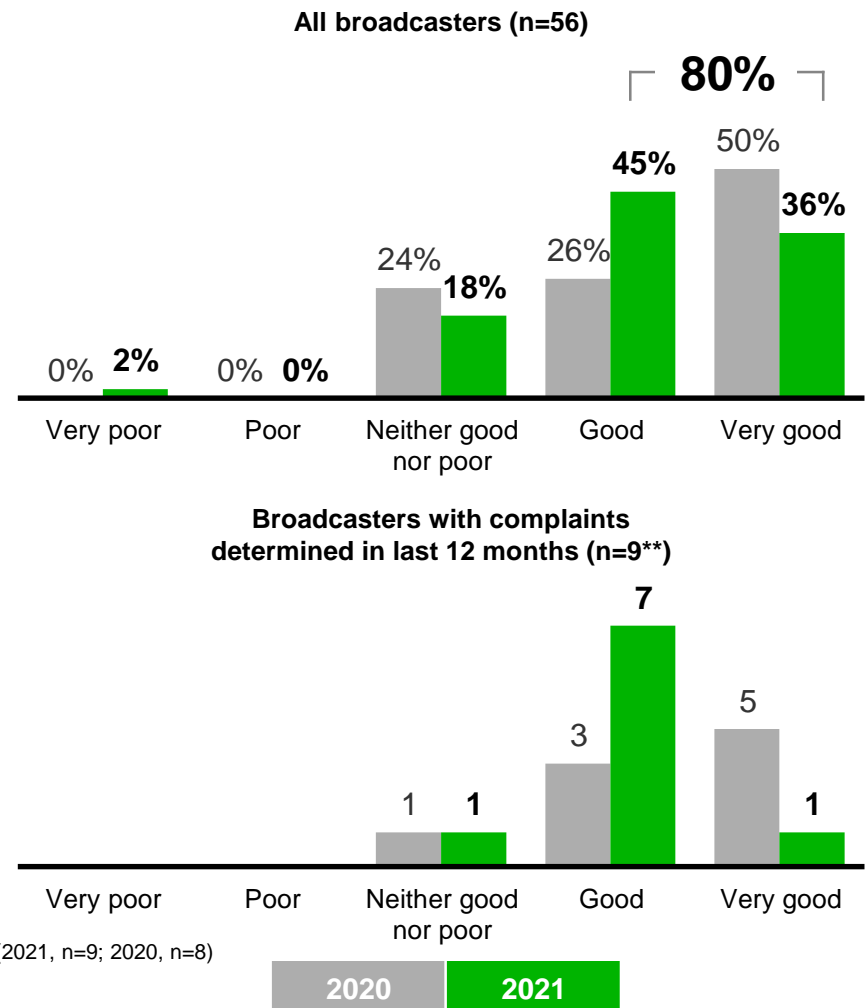
Q40. What aspects of the BSA website require further improvement?

Working relationship with the BSA

Overall, broadcasters are positive about their working relationship with the BSA

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

- Compared with 2020, fewer broadcasters rate their relationship with the BSA as 'very good', while more broadcasters rate it as 'good'.
- Nine 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 with seven rating it 'good' and one rating it 'very good'.



Base: All respondents excluding 'Don't know/Not applicable' (2021, n=56; 2020, n=58)

Base: All respondents who had a complaint determined by the BSA in the last 12 months (2021, n=9; 2020, n=8)

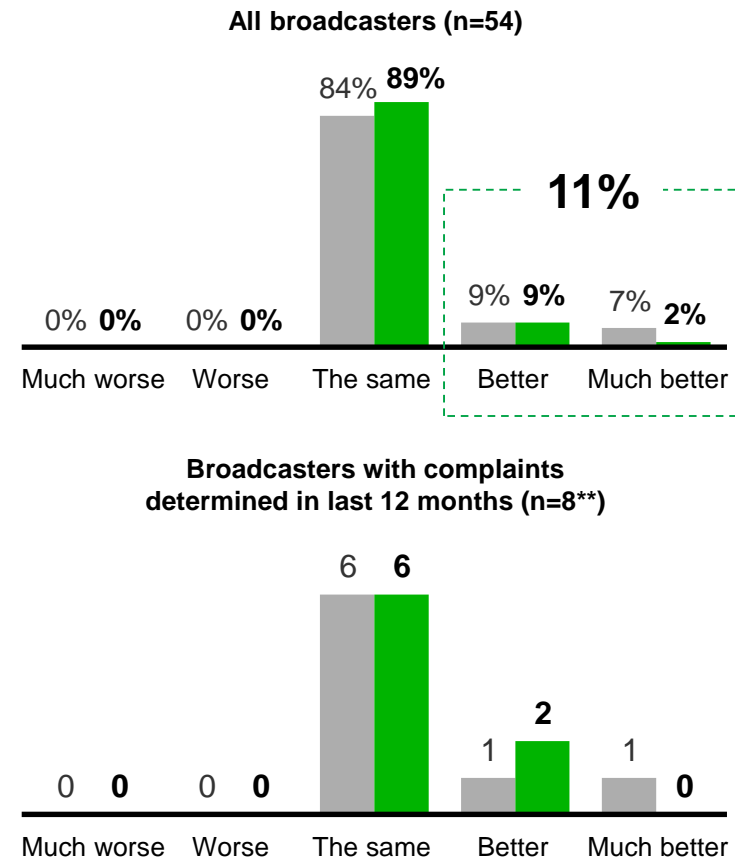
Q3. Overall, how would you rate the relationship you have with the BSA?

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Satisfaction with the relationship remains positive

One in 10 (11%) indicate that their relationship with the BSA has improved, while 89% feel it has stayed the same.

- Among those who indicate the relationship has improved, communication is the common explanation (e.g. “*Communication is excellent. If I have any questions, they are easy to contact either by email or phone.*”).
- 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' (2021, n=54; 2020, n=55)

Base: All respondents who had a complaint determined by the BSA in the last 12 months excluding 'Don't know/Not applicable' (2021, n=8; 2020, 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**)

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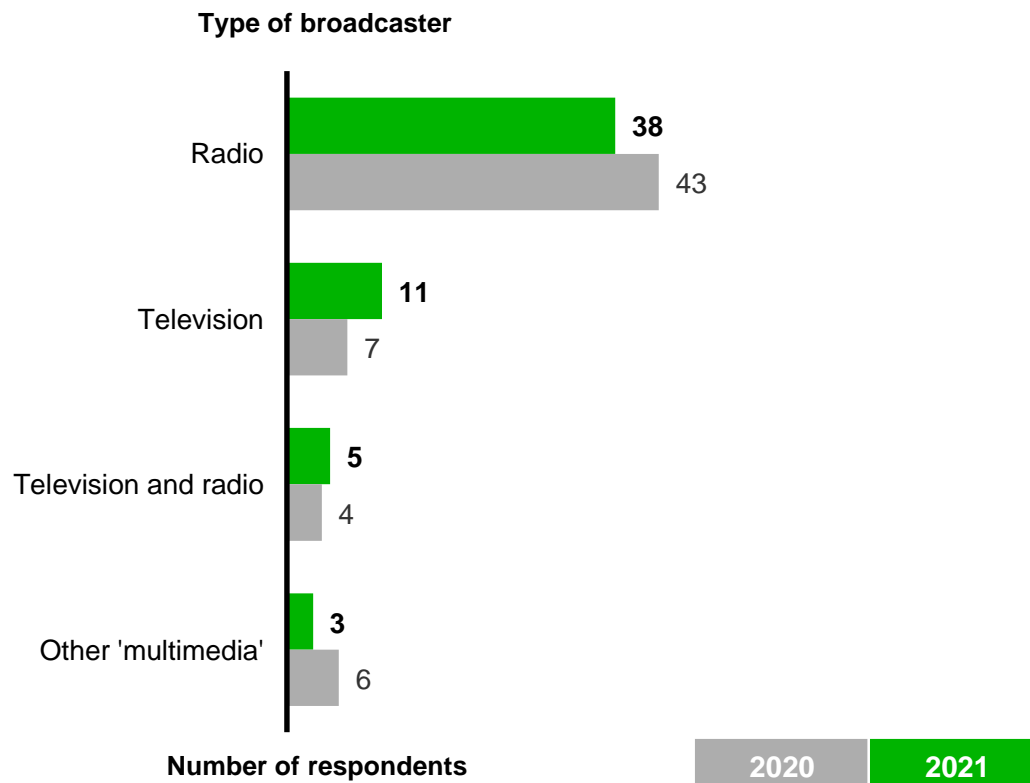
* Sample size < 30

** Sample size < 10

Appendix

Type of broadcaster

- Compared with 2020, fewer Radio broadcasters and more Television broadcasters participated in the 2021 survey.
- Fewer other 'multimedia' broadcasters participated in the 2021 survey compared with 2020.



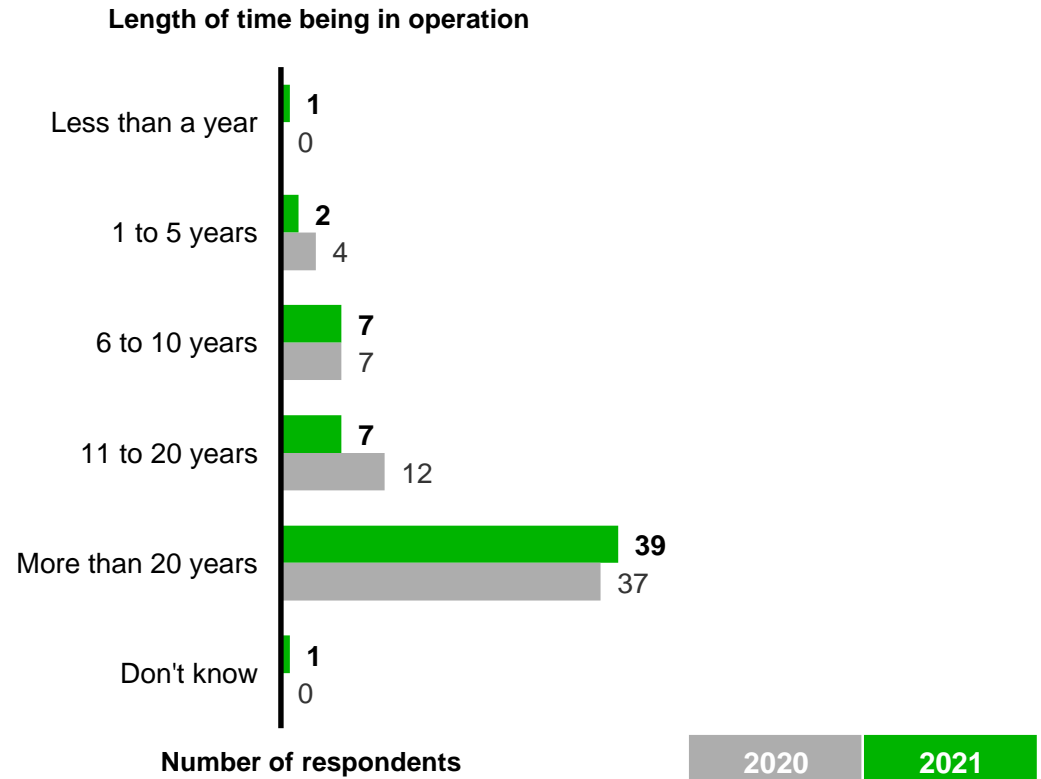
Base: All respondents (2021, n=57; 2020, n=60)

Q2. What type of broadcaster are you?

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Length of time being in operation

- Most broadcasters participating in the 2020 survey have been in operation for more than 20 years.

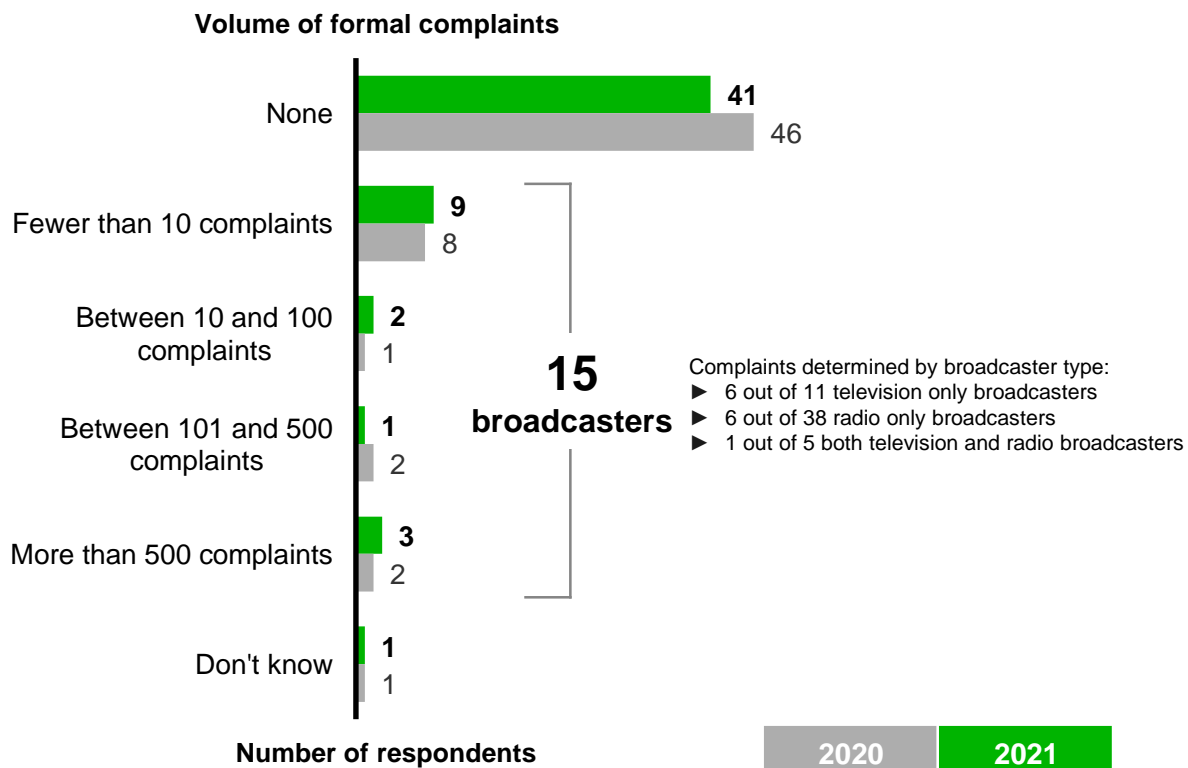


Base: All respondents (2020, n=57; 2019, n=60)

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 (three television and one 'multimedia').
- Three television broadcasters indicated they received more than 500 complaints.



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

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.



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, 34 of 57 broadcasters (60%) 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%.



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