

TVNZ – Parental
Guidance Survey
(in conjunction with BSA)

September 2017



WHO TOOK PART?

n=1102

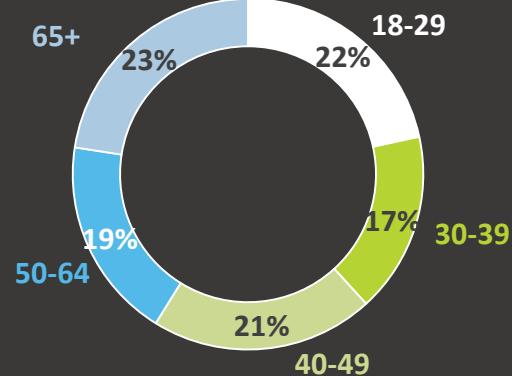
A total of n=902 Green Roomers with a n=200 top up using CB's online panel took part in the survey. Here is a snap shot of their

Sample profile

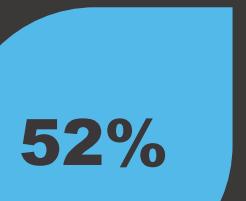
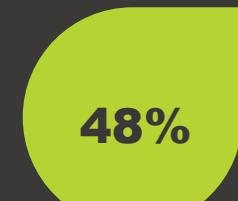
Survey In Field:
16th August - 5th September 2017

Sample Profile | AUGUST 2017

AGE



GENDER



REGION

Upper North Island **50%**

Lower North Island **25%**

South Island **25%**



KIDS

52*%

No Kids

48%

Parents

AGE WITH GENDER

MALE

FEMALE



* No kids also includes n=15 Caregivers who make decisions on TV viewing for visiting children. Base too small to call out separately.

OVERALL HIGHLIGHTS

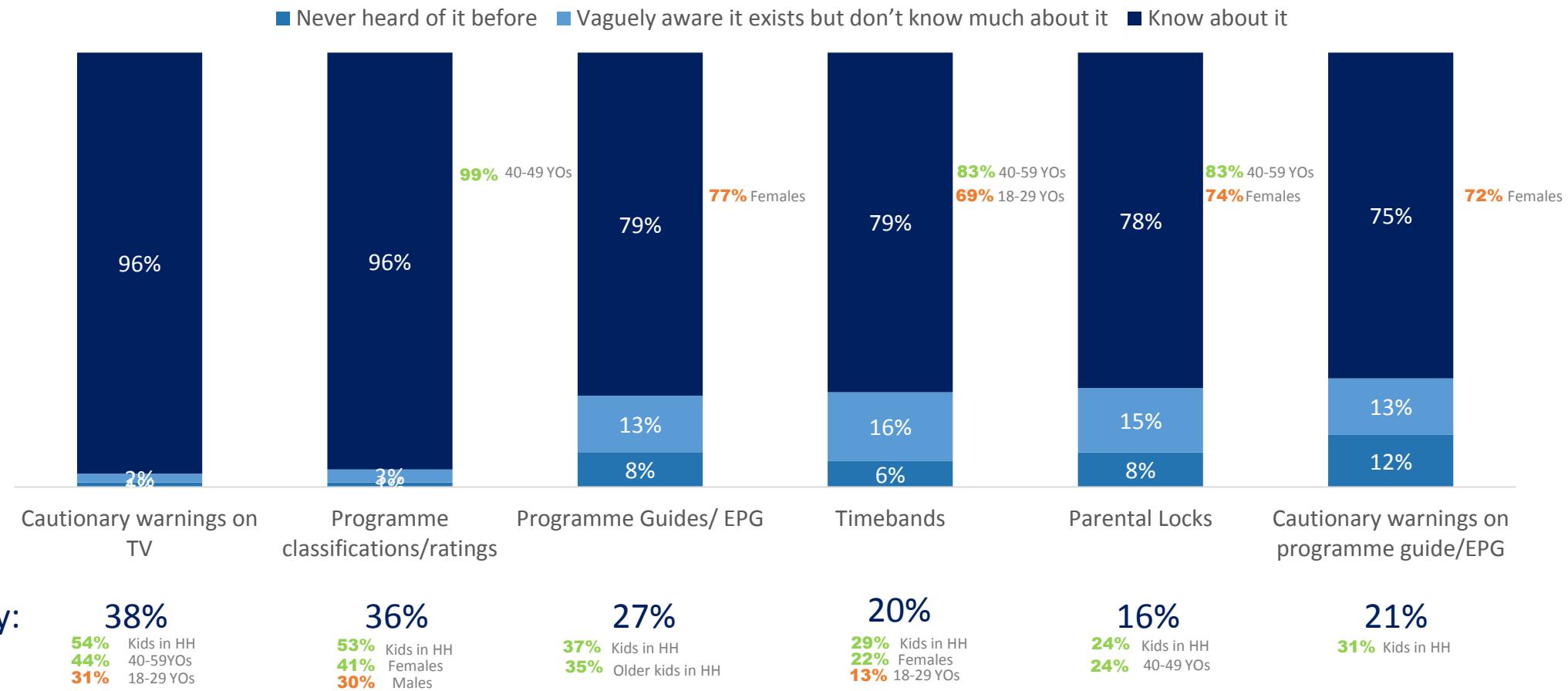
- Although there is a high awareness across all methods of controlling and restricting TV viewing, the majority of viewers do not make use of these methods.
- Cautionary warnings and **programme classifications** are the most well-known and widely used methods for selecting appropriate content – with over half of parents using these methods.
- **Timebands** (in general) are felt to provide a safe haven, trusted to be accurate and an easy way for parents to ‘control’ the content their kids are exposed to. However they are used by less than one-third of parents, and are not generally used to choose content for adults.
 - It is really only the AO 8.30pm timeband that is widely known and used – with few being aware of other timeband restrictions
 - There are polarising views on the ongoing value of timebands on FTA viewing given the wide range of viewing options now available
 - There are some frustrations around the timebands for PGR rated shows and some also felt that timebands made it more difficult for adults to find something to watch
- While **Parental locks** are reasonably well-known and are felt to be useful (particularly for younger children), only one-quarter of parents are currently using them, and a further 13% indicate they are likely to use them in the future. For parents of children under 10 yrs – 41% either currently do use or are likely to use in the future



Overview of Results

Cautionary Warnings on TV and Programme Classifications have the highest awareness and usage amongst TV viewers. However the majority do not make use of these methods even if they are aware of them.

Awareness and Use of TV viewing control and restriction methods



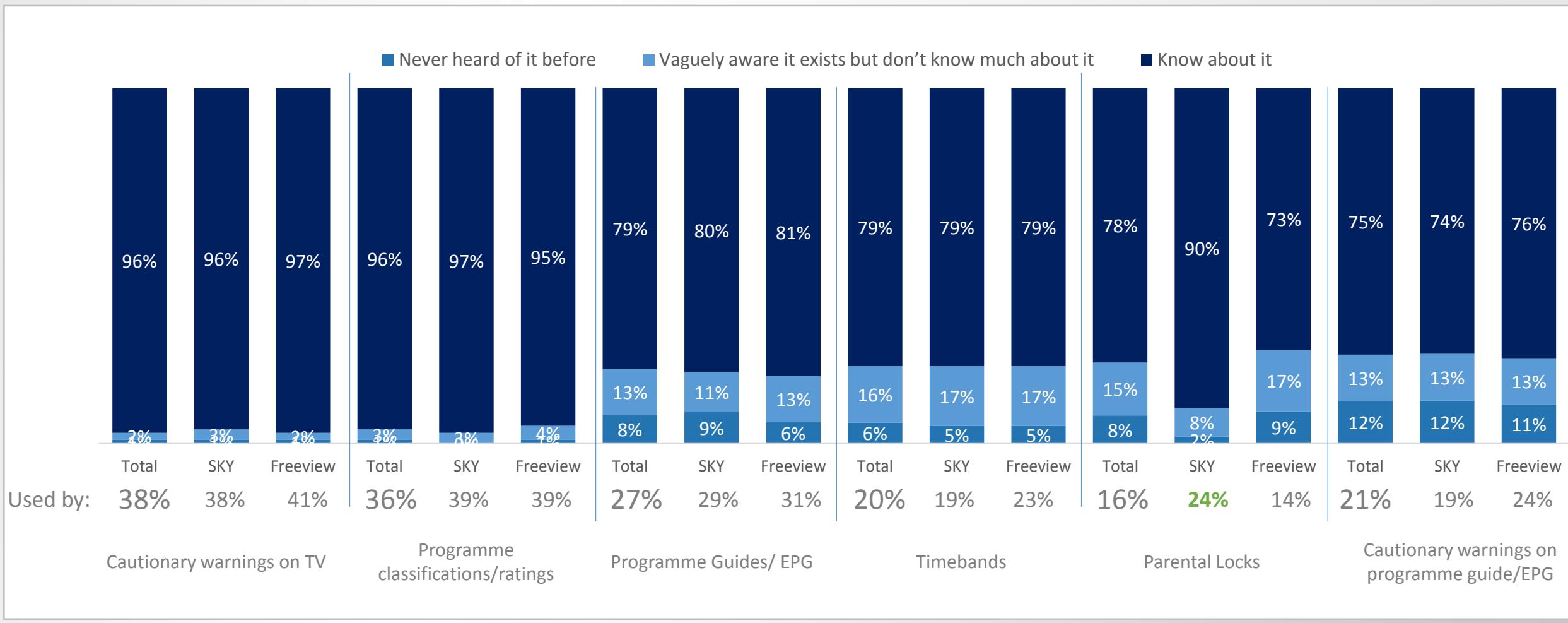
Q5. Next you will see a range of ways that programme content is evaluated and/or may be used to set restrictions on TV viewing at home, so that the content is suitable for different audiences, such as children. Please select whether you are aware and/or use each of these methods. Base: All (n=1102)

XX% SIGNIFICANTLY LOWER THAN TOTAL

XX% SIGNIFICANTLY HIGHER THAN TOTAL

High awareness and usage of Cautionary Warnings on TV and Programme Classifications. Those who view content via Sky are more likely to use parental locks than those who view via Freeview.

Awareness and Use of TV viewing control and restriction methods amongst those who use Sky and Freeview for their personal viewing



Q5. Next you will see a range of ways that programme content is evaluated and/or may be used to set restrictions on TV viewing at home, so that the content is suitable for different audiences, such as children. Please select whether you are aware and/or use each of these methods.

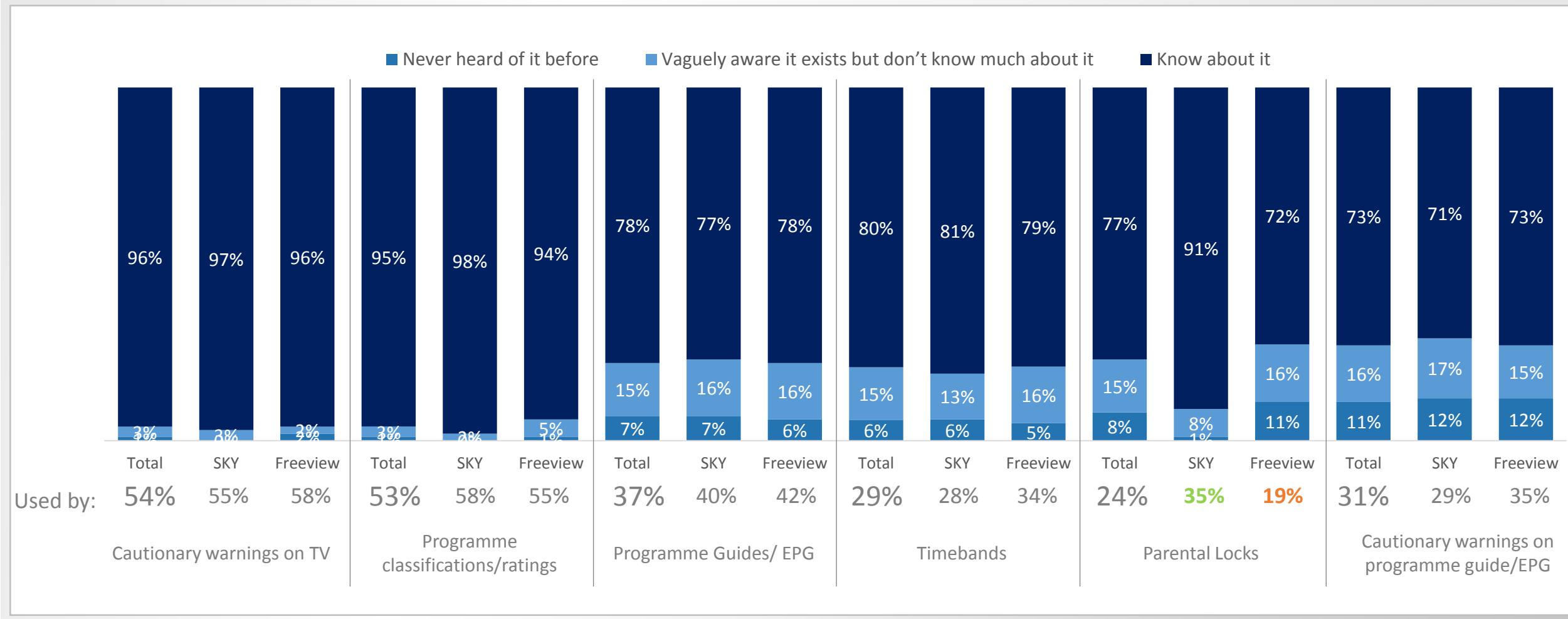
Base: All (n=1102); Access to Sky for personal use (n=455); Access to FreeView for personal use (n=618).

NB May have access to both Sky and Freeview in the same household (12%) (or neither – 17%)

XX% SIGNIFICANTLY LOWER THAN TOTAL

XX% SIGNIFICANTLY HIGHER THAN TOTAL

Awareness and Use of TV viewing control and restriction methods amongst those who have Sky and Freeview available for their children's viewing



Q5. Next you will see a range of ways that programme content is evaluated and/or may be used to set restrictions on TV viewing at home, so that the content is suitable for different audiences, such as children. Please select whether you are aware and/or use each of these methods.

Base: All parents (n=530); Access to Sky for kids use (n=197); Access to Freeview for kids use (n=236)

NB May have access to both Sky and Freeview in the same household (12%) (or neither – 17%)



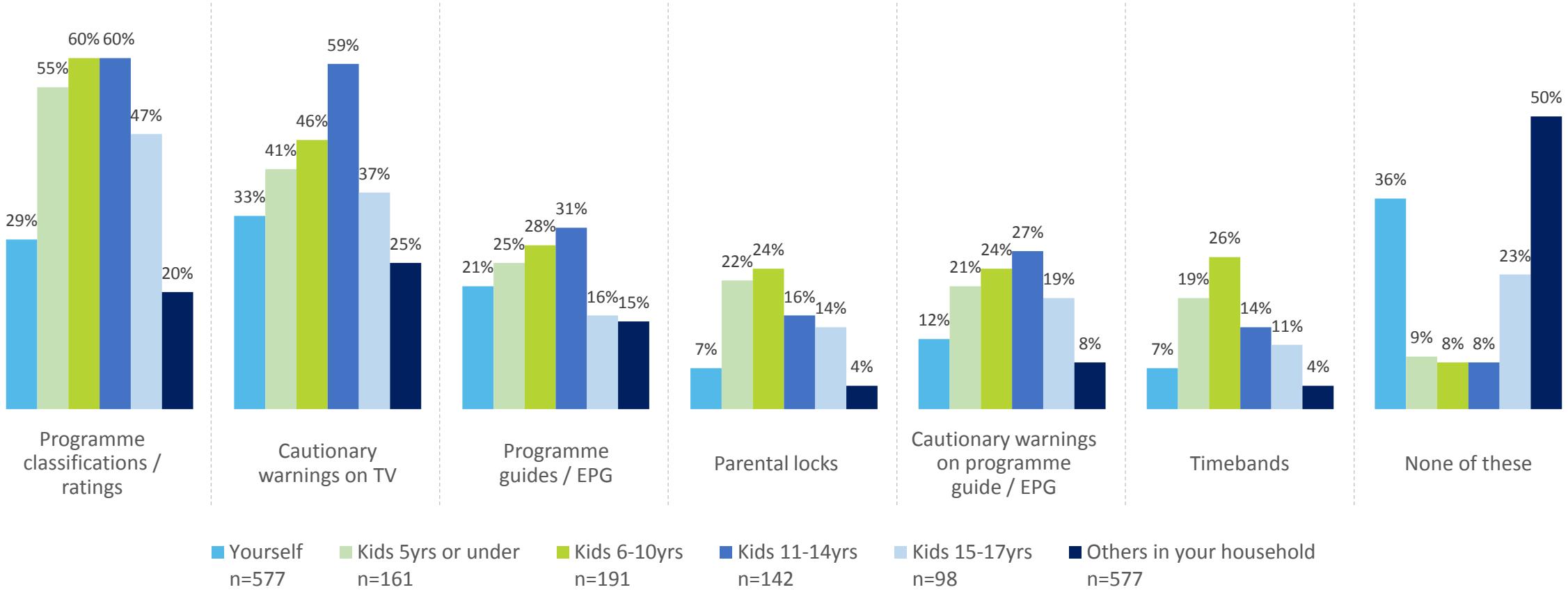
XX% SIGNIFICANTLY LOWER THAN TOTAL

XX% SIGNIFICANTLY HIGHER THAN TOTAL



Cautionary warnings on TV are particularly used for kids aged 11-14 years, while programme classifications/ ratings are used across all age groups. Timebands and parental locks tend to be used more for younger children (under 10 years)

Use of Content Evaluation Methods for:



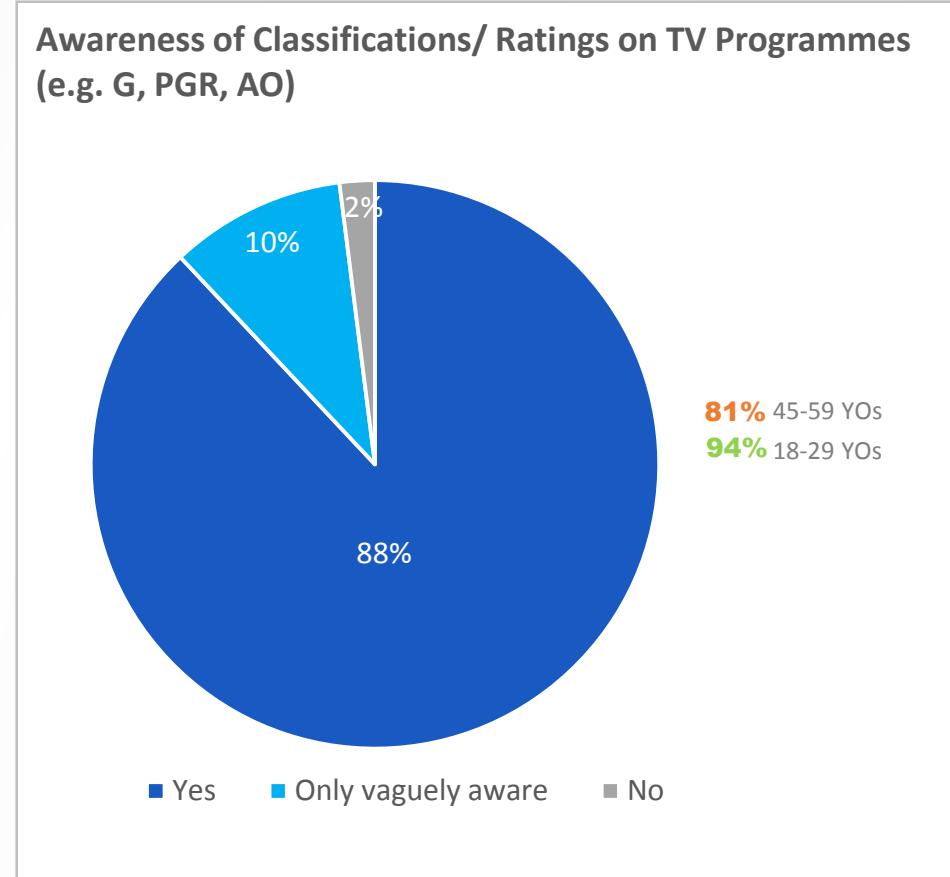
Q6. For each method used - Which of these methods do you use for the different people in your household to decide if the content on TV is suitable for them? Please select all methods you use.
Base: Those who use each method

XX% SIGNIFICANTLY LOWER THAN TOTAL **XX%** SIGNIFICANTLY HIGHER THAN TOTAL



Programme Classification/ Ratings

Almost everyone is aware of Programme Classifications/ ratings used on TV programmes (not just movies).



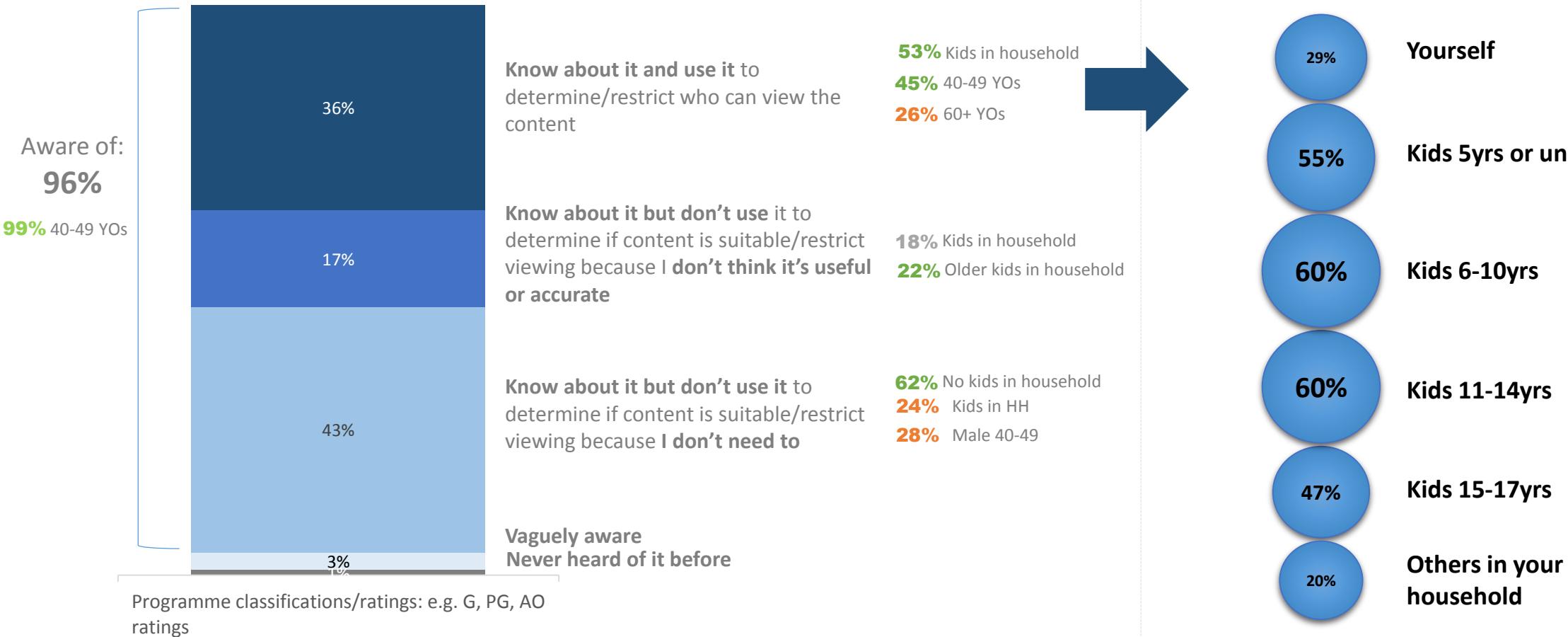
Q4 - Most programmes shown on Free-to-air TV and Sky TV in New Zealand are given a classification rating such as General (G), Parental Guidance (PGR), Restricted age (16/18), Mature (M) or Adults Only (AO) rating. Before today, were you aware these ratings existed on TV programmes (not just on movies)? Base: All (n=1102)

XX% SIGNIFICANTLY LOWER THAN TOTAL

XX% SIGNIFICANTLY HIGHER THAN TOTAL

There is a high awareness of programme classifications, with one-third using these to select content (half of all parents say they use them). Those that make use of programme classifications mostly apply it when selecting content for kids (of all ages).

Awareness and Use of Programme Classifications/ Ratings



Q5. Next you will see a range of ways that programme content is evaluated and/or may be used to set restrictions on TV viewing at home, so that the content is suitable for different audiences, such as children. Base: All (n=1102)

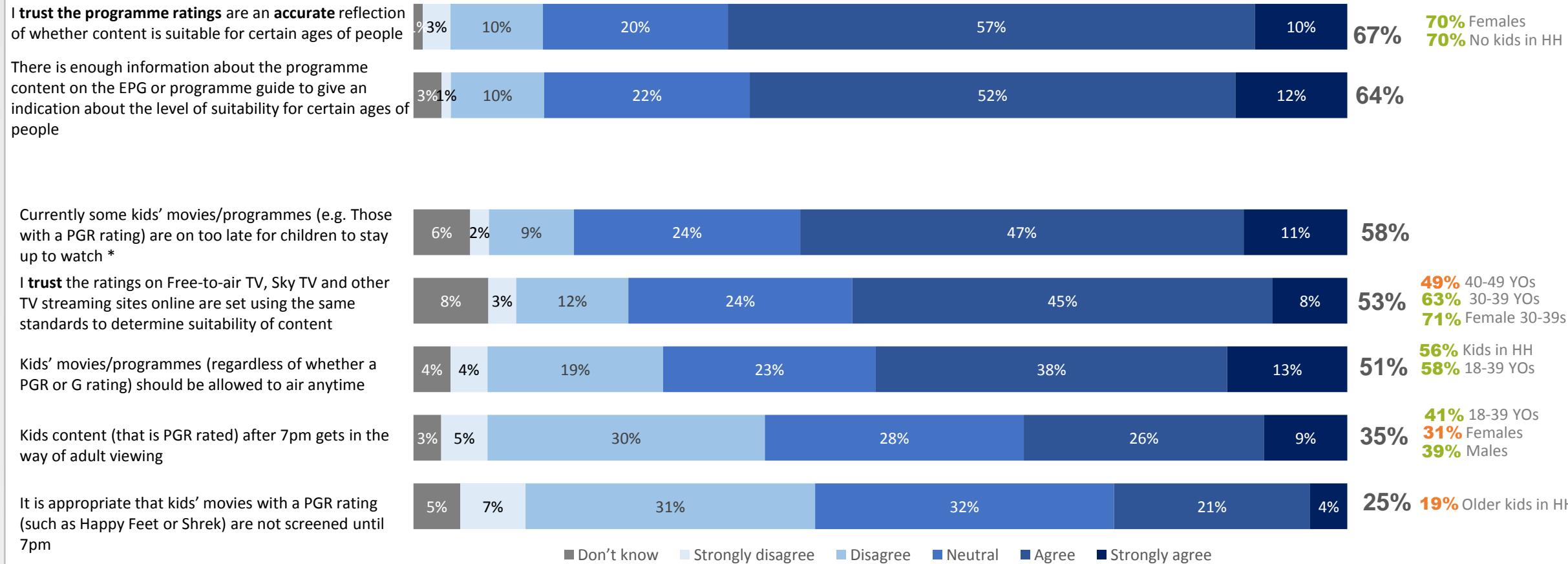
Q6 - Which of these methods do you use for different people in your household to decide if the content on TV is suitable for them? Please select all the methods you use? Base: Those who use method (n=387)

XX% SIGNIFICANTLY LOWER THAN TOTAL XX% SIGNIFICANTLY HIGHER THAN TOTAL

Programme ratings are widely trusted as a guide for suitable content. More than half of parents feel that kids' movies or programmes should be allowed anytime regardless of rating and that currently PGR programmes are on too late.

Agreement with Programme Classification/ Rating Statements

Nett Agree



Q10 - Do you agree or disagree with the following statements? - I trust the programme ratings are an accurate reflection of whether content is suitable for certain ages of people. Base: All (n=1102)

Q12. Do you agree or disagree with the following statements? Base: All (n=1102)

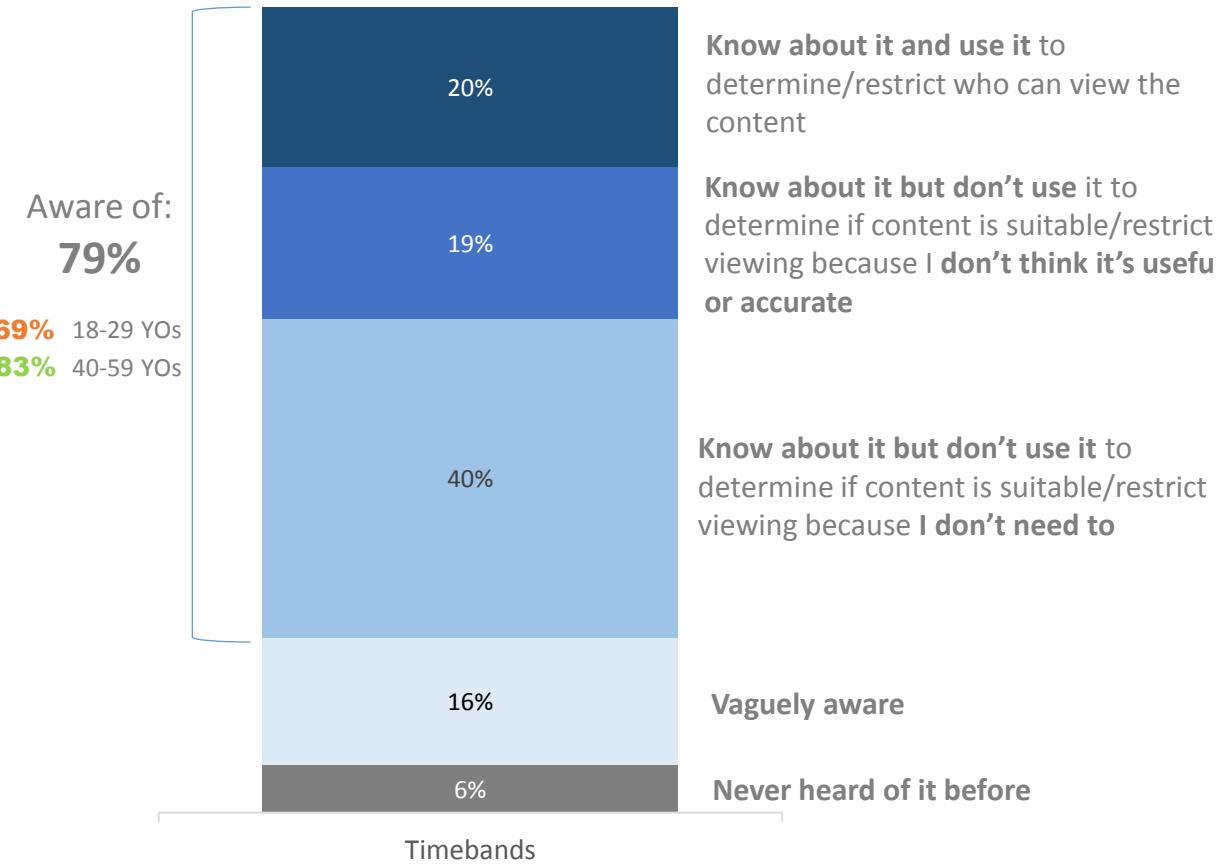
* Only asked of parents (n=530)



Timebands

59% are aware of the timebands but do not make use of them, while one-in-five use timebands to restrict viewing (up to 29% for parents). Timebands are particularly used for kids aged 6-10 years.

Awareness and Use of Timebands

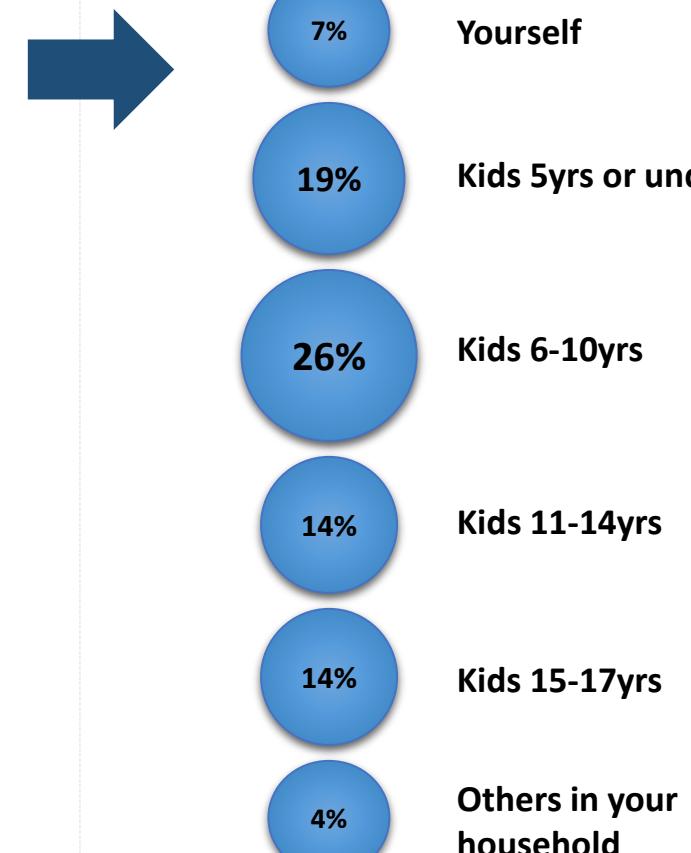


29% Kids in HH
22% Females
13% 18-29 YOs

26% Kids in HH

27% 30-39YOs

Used for:



Q5. Next you will see a range of ways that programme content is evaluated and/or may be used to set restrictions on TV viewing at home, so that the content is suitable for different audiences, such as children. Base: All (n=1102)

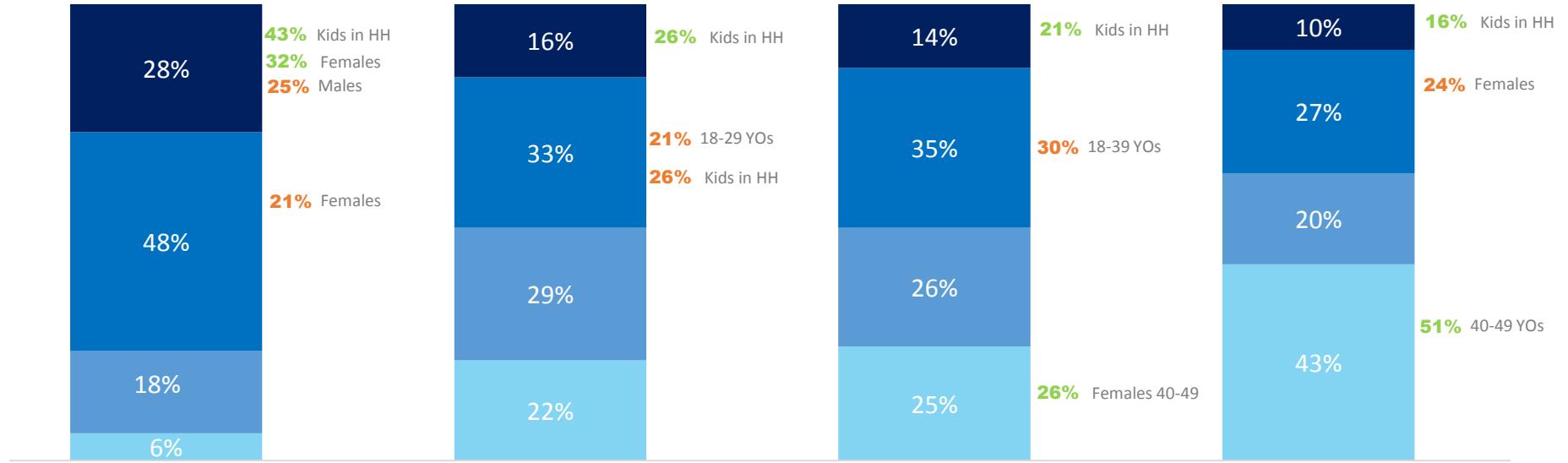
Q6 - Which of these methods do you use for different people in your household to decide if the content on TV is suitable for them? Please select all the methods you use? Base: Those who use method at Q4 (n=230)

XX% SIGNIFICANTLY LOWER THAN TOTAL **XX%** SIGNIFICANTLY HIGHER THAN TOTAL

Programmes rated AO being aired after 8:30pm is the most well known timeband restriction, and the most used for determining/ restricting content. Almost half of respondents were not aware that Adult Only programmes are allowed to air between 12pm and 3pm weekdays.

Awareness and Use of Specific Timeband Classifications

- Know about it and use it to determine/restrict who can view the content
- Know about it but don't use it to determine if content is suitable/restrict viewing
- Vaguely aware of this
- Didn't know this



AO rated programmes can be aired after 8.30pm

Before 9am and between 4pm-7pm, you can only watch G rated programmes on air

PGR rated programmes (for example Happy Feet, Shrek, Shortland Street or Modern Family) can only be shown between 9am-4pm or from 7pm

AO rated programmes can be aired between 12pm-3pm on weekdays (excluding school holidays and public holidays)

Q8. Before today, which of the following specific timeband rules were you aware of, and/or use to manage whether free-to-air TV content is suitable for yourself or others in your home? Please select whether you are aware of and/or use each of these methods. Base: Those who have heard of timebands (n=1049)



XX% SIGNIFICANTLY LOWER THAN TOTAL **XX%** SIGNIFICANTLY HIGHER THAN TOTAL

There is a high level of trust placed on timebands as an indication of suitability of content, and appreciate that they allow for a 'safe haven' on TV for kids. However fewer adults rely on timebands on free-to-air when choosing content for their own viewing. Viewers are polarised on whether it is still useful to have timeband restrictions given other viewing styles.

Agreement with Timeband Statements

Nett Agree

I trust that the time of day different content airs on Free-to-air and/or Sky TV is a good indication of the level of suitability for certain ages of people



Having time restrictions (timebands) on when certain content may be broadcast allows for a 'safe haven' on TV for kids



I trust the timebands on Free-to-air TV and Sky TV are set using the same standards to determine suitability of content



I rely on timebands on free-to-air TV and assume that certain times are more suitable for children or young people



With all the different viewing options available these days it's pointless to have timeband restrictions just on free-to-air TV content



I rely on the timebands on free-to-air TV when choosing content for my own viewing



■ Don't know / Not applicable ■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree



Q10 - Do you agree or disagree with the following statements? - I trust that the time of day different content airs on Free-to-air and/or Sky TV is a good indication of the level of suitability for certain ages of people. Base: All (n=1102)

Q12. Do you agree or disagree with the following statements? Base: All (n=1102)

XX% SIGNIFICANTLY LOWER THAN TOTAL **XX%** SIGNIFICANTLY HIGHER THAN TOTAL

Time restrictions provides parents with peace of mind on the content their children gets exposed to while they are at work or unable to supervise, however some parents also find it frustrating that they are not able to watch AO content during the day.

Thoughts on Time Restrictions

Benefits of having time restrictions

Easier to plan what programmes can be watched. Male, 69 with older kids at home

Kids won't accidentally watch PGR or AO shows in the afternoons after they come home from school. Male, 61 with young kid(s) at home

Children don't accidentally change the channel and find something unsuitable for them. Female, 18-24 with young kid(s) at home

I can have peace of mind that it's likely content aired at a certain time will be suitable to certain age ranges. E.g. I can be comfortable kids won't see inappropriate content during the day. Female, 36 with young kid(s) at home

Prevents children from turning on the TV and seeing adult restricted content. Female, 18-24 with young kid(s) at home

It provides rough guidelines on the suitability of programming for children and some reassurance for parents. Female, 35 with young kid(s) at home

It allows a more relaxed approach to allowing children what to watch during those times when you can be confident that the content is appropriate. Male, 40-49 with older kid(s) at home

30% Saw no benefits to having time restrictions

Drawbacks on having time restrictions

Well - if I wanted to watch something within the time restrictions, it wouldn't be possible - should it be AO or whatever. Male, 52 with younger kids at home

Only effective during broadcast. Doesn't prevent access for time-shifted content. Also doesn't prevent access to streaming content. Female, 52 with no kids at home

Sometimes it's annoying waiting for a certain time for adult shows to start and less choice. Female, 52 with younger kid(s) at home

As an adult with no children it means daytime TV viewing isn't worthwhile. Male, 32 with younger kids at home

Everything can be recorded or time-shifted using devices like MySky, even by young children so it becomes of reduced value. Makes TV viewing at certain times of the day unattractive for adults. Male, 60 with younger kids at home

55% Saw no drawbacks to having time restrictions

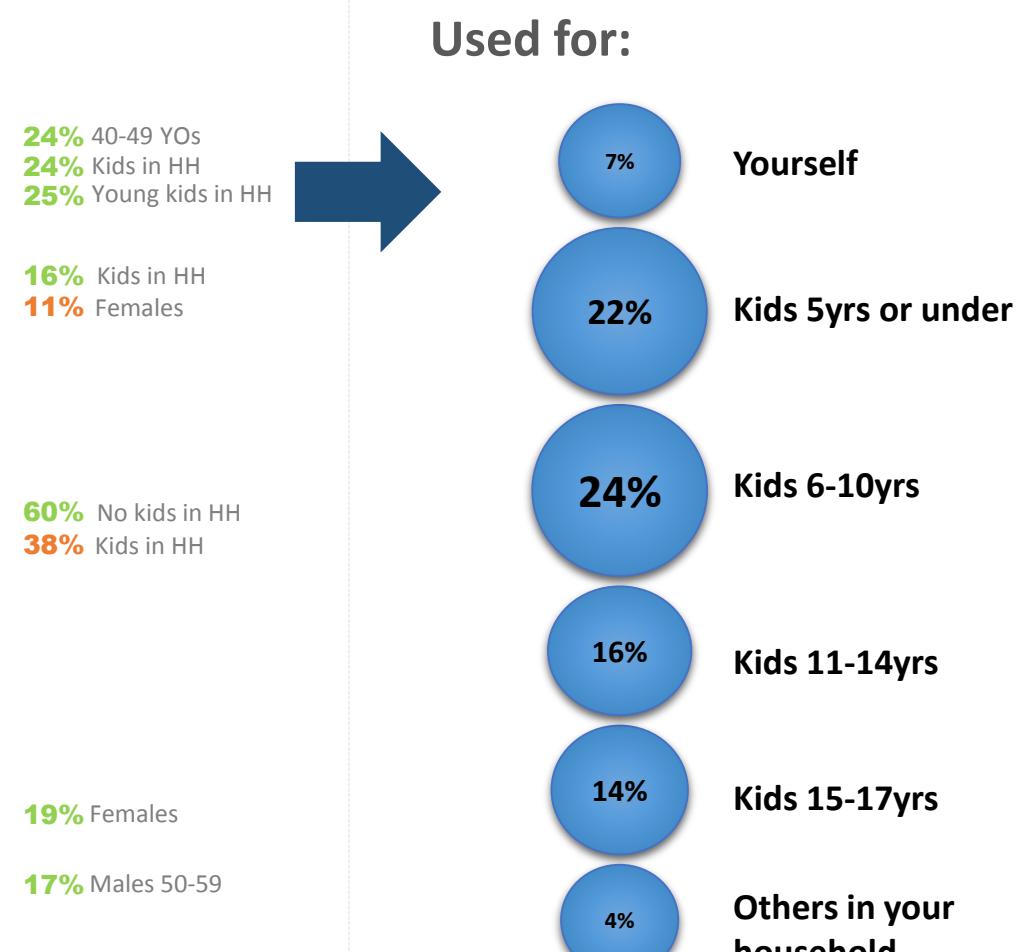
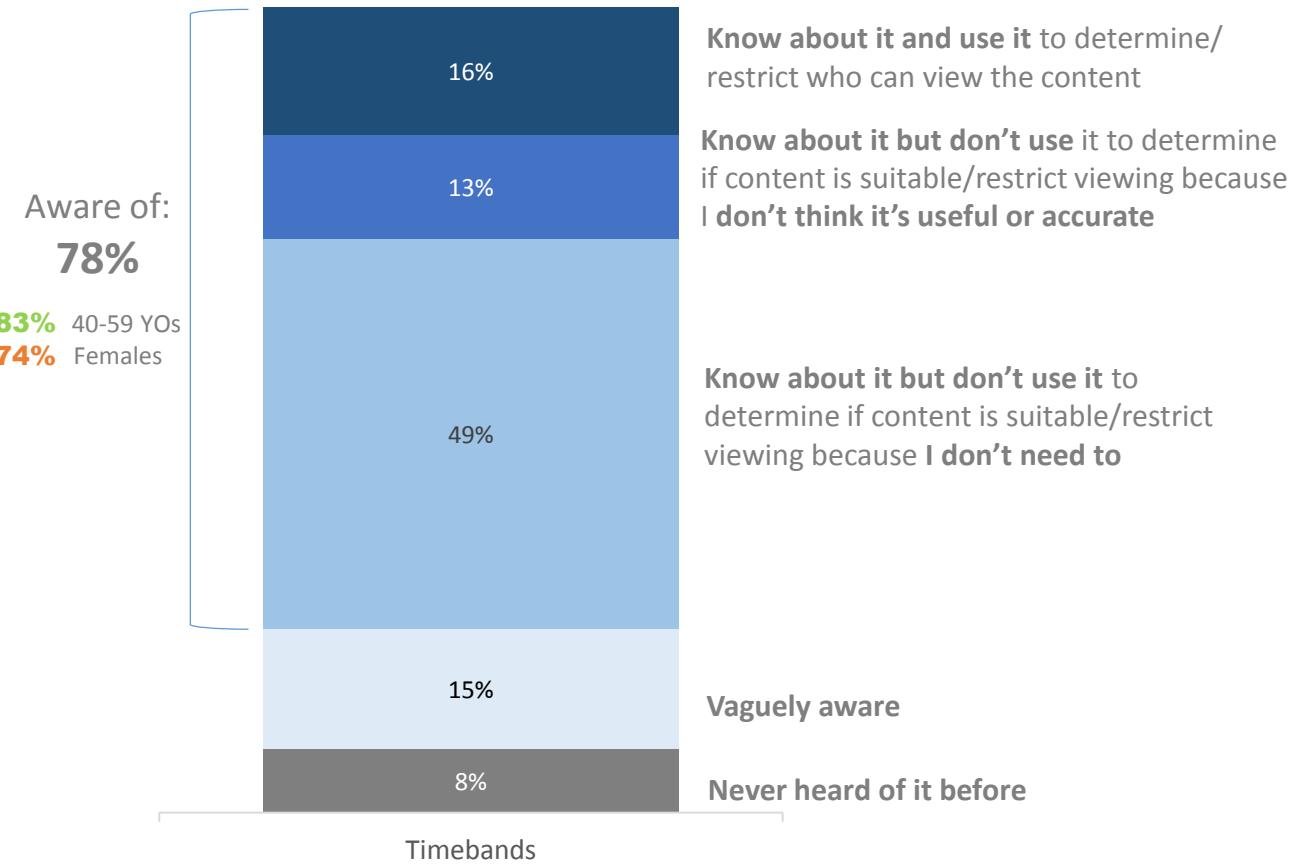


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Parental Locks

Almost half of viewers don't feel a need to use Parental Locks to restrict content (including 38% of parents). Those who do make use of them will apply them more to younger kids (under 10 years).

Awareness and Use of Parental Locks



Q5. Next you will see a range of ways that programme content is evaluated and/or may be used to set restrictions on TV viewing at home, so that the content is suitable for different audiences, such as children. Base: All (n=1102)

Q6 - Which of these methods do you use for different people in your household to decide if the content on TV is suitable for them? Please select all the methods you use? Base: Those who use method at Q4 (n=169)

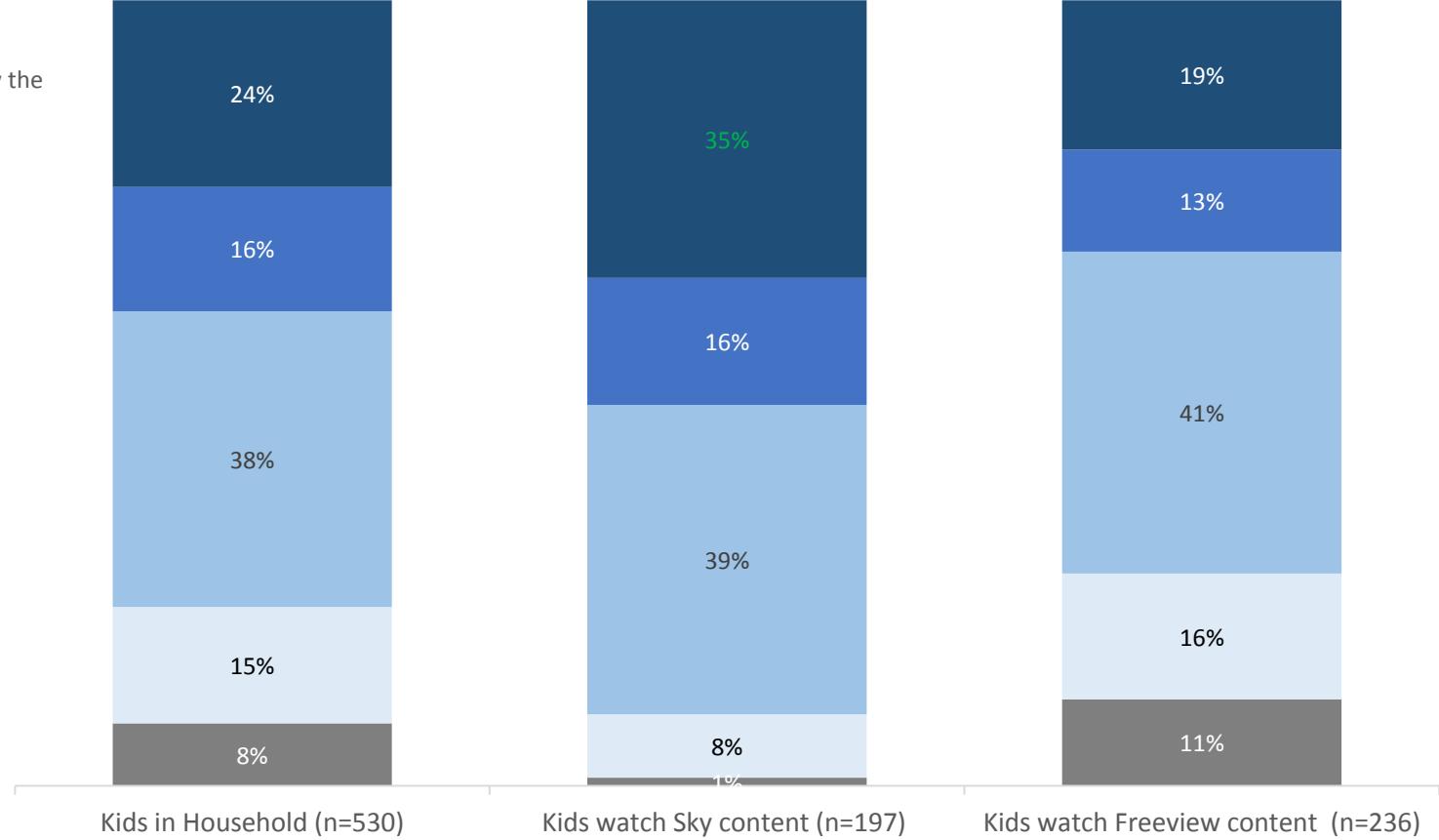
XX% SIGNIFICANTLY LOWER THAN TOTAL

XX% SIGNIFICANTLY HIGHER THAN TOTAL

Parental Locks are used significantly more by parents whose kids view content through Sky.

Awareness and Use of Parental Locks: Sky vs Freeview

- Know about it and use it to determine/restrict who can view the content
- Know about it but don't use it to determine if content is suitable/restrict viewing because I don't think it's useful or accurate
- Know about it but don't use it to determine if content is suitable/restrict viewing because I don't need to
- Vaguely aware it exists but don't know much about it
- Never heard of it before



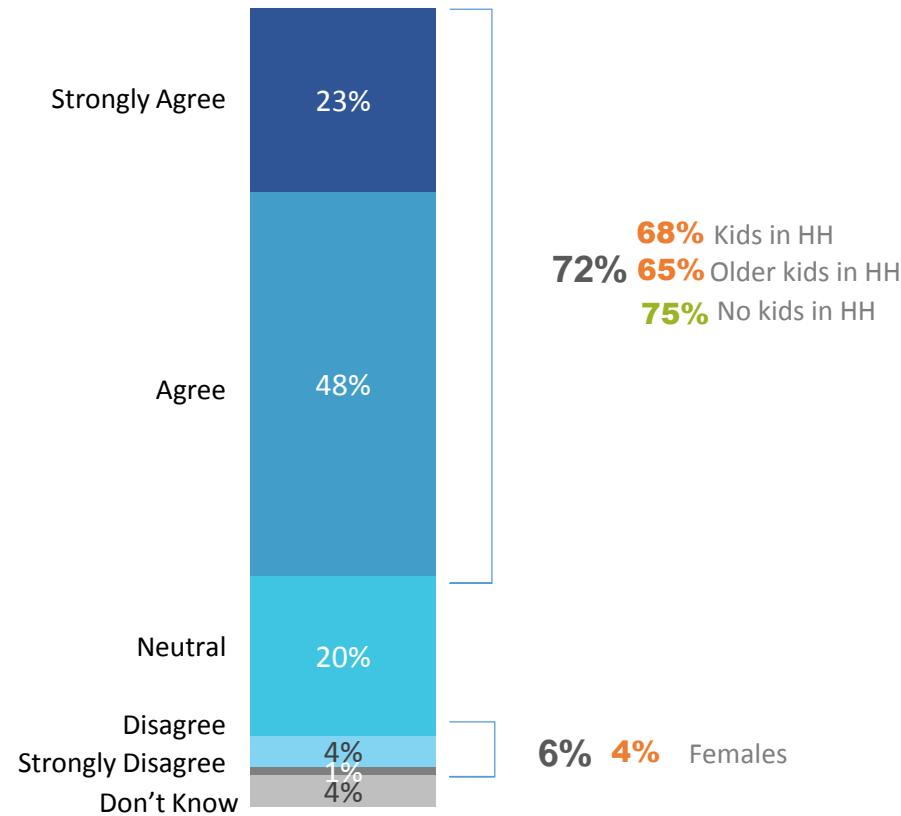
Q5. Next you will see a range of ways that programme content is evaluated and/or may be used to set restrictions on TV viewing at home, so that the content is suitable for different audiences, such as children. Base: All (n=1102)

Q6 - Which of these methods do you use for different people in your household to decide if the content on TV is suitable for them? Please select all the methods you use? Base: Those who use method at Q4 (n=169)

XX%	SIGNIFICANTLY LOWER THAN OTHER GROUP	XX%	SIGNIFICANTLY HIGHER THAN OTHER GROUP
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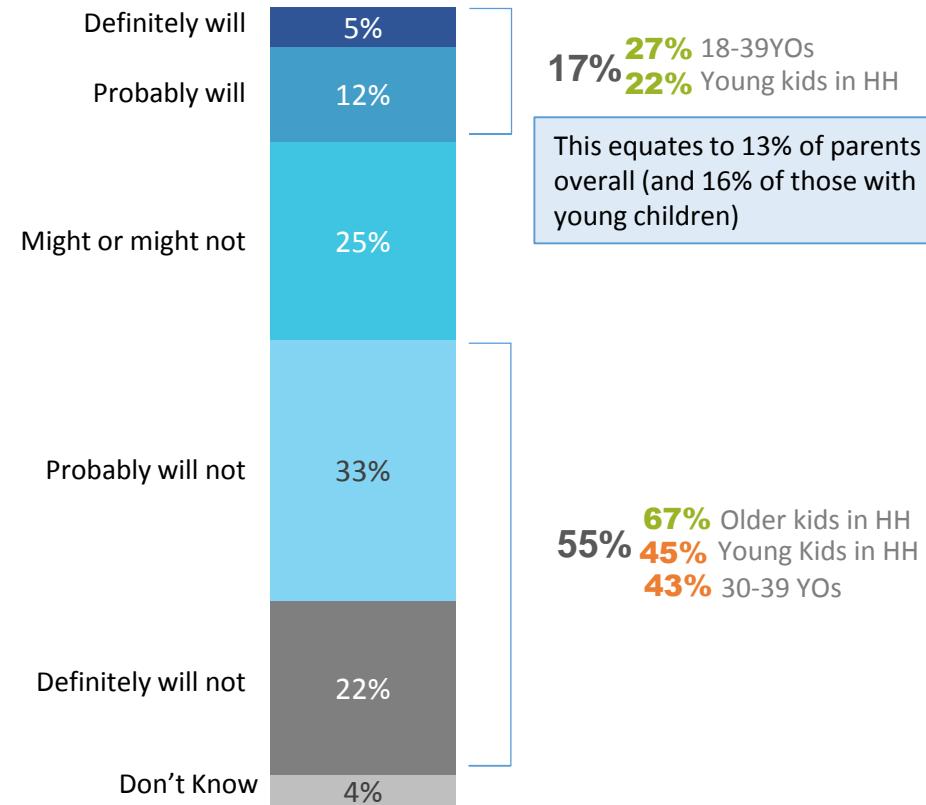
Although the knowledge of Parental locks are quite high and it is seen as good way to restrict content, there are few parents of young children who indicate that they will use them in the future.

Agreement: Parental locks are a good tool to restrict access to certain content



Q10. Do you agree or disagree with the following statements? Base: All (n=1102)

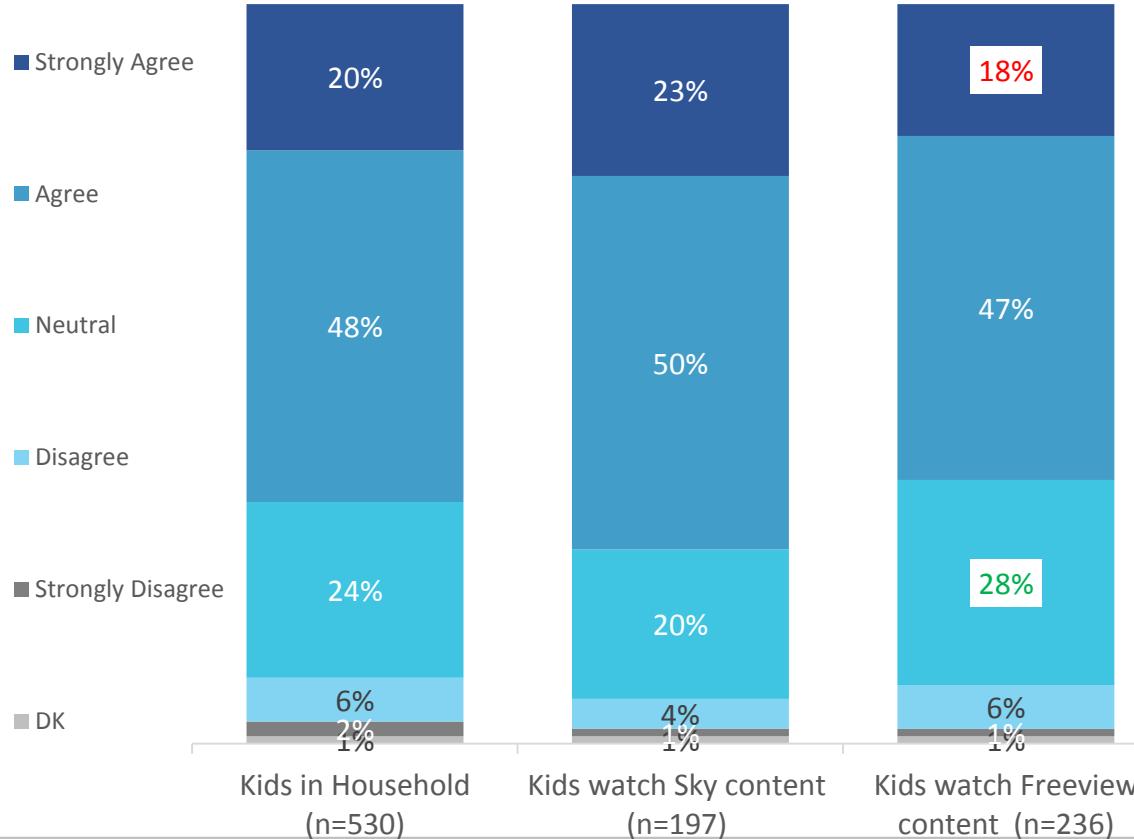
Likelihood to make use of Parental Lock in the Future (not currently using)



Q9. How likely are you to use Parental Locks like these in the future on free-to-air television?
Base: Parent/caregiver not currently using Parent Locks (n=407)

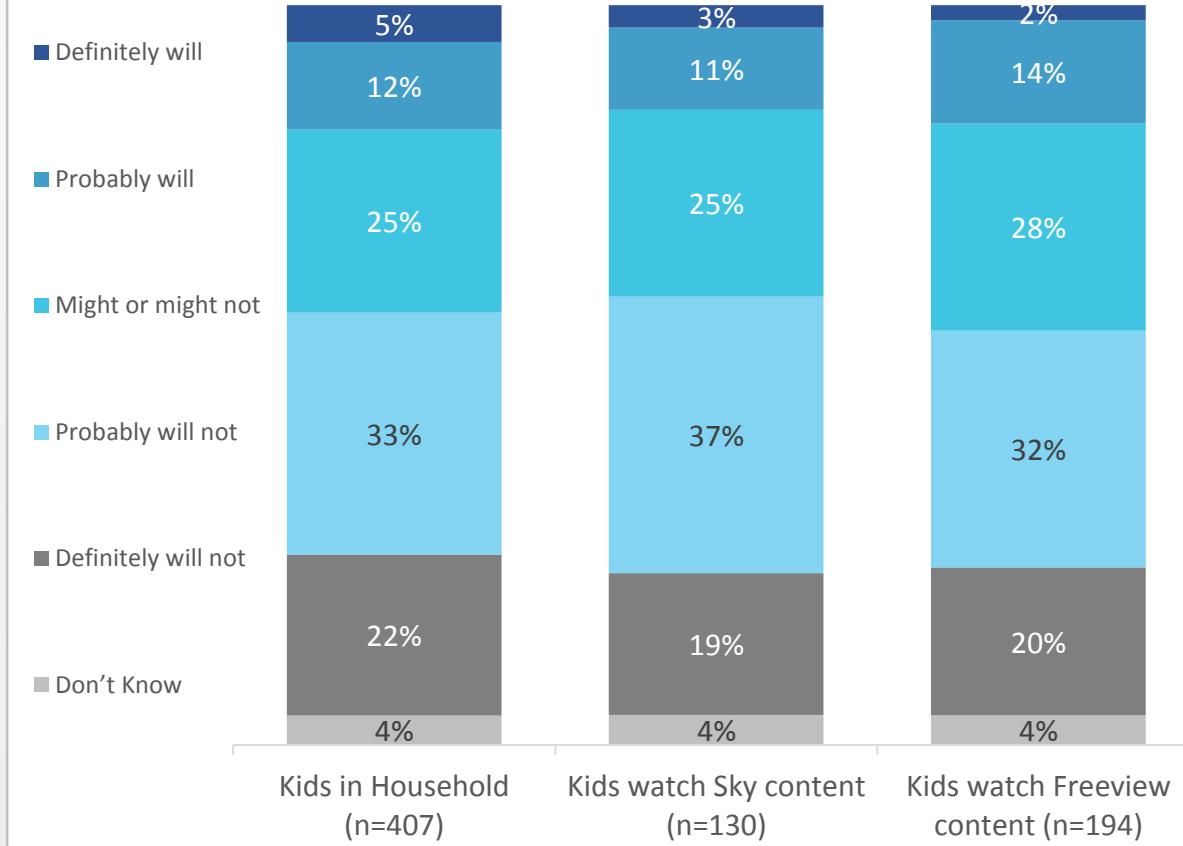
Parental locks are seen as a good restriction tool for content (particularly for those households where kids watch Sky content), with similar low proportions of parents do not intend to use it in the future regardless of whether their kids access Sky or Freeview content.

Agreement: Parental locks are a good tool to restrict access to certain content



Q10. Do you agree or disagree with the following statements?

Likelihood to make use of Parental Lock in the Future (not currently using)



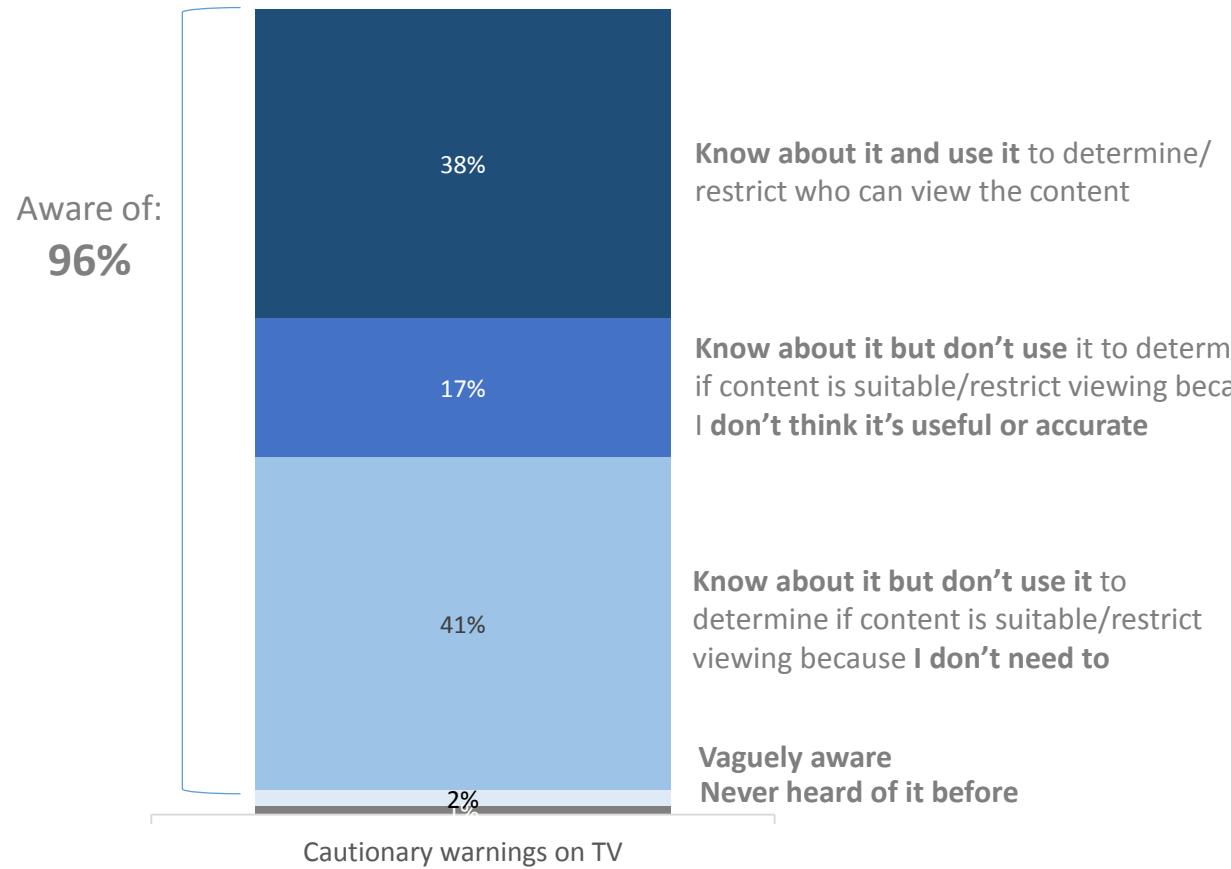
Q9. How likely are you to use Parental Locks like these in the future on free-to-air television?



Other methods

Almost all of respondents know about the cautionary warnings on TV, and this has the highest usage (over half of parents). They are particularly used for early teens.

Awareness and use of Cautionary warnings on TV

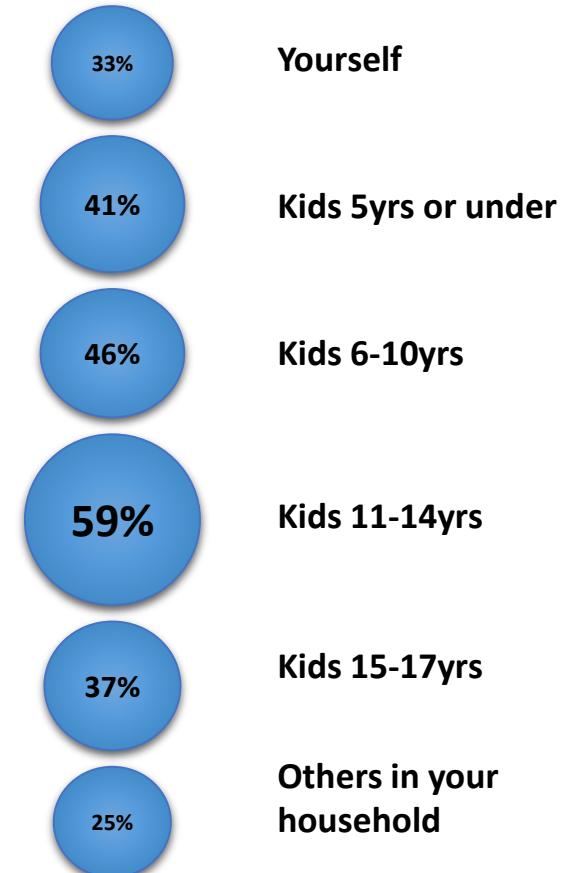
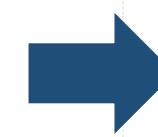


54% Kids in HH
44% 40-59YOs
31% 18-29 YOs

22% Kids in HH

61% No kids in HH
37% Females

Used for:

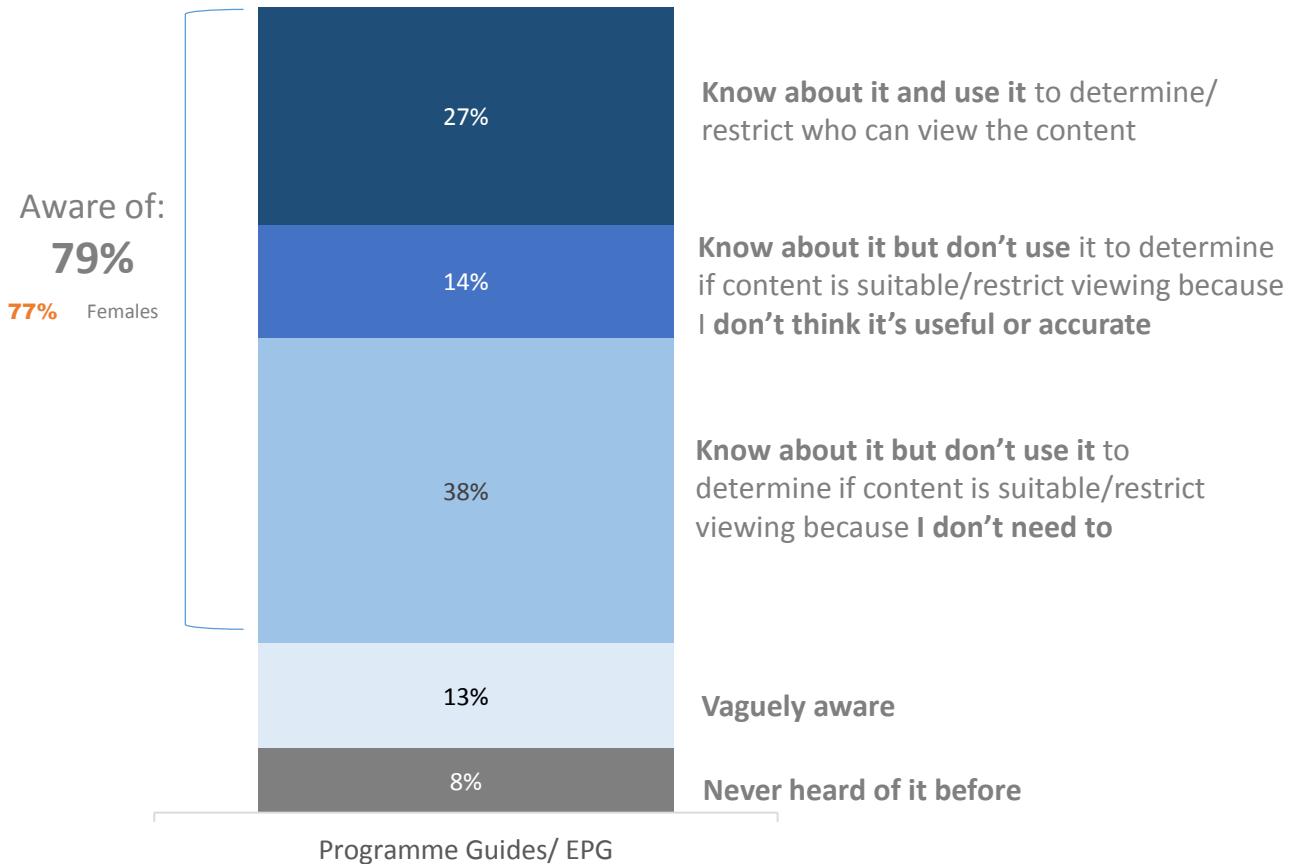


Q5. Next you will see a range of ways that programme content is evaluated and/or may be used to set restrictions on TV viewing at home, so that the content is suitable for different audiences, such as children. Base: All (n=1102)

Q6 - Which of these methods do you use for different people in your household to decide if the content on TV is suitable for them? Please select all the methods you use? Base: Those who use method at Q4 (n=425)

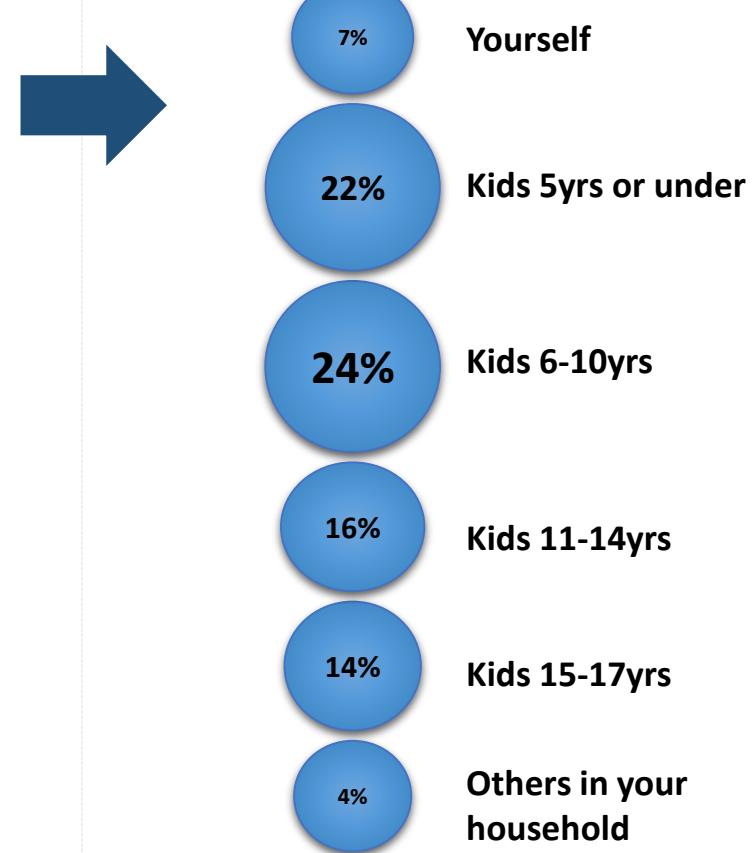
Just over a quarter of respondents use Programme Guides/ EPG to help selecting appropriate content, particularly used for the younger kids in the home.

Awareness and use of Programme Guides/ EPG



37% Kids in HH
41% Younger kids in HH
35% Older kids in HH

Used for:



Q5. Next you will see a range of ways that programme content is evaluated and/or may be used to set restrictions on TV viewing at home, so that the content is suitable for different audiences, such as children. Base: All (n=1102)

Q6 - Which of these methods do you use for different people in your household to decide if the content on TV is suitable for them? Please select all the methods you use? Base: Those who use method at Q4 (n=300)

XX% SIGNIFICANTLY LOWER THAN TOTAL **XX%** SIGNIFICANTLY HIGHER THAN TOTAL

Cautionary warnings on programme guides/ EPG are less well-known with one-third of parents using this method of content selection – mostly used for children under 15 years.

Awareness and use of Cautionary warnings on programme guide/EPG



Q5. Next you will see a range of ways that programme content is evaluated and/or may be used to set restrictions on TV viewing at home, so that the content is suitable for different audiences, such as children. Base: All (n=1102)

Q6 - Which of these methods do you use for different people in your household to decide if the content on TV is suitable for them? Please select all the methods you use? Base: Those who use method at Q4 (n=237)

XX% SIGNIFICANTLY LOWER THAN TOTAL XX% SIGNIFICANTLY HIGHER THAN TOTAL



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Cross-method usage

Those who currently make use of Programme Classifications to restrict content will also widely use cautionary warnings and Programme guides. Those who feel they don't need to use Programme Classifications also tend to not use many of the other methods – although parents will use them more often

Product Cross Usage: Programme Classifications

PROGRAMME CLASSIFICATIONS	36% Use Programme Classifications		17% Know about it but don't use it to determine if content is suitable/restrict viewing because I don't think it's useful or accurate		43% Know about it but don't use it to determine if content is suitable/ restrict viewing because I don't need to	
	Total	HH with kids	Total	HH with kids	Total	HH with kids
Also uses:	n=387	n=286	n=189	n=99	n=477	n=122
Cautionary warnings on TV	78%	78%	25%	30%	12%	24%
Programme guides/ EPG	55%	55%	17%	17%	10%	20%
Cautionary warnings on programme guide/EPG	49%	50%	11%	13%	3%	7%
Timebands	46%	46%	8%	9%	4%	11%
Parental Locks	34%	34%	13%	16%	3%	7%



Q5. Next you will see a range of ways that programme content is evaluated and/or may be used to set restrictions on TV viewing at home, so that the content is suitable for different audiences, such as children.

XX% SIGNIFICANTLY LOWER THAN TOTAL XX% SIGNIFICANTLY HIGHER THAN TOTAL

Cautionary warnings and Programme Classifications are widely used by those who also make use of Timebands. Around 30%-40% of Parents that do not currently use Timebands because they don't feel they need to - will make use of cautionary warnings on TV, programme classifications and programme guides to help make decisions.

Product Cross Usage: Timebands

TIMEBANDS	20% Know about it and use it to determine/restrict who can view the content		19% Know about it but don't use it to determine if content is suitable/restrict viewing because I don't think it's useful or accurate		40% Know about it but don't use it to determine if content is suitable/restrict viewing because I don't need to	
	Total	HH with kids	Total	HH with kids	Total	HH with kids
Also uses:						
Cautionary warnings on TV	n=230	n=166	n=199	n=136	n=458	n=127
Programme classifications/ratings	83%	83%	39%	43%	19%	41%
Programme guides/ EPG	83%	84%	38%	43%	15%	36%
Cautionary warnings on programme guide/EPG	65%	66%	27%	26%	15%	30%
Cautionary warnings on programme guide/EPG	58%	59%	23%	26%	7%	15%
Parental Locks	39%	37%	17%	22%	6%	12%



Q5. Next you will see a range of ways that programme content is evaluated and/or may be used to set restrictions on TV viewing at home, so that the content is suitable for different audiences, such as children. Base: All (n=1102)

With an overall low usage rate of parental locks, parents tend to rely more on programme classifications and Cautionary Warnings on TV.

Product Cross Usage: Parental Locks

PARENTAL LOCKS	16% Know about it and use it to determine/restrict who can view the content		13% Know about it but don't use it to determine if content is suitable/restrict viewing because I don't think it's useful or accurate		49% Know about it but don't use it to determine if content is suitable/restrict viewing because I don't need to	
	Total	HH with kids	Total	HH with kids	Total	HH with kids
Also uses:	n=169	n=123	n=133	n=81	n=549	n=205
Programme classifications/ratings	76%	77%	41%	53%	24%	44%
Cautionary warnings on TV	73%	75%	36%	42%	28%	49%
Programme guides/ EPG	56%	55%	34%	41%	19%	29%
Timebands	48%	45%	21%	24%	13%	27%
Cautionary warnings on programme guide/EPG	47%	47%	22%	29%	14%	26%



Q5. Next you will see a range of ways that programme content is evaluated and/or may be used to set restrictions on TV viewing at home, so that the content is suitable for different audiences, such as children. Base: All (n=1102)



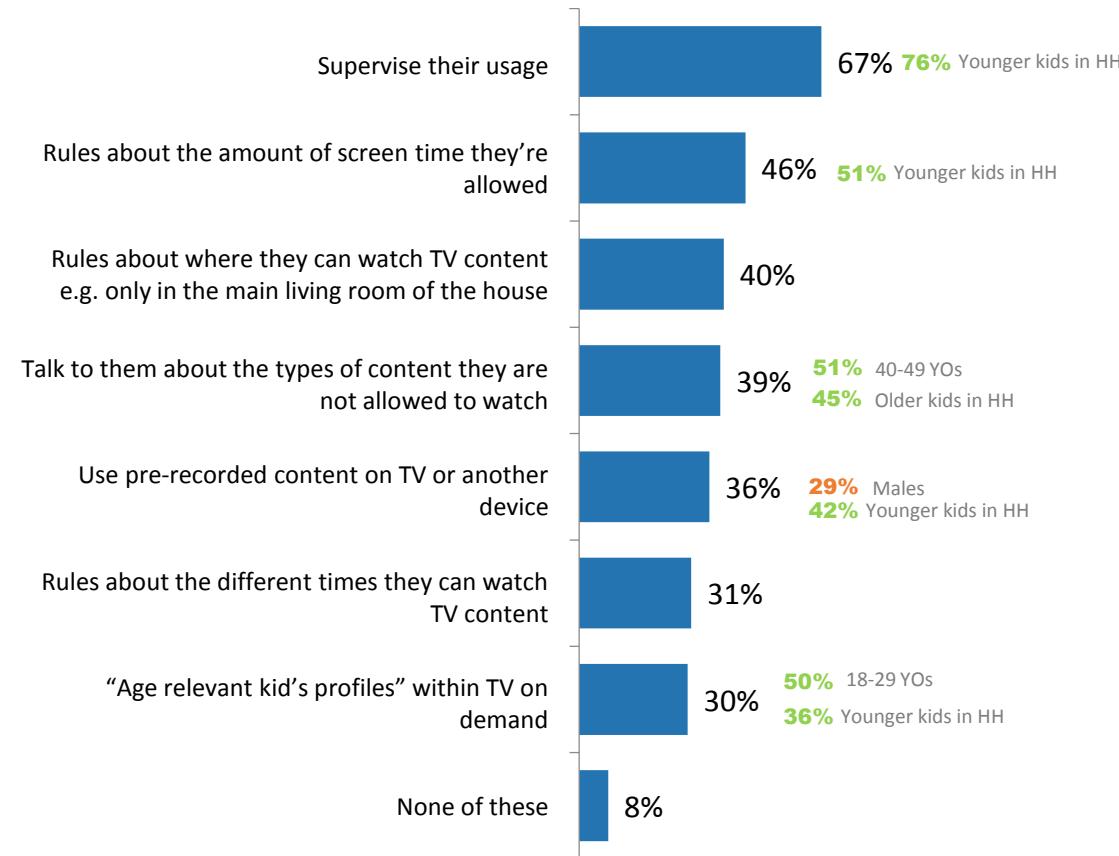
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Parental attitudes & behaviour

Most parents/ caregivers also try to supervise children's usage and apply rules for screen time for younger kids (under 10yo). Kids specific profiles for streaming services and Common Sense Media is also used as content screening approaches.

Other Monitor Methods for Children

Other methods to monitor children's in-home TV viewing:



More Methods...

Kids specific profile on Netflix. Male, 37

Very limited TV time for under 4s. Female, 57

For movies check the bbfc classification as this is more delineated and has parental insight description. Female,

42

Choose what channel they watch. Female, 18-24

commonsense media.com. Female, 51

Try to watch some of the show first myself. Male, 43

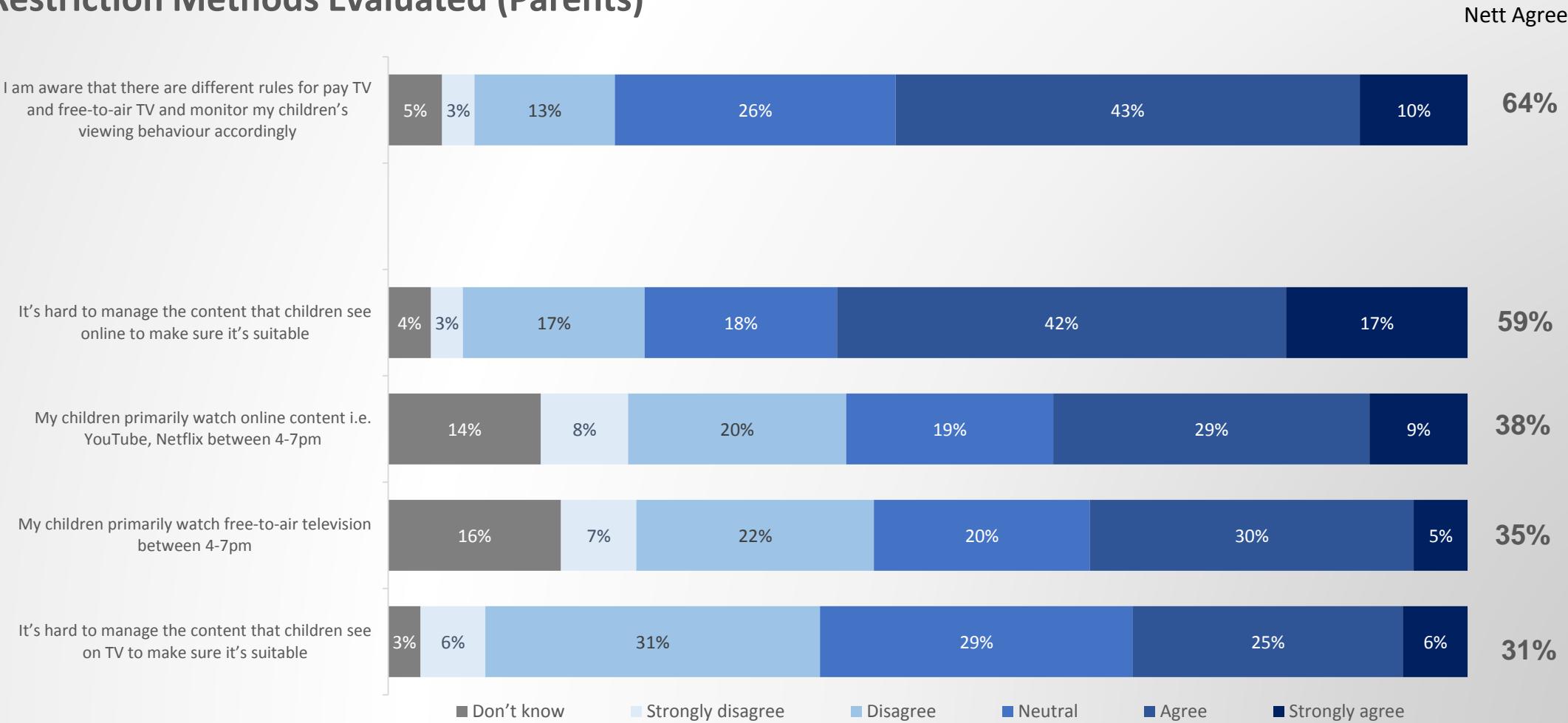
Base: 'Other' reasons for not watching (n=82)



Q7. What other methods do you use to help monitor children's TV viewing in your home? Base: Those who are a parent or caregiver (n=530)

Majority of the parents are aware that there are different rules for pay TV and Free-to-air TV; the parents also agree that it is harder for them to manage content online than managing content on TV. Children are equally likely to be watching FTA or VOD content between 4 – 7pm.

Restriction Methods Evaluated (Parents)



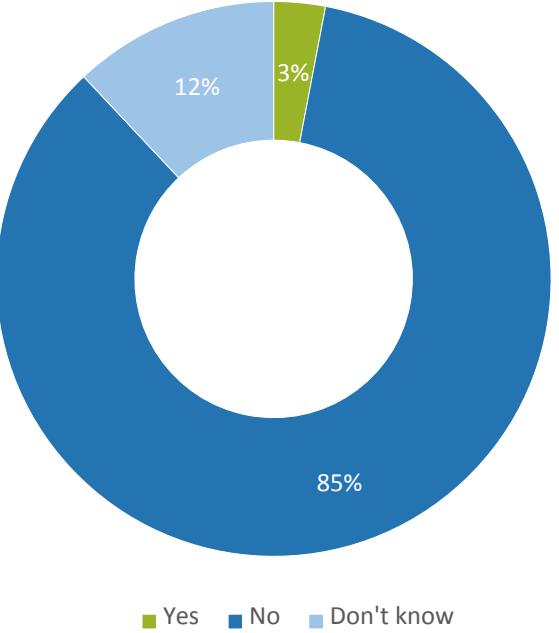
Q10. Do you agree or disagree with the following statements? Base: Parent (n=530)
Q12. Do you agree or disagree with the following statements? Base: Parents (n=530)

Parents/ caregivers don't find it difficult in identifying suitable content on Sky channels.

Restrictions on SkyTV

Sky TV/
MySky in
home for kids
viewing
37%

Any difficulties identifying suitable content for children's viewing on Sky channels?



Difficulties explained...

Often I don't realise how violent some programmes are or really not right for the age of the child watching. I think children watch programmes that older children should be watching. Female, 63, kid(s) 5 years old or younger

I have found channels such as Discovery and National Geographic aren't as easy to tell whether they are going to be suitable. Female, 19, Kid(s) 6 - 10 years old

Parental lock is useless. Female 56, kid(s) 5 years old or younger

Not sure what age group they are aimed at. Female 45, kids 10 years old or younger

Base: 'Difficulties explained (n=6)



Q14 - Do you have any difficulties identifying suitable content for children's viewing on Sky channels compared to free-to-air channels (TVNZ 1, TVNZ 2, Three, Duke, Bravo Prime)? Base: Access to SKY/ MySKY (n=197)



**Final thought on selecting or
restricting content on TV**

Although most respondents did not have any additional comments, several feel that parents should also take responsibility in monitoring their kids' viewing content and not just rely on restriction methods alone.

Final Thoughts on Selecting/ Restricting Content on TV

Take the time to get it right and don't rely on others to do it for you.

Male, 67 with kid(s) 5 years or younger

It never seems to be consistent - adult content is shown throughout the daytime because of repeat/ encore screenings. Male, 47 with older kid(s)

There are very few "children's" programs on now, except early in the morning. Nothing in the afternoon except something on TV3 after school. The kids don't like this, so resort to YouTube etc. Why can't you put kids programs on TV2 in the afternoon (3.00 pm to 6.00pm) and have adult programs on TV1? Female, 61 with kid(s) 5 years or younger

Many adults without children also enjoy programmes with minimal violence, offensive language and sexual content. The ratings are a useful guide to for them as well. Female, 60 with no kids in household

Watching TV on Apple TV is really easy to set restrictions for the children - we generally avoid live TV for the children unless it is watched together - such as MasterChef. One of the catches when watching something like MasterChef is that some of the ads for products and other shows are not appropriate at all Male, 44 with kid(s) 6-10 years old

77% had no further comments

It is critical (in maintaining the integrity of banded time slots for children) that all content BETWEEN programmes and in ad breaks (for other TV programmes, news items, advertising, etc) does NOT contain adult content or breach the rating for that timeband. Otherwise that programming band is a waste of effort and loses parents' trust. This has not always been consistent and my children (when young) were alarmed by violence in news bulletins or promos for other programming. Male, 67 with kid(s) 5 years or younger

I think free to air broadcasters have a social responsibility to time programs for appropriate audiences. Sky on the other hand - because there are so many channels and content – it's up to them to warn audience of rating of programme. Female, 40 with younger and older kids

The content warnings are clear. TV should not be used as a babysitter. Parents need to take more responsibility. Time bands seem out dated and restrict the viewing of shift workers, sick, elderly etc. Female, 48 with younger and older kids in household

This is going to become less and less of an issue as streaming services eventually take over watching live TV anyway. Been able to select the programme you want to watch and watching it straight away without need to worry about screening times etc. will be the way of the future. Be aware TVNZ will need to adapt. Male, 29 with no kids in household



E4. Do you have any other comments about selecting/restricting appropriate content on TV? Base: All (n=1102)

OVERALL HIGHLIGHTS

- Although there is a high awareness across all methods of controlling and restricting TV viewing, the majority of viewers do not make use of these methods.
- Cautionary warnings and **programme classifications** are the most well-known and widely used methods for selecting appropriate content – with over half of parents using these methods.
- **Timebands** (in general) are felt to provide a safe haven, trusted to be accurate and an easy way for parents to ‘control’ the content their kids are exposed to. However they are used by less than one-third of parents, and are not generally used to choose content for adults.
 - It is really only the AO 8.30pm timeband that is widely known and used – with few being aware of other timeband restrictions
 - There are polarising views on the ongoing value of timebands on FTA viewing given the wide range of viewing options now available
 - There are some frustrations around the timebands for PGR rated shows and some also felt that timebands made it more difficult for adults to find something to watch
- While **Parental locks** are reasonably well-known and are felt to be useful (particularly for younger children), only one-quarter of parents are currently using them, and a further 13% indicate they are likely to use them in the future. For parents of children under 10 yrs – 41% either currently do use or are likely to use in the future

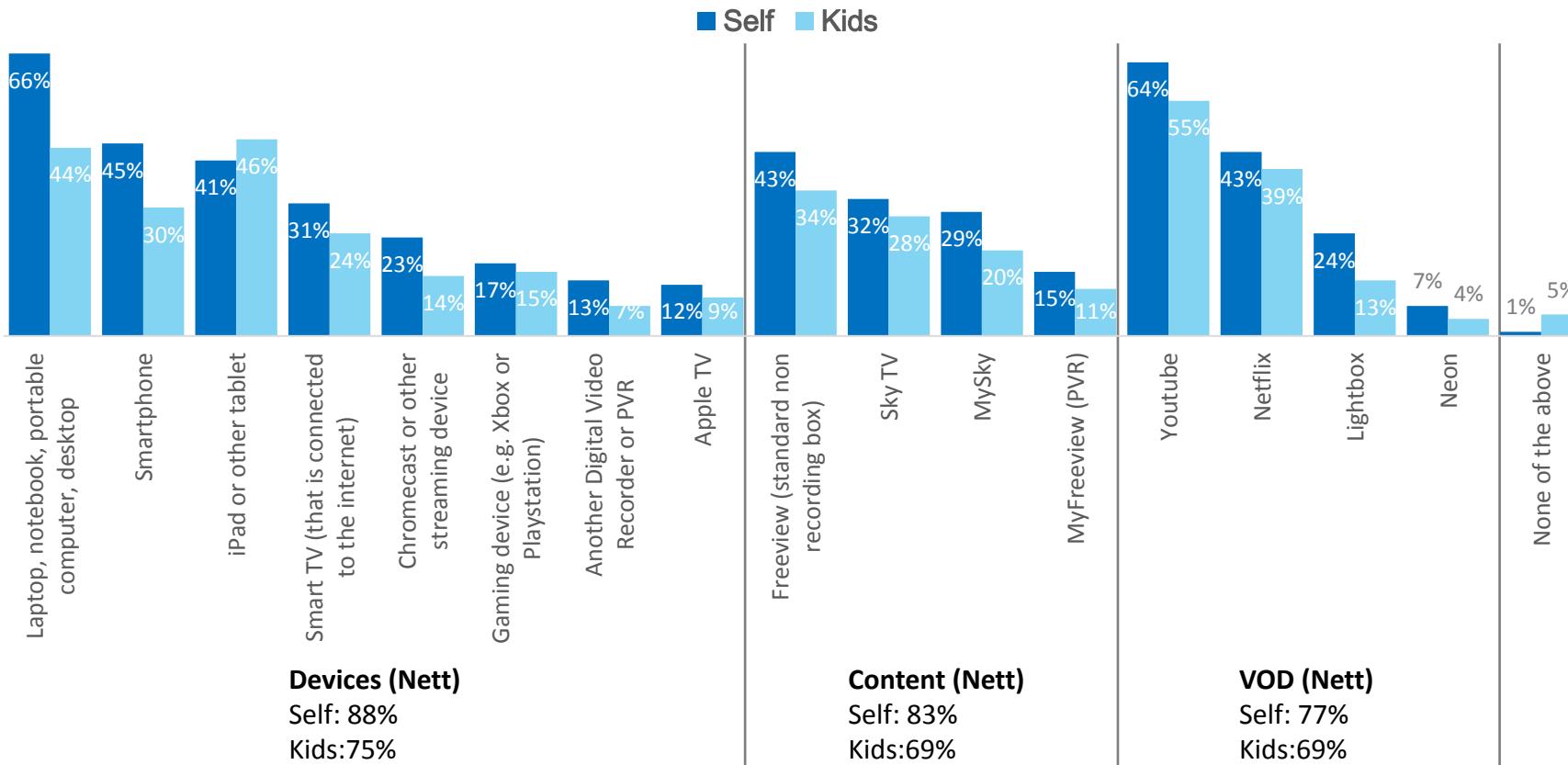


tvnz

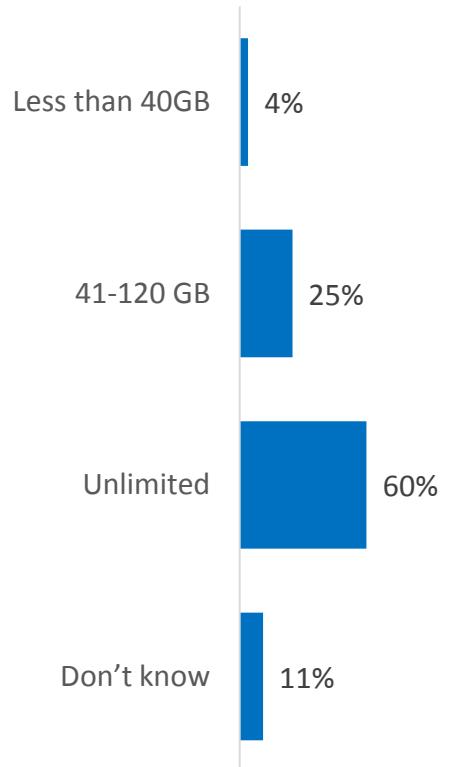
Appendix

Majority of respondents have access to unlimited internet which also reflects in the wide range of ways kids access content: Youtube and Netflix. Content mostly accessed by kids through iPad/ tablet and a laptop.

Methods for Accessing and Watching Programme Content

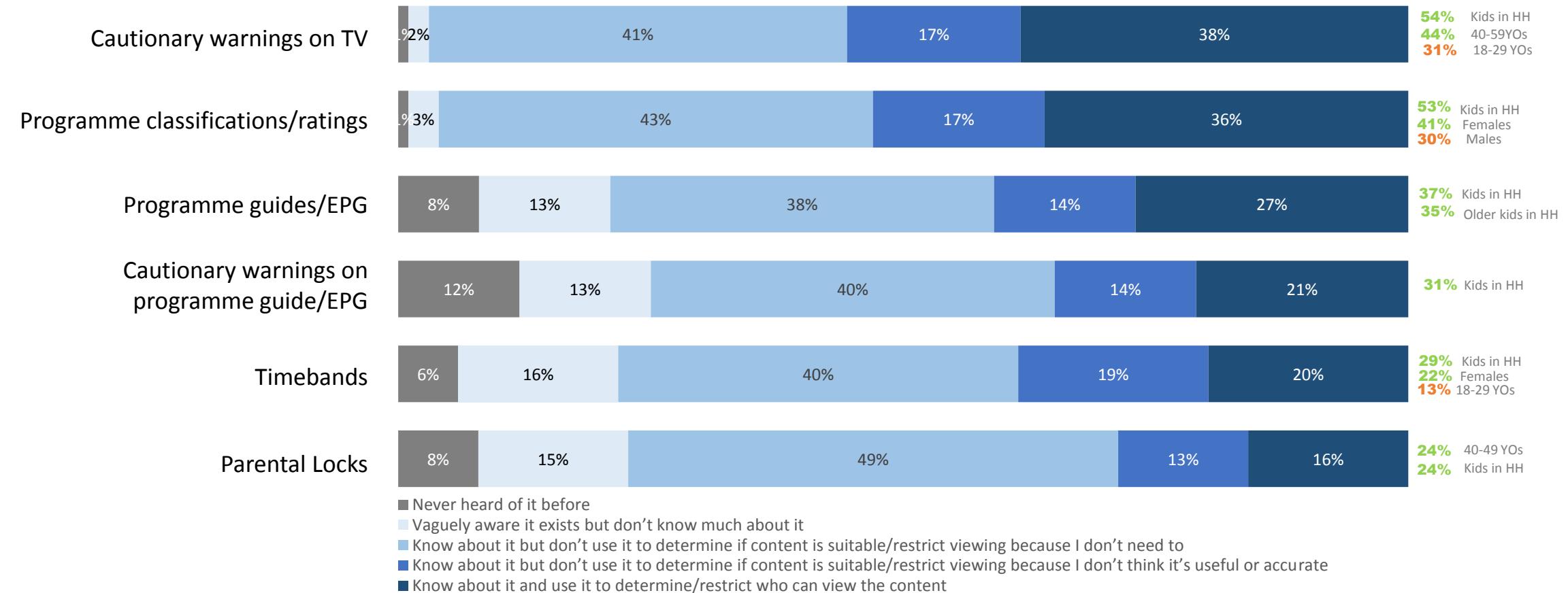


Internet Data Limits



High awareness across all methods of restricting content, females and those with kids in household more likely to make use of the different methods.

Awareness and use of Content Evaluation Methods



Definitions used in survey:

Content Evaluation Method	Explanation showed:
Timebands	This is when programmes of certain classifications are allocated to specific times that it may be broadcast. For example, between 4.00-7.00pm on free-to-air TV, the content that is broadcast must have a General (G) rating, while AO rated programmes can only screen after 8.30pm
Programme guides/EPG	Programme information/synopsis of content on the EPG (electronic programme guide) or other TV guides
Cautionary warnings on programme guide/EPG	Written warning in the programme information/synopsis on the EPG (electronic programme guide)
Cautionary warnings on TV:	Verbal, or written warning prior to a programme stating if the content has the potential to disturb or offend viewers. E.g. material that may distress or offend, including swearing/coarse language, sexual material or violence
Parental Locks	Most set-top boxes like Freeview and Sky have the option to set restrictions on what type of content is able to be viewed unless you use your personal PIN code to access it
Programme classifications/ratings	e.g. G, PG, AO ratings

Kids	Explanation:
Younger Kids in Household	Kids aged: Younger than 5 years old or 6 - 10 years old
Older Kids in Household	Kids aged: 11 - 14 years old or 15 - 17 years old



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