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# 2016 BROADCASTER SATISFACTION SURVEY

JULY 2016

Prepared for the Broadcasting Standards Authority



## EXECUTIVE SUMMARY

### OBJECTIVES

This survey was conducted to gain an understanding of broadcasters' satisfaction with the quality of the BSA's processes and services and to assess the BSA's working relationship with broadcasters. The outcome of the survey will assist the BSA to measure its effectiveness and to identify any areas for improvement.

### SPE MEASURES

The following table summarises the measures set in the BSA's Statement of Performance Expectations (SPE) 2015/16 and the results achieved in this 2016 survey.

<b>Broadcasters rate the BSA processes and working relationships as good or better and identify any issues</b>	80% or more of broadcasters surveyed rate the BSA processes and working relationships as good or very good on a five point scale	88% of broadcasters surveyed rate the BSA working relationships as good or very good on a five point scale.  100% also rated the BSA processes as neither good nor bad, good or very good (with 63% good or very good).	88% of broadcasters surveyed rate the BSA working relationships as good or very good on a five point scale.  88% also rated the BSA processes as neither good nor bad, good or very good (with 63% good or very good).	100% of broadcasters surveyed rate the BSA working relationships as good or very good on a five point scale (with 60% very good).  80% rated the BSA processes as good or very good, and the remaining 20% neither good nor bad.
<b>Any issues identified considered by board, and appropriate changes made and recorded</b>	100% of issues discussed with broadcasters and resolved to satisfaction of both broadcasters and the BSA or explanation provided by the BSA	The following areas have been identified for discussion: <ul style="list-style-type: none"> <li>Broadcasters having the opportunity to say everything they wish</li> <li>Ease of use of website</li> </ul>	The following areas have been identified for discussion: <ul style="list-style-type: none"> <li>Timeliness of the overall process</li> <li>Broadcasters having the opportunity to say everything they wish</li> <li>Ease of use of website, including search</li> </ul> <p>These have been analysed and raise no issues not already under consideration, or outside BSA control</p>	The following areas have been identified for discussion: <ul style="list-style-type: none"> <li>More flexibility in how deadlines are set</li> <li>Improving the clarity of content on the website and the website's functionality</li> </ul>

<b>Broadcasters rate the value and clarity of the BSA website as good or very good on a five point scale</b>	At least 70% of broadcasters surveyed rate the BSA website as good or very good on a five point scale.	Between 63% and 88% (average of 78%) of broadcasters surveyed rated the value, ease of use and clarity of the website as good or very good on a 5-point scale.	Between 67% and 100% (average of 83%) of broadcasters surveyed rated the value, ease of use and clarity of the website as good or very good on a 5-point scale.	Between 60% and 80% (average of 67%) of broadcasters surveyed rated the value, ease of use and clarity of the website as good or very good on a 5-point scale.
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## CONCLUSIONS

- On the basis of this research we conclude that the relationship between the BSA and broadcasters remains a positive one. One broadcaster even indicated that their relationship with the BSA had improved over the past year.
- These results, however, should be contextualized by the fact that very few broadcasters who received a low volume of complaints participated in the survey this year. Compared to larger broadcasters, smaller broadcasters interact with the BSA less frequently, so their perception of the complaints process is more variable and can be coloured by a negative outcome for a single complaint. For example, in 2015, a broadcaster who received fewer complaints was the one who expressed the most amount of dissatisfaction about their relationship with the BSA.
- Results indicate that the BSA has improved how they communicate with broadcasters. All broadcasters rated the contact they had with the BSA, whether by phone, email or face to face as ‘very good’, which is an improvement from the previous year.
- Broadcasters have rated the BSA’s website less positively this year than in previous years. The clarity of the content on the website and its functionality have seen the greatest decline in ratings, with most broadcasters giving lower ratings than they had in the previous year for these aspects. One broadcaster also rated the website’s ease of use, including the ability to search for content as ‘very poor’, despite having rated it as ‘good’ in the previous year.
- In relation to timeliness, broadcasters continue to see improvement in this area, with no broadcaster providing a negative rating for timeliness. One broadcaster, however, did request that there be more flexibility in how deadlines for the complaints process are set.
- Overall, all broadcasters taking part in the survey viewed the written decisions issued by the BSA to be fair. Despite still giving a positive rating, there were three broadcasters who gave a slightly less positive rating in 2016 than what they gave in 2015. One of these broadcasters felt that the BSA decisions didn’t capture the essence of the correspondence between themselves and the complainant as fairly as in the previous year.
- This year, broadcasters were also surveyed on their perceptions of the Codes review process. Four out of the five broadcasters who responded to this survey were aware of their entitlement to make a submission to the BSA during the consultation process, and three out of those four made a submission or gave other written or oral feedback. Broadcasters felt that the BSA was accessible and easy to engage with during the Codes review process and all broadcasters who participated in the process felt that their views were taken into consideration. There was, however, some negative feedback on whether the new Codebook is seen as an improvement over the old Codes, with one broadcaster disagreeing that it was an improvement.