

Building a Digital Britain

Evaluating New Services

Research Study conducted for the
BBC

*Redacted for publication - seven day
catch-up only*



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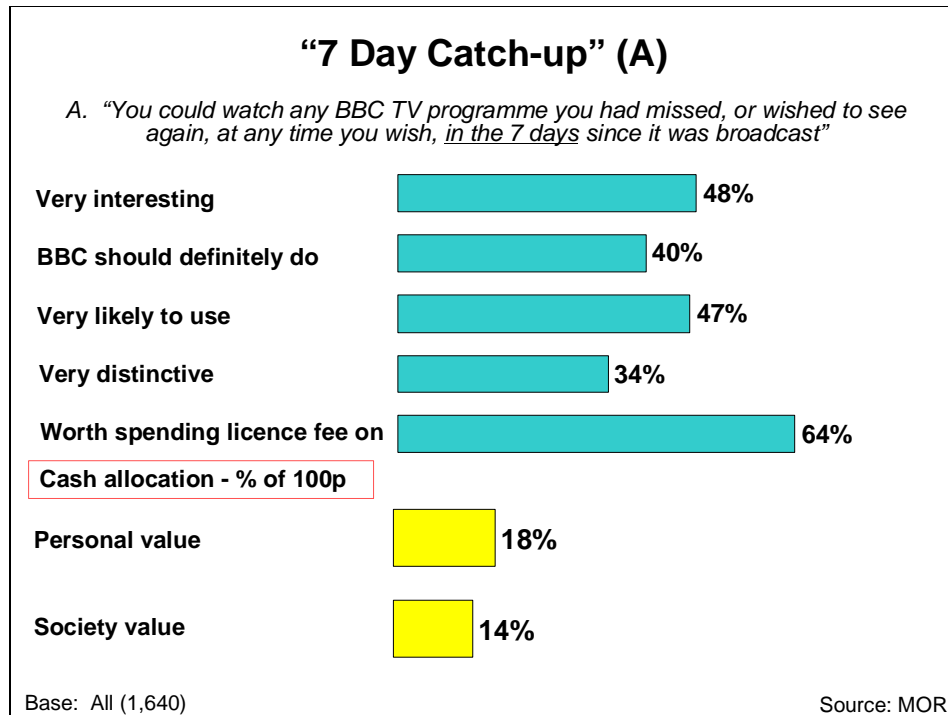
Seven Day Catch-up

'You could watch any BBC TV programme you had missed, or wished to see again, at any time you wish, in the 7 days since it was broadcast' (A)

All nations and regions of the United Kingdom are virtually unanimous in their affinity towards 'Seven Day Catch-up'. This concept stood out above all others and seems to offer the strongest and most widespread appeal:

Impact

The quantitative findings confirm the strongly positive reactions evident at the qualitative stage. 'Seven Day Catch-up' is the concept that people find most interesting and appealing. In fact, 80% find this idea interesting, nearly half (48%) being very interested. The impact of 'Seven Day Catch-up' is greater among the young (16-34 years) and those earning over £35,000 per year (53% and 58% respectively being very interested).



The high level of initial interest in this idea is maintained throughout. Moreover, two in every five people (40%) feel that 'Catch-up TV' is something the BBC 'should definitely do for the greater good of society and the country as a whole', while a similar proportion feel it is something the BBC 'should probably do'. While other, more educational and locally-focused, services may be seen as more beneficial to society, a considerable majority of adults (78%) still believe that the 'Seven Day Catch-up' is something the BBC should do.

Reach

Nearly half of people (47%) say they are very likely to use 'Seven Day Catch-up', assuming it were available very shortly and at no extra cost – far more than any other service. A further 29% are 'fairly' likely to use it. Again, this service is most likely to reach the young (51% of 16-34 year olds say they are 'very' likely to use it) and those in higher income households (54% of £35,000+ pa households).

Quality

However, the quality and distinctiveness of this service is not quite as highly rated. Indeed, none of the services is rated as 'very' distinctive by a majority of respondents. One third (34%) see Seven Day Catch-up as a very distinctive or different idea. While this is actually more than for any other service, a feeling of lack of originality did come through in many of the group discussions:

"They've got this on Sky already" (Cardiff, group 1)

This illustrates a possible drawback of 'Catch-up TV'. This concept may not do enough to differentiate the BBC from its commercial competitors.

Worth

Despite this consideration, the UK adult public still overwhelmingly support the BBC offering 'Seven Day Catch-up' and nearly two thirds (64%) believe the service is worth a slice of the licence fee.

Value

On a personal level, consumers allocated 18% of the 100 pence 'pot' to Seven Day Catch-up. This is the second highest personal allocation – just behind Local TV News. Perhaps unsurprisingly because of the way it interacts with the individual and their television watching, this service is felt to hold less value to society as a whole at 14% - the third highest society allocation.

Qualitative

The positive reactions to this concept are consistent with the initial responses during open group discussions - and in post-group interviews after participants had time to give more considered thoughts to their evaluation. This consistency demonstrates the ease with which participants got to grips with this idea – partly due to the clarity of the concept and its explanation. Partly too because the principle of the service is one that that many consumers can identify with - some drawing parallels in the form of the Sky+ and TiVo PVR offerings.

"I think my wife would probably use it, I know my parents use it (Sky+) and they're pushing 70 and they think it's great" (Edinburgh group one – tech savvy)

The idea of independence and choice appealed strongly, with people able to watch what they want, when they want. In an increasingly demanding society of instant gratification, choice means that the viewer has even more control over their viewing habits.

“It gives the viewer choice. Not just to be stuck with what is on when you feel like watching television” (London, group 1 pre-task)

However, some participants offered the opposing view that choice was not necessarily a good thing. Some felt that people already watch too much television and a service such as ‘Catch-up TV’ would only encourage this ‘unhealthy’ pastime.

“[People] spend too much time watching television already” (Belfast pre-task)

However, the group discussions and workshops strongly indicated that this was a service consumers would use. A recurrent theme in the focus groups is the frequency with which people miss programmes due to hectic schedules or because they did not know they were on. ‘Catch-up TV’ was viewed as the perfect antidote to these drawbacks and as people said they were very likely to use such a service.

“You’re in work and someone says ‘That programme was really good last night’ and you’ve missed it... I’ll go back and watch it now” (Cardiff)

“It would be great to be able to watch a special favourite or programme missed because you were out” (Belfast pre-task)
