

**BROADCASTING STANDARDS AUTHORITY
TE MANA WHANONGA KAIPĀHO**

SURVEY OF BROADCASTERS 2019

MAY 2019

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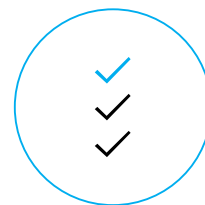


INTRODUCTION

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 about how well the BSA is delivering services to all television and radio broadcasters. In 2019, all broadcasters known to the BSA were invited to take part. Each participating broadcaster contributed one response, with one exception where an additional key contact responded.



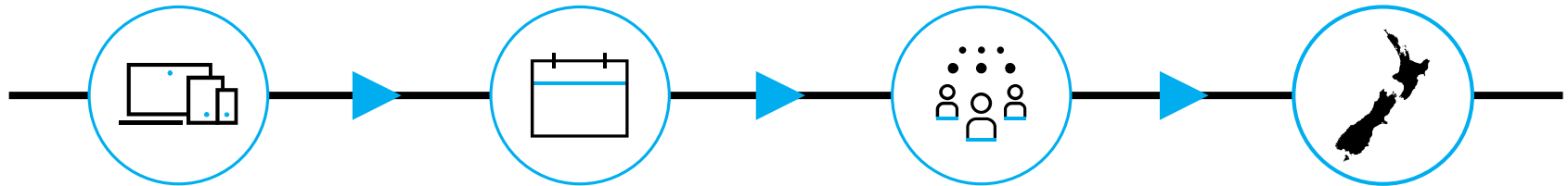
OBJECTIVES

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 with regard to:
 - ▶ complaints determination;
 - ▶ communications;
 - ▶ BSA research;
 - ▶ BSA Levy System; and
 - ▶ Information provision and communication.
2. their working relationship with the BSA

METHODOLOGY



METHOD

An online survey of 121 broadcasters known to the BSA was carried out. Throughout fieldwork, efforts were made to improve the response rate including:

- ▶ Reminder emails (from Nielsen and BSA) to those who had yet to complete the survey;
- ▶ Nielsen conducted follow-up phone calls to broadcasters.

FIELDWORK

The survey was conducted between 02 April and 09 May 2019.

RESPONDENTS

A total of 59 broadcasters completed the survey, consisting of eight television broadcasters, 45 radio broadcasters, four dual television and radio broadcasters and two other 'multimedia' broadcasters.

A sample of 59 from a universe of 121 gives a maximum margin of error of $\pm 9.4\%$ at a 95% confidence interval.

RESPONSE RATE

Results represent close to half of the broadcasting entities invited to complete the survey – a response rate of 49%.

This is slightly lower than the 53% who completed the survey in 2018.

KEY FINDINGS

FOCUS	HIGHLIGHTS	
	<p>COMPLAINTS DETERMINATION</p>	<ul style="list-style-type: none"> ▶ Nine broadcasters report having a complaint determined by the BSA in the last 12 months and all rate the complaints process as 'good' or 'very good'. ▶ The BSA's written decisions continue to be rated positively. ▶ Perceptions of timeliness and of complaint handling have declined slightly with fewer 'very good' ratings in 2019.
	<p>COMMUNICATIONS</p>	<ul style="list-style-type: none"> ▶ In 2019, broadcasters are more positive about the general information they received from the BSA – particularly about the complaints process (49% rated 'very good' cf. 42% in 2018). Over 90% of broadcasters rate as 'good' or 'very good' the general information provided by BSA regarding (i) how to respond to a formal complaint; (ii) obligations under the Broadcasting Act; and (iii) the complaints process. ▶ All BSA sources of information are considered helpful by at least four in five broadcasters who have used them (rated 'good' or 'very good' by at least 84% of broadcasters).
	<p>INTERACTIONS WITH STAFF</p>	<ul style="list-style-type: none"> ▶ Broadcasters remain satisfied with their personal interactions with BSA staff (with all aspects of contact with BSA staff being rated 'good' or 'very good' by over 80% of respondents).
	<p>BSA RESEARCH</p>	<ul style="list-style-type: none"> ▶ All broadcasters who are aware of BSA research perceive at least one piece to be of some value. ▶ Four in five (83%) who read the <i>Language that may Offend</i> research found it 'valuable' or 'very valuable'. Of those who read <i>Understanding Timebands in Vulnerable Communities</i> and/or <i>2018 Litmus Testing</i>, 45% and 36% (respectively) found it 'valuable' or 'very valuable'.
	<p>BSA LEVY SYSTEM</p>	<ul style="list-style-type: none"> ▶ The information provided to broadcasters as part of the BSA Levy System is generally perceived positively - 20% find the information and guidance provided by the BSA to be better compared with 12 months ago. ▶ All sources that are used by broadcasters are perceived to be helpful and over 80% of respondents rated the helpfulness of information received via email, press release, memo to broadcasters, website or directly from staff as 'good or very good'
	<p>RELATIONSHIP WITH THE BSA</p>	<ul style="list-style-type: none"> ▶ In 2019, four in five (83%) broadcasters rate their relationship with the BSA 'good' or 'very good'. ▶ There is a higher proportion of 'very good' ratings (52% cf. 34% in 2018). ▶ Out of 59 broadcasters, two give low ratings in the survey. One has issues with the complaints process, while the other feels the relationship has deteriorated and is negative about the levy process.

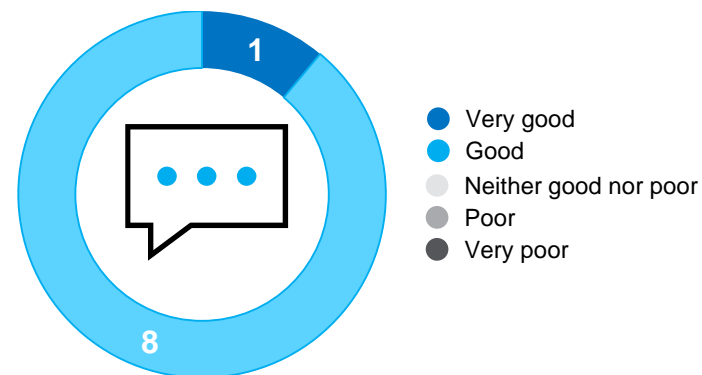
PROCESSES AND SERVICES COMPLAINTS DETERMINATION

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.

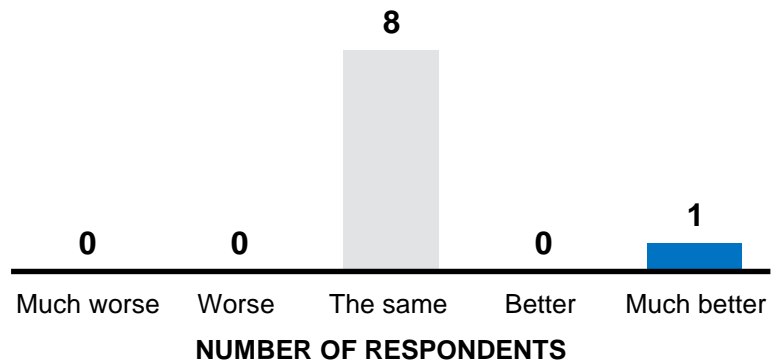
BROADCASTERS WHO HAD A COMPLAINT DETERMINED BY THE BSA REMAIN SATISFIED WITH THE OVERALL COMPLAINTS PROCESS

- All respondents who had a complaint determined by the BSA are positive about the process ('good' or 'very good').
- Compared with 2018, there are relatively less 'very good' ratings (one in 2019 and four in 2018).
- Perceptions of the process remain consistent with 12 months ago (eight out of nine 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 (2019, n=9**; 2018, n=7**)

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 relationship is 'worse' or 'much worse' (n=2**)

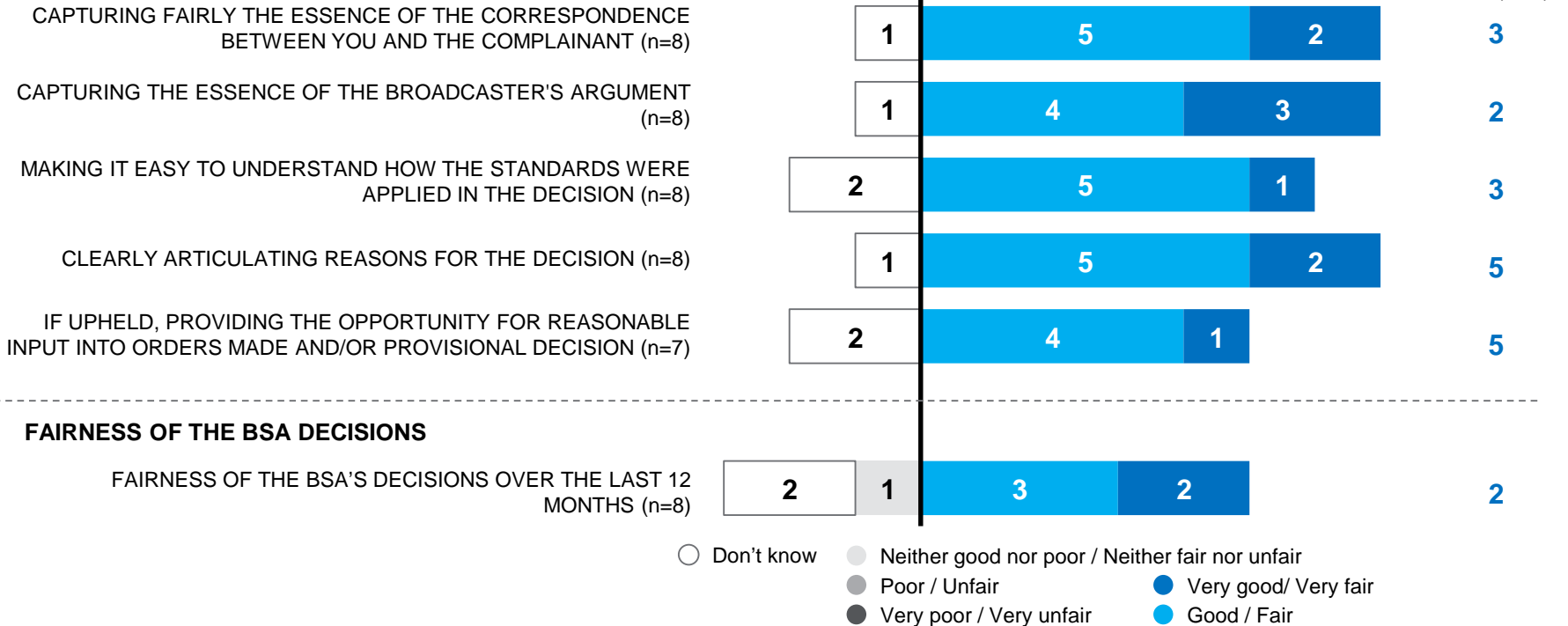
THE BSA'S WRITTEN DECISIONS CONTINUE TO BE RATED POSITIVELY

Capturing the essence of the broadcaster's argument received the most 'very good' ratings.

Compared with 2018, there are fewer 'very good' ratings for *clearly articulating the reasons for its decisions* and providing the broadcaster with the *opportunity for reasonable input into orders*.

Five of the eight broadcasters rate the BSA's decisions as 'fair' or 'very fair' (two of five rate 'very fair').

WRITTEN DECISIONS



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

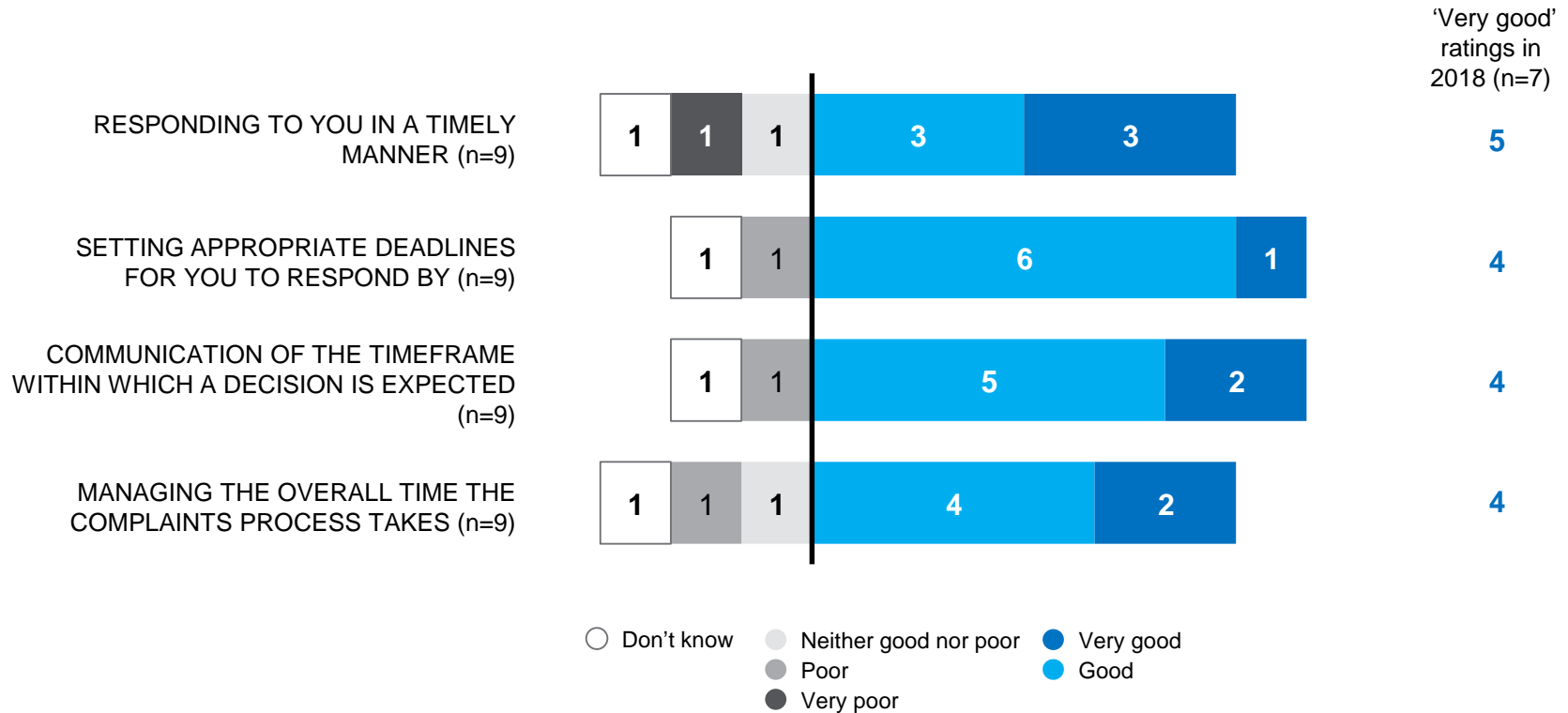
Q23. How would you rate the written decisions your organisation has received from the BSA in the last 12 months, in terms of... (scale; very good to very poor)

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 management of the complaints process.

Perceptions of the BSA's timeliness have declined slightly, with fewer 'very good' ratings in 2019. In particular, *responding to you in a timely manner* (three ratings of 'very good' compared with five in 2018) and *communication of the timeframe within which a decision is expected* (two ratings of 'very good' compared with four in 2018), have declined.

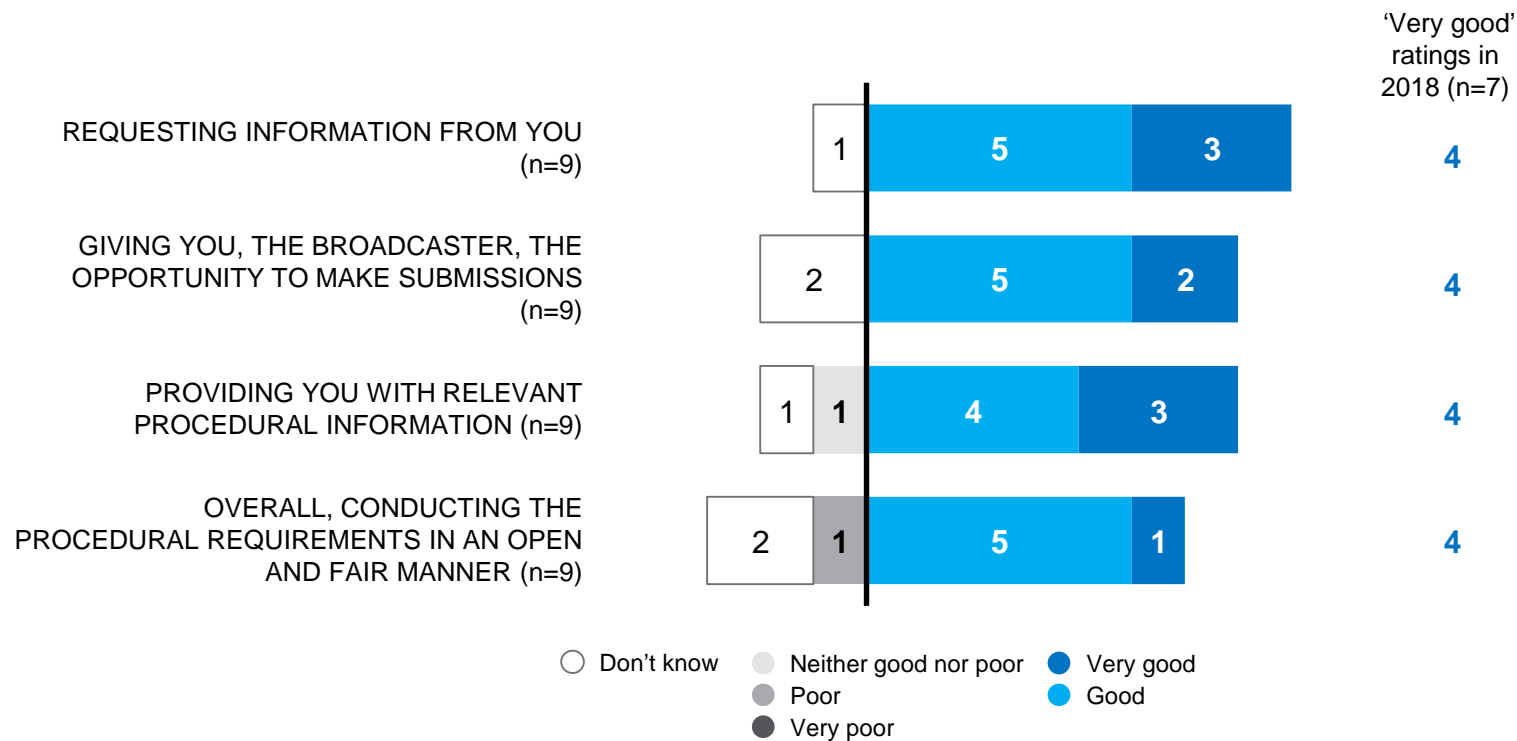


Base: All respondents who have had a complaint determined by the BSA in the last 12 months excluding 'Not applicable'
 Q22. How would you rate BSA's management of the complaints process, from a formal complaint first being referred to the BSA until the decision is released, in terms of...

IN GENERAL, COMPLAINT HANDLING IS RATED POSITIVELY

Broadcasters who had a complaint determined by the BSA are more satisfied with the attributes *requesting information from you* and *providing you with relevant procedural information* (three 'very good' ratings, respectively). However, compared with 2018, there are less 'very good' ratings and an increase in 'don't know' ratings.

This year, broadcasters are more likely to rate attributes of complaint handling satisfactorily ('good'), rather than 'very good'.



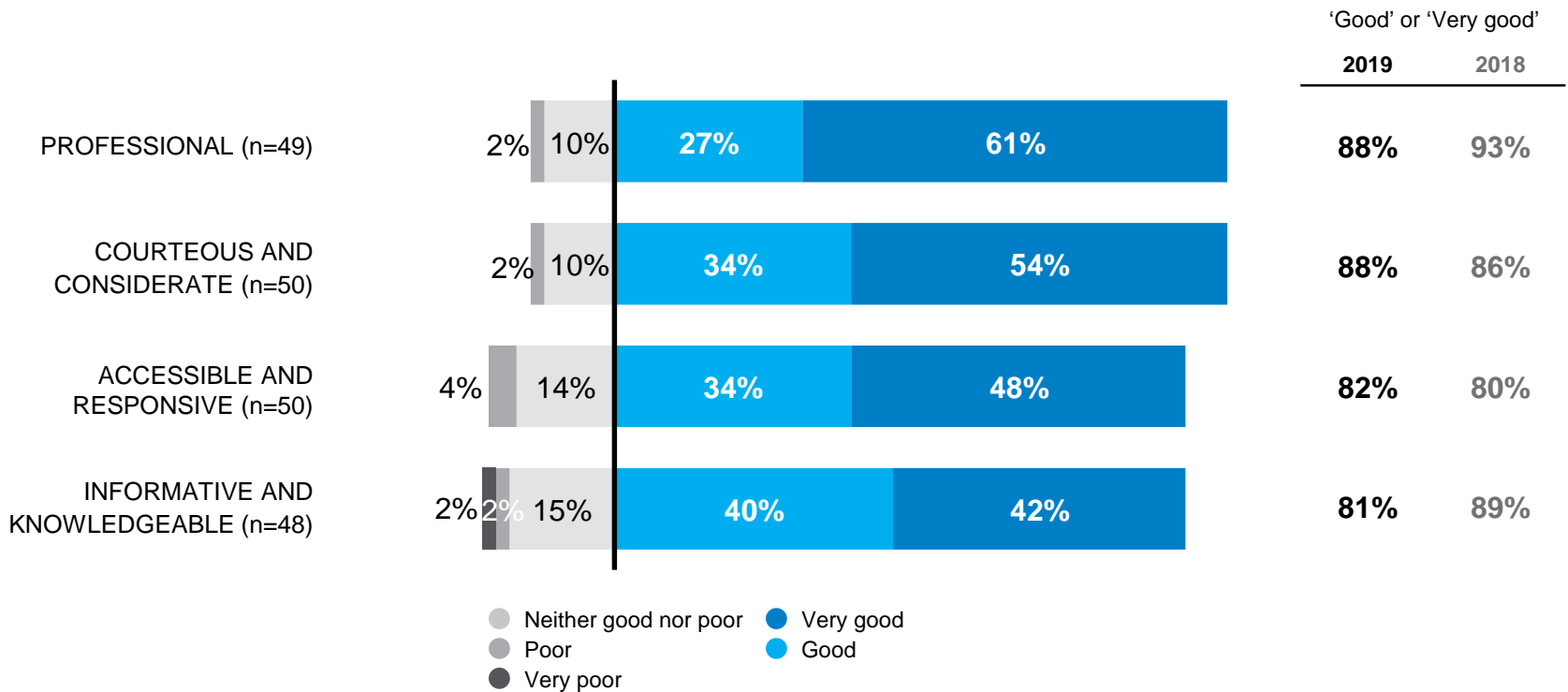
PROCESSES AND SERVICES COMMUNICATION

CONTACT WITH BSA STAFF REMAINS POSITIVE

Satisfaction with personal contact with BSA staff is higher amongst broadcasters who have had a complaint determined in the last 12 months (at least 7 of 9 rate each aspect 'good' or 'very good').

Accessibility and responsiveness has seen the greatest positive change since 2018 (an increase in 'very good' ratings, 48% cf. 39%). There is also an increase in the 'very good' ratings for BSA staff being *professional* (61% cf. 50%).

While ratings remain very positive across each aspect of contact with BSA staff, perceptions of BSA staff being *informative and knowledgeable* are lower compared with 2018 (81% cf. 89% in 2018).



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...?

PROCESSES AND SERVICES

BSA RESEARCH

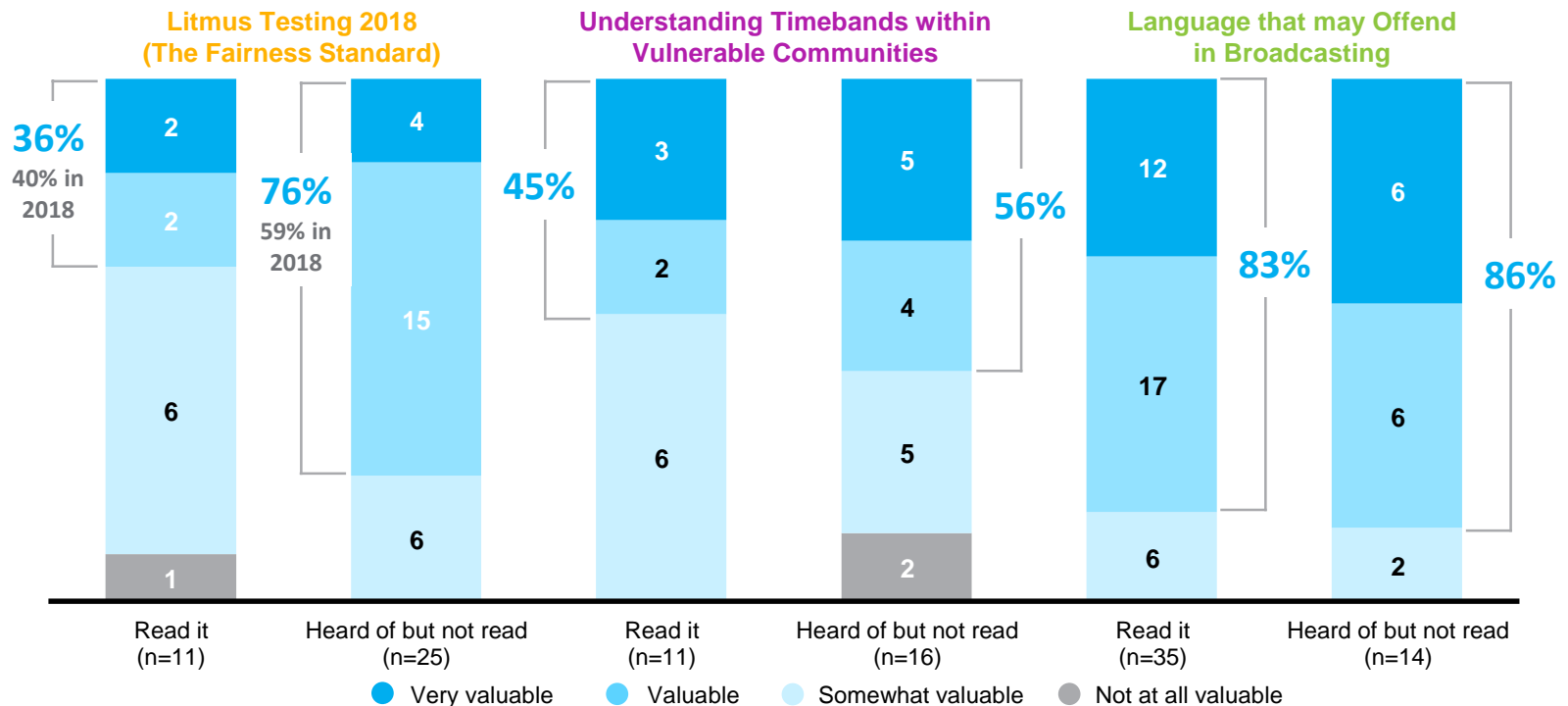
FOUR IN FIVE BROADCASTERS ARE AWARE OF BSA RESEARCH

The majority of those aware perceive the research to be of value.

The *Litmus Testing 2018* research is perceived as more valuable amongst those yet to read it, but once a broadcaster has read it, they are more likely to say it was 'somewhat' valuable.

Television broadcasters are more likely than others to have read the *Understanding Timebands within Vulnerable Communities* research and, of those who had read it, all say it was at least somewhat valuable.

Three in five broadcasters have read the *Language that may Offend in Broadcasting* research and, of these broadcasters, 83% perceive it to be valuable.



Q32. How valuable do you think the 2018 Litmus Testing research on The Fairness Standard is to you as a broadcaster? (n=36)

Q33. How valuable do you think the Understanding timebands within vulnerable communities research is to you as a broadcaster? (n=27)

Q47. Based on what you know about [Language that may offend in broadcasting] research, how valuable do you think it is to you as a broadcaster? (n=49)

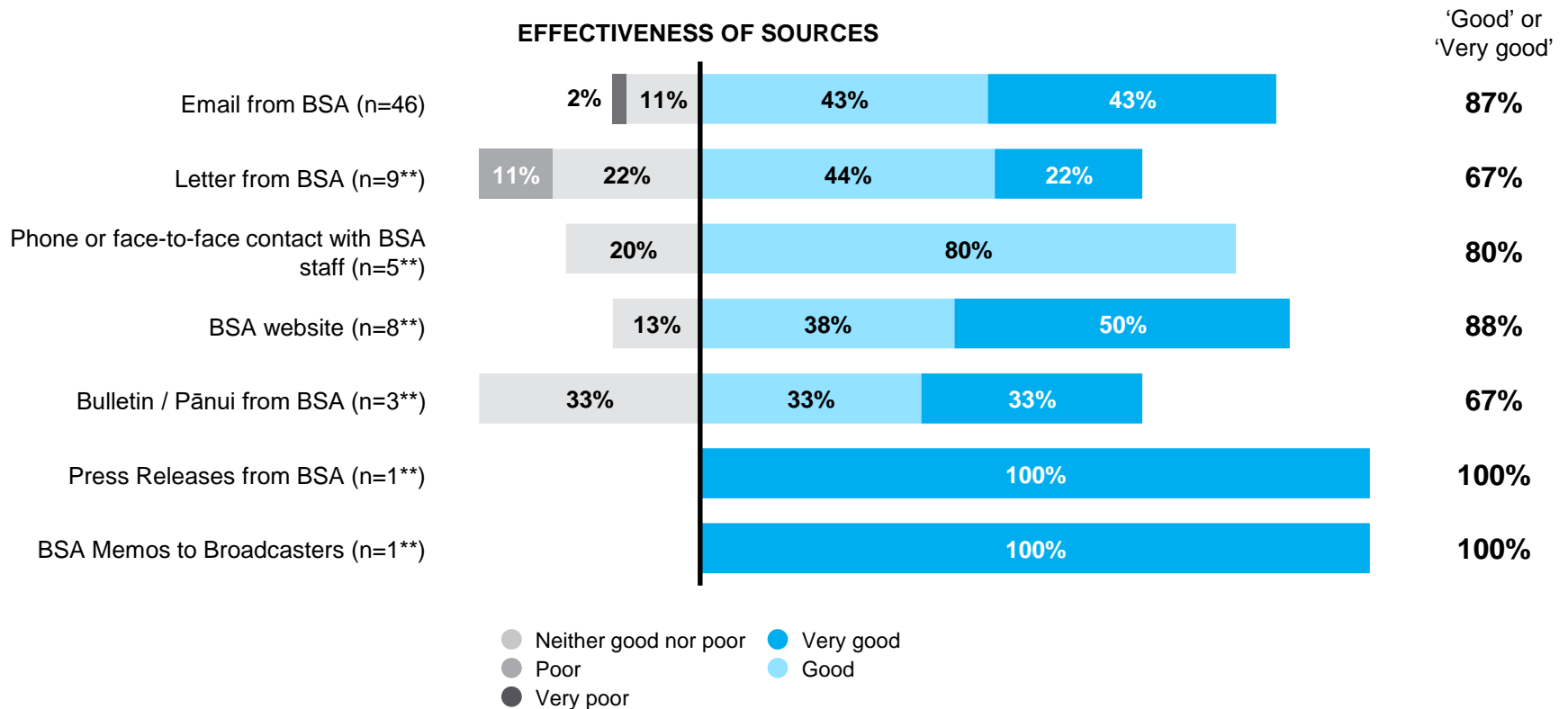
PROCESSES AND SERVICES

BSA LEVY SYSTEM

ALL SOURCES OF INFORMATION ABOUT THE LEVY PROCESS ARE PERCEIVED AS HELPFUL TO BROADCASTERS

While sample sizes for each source are small, email is the most prominent source for information about the BSA levy system or annual levy return process (used by 81% of broadcasters). Letters (17%) and the BSA website (14%) are the next most utilised sources of information.

EFFECTIVENESS OF SOURCES



Base: All respondents (n=59)

Q41. Through which of the following sources have you sought or received information about the BSA Levy system or annual Levy Return process?

Base: All respondents who sought or received information from a source excluding 'Don't know'

Q42. For each source used, can you please indicate how helpful the information you received from this source was?

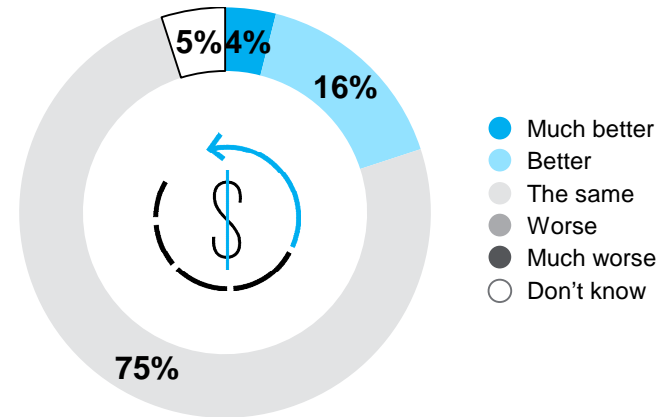
Note: 'BSA workshop or seminar' was not utilised by any broadcaster; * Small base size, ** Very small base size

Note: New question in 2019

INFORMATION AND GUIDANCE REGARDING THE LEVY PROCESS

- 20% report the information and guidance about the levy process is better or much better compared with 12 months ago.
- Those who indicate it has improved mention it is due to improved communication and better access to information via the website.

LEVY PROCESS INFORMATION & GUIDANCE
COMPARED WITH 12 MONTHS AGO



ASPECTS OF THE LEVY PROCESS THAT HAVE IMPROVED

"The layout of the form and information therein."
- Levy process rated 'better', Radio broadcaster

"More, better communications."
- Levy process rated 'better', Radio broadcaster

"We had some staff changes and unfortunately it was found that we were behind with our levies. So they helped us rectify this by letting us know what information they required."
- Levy process rated 'much better', Radio broadcaster

"Better website."
- Levy process rated 'better', Radio broadcaster

"Website downloads, etc. [as I] prefer to research information. If stuck, then make contact."
- Levy process rated 'better', Radio broadcaster

Base: All respondents who sought or received information regarding the Levy Process (n=55)

Q43. Compared with 12 months ago, how would you rate information and guidance provided by BSA regarding the levy process?

Base: All respondents who rate information and guidance provided by BSA regarding the levy process 'better' or 'much better' compared with 12 months ago (n=38)

Q44. What aspects, in particular, have improved for you?

Note: New question in 2019

ADDITIONAL COMMENTS ABOUT THE LEVY RETURN PROCESS

No broadcasters perceive the levy process is worse than 12 months ago. However, some broadcasters have made suggestions about how to make the levy return process easier. Most of the suggestions relate to legislative requirements rather than requirements set by BSA although there may be some opportunities to assist broadcasters to understand the reporting requirements and make the process easier.

"The levy calculation is outdated and inequitable and needs to be reviewed. Basing a levy purely on revenue is too narrow."

**- Levy process rated 'the same',
Television broadcaster**

"Better ways of determining that small organisations do not need to pay the levy, it's always hard as our financial reporting and filing does not line up with the BSA so we never have our accounts ready on time for them. However we are nowhere close to the \$500k threshold so it's a lot of work and effort we have to go through for nothing."

- Levy process rated 'the same', Television broadcaster

"Our financial year does not finish till 30 June so we do not have our accounts ready by 31 July. When we explain this they are understanding."

**- Levy process rated 'the same',
Radio broadcaster**

"BSA has been both good and bad in relation to our Levy Return process:

- 1) *As our balance date is 31 July, there always seems to be some confusion around the year to which our levy return applies. BSA correspondence to us often refers to the incorrect year and has sometimes been less than clear as to the relevant due dates.*
- 2) *Agreement reached with BSA on the treatment of revenue from broadcasting in NZ in our financial statements has been very helpful in ensuring that the correct levy is paid without disproportionate costs of compliance to do so."*

- Levy process rated 'the same', Television and Radio broadcaster

"Email reminder?"

**- Levy process rated 'better',
Radio broadcaster**

"Two boxes inserted at the middle of the form for the Broadcaster to tick you earn revenue under \$500k and another box to tick for revenue over \$500k. Also we don't see the need for an auditor to sign the return at section 5. Surely a signature from the head or chairperson of an organisation should be sufficient."

- Levy process rated 'better', Radio broadcaster

"Should be fully government funded to ensure fairness and transparency."

**- Levy process rated 'the same',
Television broadcaster**

Base: All respondents who sought or received information about the BSA Levy System or Annual Levy Return process (n=8**)

Q46. What additional steps could the BSA take to make the Levy Return process easier?

*Selected comments are presented. For a full list of comments, please refer to the excel output provided

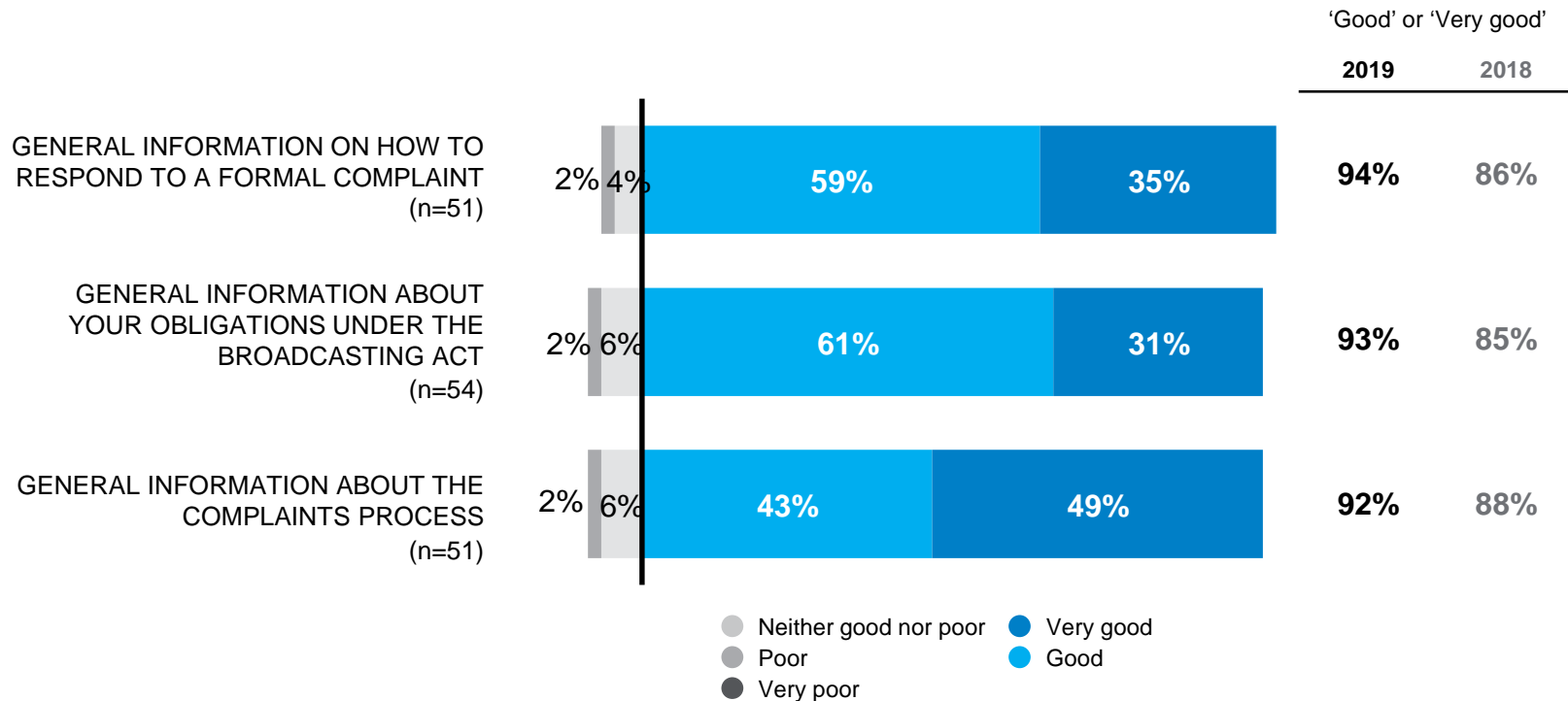
Note: New question in 2019

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.

While all aspects have seen improvement, *general information about the complaints process* has seen the largest change in the proportion who rate the BSA 'very good' (increasing from 42% in 2018 to 49%).



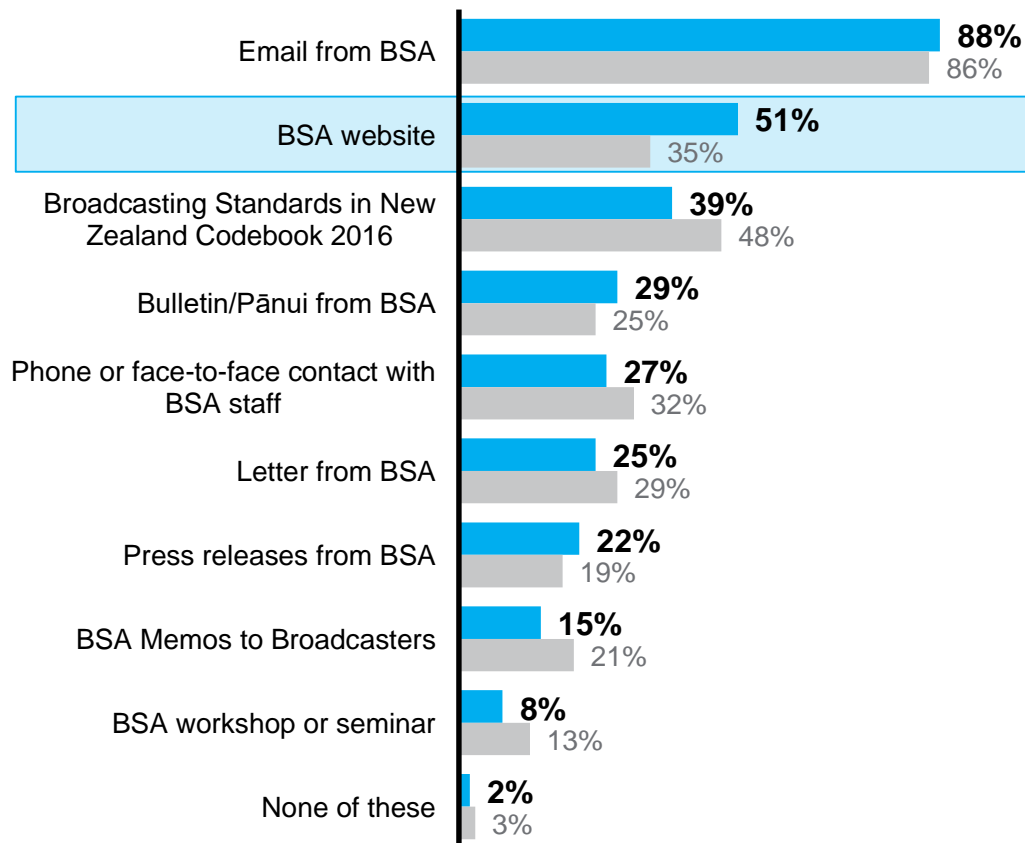
Base: All respondents excluding 'Don't know/Not applicable'

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, which is now more commonly used than the Broadcasting Standards in New Zealand Codebook 2016.

SOURCES OF INFORMATION ABOUT THE BSA AND YOUR OBLIGATIONS

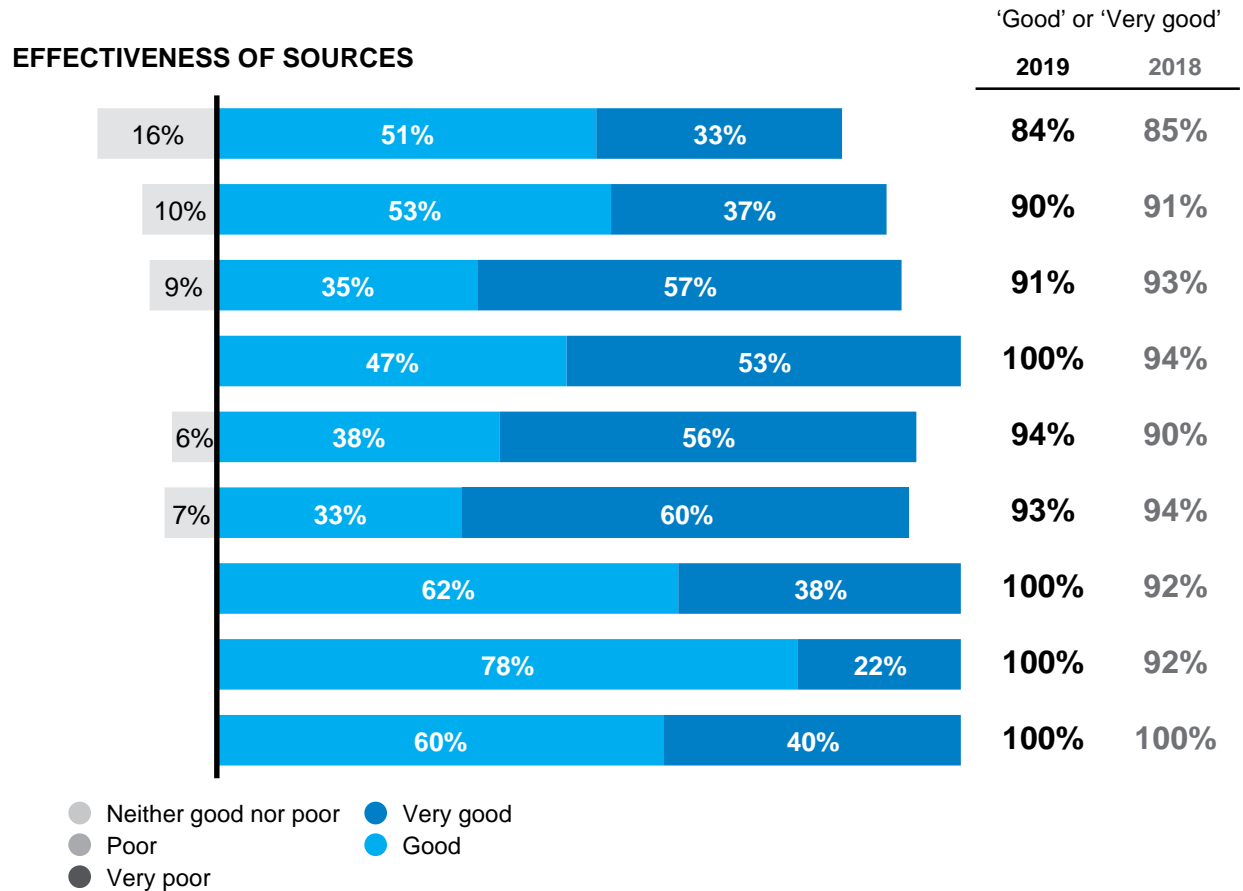


Base: All respondents (2019, n=59; 2018, n=63)

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

ALL SOURCES OF INFORMATION ARE HELPFUL TO BROADCASTERS WHO'VE USED THEM

While all resources remain helpful, there is a small increase in the number of broadcasters who give 'very good' ratings about *Letters from BSA* (60% cf. 44% in 2018), *Bulletin / Pānui from BSA* (53% cf. 38%), *Broadcasting Standards in New Zealand Codebook 2016* (57% cf. 47%) and the *BSA website* (37% cf. 27%).



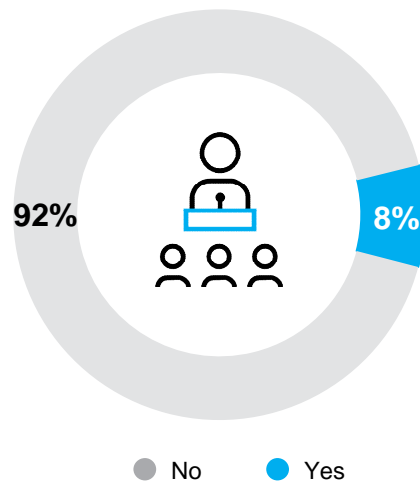
Base: All respondents who sought or received information from a source excluding 'Don't know/Not applicable' Q9. For each source used, can you please indicate how helpful the information you received from this source was?

TOPICS FOR FUTURE BSA WORKSHOPS AND SEMINARS

Only a small number of broadcasters engaged in a BSA workshop or seminar (8% cf. 13% in 2018 or five compared with eight respondents).

Four of these broadcasters would find it useful for the BSA to cover freedom of expression in future workshops or seminars.

SOUGHT OR RECEIVED INFORMATION FROM A BSA WORKSHOP OR SEMINAR



USEFUL TOPICS TO COVER IN FUTURE WORKSHOPS OR SEMINARS

5
broadcasters

Topics selected:

- 4 out of 5 Freedom of Expression
- 3 out of 5 The Broadcasting Codes and Standards
- 3 out of 5 Practical tips (e.g. how to run an effective complaints procedure)
- 1 out of 5 BSA Research

Base: All respondents (2019, n=59; 2018, n=63)

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 (2019, n=5**; 2018, n=8**)

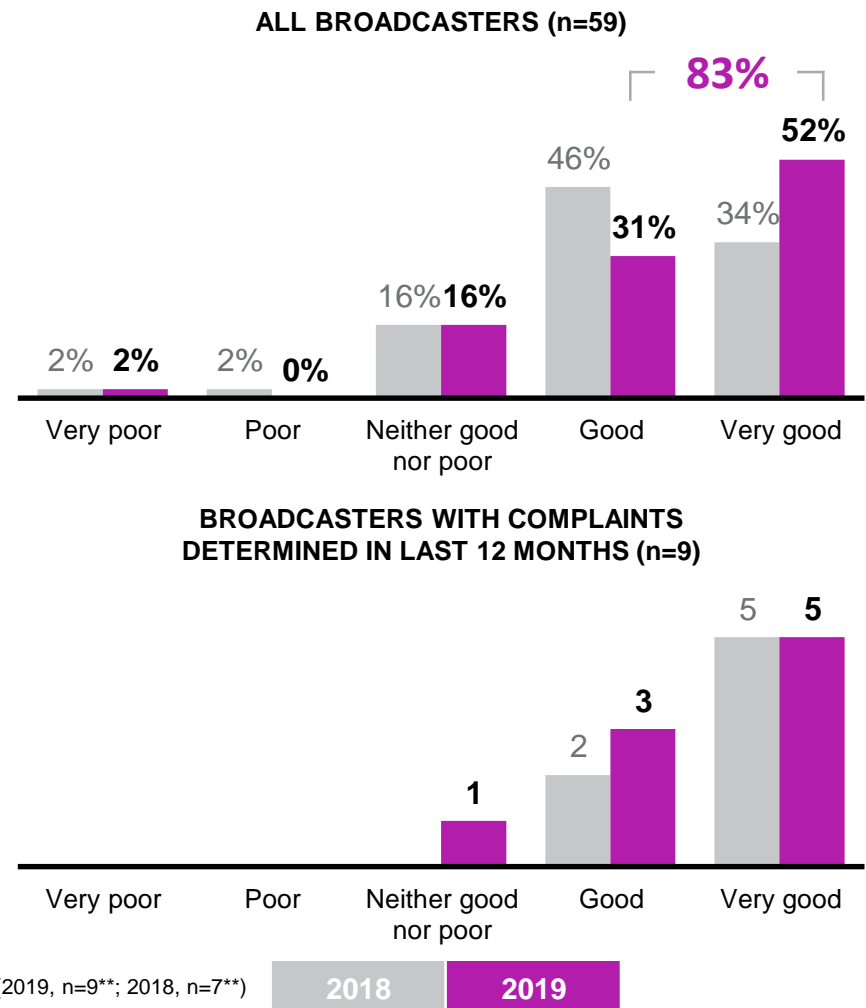
Q10. Thinking about BSA workshops or seminars, what topics would you find useful for the BSA to cover in future workshops or seminars?

WORKING RELATIONSHIP WITH THE BSA

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

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

- Compared with 2018, there has been an increase in 'very good' ratings.
- 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.



Base: All respondents excluding 'Don't know/Not applicable' (2019, n=58; 2018, n=61)

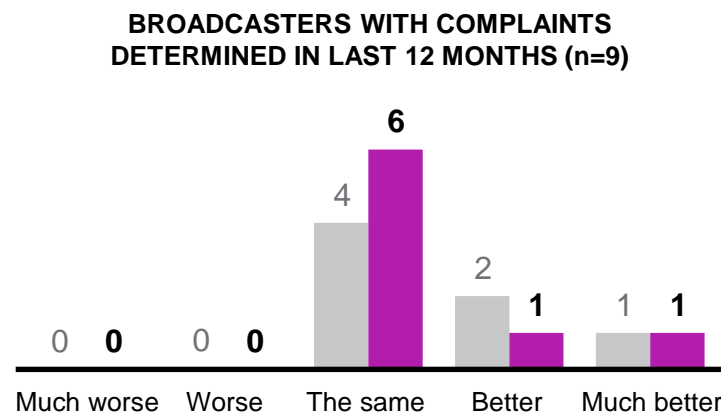
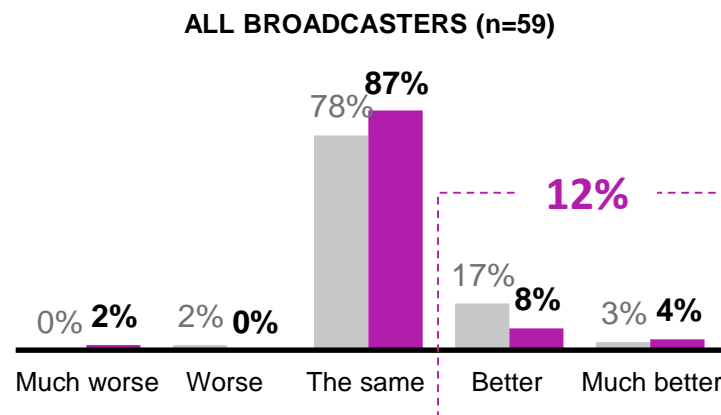
Base: All respondents who had a complaint determined by the BSA in the last 12 months (2019, n=9**; 2018, n=7**)

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

SATISFACTION WITH THE RELATIONSHIP REMAINS POSITIVE

12% say the relationship has got better, while 87% say it has stayed the same.

- Among those who indicate the relationship has improved, **communication** is the most mentioned area – specifically:
 - Faster email communication, and
 - Clearer communication in a tone that “*feels less tense*”.
- The relationship also remains the same or better among broadcasters who have had a complaint determined by the BSA in the past 12 months. As one broadcaster mentioned, “*The relationship has been at its best since day one.*”



Base: All respondents excluding 'Don't know/Not applicable' (2019, n=53; 2018, n=59)

Base: All respondents who had a complaint determined by the BSA in the last 12 months excluding 'Don't know/Not applicable' (2019, n=8**; 2018, n=7**)

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' (2019, n=6**; 2018, n=12*)

Q6. What aspects, in particular, have deteriorated for you? Base: All respondents that indicated the relationship is 'worse' or 'much worse' (2018, n=2**; 2018, n=1**)

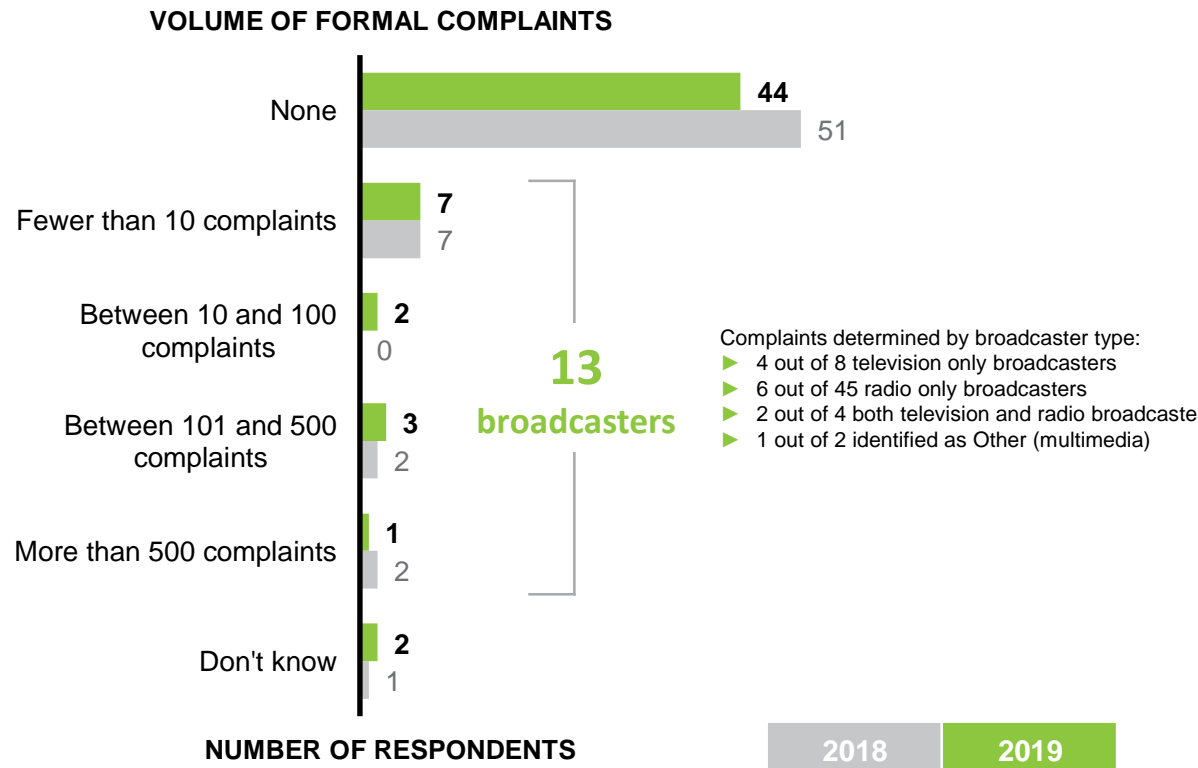
2018

2019

APPENDIX

COMPLAINTS BACKGROUND

- 22% 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).
- One television broadcaster indicated they received more than 500 complaints.
- There is only a small number of complaints that are referred to the BSA which may suggest that formal complaints are being handled effectively by broadcasters.



Base: All respondents (2019, n=59; 2018, n=63)

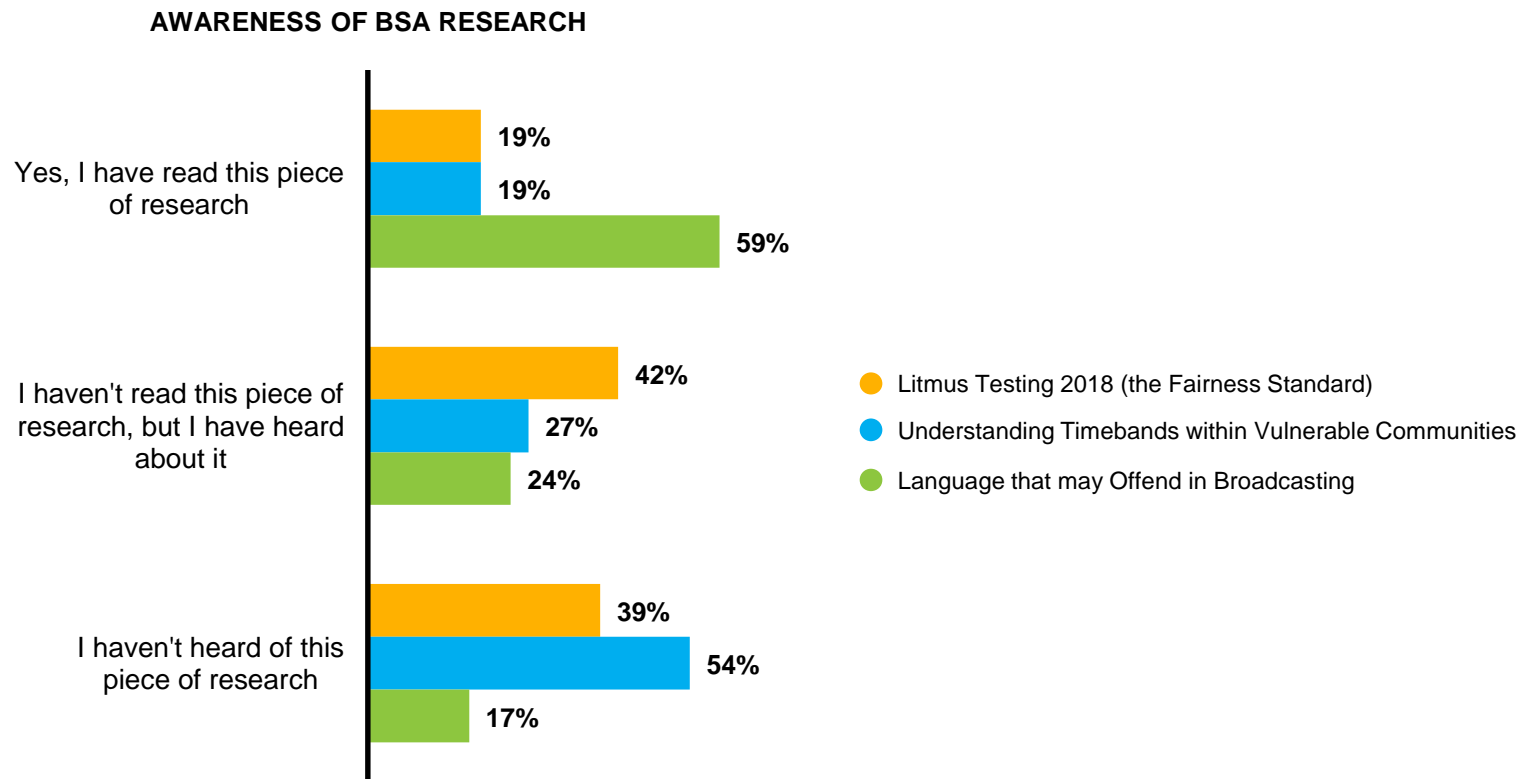
Q20. How many formal complaints has your organisation received in the last 12 months?

*Please note, these include all formal complaints made to the broadcaster, whether or not they were referred on to the BSA.

Q21. Have you had a complaint determined by the BSA in the last 12 months?

AWARENESS OF BSA RESEARCH

83% of broadcasters are aware of at least one piece of research.



Base: All respondents (n=59)

Q31. The BSA recently released research findings from its 2018 research including 2018 Litmus Testing of BSA Decisions, Understanding timebands within vulnerable communities, and Language that may offend in broadcasting. Have you read these pieces 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'.

The BSA website was not covered in this research as it was being redeveloped during the fieldwork period.

In this survey, 30 out of 59 broadcasters (51%) gave permission for BSA to be advised of their response – a similar proportion to 2018 (52%). For reporting, all results have been aggregated.

VERBATIM COMMENTS

Select 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%.

nielsen
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