



Broadcasters satisfaction research results 2022–2023

Broadcasting Standards Authority

Te Mana Whanonga Kaipāho

June 2023

NIQ

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Introduction

How well is the BSA delivering to broadcasters?

The Broadcasting Standards Authority | Te Mana Whanonga Kaipāho (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 2022, all broadcasters known to the BSA were invited to take part.

Objectives

Understanding broadcasters

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;
- ▶ Code of Broadcasting Standards
- ▶ Information provision and communication.

2. Their working relationship with the BSA.

Methodology



Method

- An online survey of 115 broadcasters known to the BSA was carried out.
- Throughout fieldwork, efforts were made to improve the response rate including reminder emails to those who had yet to complete the survey.



Fieldwork

- The survey was conducted between 16th March and 2nd May 2023.
- The survey was relaunched on the 6th of June and closed on the 12th of June.



Respondents

- A total of 28 broadcasters completed the survey, consisting of four television broadcasters, 18 radio broadcasters, three dual television and radio broadcasters, and three other 'multimedia' broadcasters.
- A sample of 28 from a universe of 115 gives a maximum margin of error of $\pm 16.2\%$ at a 95% confidence interval.



Response rate

- There was a response rate of 23%.
- This is a notable decrease from the 50%, 48% and 37% who completed the survey in 2020, 2021 and 2022 respectively.

Key findings – year on year

Complaints process	n=	2023	n=	2022	Change	n=	2021	n=	2020	n=	2019
Satisfaction with complaints processes (good or very good)	5**	3	9**	8	-	9**	7	8**	5	9**	9
Fairness of the BSA's decisions over the last 12 months (fair or very fair)	5**	3	9**	8	-	9**	7	8**	5	8**	5
Responding in a timely manner (good or very good)	5**	3	9**	8	-	9**	7	8**	6	9**	6
Setting appropriate deadlines to respond by (good or very good)	5**	3	9**	7	-	9**	7	8**	5	9**	7
Communication of the timeframe (good or very good)	5**	3	9**	7	-	9**	5	8**	4	9**	7
Managing the overall time the process takes (good or very good)	5**	2	9**	6	-	9**	5	8**	5	9**	6
Communications	n=	2023	n=	2022	Change	n=	2021	n=	2020	n=	2019
Staff being professional (good or very good)	20*	85%	22*	91%	-6%	41	85%	46	96%	49	88%
Staff being courteous and considerate (good or very good)	20*	90%	21*	95%	-5%	41	85%	47	87%	50	88%
Staff being accessible and responsive (good or very good)	20*	85%	22*	82%	3%	42	81%	46	87%	50	82%
Staff being informative and knowledgeable (good or very good)	20*	85%	22*	91%	-6%	43	81%	47	85%	48	81%
BSA Research	n=	2023	n=	2022	Change	n=	2021	n=	2020	n=	2019
BSA Research programme (good or very good)^	28*	72%	-	-	-	-	-	-	-	-	-
Effectiveness of sources of information (top 3 sources in 2023)	n=	2023	n=	2022	Change	n=	2021	n=	2020	n=	2019
Email from BSA	22*	77%	30	90%	-13%	-	-	-	-	-	-
BSA website	18*	72%	20*	80%	-8%	-	-	-	-	-	-
Bulletin/Panui from BSA	13*	77%	8**	88%	-11%	-	-	-	-	-	-
Information needs	n=	2023	n=	2022	Change	n=	2021	n=	2020	n=	2019
Sought or received information from a BSA workshop or seminar	28*	18%	33	21%	-3%	57	5%	60	7%	59	8%
BSA website	n=	2023	n=	2022	Change	n=	2021	n=	2020	n=	2019
Visited the BSA website in the last 12 months ^	28*	47%	33	87%	-40%	57	68%	60	71%	-	-
Content is clear and easy to understand (good or very good) ^	20*	85%	29*	90%	-5%	41	78%	34	97%	-	-
Content is relevant and informative (good or very good) ^	20*	90%	29*	93%	-3%	41	78%	34	94%	-	-
Ease of use, including ability to search for content (good or very good) ^	19*	79%	29*	76%	3%	41	71%	34	91%	-	-
Organisation of information (good or very good) ^	20*	80%	29*	86%	-6%	41	68%	34	91%	-	-
Can find what needed (good or very good) ^	20*	85%	29*	76%	9%	40	75%	34	88%	-	-
Working relationship with BSA	n=	2023	n=	2022	Change	n=	2021	n=	2020	n=	2019
Satisfaction with relationship with BSA (good or very good)	27*	78%	31	81%	-3%	56	80%	58	76%	58	83%

^ Questions specific to the BSA website were not asked in the 2019 survey * Sample size < 30 ** Sample size < 10
 .^^ Question was added in 2023 survey

Key findings

Focus	Highlights
Overall comment	<ul style="list-style-type: none"> ▶ All aspects of broadcasters' interactions with the BSA in 2023 remain positive and some areas show improvement.
Complaints determination	<ul style="list-style-type: none"> ▶ 5 broadcasters have had complaints determined by BSA in last 12 months ▶ Most of the broadcasters (3 out of 5) feel the complaints process has remained same as compared to previous wave. ▶ The broadcasters rated the overall complaint handling process positively. ▶ All aspects of the BSA's written decisions are rated 'good'
Communication	<ul style="list-style-type: none"> ▶ All information sources are useful to broadcasters – Email (82%) and BSA Website (64%) are top 2 sources of information ▶ All broadcasters with phone or face to face contact with the BSA gave this contact the positive 'very good' or "good" rating. This is an improvement on 90% in 2022. ▶ 5 broadcasters (18%) had attended a workshop this year. Most of the topics suggested for future workshops were deemed useful.
Interactions with staff	<ul style="list-style-type: none"> ▶ BSA staff are rated very positively as being courteous and considerate. ▶ While still positive, staff are rated slightly less positively in terms of professionalism and being informative as compared to previous wave.
BSA research	<ul style="list-style-type: none"> ▶ Awareness for the 'Language that may offend in Broadcasting' is high. Sixty-one percent of broadcasters have read the research. ▶ Around 3 in 4 broadcasters have either read or heard the 'Litmus Testing 2022' report. ▶ Over 6 in 10 broadcasters have read or heard of 'External review of decisions 2022 – Accuracy standard' ▶ 65% of broadcasters who read BSA report on 'Language that might offend in broadcasting' consider it valuable ▶ About 72% broadcasters' rate BSA research programme as 'good' or 'very good'.
BSA website	<ul style="list-style-type: none"> ▶ Broadcasters visited the BSA website less often in 2023 than in 2022 (71% cf. 88% in 2022). ▶ The website is rated positively overall with improvement across majority of aspects. The biggest improvement is regarding 'you could find what you needed' (85% cf. 76% in 2022). ▶ Commonly identified areas to improve are: content clarity and comprehension, organisation of information and the search function.
Relationship with the BSA	<ul style="list-style-type: none"> ▶ Three in four broadcasters consider their relationship with BSA as 'good' or 'very good'. ▶ Nine in ten broadcasters rate their relationship with the BSA as the same as it was 12 months ago.
Code of Broadcasting standards	<ul style="list-style-type: none"> ▶ Over half (57%) of broadcasters perceive new code better than the old code. ▶ A notable number of broadcasters don't have an opinion on the new code (21%).

Processes and services

Complaints determination

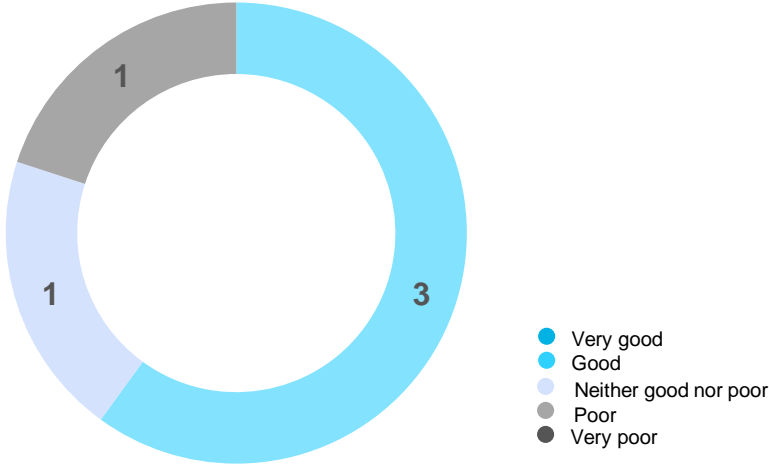
This section focuses on broadcasters who have had a complaint determined by the BSA in the last 12 months (n=5) and generally reports results at a respondent level due to the small base size.

Complaints process has remained same over the last 12 months

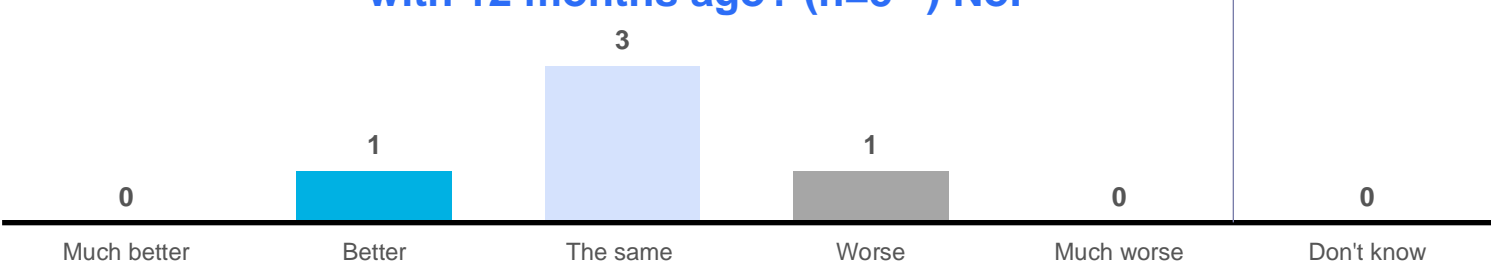
Of the five broadcasters who had a complaint determined, over half (three) rated the process as 'good'.

Same number of Broadcasters (3) felt that the complaints process had remained the same compared with 12 months earlier.

Rating of overall complaints process (n=5**) No.



How does the complaints process compare with 12 months ago? (n=5**) No.



Base: All respondents who have had a complaint determined by the BSA in the last 12 months (2023, n=5**; 2022, n=9**) 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? * Sample size < 30 ** Sample size < 10

The BSA's written decisions are rated Good/Fair

Most broadcasters rate the fairness of BSA decisions over the last 12 months as 'good'.

Written decisions



Fairness of the BSA decisions

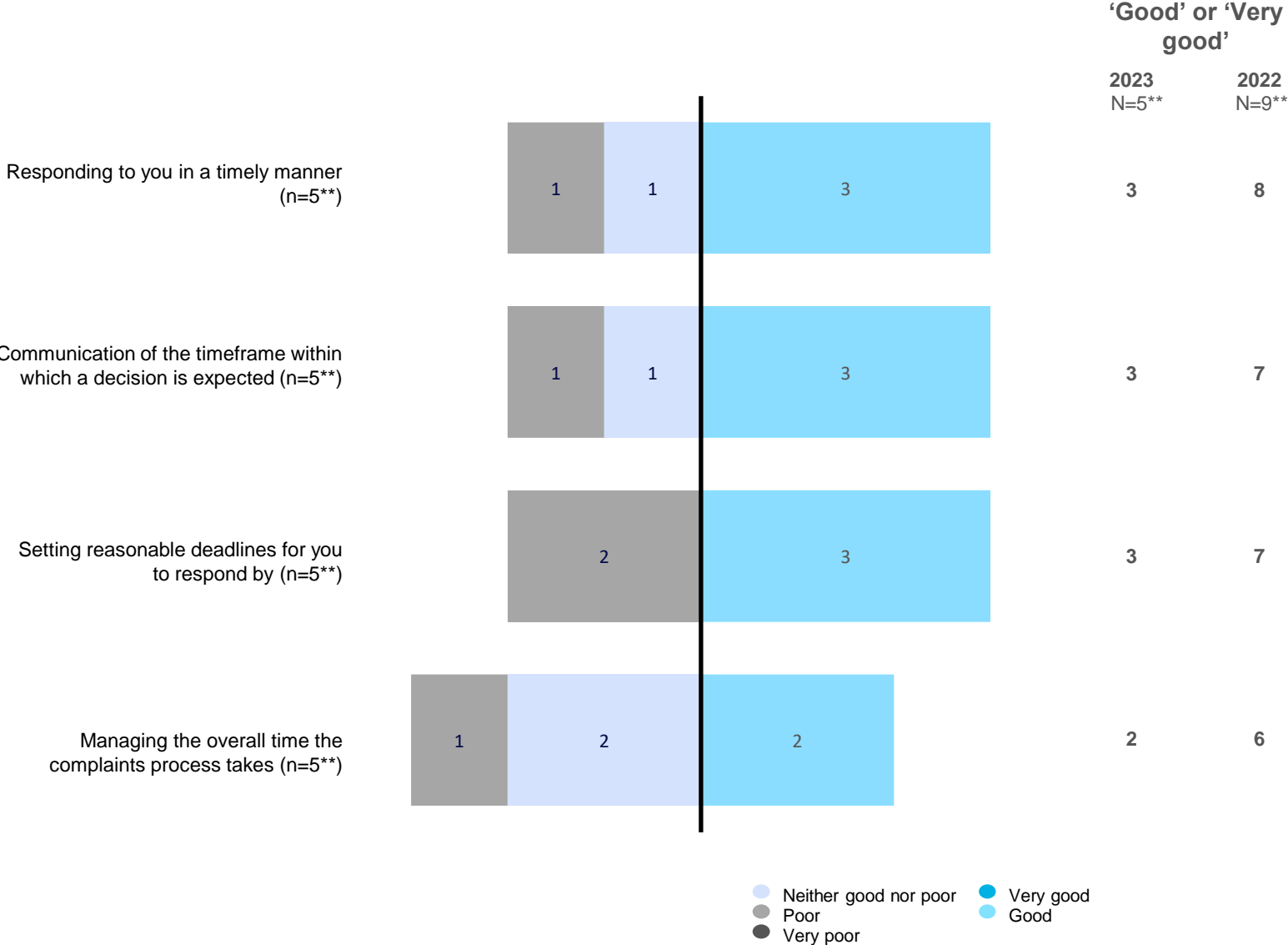


Base: All respondents who have had a complaint determined by the BSA in the last 12 months excluding 'Not applicable'
 Q23. How would you rate the written decisions your organization has received from the BSA in the last 12 months, in terms of... (scale; very good to very poor)
 Q28. In general, please 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)

* Sample size < 30 ** Sample size < 10

Positive perceptions about timeliness

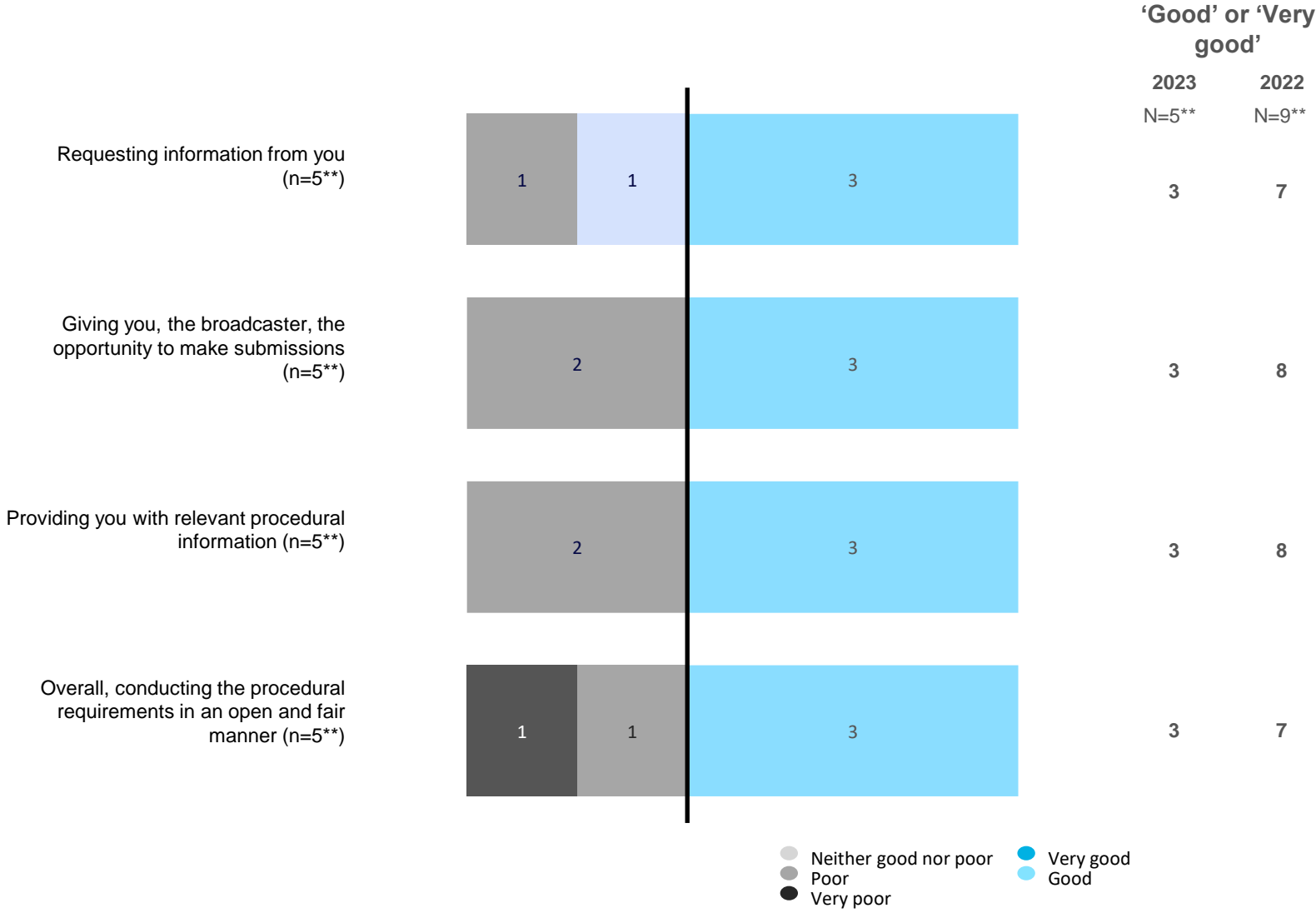
Most of the Broadcasters' perception around timeframes is 'good' across the board barring overall time taken for complaints process on which equal number of broadcasters rated it as 'neither good nor poor' and 'good'.



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...
 * Sample size < 30 ** Sample size < 10

Overall, complaint handling is rated positively

Most broadcasters rate these areas positively, however 'poor' or 'very poor' ratings were given by two out of five broadcasters across the board.



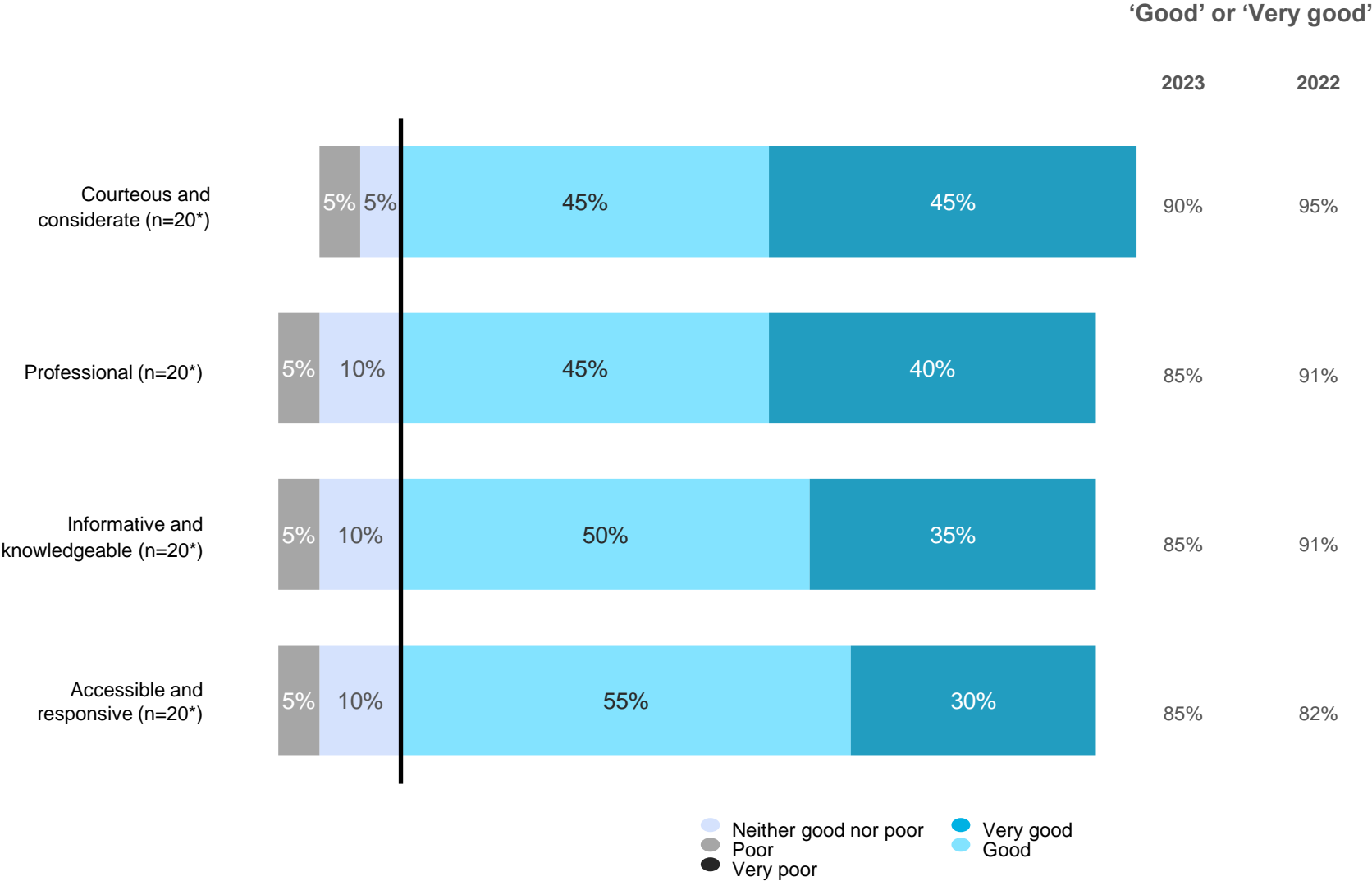
Base: All respondents who have had a complaint determined by the BSA in the last 12 months excluding 'Not applicable' Q22. How would you rate BSA's management of the complaints process, from a formal complaint first being referred to the BSA until the decision is released, in terms of...
 * Sample size < 30 ** Sample size < 10

Processes and services

Communication

Contact with BSA staff is remains positive – slight decrease

BSA staff are rated very positively as being courteous and considerate. Positive ratings have decreased overall since 2022 except for being accessible and responsive. The largest decreases are regarding *professionalism* and being *informative* (both 85% cf. 91%).



* Sample size < 30 ** Sample size < 10

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...?

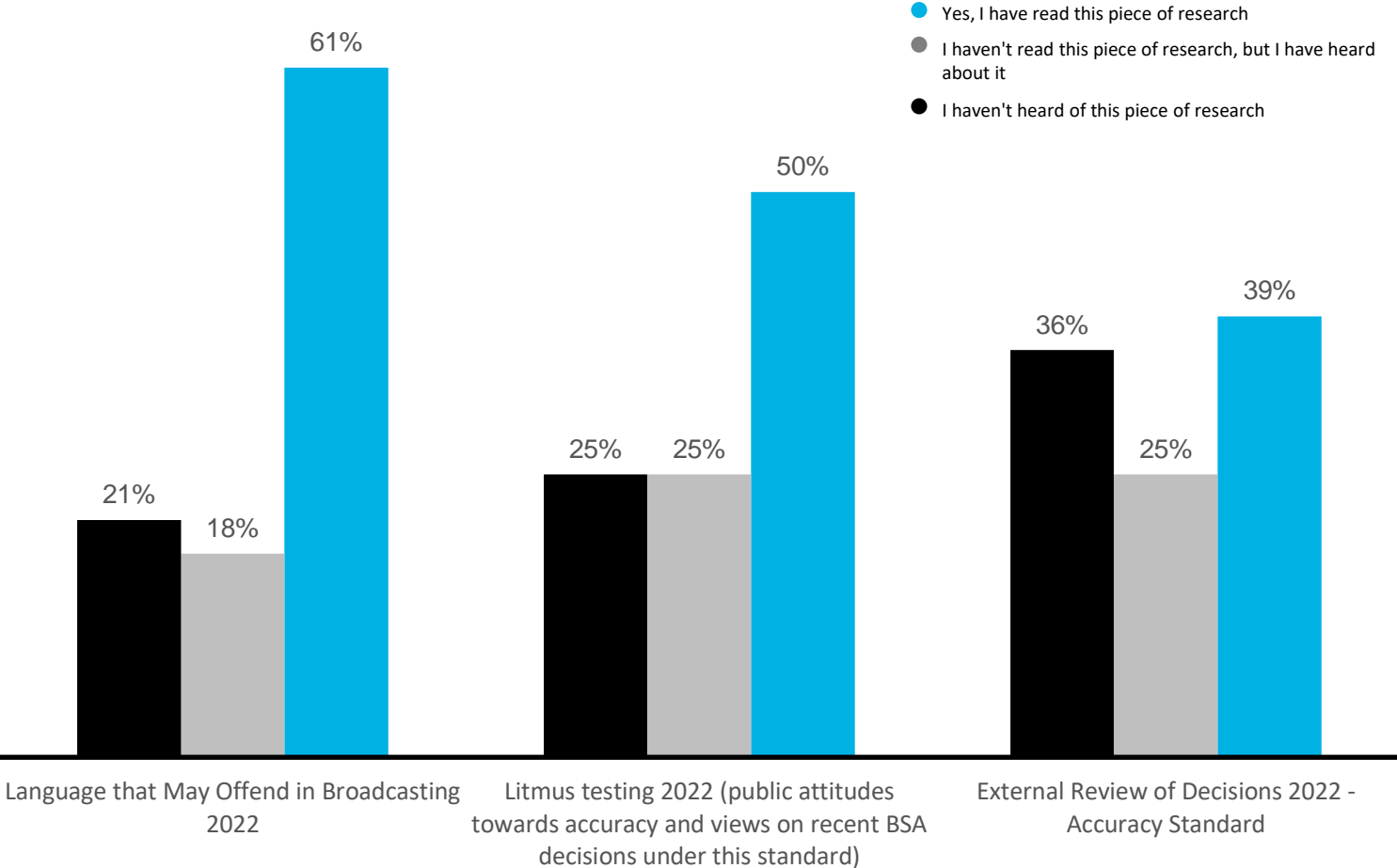
Processes and services

BSA research

Broadcasters most aware of BSA research on ‘Language that may offend in Broadcasting’

Awareness of BSA research improved in 2023 compared with 2022. About 8 in 10 had either read or heard of the ‘Language that may offend in Broadcasting’ and ‘Litmus testing 2022’ report. 36% have not heard of the ‘External Review of Decisions 2022 – Accuracy Standard’ report.

Awareness of BSA research



Q31. In 2022 the BSA released research findings from its 2022 research programme. Have you read these pieces of research?

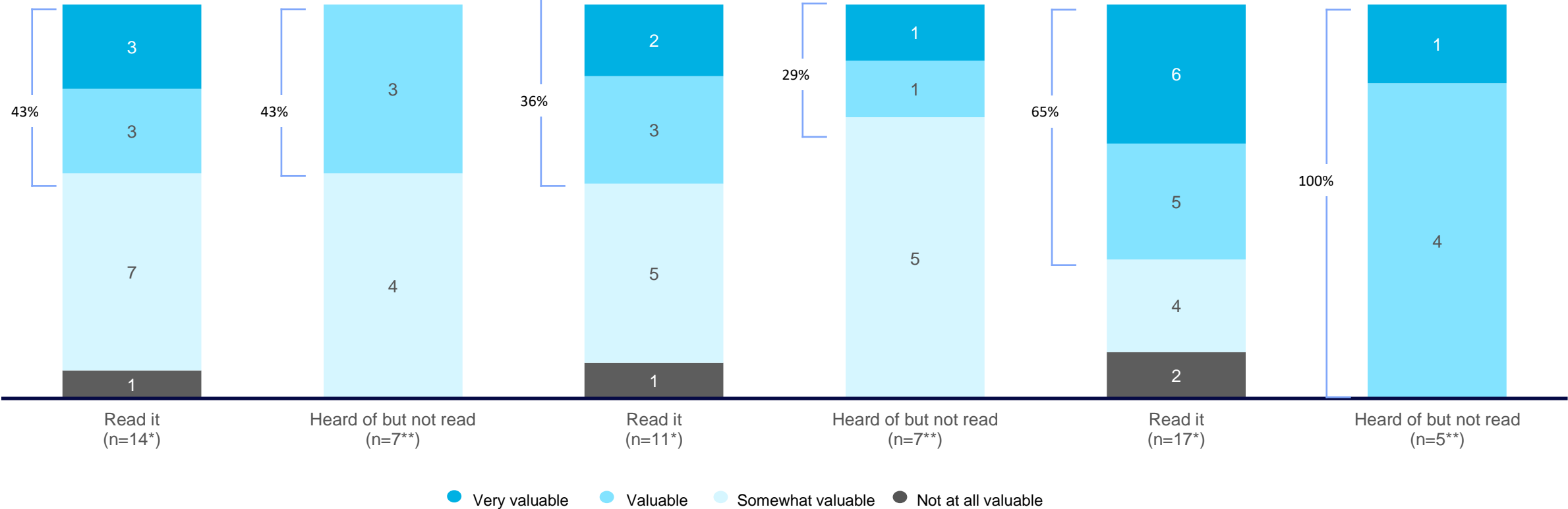
Sixty-five percent of broadcasters who read BSA report on offensive Language, consider it valuable

Around 36% of those who read BSA report on External review of decision 2022 consider it valuable.

Litmus testing 2022 (public attitudes towards accuracy and views on recent BSA decisions under this standard)

External Review of Decisions 2022 - Accuracy Standard

Language that May Offend in Broadcasting 2022



Q57 How valuable do you think the 2022 Litmus Testing research (on public attitudes towards accuracy and the BSA's accuracy decisions) is to you as a broadcaster?

Q58. How valuable do you think the External Review of Decisions 2022 – Accuracy Standard is to you as a broadcaster?

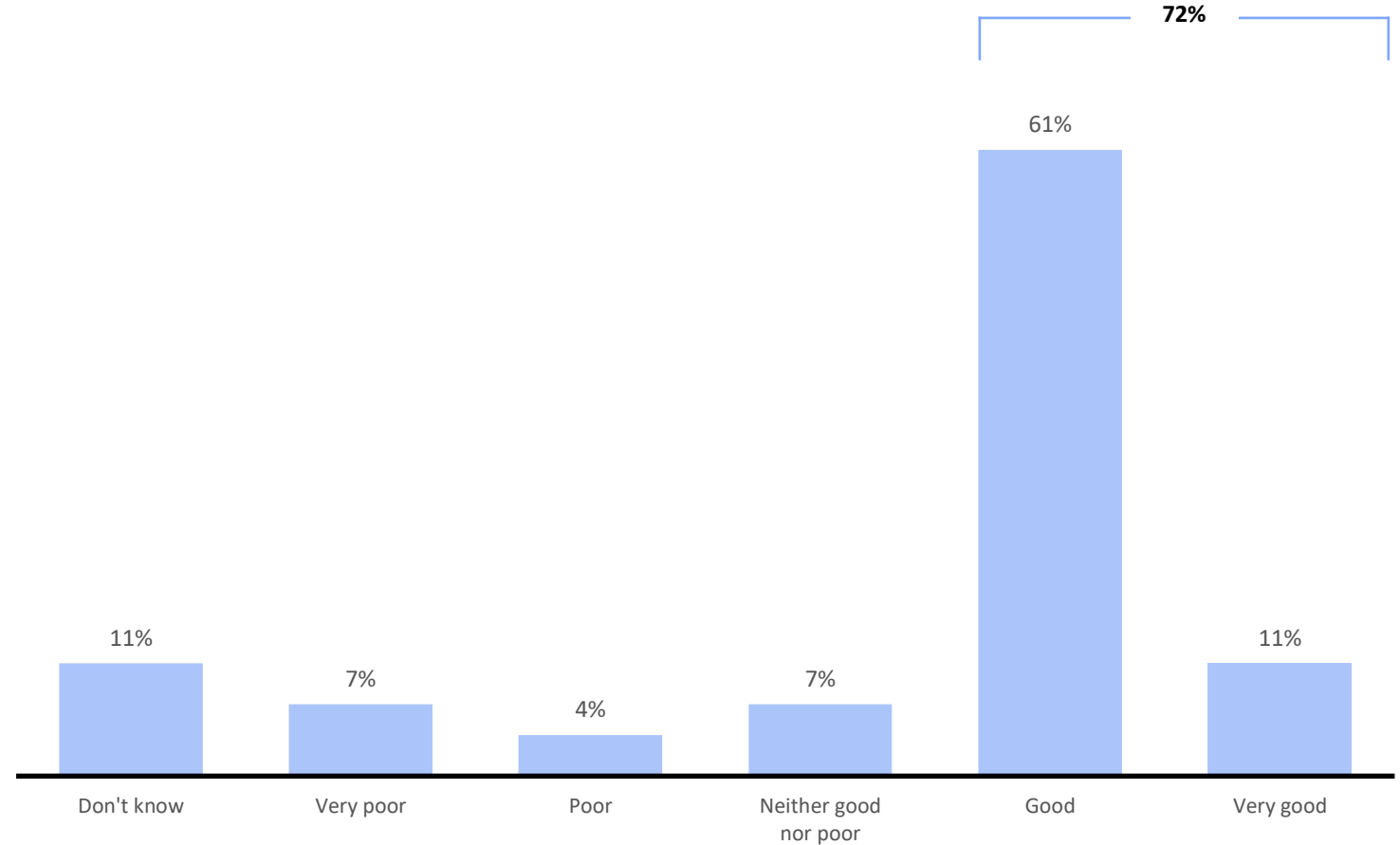
Q59. How valuable do you think the research on offensive language is to you as a broadcaster?

* Sample size < 30 ** Sample size < 10

Broadcasters are positive about the BSA research programme

20 out of 28 broadcasters rate the BSA research programme as either 'good' or 'very good'.

All broadcasters (n=28*) %



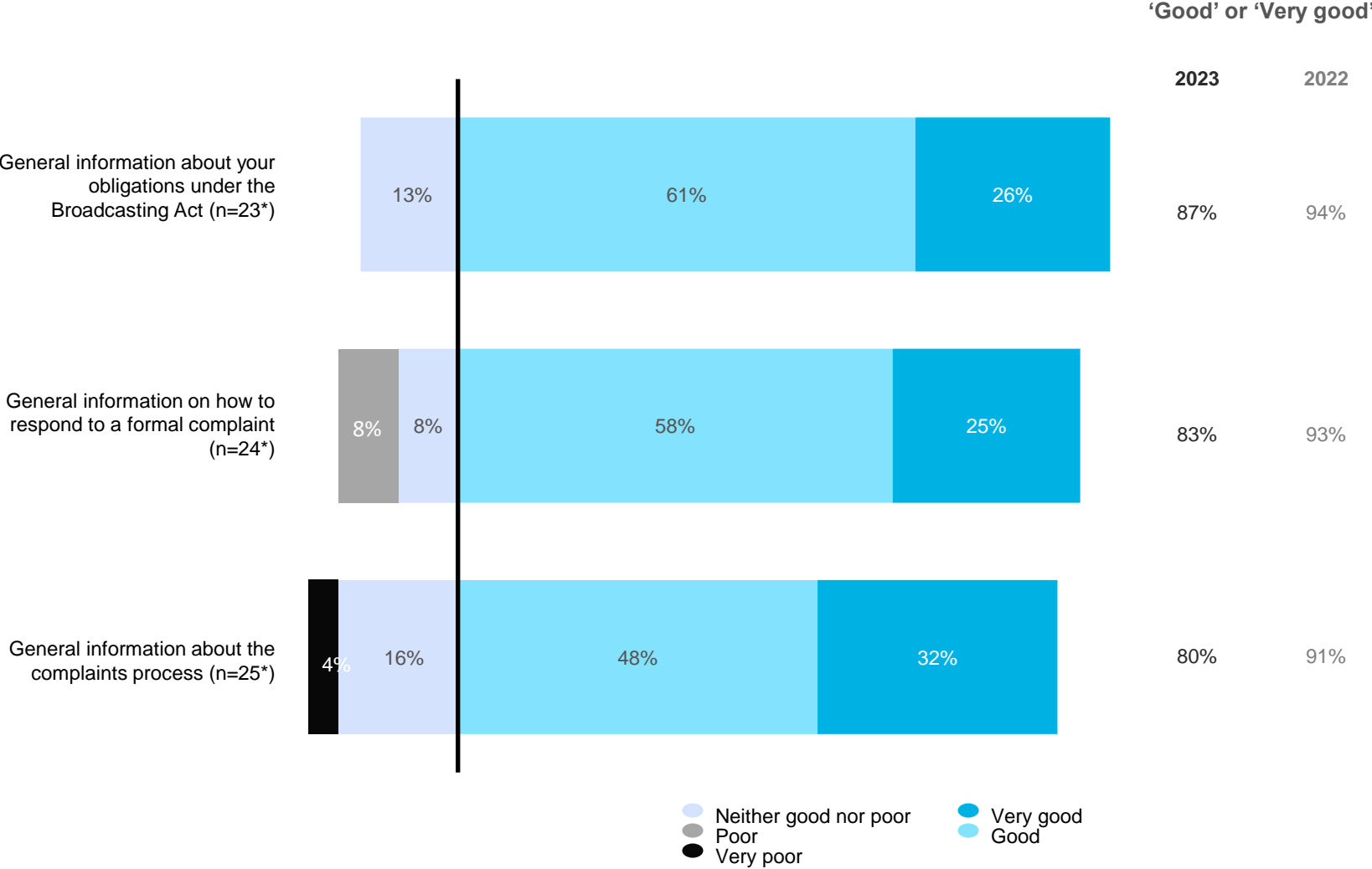
New Question added in 2023 Survey
Base: All respondents (2023, n=28*)
Q72. Overall, how would you rate the BSA research programme?

Processes and services

Information

Broadcasters remain positive about the general information received by BSA

Almost nine in 10 rated ‘general information about obligations under broadcasting act’ as ‘good’ or ‘very good’. ‘General information about the complaints process’ decreased the most, with 8 in 10 rating as either ‘good’ or ‘very good’ (80% cf. 91% in 2022).



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...?
 * Sample size < 30 ** Sample size < 10

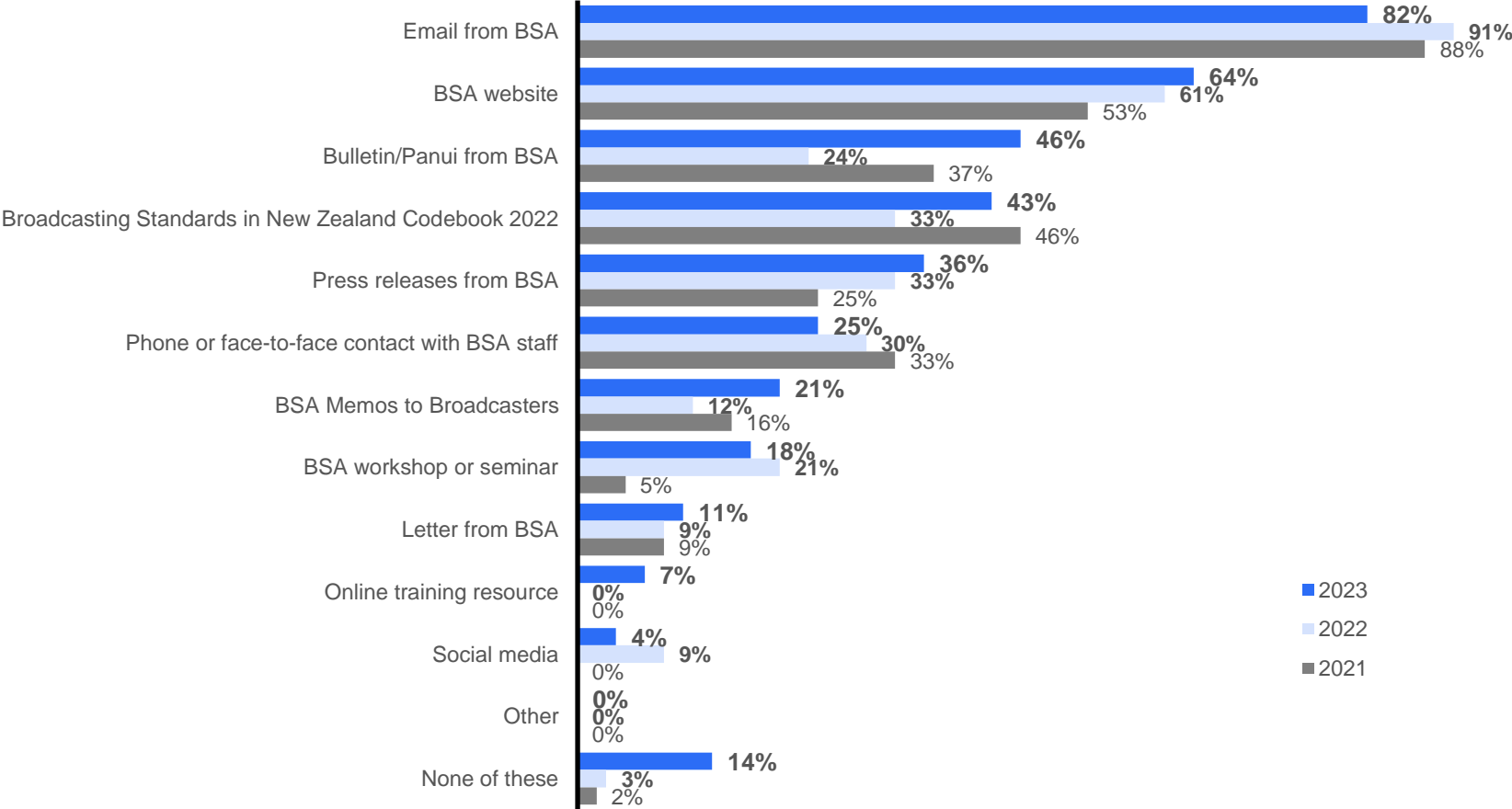
Email is the most prevalent source of information

Broadcasters continued to use more than three resources on average.

While email is still the dominant source (82%), it has decreased in popularity since last wave.

Just 4% identified social media and 7% identified online training resource (included for the first time in the 2023 survey) as a source of information.

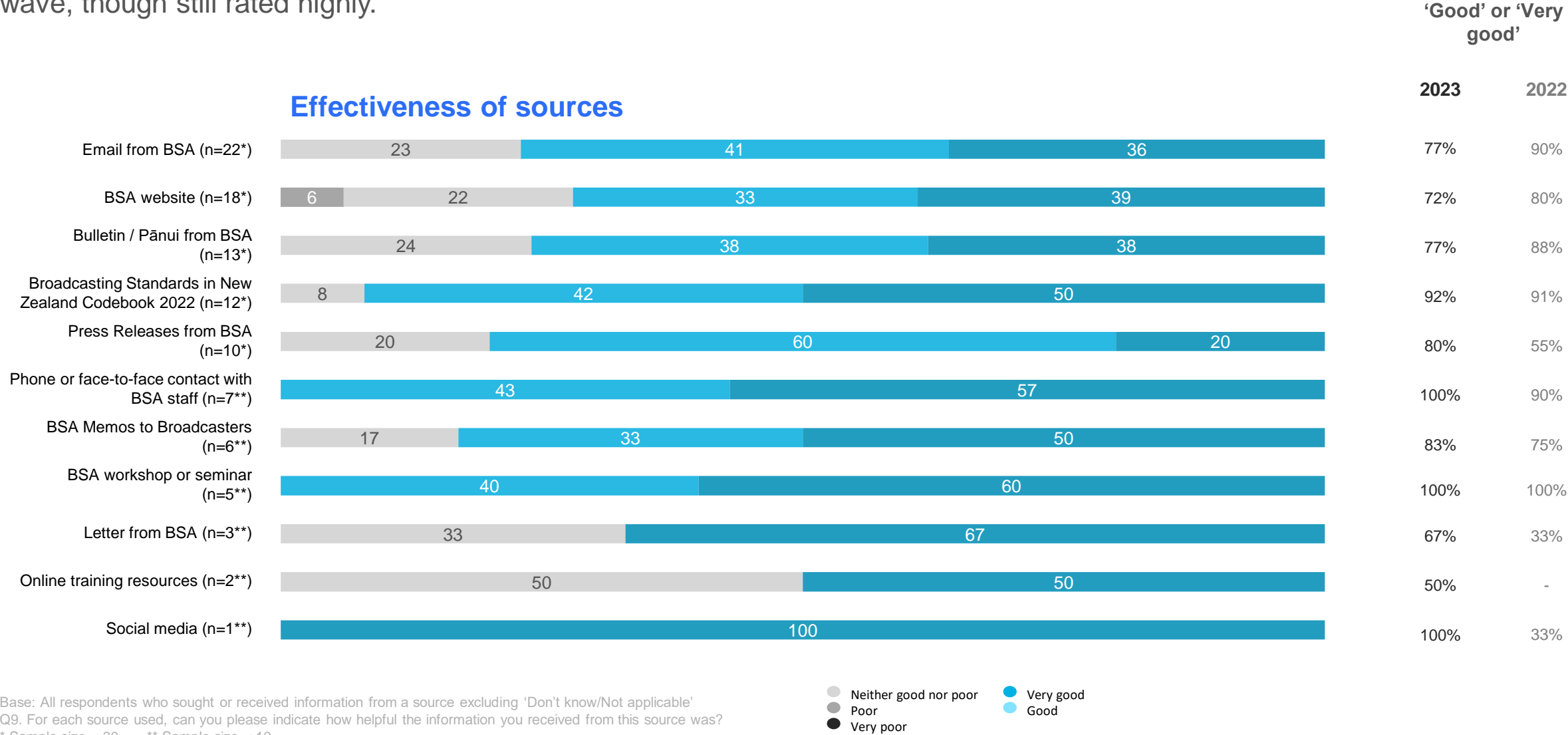
Sources of information about the BSA and broadcasting obligations



Social Media was added in 2022; Online training resource is added in 2023.
 Base: All respondents (2023, n=28*; 2022, n=33; 2021, n=57)
 Q8. Through which of the following sources have you sought or received information about the BSA and your broadcasting obligations?
 * Sample size < 30 ** Sample size < 10

All sources of information are helpful to broadcasters

The 'BSA website' and 'email from BSA' are the most prevalent sources that have been rated less helpful than the previous wave, though still rated highly.



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?
 * Sample size < 30 ** Sample size < 10

- Neither good nor poor
- Poor
- Very poor
- Good
- Very good

Several useful topics for future BSA workshops and seminars

Five respondents attended a BSA workshop or seminar this year.

Useful topics to cover in future workshops or seminars

Topics selected:

- 4 out of 5: *'The Broadcasting Codes and Standards'*
- 4 out of 5: *'Freedom of expression'*
- 4 out of 5: *'BSA Research'*
- 3 out of 5: *'Practical tips'*

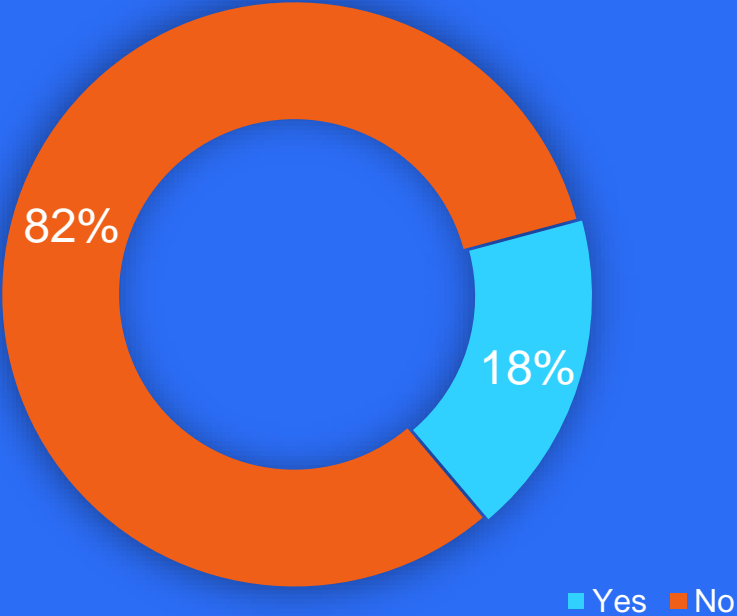
'Training on implications of the new Codebook' did not resonate with respondents, receiving no votes.

Base: All respondents (2023, n=28*)
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 (2023, n=5**)
Q10. Thinking about BSA workshops or seminars, what topics would you find useful for the BSA to cover in future workshops or seminars?

* Sample size < 30 ** Sample size < 10

Attended or received information from a BSA workshop or seminar



Processes and services

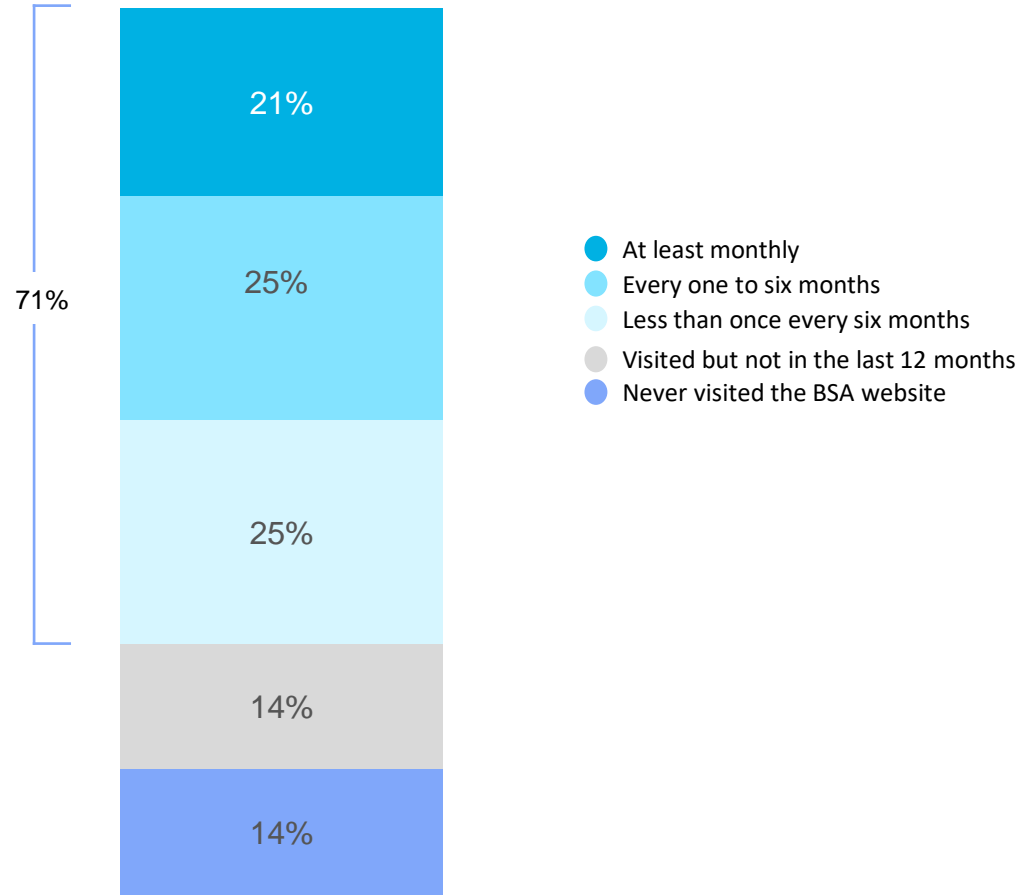
BSA website

Nearly 7 in 10 broadcasters have visited the BSA website in the past 12 months

Twenty-one percent of
broadcasters visited the BSA
website at least once a month.

Four broadcasters have not
visited the BSA website in the last
year while another 4 broadcasters
have never visited the BSA
website.

How many times have you
visited the BSA website



Base: All respondents (n=28*)

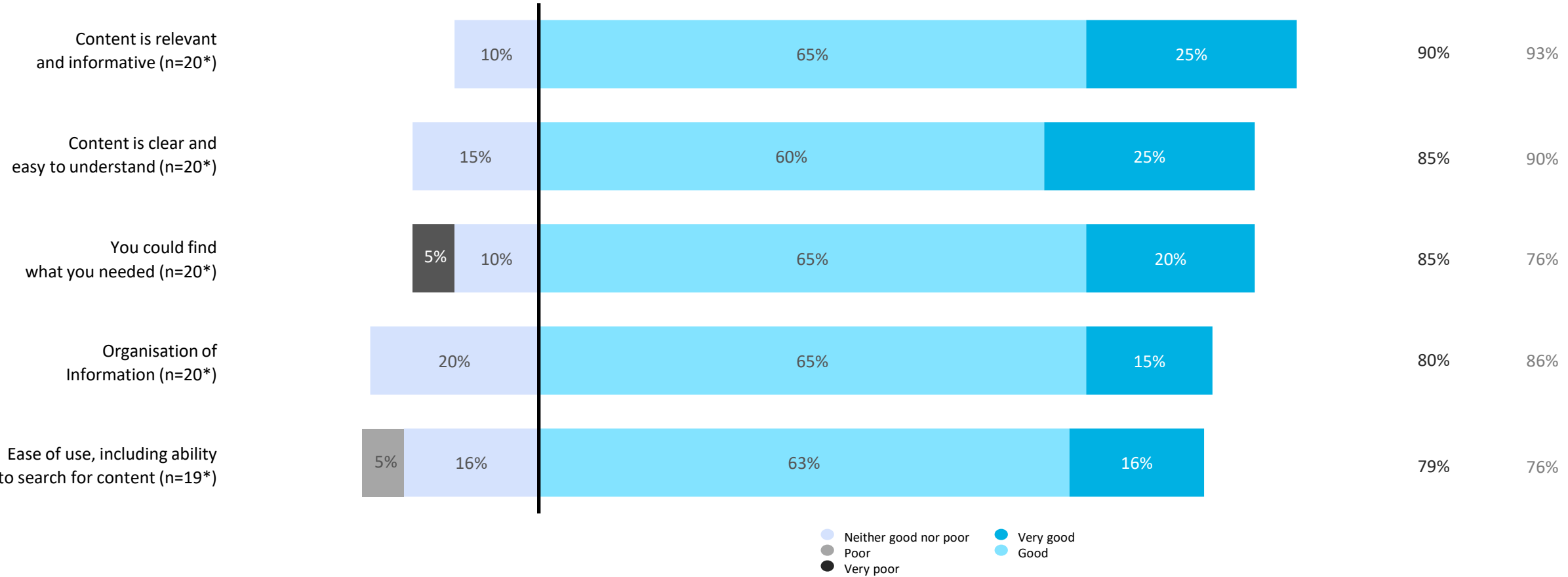
Q16. How many times, on average, have you visited the BSA website in the last 12 months?

* Sample size < 30 ** Sample size < 10

The BSA website is rated positively overall

Each aspect of the website was rated positively. When compared to the previous wave three out of the five aspects have a reduced percentage rating 'good' or 'very good'. The biggest improvement is regarding 'you could find what you needed' (85% cf. 76% in 2022).

'Good' or 'Very good'
2023 2022



Base: All respondents that had visited the BSA website excluding 'Don't know' (2023, = 19*20*, 2022, n=29*; 2021, n=41)
Q17. How would you rate the refreshed BSA website on each of the following?
* Sample size < 30 ** Sample size < 10

What aspects were most useful?

The look and feel, along with the decision database – are things broadcasters like about the BSA website.

Base: All respondents that had visited the BSA website (n=24*)

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

* Sample size < 30 ** Sample size < 10

Bold colours & easy to use website.
Radio broadcaster

It's logical, the links do what they say. And good font size and color, As I get older some color combinations look pretty but are hard to read. The BSA colors are good and legible.
Radio broadcaster

Its good source of information.
Radio broadcaster

Reasonably easy to use and informative.
Radio broadcaster

Decisions database - however this is hard to search effectively.
TV broadcaster

Code Information and Guidelines.
Radio broadcaster

Website is clear and is not cluttered easy to follow
Radio broadcaster

Workshops and seminars delivered at our place of work. Training material relevant to non-English speaking broadcasters and audiences.
Other broadcaster

Past complaints/decisions.
Radio broadcaster

The decisions database, 2022 Codebook and surveys.
Radio broadcaster

Searching for previous decisions on specific issues.
TV broadcaster

What aspects could be improved?

Most broadcasters didn't have any feedback for the website however, many brought up the 'decision search engine'. This could be an area for improvement.

Audio or visual aspects for people who don't manage well with lots of text
Radio broadcaster

Searching on decision outcome e.g. upheld
Radio broadcaster

Maybe the search function.
Radio broadcaster

No suggestions
Radio broadcaster

The decision search engine.
TV broadcaster

Search function needs improvement - sometimes can't find decisions i know exist even using the name of the programme or keywords.
TV broadcaster

Base: All respondents that had visited the BSA website (n=20*)

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

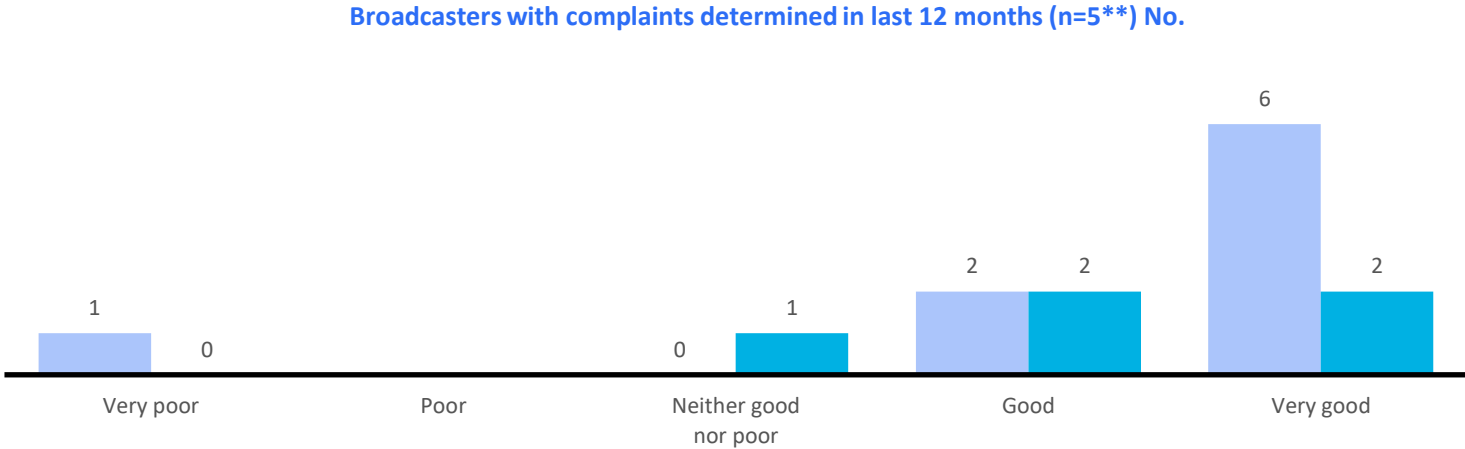
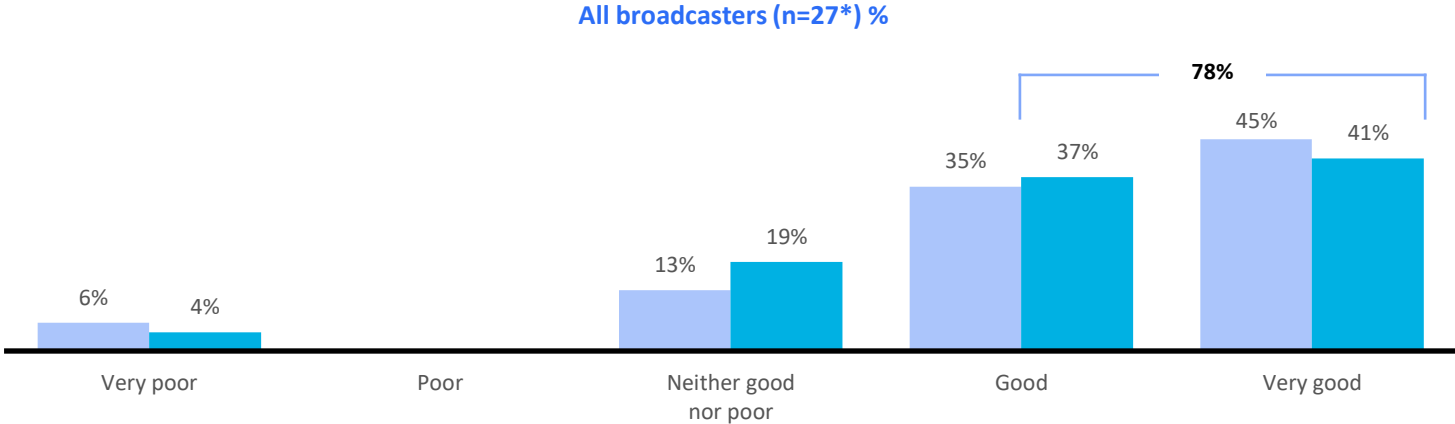
* Sample size < 30 ** Sample size < 10

Working relationship with the BSA

Broadcasters remain positive about their relationship with the BSA

Over three in four broadcasters rate their working relationships with the BSA as 'good' or 'very good' (78%). This is consistent with previous years.

Four out of five Broadcasters with complaints determined, are positive about their relationship with the BSA i.e. rated either 'good' or 'very good'

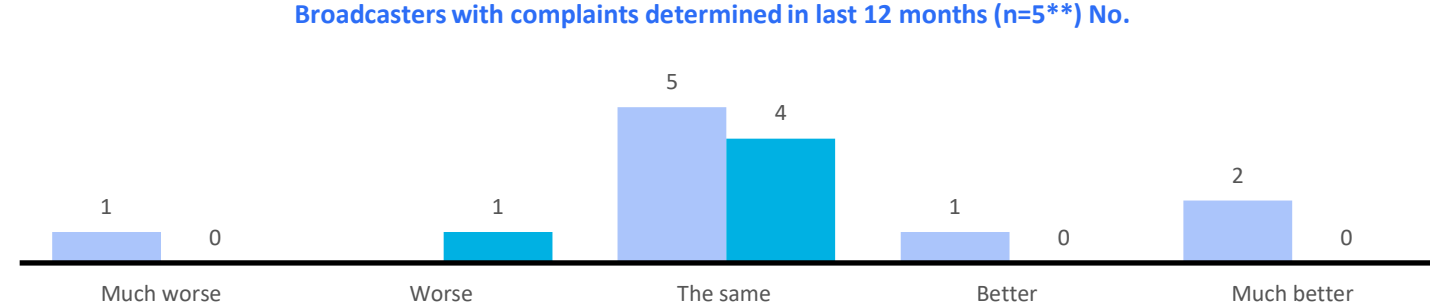
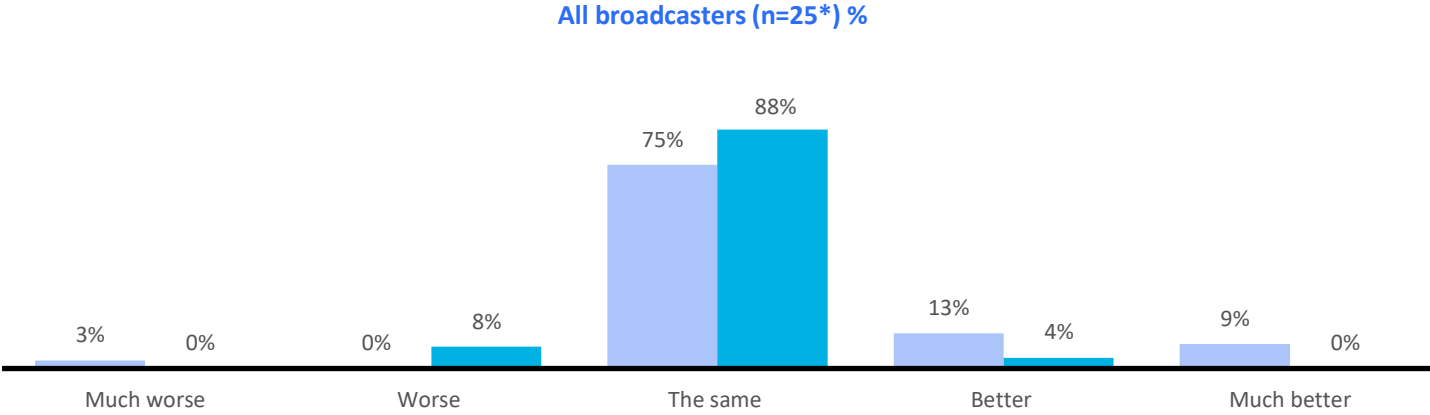


* Sample size < 30 ** Sample size < 10 2022 2023

Base: All respondents excluding 'Don't know/Not applicable' (2023, n=27*; 2022, n=31)
 Base: All respondents who had a complaint determined by the BSA in the last 12 months (2023, n=5**; 2022, n=9**)
 Q3. Overall, how would you rate the relationship you have with the BSA?

Overall relationship has remained the same since 2022

Almost nine in ten broadcasters rate their relationship with the BSA as the same as it was 12 months ago, with a small portion rating 'worse' or 'better'. This is improved since last wave and is at par in those with complaints determined.



* Sample size < 30 ** Sample size < 10 2022 2023

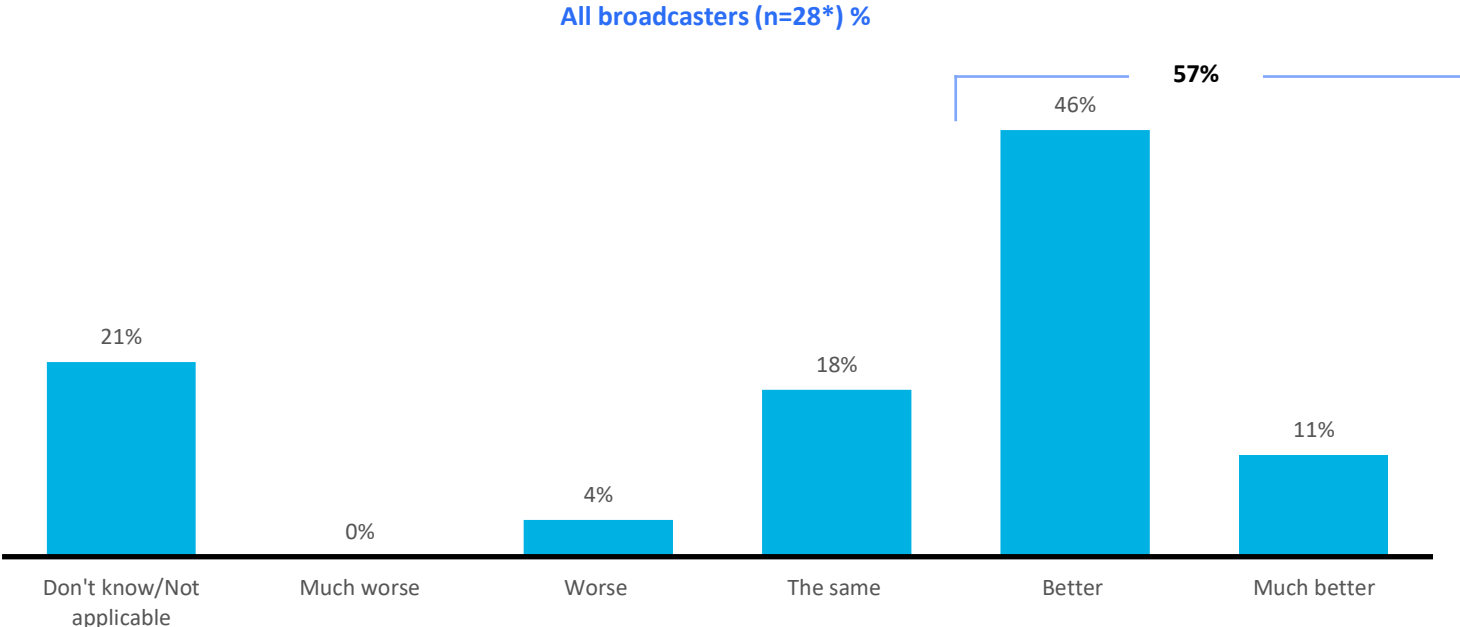
Base: All respondents excluding 'Don't know/Not applicable' (2023, n=25*; 2022, n=32)
 Base: All respondents who had a complaint determined by the BSA in the last 12 months excluding 'Don't know/Not applicable' (2023, n=5**; 2022, n=9**)
 Q4. Compared with 12 months ago, how would you rate the relationship?

Code of Broadcasting Standards

Broadcasters perceive the new code as better than the previous

Over half (57%) rated in as 'better' or 'much better' than the previous code.

A notable number of broadcasters don't have an opinion on the new code (21%).



No - still not equitable as no standards apply to internet shared content.
Radio broadcaster

Simple and easy to follow.
Multimedia broadcaster

Resulted in more work initially when assessing complaints under the new Codebook vs the older Codebook.
Radio broadcaster

It is great to have the codes all in the same place, removes duplication and reinforces the overall applicability of the codes to different media types.
Radio broadcaster

Some of the standards are too long e.g. standard 1 is 2 & 1/2 pages long.
TV broadcaster

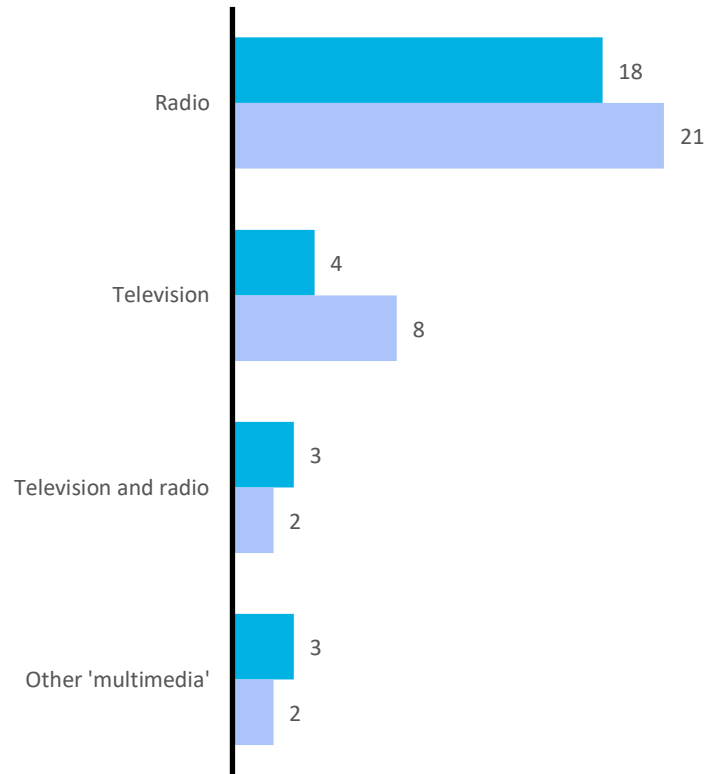
New Question added in 2023 Survey.
Base: All respondents including 'Don't know/Not applicable' (2023, n=28*)
Q71a. On 1st July 2022, the new (substantially shorter) Code of Broadcasting Standards in New Zealand came into effect. Compared to the previous version, how would you rate the new Code of Broadcasting Standards?
Q71b. Do you have any specific feedback on the new Code of Broadcasting Standards?

Appendix

Type of broadcaster
Length of time in operation
Complaints background
Notes to this report

Number of broadcasters, by type

- Compared with 2022, less TV broadcasters participated in the 2023 survey.
- Three 'multimedia' broadcasters participated in the 2023 survey.



Base: All respondents (2023, n=28* 2022, n=33)

Q2. What type of broadcaster are you?

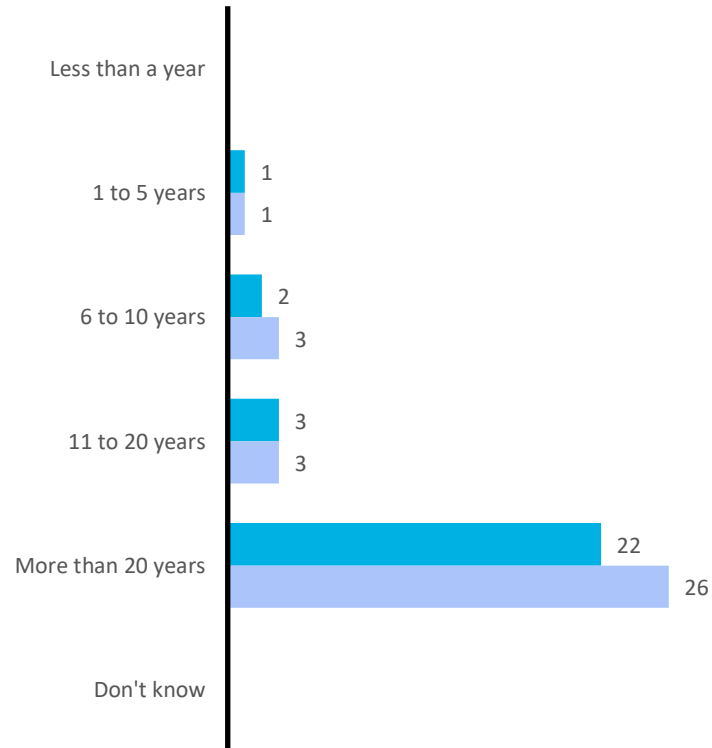
Q1. How many years has your broadcasting organization been in operation?

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.

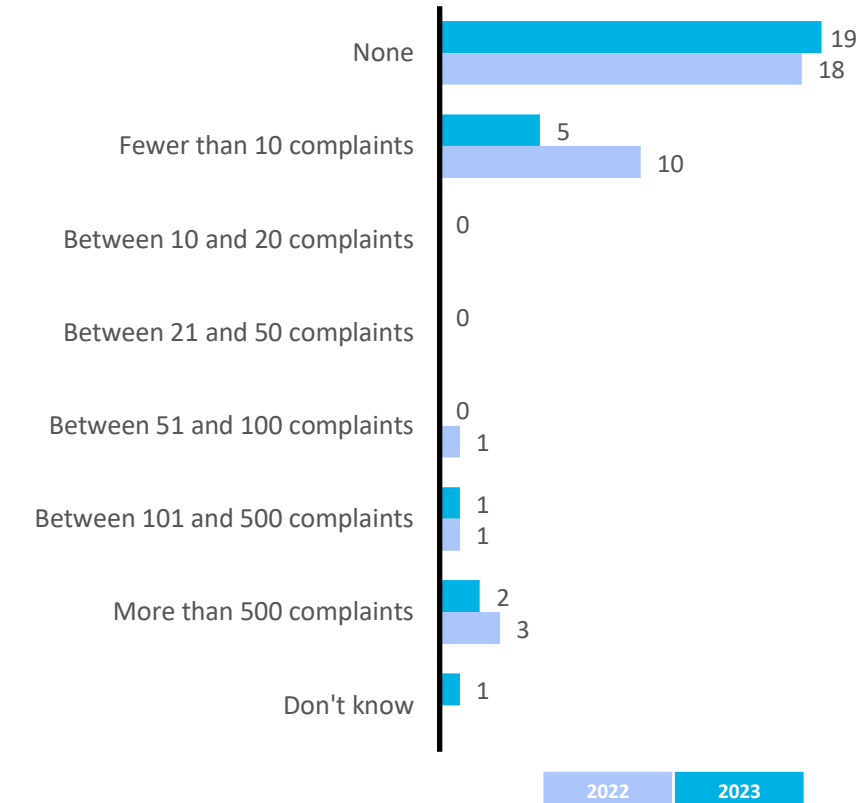
Number of broadcasters, by length of time in operation

- Majority of broadcasters participating in the 2023 survey have been in operation for more than 20 years.



Number of broadcasters, by volume of formal complaints

- Most of the broadcasters received no formal complaint in the past 12 months.
- Five broadcasters received fewer than 10 formal complaints.

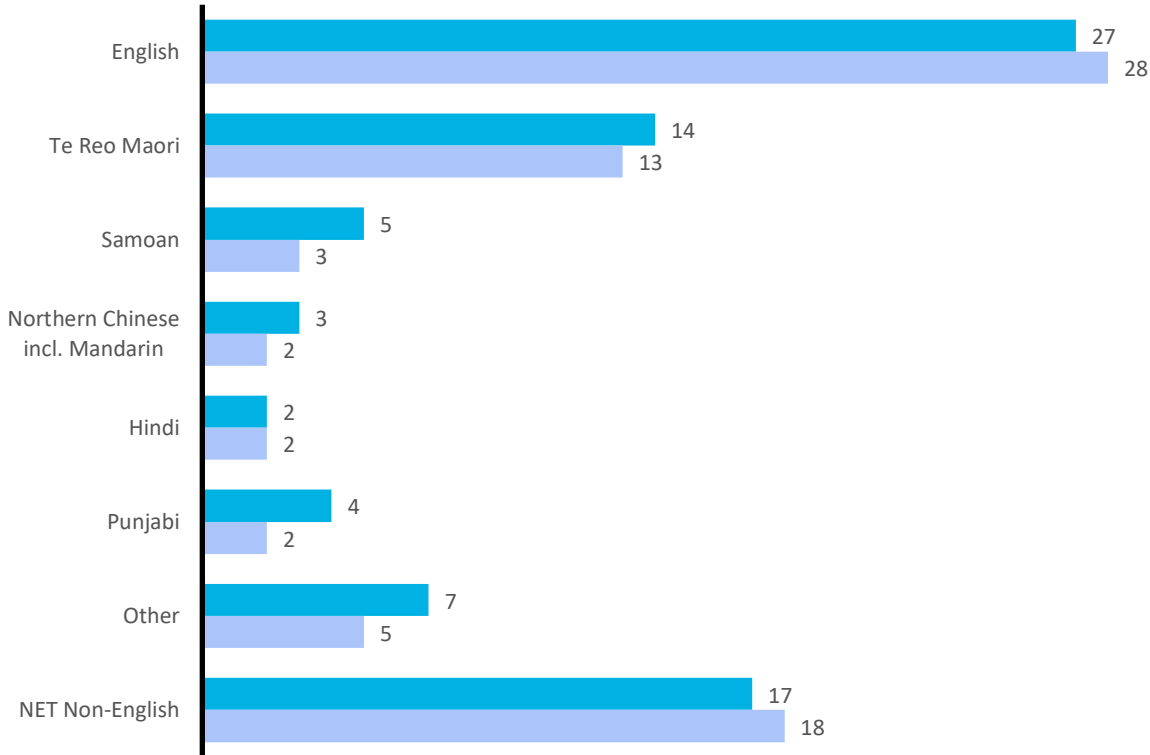


* Sample size < 30

** Sample size < 10

Languages broadcast in

- There is a large number (17) of broadcasters who broadcast in a language other than English.



New Questions added in 2023

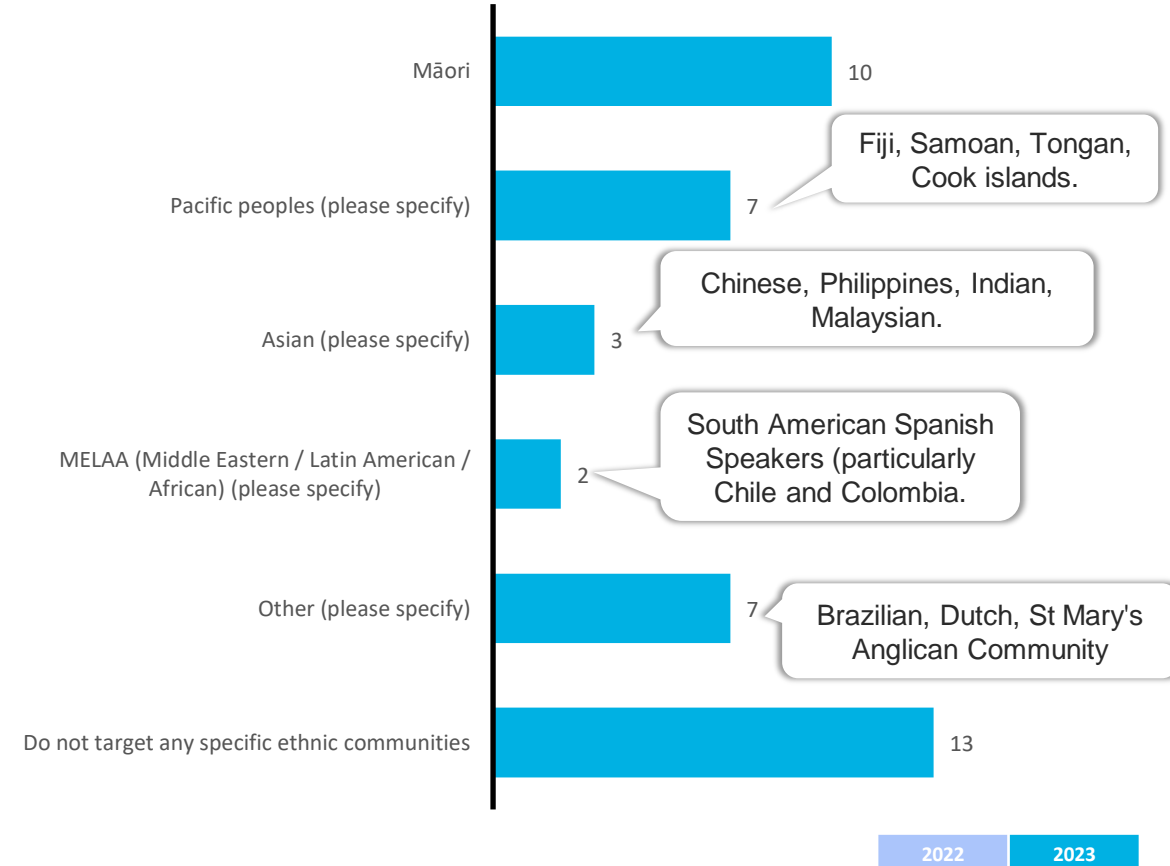
Base: All respondents (2023, n=28* 2022, n=33)

Q55. Which languages do you broadcast in?

Q70. Please identify any specific ethnic communities targeted by broadcasts you offer?

Number of broadcasters, by ethnic communities targeted

- Many broadcasters target specific communities, the largest group targeted being Māori. There is a notable number of broadcasters (13) whose content is not targeted to any specific ethnic communities.



* Sample size < 30

** Sample size < 10

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, 12 out of 24 broadcasters (50%) 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%.

Thank you

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