

# BBC Trust service review: BBC Online and BBC Red Button Consultation Questions

24 October 2012



# Introduction to the consultation

## Background

At the BBC Trust it is our responsibility to get the best out of the BBC for licence fee payers. One of the ways we do this is by carrying out an in-depth review of each of the BBC's services at least once every 5 years.

This time we are looking at BBC Online and BBC Red Button services.

We want your views on these services and your suggestions on how they can be improved.

This consultation remains open until **23rd January 2013** and we must receive your response on or before this date.

## How to take part in the consultation

**When you open this document you may receive a notification from Word which appears as a yellow banner at the top of your screen. To be able to enter your responses in this document you may need to click on 'Enable Editing'. Once you have completed your response, save this document to your computer and email back to us.**

The consultation questionnaire is divided into 2 parts. The first part (questions 1-5) asks series of questions about BBC Red Button, the second part (questions 6-16) asks about BBC Online.

You can answer as many or as few questions as you wish. There is also space for you to raise any other points not covered by our questions.

Once you have completed this questionnaire, you can email it to:

[onlineandredbutton@bbc.co.uk](mailto:onlineandredbutton@bbc.co.uk)

Or post it to:

BBC Online Review  
BBC Trust  
180 Great Portland Street  
London  
W1W 5QZ

You can also complete and submit the questionnaire online at:

<http://consultations.external.bbc.co.uk/bbc/online-redbuttonreview>

To request the questions in audio or braille please call 0800 0680 116 or Textphone 0800 0153 350.

## What happens next

The consultation closes on **23rd January 2013** and we must receive your response on or before this date. We will look at your responses, alongside a range of other information that we are collecting as part of this review. This will help us to consider any changes we need to make to improve BBC Online and BBC Red Button services.

A report setting out our conclusions and any changes we will be making will be published on the BBC Trust website in Spring 2013. If you would like to be notified of when the report has been published you will have the opportunity to leave your contact details at the end of the questionnaire, and request a paper copy of the review's summary report.

## About you: Equality and Diversity

The BBC Trust is committed to engage with and represent all licence fee payers. We ask a small number of questions at the end of the consultation so we understand more about what the diversity of licence fee payers think about BBC services. These questions are optional and you can answer as many or as few as you wish.

The information we collect will also help us to identify and improve the way we consult with licence fee payers in the future. Any information that you provide will only be used to analyse the range of respondents to this consultation. This information will be anonymous and will be kept strictly confidential. It will be held separately from your response to this consultation and any contact information you may provide.

## Confidentiality, Data Protection and Freedom of Information

We do not intend to publish individual responses from the public and will treat your identity in confidence if you disclose it to us. Any specific quotes used in the report will be anonymous unless otherwise requested. If you are responding on behalf of an organisation we may publish the organisation's views with your consent.

The BBC complies with the Data Protection Act 1998. The BBC Trust will securely store any personal information you provide such as your name, address, email address and your organisation and use it only for the purposes of administering this consultation. You can find more information on the BBC's privacy policy at <http://www.bbc.co.uk/privacy>.

This consultation is being run by Delib on behalf of the BBC Trust. Any personal data you provide will be processed by Delib in line with the BBC's instructions. If you submit information via the online form, Delib will set some cookies on your computer. You can find out more about these cookies at [http://consultations.external.bbc.co.uk/cookie\\_policy](http://consultations.external.bbc.co.uk/cookie_policy).

The BBC is covered by the **Freedom of Information** Act 2000. If a request is made under the Act in relation to this consultation, the BBC may be required to disclose the information unless an exemption under the Act applies. For more information, see <http://www.bbc.co.uk/foi>.

## Your response

Are you responding on behalf of an **organisation** or as an **individual**?

Please mark one box only.

Individual		Organisation: see below	X
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### If you are completing this on behalf of an organisation:

The BBC Trust usually publishes **organisational responses** in full when we reach our conclusions. If you would prefer that all or part of your response is treated as confidential, please complete the table below.

**What do you want the BBC Trust to keep confidential?** Please mark one box only.

<b>Nothing</b>	X
<b>Whole response</b>	
<b>Part of it: (please indicate which part)</b>	
<b>Name/Organisation</b>	The Children's Media Foundation
<b>Address</b>	PO Box 56614 London W13 0XS
<b>Other contact details (telephone/email)</b>	020 8810 8856 director@thechildrensmediafoundation.org

# BBC Red Button

**The following questions ask for your views on BBC Red Button. You can answer as many or as few as you wish.**

"BBC Red Button" is the name of the interactive TV services accessed by pressing the "red" or "text" buttons on your digital remote control. It should provide continuous and constantly updated news, information, education and entertainment services for all digital TV audiences by offering interactive video, audio, pictures, text and applications.

It should support and enhance some BBC TV programmes and provide a way of accessing BBC's on-demand TV and radio content, as well as other material.

Red Button is available on all digital TV services (Freeview, Freesat, Sky and Virgin) and offers a digital replacement for the Ceefax text service.

There are some differences between what is available on the Red Button on Sky, Virgin, Freesat and Freeview.

## **1. How often do you use BBC Red Button?**

Please mark only one box in each row.

	<b>Regularly</b>	<b>Occasionally</b>	<b>Never</b>
Red Button on Freeview	n/a		
Red Button on Sky	n/a		
Red Button on Virgin	n/a		
Red Button on Freesat	n/a		
Other: please state			

**2. BBC Red Button should offer accurate and up-to-date UK and international news, and information such as weather and travel reports.**

How well do you think BBC Red Button does this?

We believe the BBC Red Button service fulfils this objective

**3. BBC Red Button should enhance BBC TV and radio coverage of major sports, music and cultural events, such as Wimbledon and Glastonbury, via interactive features for the audience.**

How well do you think BBC Red Button does this?

We believe the BBC Red Button service fulfils this objective

#### 4. How easy do you find it to use the BBC Red Button service?

We're particularly interested in the speed and look of the service, and ease of searching for the information you are looking for.

The Children's Media Foundation (CMF) is primarily concerned with ensuring that children in the UK are provided the same access and range of interactive services as their adult counterparts. For those children without broadband access at home (often described as falling the wrong side of the "digital divide") the Red Button provides their only window on the wealth of digital content the BBC has to offer. The CMF notes that families in lower socio-economic groups are more likely to have access to Sky than a broadband package and we would like the BBC to step up its commitment to this underserved audience.

Whilst Children's services are available on Red Button, we feel the navigation, when accessed from BBC1 or BBC2, has not been sufficiently designed with children in mind. The text-based menus require a level of literacy that cannot be taken for granted, and children can easily get lost, or worse still, trip over content that is not entirely appropriate for un-moderated viewing. (This is better on when accessed via CBeebies and CBBC but these services are not always available).

When young viewers arrive in the Red Button children's zone, they are offered a *Newsround* and a *CBBC Extra* section that appear to be strictly text-based (where they previously carried video). The look of these pages feels very out of date and significantly less well funded than other sections of the Red Button portfolio. We would argue that, if anything, this audience in particular need to be offered a richer audio-visual offering than other genres, if the BBC is to meet its obligation of universal access, and to ensure the support of tomorrow's licence-payers.

We would ask the Trust to consider whether the BBC is assigning sufficient funds to the Children's Red Button services and that the BBC be transparent about the annual spend against the different genres on this platform, so that less mainstream audiences don't get forgotten or overlooked.



**5. What do you think would make the BBC Red Button service better? Is there anything else you would like to say about BBC Red Button?**

We understand that Red Button events accessed via CBeebies and CBBC command comparatively high audiences in proportion to the total number of available viewers in each age bracket and would advocate more of these event rather than fewer.

In summary: we would urge the BBC to put more effort and resource into supporting this younger demographic with Red Button services and pay particular attention to the navigation issues younger viewers encounter.

# BBC Online

**The following questions ask for your views on BBC Online overall and its services in detail.**

**Please answer as many questions as you can about the services you have used. If you have suggestions for how the BBC can improve any of its services we'd really like to hear your ideas. You can answer as many or as few as you wish.**

BBC Online is made up of a wide range of content including news, sport, weather, TV, radio and learning resources. It features programme clips; live and on-demand TV and radio; dedicated online only content and interactive apps.

Please note that CBBC and CBeebies websites are **not** included in this review of BBC Online. They will be looked at soon as part of separate review.

BBC Online should provide innovative and distinctive online content that supports and extends the BBC's TV and radio services. BBC Online should also offer people greater choice and control over how they watch and listen to BBC programmes. It should be available and accessible to internet users at all times and be free to use.

BBC Online has a series of commitments which sets out what it is expected to achieve.

We want to find out how well you think BBC Online is meeting these expectations.

## **6. How often do you typically use BBC Online?**

This may be via your desktop, smartphone (mobile phone with internet access, tablet (e.g. iPad) or connected TV.

Please mark one box.

Several times a day	n/a
Once a day	
Several times a week but not every day	
Once a week	
Less than once a week	
Hardly ever or never	

## 7. What parts of BBC Online have you used?

Please mark as many boxes as you like.

<b>Homepage</b>	n/a
<b>News</b>	n/a
<b>Sport</b>	n/a
<b>Weather</b>	n/a
<b>iPlayer</b> Viewing service for live BBC TV and radio and a catch up service on the last 7 days of BBC TV and radio programmes	n/a
<b>TV</b> Online information on BBC TV channels and programmes available. Features TV guide and links to programme-related content e.g.: behind the scenes footage, on-set interviews, quizzes, blogs.	n/a
<b>Radio</b> Programmes and clips from the BBC radio stations. Includes local and regional radio, World Service, podcasts and schedules.	n/a
<b>Knowledge</b> Factual content on a range of subjects, such as dedicated pages on food, history, health, science, music and nature	n/a
<b>Learning</b> Formal learning provision across a range of subjects for <b>Schools and pupils</b> (Bitesize, Learning Zone); <b>Adults</b> (basic skills, languages, IT); <b>Parents</b> (learning games, a blog sharing advice and experiences); and <b>Teachers</b> (Teach 2012, lesson plans and worksheets, Learning Zone)	n/a
<b>Another part of BBC Online</b> Please tell us which:	n/a

## BBC Online overall

### **8a. BBC Online should provide innovative and distinctive online content that supports and extends BBC's TV and radio services.**

How well do you think BBC Online does this? Are there parts of BBC Online that do this better or worse than others?

The CMF's primary concern is with the provision of a diverse range of high quality content specifically tailored for child audiences across the UK. The BBC provides two dedicated products for this demographic (CBeebies and CBBC) and we understand that these are outside of the terms of this review.

However, we also appreciate that the web is not as compartmentalised as traditional media and would like to raise the issue of how the children's services are signposted and discovered from other parts of [bbc.co.uk](http://bbc.co.uk).

According to Ofcom data most children use Google as their primary search tool and will often arrive at BBC pages without going via CBeebies and CBBC. The homepage makes little reference to the children's services (with direct links hidden behind a More button in the global navigation or below the fold) and can often be found promoting content that would not be deemed appropriate for younger viewers. (For example on the day of writing the TV section was promoting a BBC3 programme *Crazy for Party Drugs* and the iPlayer was flagging *Ripper Street* in its "Most Popular" section).

Whilst the iPlayer does require parental approval to view post-watershed G-rated shows (such as *Ripper Street*, it's only one click to override and far too easy for curious children to circumvent. Live streams also appear not to carry any ratings when they're launched.

As a universal destination, designed for the full range of UK audiences, we would urge the BBC to spend more time thinking about the user journeys for this younger demographic, who understandably seek out the BBC for their favourite shows – both in primetime and on the children's channels.

### **8b. What do you think of the BBC Online homepage?**

In particular we want to know how clearly it shows the range of BBC Online content that is available and how easy it is to find what you are looking for.

See above.

## News

BBC Online has a number of commitments about its news coverage.

**9a.** How well do you think BBC Online News **provides up-to-date, accurate and impartial coverage of UK and world news?**

Please mark one box.

Very well	Quite well	Not well	Not at all well	Don't know
x				

**9b.** How well do you think BBC Online News **reflects news from the UK's nations and local areas?**

Please mark one box.

Very well	Quite well	Not well	Not at all well	Don't know
	x			

**9c. Why do you say this? How can BBC Online improve its news coverage?**

Once again the BBC needs to remember it has an obligation to all audiences, young and old. We would like to see a stronger commitment to children's services across the piece. Bearing in mind many children may find news stories via natural search, we would like to recommend more signposting from BBC News to its sister service *Newsround* which has a strong track record in helping children understand the issues of the day.

This is particular pertinent when there are stories that can leave children confused or concerned such as during the recent Connecticut school shootings.

## Sport

BBC Online has a number of commitments about its sports coverage.

**10a.** How well do you think BBC Online Sport **supports the BBC's TV and radio sports coverage?**

Please mark one box.

Very well X	Quite well	Not well	Not at all well	Don't know
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**10b.** How well do you think BBC Online Sport **covers major sports, sporting events and features 'minority' or lower profile sports?**

Please mark one box.

Very well	Quite well X	Not well	Not at all well	Don't know
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**10c.** How well do you think BBC Online Sport **reflects the different sports events and sporting interests of each nation in the UK?**

Please mark one box.

Very well	Quite well X	Not well	Not at all well	Don't know
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**10d. Why do you say this? How can BBC Online improve its sports coverage?**

We take these questions to be in part about diversity, and say again, the sports site is not designed with children in mind and there is no signposting to an age appropriate alternative.

## Knowledge

BBC Online has a commitment to support BBC TV and radio programmes by offering online content to **enhance knowledge**, such as dedicated pages on a range of subjects including food, history, health, science, music and nature.

### 11a. How well do you think it does this?

Please mark one box.

Very well	Quite well	Not well	Not at all well	Don't know
	X			

### 11b. Why do you say this? How can BBC Online improve the way it does this?

Again, this site is not designed with children in mind and there is no sign-posting to an age appropriate alternative

## Learning

BBC Online has a commitment to **encourage learning** by providing learning resources on a broad range of subjects aimed at children, adult learners, parents and teachers. This includes providing resources that use BBC TV and radio archives.

### 12a. How well do you think it does this?

Please mark one box.

Very well	Quite well	Not well	Not at all well	Don't know
	X			

### 12b. Why do you say this? How can BBC Online improve the way it does this?

We believe this area, in particular, needs to be far more child-centric. When visiting the homepage it offers all sorts of onward navigation for Adult Learners, Schools, Parents and Teachers – but nothing specifically targeting children. Considering so many children now use the internet for homework, it is surprising that there isn't more emphasis on children's resources when you first enter the Learning section.



## iPlayer

BBC iPlayer should **support BBC TV and radio via its live viewing and catch up service.**

### 13a. How well do you think iPlayer does this?

Please mark one box.

Very well	Quite well	Not well	Not at all well	Don't know
	X			

### 13b. Why do you say this? What could BBC iPlayer do better?

In addition to the weak parental lock override feature, mentioned above, the iPlayer is also not designed with children's user requirements in mind.

Inappropriate content often gets promoted on the homepage and, whilst not necessarily accessible when the parental lock is on, it can prove alluring to inquisitive children who are surfing the web unsupervised. The BBC does provide a CBBC and CBeebies iPlayer service but neither are evident from the main iPlayer destination. It feels as though children are not considered as part of the wider population when these sites are designed and tested.

## TV

Other BBC Online content about TV should **provide innovative online-based entertainment content**, including drama and comedy, to a wide range of audiences.

Recent examples include online Doctor Who games, the Eastenders spin-off "E20", and "Comedy Exclusives" that features original comedy sketches made for online viewers.

### 14a. How well do you think it does this?

Please mark one box.

Very well	Quite well	Not well	Not at all well	Don't know N/A
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Other BBC Online content about TV should **promote creativity** by providing online entertainment that complements BBC broadcast programmes. This includes behind-the-scenes footage, TV blogs and links to related BBC shows.

### 14b. How well do you think it does this?

Please mark one box.

Very well	Quite well	Not well	Not at all well	Don't know N/A
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### 14c. Why do you say this? How could BBC Online coverage of TV be improved?

## Radio

Other BBC Online content about radio should **enhance BBC radio** stations in ways which complement broadcast programmes, such as via video clips and podcasts.

### 15a. How well do you think it does this?

Please mark one box.

Very well	Quite well	Not well	Not at all well	Don't know
				N/A

### 15b. Why do you say this? How could BBC Online's radio service be improved?

## Content and experience

**16a.** BBC Online should **reflect audiences in the different nations and local communities across the UK** through its news, sports, weather, travel and other online content.

How well does BBC Online do this? How could BBC online improve on this?

N/A

**16b.** BBC Online should **encourage users to look at other online content** by offering links to relevant non-BBC websites.

How well does BBC Online do this?

As mentioned previously, what the section promotes is not always suitable for children who may come to the site out of curiosity.

This is an area of particular concern for the CMF. Without more signposting to age-appropriate services (where relevant) we would be very concerned about more onward links to non-BBC services that are not necessarily vetted or safe for younger users.

We note that many parts of [bbc.co.uk](http://bbc.co.uk) point to YouTube and Facebook as well as ad-supported websites and yet they make CBBC and CBeebies practically impossible to find. We would argue that providing onward journeys must be considered alongside a site-wide responsibility to surface child-appropriate content where available.

**16c.** BBC Online should encourage people to **actively participate in discussion** on content in a variety of ways, such as posting their own comments and videos to the BBC Online website.

How well does BBC Online do this?

**16d.** BBC Online content should be **easy to search and navigate** so you can quickly find what you are looking for. BBC Online should also help you to **discover new content** from across its service.

How well does BBC Online do this?

As far as we know there is no child-friendly search tool across [bbc.co.uk](http://bbc.co.uk) and no provision for parents to set criteria for safe search.

**16e.** BBC Online should be more accessible to our users by being available on **'4 Screens'**. These are connected TV; desktop; tablet (e.g: iPad) and smartphone (i.e: a mobile phone with access to the internet).

How well do you think BBC Online is doing this? How do you think it could benefit BBC Online users?

The numbers of children and in particular young teens with access to tablets and smart phones and their ease of use for even the very youngest would suggest that these are fertile areas for communicating with the young audience. We would ask the Trust to ensure that some of the failings we not in the site and in red-button services are not repeated when new content is developed for smart devices. Content needs to be clear of inappropriate promotion, designed with the younger user in mind, with good sign-posting to age appropriate content.

**16f. Is there anything else you would like to say about BBC Online?**

Whilst we understand that CBeebies and CBBC are subject to their own review, and we will of course contribute to that, we feel it is important that the two services are also considered as part of the overall online mix of bbc.co.uk and not some separate silo.

The children's services have been described as core 'products' in the BBC digital portfolio and we would like more details about the digital spend across the two brands and public assurance that these will not be eroded in the current DQF cuts.

We are also keen to understand the commitment to the independent production community in this genre as the BBC has traditionally played a key role in supporting the UK children's creative industries.

Many of our supporters have noted that BBC digital spend on Children's programme brands has declined since the move to Salford and that most of the technical infrastructure is now built in-house.

The CMF believes that a diverse, plural supply base is essential to ensure a healthy production community – specialised in delivering high quality children's content, and to guarantee the best range of services for children.

We would therefore ask for more transparency about the spend on Children's digital services in proportion to the total Future Media budget, how that splits between technical and editorial, what proportion of that spend is commissioned from 3<sup>rd</sup> party non in-house UK providers, and how broad that supply base is.

## What did you think of this consultation?

We want to make sure our consultations are accessible to anyone that wants to take part and allow you to express your views in full. These questions are optional and you can answer as many or as few as you wish.

Please tell us what you thought of this consultation by marking the box that most closely represents how you feel about each of the statements below:

	Agree	Neither agree nor disagree	Disagree	Don't know
The consultation was easy to find on the BBC Trust website.	X			
The consultation questions were clear and easy to understand.	X			
I would take part in a future BBC Trust consultation.	X			

How did you hear about this consultation?

Word of mouth

Is there anything you would like us to improve on or do differently for future consultations? If so, please tell us below.

Future consultations should be more widely advertised, possibly via the BBC homepage.

## About You

Your answers to the following questions will help us to understand how successfully we are gathering views from BBC licence fee payers in all their diversity and help us to improve how we consult in the future. We would like to assure you that this information is strictly confidential. It will be held separately from your response to this consultation and any contact information you may provide. No information will be used in any way which allows a person to be identified. These questions are optional and you can answer as many or as few as you wish.

### 1. Location

England	Northern Ireland	Scotland	Wales	Other (please state)

### 2. Age

15 and under	16-24	25-34	35-44	45-54	55-64	65 and over	Prefer not to say

### 3. Gender

Male	Female	Prefer not to say

### 4. Sexual Orientation

Heterosexual/ Straight	Gay woman/ Lesbian	Gay man	Bisexual	Other	Prefer not to say

### 5. Disability

	Yes	No	Prefer not to say
Do you consider yourself to be disabled?			



## 6. Ethnic group or background

<b>Asian/ Asian British</b>	
Bangladeshi	
Chinese	
Indian	
Pakistani	
Any other Asian background (please state)	
<b>Black African/Caribbean/Black British</b>	
African	
Caribbean	
Any other Black/ Black African/Caribbean background (please state)	
<b>White</b>	
English/Northern Irish/Scottish/Welsh	
Irish	
Gipsy or Irish Traveller	
Any other White background (please state)	
<b>Mixed/multiple ethnic groups</b>	
White & Black Caribbean	
White & Black African	
White & Asian	
Any other Mixed/multiple ethnic background	
Other ethnic group (please state)	
Prefer not to say	

## 7. Religion/belief

No religion		Jewish	
Buddhist		Muslim	
Christian (including Church of England, Catholic, Protestant and all other Christian denominations)		Sikh	
		Any other (please state)	
Hindu		Prefer not to say	

## Next Steps

### Thank you for responding to this consultation.

The published report will be available on the BBC Trust website in Spring 2013. If you would like us to notify you when the report is published please provide your email address below. You can also request a paper copy of the summary report by giving us your postal address so we can send this to you.

<b>Notify me by email</b>	Email address: <a href="mailto:director@thechildrensmediafoundation.org">director@thechildrensmediafoundation.org</a>
<b>Post summary report</b>	Postal address:  <a href="#">Director</a> <a href="#">The Children's Media Foundation</a> <a href="#">PO box 56614</a> <a href="#">London W13 0XS</a>