



ANNEX

Key Performance Indicators and
Performance for PSB Programmes
for the Financial Year Ended 31 March 2015

AVERAGE VIEWERSHIP OF PSB PROGRAMMES

Viewership targets¹ for (funded and locally produced) PSB programmes were set by television channel and genre based on each channel's target demographic group.

Across the channels, the average percentage of targets² met was 104%. The total reach of PSB programmes in FY2014 was 87.6% (4.507 million) of viewers aged four and above.

PSB programmes³ were also made available for catch-up viewing online via the XinMSN and Toggle multimedia sites, drawing over 11 million views. In addition, PSB-funded web-exclusive content⁴ (online extensions of PSB programmes) drew over 1.2 million views on Toggle and XinMSN⁵ and over 910,000 views on Channel NewsAsia's website and YouTube⁶ channel.

A summary of the average viewership of PSB programmes across FTA TV channels in FY2014⁷ is as follows:

Channels	Target Demographic	Channel Descriptions/Prime Time ⁸ Ratings in FY2014	Average Prime Time Ratings of Local PSB Programmes Across Genres	Total Reach ⁹ of Local PSB Programmes (by Channel)
Channel 5	P4+ ¹⁰	24-hour English entertainment channel targeting a mass audience with local productions, including news, and foreign acquired programmes. Average prime time rating of 2.2% (112,000).	1.5% (78,000)	59.1% (3,041,000)
Channel 8	P4+	24-hour Mandarin general entertainment channel targeting a mass audience with local productions, including news, and foreign acquired programmes. Average prime time rating of 10.5% (543,000).	10.6% (547,000)	67.4% (3,467,000)

¹ Refers to ratings and reach targets. "Ratings" measures the percentage (or number) of viewers watching a programme at any one point during the programme's telecast. "Reach" is the total percentage (or number) of unduplicated individuals who tune into a TV programme over a given time period (based on the Kantar Media "Television Audience Measurement" system).

² Based on a total of 88 targets (set by genre and channel). Targets were revised in FY2014 (with some increases made).

³ PSB programmes on Channel 5, Channel 8, Channel U, okto, Suria and Vasantham.

⁴ PSB-funded web-exclusive content across all free-to-air channels (Channel NewsAsia web-exclusive content based on views on CNA.com and YouTube).

⁵ Source: Omniture. Catch-Up views were based on 214 PSB programmes or 3,620 online clips and web-only content views were based on a total of 825 online clips. XinMSN views were tabulated for the period between April 2014 to September 2014 and Toggle views were tabulated for the period between October 2014 to March 2015.

⁶ Source: Channel NewsAsia website and YouTube.

⁷ The average viewership for FY2014 (i.e. from April 2014 to March 2015) is measured based on the viewership for the calendar years, 2014 and 2015.

⁸ Channels' prime time refers to 7pm-11pm for Channels 5, 8, U, CNA, Suria and Vasantham. okto's primetime for its children's belt is weekdays 9am-9pm/ weekends 7am-9pm, and 10pm-12mn daily for okto's arts belt. This would include PSB-funded and non-funded programmes.

⁹ Based on whole-day viewing.

¹⁰ "P4+" refers to people aged 4 and above (where the 2014 and 2015 potential viewer base is 5,145,000 and 5,224,000).

Channel	Target Demographic	Channel Descriptions/Prime Time ⁸ Ratings in FY2014	Average Prime Time Ratings of Local PSB Programmes Across Genres	Total Reach ⁹ of Local PSB Programmes (by Channel)
Channel U	CUME 15+ ¹¹	Mandarin entertainment channel targeting youth and working professionals with local productions, including news, and foreign acquired programmes. Average prime time rating of 3.0% (133,000).	3.8% (169,000)	45.3% (2,024,000)
Channel NewsAsia (Singapore)	CUME P15+ ¹² (above S\$5k) and P15+	Special interest news and information channel targeting working professionals with the provision of primarily locally produced content. Average prime time rating of 1.2% (5,400) for CUME P15+ (above S\$5k) and 0.7% (30,000) for CUME P15+.	P15+ - 1.8% (82,000) PMEB - 2.7% (12,100)	P15+ - 52.2% (2,332,000) PMEB - 64.5% (280,000)
okto	P4-12 ¹³ and P15+	Special interest channel with daytime and early evening timebelts for children and evening timebelt for youths and the local arts community. Offers a mix of locally produced and foreign acquired children's, information and arts/culture programmes. Average prime time rating of 2.1% (12,000) for the children's belt and 0.2% (11,000) for the arts/culture belt.	P4-12 - 2.5% (13,500) P15+ - 0.2% (9,000)	P4-12 - 46.8% (254,000) P15+ - 8.2% (367,000)
Suria	M4+ ¹⁴	Malay language general entertainment channel catering to the community with local productions and acquired programmes from the region. Average prime time rating of 10.3% (74,000).	12.9% (90,000)	90.8% (619,000)
Vasantham	Ind4+ ¹⁵	Tamil language general entertainment channel catering to the Indian community with local and acquired productions from Indian markets. Average prime time rating of 8.4% (49,000).	9.1% (53,000)	77.8% (453,000)

PSB Satisfaction Survey

To further gauge viewers' responses to PSB programmes, MDA conducts an annual PSB public satisfaction survey¹⁶ which measures public satisfaction levels with attributes such as programme quality, engagement and informative value, and public service value. In FY2014, 70% of respondents indicated that their satisfaction level with PSB was high, compared to 69% in CY2013 and 71% in CY2012.

Accumulated PSB reserves from unutilised RTV license fees

The PSB reserves accumulated over the period FY2003 to FY2014 from unutilised RTV licence fees amounted to S\$48.8 million as at 31 March 2015.

¹¹ "CUME" refers to the cumulative figure of the ratings of a programme telecast across one week and "P15+" refers to viewers aged 15 years and above. (P15+ potential viewer base in 2014 and 2015 is 4,470,000 and 4,554,000).

¹² "PMEB (above S\$5k)" refers to professionals, managers, executives and businessmen with monthly income of S\$5,000 and above. (2014 and 2015 potential viewer base at 435,000 and 449,000).

¹³ "P4-12" refers to people aged 4 to 12 (2014 and 2015 potential viewer base at 543,000 and 540,000).

¹⁴ "M4+" refers to Malays aged 4 and above (2014 and 2015 potential viewer base at 682,000 and 732,000).

¹⁵ "Ind4+" refers to Indians aged 4 and above (2014 and 2015 potential viewer base at 582,000 and 590,000).

¹⁶ Source: GfK, Public Service Broadcast (PSB) Public Satisfaction Survey; Degree Census, Public Service Broadcast (PSB) Public Satisfaction Survey 2013 & 2012.