



ANNEX

**Key performance indicators and
performance for PSB programmes**

For the financial year ended 31 March 2013

KEY PERFORMANCE INDICATORS AND PERFORMANCE FOR PUBLIC SERVICE BROADCAST PROGRAMMES (FOR THE FINANCIAL YEAR ENDED 31 MARCH 2013)

In the financial year ending 31 March 2013 (“FY12”), the following key performance indicators were applied to measure the effectiveness of Public Service Broadcast (“PSB”) television programmes:

- (I) Number of PSB television programme hours fulfilled¹.
- (II) Average viewership of PSB television programmes.

(I) Number of PSB Television Programme Hours Fulfilled

In FY12, MDA required MediaCorp to telecast a minimum of 4079.5 hours of (funded) PSB television programmes across its seven free-to-air television (“FTA-TV”) channels. The requirement was fulfilled as follows:

Min. no. of PSB hours required		Actual no. of PSB hours fulfilled by MediaCorp	
Total	4079.5	Total	6022
Locally Produced ²	2065.5	Locally Produced	2398.5
Acquired	2014	Acquired	3623.5

(II) Average Viewership of PSB Programmes

Viewership targets for PSB programmes³ are set by television channel and genres based on the channel’s target demographic group. The range of genres supported across channels includes information, children’s, arts/culture and sports programmes, drama and variety programmes.

¹ Refers to the total number of locally produced and foreign acquired PSB television programmes fulfilled by MediaCorp against minimum PSB hours required by MDA for funding provided. Locally produced programmes are in-house productions by MediaCorp and outsourced productions by independent production companies.

² Foreign acquired PSB programmes are supported to supplement the total provision of PSB content on special interest/minority language channels, accounting for about 7% of funding allocation for PSB programmes on FTA-TV.

³ Refers to locally produced PSB programmes.

Of the viewership targets⁴ set, the average percentage of targets met across the channels was 104%⁵. The total reach of these PSB programmes in FY12 was 91.7% or 4,535,000 viewers aged four and above.

PSB TV programmes were also made available for “catch-up” viewing online with dedicated web-only online clips such as additional interview clips, behind-the-scenes segments and spin-off stories⁶. In FY12, PSB content online drew close to 10 million views.

A summary of the average viewership of the PSB programmes across channels in FY12⁷ is as follows:

TV Channel	Target Demographic	Channel Descriptions/Prime Time ⁸ Ratings in FY12	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 3.1% (153,000).	2.9% (147,000)	69.1% (3,419,000)
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 10.3% (510,000).	9.6% (477,000)	76.4% (3,779,000)

⁴ 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).

⁵ Based on a total of 80 targets (set by genre and channel)

⁶ Online content was offered on the web portal xinMSN, a tie-up between MediaCorp and Microsoft.

⁷ The average viewership for FY12 (i.e. from April 2012 to March 2013) is measured based on the viewership spanning two calendar years, 2012 and 2013, due to the period covered.

⁸ Channels’ prime time refers to 7pm-11pm for Channels 5, 8, U, CNA, Suria and Vasantham and weekdays 6.30pm-8.30pm/weekends 9am-1pm for okto’s kids’ belt, and weekdays 10pm-11pm/weekends 10pm-12mn for okto’s info/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 2012 and 2013 potential viewer bases are 4,825,000 and 5,059,000, respectively).

TV Channel	Target Demographic	Channel Descriptions/Prime Time ⁸ Ratings in FY12	Average Prime Time Ratings of Local PSB Programmes Across Genres	Total Reach ⁹ of Local PSB Programmes (by Channel)
Channel U	CUME P15+ ¹¹	Mandarin entertainment channel targeting youth and working professionals with local productions, including news, and foreign acquired programmes. Average prime time rating of 3.2% (139,000).	4.4% (193,000)	52.2% (2,295,000)
Channel NewsAsia (Singapore)	CUME PMEB (above \$5k) ¹²	Special interest news and information channel targeting working professionals with the provision of primarily locally produced content. Average prime time rating of 1.5% (4,600).	2.0% (6,300)	55.1% (157,000)
okto	P4-12; and P15+ ¹³	Special interest channel with daytime/early evening timebelts for children and evening timebelt for youth/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 4.6% (24,100) for the children's belt and 0.3% (11,200) for the arts/culture belt.	P4-12: 4.1% (21,400) P15+: 0.3% (10,900)	P4-12: 57.6% (297,800) P15+: 15.9% (685,700)
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 9.0% (68,000).	9.3% (69,938)	97.6% (628,000)
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 7.1% (34,700).	8.7% (42,600)	85.5% (410,400)

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+ viewer base in 2012 and 2013 is 4,300,000 and 4,397,000)

¹². "PMEB (above \$5k) refers to professionals, managers, executives and businessmen with monthly income of S\$5,000 and above (where the 2012 and 2013 viewer bases are 285,000 and 378,000, respectively)

¹³. 'P4-12' refers to people aged 4 to 12, which is the target demographics for okto's children timebelt. okto's art timebelt targets key demographics of viewers aged 15 years and above (P15+).

¹⁴. "M4+" refers to Malays aged 4 and above (where the 2012 and 2013 potential viewer bases are 644,000 and 755,000, respectively)

¹⁵. "Ind 4+" refers to Indians aged 4 and above (where the 2012 and 2013 potential viewer bases are 480,000 and 516,000, respectively)

III) Other Performance Measurements

To further gauge viewers' responses to PSB programmes, MDA conducts an annual PSB public satisfaction survey which measures public satisfaction levels with attributes such as programme quality, engagement and informative value, and public service value. In 2012, 71% of respondents indicated that their satisfaction level with PSB was high, an improvement from 2011's result of 60%.

Accumulated PSB reserves from unutilised RTV licence fees

The PSB reserves accumulated over the period FY03 to FY12 from unutilised RTV licence fees amounted to S\$49.6 million as at 31 March 2013.