

# ANNEX

Key performance indicators and  
performance for PSB programmes

For the financial year ended 31 March 2014

## KEY PERFORMANCE INDICATORS AND PERFORMANCE FOR PUBLIC SERVICE BROADCAST PROGRAMMES (FINANCIAL YEAR ENDING 31 MARCH 2014)

In the financial year ending 31 March 2014 (“FY13”), the following key performance indicators were applied to measure the effectiveness of Public Service Broadcast (“PSB”) programmes on free-to-air television (“FTA TV”):

- (I) Number of PSB television programme hours fulfilled<sup>1</sup>.
- (II) Average viewership of PSB television programmes.

### (I) Number of PSB Television Programme Hours Fulfilled

In FY13, MDA required MediaCorp to telecast a minimum of 4,243 hours of (funded) PSB programmes across MediaCorp’s seven FTA TV channels. This covers a range of genres, including information, children’s, arts/culture, sports dramas, variety and minority language programmes. The requirement was fulfilled as follows:

Minimum number of PSB hours required		Number of PSB hours fulfilled by MediaCorp	
Total	4,243	Total	6,039.5
Locally Produced	2,229	Locally Produced	2,439.5
Acquired <sup>2</sup>	2,014	Acquired	3,600

### (II) Average Viewership of PSB Programmes

Viewership targets<sup>3</sup> for (funded and locally produced) PSB programmes were set by television channel and genre based on each channel’s target demographic group.

- <sup>1</sup> 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.
- <sup>2</sup> Foreign acquired PSB programmes are supported to supplement the total provision of PSB content on special interest/minority language channels, accounting for about 5% of funding allocation for PSB programmes on FTA TV.
- <sup>3</sup> 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).

Across the channels, the average percentage of targets met was 96%<sup>4</sup>. The total reach of PSB programmes in FY13 was 89% (4.502 million) of viewers aged four and above.

PSB programmes were also made available for catch-up viewing online via the “xinMSN” multimedia site, drawing over 10.8 million views. In addition, PSB-funded web-exclusive content (online extensions of PSB programmes) drew over 200,000 views on xinMSN<sup>5</sup>.

A summary of the average viewership of PSB programmes across FTA TV channels in FY13<sup>6</sup> is as follows:

TV Channel	Target Demographic	Channel Descriptions/Prime Time <sup>7</sup> Ratings in FY13	Average Prime Time Ratings of Local PSB Programmes Across Genres	Total Reach <sup>8</sup> of Local PSB Programmes (by Channel)
<b>Channel 5</b>	P4+ <sup>9</sup>	24-hour English entertainment channel targeting a mass audience with local productions, including news, and foreign acquired programmes. <b>Average prime time rating of 2.6% (132,000).</b>	2.2% (112,000)	66.9% (3,384,000)
<b>Channel 8</b>	P4+	24-hour Mandarin general entertainment channel targeting a mass audience with local productions, including news, and foreign acquired programmes. <b>Average prime time rating of 10.0% (509,000).</b>	9.6% (486,000)	68.9% (3,486,000)
<b>Channel U</b>	CUME P15+ <sup>10</sup>	Mandarin entertainment channel targeting youth and working professionals with local productions, including news, and foreign acquired programmes. <b>Average prime time rating of 3.1% (138,000).</b>	2.9% (130,000)	48.9% (2,152,000)

<sup>4</sup> Based on a total of 88 targets (set by genre and channel). Targets were revised in FY13 (with some increases made).

<sup>5</sup> Source: Omniture. Catch-up views were based on a total of 95 PSB programmes or 1,500 online clips and web-only content views were based on a total of 48 online clips.

<sup>6</sup> The average viewership for FY13 (i.e. from April 2013 to March 2014) is measured based on the viewership for the calendar years, 2013 and 2014.

<sup>7</sup> 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.

<sup>8</sup> Based on whole-day viewing

<sup>9</sup> “P4+” refers to people aged 4 and above (where the 2013 and 2014 potential viewer base is 5,059,000 and 5,145,000)

<sup>10</sup> “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 2013 and 2014 is 4,397,000 and 4,473,000)

TV Channel	Target Demographic	Channel Descriptions/Prime Time <sup>7</sup> Ratings in FY13	Average Prime Time Ratings of Local PSB Programmes Across Genres	Total Reach <sup>8</sup> of Local PSB Programmes (by Channel)
<b>Channel NewsAsia (Singapore)</b>	CUME PMEB <sup>11</sup> (above \$5k); and P15+	Special interest news and information channel targeting working professionals with the provision of primarily locally produced content. <b>Average prime time rating of 1.2% (4,900) for CUME PMEB (above \$5k) and 0.6% (24,300) for CUME P15+.</b>	PMEB (above \$5k) 2.0% (8,700)  P15+ 1.6% (71,500)	PMEB (above \$5k) 41.5% (171,000)  P15+ 34.1% (1,501,000)
<b>okto</b>	P4-12 <sup>12</sup> ; 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. <b>Average prime time rating of 2.1% (11,100) for the children's belt and 0.2% (9,400) for the arts/culture belt.</b>	P4-12: 2.7% (14,500)  P15+: 0.3% (13,190)	P4-12: 44.6% (241,000)  P15+: 9% (397,000)
<b>Suria</b>	M4+ <sup>13</sup>	Malay language general entertainment channel catering to the community with local productions and acquired programmes from the region. <b>Average prime time rating of 8.2% (61,000).</b>	10.7% (78,667)	92.6% (699,000)
<b>Vasantham</b>	Ind4+ <sup>14</sup>	Tamil language general entertainment channel catering to the Indian community with local and acquired productions from Indian markets. <b>Average prime time rating of 7.0% (36,100).</b>	8.2% (49,900)	78.1% (403,000)

11. "PMEB (above \$5k)" refers to professionals, managers, executives and businessmen with monthly income of S\$5,000 and above. (2013 and 2014 viewer base at 378,000 and 385,000)

12. "P4-12" refers to people aged 4 to 12 (2013 and 2014 viewer base at 539,000 and 548,000)

13. "M4+" refers to Malays aged 4 and above (2013 and 2014 potential viewer base at 755,000 and 769,000)

14. "Ind 4" refers to Indians aged 4 and above (2013 and 2014 potential viewer base at 516,000 and 524,000)

### (III) Other Performance Measurements

To further gauge viewers' responses to PSB programmes, MDA conducts an annual PSB public satisfaction survey<sup>15</sup> which measures public satisfaction levels with attributes such as programme quality, engagement and informative value, and public service value. In 2013, 69% of respondents indicated that their satisfaction level with PSB was high, compared to 71% in 2012 and 60% in 2011.

#### Accumulated PSB reserves from unutilised RTV licence fees

The PSB reserves accumulated over the period FY03 to FY13 from unutilised RTV licence fees amounted to S\$48.7 million as at 31 March 2014.

<sup>15</sup> Source: Degree Census, Public Service Broadcast (PSB) Public Satisfaction Survey