



ITV – Free to Air Sporting Events

Summary of Results

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03rd July 2009



Ipsos MediaCT



Objectives

Ipsos MORI were commissioned to conduct research on behalf of ITV, to assess the value that the public place on specific sporting events being broadcast free-to-air.

More specifically the key objectives of this research were to address:

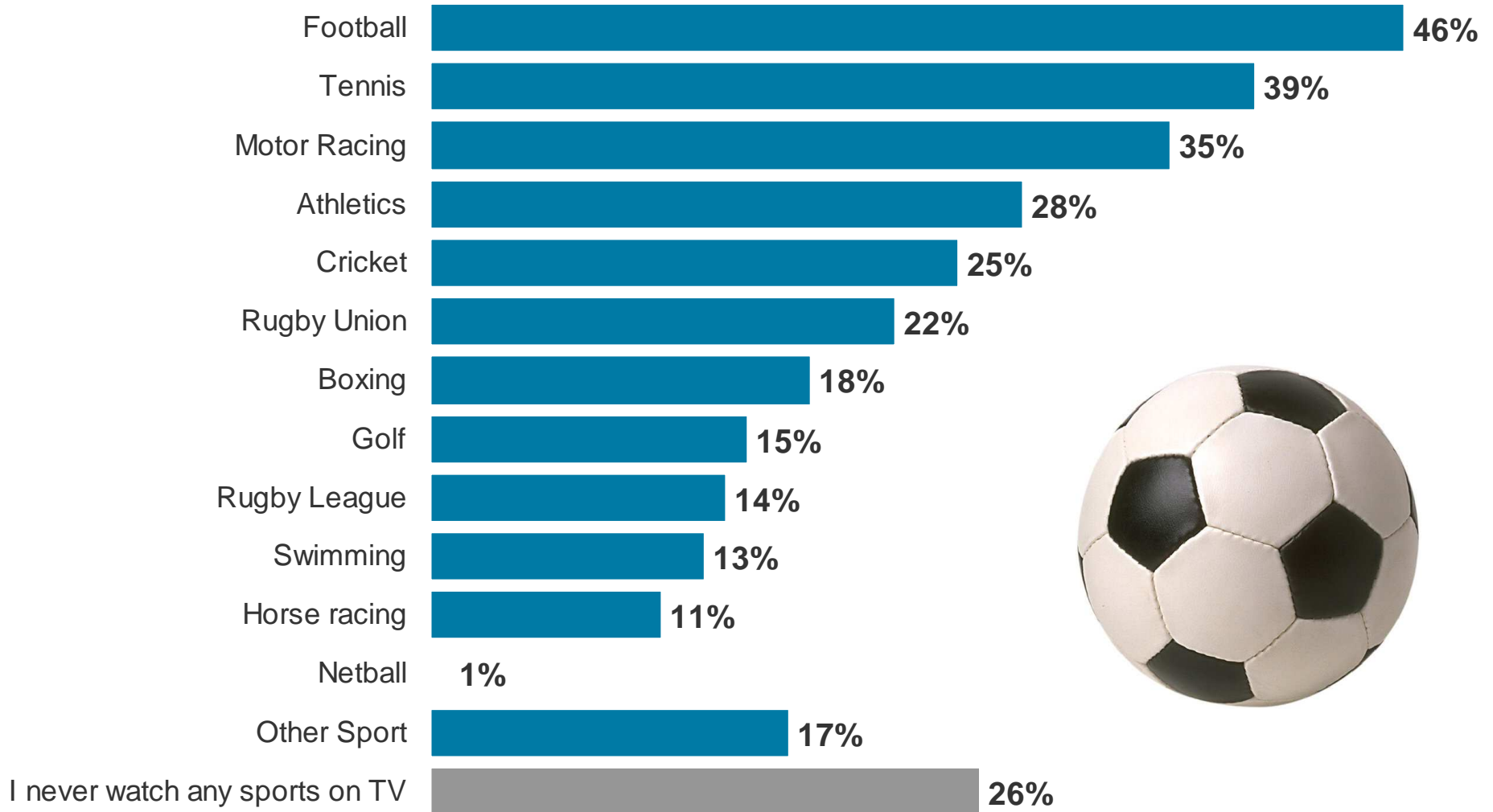
- **the importance placed on the current regulation of listed sporting events**
- **the importance of live vs highlights - which events should be on the 'A list' and which on the 'B list'**

Fieldwork

Fieldwork:	26 th – 30 th June 2009
Methodology:	iOmnibus (online omnibus)
Universe:	GB adults aged 16-64
Sample Size:	1050
Quotas	Quotas were set on age gender and region
Weighting:	Data is weighted to be representative of the GB population aged 16-64 (NRS '08). Data is weighted by: Gender Age Region Social grade Working status Main shopper

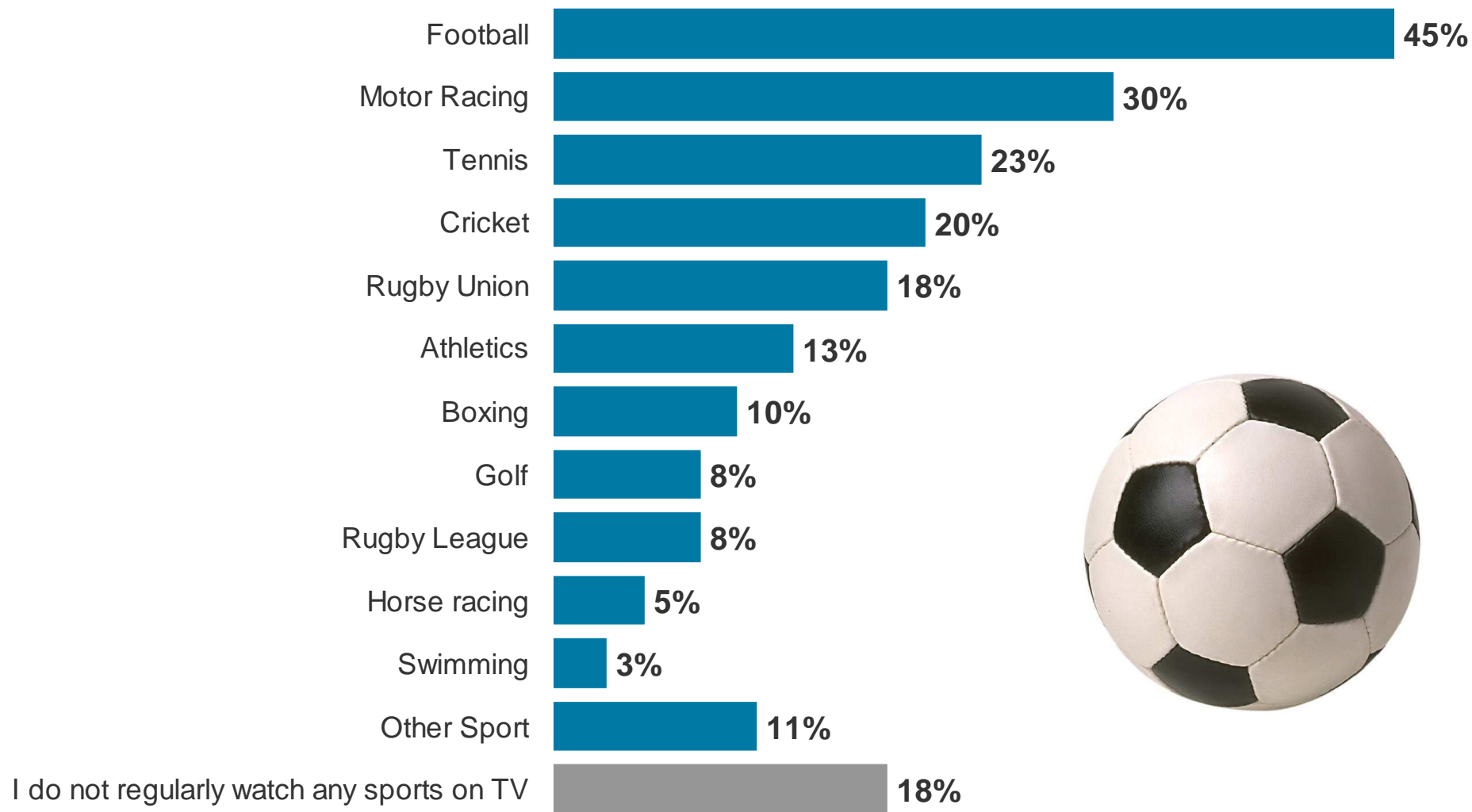
Football is the most watched sport on television. 73% of GB adults have ever watched any sport

Q3. Which, if any, of the following sports do you personally EVER watch on television?



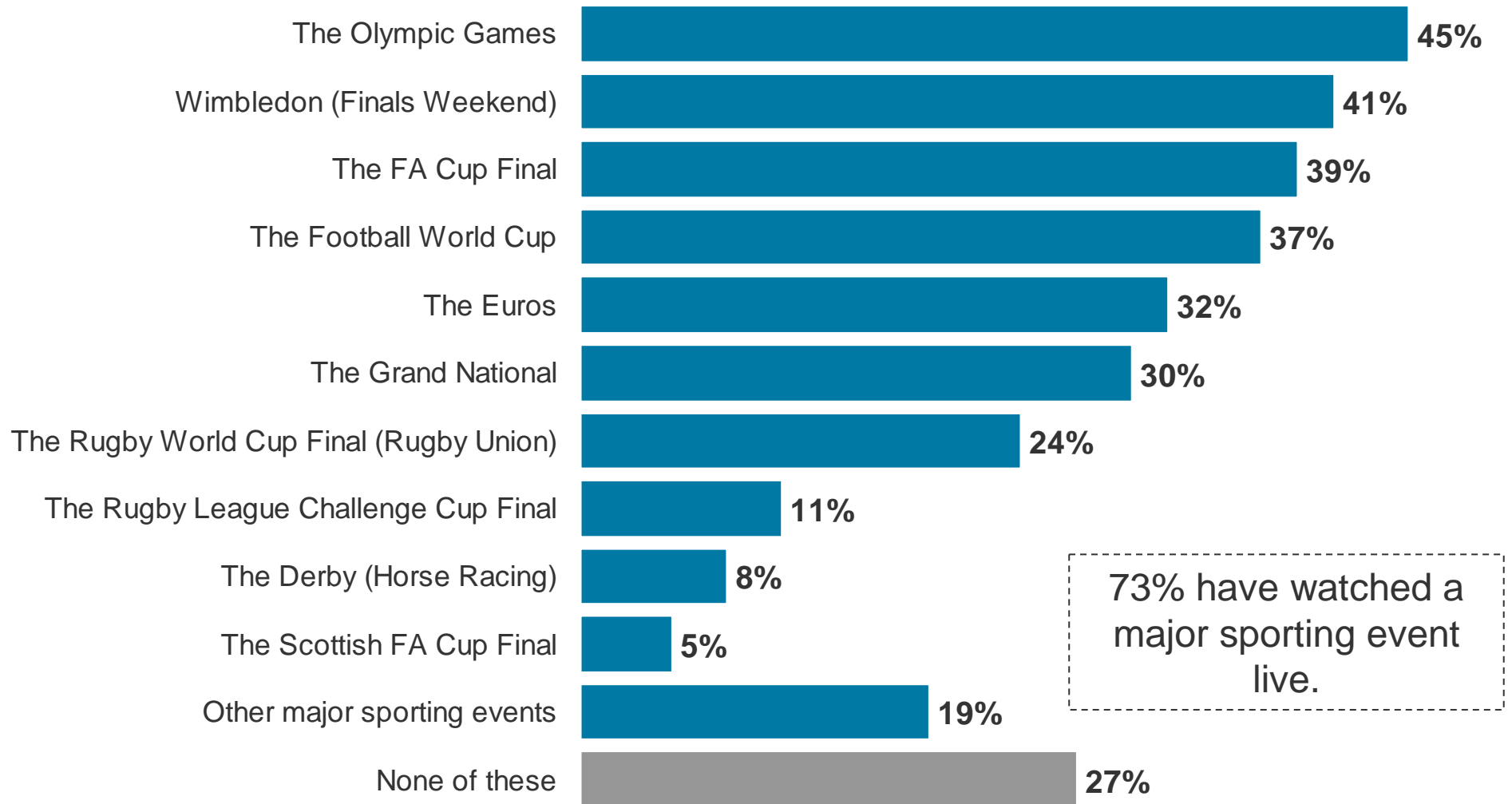
Football is the most regularly watched sport. 82% of those who ever watch sport on TV, do so regularly for any sport

Q4. Which, if any, of the following sports do you personally tend to REGULARLY watch, when they are available on television?



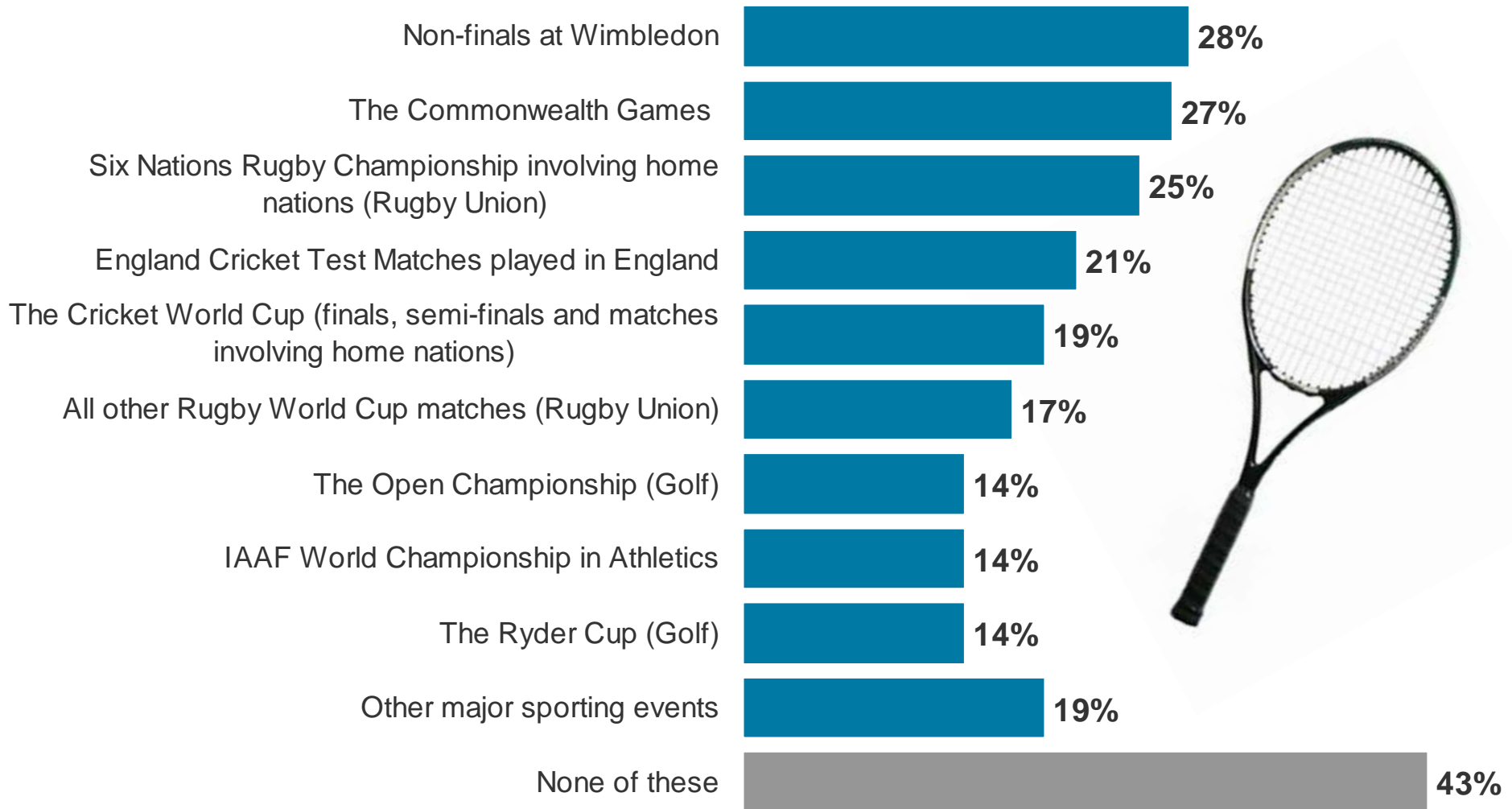
Of the 'list A' events, the Olympic Games is top event for being watched live

Q5a. Which, if any, of the following major sporting events do you personally EVER watch LIVE on television?



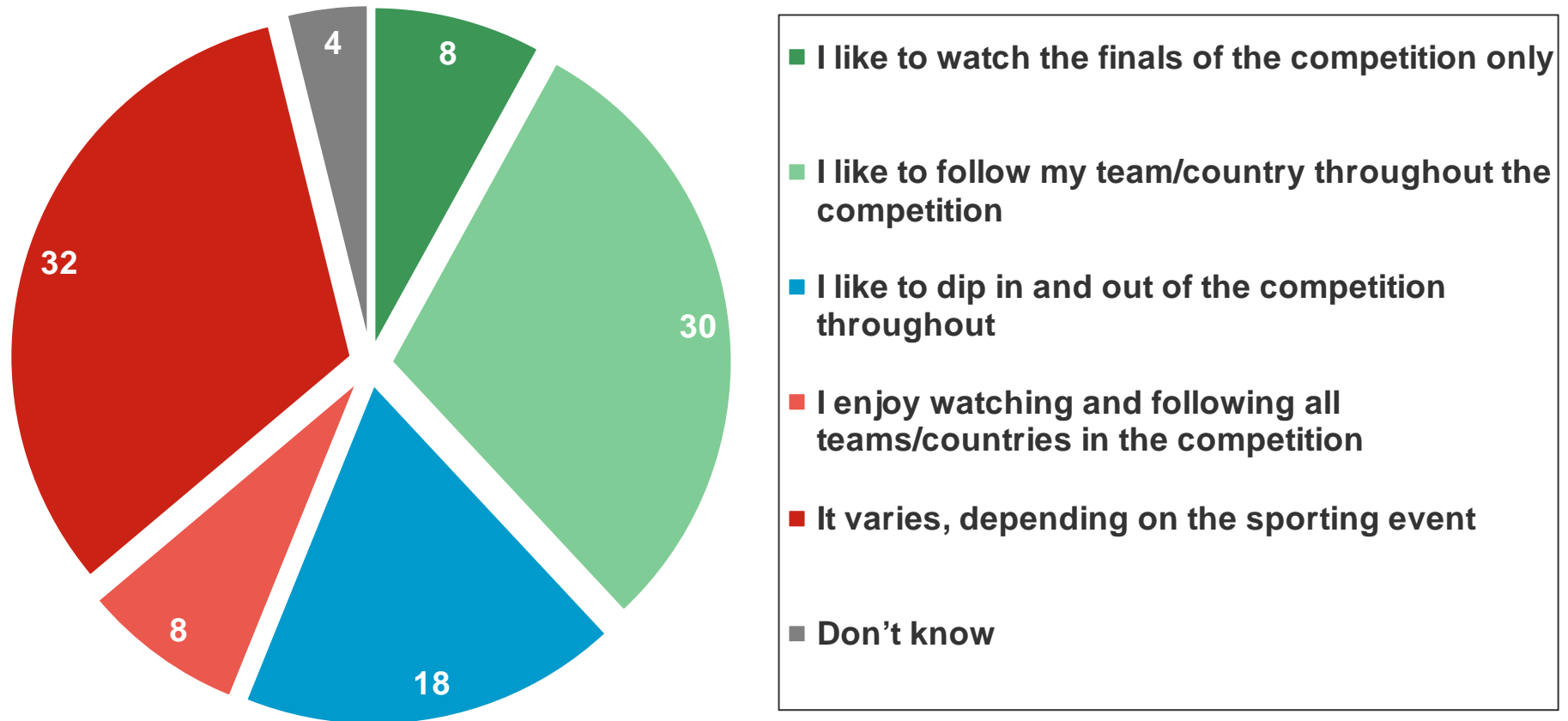
Of the 'list B' events, 28% of respondents have ever watched (either live or as highlights) the non-finals at Wimbledon. Closely followed by the Commonwealth Games

Q5b. And which, if any, of the following major sporting events do you personally EVER watch, either LIVE or as HIGHLIGHTS, on television?



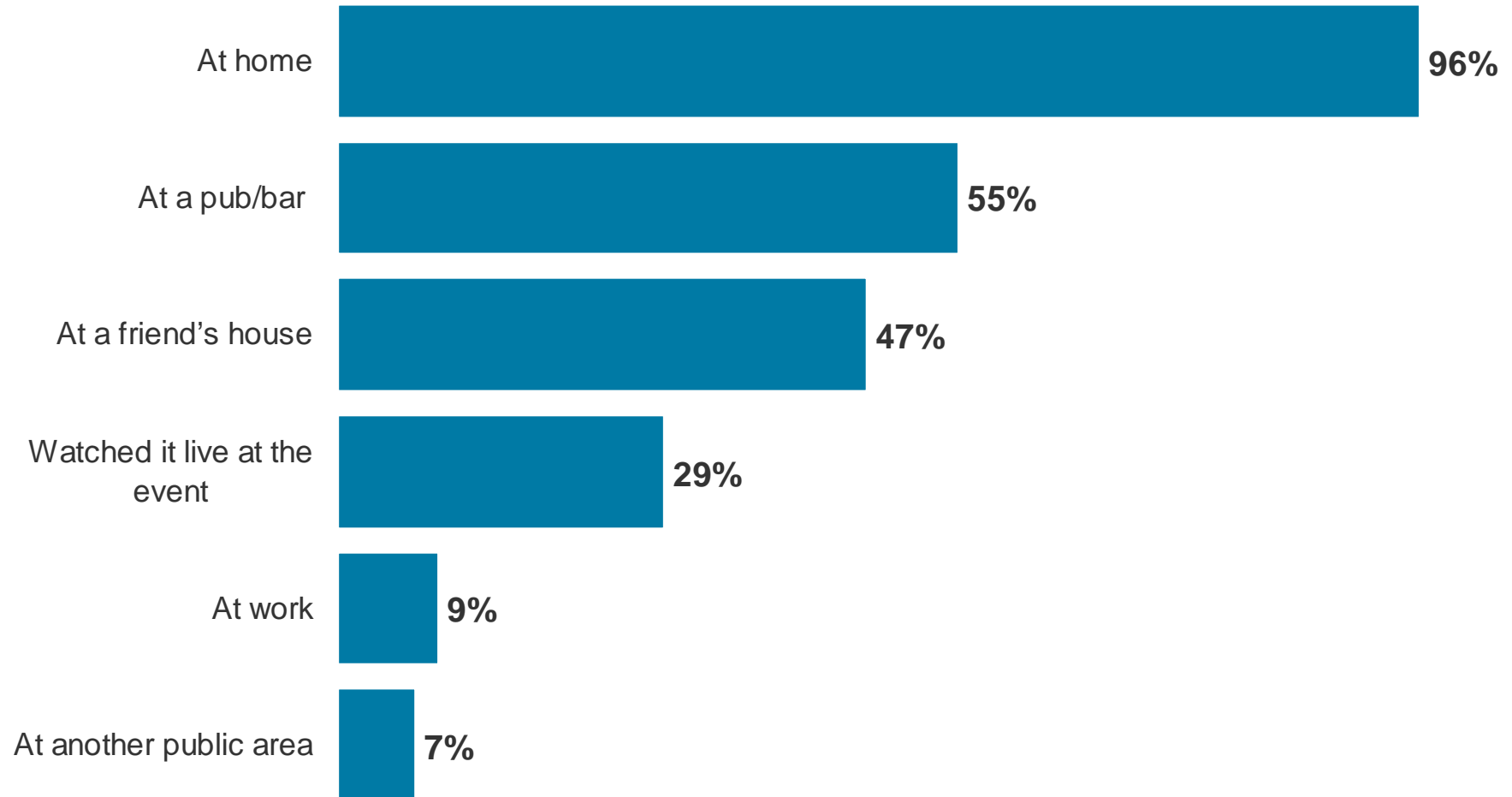
Only 8% of adults like to watch only the finals of a competition. Whereas, 30% like to watch their team/country throughout major sporting competitions

Q5c. Which ONE of the following best describes how you personally tend to watch major sporting events on television?



Nearly all adults have watched major sporting events at home

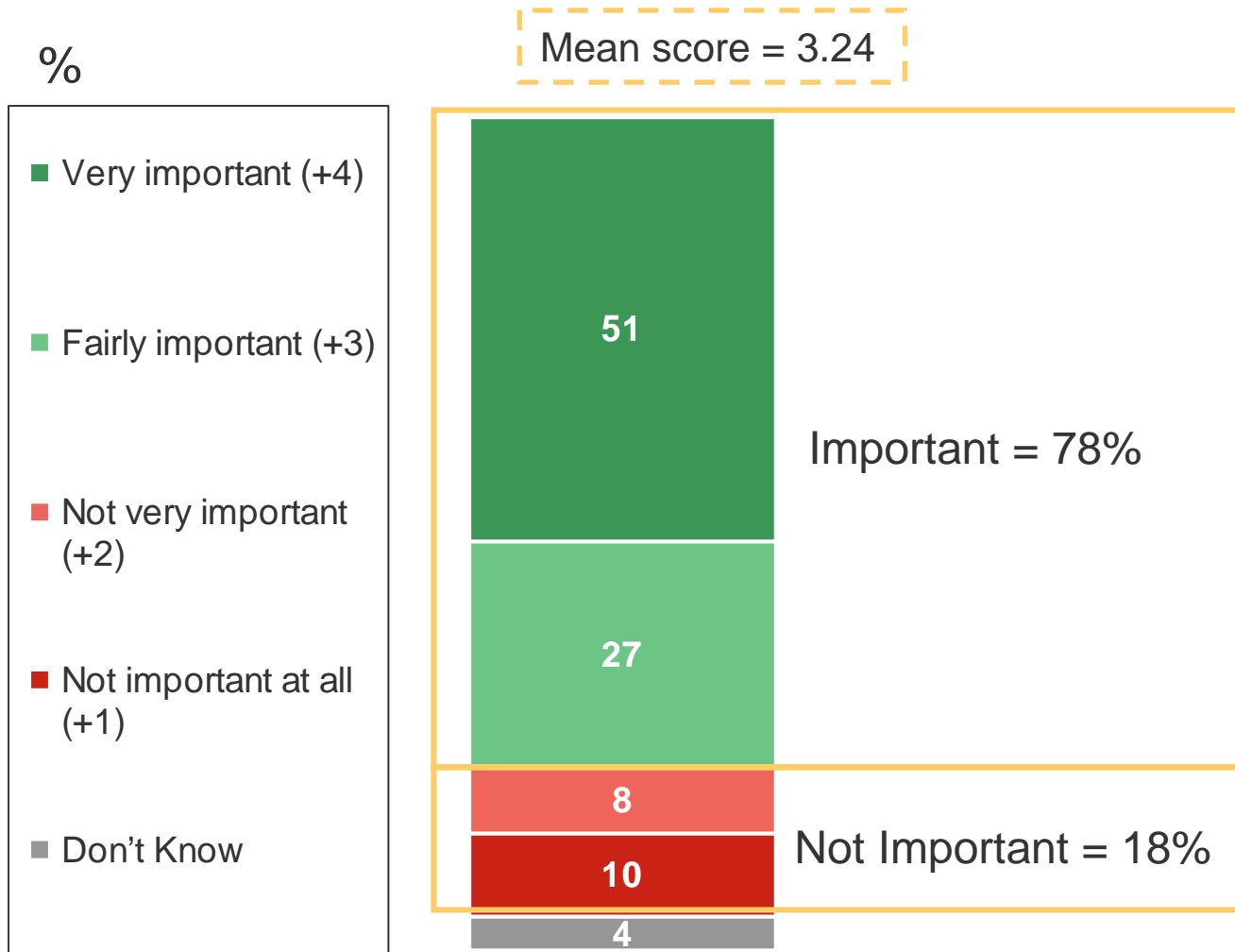
Q5d. At which, if any, of the following locations have you personally EVER watched a major sporting event, either live or on TV?



78% of all adults feel it is important for major sporting events to be broadcast on free to air television

78% believe it is important to have major sporting events on free to air television channels

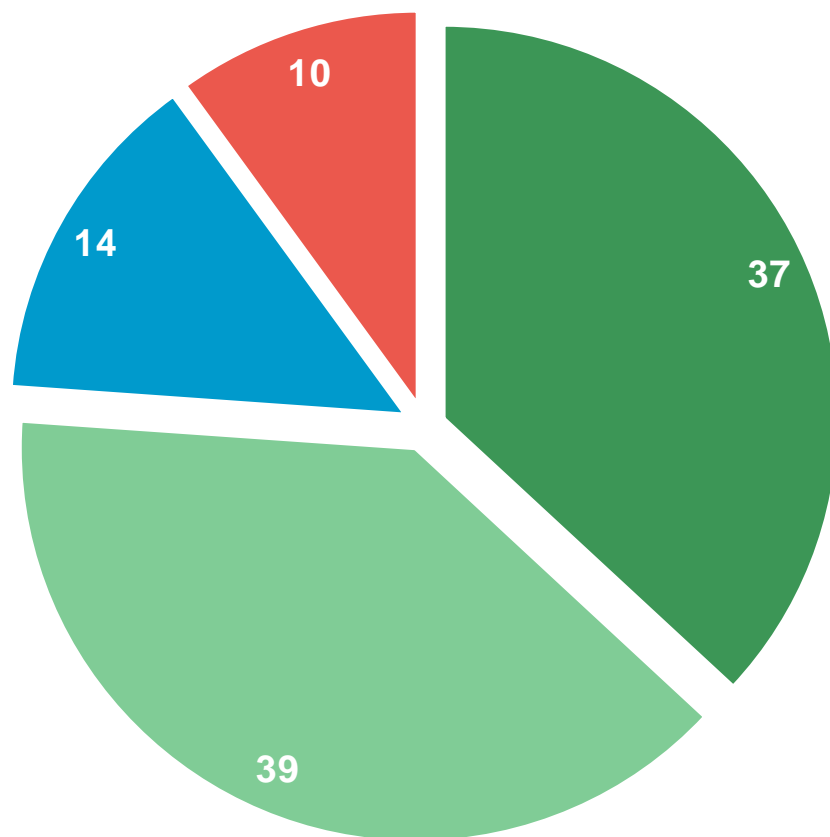
Q7. How important do you personally think it is for major sporting events to be available to watch on free to air television channels?



76% expect to be able to watch events on free to air television, of which 37% expect all major sporting events to be available on free to air television.

Q6. Do you personally expect to be able to watch major sporting events on free to air television channels, rather than on digital channels (e.g. SKY) that you may have to pay an additional fee or subscription for?

%

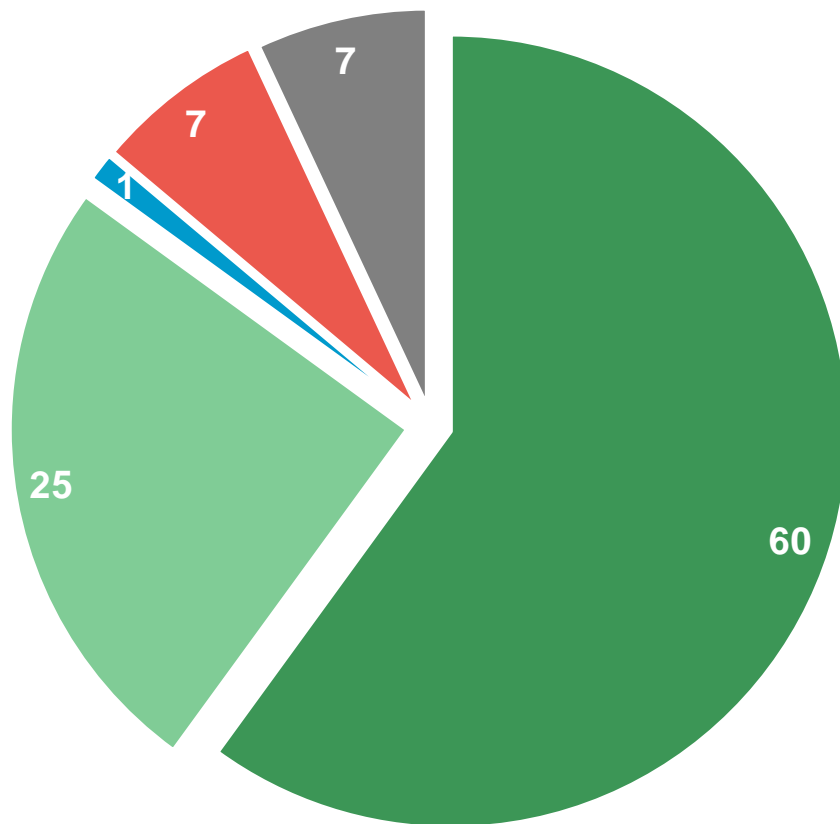


- Yes – I expect to be able to watch all major sporting events on free to air television
- Yes – I expect to be able to watch some major sporting events on free to air television
- No – I do not expect to be able to watch major sporting events on free to air television
- Don't Know

85% believe that at least some sporting events of special significance should be available on free to air channels. Of which, 60% believe that all sporting events should be available.

Q8. Do you personally believe that sporting events of special significance to the whole nation should be available to watch on free to air television channels?

%



- Yes - All major sporting events of special significance to the whole nation should be shown on free to air channels
- Yes - Some major sporting events of special significance to the whole nation should be shown on free to air channels
- No - Sporting events of special significance to the whole nation should not be shown on free to air channels
- I do not believe that any sporting events are of special significance to the whole nation
- Don't know

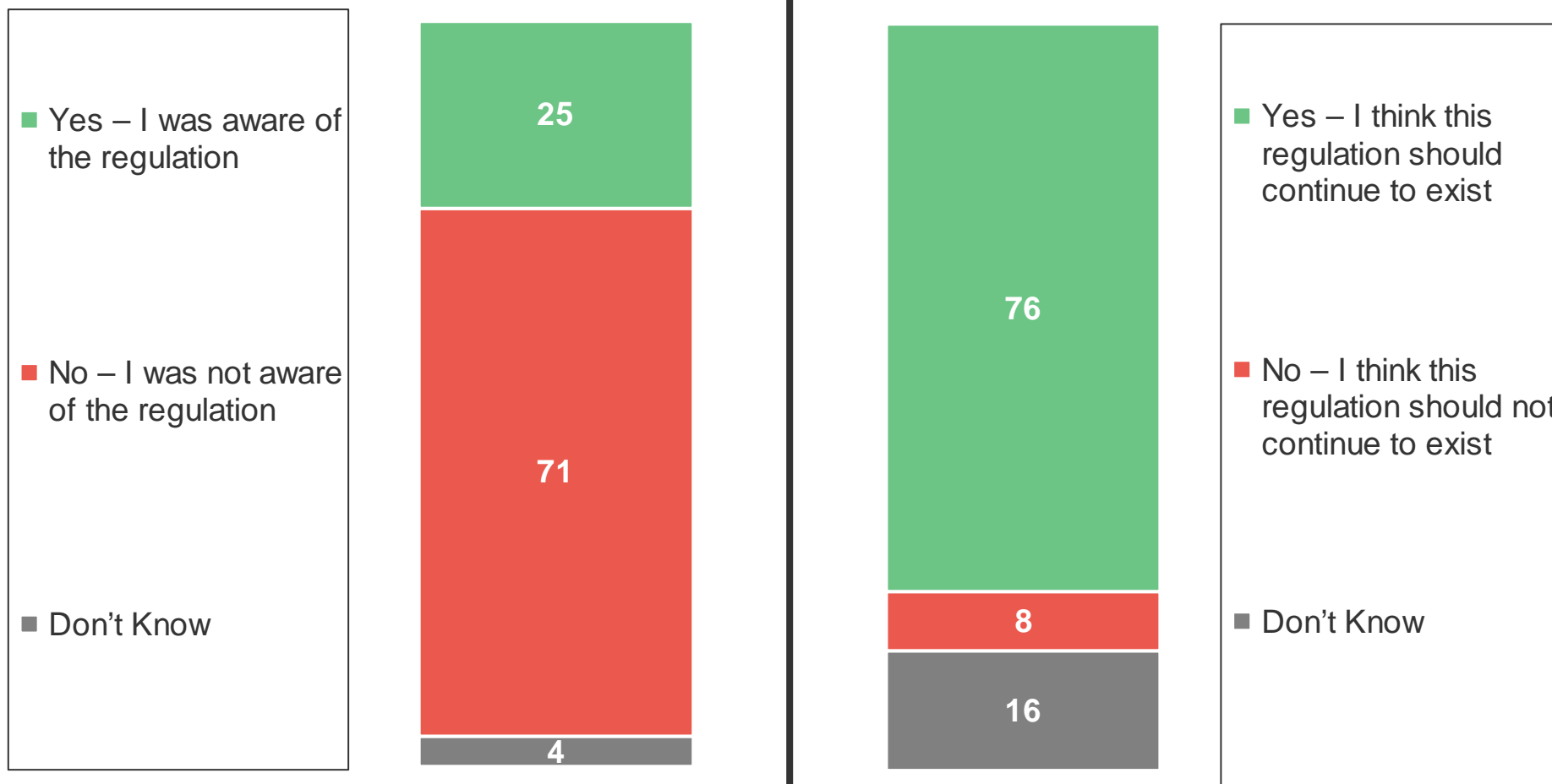
**76% of respondents think
that the regulation should
continue to exist in the future
(to allow sporting events to be available on free to air television)**

The majority (71%) did not realise there was a regulation in place. Now they are aware of it, 76% feel that it should continue to exist.

Q9. Before answering this survey, were you already aware that this regulation was in place?

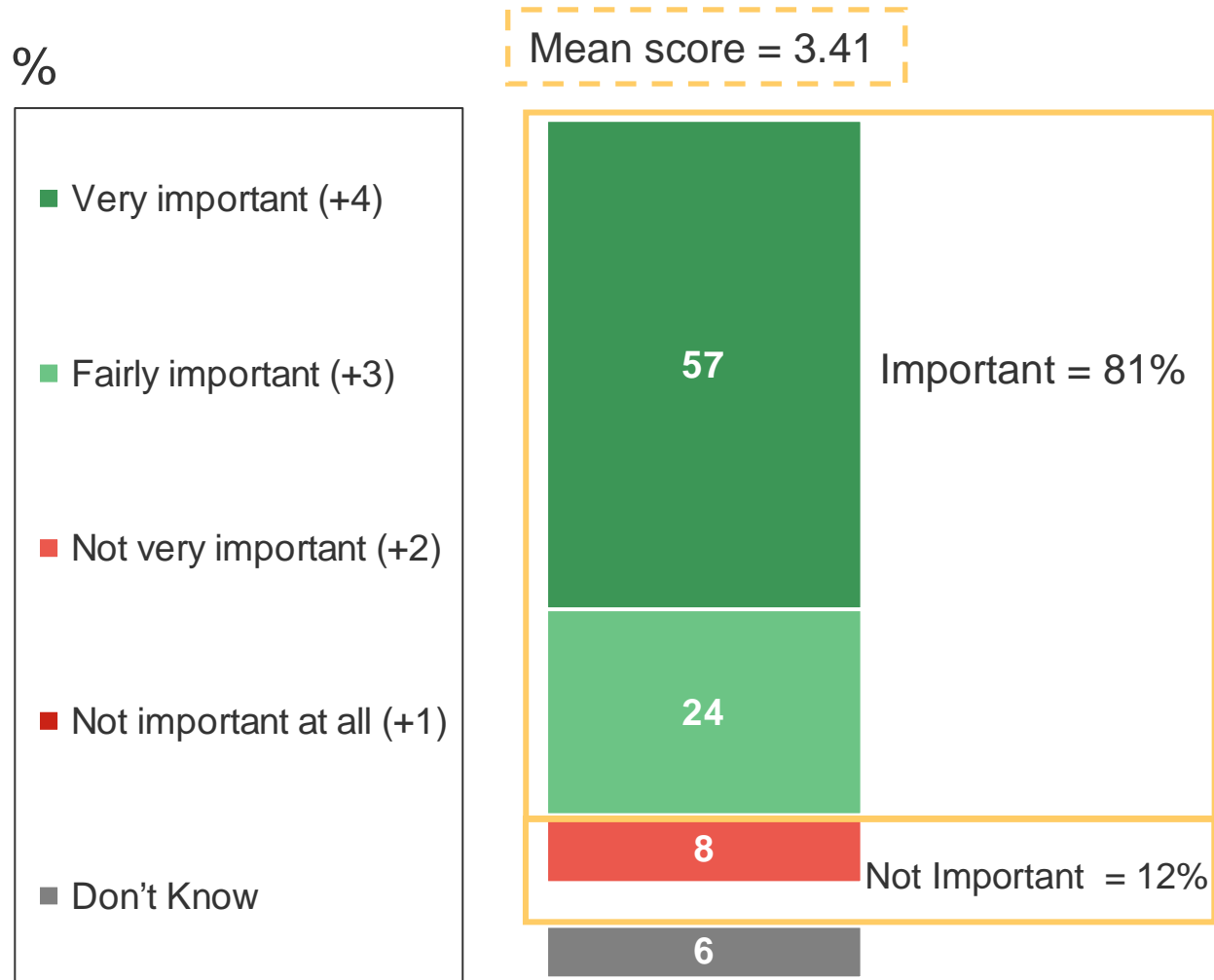
Q11. Do you think that this regulation should continue to exist in the future?

%



81% believe it is important for the regulation to be in place so that major sporting events are shown on free to air TV in the UK

Q10. How important do you personally think it is for this regulation to be in place, so that major sporting events are available to be shown on free to air television, in the UK?



Many feel that the regulation should remain in place

Q12. Please tell us what your views are on: A - The regulation B - and whether you think it should remain in place.

Sporting events which have special cultural significance should be available to the maximum number of people

'I think it should remain to include more events for free to view channels.

It's good to ensure sports of national interest are given due notice. positive influence, good role models.

'i do think it should stay in place, not everyone can afford to pay for extra channels, but would still like to watch all the major events.

Everyone should be able to watch major sporting events on the TV, the licence fee costs enough so the regulation safeguards this

Everyone should have the chance to view sports that are part of the British way of life so all people rich or poor can continue to view as all British used to be able too. Yes the regulation should stay in place.

I think it is a great idea, even though I have sky and can watch these when I wish to, a lot of people can not afford to have sky so miss out.

I think it should definitely remain in place in the future.

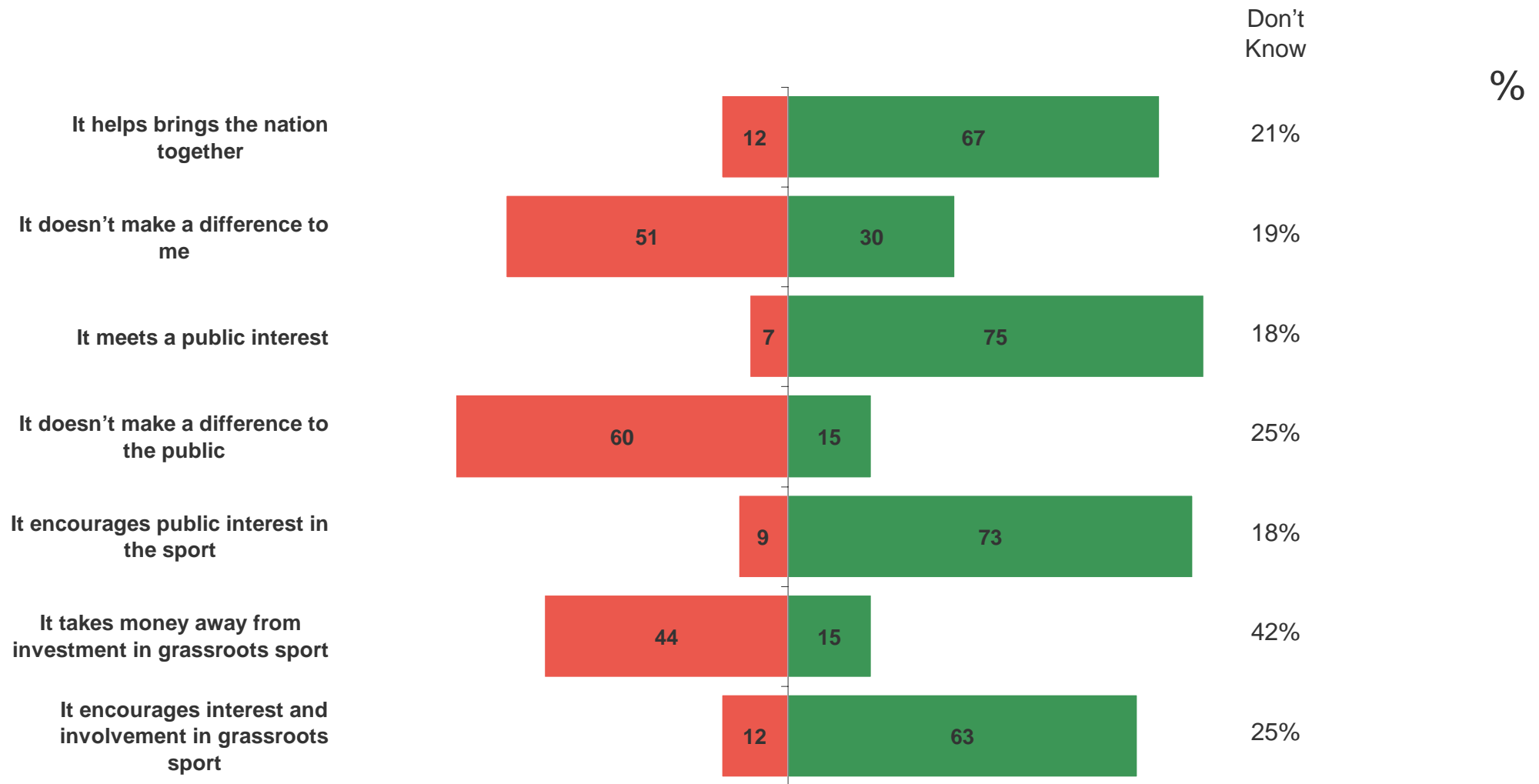
An excellent protection for all sports viewers

The price of sky sports is ridiculous so yes the majority need this regulation in place.

We are a sport loving country

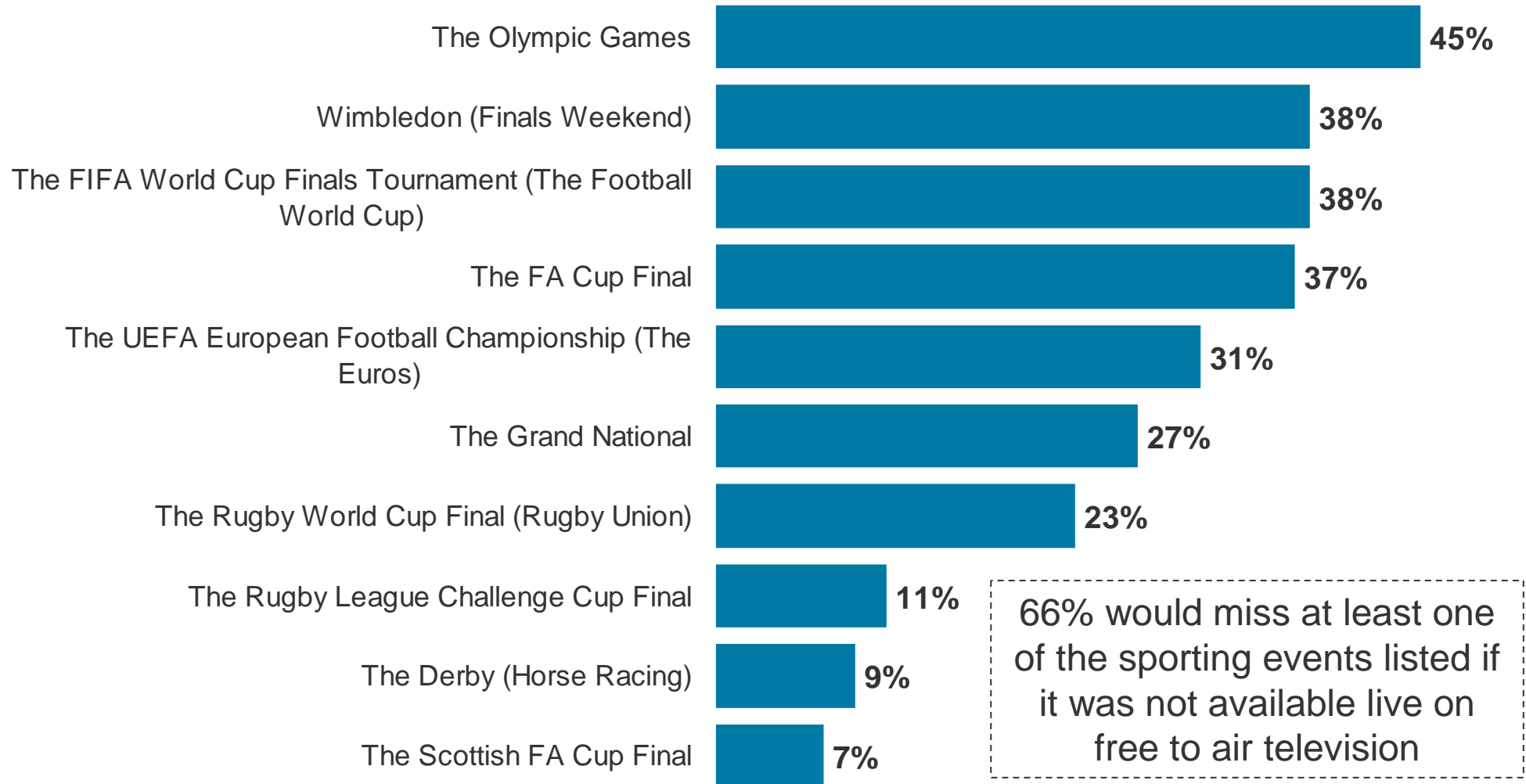
Three quarters agree that the regulation meets a public interest and that it encourages public interest in the sport. And two thirds agree that it helps brings the nation together

Q13. Which, if any, of the following statements do you think apply to this regulation?



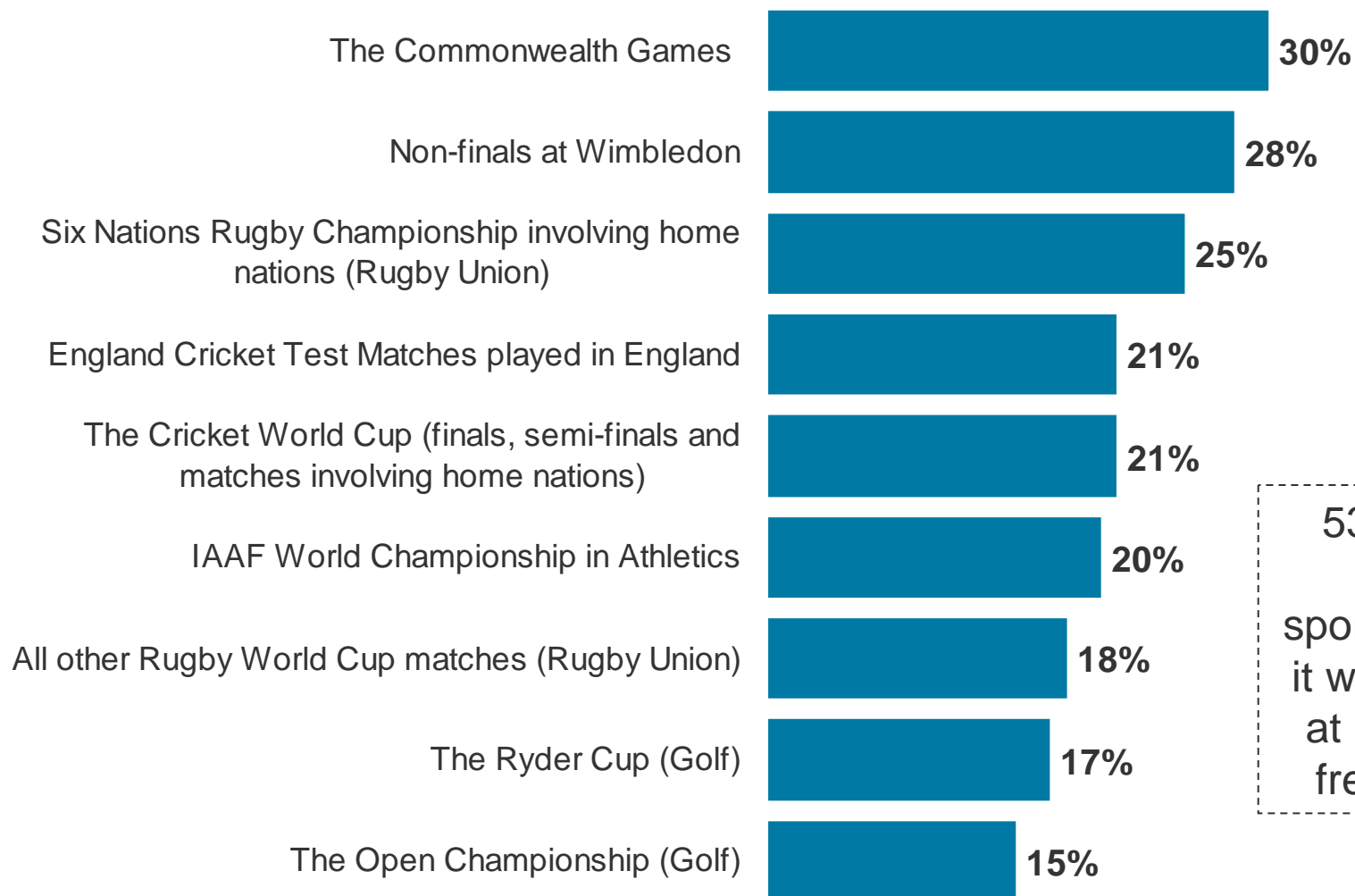
The Olympics would be the most missed if it stopped being broadcast live on free to air television

Q14a. Which, if any, of the following sporting events would you miss being able to watch LIVE on free to air television?



3 in 10 would miss being able to watch at least highlights of the Commonwealth Games.

Q14b. And which, if any, of the following sporting events would you miss being able to watch at least HIGHLIGHTS of on free to air television?

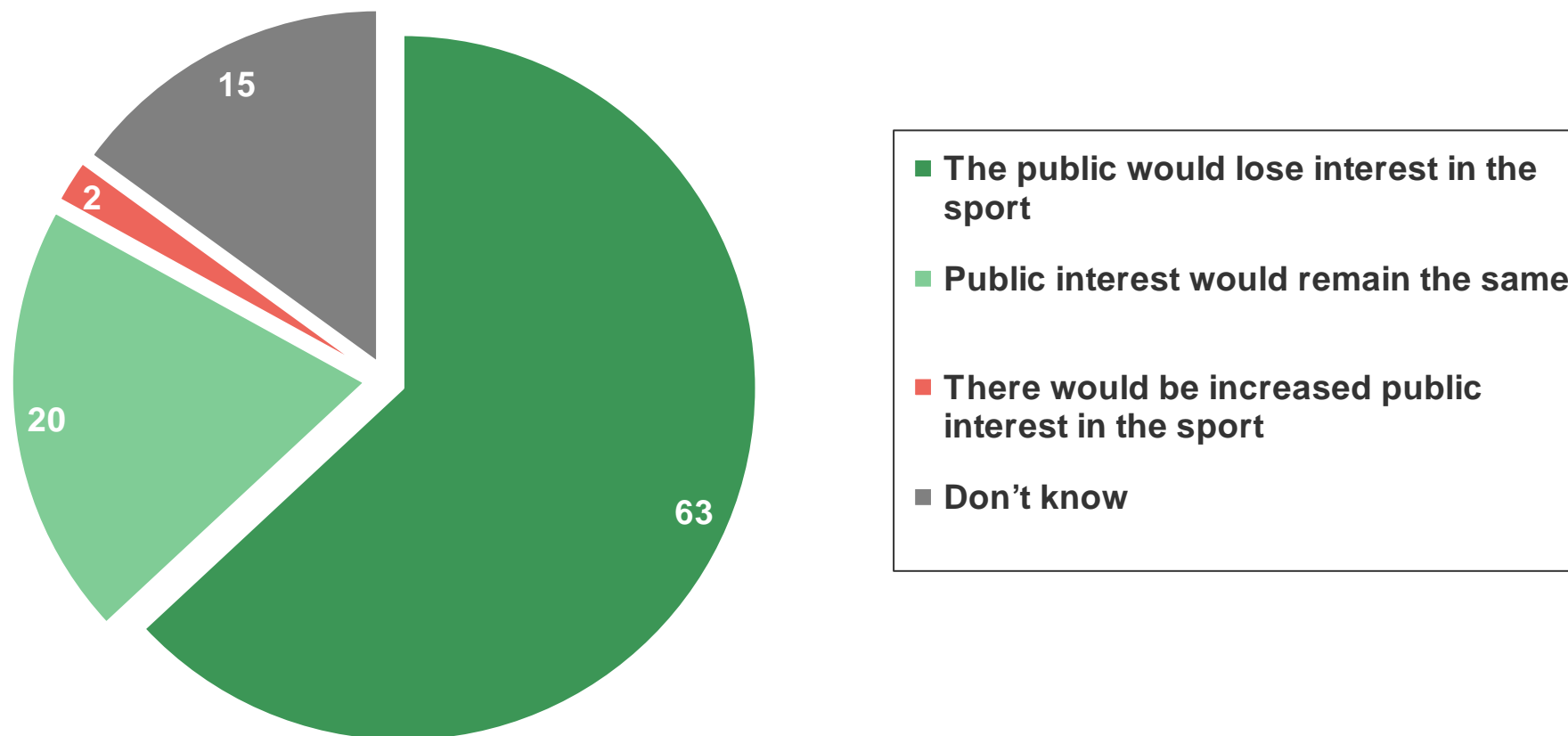


53% would miss at least one of the sporting events listed if it was not available as at least highlights on free to air television

The majority (63%) of those interviewed feel that the public would lose interest in the sport if they had to pay an additional fee to view

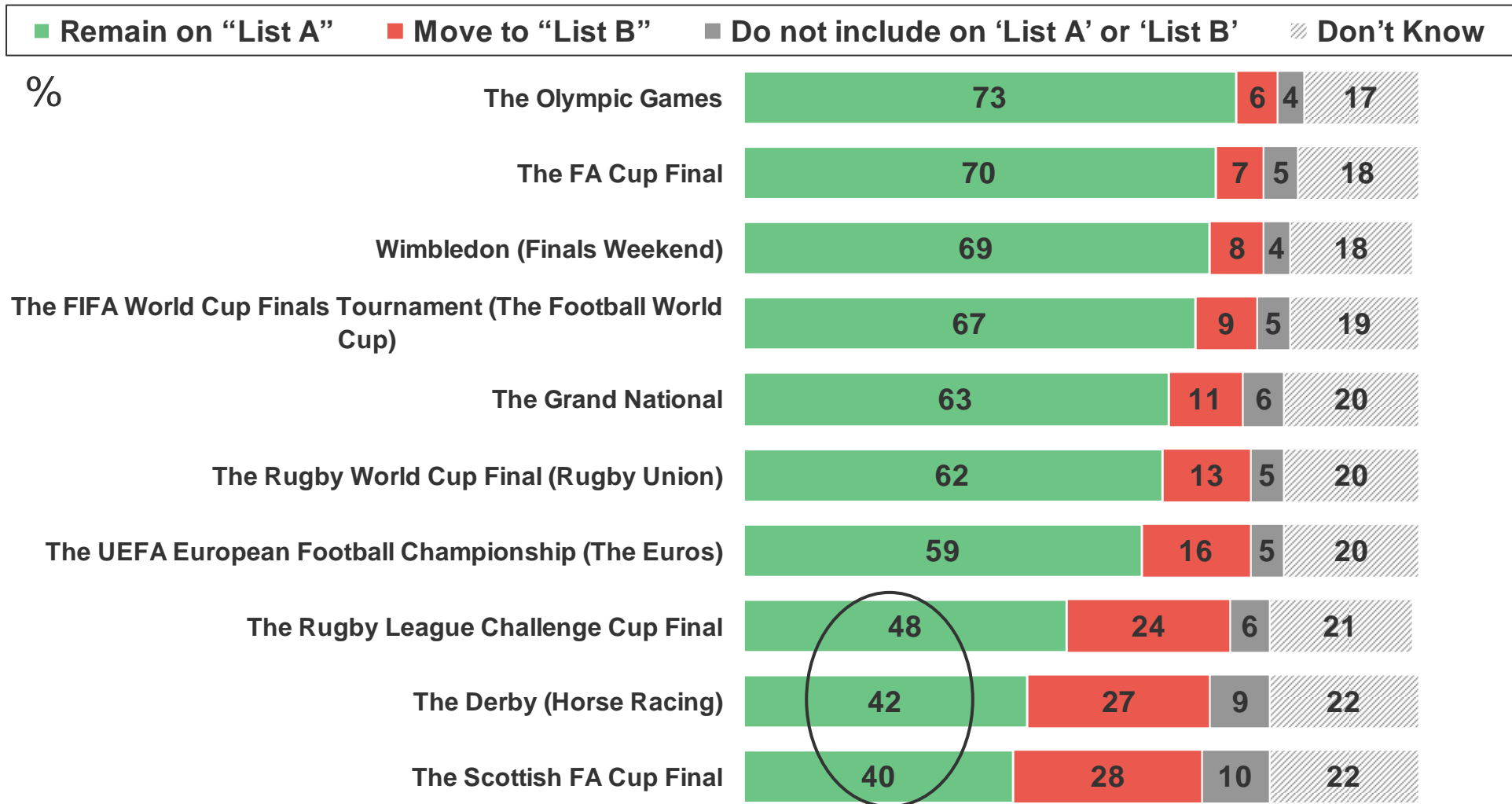
Q15. Imagine that the regulation listing major sporting events no longer existed. This would mean that certain events might be shown only on digital channels that you may have to pay an additional fee or subscription for (e.g. Sky). What do you think would be the impact on the sport itself?

%



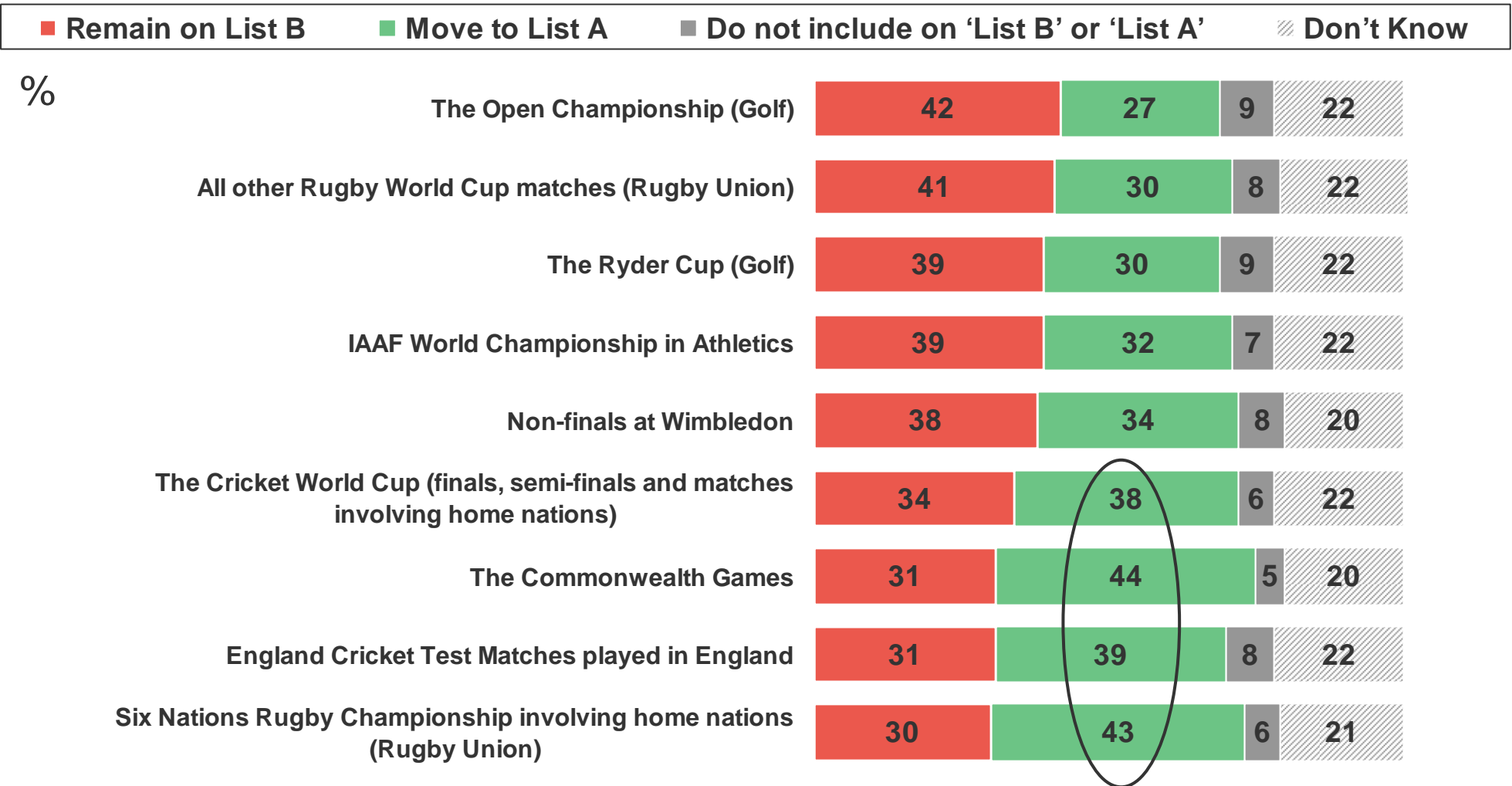
The Scottish FA Cup, The Derby and The Rugby League Challenge Cup Final all received the least support to remain on List A

Q16. Below are the sporting events currently on 'List A'. Please tell us which, if any, of the following events you think should remain on 'List A'?



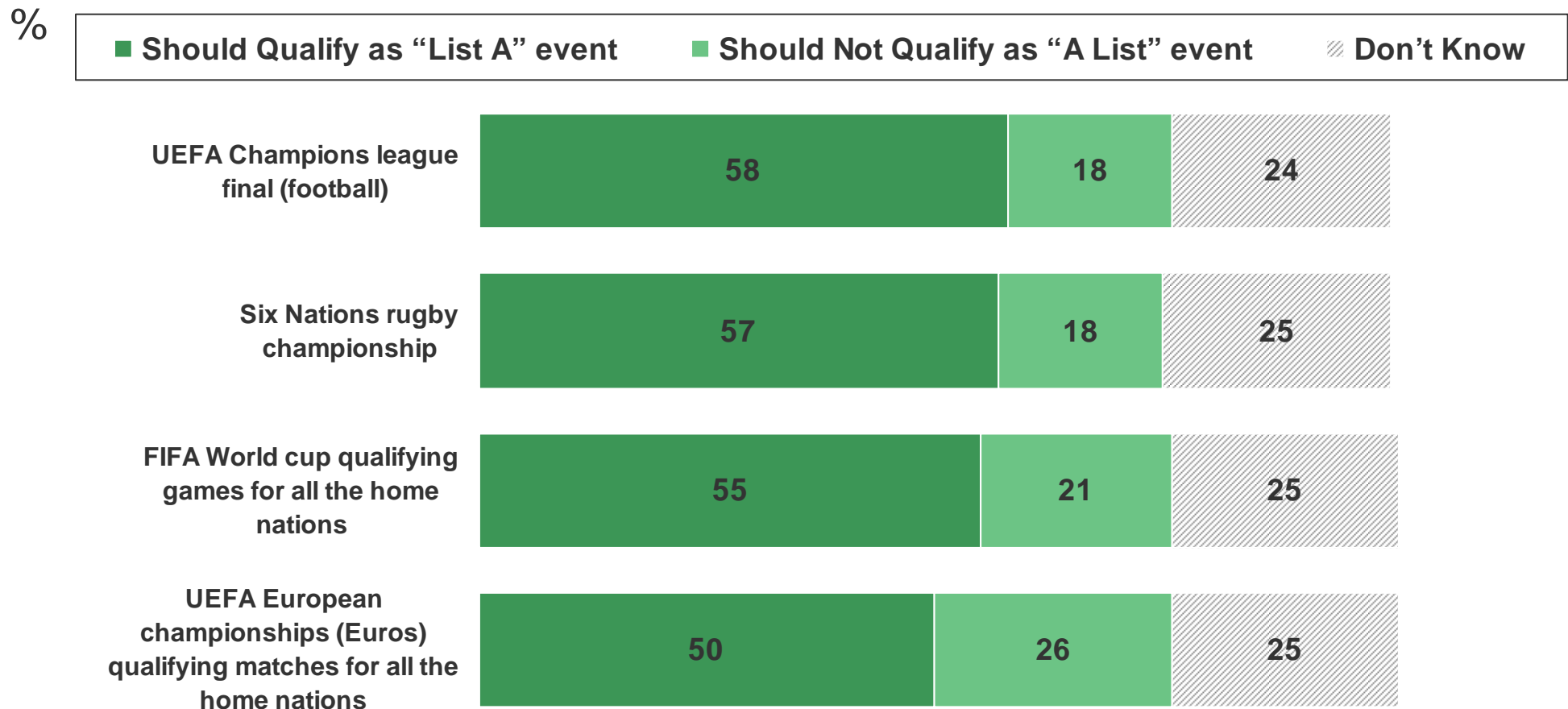
The Commonwealth Games, Six Nations Rugby and cricket are the events that should be given most consideration for moving to List A

Q17. Below are the sporting events currently on 'List B'. Please tell us which, if any, of the following events you think should remain on 'List B'?



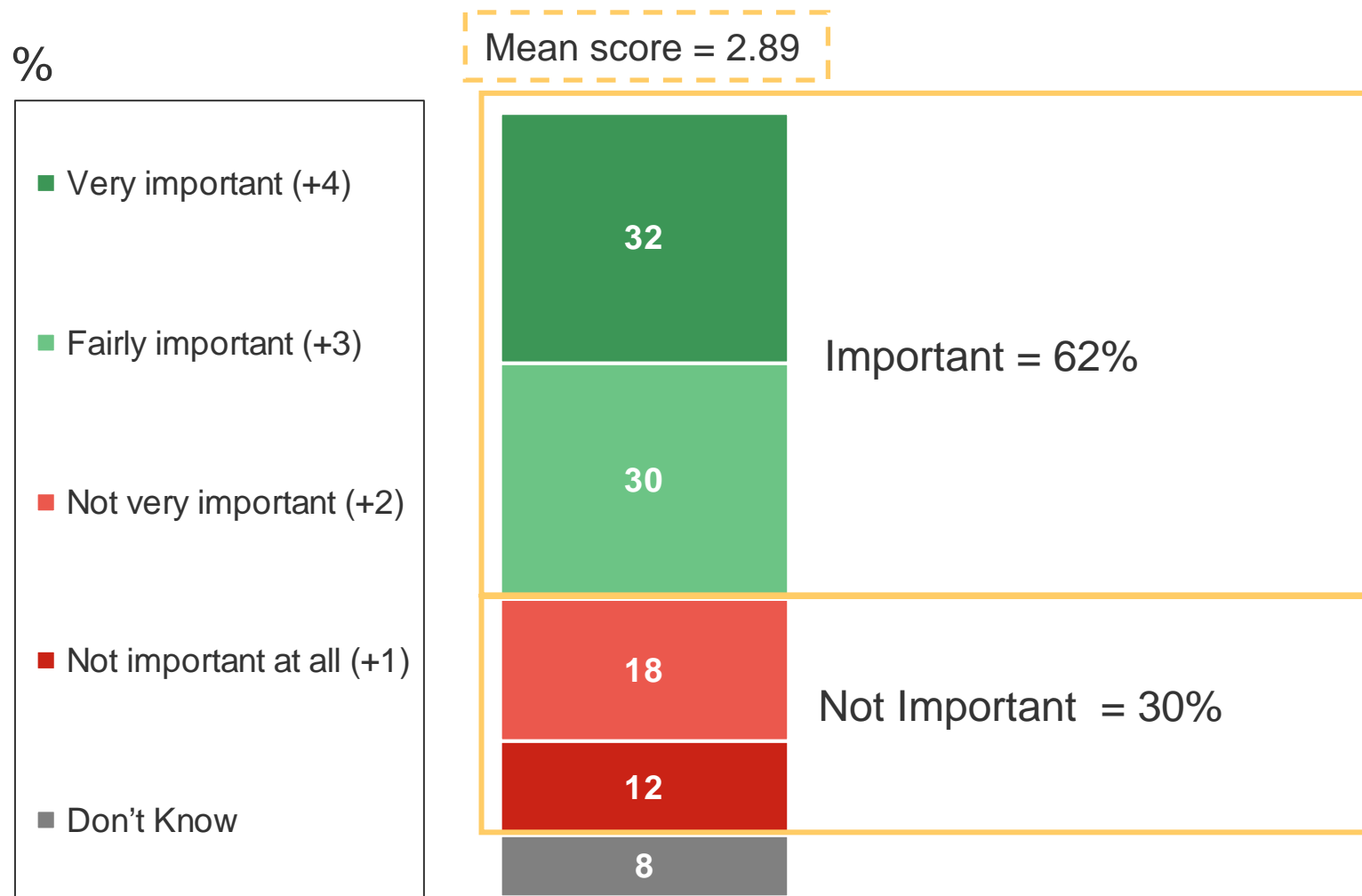
At least half of those interviewed feel that specific events listed below should qualify as list A events

Q17. Which, if any, of the following events should qualify as “List A” events and be added to the current list that must be available to be shown LIVE on free to air television?



62% feel that it is important for every game to be shown live on free to air television vs. 30% who feel it is not important

Q19. How important do you personally think it is for EVERY GAME in major sporting tournaments to be available to be shown LIVE on free to air television channels?



Many could not think of any other sporting events to be added

Q20. Are there any other sporting events that you think should be added to the current list that must be made available to be shown LIVE on free to air television channels (i.e. BBC, ITV1, Channel 4/S4C or Five)?



Music events and festivals received the most mentions of non sporting events to be broadcast live on free to air TV

Q21. Are there any other events which are not sports related that you think should be added to the current list of events that must be made available to be shown LIVE on free to air television channels (i.e. BBC, ITV1, Channel 4/S4C or Five)?



Summary

The most watched sport is football, but the most watched sporting event is the Olympic Games and this would be the most missed if it were no longer available live on free to air television.

The regulation is deemed important amongst all adults with 76% stating that it should continue to exist. The regulation encourages public interest in the sport and it meets a public interest. Just under two thirds (63%) say that if they had to pay an additional fee to watch sport then the public would lose interest in that sport.

The majority of respondents believe that the current List A events should remain on List A (except The Rugby League Challenge Cup Final, The Derby and The Scottish FA Cup which have less support for remaining of List A).

For List B events, a high proportion of respondents (over 1/3rd) believe that England Cricket Test Matches, Cricket World Cup, The Commonwealth Games and Six Nations Rugby Championships have scope to move from list B to list A.



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