

ANNEX

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 FY2015 was 90.6% (4.735 million) of viewers aged four and above.

PSB programmes³ were also made available for catch-up viewing online via the "Toggle" platform. The platform garnered a total of 6.1 million unique viewers drawing over 93 million views in FY15.

A summary of the average viewership of PSB programmes across FTA TV channels in FY2015⁴ is as follows:

Channel	Target Demographic	Channel Descriptions/Prime Time ⁵ Ratings in FY2015	Average Prime Time Ratings of Local PSB Programmes Across Genres	Total Reach ⁶ of Local PSB Programmes (by Channel)
Channel 5	P4+ ⁷	24-hour English entertainment channel targeting a mass audience with local productions, including news and foreign acquired programmes. Average prime time rating of 2.0% (103,000).	1.7% (87,000)	59.3% (3,100,000)
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 9.7% (507,000).	9.5% (498,000)	70.4% (3,679,000)
Channel U	CUME 15+ ⁸	Mandarin entertainment channel targeting youth and working professionals with local productions, including news and foreign acquired programmes. Average prime time rating of 3.8% (174,000).	4.3% (196,000)	40.3% (1,837,000)
Channel NewsAsia (Singapore)	CUME PMEB ⁹ (above \$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% (5,600) for CUME PMEB (above \$5k) and 0.6% (29,000) for CUME P15+.	PMEB - 2.4% (11,000) P15+ - 1.6% (71,000)	PMEB - 63.2% (284,000) P15+ - 52.2% (2,378,000)
okto	P4-12 ¹⁰ 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 2.0% (11,000) for the children's belt and 0.2% (11,000) for the arts/culture belt.	P4-12 -2.0% (11,000) P15+ -0.2% (11,000)	P4-12 -36.3% (196,000) P15+ -10.8% (491,000)
Suria	M4+ ¹¹	Malay language general entertainment channel catering to the community with local productions and acquired programmes from the region. Average prime time rating of 12.6% (92,000).	14.6% (107,000)	93.0% (680,000)
Vasantham	Ind4+ ¹²	Tamil language general entertainment channel catering to the Indian community with local and acquired productions from Indian markets. Average prime time rating of 9.0% (53,000).	10.2% (60,000)	81.8% (483,000)

PSB SATISFACTION SURVEY

To further gauge viewers' responses to PSB programmes, MDA conducts an annual PSB public satisfaction survey¹³ which measures public satisfaction levels with attributes such as programme quality, engagement and informative value, and public service value. In FY15, 71% of respondents indicated that their satisfaction level with PSB was high, compared to 70% in FY14 and 69% in CY13.

ACCUMULATED PSB RESERVES FROM UNUTILISED RTV LICENSE FEES

The PSB reserves accumulated over the period FY2003 to FY2015 from unutilised RTV licence fees amounts to S\$48.7million as at 31 March 2016.

- ¹ Refers to ratings and reach targets. "Ratings" measure 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 weighted channel and genre-based viewership targets for PSB. "Weighted" viewership takes into account (i) the degree to which targets are met or unmet; and (ii) the relative number of each genre and channels' PSB hours vis-à-vis total PSB hours for the year of assessment. Targets were revised in FY2015 (with some increases made).
- ³ PSB programmes on Channel 5, Channel 8, Channel U, CNA, okto, Suria and Vasantham
- ⁴ Viewership is measured based on fiscal year FY2015 i.e. (from April 2015 – March 2016)
- ⁵ 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.
- ⁶ Based on whole-day viewing
- ⁷ "P4+" refers to people aged 4 and above (where the 2014 and 2015 potential viewer base is 5,145,000 and 5,224,000)
- ⁸ "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)
- ⁹ "PMEB (above \$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)
- ¹⁰ "P4-12" refers to people aged 4 to 12 (2014 and 2015 potential viewer base at 543,000 and 540,000)
- ¹¹ "M4+" refers to Malays aged 4 and above (2014 and 2015 potential viewer base at 682,000 and 732,000)
- ¹² "Ind 4" refers to Indians aged 4 and above (2014 and 2015 potential viewer base at 582,000 and 590,000)
- ¹³ Source: GfK, Public Service Broadcast (PSB) Public Satisfaction Survey FY2015 (as of Q3, Dec 2015) and FY2014; Degree Census, PSB Public Satisfaction Survey CY2013