

Reference: 01797191

Information Requests
information.requests@ofcom.org.uk

4 April 2024

Freedom of Information request: Right to know request

Thank you for your request for information about viewership data on BBC news and Sky news.

We received this request on 20 March 2024 and we have considered your request under the Freedom of Information Act 2000 (“the FOI Act”).

Your request

I am currently conducting research on media broadcasting practices and audience engagement. During my investigation, I came across your contact information while exploring published documents on the website of Ofcom. I am reaching out to inquire whether Ofcom possesses any viewership data or reports pertaining to BBC News Programme and Sky News programme from 2020 to 2022. Or do you have any specific datasets on viewership of BBC News at Ten and Sky News at Ten? As part of my research, having access to such data would greatly enhance my understanding of audience engagement. I would greatly appreciate your guidance on how I may access these relevant data. Any relevant information or insights you could provide regarding this matter would be invaluable to my research efforts.

Thank you for your time and consideration. I look forward to your reply.

Our response

There are various datasets available on our website. The Media Nations reports from 2020 to 2022 can be found here: [Media Nations reports](#). Ofcom’s annual reports on the BBC from 2020 to 2022 can be found here: [Ofcom’s annual report on the BBC](#). The News Consumption Survey reports from 2020 to 2022 can be found here: [News Consumption survey](#). In June 2022, we also published the [Drivers of perceptions of due impartiality: The BBC and the wider news landscape](#).

You will need to contact a Barb registered data processing bureau to purchase anything else relating to the viewing data. There are details of all these bureaus on the [Barb website](#) or you can try contacting Barb themselves.

I hope this information is helpful. If you have any further queries, then please send them to information.requests@ofcom.org.uk – quoting the reference number above in any future communications.

Yours sincerely,

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Request an internal review

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress.

Please email the Information Requests team (information.requests@ofcom.org.uk) to request an internal review.

Taking it further

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).