

Comparing Discovery Output to PSB channels

A Report for Discovery

7th November 2008

All rights reserved. No part of this work may be reproduced or transmitted in any form or by any means, or stored in any retrieval system of any nature, without prior written permission of Attentional Ltd, except where this is expressly permitted under the Copyright Designs and Patents Act 1988 or the Copyright and Rights in Databases Regulations 1999.

- Attentional's modular sub-genre (Microgenre®) coding system has been designed to provide more specificity in the analysis of UK programme data than standard BARB genres.
- Programmes are grouped under three levels of increasing detail:
 1. TYPE (e.g. Drama, Factual Entertainment)
 2. FORMAT (e.g. Docusoap, Magazine)
 3. SUBJECT (e.g. Natural History, Food/Drink)
- For example, Channel 4's *Big Brother* is assigned the BARB genre 'Documentaries – Factual Entertainment' (a genre it shares with programmes such as *Born Survivor: Bear Grylls* and *Ramsay's Kitchen Nightmares*). The Microgenre code is 'Factual Entertainment – Reality/Format Show – Observational'.
- We have used the Microgenre codes to identify types of programming shown on the Discovery channels in the UK with PSB value, and compared Discovery's output and viewing in these genres to that of the four PSB broadcasters.

- Attentional has applied Microgenre codes to all programmes shown on the ten Discovery Network channels broadcast in the UK between 1st January 2008 and 30th September 2008.
- Microgenre codes have already been applied to all programmes shown on BBC, ITV, Channel 4 and Five channels (including digital channels) during this period, enabling a like-for-like comparison between Discovery content and that of the PSB channels.
- We have restricted the analysis to the following Microgenre Types: Arts, Current Affairs, Education/Schools, Factual, Factual Entertainment, and Religion. This excludes fiction and pure entertainment programming from the analysis.
- All viewing figures are based on Cable & Satellite homes, ensuring a fair comparison between Discovery channels (which are unavailable through analogue or digital terrestrial) and PSB channels.
- All reach figures are based on 5-minute consecutive viewing.

In Phase III of the PSB review, Ofcom defined PSB programming by a number of 'Purposes' and 'Characteristics'.

Ofcom's PSB Purposes include:

- To inform ourselves and others and to increase our understanding of the world through news, information and analysis of current events and ideas.
- To stimulate our interest in and knowledge of arts, science, history and other topics through content that is accessible and can encourage informal learning.

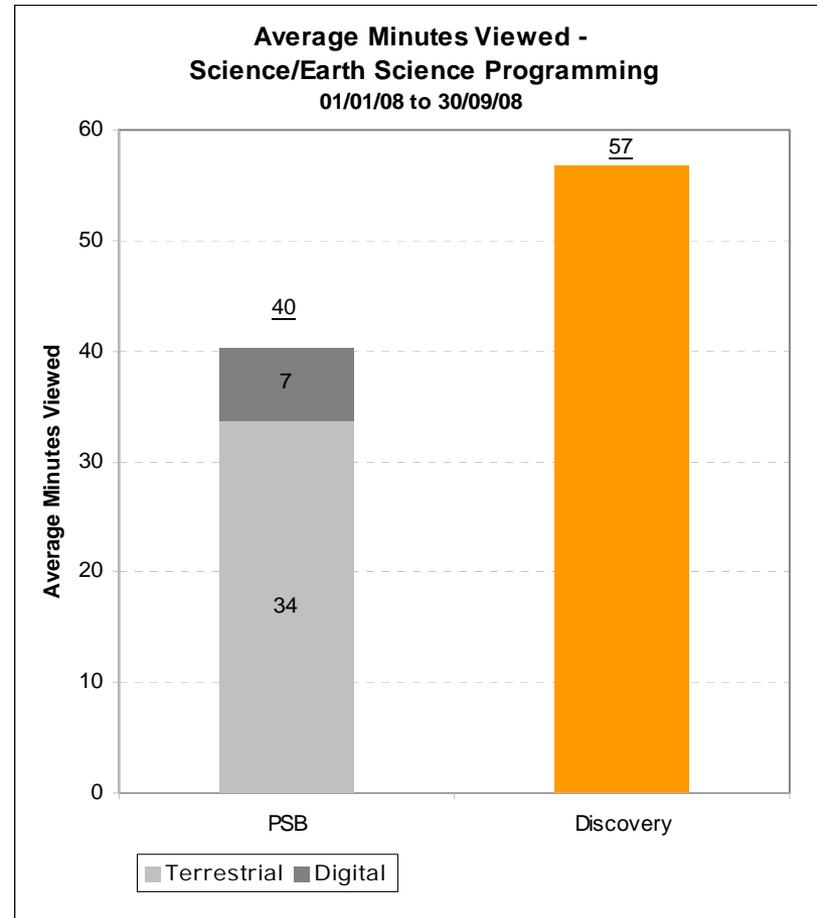
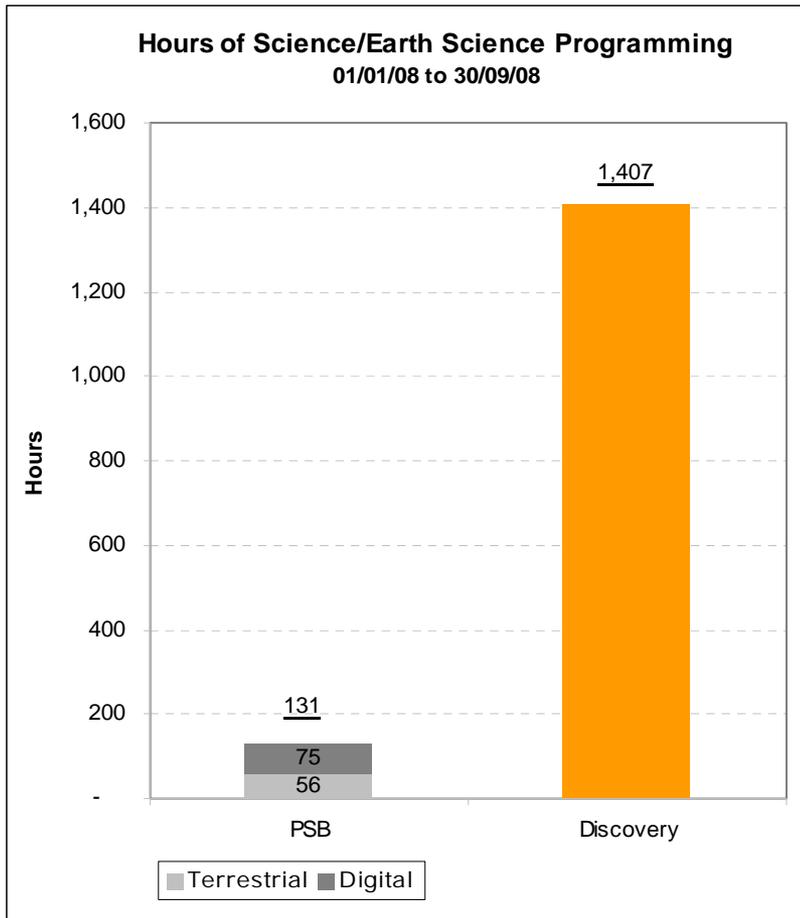
The PSB Characteristics include:

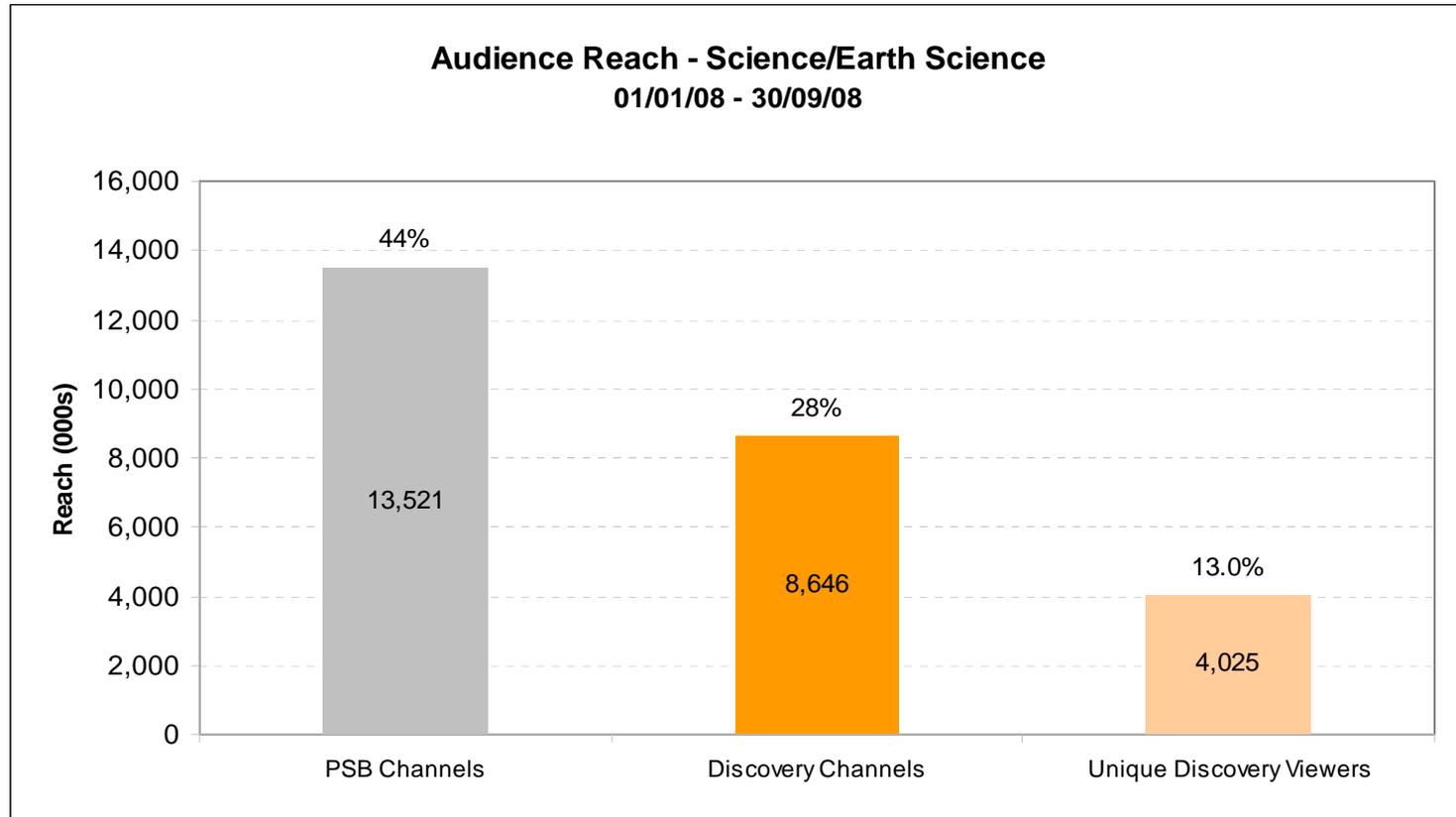
- Challenging – making viewers think.
- Engaging – remaining accessible and enjoyed by viewers.



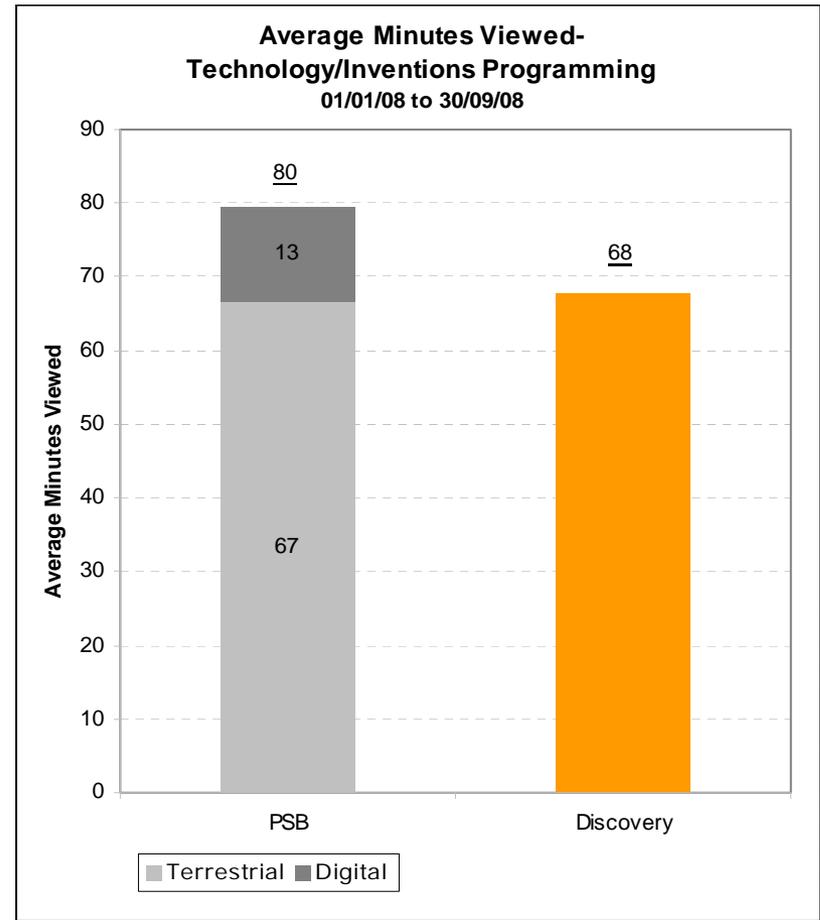
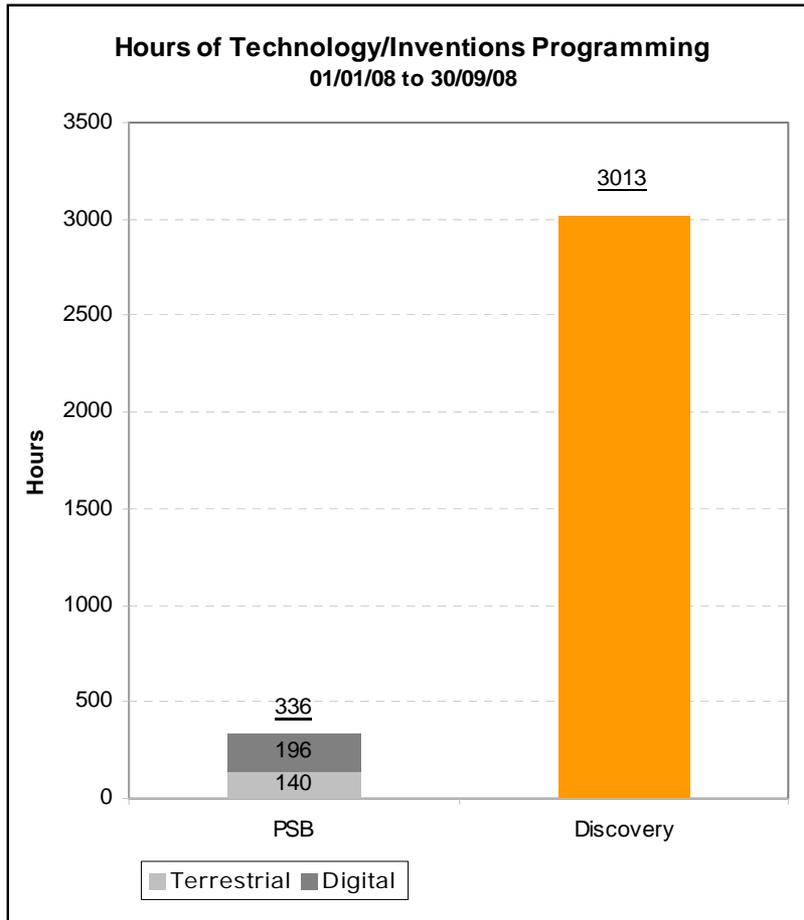
- Attentional has identified 10 Microgenre subjects prevalent on Discovery channels that we feel embody Ofcom's PSB definition – particularly in stimulating interest and knowledge, encouraging informal learning, and remaining accessible and enjoyable. The ten subjects are:
 1. Science/Earth Science
 2. Technology/Inventions
 3. Archaeology/Palaeontology
 4. History
 5. Natural History
 6. Architecture/Buildings
 7. Human Science/Medical
 8. Parenting/Childcare
 9. Geography/Environment/Ecology
 10. Diet/Fitness/Health
- For each of these subjects we have compared Discovery output and viewing to that of the PSB channels.

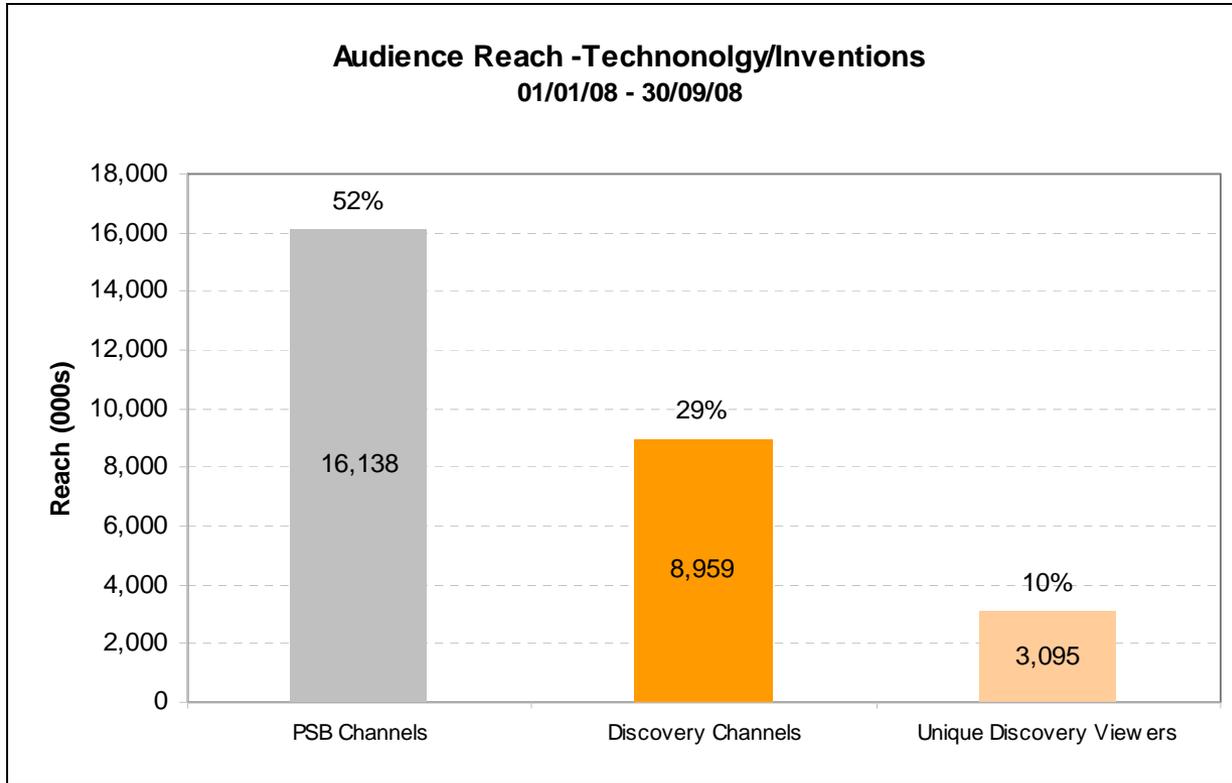
- Discovery showed 1,407 hours of programming with a Science/Earth Science theme in the first nine months of 2008 — over ten times the amount shown on PSB channels.
- Popular titles in this genre include original Discovery series *Mythbusters* and *Storm Chasers*.
- The average viewer in CabSat homes watched 57 minutes of Science/Earth Science programming on Discovery channels in this period — 17 minutes more than they watched on PSB channels.
- In total, 8.6m viewers in CabSat homes (28%) watched some Science/Earth Science programming on Discovery channels in this period. This included 4m viewers who did not watch any Science/Earth Science programming on the PSB channels during this period (13% of all CabSat viewers).



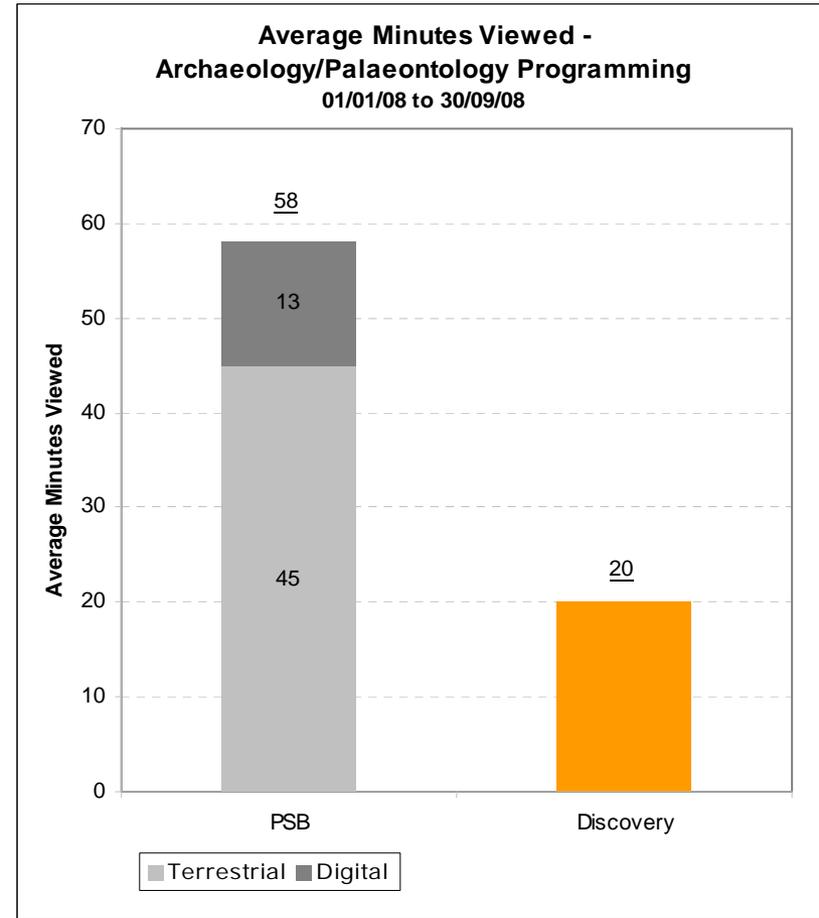
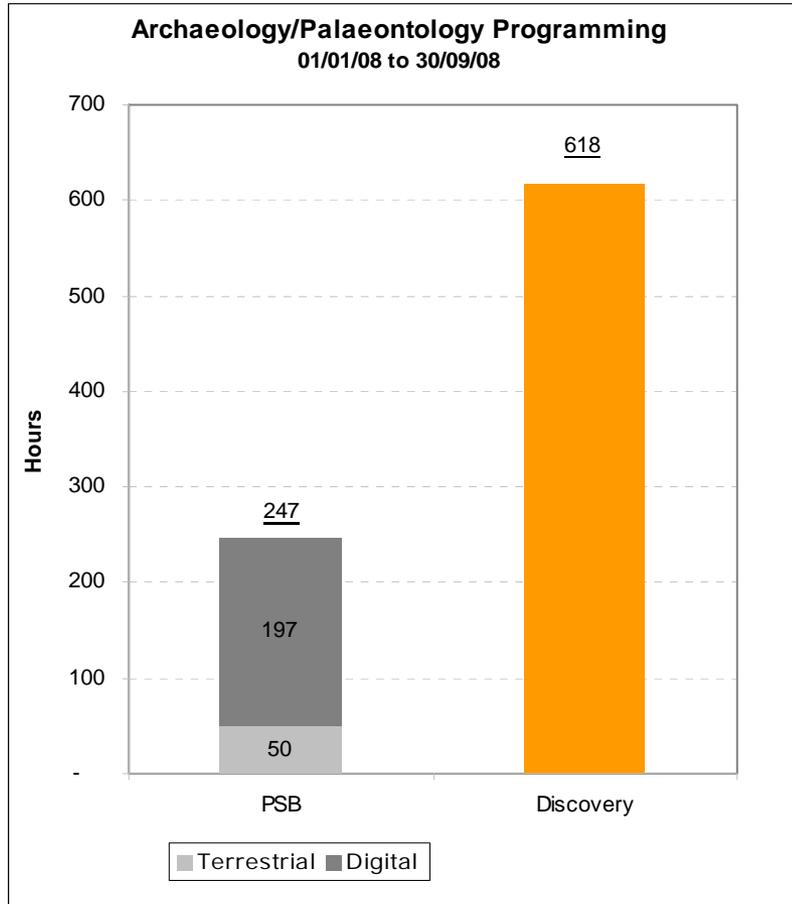


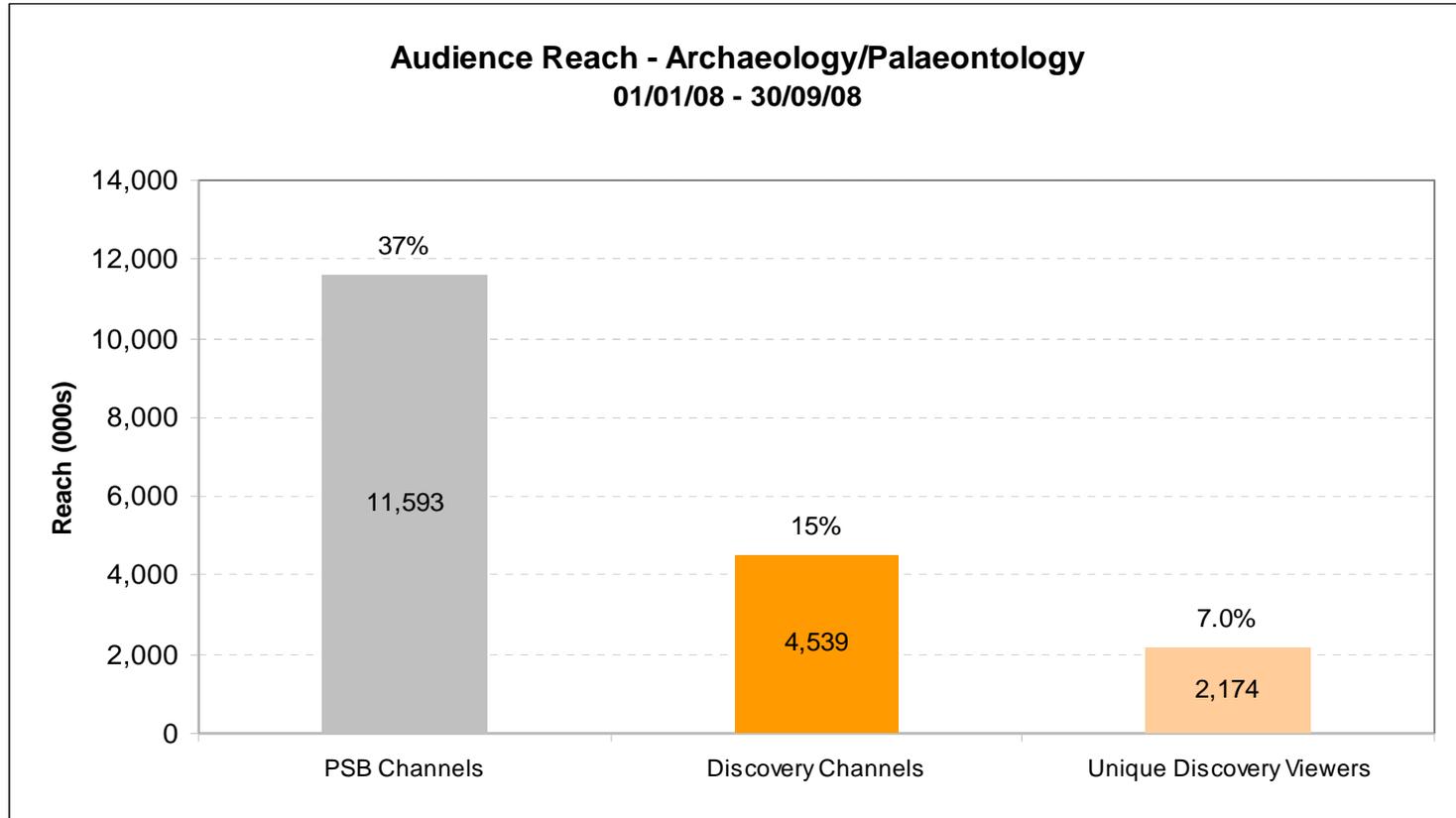
- Technology/Inventions is one of the most prevalent subjects on the Discovery channels. In the first nine months of 2008 the channels broadcast 3,013 hours of programming with a Technology/Inventions subject – nine times the total output of PSB channels (including digital channels) in this period.
- Discovery output within this subject includes *How It's Made*, *How Do They Do It?* and *Scrapheap Challenge*.
- The average viewer in CabSat homes watched 68 minutes of Technology/Inventions programming on Discovery channels in this period, compared to 80 minutes on PSB channels.
- 9m CabSat viewers (29%) watched at least five consecutive minutes of Technology/Inventions programming on Discovery channels, including 3 million (10%) who did not watch any Technology/Inventions programming on PSB channels over the same period.





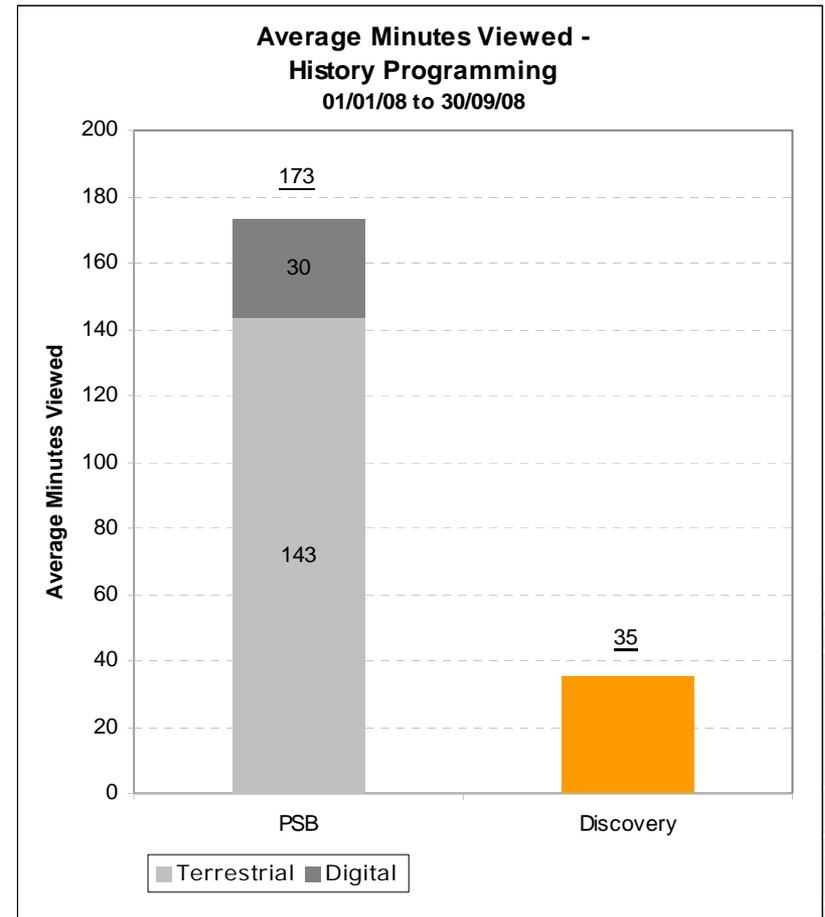
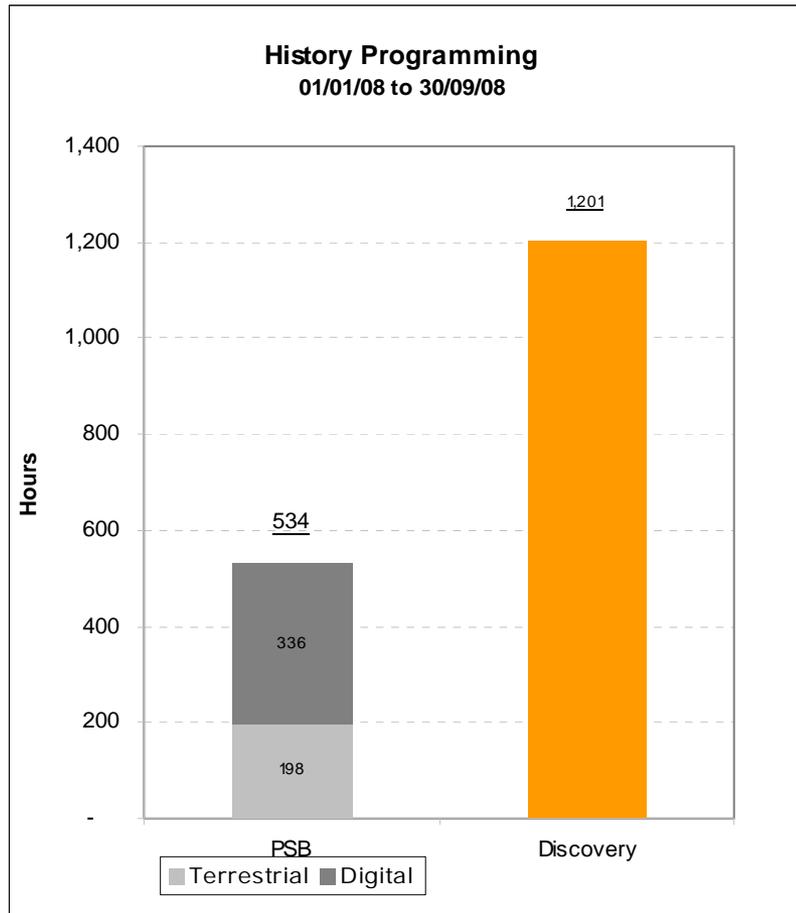
- The Discovery channels showed 618 hours of programming with an Archaeology/Palaeontology theme in the first nine months of 2008, including *Time Team* (also shown on Channel 4) and the original Discovery series *Bone Detectives*.
- Over the same period, the PSB channels showed 247 hours of Archaeology/Palaeontology programming.
- The average viewer in CabSat homes watched 20 minutes of Archaeology/Palaeontology programming on Discovery channels during this period.
- In total, 4.5m CabSat viewers (15%) watched some Archaeology/Palaeontology programming on Discovery channels in the first nine months of 2008. This included 2.1m viewers (7%) who did not watch any Archaeology/Palaeontology programming on the PSB channels during this period.

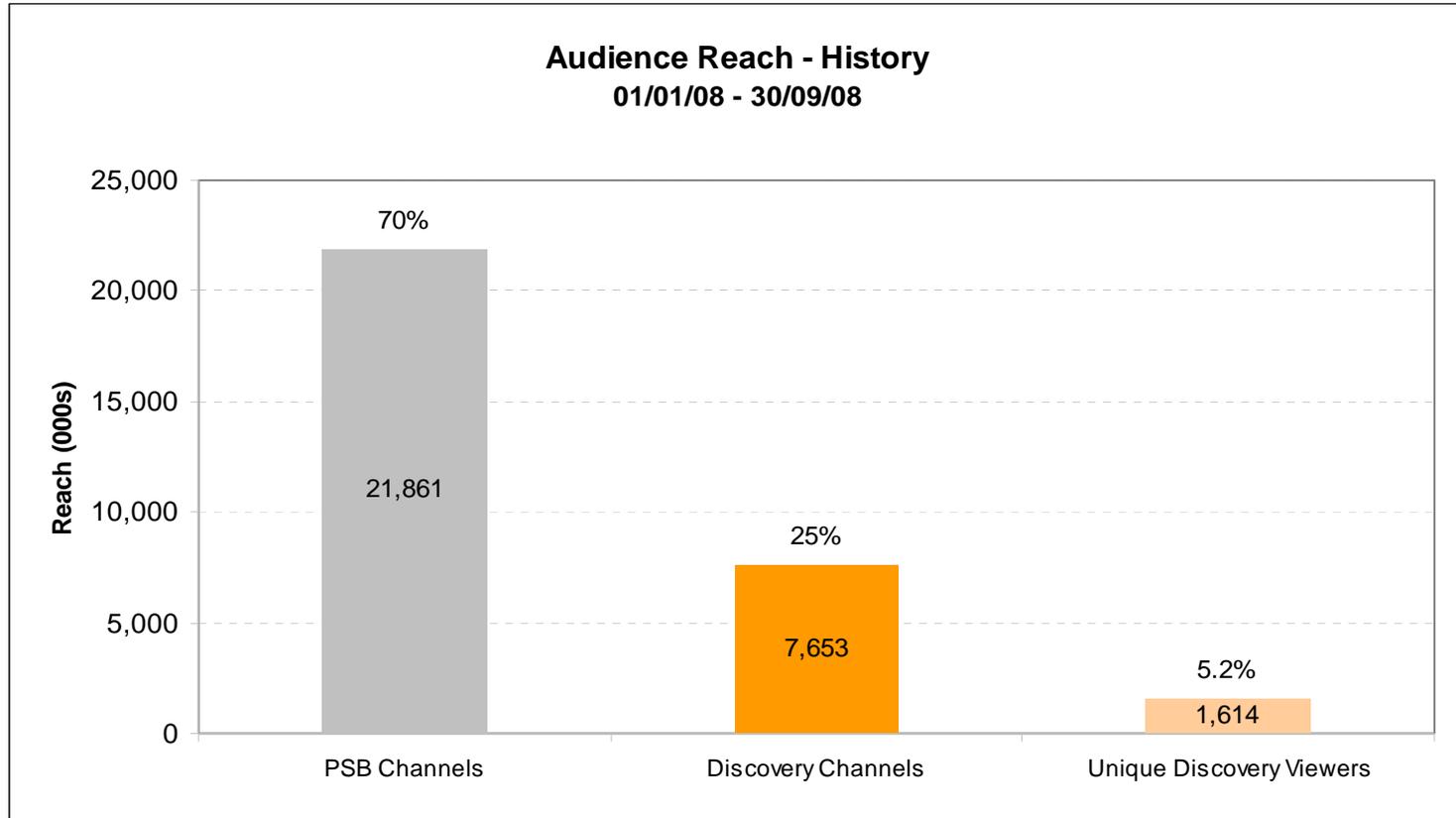




- The Discovery channels showed 1,201 hours of History programming in the first three quarters of 2008 — over twice the amount shown on PSB channels.
- Titles include *Seven Ages of Britain* and the original Discovery series *Unsolved History*.
- The average viewer in CabSat homes watched 35 minutes of History programming on Discovery channels in this period.
- In total, 7.7m (25%) CabSat viewers watched some History programming on Discovery channels in the first nine months of 2008. This included 1.6m viewers (5.2%) who did not watch any History programming on PSB channels.

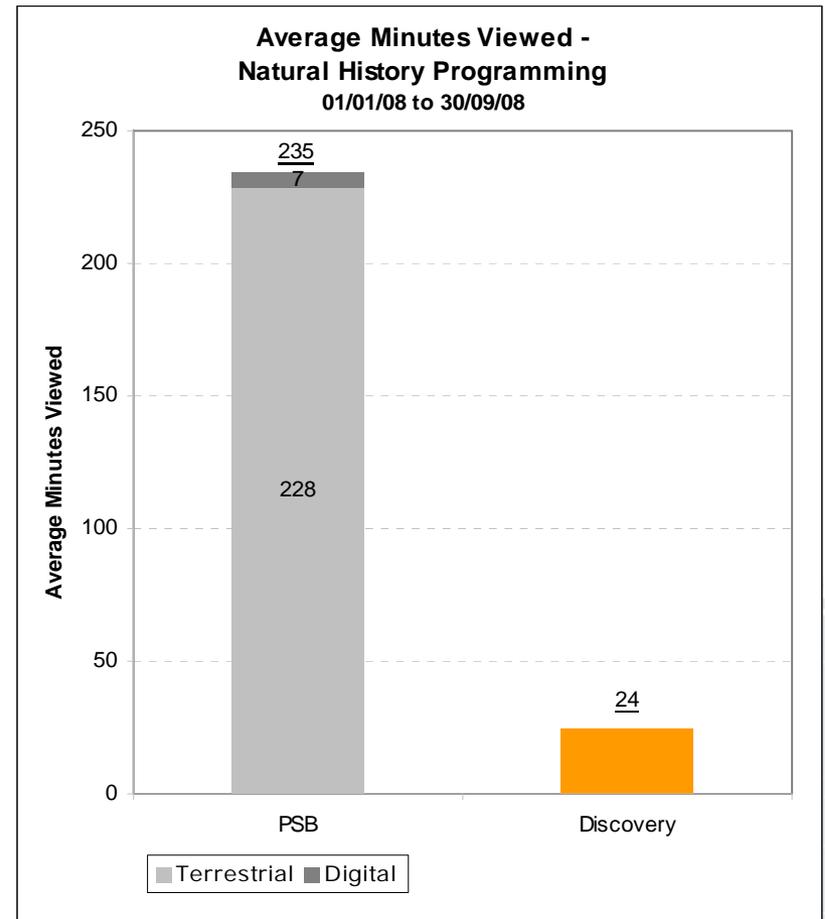
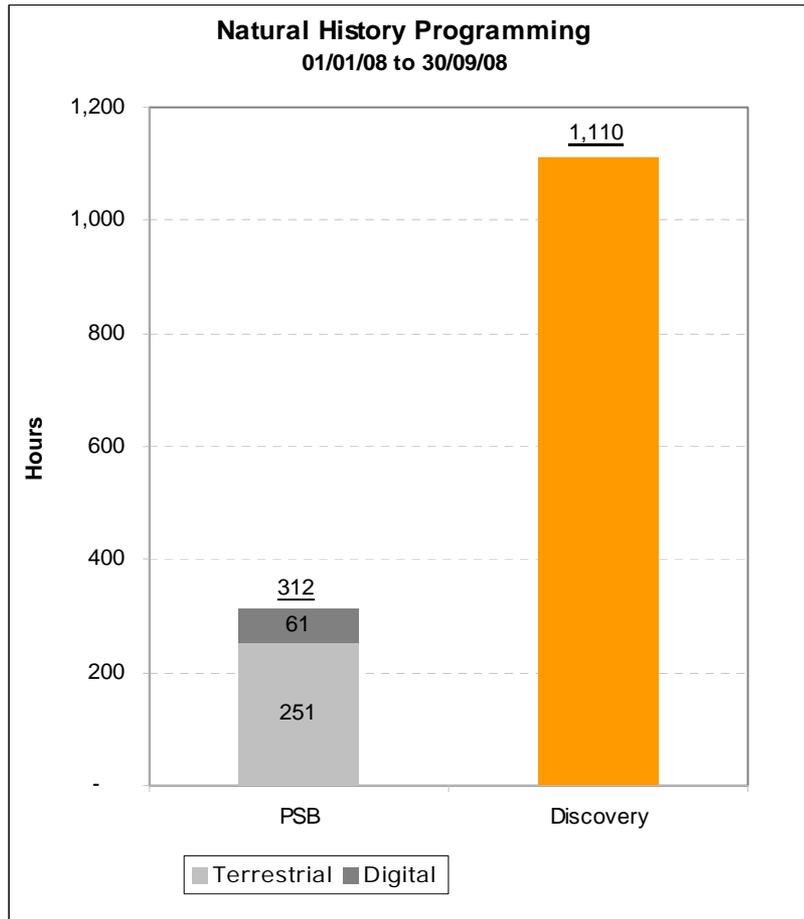


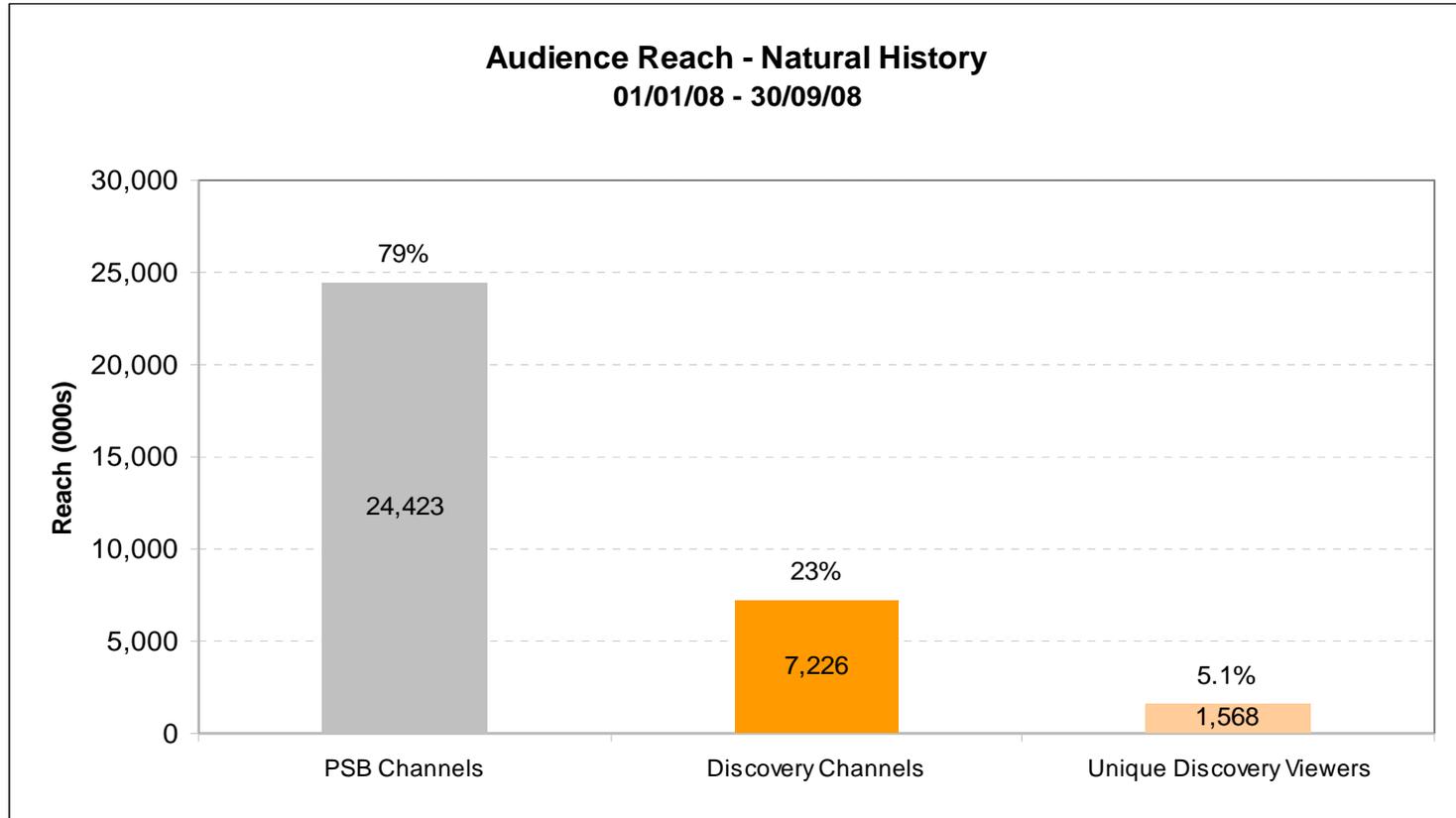




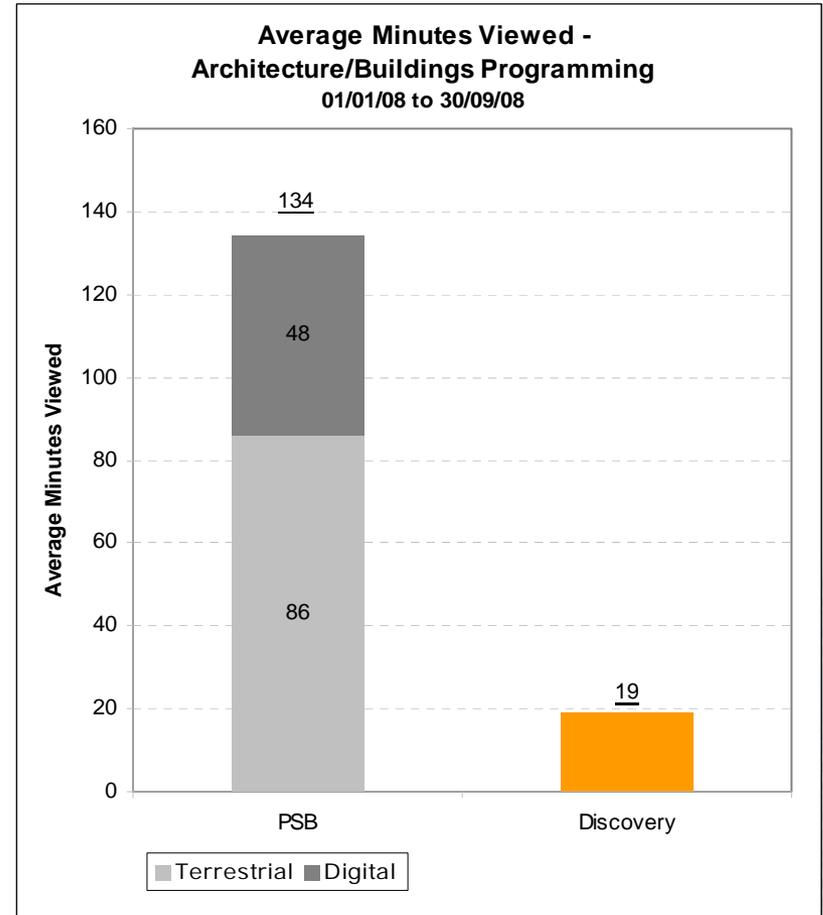
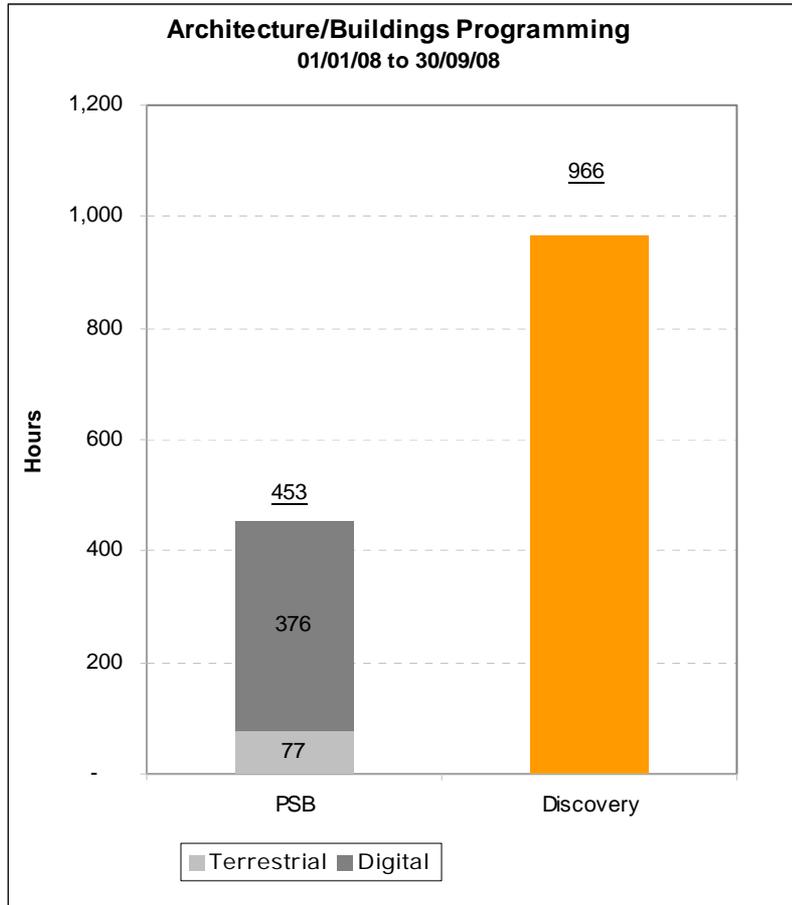
- Discovery channels aired 1,110 hours of Natural History programming in the first nine months of 2008, including 839 hours on Animal Planet. This was over three times the volume of Natural History programming shown on PSB channels during this period.
- The average CabSat viewer watched 24 minutes of Natural History programming on Discovery channels during this period.
- 7.2m CabSat viewers (23%) came into contact with Natural History programming on Discovery channels during this period, including 1.6m (5.6%) who did not watch any Natural History programming on the PSB channels.

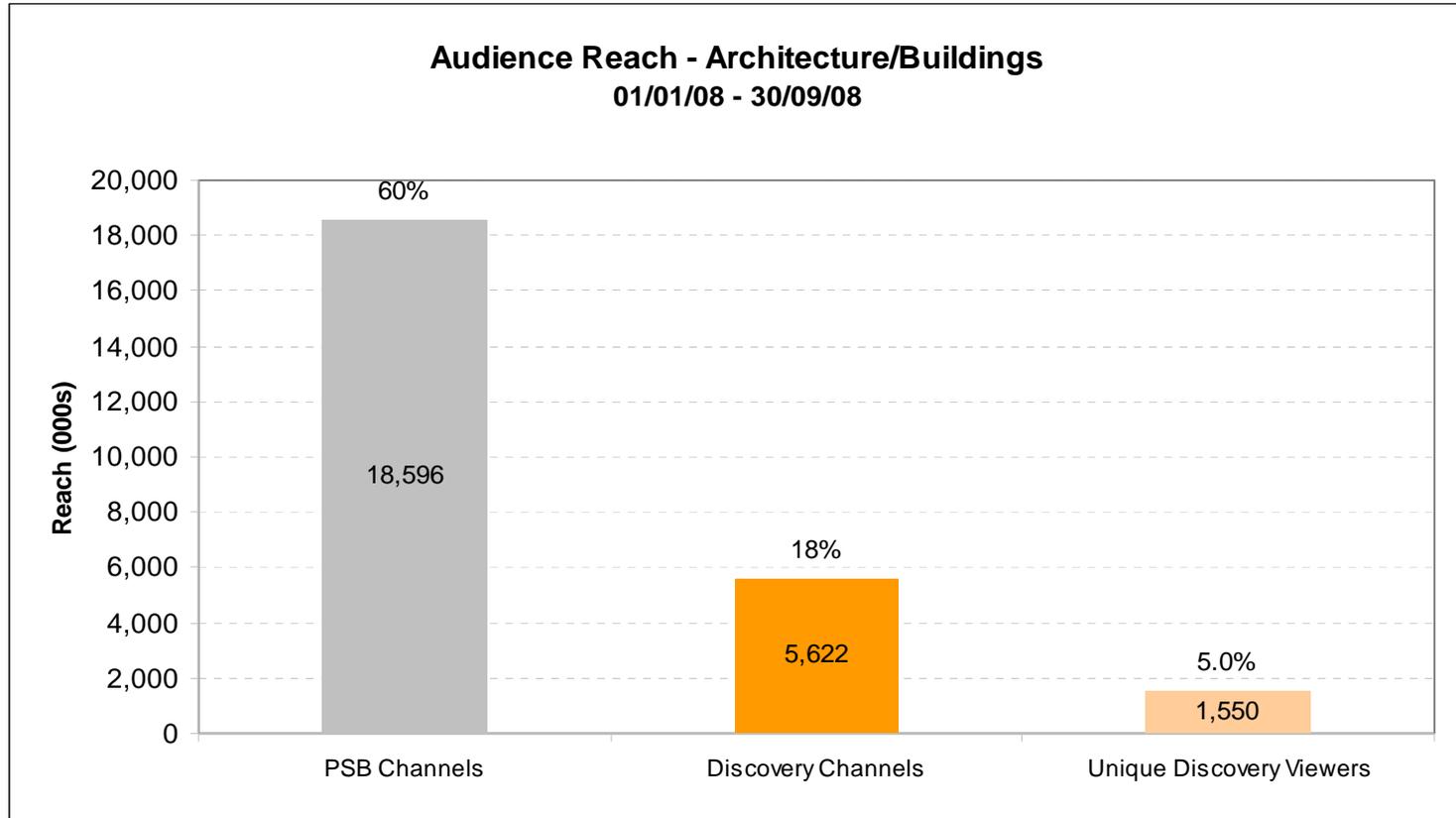




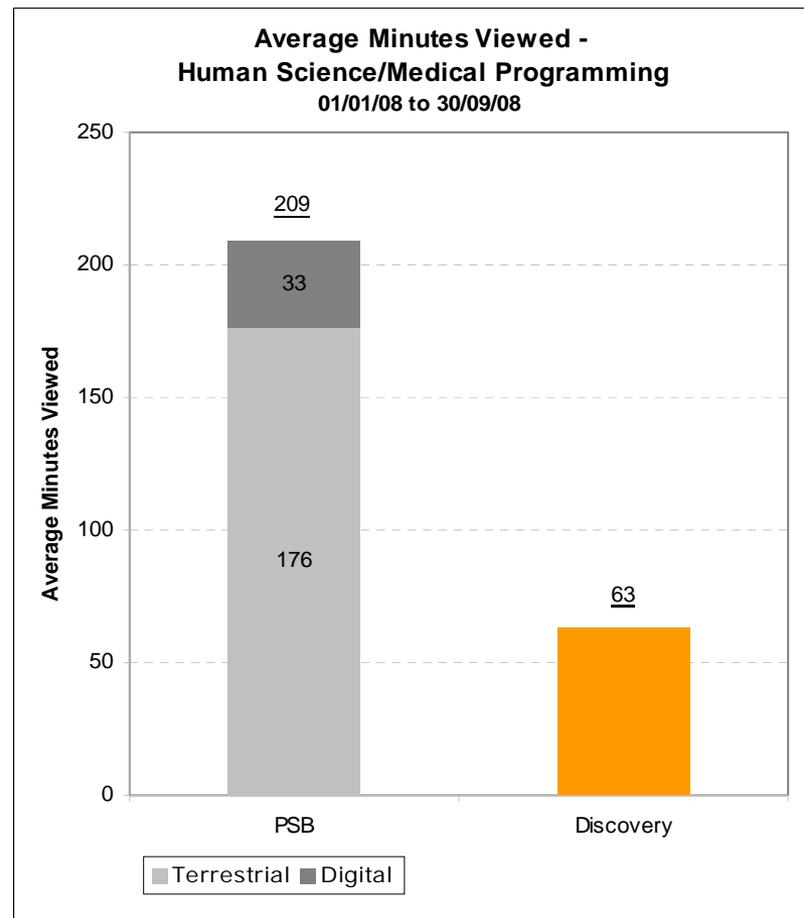
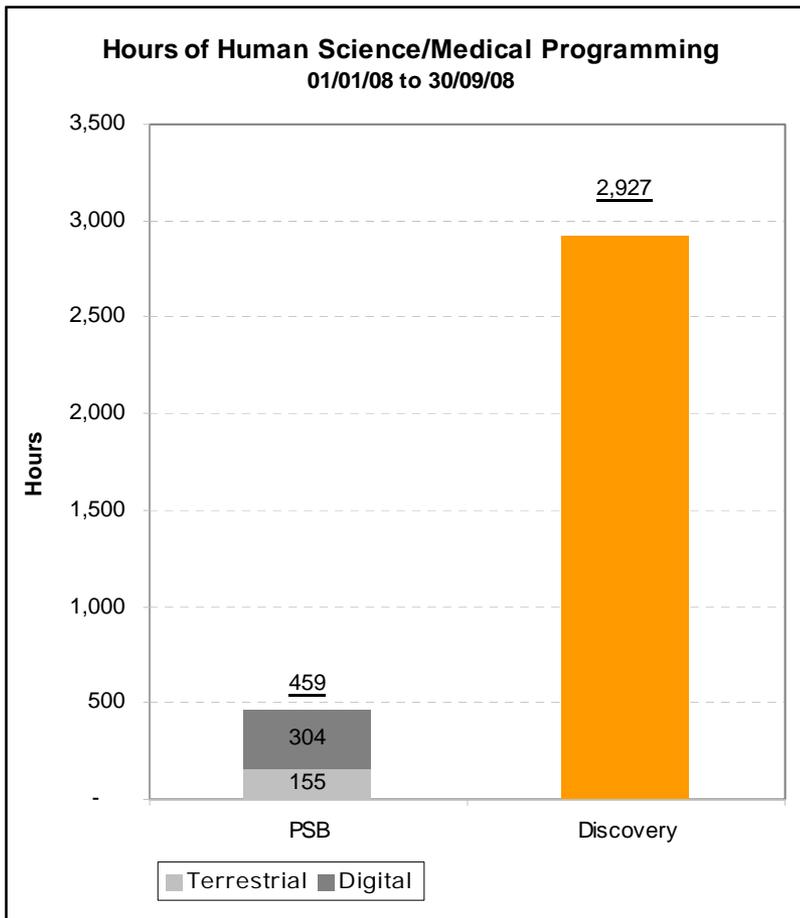


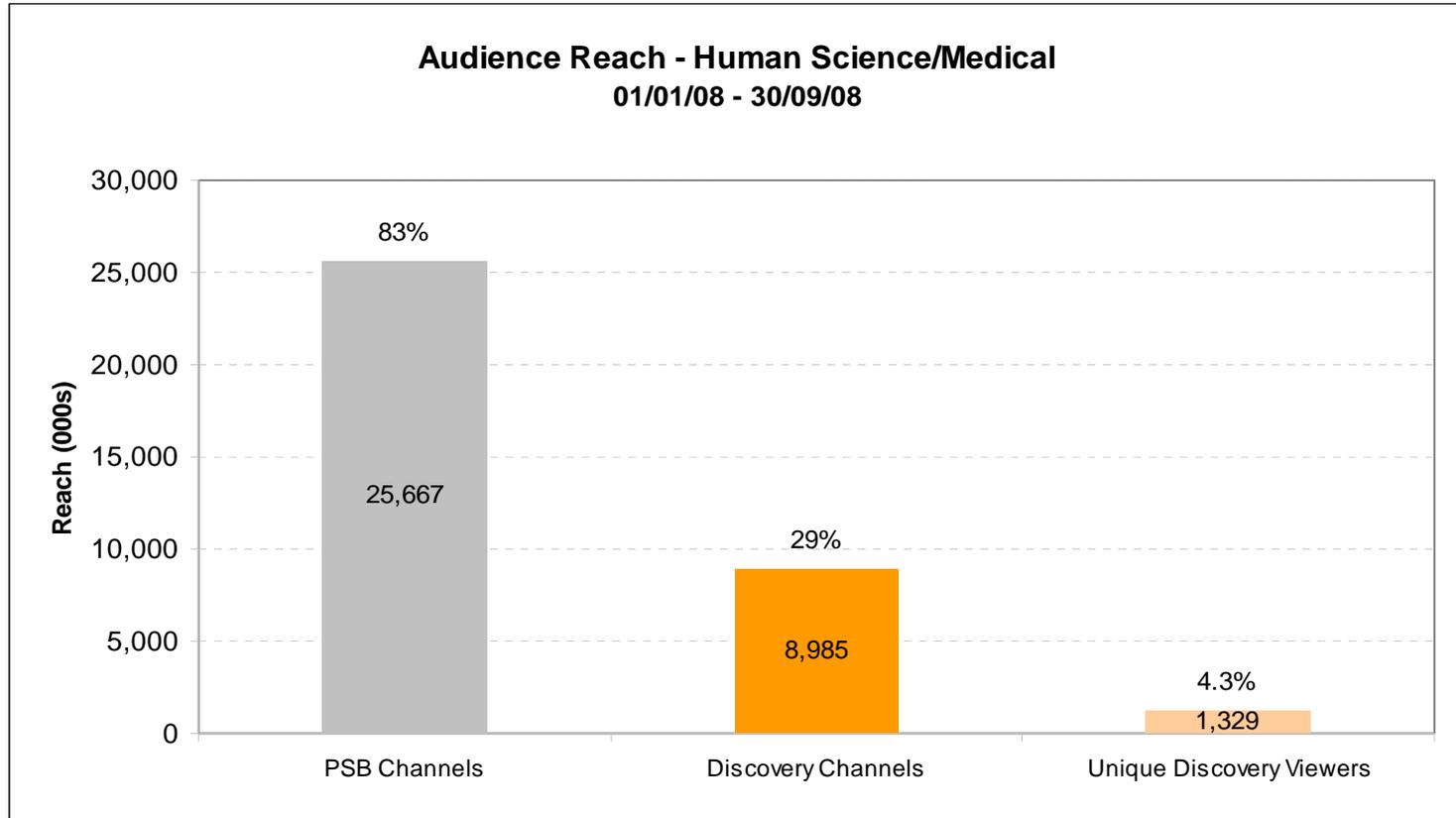
- The Discovery channels showed 966 hours of programming with an Architecture/Buildings theme in the first nine months of 2008. Output in this genre includes Discovery's UK-originated series *Barn Free*, documenting the conversion of a derelict granary and cattle barn into a luxury home.
- Discovery showed twice as much Architecture/Buildings programming in this period than the PSB channels combined (including digital channels).
- On average, viewers in CabSat homes watched 19 minutes of Architecture/Buildings programming on Discovery channels in this period.
- A total of 5.6m CabSat viewers (18%) watched at least five consecutive minutes of Architecture/Buildings programming on the Discovery channels in the first three quarters of 2008. This included 1.6m viewers (5%) who did not watch any programming on this subject on the PSB channels.



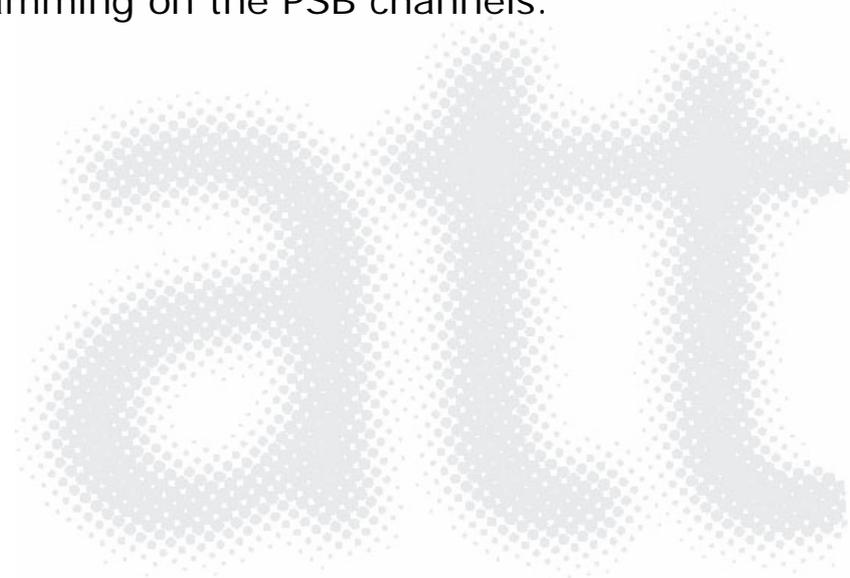


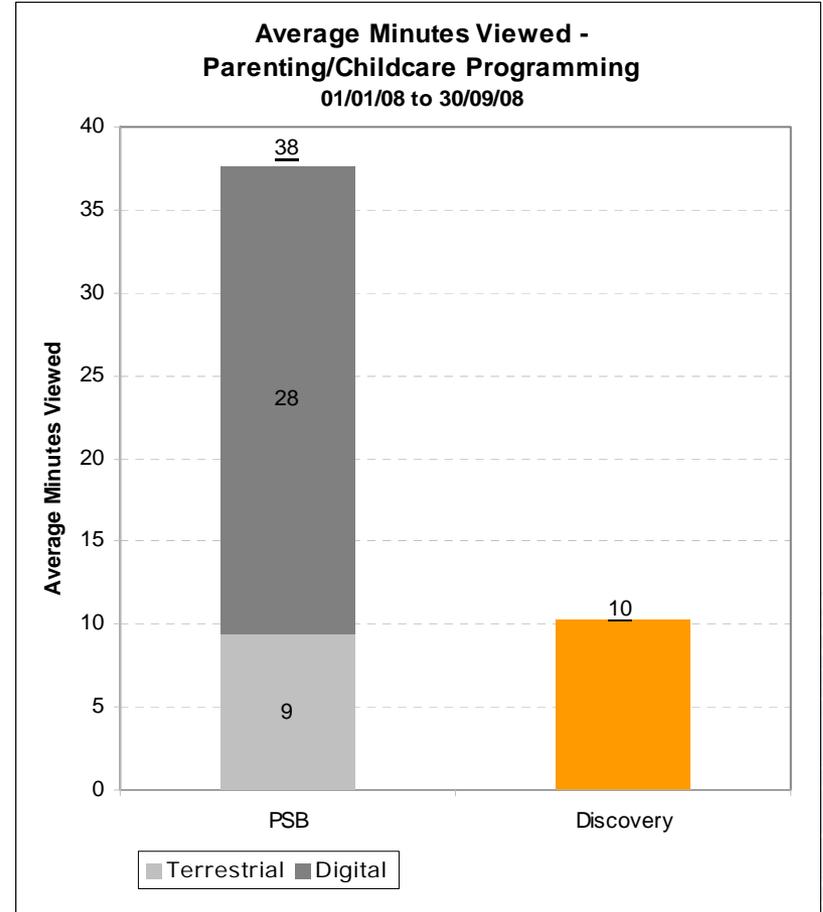
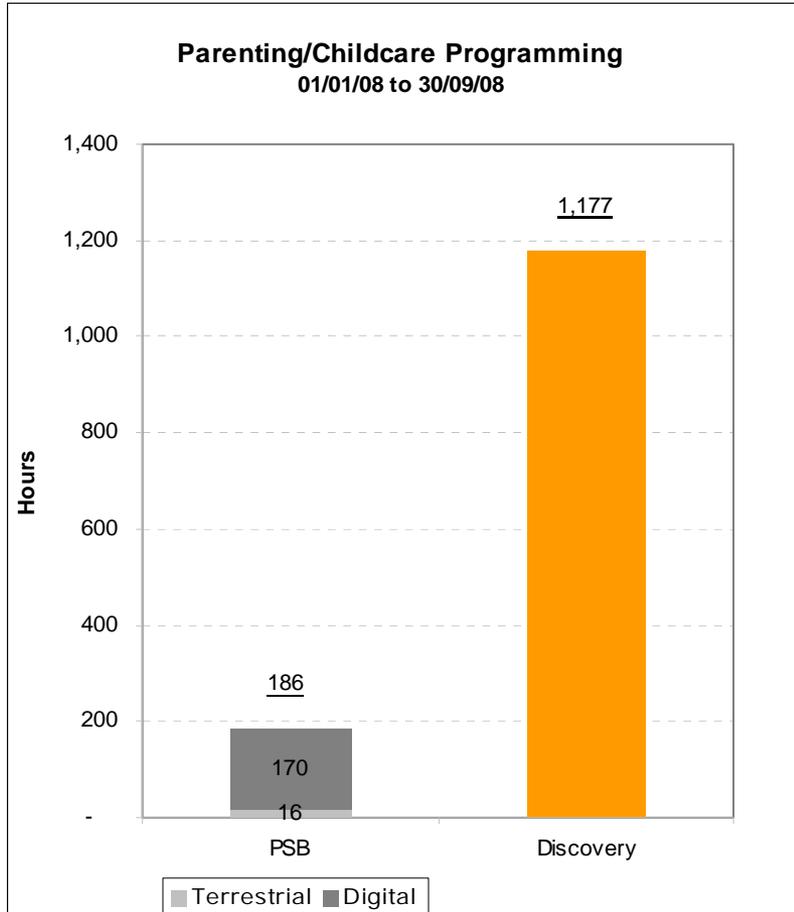
- Discovery channels showed 2,927 hours of programming with a Human Science/Medical subject in the first nine months of 2008, compared to 459 hours on the PSB channels.
- Discovery titles in this genre include original UK documentary series *York Hill Hospital* (about an NHS children's hospital in Glasgow) and *Anatomy for Beginners* (also shown on Channel 4).
- The average viewer in CabSat homes watched 63 minutes of Human Science/Medical programming on Discovery channels in this period, compared to 209 minutes on PSB channels.
- 9 million CabSat viewers (29%) watched at least five consecutive minutes of Human Science/Medical programming on the Discovery channels in the first three quarters of 2008. This includes 1.3m (4.3%) who did not watch any Human Science/Medical programming on the PSB channels during this period.

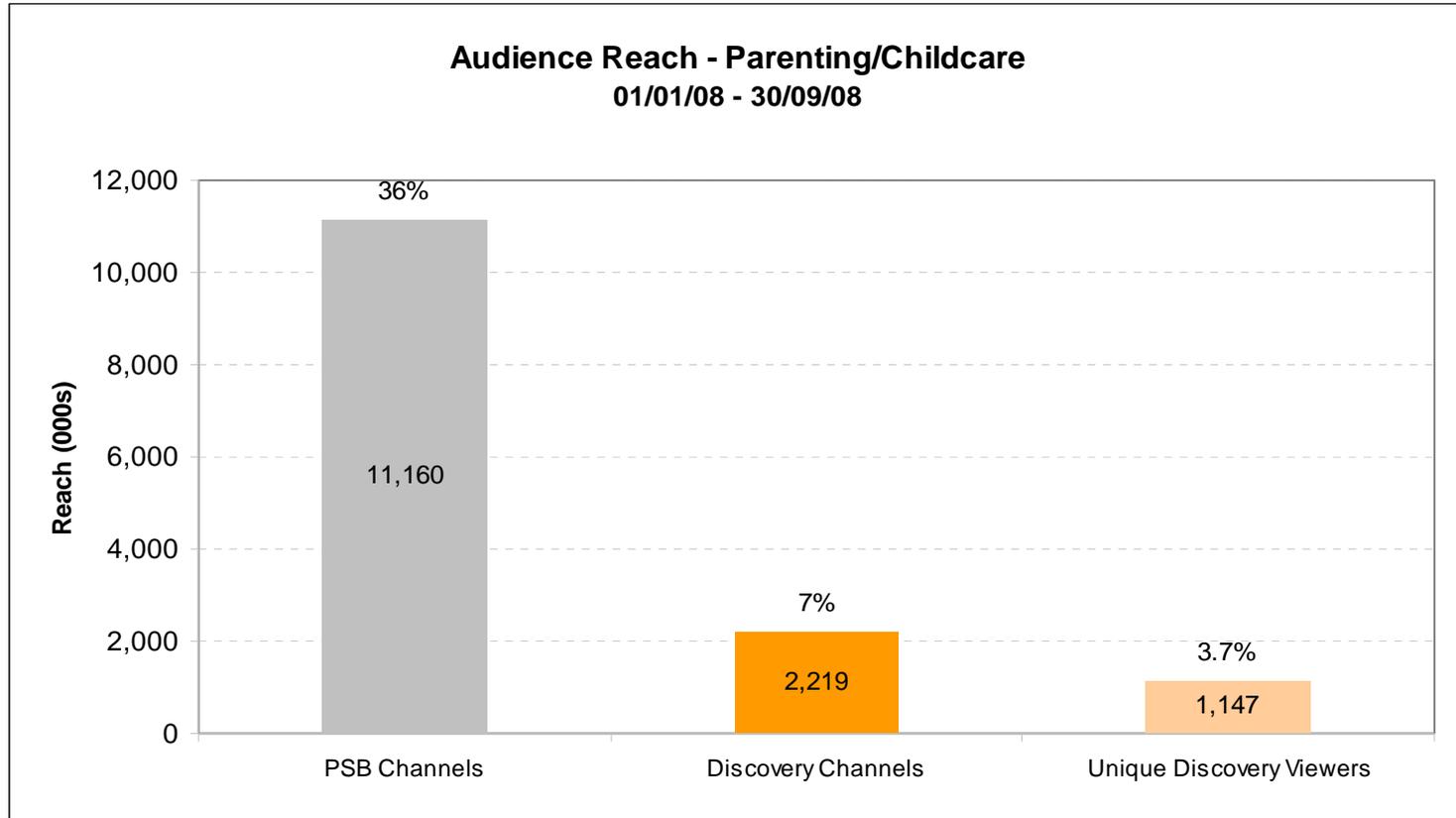




- The Discovery channels showed 1,177 hours of programming with a Parenting/Childcare theme in the first three quarters of 2008 — over six times the amount available on PSB channels.
- Discovery titles include original UK series such as *Portland Babies* and *Home Birth Diaries*.
- The average viewer in CabSat homes watched 10 minutes of Parenting/Childcare programming in the first nine months of 2008.
- In total 2.2m CabSat viewers (7%) watched some Parenting/Childcare programming on Discovery channels in this period, including 1.1m (3.7%) who did not watch any Parenting/Childcare programming on the PSB channels.

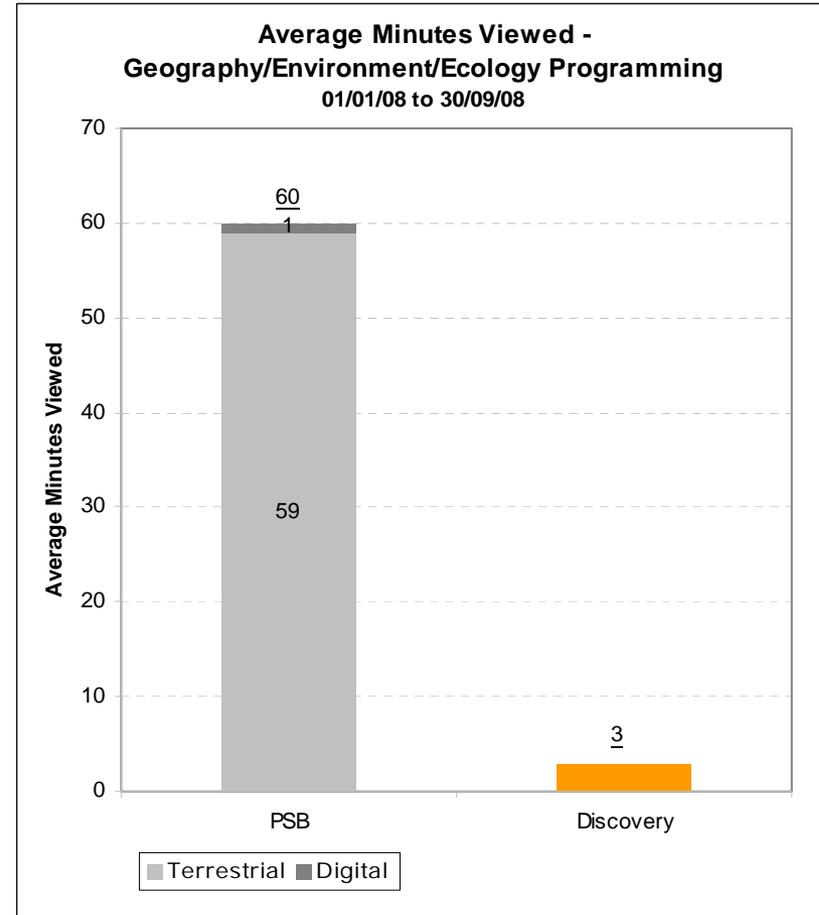
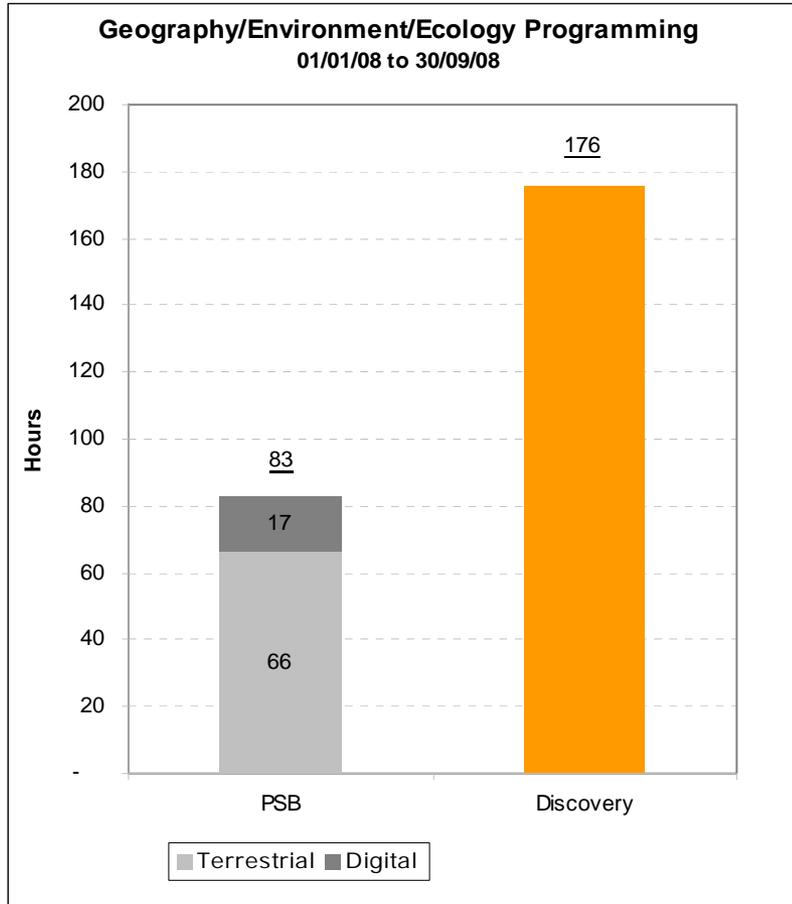


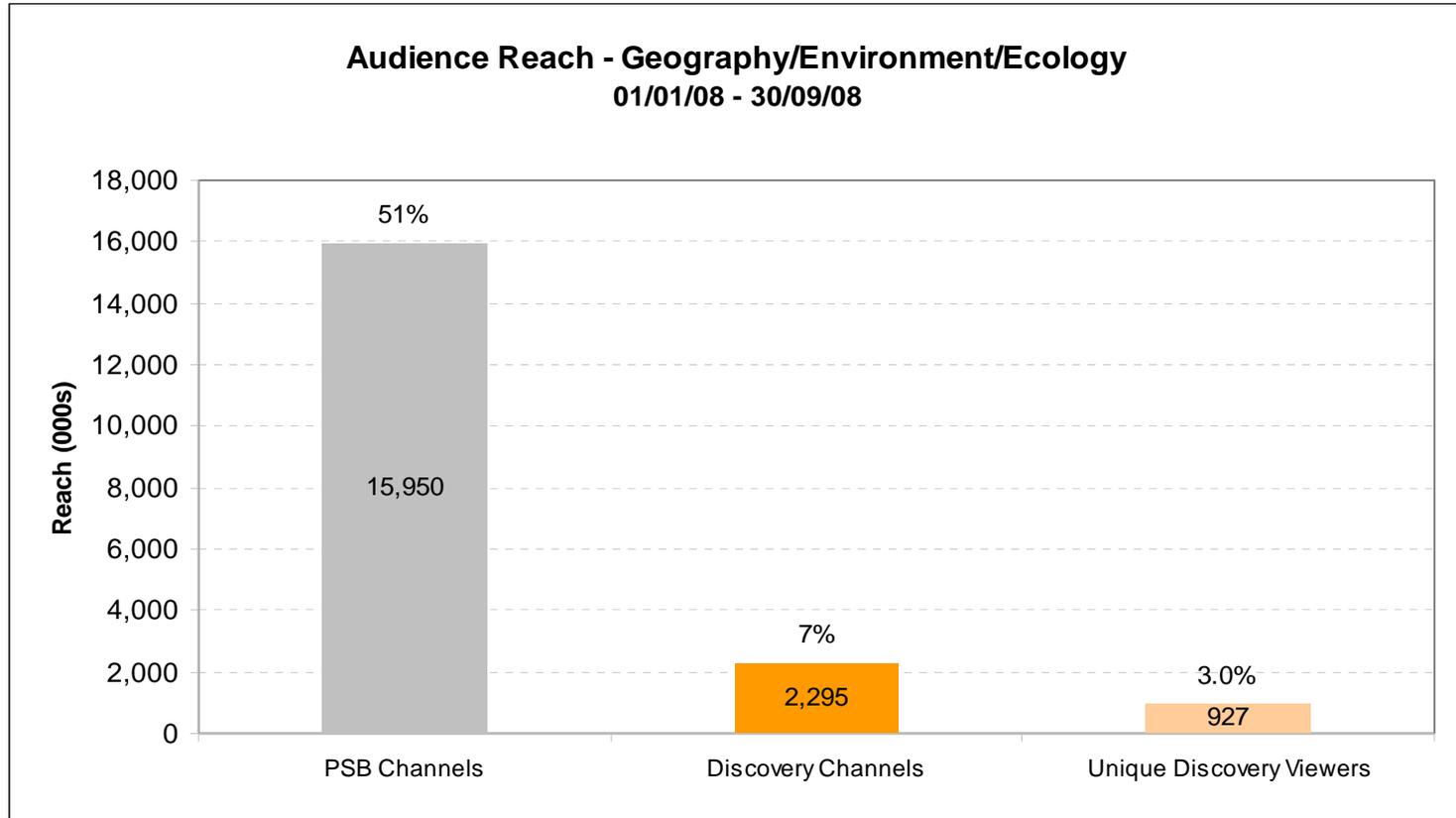




- Discovery channels showed 176 hours of programming with a Geography/Environment/Ecology theme in the first nine months of 2008, compared to 83 hours on PSB channels.
- Titles include *Renovation Nation* (a series about environmentally friendly housing) and original UK series *Tommy Walsh's Green Homes*.
- Viewers in CabSat homes watched an average of 3 minutes of Geography/Environment/Ecology programming on Discovery channels in the first three quarters of 2008.
- 2.3m CabSat viewers (7%) watched some Geography/Environment/Ecology programming on Discovery channels in this period, including 927,000 (3%) who did not watch any Geography/Environment/Ecology programming on PSB channels.

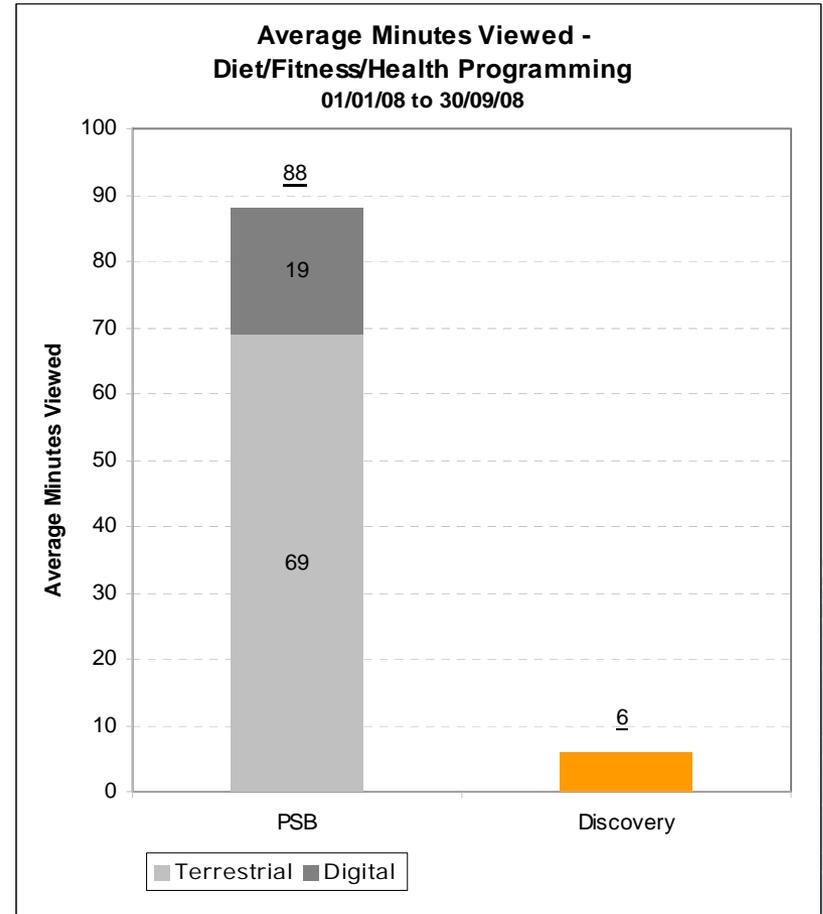
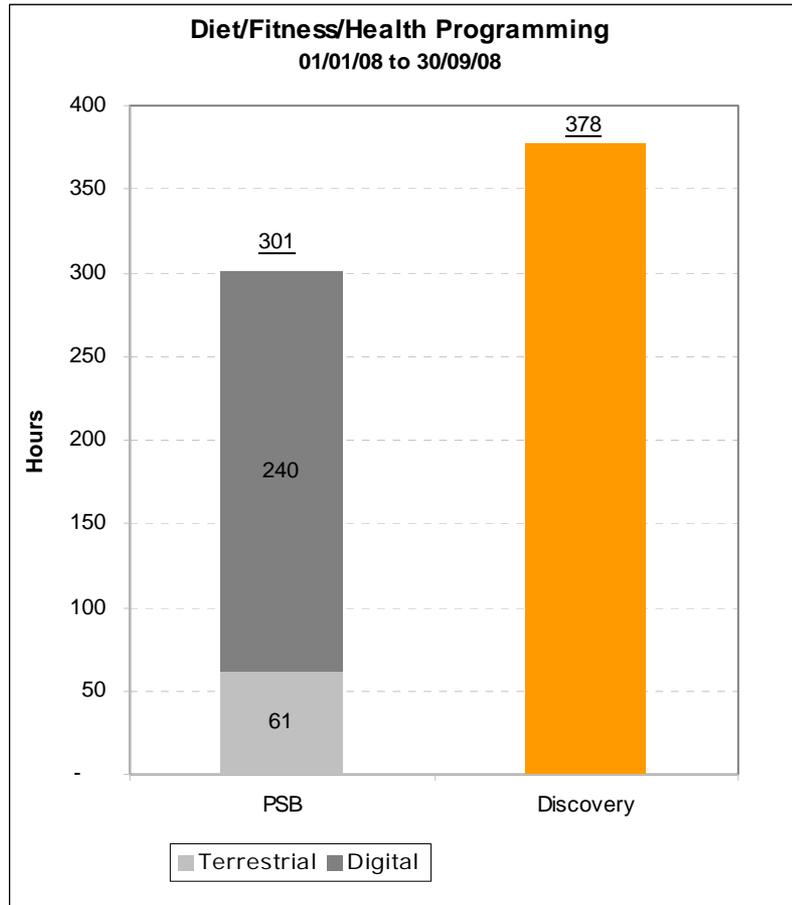


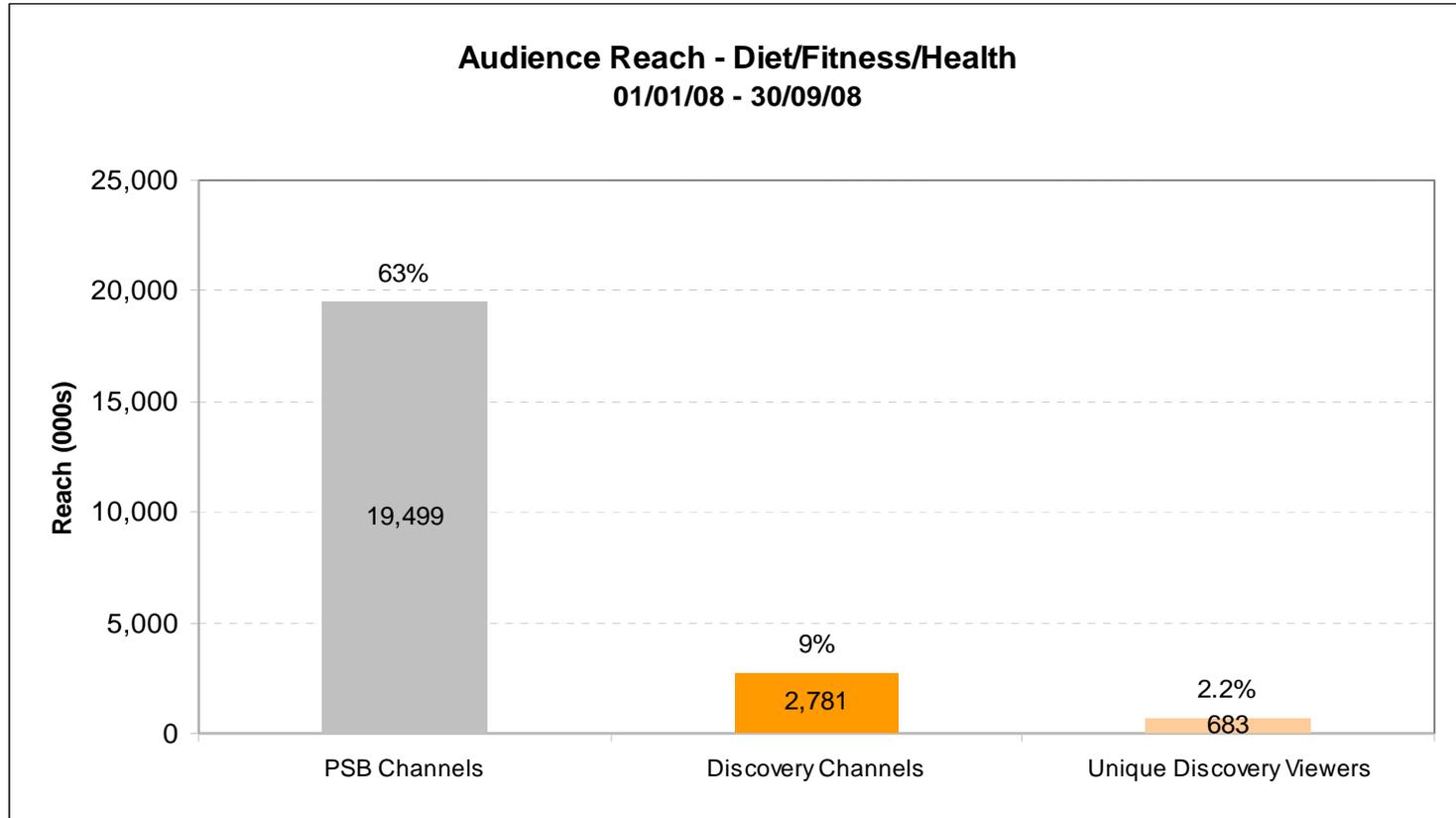




- Discovery output in the first three quarters of 2008 included 378 hours of programming with a Diet/Fitness/Health theme.
- The average CabSat viewer watched 6 minutes of Diet/Fitness/Health programming on the Discovery channels during this period.
- 2.8m CabSat viewers (9%) watched at least five consecutive minutes of Diet/Fitness/Health programming on Discovery channels in the first nine months of 2008. This included 683,000 (2.2%) who had not watched any Diet/Fitness/Health programming on PSB channels.







Summary Tables: Hours & Viewing **attentional** an instinct for entertainment

Hours of programming, 01/01/08 to 31/09/08:

Microgenre Subject	PSB (terrestrial)	PSB (digital spin-offs)	PSB (total)	Discovery
Science/Earth Science	56	75	131	1,407
Technology/Inventions	140	196	336	3,013
Archaeology/Palaeontology	50	197	247	618
History	198	336	534	1,201
Natural History	251	61	312	1,110
Architecture/Buildings	77	376	453	966
Human Science/Medical	155	304	459	2,927
Parenting/Childcare	16	170	186	1,177
Geography/Environment/Ecology	66	17	83	176
Diet/Fitness/Health	61	240	301	378

Average Minutes Viewed, Individuals in CabSat homes, 01/01/08 to 31/09/08:

Microgenre Subject	PSB (terrestrial)	PSB (digital spin-offs)	PSB (total)	Discovery
Science/Earth Science	34	7	41	57
Technology/Inventions	67	13	80	68
Archaeology/Palaeontology	45	13	58	20
History	143	30	173	35
Natural History	228	7	235	25
Architecture/Buildings	86	48	134	19
Human Science/Medical	176	33	209	63
Parenting/Childcare	9	28	37	10
Geography/Environment/Ecology	59	1	60	3
Diet/Fitness/Health	69	19	88	6

Summary Tables: Reach

Reach* (000s) in CabSat homes, 01/01/08 to 31/09/08:

Microgenre Subject	PSB Channels	Discovery	TOTAL	Unique Discovery
Science/Earth Science	13,521	8,646	17,546	4,025
Technology/Inventions	16,138	8,959	19,233	3,095
Archaeology/Palaeontology	11,593	4,539	13,767	2,174
History	21,861	7,653	23,475	1,614
Natural History	24,423	7,226	25,991	1,568
Architecture/Buildings	18,596	5,622	20,146	1,550
Human Science/Medical	25,667	8,985	26,996	1,329
Parenting/Childcare	11,160	2,219	12,307	1,147
Geography/Environment/Ecology	15,950	2,295	16,877	927
Diet/Fitness/Health	19,499	2,781	20,182	683

Reach* (%) in CabSat homes, 01/01/08 to 31/09/08:

Microgenre Subject	PSB Channels	Discovery	TOTAL	Unique Discovery
Science/Earth Science	44%	28%	57%	13.0%
Technology/Inventions	52%	29%	62%	10.0%
Archaeology/Palaeontology	37%	15%	44%	7.0%
History	70%	25%	76%	5.2%
Natural History	79%	23%	84%	5.1%
Architecture/Buildings	60%	18%	65%	5.0%
Human Science/Medical	83%	29%	87%	4.3%
Parenting/Childcare	36%	7%	40%	3.7%
Geography/Environment/Ecology	51%	7%	54%	3.0%
Diet/Fitness/Health	63%	9%	65%	2.2%

* Based on five-minute consecutive reach criteria.

For further information on any aspect of this
report, please contact Attentional on
+44 (0)1823 322829, or email
enquiries@attentional.com

Please visit our website at
www.attentional.com

All rights reserved. No part of this work may be reproduced or transmitted in any form or by any means, or stored in any retrieval system of any nature, without prior written permission of Attentional Ltd, except where this is expressly permitted under the Copyright Designs and Patents Act 1988 or the Copyright and Rights in Databases Regulations 1999.