

Downloading classification study

February 2007

Source : Worldpanel Entertainment, a service from TNS

Worldpanel

Worldpanel Entertainment introduction

The Panel & Methodology

- A representative sample of **5000** individuals were questioned on downloading (question outlined on next slide) in the two weeks commencing 21st of Feb 2007
- **4,244** responded.
- This information was then cross tabbed with existing information held on their audio/visual entertainment purchasing habits
- The **5000** individuals were selected from a panel of **16,000** that provide continuous information on their music, video, computer games and books markets as well as their cinema, PPV television and rental video activity

Actual Question Asked

New services are now available which allow you to download the sorts of films and programmes you can currently buy or rent on DVD. These services do not have to have guidance on content like TV's 9pm Watershed or age categories like 12 or 15 and could show material which would not be allowed on television

Q1a *How concerned would you be about you or a member of your household downloading a film or programme which came without any independent guidance on its content or its suitability for different age groups?*

Not at all concerned; Not very concerned; Quite concerned; Very concerned

Q1b *Are you familiar with the category symbols (e.g. PG, 15) that films and DVDs currently carry?*

Yes; no

Q1c *Would you like to see the same system applied to films and programmes you or a member of your household can download?*

Yes; no

Summary

Most people would be concerned about downloading a film or programme without independent guidance on content

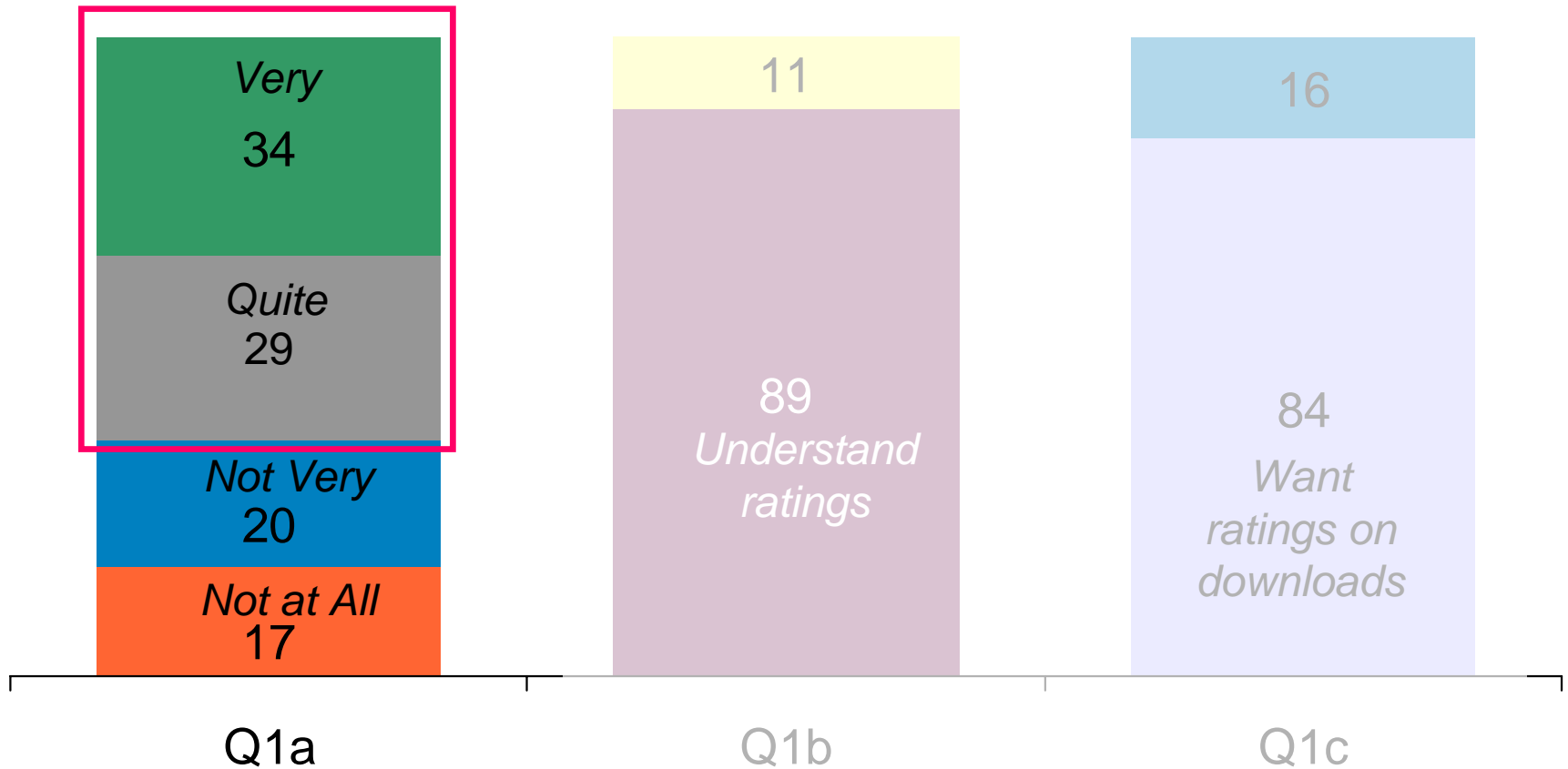
84% want to see the BBFC rating system on downloads

The primary demographic differentiator is presence of children in household

91% of people with children think the BBFC rating system should apply to downloads

Topline Results

Nearly 2/3 of people would be concerned about watching a film or programme with no rating



Who are these concerned people?

Have families

(whereas 63% of all are concerned, 74% of those with children expressed concern)

(also particular concern among those with children aged 6-11)

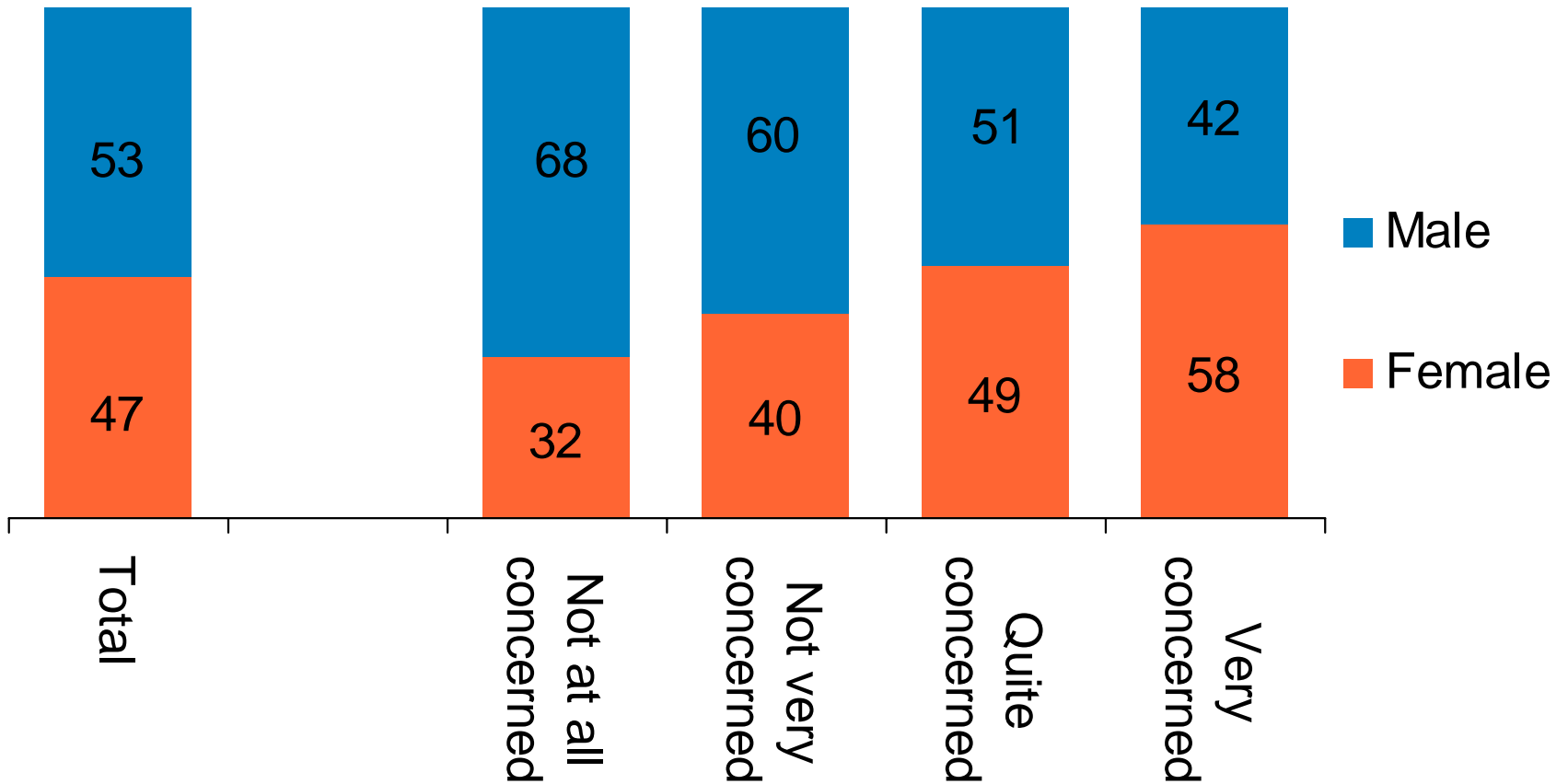
Conversely, 85% of those who are “not at all concerned” have no children

More likely to be female

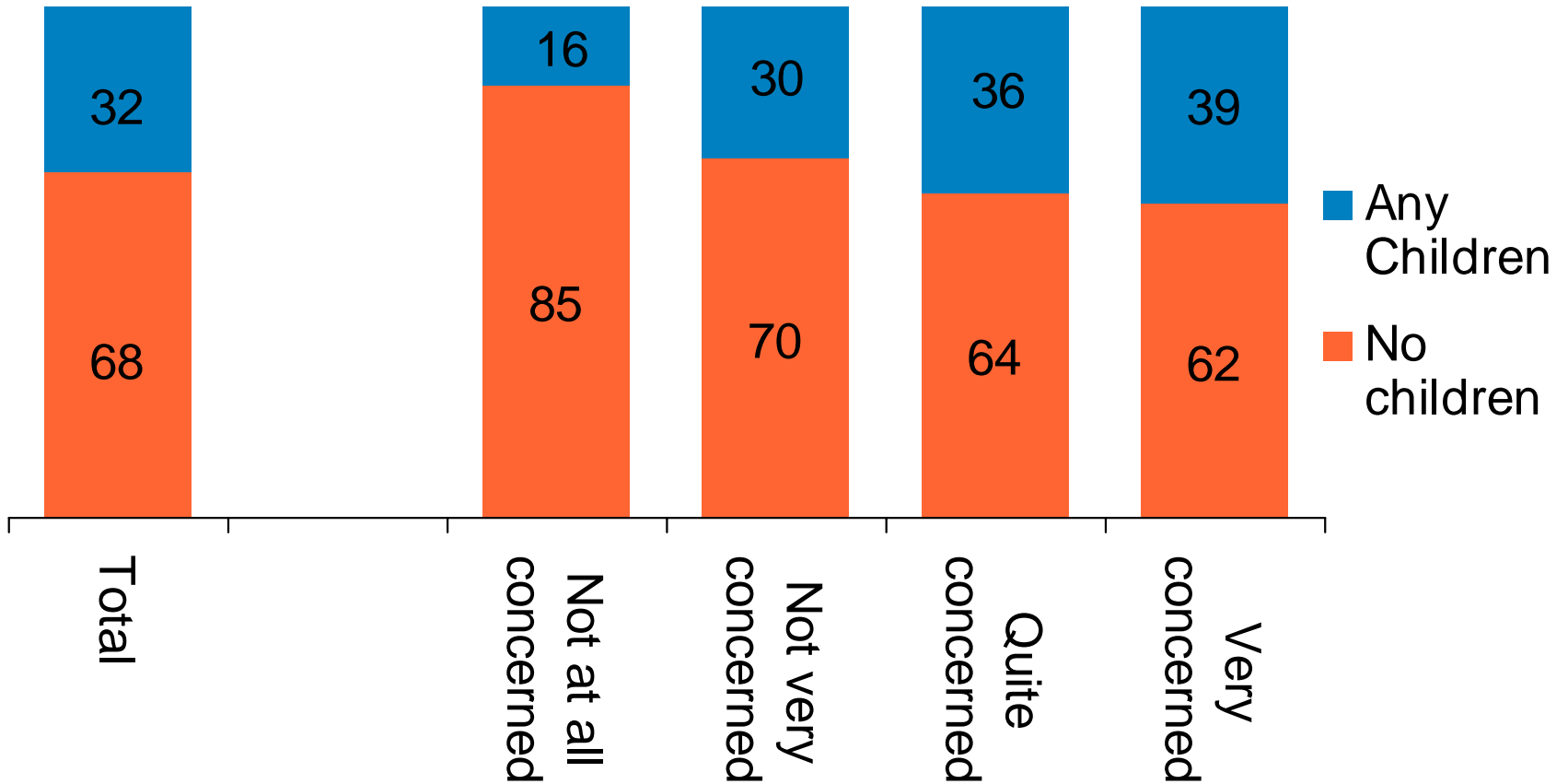
Older

62% of under 25s are “not concerned”

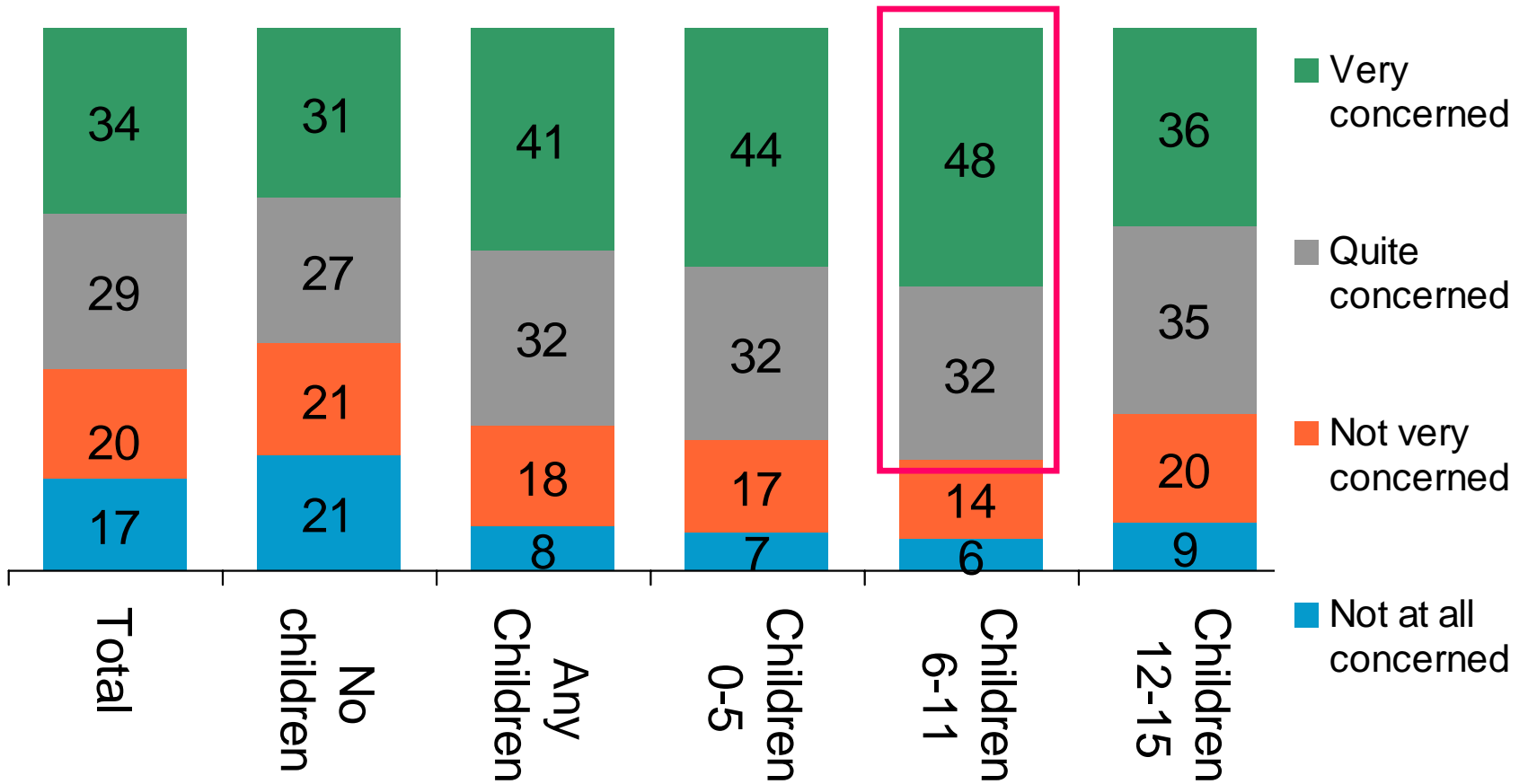
Topline Results



Topline Results

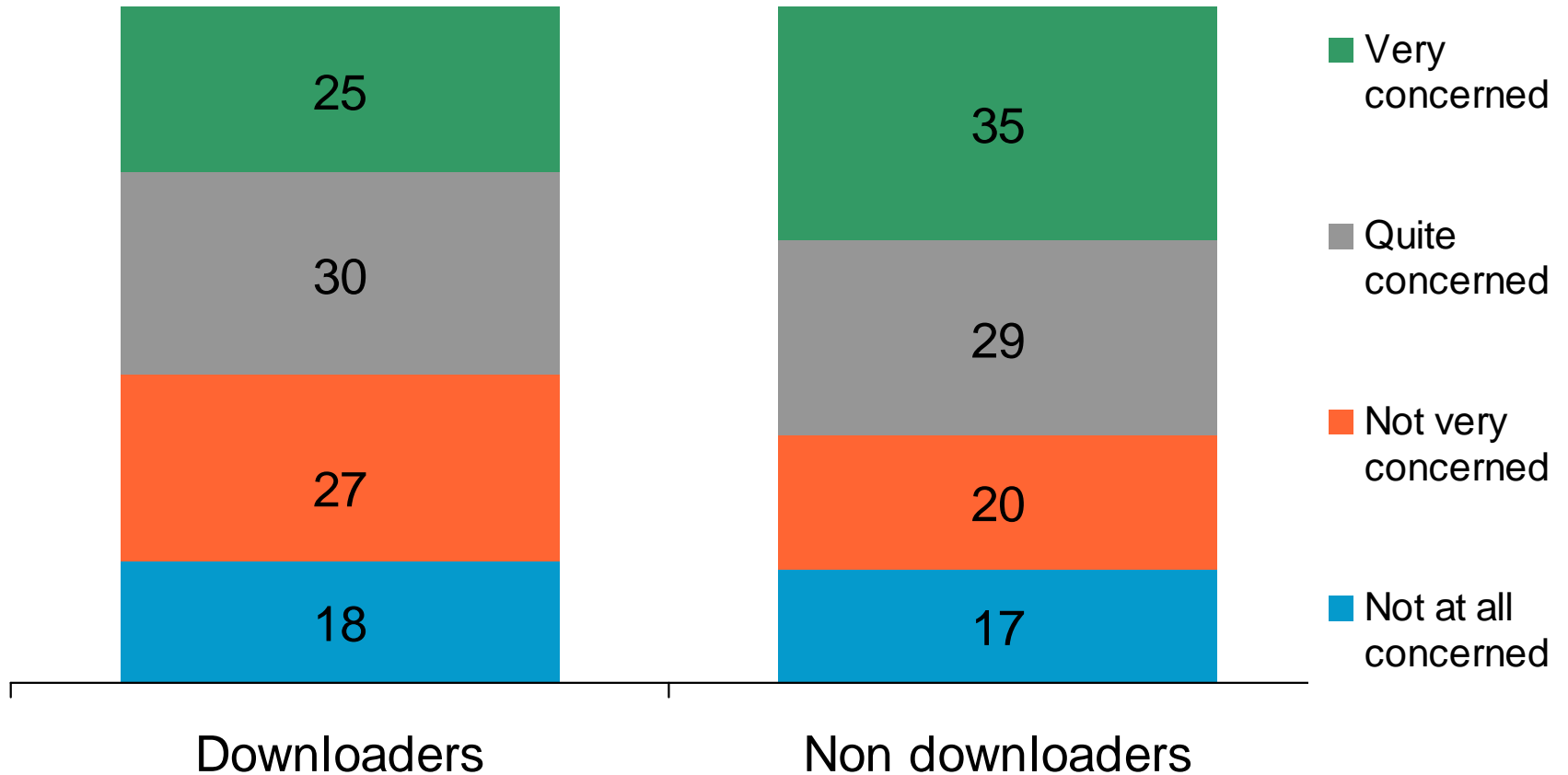


Topline Results



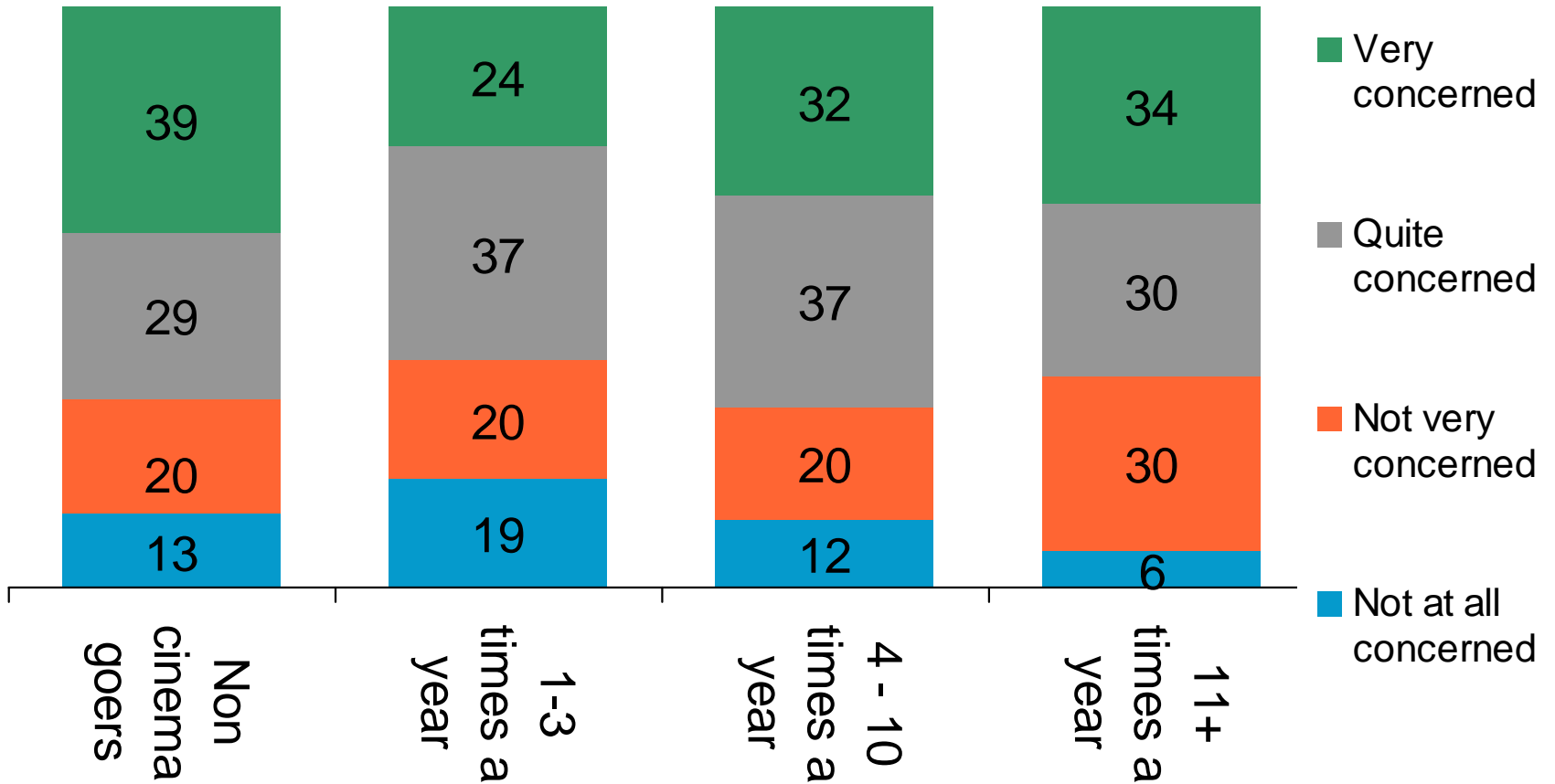
And what does this mean?

Downloaders tend to be less concerned, but this is probably a result of age



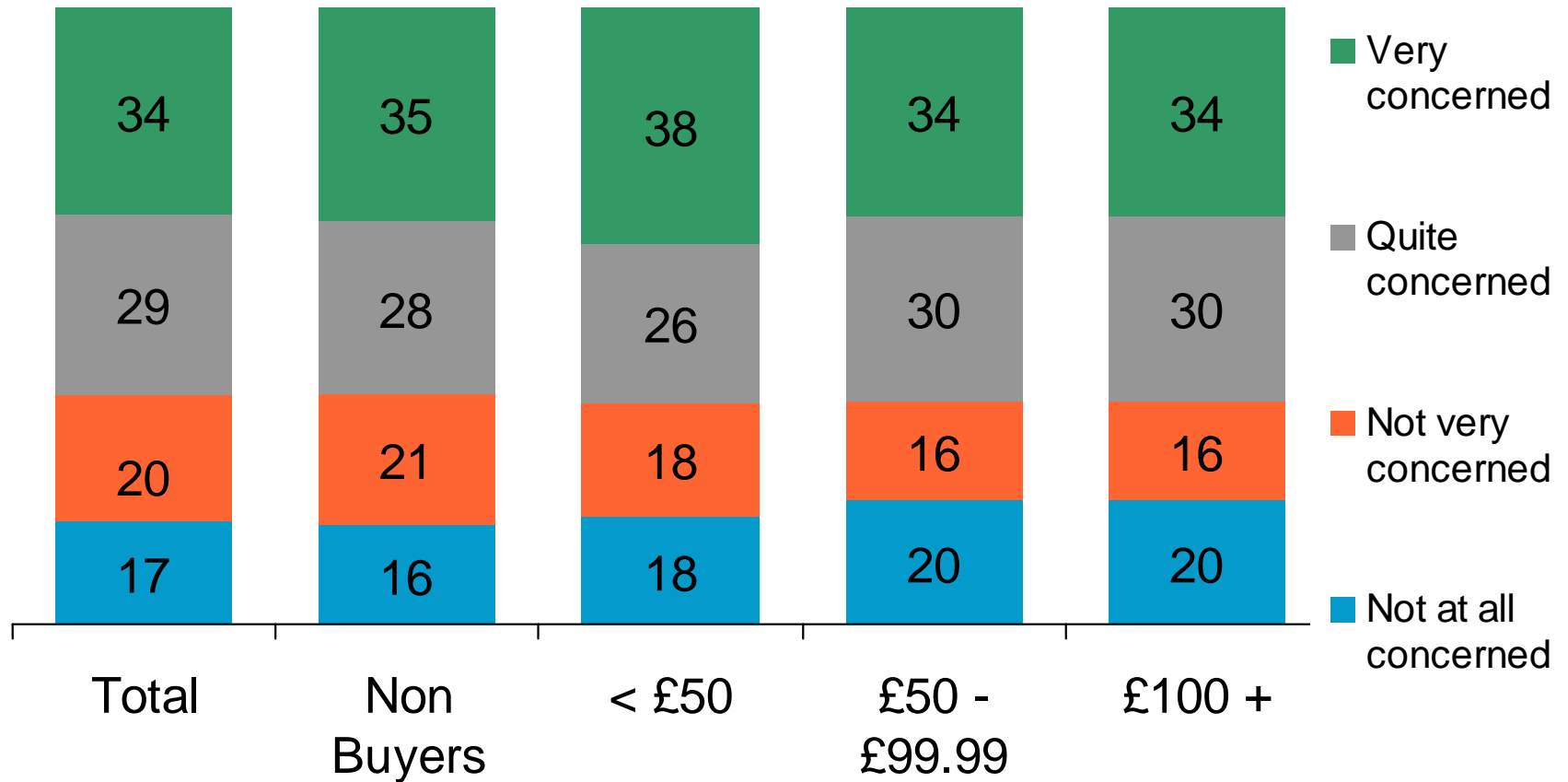
% weighted buyers by downloading activity

There seems to be no compelling pattern looking at the results by cinema activity



% weighted buyers by weight of cinema viewing

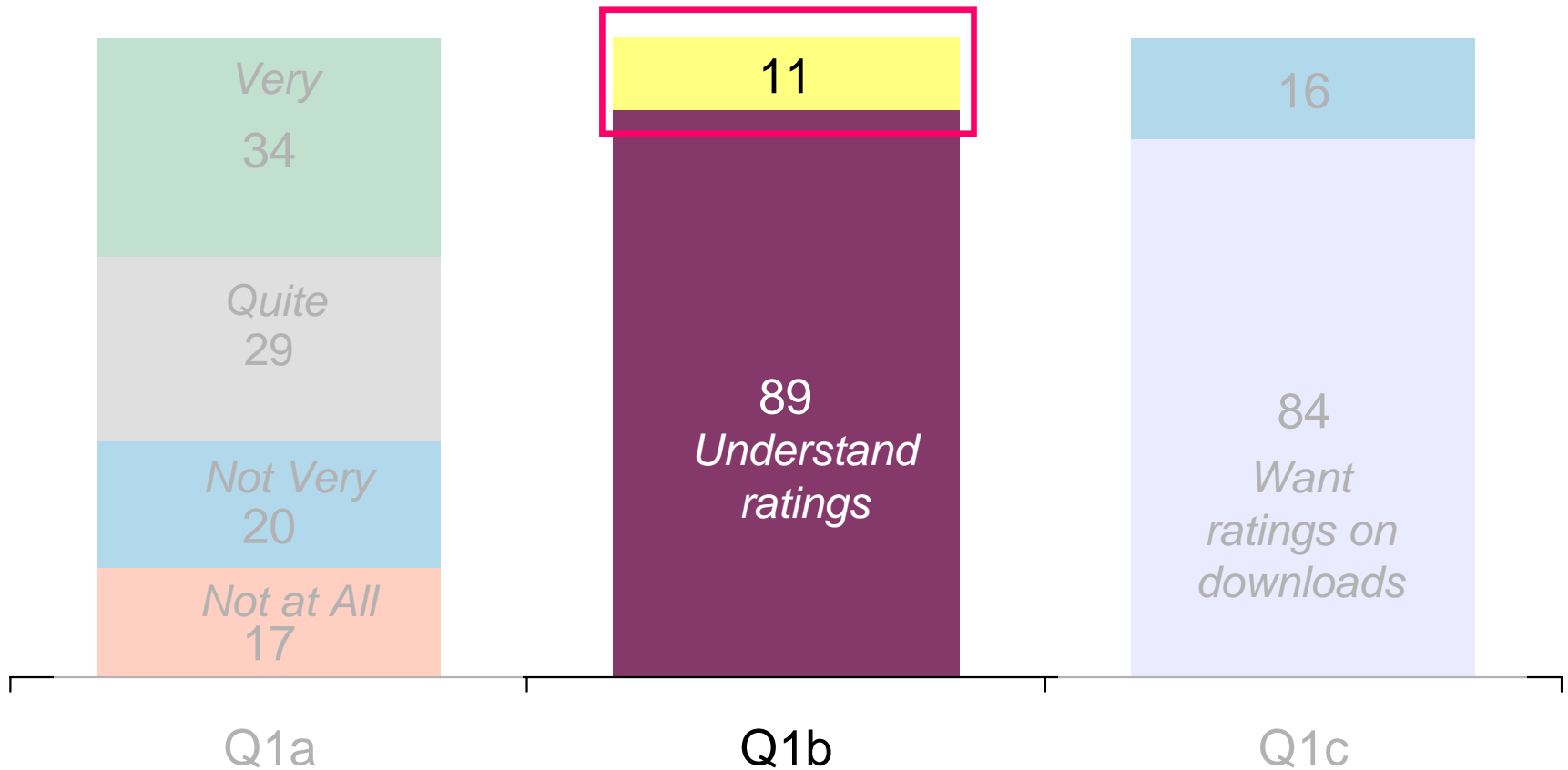
There is also broad consensus regardless of how many DVDs bought



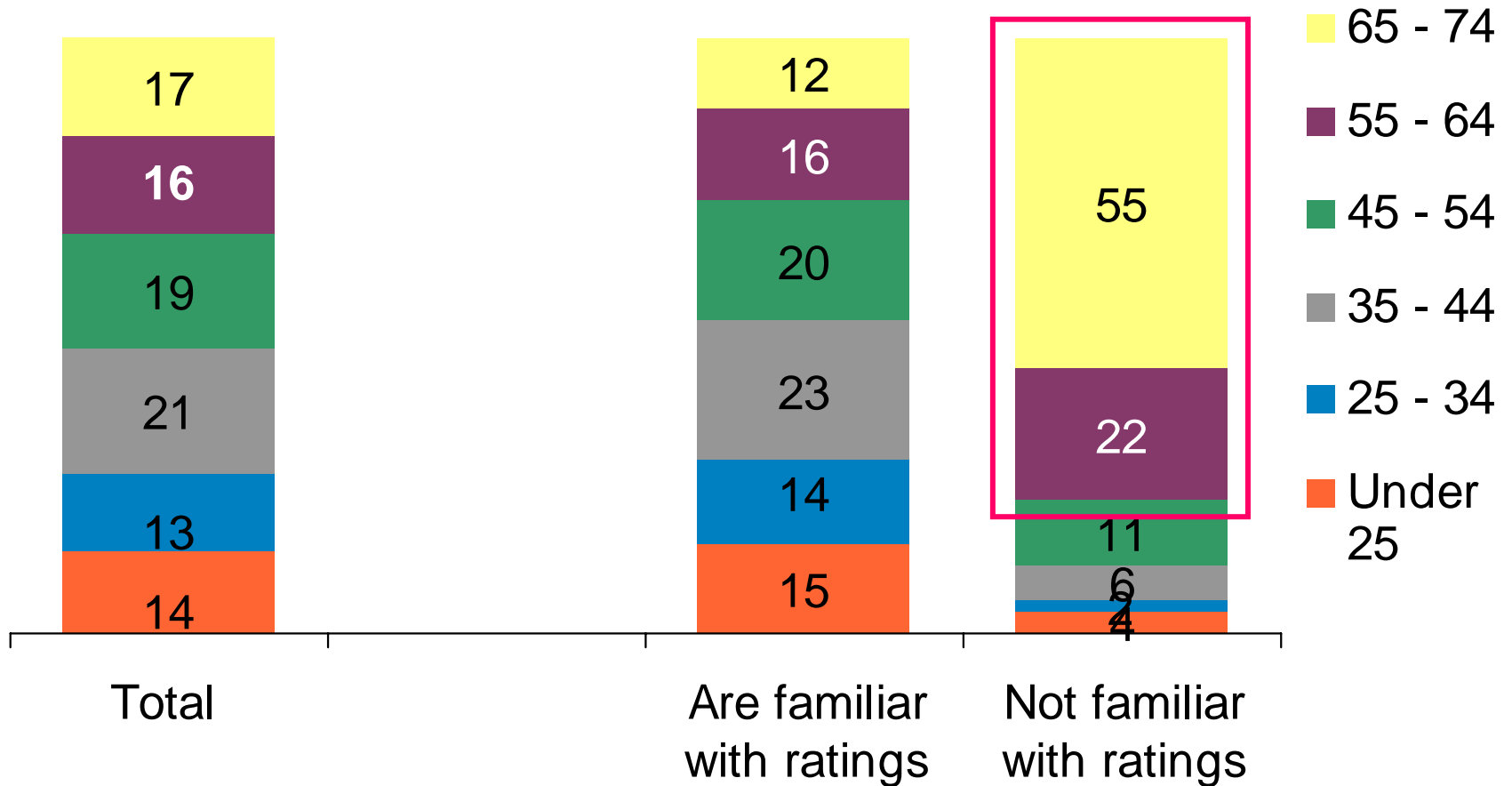
% weighted buyers by weight of DVD purchasing

Topline Results

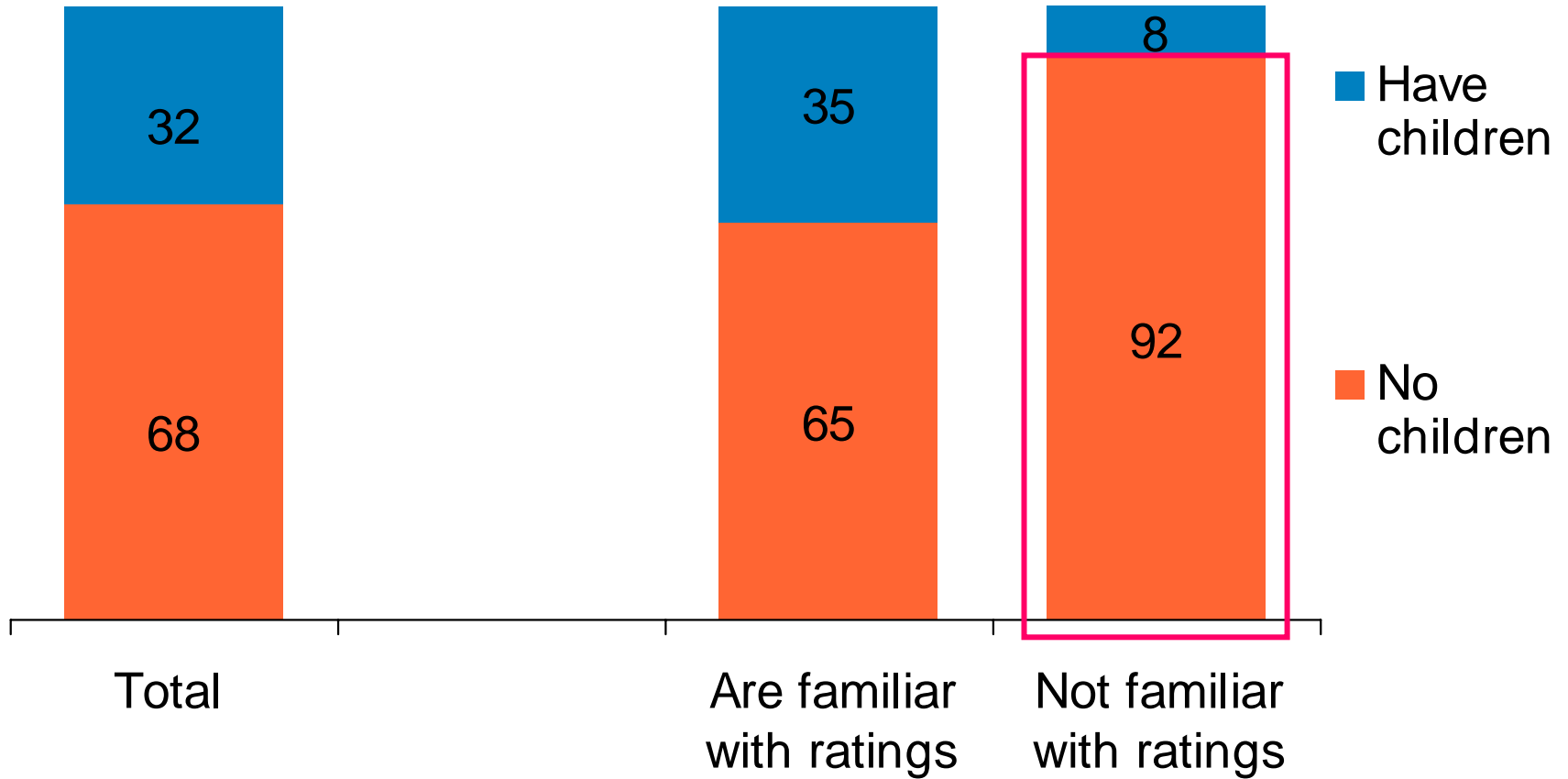
A minority say they do not understand the current rating system



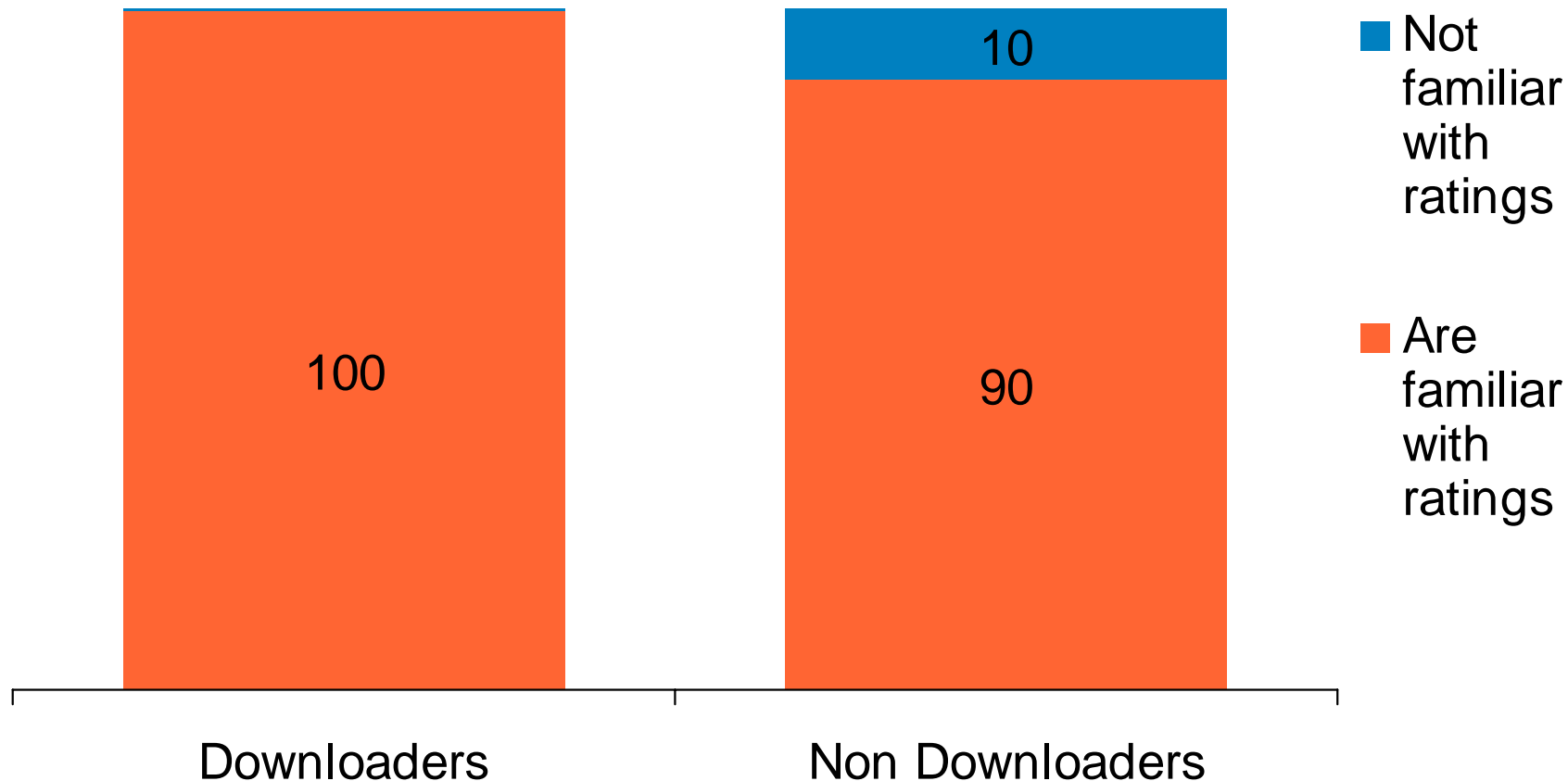
Amongst the minority who don't understand the current rating system, the majority are over 55



...and have no children



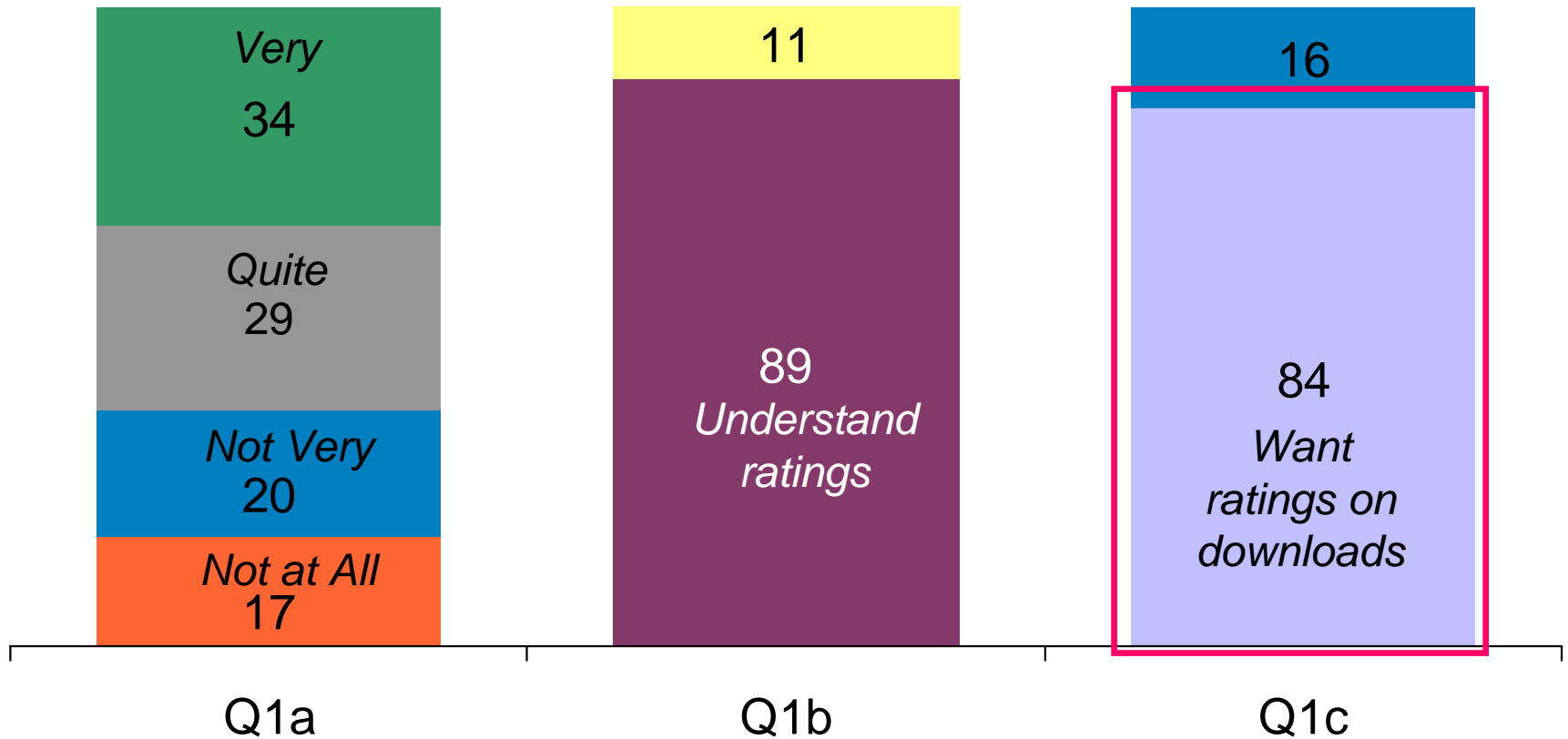
Although downloaders are not more likely to be concerned about watching unrated product, they are more likely to be familiar with the current rating system



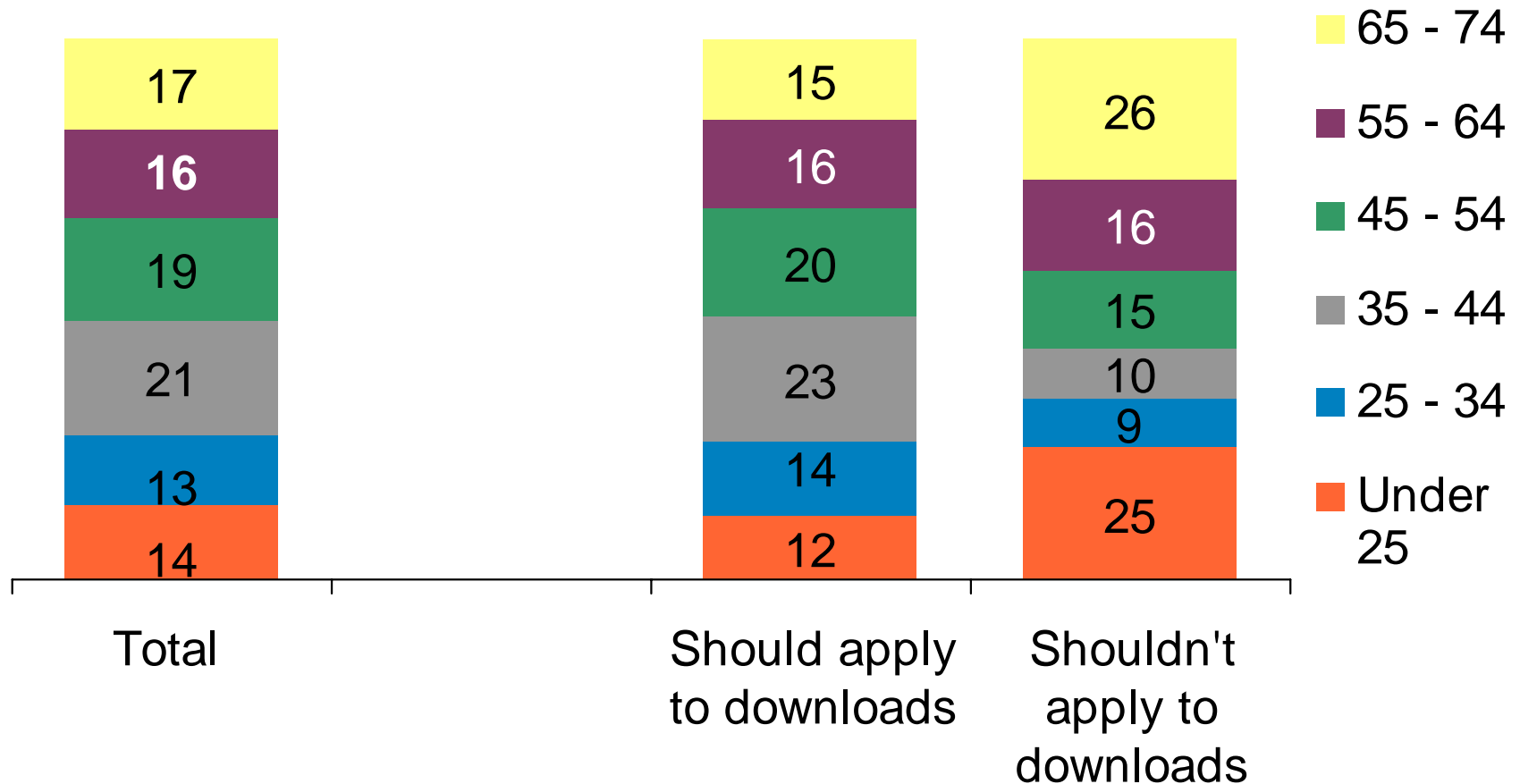
- And, of those who say they are “not at all concerned” about watching product without any advice, 17% are unfamiliar with the current rating system (compared to 11% overall – ignorance and lack of concern are linked....

Topline Results

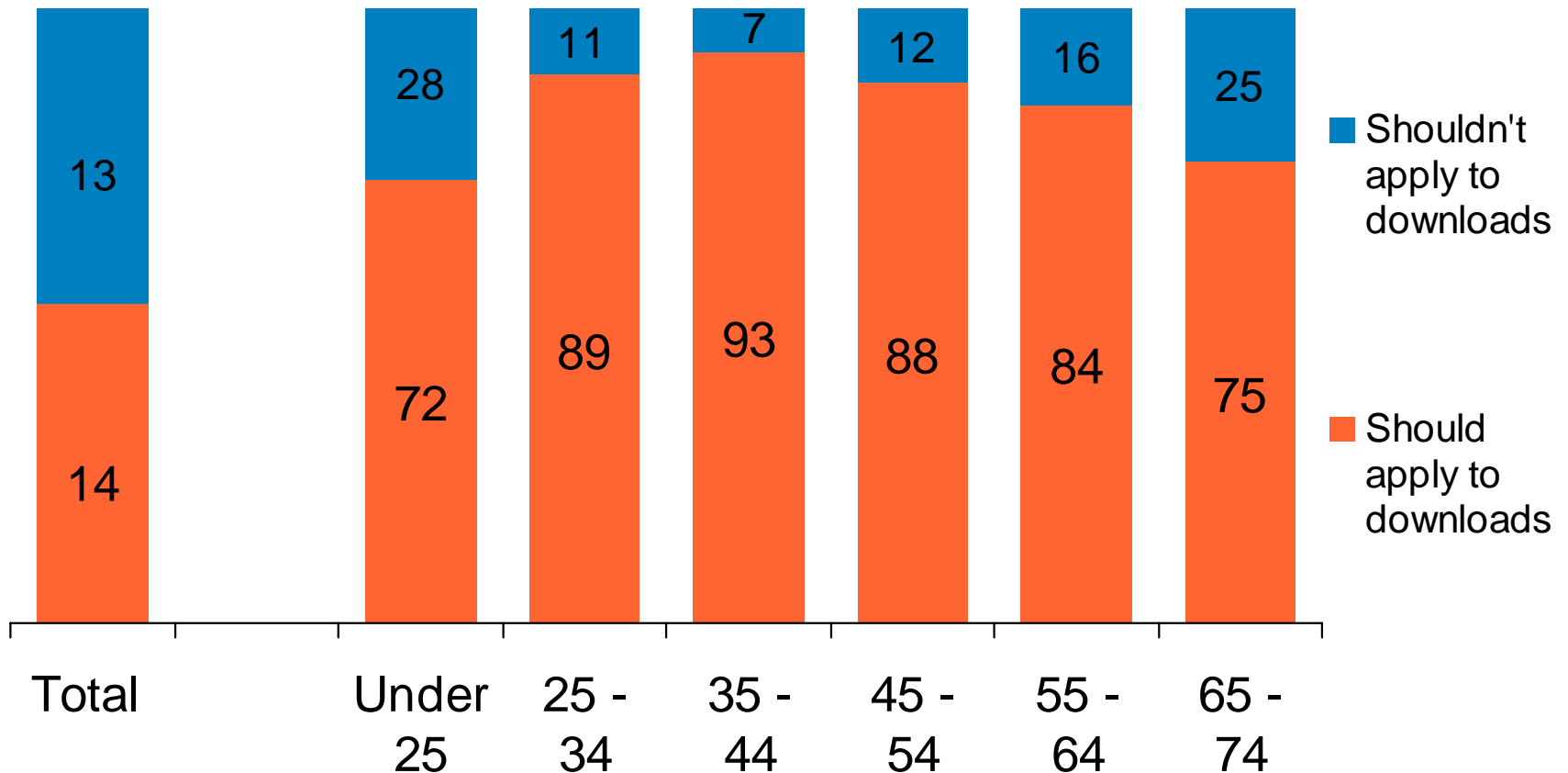
The vast majority want to see ratings on downloads



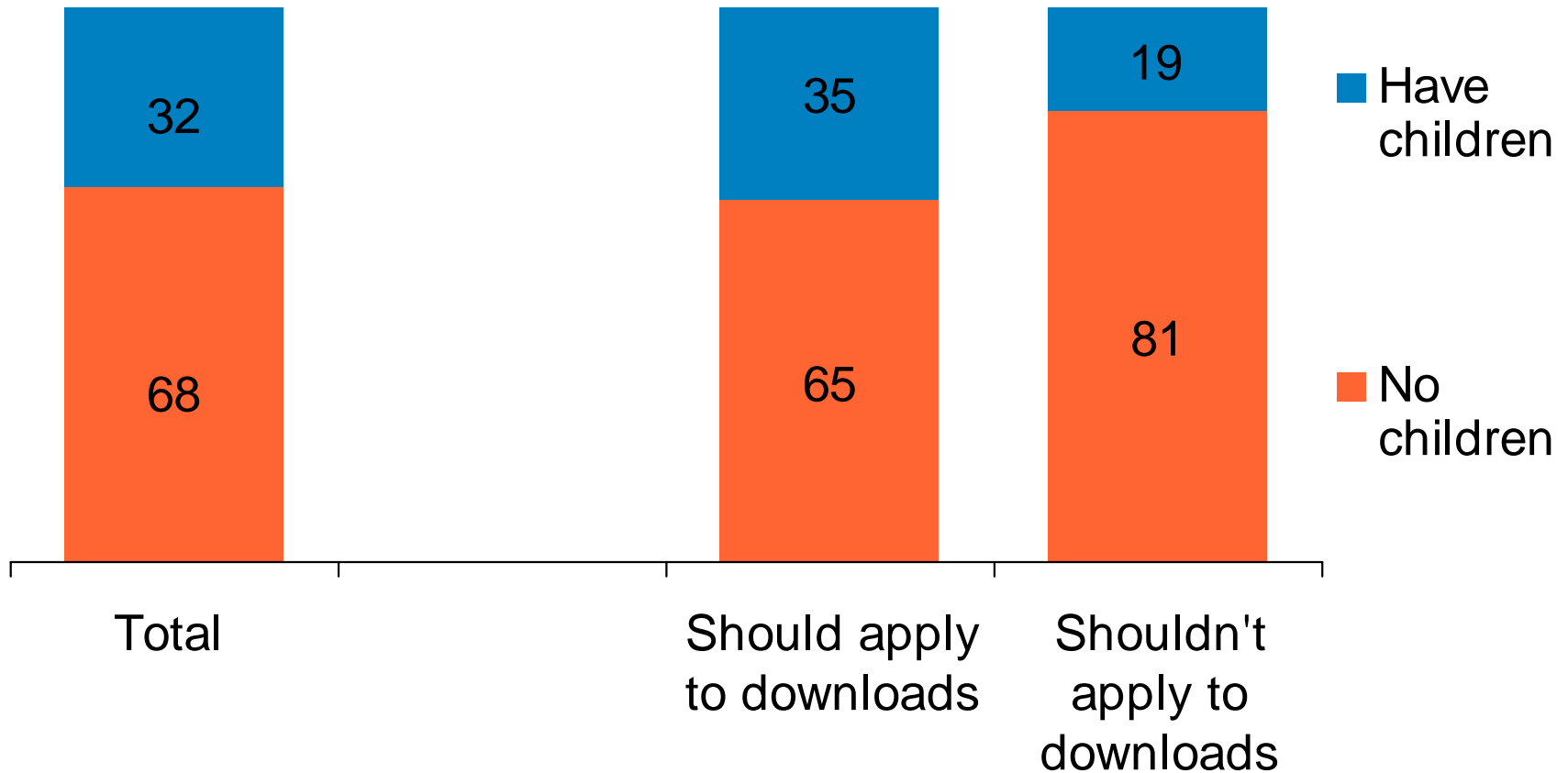
Those who think the ratings shouldn't apply to downloads are either young, or older (and don't understand current system?)



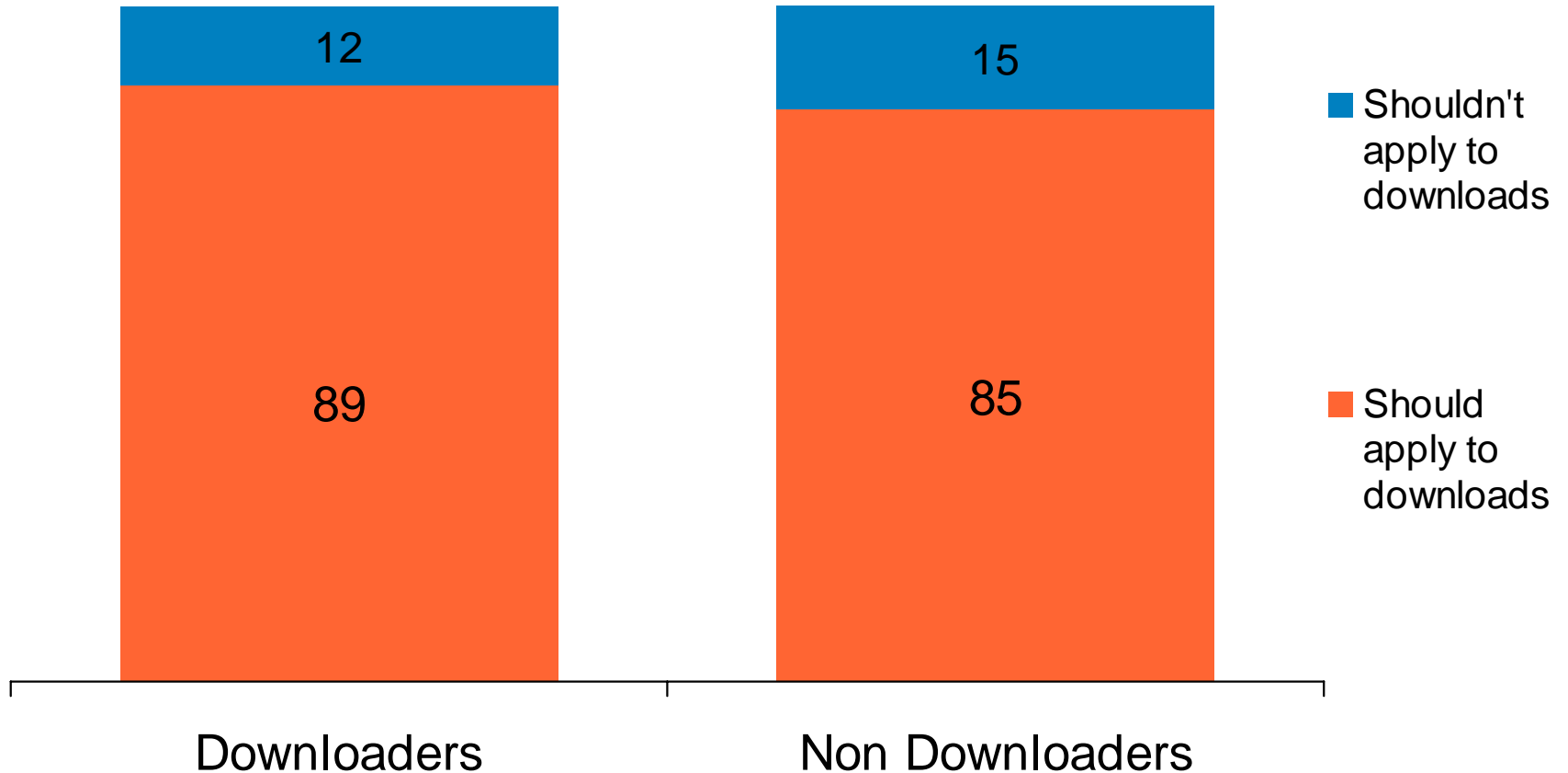
But 25-55 year olds are overwhelmingly in favour of ratings on downloads



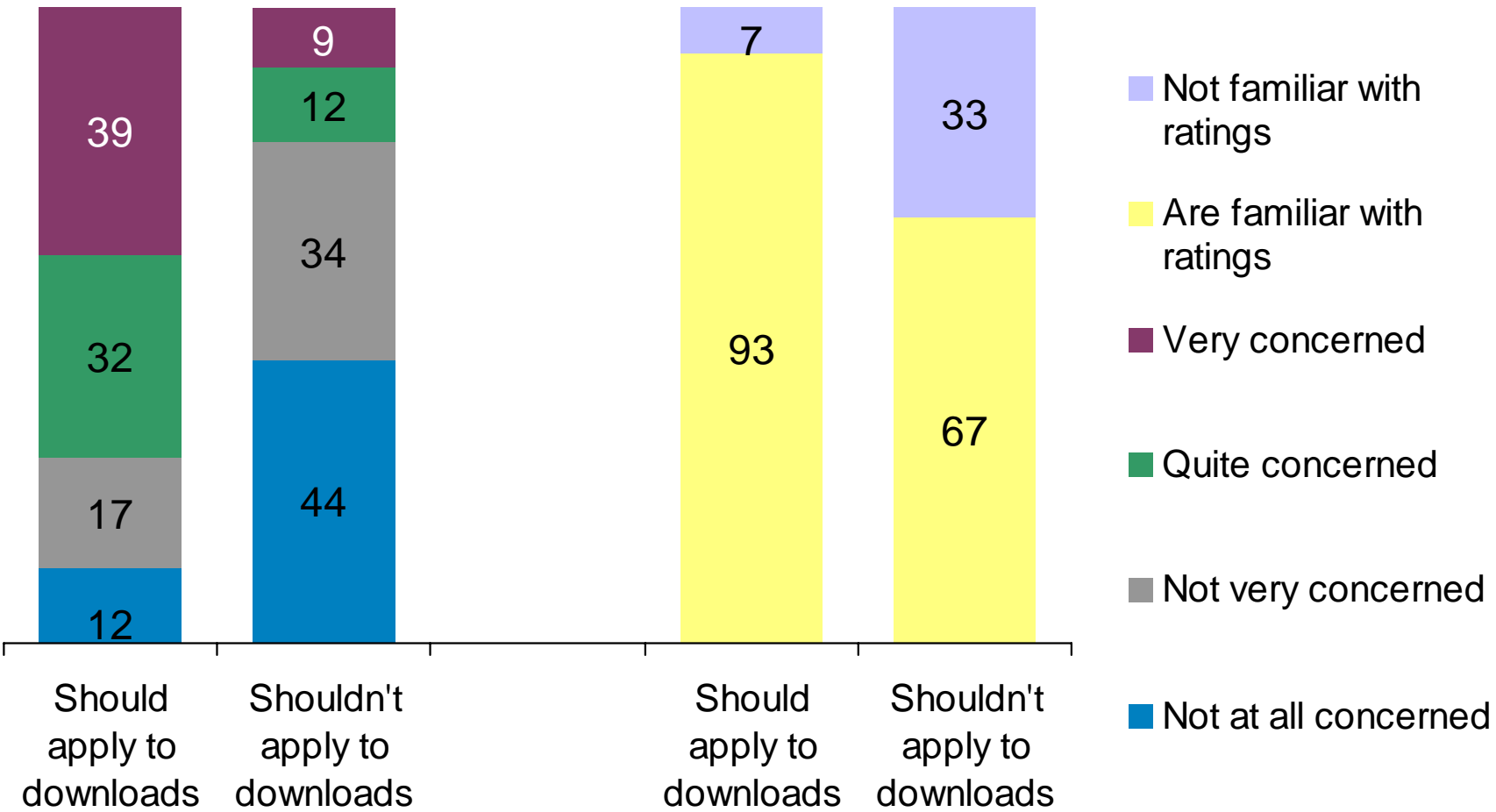
This is reflected in presence of children



And despite being slightly less concerned about watching product without advice, downloaders are more likely to think that the rating system should apply to video downloads



Logical connection between not wanting ratings on downloads, and being unfamiliar with current system, and being unconcerned about watching unrated product



So – what is the key message?

- Those with young children are aware of the current system
- They would be concerned about themselves or a member of their household watching an unrated film or programme
- And they want to see ratings on downloads
- Those who are unconcerned tend to be older, (or much younger), less likely to understand the current system, and are less likely to download