

Diversity as a business Opportunity

a preliminary look at TV Preferences of ethnic minorities in UK



March 15
2017

attentional
an instinct for entertainment

BARB ethnic
IDs were
compressed
into groups
to build
sample
sizes

IDs self-reported by
panel members



Black British

- Caribbean
- African
- Any other African/Caribbean background



Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese



White European

- Arab
- Irish
- Gypsy or Irish Traveller

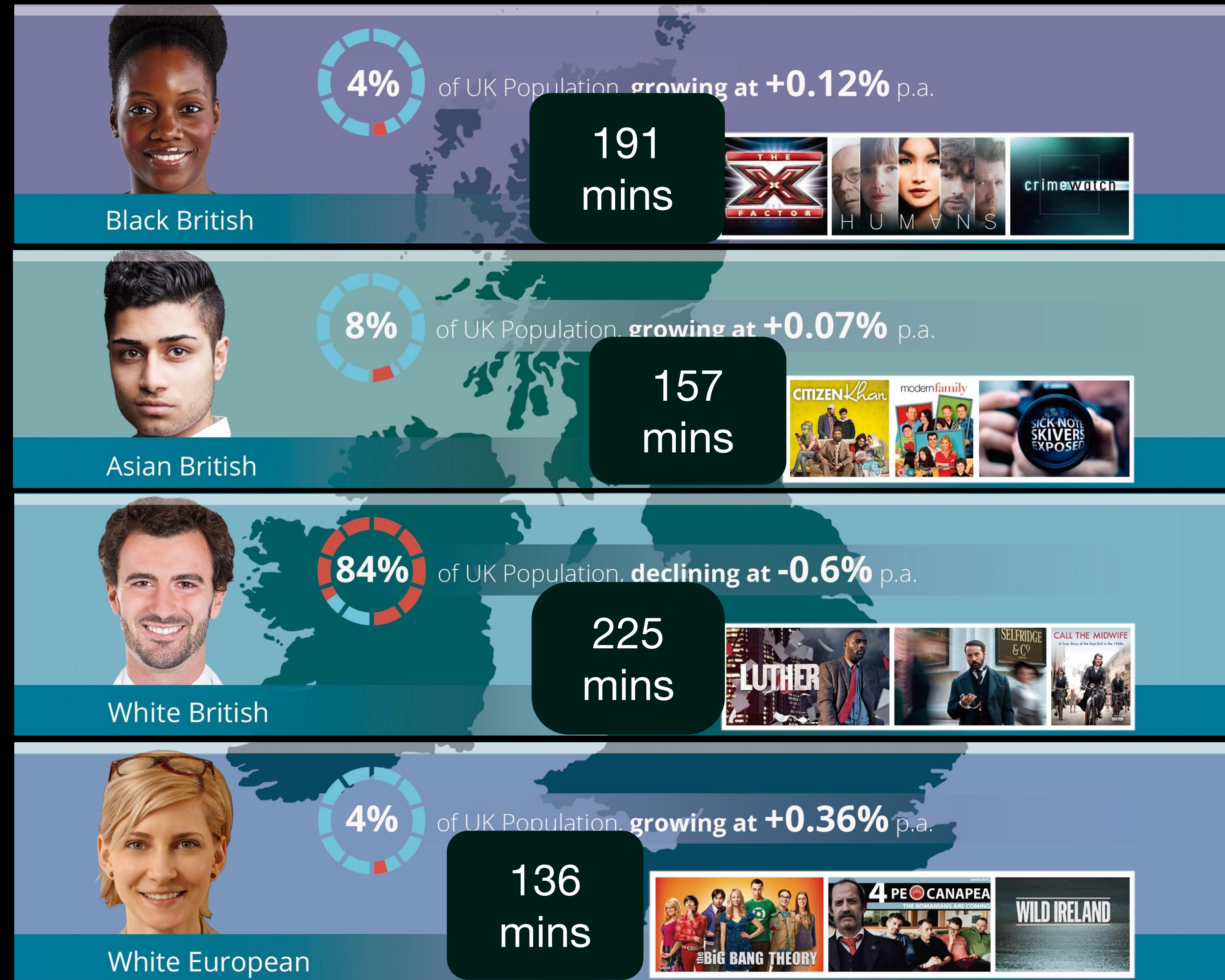


White British

- Any other White background
- English/Welsh/Scottish/Northern Irish/British

We found Significant Differences in Minutes of Viewing per Day (MVD)

Average daily viewing by Ethnic Group: 2015



To adjust for differences in viewing behaviour we analysed the viewing of TV in primetime by ethnic group.

Share of Viewing in primetime (18:00 to 23:00) by Ethnic Group. January 2016.

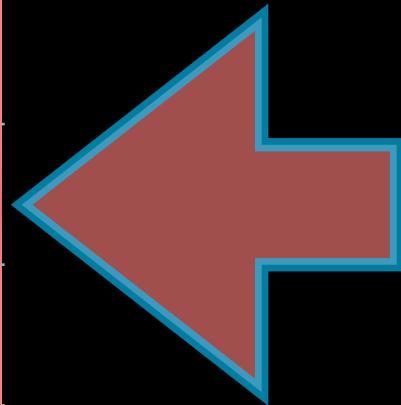
White British	All Ethnic	Black	Asian	White European
89%	11%	3%	5%	3%

89% of primetime viewing came from the White British group, while the three minorities were only responsible for 11% of viewing.

Using 11% as a benchmark we can see where shows are equally enjoyed by minorities

Of the top primetime shows on BBC1 and ITV in a sample month, only one passed the benchmark. Other content was not enjoyed as much by minorities.

itv			BBC one		
Title	White British	Ethnic	Title	White British	Ethnic
CORONATION STREET	92%	7%	SHERLOCK	90%	9%
WHEN ANT AND DEC MET			CALL THE MIDWIFE	96%	4%
THE PRINCE	93%	7%	EASTENDERS	87%	13%
EMMERDALE	93%	6%	SILENT WITNESS	94%	5%
VERA	96%	4%	DEATH IN PARADISE	92%	7%
ENDEAVOUR	96%	4%	WAR AND PEACE	93%	7%
MIDSOMER MURDERS	96%	4%	COUNTRYFILE	95%	4%
BENIDORM	96%	4%			
THE NATIONAL TELEVISION AWARDS 2016	93%	7%	ATTENBOROUGH AND THE GIANT DINO	96%	4%
BIRDS OF A FEATHER	95%	5%	MRS BROWN'S BOYS	94%	6%
MR SELFRIDGE	94%	6%	THE VOICE UK	91%	9%



Top 10 primetime shows on BBC One and ITV: January 2016

To better understand viewing preferences by ethnicity we used Z-score, as shown in this worked example. Negative scores are coded Red, Positive scores Green in the following slides, and scores are graded by colour intensity.

Table 1

	Out of every hundred people in each group, it was watched by...	..resulting in a Z-Score of...
Asian British	7.5%	-12.7
Black British	4.5%	-20.8
White European	8.4%	-8.4
White British	13.6%	+3.6
All	12.2%	

All Viewers: 25-55. Jan- June 2016.
Source: BARB, Overnights.tv

Preferences by Channel

All Viewers:
25-55. Jan- June
2016. Source:
BARB,
Overnights.tv

Channels targeting Ethnic Groups

	Asian British	Black British	White European	White British
BET	-0.7	15.6	-0.9	-0.7
PTC Punjabi	9.2	-0.9	-0.9	-0.9
Colors TV	15.4	-1.6	-1.6	-1.5
UMP Movies	16.0	-1.1	-1.6	-1.6
Al Jazeera	0.3	4.4	-0.3	-0.2

Major Channels

	Asian British	Black British	White European	White British
BBC One	-1.7	-0.6	-1.5	0.3
BBC Two	-1.2	-0.9	-0.4	0.2
ITV	-2.1	-0.6	-1.9	0.4
Channel 4	-1.5	-0.4	-1.1	0.2
Channel Five	-1.2	0.2	-1.1	0.2

Preferences
by Channel

All Viewers:
25-55. Jan- June
2016. Source:
BARB,
Overnights.tv

	Asian British	Black British	White European	White British
BBC Four	-1.2	-0.7	2.1	0.0
BBC News	1.6	2.6	-0.2	-0.3
ITV 2	-1.3	0.0	-0.3	0.2
ITV 3	-2.1	0.1	-1.6	0.3
ITV 4	-1.1	-0.6	-1.0	0.2
ITV Be	-1.1	3.1	-0.8	0.0
E4	-1.9	-0.3	-1.7	0.3
More4	-1.7	0.8	-0.1	0.2
Film4	-0.5	0.1	0.5	0.0

Other Channels

	Asian British	Black British	White European	White British
Sky 1 (Total)	-1.6	-0.4	-1.7	0.3
Sky Arts	-1.0	0.2	-0.4	0.1
Sky Atlantic	-0.4	0.2	-0.2	0.0
Sky News	-0.9	4.2	-1.0	-0.1
Sky Sports 1	-0.3	-0.3	-0.2	0.1
Sky Sports 2	0.9	-0.5	-0.7	0.0
Sky Sports F1	-0.3	0.2	-0.2	0.0
Sky Living (T)	-1.3	1.0	-0.4	0.1

Sky Channels

Content
Preferences
By Genre:
Content is
Illustrative of
Genre only.



Cricket



Non UK Soaps



Reports on Social Issues



Asian British



Moral and Religious Issues



American Football

Preferred Genres

Content Illustrative
Only

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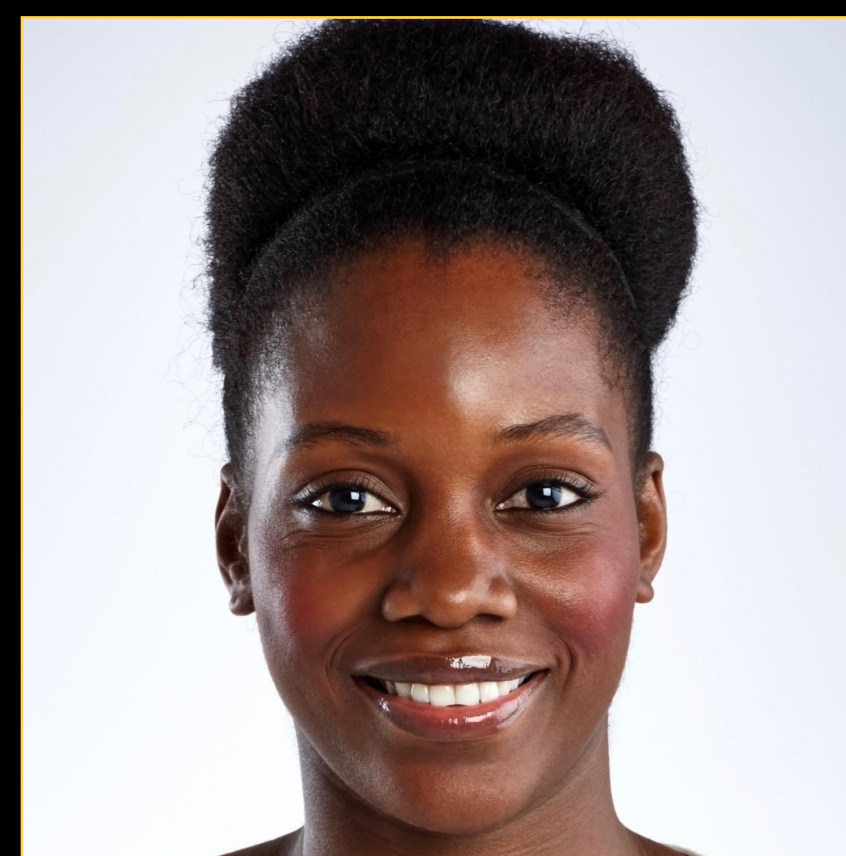
Content
Preferences
By Genre:
Content is
illustrative of
Genre only.



Acts of Worship

PokerStars.com

Poker



Black British



Musical Performance



Non-UK Films



US Series

Preferred Genres

Content Illustrative
Only

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Content
Preferences
By Genre:
Content is
illustrative of
Genre only.



Gaelic Football



Opera



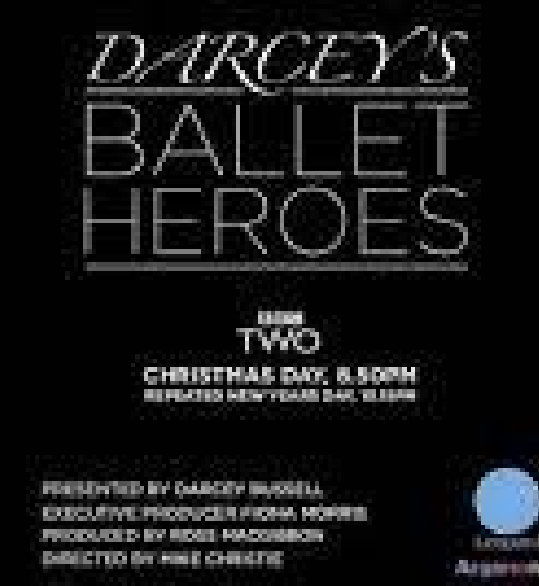
White European



Technology



Music Docs



Ballet

Preferred Genres
Content Illustrative
Only

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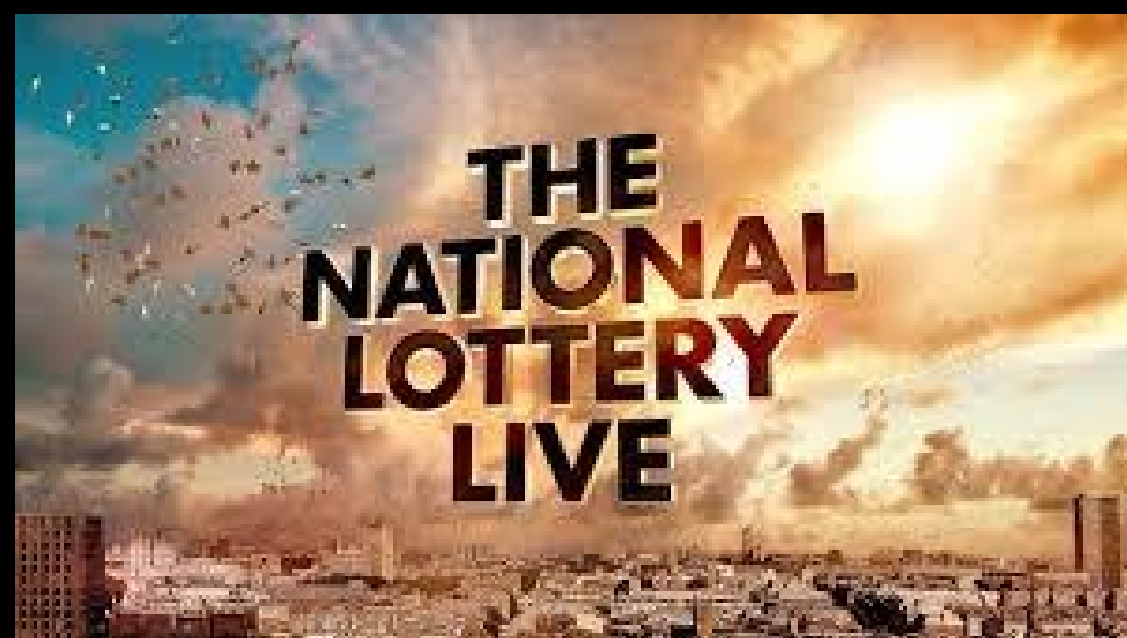
Content
Preferences
By Genre:
Content is
illustrative of
Genre only.



Angling and Fishing



Sit Coms



Lottery Shows



White
British



UK Films



Greyhound Racing

Preferred Genres

Content Illustrative
Only

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Shared
Genres:
Content is
illustrative of
Genre only.



Football



Science and Medical



US Films



Factual Drama



Cookery

Shared Genres
Content Illustrative
Only

Asian British Preferences



	Title	Asian	Black	Euro	White		Title	Asian	Black	Euro	White
1	BOMBAY RAILWAY	28.9	-3.0	13.1	-3.6	11	DISPATCHES: BRITAIN'S PENSIONER CARE SCANDAL	2.3	0.9	-0.2	-0.3
2	THE INTERNSHIP	24.5	27.4	8.7	-5.5	12	RICK STEIN'S INDIA	2.1	0.8	-1.1	-0.2
3	BBC NEWS SPECIAL: EU REFERENDUM	8.0		8.1	-1.2	13	LAS VEGAS WITH TREVOR MCDONALD	2.0	3.0	-2.0	-0.2
4	EAT WELL FOR LESS?	6.2	-22.9	-7.4	0.6	14	EXPOSURE: SAUDI ARABIA UNCOVERED	1.7	0.5	0.6	-0.2
5	ZOOLANDER	4.8	-3.7	-2.1	-0.1	15	FRAUD - HOW THEY STEAL YOUR ID	1.7	3.8	-3.6	-0.2
6	PARKINSON MEETS MUHAMMAD ALI	4.7	-1.7	0.8	-0.4	16	KEEPING UP WITH THE KHANS	1.7	0.5	-0.3	-0.2
7	BBC NEWS AT TEN	4.0	2.5	2.5	-0.7	17	THE JIHADIS NEXT DOOR	1.6	0.2	0.5	-0.2
8	CRIMEWATCH UK	3.8	0.6	-13.0	0.4	18	HAND OF GOD	1.5	-1.3	8.4	-0.5
9	INDIAN SUMMERS	3.4	-1.6	-0.2	-0.3	19	HOME AND AWAY	1.4	0.1	-1.4	
10	A COOK ABROAD	2.6	3.7	0.8	-0.5	20	DISPATCHES: HOUSING BENEFIT MILLIONAIRES	1.4	0.2	-0.4	-0.1

All Viewers: 25-55. Jan- June 2016. Source: BARB, Overnights.tv

Black British Preferences



	Title	Asian	Black	Euro	White		Title	Asian	Black	Euro	White
1	PPB: LIBERAL DEMOCRATS	-25.9	57.2	-57.3	2.8	11	AGE GAP LOVE (SERIES)	0.8	9.6	0.1	-0.5
2	THE INTERNSHIP	24.5	27.4	8.7	-5.5	12	CONSPIRACY: THE MISSING EVIDENCE	-3.8	9.5	-3.4	0.2
3	CATS MAKE YOU LAUGH OUT LOUD 2	-13.6	26.9	-10.2	0.5	13	PPB: UKIP	-28.5	9.1	-29.7	4.3
4	DO WE NEED THE MOON?	-3.4	22.8	7.3	-1.3	14	PPB: CONSERVATIVE PARTY	-8.4	8.9	-28.0	1.8
5	TENNIS: AUSTRALIAN OPEN	-0.7	17.1	-5.3	-0.4	15	THE FEARLESS CHEF	-3.4	8.1	-4.6	
6	MILLIONAIRES' MANSIONS	-9.0	13.7	10.9	-0.1	16	LAGOS TO LONDON: BRITAIN'S NEW SUPER RIC	-0.5	7.3	-0.1	-0.3
7	THE CUBE (SERIES 8)	-0.3	13.6	-7.7	-0.2	17	THE YOUNG MONTALBANO	-3.8	6.8	7.0	-0.3
8	REFERENDUM CAMPAIGN BROADCAST	0.9	11.1	2.8	-0.8	18	COME DINE WITH ME: CHAMPION OF CHAMPIONS	-1.4	5.9	-1.2	
9	1000 HEARTBEATS	-4.2	10.9	-1.8		19	BIG BROTHER: LIVE FROM THE HOUSE	-2.5	5.4	-2.5	0.1
10	WPC 56	-2.2	10.3	-6.9	0.1	20	BIG BROTHER'S BIT ON THE SIDE	-3.6	4.8	-3.1	0.3

All Viewers: 25-55. Jan- June 2016. Source: BARB, Overnights.tv

White Euro Preferences



	Title	Asian	Black	Euro	White		Title	Asian	Black	Euro	White
1	THE WORLD'S WEIRDEST WEATHER	-26.2	-10.7	27.4	1.8	11	THE YOUNG MONTALBANO	-3.8	6.8	7.0	-0.3
2	EUROVISION SONG CONTEST: SEMI-FINALS	-4.9	-8.9	18.8		12	MARY BERRY'S ABSOLUTE FAVOURITES	-16.1	-6.5	6.8	1.9
3	ATTENBOROUGH'S PASSION PROJECT	-3.8	-8.5	16.1		13	YOUR CHILD IN THEIR HANDS: KIDS' HOS	-1.8	-1.9	6.2	
4	BOMBAY RAILWAY	28.9	-3.0	13.1	-3.6	14	LOVE ISLAND: THE WEEKLY HOT LIST	-13.3	-6.4	5.7	1.2
5	MILLIONAIRES' MANSIONS	-9.0	13.7	10.9	-0.1	15	PEAKY BLINDERS	-6.2	-9.6	4.5	0.9
6	WORLD'S BIGGEST BEAST	-6.3	-14.5	10.4	1.0	16	WHEN POP WENT EPIC: THE CRAZY WORLD OF T	-0.9	-2.2	4.0	-0.1
7	THE INTERNSHIP	24.5	27.4	8.7	-5.5	17	ICE AGE: THE GREAT EGG-SCAPADE	-6.5	-2.5	3.6	0.6
8	HAND OF GOD	1.5	-1.3	8.4	-0.5	18	INSIDE DEATH ROW WITH TREVOR MCDONALD	-12.4	-13.7	3.3	2.0
9	BBC NEWS SPECIAL: EU REFERENDUM	8.0		8.1	-1.2	19	TRAPPED (ICELANDIC)	-4.9	2.6	3.2	0.2
10	DO WE NEED THE MOON?	-3.4	22.8	7.3	-1.3	20	BORDERTOWN	-1.8	1.3	3.0	

All Viewers: 25-55. Jan- June 2016. Source: BARB, Overnights.tv

White British Preferences



	Title	Asian	Black	Euro	White		Title	Asian	Black	Euro	White
1	HOW NOT TO DIY	-115.5	-47.2	-121.1	21.8	11	IT WAS ALRIGHT IN THE 1970'S	-3.2	-29.9	-39.7	4.2
2	CANALS: THE MAKING OF A NATION	-45.4	-35.2	-85.6	11.3	12	SWIMMING	-21.8	-9.6	-19.8	4.1
3	LIVE INTL RUGBY UNION: AUS V ENG	-40.6	-43.2	-31.6	8.7	13	SILENT WITNESS	-20.8	-12.7	-10.3	3.6
4	CHASING MONSTERS	-23.8	-39.7	-38.6	6.6	14	PRE-HISTORIC RIVER MONSTERS	-22.6	-8.3	-17.6	3.6
5	THE DOG RESCUERS WITH ALAN DAVIES	-42.2	-3.2	-32.7	6.6	15	PPB: LIBERAL DEMOCRATS	-25.9	5.7	-57.3	2.8
6	CAR CRASH BRITAIN: CAUGHT ON CAMERA	-34.6	-10.3	-70.9	6.0	16	CALL THE MIDWIFE	-16.8	-8.0	-7.5	2.7
7	THE SATURDAY NIGHT STORY	-24.3	-18.8	-26.0	5.4	17	GRANTCHESTER	-13.6	-9.8	-11.5	2.7
8	DARTS: WORLD CHAMPIONSHIPS	-20.0	-22.1	-25.5	4.8	18	THE A WORD	-13.0	-8.2	-11.7	2.5
9	UNBELIEVABLE MOMENTS: CAUGHT ON CAMERA	-21.7	-17.2	-18.0	4.6	19	HIDDEN AND FORBIDDEN: BRITAIN BY DRONE	-13.5	-9.7	-10.9	2.5
10	PPB: UKIP	-28.5	9.1	-29.7	4.3	20	MARCELLA	-11.4	-10.3	-12.7	2.4

All Viewers: 25-55. Jan- June 2016. Source: BARB, Overnights.tv

Underperforming Content: by Minority

Table 1

Asian British	Z _{score}	Black British	Z _{score}	White European	Z _{score}
SILENT WITNESS	-20.8	SILENT WITNESS	-12.7	CRIMEWATCH UK	-13.0
CALL THE MIDWIFE	-16.8	MARCELLA	-10.3	MARCELLA	-12.7
GRANTCHESTER	-13.6	GRANTCHESTER	-9.8	THE A WORD	-11.7
THE A WORD	-13.0	DEATH IN PARADISE	-9.2	GRANTCHESTER	-11.5
SHETLAND	-12.3	THE SECRET	-8.2	SILENT WITNESS	-10.3
THE SECRET	-12.2	THE A WORD	-8.2	DEATH IN PARADISE	-8.0
DEATH IN PARADISE	-12.2	CALL THE MIDWIFE	-8.0	CALL THE MIDWIFE	-7.5
MARCELLA	-11.4	HAPPY VALLEY	-7.5	HAPPY VALLEY	-7.3
HAPPY VALLEY	-11.2	SHETLAND	-7.4	TAKE ME OUT (SERIES 8)	-6.7
UNDERCOVER	-8.5	STILL OPEN ALL HOURS	-7.4	ANT & DEC'S SATURDAY NIGHT	-6.4
THE NIGHT MANAGER	-8.2	ANT & DEC'S SATURDAY NIGHT	-6.2	SUGAR FREE FARM	-6.3
MR SELFRIDGE	-8.1	THE JUMP	-5.9	KILLER WOMEN WITH PIERS MORGAN	-6.1
Z _{score} Average	-20.8		-8.4		-9.0

Group
Preferences
Ranked by
Negative
Z-Score

Credits

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