

10 May 1989

BRITISH BROADCASTING: DIVERSITY, QUALITY AND  
PUBLIC SERVICE BROADCASTING

I enclose an analysis by Tim Bell of his breakdown of existing programmes on BBC1, BBC 2, ITV and C4 (a) during peak hours and (b) during the whole day, for a random week 6 - 12 May this year.

It is an interesting insight into the meaning of quality, diversity and public service.

BBC regard public service as

- in peak time (5.30 - 11.00 pm)
  - 1/2 hour of Arts
  - 4 hours 40 minutes of Soaps
  - 1 hour 20 minutes of Game Shows
  - 8 hours 35 minutes of Sport
  - 10 hours 30 minutes of Films
  - Nil Educational
  - 7 hours 50 minutes of Comedy
  
- in total throughout the week
  - 1 hour - Arts
  - 12 hours 40 minutes - Soaps
  - 26 hours - Sport.

ITV's interpretation of their public service remit is:

- in peak time (5.30 - 11.00 pm)
  - 1 hour - Arts
  - 3 hours 55 minutes - Soaps

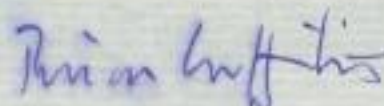
5 hours 15 minutes - Game Shows  
11 hours - Films  
1/2 hour - Education  
8 hours 15 minutes - Comedy.

- in total throughout the week
  - 2 hours 15 minutes - Arts
  - 15 hours 45 minutes - Soaps
  - 12 hours 25 minutes - Game Shows
  - 13 hours 40 minutes - Sport.

CONCLUSION

"Public Service broadcasting" would appear to be whatever BBC and ITV executives decide it should be, but it patently bears little resemblance to Lord Reith's high ideals.

The suggestion that de-regulation will lead to a slump in quality becomes more and more difficult to sustain.



BRIAN GRIFFITHS

Hours of programming on terrestrial television  
in the week 6 - 12 May, 1989 from c. 5.30 pm to c. 11.00 pm

SUMMARY

<b>Arts</b>	BBC 1	:	Nil
	BBC 2	:	30 minutes
	ITV	:	Nil
	C4	:	1 hour
<b>Soaps</b>	BBC 1	:	4 hours 40 minutes
	BBC 2	:	Nil
	ITV	:	2 hours
	C4	:	1 hour 55 minutes
<b>Game Shows</b>	BBC 1	:	1 hour 20 minutes
	BBC 2	:	Nil
	ITV	:	4 hours 45 minutes
	C4	:	30 minutes
<b>Sport</b>	BBC 1	:	1 hour 40 minutes
	BBC 2	:	6 hours 55 minutes
	ITV	:	40 minutes
	C4	:	2 hours 15 minutes
<b>Film</b>	BBC 1	:	1 hour 40 minutes
	BBC 2	:	8 hours 50 minutes
	ITV	:	1 hour 45 minutes
	C4	:	9 hours 35 minutes
<b>Of which, non UK element is</b>	BBC 1	:	1 hour 40 minutes
	BBC 2	:	8 hours 50 minutes
	ITV	:	1 hour 45 minutes
	C4	:	3 hours 45 minutes
<b>Non UK Programming of any category</b>	BBC 1	:	6 hours 5 minutes
	BBC 2	:	10 hours 25 minutes
	ITV	:	2 hours 40 minutes
	C4	:	7 hours 15 minutes

<b>Educational</b>	BBC 1	:	Nil
	BBC 2	:	Nil
	ITV	:	Nil
	C4	:	30 minutes
<b>Business</b>	BBC 1	:	Nil
	BBC 2	:	1 hour 10 minutes
	ITV	:	30 minutes
	C4	:	30 minutes
<b>Comedy</b>	BBC 1	:	3 hours 45 minutes
	BBC 2	:	4 hours 5 minutes
	ITV	:	5 hours 45 minutes
	C4	:	2 hours 30 minutes
<b>Documentary</b>	BBC 1	:	55 minutes
	BBC 2	:	2 hours 35 minutes
	ITV	:	2 hours 15 minutes
	C4	:	2 hour 45 minutes
<b>News</b>	BBC 1	:	8 hours
	BBC 2	:	45 minutes
	ITV	:	5 hours
	C4	:	4 hours 45 minutes
<b>Current Affairs</b>	BBC 1	:	3 hours
	BBC 2	:	5 hours 45 minutes
	ITV	:	3 hours 30 minutes
	C4	:	2 hours 30 minutes

Hours of programming of selected subjects broadcast  
in total during the week 6 - 12 May, 1989

<b>Arts</b>	BBC 1	:	Nil
	BBC 2	:	1 hour
	ITV	:	Nil
	C4	:	2 hours 15 minutes
<b>Soaps</b>	BBC 1	:	12 hours 40 minutes
	BBC 2	:	Nil
	ITV	:	10 hours 30 minutes
	C4	:	5 hours 15 minutes
<b>Game Shows</b>	BBC 1	:	1 hour 5 minutes
	BBC 2	:	Nil
	ITV	:	7 hours 55 minutes
	C4	:	4 hours 30 minutes
<b>Sport</b>	BBC 1	:	12 hours 45 minutes
	BBC 2	:	13 hours 20 minutes
	ITV	:	4 hours 5 minutes
	C4	:	9 hours 35 minutes

**Hours of programming on terrestrial television  
in the week 6 - 12 May, 1989 from c. 5.30 pm to c. 11.00pm**

	BBC 1	BBC 2	ITV	C4
Game Shows	1hr 20m	-	4hr 45m	30m
Sport	1hr 40m	6hr 55m	40m	2hr 15m
Soaps	4hr 40m	-	2hr	1hr 55m
News	8hr	45m	5hr	4hr 45m
Current Affairs	3hr	5hr 45m	3hr 30m	2hr 30m
Comedy	3hr 45m	4hr 5m	5hr 45m	2hr 30m
Documentary	55m	2hr 35m	2hr 15m	2hr 45m
Arts	-	30m	-	1hr
Film	1hr 40m	8hr 50m	1hr 45m	9hr 35m
Non-UK	6hr 5m	10hr 25m	2hr 40m	7hr 15m
Chat	1hr 55m	-	-	-
Business	-	1hr 10m	30m	30m
Education	-	-	-	30m
Childrens	55m	-	55m	-
Religion	35m	-	-	1hr
Gardening	-	30m	-	30m
Wildlife	1hr 55m	1hr 40m	-	-
Youth	1hr	3hr 25m	-	2hr 30m
Drama	2hr 30m	3hr 15m	-	-
Police Drama	45m	-	1hr	-
Travel	-	30m	-	-
Ethnic	-	1hr 5m	-	-
Consumer	45m	30m	-	30m
Light Entertainment	2hr 45m	-	-	-