



# An independent report on Participation TV – quizzes, adult chat and psychic readings

**Programme Content Analysis Summary  
Produced for Ofcom**

**By The Communications Research Group**

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# Foreword

Ofcom is the independent regulator and competition authority for the UK's communications industries – television, radio, telecommunications and wireless communications services.

Ofcom's principal duty is to further the interests of citizens and consumers. It is also required to secure a number of other matters including maintaining a sufficient plurality of providers of different television services and the availability throughout the UK of a wide range of television services.

As part of its duties in relation to broadcasting, Ofcom is responsible for setting broadcast standards for the content of programmes. The relevant objectives to be secured by these standards include:

- that persons under the age of eighteen are protected;
- to prevent the inclusion of advertising which may be misleading, harmful or offensive; and
- to provide adequate protection for members of the public from the inclusion in such services of offensive and harmful material.

Ofcom is consulting on how participation TV (PTV) should be regulated. One aspect of its consultation focuses on 'dedicated PTV', that is, television programmes and channels predicated, in terms of both content itself and the funding of that content, on the use of premium rate services (PRS). With the exception of interactive dating channels and shopping channels dedicated PTV is currently categorised as editorial content, as opposed to a form of advertising, and is therefore regulated under Ofcom's Broadcasting Code. It is a fundamental principle of broadcasting that editorial content and advertising must be kept separate.

The key genres of dedicated PTV examined in Ofcom's consultation paper are Quiz TV, Adult Chat TV and Psychic TV, as these raise particular questions about the separation of editorial content from advertising. A key characteristic of these dedicated PTV genres is that they contain prominent, frequent, and sometimes constant messages to viewers to call (or text) one or more premium rate numbers. The telephone number is displayed almost permanently on screen.

As part of Ofcom's consultation on PTV, Ofcom commissioned The Communications Research Group (CRG) to analyse sample output of the three dedicated PTV genres, Quiz, Adult Chat and Psychic TV, in order to aid Ofcom's understanding of the key features of these genres.

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## Section 1

# Research objectives and methodology

## 1.1 Research objectives

As part of Ofcom's consultation on Participation TV (PTV), Ofcom commissioned The Communications Research Group (CRG) to analyse sample output of dedicated PTV genres which use a Premium Rate Service (PRS), in order to aid understanding of the key features of these genres. The genres analysed were Quiz TV, Adult Chat and Psychic TV.

This sample television output analysis set out to measure the balance between editorial and promotional content in programmes from these three dedicated PTV genres.

## 1.2 Sample

1.2.1 The samples of programming from Quiz TV, Adult Chat and Psychic TV blocks and channels that were recorded for analysis were on air between 26<sup>th</sup> January and 15<sup>th</sup> March 2007. Many of the programmes analysed are exclusive to digital pay television. (See Appendix 1 for further details on the sample and Appendix 2 for a full list of the titles measured.)

1.2.2 Based on an analysis of the content for the three genres, sub-genres were defined by CRG for Quiz TV and Adult Chat.

1.2.3 Quiz TV was split into two:

- 'Presenter-led Quiz programmes' are defined as hosted by one or more presenters in a live studio.
- 'Non Presenter-led Quiz programmes' are defined as not including a presenter in a live studio.

Adult Chat was divided into two:

- 'Explicit Adult Chat shows' are defined as containing explicit adult sexual services.
- 'Other Adult Chat shows' are defined as not containing explicit adult sexual content.

1.2.4 The programme samples comprised of:

- 'Presenter-led Quiz TV': 11 programme titles (27 samples) from 12 blocks or channels.
- 'Non Presenter-led Quiz TV': 1 programme title (3 samples) from 1 channel.
- Psychic TV: 3 programme titles (7 samples) from 1 channel.
- 'Explicit Adult Chat': 11 programme titles (12 samples) from 10 blocks or channels.

- ‘Other Adult Chat’: 4 programme titles (4 samples) from 4 blocks or channels.
- 1.2.5 During the analysis period some PRS Quiz shows ceased transmission on terrestrial channels. In addition, there was some churn in programming during the period as shows were replaced by others or evolved with new titles. However, this did not affect the specific titles measured in this analysis.
- 1.2.6 In analysing these genres CRG noted three distinctive features. The first is the dramatic increase in the number of dedicated shows and channels in the last few years. The second is the near absence of any content information about these shows and channels in the TV listings. Sky’s own EPG guide ‘What’s on’ does not always match what is transmitted, while, with the PRS channels at least, the programme breaks advertised often did not materialise. Thirdly, a number of the dedicated PTV shows are simulcast on a number of channels.

### 1.3 Methodology

Timed content analysis was undertaken to measure the balance between editorial and promotional content. In addition, details on contact graphics, terms and conditions and viewer protection information were measured. The number of callers, texters and emailers were also logged.

#### 1.3.1 Timed content analysis

Timed content analysis of the recorded programme content was carried out. The content was divided into four categories for the purposes of classification:

- ‘Promotional text’ generally comprising on-screen contact graphics providing information about how viewers could participate in the show. These comprised telephone numbers to call (UK and Eire landline and mobiles), text services, website addresses and, less commonly, email addresses. Such promotion also included graphics flashed on screen that encouraged participation, but did not necessarily include a PRS number. For example, “Play Now!” or “Win the Cash!” may have been seen on screen on occasion without a corresponding PRS contact graphic.
- ‘Promotion via presenter’ comprised any invitation or encouragement (‘call to action’) from the presenters for viewers to call in and take part in the programme (i.e. participate in the quiz, speak to a ‘babe’ or have a psychic reading).
- ‘Editorial’ essentially comprised anything that was not a ‘call to action’ by a presenter or host. This category included any comments made by the presenter whilst waiting for callers to come through to the studio; any audible conversations with callers; all occasions used by the presenter to explain the rules of a competition (without encouraging participation in it); references made by Psychic show presenters to their own personal lives and any references made by presenters that could not be taken as direct encouragement to participate in the show. Viewer protection information, such as presenter references to limiting call duration or sticking to a budget, was also classified as ‘editorial’.
- ‘Other’ essentially comprised content that did not fall clearly into the above categories. It included instances where people on set, such as Adult Chat

presenters or psychics, were seen talking on the telephone with callers, but the viewers were unable to hear them (i.e. live but inaudible sound). This category was higher in Adult Chat and Psychic shows because such calls tended to be silenced to preserve the participant's anonymity and privacy. 'Other' also included instances where the programme did not have any speech (such as record playing in the Quiz programme, *Play DJ*, or when graphics only were seen on screen in *Win Win TV* in the absence of any speech).

These four categories were not mutually exclusive and several content types could occur simultaneously. For example, 'promotional text' (i.e. on-screen contact graphics) may have been seen on screen continually throughout a programme. However, 'promotion via the presenter', 'editorial' or 'other' content could also be found at the same time.

### 1.3.2 Contact graphics, terms and conditions, viewer protection information

Information recorded regarding contact graphics consisted of the types of contact graphic displayed (phone numbers, text services and website addresses), their size and the rate charged for using the number. In addition, overall impressions regarding the impact of contact graphics were also collected (see Section 2.9 for further details). For terms and conditions, their presence on screen, whether they were static or scrolling and their size were recorded. Viewer protection information (budget or call limit references) was recorded if a presenter referred to keeping to a budget or limiting the length of a call or if this information was written in the terms and conditions displayed on screen.

### 1.3.3 Callers, texters and emailers

The number of participants was logged. Definitions of callers, texters and emailers are given below.

#### **Callers**

Callers were defined as any participant who telephoned a show and whose presence was detectable. Callers were either audible or inaudible.

In 'Presenter-led Quizzes', all callers were audible. A presenter would greet the caller and ask their name. On occasion, a presenter would be met with silence followed by the sound of the telephone being put down and in this instance the caller was logged. In 'Non-Presenter-led Quizzes', there were no callers. Entrance to the competition was via text only (see 'texters' below).

In Psychic shows, callers fell into two groups. Firstly, as above, a presenter would greet a caller live on air. Secondly, in inaudible but visible conversations with psychics, a caller would be logged when it was apparent a conversation was taking place because of the non-verbal behaviour (e.g. a psychic picks up the phone, is seen conversing, nods, turns the tarot cards, waves goodbye). When the silent, but visible, psychic was seen picking up the phone or speaking again, a second caller was identified and logged in the same way.

In 'Explicit Adult Chat' and 'Other Adult Chat' shows, callers also fell into these two groups. Firstly, a caller may have been identifiable through the presenter's speech after finishing a call. Secondly, in inaudible but visible conversations, a caller would be logged when it was apparent a conversation was taking place because of the non-

verbal behaviour (e.g. a presenter smiles, laughs, acts according to the caller's instructions, waves goodbye). When the silent but visible presenter was seen speaking again, a second caller was identified and logged in the same way.

## **Texters**

Texters were defined as any participant who used a mobile phone to text in a message, a picture, or photograph, or to respond to a competition.

In 'Presenter-led Quizzes', texters were rare as competitors tended to communicate with a presenter over the telephone. However, texters did feature in *Play DJ* where a number of games were similar to those on *Win Win TV* (e.g. 'Buzzword' and 'String 'Em In'). In 'Non Presenter-led Quizzes', all participants were texters. The format of the *Win Win TV* series allowed only text entrants to take part in the graphic-led games. The total number of texters was established via scores seen on screen. For example, on-screen text would appear stating that 'Red2310' had found a four-letter word and had scored five points or that 'Poppy2007' had scored a direct hit against the on-coming enemy and had won 1,000 points.

In Psychic shows, all text messages read out by the presenters were logged. The same process applied to both types of Adult Chat show.

## **Emailers**

Emailers were defined as any participant who contacted a show via an email address and whose message was either read out, referred to or was visible on screen. On occasion more than one author was attributed to an email and in these circumstances the total number of emailers logged was based on the number of authors.

In 'Other Adult Chat' programming, the majority of shows did not offer an email service, but where they did, the event was logged. There were no emailers in 'Non Presenter-led Quizzes', Psychic shows and 'Explicit Adult Chat' shows.



## Section 2

# Summary of content analysis

## 2.1 Presenter-led Quiz programmes

These were defined as quiz programmes hosted by one or more presenters in a live studio. Participation in these was generally accomplished by calling a premium rate telephone number. Some shows also permitted free entry via a website or via a premium rate text service. Such programmes were live and interactive and included *The Mint*, *Play DJ* and *The Great Big British Quiz*. Prizes tended to comprise money (sometimes in the high thousands) and, less frequently, holidays. The presenter's role was two-fold. First of all, it was to encourage participation in the show (categorised as 'promotional'). Secondly it was to explain the rules of play, entertain viewers during quieter times (i.e. when the programme was free of callers) and speak to participants when they came through to the studio (categorised as 'editorial' content). Invariably too, the presenters made statements relating to viewer welfare, such as sticking strictly to a budget, stating call limits where they existed and reminding viewers that competitions were open to the over eighteens only (categorised as 'editorial' content).

An example of programme content categorisation is described below<sup>1</sup>. PRS details are visible on screen all the time (i.e. 'promotional text' is constant) but at the same time the presenter time may be categorised into different types of content, such as

*"Come on play the game ... What would you do with £10,000 tax free cash?"* ('promotional'), followed by

*"I am going to Bath at the weekend. Perhaps I will see you there. Do you know any good places to eat?"* ('editorial'), followed by

*"Call the number on your screen ... 0908 125 6000 for your chance to play and win the cash ... It's easy, all you have to do is dial that number on your screen for your chance to win tonight's money."* ('promotional'), followed by

*"We have a caller. Hello? Who's on the line? ... Hi Tony, where are you calling from? And what's your answer to tonight's question? Sorry Tony, that's not the right answer."* ('editorial').

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<sup>1</sup> Note: this is not an exact word for word quote.

## **2.2 Presenter-led Quiz programmes: summary of content analysis results**

### 2.2.1 Timed content analysis

- 'Promotional text' was displayed on screen on average 98% of the time.
- 'Promotion via presenter' was found on average 53% of the time.
- 'Editorial' content was found on average 45% of the time.
- 'Other' content was found 2% of the time.

### 2.2.2 Displayed contact graphics

- 93% of all programmes displayed a contact landline number.
- 96% of all programmes displayed a website address.
- 33% of all programmes displayed text contact details.
- No programmes displayed an email address.

### 2.2.3 Number of callers, emailers and texters

- On average 61 callers were found per hour of 'Presenter-led Quiz programming'.
- On average 0.2 emailers were found per hour of 'Presenter-led Quiz programming'.
- On average 24 texters were found per hour of 'Presenter-led Quiz programming'.
- On average 86 participants were found per hour of 'Presenter-led Quiz programming'.

### 2.2.4 Terms and conditions

- 37% of 'Presenter-led Quiz programmes' displayed terms and conditions with scrolling text.
- 63% of 'Presenter-led Quiz programmes' displayed terms and conditions with static text.

### 2.2.5 Viewer protection information (budgets/call limits)

- 48% of programmes (13 out of 27 programmes) included budget-related/call limit references made by the presenter to participants.
- 41% of programmes (11 out of 27 programmes) displayed terms and conditions that included budget-related/call limit references.

### 2.3 Non Presenter-led Quiz programmes

These were led by pre-recorded graphics and voiceovers and never included a presenter live in a studio. The voiceover provided explanations about how each game was to be played with pre-recorded responses to correct answers. While the actual programme was pre-recorded, the viewers participating in it were playing live. Participation was achieved via text only. The programmes here comprised three editions of *Win Win TV*. Prizes in these programmes never included instant cash or holidays. Instead, the highest scorers were given 'free' entry into a bingo/lottery-type draw. In the event that the numbered balls matched those on their scorecard, they won between £50 and £2,000. Winners were rare. Additionally, on-screen text promoted the prize of an iPod Nano, but this was not won in the sample analysed here. Despite the absence of a presenter, the voiceover generally fulfilled the same role as a live presenter. This was to encourage players (categorised as 'promotional text'), to explain the rules of the game and offer "good luck" and "well done" messages ('editorial'). The remainder of the show, when neither categories of 'promotional' or 'editorial' content was found, was classified as 'other'. No viewer protection information was given such as sticking to a budget, limiting the number of entrances or reminding viewers that competitions were open to over eighteens only.

An example of programme content classification is described below<sup>2</sup>. PRS details are seen on screen all the time (i.e. promotional text is constant), but at the same time the presenter time may be categorised into different types of content, such as

*"Welcome to Buzzwords. The game where you score points for each word you find. Find words by using the letters in the grid ..."* ('editorial'), followed by

*"Pick up your phone and get ready to play"* ('promotional'), followed by

*"Don't worry if you find a word that somebody else has already had, you will still score points, but just not as many as if you found it first"* ('editorial'), followed by

*"Good luck ... well done!"* ('editorial'), followed by

No speech, graphics only visible as the games proceed ('other'), followed by

*"For your chance to be entered free into the Bonus Ball Bonanza, keep texting your answers to the number you can see on screen ... keep looking and keep scoring and you could walk away with the cash".* ('promotional').

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<sup>2</sup> Note: this is not an exact word for word quote.

## **2.4 Non Presenter-led Quiz programmes: summary of content analysis**

### 2.4.1 Timed content analysis

- 'Promotional text' was displayed on screen on average 72% of the time.
- 'Promotion via presenter' was found on average 18% of the time.
- 'Editorial' content was found on average 21% of the time.
- 'Other' content was found on average 52% of the time.

### 2.4.2 Displayed contact graphics

- No programmes displayed a contact landline number.
- No programmes displayed a website address.
- 100% of all programmes displayed text contact details.
- No programmes displayed an email address.

### 2.4.3 Number of callers, emailers and texters

- No callers were found per hour of 'Non Presenter-led Quiz programming'.
- No emailers were found per hour of 'Non Presenter-led Quiz programming'.
- On average 97 texters were found per hour of 'Non Presenter-led Quiz programming'.
- On average 97 participants were found per hour of 'Non Presenter-led Quiz programming'.

### 2.4.4 Terms and conditions

- Terms and conditions in 'Non Presenter-led Quiz shows' all comprised scrolling text (i.e. 100% of all programmes).

### 2.4.5 Viewer protection information (budgets/call limits)

- No programmes included budget-related/call limit references made by the presenter to participants.
- No programmes displayed terms and conditions that included budget-related/call limit references.

## 2.5 Psychic programmes

These programmes comprised a standard format of one presenter (non-psychic) and one or more psychics in the studio who would talk to callers directly on air. Sometimes the programme had a central theme (e.g. Chinese New Year and Visualisation, Taking Action). At other times, the programme content was viewer-led (i.e. calls taken about any issues viewers raised). Other additional psychics working from the studio and from their home were visible at the bottom of the screen taking calls and readings (these calls were inaudible and were classed here as 'other' content). All psychics, the presenter assured, had been "vetted" and were "experts in their field" and used skills such as various card readings, inner voices, spirit guides and horoscopes.

Participation was achieved by telephoning a premium rate number (for a private reading, an on-air reading or to leave a caller comment) or texting (for a private reading or an on-air reading). A freefone number was available for viewers who wanted to call the credit card line, which provided a service allowing callers to pre-pay for ninety minutes with a psychic at any time. A website address was provided which detailed the various attributes of the show's psychics and how viewers could obtain readings via email.

The presenter's and psychics' role was two-fold. Firstly, they encouraged participation in the show (i.e. to have a reading), which was classified as 'promotion via presenter'. Secondly, their role was to inform viewers about psychics and what they did, speak to callers, read out texts and, quite often, to provide personal information about themselves (categorised as 'editorial' content). Presenters did not refer to budgets or call limitations but they did remind viewers that readings were available to over eighteens only.

An example of content is described below<sup>3</sup>. PRS details are seen on screen all the time (i.e. 'promotional text' is constant) and at the same time psychics are seen on a webcam having conversations with callers that are inaudible to viewers at home (i.e. 'other' content is also constant). At the same time, the presenter talk may be categorised as different types of content, such as

*"Welcome to Psychic Zone ... tonight we are looking at how you can take control of your life, make changes and feel better about yourself...I've been there ... I've been divorced and now I am a single parent but I turned my life around."* ('editorial'), followed by

*"So, call that number and talk to one of our brilliant psychics. They can help you ... Sarah is on Option Two but you could let fate take you there and choose Option Zero ... It's easy ... just pick up that phone and get dialling."* ('promotional'), followed by

*"We have a caller on the line ... Hello Kelly, what can we do for you today? So, you're single at the moment and you want to know if you will meet someone soon? Anne (psychic), can you help her?"* ('editorial'), followed by

*"If you would like a reading on air, leave a message on our Caller Comment Line. The number to call is on the bottom of the screen. Dial it now ... or send us a text and you can have your reading done live in air."* ('promotional').

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<sup>3</sup> Note: this is not an exact word for word quote.

## **2.6 Psychic TV programmes: summary of content analysis**

### 2.6.1 Timed content analysis

- 'Promotional text' was displayed on screen on average 99% of the time.
- 'Promotion via presenter' was found on average 23% of the time.
- 'Editorial' content was found on average 77% of the time.
- 'Other' content was found on average 92% of the time.

### 2.6.2 Displayed contact graphics

- 100% of all shows displayed a contact landline number.
- 100% of all shows displayed a website address.
- 100% of all shows displayed text contact details.
- None of the shows displayed an email address.

### 2.6.3 Number of callers/emailers/texters

- On average 9 callers were found per hour of Psychic programming.
- On average 8 texters were found per hour of Psychic programming.
- Emailers were not found in Psychic programming.
- On average 18 participants were found per hour of Psychic programming.

### 2.6.4 Terms and conditions

- Terms and conditions in Psychic programmes all comprised scrolling text (i.e. 100% of all shows).

### 2.6.5 Viewer protection information (budgets/call limits)

- None of the Psychic programmes included budget-related / call limit references made by the presenter to participants.
- None of the Psychic programmes displayed terms and conditions that included budget-related / call limit references.

## 2.7 Adult Chat programmes

These programmes were categorised as either containing explicitly adult sexual services ('Explicit Adult Chat' shows) or non-sexually explicit services ('Other Adult Chat' shows). All were open to over eighteens only.

In 'Other Adult Chat' shows, explicit sexual content was absent. These were pre-watershed programmes. Fully-clothed female presenters encouraged callers by promising light-hearted flirting or a non-sexual conversation. They also promised that they could fulfil "clean" requests such as "doing a twirl". The presenter's role was two-fold. Firstly, it was to encourage participation in the show, such as to call in and chat, to send a text that would be read out on air or, less often, to send an email. This was classified as 'promotion via presenter' content. Secondly, they chatted between calls about, for example, the main stories in the newspaper, the weather and what they were doing at the weekend. This was categorised as 'editorial' content (this was much higher in 'Other Adult Chat' shows than in 'Explicit Adult Chat' shows). 'Other' content was also common in these programmes, e.g. when a presenter was on a call that could not be heard by the viewers.

An example of the content is described below<sup>4</sup>. PRS details are seen on screen all the time (i.e. 'promotional text' is constant) and, at the same time a presenter is seen having conversations with callers that are inaudible to viewers at home (i.e. 'other' content is constant). At the same time, a presenter who is not on a call may be offering different types of content, such as

*"So, we have just had a text from Jason. Now let me see what he has to say. Oh! Stacey you are looking very pretty today. Those shoes are amazing! Oh thank you Jason! That's so kind."* ('editorial'), followed by

*"Karen is free to take your call right now ... The number to dial is on the bottom of your screen so get dialling as she really wants to hear from you."* ('promotional'), followed by

*"Oh I'm off to Crete for my holidays this year ... last year I went to Barbados but the weather was too hot for me!"* ('editorial').

In post-watershed 'Explicit Adult Chat shows', the general format consisted of one or more presenters on a bed. As a general rule, participation was accomplished by calling a premium rate telephone number. However, several shows also offered a texting service for messages (both private one-to-ones and those which would be visible on-screen or read out on air) and photos (send your own or receive pictures of babes on your mobile). The predominant role of the presenters was to receive sex-related calls from viewers and to fulfil sexual fantasies over the telephone. In most shows one or more presenters would encourage viewers to call in, by offering the chance to talk to them or one of the other available presenters, by stating the number to call or by promoting their own sexual assets (categorised as 'promotion via presenter'). Very occasionally, 'editorial' content was found in such programmes (e.g. general chat by the presenter), but this was rare. Physical actions (e.g. implied masturbation) were categorised as 'other' content if there was no talking and this was much higher in this sub-genre compared to 'Other Adult Chat' programmes.

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<sup>4</sup> Note: this is not an exact word for word quote.

An example of the content is described below<sup>5</sup>. PRS details are seen on screen all the time (i.e. 'promotional text' is constant) and, at the same time, presenters are seen on a bed having conversations with callers inaudible to viewers at home (i.e. 'other' content is also constant). At the same time, talk by a presenter who is not on a call may be categorised as different types of content, such as

*"Hello boys! I'm off the phone right now so why don't you phone and you will get straight through? Come on, you know the number to dial, it's there on your screen and I'm waiting for your call. I'm Kelly your Option five and I can fulfil your every need ... there's nothing I won't do to make you happy."* ('promotional'), followed by

*"oops ... is this microphone working?"* ('editorial'), followed by

*"We've got Cathy on Option Two and me, Dirty Dionne on Option Three. Call us boys on the number at the bottom of the screen. Look at Cathy and those enormous tits ... she wants you boys ... come on, you know what to do."* ('promotional'), followed by

*"Can I just remind all callers you have to be over the age of eighteen to speak to us. Those are the rules. Don't call again if you are under eighteen. Switch over or go to bed!"* ('editorial').

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<sup>5</sup> Note: this is not an exact word for word quote.



## 2.8 Adult Chat TV Content: summary of content analysis

### 2.8.1 Timed content analysis

- 'Promotional text' was displayed on screen on average 99.5% of the time.
- 'Promotion via presenter' was found on average 41% of the time.
- Editorial content was found on average 10% of the time.
- 'Other' content was found on average 87% of the time.

### 2.8.2 Displayed contact graphics

- 100% of all shows displayed a contact telephone number.
- None of the shows displayed a website address.
- 75% of all shows displayed text contact details.
- None of the shows displayed an email address<sup>6</sup>.

### 2.8.3 Number of callers, emailers and texters

- On average 16 callers were found per hour of Adult Chat programming.
- On average 5 texters were found per hour of Adult Chat programming.
- On average 0.2 emailers were found per hour of Adult Chat programming.
- On average 25 participants were found per hour of Adult Chat programming.

### 2.8.4 Terms and conditions

- Static terms and conditions were not found in 19% of Adult Chat shows.
- Scrolling terms and conditions were found in 81% of Adult Chat shows.

### 2.8.5 Viewer protection information (budgets/call limits)

- None of the Adult Chat programmes included budget-related / call limit references made by the presenter to participants.
- None of the Adult Chat programmes in this sample displayed terms and conditions that included budget-related / call limit references.

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<sup>6</sup>In *Live Daytime Chat* (Turn on TV, 07/03/07, 15:00 – 18:00 hrs), emails were encouraged. However, the email address was on a poster in the office, rather than as an on-screen graphic. It was therefore not counted as a contact graphic in this analysis.

## 2.9 Impact of contact graphics visible on screen

Analysis revealed that different factors, in addition to size, combined to contribute to the level of impact of the contact graphics. They comprised:

- Presentation - graphics could be static or scrolling.
- Speed - the speed with which scrolling graphics were presented varied.
- Colour combinations - such as a white background and a black typeface or a red background and white typeface.
- Format – this varied. For example, boxed and static in the corner of the TV screen or single sentences scrolling across the screen, or multiple sentences presented one on top of the other, scrolling at the bottom of the screen.
- Font used to create these graphics.
- Multiple and moving representations - quite often more than one contact graphic was visible on screen (e.g. a main phone number, text services details, mobile picture services and smaller representations of these graphics too). On occasion, these could also be simultaneous and scrolling. Thus, a viewer was presented with a multitude of contact information at one time.

## Appendix 1: Sample

One major consideration in any sample design is the degree of homogeneity expected. For example, if all Adult Chat shows were exactly the same and transmitted unvarying content, then a fairly small sample would be needed to draw conclusions about this genre. Content analysis revealed that there was more heterogeneity between programmes from the same genre than first impressions suggested, but that individual programmes did not change much over time. Blocks of programmes which had been content-analysed were compared with other recorded output by taking small samples at various time intervals. This exercise confirmed that the blocks already analysed looked very much like any other from the same programme titles. Thus the content of these PTV programmes seems to show stability within programmes and further samples were deemed unnecessary. In addition, a sample of Dating channel output was examined as a benchmark.

## Appendix 2: Programme lists

<b>Presenter-led' Quiz programmes</b>			
Big Game TV	Big Game TV	25/01/07	15.00 – 18.00 hrs
Big Game TV	Big Game TV	07/02/07	00.00 – 03.00 hrs
Big Game TV	Big Game TV	06/03/07	00.00 – 03.00 hrs
Brainteaser	Five	22/09/06	12.30 – 13.30 hrs
Brainteaser	Five	09/10/06	12.30 – 13.30 hrs
Brainteaser	Five	17/10/06	12.30 – 13.30 hrs
Brainteaser	Five	02/11/06	12.30 – 13.30 hrs
Brainteaser	Five	15/11/06	12.30 – 13.30 hrs
Glitterball	ITV1	06/03/07	00.30 – 03.50 hrs
Glitterball	ITV1	20/02/07	00.30 – 03.50 hrs
The Great Big British Quiz, The	iPlay TV	24/01/07	19.00 – 21.00 hrs +
The Great Big British Quiz,	iPlay TV	09/02/07	00.00 – 02.00 hrs
Hallmark Channel Quiz	Hallmark	20/02/07	13.00 – 15.00 hrs
Hallmark Channel Quiz	Hallmark	06/03/07	13.00 – 15.00 hrs
Make Your Play	ITV2	16/02/07	01.30 – 04.00 hrs
Make Your Play	ITV1	03/03/07	00.05 – 03.05 hrs
Mint, The	ITV Play	18/01/07	02.05 – 04.05 hrs
Mint, The	ITV Play	31/01/07	21.00 – 21.57 hrs
Mint, The	ITV Play	01/02/07	00.59 – 02.59 hrs
Mint, The	ITV Play	06/02/07	00.30 – 03.50 hrs
Pop the Q	TMF	05/02/07	00.00 – 03.00 hrs
Pop the Q	TMF	08/03/07	00.00 – 03.00 hrs
Play DJ	ITV Play	31/01/07	22.00 – 00.58 hrs
Play DJ	Men & Motors	07/02/07	15.00 – 18.00 hrs
Quiz Call	Five US	16/02/07	01.00 – 03.00 hrs
Quiz Call	Five Life	25/02/07	23.00 – 02.00 hrs
The Zone	Men & Motors	27/02/07	15.00 – 18.00 hrs

<b>'Non-Presenter-led' Quiz programmes</b>			
Win Win TV	Jackpot TV	24/01/07	15.00 – 19.00 hrs
Win Win TV	Jackpot TV	31/01/07	00.00 – 03.00 hrs
Win Win TV	Jackpot TV	07/02/07	00.00 – 03.00 hrs

<b>Psychic programmes</b>			
Good Morning Psychic	Psychic TV	06/02/07	09.30 – 12.00 hrs
Good Morning Psychic	Psychic TV	15/03/07	09.30 – 12.00 hrs
Psychic Interactive	Psychic TV	26/01/07	21.00 – 01.00 hrs
Psychic Interactive	Psychic TV	10/03/07	21.00 – 02.00 hrs
Psychic Zone	Psychic TV	26/01/07	19.30 – 20.30 hrs
Psychic Zone	Psychic TV	22/02/07	17.30 – 20.30 hrs
Psychic Zone	Psychic TV	09/03/07	17.30 – 20.30 hrs

<b>'Explicit Adult Chat' programmes</b>			
Babe Cast XXX	Friendly TV	09/02/07	00.00 – 02.00 hrs
Babes Interactive	Star Bazaar TV	19/02/07	21.30 – 23.30 hrs
Babestar Pure XXX	Babestar	28/02/07	23.00 – 01.00 hrs
Babestation Live	Babestation	07/03/07	02.30 – 04.00 hrs
Babestation Live	Babestation	15/03/07	01.00 – 04.00 hrs
Babeworld TV	Babeworld TV	26/01/07	21.00 – 02.00 hrs
Bang Babes	Turn on TV	27/01/07	21.00 – 02.00 hrs
Extreme Babes	Babeworld TV	05/02/07	00.00 – 03.00 hrs
Just Girly XXX	House of Fun	08/03/07	00.00 – 02.00 hrs
Lucky Star	Sex Station	21/02/07	00.00 – 03.00 hrs
Naughty Girls	Star Bazaar	22/02/07	00.30 – 03.00 hrs
XXX4U	You TV 2	30/01/07	22.30 – 02.30 hrs

<b>Other Adult Chat' programmes</b>			
Chat Lounge	Babeworld TV	14/03/07	12.00 – 15.00 hrs
Lad's Lounge	Babestation	08/02/07	11.00 – 14.00 hrs
Live Daytime Chat	Turn on TV	07/03/07	15.00 – 18.00 hrs
Party People	Get Lucky TV	25/02/07	17.00 – 20.00 hrs