

BBC RED BUTTON SERVICES QUESTIONNAIRE

This questionnaire has been sent to you as you have been in touch about proposed changes to the BBC's Red Button Services.

The BBC would like to understand how you currently use the Red Button Service and what you particularly value about it.

There are **9** questions in total. Please feel free to answer as many, or as few, as you feel are relevant to you.

The questionnaire is intended to be anonymous so please do not give your name or address details on this sheet.

We would be grateful if you could return the questionnaire to **BBC Corporate Affairs, Room 5045, Broadcasting House, Portland Place, London W1A 1AA** by **Wednesday 24 June 2020** if at all possible.

The BBC's Red Button service is accessed by using the red or 'text' button on your TV remote control while you're watching a BBC TV channel – some people call it 'interactive TV' or 'digital text'. It offers information like news headlines, sport results and weather forecasts, plus extra text or video content additional to the normal TV channels.

1. Please select the version of the Red Button service you use: (Please tick one box only)

<p>Internet-connected BBC Red Button service, which requires the TV set to be connected to the internet (the homepage has a menu on the left-hand side of the TV screen, and along the bottom)</p>	
<p>Digital TV BBC Red Button service, which does not need an internet connection (the homepage has a menu which covers the right-hand side of the TV screen)</p>	

2. Which of the following best describes how you currently access the BBC Red Button Service: (Please tick one box only)

<p>Press the text button or red button on TV remote control</p>	
<p>Use the app on my TV</p>	

3. Do you use the Red Button to: (Please tick as many boxes as apply only)

Access written information (sometimes this information includes short video clips)	
Watch the extra programmes (e.g. for additional courts at Wimbledon sport or music festival?)	

4. Which aspects of the Red Button written information do you use regularly (i.e. on a daily or weekly basis): (Please tick as many boxes as apply)

News	
Sport	
Lottery	
Weather	
Business	
Travel	

5. What are the most valuable and essential elements of the Red Button written information for you?

6. Are there any aspects of the Red Button written information service that you feel are unique and are not provided by other BBC services, such as TV, Radio, bbc.co.uk or BBC mobile apps? If so, what are they?

7. What are the challenges in using other BBC services that offer the same or similar information?

8. What could we do to improve other BBC services that offer the same/similar information that would make them easier to use?

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9. Do you have internet access?

Yes	
No	

If yes, tick as many as apply:

Computer	
Smartphone	
Tablets	
TV	

Thank you very much for taking the time to complete this questionnaire.