

The logo for ATVOD, featuring the letters 'ATVOD' in a bold, white, sans-serif font centered within a solid black rectangular background.

**ATVOD**

THE AUTHORITY FOR TELEVISION **ON DEMAND**

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# **Annual Report 2012/13**

## **ANNEX 4**

**TRIAL STAKEHOLDER QUESTIONNAIRE  
RESULTS**

## Trial stakeholder survey results

Percentage agreeing / disagreeing with the following statements<sup>1</sup>

	Agree	Disagree	Neither agree not disagree	Don't know / not applicable
<b>1. ATVOD understands the key issues in relation to video on demand</b>	78%	7%	10%	5%
<b>2. ATVOD is sufficiently aware of changing technology</b>	54%	7%	32%	7%
<b>3. ATVOD is proportionate in the way it regulates</b>	54%	10%	20%	17%
<b>4. ATVOD communicates well with stakeholders</b>	68%	0%	28%	5%
<b>5. ATVOD engages well with industry via the Industry Forum</b>  (figures in brackets are for ODPS providers only)	54% (65%)	2% (4%)	20% (23%)	24% (8%)
<b>6. ATVOD provides appropriate opportunities for engagement and takes account of the views of stakeholders</b>	65%	3%	28%	5%
<b>7. ATVOD is efficient and uses its resources effectively</b>	49%	7%	20%	24%
<b>8. ATVODs website provides sufficient information on who it is, how it operates, the scope of the regulations and the requirements that apply to providers of on demand programme services</b>	83%	2%	12%	2%
<b>9. ATVOD is accessible - its contact details (website, address and telephone number) are easily identifiable on literature/correspondence</b>	93%	0%	5%	3%

<sup>1</sup> These figures are based on 41 responses and includes responses from 26 stakeholders representing providers of notified services, of whom 10 represented providers paying a concessionary rate fee.

