

# Information paper

## Summary Quality Report for Film and Television Industries Surveys Releases

### 1 Introduction

This report is part of a rolling programme of quality reports being introduced by Office for National Statistics (ONS). The full programme of work being carried out on [Statistical Quality](#)<sup>1</sup> is available on the National Statistics website. Summary Quality Reports are overview notes which pull together key qualitative information on the various dimensions of quality as well as providing a summary of methods used to compile the output.

This report relates to the Film and Television Industries (FTV) survey. The FTV survey is produced annually and designed to measure the value of transactions of UK businesses by country of origin and destination in respect of Film and Television services data. The three main areas for collection are Film and Television Production Work, Royalties and Licenses, and Other Services.

This data is primarily used in the compilation of the services account for the UK's Balance of Payments.

### 2 Summary of Quality

#### 2.1 Relevance

*The degree to which the statistical product meets user needs for both coverage and content.*

The results of the survey, represent a key element of the Balance of Payments account. The survey is a statutory survey that collects data in respect of transactions between UK companies and foreign companies.

Coverage and Content	Film and Television
What it measures	The value of transactions between UK residents, and residents in other countries in respect of film and television activities
Frequency	Annual
Sample Size	Approximately 700 businesses
Periods Available	Full country/industry aggregate data from 1998 to the current published year for both imports and exports  Disaggregated data at country and industry level are available from 1992 onwards
Sampling frame	Fixed panel of the most significant, ie highest impacting, companies, and a sample from the Inter-Departmental Business Register (IDBR) – a comprehensive list of UK businesses, and a key source of data for analyses of business activity
Sample design	A fully enumerated fixed panel and a stratified random sample from the IDBR using Standard Industrial Classification 92 (SIC92) and employment
Weighting	Each sampled business is used to represent a number of similar businesses, and is weighted to reflect the number of businesses within its stratum as recorded on the IDBR

Estimation	Ratio estimation
Imputation	Within each cell, units with returned data are used to impute for non responders in the cell. Otherwise no imputation is carried out
Outliers	The method of outlier detection and treatment is based on the principle of Winsorisation - a method that reduces the influence of outliers on estimates, using a system based on current and previous corresponding returns.

The data are used by the Department of Culture, Media and Sport (DCMS) for developing policy, monitoring the film and television Industries, and promoting film exports. In addition to this, the Department for Business, Innovation and Skills (BIS) also use the data extensively for their own purposes. BIS use the data to work on policy on the competitiveness of UK industry and trade, to inform trade promotion efforts by both BIS and the Film Council Organisation, and for use with their sponsorship work on information and communications.

Other users include Eurostat (the statistical office of the European Union), who require derived data for analyses purposes, ie for comparison across EU member states. Also commercial users, whose interest is usually generated as a result of the information contained within the [FTV Statistical Bulletin](#)<sup>2</sup>.

The FTV survey is conducted using paper questionnaires which are sent to businesses to collect data and information for the Film and Television Industry. The data are collected under the Statistics of Trade Act 1947. The National Statistics website offers more detailed information on [Standard Industrial Classification \(SIC\)](#)<sup>3</sup>.

## 2.2 Accuracy

*The closeness between an estimated result and the (unknown) true value.*

### Sampling Error

This occurs because the survey is based on a sample of businesses, selected from the IDBR, rather than being a census whereby all UK business would have to be surveyed. Due to timing, cost and resource issues, a census would not be possible so a suitably designed sample of businesses is used.

An indication of possible error in estimates (standard error), as a result of randomly selecting the sample from the IDBR is provided for the survey. Estimates of standard errors are produced for key variables using standard formulae, and are available in the Background notes of the [FTV Statistical Bulletin](#)<sup>2</sup>.

### Non Sampling Error

Response rates provide an indication of the likely impact of random non-response error on estimates. For the FTV survey, the final response rate target is 85 per cent.

Questionnaires are despatched to businesses in November. Three written reminders are subsequently sent to non-responding groups and followed by telephone reminders to groups to minimise non response, and thereby any non-response bias. There is also the possibility of using the legal powers of the [Statistics of Trade Act 1947](#)<sup>4</sup> to force response, though ONS prefers to work together with businesses to produce the necessary information.

The potential for non-sampling errors cannot easily be quantified. Undetected deficiencies may occur in the survey register, and errors may be made by the respondents when completing the survey questionnaires.

Returned information is run through a series of checks to identify any errors. These include tests to ensure that all questions are completed, that the responses to the individual questions are consistent within the questionnaire as a whole, and that the return is consistent with historical data from the business.

Detailed response rates and estimated standard errors information are available in the Basic Quality Information of the [FTV Statistical Bulletin](#)<sup>2</sup>.

## 2.3 Timeliness and Punctuality

*Timeliness refers to the lapse of time between publication and the period to which the data refer. Punctuality refers to the time lag between the actual and planned dates of publication.*

The survey consistently meets publication deadlines, and is published on the [UK National Statistics Publication Hub](#)<sup>5</sup> each December - 10 months after the reference period. In the unlikely event of a change to the pre-announced release schedule, public attention should be drawn to the change and the reasons for the change should be explained fully at the same time, as set out in the [Code of Practice for Official Statistics](#)<sup>6</sup>. For more details on FTV Survey releases, the [UK National Statistics Publication Hub](#)<sup>5</sup> is available online and provides twelve months advanced notice of release dates.

## 2.4 Accessibility and Clarity

*Accessibility is the ease with which users are able to access the data, also reflecting the format(s) in which the data are available and the availability of supporting information. Clarity refers to the quality and sufficiency of the metadata, illustrations and accompanying advice.*

The annual survey data are published in the [FTV Statistical Bulletin](#)<sup>2</sup> which is freely available from the National Statistics website (text and table versions).

Further queries can be addressed to the International Trade in Services (ITIS) public enquiry team at: [Richard.Tonkin@ons.gov.uk](mailto:Richard.Tonkin@ons.gov.uk).

## 2.5 Comparability

*The degree to which data can be compared over time and domain.*

The [FTV Statistical Bulletin](#)<sup>2</sup> is available via the [UK National Statistics Publication Hub](#)<sup>5</sup>. The questionnaire is designed in accordance with Eurostat regulations to ensure comparability across EU member states.

Various changes have occurred in the coverage of the survey.

- i) In 1996 the five main geographical areas on the form were removed and an explanation of the detailed geographical breakdown required was added to the notes. This full geographical breakdown for each category was as a result of recommendation from the DTI's President Task Force on Service Sector Statistics
- ii) Until 1997 the survey was based on a list of companies derived from various sources including trade publications. For the 1997 survey, the decision was taken to use IDBR selection from [SIC](#)<sup>3</sup> 92110 - 92119, 92120 and 92202. Occasionally companies from other Industries, who also have significant impact on the film and television industry are also approached
- iii) As a result of the [Quinquennial Review 2003/4](#)<sup>7</sup>, it was decided that FTV should become part reference list and part IDBR sampling frame. This became the case in 2005
- iv) As a result of the [Quinquennial Review 2008/9](#)<sup>8</sup> it was decided that the FTV survey will be discontinued. From 2009, the survey will be incorporated into the publication for [International Trade in Services](#)<sup>9</sup>

## 2.6 Coherence

*The degree to which data that are derived from different sources or methods, but which refer to the same phenomenon, are similar.*

The survey provides data extracted from a specific sector of the economy, and as such, this data are not available from any other government source. Therefore, it is not possible to compare the annual FTV survey with another government publication.

# 3 Summary of methods used to compile the output

## Coverage

The survey currently selects across the following SICs:

- 92110-92119 - Motion picture production on film or videotape
- 92120 - Motion picture and video distribution

- 92202 - Television activities

Also approached are companies who have a significant impact on the film and television industry. These companies trade in significant FTV activities, but it is not the main source of their business.

### Sample Design

Apart from a fixed panel of approximately 50 of the most significant, businesses are randomly sampled from those within the SIC 92110-92119, 92120 and 92202 on (IDBR), and stratified by employment.

As a result of [Quinquennial Review 2003/4](#)<sup>7</sup>, it was decided that the FTV survey should become part reference list and part IDBR sampling frame: this became the case in 2005. The sample size of the survey is approximately 650 business units. As with other ITIS enquiries, not all businesses that trade in the FTV industries will trade internationally. As it is difficult to identify those that do so, there are always a high proportion of forms returned with nil transactions reported.

### Estimation

Ratio estimation is used to produce population estimates from sample information. Estimates are produced separately for each industry by employment stratum, and aggregated to produce high level estimates. All strata are weighted, although the weighting for some is 1, and in these cases the total returned and estimated value will be the same.

### Imputation

The IDBR provides the universe from which to select the unit cells (which vary from partial to full enumeration). Units with returned data within each cell, are used to calculate imputed values for overall receipts and overall payments for each non responder in the cell.

### Outliers

The method of outlier detection and treatment is based on the principle of Winsorisation. The aim is to identify the sample observations which have the biggest effect on an estimate, and reduce the effect that they have, whilst leaving their own value unaffected. Outlying values are identified and modified prior to estimation using one-sided Winsorisation which detects unusually large returned values and reduces their value in order that they have less of an impact on final estimates.

### Statistical Disclosure

Statistical disclosure control methodology is also applied to data. This ensures that information attributable to an individual organisation is not disclosed in any publication. [The Code of Practice for Official Statistics](#)<sup>6</sup>, and specifically Principle 5: Confidentiality, set out practices for how we protect data from being disclosed. The Principle includes a guarantee to survey respondents to "ensure that official statistics do not reveal the identity of an individual or organisation, or any private information relating to them". More information can be found on the [Statistical Disclosure Control Methodology](#)<sup>10</sup> page of the ONS website and the [National Statistician's Guidance on the Confidentiality of Official Statistics](#)<sup>11</sup>.

## 4 References

	Title of Reference	Website location
1	Statistical Quality	<a href="http://www.ons.gov.uk/about-statistics/methodology-and-quality/quality/index.html">http://www.ons.gov.uk/about-statistics/methodology-and-quality/quality/index.html</a>
2	FTV Statistical Bulletin	<a href="http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=9243&amp;Pos=3&amp;ColRank=1&amp;Rank=208">http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=9243&amp;Pos=3&amp;ColRank=1&amp;Rank=208</a>
3	Standard Industrial Classifications (SIC)	<a href="http://www.statistics.gov.uk/statbase/Product.asp?vlnk=14012">http://www.statistics.gov.uk/statbase/Product.asp?vlnk=14012</a>
4	Statistics of Trade Act 1947	<a href="http://www.opsi.gov.uk/RevisedStatutes/Acts/ukpga/1947/cukpga_1947039_en_1">http://www.opsi.gov.uk/RevisedStatutes/Acts/ukpga/1947/cukpga_1947039_en_1</a>
5	UK National Statistics Publication Hub	<a href="http://www.statistics.gov.uk/hub/index.html">http://www.statistics.gov.uk/hub/index.html</a>
6	Code of Practice for Official Statistics	<a href="http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html">http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html</a>
7	The Quinquennial Review 2003/4	<a href="http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=12628&amp;Pos=1&amp;ColRank=1&amp;Rank=224">http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=12628&amp;Pos=1&amp;ColRank=1&amp;Rank=224</a>
8	The Quinquennial Review 2008/9	<a href="http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=12628&amp;Pos=1&amp;ColRank=1&amp;Rank=224">http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=12628&amp;Pos=1&amp;ColRank=1&amp;Rank=224</a>

9	International Trade in Services Publication	<a href="http://www.statistics.gov.uk/statbase/Product.asp?vlnk=14407">http://www.statistics.gov.uk/statbase/Product.asp?vlnk=14407</a>
10	Statistical Disclosure Control	<a href="http://www.statistics.gov.uk/about/data/methodology/general_methodology/sdc.asp">http://www.statistics.gov.uk/about/data/methodology/general_methodology/sdc.asp</a>
11	National Statistician's Guidance on the Confidentiality of Official Statistics	<a href="http://www.statisticsauthority.gov.uk/national-statistician/guidance/confidentiality-of-official-statistics.pdf">http://www.statisticsauthority.gov.uk/national-statistician/guidance/confidentiality-of-official-statistics.pdf</a>

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