

International Communications Market Report 2008

Fast Facts



Digital TV take-up



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- Digital TV take-up was highest in the UK at 86 per cent
- The USA was second at 70 per cent, closely followed by France at 66 per cent
- The lowest take-up was in Poland at 29 per cent

TV Nations



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- **Americans watch the most TV at 4.5 hours a day**
- **Polish people are second watching 4 hours a day**
- **The UK watch 3.6 hours per day**
- **Swedish people watch the least amount of TV at 2.6 hours a day**

Radio Heads



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- **Polish people listen to the radio most, at nearly 5 hours every day**
- **People in the Republic of Ireland are next, tuning in for over 4 hours every day**
- **UK listeners tune in for nearly 3 hours a day**
- **The Spanish listen to the least amount of radio, at just under 2 hours a day**

Broadband connected



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- **The Dutch have the highest rate of broadband take-up at 81 per cent of households**
- **They are followed by the Canadians at 66 per cent of households**
- **The US is next at 61 per cent of households, just ahead of the UK at 60 per cent of households**
- **Polish people have the lowest broadband take-up at only 27 per cent of households**

3G services



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- **Japan has the highest 3G take-up at 83 per cent of mobile users**
- **Italy is second with 27 per cent, just ahead of the Republic of Ireland at 26 per cent**
- **Some 17 per cent of the UK has a 3G mobile**
- **Canada has the lowest 3G take-up at less than 1 per cent**

Mobile only



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- Italy has the highest number of mobile only households at 37 per cent
- Poland is second at 32 per cent
- Some 15 per cent of UK households are mobile only
- Sweden has the lowest number of mobile only households at 3 per cent



Luv 2 Txt



- **People in the Republic of Ireland send the most text messages at 154 every month**
- **People in Poland are next, sending 108 texts each month**
- **In the UK we send 81 text messages a month**
- **The French send 25 texts a month and Spain, 24 texts a month**

Media stacking



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- **Some 83 per cent of internet users in Japan media stack, saying that they watch the TV and go online at the same time**
- **The French and the US follow at 79 per cent**
- **In the UK, 74 per cent of people media stack**
- **The figure is lowest in Italy at 70 per cent of people**

Mobile – at home

- **More than half of people in Japan (51 per cent) say they use their mobile as their main way of making calls in the home**
- **The US is next at 40 per cent, just ahead of Italy at 37 per cent**
- **The UK is next at 29 per cent of people making calls from their mobile at home**



e-mail on the move



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- The highest use of mobile email is in Japan, where 75 per cent of people with a mobile use it for emailing
- Some 17 per cent of Italians send emails from their mobile
- The US is next at 13 per cent, just ahead of the UK at 12 per cent

Internet for all



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- **Germany has the highest proportion of internet users who were over-65 at 12 per cent. The US is next at 10 per cent, slightly ahead of the UK at 8 per cent. Only two per cent of over-65s are online in Spain**
- **The US has the highest proportion of internet users under the age of 18, at 20 per cent. France is next at 14 per cent. In the UK and Germany, 11 per cent of kids are online, just ahead of Italy and Spain at 9 per cent**

Girl Talk

- **Women are more likely than men to use a landline.....**
- **Japan leads the way with 34 per cent more women using a landline than men. Canadian women follow at 14 per cent. The French are next at 11 per cent just ahead of the UK at 9 per cent**



Boys' Toys



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- **Men use games consoles more than women.....**
- **52 per cent more Japanese men than women use a games console or play computer games. In Italy 47 per cent more men than women use them and in the US, 38 per cent more. 16 per cent more UK men than women use a games console**
- **In Canada, 30 per cent more men than women download music. The US is next at 23 per cent more men, followed by the UK and Japan at 18 per cent more**