

2 Television and audio-visual content

2.1 Recent developments in Northern Ireland

Switchover success

Northern Ireland was the final region of the UK to make the switch from analogue to digital TV broadcasting, in October 2012. Homes across Northern Ireland now have access to a wider range of terrestrial digital television channels. At the same time, three Republic of Ireland channels (RTÉ One and Two, and TG4) began broadcasting from transmitters in Northern Ireland, at Brougher Mountain (between Enniskillen and Omagh), Black Mountain and Carnmoney Hill (both above Belfast).

This coverage, combined with overspill from the Republic's version of Freeview – known as Saorview – means that RTÉ and TG4 are now widely available in Northern Ireland; coverage has increased from 56% of the population to 94%. In addition, RTÉ One, RTÉ Two and TG4 are available on satellite (Sky) and cable (Virgin Media).

The enhanced coverage came about as a result of a Memorandum of Understanding between the UK and Irish governments which aimed to ensure the widespread availability of these services in Northern Ireland after digital switchover.

Local TV

In October 2012 NvTv was awarded a new local TV licence for Belfast, one of 19 new licences awarded across the UK. NvTv has operated an analogue TV channel since 2004 in the Belfast area, and online until digital switchover, under a long-term restricted-service TV licence.

The general aims of the new digital channel are to broadcast local news, current affairs and a wide range of creative, educational, and entertaining programming.

The new local TV services, the first of which could be on air in late 2013, will be broadcast at a city or sub-regional level and will be available on Channel 8 on the Freeview platform in Northern Ireland.

A further round of local TV licensing will take place across the UK in 2013-14, with Derry / Londonderry and Limavady (north coast) among those being advertised.

Channel 3 and Channel 5 licence renewal

Ofcom is presently working towards offering new ten-year licences to ITV, STV, UTV and Channel 5 before the current licences expire at the end of 2014. This follows Culture Secretary Maria Miller's decision, announced in November 2012, not to block the renewal of the licences. We have consulted on the terms of those renewals, with three consultations – on the licensed areas, the financial terms of the renewal, and the programming obligations of the licences – all closing on 2 May 2013. Ofcom published a statement outlining the terms for renewal in July 2013.³¹

³¹ <http://stakeholders.ofcom.org.uk/consultations/c3-licensed-area/>
<http://stakeholders.ofcom.org.uk/consultations/c3-c5-obligations/>
<http://stakeholders.ofcom.org.uk/consultations/c3-c5-finance/>

2.2 Digital television take-up in Northern Ireland

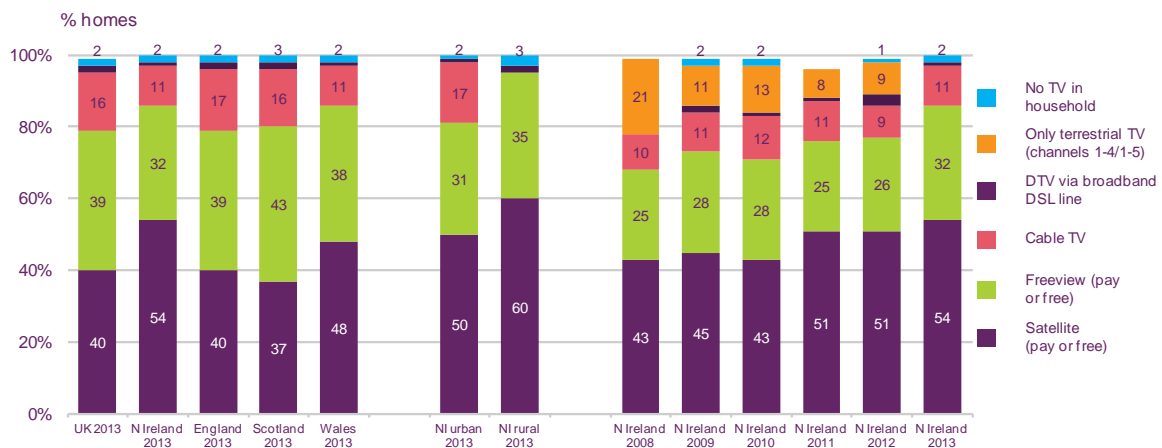
Digital switchover completed in Northern Ireland

Before digital switchover in October 2012, just over nine in ten homes with a TV in Northern Ireland had a digital television service; lower than the UK average of 98%. Since October 2012 all TV households in Northern Ireland can receive digital television.

With digital switchover complete, a third of homes in Northern Ireland now have Freeview as their main TV platform

All households in Northern Ireland with a TV have now been converted to digital (up from 91% last year). Linked to this, the proportion of homes with Freeview as their main TV viewing platform has increased from 26% to 32% over the past year. Just over half of all households (54%) in Northern Ireland have satellite TV (either pay or free services) – the highest proportion among the nations – rising to six in ten homes in rural Northern Ireland (where there is lower availability of cable TV).

Figure 2.1 Main TV set, share by platform



QH1a. Which, if any, of these types of television does your household use at the moment?

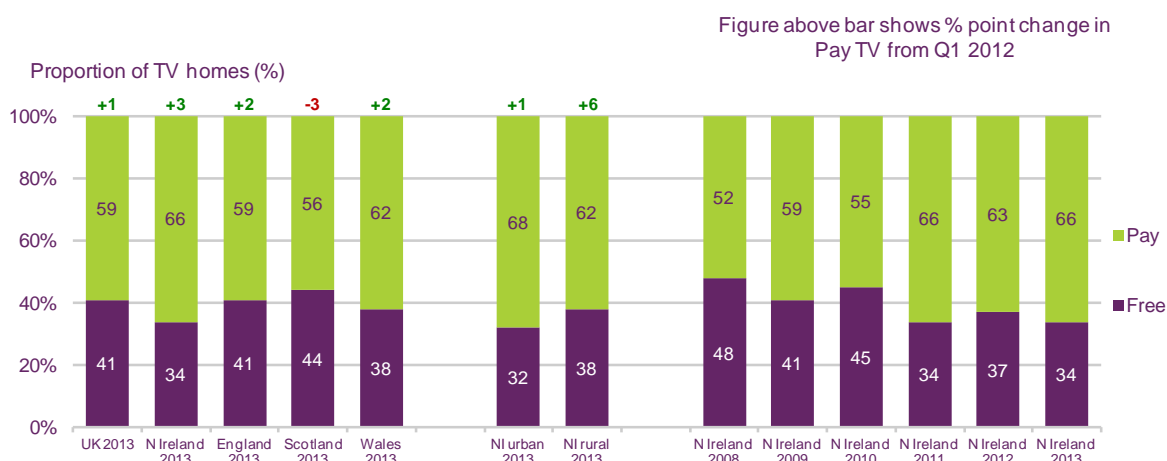
Source: Ofcom research, Q1 2013

Base: All adults aged 16+ (n = 3750 UK, 507 Northern Ireland, 2250 England, 501 Scotland, 492 Wales 254 Northern Ireland urban, 253 Northern Ireland rural, 629 Northern Ireland 2008, 652 Northern Ireland 2009, 761 Northern Ireland 2010, 511 Northern Ireland 2011, 508 Northern Ireland 2012, 507 Northern Ireland 2013)

Northern Ireland continues to lead the UK in take-up of pay-TV platforms

Northern Ireland continues to have the greatest proportion of TV homes with a pay-TV service, reaching two-thirds (66%) of homes in Q1 2013, higher than the UK average of 59%. Thirty-seven per cent of households in Northern Ireland claim to receive pay-TV services from Sky, while 17% have cable TV from Virgin Media. A further 5% of households have Freeview with paid-for top-up channels.

Figure 2.2 Proportion of TV homes with free and pay television



QH1a. Which, if any, of these types of television does your household use at the moment?

Source: Ofcom research, Q1 2013

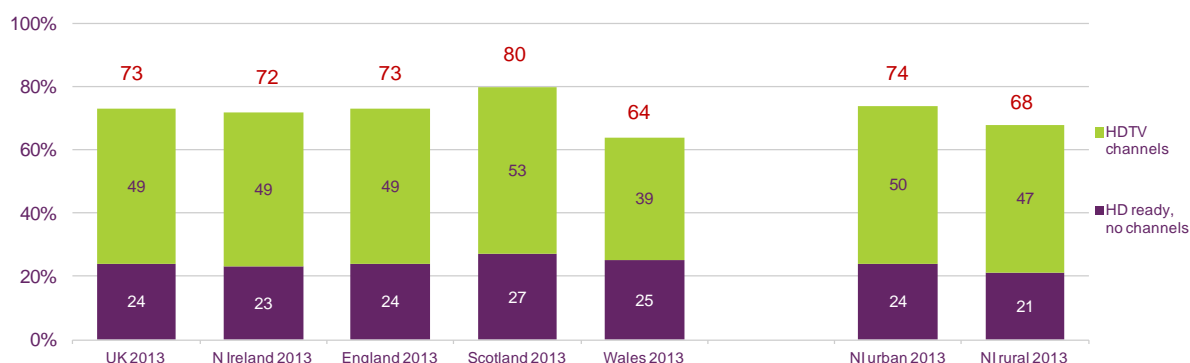
Base: All adults aged 16+ with a TV in household (n = 3661 UK, 492 Northern Ireland, 2197 England, 487 Scotland, 485 Wales, 248 Northern Ireland urban, 244 Northern Ireland rural, 629 Northern Ireland 2008, 652 Northern Ireland 2009, 761 Northern Ireland 2010, 511 Northern Ireland 2011, 508 Northern Ireland 2012, 492 Northern Ireland 2013)

2.3 Ownership of high-definition and smart TVs

Half of households in Northern Ireland have HDTV

Just over seven in ten homes (72%) in Northern Ireland reported that they have TV sets that are 'HD-ready', a rise from 66% in Q1 2012. And almost half of all households in the UK and in Northern Ireland claimed to have access to HD channels, through pay TV or Freeview services. There is no significant difference between the proportion of households with access to HDTV in rural and urban areas of Northern Ireland.

Figure 2.3 Proportion of homes with HD television



QH53. Is the main TV in your household an HDTV set or HD ready?/ QH54. For the main TV set, does your household have an HD TV service – from either Sky, Virgin Media, Freesat or Freeview?

Source: Ofcom research, Q1 2013

Base: All adults aged 16+ (n = 3750 UK, 507 Northern Ireland, 2250 England, 501 Scotland, 492 Wales 254 Northern Ireland urban, 253 Northern Ireland rural)

Smart TV take-up remains stable across the UK

A small proportion (6%) of homes in Northern Ireland claim to have a smart TV, with an integrated internet connection (Figure 2.4). Smart TV ownership in Northern Ireland is on a

par with the UK average (7%). Take-up in urban areas of Northern Ireland is double the take up in rural areas (7% vs. 3%).

Figure 2.4 Smart TV take-up in Northern Ireland



QH18. Are any of your TV sets 'Smart TVs'? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.

Source: Ofcom research, Q1 2013

Base: All adults aged 16+ with a TV in household (n = 3661 UK, 492 Northern Ireland, 2197 England, 487 Scotland, 485 Wales, 248 Northern Ireland urban, 244 Northern Ireland rural)

Almost a third of all respondents claim to watch RTÉ One on a weekly basis

Before digital switchover in October 2012, RTÉ One and Two, TG4 (Irish language channel), and TV3 were available to around 56% of the Northern Ireland population via overspill from transmitters in the Republic of Ireland (RoI). Since 2005, TG4 has also broadcast in the Belfast area from the Divis transmitter.

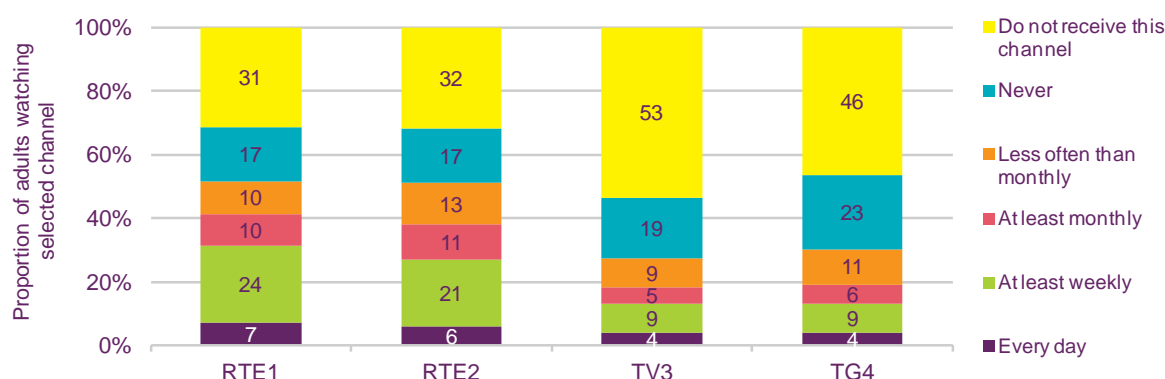
Since digital switchover, RTÉ One and Two and TG4 have been broadcast from three transmitters in Northern Ireland – Brougher Mountain, Black Mountain and Carnmoney Hill. Added to existing overspill coverage, this has significantly increased the free-to-view availability of these channels to around 94% of the population.

In addition, the RTÉ services and TG4 are available on Sky and Virgin Media. TV3 is still available only via overspill, which is why the majority of respondents (53%) claim not to have access to the channel.

Thirty-one per cent of all respondents claim to watch RTÉ One, and 27% of all respondents claim to watch RTÉ Two, at least on a weekly basis. TG4 is watched by around 13% of all respondents.

Figure 2.5 Claimed viewing of RoI-originated TV channels in Northern Ireland

Ever watch	51%	50%	26%	29%
Watch at least monthly	41%	38%	18%	19%



QH18/19. Which of these TV channels can you receive on your television/ How frequently, if at all, do you watch each of these channels?

Source: Ofcom research, Q1 2013

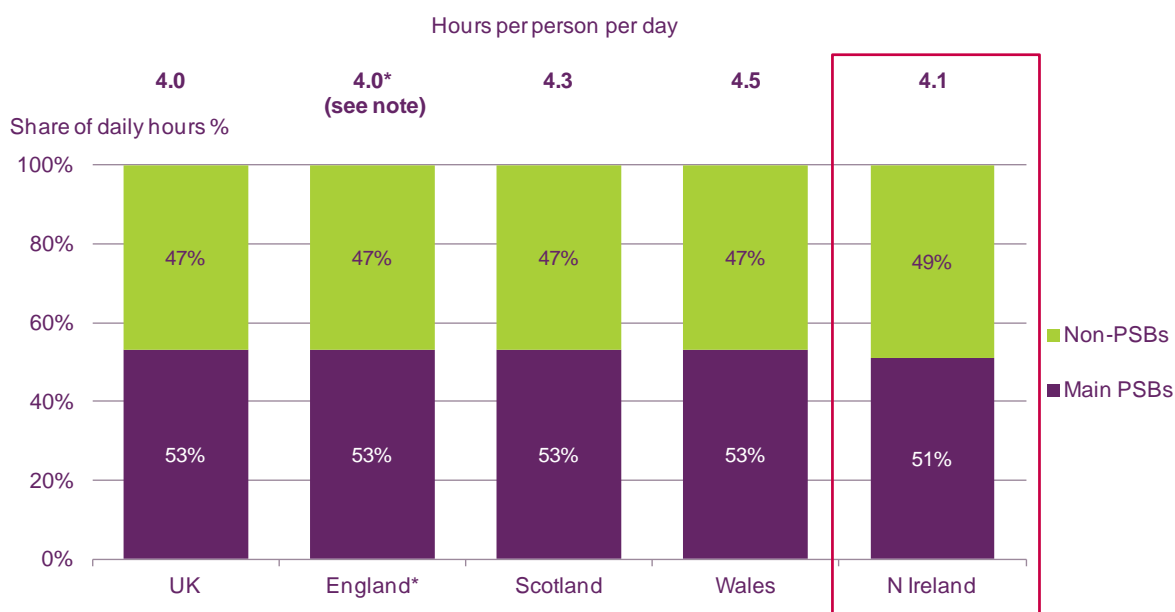
Base: All adults aged 16+ in Northern Ireland with a TV in household (n = 492)

2.4 Broadcast television viewing

People in Northern Ireland spend 4.1 hours per day watching TV

In 2012, people in Northern Ireland spent 4.1 hours per day watching television, broadly in line with the UK average of 4.0 hours (Figure 2.6). The number of hours has decreased marginally from last year's figure (4.2 hours), along with the proportion of people watching the main PSBs, which fell by two percentage points since 2011. Conversely, there has been a 2pp increase in the proportion of people watching non-PSB channels; this stood at 47% in 2011.

Figure 2.6 Average hours of daily TV viewing, by nation: 2012



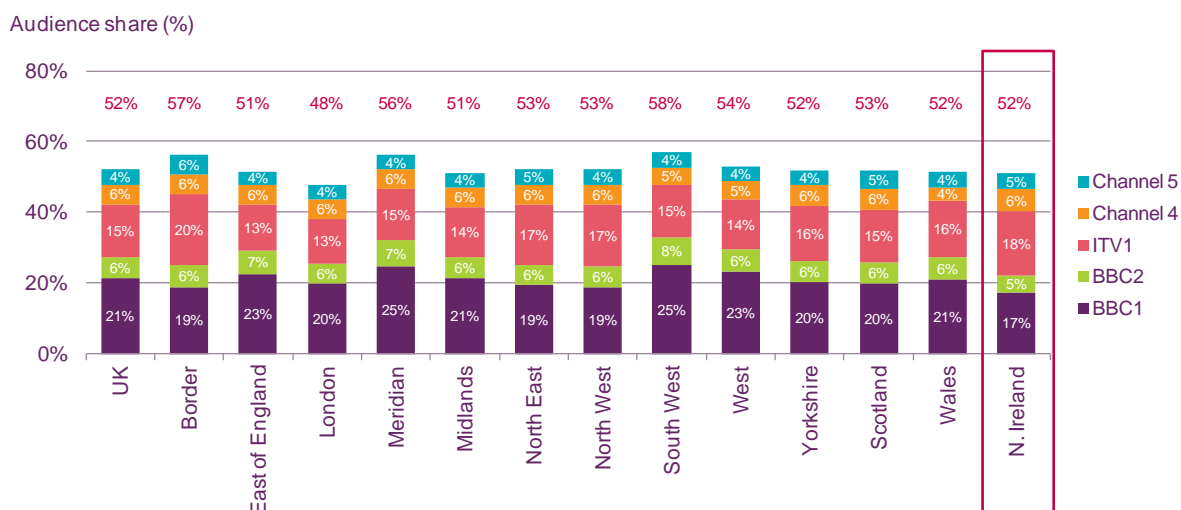
Source: TV = BARB. Based on all individuals (aged 4+). PSBs = BBC One, BBC Two, ITV1, C4, Channel 5 including HD variants.

*Note: This figure reflects the average across the English regions with the highest in North-East (4.4) and lowest in West (3.7) respectively.

Over half (52%) of all viewing in Northern Ireland is to the five main PSB channels

In 2012, the five main PSB channels accounted for a combined 52% share of total TV viewing in Northern Ireland, comparable to that in the other nations and equal to the average 52% share across the UK.

Figure 2.7 Share of the five main PSB channels, all homes: 2012

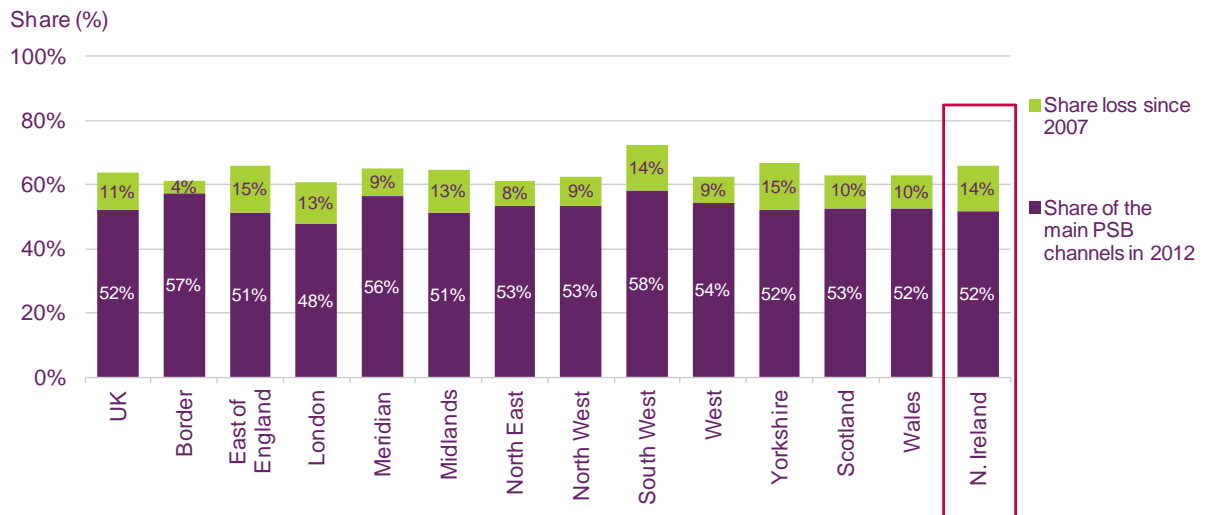


Source: BARB, all individuals (4+). HD channel variants are included.

Between 2007 and 2012, the combined channel share of the five main PSB channels declined by 14 percentage points to 52% in Northern Ireland

Between 2007 and 2012, there was a 14 percentage point reduction in the combined share of the five main PSB channels in Northern Ireland (to 52% in 2012). This reduction was above the average decrease across the UK (11 percentage points).

Figure 2.8 Reduction in combined share of the five main PSB channels, all homes: 2007 and 2012



Source: BARB, all individuals (4+). HD channel variants are included.

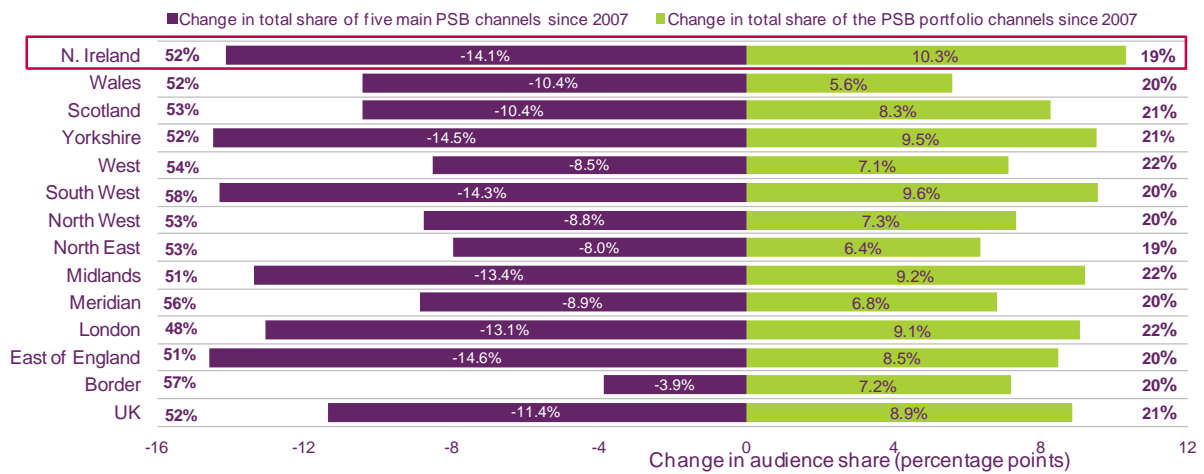
Note: In 2010 a new BARB panel was introduced, including the re-defining of boundaries. Therefore, pre- and post-panel change data should be compared with some caution.

Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. S4C is included in the main PSB channels in 2007 but not in 2012.

The PSB channels' total combined share (including digital channels) decreased by 3.8pp between 2007 and 2012, compared to the UK average net loss of 2.5pp

From 2007 to 2012, the five main PSB channels experienced a 14.1pp decrease in their combined share of total TV viewing in Northern Ireland, compared to the UK average decrease of 11.4pp. Among viewers in Northern Ireland, the PSBs' portfolio channels enjoyed a 10.3pp increase in viewing share (UK average 8.9pp), resulting in a net loss overall of 3.8pp in their total combined channel share (UK average net loss 2.5pp).

Figure 2.9 Net change in the audience share of the five main PSB channels and their portfolio channels, all homes: 2007 - 2012



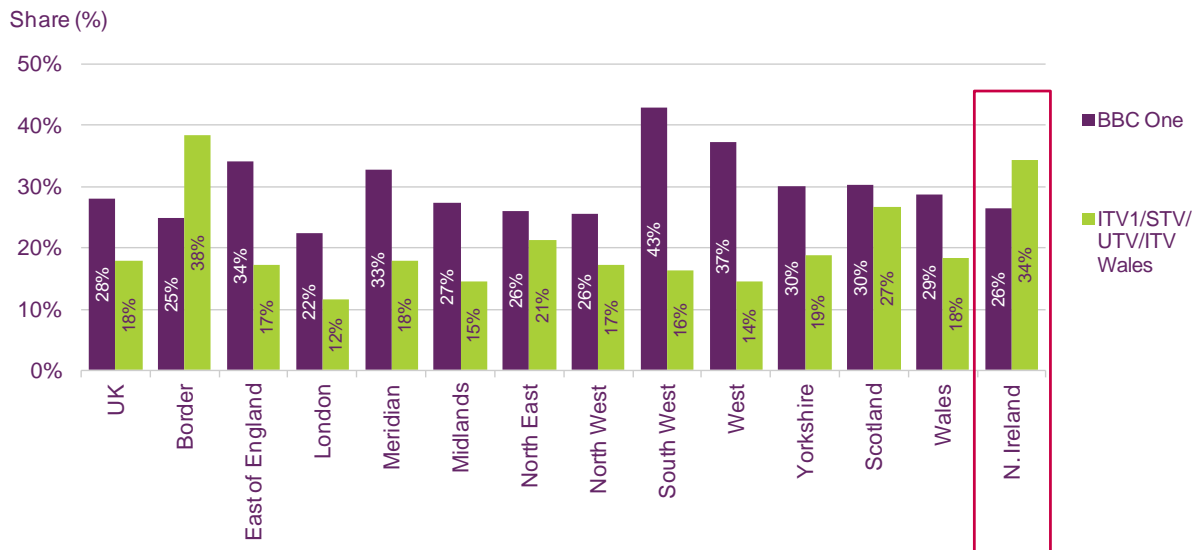
Source: BARB, all individuals (4+)

Notes: i) PSB main channels include HD variants but not +1s. 'PSB portfolio channels' include main PSB +1 channels and the PSB digital channels and their respective +1s). ii) In 2010 C4 and S4C became two separate channels following digital switchover in Wales. S4C is included in the main PSB channels in 2007 but not in 2012. iii) In 2010 a new BARB panel was introduced, including the re-defining of boundaries. Therefore, pre- and post-panel change data should be compared with some caution.

UTV's early evening news bulletin performed relatively strongly, attracting an average 34% share

During 2012, BBC Northern Ireland's early evening nations news bulletin attracted an average 26% share of TV viewing in Northern Ireland. UTV's counterpart bulletin continued to attract a comparatively higher share (34%) – nearly double Channel 3's UK average (18%) and significantly higher than achieved in any of the other nations, with the exception of Border which had a 38% market share.

Figure 2.10 BBC One and ITV/ STV/ UTV/ ITV Wales early evening nations news bulletin shares, all homes: 2012



Source: BARB, all individuals (4+)

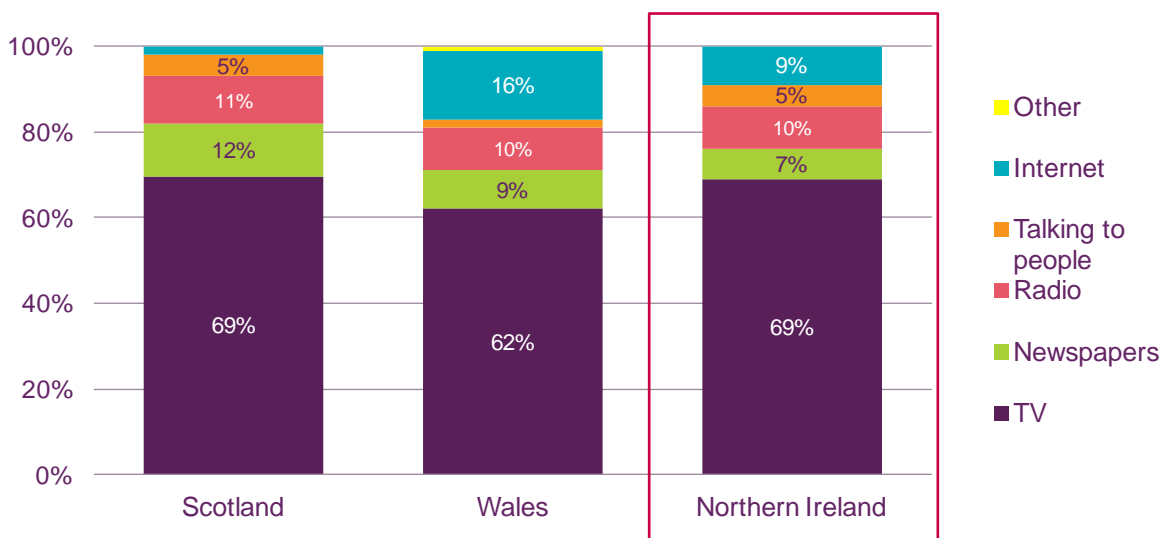
Note: Based on regional news prog, start time 17:55-18:35, 10mins+ duration, BBC1 & ITV (exc HD), weekdays.

More than two-thirds of all adults in Northern Ireland use TV as their main source of nations' news

In 2012, television was the most-mentioned main source for nations' news among adults in Northern Ireland, equal to Scotland (69%) but higher than in Wales (62%). Conversely, just over one-tenth of adults (10%) stated radio as their main source; roughly in line with Scotland and Wales.

Figure 2.11 Main sources of nations' news, for each nation

'Can you tell me what, if anything, is your *main* source of news about what is going on in [Scotland, Wales, Northern Ireland]?'



Source: Ofcom Media tracker.

Base: All respondents in Scotland (189), Wales (118), Northern Ireland (113). Only responses ≥ 3% labelled.

2.5 TV programming for viewers in Northern Ireland

The following section outlines spend and hours of programming for viewers in Scotland, Wales, Northern Ireland, and the English regions, provided by the BBC and UTV/STV/ITV. The figures exclude Gaelic and Welsh language programming but include some spend on Irish language programming by the BBC. For information on Irish language programming by the Irish Language Broadcast Fund (ILBF), see section 2.7.

Programme definitions

First-run originations - Programmes commissioned by or for a licensed public service channel with a view to their first showing on television in the United Kingdom in the reference year.

First-run acquisitions - A ready-made programme bought by a broadcaster from another rights holder and broadcast for the first time in the UK during the reference year.

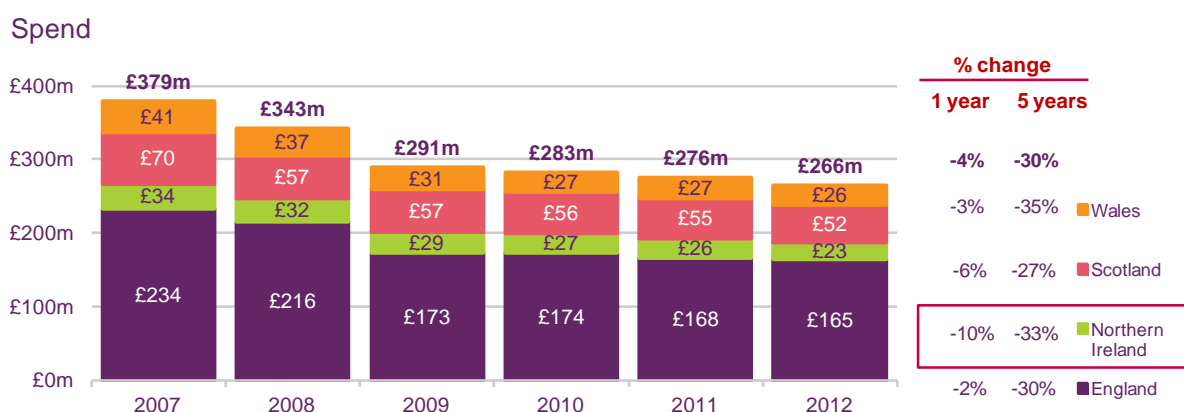
Repeats - All programmes not meeting one of the two definitions above.

Year-on-year figures show a 10% decline in first-run originated output, giving Northern Ireland the largest relative decrease across the nations in 2012

£266m was spent by the BBC and ITV/STV/UTV on producing first-run originated programmes from the PSBs specifically for viewers in Wales, Scotland, Northern Ireland and the English regions in 2012, down by £10m (or 4%) from 2011 and down by 30% since 2007.

Spend on nations' programmes for viewers in Northern Ireland was down by a third (33%) since 2007. Year-on-year figures show a 10% decline, giving Northern Ireland the largest relative decrease across the nations over this period. By comparison, the UK figure was down 4% year on year.

Figure 2.12 Spend on first-run originated nations' and regions' output by the BBC/ITV/STV/UTV



Source: Broadcasters. All figures expressed in 2012 prices.

Note: Spend data for first-run originations only. Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC. This does not account for total spend on BBC Alba or BBC spend on S4C output.

For information on Irish language programming by the Irish Language Broadcast Fund (ILBF), please see Figure 2.20.

Northern Ireland total spend on current affairs is up 5% year on year – the only increase across the four nations.

Turning to total spend on programming for viewers in Northern Ireland, over the five-year period, spend for current affairs programming decreased by 28%, which is in line with the UK average decline over the same period.

By genre, only current affairs saw a year-on-year increase in spend in Northern Ireland; up by 5%, compared to a UK average decline of 5% over the same period.

Figure 2.13 Change in total spend on nations’ and regions’ output, by genre and nation: 2007 – 2012

	UK		England		N. Ireland		Scotland		Wales	
	1yr (%)	5yr (%)	1yr (%)	5yr (%)	1yr (%)	5yr (%)	1yr (%)	5yr (%)	1yr (%)	5yr (%)
Current Affairs	-5%	-28%	-8%	-36%	5%	-28%	-3%	6%	-5%	-31%
News	-3%	-22%	-1%	-21%	-2%	-21%	-13%	-32%	-14%	-22%
Non-news/non-current affairs	-5%	-43%	7%	-86%	-19%	-41%	-5%	-27%	8%	-40%
Total Spend in 2012	£271m		£168m		£23m		£53m		£27m	

	UK		England		N. Ireland		Scotland		Wales	
	1yr	5yr	1yr	5yr	1yr	5yr	1yr	5yr	1yr	5yr
Change in Spend	-4%	-29%	-2%	-28%	-10%	-33%	-7%	-26%	-2%	-34%

Source: Broadcasters. All figures expressed in 2012 prices.

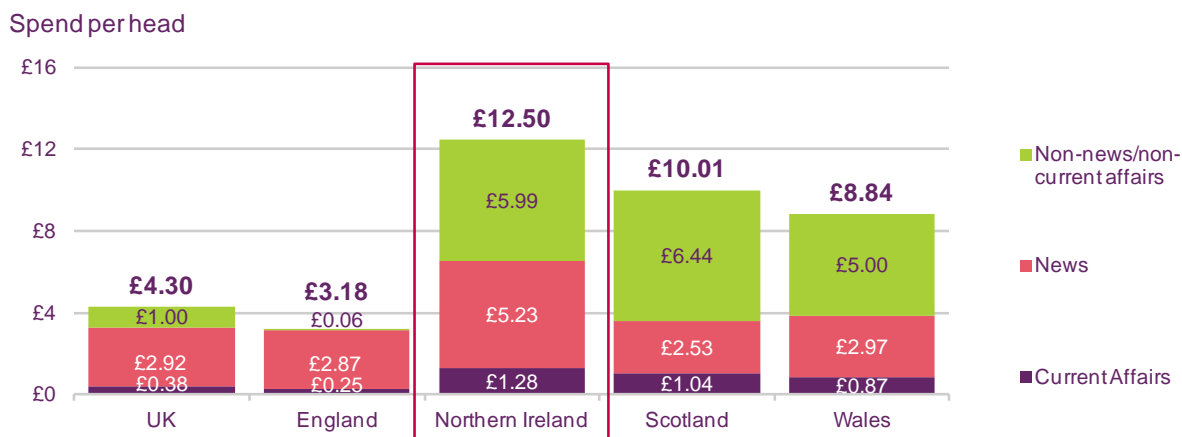
Note: Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC. This does not account for spend on BBC ALBA or BBC spend on S4C output.

Northern Ireland has highest spend per head on nations’ and regions’ output in 2012

Expenditure per head of population on nations’ and regions’ output was highest in Northern Ireland at £12.50, almost three times higher than the UK average of £4.30, and reflecting the fact that Northern Ireland has the smallest population of all the nations in the UK. Despite this, the overall spend per head has decreased 11% year on year, giving Northern Ireland the biggest relative decrease across the nations, almost three times the reduction seen by the UK as a whole.

At £5.99, non-news/non-current affairs accounts for the majority of spend per head in Northern Ireland. This figure however, has seen a year-on-year decrease of 20%; the biggest relative decrease across the nations across all genres.

Figure 2.14 Total spend per head by the BBC/ITV1/STV/UTV on nations/regions output



Source: Broadcasters. All figures expressed in 2012 prices.

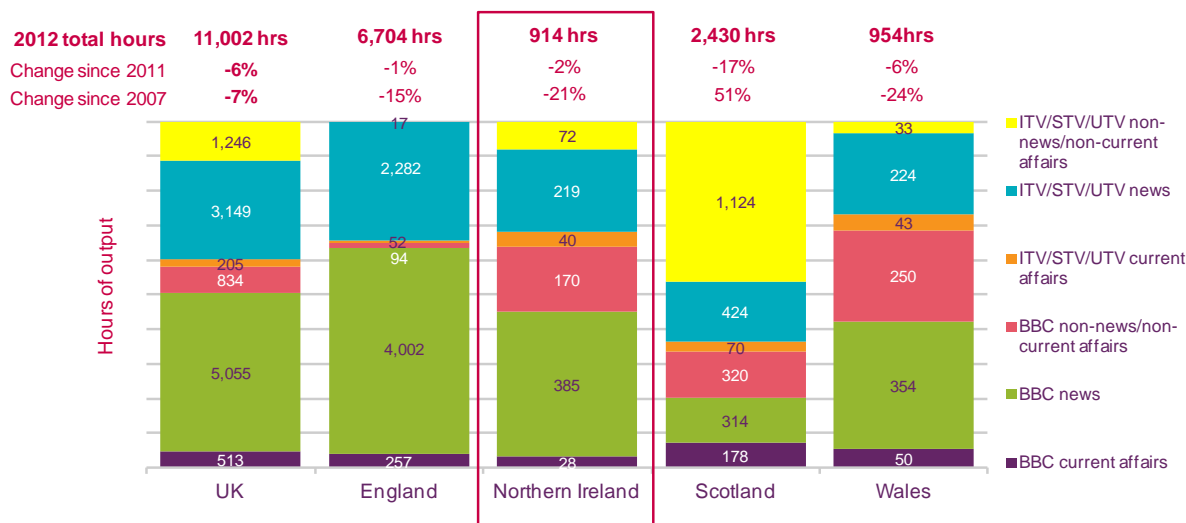
Note: Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC. This does not account for spend on BBC ALBA or BBC spend on S4C output.

The number of first-run originated hours for viewers in Northern Ireland decreased by 20% between 2007 and 2012

The BBC and ITV1/STV/UTV produced a total of 11,002 hours of first-run originated content for the English regions, Scotland, Wales and Northern Ireland in 2012, down 6% (or 645 hours) on 2011, and down 7% since 2007 (857 hours).

The number of first-run originated hours produced specifically for viewers in Northern Ireland decreased by just over a fifth (21%) since 2007 (down by 236 hours). Over a one-year period, the number of first-run hours decreased by 2%, compared to the UK-wide average decrease of 6%.

Figure 2.15 Hours of first-run originated nations/regions output, by genre and broadcaster: 2012



Source: Broadcasters.

Note: Hours data for first-run originations only. Hours excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC. This does not include total hours for BBC ALBA or BBC hours on S4C output.

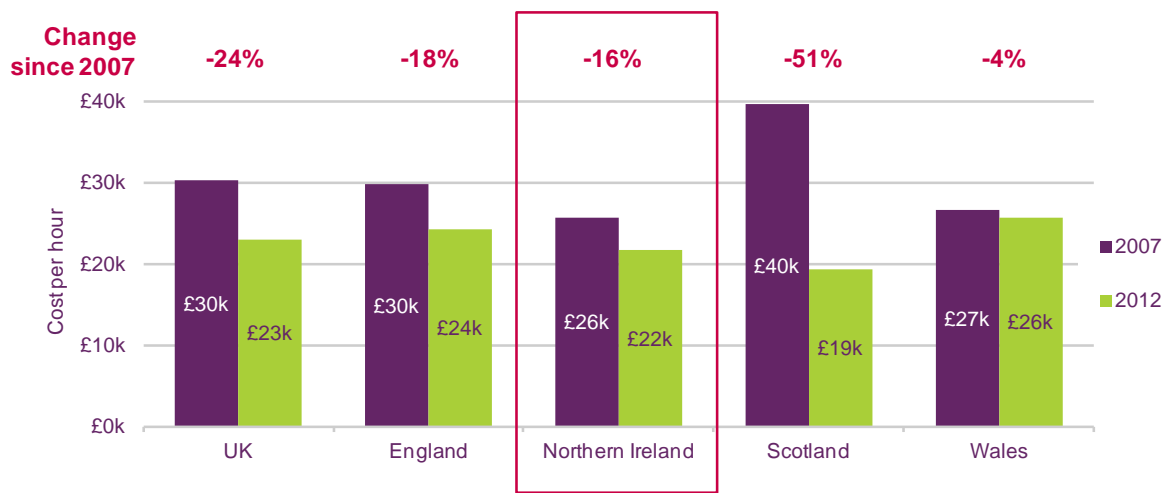
Total cost per hour of nations' output decreased 7% year on year in Northern Ireland

Analysing the cost of making programmes for the nations, cost-per-hour calculations show that England, Northern Ireland and Scotland produced programmes more cost-effectively in 2012 than in 2007.

Over the five-year period, cost per hour decreased by 16% in Northern Ireland, compared to the UK average reduction of 24%.

Northern Ireland's average cost per hour also decreased by 7% year on year, from £23,000 per hour in 2011 to £22,000 per hour in 2012.

Figure 2.16 Cost per hour – total nations/regions output, by nation



Source: Broadcasters. All figures expressed in 2012 prices.

Note: Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC. This does not include hours or spend on BBC ALBA or BBC hours and spend on S4C output.

2.6 PSB television quota compliance

Northern Ireland share of total spend on original network programming declined by 0.2% year on year

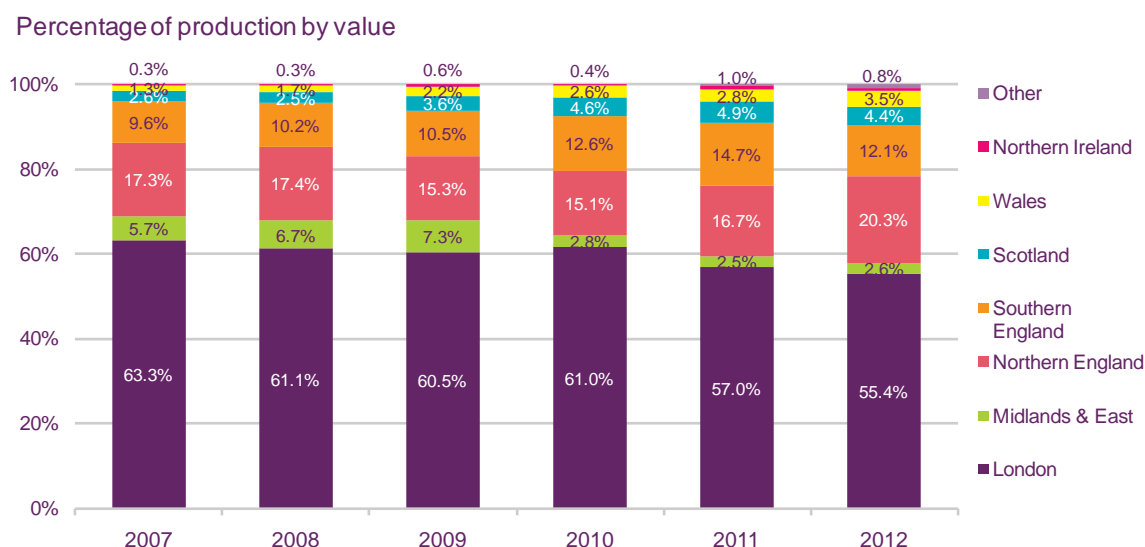
Figure 2.17 illustrates the distribution of spend on qualifying first-run commissioned network programming in 2012 by the five main PSB channels. This year, 55.4% of qualifying expenditure was devoted to productions made within the M25 - down from 57% in 2011. A further 20.3% of first-run spending was captured by producers based in the North of England and 12.1% in southern England.

In 2012 expenditure on originated network productions rose particularly strongly in northern England, where it increased by 3.6 percentage points, primarily driven by the BBC relocating a significant production base to Salford during the year. The increase came at the expense of southern England, which bucked the positive trend of the previous years as its share of overall spend on qualifying first-run commissioned network programming contracted by 2.6 percentage points over the year.

In Northern Ireland the share of total spend declined to 0.8% from 1% in the previous year. In Scotland, first-run productions accounted for 4.4% of expenditure of network programming, down marginally on 2011 and, as in the South of England, reversing the trend of growth seen between 2008 and 2011. In contrast, the share of spend dedicated to Wales

continued to grow, rising to 3.5% in 2012 from 2.8% in 2011, compared to the Midlands and east England where expenditure on first-runs rose marginally to 2.6%.

Figure 2.17 Expenditure on originated network productions: 2007 – 2012



Source: Ofcom/broadcasters.

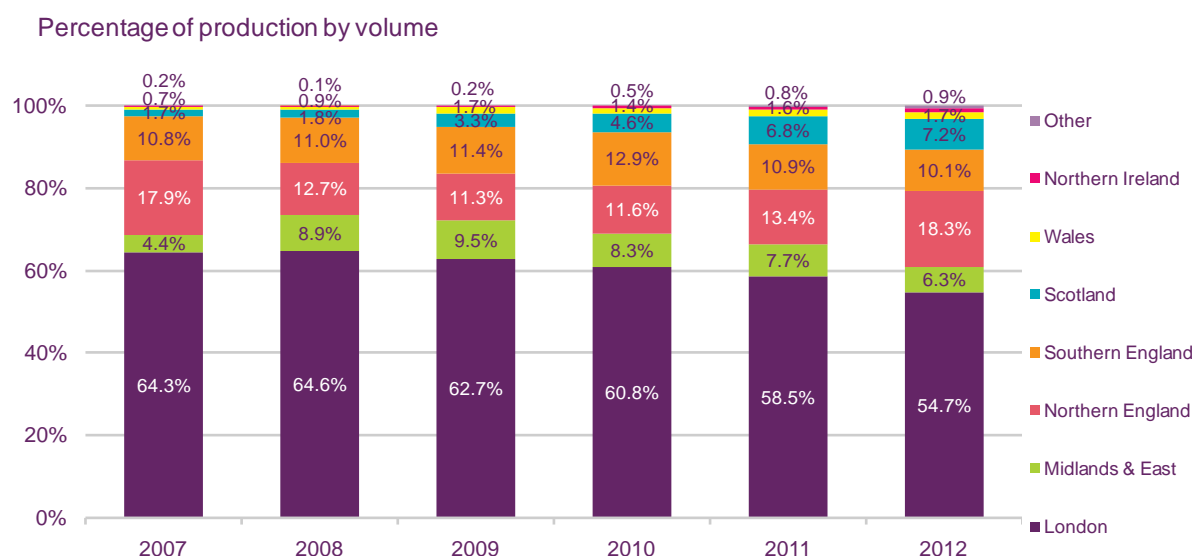
Note: The category 'other' includes regional productions from London producers which do not meet both 70% of spend and 50% of talent in any one particular macro region. See http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg_prod/ on the Ofcom website for further details.

First-run programmes produced in Northern Ireland increased marginally year on year, to 0.9% in 2012

In terms of volume, 54.7% of first-run network programming in 2012 was produced within the M25, down from 58.5% in 2011. A further 18.3% was produced in northern England, 10.1% in southern England and 7.2% in Scotland. In line with the spending trends discussed in the previous section, the North of England was a particular success story in 2012, having increased its share of first-run network programming hours by 4.9 percentage points. This rise, steeper than the one observed in programming spend, is attributable to lower production costs in the region than in southern England and the Greater London area.

First-run hours produced in Northern Ireland increased marginally from 0.8% in 2011 to 0.9% in 2012 (Figure 2.18). Producers in the Midlands and East delivered 6.3% of all first-run hours in 2012, down from 7.7% in 2011, while the comparable 2012 figure for Wales was 1.7% (up from 1.6% in 2011).

Figure 2.18 Volume of originated network productions: 2007 – 2012



Source: Ofcom/broadcasters.

Note: The category 'other' includes regional productions from London producers which do not meet both 70% of spend and 50% of talent in any one particular macro region. See http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg_prod/ on the Ofcom website for further details.

2.7 Irish-language programming

The majority of Irish-language productions in 2012/13 were produced by TG4

The Irish Language Broadcast Fund (ILBF) was launched in 2005, born out of the Belfast Agreement (1998) under which the UK government committed to “take resolute action to promote the language” and to “seek more effective ways to encourage and provide financial support for Irish language film and television production in Northern Ireland”.

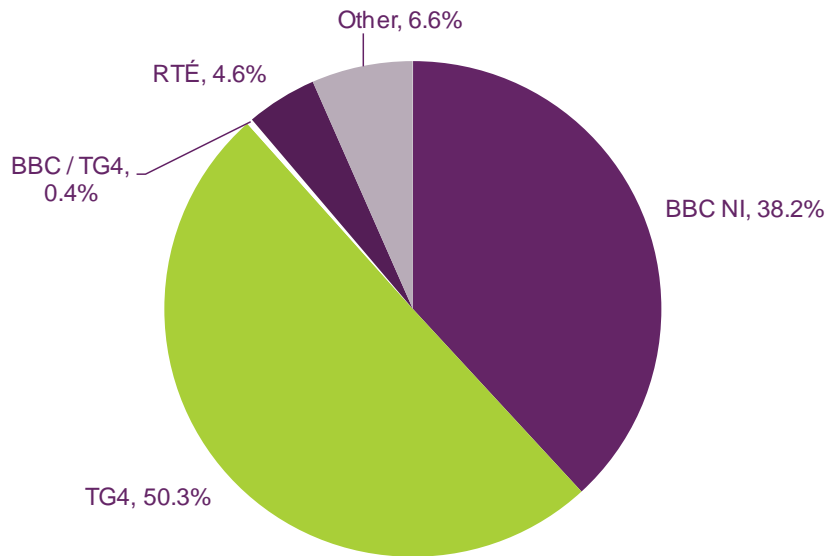
Funding comes from the UK Department for Culture, Media and Sport, through the British Film Institute to Northern Ireland Screen, which manages the fund.

The first period of funding ran from 2005-2009 (£3m per year). It was renewed in 2009, running until 2011. It was renewed again in 2011 and is currently set to run until 2015. The ILBF supports a minimum of 60 hours of Irish language content every year, the majority of which is broadcast on BBC Northern Ireland, TG4 and RTÉ.

In 2012/13, the majority of output was contributed by TG4, followed by BBC Northern Ireland at 38.2%.

Figure 2.19 Breakdown of output, by broadcaster: 2012/2013

% breakdown of output by broadcaster 2012/2013



Source: ILBF. Includes all programmes.

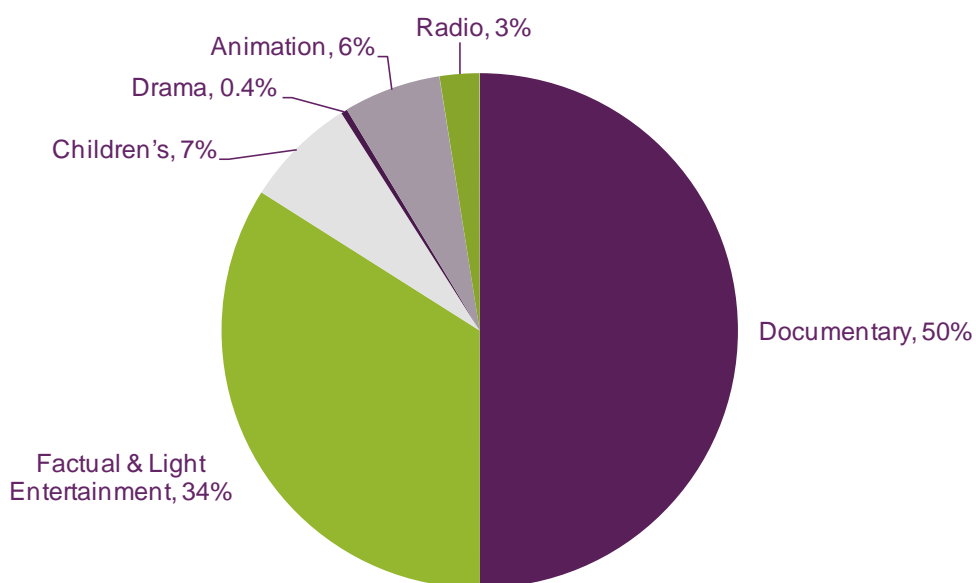
Half all of all Irish-language programmes produced in 2012/13 were documentaries

£2.5 million is spent annually on Irish language content, and in the last financial year there were 17 recipients of funding.

Funding is allocated to a range of genres including children's, documentary, entertainment, drama and digital media. In 2012/13, half of all the Irish-language programmes produced were documentaries, followed by factual and light entertainment, which made up just over a third (34%). Since the fund started, the minimum language content in programming has risen from 60% to 70%.

Figure 2.20 Spend by the ILBF on Irish-language programming, 2012/13

Proportion of spend for 2012/13



Source: ILBF. Includes all programmes.

Programming highlights 2012/2013

ILBF-funded *Smidiríní* and *Steip Le Tura* were shortlisted in the Entertainment and Arts categories at the 2013 Celtic Media Festival.

A new six-part drama, *Scúip*, set in a Belfast newspaper office, aired on TG4 and BBC NI, will be back for a second series in 2014.

Other 2012/2013 highlights include:

Ballaí Dhoire, a documentary on Derry's walls;

Aniar Aduaidh, a music series hosted by Altan's Mairéad Ní Mhaonaigh, which aired on RTÉ;

Buail Cos, a series on the history of Irish dance, which aired on TG4; and

Wolfland, a history of wolves in Ireland, which aired on BBC NI.

Objectives for 2013/14 include:

- To deliver at least 60 additional hours of Irish language content across a range of genres to reach a weekly audience of 25,000.
- To ensure a minimum language level of 70% with emphasis on the Ulster dialect.
- To ensure maximum use of Irish speaking cast and crew on each production.

2.8 Ulster-Scots broadcasting

The Ulster-Scots Broadcast Fund (USBF) was established to provide finance for the production of film, television and other moving image products on the Ulster-Scots heritage, culture and language in Northern Ireland.

Funding was secured in 2010, with the USBF making its first awards in March 2011.

The UK government has committed £1m a year to the fund until at least 2015 when the current funding round comes to an end.

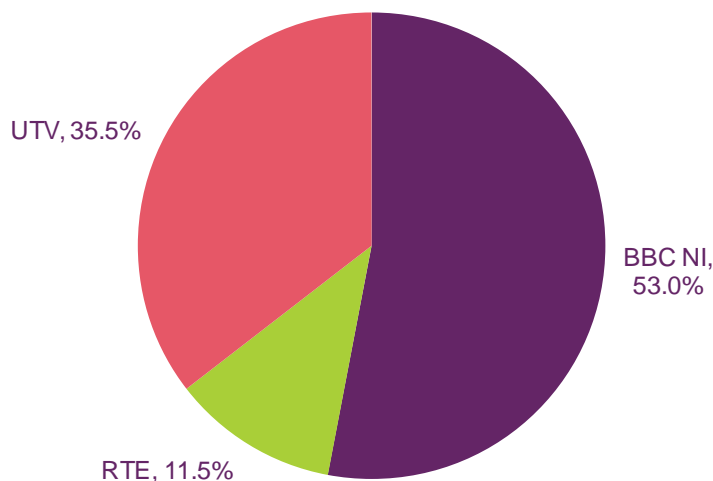
As with the ILBF, funding comes from the UK Department for Culture, Media and Sport through the British Film Institute to Northern Ireland Screen, which manages the fund.

The majority of programming funded by the Ulster-Scots broadcasting fund was aired on BBC Northern Ireland in 2012/13

In 2012/13 eight awards were made for 15.1 hours of production. Funded programming included historical and factual documentaries, animation and light entertainment. The majority of funded content was broadcast on BBC Northern Ireland (53%), UTV (35.5%) and RTE (11.5%).

Figure 2.21 Breakdown of output, by broadcaster: 2012/2013

% breakdown of output by broadcaster 2012/13



Source: USBF. Includes all programmes.

Programming highlights 2012/13

In 2011/12 the fund supported the documentary series ***An Independent People***. The series was broadcast in March 2013 on BBC Northern Ireland. This three-part series explored the modern-day creation of the Presbyterian Church in Ireland.

Dan Cruickshank's ***Written in Stone*** was a four-part series exploring some of Ulster's most remarkable buildings. The series was broadcast on BBC Northern Ireland and BBC Four.

To mark its centenary, William Crawley explored the story behind this extraordinary event through the one-hour documentary ***The Ulster Covenant***.

Ulster Unearthed was an archaeology and heritage series, shown on UTV, which revealed the stories of Northern Ireland's past and its Ulster-Scots links.

Objectives for 2013/14 include:

- Deliver 12 additional hours of Ulster-Scots programming in a range of genres.
- Broadcast 90% of the USBF funded programming within 6 months of delivery.
- Reach a significant and initial audience target of 40,000 people in Northern Ireland.

Programming reach

During 2012/13, programming supported by the ILBF and USBF, and broadcast by BBC Northern Ireland, reached an audience of 524,000, representing just under one-third of the total Northern Ireland population.³²

³² Source BARB, all individuals in Northern Ireland (4+)

Note: This is programming that broadcast during 2012/13, not allocation of funding.