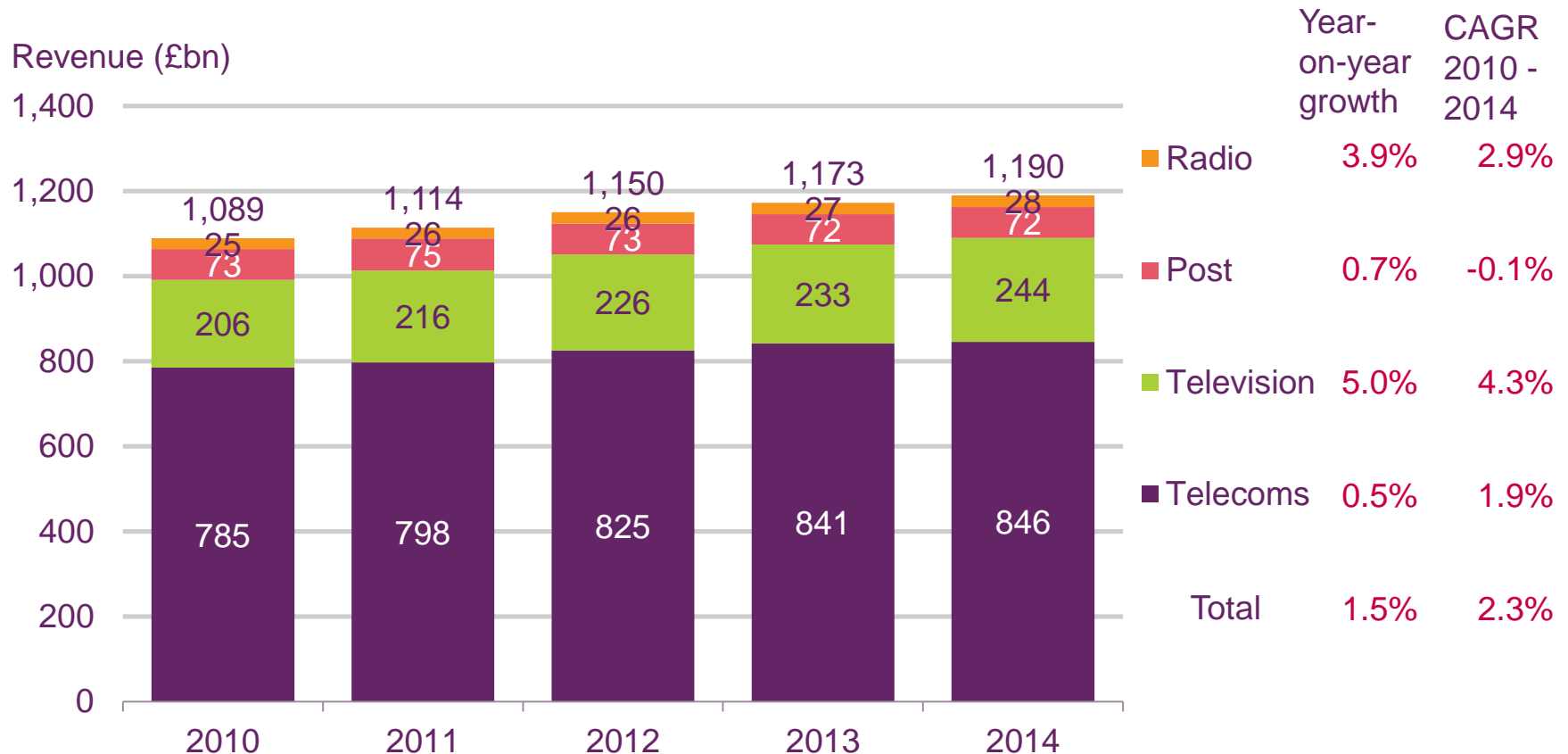


1. UK in context

Figure 1.1

Global communications revenue



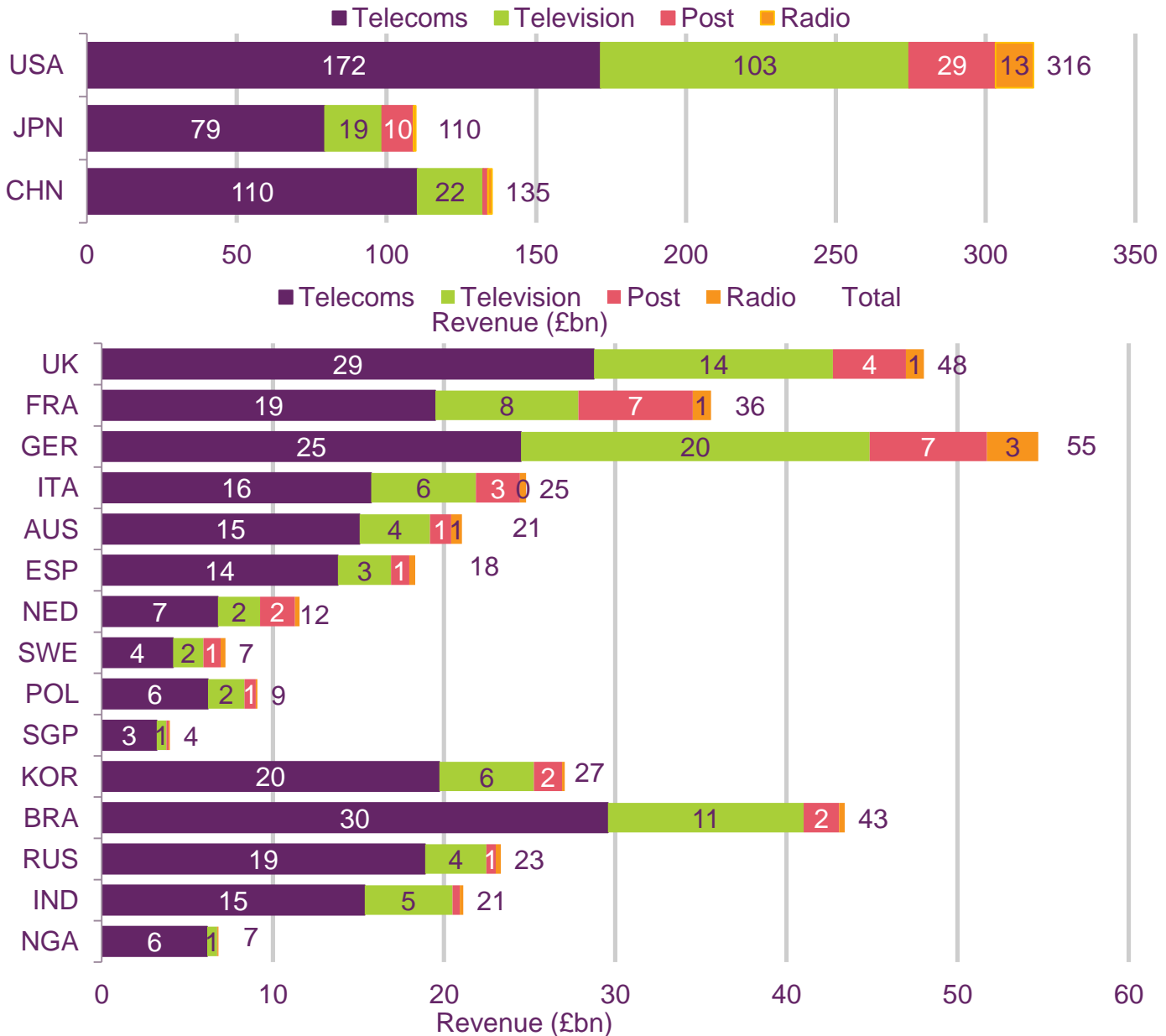
Source: Data derived from various sources: PwC Global Entertainment and Media Outlook 2015-2019 @ www.pwc.com/outlook for television and radio revenues (both include advertising, license fees and subscription services only), Wik Consult / Ofcom estimates for postal revenues, which refers to letter mail only. IHS / industry data / Ofcom for telecoms revenues, which refer to retail revenues for fixed voice, broadband and mobile services. Interpretation and manipulation of data are solely Ofcom's responsibility. All figures are nominal and are displayed at 2014 currency exchange rates

Note: Postal revenues are for our 18 comparator countries only.

Figure 1.2



Communications sector revenues by country: 2014



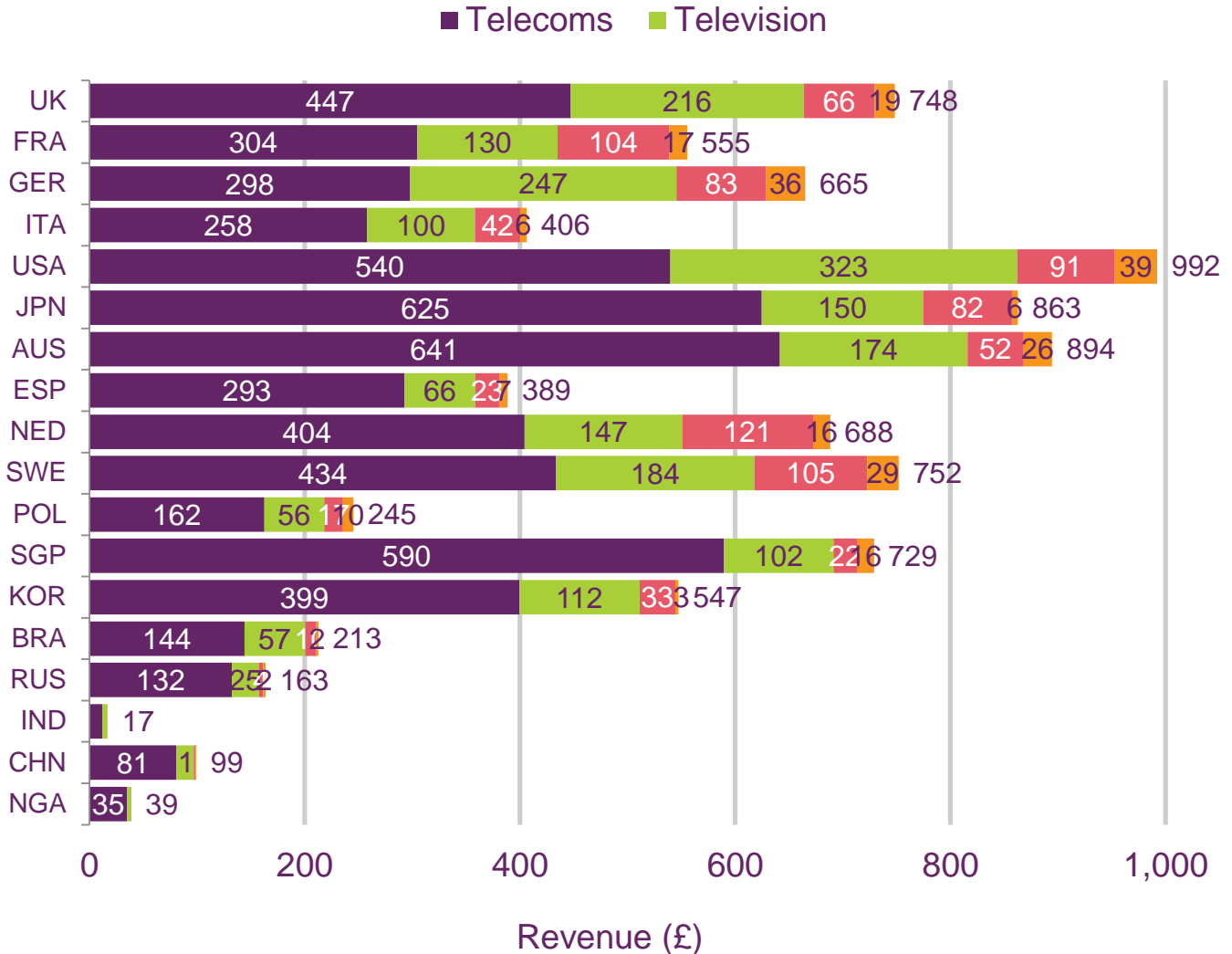
Source: Data derived from various sources: PwC Global Entertainment and Media Outlook 2015-2019 @ www.pwc.com/outlook for radio revenues (include advertising, license fees and satellite subscription services only), Wik Consult / Ofcom estimates for postal revenues, IHS / industry data / Ofcom for television and telecoms revenues (telecoms revenues refer to retail revenues). Interpretation and manipulation of data are solely Ofcom's responsibility.

Note: Postal revenue data is not available for Nigeria

Figure 1.3



Communications sector revenue per head: 2014

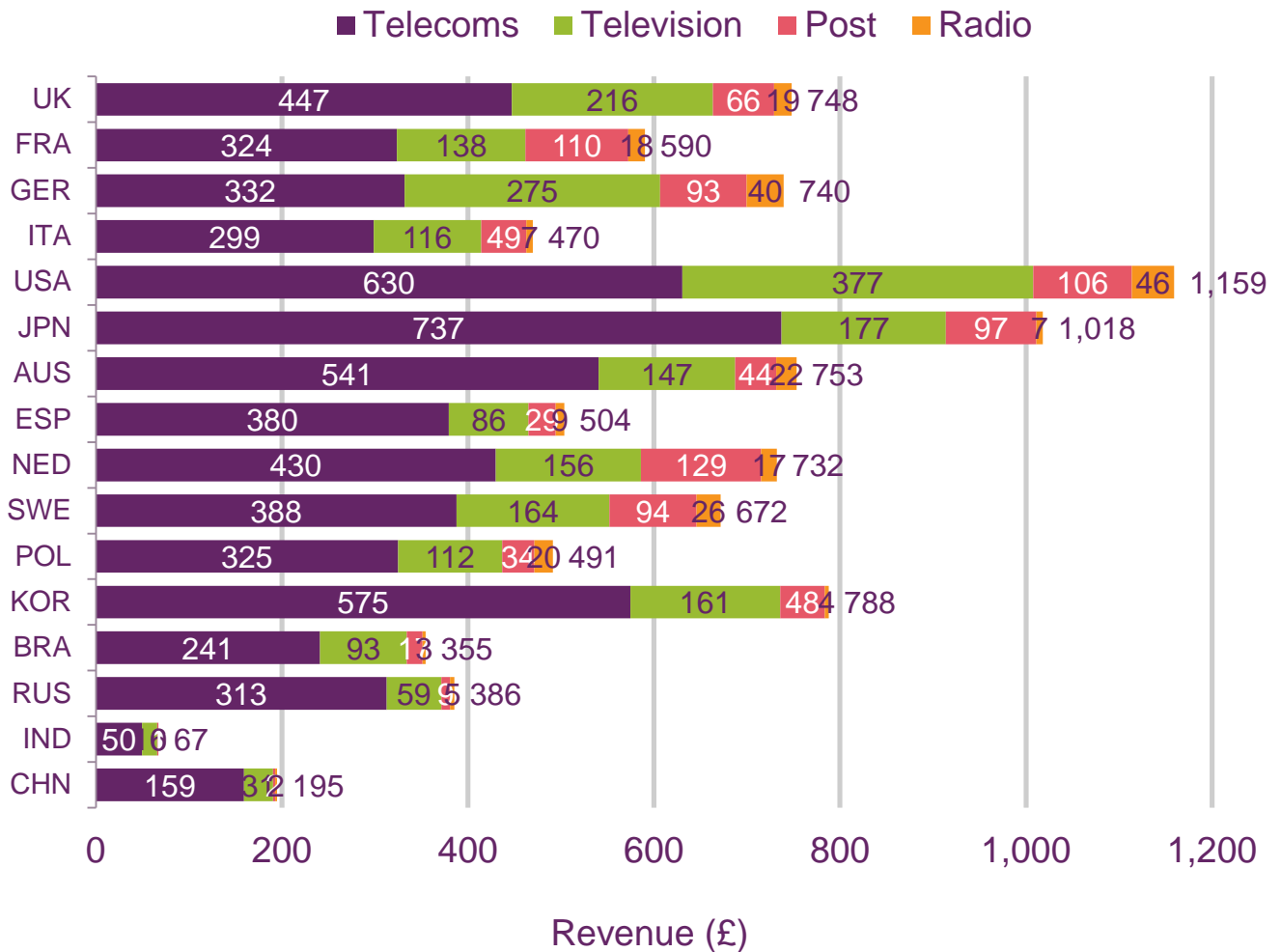


Source: Data derived from various sources: PwC Global Entertainment and Media Outlook 2015-2019 @ www.pwc.com/outlook for radio revenues (include advertising, license fees and satellite subscription services only), Wik Consult / Ofcom estimates for postal revenues. IHS / industry data / Ofcom for television and telecoms revenues (telecoms revenues refer to retail revenues). Interpretation and manipulation of data are solely Ofcom's responsibility.
 Note: Postal revenue data is not available for Nigeria

Figure 1.4



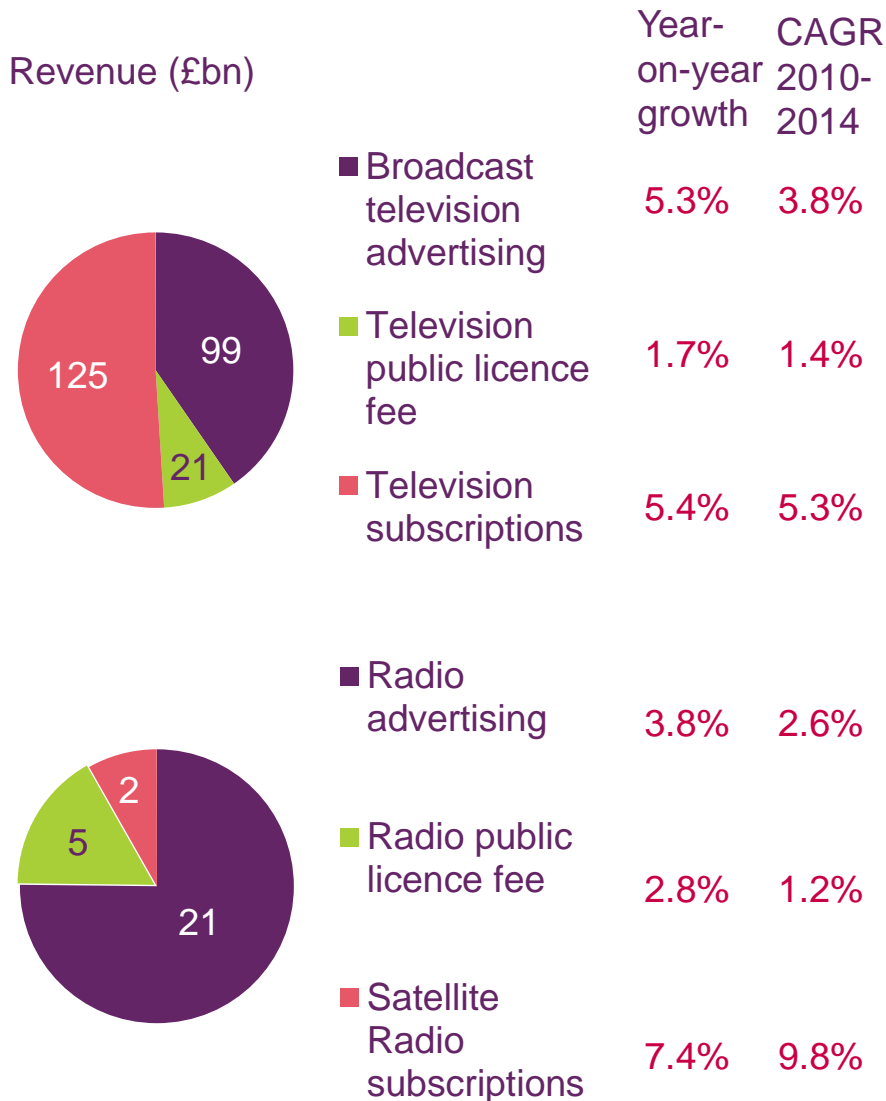
Communications revenues per head adjusted for comparative price levels: 2014



Source: Data derived from various sources: PwC Global Entertainment and Media Outlook 2015-2019@ www.pwc.com/outlook for radio revenues (include advertising, license fees and satellite subscription services only), Wik Consult / Ofcom estimates for postal revenues. IHS / industry data / Ofcom for television and telecoms revenues (telecoms revenues refer to retail revenues). Interpretation and manipulation of data are solely Ofcom's responsibility. Figures adjusted using Purchasing Power Parity data for 2014 from <http://stats.oecd.org> (not all countries available)

Figure 1.5

Sources of global revenue for radio and television industries: 2014

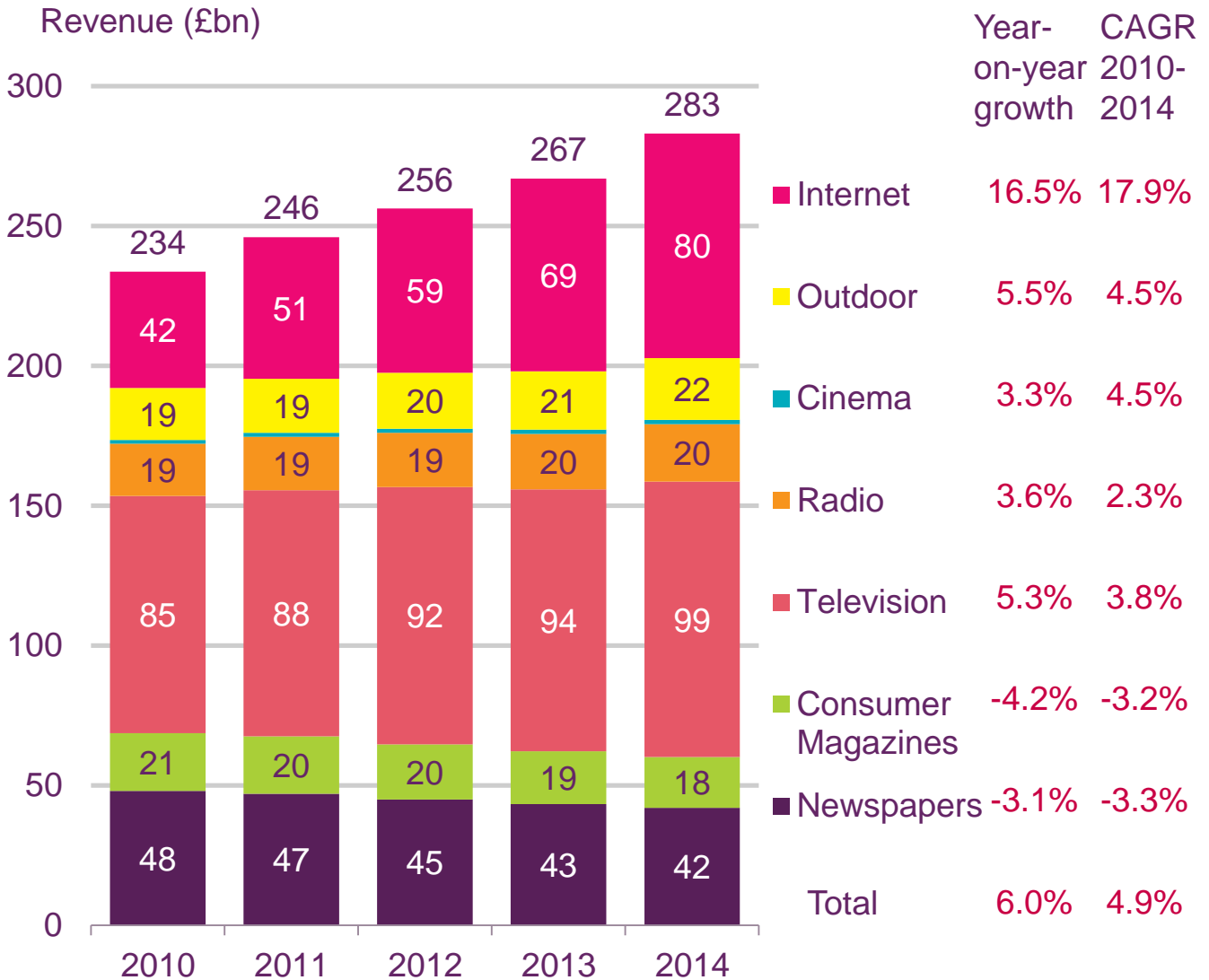


Source: All data derived from PwC Global Entertainment and Media Outlook 2015-2019 @ www.pwc.com/outlook. Notes: Ofcom is responsible for all growth calculations displayed.

Figure 1.6



Global advertising expenditure, by medium: 2014



Source: Data derived from PwC Global Entertainment and Media Outlook: 2015-2019 @ www.pwc.com/outlook. Notes: Ofcom is responsible for all growth calculations displayed.

Figure 1.7



Fixed voice and mobile connections per 100 population: 2014

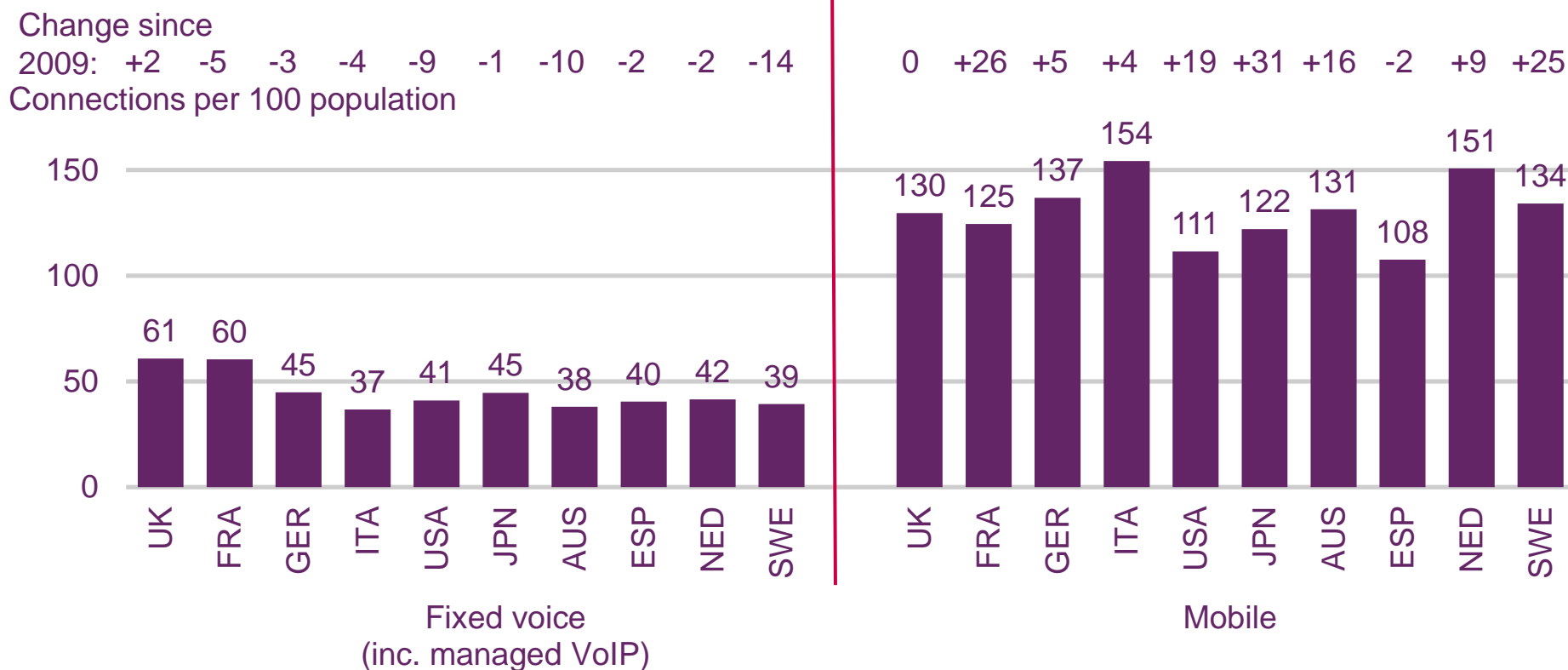
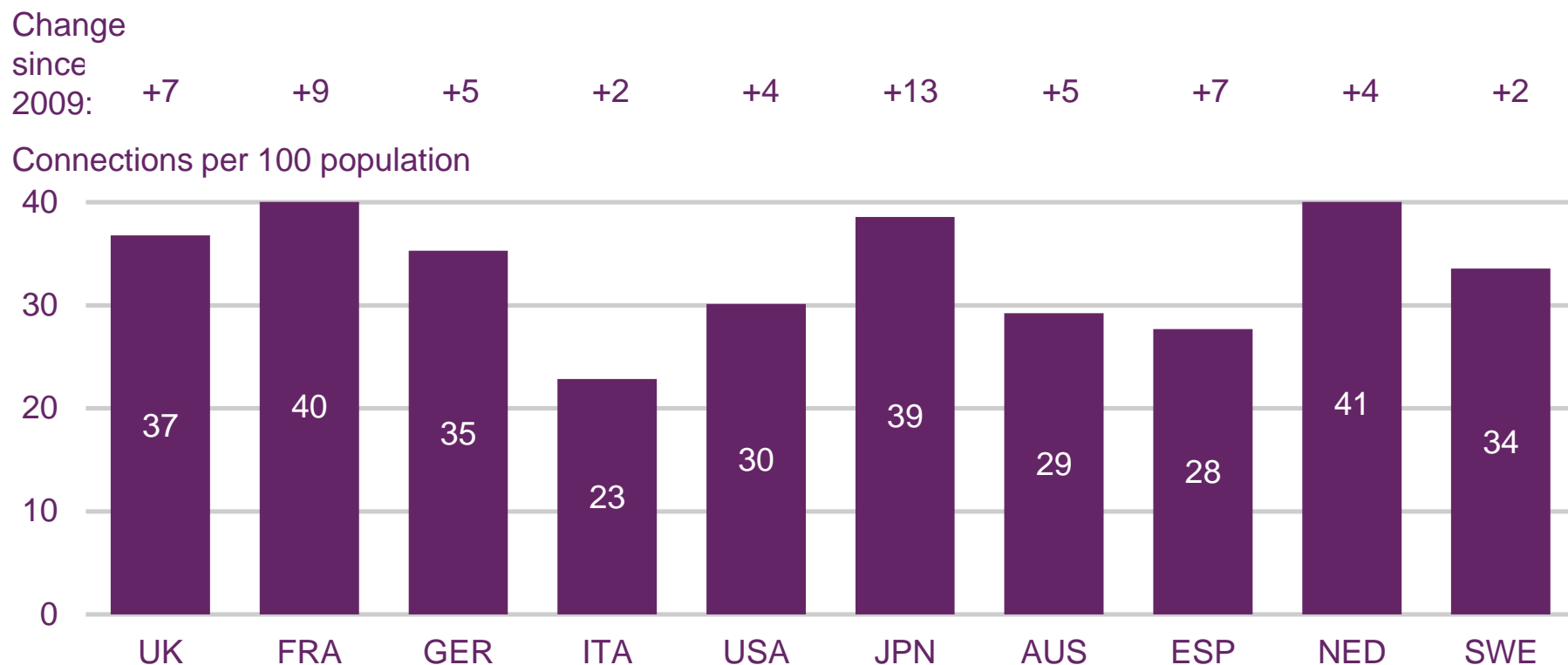


Figure 1.8



Fixed broadband connections per 100 population: 2014



Source: IHS / industry data / Ofcom. Note: Broadband connections include business connections

Figure 1.9

Fixed broadband connections, by headline speeds: 2009 and 2014



Source: IHS / Ofcom / operator data

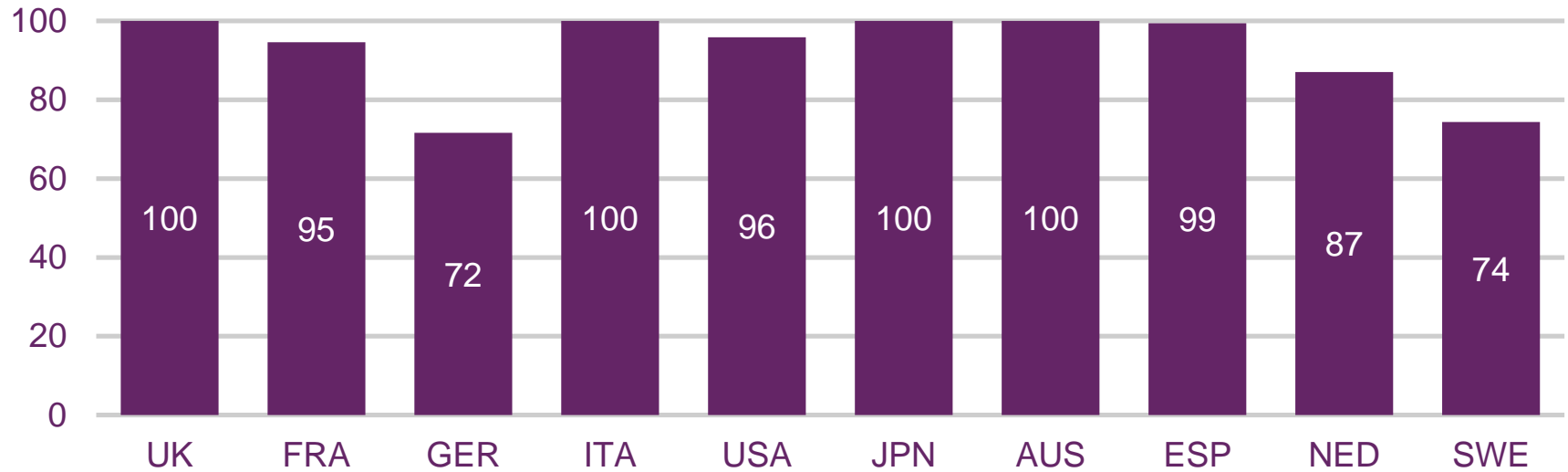
Figure 1.10

Digital TV homes per 100 TV households: 2014

Change since

2009 : 11 12 25 14 11 8 17 10 27 6

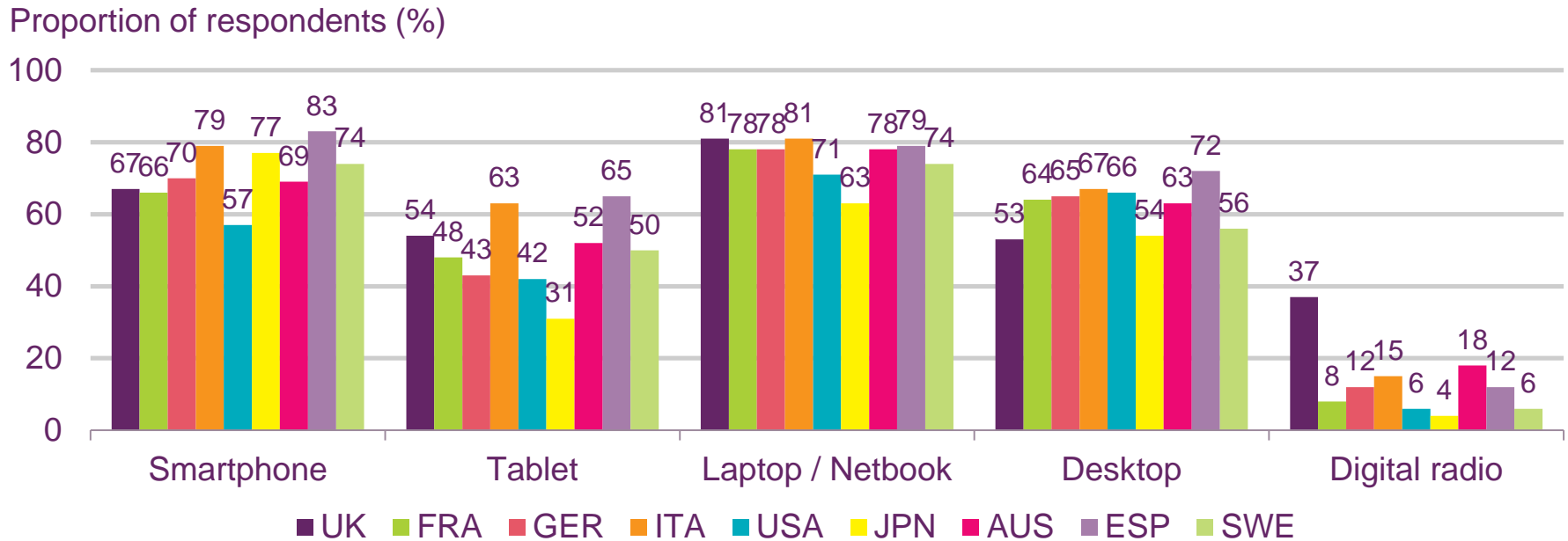
DTV homes per 100 TV households



Source: IHS / industry data / Ofcom.

Figure 1.11

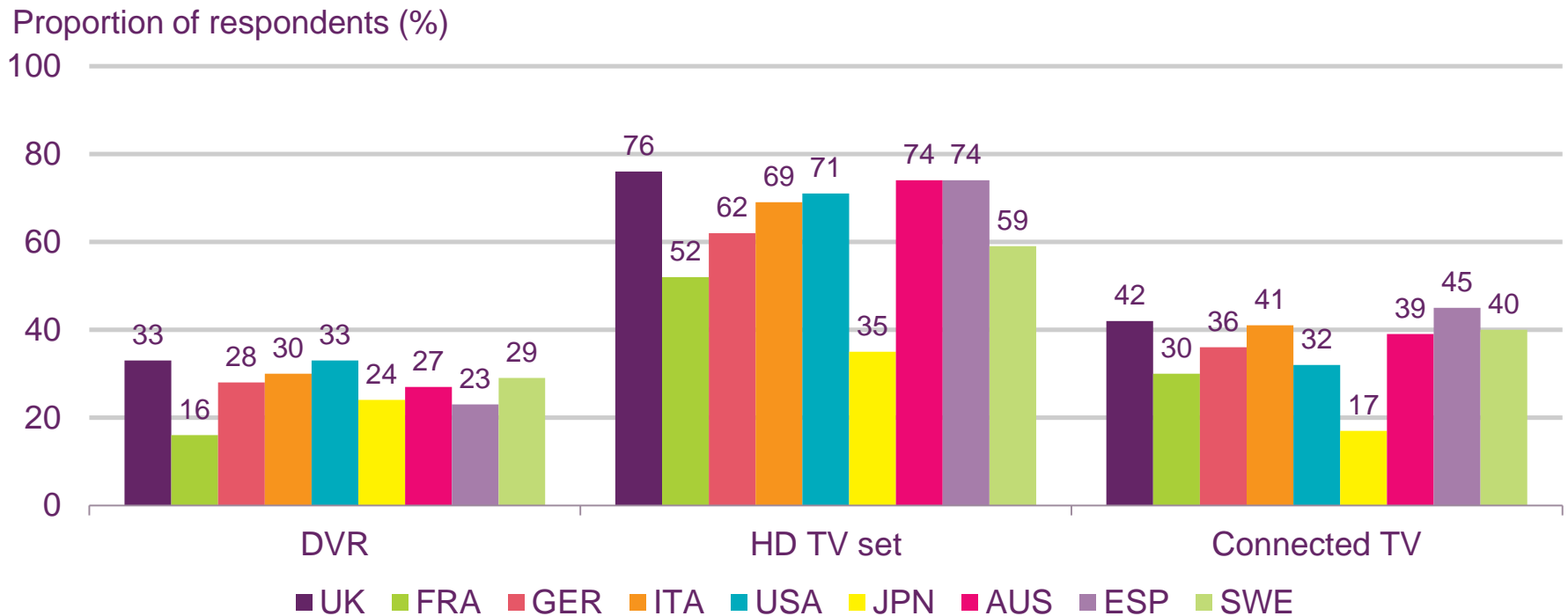
Ownership and personal use of devices



Source: Ofcom consumer research September - October 2015
 Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004
 Q3a. Which of the following devices do you have in your home? (Tablet, Laptop, Desktop, Digital radio, DVR, HDTV, Smart TV, 3D TV)
 Q.4a Which of the following devices do you personally use? (Smartphone)

Figure 1.12

Claimed ownership of audio visual devices (DVR, HDTV and connected TV)



Source: Ofcom consumer research September - October 2015

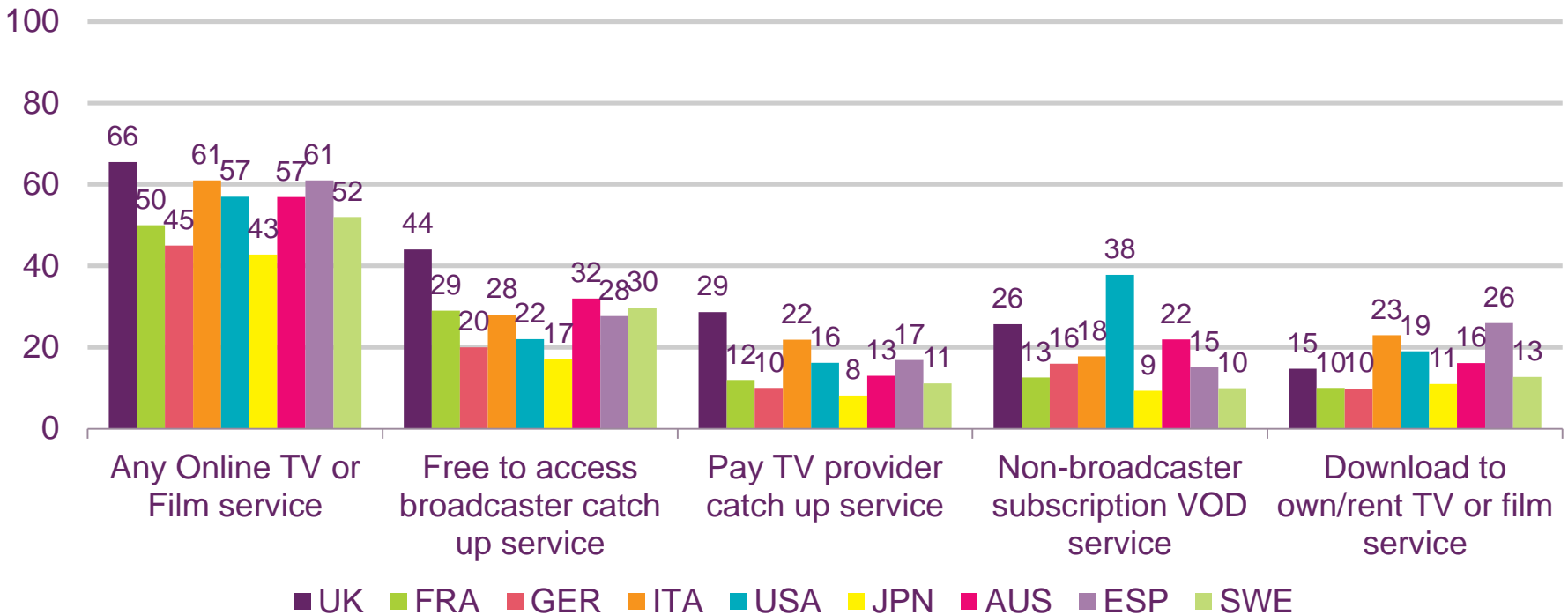
Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004

Q.3a Which of the following devices do you have in your home? (DVR, HD capable TV, Connected TV, HD TV Service)

Figure 1.13

Online television and film services used within the last week

Proportion of respondents (%)



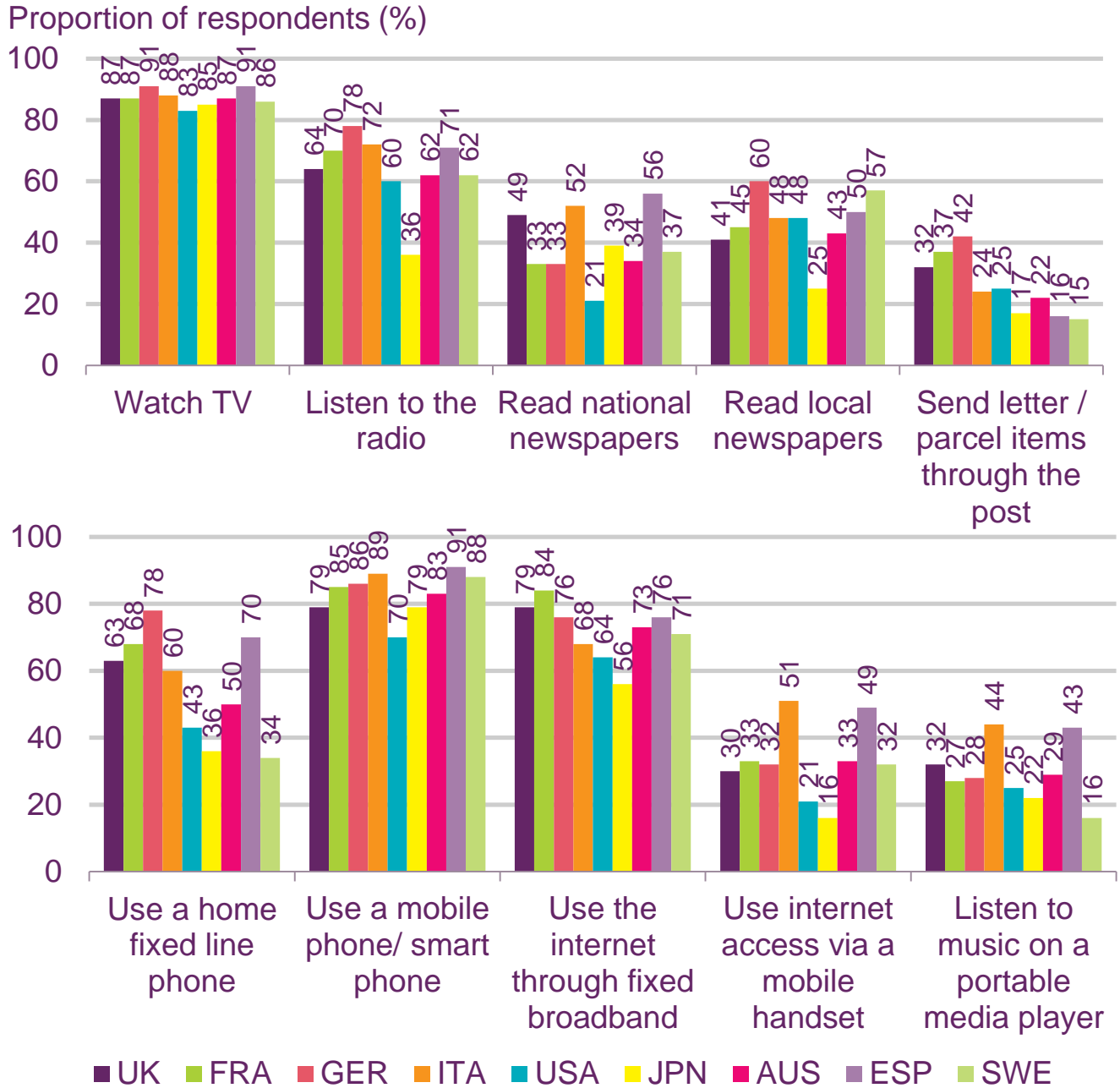
Source: Ofcom consumer research September - October 2015

Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004

Q.21 When did you last use the following online services to watch TV programmes or films? Answer: Within the last week

Figure 1.14

Regular use of selected communications services / media

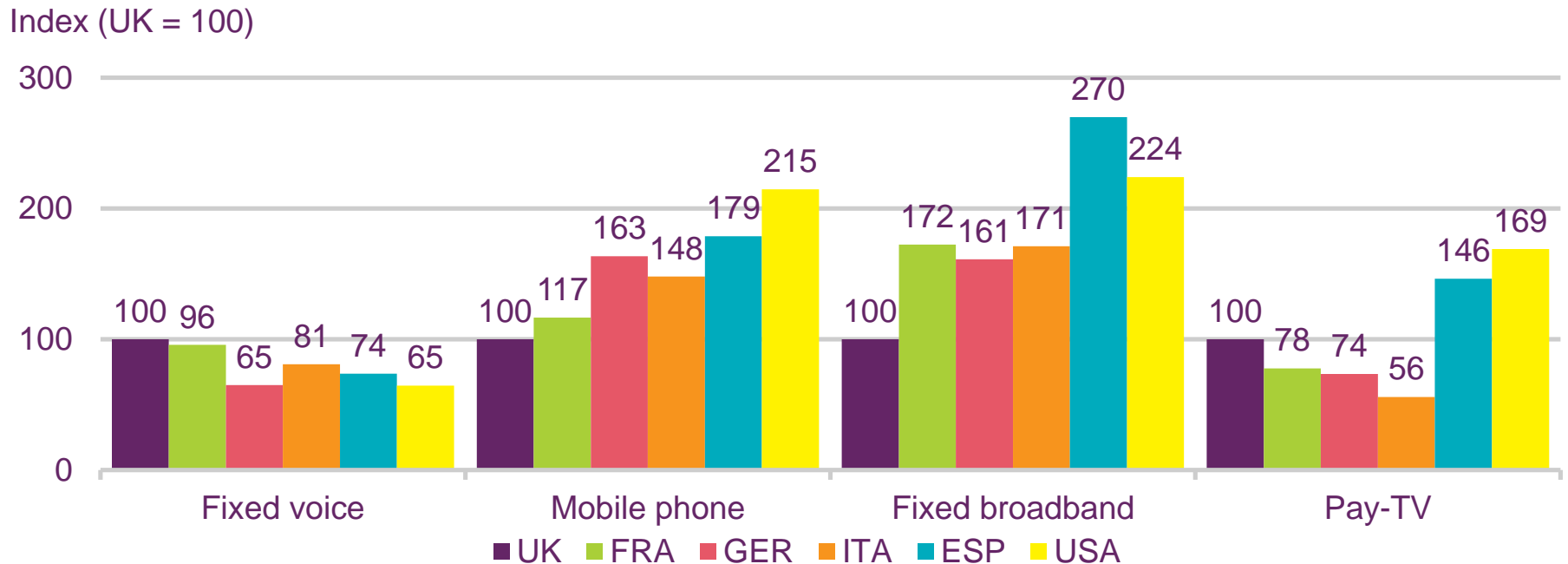


Source: Ofcom consumer research September - October 2015
 Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004
 Q.6 Which of the following do you regularly do (at least once a week)?

Pricing

Figure 1.15

Comparison of 'lowest available' stand-alone pricing

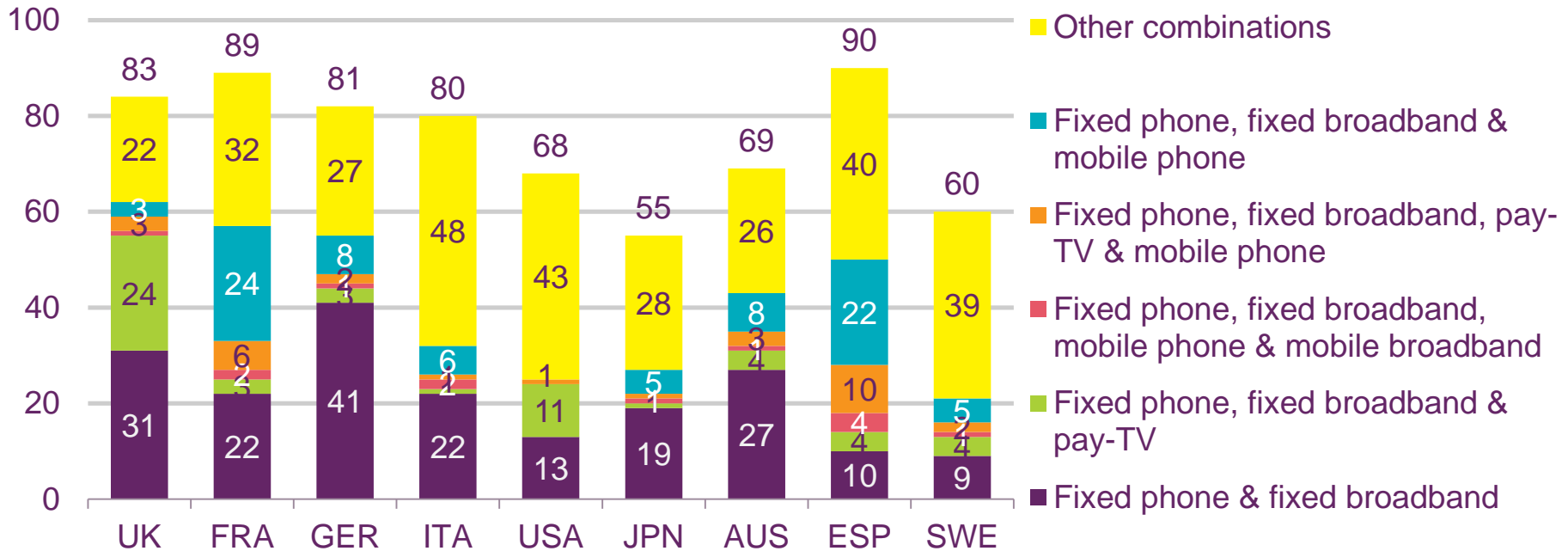


Source: Ofcom, using data supplied by Teligen
 Note: Pay-TV excludes the TV licence fee.

Figure 1.16

Proportion of consumers buying more than one communications service from the same provider

Proportion of respondents (%)



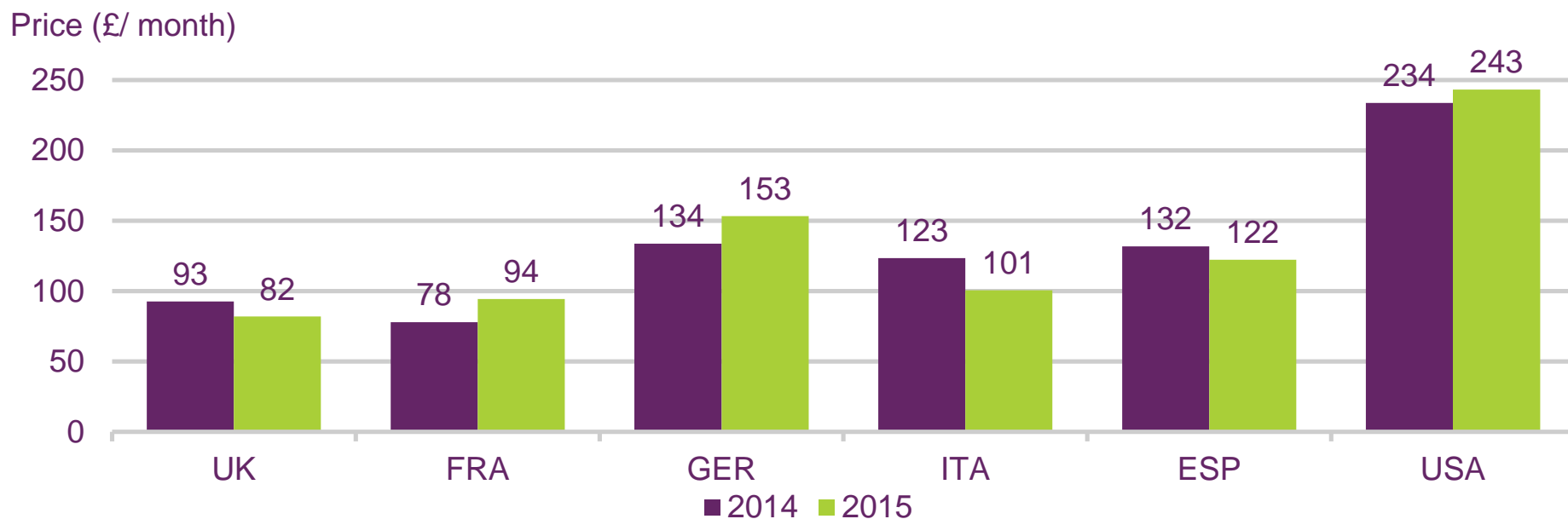
Source: Ofcom consumer research September - October 2015

Base: All respondents with more than one service, UK=952, FRA=932, GER=945, ITA=935, USA=829, JPN=831, AUS=907, ESP=928, SWE=924

Q.5 Do you receive a package or bundle of two or more of these services from the same supplier?

Figure 1.17

Lowest available pricing for the 'connected family' household



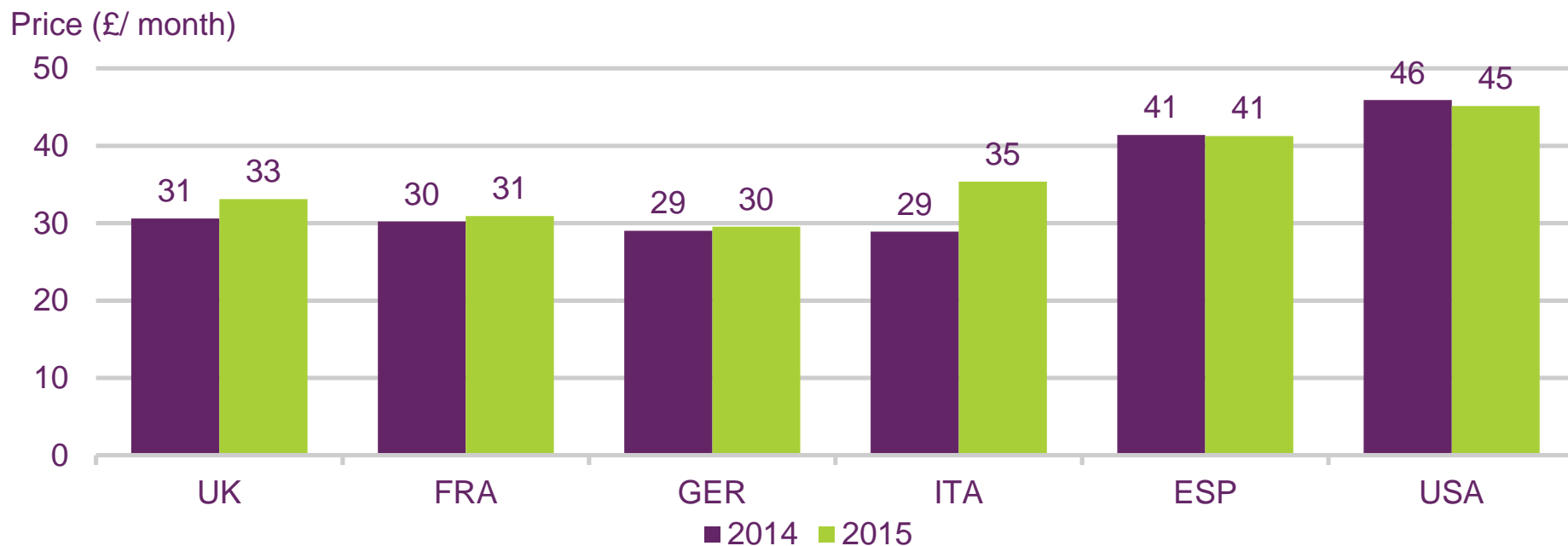
Source: Ofcom, using data supplied by Teligen / OECD

Note: Excludes the TV licence fee.

Figure 1.18



Lowest available comparative pricing for the 'basic needs' household



Source: Ofcom, using data supplied by Teligen / OECD

Note: Excludes the TV licence fee.

Figure 1.19

Comparison of international pricing, 2015

Price (£ per month)	'Basic needs' household			'Late adopters' household			'Mobile power user' household		'Connected family' household			'Sophisticated couple' household		
	Average stand-alone	Average bundled	Lowest available	Average stand-alone	Average bundled	Lowest available	Average stand-alone	Lowest available	Average stand-alone	Average bundled	Lowest available	Average stand-alone	Average bundled	Lowest available
UK	41	39	33	58	43	36	103	87	146	97	82	188	159	154
FRA	45	35	31	74	40	37	102	74	169	102	94	182	130	114
GER	46	44	30	81	54	42	155	110	234	168	153	229	176	161
ITA	49	48	35	86	57	50	111	101	226	112	101	215	153	149
ESP	50	57	41	104	64	57	155	133	274	154	122	261	206	200
US	82	84	45	126	112	99	188	160	303	279	243	288	328	248

Source: Ofcom / Teligen

Note: Green circle indicates the lowest pricing across all six countries included in this analysis

Figure 1.20

Average overall rank based on 'weighted average' stand-alone and lowest available prices, available across all five households: 2014 and 2015

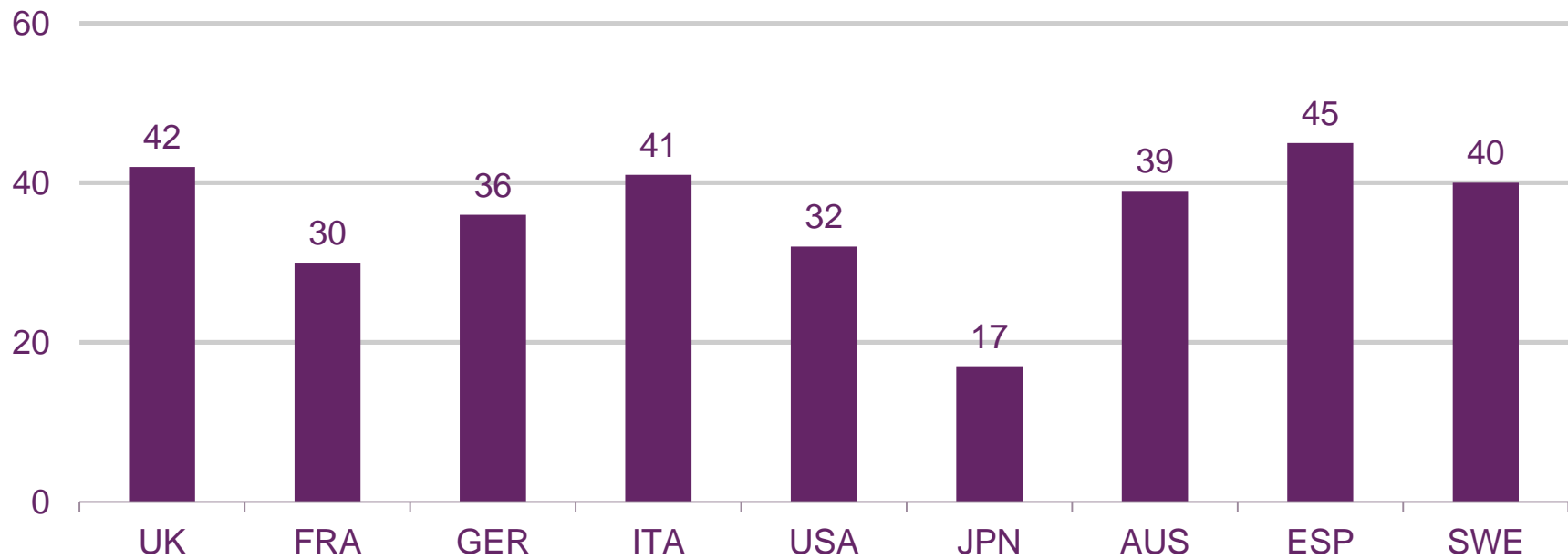
Rank	Country	Average rank 2014	Average rank 2015
1	FRA	2.0	1.5
2	UK	1.8	1.8
3	ITA	2.9	3.3
4	GER	3.9	4.1
5	ESP	4.5	4.4
6	USA	5.9	6.0

Changing viewing habits

Figure 1.21

Household ownership of connected TV sets

Proportion (%) of all respondents



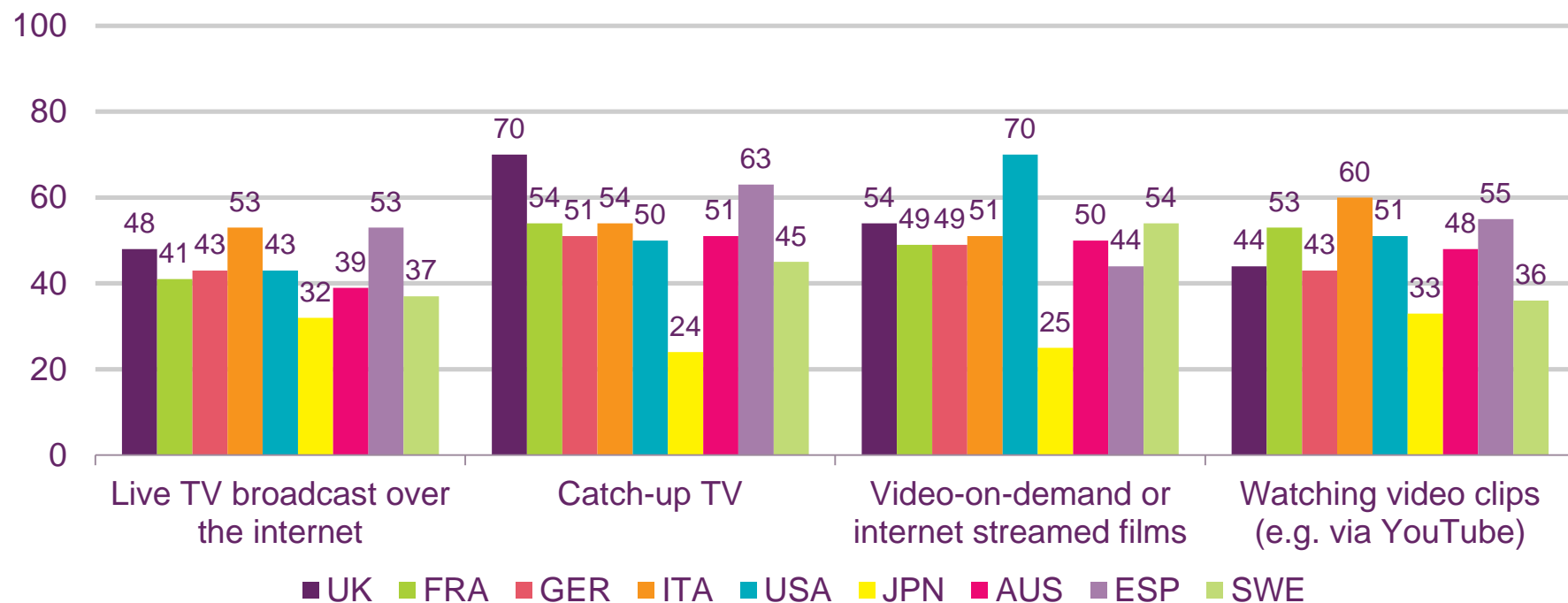
Source: Ofcom consumer research September - October 2015
 Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004
 Q.3a Which of the following devices do you have in your home?

Figure 1.22



Types of AV content watched on a TV connected to the internet either directly (Smart TV) or via another device such as a set-top or a games console

Proportion (%) of respondents who access the internet on a connected TV



Source: Ofcom consumer research September – October 2015

Base: All respondents who access the internet on a connected TV, UK=235, FRA=122, GER=176, ITA=185, USA=195, JAP=98*, AUS=191, ESP=194, SWE=213. *Caution: bases under 100.

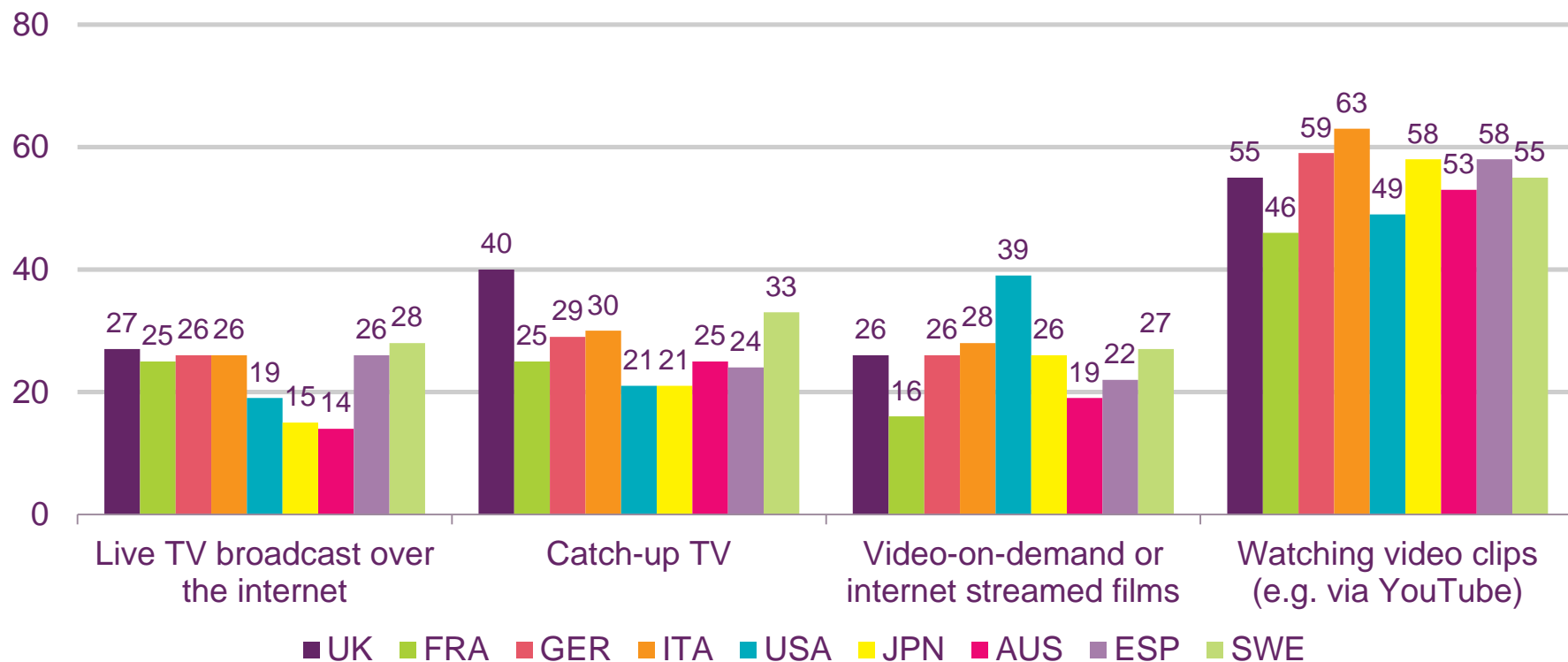
Q.9c What sorts of video content do you watch on each of your devices over the internet?

Figure 1.23

Types of AV content watched on a tablet



Proportion (%) of respondents who access the internet on a tablet



Source: Ofcom consumer research September – October 2015

Base: All tablet owners who access the internet on a tablet, UK=398, FRA=335, GER=318, ITA=460, USA=319, JAP=234, AUS=370, ESP=435, SWE=343

Q.9c What sorts of video content do you watch on each of your devices over the internet?

Figure 1.24



Types of AV content watched on connected TVs and tablets

	Live TV broadcast over the internet	Catch-up TV	Video-on-demand or internet streamed films	Watching video clips (e.g. via YouTube)	Live TV broadcast over the internet	Catch-up TV	Video-on-demand or internet streamed films	Watching video clips (e.g. via YouTube)
	On a connected TV (Proportion of all respondents - %)				On a tablet (Proportion of all respondents - %)			
UK	11	16	12	10	11	16	10	22
FRA	5	7	6	6	8	8	5	15
GER	7	9	8	7	8	9	8	18
ITA	10	10	9	11	12	14	13	29
USA	8	9	13	9	6	6	12	15
JPN	3	2	2	3	3	5	6	13
AUS	7	10	10	9	5	9	7	20
ESP	10	12	8	11	11	11	10	25
SWE	8	9	11	8	10	11	9	19

Source: Ofcom consumer research September – October 2015

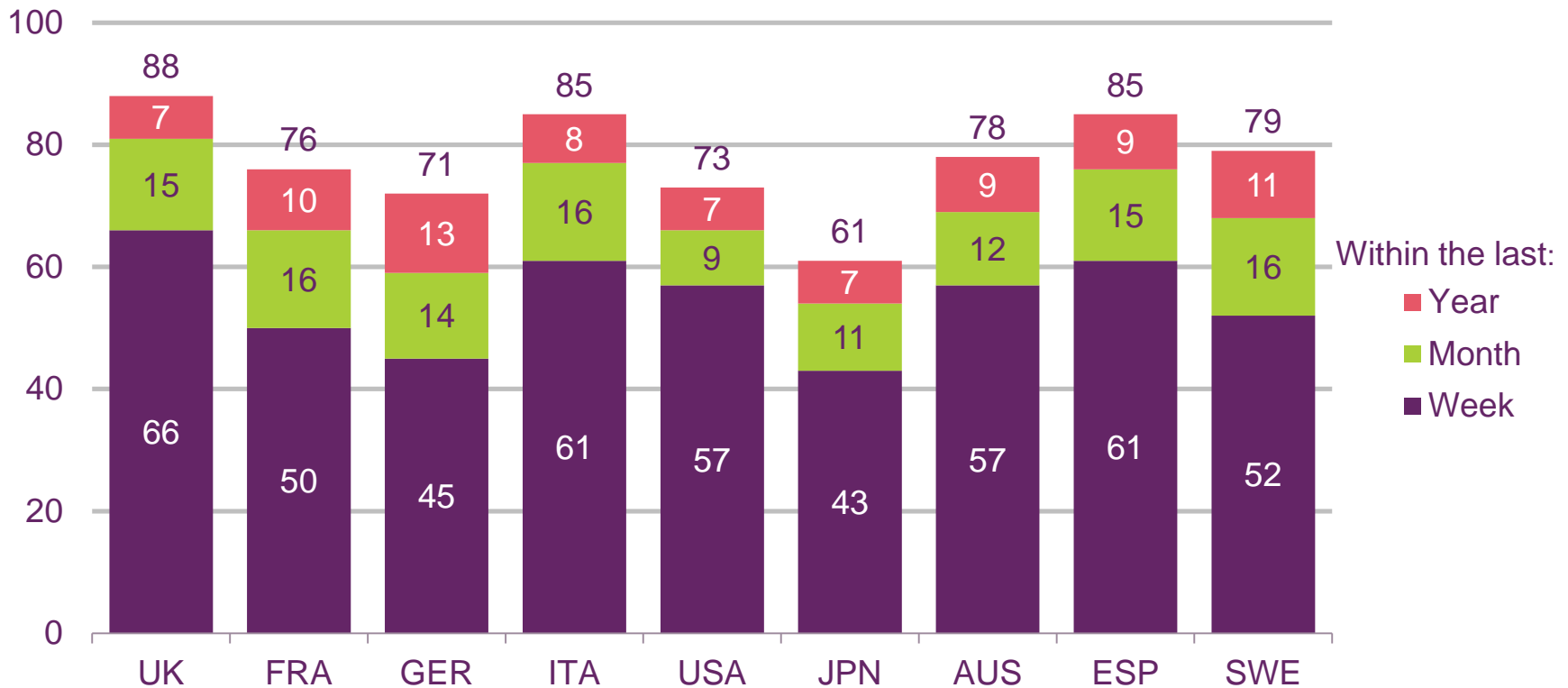
Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004

Q.9c What sorts of video content do you watch on each of your devices over the internet?

Figure 1.25

Use of any online services to watch TV or films

Proportion of respondents (%)



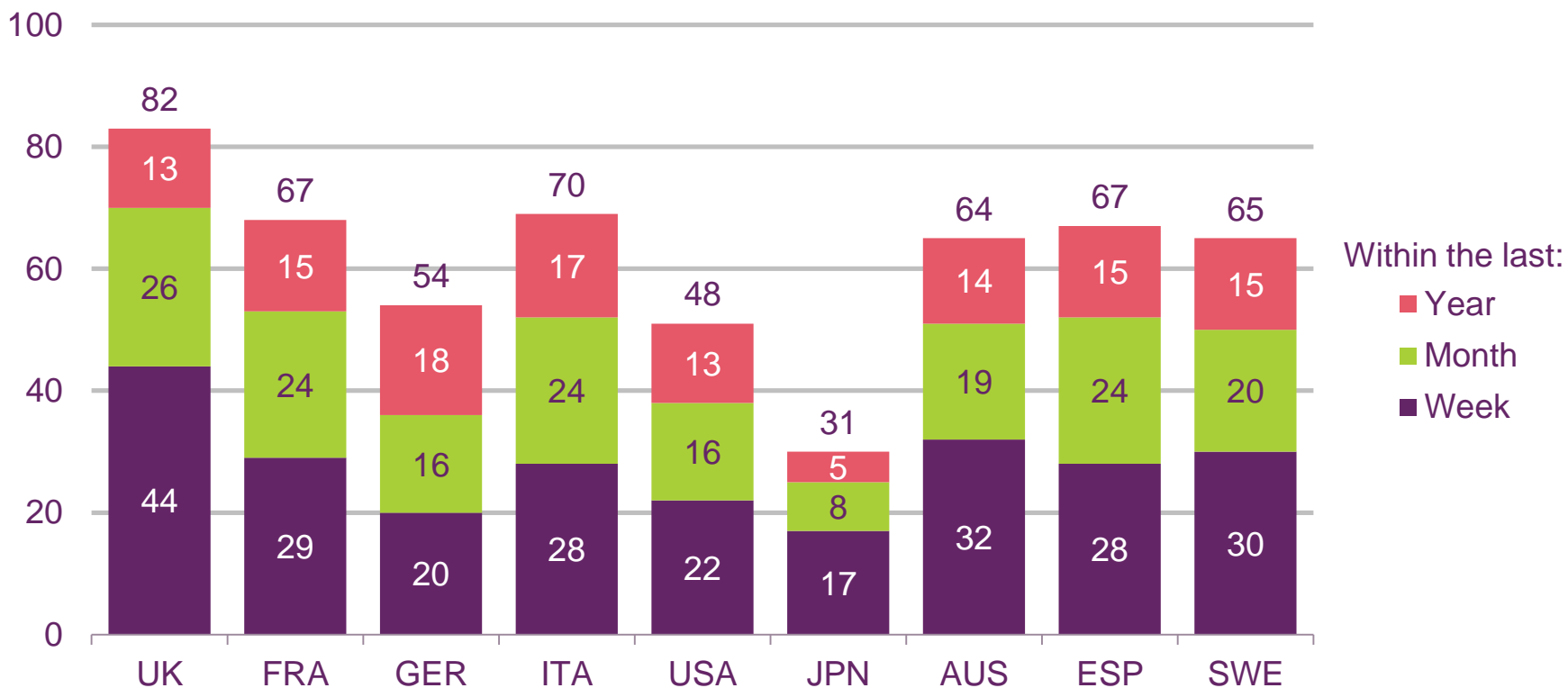
Source: Ofcom consumer research September - October 2015
 Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004
 Q.21 When did you last use the following online services to watch TV programmes or films?

Figure 1.26



Use of free-to-access broadcaster catch-up TV services

Proportion of respondents (%)



Source: Ofcom consumer research September - October 2015

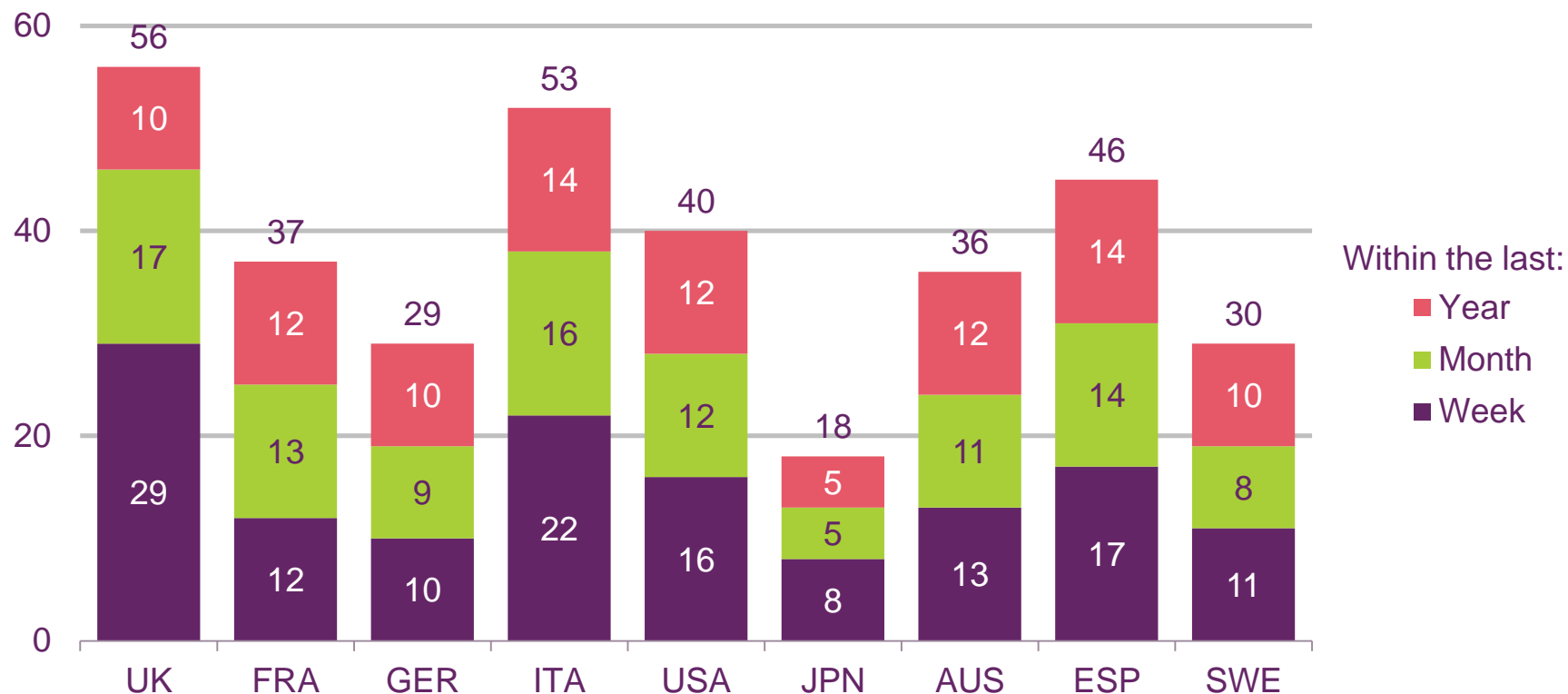
Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004

Q.21 When did you last use the following online services to watch TV programmes or films?

Figure 1.27

Use of catch-up or on-demand services through a pay-TV provider

Proportion of respondents (%)



Source: Ofcom consumer research September - October 2015

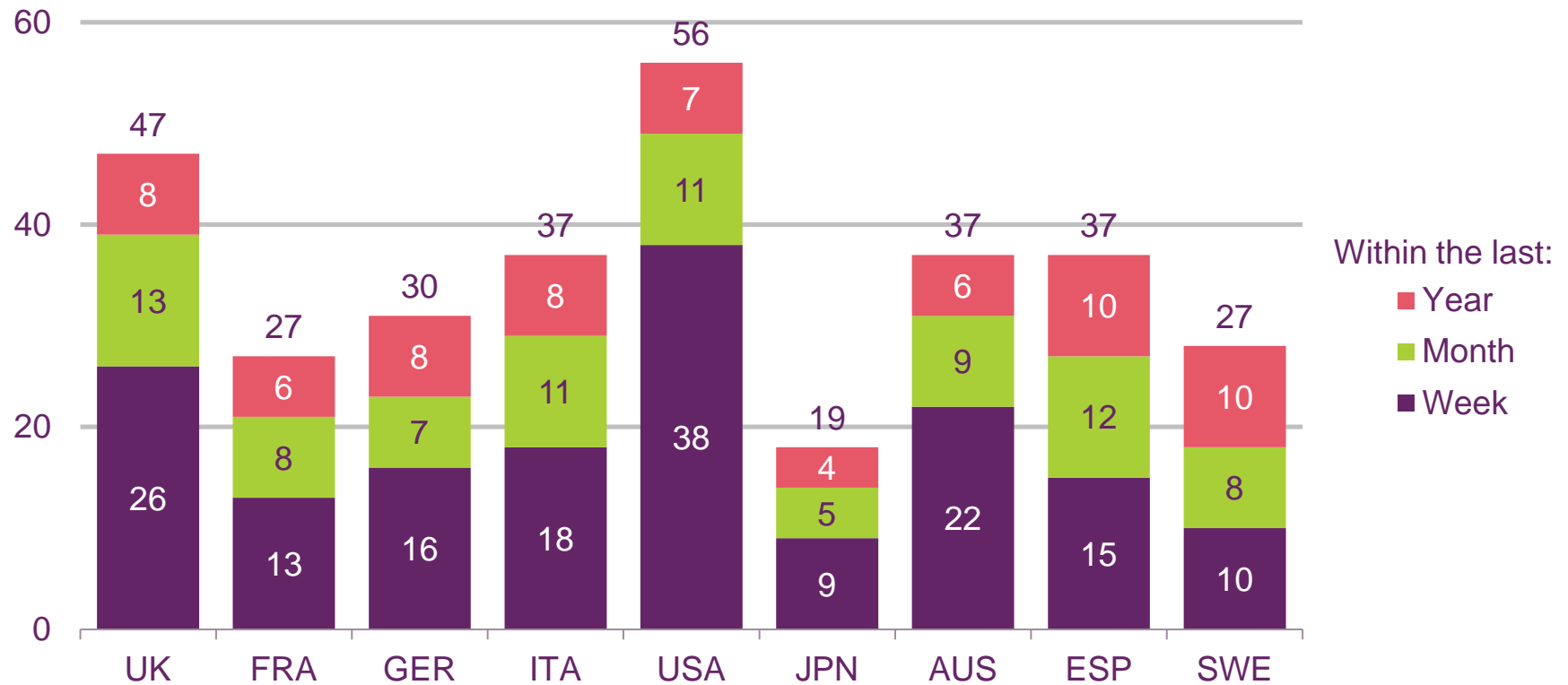
Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004

Q.21 When did you last use the following online services to watch TV programmes or films?

Figure 1.28

Use of non-broadcaster SVoD services

Proportion of respondents (%)



Source: Ofcom consumer research September - October 2015

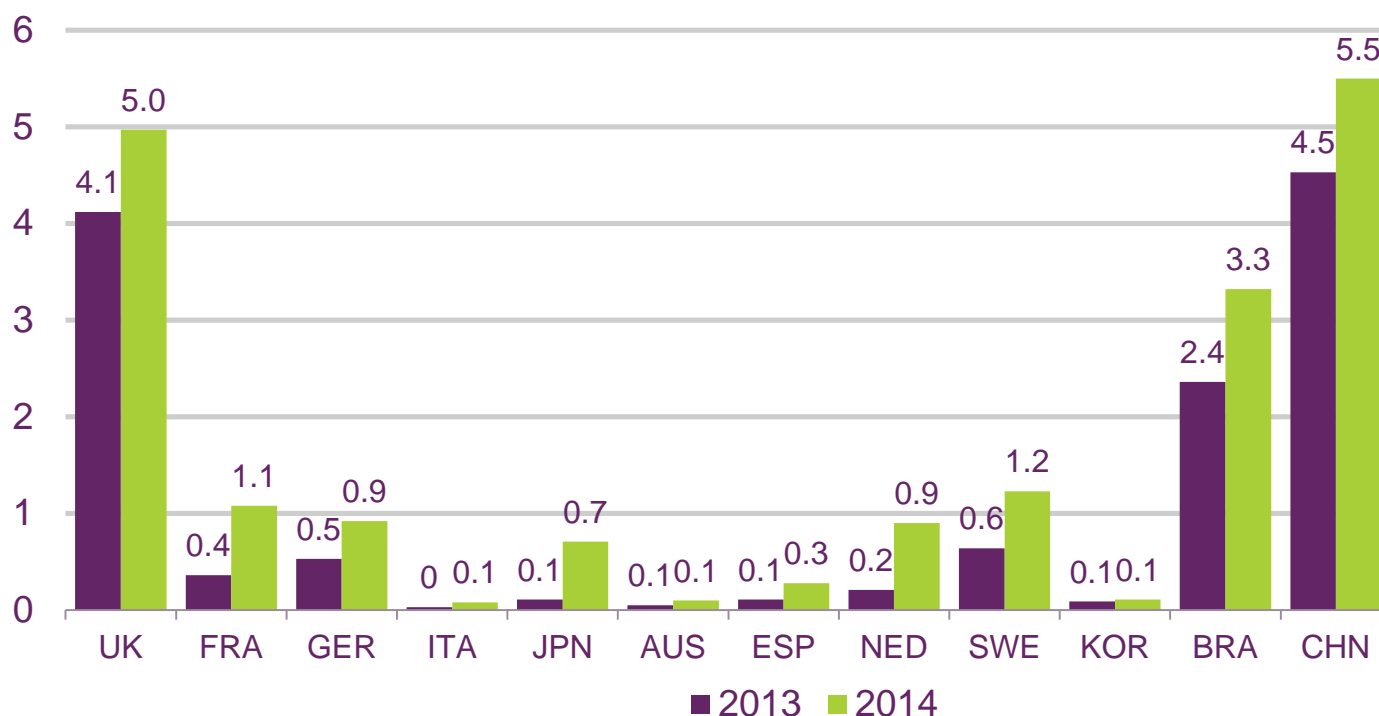
Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004

Q.21 When did you last use the following online services to watch TV programmes or films?

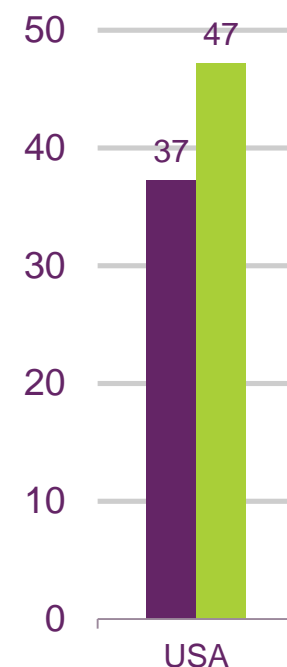
Figure 1.29

SVoD subscription numbers by country: 2013 and 2014

Subscriptions (m)



Subscriptions (m)



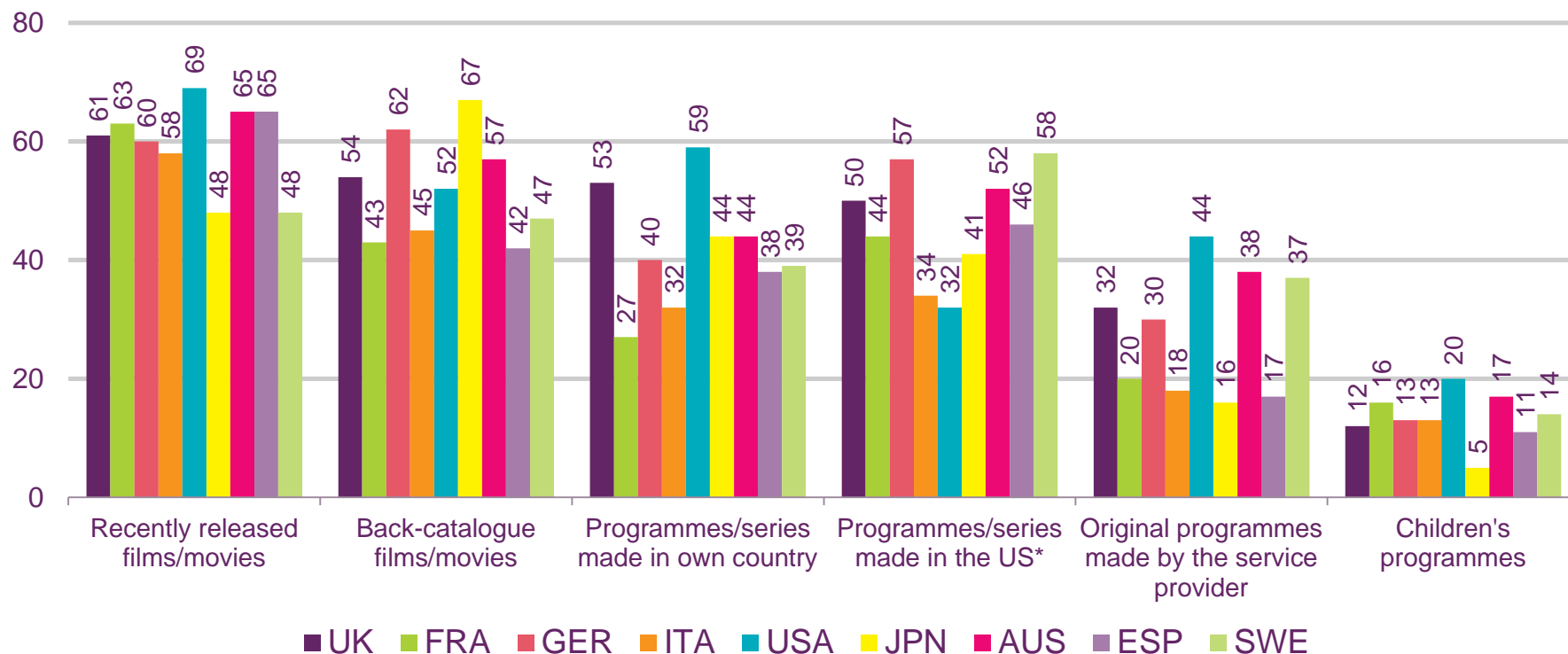
Source: IHS/ Industry Data/ Ofcom. Note: Poland and Russia are not charted here as their respective subscriber numbers were less than 0.1m in both years. No data were available for Singapore, India or Nigeria.

Figure 1.30

Types of content accessed via SVoD services



Proportion of respondents who use a VoD subscription service (%)



Source: Ofcom consumer research September – October 2015

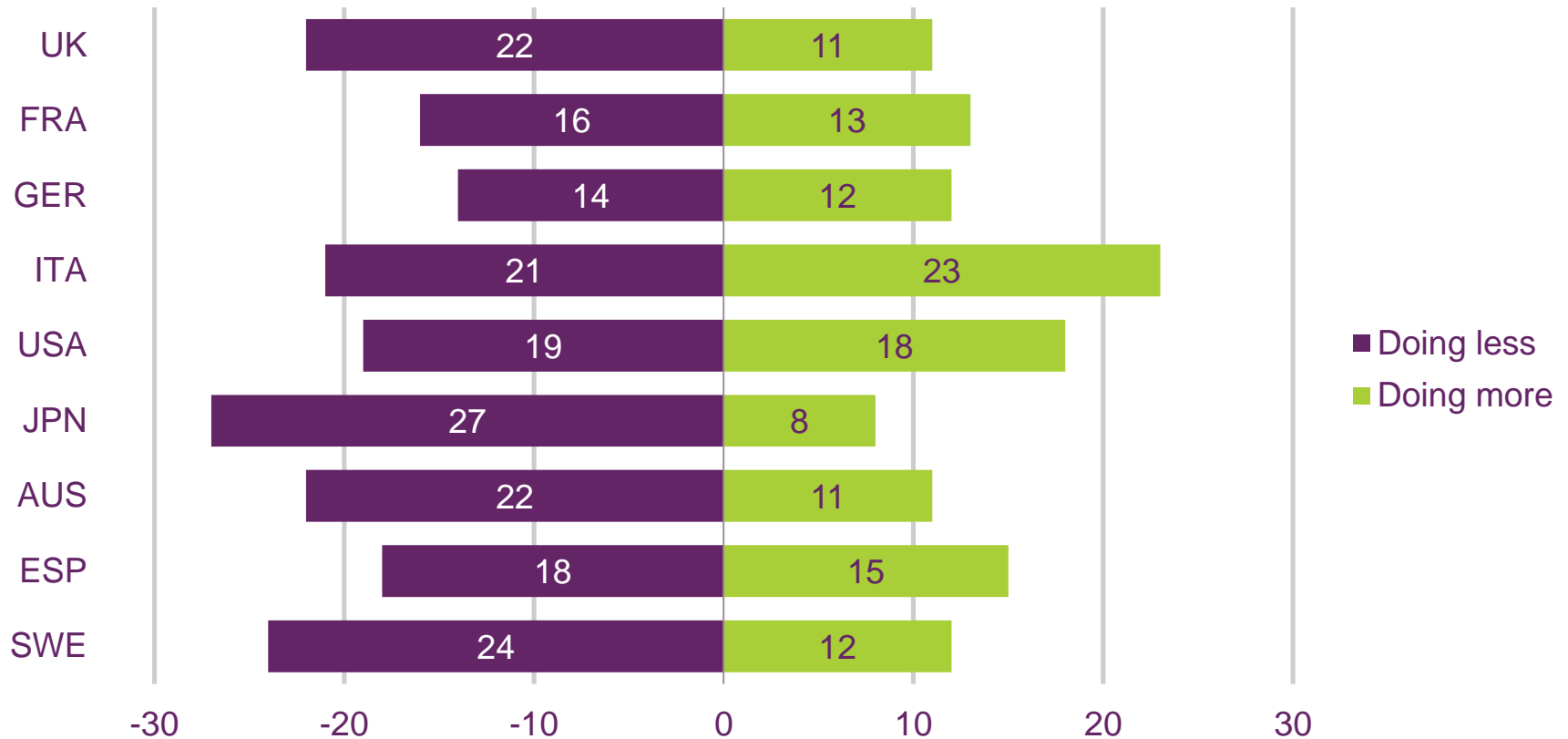
Base: All respondents who use a VOD subscription service, UK=483, FRA=272, GER=320, ITA=371, USA=580, JPN=198, AUS=371, ESP=371, SWE=287

Q.22c Which of the following types of programmes do you or your family watch on Netflix / Amazon Prime / Wuaki / Other subscription service? *US – made in other countries

Figure 1.31

Claimed changes in watching TV programmes at the time of broadcast

Proportion of respondents who watch TV content (%)



Source: Ofcom consumer research September – October 2015

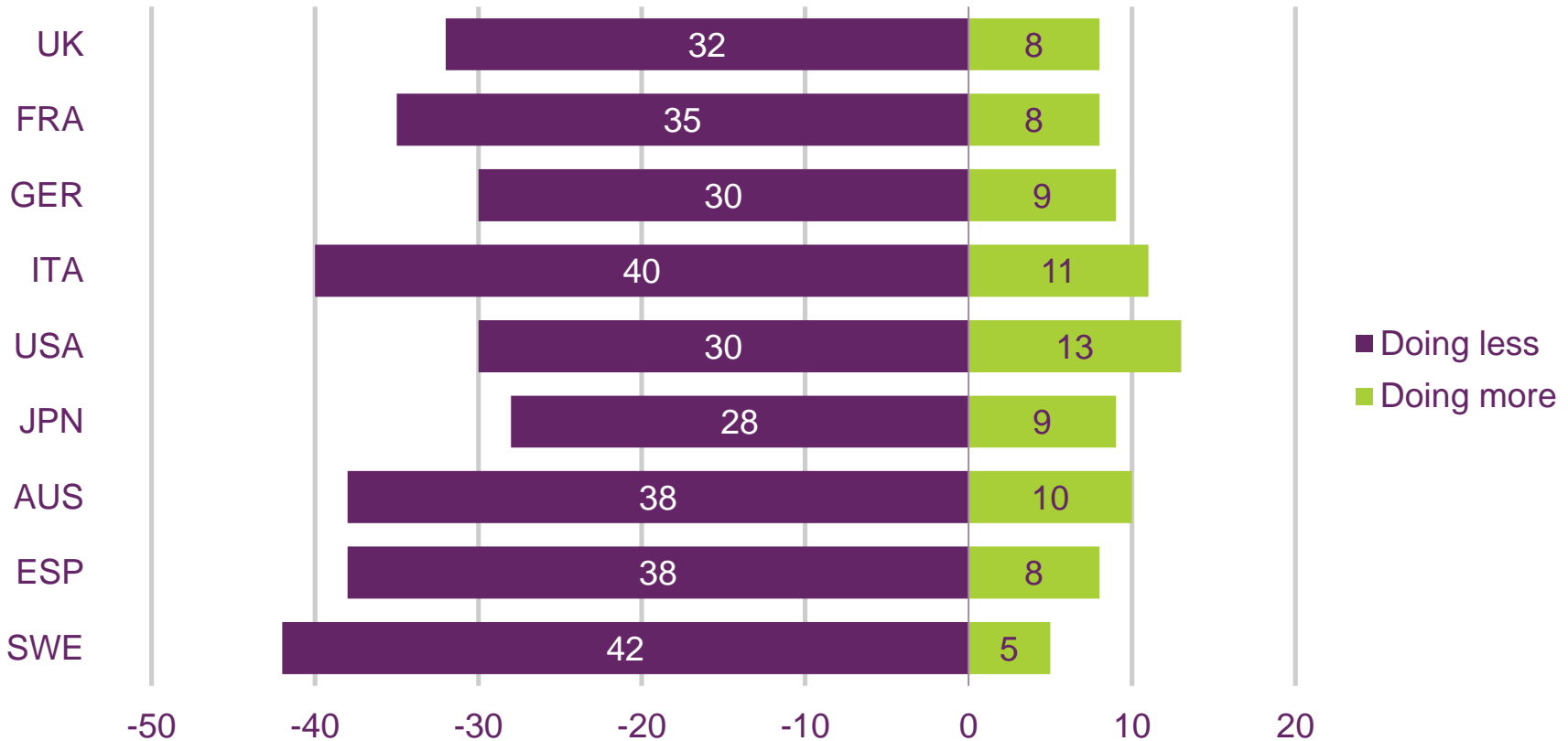
Base: All respondents who watch TV content, UK=970, FRA=960, GER=965, ITA=967, USA=960, JPN=905, AUS=962, ESP=986, SWE=962

Q.22b For each of the following activities, please say if you are doing this more, the same amount or less compared to a year ago?

Figure 1.32

Claimed changes in watching DVDs / Blu-rays

Proportion (%) of respondents who watch TV content



Source: Ofcom consumer research September – October 2015

Base: All respondents who watch TV content, UK=970, FRA=960, GER=965, ITA=967, USA=960, JPN=905, AUS=962, ESP=986, SWE=962

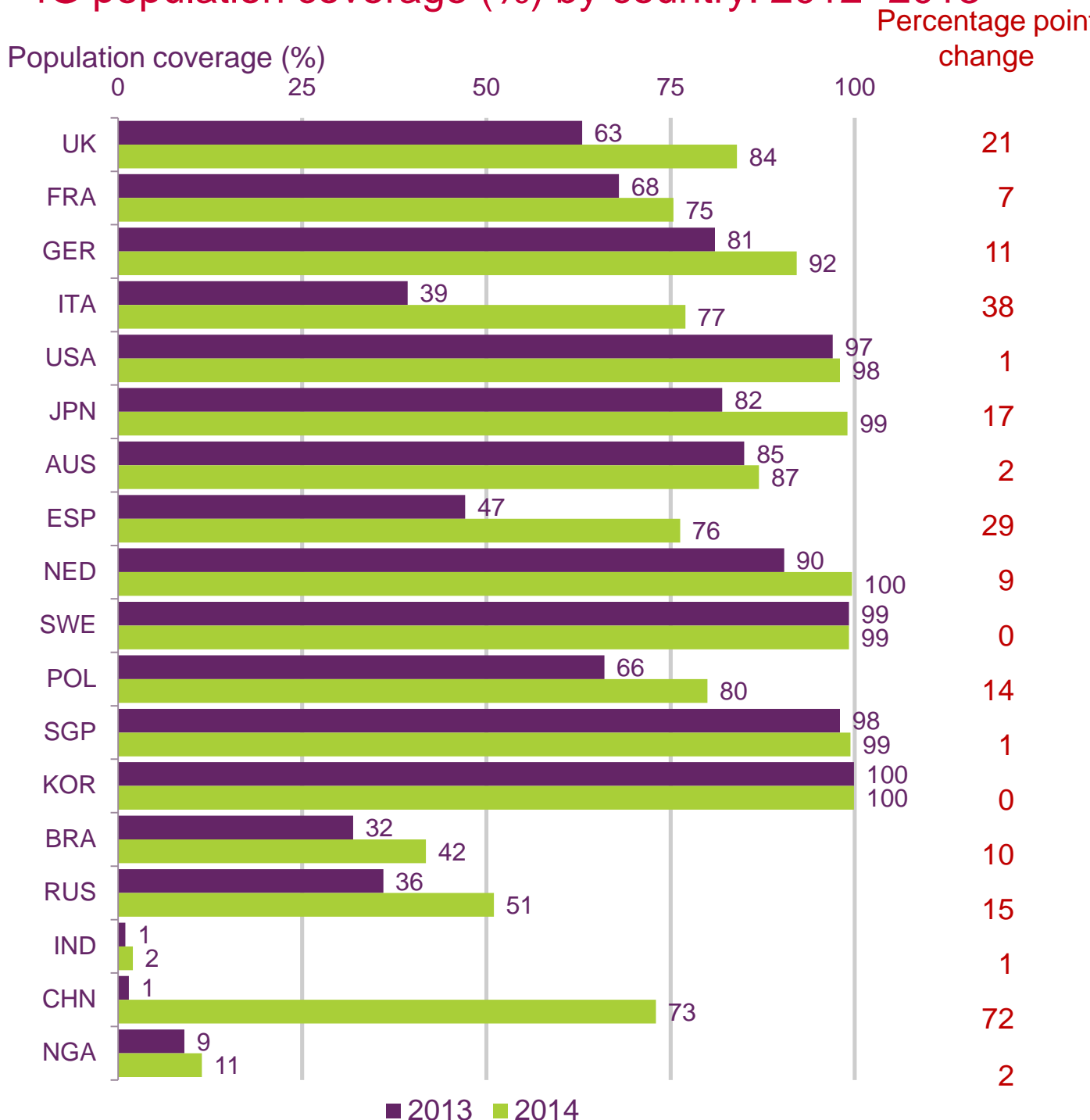
Q.22b For each of the following activities, please say if you are doing this more, the same amount or less compared to a year ago?

4G Story

Figure 1.33



4G population coverage (%) by country: 2012- 2013

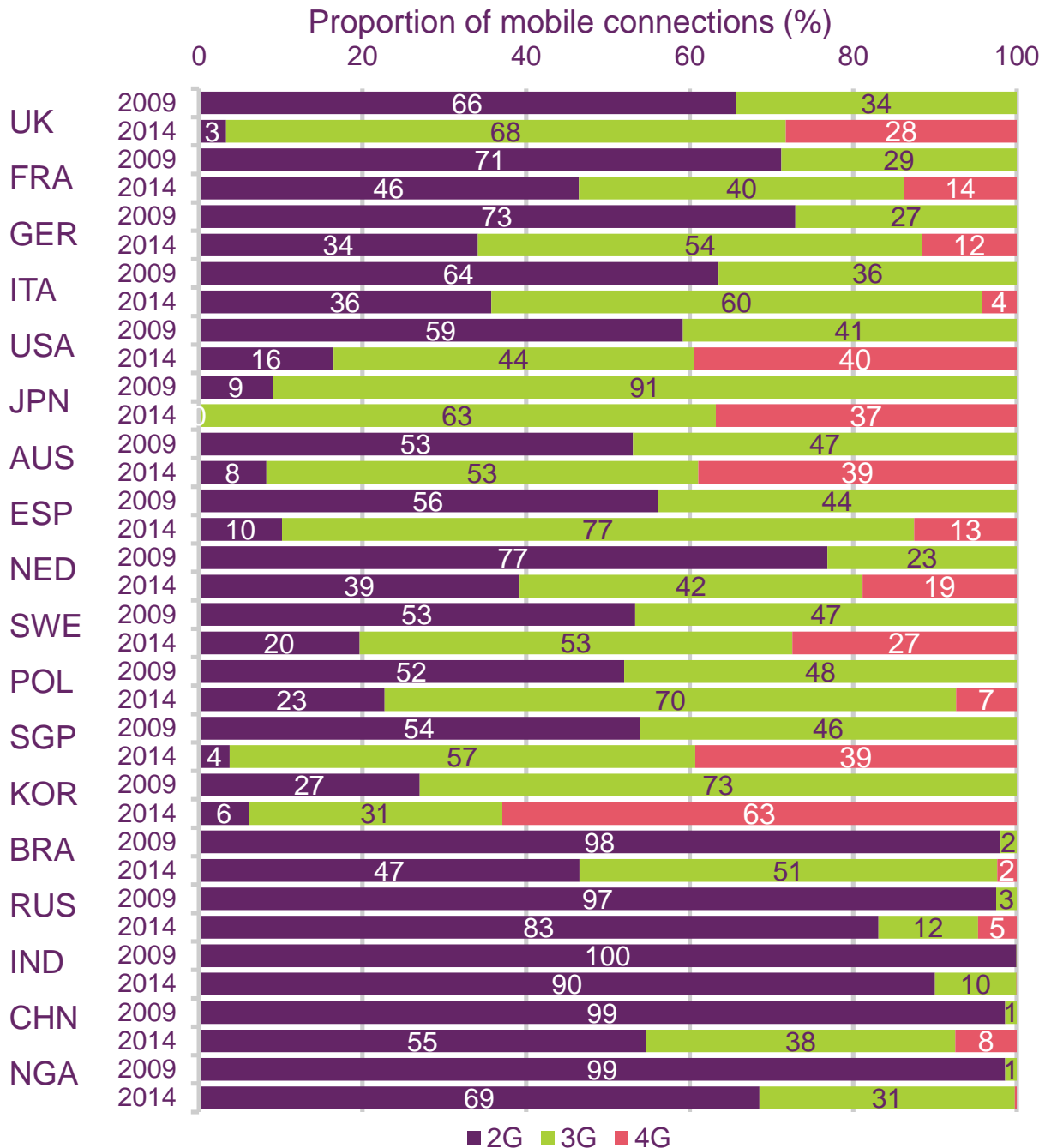


Source: IHS

Figure 1.34



Mobile connections by technology: 2009 and 2014



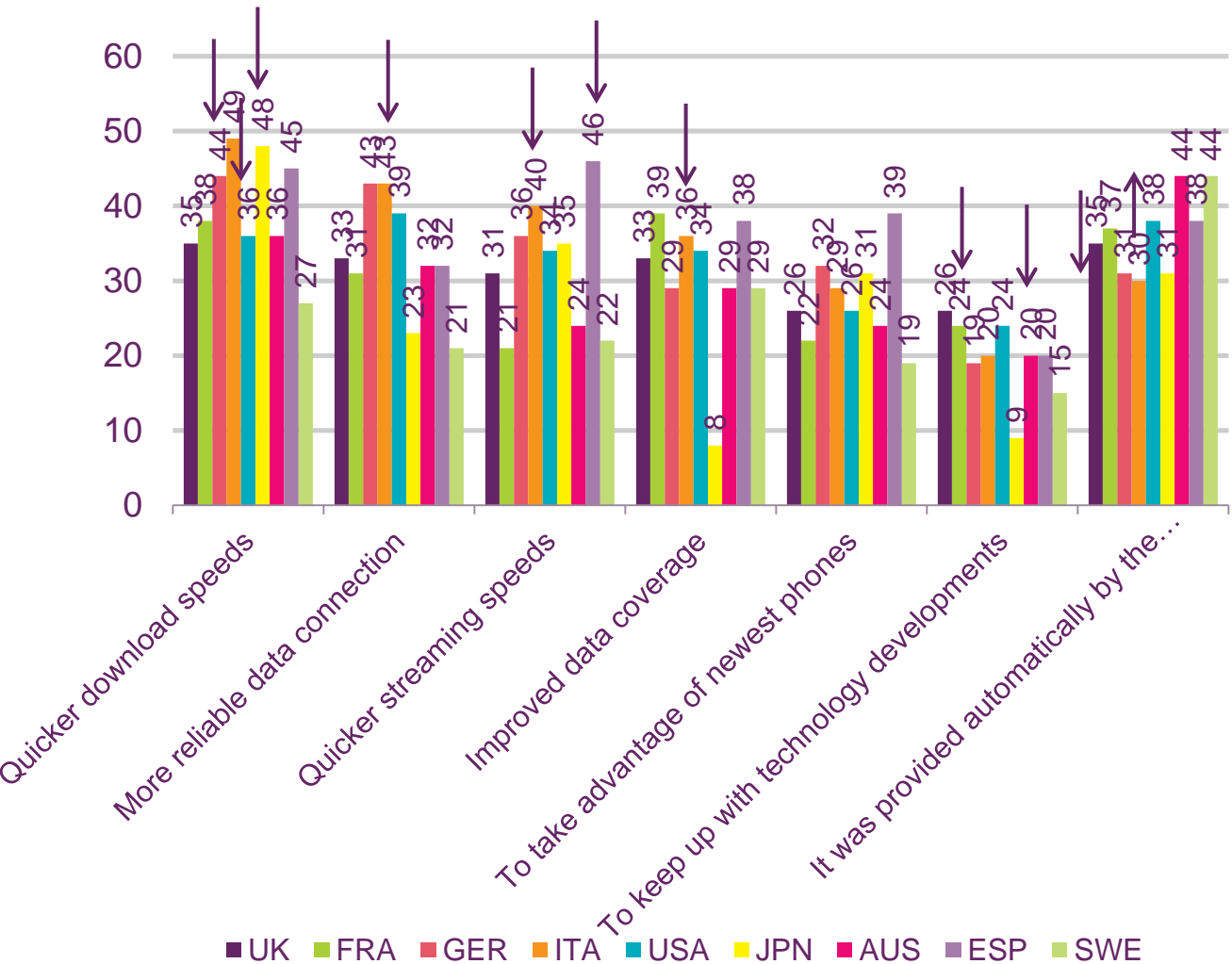
Source: IHS / industry data / Ofcom

Figure 1.35



Reasons for existing or future 4G users choosing to purchase 4G

Proportion (%) of respondents who have or are likely to get 4G

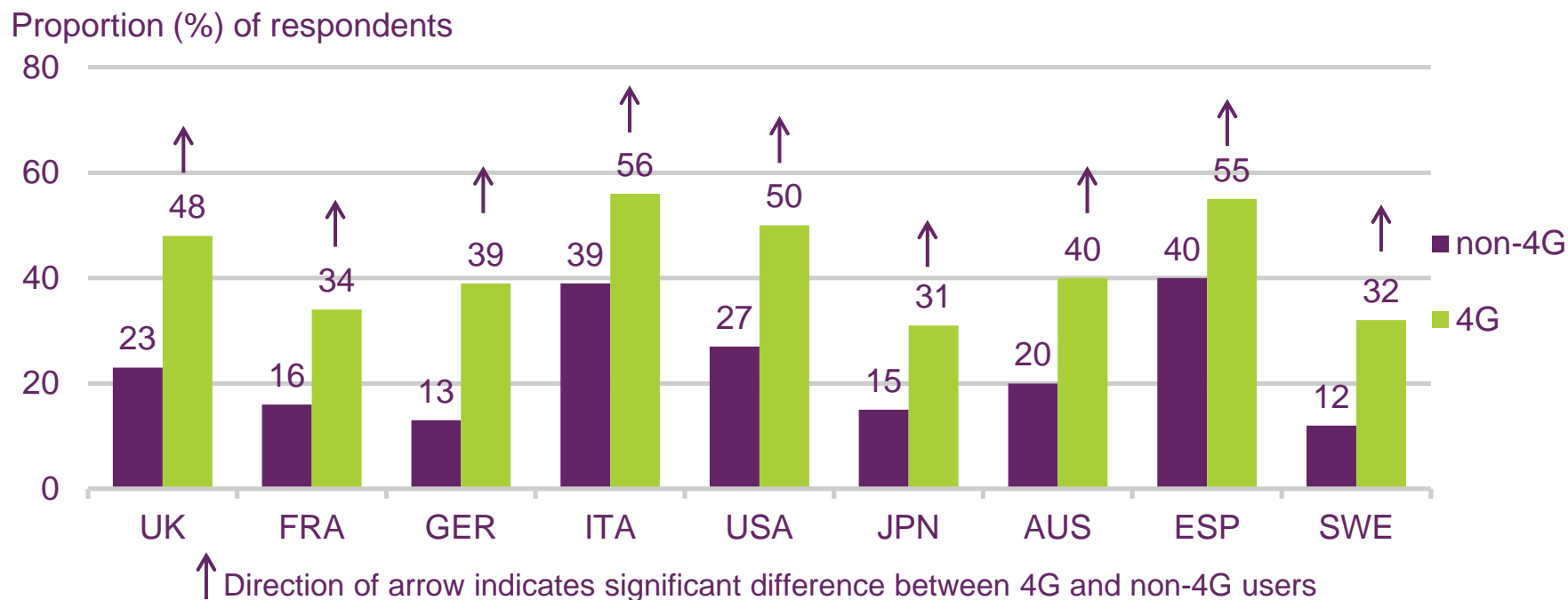


↑ Direction of arrow indicates a statistically significant difference compared to last year

Source: Ofcom consumer research September - October 2015
 Base: All respondents who have or are likely to get 4G/LTE contract, UK=455, FRA=442, GER=298, ITA=551, USA=532, JPN=326, AUS=513, ESP=563, SWE=520
 Q.23 You said that you have/ are likely to get a 4G service [in the next 12 months]. Which of the following are reasons why you got/ are likely to get a 4G contract?

Figure 1.36

Proportion of respondents video streaming/downloading on a mobile phone at least weekly, among 4G and non-4G users



Source: Ofcom consumer research September - October 2015

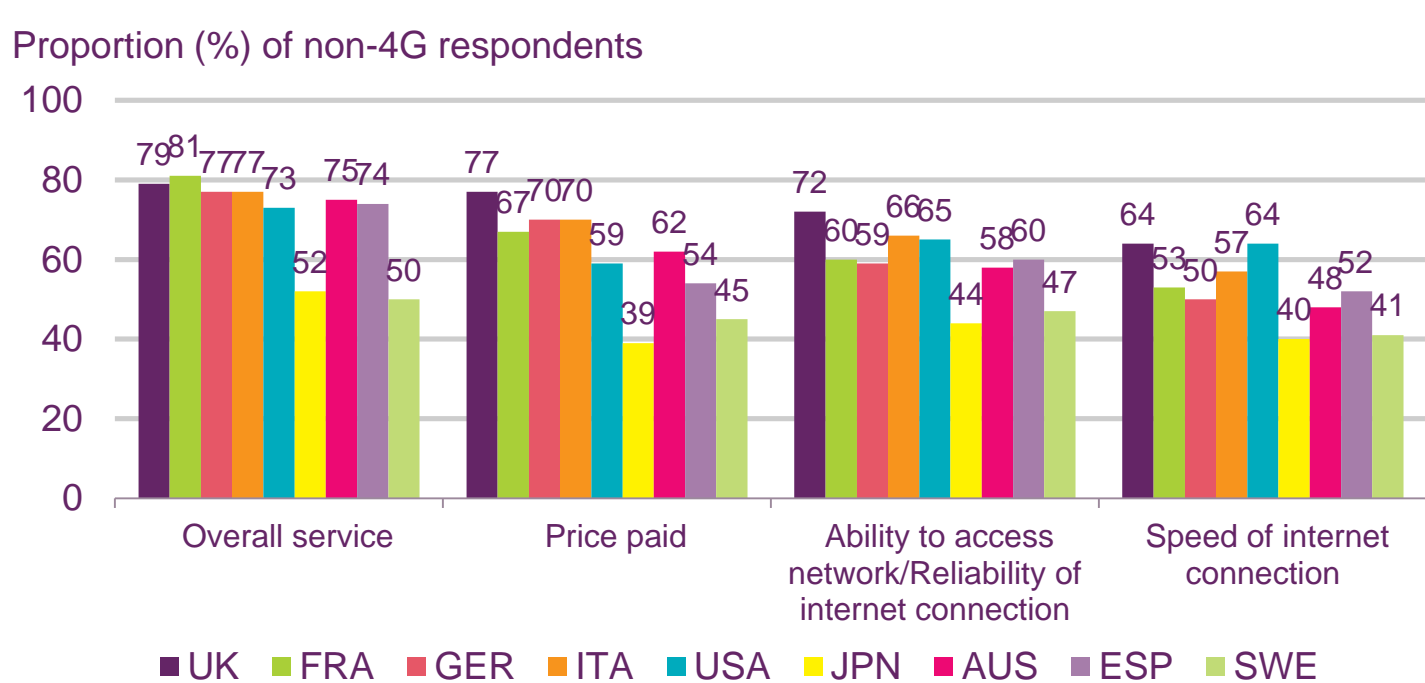
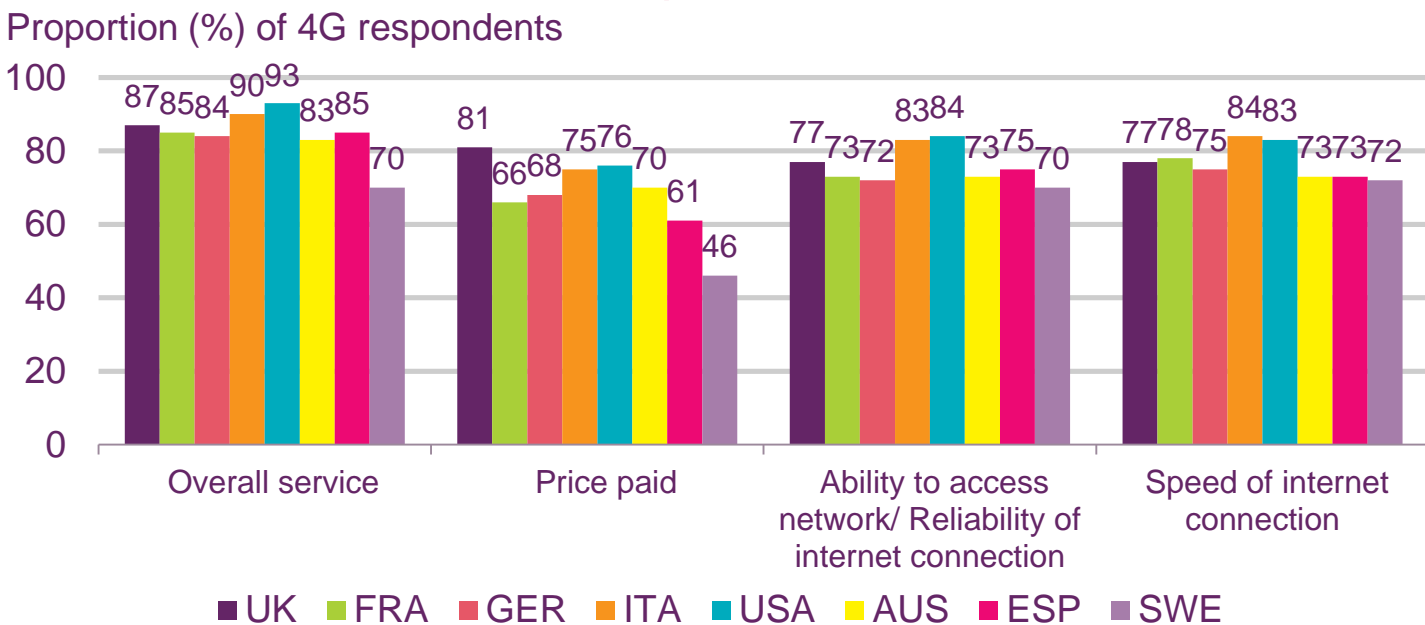
Base: All respondents who don't use 4G/ do use 4G on their phone, UK=631/284, FRA=607/274, GER=742/189, ITA=671/274, USA=427/357, JPN=595/235, AUS=482/342, ESP=615/308, SWE=527/391.

Q.22 Which of the following statements best describes your awareness and use of 4G? Q.27 How often, if at all, do you use your main mobile phone to do each of the following? <At least weekly>

Figure 1.37



Satisfaction with mobile phone services



Source: Ofcom consumer research September - October 2015
 Base: All respondents on a 4G network, UK=114, FRA=162, GER=95*, ITA=165, USA=131, JPN=77*, AUS=184, ESP=185, SWE=192. Base: All respondents not on a 4G network, UK=163, FRA=194, GER=228, ITA=381, USA=115, JPN=113, AUS=187, ESP=316, SWE=182. *Caution: bases under 100.
 Q.25 To what extent are you satisfied or dissatisfied with the following aspects of your mobile phone service?

Smartphone Societies

Figure 1.38

Background Context

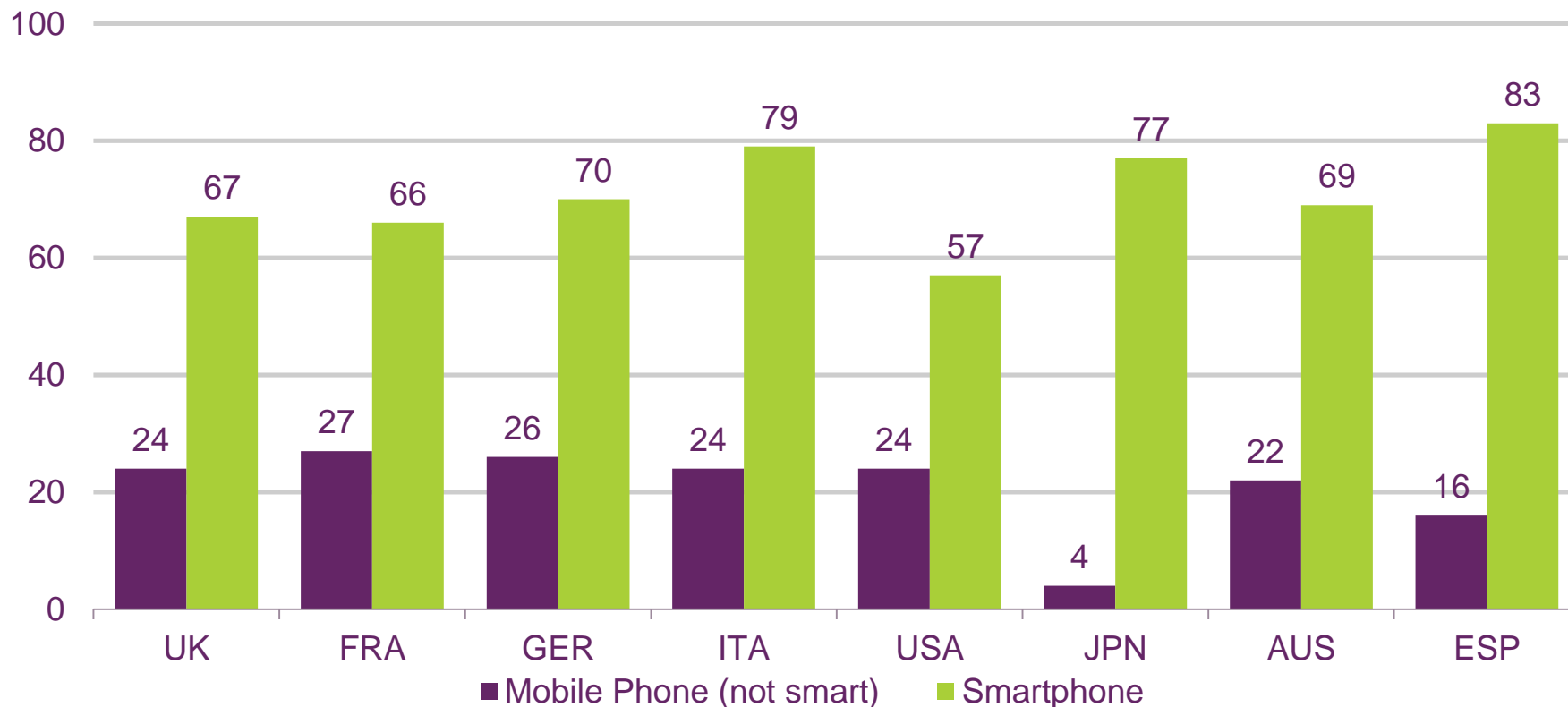
	UK	FRA	GER	ITA	USA	JPN	AUS	ESP
Mobile data connections per 100 population	87	67	64	71	104	124	114	77
Proportion of mobile data connections via handsets (%)	91	90	84	85	92	90	77	95
4G Availability (% population coverage of at least one operator)	84	75	92	77	98	99	87	76
4G as % of all mobile connections	28	14	12	4	40	37	39	13
Average mobile data volumes per person (Mbyte)	362	397	398	684	1771	1495	481	370
Fixed broadband connections per 100 population	37	40	35	23	30	39	29	28
Fixed voice connections per 100 population (incl managed VoIP)	61	60	45	37	41	45	38	40

Figure 1.39

Mobile and smartphone take up



Proportion (%) of respondents



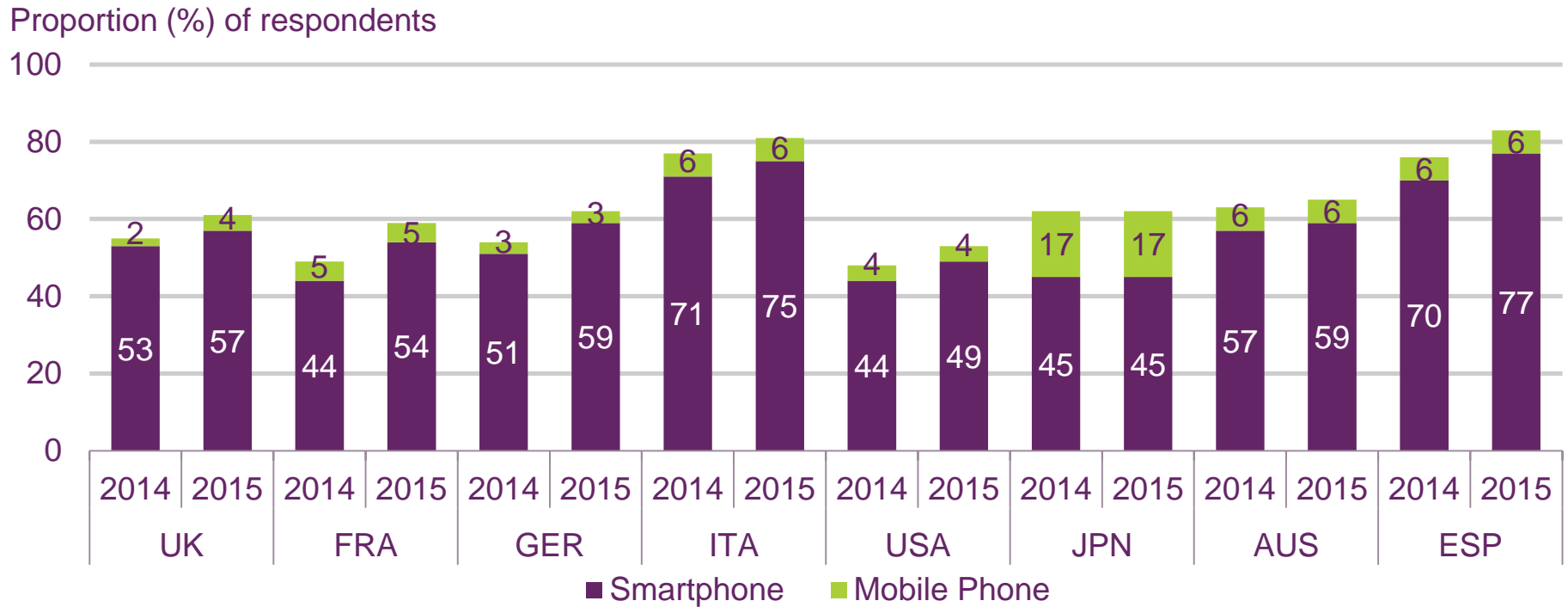
Source: Ofcom consumer research September - October 2015

Base: All respondents

Q.4a Which of the following devices do you personally use?

Figure 1.40

Use of smartphones and mobile phones to access the internet



Source: Ofcom consumer research October 2014 & September – October 2015

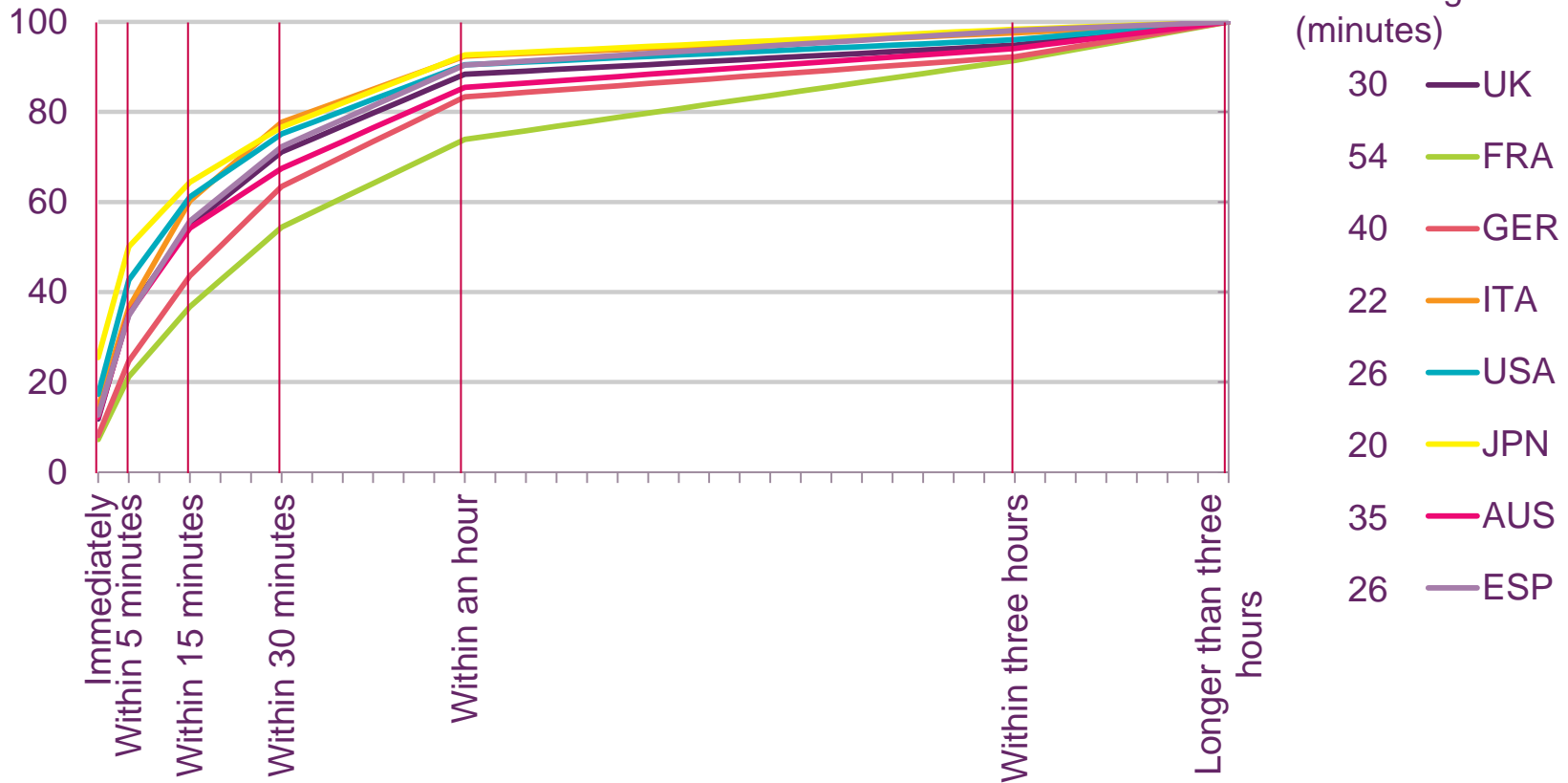
Base: All respondents, UK=1011, FRA=1027, GER=1006, ITA=1006, USA=1000, JPN=1003, AUS=1000, ESP=1002.

Q.7a Which of the following devices do you use to access the internet?

Figure 1.41

Checking smartphones at the start of the day

Cumulative smartphone owners (%)



Source: Deloitte Global Mobile Consumer Survey 2015

Q- Typically how long is the interval between you waking up and looking at your phone for the first time (not including turning off your phone's alarm clock)?

Base: All adults who own a smartphone, UK=3039, FRA=1407, GER=1491, ITA=1589, USA=1458, JPN=952, AUS=1582, ESP=1755

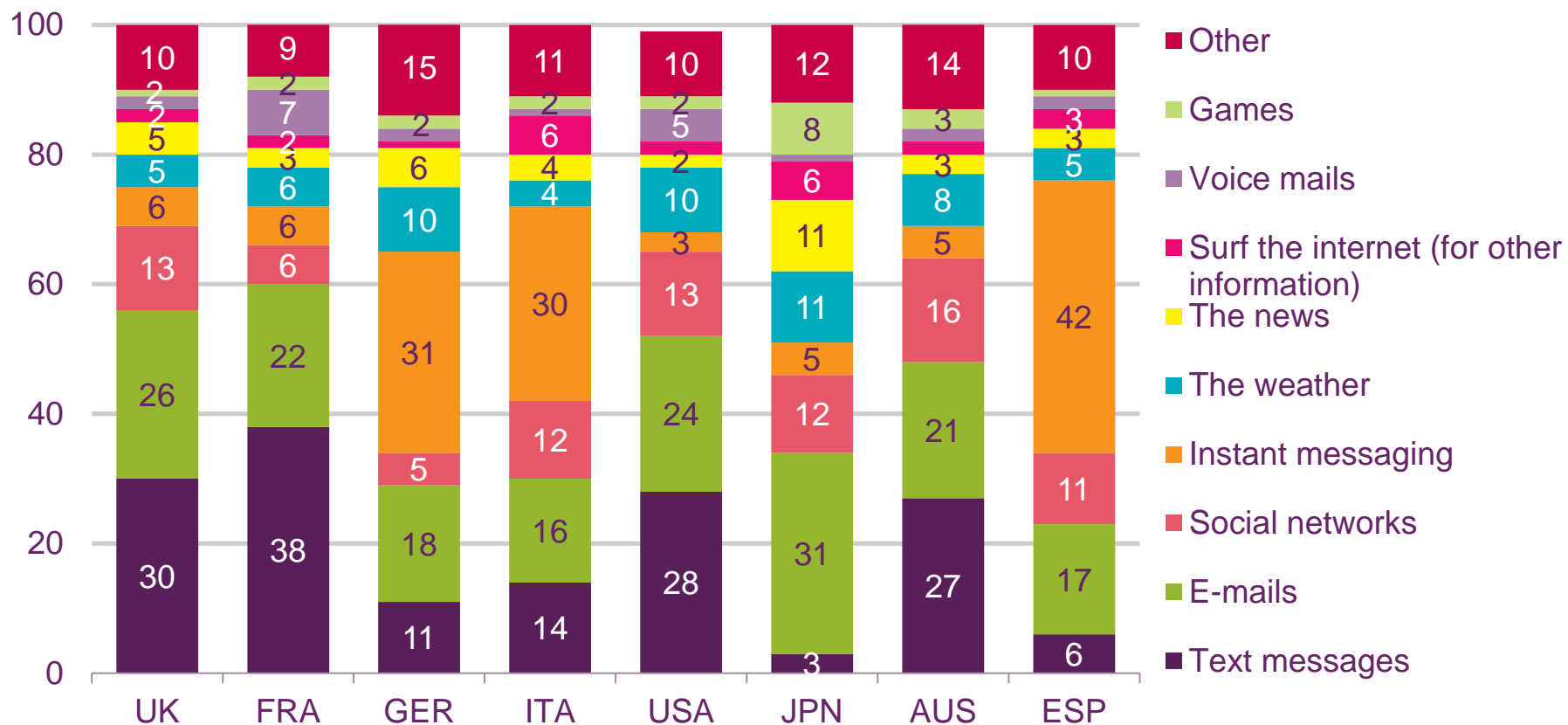
Note: Respondents who answered "don't know" have been excluded from this analysis

Figure 1.42



First application accessed in the morning

Smartphone owners (%)



Source: Deloitte Global Mobile Consumer Survey 2015

Q- Typically what is the first thing you access on your phone every day?

Base: All adults who own a smartphone, UK=3039, FRA=1407, GER=1491, ITA=1589, USA=1458, JPN=952, AUS=1582, ESP=1755

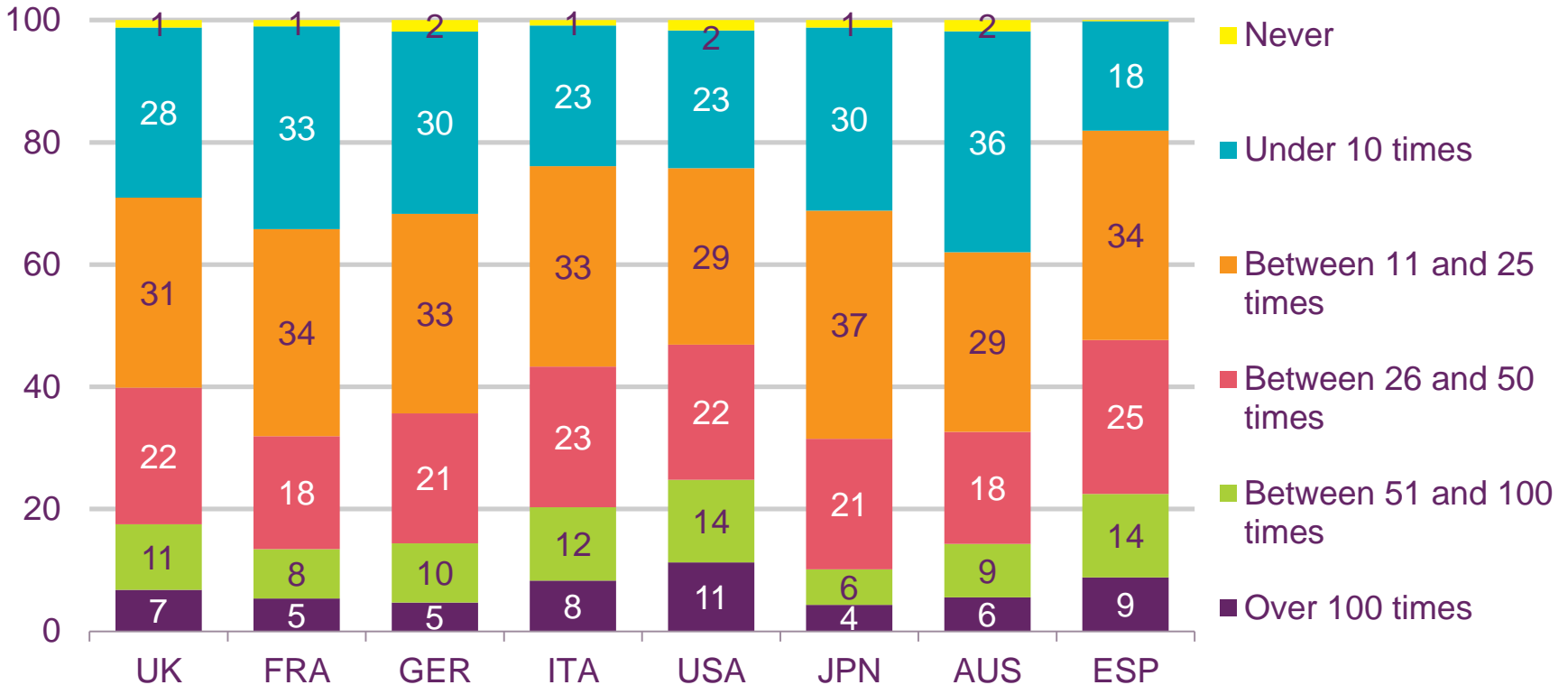
Note: Respondents who answered "don't know" have been excluded from this analysis

Figure 1.43

Frequency of checking smartphone



Smartphone owners (%)



Source: Deloitte Global Mobile Consumer Survey 2015

Q- How many times would you estimate you look at your phone in a day?

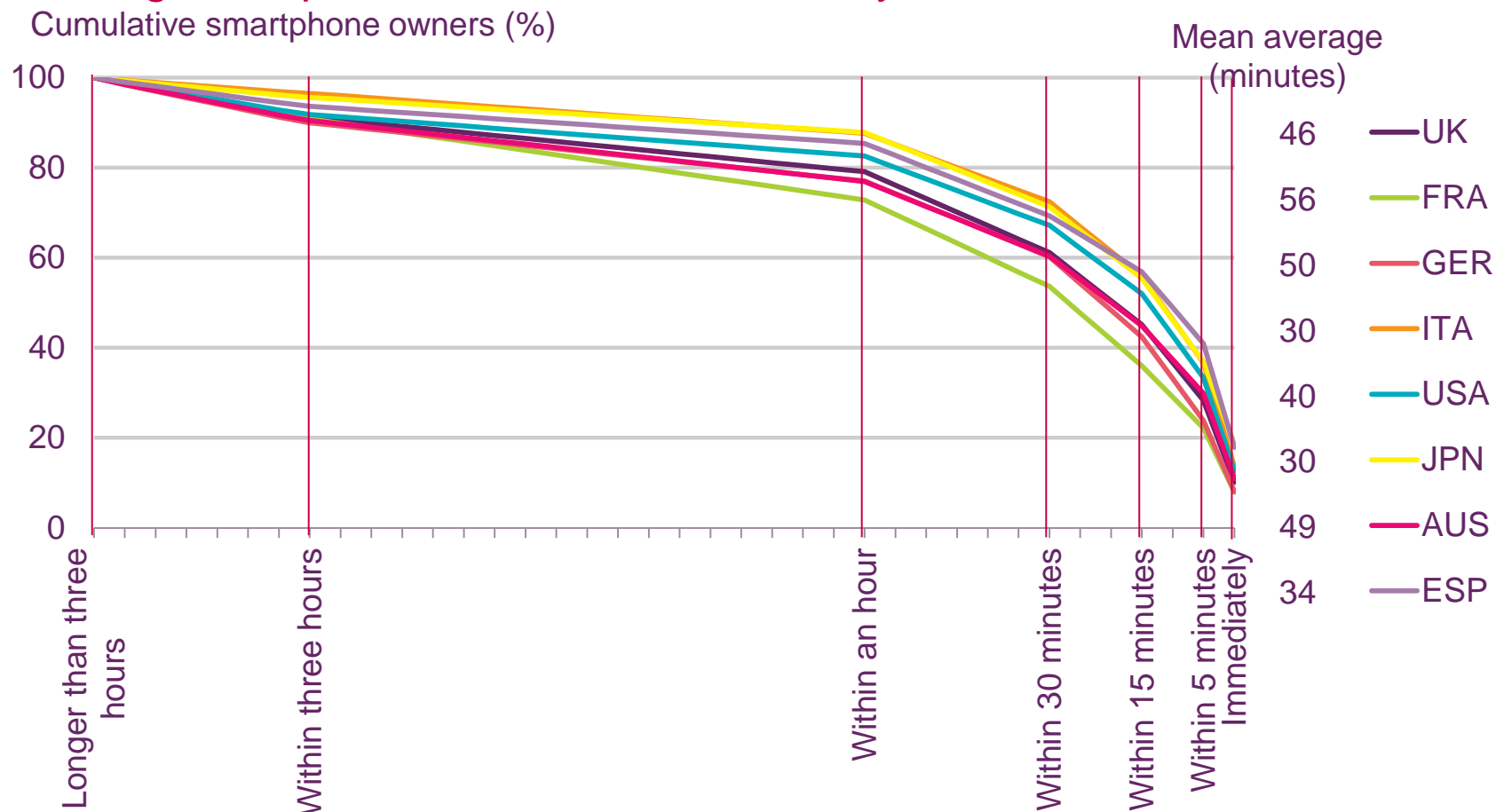
Base: All adults who own a smartphone, UK=3039, FRA=1407, GER=1491, ITA=1589, USA=1458, JPN=952, AUS=1582, ESP=1755

Note: Respondents who answered “don’t know” have been excluded from this analysis

Figure 1.44



Checking smartphones at the end of the day



Source: Deloitte Global Mobile Consumer Survey 2015

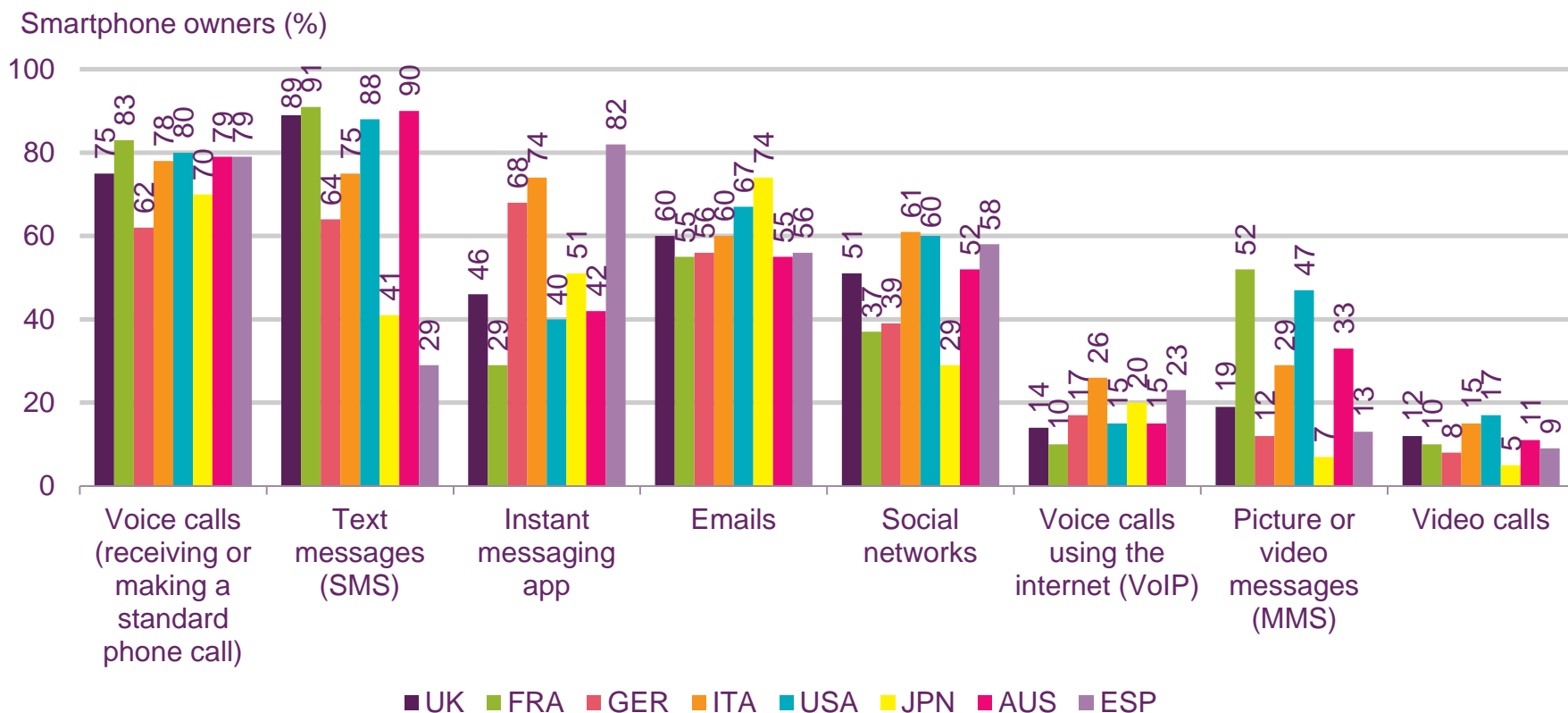
Q- At the end of the day, typically how long is the interval between you looking at your phone for the last time and preparing to sleep (not including setting the phone's alarm clock)?

Base: All adults who own a smartphone, UK=3039, FRA=1407, GER=1491, ITA=1589, USA=1458, JPN=952, AUS=1582, ESP=1755

Note: Respondents who answered "don't know" have been excluded from this analysis

Figure 1.45

Regular smartphone communication methods



Source: Deloitte Global Mobile Consumer Survey 2015

Q- In the last seven days, in which, if any, of the following ways did you use your phone to communicate with others?

Base: All adults who own a smartphone, UK=3039, FRA=1407, GER=1491, ITA=1589, USA=1458, JPN=952, AUS=1582, ESP=1755

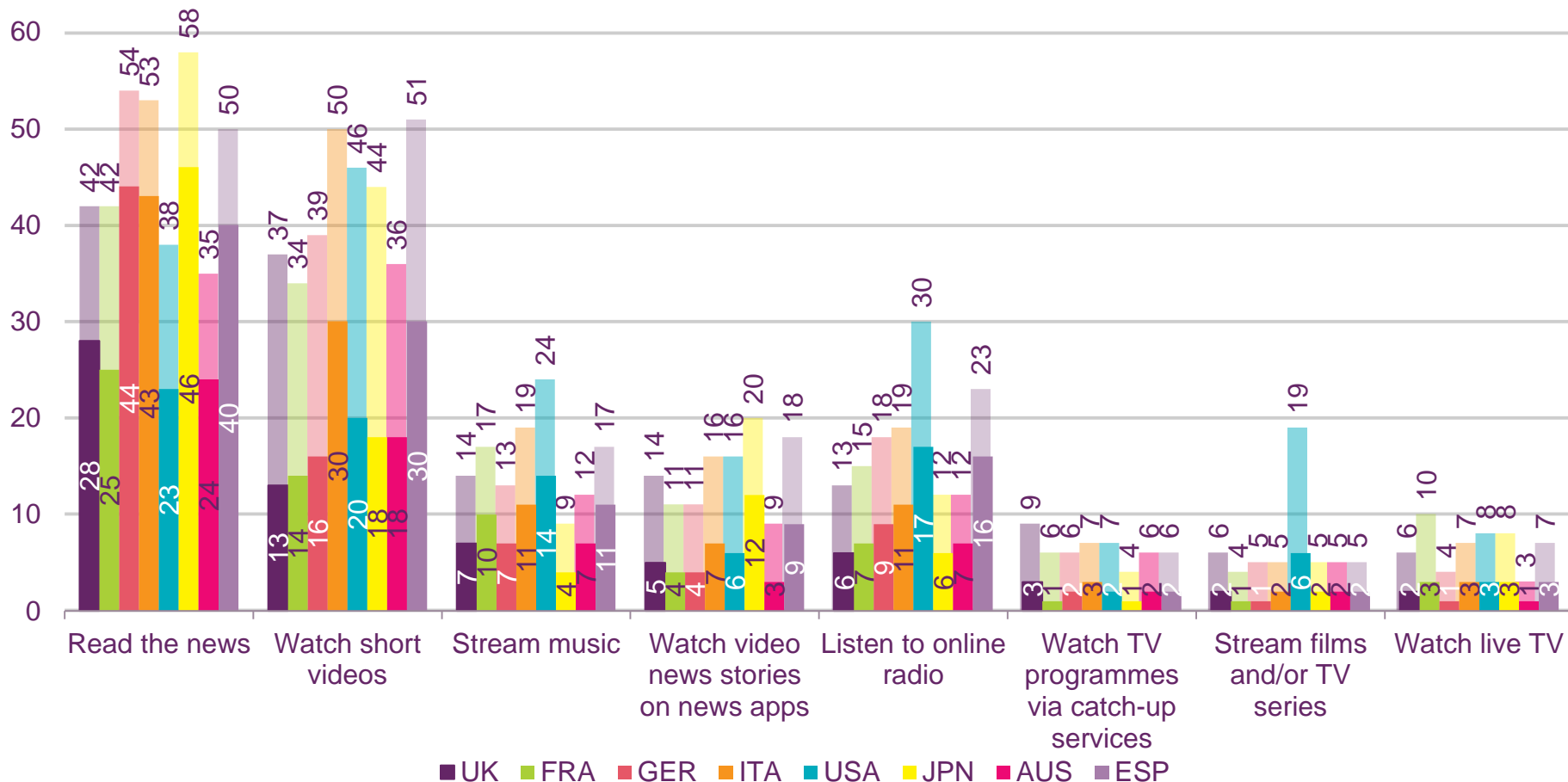
Figure 1.46



News and Entertainment use in general and out of the home

Smartphone owners (%)

Solid area depicts out of home use. Shaded area depicts total use



Source: Deloitte Global Mobile Consumer Survey 2015

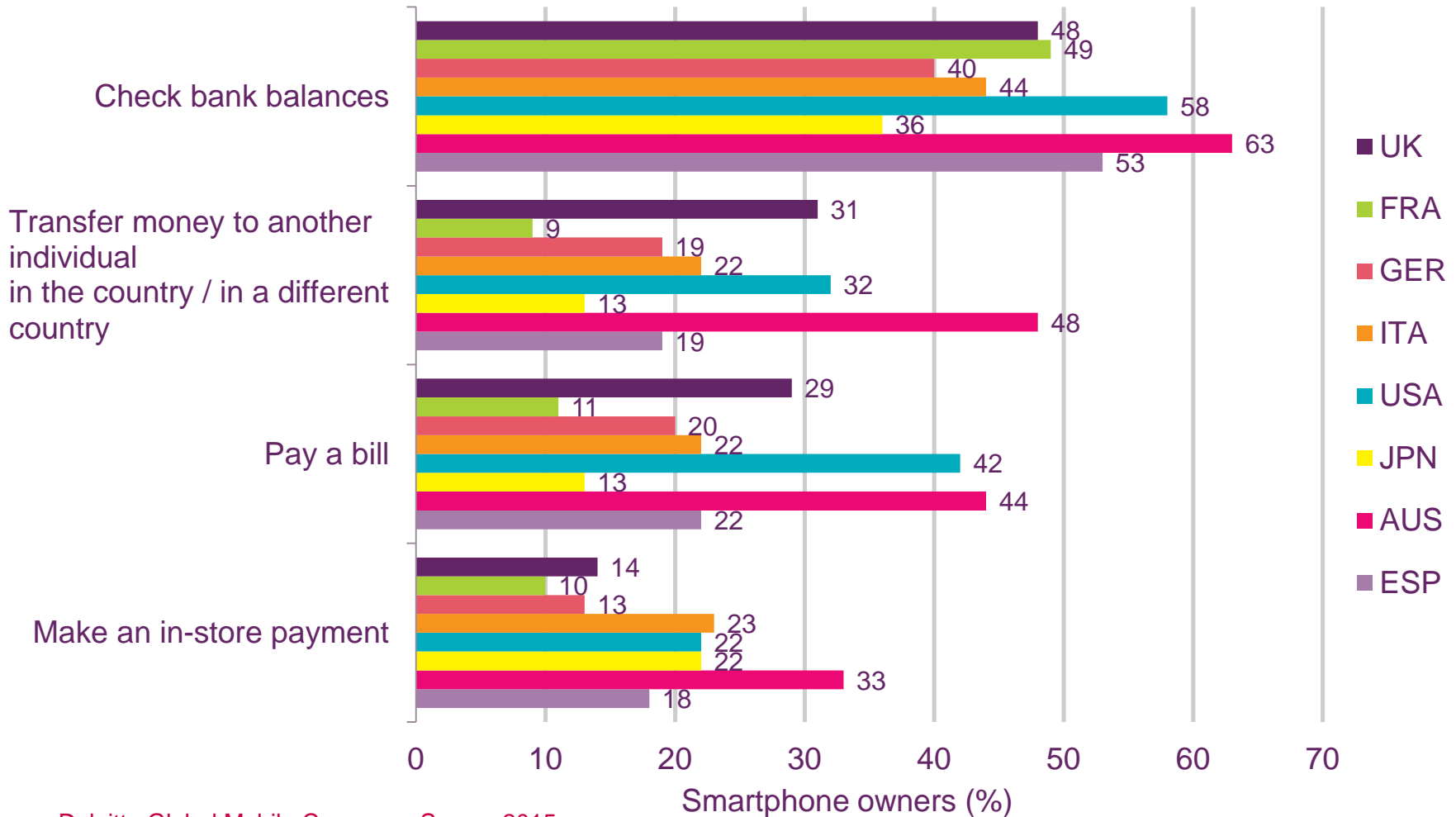
Q- For which, if any, of the following do you typically use your phone for?

Q- And for which, if any, of the following do you typically use your phone for while out and about?

Base: All adults who own a smartphone, UK=3039, FRA=1407, GER=1491, ITA=1589, USA=1458, JPN=952, AUS=1582, ESP=1755

Figure 1.47

Smartphones use in financial transactions



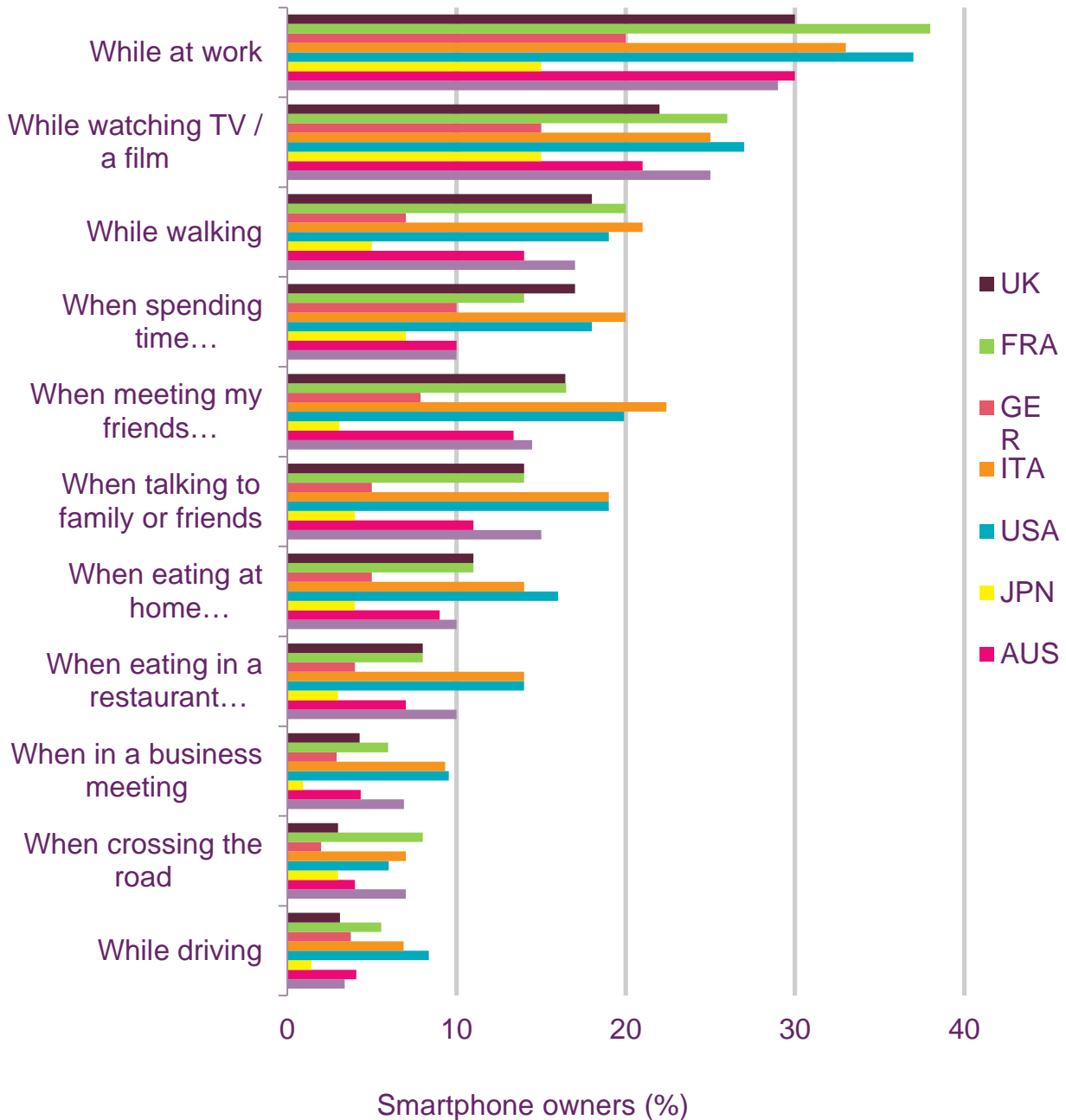
Source: Deloitte Global Mobile Consumer Survey 2015

Q- How frequently, if at all, do you use your phone to do at least one of these things? Chart shows net of 'ever'

Base: All adults who own a smartphone, UK=3039, FRA=1407, GER=1491, ITA=1589, USA=1458, JPN=952, AUS=1582, ESP=1755

Figure 1.48

Using a smartphone during other activities



Smartphone owners (%)

Source: Deloitte Global Mobile Consumer Survey 2015

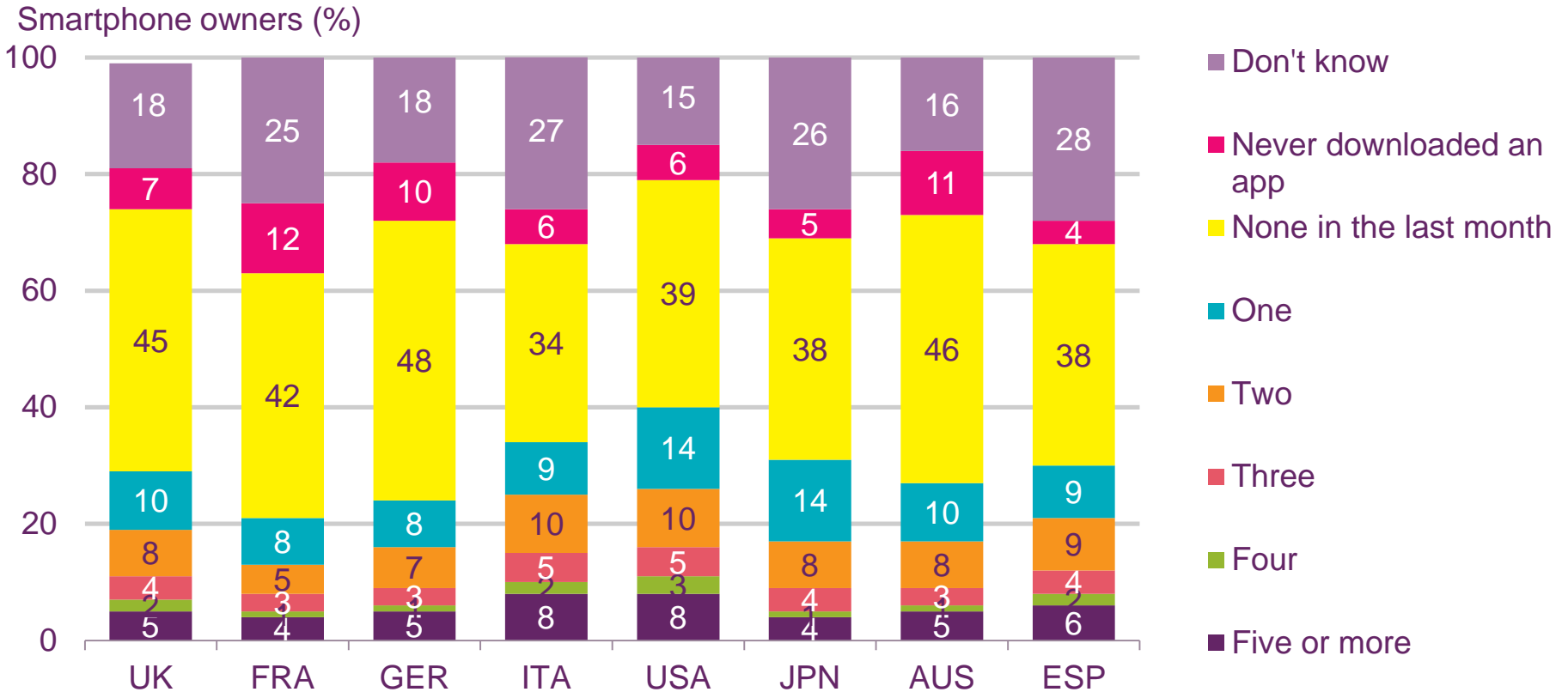
Q- How often, if at all, do you use your mobile phone while doing the following?

Chart shows answers 'almost always' and 'very often'

Base: All adults who have a smartphone

Figure 1.49

Number of apps downloaded per month



Source: Deloitte Global Mobile Consumer Survey 2015
 Q- How many apps do you download on your phone in a typical month?
 Base: All adults who have a smartphone

Figure 1.50



Most commonly downloaded apps on Google Play

	1	2	3	4	5
UK	Facebook	Heroes of the Alpha Arena	WhatsApp Messenger	Messenger	Google Photos
FRA	Facebook	Messenger	Snapchat	Google Photos	WhatsApp Messenger
GER	WhatsApp Messenger	Facebook	360 Security	Messenger	Heroes X Mortals: Kriegsarena
ITA	WhatsApp Messenger	Facebook	Messenger	360 Security	COOKING MAMA
USA	Messenger	Google Photos	Facebook	360 Security	Pandora Radio
JPN	RPG Iruna Senki online ¹	Collect the real battleship empire ²	Battered hero – battle game ³	Yahoo! Browser ⁴	Clash of Kings
AUS	Facebook	Messenger	Google Photos	Golden Lion Slots	Instagram
ESP	WhatsApp Messenger	Facebook	Messenger	Google Photos	64 Games

Source: App Annie Top App Charts Aug 31, 2015.

Translation notes: 1. イルーナ戦記オンライン 2. 戦艦帝国-200艘の实在戦艦を集めろ 3. 連打英雄—指1本で楽しめる爽快バトルゲーム 4. Yahoo!ブラウザ

Figure 1.51

Most commonly downloaded apps on iPhone

	1	2	3	4	5
UK	Happy Wheels	WhatsApp Messenger	The Walking Dead: Road to Survival	Messenger	Facebook
FRA	The Walking Dead: Road to Survival	Happy Wheels	WhatsApp Messenger	Messenger	iMusic Pro
GER	Happy Wheels	WhatsApp Messenger	The Walking Dead: Road to Survival	iMusic Pro	Messenger
ITA	Happy Wheels	WhatsApp Messenger	Messenger	Layout from Instagram	Jusapp – Prank Calls
USA	Happy Wheels	The Walking Dead: Road to Survival	Messenger	Facebook	Instagram
JPN	Happy Wheels	Pokemon Shuffle Mobile	Pirates of war ¹	SUUMO	LINE
AUS	Happy Wheels	Messenger	Layout from Instagram	Facebook	Instagram
ESP	WhatsApp Messenger	Layout from Instagram	Messenger	Instagram	Facebook

Source: App Annie Top App Charts Aug 31, 2015.

Translation notes: 1. 戦の海賊

News Story

Figure 1.52



Levels of interest in types of news

	UK	FRA	GER	ITA	US	JPN	AUS	IRE	ESP	DEN
News about the country	72%	65%	67%	56%	57%	55%	62%	59%	63%	64%
International news	51%	59%	70%	49%	46%	46%	75%	64%	53%	66%
Local news about my town or city	44%	33%	41%	44%	52%	22%	41%	42%	34%	38%
News about my region	37%	40%	54%	35%	28%	26%	29%	29%	41%	25%
Business and financial news	20%	14%	12%	15%	19%	25%	28%	27%	15%	26%
News about the economy	37%	32%	29%	30%	41%	45%	35%	42%	40%	34%
Entertainment and celebrity news	16%	9%	13%	16%	13%	29%	20%	21%	7%	9%
Fun/weird news	14%	12%	12%	19%	17%	18%	15%	18%	16%	18%
Health news	27%	27%	22%	33%	28%	31%	26%	30%	32%	25%
Education news	12%	14%	12%	14%	15%	11%	11%	13%	25%	12%
Arts and culture news	11%	15%	8%	26%	10%	18%	11%	13%	21%	15%
Sports news	30%	21%	28%	30%	21%	32%	29%	33%	30%	28%
News about the country's politics	41%	46%	50%	46%	47%	47%	28%	32%	46%	46%
Science and technology news	24%	23%	25%	35%	28%	26%	28%	27%	31%	33%

Source: Reuters Institute / YouGov research Jan/Feb 2015

Base: total sample in each country

Q2: Which of the following types of news is most important to you? Choose up to five.

Figure 1.53

Starting points for online news consumption, by country

	UK	FRA	GER	ITA	US	JPN	AUS	IRE	ESP	DEN
Direct to news brand	52%	27%	26%	20%	36%	15%	33%	44%	36%	54%
Search	32%	40%	45%	66%	40%	54%	49%	46%	54%	29%
Social media	28%	21%	20%	33%	35%	14%	41%	36%	35%	38%
Email	10%	21%	15%	17%	25%	15%	20%	9%	14%	24%
Mobile notifications/alerts	10%	14%	9%	7%	13%	7%	9%	9%	8%	9%

Source: Reuters Institute / YouGov research Jan/Feb 2015

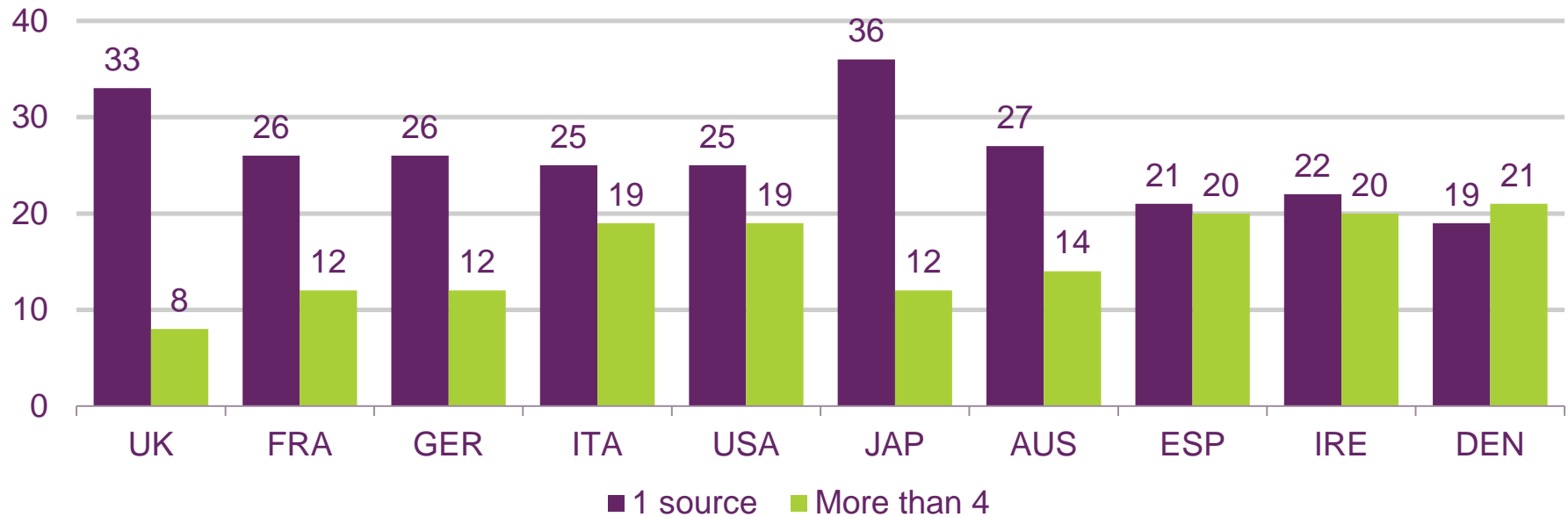
Base: Total sample in each country

Q10: Thinking about how you got news online in the last week, which were the ways in which you came across news stories? Please select all that apply

Figure 1.54

Number of online sources by country

Proportion (%) of respondents



Source: Reuters Institute / YouGov research Jan/Feb 2015

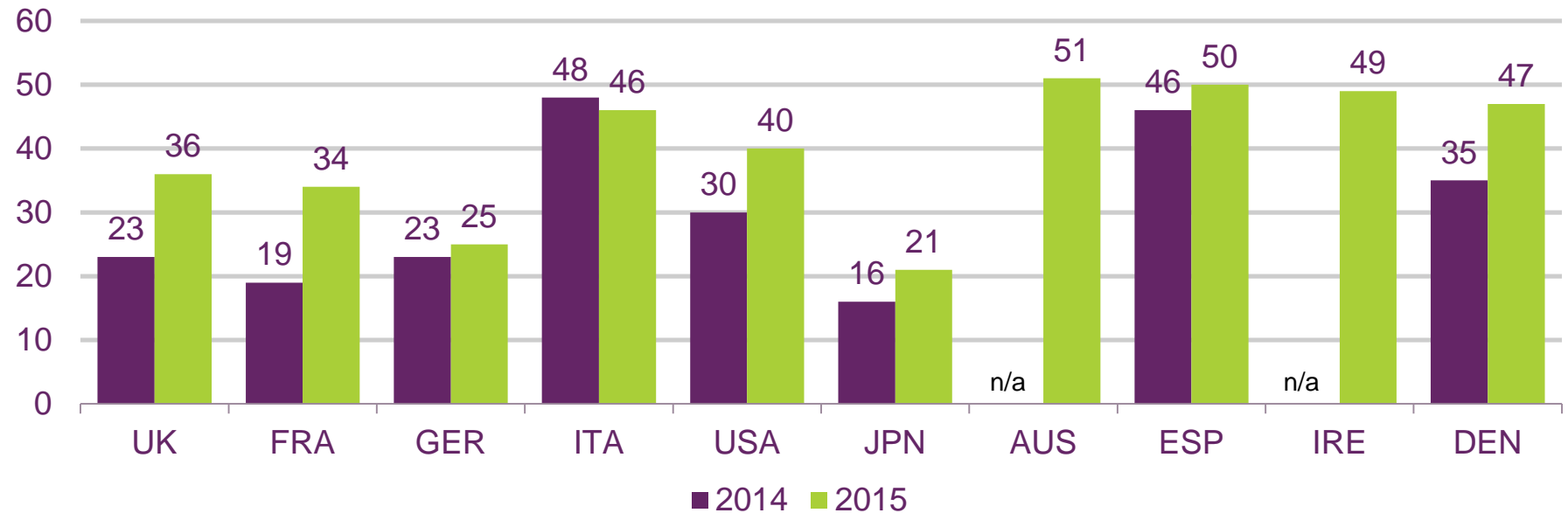
Base: Total sample in each country

Q5b: Which, if any, of the following have you used to access news in the last week? Please select all that apply

Figure 1.55

Social media as a source of news, by country

Proportion (%) of respondents



Source: Reuters Institute / YouGov research Jan/Feb 2015

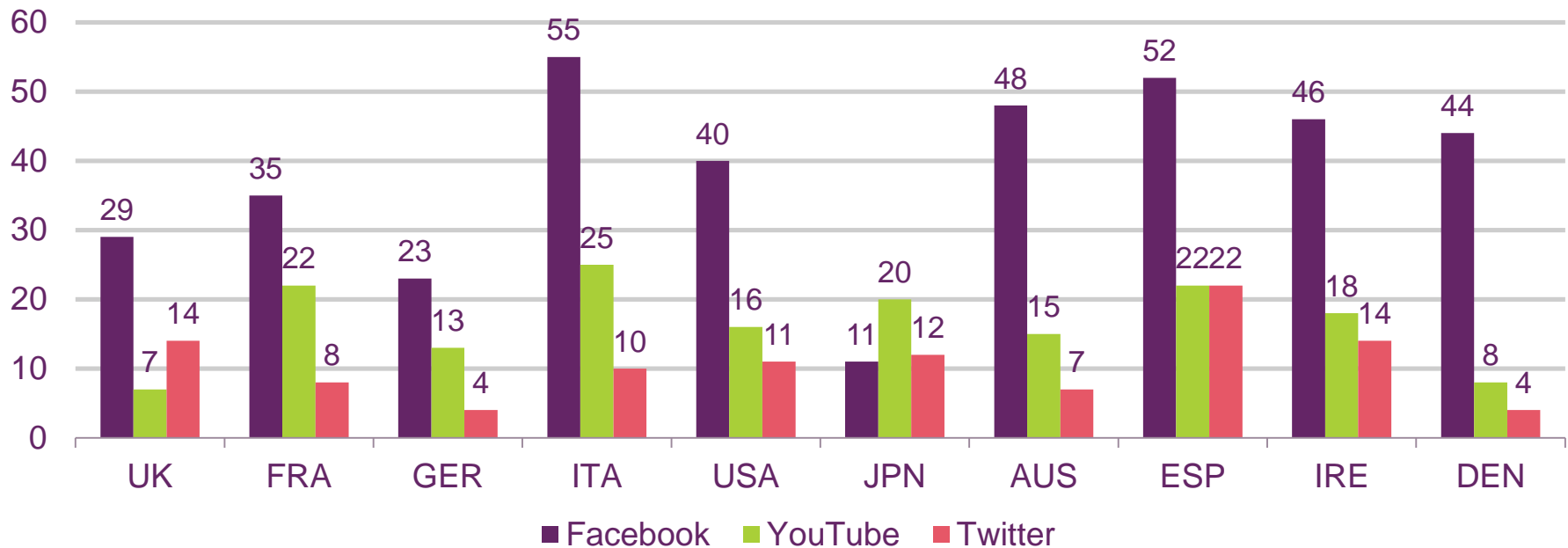
Base: Total sample in each country

Q3: Which, if any, of the following have you used in the last week as a source of news? Please select all that apply

Figure 1.56

Top three social networks by country

Proportion (%) of respondents



Source: Reuters Institute / YouGov research Jan/Feb 2015

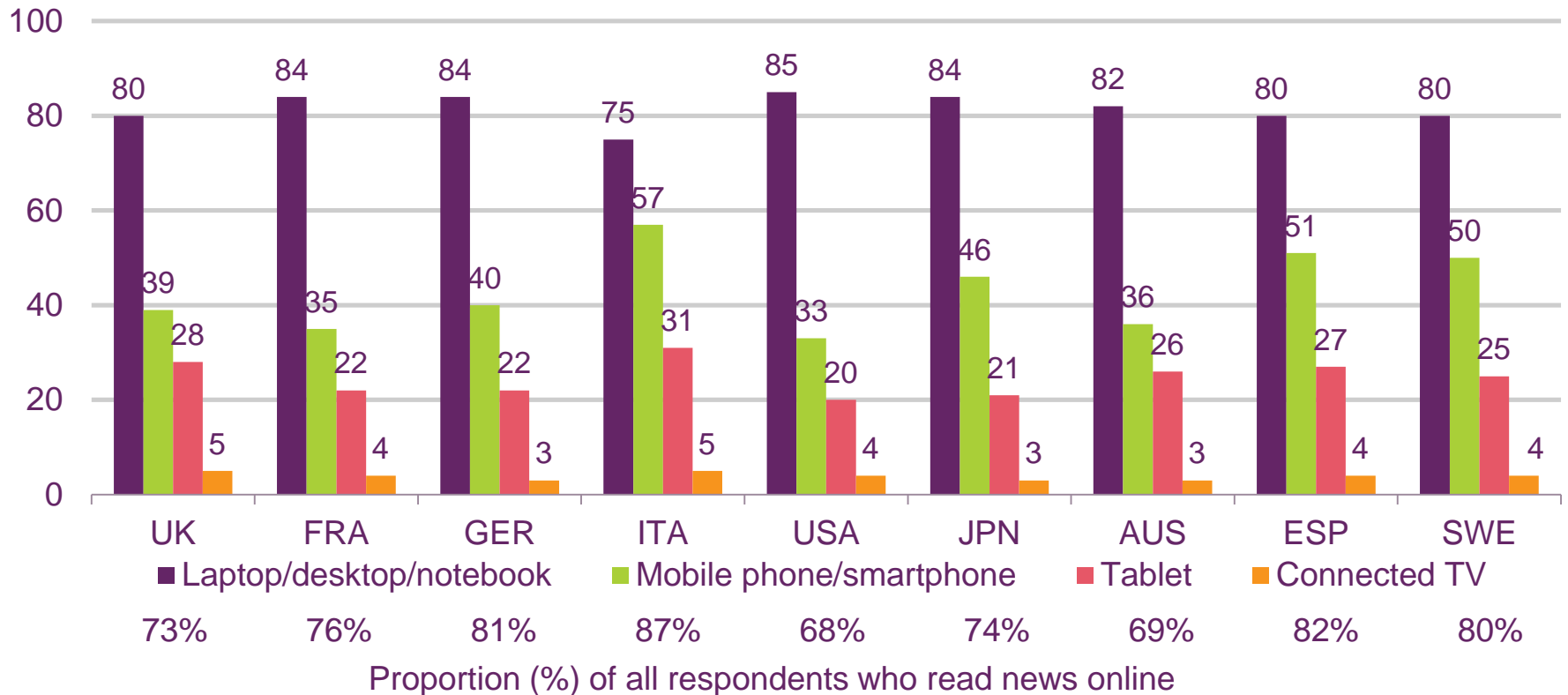
Base: Total sample in each country

Q12b: Which, if any, of the following have you used for reading, watching, sharing or discussing news in the last week?

Figure 1.57

Devices used for reading news online

Proportion (%) of respondents who access internet to read news online



Source: Ofcom consumer research September - October 2015

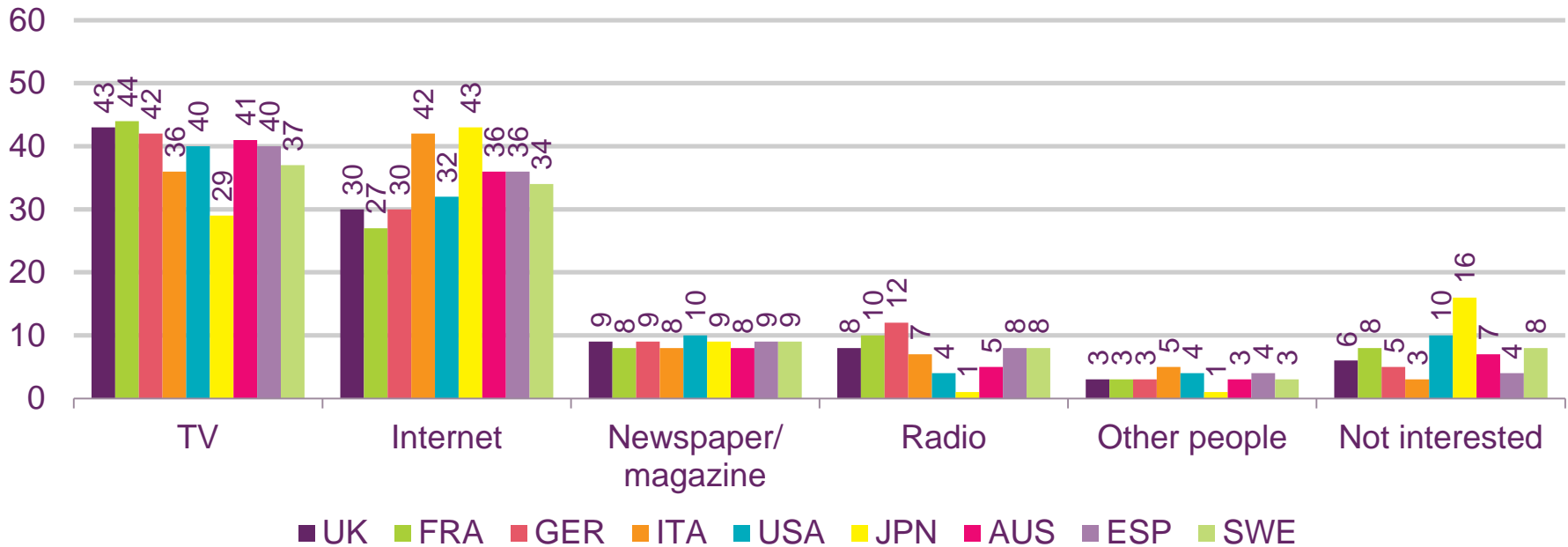
Base: All respondents who read news online, UK= 734, FRA= 759, GER=812, ITA= 868, USA= 686, JPN= 743, AUS= 686, ESP= 819 SWE= 804

Q.9a Which, if any, of the following internet activities do you use each of your devices for: reading news online?

Figure 1.58

Main source of international news

Proportion (%) of all respondents



Source: Ofcom consumer research September - October 2015

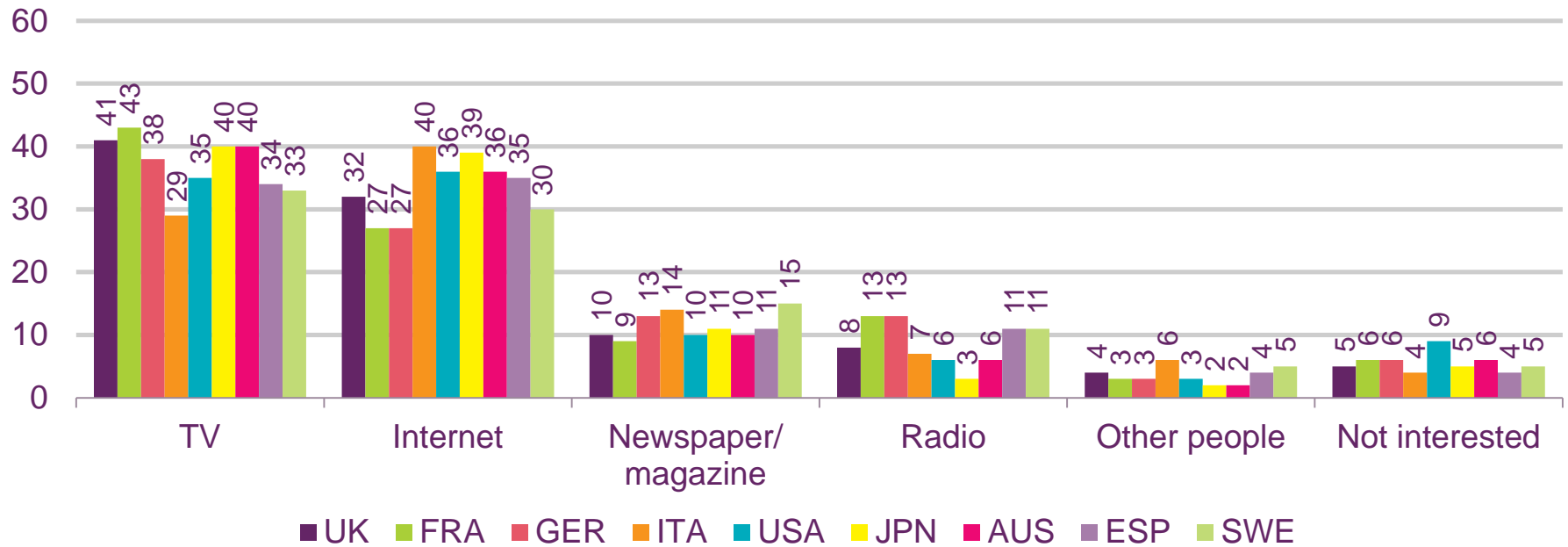
Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004

Q.11 Which, if any, is your main source for the following information? International News

Figure 1.59

Main source of national news

Proportion (%) of all respondents



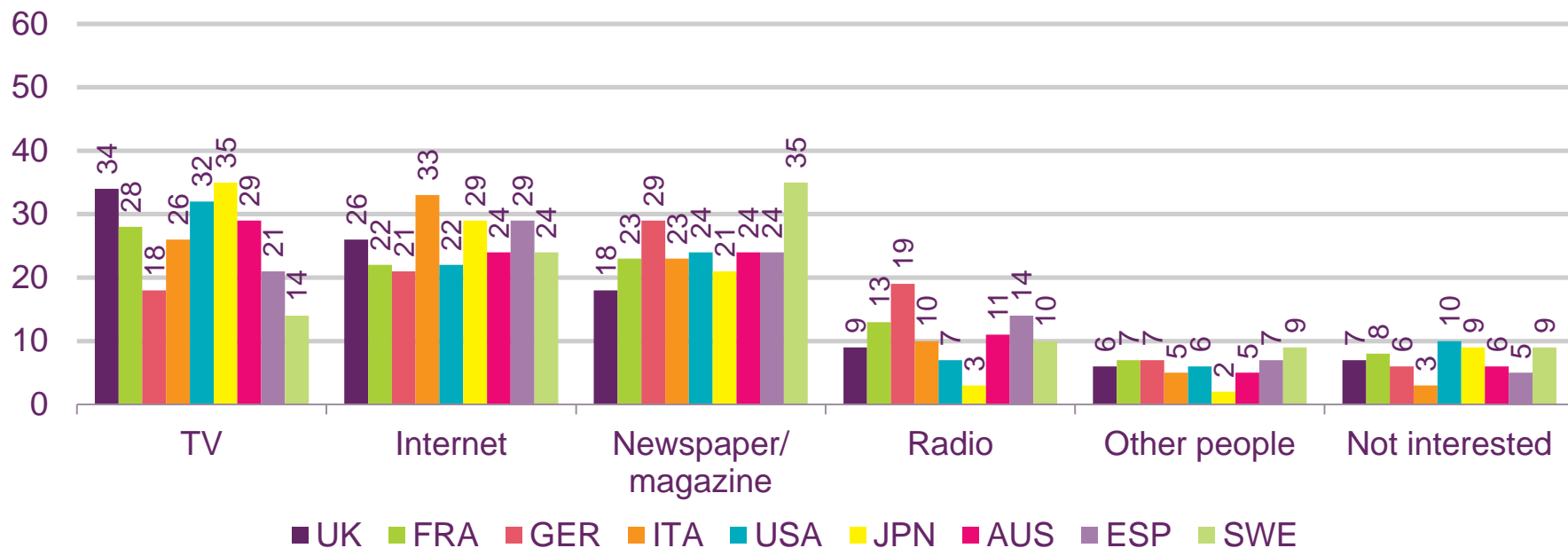
Source: Ofcom consumer research September - October 2015
 Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004
 Q.11 Which, if any, is your main source for the following information? National News

Figure 1.60

Main source of regional/local news



Proportion (%) of all respondents



Source: Ofcom consumer research September – October 2015

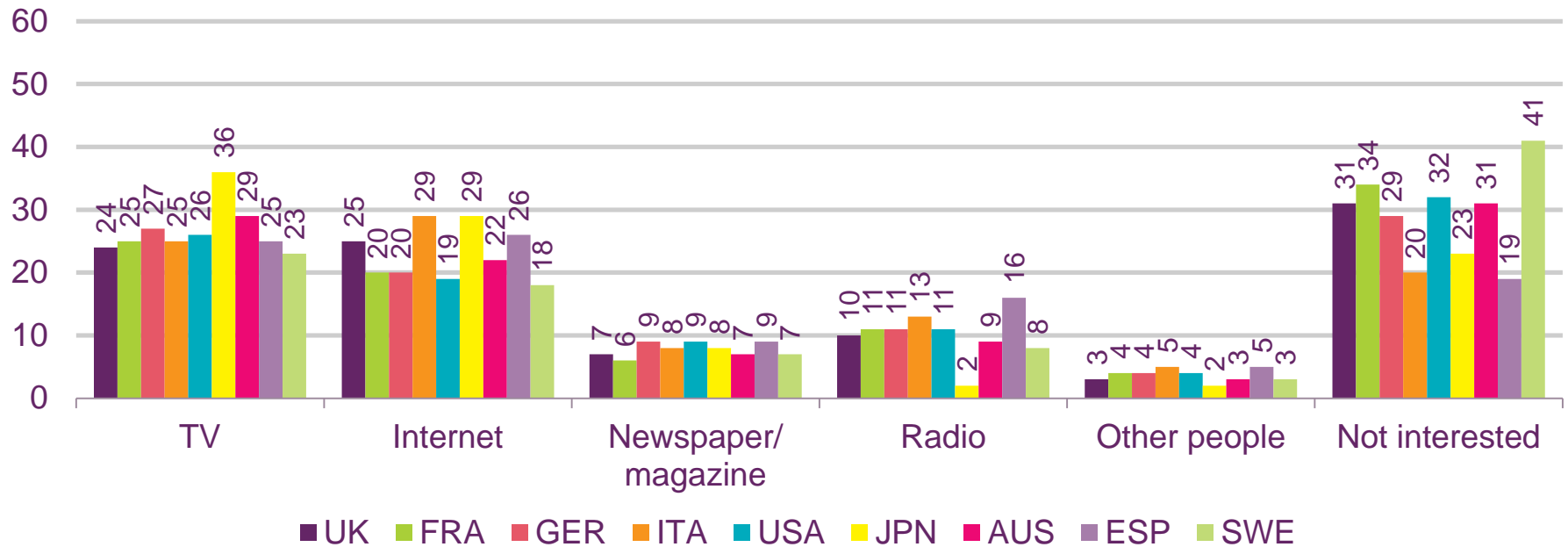
Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004

Q.11 Which, if any, is your main source for the following information? Regional / local News

Figure 1.61

Main source of sports news

Proportion (%) of all respondents



Source: Ofcom consumer research September - October 2015

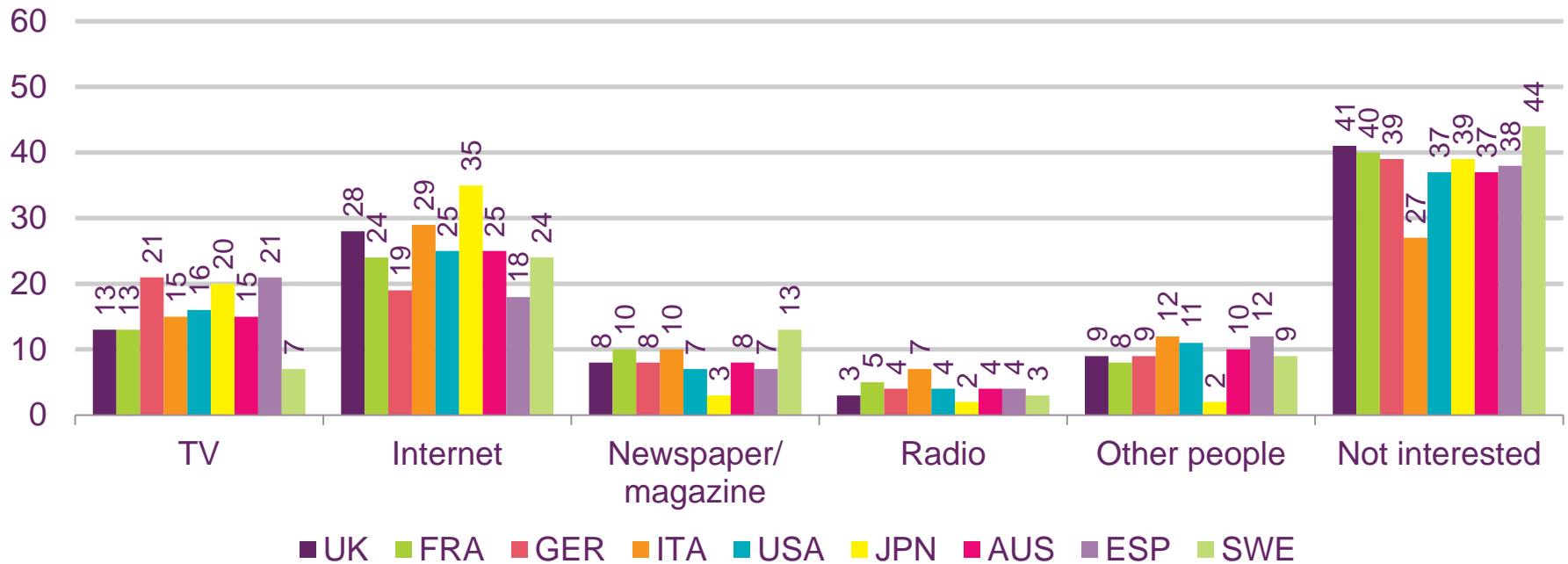
Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004

Q.11 Which, if any, is your main source for the following information? Sports news

Figure 1.62

Main source of celebrity news/gossip

Proportion (%) of all respondents



Source: Ofcom consumer research September - October 2015

Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004

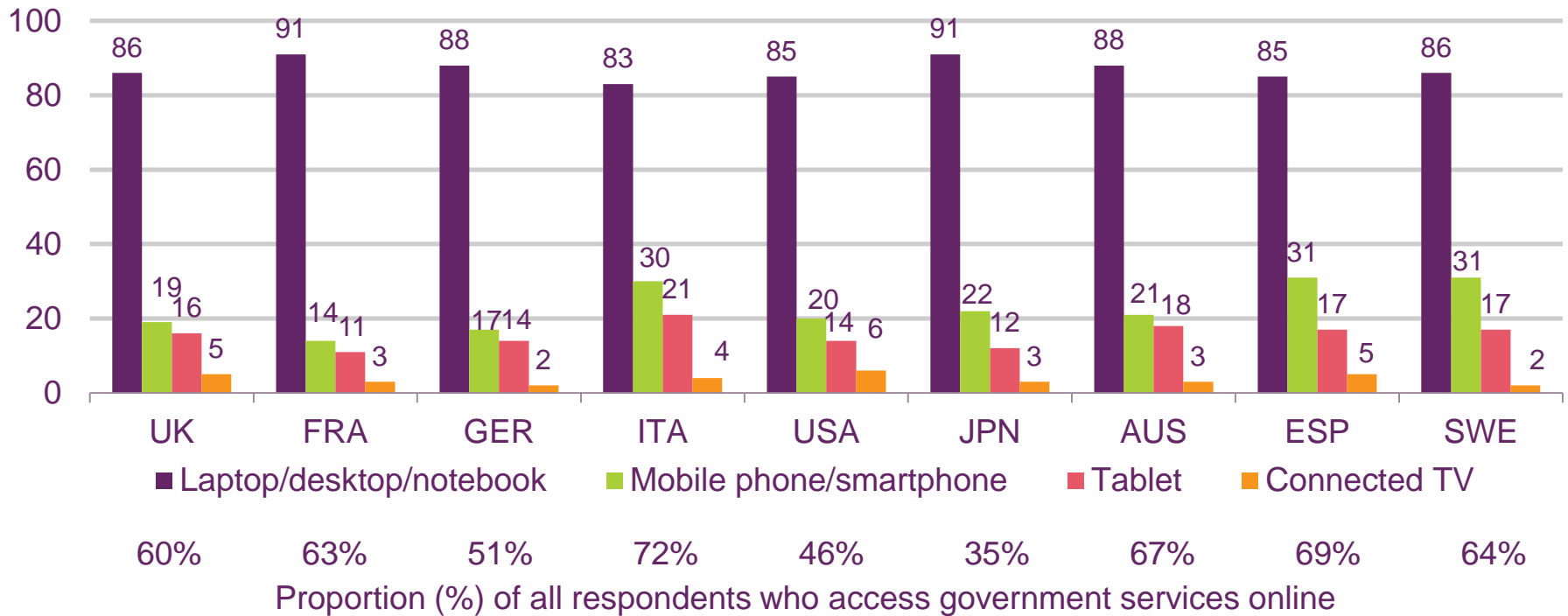
Q.11 Which, if any, is your main source for the following information? Celebrity news / gossip

Media Lit Story

Figure 1.63

Devices used to access government services

Proportion (%) of respondents who access government services over the internet



Source: Ofcom consumer research September - October 2015

Base: All respondents who access government services online, UK= 608, FRA= 631, GER=516, ITA= 719, USA= 467, JPN= 352, AUS= 667, ESP= 691, SWE= 638

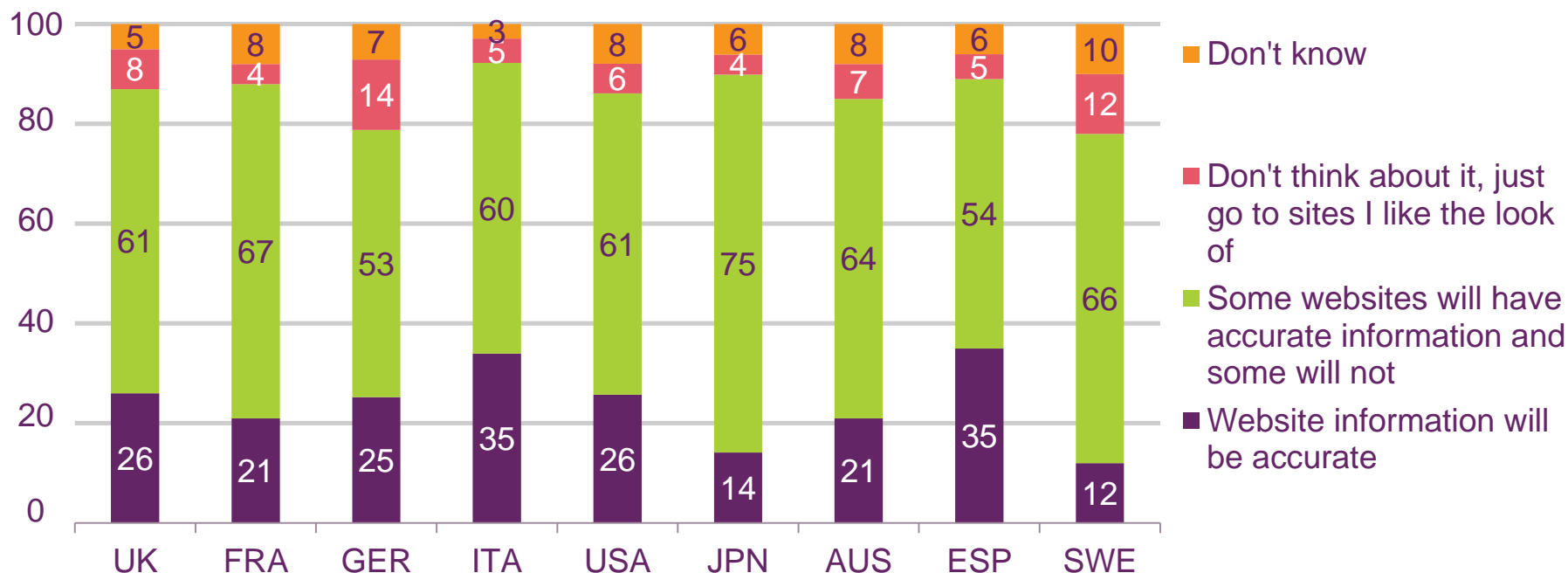
Q.9a Which, if any, of the following internet activities do you use each of your devices for: accessing government services e.g. local and/or national websites?

Figure 1.64



Perceived degree of accuracy of websites found via a search engine

Proportion (%) of all respondents who ever use a search engine



Source: Ofcom consumer research September - October 2015

Base: All respondents who ever use a search engine, UK=983, FRA=976, GER=995, ITA=991, USA=963, JPN=948, AUS=975, ESP=985, SWE=982

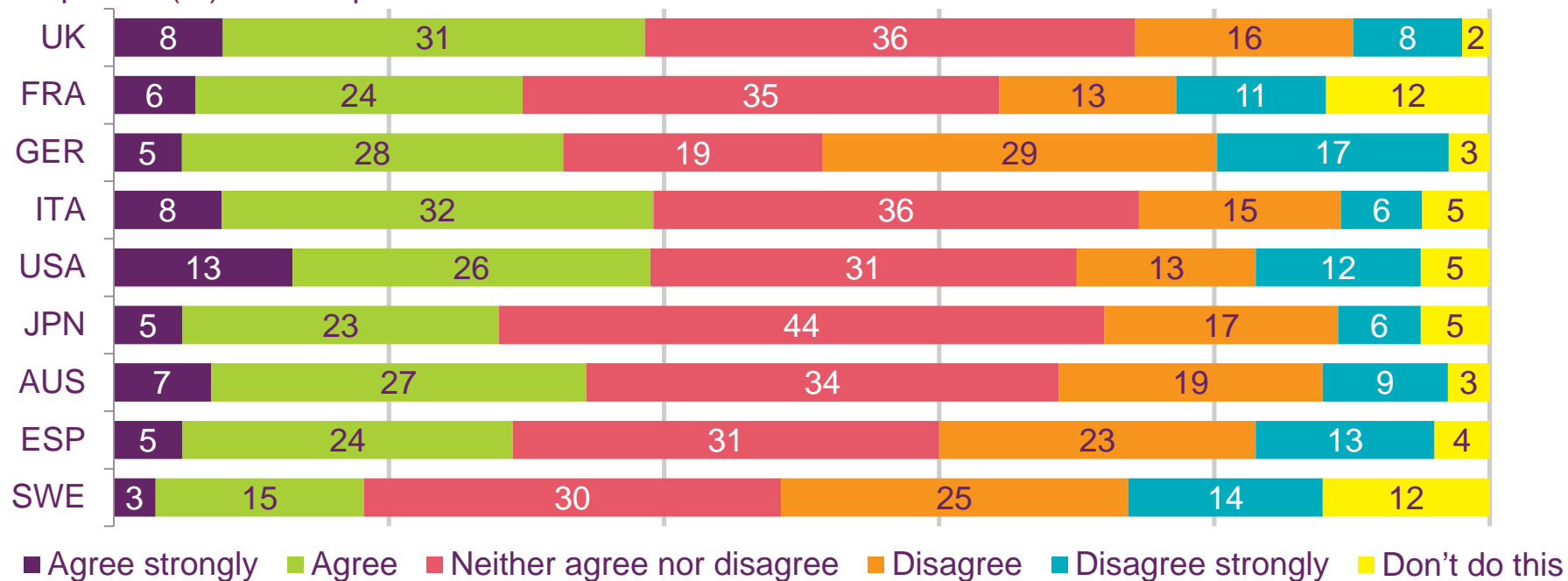
Q.11a When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which of these is closest to your opinion about the level of accuracy of the information detailed in the websites that appear on the results pages?

Figure 1.65



Attitudes to online security: I am happy to provide personal information online to companies as long as I get what I want

Proportion (%) of all respondents



Source: Ofcom consumer research September – October 2015

Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004.

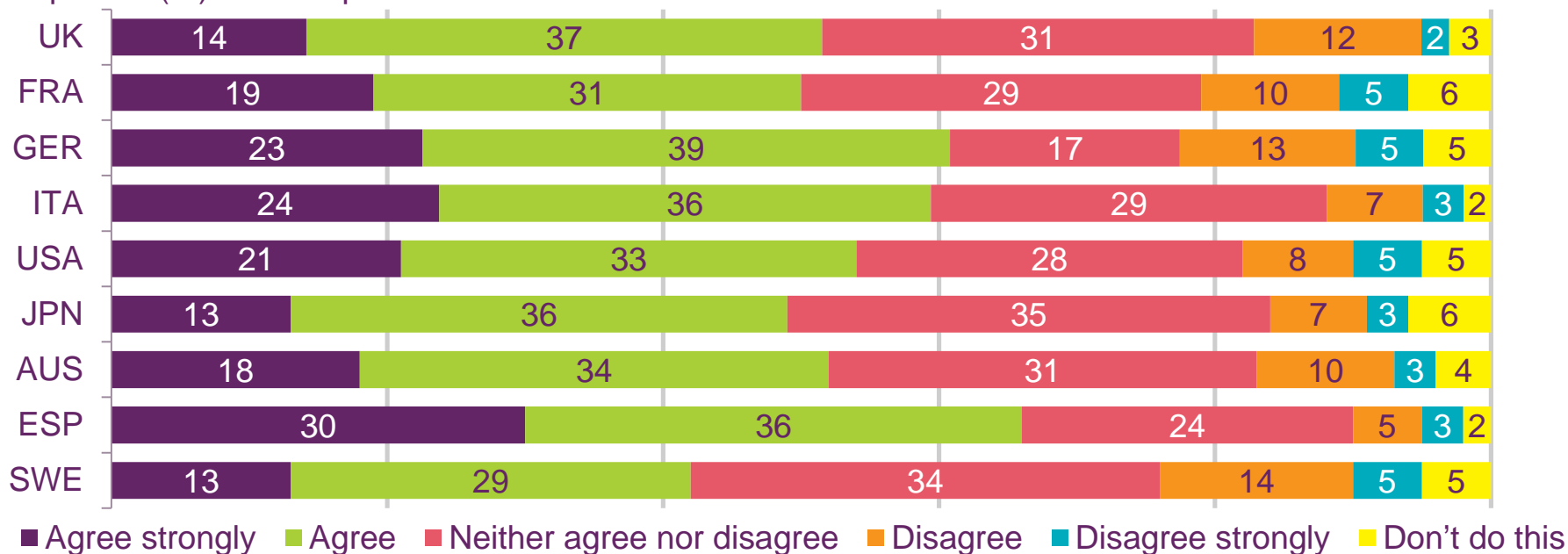
Q.31 How much do you agree or disagree with the statement "I am happy to provide personal information online to companies as long as I get what I want"?

Figure 1.66



Attitudes to online security: I worry that people other than those I have chosen to, could access my personal photos, information etc. online.

Proportion (%) of all respondents



Source: Ofcom consumer research September 2015

Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004.

Q.31 How much do you agree or disagree with the statement "I worry that people other than those I have chosen to, could access my personal photos, information etc. online"?