

## 2 Television and audio-visual content

### 2.1 Recent developments in Northern Ireland

#### **BBC and Northern Ireland Screen sign partnership deal**

The BBC and Northern Ireland Screen have signed a new partnership agreement<sup>16</sup> to support television and online industries in Northern Ireland. They will work together to invest “financially and creatively” in developing an internationally competitive screen industry in Northern Ireland. They also aim to ensure that Northern Ireland is represented to audiences in the UK and internationally. The BBC will invest a minimum of 2.9% of its network television spend in Northern Ireland in 2016. This is in addition to the investment provided by BBC Northern Ireland.

#### **UTV expands into the Republic of Ireland**

UTV Media’s new RoI TV channel, *UTV Ireland*, started broadcasting on 1 January 2015. The station was granted the Irish equivalent of PSB status, and given the prime EPG channel 6 slot on Saorview, the RoI’s equivalent of Freeview. The new channel offers a mix of ITV network and locally sourced programming, some of which is shared with UTV in Northern Ireland. UTV Media’s ambition is that it will be the second most-watched channel in the Republic of Ireland after RTE One “within a two-year timeframe”.

#### **RTÉ plans advertising opt-outs in Northern Ireland**

Republic of Ireland (RoI) state broadcaster RTÉ is planning to offer advertising opt-outs on its services broadcast in Northern Ireland for the first time. RTÉ is available to around 94% of the Northern Ireland population through a free-to-air platform – either Freeview or Saorview. RTÉ One and RTÉ2 are also carried on satellite (Sky) and cable (Virgin Media) giving near-100% availability of these services in Northern Ireland.

#### **Channel 4 commissioning from the nations**

Channel 4 exceeded its 3% quota of nations’ output and spend in 2014, with first-run originated programming from the nations on the main channel amounting to 6.1% of output and 6.0% of spend. The majority of this spend was in Scotland (4.6%) followed by Wales (1.1%), with 0.3% spent in Northern Ireland.

In Northern Ireland this equated to approximately 5 hours of first-run programming on Channel 4’s main channel in 2014. This compares to 131 hours from Scotland, and 30 hours from Wales. Channel 4 spent £1m in Northern Ireland during 2014 across the its full family of channels. In total, the channel spent £21m in the nations (£16m in Scotland and £4m in Wales).<sup>17</sup>

As part of its licence renewal in 2014, Channel 4 received a nations’ quota of 3% of output and spend, increasing to 9% in 2020. It has held a number of commissioning events across the nations during 2014.

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<sup>16</sup> Press release: <http://www.bbc.co.uk/mediacentre/latestnews/2015/bbc-ni-screen-partnership>

<sup>17</sup> Source: <http://www.channel4.com/media/documents/corporate/annual-reports/C4%20Annual%20Report%202015.pdf>

## Local TV launches in Belfast

Belfast-based local TV station, NVTV, started broadcasting in September 2014. The channel is available on Freeview channel 8 in the Greater Belfast area and on Virgin Media channel 159. NVTV broadcasts from 6pm - 11pm, 7 days per week.

## 2.2 Digital television take-up in Northern Ireland

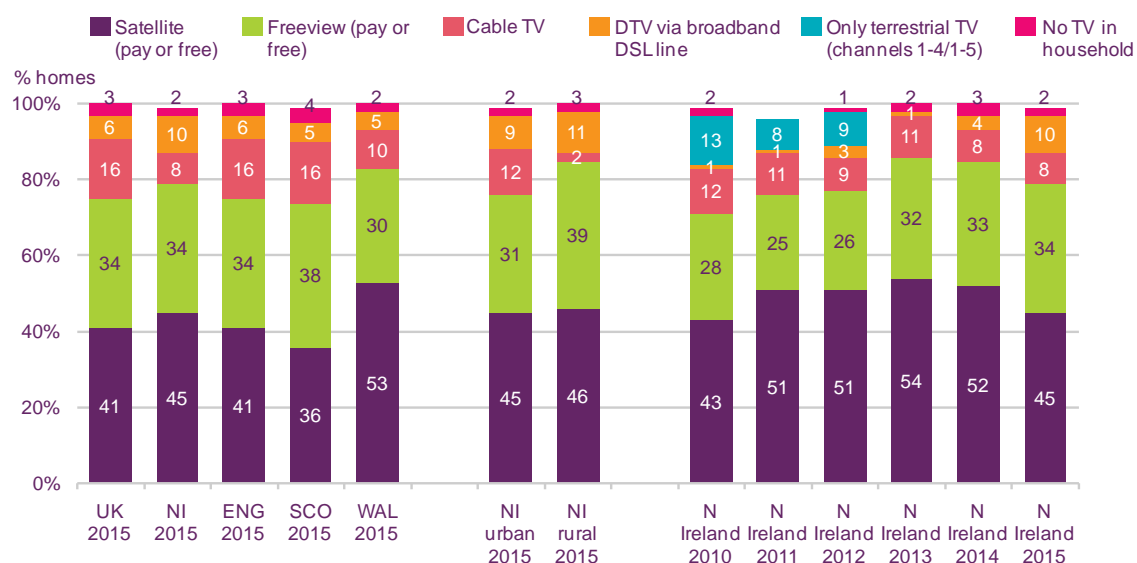
### Almost half of households in Northern Ireland have satellite television as their main TV platform

Figure 2.1 shows that in 2015, satellite television (pay or free) remained the main TV service for households in Northern Ireland (45%). Since 2014, however, take-up of satellite has declined by 7pp (from 52%). The only type of TV service which has increased in Northern Ireland since 2014 is DTV via a broadband connection, rising by 6pp from 4% to 10% in 2015.

Compared to the UK as a whole, households in Northern Ireland are less likely to have cable television (8% vs. 16%) and more likely to have DTV via a broadband connection (10% vs. 6%). The proportion of households in Northern Ireland whose main television service is satellite (45%) or Freeview (34%) was similar in 2015 to the UK average.

Take-up of satellite, Freeview<sup>18</sup> and DTV services was similar across urban and rural areas of Northern Ireland in 2015. As in previous years, take-up of cable television was higher in urban than in rural areas (12% vs. 2%), due to the greater availability of cable services.

**Figure 2.1 Main television set share, by platform**



Source: Ofcom Technology Tracker, wave 1 2015

Base: All adults aged 16+ (n = 3756 UK, 504 Northern Ireland, 2264 England, 492 Scotland, 496 Wales, 249 Northern Ireland urban, 255 Northern Ireland rural, 761 Northern Ireland 2010, 511 Northern Ireland 2011, 508 Northern Ireland 2012, 507 Northern Ireland 2013, 499 Northern Ireland 2014, 504 Northern Ireland 2015)

QH1a. Which, if any, of these types of television does your household use at the moment?/ QH1b And which of these do you consider is your main type of television?

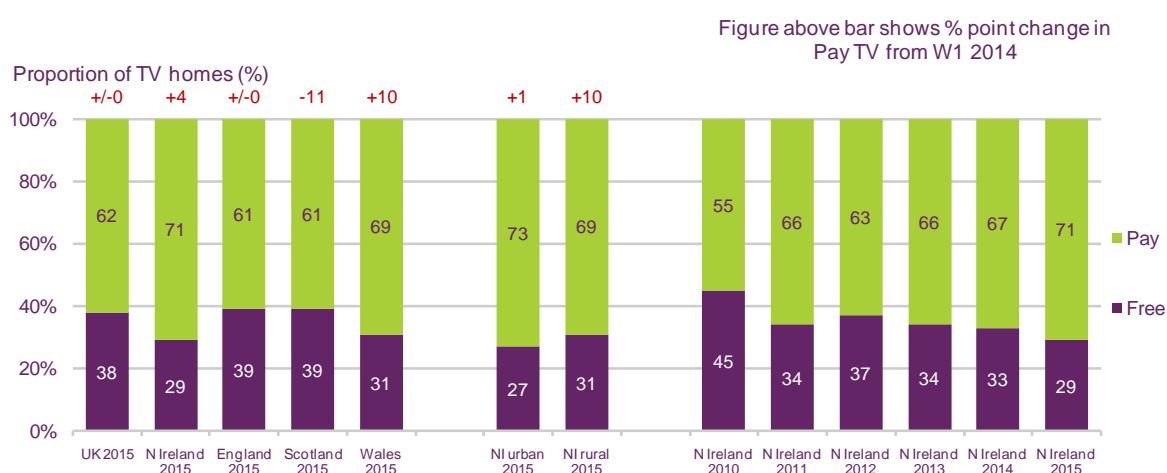
<sup>18</sup> While the apparent difference is 8pp, this is not statistically significant.

## Seven in ten TV homes in Northern Ireland have pay TV

Northern Ireland continued to have a higher than average proportion of TV homes with a pay-TV service; seven in ten homes with a TV (71%) were reported to have paid-for satellite, cable or broadband TV, or top-up channels on the Freeview service. This incidence is higher than the UK average (62%).

The proportion of TV homes in Northern Ireland in 2015 with a pay-TV service was unchanged year on year (67% in 2014 and 71% in 2015) and similar between urban (73%) and rural (69%) areas. Since 2014, there has been an increase in the proportion of TV homes with a pay-TV service in rural areas of Northern Ireland (from 59% to 69%).

**Figure 2.2 Proportion of homes with free and pay television**



Source: Ofcom Technology Tracker, wave 1 2015

Base: All adults aged 16+ with a TV in the household (n = 3616 UK, 462 Northern Ireland, 2197 England, 472 Scotland, 485 Wales, 230 Northern Ireland urban, 232 Northern Ireland rural, 761 Northern Ireland 2010, 511 Northern Ireland 2011, 508 Northern Ireland 2012, 492 Northern Ireland 2013, 488 Northern Ireland 2014, 462 Northern Ireland 2015)

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

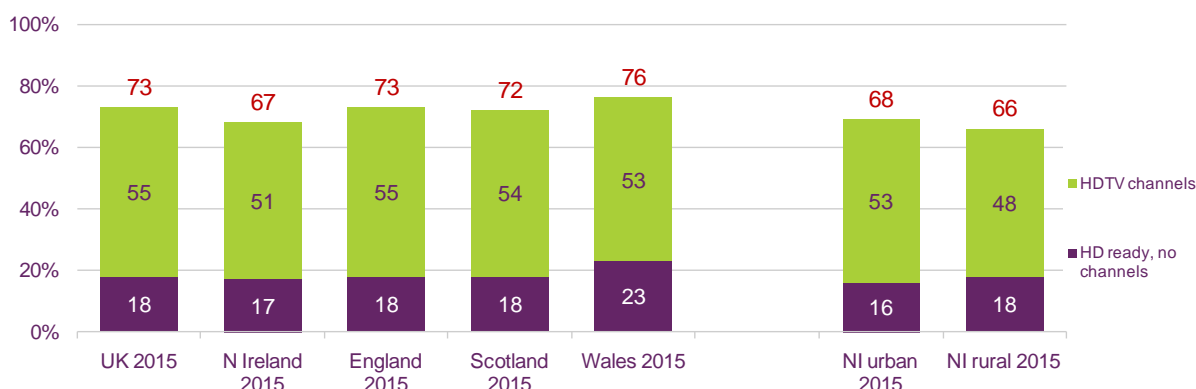
## Half of all households in Northern Ireland have HD TV services

Two-thirds of households in Northern Ireland (67%) have at least one TV set that is 'HD-ready' and able to display high definition output. This incidence is unchanged since 2014. Half of households in Northern Ireland (51%) receive HDTV services; a further 17% have a HD-ready TV but do not receive HD services.

The incidence of HD-ready TV set ownership in Northern Ireland (67%) is lower than the UK average (73%).

The proportion of households owning an HD-ready set or receiving an HDTV service does not differ between urban and rural households in Northern Ireland.

**Figure 2.3 Proportion of homes with HD television**



Source: Ofcom Technology Tracker, wave 1 2015

Base: All adults aged 16+ (n = 3756 UK, 504 Northern Ireland, 2264 England, 492 Scotland, 496 Wales, 249 Northern Ireland urban, 255 Northern Ireland rural)

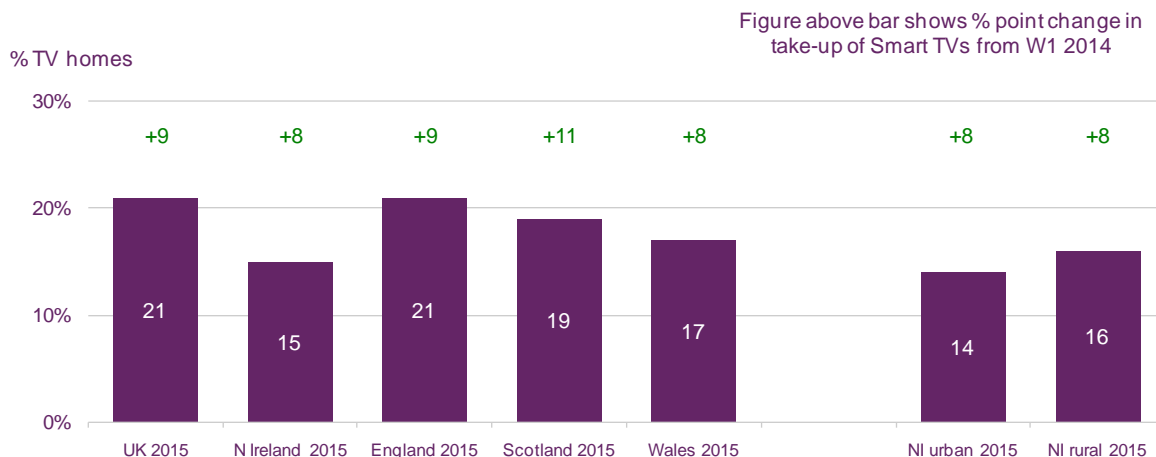
QH53. Is the main TV in your household an HDTV set or HD ready?/ QH54. For the main TV set, does your household have an HD TV service – from either Sky, Virgin Media, Freesat or Freeview?

**Smart TV take-up has increased 8pp year on year but remains lower than the UK average**

Take-up of smart TV sets has increased significantly since 2014, both in Northern Ireland (up 8pp) and in the UK as a whole (up 9pp), although take-up in Northern Ireland remains lower than the UK level (15% vs. 21%).

Levels of smart TV ownership do not differ significantly between households in urban (14%) and rural (16%) areas in Northern Ireland.

**Figure 2.4 Smart TV take-up**



Source: Ofcom Technology Tracker, wave 1 2015

Base: All adults aged 16+ with a TV in the household (n = 3616 UK, 462 Northern Ireland, 2197 England, 472 Scotland, 485 Wales, 230 Northern Ireland urban, 232 Northern Ireland rural)

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.

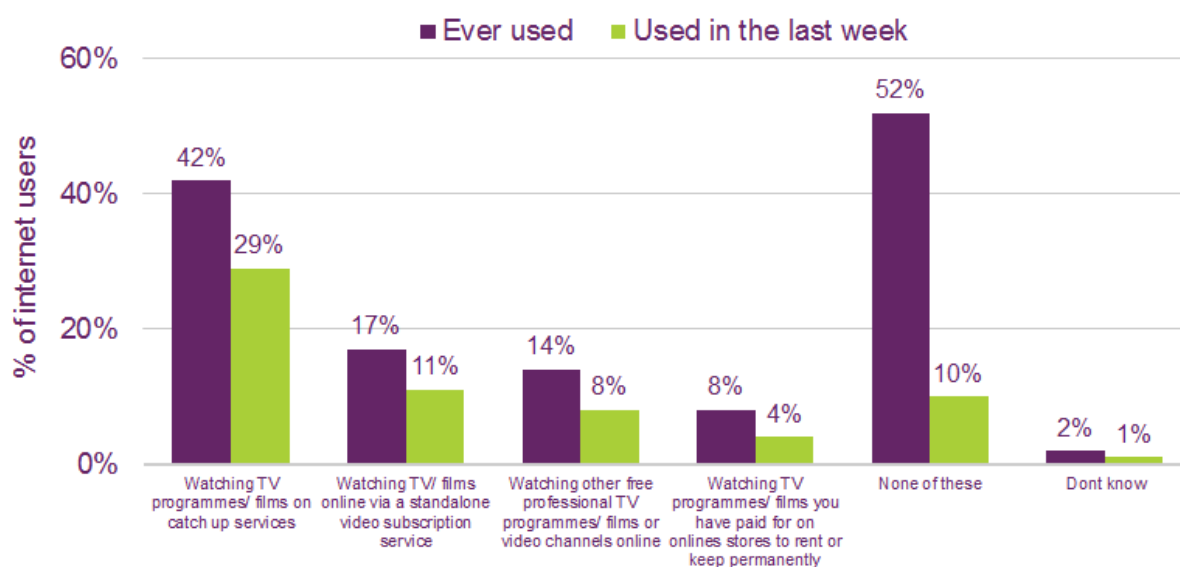
## Catch-up services are the most popular way to watch TV programmes and films online among internet users in Northern Ireland

Among those in Northern Ireland who use the internet at home or elsewhere (e.g. on their smartphone, tablet or laptop), over two in five (42%) say they have ever watched TV programmes or films on a catch-up service (e.g. iPlayer, ITV Player, All4). Just under one in three (29%) internet users claimed to have watched these services in the past week.

Use of stand-alone video subscription services (e.g. Netflix, Amazon Instant) and free professional sources (e.g. official YouTube channels, producers' websites) are less popular, with less than one in five (17% and 14% respectively) internet users in Northern Ireland claiming to have ever used them. Less than one in ten (8%) internet users in Northern Ireland had ever watched TV programmes or films that they had bought or rented digitally.

Just over half (52%) of adults in Northern Ireland who use the internet at home or elsewhere have never used any of these services. This figure is the highest of the devolved nations; fewer internet users in Scotland (32%) and Wales (38%) say they have never used any of these services.

**Figure 2.5 TV programmes and films, on demand, on any service**



Source: Ofcom Technology Tracker, wave 1 2015

Base: All NI adults aged 16+ who use the internet at home or elsewhere (n = 383)

QH17 (QH46)/QH18 (QH47): Thinking about your personal use of TV programmes and films online and on-demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? And which, if any, of these have you used in the last week?

## 2.3 Broadcast television content

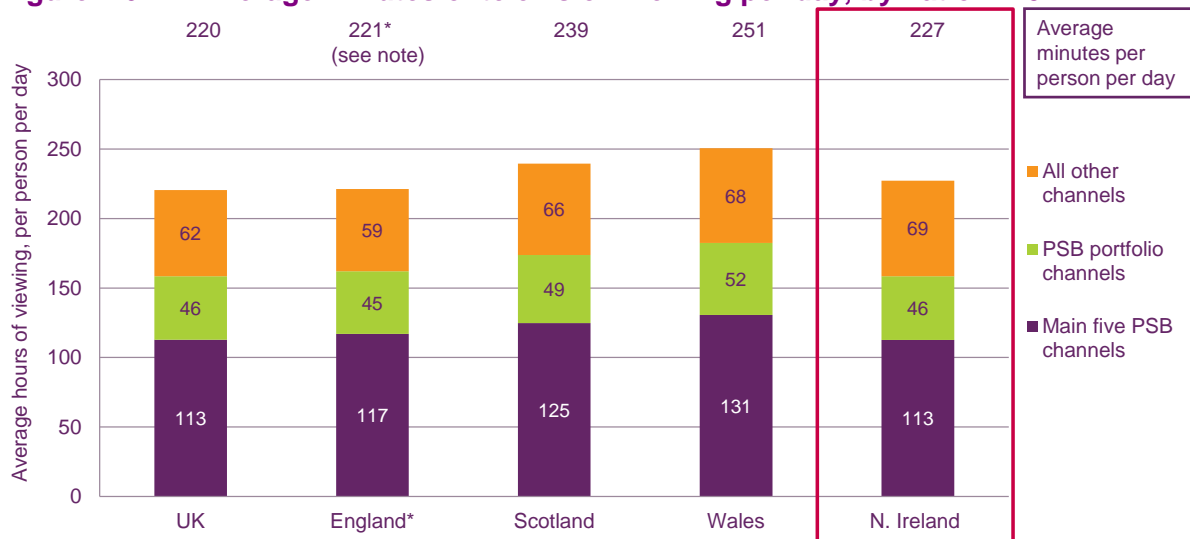
### Broadcast TV viewing

BARB analysis is based on viewing to scheduled TV programmes such as those listed in TV listings magazines or on electronic programme guides (EPG) on TV sets. 'Broadcast TV viewing' refers to TV programmes watched on the TV set live at the time of broadcast (traditional TV viewing), recordings of these programmes or viewing of these programmes through catch-up player services (referred to as time-shifted), up to seven days after they were televised.

### People in Northern Ireland spend an average of 3 hours 47 minutes per day watching TV

In 2014, people in Northern Ireland spent an average of 227 minutes (3 hours 47 minutes) per day watching television, less than in the other devolved nations but more than the UK average (220 minutes or 3 hours 40 minutes). Of the 227 minutes spent watching television, 159 minutes was spent watching the PSB family of channels (the main five PSB channels,<sup>19</sup> together with the PSB portfolio channels<sup>20</sup>) (Figure 2.6).

**Figure 2.6 Average minutes of television viewing per day, by nation: 2014**



Source: BARB, *Individuals (4+)*. Main five PSB channels = BBC One, BBC Two, ITV, Channel 4 and Channel 5, including HD variants but excluding +1s. PSB portfolio channels = BBC Three, BBC Four, BBC News, BBC Parliament, CBBC, CBeebies, BBC streaming channels, ITV+1 Network (inc ITV Breakfast), ITV2, ITV2+1, ITV3, ITV3+1, ITV4, ITV4+1, CITV, Channel 4+1, E4, E4 +1, More4, More4 +1, Film4, Film4+1, 4Music, 4seven, Channel 5+1, 5\*, 5\*+1, 5USA, 5USA+1. HD variants are included where applicable.

\*Note: This figure reflects the average across the English regions, with the highest in Border at 250 minutes (4 hours 10 minutes) and the lowest in West at 197 minutes (3 hours 17 minutes) respectively.

<sup>19</sup> Main five PSB channels = BBC One, BBC Two, ITV, Channel 4 and Channel 5. Includes HD variants but excludes +1s.

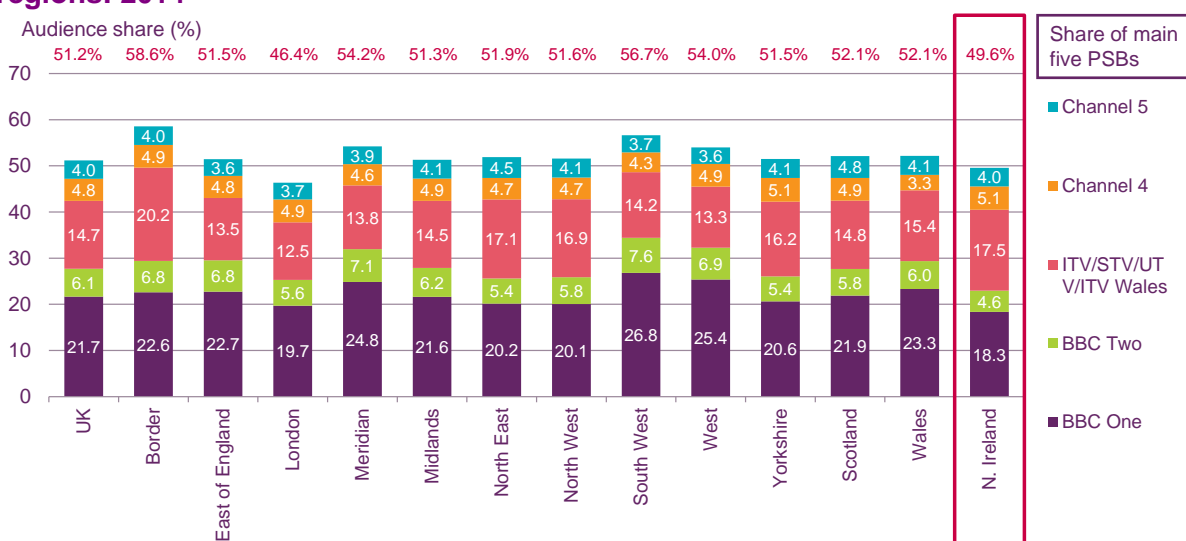
<sup>20</sup> PSB portfolio channels = BBC Three, BBC Four, BBC News, BBC Parliament, CBBC, CBeebies, BBC streaming channels, ITV+1 Network (incl ITV Breakfast), ITV2, ITV2+1, ITV3, ITV3+1, ITV4, ITV4+1, CITV, Channel 4+1, E4, E4 +1, More4, More4 +1, Film4, Film4+1, 4Music, 4seven, Channel 5+1, 5\*, 5\*+1, 5USA, 5USA+1. HD variants are included where applicable.

## Just under half (49.6%) of all viewing is to the main five PSB channels

Northern Ireland was the only nation in which the share of viewing to the main five PSB channels fell below the majority of viewing. At 49.6%, viewing to the main five PSB channels in Northern Ireland was 1.6 percentage points less than the UK average, 51.2% (Figure 2.7).

Despite this, viewing share to the main five PSBs increased year on year in Northern Ireland, from 48.5% in 2013 to 49.6% in 2014. The gain was largely driven by an increase in share of viewing to BBC One, which rose by 1.5pp year on year. Nevertheless, viewing to BBC One had a lower share in Northern Ireland than in all the other UK nations and regions. Although UTV gained a smaller total share than BBC One in Northern Ireland, this was its second-highest performing area of the nations and regions in the UK, with 17.5% share (the highest was in Border, with a 20.2% share).

**Figure 2.7 Share of the main five PSB channels in all homes, by UK nations and regions: 2014**



Source: BARB, Individuals (4+). HD channel variants are included but not +1s.

Note: Chart shows figures rounded to one decimal place. Numbers may not appear to sum up to total share of main five PSBs due to rounding.

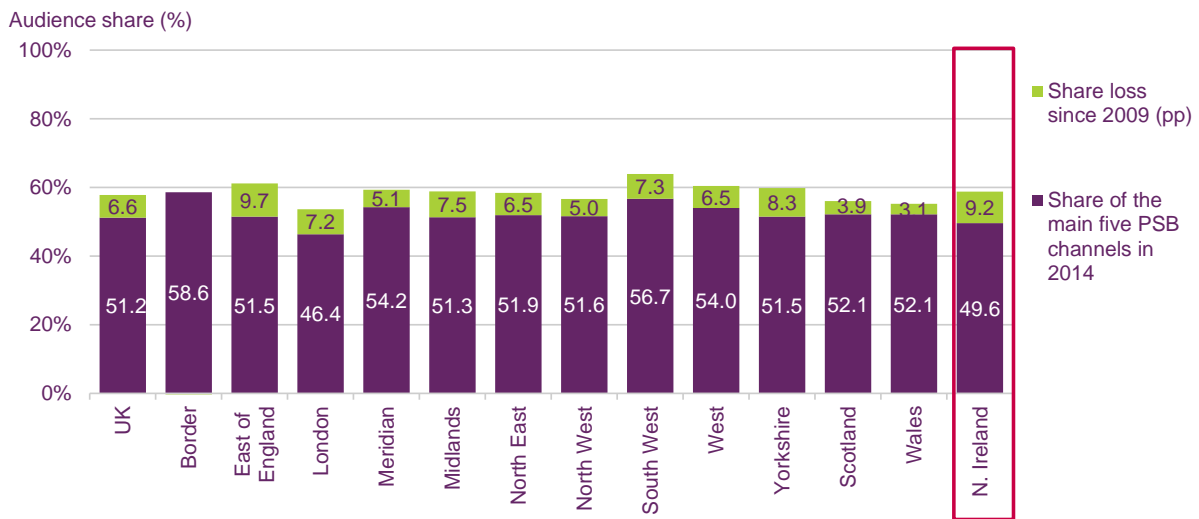
## The combined share of the main five PSB channels has decreased by 9.2pp since 2009

As shown in Figure 2.8, in Northern Ireland between 2009 and 2014 there was a 9.2 percentage point reduction in the combined share of the main five PSB channels. Northern Ireland had the largest reduction in combined viewing share to the main five PSB channels, compared to all other UK nations. It also had the second largest reduction in combined viewing share to the main five PSB channels, compared to the English regions (the East of England had the largest decrease, at 9.7%).

From 2009 to 2014, all UK nations and regions except Border<sup>21</sup> saw a reduction in the combined share of the main five PSB channels.

<sup>21</sup> In Border, however, their combined share increased from 54.4% to 58.6%. This may be explained by the profile of the ITV Border region; it has the highest proportion of 65+ adults of all the BARB ITV regions and the highest proportion of 45+s overall (67%).

**Figure 2.8 Reduction in combined share of the main five PSB channels, all homes: 2009 and 2014**



Source: BARB, Individuals (4+). HD channel variants are included but not +1s.

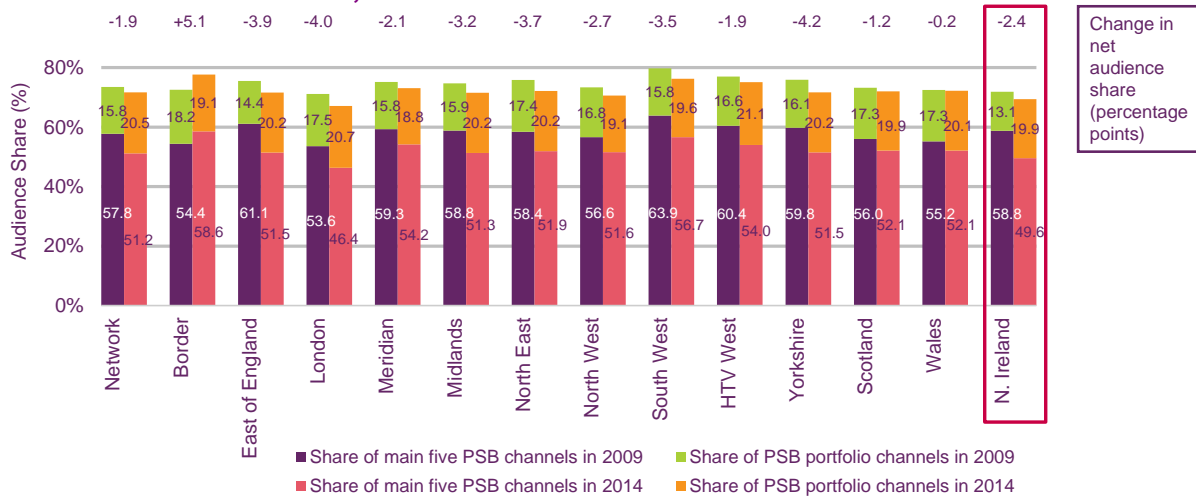
Notes: i) Following digital switchover in Wales in 2010 S4C ceased to carry Channel 4 content. S4C is therefore included in the main five PSB channels in 2009 but not in 2014. S4C's average share in Wales in 2014 is 1.8% ii) In 2010 a new BARB panel was introduced, including the re-defining of boundaries. Therefore, pre- and post-panel change data should be compared with some caution.

**The total share of the main five PSBs and their portfolio of channels decreased by 2.4pp between 2009 and 2014**

Northern Ireland had the second-largest reduction of combined viewing share to the main five PSB channels (-9.2 pp) compared to other UK nations and regions. The PSB portfolio channels, on the other hand, had the largest increase in total share between 2009 and 2014 compared to other UK nations and regions; increasing by 6.8 percentage points. This resulted in a net share loss overall of 2.4 percentage points for the main five PSBs and their families of channels, slightly higher than the UK average net loss of 1.9pp (Figure 2.9).



**Figure 2.9 Net change in the audience share of the main five PSB channels and their families of channels, all homes: 2009 and 2014**



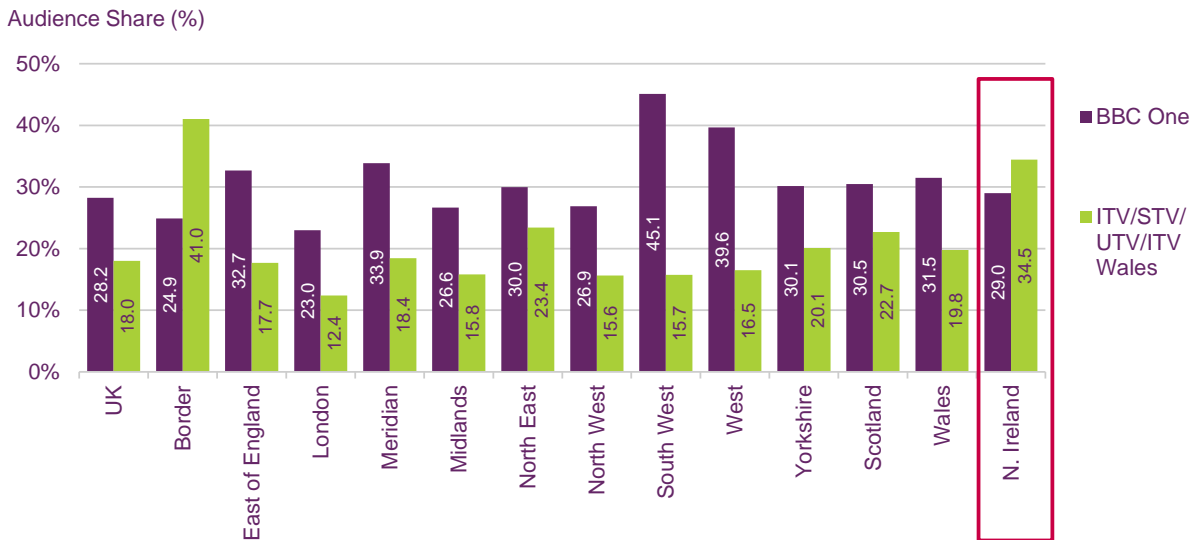
Source: BARB, Individuals (4+). Main five PSB channels = BBC One, BBC Two, ITV, Channel 4 and Channel 5, including HD variants but excluding +1s. PSB portfolio channels = BBC Three, BBC Four, BBC News, BBC Parliament, CBBC, CBeebies, BBC streaming channels, ITV+1 Network (incl TV Breakfast), ITV2, ITV2+1, ITV3, ITV3+1, ITV4, ITV4+1, CITV, Channel 4+1, E4, E4 +1, More4, More4 +1, Film4, Film4+1, 4Music, 4seven, Channel 5+1, 5\*, 5\*+1, 5USA, 5USA+1. HD variants are included where applicable.

Notes: i) Following digital switchover in Wales in 2010 S4C ceased to carry Channel 4 content. S4C is therefore included in the main five PSB channels in 2009 but not in 2014. S4C's average share in Wales in 2014 is 1.8% ii) 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 local news bulletin attracted a 34.5% share

As shown in Figure 2.10, UTV's early-evening news bulletin, (*UTV Live*) attracted a 34.5% average share in Northern Ireland between 6pm and 6.30pm, nearly double Channel 3's UK average for early-evening news bulletins (18.0%). This was markedly higher than in all other UK nations and regions, with the exception of Border, which achieved a 41.0% viewing share. BBC One's counterpart bulletin in Northern Ireland, *BBC Newsline*, attracted a lower average share (29.0%) between 6.30pm and 7pm, although this was a higher average than the BBC early evening news bulletin across the UK as a whole (28.2%).

**Figure 2.10 BBC One and ITV/ STV/ UTV/ ITV Wales early evening news bulletin shares, all homes: 2014**

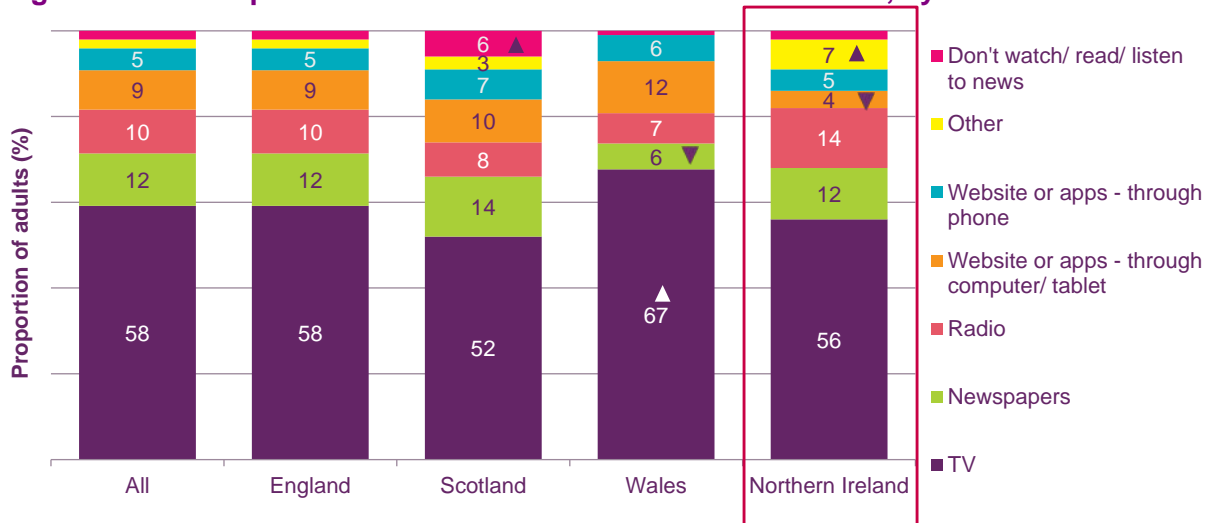


Source: BARB, Individuals (4+). BBC One includes HD variants. ITV excludes HD variants and +1. Note: Early evening ('local') news bulletin figures based on 'regional news' genre programmes, start time 17:55-18:35, 10mins+ duration, BBC One & ITV (exc HD), weekdays. UK figures based on share to early evening news bulletin day part. BBC One's early evening news bulletin is transmitted between 18:30 – 19:00 and ITV/STV/UTV/ITV Wales' is transmitted between 18:00 – 18:30.

**Adults in Northern Ireland are less likely to use a website or app (either on a phone, tablet or computer) as their main source of UK and world news**

In Northern Ireland in 2014, 9% of adults aged 16+ cited websites or apps as their main source of UK and world news, significantly lower than respondents in other UK nations, and lower than the UK as a whole (15%). Television was the most popular main source of news in Northern Ireland, with 56% of adults using the medium as their main source of UK and world news (Figure 2.11).

**Figure 2.11 Respondents' main source of UK and world news, by nation: 2014**



Source: Ofcom Media Tracker 2014. Base: All (2,074); England (1,577); Scotland (183); Wales (154); Northern Ireland (160). Significance testing (indicated by a triangle) shows any difference in the main source of news between any nation and all adults.

## 2.4 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 STV/ ITV/ UTV. 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.

**Historical financial figures are presented in nominal terms and not adjusted for inflation. The reason for this is to align the CMR suite of reports and to provide a 'base' view of the overall market to inform further analysis.**

### 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.

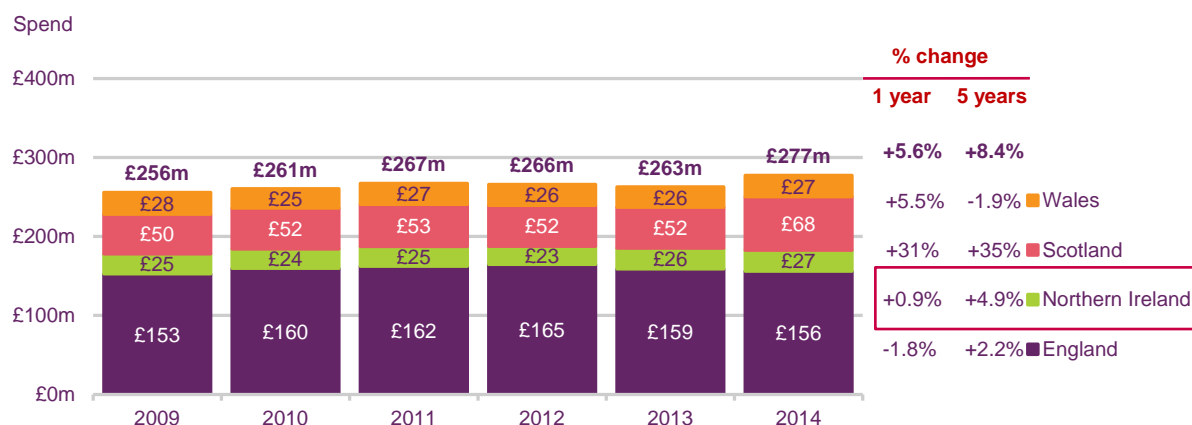
### **BBC and UTV spend on first-run originated content for viewers in Northern Ireland remained steady in 2014.**

£277m was spent by the BBC and ITV/ STV/ UTV on producing first-run originated programmes specifically for viewers in Wales, Scotland, Northern Ireland and the English regions in 2014, up by £14m (or 5.6%) on 2013 and up by 8.4% since 2009 in nominal terms.

The majority of this increase was attributable to exceptional spending in Scotland relating to the Referendum on Scottish Independence and the Commonwealth Games, held in Glasgow during July and August.

In nominal terms, the year-on-year spend by the BBC and UTV on first-run originated programming for viewers remained broadly stable in Northern Ireland, increasing from £26.3m in 2013 to £26.6m in 2014, a rise of 0.9%, and increasing by 4.9% since 2009.

**Figure 2.12 Spend on first-run originated nations' and regions' output by the BBC/ITV1/ STV/ UTV**



Source: Broadcasters. All figures are nominal.

Note: Spend data for first-run originations only. Excludes spend on BBC Alba and S4C output but includes some spend on Irish-language programming by the BBC. These figures do not include spend on network content. Spend on programming for the ITV Border region is included under England. For information on Irish-language programming by the Irish Language Broadcast Fund (ILBF), please see Section 0.

**Total spend on current affairs programming for people in Northern Ireland has increased by 28% year on year**

With regard to spend for each nation, including acquisitions and repeats, the BBC and UTV spend on current affairs programming for viewers in Northern Ireland increased in nominal terms by 28% in 2014, a 43% rise on five years earlier. Spend on news also increased, with a 9% year-on-year increase. These increases were counterbalanced by a decrease in non-news programming spend, of 13% year on year; Derry~Londonderry was the UK's City of Culture for 2013 and as such there was special coverage of a number of events in that year.

Spend on programming commissioned for Northern Ireland as a whole has remained stable with no year-on-year change. This is in contrast to the rest of the UK, which saw an average 8% increase in spending on programmes produced for specific nations and regions, led in particular by the exceptional increase in Scottish spending.

**Figure 2.13 Change in total spend on nations' and regions' output, by genre and nation: 2000 - 2014**

	UK		England		N. Ireland		Scotland		Wales	
	1yr (%)	5yr (%)	1yr (%)	5yr (%)	1yr (%)	5yr (%)	1yr (%)	5yr (%)	1yr (%)	5yr (%)
<b>Current Affairs</b>	22%	21%	10%	-1%	28%	43%	49%	61%	16%	29%
<b>News</b>	5%	6%	2%	4%	9%	8%	24%	17%	15%	30%
<b>Non-news/non-current affairs</b>	11%	11%	-2%	119%	-13%	-7%	27%	33%	-2%	-23%
<b>Total Spend in 2014</b>	<b>£285m</b>		<b>£163m</b>		<b>£27m</b>		<b>£69m</b>		<b>£27m</b>	
	UK		England		N. Ireland		Scotland		Wales	
	1yr	5yr	1yr	5yr	1yr	5yr	1yr	5yr	1yr	5yr
<b>Change in Spend</b>	8%	9%	2%	4%	0%	5%	29%	32%	6%	-3%

Source: Broadcasters. All figures are nominal.

Note: Excludes spend on BBC Alba and S4C output but includes some spend on Irish-language programming by the BBC. These figures do not include spend on network content. Spend on programming for the ITV Border region is included under England.

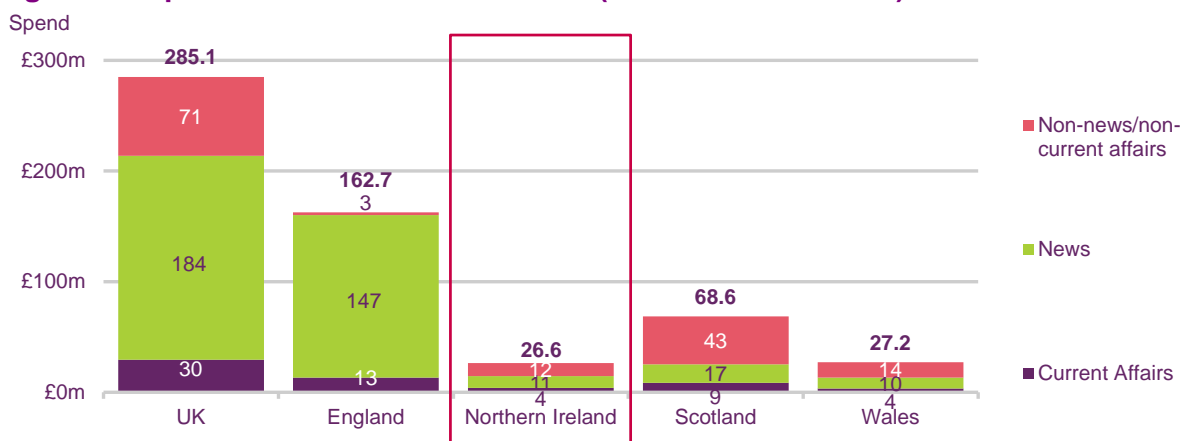
### **Expenditure by the BBC and UTV on non-network programming for viewers in Northern Ireland remained stable year on year**

Expenditure on non-network content broadcast by the BBC and UTV for people in Northern Ireland remained broadly stable at £26.6m in 2014. Compared to 2013, there was a £2m decrease in spending on non-news/ non-current affairs programming and a £1m increase in spend on both news and current affairs.

In addition to this, according to its Annual Report for financial year 2014/2015, the BBC contributed £76m to the operational costs of S4C in Wales. It incurred a further £24.5m of costs in delivering other content to S4C under the terms of the operating agreement<sup>22</sup>, and contributed £5.0m to BBC Alba in Scotland.

<sup>22</sup> [http://www.s4c.co.uk/production/downloads/e\\_cytundeb-gweithredu-s4c-bbc.pdf](http://www.s4c.co.uk/production/downloads/e_cytundeb-gweithredu-s4c-bbc.pdf)

**Figure 2.14 Total spend by the BBC/ ITV1/ STV/ UTV on non-network nations'/ regions' output for the main PSB channels (BBC1 and Channel 3)**



Source: Broadcasters. All figures are nominal.

Note: Excludes spend on BBC Alba and S4C output but includes some spend on Irish-language programming by the BBC. These figures do not include spend on network content. Spend on programming for the ITV Border region is included under England.

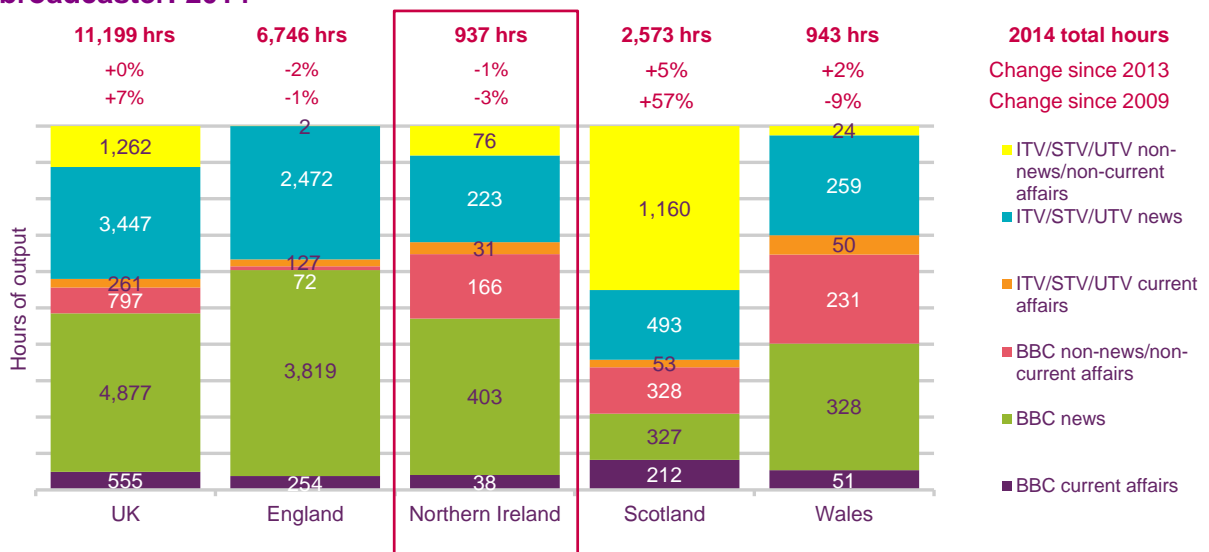
**The number of first-run originated hours for viewers in Northern Ireland decreased by 1% year on year in 2014**

The BBC and ITV1/ STV/ UTV produced a total of 11,199 hours of first-run originated content for the English regions, Scotland, Wales and Northern Ireland in 2014, down by just 33 hours on 2013, and up by 7.3% (760 hours) since 2009.

The number of first-run originated hours produced specifically for viewers in Northern Ireland has decreased by 3% since 2008 (or by 32 hours). Over the past year, the number of first-run hours has decreased by 1%, compared to the UK-wide average which has remained broadly stable.

The distribution of programmes across genres and broadcasters in Northern Ireland remained broadly the same as in 2013. The largest change was a reduction of 34 hours of non-news/ non-current affairs programming by the BBC.

**Figure 2.15 Hours of first-run originated nations'/ regions' output, by genre and broadcaster: 2014**



Source: Broadcasters.

Note: Hours data for first-run originations only. Excludes hours for BBC Alba and S4C output but includes some hours of Irish-language programming by the BBC. These figures do not include hours of network content. Hours broadcast in the ITV Border region are included under England.

**Total cost per hour of nations' output is up 13% since 2009 in Northern Ireland in nominal terms**

Analysing the cost of making programmes for the nations, cost-per-hour calculations show that Northern Ireland costs, when measured in nominal terms, increased over the five-year period to 2014 by 13%, in contrast to the UK average, which increased by 5%.

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



Source: Broadcasters. All figures are nominal

Note: Excludes spend on BBC Alba and S4C output but includes some spend on Irish-language programming by the BBC. These figures do not include spend on network content. Spend on programming for the ITV Border region is included under England.

## 2.5 PSB television quota compliance

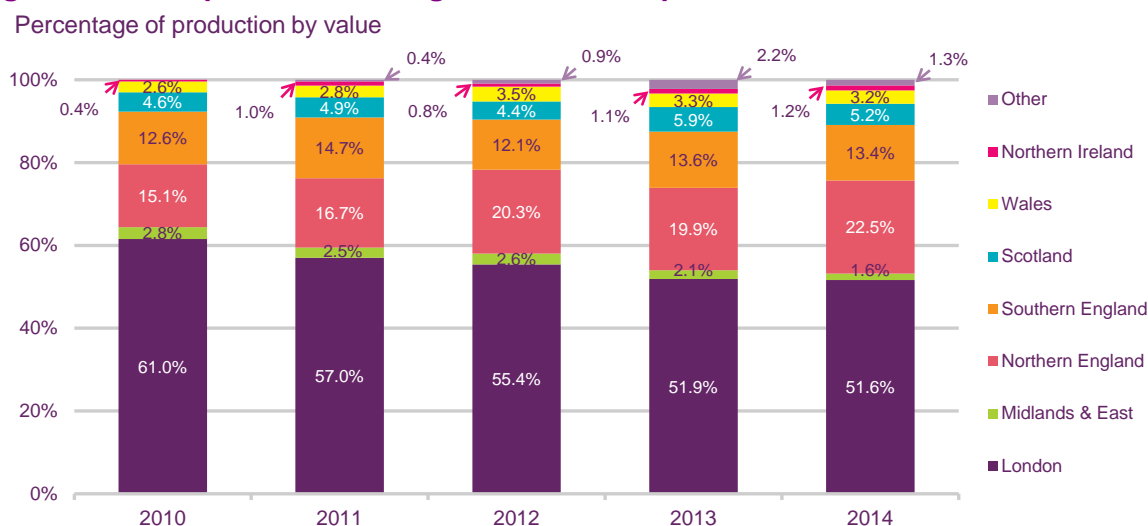
**Northern Ireland's share of total spend on original network productions remained steady in 2014.**

Figure 2.17 illustrates the distribution of spend on qualifying first-run commissioned network programming by the five main PSB channels in the five years to 2014. As in previous years, the majority was spent within the M25: 51.6%, down from 51.9% in 2013. A further 22.5% of first-run spending was captured by producers based in the north of England, and 13.4% in southern England.

In 2014 the proportion of spending on originated network productions outside London increased for the fourth year in a row. In contrast, London spending continued a downward trend, falling by 0.3pp. This shift may be attributable in some part to the BBC relocating a significant production base, including the majority of BBC Sport, to Salford, and a lack of London-based events programming on the scale of the royal wedding or the London 2012 Olympics to act as a counterweight in 2014.

In Northern Ireland the share of total spend increased marginally to 1.2% from 1.1% in the previous year. While Northern Ireland remains the nation with the lowest spend, the proportion of overall spend within the nation has tripled from 0.4% in 2010.

**Figure 2.17 Expenditure on originated network productions: 2010-2014**



Source: Ofcom/broadcasters

Note: This expenditure does not include network news production<sup>23</sup>. The category 'other' refers to programmes made by producers based within the M25, which qualify as regional productions on the grounds that 70% of total spend and 50% of offscreen talent spend was outside the M25, but not all in one macro-region, and therefore cannot be attributed to a single region.

**The proportion of originated network production hours produced in Northern Ireland remained steady in 2014**

In terms of volume of hours, in 2014 for the second year running, less than half (48.9%) of first-run network programmes were produced within the M25, down from 60.8% in 2010. A further 24.1% were produced in northern England, up from 21.1% in 2013, 11.2% in southern England and 7.5% in Scotland. The greater rise in volume produced outside

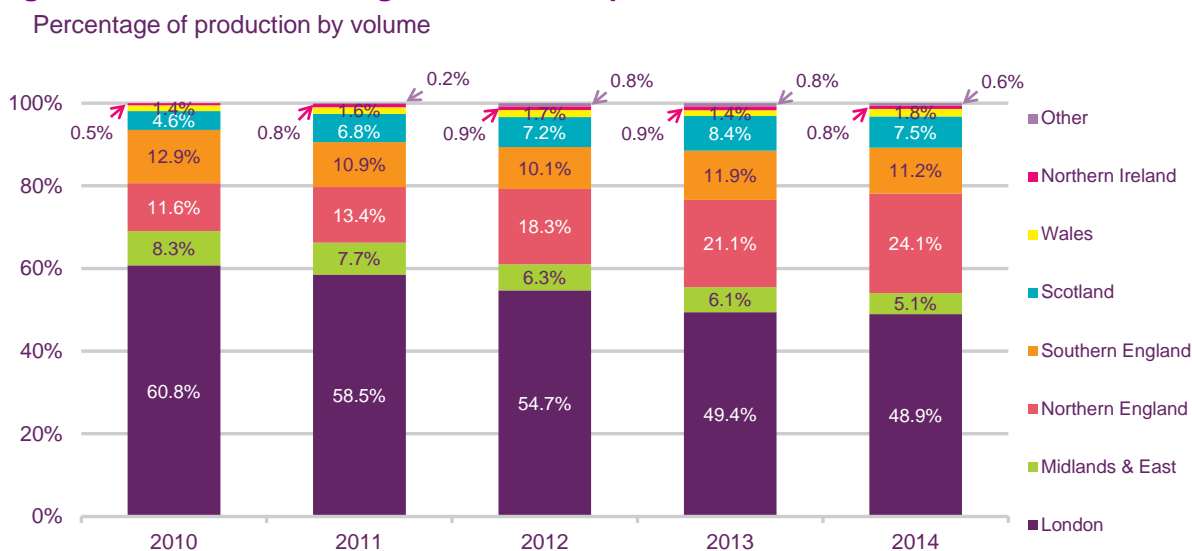
<sup>23</sup> See [http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg\\_prod/](http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg_prod/) on Ofcom website for further details



London, when compared to spend, is in part attributable to the lower production costs in regions outside the capital.

The proportion of first-run hours produced in Northern Ireland dropped slightly, to 0.8%, in 2014. Despite this, spend on first-run originations has increased (Figure 2.17), resulting in a greater spend per hour of production (Figure 2.16).

**Figure 2.18 Volume of originated network productions: 2010-2014**



Source: Ofcom/ broadcasters

Note: These hours do not include network news production<sup>24</sup>. The category 'other' refers to programmes made by producers based within the M25 which qualify as regional productions, on the grounds that 70% of total spend and 50% of off-screen talent spend was outside the M25, but not all in one macro-region, and therefore cannot be attributed to a single region.

## 2.6 Viewing to Republic of Ireland channels

### RTÉ One and RTÉ2 are the most-watched Republic of Ireland-originated TV channels in Northern Ireland

Before digital switchover in October 2012, RTÉ One and RTÉ2, TG4 (Irish language channel), and TV3 were available to around 56% of the Northern Ireland population via overspill from TV 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 RTÉ2, and TG4, are also broadcast from three transmitters in Northern Ireland – Brougher Mountain, Black Mountain and Carnmoney Hill. Added to the existing overspill coverage, this has significantly increased the free-to-view availability of these channels to around 94% of the population.

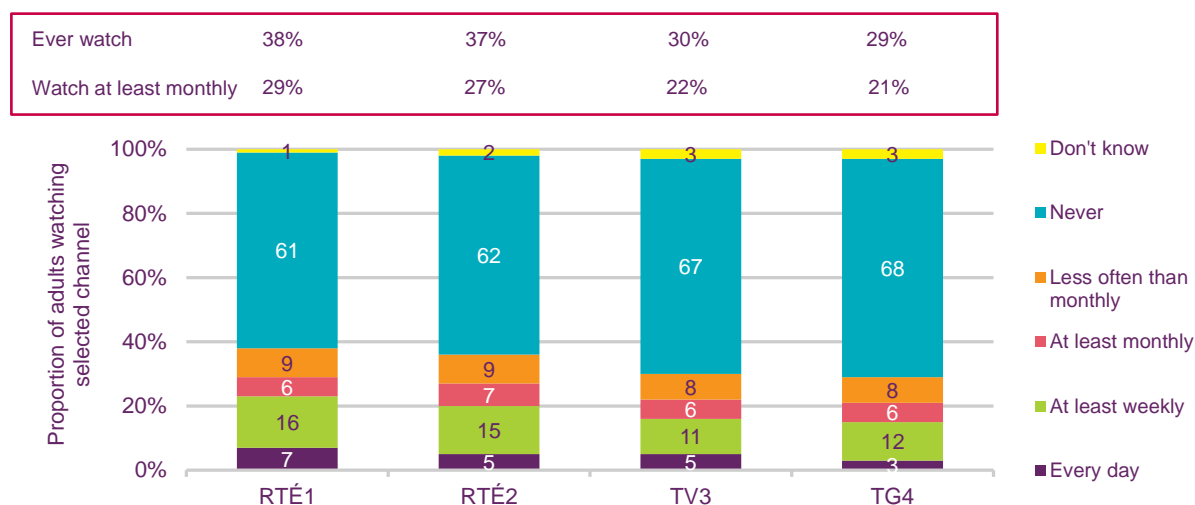
In addition, the RTÉ services and TG4 are available on Sky and Virgin Media. TV3 is still available only via overspill.

Just under one in three respondents (29% and 28% respectively) in Northern Ireland with a TV in their household claimed to watch RTÉ One and RTÉ2 on at least a monthly basis in

<sup>24</sup> See [http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg\\_prod/](http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg_prod/) on the Ofcom website for further details.

Q1 2015 (Figure 2.19). This compares to around one in five respondents who claimed to watch TV3 and TG4 on at least a monthly basis (22% and 21% respectively).

**Figure 2.19 Claimed viewing of ROI-originated channels in Northern Ireland**



Source: Ofcom Technology Tracker, wave 1 2015

Base: All adults aged 16+ in Northern Ireland with a TV in the household (n = 462)

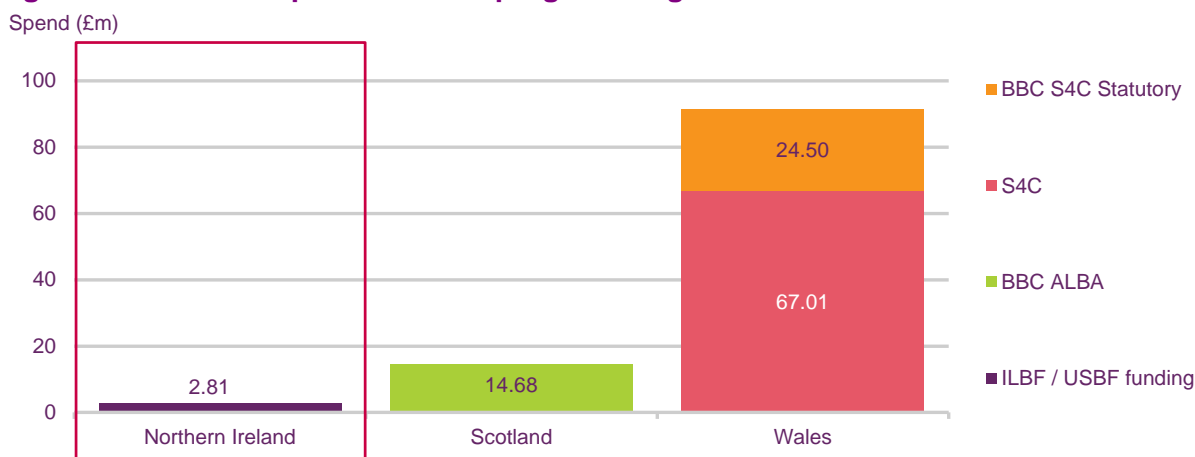
QH65A-D. How frequently, if at all, do you watch each of these channels?

## 2.7 Other programming in Northern Ireland

**Together, the Irish Language Broadcast Fund (ILBF) and the Ulster Scots Broadcast Fund (USBF) contributed £2.8m to programmes broadcast in Northern Ireland in 2014**

On top of the BBC and UTV's contribution to local-interest programming, already mentioned in previous sections, the ILBF contributed £2.06m and the USBF contributed £0.74m to the cost of Irish-language and Ulster-Scots cultural programming broadcast on BBC NI, UTV, TG4, and RTÉ.

**Figure 2.20 Other spend on other programming in the devolved nations: 2014**



Source: Broadcasters.

Note: BBC S4C Statutory refers to the cost to the BBC of programming supplied to S4C by the BBC as part of their statutory agreement. ILBF/ USBF refers to additional production contributions by the Irish Language Broadcast Fund and the Ulster Scots Broadcast Fund. BBC S4C Statutory and S4C figures cover the 2014/15 financial year, ILBF/ USBF and BBC Alba figures cover the 2014 calendar year.

## The Irish Language Broadcast Fund

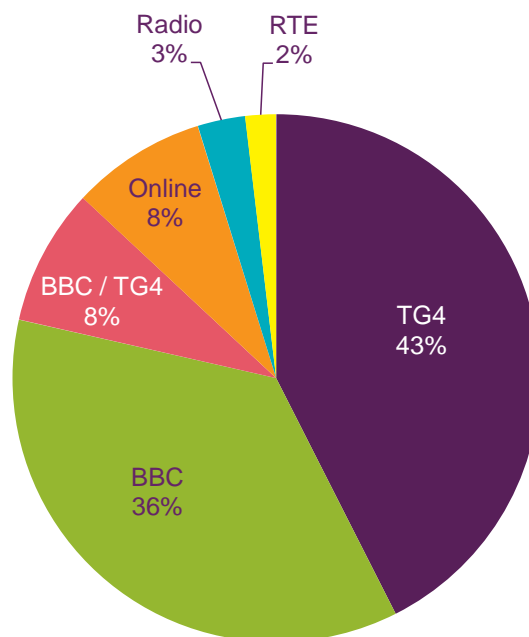
The Irish Language Broadcast Fund (ILBF) was launched in 2005. Funding comes from the UK Government's Department of Culture, Media & Sport through the British Film Institute to Northern Ireland Screen, which manages the fund.

The first period of funding ran from 2005-2009 (£3m per year). It was renewed in 2009, running until 2011, and again in 2013 for the period to 2015.

It was announced in the Chancellor's 2013 Autumn Statement that funding would be extended for a further year, to 2016.

The ILBF supports a minimum of 55 hours of Irish language content every year, the majority of which is broadcast on TG4 and BBC NI.

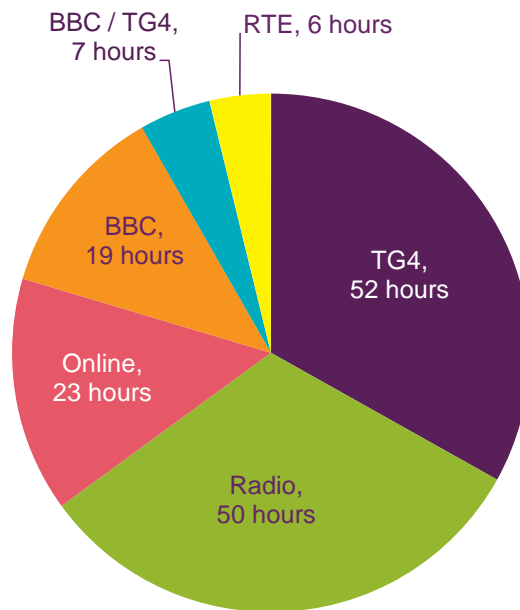
**Figure 2.21 ILBF content funding recipients, by broadcaster / platform: 2014/2015**



*Source: Northern Ireland Screen*

The ILBF also supports online content, mobile phone applications and, through a training programme, content on Raidió Fáilte. Over £2.5m is spent annually on Irish-language content and in the last financial year there were 14 recipients of funding (television production companies and Raidió Fáilte). To secure funding, companies must be based in Northern Ireland and have a commitment from a broadcaster to show output.

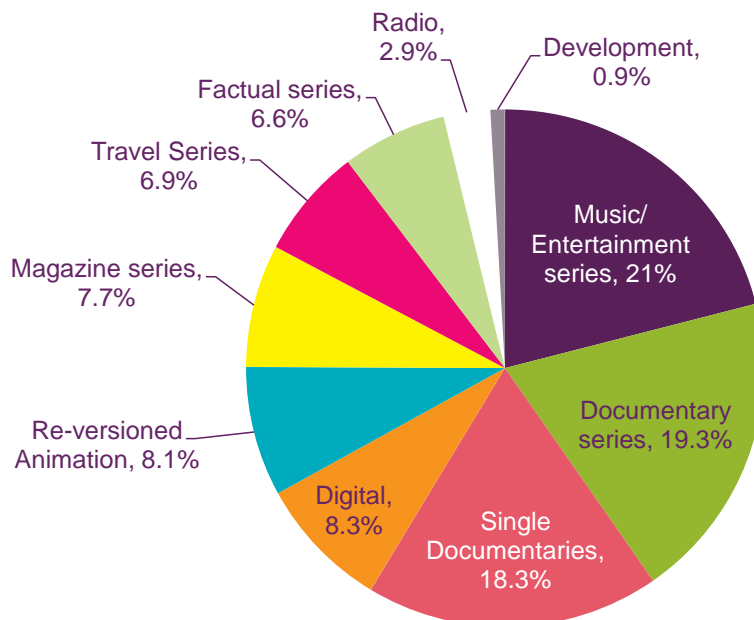
**Figure 2.22 ILBF-funded hours: 2014/2015**



Source: Northern Ireland Screen

Since the fund was started, the minimum language content in programming has risen from 60% to 75%. Funding is allocated to a range of genres including children’s, documentary, entertainment, drama, radio and digital media.

**Figure 2.23 ILBF content funding, by genre: 2014/2015**



Source: Northern Ireland Screen. Includes all programmes

### Programming highlights

ILBF-funded feature film *An Bronntanas*, or *The Gift*, received the jury’s special award at the 2015 Boston Irish Film Festival. The Irish Film & Television Academy (IFTA) also submitted *An Bronntanas* as Ireland’s entry for the Foreign Language category at the 87th Academy Awards.

**ILBF objectives for 2015/16 include:**

- To deliver at least 55 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 75% with emphasis on the Ulster dialect.
- To ensure maximum use of Irish-speaking cast and crew on each production.

**About the Ulster-Scots Broadcast Fund**

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.

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

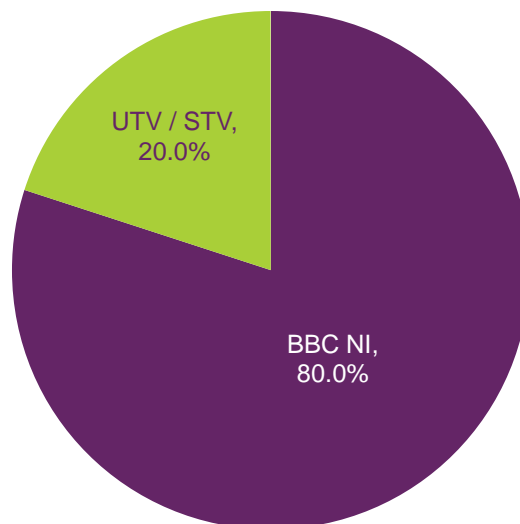
The UK government has given a commitment to the fund (£1m per year) until at least 2016.

**The majority of programming funded by the Ulster-Scots broadcasting fund was aired on BBC Northern Ireland in 2014/15**

In 2014/15 eight awards were made, totalling ten hours of production.

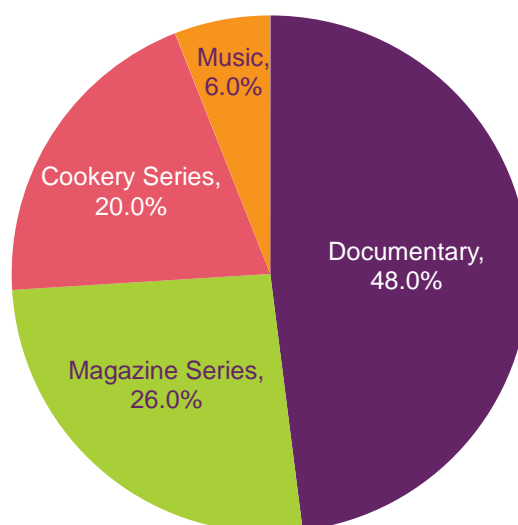
Seven projects were broadcast in 2014/15 including documentaries, music, cookery and a magazine series. Funded content was broadcast on BBC Northern Ireland, UTV and STV.

**Figure 2.24 USBF content funding, by broadcaster: 2014-2015**



*Source: Northern Ireland Screen, includes all programmes*

**Figure 2.25 USBF breakdown of output, by genre: 2014-2015**



Source: Northern Ireland Screen, includes all programmes

### **Programming highlights**

The three-part landmark documentary series *Imagining Ulster* examined the historical, emotional and cultural bonds which underpin the shaping of the Ulster-Scots identity.

*Paul and Nick's Big Food Trip* returned for a third series and was broadcast in Northern Ireland on UTV and in Scotland on STV.

Four-part documentary travelogue series *Brave New World: New Zealand* explored the story of 19th Century Ulster- Scots emigration to New Zealand. A follow-up series, *Brave New World: Canada* was commissioned in 2014-15.

### **Objectives for 2015/16 include:**

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

### **Programming reach**

During 2014/15, programming supported by the ILBF and USBF, and broadcast by BBC Northern Ireland, reached an audience of 600,000, representing around 35% of the total Northern Ireland population.