2. Television and audio visual

Figure 2.1

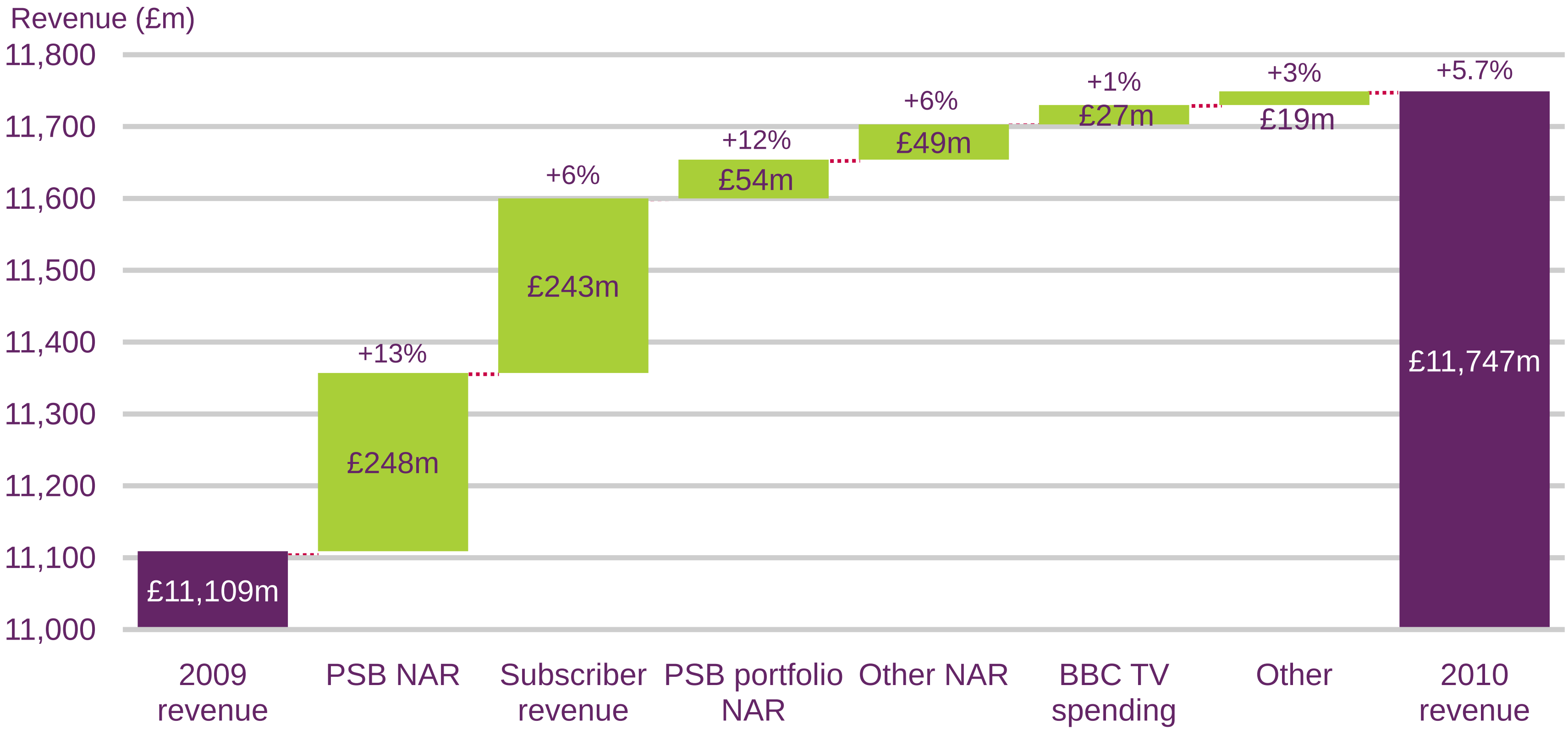
Industry metrics

UK television industry	2005	2006	2007	2008	2009	2010
Total TV industry revenue (£bn)	10.5	10.6	11.1	11.2	11.1	11.7
Proportion of revenue generated by public funds	25%	25%	25%	24%	25%	23%
Proportion of revenue generated by advertising	35%	33%	32%	31%	28%	30%
Proportion of revenue generated by subscriptions	35%	36%	37%	39%	41%	41%
TV as a proportion of total advertising spend	30%	28%	27%	27%	28%	29%
Spend on originated output by 5 main networks (£bn)	3.0	2.8	2.7	2.6	2.4	2.5
Digital TV take-up	61.9%	69.7%	86.3%	87.1%	91.4%	92.5%
Proportion of DTV homes paying for TV (Q1)	64%	60%	55%	53%	55%	55%
Viewing per head, per day (hours) in all homes	3.65	3.60	3.63	3.74	3.75	4.04
Share of the five main channels in all homes	70%	67%	64%	61%	58%	56%
Number of channels broadcasting in the UK	416	433	470	495	490	510

Source: Ofcom/broadcasters/Advertising Association/Warc/BARB/GfK. Note: Public funds include the DCMS grant to S4C and BBC funding that is allocated to TV; TV as a proportion of total advertising spend excludes direct mail and is based on Advertising Association/Warc Expenditure Report (www.warc.com/expenditurereport); spend on originations includes spend on nations and regions programming (not Welsh and Gaelic language programmes but some Irish language). Note that digital television take-up in Q1 2011 had reached 93%.

Figure 2.2

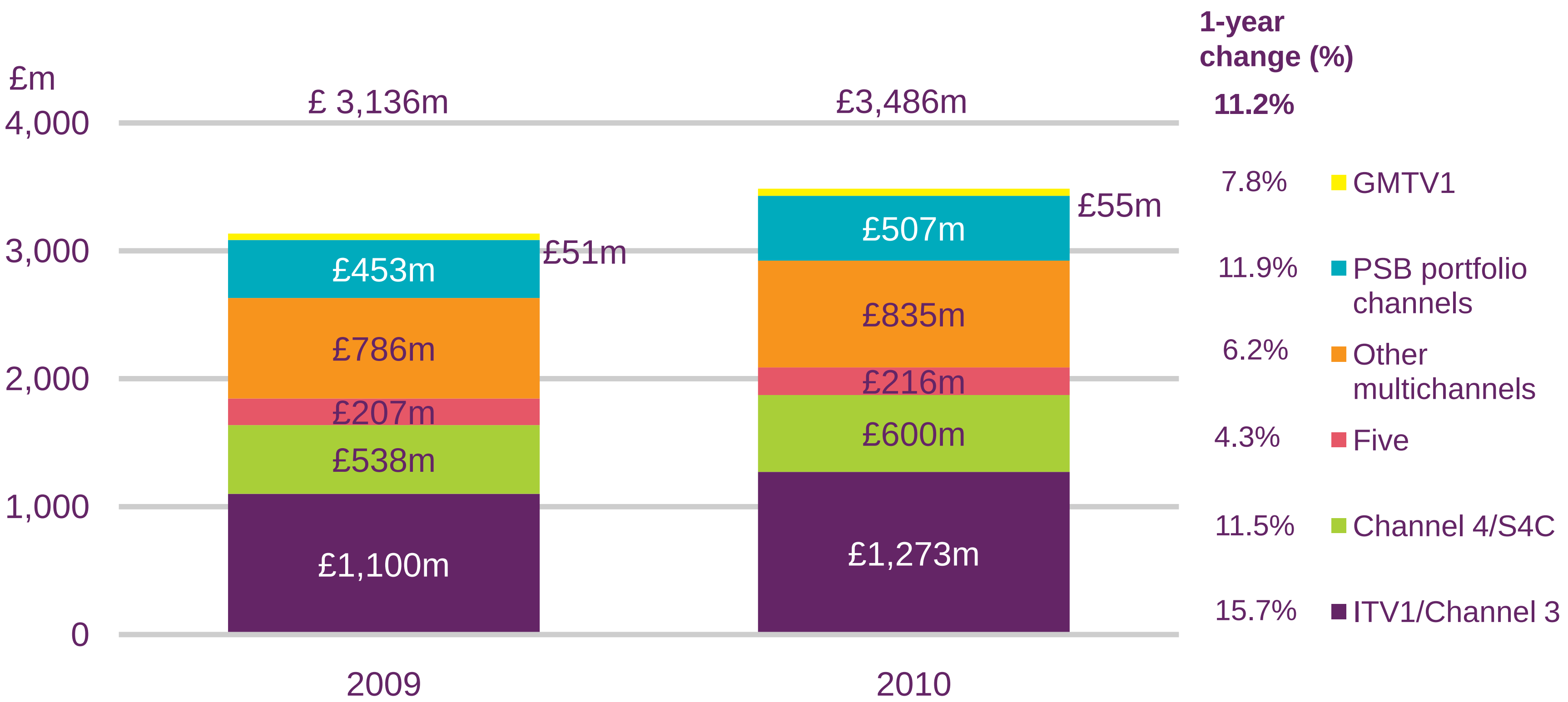
Total TV industry revenue, by source



Source: Ofcom/broadcasters

Figure 2.3

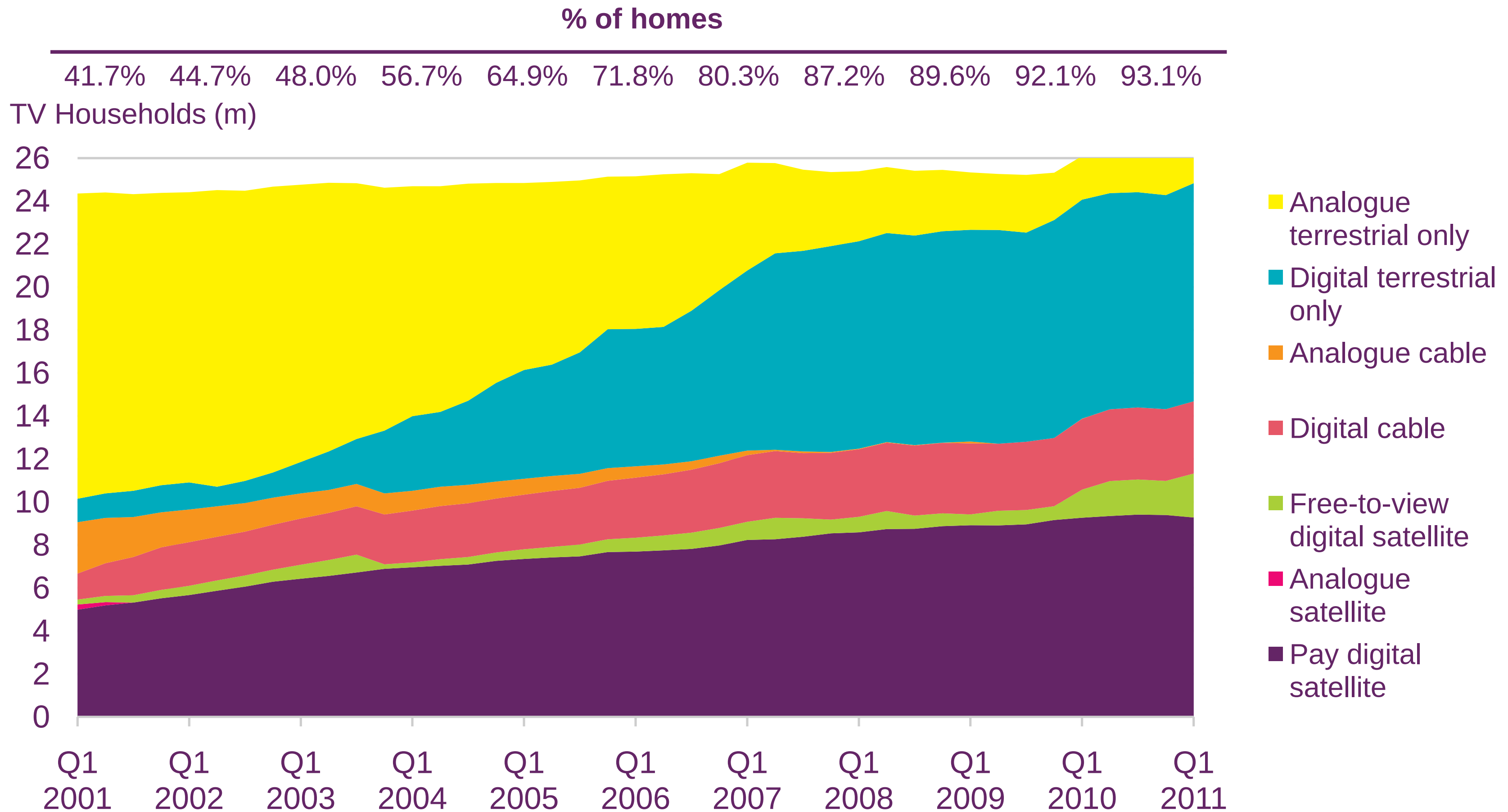
Advertising revenue, by share



Source: Ofcom/broadcasters.
Note: Totals may not equal the sum of the components due to rounding. ITV1/Channel 3 includes ITV Plc, STV, UTV and Channel Television. GMTV1 includes ITV Breakfast.

Figure 2.4

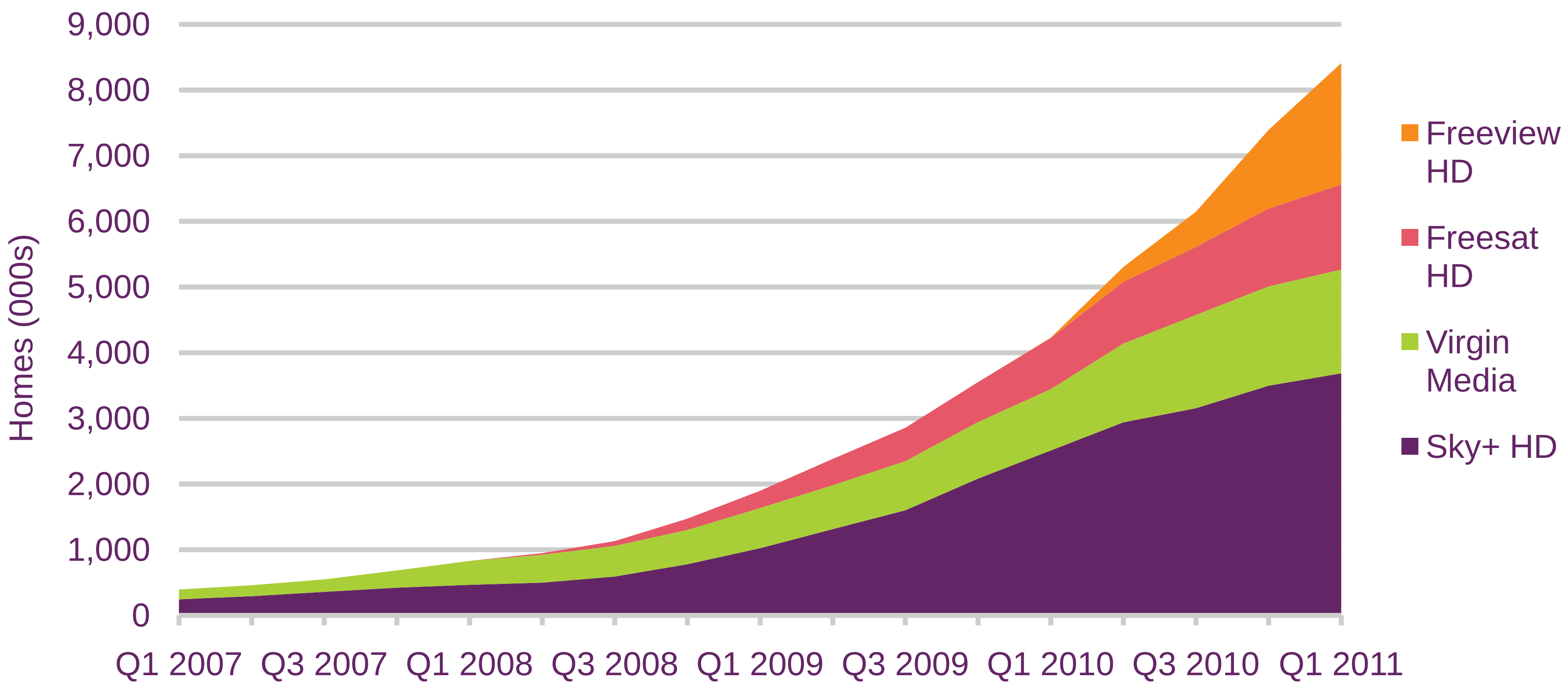
Multichannel take-up in UK households



Source: Ofcom, GfK NOP research from Q1 2007, previous quarters include subscriber data and Ofcom market estimates for DTT and free satellite Note: Digital terrestrial relates to DTT-only homes.

Figure 2.5

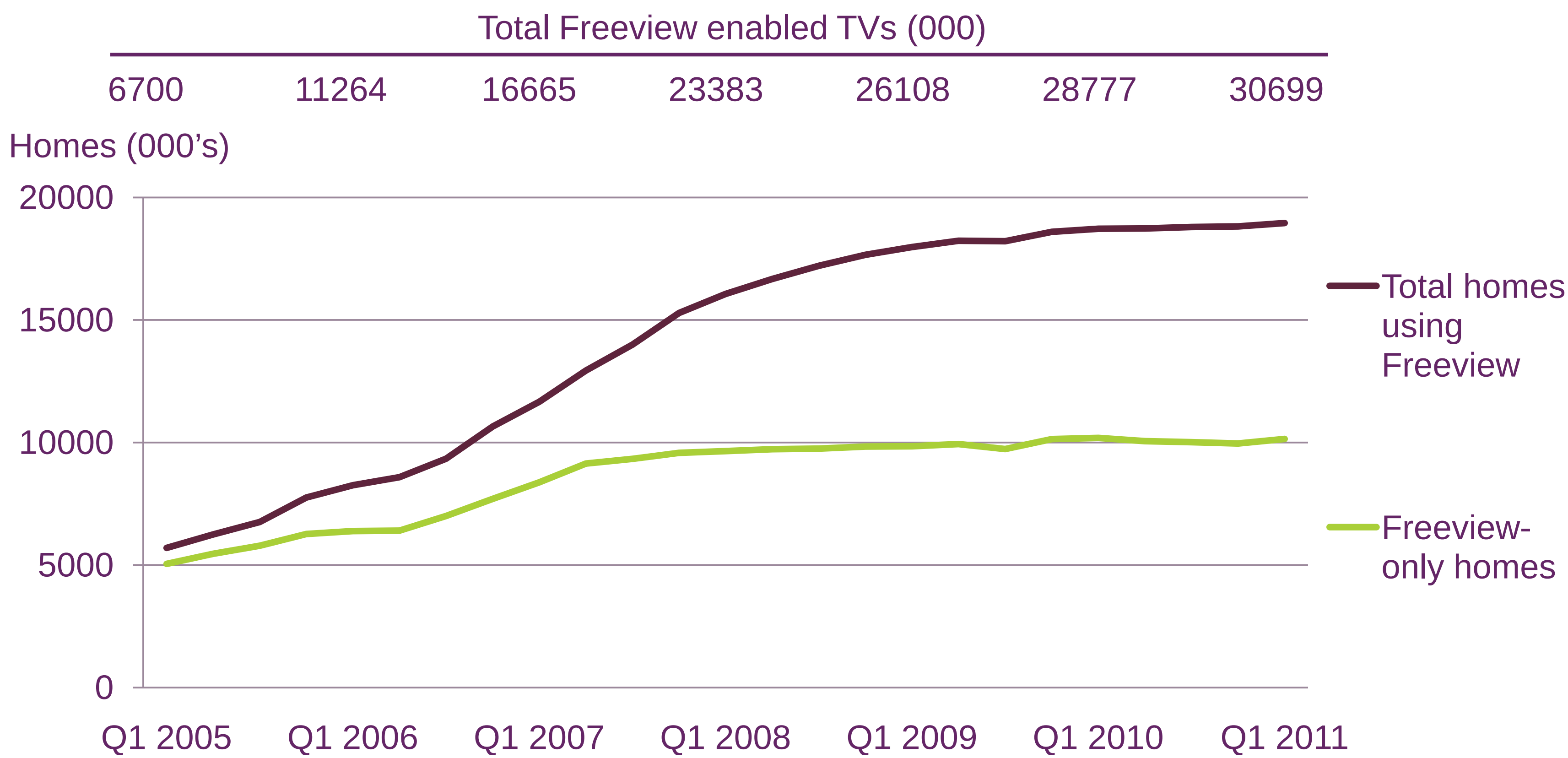
Number of broadcast HD homes: BSkyB, Virgin Media, Freesat and Freeview



Source:BSkyB/Virgin Media/GfK Note: Figures represent latest available data. Freesat HD and Freeview HD figures based on HD device sales, therefore the cumulative number of HD homes is indicative only and should be regarded as an upper boundary figure.

Figure 2.6

Usage and access to Freeview DTT services: 2005-2011



Source: Ofcom estimates based on GfK research and sales data. Note: Q1 2009 total Freeview-enabled TVs figure has been adjusted by Ofcom.

Figure 2.7

Live vs. time-shifted TV viewing, DVR homes

Source: BARB. All individuals with DVRs.
Note: New BARB panel introduced 1 Jan 2010. As a result pre- and post-panel change data must be treated with caution

Figure 2.8

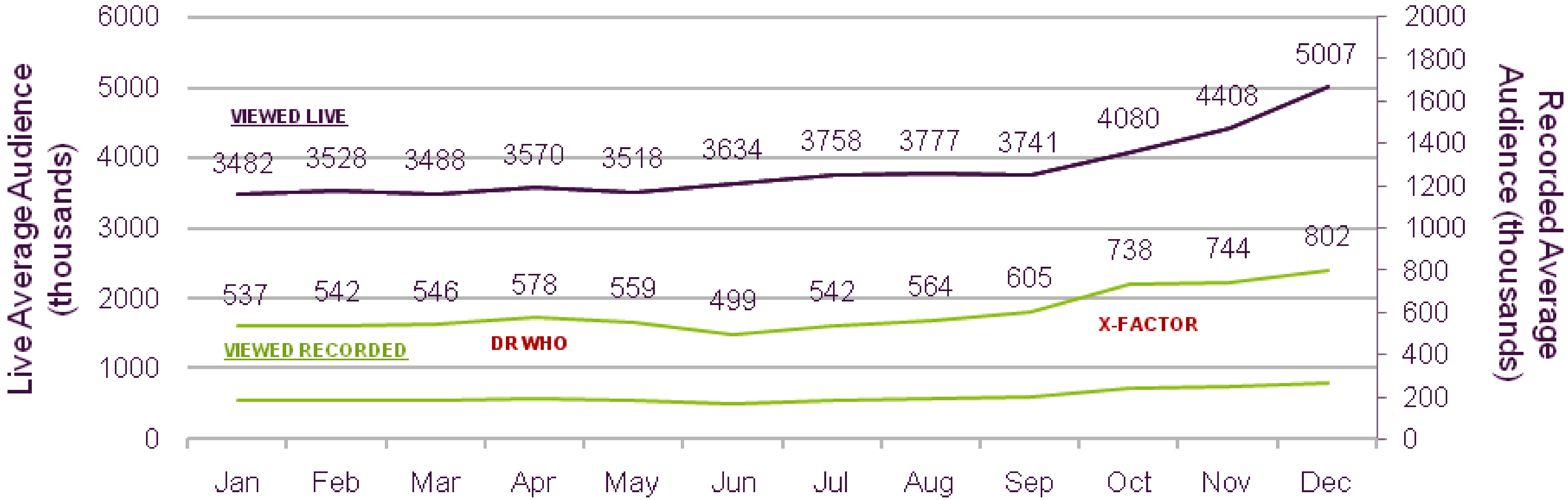
2010 top ten programmes – all channels, DVR homes

	Programme	Channel	Date	Recorded viewing (m)	Live viewing (m)
1	Doctor Who	BBC1	25/12/2010	3.2	4.5
2	Come Fly With Me	BBC1	25/12/2010	2.9	4.8
3	The X Factor	ITV1	03/10/2010	2.4	5.4
4	The Royle Family	BBC1	25/12/2010	2.4	4.4
5	Sherlock	BBC1	25/07/2010	2.0	2.5
6	EastEnders	BBC1	19/02/2010	2.0	5.4
7	Gavin & Stacey	BBC1	01/01/2010	1.9	2.8
8	Strictly Come Dancing	BBC1	18/12/2010	1.9	5.8
9	Britain's Got Talent	ITV1	05/06/2010	1.7	4.5
10	Upstairs Downstairs	BBC1	26/12/2010	1.7	3.2

Source: BARB. All individuals with DVRs. Includes viewing on respective +1 channels. Only highest incidence of programmes reported.

Figure 2.9

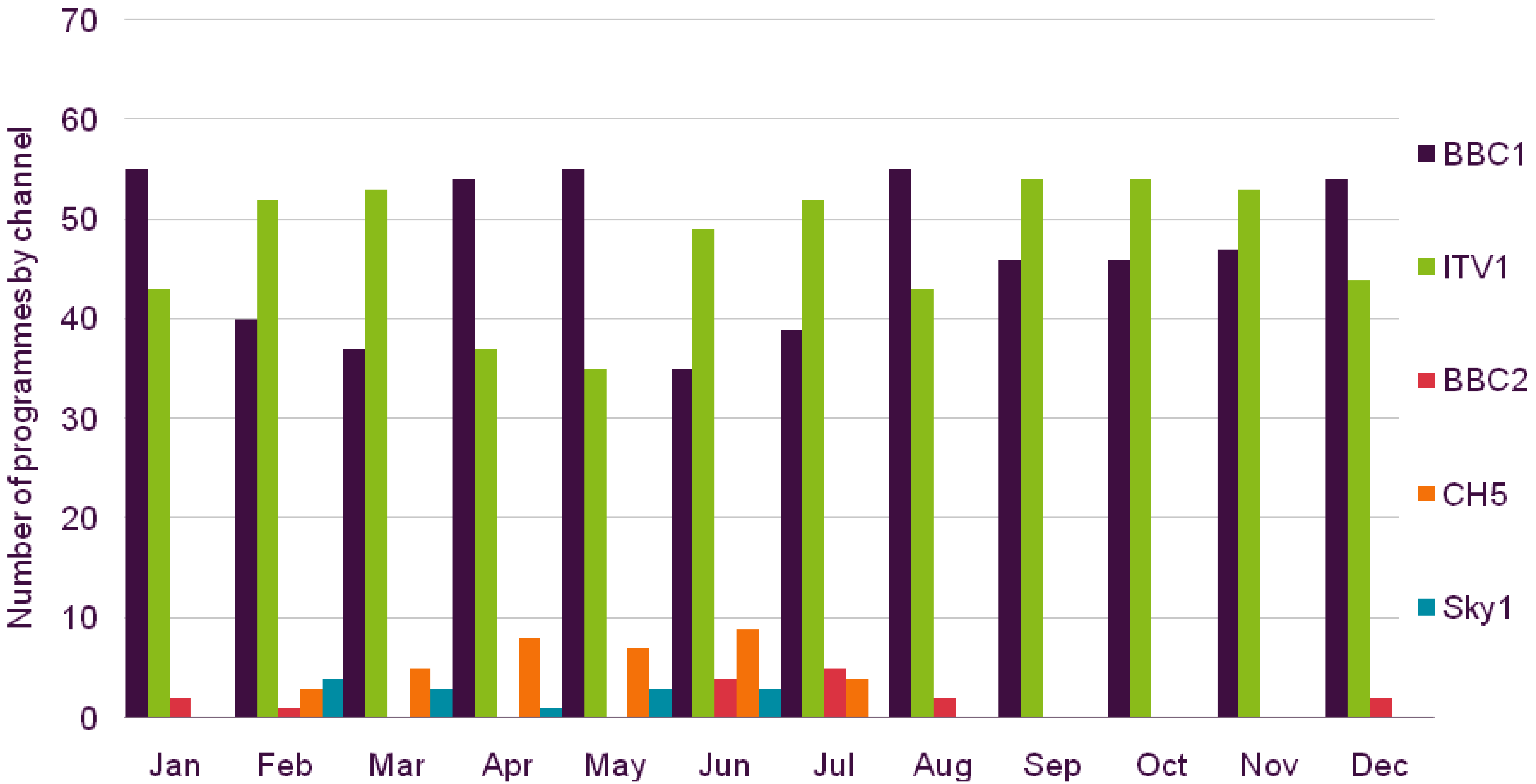
Average audience to live and time-shifted viewing (in thousands), by month



Source: BARB. All individuals with DVRs. Includes viewing on respective +1 channels.

Figure 2.10

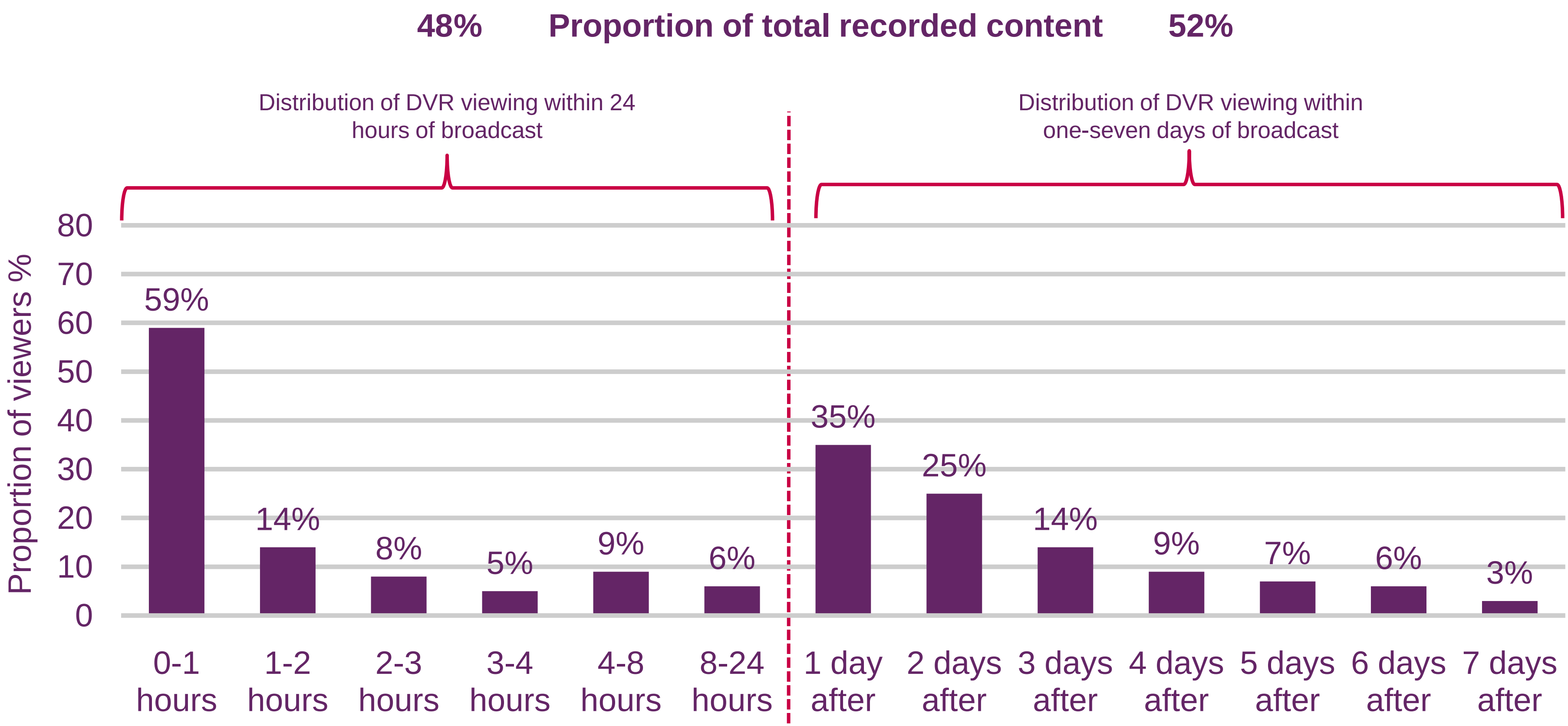
Distribution of the top 100 most watched recorded programmes by channel



Source: BARB. All individuals with DVRs. Includes viewing on respective +1 channels.

Figure 2.11

2010 average, all time-shifted content

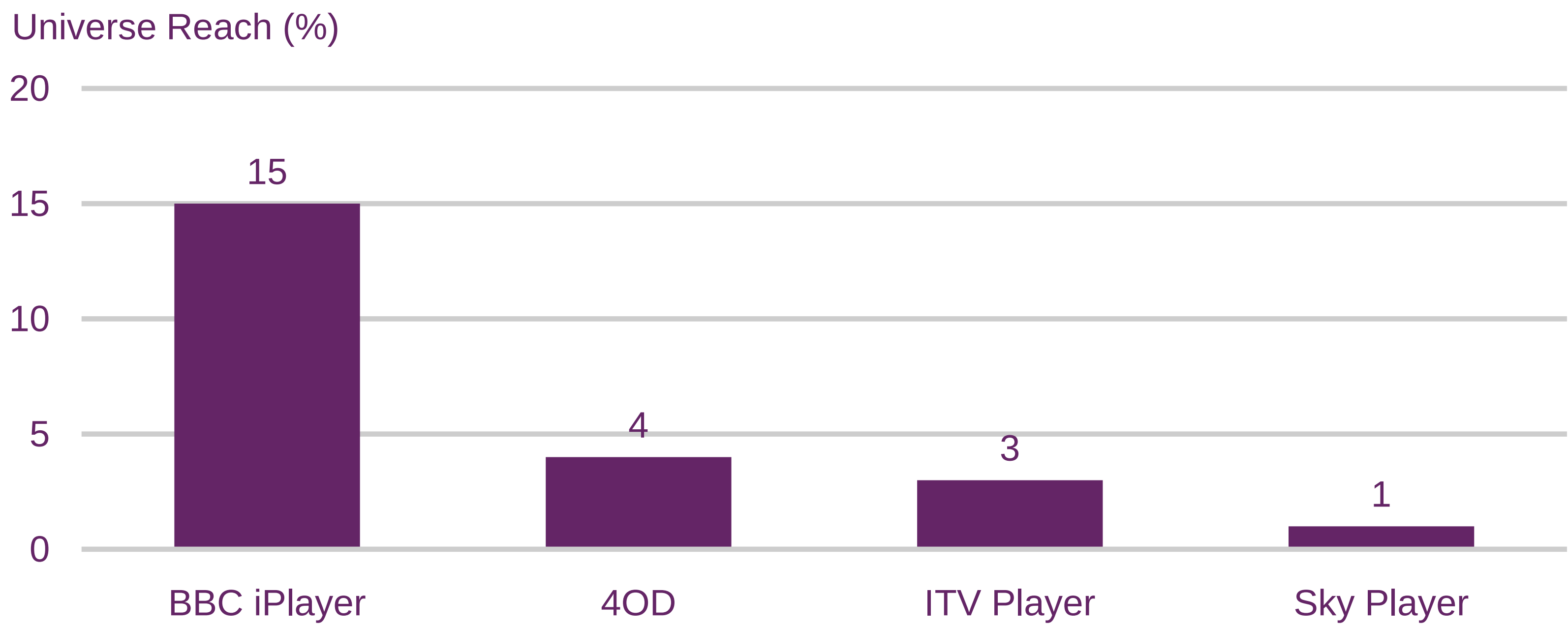


Source: BARB. All individuals with DVRs. Includes viewing on respective +1 channels.

Figure 2.12

Average online catch-up TV requests, 2010

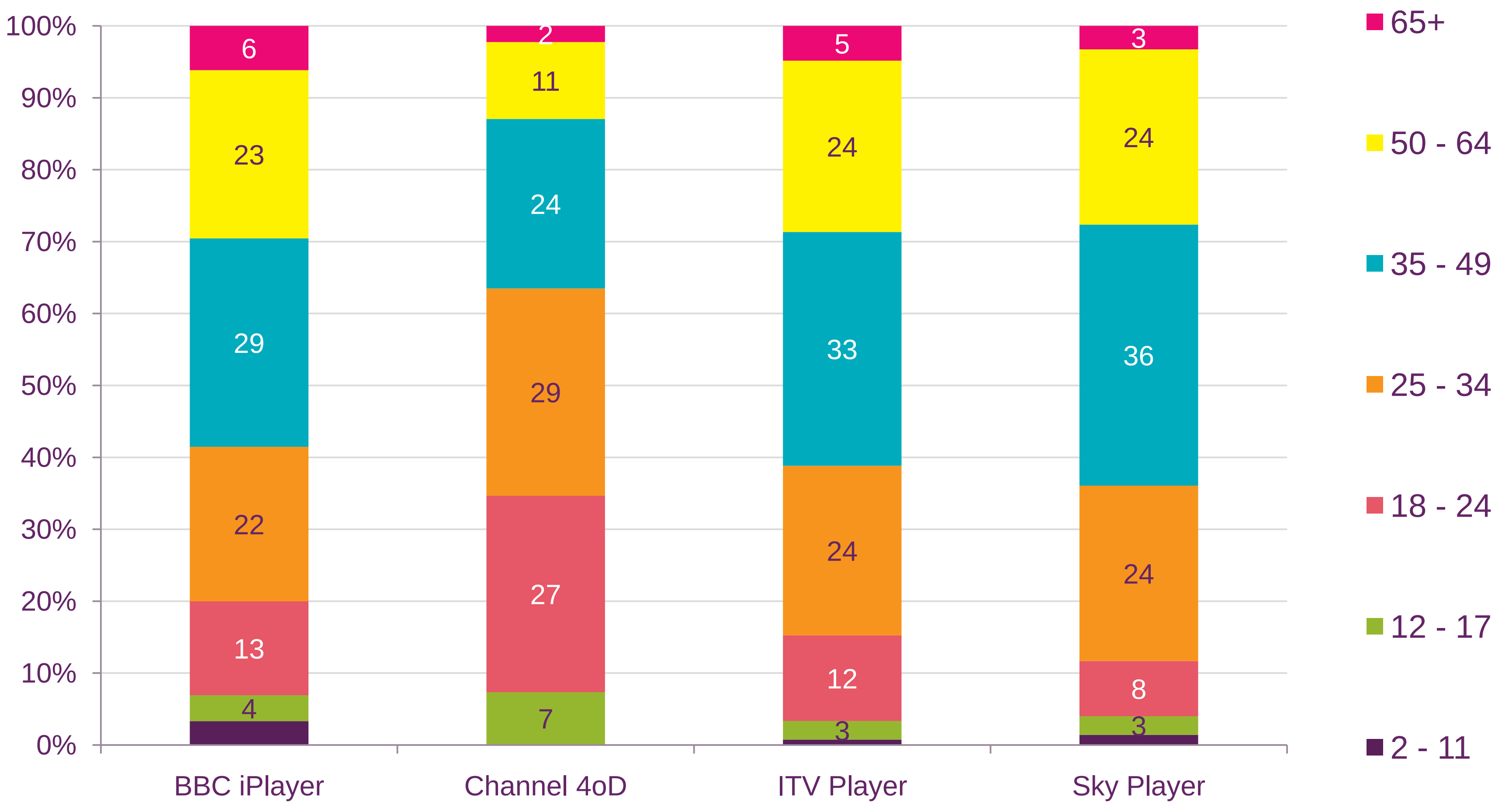
Average monthly sessions per person **5.2** **3.4** **3.2** **2.5**



Source: UKOM/ Nielsen. Home and work panel. Applications included.
Note: Universe reach is the percentage of all UK internet-accessible persons (aged 2+) who visited the site or used the application in the average month. 'Internet-accessible' is defined as anyone who has access to an internet-enabled computer within the time periods covered. These figures are based on averages across each calendar month of 2010.

Figure 2.13

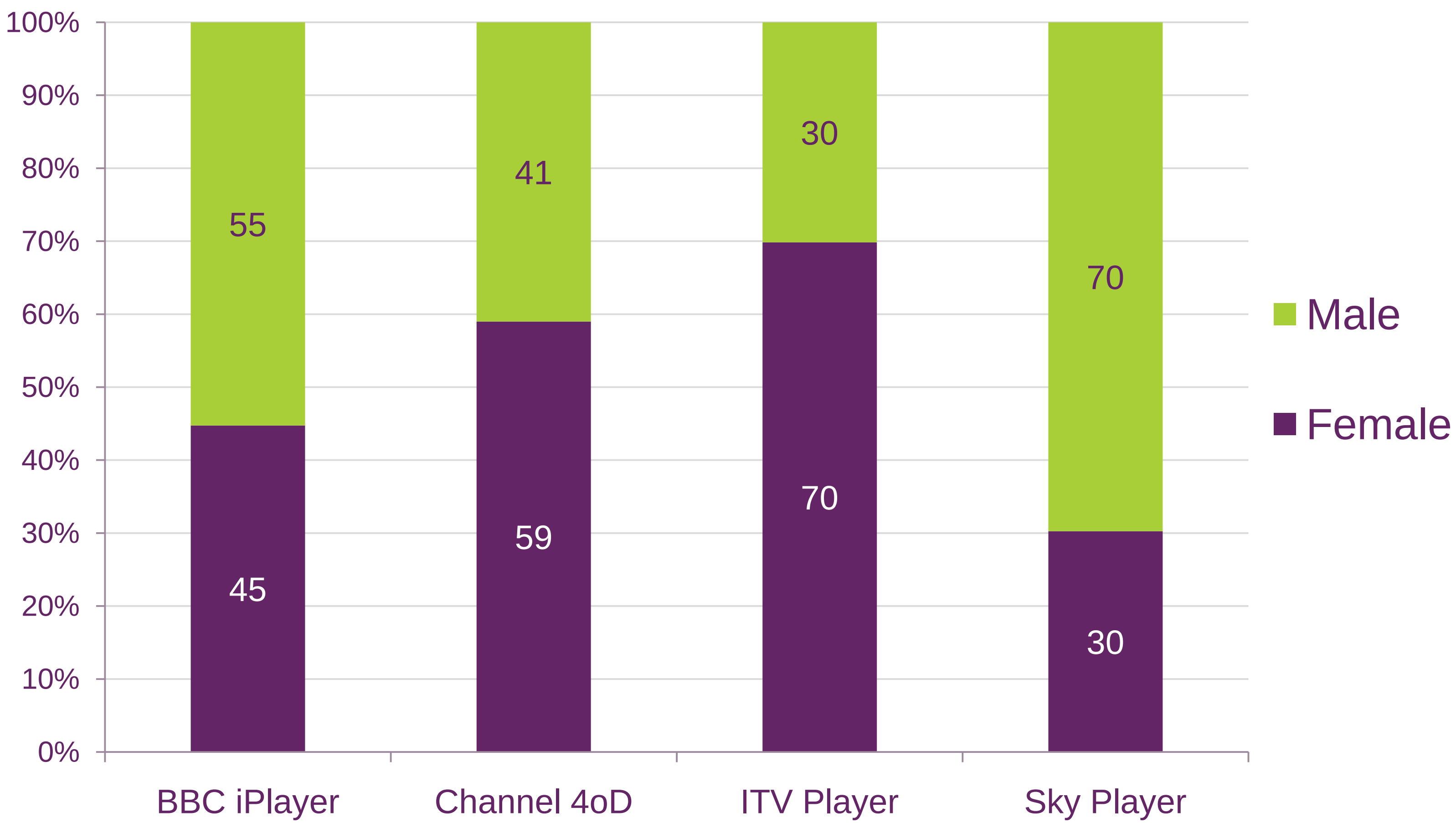
2010 average monthly online catch-up TV requests, by age group



Source: UKOM/ Nielsen. Home and work panel. Applications included. These figures are based on averages across each calendar month of 2010

Figure 2.14

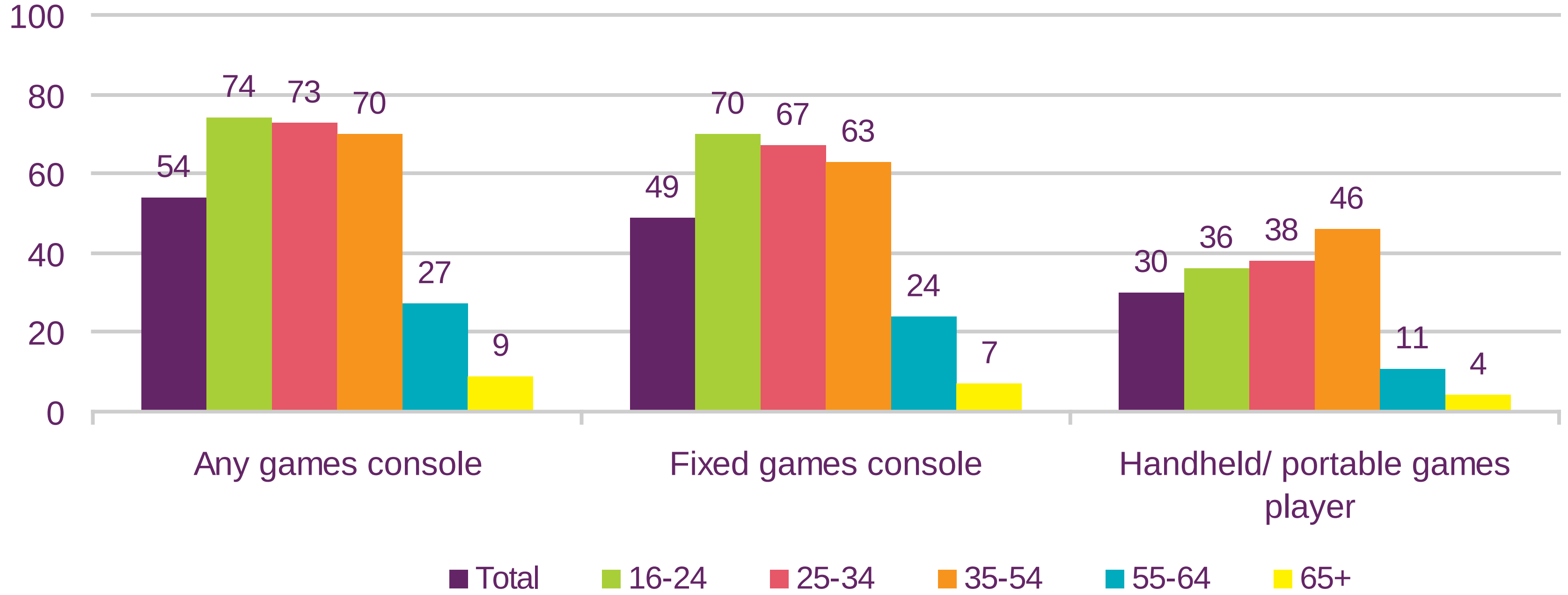
2010 average monthly online catch-up TV requests, by gender



Source: UKOM/ Nielsen. Home and work panel. Applications included. These figures are based on averages across each calendar month of 2010

Figure 2.15

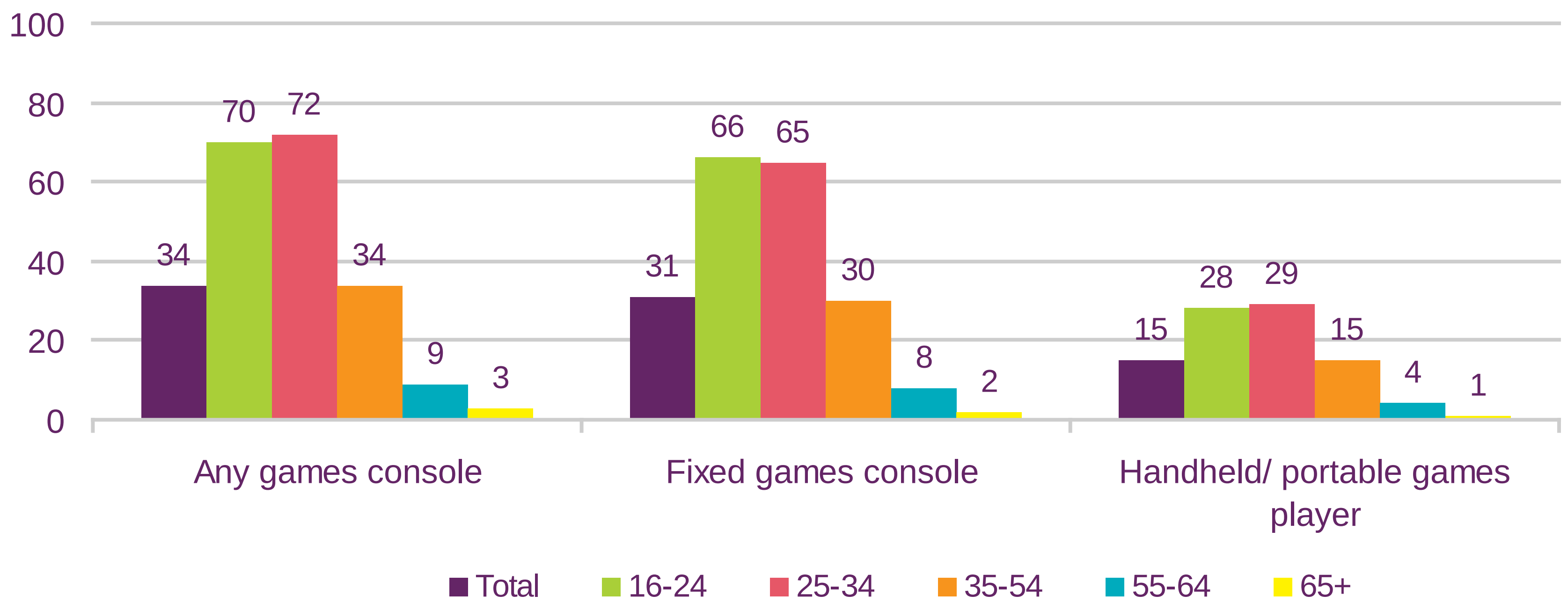
Age profile of those who have a games console at home



Source: Ofcom residential tracker, w1 2011. Base: All adults 16+ (3,474). Which of the following do you, or does anyone in your household, have in your home at the moment?

Figure 2.16

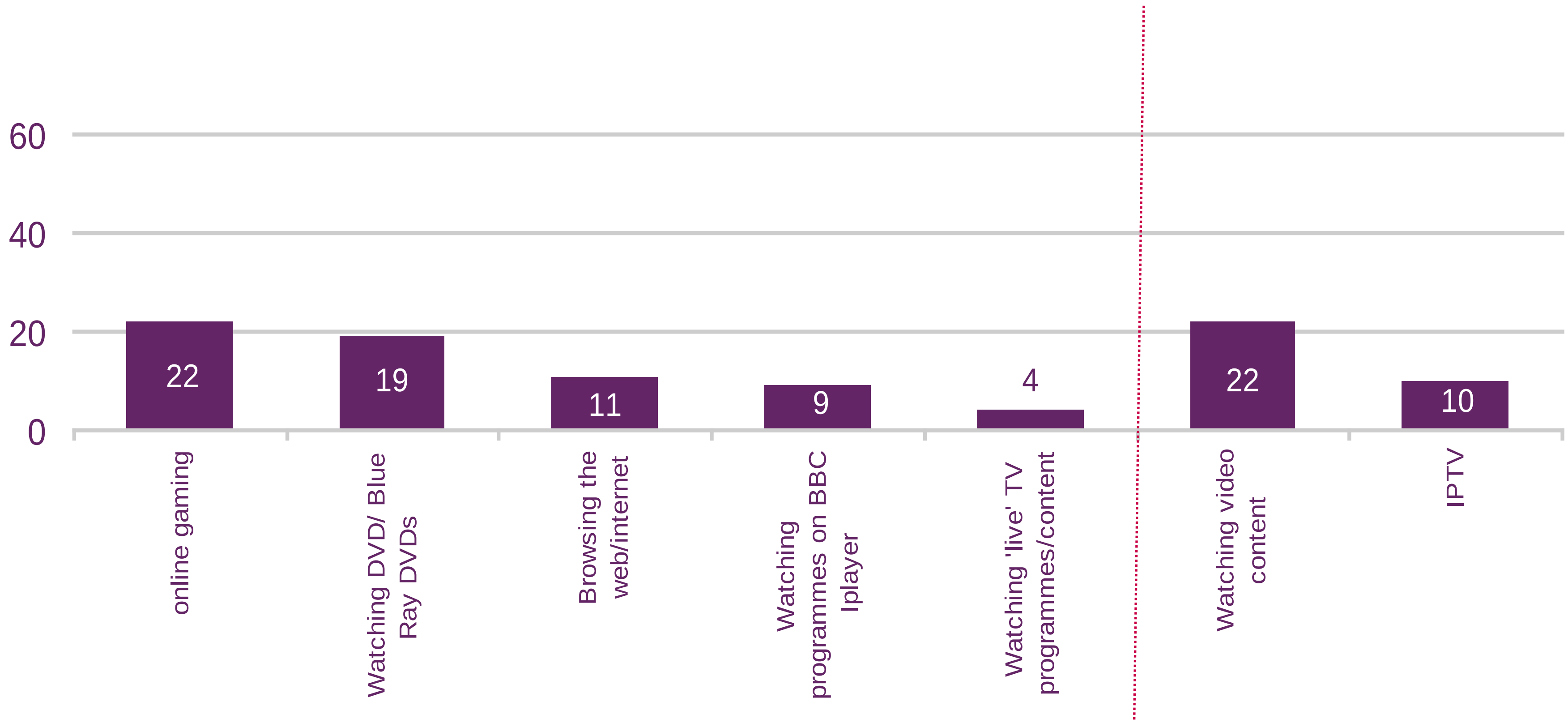
Age profile of those who personally use a games console



Source: Ofcom residential tracker, w1 2011. Base: all adults 16+ (3,474). And do you personally use….

Figure 2.17

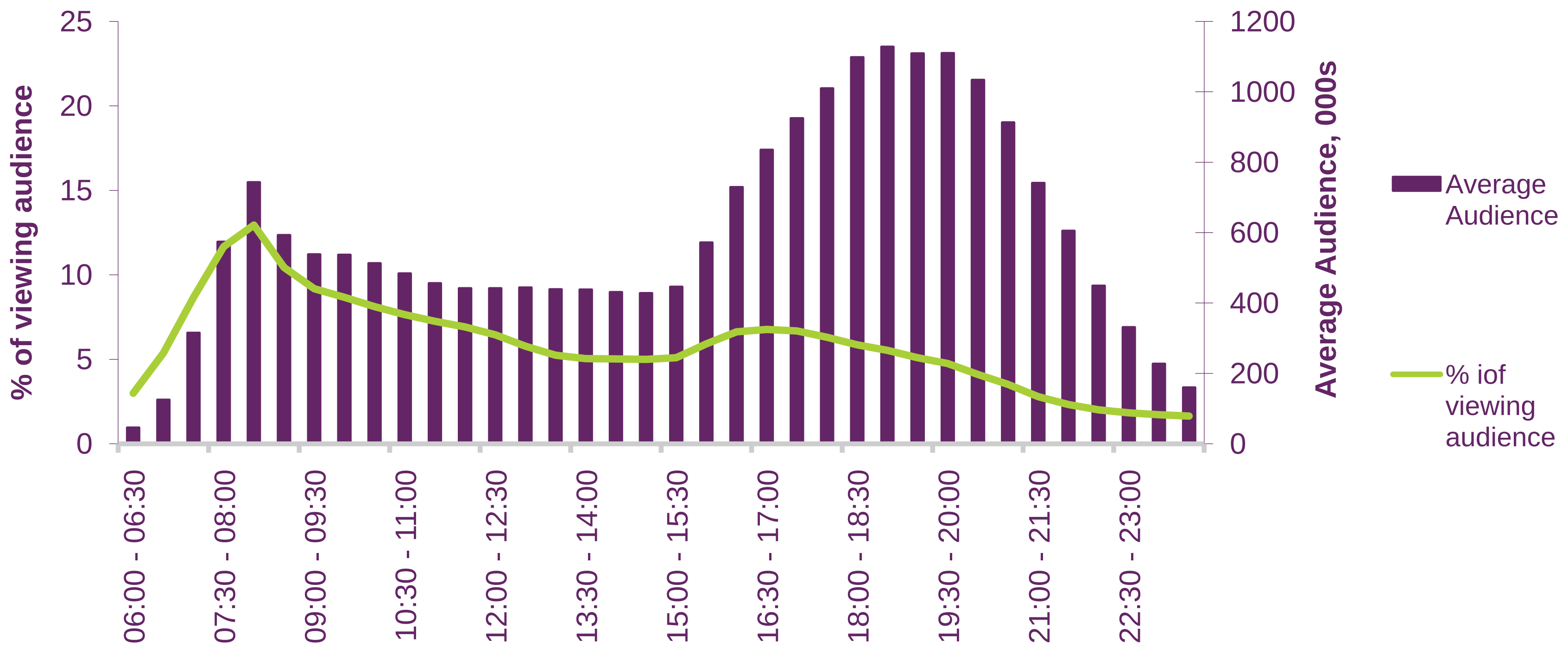
What consumers use games consoles for



Source: Ofcom residential tracker, w1 2011. Base: all adults 16+ with access to a games console at home (1,793). QB4 (QB4) Which, if any, of these do you use your games console for?

Figure 2.18

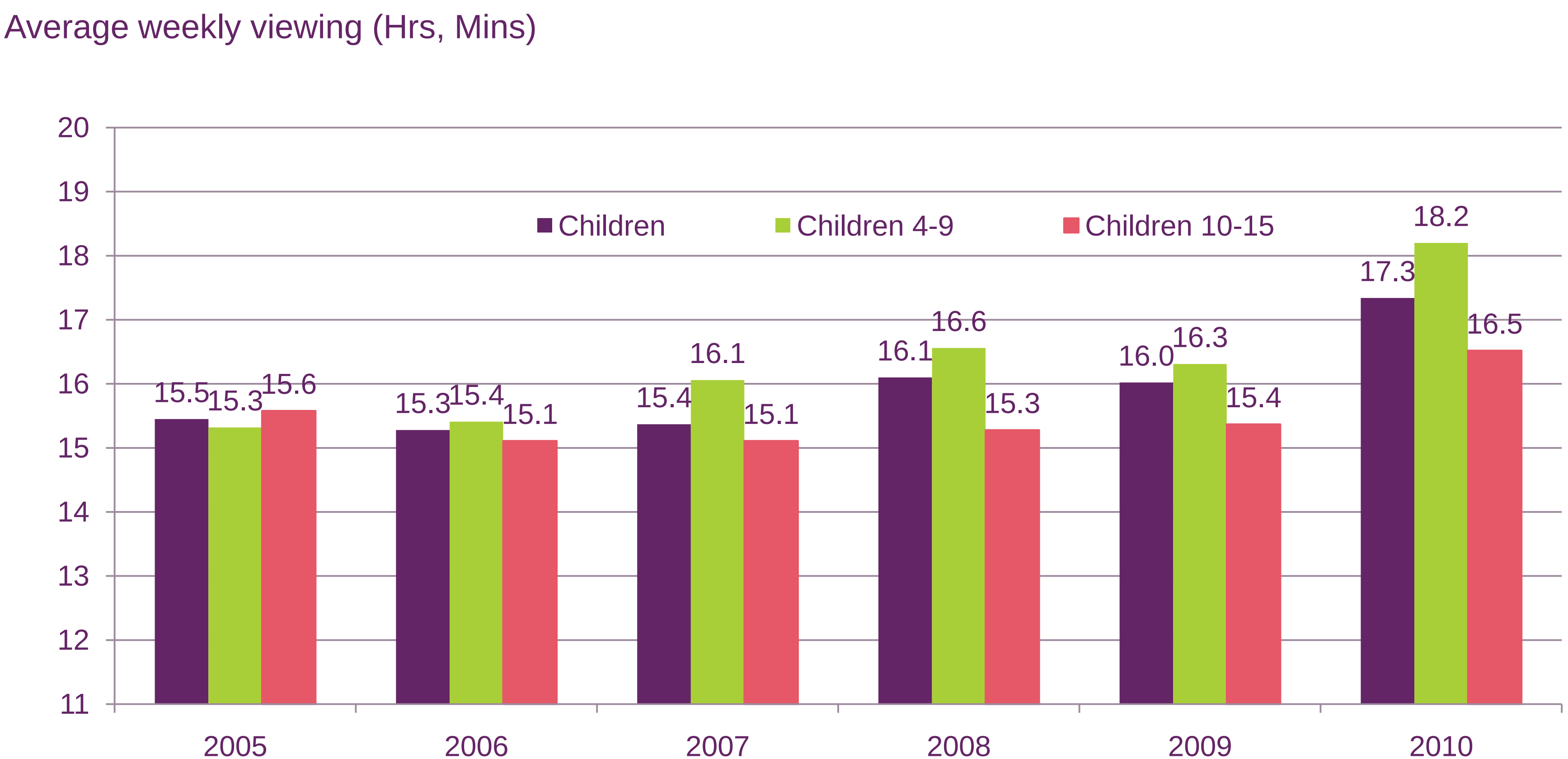
Size of the children's television audience by time of year



Source: BARB

Figure 2.19

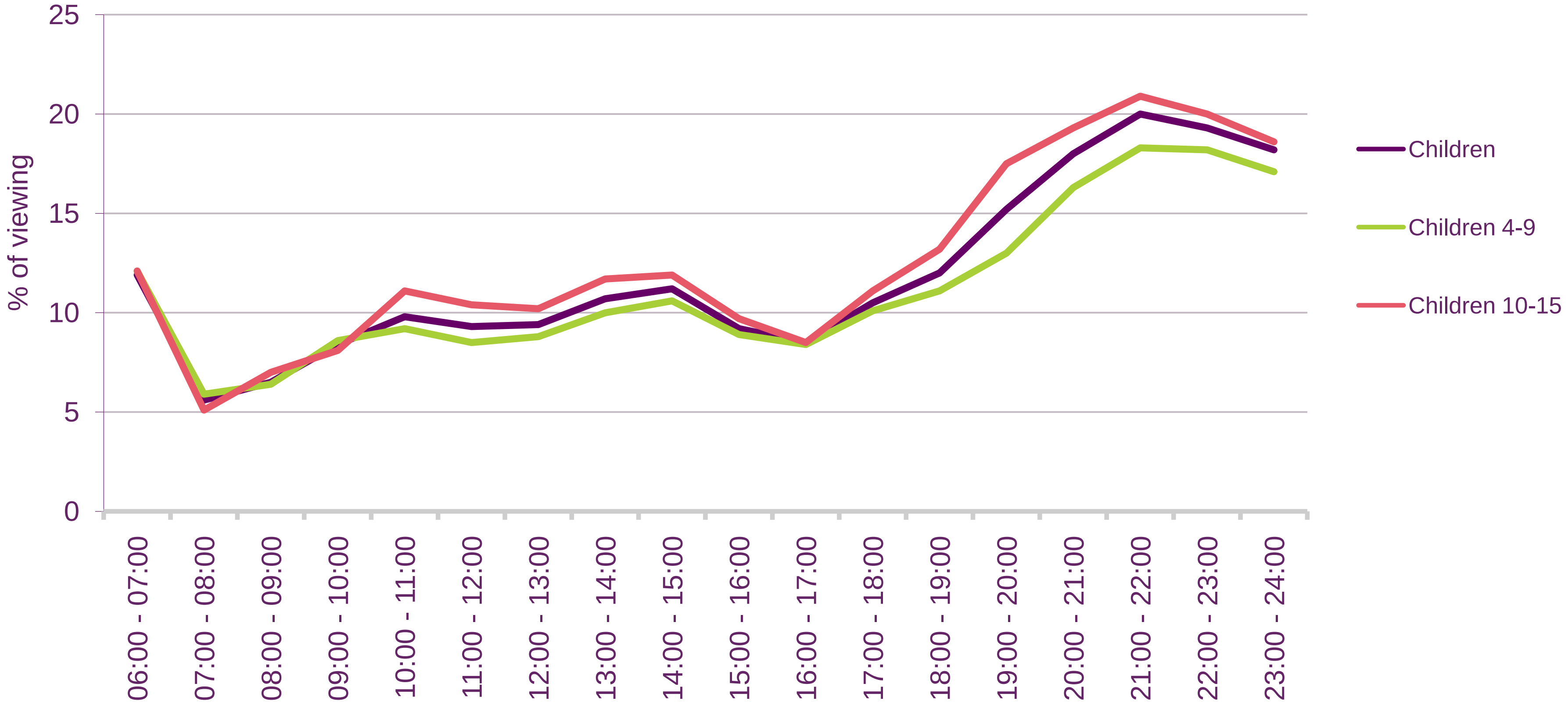
Average hours of weekly TV viewing by children



Source: BARB

Figure 2.20

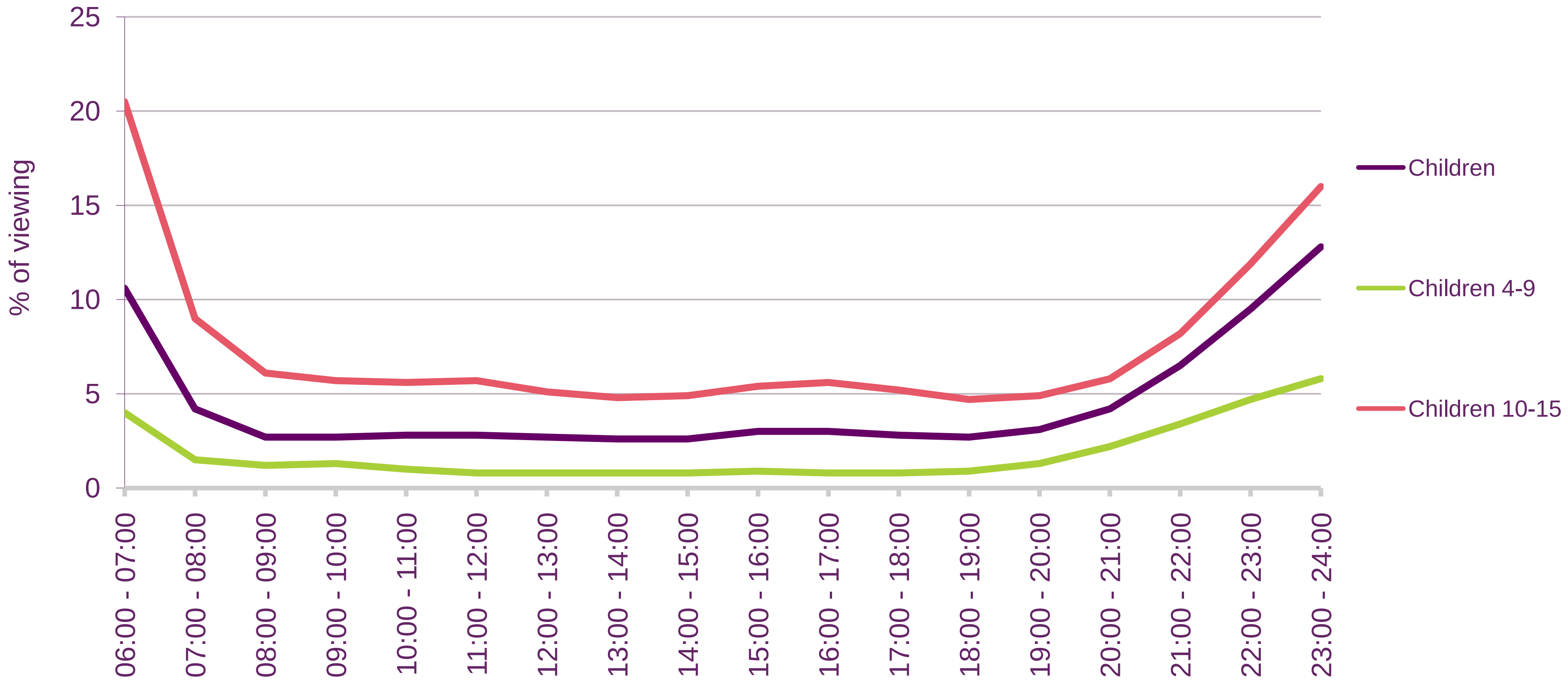
Proportion of time-shifted viewing by children, by daypart



Source: BARB

Figure 2.21

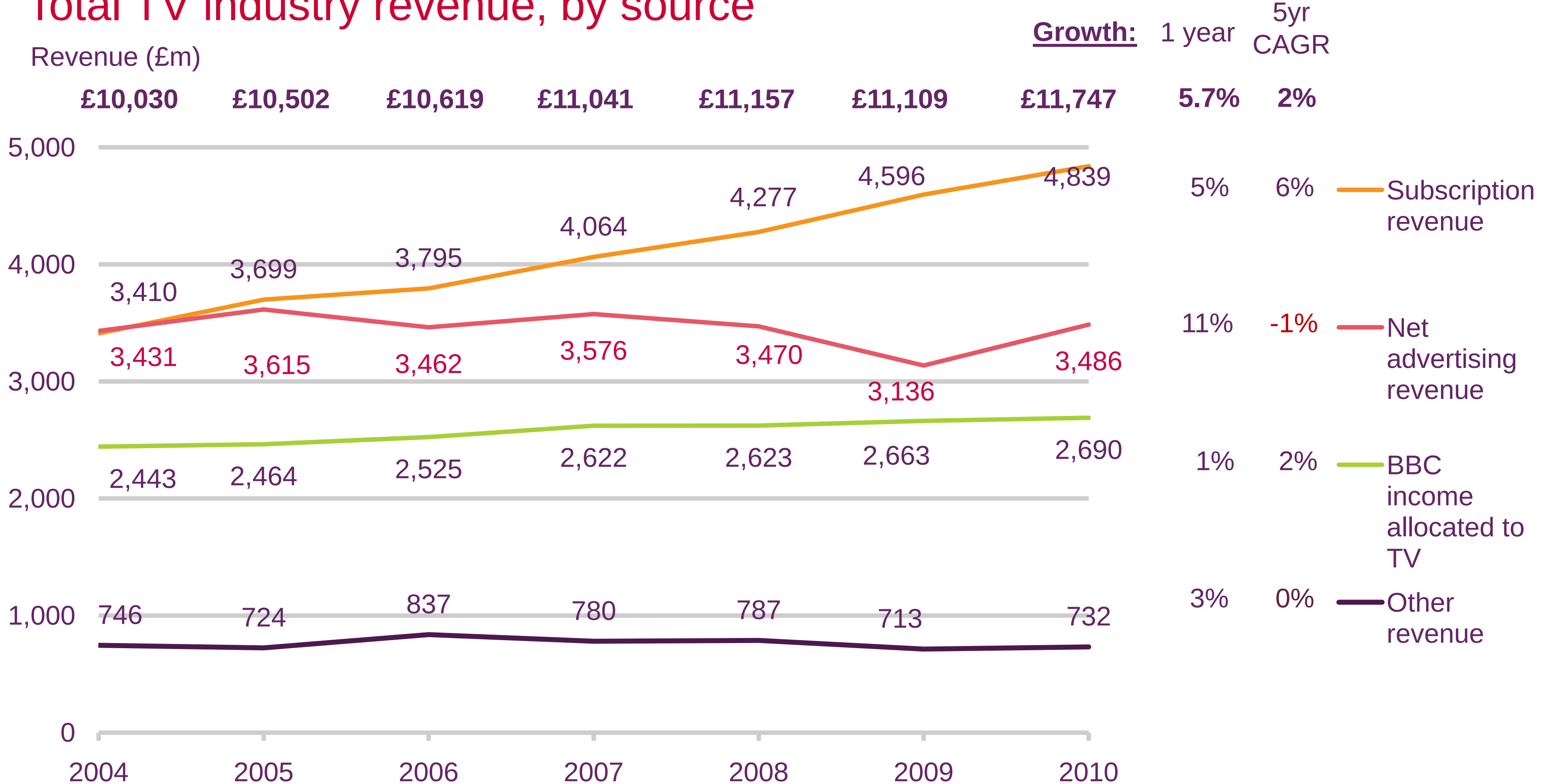
Proportion of total viewing in the child’s bedroom, by daypart



Source: BARB

Figure 2.22

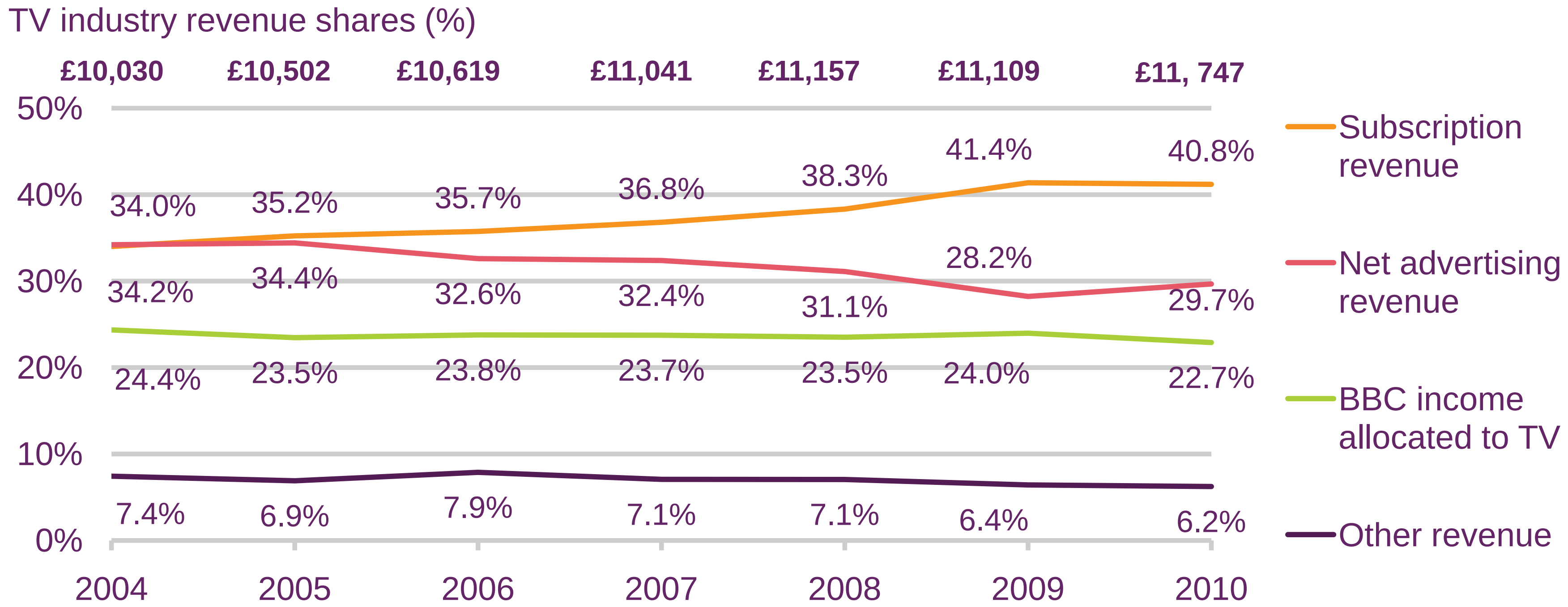
Total TV industry revenue, by source



Source: Ofcom/broadcasters Note: Figures expressed in nominal terms and replace previous Ofcom revenue data for TV industry, owing to restatements and improvements in methodologies. 'Subscription revenue' includes Ofcom's estimates of BSkyB, Virgin Media, BT Vision, TalkTalkTV, Setanta Sports (until its closure), ESPN and Top Up TV television subscriber revenue in the UK (Republic of Ireland revenue is excluded). It also excludes revenue generated by broadband and telephony. 'Other' includes TV shopping, sponsorship, interactive (including premium-rate telephony services), programme sales and S4C's grant from the DCMS. The BBC restated licence fee revenue in 2008. Totals may not equal the sum of the components due to rounding.

Figure 2.23

TV industry revenues, by share



Source: Ofcom/broadcasters

Note: Figures expressed in nominal terms and replace previous Ofcom revenue data for TV industry, owing to restatements and improvements in methodologies. 'Subscription revenue' includes Ofcom's estimates of BSkyB, Virgin Media, BT Vision, TalkTalkTV, Setanta Sports (until its closure), ESPN and Top Up TV television subscriber revenue in the UK (Republic of Ireland revenue is excluded). It also excludes revenue generated by broadband and telephony. 'Other' includes TV shopping, sponsorship, interactive (including premium-rate telephony services), programme sales and S4C's grant from the DCMS. The BBC restated licence fee revenue in 2008. Totals may not equal the sum of the components due to rounding.

Figure 2.24

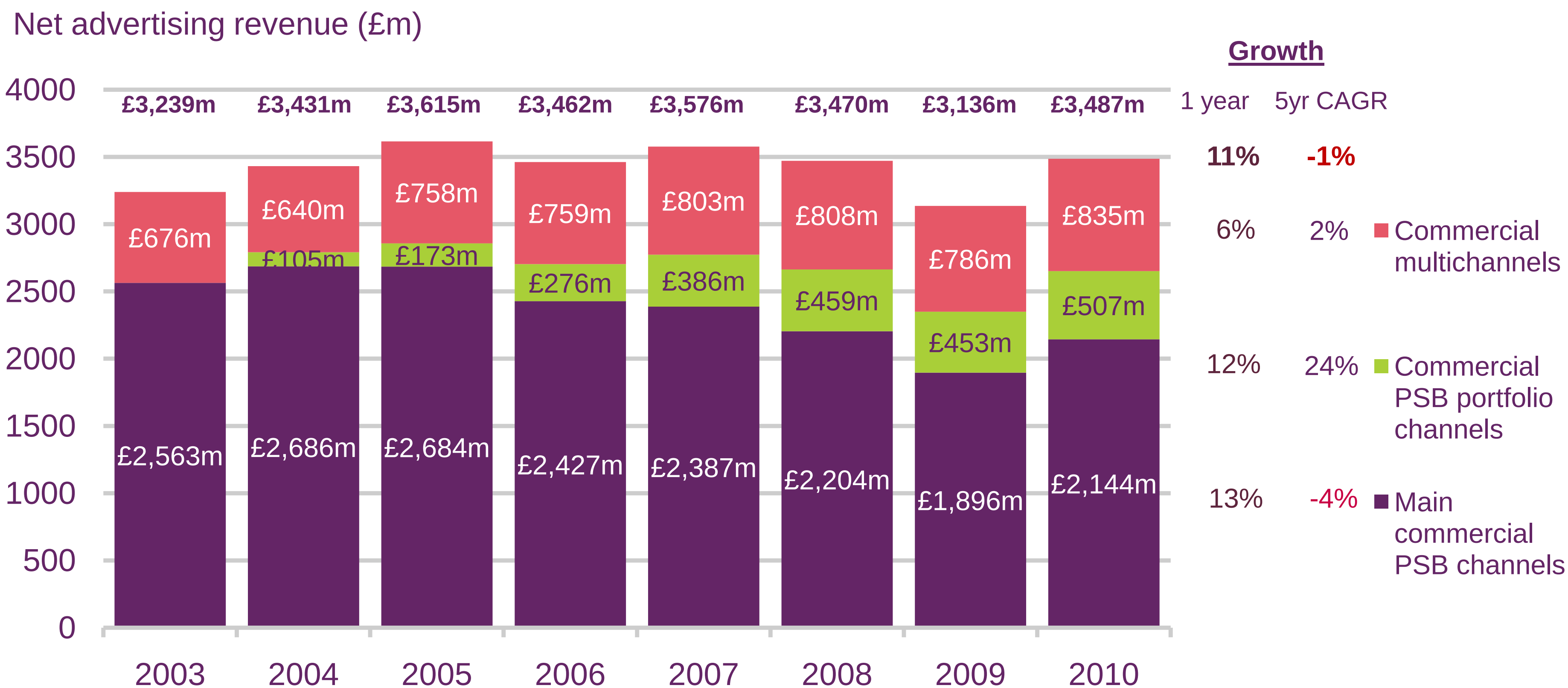
Total TV industry revenue by sector

Source: Ofcom/broadcasters

Note: Figures are nominal. Main commercial PSB channels comprise ITV1, STV, UTV, Channel Television, GMTV1, Channel 4, Five and S4C. Commercial multichannels comprise all multichannels including those owned by ITV1, Channel 4 and Five. Publicly-funded channels comprise BBC One, BBC Two, the BBC's portfolio of digital-only television channels and S4C. S4C is listed under publicly-funded and commercial analogue channels because it has a mixed advertising and public funding model. The BBC restated licence fee revenue in 2008. Totals may not equal the sum of the components due to rounding.

Figure 2.25

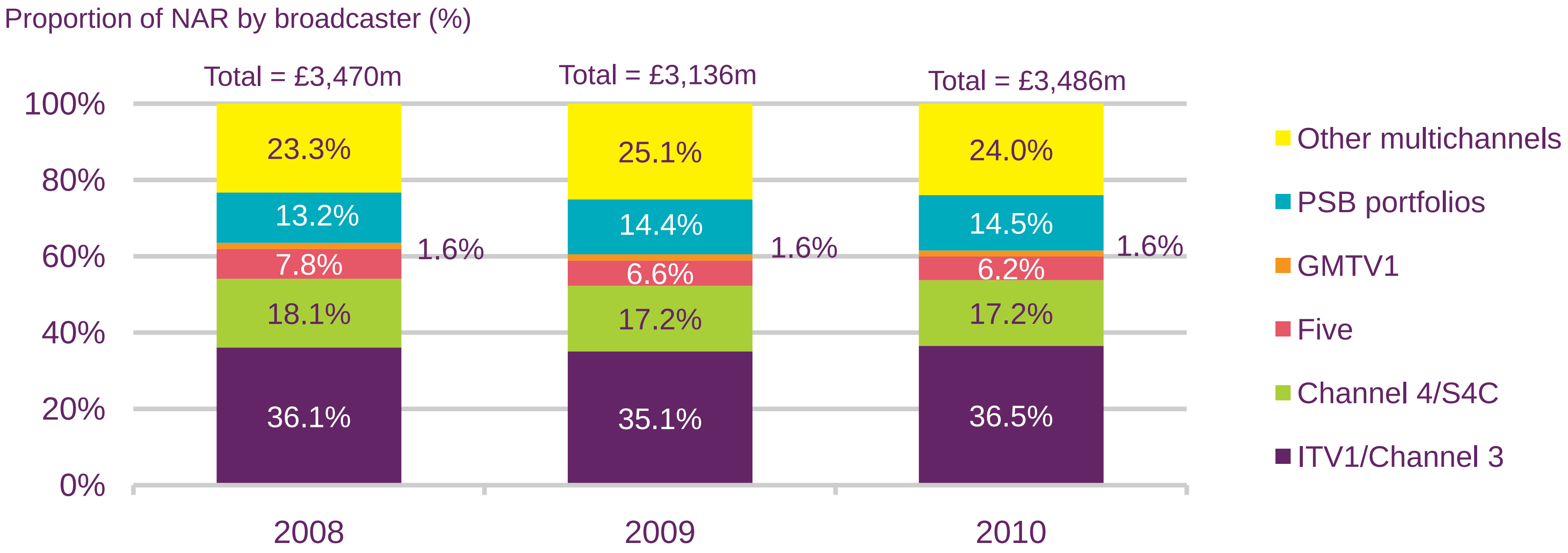
TV net advertising revenues, by source



Source: Ofcom/broadcasters. Note: Figures expressed are in nominal terms and replace previous data published by Ofcom. Main commercial PSB channels comprise ITV1, STV, UTV, Channel Television, 1/DaybreakGMTV1/Daybreak, Channel 4, Five and S4C; Commercial PSB portfolio channels include, where relevant, ITV2, 3, 4, Men & Motors, CiTV, E4, More 4, Film 4, 4Music, Five USA and Fiver (and their ‘+1’ channels). For previous years closed channels have also been included. Sponsorship revenueis not included. Totals may not equal the sum of the components due to rounding.

Figure 2.26

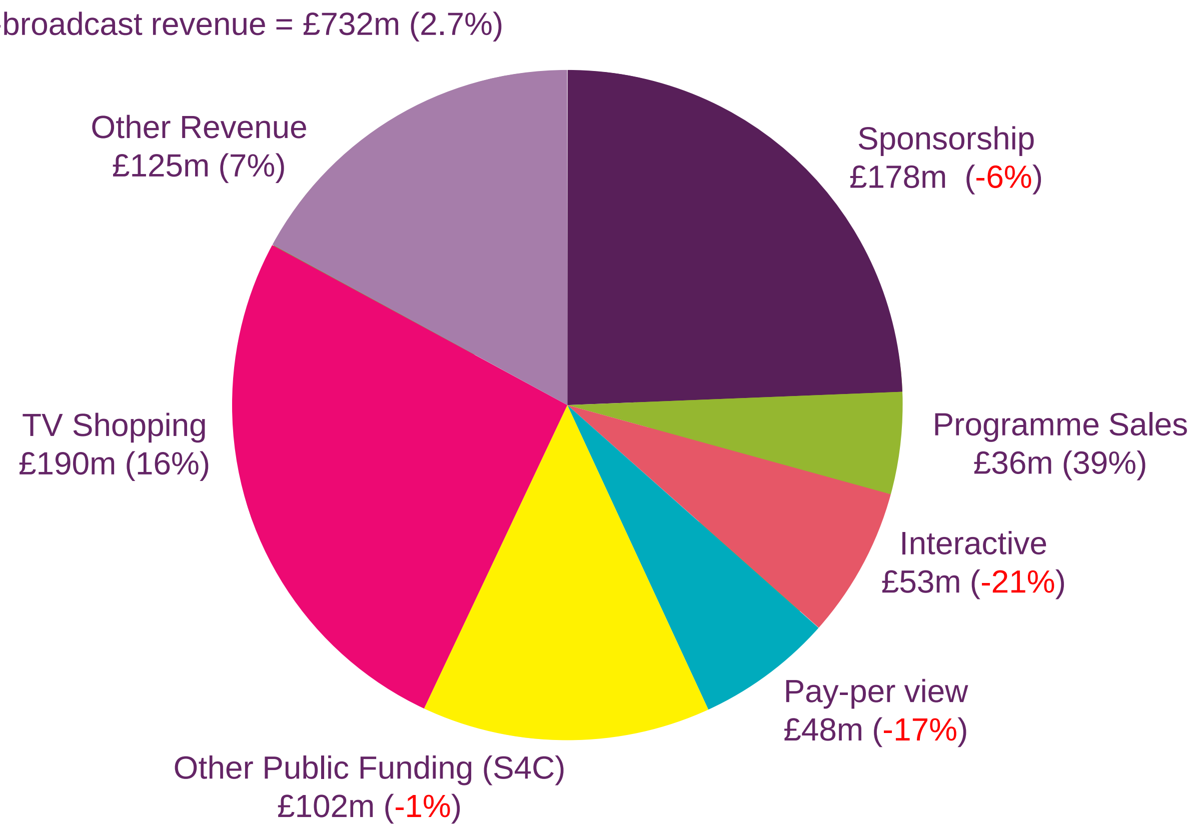
TV net advertising revenue market shares: 2009 - 2010



Source: Ofcom/broadcasters. Note: ITV1/Channel 3 includes ITV1, STV, UTV and Channel Television.

Figure 2.27

Breakdown of other / non-broadcast revenue: 2010

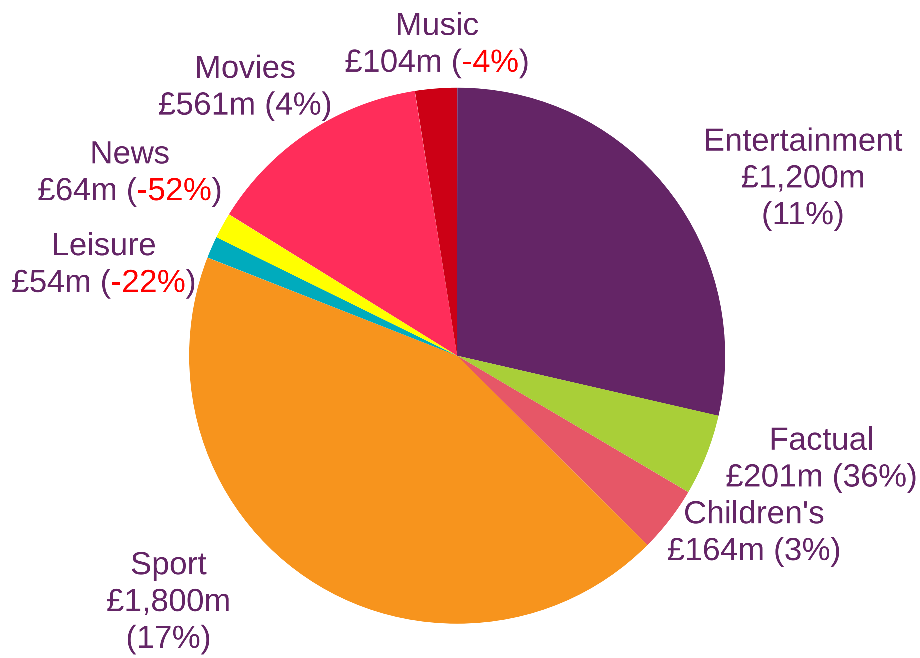


Source: Ofcom/broadcasters. Note: Percentage figures in brackets represent year-on-year change. TV shopping represents aggregate operating margin of products sold via television. Percent figures represent year-on-year change. Totals may not equal the sum of the components due to rounding. Owing to the nature of these revenue components, annual changes may be a function of a higher number of broadcaster returns being made by the time of writing, rather than material changes in the contributions that these revenue components are making to total industry income.

Figure 2.28

Revenue generated by multichannel broadcasters, by genre: 2010

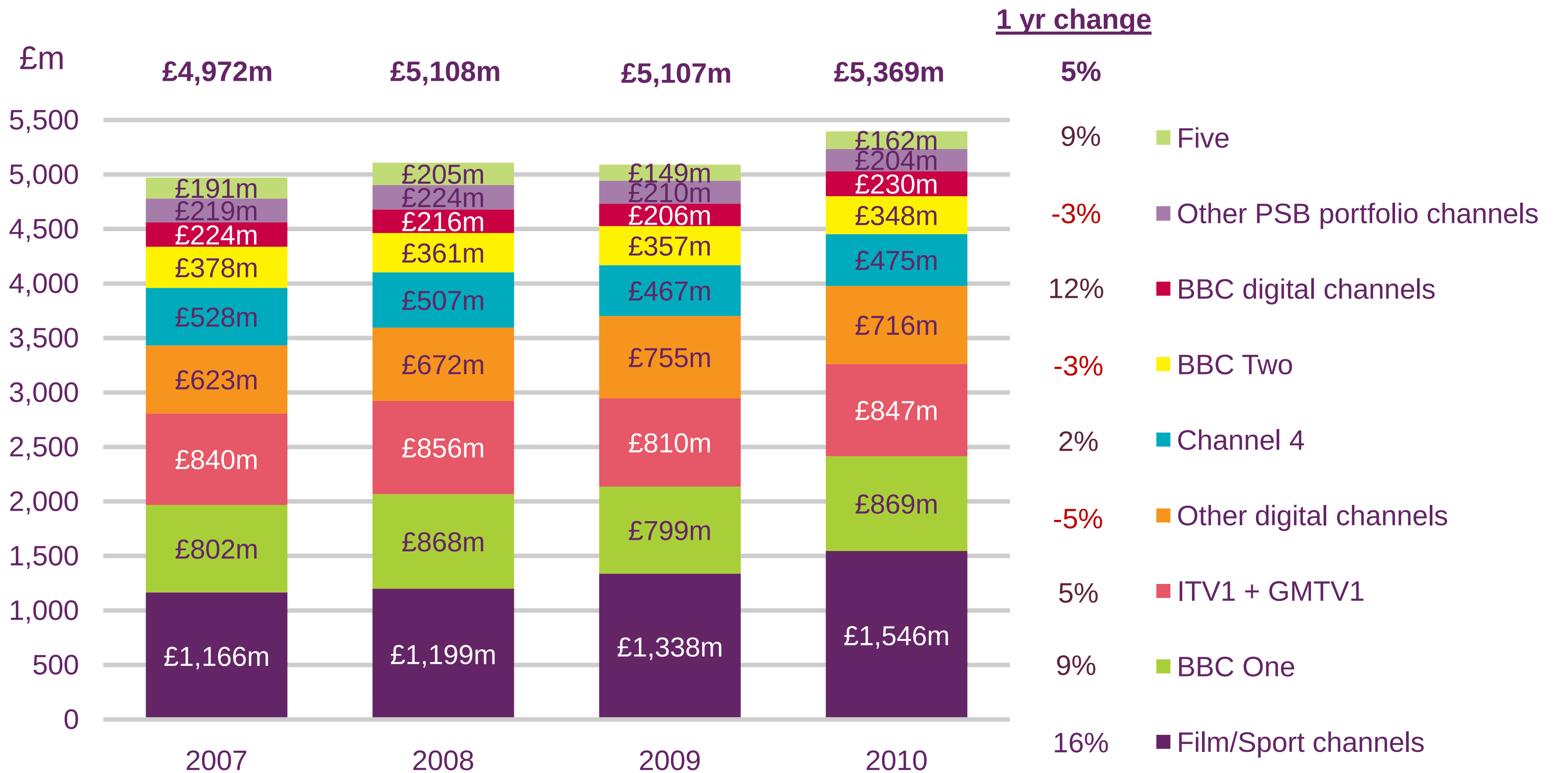
Total revenue = £4,100m across the eight genres included (10%)



Source: Ofcom/broadcasters
Note: Percentage figures in brackets represent year-on-year change. The figures in this chart include all sources of revenue accruing to multichannels and are expressed in nominal terms. This includes those set out in Figure 1.22 plus wholesale subscriber payments from platform operators.

Figure 2.29

Spend on network TV programmes: 2007 - 2010

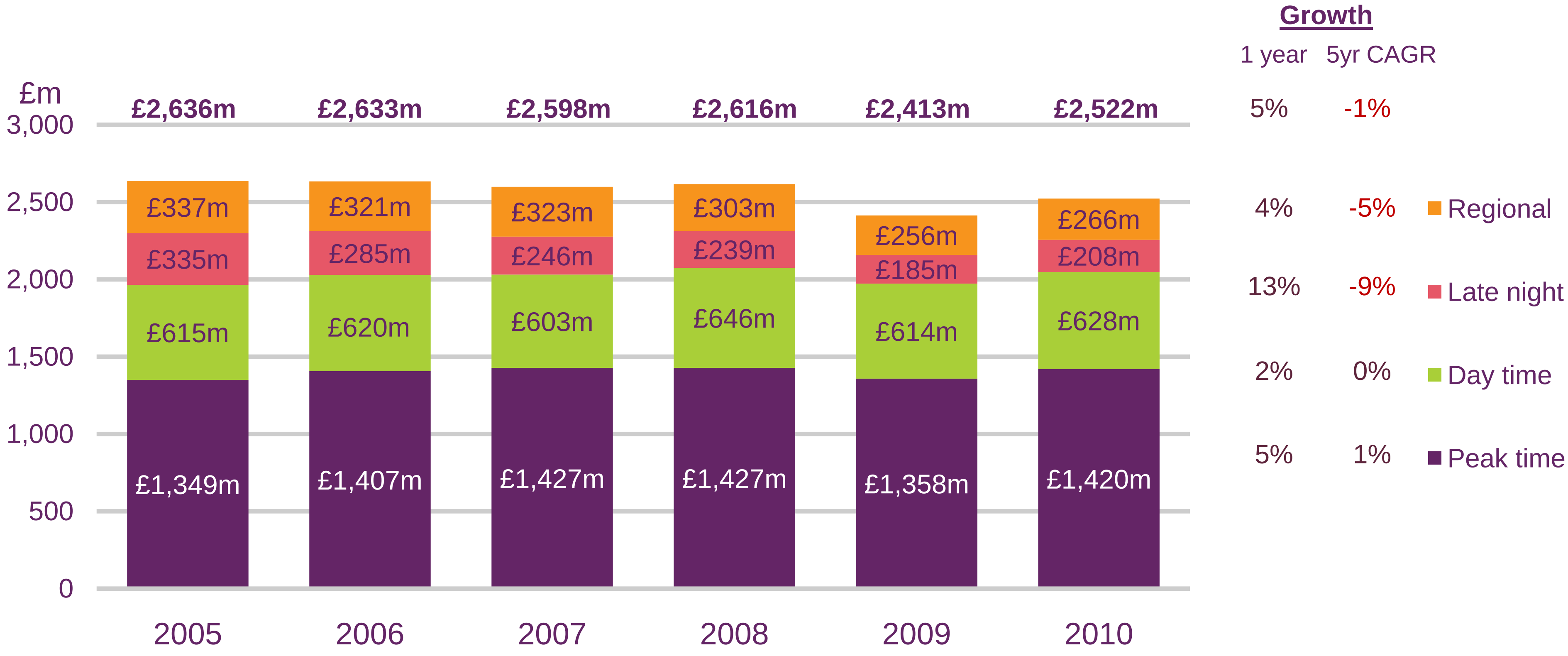


Source: Ofcom/broadcasters.

Note: Figures expressed in nominal terms. Figures do not include spend on nations and regions output. BBC digital channels includes BBC Three, BBC Four, BBC News Channel, BBC Parliament, CBBC and CBeebies (but not BBC HD). 'Other digital channels' include all genres (excluding Sports and Films). Programme spend comprises in-house commissions, productions, commissions from independents, spend on first-run acquired programmes, spend on rights and on repeats (originations or acquisitions).

Figure 2.30

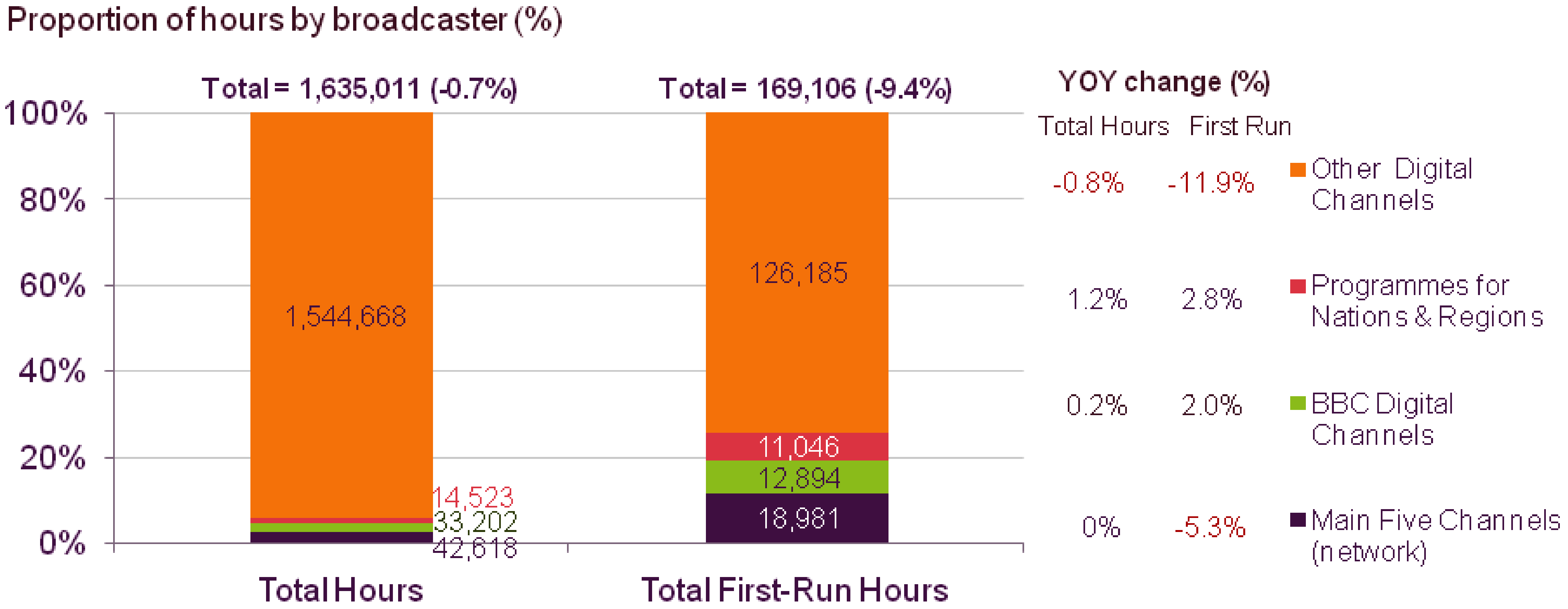
Spend on first-run originated output on the five main networks



Source: Ofcom/broadcasters.
Note: Figures are expressed in 2010 prices. They include GMTV1, spending in the nations and regions on English-language programming (and a small amount of Irish-language programmes) but do not include the BBC’s digital channels.

Figure 2.31

Total and first-run originated hours of output, all day: 2010

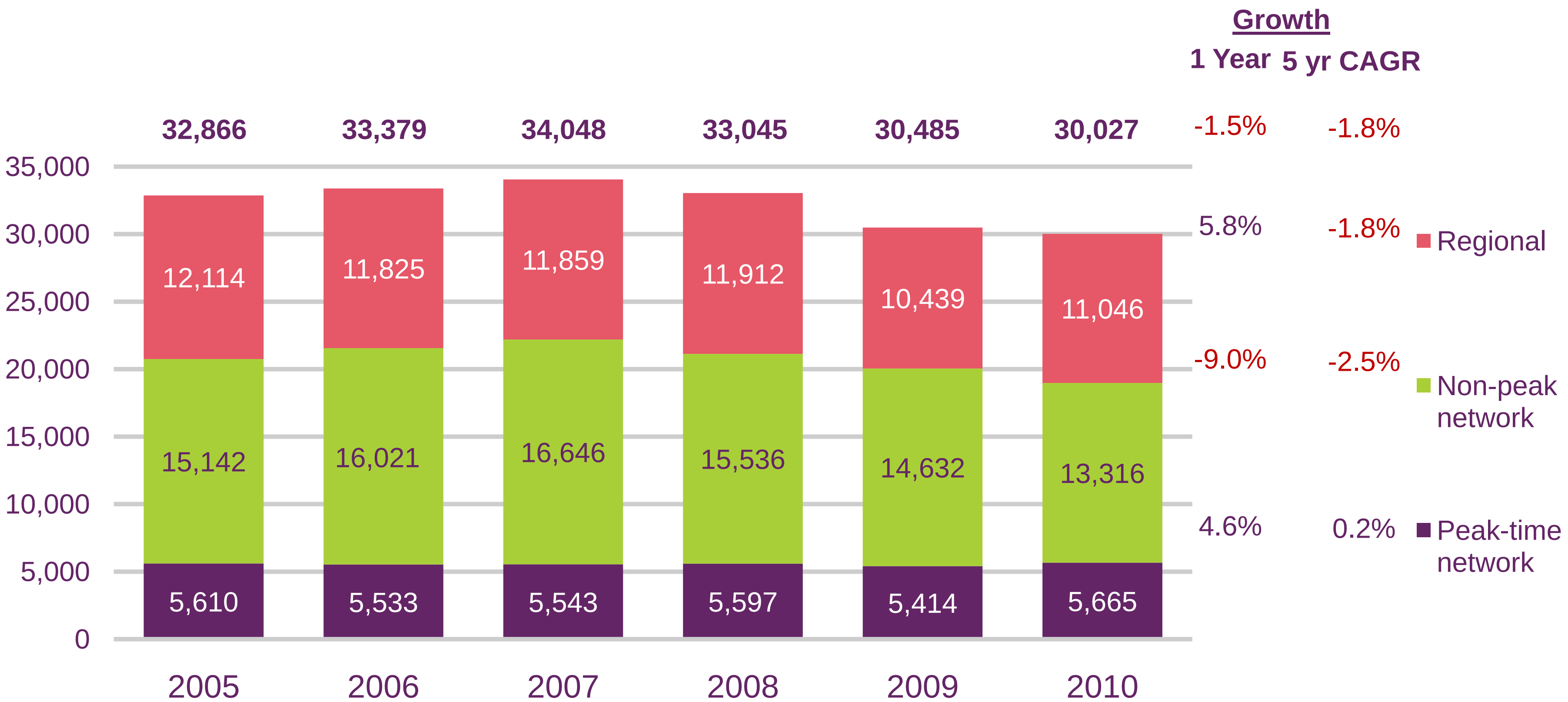


Source: Ofcom/broadcasters

Note: Percentage figures in brackets represent year-on-year change. The first-run figures include in-house productions and external commissions, not first-run acquisitions. GMTV/Daybreak1 is included within the figures for the five main channels. 'Other digital channels' includes Entertainment, Sports, Film, Factual, Children's, News, Leisure and Music genres. Regional hours exclude Welsh and Gaelic-language programming but include a small proportion of Irish-language programmes.

Figure 2.32

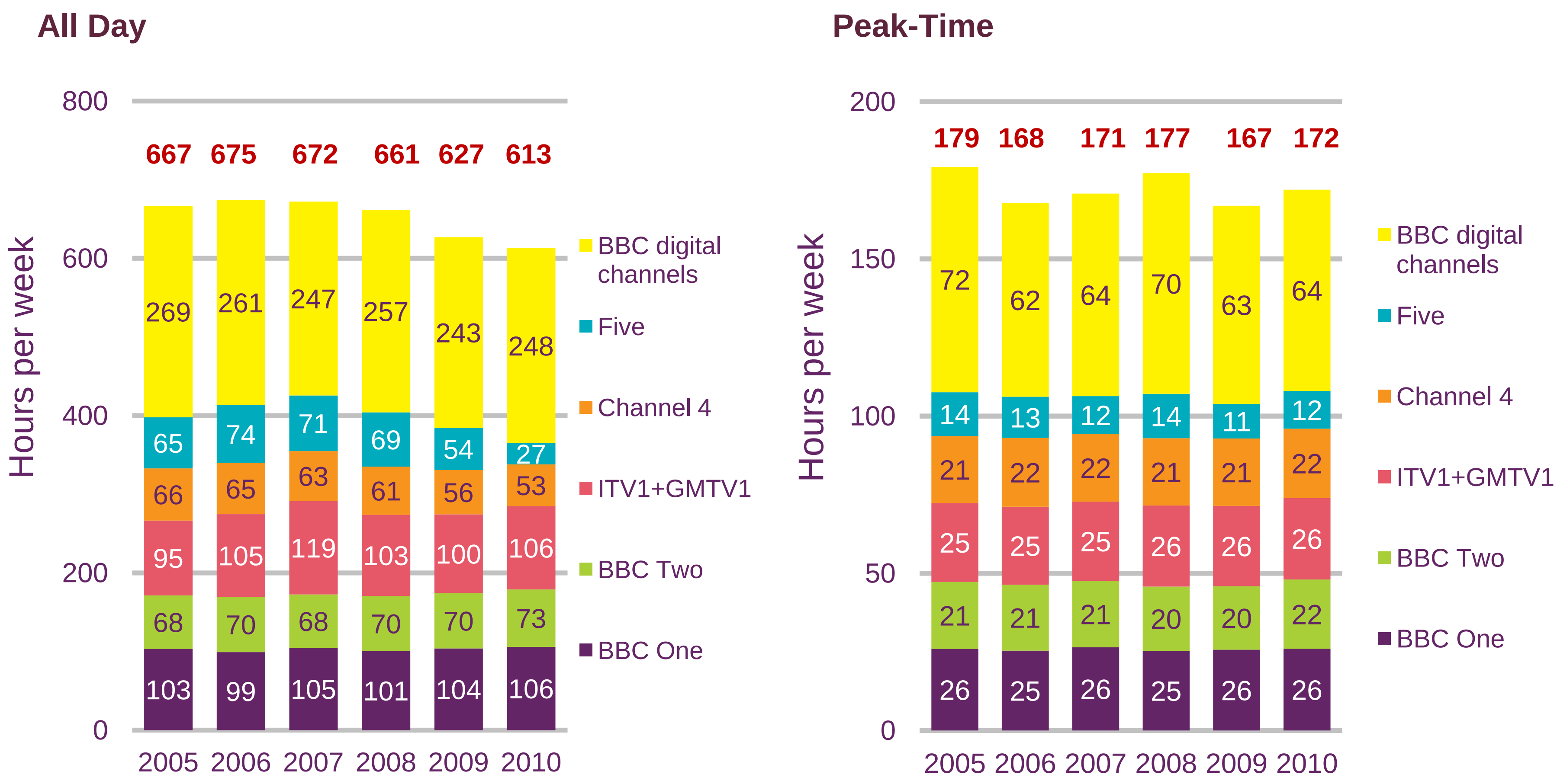
Hours of first-run originated output on the five main channels



Source: Ofcom/broadcasters. Note: Figures include GMTV1 but do not include the BBC's digital channels. Regional hours exclude Welsh and Gaelic-language programming but do include a small proportion of Irish-language programmes.

Figure 2.33

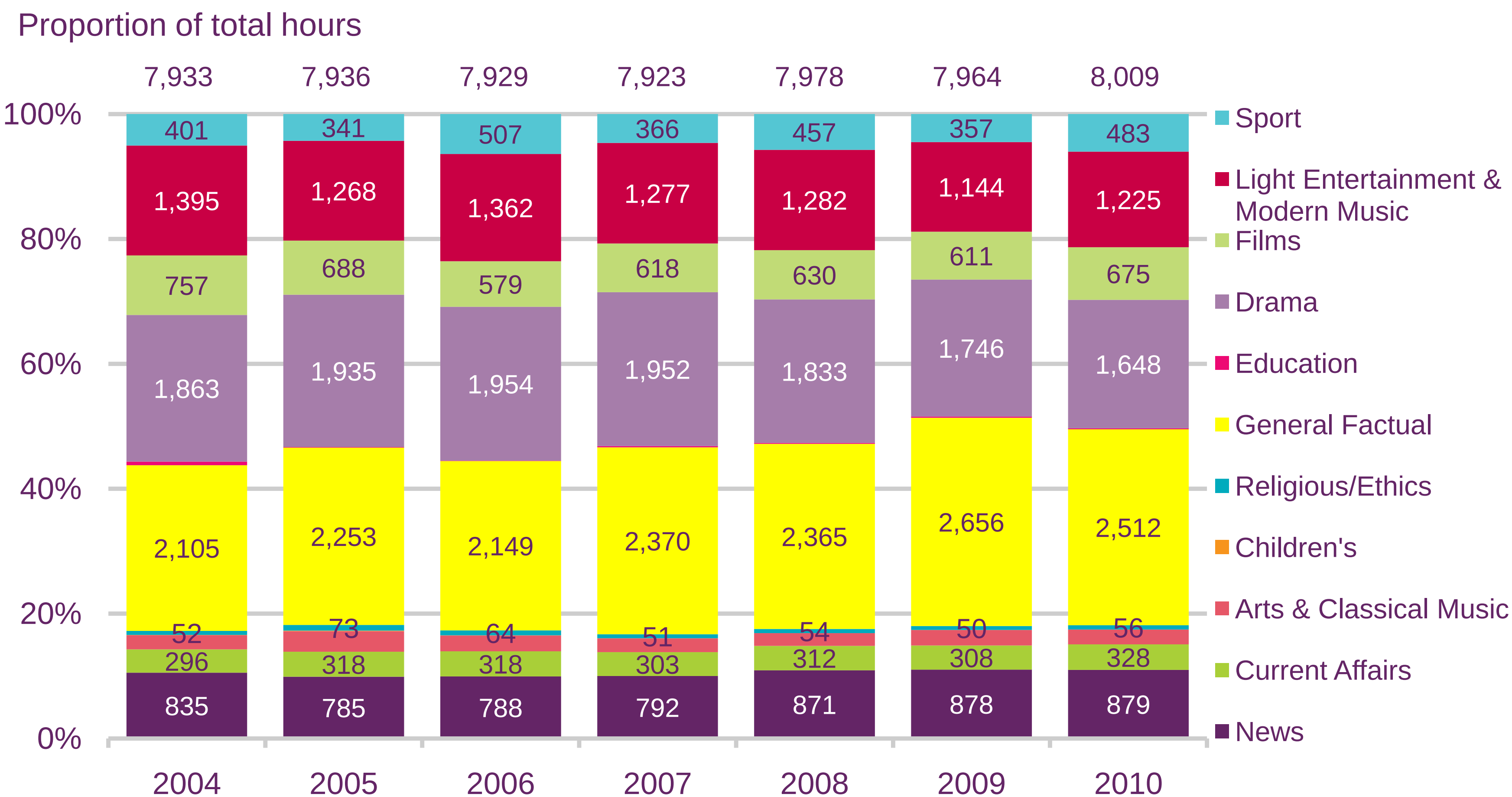
First-run originated output by the PSBs per week, all day and peak time



Source: Ofcom/broadcasters.
Note: Figures do not include spend on nations and regions output.

Figure 2.34

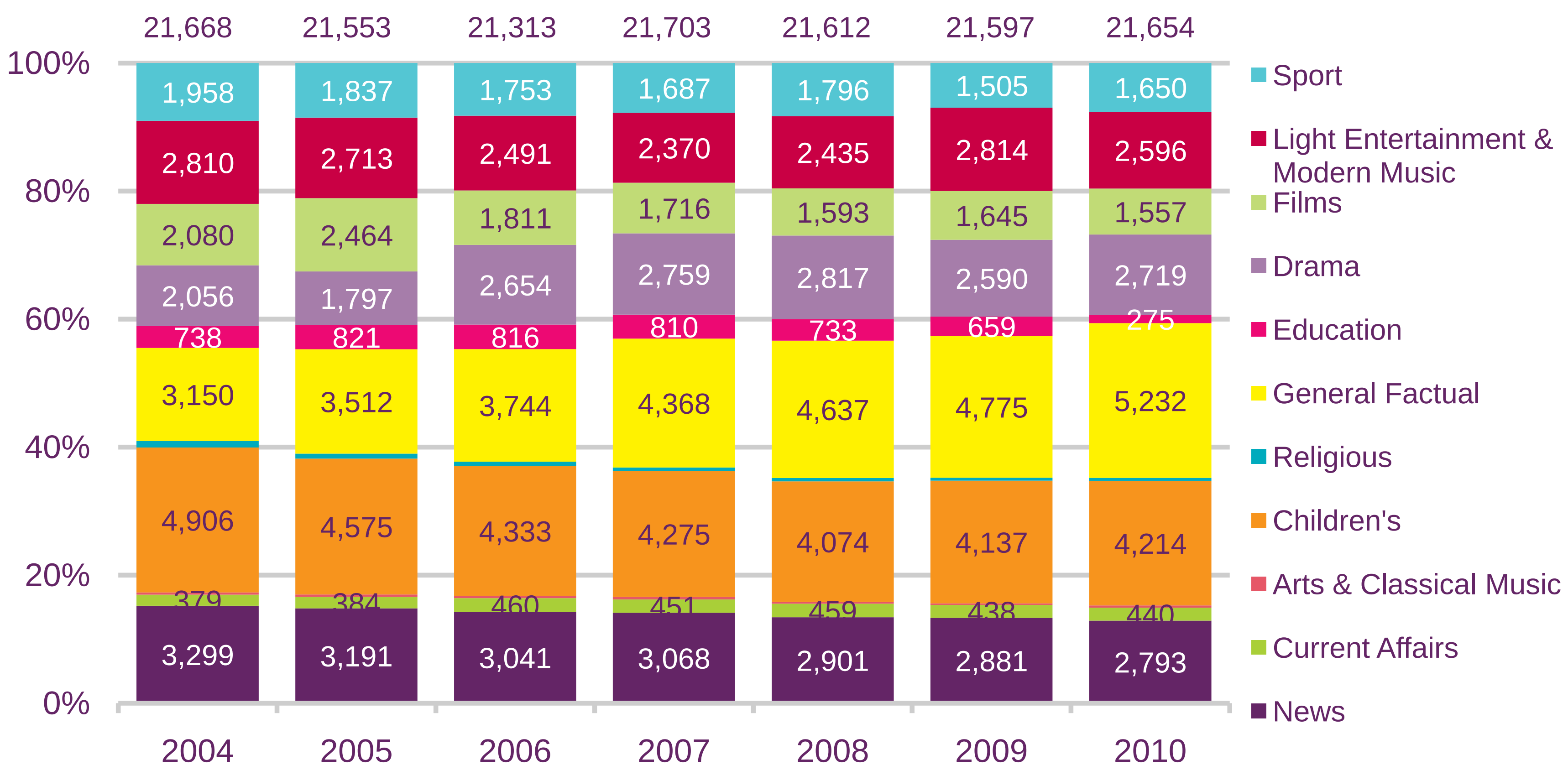
Genre mix on five main PSB channels in peak time, by hours



Source: Ofcom/broadcasters. Note: Includes five main channels including GMTV1, figures do not include hours of nations and regions output.

Figure 2.35

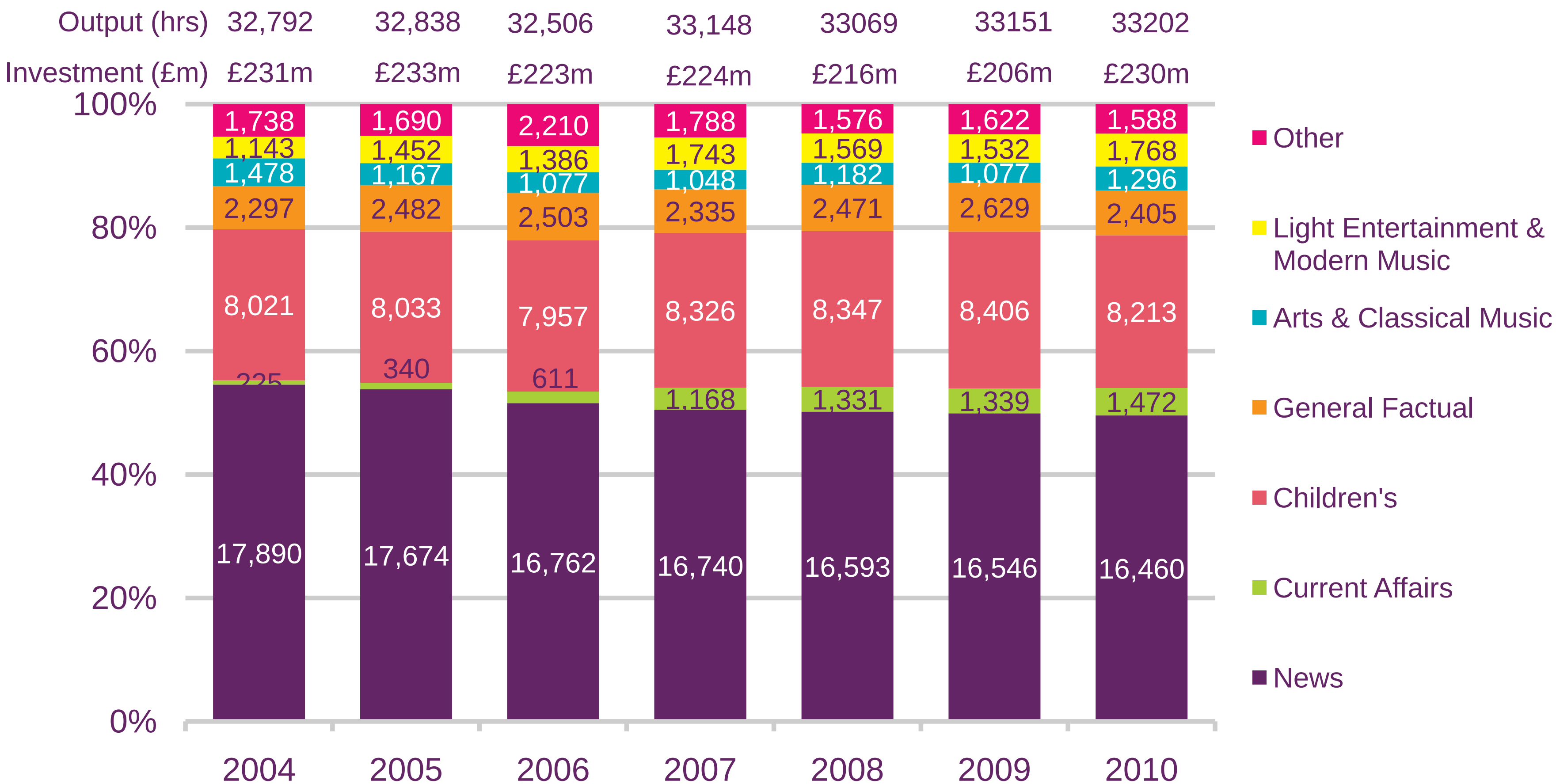
Genre mix on five main PSB channels in daytime



Source: Ofcom/broadcasters. Note: Includes five main channels plus GMTV1. Figures do not include hours of nations and regions output.

Figure 2.36

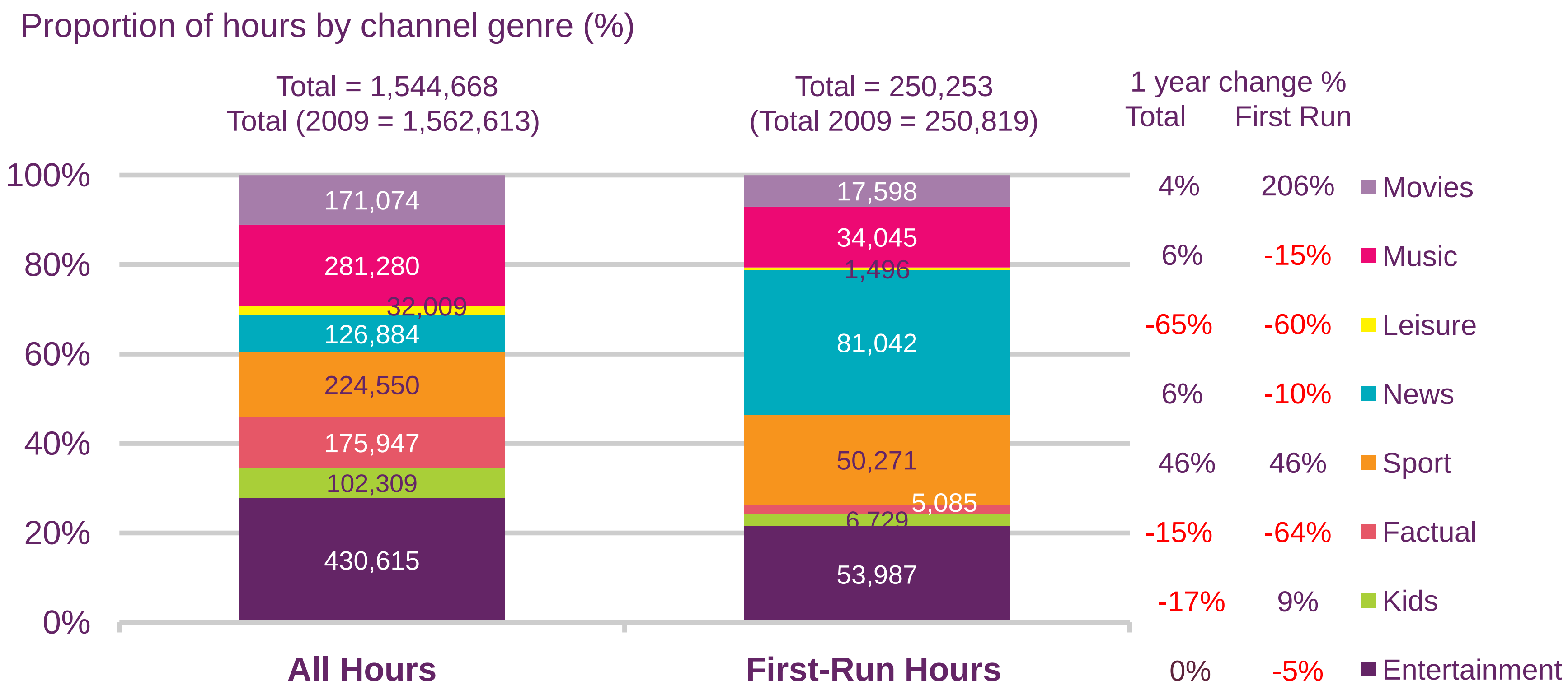
The BBC's digital channels genre mix by hours: all day



Source: Ofcom/broadcasters. Note: BBC digital channels include BBC Three, BBC Four, BBC News 24, BBC Parliament, CBBC, CBeebies. Investment figures are in 2009 prices. 'Other' includes: Education, Drama, Film, Religion and Sports. The BBC allocated Parliamentary coverage to the Current Affairs genre in the data for 1998 to 2003. From 2004, it has been allocated to either News or Current Affairs.

Figure 2.37

Total multichannel hours and first-run originations/acquisitions, 2010

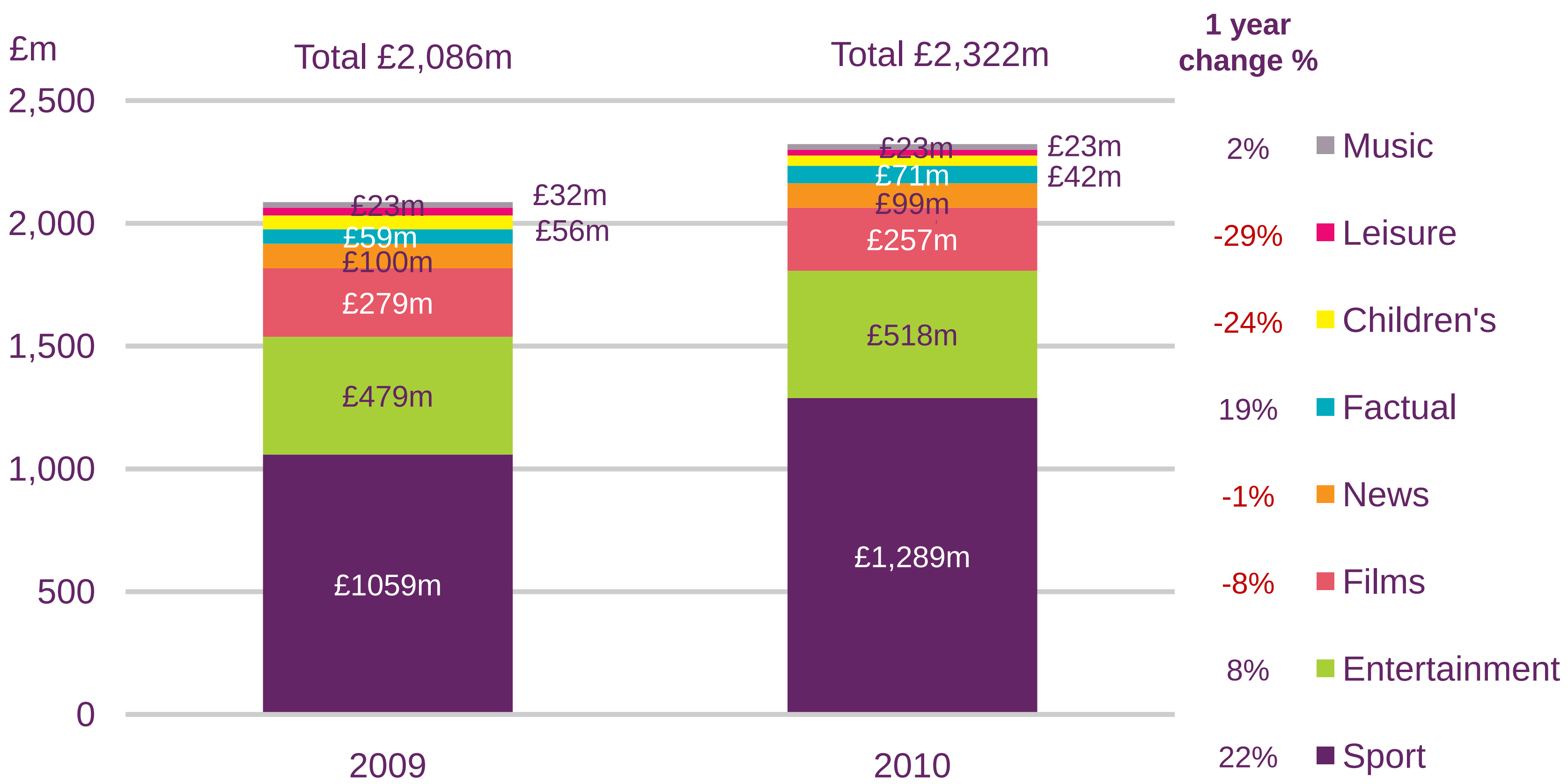


Source: Ofcom/broadcasters

Note: Broadcast hours exclude Sky Box Office and 'barker' channels, which promote TV content. First-run hours include first-run in-house, commissioned and acquired content.

Figure 2.38

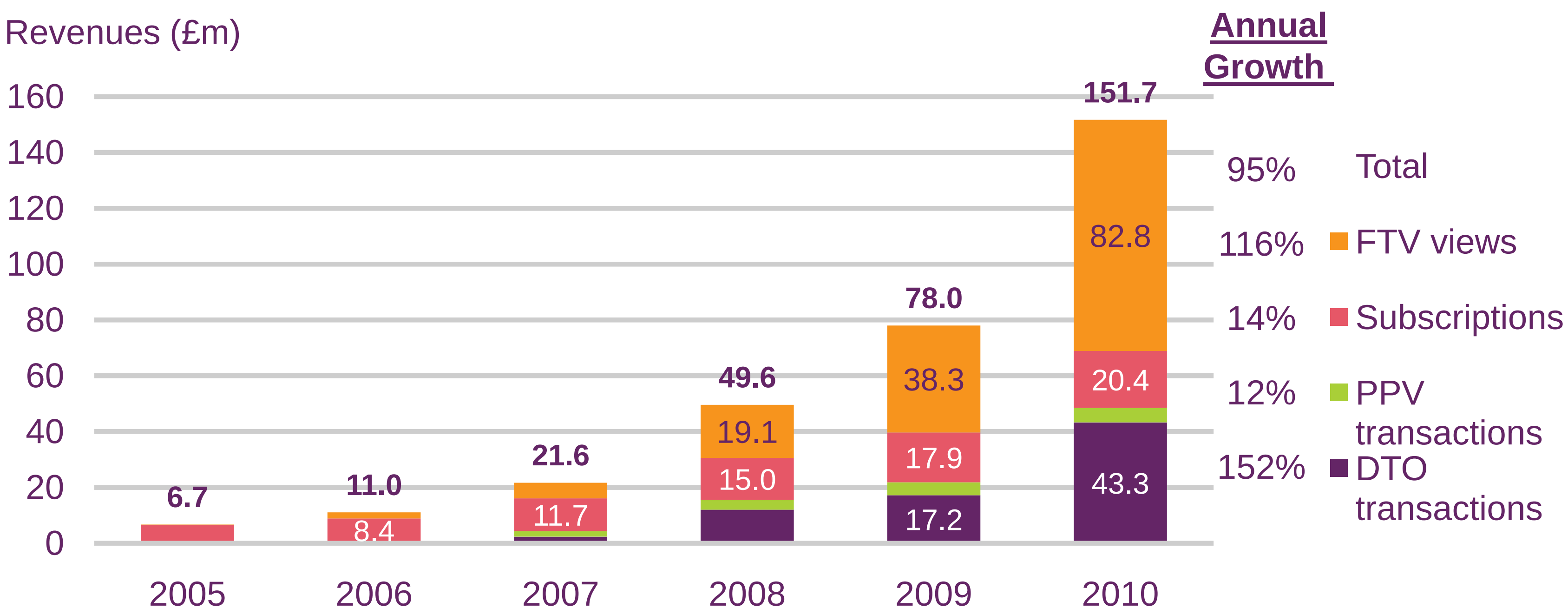
Content spend by commercial multichannels in key genres: 2009 - 2010



Source: Ofcom/broadcasters.
Note: Excludes BBC digital channels.

Figure 2.39

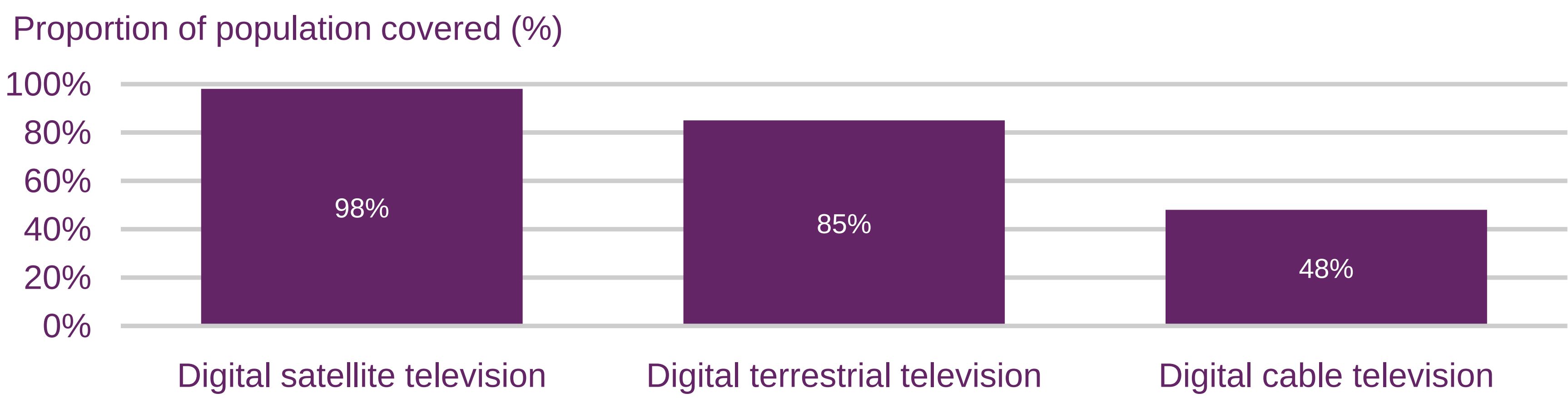
Online TV revenues



Source: Screen Digest. Note: FTV = free to view; PPV = pay per view; DTO = download to own. Due to different data sources this chart is not directly comparable with previous charts.

Figure 2.40

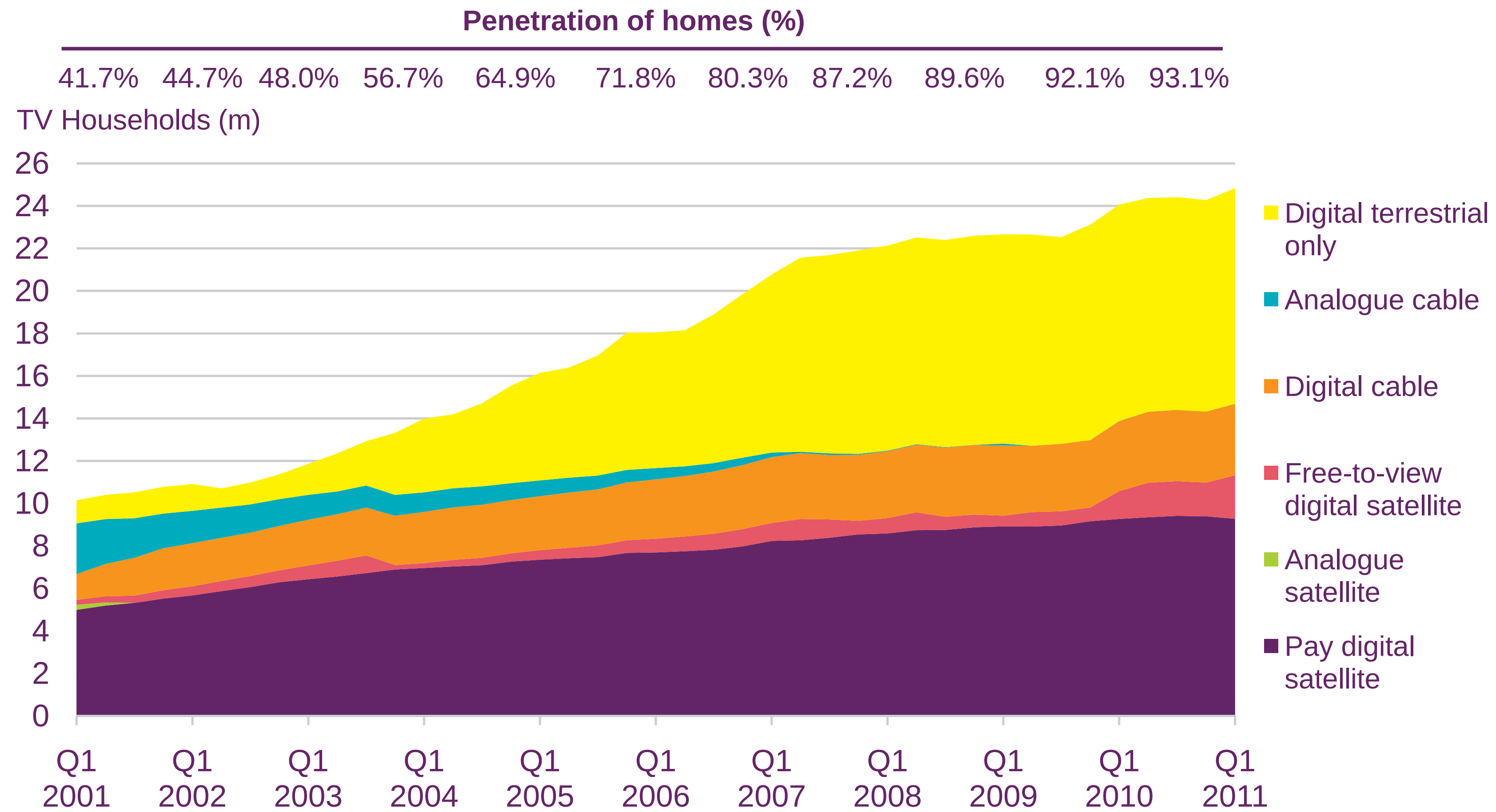
Availability of digital television platforms



Source: Ofcom research/operators. Note that the DTT coverage figures represent the availability of a service of 17 television channels. DTT coverage levels represent Ofcom estimates. Data correct as at June 2011.

Figure 2.41

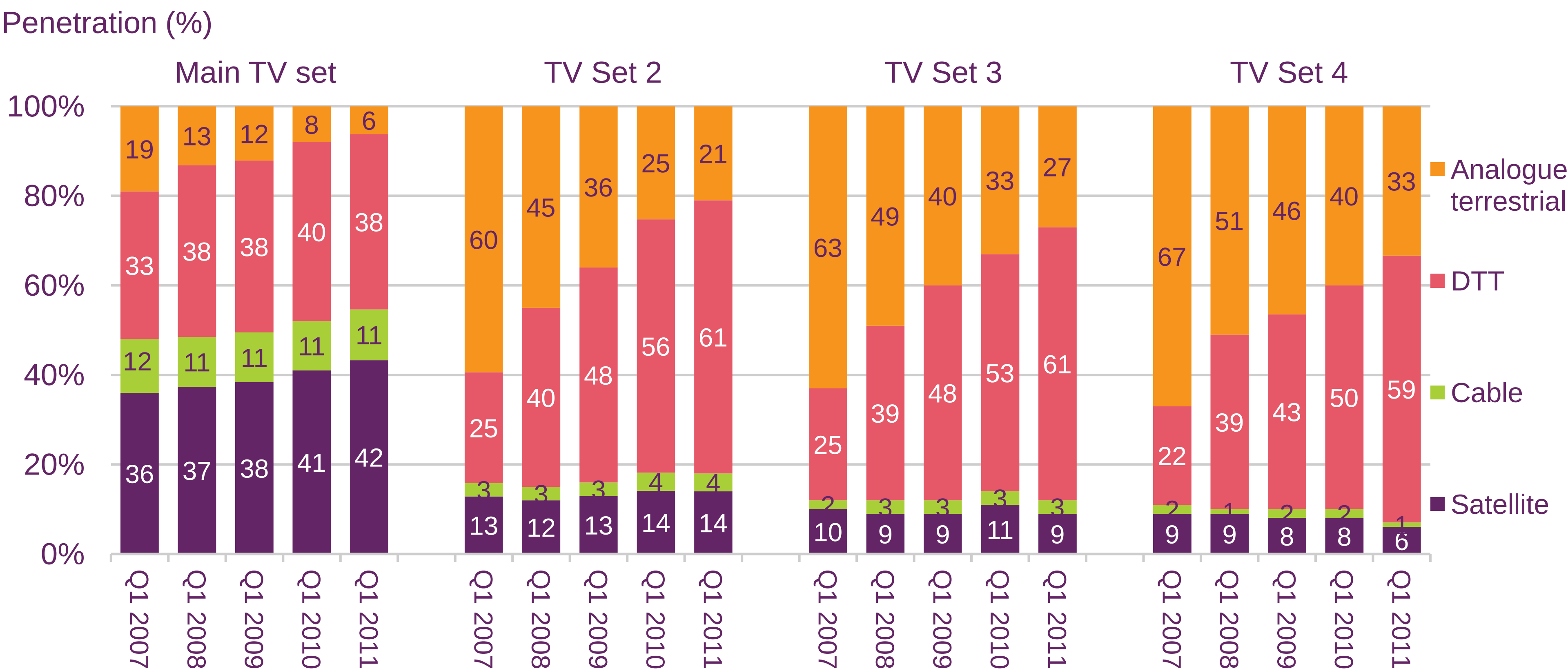
Take-up of multichannel TV on main sets



Source: Ofcom, GfK, Sky, Virgin Media. Data from Q1 2007 are based on consumer research, previous quarters use platform operator data, research and Ofcom estimates. Note: Digital terrestrial relates to DTT-only homes.

Figure 2.42

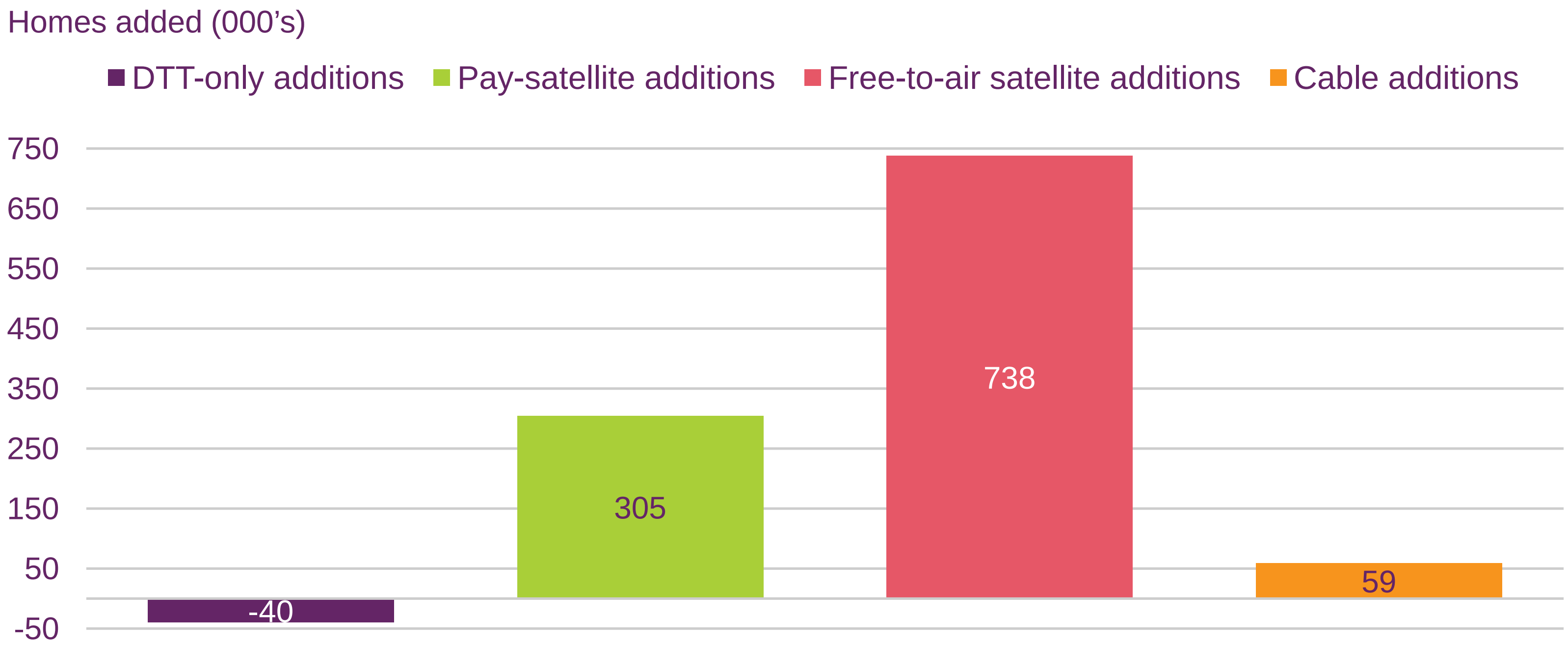
Platform share, by TV set



Source: GfK NOP consumer research. Note: columns do not always equal 100% due to the exclusion of some services from the chart, such as TV via broadband.

Figure 2.43

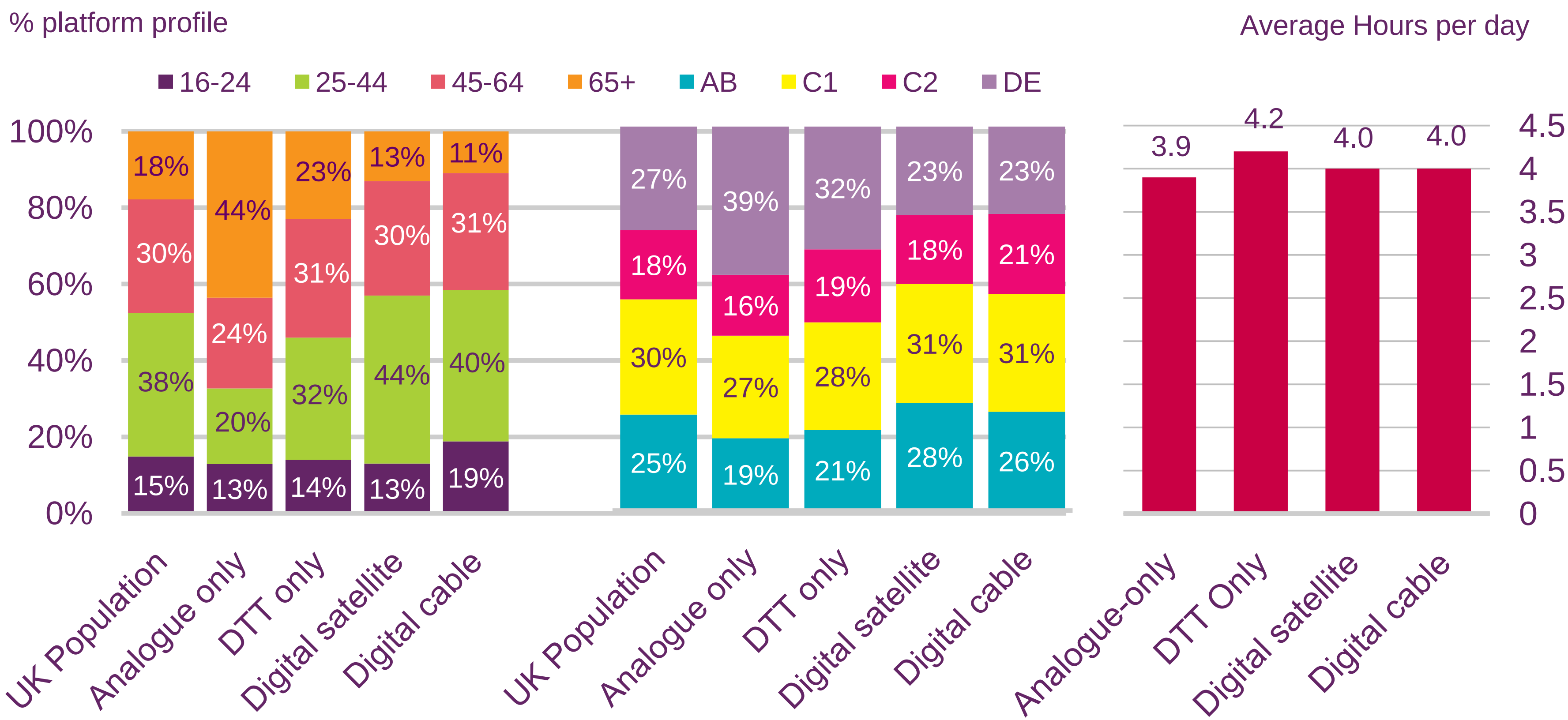
DTT, satellite and cable net additions, year to Q1 2011



Source: Pay platform additions based on Virgin Media results and Ofcom- estimated UK figures based on BSkyB UK & Ireland results. DTT and free satellite additions based on Q1 2011 and Q1 2010 consumer survey results. Note: Chart uses multiple sources and is therefore intended to be considered only as a general indication of performance.

Figure 2.44

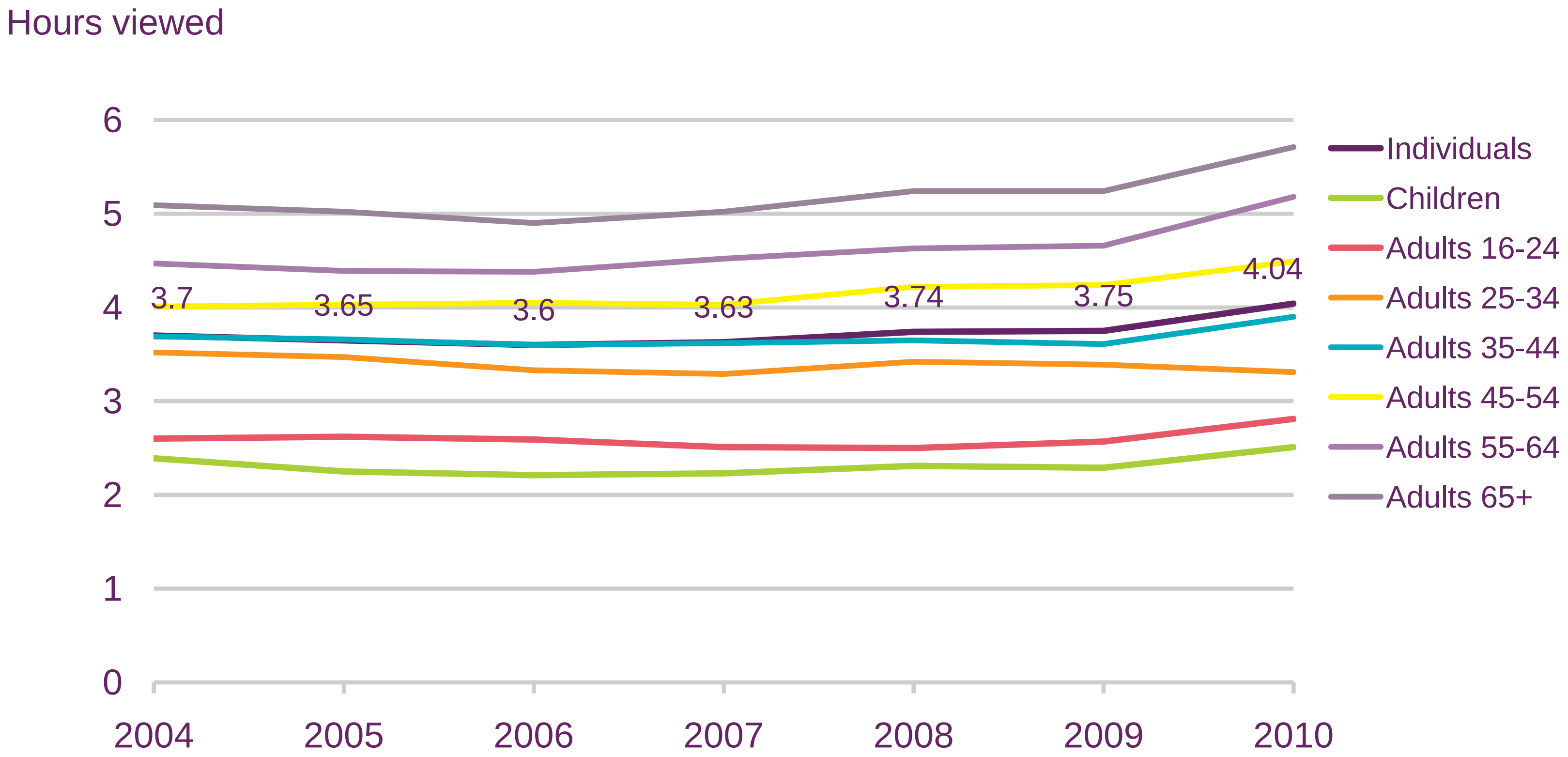
Platform demographics by age, socio-economic group and viewing hours: 2010



Source: Ofcom and BARB

Figure 2.45

Average hours of television viewing per day, by age, all homes

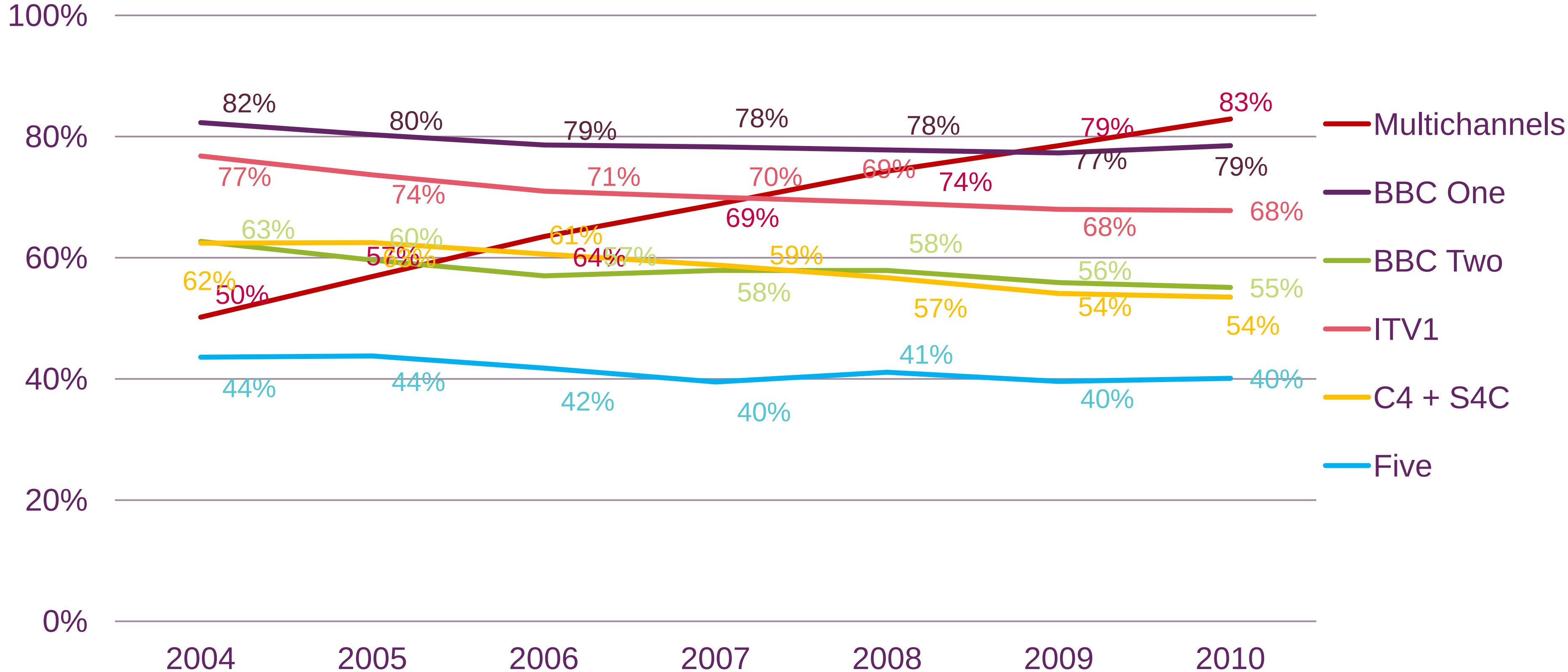


Source: BARB. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years.

Figure 2.46

Average weekly TV reach in all homes, by channel

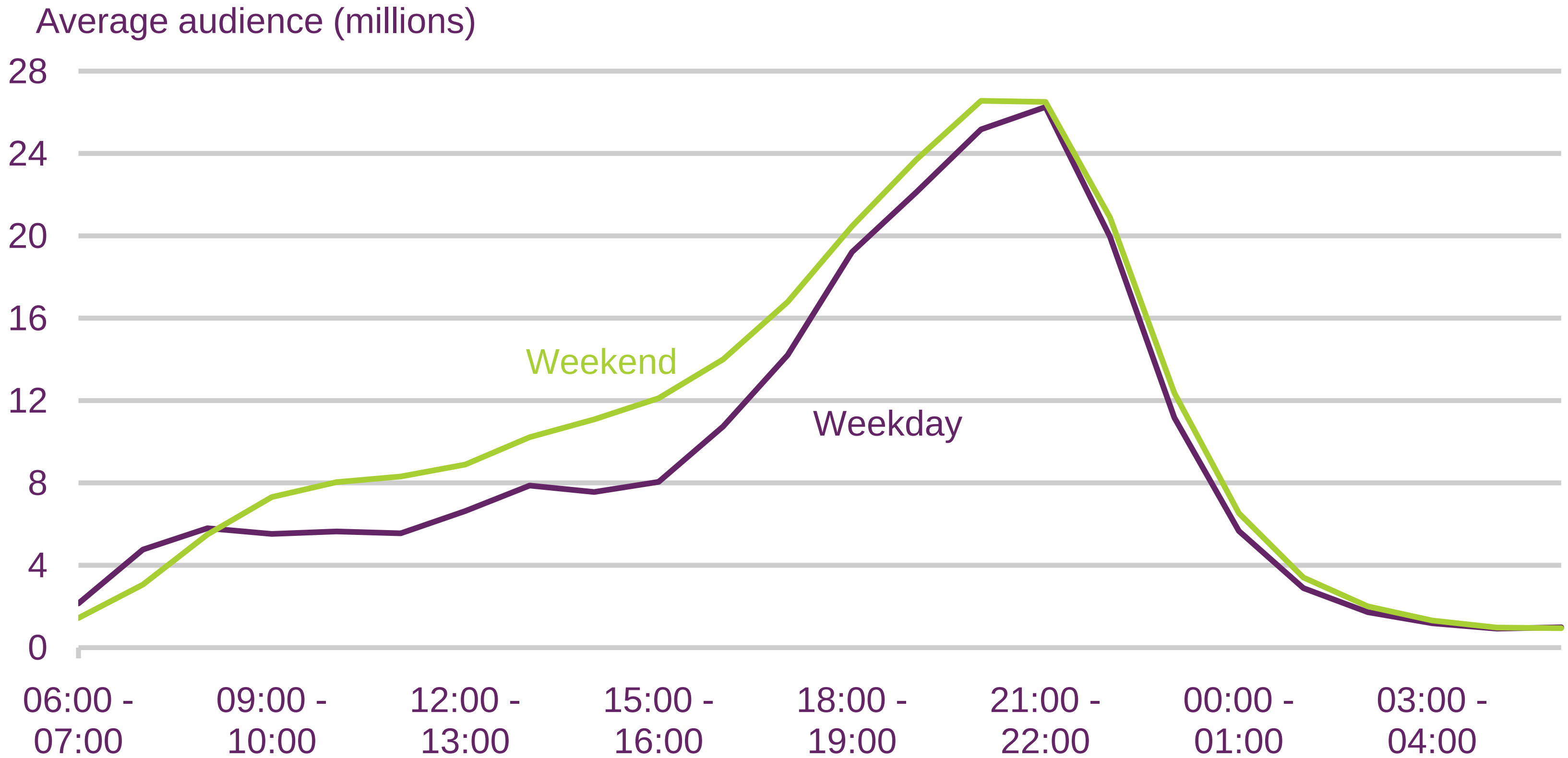
15-minute consecutive weekly reach – full weeks (%)



Source: BARB Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain labelled together in relevant charts. S4C weekly reach's in 2010 was 0.7%.

Figure 2.47

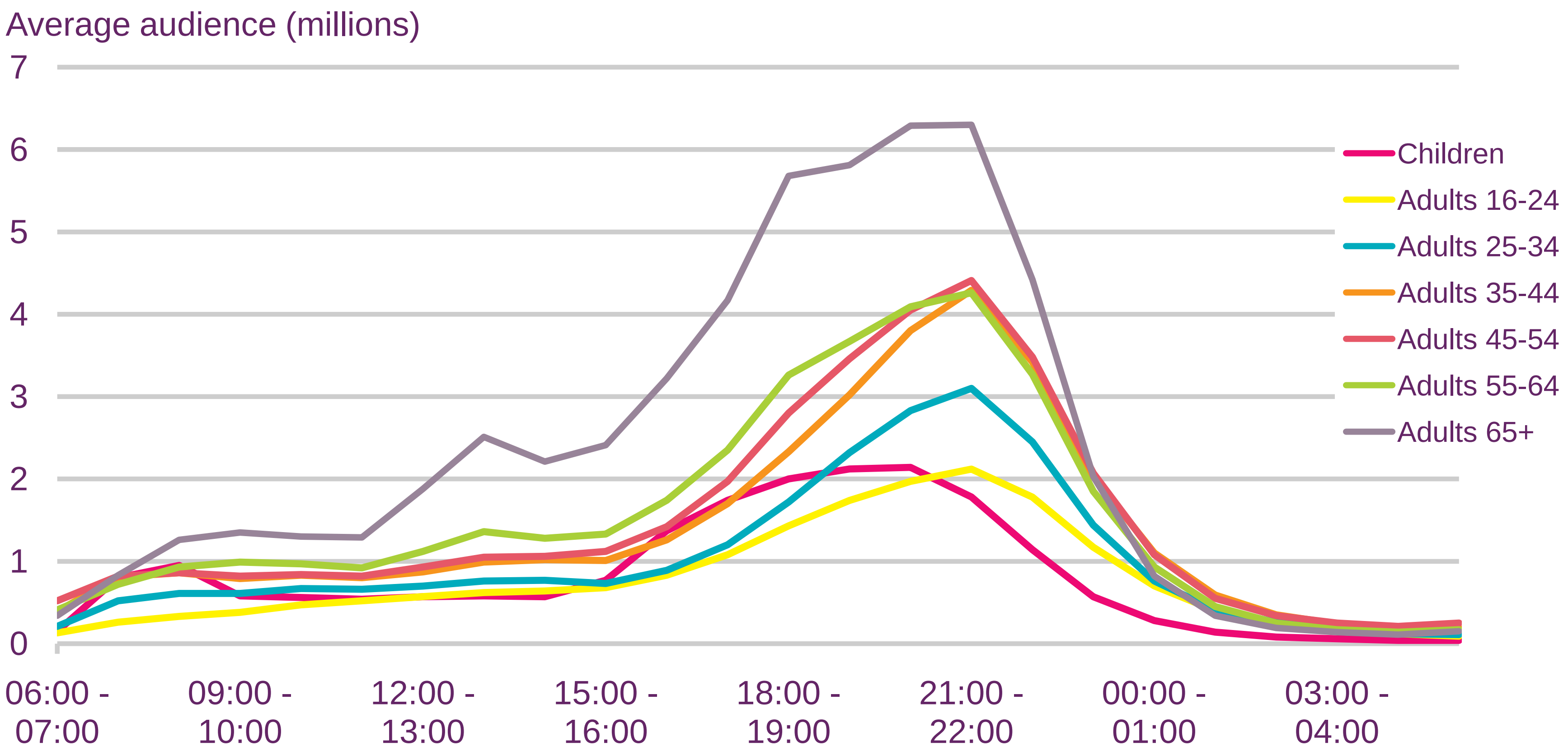
Average 2010 audiences, weekdays/weekends: by day part, all homes



Source: BARB

Figure 2.48

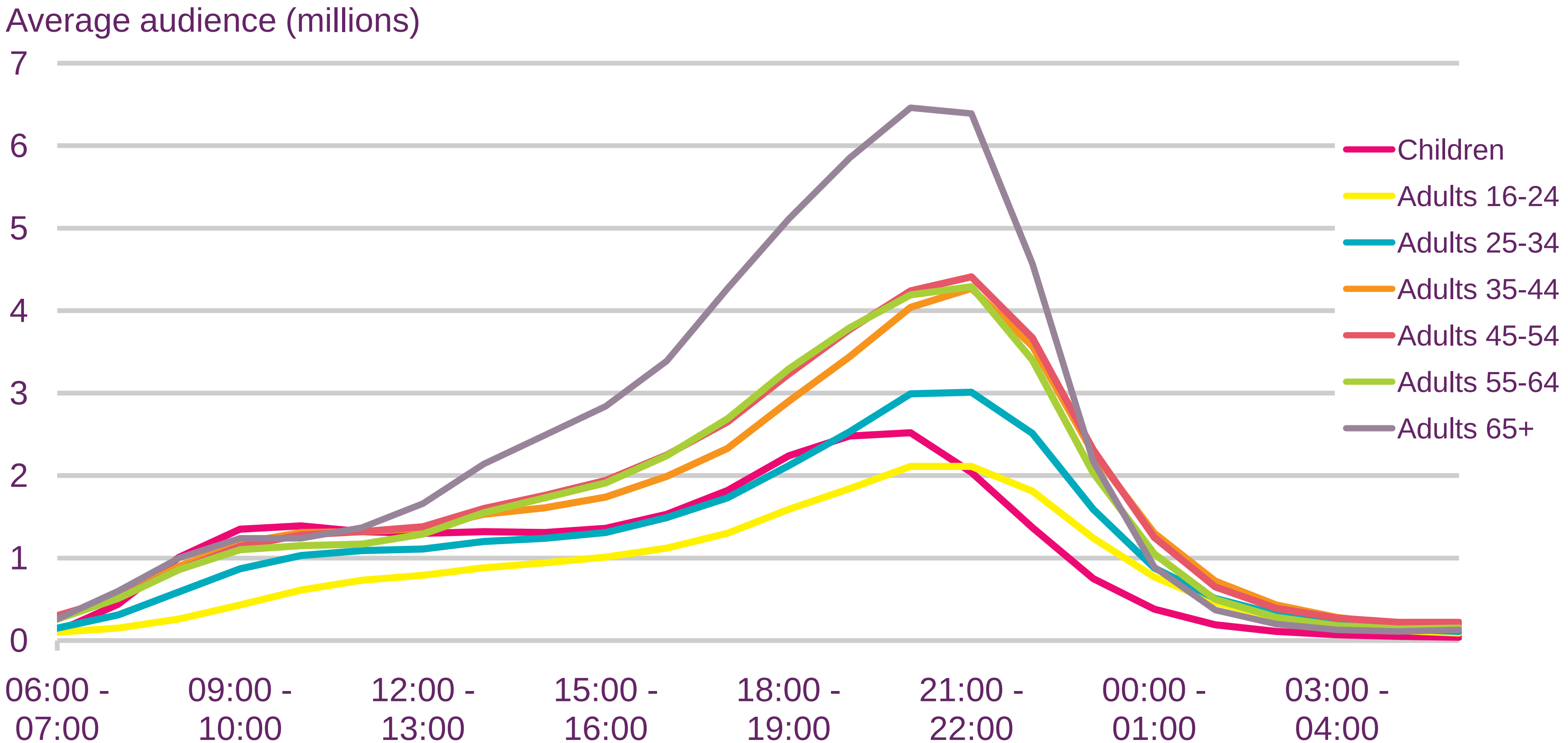
Average 2010 weekday audiences, by day part and age, all homes



Source: BARB

Figure 2.49

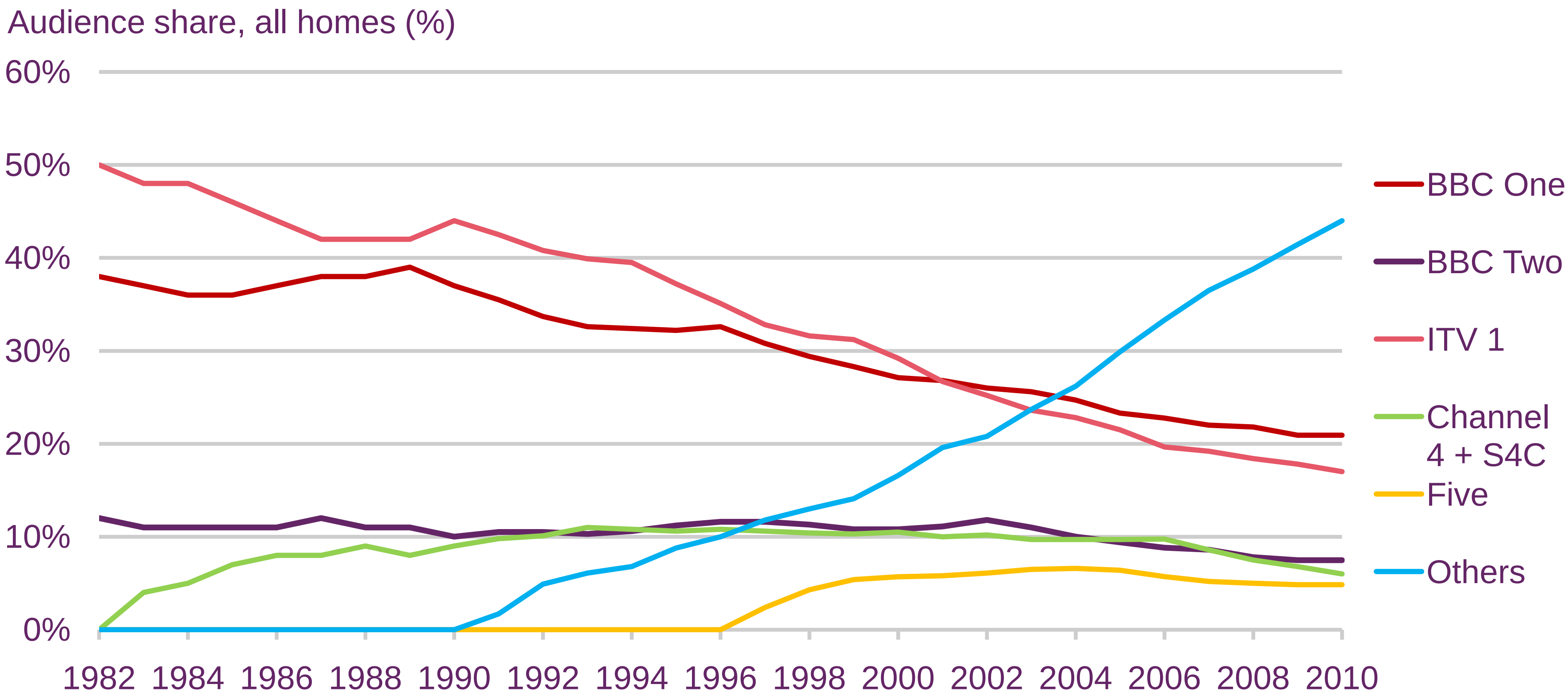
Average 2010 weekend audiences, by day part and age, all homes



Source: BARB

Figure 2.50

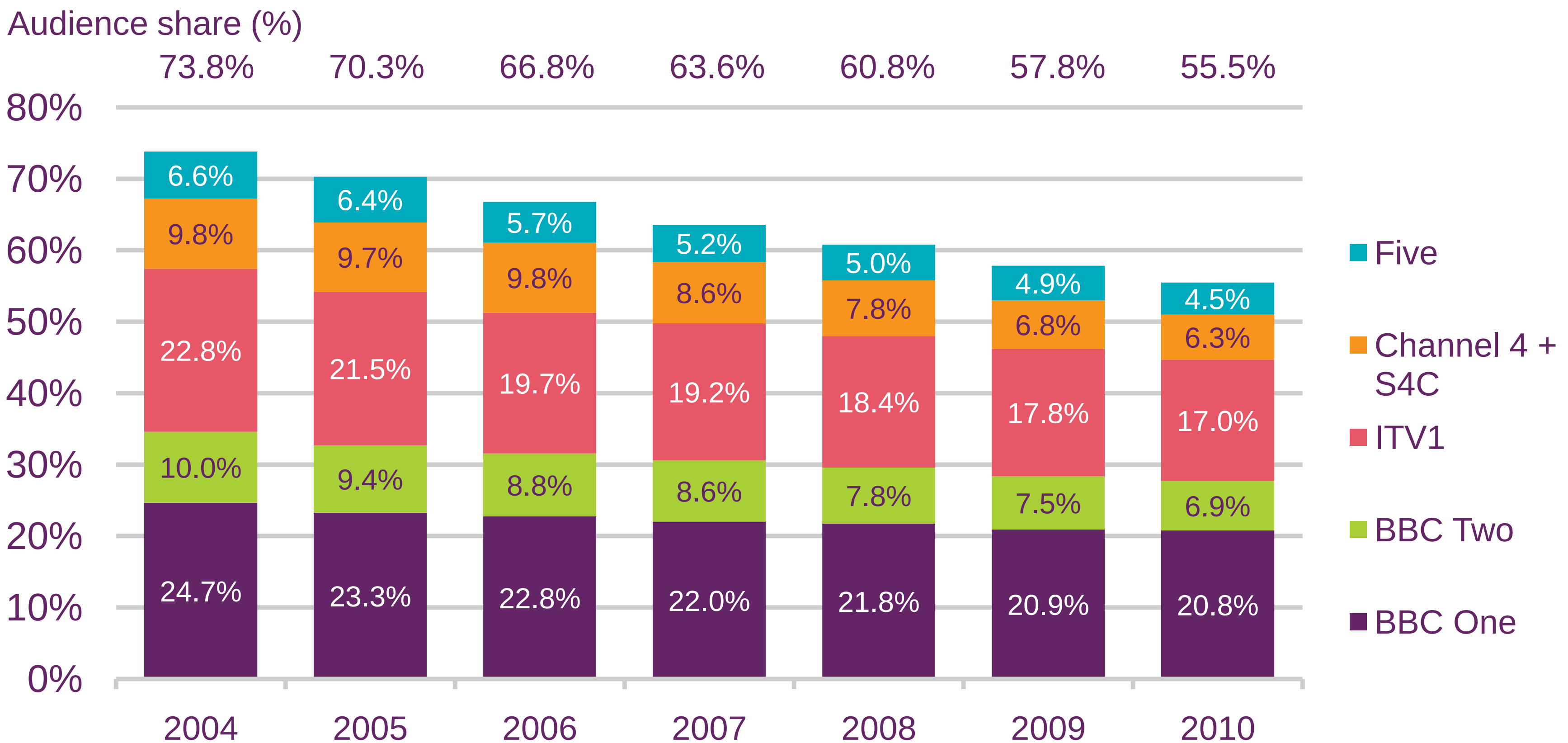
Channel shares in all homes: 1983 to 2010



Source: BARB, TAM JICTAR and Ofcom estimates. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain labelled together in relevant charts.S4C 2010 channel share = 0.1%.

Figure 2.51

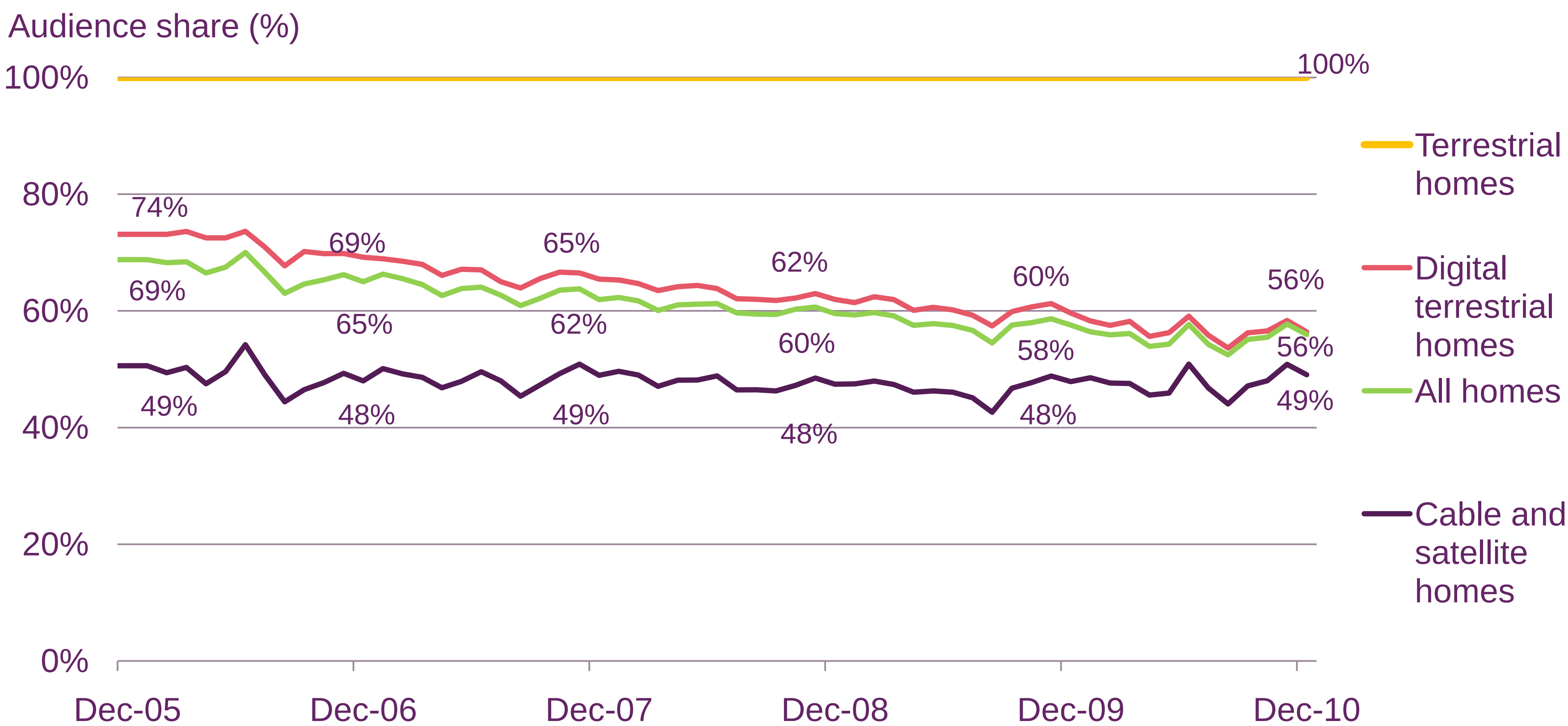
Five main PSB channels' audience share, all homes



Source: BARB. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain labelled together in relevant charts.S4C 2010 channel share = 0.1%.

Figure 2.52

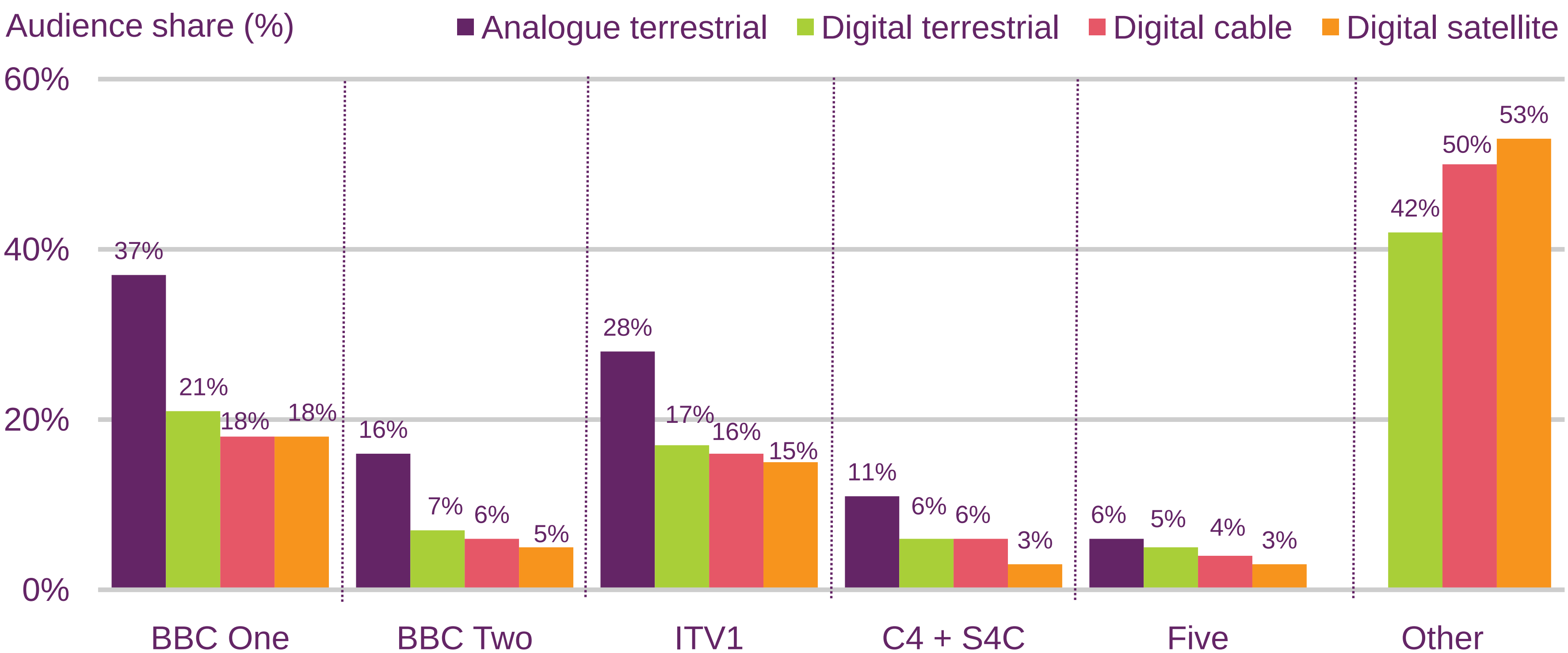
Five main PSB channels' audience shares, by platform



Source: BARB, all homes, all viewers, various platforms. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain grouped together in relevant charts.S4C 2010 channel share (all homes)= 0.1%.

Figure 2.53

Channel share, by platform: 2010



Source: BARB. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain labelled together in relevant charts.S4C 2010 channel share (all homes) = 0.1%.

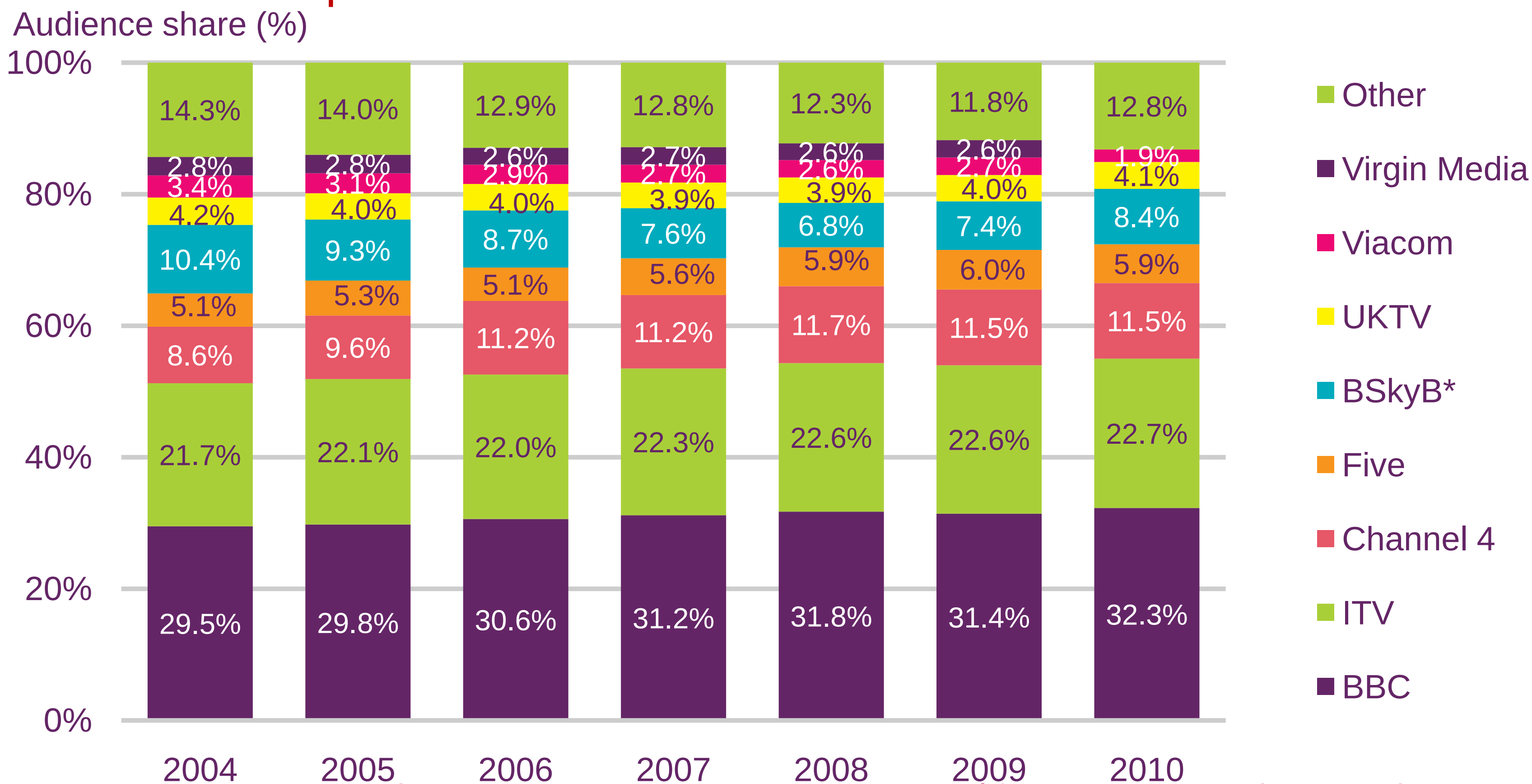
Figure 2.54

PSB and portfolio channel shares in multichannel homes

Source: BARB. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain grouped together in relevant charts.S4C 2010 channel share = 0.1%.

Figure 2.55

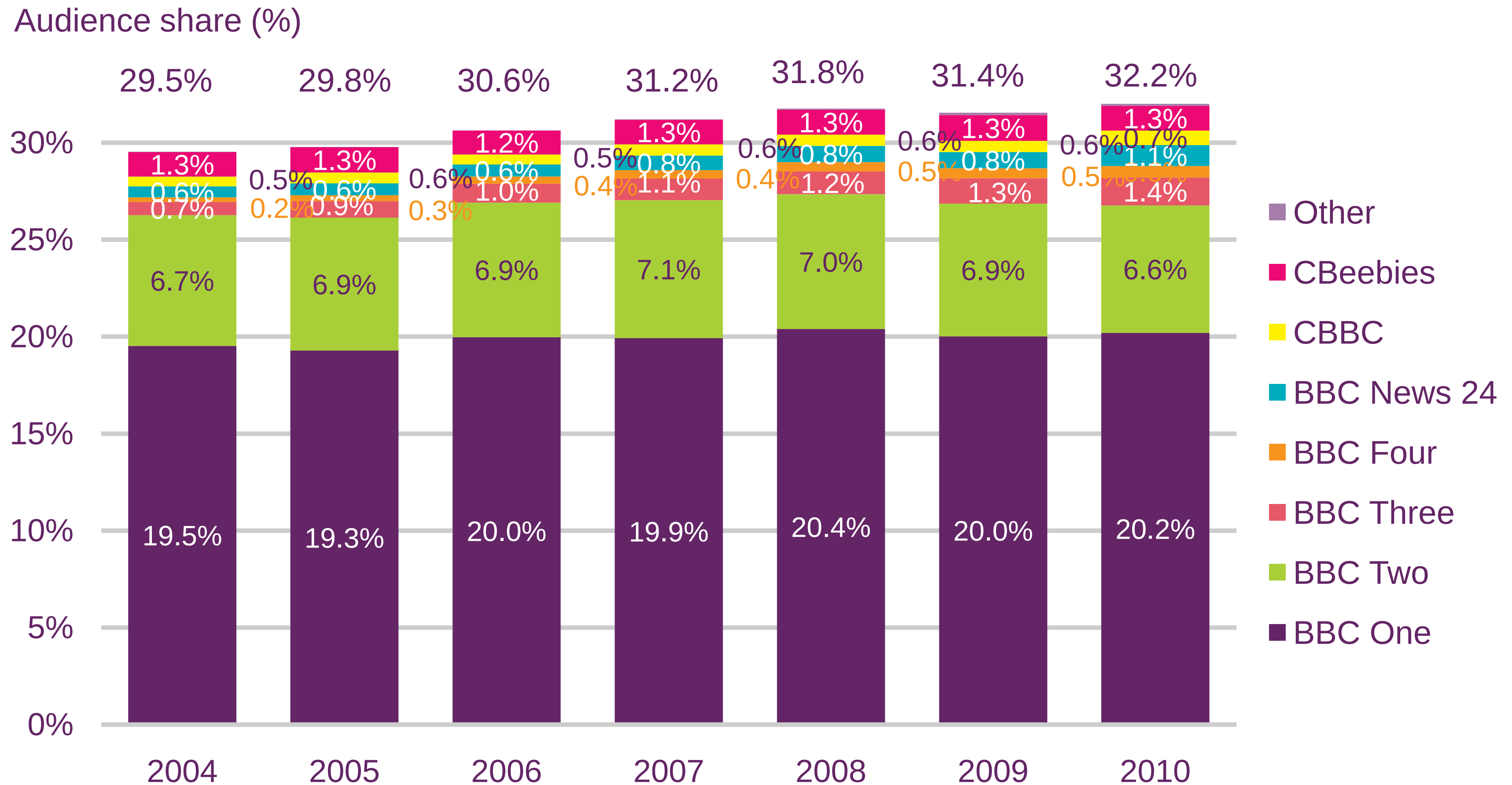
Broadcaster portfolio shares in multichannel homes



Source: BARB. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years.*BSkyB took ownership of VMTV in June 2010, Virgin Media TV portfolio shares are included in the BSkyB figure for the whole of 2010. ITV includes all ITV network channels, not just those owned by ITV plc. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain grouped together in relevant charts.S4C 2010 channel share = 0.1%.

Figure 2.56

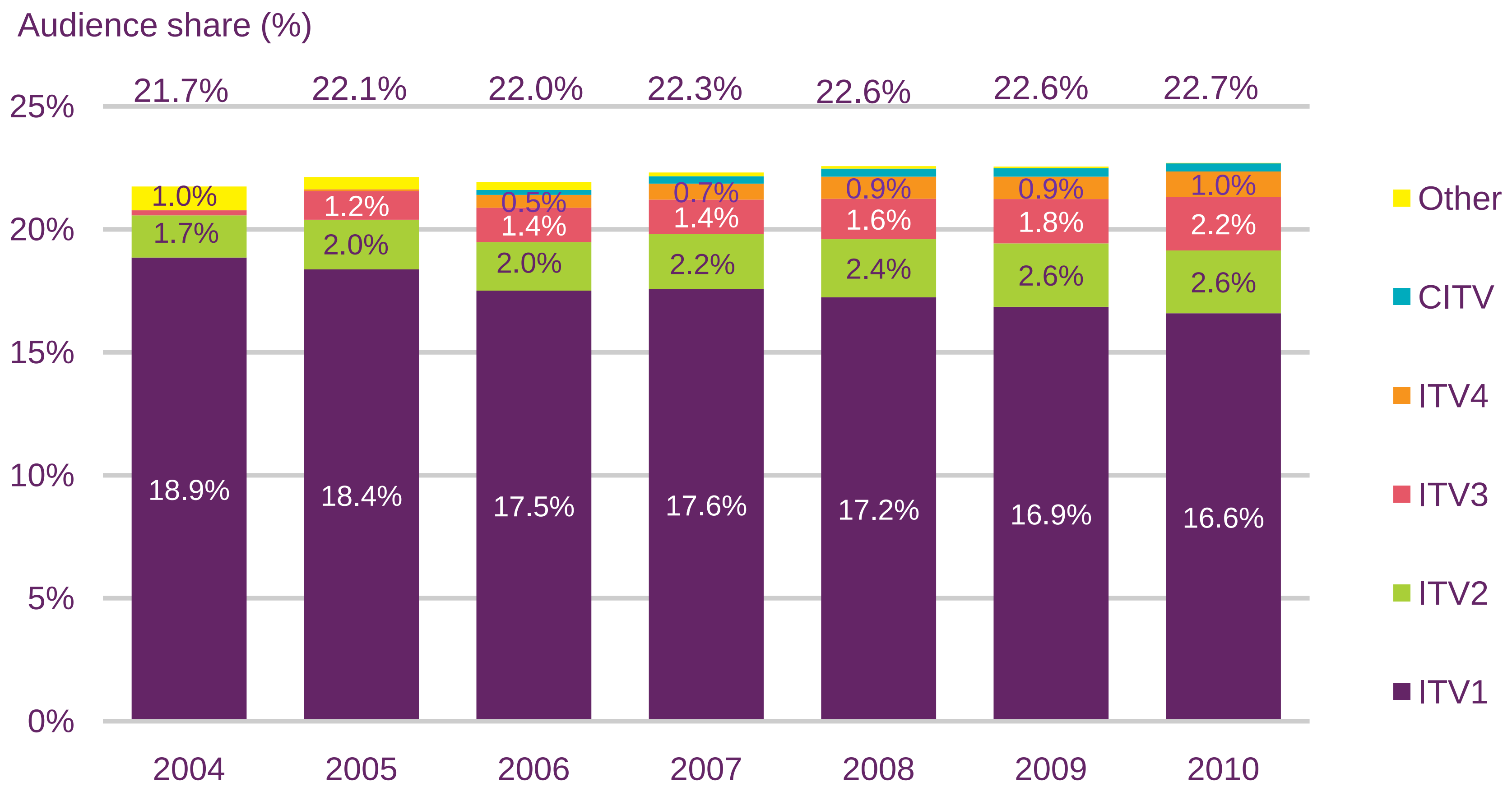
BBC portfolio share in multichannel homes



Source: BARB Note: 'Other' includes BBC Parliament, BBC Choice, BBC HD and BBC Knowledge. Due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years

Figure 2.57

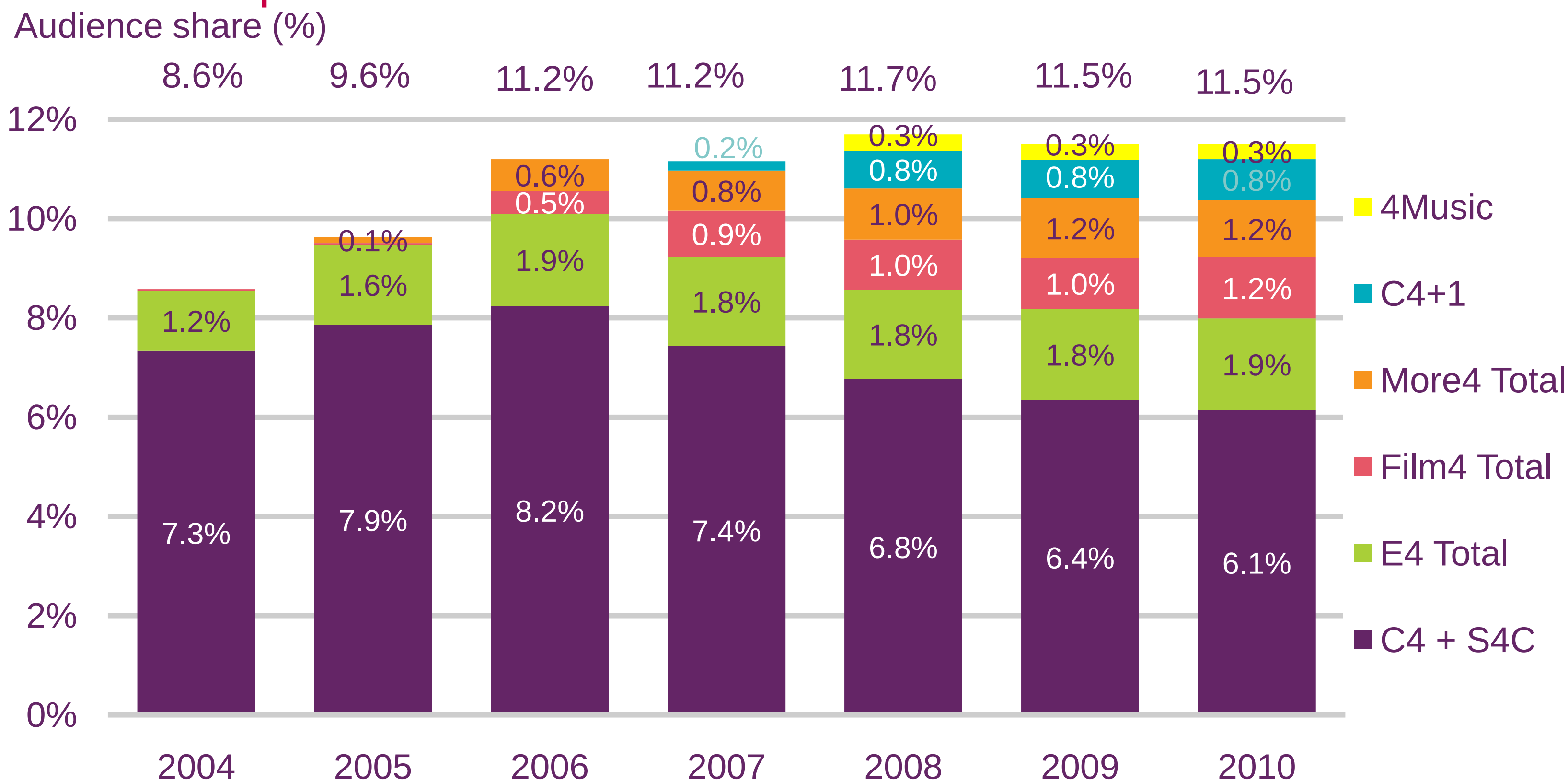
ITV portfolio shares in multichannel homes



Source: BARB Note: 'Other' includes (when relevant) ITV Play, Men & Motors, GMTV2, Granada Breeze, Plus, ITV News. ITV1, ITV2, ITV3 and ITV4 and include +1 services' share and HD services from 2010. Due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years.

Figure 2.58

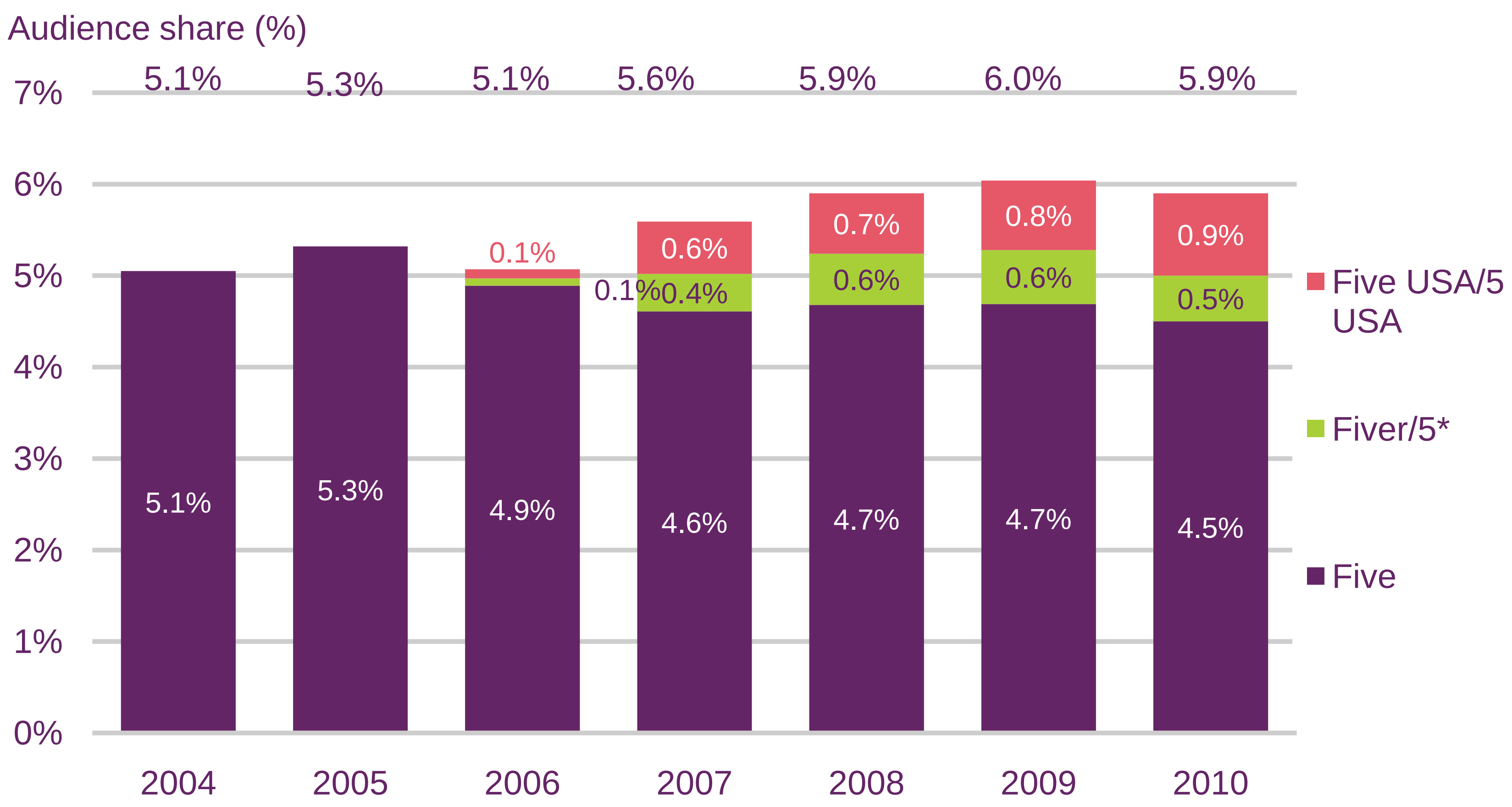
Channel 4 portfolio shares in multichannel homes



Source: BARB. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years.E4, More4 and Film 4 respective +1 channel shares are included. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain labelled together in relevant charts.S4C 2010 channel share = 0.1%.

Figure 2.59

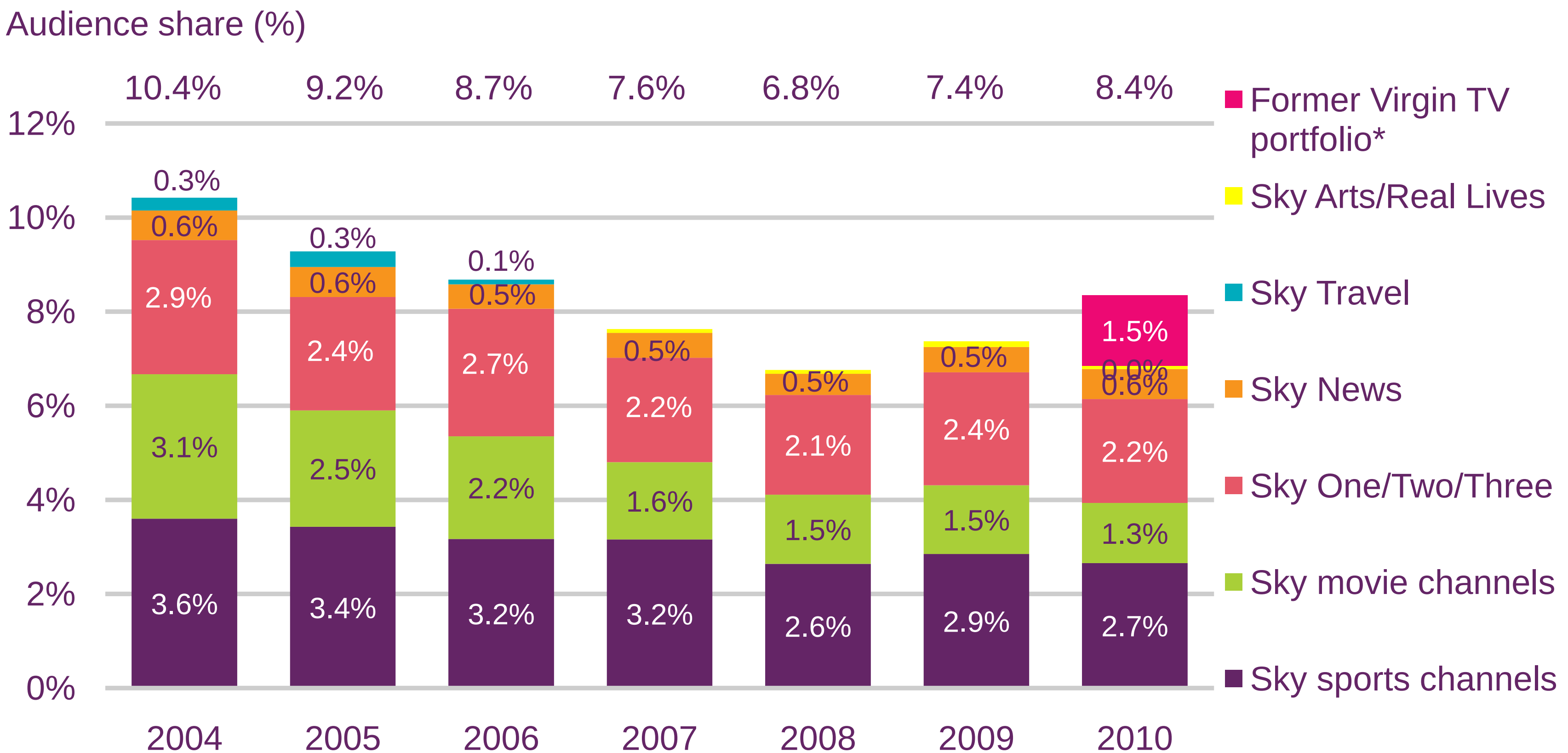
Five portfolio shares in multichannel homes



Source: BARB Note: 5* and 5 US include their +1 service share. Due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years

Figure 2.60

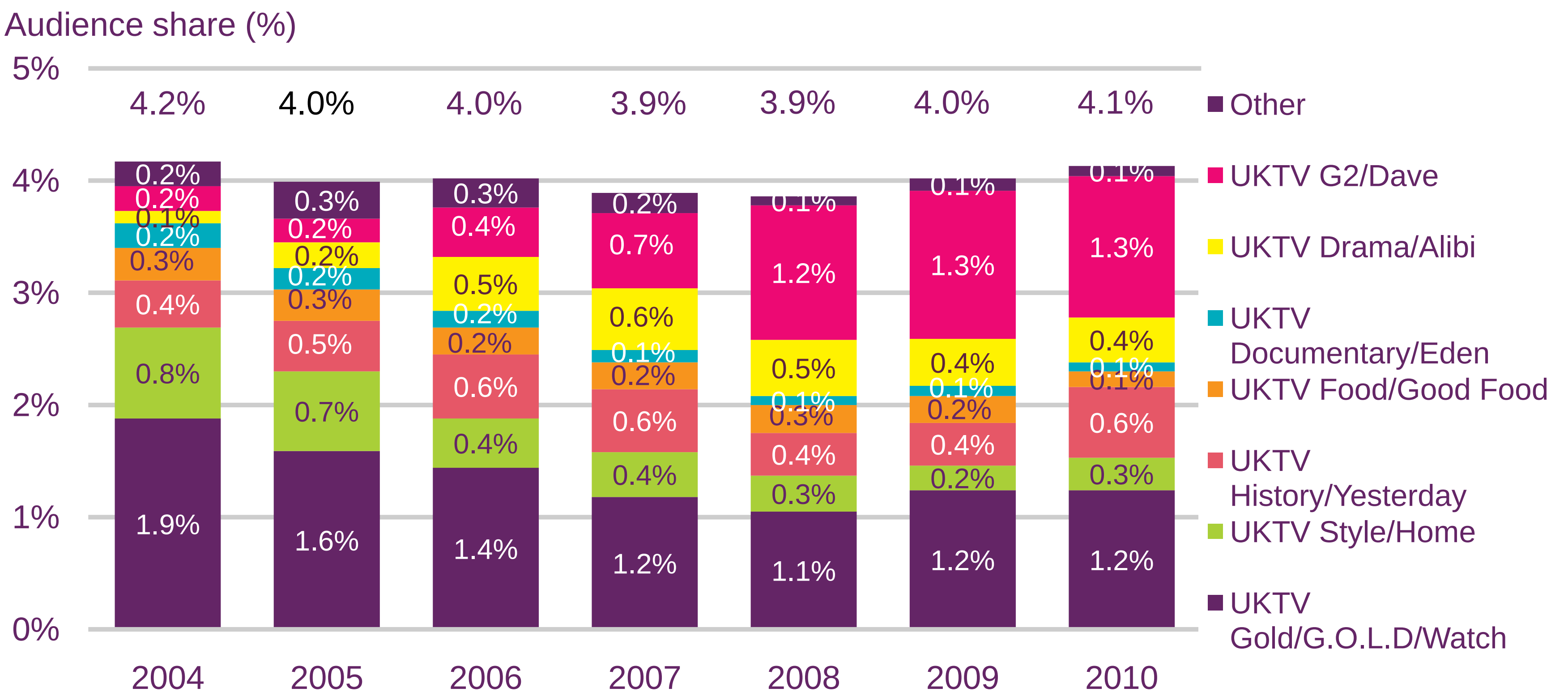
BSkyB portfolio shares in multichannel homes



Source: BARB. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years. *BSkyB took ownership of VMTV in June 2010, Virgin Media TV portfolio shares are included in the BSkyB figure for the whole of 2010.

Figure 2.61

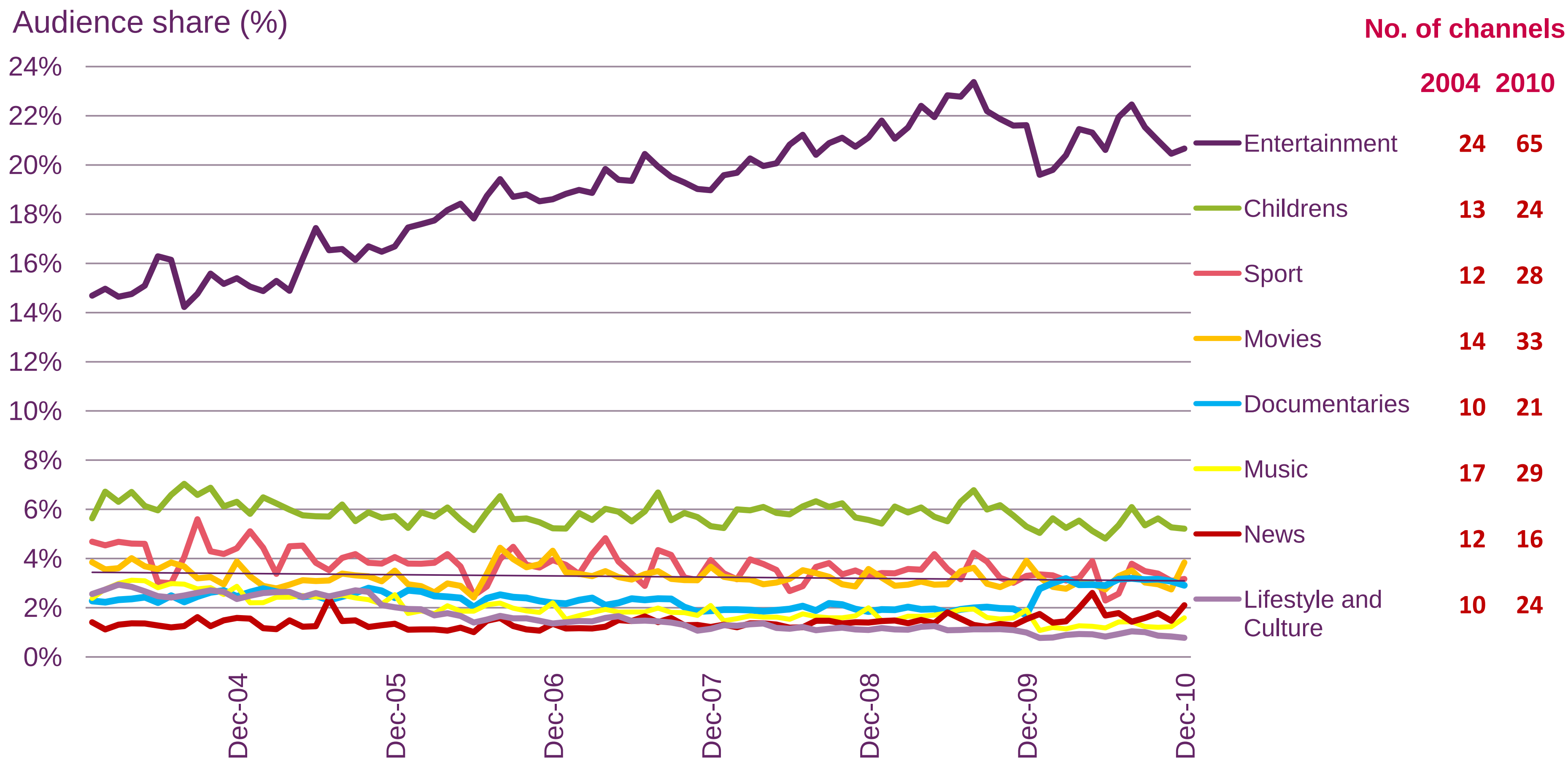
UKTV portfolio shares in multichannel homes



Source: BARB Note: UKTV portfolio channels have evolved over the past twelve months. In the 2008 figures, new channel names and shares have been matched to old channels. Due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years.

Figure 2.62

Aggregate shares of channel genres in multichannel homes



Source: BARB. Note: Number of channels does not include '+1' services. Due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years

Figure 2.63

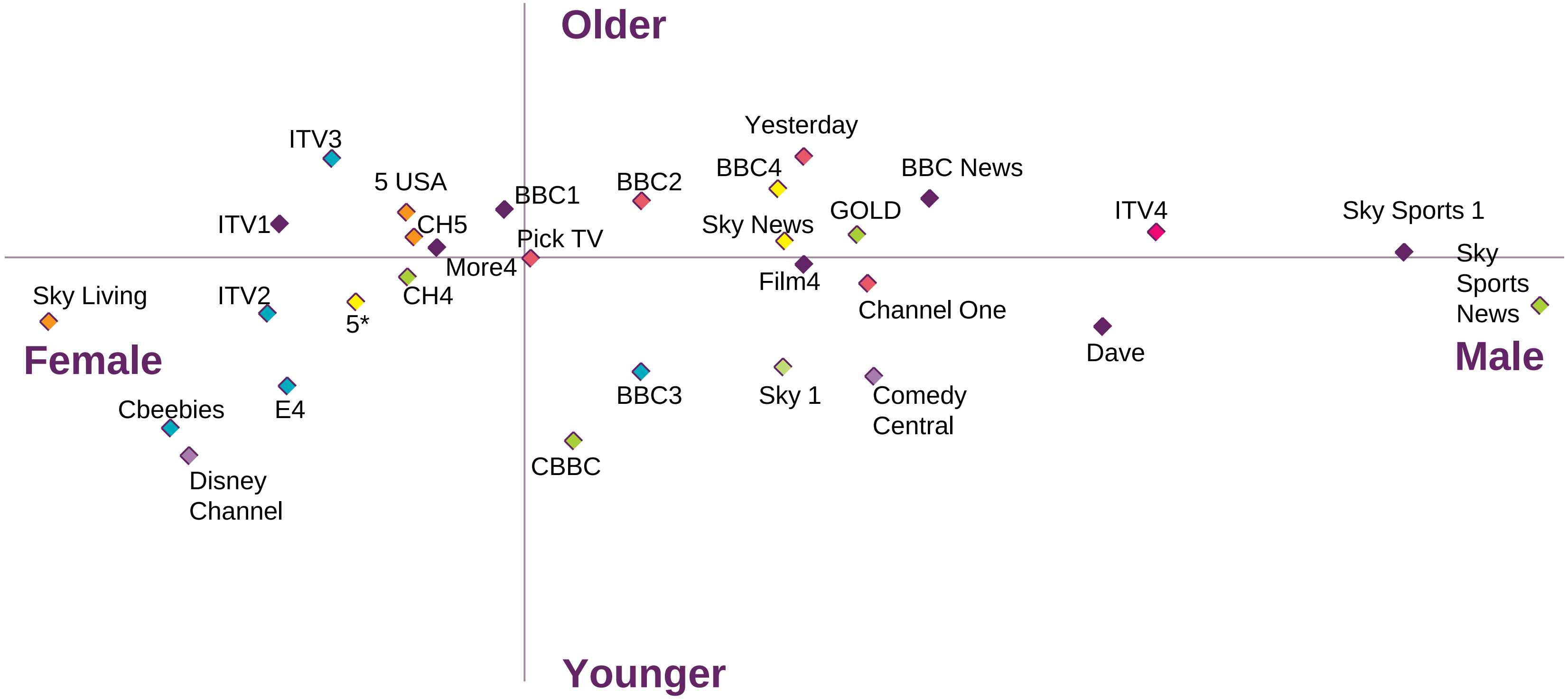
The top channels by share in multichannel homes: 2009 to 2010

	Share	Rank			Share	Rank	
Channel	2010	2010	2009	Channel	2010	2010	2009
BBC One	20.2%	1	1	Film4	1.2%	11	15
ITV1	16.6%	2	2	Dave	1.2%	12	11
Channel 4	7.0%	3	3	Sky Sports 1	1.2%	13	9
BBC Two	6.6%	4	4	More 4	1.1%	14	13
Five	4.5%	5	5	BBC News	1.1%	15	19
ITV2	2.5%	6	6	ITV4	1.0%	16	16
ITV3	2.3%	7	8	Sky One	0.9%	17	14
E4	1.9%	8	7	Pick TV	0.9%	18	21
BBC Three	1.4%	9	12	Channel One	0.9%	19	18
CBeebies	1.3%	10	10	5 USA	0.9%	20	22

Source: BARB. Note: Includes channels' +1 services. Due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years.

Figure 2.64

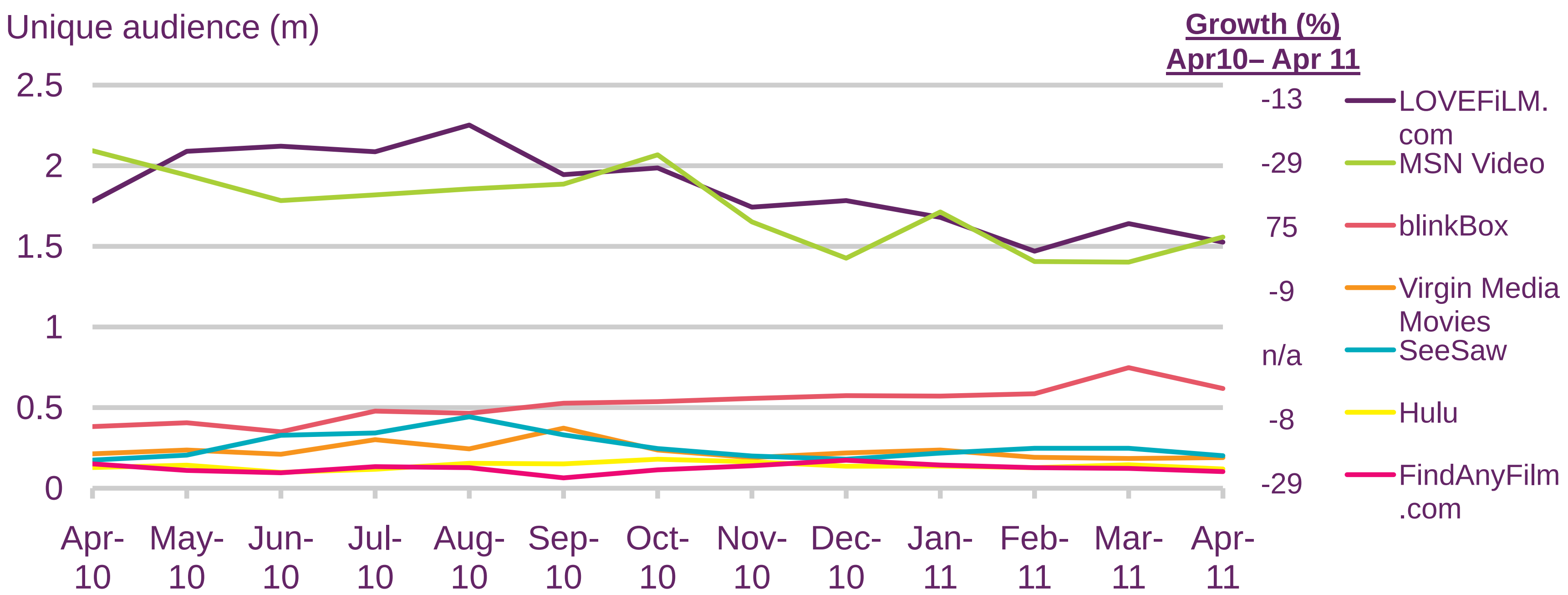
Age and gender profile of the 30 most-viewed channels in multichannel homes



Source: BARB Note: The profile of a channel is calculated relative to the television population in multichannel homes. Includes channel's +1 services.

Figure 2.65

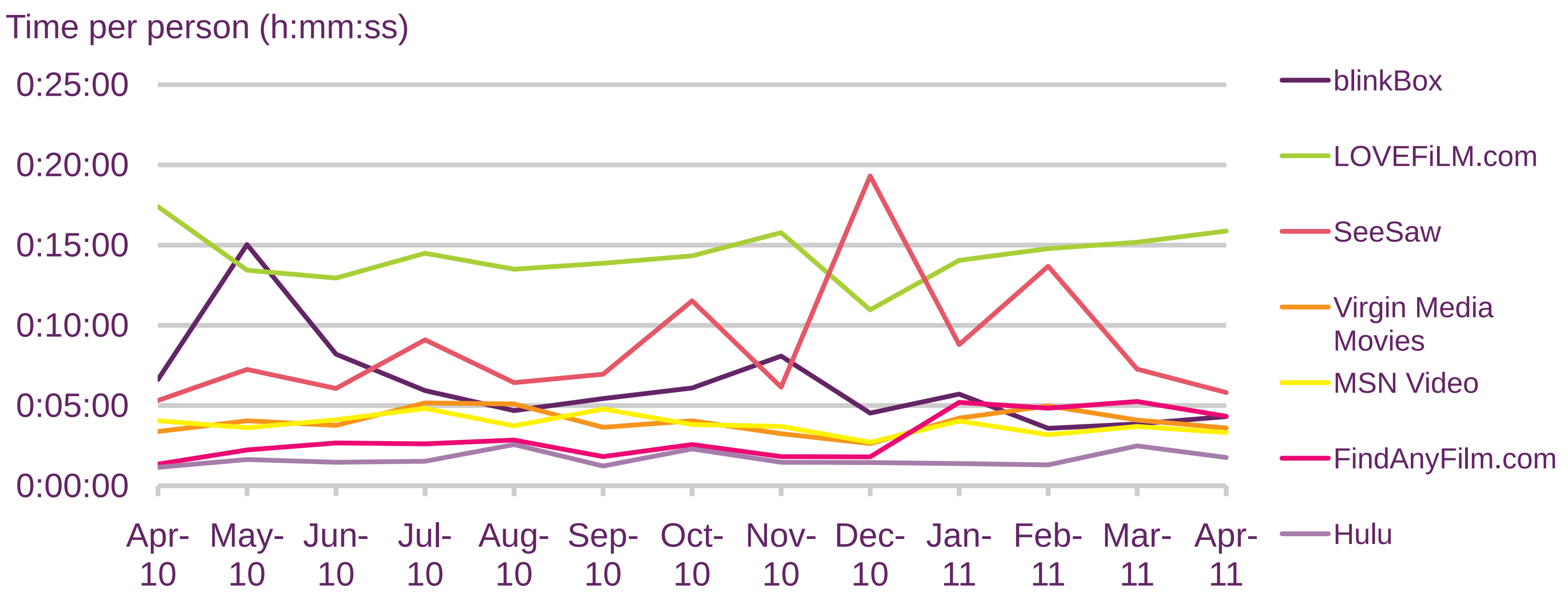
Unique audiences to selected online film and TV sites



Source: UKOM/Nielsen, home and work panel.

Figure 2.66

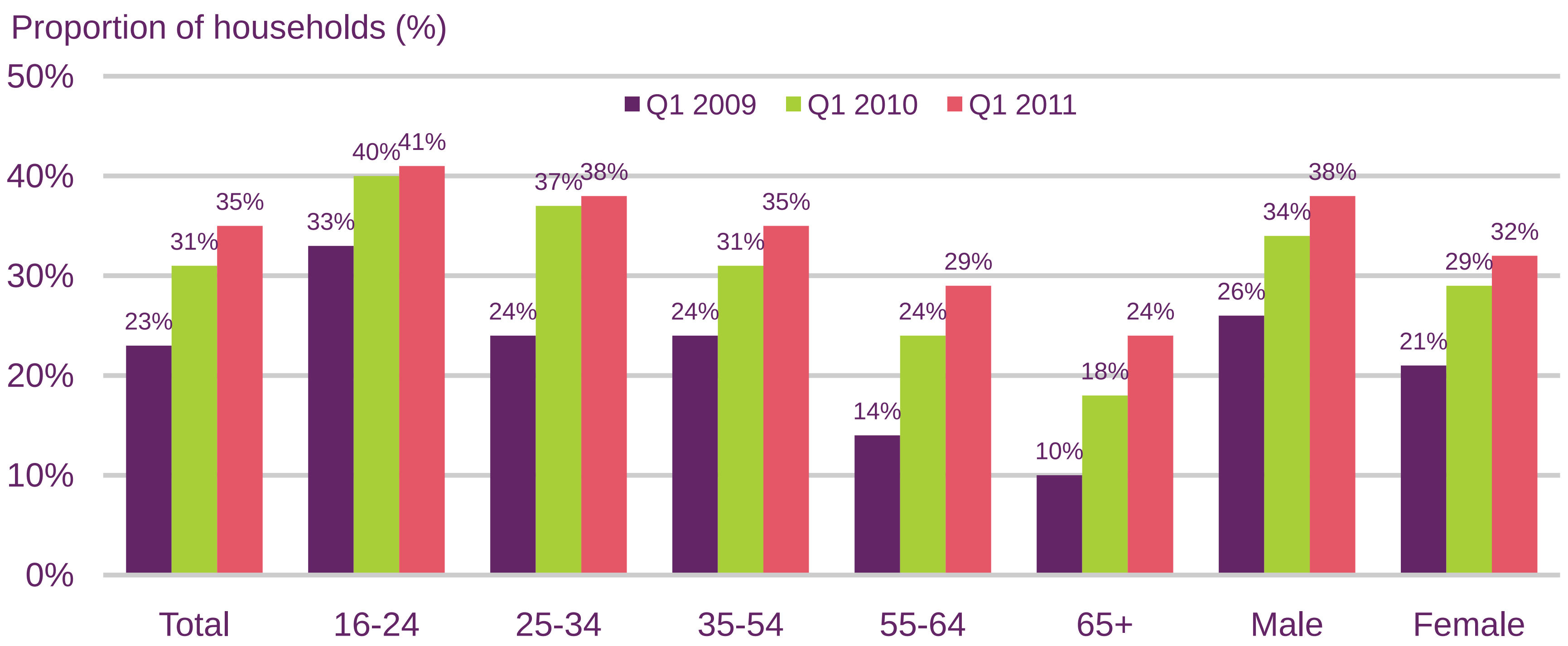
Monthly time spent per person on selected online film and TV sites



Source: UKOM/Nielsen, home and work panel.

Figure 2.67

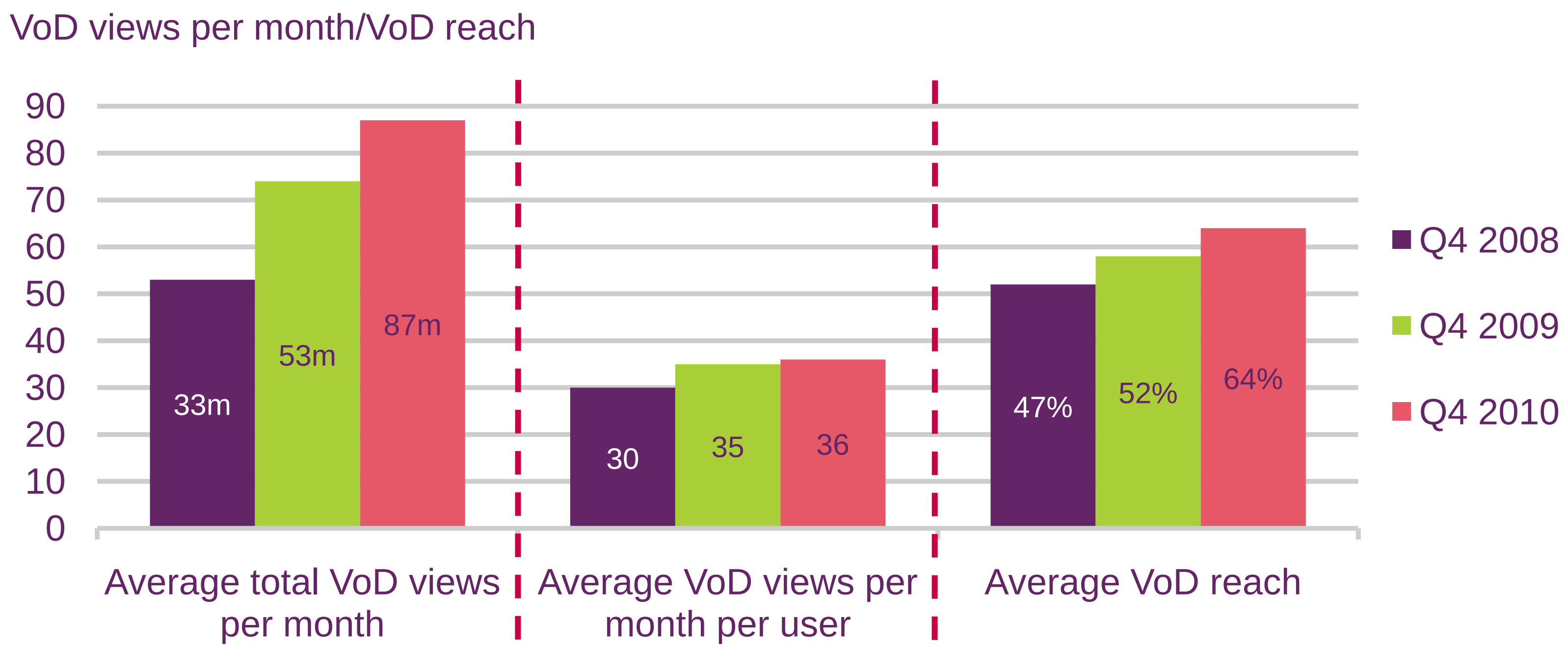
Proportion of adults with home internet who watch online catch-up TV



Source: Ofcom research Q1 2011 QE12. Which, if any, of these do you or your household use the internet for whilst at home? Base: All adults who have the internet at home (n=2534 UK, 376 16-24, 462 25-34, 1039 35-54, 368 55-64, 289 65+, 1234 Male, 1300 Female)

Figure 2.68

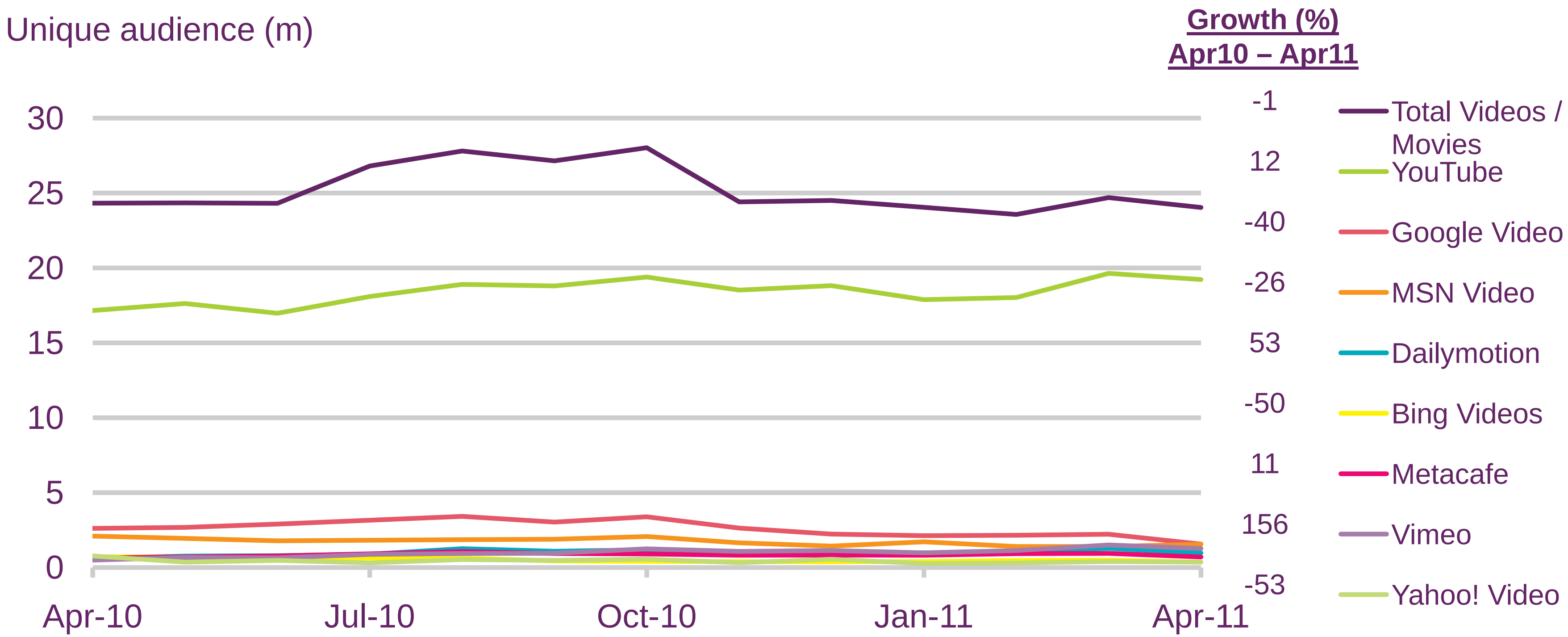
Video on demand use in Virgin Media homes



Source: Virgin Media company results 2008-2010.

Figure 2.69

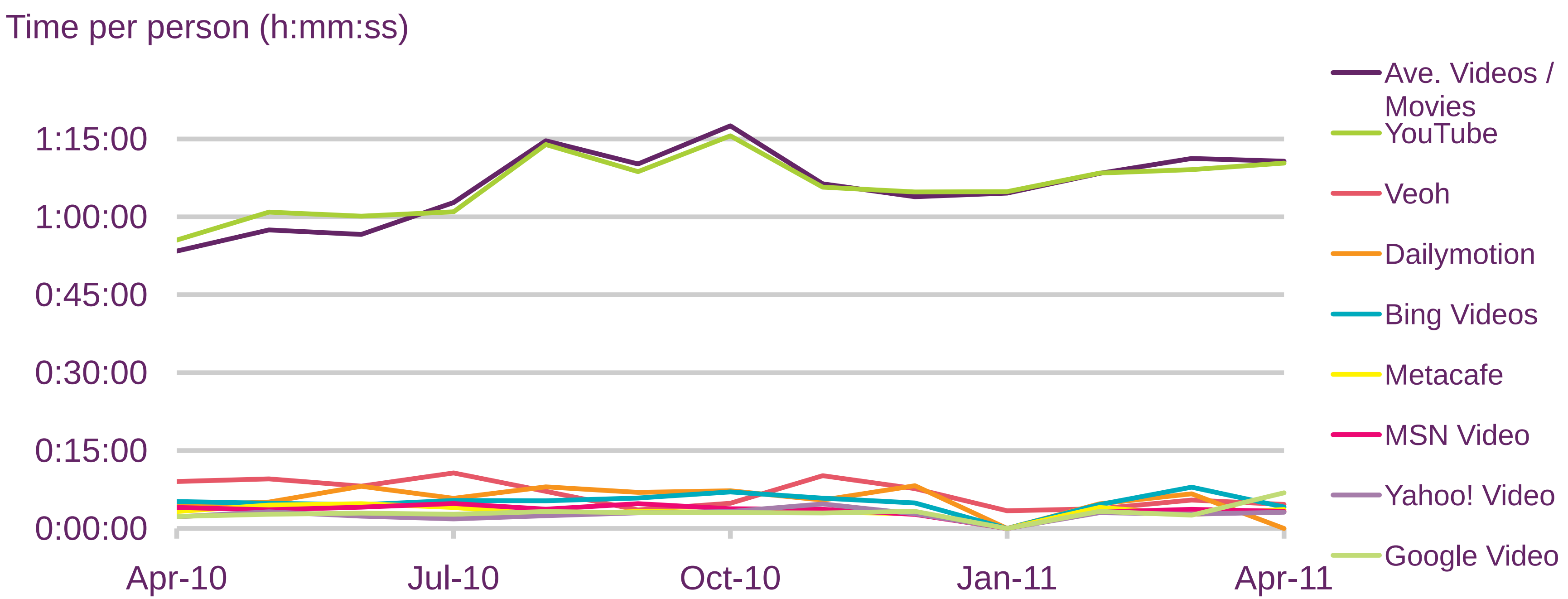
Unique audiences to selected video-sharing sites



Source: UKOM/Nielsen, home and work panel.

Figure 2.70

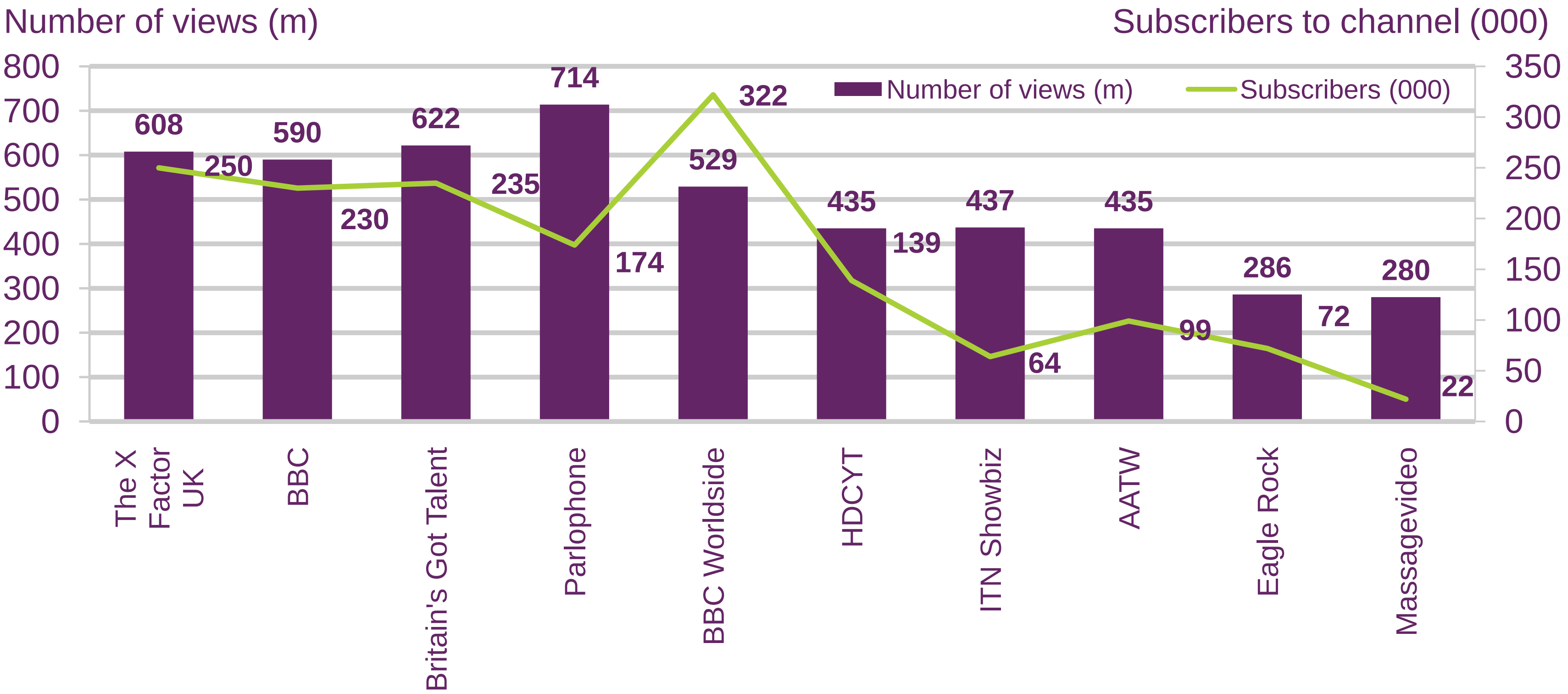
Monthly time spent per person on selected video-sharing sites



Source: UKOM/Nielsen, home and work panel.

Figure 2.71

Popularity of top ten most viewed UK YouTube channels

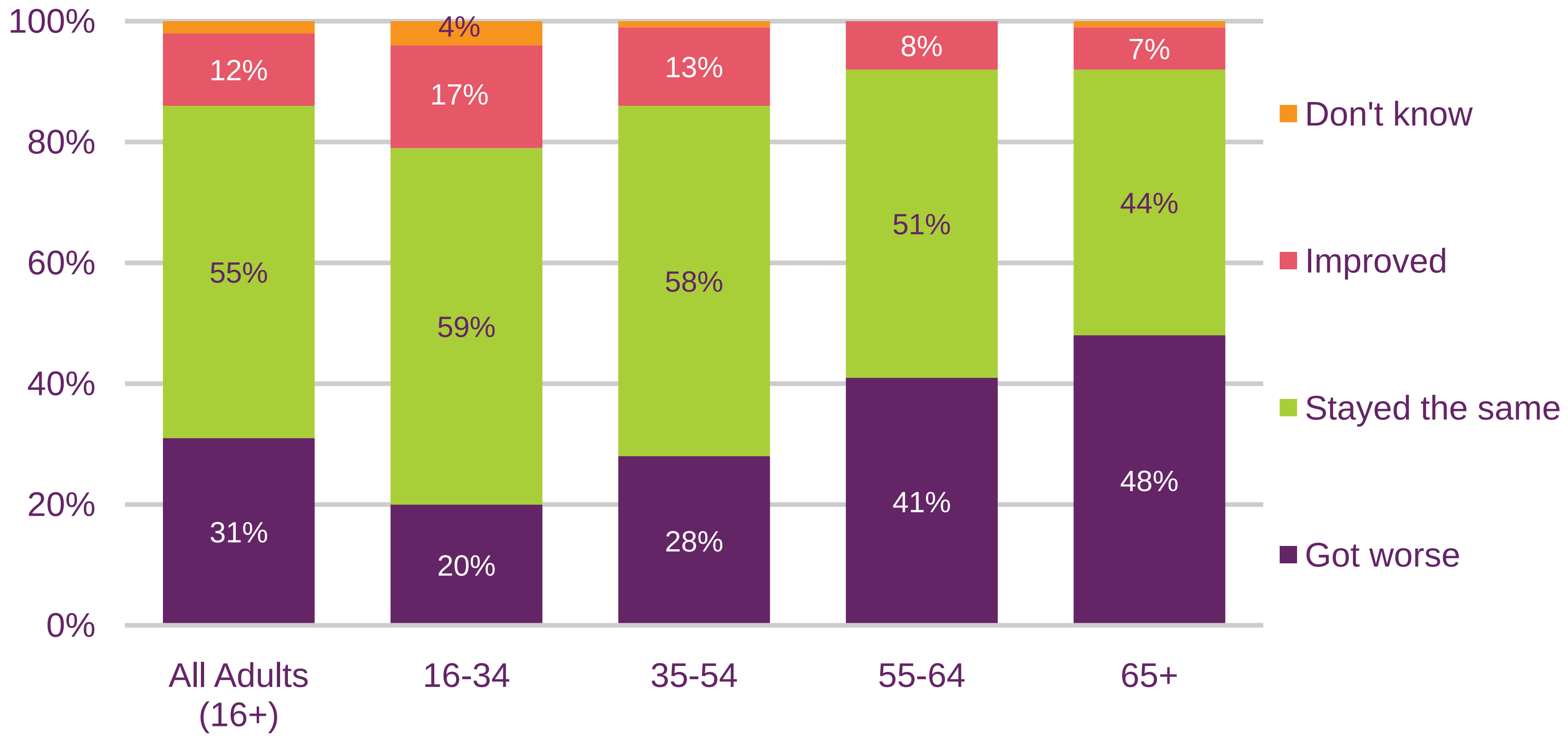


Source: YouTube statistics June 2011.

Figure 2.72

Consumer attitudes towards television programme standards, by age: 2010

% of respondents

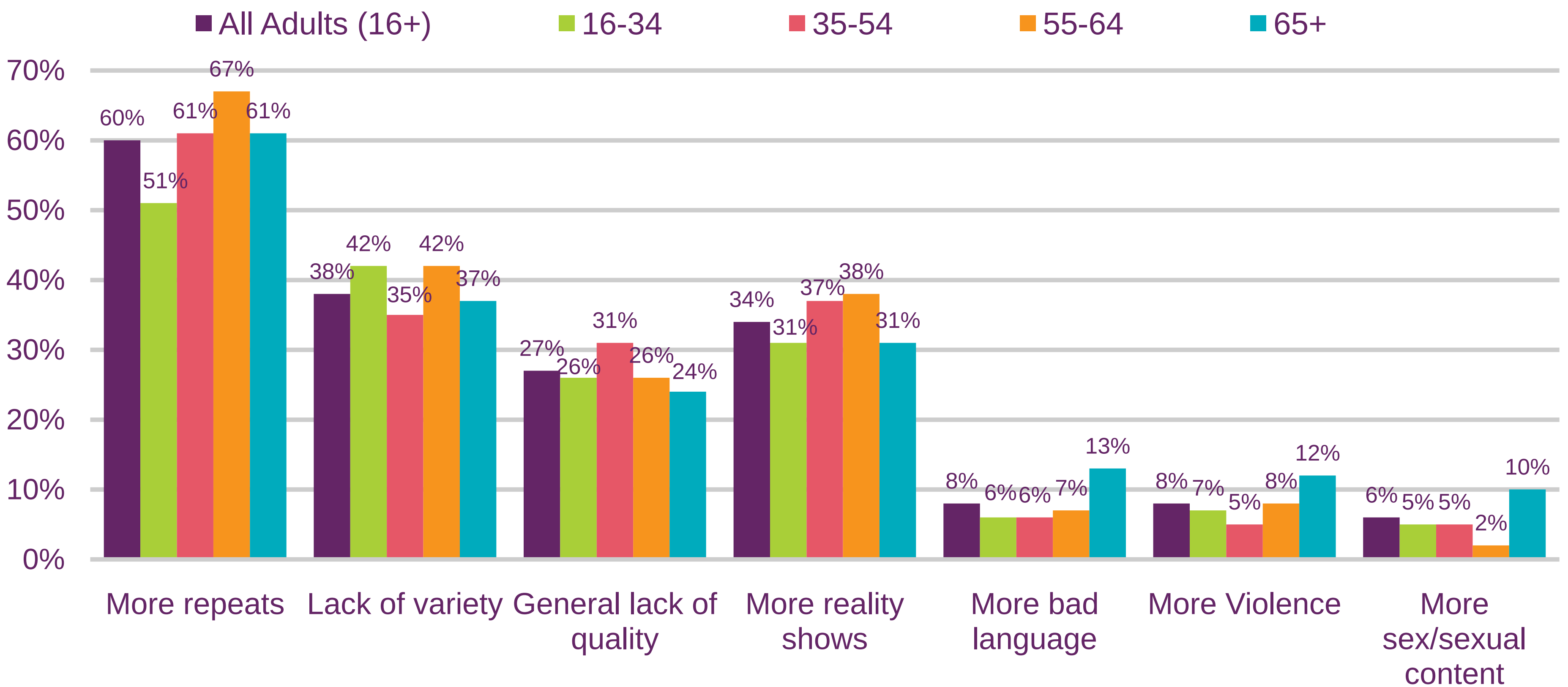


Source: Ofcom 2010 Media Tracker survey. Fieldwork carried out by BDRC Continental Research. Q30 – Do you feel that over the past year, television programmes have improved, got worse or stayed about the same? Base: All adults aged 16+ (2104) (643 aged 16-34, 710 aged 35-54 ,328 aged 55-64, 423 aged 65+)

Figure 2.73

Reasons why viewers thought TV programme quality deteriorated, 2010

% of respondents. Base: All those who felt TV programme standards got worse over the past year

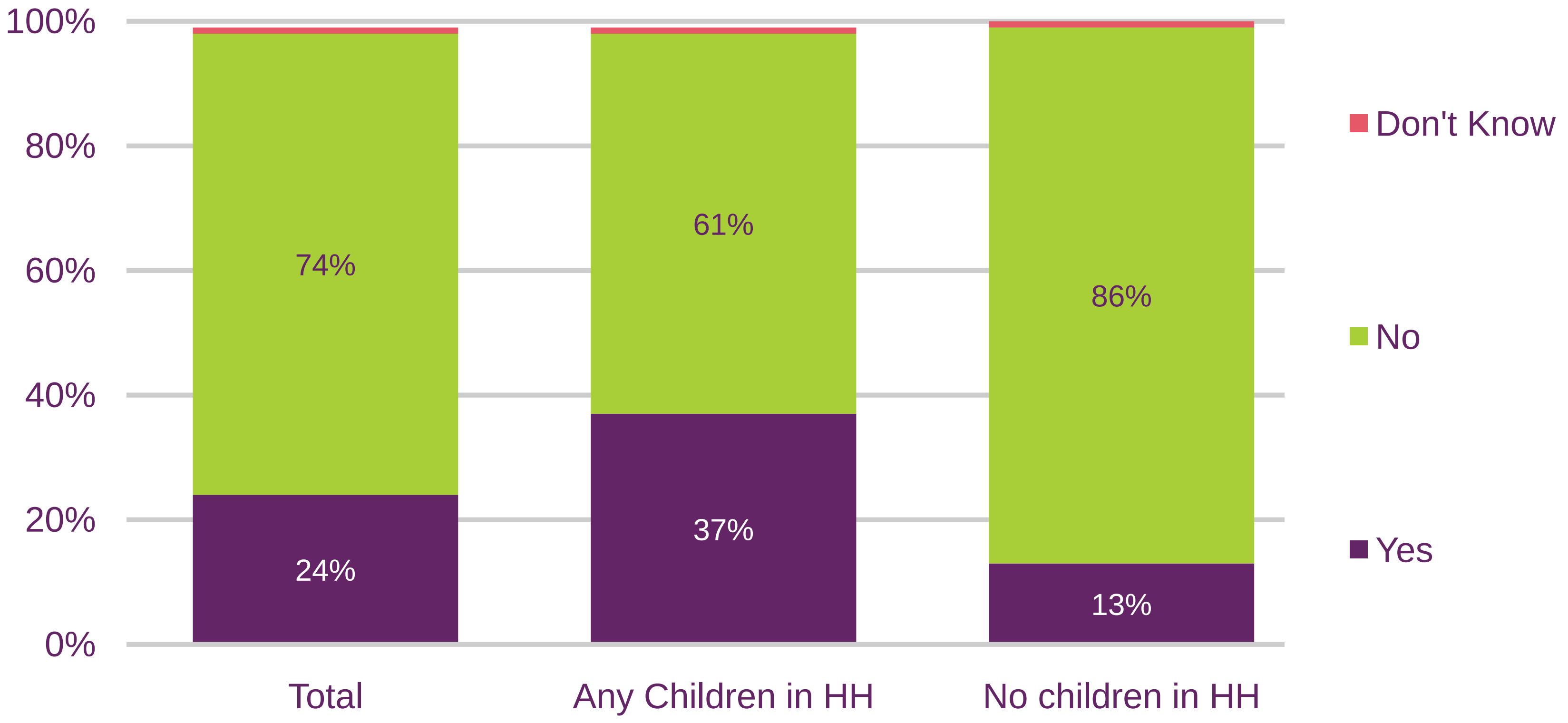


Source: Ofcom 2010 Media Tracker survey. Fieldwork carried out by BDRC Continental Research. Q32 – In what ways do you think the television programmes have got worse over the past year? Base: All adults 16+ saying programmes 'got worse' over past year (673) (130 aged 16-34, 204 aged 35-54 , 134 aged 55-64, 205 aged 65+).

Figure 2.74

PIN/password-protected TV, 2010

% of respondents. Base: All those aware of features their systems have to block certain programmes/channels



Source: Ofcom 2010 Media Tracker survey. Fieldwork carried out by BDRC Continental Research. Q52 – Have you ever used this blocking system? Base: All adults 16+ aware of a feature on their systems enabling them to block/hide access to certain programmes/channels (1,051) (479 - Any children in household, 572 No children in household)