

3 Radio and audio content

3.1 Recent developments in Scotland

Local analogue commercial radio

Following the surrender by Real Radio (Scotland) Limited of the local analogue commercial radio licence for Paisley, Ofcom advertised a new local analogue commercial radio licence in west central Scotland using the same frequency. The licence award is still in process at the time of publication.

Small-scale digital radio

In February 2016 Ofcom extended the trial of the ten UK-wide small-scale digital multiplexes, including the Glasgow multiplex, for a further two years. The Glasgow multiplex, licensed to Scrimshaws Information Directories, currently carries eight smaller radio stations, such as community stations, enabling them to broadcast on DAB digital radio. The trial licences were originally awarded in June 2015 for a nine-month period. Ofcom wishes to continue to monitor the longer-term performance of this approach, while we develop a framework to enable services to be licensed throughout the UK on a non-trial basis.

Internet radio

Scottish-based internet radio station, Scotland69am, has been voted one of the best in the world by the listeners of StreamFinder.com and V-tuner.com, two of the leading internet radio directories.

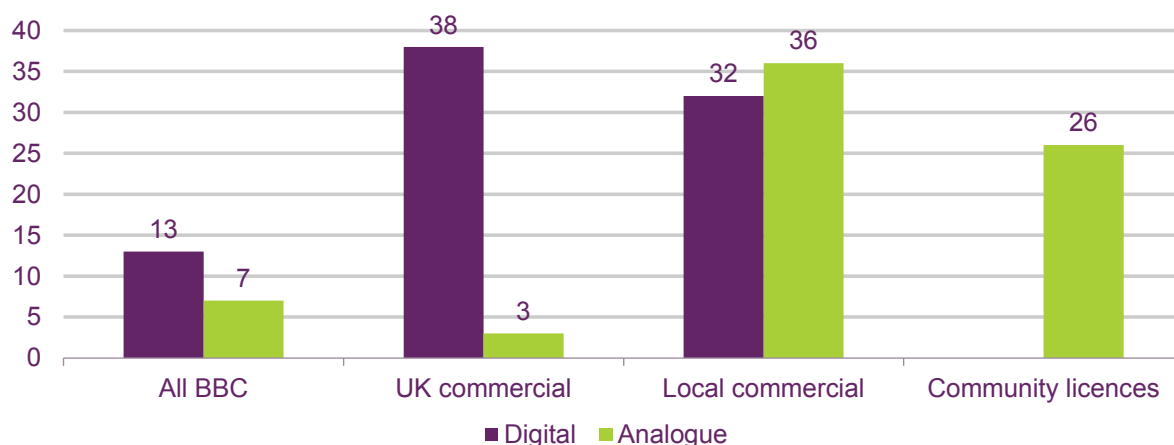
3.2 Radio station availability

There are now 83 stations broadcasting on DAB in Scotland

With the launch of the Sound Digital multiplex in March 2016, there are now 83 stations available on DAB in Scotland. The second national multiplex brings an additional 18 stations, adding to the 13 digital services available from the BBC, the 12 stations on the Digital One multiplex and the 40 UK and local commercial stations that are broadcasting on local DAB multiplexes.

However, not all of these stations will be available on DAB to listeners across all of Scotland. As Figure 3.2 shows, the proportion of households within the coverage area for each type of station varies, and there are different services on each of the local DAB multiplexes serving different parts of Scotland. There are also 72 analogue stations available in Scotland. Many of these are simulcasts of DAB stations, but the 26 community radio services and some of the local commercial radio services are available on analogue only in their local coverage areas. Community station Castle FM ceased broadcasting in February 2016.

Figure 3.1 Radio station availability



Source: Ofcom, May 2016

Note: This chart shows the maximum number of stations available; local variations and reception issues mean that listeners may not be able to access all of them.

3.3 DAB coverage

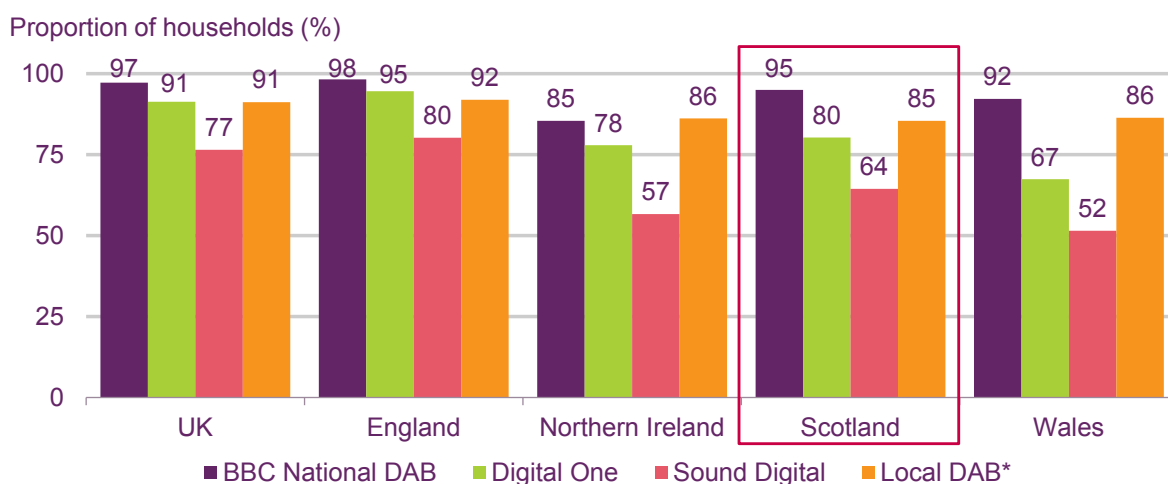
DAB services from the BBC are available to 95% of households in Scotland

Household coverage of the BBC national multiplex has increased to 95% from 92% in 2015, and coverage from UK-wide commercial multiplex Digital One has increased by 4pp to 80%.

Coverage from the new multiplex from Sound Digital is more limited than from other multiplexes. UK-wide indoor coverage currently reaches 77% of households. In Scotland, the figure is 64%.

Coverage from the local DAB multiplexes in Scotland, as well as across the UK, is currently being extended with the addition of new transmitter sites. By autumn 2016, the expected coverage of local DAB in Scotland is 85% of households. This will be a 20pp increase compared to coverage in 2015.

Figure 3.2 Household coverage of DAB



Source: BBC, Arqiva, Ofcom, May 2016

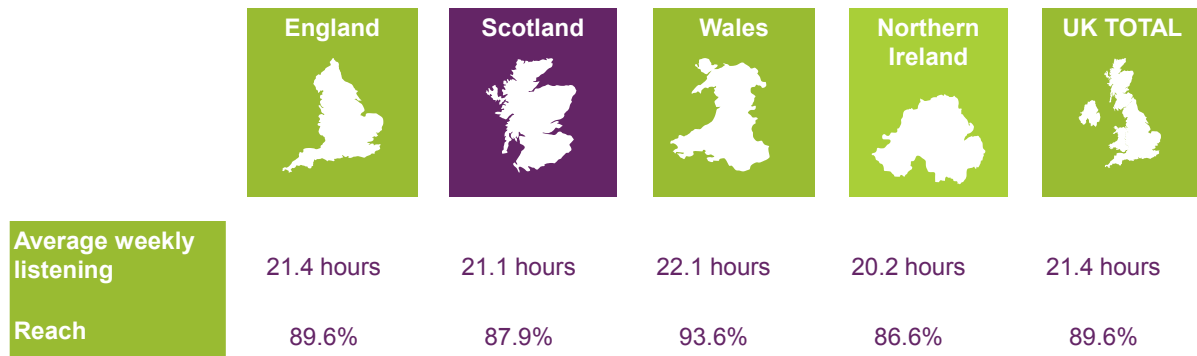
*Figures for local DAB are projections of expected coverage for Autumn 2016 based upon a planned list of transmitter sites. The plan is continuing to be refined and actual coverage may differ slightly from those figures when the current programme of expansion completes.

3.4 Listening to audio content

The average time spent listening to radio in Scotland is on par with the UK average

During an average week in 2015, 87.9% of adults in Scotland listened to the radio and tuned in for an average of 21.1 hours each week. Although the reach of radio was slightly lower than in the UK overall, the time each listener spent listening to radio was broadly the same. Radio listeners in Scotland spent more time with the radio in 2015 than in 2014. The average weekly listening time has increased from 19.9 hours to 21.1 hours.

Figure 3.3 Average weekly reach and listening hours: 2015



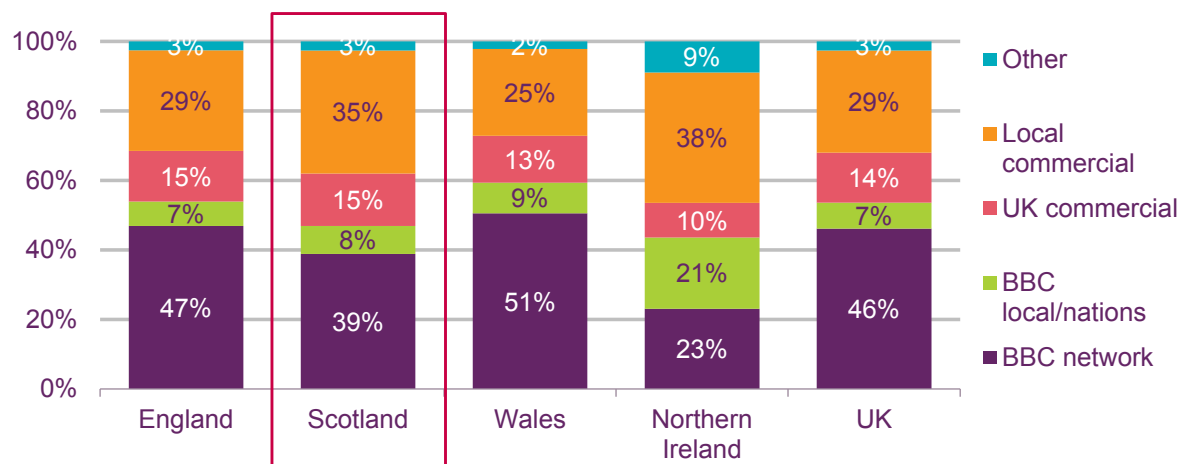
Source: RAJAR, All adults (15+), year ended Q4 2015. Reach is defined as a percentage of the area's adult population who listen to a station for at least five minutes in the course of an average week.

Half of the time spent listening to radio in Scotland is spent with commercial services

Commercial stations accounted for 50% of listening hours in Scotland in 2015. This is 7pp higher than the UK average and the highest across any of the UK nations. The majority of commercial listening in Scotland is to local commercial stations, and this type of station accounts for over one-third of total listening hours.

The share of listening to BBC stations overall in Scotland is lower than the UK average and higher only than in Northern Ireland. Four in ten listening hours are to BBC network stations, compared to 46% for the UK average.

Figure 3.4 Share of listening hours, by nation: 2015



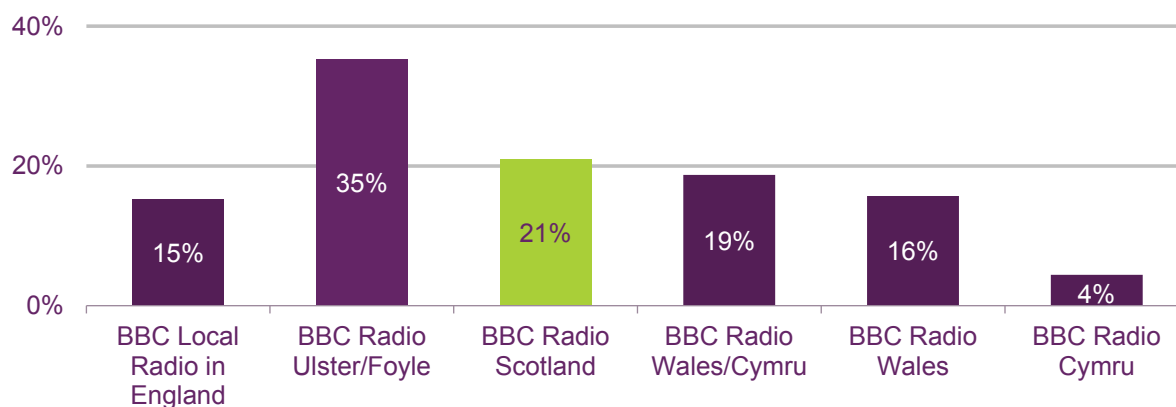
Source: RAJAR, All adults (15+), year ended Q4 2015

One-fifth of people in Scotland listened to BBC Radio Scotland in 2015

In an average week in 2015, the weekly reach of BBC Radio Scotland was 21%, 6pp higher than the aggregate reach for BBC local services in England and 5pp higher than BBC Radio Wales. The reach for BBC Radio Scotland increased by 1pp year on year, although its share of total listening hours remained the same.

In 2015, Radio nan Gàidheal reached 68.9% of Gaelic speakers aged 16+ in Scotland. Listening to this radio station is measured separately to other radio services through a panel of Gaelic speakers by TRP Research¹⁴, and figures are not comparable to listening as measured by RAJAR.

Figure 3.5 Weekly reach for nations'/local BBC services: 2015



Source: RAJAR, All adults (15+), year ended Q4 2015

Note: BBC Radio nan Gàidheal is not measured by RAJAR and so is not shown.

3.5 Digital radio set ownership and listening

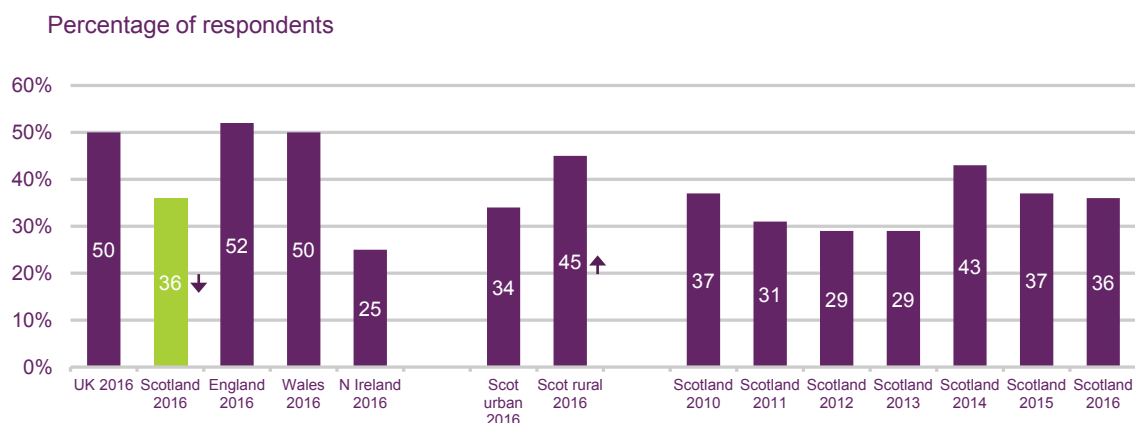
Almost four in ten adults in Scotland who listen to radio have a digital radio set

Thirty-six per cent of adults who listen to radio say they have at least one DAB radio set at home, unchanged since 2015. In 2016, ownership of DAB digital radios in Scotland (36%) is lower than the UK average (50%).

Radio listeners in rural areas of Scotland are more likely to own a DAB set (45%) compared to those in urban areas (34%), following a significant increase in ownership between 2015 and 2016 for rural radio listeners.

¹⁴ Please note: the panel operator changed from Lèirsinn to TRP at the start of 2015. This makes comparisons with earlier years difficult.

Figure 3.6 Ownership of DAB digital radios



Source: Ofcom Technology Tracker, H1 2016

Base: Adults aged 16+ who listen to radio (n = 2832 UK, 384 Scotland, 1693 England, 399 Wales, 356 Northern Ireland, 196 Scotland urban, 188 Scotland rural, 1034 Scotland 2010, 357 Scotland 2011, 364 Scotland 2012, 375 Scotland 2013, 392 Scotland 2014, 386 Scotland 2015, 384 Scotland 2016)

NB. Data in 2011 based on those who listen to radio and have any radio sets in the household that someone listens to in most weeks

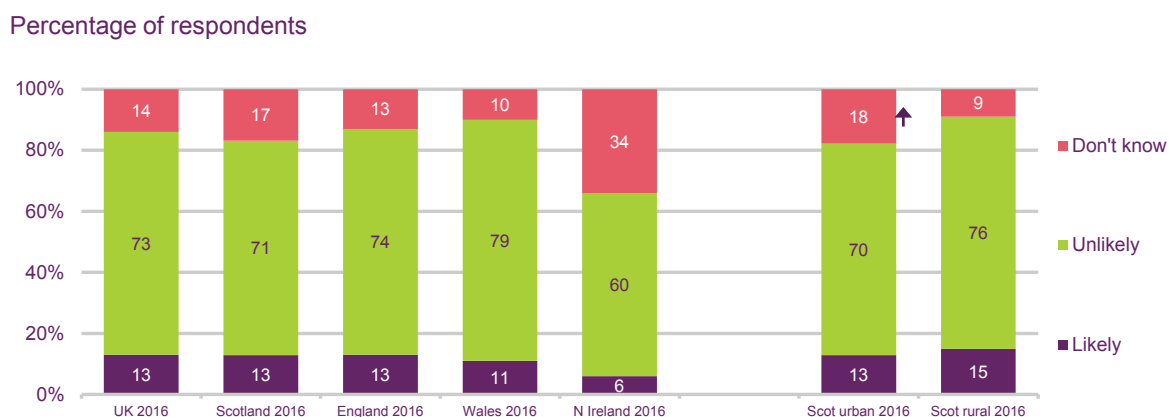
Significance testing: Arrows indicate any significant differences at the 95% confidence level between Scotland and UK in 2016, between Scotland urban and rural in 2016 and between Scotland 2015 and 2016. Circles around the +/- figures above the chart indicate any significant difference between 2015 and 2016 for Scotland, urban and rural.

QP9: How many DAB sets do you have in your household?

One in eight radio listeners in Scotland without a DAB set say they are likely to buy one within the next year

Thirteen per cent of radio listeners in Scotland who do not have a DAB set say they are likely to purchase one in the next 12 months. This figure does not differ from that for the UK as a whole and does not vary by location in Scotland. Radio listeners in urban areas who do not currently own a DAB set are, however, twice as likely as those in rural areas to be unsure whether they will buy one in the next 12 months (18% vs. 9%).

Figure 3.7 Likelihood of purchasing a DAB radio within the next year



Source: Ofcom Technology Tracker, H1 2016

Base: Adults aged 16+ who listen to radio and do not have a DAB set (n = 1593 UK, 236 Scotland, 870 England, 212 Wales, 275 Northern Ireland, 131 Scotland urban, 105 Scotland rural).

Significance testing: Arrows indicate any significant differences at the 95% confidence level between Scotland and UK in 2016 and between Scotland urban and rural in 2016.

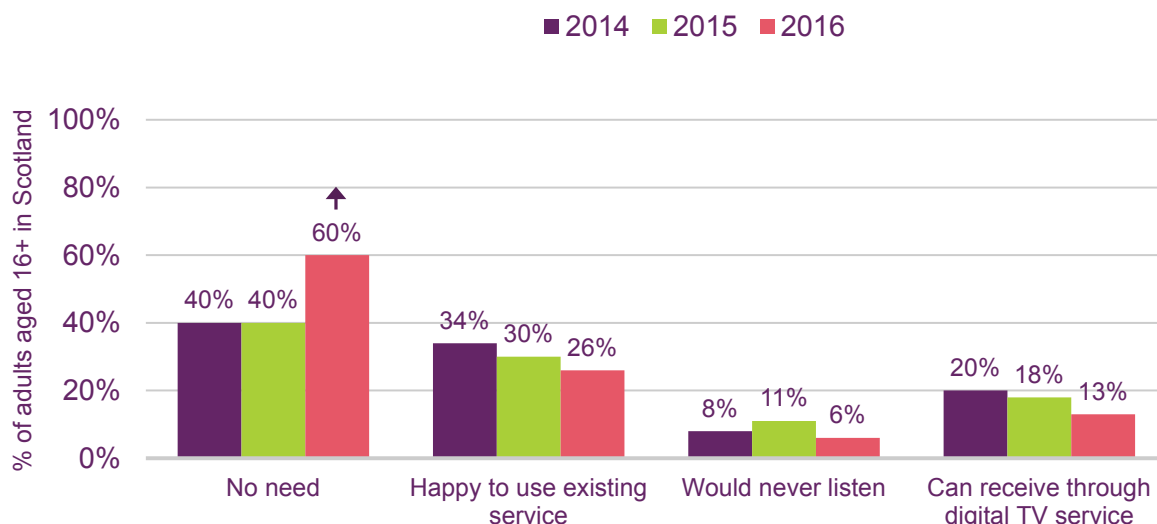
QP12: How likely is it that your household will get a DAB radio in the next 12 months?

Three in five radio listeners without a DAB set in Scotland are unlikely to get one in the next 12 months because they feel they have no need

Radio listeners stating they were unlikely to get DAB radio in the next 12 months were asked to say – without prompting - why they were unlikely to do so. Three in five (60%) said it was because they did not have a need for it, while 26% said it was because they were happy using an existing service. Around one in eight (13%) said they could receive digital radio through their TV service and 6% said they would never listen to DAB radio.

Since 2015 there has been an increase in the proportion of those unlikely to buy a DAB radio because they say they have no need for it (60% vs. 40% in 2015).

Figure 3.8 Reasons why unlikely to purchase DAB in the next year



Source: Ofcom Technology Tracker, H1 2016

Base: All adults aged 16+ who listen to radio and are unlikely to get DAB radio in the next 12 months (Scotland 2014 = 137; Scotland 2015 = 148; Scotland 2016 = 174)

Responses shown for spontaneous mentions by 5% or more at a UK level

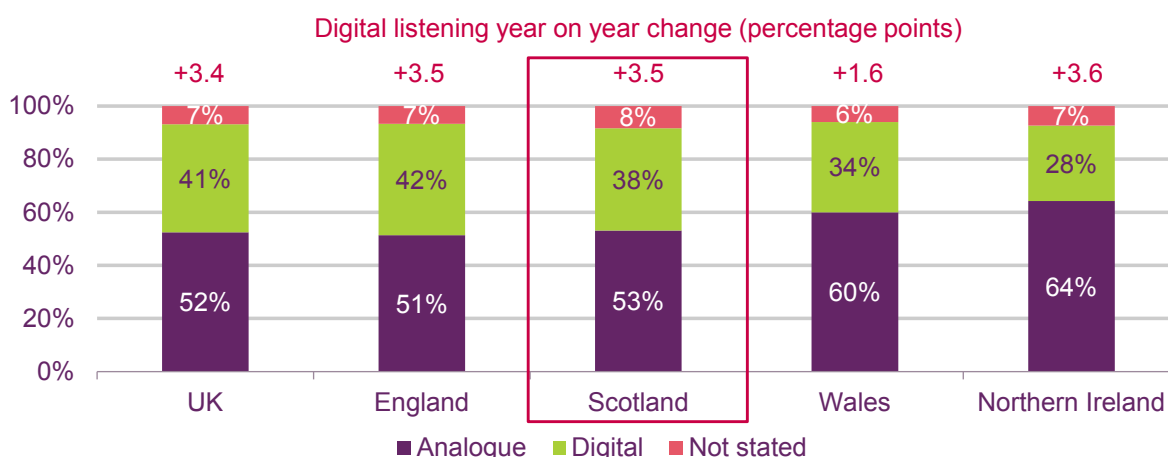
Significance testing: Arrows indicate any significant differences at the 95% confidence level between Scotland 2015 and 2016.

QJ14: Why are you unlikely to get digital radio in the next 12 months?

Digital platforms¹⁵ have a 38% share of listening hours in Scotland

Digital share of listening increased by 3.5pp year on year in Scotland, and accounted for 38% of all listening hours. Although still slightly lower than the UK average, the increase in digital share of listening was on a par with growth for the UK overall.

Figure 3.9 Share of listening hours via digital and analogue platforms: 2015



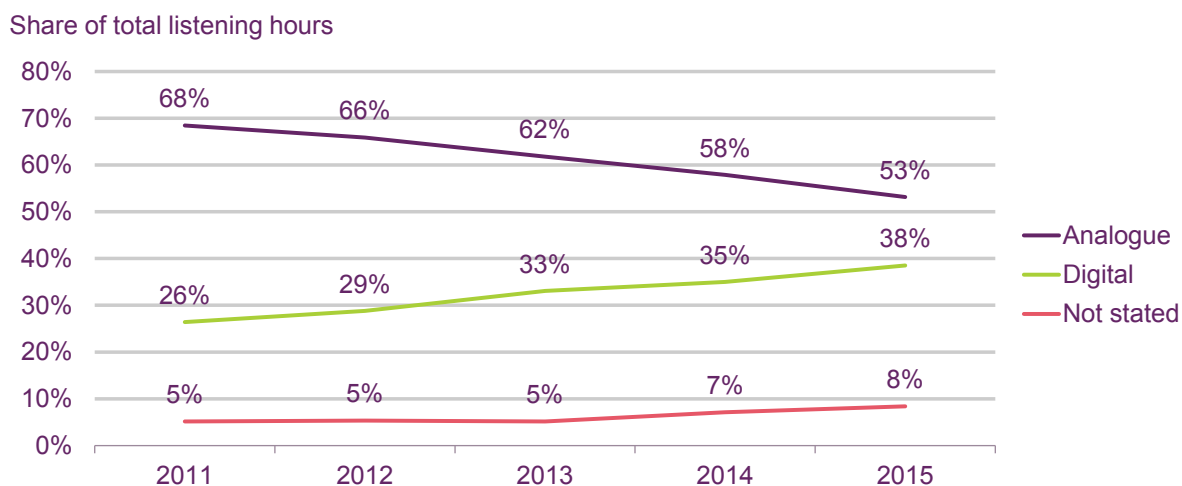
Source: RAJAR, All adults (15+), year ended Q4 2015

¹⁵ DAB, digital television and the internet.

Growth in digital share of listening has grown steadily since 2011

With the exception of 2014, growth in digital share of listening in Scotland has increased by at least 3pp each year since 2011, rising from 26% to 38%. Listening through analogue methods now accounts for just over half of listening hours, down from two-thirds in 2011.

Figure 3.10 Share of listening hours via digital and analogue platforms in Scotland: 2011-2015



Source: RAJAR, all adults, calendar years 2011-2015

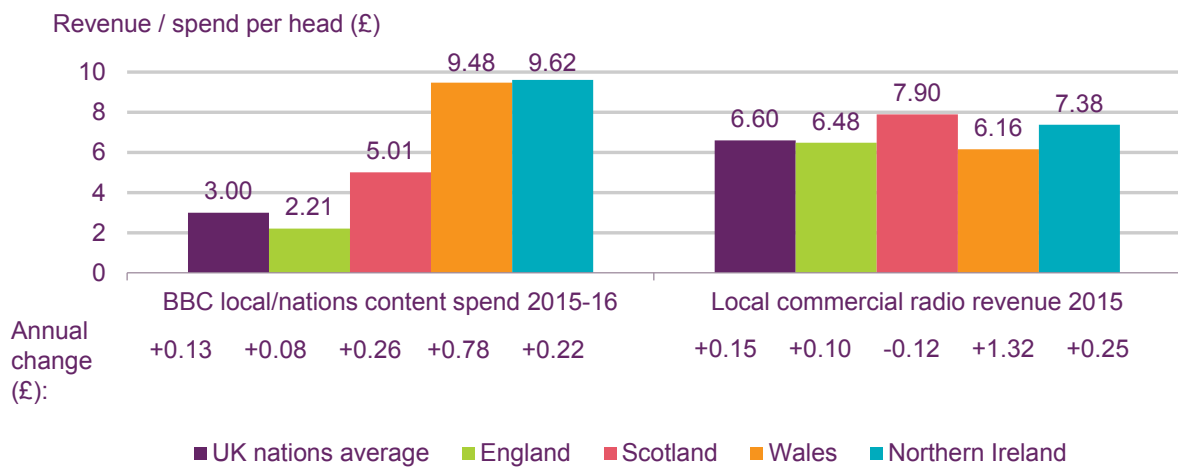
3.6 The radio industry

Local commercial radio revenue per head is highest in Scotland

Despite a fall of 12p per head of population in 2015, Scotland has by far the highest local per-capita commercial radio revenue. At £7.90 per head, it is higher than the UK average. Nevertheless, Scotland was the only nation where local commercial radio revenue fell in 2015.

BBC spend on content for BBC Radio Scotland and BBC Radio nan Gàidheal increased by 5.5% in 2015-16. On a per-capita basis, the spend on radio content for local/nations' services in Scotland is higher than the UK average, but is lower than in Wales or Northern Ireland.

Figure 3.11 Local/nations' radio spend and revenue per head of population: 2015



Source: Broadcasters

Note: The UK total shows the average for local commercial radio across the four nations and therefore excludes services broadcast UK-wide. Figures are nominal.