



International Communications Market Report 2012

4 Radio and audio

Contents

4.1 Radio and audio	167
4.1.1 Industry metrics and summary	167
4.1.2 Broadcast radio revenues among comparator countries up 1.6% in 2011	167
4.1.3 Take-up of digital radio sets is highest in the UK	170
4.2 The radio industry	173
4.2.1 Introduction	173
4.2.2 Global radio revenue	173
4.2.3 Revenues among comparator countries	174
4.3 The audio consumer	178
4.3.1 Introduction	178
4.3.2 Regular listening to radio and other audio content	178
4.3.3 Consumers prefer to use the internet to download audio content rather than listen to the radio online	179
4.3.4 The role of radio as a main source of news	181

4.1 Radio and audio

4.1.1 Industry metrics and summary

This chapter includes a global overview and country-level analysis of radio and audio markets in the 17 comparator countries. It focuses on three main areas:

- Revenue trends and patterns of audio consumption during 2011
- Revenue trends among comparator countries
- How people across the 17 comparator countries consume audio content, including ownership and use of analogue and digital radio sets

Figure 4.1 Key radio market indicators: 2011

	UK	FRA	GER	ITA	USA	CAN	JPN	AUS	ESP	NED	SWE	IRL	POL	BRA	RUS	IND	CHN
Total industry revenue (£bn)	1.2	1.5	2.9	0.5	11.5	1.2	2.8	0.6	0.5	0.3	0.3	0.1	0.2	0.4	0.2	0.2	1.0
Revenue change (% YOY)	+3.5	+1.2	-0.5	-3	+1.0	+6.8	-0.2	+1.3	-3.8	+0.9	+1.5	-7.7	-4.7	+12.2	+11.7	+24.7	+10.0
Revenues per capita (£)	18.5	22.4	36.5	8.2	36.6	33.8	22.1	29.6	9.8	16.8	38.3	25.6	4.3	2.2	1.7	0.2	0.7
% income from public licence fee	60.8	55.5	79.4	18.2	n/a	n/a	65.3	n/a	n/a	28.9	80.7	25.9	30.8	n/a	n/a	n/a	n/a

Sources: Ofcom, Pricewaterhouse Coopers. All figures are nominal.

The key market developments during the year include:

Broadcast radio revenues among the 17 comparator countries analysed in this report reached £25.4bn in 2011, up by 1.6% year on year. The largest absolute increase was experienced by operators in the US, where revenues rose by £115m, followed by the Chinese market which grew by £89m. UK radio revenue rose by £39m in 2011.

Among the countries that we surveyed, digital radio take-up is highest in the UK.

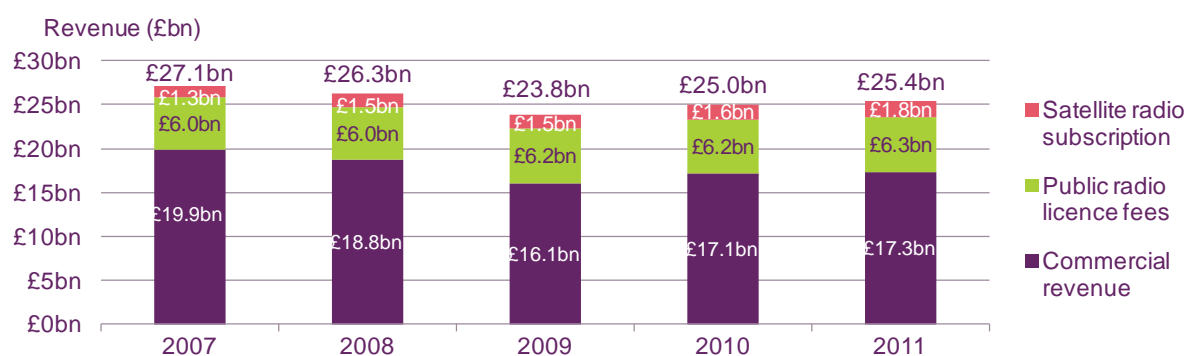
Thirty-one per cent of consumers in the UK own and personally use a digital radio set, compared to 16% in Italy and 12% in Spain.

4.1.2 Broadcast radio revenues among comparator countries up 1.6% in 2011

Radio revenue has grown for the second consecutive year

Broadcast radio revenue among the 17 comparator countries analysed in this report reached £25.4bn in 2011, up 1.6% from 2010, as Figure 4.2 shows. This is the second consecutive year of growth following a year-on-year increase of 5% in broadcast radio revenues in 2010. However, there are substantial changes in revenue by country, due to countries' differing funding patterns and dynamics.

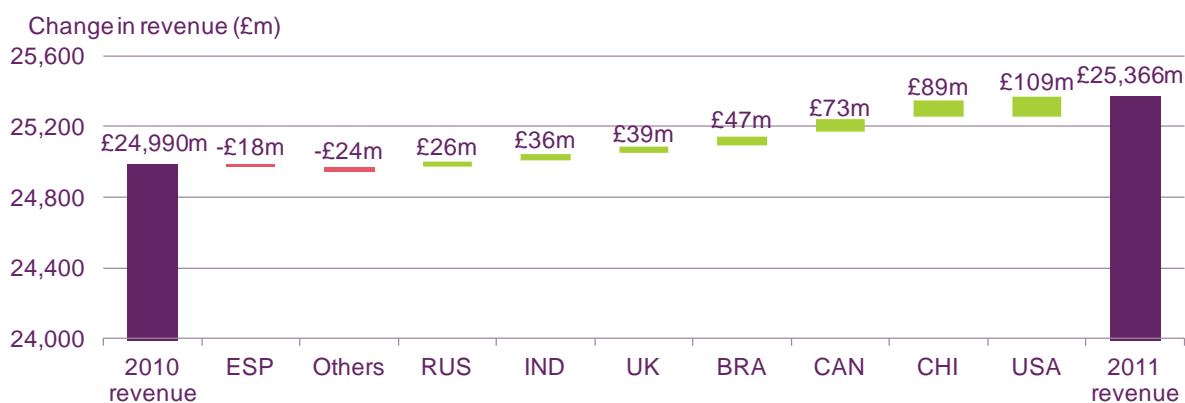
Figure 4.2 Total radio revenues for the 17 comparator countries: 2007-2011



Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2012-2016 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.604 to the GBP, representing the IMF average for 2011. Note that the UK radio industry figure is sourced from broadcaster returns made to Ofcom.

As Figure 4.3 shows, seven of the 17 countries reported substantial increases in radio revenue between 2010 and 2011. The largest absolute increase was experienced by operators in the US, where there was growth from satellite radio subscriptions while advertising revenues remained broadly stable. The Canadian market also grew as a result of an increase in satellite radio subscription revenues. The four BRIC countries, where radio revenue is generated exclusively by advertising, all reported an increase in revenues. The largest decline was in Spain, where radio revenues fell by £18m.

Figure 4.3 Changes in radio revenue, by country: 2010 and 2011

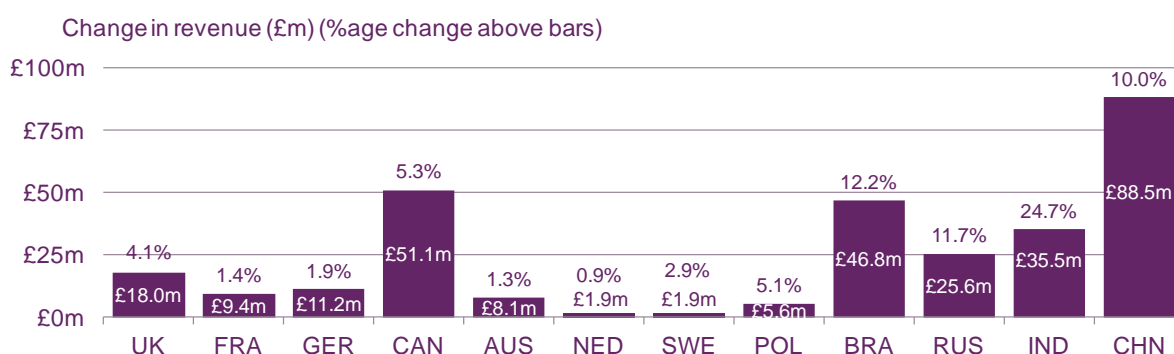


Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2012-2016 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.604 to the GBP, representing the IMF average for 2011. Note that the UK radio industry figure is sourced from broadcaster returns made to Ofcom.

Revenue growth is driven by gains in advertising and subscription revenues

The majority of the substantial increases in broadcasting radio revenue have been generated by advertising. Figure 4.4 sets out the absolute and proportional growth in advertising revenues in those countries which experienced growth in this sector. As the chart shows, of the 12 countries which experienced growth in advertising revenues, the largest increases were in China (£88.5m), Canada (£51.1m) and Brazil (£46.8m).

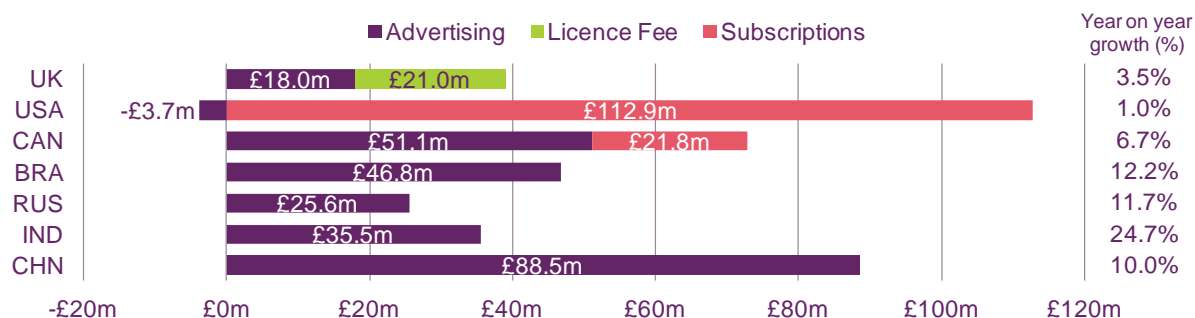
Figure 4.4 Absolute increases in advertising revenue, by country: 2010-2011



Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2012-2016 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.604 to the GBP, representing the IMF average for 2011. Note that the UK radio industry figure is sourced from broadcaster returns made to Ofcom.

The largest absolute increase in revenue was in the US, where satellite radio subscription revenues have grown, as Figure 4.5 shows. In the US, subscription revenues have increased each year, and in 2011 led to growth of 1% in radio revenues. Falling advertising revenue in the US has contributed to a contraction of £2.2bn (or 16%) in broadcast radio revenue since 2007, but in 2011 subscription revenue more than compensated for the decline in advertising revenue. Compared to the US, growth in satellite subscription revenue has been slower in Canada. In 2011, advertising and subscription revenues led to growth of 6.7% in the Canadian market. In comparator countries which have radio markets funded by licence fees and advertising revenues, the UK was the only country to see significant growth.

Figure 4.5 The most substantial increases in radio revenue, by component: 2010-2011



Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2012-2016 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.604 to the GBP, representing the IMF average for 2011. Note that the UK radio industry figure is sourced from broadcaster returns made to Ofcom.

Satellite radio

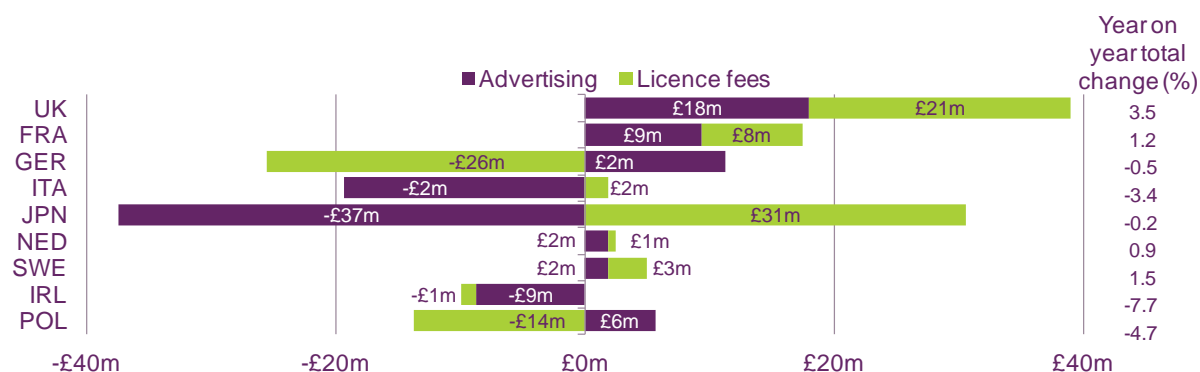
Satellite radio works by relaying radio transmissions through one or a number of satellites (or in cities, via ground-based repeater stations) direct to receivers, meaning that transmissions can be broadcast to a wider geographical area than is possible through traditional FM broadcasting.

In the US, Sirius XM, formed from a merger of two satellite radio operators, broadcasts over 135 channels to more than 22 million subscribers. As the service is paid for by subscriptions, many of the channels are commercial-free.⁶⁹ Satellite radio subscription revenues in the US and Canada have grown each year since 2006.

Among countries with licence fees, revenue growth is highest in the UK

Figure 4.6 shows changes in revenue in those countries where licence fees contribute to total radio revenue. With the exception of Japan, Ireland and Italy, the commercial sector increased its revenue in all of these countries. The largest absolute increase in advertising revenue, among those countries with licence fees, was in the UK. Alongside an increase in licence fee revenue, the UK's radio market saw the largest growth among this group of comparator countries. The largest proportional growth in advertising revenue was seen by operators in Poland, where advertising revenues increased by 5.1% (£6m). However, this was not sufficient to offset the £14m loss of licence fee revenue, and the Polish market contracted by 4.7%.

Figure 4.6 Changes in radio revenue among comparator countries with licence fees, by component: 2010-2011



Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2012-2016 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.604 to the GBP, representing the IMF average for 2011. Note that the UK radio industry figure is sourced from broadcaster returns made to Ofcom.

4.1.3 Take-up of digital radio sets is highest in the UK

Thirty-one per cent of consumers in the UK own and personally use a digital radio set, far higher than in any other European country

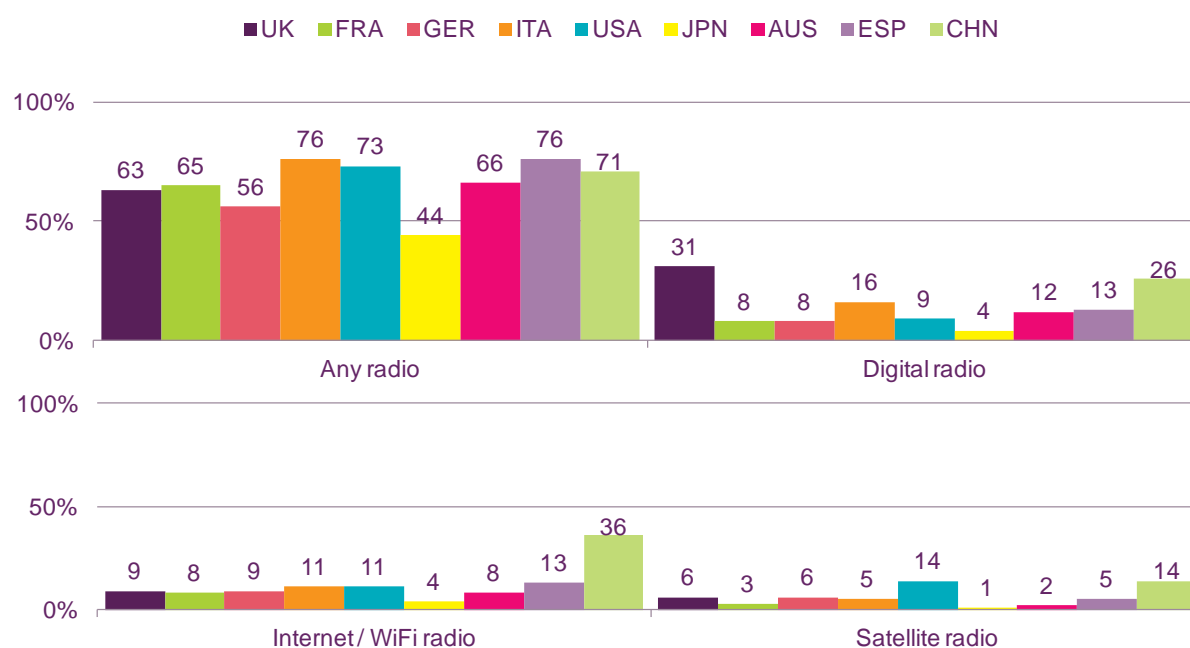
Digital radio set take-up in the UK (31%) is higher than in any of the other countries that we surveyed, as Figure 4.7 shows. The next highest take-up is in China (26%), although, because our research was conducted through an online survey, this is likely to represent the behaviour of early adopters in urban areas (see our research methodology in Appendix A). In mainland China, digital radio is available only in the highly-populated cities of Beijing and Shanghai, and as a result, estimated coverage is low, as Figure 4.8 shows. In the US, 9% of

⁶⁹ Sirius XM, Corporate overview, <http://www.siriusxm.com/corporate> [accessed 03/08/2012]

respondents stated that they owned and personally used a digital radio, while satellite radio take-up in the US was 14%.

Among the European countries, digital radio take-up was next highest in Italy (16%) and Spain (12%). Digital radio is more established in Italy than in the other European countries which we surveyed (with the exception of the UK) and coverage is estimated to be around 60% of the population. In Spain, digital radio services have been on air since 1998 and there are three national multiplexes. Coverage is estimated to be around 20% of the population, although this has been reduced from 52% to assist the planned migration from DAB to DAB+.

Figure 4.7 Ownership and use of analogue and digital radio sets



Source: Ofcom consumer research, September 2012

Base: All respondents, UK=1065, France=1016, Germany=1024, Italy=1015, USA=1010, Japan=1004, Spain=1001, Australia=1007, China=1010

Q: Which of the following services / devices do you own and personally use?

Note: Radio audience measurement data for the UK from RAJAR shows that 90.8% of the UK population listened to radio in an average week in 2011. The low claimed ownership of 'any radio' sets among UK respondents to our survey does not take account of radios in cars, and other devices which are capable of receiving radio although this is not the device's primary function.

The relatively low take-up in France and Germany reflects the availability of digital radio in these countries. The introduction of terrestrial digital radio in France was scheduled to start in December 2009, but was postponed. Four trial regional multiplexes are currently broadcasting. In Germany, a national digital radio multiplex was launched in August 2011, broadcasting 14 stations.⁷⁰ It is likely that take-up of digital radio will increase in these countries as more services become available. The coverage of DAB and similar digital radio broadcasting technologies is outlined in Figure 4.8. Coverage is highest in the UK.

⁷⁰ Information on DAB coverage is sourced from: World DMB, Global Digital Radio Broadcasting Update, September 2012, http://www.worlddab.org/public_document/file/302/Global_Digital_Radio_Broadcasting_Update-September_2012.pdf [accessed 12/10/2012]

Figure 4.8 DAB/DAB+/DMB coverage

	UK	FRA	GER	ITA	USA	JPN	AUS	ESP	CHN
Digital radio coverage	94%	Note 1	47%	60%	Note 2	Note 3	60%	20%	2%

Source: World DMB, Global Digital Broadcasting Update, September 2012

Note 1 – Trials of four regional digital radio multiplexes are taking place in France. Since April 2011 two multiplexes have been operational in Lyon, covering 85% of the population in this area, and trial services are also on air in Paris, Marseille and Nantes.

Note 2 – Digital radio services are broadcast on the same wavelength as FM services in the US using the IBOC standard, where it is known as ‘HD Radio’. This type of digital radio uses a different technology to that in the UK. Ibiquity, the company who have developed and licensed HD radio, states that 2,055 stations across the US are broadcasting 3,458 services on HD radio.

Satellite radio services are available, on subscription, throughout the US.

Note 3 – Digital television and radio services in Japan are broadcast on the ISDB standard, which allows multiple devices to receive signals from the same transmission. Analogue TV broadcasting was switched off in July 2011 and nationwide deployment of digital radio broadcasting will follow.

4.2 The radio industry

4.2.1 Introduction

This section examines the revenues generated by the commercial radio sectors in each comparator country, along with the levels of licence fee funding that are invested in radio services. The main findings include:

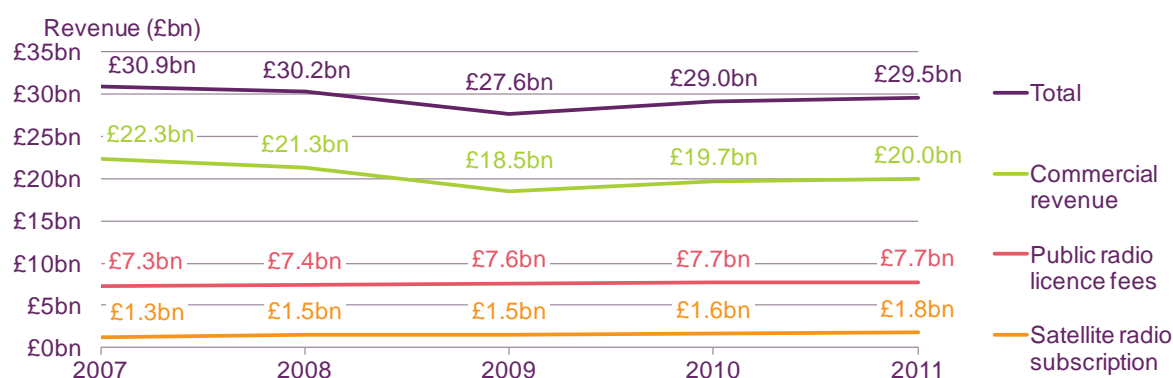
- **Radio revenue worldwide rose slightly (by 1.7%) in 2011 and now stands at £29.5bn.** Of the total, advertising accounted for 68% (£20.0bn), public funding for just over a quarter (26% or £7.7bn) and subscriber revenue contributed the remaining 6% (£1.8bn).
- **Among the 17 comparator countries, revenue reached £25.4bn in 2011, 86% of the global total.** With the exception of Germany, Italy, Japan, Spain, Ireland and Poland, all other countries experienced year-on-year increases.
- **The fastest growing markets are the BRIC countries.** India saw the highest rate of growth at 24.7%, followed by Brazil (12.2%), Russia (11.7%) and China (10.0%). Since 2007, the value of the radio market in India has almost doubled.
- **Radio markets in Sweden, the US and Germany generate the greatest revenues per head of population.** The radio market in Sweden generated the highest revenues per head of population, of all our comparator countries (£38.30). The US was in second place, generating £36.60 of revenue per head of population. In the UK, the comparable figure was £18.50.

4.2.2 Global radio revenue

Global radio revenues stood at £29.5bn in 2011

Although global radio revenue rose only slightly (by 1.7%) in 2011, this is the second consecutive year of increase after three years of decline. Advertising revenue continued to make the largest contribution to total revenue, accounting for 68% of industry income. Revenue from licence fees remained stable at £7.7bn, contributing 26% of the total. The largest proportional increase came from satellite radio subscription revenues, which grew 12.5% to stand at £1.8bn in 2011. (Figure 4.9)

Figure 4.9 Global industry revenues: 2007 – 2011

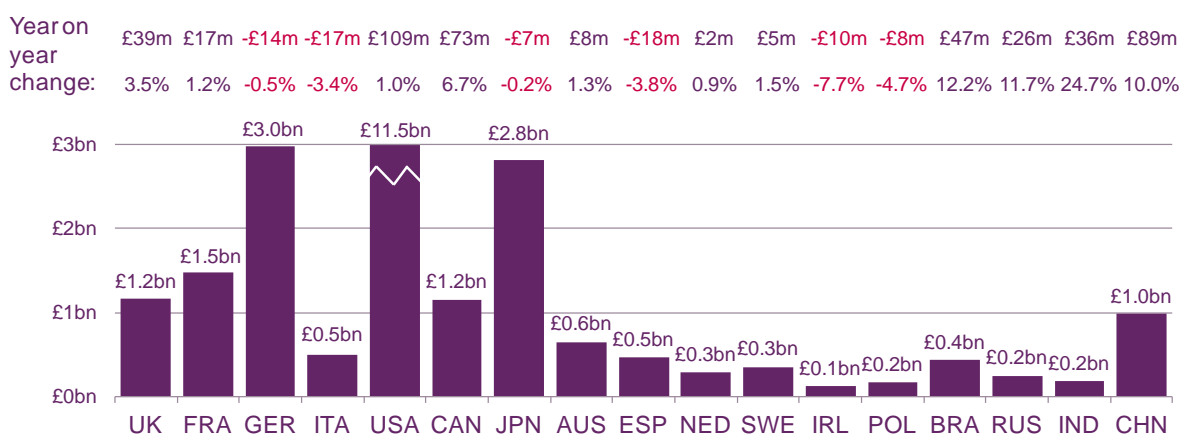


Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2012-2016 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.604 to the GBP, representing the IMF average for 2011. Note that the UK radio industry figure is sourced from broadcaster returns made to Ofcom.

4.2.3 Revenues among comparator countries

Revenues in the 17 comparator countries featured in this report rose by 1.6% in 2011, as discussed in section 4.1.2. Eleven of these countries reported rising radio revenue in 2011, with the largest increase coming from the US, which grew by £115m to reach £11.5bn. Although this equates to just a 1% increase, the US accounts for 45% of the total revenue for the comparator countries as a whole. China and Canada also experienced large increases, rising £89m and £73m respectively, as Figure 4.10 shows.

Figure 4.10 Radio industry revenues: 2011



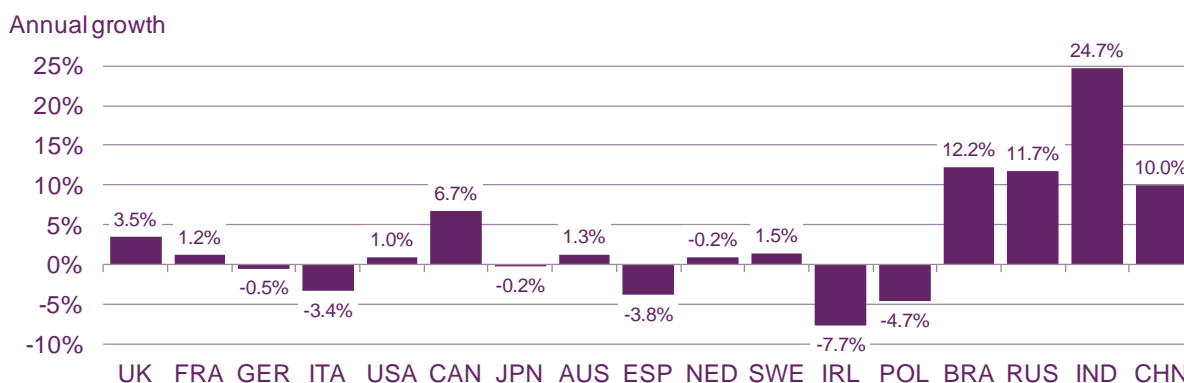
Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2012-2016 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.604 to the GBP, representing the IMF average for 2011. Note that the UK radio industry figure is sourced from broadcaster returns made to Ofcom.

Revenue growth is fastest in the BRIC countries

The proportional changes in revenue, as set out in Figure 4.11, show that the fastest-growing markets are the BRIC countries. India saw the highest rate of growth at 24.7%, and since 2007 the value of the Indian radio market has almost doubled. This growth has been driven by the increase in the number of FM licences granted by the Indian government, a

process which began in the late 1990s and which has been following a three-phase approach. In 2006-07, Phase II saw 245 licences allocated to 38 broadcasters. In Phase III, approved in July 2011, a further 839 licences will be granted and FM radio services will be extended to cover all cities with a population of 100,000 and above.⁷¹ The 10.0% growth of radio revenue in China has been driven by an increase in the number of private cars and taxi services in the country, which has led to radio listening becoming more widespread.

Figure 4.11 Radio industry revenue annual growth: 2010-2011



Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2012-2016 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.604 to the GBP, representing the IMF average for 2011. Note that the UK radio industry figure is sourced from broadcaster returns made to Ofcom.

Revenue from licence fees contributes 80% of total radio revenues in Sweden and Germany

Of the 17 comparator countries, nine of the radio markets are part-funded by licence fees. With the exception of Japan, all of these countries are within Europe. Licence fees make up the majority of radio revenue in five countries; Sweden, Germany, Japan, the UK and France.

Sweden and Germany have the highest public funding ratio, with 80.7% of revenues in Sweden and 79.4% of revenues in Germany coming from this source. Of the markets which are partly public funded, licence fees contribute the least in Italy (18.2%), Ireland (25.9%) and the Netherlands (28.9%). Sixty per cent of radio revenues in the UK come from licence fees.

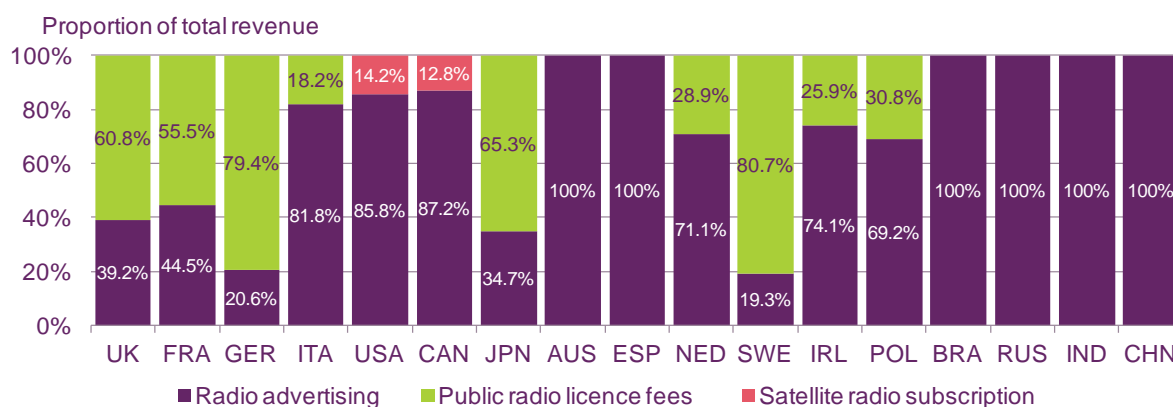
The US and Canada are the only markets where subscriber-based satellite radio is available to consumers. This source contributed 14.2% to revenues in the US and 12.8% to revenues in Canada.

Some of the countries in Figure 4.12 may also receive public funding from sources other than a licence fee; for example, government grants or support from other public bodies. The US, Canada, Australia and Spain all have a degree of publicly-funded radio programming. In 2011, 85% of all funds distributed by the US Corporation for Public Broadcasting were grants

⁷¹ G2MI, *The Indian Radio Industry: Overview and future prospects*, July 2010, http://www.g2mi.com/Indian_Radio_Market_2010.pdf [accessed 02/08/2012]
Ministry of Information and Broadcasting, press release dated 7 July 2011, <http://pib.nic.in/newsite/erelease.aspx?relid=73074> [accessed 02/08/2012]

awarded to public broadcasting stations and content producers. Of this, 24% (£60m) was allocated to radio services.⁷²

Figure 4.12 Proportion of radio revenue, by source



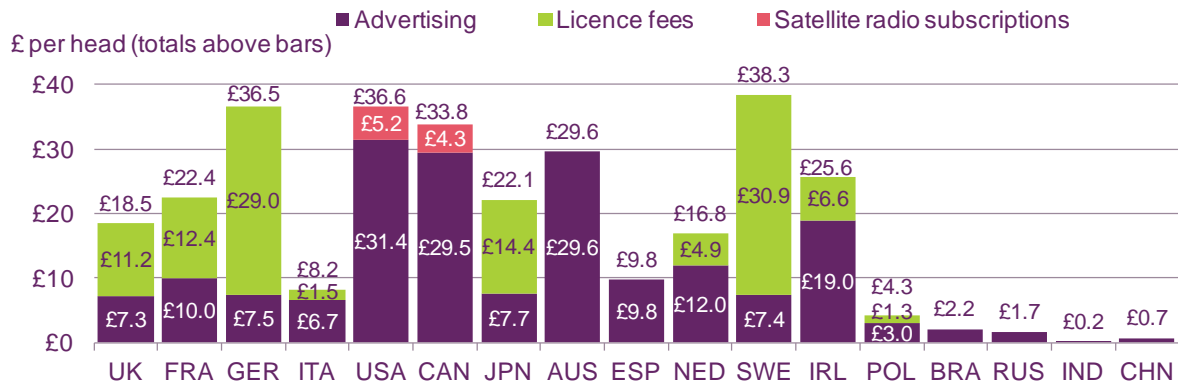
Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2012-2016 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.604 to the GBP, representing the IMF average for 2011. Note that the UK radio industry figure is sourced from broadcaster returns made to Ofcom.

Radio markets in Sweden, the US and Germany generate the greatest revenues per head of population

The radio markets in the US, Germany and Sweden generated high revenues per capita in 2011. The radio market in Sweden generated the highest revenue per head of population of all of our comparator countries (£38.3). Eighty per cent of this was generated by licence fees, with the remainder coming from advertising revenues. Revenue per head was also high in Germany (£36.5), with a large proportion (79%) of this coming from licence fee revenue. The US was in second place, generating £36.6 of revenue per head of population, with 85% originating from advertising revenue. The remainder was generated from satellite subscription revenues.

⁷² Corporation for Public Broadcasting, *About CPB: Financial Information*, 2011, <http://www.cpb.org/aboutcpb/financials/funding/>, [accessed 12/10/2012]

Figure 4.13 Radio industry revenues, per head of population: 2011



Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2012-2016 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.604 to the GBP, representing the IMF average for 2011. Note that the UK radio industry figure is sourced from broadcaster returns made to Ofcom. Population data from US Census Bureau (end of year estimates from mid-year values).

4.3 The audio consumer

4.3.1 Introduction

This section examines how people consume audio services in the 17 comparator countries in this report. The main findings include:

Our consumer research found that radio listening is a popular activity among internet users in the countries which we surveyed, with the exception of Japan and China. The research found that 69% of UK adults who are connected to the internet claim to listen to radio on a weekly basis, on a par with Australia but slightly behind the other European countries surveyed. Across all of the countries surveyed, consumers are still more likely to listen to the radio on a regular basis than consume audio content on a portable media player or hi-fi.

Across all of the countries surveyed, consumers are more likely to listen to the radio on a regular basis than consume audio content on a portable media player or hi-fi.

As a news source, radio is used most for news about a region or locality. It is most popular in Germany, where 10% claimed it as their main source for local/regional news, and ranks second in Australia, where 7% made the same claim. In the UK, the comparable figure is 4%.

Using the MP3 function was the most popular audio purpose for which mobile phones were used in 2011. In China, over half (53%) of respondents used their phone for this purpose, followed by 32% of consumers in Spain. Almost three in ten (28%) people in the UK used their phone to listen to MP3s.

Using the internet to download or listen to audio content was most popular in China, where half (51%) of respondents claimed that they had used their home internet connection for this purpose. This figure was lowest in Japan, where less than a quarter (23%) downloaded or listened to audio content using their home internet connection. In the UK, 33% said they had downloaded audio content online; this is in line with the average response rate in the nine countries where the survey was conducted.

4.3.2 Regular listening to radio and other audio content

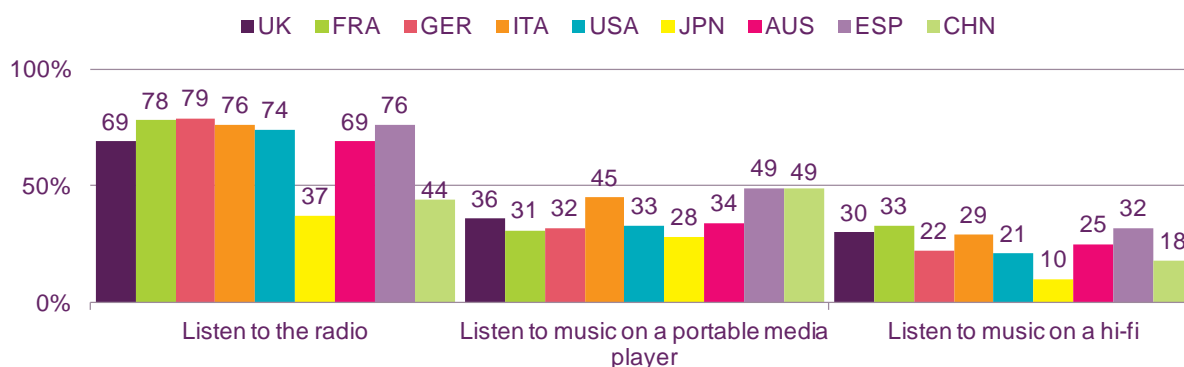
Radio listening is more popular in Europe, Australia and the US than in Japan and China

The proportion of adults who claim regularly listen to radio (with 'regular' defined as at least once a week) was highest in Germany (79%), followed by France (78%), and Italy and Spain (both 76%). In the UK, 69% of respondents to our survey claimed to listen to radio on a weekly basis.⁷³ (Figure 4.14) In Japan and China, claimed radio listening is far lower than in the other countries surveyed. Only 37% of respondents in Japan claimed to listen to radio on a weekly basis. This corresponds with figures reported by the NHK Broadcasting Culture Research Institute, the organisation which measures TV and radio consumption in Japan, which has stated that around 40% of the population in Japan listen to radio.

⁷³ This is lower than the average weekly reach of radio reported by the UK's radio listening measurement body, RAJAR, which reported that 90.8% of the UK population listened to radio in an average week in 2011. This is due to methodological differences; our research was designed to compare communications use and attitudes between different countries and not provide a definitive measure of the consumption of specific media in any one country.

Figure 4.14 also shows the proportion of adults who regularly consume audio content, either on a portable media player or on a hi-fi or similar music system. Although there are some clear differences between countries in respondents' claimed use of each device, it is notable that listening to the radio is the most common method of consuming audio in all the countries surveyed.

Figure 4.14 Proportion of adults who claim regularly to consume audio content



Source: Ofcom consumer research, September 2012

Base: All respondents, UK=1065, France=1016, Germany=1024, Italy=1015, USA=1010, Japan=1004, Spain=1001, Australia=1007, China=1010

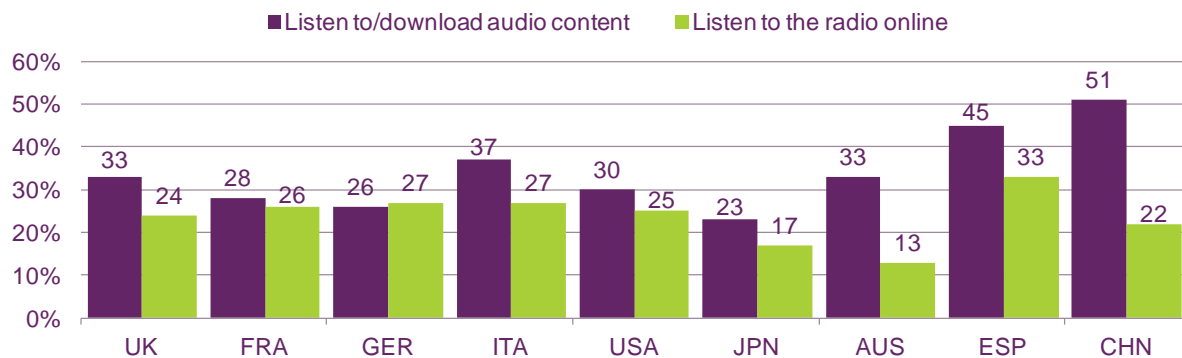
Q: Which of the following do you regularly do (at least once a week)?

4.3.3 Consumers prefer to use the internet to download audio content rather than listen to the radio online

Across the countries that we surveyed, consumers were more likely to use their home internet connection to download audio content than to listen to radio online. Using the internet to download or listen to audio content was most popular in China, where half (51%) of respondents claimed that they had used their home internet connection for this purpose. This figure was lowest in Japan, where less than a quarter (23%) had downloaded or listened to audio content using their home internet connection. In the UK, 33% said they had downloaded audio content online; this is in line with the average response rate in the nine countries where the survey was conducted. (Figure 4.15)

Listening to the radio over the internet was most popular in Spain (33%), followed by Italy and Germany (27%). In the UK, 24% said they had listened to the radio online; this is in line with the average response rate in the nine countries where the survey was conducted. People in Australia were least likely to claim to listen to the radio online, with only 13% saying that they used their home internet connection for this purpose.

Figure 4.15 Use of home internet connection to consume audio content



Source: Ofcom consumer research, September 2012

Base: All respondents, UK=1065, France=1016, Germany=1024, Italy=1015, USA=1010, Japan=1004, Spain=1001, Australia=1007, China=1010

Q: Which, if any, of the following activities do you use your home internet connection for?

Using the MP3 function is the most popular way to consume audio content on a mobile handset

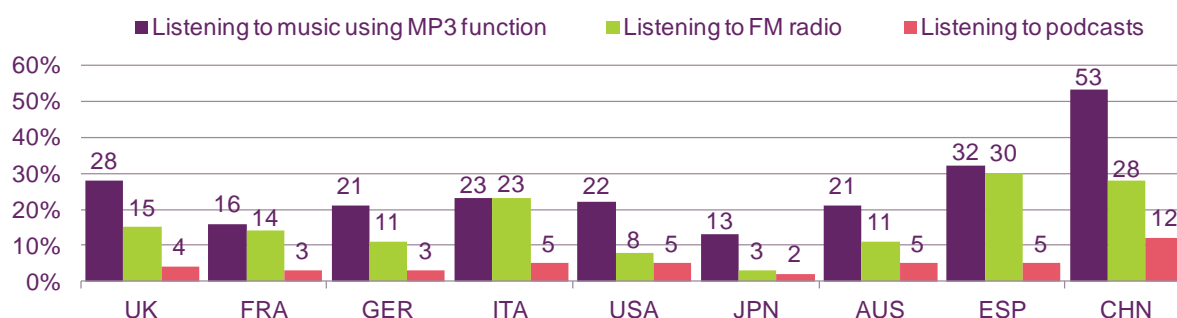
Mobile phone handsets often incorporate audio technologies such as analogue radio tuners which offer access to live radio, and MP3 players which support the storage and playback of audio content.

Listening to MP3 tracks was the most popular audio purpose which mobile handsets were used for in 2011. In China, over half (53%) of respondents used their phone for this purpose, followed by 32% of consumers in Spain. Almost three in ten (28%) people in the UK used their phone to listen to MP3s.

In Italy, equal numbers of people used their phones for listening to FM radio and for listening to MP3s – 23% of respondents. This was similar to the situation in Spain, where 30% of people used their mobile handset to listen to FM radio, compared to the 32% who used it to listen to MP3s. Using a phone to listen to FM radio was also highest in Spain; the comparable figure in the UK was 15%.

Listening to podcasts on a mobile handset was the least popular of the three audio functions that our consumer research explored. With the exception of China, there was little variation in its popularity, ranging from 2% in Japan to 5% in several countries. In the UK, 4% of respondents used their mobile handset to listen to podcasts.

Figure 4.16 Use of a smartphone / mobile phone to consume audio content



Source: Ofcom consumer research, September 2012

Base: All respondents with a smartphone/mobile phone, UK=960, France=893, Germany=937, Italy=932, USA=831, Japan=879, Spain=923, Australia=895, China=961

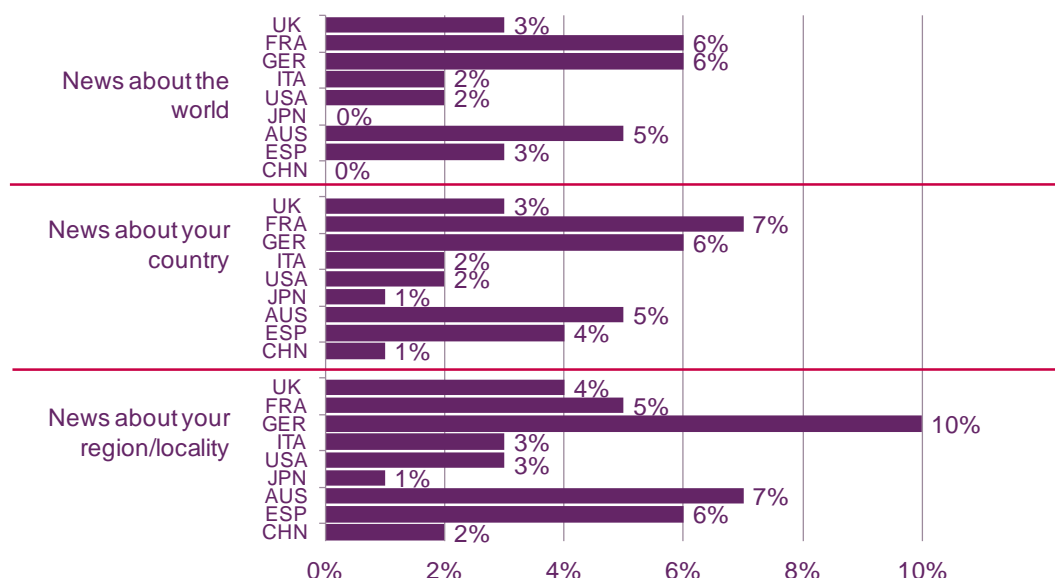
Q: Which, if any, of the following activities do you use your smartphone / mobile phone for?

4.3.4 The role of radio as a main source of news

The proportion of consumers who use radio services as a source of news – world, national or local – varies across countries. In most cases, the extent to which radio is used as a main source of news subsides as the geographical scope expands. The exception is France, where slightly fewer people stated that radio was their main source for local news (5%) than claimed this for national news (6%). In all the other countries surveyed, radio is more popular for local news, with 10% of Germans and 7% of Australians citing it as their main source. Radio as a main source of local news is lowest in China (1%) and Japan (2%).

Fewer people regard radio as their main source for national news. This is highest in France (7%) and Germany (6%). In the UK, 3% of people state that radio is their main source of national news. The proportion of people using the radio as their main source of international news is the same as those using radio for national news in many countries, including the UK.

Figure 4.17 Proportion of adults using radio as a source of news, by country



Source: Ofcom consumer research, September 2012

Base: All respondents, UK=1065, France=1016, Germany=1024, Italy=1015, USA=1010, Japan=1004, Spain=1001, Australia=1007, China=1010

Q: Which, if any, is your main source for the following information?