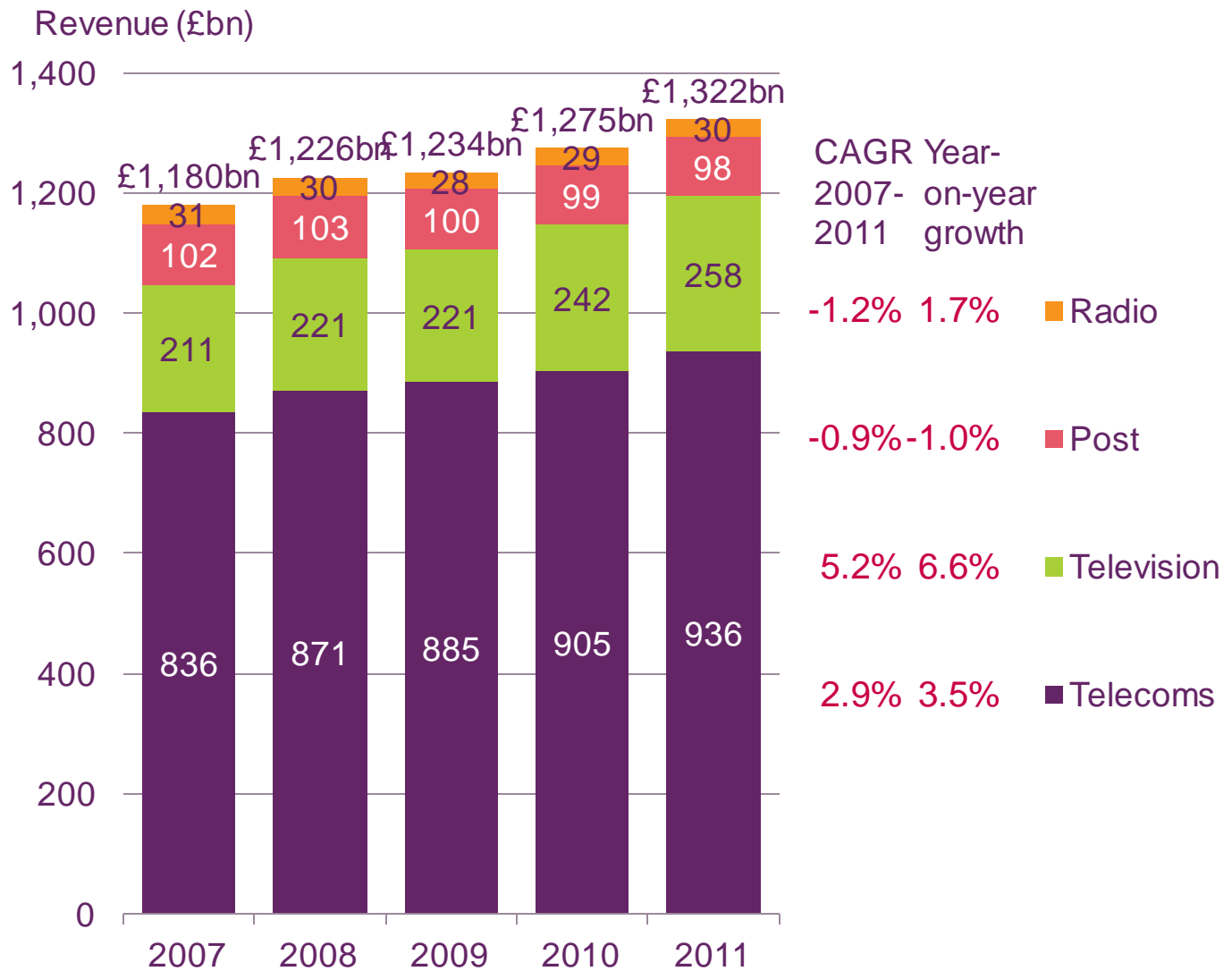


Figure 1.1

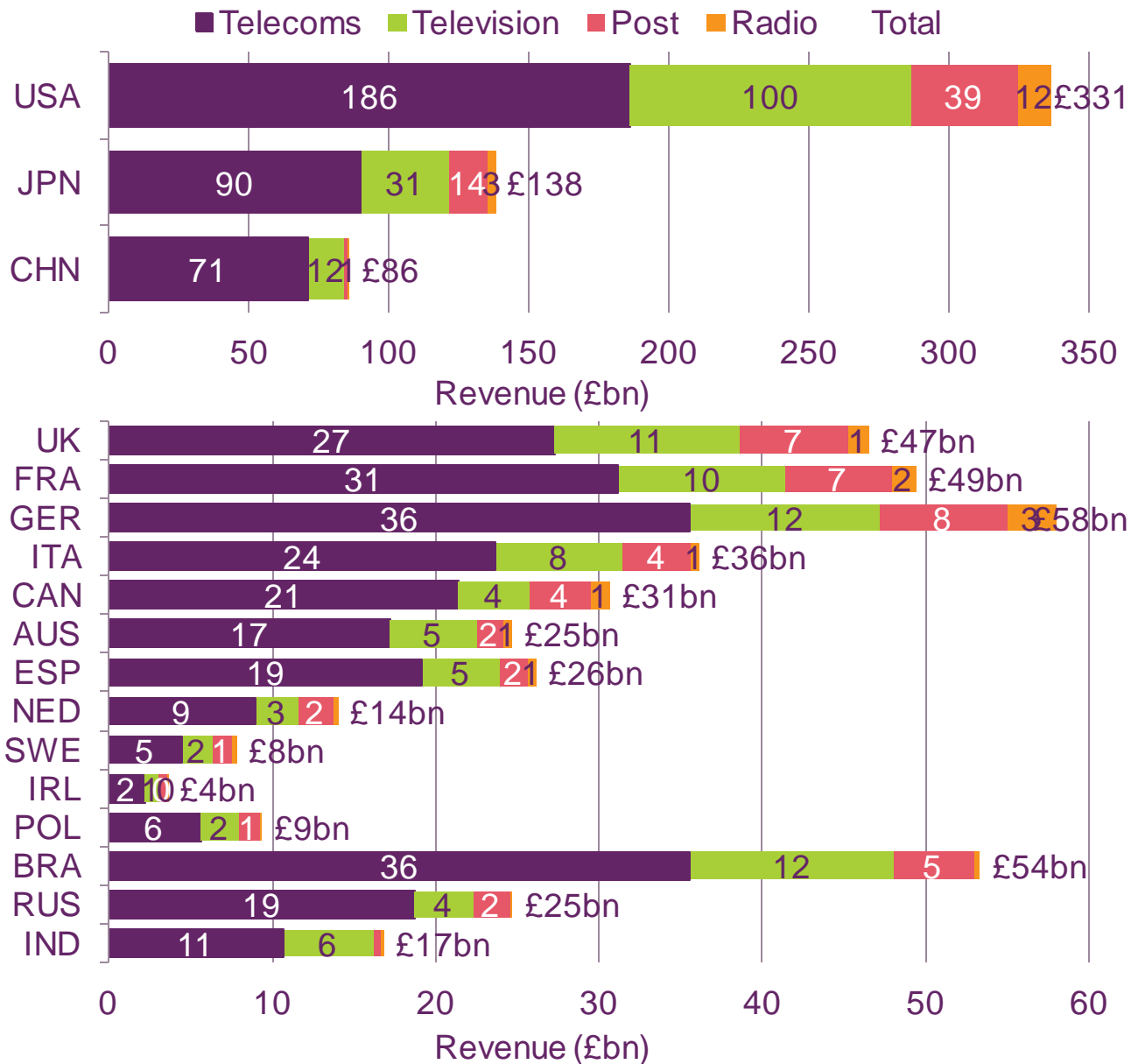
Global communications revenues



Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2012-2016 @ www.pwc.com/outlook for television and radio revenues. Broadcaster returns to Ofcom for UK radio revenues. UPU postal statistics database, regulatory reports and postal operators' annual reports for postal revenues. IDATE / industry data / Ofcom for telecoms revenues, which refer to retail revenues. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used IMF 2011 average exchange rates in converting from local currency to GBP.

Note: Postal revenues are for our 17 comparator countries only.

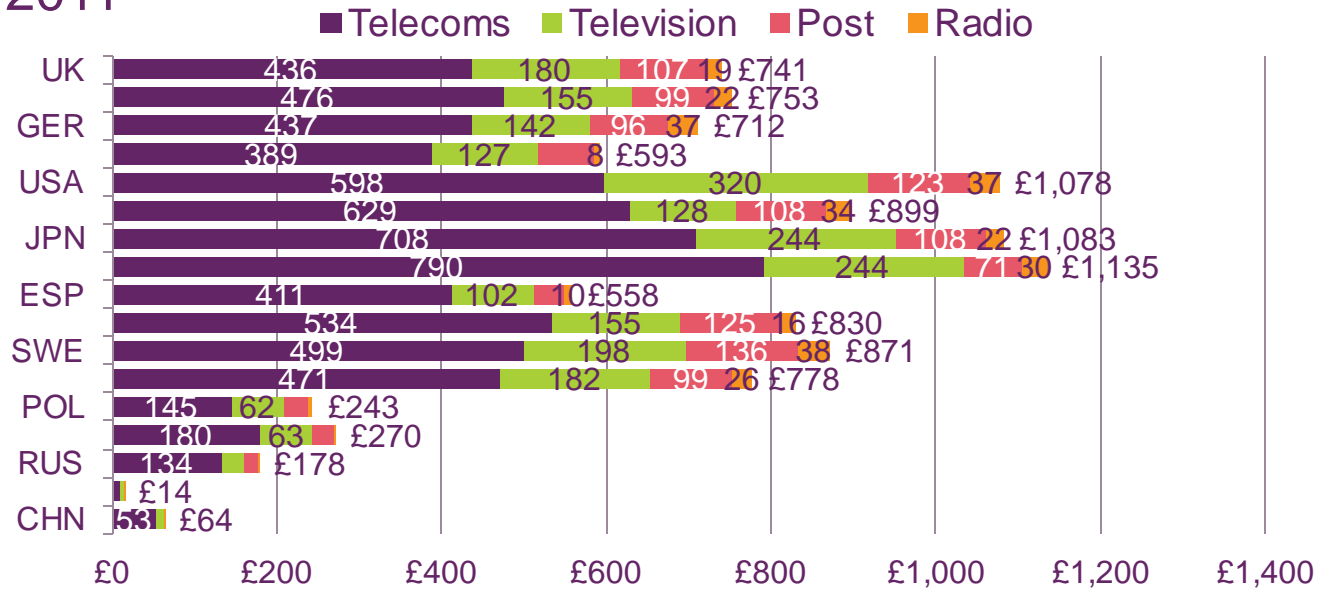
Figure 1.2
Communications sector revenues, 2011



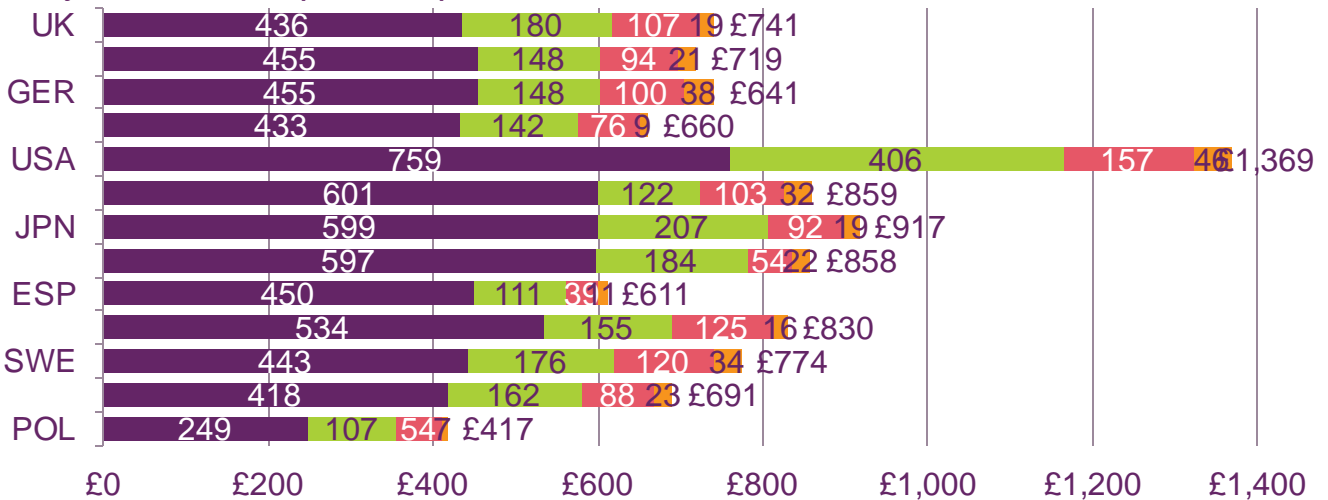
Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2012-2016 @ www.pwc.com/outlook for radio revenues. Broadcaster returns to Ofcom for UK radio revenues. UPU postal statistics database, regulatory reports and postal operators' annual reports for postal revenues. IDATE / industry data / Ofcom for television and telecoms revenues (telecoms revenues refer to retail revenues). Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used IMF 2011 average exchange rates in converting from local currency to GBP.

Figure 1.3

Communications sector revenues per capita, 2011



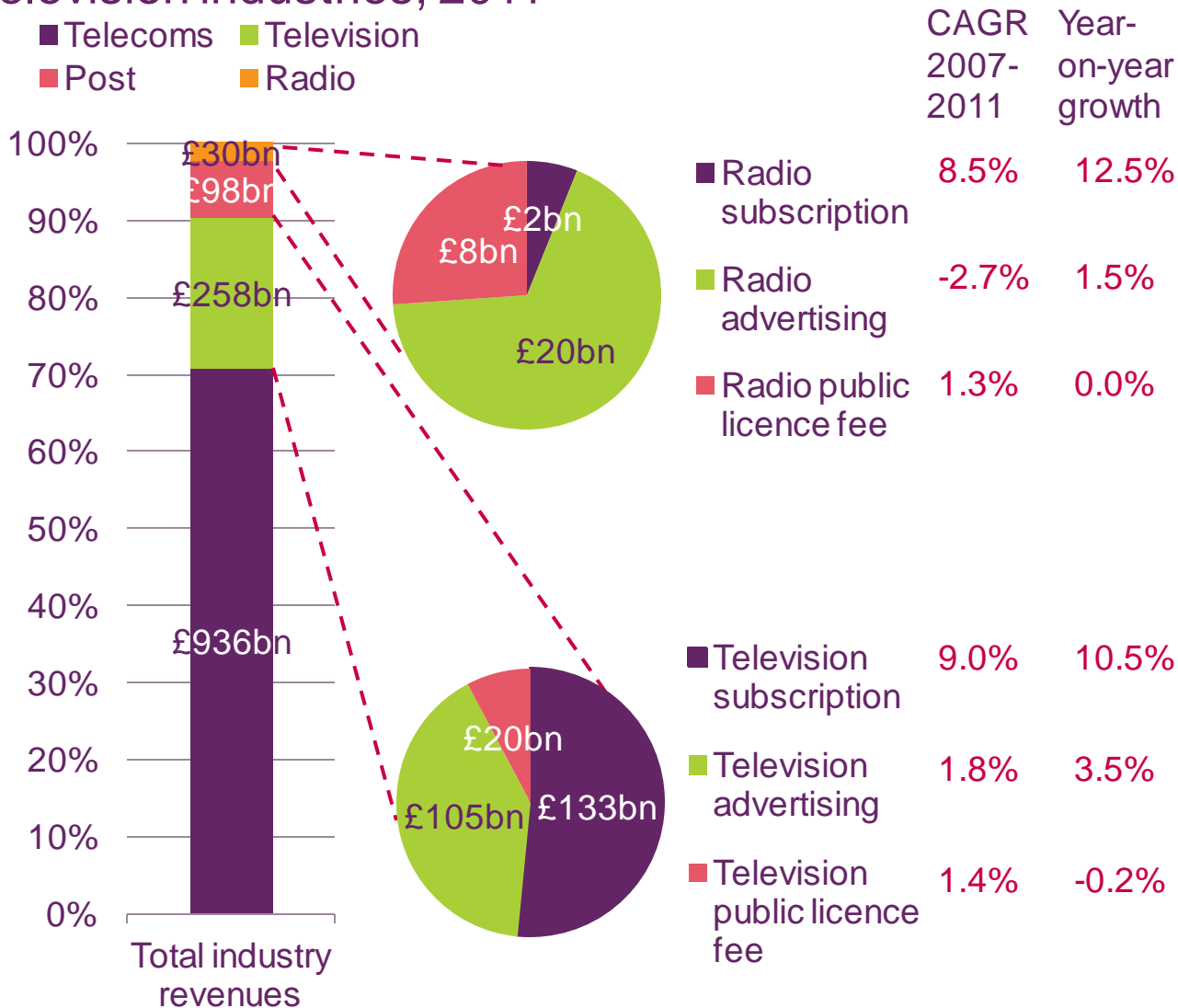
Adjusted for comparative price level



Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2012-2016 @ www.pwc.com/outlook for radio revenues. Broadcaster returns to Ofcom for UK radio revenues. UPU postal statistics database, regulatory reports and postal operators' annual reports for postal revenues. IDATE / industry data / Ofcom for television and telecoms revenues (telecoms revenues refer to retail revenues). Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used IMF 2011 average exchange rates in converting from local currency to GBP and OECD August 2011 comparative price levels (CPL) to adjust for purchasing power parity (PPP). CPLs are ratios of PPP for consumption expenditure to exchange rates. They measure differences in price levels between countries by indicating the number of units of a common currency required to buy the same volume of products in each country.

Figure 1.4

Sources of global revenue for radio and television industries, 2011



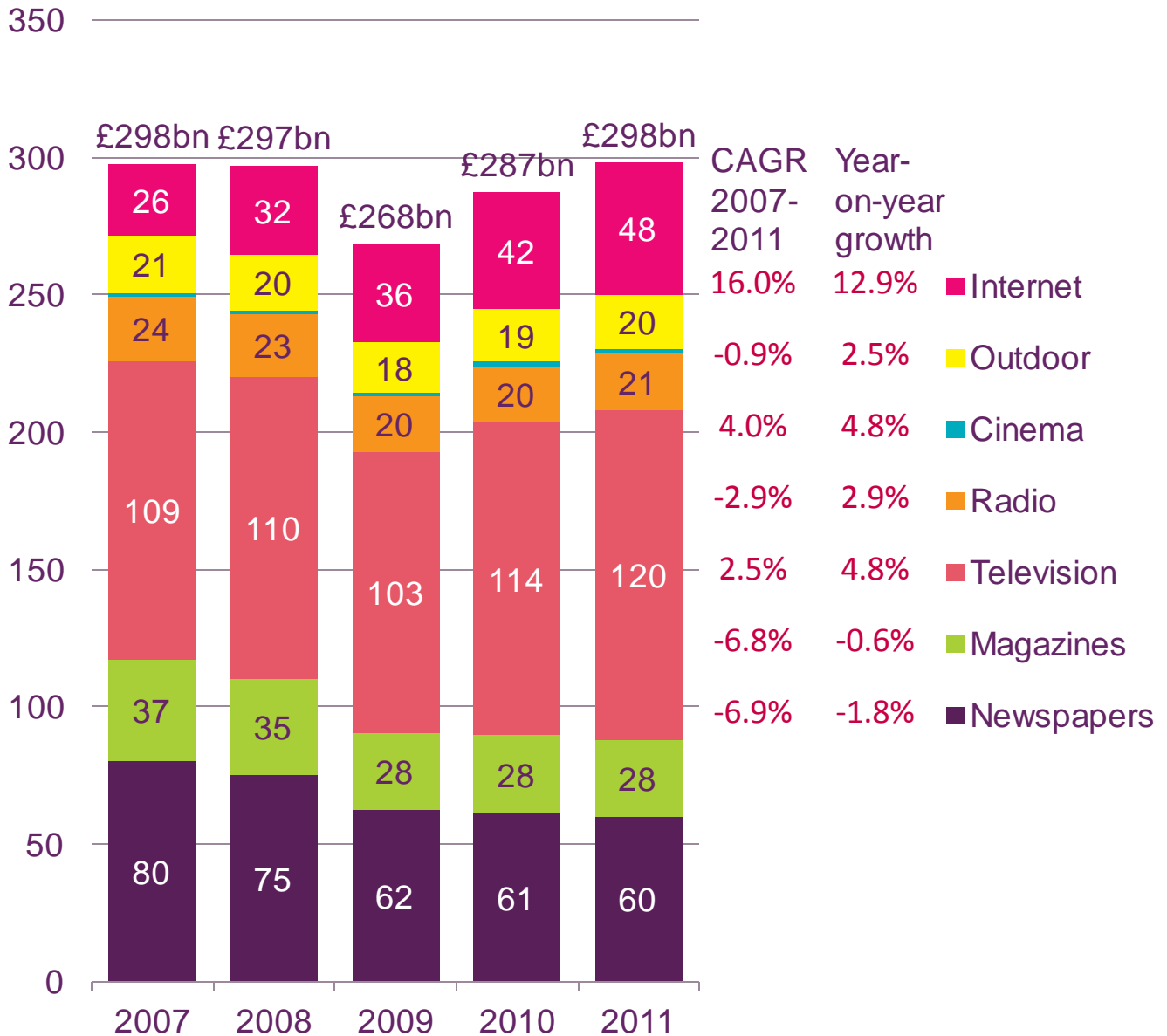
Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2012-2016 @ www.pwc.com/outlook for television and radio revenues. Broadcaster returns to Ofcom for UK radio revenues. UPU postal statistics database, regulatory reports and postal operators' annual reports for postal revenues. IDATE / industry data / Ofcom for telecoms revenues, which refer to retail revenues. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used IMF 2011 average exchange rates in converting from local currency to GBP.

Note: Postal revenues are for our 17 comparator countries only. Net TV advertising revenues for Russia have been calculated by discounting 15% of TV advertising spending to remove agency fees and production costs.

Figure 1.5
Global advertising expenditure by medium



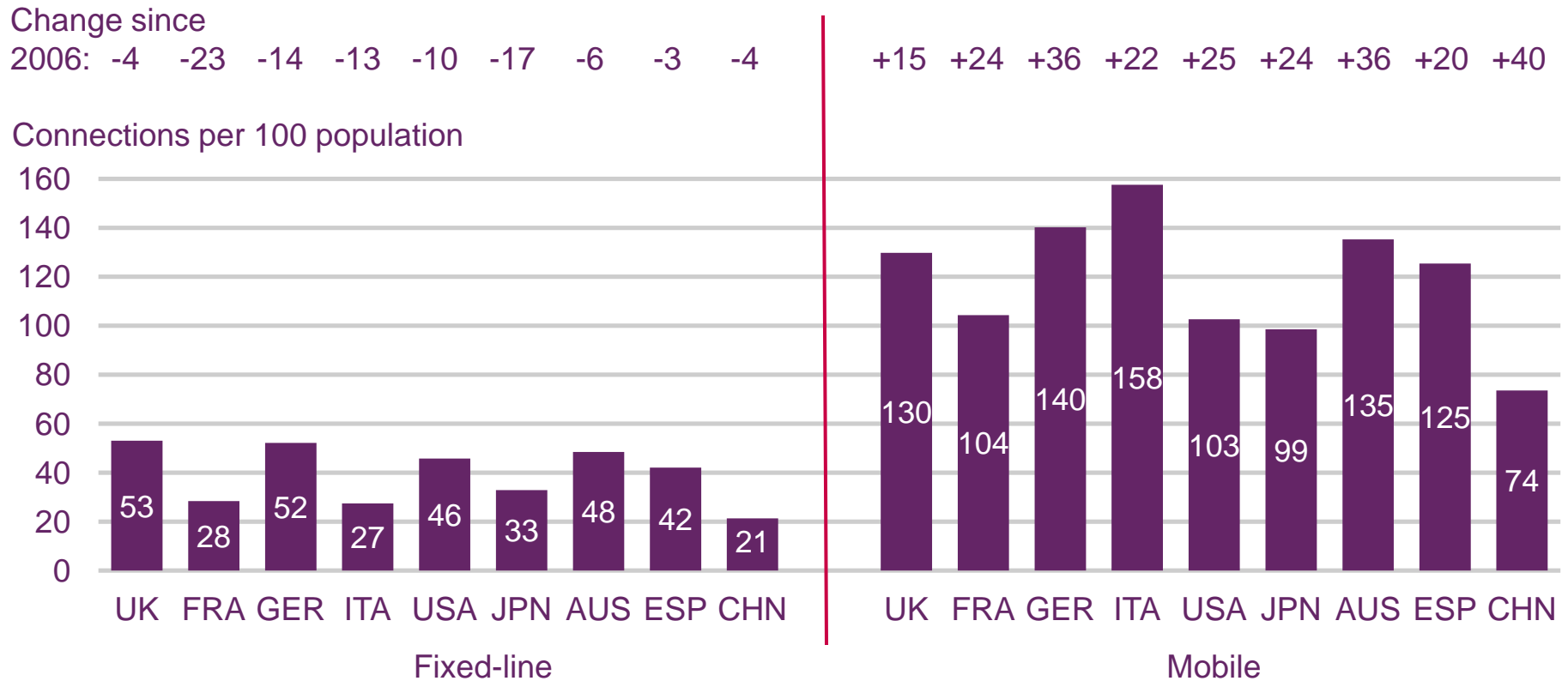
Revenue (£bn)



Source: ZenithOptimedia. 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.

Figure 1.6

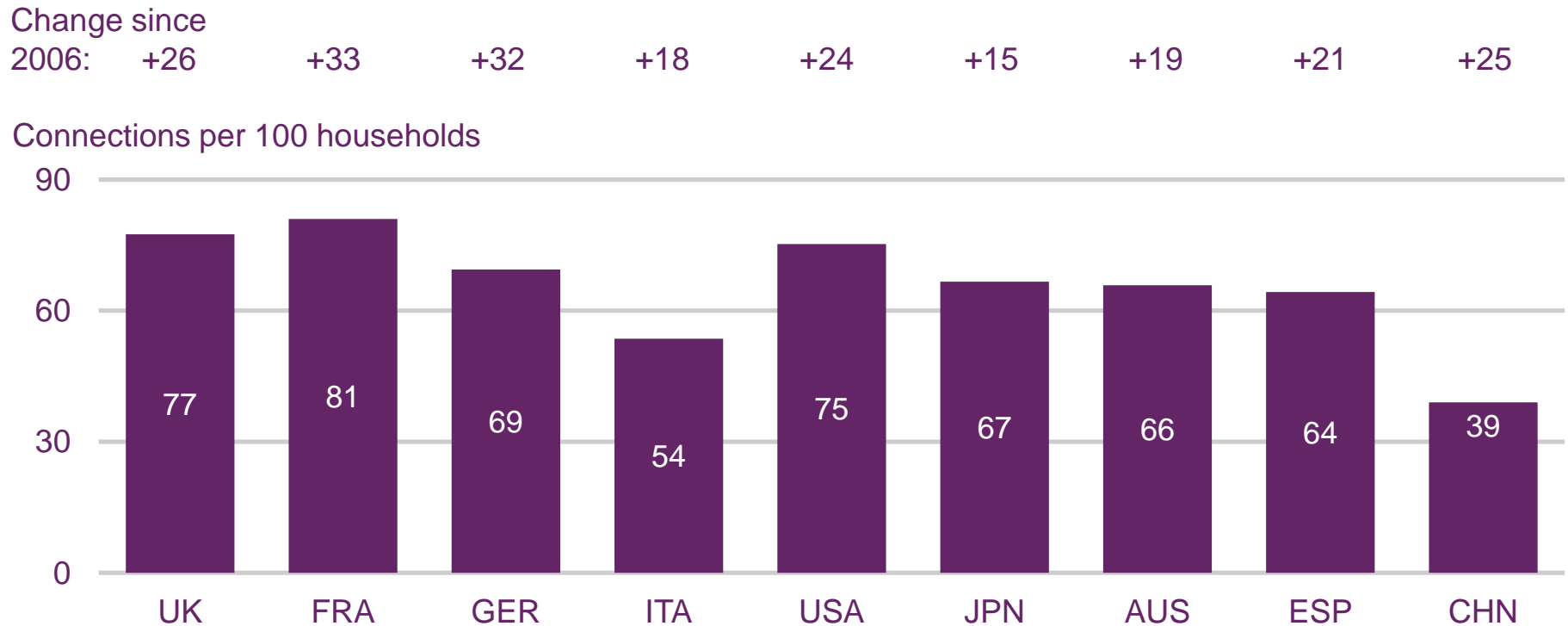
Fixed-line and mobile connections per head: 2011



Source: IDATE / industry data / Ofcom

Figure 1.7

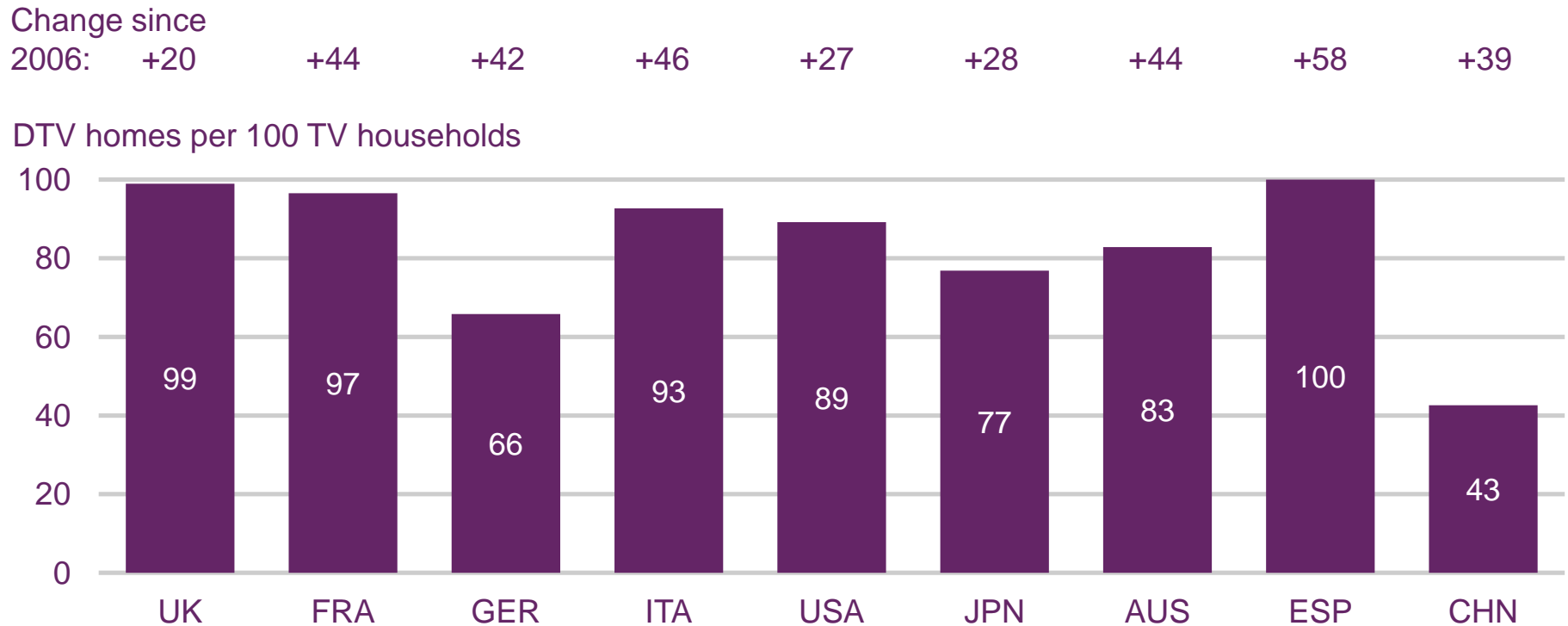
Fixed broadband connections per 100 households: 2011



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

Figure 1.8

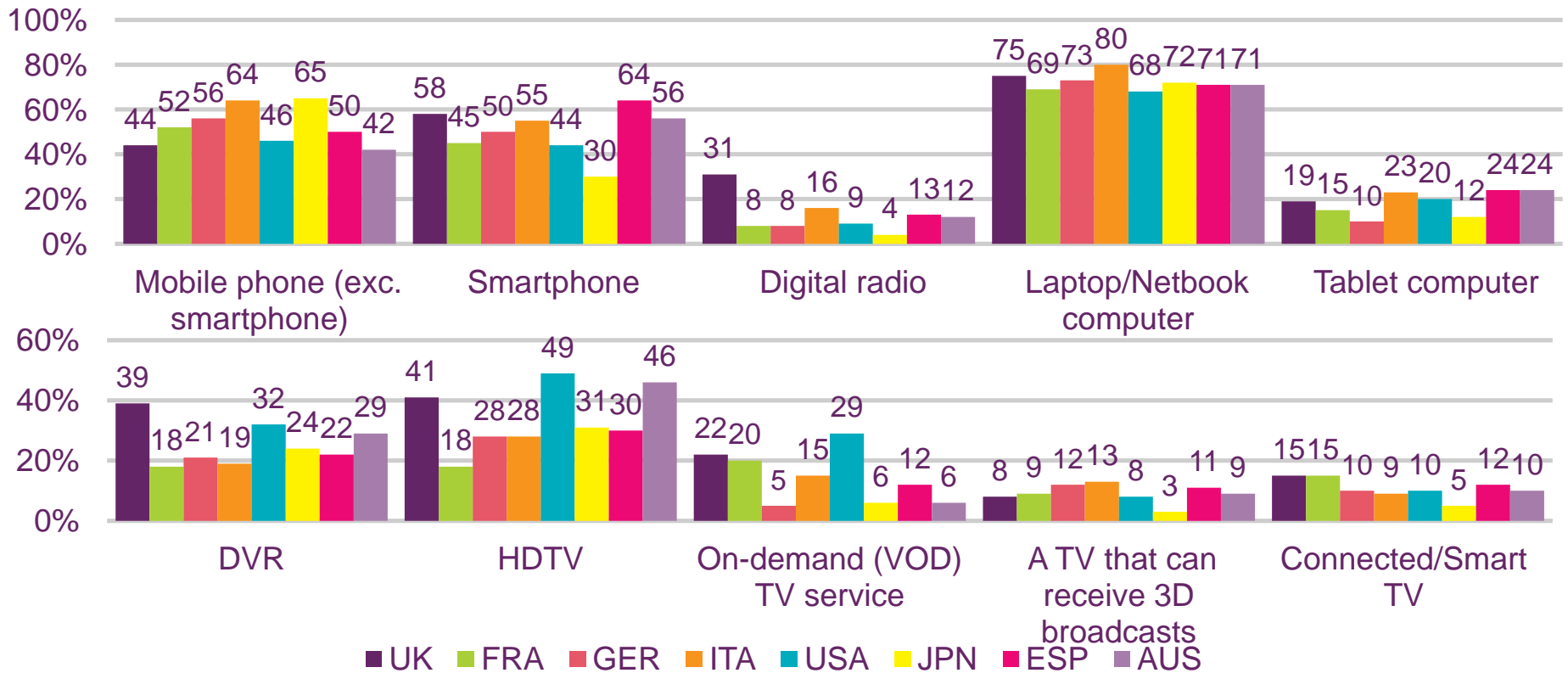
Digital TV homes per 100 TV households: 2011



Source: IDATE / industry data / Ofcom.

Figure 1.9

Ownership and personal use of devices



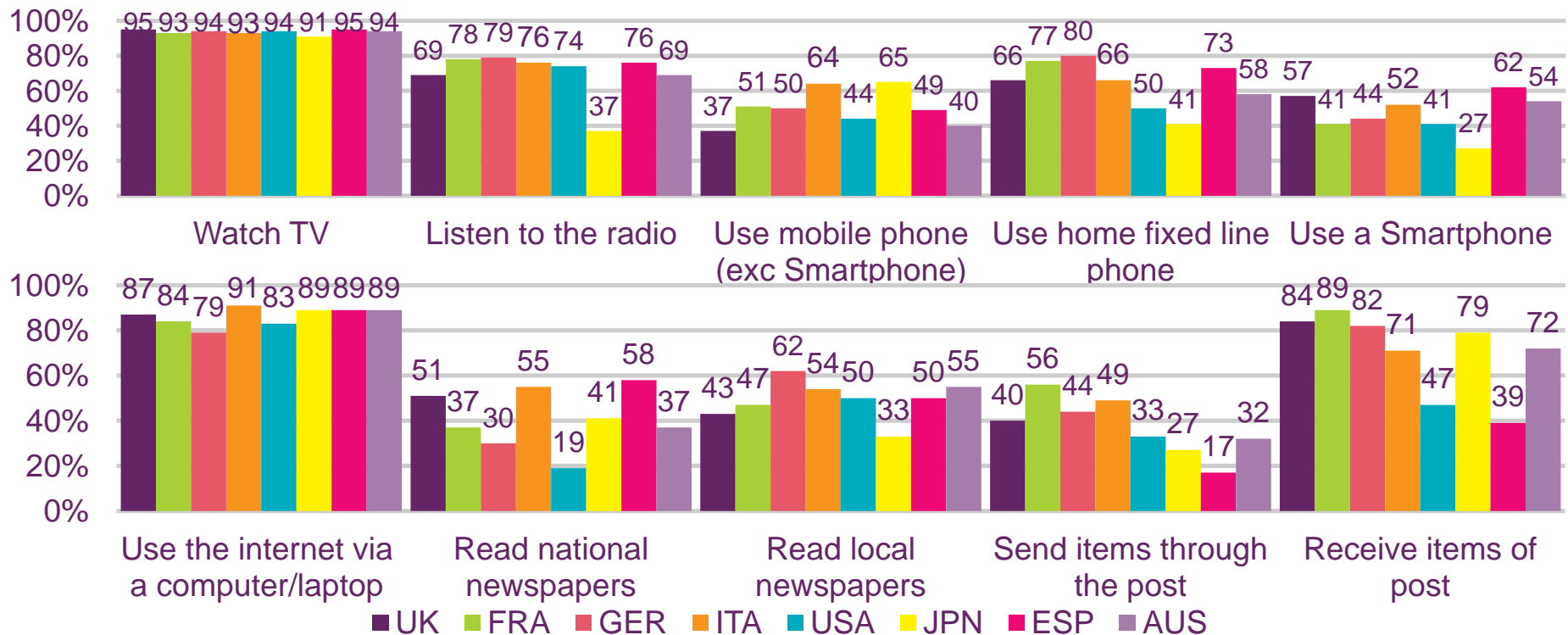
Source: Ofcom consumer research, October 2012

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

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

Figure 1.10

Regular use of selected communications services / media

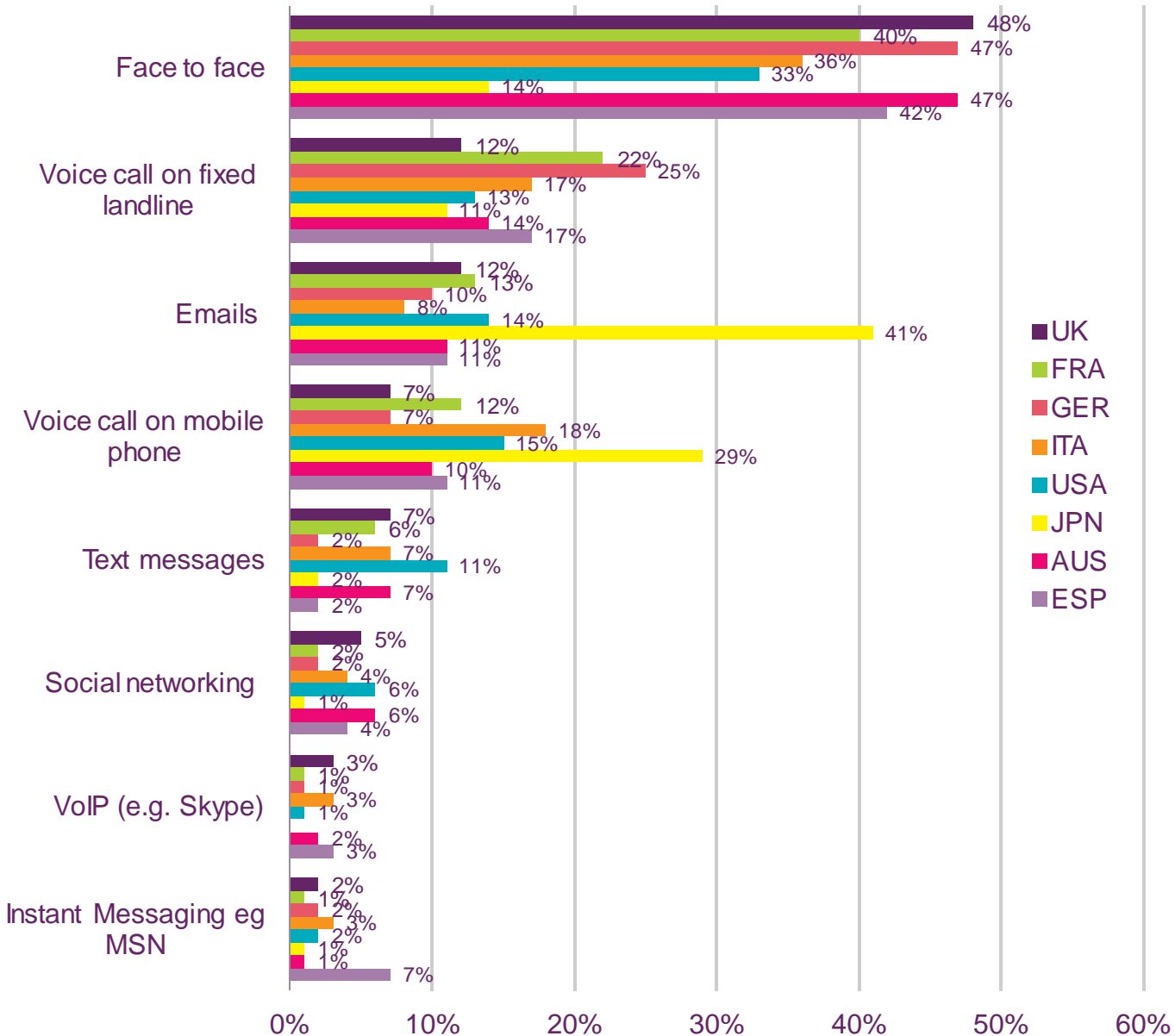


Source: Ofcom consumer research, September 2012

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

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

Figure 1.11
Preferred method of communication with friends and family

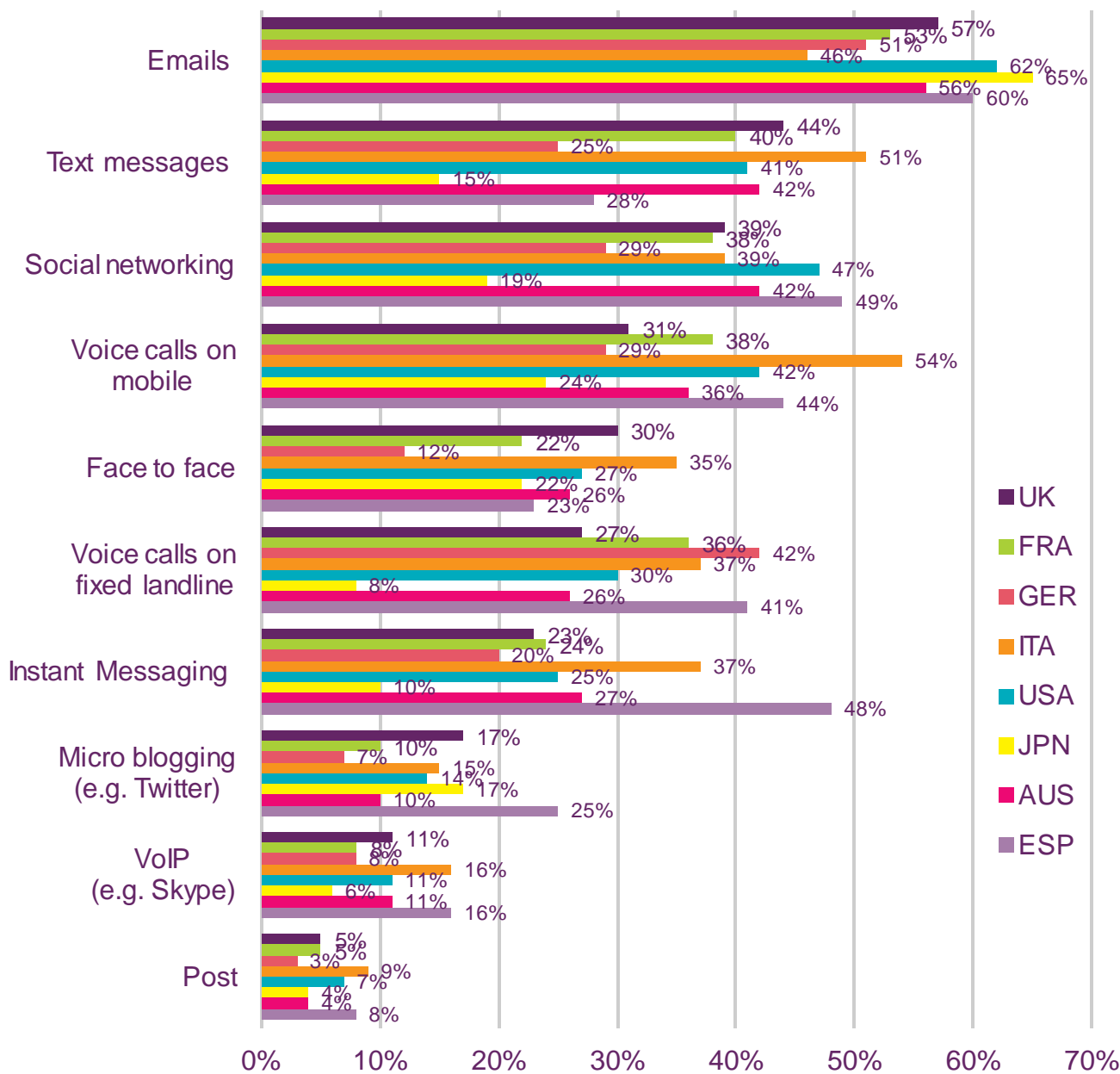


Q5a: If you had to pick one method of communicating with friends and family which one would it be? Source: Ofcom research, 2012

Base: All who make any sort of contact with: friends and family, n: UK =1059; FRA= 1,006; GER= 1,015; ITA= 1,011; USA= 1,004; JPN= 996; AUS= 1,002; ESP= 996; CHN= 1,010

Note: other mentions by 2% or fewer included: post, micro blogging sites, free/paid for e-cards through a website, picture messaging

Figure 1.12
Methods used at least once a day to communicate with friends and family

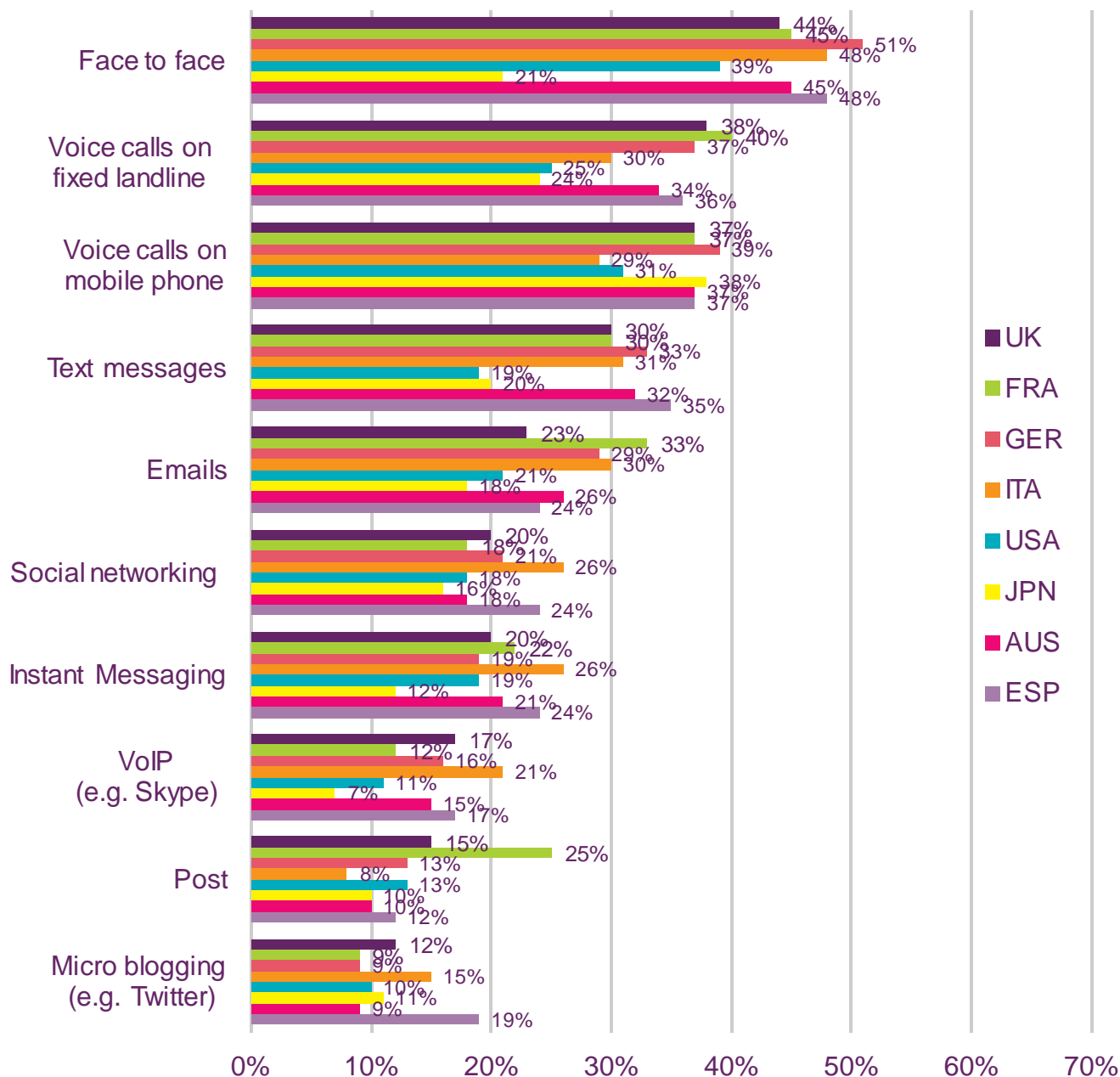


Source: Ofcom research, 2012

Q2a: How often do you use x to communicate with friends and family?

Base: Adults who use communication methods aged 16+, n: UK = 1,065; FRA= 1,016; GER= 1,024; ITA= 1,015; USA= 1,010; JPN= 1,004; AUS= 1,007; ESP= 1,001; CHN= 1,010

Figure 1.13
Methods used at least once a week to communicate with friends and family

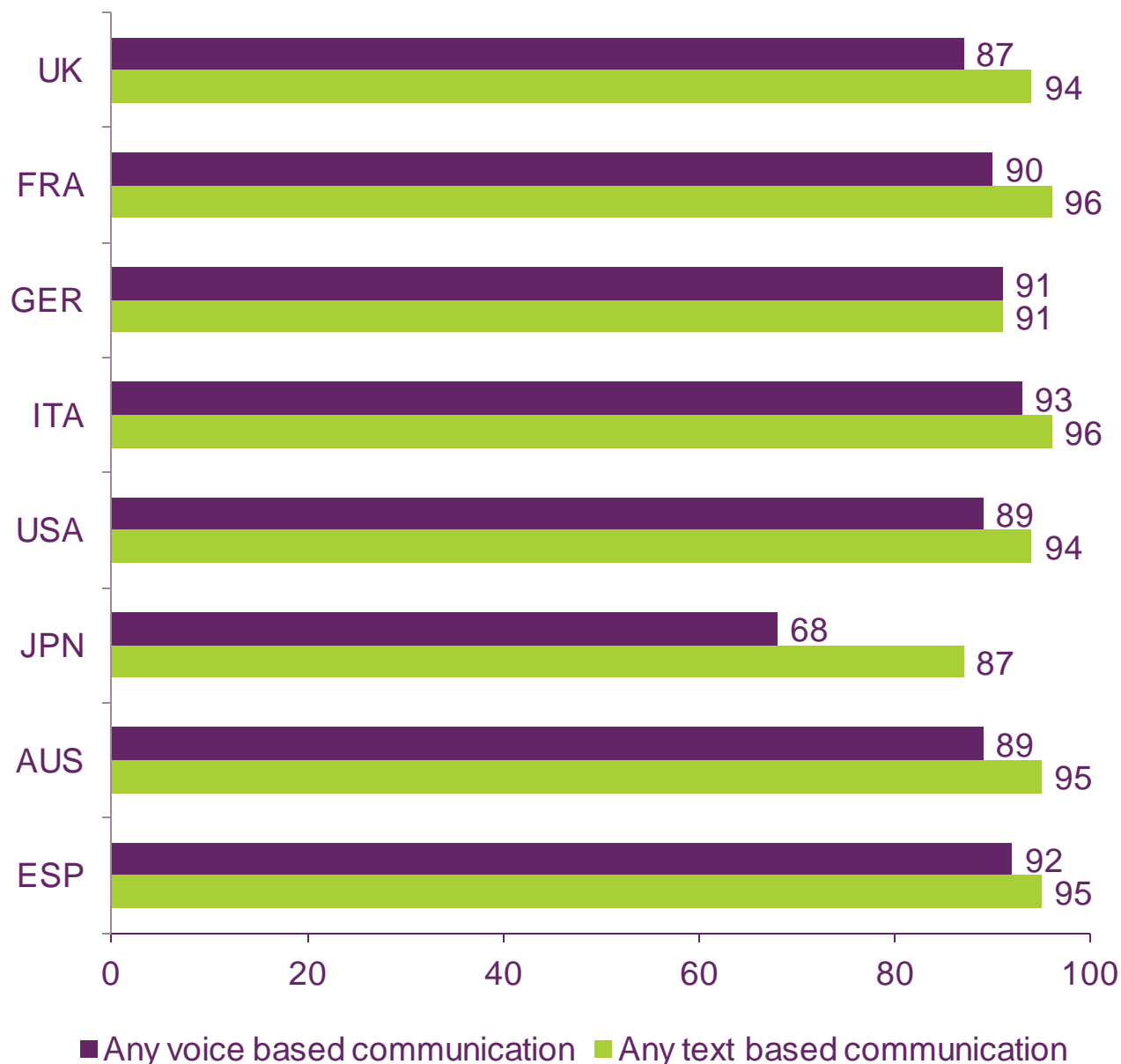


Source: Ofcom research, 2012

Q2a: How often do you use x to communicate with friends and family?

Base: Adults who use communication methods aged 16+, n: UK = 1,065; FRA= 1,016; GER= 1,024; ITA= 1,015; USA= 1,010; JPN= 1,004; AUS= 1,007; ESP= 1,001; CHN= 1,010

Figure 1.14
NET: Weekly voice-based communication
and text-based communication

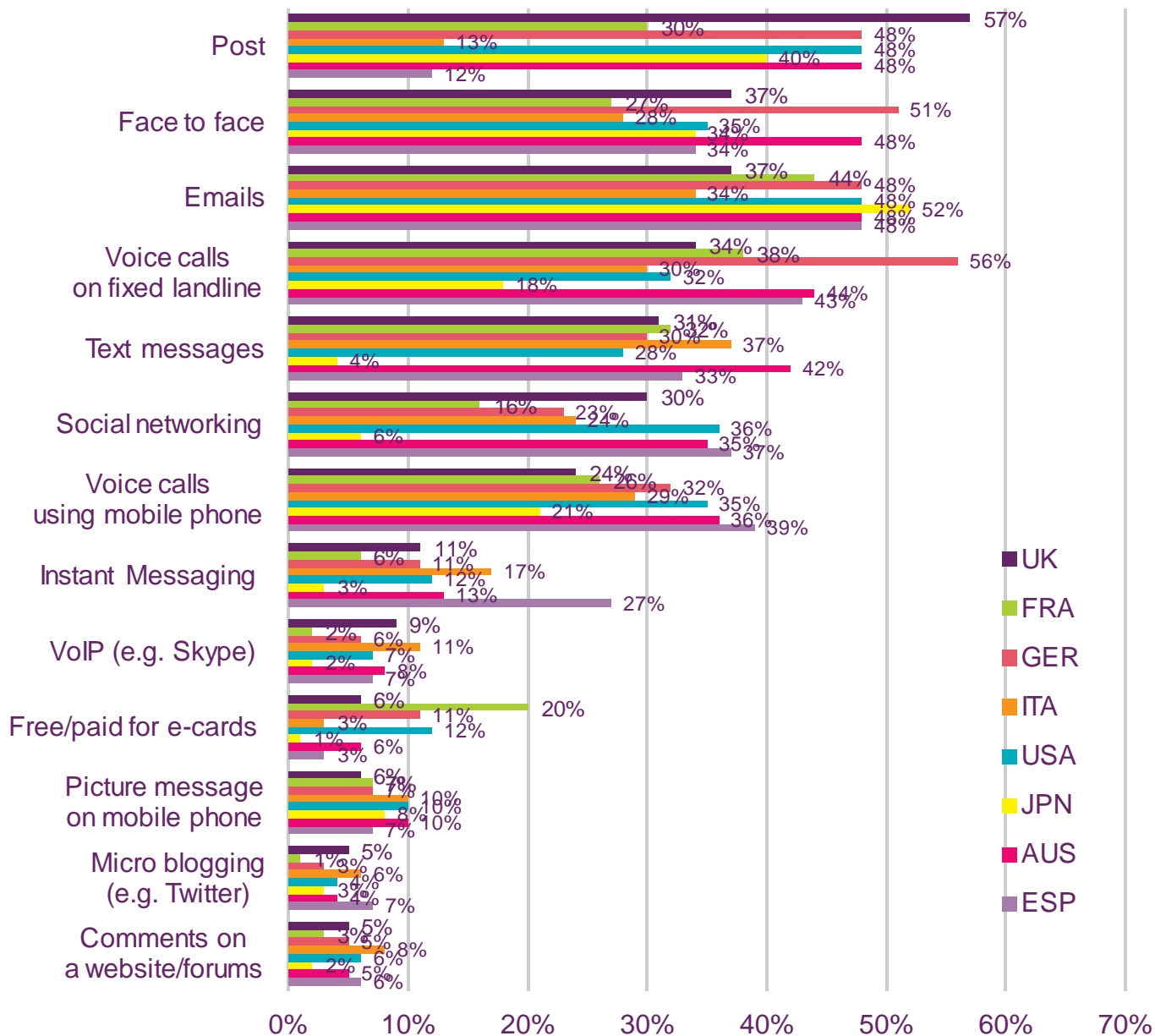


Source: Ofcom research 2012

Q2a: How often do you use x to communicate with friends and family?

Base: Adults who use communication methods aged 16+ n: UK=1,065; FRA=1016, GER=1,024; ITA=1,015, USA=1,010; JAP=1,004; AUS= 1,007; ESP=1,001;

Figure 1.15
Communication methods ever used to send greetings (e.g. birthdays)

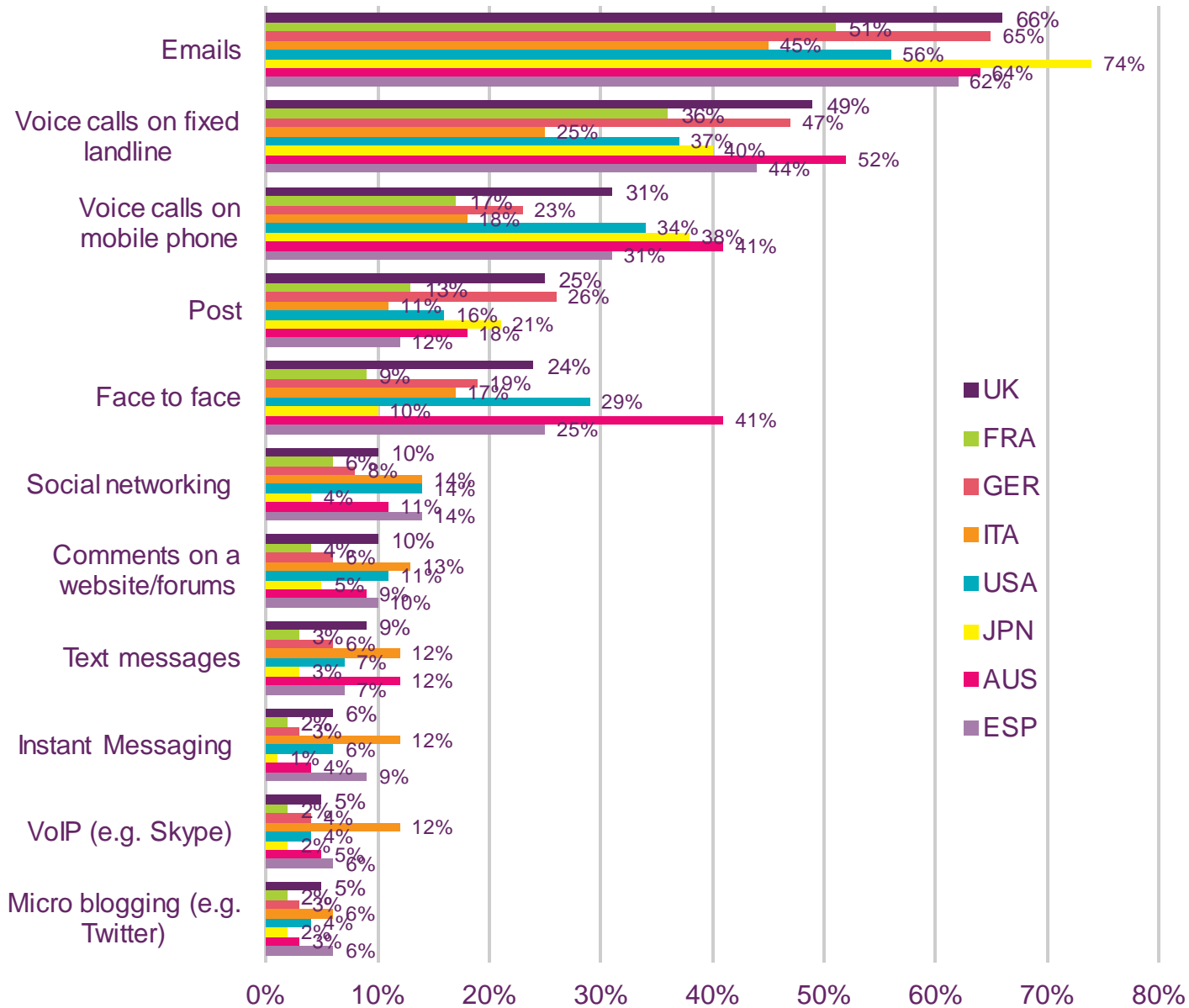


Source: Ofcom research, 2012

Q3a: ...which of these methods do you ever use to send greetings for occasions such as birthdays, get well, congratulations etc

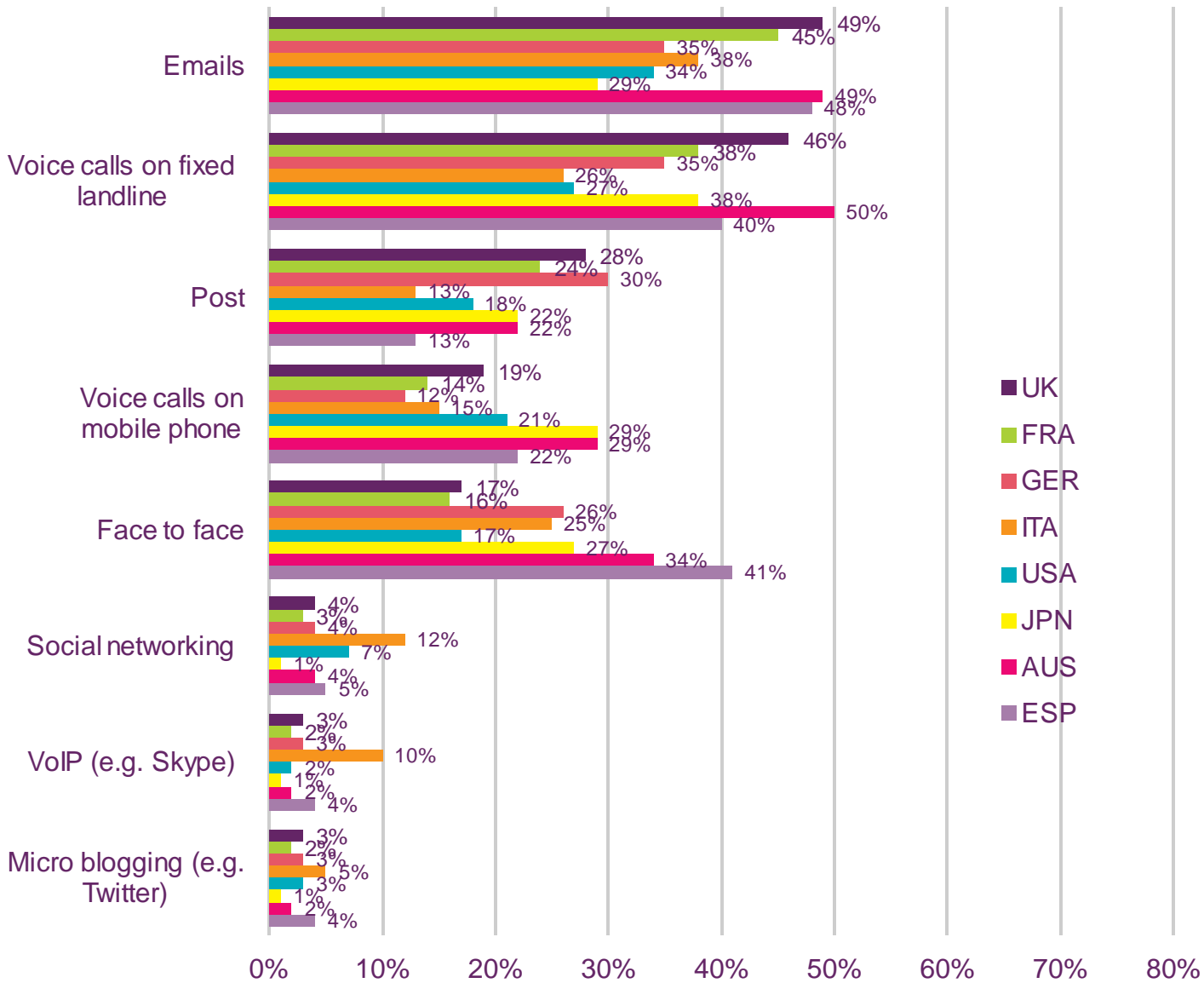
Base: All who make any sort of contact with: friends and family, n: UK =1059; FRA= 1,006; GER= 1,015; ITA= 1,011; USA= 1,004; JPN= 996; AUS= 1,002; ESP= 996

Figure 1.16
 Communications methods ever used to
 communicate with businesses and services



Source: Ofcom research, 2012
 Q3a: ...which of these methods do you ever use to communicate with business about goods and services
 Base: All who make any sort of contact with: friends and family, n: UK =1059; FRA= 1,006; GER= 1,015; ITA= 1,011; USA= 1,004; JPN= 996; AUS= 1,002; ESP= 996

Figure 1.17
 Communications methods ever used to
 communicate with government and
 organisations

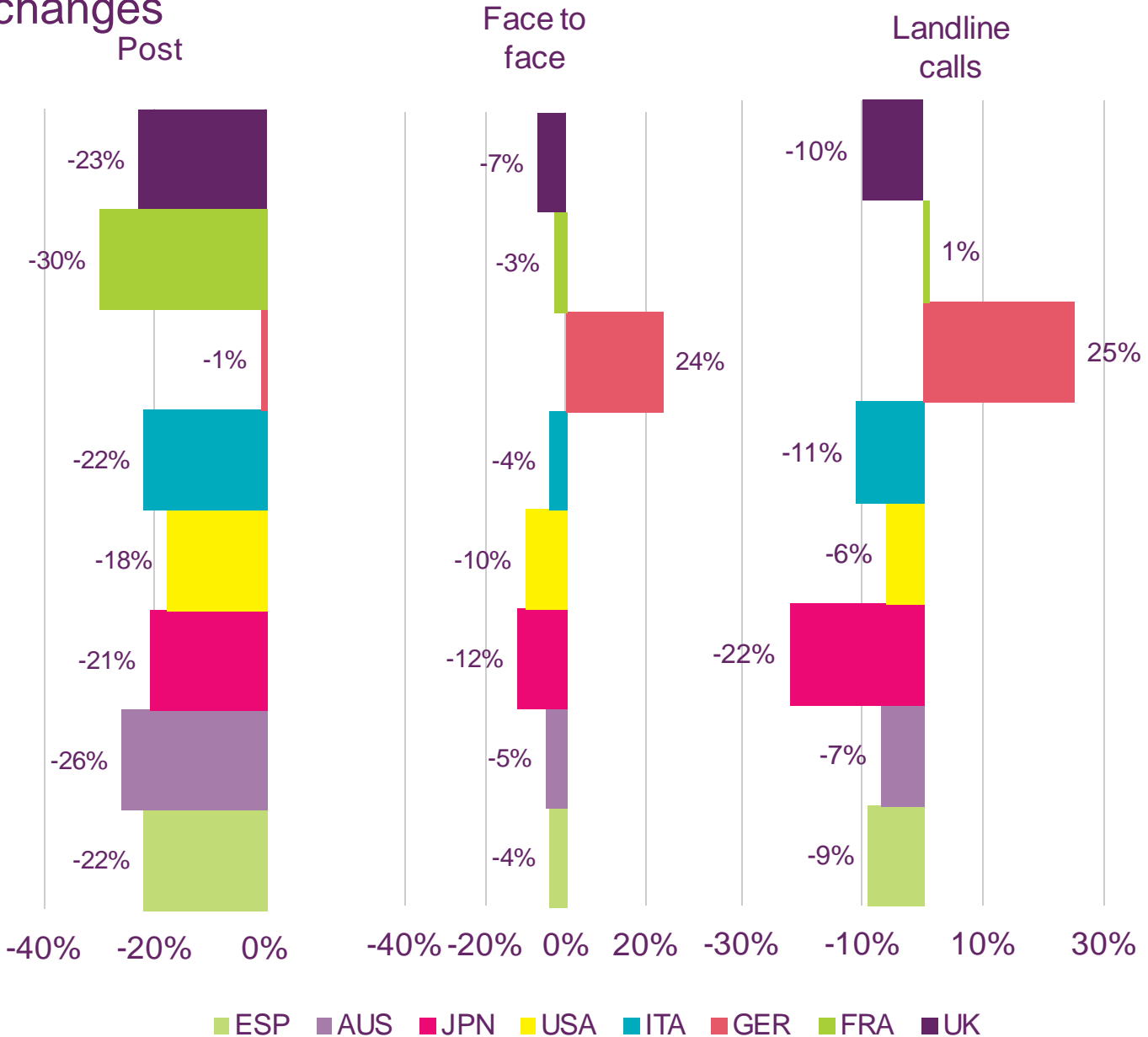


Source: Ofcom research, 2012

Q3a: ...which of these methods do you ever use to communicate with government organisations about formal matters (e.g. councils, tax, public services).

Base: All who make any sort of contact with: friends and family, n: UK =1059; FRA= 1,006; GER= 1,015; ITA= 1,011; USA= 1,004; JPN= 996; AUS= 1,002; ESP= 996

Figure 1.18
 Net claimed changes in communications methods used: past two years – negative changes

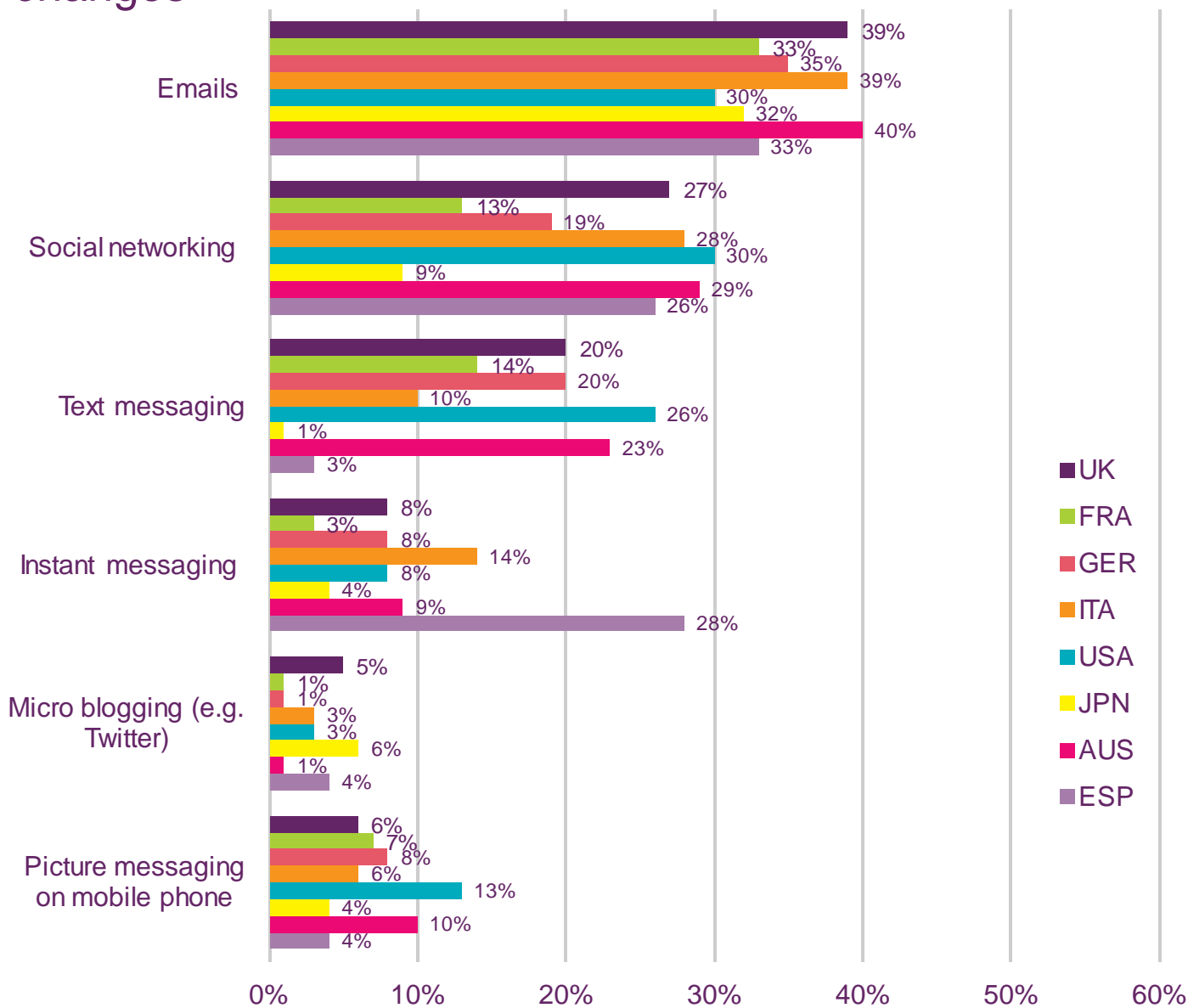


Source: Ofcom consumer research, September 2012.

Question: Which, if any, of these methods do you use to communicate MORE than you did two years ago? And which of them do you use to communicate LESS than you did two years ago?

Note: the net change figures give the percentage of respondents who selected MORE minus the percentage of respondents who selected LESS.

Figure 1.19
 Net claimed changes in communications methods used in past two years – positive changes



Source: Ofcom consumer research, September 2012.

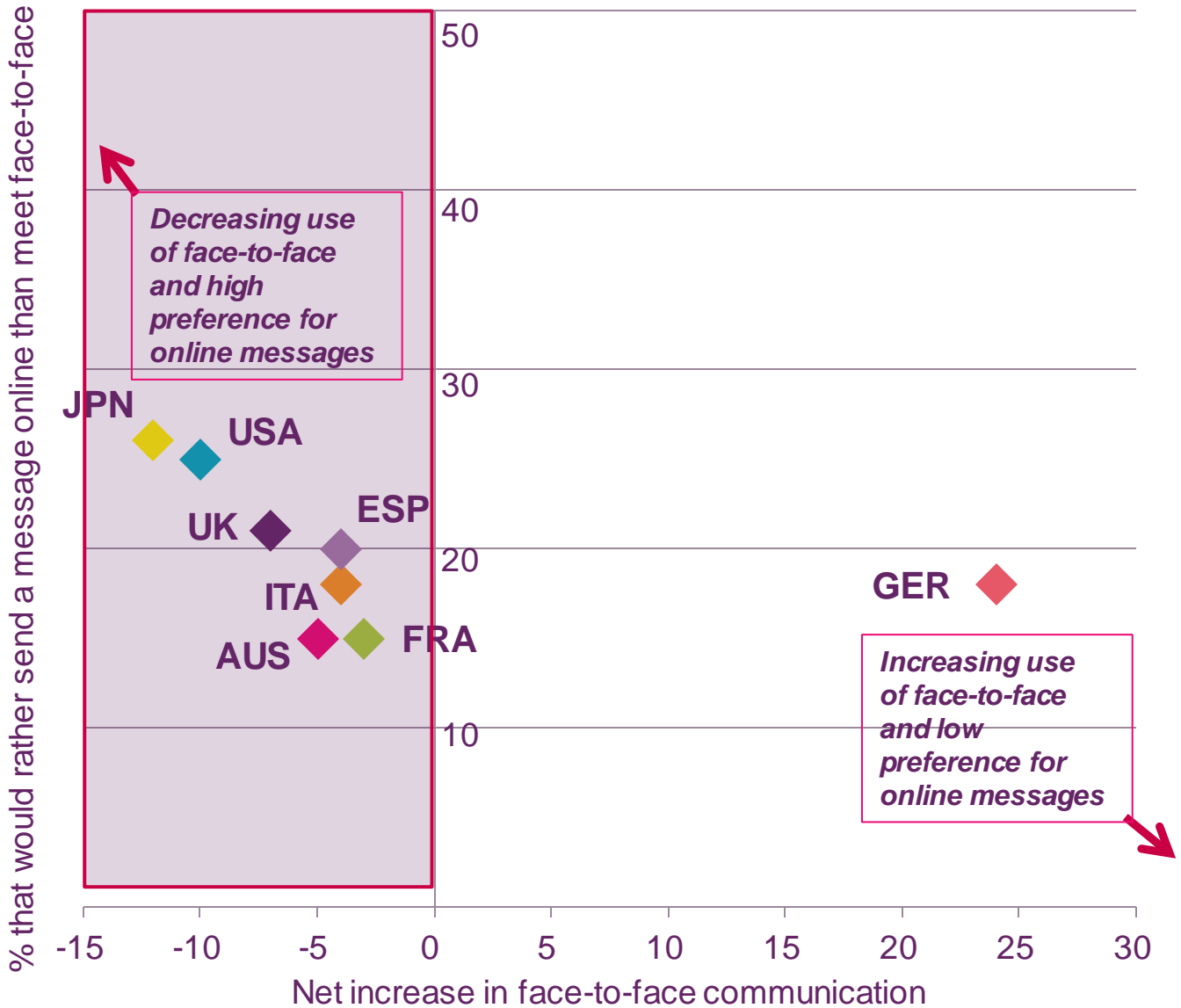
Question: Which, if any, of these methods do you use to communicate MORE than you did two years ago? And which of them do you use to communicate LESS than you did two years ago?

Note: the net change figures give the percentage of respondents who selected MORE minus the percentage of respondents who selected LESS.

Figure 1.20



Change in preference levels: face-to-face communication vs. sending a message online



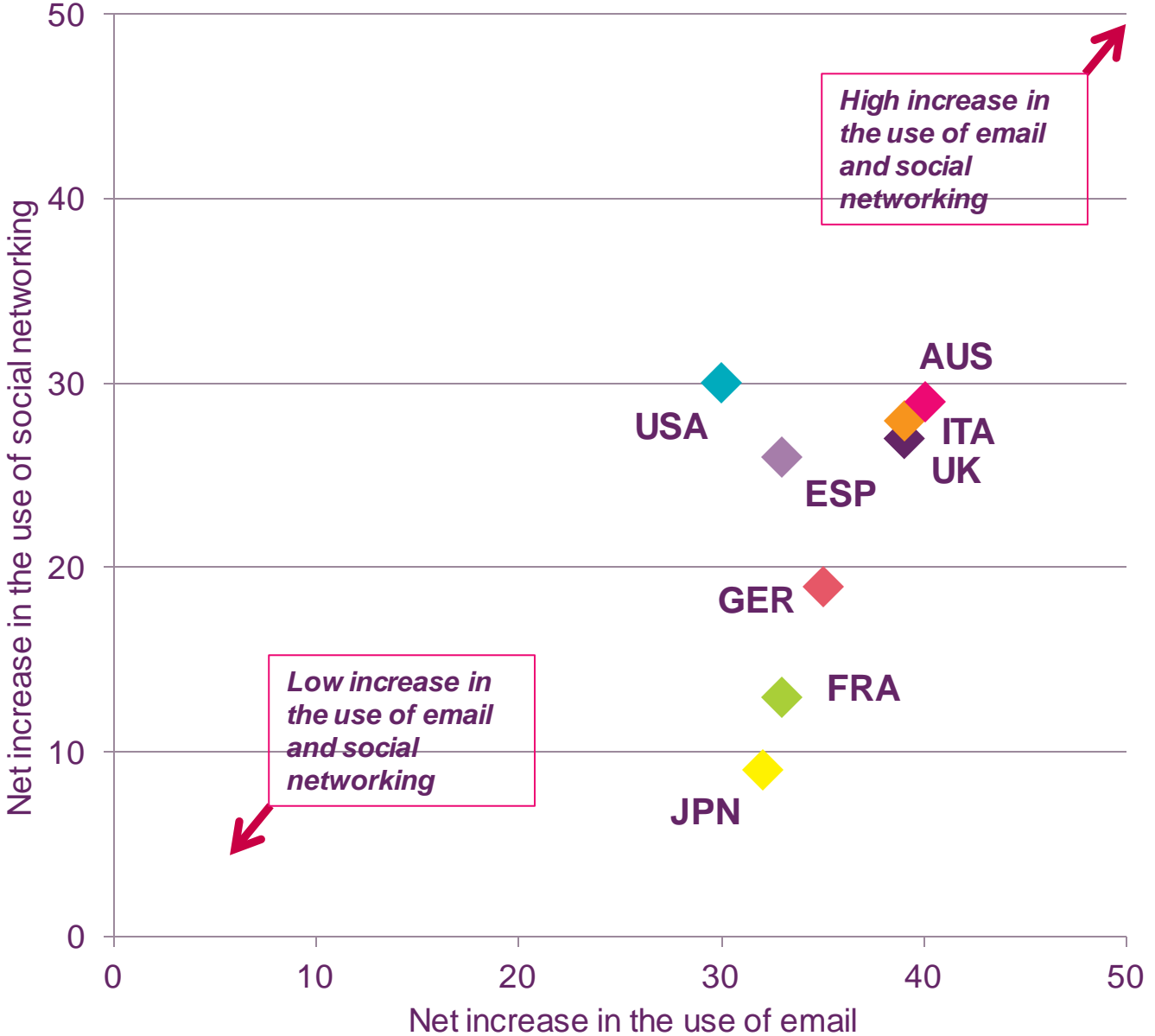
Source: Ofcom consumer research, September 2012.

Question (x-axis). Which, if any, of these methods do you use to communicate MORE than you did two years ago? And which of them do you use to communicate LESS than you did two years ago? Note: the net increase is the percentage of respondents who selected MORE minus the percentage of respondents who selected LESS.

Statement (y-axis): I would rather send someone a message online than meeting them face-to-face. Note: figures show the percentage of respondents who said the statement 'applied' or 'totally applied' to them.

Figure 1.21

Change in preference levels: the use of email vs. social networking



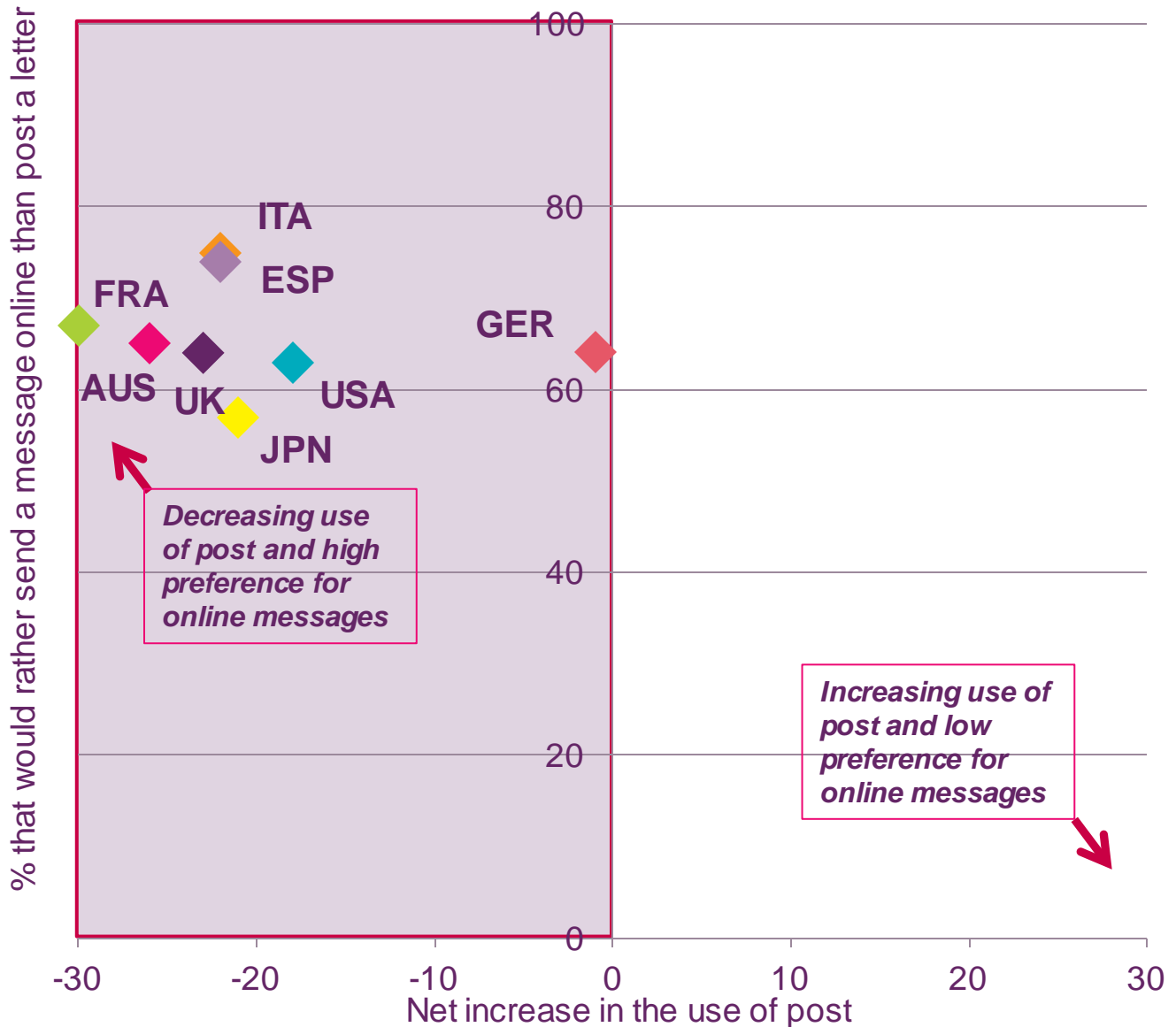
Source: Ofcom consumer research, September 2012.

Question for each axis: Which, if any, of these methods do you use to communicate MORE than you did two years ago? And which of them do you use to communicate LESS than you did two years ago? Note: the net increase is the percentage of respondents who selected MORE minus the percentage of respondents who selected LESS.

Figure 1.22



Change in preference levels: using post vs. sending messages online



Source: Ofcom consumer research, September 2012.

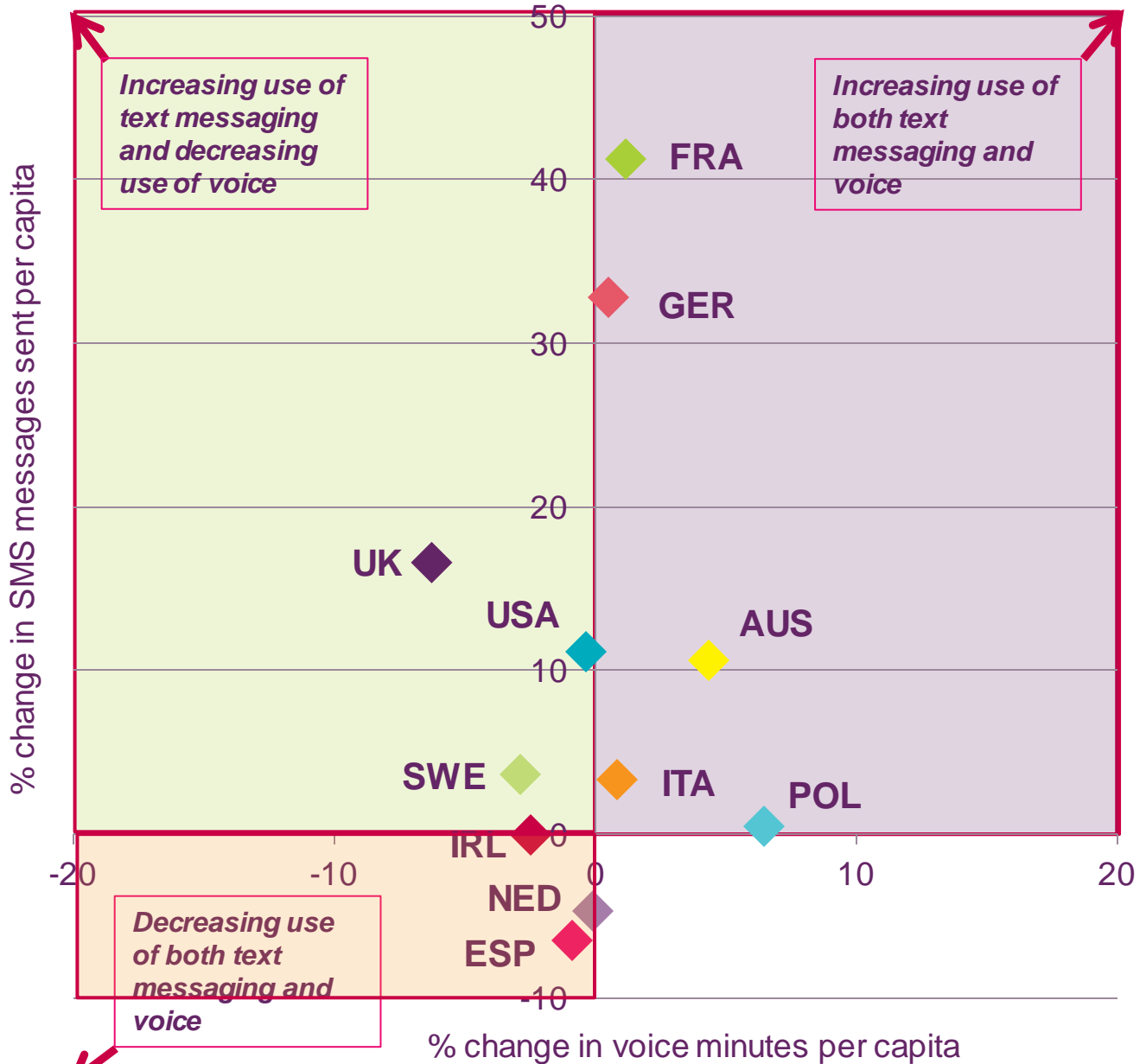
Question (x-axis). Which, if any, of these methods do you use to communicate MORE than you did two years ago? And which of them do you use to communicate LESS than you did two years ago? Note: the net increase is the percentage of respondents who selected MORE minus the percentage of respondents who selected LESS.

Statement (y-axis): I prefer to send a message via email or over the internet rather than post a letter. Note: figures show the percentage of respondents who said the statement 'applied' or 'totally applied' to them.

Figure 1.23



Change in voice minutes per head vs. change in SMS messages sent per head, year-on-year change in 2011

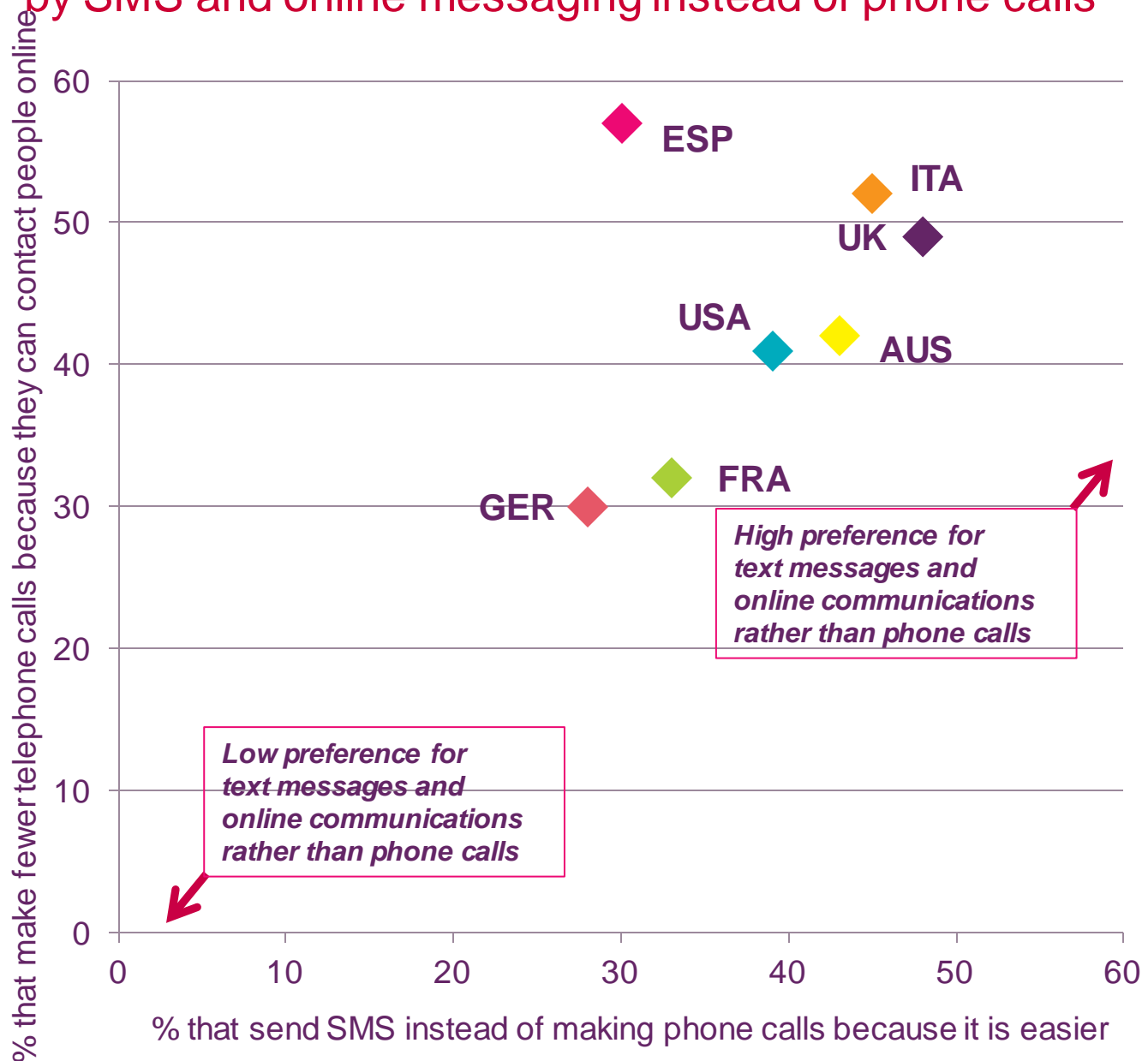


Source: IDATE/Ofcom/operators. Shows the total number of minutes made from fixed-line and mobile phones. Figures for USA and Canada include incoming mobile calls.

Figure 1.24



Percentage who expressed preference for communicating by SMS and online messaging instead of phone calls



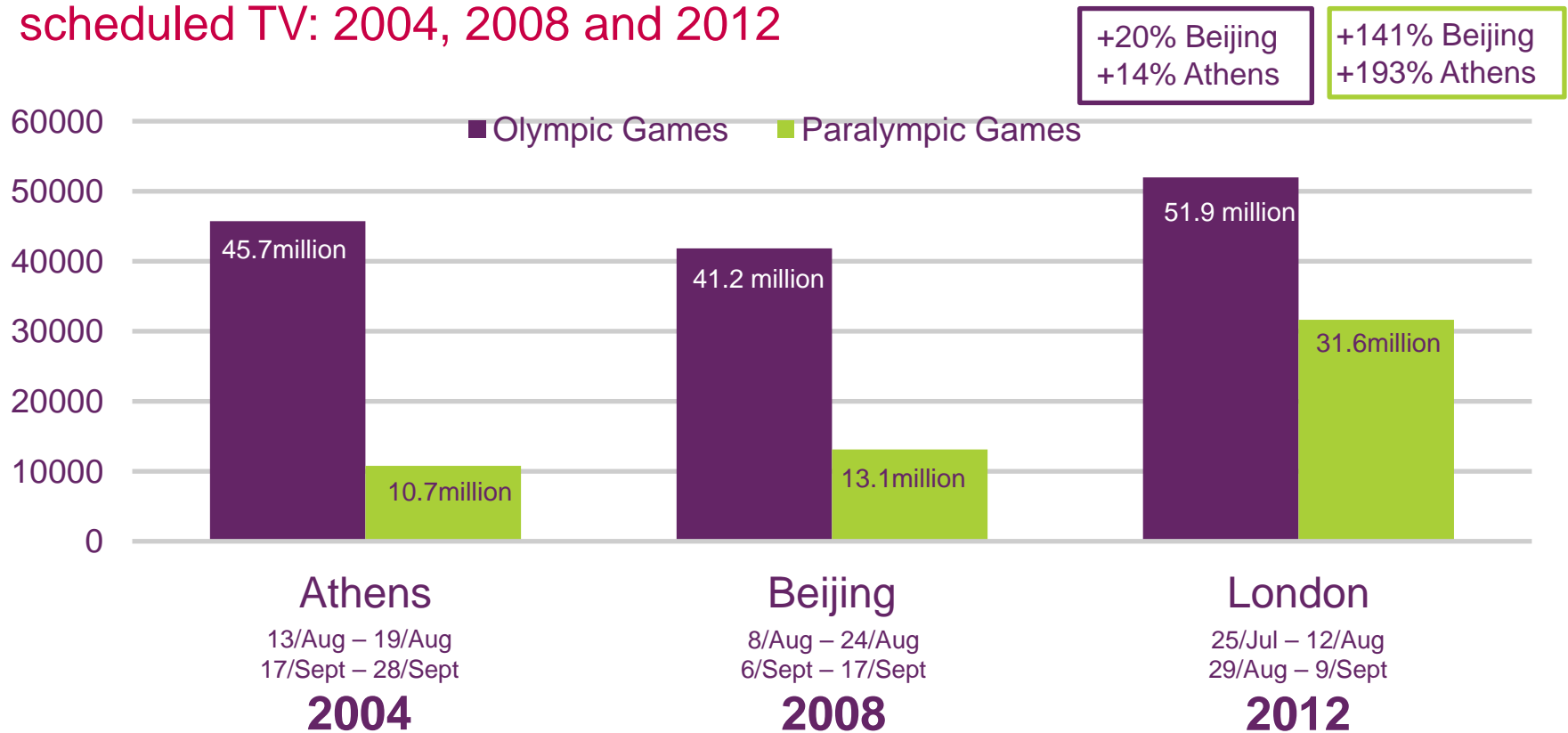
Source: Ofcom consumer research September 2012

Statement (x-axis): I send SMS (text messages) instead of making phone calls because it's easier
Statement (y-axis): I make fewer telephone calls because I can just contact people online.

Note: figures show the percentage of respondents who said the statement 'applied' or 'totally applied' to them.

Figure 1.25

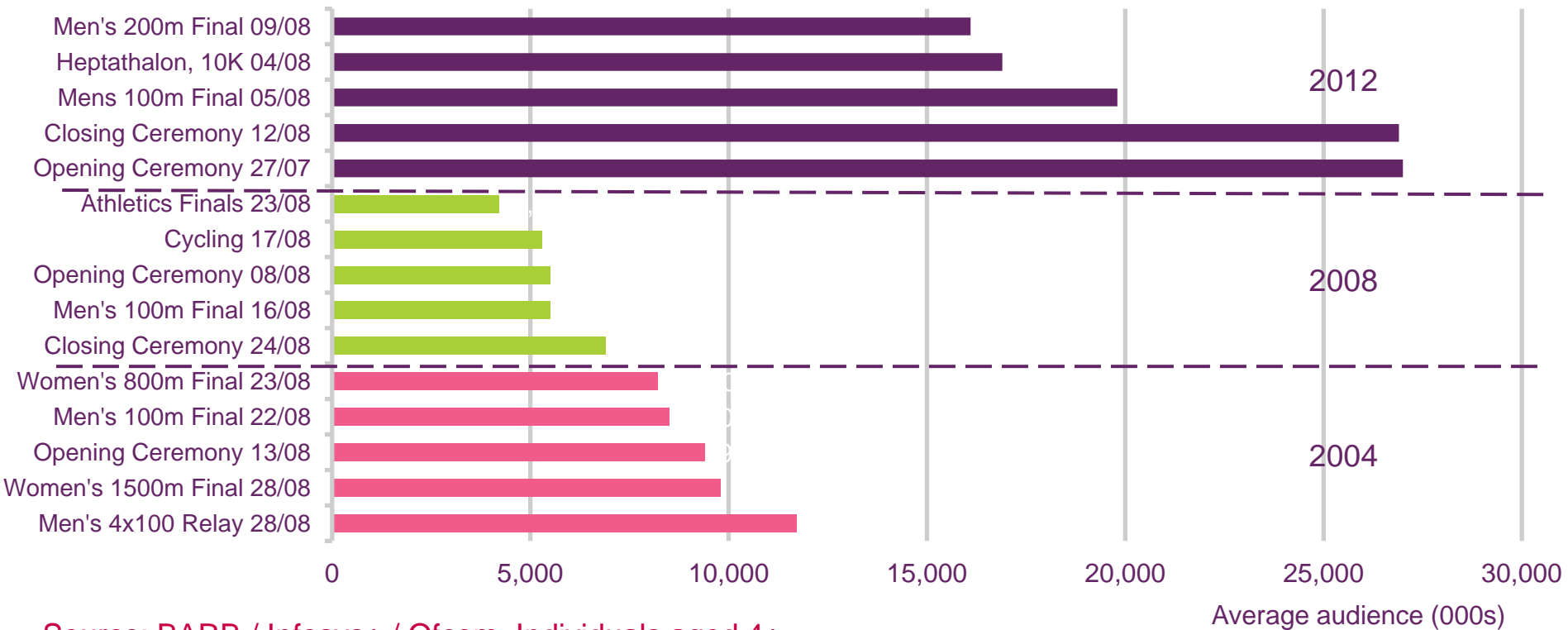
Viewers of more than 15 consecutive minutes of the Games on scheduled TV: 2004, 2008 and 2012



Source: BARB / Infosys+ / Ofcom. Individuals aged 4+.

Figure 1.26

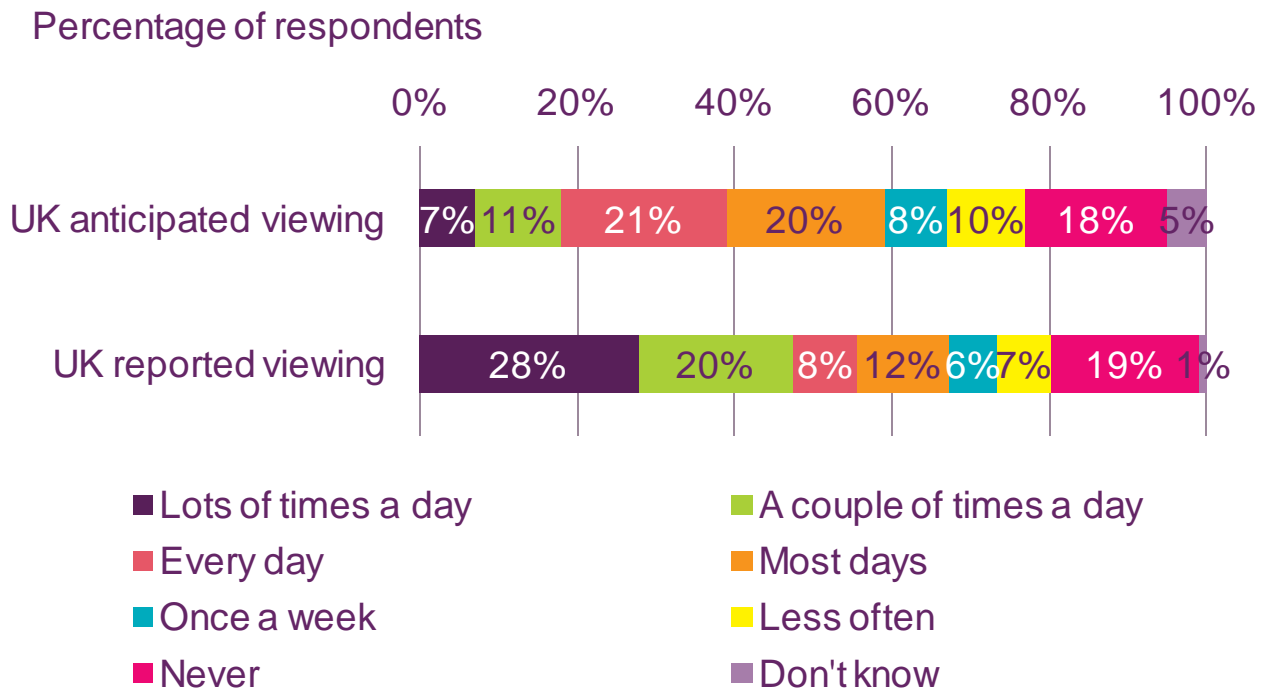
Top five Olympic Games half-hour slots, by average audience



Source: BARB / Infosys+ / Ofcom. Individuals aged 4+.

Figure 1.27

Anticipated and reported frequency of following coverage of the Games using television, radio or online in the UK



Sources: Ofcom consumer research, May 2012

Q7 Approximately how often do you think you will access coverage of the Olympic or Paralympic Games, either through watching television coverage, listening to radio coverage or accessing coverage online? Base: All respondents (n = 1803).

Respondents aged 16+.

Ofcom consumer research, September 2012

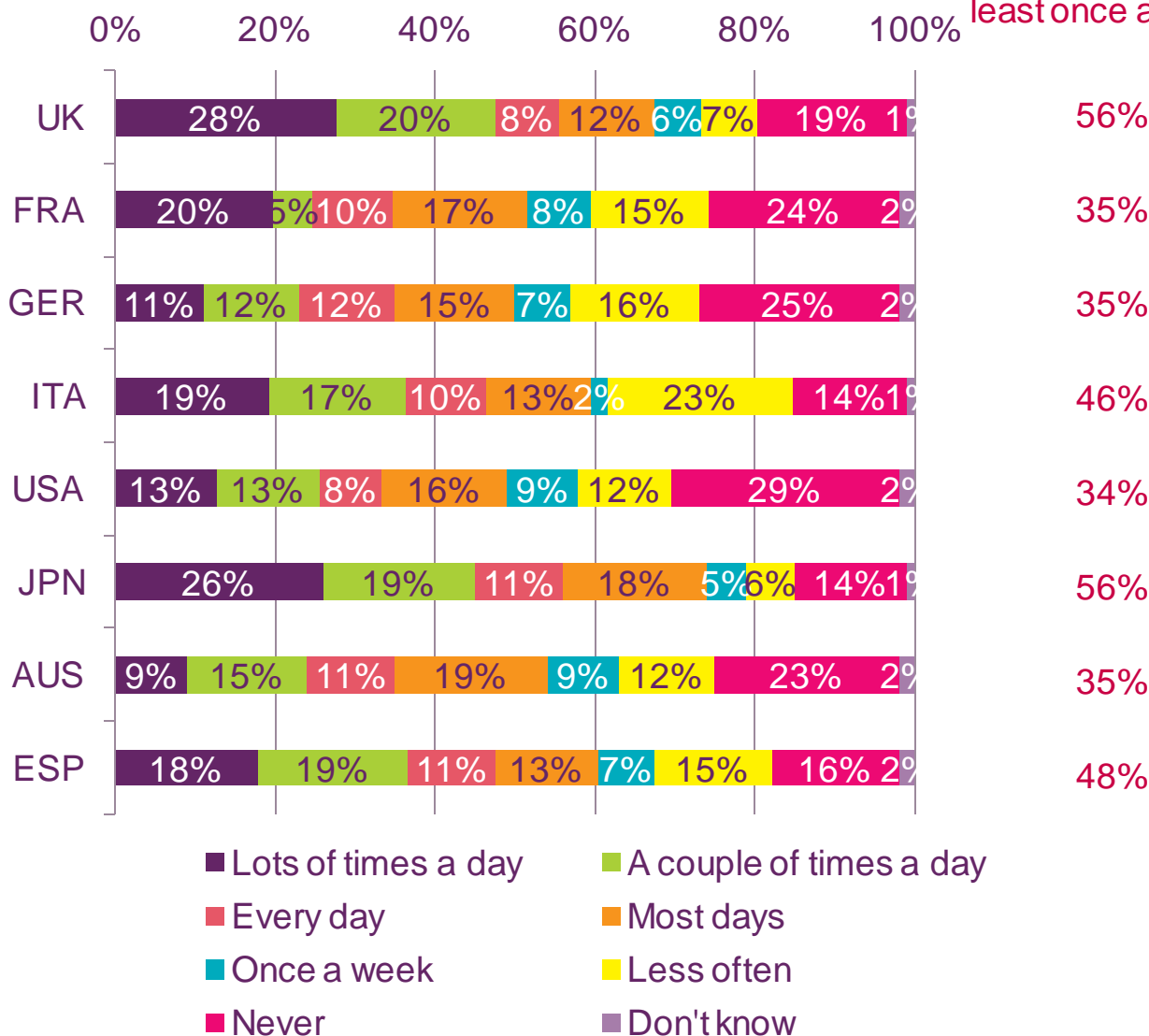
Q.G3 Approximately how often did you follow coverage of the Olympic and/or Paralympic Games, either through watching television coverage, listening to radio coverage or accessing coverage online via any of your devices? Base: All respondents (n = 1065). Respondents aged 18+.

Figure 1.28
Frequency of following coverage of the Games using television, radio or online



Percentage of respondents

% that watched at least once a day

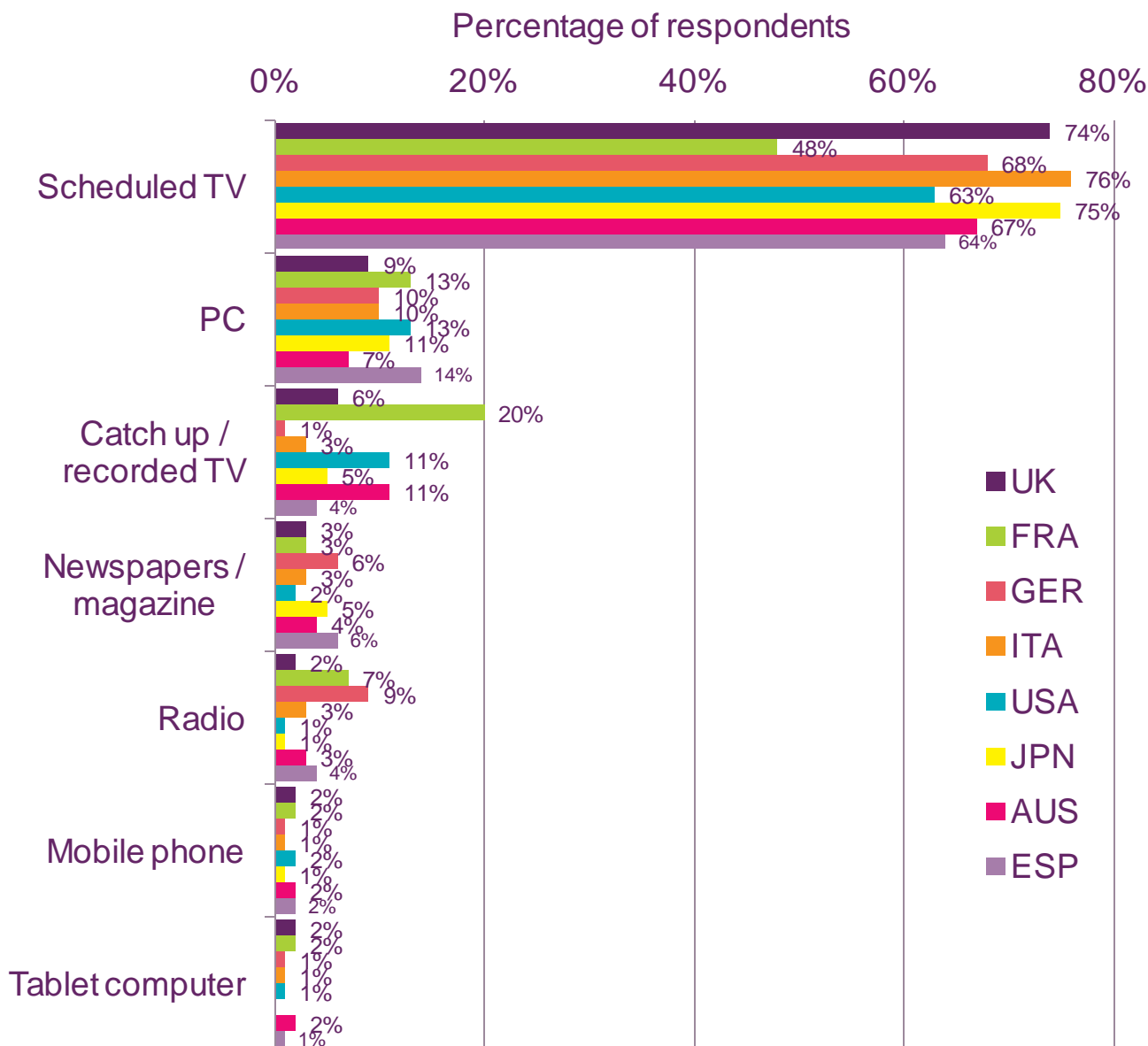


Source: Ofcom consumer research, September 2012

Q.G3 Approximately how often did you follow coverage of the Olympic and/or Paralympic Games, either through watching television coverage, listening to radio coverage or accessing coverage online via any of your devices?

Base: All respondents (n = 9152)

Figure 1.29
Most common means of accessing
Olympics / Paralympics coverage



Source: Ofcom market research, September 2012

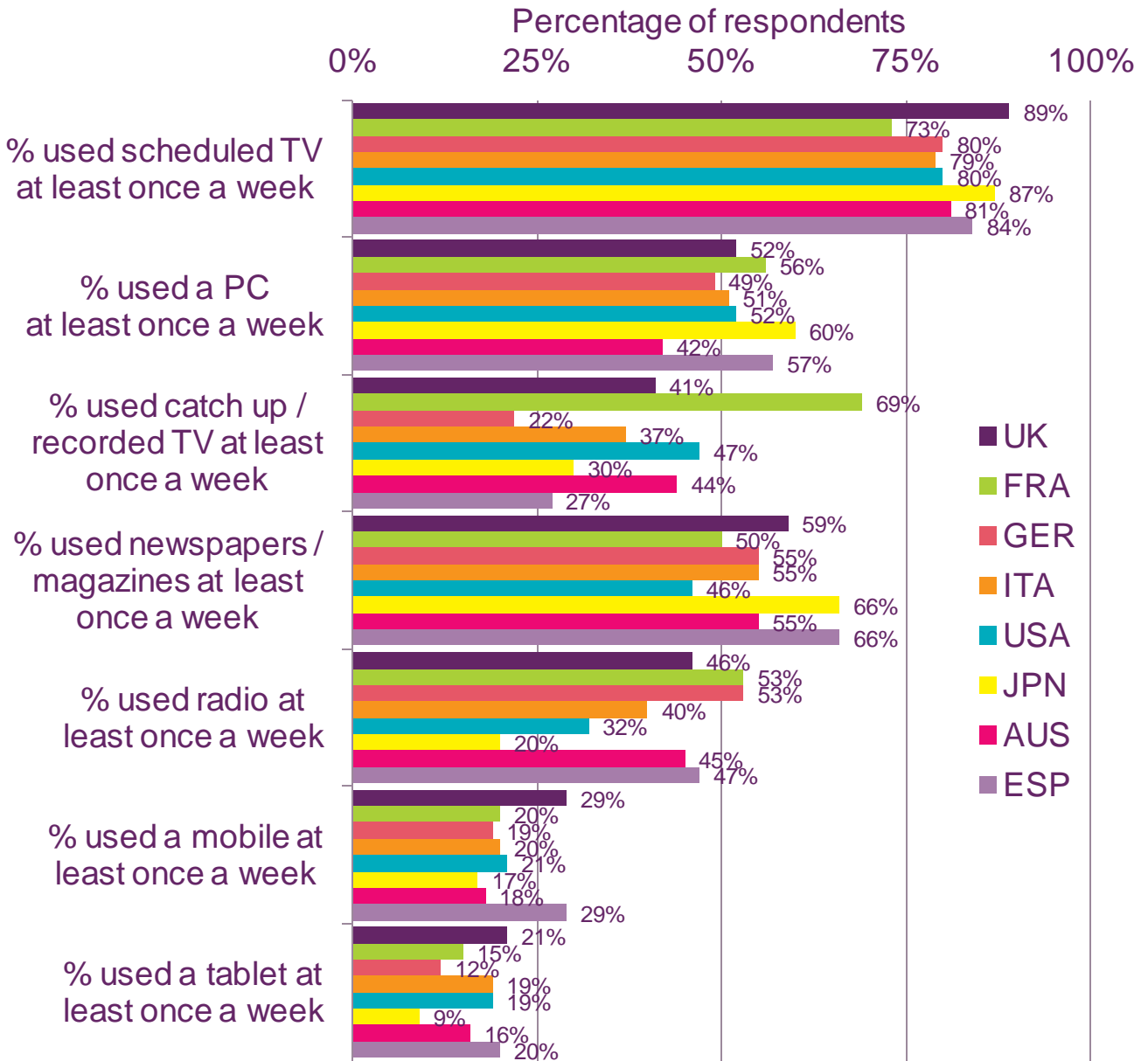
Q.G5 which one method of accessing Olympics and/or Paralympics coverage did you use the most?

Base: All respondents who watched any Olympic or Paralympic coverage (n = 7405)

Figure 1.30



Use of devices at least once a week to watch the Games



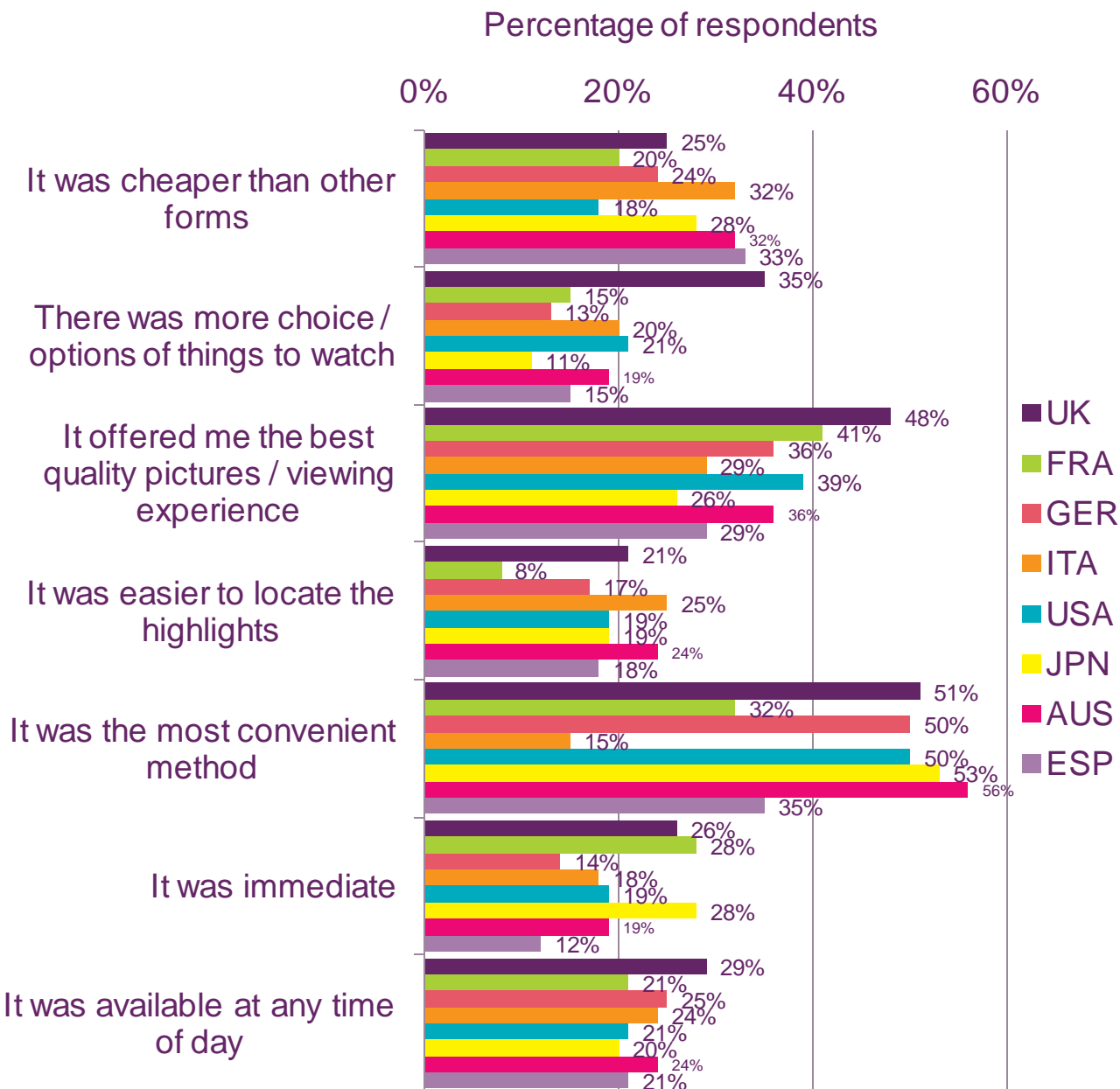
Source: Ofcom consumer research, September 2012

Q.G5 which one method of accessing Olympics and/or Paralympics coverage did you use the most?

Base: All respondents who watched any Olympic or Paralympic coverage (n = 7454)

Figure 1.31

Reason for choosing to watch the Games on scheduled television

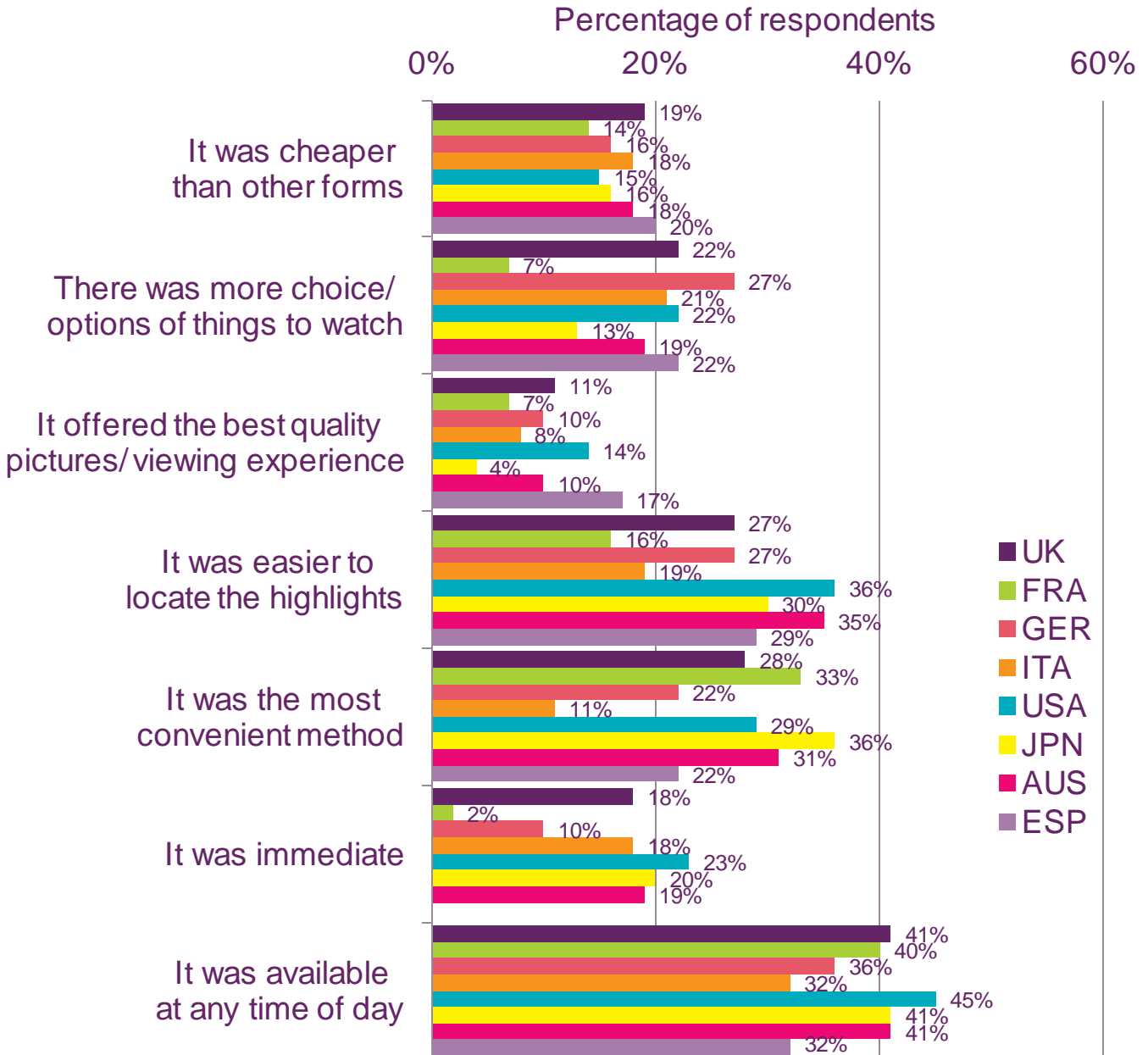


Source: Ofcom market research, September 2012

Q.G6 Why did you choose to follow the Games using this method? Through scheduled television Base: All respondents who watched any Olympic or Paralympic coverage using this method (n = 6925)

Figure 1.32

Reason for choosing to watch the Games on a PC

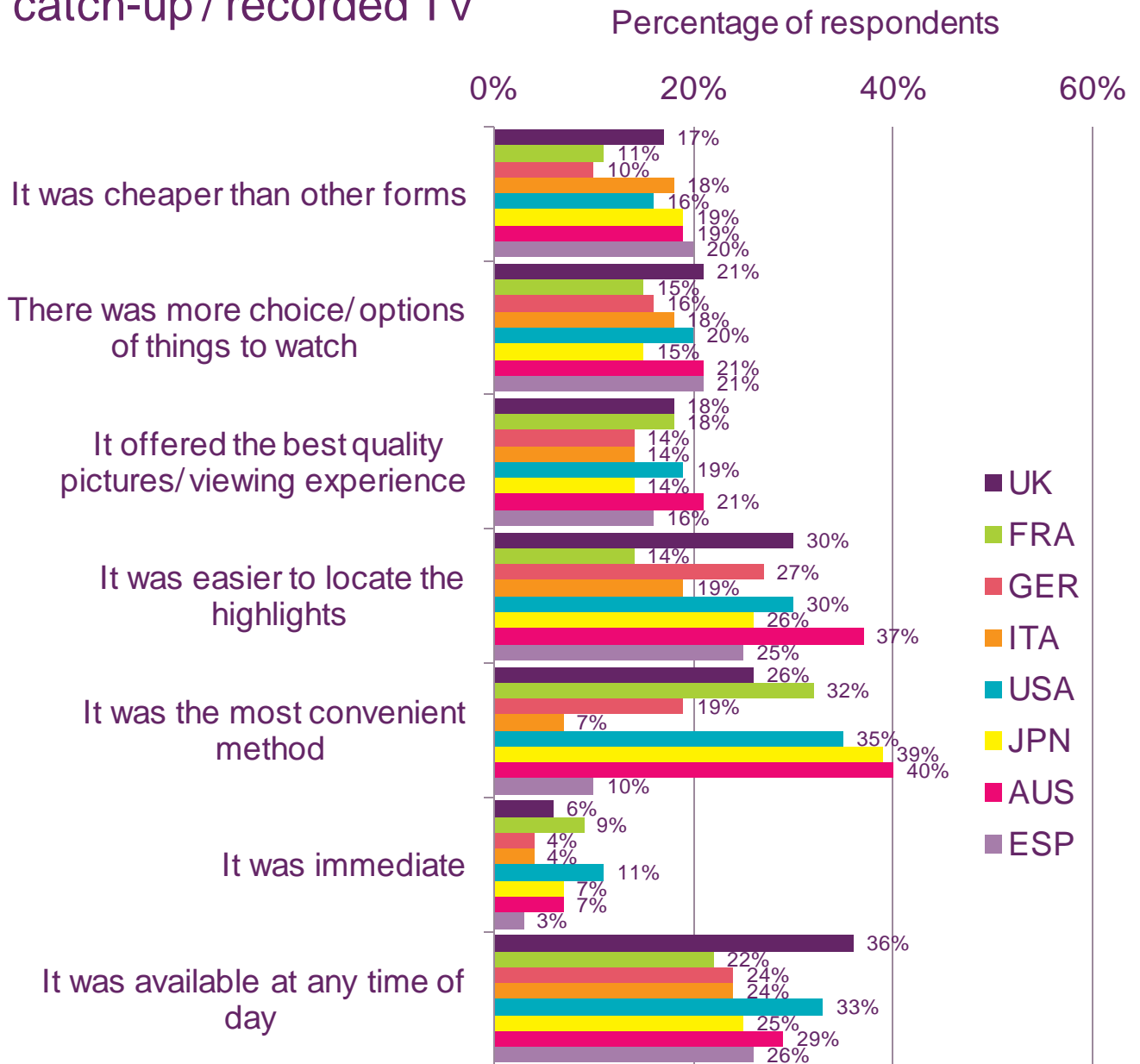


Source: Ofcom market research, September 2012

Q.G6 Why did you choose to follow the Games using this method? Through scheduled television Base: All respondents who watched any Olympic or Paralympic coverage using this method (n = 6925)

Figure 1.33

Reason for choosing to watch the Games on catch-up / recorded TV



Source: Ofcom market research, September 2012

Q.G6 Why did you choose to follow the Games using this method? Through catch-up/recorded TV

Base: All respondents who watched any Olympic or Paralympic coverage using this method (n = 4069)

Figure 1.34

Level of interest in types of news

	UK	FRA	GER	USA
Domestic news	74%	66%	61%	53%
International news	48%	54%	64%	44%
Local news about my town or city	50%	36%	50%	56%
News about my region	42%	46%	62%	28%
Business and financial news	19%	11%	17%	22%
News about the economy	42%	33%	34%	52%
Entertainment and celebrity news	21%	14%	14%	16%
Health and education news	27%	27%	26%	27%
Arts and culture news	10%	19%	8%	11%
Sports News	37%	24%	33%	24%
News about country politics	37%	57%	55%	63%
Science and Technology	23%	21%	28%	27%

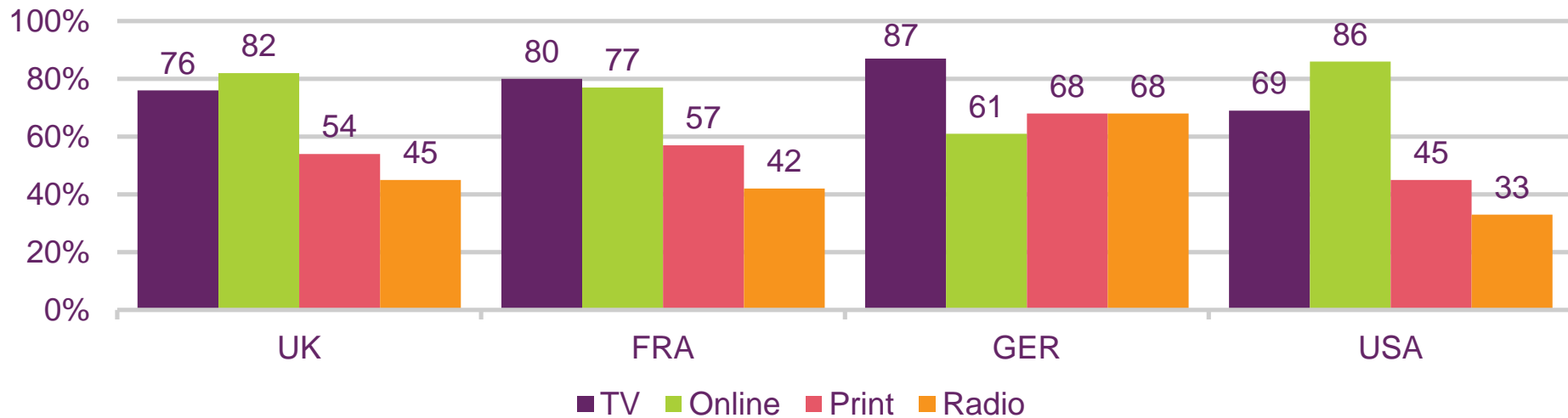
Source: Reuters Institute / YouGov online research April 2012

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

Base: UK (n=2173) FRA(n=1011) GER (n=970) USA (n=814)

Figure 1.35

Weekly access to news by platform



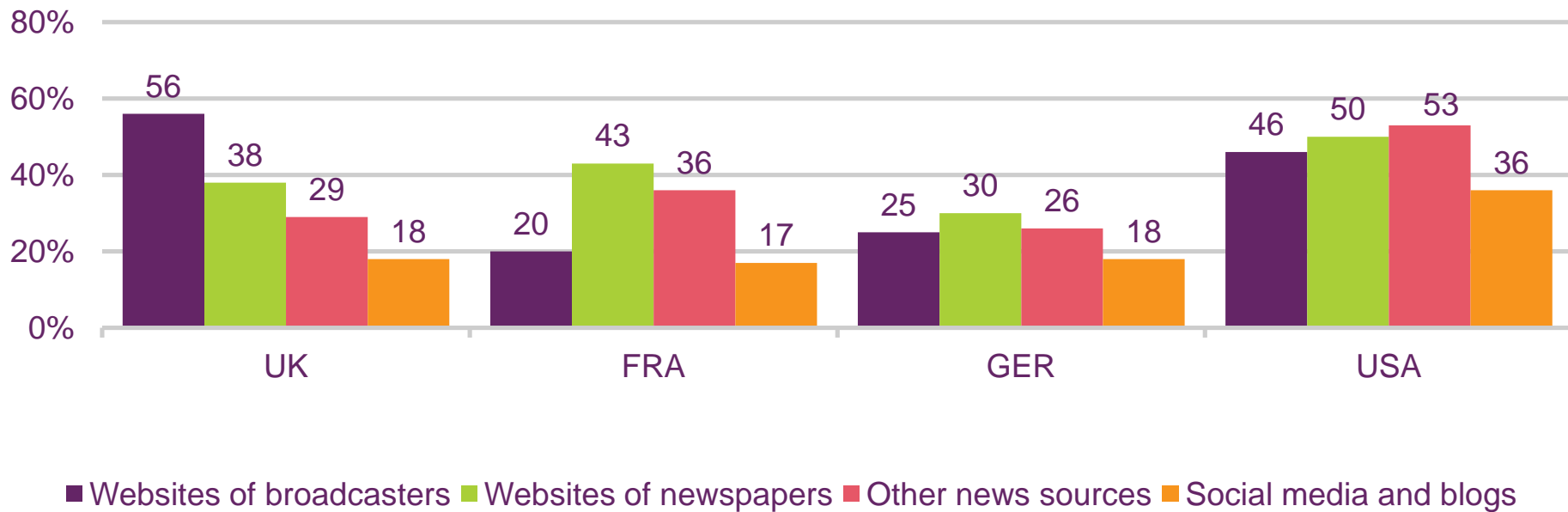
Source: Reuters Institute / YouGov online research April 2012

Q: Which of the following news sources have you used in the last week?

Base: UK (n=2173) FRA (n=1011) GER (n=970) USA (n=814)

Figure 1.36

Online news source by type



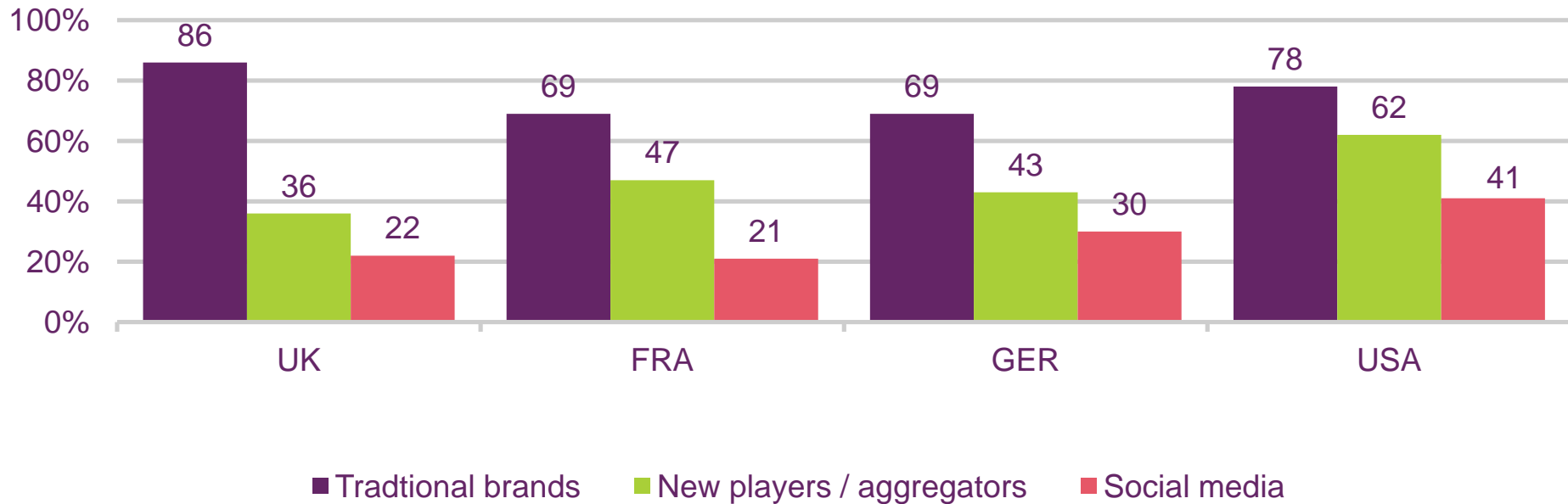
Source: Reuters Institute / YouGov online research April 2012

Q: Which of the following have you used to access the news in the last week?

Base: UK (n=2173) FRA (n=1011) GER (n=970) USA (n=814)

Figure 1.37

Traditional brands compared to aggregators and social media



Source: Reuters Institute / YouGov online research April 2012

Q: Which of the following news sources have you used in the last week?

Base: UK (n=2173) FRA (n=1011) GER (n=970) USA (n=814)

Figure 1.38

Types of digital participation

	UK	FRA	GER	USA
Vote in an online poll	19%	40%	18%	41%
Comment on a news story on Social Networks	14%	21%	12%	27%
Engage in a one-to-one conversation about a news story (e.g. social media, instant messenger)	13%	15%	23%	30%
Comment about a news story on a website	10%	16%	9%	25%
Post or send a news-related picture or video to a Social Network site	5%	11%	5%	15%

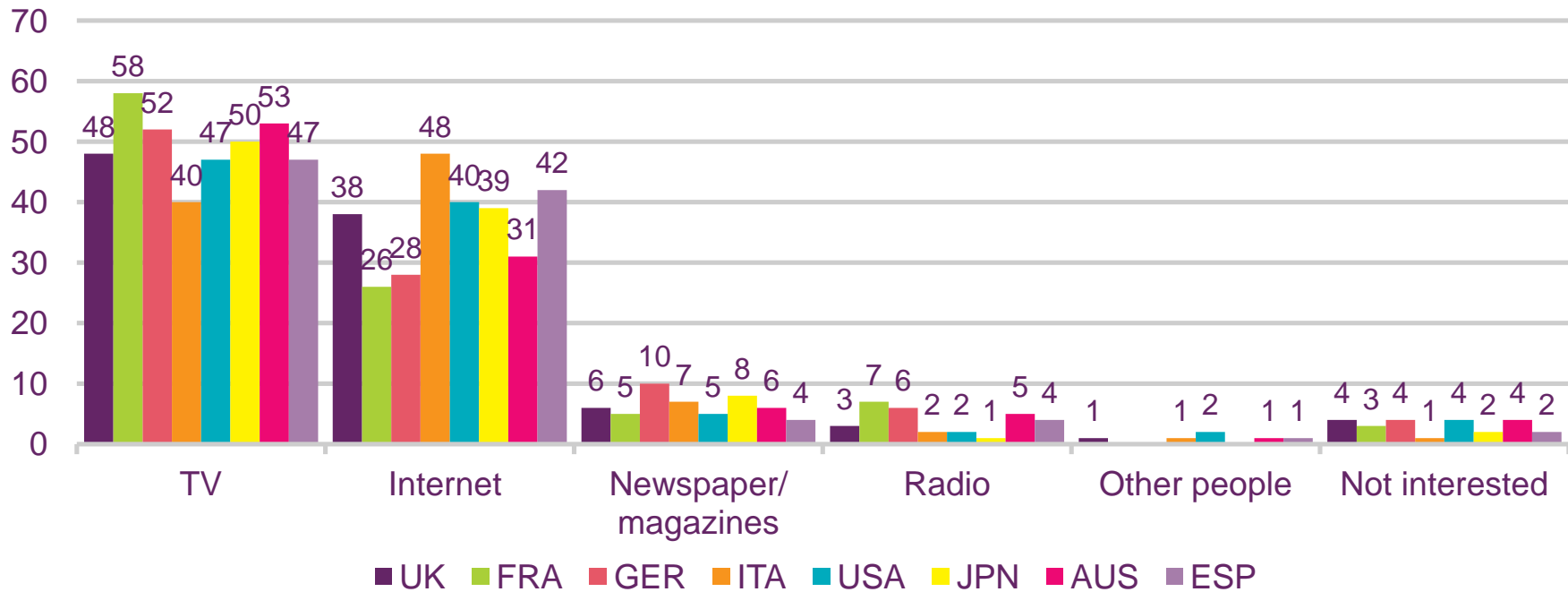
Source: Reuters Institute / YouGov online research April 2012

Q: During an average week in which of the following ways do you share or participate in news coverage?

Base: UK (n=2173) FRA (n=1011) GER (n=970) USA (n=814)

Figure 1.39

Platforms used as a main source of news – national news



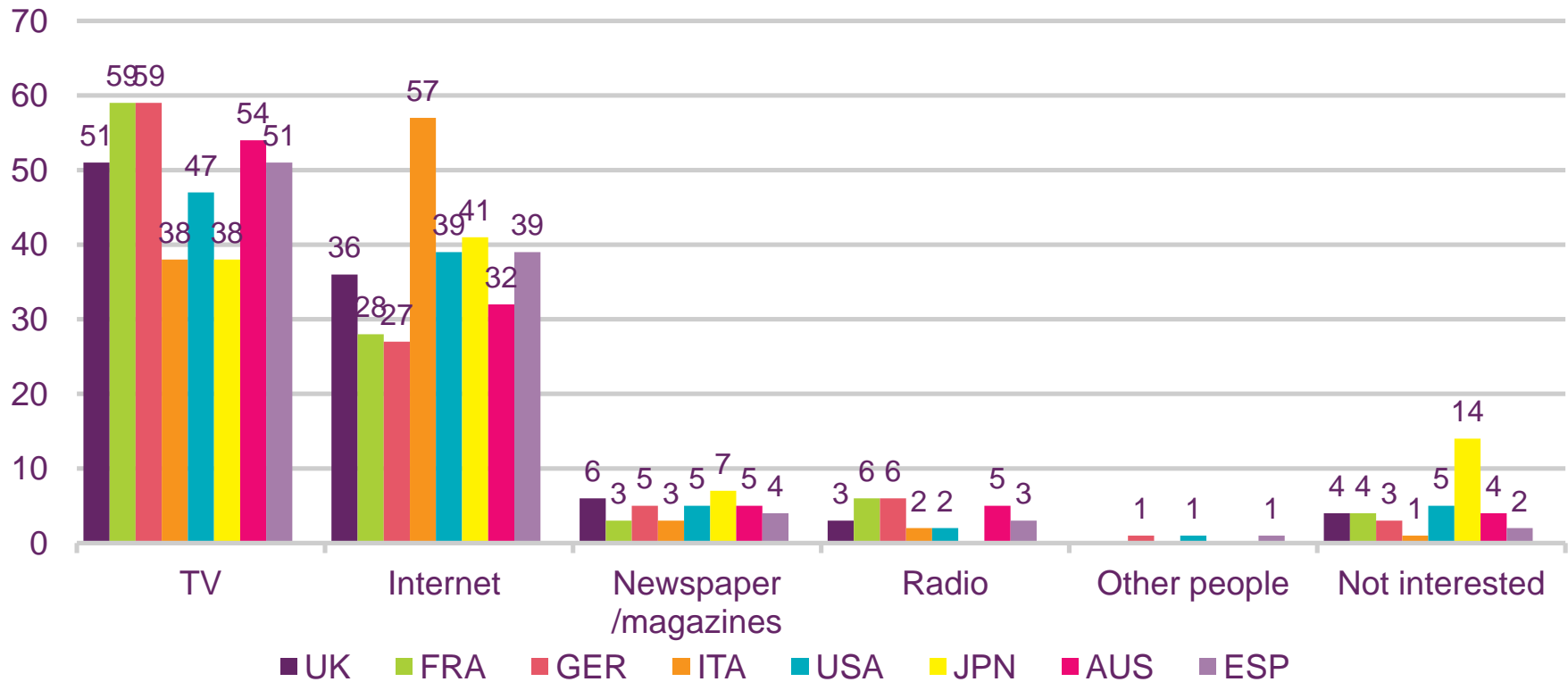
Source: Ofcom research, September 2012

Q: Which if any of these is your main source for the following? National News

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

Figure 1.40

Platforms used as a main source of news – international news



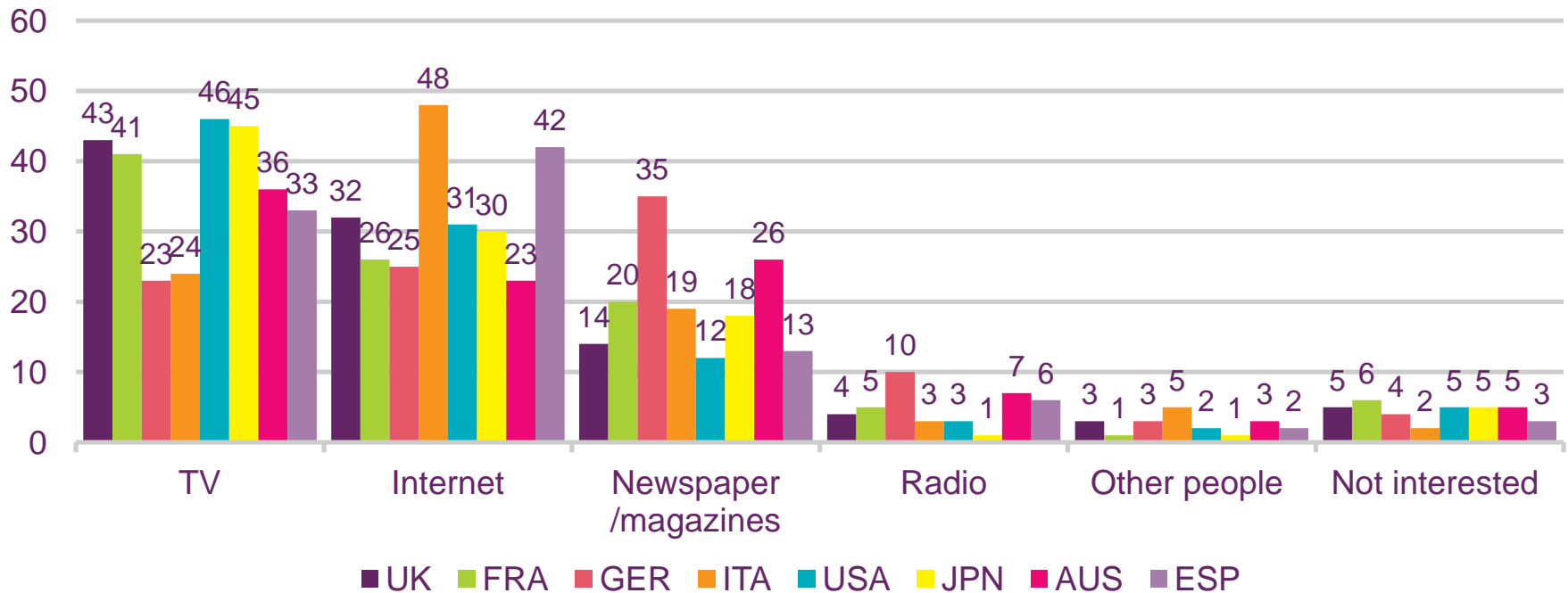
Source: Ofcom research, September 2012

Q: Which if any of these is your main source for the following? News about the world

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

Figure 1.41

Platforms used as a main source of news – regional / local news



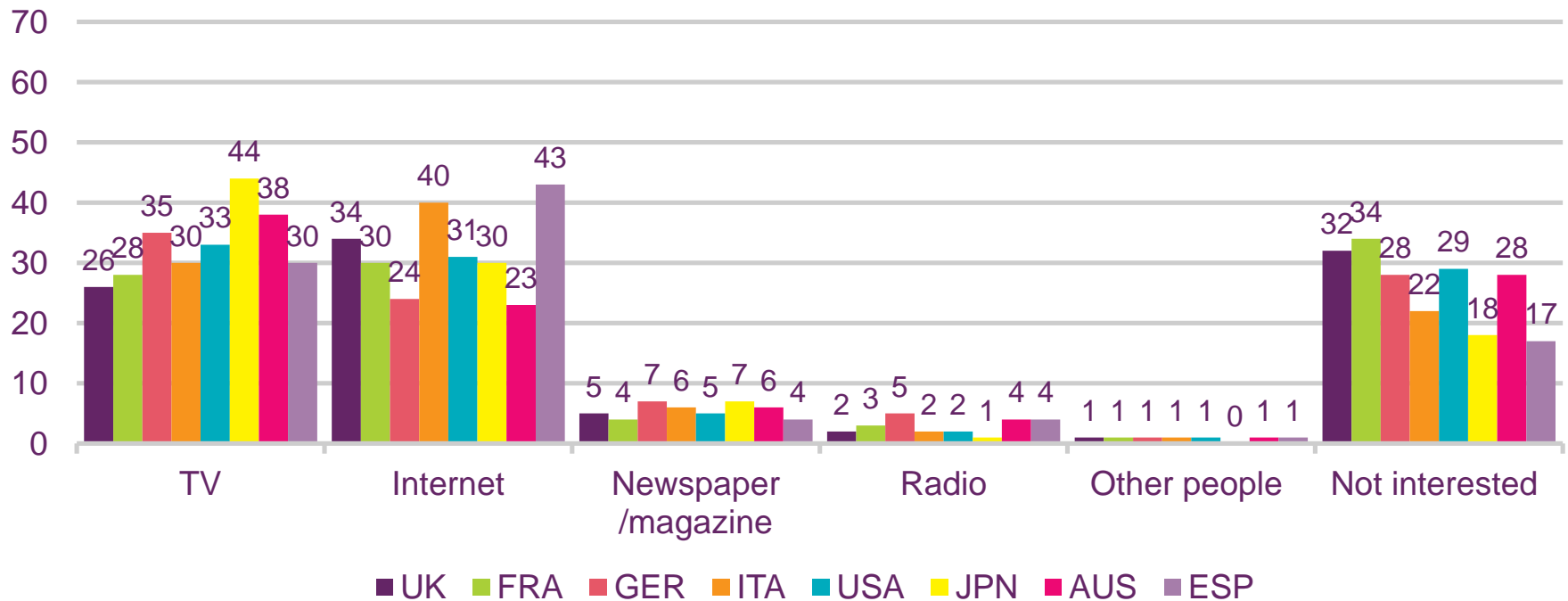
Source: Ofcom research, September 2012

Q: Which if any of these is your main source for the following? Regional/local news

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

Figure 1.42

Platforms used as a main source of news - sports news



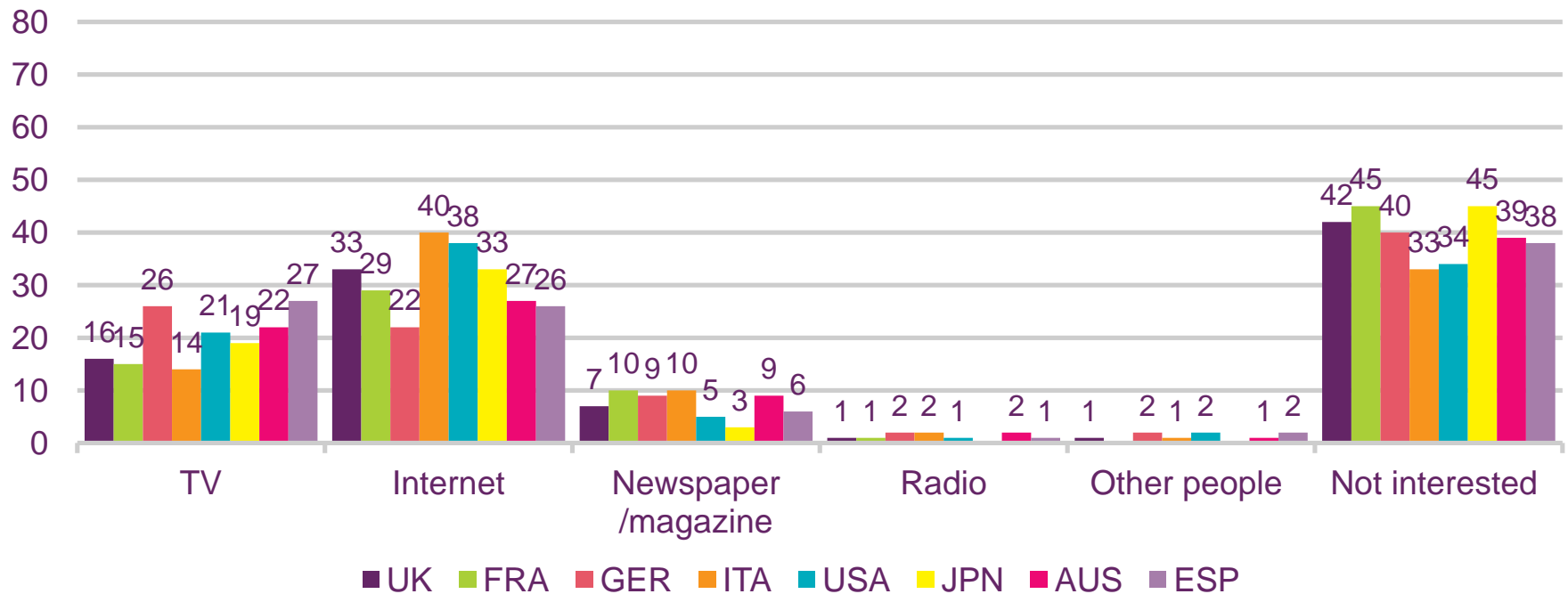
Source: Ofcom consumer research, September 2012

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

Q11: Which if any of these is your main source for the following? Sports news

Figure 1.43

Platforms used as a main source of news – celebrity news / gossip



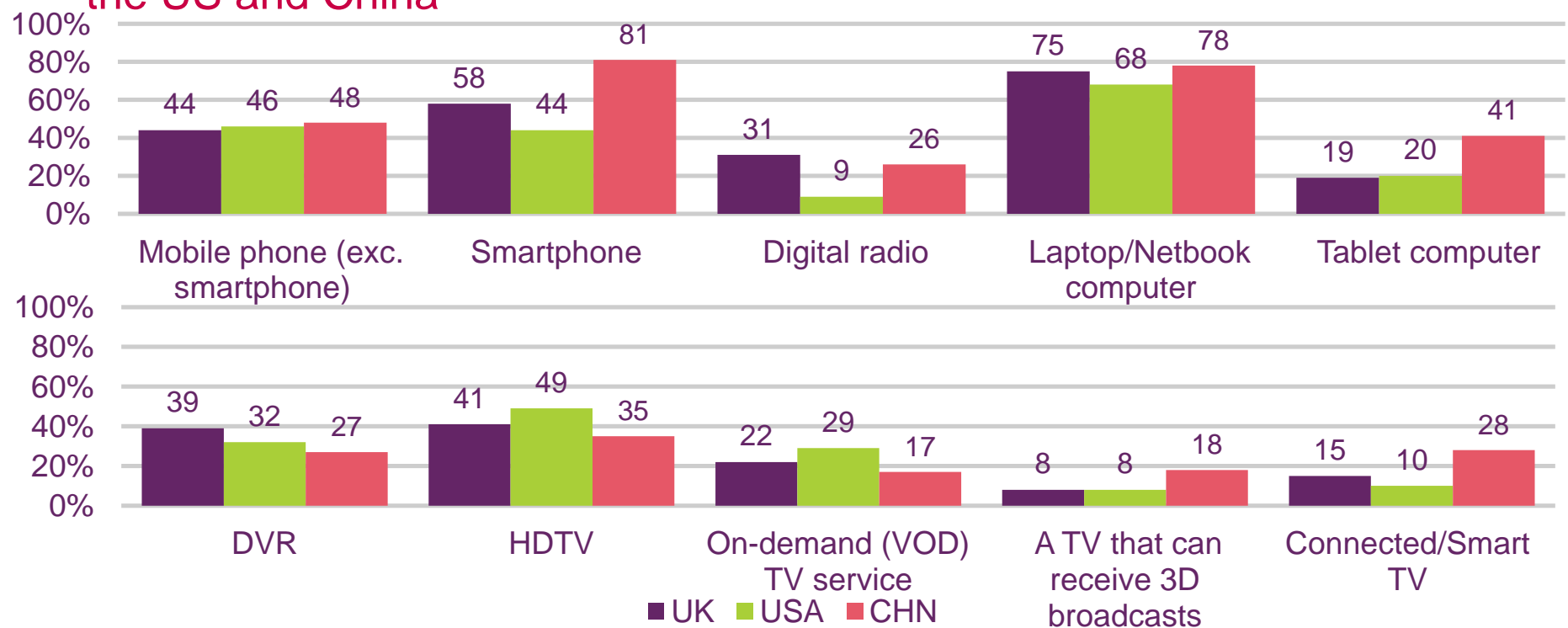
Source: Ofcom research, September 2012

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

Q11: Which if any of these is your main source for the following? Celebrity news/ gossip

Figure 1.44

Take-up of communications devices among internet owners in the UK, the US and China



Source: Ofcom consumer research, October 2012

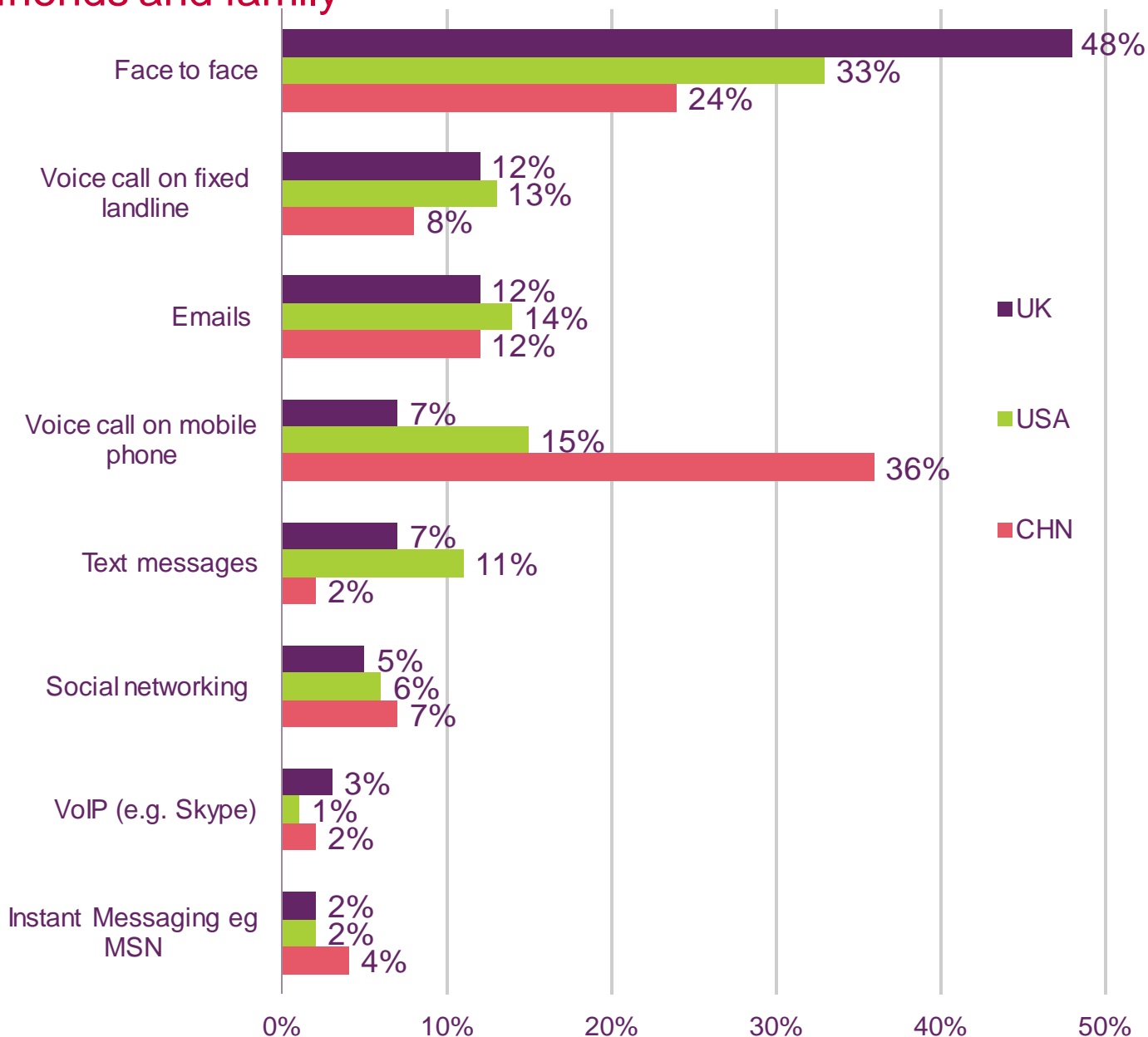
Base: All respondents UK=1065, USA=1010, CHN=1010

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

Figure 1.45



Preferred method of communication with friends and family



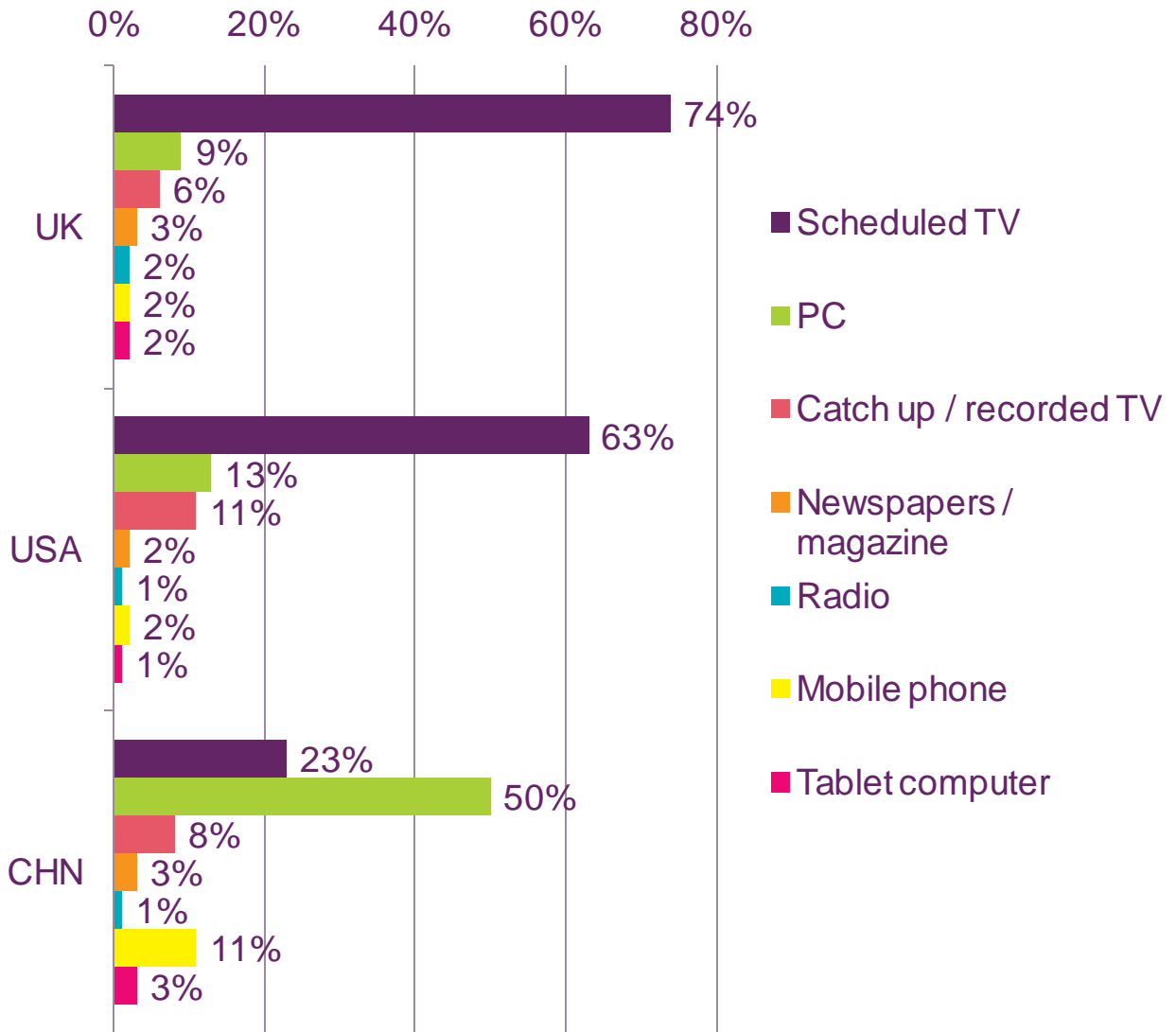
Source: Ofcom consumer research, September 2012

Base: All who make any sort of contact with: friends and family, n: UK =1059; USA= 1,004; CHN= 1,010. Q5a: If you had to pick one method of communicating with friends and family which one would it be? Note: other mentions by 2% or fewer included: post, micro blogging sites, free/paid for e-cards through a website, picture messaging

Figure 1.46
Most common means of accessing
Olympics / Paralympics coverage



Percentage of respondents



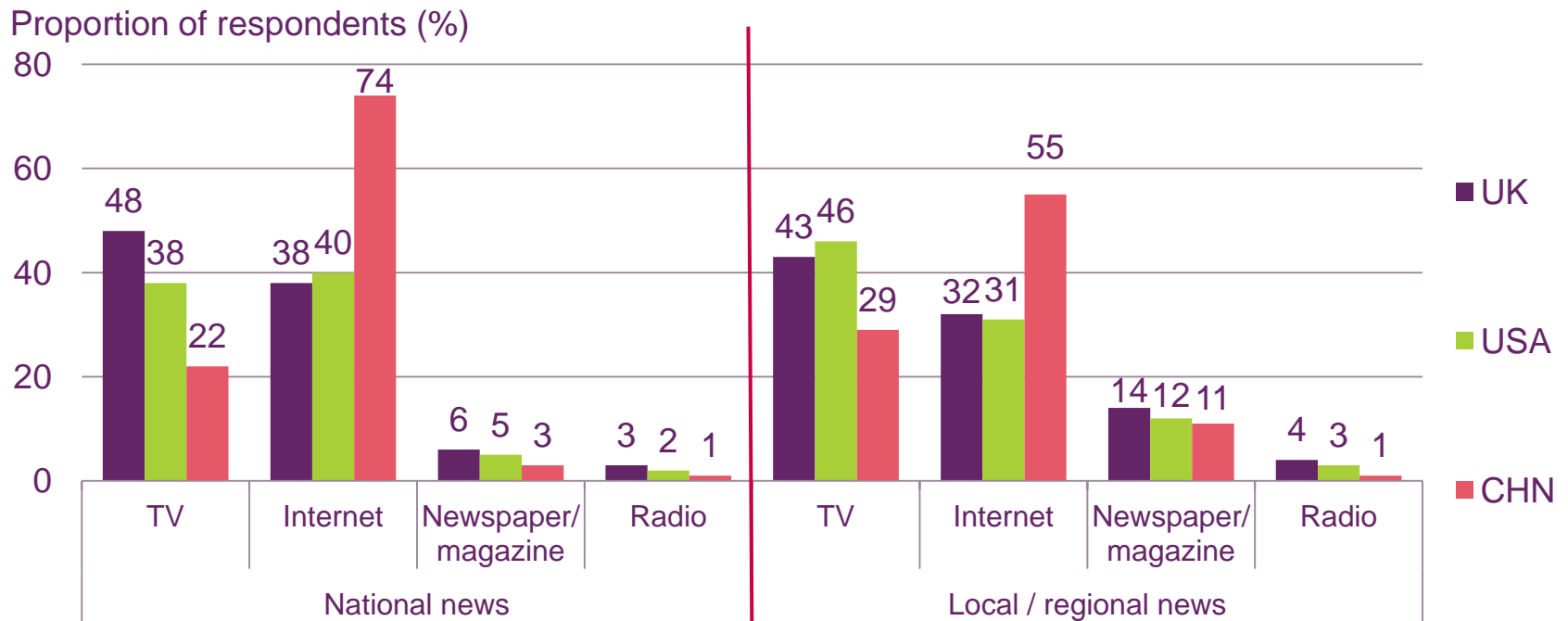
Source: Ofcom market research, September 2012

Q.G5 which one method of accessing Olympics and/or Paralympics coverage did you use the most?

Base: All respondents who watched any Olympic or Paralympic coverage (n = 7405)

Fig 1.47

Claimed main sources of news, by platform



Source: Ofcom, consumer research, September 2012

Base: All respondents, UK=1065 , USA=1010 , CHN=1010

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