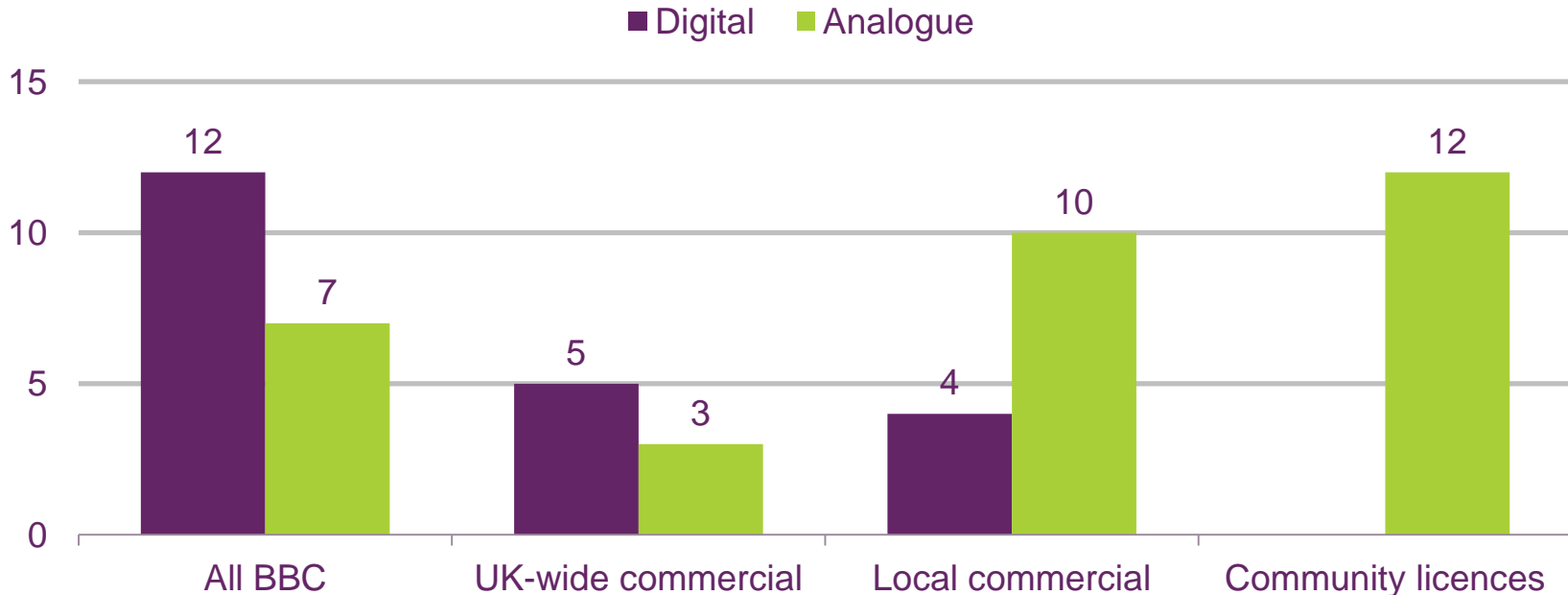


# Radio CMR Northern Ireland slide deck

# Figure 3.1 Radio station availability in Northern Ireland

## Radio station availability: Northern Ireland

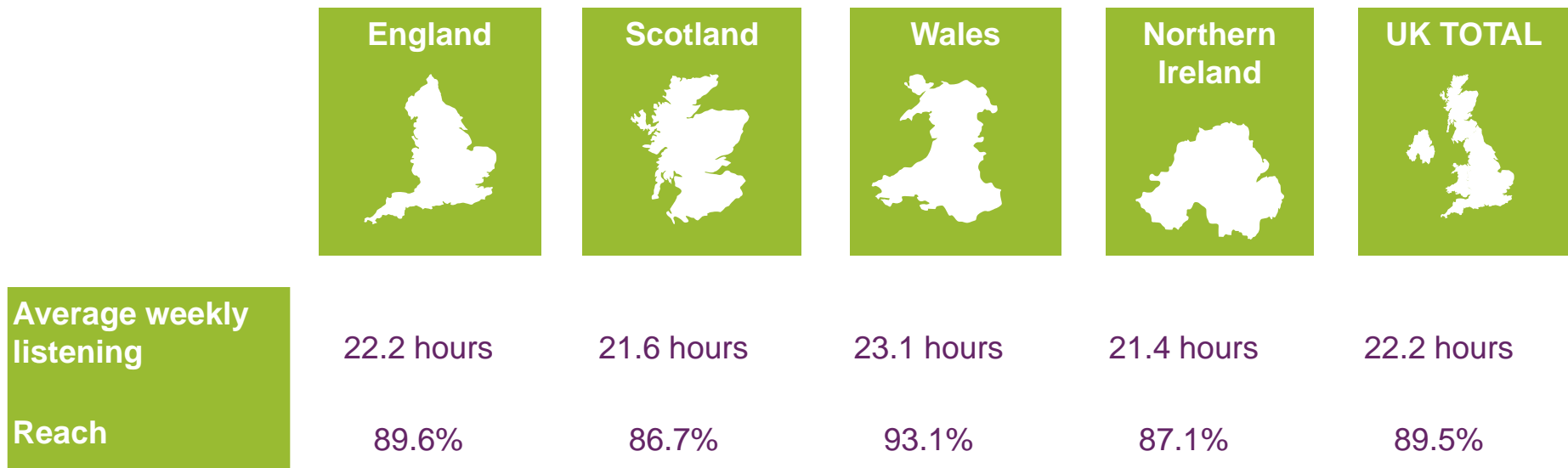


Source: Ofcom, April 2013

Note: This chart shows the maximum number of UK radio services available in Northern Ireland; local variations along with reception constraints mean that listeners may not be able to access all of these

# Figure 3.2 Weekly reach and listening hours

## Average weekly reach and listening hours: 2012

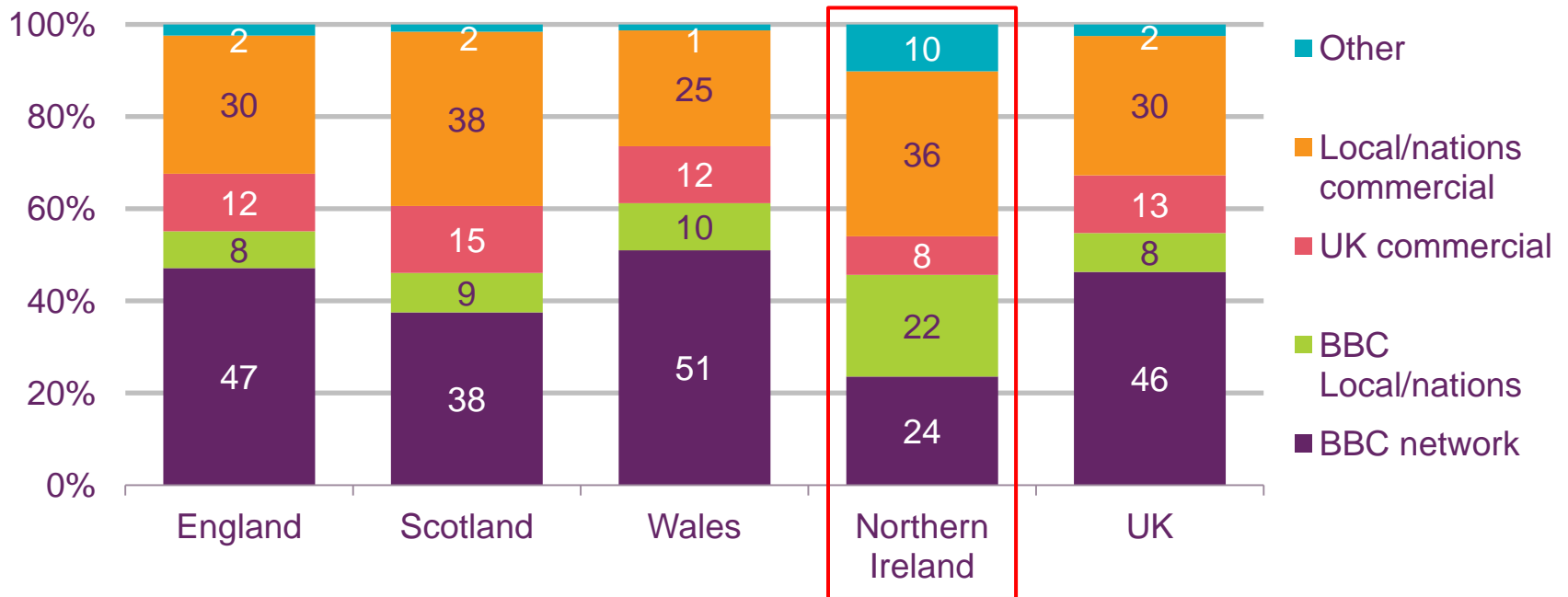


Source: RAJAR, All adults (15+), year ended Q4 2012. Reach is defined as a percentage of the area adult population who listen to a station for at least 5 minutes in the course of an average week.

# Figure 3.3 Share of listening hours, by nation: 2012

## Share of listening hours, by nation: 2012

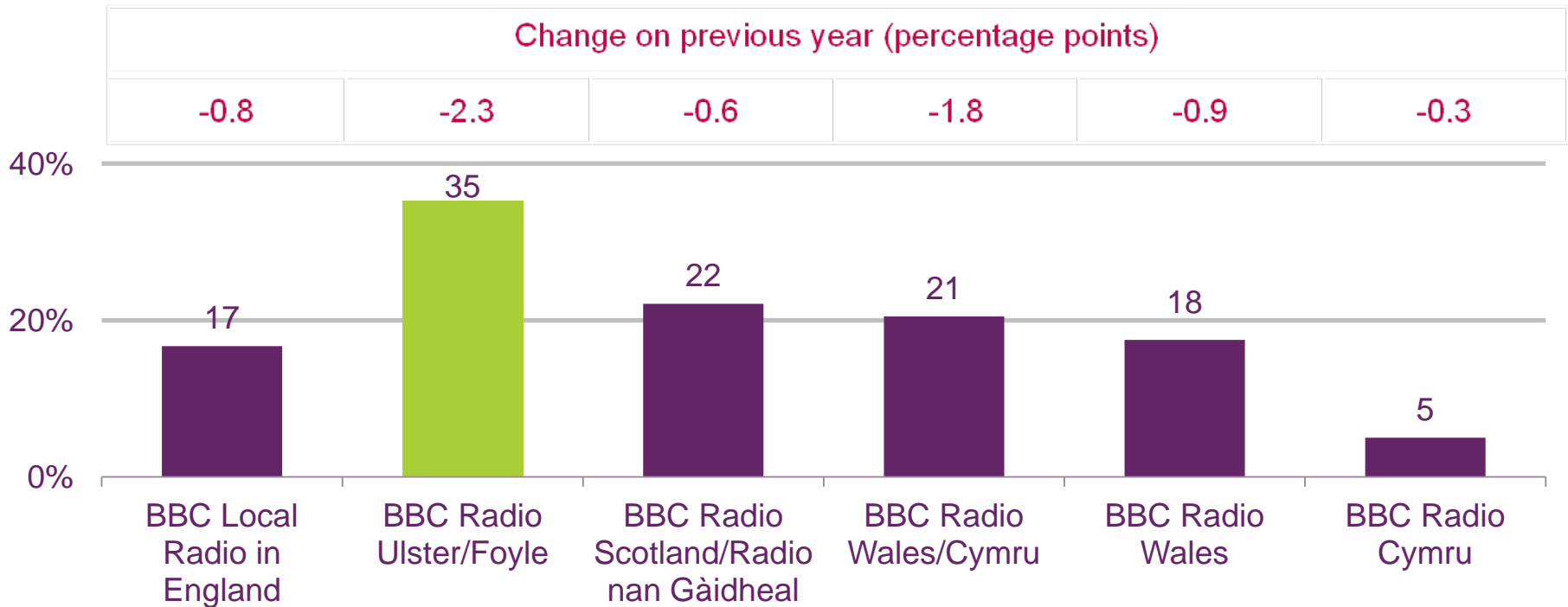
Share of listening hours



Source: RAJAR, All adults (15+), year ended Q4 2012

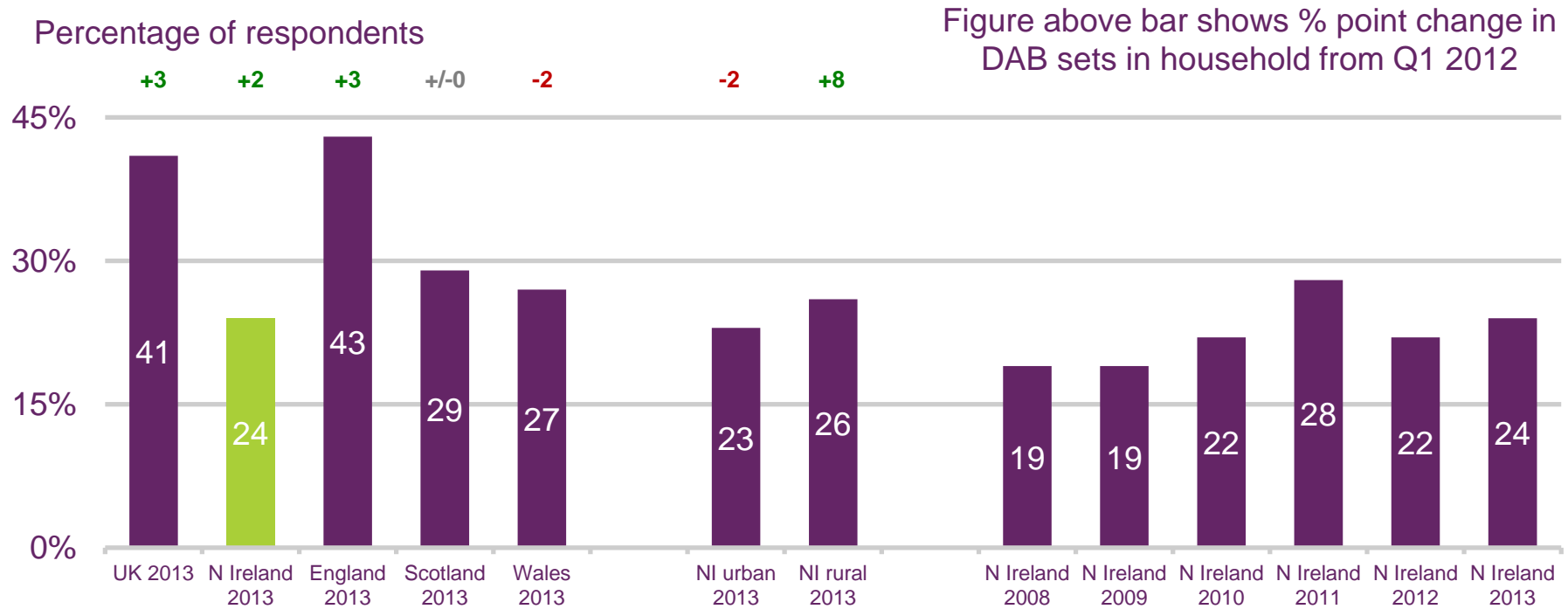
# Figure 3.4 Weekly reach for BBC nations/local services

## Weekly reach for nations/local BBC services



Source: RAJAR, All adults (15+), year ended Q4 2012

# Figure 3.5 Ownership of DAB radios among radio listeners



Q4. You said earlier that you have (NUMBER) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios?

Source: Ofcom research, Quarter 1 2013

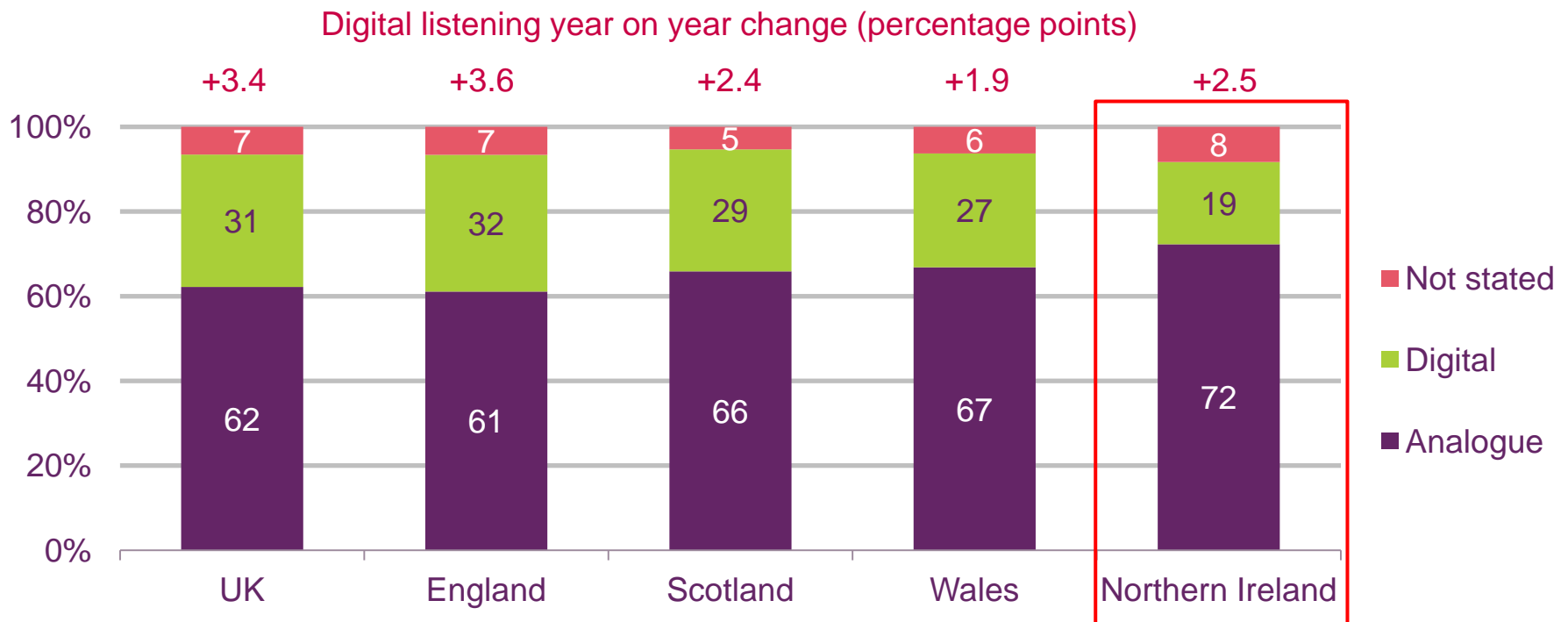
Base: Adults aged 16+ who listen to radio (n = 2910 UK, 405 Northern Ireland, 1747 England, 375 Scotland, 383 Wales, 197 Northern Ireland urban, 208 Northern Ireland rural, 539 Northern Ireland 2008, 569 Northern Ireland 2009, 653 Northern Ireland 2010, 428 Northern Ireland 2011, 404 Northern Ireland 2012, 405 Northern Ireland 2013)

Note: Remaining percentages are Don't know responses.

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.

# Figure 3.6 Share of listening hours via digital and analogue platforms: 2012

## Share of listening hours via digital and analogue platforms: 2012

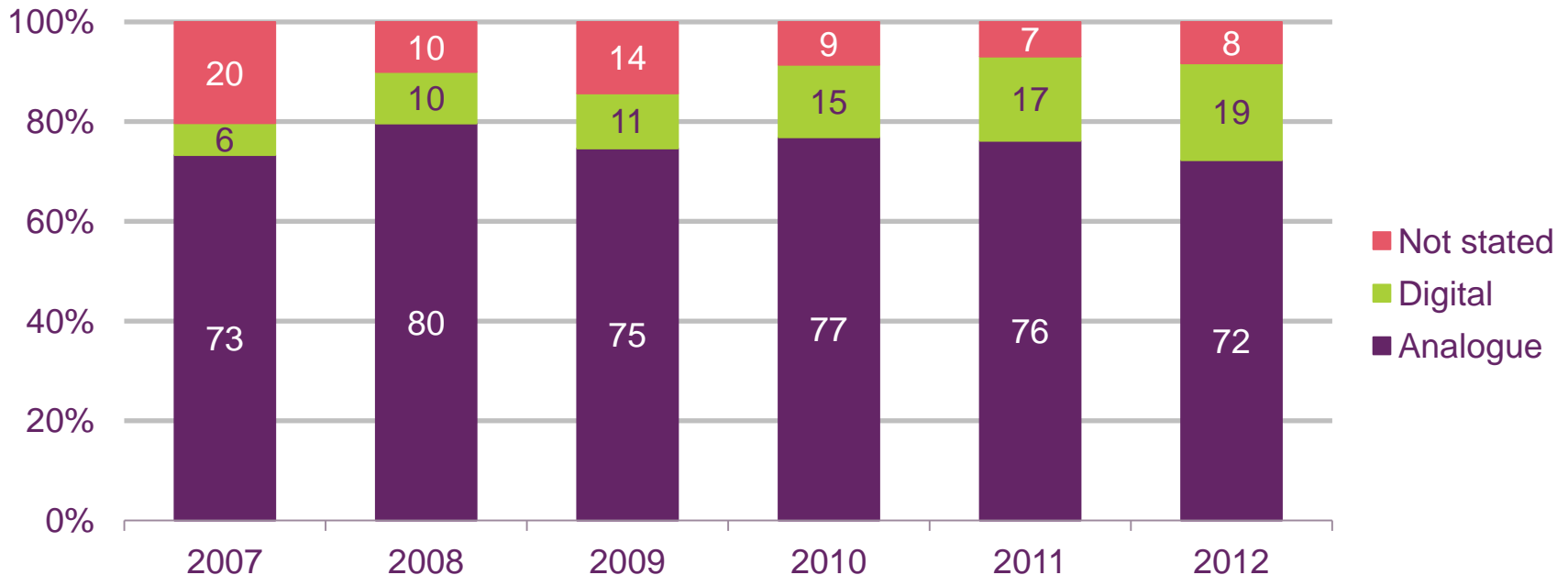


Source: RAJAR, All adults (15+), year ended Q4 2012

## Figure 3.7 Share of hours via platform

Share of listening hours via digital and analogue platforms in Northern Ireland: 2007-2012

Share of total listening hours

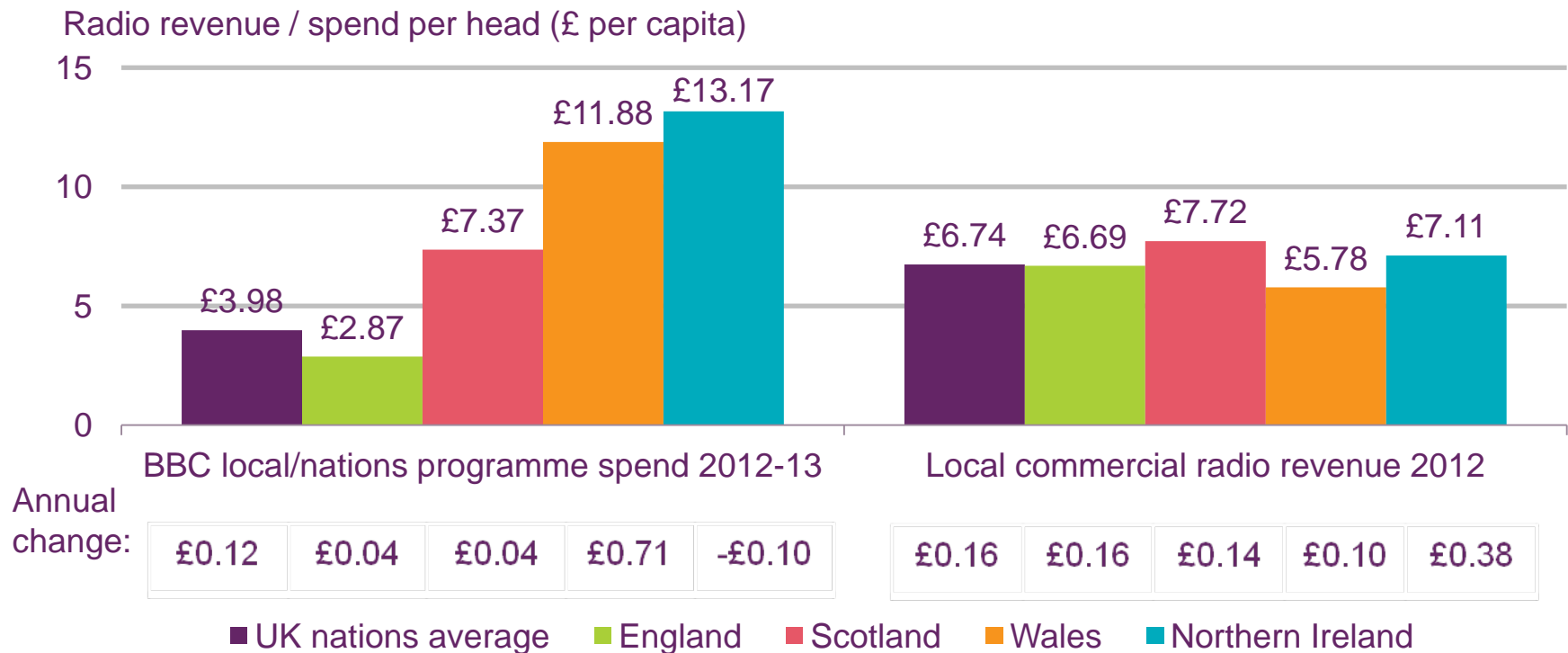


Source: RAJAR, all adults, calendar years 2007-2012



## Figure 3.8 Local/nations radio spend and revenue

### Local/nations radio spend and revenue per head of population: 2012



Source: Broadcasters

Note: The UK total shows the average for local commercial radio across the four nations and therefore excludes revenues for the UK-wide commercial stations: Classic FM, talkSPORT and Absolute.