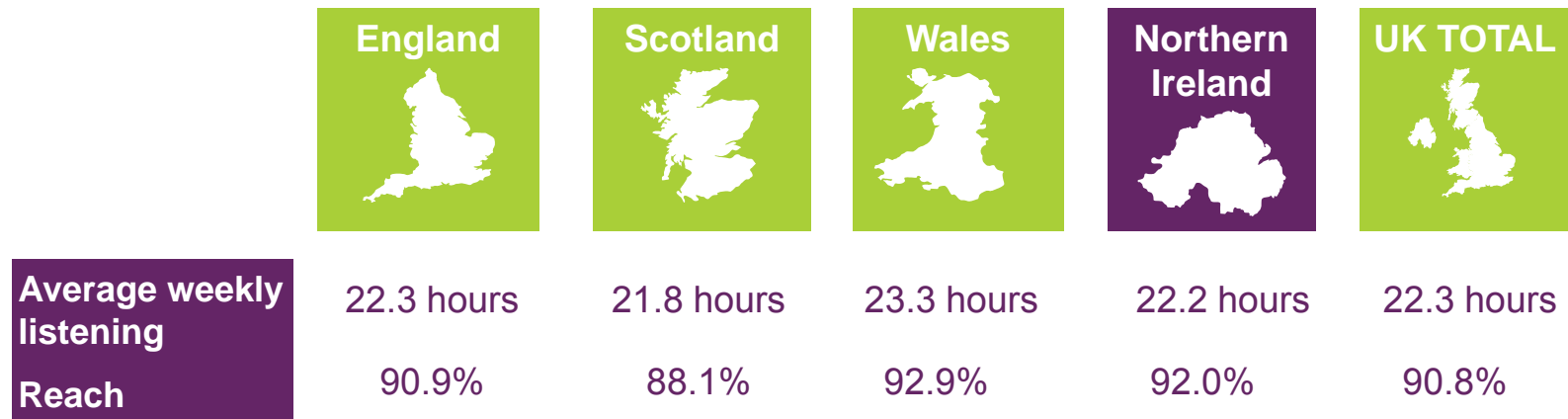


# Radio and audio content

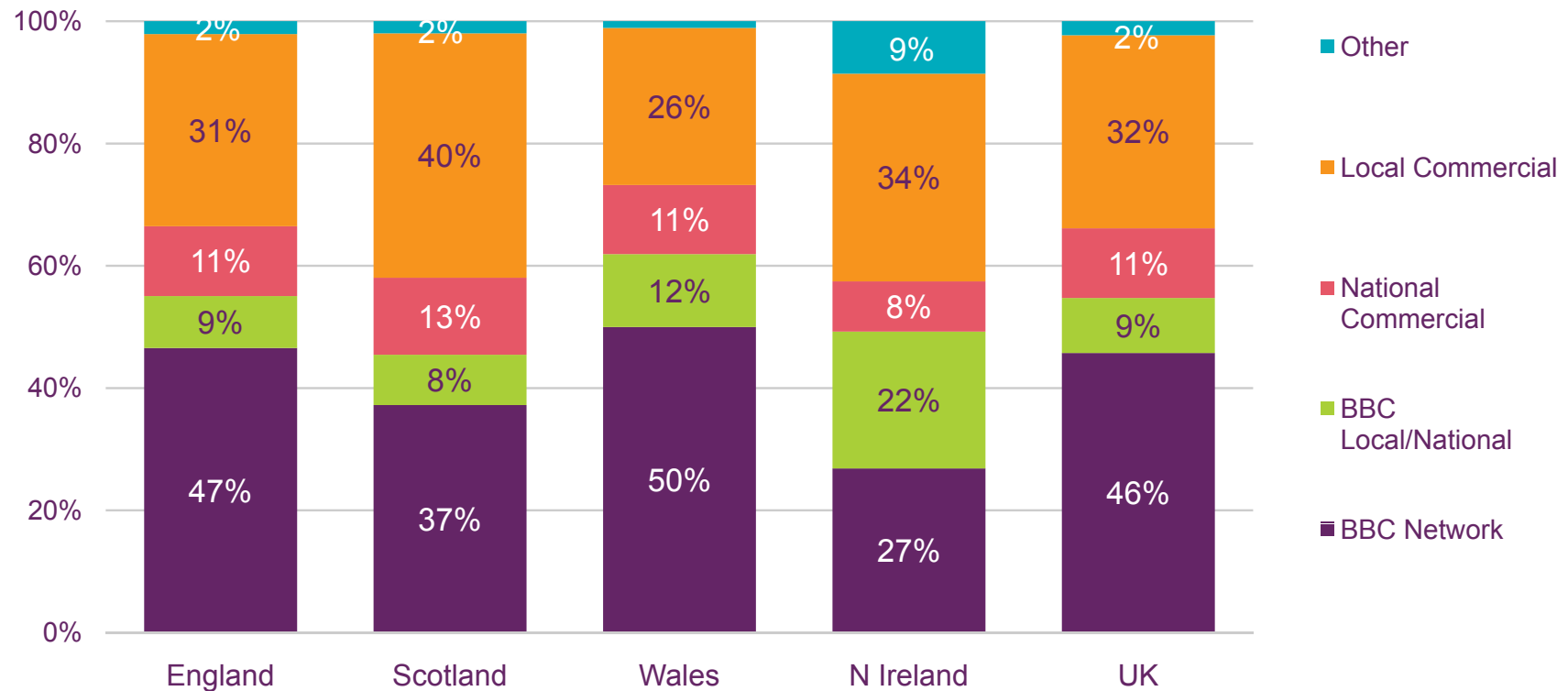
## Average weekly reach and listening hours – year to Q1 2011



Source: RAJAR, All adults (15+), year ended Q1 2011. Reach is defined as the total proportion of the respective adult population who listened to at least five consecutive minutes in the average week.

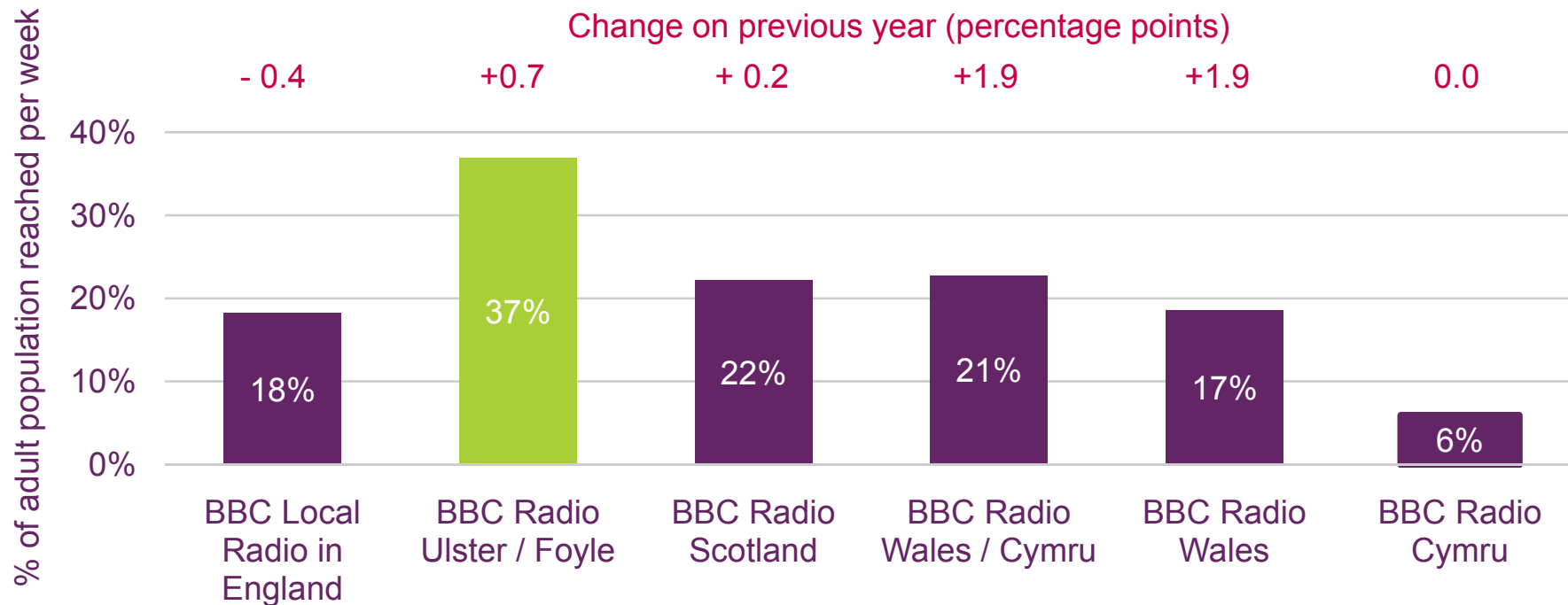
# Share of listening hours, by nation– year to Q1 2011 (Audience share for BBC and commercial stations, local /national)

Audience share for BBC and commercial stations, local/national



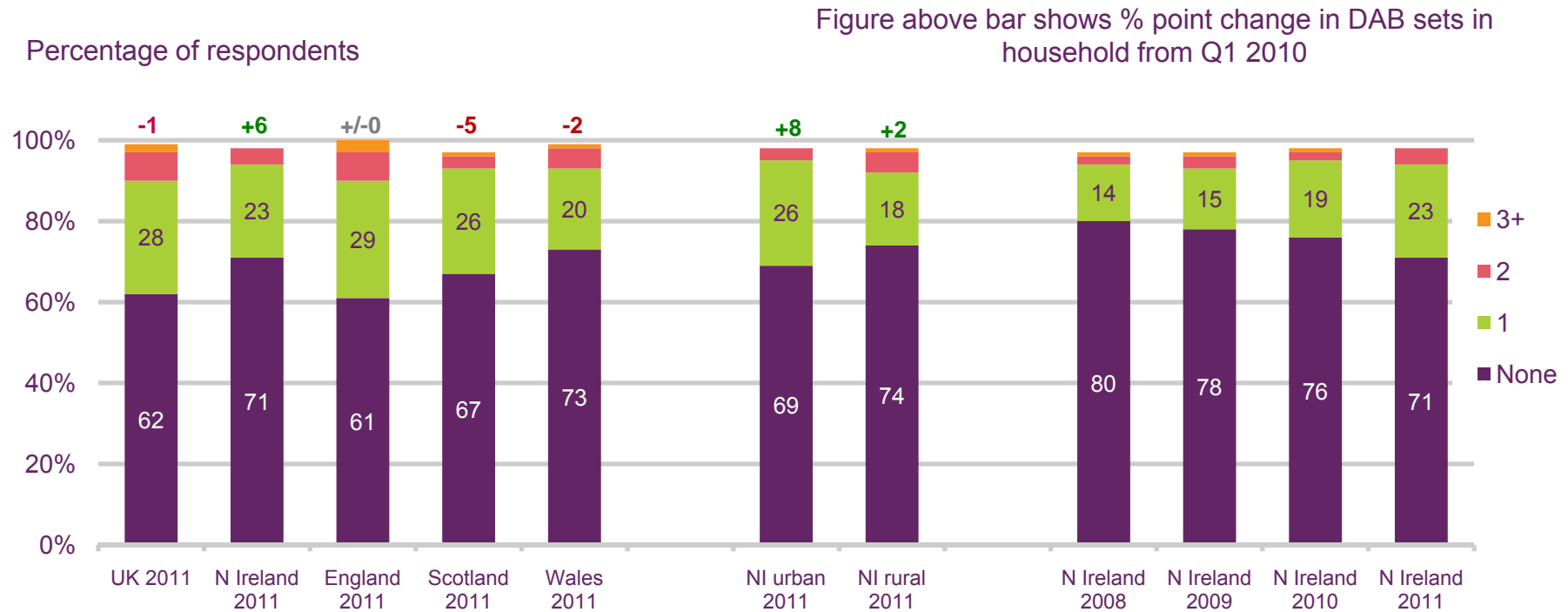
Source: RAJAR, All adults (15+), year ended Q1 2011

# Weekly reach for National/local BBC services, year to Q1 2011



Source: RAJAR, All adults (15+), year ended Q1 2011. Reach is defined as the total proportion of the adult population within each respective TSA who listened to at least five consecutive minutes in the average week.

# Ownership of DAB digital radios



<b>Own DAB</b>	<b>37%</b>	<b>28%</b>	<b>39%</b>	<b>31%</b>	<b>27%</b>	<b>30%</b>	<b>24%</b>	<b>19%</b>	<b>19%</b>	<b>22%</b>	<b>28%</b>
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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 2011

Base: Adults aged 16+ who listen to radio and have any active radio sets in the household that someone listens to in most weeks (n = 2811 UK, 428 Northern Ireland, 1629 England, 357 Scotland, 397 Wales, 212 Northern Ireland urban, 216 Northern Ireland rural, 539 Northern Ireland 2008, 569 Northern Ireland 2009, 653 Northern Ireland 2010, 428 Northern Ireland 2011)

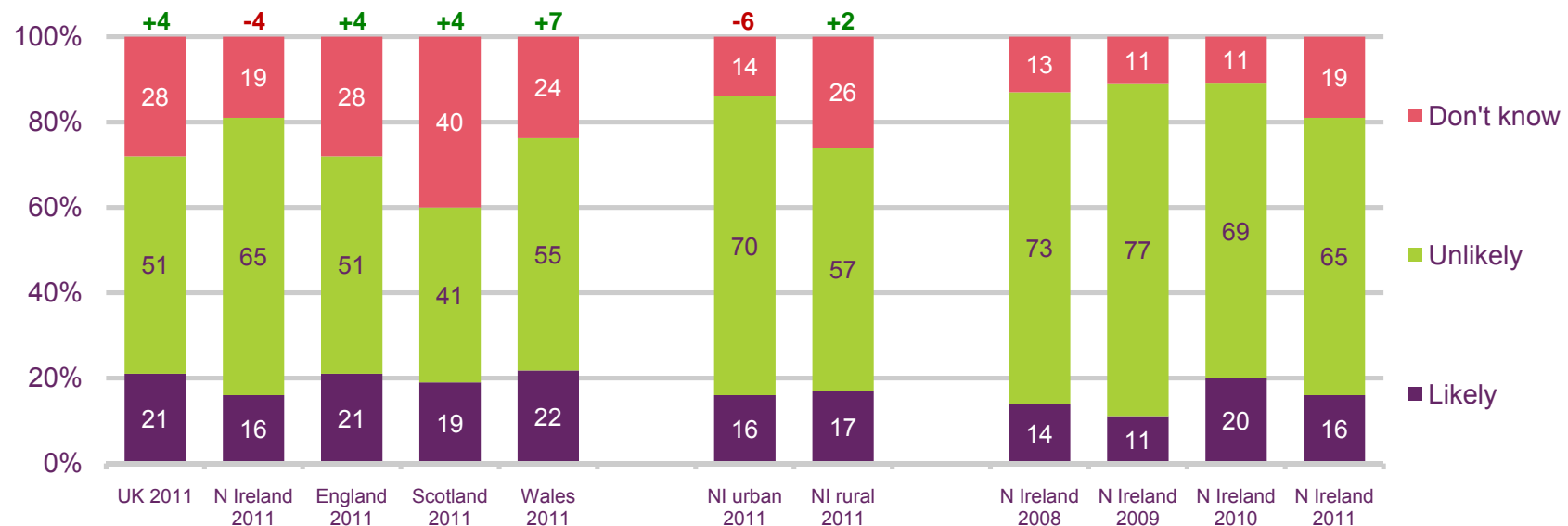
Note: Remaining percentages are Don't know responses.

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

# Likelihood of purchasing a DAB radio within the next year

Figure above bar shows % point change in likely to purchase from Q1 2010

Percentage of respondents



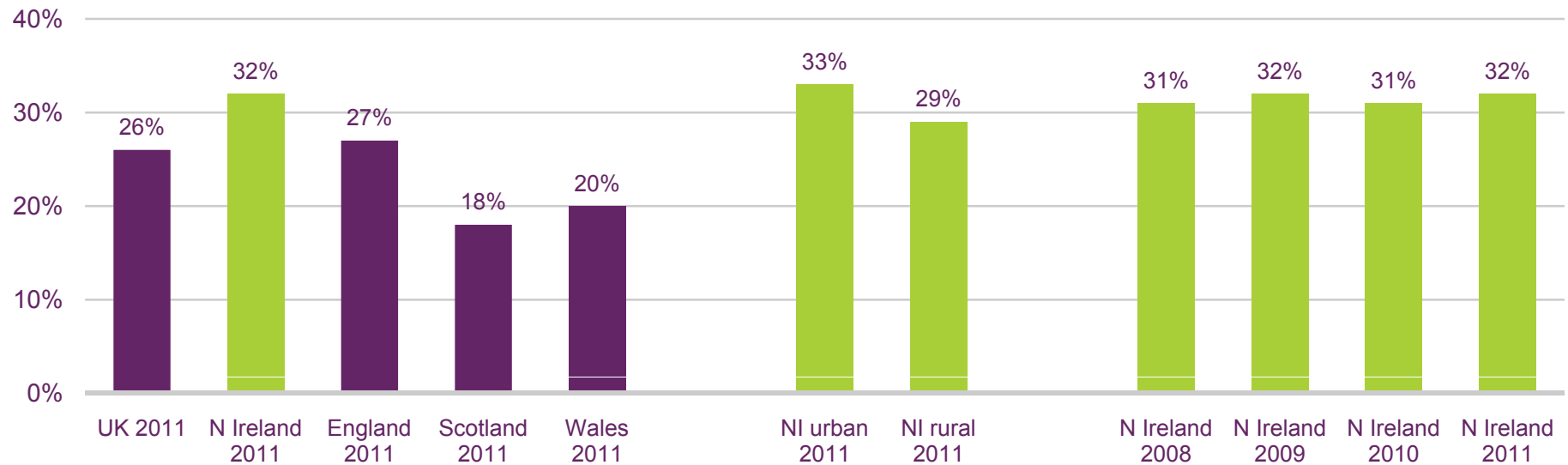
QP12: How likely is it that your household will get a DAB radio in the next 12 months?

Source: Ofcom research, Quarter 1 2011

Base: Adults aged 16+ who listen to radio and do not have a DAB set (n = 1304 UK, 238 Northern Ireland, 703 England, 156 Scotland, 207 Wales, 110 Northern Ireland urban, 128 Northern Ireland rural, 449 Northern Ireland 2008, 443 Northern Ireland 2009, 500 Northern Ireland 2010, 238 Northern Ireland 2011). NB. Data previous to 2011 is based on all who listen to radio and do not have a DAB set. Data in 2011 is based on those who listen to radio, do not have a DAB set and have any radio sets in the household that someone listens to in most weeks.

## Use of either an MP3 player or an iPod

Use of either an MP3 player or an iPod (% adults)



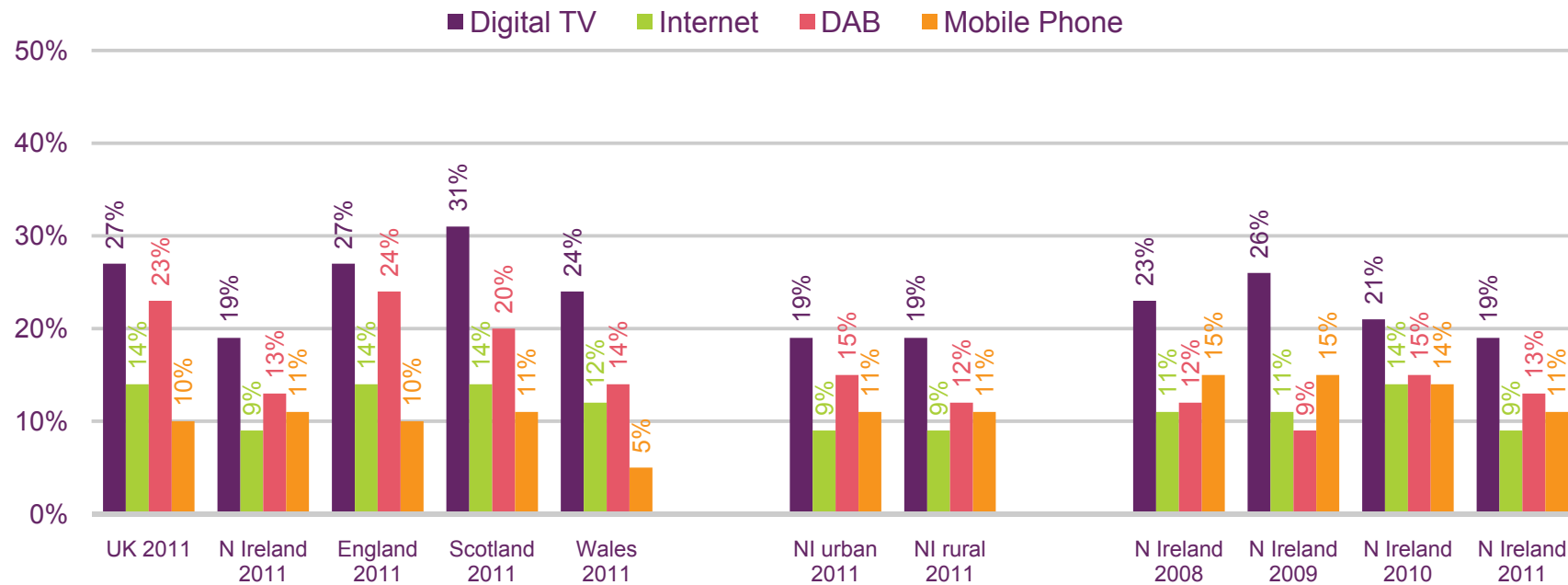
QB2. Do you personally use: MP3 player/ iPod?

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n = 3474 UK, 511 Northern Ireland, 1983 England, 487 Scotland, 493 Wales, 259 Northern Ireland urban, 252 Northern Ireland rural, 629 Northern Ireland 2008, 652 Northern Ireland 2009, 761 Northern Ireland 2010, 511 Northern Ireland 2011)

# Listening to radio via internet, DTV, mobile phone

Proportion of respondents (%) who have listened to radio via DTV, internet or mobile phone



QP11. How often, if at all, do you access the radio via – Digital radio via: TV, Internet, DAB radio, mobile phone?

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n = 3474 UK, 511 Northern Ireland, 1983 England, 487 Scotland, 493 Wales, 259 Northern Ireland urban, 252 Northern Ireland rural, 629 Northern Ireland 2008, 652 Northern Ireland 2009, 761 Northern Ireland 2010, 511 Northern Ireland 2011)



# Share of radio listening hours via digital and analogue platforms, year to Q1 2011

Digital increase

year on year +1.0

+1.0

+2.0

+2.0

+ 1.0

% listening hours

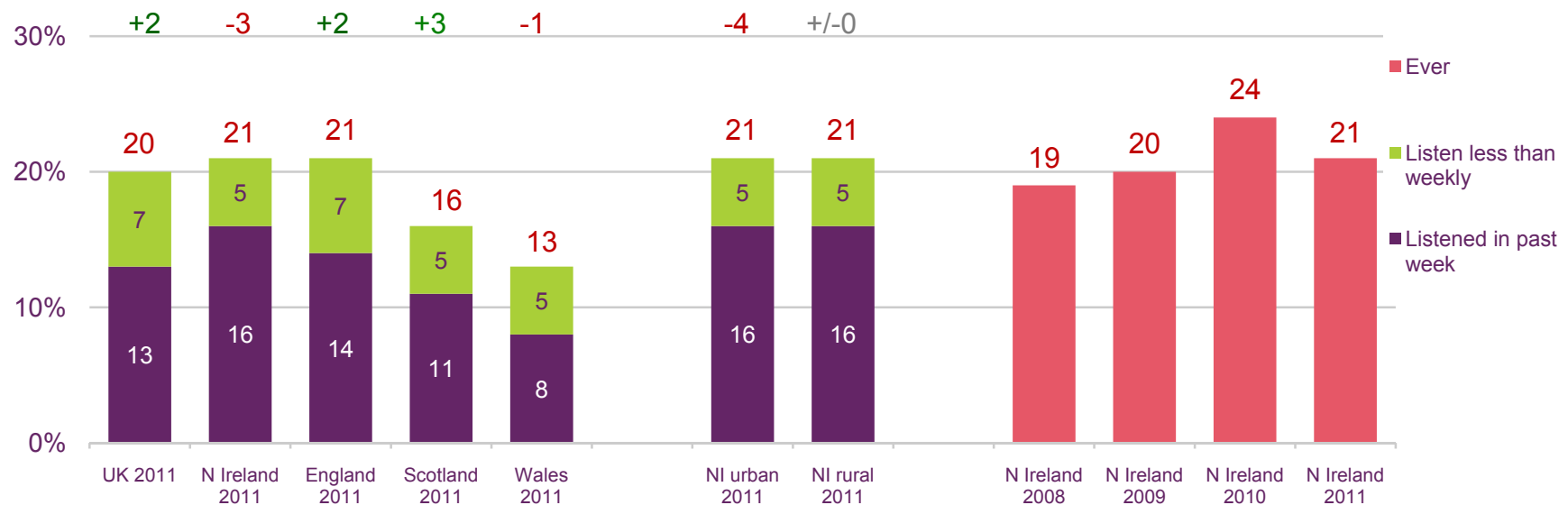


Source: RAJAR, All adults (15+), year ended Q1 2011.

# Listening to audio content on mobile phone

Proportion of respondents (%) who have used their mobile to listen to audio content

Figure above bar shows % point change in listening to audio content from Q1 2010

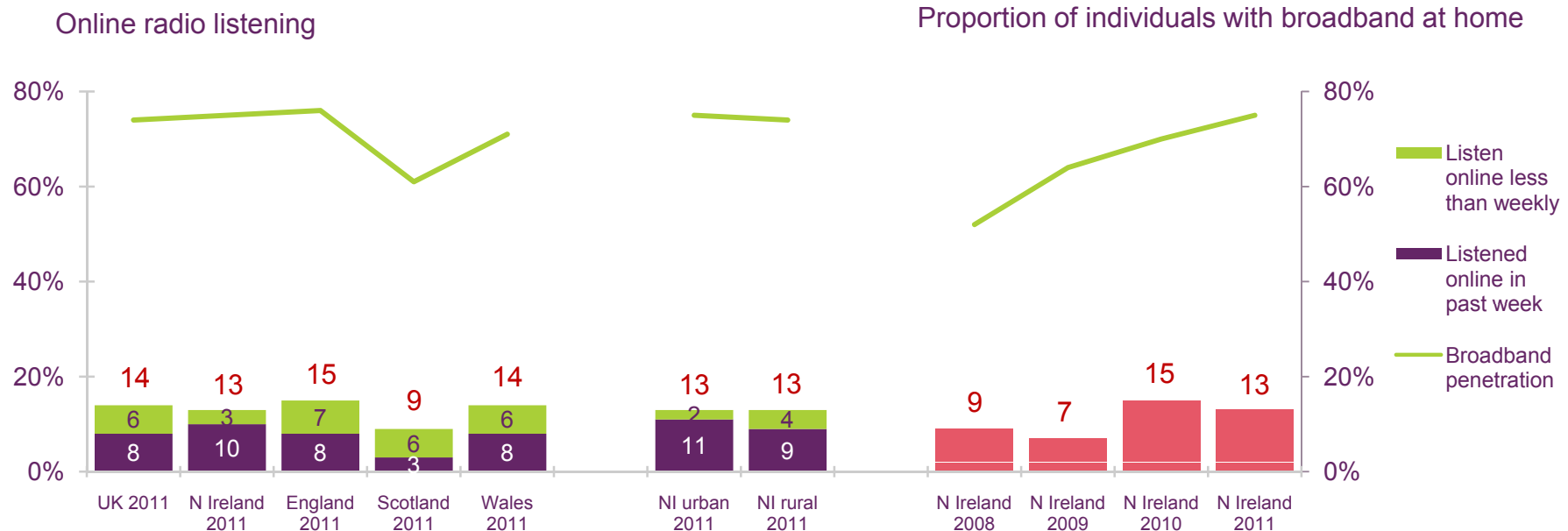


QD28A-B. Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ And, which of these activities have you used your mobile for in the last week? (NB Data for use in the last week not available for 2008 or 2009. Trend data shows the proportion ever making this use)

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n = 3474 UK, 511 Northern Ireland, 1983 England, 487 Scotland, 493 Wales, 259 Northern Ireland urban, 252 Northern Ireland rural, 629 Northern Ireland 2008, 652 Northern Ireland 2009, 761 Northern Ireland 2010, 511 Northern Ireland 2011)

# Proportion of adults living in a household that has used the internet to listen to radio



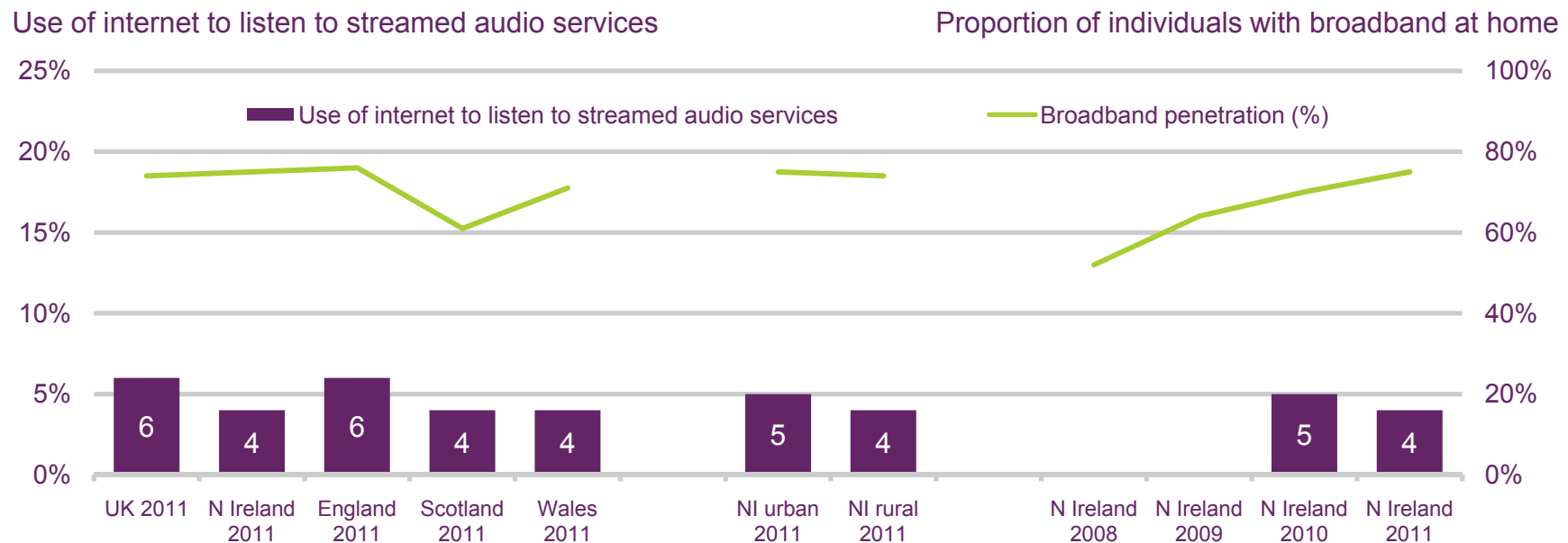
QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?/ And, which, if any, of these activities have you or members of your household used the internet for in the last week? (NB Data for use in the last week not available for 2008 or 2009. Trend data shows the proportion ever making this use)

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n = 3474 UK, 511 Northern Ireland, 1983 England, 487 Scotland, 493 Wales, 259 Northern Ireland urban, 252 Northern Ireland rural, 629 Northern Ireland 2008, 652 Northern Ireland 2009, 761 Northern Ireland 2010, 511 Northern Ireland 2011)

Base: All adults aged 16+ (n = 3474 UK, 511 Northern Ireland, 1983 England, 487 Scotland, 493 Wales, 259 Northern Ireland urban, 252 Northern Ireland rural, 629 Northern Ireland 2008, 652 Northern Ireland 2009, 761 Northern Ireland 2010, 511 Northern Ireland 2011)

# Use of internet for listening to streamed audio services

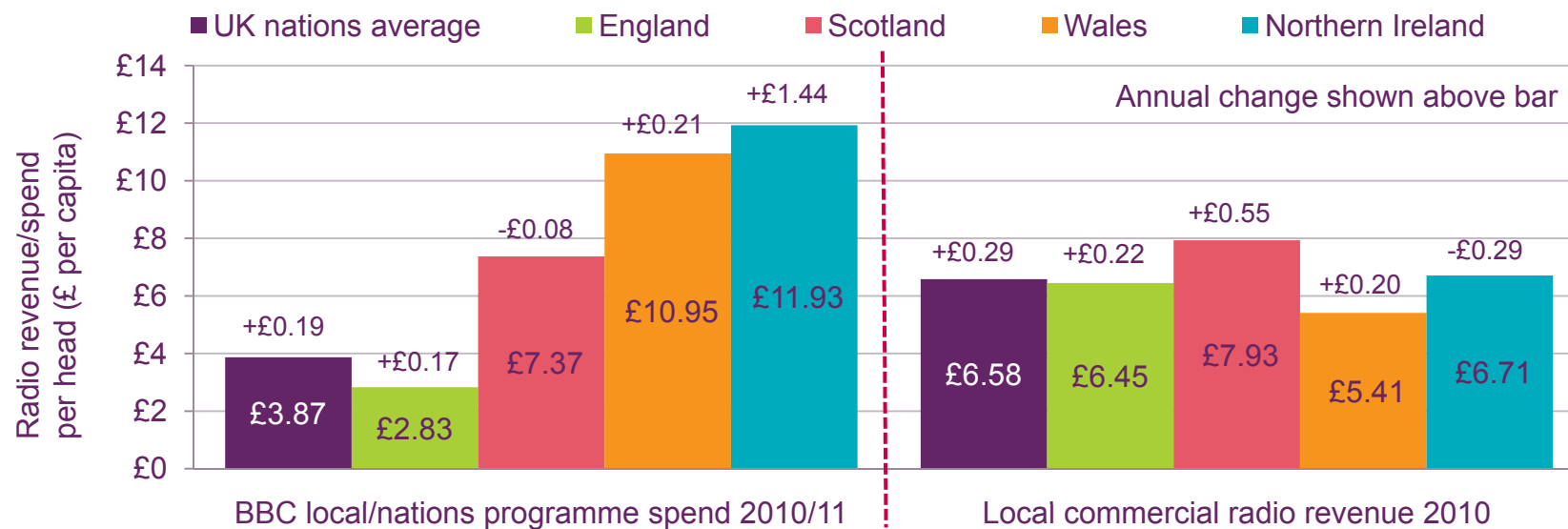


QE5A. Which, if any, of these do you or members of your household use the internet for whilst at home? (NB Not asked in 2008 or 2009)

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n = 3474 UK, 511 Northern Ireland, 1983 England, 487 Scotland, 493 Wales, 259 Northern Ireland urban, 252 Northern Ireland rural, 629 Northern Ireland 2008, 652 Northern Ireland 2009, 761 Northern Ireland 2010, 511 Northern Ireland 2011)

## Local/nations radio spend and revenue per head of population 2010/11



Source: Broadcasters, 2010

Note: The UK commercial revenue 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. These figures supersede all others and are not directly comparable with historical data.

## Northern Ireland community radio awards

Community station	Location	On-air date
Aldergrove & Antrim FM	Aldergrove	05-Mar-08
Ballykinler FM	Ballykinler, County Down	05-Mar-08
BFBS Lisburn	Lisburn	08-May-06
Blast 106	Belfast	08-Jul-09
Down FM	Downpatrick, County Down	30-Mar-06
Drive 105	Derry/Londonderry	27-Jan-09
Hollywood FM	Hollywood, County Down	05-Mar-08
IÚR-fm	Newry	10-Oct-07
Lisburn City Radio	Lisburn, County Antrim	? June-11
Raidió Fáilte	Belfast	15-Sep-06
Shine FM	Banbridge, County Down	02-Jun-07
XLFM	Bangor	

Source: Ofcom, July 2010