DRAFT

ICMR 2012: Radio and Audio

Steven Cape

Fig. 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

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

Fig. 4.2

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

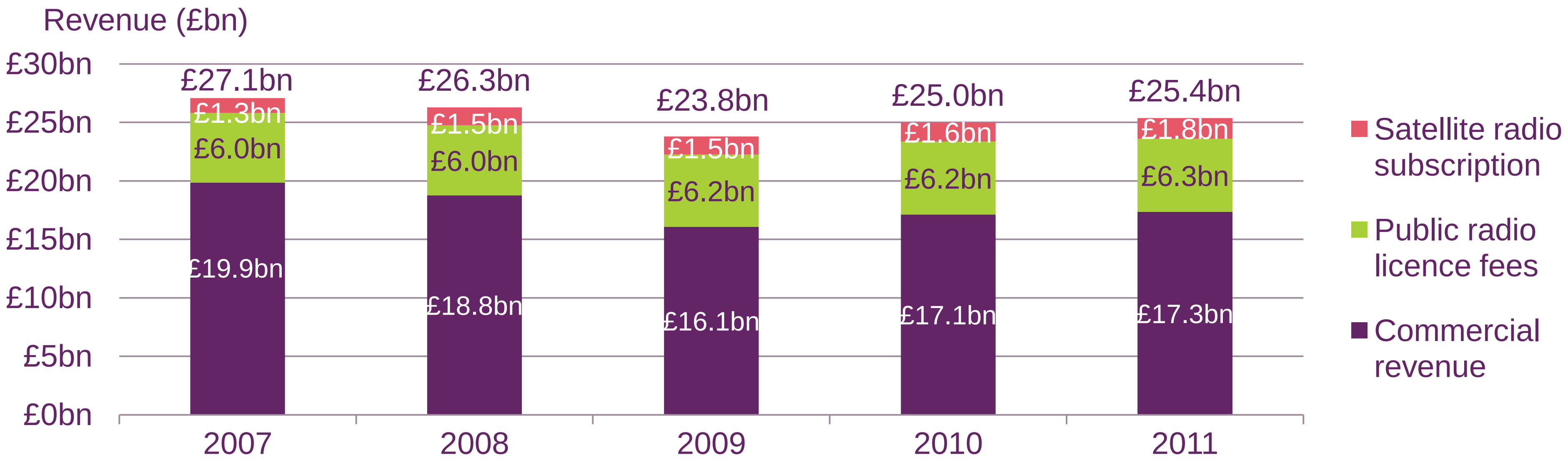

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Fig. 4.3

Changes in radio revenue by country between 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.

Fig. 4.4

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

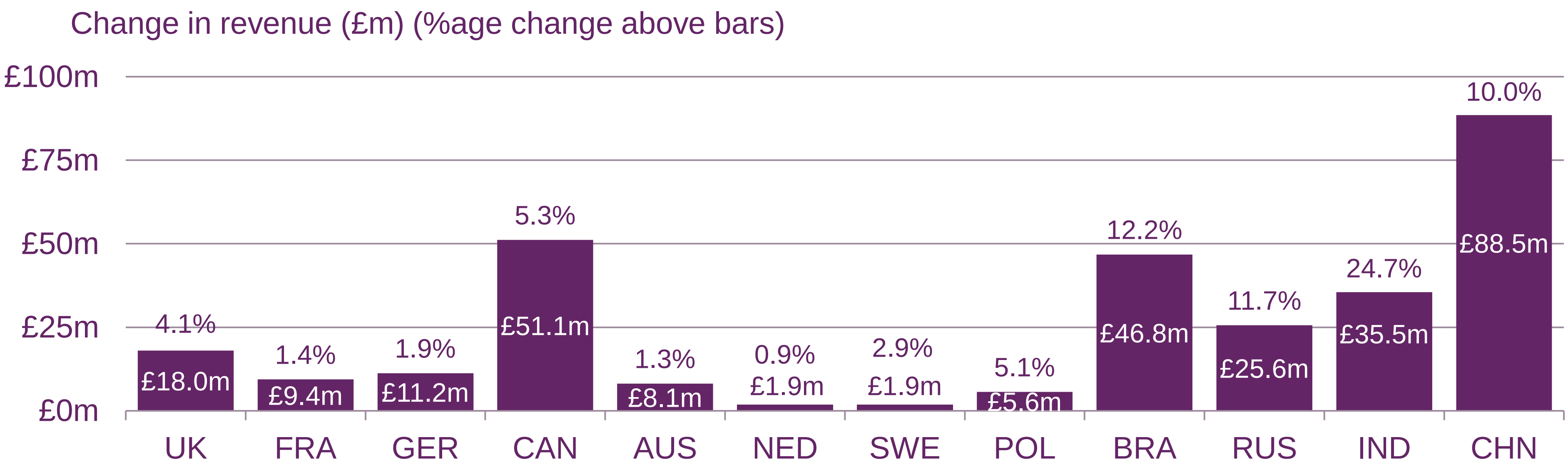

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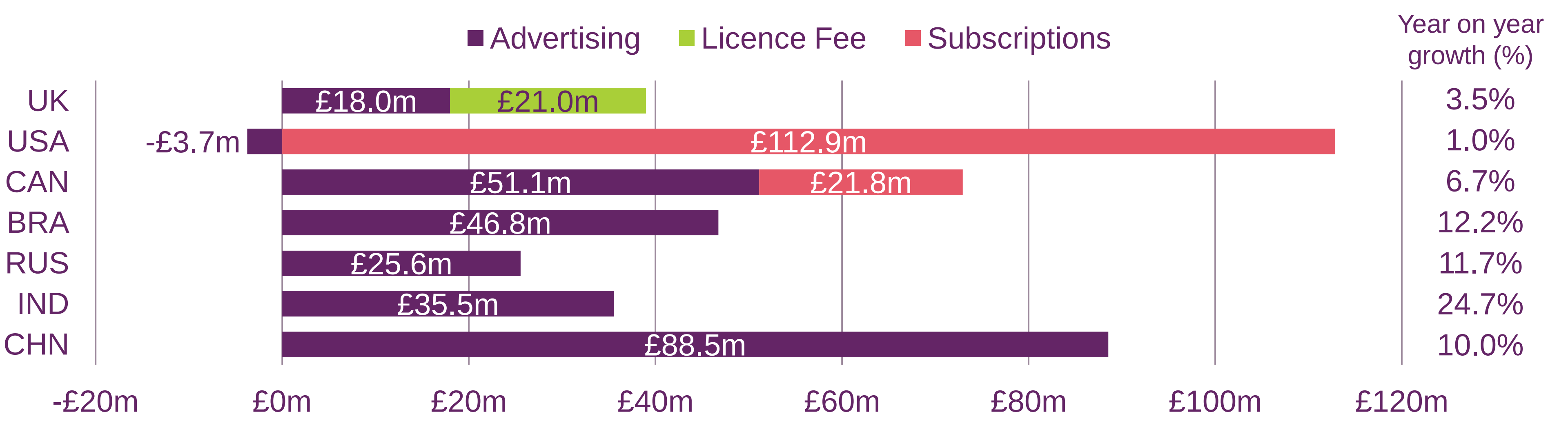
Fig. 4.5

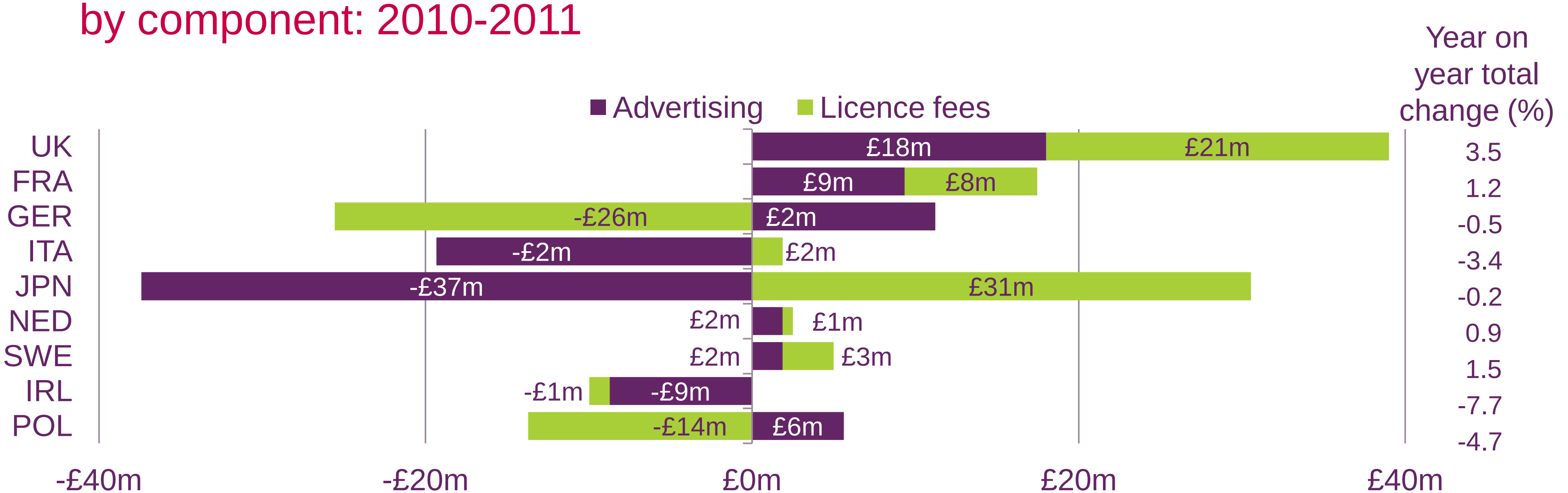
The most substantial changes in radio revenue, by component: 2010-2011



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.

Fig. 4.6

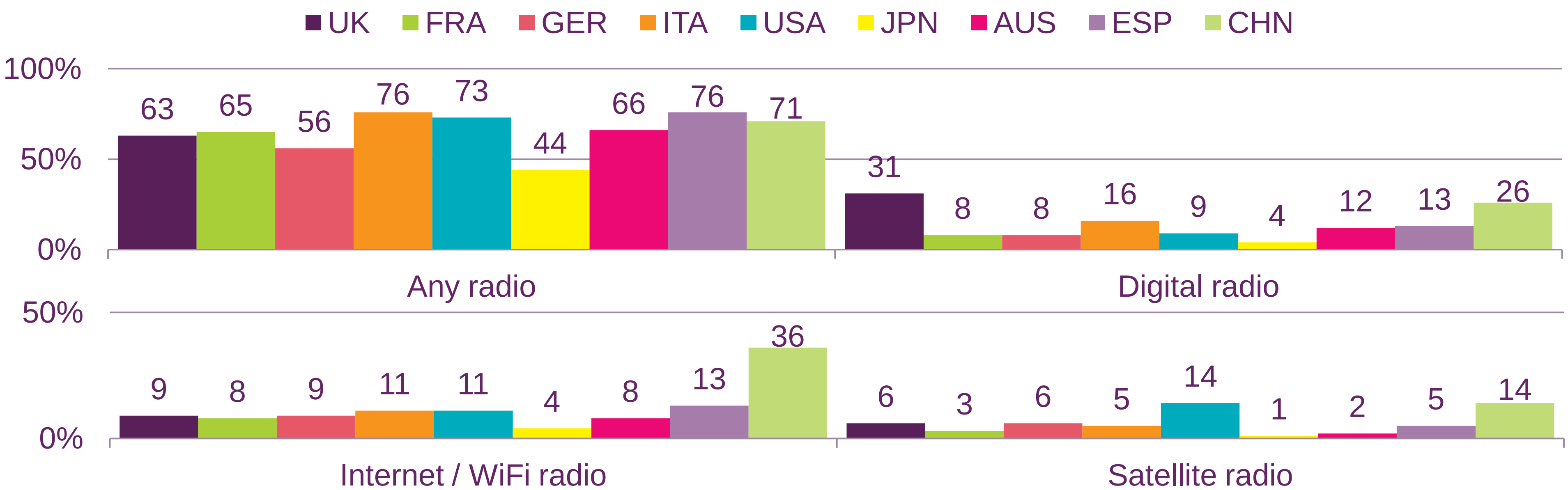
Changes in radio revenue among comparator countries with licence fees, by component: 2010-2011



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.

Fig. 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 where this is not the device's primary function.

Fig. 4.8

DAB/DAB+/DMB digital radio 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, state that 2,055 stations across the US are broadcasting 3,458 services on HD radio.
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.

Fig. 4.9

Global industry revenues: 2007-2011

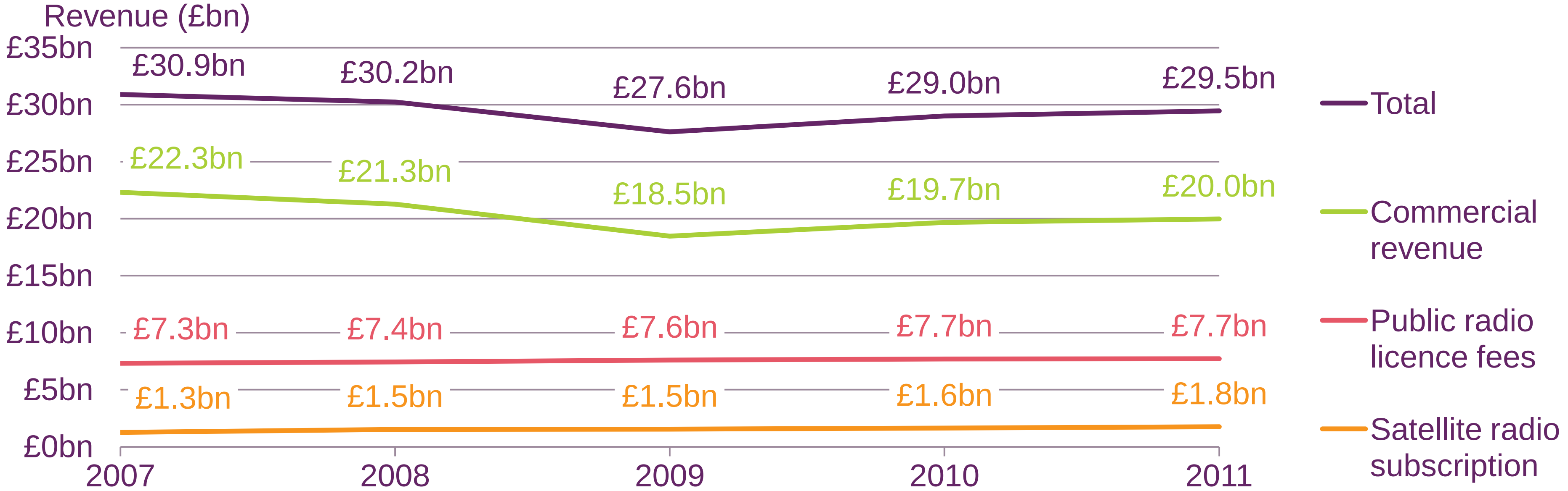


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Fig. 4.10

Radio industry revenues: 2011

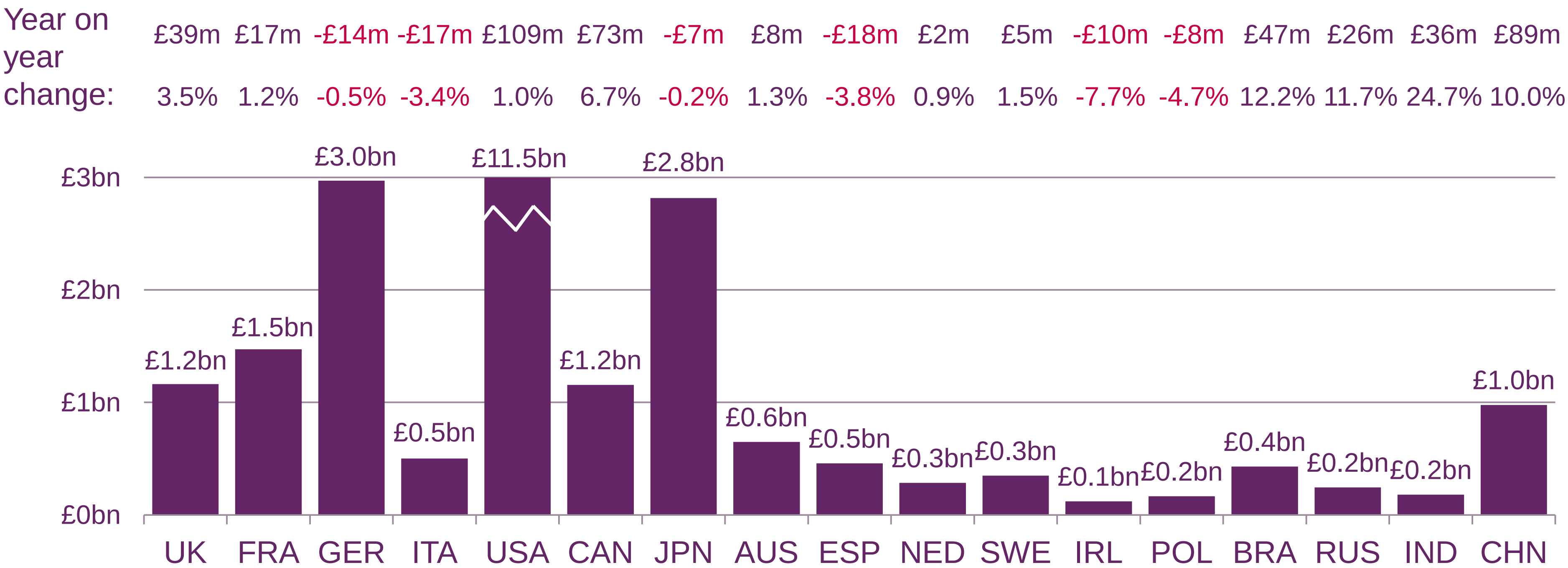

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Fig. 4.11

Radio industry average annual growth: 2010-2011

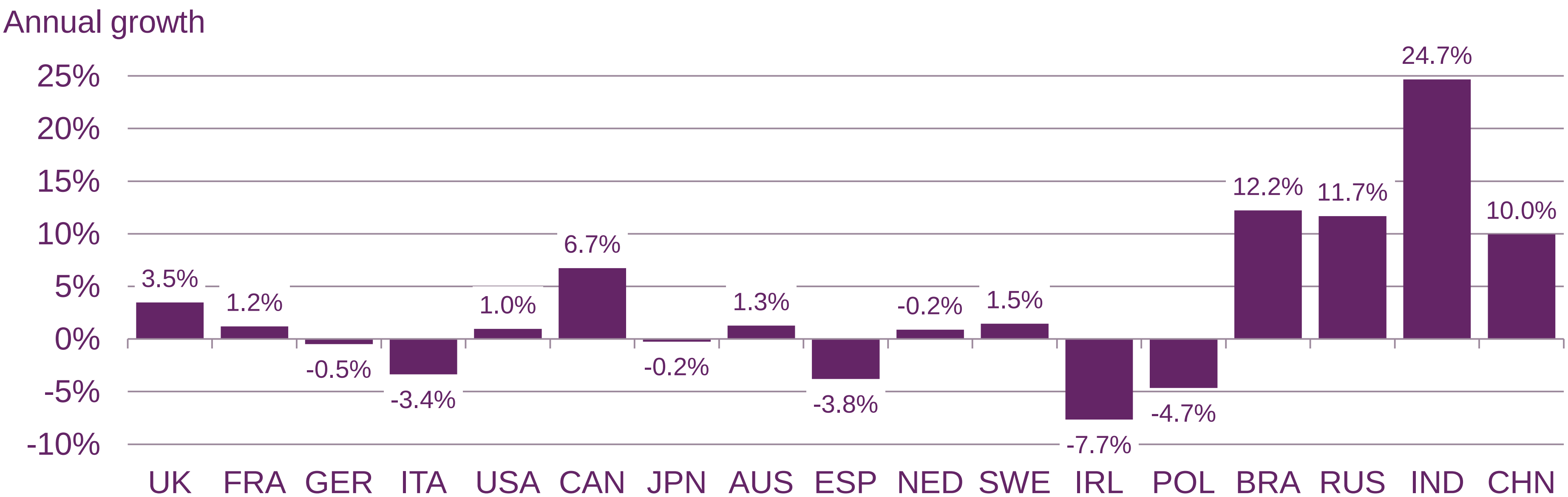

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Fig. 4.12

Proportion of radio revenue, by source

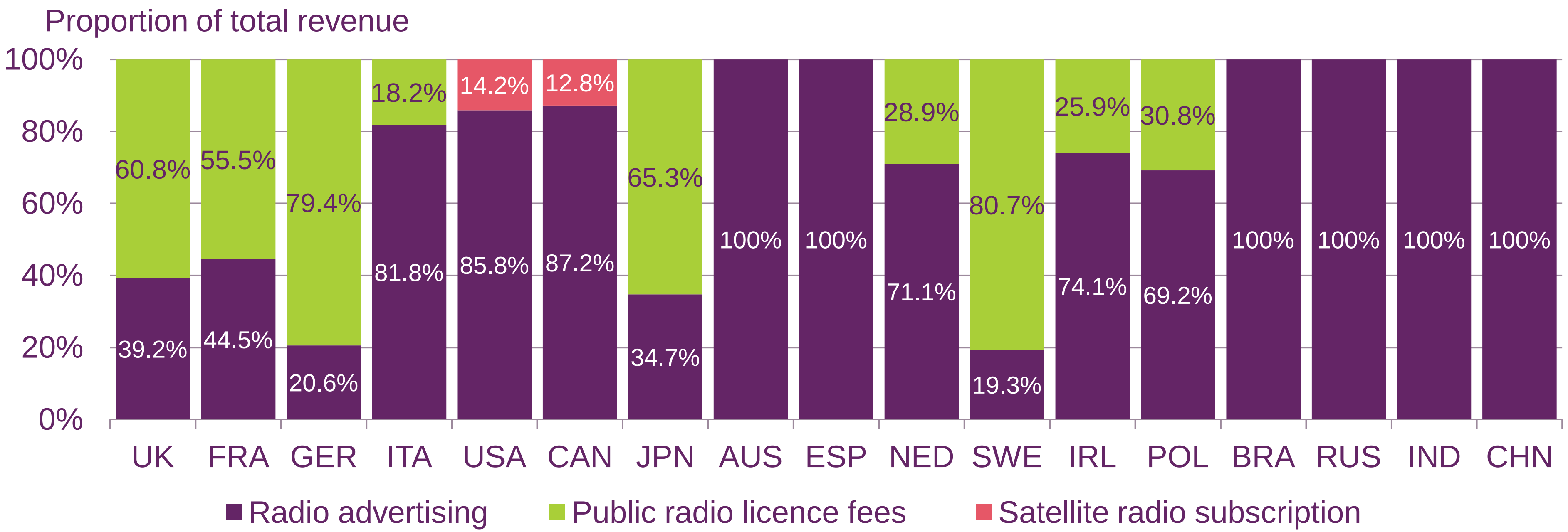

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Fig. 4.13

Radio industry revenues, per head of population: 2011

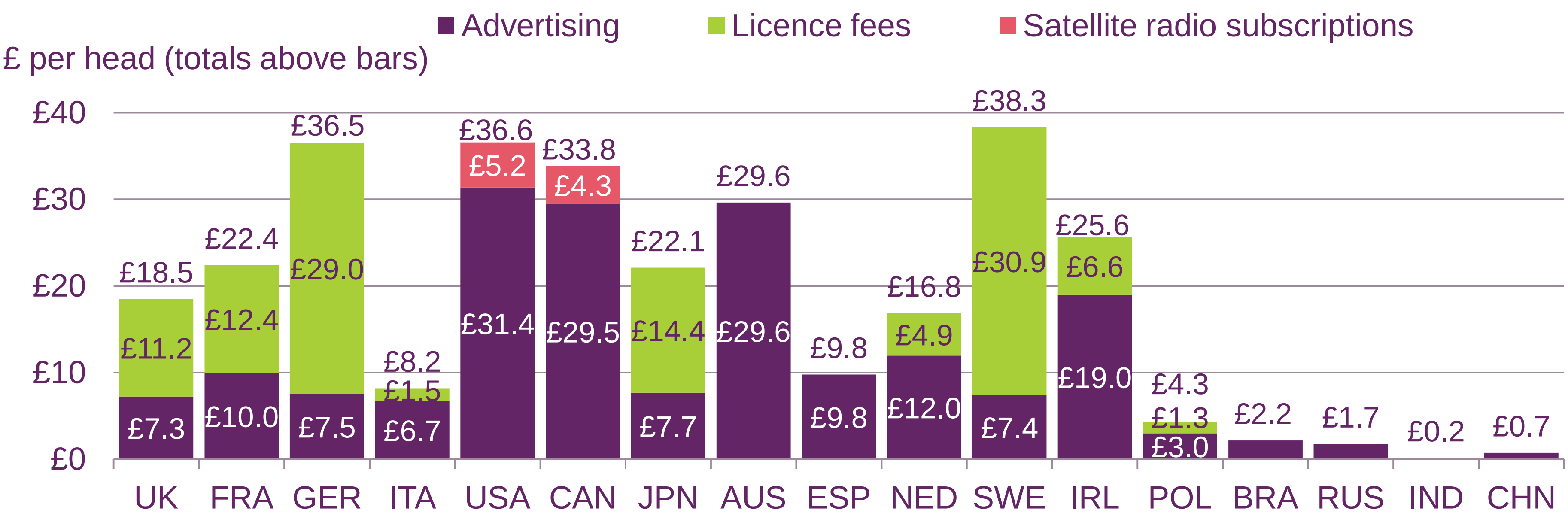

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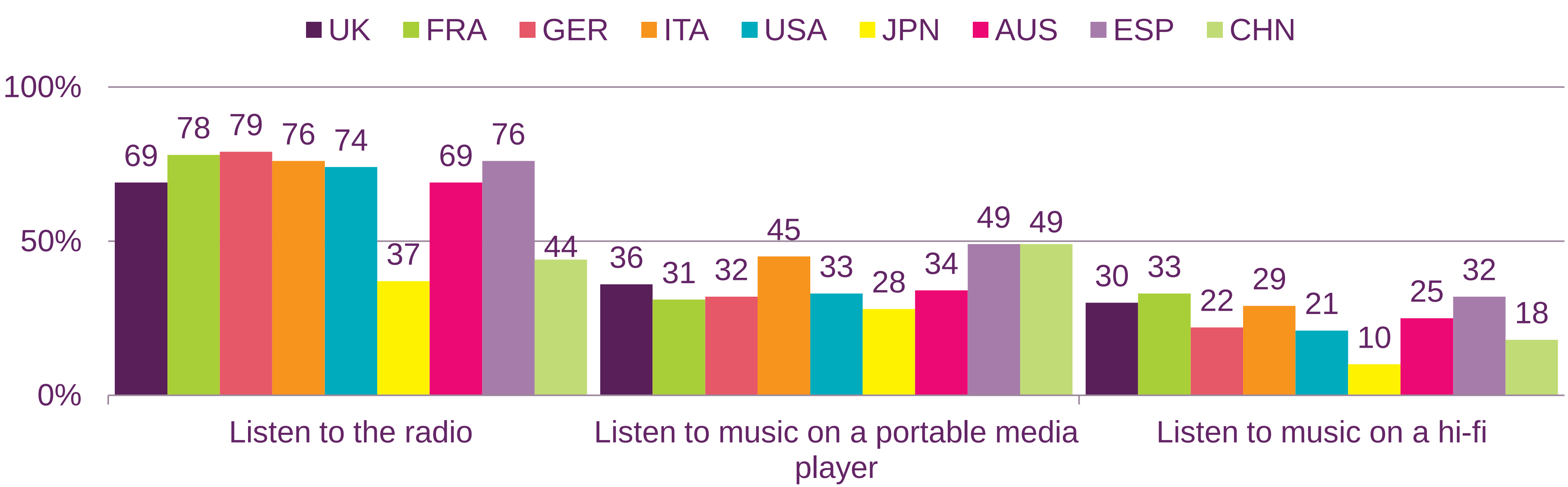
Fig. 4.14

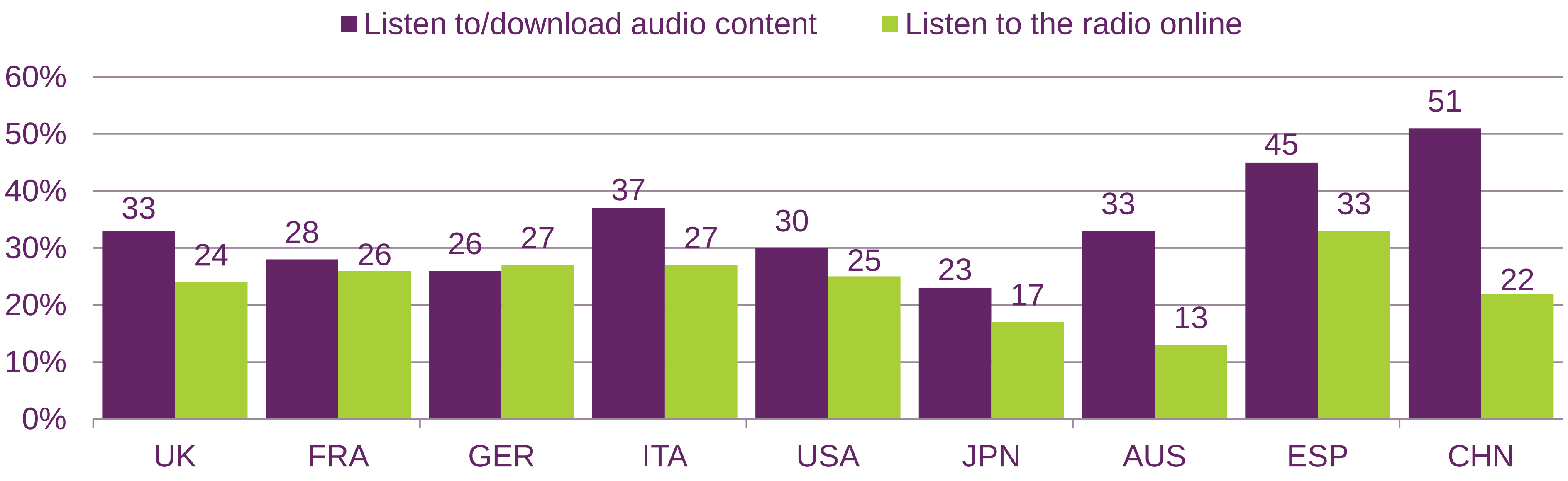
Proportion of adults who claim regularly to consume audio content



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)?

Fig. 4.15

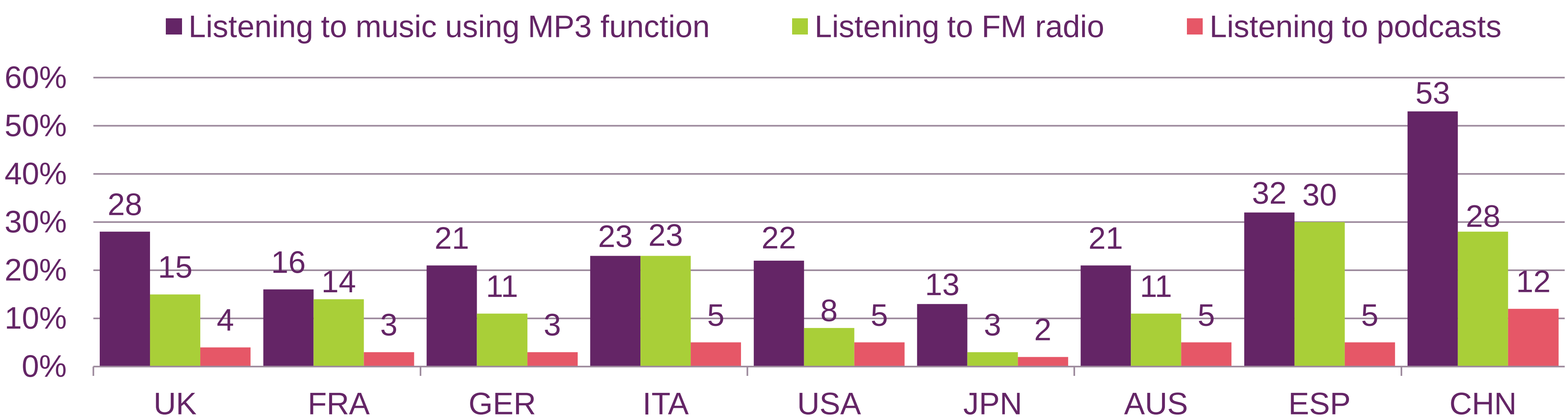
Use of home internet connection to consume audio content



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?

Fig. 4.16

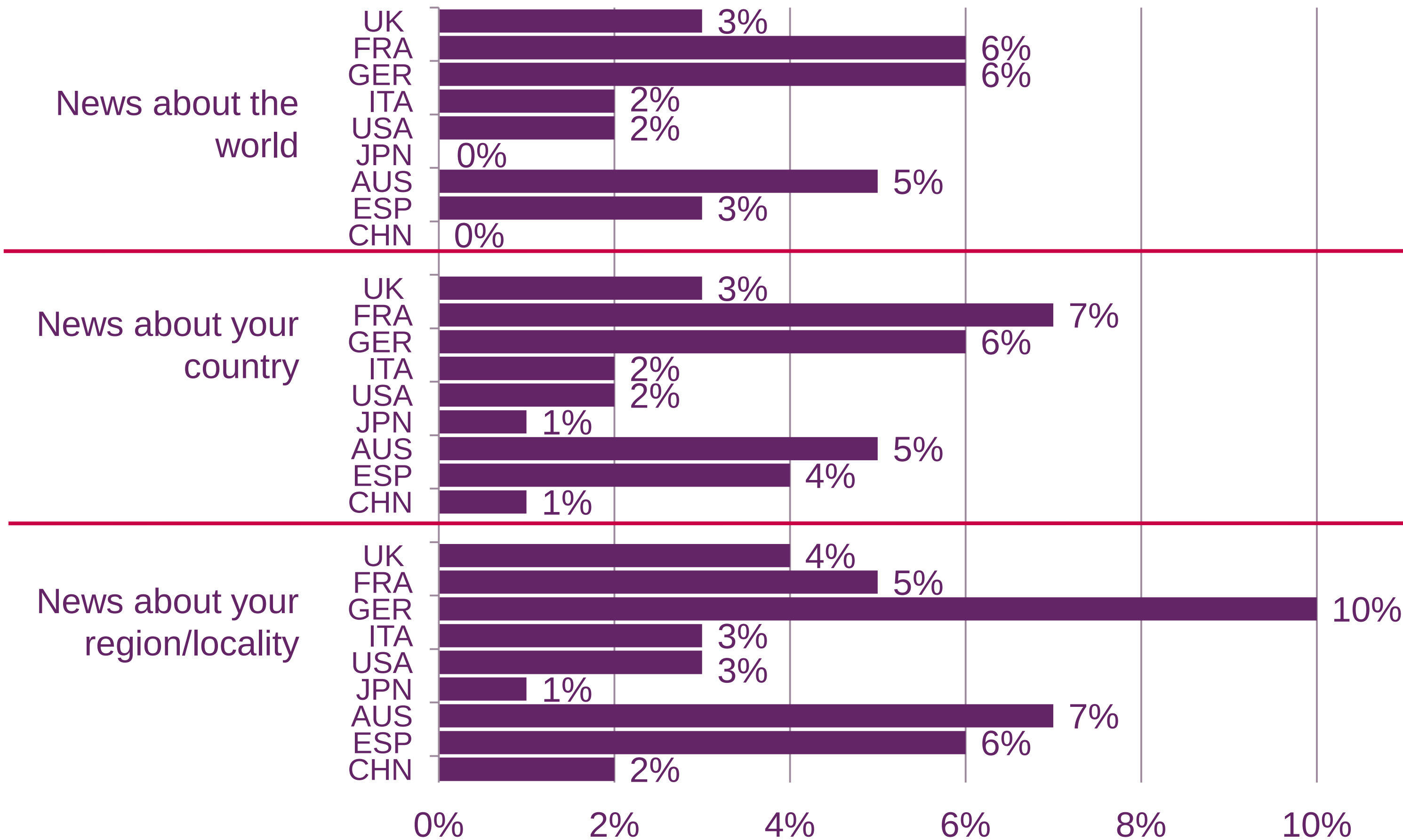
Use of a smartphone / mobile phone to consume audio content



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?

Fig. 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?