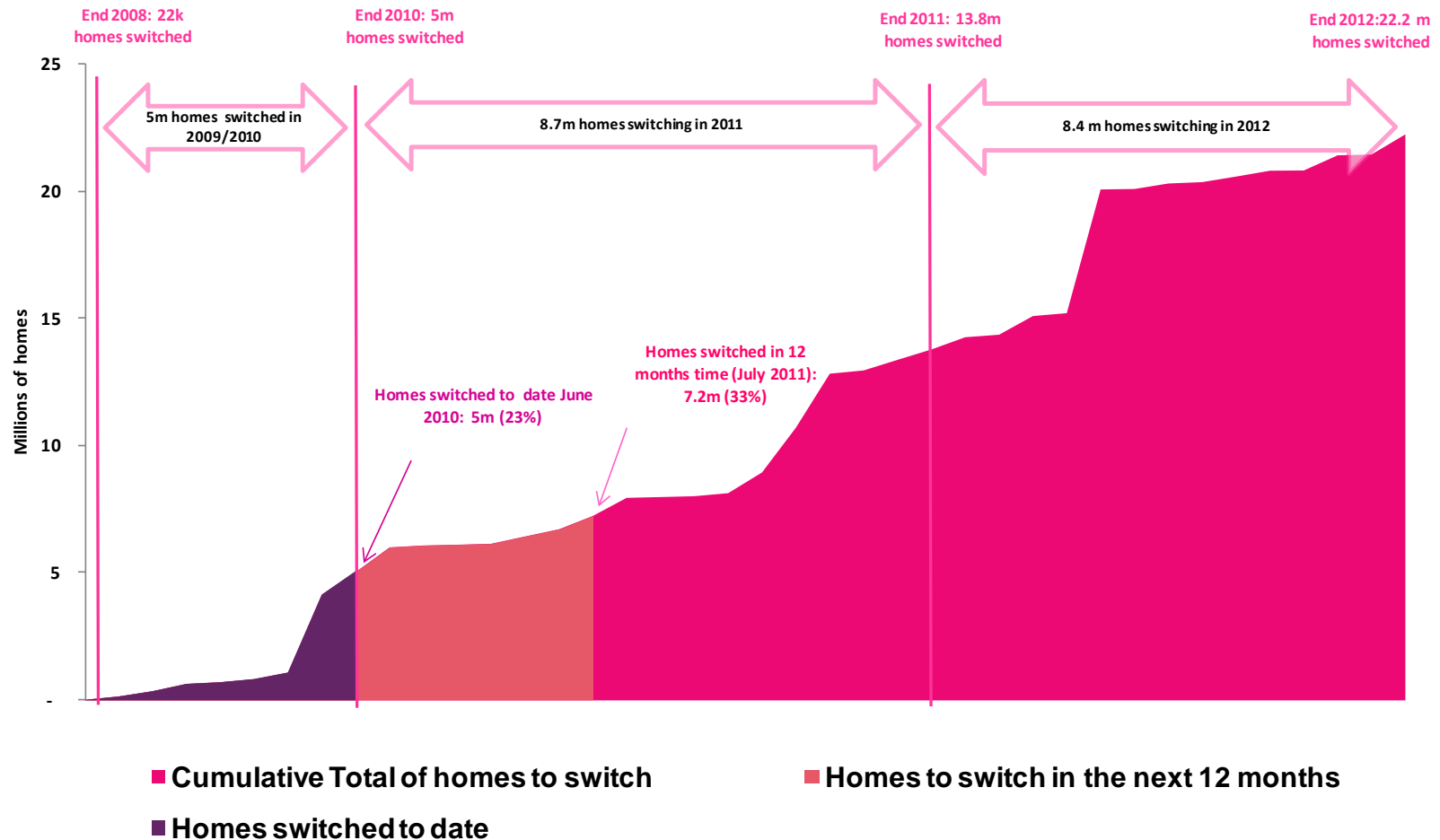


# CMR 2010: England

August 2010

# Figure 2.1

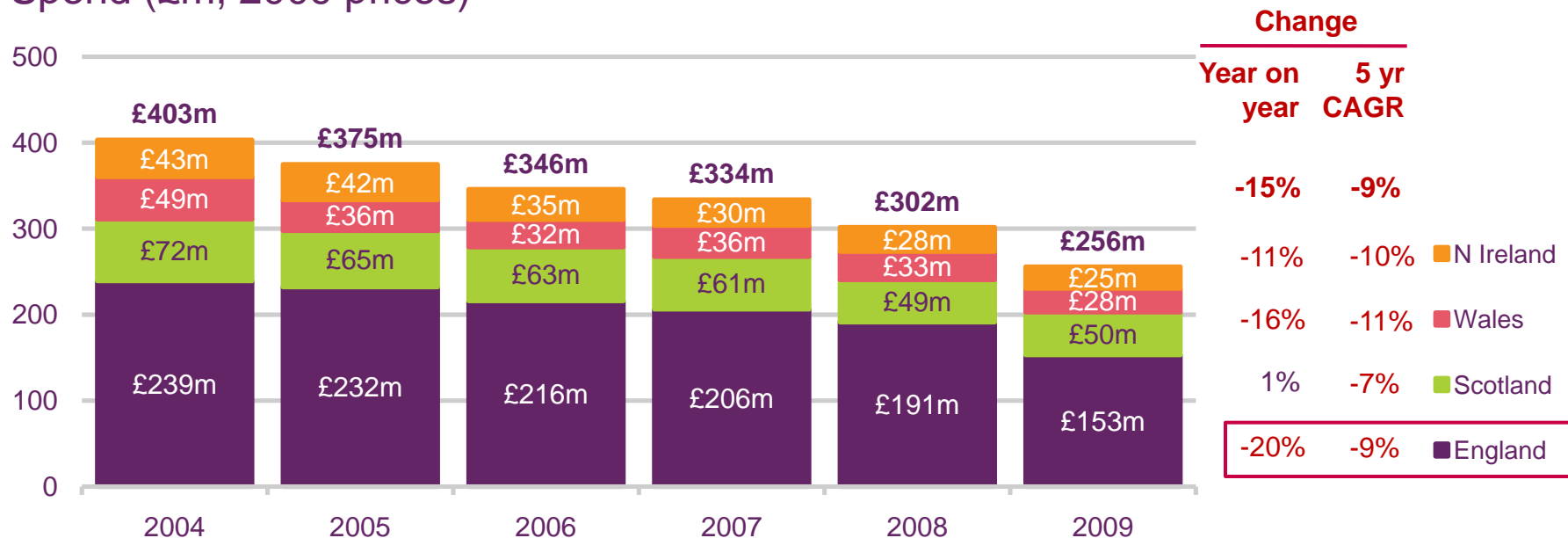
## Digital Switchover progress in England to the end of 2010



## Figure 2.2

### Spend on originated nations and regions output by the BBC, ITV1/STV/UTV

Spend (£m, 2009 prices)

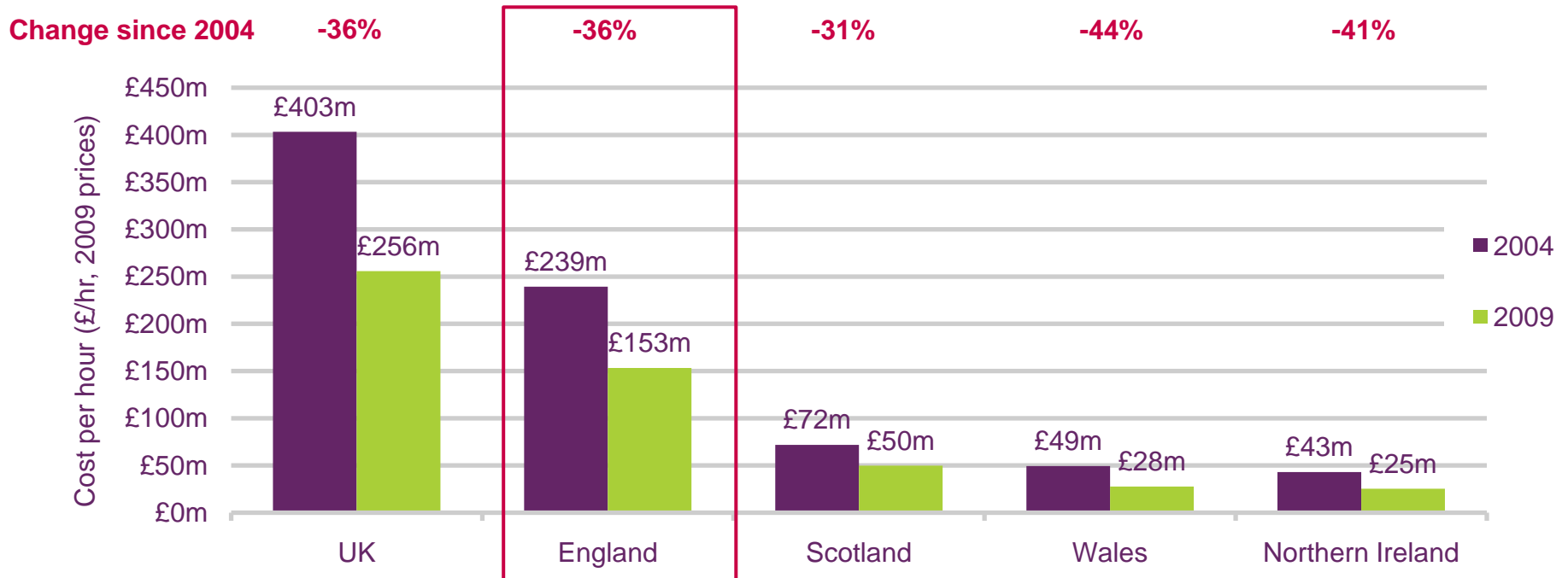


Source: Broadcasters. All figures expressed in 2009 prices.

Note: The BBC changed the way it calculated its spend figures from 2005 onwards. The figures for 2002 – 2004 are based on cost per hour averages, while those for 2005 - 2008 are actual spend figures. Comparisons over the period 2003-2008 should therefore be exercised with caution. Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC.

# Figure 2.3

## Spending on programmes for viewers in each nation

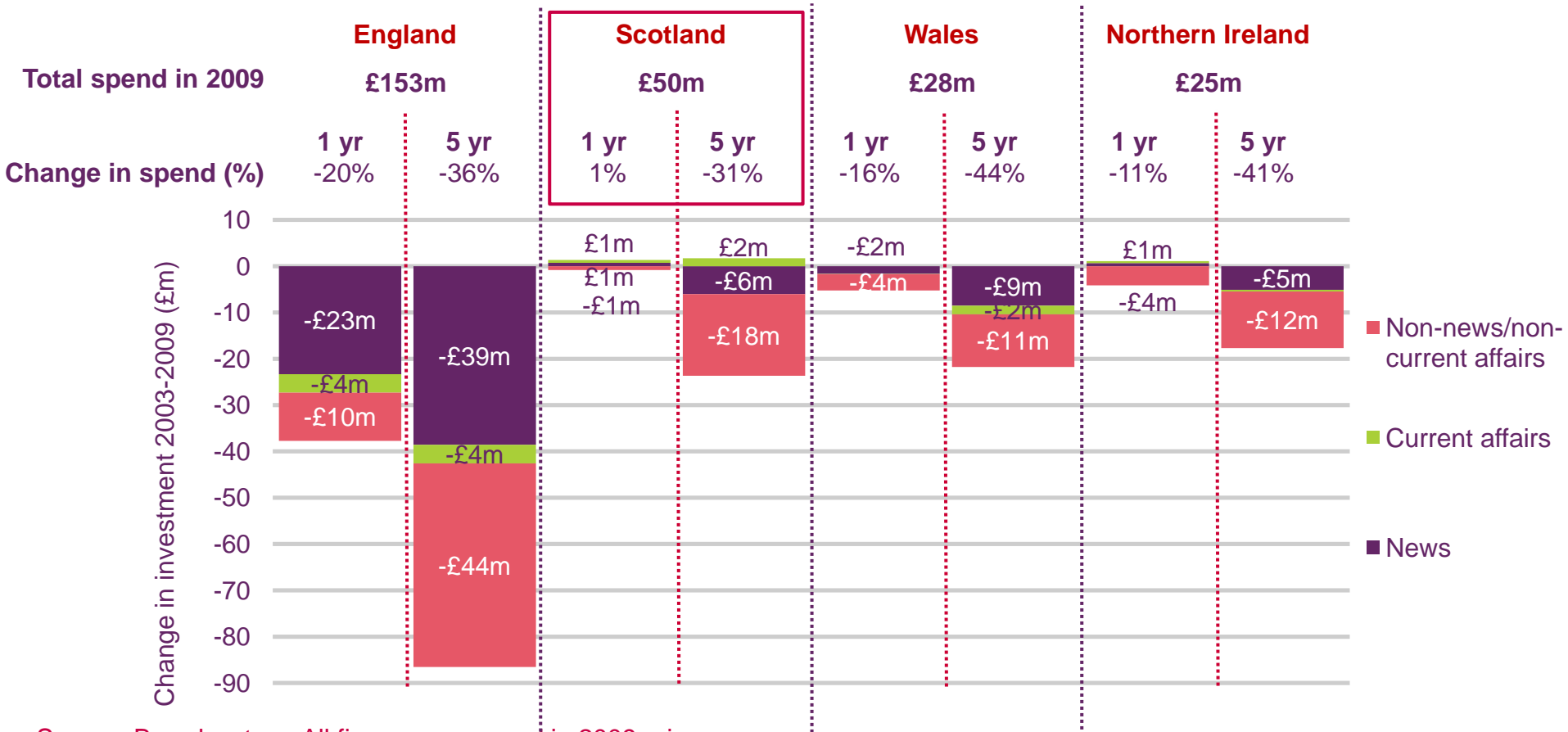


Source: Broadcasters. All figures expressed in 2009 prices.

Note: The BBC changed the way it calculated its spend figures from 2005 onwards. The figures for 2002 – 2004 are based on cost per hour averages, while those for 2005 - 2008 are actual spend figures. Comparisons over the period 2003-2008 should therefore be exercised with caution. Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC.

# Figure 2.4

## Change in investment by genre and nation, 2004 - 2009



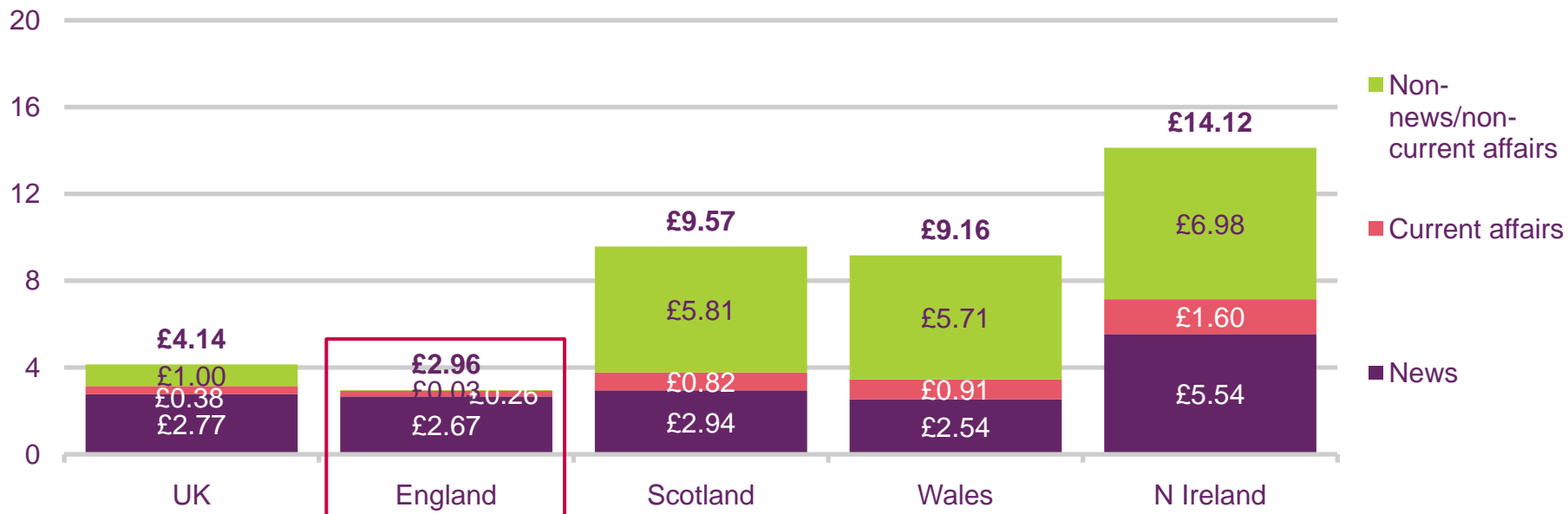
Source: Broadcasters. All figures expressed in 2009 prices.

Note: The BBC changed the way it calculated its spend figures from 2005 onwards. The figures for 2002 – 2004 are based on cost per hour averages, while those for 2005 - 2008 are actual spend figures. Comparisons over the period 2003-2008 should therefore be exercised with caution. Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC.

# Figure 2.5

## Investments per head made by the BBC and ITV1 in national and regional output

Investment per head (£m, 2009 prices)

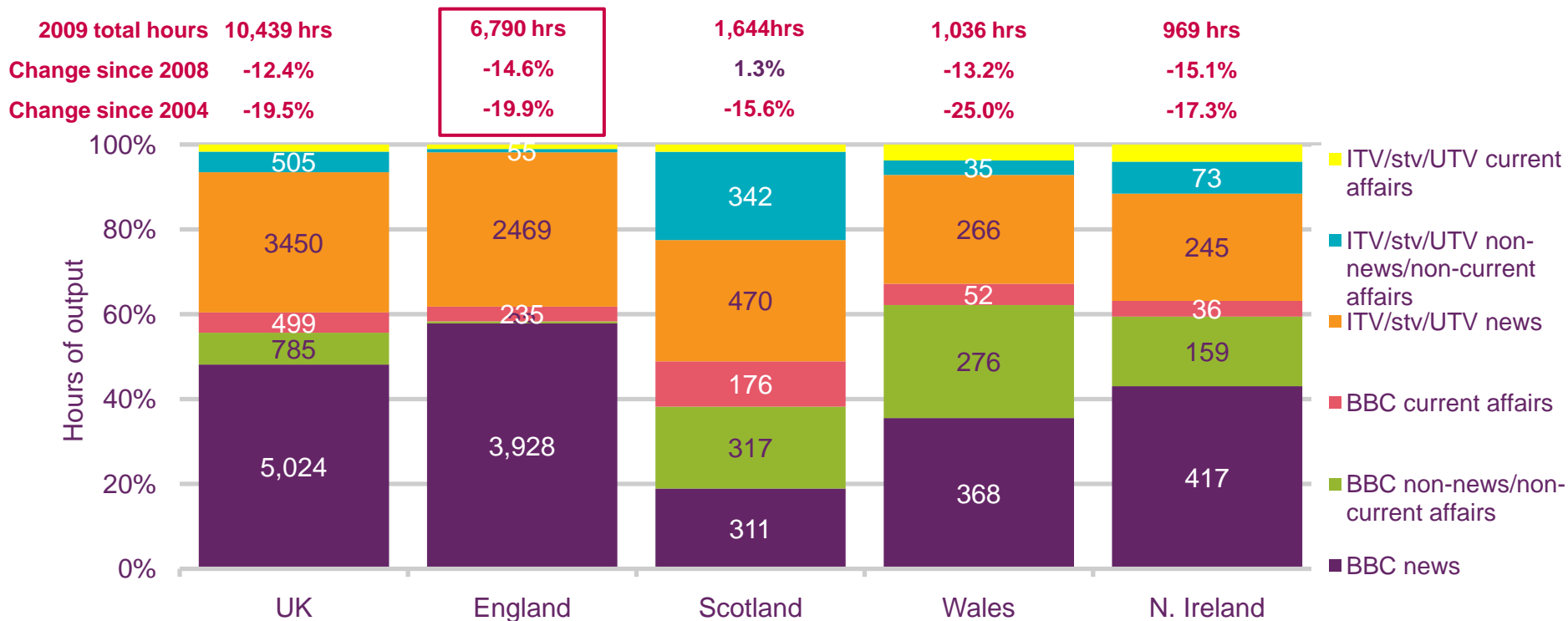


Source: PSB returns. Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC. All figures expressed in 2009 prices.



# Figure 2.6

## Hours of regionalised output by genre and broadcaster, 2009



Source: PSB returns

Note: Hours data for first-run originations only. Hours excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC.

# Figure 2.7

## Regionalised output cost per hour by nation 2004 - 2009



Source: Broadcasters. All figures expressed in 2009 prices.

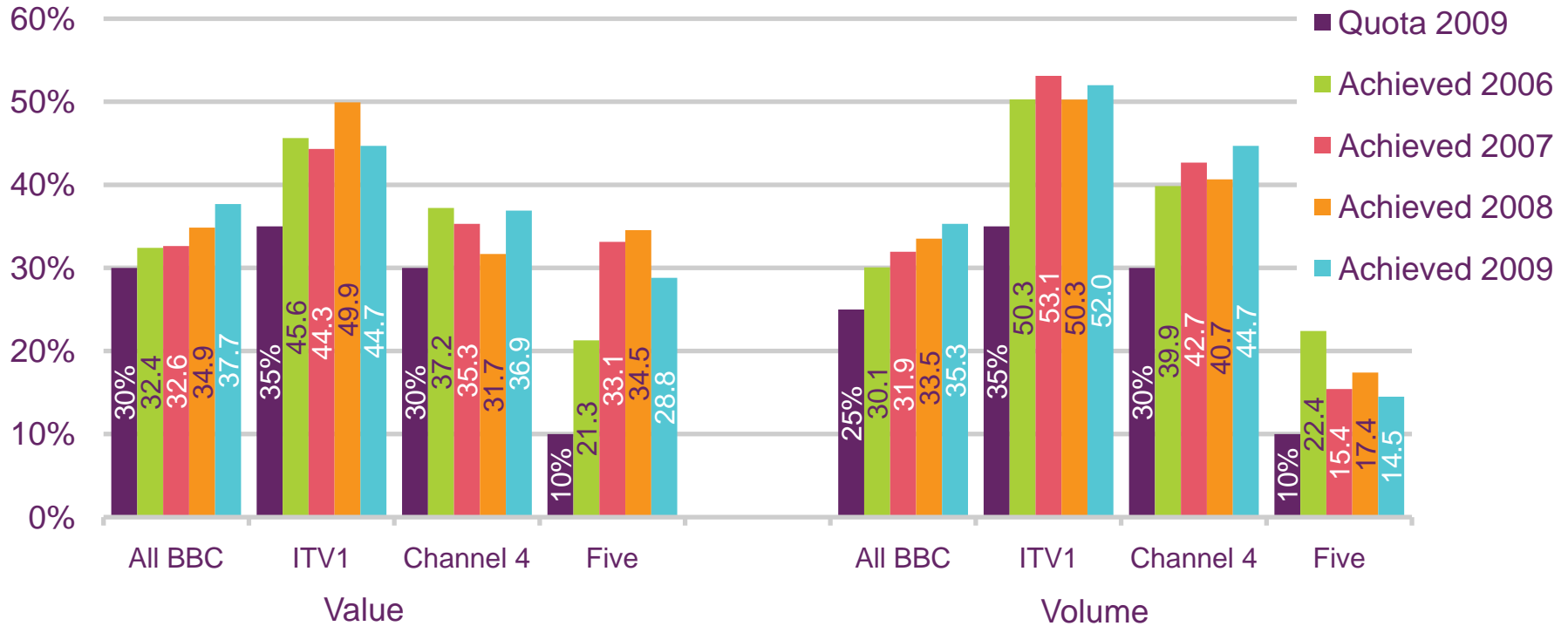
Note: The BBC changed the way it calculated its spend figures from 2005 onwards. The figures for 2002 – 2004 are based on cost per hour averages, while those for 2005 - 2008 are actual spend figures. Comparisons over the period 2003-2008 should therefore be exercised with caution. Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC.



# Figure 2.8

## Performance against the Out-of-London production quotas

Percentage of network production produced outside London, by value and by volume

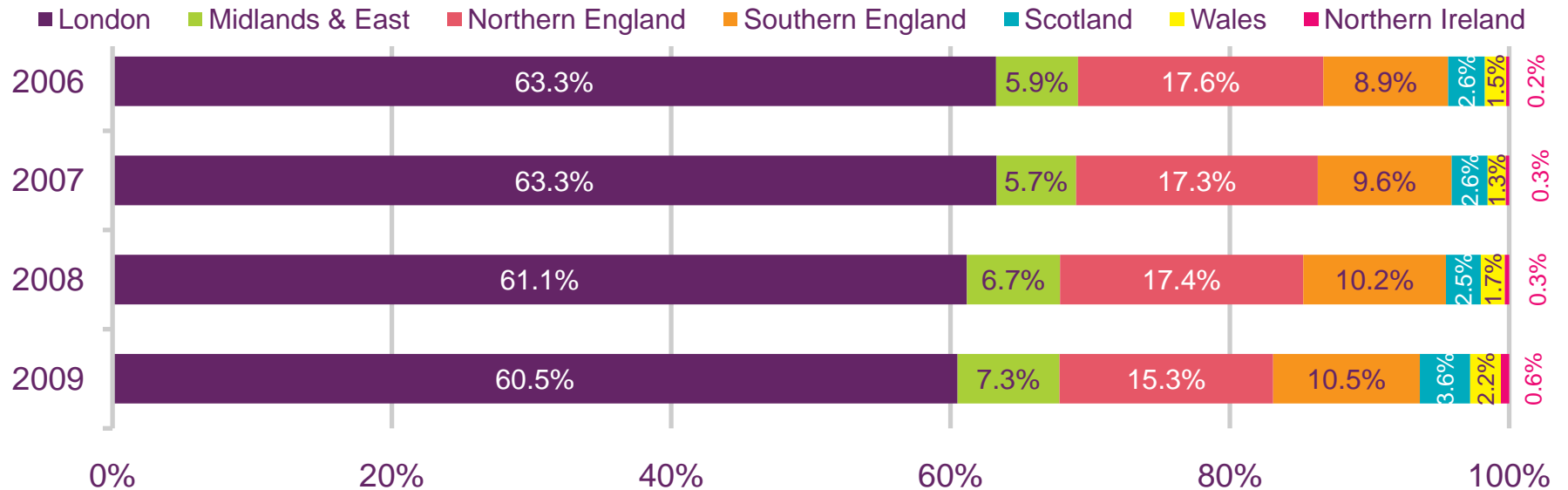


Source: Ofcom/broadcasters

# Figure 2.9

## Expenditure on out-of-London production

Percentage of production by value

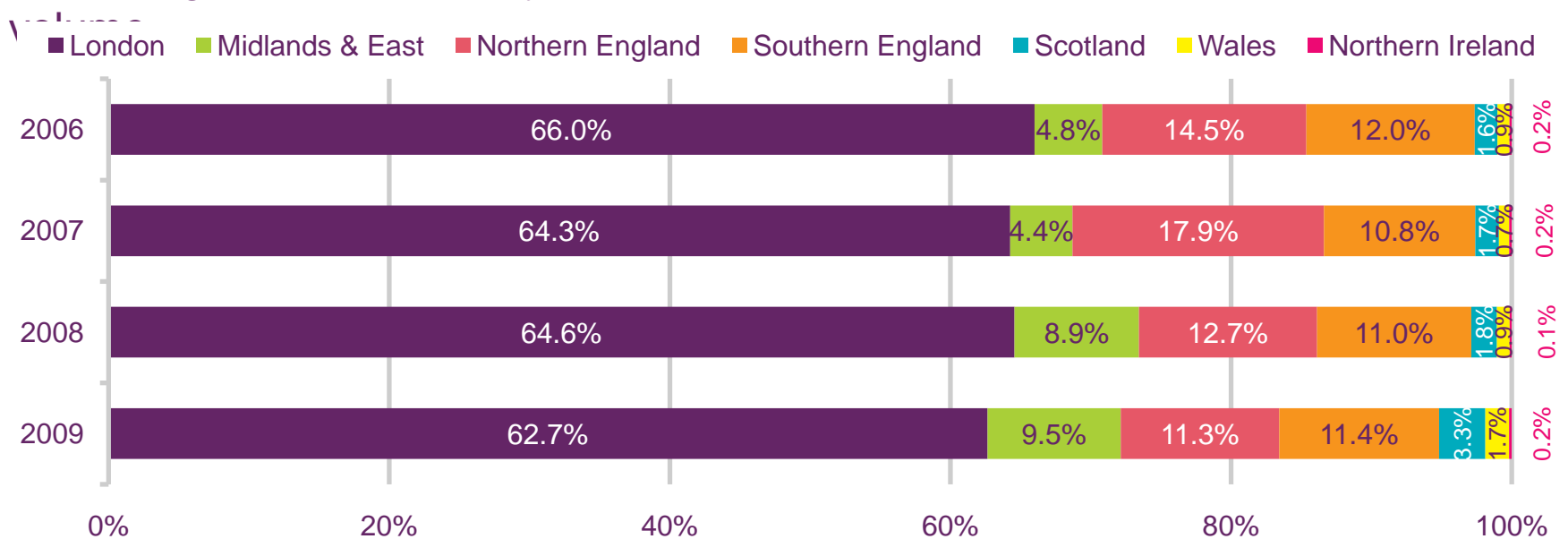


Source: Ofcom/broadcasters

# Figure 2.10

## Volume of out-of-London production

Percentage of production by

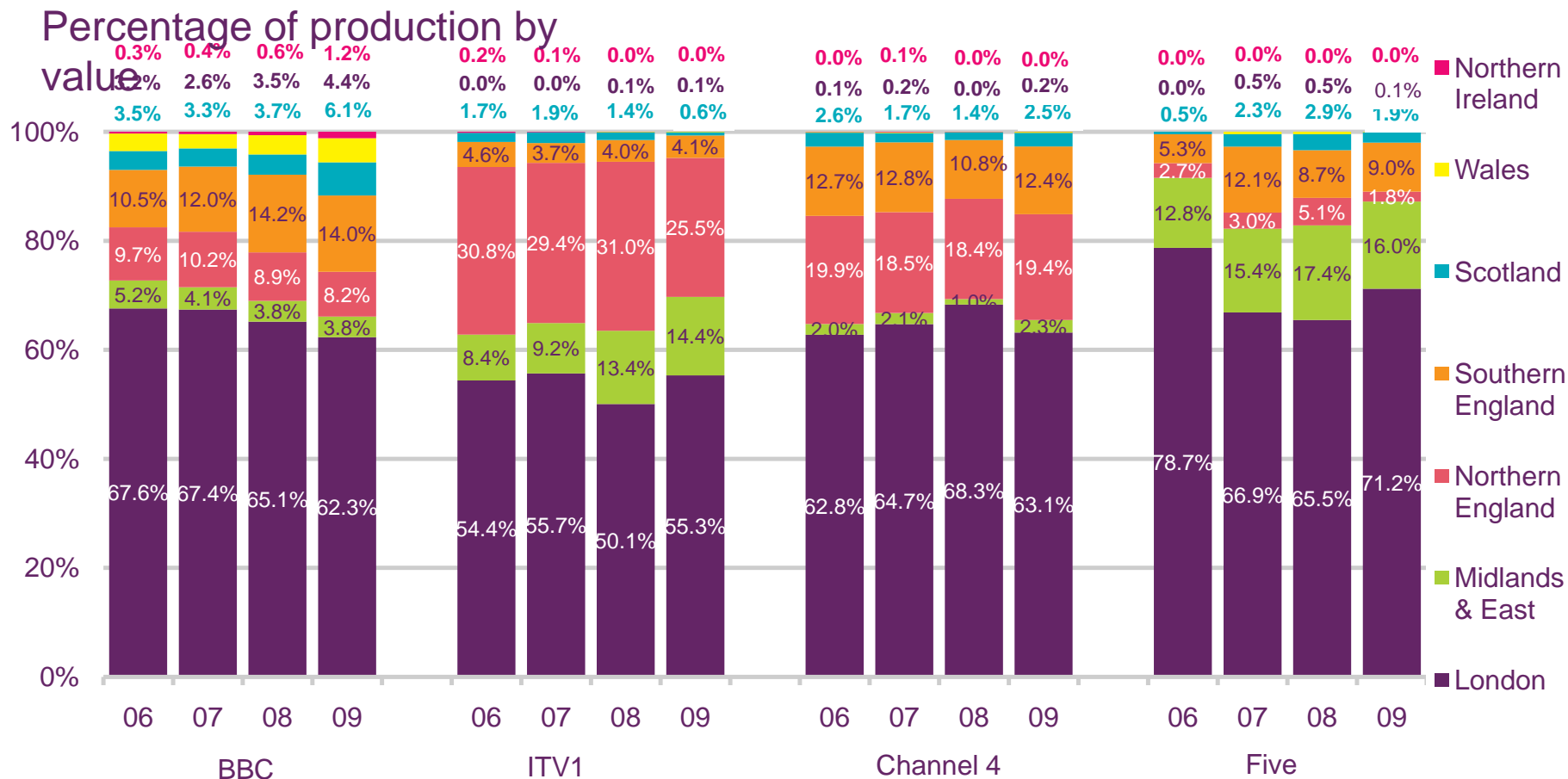


Source: Ofcom/broadcasters

# Figure 2.11



## Breakdown of expenditure on production by broadcaster



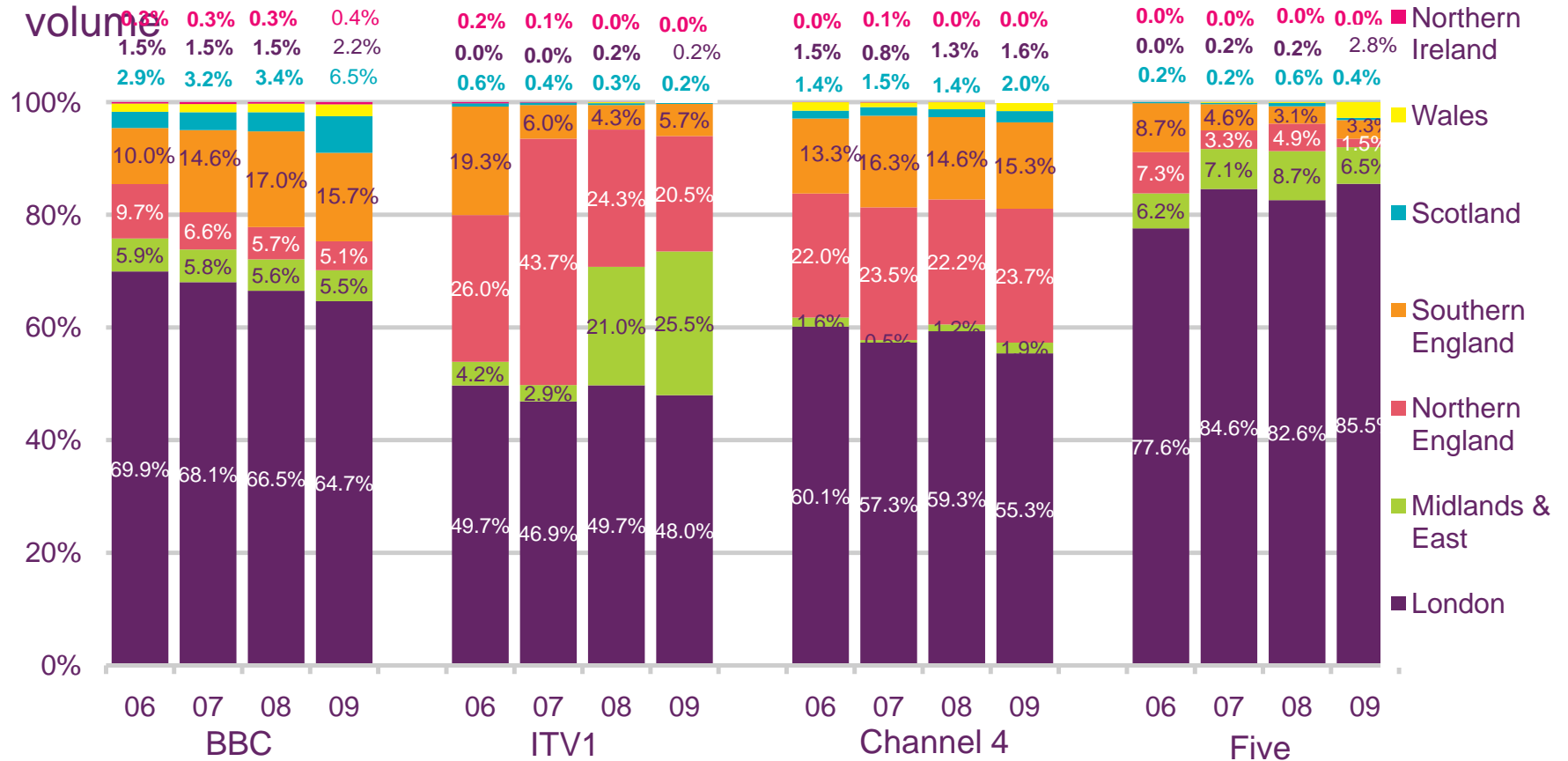
Source: Ofcom/broadcasters

# Figure 2.12



## Breakdown of production volume, by broadcaster

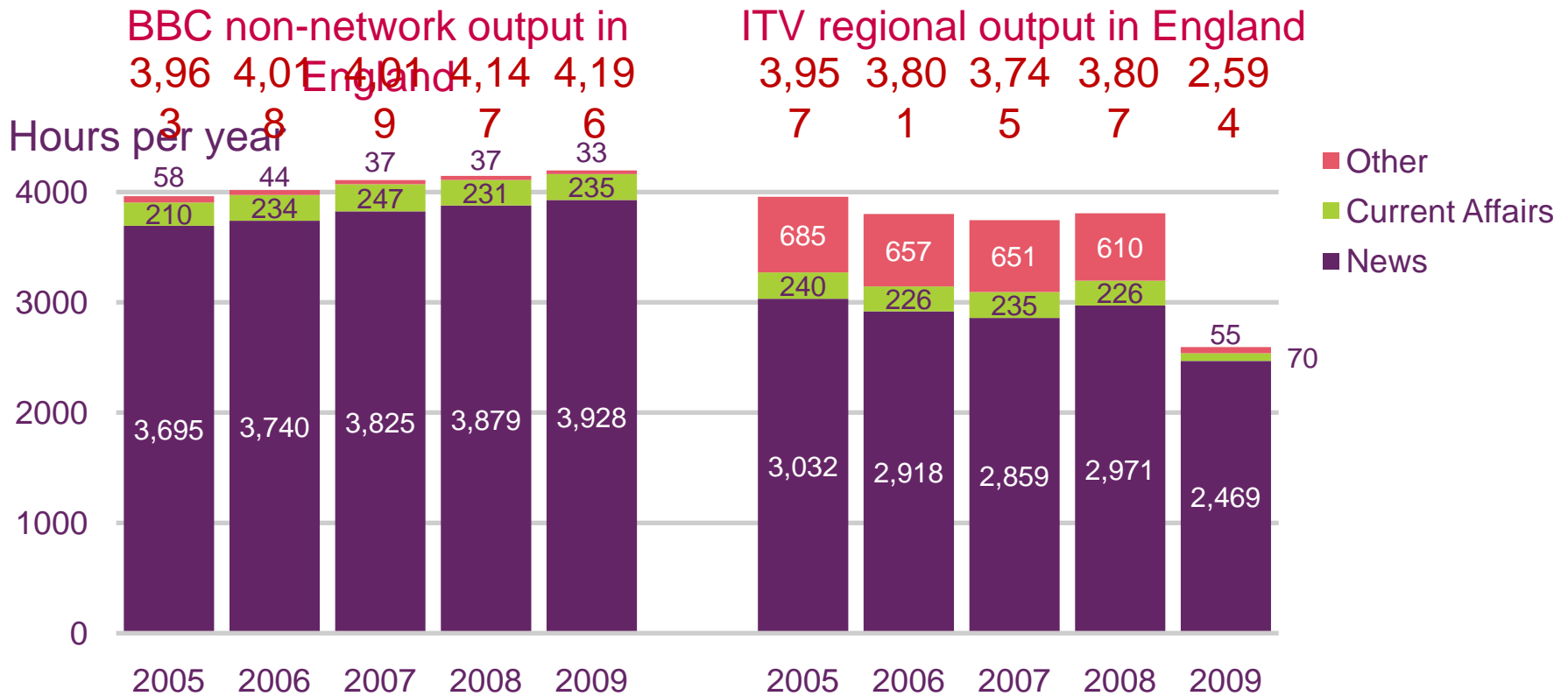
Percentage of production by volume



Source: Ofcom/broadcasters

# Figure 2.13

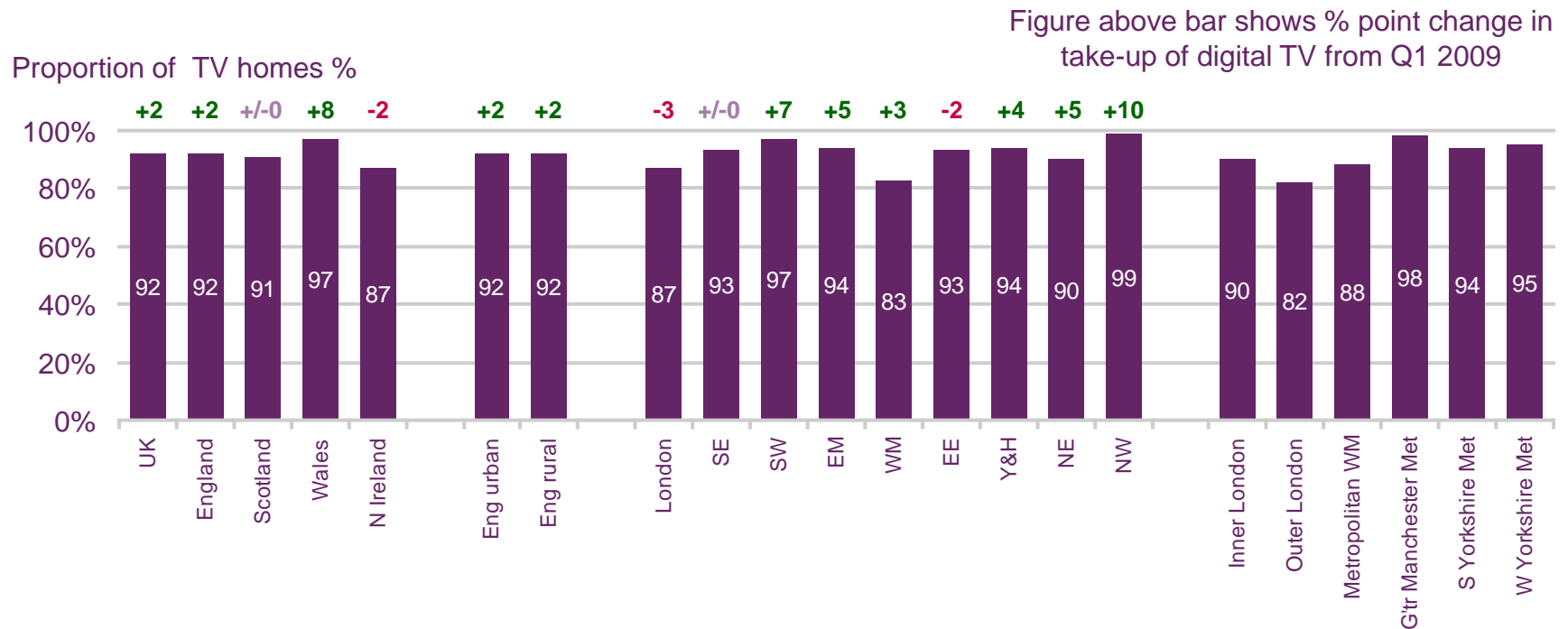
## Non-network output in England, 2005-2009



Source: Ofcom/broadcasters  
 Note: Figures exclude repeats

# Figure 2.14

## Digital television take-up in English regions



Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ with a TV in household (n = 8858 UK, 5600 England, 1452 Scotland, 1060 Wales, 746 Northern Ireland)

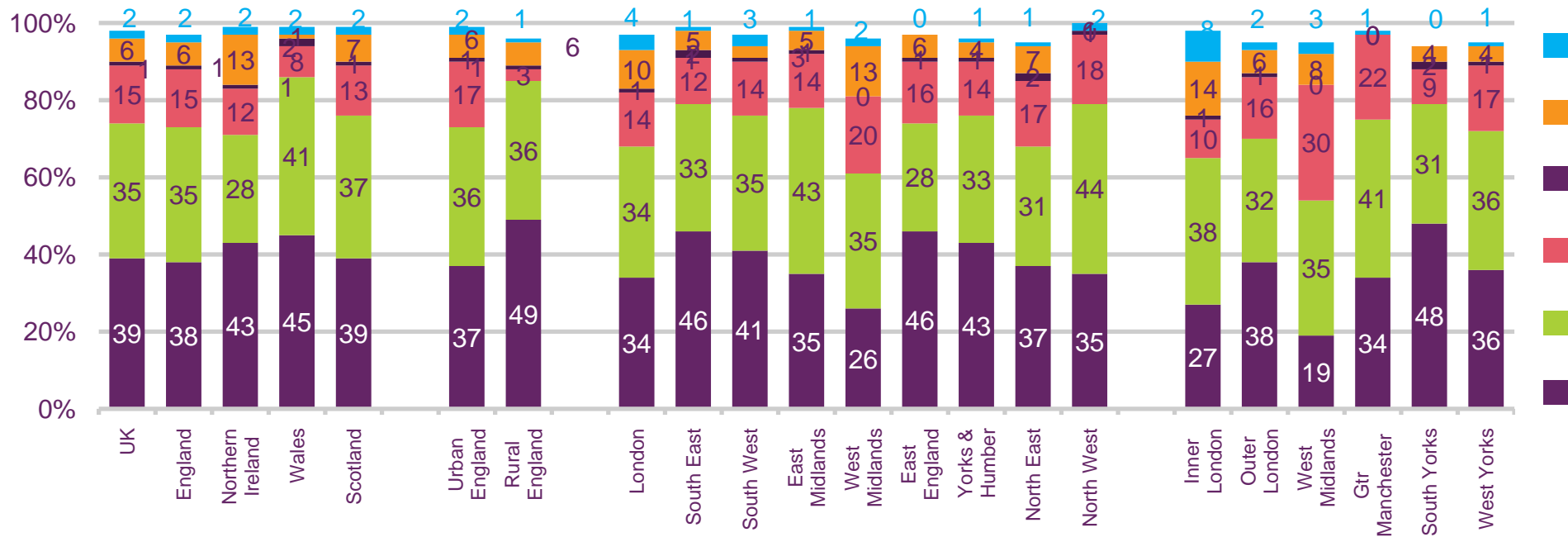
QH1a. Which, if any, of these types of television does your household use at the moment?



# Figure 2.15

## Main TV set share by platform, English regions

Proportion of respondents (%)



Source: Ofcom research, Quarter 1 2010

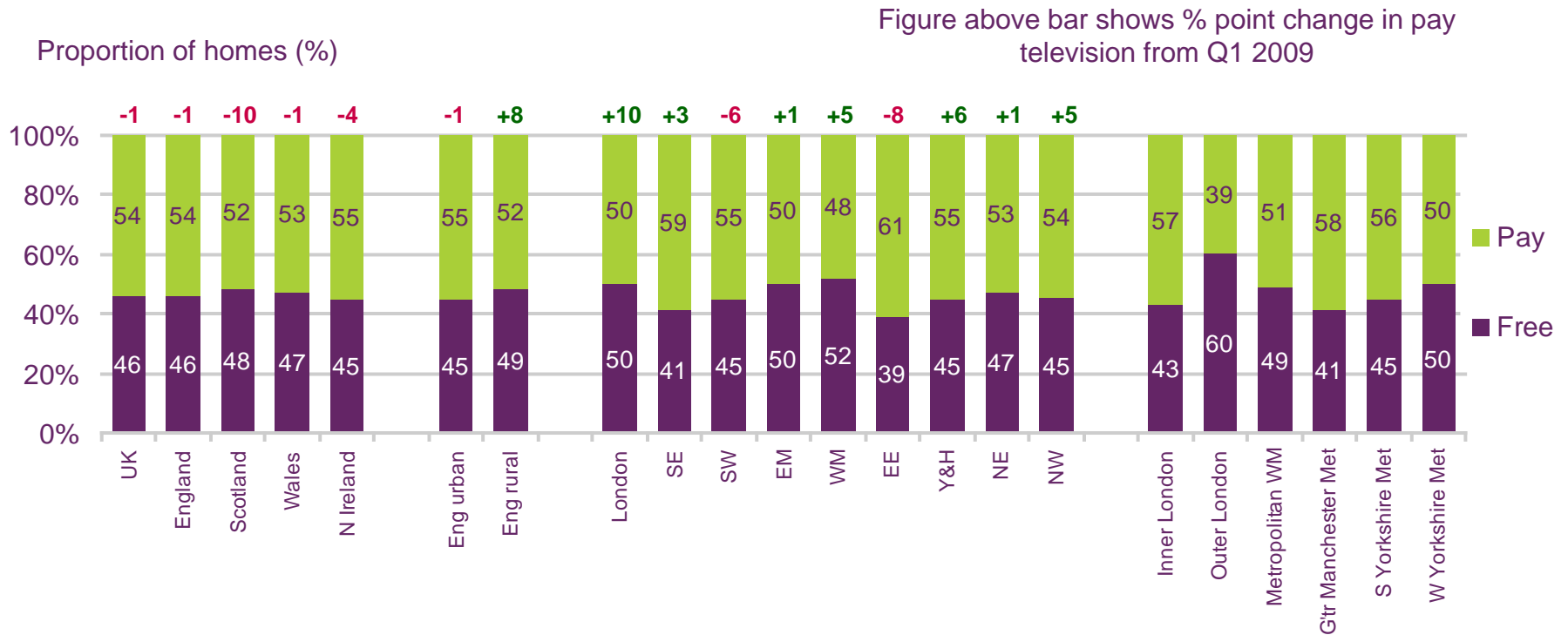
Base: All adults aged 15+ (n = 9013 UK, 1468 Scotland, 5709 England, 1075 Wales, 761 Northern Ireland)

QH1a. Which, if any, of these types of television does your household use at the moment?

Note: Figures may not add to 100% due to rounding, also an element of survey respondents who may not differentiate between analogue and digital TV platforms.

# Figure 2.16

## Proportion of homes with free and pay television



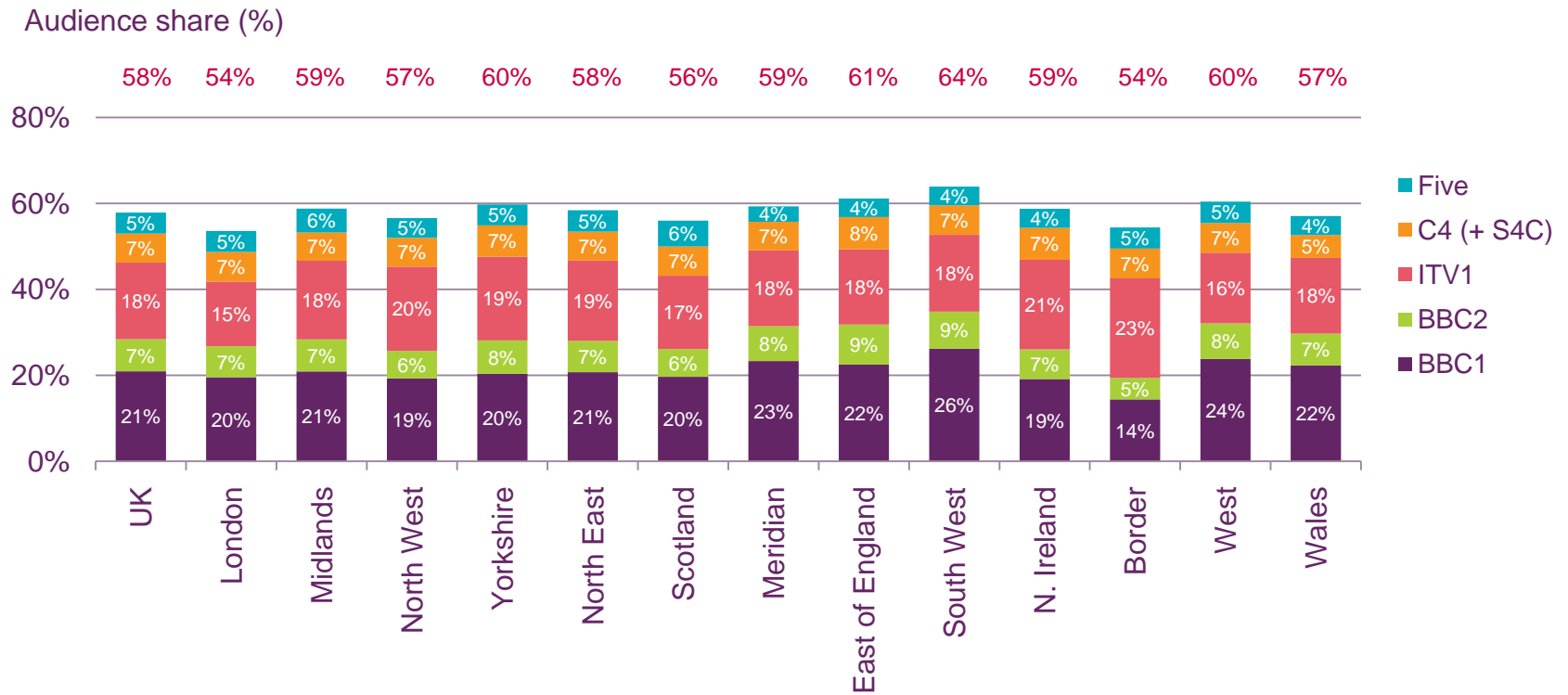
Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ with a TV in household (n = 8858 UK, 5600 England, 1452 Scotland, 1060 Wales, 746 Northern Ireland)

QH1a. Which, if any, of these types of television does your household use at the moment?

# Figure 2.17

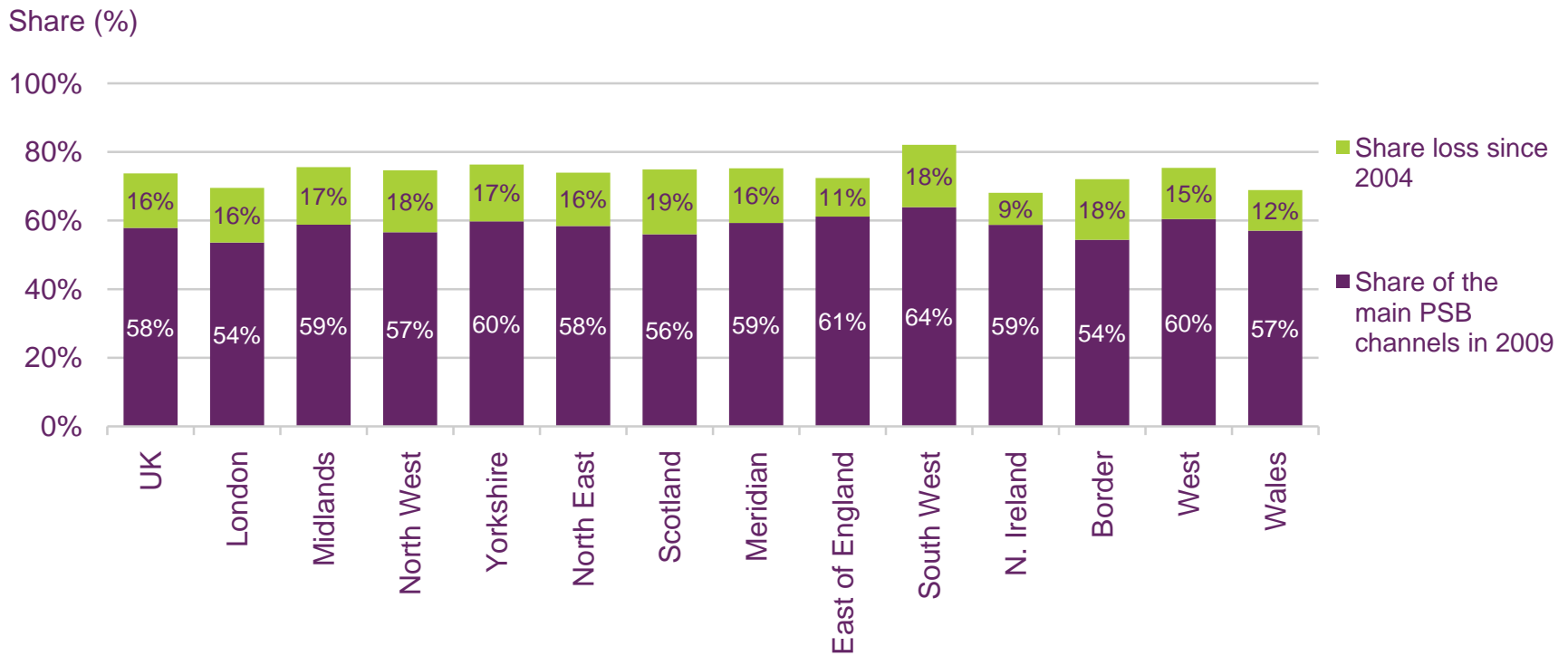
## Share of the five terrestrial networks in all homes, 2009



Source: BARB

# Figure 2.18

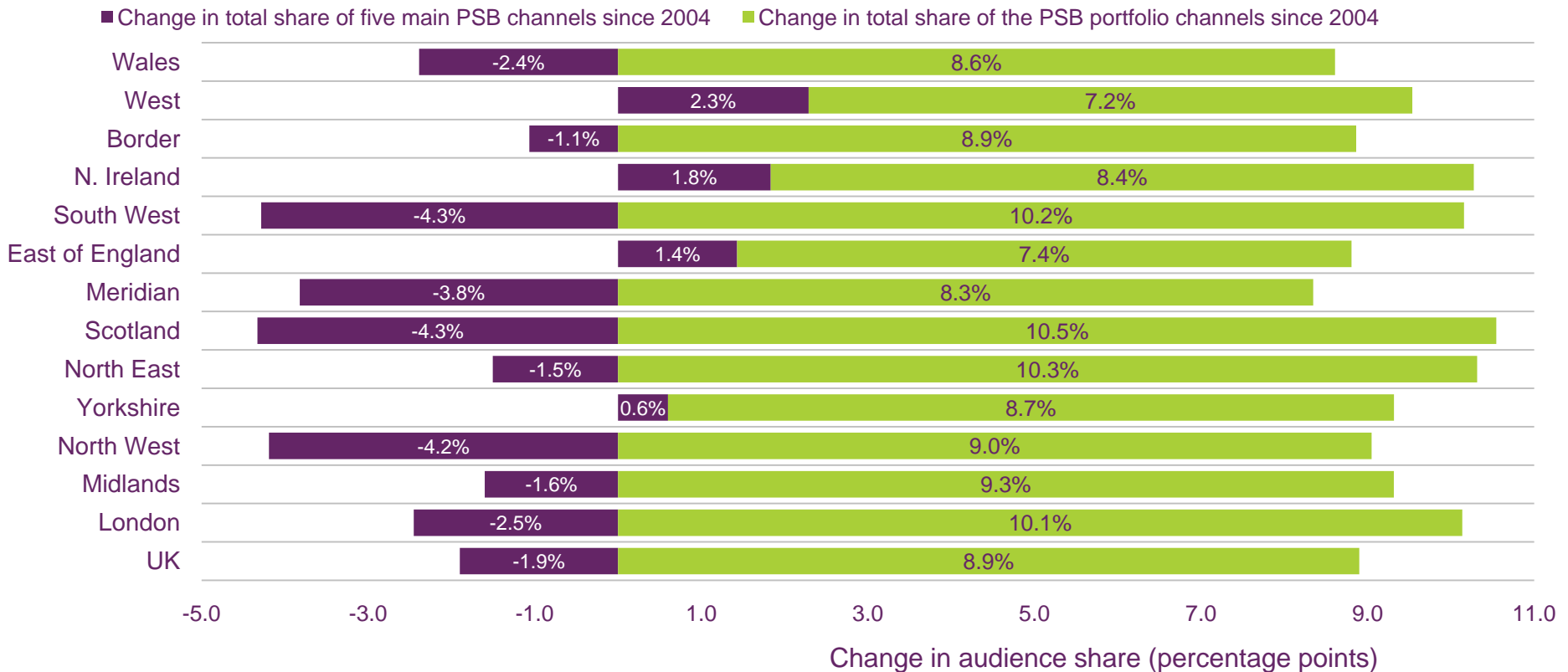
## Reduction in combined share of the five PSB channels, all homes, 2004 & 2009



Source: BARB

# Figure 2.19

## Net change in the audience share of the five main networks and the PSB portfolio channels in multichannel homes, 2004 - 2009

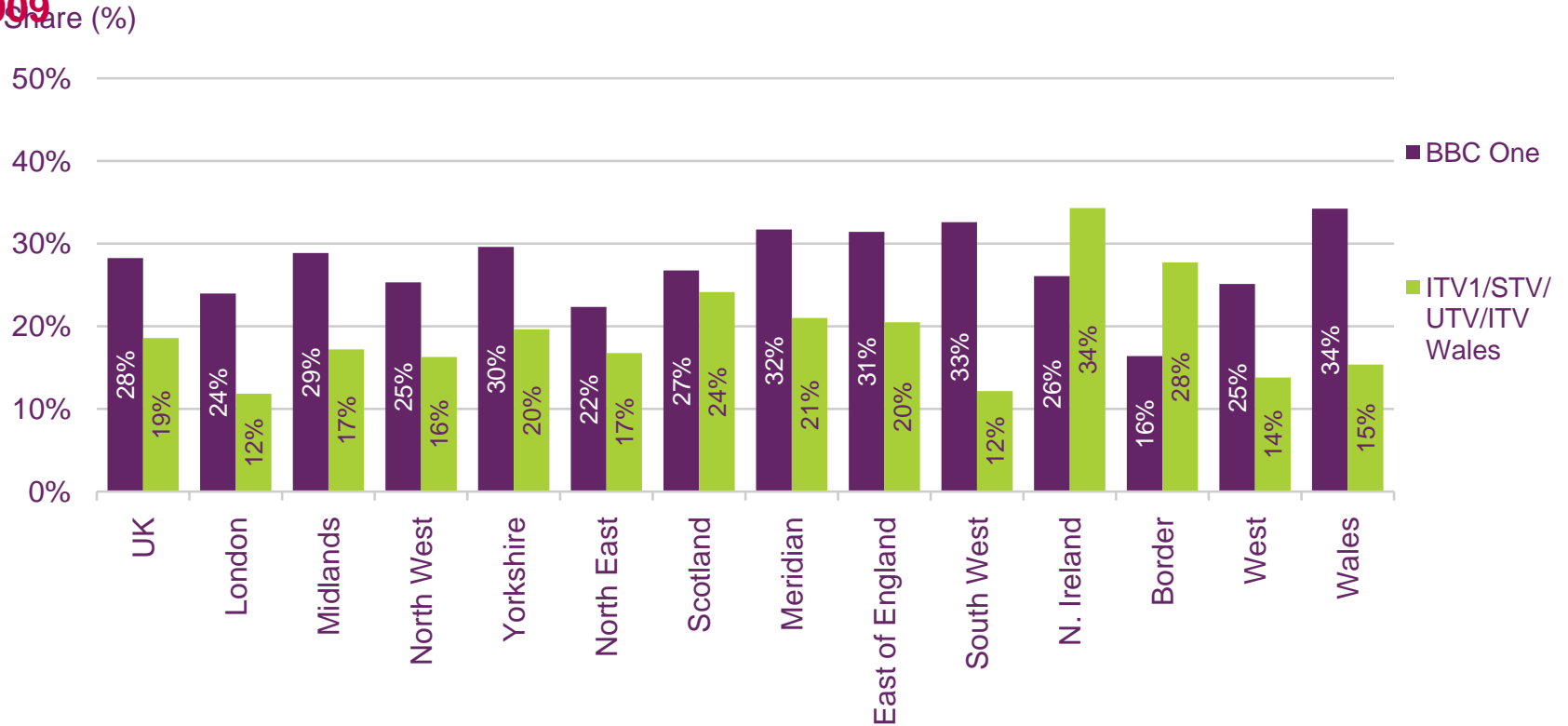


Source: BARB

Note: 'PSB portfolio channels' includes all PSB channels except for the five terrestrial channels

# Figure 2.20

## BBC One and ITV1/STV/UTV/ITV Wales early evening news bulletin shares, all homes, 2009

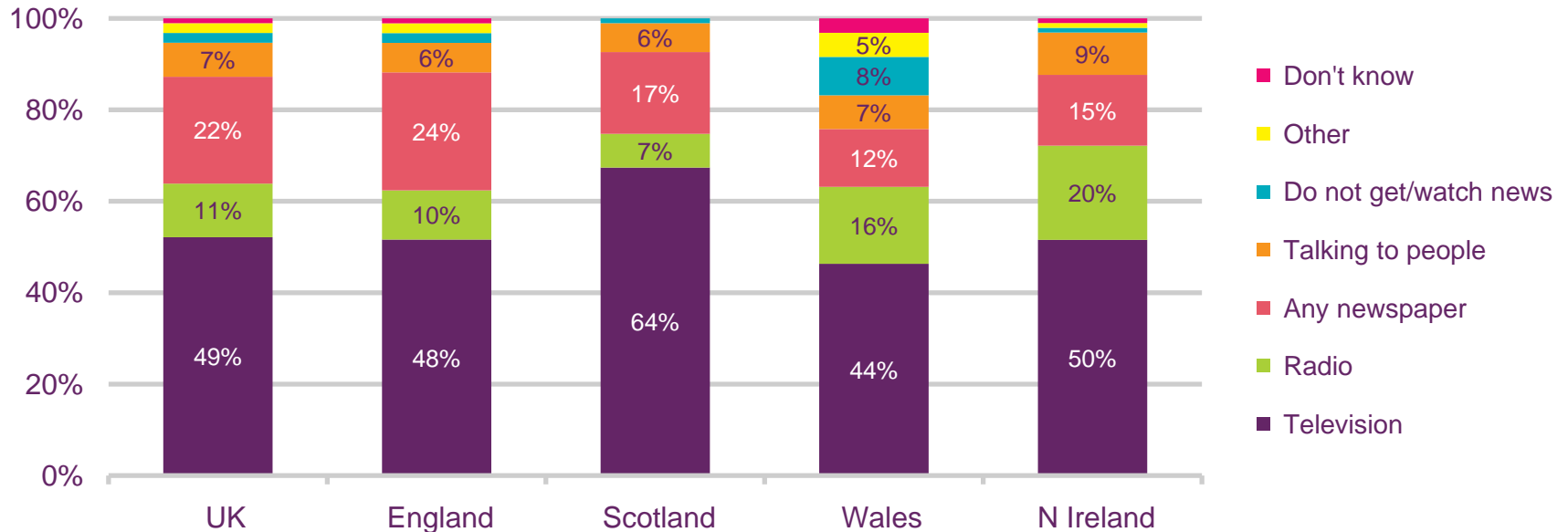


Source: BARB

# Figure 2.21

## Sources of local news for each nation

What is your main source of news about what is going on in your local area?



Source: Ofcom Media Tracker Survey 2009

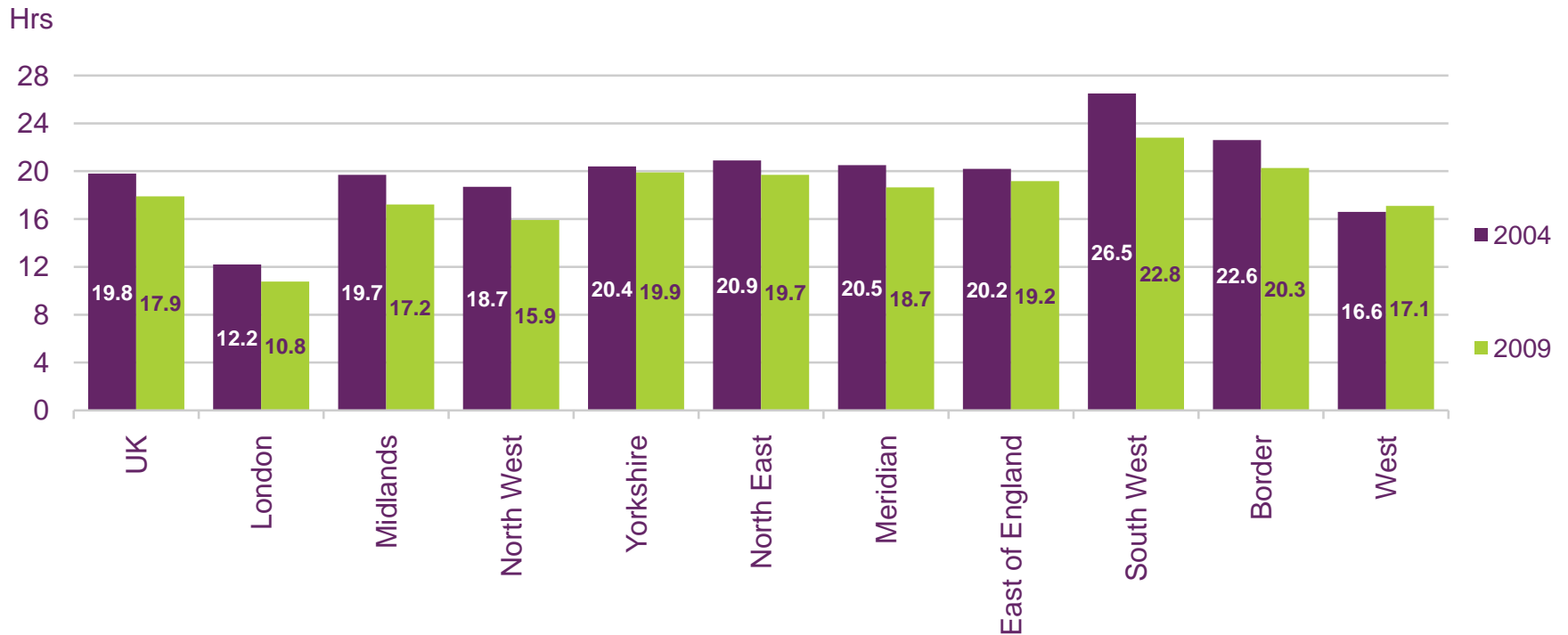
Base: All adults 15+. n = 2044 (UK), 1713 (Eng) 180 (Sc), 113 (Wa), 108 (NI)

Only responses ≥ 5% labelled



# Figure 2.22

## Combined total hours of viewing of early evening regional news bulletins, all homes in 2004-2009, by English region



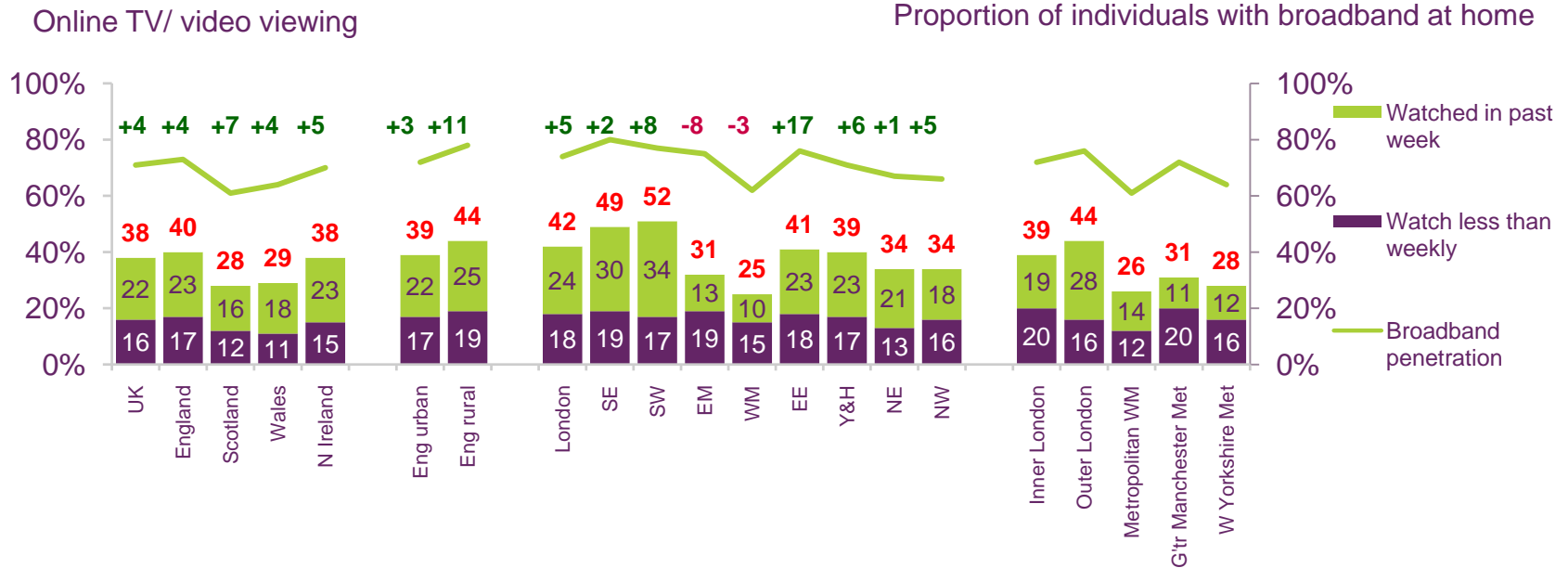
Source: BARB

Note: Analysis done on genre Regional News, start time 17:55-18:35, 10mins+ duration, channels BBC1 and ITV1 combined, M-F

# Figure 2.23

## Proportion of adults living in a household that has used the internet to watch catch-up TV (e.g. iPlayer or Sky Player)

Figure above bar shows % point change in online TV/ video viewing from Q1 2009



Source: Ofcom research, Q1 2010

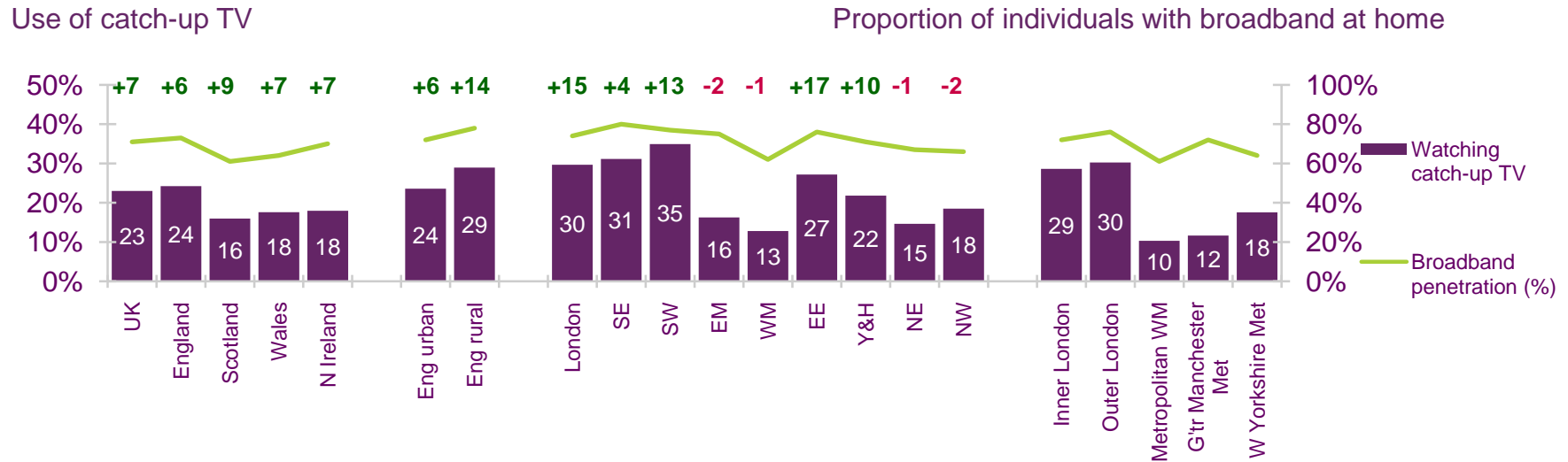
Base: All adults aged 15+ (n = 9013 UK, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland)

QE10A. Which, if any, of these do you or members of your household use the internet for whilst at home?

# Figure 2.24

## Proportion of adults living in a household that has used the internet to watch catch-up TV (e.g. iPlayer or Sky Player)

Figure above bar shows % point change in use of catch-up TV from Q1 2009



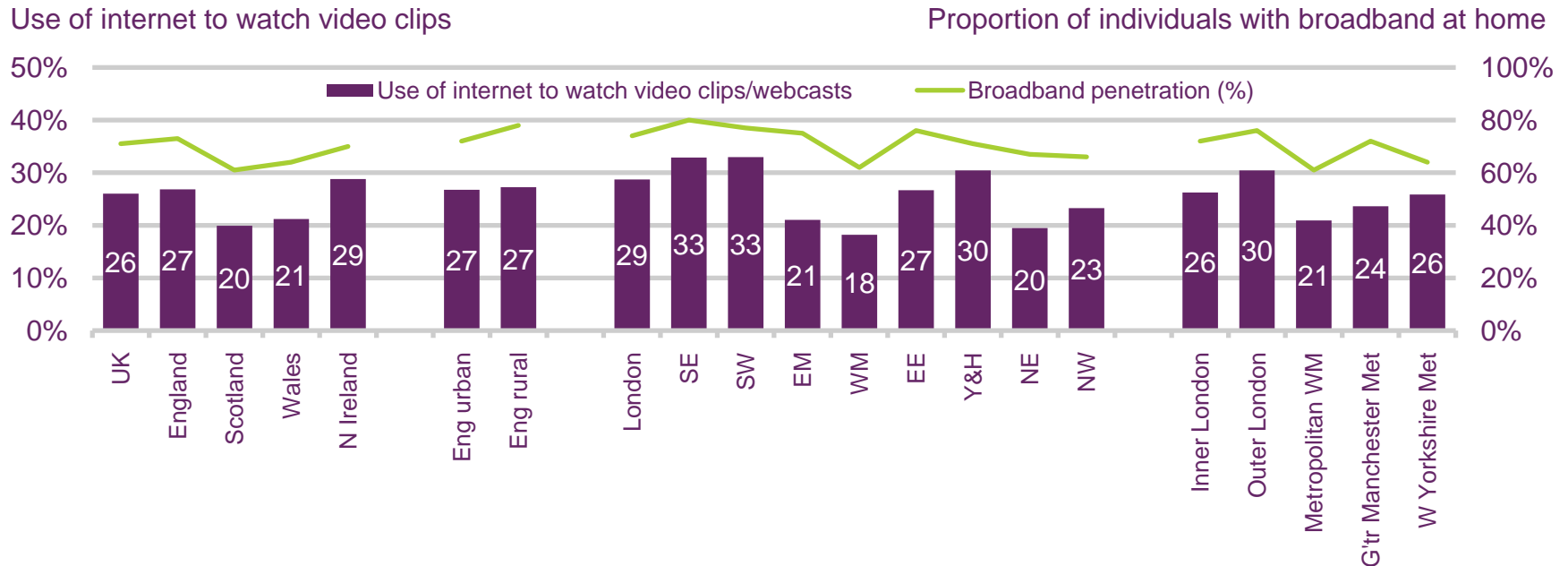
Source: Ofcom research, Q1 2010

Base: All adults aged 15+ (n = 9013 UK, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland)

QE12. Which, if any, of these do you or members of your household use the internet for whilst at home?

# Figure 2.25

## Use of internet to watch video clips/webcasts

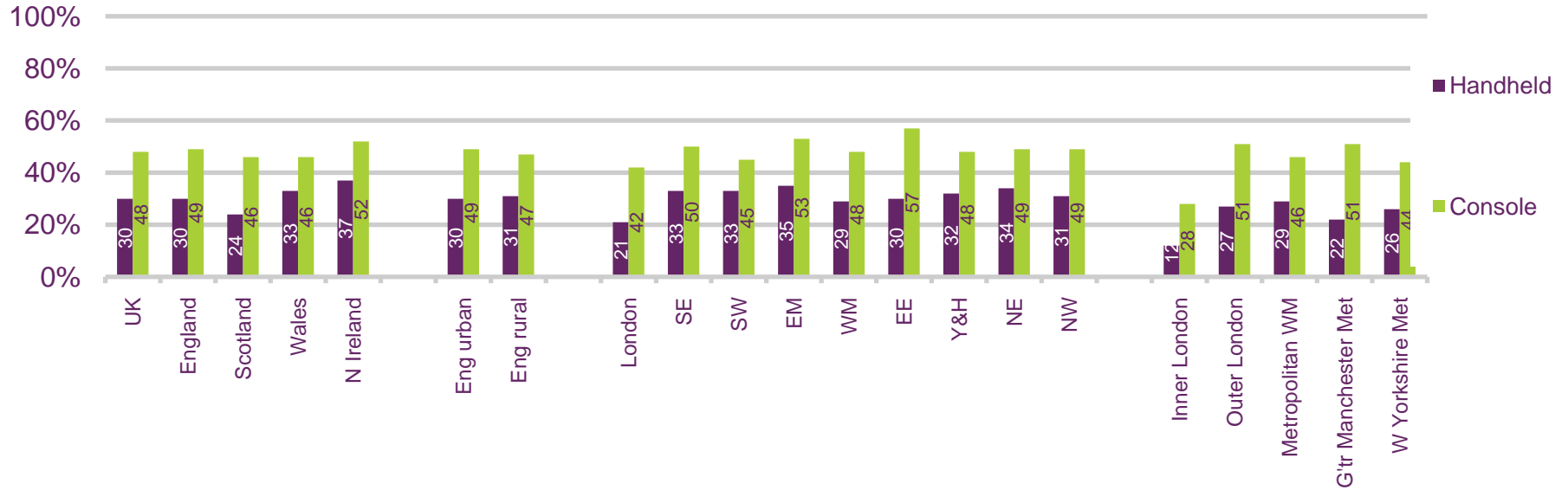


Source: Ofcom research, Q1 2010

Base: All adults aged 15+ (n = 9013 UK, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland) QE10A. Which, if any, of these do you or members of your household use the internet for whilst at home?

# Figure 2.26

## Take up of games consoles in England



Source: Ofcom research, Q1 2010

Base: All adults aged 15+ (n = 9013 UK, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland)

QB4. Which games console/s do you or does anyone in your household have at the moment?