

Introduction

Purpose of this report

This is the eighth year that Ofcom has published comparative international data on the communications sector. The aim of the report is to benchmark the UK communications sector against a range of comparator countries in order to assess how the UK is performing in an international context.

The report compares the availability, take-up and use of services in the UK and 16 comparator countries - France, Germany, Italy, the US, Canada, Japan, Australia, Spain, the Netherlands, Sweden, Ireland, Poland, Brazil, Russia, India and China, although we focus on a smaller subset of comparator countries for some of our analysis.

We are publishing this report as part of our commitment to continuously research markets and to remain at the forefront of consumer, industry and technological understanding, as outlined in point 3.38 of our 2013/14 Annual Plan¹. This report complements other research published by Ofcom and forms part of the Communications Market Report series, which includes the *UK Communications Market Report* and specific reports for Northern Ireland, Scotland and Wales (all published in August 2013).²

This report is intended to be used in a number of ways: to benchmark the UK's communications sector, to learn from market and regulatory developments in other countries, and to provide the context for Ofcom's regulatory initiatives. It also contributes to the richness of the information we draw upon, better enabling us to understand how our actions and priorities can influence outcomes for citizens and consumers, and for communications markets generally.

The information set out in this report does not represent any proposal or conclusion by Ofcom in respect of the current or future definition of markets and/or the assessment of licence applications or significant market power or dominant market position for the purposes of the Communications Act 2003, the Competition Act 1998 or other relevant legislation.

Data and methodologies

This report draws on a combination of consumer research data commissioned by Ofcom, data already held by Ofcom, and data sourced from desk or custom research or from third parties, as well as discussions with industry bodies, operators, regulators and commentators.

Consultancy firm IDATE provided data that are drawn on mainly for the *TV and audio-visual* and *Telecoms and networks* chapters. IDATE has attempted to verify sources and provide market estimates where data are incomplete. Telecoms pricing consultancy Teligen built a bespoke model to enable our analysis of comparative international pricing, and populated it with specifically-sourced tariff data (collected in July 2013).

Among others, we would like to thank the following for their contributions to the data presented in this report: Analysys Mason, comScore, IMRG, Eurostat, Eurodata TV Worldwide, The European Commission, IDATE, Kantar Media, Mediamétrie, The Nielsen Company, Nomura Equity Research, PACT, PricewaterhouseCoopers, The Reuters

¹ <http://www.ofcom.org.uk/files/2013/03/annplan1314.pdf>

² <http://stakeholders.ofcom.org.uk/market-data-research/market-data/communications-market-reports/cmr13/>

Institute, Teligen, US Census Bureau, the World Advertising Research Centre, Wik Consult and Zenith Optimedia.,.

The consumer research undertaken by Ofcom for this report was conducted online with 9,070 consumers in nine countries: the UK, Germany, France, Italy, Spain, the US, Japan, China and Australia. Because the research was undertaken online, samples, and therefore results, may differ from other consumer research conducted by Ofcom, including that published in the *Communications Market Report 2013*, which included face-to-face and telephone interviews. Further information on our online market research methodology is presented in Appendix A: Consumer research methodology, and a perspective on the results of our market research in China can be found in Appendix C: A perspective on China.

Comparisons between data in this report and in its predecessors will not always be possible, due to changes in definitions and re-statements over time, the methods of collecting data and the availability of new data sources. For reasons of sampling and definitions, some UK data published in this report may not be directly comparable with data published in other Ofcom reports, such as the *UK Communications Market Report*. We have highlighted incomparability in a number of key instances in this report.

This report is wide in scope, and because of the reliance on third-party data we cannot always fully guarantee the accuracy of data. We have carried out comprehensive checks as far as is reasonably possible and have acted to ensure that the data in this report are comprehensive and the most accurate currently available.

Data in this report generally cover the 2012 calendar year, although other data – notably from Ofcom's consumer research – are more recent. We show trends using a five-year historical time series wherever possible.

All currency conversions use the average market exchange rate across 2012, as provided by the International Monetary Fund (IMF).³ We have opted to convert data from every year at this fixed rate, so that currency fluctuations do not obscure market trends. The exception to this methodology is in the international price benchmarking analysis, where we have used purchasing power parity-adjusted exchange rates (more detail can be found in Appendix B: comparative international pricing methodology). All figures in this report are nominal unless otherwise stated.

Comments and feedback on this report are very much encouraged and welcomed at market.intelligence@ofcom.org.uk.

Structure of the report

The report is divided into six chapters:

- **The UK in context (page 15)** provides a broad overview by looking at comparative international communications markets from an industry and a consumer perspective, with an overview of the main regulatory developments in the past year. We also present findings from our new consumer research, focusing on changing relationships with retailers, as more shopping now takes place online, and we examine how the audio-visual market is changing as consumers take up new ways of viewing video on demand (VoD). We also look at 4G mobile telecom awareness, availability and take-up, across a selection of our comparator countries.

³ <http://www.imf.org/external/index.htm>

- **Comparative international pricing (page 99)** compares the typical prices people pay, across our main comparator countries, for a range of ‘baskets’ of communications services.
- **Television and audio-visual (page 131)** considers developments in broadcast and audio-visual services, and includes analysis of the industries and consumer experience in our comparator countries. This section examines patterns of digital television take-up, including the adoption of high-definition television services, digital video recorders, and internet-connected televisions, and looks at the consumption of audio-visual content online.
- **Radio and audio (page 175)** compares and summarises key data, including revenue figures, for the radio and audio markets across the UK and our comparator countries. We also include some of the findings from our consumer research on the take-up of digital radio sets and the use of audio services online and via mobile devices.
- **Internet and web-based content (page 199)** examines the impact of the internet across our key comparator countries. This section takes a high-level look at aspects of internet use, in terms of platforms and devices, as well as content and consumption. We also look at the rapidly changing mobile advertising landscape.
- **Telecoms and networks (page 237)** examines the major trends in the telecommunications markets, from an industry and operator perspective, in our comparator countries. We also consider the availability and use of telecoms services in the 17 comparator countries. We provide an overview of the industry as a whole, and individual markets in more depth, including analysis of fixed voice, mobile voice and data services, and fixed-broadband services.
- **Post (page 309)** considers key data for the postal services markets in the UK and our comparator countries, including trends in addressed mail volume and revenue. We also examine consumer trends in sending and receiving mail, and consumers’ perceived reliance on post as a method of communicating.

We include a list of key points for each chapter; these serve as summaries of the main findings.

Key points: the UK in context

- **The communications sector's total global revenues in 2012 were £1,228bn, growing by 2.5% year on year (incorporating the telecoms, television, postal and radio sectors).** Telecoms industries saw the largest absolute increase in revenues in 2012, which grew by £22bn to £865bn. Proportionally, television revenues grew fastest among the communications industries, by 4.1% in 2012 to £252bn.
- **In the television and radio sectors, television subscriptions generated the largest and fastest-growing proportion of total revenues in 2012.** Television subscription revenues grew by 5.1% in 2012 to £127bn and at a compound annual rate of 5.7% p.a. between 2008 and 2012. Radio subscription revenues grew by 13.3% in 2011 to £2bn and at a compound annual rate of 7.8% between 2008 and 2012.
- **Fixed line connections continue to fall but remain most resilient in the UK.** The number of fixed line connections per 100 people continued to fall across all our comparator countries. The rate of decline was slowest in the UK where many customers continued to take a fixed line to receive fixed broadband services at home. The UK now has 53 fixed line connections per 100 people.
- **Mobile connections per 100 people continue to grow.** Mobile take up continued to exceed population size across all our comparator countries with the exception of China. However, in China the number of mobile connections per 100 people more than doubled in the last five years, up from 40 to 83.
- **Smartphone ownership is now commonplace among comparator countries.** Excluding Japan, which has a very high take up of advanced featurephones not readily available in other countries, the US was the only country to report a smartphone take-up level of less than 50% in our online survey. The majority of respondents in all other countries reported that they now use a smartphone. Take-up in the UK was 66%.
- **Fifteen per cent of UK fixed broadband connections were superfast at the end of 2012.** This was the fifth highest proportion among our comparator countries, after Japan (64%), the Netherlands (35%), Sweden (29%) and Australia (20%), and was the highest proportion among the EU5 countries.
- **People in the UK are the most frequent online shoppers. Almost three-quarters (73%) of the online population in the UK are buying goods for delivery over the internet on at least a monthly basis, and almost one quarter are shopping online at least weekly.** People in the UK are more likely to trust online retailers. More than eight in ten of respondents in the UK (83%) agreed that they trust online retailers to ship them the correct item and four in five (80%) agreed they trusted online retailers to advertise products accurately.
- **4G LTE mobile services had launched in most major economies by Q3 2013.** TeliaSonera in Sweden launched the first 4G LTE network in late 2009, while Spain became the last of the EU5 countries to benefit from 4G services in July 2013. EE launched the first UK 4G service in October 2012, after Ofcom allowed it to use some of its existing spectrum for 4G services, while O2 and Vodafone started to offer UK 4G services in August 2013 and Three's is due to launch in December 2013

Key points: comparative international pricing

- **In the UK 77% of online respondents reported that they received a bundle of services from the same supplier as their broadband.** This was higher than in all of the other comparator countries.
- **Prices in the UK compared favourably to those in the other five countries covered by our price benchmarking work in 2013.** The lowest ‘weighted average’ single-service prices for three of the five baskets used in our analysis, and the lowest ‘best-offer’ prices for two baskets, were found in the UK.⁴
- **The UK was one of the two cheapest nations for all five of the households types used in our pricing analysis in terms of weighted average stand-alone prices, and for four of the households when looking at the lowest prices available.** Overall, across all five households and both of these pricing metrics, the UK ranked top among the six countries included in the analysis.
- **Italy also performed well, having the lowest ‘best-offer’ (including multi-play) prices for two baskets and the lowest ‘weighted average’ price for one basket.** Similarly, France had the lowest best-offer’ (including multi-play) prices for one basket and the lowest ‘weighted average’ price for one basket.
- **Low basket prices in the UK were largely due to lower mobile prices.** The UK had four of the lowest ‘weighted average’ stand-alone prices and six of the lowest ‘best-offer’ prices for the eight mobile connections used in our analysis.
- **The UK also benefited from low fixed broadband and fixed voice prices.** The UK had the lowest ‘weighted average’ and ‘best-offer’ prices for all three of the fixed broadband connections used in our baskets, and the lowest ‘weighted average’ prices for three of our four fixed voice connections.
- **The main area where the UK did not perform well was HD premium pay-TV services (including a PVR).** UK single-service prices for these services were the highest among our comparator countries (we note, however, that it is difficult to produce like-for-like comparisons of TV services, as the number of channels included in each package and the quality of their content varies considerably).
- **Prices in the UK compared favourably to those in the other five countries in terms of the proportion of household spending required to purchase the ‘cheapest combination of services.** At 2.3% of household spending, the UK was the lowest in the benchmark survey.

⁴ ‘Weighted average’ basket price refers to the sum of the weighted average single-service price of each service included in the basket, these averages being calculated as the average of the lowest price tariffs offered by the three largest operators which provide the service in each country, weighted by the market share of each service provider.

Key points: TV and audio-visual

- **Global TV revenues increased in 2012, by 4.1% year on year, to £252bn**, driven by an increase in both subscription and net advertising revenues (up 4.4% and 4.6% respectively). Despite the challenging economic conditions, global TV revenues have increased by 4.4% on a compound annual basis over the four years since 2008.
- **As in 2011, the BRIC countries – Brazil, Russia, India and China – experienced the largest year-on-year growth**, with their joint revenues increasing by £4bn, or 12.4%, in 2012, to £37bn.
- **The combined revenue of Europe and Canada experienced its first year-on-year contraction since Ofcom began reporting**, down by 0.9% in 2012 to £55bn. The UK experienced modest growth in television revenue in 2012, up by 1.4% or £0.2bn, while revenues for Italy, Spain, Ireland and the Netherlands all declined.
- **The UK leads the way in digital conversion and is one of only three countries to have 100% of all main TV sets receiving digital TV (DTV) in 2012**. In the UK, Spain and Italy, 100% of all main TV sets received DTV in 2012. Since Italy's digital switchover in 2012, the remaining 7% of analogue households have converted to receive DTV.
- **UK consumers continue to embrace value-added services, with HDTV and DVR penetration the highest among the European countries in our research**. Almost half (48%) of UK TV homes now have an HD service, 15pp above the average for all European ICMR countries (33%). The UK also has the highest ownership of digital video recorders (41% of households) among all countries included in our research.
- **UK consumers are the most likely to access TV content over the internet**, with over a third (36%) of internet users claiming to do this every week.
- **Consumers in the UK are most likely to watch catch-up TV on their smart TVs, mobile phones and tablets**. Over three-quarters (77%) of UK smart TV owners access catch-up TV on that device, while a third (34%) of tablet owners and one in ten (12%) smartphone owners use their devices to watch catch-up TV.
- **Online TV and video revenue in the UK has risen by 298% in three years, from £87m in 2009 to £345m in 2012**. However, the US is by far the largest online TV and video market among our comparator countries. Between 2009 and 2012 online TV and video revenue grew from a base of £1.2bn to £5.4bn.
- **The number of visitors to online VOD streaming websites increased substantially in the UK and the US in 2012**. According to comScore MMX data, unique visitors to the Netflix website in the UK increased by 79%; from 1.4 million in August 2012 to 2.5 million in August 2013. In the US, the number of unique visitors to Netflix reached nearly 30 million in August 2013 (up by 14% year on year).
- **Despite the increase in online TV, scheduled linear television remains popular, with viewing either up or unchanged in the majority of comparator countries**. At four hours per day, the UK has one of the highest levels of scheduled linear TV viewing among comparator countries, 19 minutes more than the average for all 17 ICMR countries.

Key points: radio and audio

- **Radio revenue has increased for the third consecutive year.** Radio revenues among the 17 comparator countries analysed in this report grew for the third consecutive year in 2012, increasing by 2.5% to reach £23.5bn.
- **Nine of our 17 comparator countries reported growth in revenue in 2012.** In the UK the value of the radio market grew by 2.8% to £1.2bn, due to growth in local advertising and sponsorship as well as an increase in licence fee revenues.
- **Revenue growth is driven by increases in advertising and subscription revenues.** The largest absolute increase in revenue was in the US, where advertising and subscription revenues contributed to a combined growth of £420m.
- **Among countries with public radio licence fees, revenue growth is highest in the UK.** The UK is also the only one of our comparator countries where both advertising and public radio licence fee revenues increased, rising by 3.7% and 2.1% respectively.
- **Across all our comparator countries FM radio sets are the most widely owned type of radio set,** but the UK has the lowest claimed ownership at 69%. However, the UK is among the highest of our comparator countries for take-up of any radio set at 86% due to the high proportion of DAB radio set owners.
- **Take-up of DAB radio sets is highest in the UK** and claimed ownership of DAB radio sets among radio listeners in the UK increased by 8pp year-on-year. Almost half (48%) of radio listeners claim to own a DAB radio set. This is the highest take-up out of all our comparator countries.
- **Radio is still the primary method for consuming audio content, but not online.** In our European comparator countries, at least seven in ten online adults are regular radio listeners but respondents across almost all countries are more likely to use their household internet connection to listen to/download audio content than to listen to online radio. Listening to online radio is more popular in Germany, with three in ten (32%) doing so, more than in any other country.
- **Listening to their own music using a laptop/desktop or a tablet is the most popular audio activity on these devices among respondents in all countries.** Half (48%) of laptop/desktop owners in the UK listen to their own music on their computer while one third (36%) of tablet owners do so. These proportions are greater than those who listen to the radio using either device (29% and 24% respectively).
- **One fifth (21%) of those with a mobile phone in the UK use it to listen to the radio, but listening to 'music I own' is more popular.** Of all the countries that we surveyed, only mobile phone owners in Italy, Spain and China are more likely to use their mobile phone for this purpose.
- **Across all comparator countries, radio is most likely to be used to source regional/local news than any other type of news.** This is greatest in Germany, where 20% of respondents use the radio for this purpose, more than double the proportion of UK adults (9%).

Key points: internet and web-based content

- **More than a third of all advertising spend in the UK is online.** The UK remained the country where the greatest share of all advertising spend was on the internet, with 36% of advertising being attributed to the sector in 2012.
- **The UK had the greatest spend per head on mobile advertising,** rising by almost £5 per person to £8.04 in 2012. Japan had the second highest spend, at £7.50, while the US had the second highest absolute growth of £3.52, and the third highest spend at £6.74 per head.
- **Broadband households in the UK are most likely to have a fixed connection.** Among households with either a fixed broadband connection or a mobile broadband connection, households in the UK were the most likely to have a fixed connection (94%) and the second least likely overall to have a mobile connection (25%).
- **Seven in ten mobile users in the UK access the internet on their handset.** Three in four (75%) mobile users in Spain used their handset to access the internet in August 2013, the highest take-up of the mobile internet among the comparator countries analysed. The UK had the second highest take-up, with just over 71% of mobile users using the internet on their device.
- **Smartphone take-up was the highest in the UK and Spain.** Seventy-five per cent of mobile users owned a smartphone in Spain in August 2013. The UK had the second highest take-up, with seven in ten mobile users (71%) owning a smartphone, followed by the US (61%), and France, Germany and Italy (60%).
- **Social networks remain among the most searched-for terms online.** 'Facebook' was the most searched-for term on the web for 14 of our 17 comparator countries, while national social network 'VK' was among the most searched-for terms in Russia.
- **Mobile internet users in the US and the UK are the most active social networkers.** Two in five mobile internet users in the US (41%) and the UK (40%) used their handset to visit a social networking site almost every day in August 2013.
- **Two-thirds of laptop/desktop internet users in the UK visited YouTube in August 2013.** YouTube was most popular in the UK (66%) among laptop and desktop internet users, and least popular in Japan (53%).
- **Users in the UK and the US are the most likely to pay a subscription for TV, film, and music streaming services.** Of all respondents who accessed films weekly, more than half (57%) in the US and 45% in the UK paid a subscription fee for the service.

Key points: telecoms and networks

- **Total comparator country telecoms revenues increased by 0.4% in 2012.** Total revenues increased by £2bn to £607bn in 2012. Fixed voice revenues fell by 8.9% during the year, due to falling call volumes (down 15%) and line numbers (down 3.2%). Mobile voice revenues increased by 3.1% (as did mobile data revenues), by 10.4%, while fixed broadband revenues increased by 5.2%, as the number of connections grew by 8% during the year.
- **Fifteen per cent of UK fixed broadband connections were superfast at the end of 2012.** This was the fifth highest proportion among our comparator countries, after Japan (64%), the Netherlands (35%), Sweden (29%) and Australia (20%), and was the highest proportion among the EU5 countries.
- **Fourteen per cent of people in the UK with a home phone do not use landline services regularly.** This was the second largest proportion across the countries for which we had data, after Japan, where 24% of respondents had a landline but were not regular users of fixed voice services.
- **Fixed call volumes fell in all of our comparator countries except France in the five years to 2012.** Total fixed-line voice call volumes fell by an average annual rate of 5.5% to 1.5 trillion call minutes between 2007 and 2012. Fixed call volumes increased in France by an average annual rate of 1.3% over this period, while in the UK, volumes fell at an average annual rate of 7.3%, mainly due to fixed-to-mobile substitution.
- **UK mobile revenues increased by an average of 2.2% a year between 2007 and 2012, to £16bn.** In comparison, Sweden had the highest average annual growth rate over this period, at 7.5%. Across our comparator countries, total retail mobile revenues ranged from less than £1bn in Ireland to £112bn in the US in 2012.
- **The UK had the second lowest proportion of total telecoms revenue generated by data services in 2012, at 31%.** Japan had the highest proportion of total telecoms revenue generated by data services, at 55%, and was the only comparator country where data services generated more than half of total revenue.
- **Take-up of dedicated mobile broadband connections fell for the first time in the UK, Spain and Ireland in 2012.** The main driver of falling mobile broadband use with a dongle/datacard/data-only SIM is likely to be consumers accessing data services on smartphones, meaning that the drop in mobile broadband use with a dongle/datacard will be more than offset by rising use of data services on mobile handsets. We aim to report combined figures in future reports.
- **In the UK, 89% of superfast broadband users were happy with their overall service in September 2013.** This was the highest proportion among our comparator countries. In all of our comparator countries, superfast broadband users were more satisfied than non-superfast users with their overall service.

Key points: post

- **Despite the largest proportional price rises over the past three years, the UK is still one of the cheapest countries in which to send a standard sized domestic letter.** It costs 60p to send a First Class standard sized letter in the UK, the same price as in China. Among our European comparators, it is only cheaper to send a letter with the same dimensions in Ireland (49p) and Poland (46p).
- **Mail volumes across our comparator countries have declined by 16.7% since 2008.** The overall trend is driven by North America, which accounts for 58% of total volumes among our comparators, where volume decline was 21.3%. The rate of decline is less pronounced among our European comparators, where volumes have fallen by 16.6% over this period.
- **Revenue has also fallen, but at a slower rate than volumes.** Total mail revenues among our comparator countries fell by 10.7% between 2008 and 2012. The fastest decline was in North America, where mail revenue declined by 19.4%. This compares to a decline of 9.7% among our European comparators, and growth of 29.6% in the BRIC countries.
- **One in four (23%) of the online population in the UK had not sent an item in the past month.** This compares to 16% in France, and almost one-fifth in Germany (18%) and China (19%). In the US and Australia around three in ten had not sent anything in the past month, while people online in Spain and Italy were the least likely to have sent an item in the past month.
- **People in France and the US were the most likely to send mail to businesses, such as formal letters or payment for bills.** More than eight in ten (84%) respondents in France had sent this type of mail, while seven in ten (69%) in the US had done so. Just under half of respondents in the UK had sent mail to businesses in the past month.
- **A higher proportion of online UK adults send invitations, greetings cards or postcards than in the other countries that we surveyed.** More than a third (35%) of respondents in the UK had sent this type of mail in the past month. Those in Germany were least likely to have sent greetings cards, with around a fifth (18%) doing so.
- **People in the UK receive more items of mail in a week than those in Italy, Australia and Spain.** The average number of items received in the UK was 6.8, on a par with Germany (6.4), but far less than the amount received by respondents in France, where the average figure was highest, at 12.5.
- **The UK is among the countries where most consumers had received a parcel in the past month.** Six in ten (61%) people claimed to have received parcels, on a par with France and Germany. Those in Italy and Spain were the least likely to have received a parcel in the past month.
- **Six in ten UK respondents claimed to be reliant on post as a way of communicating.** A high proportion of those in the UK, Italy, the US, and Australia claim to be reliant on post as a way of communicating, at around six in ten people. Consumers in Japan (19%) and Spain (28%) were the least likely to say that they were reliant on post as a means of communication.

Key summary metrics: 2012 data

	UK	FRA	GER	ITA	USA	CAN	JPN	AUS	ESP	NED	SWE	IRL	POL	BRA	RUS	IND	CHN	
TV and audio-visual	TV industry revenue (£bn)	11.7	9.6	11.0	6.7	103.6	4.5	32.7	5.5	4.4	2.6	1.8	0.8	2.4	12.7	3.9	4.8	15.5
	Change in revenue (% YOY)	+1	0	+2	-10	+4	+2	+4	+2	-8	-1	+4	-4	+6	+18	+10	+11	+9
	TV industry revenue per capita (£)	185	145	136	108	329	130	257	249	93	152	200	169	61	63	27	4	12
	Largest TV platform	Dsat	IPTV	Dsat	DTT	DCab	DCab	Dcab	DTT	DTT	Dcab	Acab	Dsat	Dsat	Dsat	Acab	Acab	Dcab
	Largest TV platform (% of homes)	47%	32%	41%	51%	40%	58%	32%	61%	71%	53%	32%	53%	46%	38%	34%	55%	34%
	TV viewing (mins/day) ²	241	230	222	255	293	238	n/a	186	246	196	164	203	243	216	238	n/a	164
	DTV take-up (%)	100	97	75	100	91	94	80	93	100	85	68	96	82	64	48	37	52
	Pay TV take-up (%)	54	64	64	33	87	95	66	31	24	99	95	73	80	30	69	85	59
Radio and audio	Radio industry revenue (£bn)	1.2	1.0	2.8	0.4	12.1	1.2	1.0	0.7	0.4	0.2	0.1	0.1	0.1	0.4	0.3	0.2	1.2
	Change in revenue (% YOY)	+2.8	-0.5	-0.4	-8.2	+3.6	+3.1	-1.4	+0.5	-9.9	-1.9	+1.6	-4.2	-2.7	+6.7	+9.3	+17.3	+11.9
	Radio industry revenue per capita (£)	18.9	15.9	34.9	6.6	38.3	35.3	7.7	31.5	8.2	14.0	13.2	21.3	3.0	2.0	1.9	0.2	0.9
	% income from public licence fee	60.4	38.9	79.3	20.9	n/a	n/a	5.1	n/a	n/a	18.9	37.4	22.5	4.4	n/a	n/a	n/a	n/a
Internet	Online universe (m)	44.6	42.6	53.1	29.7	197.0	n/a	73.7	14.5	23.0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Fixed broadband connections per 100 HH	80	84	69	53	75	85	76	68	65	91	66	66	39	31	49	6	43
	Internet access via a mobile phone (%)	57	46	47	63	44	n/a	58	55	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a	86
Telecoms and networks	Telecoms services revenue (£bn)	28.1	27.7	32.8	21.1	190.8	22.6	92.4	17.1	16.2	8.1	4.5	2.3	5	31.7	18.9	10.1	77.6
	Telecoms services revenue per capita (£)	445	421	404	343	605	657	725	770	344	483	489	474	131	158	133	8	58
	Fixed lines per 100 population	53	27	48	26	44	51	30	46	40	23	55	35	14	22	30	3	21
	Monthly outbound fixed-line minutes per capita	135	140	183	104	124	-	37	50	108	106	140	105	28	72	-	-	10
	Mobile connections per 100 population	132	111	139	159	104	81	101	139	113	125	161	123	141	131	162	71	83
	Monthly outbound mobile minutes per capita	174	151	113	196	608	364	95	165	123	112	222	192	150	115	237	124	397
	Fixed broadband connections per 100 population	34	36	35	22	29	34	31	27	24	41	34	23	15	9	19	1	13
	3G/4G as % of all connections	54	45	30	43	61	56	100	57	70	39	89	74	31	20	25	3	21
Post	Domestic addressed mail revenue (£bn)	7.2	7.1	7.1	3.1	29.9	2.3	13.9	1.5	1.5	2.3	1.2	0.4	0.7	2.6	0.7	0.3	2.4
	Mail revenue per capita (£)	113.6	108.6	87.66	50.4	94.9	67.5	109.3	68.5	36.1	135.9	127.4	86.5	18.7	12.9	4.7	0.3	1.8
	Domestic mail volumes (billion items)	15.7	16.5	16.8	3.9	155.3	5.9	18.9	4.6	4.3	4.2	2.6	0.6	1.9	8.7	2.9	5.8	27.5
	Standard domestic stamp price (£)	0.60	1.26	1.18	1.71	0.96	0.85	1.11	0.79	0.73	1.46	1.12	0.49	0.46	0.55	0.78	0.30	0.60