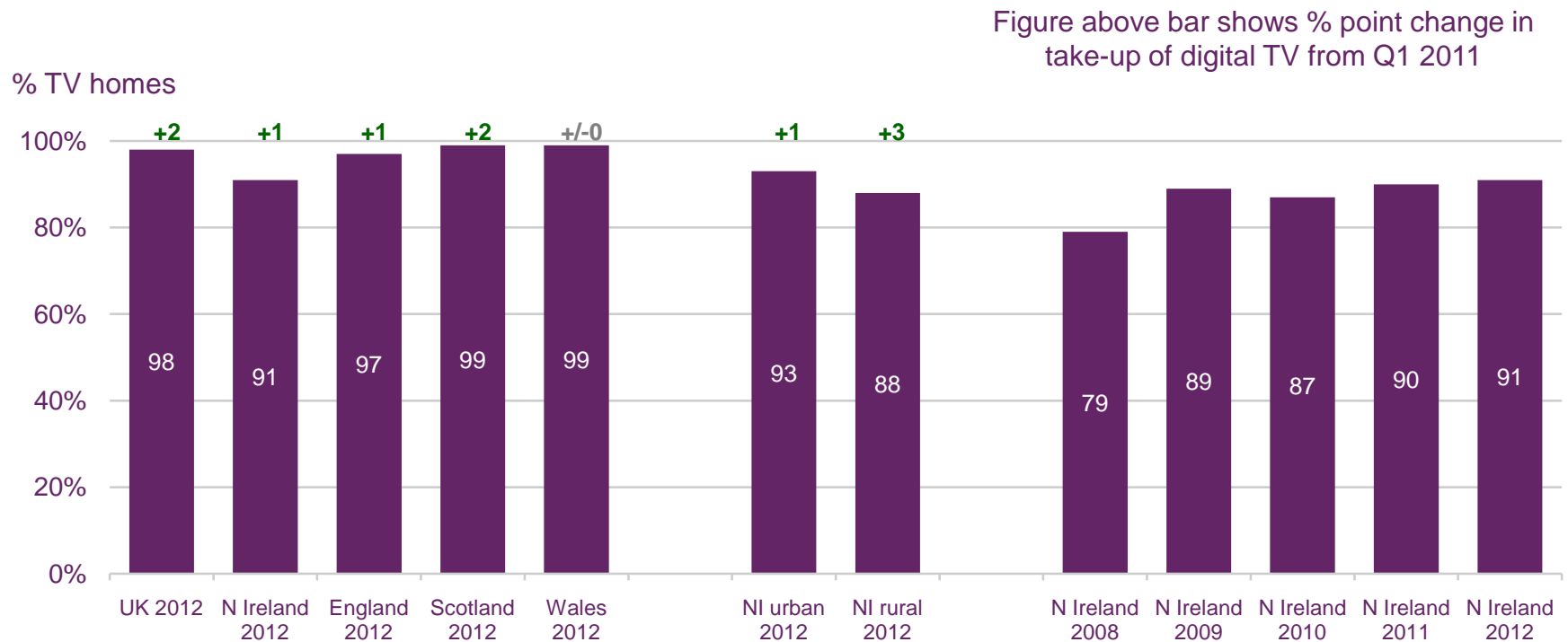


TV and audio-visual

Figure 2.1

Digital television take-up in Northern Ireland



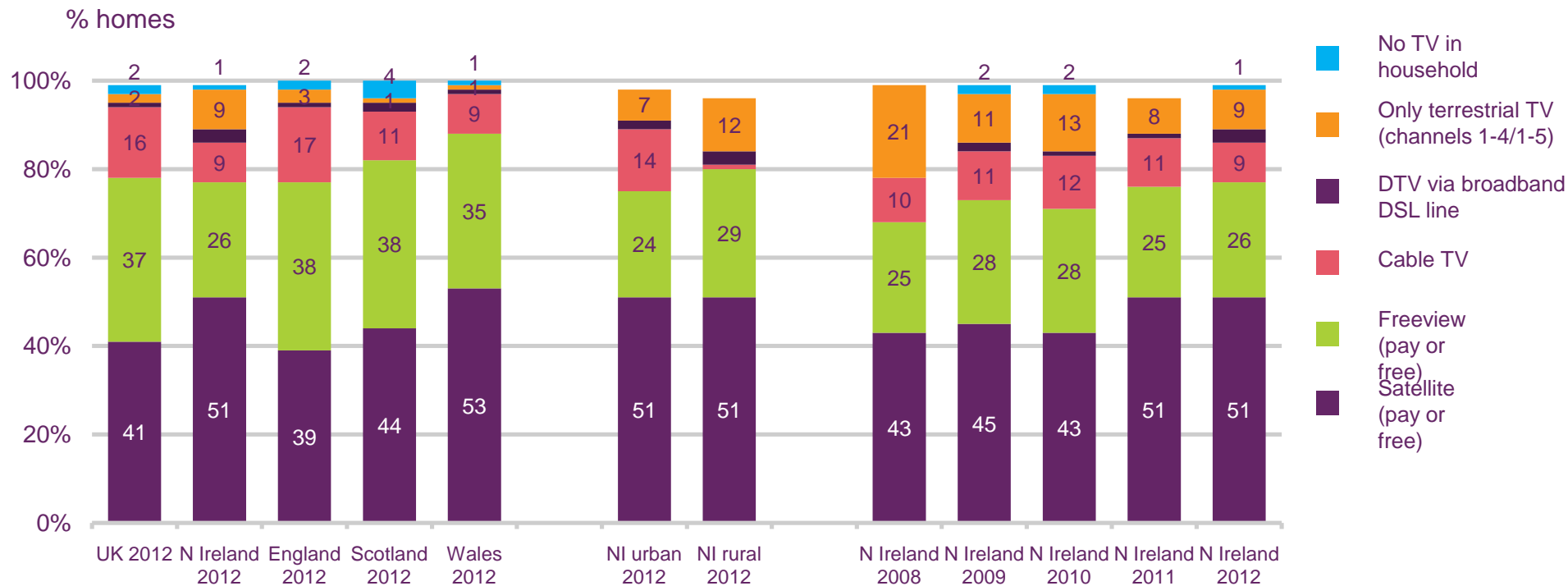
QH1a. Which, if any, of these types of television does your household use at the moment?

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ with a TV in household (n = 3713 UK, 502 Northern Ireland, 2214 England, 489 Scotland, 508 Wales, 253 Northern Ireland urban, 249 Northern Ireland rural, 626 Northern Ireland 2008, 640 Northern Ireland 2009, 746 Northern Ireland 2010, 509 Northern Ireland 2011, 502 Northern Ireland 2012)

Figure 2.2

Main set TV share in Northern Ireland, by platform



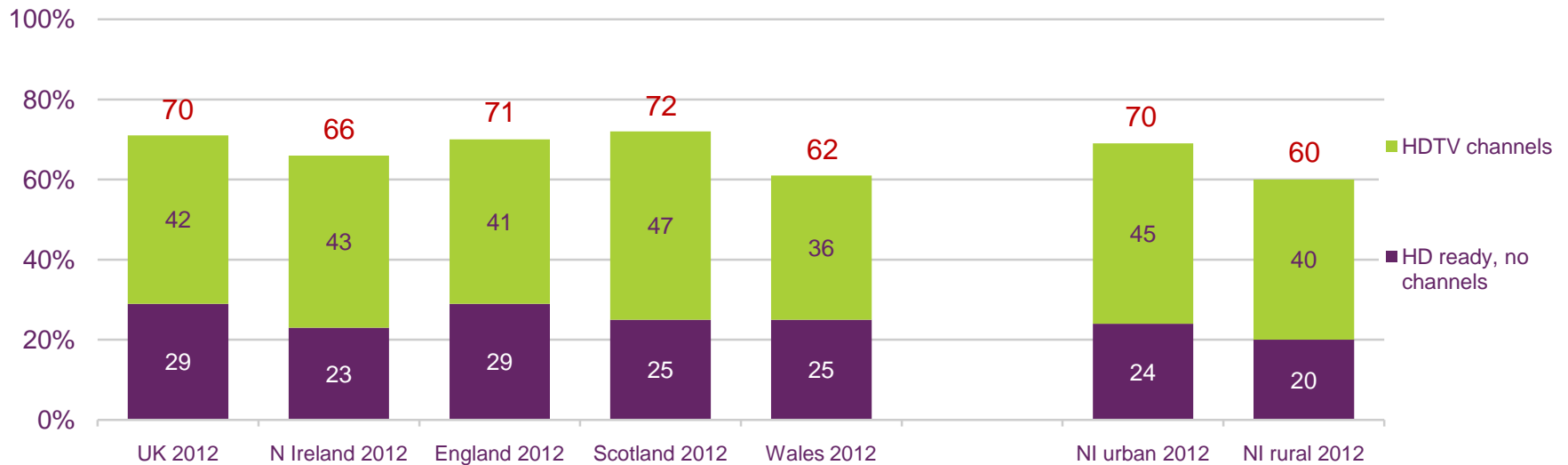
QH1a. Which, if any, of these types of television does your household use at the moment?

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n = 3772 UK, 508 Northern Ireland, 2251 England, 500 Scotland, 513 Wales, 255 Northern Ireland urban, 253 Northern Ireland rural, 629 Northern Ireland 2008, 652 Northern Ireland 2009, 761 Northern Ireland 2010, 511 Northern Ireland 2011, 508 Northern Ireland 2012)

Figure 2.3

Proportion of homes with HD-ready TV sets and HDTV



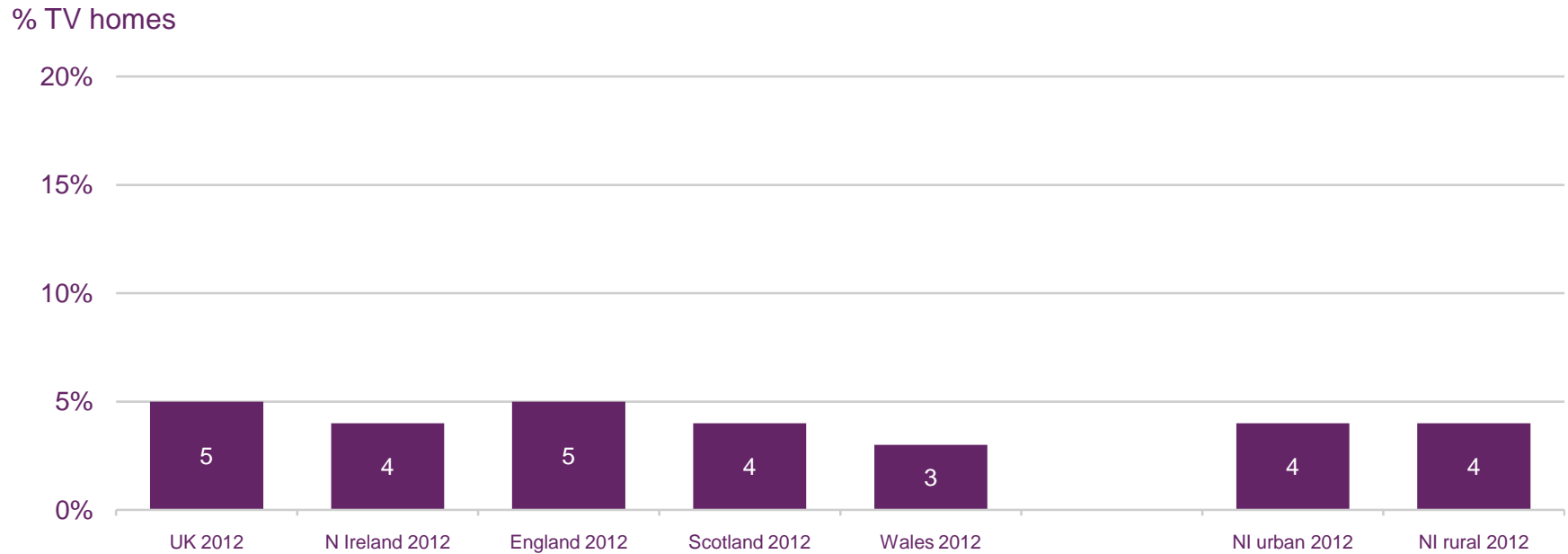
QH53. Is the main TV in your household an HDTV set or HD ready?/ QH54. For the main TV set, does your household have an HD TV service – from either Sky, Virgin Media, Freesat or Freeview?

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n = 3772 UK, 508 Northern Ireland, 2251 England, 500 Scotland, 513 Wales, 255 Northern Ireland urban, 253 Northern Ireland rural)

Figure 2.4

Take-up of smart TVs



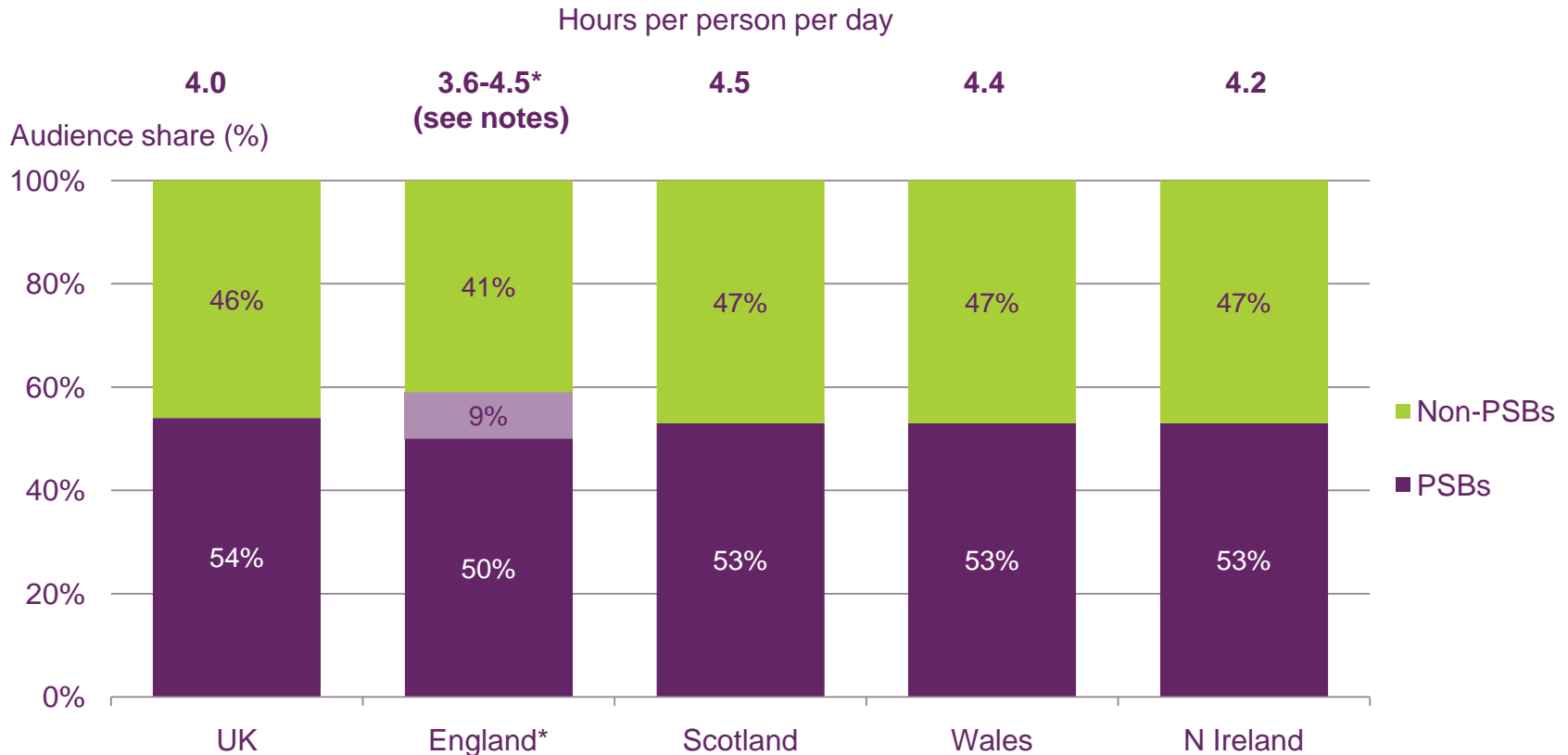
Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ with a TV in household (n = 3713 UK, 502 Northern Ireland, 2214 England, 489 Scotland, 508 Wales, 253 Northern Ireland urban, 249 Northern Ireland rural)

QH18. Are any of your TV sets “Smart TVs”? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.

Figure 2.5

Hours of daily TV viewing, by nation, 2011



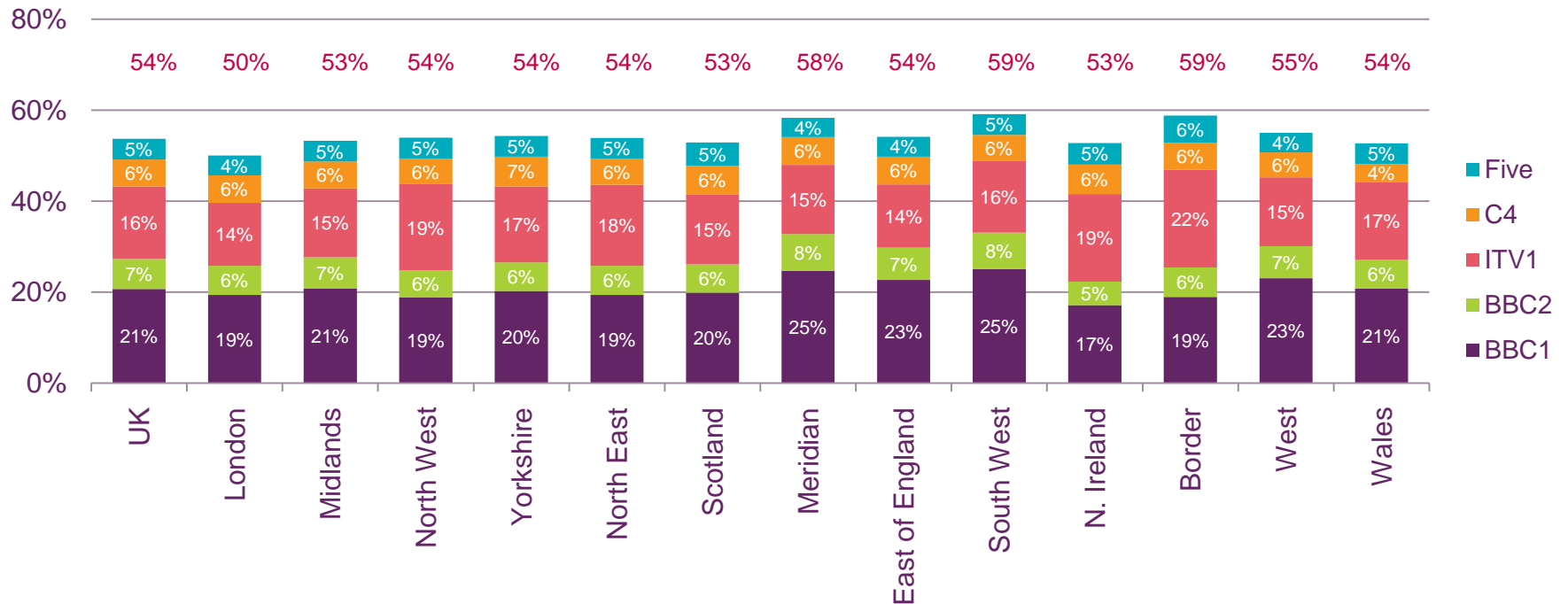
Source: TV = BARB. Based on all individuals (aged 4+). PSBs = BBC One, BBC Two, ITV1, C4, Five.

*Notes: It is not possible to provide a single figure for 'England' so instead a range is displayed reflecting the regions with the highest (North East) and lowest (West) figures respectively.

Figure 2.6

Share of the five main PSB channels in all homes, 2011

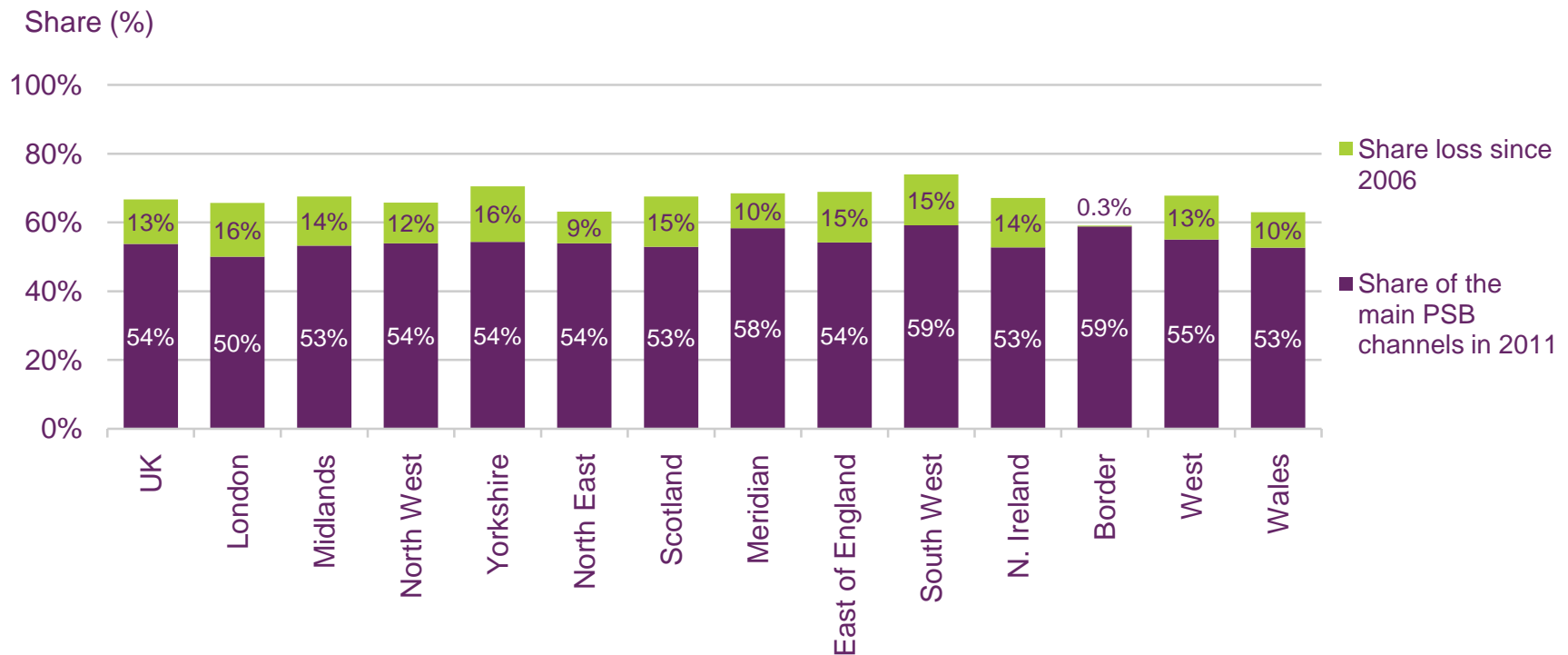
Audience share (%)



Source: BARB, all individuals (4+)

Figure 2.7

Reduction in combined share of the five main PSB channels, all homes, 2006 & 2011



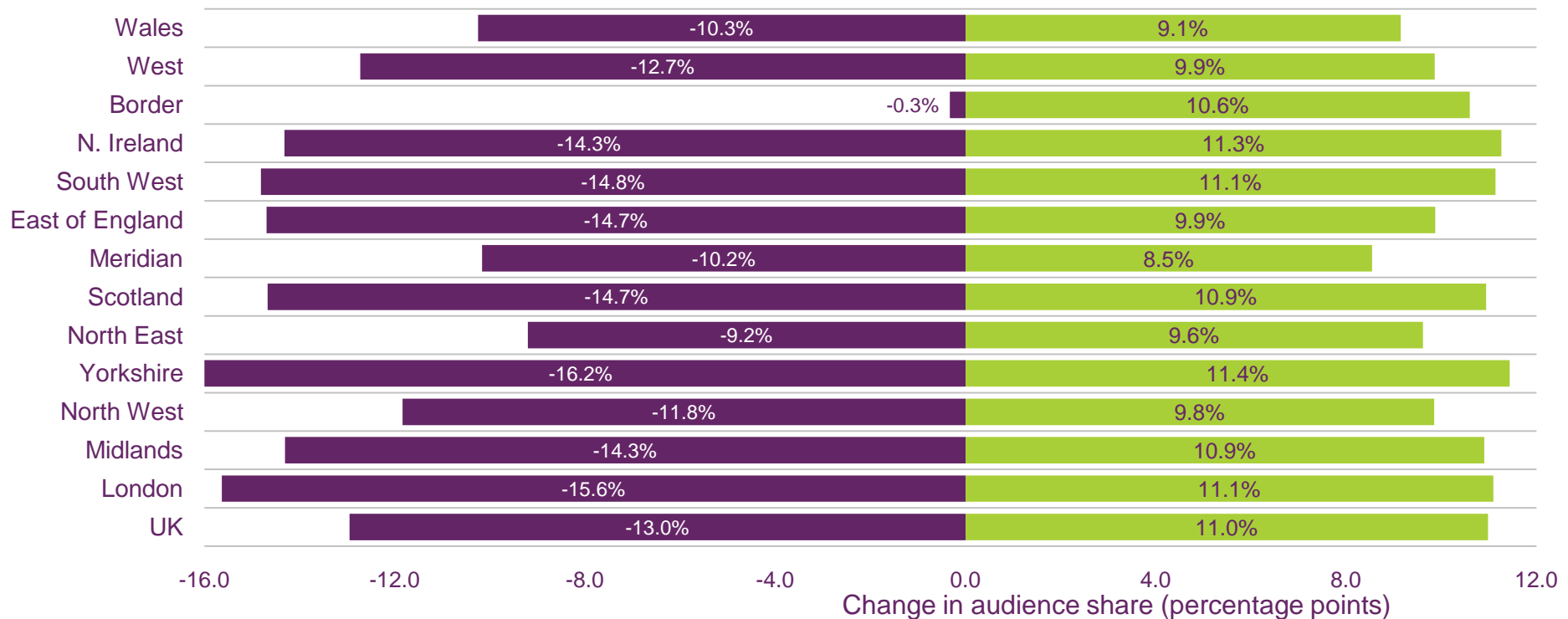
Source: BARB, all individuals (4+)

Note : In 2010 a new BARB panel was introduced, including the re-defining of boundaries. Therefore, pre and post panel change data should be compared with some caution.

Figure 2.8

Net change in the audience share of the five main PSB channels and their portfolio channels, all homes, 2006 - 2011

■ Change in total share of five main PSB channels since 2006 ■ Change in total share of the PSB portfolio channels since 2006

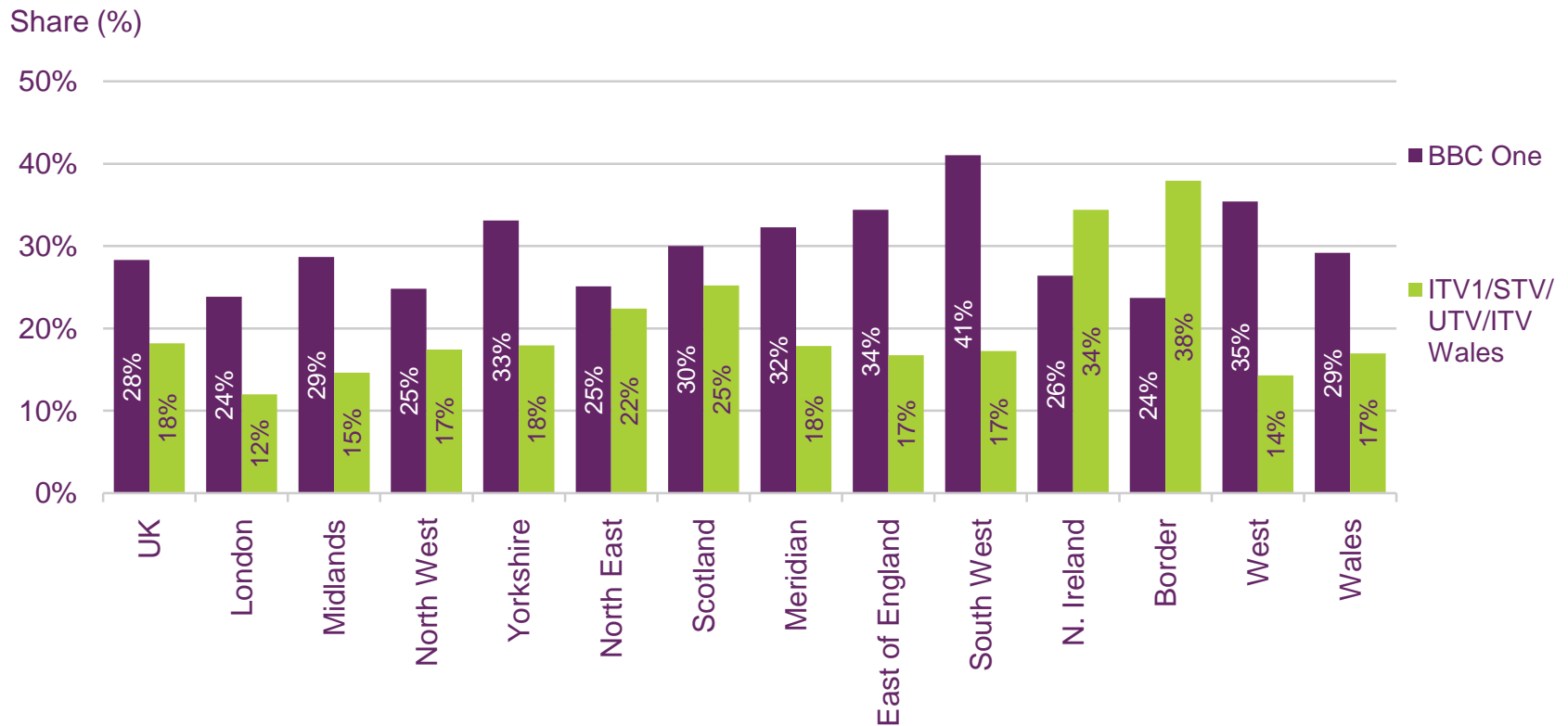


Source: BARB, all individuals (4+)

Notes: i) 'PSB portfolio channels' includes all the main PSB's multichannel channels (except for the five terrestrial channels). ii) In 2010 a new BARB panel was introduced, including the re-defining of boundaries. Therefore, pre and post panel change data should be compared with some caution.

Figure 2.9

BBC One and ITV1/STV/UTV/ITV Wales early evening news bulletin shares, all homes, 2011



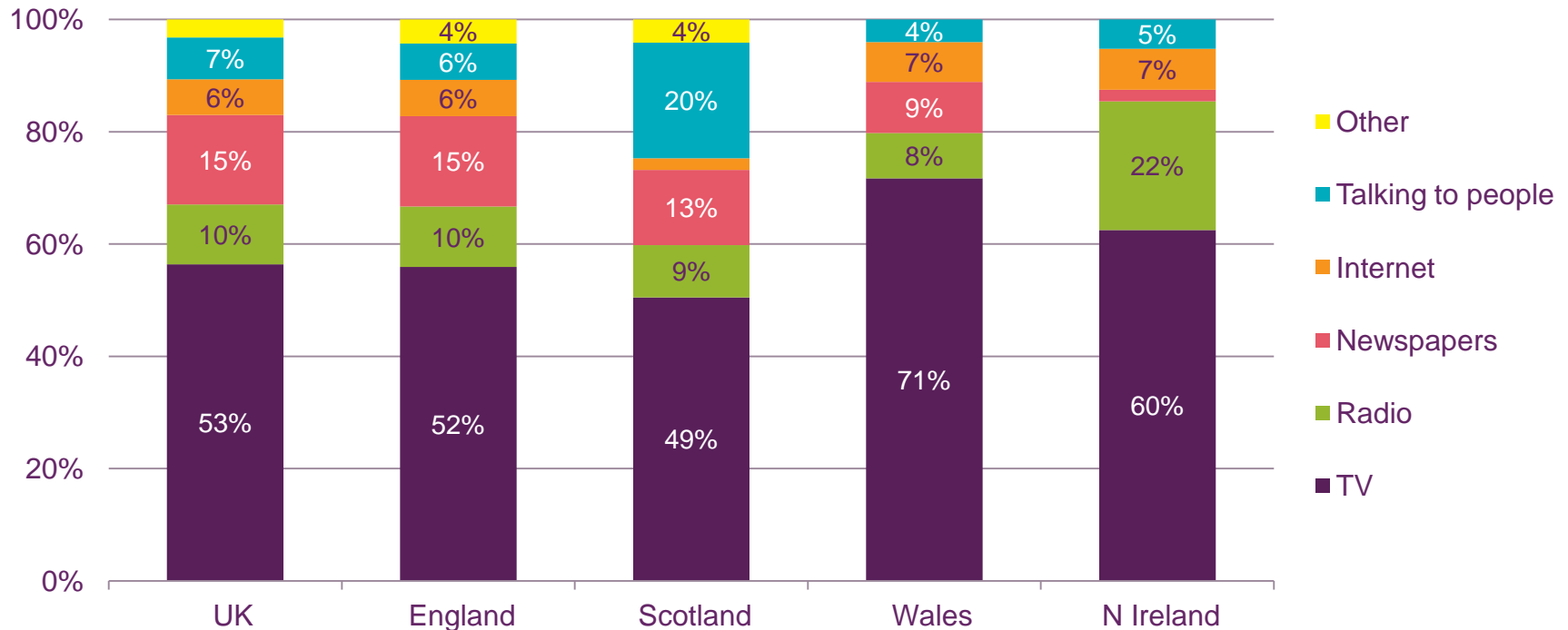
Source: BARB, all individuals (4+)

Note: Based on Regional News prog, start time 17:55-18:35, 10mins+ duration, BBC1 & ITV1, weekdays

Figure 2.10

Sources of local news for each nation

‘Can you tell me what, if anything, is your main source of news about what is going on in your own local area’



Source: Ofcom Media tracker 2011.

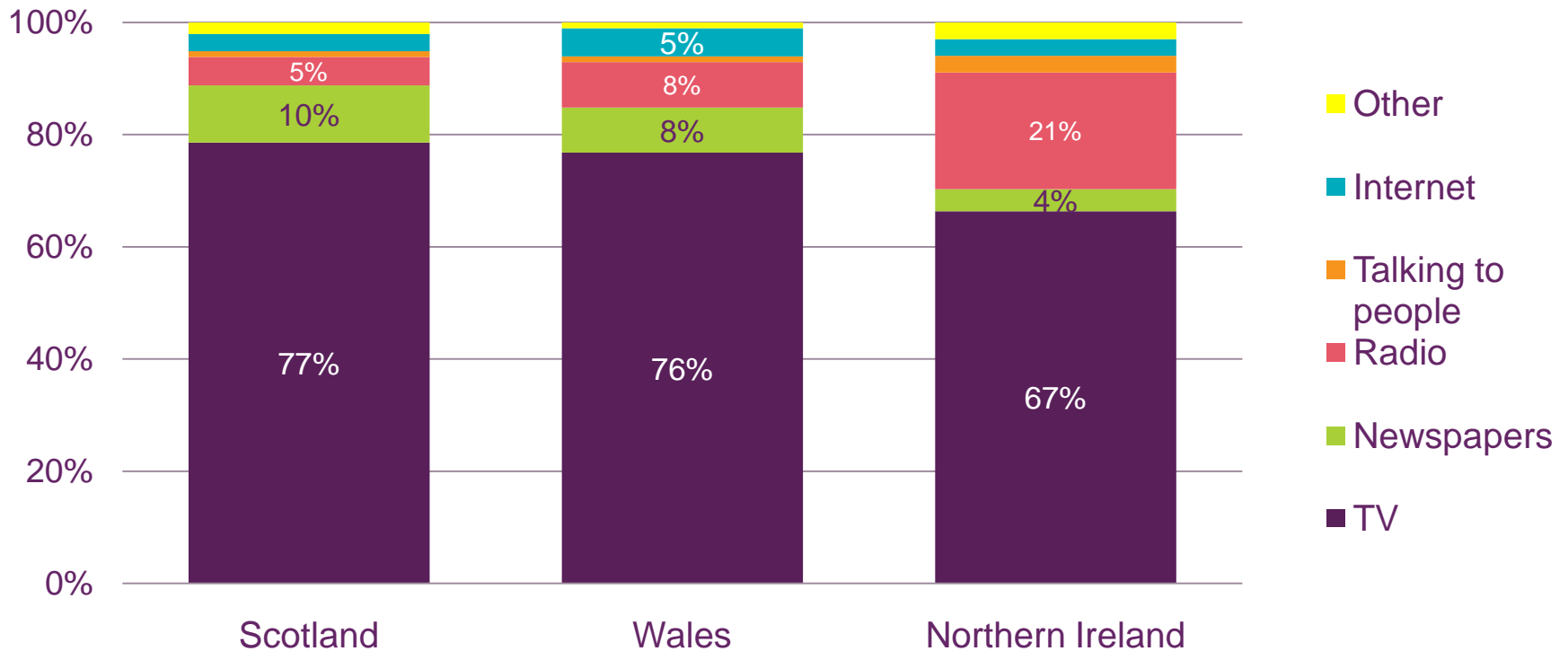
Base: All adults; England (1,369); Scotland (172); Wales (107); Northern Ireland (106).

Only responses ≥ 4% labelled

Figure 2.11

Sources of Nations news for each nation

‘Can you tell me what, if anything, is your **main** source of news about what is going on in [Scotland, Wales, Northern Ireland]?’

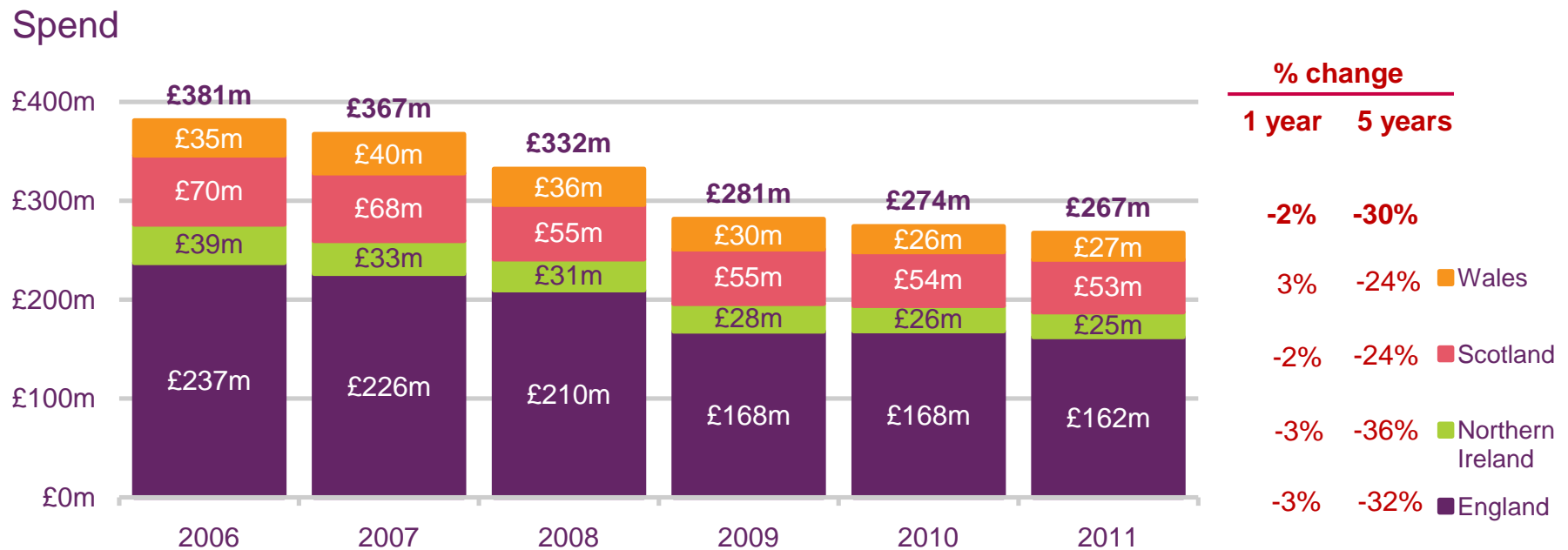


Source: Ofcom Media tracker.

Base: All respondents in Scotland (172), Wales (107), Northern Ireland (106). Only responses ≥ 4% labelled.

Figure 2.12

Spend on first-run originated nations' and regions' output by the BBC/ITV1/STV/UTV



Source: Broadcasters. All figures expressed in 2011 prices.

Note: Spend data for first-run originations only. Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC. This does not account for spend on BBC ALBA or BBC spend on S4C output.

Figure 2.13

Change in total spend on nations and regions output, by genre and nation, 2006 - 2011

	UK		England		N. Ireland		Scotland		Wales	
	1yr (%)	5yr (%)	1yr (%)	5yr (%)	1yr (%)	5yr (%)	1yr (%)	5yr (%)	1yr (%)	5yr (%)
Current Affairs	-13%	-26%	-13%	-31%	-23%	-36%	-8%	5%	-13%	-26%
News	-3%	-22%	-4%	-23%	-4%	-25%	-3%	-20%	2%	-3%
Non-news/non-current affairs	2%	-43%	-16%	-88%	2%	-42%	2%	-27%	7%	-35%
Total Spend in 2011	£272m		£165m		£25m		£55m		£27m	

	UK		England		N. Ireland		Scotland		Wales	
	1yr	5yr	1yr	5yr	1yr	5yr	1yr	5yr	1yr	5yr
Change in Spend	-3%	-29%	-5%	-30%	-3%	-36%	-1%	-23%	3%	-24%

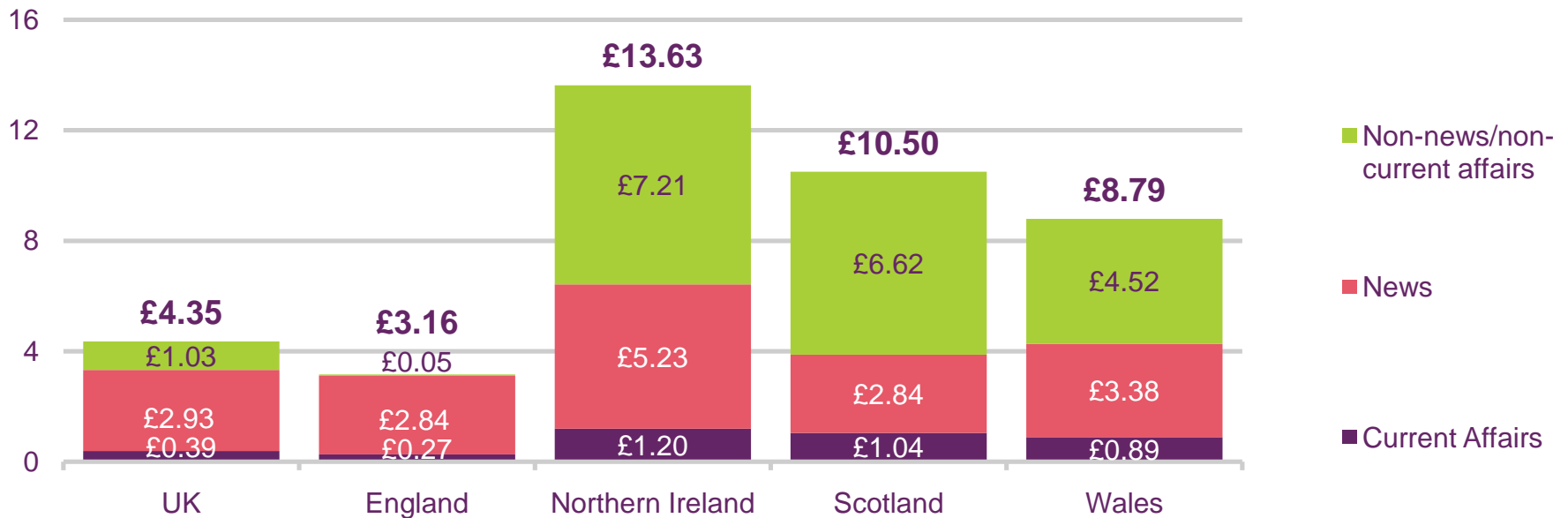
Source: Broadcasters. All figures expressed in 2011 prices.

Note: Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC. This does not account for total spend on BBC ALBA or BBC spend on S4C output.

Figure 2.14

Total spend per head by the BBC/ITV1/STV/UTV on nations/regions output

Spend per head (£ per head)



Source: Broadcasters. All figures expressed in 2011 prices.

Note: Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC. This does not account for total spend on BBC ALBA or BBC spend on S4C output.

Figure 2.15

Hours of first-run originated nations/regions output, by genre and broadcaster: 2011

2011 total first-run originated hours
Change since 2010
Change since 2006

	UK	England	Northern Ireland	Scotland	Wales
2011 total first-run originated hours	11,648 hrs	6,763 hrs	931 hrs	2,938 hrs	1,016 hrs
Change since 2010	6%	0%	-8%	32%	1%
Change since 2006	-1%	-14%	-17%	86%	-22%



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. This does not include total hours for BBC ALBA or BBC hours on S4C output.

Figure 2.16

Total output cost per hour of nations/regions output, by nation: 2006 – 2011



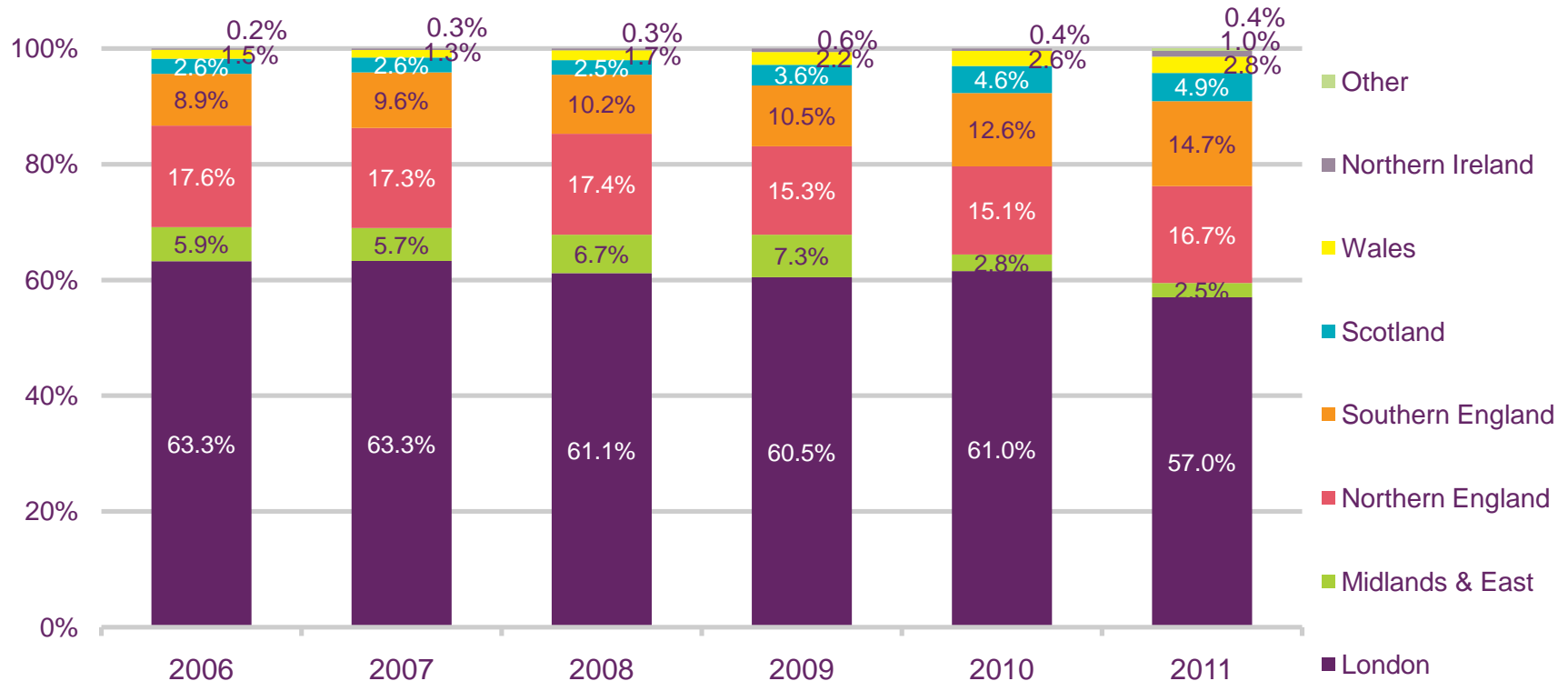
Source: Broadcasters. All figures expressed in 2011 prices.

Note: Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC. This does not account for total spend on BBC ALBA or BBC spend on S4C output.

Figure 2.17

Expenditure on network originated programming - 2006-2011

Percentage of production by value



Source: Ofcom/broadcasters

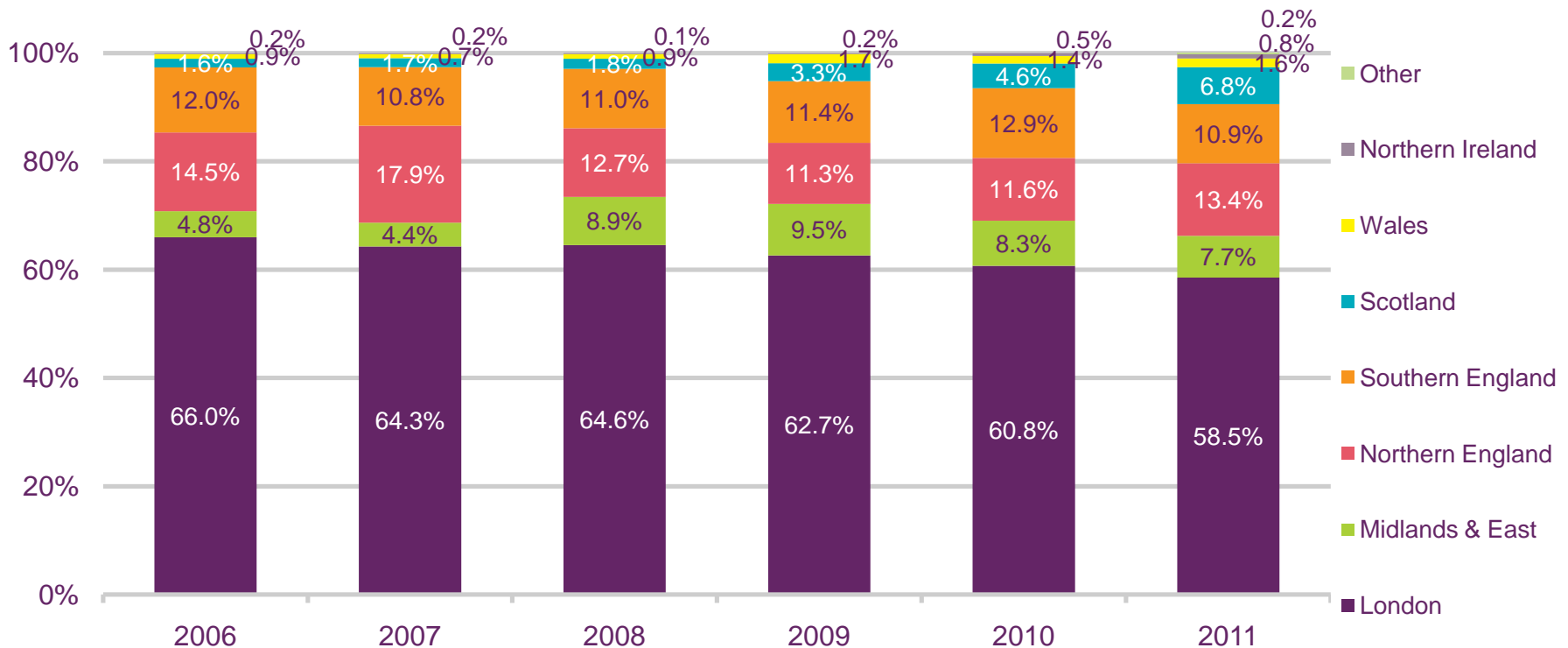
Note: A new category 'Other' has been created for Regional Productions from London Producers which do not meet both 70% of spend and 50% of talent in any one particular Macro Region' See

http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg_prod/ on Ofcom website for further details.

Figure 2.18

Volume of network originated programming – 2006-2011

Percentage of production by volume



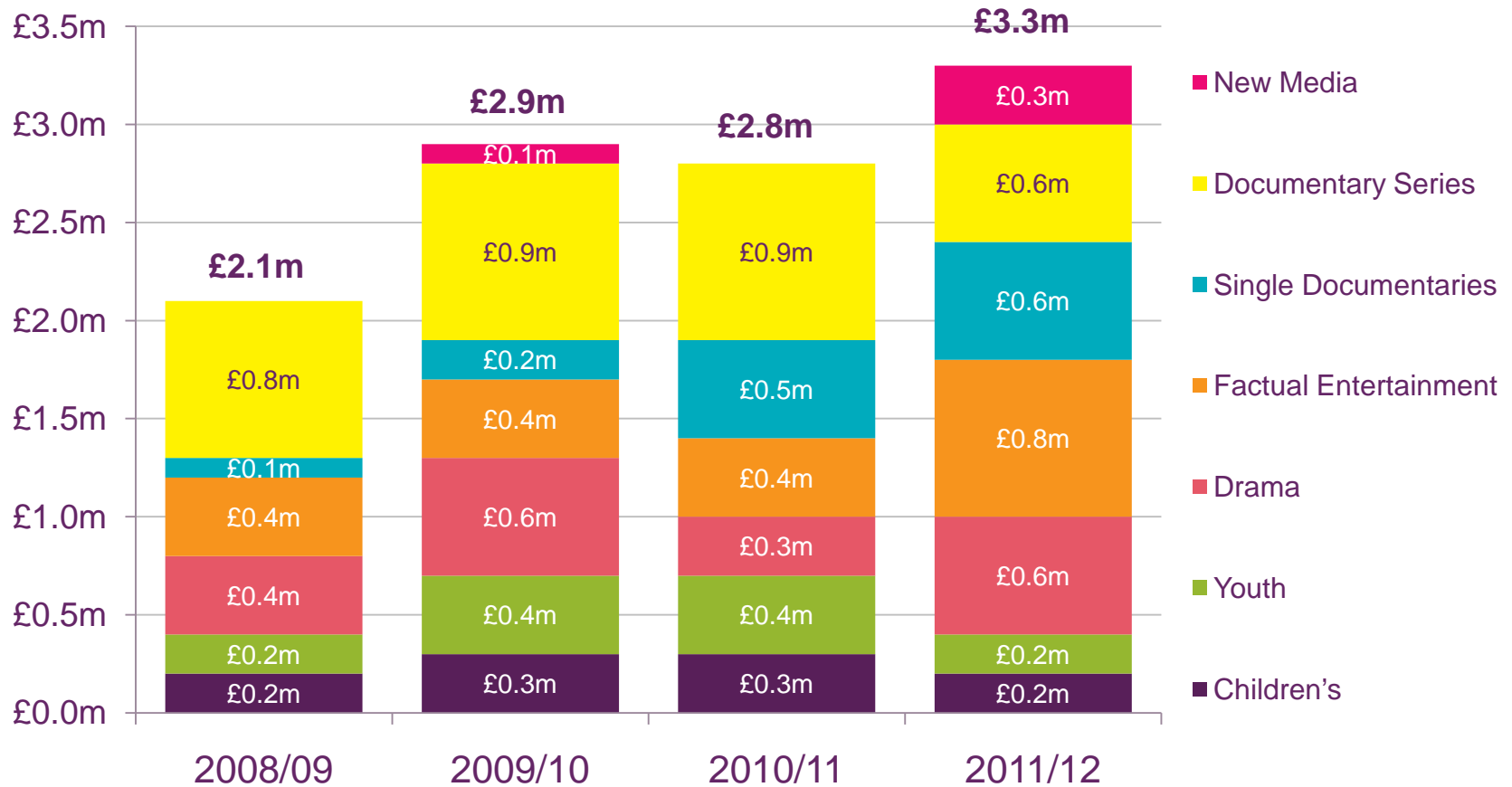
Source: Ofcom/broadcasters

Note: A new category 'Other' has been created for Regional Productions from London Producers which do not meet both 70% of spend and 50% of talent in any one particular Macro Region' See

http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg_prod/ on Ofcom website for further details.

Figure 2.19

Spend by the ILBF on Irish language programming



Source: ILBF. Includes all programmes