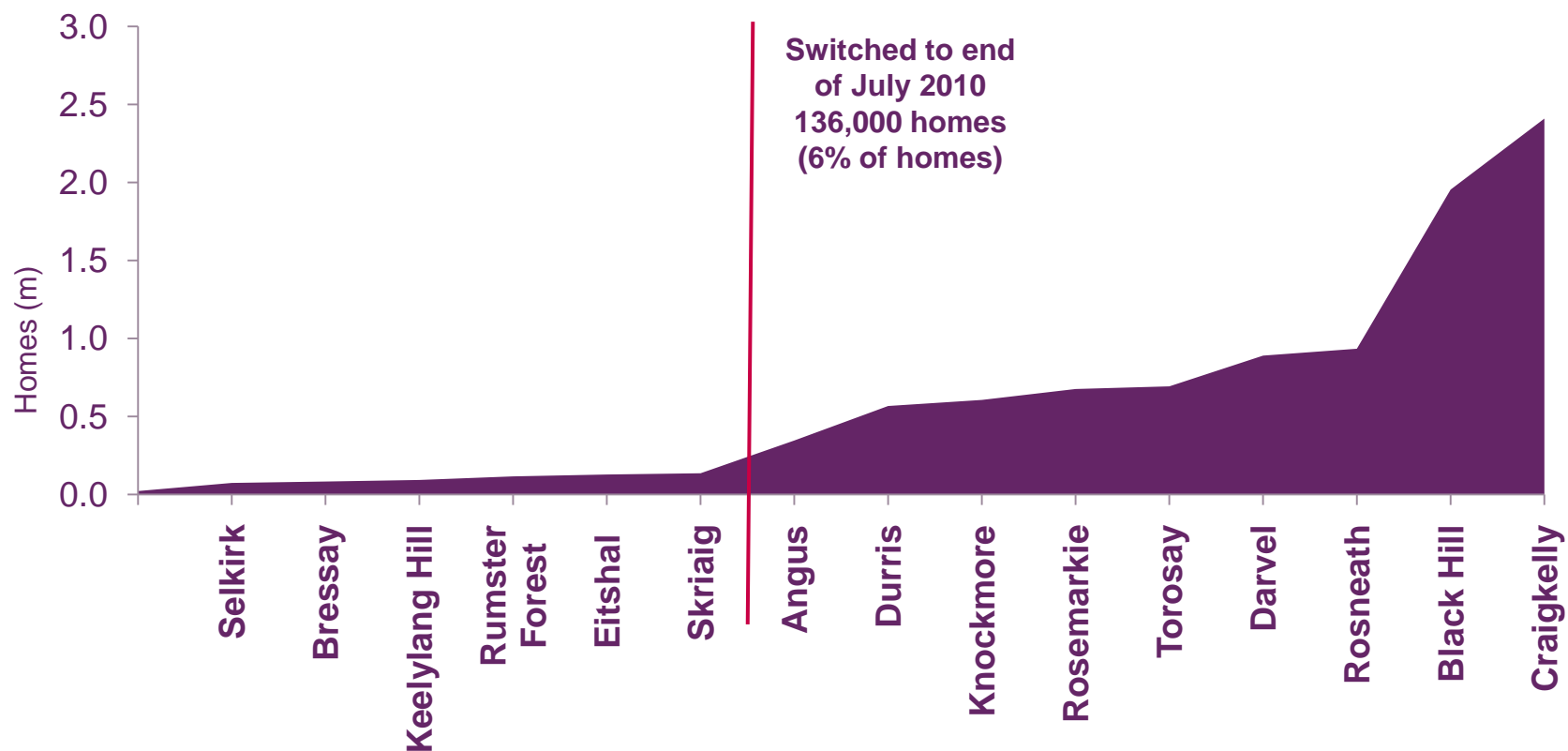


CMR Scotland TV chart pack

Figure 2.1

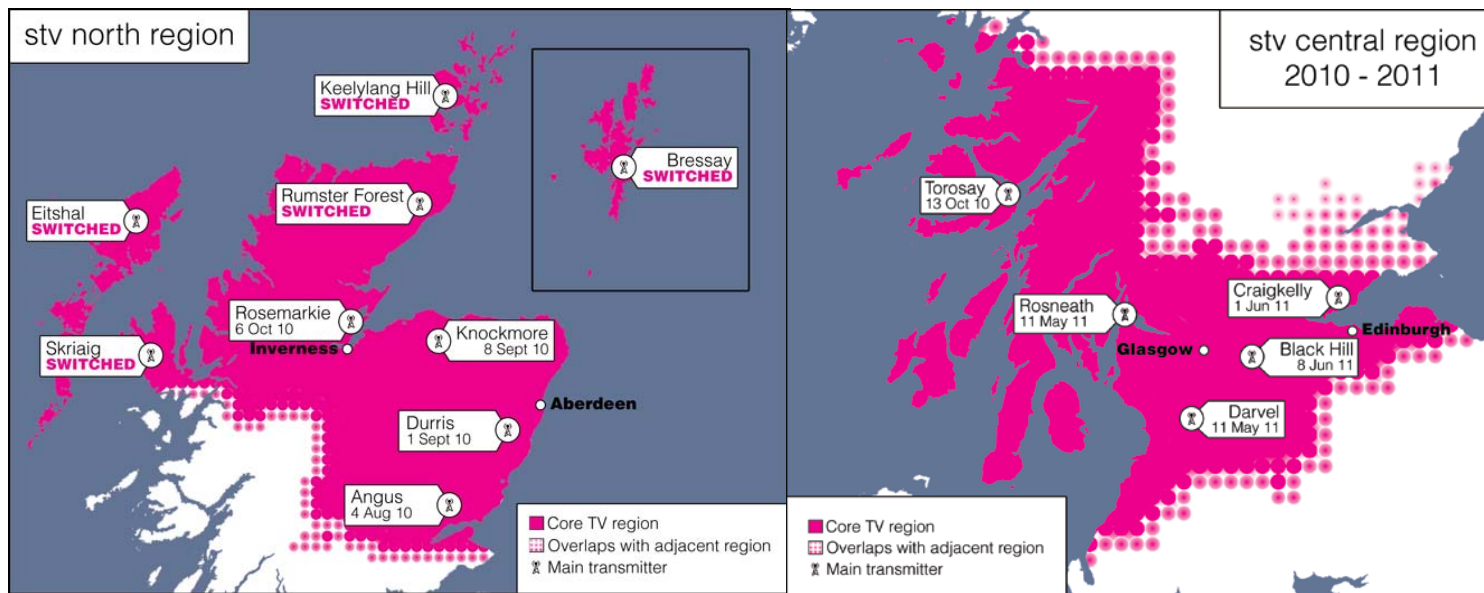
Cumulative households switched in Scotland, by transmitter group



Source: Digital UK Programme Office

Figure 2.2

STV North and STV Central switchover transmitter maps

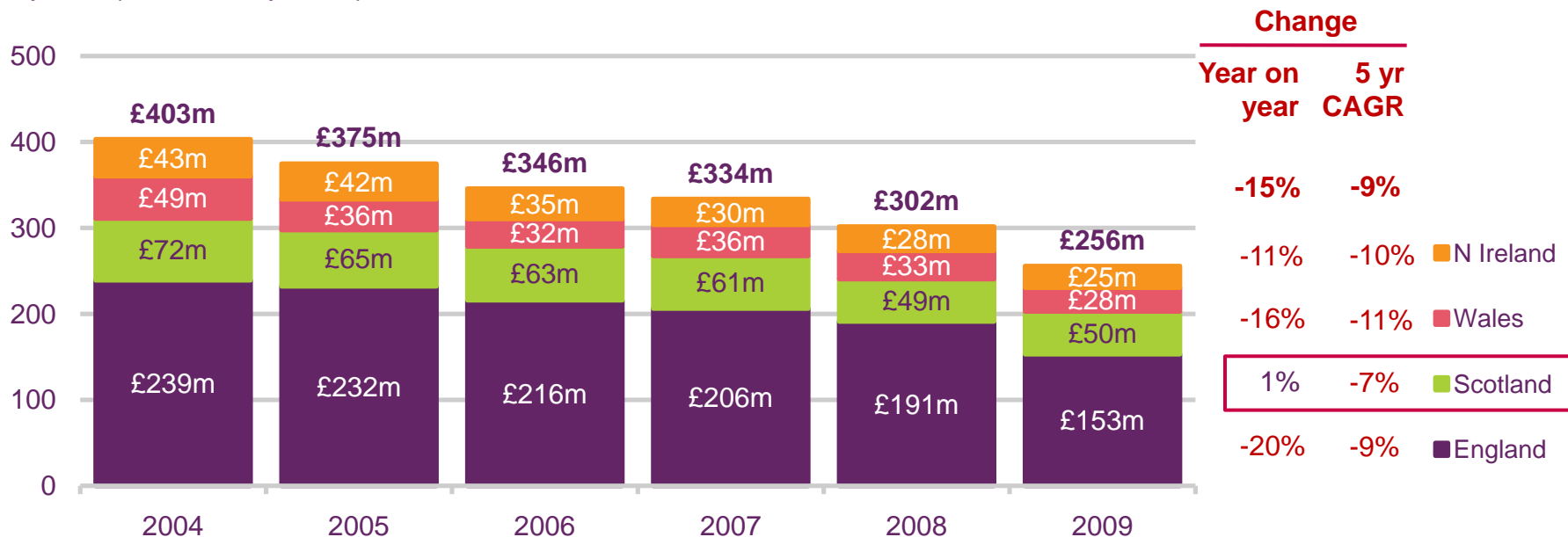


Source: Digital UK

Figure 2.3

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

Spend (£m, 2009 prices)

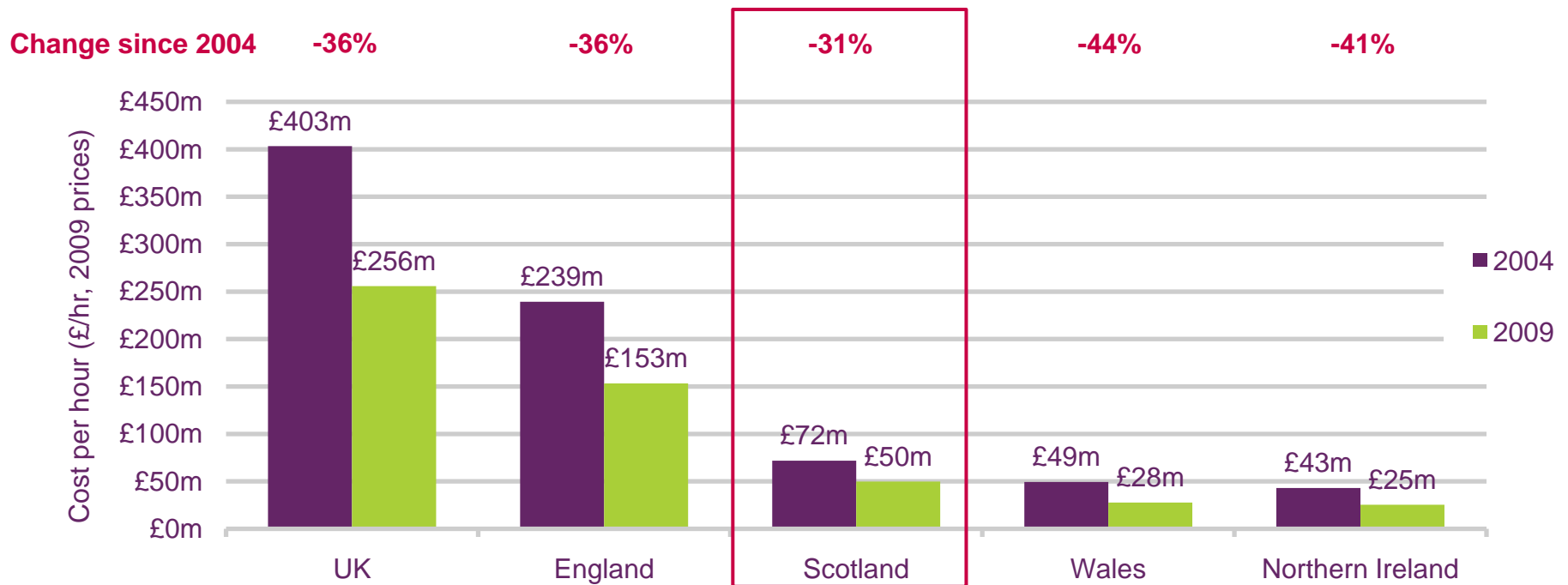


Source: Broadcasters. All figures expressed in 2009 prices.

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 2.4

Spending on programmes for viewers in each nation

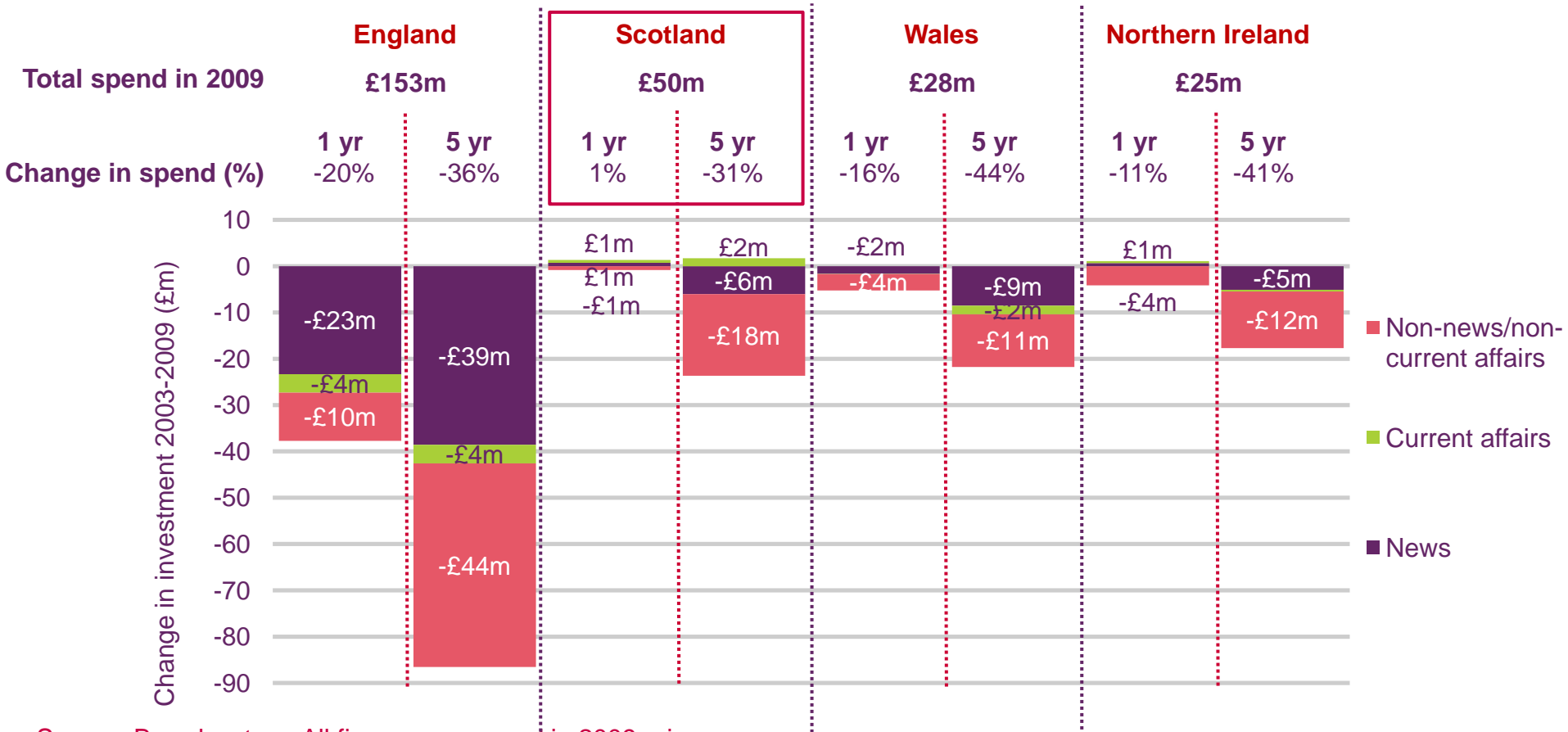


Source: Broadcasters. All figures expressed in 2009 prices.

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 2.5

Change in investment by genre and nation, 2004 - 2009



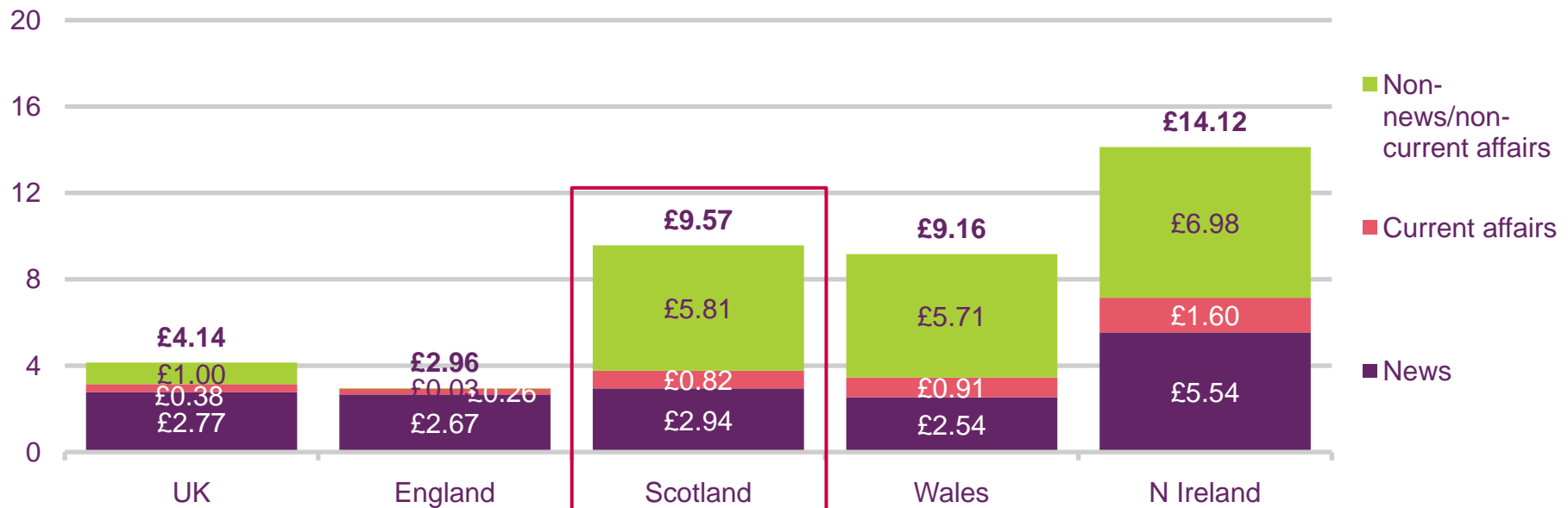
Source: Broadcasters. All figures expressed in 2009 prices.

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 2.6

Investments per head made by the BBC and ITV1/STV/UTV in national and regional output

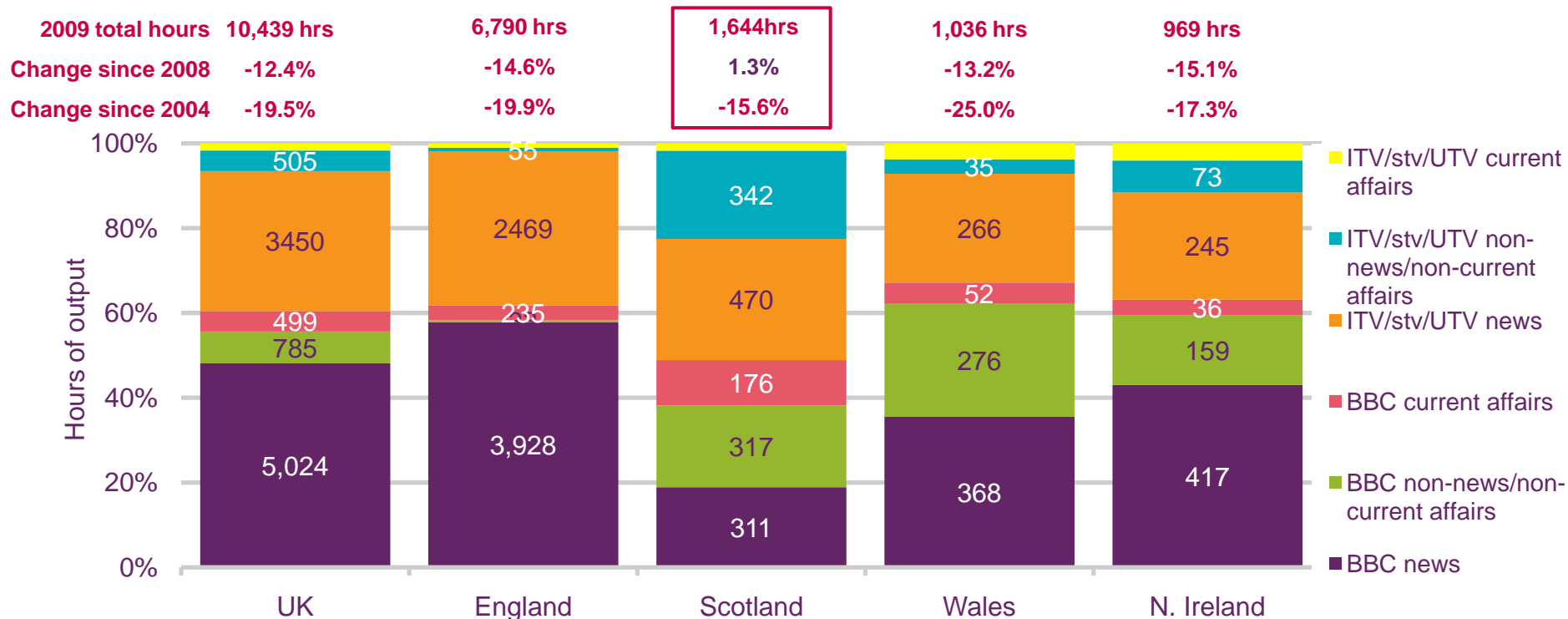
Investment per head (£m, 2009 prices)



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

Figure 2.7

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 2.8

Regionalised output cost per hour by nation 2004 - 2009

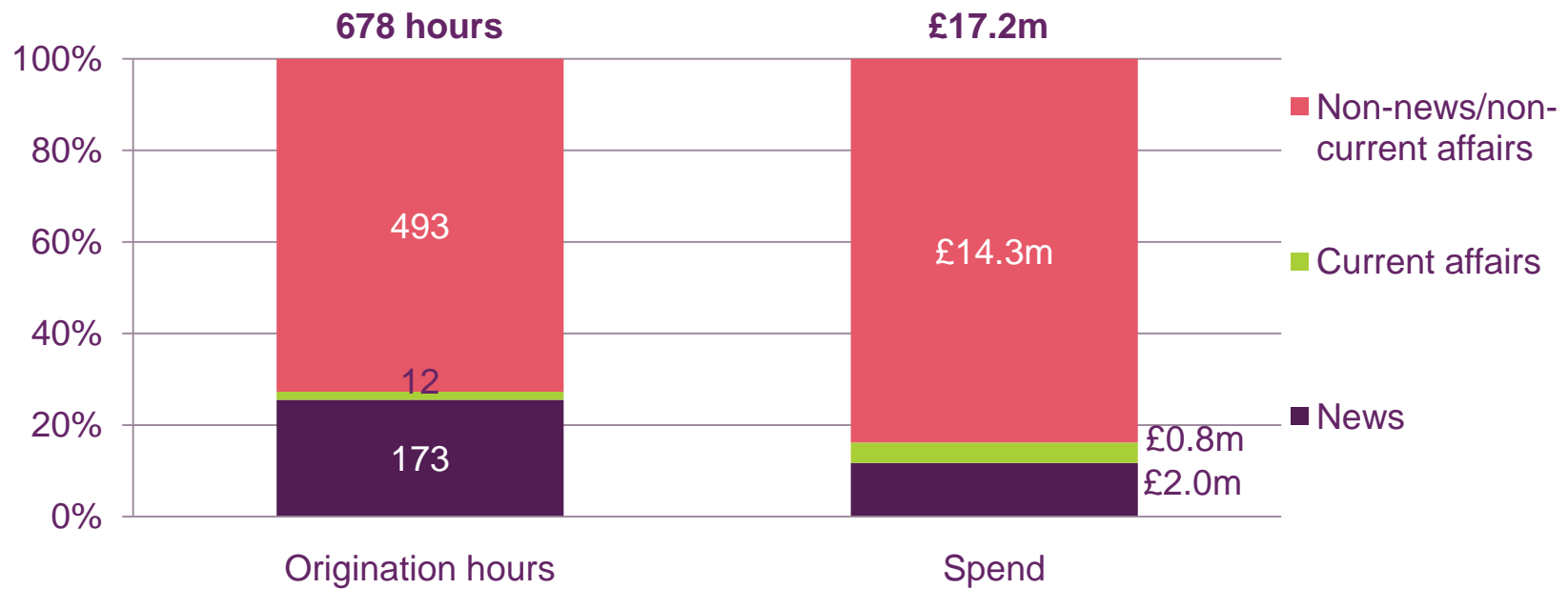


Source: Broadcasters. All figures expressed in 2009 prices.

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 2.9

BBC ALBA hours and spend on originations, 2009

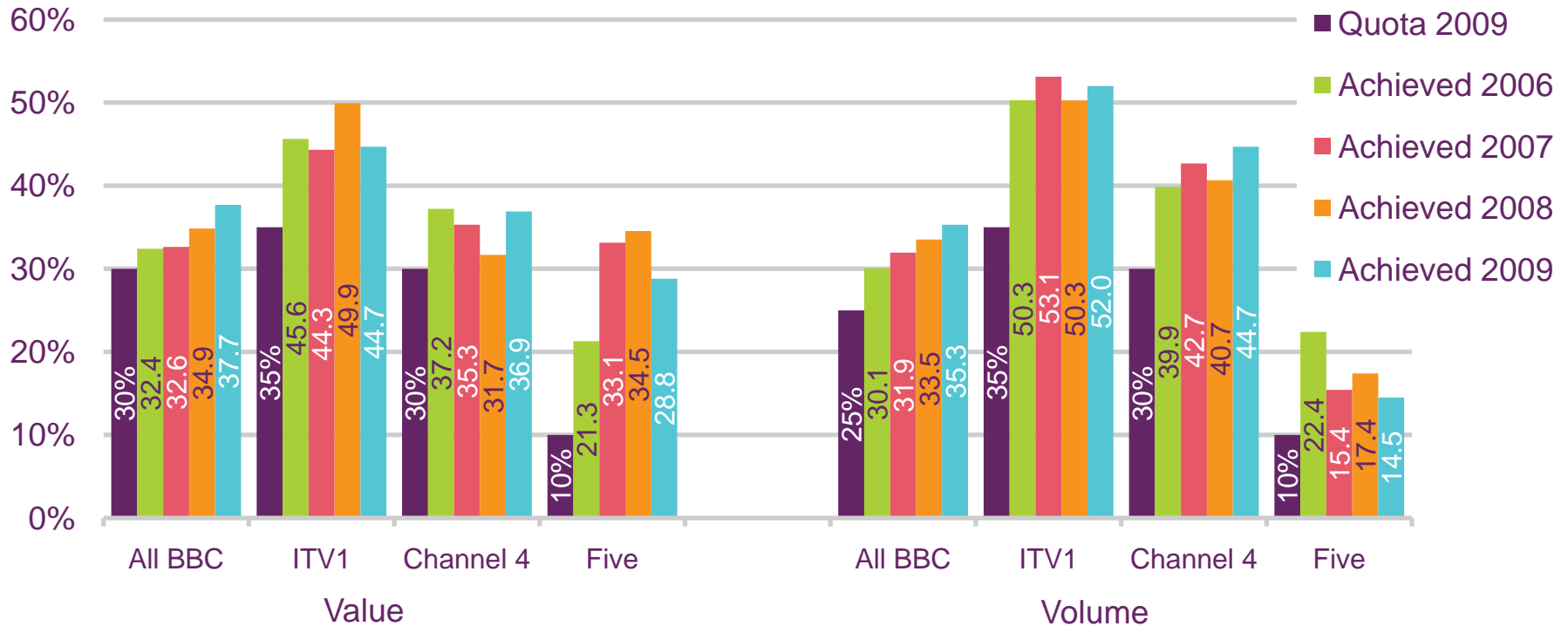


Source: BBC ALBA

Figure 2.10

Performance against the Out-of-London production quotas

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

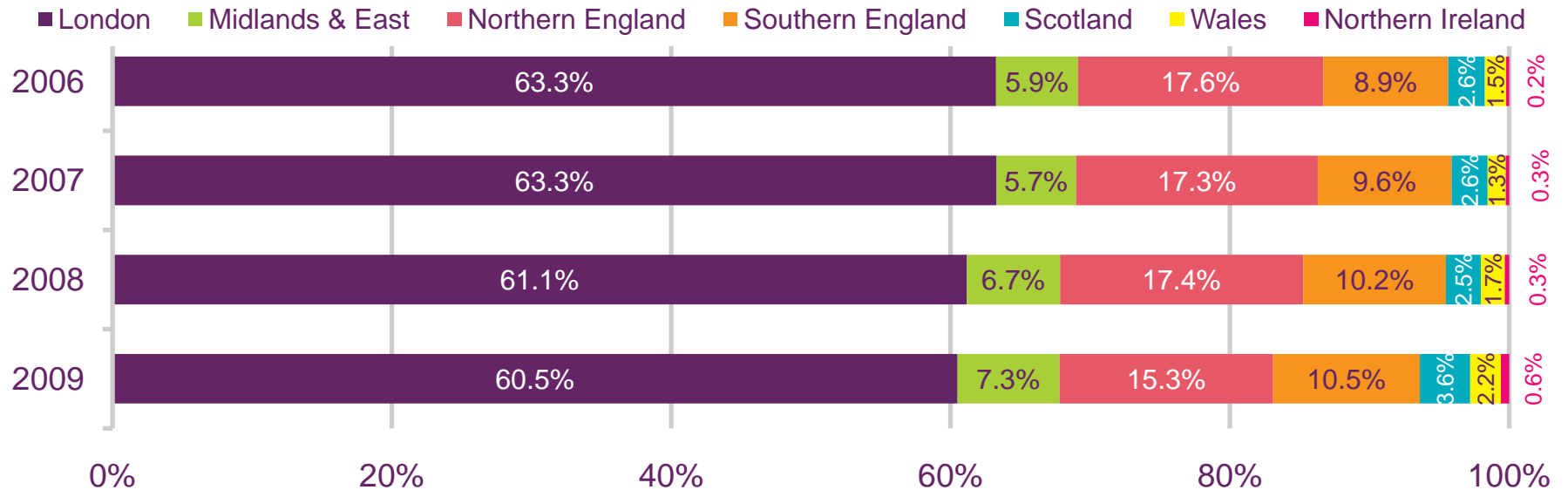


Source: Ofcom/broadcasters

Figure 2.11

Expenditure on out-of-London production

Percentage of production by value

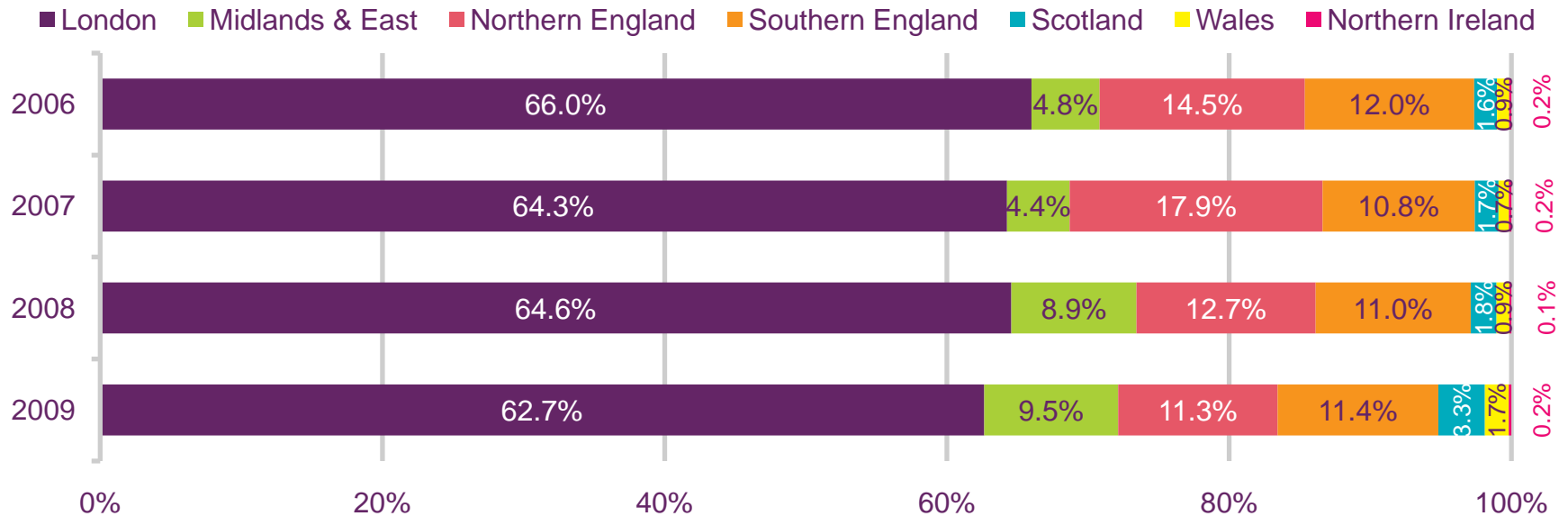


Source: Ofcom/broadcasters

Figure 2.12

Volume of out-of-London production

Percentage of production by volume



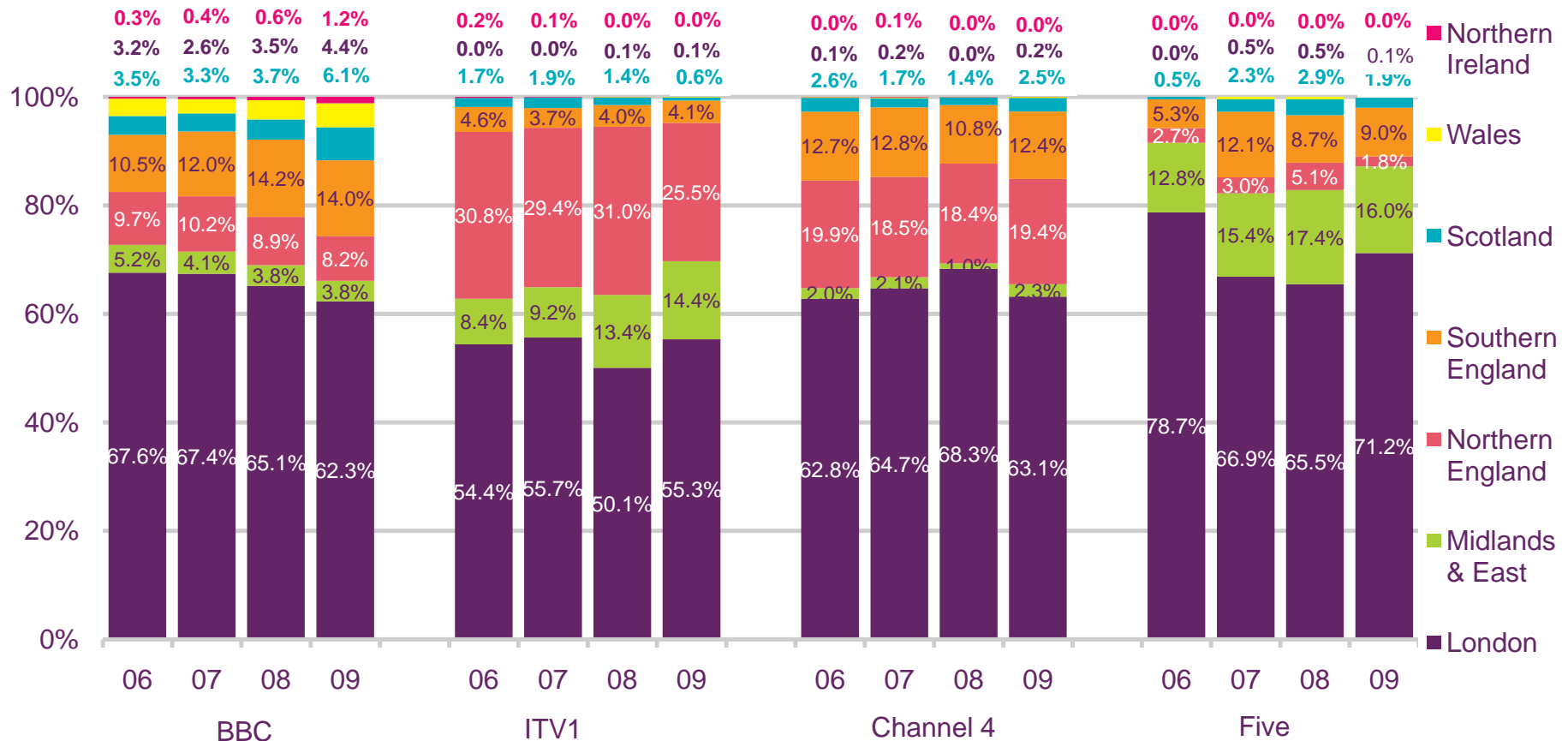
Source: Ofcom/broadcasters

Figure 2.13



Breakdown of expenditure on production by broadcaster

Percentage of production by value



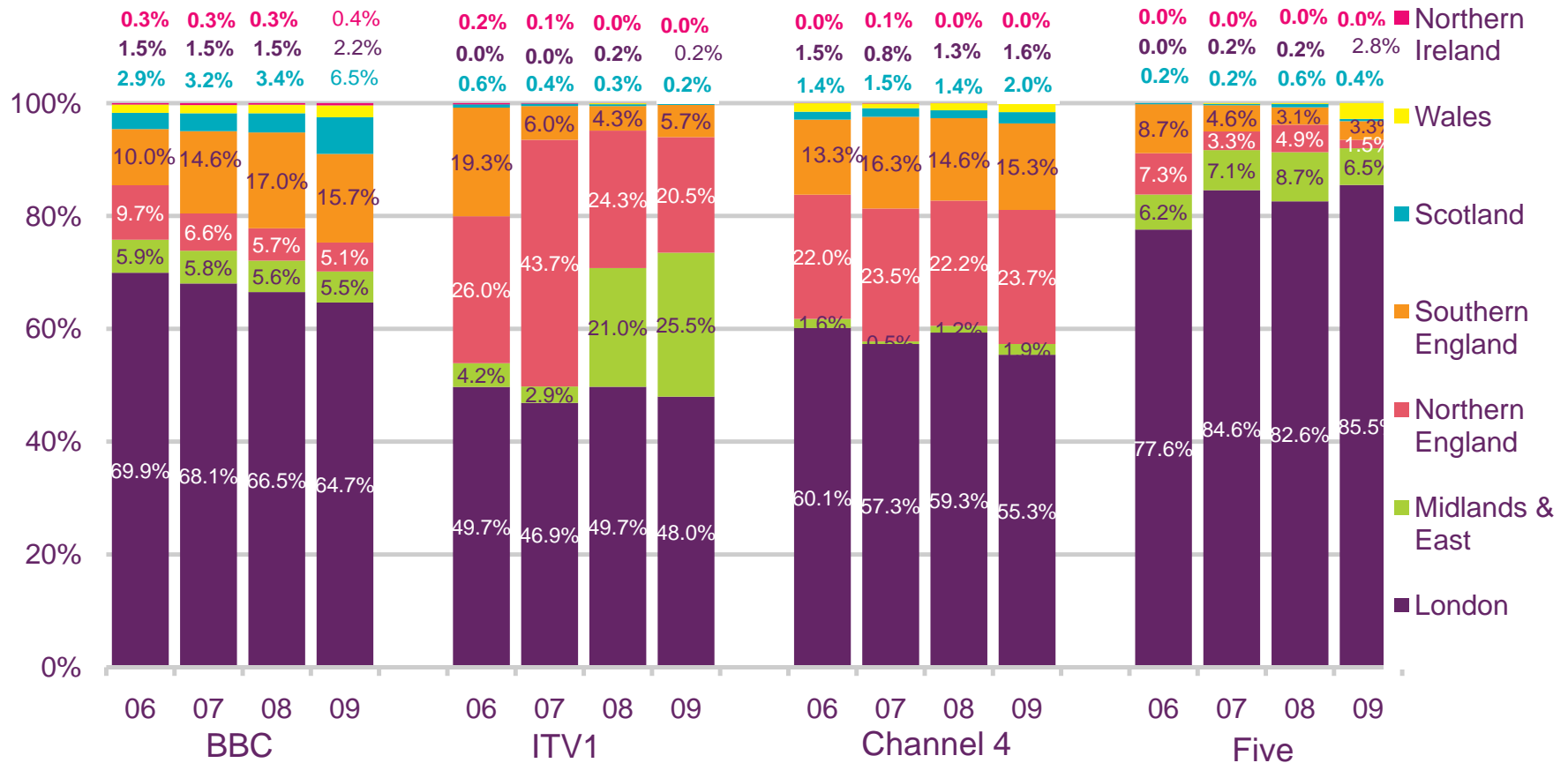
Source: Ofcom/broadcasters

Figure 2.14



Breakdown of production volume, by broadcaster

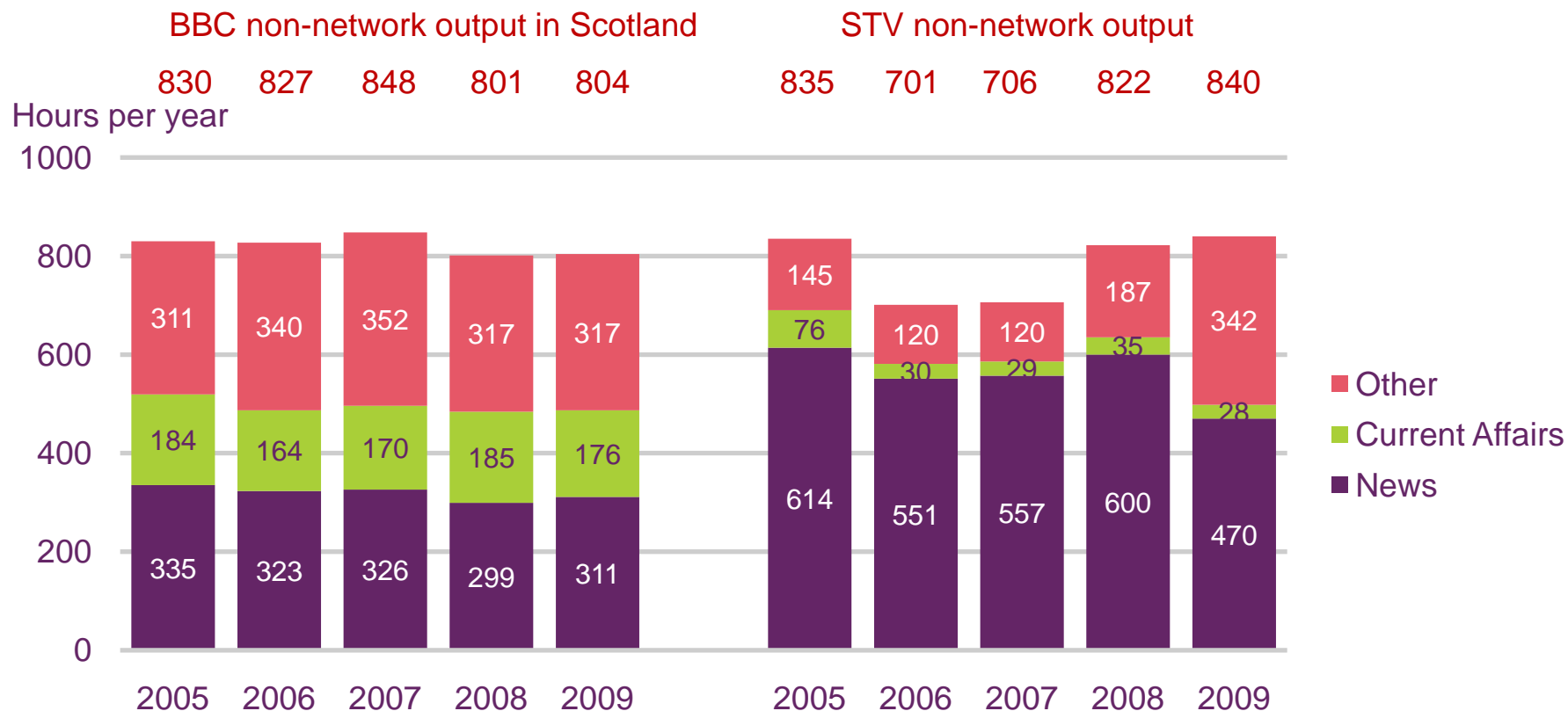
Percentage of production by volume



Source: Ofcom/broadcasters

Figure 2.15

Non-network output in Scotland, 2005-2009

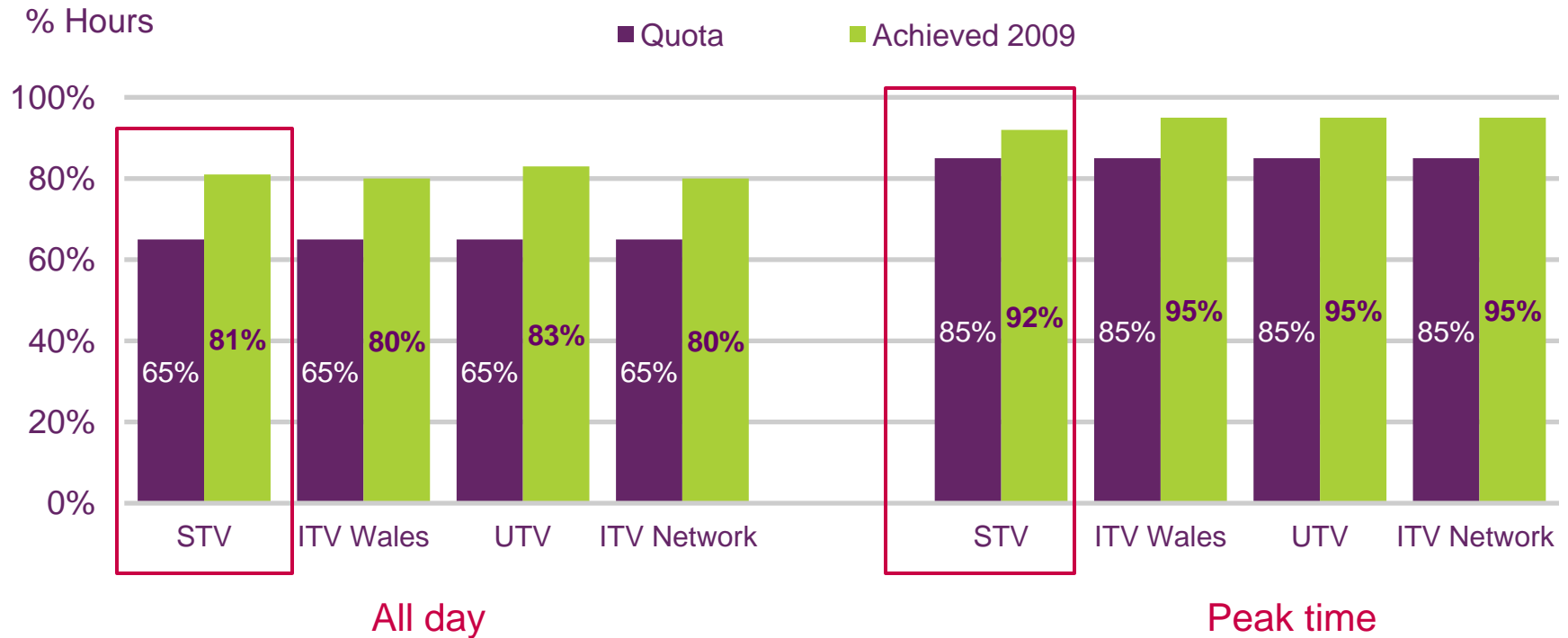


Source: Ofcom/broadcasters

Note: Figures exclude repeats and gaelic programming

Figure 2.16

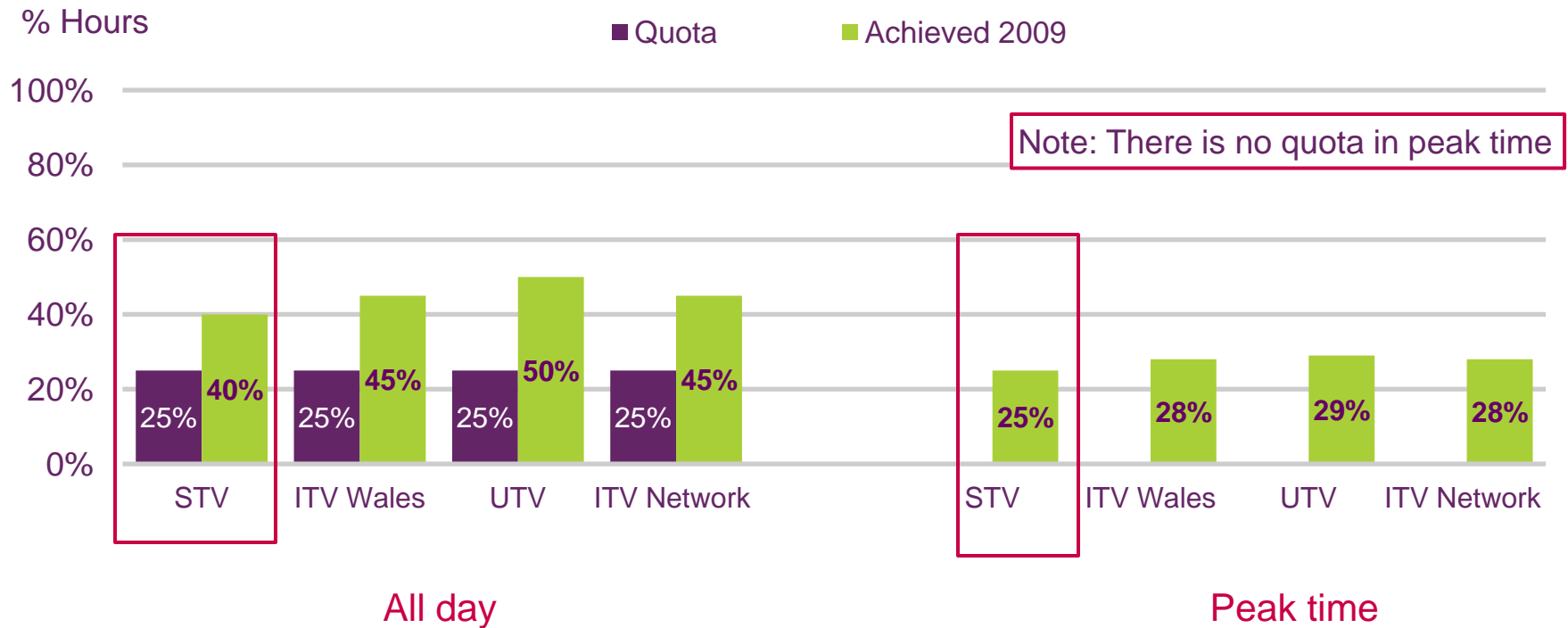
ITV Nations' performance against original production quotas



Source: Ofcom/broadcasters

Figure 2.17

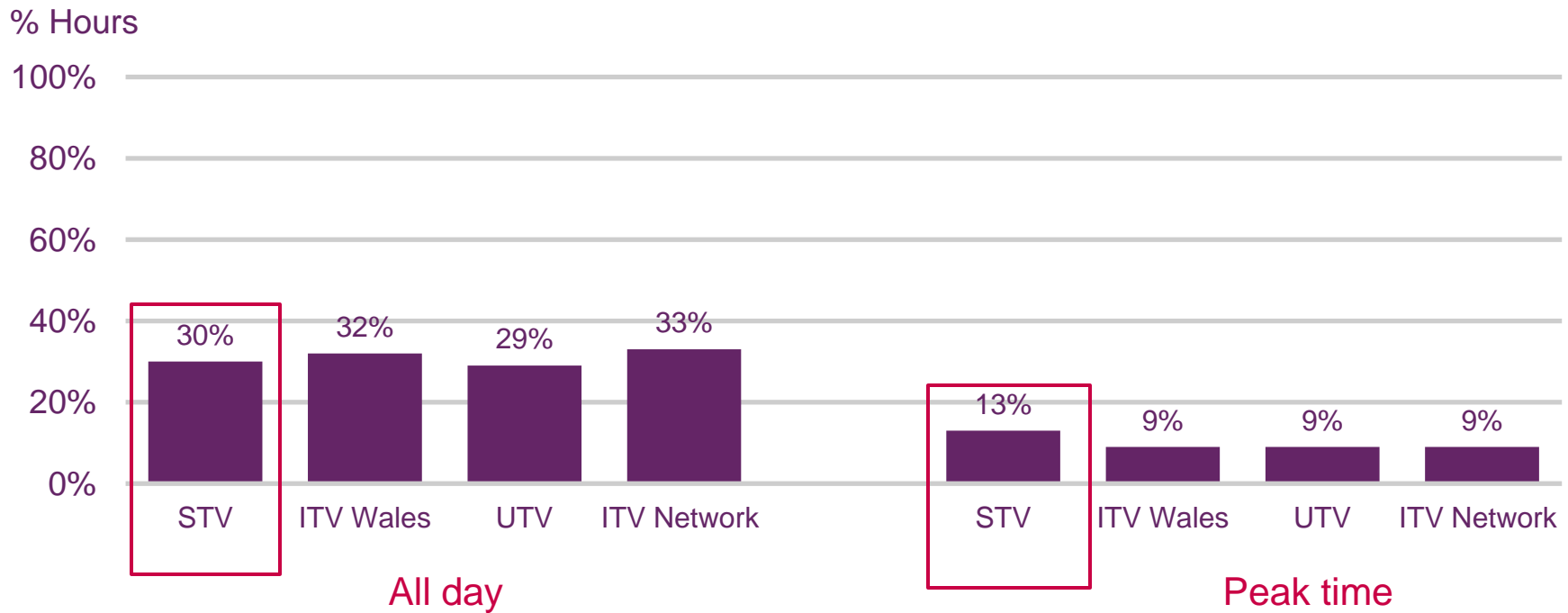
ITV's performance against the independent quota



Source: Ofcom/broadcasters

Figure 2.18

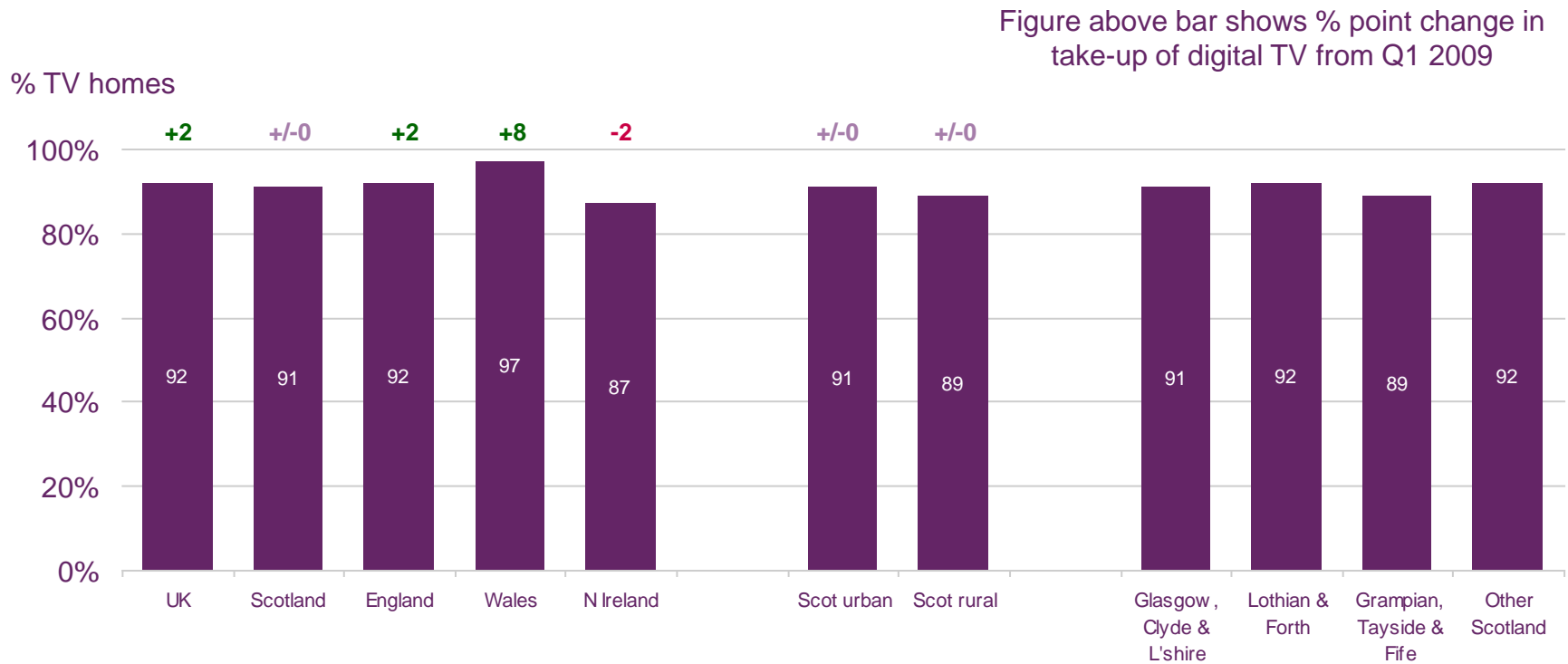
Proportion of repeats broadcast on ITV, 2009



Source: Ofcom/broadcasters

Figure 2.16

Take-up digital TV



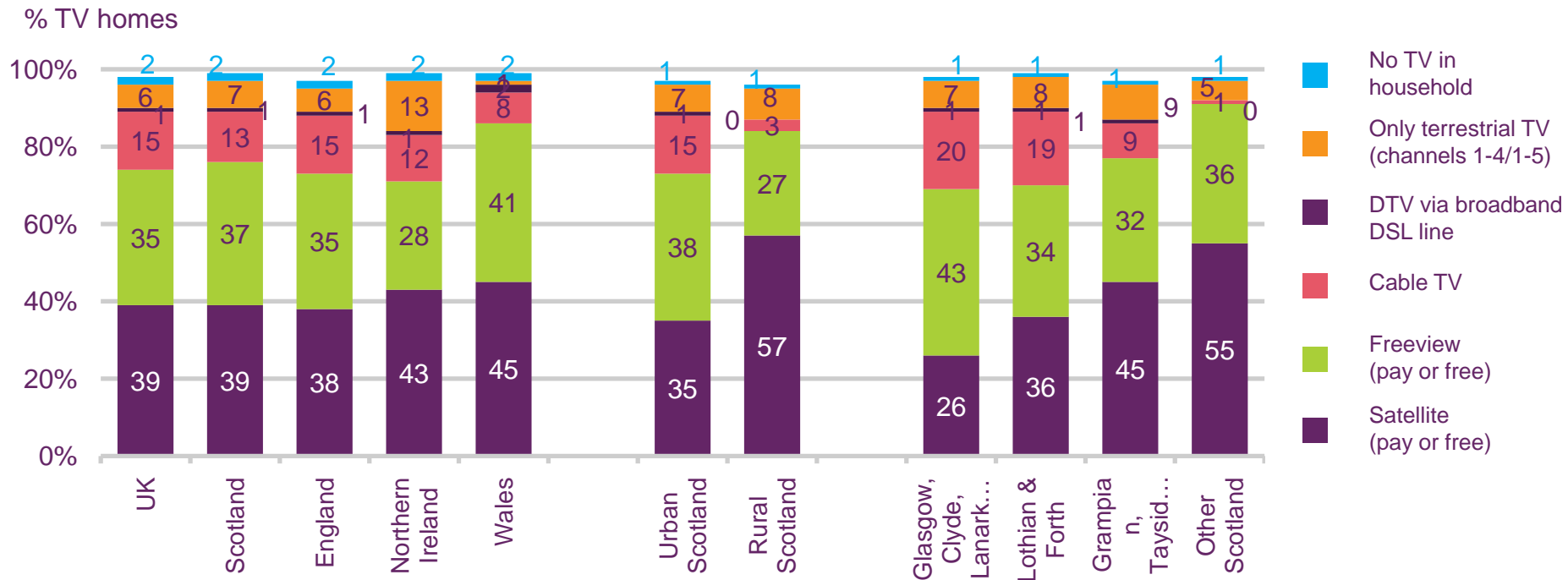
QH1a. Which, if any, of these types of television does your household use at the moment?

Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ with a TV in household (n = 8858 UK, 1452 Scotland, 5600 England, 1060 Wales, 746 Northern Ireland, 1158 Scotland urban, 294 Scotland rural, 364 Glasgow, Clyde & Lanarkshire, 352 Lothian & Forth, 359 Grampian Tayside & Fife, 377 Other Scotland)

Figure 2.17

Main TV set share by platform



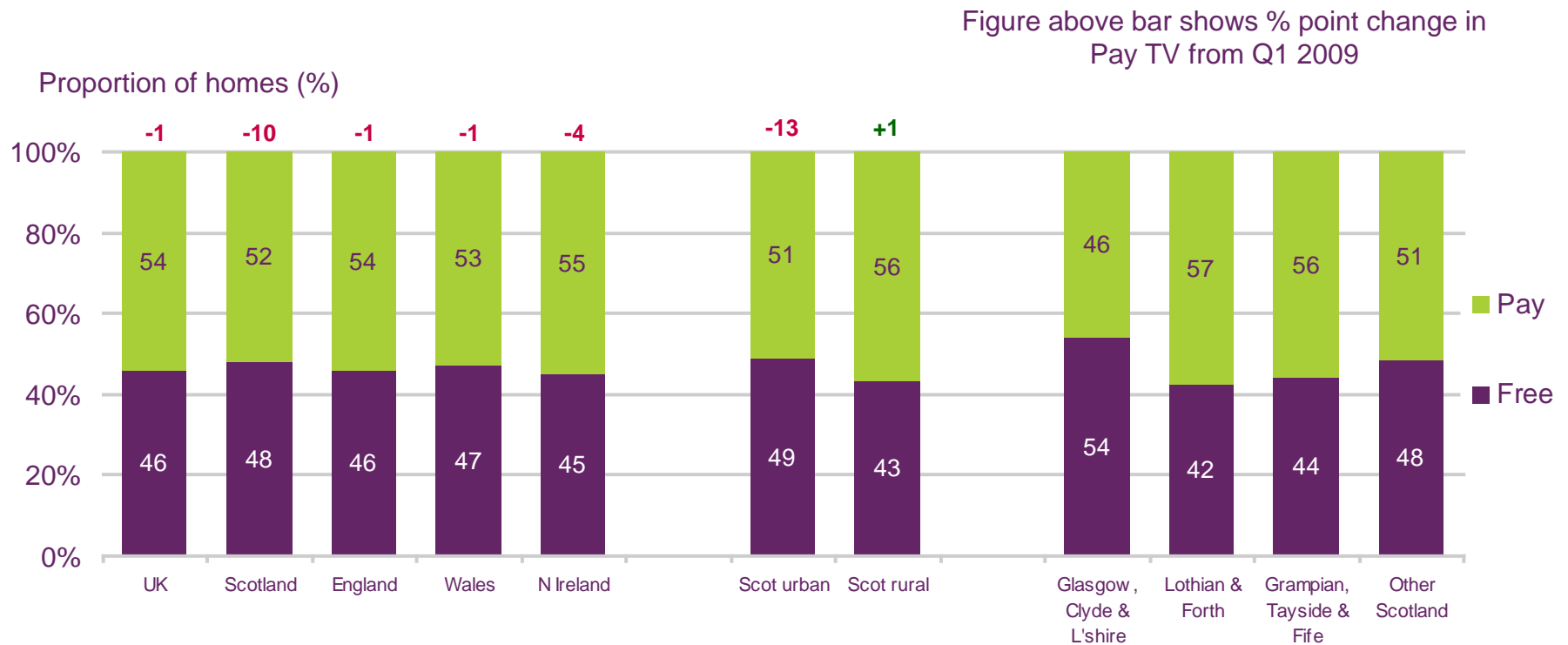
QH1a. Which, if any, of these types of television does your household use at the moment?

Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 1468 Scotland, 5709 England, 1075 Wales, 761 Northern Ireland, 1172 Scotland urban, 296 Scotland rural, 368 Glasgow, Clyde & Lanarkshire, 357 Lothian & Forth, 363 Grampian Tayside & Fife, 380 Other Scotland)

Figure 2.18

Proportion of homes with free and pay television



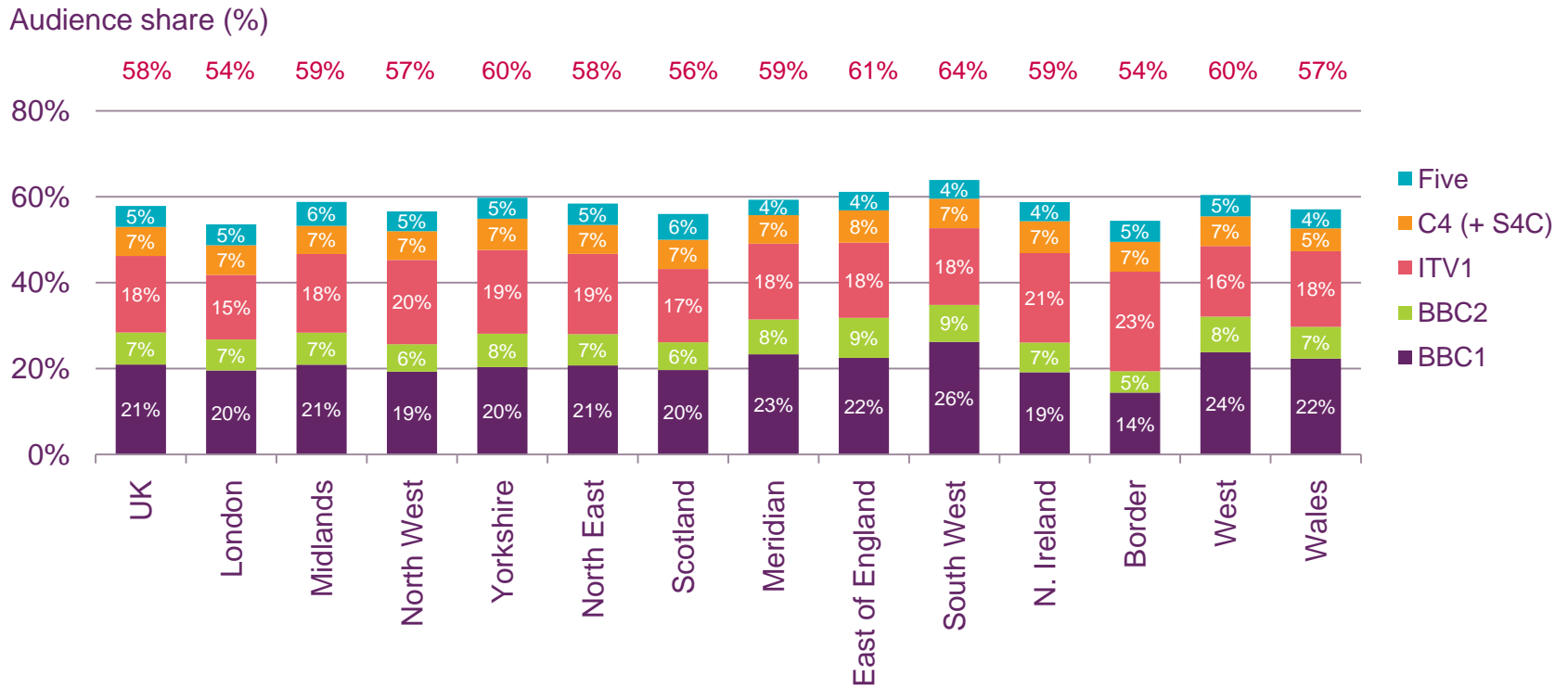
QH1a. Which, if any, of these types of television does your household use at the moment?

Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ with a TV in household (n = 8858 UK, 1452 Scotland, 5600 England, 1060 Wales, 746 Northern Ireland, 1158 Scotland urban, 294 Scotland rural, 364 Glasgow, Clyde & Lanarkshire, 352 Lothian & Forth, 359 Grampian Tayside & Fife, 377 Other Scotland)

Figure 2.22

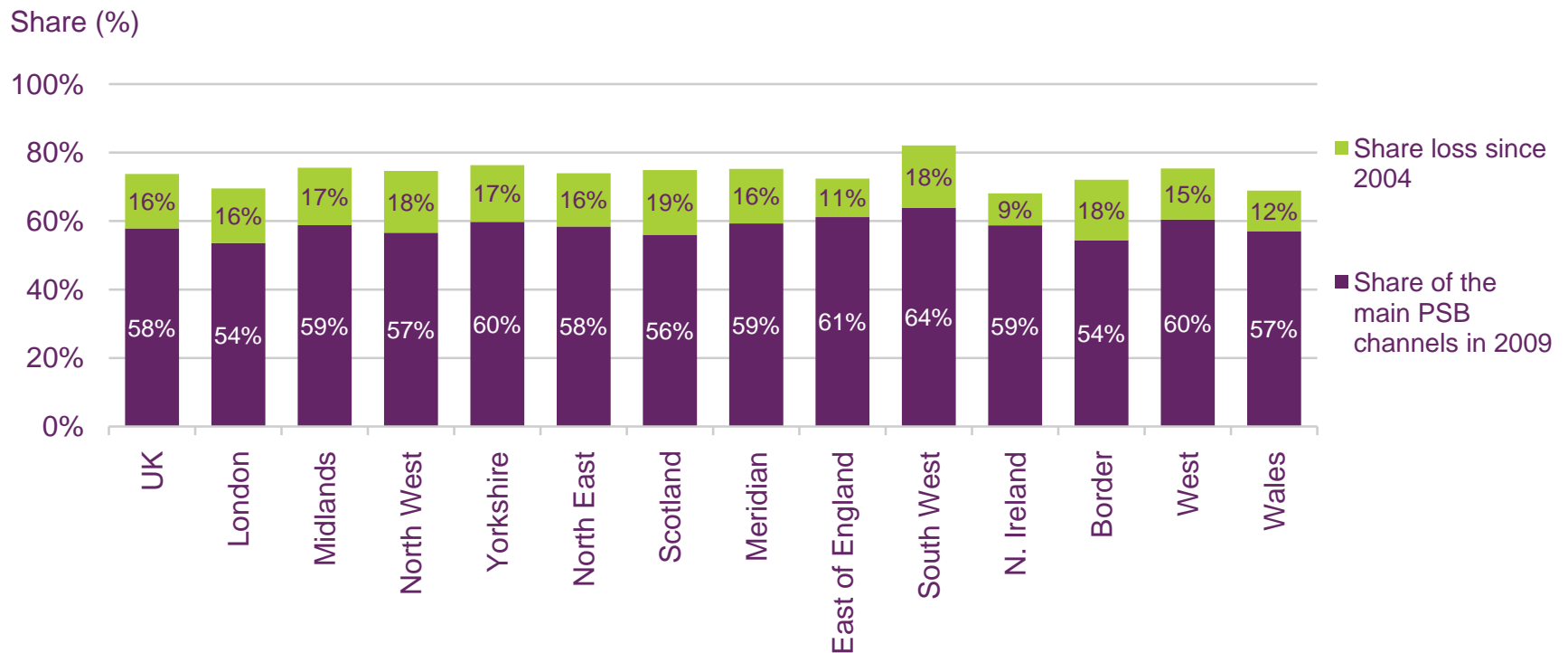
Share of the five terrestrial networks, all homes, 2009



Source: BARB

Figure 2.23

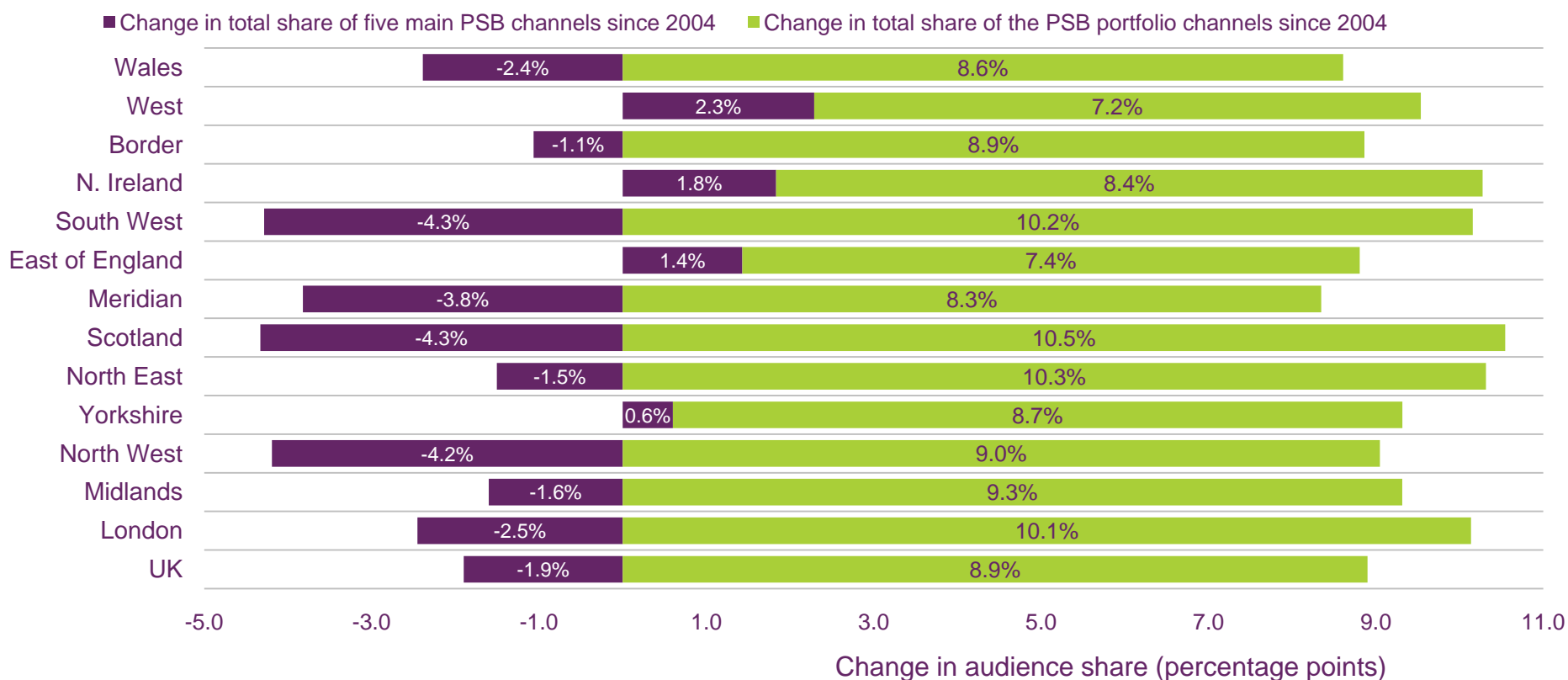
Reduction in combined share of the main PSB channels, 2004 –2009



Source: BARB

Figure 2.24

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

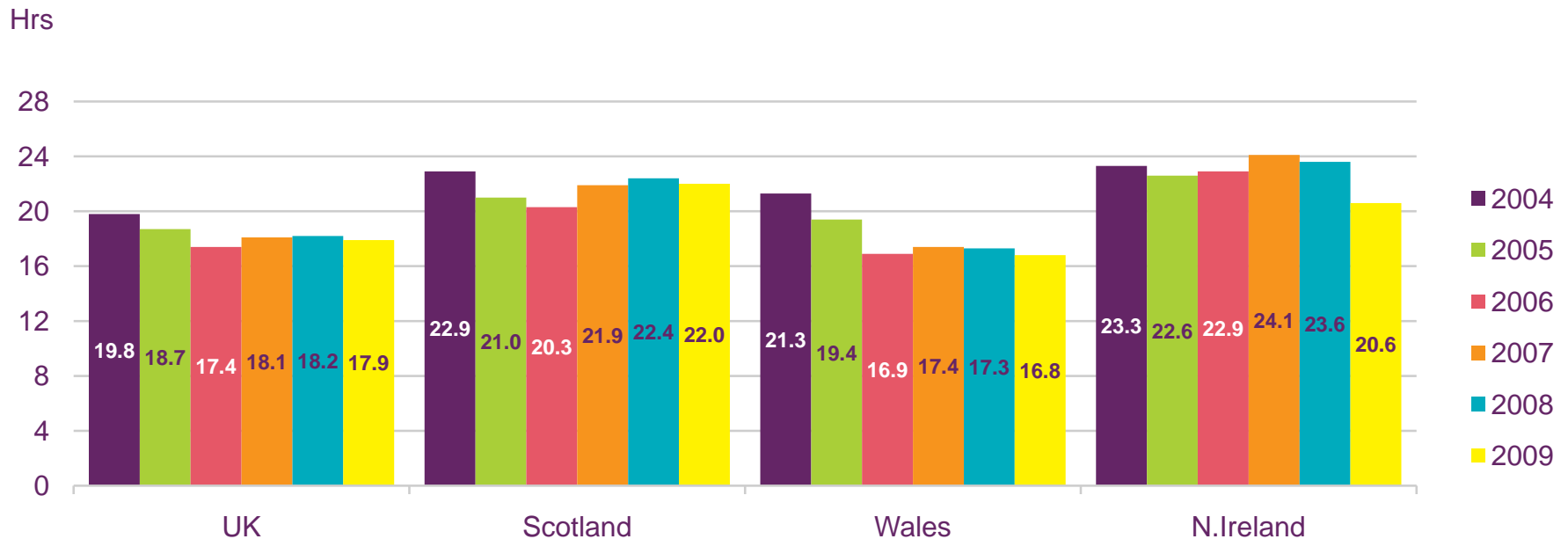


Source: BARB

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

Figure 2.25

Combined total hours of viewing of early evening regional news bulletins, all homes, 2004 to 2009

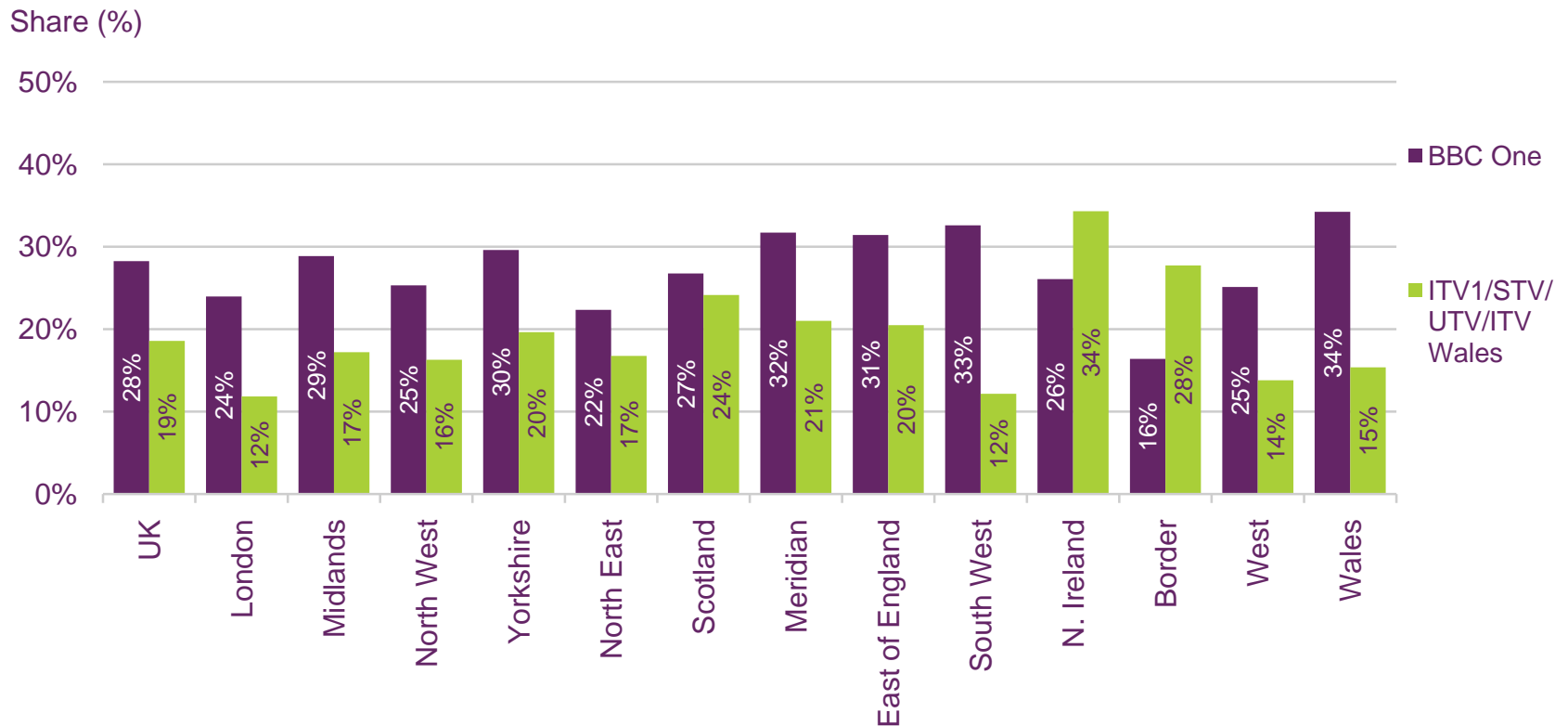


Source: BARB

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

Figure 2.26

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

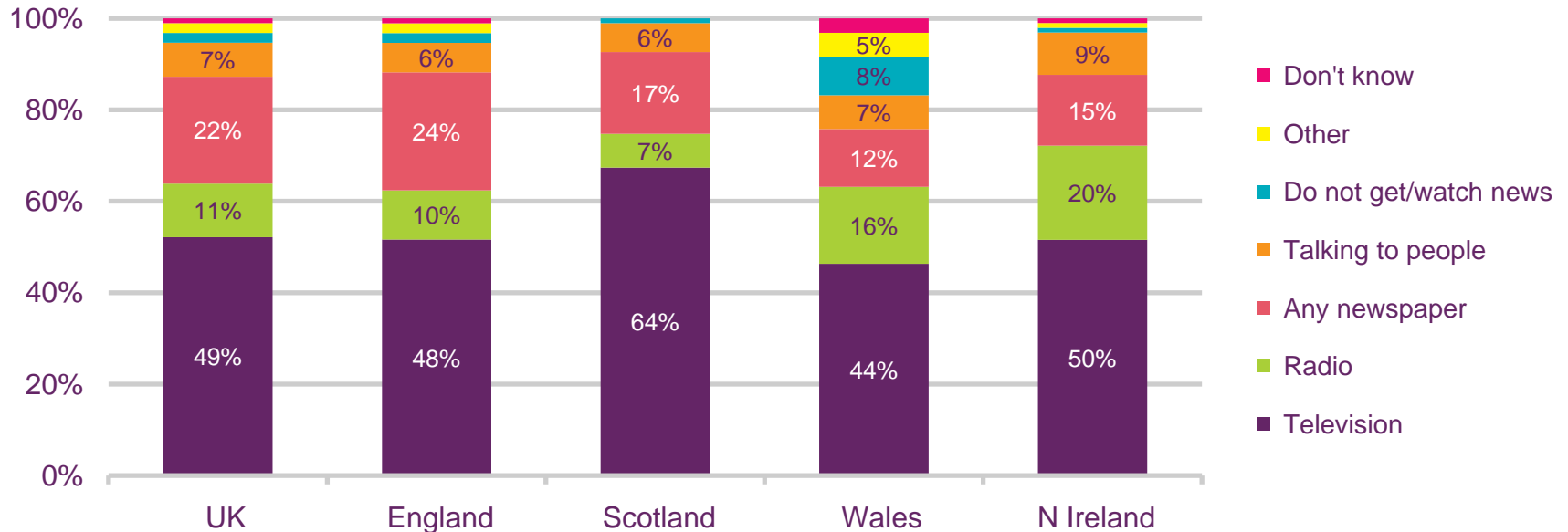


Source: BARB

Figure 2.27

Sources of local news by nation

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



Source: Ofcom Media Tracker Survey 2009

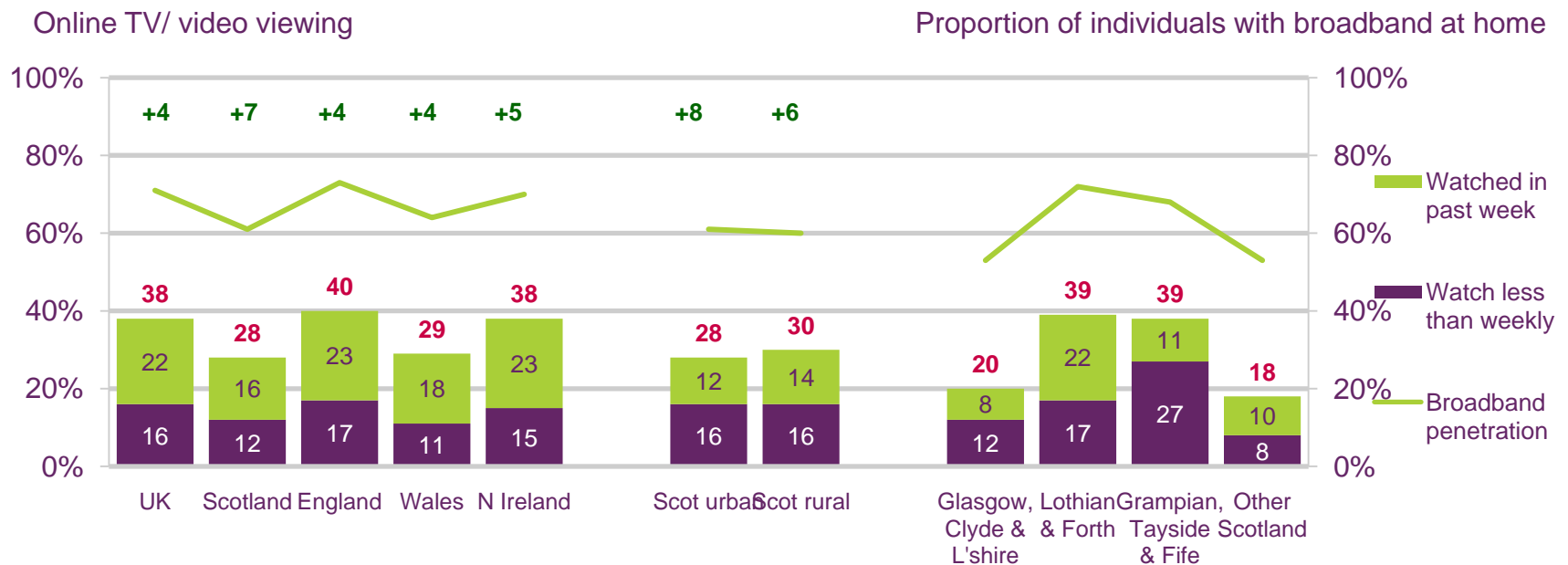
Base: All adults 15+. n = 2044 (UK), 1713 (Eng) 180 (Sc), 113 (Wa), 108 (NI)

Only responses ≥ 5% labelled

Figure 2.28

Online TV/ video viewing

Green figure above bar shows % point change in viewing from Q1 2009



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?

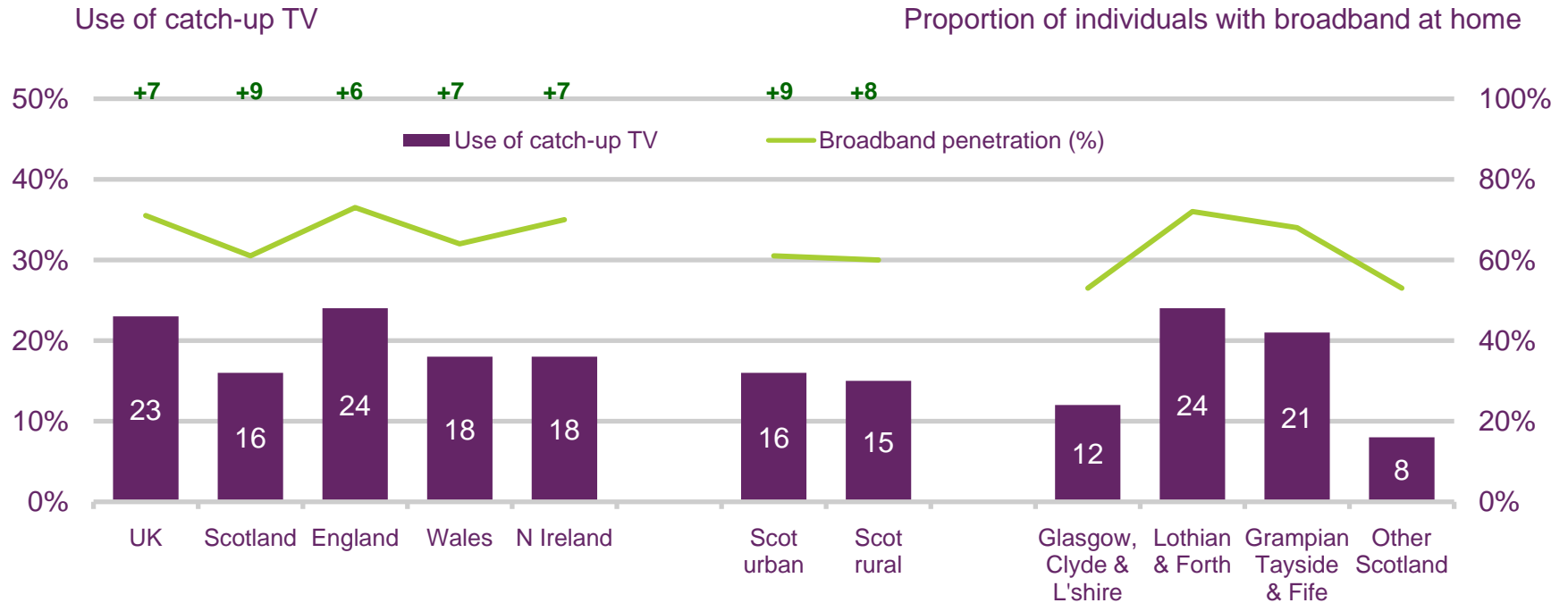
Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 1468 Scotland, 5709 England, 1075 Wales, 761 Northern Ireland, 1172 Scotland urban, 296 Scotland rural, 368 Glasgow, Clyde & Lanarkshire, 357 Lothian & Forth , 363 Grampian Tayside & Fife, 380 Other Scotland)

Figure 2.29

Use of catch-up TV

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



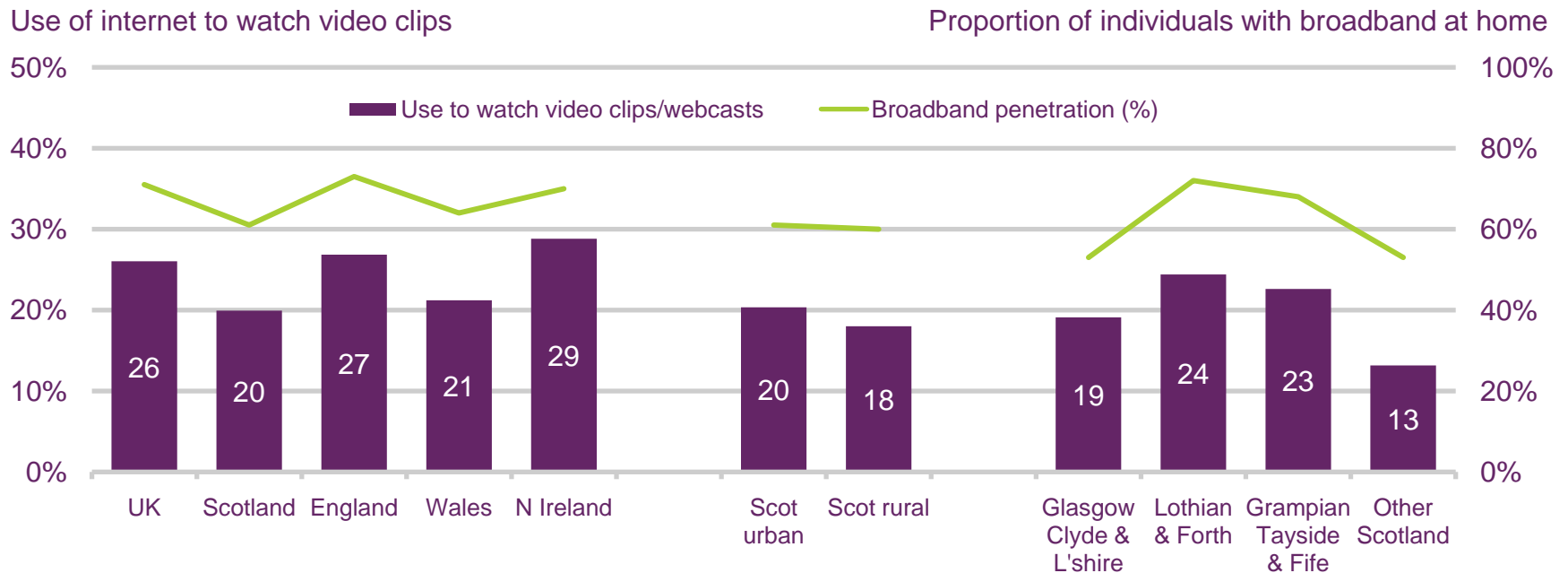
QE10A. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ (n= 6682 UK, 5586 England, 582 Scotland, 330 Wales, 184 Northern Ireland)

Figure 2.30

Use of internet for watching video clips/webcasts (e.g. YouTube & Big Brother)



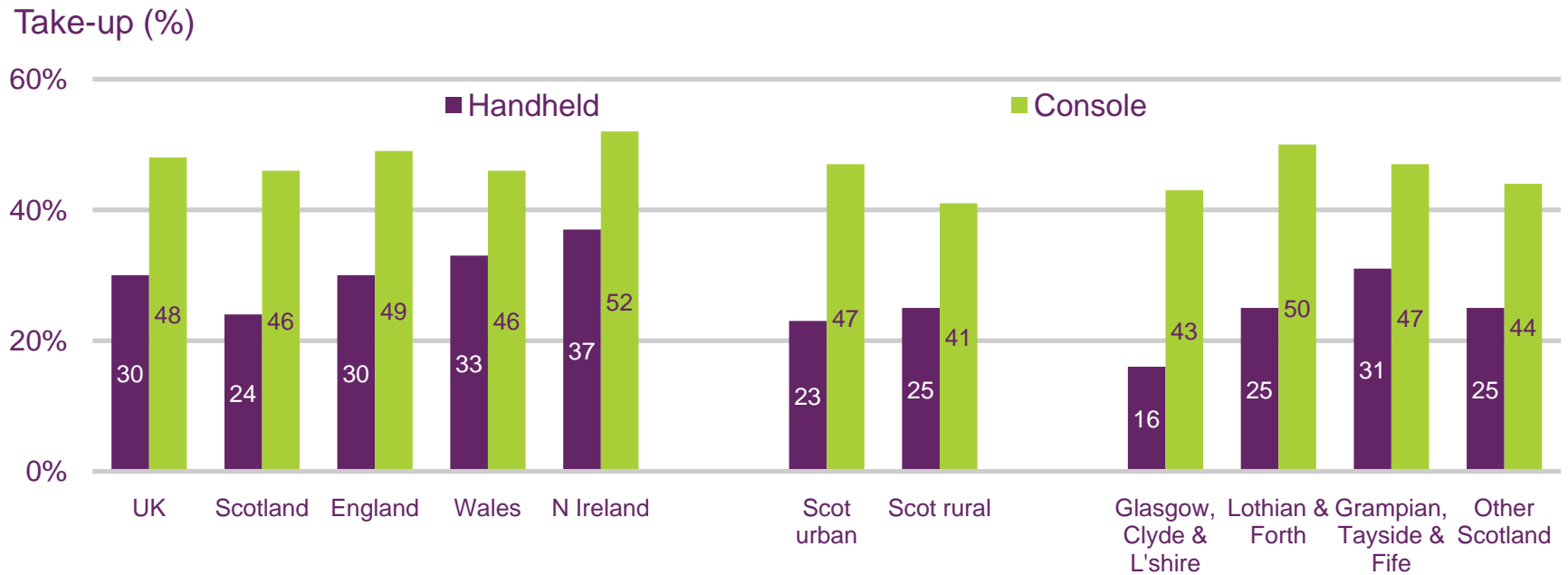
QE10A. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ (n= 6682 UK, 5586 England, 582 Scotland, 330 Wales, 184 Northern Ireland)

Figure 2.31

Take up of leading games consoles in Scotland



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

Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 1468 Scotland, 5709 England, 1075 Wales, 761 Northern Ireland, 1172 Scotland urban, 296 Scotland rural, 368 Glasgow, Clyde & Lanarkshire, 357 Lothian & Forth, 363 Grampian Tayside & Fife, 380 Other Scotland)