

N&R Northern Ireland Radio and Audio charts

August 2010

Figure 3.1

Northern Ireland community radio awards

Community station	Location	On-air date
Aldergrove and Antrim FM	Aldergrove and Antrim	05/03/2008
Ballykinler FM	Ballykinler, County Down	05/03/2008
Shine FM	Banbridge County Down	02/06/2007
XLFM	Bangor	
Blast 106	Belfast	01/07/2009
Féile FM	Belfast	12/09/2007
Raidió Fáilte	Belfast	15/09/2006
Drive 105 FM	Derry / Londonderry	27/06/2009
Down FM	Downpatrick, County Down	30/03/2006
Hollywood FM	Hollywood, County Down	05/03/2008
BFBS Lisburn	Lisburn, County Antrim	08/05/2006
Lisburn City Radio	Lisburn, County Antrim	
Iúr FM	Newry & Mourne	10/10/2007

Source: Ofcom, July 2010

Figure 3.2

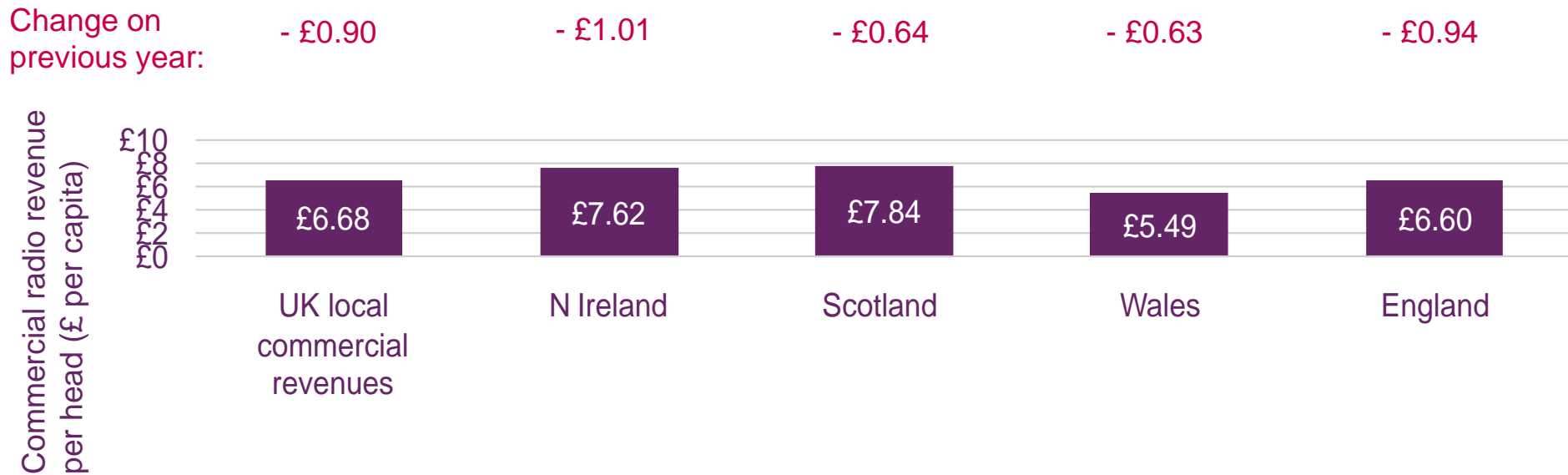
BBC investment in national/local radio programming 2009/10, per head of population



Source: Ofcom / BBC Annual report 2009/10

Figure 3.3

Commercial radio revenue per head 2009

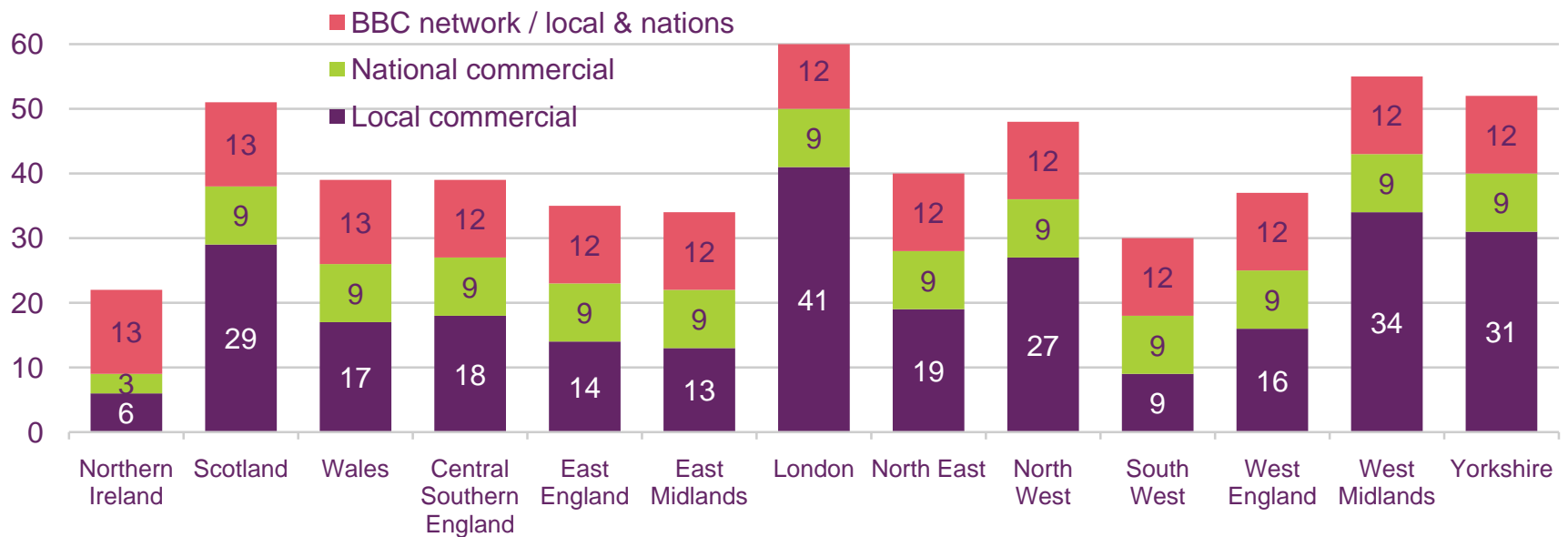


Source: Ofcom/NBR returns 2009

Note: Chart shows net broadcasting revenues as based on returns received by Ofcom for the year 2009. The UK total shows the average for local commercial radio across the four nations and therefore excludes revenues for the UK-wide commercial stations: Classic FM, talkSPORT, and Absolute

Figure 3.4

Availability of DAB stations, by area

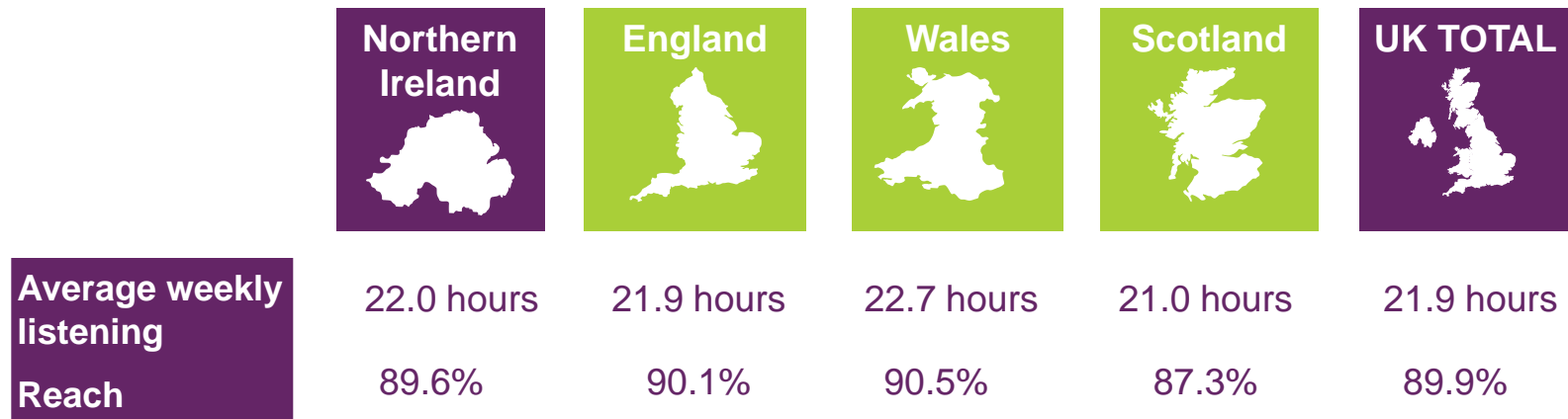


Source: Ofcom, June 2010

Note: This chart shows the maximum number of stations available in each area; local variations along with reception issues mean that listeners may not be able to access all of these

Figure 3.5

Average weekly reach and listening hours – year to Q1 2010

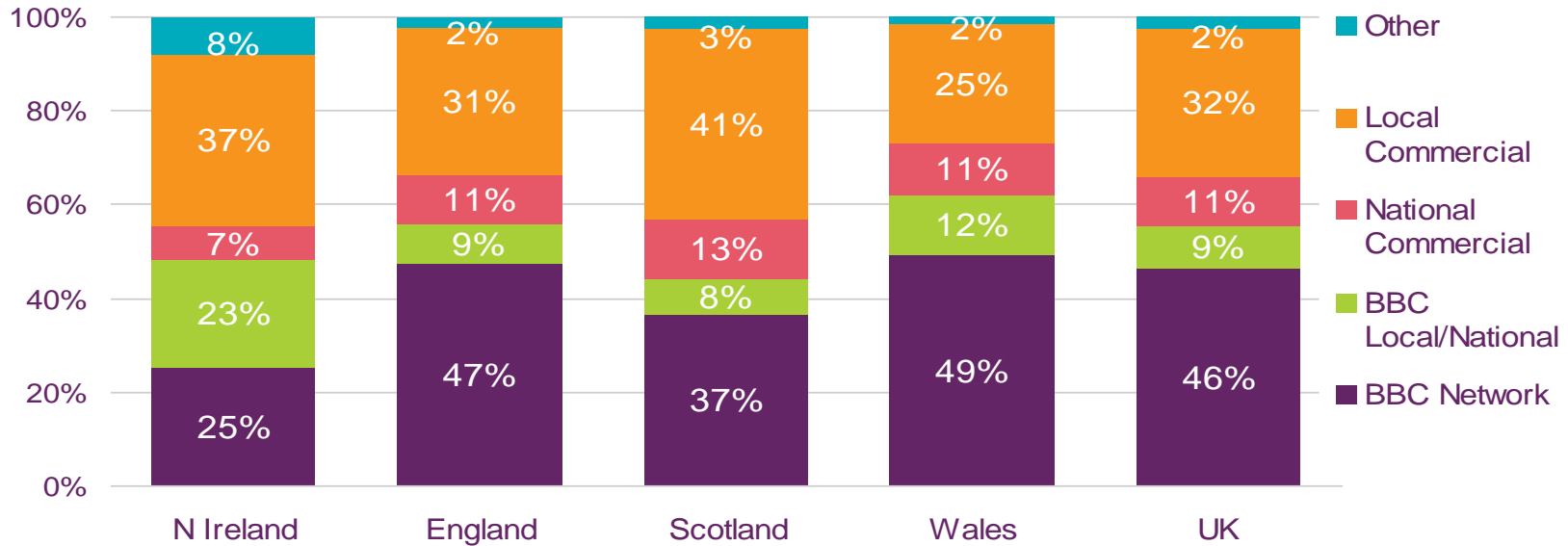


Source: RAJAR, All adults (15+), Apr '09-Mar '10 & Apr '08-Mar '09

Figure 3.6

Share of listening hours, by nation– year to Q1 2010 (Audience share for BBC and commercial stations, local /national)

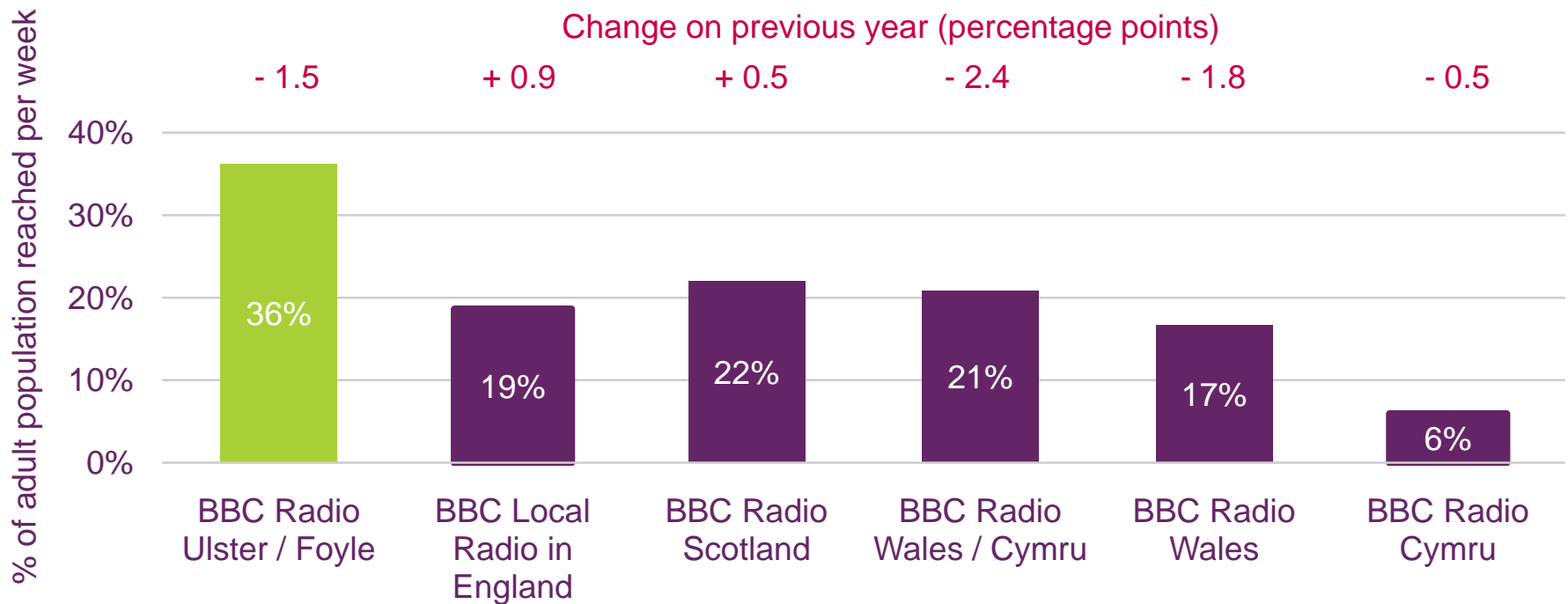
Audience share for BBC and commercial stations, local/national



Source: RAJAR, All adults (15+), Apr '09-Mar '10 & Apr '08-Mar '09

Figure 3.7

Weekly reach for National BBC services in Northern Ireland, Scotland and Wales and local BBC radio in England, Q1 2010

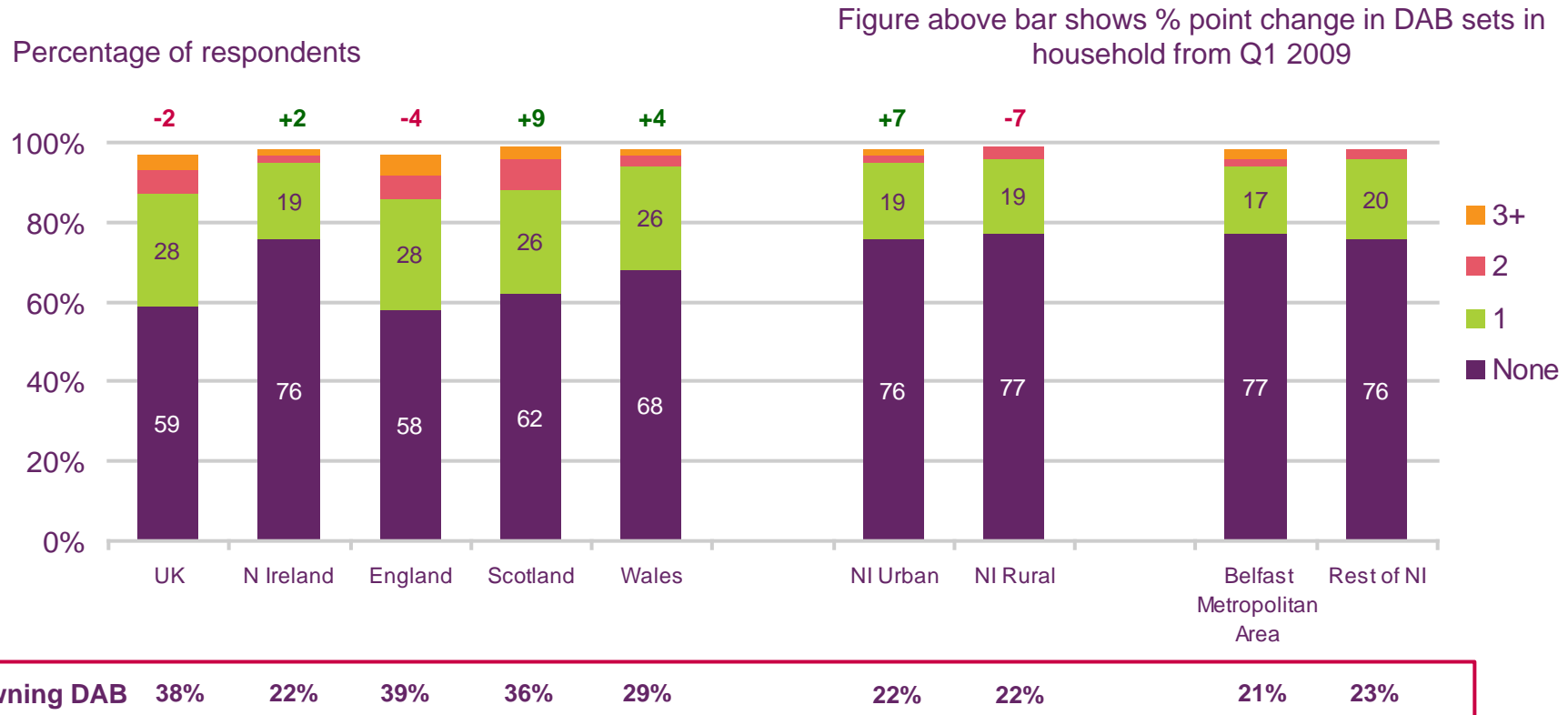


Source: Rajar Q1 2010

Note: Average weekly reach of adult population Q1 2010

Figure 3.8

Ownership of DAB digital radios in the Nations



Source: Ofcom research, Quarter 1 2010

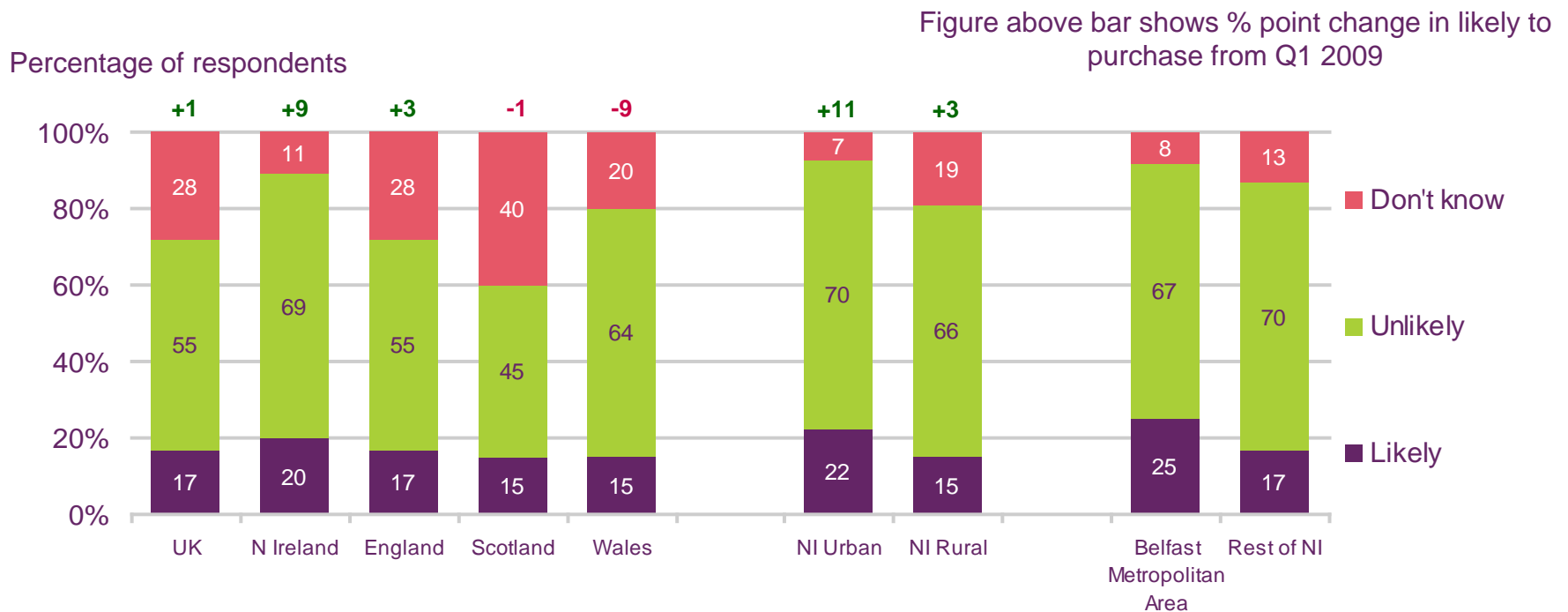
Base: Adults aged 15+ who listen to radio (n= 7017 UK, 653 Northern Ireland, 4476 England, 1034 Scotland, 854 Wales, 415 Northern Ireland urban, 238 Northern Ireland rural, 295 Belfast Metropolitan area, 358 Rest of NI)

QP9. How many DAB sets do you have in your household?

Note: Remaining percentages are Don't know responses

Figure 3.9

Likelihood of purchasing a DAB radio within the next year



Source: Ofcom research, Quarter 1 2010

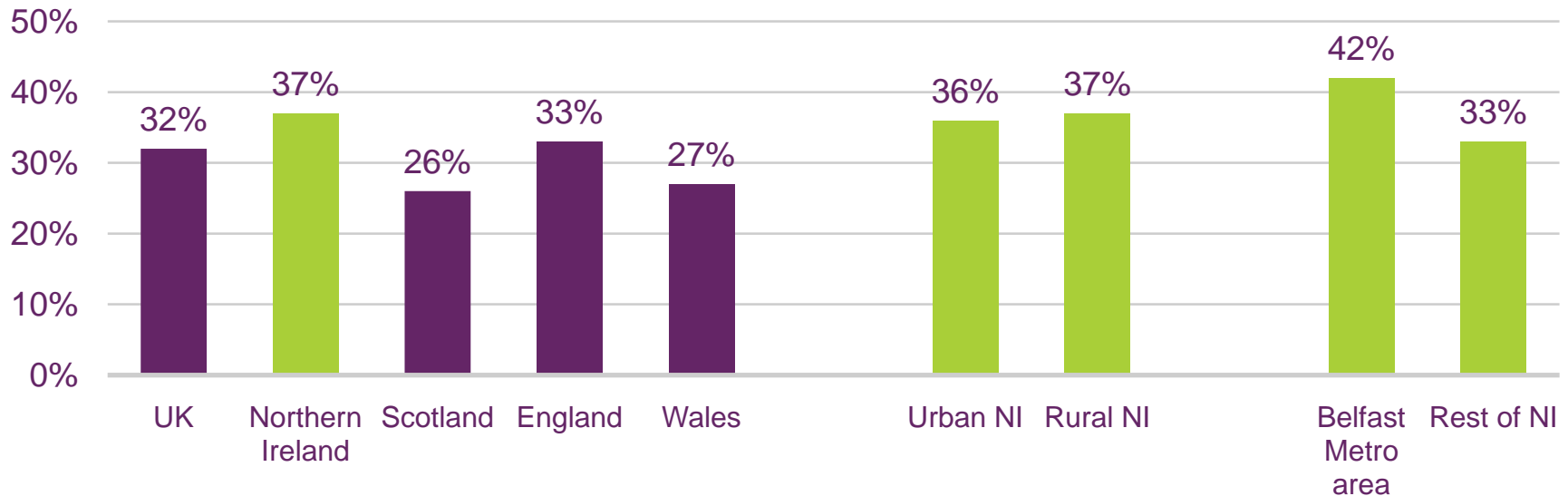
Base: Adults aged 15+ who listen to radio and do not have a DAB set (n= 4445 UK, 500 Northern Ireland, 2690 England, 661 Scotland, 594 Wales, 316 Northern Ireland urban, 184 Northern Ireland rural, 226 Belfast Metropolitan area, 274 Rest of NI)

QP12: How likely is it that your household will get a DAB radio in the next 12 months?

Figure 3.10

Use of either an MP3 player or an iPod

Use of either an MP3 player or an iPod (% adults)



Source: Ofcom research, Quarter 1 2010

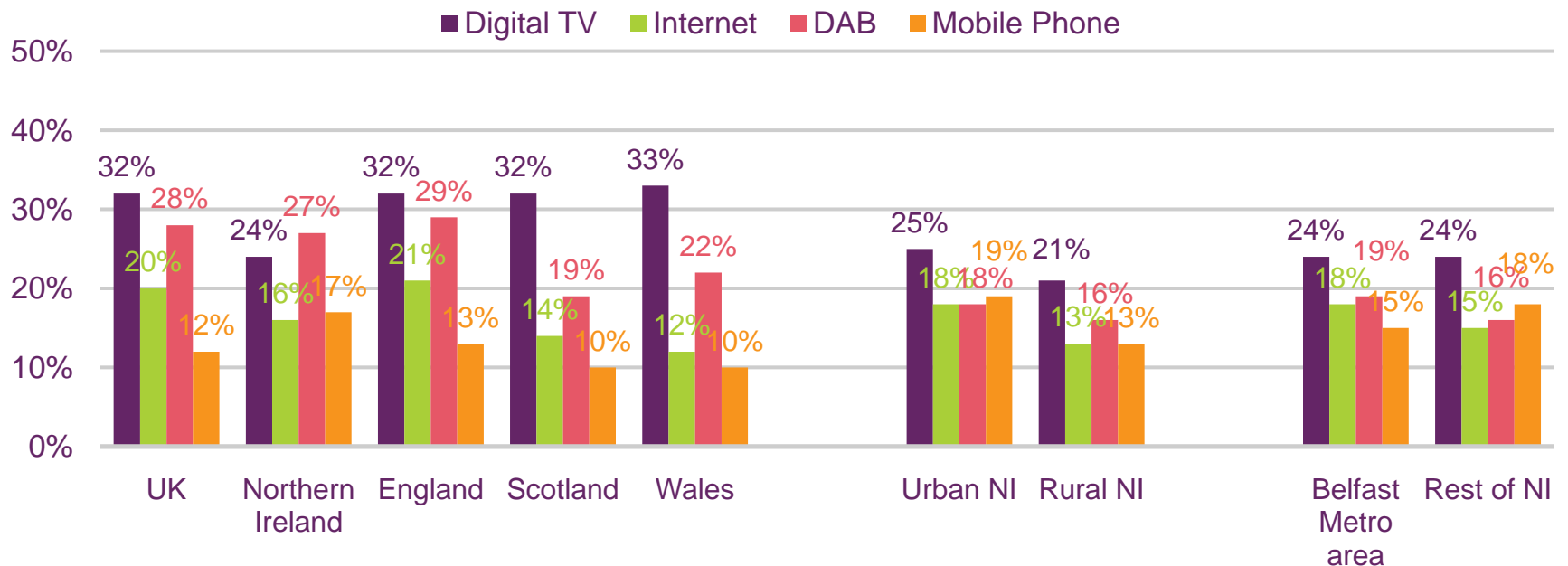
Base: All adults aged 15+ (n = 9013 UK, 761 Northern Ireland, 5709 England, 1468 Scotland, 1075 Wales, 501 Northern Ireland urban, 260 Northern Ireland rural, 349 Belfast Metropolitan area, 412 Rest of Northern Ireland)

QB2. Do you personally use: MP3 player / iPod?

Figure 3.11

Listening to radio via internet, DTV, mobile phone

Proportion of respondents (%) who have listened to radio via DTV, internet or mobile phone



Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ who listen to radio (n= 7017 UK, 653 Northern Ireland, 4476 England, 1034 Scotland, 854 Wales, 415 Northern Ireland urban, 238 Northern Ireland rural, 295 Belfast Metropolitan area, 358 Rest of NI)

QP3. How often, if at all, do you access the radio via – Digital radio via: TV, Internet, DAB radio, mobile phone?

Figure 3.12

Share of radio listening hours via digital and analogue platforms

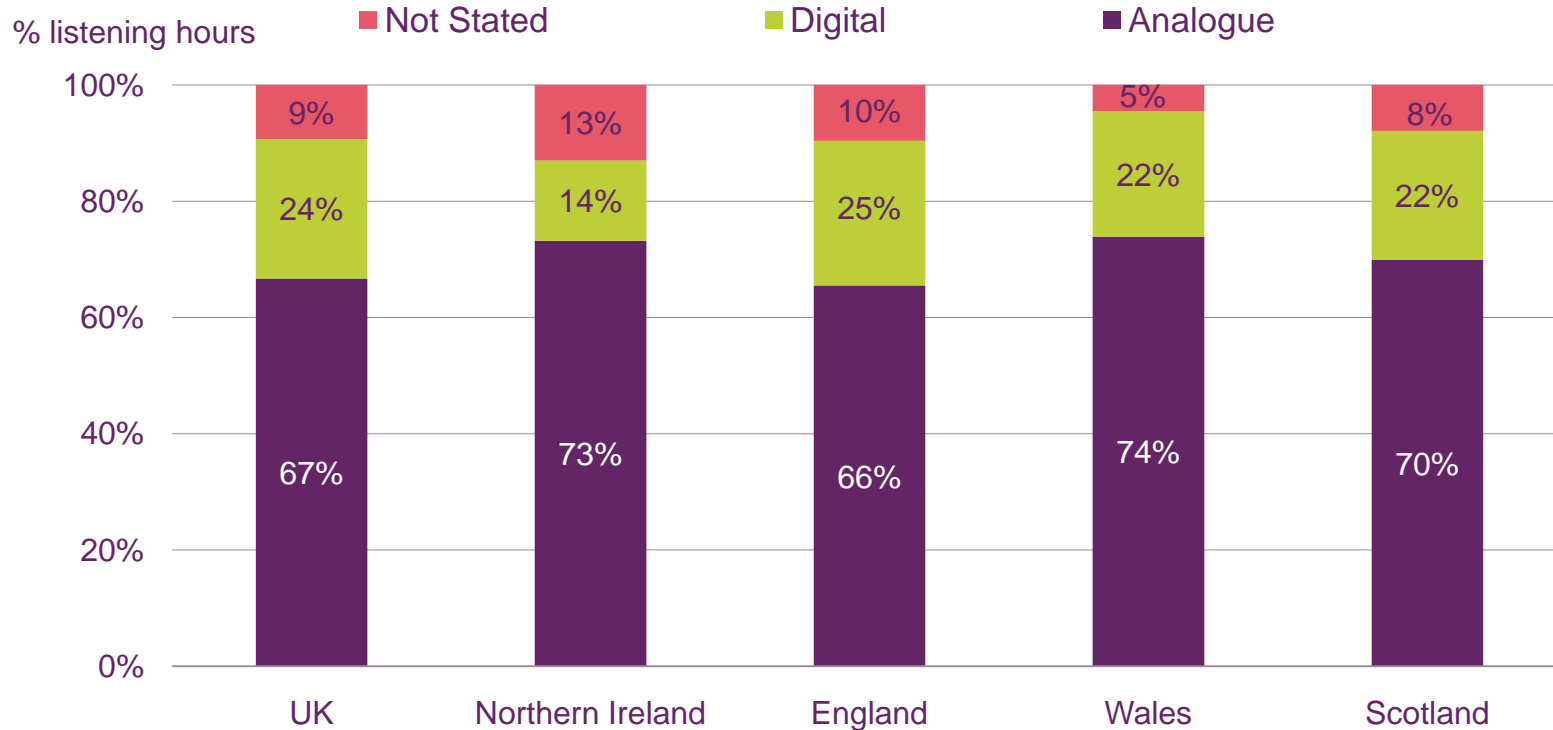
Digital increase
year on year + 3.9

+ 2.6

+ 3.7

+ 6.0

+ 6.2



Source: RAJAR/ Octagon, Q1 2010

Figure 3.13

Listening to audio content on mobile phone

Proportion of respondents (%) who have used their mobile to listen to audio content



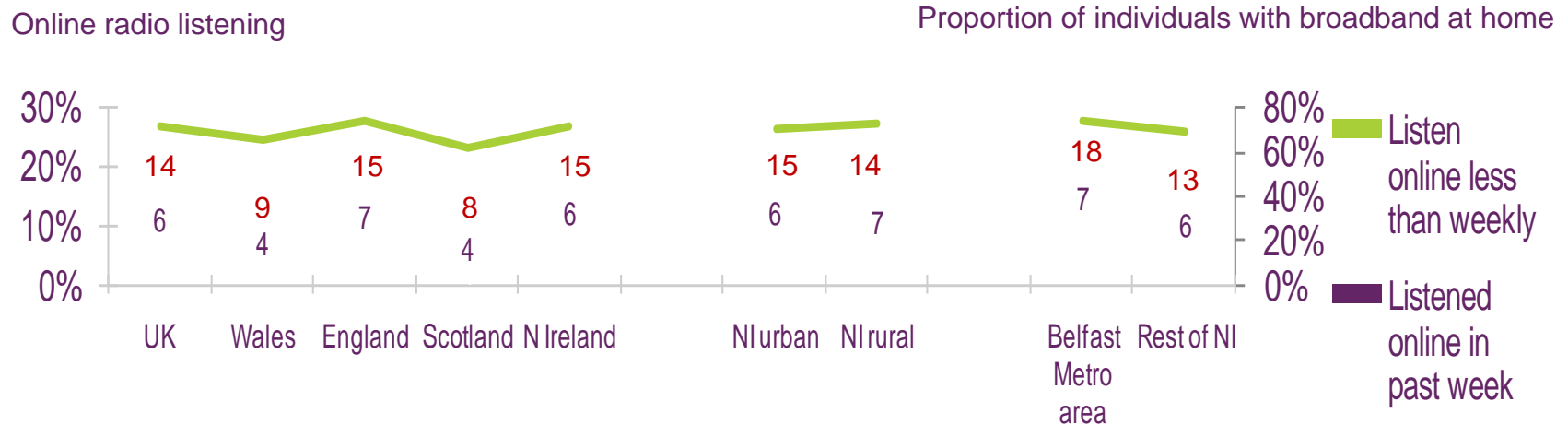
Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 761 Northern Ireland, 5709 England, 1468 Scotland, 1075 Wales, 501 Northern Ireland urban, 260 Northern Ireland rural, 349 Belfast Metropolitan area, 412 Rest of Northern Ireland)

QD28A-B. Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ And, which of these activities have you used your mobile for in the last week?

Figure 3.14

Online radio listening



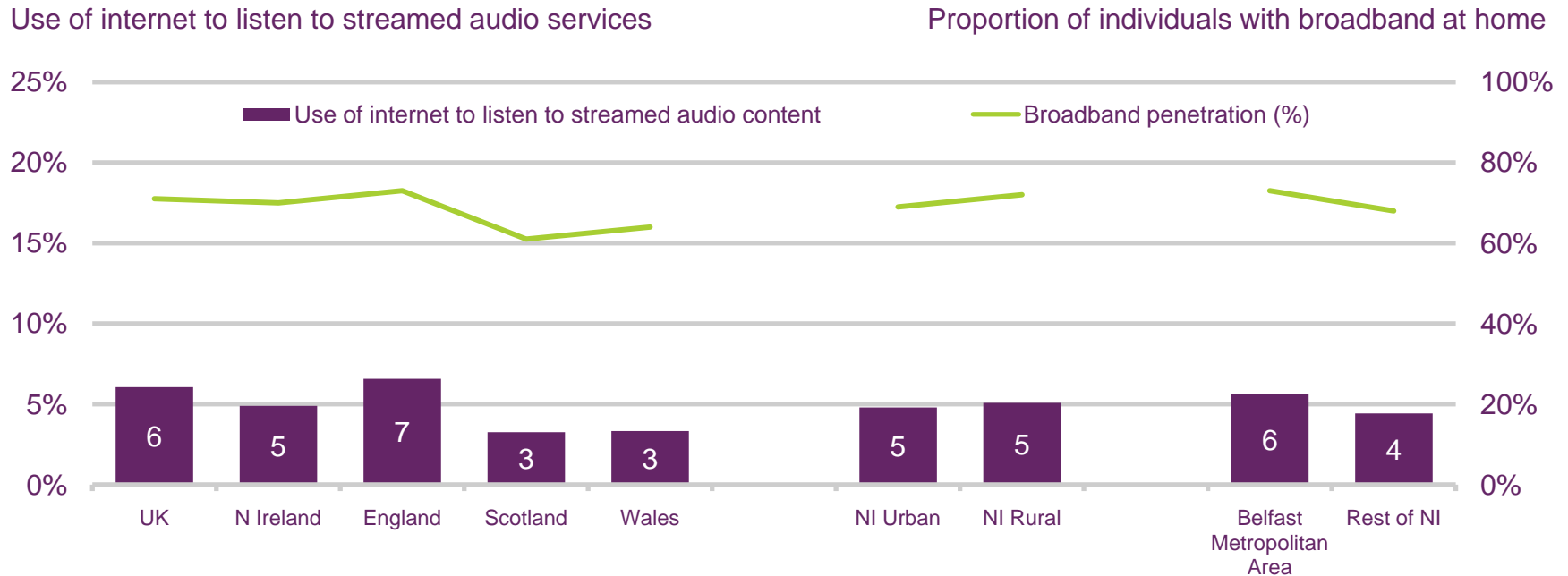
Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 761 Northern Ireland, 5709 England, 1468 Scotland, 1075 Wales, 501 Northern Ireland urban, 260 Northern Ireland rural, 349 Belfast Metropolitan area, 412 Rest of Northern Ireland)

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?

Figure 3.15

Use of the internet for listening to streamed audio services



Source: Ofcom research, Quarter 1 2010

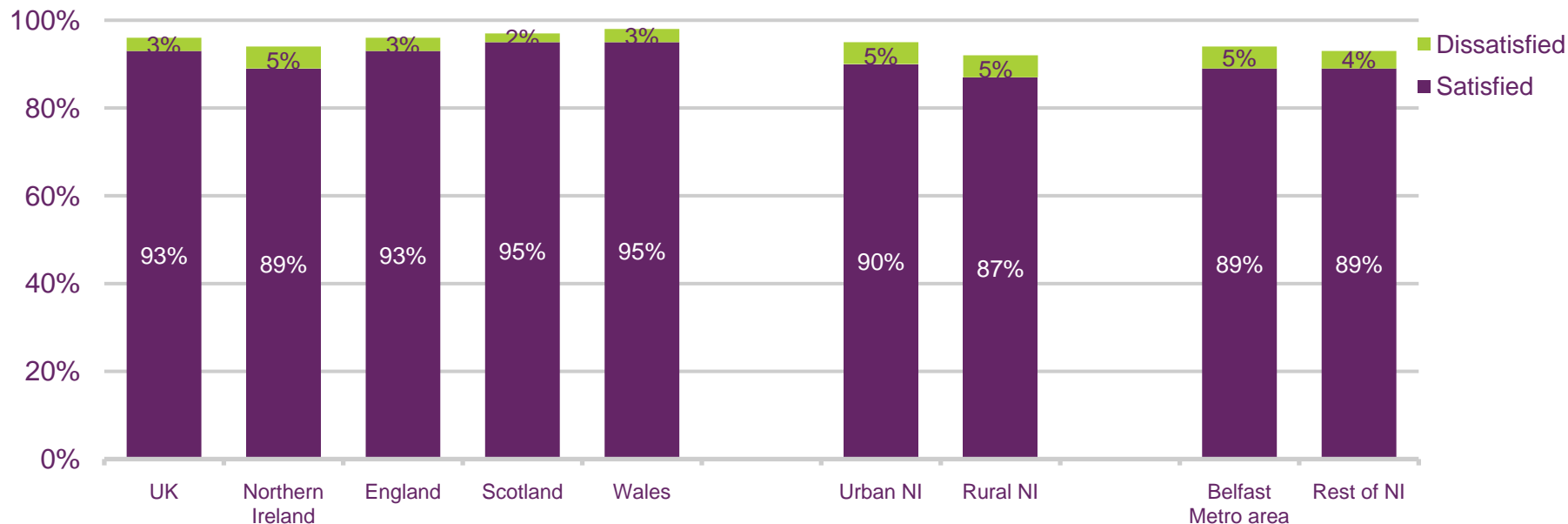
Base: Adults aged 15+ (n= 6682 UK, 5586 England, 582 Scotland, 330 Wales, 184 Northern Ireland)

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

Figure 3.16

Satisfaction with radio stations choice – by area

Satisfaction with radio station choice (%)



Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ who listen to radio (n= 7017 UK, 653 Northern Ireland, 4476 England, 1034 Scotland, 854 Wales, 415 Northern Ireland urban, 238 Northern Ireland rural, 295 Belfast Metropolitan area, 358 Rest of NI)

QP4. How satisfied are you with the choice of radio stations available in your area?

Note: Remaining percentages include 'neither' responses