

3 Radio and audio content

3.1 Recent developments in Scotland

DAB coverage in Scotland is increasing

DAB coverage across the UK is set to be expanded after an agreement between industry and the UK Government. The agreement will see coverage of local DAB in Scotland increasing from 65% to 86% of households by mid-2016.

The expansion of local DAB coverage is separate to the ongoing BBC drive to boost its national DAB radio coverage by the end of this year, and other plans to increase capacity and coverage for national commercial radio on DAB.

A second national commercial digital radio multiplex that will deliver 14 digital stations (nine of which are new) to listeners across the UK is to launch next year. The new digital radio multiplex will be run by Sound Digital, a consortium of Arqiva, Bauer, and UTV Media GB.

The multiplex (which is the transmission infrastructure used to deliver these services) will carry new services including Jazz FM, Magic Mellow, and British Muslim Radio.

Coverage from the new multiplex will be more limited than others: BBC National; Digital One; and local DAB. UK-wide indoor coverage will reach 72% of the population. In Scotland, the figure will be 71% of households.

Developments in community radio

Four new community radio stations launched during the past year: Keith Community Radio, broadcasting to Moray; Deveron FM, serving Banff and Macduff; Camglen Radio, covering Rutherglen, Cambuslang and surrounding areas; and TD1, transmitting in and around the Galashiels area.

Celtic Music Radio re-launched its service, with a new licence to broadcast on FM, in Glasgow in July 2014. It had been broadcasting on medium wave for the previous six and a half years.

The Super Station Orkney decided to cease its service in November 2014 (the service had been broadcasting for nearly seven years). The following two groups decided not to go ahead with planned services after all: K-Town FM (which had been awarded a licence for Kinglassie in Fife) in September 2014, and Sound of Mull Radio in December 2014.

Community radio stations across Scotland broadcast *The Week in Holyrood*. It covers the Scottish, UK and European Parliaments exclusively for the sector. Over the past year, there has also been a daily news service: *60 Seconds Scotland*, covering the referendum and the General Election, produced by Caledonia Media.

The Scottish Community Broadcasting Network (SCBN) continues to work to support community radio licensees and other not-for-profit broadcasters in Scotland. A report commissioned by DCMS last year concluded that it should consider a two-year programme of development support for the sector. In spring 2015, SCBN held a development workshop for all members with the aim of reviewing progress to date and identifying its future objectives. A key objective is now to achieve funding of a dedicated SCBN development worker.

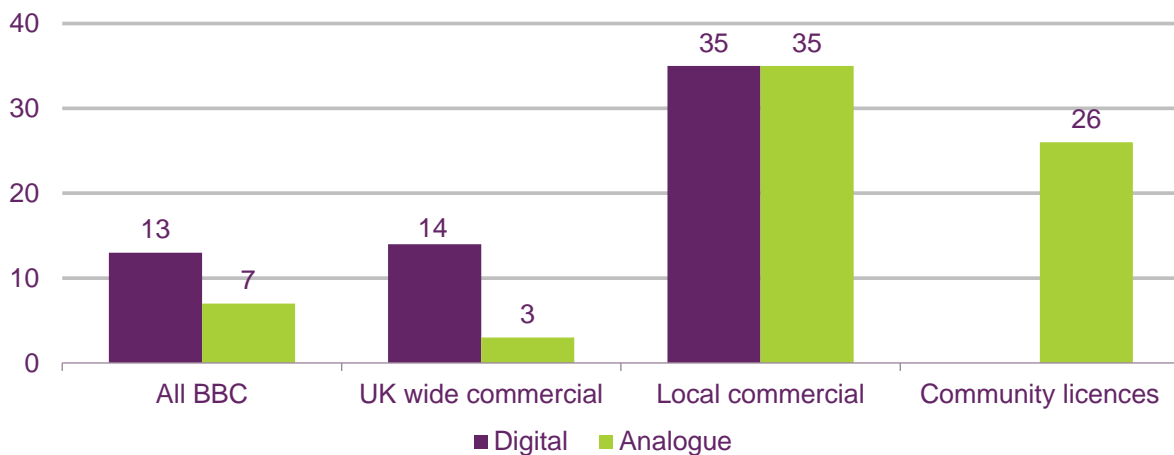
3.2 Radio station availability

There are 35 local commercial stations broadcasting on analogue in Scotland

Across Scotland, there are 35 local commercial stations broadcasting on analogue. Across the seven local commercial digital multiplexes, there are 52 services in total, but only 35 different stations. This is because some are broadcast on more than one multiplex, such as Absolute's decade-themed stations and Bauer's Kisstory brands.

As mentioned above, the launch of four new community radio stations has increased the number of community stations in Scotland to 26.

Figure 3.1 Radio station availability



Source: Ofcom, April 2015

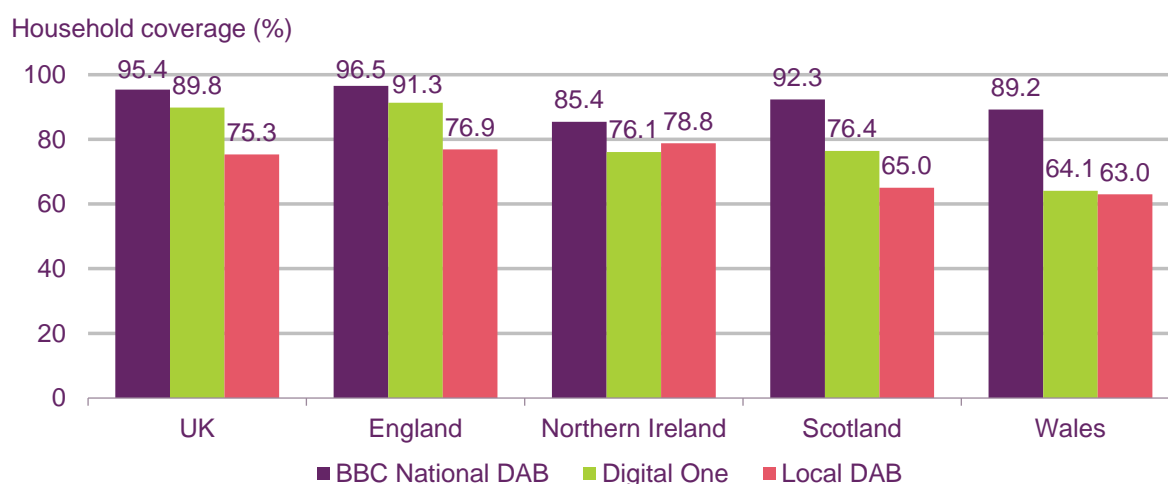
Note: This chart shows the maximum number of stations available; local variations and reception issues mean that listeners may not be able to access all of them.

3.3 DAB coverage

UK-wide commercial DAB services are available to 76.4% of households

The UK-wide multiplex Digital One reaches 76.4% of households in Scotland, an increase of 1pp year on year. The aggregate of local DAB multiplexes in Scotland covers 65.0% of households and 46.7% of major roads. The BBC's network services broadcast on DAB are available to 92.3% of households, up from 90.9% the previous year, as additional transmitters have been added to the network.

Figure 3.2 Household coverage of DAB



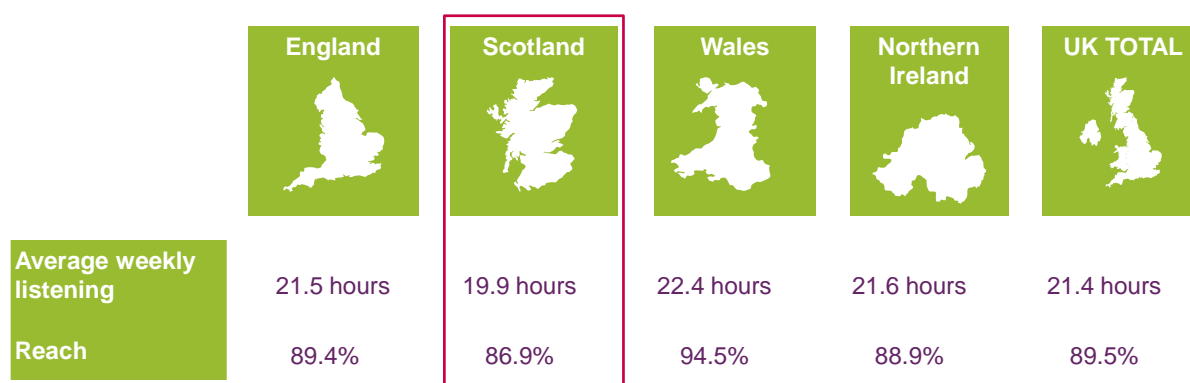
Source: BBC, Arqiva, Ofcom, June 2015
 Note: BBC figures indicate coverage at the end of 2014

3.4 Patterns of listening to audio content

Radio is listened to by fewer people and for less time in Scotland, compared to the rest of the UK

During an average week in 2014, radio services reached 86.9% of adults in Scotland (Figure 3.3). This was the lowest among all of the UK nations and 2.6pp lower than the UK average (89.5%). People in Scotland also spend the least time listening to radio; the average time spent listening per week is 19.9 hours. This is 1.5 hours less than the UK average (21.4 hours).

Figure 3.3 Average weekly reach and listening hours: 2014



Source: RAJAR, All adults (15+), year ended Q4 2014. Reach is defined as a percentage of the area and adults population who listen to a station for at least five minutes in the course of an average week.

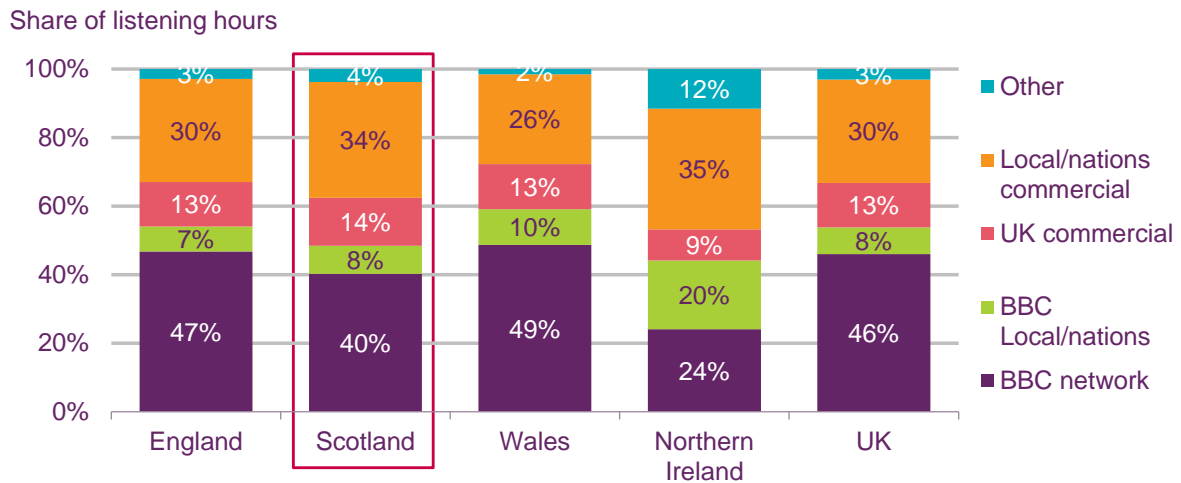
People in Scotland spend more time than the UK average listening to commercial stations

Commercial stations accounted for almost half (48%) of listening hours in Scotland in 2014 (Figure 3.4). This is the highest share for commercial radio across the UK nations and 5pp

above the UK average (43%), due to a higher-than-average share of listening to both local and nations' commercial stations (34%) and UK-wide stations (14%).

The share of listening to BBC stations overall in Scotland is lower than the UK average and higher only than Northern Ireland. Four in ten listening hours are to BBC network stations, compared to 46% for the UK average.

Figure 3.4 Share of listening hours by nation: 2014



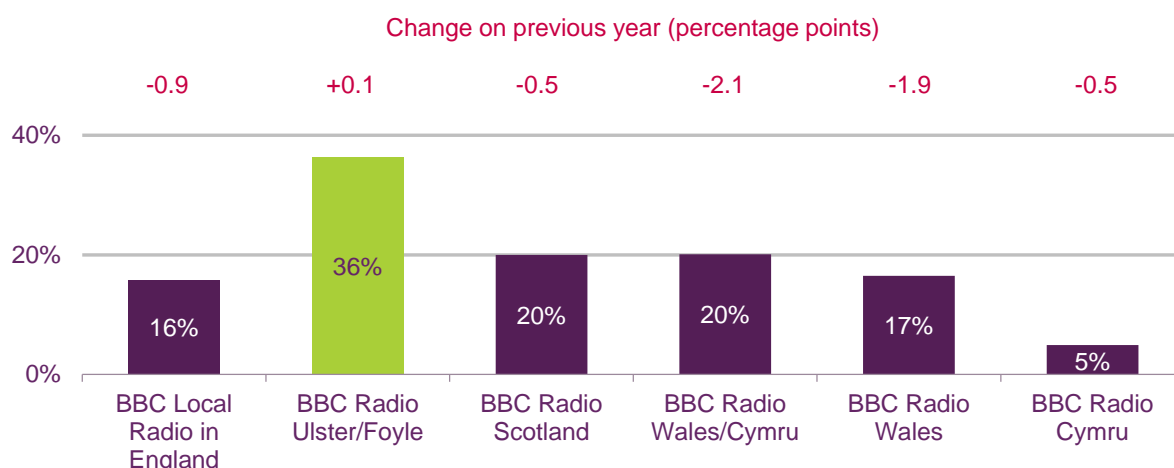
Source: RAJAR, All adults (15+), year ended Q4 2014.

There has been a slight decline in weekly reach to BBC Radio Scotland

In an average week in 2014, the weekly reach of BBC Radio Scotland was 20% (Figure 3.5), 3pp higher than the average weekly reach for BBC Radio Wales (17%). The reach of BBC Radio Scotland fell by 0.5pp year on year (Figure 3.5). Despite the fall in reach, the share of listening hours for BBC Radio Scotland was 1pp higher than the UK average of 7% during 2014.

BBC Radio's Gaelic-language service, Radio nan Gàidheal, reached 62.1% of Gaelic speakers aged 16+ in Scotland in 2014. Listening to Radio nan Gàidheal is measured separately to other radio services through a panel of Gaelic speakers, by Lèirsinn Research Centre, and is not comparable to the figures sourced by RAJAR in Figure 3.5.

Figure 3.5 Weekly reach for nations/local BBC services: 2014



Source: RAJAR, All adults (15+), year ended Q4 2014

Note: The reach for BBC Radio's Gaelic-language service, Radio nan Gàidheal is not measured by RAJAR and is therefore not included with the figure for BBC Radio Scotland.

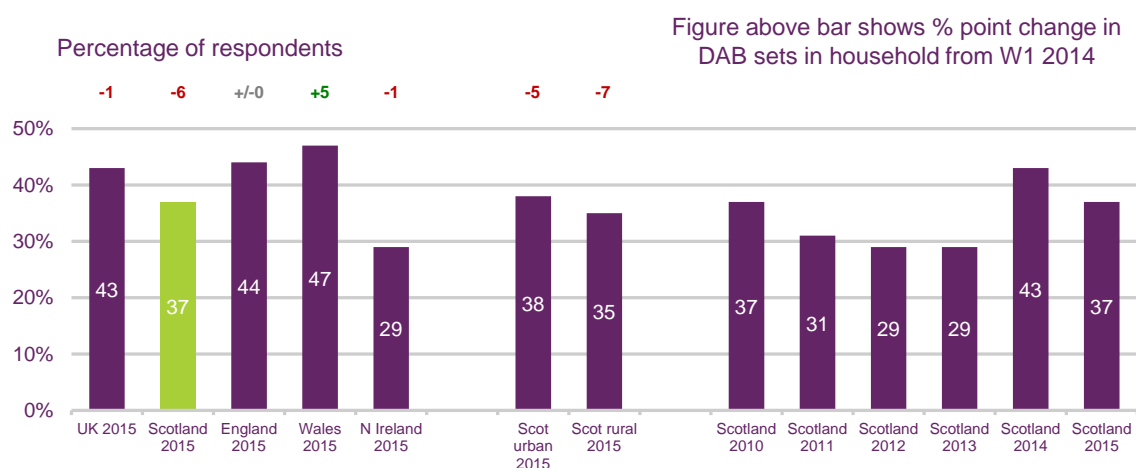
3.5 Digital radio set ownership and listening

Almost four in ten adults in Scotland who listen to radio have a digital radio set

About four in ten adults (37%) who listen to radio say they have at least one DAB radio set at home, unchanged since 2014. There is no statistically significant difference between ownership of DAB digital radios in Scotland and the UK average (43%).

Radio listeners in urban areas of Scotland who listen to radio are as likely to own a DAB set (38%) as those in rural areas (35%).

Figure 3.6 Ownership of DAB digital radios



Source: Ofcom Technology Tracker, wave 1 2015

Base: Adults aged 16+ who listen to radio (n = 2934 UK, 386 Scotland, 1735 England, 406 Wales, 407 Northern Ireland, 182 Scotland urban, 204 Scotland rural, 1034 Scotland 2010, 357 Scotland 2011, 364 Scotland 2012, 375 Scotland 2013, 392 Scotland 2014, 386 Scotland 2015)

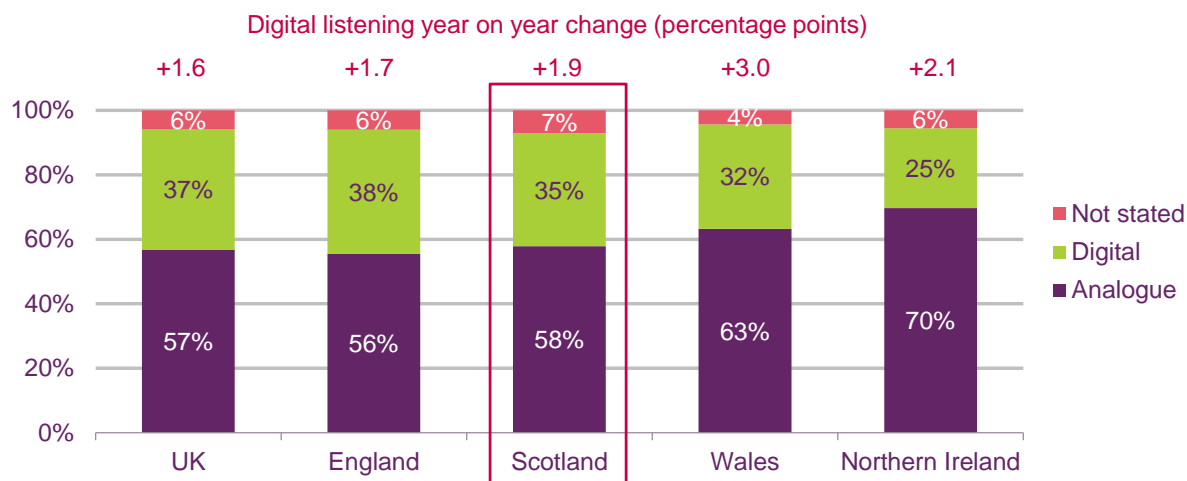
NB. Data in 2011 based on those who listen to radio and have any radio sets in the household that someone listens to in most weeks

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

Over a third of all listening in Scotland is through a digital platform

Digital listening in Scotland grew by 1.9pp year on year, and now over a third (35%) of listening hours are via a digital platform (Figure 3.7). Although share of listening on a digital platform is lower than the UK average (37%), the rate of year-on-year growth in digital listening in Scotland is slightly higher than the rate of growth in the UK overall (1.6pp year-on-year growth).

Figure 3.7 Share of listening hours via digital and analogue platforms: 2014



Source: RAJAR, All adults (15+), year ended Q4 2014.

Figure 3.8 shows that the growth in share of radio listening on a digital platform in Scotland has been steady and continuous over the years, with digital listening now 22pp higher than it was in 2007 (13%). Digital listening has grown by 2pp since 2013, slower than between 2012 and 2013.

Figure 3.8 Share of listening hours via digital and analogue platforms in Scotland: 2007-2014



Source: RAJAR, all adults, calendar years 2007-2014

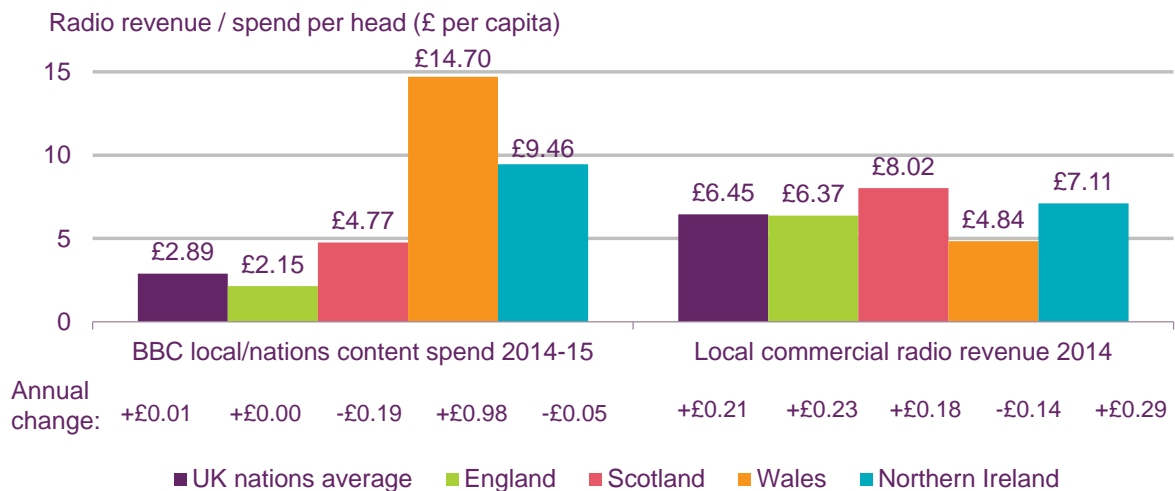
3.6 The radio industry

Local commercial radio revenue per head was higher in Scotland than in the other nations

In 2014, revenue per head of population increased by 18p to £8.02, the highest among all the UK nations. The total revenue generated by the local commercial radio sector in Scotland was £42.7m, a 2.3% increase on 2013.

The combined spend on content for BBC Radio Scotland and BBC Radio nan Gàidheal totalled £25.4m in 2014-15, a reduction from £26.4m in the previous year. Spend per head in Scotland decreased by £0.19 to £4.77.

Figure 3.9 Local/nations' radio spend and revenue per head of population: 2014



Source: Broadcasters

Note: 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.

