

# TV and audio-visual

# Figure 2.1

## Digital television take-up in Wales



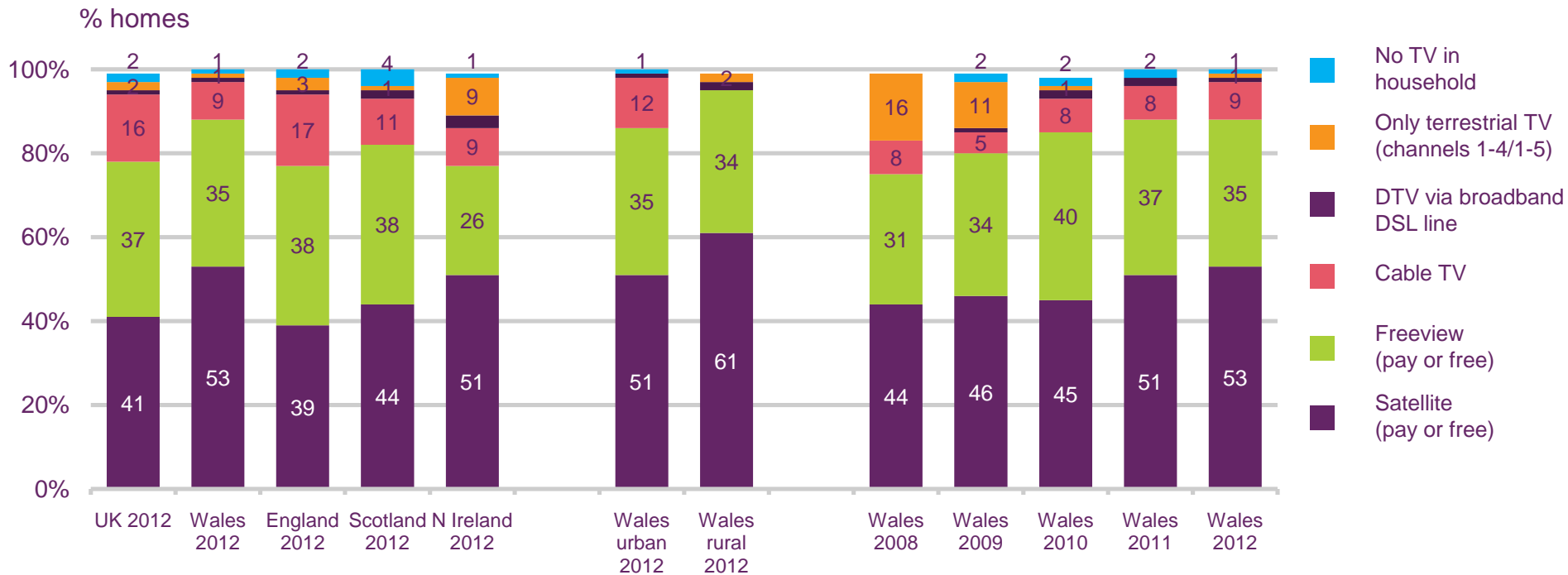
QH1a. Which, if any, of these types of television does your household use at the moment?

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ with a TV in household (n = 3713 UK, 508 Wales, 2214 England, 489 Scotland, 502 Northern Ireland, 246 Wales urban, 262 Wales rural, 797 Wales 2008, 970 Wales 2009, 1060 Wales 2010, 483 Wales 2011, 508 Wales 2012)

# Figure 2.2

## Main set TV share in Wales, 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, 513 Wales, 2251 England, 500 Scotland, 508 Northern Ireland, 249 Wales urban, 264 Wales rural, 811 Wales 2008, 987 Wales 2009, 1075 Wales 2010, 493 Wales 2011, 513 Wales 2012)

# Figure 2.3

## Proportion of homes in Wales with HD-ready TV sets and HDTV



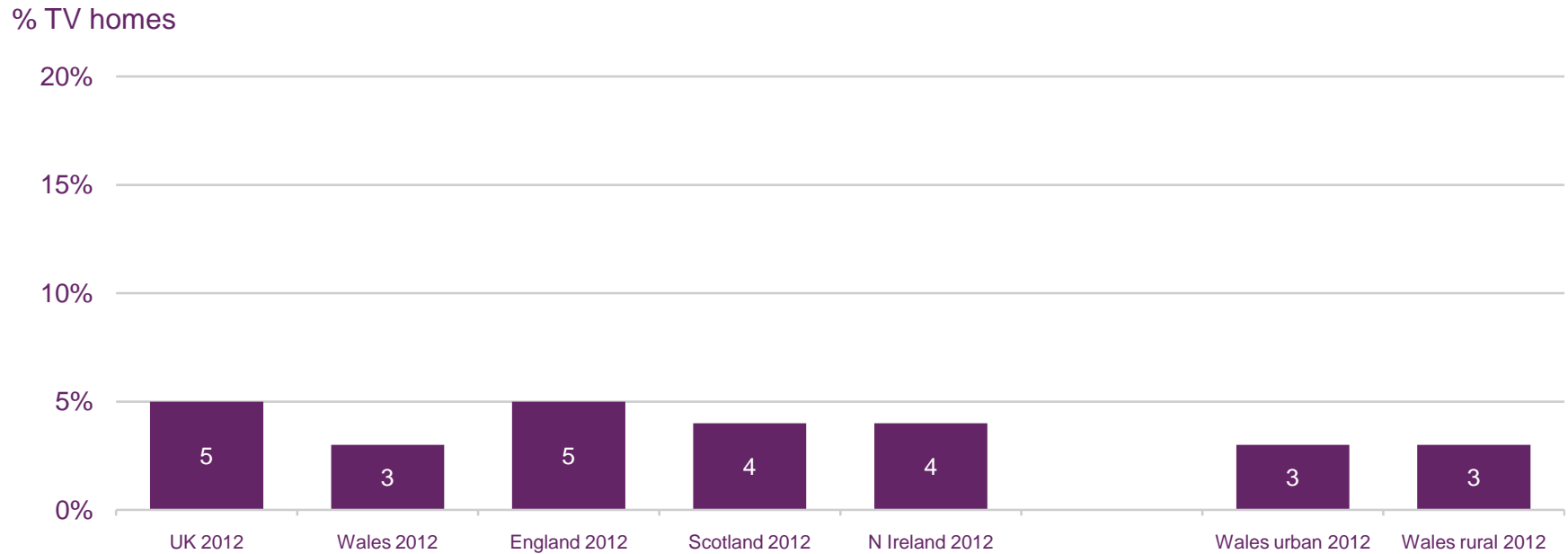
QH53. Is the main TV in your household an HDTV set or HD ready?/ QH54. For the main TV set, does your household have an HD TV service – from either Sky, Virgin Media, Freesat or Freeview?

Source: Ofcom research, Quarter 1 2012

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

# Figure 2.4

## Smart TV take-up in Wales



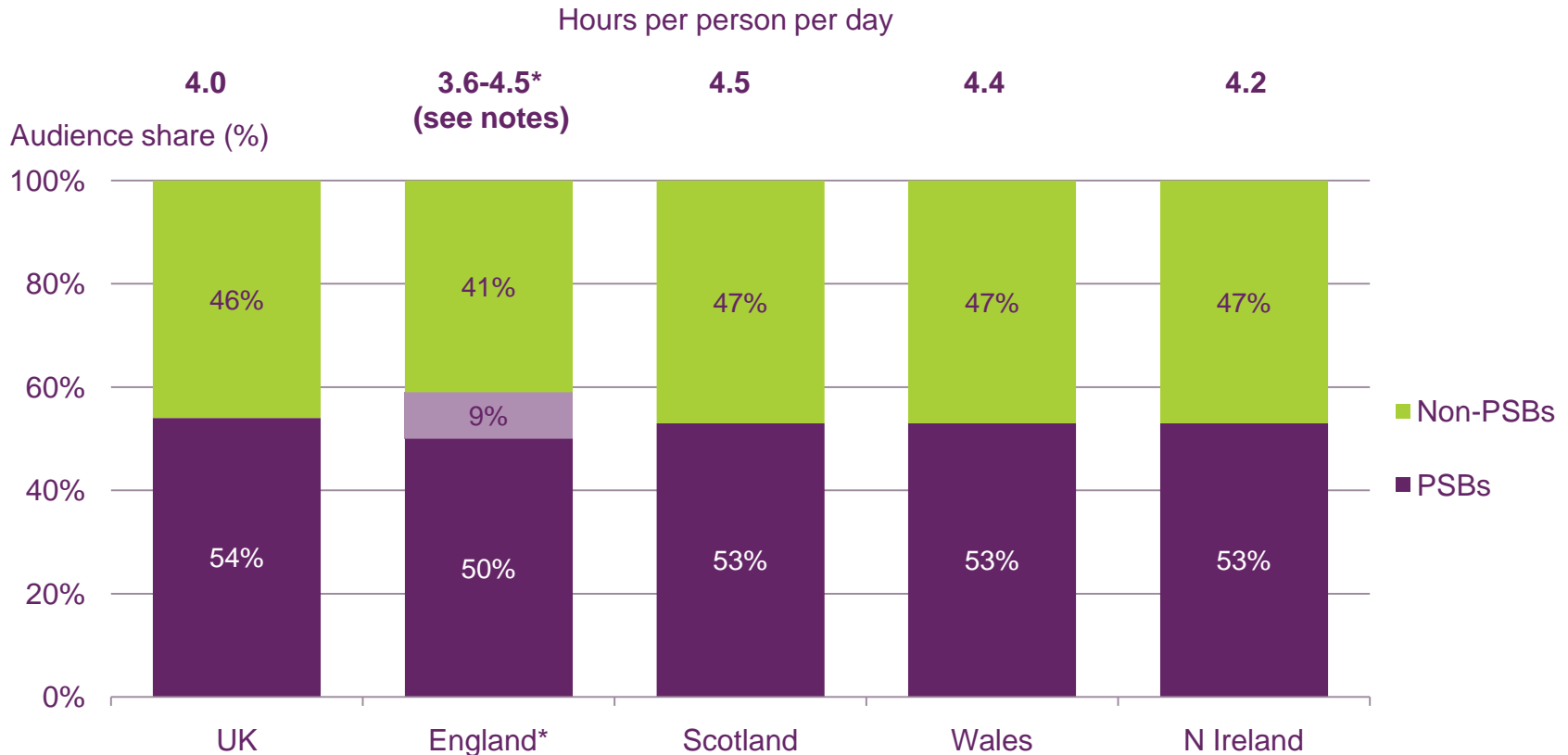
Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ with a TV in household (n = 3713 UK, 508 Wales, 2214 England, 489 Scotland, 502 Northern Ireland, 246 Wales urban, 262 Wales 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



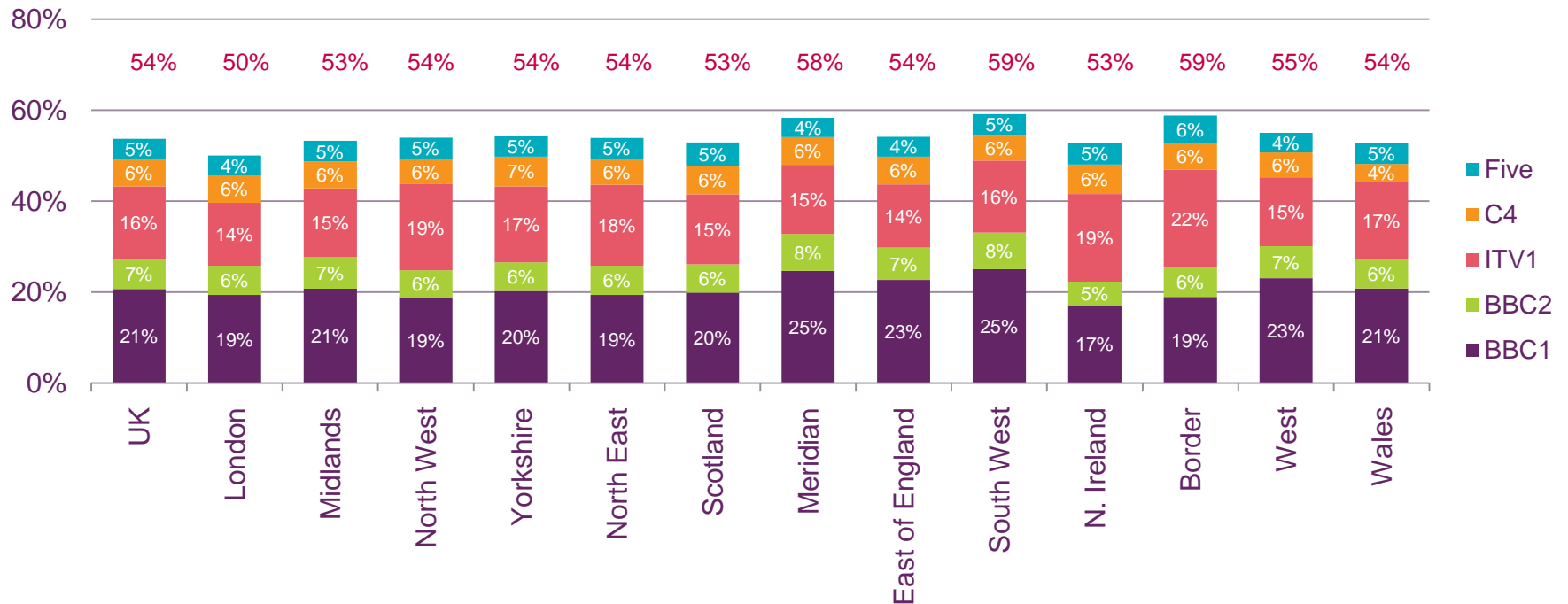
Source: TV = BARB. Based on all individuals (aged 4+). PSBs = BBC One, BBC Two, ITV1, C4, Five.

**\*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

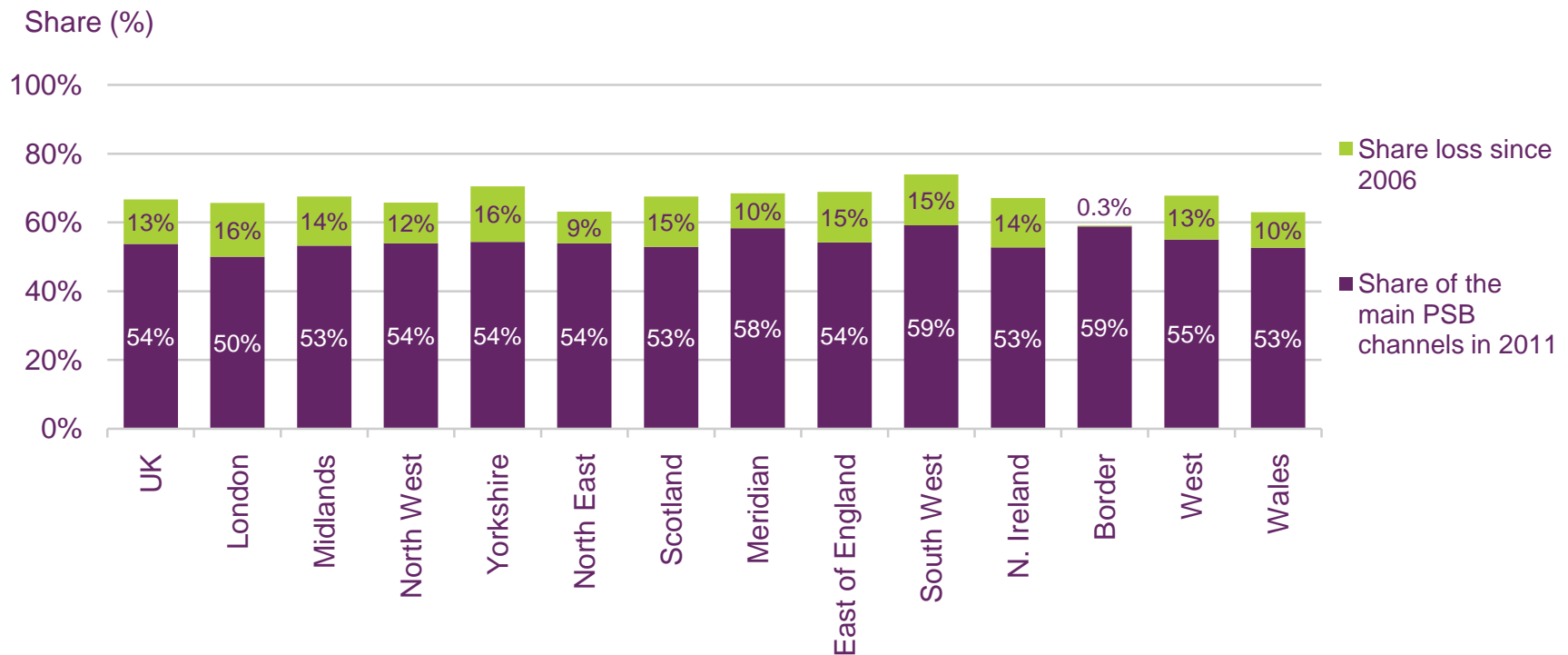
Audience share (%)



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+)

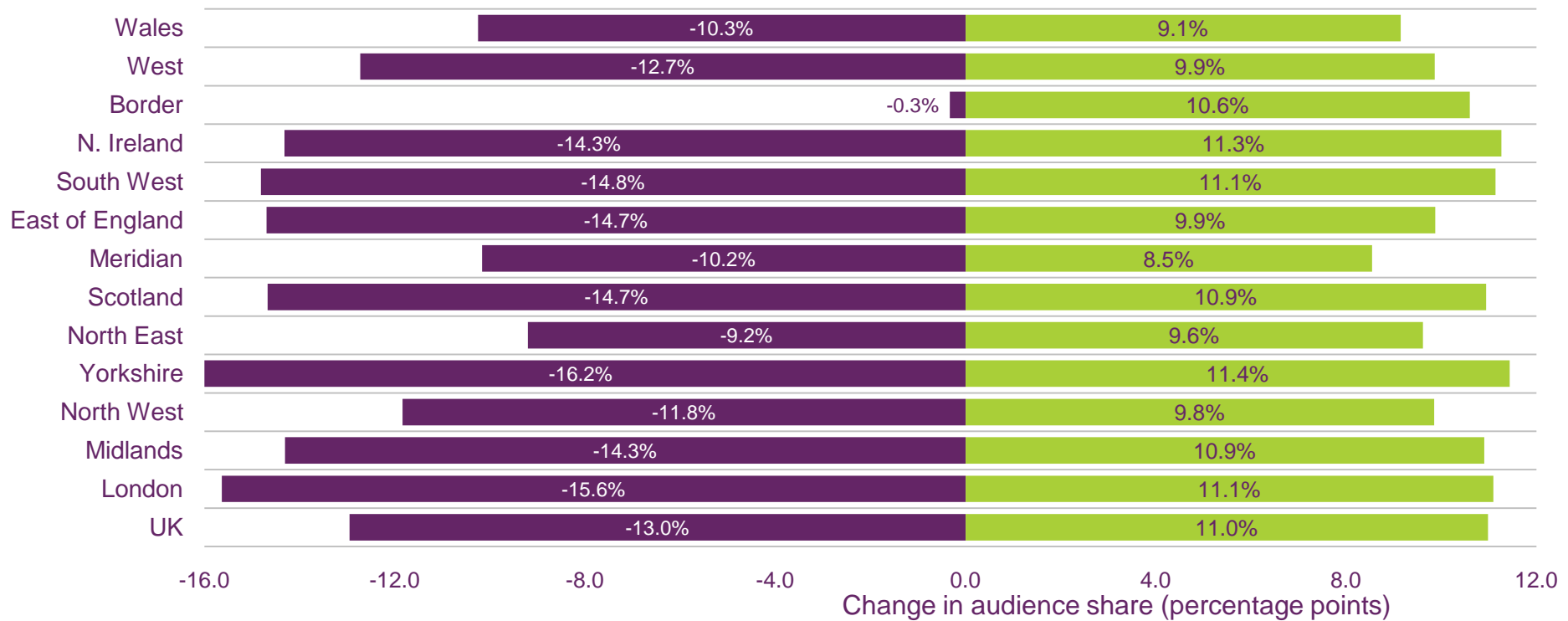
Note : In 2010 a new BARB panel was introduced, including the re-defining of boundaries. Therefore, pre and post panel change data should be compared with some caution.



# 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

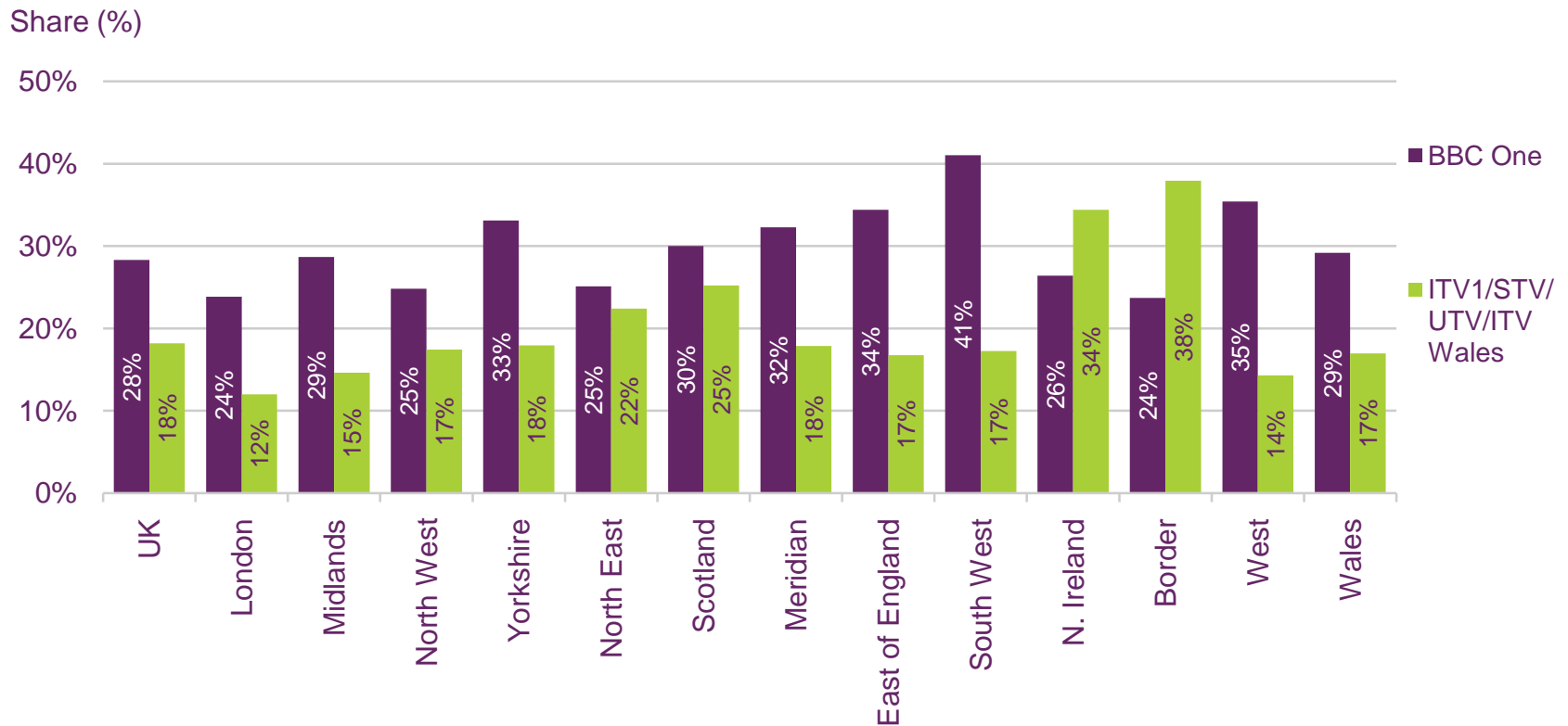


Source: BARB, all individuals (4+)

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



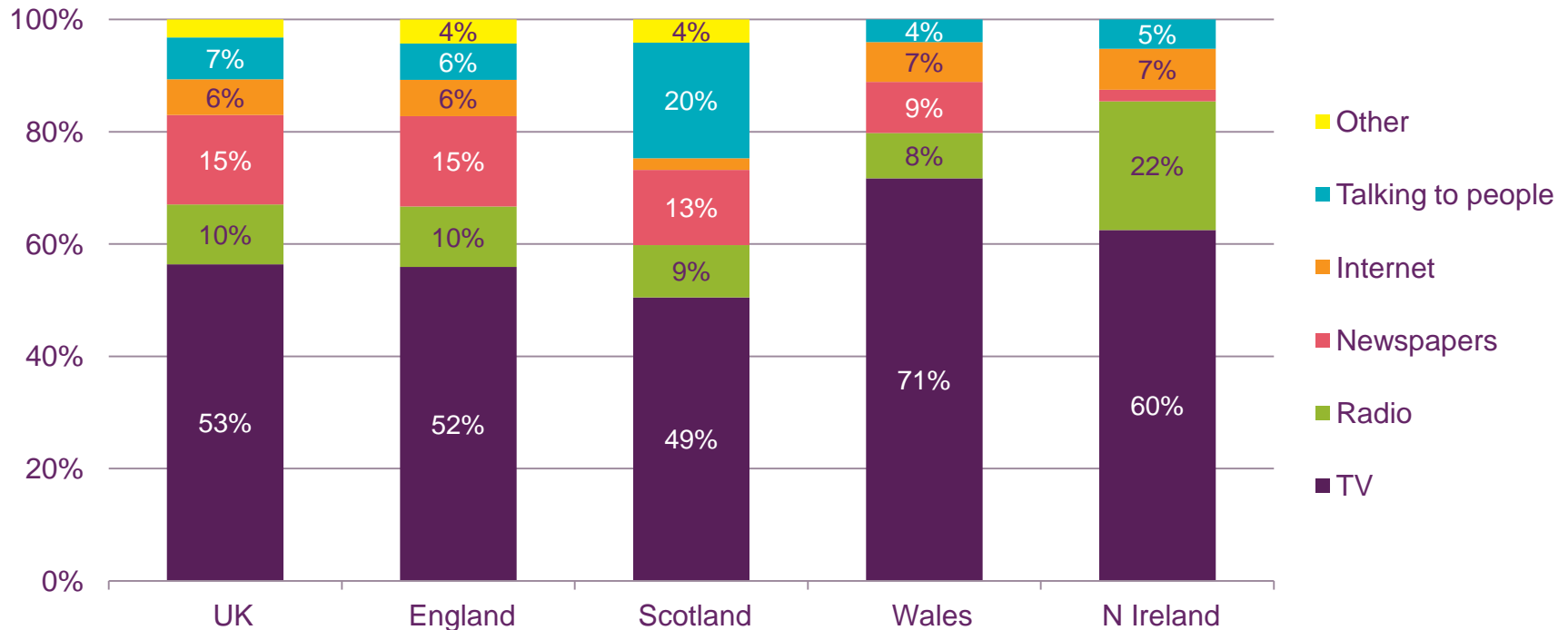
Source: BARB, all individuals (4+)

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.

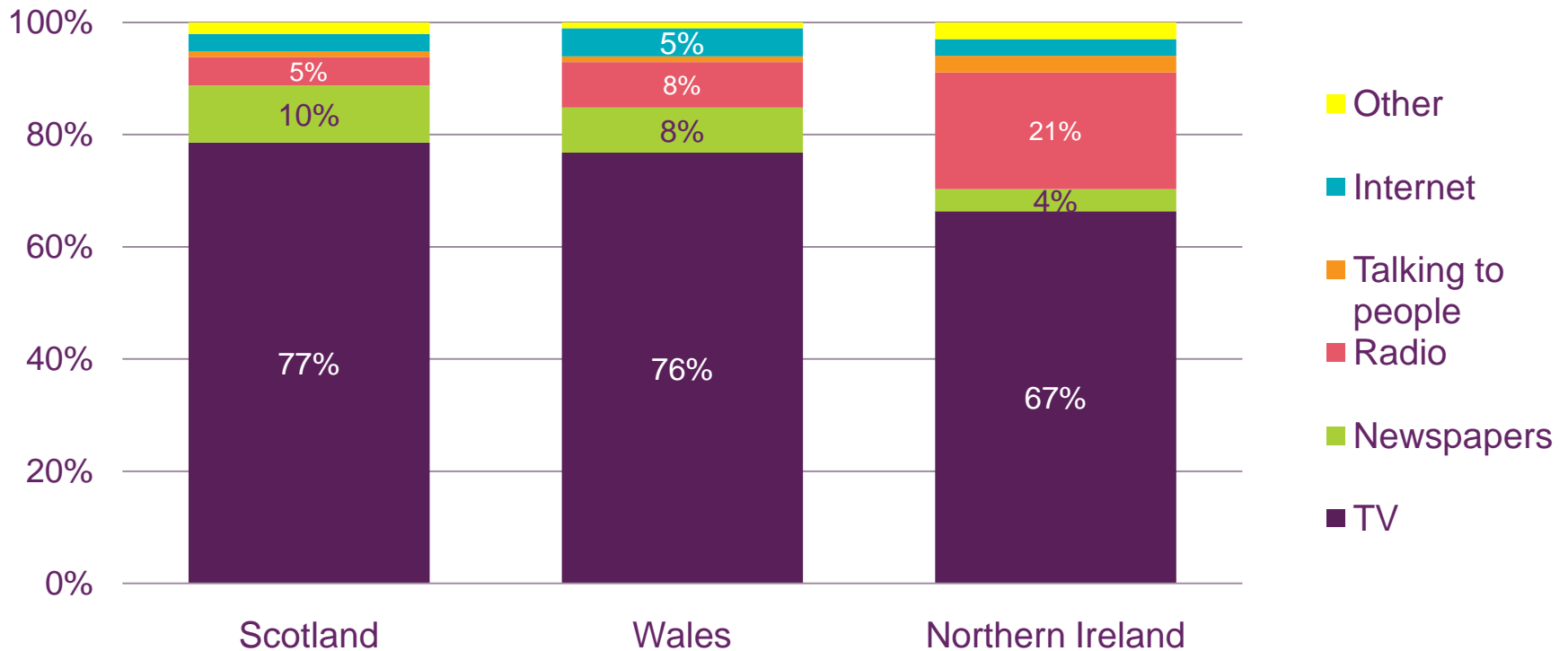
Base: All adults; England (1,369); Scotland (172); Wales (107); Northern Ireland (106).

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]?’

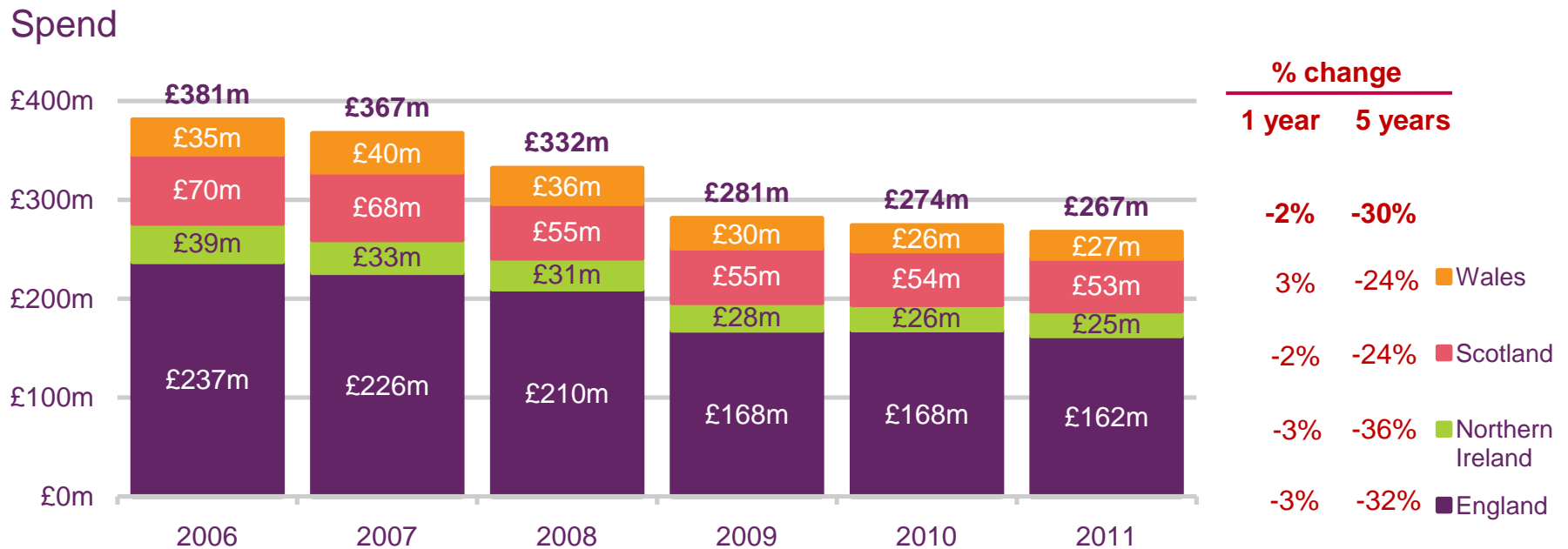


Source: Ofcom Media tracker.

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 content, by genre and nation, 2006 - 2011

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

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

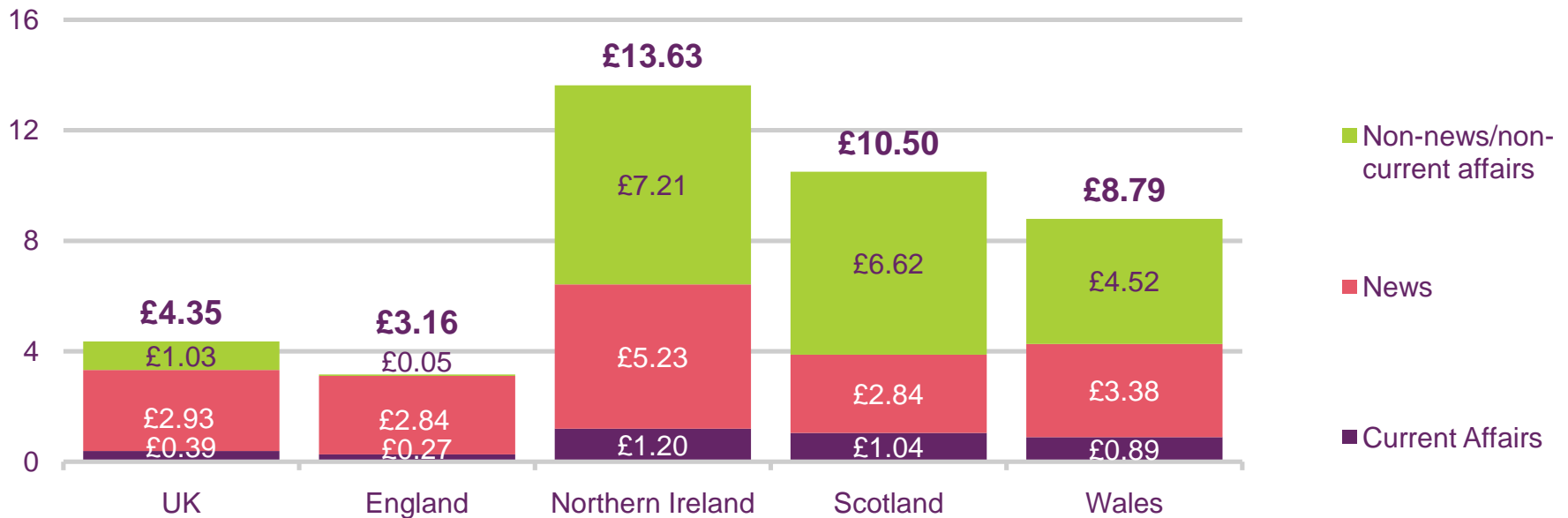
Source: Broadcasters. All figures expressed in 2011 prices.

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



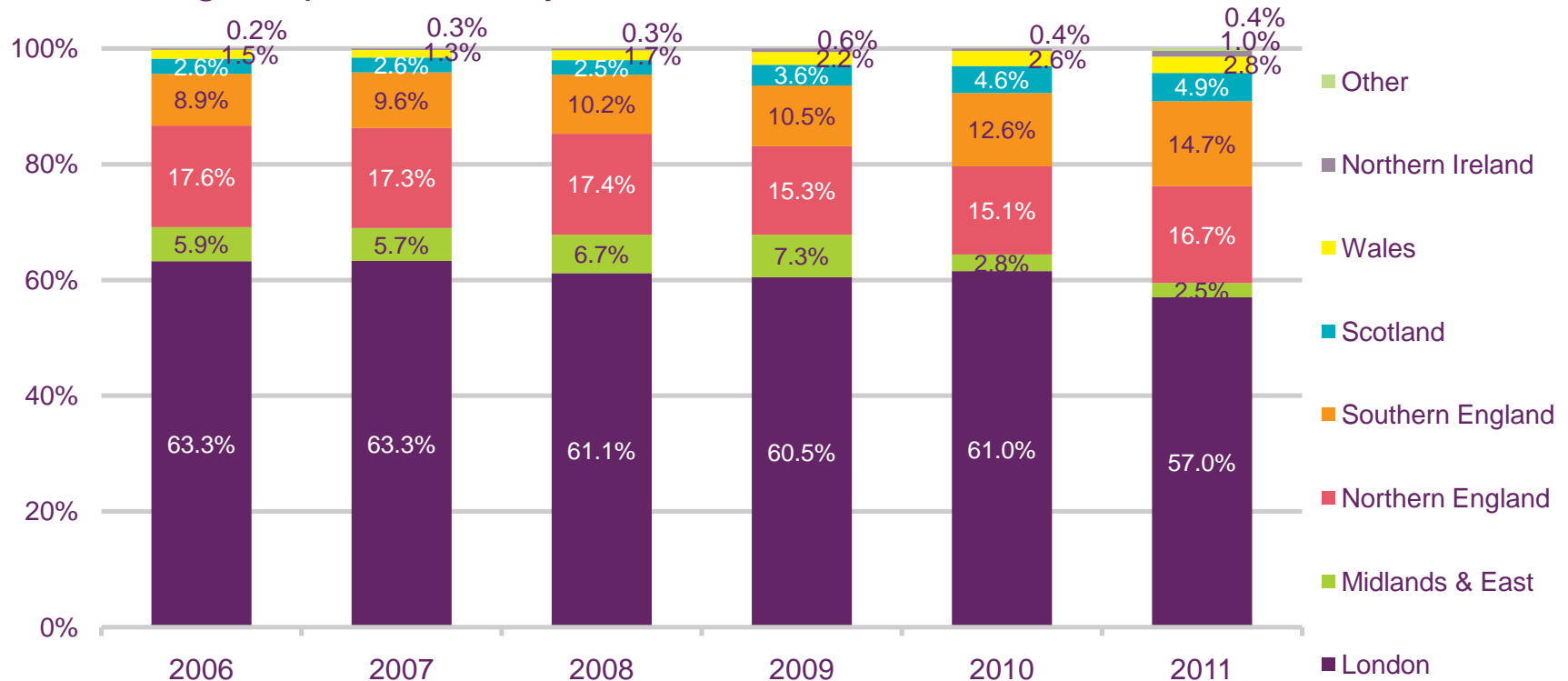
Source: Broadcasters. All figures expressed in 2011 prices.

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 out-of-London network originated production

Percentage of production by value



Source: Ofcom/broadcasters

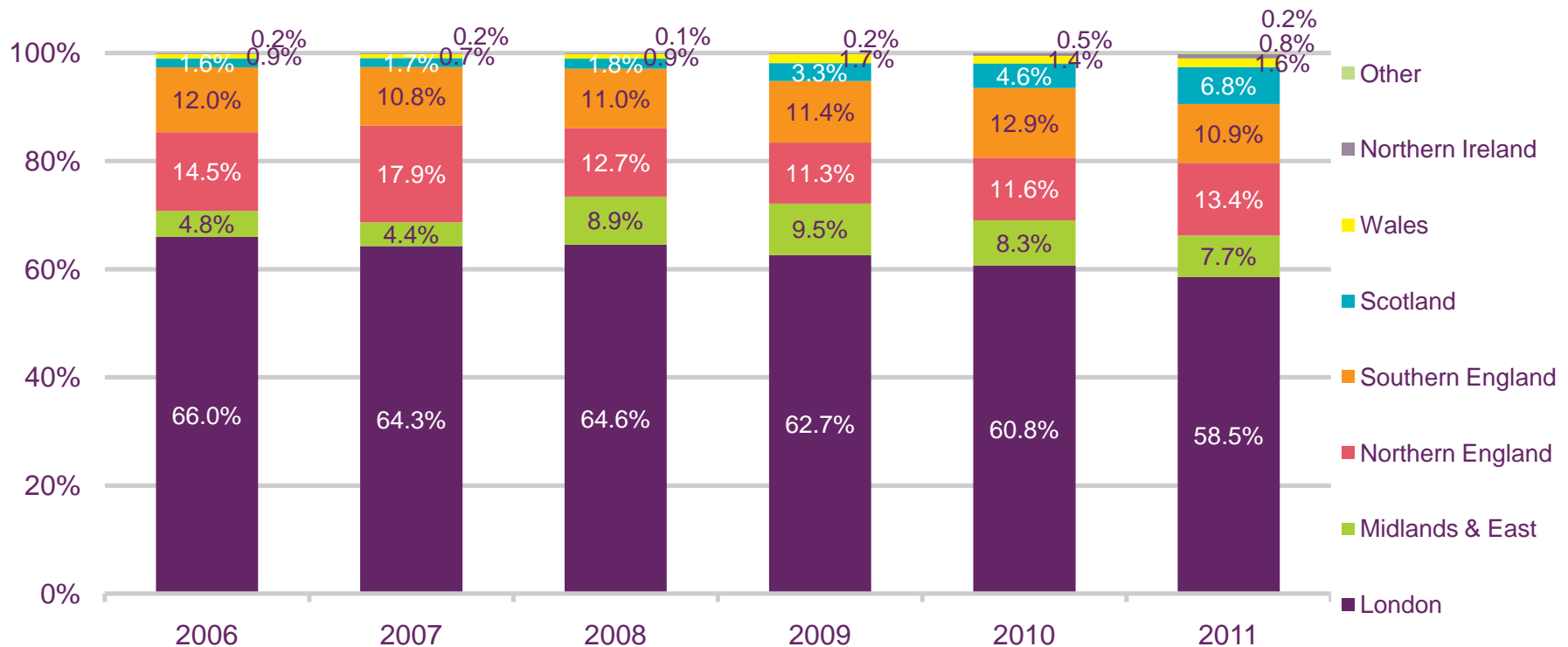
Note: A new category 'Other' has been created for Regional Productions from London Producers which do not meet both 70% of spend and 50% of talent in any one particular Macro Region' See

[http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg\\_prod/](http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg_prod/) on Ofcom website for further details.

# Figure 2.18

## Volume of out-of-London networked originated production

### Percentage of production by volume



Source: Ofcom/broadcasters

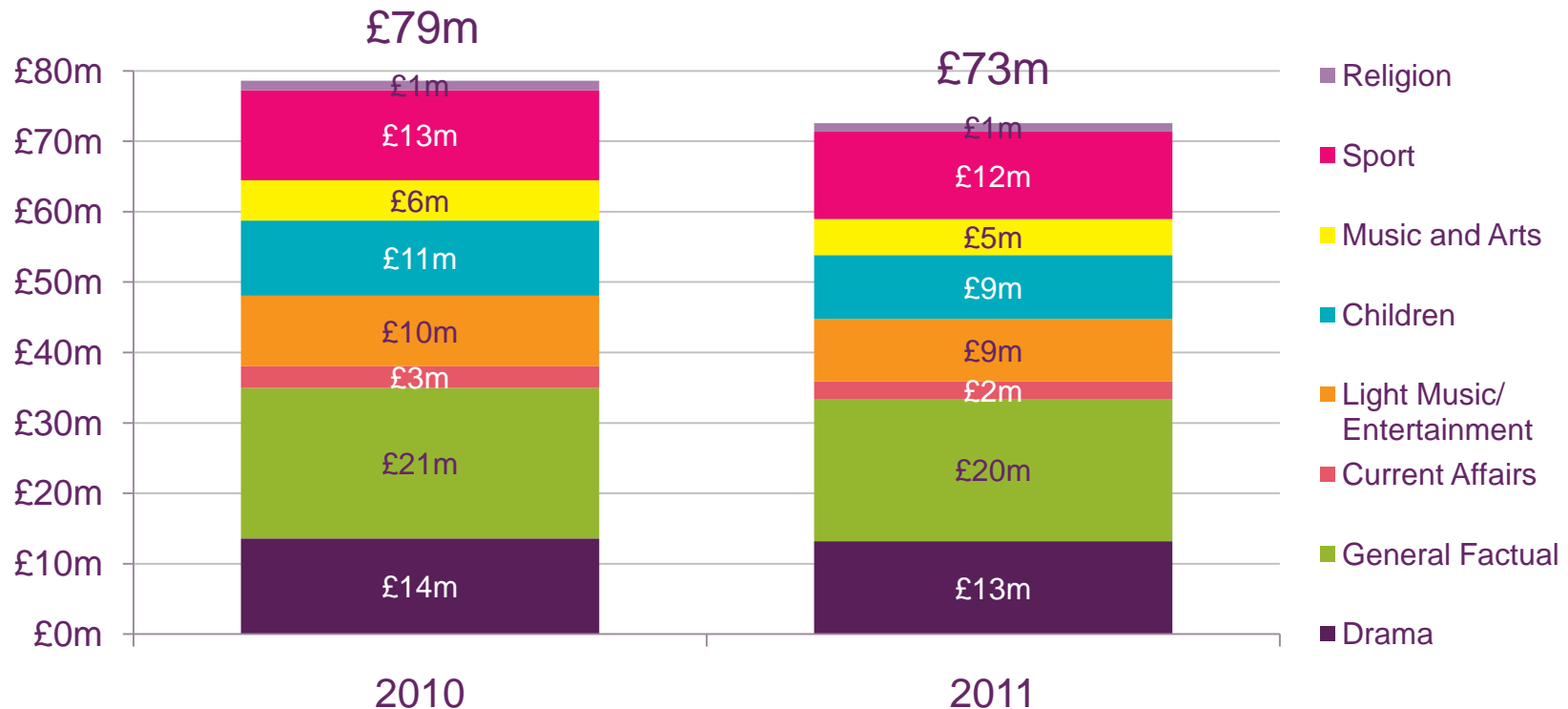
Note: A new category 'Other' has been created for Regional Productions from London Producers which do not meet both 70% of spend and 50% of talent in any one particular Macro Region' See

[http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg\\_prod/](http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg_prod/) on Ofcom website for further details.

## Figure 2.19

### Spend by S4C on first run Welsh language programming

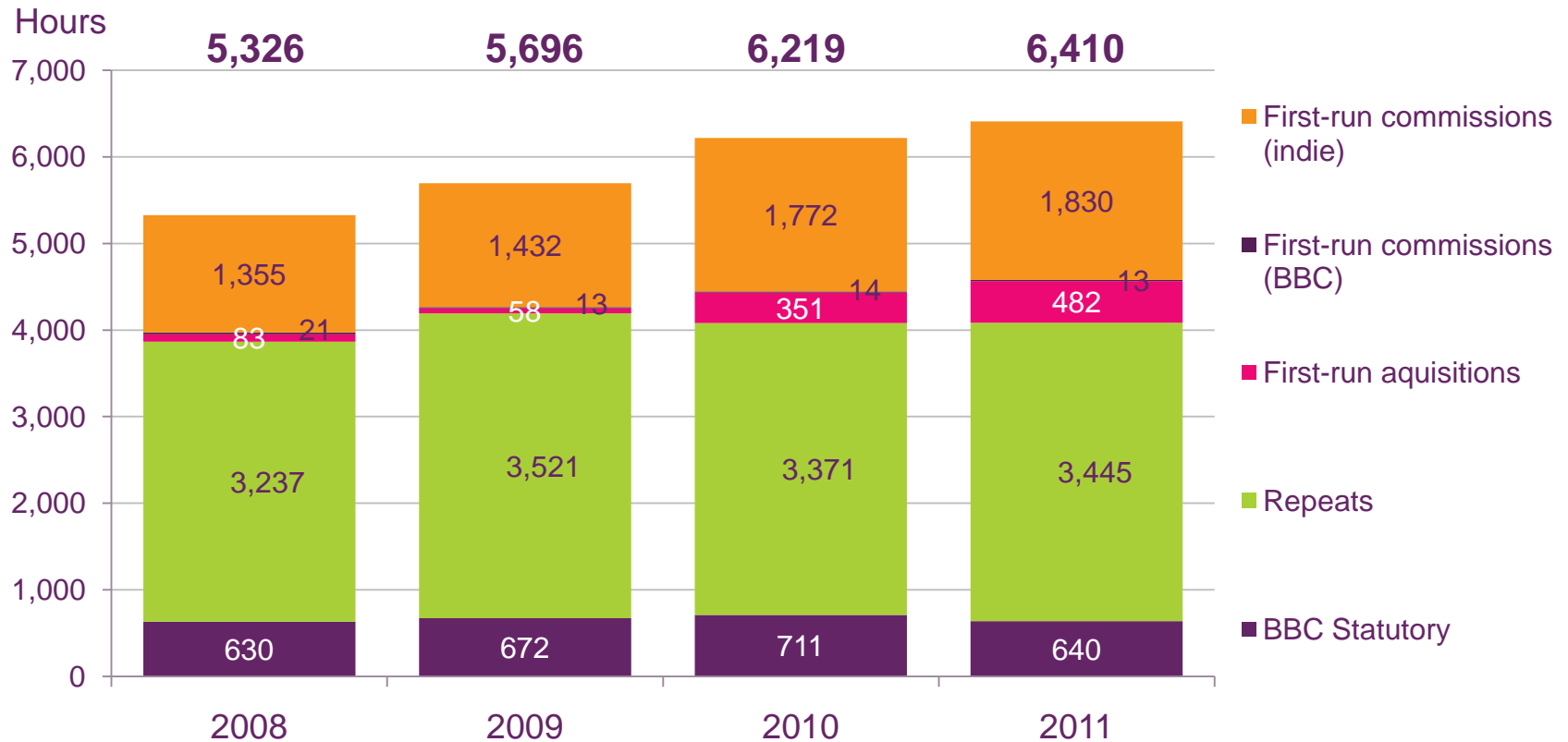
Spend on Welsh language programming



Source: S4C Annual Report and Accounts 2011 (insert link when available). All figures expressed in nominal terms.

# Figure 2.20

## Type of Welsh-language output on S4C, by hours



Source: S4C Annual Report 2011 (insert link when available)