

3. Television and audio-visual

Figure 3.1

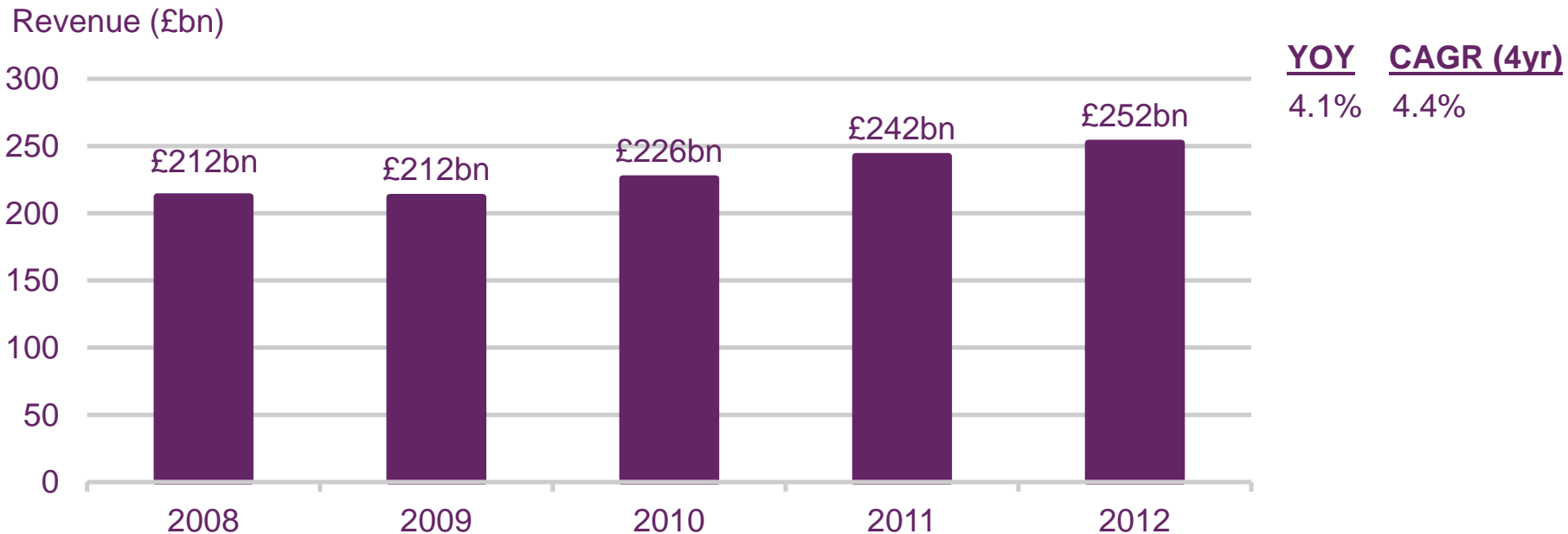
TV industry metrics 2012

	UK	FRA	GER	ITA	USA	CAN	JPN	AUS	ESP	NED	SWE	IRL	POL	BRA	RUS	IND	CHN	
TV revenue (£bn)	11.7	9.6	11.0	6.7	103.6	4.5	32.7	5.5	4.4	2.6	1.8	0.8	2.4	12.7	3.9	4.8	15.5	
Revs change (% , YOY)	1	0	2	-10	4	2	4	2	-8	-1	4	-4	6	18	10	11	9	
Revenue per cap (£)	185	145	136	108	329	130	257	249	93	152	200	169	61	63	27	4	12	
<i>from advertising</i>	56	41	41	52	125	63	116	117	33	46	62	32	18	35	20	1	7	
<i>from subscription</i>	86	74	47	34	203	48	97	95	25	67	96	100	42	27	7	3	4	
<i>From public funds</i>	44	33	51	24	1	18	42	34	39	40	41	34	1	1	0	0	0	
TV licence fee¹	145	102	176	91	n/a	n/a	108	n/a	n/a	n/a	194	130	43	n/a	n/a	n/a	n/a	
Largest TV platform	<i>Platform</i>	Dsat	IPTV	Dsat	DTT	DCab	DCab	Dcab	DTT	DTT	Dcab	Acab	Dsat	DSat	DSat	ACab	Acab	Dcab
	<i>% of homes</i>	47%	32%	41%	51%	40%	58%	32%	61%	71%	53%	32%	53%	46%	38%	34%	55%	34%
TV viewing (mins/day)²	241	230	222	255	293	238	n/a	186	246	196	164	203	243	216	238	n/a	164	
No.1 channel share (%)	21	23	13	18	7	9	n/a	17	14	21	24	20	15	40	14	n/a	6	
DTV take-up (%)	100	97	75	100	91	94	80	93	100	85	68	96	82	64	48	37	52	
Pay TV take-up (%)	54	64	64	33	87	95	66	31	24	99	95	73	80	30	69	85	59	
DSO date	2012	2011	2008	2012	2009	2011	2011	2013	2010	2006	2007	2012	2013	2020	2015	2013	2015	

Source: IDATE / industry data / Ofcom / Mediametrie, Eurodata TV Worldwide. Figures have been converted to GBP using IMF 2012 average exchange rates. ¹The Japanese licence fee costs £108 in terrestrial households or £191 to receive a larger number of channels via satellite. ²Refers to average TV viewing per head, per day.

Figure 3.2

Global TV revenues



Source: Ofcom analysis based on data taken from PwC Global Entertainment and Media Outlook: 2013-2017 @ www.pwc.com/outlook. IDATE / industry data / Ofcom for US and UK revenues. Notes: Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.580 to the GBP, representing the IMF average for 2012.

Figure 3.3

Global TV industry revenues, by source

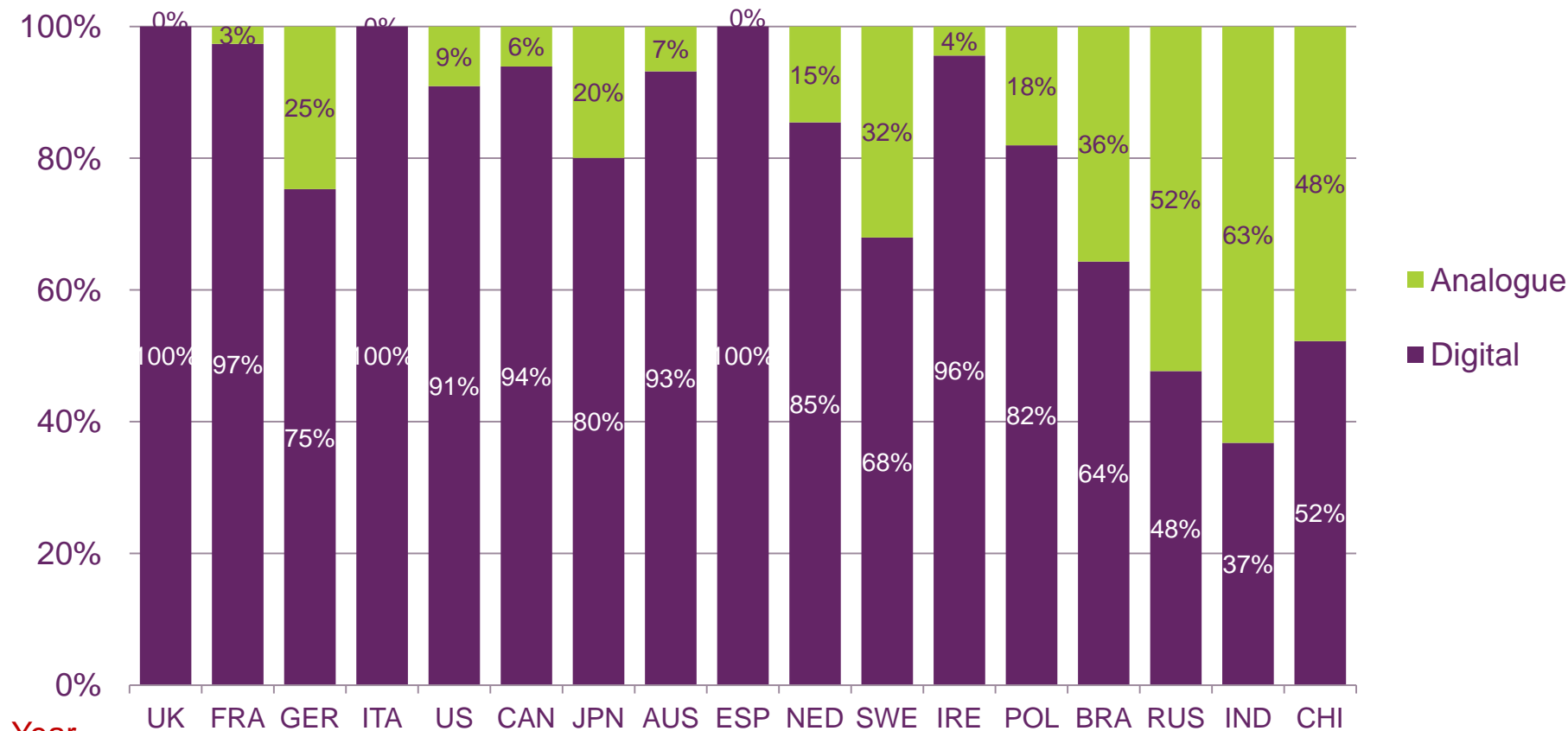


Source: Ofcom analysis based on data taken from PwC Global Entertainment and Media Outlook: 2013-2017 @ www.pwc.com/outlook. IDATE / industry data / Ofcom for US and UK revenues. Notes: Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.580 to the GBP, representing the IMF average for 2012.

Figure 3.4

Take-up of digital and analogue television, 2012

Proportion of TV homes (%)



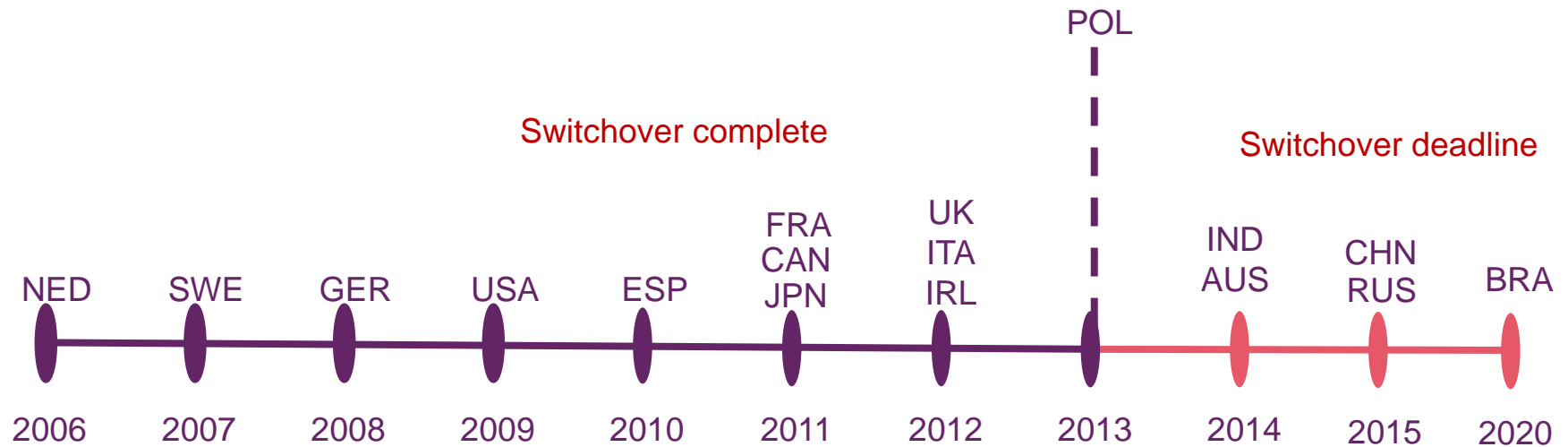
Year-on-year change (pp)

UK	FRA	GER	ITA	US	CAN	JPN	AUS	ESP	NED	SWE	IRE	POL	BRA	RUS	IND	CHI
+1	+1	+8	+7	+2	+6	+3	+6	0	+8	+1	+6	+13	+9	+9	+6	+10

Source: IDATE / industry data / Ofcom

Figure 3.5

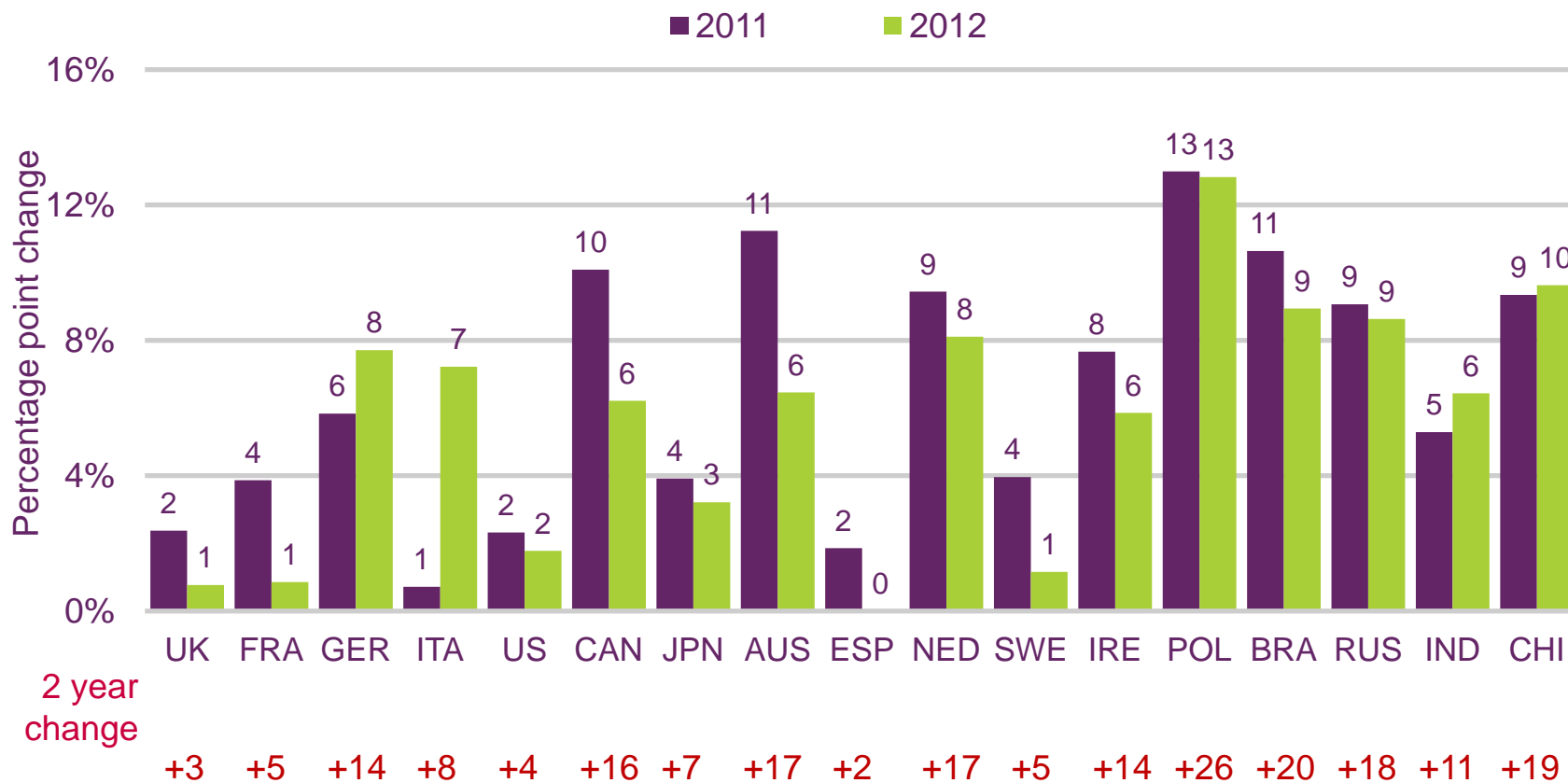
Timeline for digital switchover, by country and date



Source: IDATE / industry data / Ofcom

Figure 3.6

Percentage point change in the take-up of DTV, 2011 and 2012



Source: IDATE / industry data / Ofcom

Figure 3.7

Household ownership of high definition TV set and HD TV services

All respondents – take-up (%)



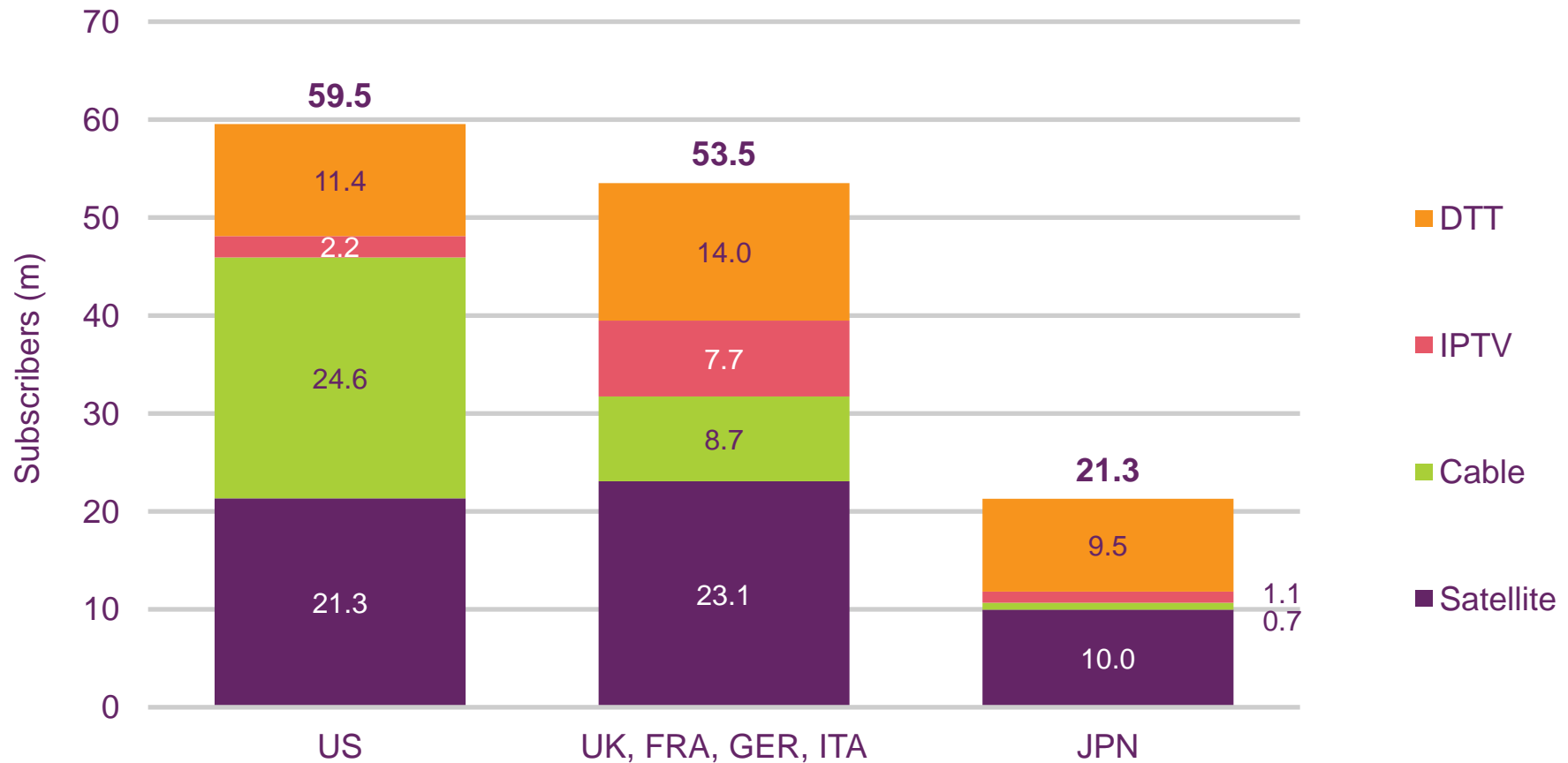
Source: Ofcom consumer research September 2013

Base: All respondents, UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020, CHN=1007.

Q3a. Which of the following devices do you have in your home? Q3b. Which of the following services do you have in your home?

Figure 3.8

Number of HD homes, by platform and country: end 2012

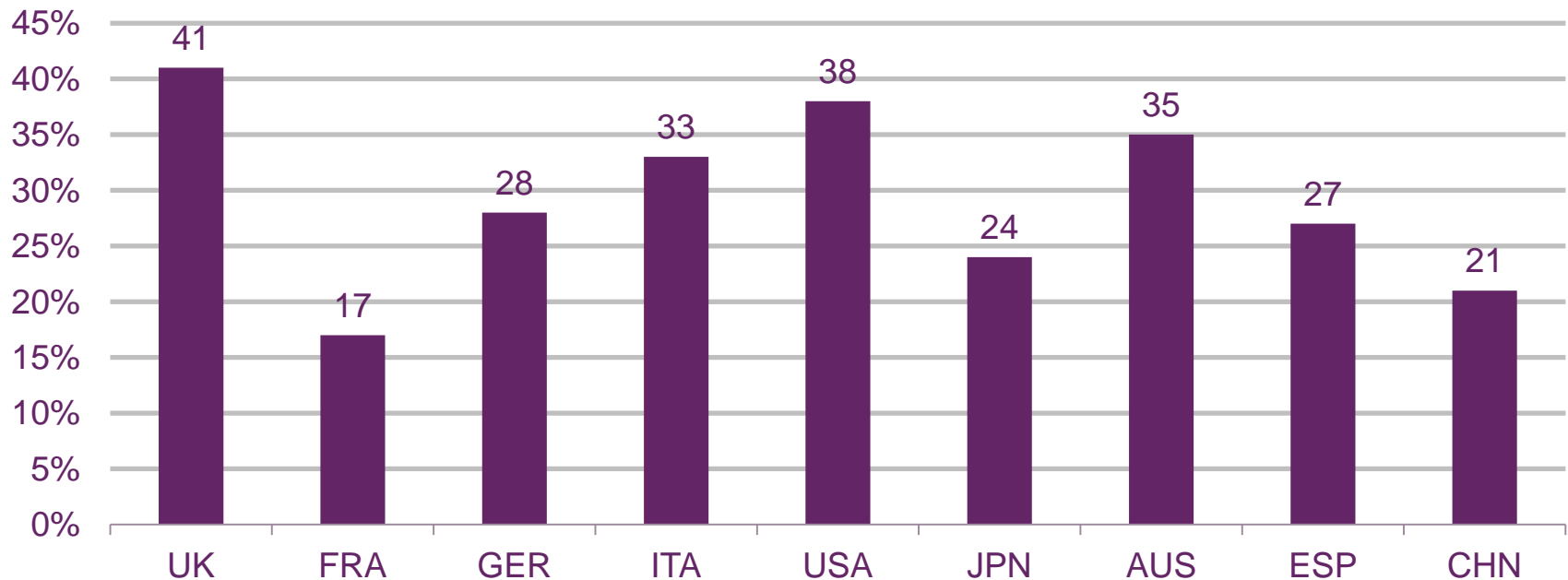


Source: IDATE / industry data / Ofcom. Notes: paying and FTA HD homes.

Figure 3.9

Household ownership of DVR

All respondents – take-up (%)



Source: Ofcom consumer research September 2013

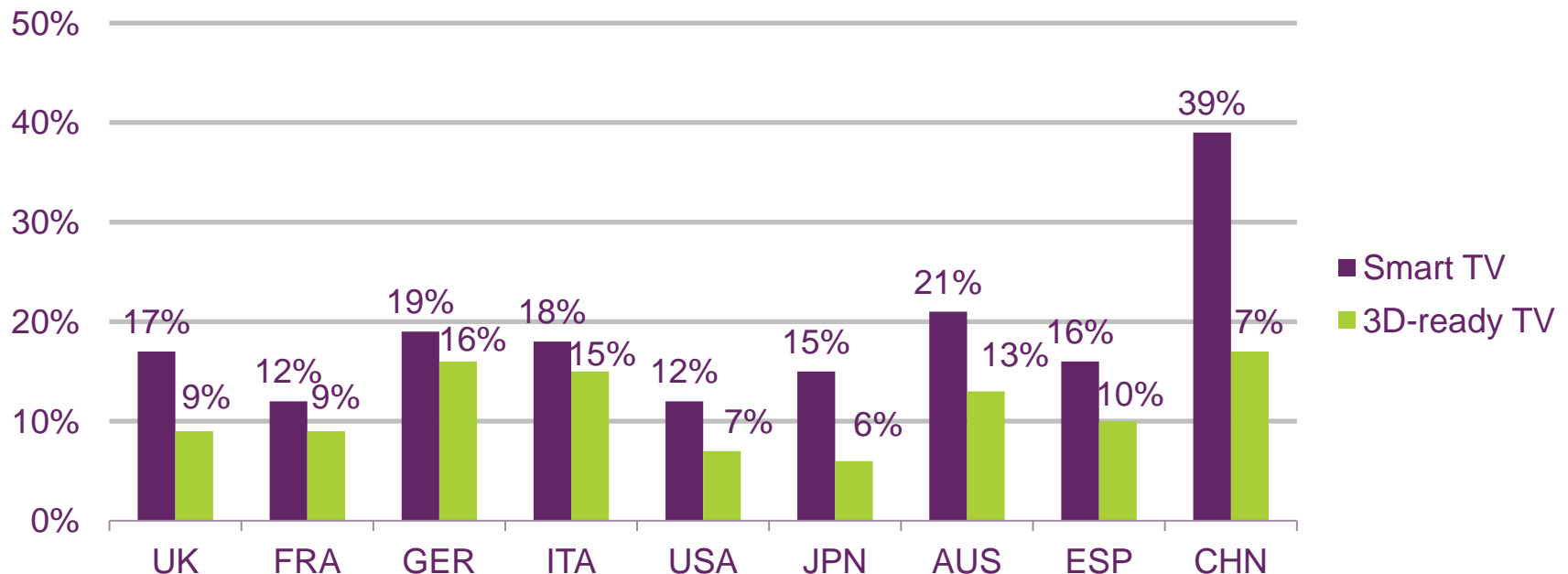
Base: All respondents, UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020, CHN=1007.

Q3a. Which of the following devices do you have in your home?

Figure 3.10

Household ownership of smart and 3D-ready television sets

All respondents – take-up (%)



Source: Ofcom consumer research September 2013

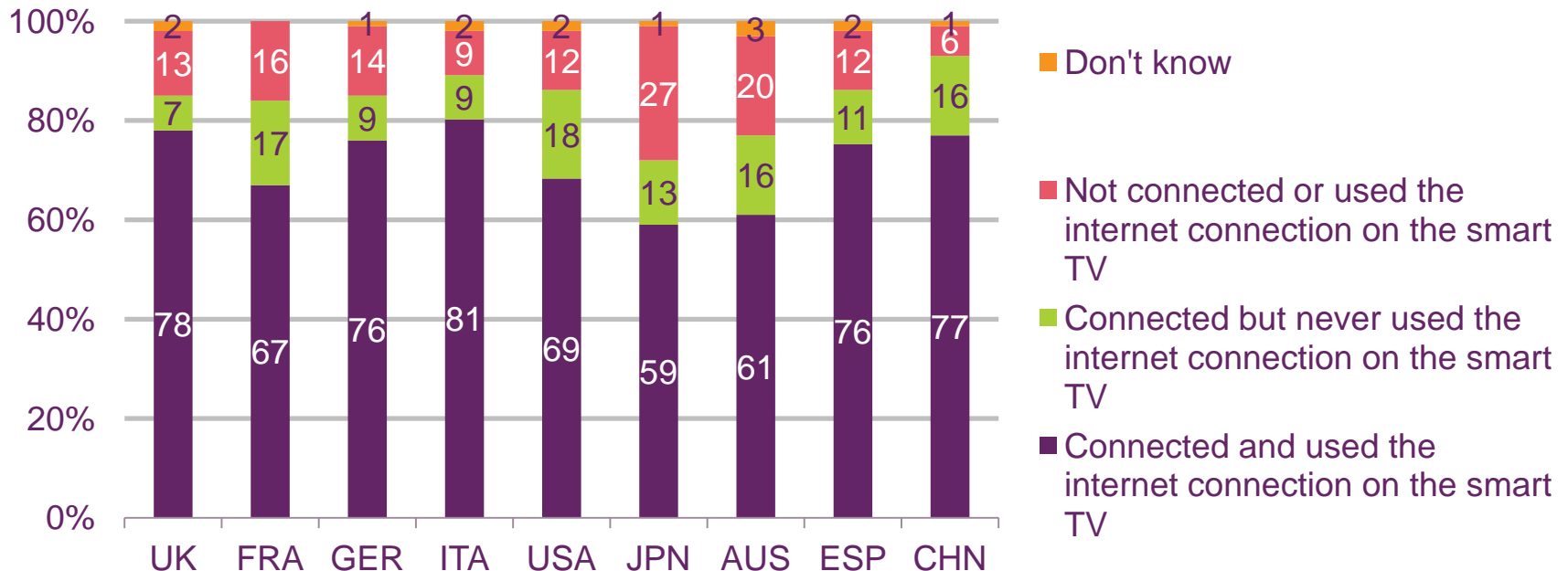
Base: All respondents, UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020, CHN=1007.

Q3a. Which of the following devices do you have in your home?

Figure 3.11

Personal internet use on a Smart TV

All respondents with a Smart TV



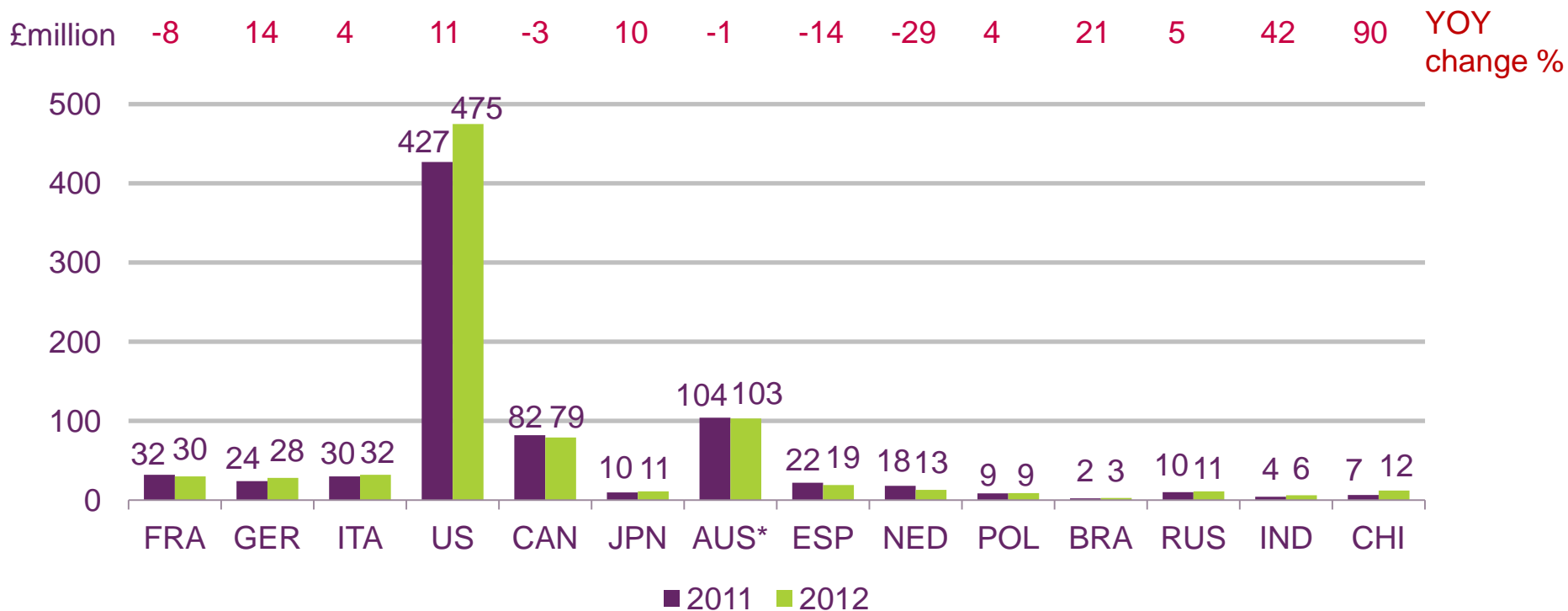
Source: Ofcom consumer research September 2013

Base: All respondents with a Smart TV, UK=165, FRA=117, GER=188, ITA=183, USA=123, JPN=146, AUS=209, ESP=161, CHN=393.

Q.4a(i) Which of the following comes closest to your use of the internet connection on your Smart TV? I have...

Figure 3.12

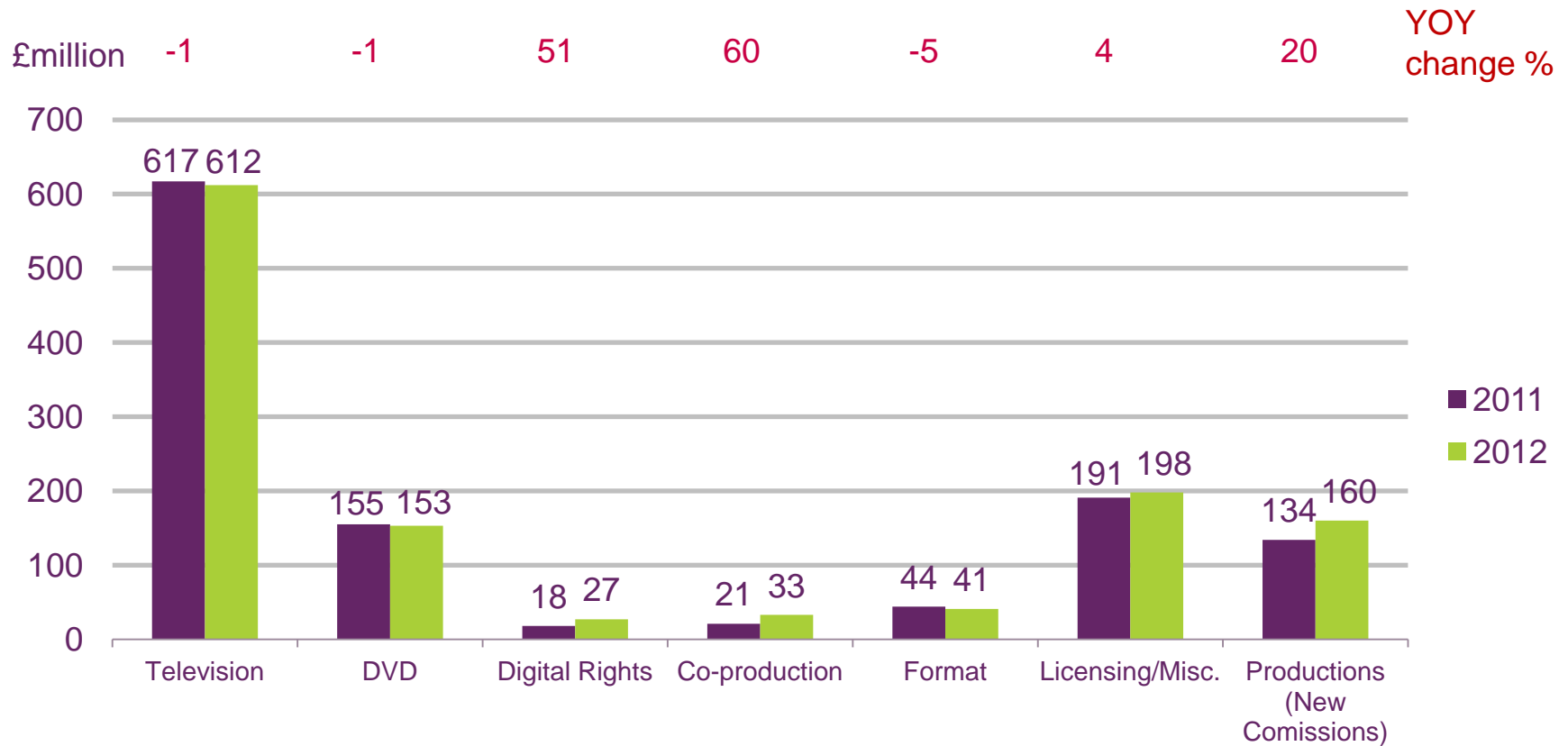
UK television sales 2011 and 2012



Source: PACT. UK Television Exports Survey 2012. *Note: AUS in this section is Australasia and includes Australia, New Zealand, the island of New Guinea and neighbouring islands in the Pacific Ocean.

Figure 3.13

UK television sales by type 2011 and 2012



Source: PACT. UK Television Exports Survey 2012.

Figure 3.14
TV industry revenues among comparator countries



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.580 to the GBP, representing the IMF average for 2012. Revenues include advertising, subscriptions and sources of public funding only. Europe includes the European countries in this analysis – UK, France, Germany, Italy, Spain, Netherlands, Sweden, Republic of Ireland and Poland. BRIC is Brazil, Russia, India and China.

Figure 3.15



TV industry revenues among European countries and Canada



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.580 to the GBP, representing the IMF average for 2012. Revenues include advertising, subscriptions and sources of public funding only. Europe includes the European countries in this analysis – UK, France, Germany, Italy, Spain, Netherlands, Sweden, Republic of Ireland and Poland.

Figure 3.16

Total TV industry revenues among BRIC countries



Growth (%)

YOY CAGR (5 yr)

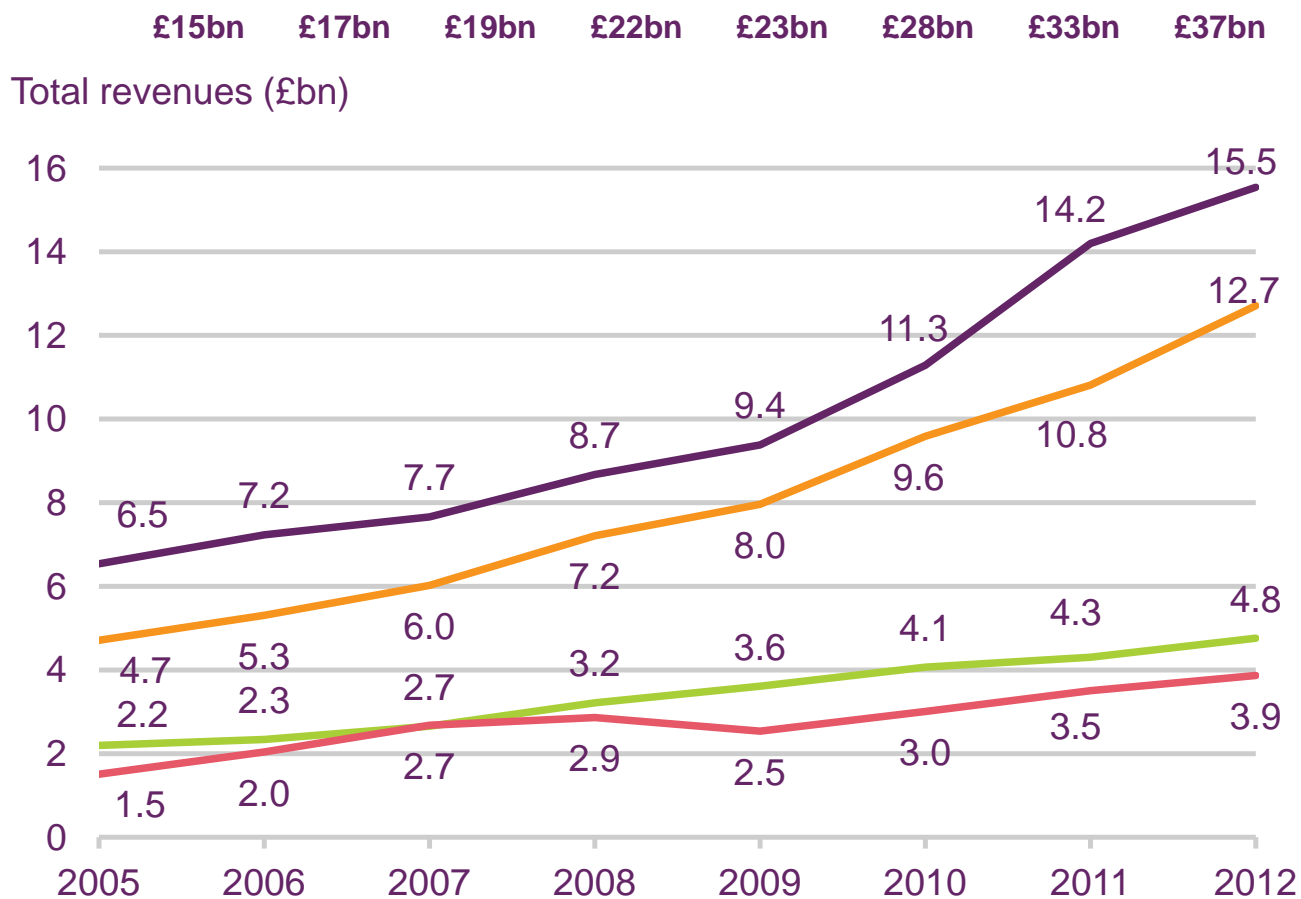
12.4% 14.2%

9.5% 15.2% — CHI

17.6% 16.1% — BRA

10.6% 12.4% — IND

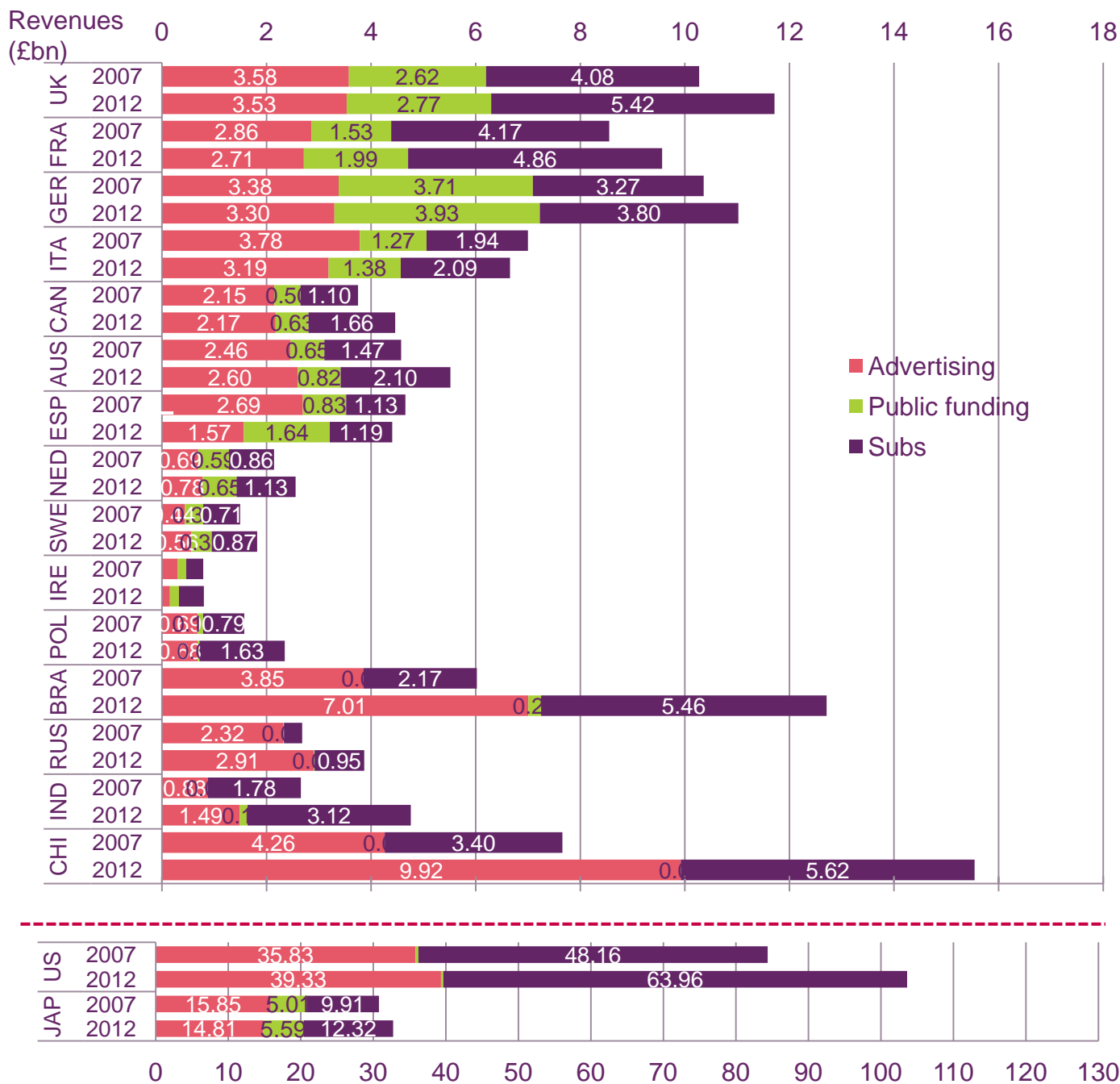
10.4% 7.6% — RUS



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.580 to the GBP, representing the IMF average for 2012. Revenues include advertising, subscriptions and sources of public funding only. BRIC is Brazil, Russia, India and China.

Figure 3.17

TV revenues among comparator countries by source, 2007 and 2012

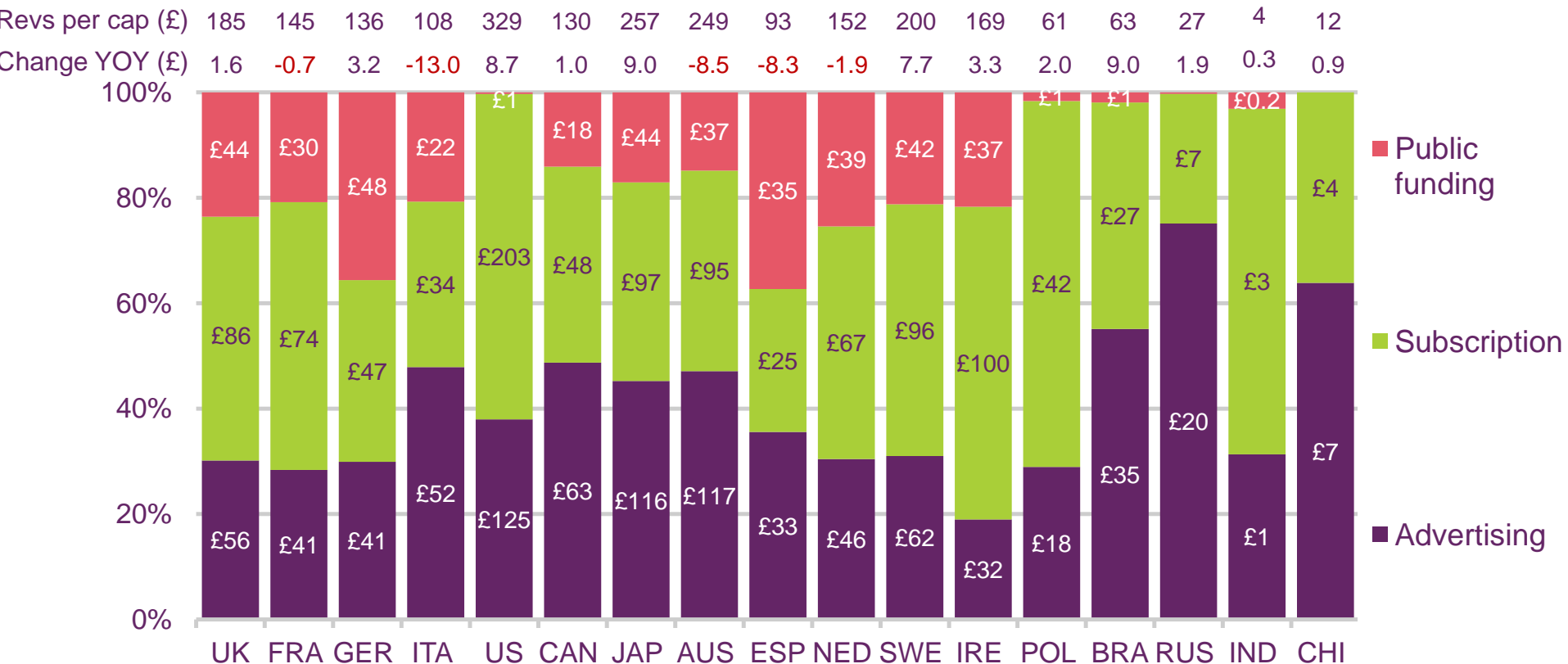


Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.580 to the GBP, representing the IMF average for 2012. Revenues include advertising, subscriptions and sources of public funding only. Different scale used for the US and Japan due to larger size of those markets.

Figure 3.18



TV revenue per head, by revenue source, 2012



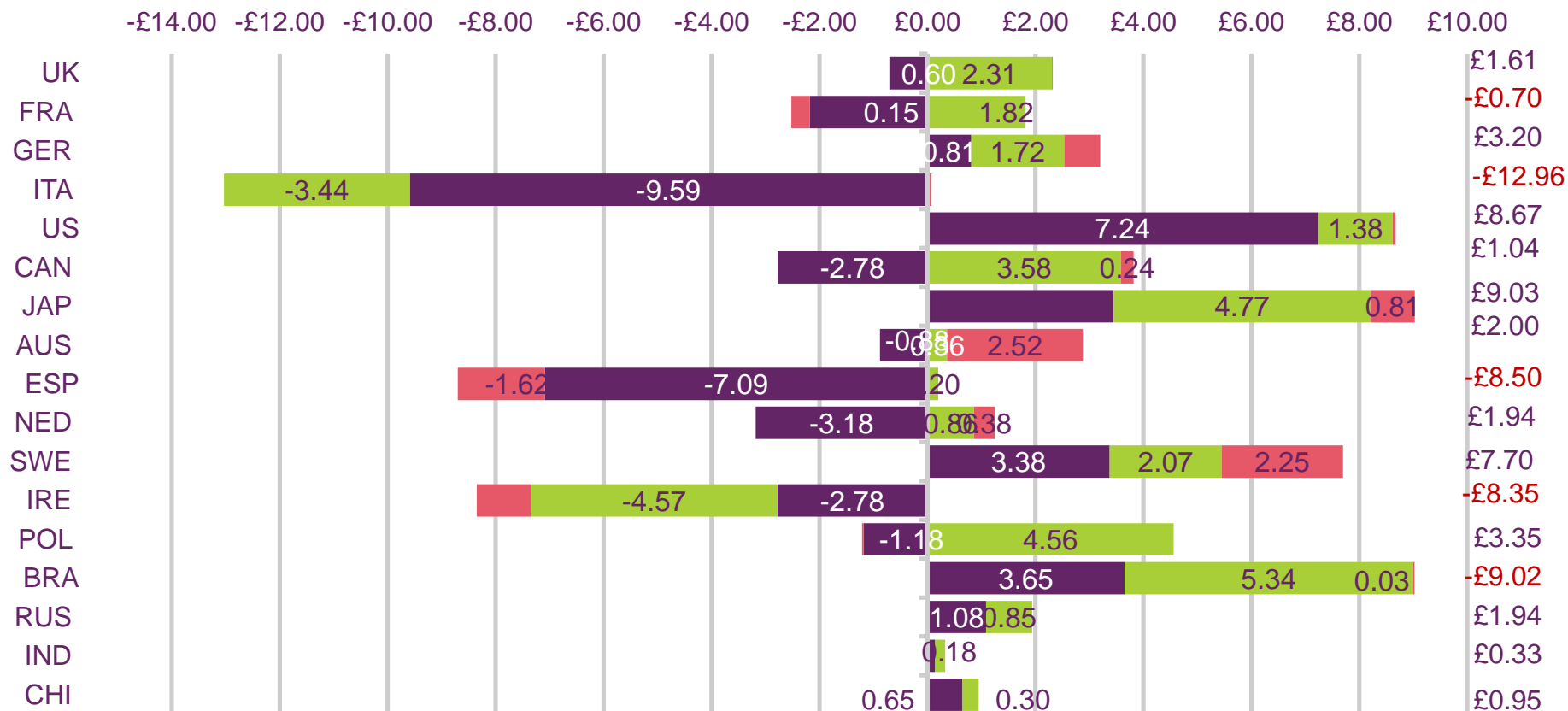
Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.580 to the GBP, representing the IMF average for 2012. Revenues include advertising, subscriptions and sources of public funding only; figures inside the bars represent industry revenue per head by source.

Figure 3.19

Changes in components of TV revenues per head: 2011 to 2012

Change (£)

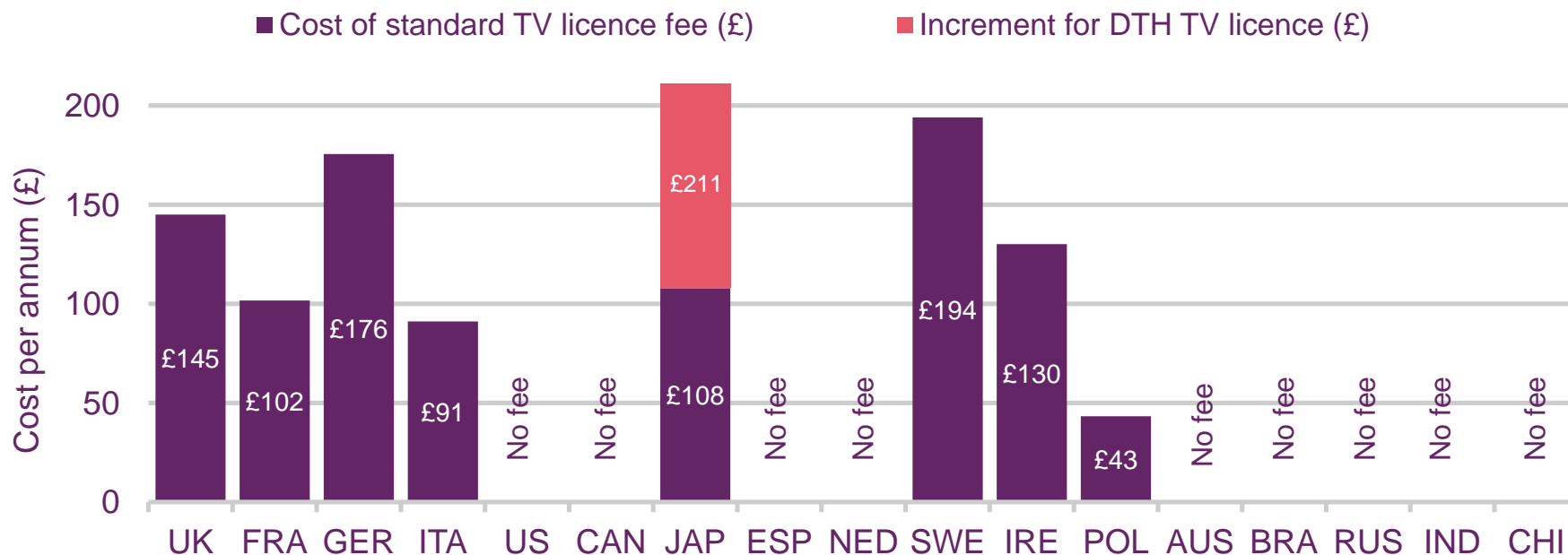
■ Advertising ■ Subscription ■ Public funding



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.580 to the GBP, representing the IMF average for 2012. Revenues include advertising, subscriptions and sources of public funding only; the bars represent changes in industry revenue per head, by source.

Figure 3.20

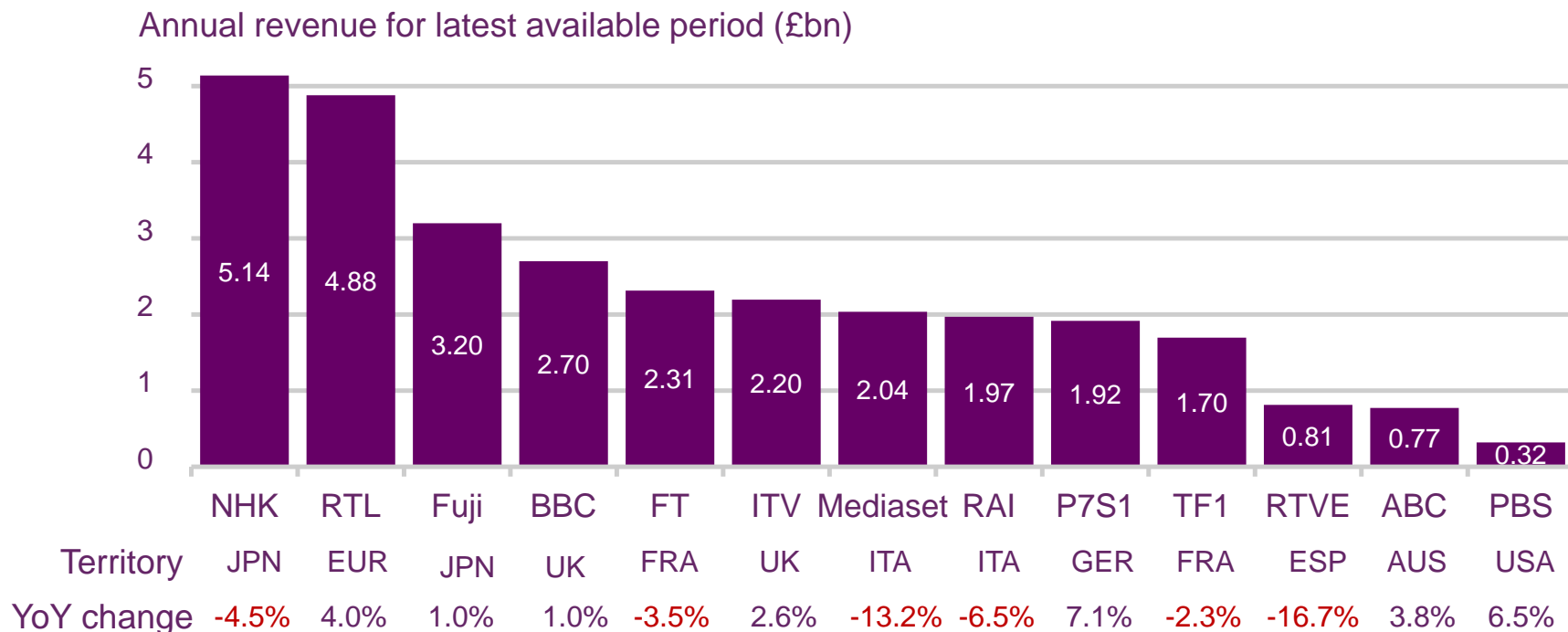
Cost of a TV licence fee



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.580 to the GBP, representing the IMF average for 2012; Prices as of end 2012. Note: The Japanese licence fee costs £191 in terrestrial households or £200 (rounded) to receive a larger number of channels via satellite

Figure 3.21

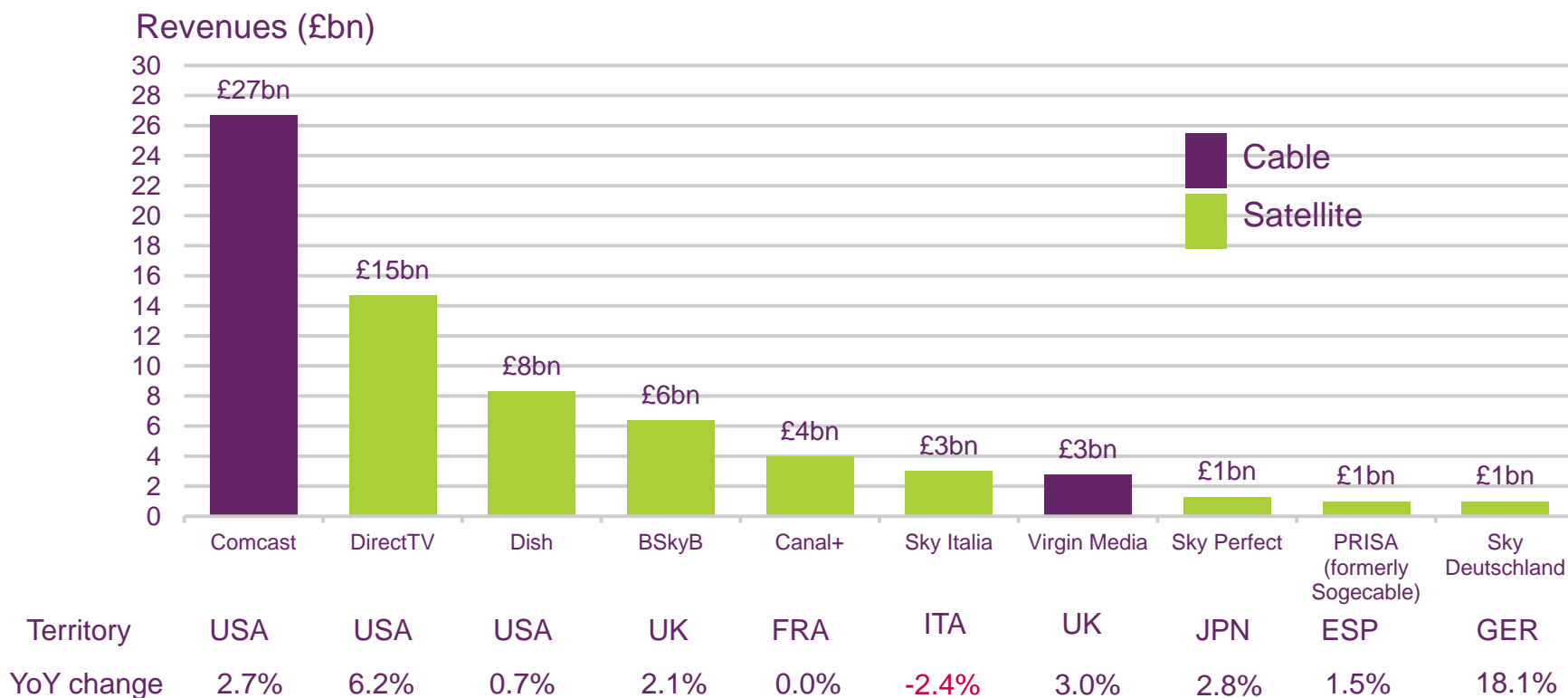
Latest reported revenues for selected free-to-view TV operators, 2012



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.580 to the GBP, representing the IMF average for 2012; Comparisons should be regarded as indicative only due to the possibility of differences in financial reporting between broadcasters. RTL figure includes its key European markets; Mediaset includes Italian FTA and pay TV business (year ending Dec 31) BBC represents its income allocated to TV; RAI figures include licence fee (split between radio and TV unknown), TV advertising and sponsorship; ProSieben, group revenues (years ended Dec 31); France Televisions is licence fee and advertising; TF1 includes French channels (years ended Dec 31); PBS and the ABC are total revenue to year ending June 30; Fuji TV is broadcasting and production, year ending March 31; RTVE is advertising and public funding (as of year ending Dec 31).

Figure 3.22

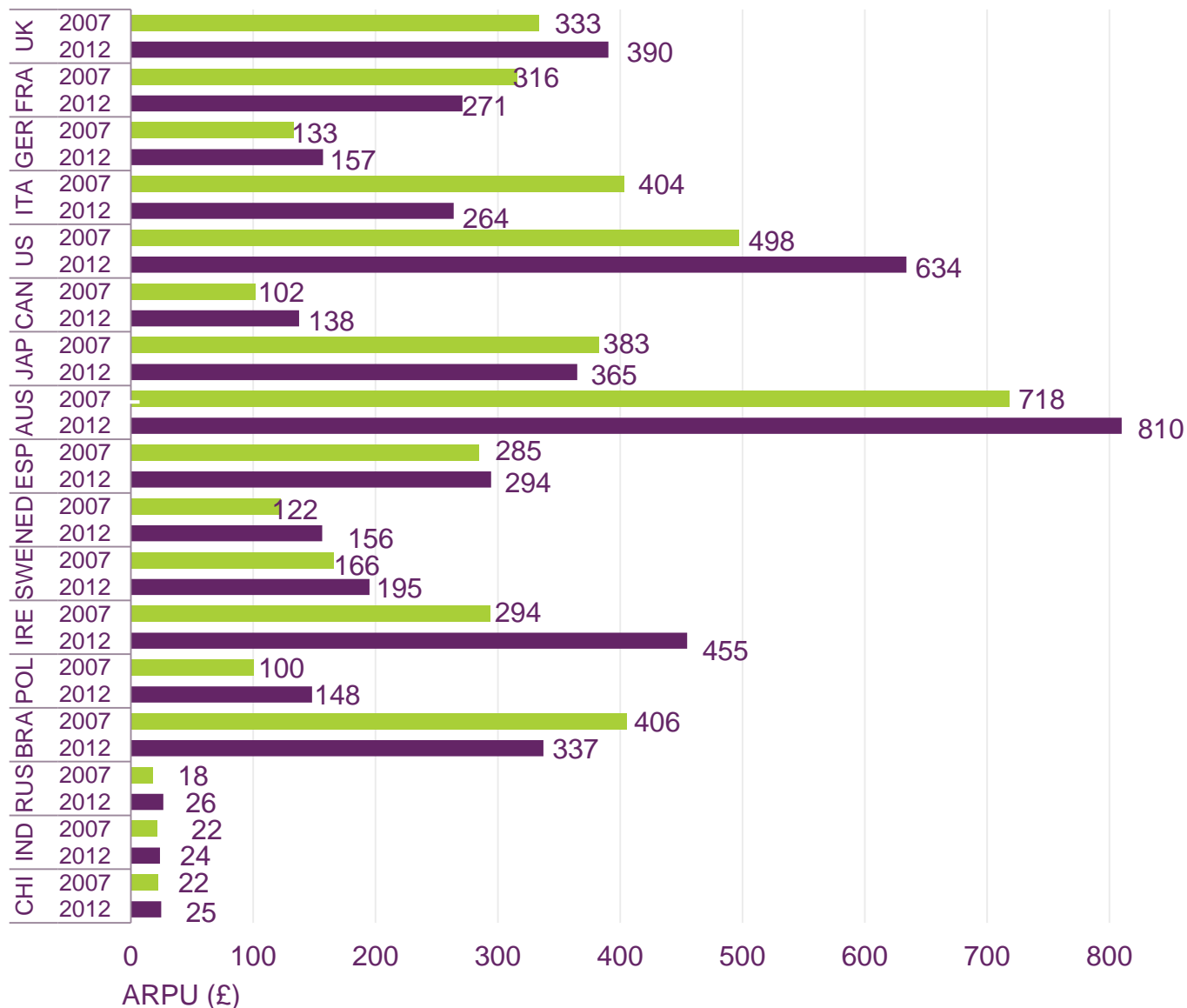
Latest reported revenues from selected pay-TV operators, 2012



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.580 to the GBP, representing the IMF average for 2012; where possible we have reported revenues related to the TV services only (including advertising). Comcast includes video and advertising revenues and inclusive of NBC Universal; Time Warner Cable includes video and advertising revenues; BSkyB include retail, wholesale and advertising revenues; KDG includes cable access and TV/radio revenues; Virgin Media revenues refers to both Cable TV & broadband access; Sky Italia revenue based on IDATE's estimate from News Corporation's annual report; Canal+ represents Canal Plus Group pay-TV revenues; Sogetel's platform is Digital Plus.

Figure 3.23

Pay-TV ARPU, by country: 2007-2012

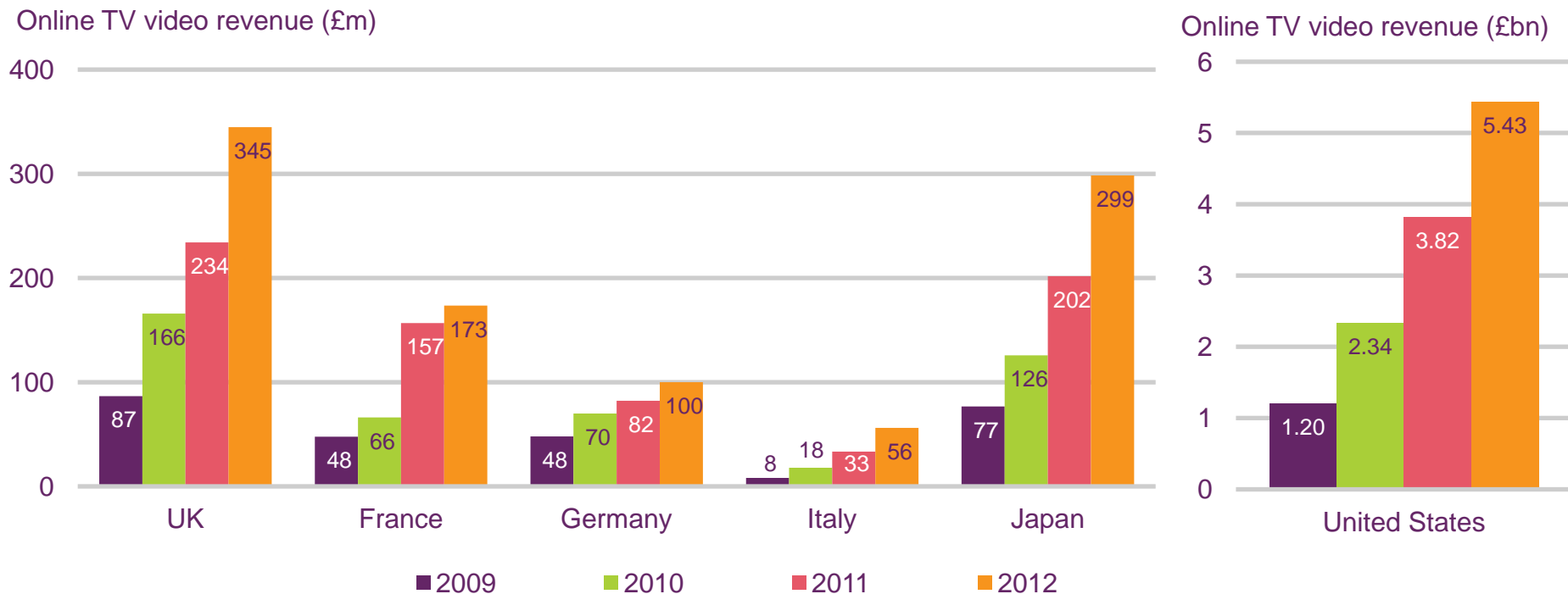


Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.580 to the GBP, representing the IMF average for 2012. ARPU is average revenue per user, representing the average revenue generated per pay TV subscriber.

Figure 3.24



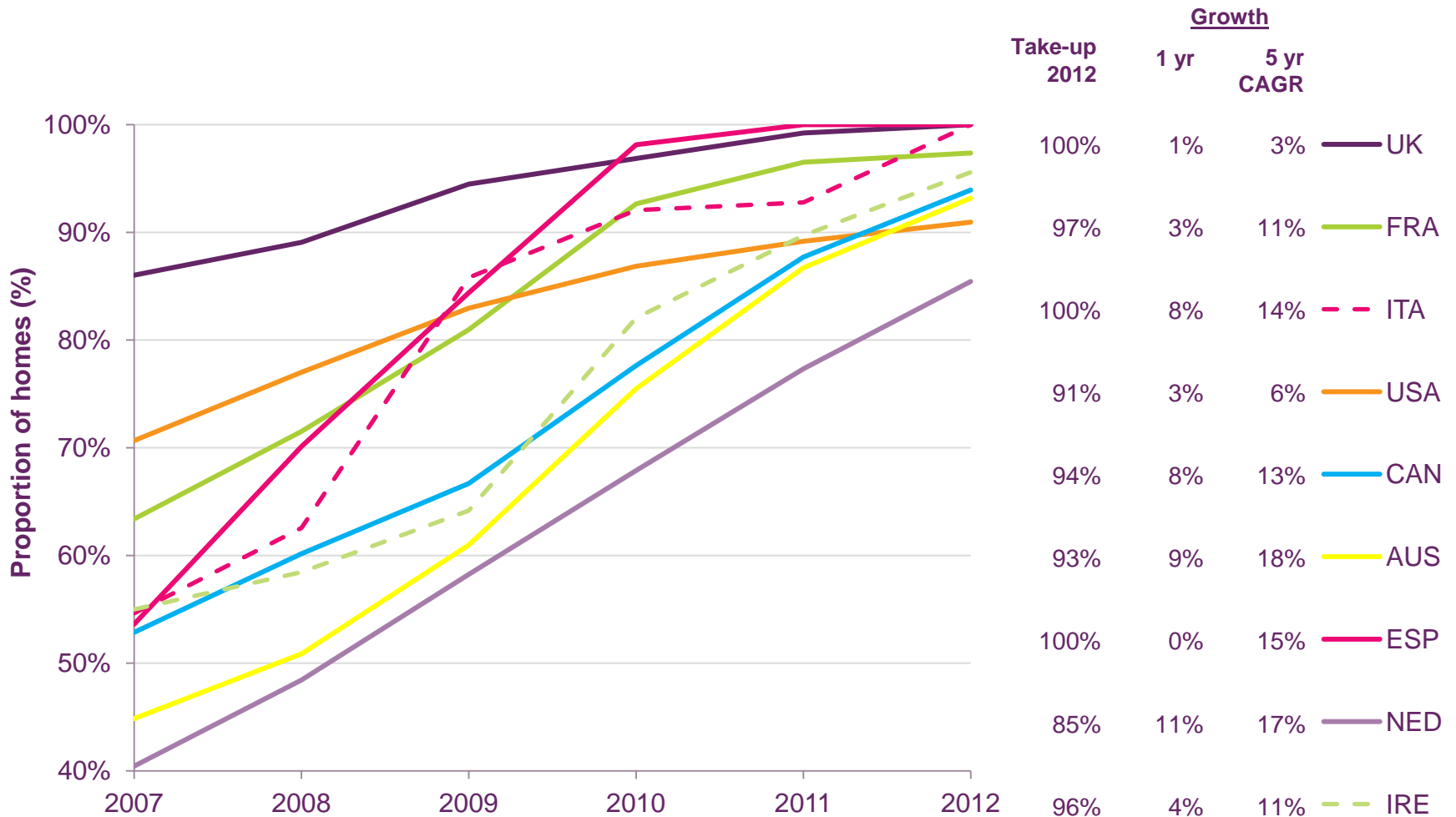
Online TV and video revenue for selected ICMR countries



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.580 to the GBP, representing the IMF average for 2012. Different scale used for USA due to larger size. “Online TV and video revenue” refers to either advertising revenue, subscription revenue as well as retail and rental on demand revenue derived from online services delivering TV and video content. Typically, it includes services such as catch-up TV services, Netflix, Lovefilm, Hulu and Hulu Plus, iTunes and YouTube.

Figure 3.25

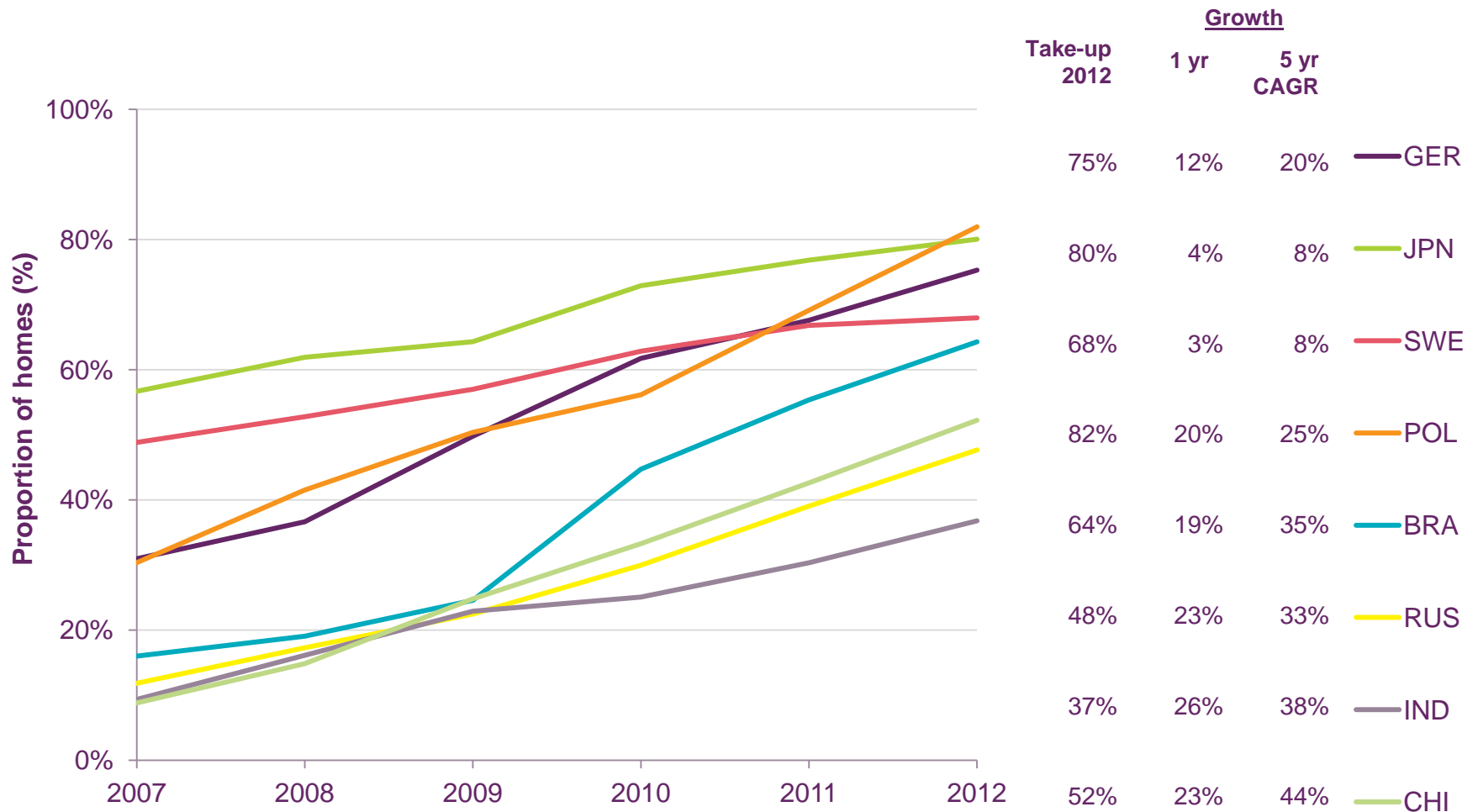
Take-up of digital television – top nine comparator countries



Source: IDATE / industry data / Ofcom

Figure 3.26

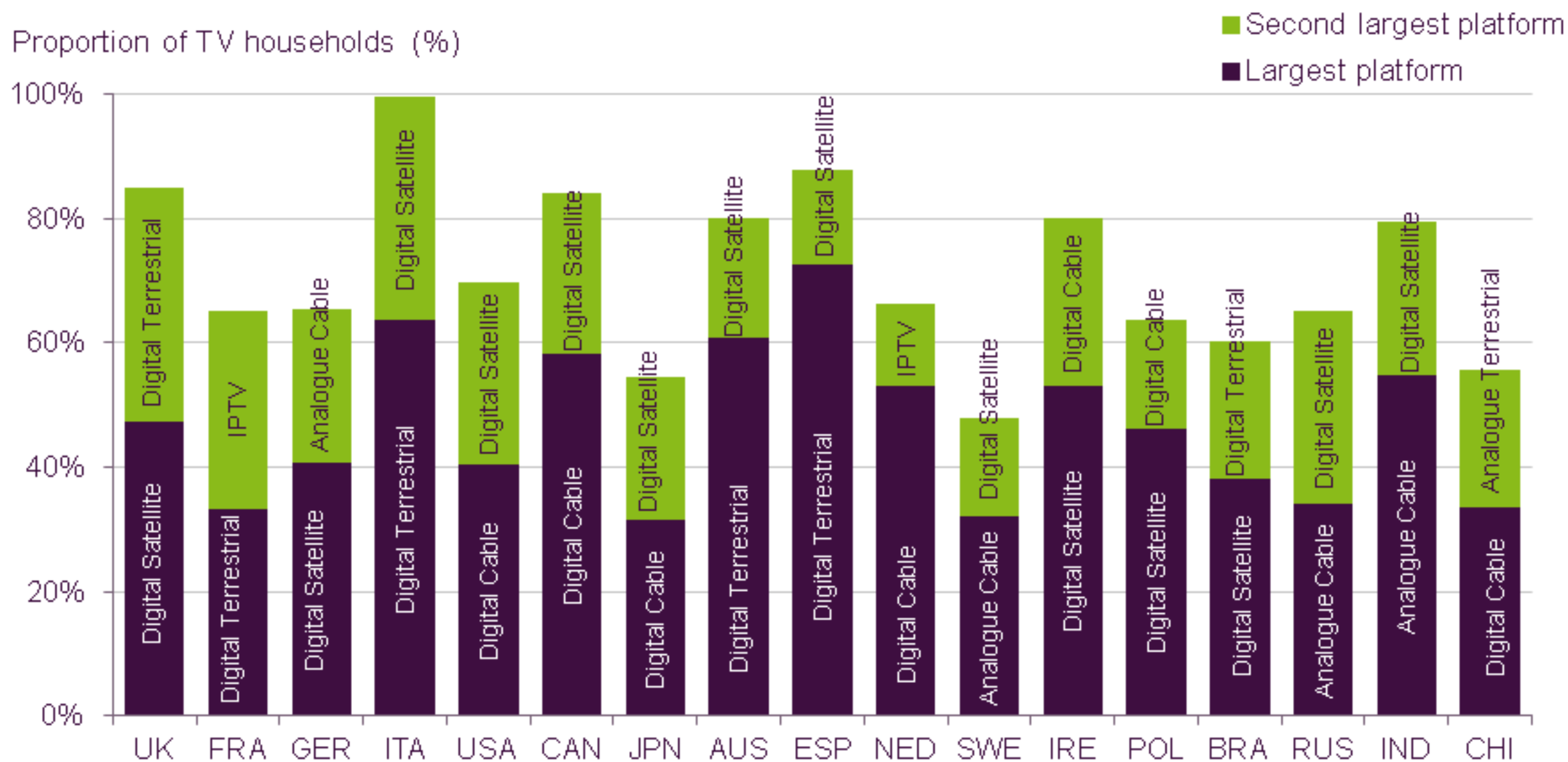
Take-up of digital television – the next eight comparator countries



Source: IDATE / industry data / Ofcom

Figure 3.27

Most popular TV platforms, by country, 2012

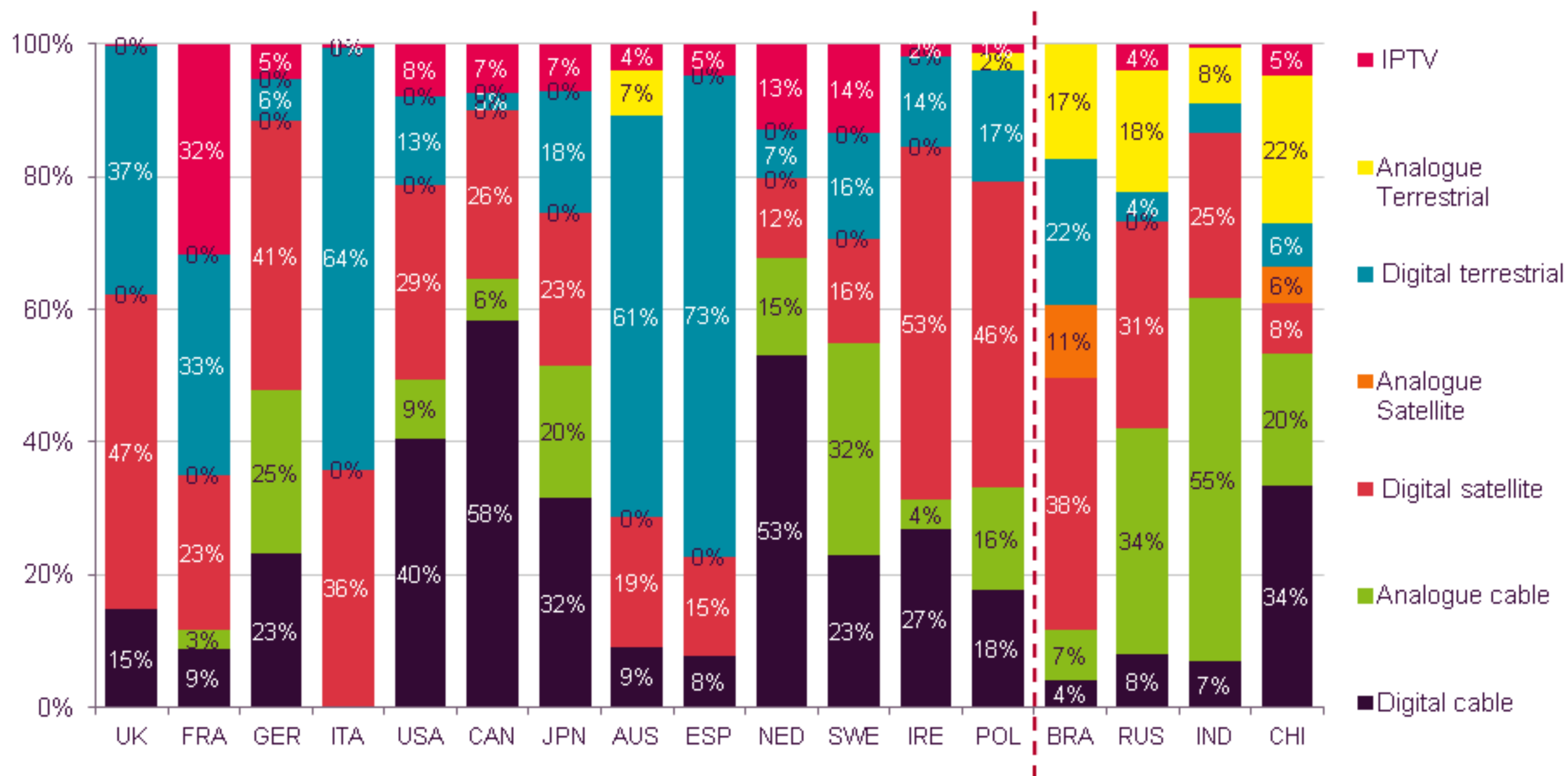


Source: IDATE / industry data / Ofcom

Figure 3.28

TV platform take-up by country: 2012

Proportion of TV homes (%)



Source: IDATE / industry data / Ofcom

Figure 3.29

Year on year changes in platform take-up (pp) by country and technical platform

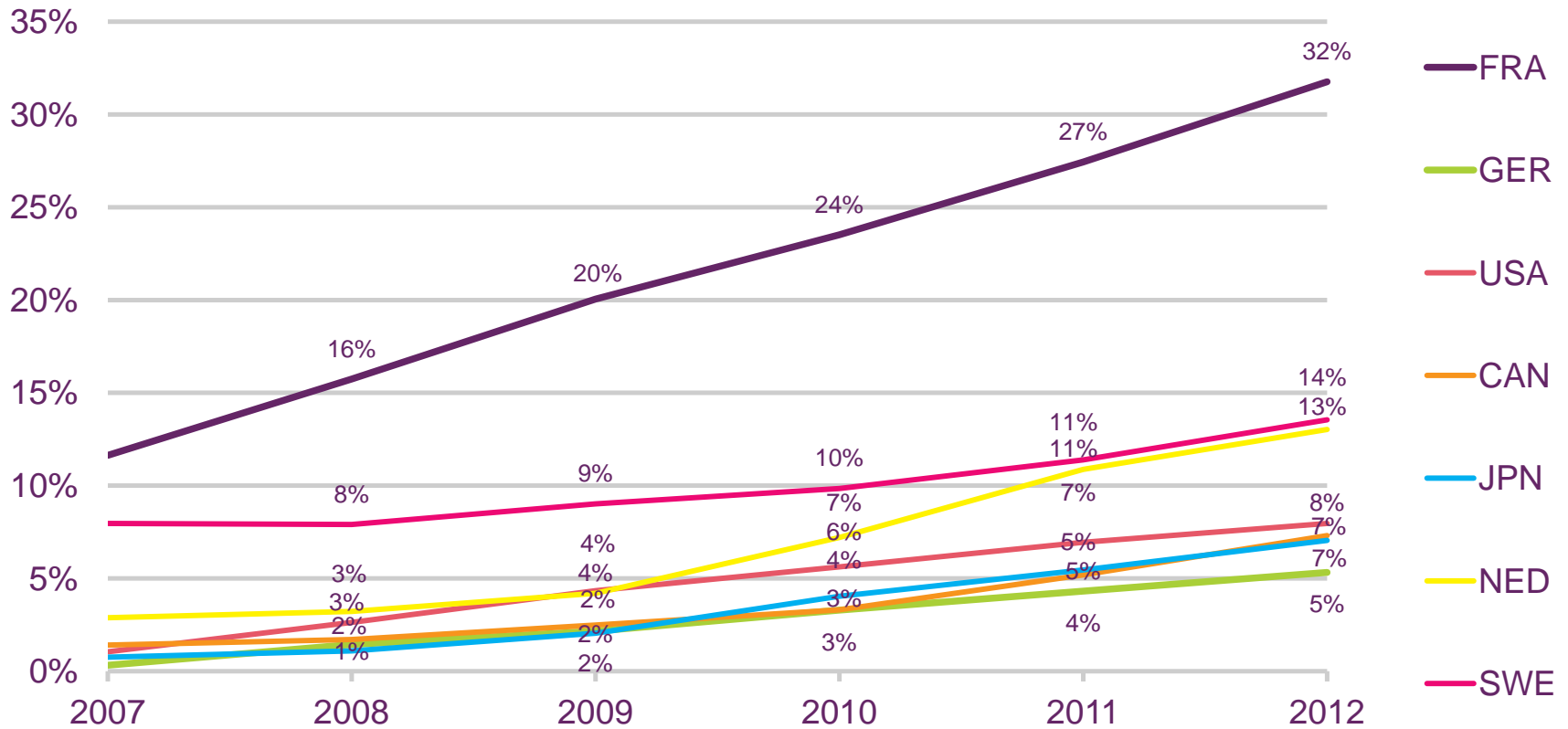
	UK	FRA	GER	ITA	USA	CAN	JPN	AUS	ESP	NED	SWE	IRE	POL	BRA	RUS	IND	CHI
Digital terrestrial	0	-4	1	8	0	-2	-2	7	1	0	-3	5	9	1	2	2	1
Digital satellite	1	0	4	1	0	0	0	-1	0	0	0	0	0	7	4	1	2
Digital cable	0	0	2	0	1	6	4	0	-1	6	2	1	3	1	1	3	6
IPTV	0	4	1	-2	1	2	2	1	-1	2	2	0	0	0	1	0	1
Total digital	1	1	8	7	2	6	3	6	0	8	1	6	13	9	9	6	10
Analogue terrestrial	-1	0	0	-6	0	0	0	-6	0	0	0	-5	-9	-7	-8	-2	-5
Analogue satellite	0	0	-4	-1	0	0	0	0	0	0	0	0	0	-2	0	0	0
Analogue cable	0	-1	-4	0	-2	-6	-3	0	0	-8	-1	-1	-4	1	0	-5	-5
Total analogue	-1	-1	-8	-7	-2	-6	-3	-6	0	-8	-1	-6	-13	-9	-9	-6	-10

Source: IDATE / industry data / Ofcom

Figure 3.30

IPTV take-up on main TV sets in countries where take-up exceeded 5% in 2012

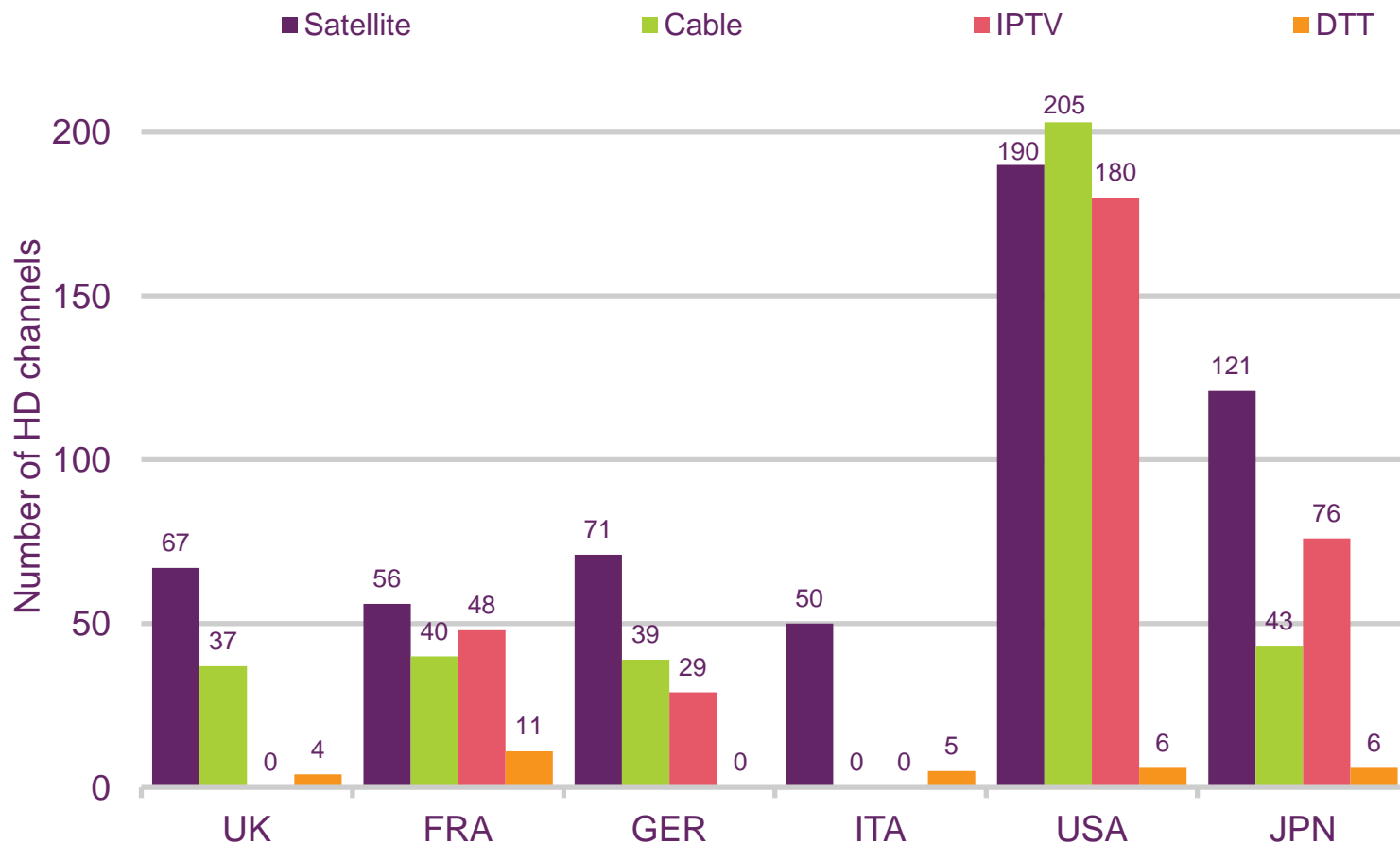
Take-up (% of TV homes)



Source: IDATE / industry data / Ofcom. Notes: Only countries where IPTV take-up exceeded 5% of television homes in 2012 are shown in the chart. "IPTV households" refers to all TV households receiving only or mainly linear television channels using ADSL or optic fibre access networks. It does not include hybrid services, i.e. services combining an aerial broadcast access (either terrestrial or satellite) for linear services and a broadband access for on-demand content.

Figure 3.31

Number of HDTV channels, end 2012

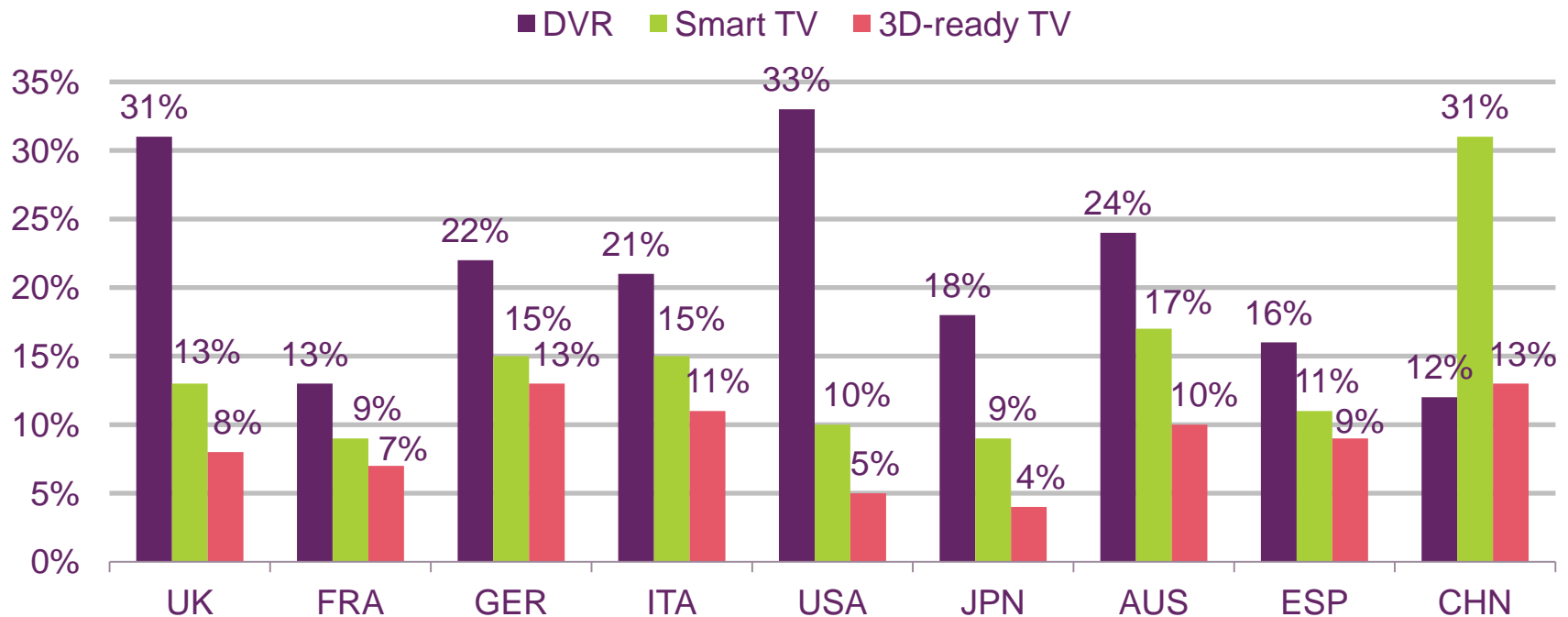


Source: IDATE / industry data / Ofcom. Note: BT Vision is not included in IPTV figures for the UK; these figures are reported within the digital terrestrial numbers because Freeview channels are, in part, delivered through a TV aerial.

Figure 3.32

Personal use of digital video recorders, smart TVs, and 3D-ready TVs

All respondents – own and personally use (%)



Source: Ofcom consumer research September 2013

Base: All respondents, UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020, CHN=1007.

Q4a Which of the following devices do you personally use?

Figure 3.33

Take-up of pay television among groups of comparator countries

Proportion of TV households (%)

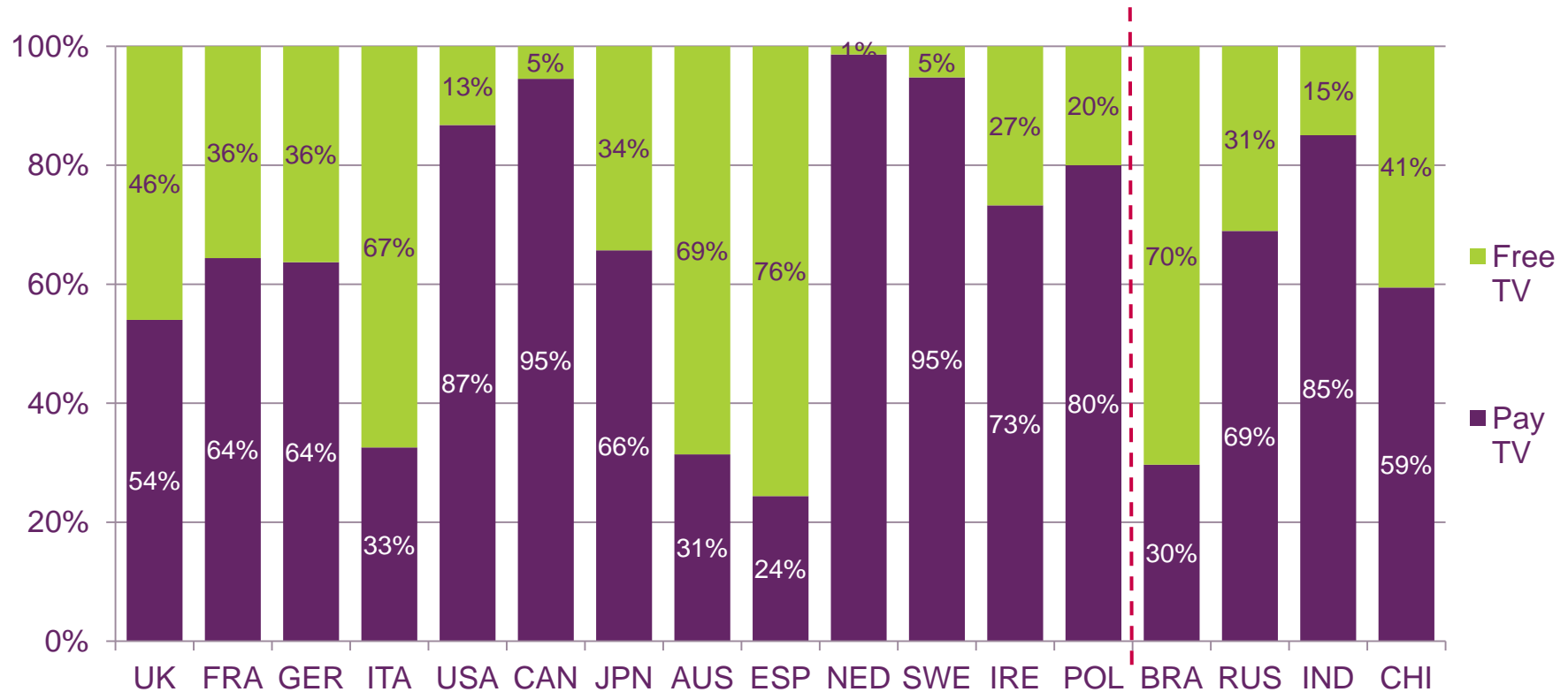


Source: IDATE / industry data / Ofcom. Note: 'Europe' in this context means those European countries within our comparator set. 'Total' in this context means the 17 countries in this report's comparator set.

Figure 3.34

Take-up of pay and free-to-air television, end 2012

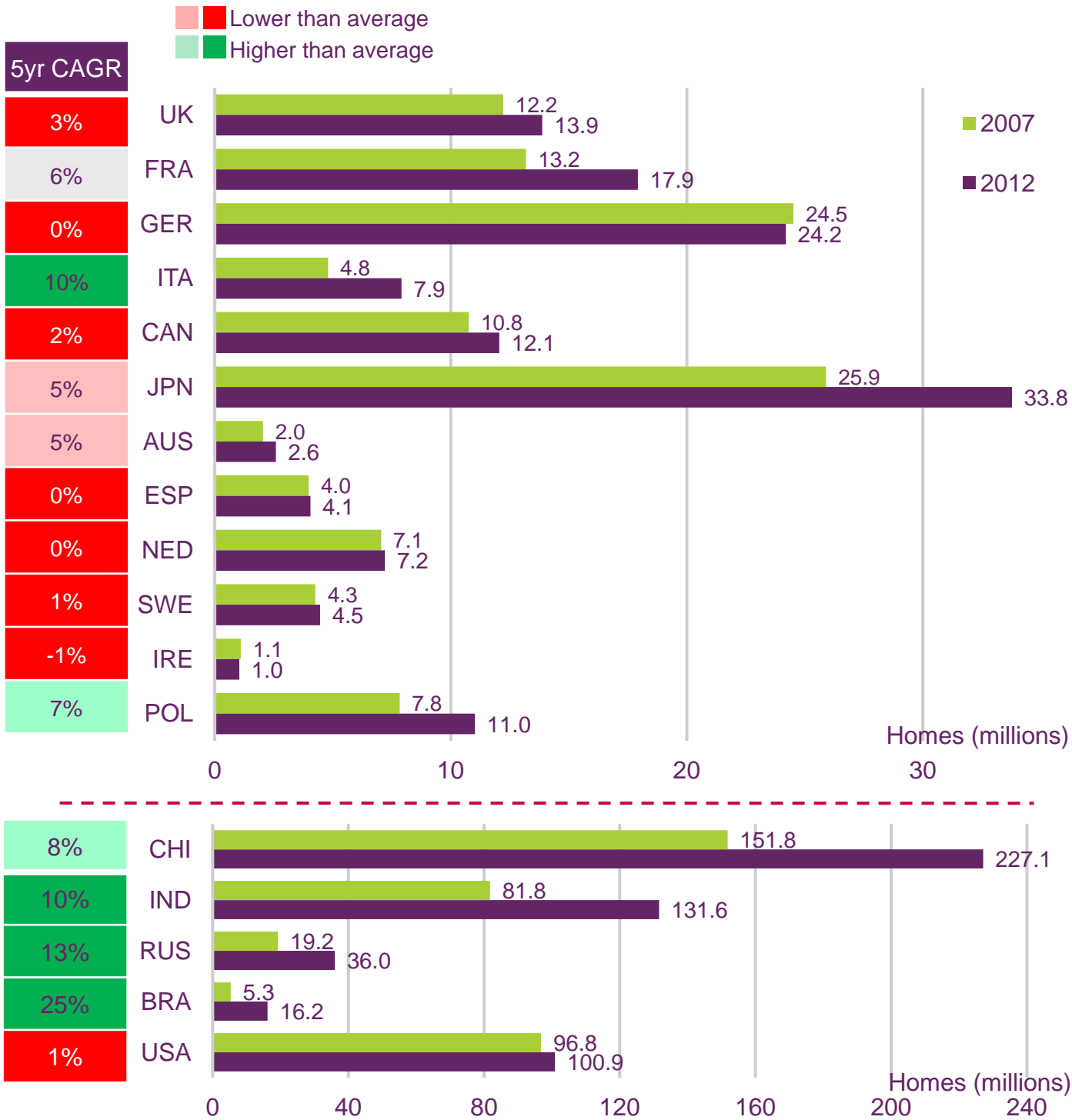
Proportion of TV households (%)



Source: IDATE / industry data / Ofcom

Figure 3.35

Pay television take-up in 2007 and 2012, millions of homes

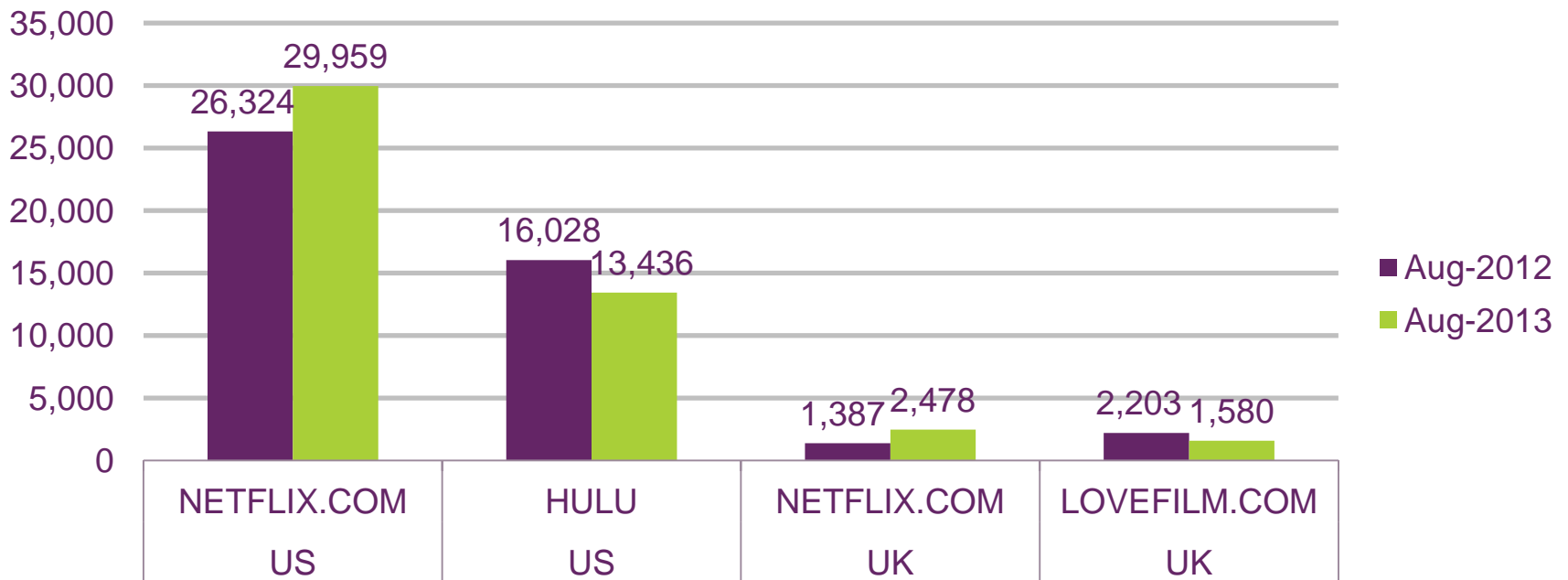


Source: IDATE / industry data / Ofcom

Figure 3.36

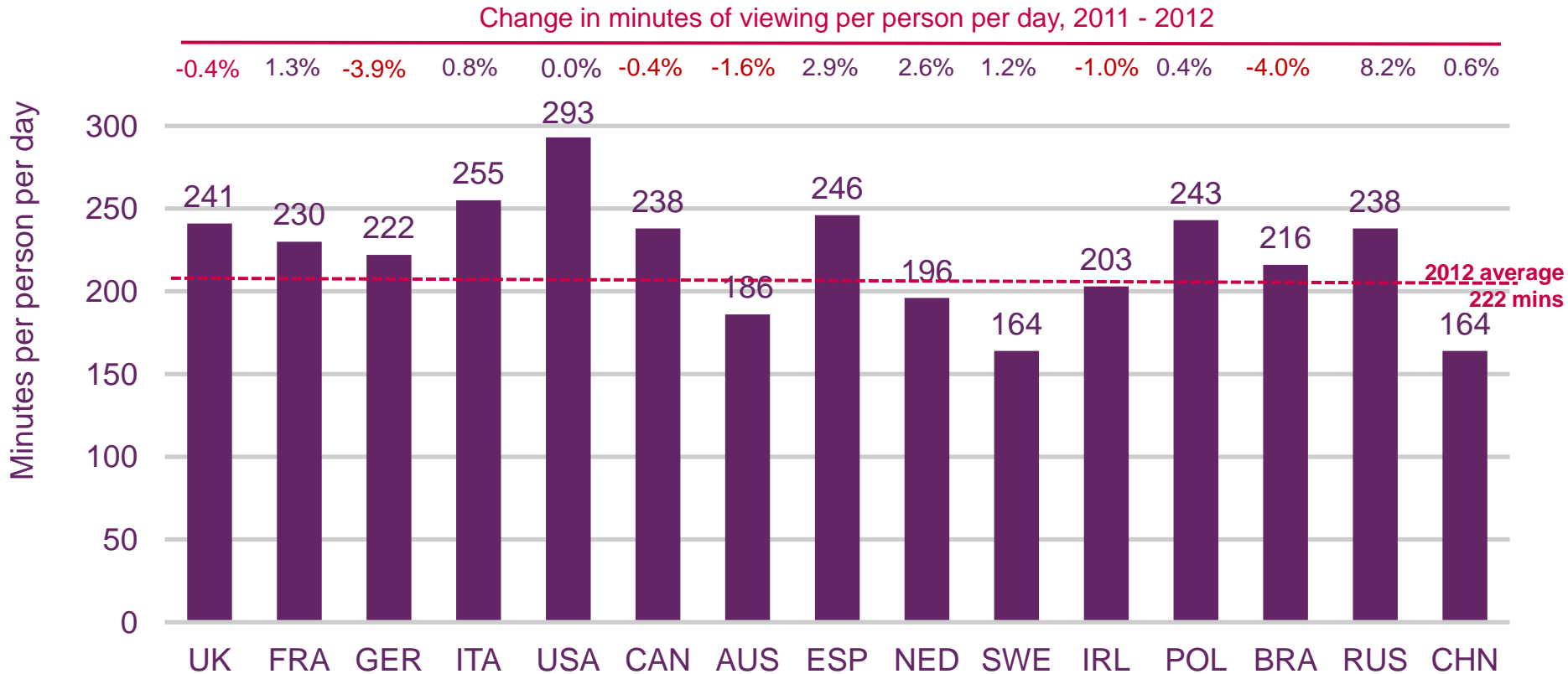
Total unique visitors to selected TV and film streaming sites in the US and the UK

Total Unique Visitors (000)



Source: comScore MMX, August 2012 to August 2013, UK and US work and home panel. Note: This is the unique audience for laptop and desktop computers only.

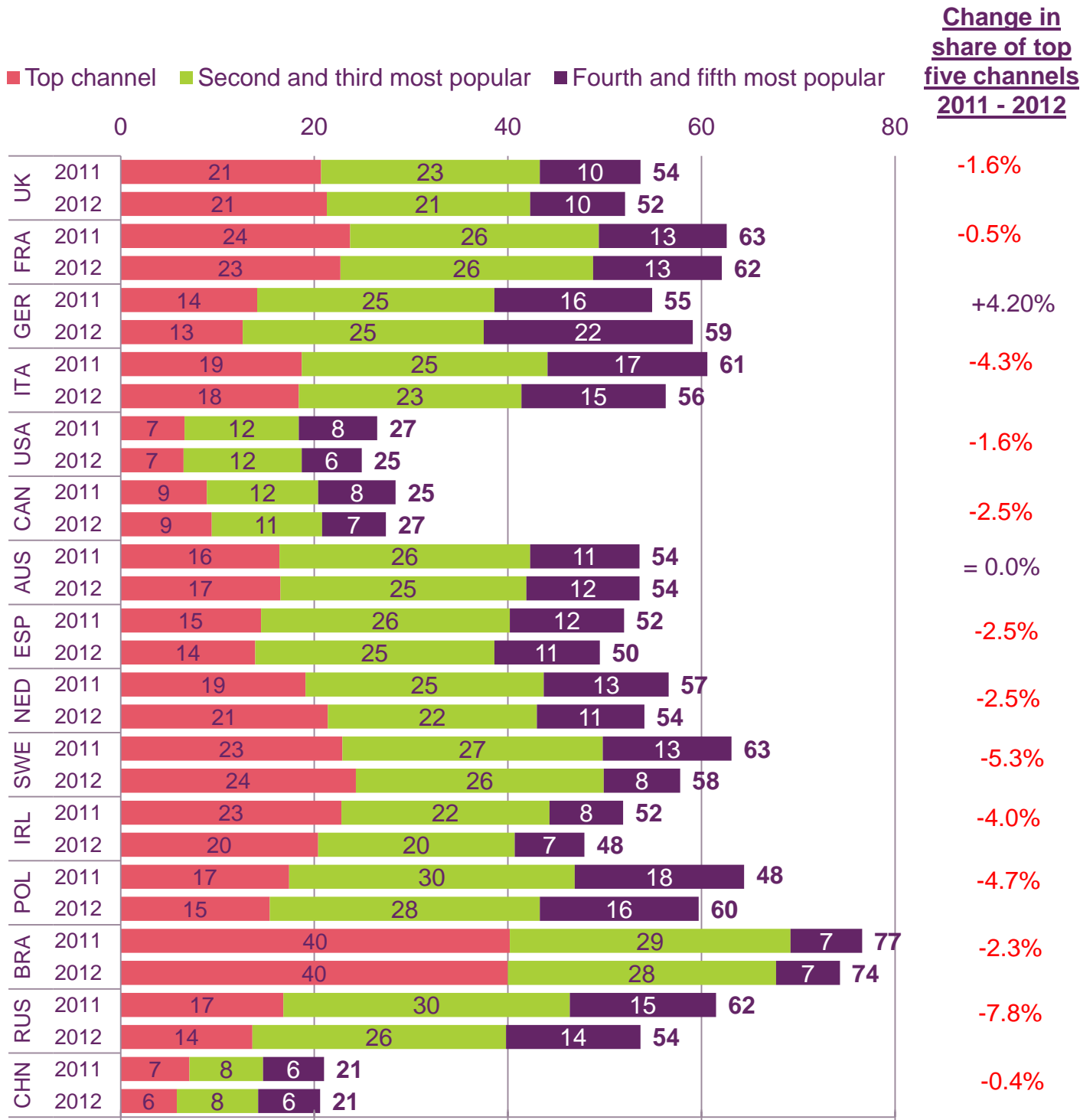
Figure 3.37
Daily TV viewing per head, 2011 - 2012



Source: Médiamétrie, Eurodata TV Worldwide. The figure for Canada relates to Canada National which was introduced in 2011. Previous data related to viewing in non-Quebec households. Viewing in Australia relates to 5 Metro Cities and Network for France.

Figure 3.38

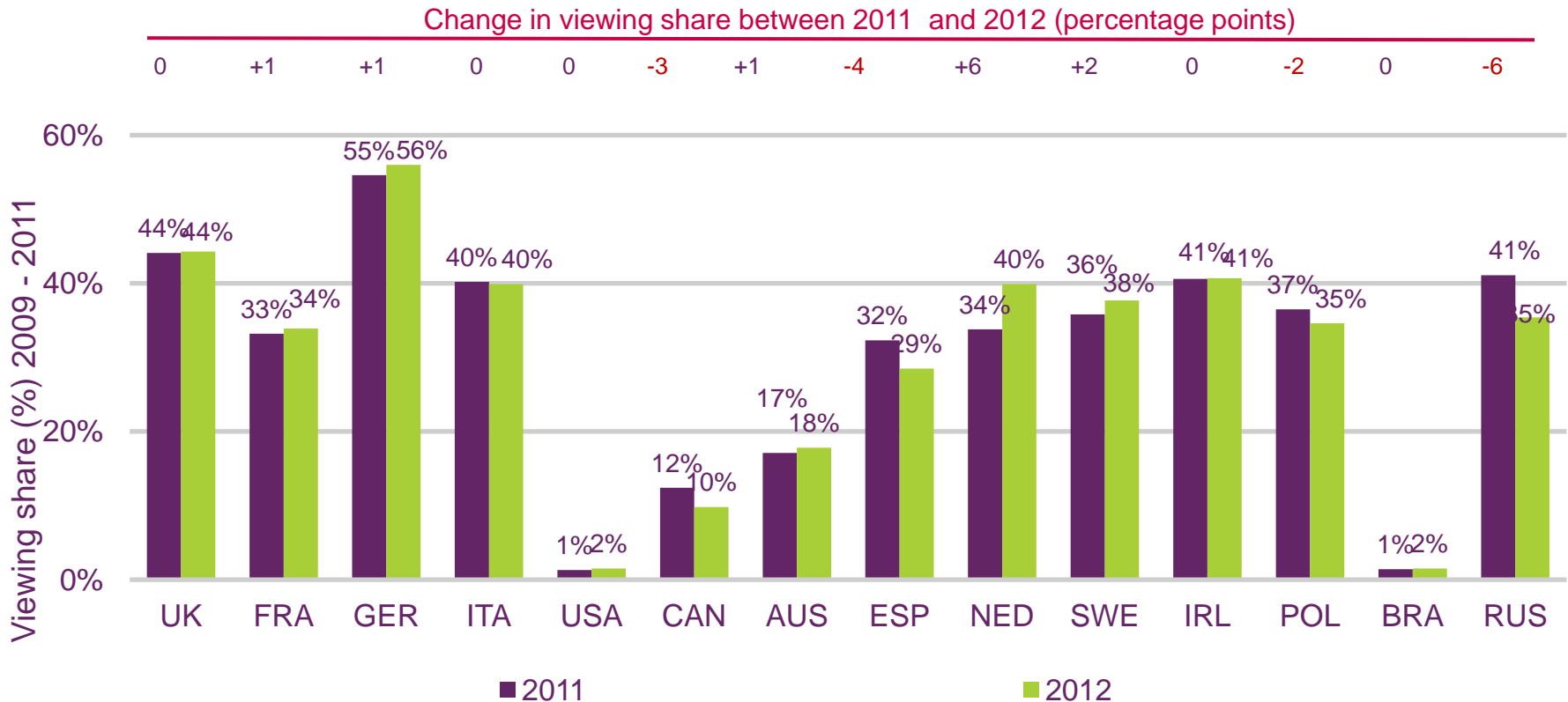
Patterns of viewing among the top five TV channels



Source: Médiamétrie, Eurodata TV Worldwide. The figure for Canada relates to Canada National which was introduced in 2011. Previous data related to viewing in non-Quebec households. Viewing in Australia relates to 5 Metro Cities and Network for France.

Figure 3.39

Viewing of publicly owned channels

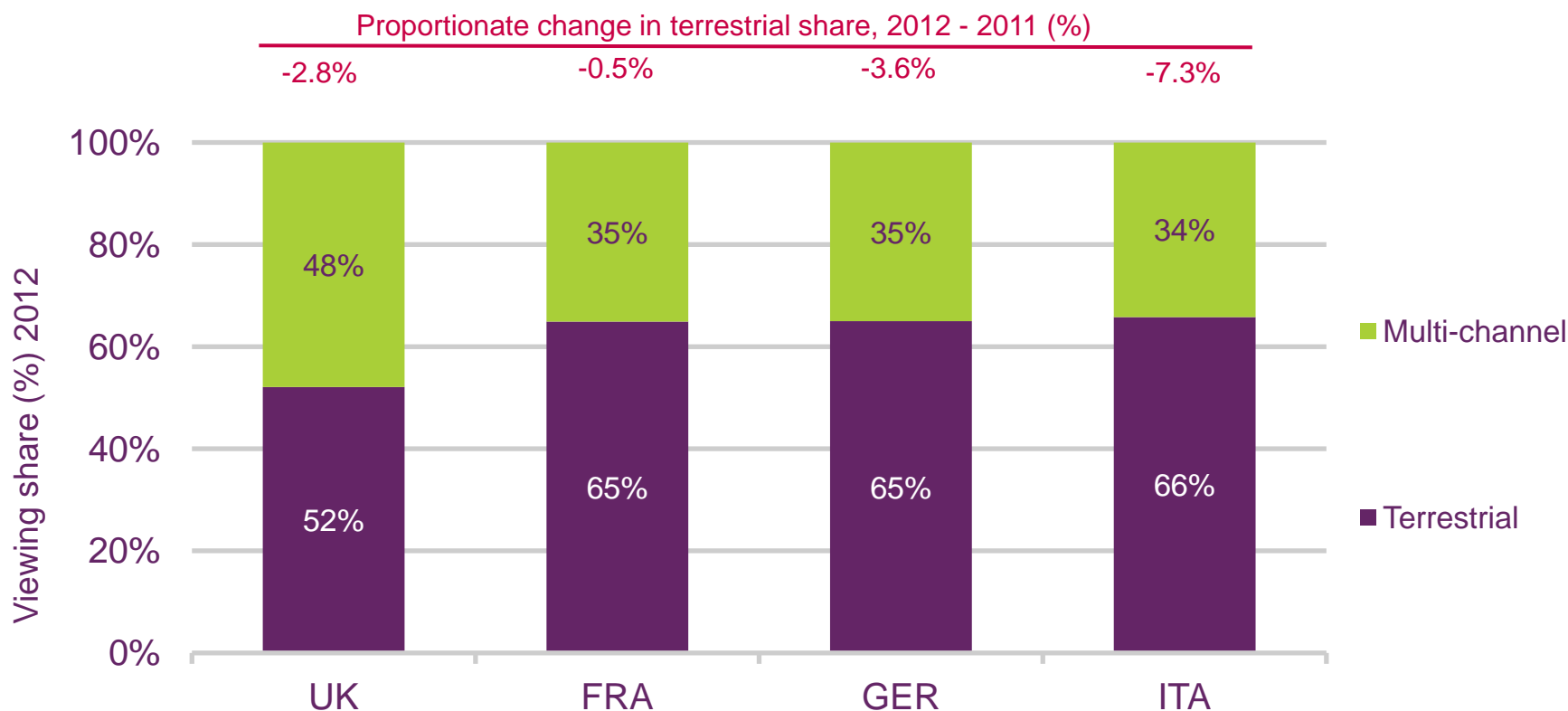


Source: Médiamétrie, Eurodata TV Worldwide. Uses the 'Status' flag attributed to each channel by country which relates to state ownership. Includes public, domestic public and mixed. *Domestic public* refers to public channels that broadcast locally. *Public* refers to international public channels that broadcast in a country. *Mixed* refers to channels that have hybrid status (mix of public and private funding).

The figure for Canada relates to Canada National which was introduced in 2011. Data prior to 2011 referred to viewing in non-Quebec households. Australia is based on 5 Metro Cities, France is based on Network.

Figure 3.40

Terrestrial versus multi-channel share



Source: Médiamétrie, Eurodata TV Worldwide. Terrestrial channels are based on MediaMetrie's definition of channels considered to be 'historical leaders'.

UK=BBC One, BBC Two, ITV, Channel 4, Channel 5 (inc HD variants, exc +1s)

Germany = ARD1, ARD3, ZDF, RTL, Sat1, Pro7

France = TF1, France2, France3, M6, France5/Arte, Canal+

Italy= Rai Uno, Canale5, Italia 1, Rai Due, Rai Tre, Rete4, La Sette (La7)