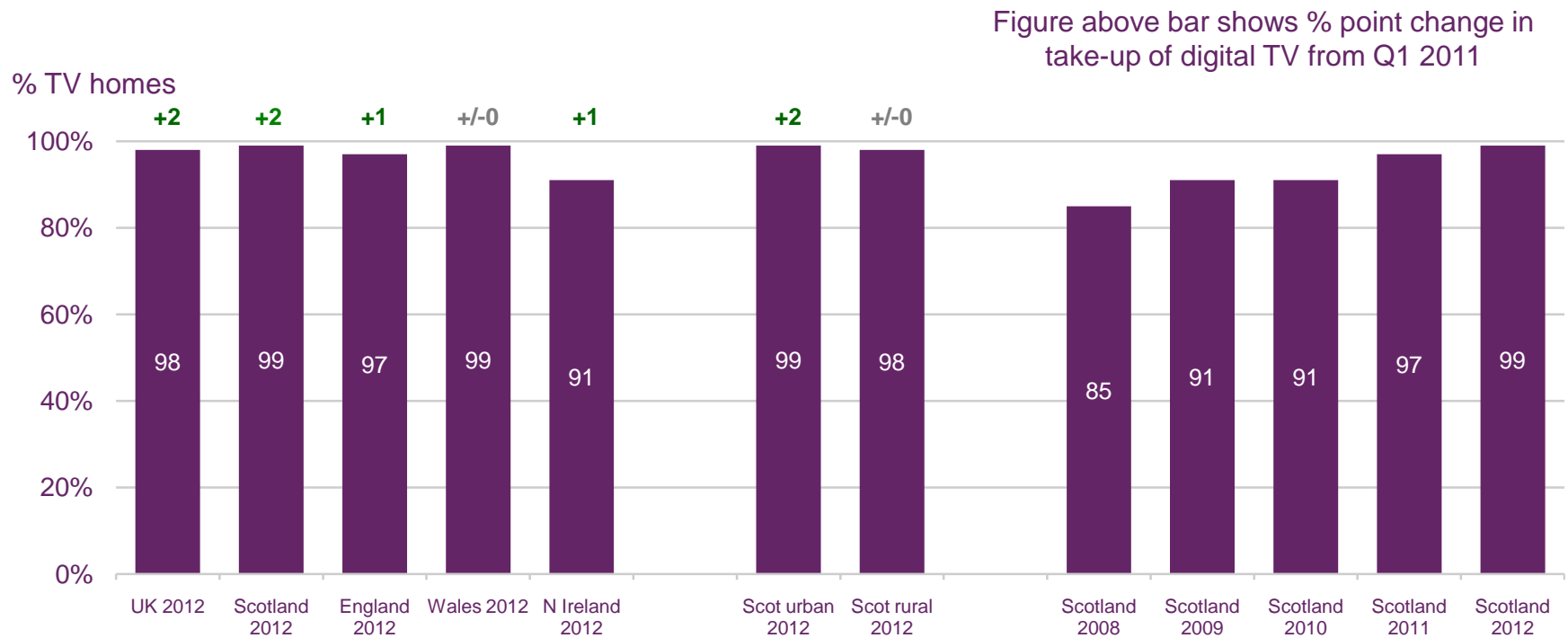


# TV and audio-visual

# Figure 2.1

## Digital television take-up in Scotland



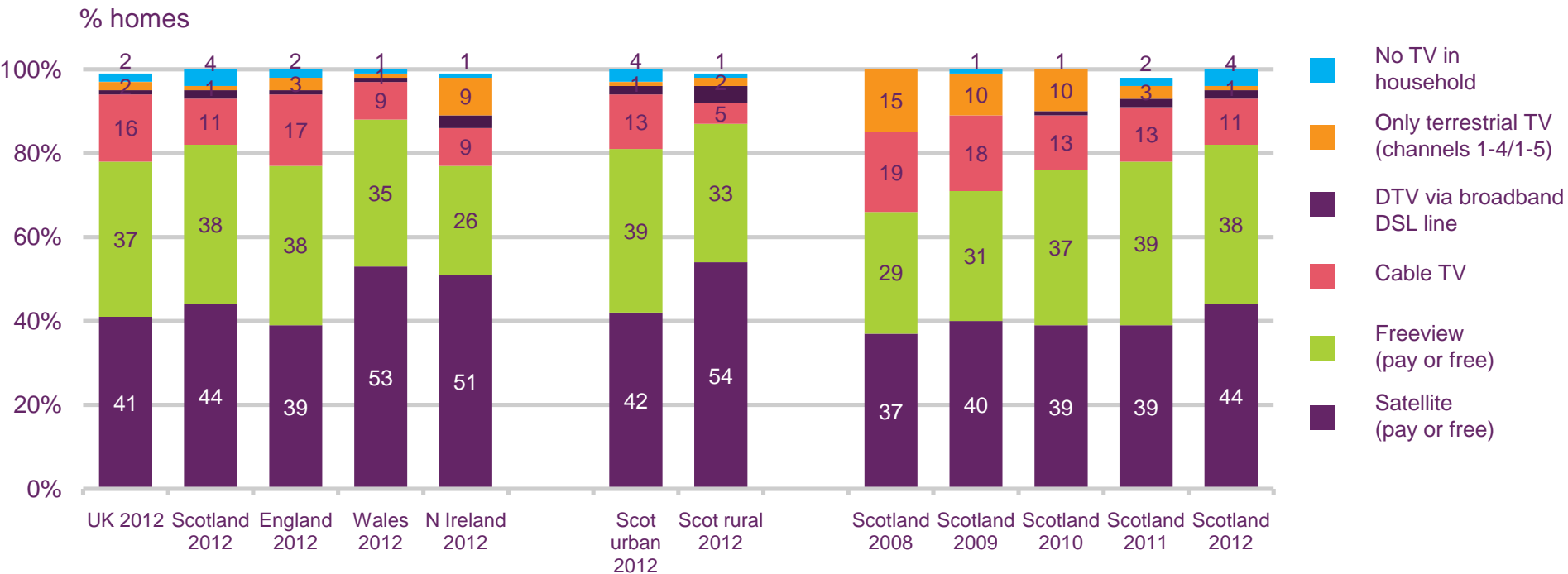
QH1a. Which, if any, of these types of television does your household use at the moment?

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ with a TV in household (n = 3713 UK, 489 Scotland, 2214 England, 508 Wales, 502 Northern Ireland, 254 Scotland urban, 235 Scotland rural, 916 Scotland 2008, 1002 Scotland 2009, 1452 Scotland 2010, 479 Scotland 2011, 489 Scotland 2012)

# Figure 2.2

## Main set TV share in Scotland, by platform



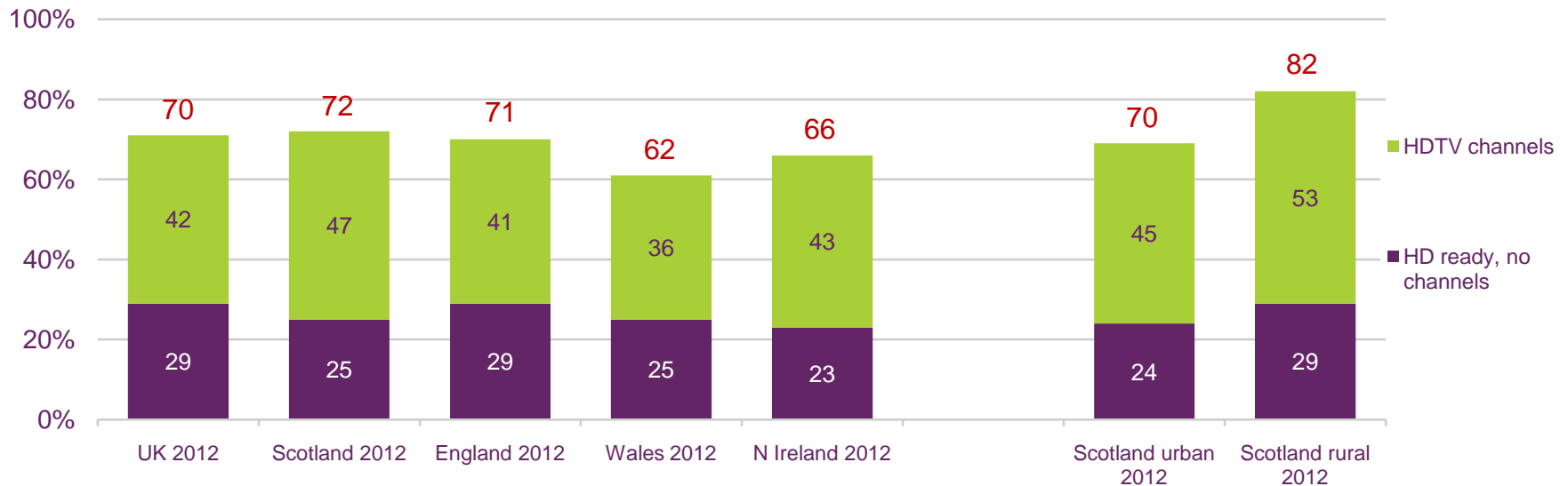
QH1a. Which, if any, of these types of television does your household use at the moment?

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n = 3772 UK, 500 Scotland, 2251 England, 513 Wales, 508 Northern Ireland, 264 Scotland urban, 236 Scotland rural, 925 Scotland 2008, 1014 Scotland 2009, 1468 Scotland 2010, 487 Scotland 2011, 500 Scotland 2012)

## Figure 2.3

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



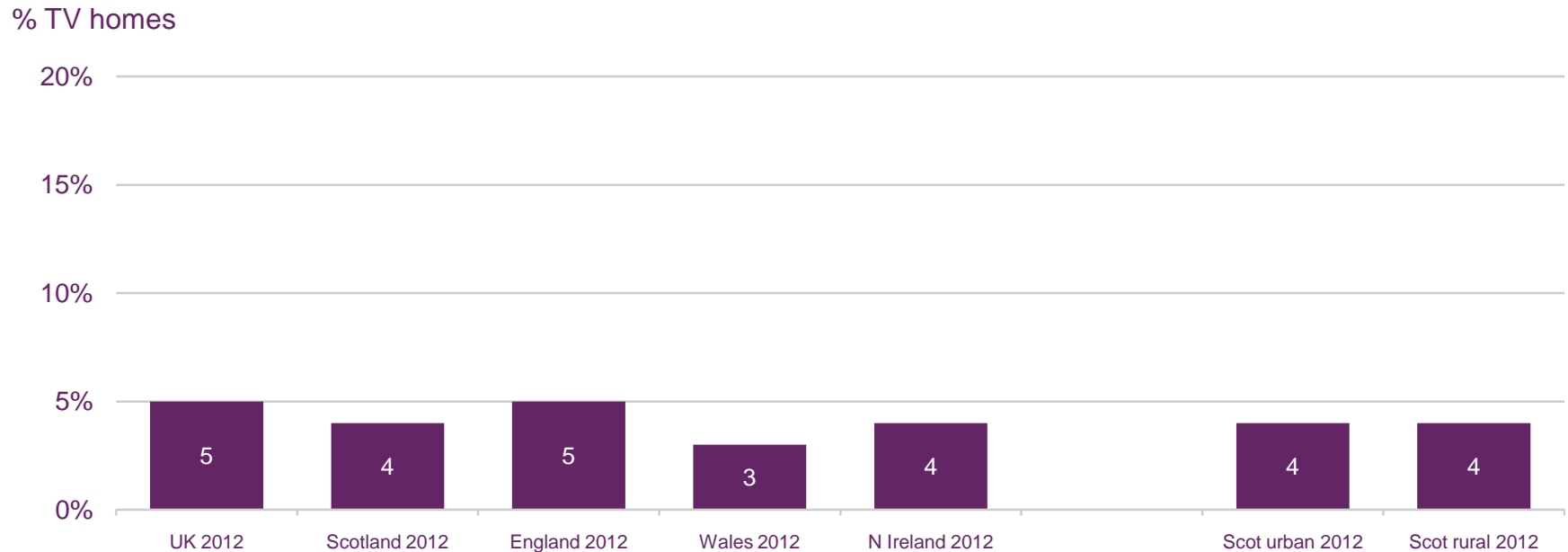
QH53. Is the main TV in your household an HDTV set or HD ready?/ QH54. For the main TV set, does your household have an HD TV service – from either Sky, Virgin Media, Freesat or Freeview?

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n = 3772 UK, 500 Scotland, 2251 England, 513 Wales, 508 Northern Ireland, 264 Scotland urban, 236 Scotland rural)

# Figure 2.4

## Smart TV take-up in Scotland



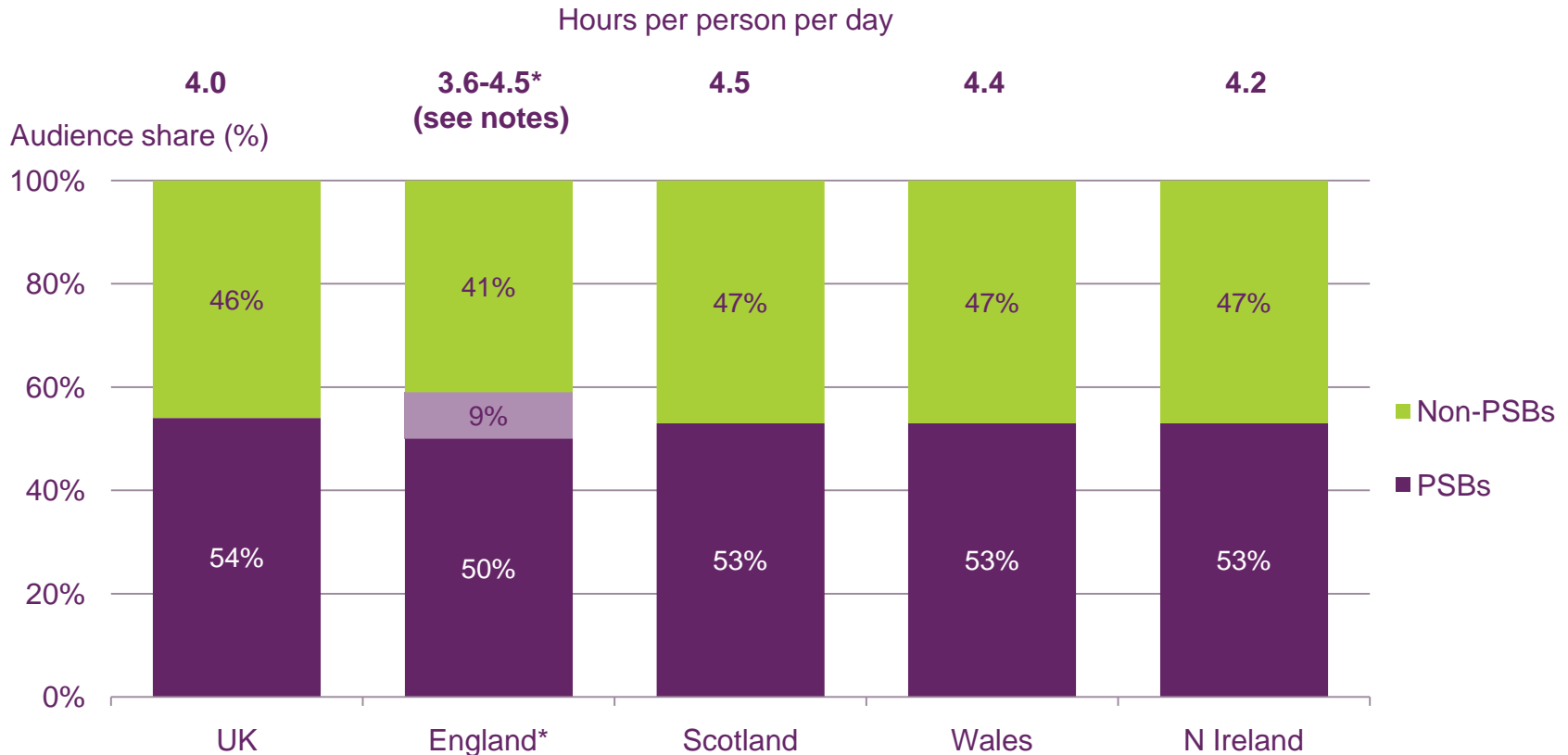
QH18. Are any of your TV sets “Smart TVs”? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ with a TV in household (n = 3713 UK, 489 Scotland, 2214 England, 508 Wales, 502 Northern Ireland, 254 Scotland urban, 235 Scotland rural, 916 Scotland 2008, 1002 Scotland 2009, 1452 Scotland 2010, 479 Scotland 2011, 489 Scotland 2012)

# Figure 2.5

## Hours of daily TV viewing, by nation, 2011



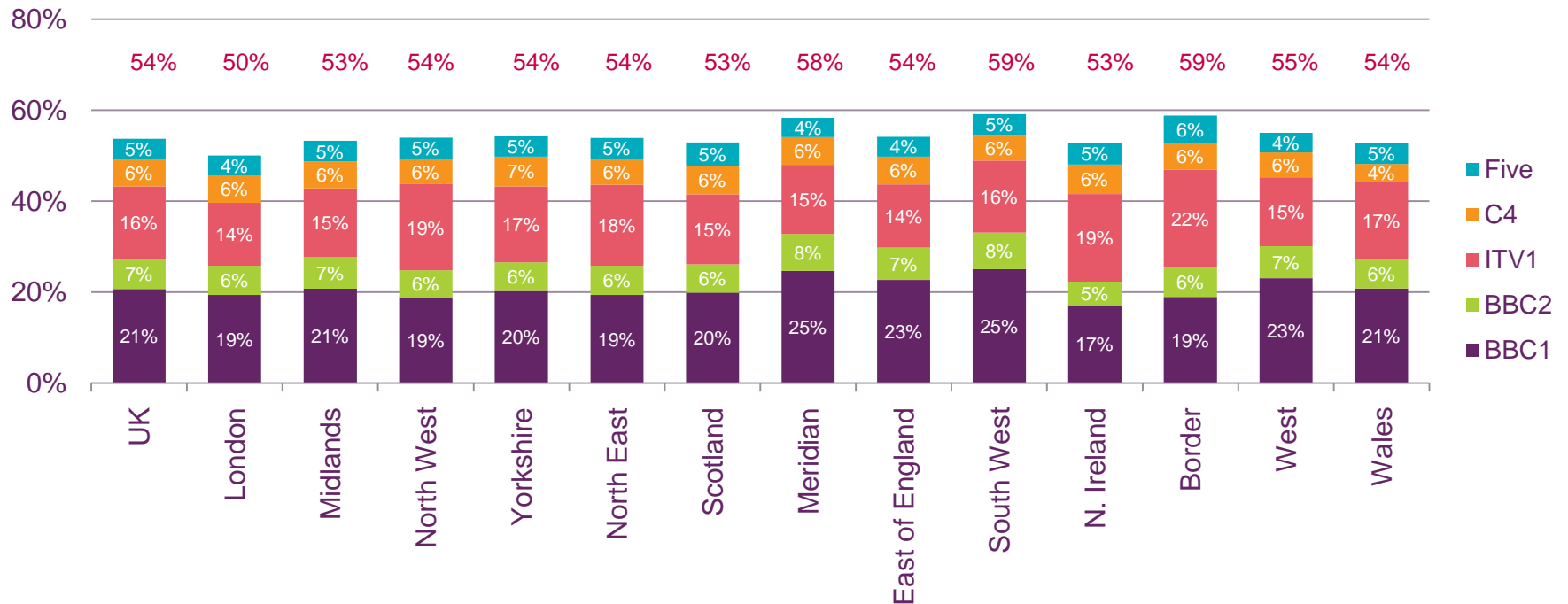
Source: TV = BARB. Based on all individuals (aged 4+). PSBs = BBC One, BBC Two, ITV1, C4, Five.

**\*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

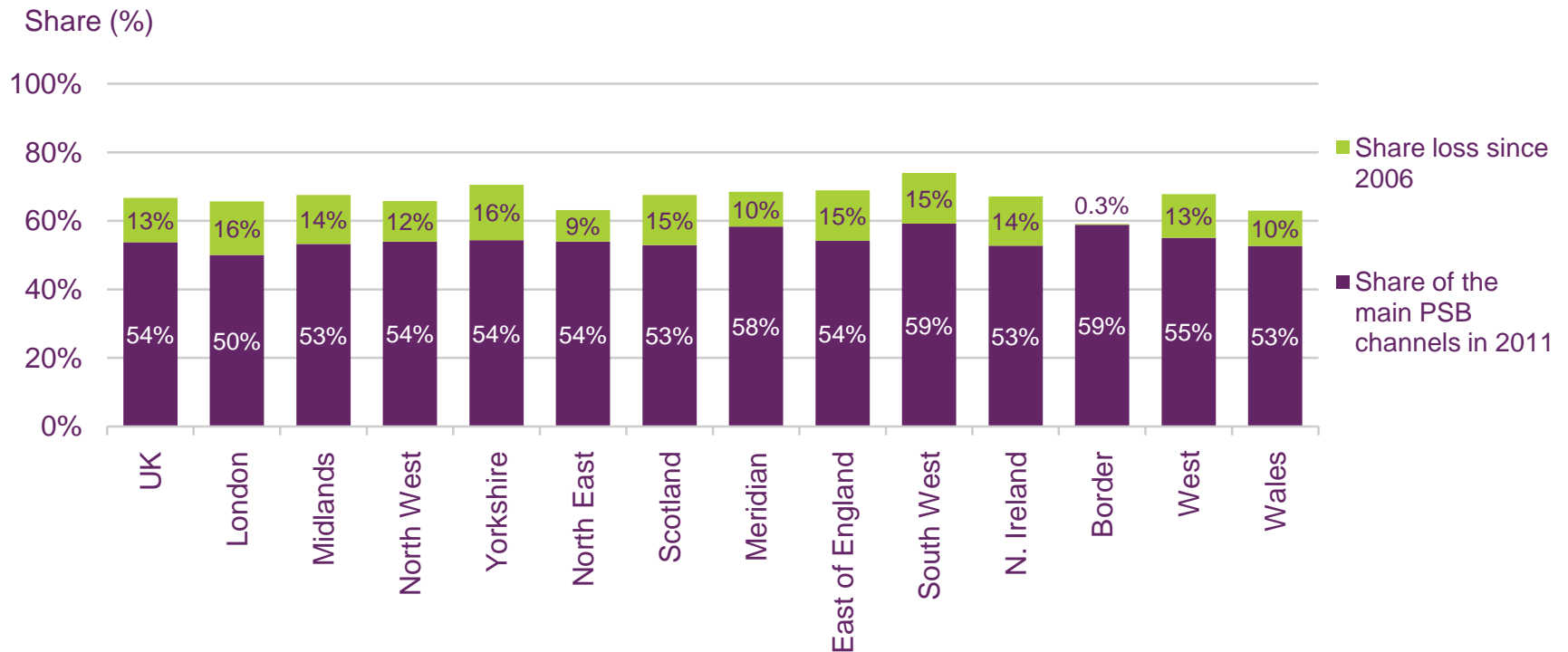
Audience share (%)



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+)

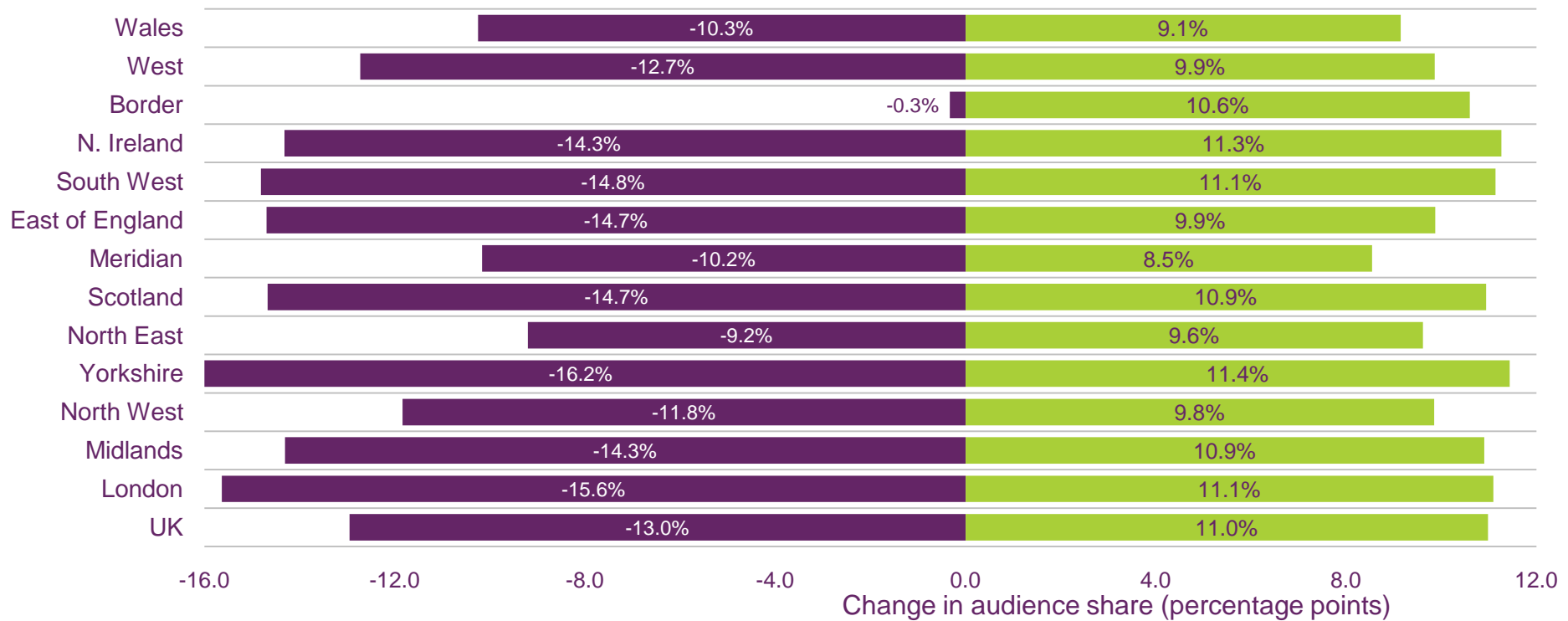
Note : In 2010 a new BARB panel was introduced, including the re-defining of boundaries. Therefore, pre and post panel change data should be compared with some caution.



# 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

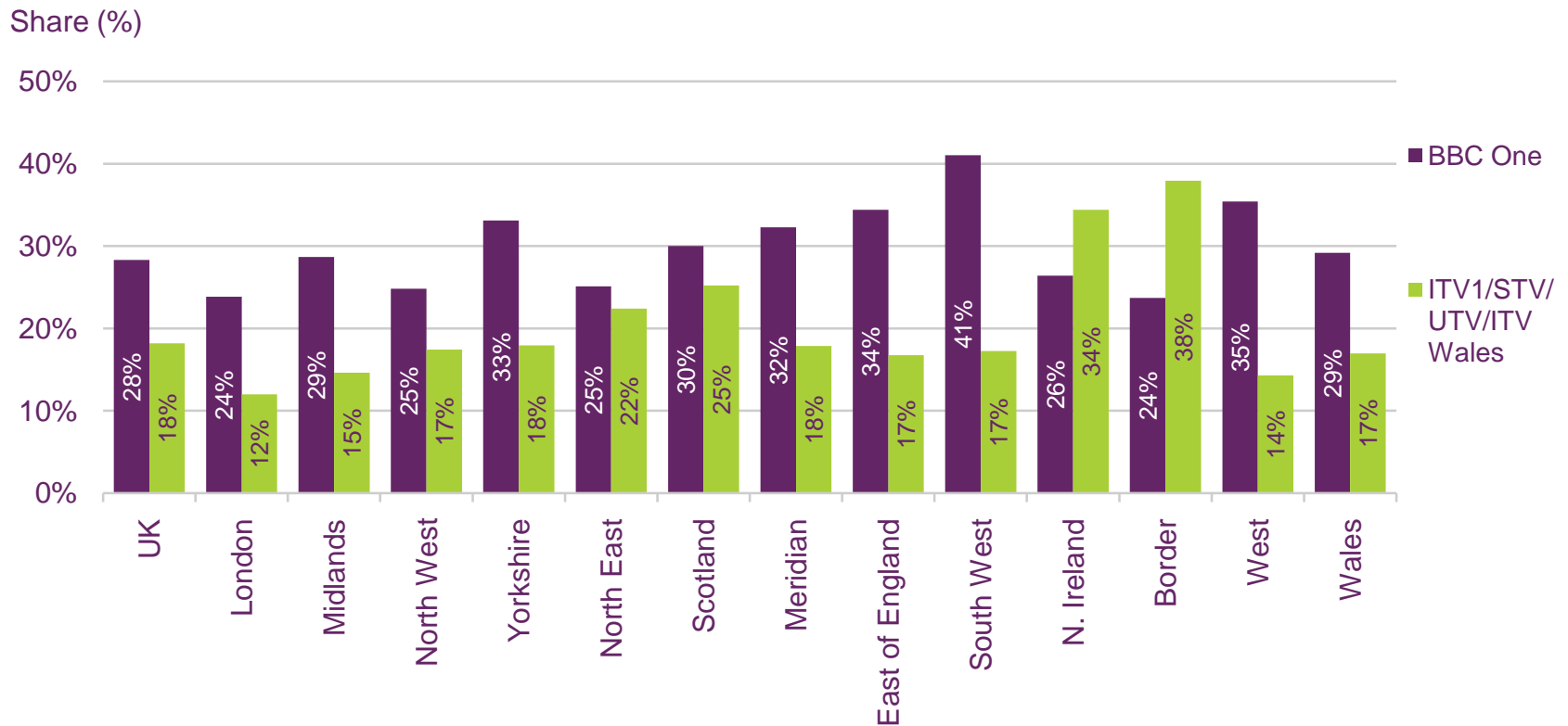


Source: BARB, all individuals (4+)

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



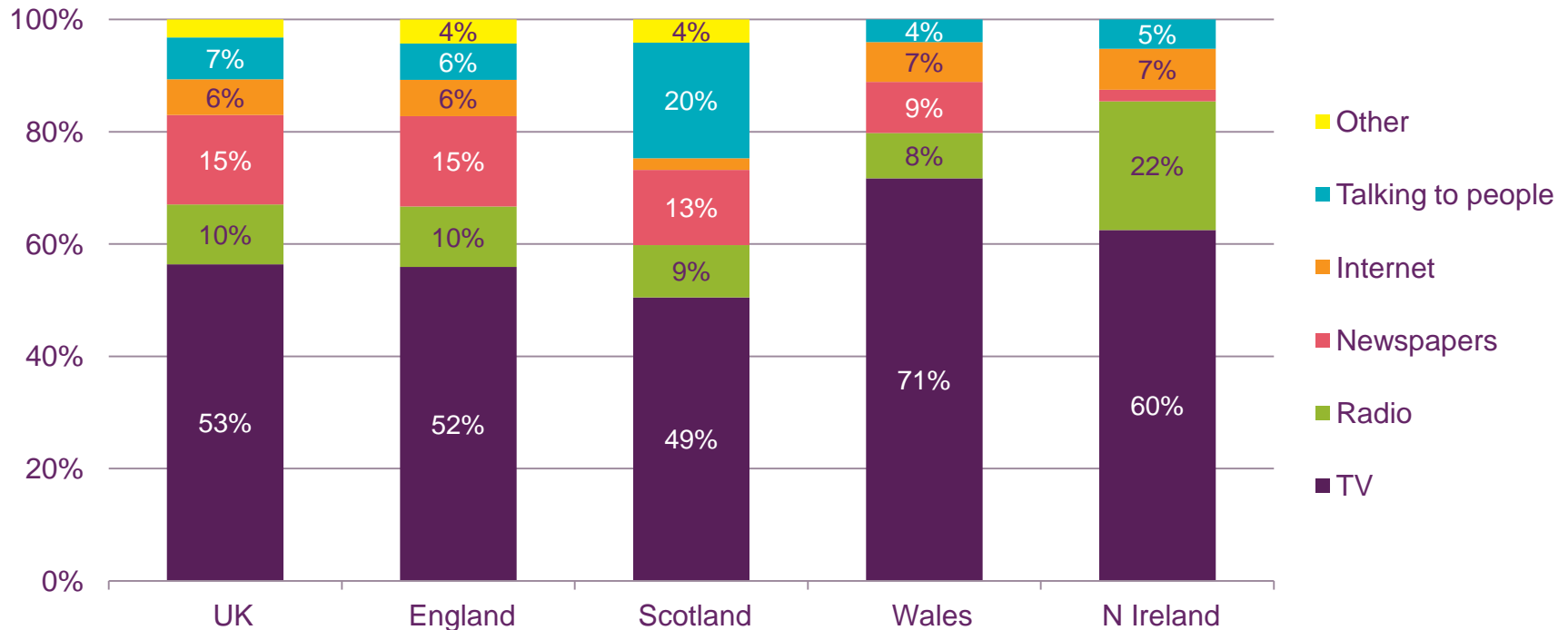
Source: BARB, all individuals (4+)

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.

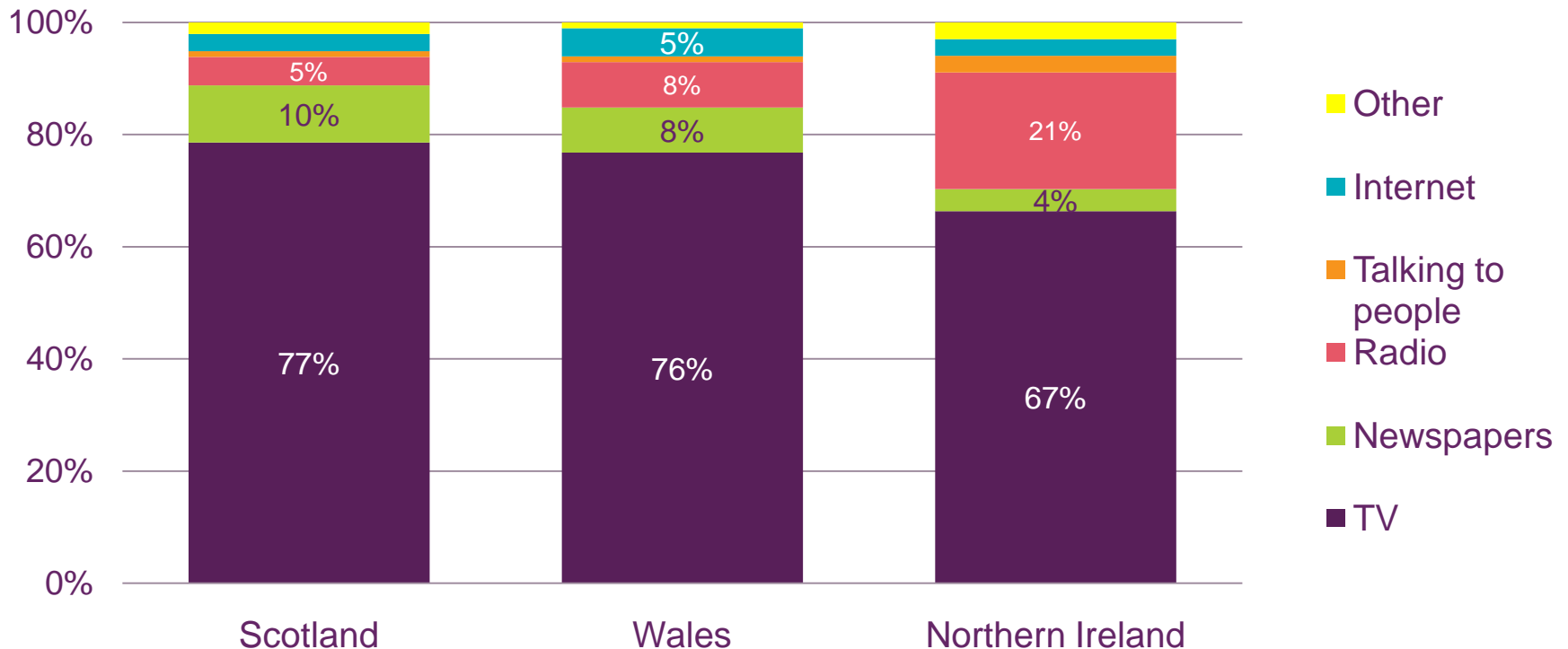
Base: All adults; England (1,369); Scotland (172); Wales (107); Northern Ireland (106).

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]?’

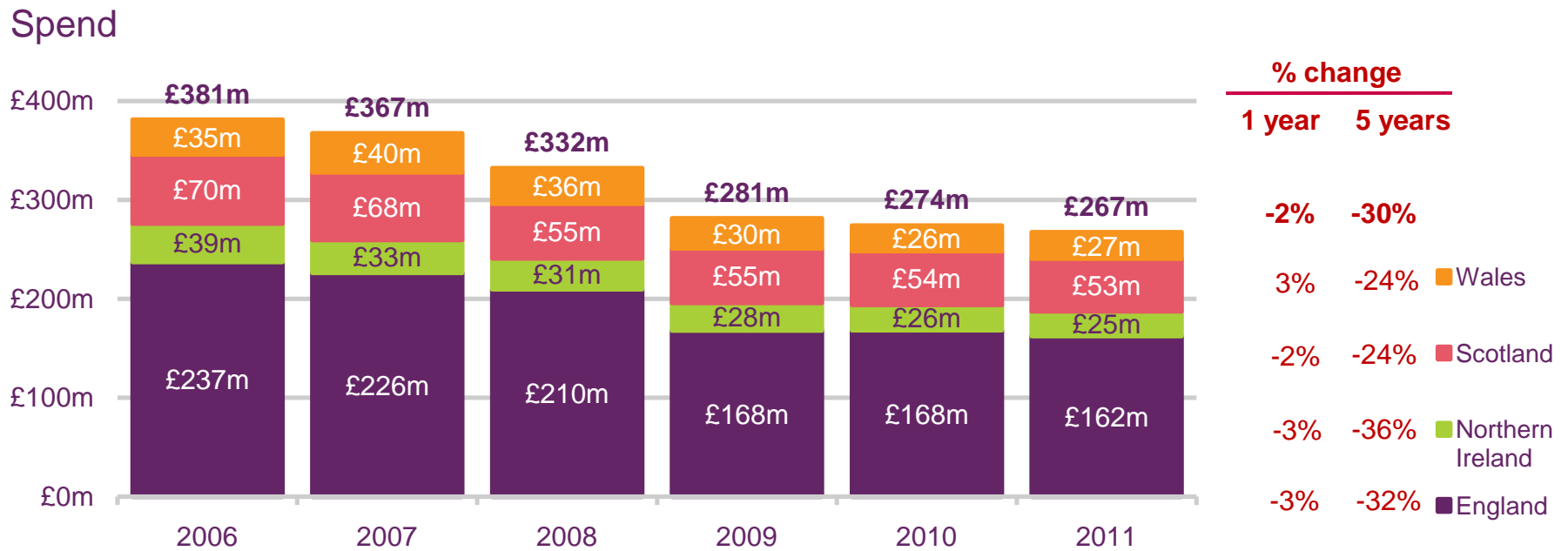


Source: Ofcom Media tracker.

Base: All respondents in Scotland (172), Wales (107), Northern Ireland (106). Only responses  $\geq 4\%$  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, 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%

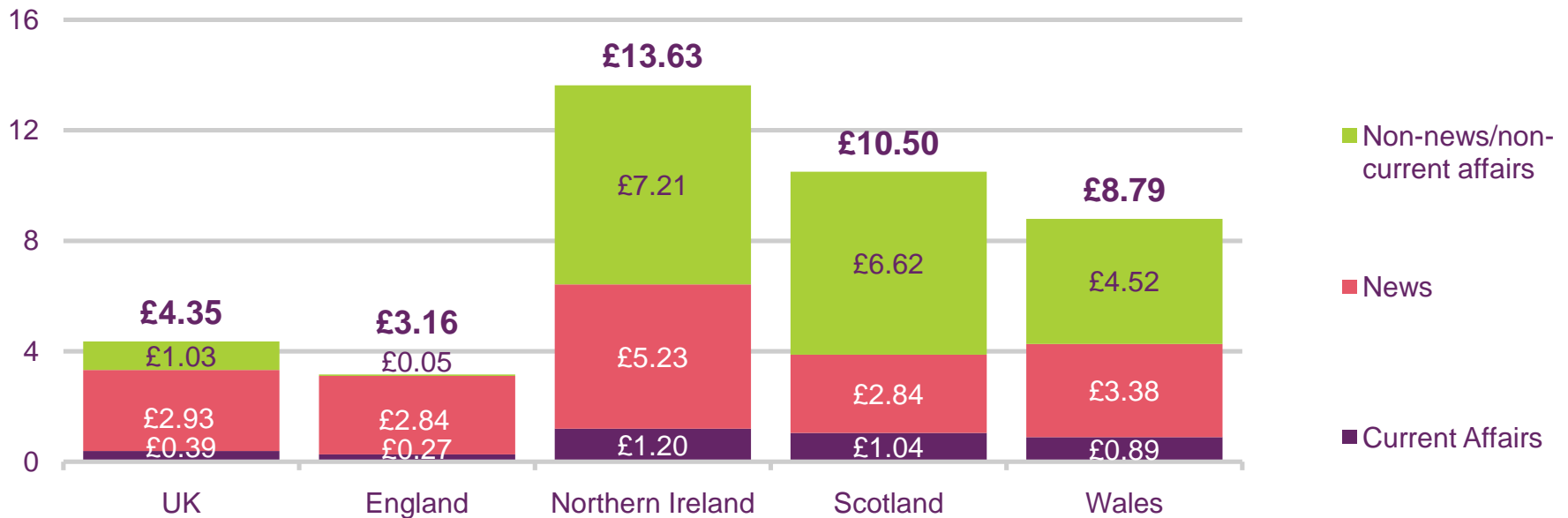
Source: Broadcasters. All figures expressed in 2011 prices.

Note: Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC. This does not account for 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**

**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

## Cost per hour of total nations and regions output, by nation: 2006 – 2011

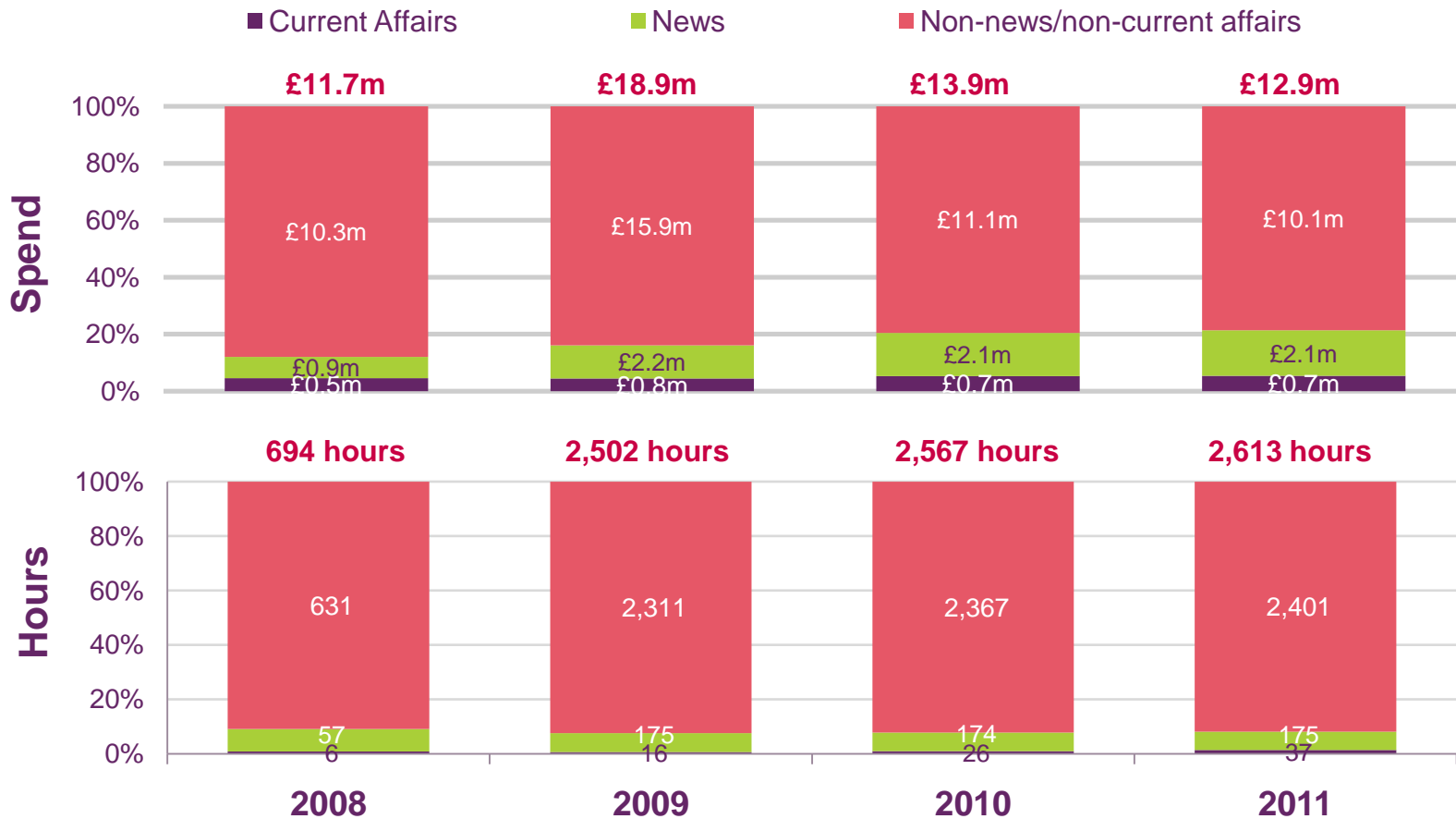


Source: Broadcasters. All figures expressed in 2011 prices.

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

## BBC ALBA: Total hours and spend, 2008 – 2011

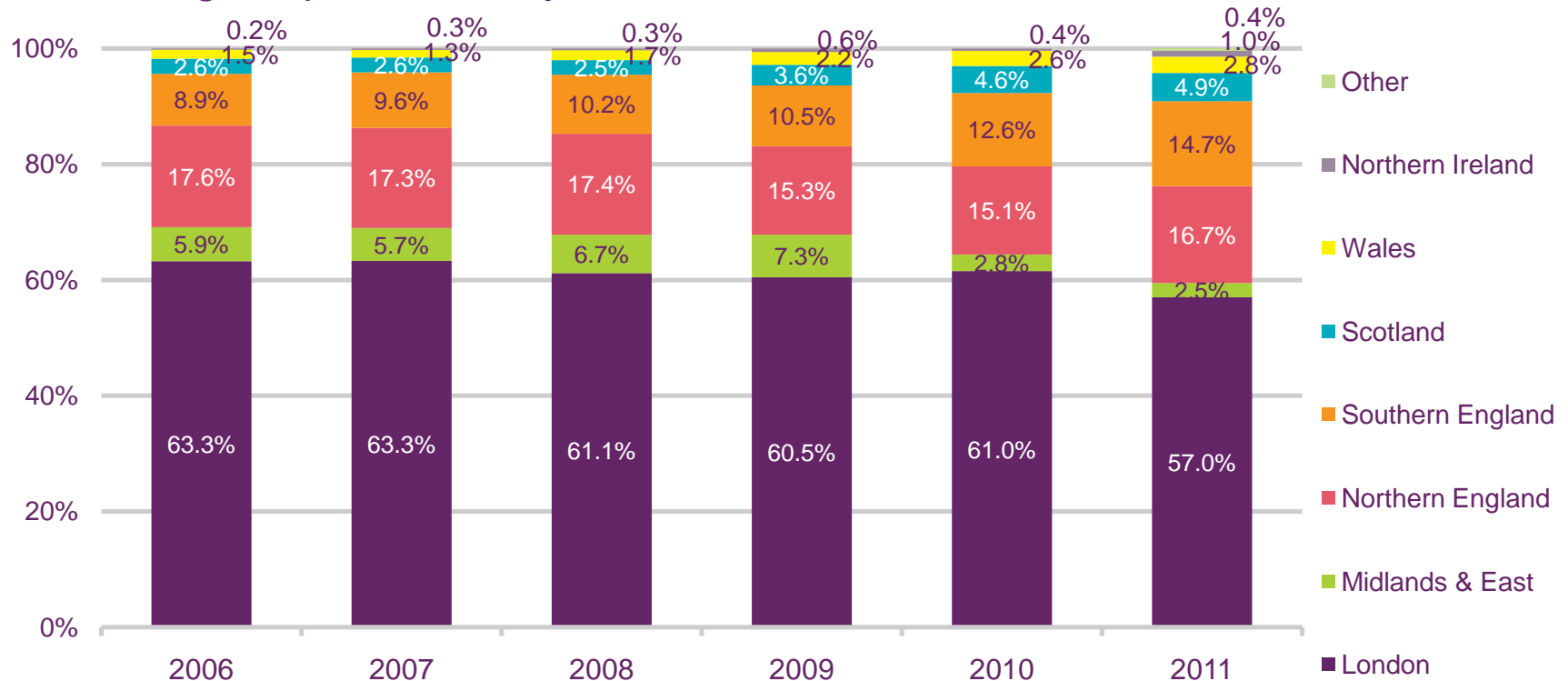


Source: BBC, total hours and spend by the BBC and MG ALBA. All figures expressed in 2011 prices. BBC ALBA launched in 2008.

# Figure 2.18

## Expenditure on network originated programming - out-of-London production

Percentage of production by value



Source: Ofcom/broadcasters

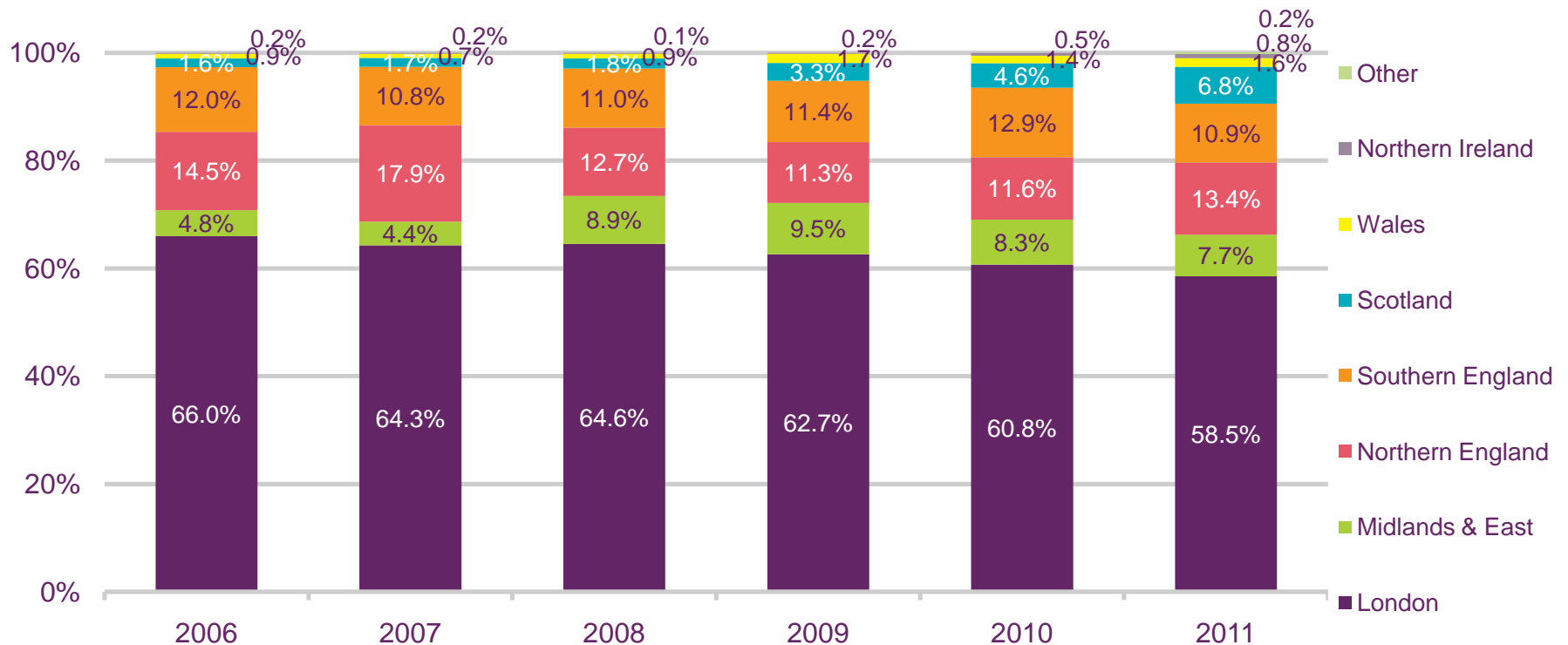
Note: A new category 'Other' has been created for Regional Productions from London Producers which do not meet both 70% of spend and 50% of talent in any one particular Macro Region' See

[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 2.19

## Volume of network originated programming - out-of-London 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.