

The Communications Market 2010

Data release for the UK's nations

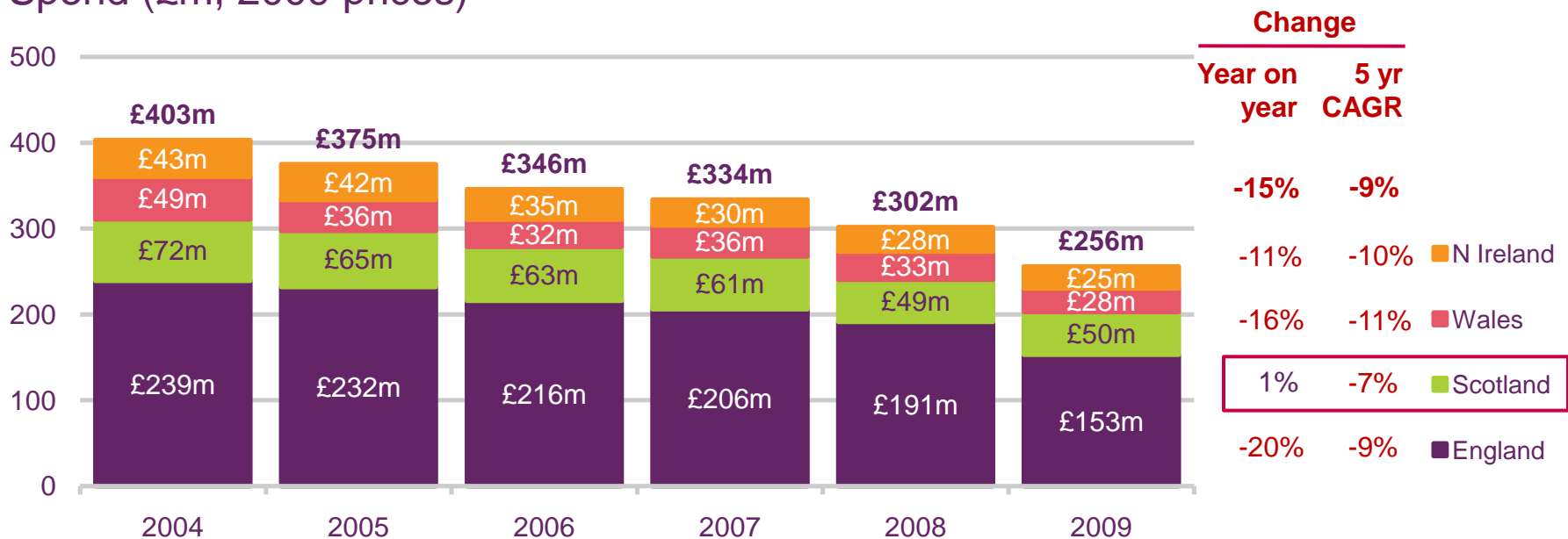
August 2010

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Spend on originated nations and regions output by the BBC, ITV1/STV/UTV

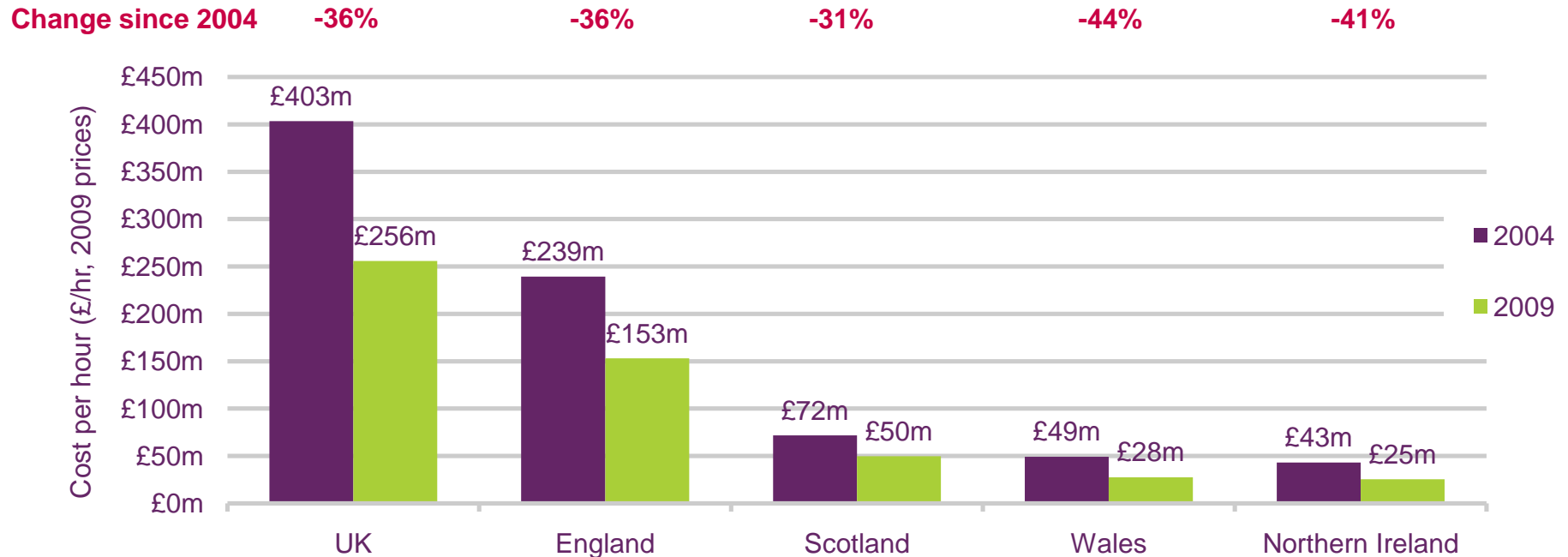
Spend (£m, 2009 prices)



Source: Broadcasters. All figures expressed in 2009 prices.

Note: The BBC changed the way it calculated its spend figures from 2005 onwards. The figures for 2002 – 2004 are based on cost per hour averages, while those for 2005 - 2008 are actual spend figures. Comparisons over the period 2003-2008 should therefore be exercised with caution. Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC.

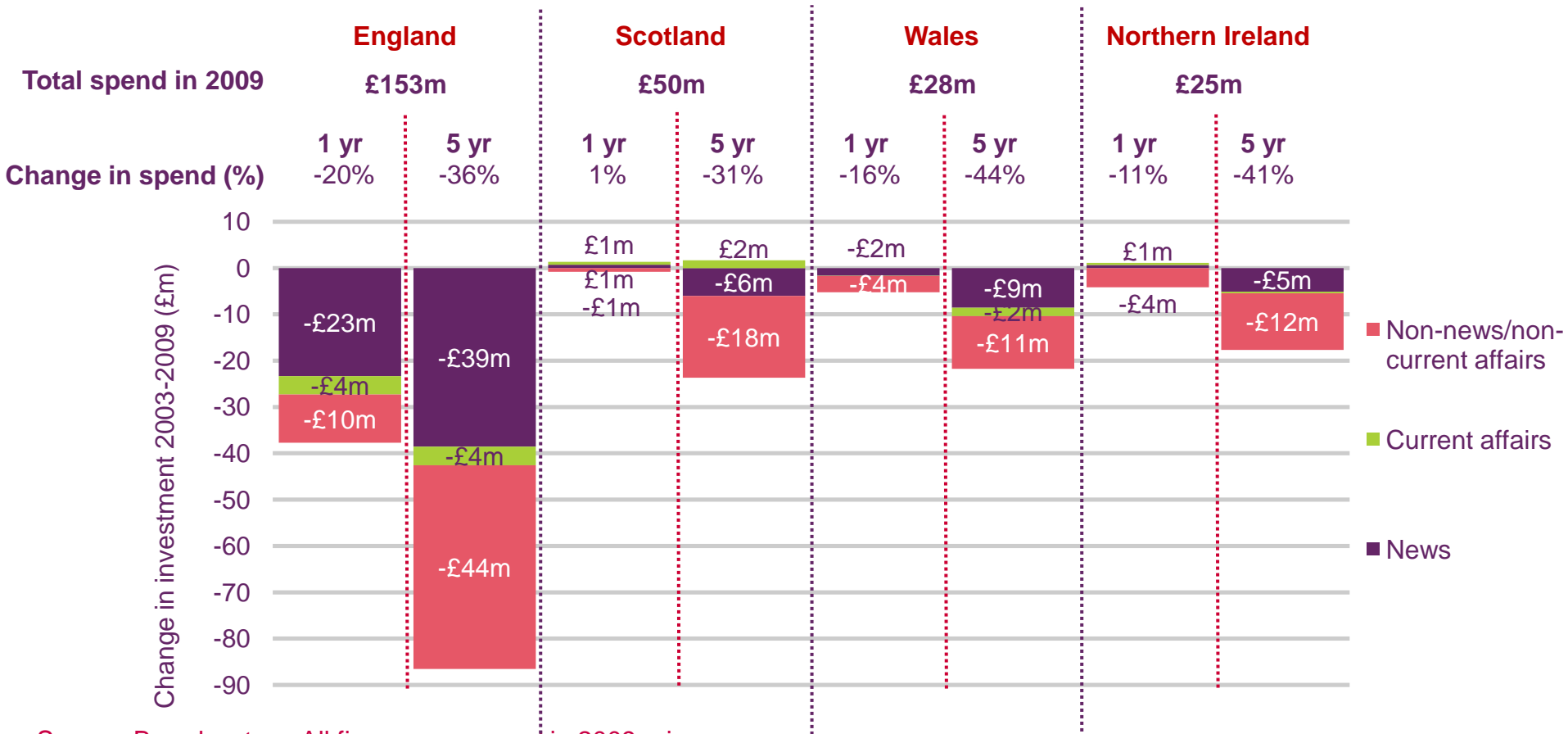
Spending on programmes for viewers in each nation



Source: Broadcasters. All figures expressed in 2009 prices.

Note: The BBC changed the way it calculated its spend figures from 2005 onwards. The figures for 2002 – 2004 are based on cost per hour averages, while those for 2005 - 2008 are actual spend figures. Comparisons over the period 2003-2008 should therefore be exercised with caution. Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC.

Change in investment by genre and nation, 2004 - 2009

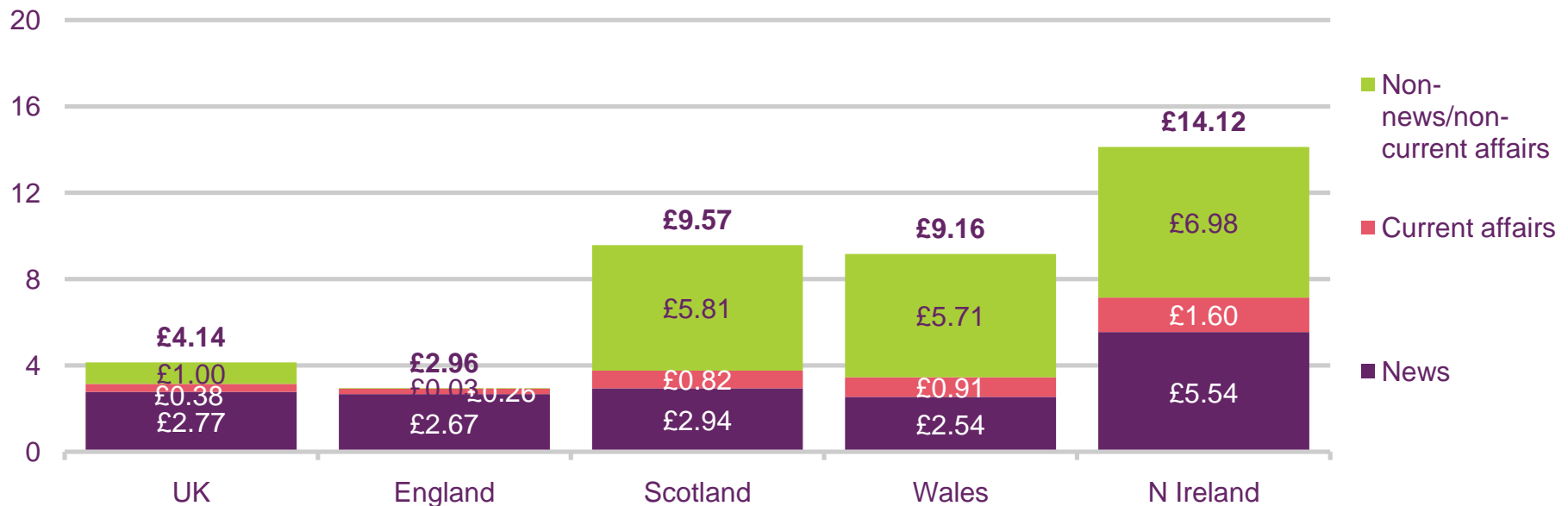


Source: Broadcasters. All figures expressed in 2009 prices.

Note: The BBC changed the way it calculated its spend figures from 2005 onwards. The figures for 2002 – 2004 are based on cost per hour averages, while those for 2005 - 2008 are actual spend figures. Comparisons over the period 2003-2008 should therefore be exercised with caution. Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC.

Investments per head made by the BBC and ITV1/STV/UTV in national and regional output

Investment per head (£m, 2009 prices)



Source: PSB returns. Prices expressed in 2009 prices. Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC.

Hours of regionalised output by genre and broadcaster, 2009

	UK	England	Scotland	Wales	N. Ireland
2009 total hours	10,439 hrs	6,790 hrs	1,644hrs	1,036 hrs	969 hrs
Change since 2008	-12.4%	-14.6%	1.3%	-13.2%	-15.1%
Change since 2004	-19.5%	-19.9%	-15.6%	-25.0%	-17.3%



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.

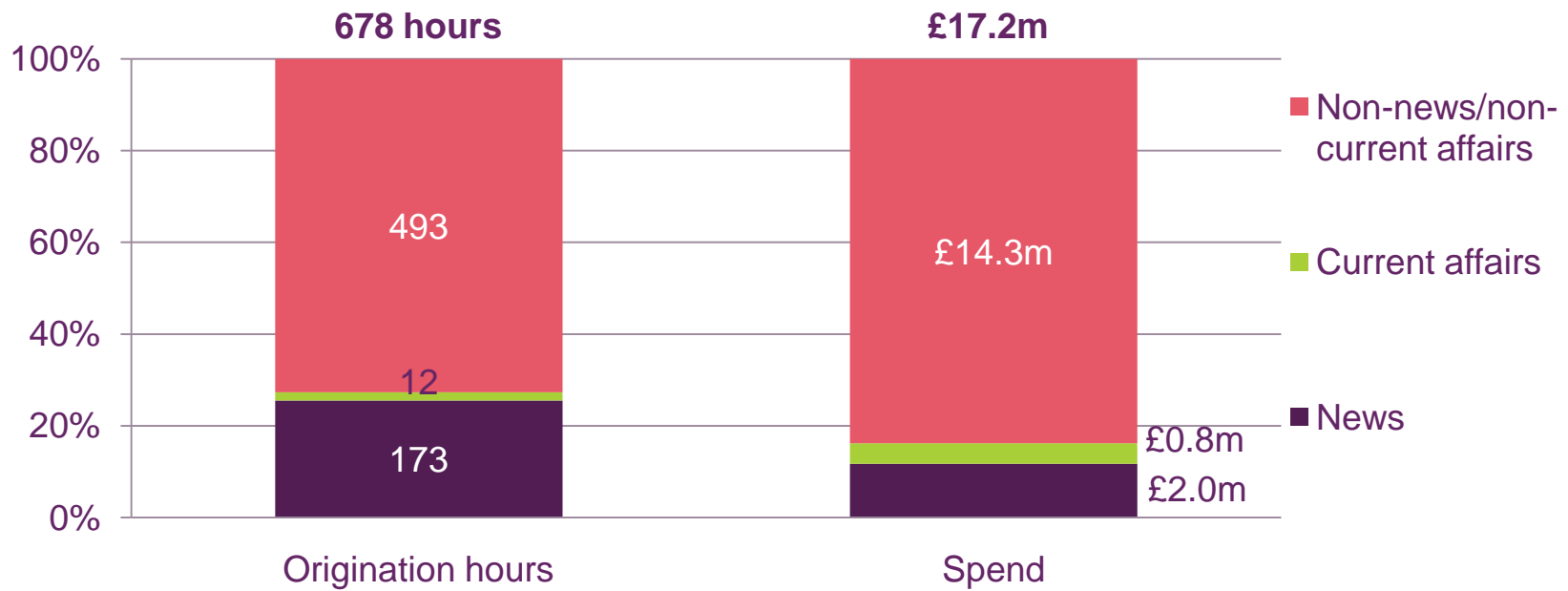
Regionalised output cost per hour by nation 2004 - 2009



Source: Broadcasters. All figures expressed in 2009 prices.

Note: The BBC changed the way it calculated its spend figures from 2005 onwards. The figures for 2002 – 2004 are based on cost per hour averages, while those for 2005 - 2008 are actual spend figures. Comparisons over the period 2003-2008 should therefore be exercised with caution. Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC.

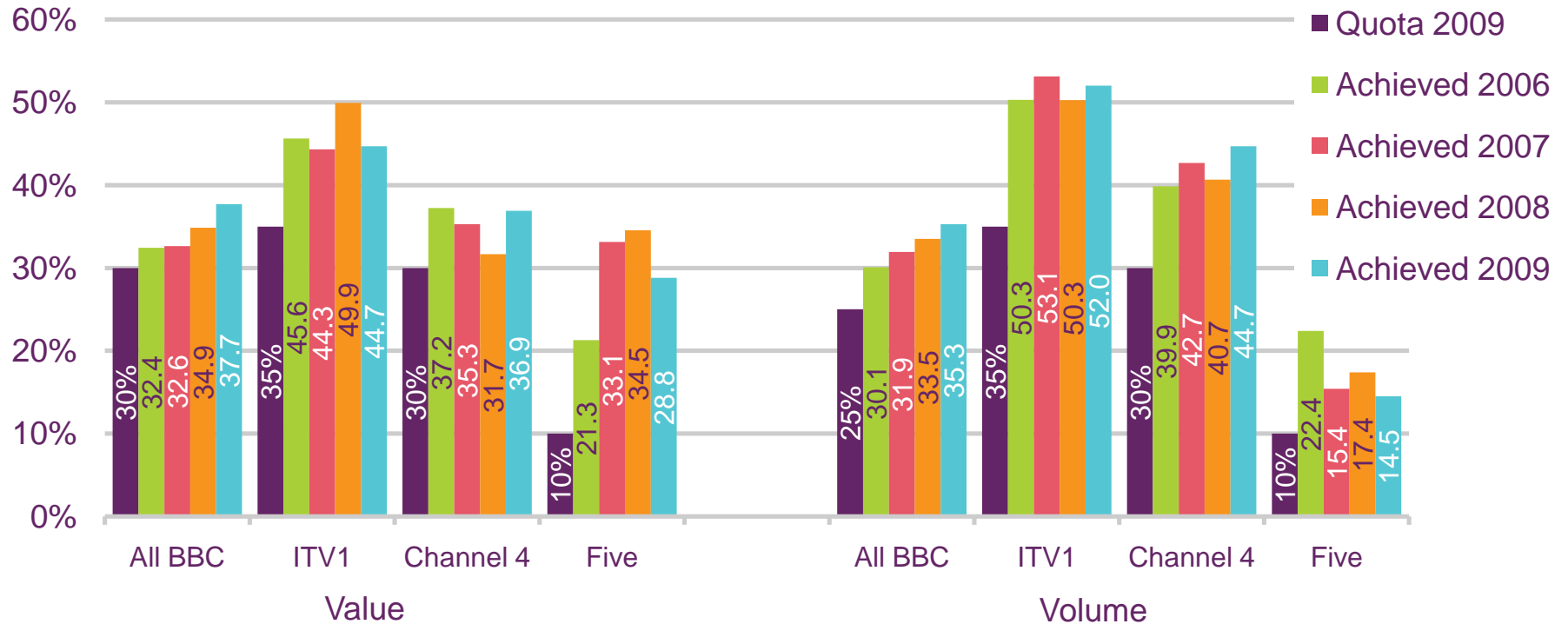
BBC ALBA hours and spend on originations, 2009



Source: BBC ALBA

Performance against the Out-of-London production quotas

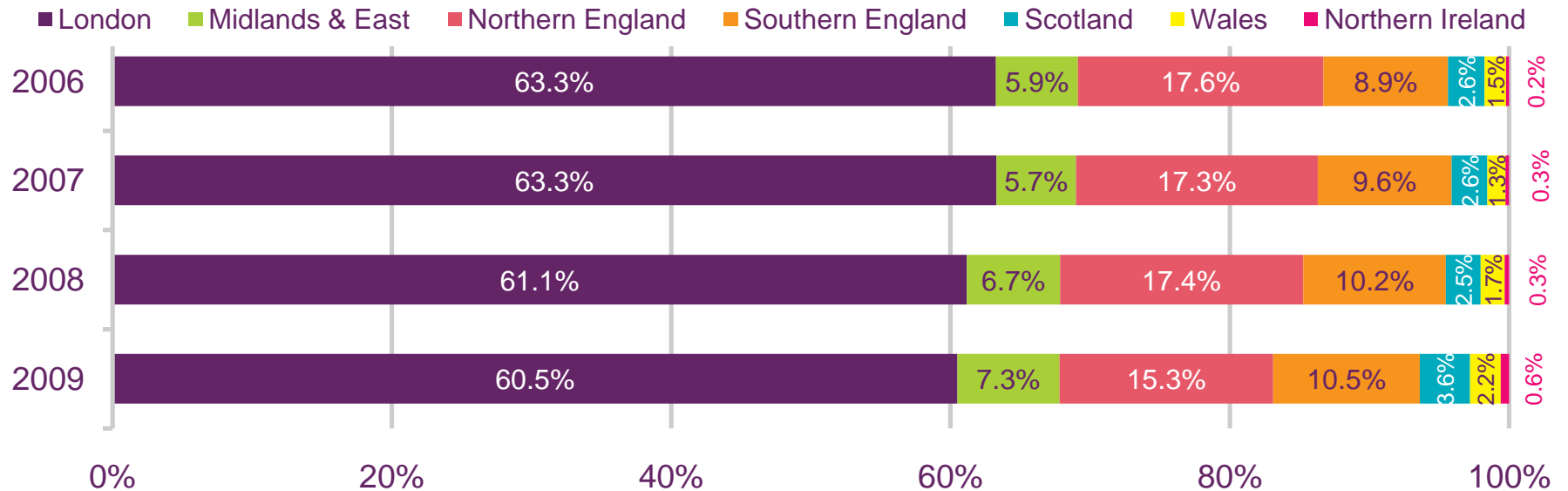
Percentage of network production produced outside London, by value and by volume



Source: Ofcom/broadcasters

Expenditure on out-of-London production

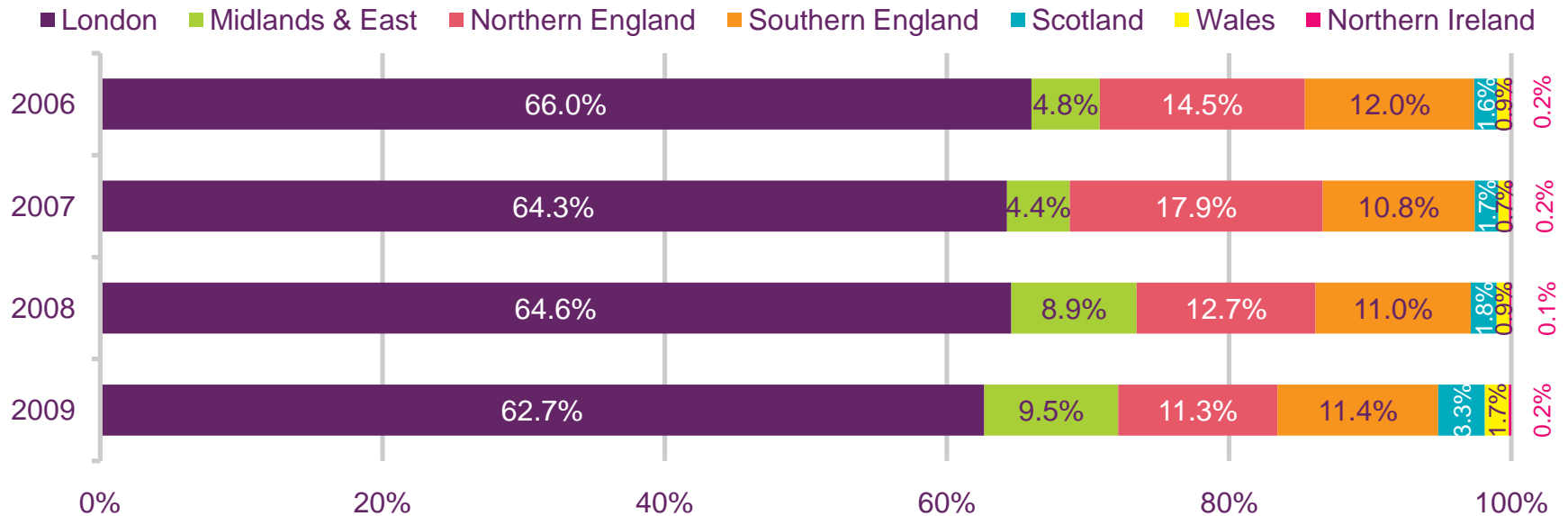
Percentage of production by value



Source: Ofcom/broadcasters

Volume of out-of-London production

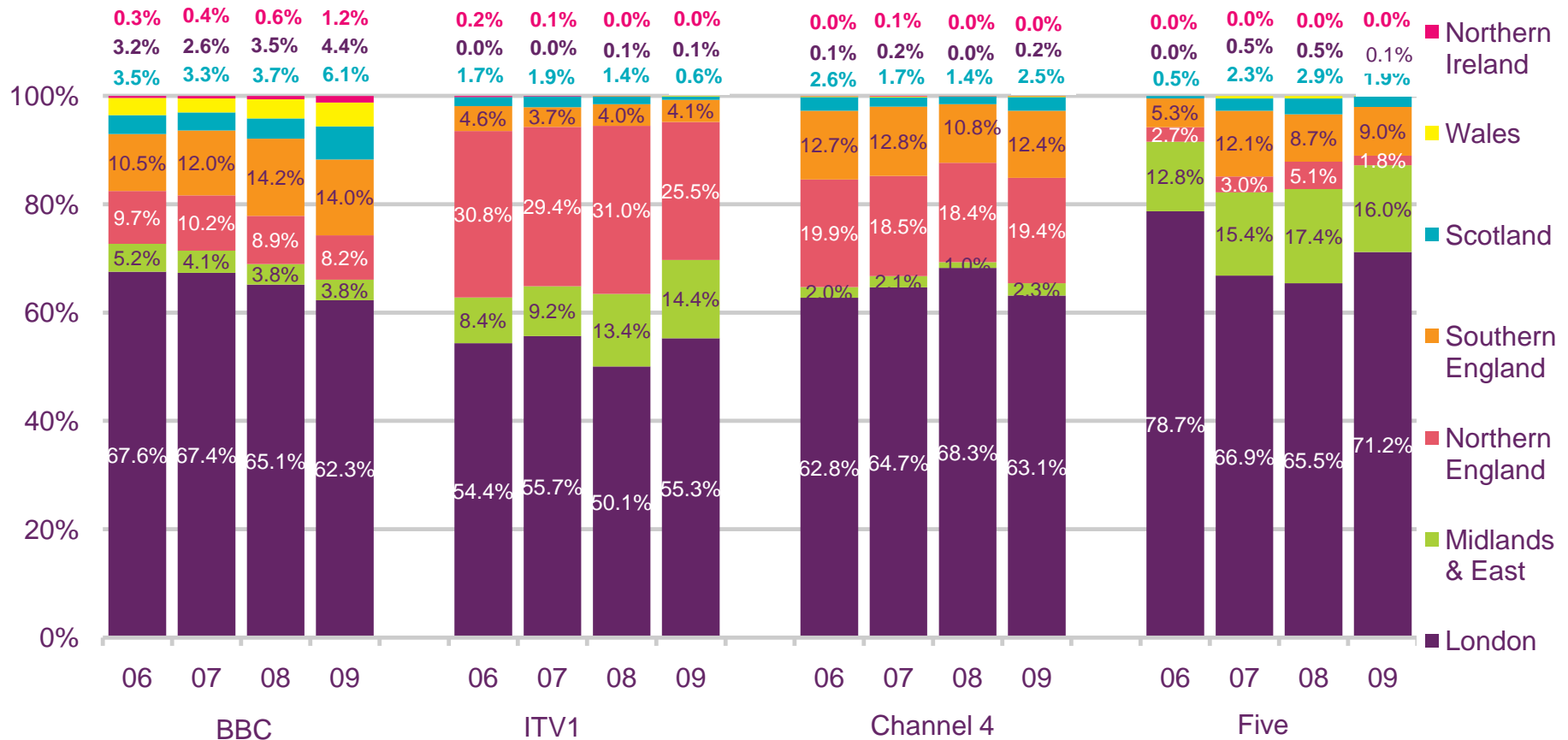
Percentage of production by volume



Source: Ofcom/broadcasters

Breakdown of expenditure on production by broadcaster

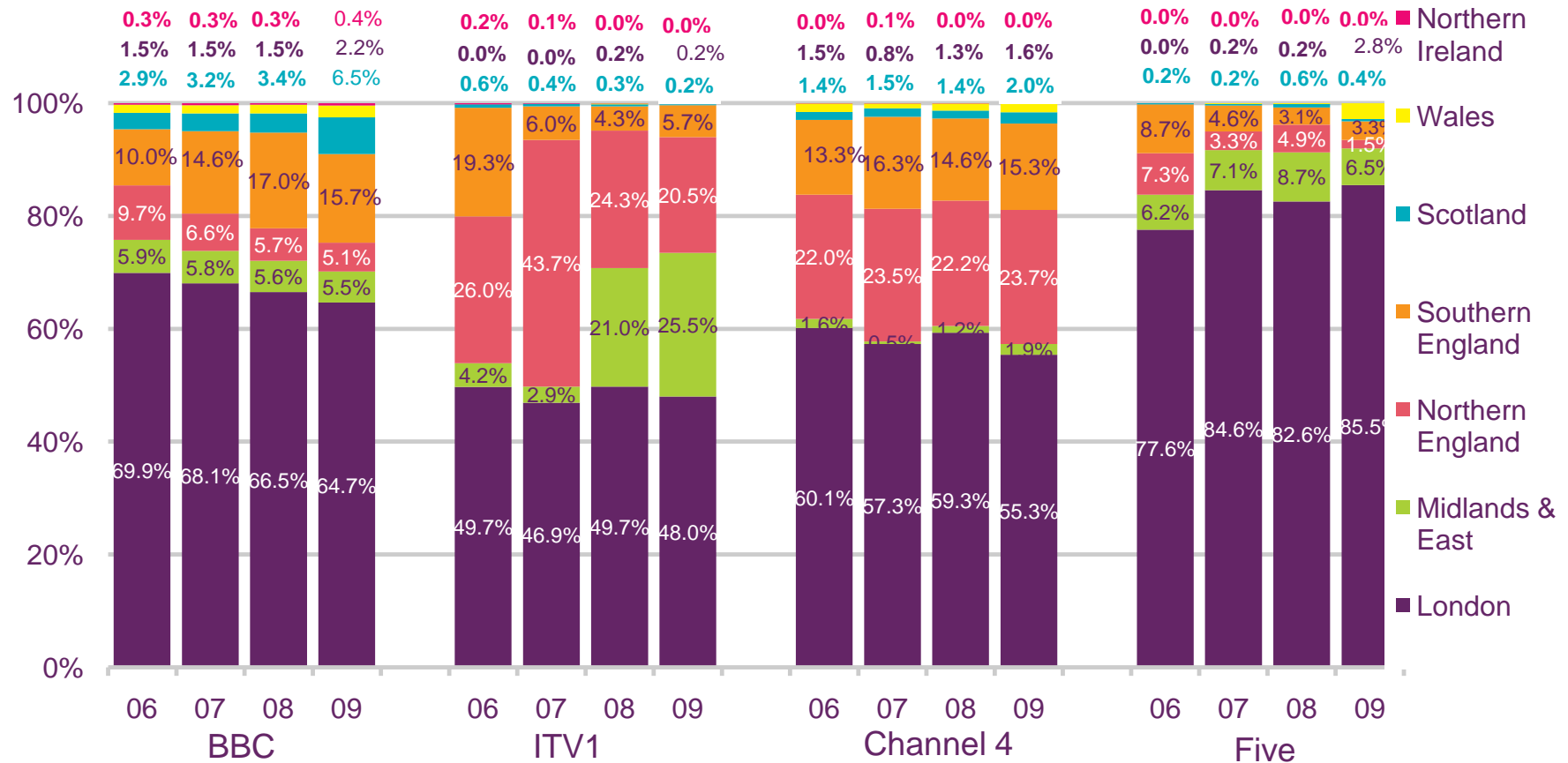
Percentage of production by value



Source: Ofcom/broadcasters

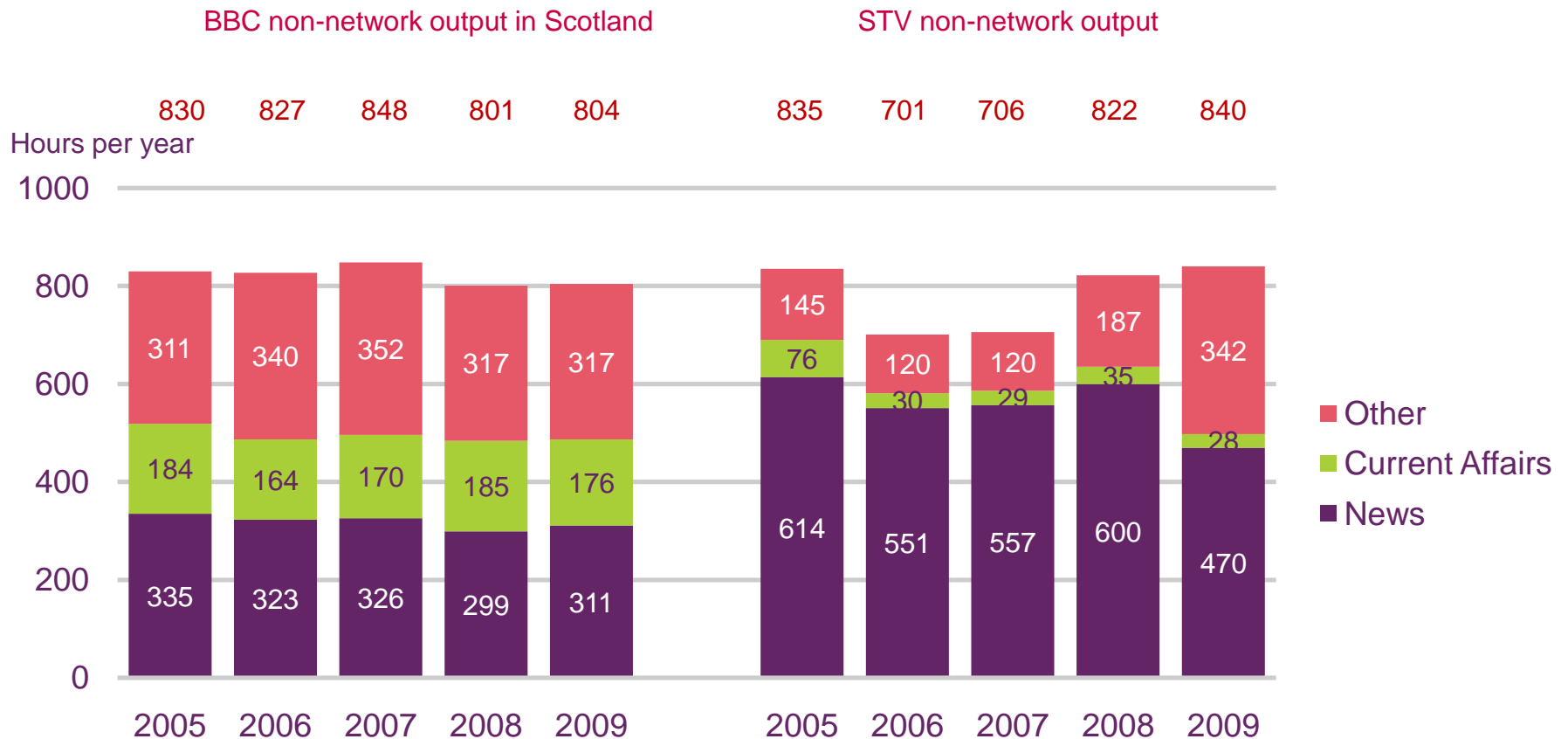
Breakdown of production volume, by broadcaster

Percentage of production by volume



Source: Ofcom/broadcasters

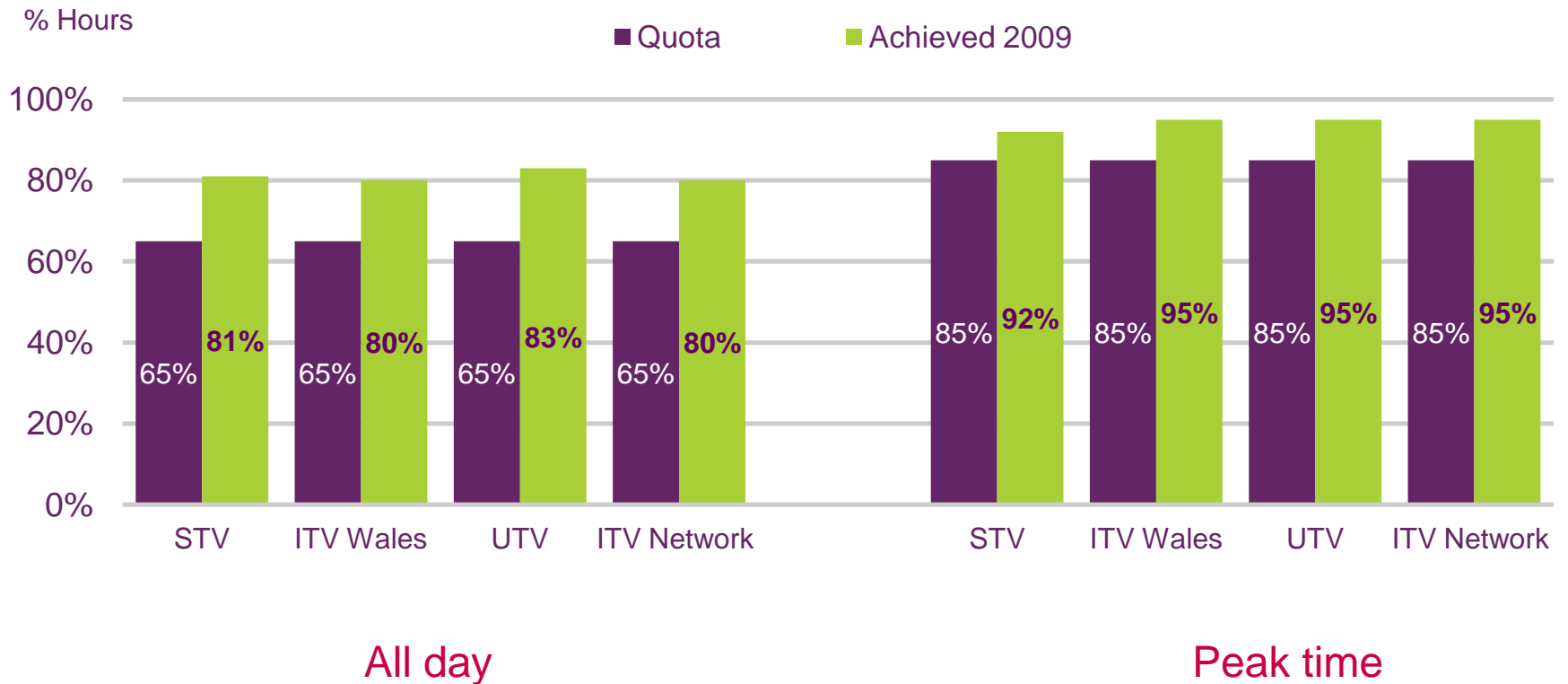
Non-network output in Scotland, 2005-2009



Source: Ofcom/broadcasters

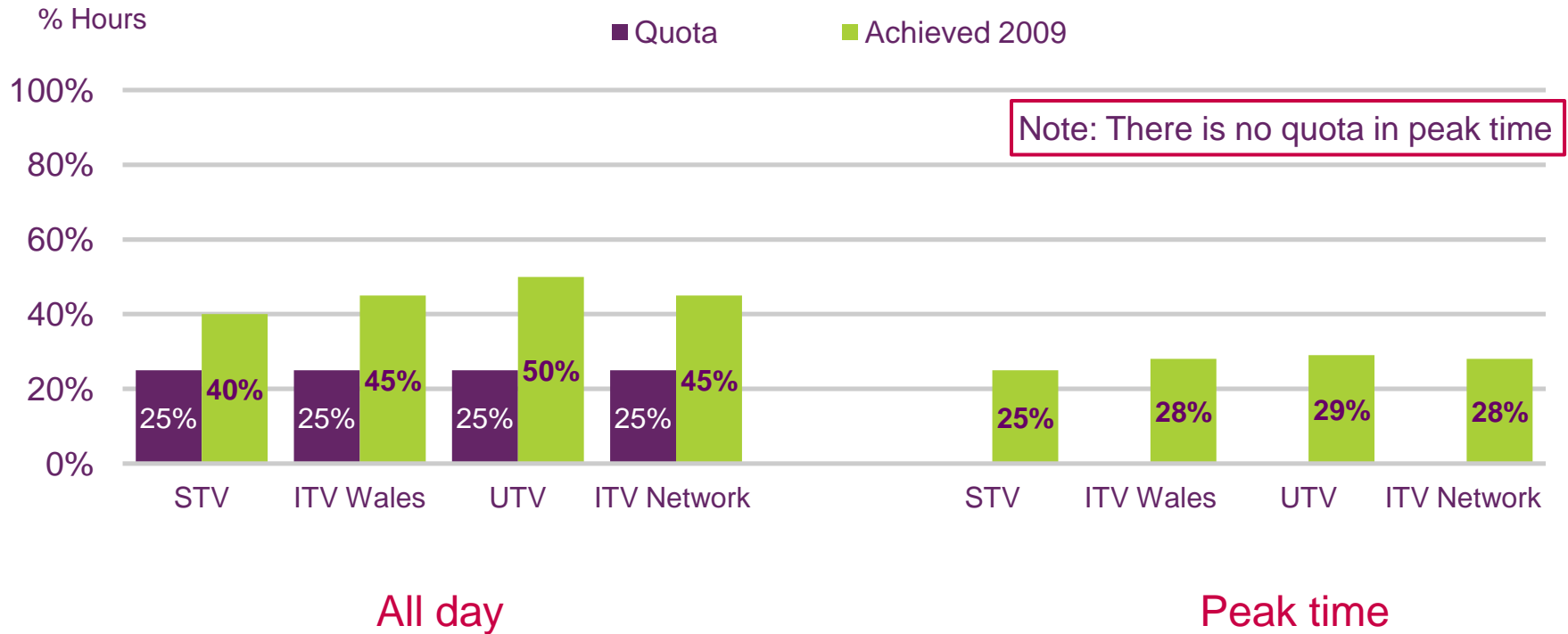
Note: Figures exclude repeats and gaelic programming

ITV Nations' performance against original production quotas



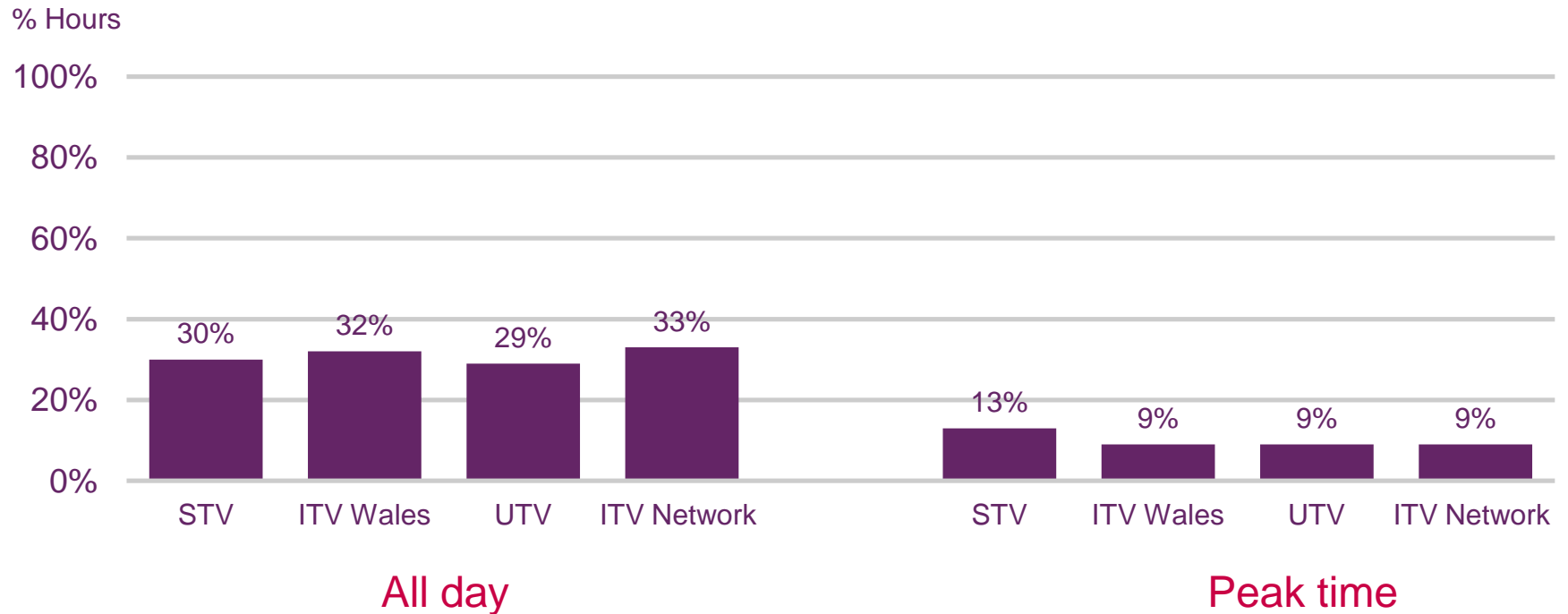
Source: Ofcom/broadcasters

ITV's performance against the independent quota



Source: Ofcom/broadcasters

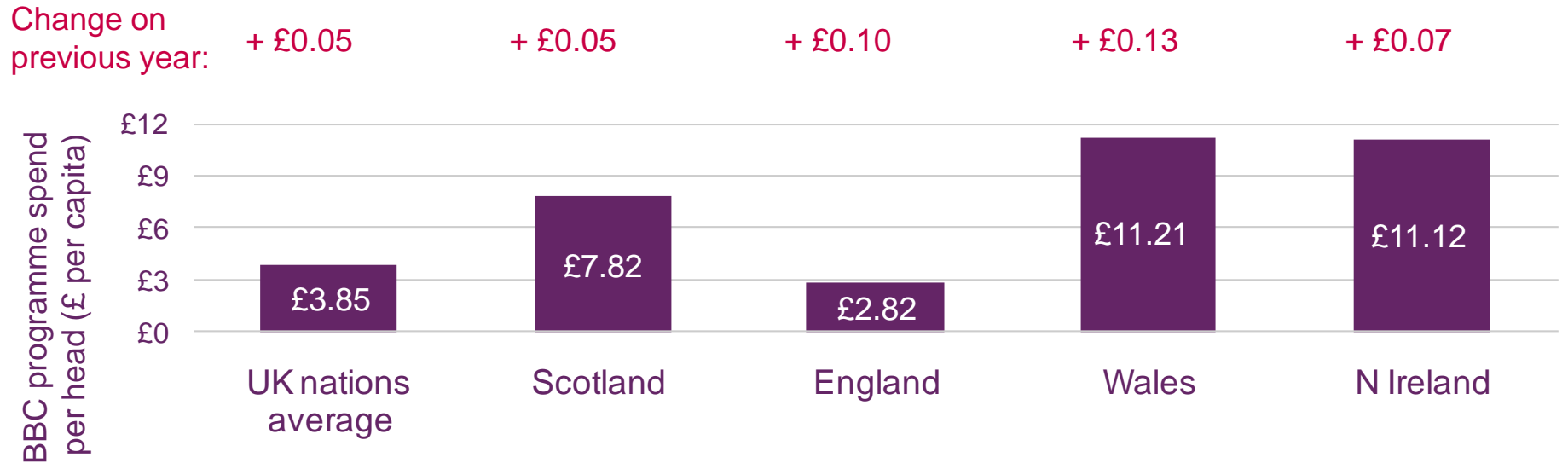
Proportion of repeats broadcast on ITV, 2009



Source: Ofcom/broadcasters

Figure 3.2

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



Source: Ofcom / BBC Annual report 2009/10

Commercial radio revenue per head 2009

Change on previous year:

- £0.90

- £0.64

- £0.94

- £0.63

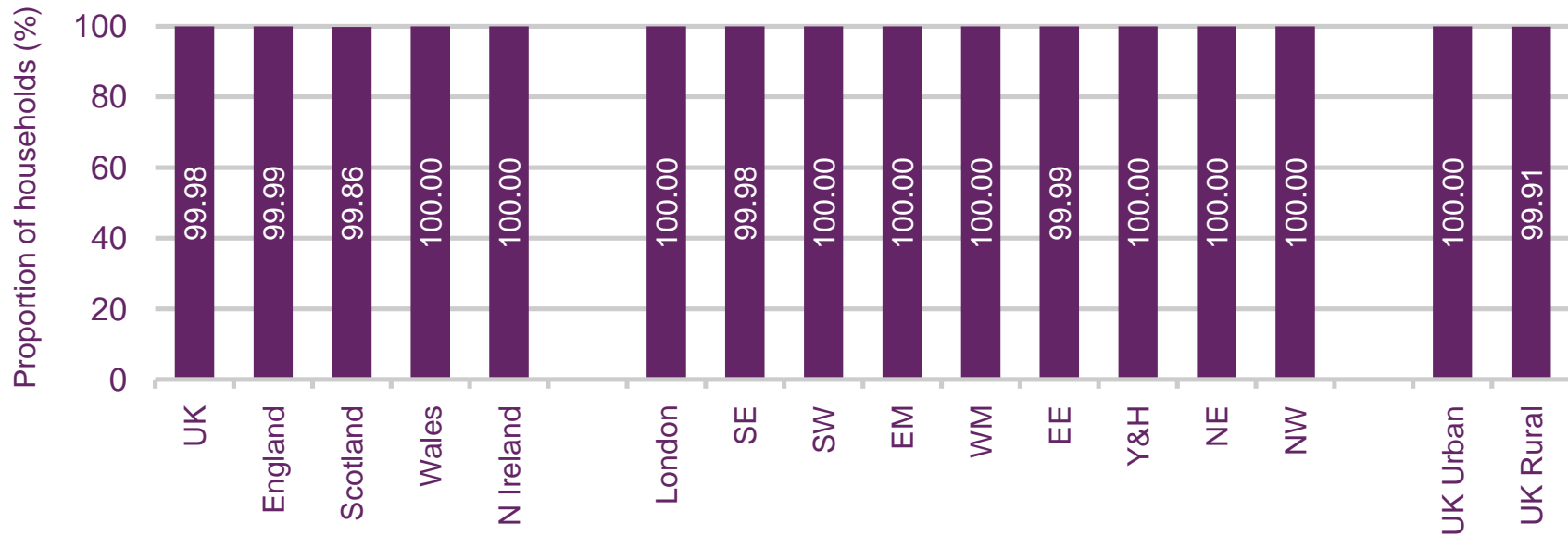
+ £1.01



Source: Ofcom/NBR returns 2009

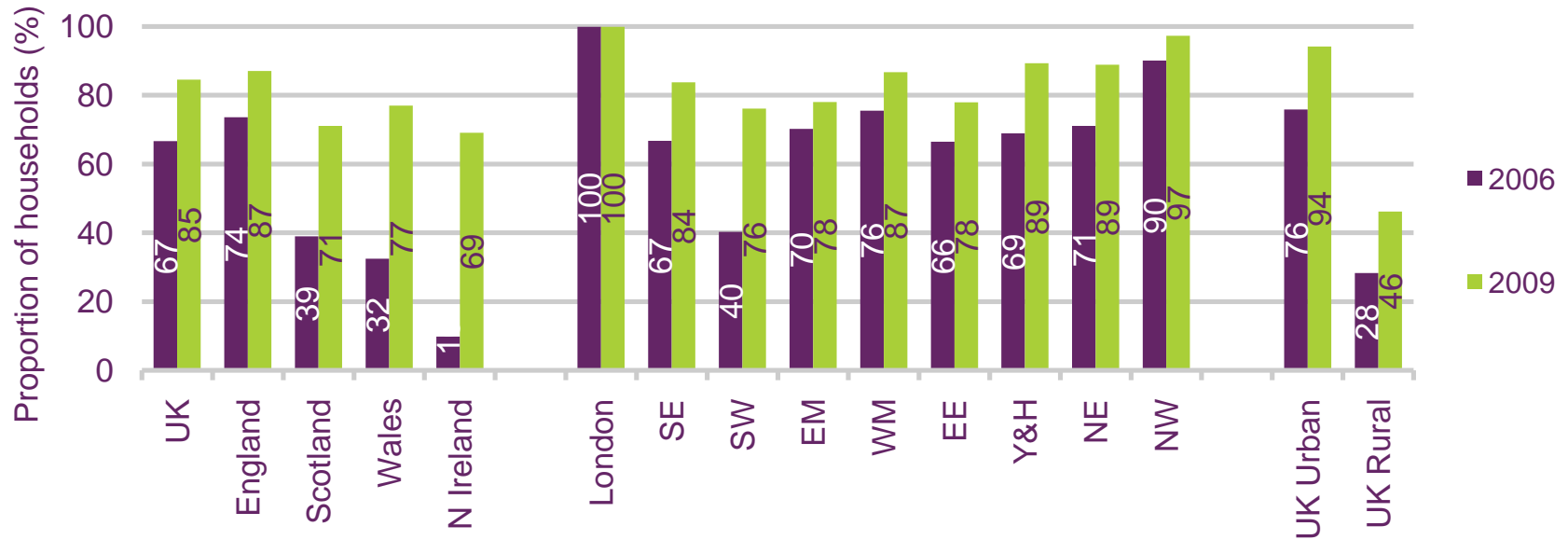
Note: Chart shows net broadcasting revenues as based on returns received by Ofcom for the year 2009. The UK total shows the average for local commercial radio across the four nations and therefore excludes revenues for the UK-wide commercial stations: Classic FM, talkSPORT, and Absolute

Proportion of households connected to a DSL-enabled BT exchange



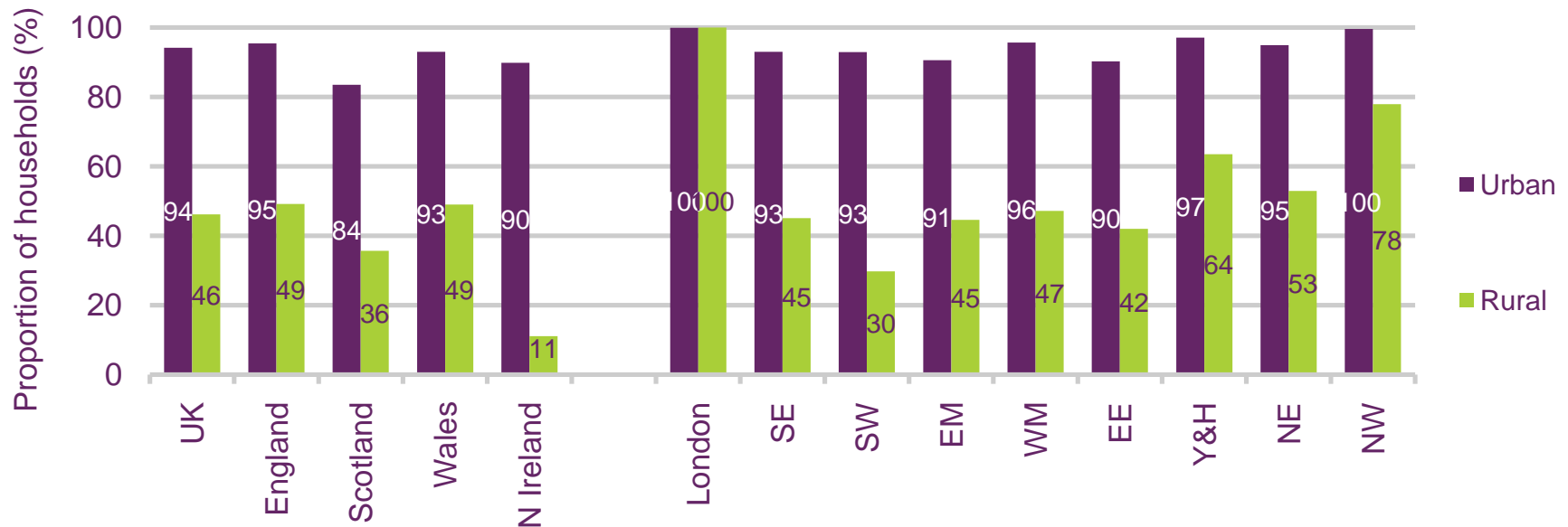
Source: Ofcom / BT, December 2009 data

Proportion of households in connected to an unbundled local exchange



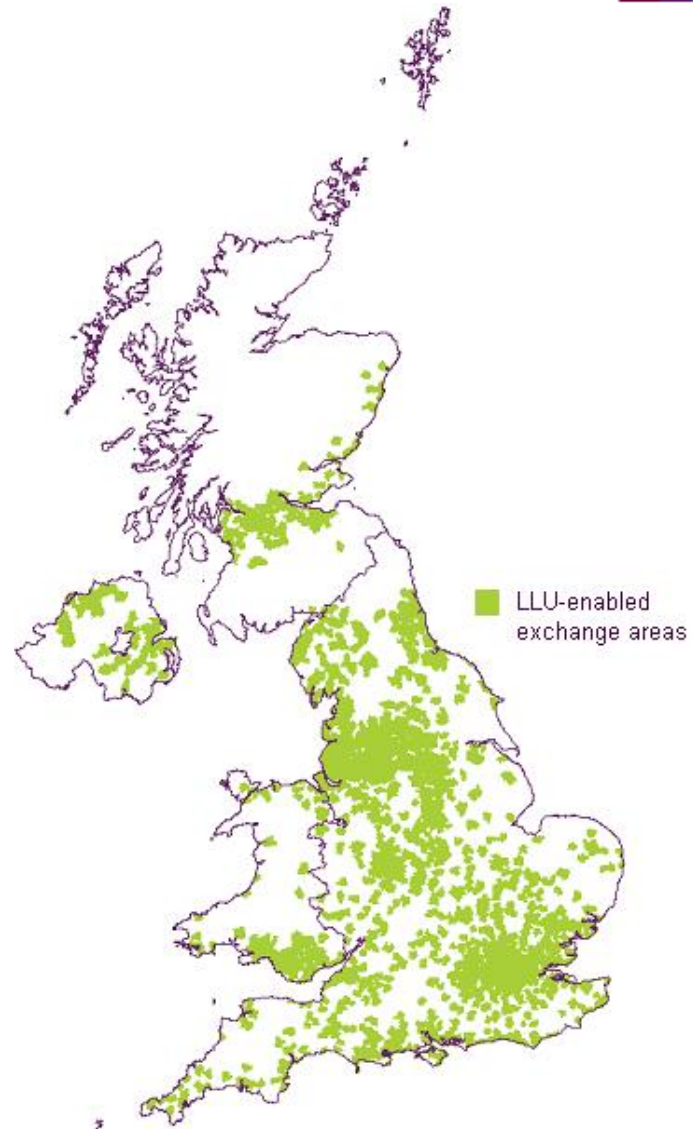
Source: Ofcom / BT, December 2009 data

Proportion of households in urban and rural areas connected to an unbundled exchange



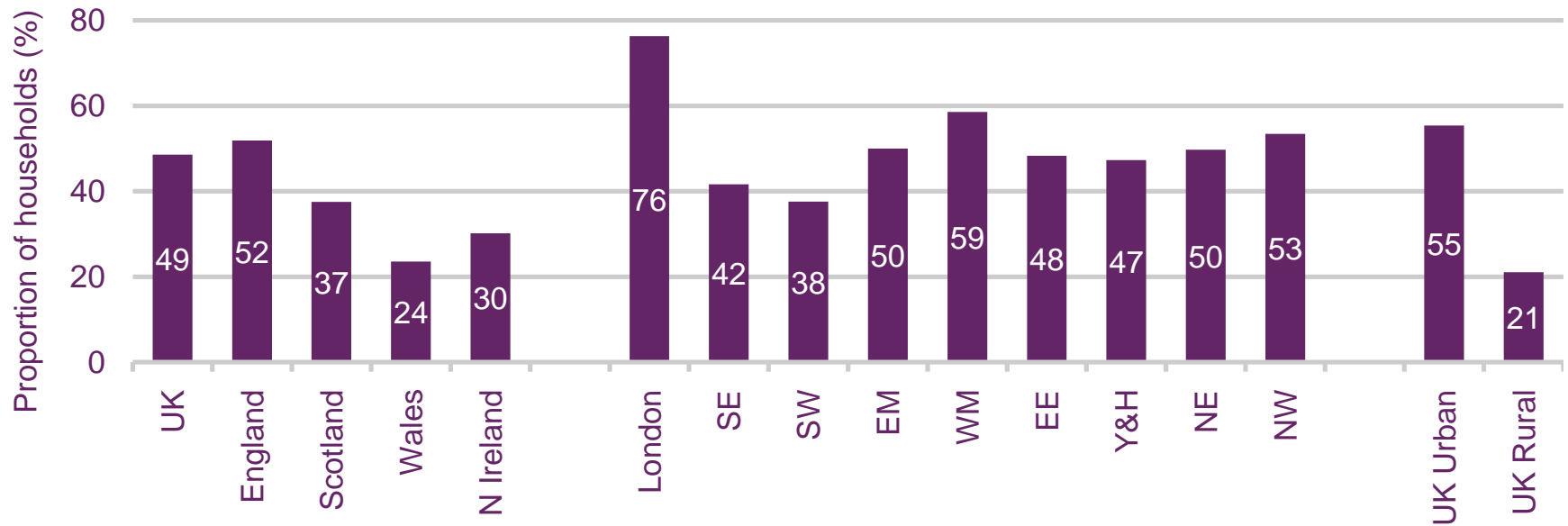
Source: Ofcom / BT, December 2009 data

Map showing areas served by unbundled local exchanges



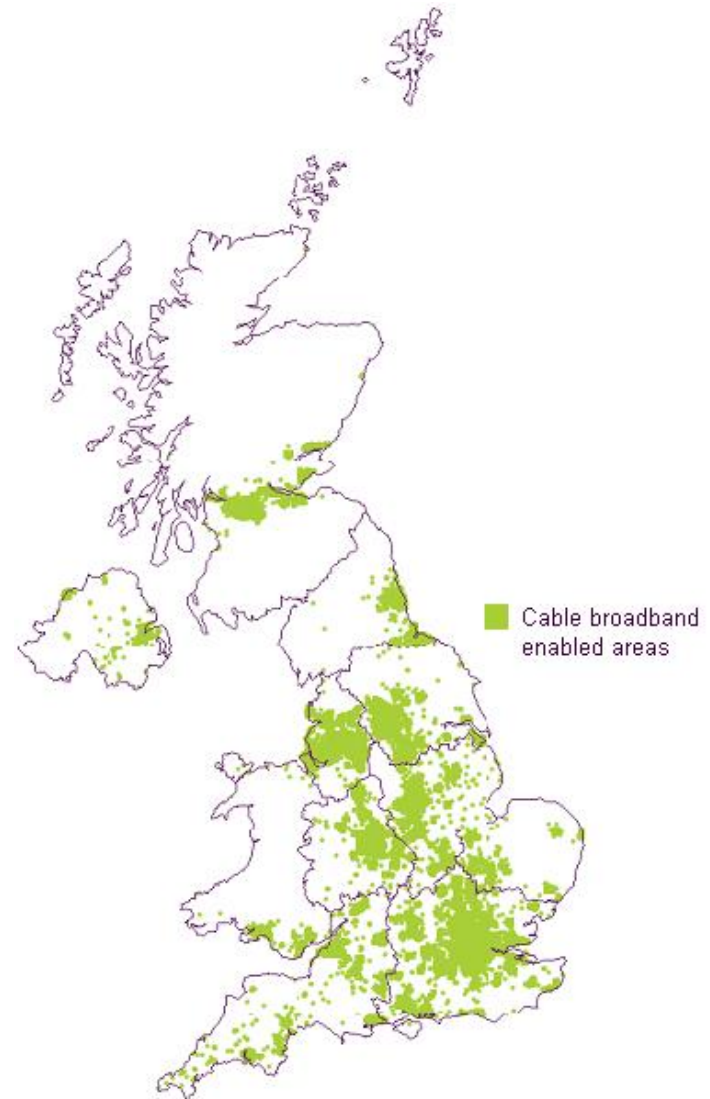
Source: Ofcom/BT, September 2008 data

Proportion of households passed by Virgin Media broadband



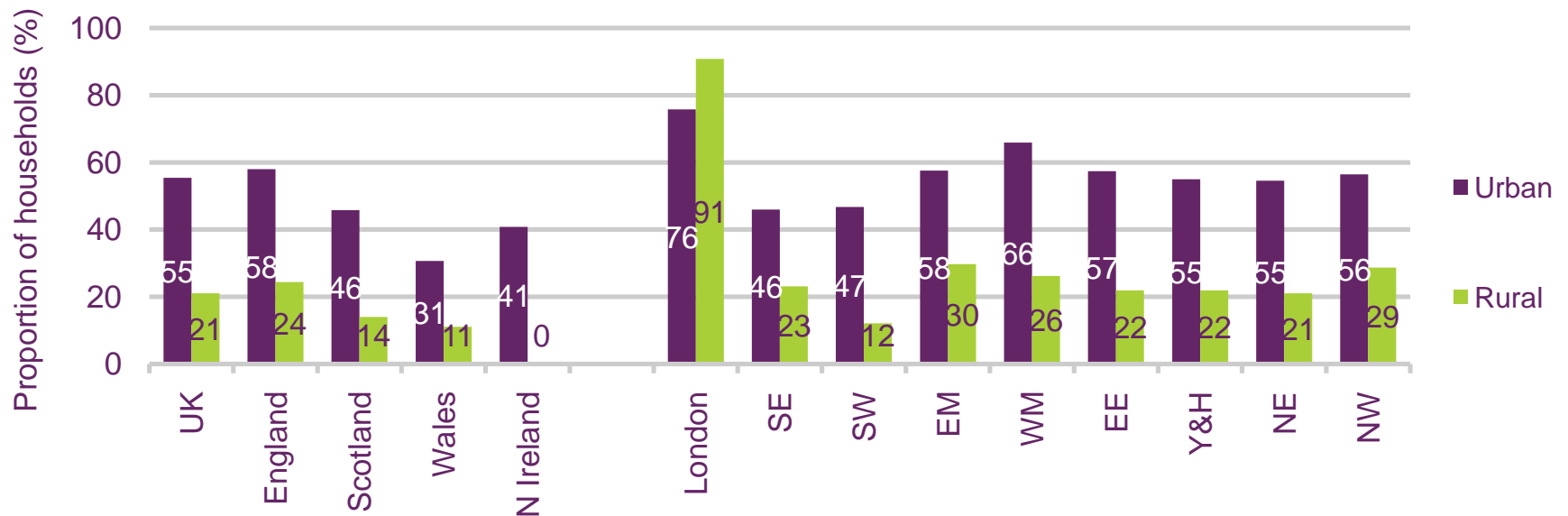
Source: Ofcom / Virgin Media, December 2009 data

Map of the availability of Virgin Media cable broadband



Source: Ofcom/Virgin Media, September 2008 data

Proportion of households in urban and rural areas passed by Virgin Media broadband



Source: Ofcom/Virgin Media, December 2009 data