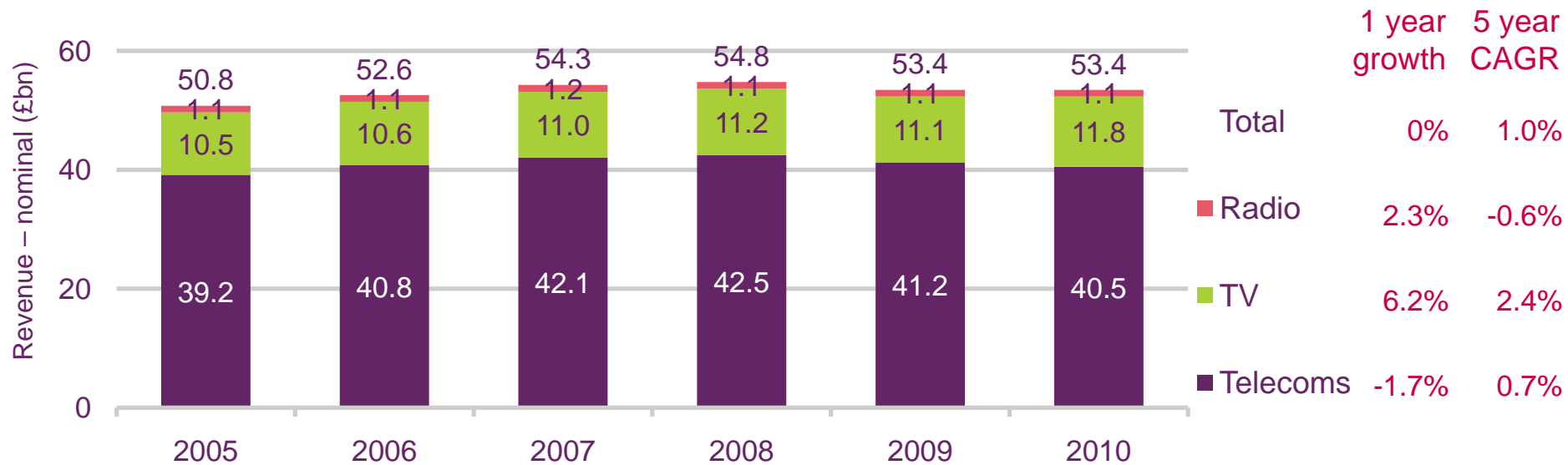


The market in context

UK CMR 2011

Figure 1.1

Communications industry revenue



Source: Ofcom / operators

Note: Includes licence fee allocation for radio and TV

Figure 1.2

Digital communications service availability, 2008 and 2009

Platform	UK 2010	UK 2009	UK change	England	Scotland	Wales	N Ireland
Fixed line	100%	100%	0pp	100%	100%	100%	100%
2G mobile ¹	96%	-	n/a	99%	85%	84%	87%
3G mobile ²	95%	-	n/a	99%	84%	82%	54%
Cable broadband ³	48%	48%	0pp	51%	37%	23%	30%
LLU ⁴	89%	85%	4pp	91%	81%	84%	75%
FTTC ⁵	23%	-	-	23%	8%	14%	81%
Digital satellite TV	98%	98%	0	-	-	-	-
Digital terrestrial TV ⁶	85%	81%	4pp	85%	99%	98%	66%
DAB BBC Network ⁷	92%	-	-	94%	87%	78%	79%
DAB commercial network (Digital One) ⁸	85%	-	-	90%	75%	59%	-

1. Based on Q2 2011. Proportion of population living in postal districts where at least one operator reports at least 90% 2G area coverage. Source from GSM Association / Europa Technologies

2. Based on Q2 2011. Proportion of population living in postal districts where at least one operator reports at least 90% 3G area coverage. Source from GSM Association / Europa Technologies. Data are not comparable with previous report due to changes made by the mobile operators in the methodology used to calculate coverage

3. Proportion of homes passed by Virgin Media's cable broadband network, June 2010;

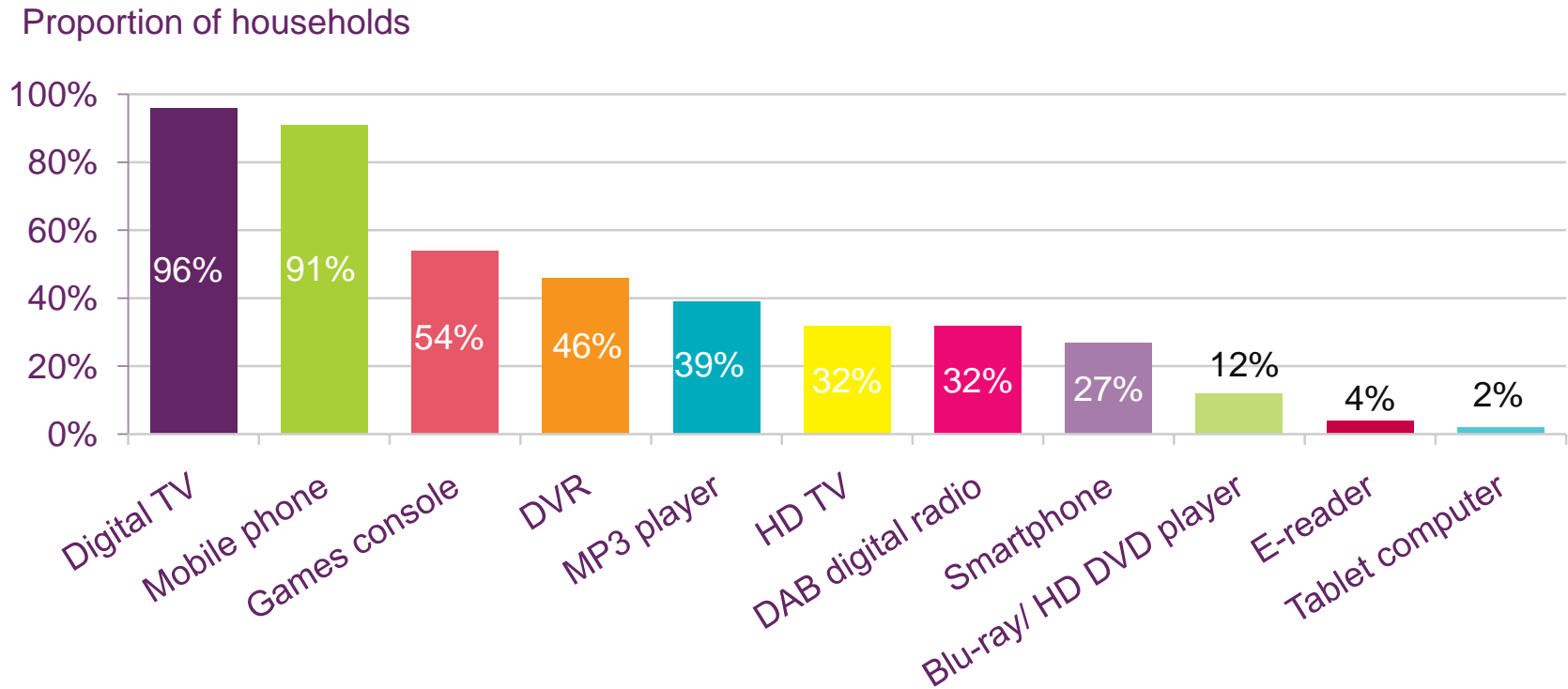
4. Proportion of homes connected to an LLU-enabled BT local exchange, December 2010;

Figure 1.3

See Figure 4.14 – same chart

Figure 1.4

Digital radio listening by age group, (monthly)



Source: Ofcom research, Q1 2011

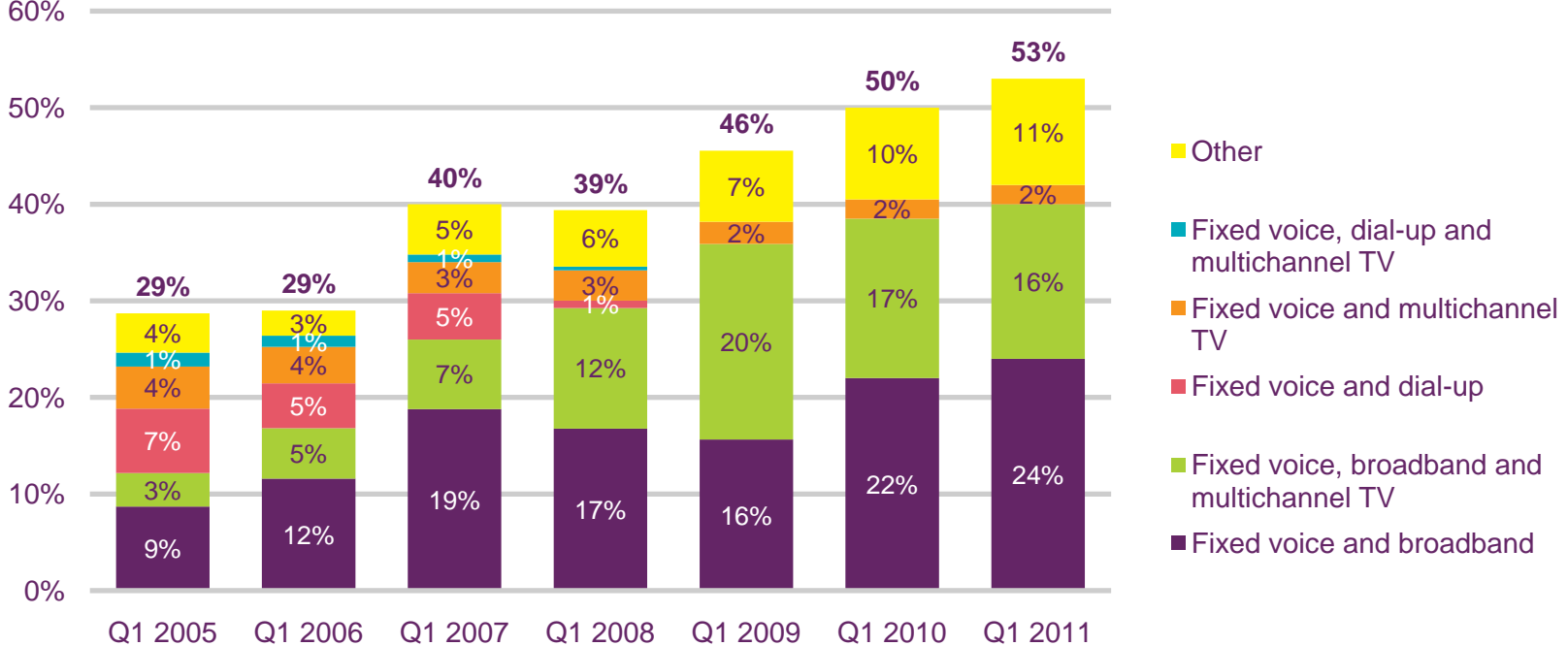
Base: All who listen to the radio (n=2811)

Q: Use digital radio at least monthly

Figure 1.5

Take-up of bundled services over time

Proportion of households
60%

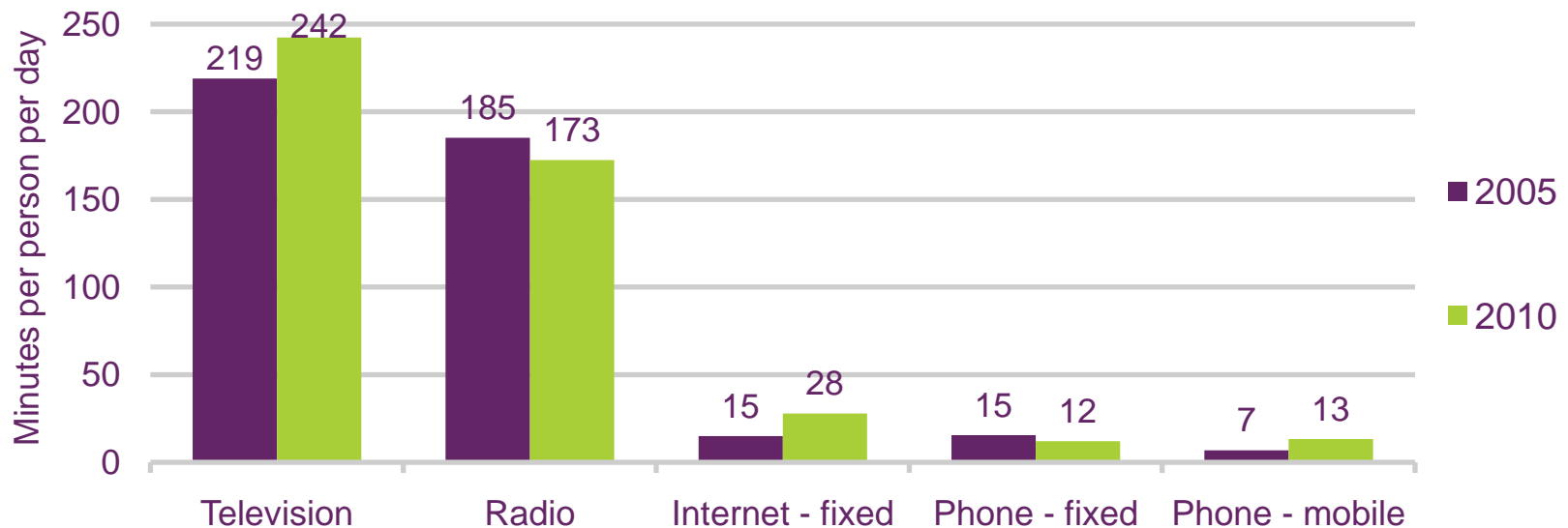


QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier?

Source: Ofcom technology tracker

Figure 1.6

Average time per day spent using communications services

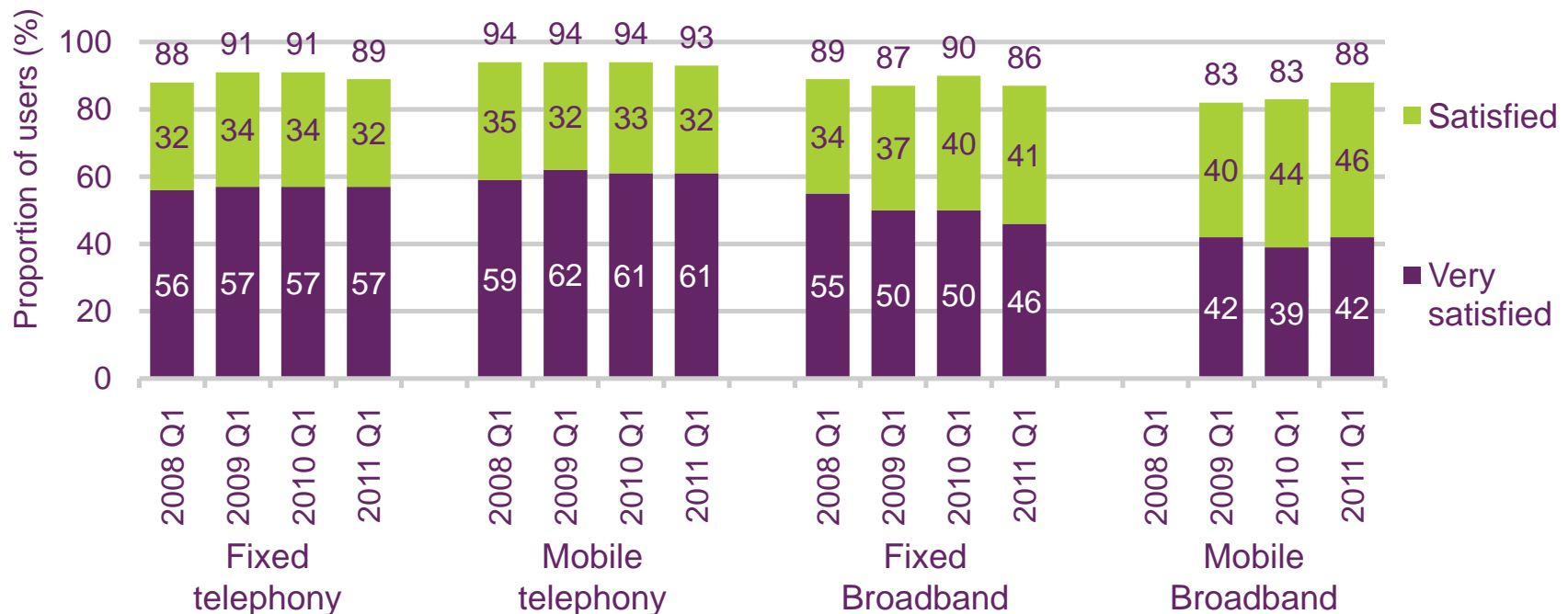


Source: Ofcom / BARB / RAJAR / Nielsen Netratings (home use only)

Note: Daily figures were calculated from monthly data on the assumption that there are 30.4 days in the average month; the exception was for internet consumption where the quoted figures relate to May 2004 and May 2009, and 31 days were used; the internet consumption figures include the use of online applications such as streaming media and only include use at home; mobile telephony figures are estimated assuming that the average time taken to send and receive a text message is 35 seconds.

Figure 1.7

Overall satisfaction with communication services



Source: Ofcom research

Note: Shows the proportion of users with each service, includes only those who expressed an opinion.



Figure 1.8

Which media activity consumers would miss the most



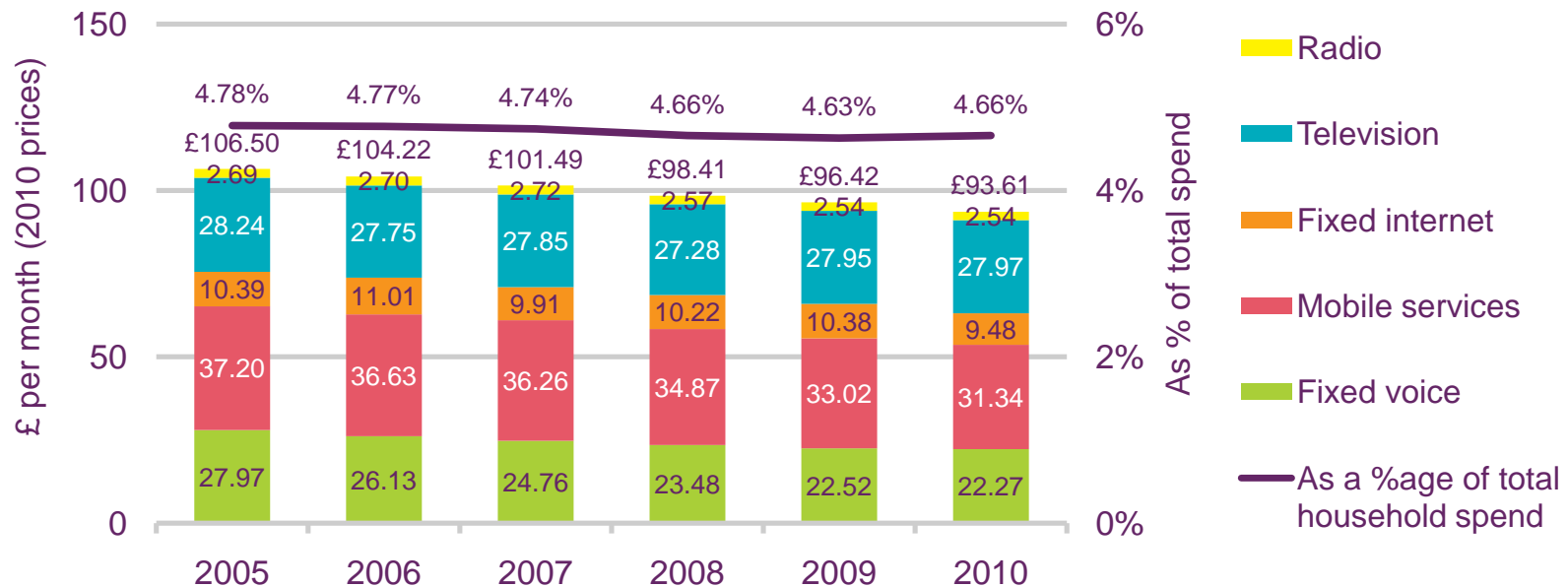
A2 – Which one of these would you miss doing the most?

Base: All adults aged 16+ (3244 in 2005, 2905 in 2007, 1824 in 2009, 2117 in 2010), adults aged 16-24 (530 in 2005, 413 in 2007, 253 in 2009, 295 in 2010), adults aged 55-64 (412 in 2005, 344 in 2007, 276 in 2009, 336 in 2010) Circles show statistically significant change between 2009 and 2010.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009 and September to October 2010

Figure 1.9

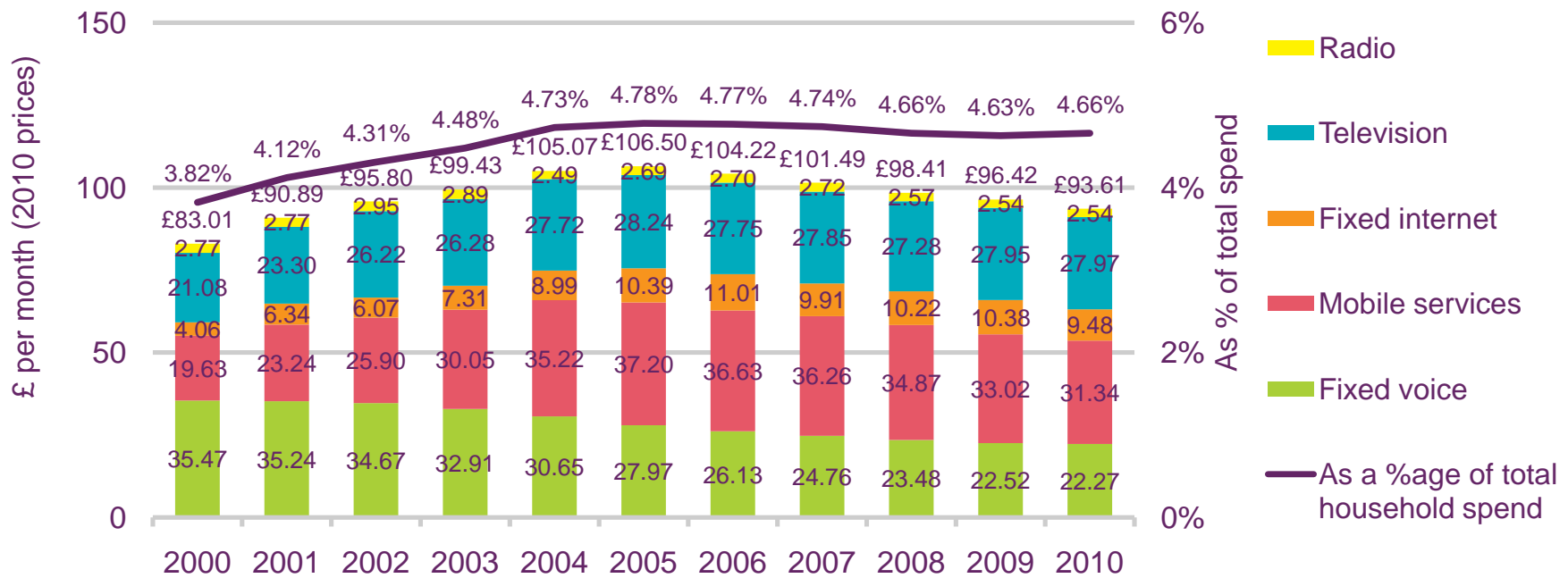
Average household spend on communications services



Source: Ofcom / operators

Figure 1.10

Average monthly household spend on communications services, 2010 prices



Source: ONS

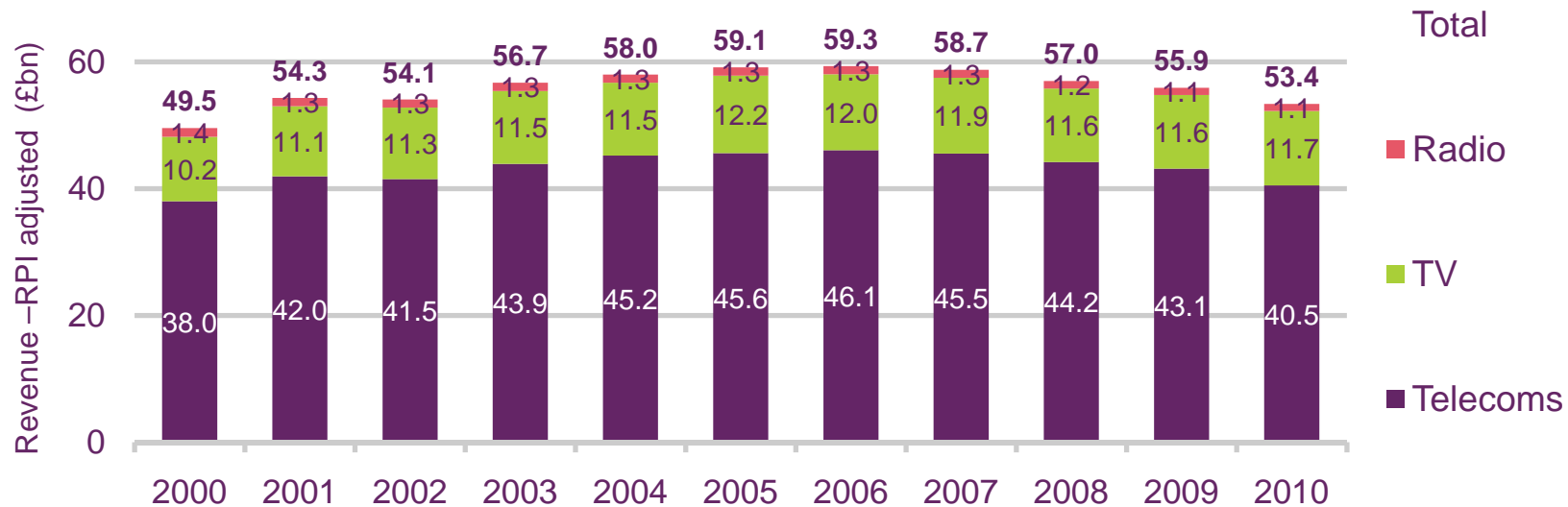
Notes: Radio data prior to 2004 was compiled using a different methodology and is not directly comparable to subsequent figures

TV includes PPV from 2004 onwards

2010 % of average household spend uses an estimate of household spend based on data for the previous four years

Industry revenues ended the decade at £53.4bn

Communications industry annual revenue, real terms



Note: Includes licence fee allocation for radio and TV

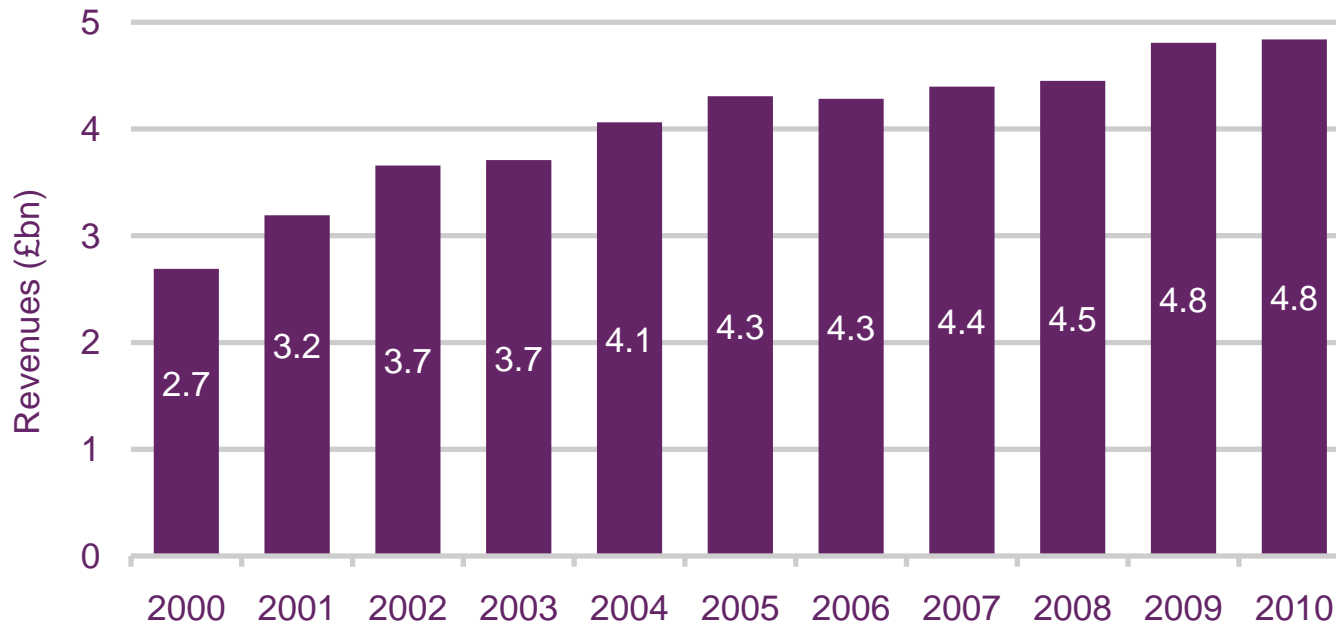
Figure 1.12

Real terms broadcasting advertising spend



Source: Ofcom calculations based on AA/Warc Expenditure Report. Note: excludes sponsorship/branded content. Figures are in 2010 prices based on the Retail Prices Index (RPI).

Figure 1.13
UK total pay-TV subscriber revenue

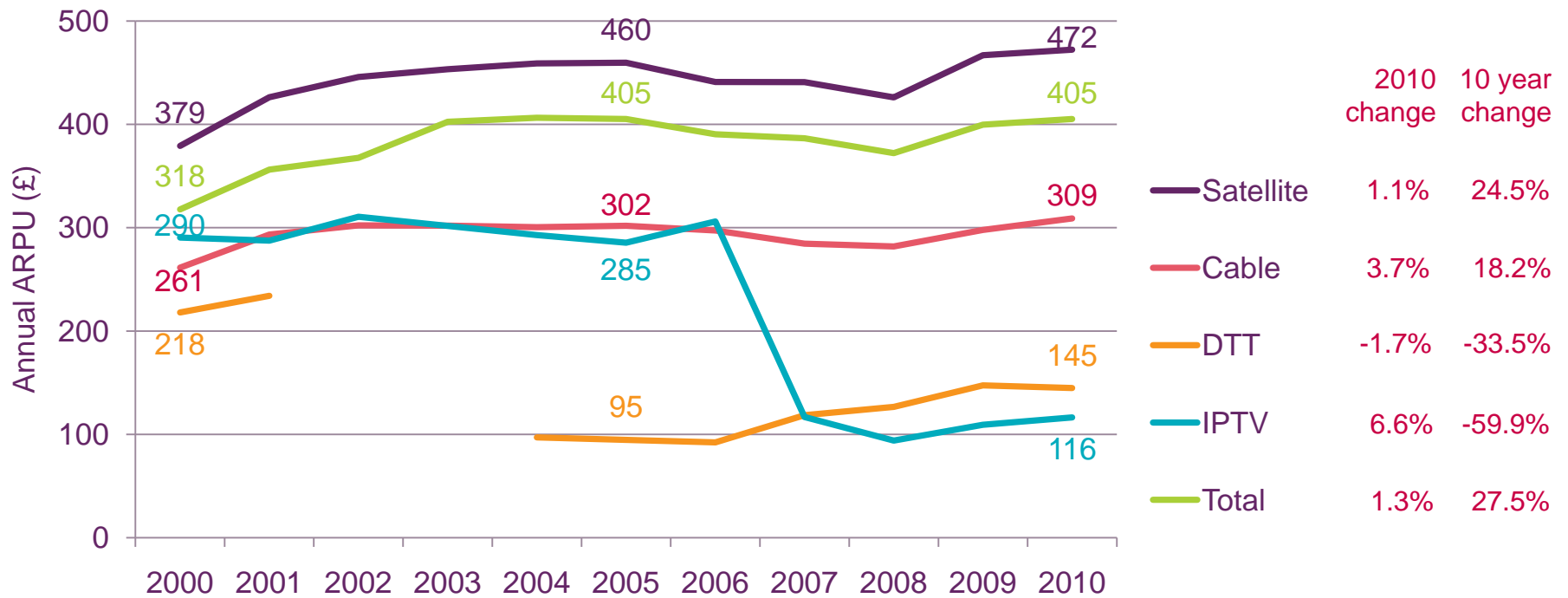


Source: Ofcom/ broadcasters

Notes: Figures are adjusted for RPI

Figure 1.14

Real terms pay TV annual revenue per user by platform



Source: Ofcom calculations based on data from Screen Digest. Figures are in 2010 prices based on the Retail Prices Index (RPI).

Figure 1.15

Real terms PSB network spending, CPI Adjusted, 2010 prices



Source: Ofcom/broadcasters. Figures include BBC1, BBC2, BBC3, BBC4, CBBC, CBeebies, BBC News, BBC Parliament, ITV1, GMTV1/Daybreak, Channel 4 and Channel 5. The analysis does not include S4C, BBC Alba or BBC HD. Figures exclude nations/regions programming. Figures are in 2010 prices based on the Consumer Prices Index (CPI).

Figure 1.16

Radio industry revenue and spend, RPI adjusted, 2010 prices



Source: Commercial operators and Ofcom estimates based on BBC Annual Reports 1999/00-2010/11. Figures are in 2010 prices based on the Retail Prices Index (RPI).

Figure 1.17

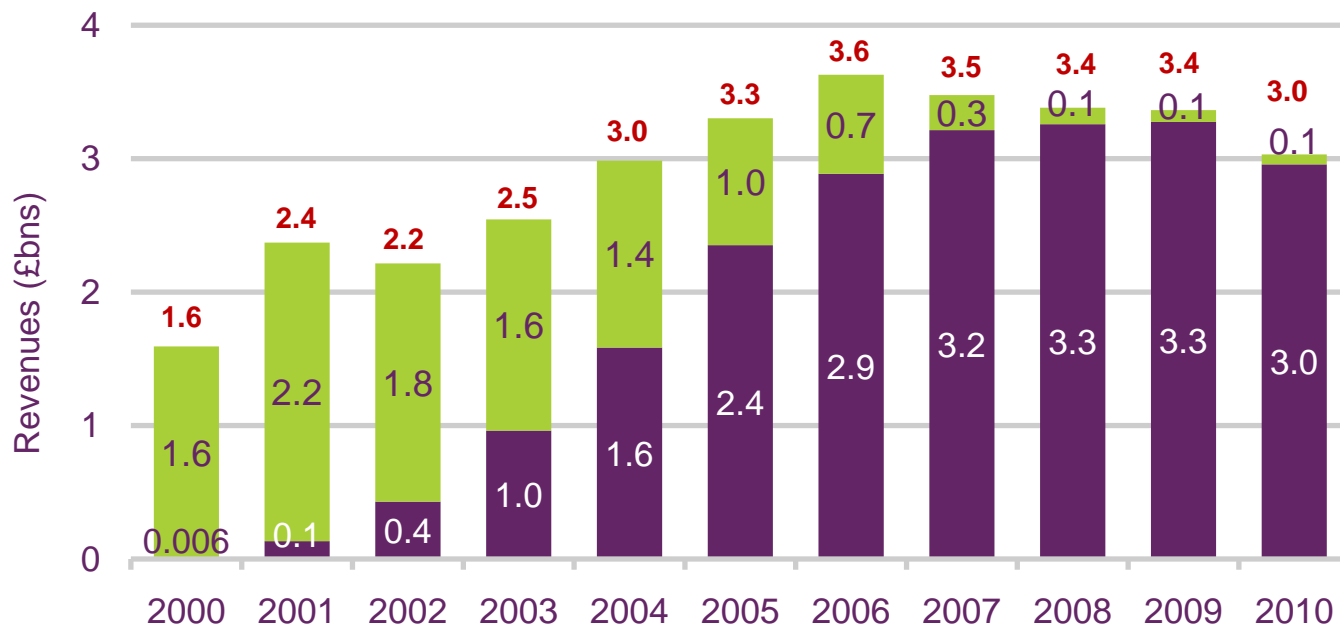
UK fixed and mobile operator-reported UK telecoms industry retail revenue, RPI adjusted, 2010 prices



Source: Ofcom / operators

Figure 1.18

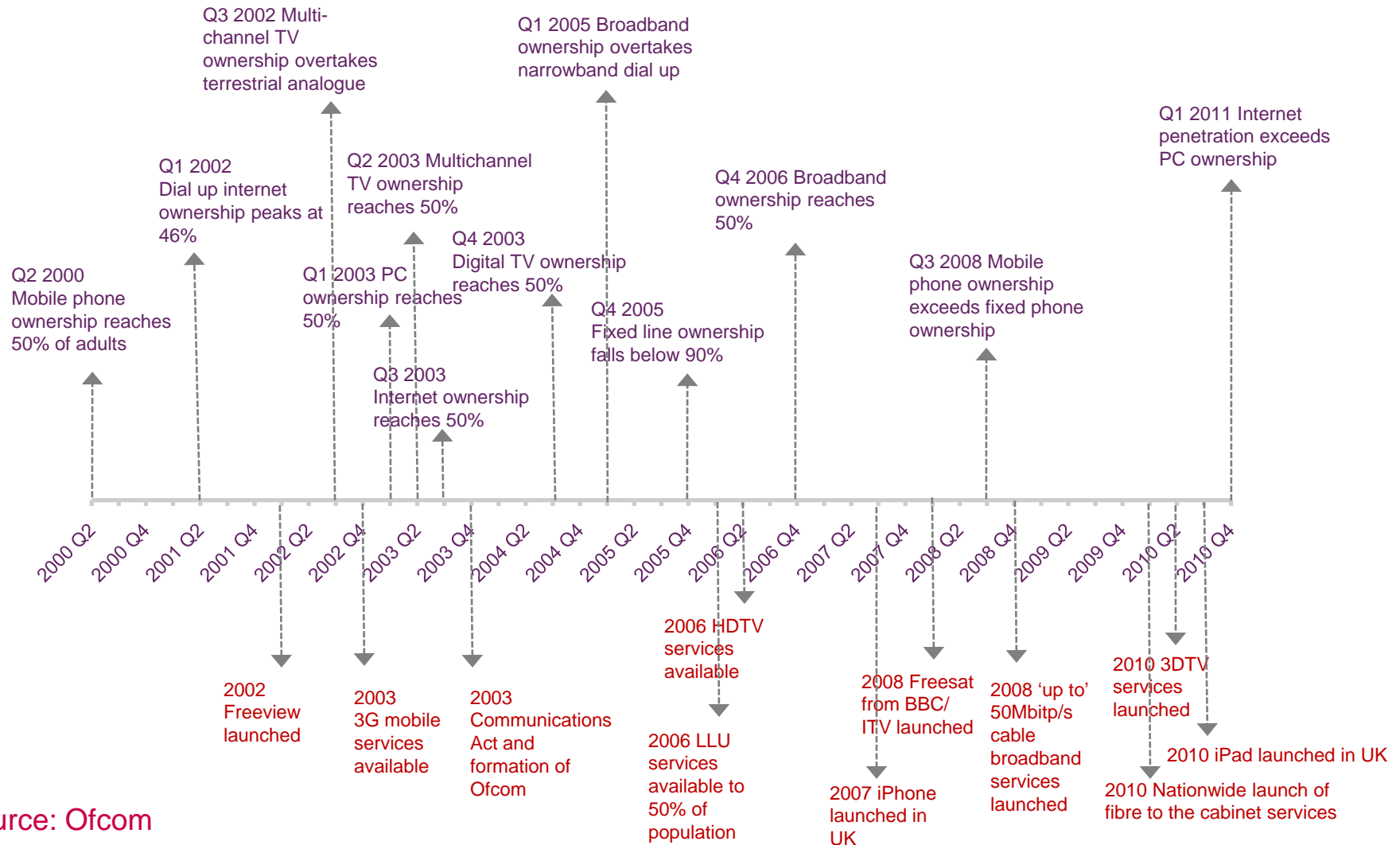
UK fixed broadband and narrowband operator-reported UK telecoms industry retail revenue, RPI adjusted, 2010 prices



Source: Ofcom / operators

Figure 1.19

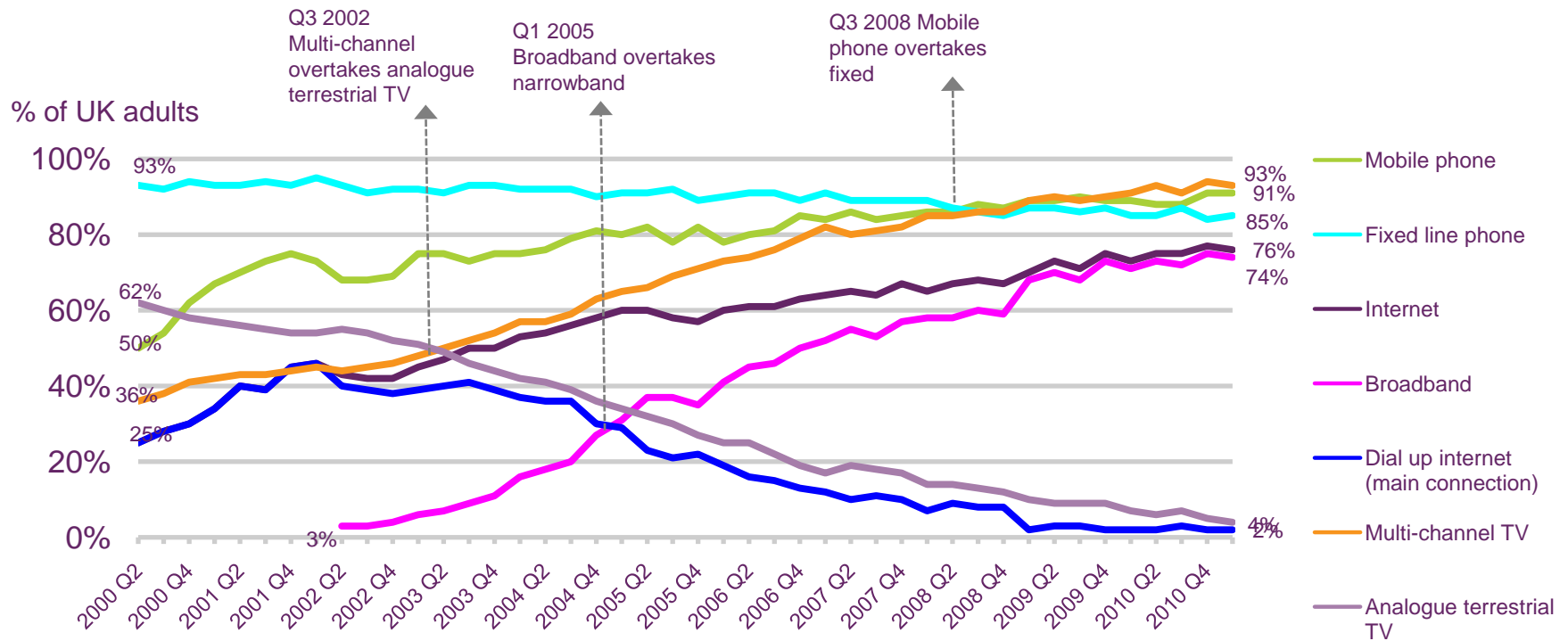
UK communications services milestones, 2000 – 2010



Source: Ofcom

Figure 1.20

Take-up of communications services 2000 – 2011

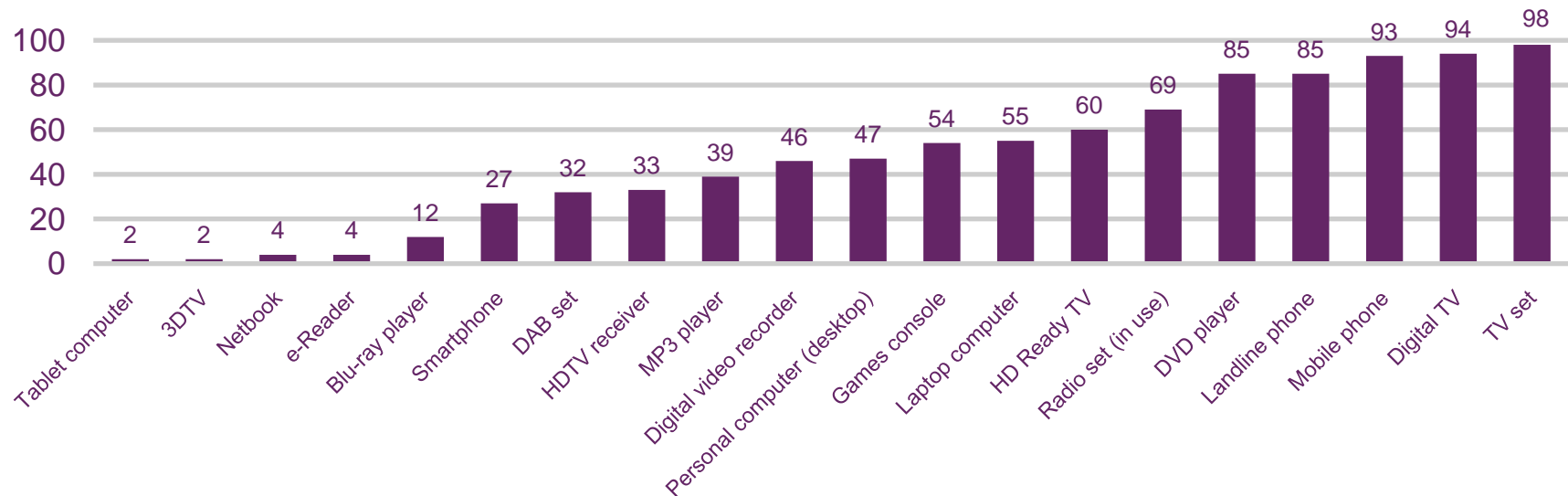


Source: Based on face to face survey data (Ofcom/ Ofcom)

Figure 1.21

Communications service device ownership

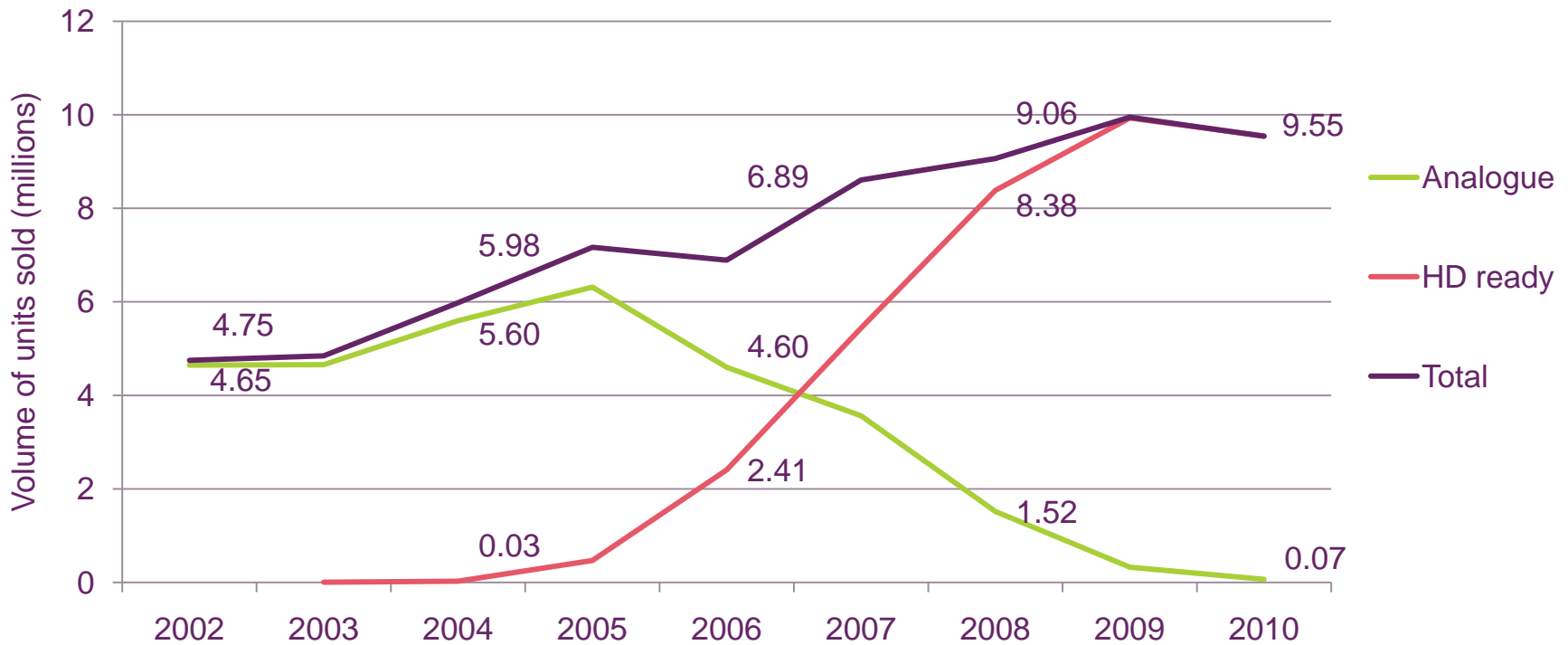
% of households



Source: Ofcom technology tracking survey, Q1 2011
 Base: UK adults aged 16+, n = 3474

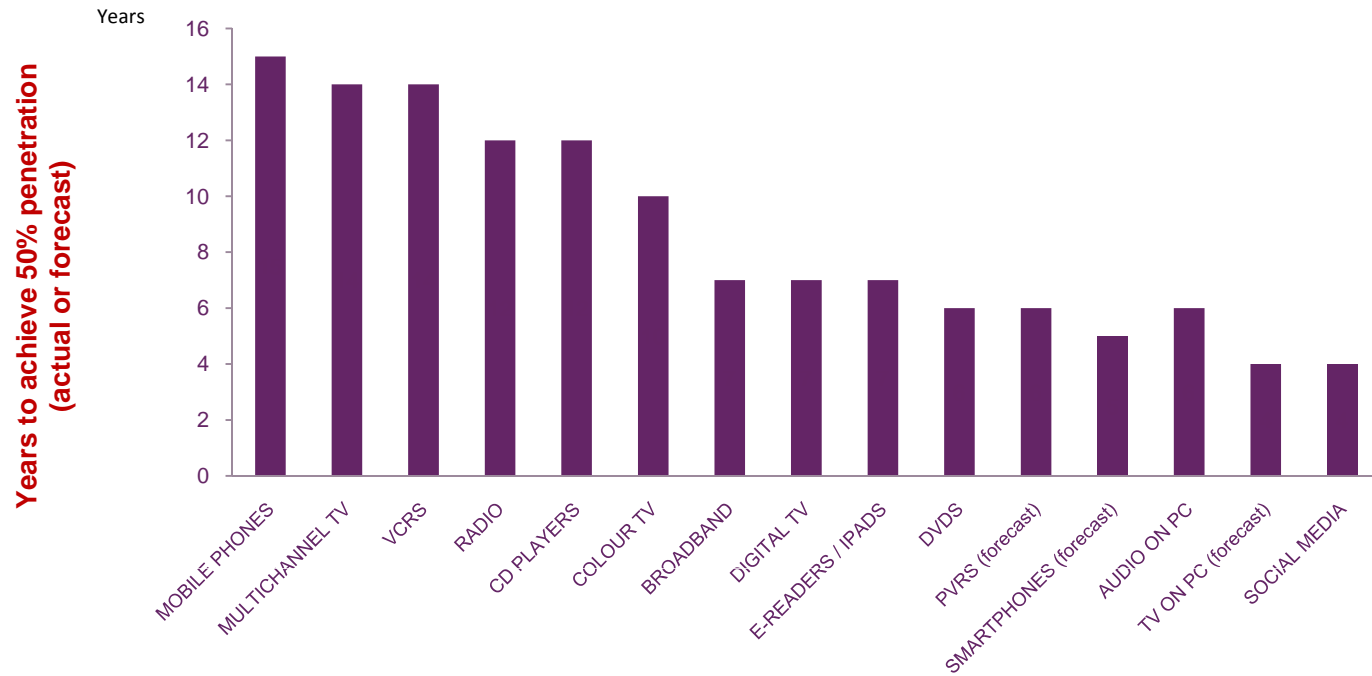
Figure 1.22

Annual television sets sales 2002-2010



Source: GfK sales data

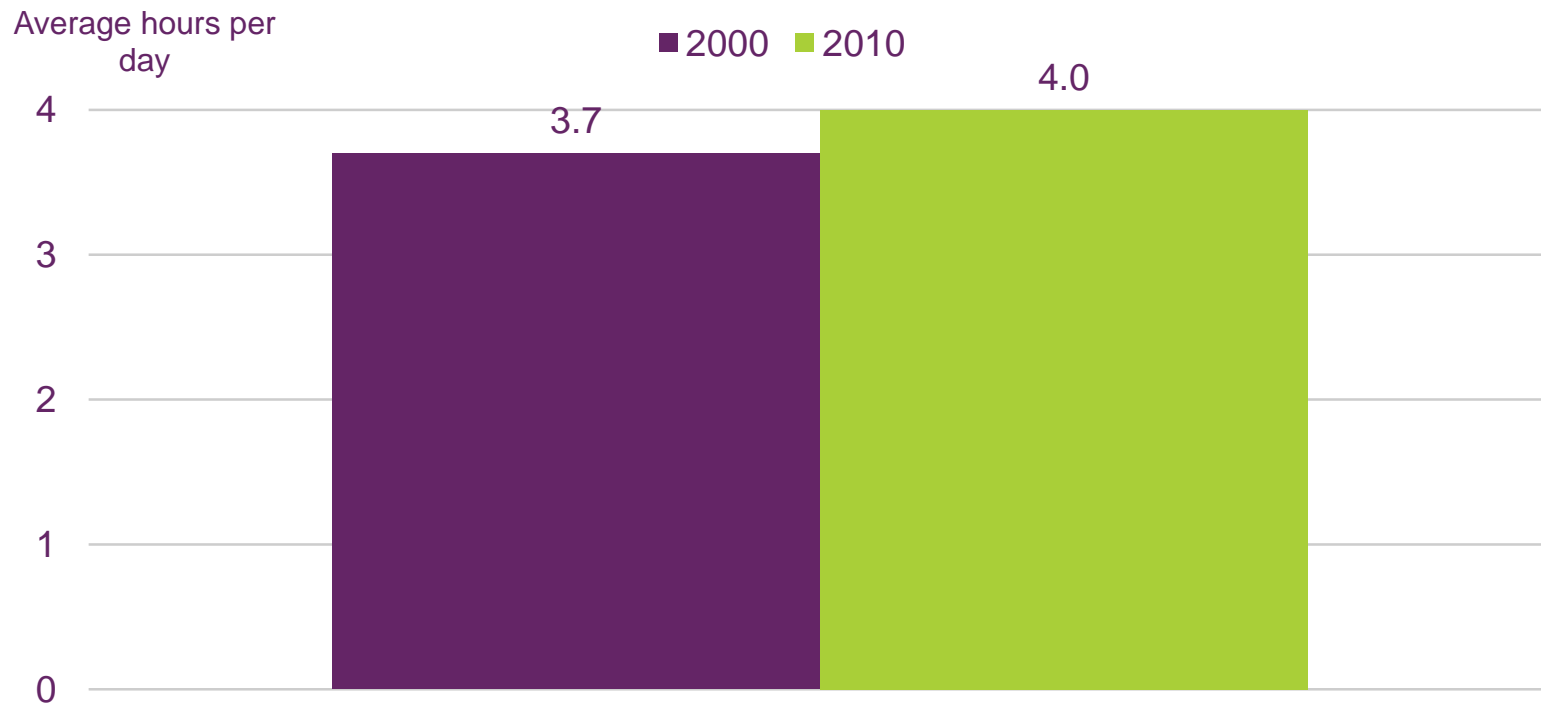
Figure 1.23



Source: Oliver and Ohlbaum

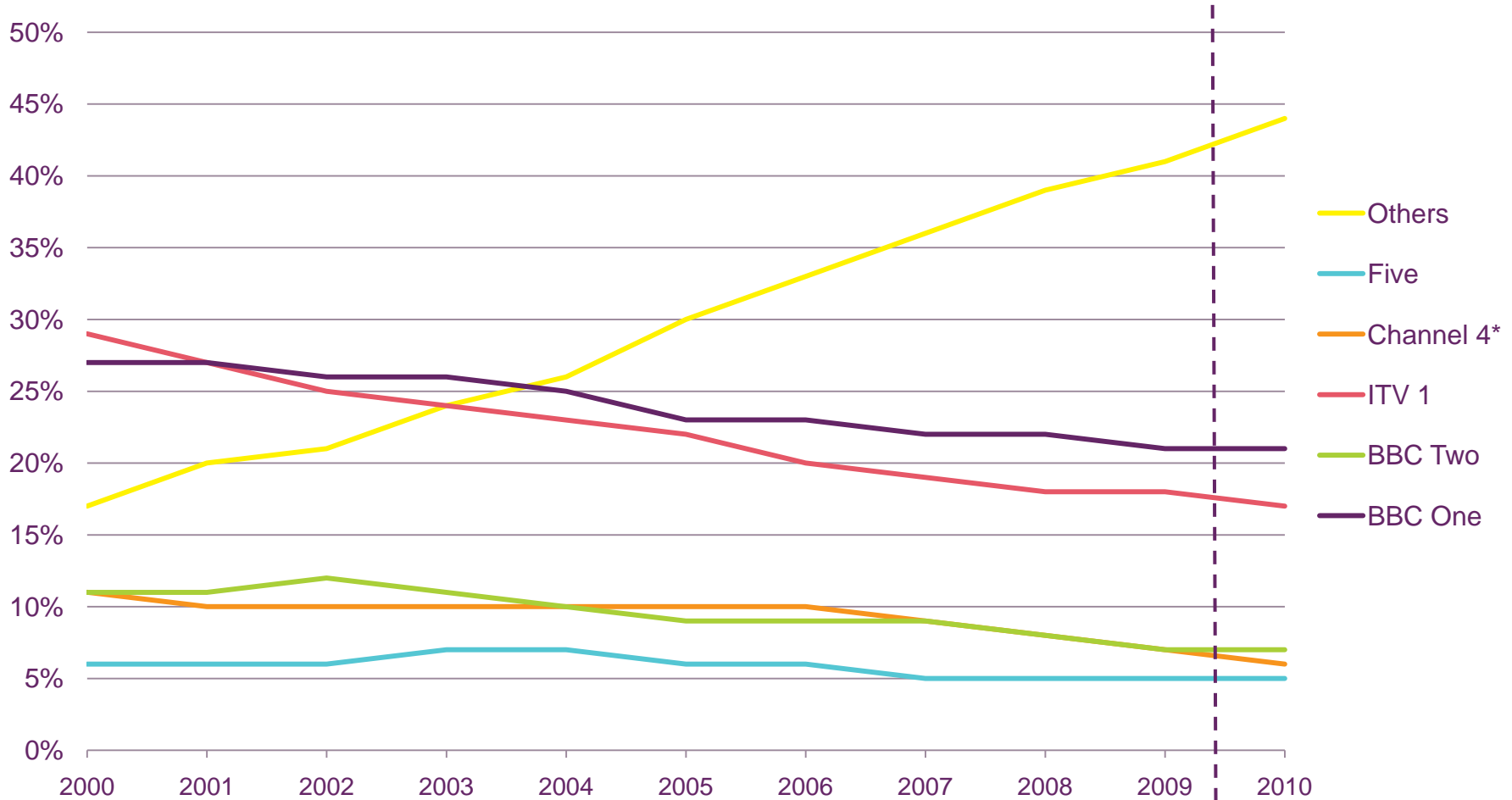
Figure 1.24

Television consumption, 2000 - 2010



Source: BARB

Figure 1.25
All day channel shares in all homes, 2000 – 2010



Source: BARB, All homes.

Notes: i) New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be viewed with caution (see dotted line).

* C4 data 2006-09 includes S4C; in 2010 it is excluded as S4C became a separate channel following DSO in Wales. S4C 2010 share = 0.1%

Figure 1.26

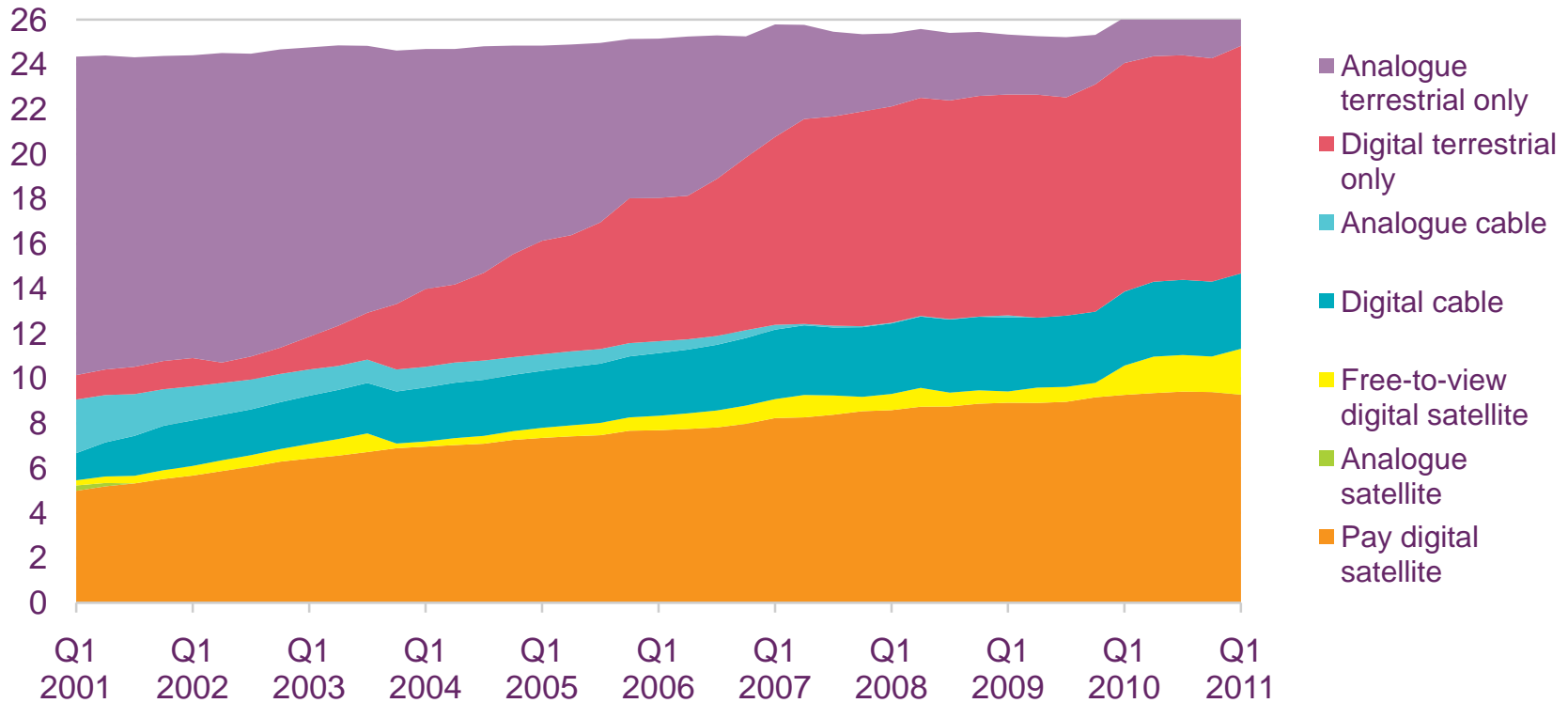
Multichannel take-up by platform % homes

% of homes

41.7% 44.7% 48.0% 56.7% 64.9% 71.8% 80.3% 87.2% 89.6% 92.1% 93.1%

TV Households (m)

Data from Q1 2007 is based on consumer research

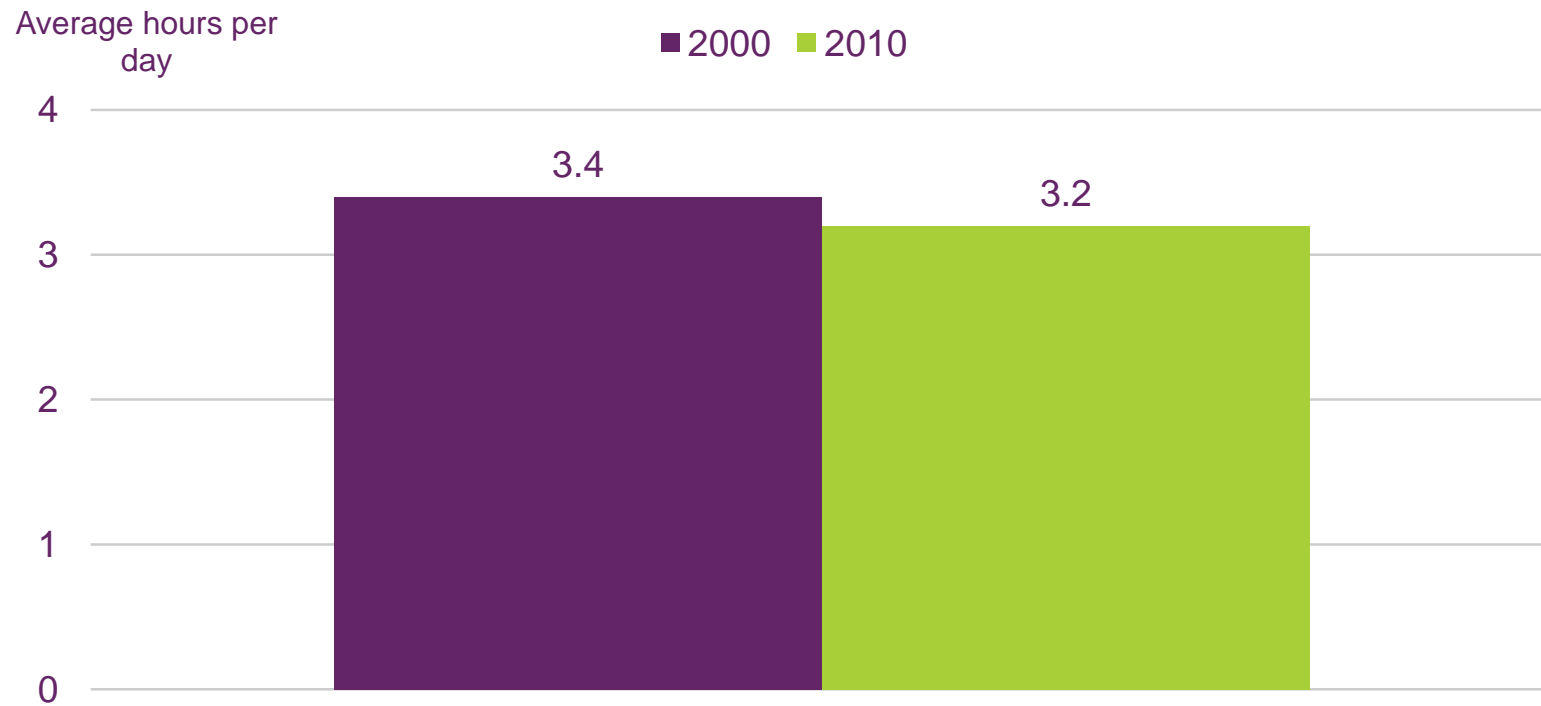


Source: Ofcom, GfK NOP research from Q1 2007, previous quarters include subscriber data and Ofcom market estimates for DTT and free satellite

Note: Digital terrestrial relates to DTT-only homes

Figure 1.27

Radio consumption, 2000 - 2010

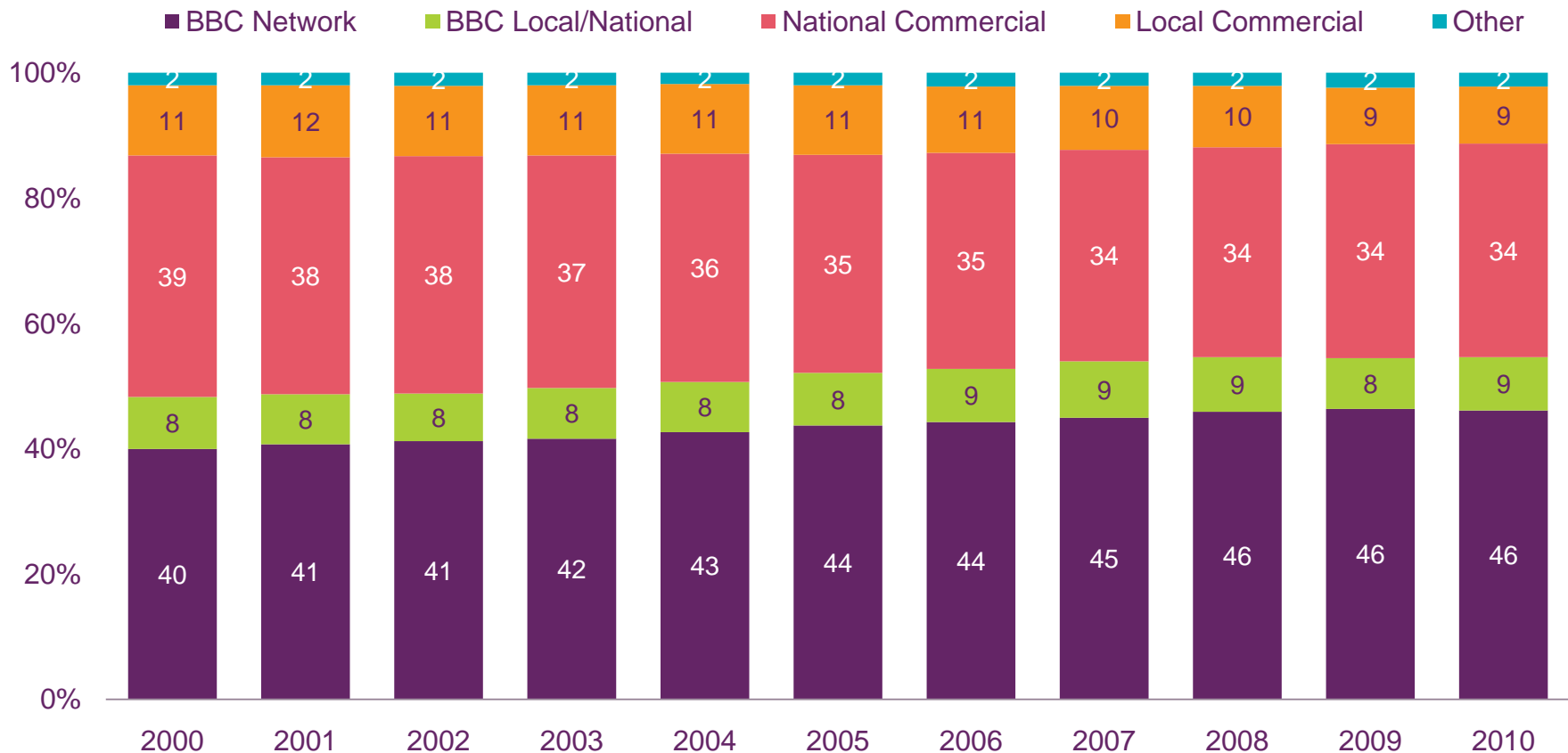


Source: RAJAR

Figure 1.28

Radio listening shares: 2000-2010

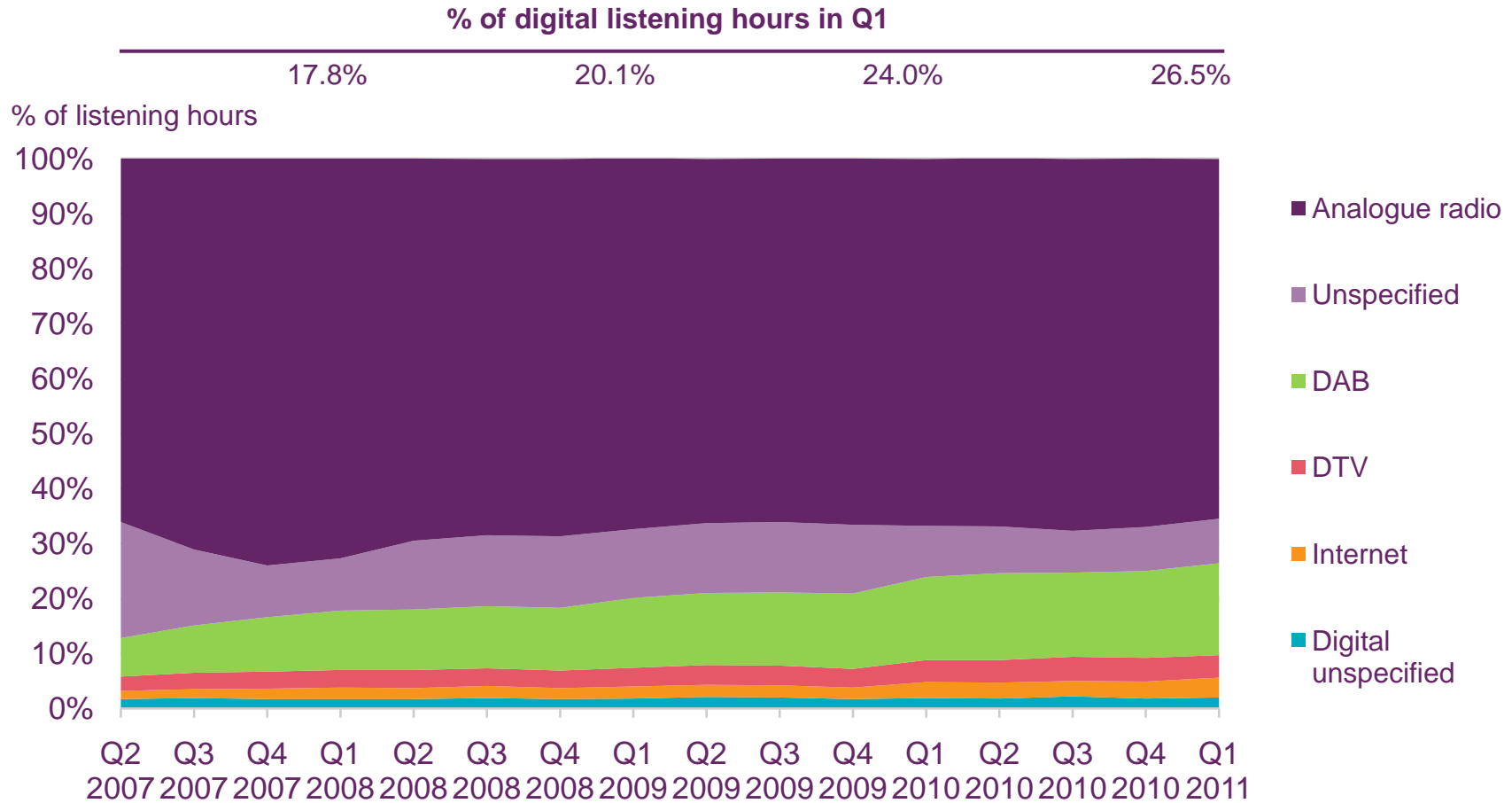
Listening hours share for BBC and commercial stations, local/national



Source: RAJAR, All adults (15+), data relates to full 12 months of each corresponding year.

Figure 1.29

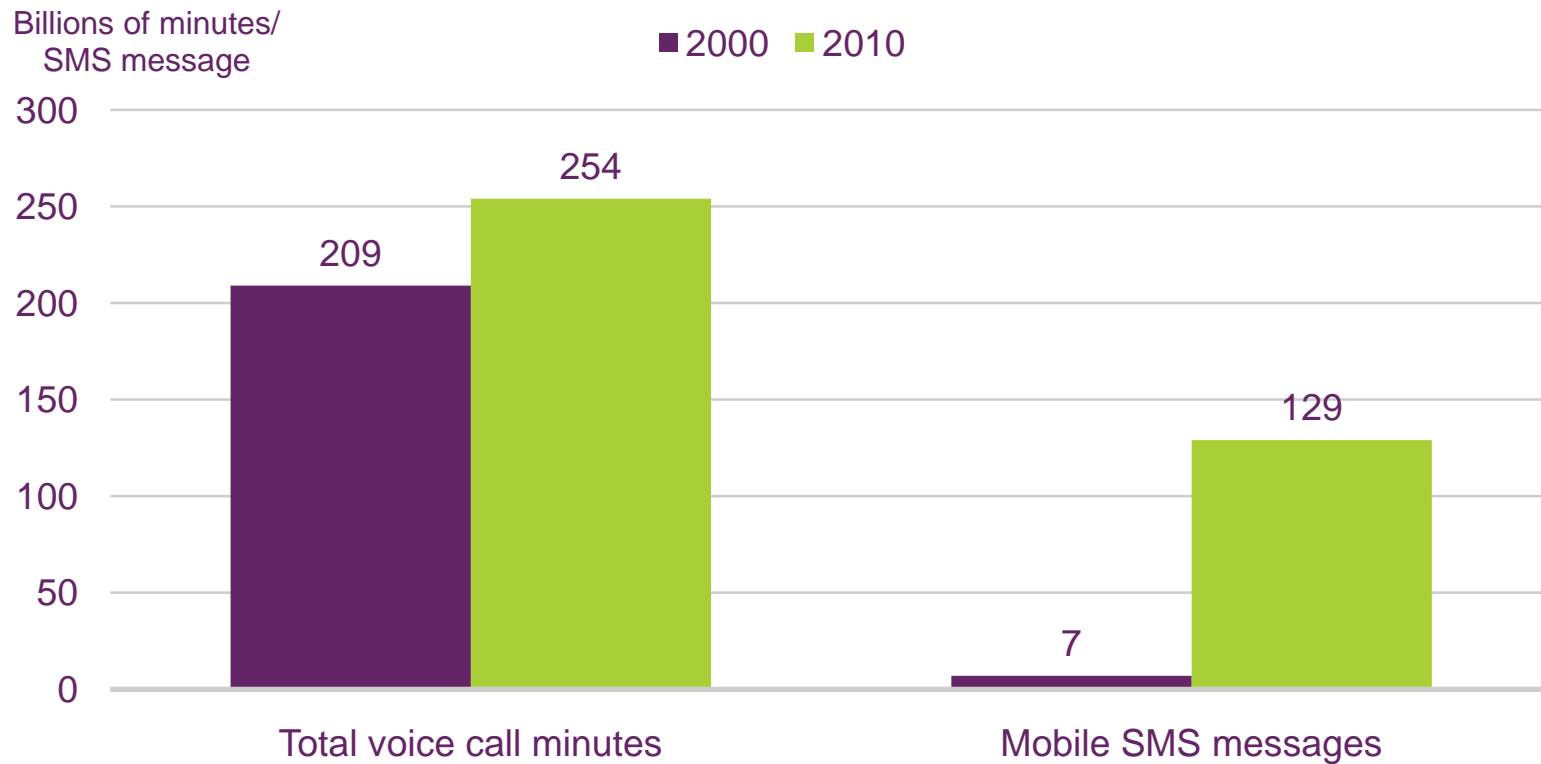
Digital radio listening share by platform



Source: RAJAR / Ipsos MORI / RSMB.

Figure 1.30

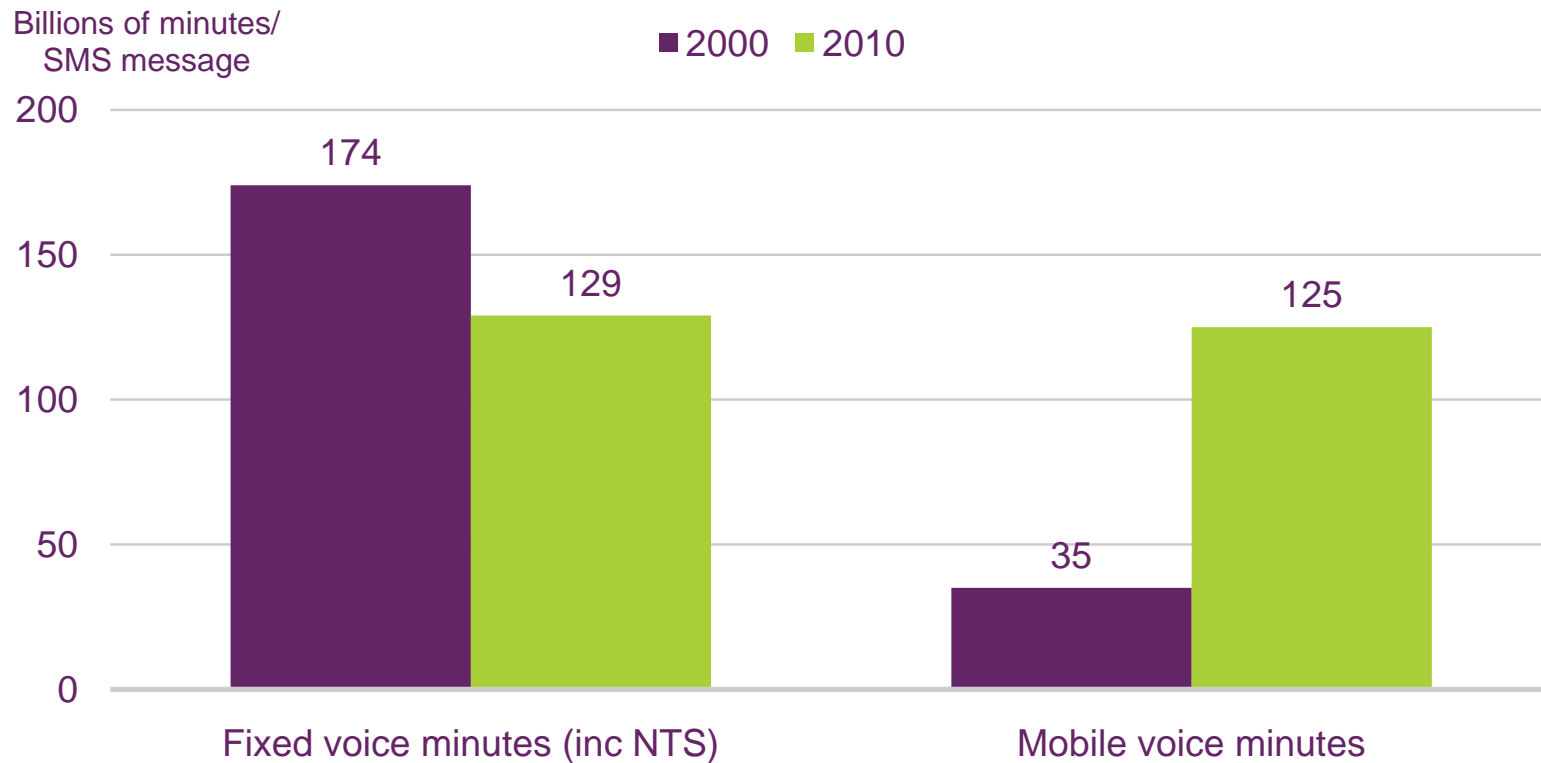
UK volumes of call minutes/ SMS messages



Source: Ofcom/ operators

Figure 1.31

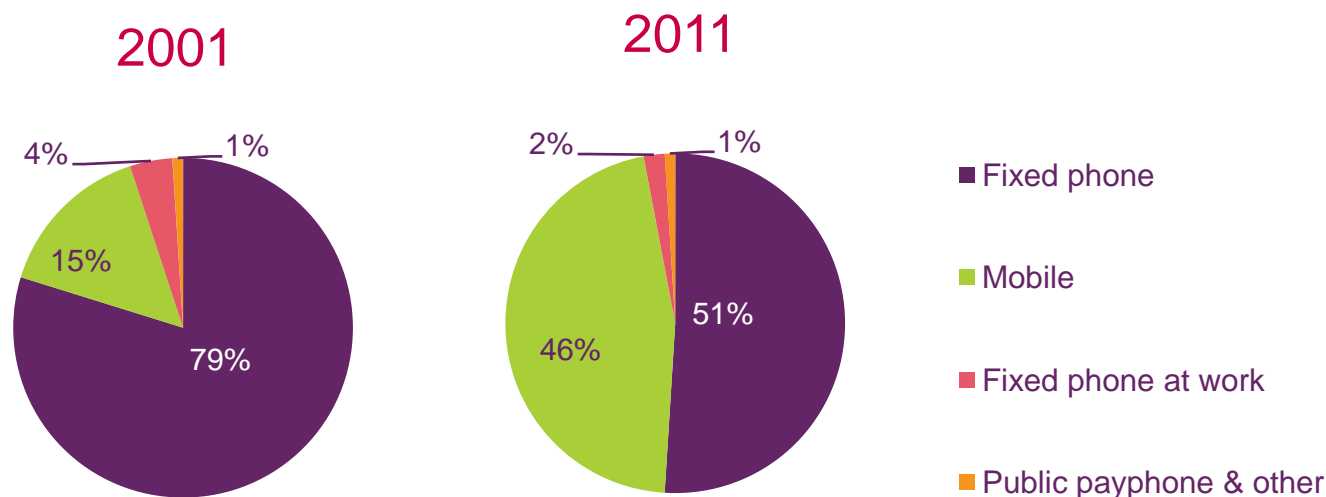
UK volumes of call minutes



Source: Ofcom/ operators

Figure 1.32

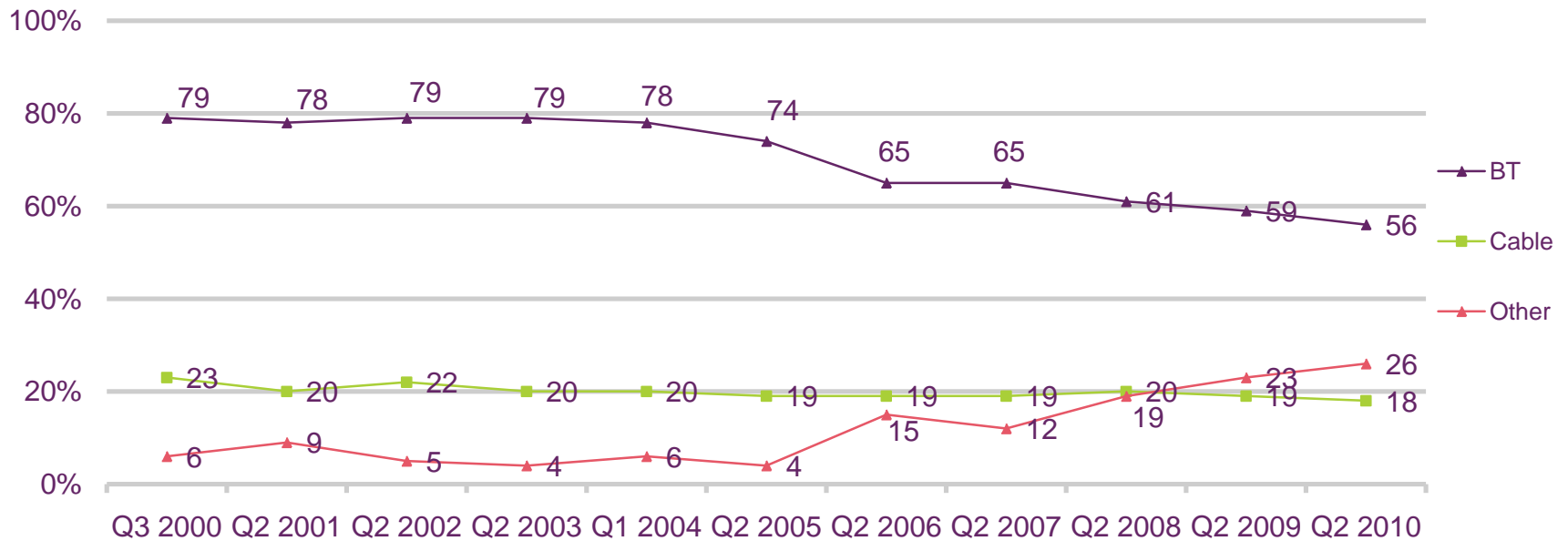
Main methods of telephony: 2001 - 2011



Source: Ofcom/ Oftel technology tracking survey, Q1 2011, Q1 2001
 2011 Base: UK adults aged 16+, n = 3474

Figure 1.33

Use of fixed line suppliers

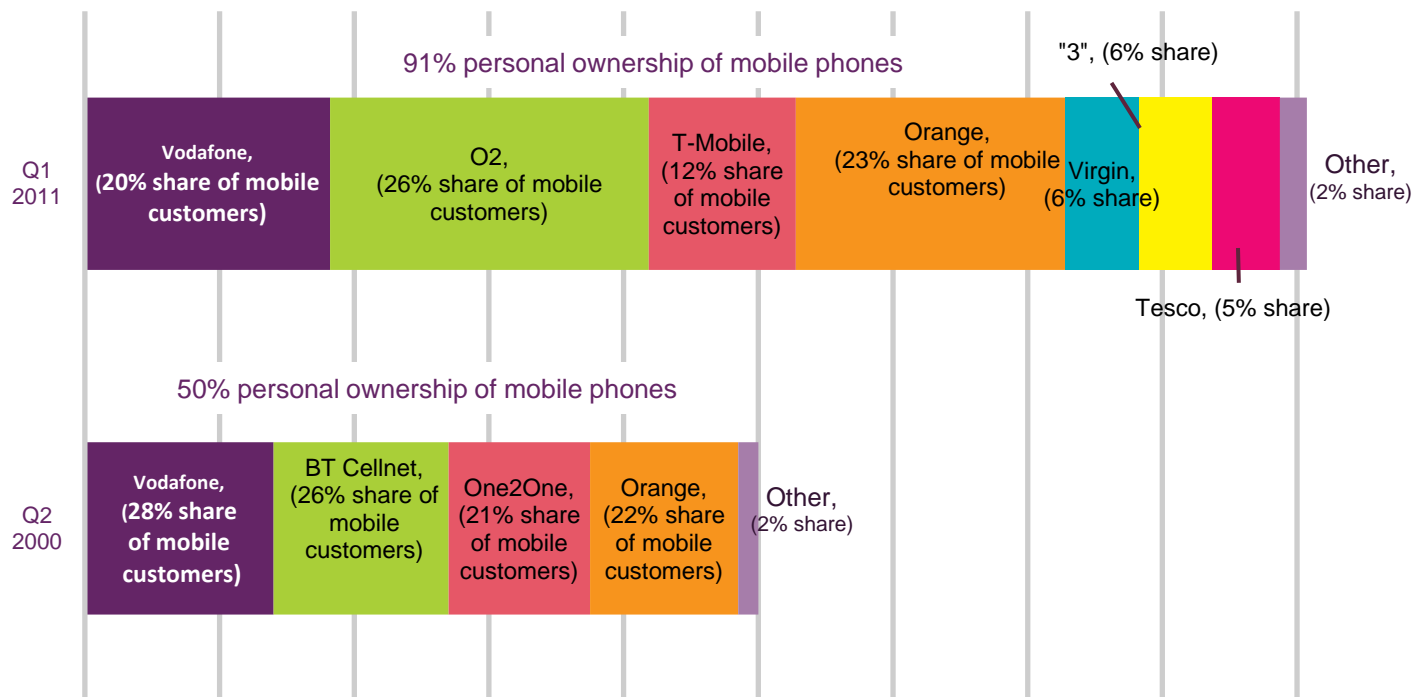


Base: Those with a landline phone at home

Source: Ofcom communications tracking survey. Q3 2000, Q2 2001-2003, Q1 2004, Q2 2005-2010

Figure 1.34

Mobile provider used most often



Source: Ofcom/ Ofcom research

Base: Adults who own a mobile phone, n = 1007 Q2 2000, n = 2,054, Q1 2011
 %s shown on bars indicate share of residential customers' main network

Figure 1.35
Percentage of consumers buying bundled services



Source: Ofcom communication tracking survey

Base: All adults 15+ (2005, 8766) (2006, 9134) (2007, 8960) (2008, 7496) (2009, 8199) (2010, 10611)

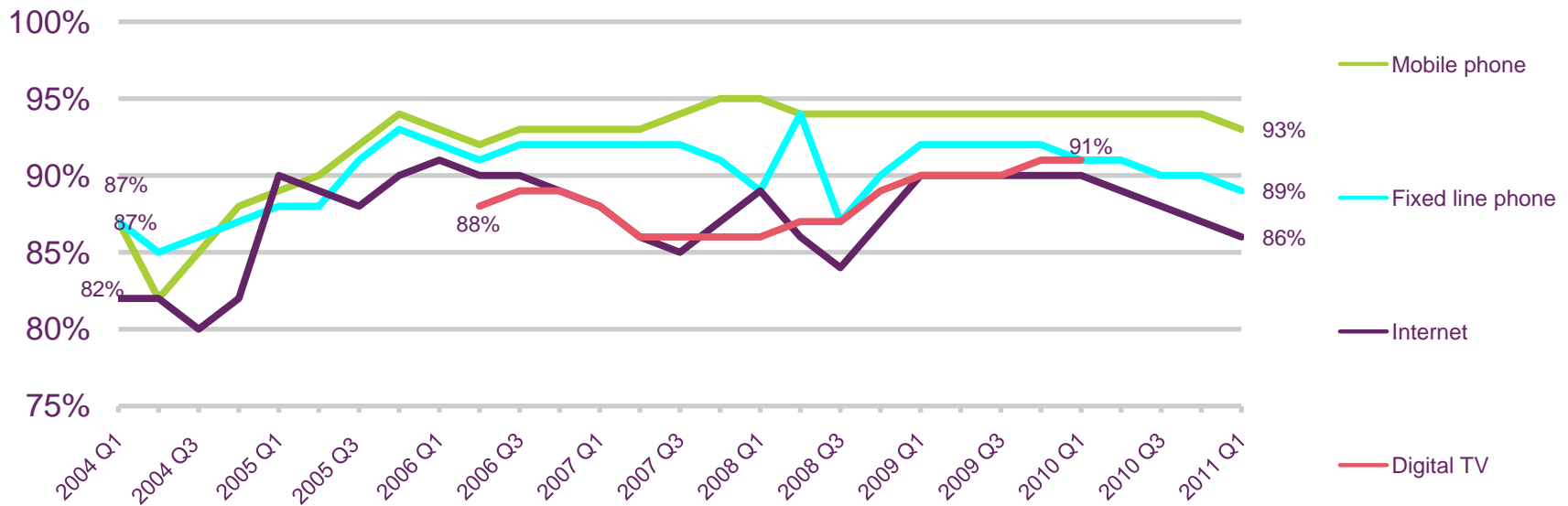
QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier?/ QG3. Do you receive a discount or special deal for subscribing to this package of services?

For 2000 – 2004 Cable telephone use is reported as a proxy for bundling, which may overstate the percentage slightly.

Figure 1.36

Overall satisfaction with communications services Q1 2004 – Q1 2011

% of UK adults



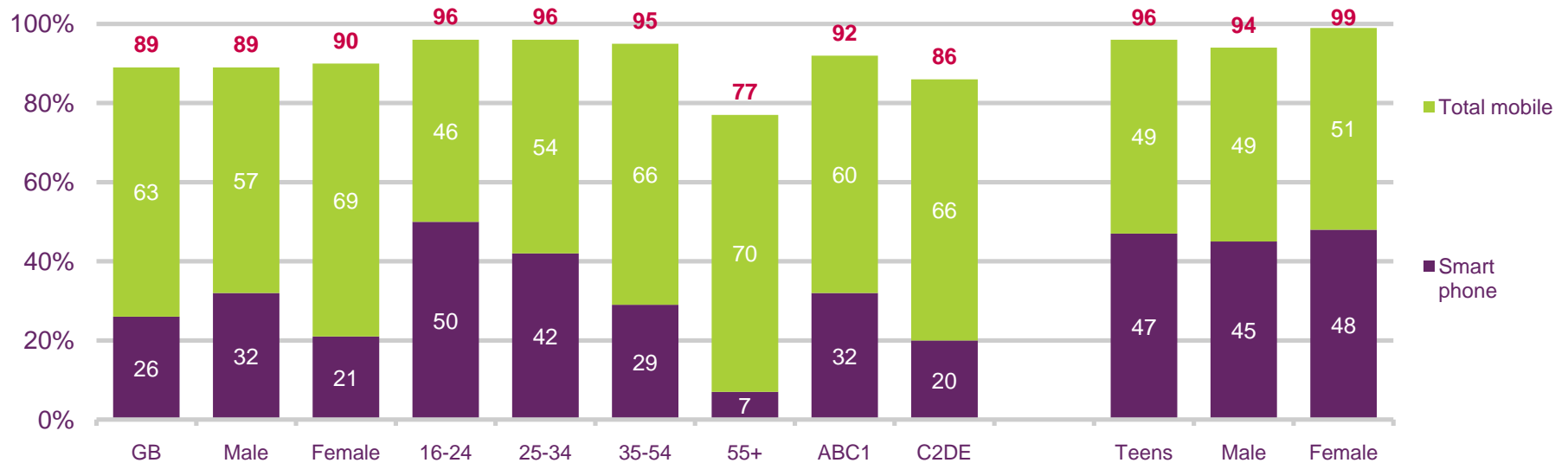
Source: Based on face to face survey data, those reporting that they are very or fairly satisfied (Ofcom)

Note: Data has been interpolated for some survey periods where the question was not asked.

The Smartphone Revolution charts

Figure 1.37

Take up of mobile phones/smart phones among GB population



Source: Ofcom omnibus research, March 2011

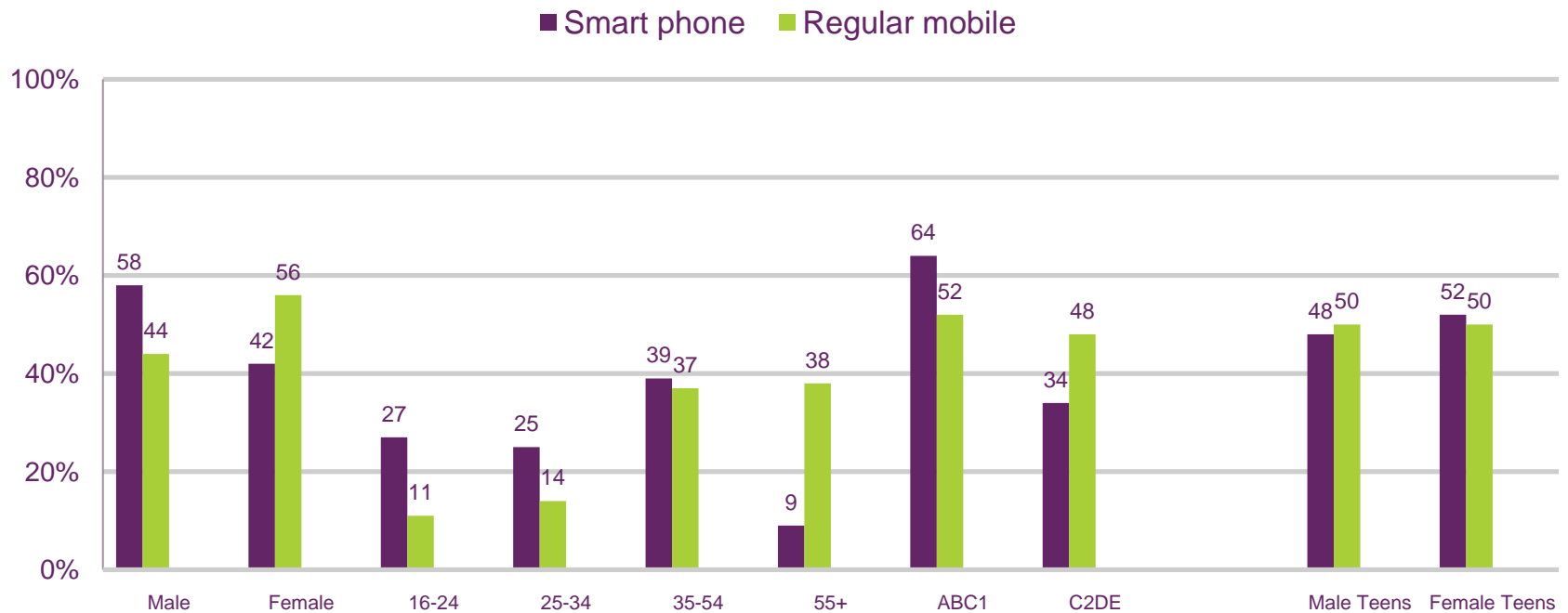
Q2. How many mobile phones, if any, with different telephone numbers do you personally use at least once a month Q.3A Do you personally use a Smartphone ?

Base: Total GB Adults aged 16+ (n = 2073). Total GB adults who use a mobile phone (n = 1810)

Base: Total GB teens aged 12 – 15 (n = 521). Total GB teens aged 12 – 15 who use a mobile phone (n = 502)

Figure 1.38

Demographic profile of Smartphone users versus regular phone users



Source: Ofcom omnibus research, March 2011

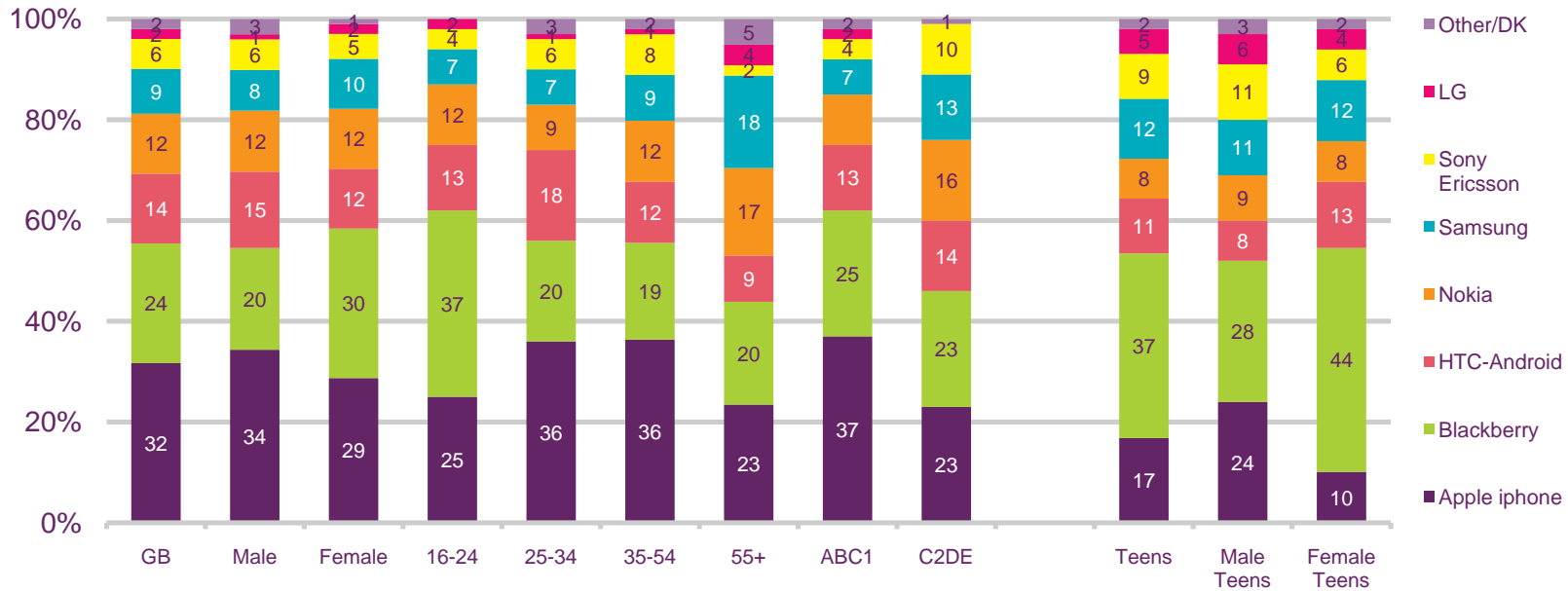
Q2. How many mobile phones, if any, with different telephone numbers do you personally use at least once a month Q.3A Do you personally use a Smartphone ?

Base: Total GB Adults aged 16+ (n = 2073). Total GB adults who use a mobile phone (n = 1810)

Base: Total GB teens aged 12 – 15 (n = 521). Total GB teens aged 12 – 15 who use a mobile phone (n = 502)

Figure 1.39

Smartphone brand choice among users



Source: Ofcom omnibus research, March 2011

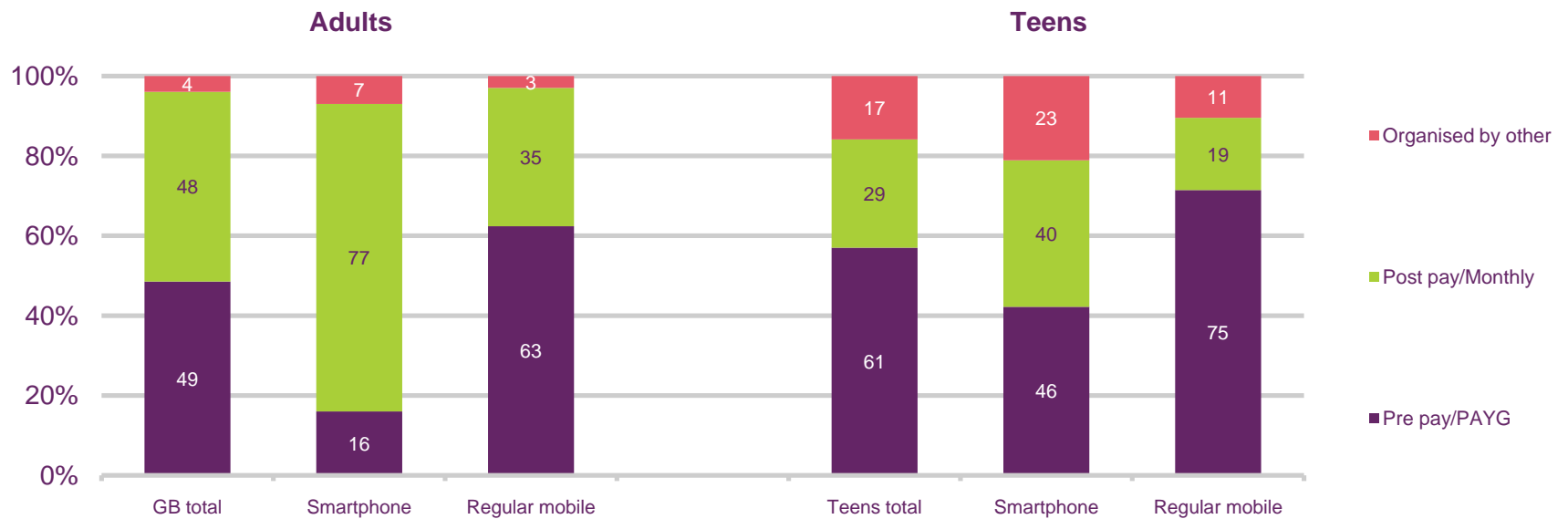
Q.4 Which make of Smartphone do you have? If you use more than one Smartphone, please tell me about the one that you use most often.

Base: Total GB Adults aged 16+ with a Smartphone (n = 474).

Base: Total GB teens aged 12 – 15 with a Smartphone (n = 243).

Figure 1.40

Type of mobile package

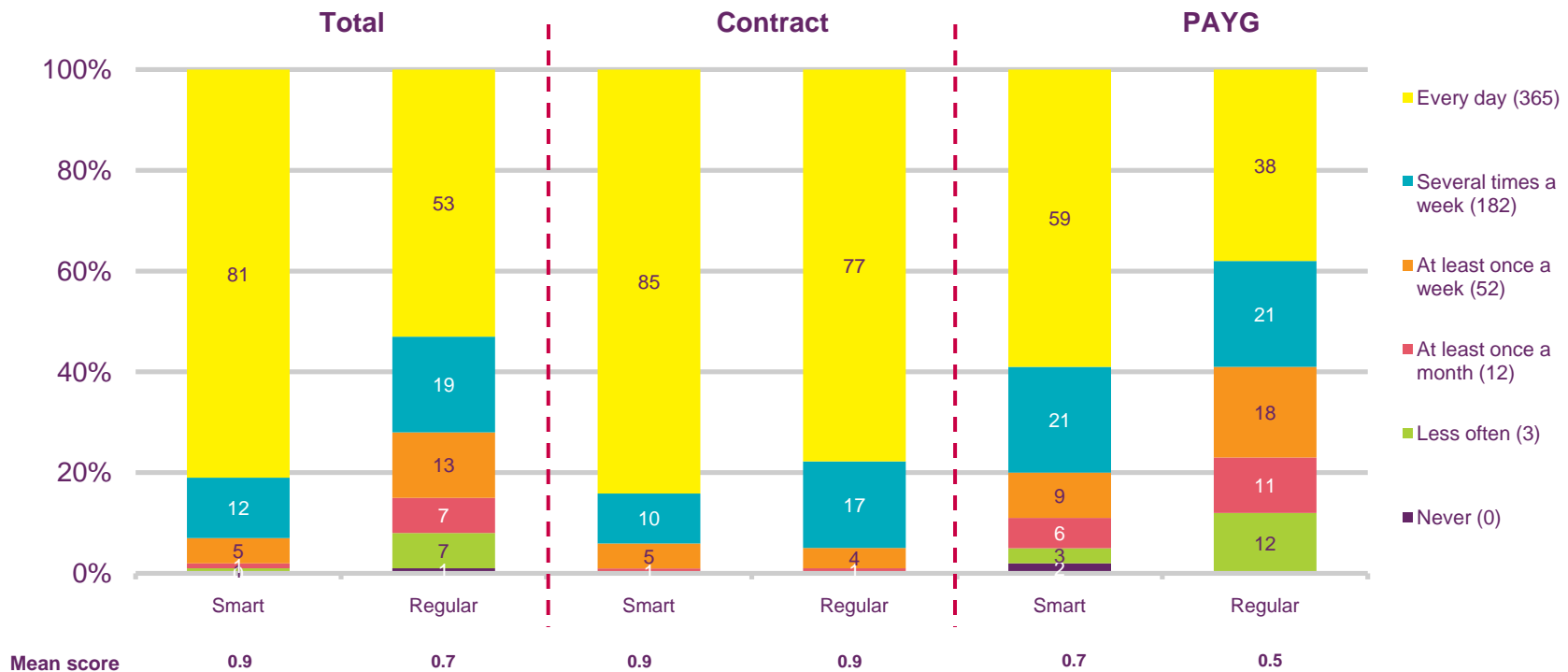


Note: Figures add to more than 100% due to some respondents having more than one phone

Source: Ofcom omnibus research, March 2011
 Q.6A Which of these best describes the mobile package you are on ?
 Total GB adults who use a mobile phone (n = 1810)
 Total GB teens aged 12 – 15 who use a mobile phone (n = 502)

Figure 1.41

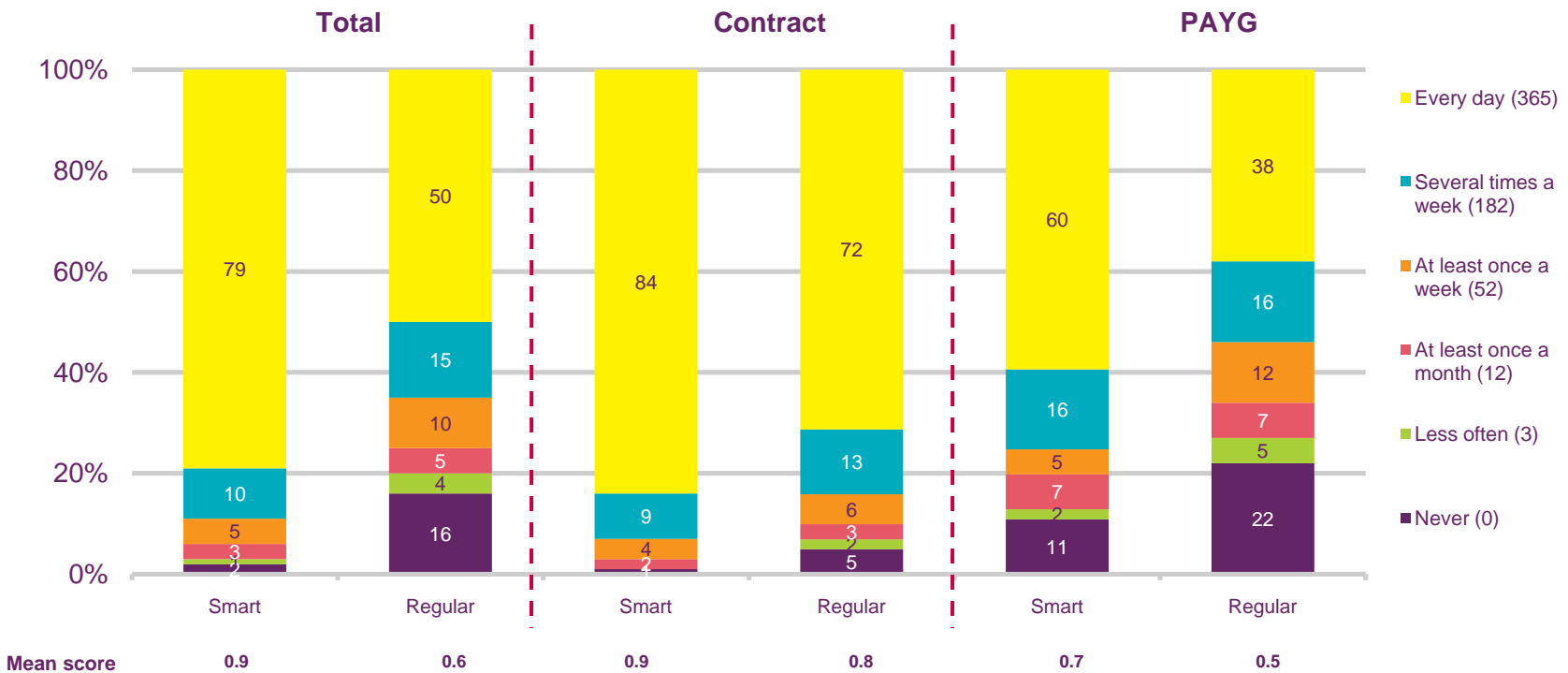
Frequency of making/receiving calls: Adults



Source: Ofcom omnibus research, March 2011
 Q.7a/b How often, if at all, do you use your mobile phone to make or receive calls ?
 Base: Total GB adults who use a mobile phone (n = 1810)

Figure 1.42

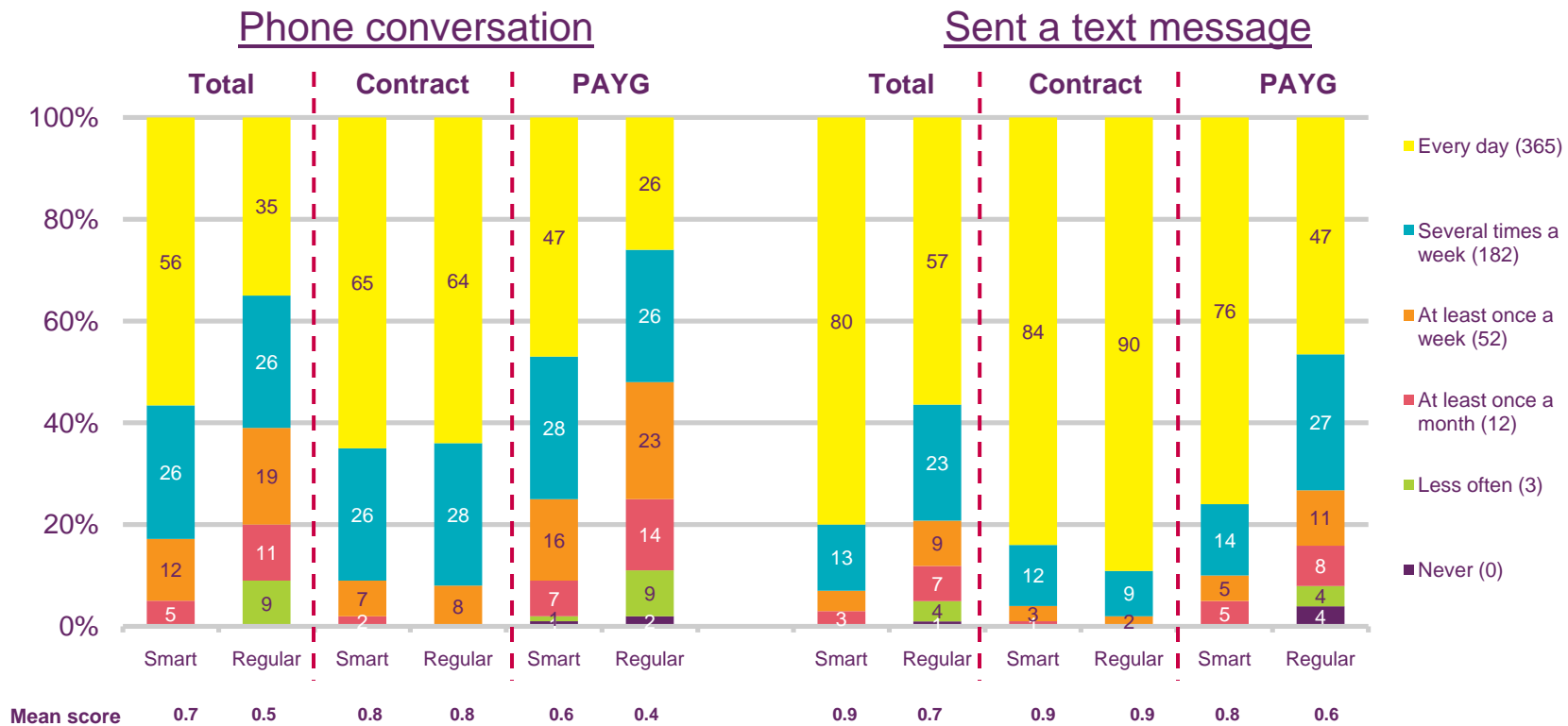
Frequency of making/receiving texts: Adults



Source: Ofcom omnibus research, March 2011
 Q.7a/b How often, if at all, do you use your mobile phone to make or receive texts ?
 Base: Total GB adults who use a mobile phone (n = 1810)

Figure 1.43

Frequency of making/receiving calls and texts: Teens



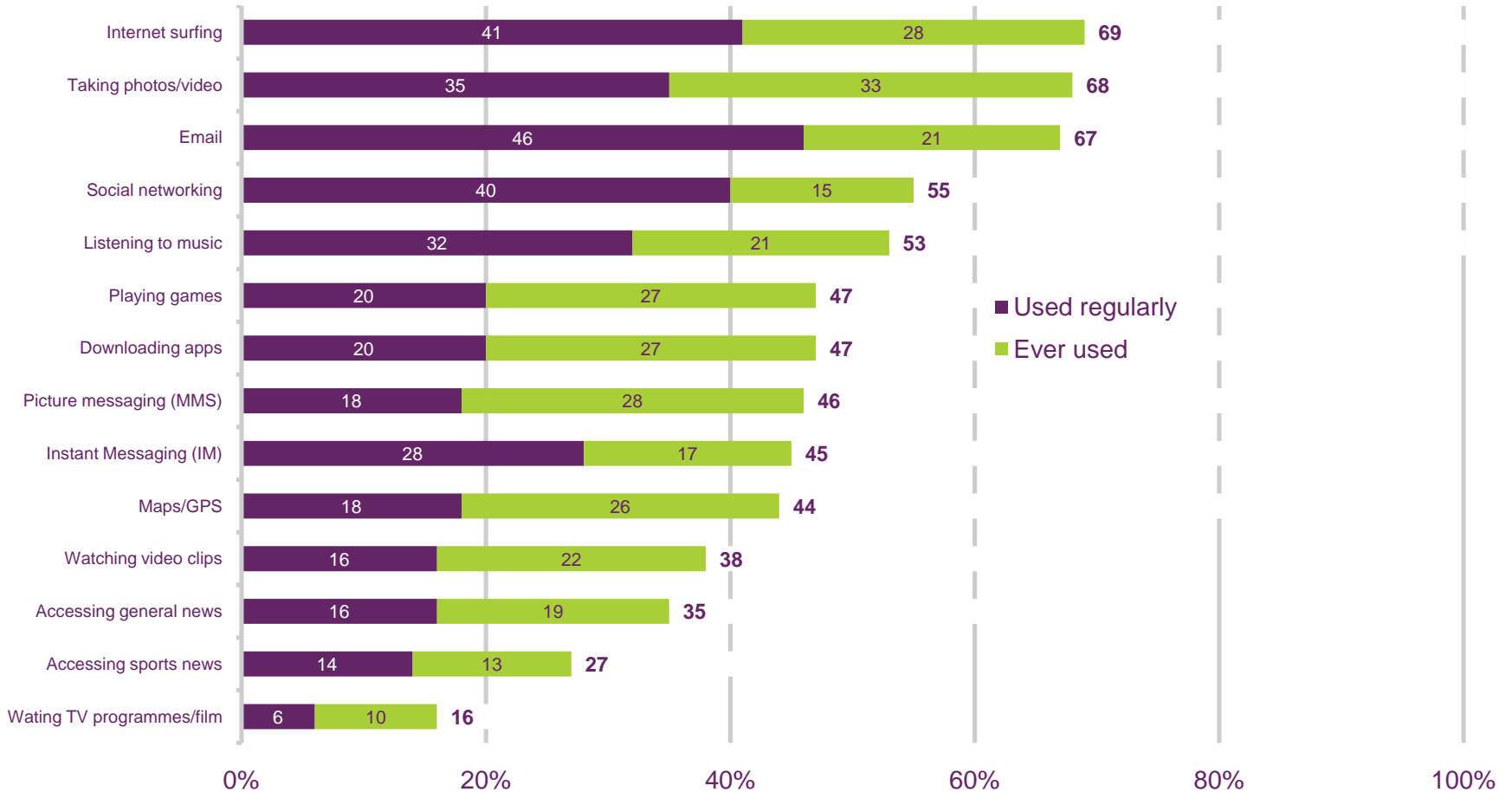
Source: Ofcom omnibus research, March 2011

Q.7a/b How often, if at all, do you use your mobile phone to make or receive calls/texts ?

Total GB teens aged 12 – 15 who use a mobile phone (n = 502)

Figure 1.44

Activities conducted on a smartphone: Adults



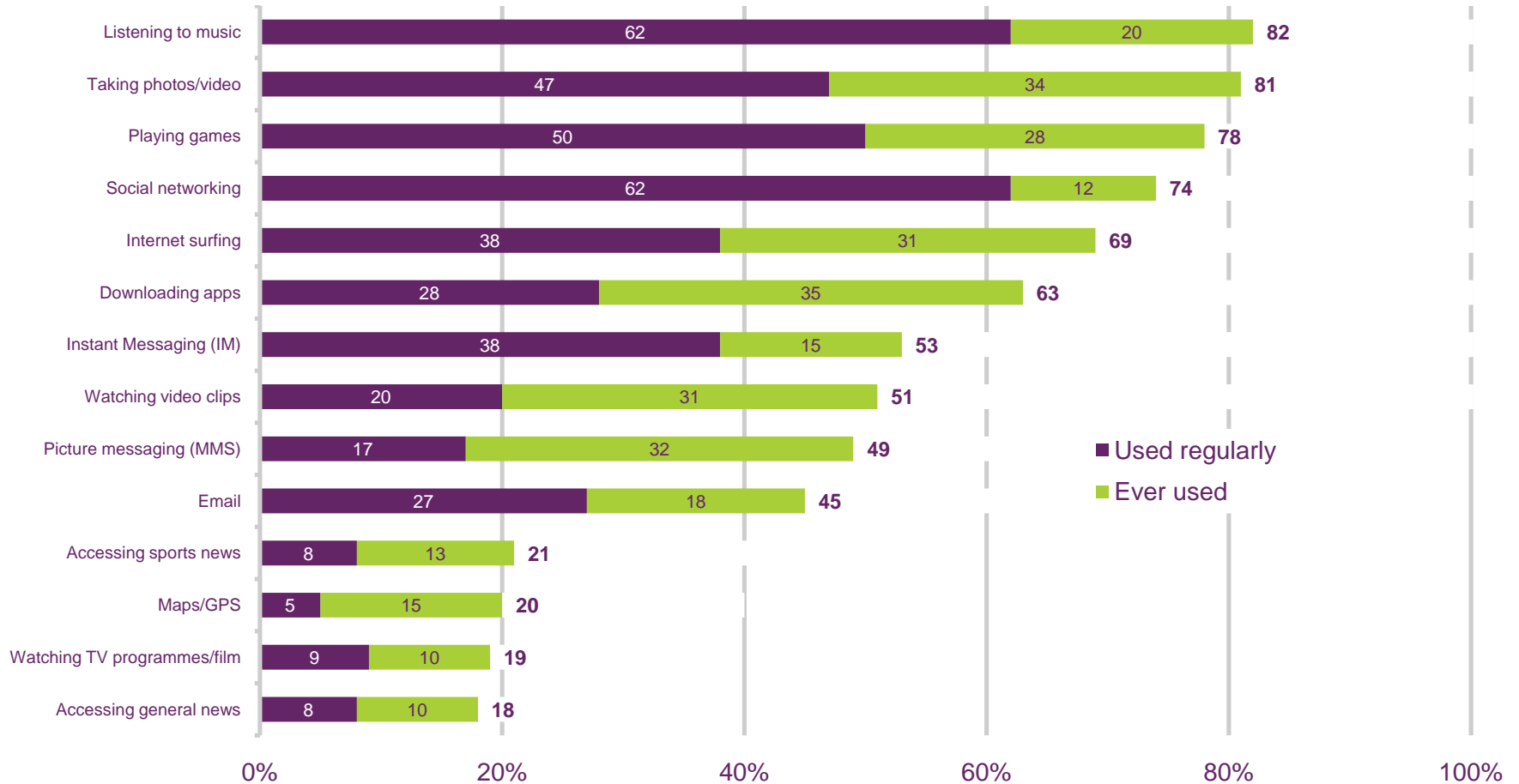
Source: Ofcom omnibus research, March 2011

Q.8 Which, if any, of the following functions or activities have you ever used your mobile phone for ? Q.9 Which of them do you use your mobile phone for regularly ?

Total GB adults who use a smartphone (n = 474)

Figure 1.45

Activities conducted on a smartphone: Teens



Source: Ofcom omnibus research, March 2011

Q.8 Which, if any, of the following functions or activities have you ever used your mobile phone for? Q.9 Which of them do you use your mobile phone for regularly?

Total GB teens who use a smartphone (n = 243)

Figure 1.46

Number of times took part in an activity yesterday (all who take part in that activity): Smart phone users



Source: Ofcom omnibus research, March 2011

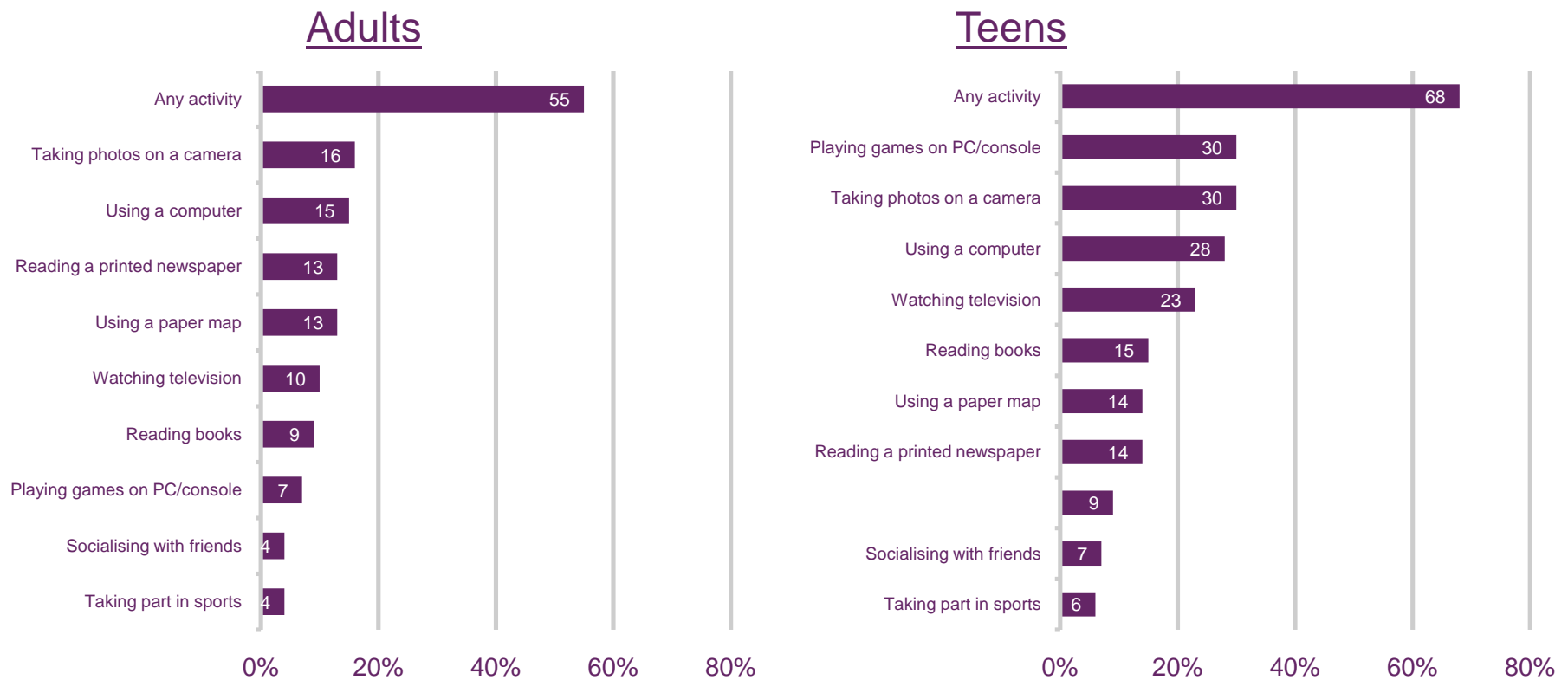
Q.11 For each activity, please tell me how many times you did that activity using your mobile phone yesterday?

Base: Total GB adult smartphone users aged 16+ who take part in activity regularly

Base: Total GB teen smartphone users aged 12 – 15 who take part in activity regularly

Figure 1.47

Activities taking part in less since having Smartphone: Adults vs Teens



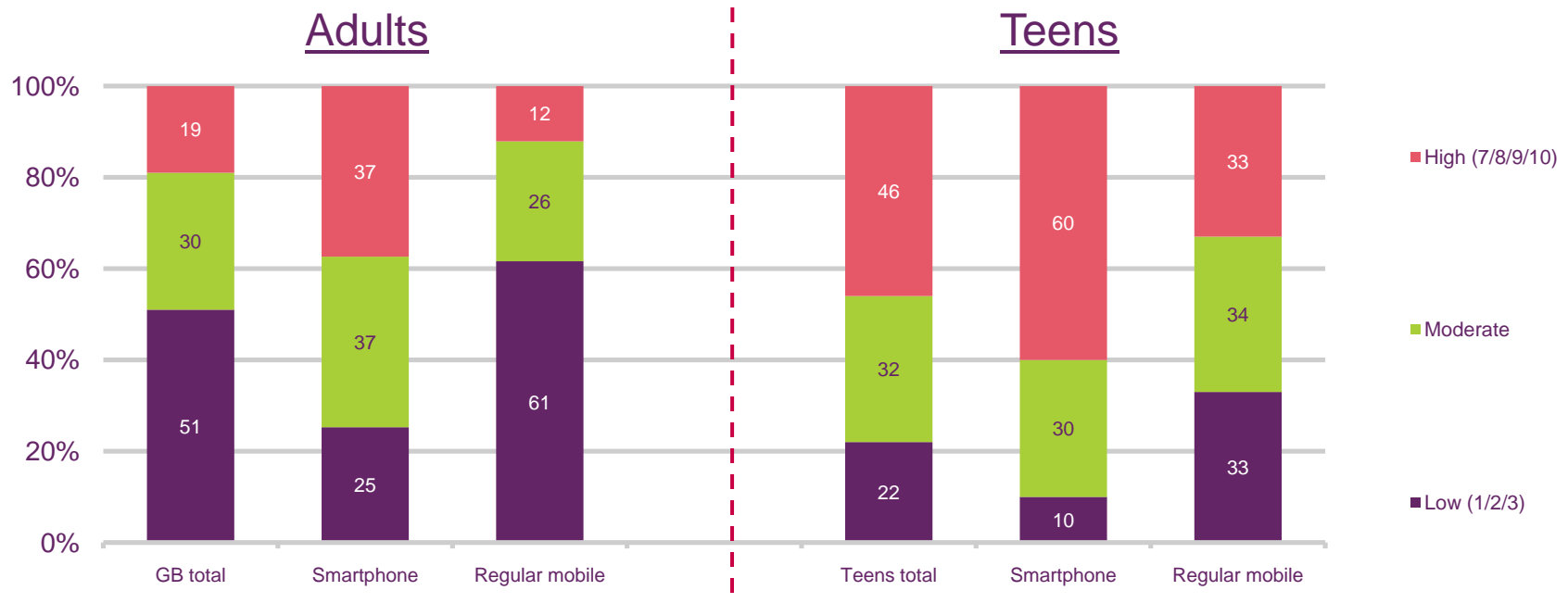
Source: Ofcom omnibus research, March 2011

Q.25 Since you got your smartphone which, if any, of the following activities do you now take part in less than you used to ?

Total GB adults who use a smartphone (n = 474). Total GB teens who use a smartphone (n = 243)

Figure 1.48

Mobile phone addictiveness



Source: Ofcom omnibus research, March 2011

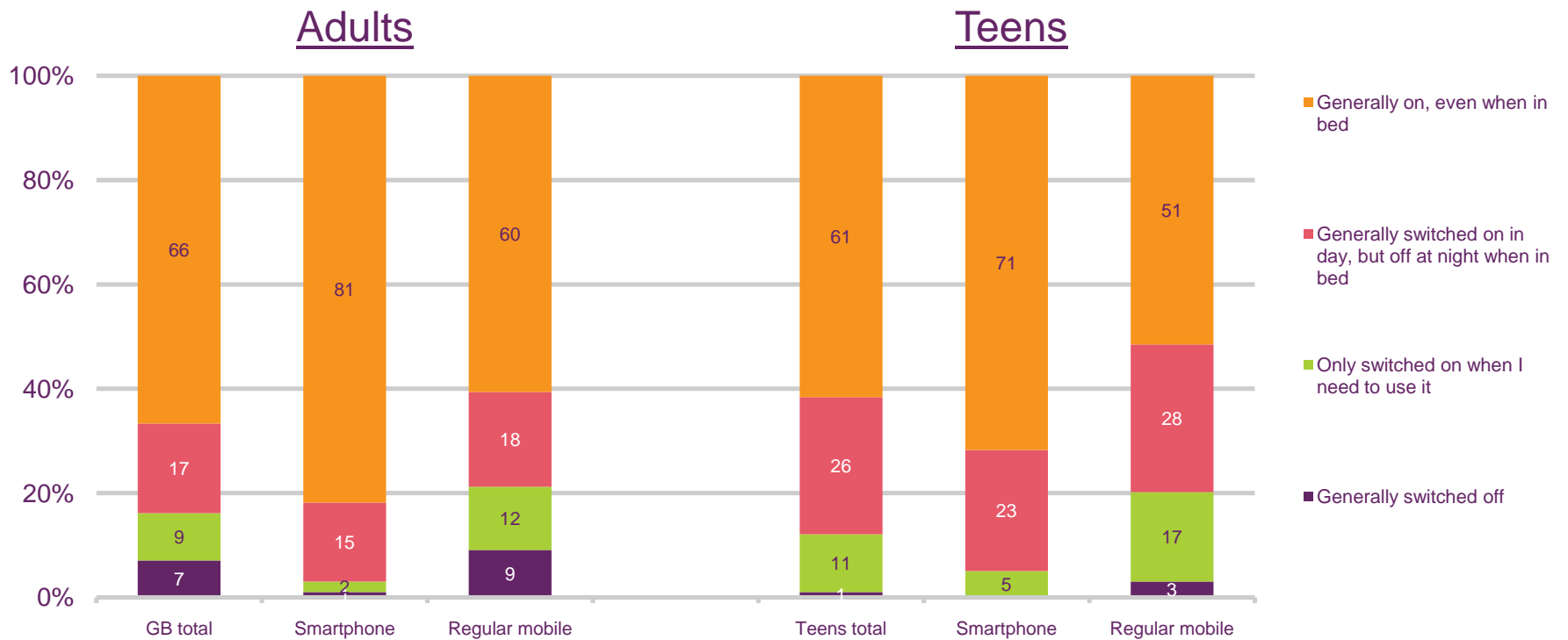
Q16 Choose a number between 1 and 10, where 1 represents 'I'm not at all addicted to my mobile phone' and 10 represents 'I'm completely addicted to my mobile phone'.

Total GB adults who use a mobile phone (n = 1810)

Total GB teens aged 12 – 15 who use a mobile phone (n = 502)

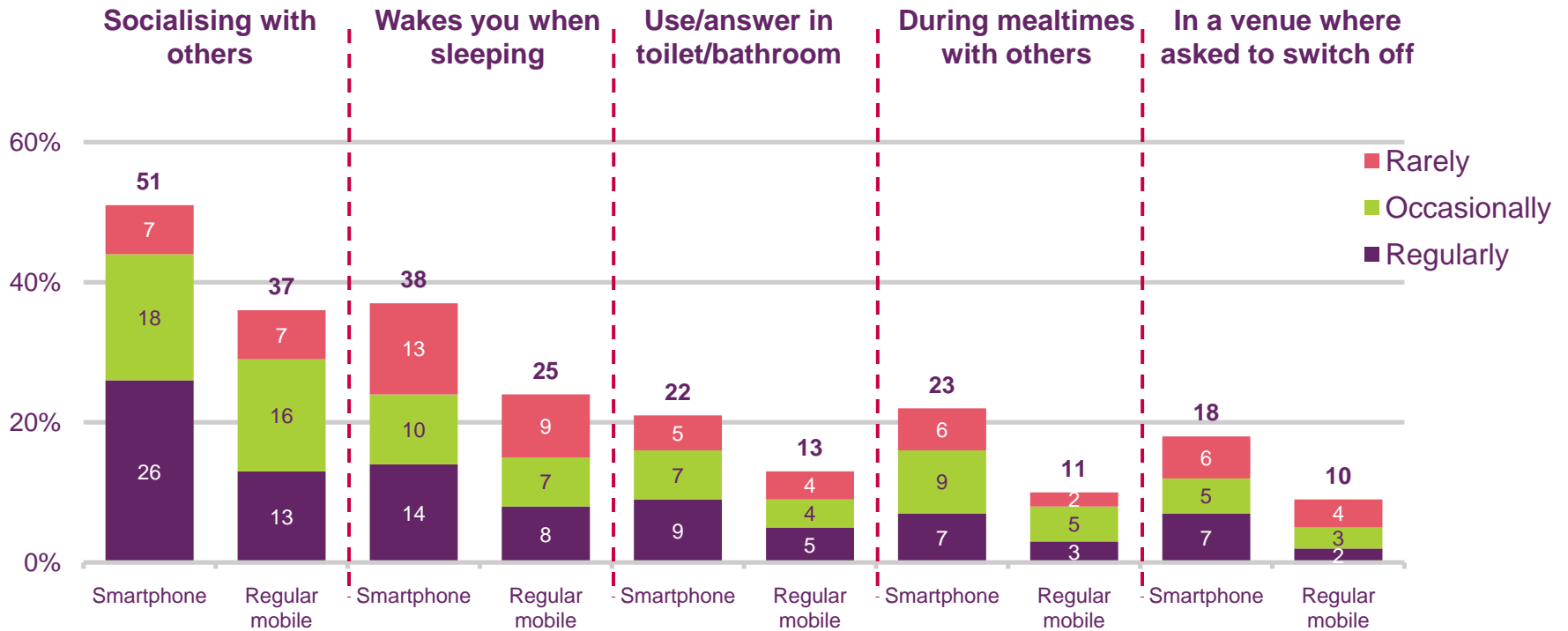
Figure 1.49

How often phone is on



Source: Ofcom omnibus research, March 2011
 Q12 Which of these statements best applies to how often your phone is switched on?
 Total GB adults who use a mobile phone (n = 1810)
 Total GB teens aged 12 – 15 who use a mobile phone (n = 502)

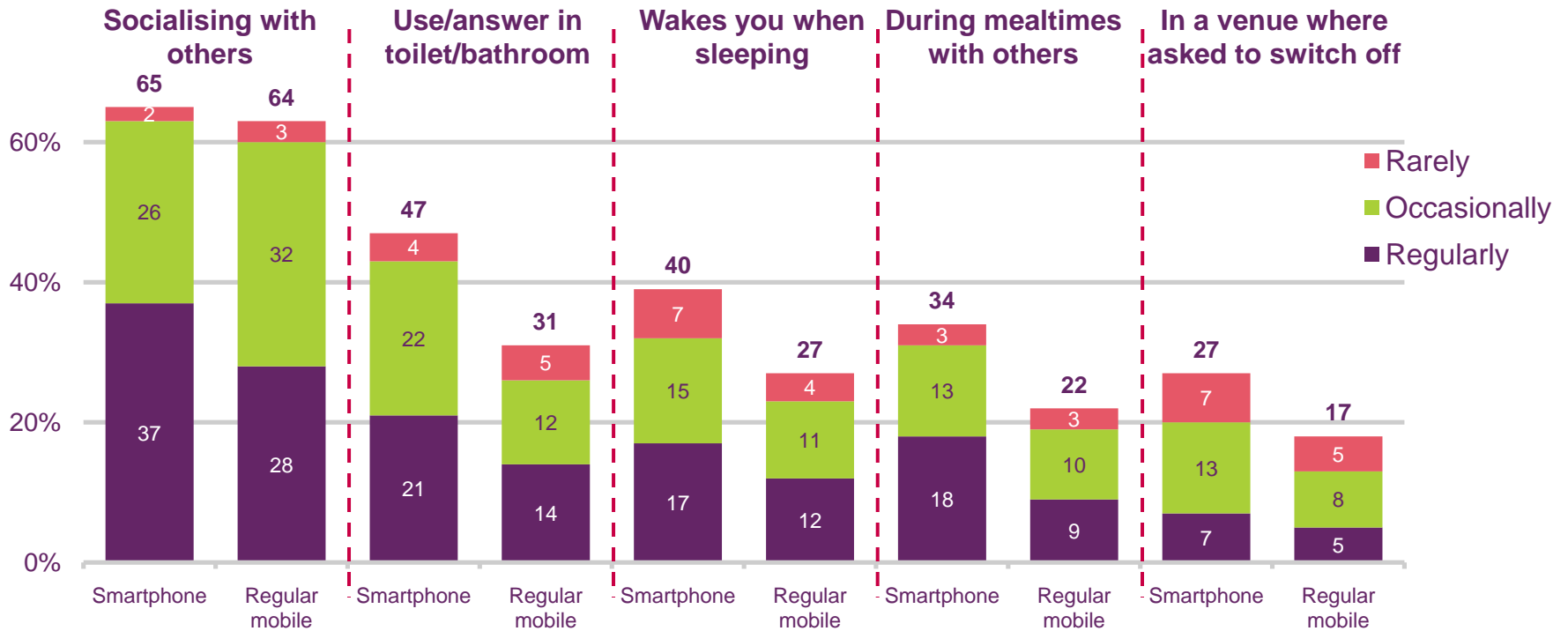
Figure 1.50
Activities where use the phone: Adults



Source: Ofcom omnibus research, March 2011
 Q14a Which of the following do you ever do? Q14b and how often do you do it?
 Base: Total GB adults who use a mobile phone (n = 1810)

Figure 1.51

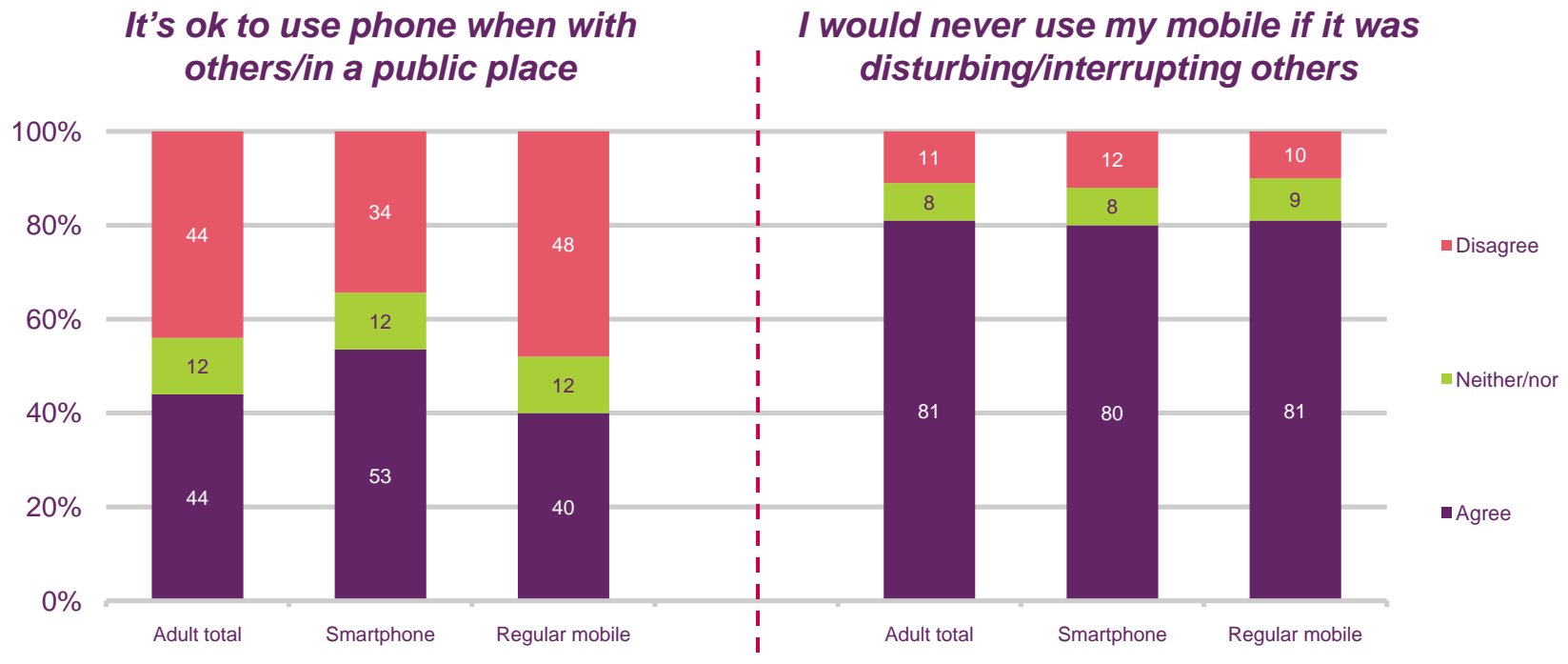
Activities where use the phone: Teens



Source: Ofcom omnibus research, March 2011
 Q14a Which of the following do you ever do? Q14b and how often do you do it?
 Base: Total GB teens aged 12 – 15 who use a mobile phone (n = 502)

Figure 1.52

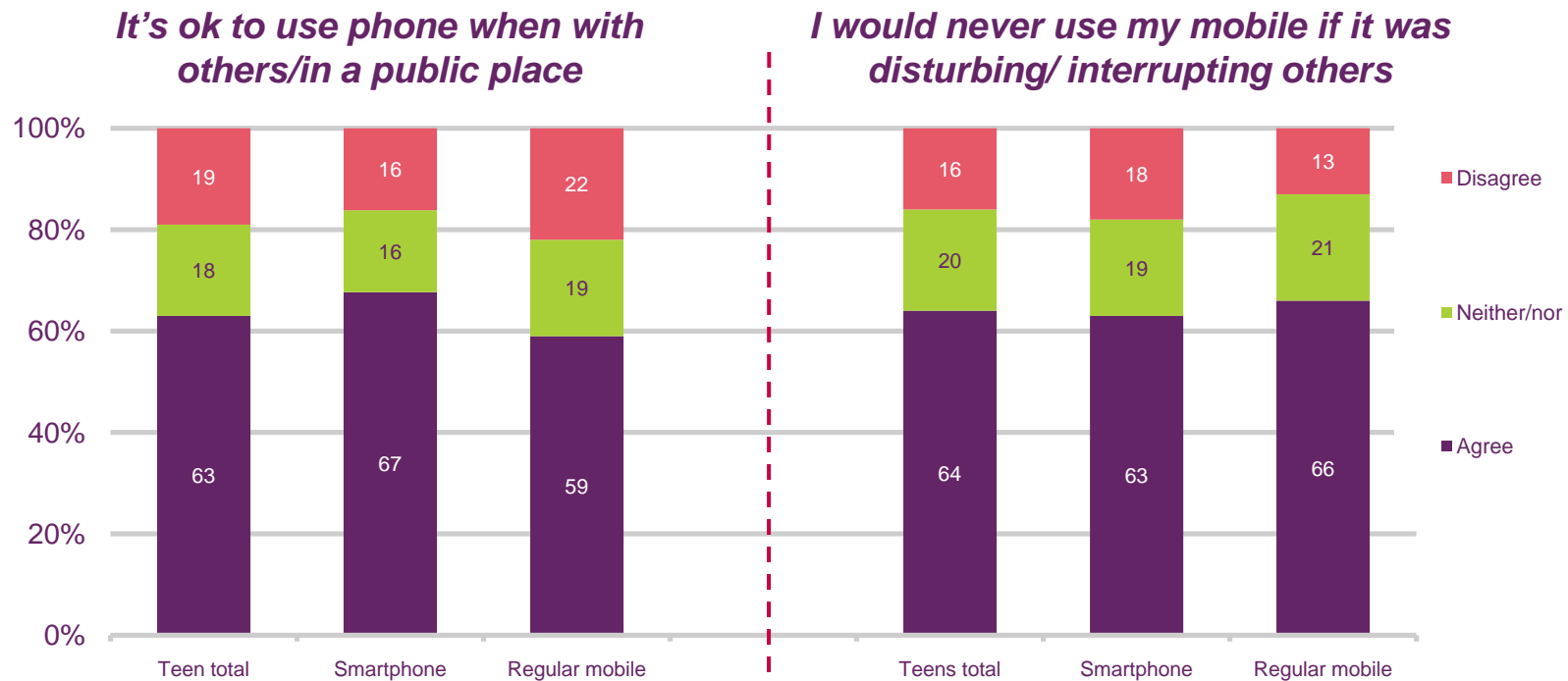
Attitude statements: Adults



Source: Ofcom omnibus research, March 2011
 Q15 Please tell me the extent you agree or disagree with the following statements?
 Total GB adults who use a mobile phone (n = 1810)

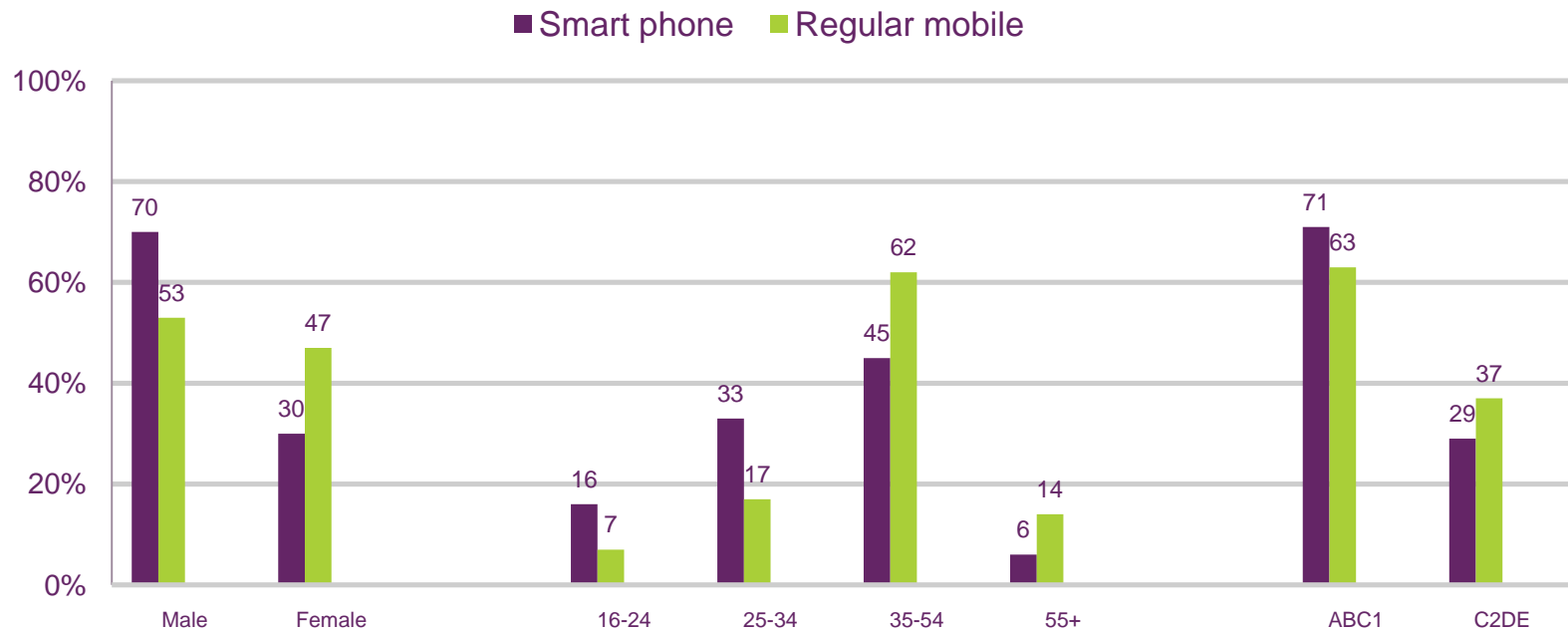
Figure 1.53

Attitude statements Teens



Source: Ofcom omnibus research, March 2011
 Q15 Please tell me the extent you agree or disagree with the following statements?
 Total GB teens who use a mobile phone (n = 502)

Figure 1.54
Demographic profile of people who use a mobile phone at work:
smartphone users versus regular phone users

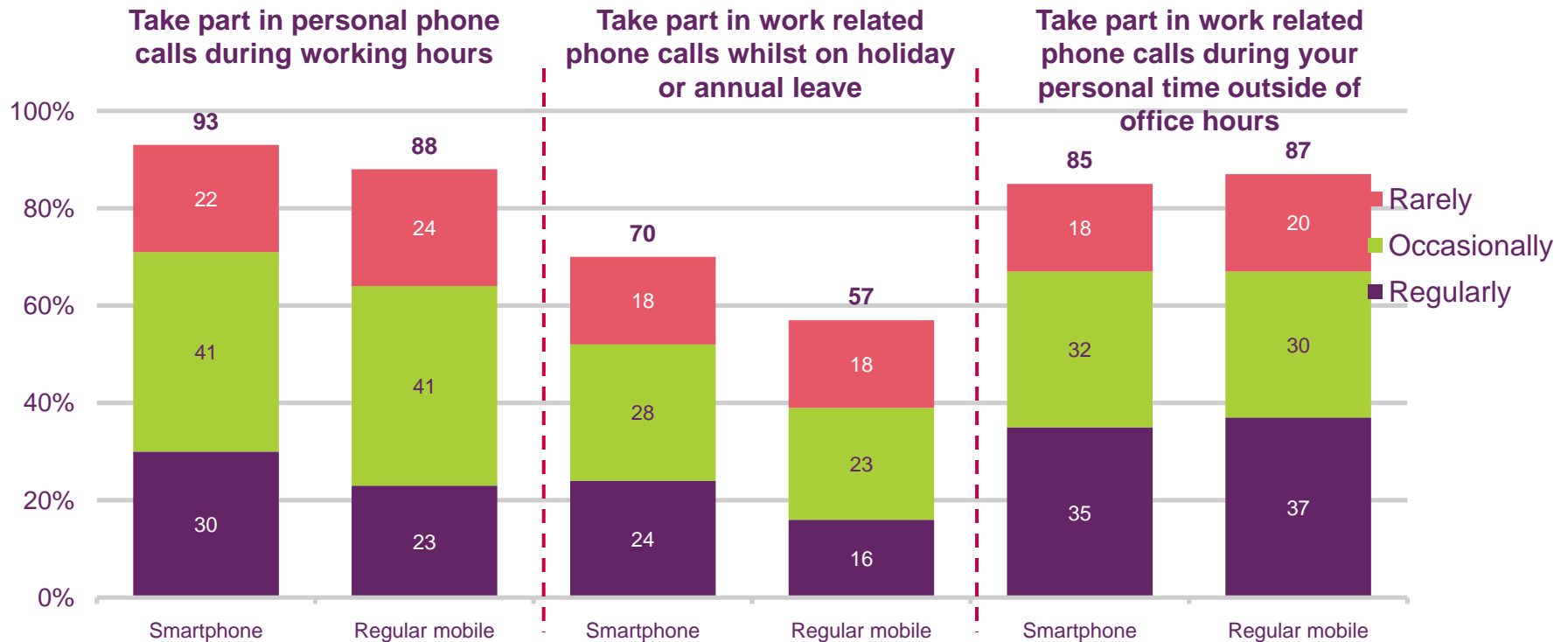


Source: Ofcom omnibus research, March 2011

Q2. How many mobile phones with different telephone numbers do you use at least once a month Q.3A Do you personally use a Smartphone ?

Base: Total GB Adults aged 16+ who use a mobile phone when working (n = 614). Total GB adults who use a smart phone when working (n = 257)

Figure 1.55
Work activities where use a mobile phone



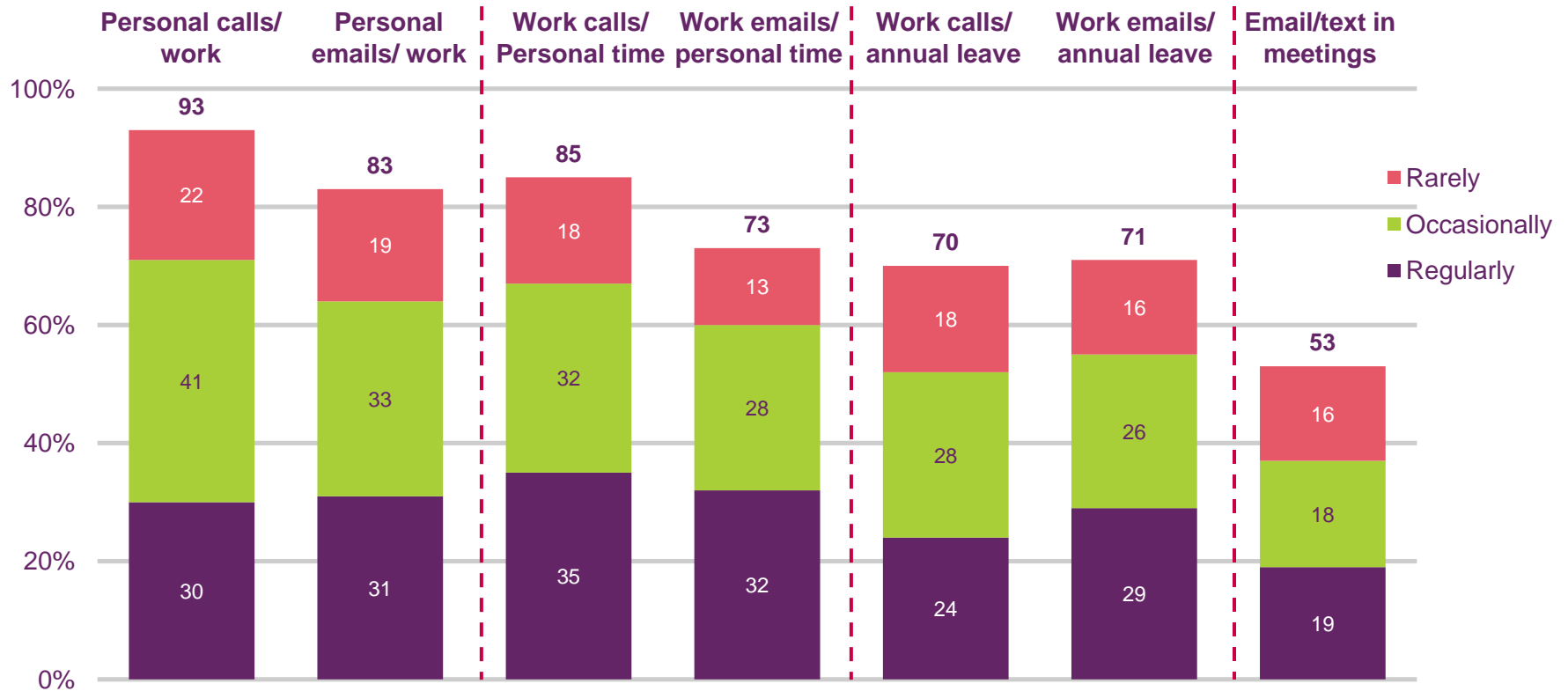
Source: Ofcom omnibus research, March 2011

Q18. How often do you do the following using your mobile phone?

Base: Total GB Adults aged 16+ who use a mobile phone when working (n = 614). Total GB adults who use a smart phone when working (n = 257)

Figure 1.56

Work activities where use a smartphone

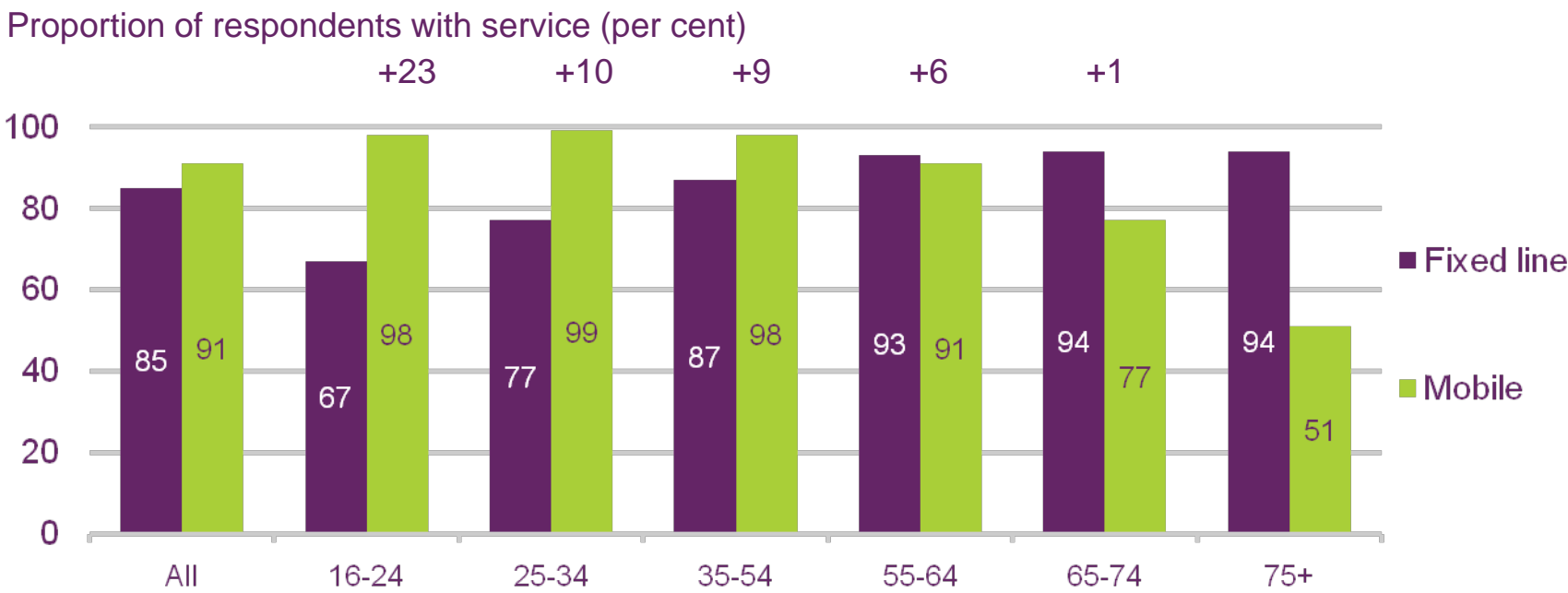


Source: Ofcom omnibus research, March 2011
 Q18. How often do you do the following using your mobile phone?

Base: Total GB adults who use a smart phone when working (n = 257)

CMR 2011 The Generation Gap

Figure 1.57



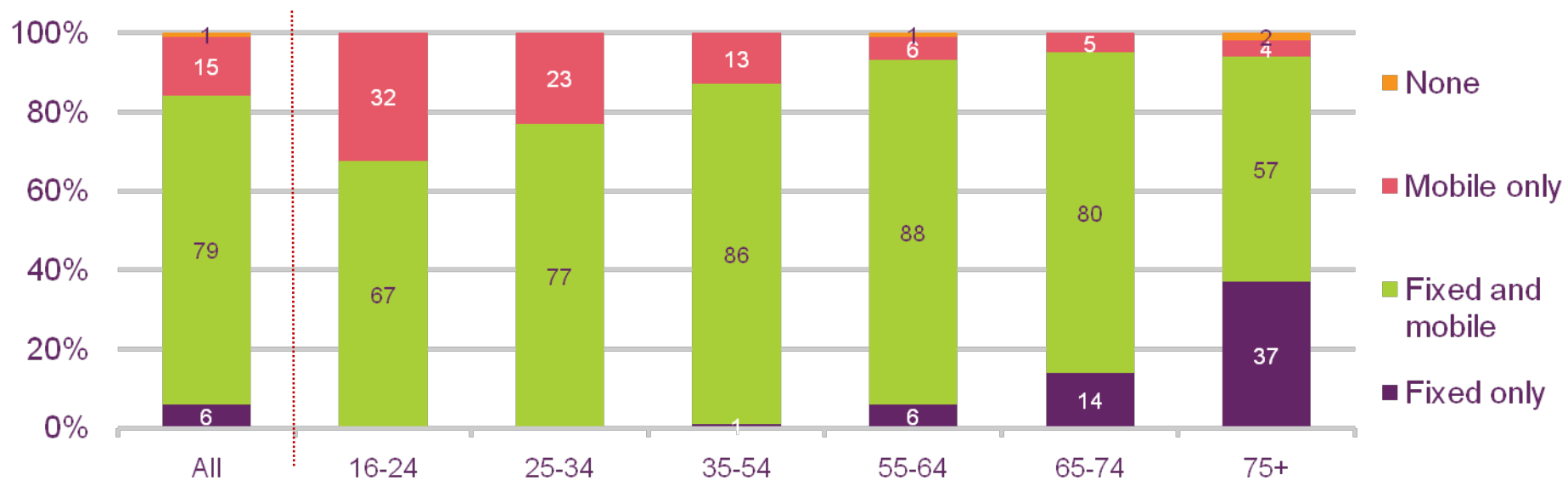
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in January/February 2011
 Base: All adults aged 16+ (3474)

QC1. Is there a landline phone in your home that can be used to make and receive calls?
 QD2. Do you personally use a mobile phone? How many mobile phones with different telephone numbers do you use at least once a month? Please include any phones used for work or other purposes.

Figure 1.58

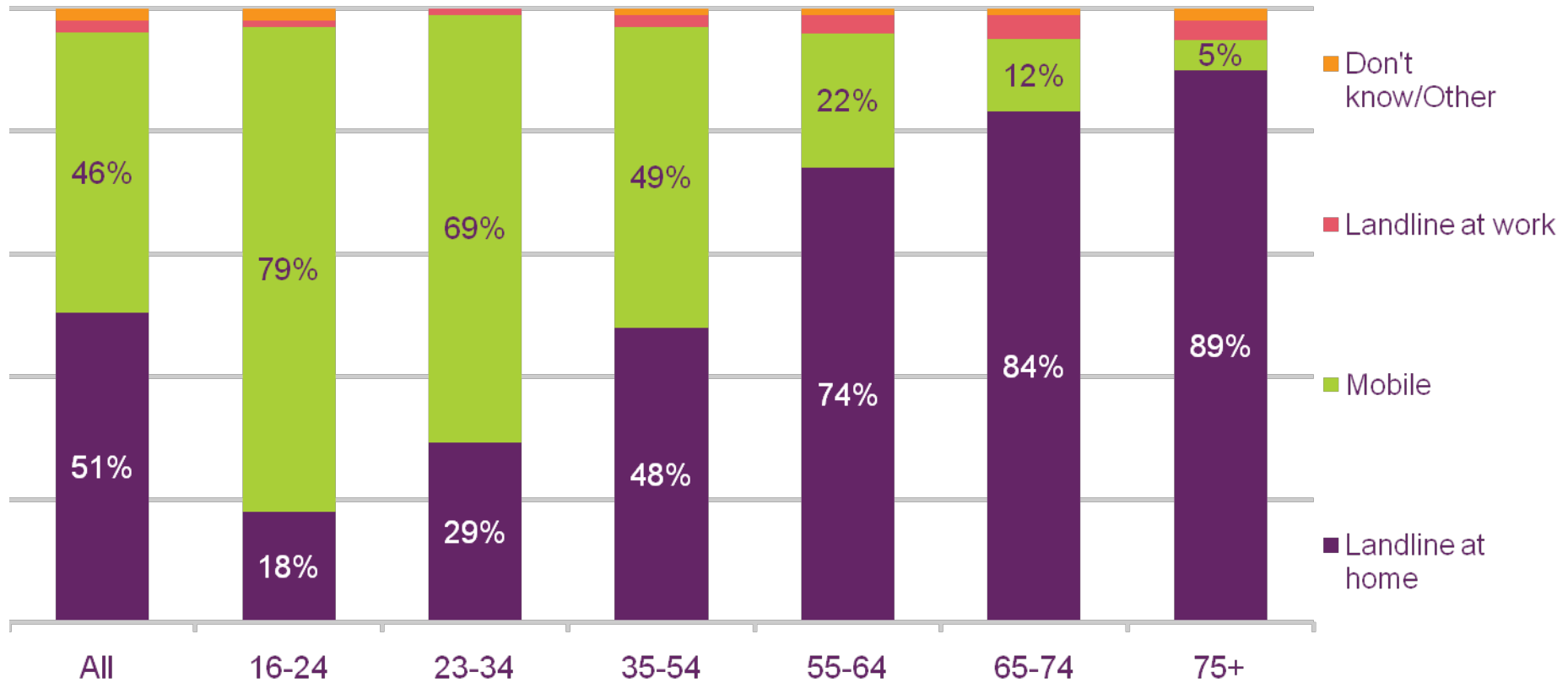
Household penetration of fixed and mobile telephony, by socio-economic group and age

Proportion of respondents (per cent)



Source: Ofcom research
 Base: All adults aged 16+

Figure 1.59



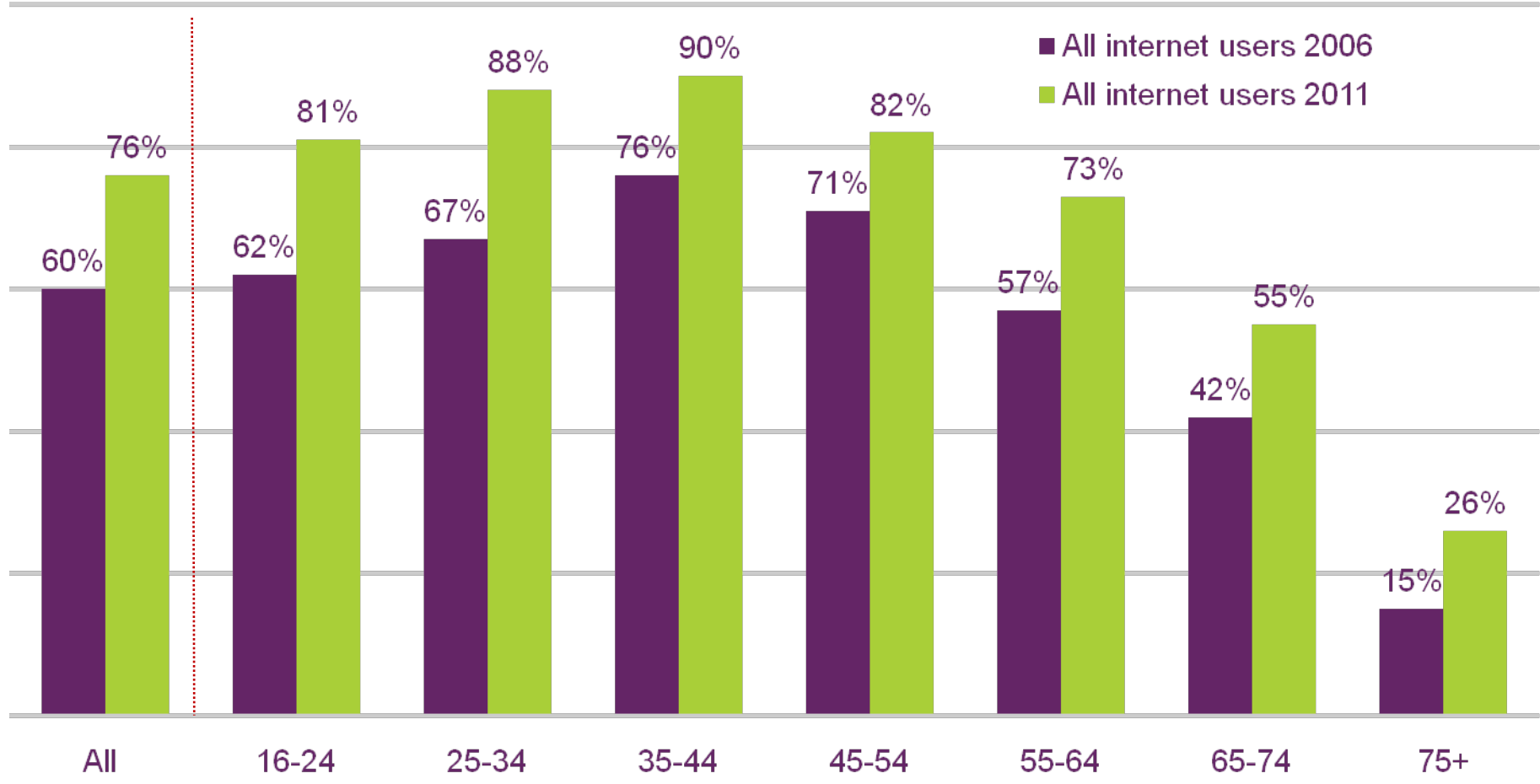
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in January/February 2011

Base: All adults aged 16+ (3474)

QC3 (QC28). Which of these do you consider to be your MAIN method of making and receiving telephone calls?



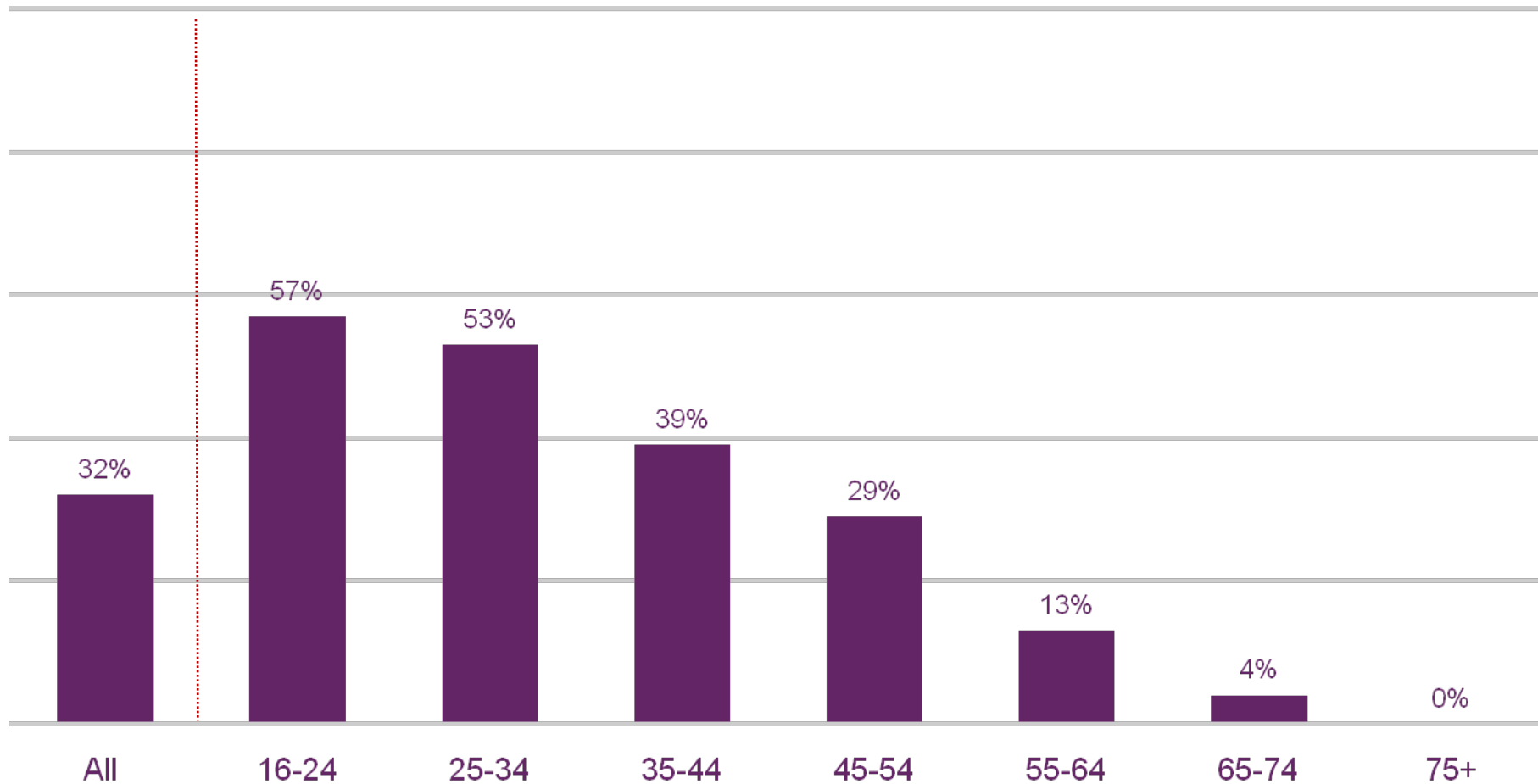
Figure 1.60



Q: Do you or does anyone in your household have access to the internet/ world wide web at home (via any device, e.g. PC, mobile phone etc.)?
Source: Ofcom technology tracker survey, Q1 2006 and Q1 2011
Base: 2006: All adults aged 15+ (2214); 2011: all adults aged 16+ (3474)



Figure 1.61



Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in January/February 2011

Base: All adults aged 16+ (3474)

QD28: Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?

Which media would be missed the most, by age - 2010

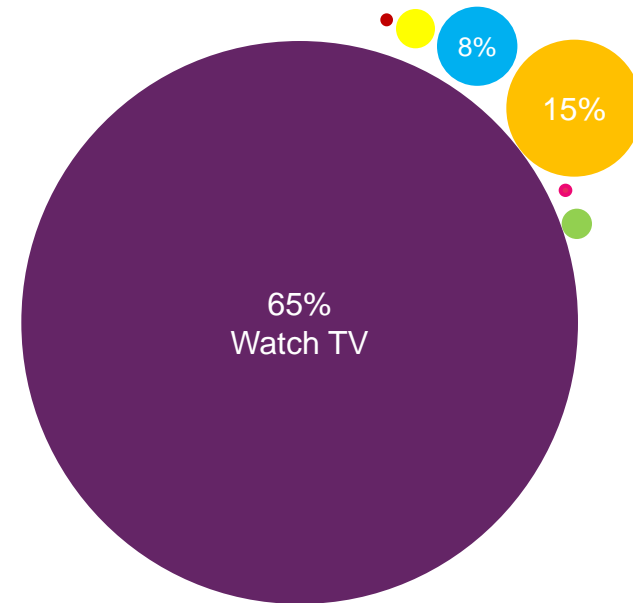
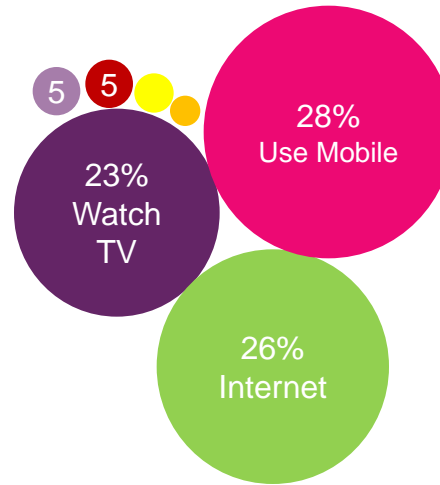
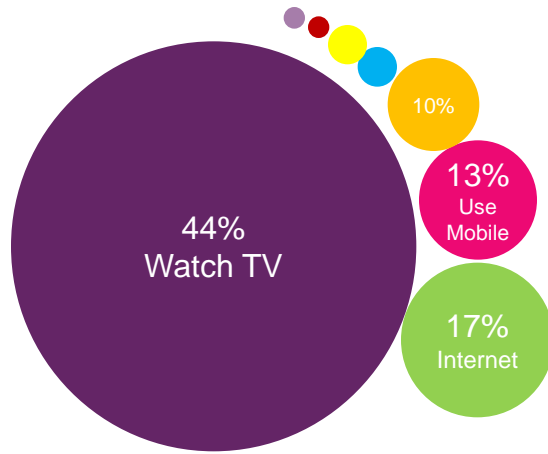


Figure 1.62

All aged 16+

16-24

75+



Watch TV



Use the internet
Via PC/Laptop



Use a mobile
phone



Listen to
the radio



Read Newspapers
/Magazines



Listen to music on
Hi-fi/CD/Tape player

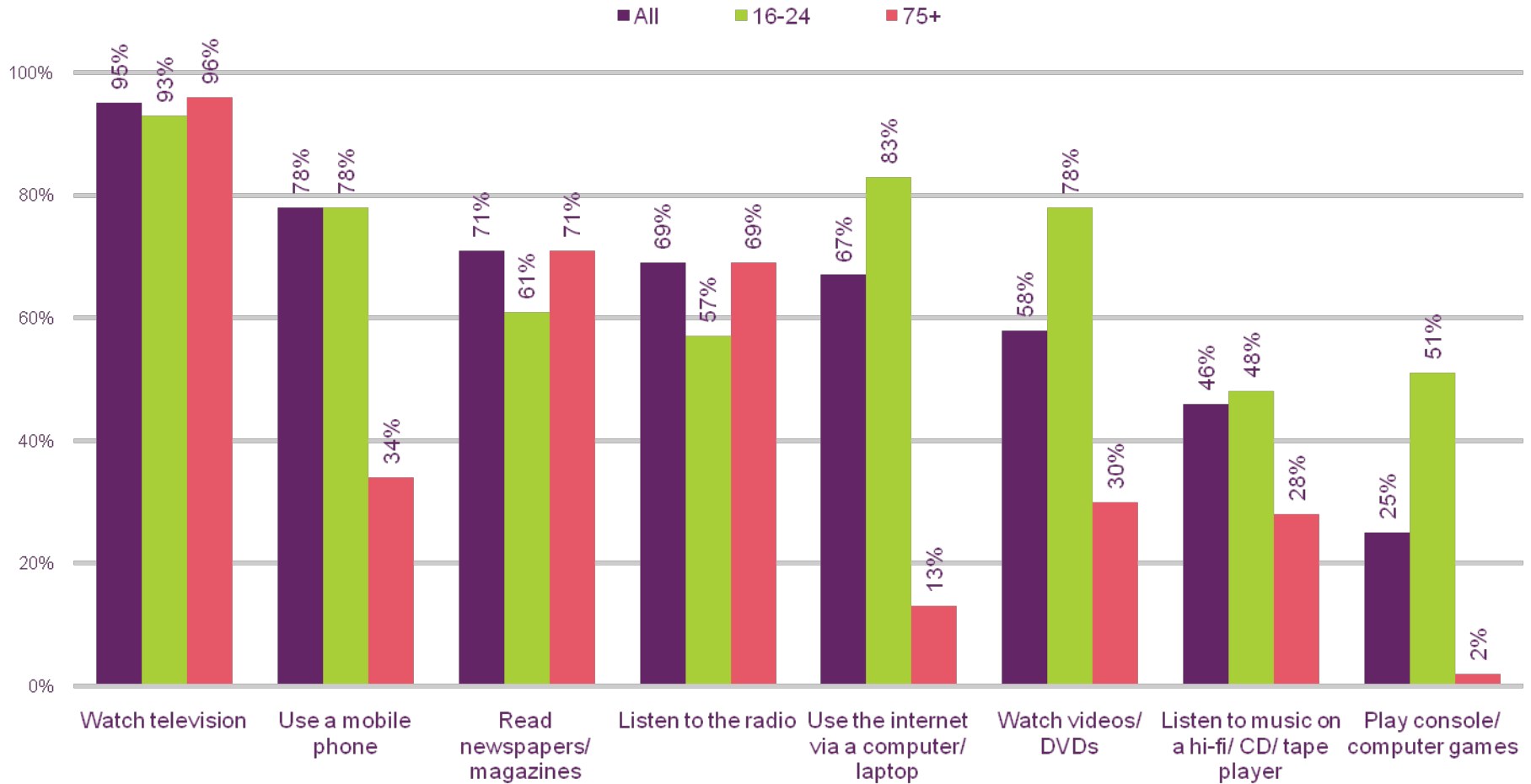


Play console/
Video games



Listen to portable
MP3 device

Figure 1.63



A1 – Which of the following do you regularly do? (Prompted responses, multi-coded)

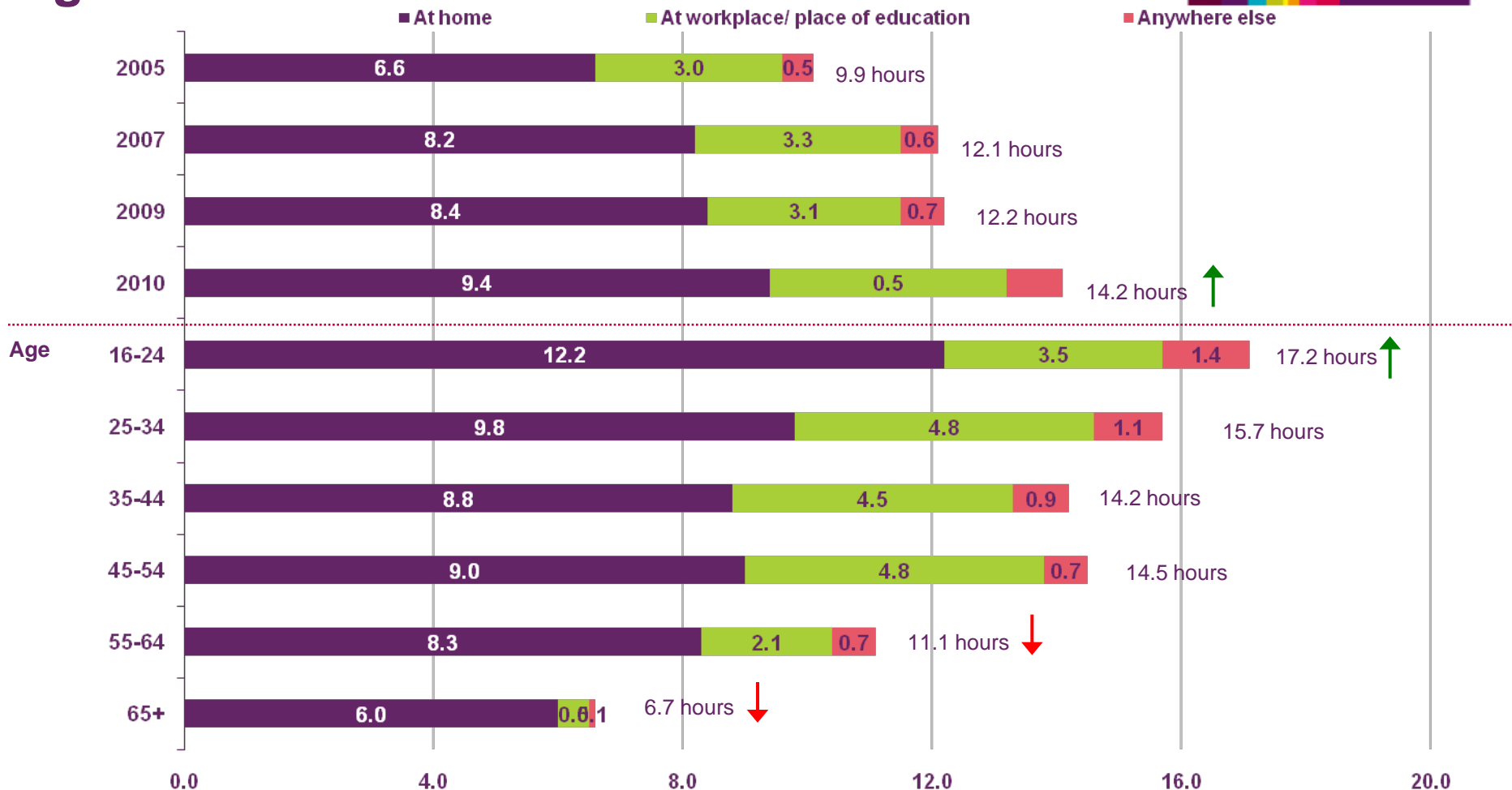
Base: All adults aged 16+ (2117 in 2010).

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Volume of internet use per week, by age 2010 (Self-reported)



Figure 1.64



IN7A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded)

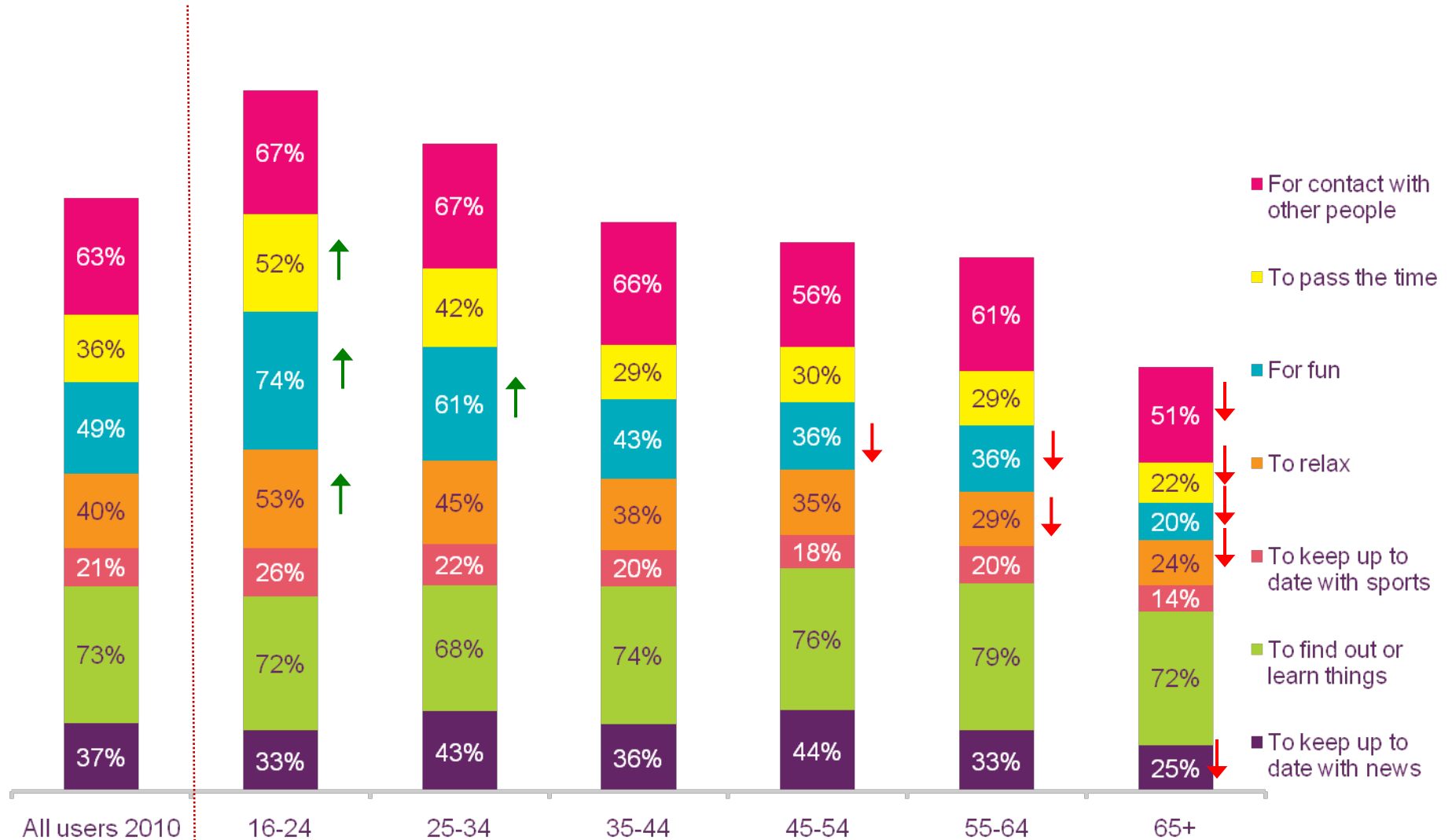
Base: All adults aged 16+ who use the internet at home or elsewhere (1746 in 2005, 1723 in 2007, 1282 in 2009, 1489 in 2010) Significance testing shows any change between 2009 and 2010, any difference between any age group and all adults aged 16+, between males and females, between any socio-economic group and all adults aged 16+

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Why people say they use the internet, by age - 2010



Figure 1.65

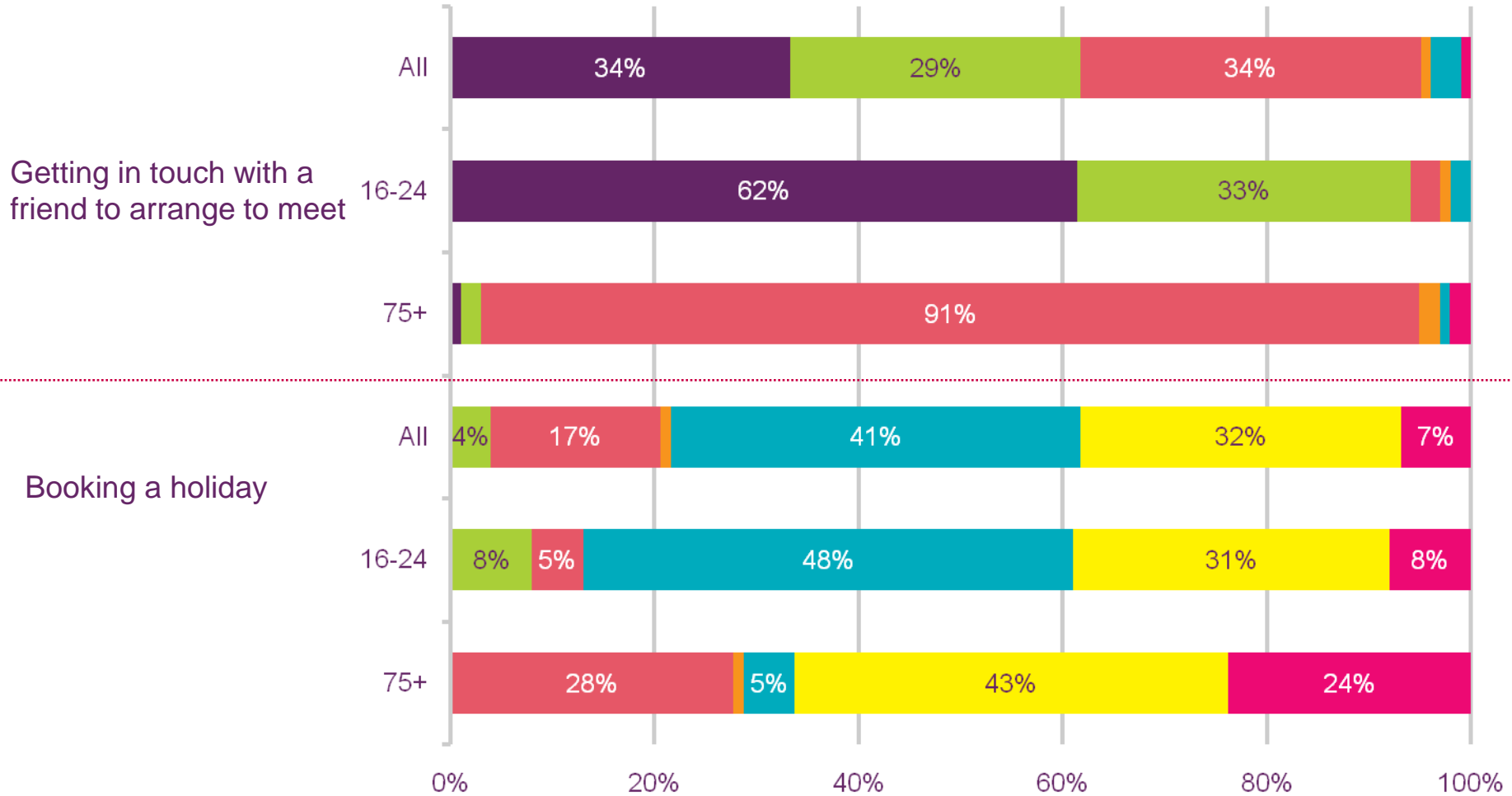


Preferred communication method for making contact, by age 2010



Figure 1.66

■ Text message
 ■ Mobile phone call
 ■ Home/landline phone call
 ■ Letter
 ■ email/website
 ■ Meet in person
 ■ Don't know

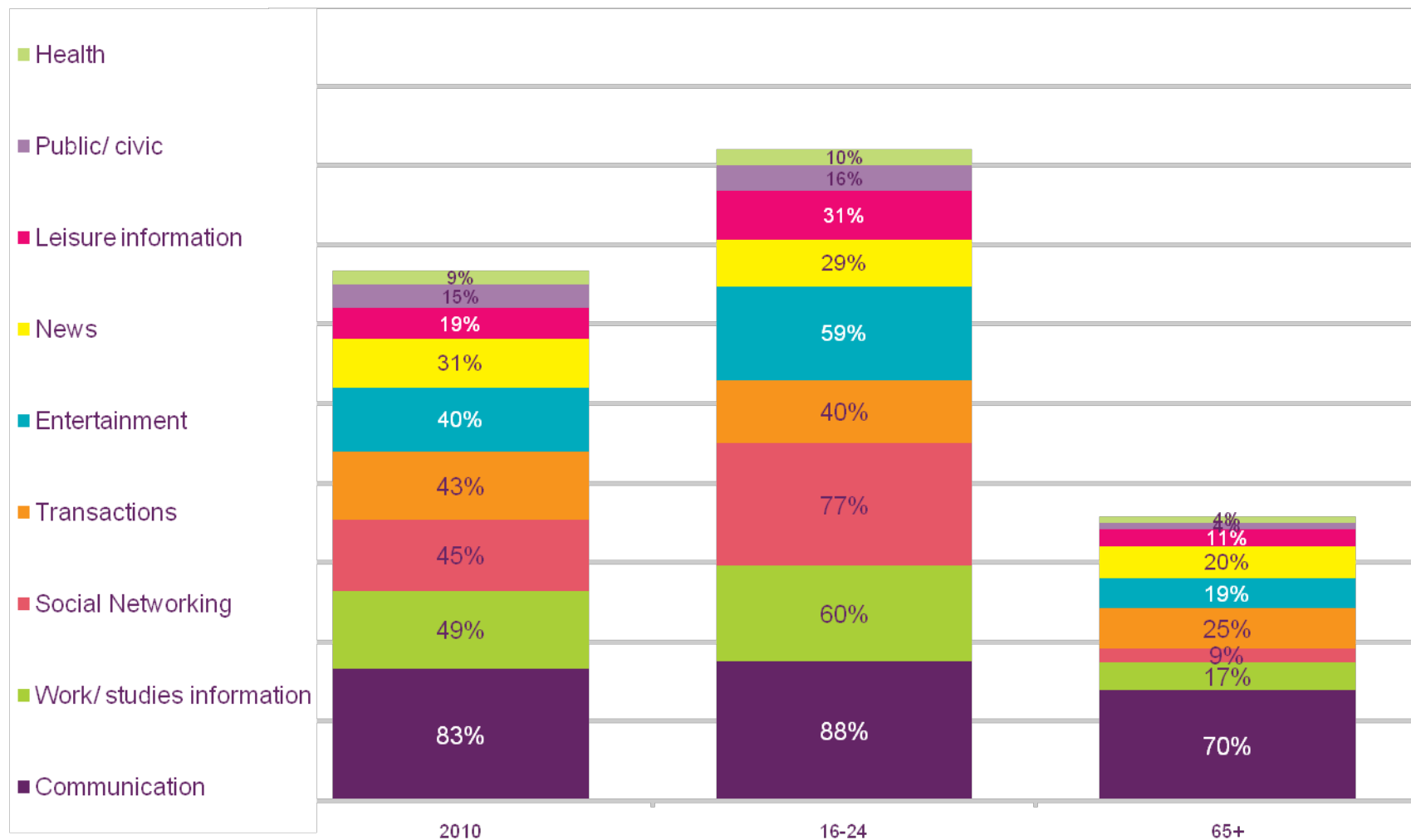


NZ2A-D. Please use this list to say which one way you would prefer to make contact for a few different reasons that I'll read out. (Prompted responses, single coded) *2005 wording was 'Contacting the local council'.
 Base: All adults aged 16+ (3244 in 2005, 1012 in 2009, 2117 in 2010). Significance testing shows any change between 2009 and 2010
 Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Weekly internet activities carried out, by age 2010



Figure 1.67



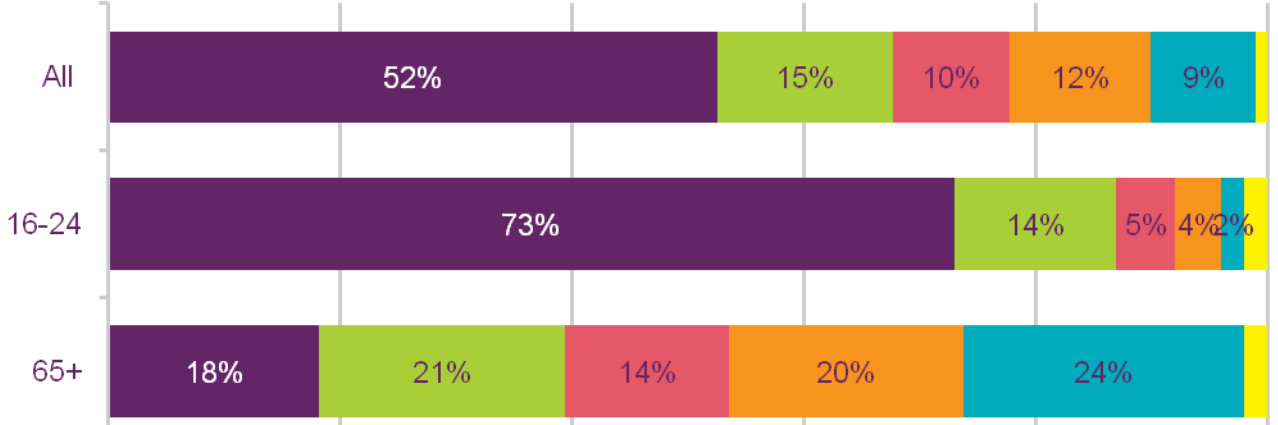
Confidence as an internet user, by age 2010



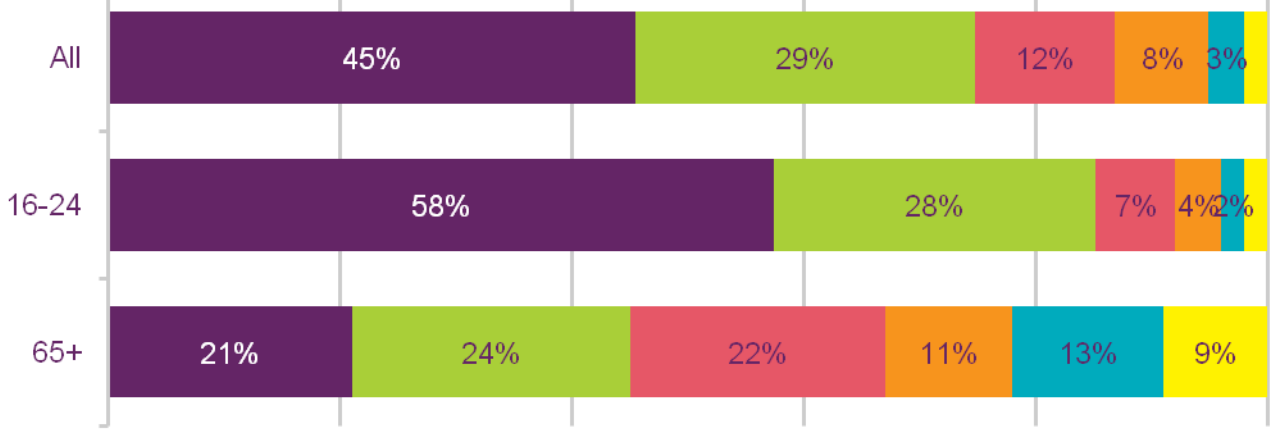
Figure 1.68

■ Very confident
 ■ Fairly confident
 ■ Neither/ nor
 ■ Not very confident
 ■ Not at all confident
 ■ Don't know

How confident are you using the internet to do creative things – like making blogs, sharing photos online, or uploading short videos?^{*2}



How confident are you in judging whether a website you use is truthful?^{*3}



0% 20% 40% 60% 80% 100%

IN10F/G/A/B/C/D – I
(Prompted responses, single choice)

Base: Adults aged 16+ who use the internet at home or elsewhere (1723 in 2007, 1282 in 2009, 1489 in 2010). Significance testing shows any change between 2009 and 2010.

*1 2007 – 'That you can find the content or information you want when you go online'

*2 2007 – 'Using the creative elements that media such as the internet and mobile phones offer? This includes creating blogs (or online diaries), editing photos and sharing them with friends and uploading short videos from a mobile phone'

*3 2007 – 'Being able to tell if a website you use is truthful and reliable'

Source: Ofcom research, fieldwork carried out by Saville Research Base in April to May and September to October 2010

Figure 1.69



The Nations comms market

UK CMR 2011

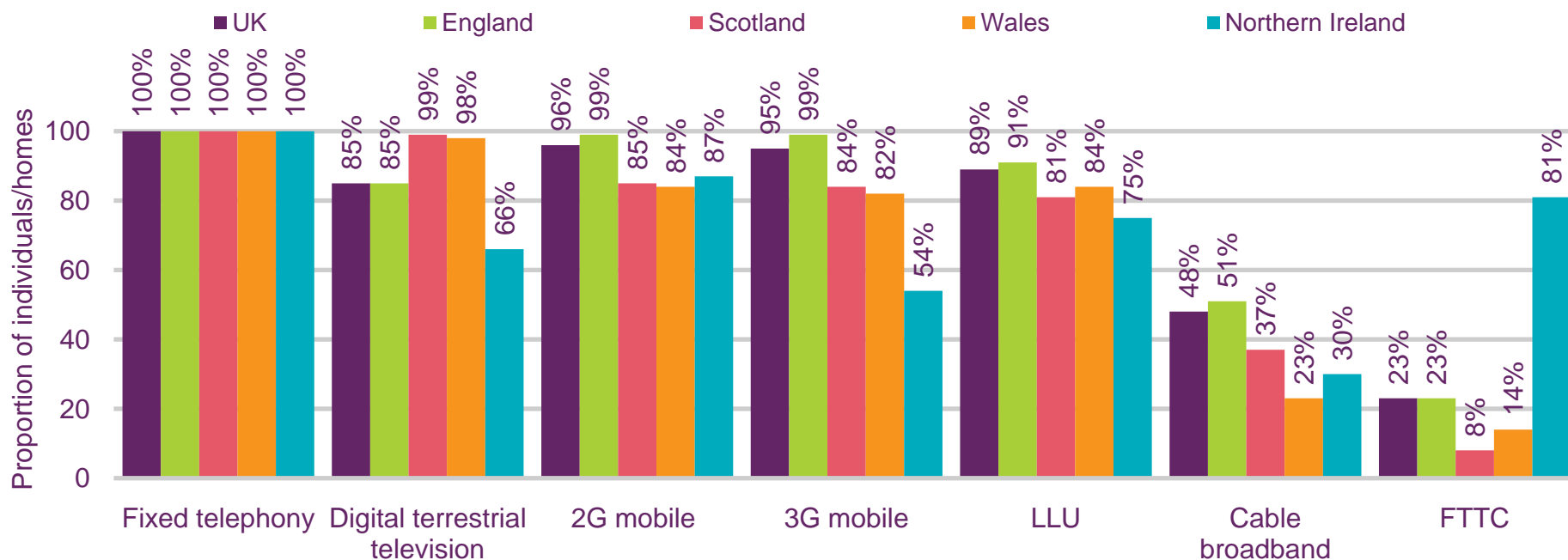
Figure 1.70

	UK	England	Scotland	Wales	Northern Ireland	UK urban	UK Rural
Digital TV take-up among TV homes	96 ↑+4	96 ↑+4	97 ↑+6	99	90	96 ↑+4	95 ↑+3
Broadband take-up	74 ↑+3	76	61	71 ↑+7	75	74 ↑+4	80 ↑+5
Mobile broadband	17 ↑+2	18 ↑+3	9	16	13	17	14
Mobile phone take-up	91 ↑+2	92 ↑+2	86	87	92	91 ↑+2	92
Use mobile to access internet	32 ↑+9	34 ↑+9	21 ↑+6	25	29 ↑+8	34 ↑+8	23
Smartphone take-up amongst mobile phone owners	30 ↑+	31 ↑+	21 ↑+	29 ↑+	23 ↑+	30 ↑+	30 ↑+
Fixed landline take-up	85	85	80	80	84	84	90
Households taking bundles	53	54	49	47	46	54 ↑+3	47
DAB ownership amongst radio listeners	37	39	31	27	28	37	40

Figure 1.71



Communications infrastructure availability across the UK's nations, 2011



Sources: Ofcom and:

1. DTT: Availability of 17 services. Ofcom estimates.
2. Proportion of population living in postal districts where at least one operator reports at least 90% 2G area coverage. Sourced from GSM Association / Europa Technologies (Q2 2011). Note that coverage data has been restated; this means that year-on-year comparisons are not possible.
3. Proportion of population living in postal districts where at least one operator reports at least 90% 3G area coverage. Sourced from GSM Association / Europa Technologies (Q2 2011). Note that coverage data has been restated; this means that year-on-year comparisons are not possible.
5. Proportion of households connected to an LLU-enabled exchange
6. Proportion of households passed by Virgin Media's broadband-enabled network
7. Proportion of households connected to an FTTC-enabled exchange, June 2011

Figure 1.72

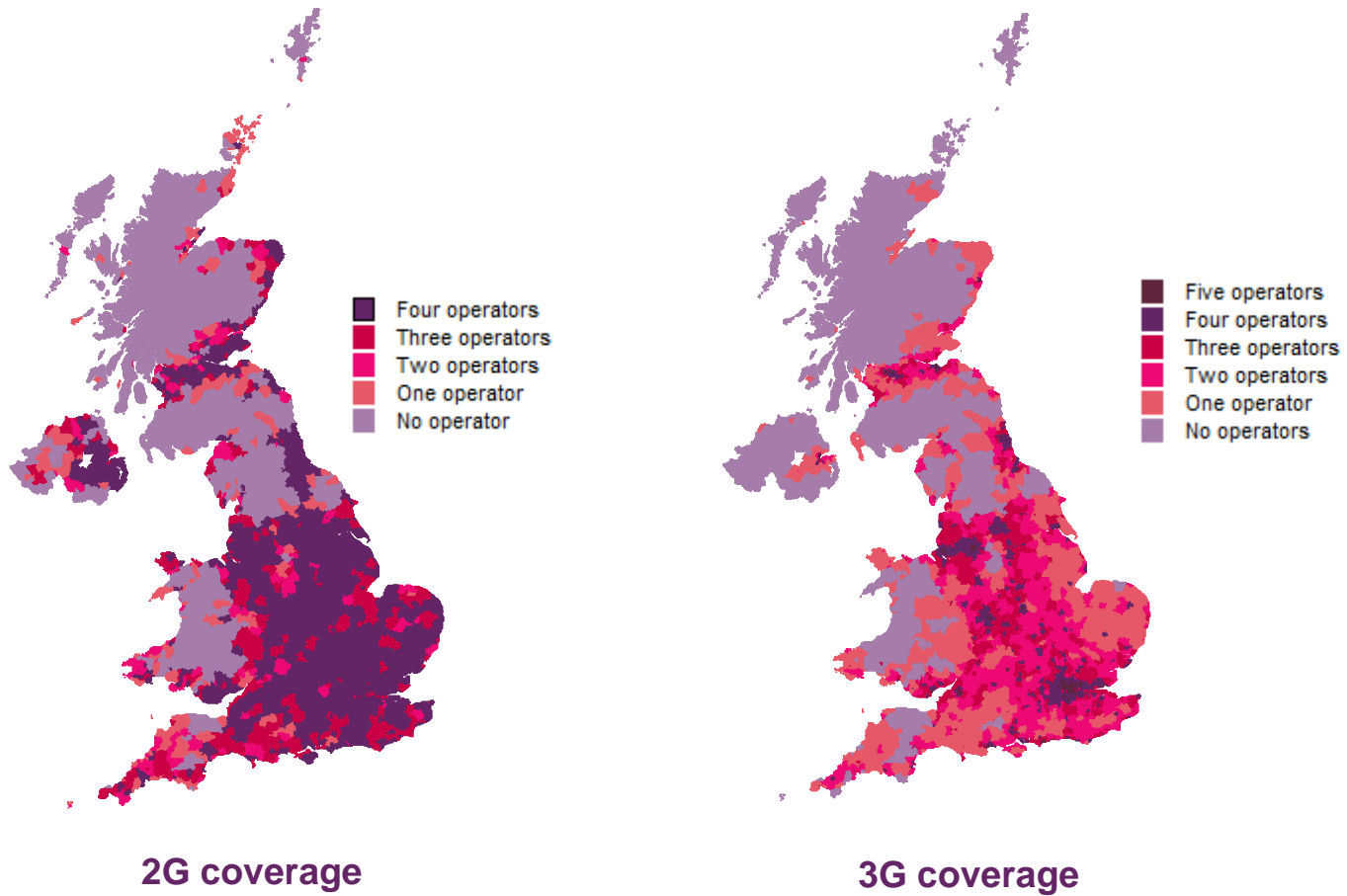
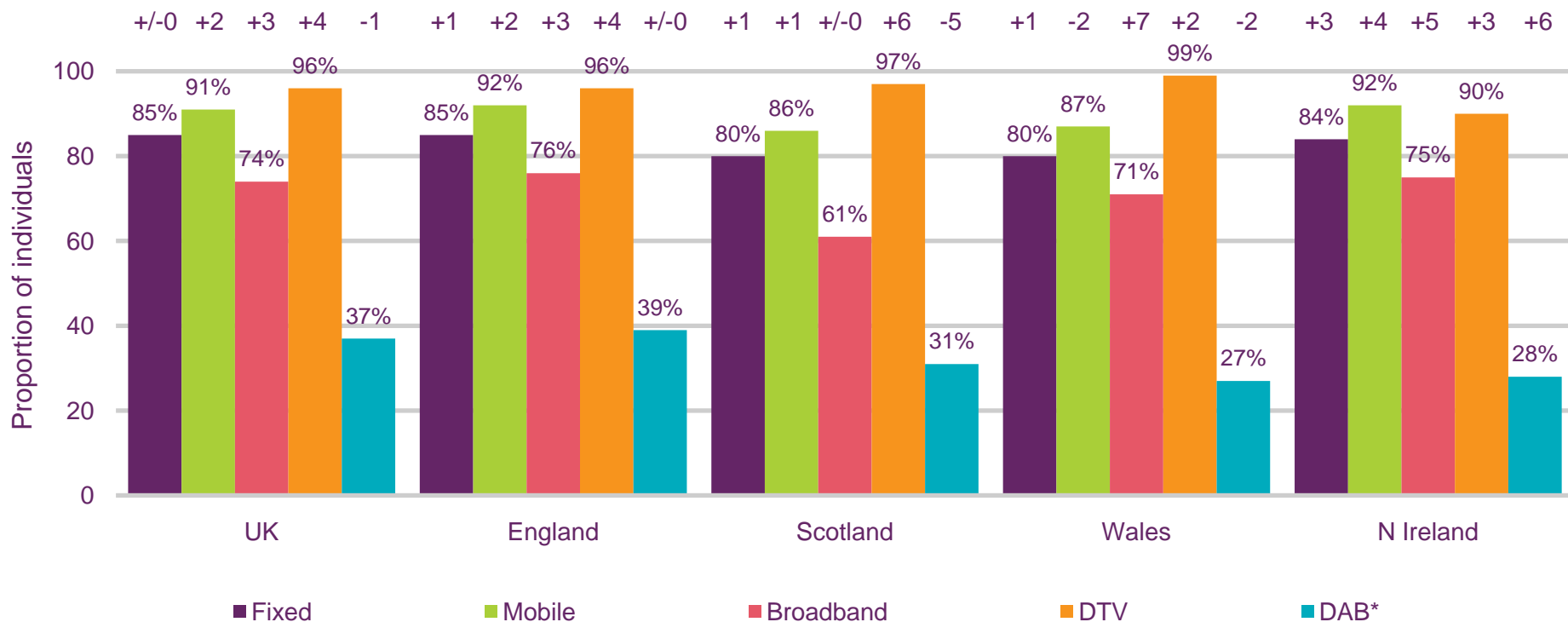


Figure 1.73



Patterns communications service adoption across the nations, 2011

Figure above bar shows % point change from Q1 2010



Source: Ofcom research, Quarter 1 2011

Fixed line, broadband, mobile bases: All adults aged 16+ (n = 3474 UK, 1983 England, 487 Scotland, 493 Wales, 511 Northern Ireland)

Fixed line question: Is there a landline phone in your home that can be used to make and receive calls?

DTV base: Adults aged 16+ with a TV in the household (n = 3412 UK, 1941 England, 479 Scotland, 483 Wales, 509 Northern Ireland)

DTV question: Which, if any, of these types of television does your household use at the moment?

Broadband question: Which of these methods does your household use to connect to the internet at home?

DAB base: Adults aged 16+ with any active radio sets in the household who listen to radio. *NB Data previous to 2011 is based on all who listen to radio (n = 2811 UK, 1629 England, 357 Scotland, 397 Wales, 428 Northern Ireland)

DAB question: How many of these radio sets are digital radios? Response represents those with one or more sets.

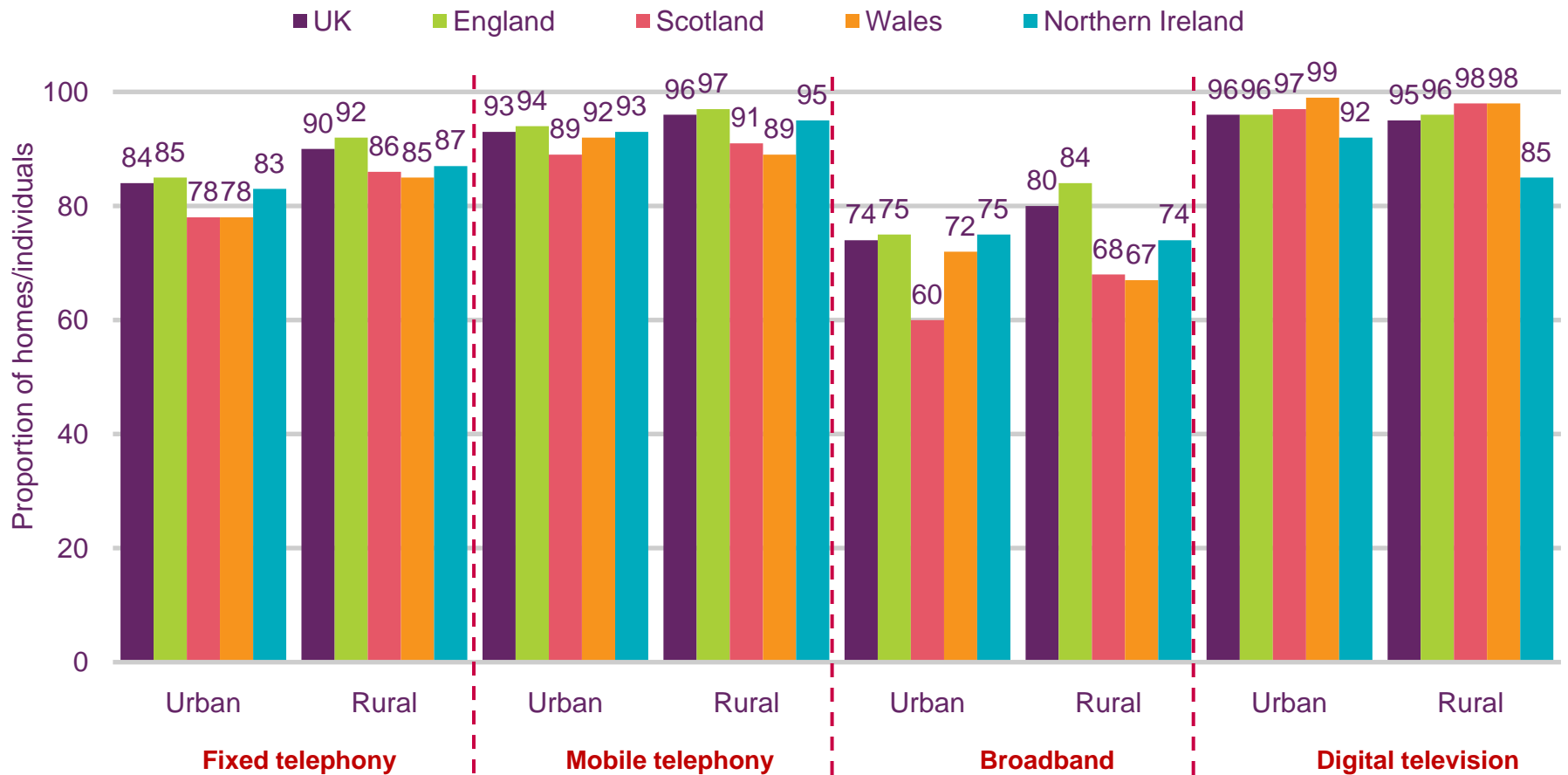
Note: Remaining percentages are Don't know responses

Mobile question: Do you personally use a mobile phone?

Figure 1.74



Adoption of communications technology/services in urban and rural locations



Source: Ofcom research, Quarter 1 2011

Fixed telephony, mobile telephony, broadband base: All adults aged 16+ (n = 3474 UK, 1983 England, 487 Scotland, 493 Wales, 511 Northern Ireland)

DTV base: Adults aged 16+ with a TV in the household (n = 3412 UK, 1941 England, 479 Scotland, 483 Wales, 509 Northern Ireland)

Figure 1.75

Take-up of smartphones



QD24B. Do you personally use a Smartphone? A Smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of Smartphone include BlackBerry, iPhone and Android phones such as the HTC Desire.

Source: Ofcom research, Quarter 1 2011

Base: Adults aged 16+ who personally use a mobile phone (n = 3091 UK, 416 Wales, 1786 England, 425 Scotland, 464 Northern Ireland, 208 Wales urban, 208 Wales rural)

Figure 1.76

Mobile-only households in the UK



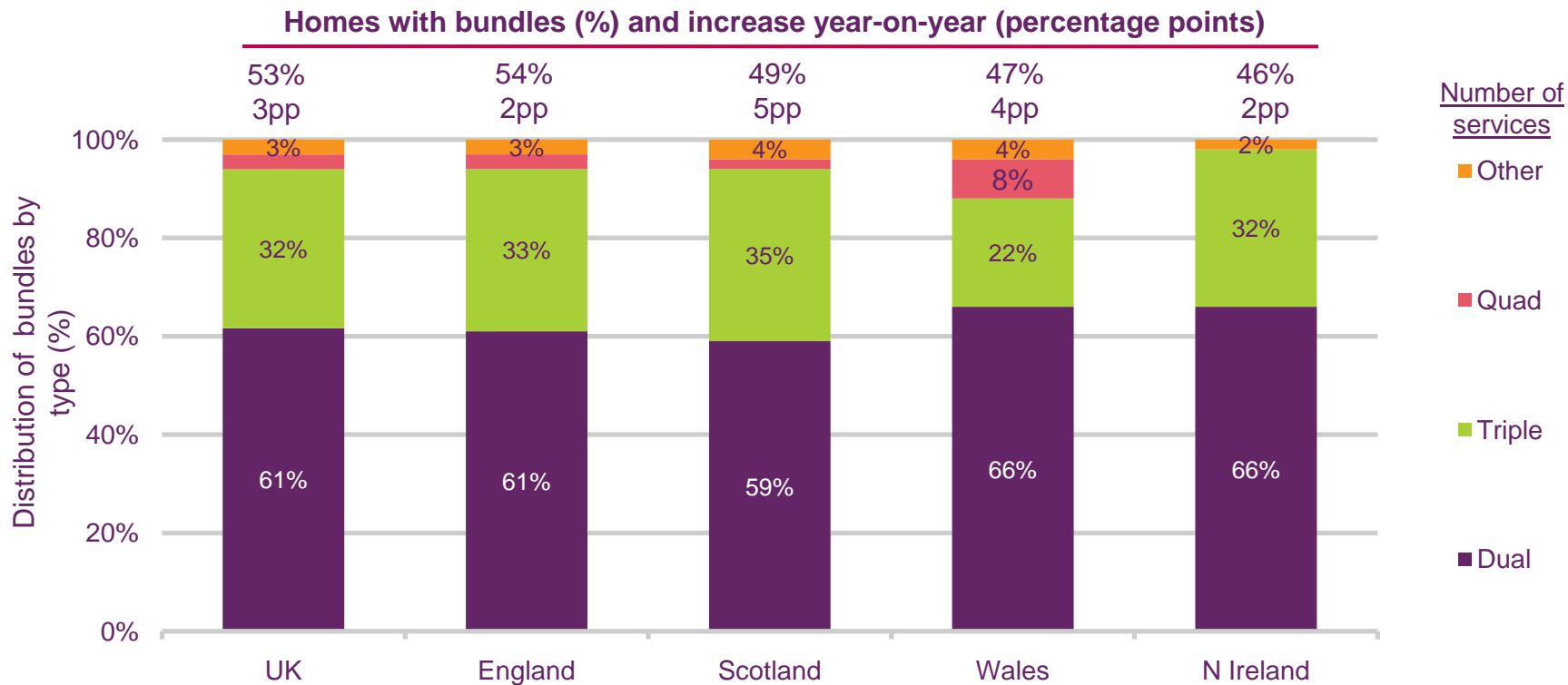
QC1. Is there a landline phone in your home that can be used to make and receive calls?/ QD1. How many mobile phones in total do you and members of your household use?

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (3474 UK, 493 Wales, 1983 England, 487 Scotland, 511 Northern Ireland, 241 Wales urban, 252 Wales rural, 811 Wales 2008, 987 Wales 2009, 1075 Wales 2010, 493 Wales 2011)

Figure 1.77

Take-up of bundles, by nation



Source: Ofcom research, Q1 2011

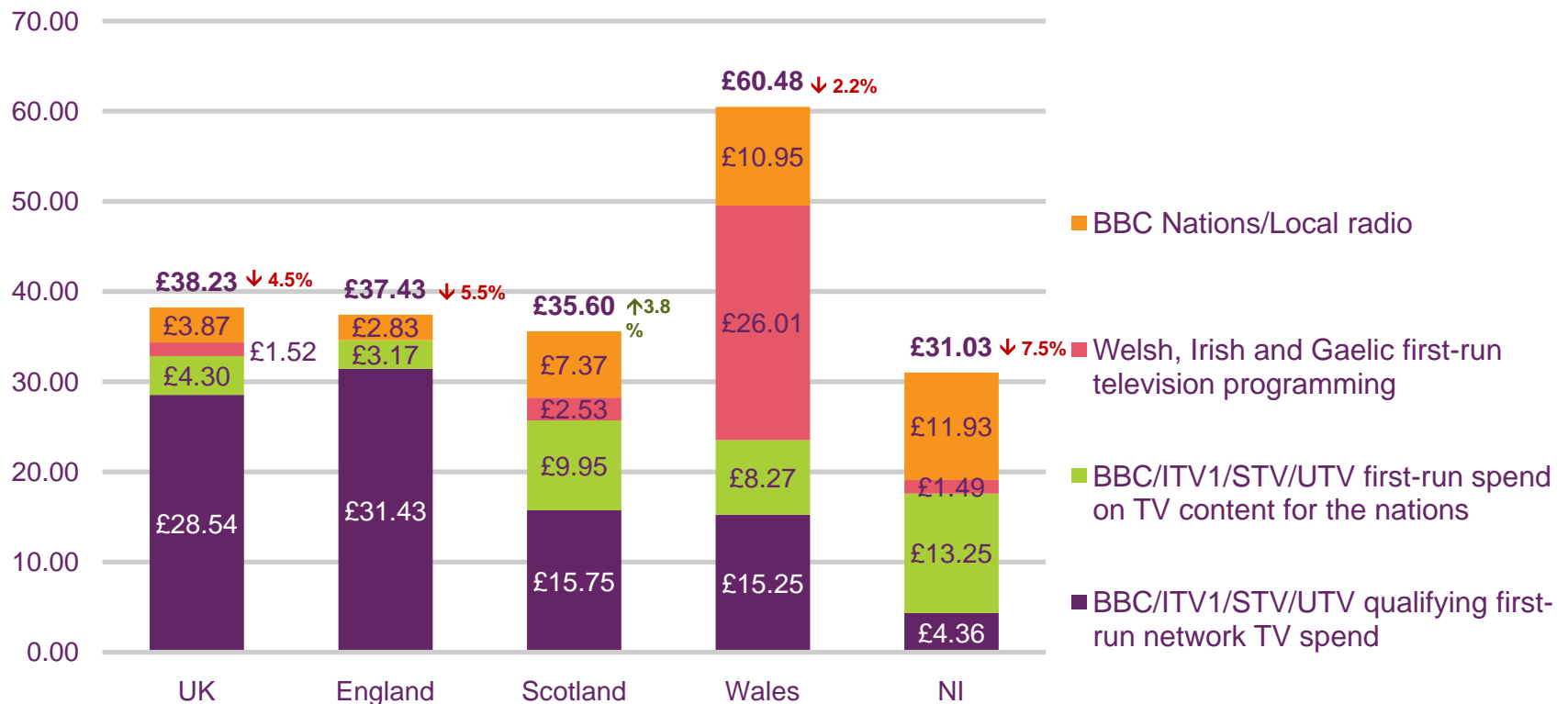
Base: All adults aged 16+ with a package of services regardless of whether or not these include a discount (n = 1680 UK, 1035 England, 226 Scotland, 197 Wales, 222 Northern Ireland)

Note: Remaining percentages are Don't know responses

Figure 1.78

Spend per head on UK-originated content by broadcast by PSBs on TV and radio, 2010

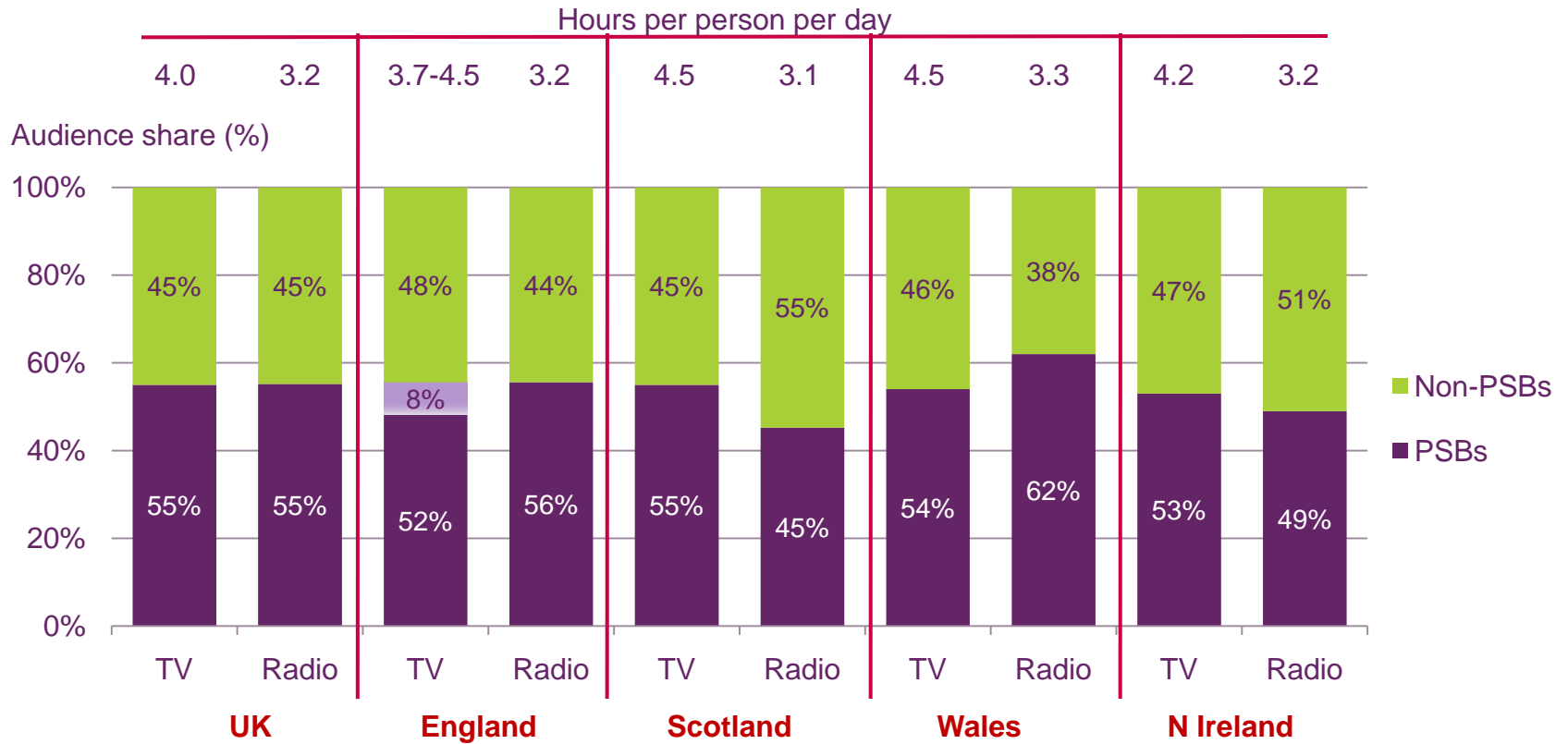
Spend per head (£)



Source: Operators, Annual Reports and Ofcom calculations

Figure 1.79

Hours of daily TV and radio use by nation, 2010



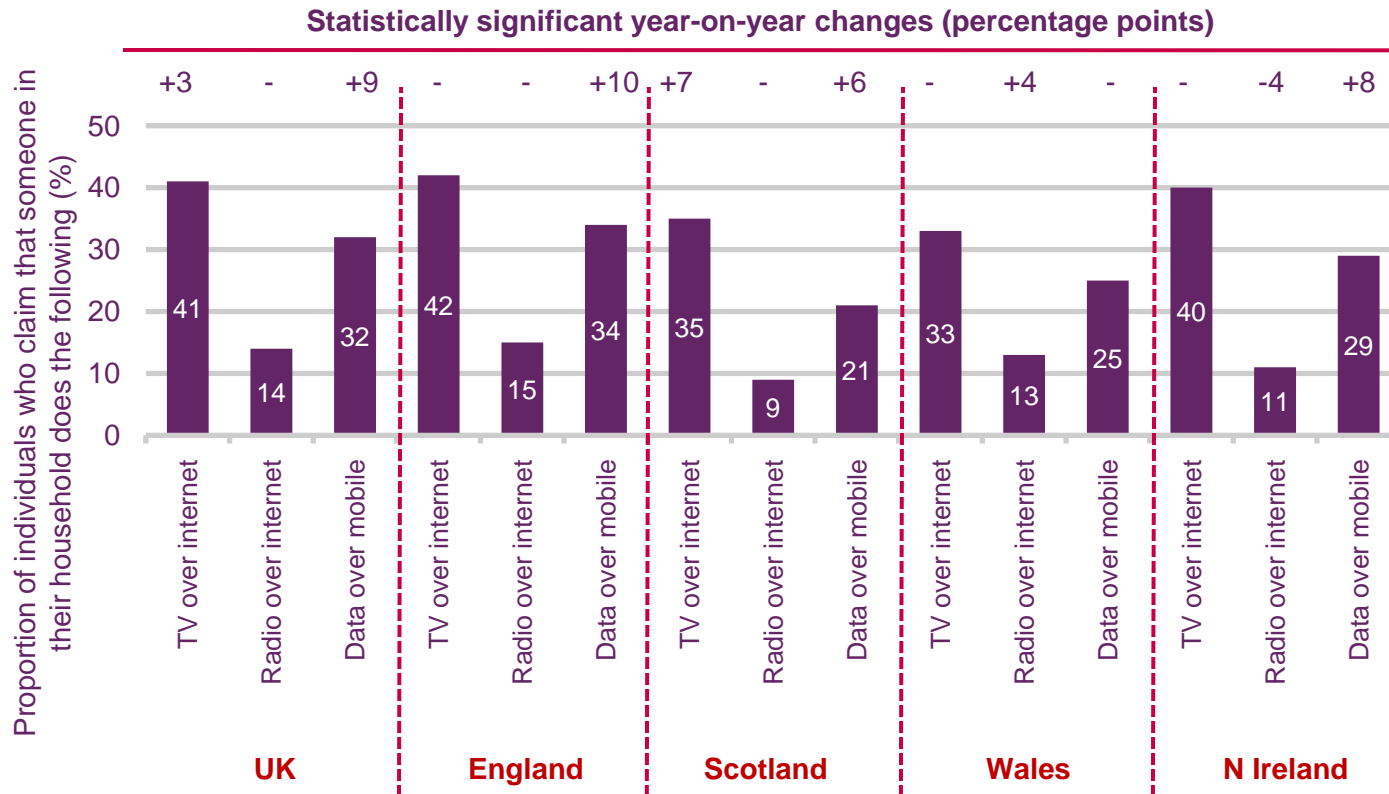
Source: BARB. i) TV: PSBs = BBC One, BBC Two, ITV1, C4+S4C, Five. (ii) Radio : PSBs = all BBC radio stations.

Notes: For England TV, a range is displayed reflecting the regions with the highest and lowest average daily viewing figures respectively

For Wales, TV viewing hours shows an increase of 0.9 hours on 2009 figures. While it is likely that there has been an increase in viewing in Wales, due to digital switchover, this increase may also be attributable to the effects of the new BARB panel introduced at the start of 2010. There are two important changes to note regarding the new BARB panel: 1) The panel is based on completely different viewers to the previous panel, so data comparisons pre- and post-2010 should be viewed with caution. 2) There was a redefining of border boundaries under the new panel change. Previously, viewing of C4 in some areas registered as 'out of area' and so did not count towards the Wales area viewing figures; under the new panel and re-defined regions, however, viewing of C4 in these regions is now included.

Figure 1.80

Consumers' use of converging platforms, 2011



Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n = 3474 UK, 1983 England, 487 Scotland, 493 Wales, 511 Northern Ireland)

QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

QD28A-B. Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ Includes download free applications, download paid for applications, send/ receive emails, accessing the internet, connecting to the internet using Wi-Fi, using VoIP service, download a new video clip, video streaming, TV streaming, accessing/ receiving, sports/ team news/ scores, accessing/ receiving news, use IM/ Instant messaging

2. Television and audio visual

Figure 2.1

Industry metrics

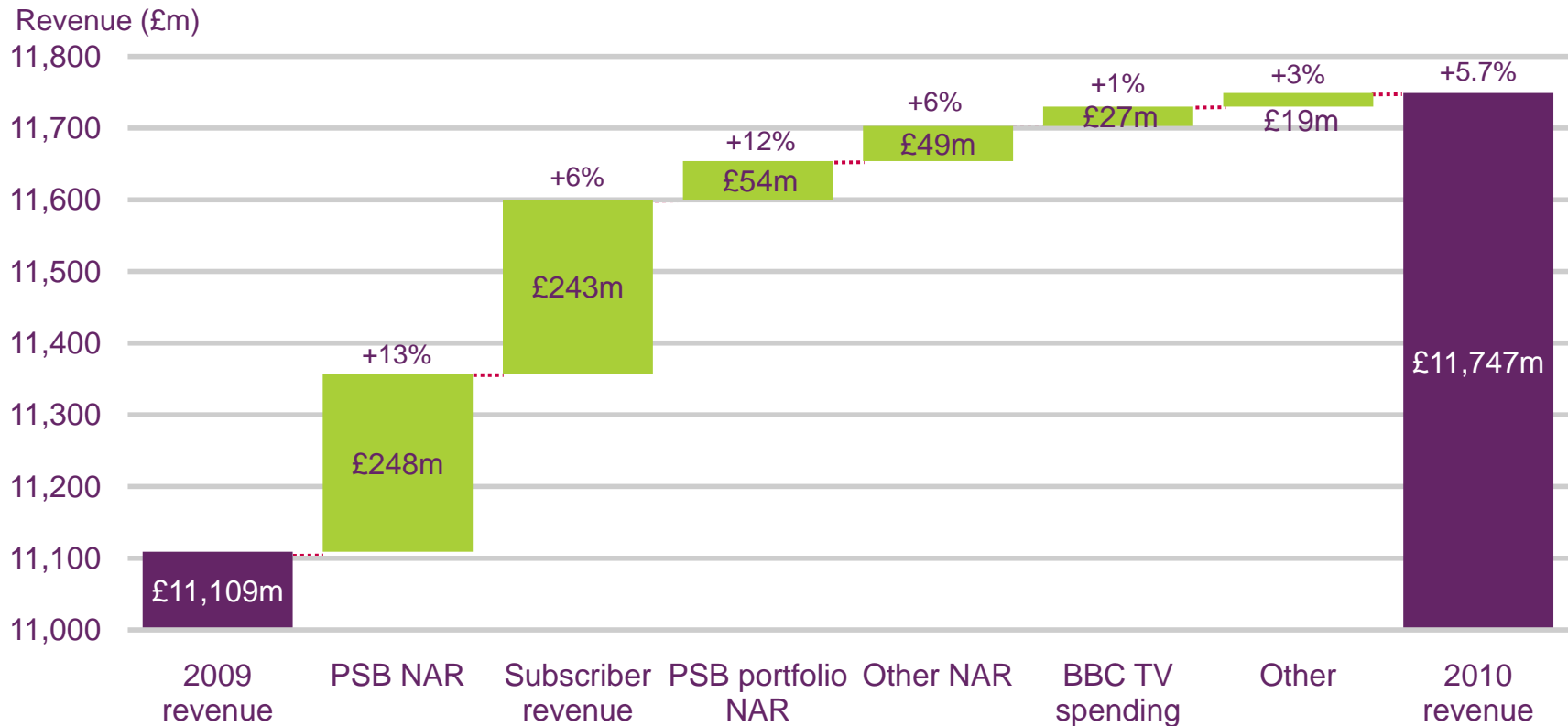


UK television industry	2005	2006	2007	2008	2009	2010
Total TV industry revenue (£bn)	10.5	10.6	11.1	11.2	11.1	11.7
Proportion of revenue generated by public funds	25%	25%	25%	24%	25%	23%
Proportion of revenue generated by advertising	35%	33%	32%	31%	28%	30%
Proportion of revenue generated by subscriptions	35%	36%	37%	39%	41%	41%
TV as a proportion of total advertising spend	30%	28%	27%	27%	28%	29%
Spend on originated output by 5 main networks (£bn)	3.0	2.8	2.7	2.6	2.4	2.5
Digital TV take-up	61.9%	69.7%	86.3%	87.1%	91.4%	92.5%
Proportion of DTV homes paying for TV (Q1)	64%	60%	55%	53%	55%	55%
Viewing per head, per day (hours) in all homes	3.65	3.60	3.63	3.74	3.75	4.04
Share of the five main channels in all homes	70%	67%	64%	61%	58%	56%
Number of channels broadcasting in the UK	416	433	470	495	490	510

Source: Ofcom/broadcasters/Advertising Association/Warc/BARB/GfK. Note: Public funds include the DCMS grant to S4C and BBC funding that is allocated to TV; TV as a proportion of total advertising spend excludes direct mail and is based on Advertising Association/Warc Expenditure Report (www.warc.com/expenditurereport); spend on originations includes spend on nations and regions programming (not Welsh and Gaelic language programmes but some Irish language). Note that digital television take-up in Q1 2011 had reached 93%.

Figure 2.2

Total TV industry revenue, by source

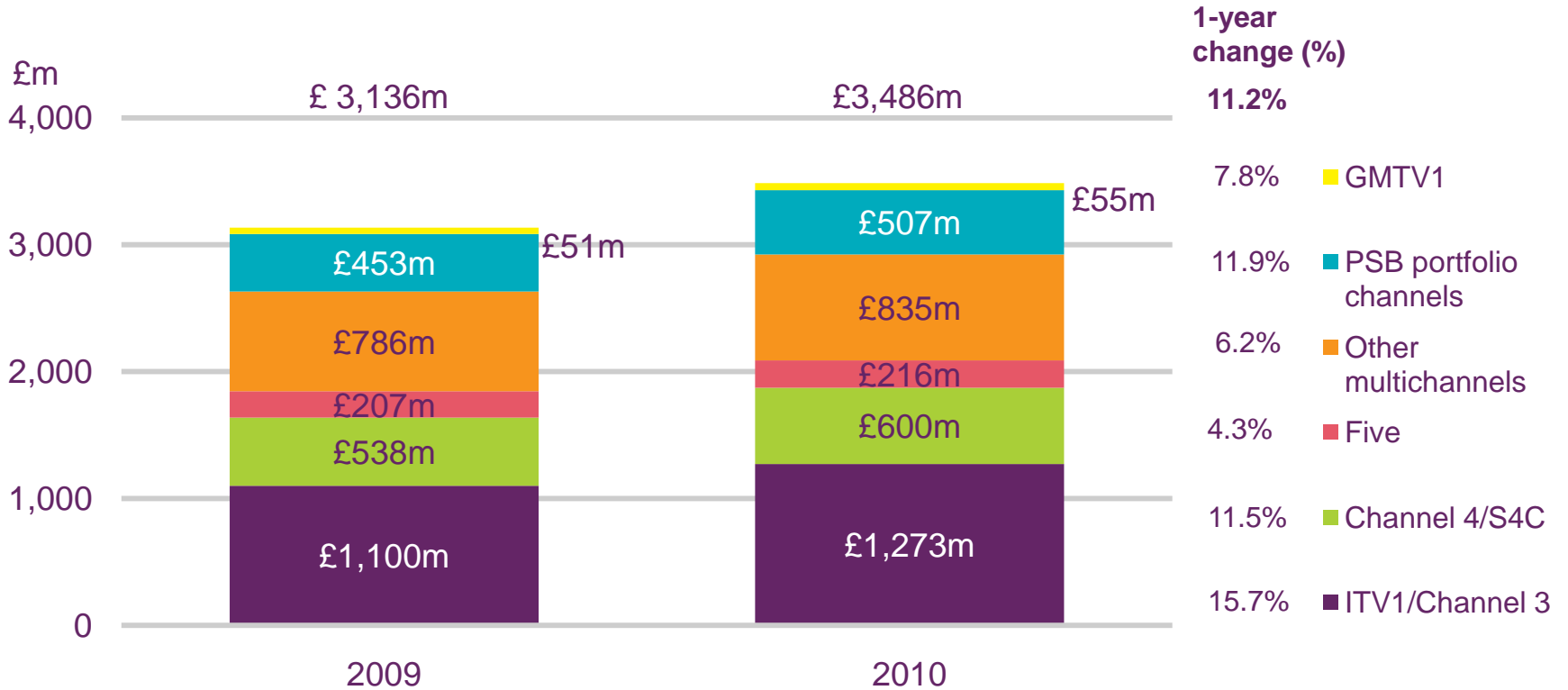


Source: Ofcom/broadcasters

Figure 2.3



Advertising revenue, by share

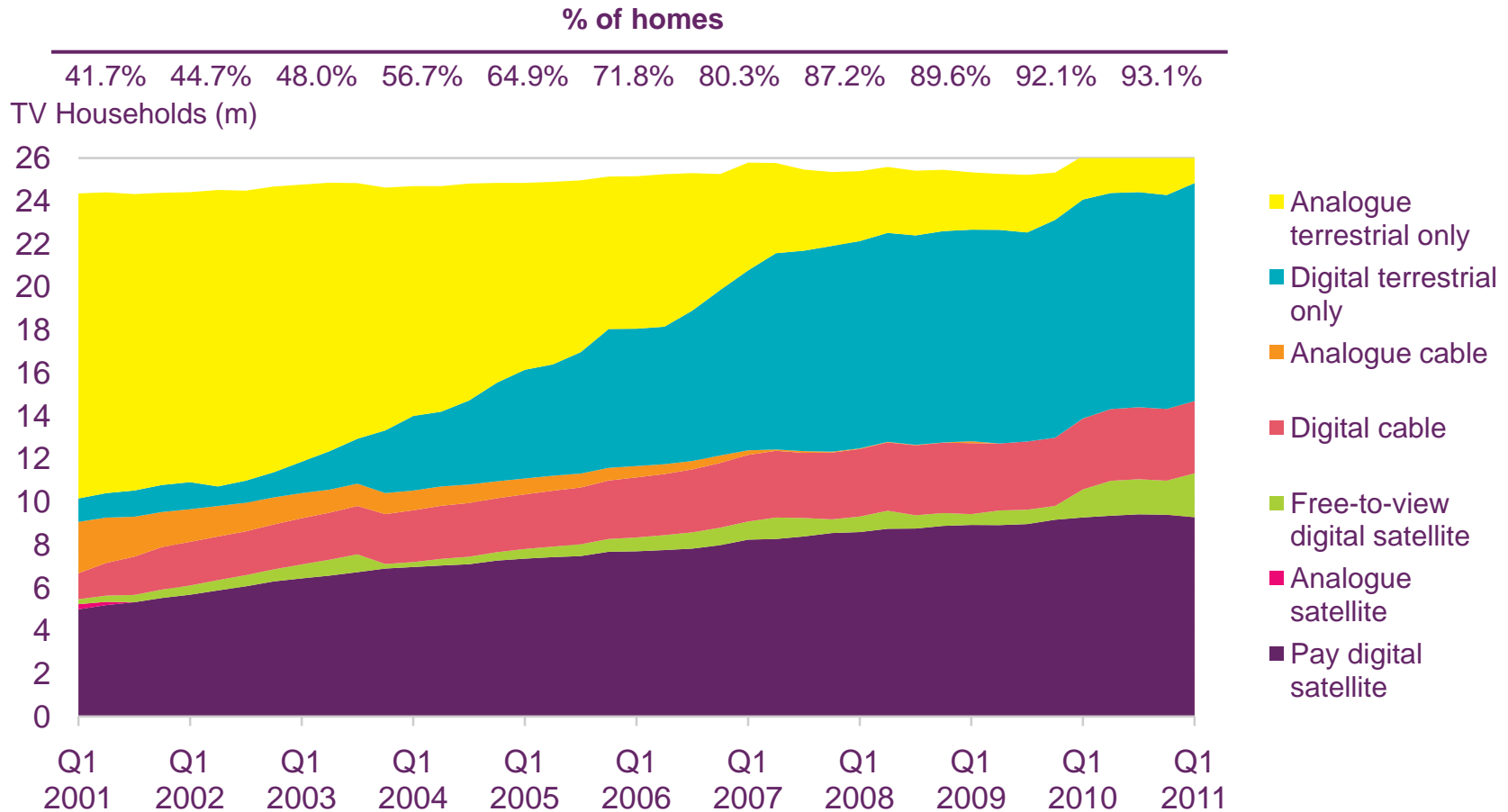


Source: Ofcom/broadcasters.

Note: Totals may not equal the sum of the components due to rounding. ITV1/Channel 3 includes ITV Plc, STV, UTV and Channel Television. GMTV1 includes ITV Breakfast.

Figure 2.4

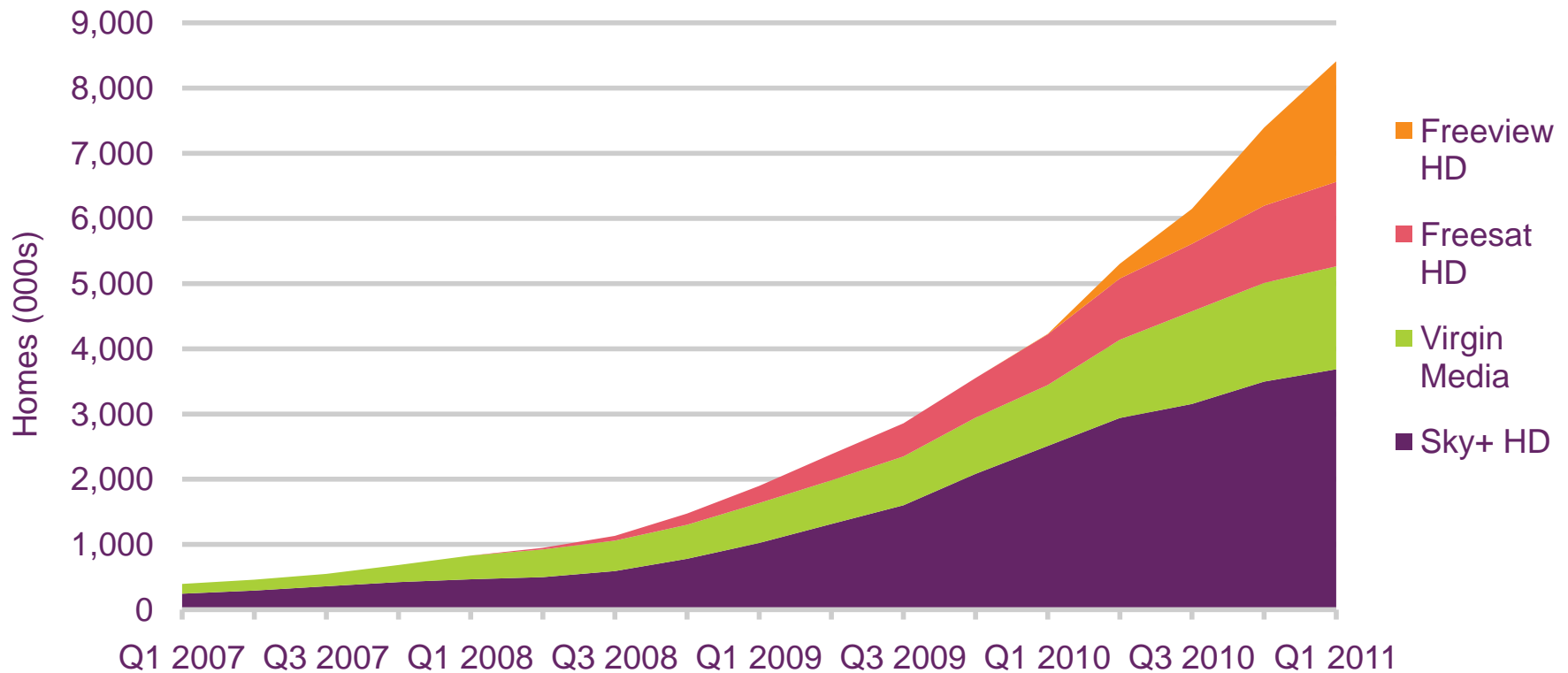
Multichannel take-up in UK households



Source: Ofcom, GfK NOP research from Q1 2007, previous quarters include subscriber data and Ofcom market estimates for DTT and free satellite Note: Digital terrestrial relates to DTT-only homes.

Figure 2.5

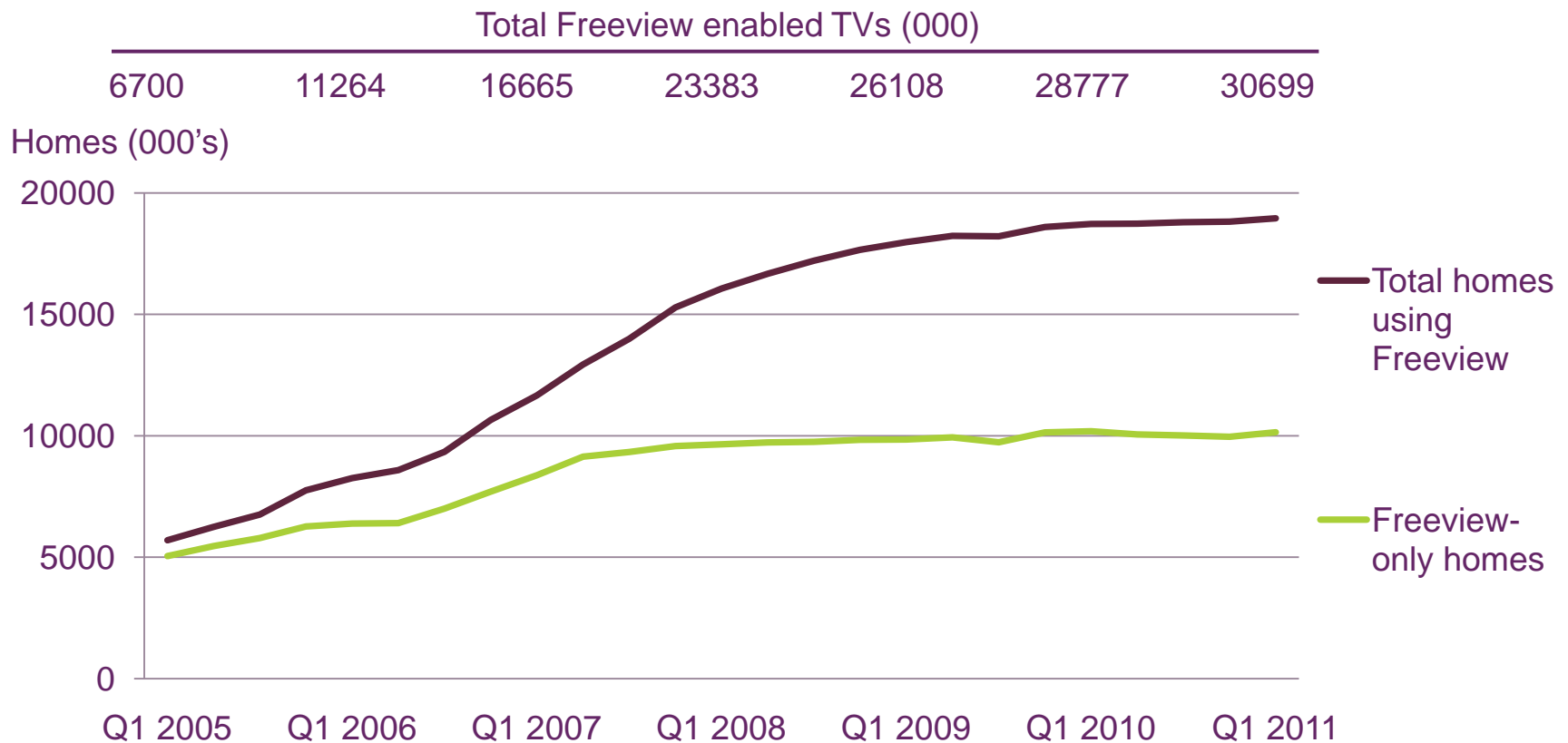
Number of broadcast HD homes: BSkyB, Virgin Media, Freesat and Freeview



Source:BSkyB/Virgin Media/GfK Note: Figures represent latest available data. Freesat HD and Freeview HD figures based on HD device sales, therefore the cumulative number of HD homes is indicative only and should be regarded as an upper boundary figure.

Figure 2.6

Usage and access to Freeview DTT services: 2005-2011

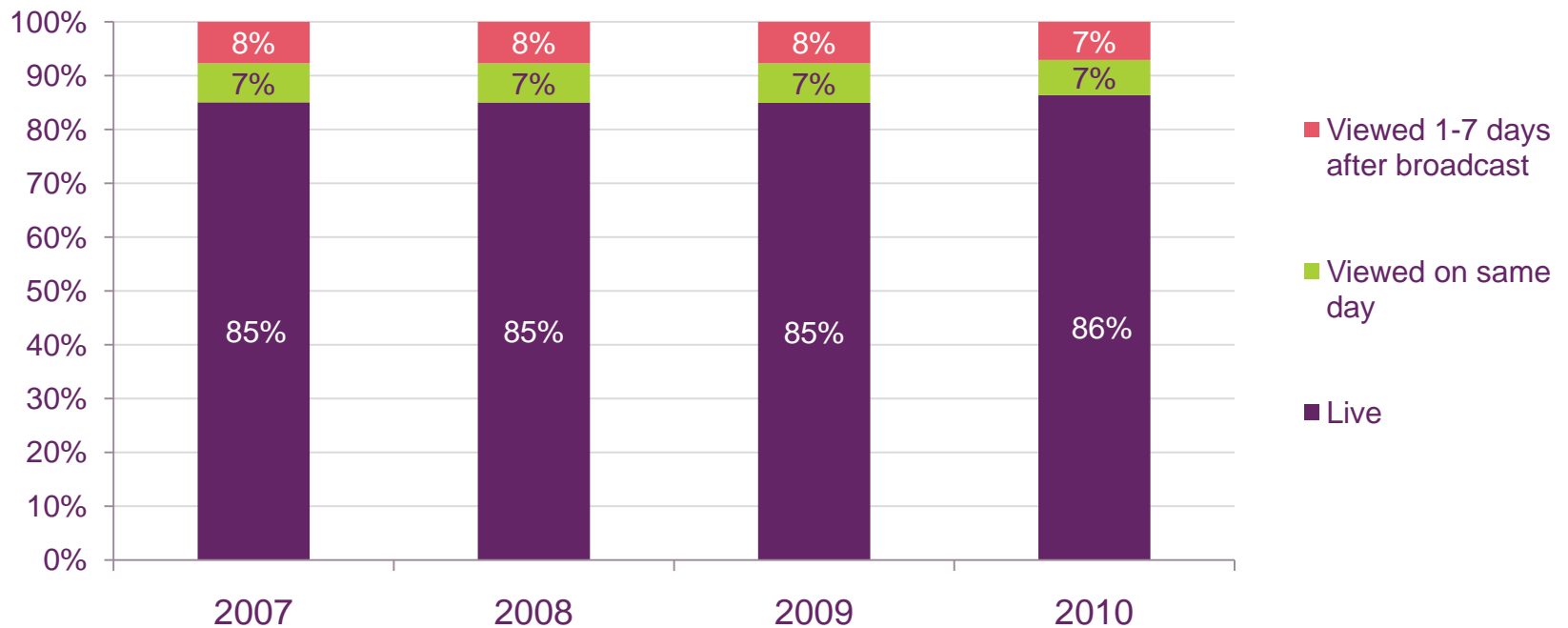


Source: Ofcom estimates based on GfK research and sales data. Note: Q1 2009 total Freeview-enabled TVs figure has been adjusted by Ofcom.

Figure 2.7

Live vs. time-shifted TV viewing, DVR homes

Proportion of viewing (%)



Source: BARB. All individuals with DVRs.

Note: New BARB panel introduced 1 Jan 2010. As a result pre- and post-panel change data must be treated with caution

Figure 2.8

2010 top ten programmes – all channels, DVR homes

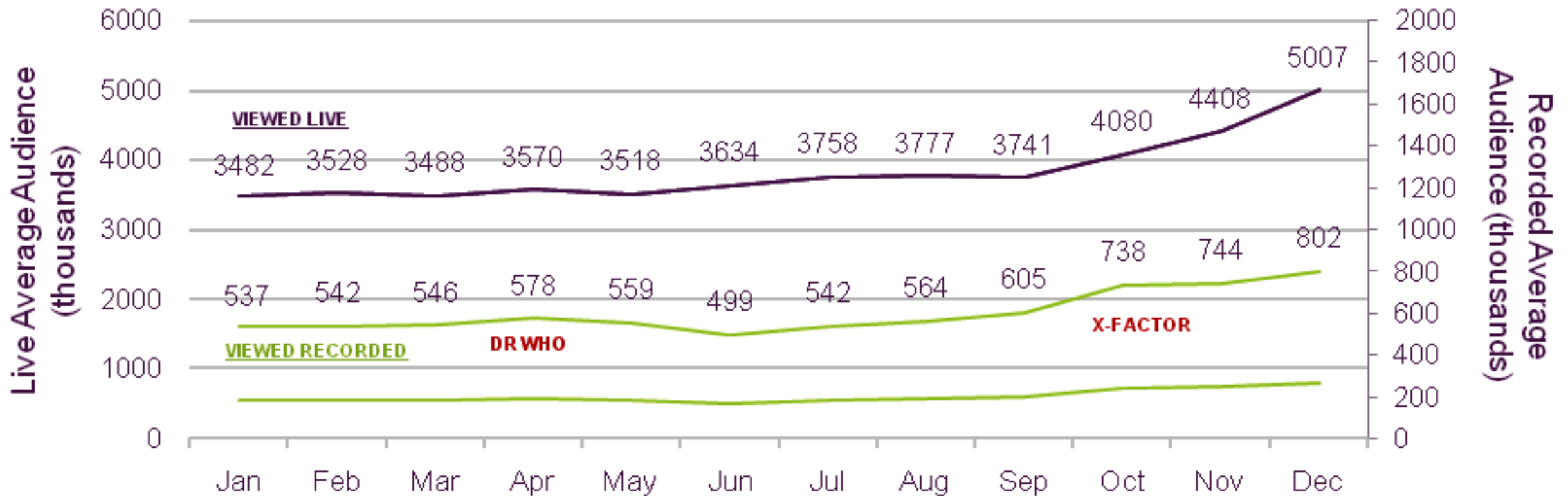


Programme	Channel	Date	Recorded viewing (m)	Live viewing (m)
1 Doctor Who	BBC1	25/12/2010	3.2	4.5
2 Come Fly With Me	BBC1	25/12/2010	2.9	4.8
3 The X Factor	ITV1	03/10/2010	2.4	5.4
4 The Royle Family	BBC1	25/12/2010	2.4	4.4
5 Sherlock	BBC1	25/07/2010	2.0	2.5
6 EastEnders	BBC1	19/02/2010	2.0	5.4
7 Gavin & Stacey	BBC1	01/01/2010	1.9	2.8
8 Strictly Come Dancing	BBC1	18/12/2010	1.9	5.8
9 Britain's Got Talent	ITV1	05/06/2010	1.7	4.5
10 Upstairs Downstairs	BBC1	26/12/2010	1.7	3.2

Source: BARB. All individuals with DVRs. Includes viewing on respective +1 channels. Only highest incidence of programmes reported.

Figure 2.9

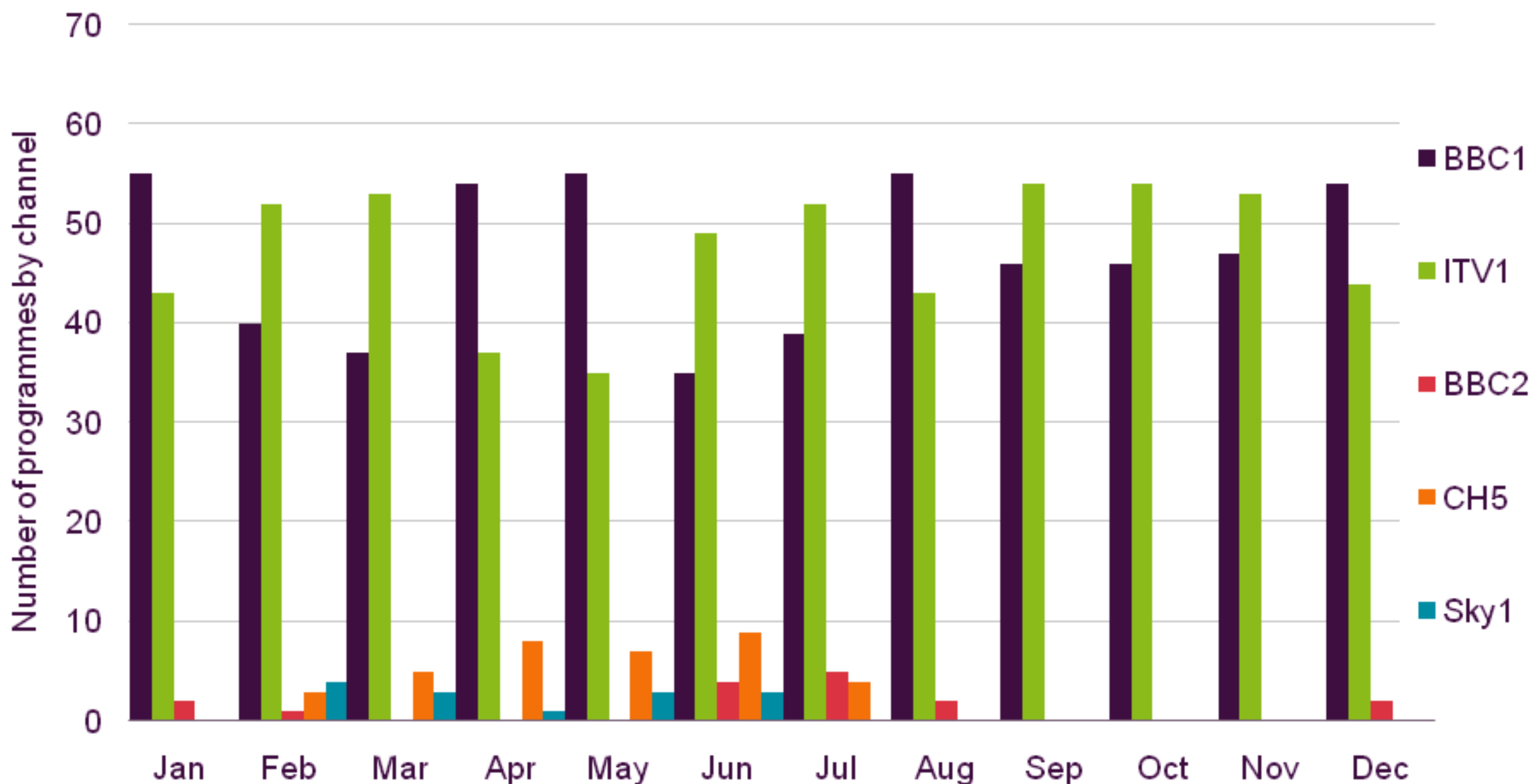
Average audience to live and time-shifted viewing (in thousands), by month



Source: BARB. All individuals with DVRs. Includes viewing on respective +1 channels.

Figure 2.10

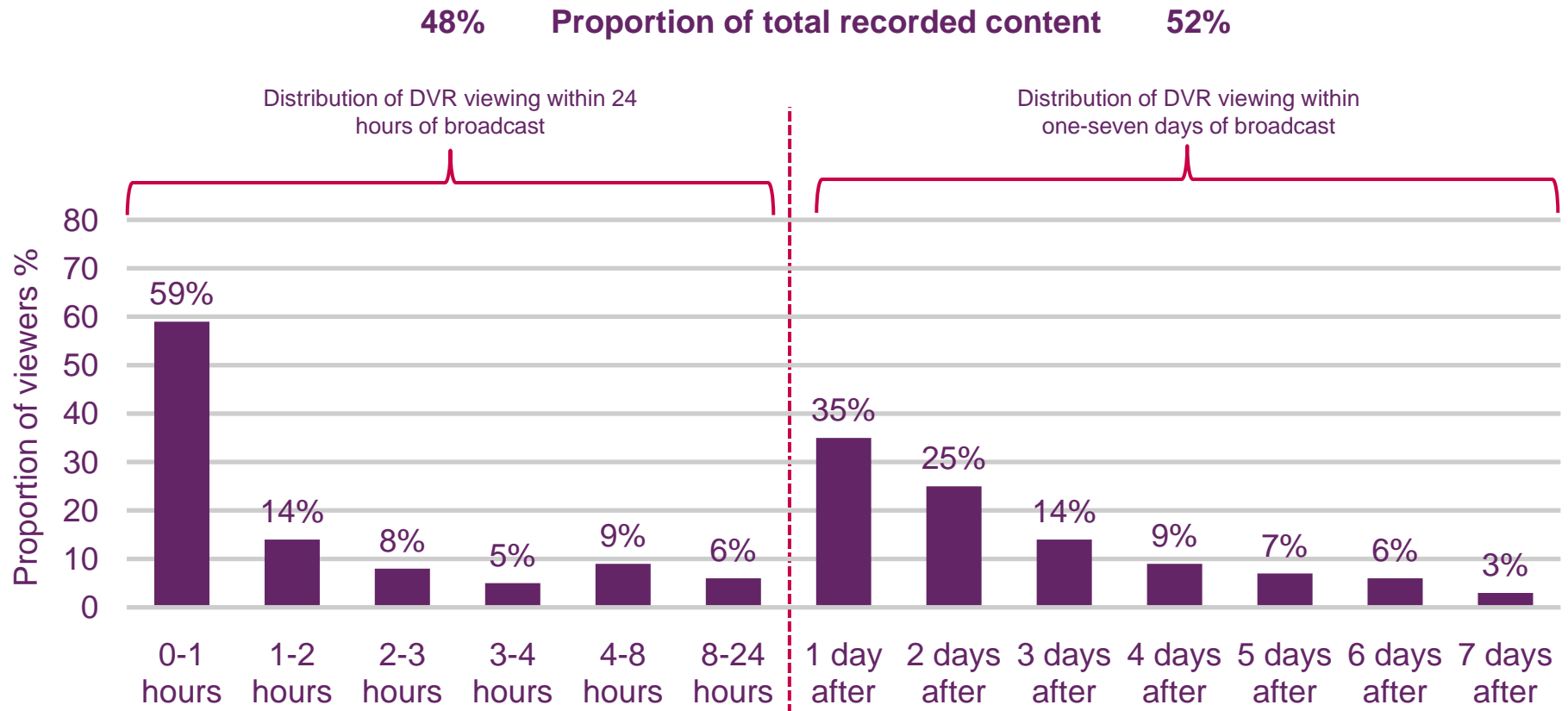
Distribution of the top 100 most watched recorded programmes by channel



Source: BARB. All individuals with DVRs. Includes viewing on respective +1 channels.

Figure 2.11

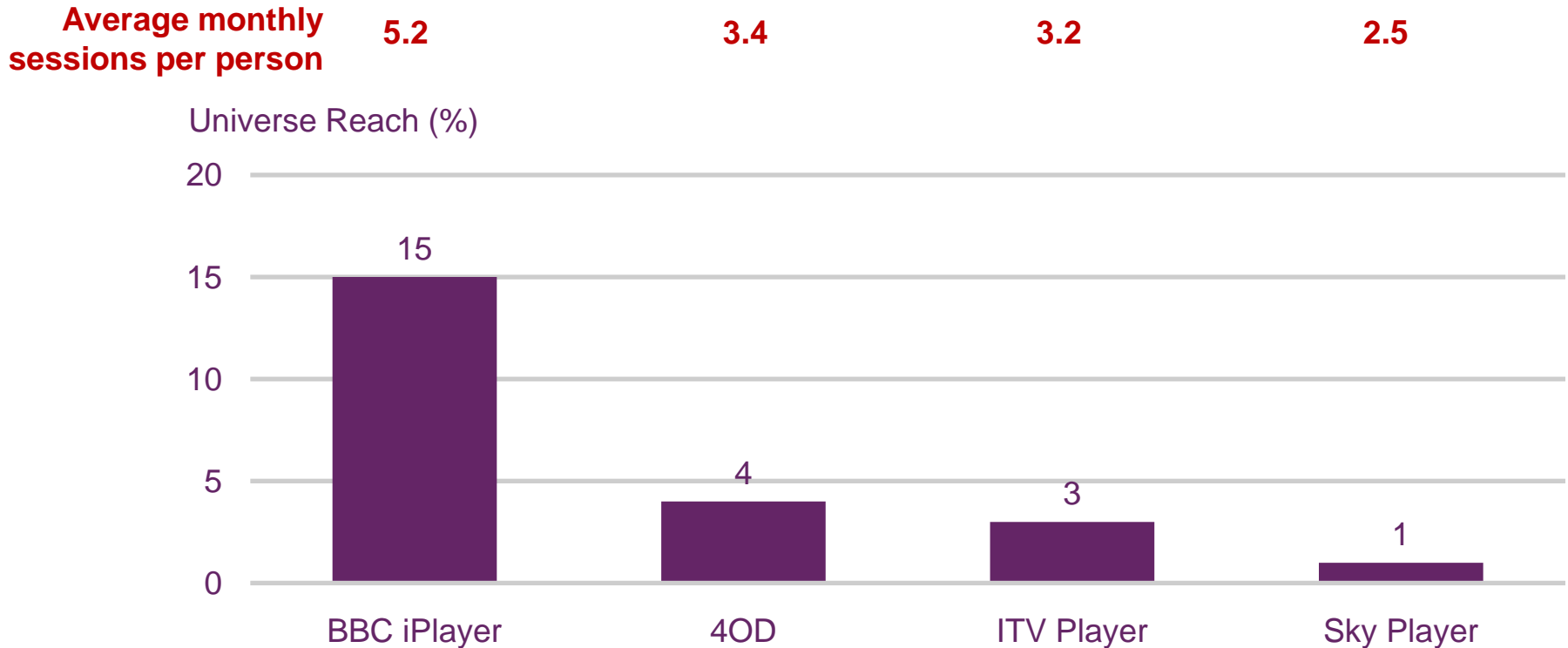
2010 average, all time-shifted content



Source: BARB. All individuals with DVRs. Includes viewing on respective +1 channels.

Figure 2.12

Average online catch-up TV requests, 2010

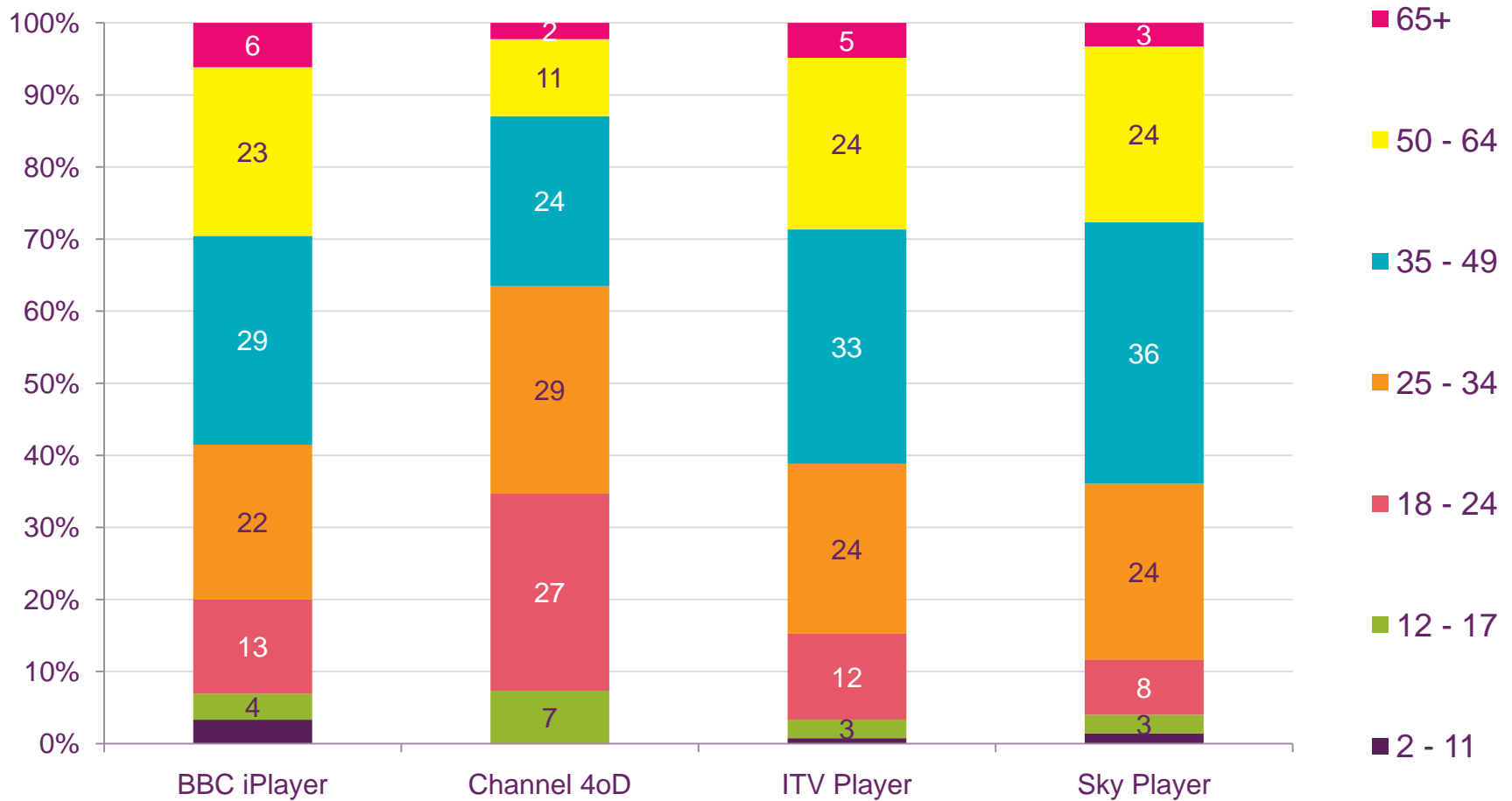


Source: UKOM/ Nielsen. Home and work panel. Applications included.

Note: Universe reach is the percentage of all UK internet-accessible persons (aged 2+) who visited the site or used the application in the average month. 'Internet-accessible' is defined as anyone who has access to an internet-enabled computer within the time periods covered. These figures are based on averages across each calendar month of 2010.

Figure 2.13

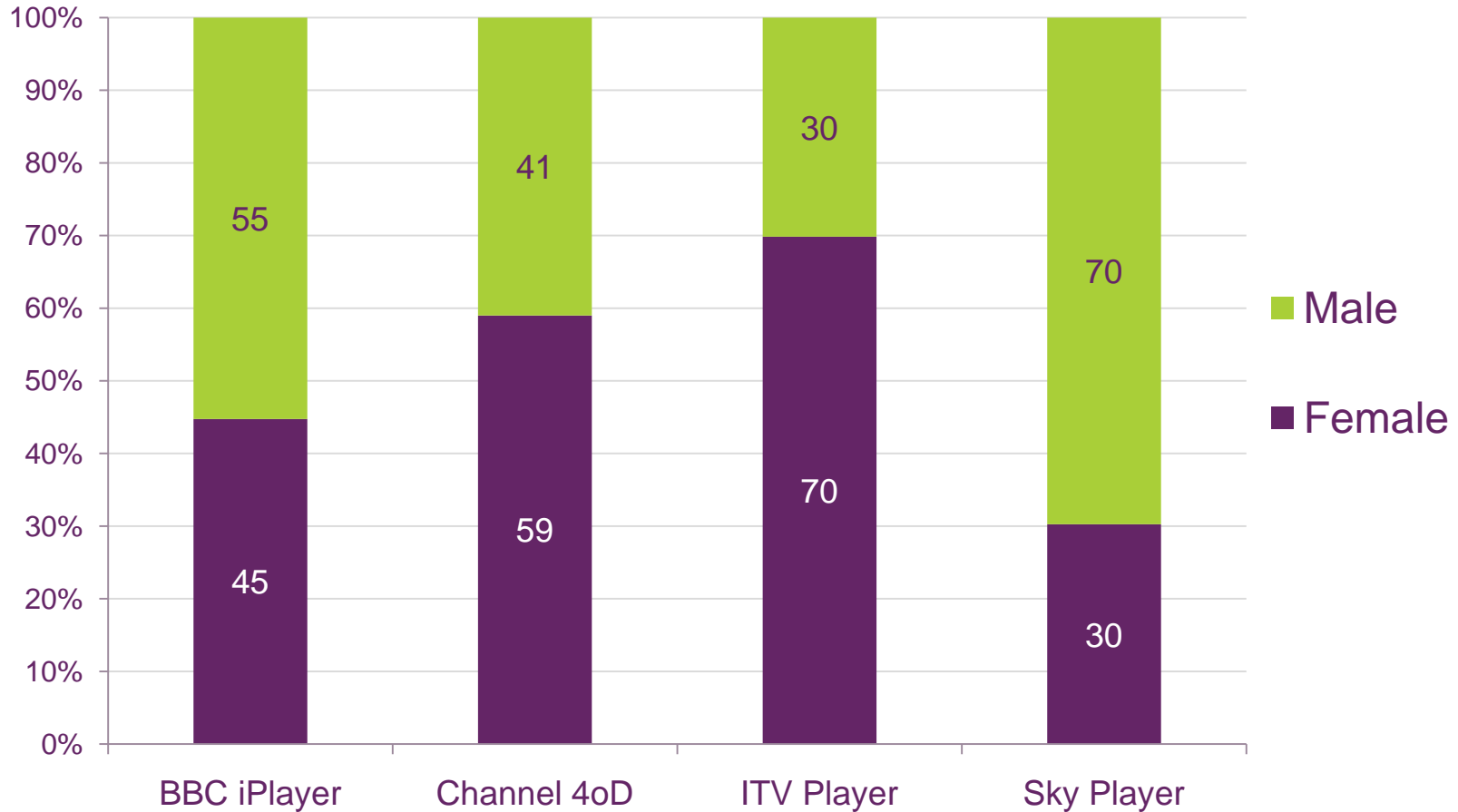
2010 average monthly online catch-up TV requests, by age group



Source: UKOM/ Nielsen. Home and work panel. Applications included. These figures are based on averages across each calendar month of 2010

Figure 2.14

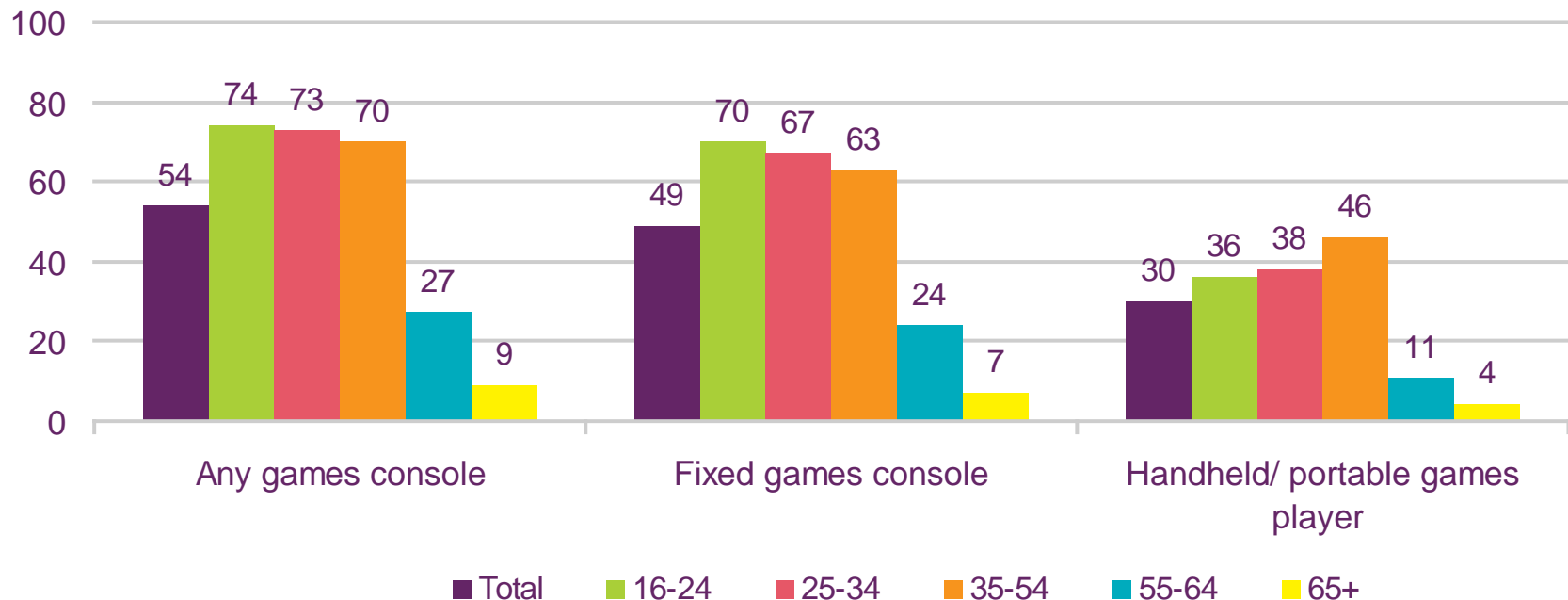
2010 average monthly online catch-up TV requests, by gender



Source: UKOM/ Nielsen. Home and work panel. Applications included. These figures are based on averages across each calendar month of 2010

Figure 2.15

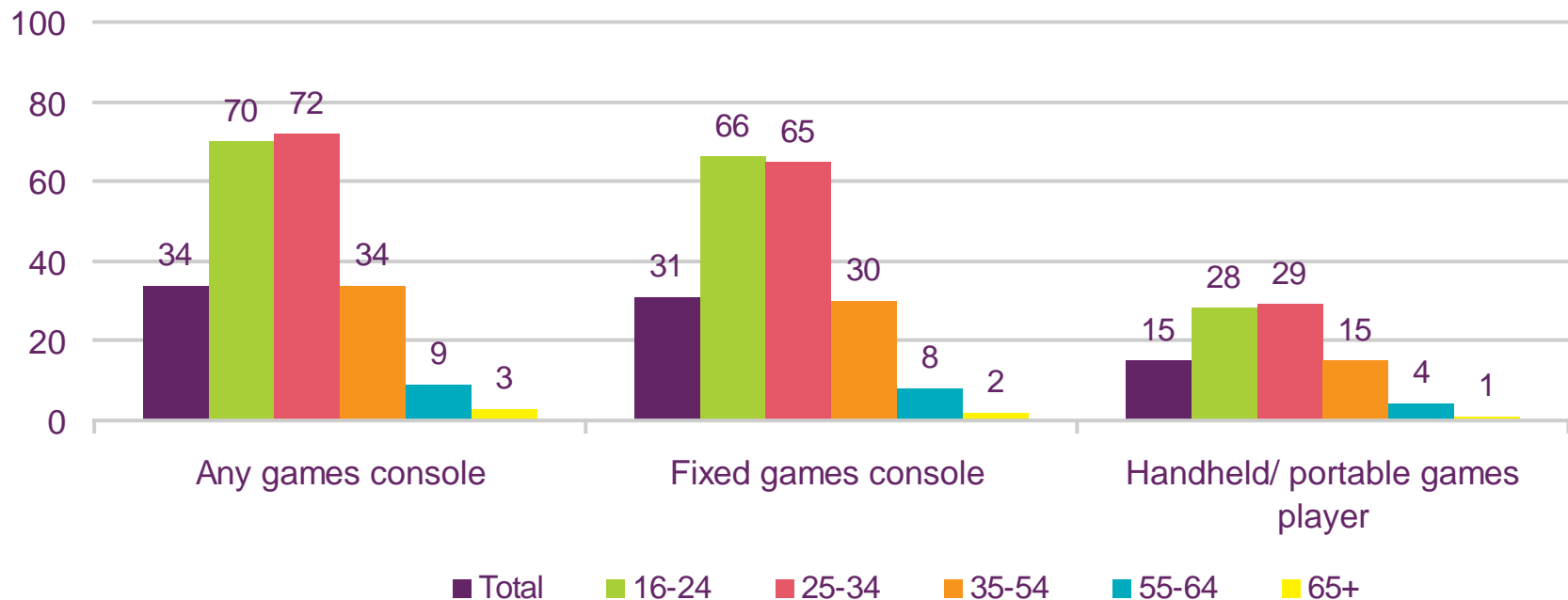
Age profile of those who have a games console at home



Source: Ofcom residential tracker, w1 2011. Base: All adults 16+ (3,474). Which of the following do you, or does anyone in your household, have in your home at the moment?

Figure 2.16

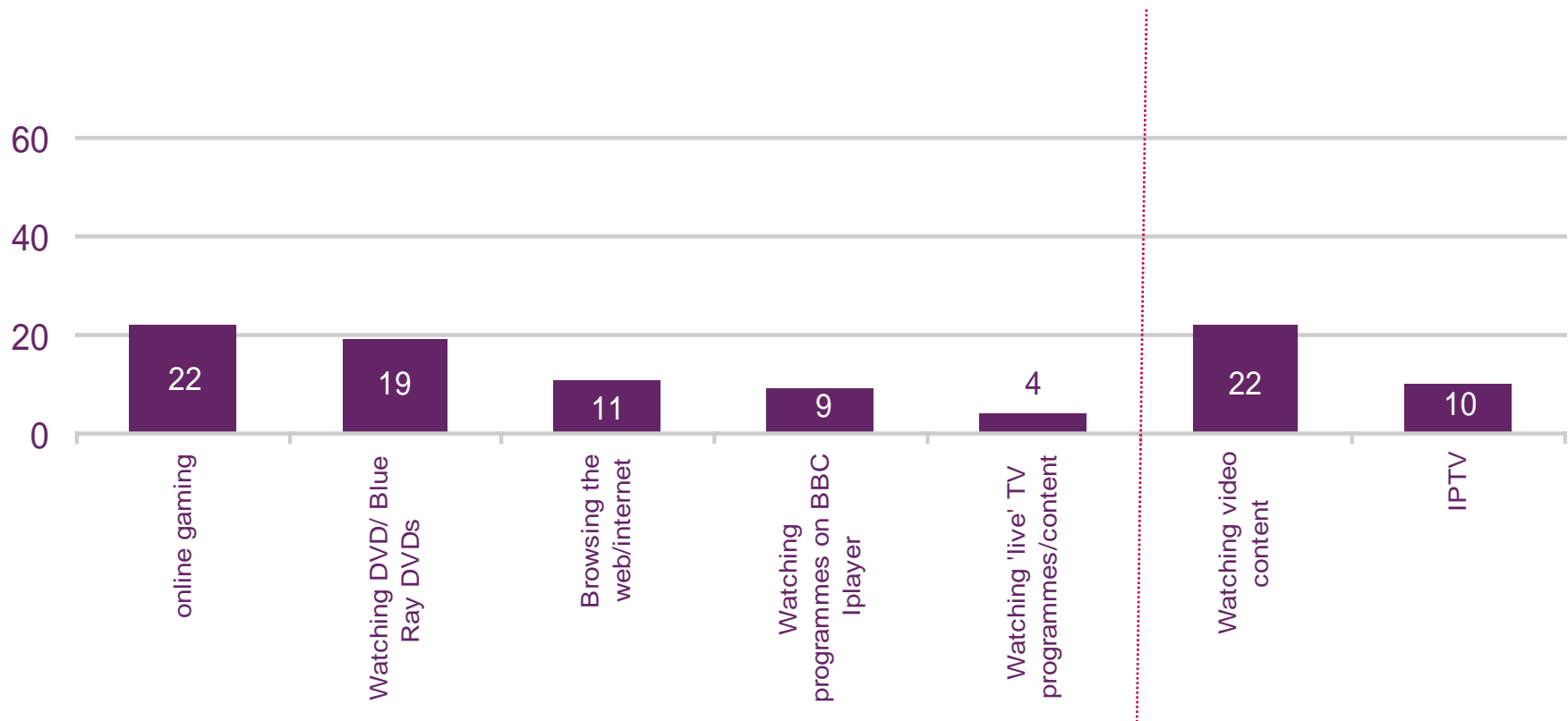
Age profile of those who personally use a games console



Source: Ofcom residential tracker, w1 2011. Base: all adults 16+ (3,474). And do you personally use....

Figure 2.17

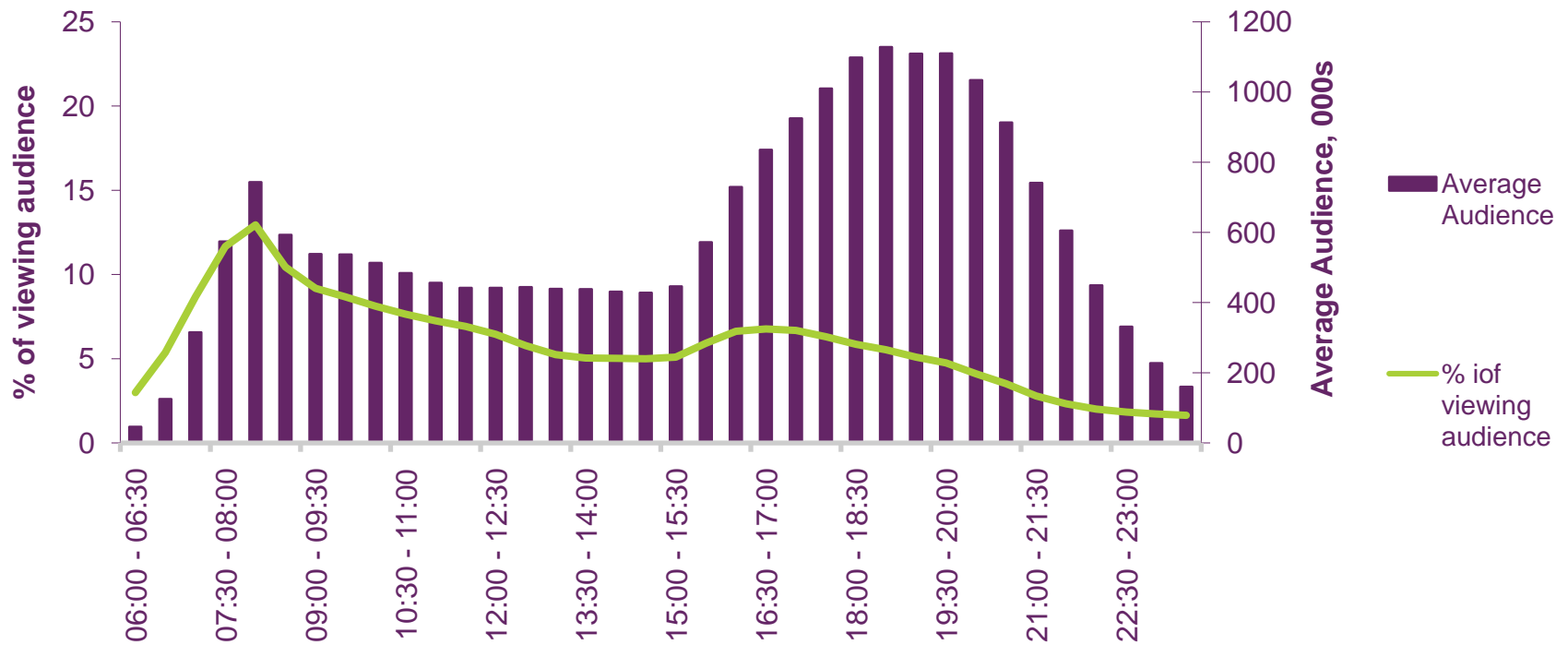
What consumers use games consoles for



Source: Ofcom residential tracker, w1 2011. Base: all adults 16+ with access to a games console at home (1,793). QB4 (QB4) Which, if any, of these do you use your games console for?

Figure 2.18

Size of the children's television audience by time of year

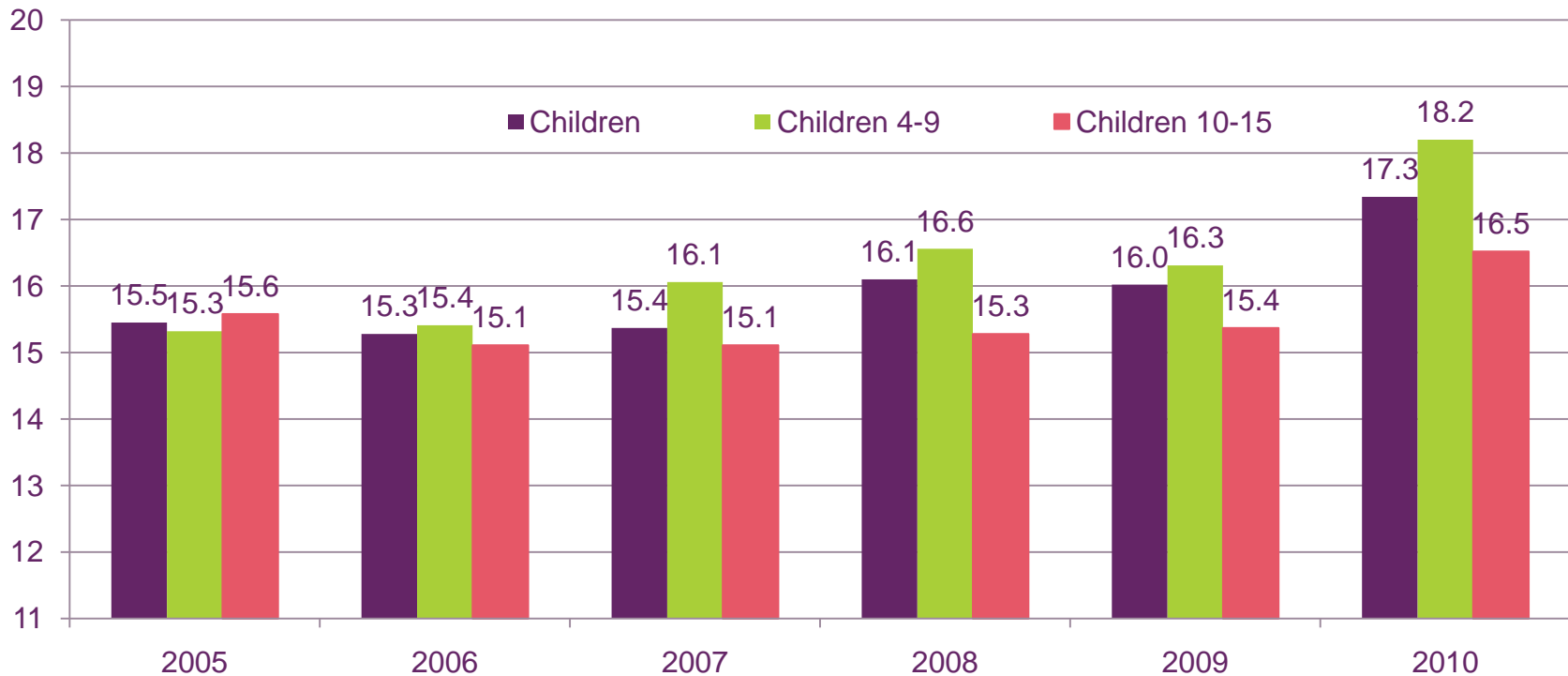


Source: BARB

Figure 2.19

Average hours of weekly TV viewing by children

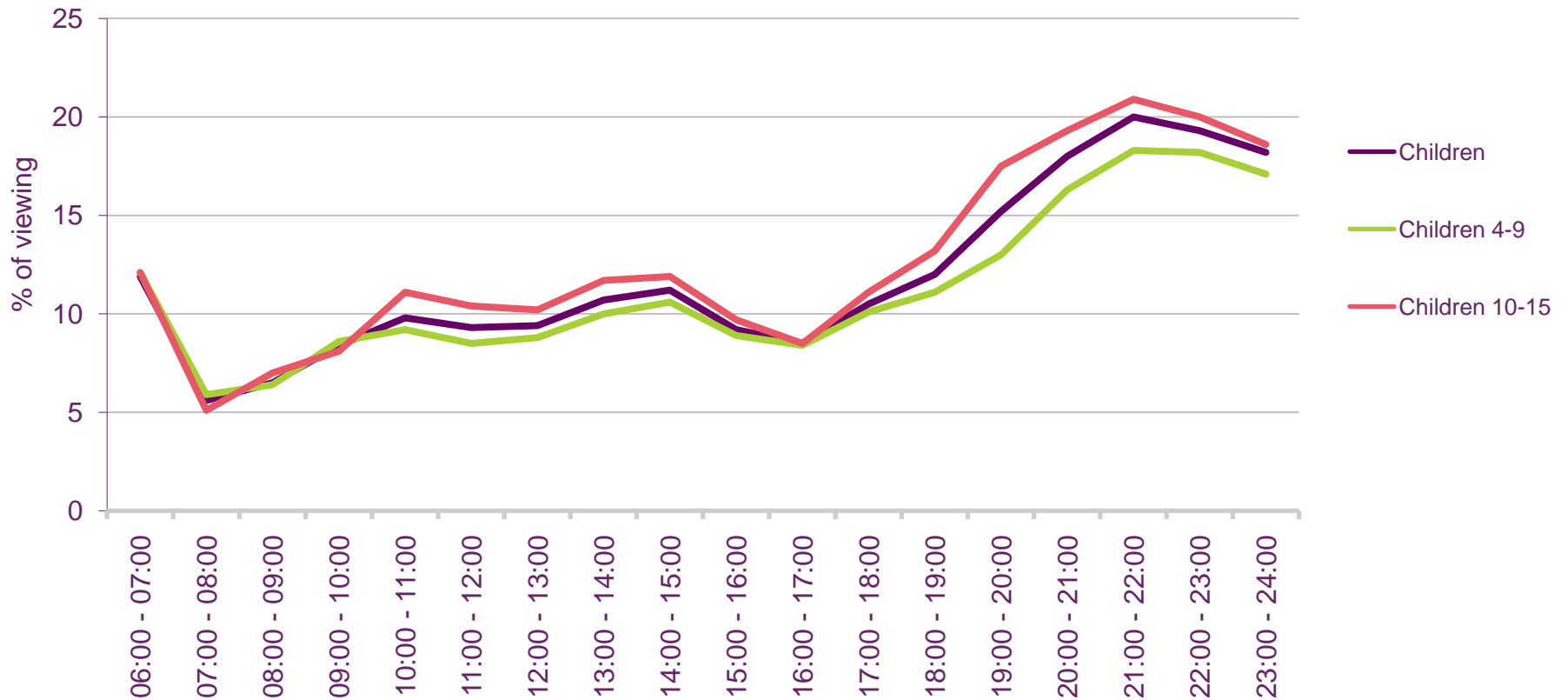
Average weekly viewing (Hrs, Mins)



Source: BARB

Figure 2.20

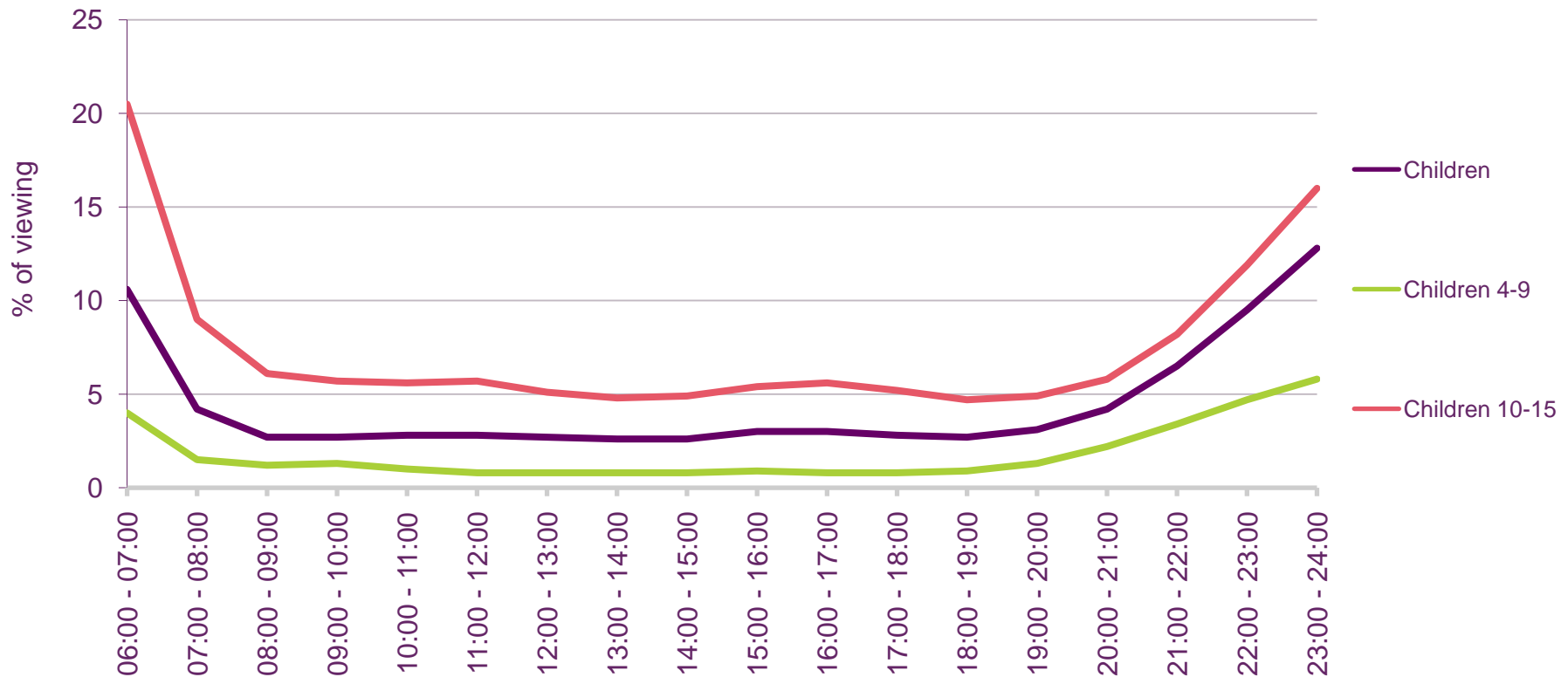
Proportion of time-shifted viewing by children, by daypart



Source: BARB

Figure 2.21

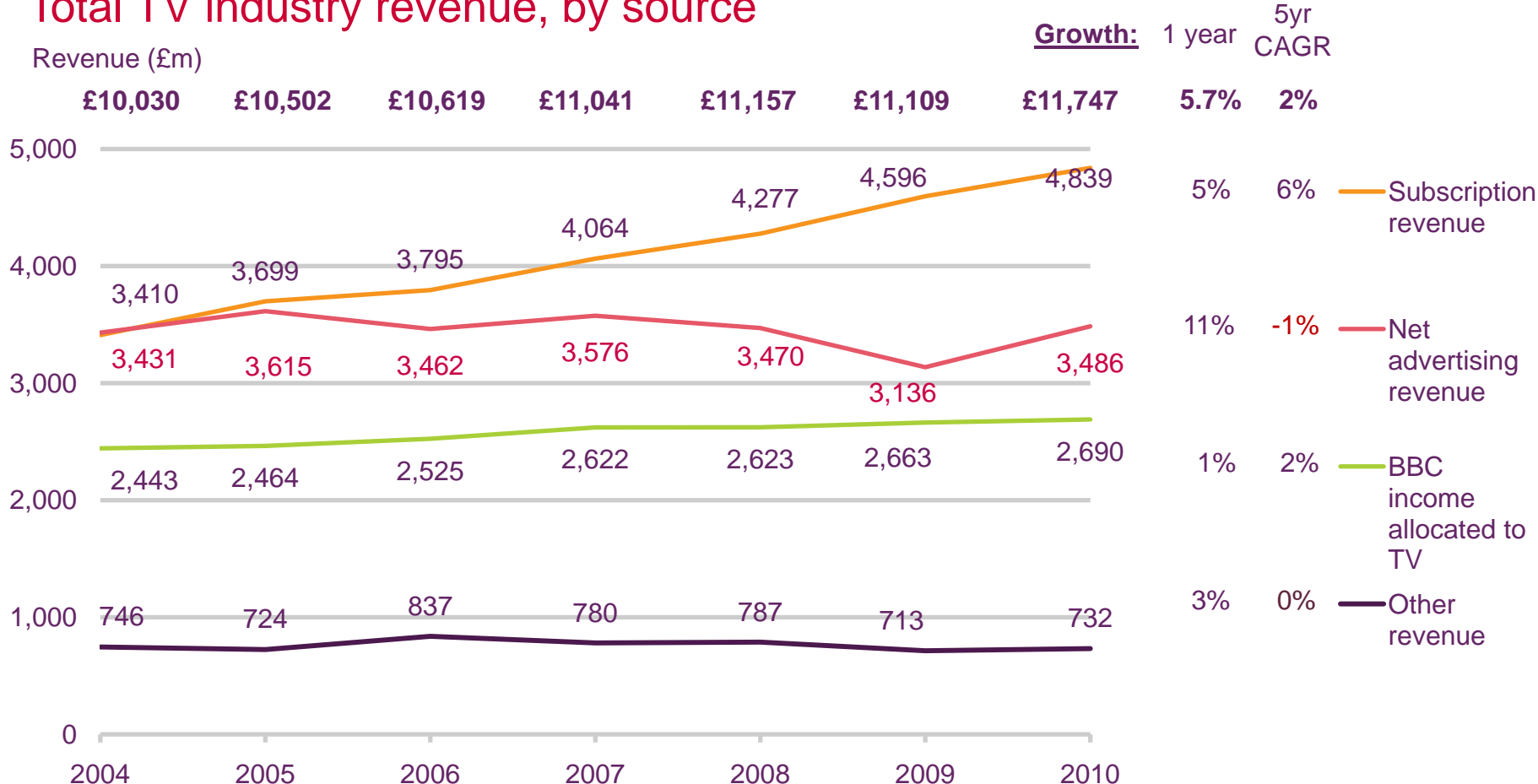
Proportion of total viewing in the child's bedroom, by daypart



Source: BARB

Figure 2.22

Total TV industry revenue, by source



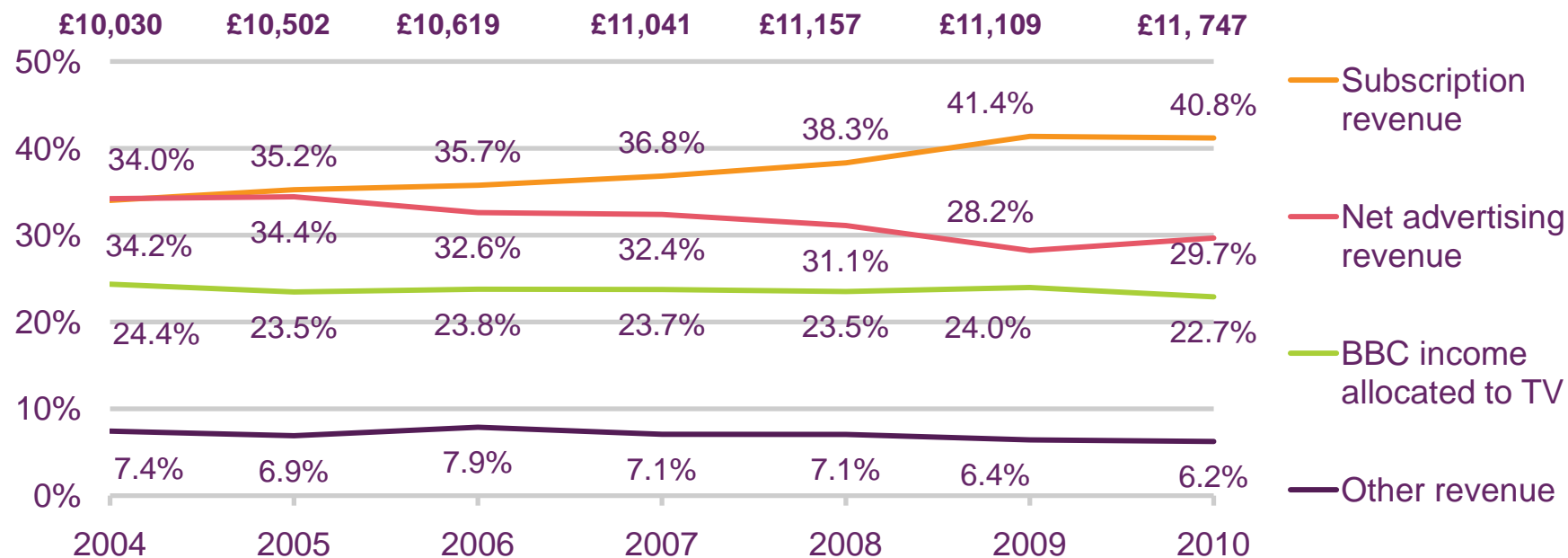
Source: Ofcom/broadcasters Note: Figures expressed in nominal terms and replace previous Ofcom revenue data for TV industry, owing to restatements and improvements in methodologies. 'Subscription revenue' includes Ofcom's estimates of BSkyB, Virgin Media, BT Vision, TalkTalkTV, Setanta Sports (until its closure), ESPN and Top Up TV television subscriber revenue in the UK (Republic of Ireland revenue is excluded). It also excludes revenue generated by broadband and telephony. 'Other' includes TV shopping, sponsorship, interactive (including premium-rate telephony services), programme sales and S4C's grant from the DCMS. The BBC restated licence fee revenue in 2008. Totals may not equal the sum of the components due to rounding.

Figure 2.23



TV industry revenues, by share

TV industry revenue shares (%)



Source: Ofcom/broadcasters

Note: Figures expressed in nominal terms and replace previous Ofcom revenue data for TV industry, owing to restatements and improvements in methodologies. 'Subscription revenue' includes Ofcom's estimates of BSkyB, Virgin Media, BT Vision, TalkTalkTV, Setanta Sports (until its closure), ESPN and Top Up TV television subscriber revenue in the UK (Republic of Ireland revenue is excluded). It also excludes revenue generated by broadband and telephony. 'Other' includes TV shopping, sponsorship, interactive (including premium-rate telephony services), programme sales and S4C's grant from the DCMS. The BBC restated licence fee revenue in 2008. Totals may not equal the sum of the components due to rounding.

Figure 2.24

Total TV industry revenue by sector



Source: Ofcom/broadcasters

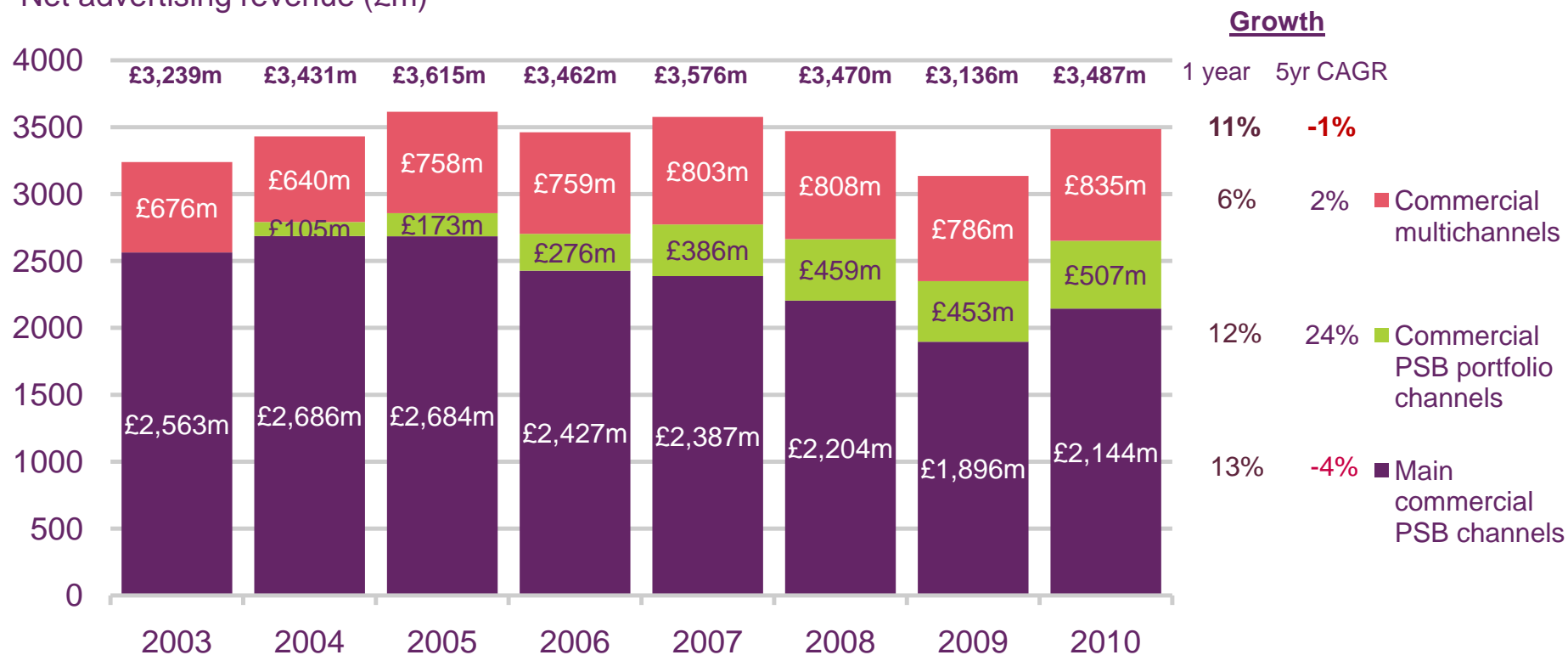
Note: Figures are nominal. Main commercial PSB channels comprise ITV1, STV, UTV, Channel Television, GMTV1, Channel 4, Five and S4C. Commercial multichannels comprise all multichannels including those owned by ITV1, Channel 4 and Five. Publicly-funded channels comprise BBC One, BBC Two, the BBC's portfolio of digital-only television channels and S4C. S4C is listed under publicly-funded and commercial analogue channels because it has a mixed advertising and public funding model. The BBC restated licence fee revenue in 2008. Totals may not equal the sum of the components due to rounding.

Figure 2.25

TV net advertising revenues, by source



Net advertising revenue (£m)

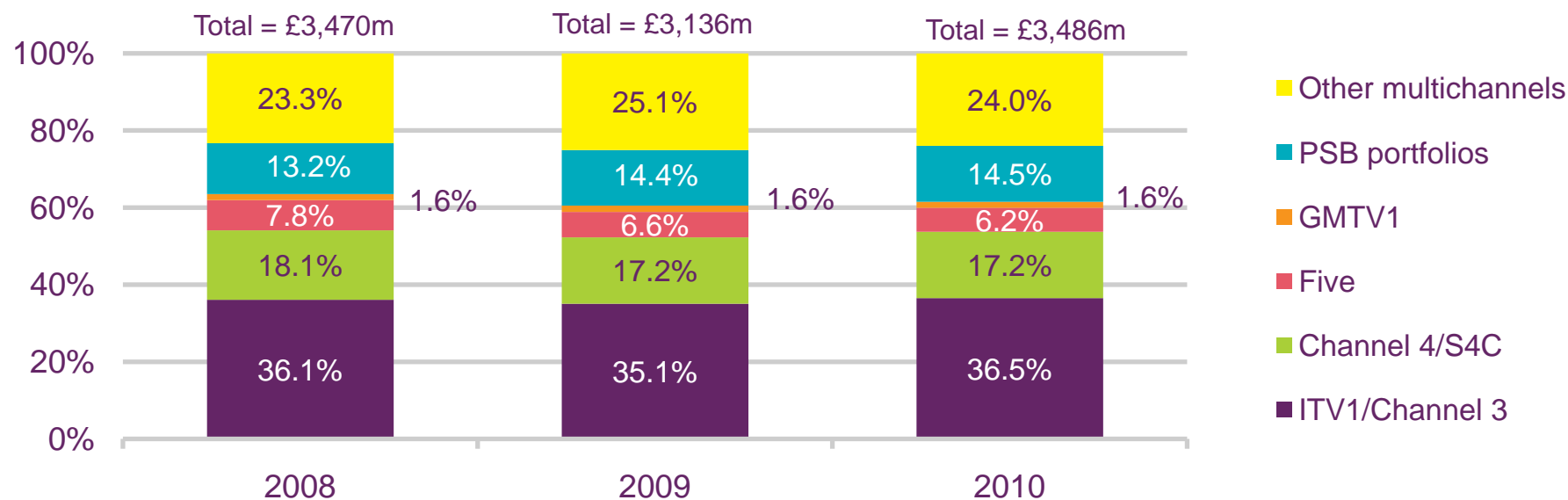


Source: Ofcom/broadcasters. Note: Figures expressed are in nominal terms and replace previous data published by Ofcom. Main commercial PSB channels comprise ITV1, STV, UTV, Channel Television, 1/DaybreakGMTV1/Daybreak, Channel 4, Five and S4C; Commercial PSB portfolio channels include, where relevant, ITV2, 3, 4, Men & Motors, CiTV, E4, More 4, Film 4, 4Music, Five USA and Fiver (and their '+1' channels). For previous years closed channels have also been included. Sponsorship revenues not included. Totals may not equal the sum of the components due to rounding.

Figure 2.26

TV net advertising revenue market shares: 2009 - 2010

Proportion of NAR by broadcaster (%)

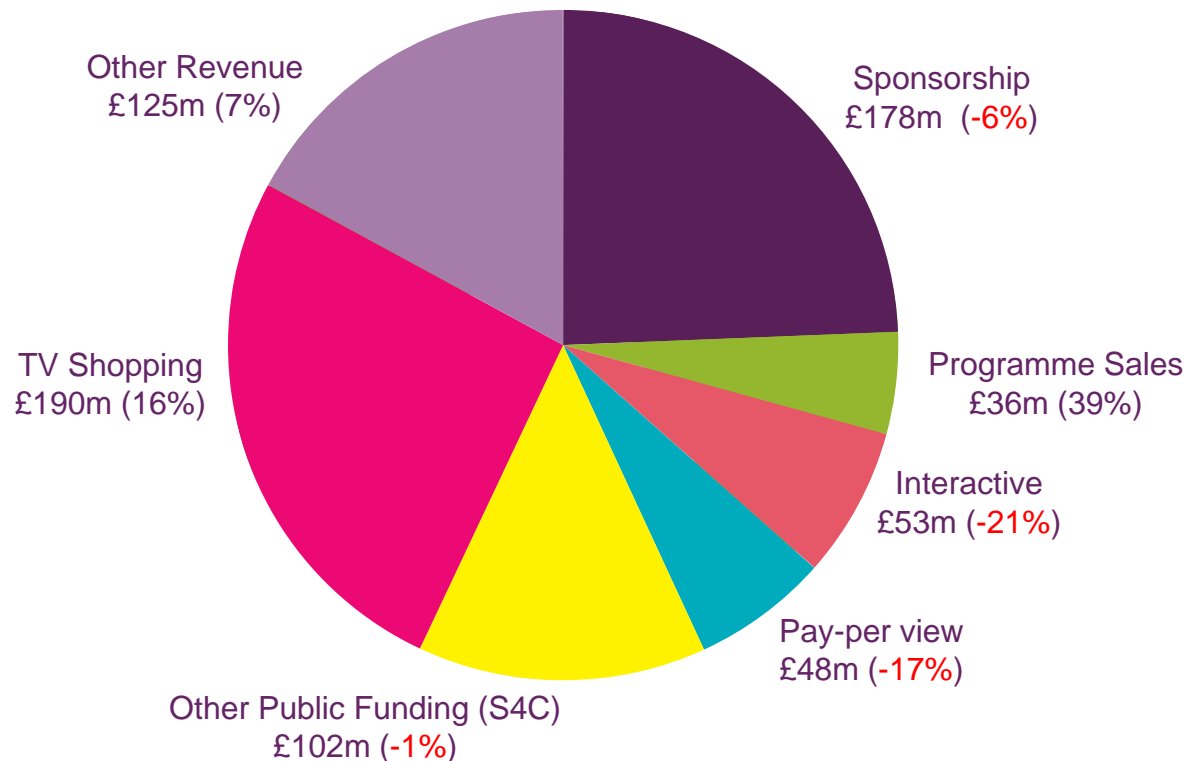


Source: Ofcom/broadcasters. Note: ITV1/Channel 3 includes ITV1, STV, UTV and Channel Television.

Figure 2.27

Breakdown of other / non-broadcast revenue: 2010

Total non-broadcast revenue = £732m (2.7%)

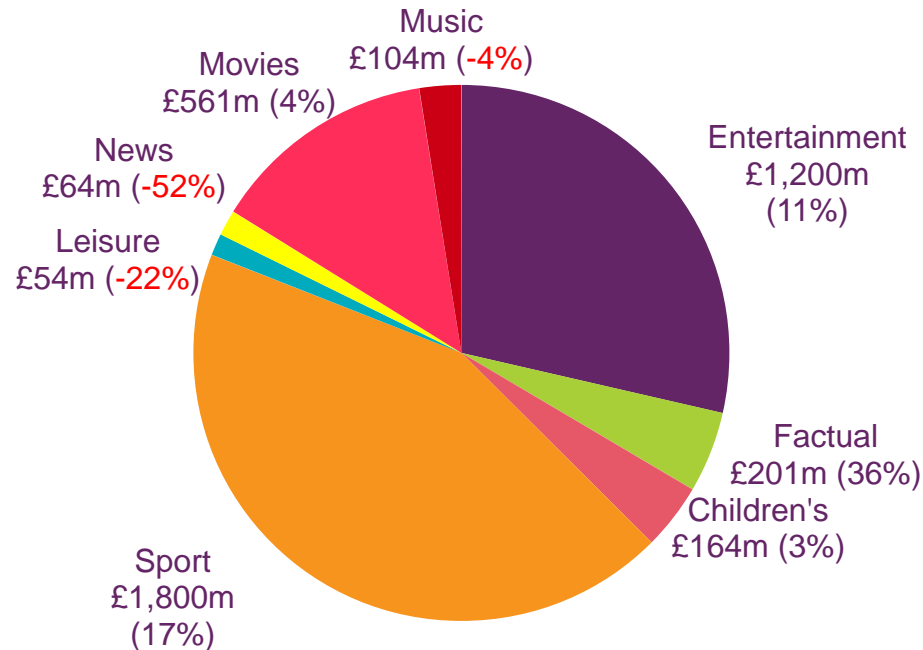


Source: Ofcom/broadcasters. Note: Percentage figures in brackets represent year-on-year change. TV shopping represents aggregate operating margin of products sold via television. Percent figures represent year-on-year change. Totals may not equal the sum of the components due to rounding. Owing to the nature of these revenue components, annual changes may be a function of a higher number of broadcaster returns being made by the time of writing, rather than material changes in the contributions that these revenue components are making to total industry income.

Figure 2.28

Revenue generated by multichannel broadcasters, by genre: 2010

Total revenue = £4,100m across the eight genres included (10%)

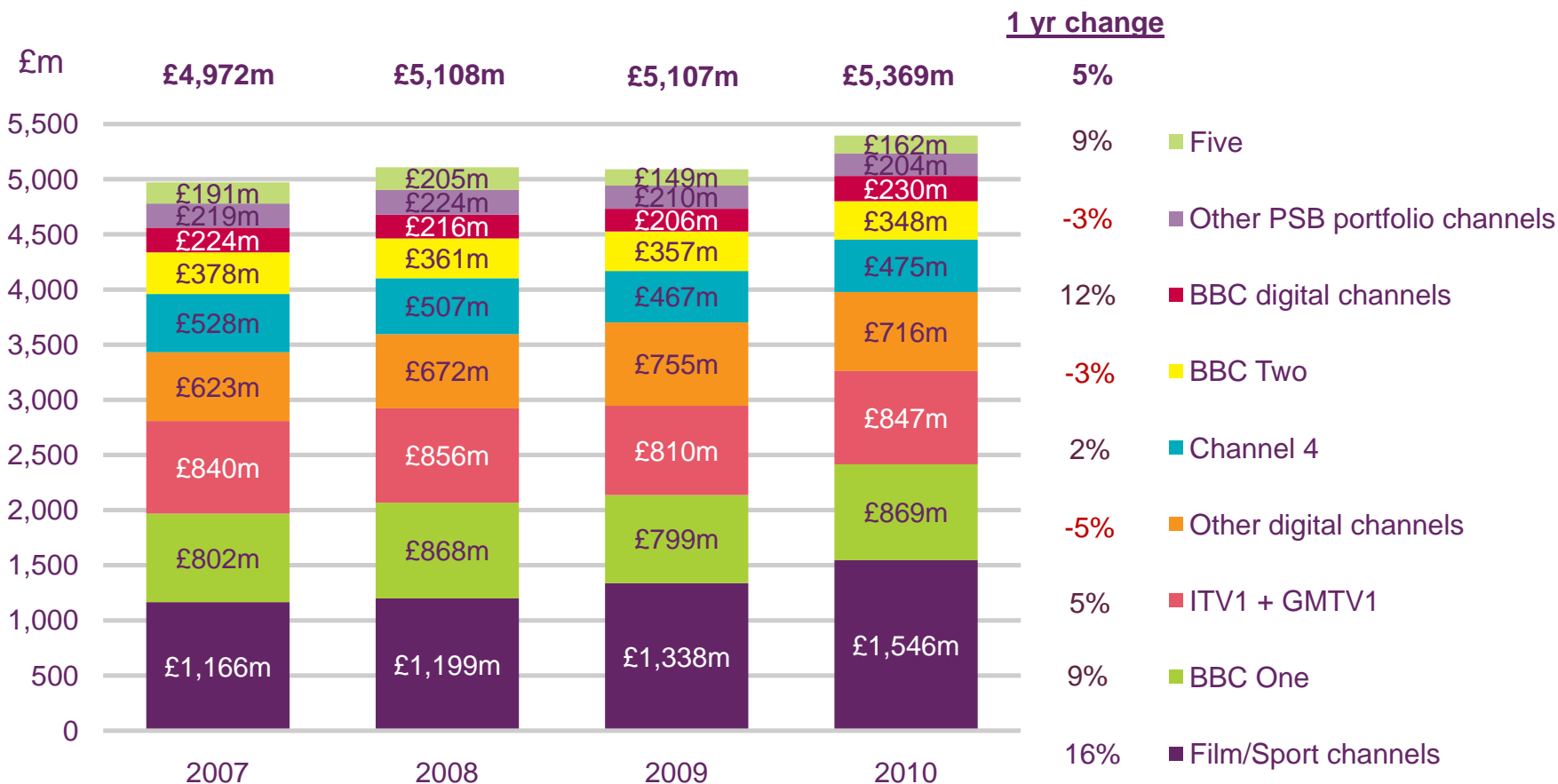


Source: Ofcom/broadcasters

Note: Percentage figures in brackets represent year-on-year change. The figures in this chart include all sources of revenue accruing to multichannels and are expressed in nominal terms. This includes those set out in Figure 1.22 plus wholesale subscriber payments from platform operators.

Figure 2.29

Spend on network TV programmes: 2007 - 2010



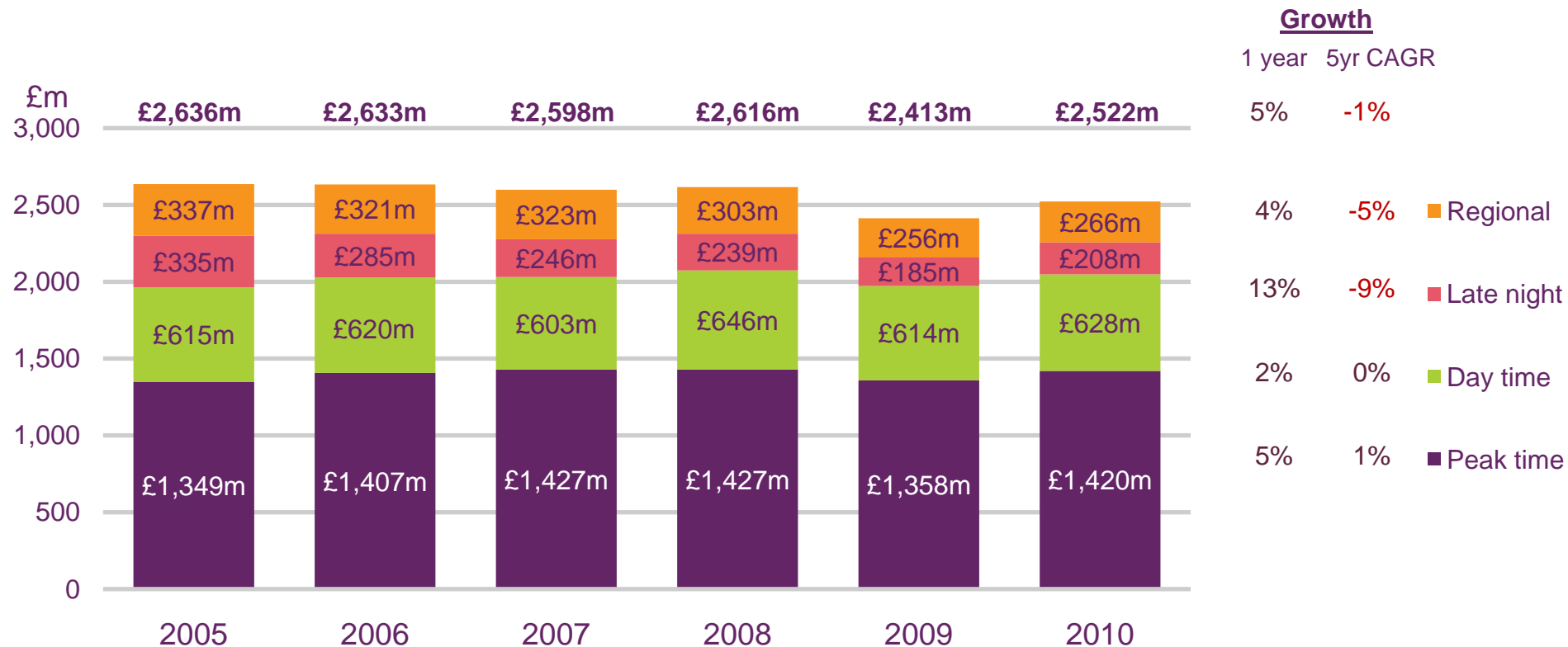
Source: Ofcom/broadcasters.

Note: Figures expressed in nominal terms. Figures do not include spend on nations and regions output. BBC digital channels includes BBC Three, BBC Four, BBC News Channel, BBC Parliament, CBBC and CBeebies (but not BBC HD). 'Other digital channels' include all genres (excluding Sports and Films). Programme spend comprises in-house commissions, productions, commissions from independents, spend on first-run acquired programmes, spend on rights and on repeats (originations or acquisitions).

Figure 2.30



Spend on first-run originated output on the five main networks



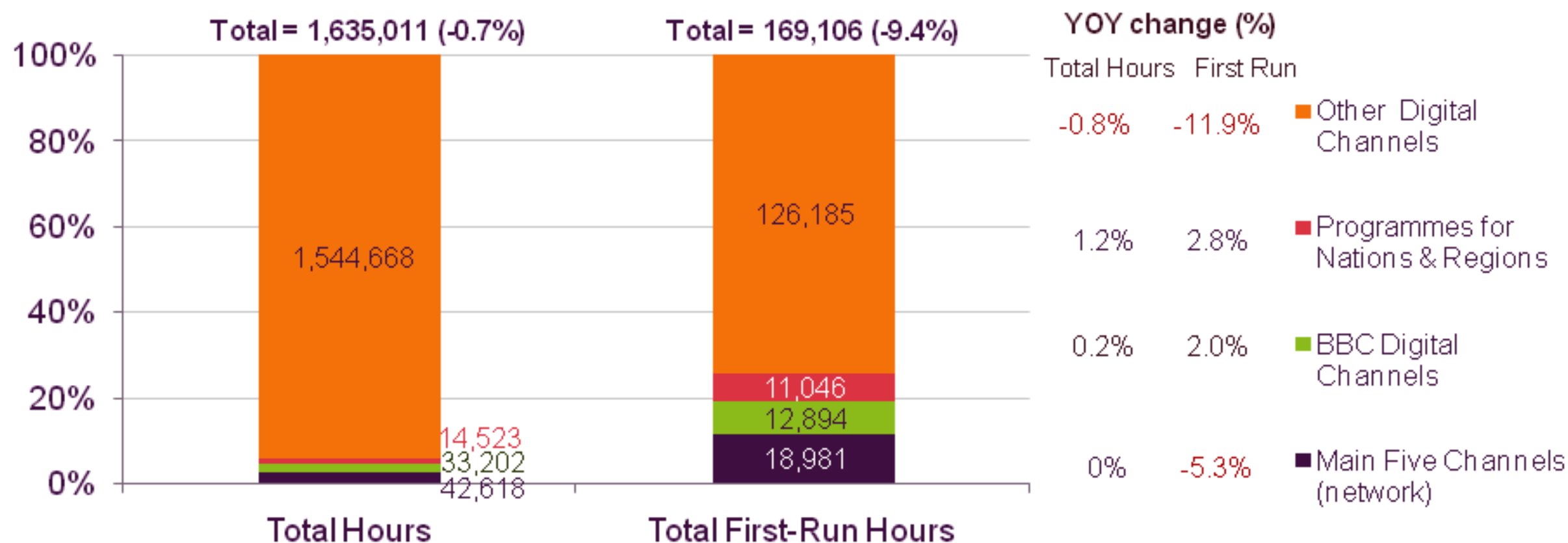
Source: Ofcom/broadcasters.

Note: Figures are expressed in 2010 prices. They include GMTV1, spending in the nations and regions on English-language programming (and a small amount of Irish-language programmes) but do not include the BBC's digital channels.

Figure 2.31

Total and first-run originated hours of output, all day: 2010

Proportion of hours by broadcaster (%)

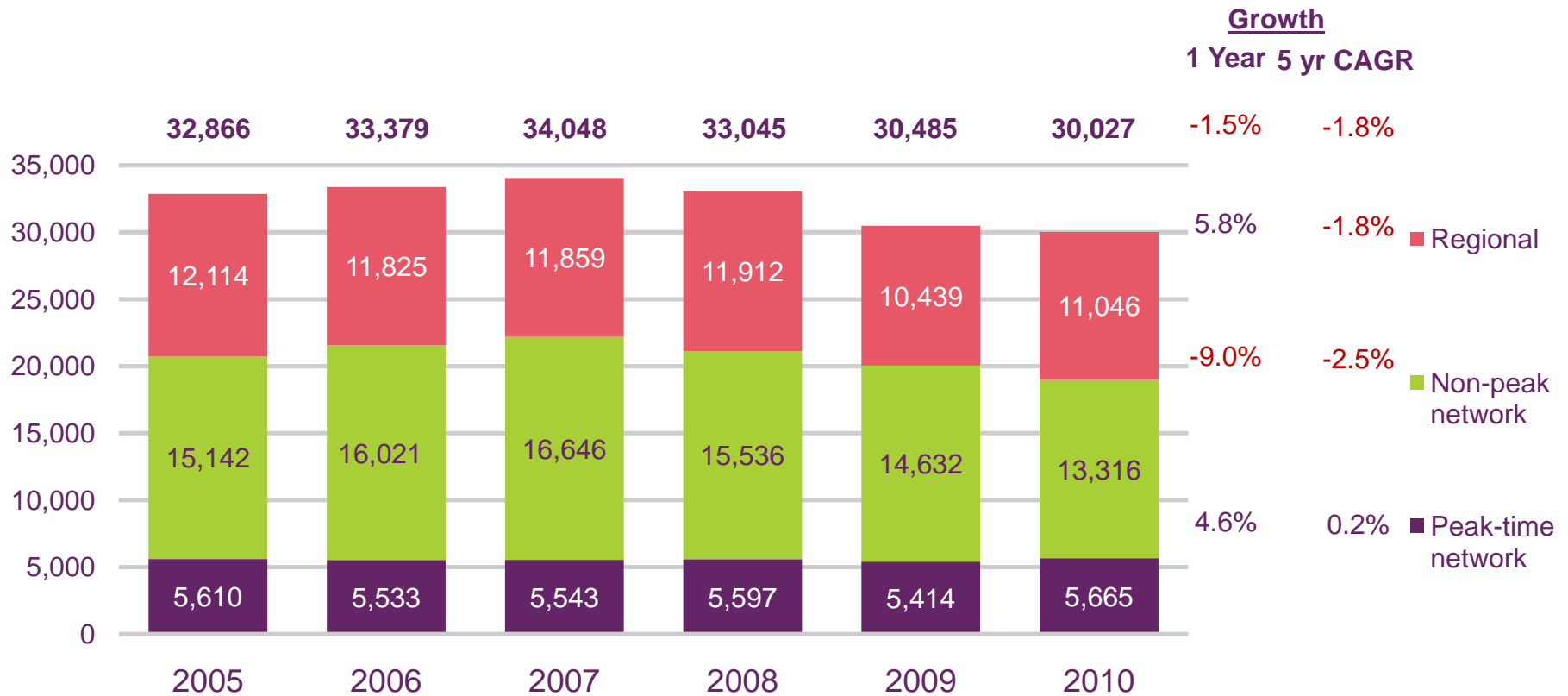


Source: Ofcom/broadcasters

Note: Percentage figures in brackets represent year-on-year change. The first-run figures include in-house productions and external commissions, not first-run acquisitions. GMTV/Daybreak1 is included within the figures for the five main channels. 'Other digital channels' includes Entertainment, Sports, Film, Factual, Children's, News, Leisure and Music genres. Regional hours exclude Welsh and Gaelic-language programming but include a small proportion of Irish-language programmes.

Figure 2.32

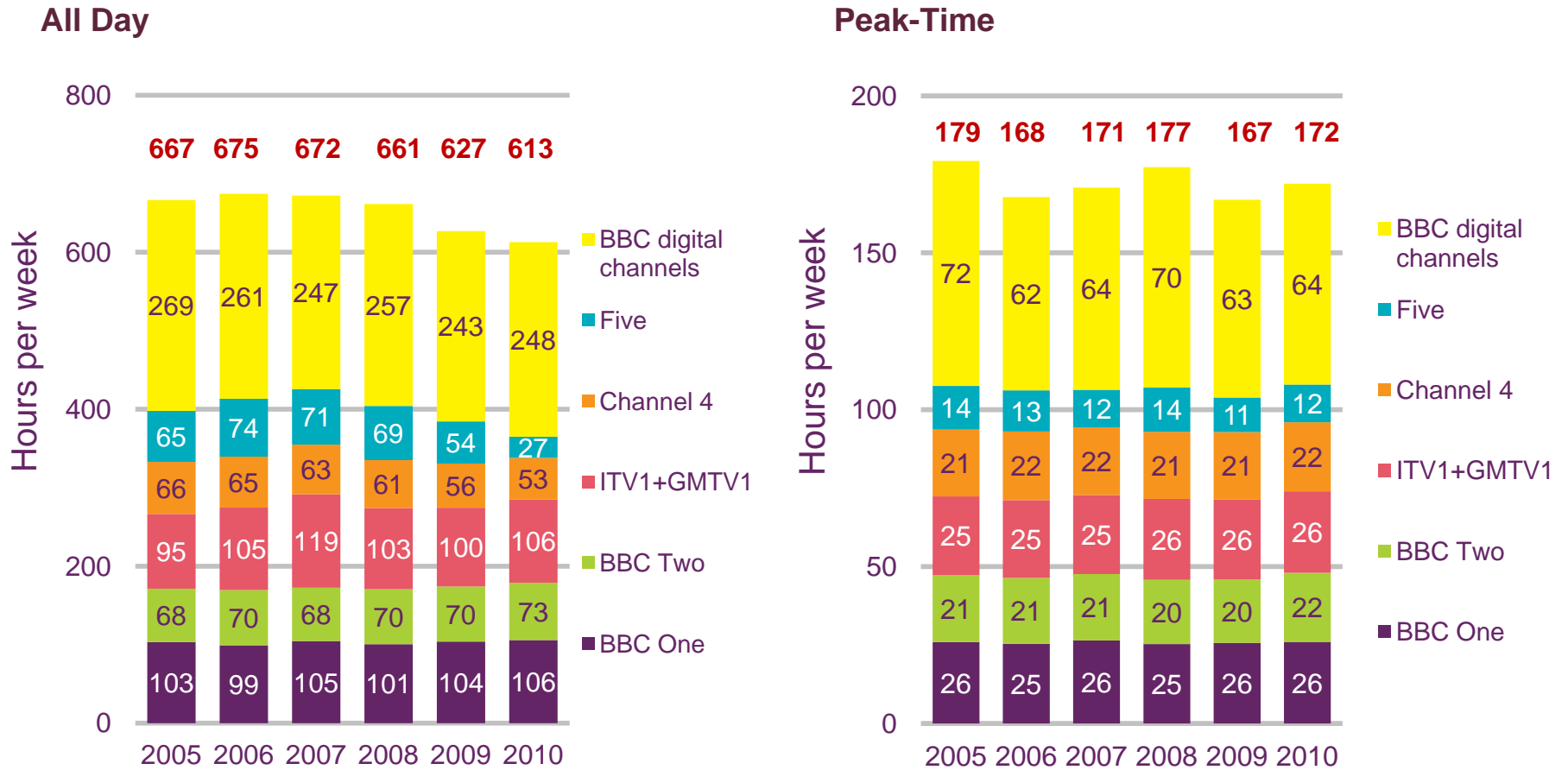
Hours of first-run originated output on the five main channels



Source: Ofcom/broadcasters. Note: Figures include GMTV1 but do not include the BBC's digital channels. Regional hours exclude Welsh and Gaelic-language programming but do include a small proportion of Irish-language programmes.

Figure 2.33

First-run originated output by the PSBs per week, all day and peak time



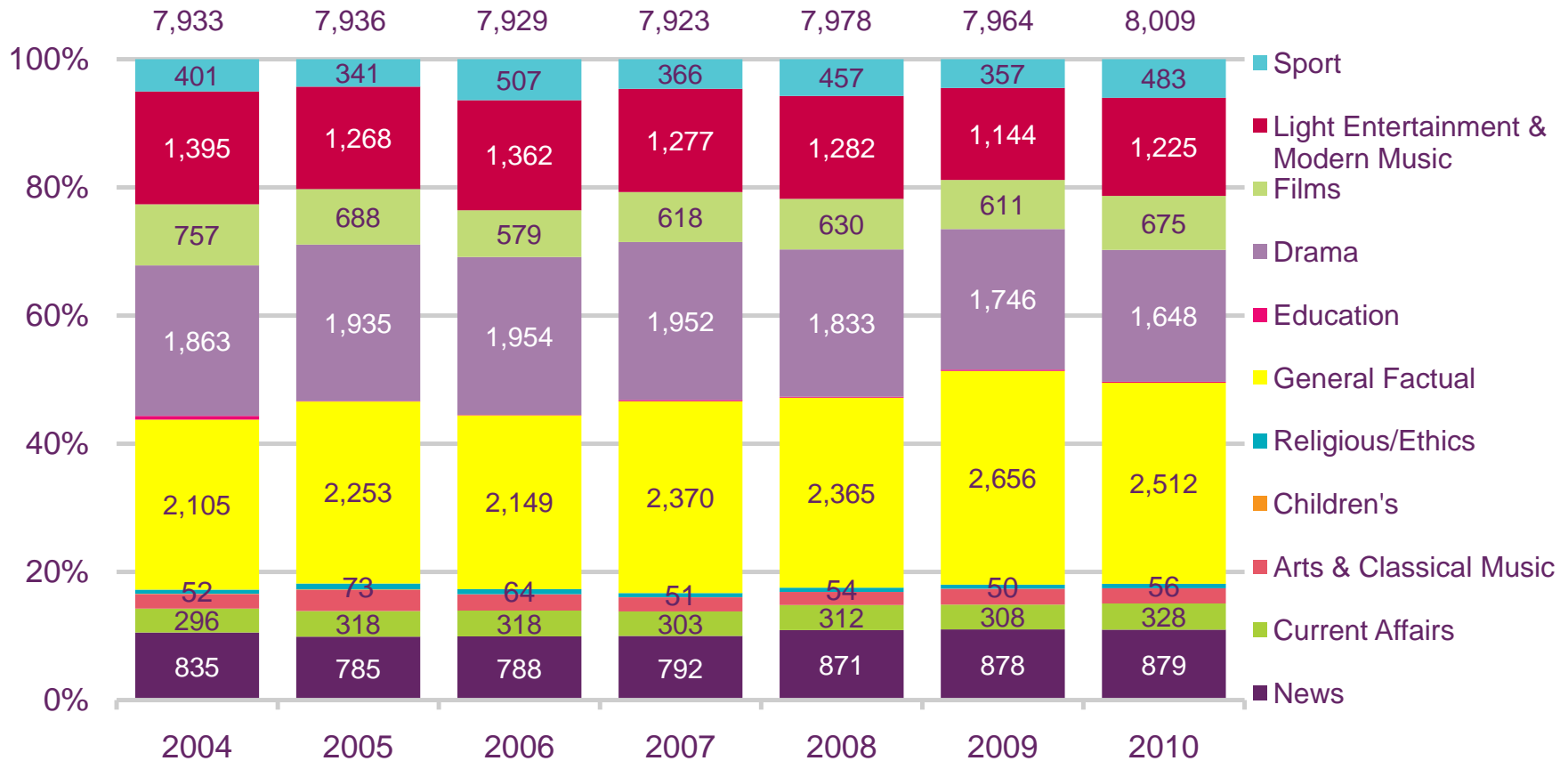
Source: Ofcom/broadcasters.

Note: Figures do not include spend on nations and regions output.

Figure 2.34

Genre mix on five main PSB channels in peak time, by hours

Proportion of total hours

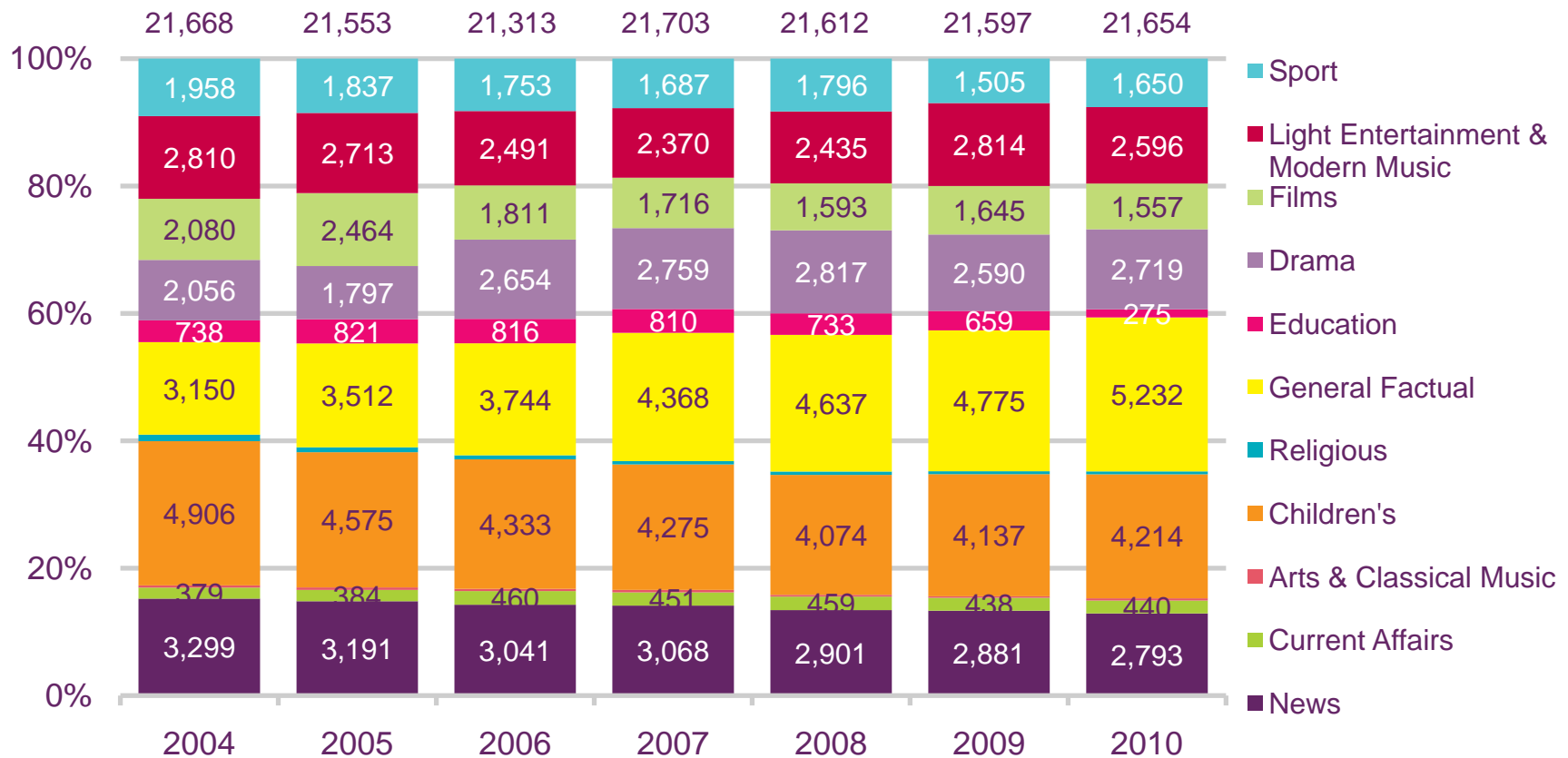


Source: Ofcom/broadcasters. Note: Includes five main channels including GMTV1, figures do not include hours of nations and regions output.

Figure 2.35

Genre mix on five main PSB channels in daytime

Proportions of total hours

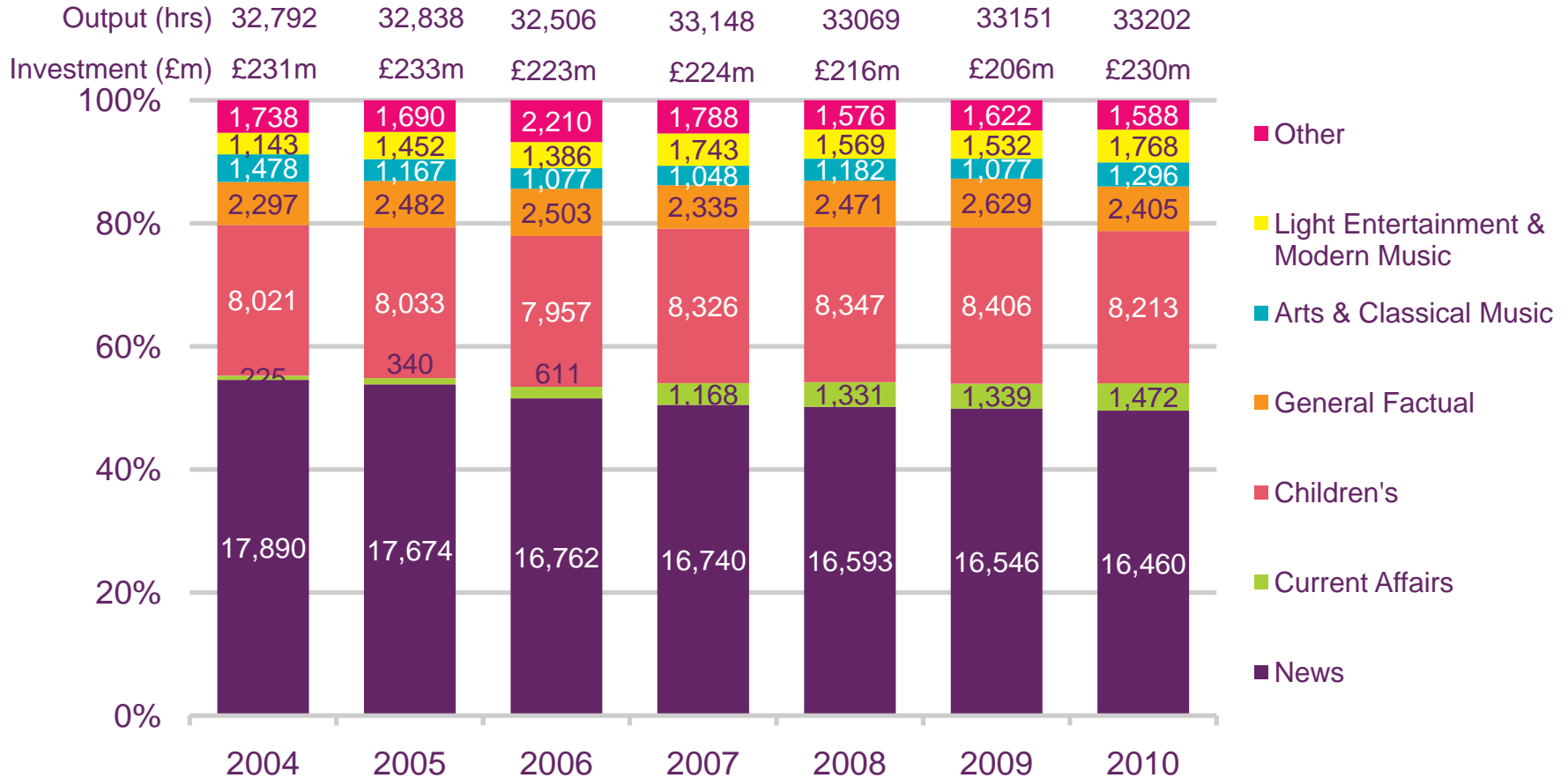


Source: Ofcom/broadcasters. Note: Includes five main channels plus GMTV1. Figures do not include hours of nations and regions output.

Figure 2.36



The BBC's digital channels genre mix by hours: all day

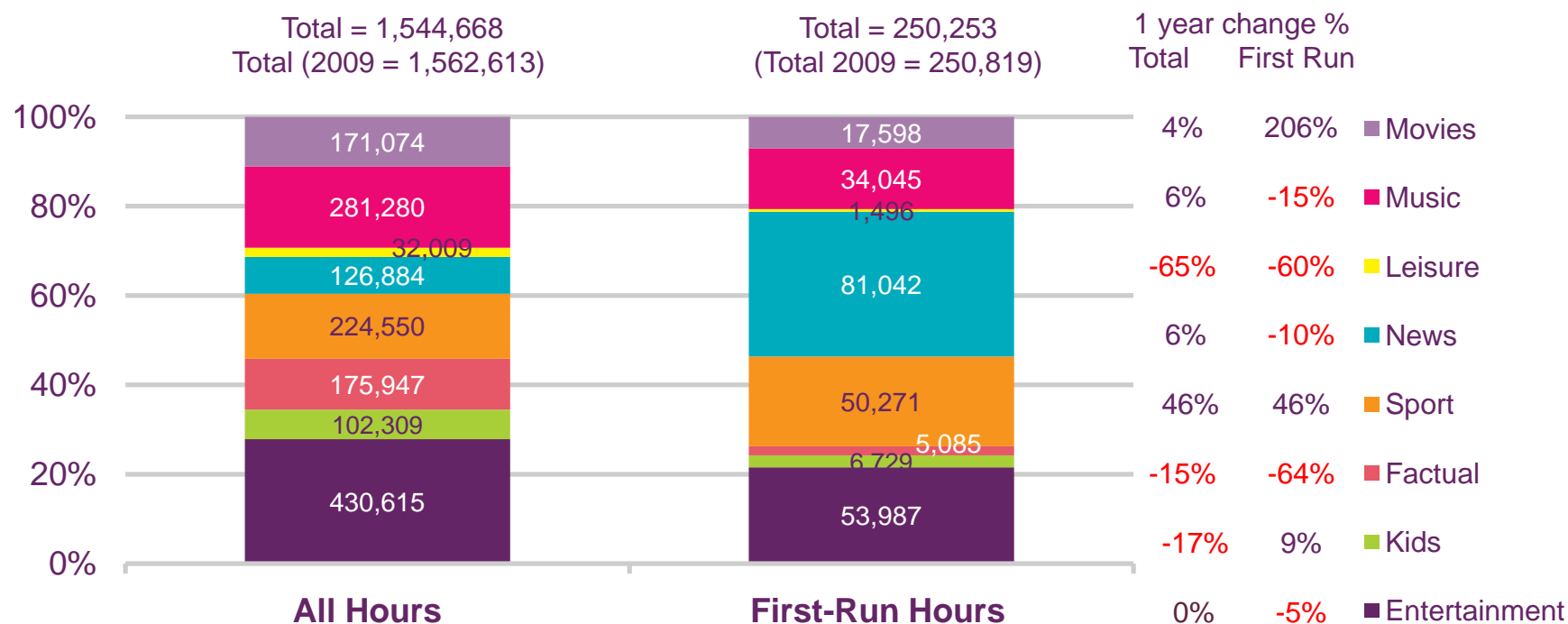


Source: Ofcom/broadcasters. Note: BBC digital channels include BBC Three, BBC Four, BBC News 24, BBC Parliament, CBBC, CBeebies. Investment figures are in 2009 prices. 'Other' includes: Education, Drama, Film, Religion and Sports. The BBC allocated Parliamentary coverage to the Current Affairs genre in the data for 1998 to 2003. From 2004, it has been allocated to either News or Current Affairs.

Figure 2.37

Total multichannel hours and first-run originations/acquisitions, 2010

Proportion of hours by channel genre (%)

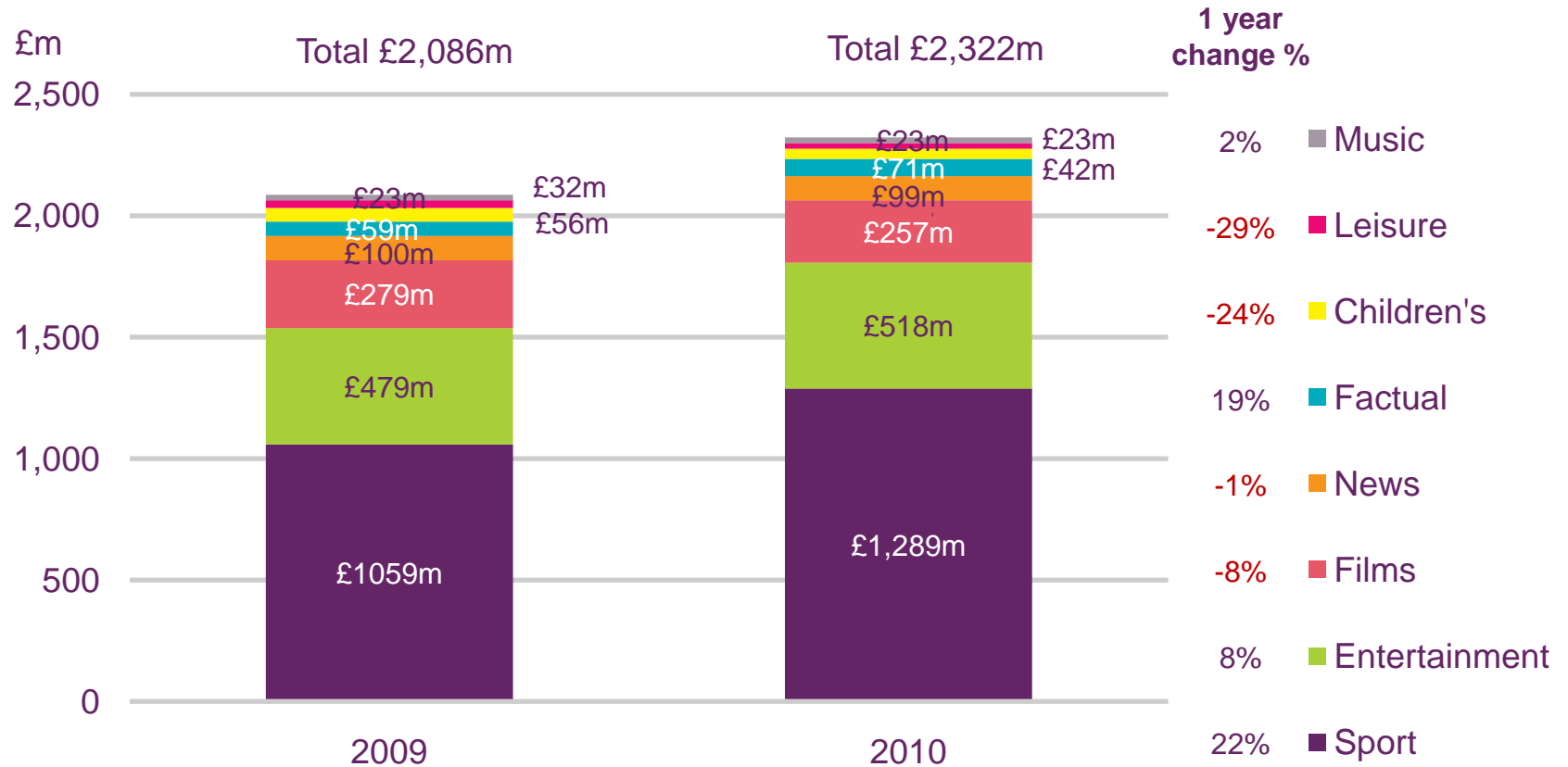


Source: Ofcom/broadcasters

Note: Broadcast hours exclude Sky Box Office and 'barker' channels, which promote TV content. First-run hours include first-run in-house, commissioned and acquired content.

Figure 2.38

Content spend by commercial multichannels in key genres: 2009 - 2010

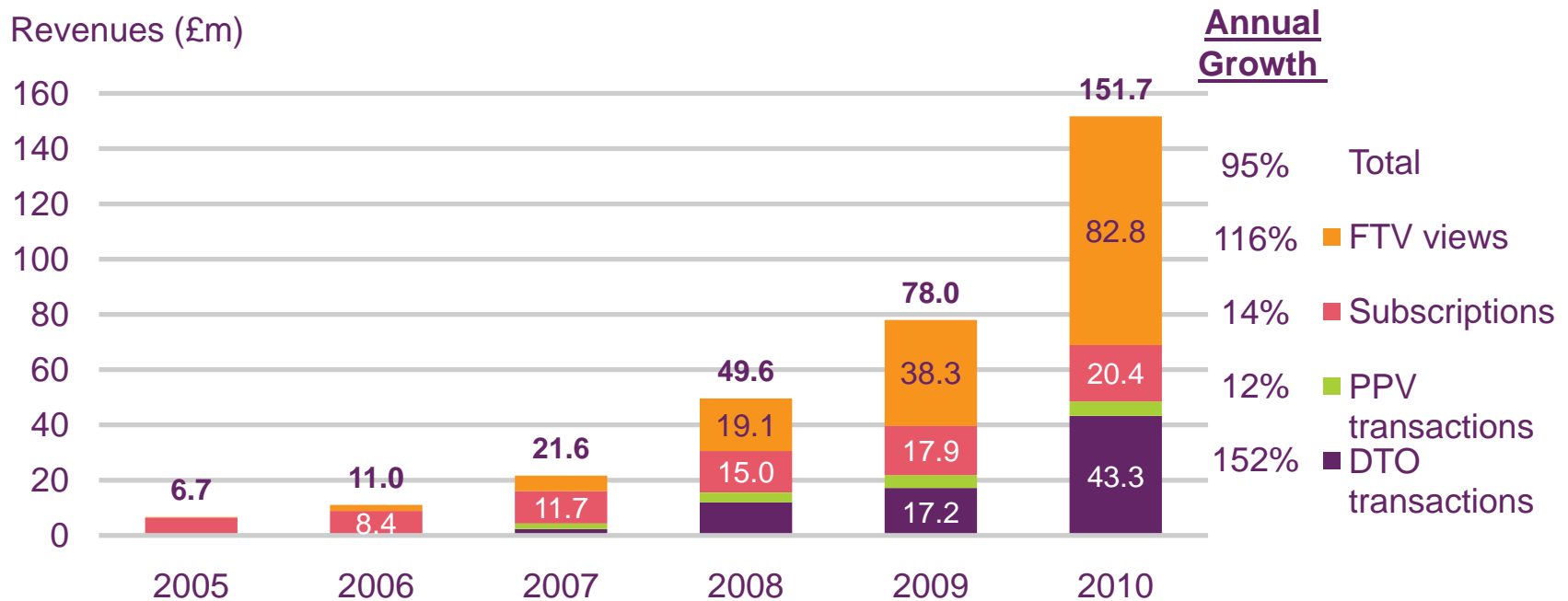


Source: Ofcom/broadcasters.

Note: Excludes BBC digital channels.

Figure 2.39

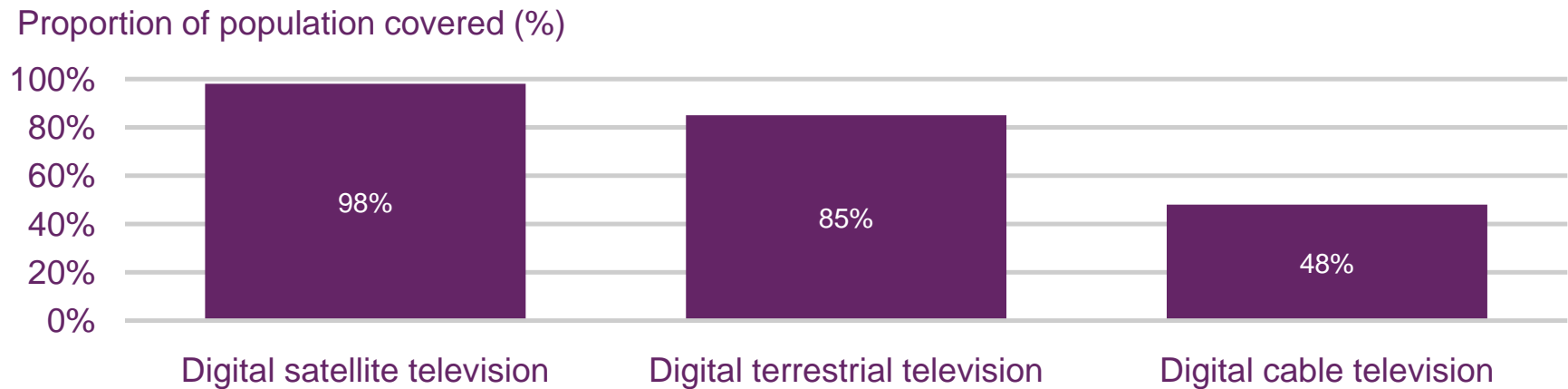
Online TV revenues



Source: Screen Digest. Note: FTV = free to view; PPV = pay per view; DTO = download to own. Due to different data sources this chart is not directly comparable with previous charts.

Figure 2.40

Availability of digital television platforms

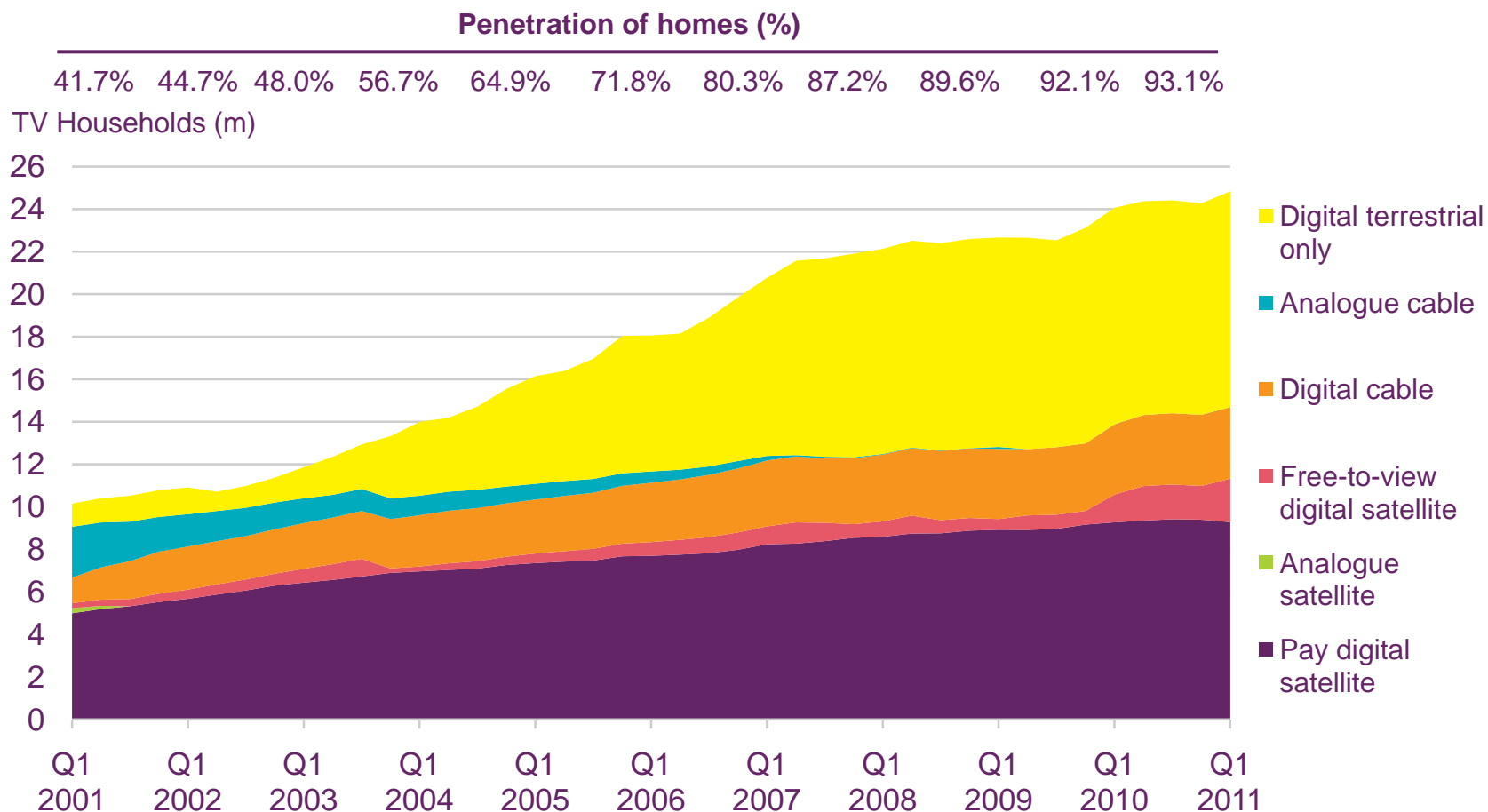


Source: Ofcom research/operators. Note that the DTT coverage figures represent the availability of a service of 17 television channels. DTT coverage levels represent Ofcom estimates. Data correct as at June 2011.

Figure 2.41



Take-up of multichannel TV on main sets

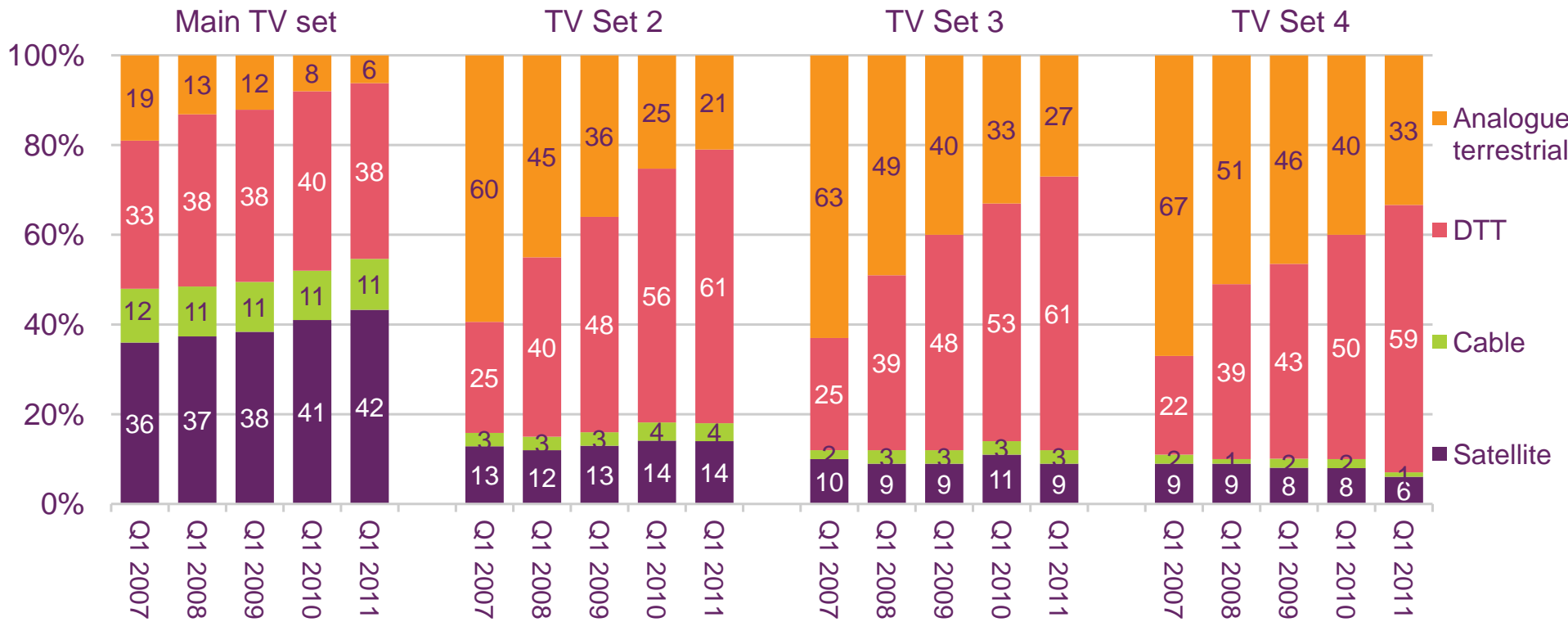


Source: Ofcom, GfK, Sky, Virgin Media. Data from Q1 2007 are based on consumer research, previous quarters use platform operator data, research and Ofcom estimates. Note: Digital terrestrial relates to DTT-only homes.

Figure 2.42

Platform share, by TV set

Penetration (%)

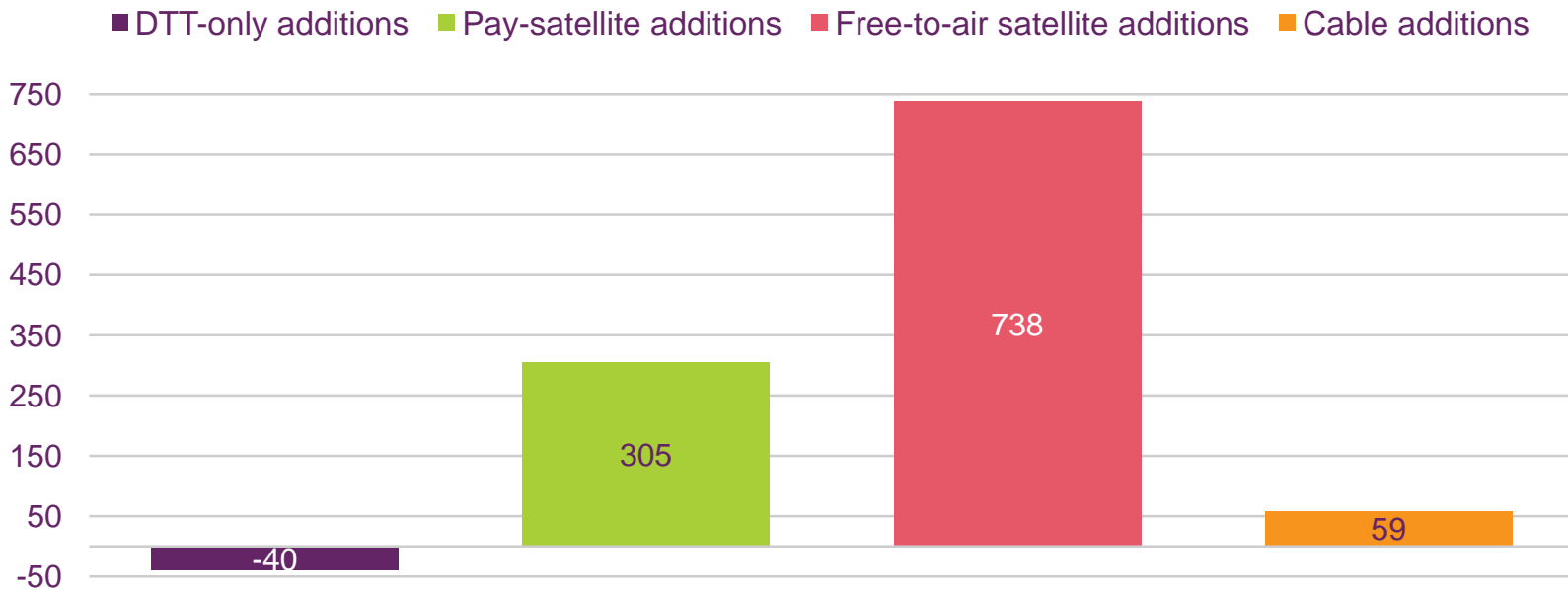


Source: GfK NOP consumer research. Note: columns do not always equal 100% due to the exclusion of some services from the chart, such as TV via broadband.

Figure 2.43

DTT, satellite and cable net additions, year to Q1 2011

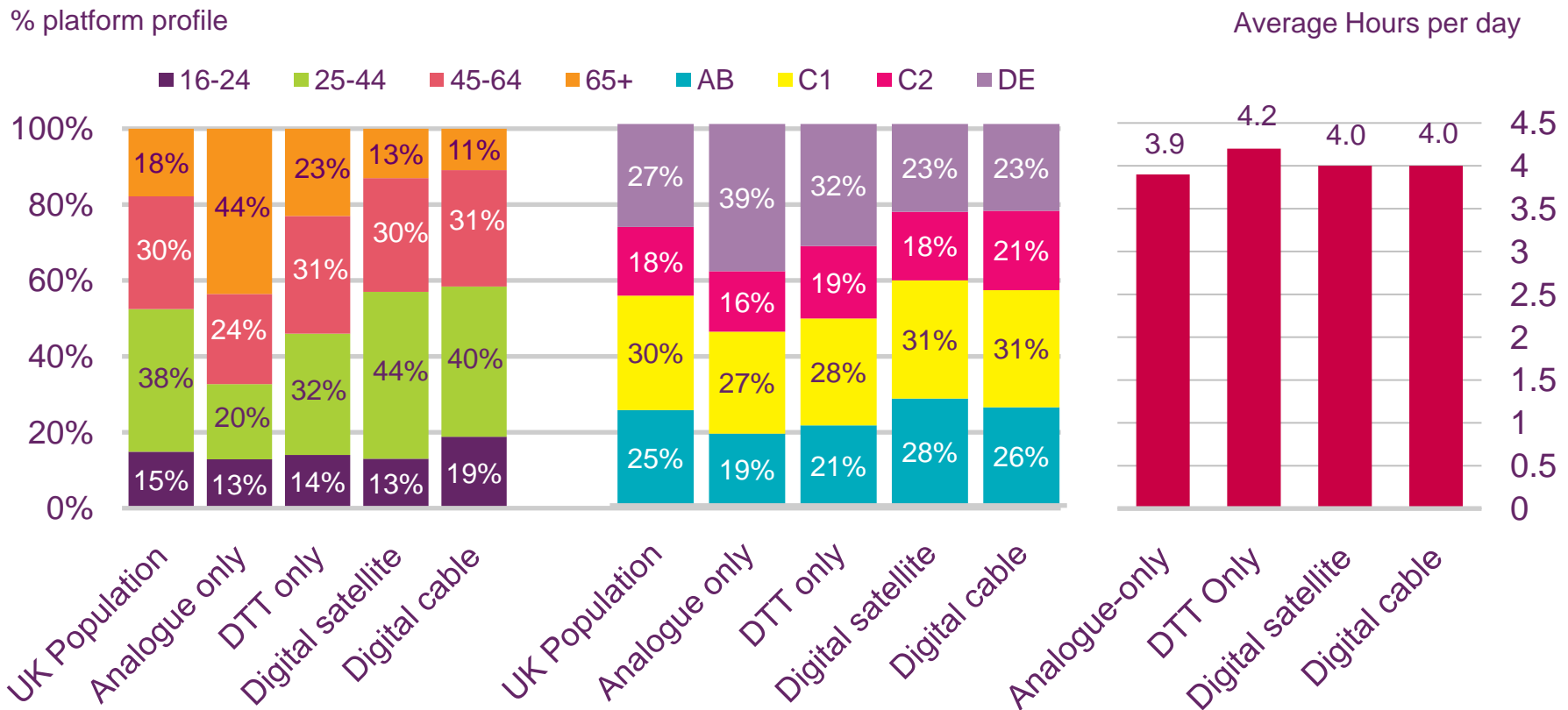
Homes added (000's)



Source: Pay platform additions based on Virgin Media results and Ofcom- estimated UK figures based on BSkyB UK & Ireland results. DTT and free satellite additions based on Q1 2011 and Q1 2010 consumer survey results. Note: Chart uses multiple sources and is therefore intended to be considered only as a general indication of performance.

Figure 2.44

Platform demographics by age, socio-economic group and viewing hours: 2010

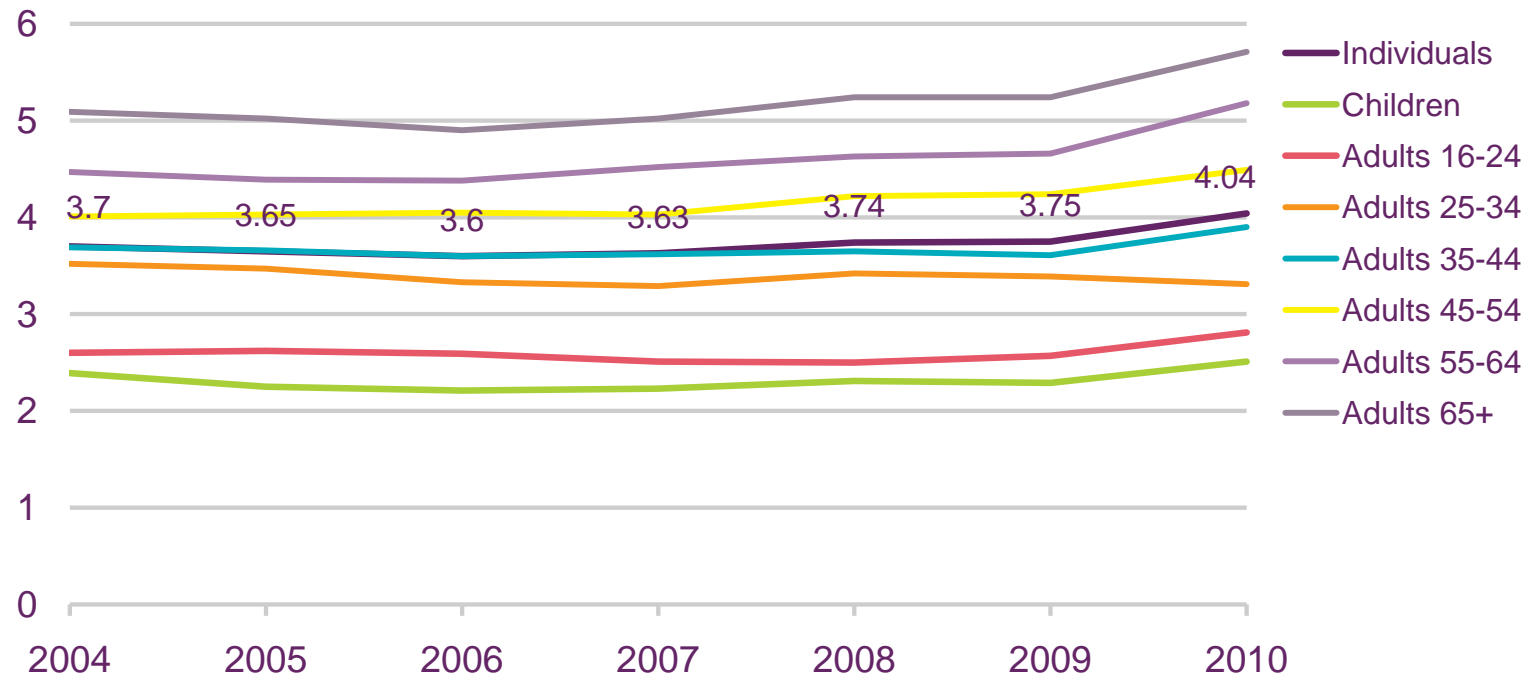


Source: Ofcom and BARB

Figure 2.45

Average hours of television viewing per day, by age, all homes

Hours viewed



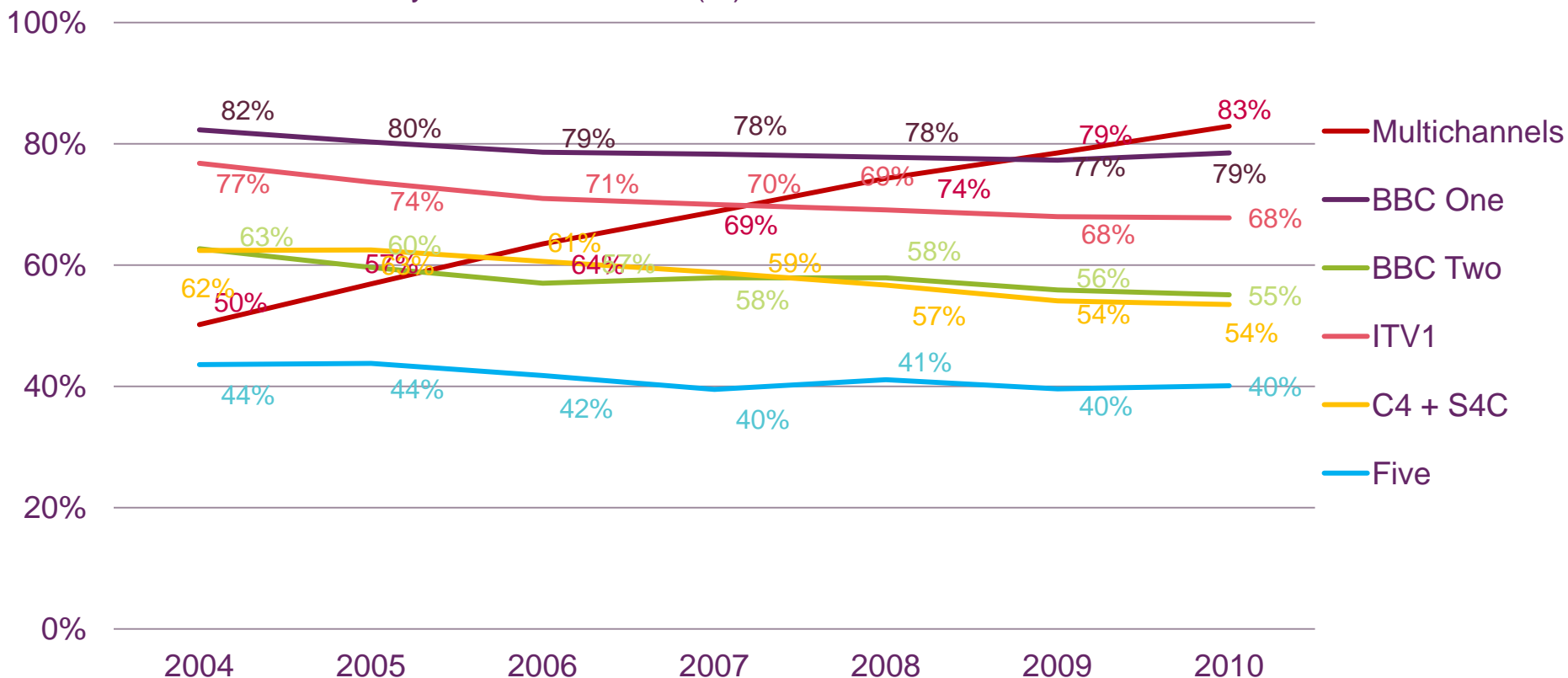
Source: BARB. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years.

Figure 2.46



Average weekly TV reach in all homes, by channel

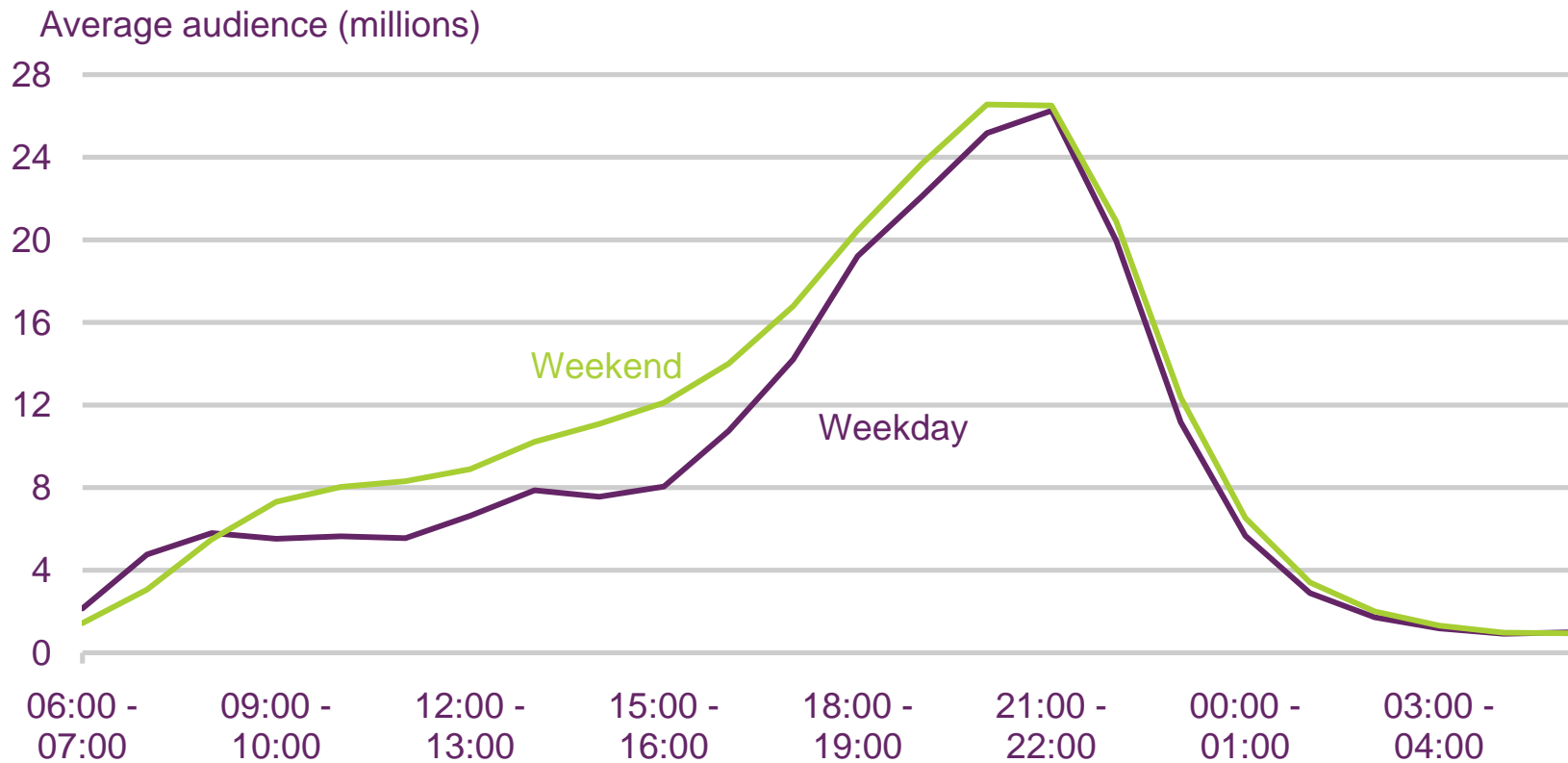
15-minute consecutive weekly reach – full weeks (%)



Source: BARB Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain labelled together in relevant charts. S4C weekly reach's in 2010 was 0.7%.

Figure 2.47

Average 2010 audiences, weekdays/weekends: by day part, all homes

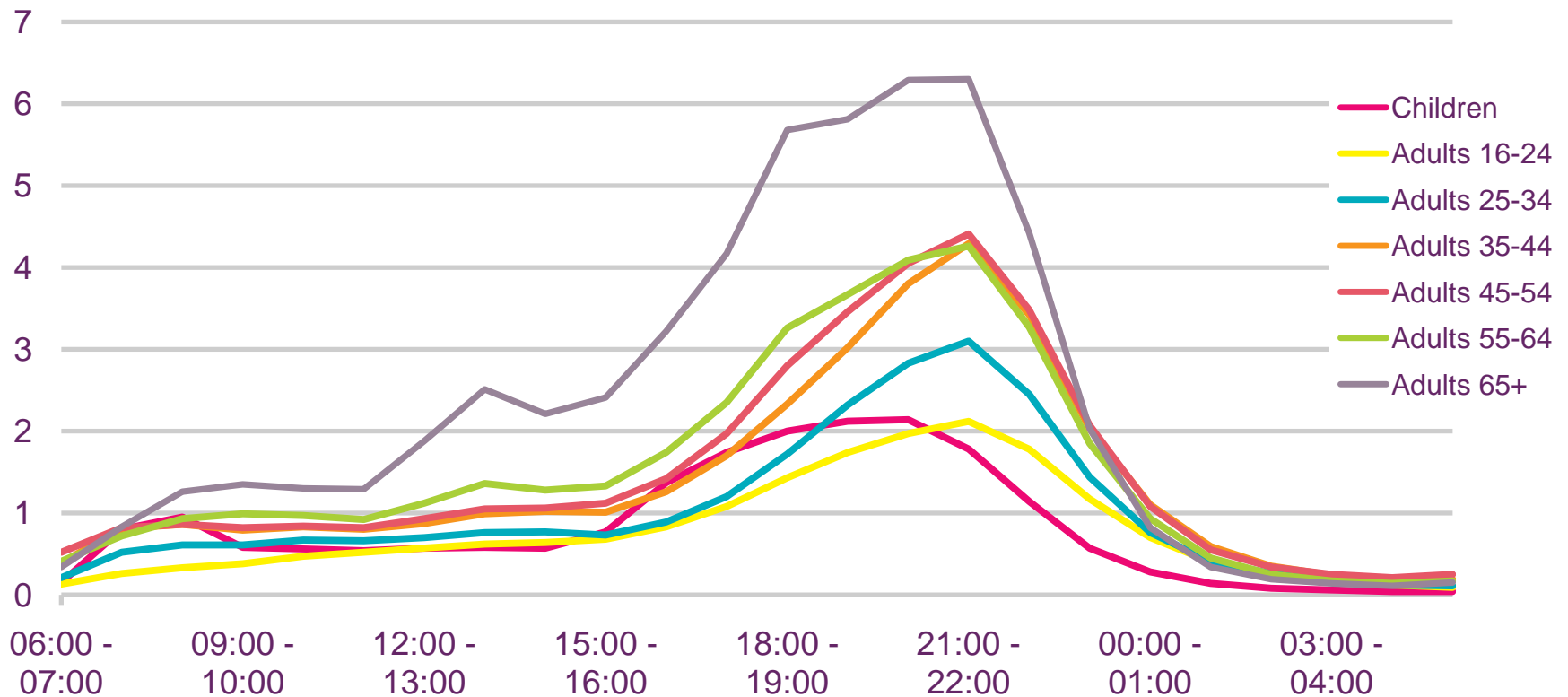


Source: BARB

Figure 2.48

Average 2010 weekday audiences, by day part and age, all homes

Average audience (millions)

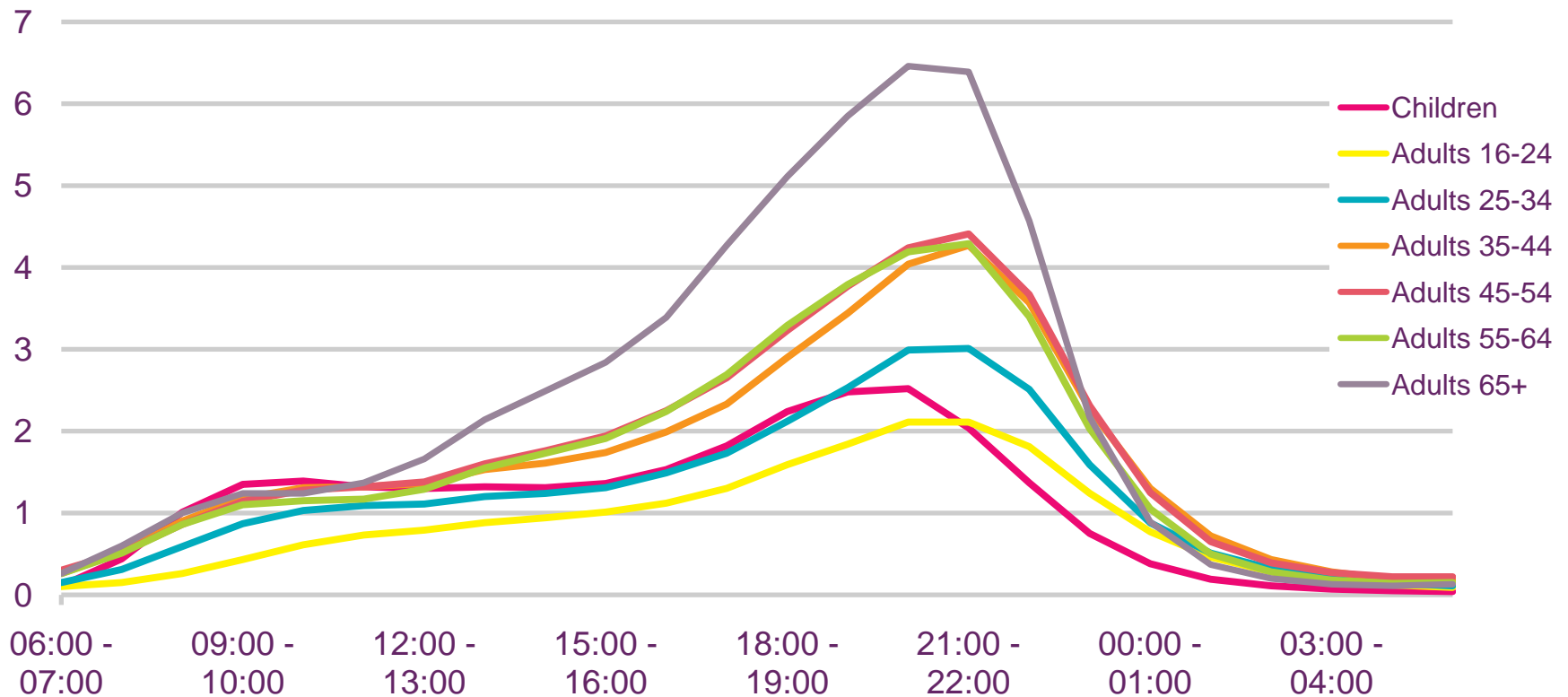


Source: BARB

Figure 2.49

Average 2010 weekend audiences, by day part and age, all homes

Average audience (millions)

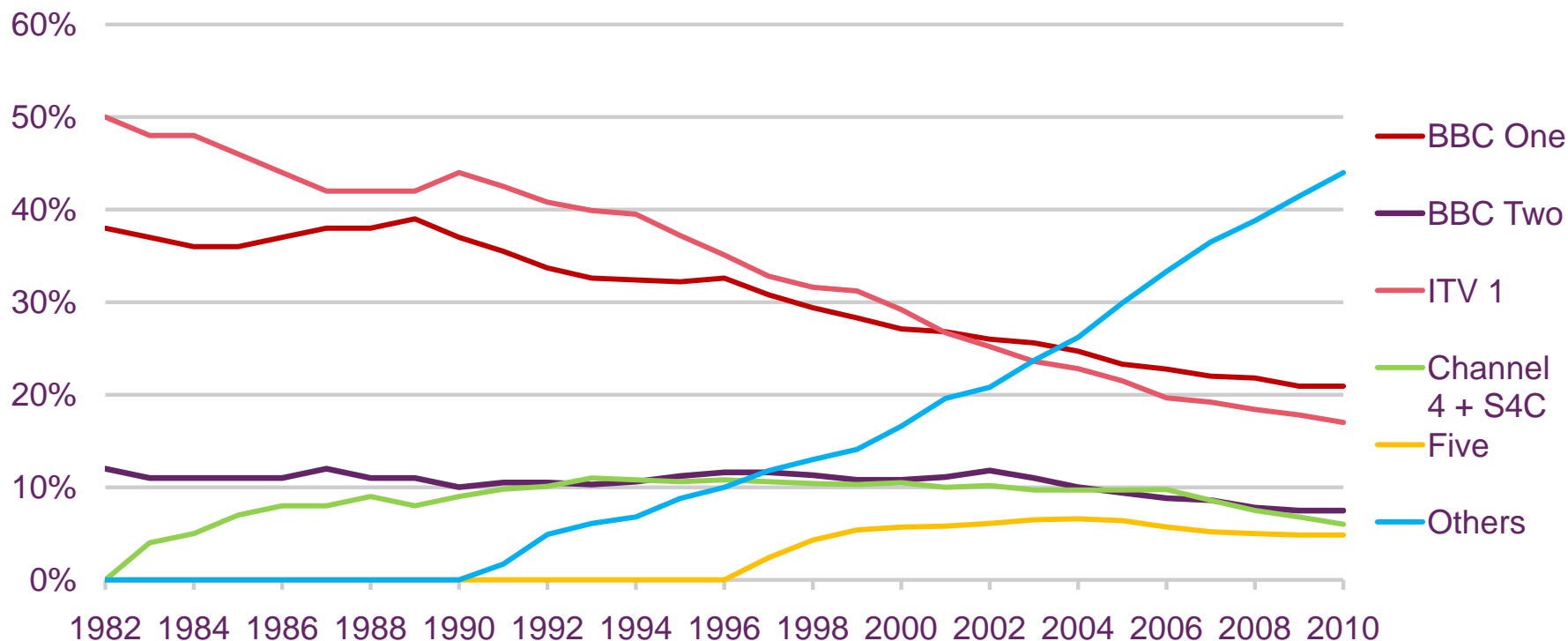


Source: BARB

Figure 2.50

Channel shares in all homes: 1983 to 2010

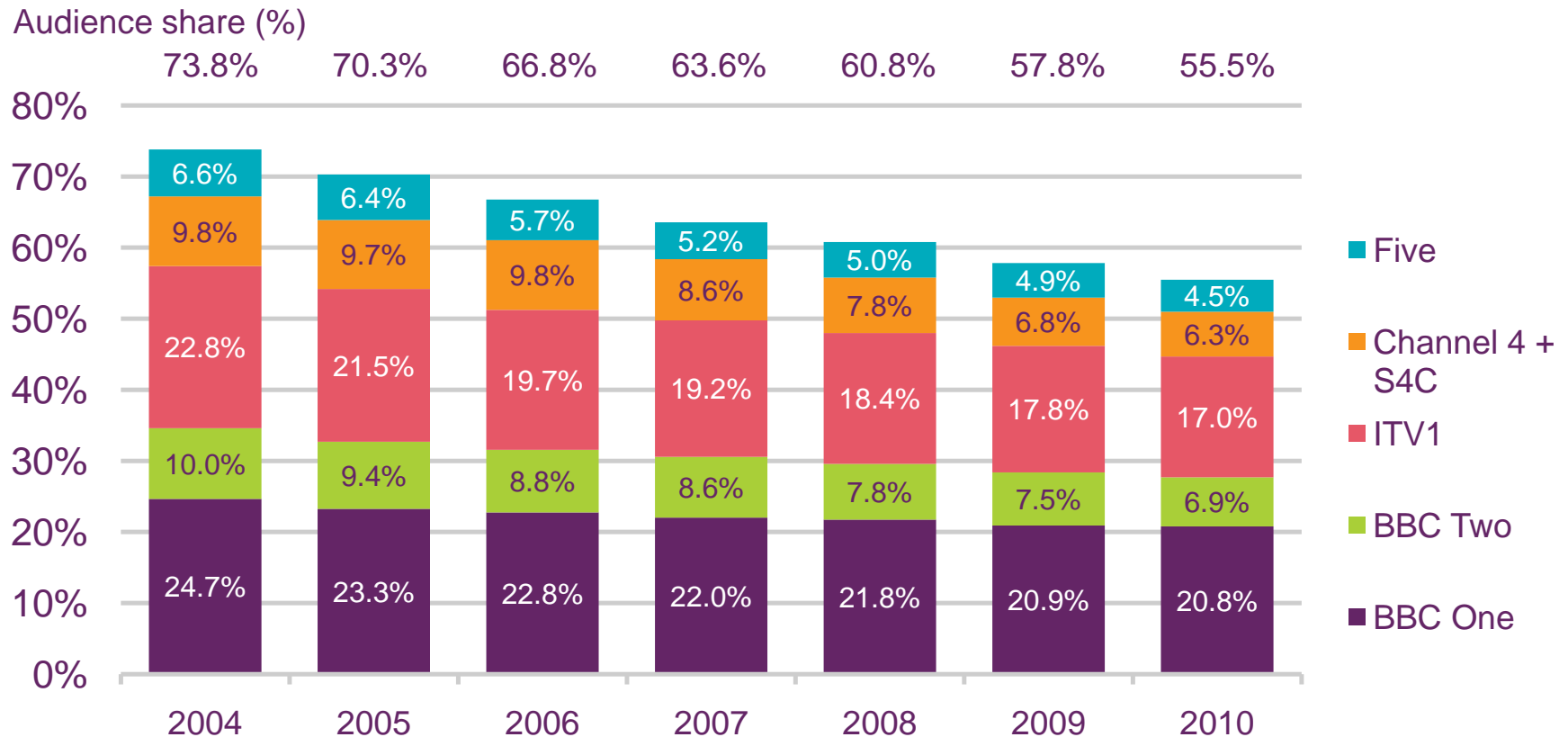
Audience share, all homes (%)



Source: BARB, TAM JICTAR and Ofcom estimates. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain labelled together in relevant charts. S4C 2010 channel share = 0.1%.

Figure 2.51

Five main PSB channels' audience share, all homes

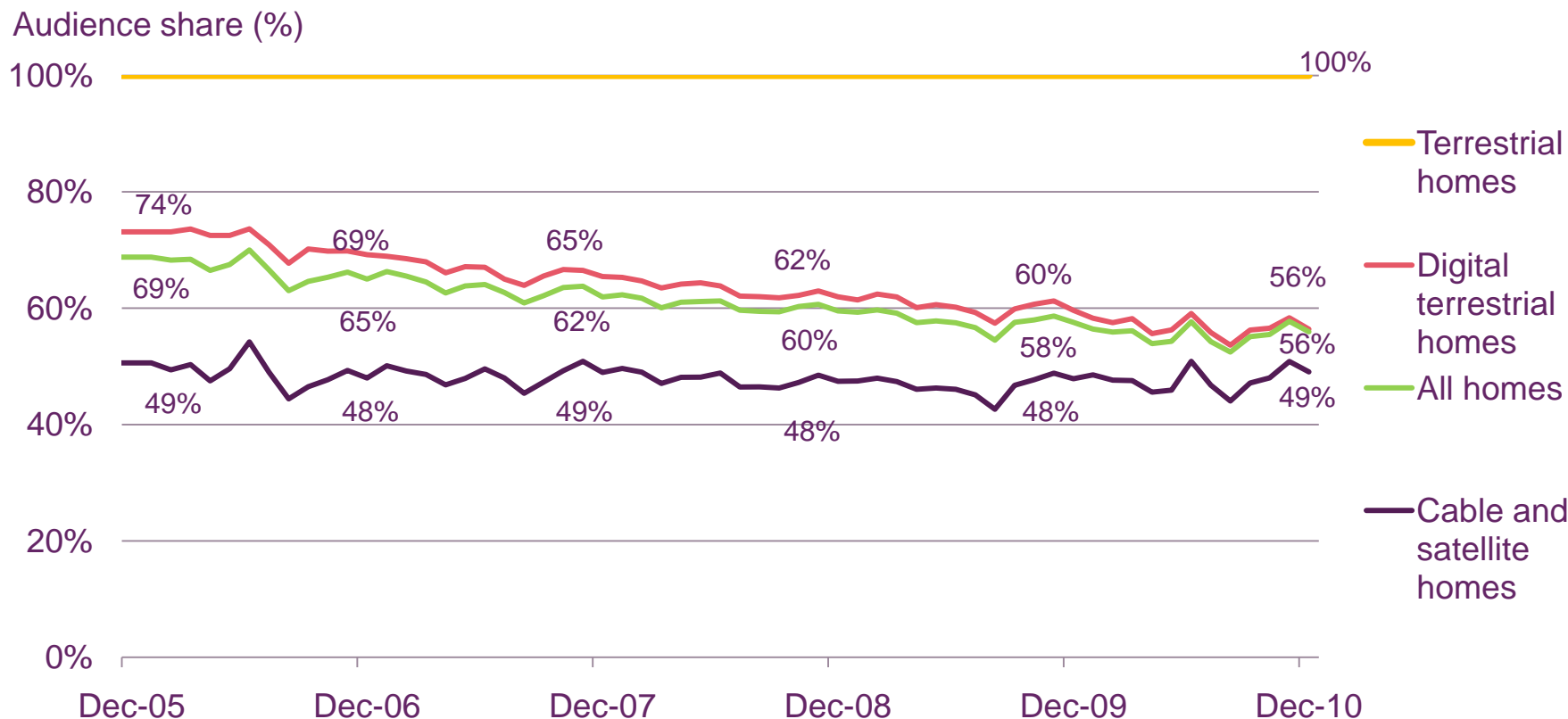


Source: BARB. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain labelled together in relevant charts. S4C 2010 channel share = 0.1%.

Figure 2.52



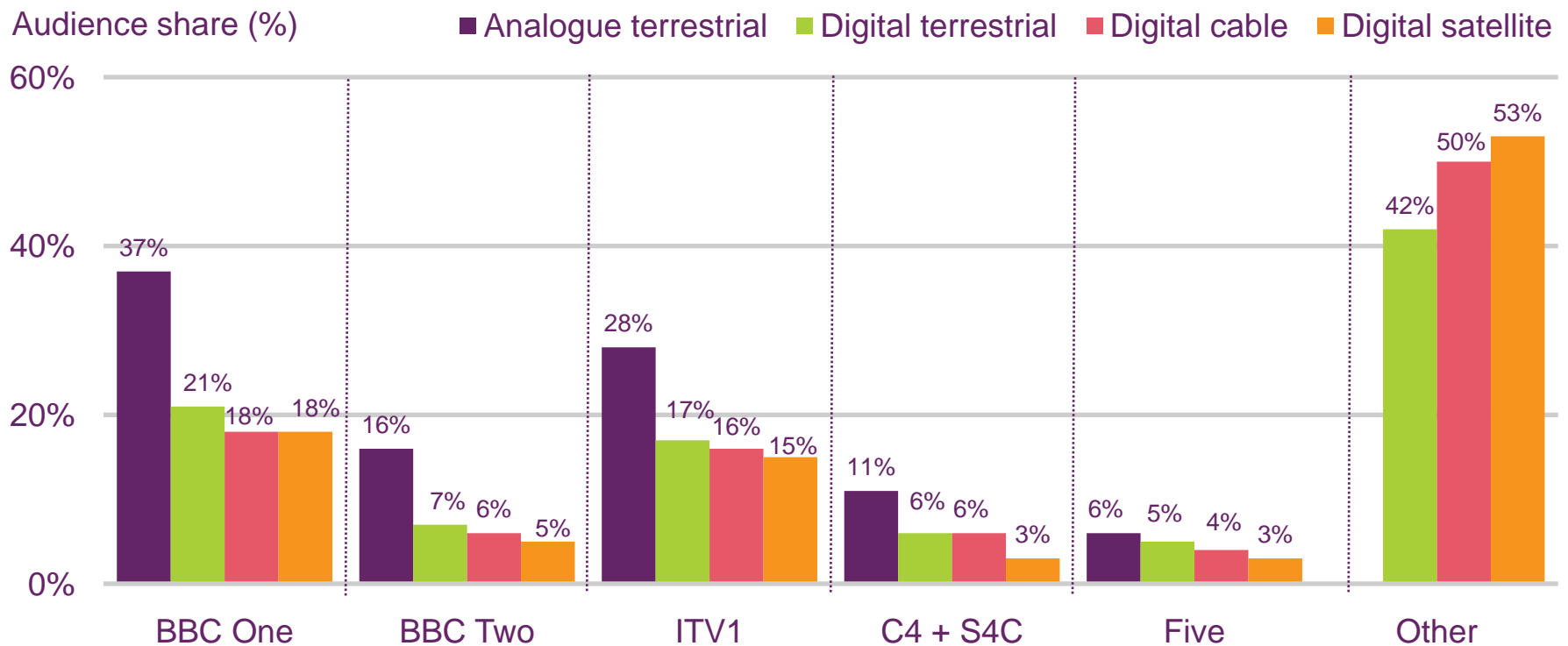
Five main PSB channels' audience shares, by platform



Source: BARB, all homes, all viewers, various platforms. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain grouped together in relevant charts. S4C 2010 channel share (all homes)= 0.1%.

Figure 2.53

Channel share, by platform: 2010



Source: BARB. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain labelled together in relevant charts. S4C 2010 channel share (all homes) = 0.1%.

Figure 2.54

PSB and portfolio channel shares in multichannel homes



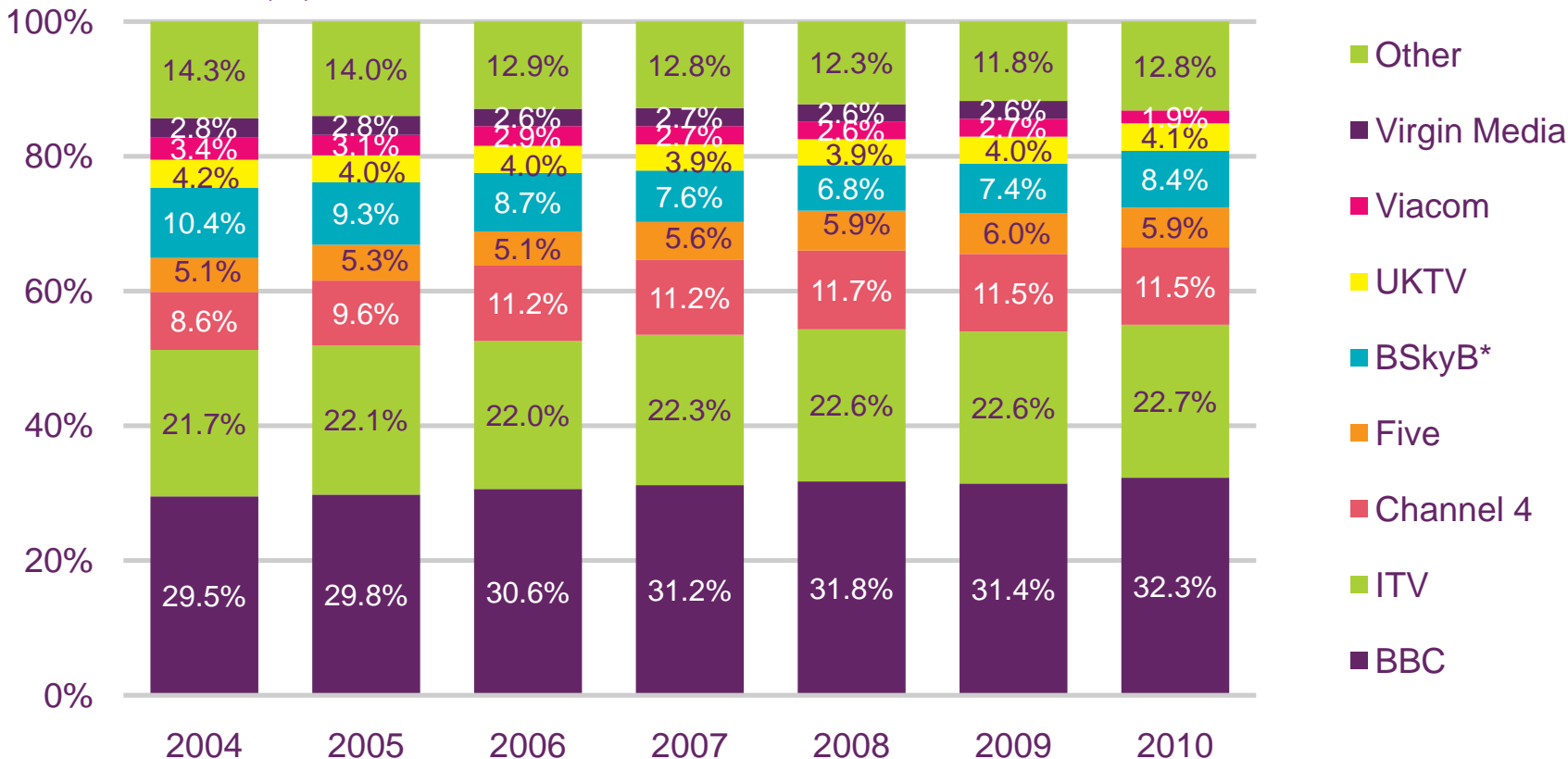
Source: BARB. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain grouped together in relevant charts. S4C 2010 channel share = 0.1%.

Figure 2.55

Broadcaster portfolio shares in multichannel homes



Audience share (%)

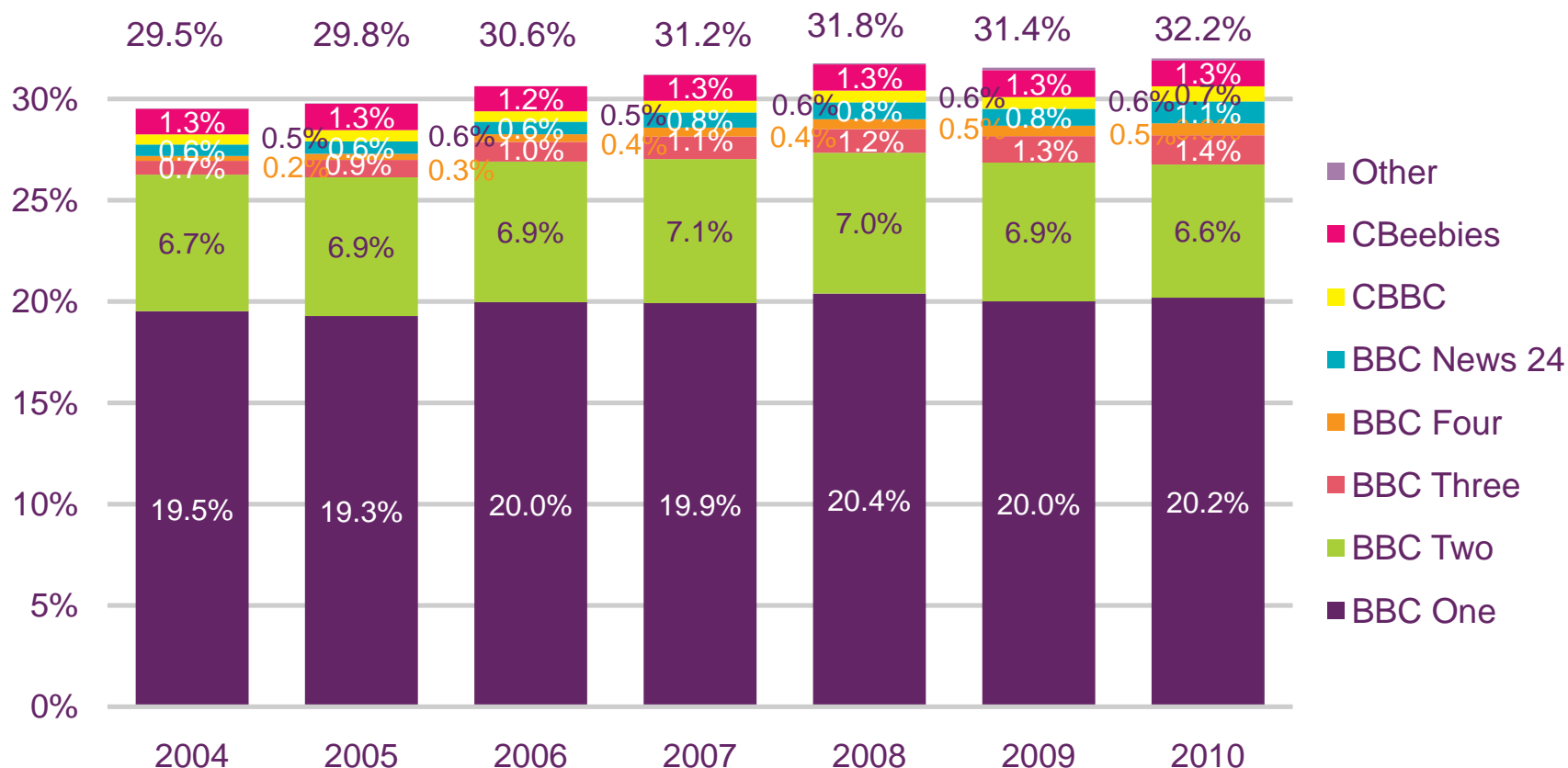


Source: BARB. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years.*BSkyB took ownership of VMTV in June 2010, Virgin Media TV portfolio shares are included in the BSkyB figure for the whole of 2010. ITV includes all ITV network channels, not just those owned by ITV plc. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain grouped together in relevant charts.S4C 2010 channel share = 0.1%.

Figure 2.56

BBC portfolio share in multichannel homes

Audience share (%)



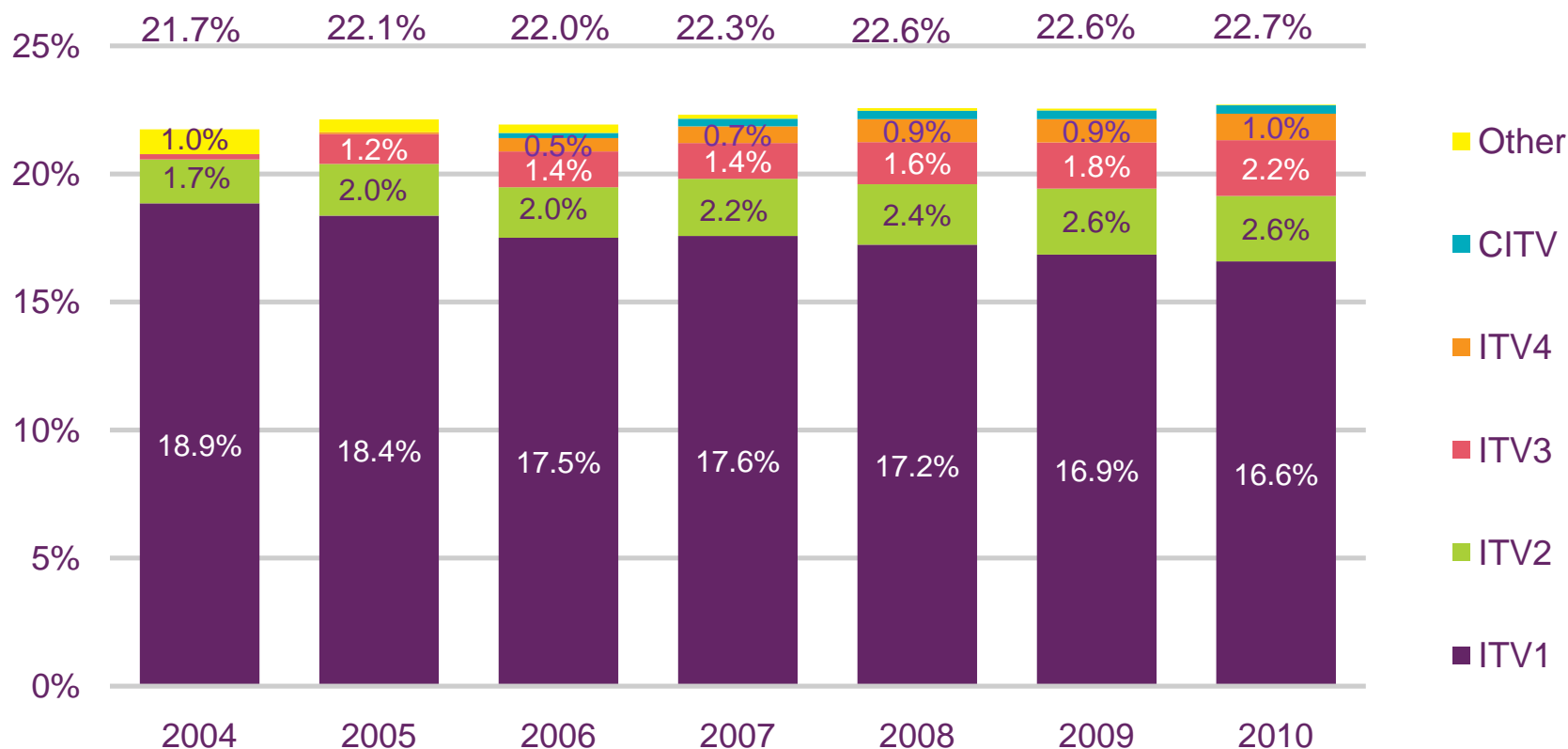
Source: BARB Note: 'Other' includes BBC Parliament, BBC Choice, BBC HD and BBC Knowledge. Due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years

Figure 2.57

ITV portfolio shares in multichannel homes



Audience share (%)



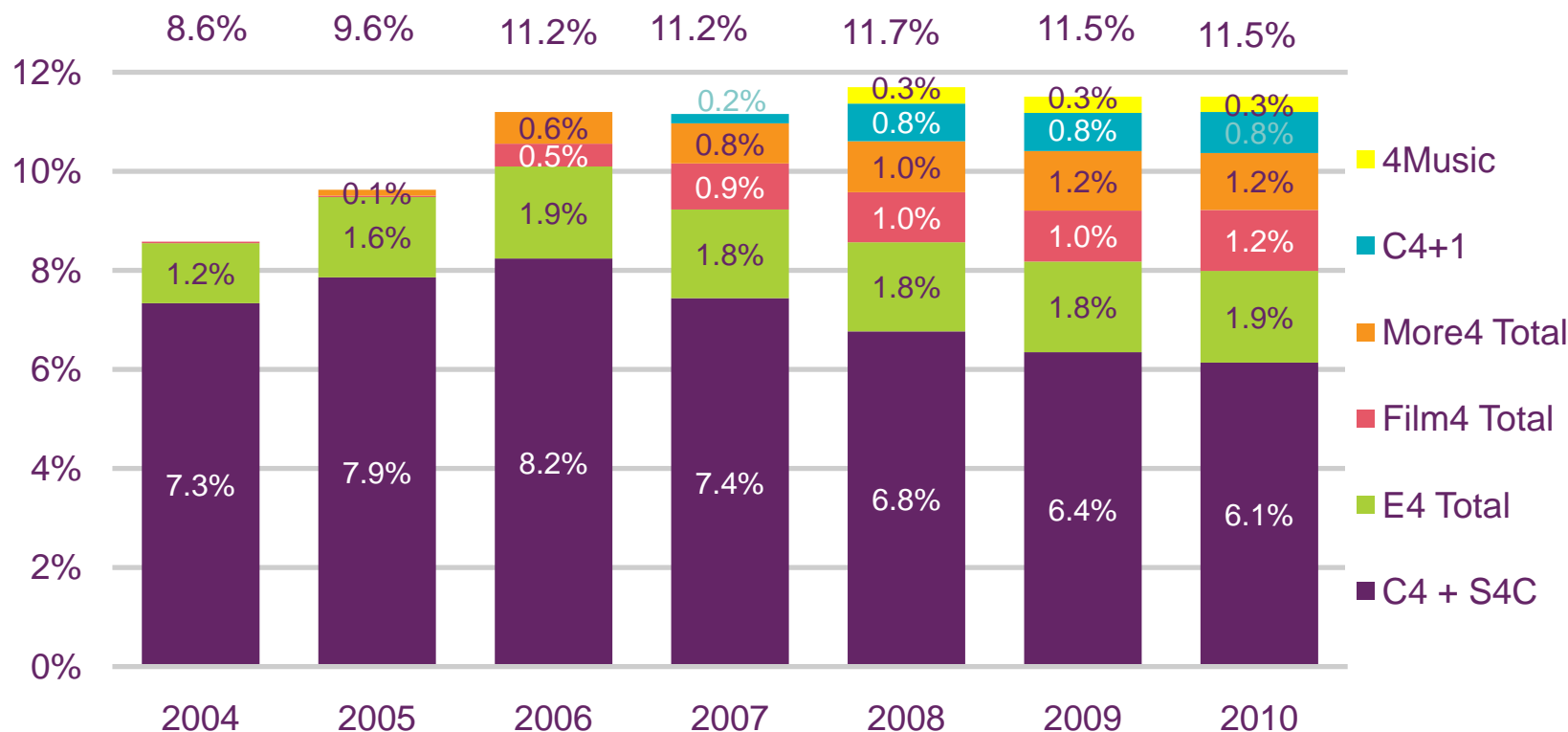
Source: BARB Note: 'Other' includes (when relevant) ITV Play, Men & Motors, GMTV2, Granada Breeze, Plus, ITV News. ITV1, ITV2, ITV3 and ITV4 and include +1 services' share and HD services from 2010. Due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years.

Figure 2.58



Channel 4 portfolio shares in multichannel homes

Audience share (%)

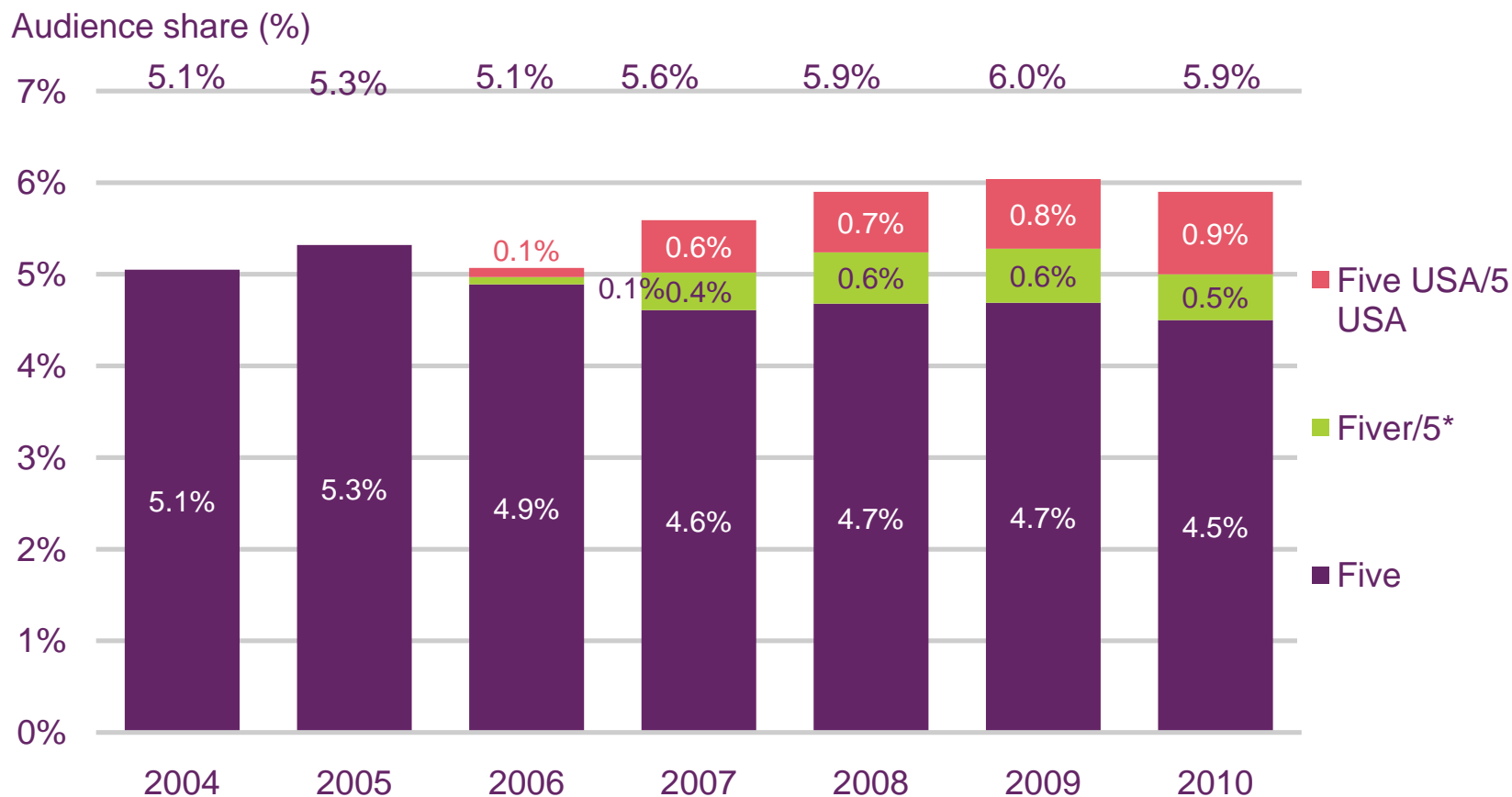


Source: BARB. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years. E4, More4 and Film 4 respective +1 channel shares are included. Note: In 2010 C4 and S4C became two separate channels following digital switchover in Wales. For the purposes of this report the two channels remain labelled together in relevant charts. S4C 2010 channel share = 0.1%.

Figure 2.59



Five portfolio shares in multichannel homes

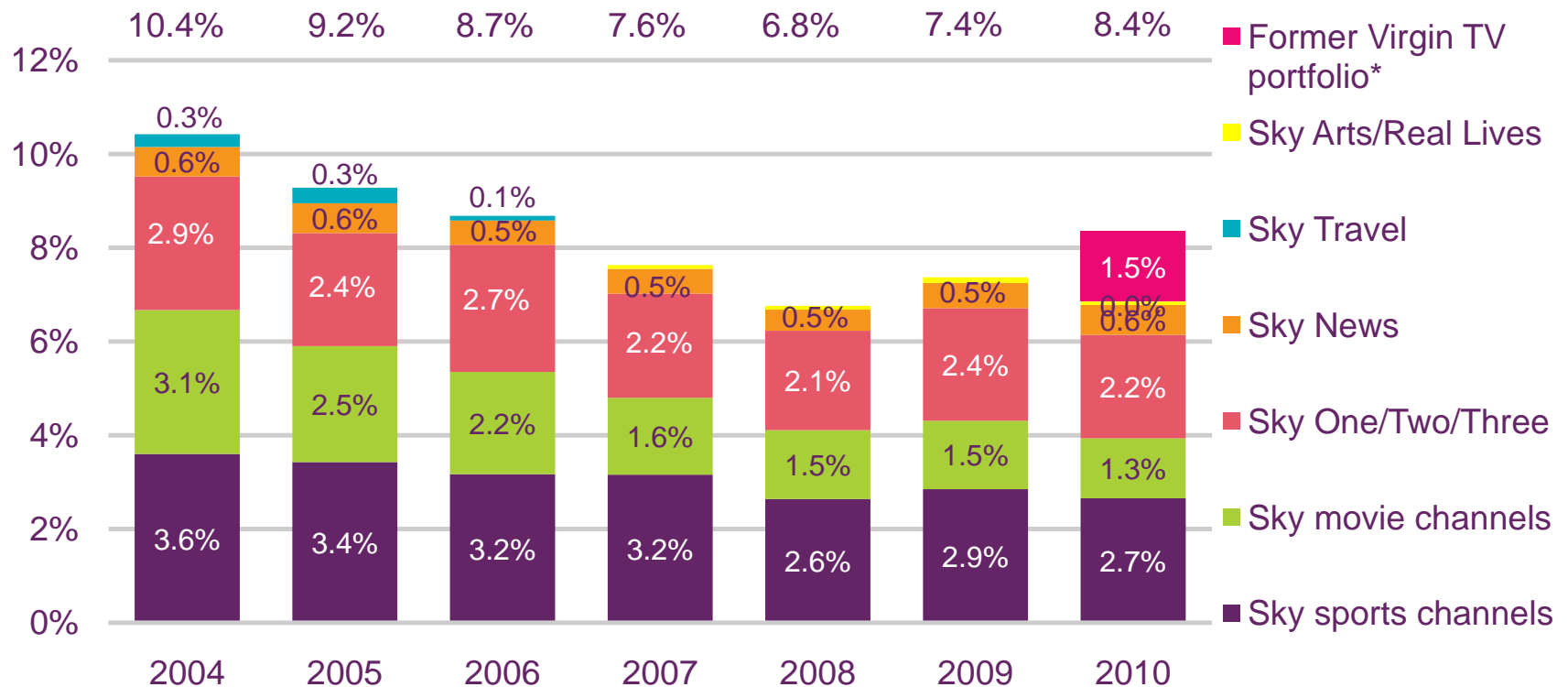


Source: BARB Note: 5* and 5 US include their +1 service share. Due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years

Figure 2.60

BSkyB portfolio shares in multichannel homes

Audience share (%)

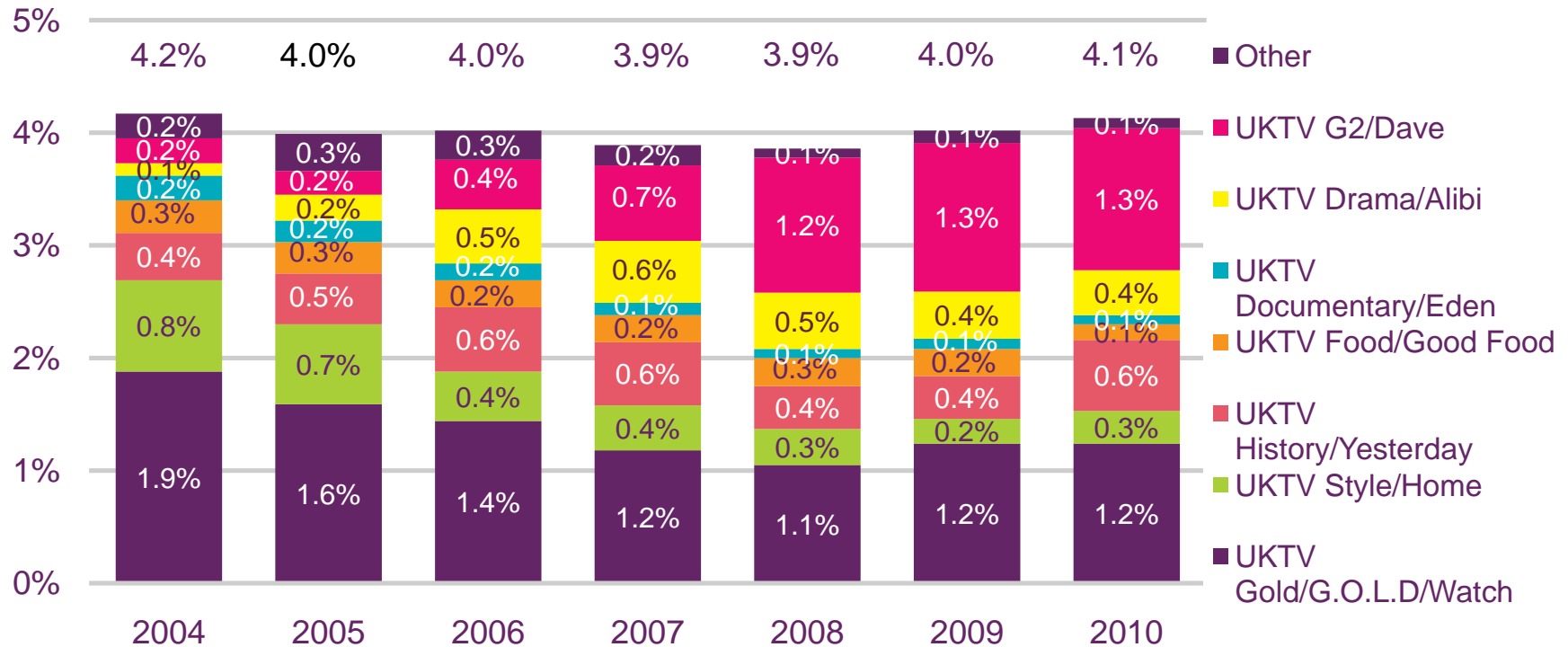


Source: BARB. Note: due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years. *BSkyB took ownership of VMTV in June 2010, Virgin Media TV portfolio shares are included in the BSkyB figure for the whole of 2010.

Figure 2.61

UKTV portfolio shares in multichannel homes

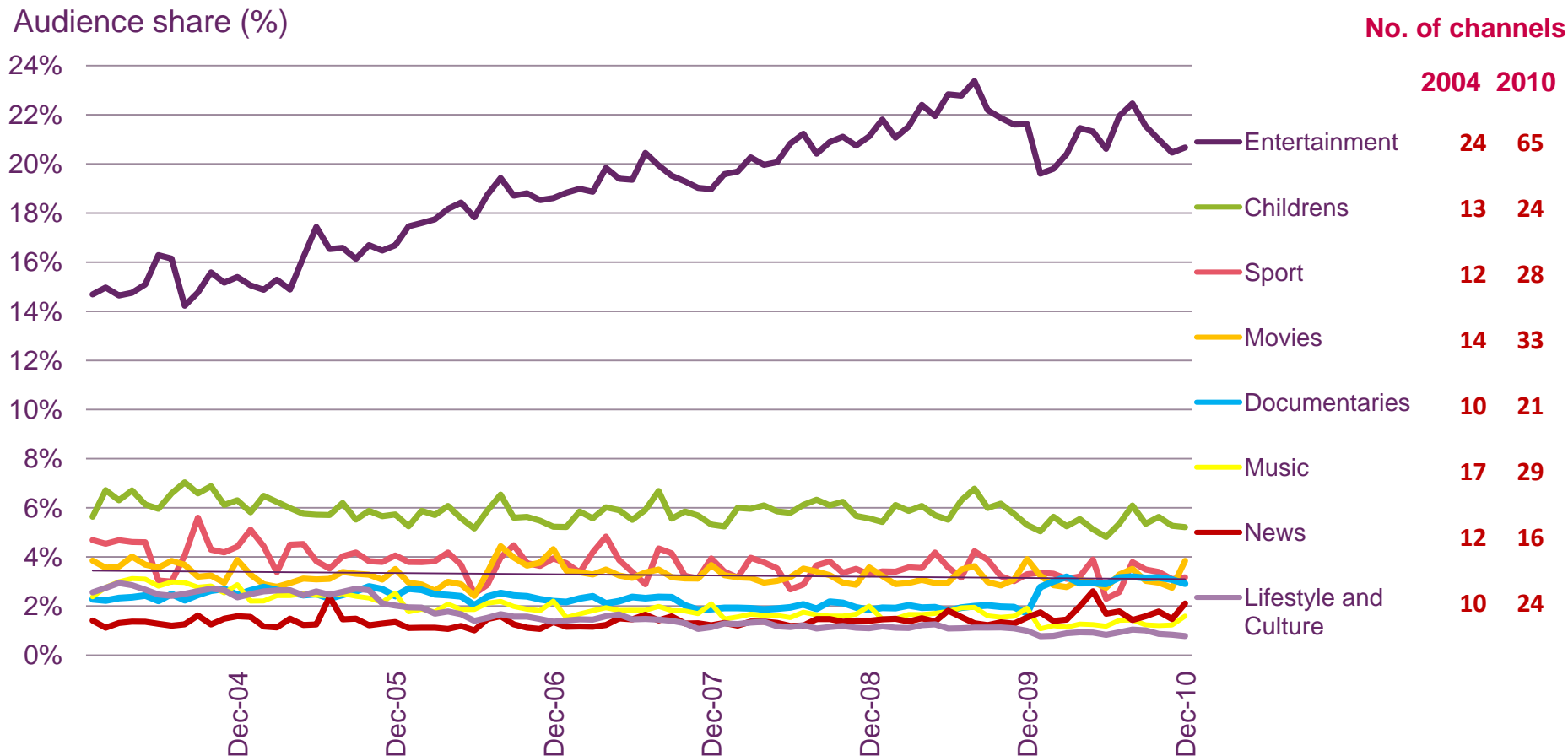
Audience share (%)



Source: BARB Note: UKTV portfolio channels have evolved over the past twelve months. In the 2008 figures, new channel names and shares have been matched to old channels. Due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years.

Figure 2.62

Aggregate shares of channel genres in multichannel homes



Source: BARB. Note: Number of channels does not include '+1' services. Due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years

Figure 2.63

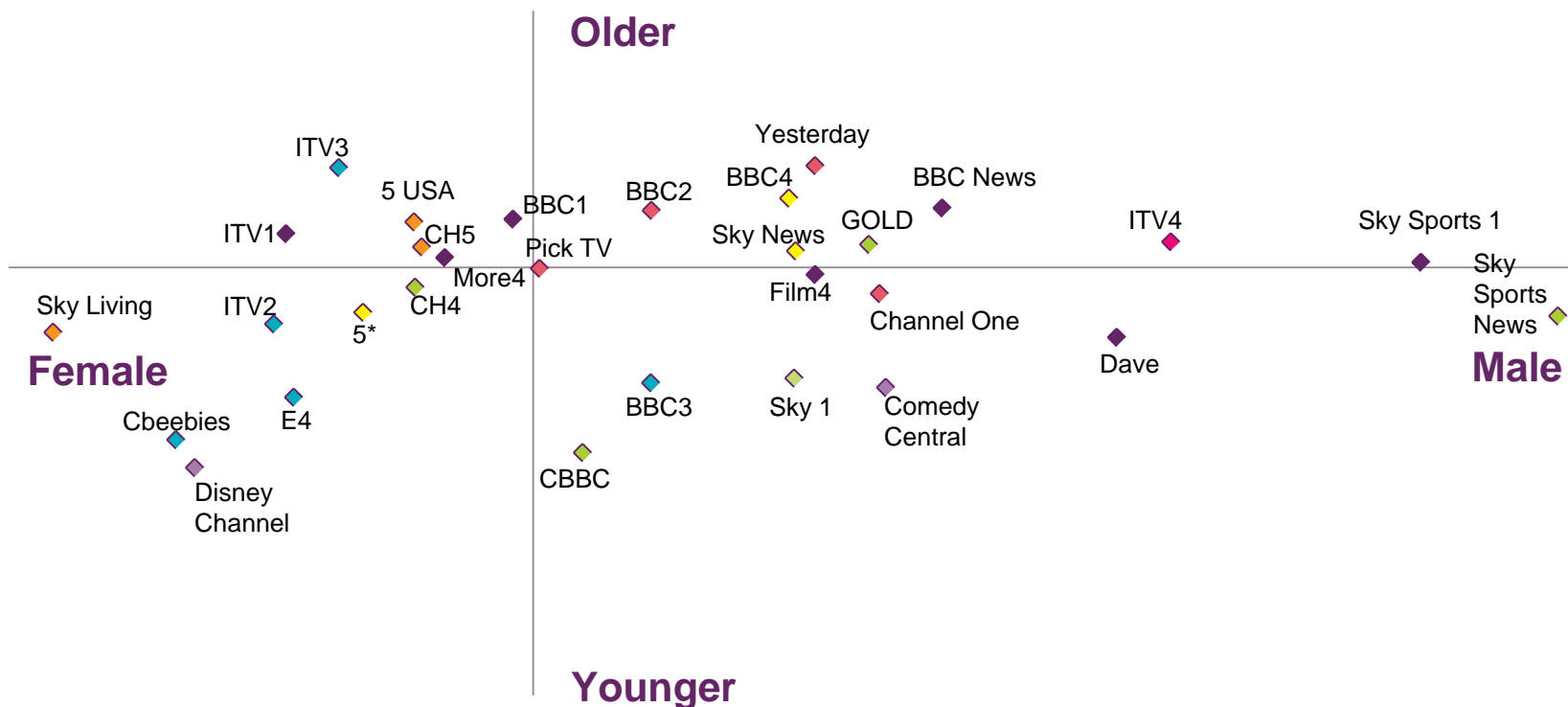
The top channels by share in multichannel homes: 2009 to 2010

Channel	Share		Rank		Channel	Share		Rank	
	2010	2009	2010	2009		2010	2009	2010	2009
BBC One	20.2%	1	1	1	Film4	1.2%	11	15	15
ITV1	16.6%	2	2	2	Dave	1.2%	12	11	11
Channel 4	7.0%	3	3	3	Sky Sports 1	1.2%	13	9	9
BBC Two	6.6%	4	4	4	More 4	1.1%	14	13	13
Five	4.5%	5	5	5	BBC News	1.1%	15	19	19
ITV2	2.5%	6	6	6	ITV4	1.0%	16	16	16
ITV3	2.3%	7	8	8	Sky One	0.9%	17	14	14
E4	1.9%	8	7	7	Pick TV	0.9%	18	21	21
BBC Three	1.4%	9	12	12	Channel One	0.9%	19	18	18
CBeebies	1.3%	10	10	10	5 USA	0.9%	20	22	22

Source: BARB. Note: Includes channels' +1 services. Due to a new BARB measurement panel from 2010 onwards, 2010 data are not directly comparable with previous years.

Figure 2.64

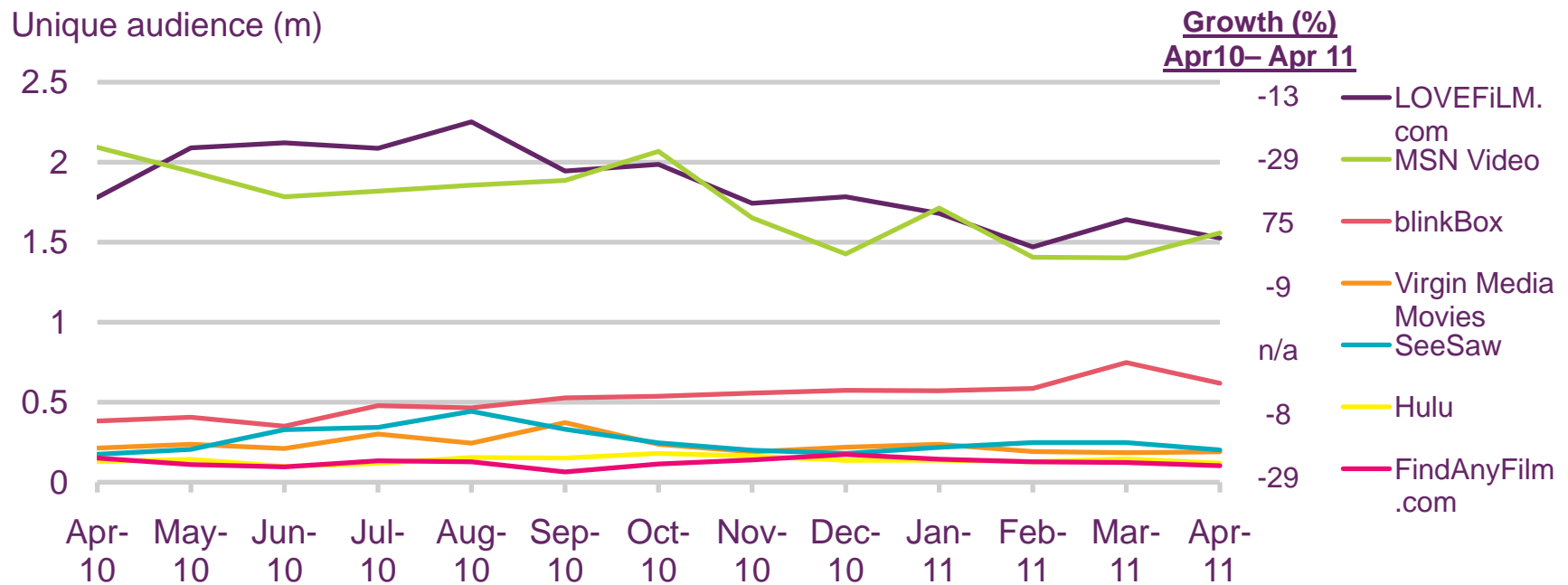
Age and gender profile of the 30 most-viewed channels in multichannel homes



Source: BARB Note: The profile of a channel is calculated relative to the television population in multichannel homes. Includes channel's +1 services.

Figure 2.65

Unique audiences to selected online film and TV sites

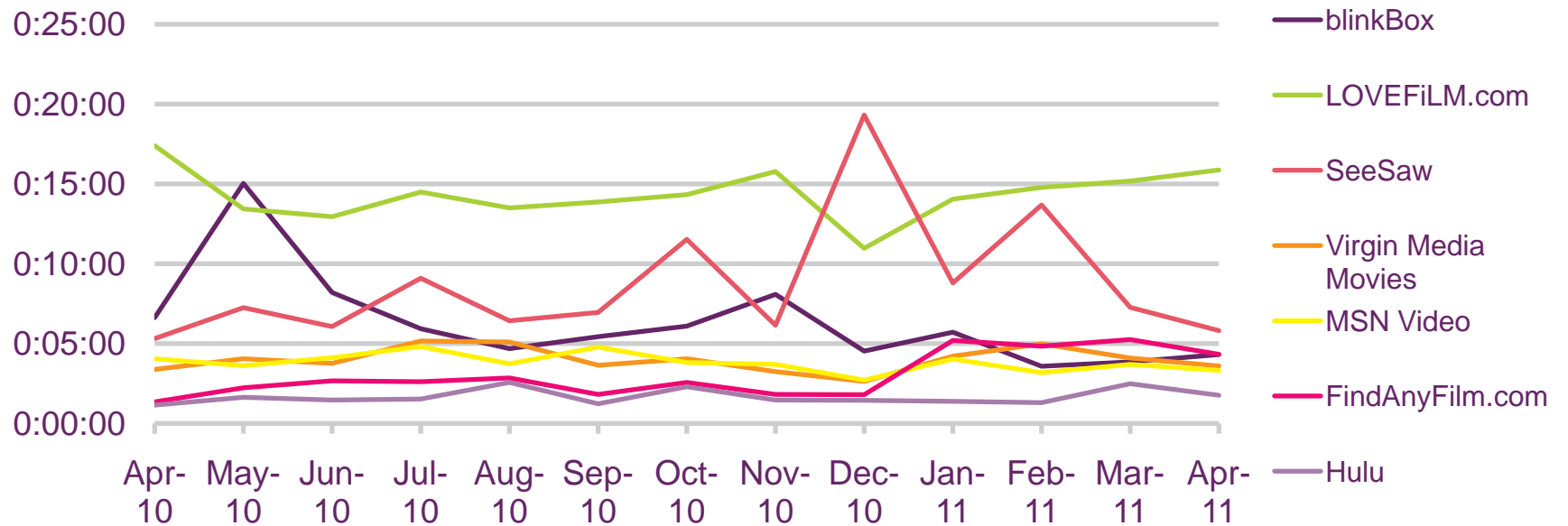


Source: UKOM/Nielsen, home and work panel.

Figure 2.66

Monthly time spent per person on selected online film and TV sites

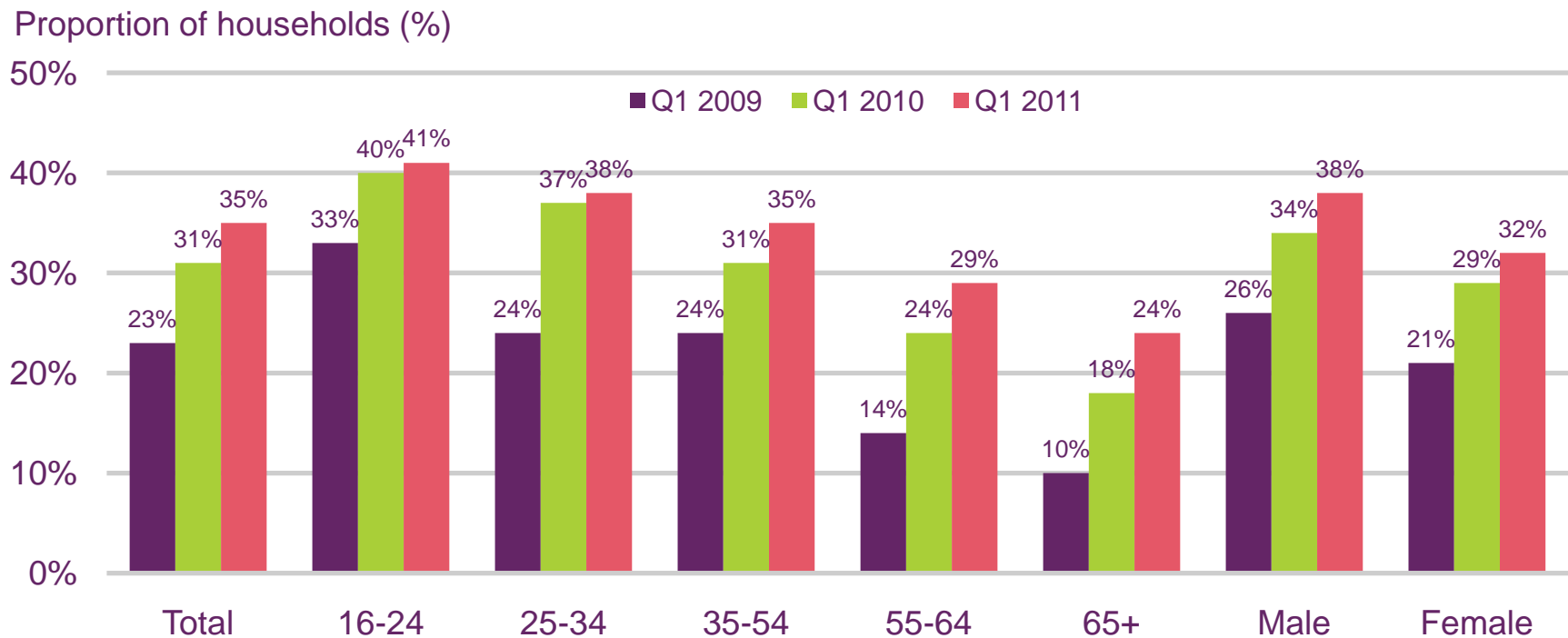
Time per person (h:mm:ss)



Source: UKOM/Nielsen, home and work panel.

Figure 2.67

Proportion of adults with home internet who watch online catch-up TV

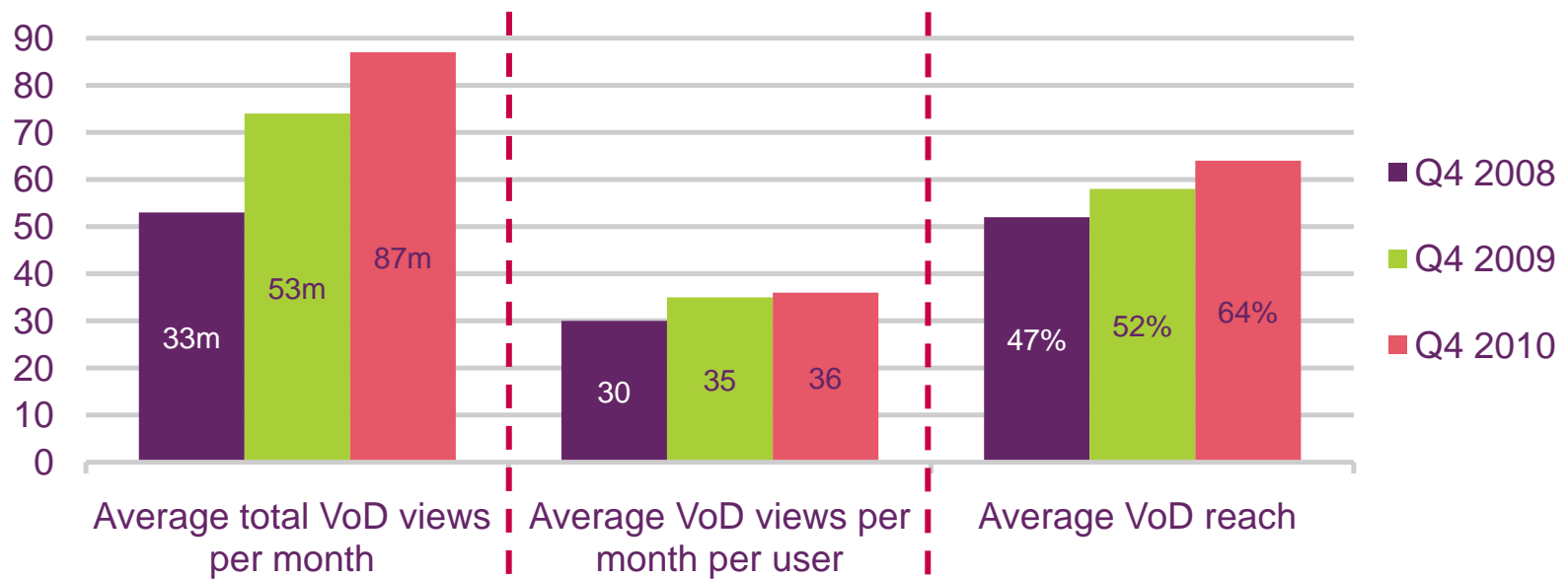


Source: Ofcom research Q1 2011 QE12. Which, if any, of these do you or your household use the internet for whilst at home? Base: All adults who have the internet at home (n=2534 UK, 376 16-24, 462 25-34, 1039 35-54, 368 55-64, 289 65+, 1234 Male, 1300 Female)

Figure 2.68

Video on demand use in Virgin Media homes

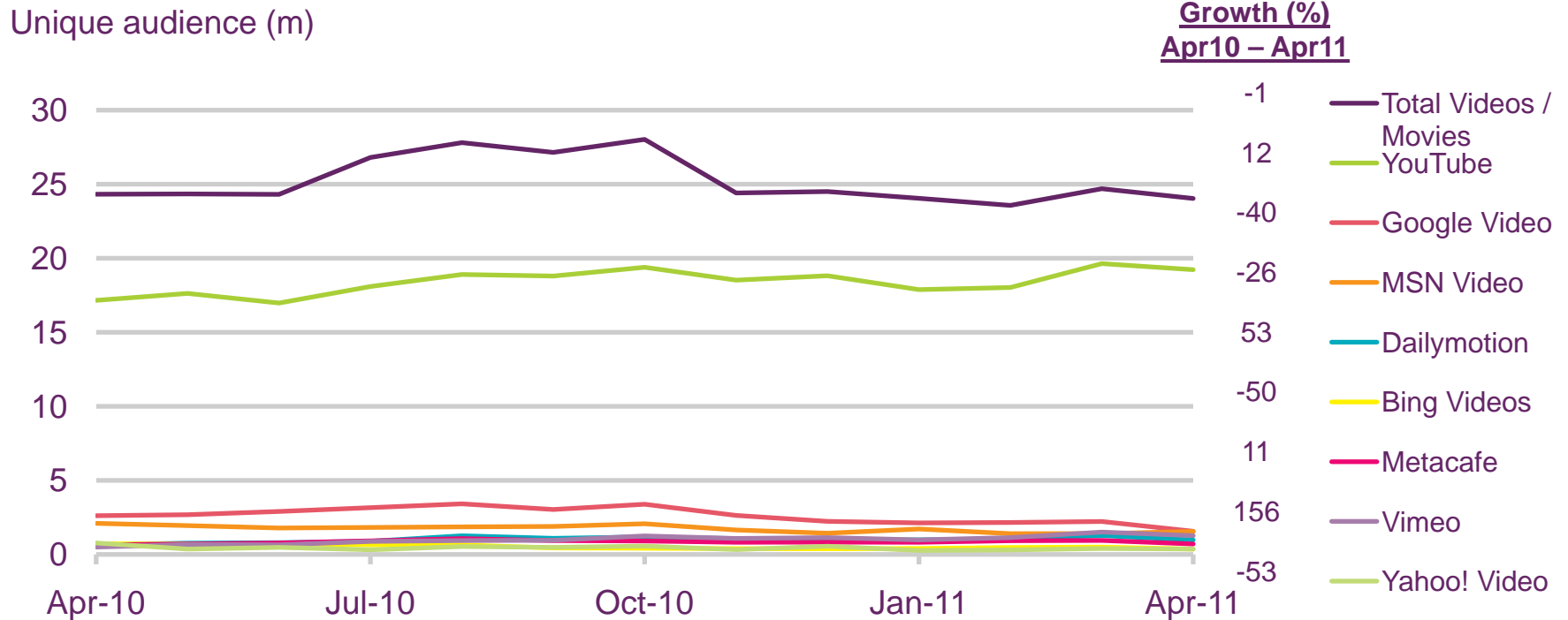
VoD views per month/VoD reach



Source: Virgin Media company results 2008-2010.

Figure 2.69

Unique audiences to selected video-sharing sites

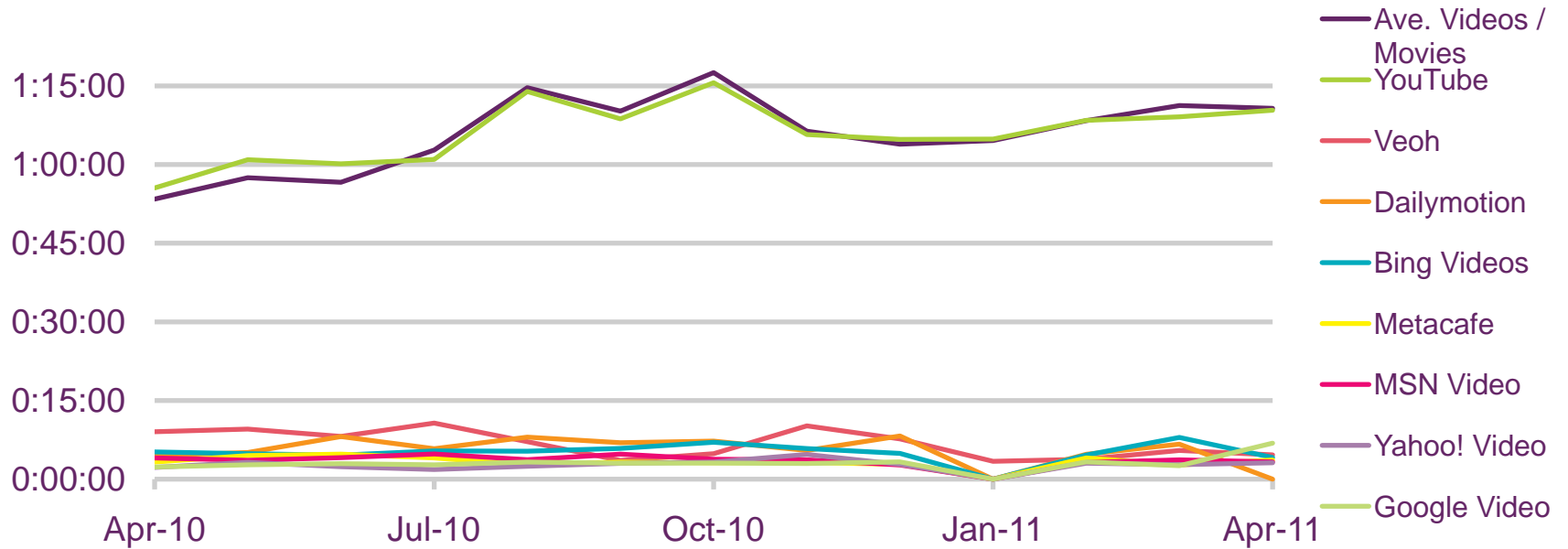


Source: UKOM/Nielsen, home and work panel.

Figure 2.70

Monthly time spent per person on selected video-sharing sites

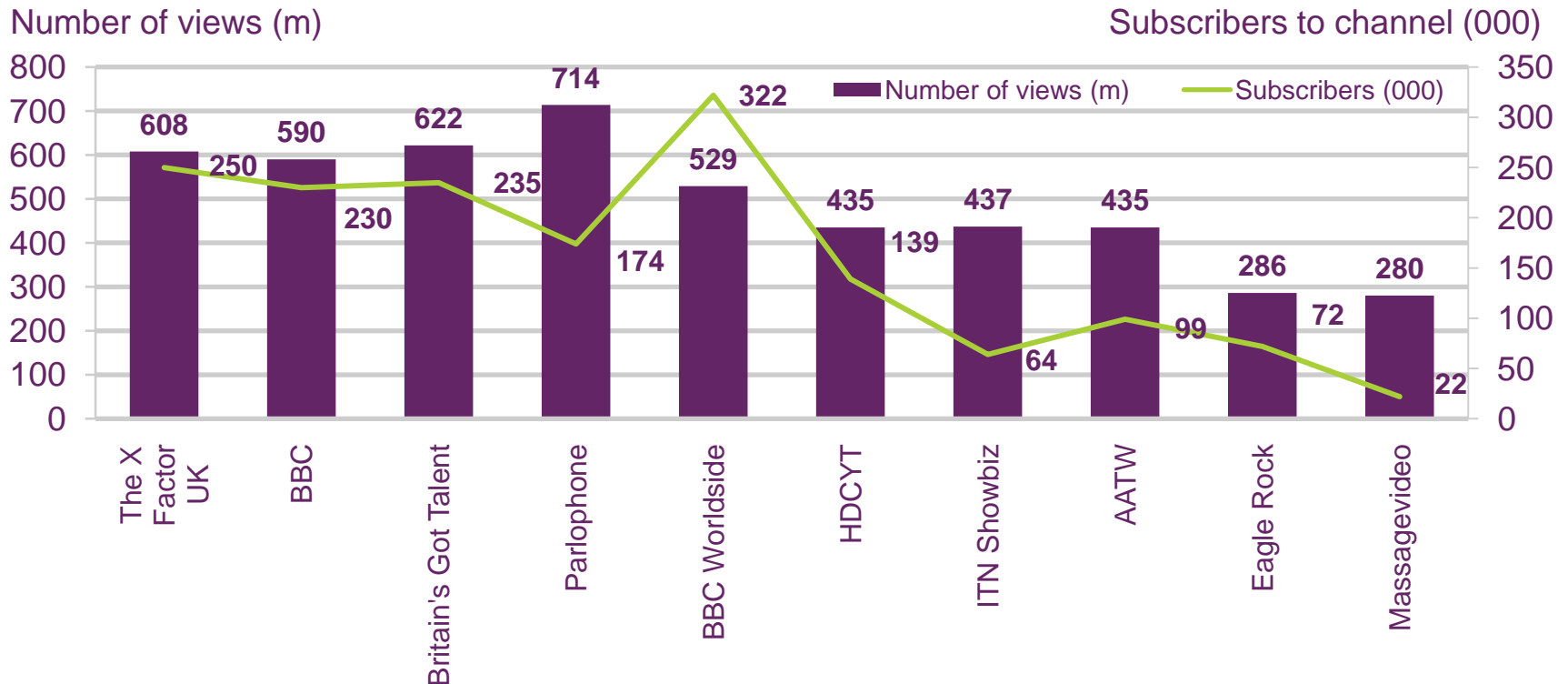
Time per person (h:mm:ss)



Source: UKOM/Nielsen, home and work panel.

Figure 2.71

Popularity of top ten most viewed UK YouTube channels

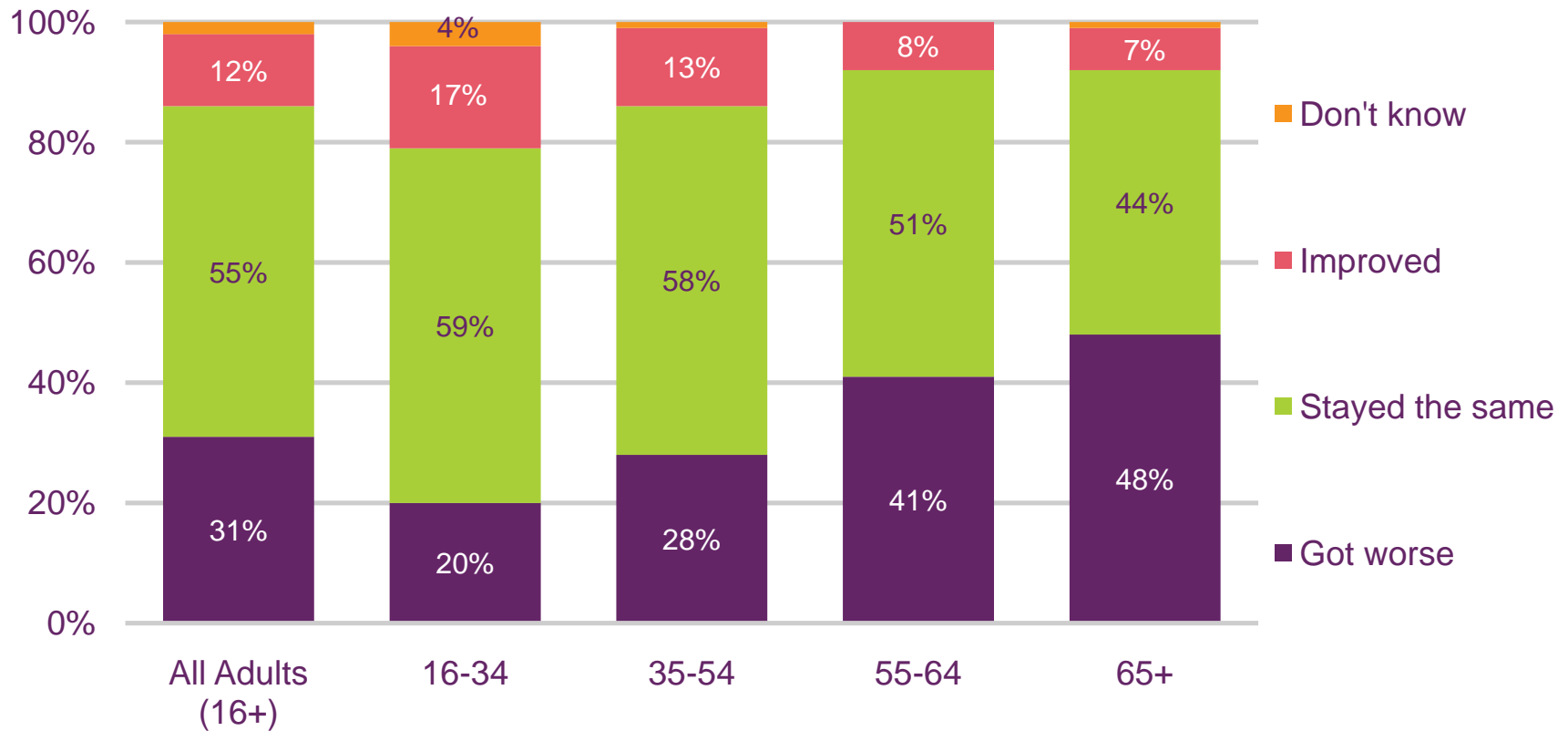


Source: YouTube statistics June 2011.

Figure 2.72

Consumer attitudes towards television programme standards, by age: 2010

% of respondents



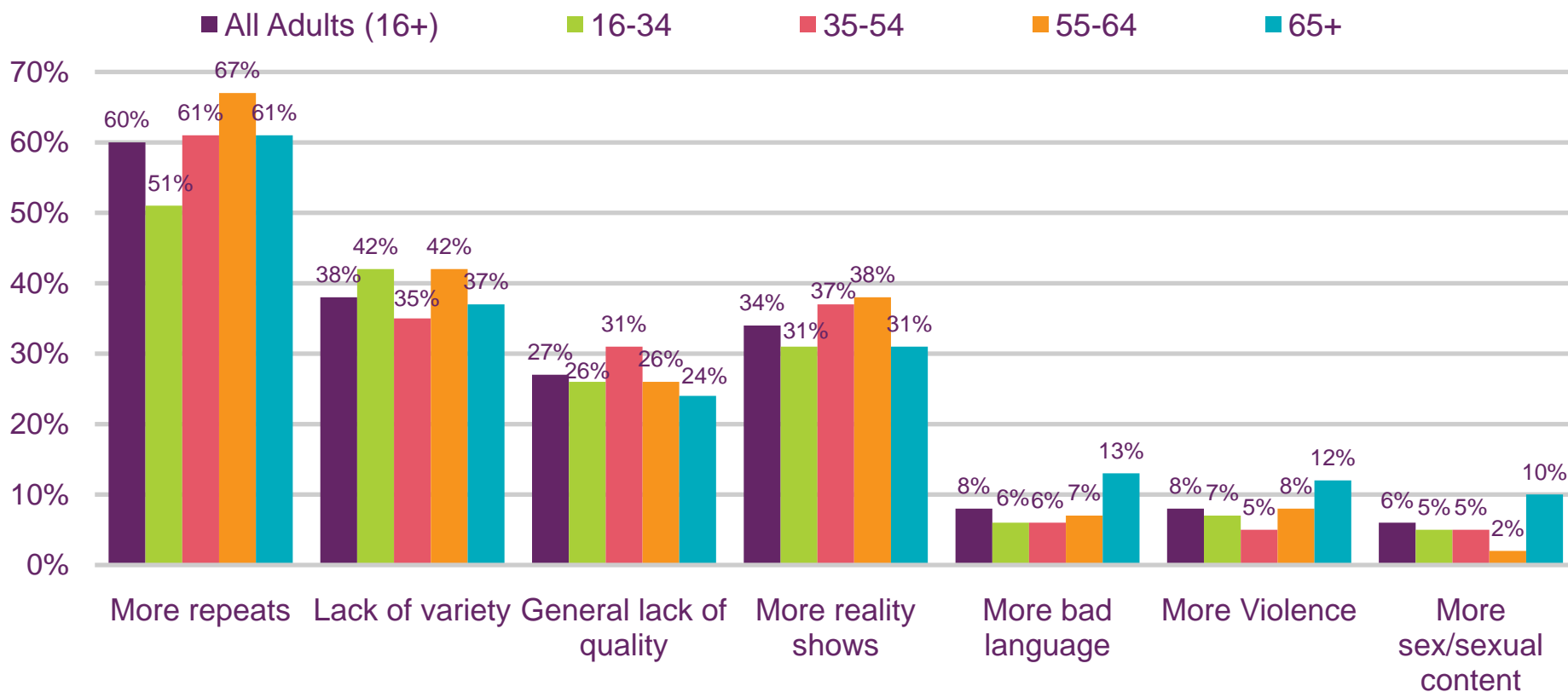
Source: Ofcom 2010 Media Tracker survey. Fieldwork carried out by BDRG Continental Research. Q30 – Do you feel that over the past year, television programmes have improved, got worse or stayed about the same? Base: All adults aged 16+ (2104) (643 aged 16-34, 710 aged 35-54, 328 aged 55-64, 423 aged 65+)

Figure 2.73



Reasons why viewers thought TV programme quality deteriorated, 2010

% of respondents. Base: All those who felt TV programme standards got worse over the past year

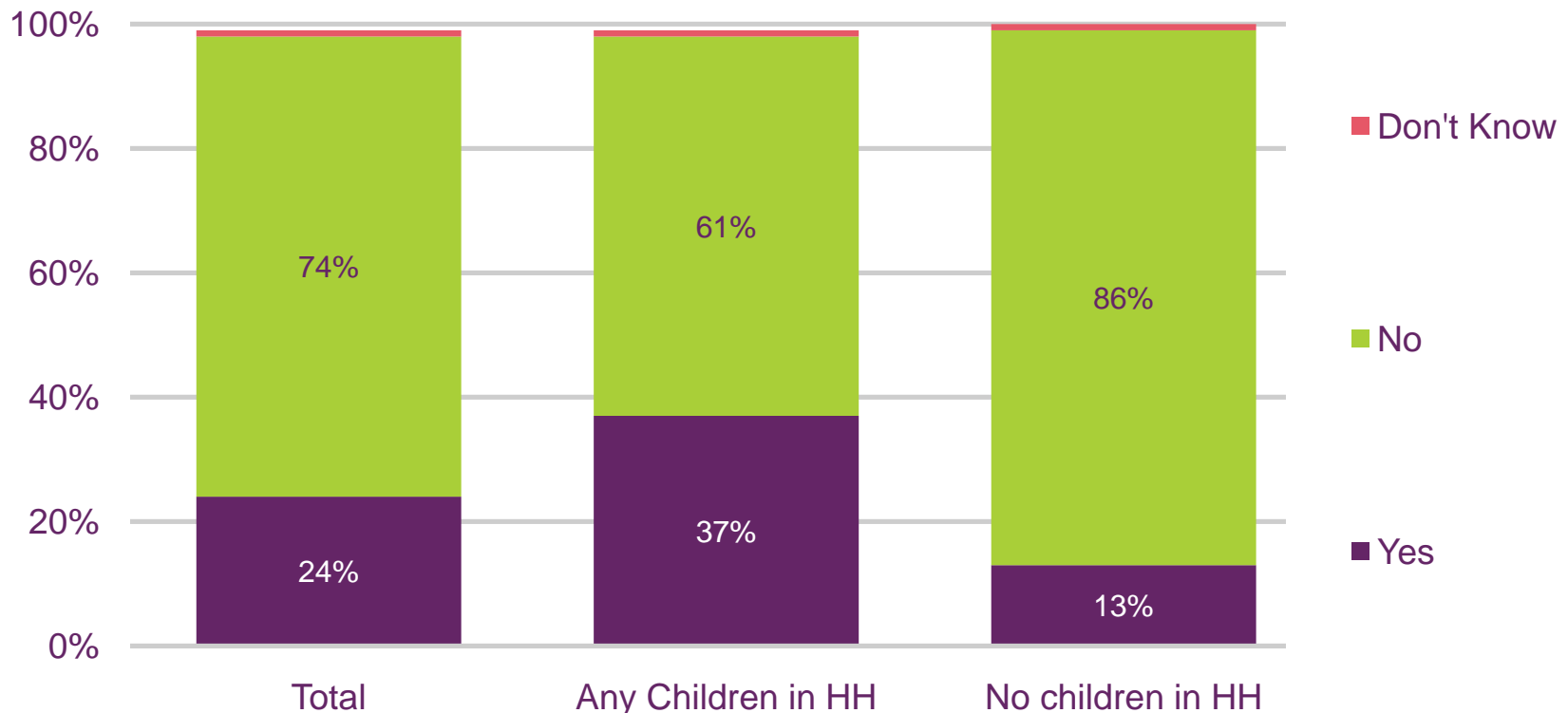


Source: Ofcom 2010 Media Tracker survey. Fieldwork carried out by BDRC Continental Research. Q32 – In what ways do you think the television programmes have got worse over the past year? Base: All adults 16+ saying programmes ‘got worse’ over past year (673) (130 aged 16-34, 204 aged 35-54 , 134 aged 55-64, 205 aged 65+).

Figure 2.74

PIN/password-protected TV, 2010

% of respondents. Base: All those aware of features their systems have to block certain programmes/channels



Source: Ofcom 2010 Media Tracker survey. Fieldwork carried out by BDRC Continental Research. Q52 – Have you ever used this blocking system? Base: All adults 16+ aware of a feature on their systems enabling them to block/hide access to certain programmes/channels (1,051) (479 - Any children in household, 572 No children in household)

3. Radio and audio

Figure 3.1

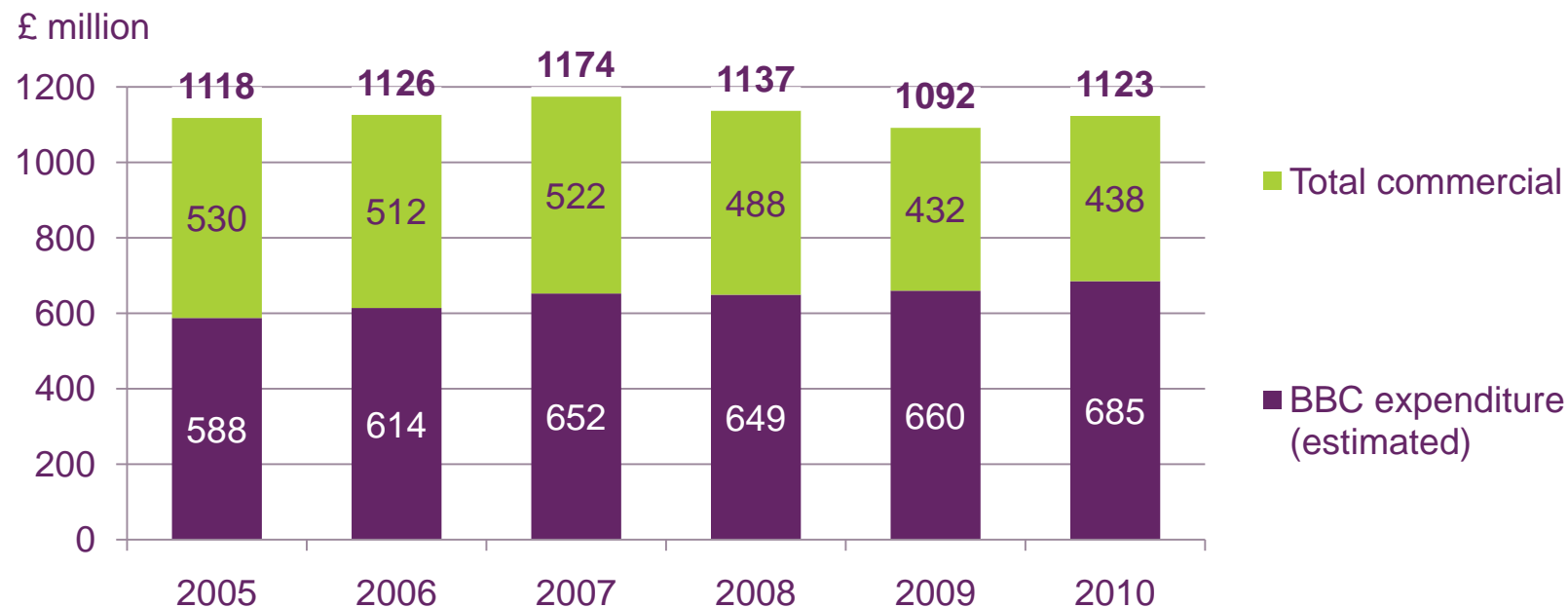
UK radio industry key metrics

UK radio industry	2005	2006	2007	2008	2009	2010
Weekly reach of radio (% of population)	90.0%	89.8%	89.8%	89.5%	89.8%	90.6%
Average weekly hours per head	21.6	21.2	20.6	20.1	19.8	20.1
BBC share of listening	54.5%	54.7%	55.0%	55.7%	55.3%	55.2%
Total industry revenue	£1,118m	£1,126m	£1,174m	£1,137m	£1,092m	£1,123m
Commercial revenue	£530m	£512m	£522m	£488m	£432m	£438m
BBC expenditure	£588m	£614m	£652m	£649m	£660m	£685m
Radio share of advertising spend	3.3%	3.0%	2.9%	2.8%	2.8%	2.7%
DAB digital radio take-up (households)	11.1%	16.0%	22.3%	29.7%	33.4%	35.8%

Source: RAJAR (all adults age 15+), Ofcom calculations based on figures in BBC Annual Report and Accounts 2010/11 note 2c (www.bbc.co.uk/annualreport), AA/Warc, broadcasters. Revenue figures are nominal.

Figure 3.2

Radio industry revenue and spending 2005-2010

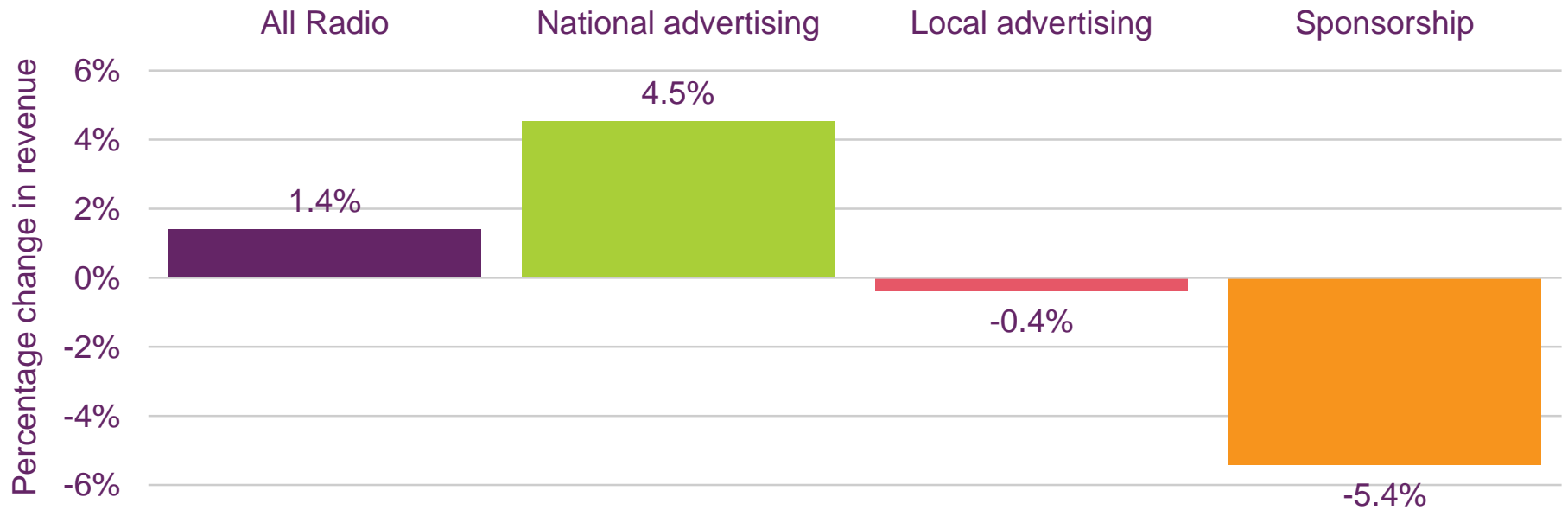


Source: Ofcom / operator data / BBC Annual Report 2005-2010

Note: BBC expenditure figures are estimated by Ofcom based on figures in Note 2c of the BBC Annual Report (www.bbc.co.uk/annualreport); figures in the chart are rounded and are nominal.

Figure 3.3

Commercial revenue percentage change 2009-2010

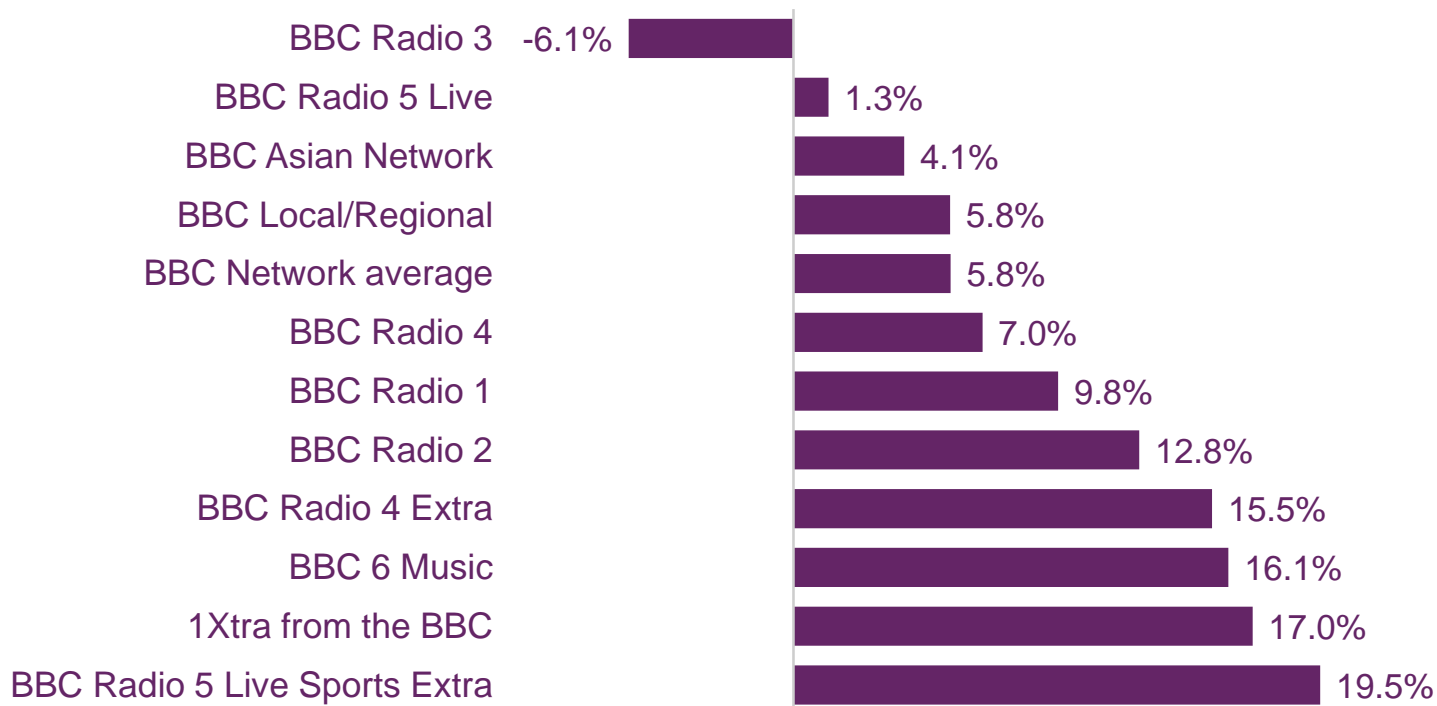


Source: Ofcom / operator data 2009-2010

Figure 3.4

BBC station expenditure percentage change 2009/10 – 2010/11

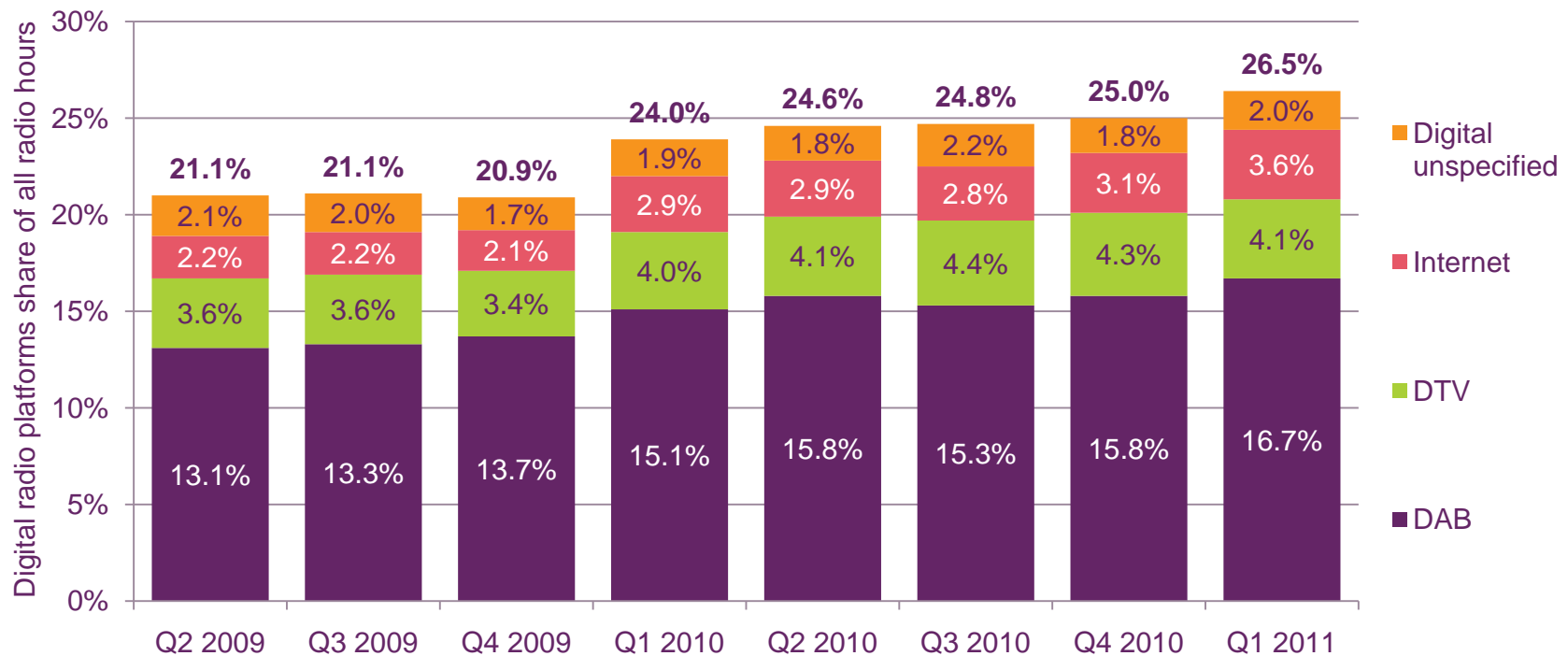
Annual % change of BBC radio station expenditure



Source: BBC Annual Report 2010/11 note 2c (www.bbc.co.uk/annualreport). Note that these are financial year figures, excluding BBC-wide overheads, and are therefore not directly comparable to those set out in Section 3.2.2. Figures are nominal. It should be noted that the percentage changes are based on operating expenditure for individual stations based on financial years and they do not include BBC wide overheads; as such they are not comparable with the calendar year figures that are set out in Section 3.2.2.

Figure 3.5

Digital radio's share of radio listening, Q1 2011



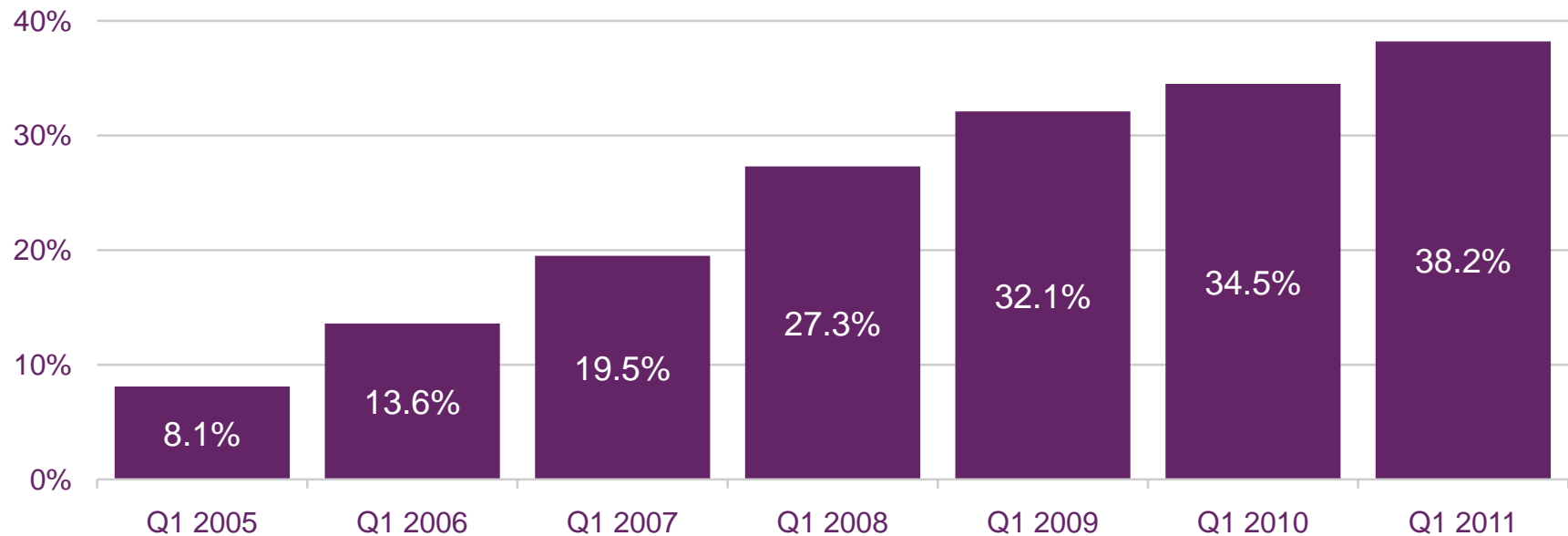
Source: RAJAR / Ipsos MORI / RSMB

Note: 'Digital unspecified' relates to listening to digital-only stations where the survey respondent has not specified the listening platform used.

Figure 3.6

Ownership of DAB set, Q1 2011

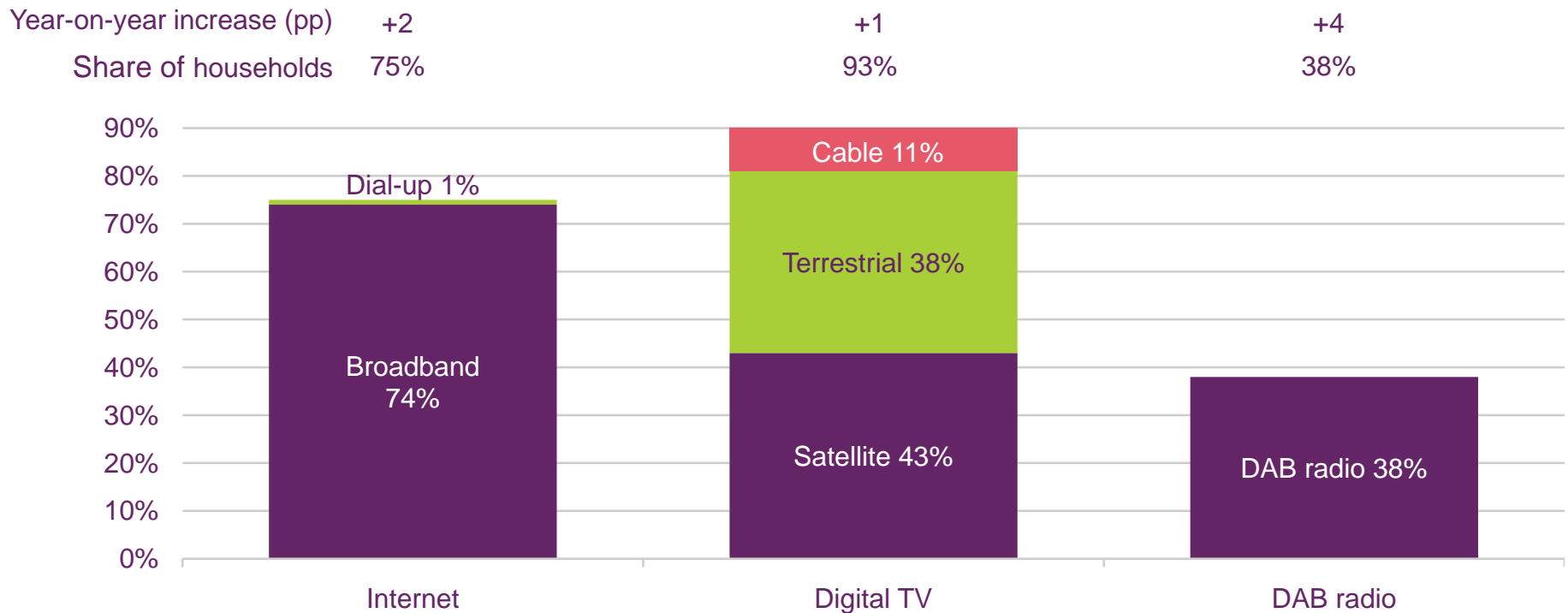
Percentage of adults who claim to own a DAB set / have a DAB set in the home



Source: RAJAR / Ipsos MORI / RSMB Q1 2005-2011.

Figure 3.7

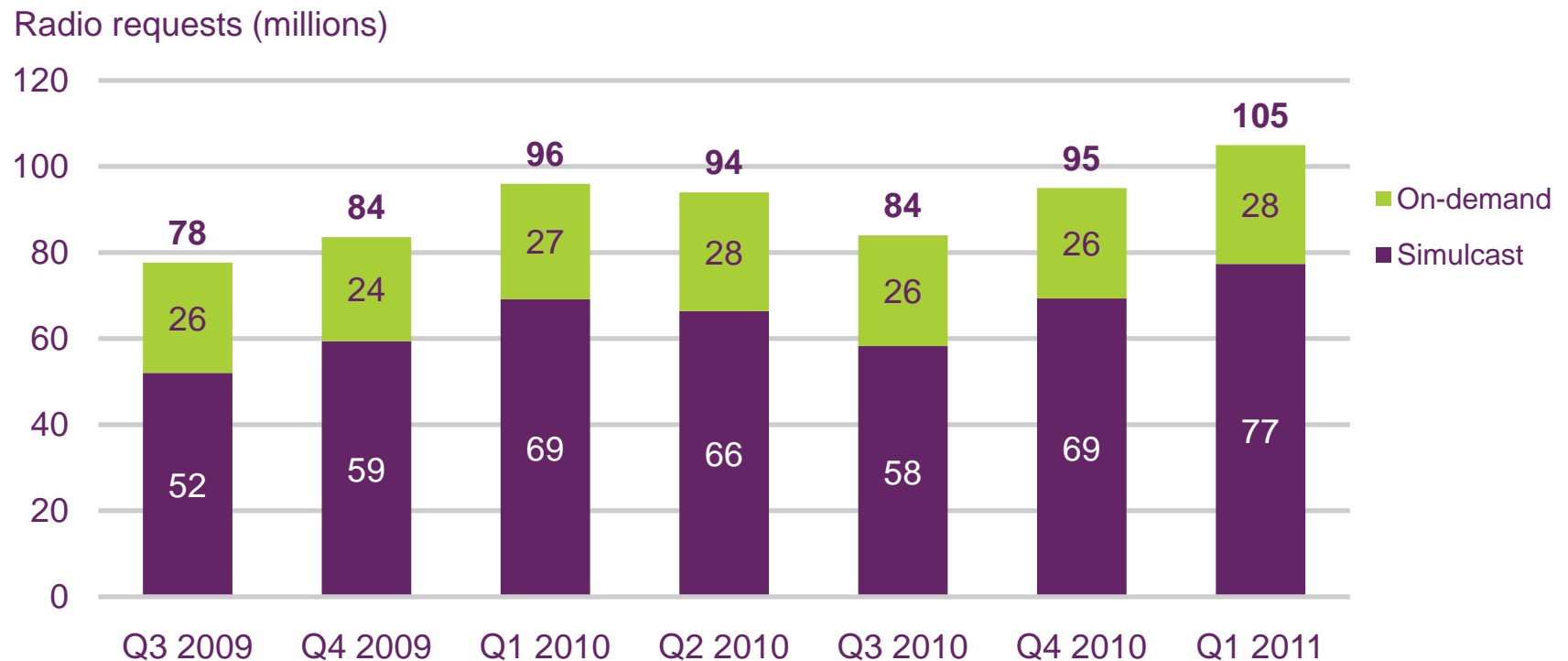
Take-up of equipment capable of receiving digital radio, Q1 2011



Source: Research from: Ofcom, GfK and RAJAR Q1 2010

Figure 3.8

BBC iPlayer quarterly radio requests



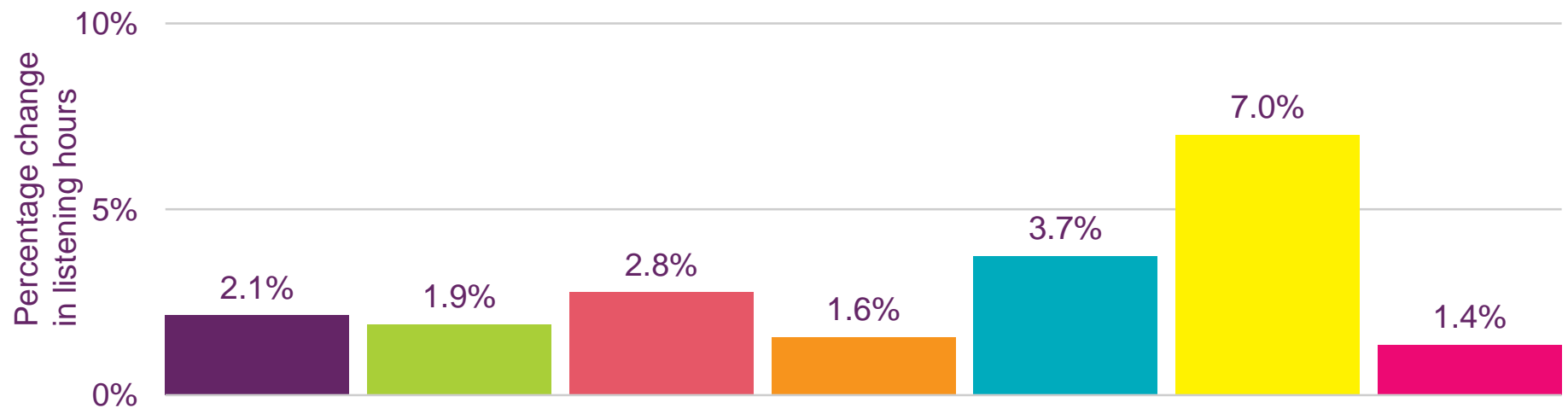
Source: Ofcom calculates based on BBC iStats

http://www.bbc.co.uk/blogs/bbcinternet/bbc_iplayer_press_pack/

Figure 3.9

Change in listening hours between 2009 and 2010

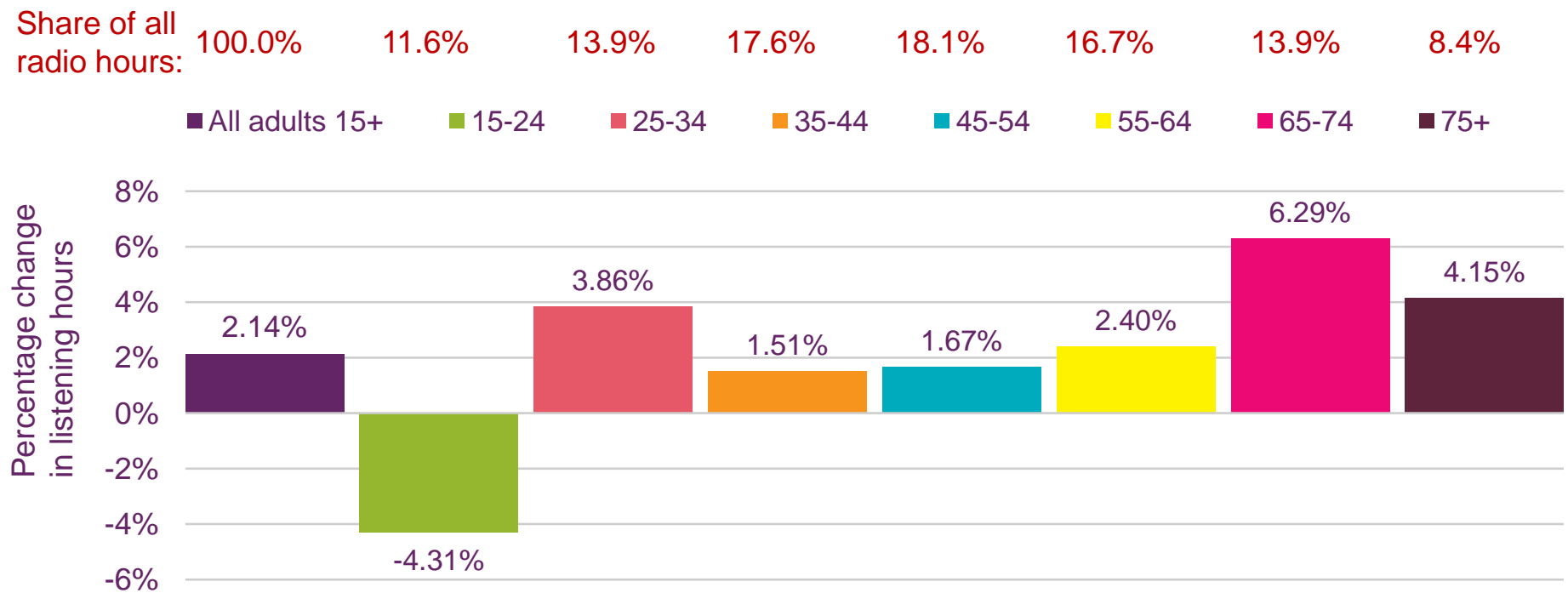
	All Radio	All BBC	All Commercial	BBC network	BBC local	Nat commercial	Local commercial
2010 weekly hours:	1036m	571m	442m	480m	92m	115m	327m
Share of all radio hours:	100%	55.2%	42.6%	46.3%	8.9%	11.1%	31.5%



Source: RAJAR, all adults (15+). Data based on calendar year 2009 - 2010

Figure 3.10

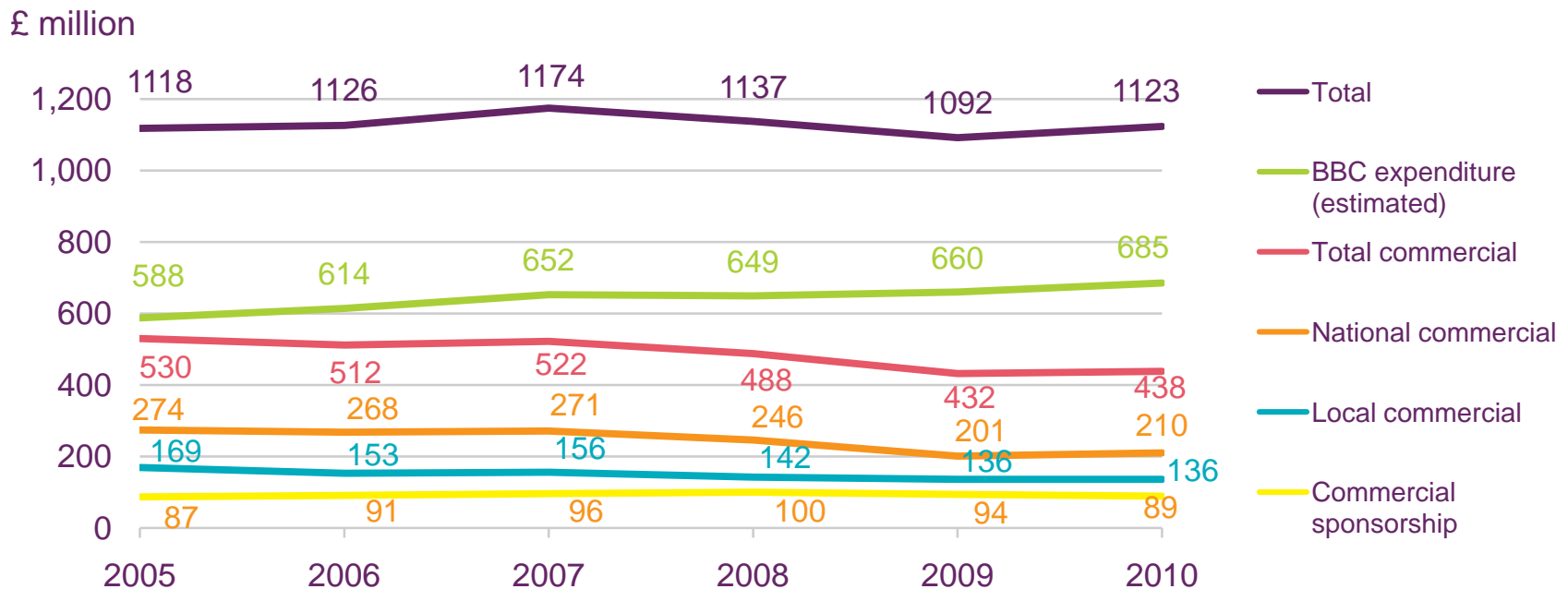
Changes in listening hours, 2010 vs. 2009, by age group



Source: RAJAR, all adults (15+), data based on calendar years 2009 – 2010

Figure 3.11

UK commercial radio revenue and BBC radio spending



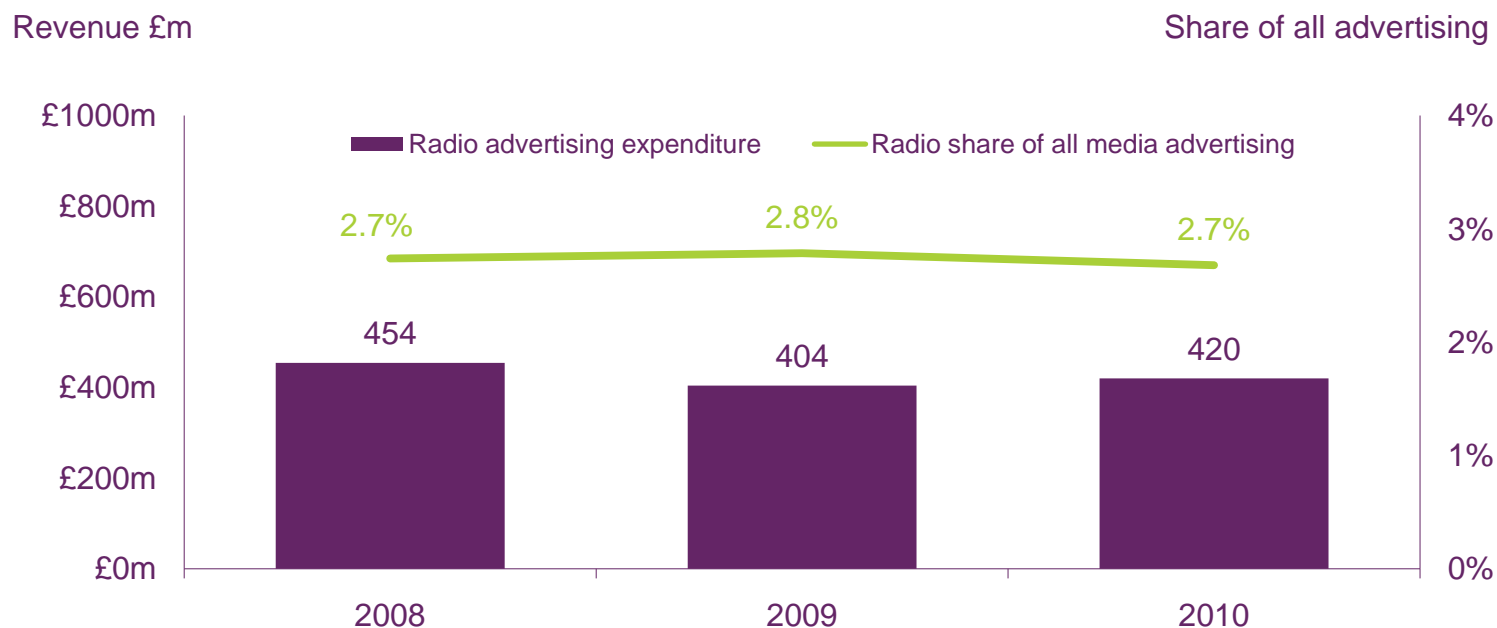
Source: Ofcom / operator data / BBC Annual Report 2005-2010

Note: BBC expenditure figures are estimated by Ofcom based on figures in Note 2c of the BBC Annual Report (www.bbc.co.uk/annualreport); figures in the chart are rounded and are nominal.



Figure 3.12

UK radio advertising spend and share of display advertising, 2008 – 2010



Source: AA/Warc Expenditure Report. Figures are nominal.
www.warc.com/expenditurereport

Figure 3.13

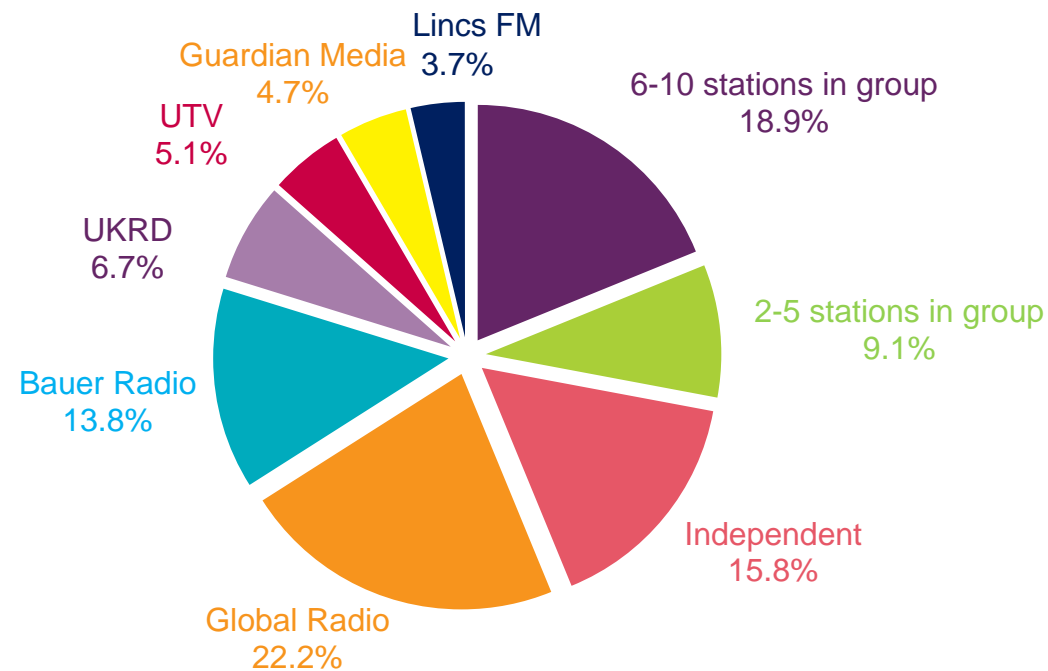
Commercial radio revenue per listener



Source: Broadcaster returns and RAJAR, 2005-2010. Figures are nominal.

Figure 3.14

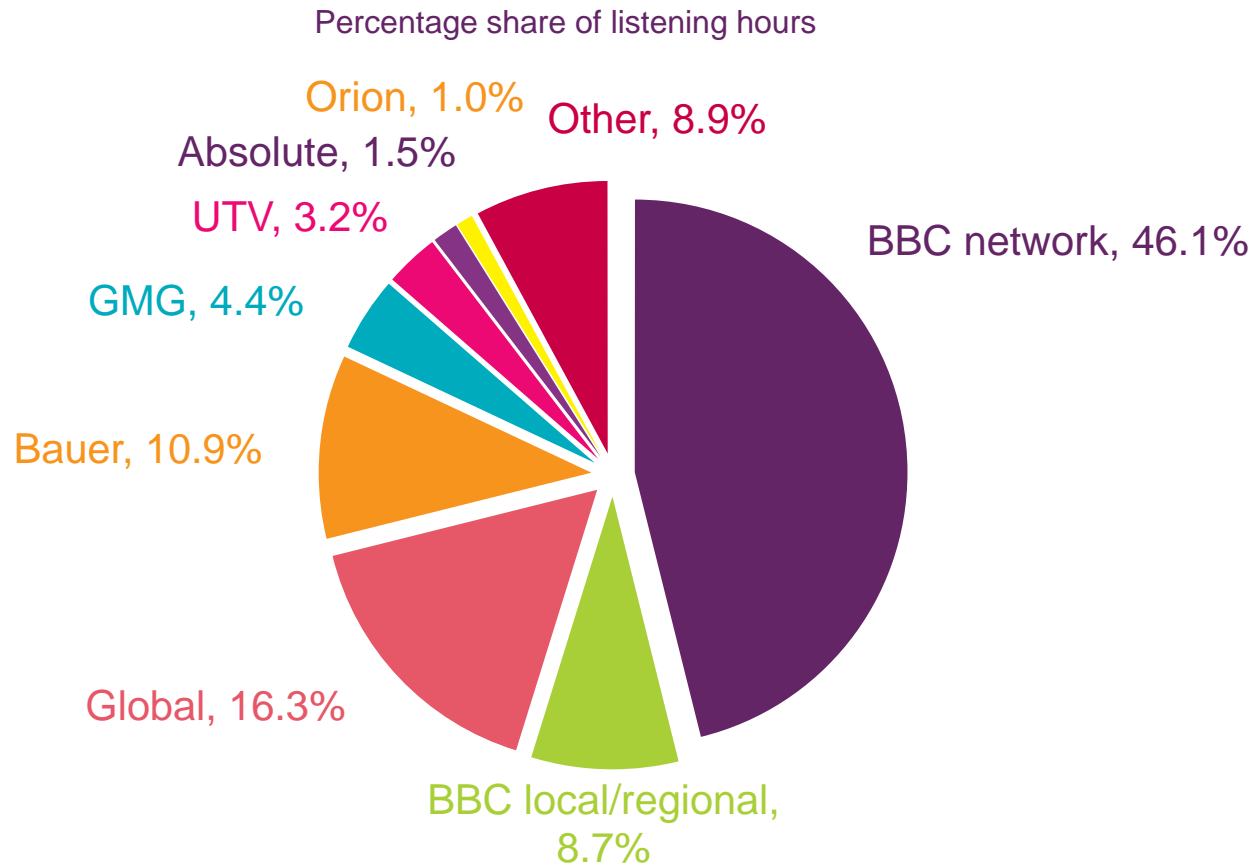
Number of commercial analogue licences owned, by group



Source: Ofcom, June 2011

Figure 3.15

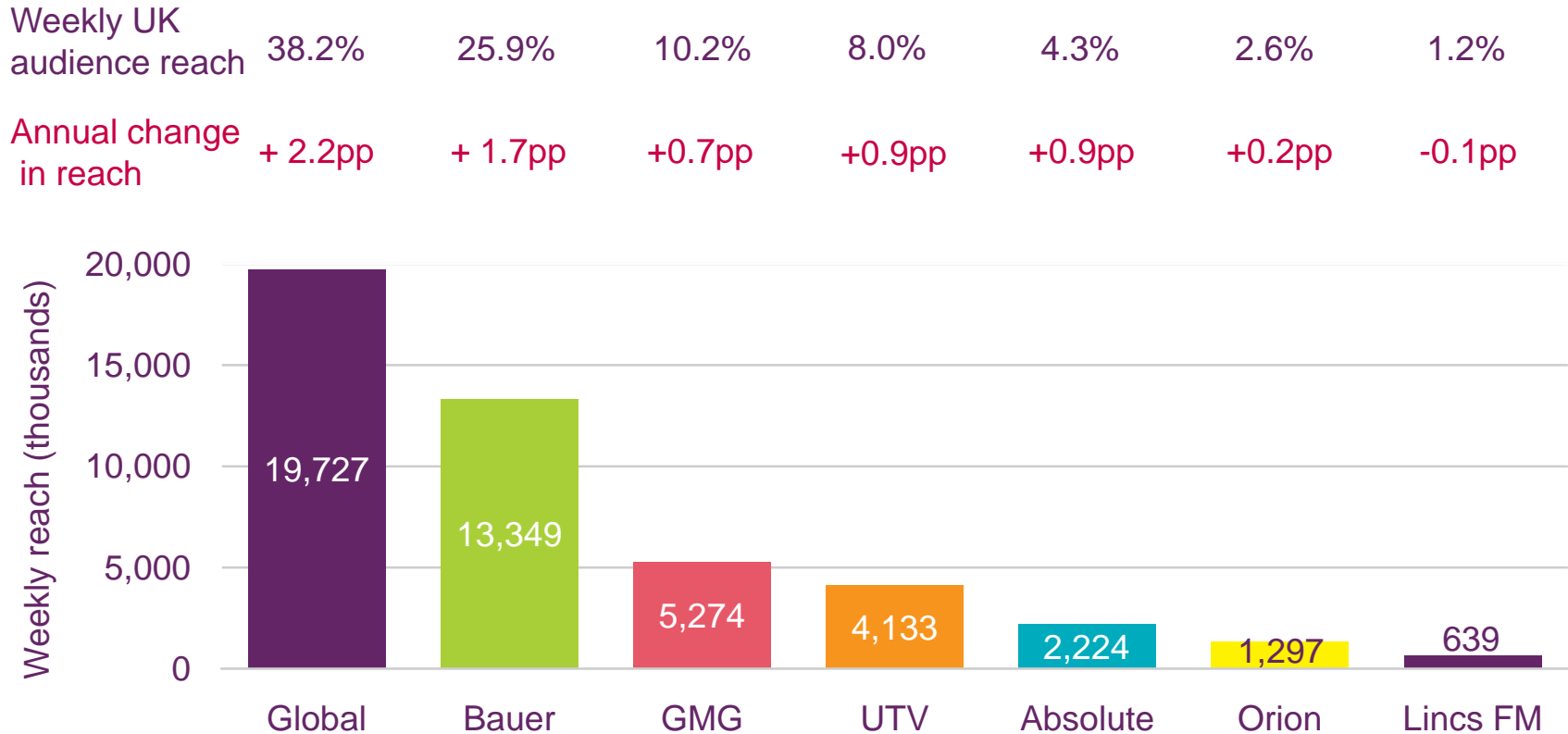
Share of all radio listening hours, Q1 2011



Source: RAJAR, all adults (15+), year ending Q1 2011, does not include community radio listening

Figure 3.16

Commercial radio by weekly audience reach: Q1 2011



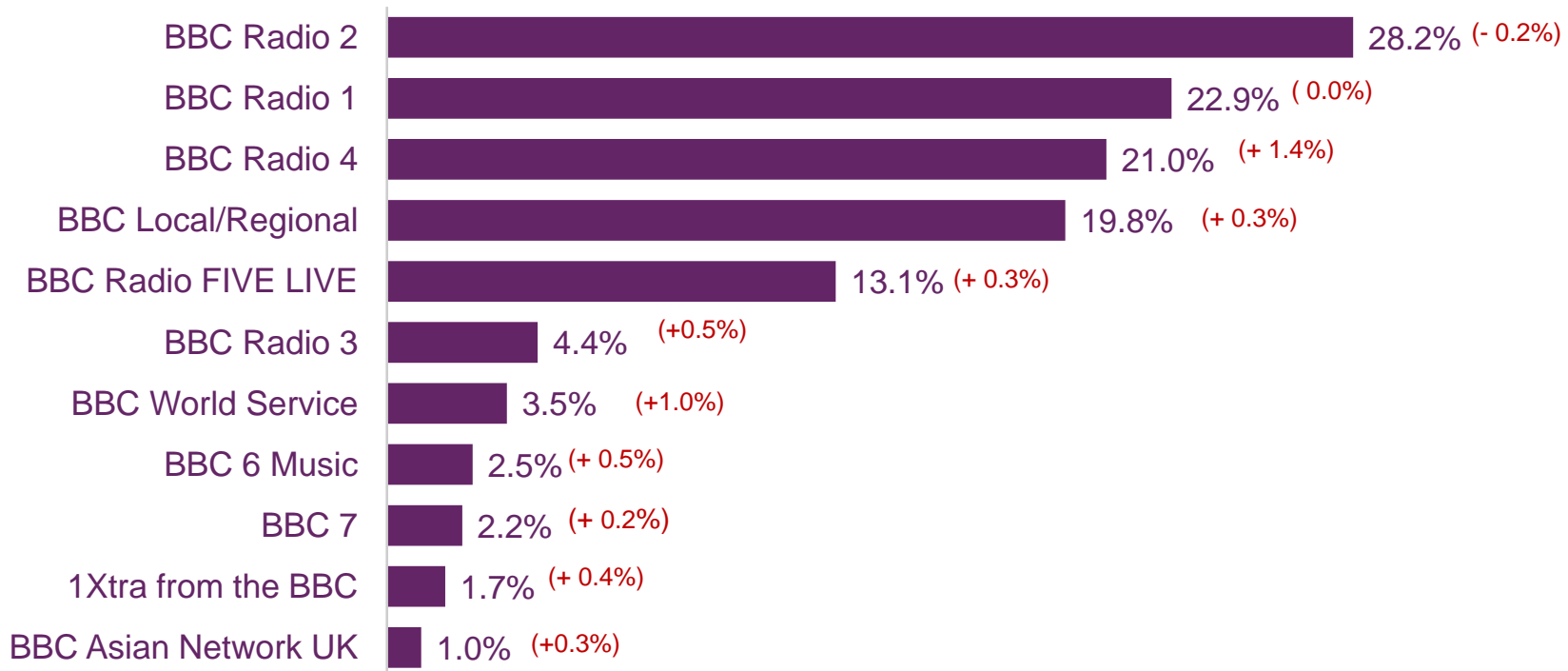
Source: RAJAR, all adults (15+), Q1 2011.

Note: pp = percentage points increase

Figure 3.17

Weekly reach of BBC stations: Q1 2011

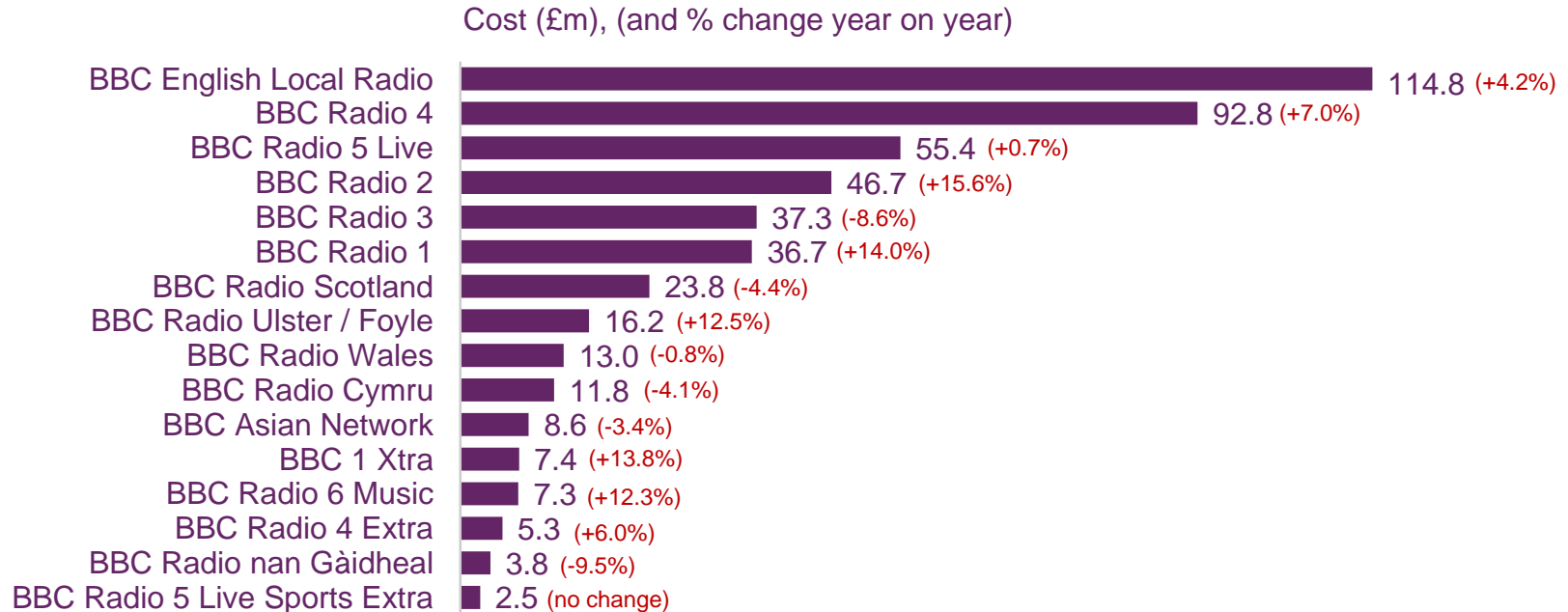
Average weekly listening (% UK adults), and year on year change



Source: RAJAR, all adults (15+), Q1 2011

Figure 3.18

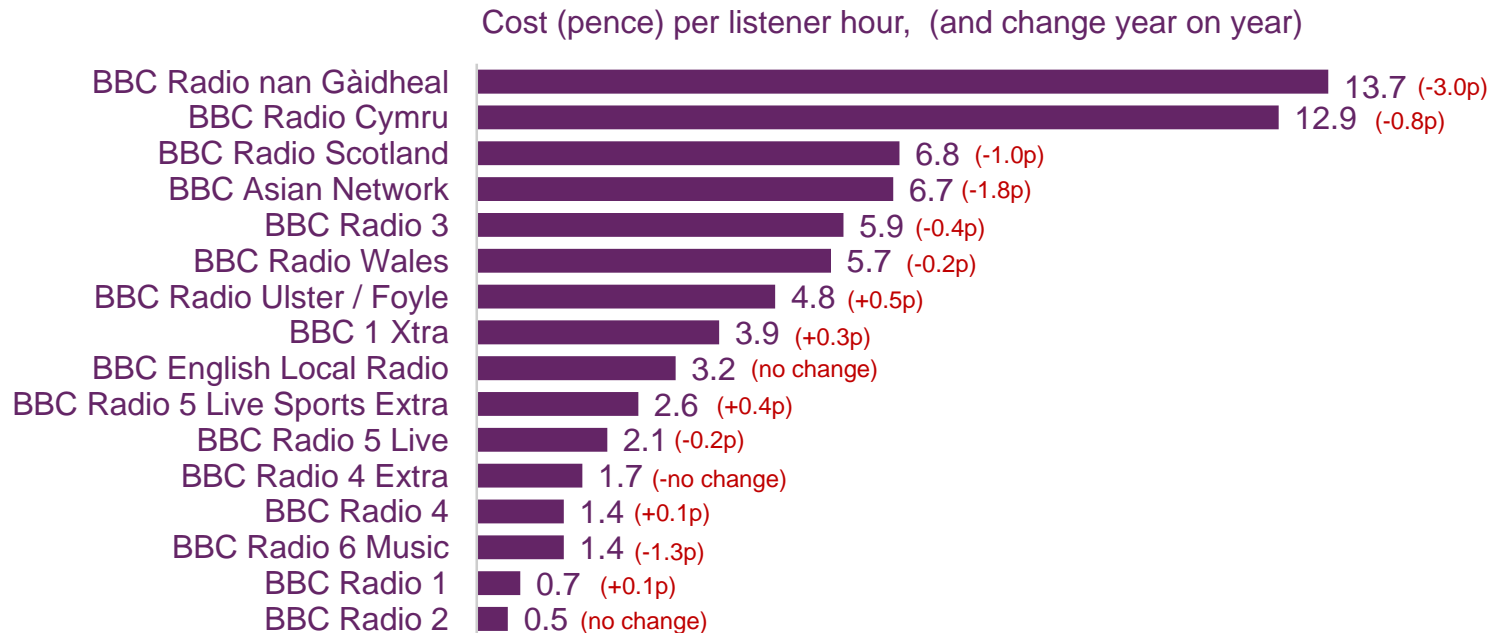
BBC radio stations: spend on radio content, 2010/11



Source: BBC Annual Report 2010/11 Part 2 (www.bbc.co.uk/annualreport).

Figure 3.19

BBC radio stations: cost per listener hour of programmes, 2010/11



Source: BBC Annual Report 2010/11 Part 2 (www.bbc.co.uk/annualreport).

Figure 3.20

UK radio stations broadcasting on analogue, DAB digital radio, and community radio, July 2010

Type of station	AM	FM	AM/FM total
Local commercial	53	245	298
UK-wide commercial	2	1	3
BBC UK-wide networks	1	4	5
BBC local and nations	36	46	46
Community radio	4	188	193
TOTAL	96	484	545

Source: Ofcom, July 2011

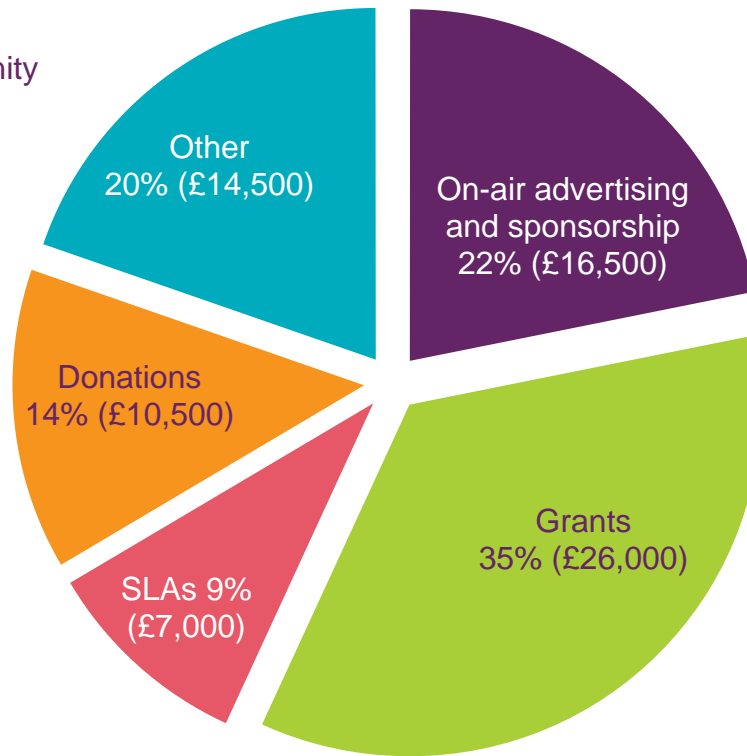
Note: the conditions of each licence will determine the amount of programming that may be shared between these licensed services. Here we have taken the view that a service providing at least four hours a day of separate programming (even if the same brand has other services) equals one service.

Figure 3.21

Community radio income, by source

Community radio stations' income 2009/10

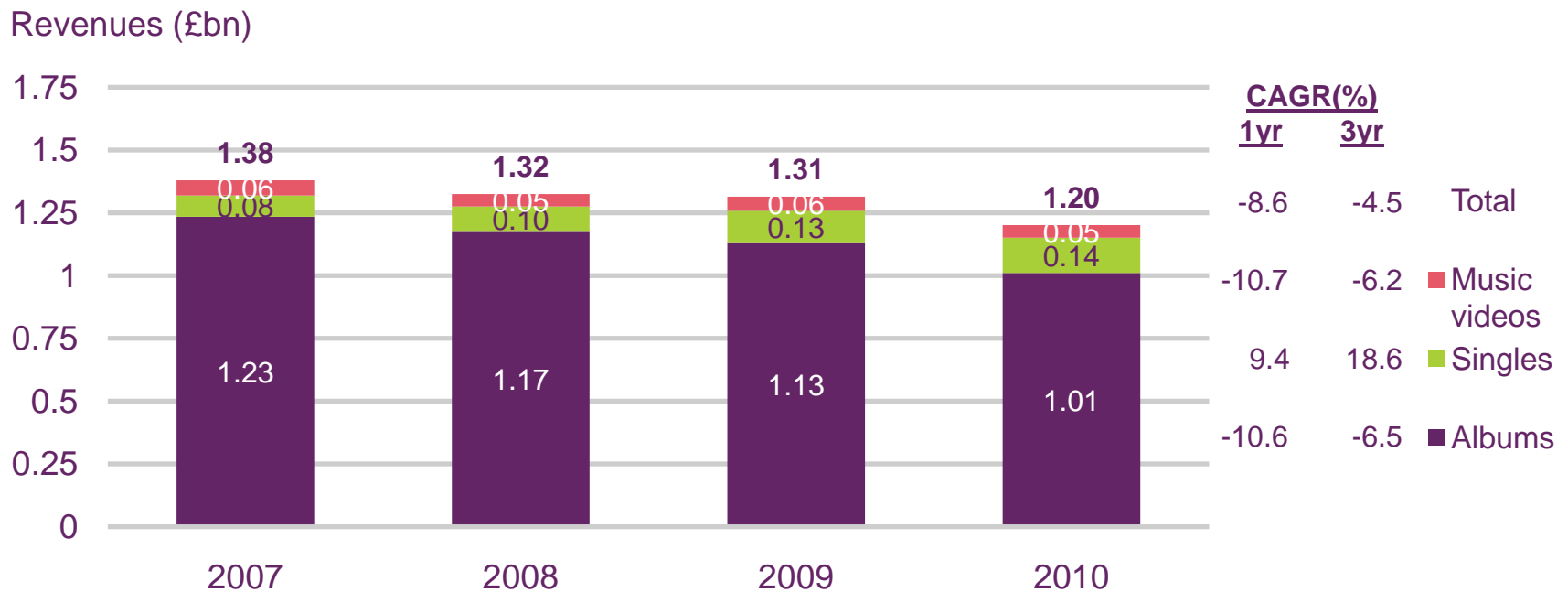
Income by type
The average community radio station income was around £74,500



Source: Ofcom, community station revenues 2009/10

Figure 3.22

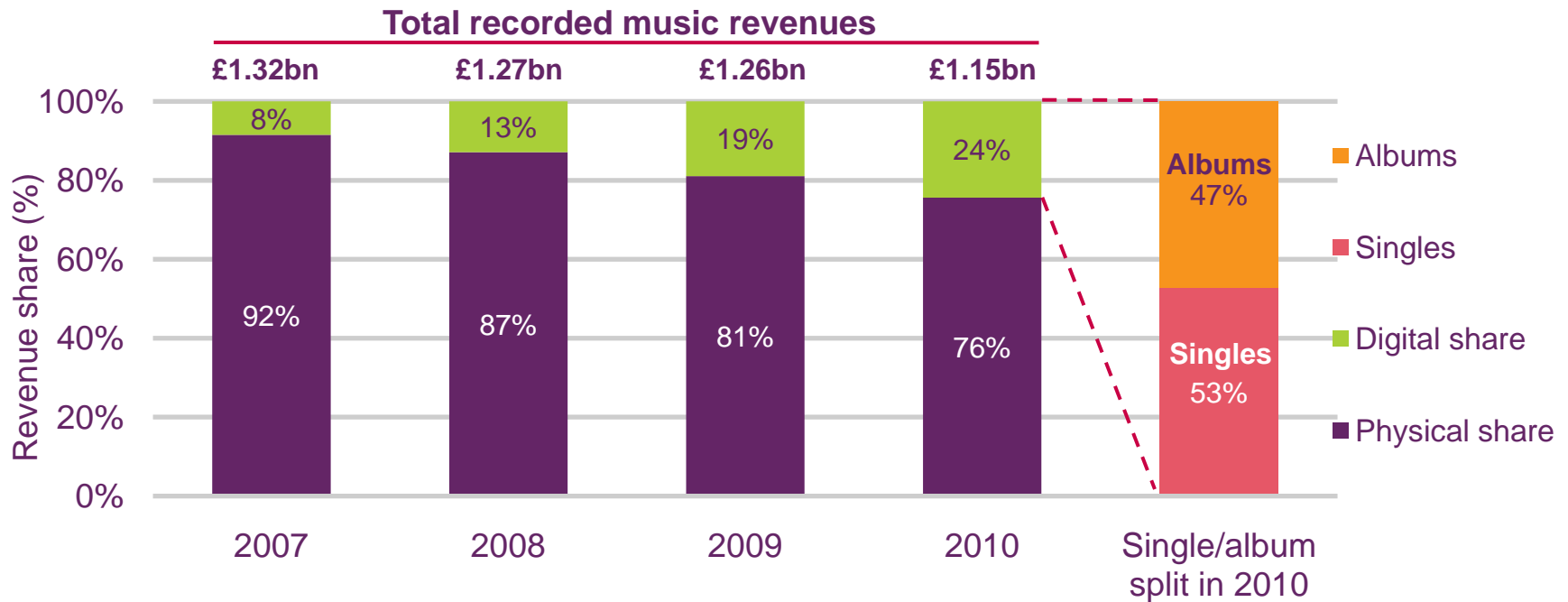
Recorded music retail revenues: 2007-2010



Source: Entertainment Retailers' Association yearbook, 2011. Figures are nominal.

Figure 3.23

Distribution of recorded music retail revenues: 2007-2010



Source: Entertainment Retailers' Association yearbook 2011

Note: This chart does not include revenues from music videos.

Figure 3.24

Recorded music sales by volume: 2007-2010

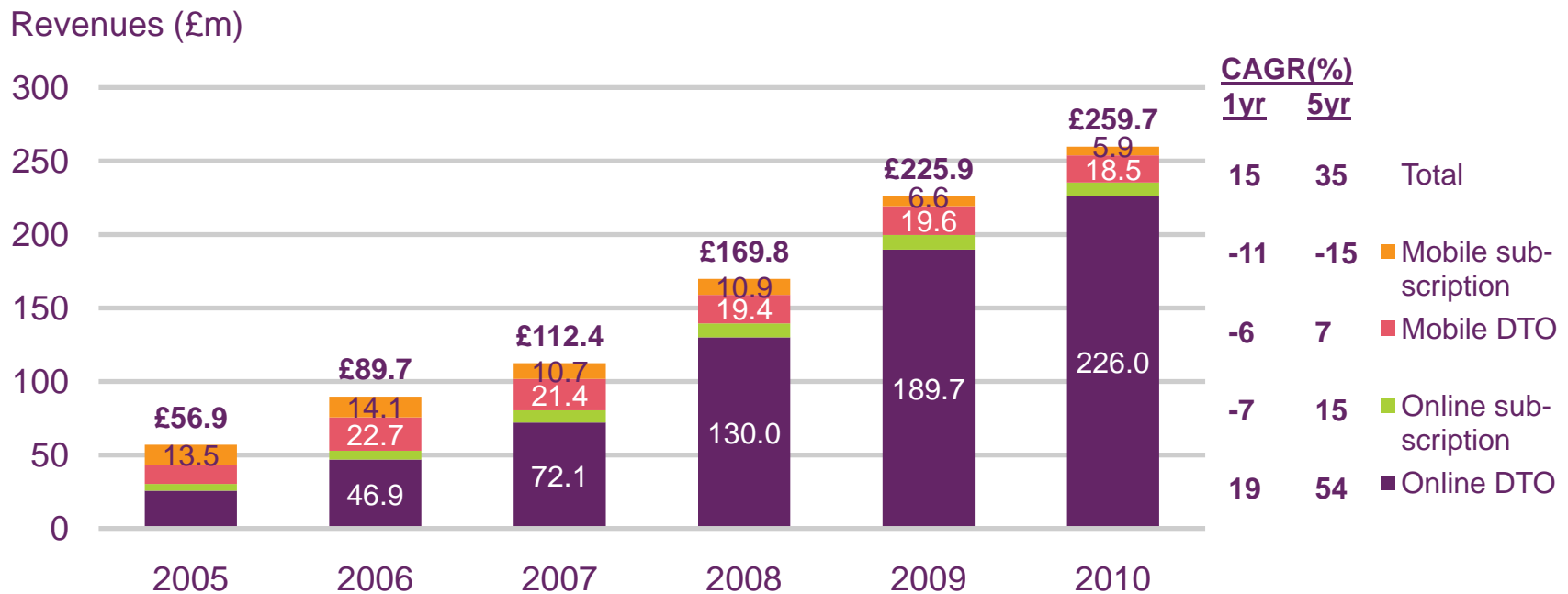
Sales volumes (million units)



Source: Entertainment Retailers' Association yearbook 2011

Figure 3.25

Digital music revenues, by business model: 2005-2010



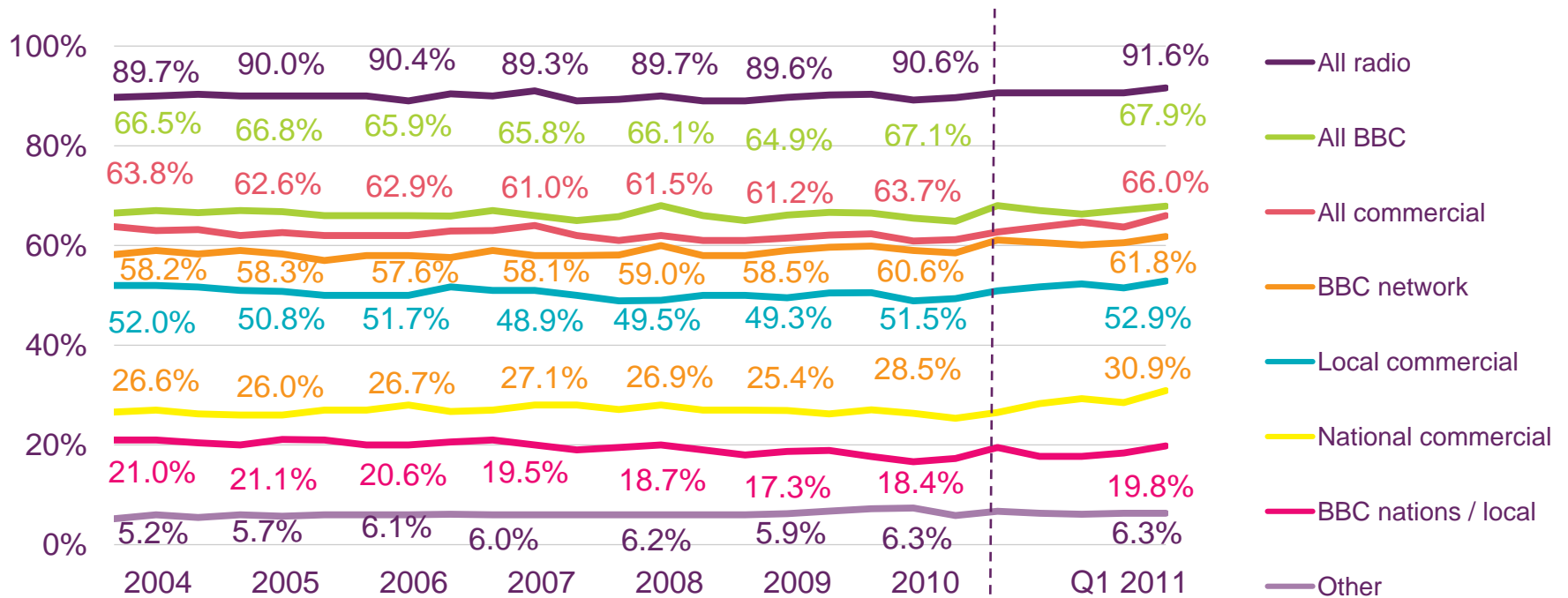
Source: Screen Digest

Note: excludes revenue from ad-supported services. Due to different data sources this chart is not directly comparable with previous charts. Figures are nominal.

Figure 3.26

Reach of radio, by sector

Percent of population

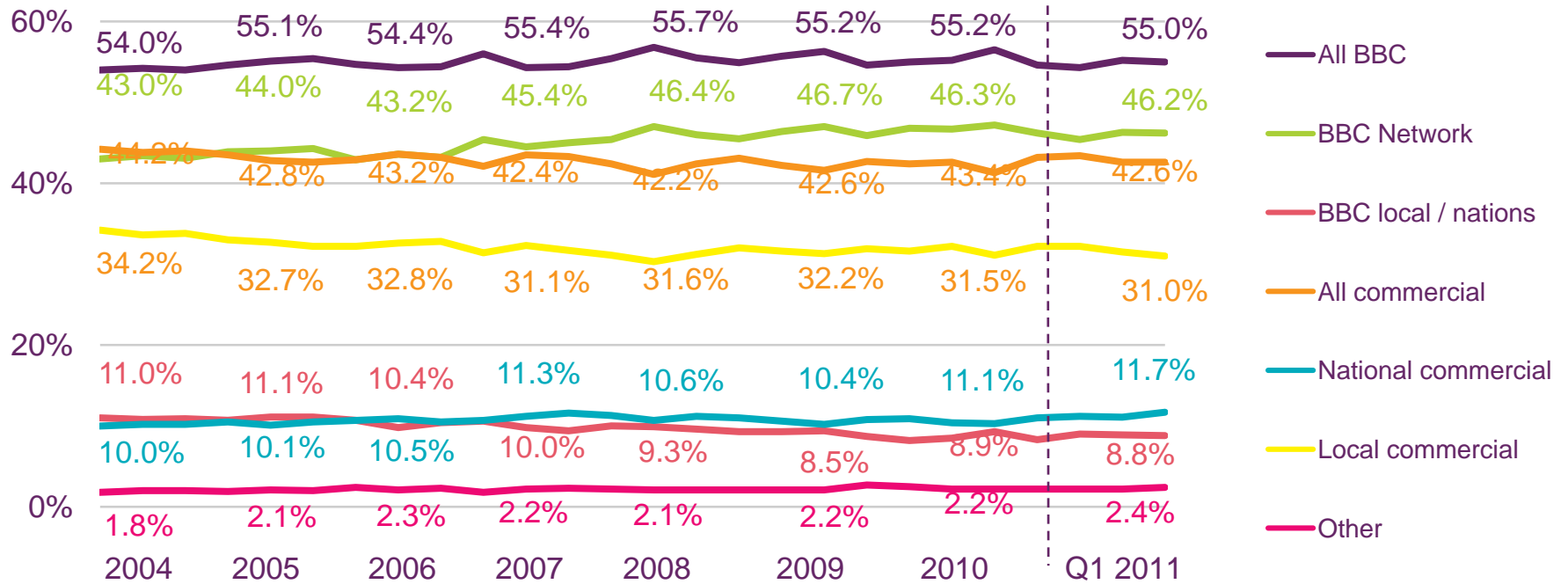


Source: RAJAR, all adults (15+), 2004-2010 calendar years and Q1 2011

Figure 3.27

Share of listening hours, by sector

Percent of listening hours



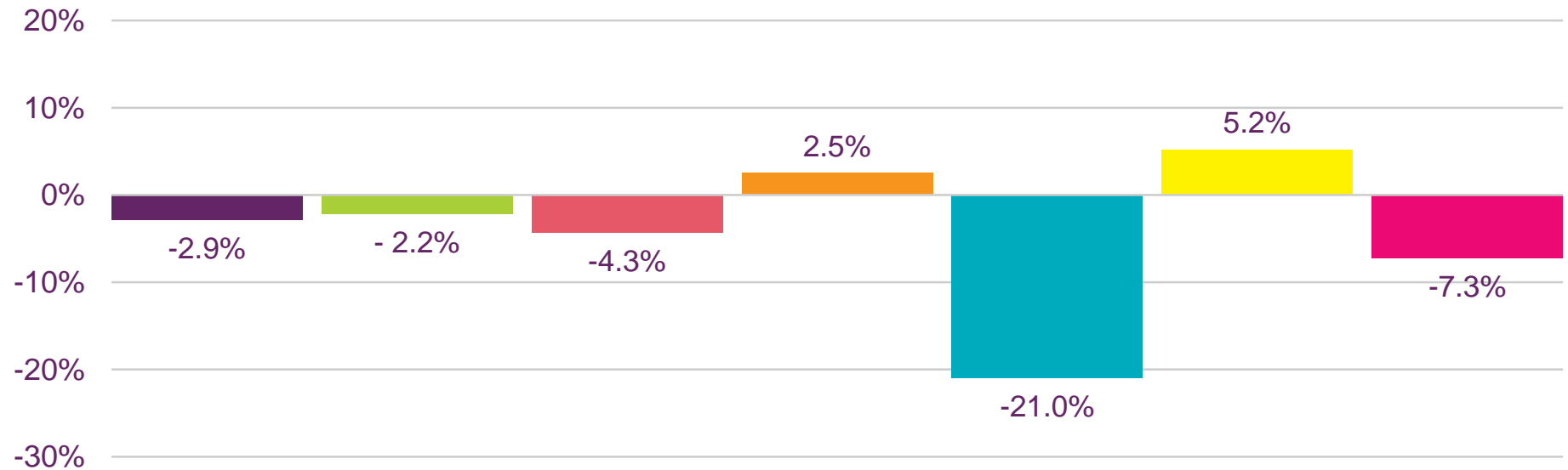
Source: RAJAR, all adults (15+), 2004-2010 calendar years and Q1 2011

Figure 3.28

Changes in listening hours by sector: 2005 - 2010

Percentage change in listening hours

■ All Radio
 ■ All BBC
 ■ All Commercial
 ■ BBC network radio
 ■ BBC local / national
 ■ National commercial
 ■ Local commercial

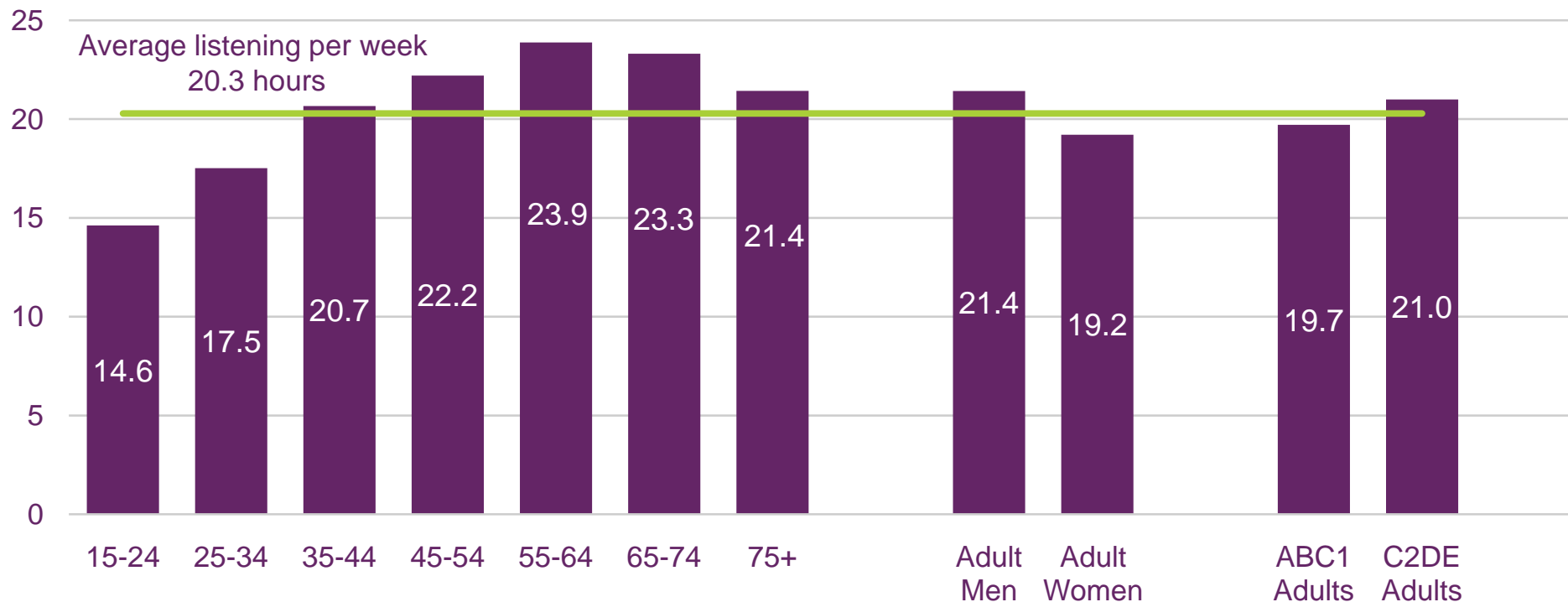


Source: RAJAR, all adults (15+), data based on calendar years 2005 and 2010

Figure 3.29

Average weekly listening by demographic, year ending Q1 2011

Weekly listening hours

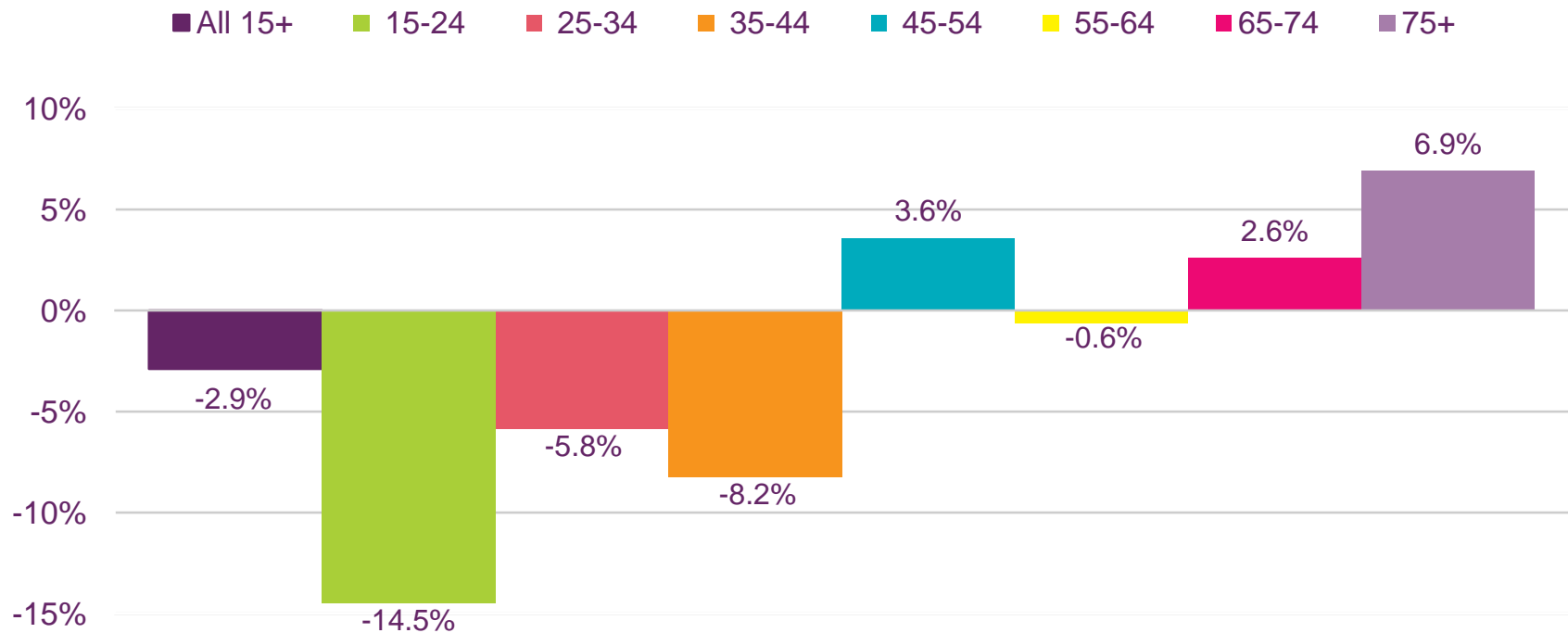


Source: RAJAR, all adults (15+), year ending Q1 2011, average weekly listening hours per head of population

Figure 3.30

Changes in listening hours by age: 2005-2010

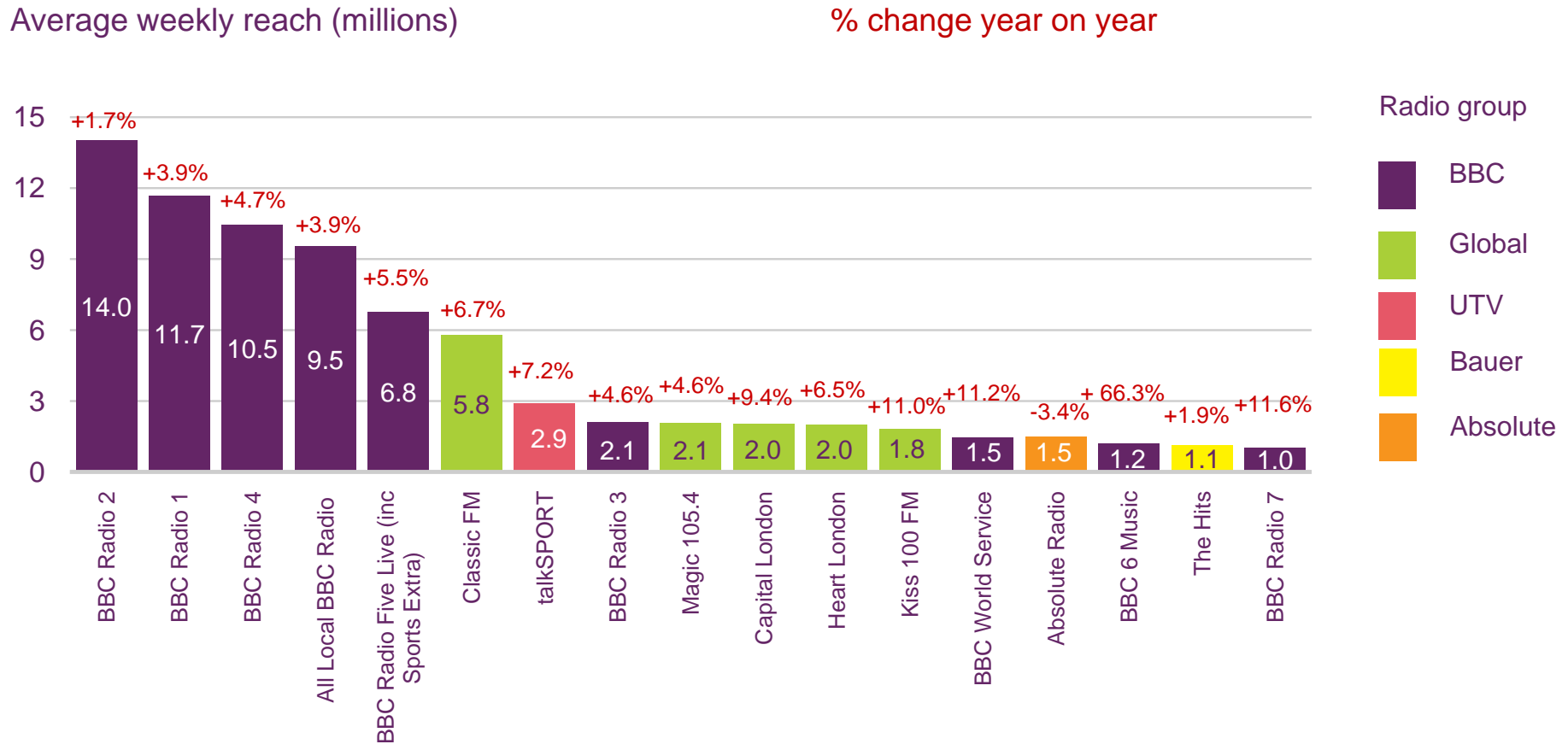
Percentage change in listening hours



Source: RAJAR, all adults (15+), data based on calendar years 2005 and 2010

Figure 3.31

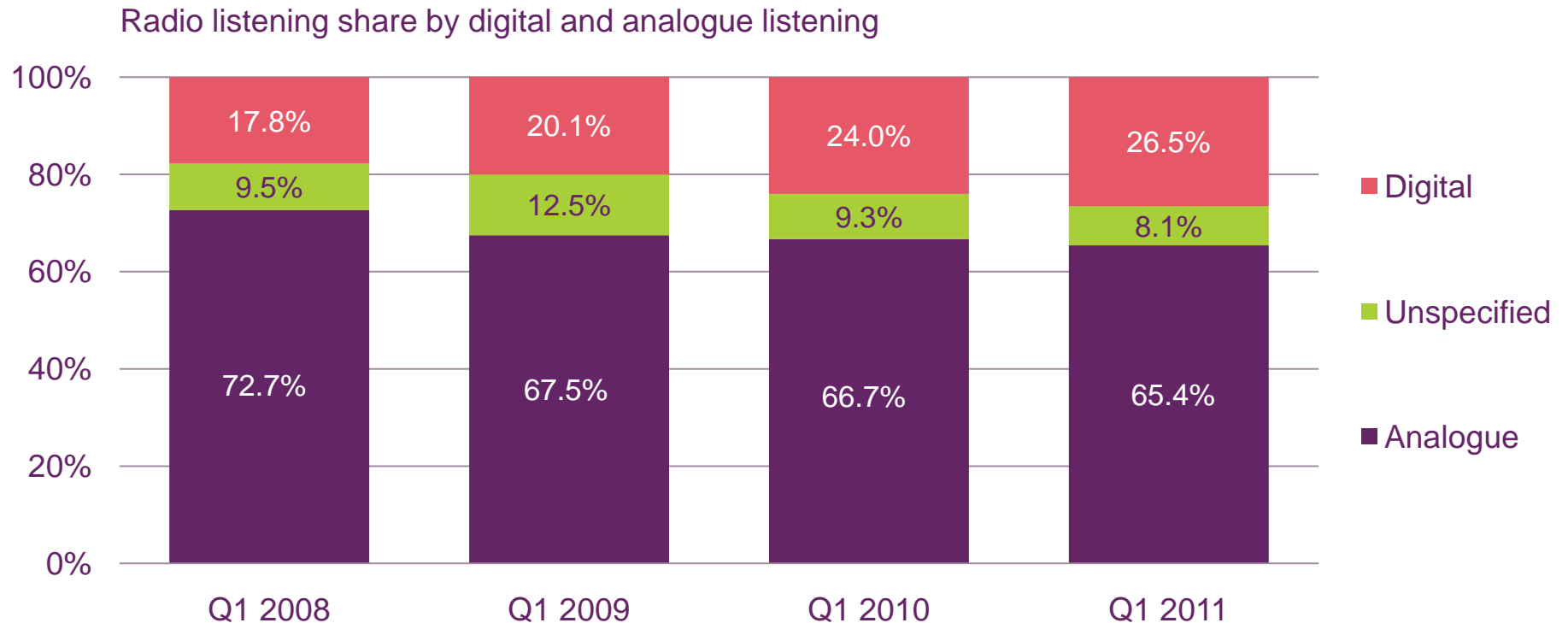
Most listened-to radio stations, year ending Q1 2011



Source: RAJAR, all adults (15+), year ending Q1 2011.

Figure 3.32

Share of listening hours across analogue and digital platforms

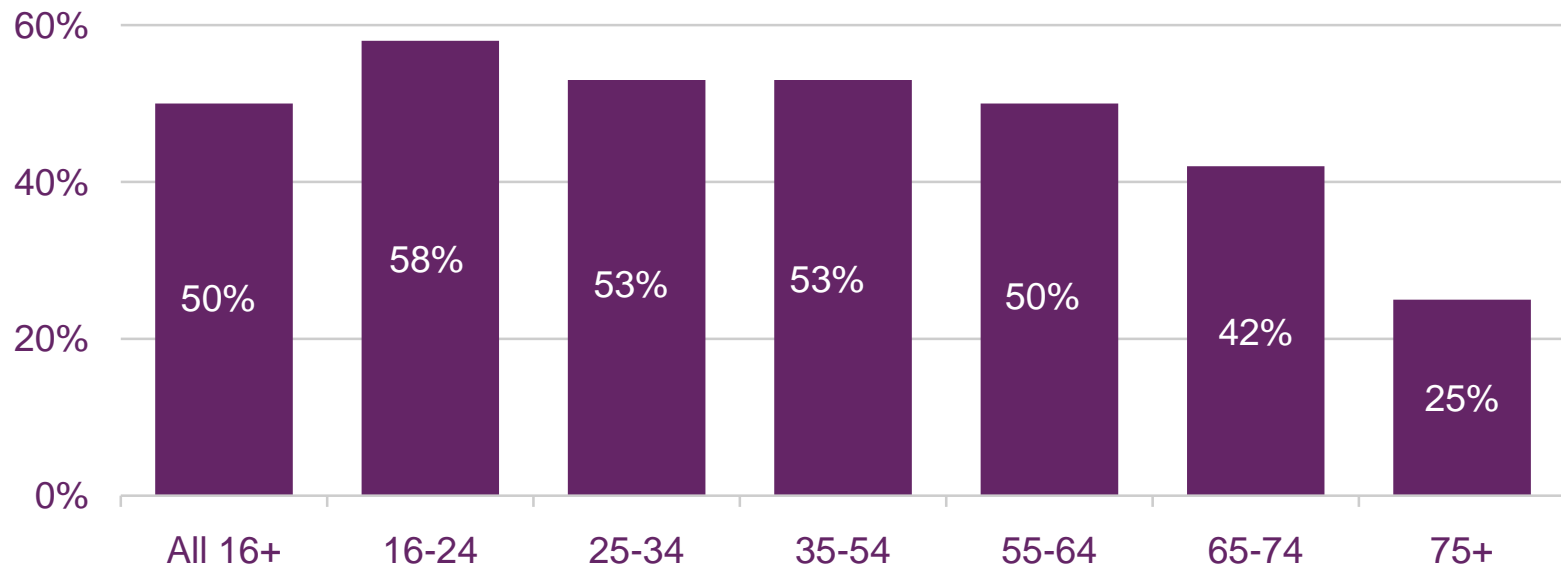


Source: RAJAR Ipsos MORI/ RSMB. All adults (15+), data relates to corresponding year ending each date shown
 Note: Unspecified relates to listening where the radio platform was not confirmed by the listener.

Figure 3.33

Digital radio monthly listening by age group

Digital radio listening by age group (at least monthly)



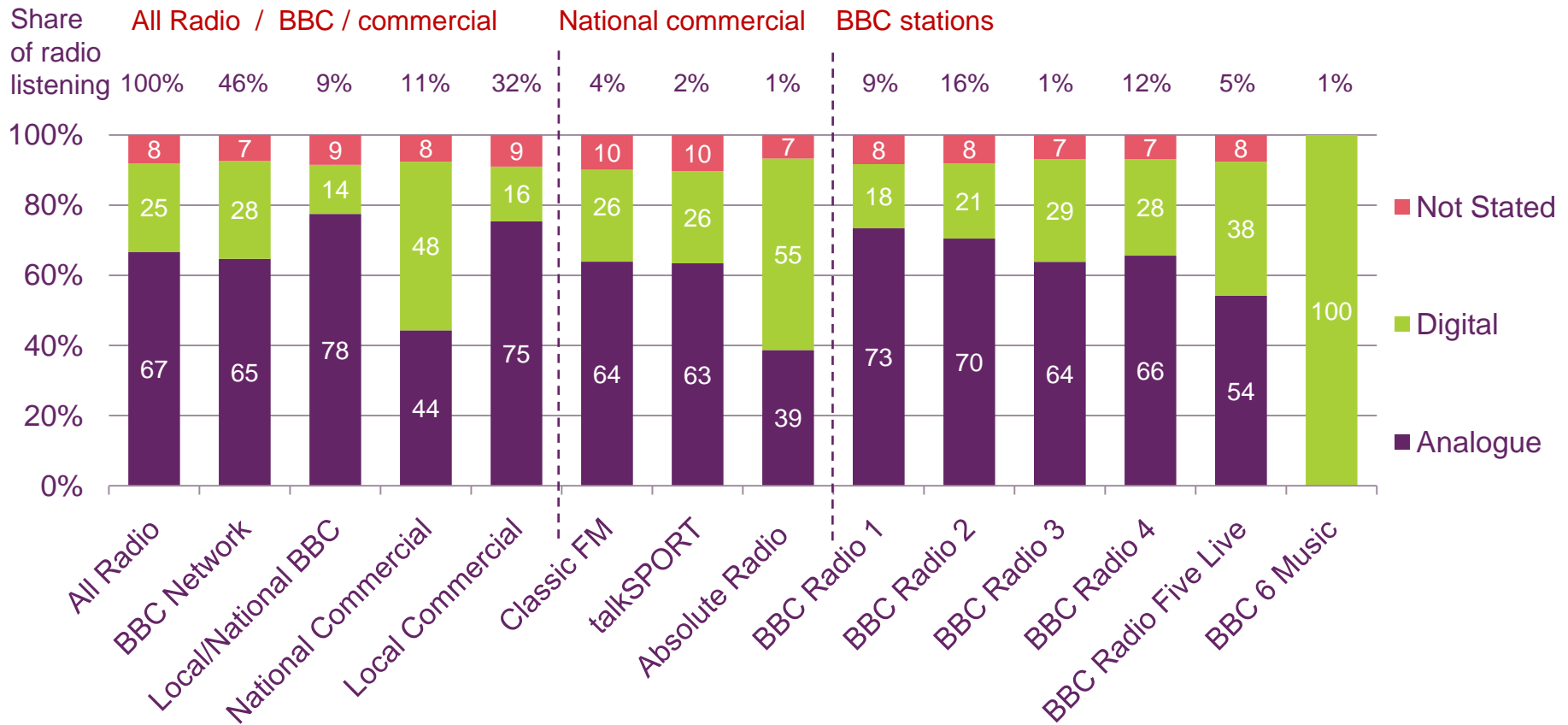
Source: Ofcom research, Q1 2011

Base: All who listen to the radio (n=2811)

Q: Use digital radio at least monthly

Figure 3.34

Audience profiles and platform split, by sector and station, year ending Q1 2011



Source: RAJAR, Q1 2011, UK Adults aged 15+

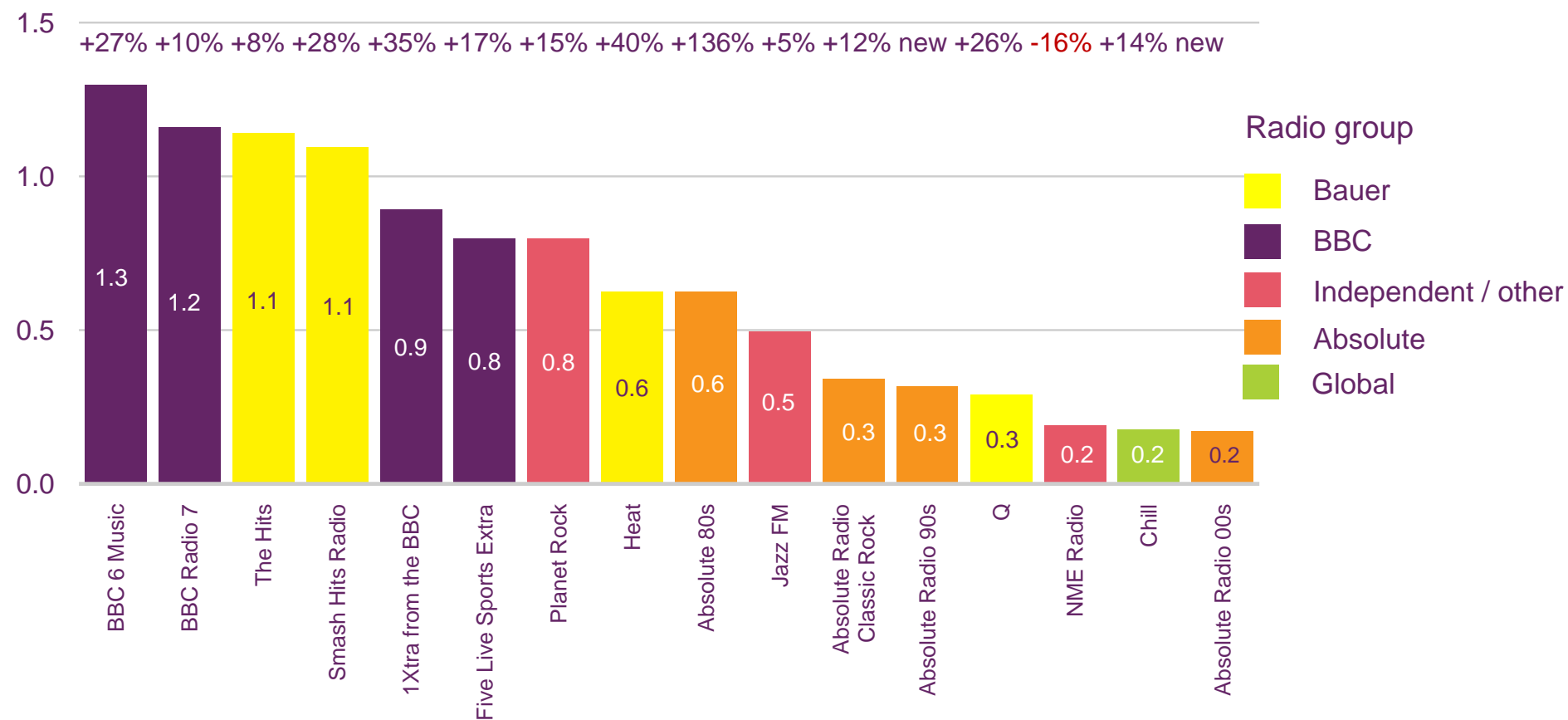
Figure 3.35

Most listened-to digital-only stations, Q1 2011



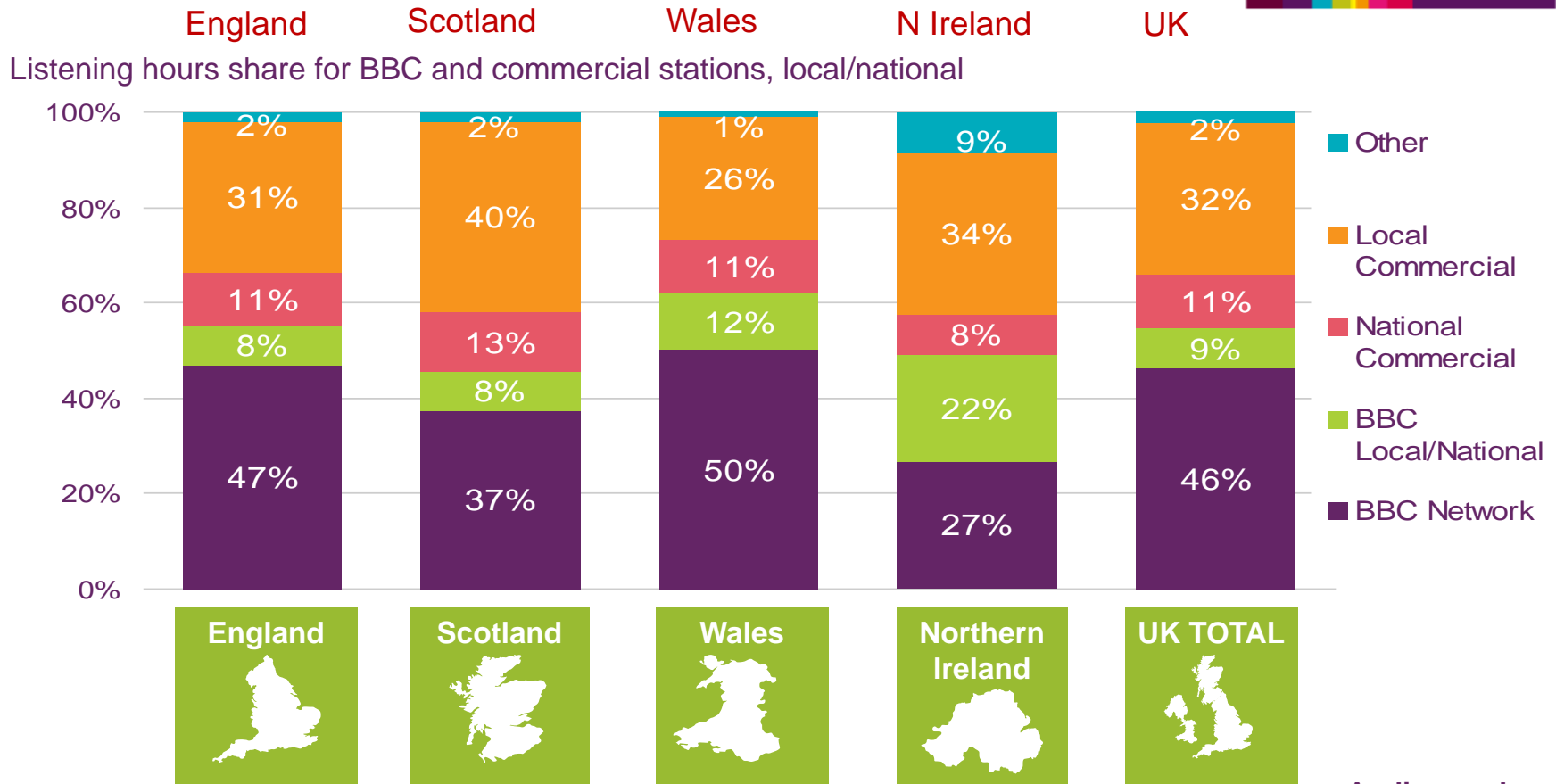
Average weekly reach Q1 2011 (millions)

% change year on year



Source: RAJAR, Q1 2011, UK adults aged 15+

Figure 3.36 Share of listening hours, by nation



Average weekly listening
Reach

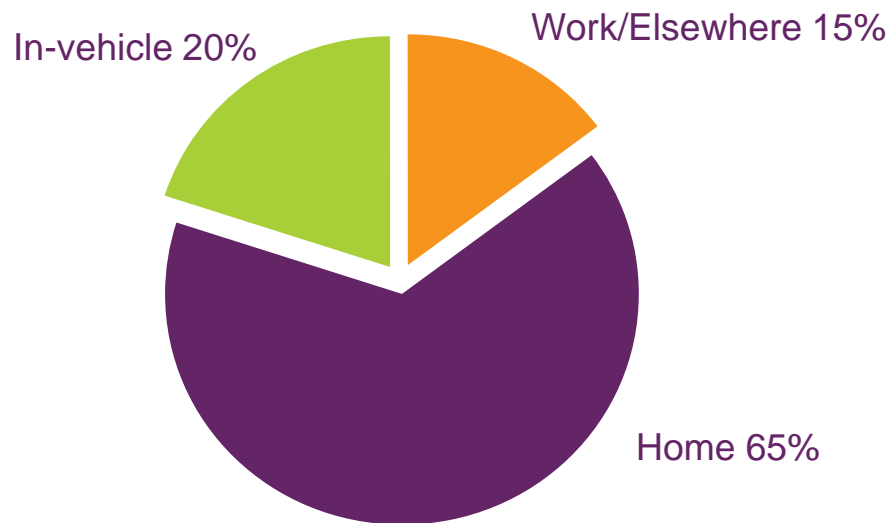
Nation	Average weekly listening	Reach
England	22.3 hours	90.9%
Scotland	21.8 hours	88.1%
Wales	23.3 hours	92.9%
Northern Ireland	22.2 hours	92%
UK TOTAL	22.3 hours	90.8%

Audience share by category (Year to Q1 2011) % share BBC & commercial, local & national

Source: RAJAR, All adults (15+), year ending Q1 2011 Note: Audience share by category (year to Q1 2011) % share BBC & commercial, local & national

Figure 3.37

Location of listening – year to Q1 2011

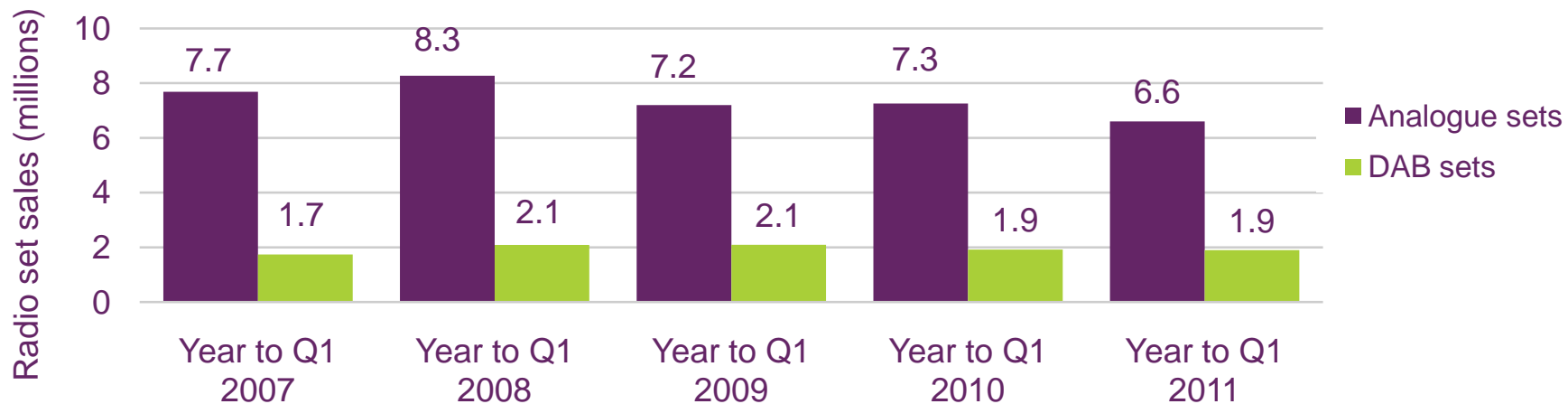


Source: RAJAR, year ending Q1 2011, UK adults 15+

Figure 3.38

Number of analogue and digital radio sets sold

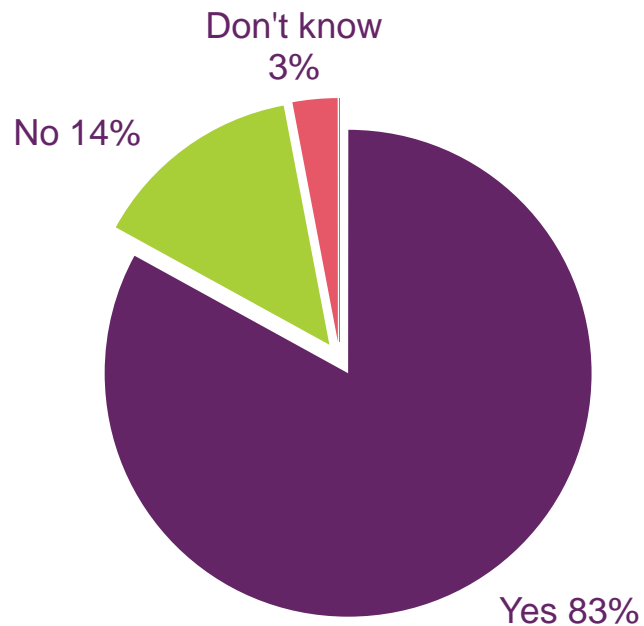
Total annual sales	9.4 million	10.4 million	9.3 million	9.2 million	8.5 million
Share of sales	81.5% 18.5%	79.9% 20.1%	77.5% 22.5%	79.1% 20.9%	77.7% 22.3%



Source: GfK sales data, 2006-2011. Note: Figures cover GB only, GfK Panelmarket data represents over 90% of the market. Categories of device included are; portable radios, personal media players, car audio systems, home audio systems, clock radios, radio recorders, headphone stereos, tuners and receivers.

Figure 3.39

Have you heard of the term 'DAB' or 'digital radio'?

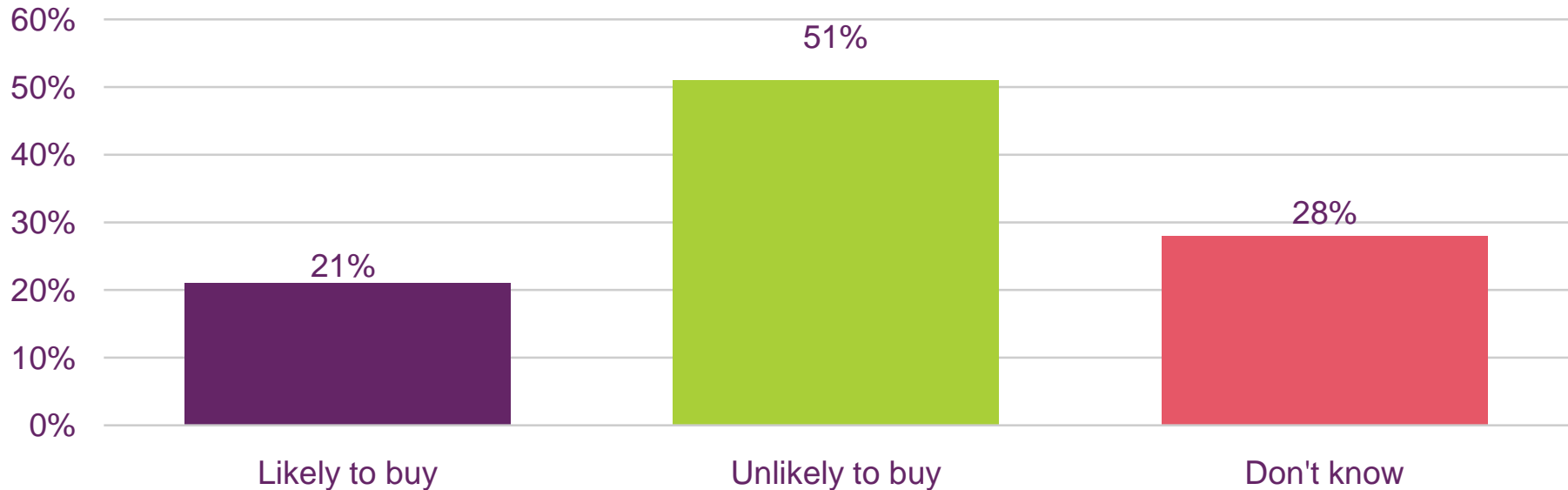


Source: Ofcom research 2011

Figure 3.40

Likelihood of buying a DAB radio within the next 12 months

Percentage of respondents who listen to the radio and have any active radio sets at home but have no DAB set in the home



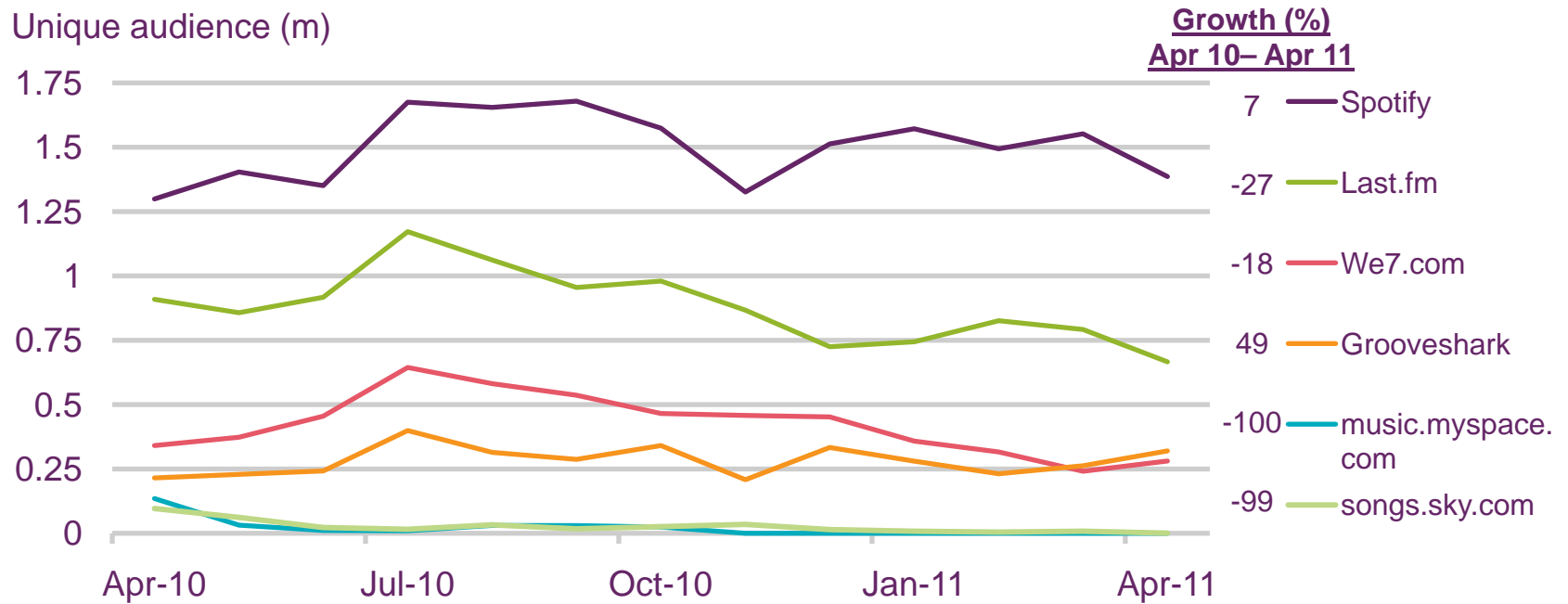
Source: Ofcom research, Q1 2011

Base: Those who listen to the radio and have any active radio sets but have no DAB sets in the home (n=1304)

QP12: How likely is it that your household will get a DAB radio in the next 12 months?

Figure 3.41

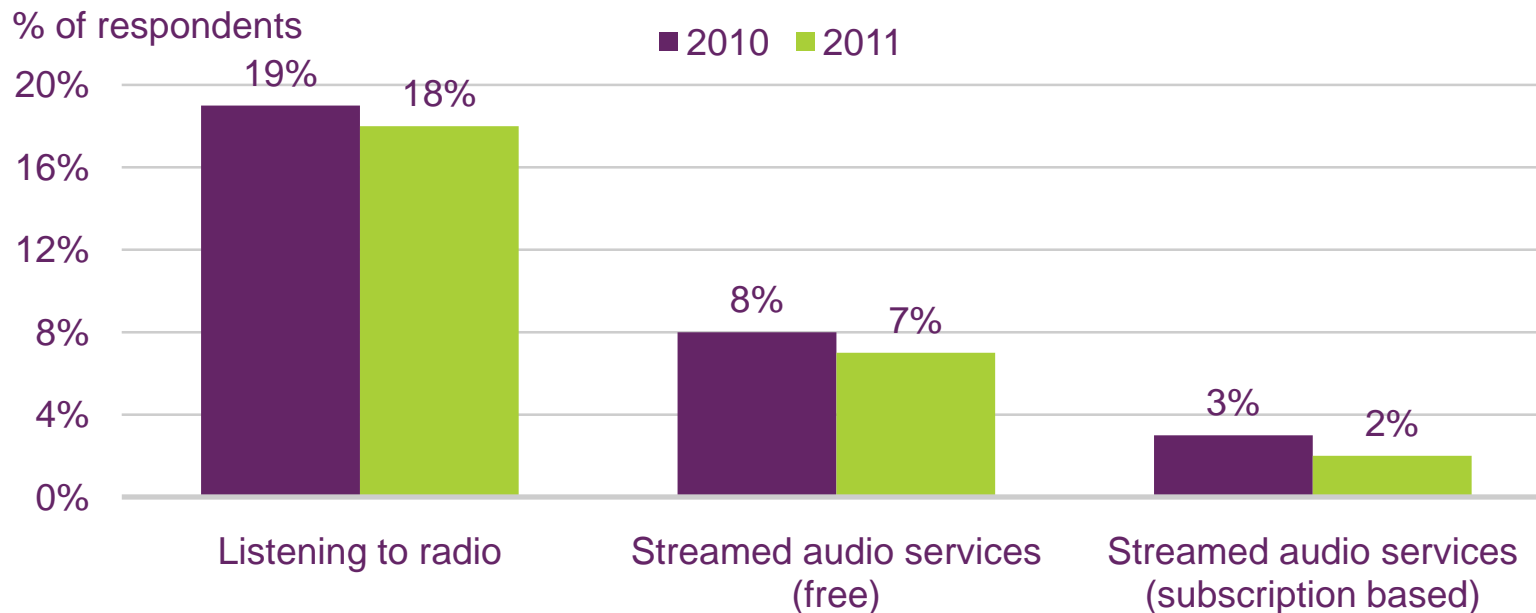
Unique audience of selected music streaming sites



Source: UKOM / Nielsen. Month of April 2011, home and work panel. Applications included.

Figure 3.42

Audio internet usage



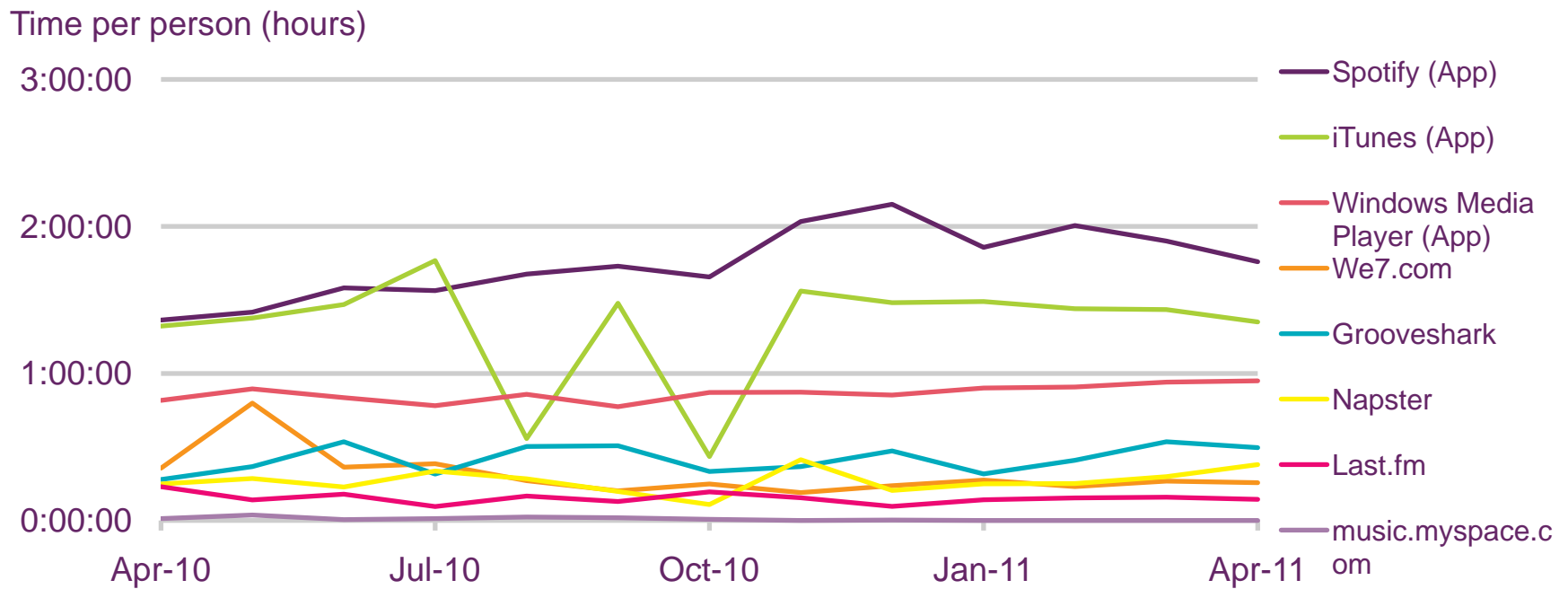
QE10A. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Q1 2011

Base: Those with access to the internet at home (n= 2534)

Figure 3.43

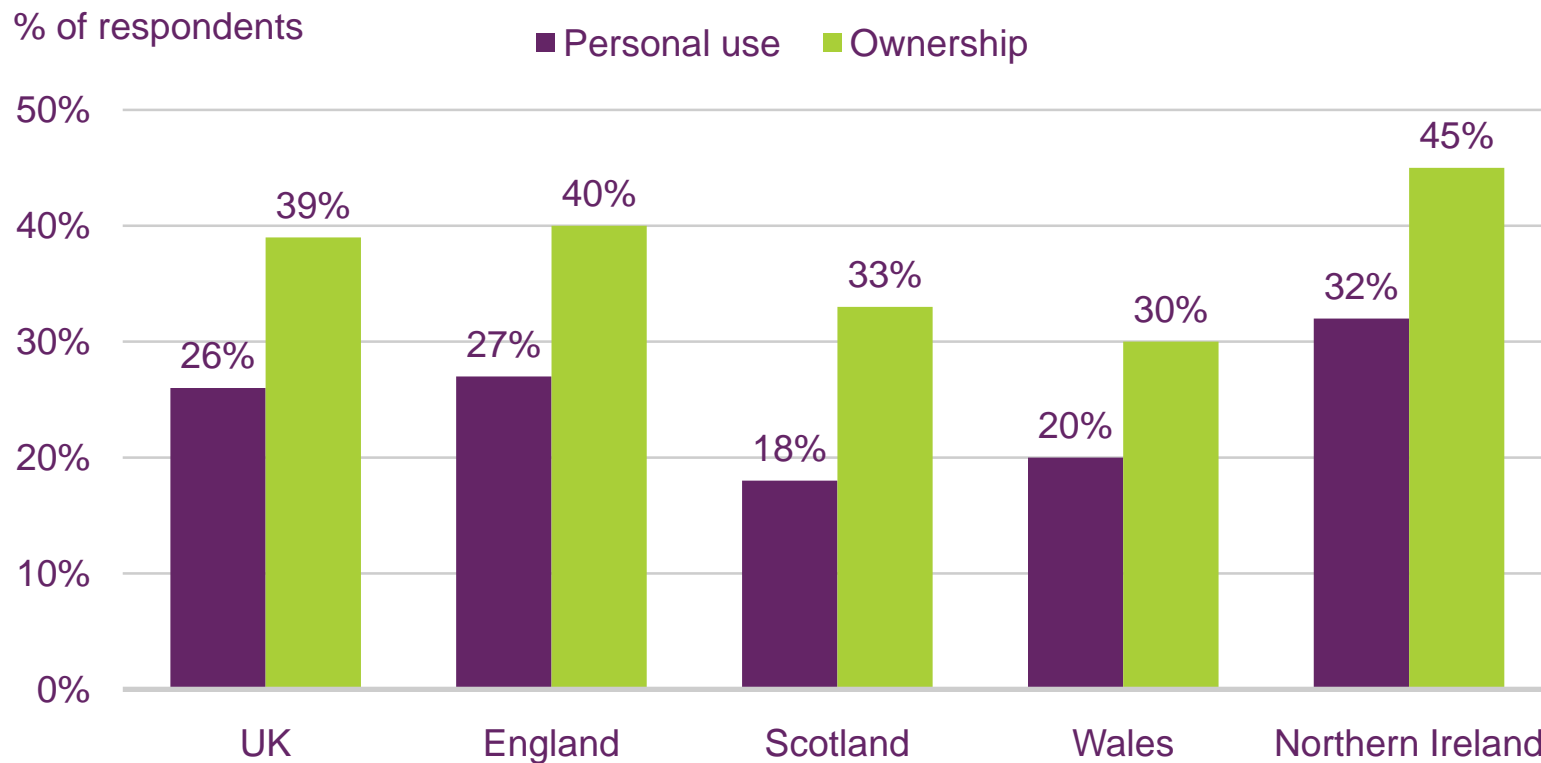
Time spent using selected music services and media players



Source: UKOM/Nielsen. Month of April 2011. Home and work panel. Applications included.

Figure 3.44

MP3 player/iPod ownership and personal use



QB1: Which of the following do you, or does anyone in your household, have in your home at the moment?

QB2. Do you personally use: MP3 player/ iPod?

Source: Ofcom research, Q1 2011

Base: All adults aged 16+ (n = 3474 UK, 1983 England, 487 Scotland, 493 Wales, 511 Northern Ireland)

4. Internet and web-based content

Communications market report, August 2011

4.1 Key market developments in internet and web-based content



Figure 4.1

UK internet and web-based content market: key statistics

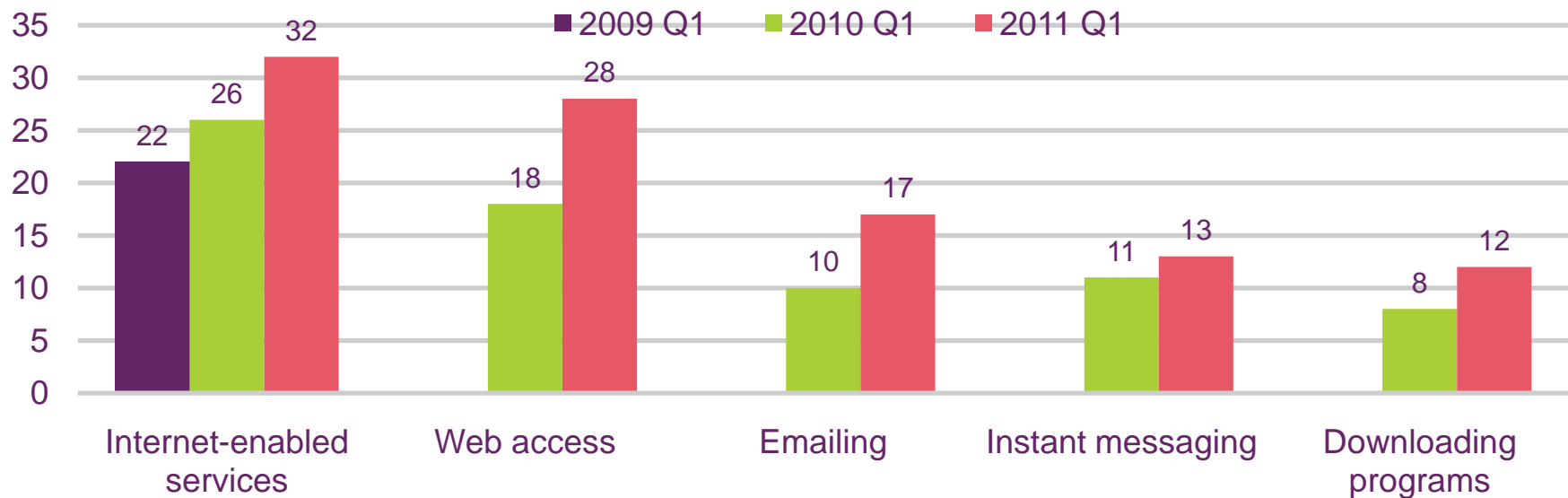
UK internet & web-based content market	2006	2007	2008	2009	2010	2011
¹ PC / laptop take-up (%)	67	71	72	74	76	78
¹ Internet take-up (%)	60	64	67	70	73	77
¹ Total broadband take-up (%)	41	52	58	68	71	74
¹ Fixed broadband take-up (%)	n/a	n/a	n/a	65	65	67
¹ Mobile broadband take-up (%)	n/a	n/a	n/a	12	15	17
¹ Internet on mobile phone take-up (%)	n/a	n/a	n/a	20	22	28
¹ Social networking on internet take-up (%)	n/a	n/a	20	30	40	46
² Internet advertising expenditure	£2.0bn	£2.8bn	£3.4bn	£3.5bn	£4.1bn	n/a
³ Mobile advertising revenue	n/a	n/a	n/a	£37.6m	£83.0m	n/a

Sources: ¹Ofcom consumer research (Q1 each year), ²IABUK /PwC, ³IAB

Figure 4.2

Use of mobile data services

Proportion of mobile users using service (%)



QD9A: Which if any of the following activities, other than making and receiving voice calls, do you use your mobile for?

Source: Ofcom technology tracker, Q1 2011

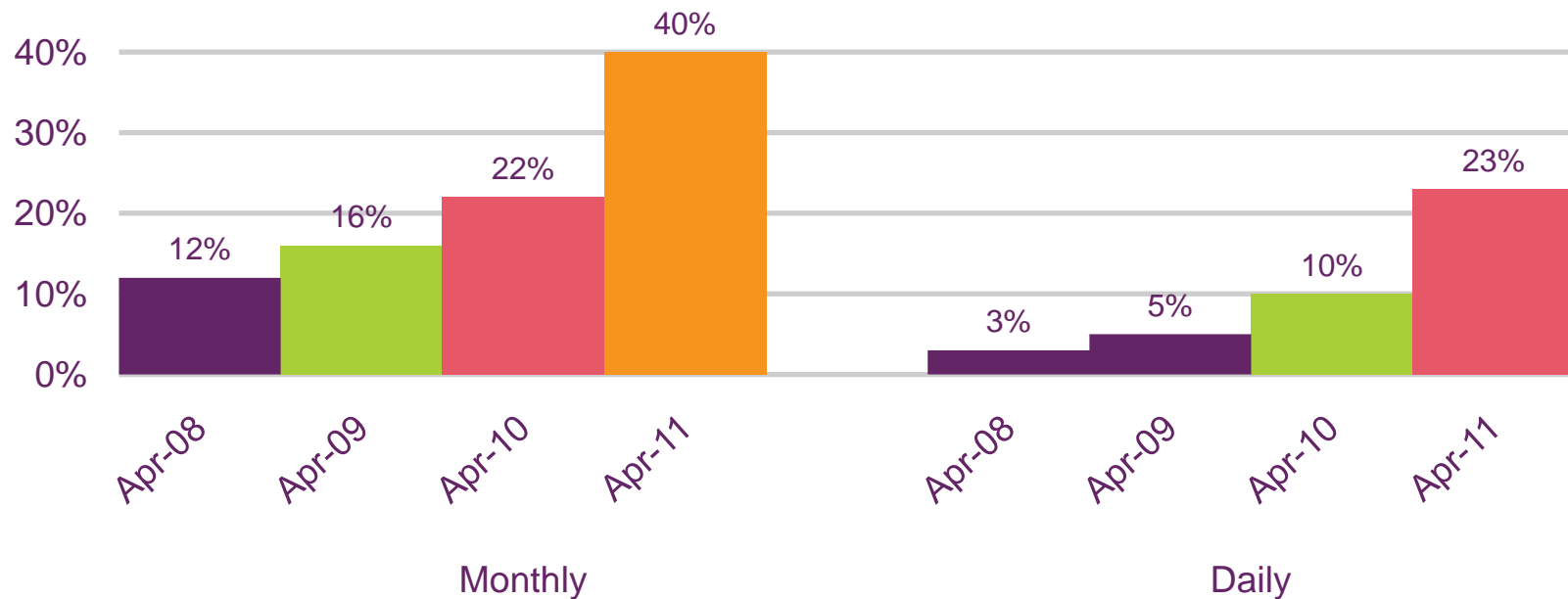
Base: All mobile users aged 16+ (n=3091);

Note: 'Internet-enabled services' data shows the proportion of adults who use a mobile phone for any of the following activities: instant messaging, downloading apps or programs, email, internet access, downloading video, video streaming, visiting social networking sites.

Figure 4.3

Browsing news and information on mobile phones

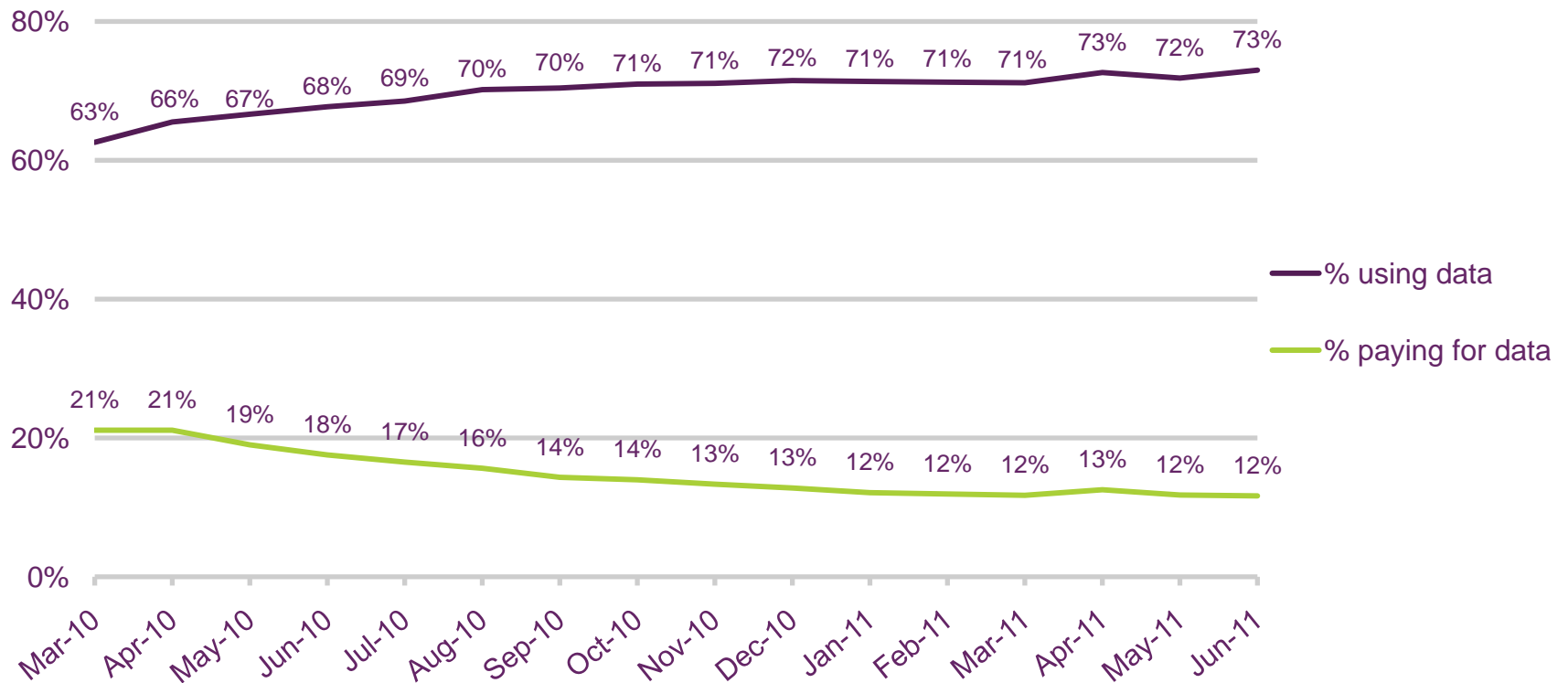
Proportion of mobile users browsing news and information



Source: Enders Analysis/TNS-RI survey, April 2011

Figure 4.4

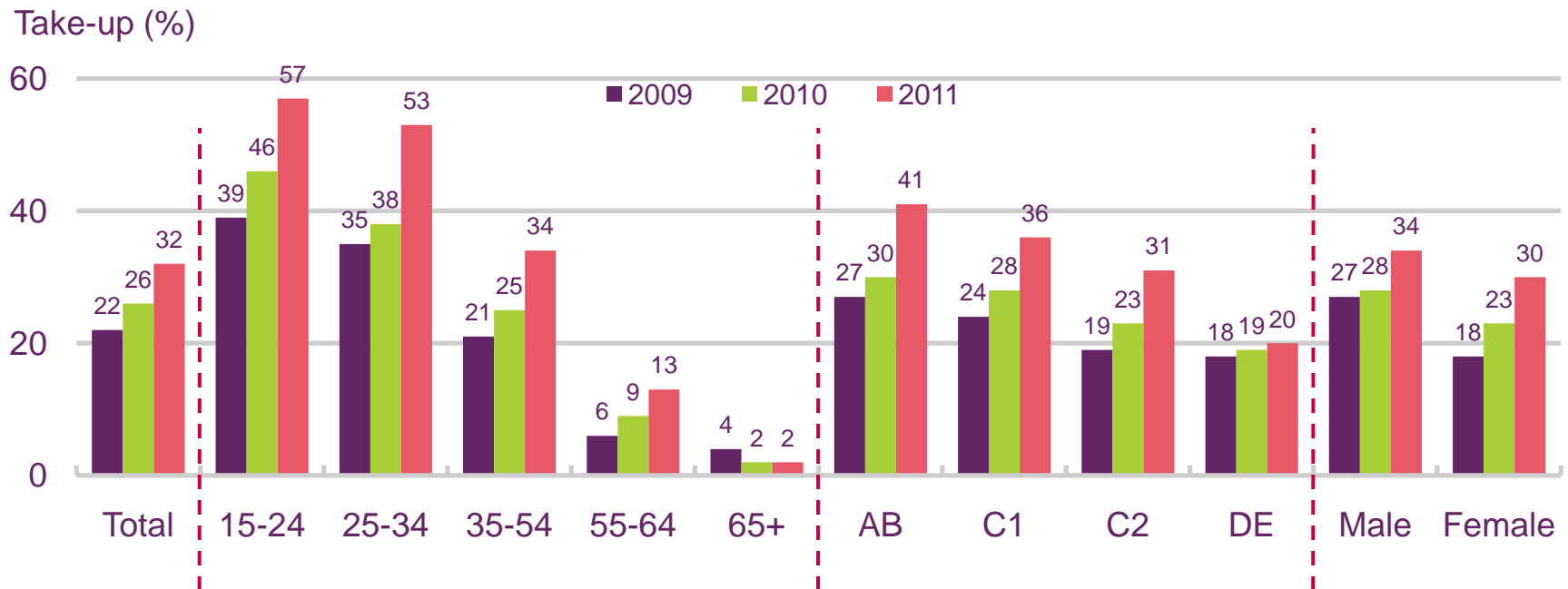
Proportion of pay-monthly customers using data and paying for it outside a bundle



Source: Bill Monitor

Figure 4.5

Use of internet on mobile phones by demographic



QD28A: Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for?

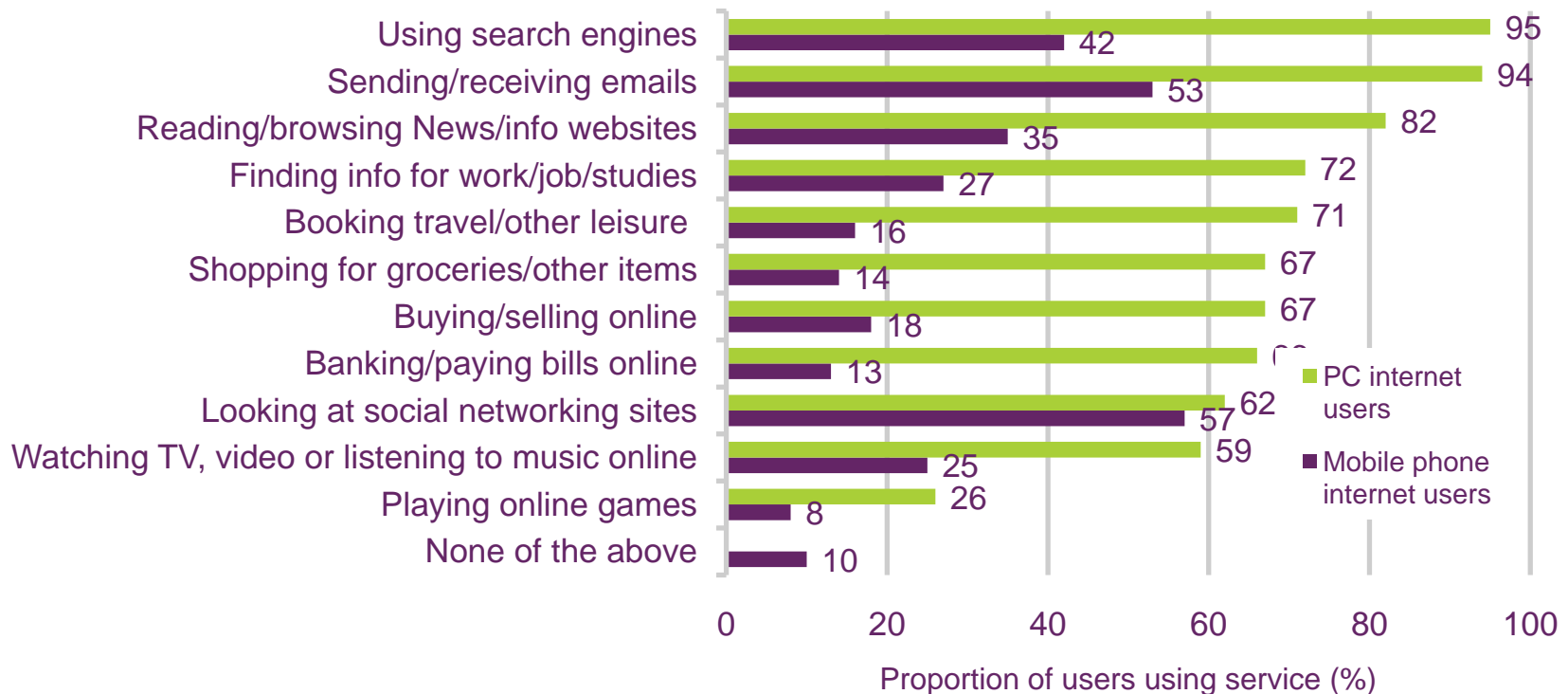
Source: Ofcom technology tracker, Q1 2011

Base: All adults 16+ (n = 3474 UK, 460 16-24, 540 25-34, 1204 35-54, 535 55-64, 735 65+, 784 AB, 1014 C1, 701 C2, 975 DE, 1679 male, 1795 female)

Note: Data shows the proportion of adults who use a mobile phone for any of the following activities: Instant messaging, Downloading Apps or programs, Email, Internet access, downloading video, video streaming, visiting social networking sites.

Figure 4.6

Comparative use of internet by PC and mobile users



Q12. Which of the following type of activities do you use the internet for?

Base: All respondents (1022)

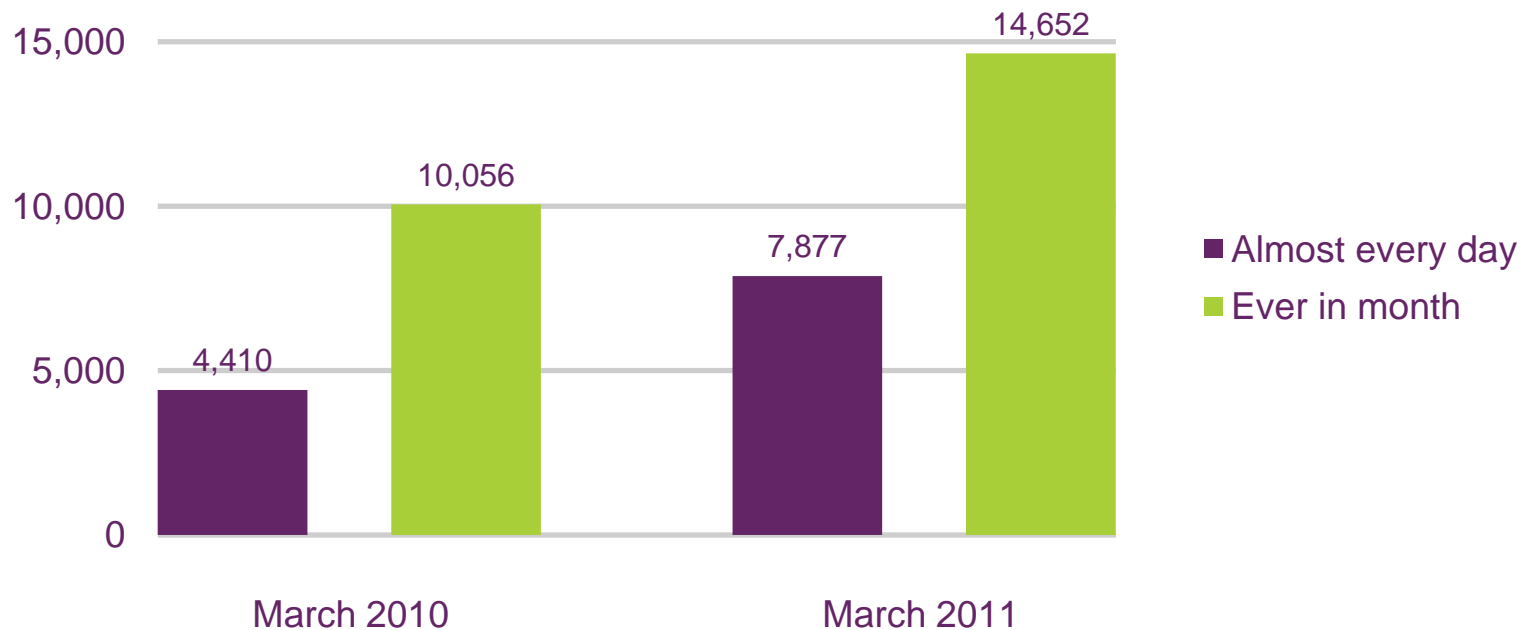
Q13. And which of these do you ever use the internet on your mobile phone for?

Base: Those who access the internet via mobile phone (212)

Source: Monetisation of data research, conducted on behalf of the Communications Consumer Panel by Accent, fieldwork in February 2011

Figure 4.7

Unique UK mobile phones accessing social networking services

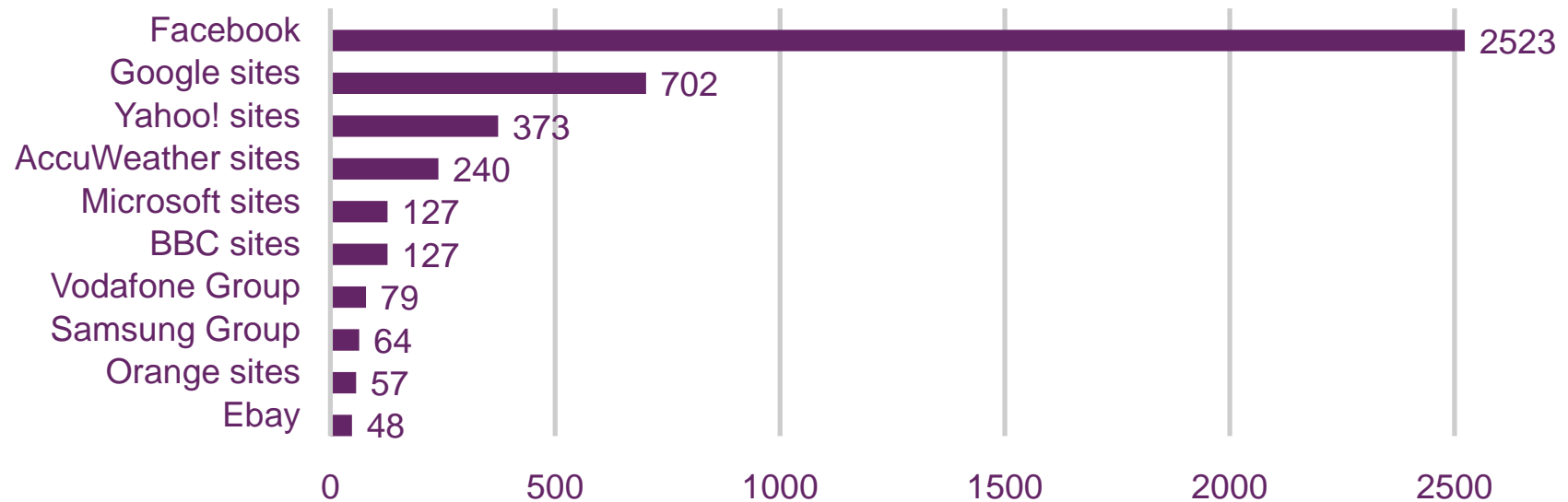


Source: comScore mobiLens, three month average ending Mar-10 vs Mar-11,
<http://www.comscoredatamine.com/2011/05/mobile-social-media-usage-up-80-percent-in-the-uk/>

Figure 4.8

Top 10 UK mobile internet sites, December 2010

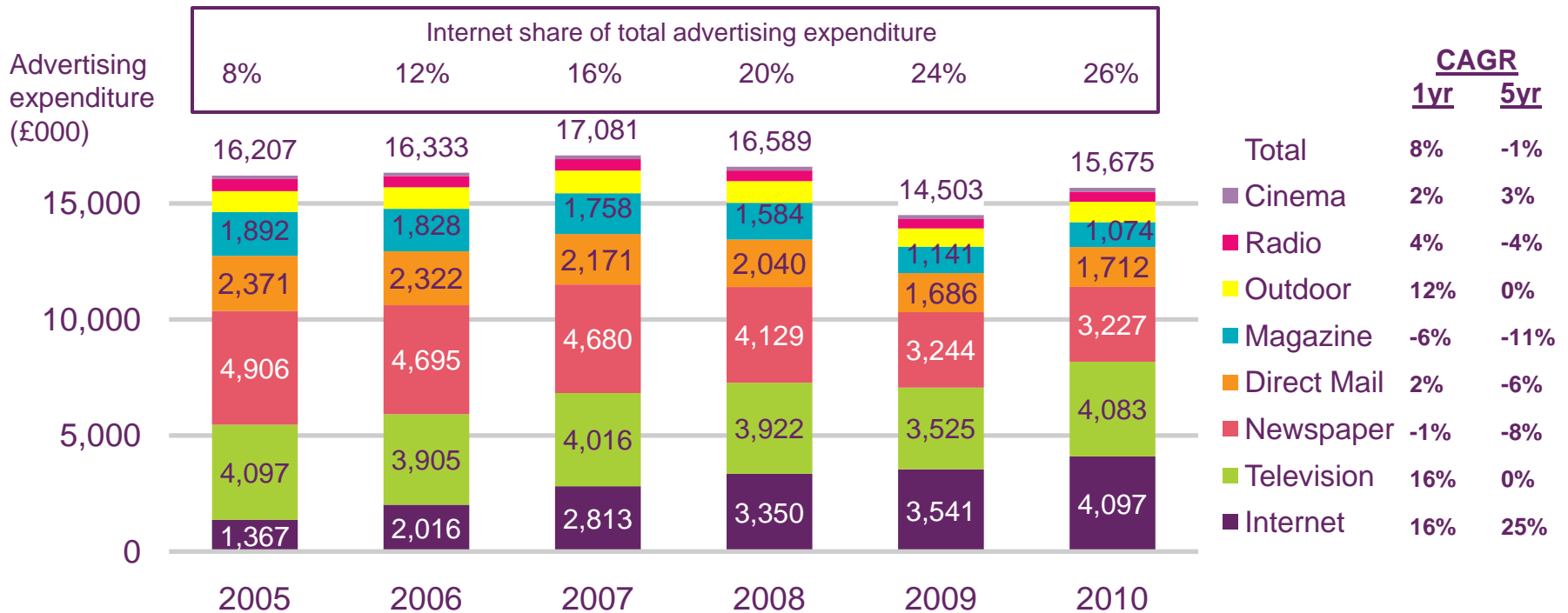
Total time spent (million minutes)



Source: ComScore, Mobile Year in Review 2010 (February 2011),
http://www.comscore.com/Press_Events/Presentations_Whitepapers/2011/2010_Mobile_Year_in_Review

Figure 4.9

UK advertising expenditure, by sector



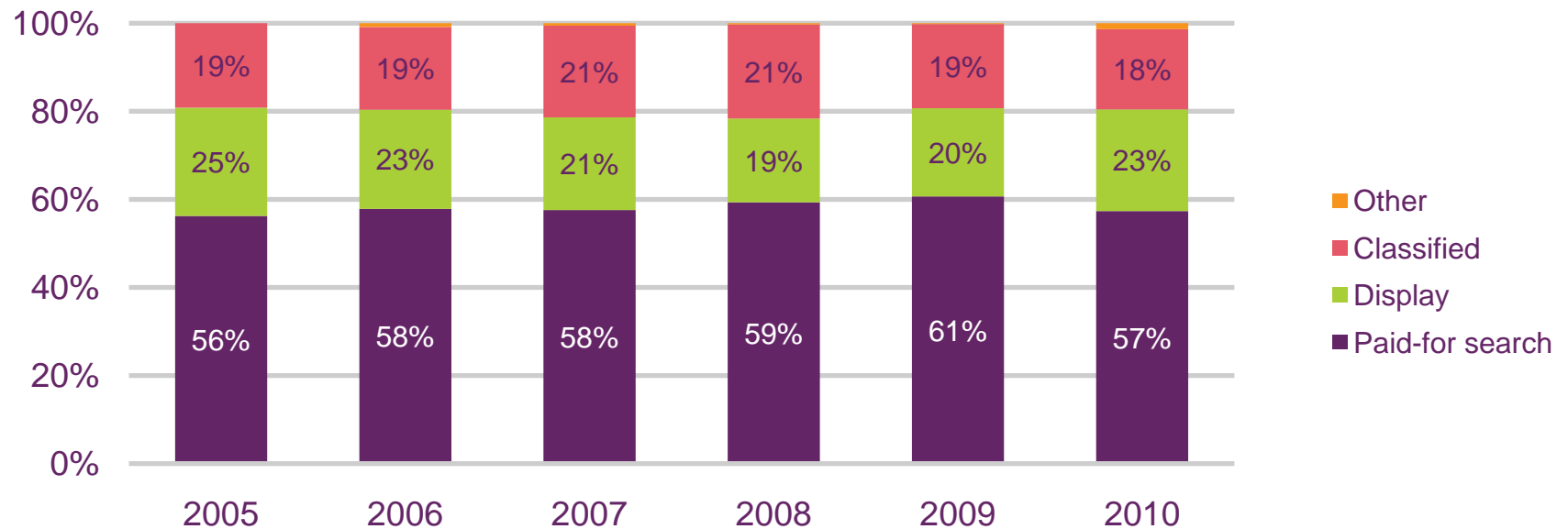
Source: AA/Warc Expenditure Report

Notes: All figures are nominal; CAGR = compound annual growth

Figure 4.10

Distribution of UK internet advertising expenditure by category

Expenditure share (%)

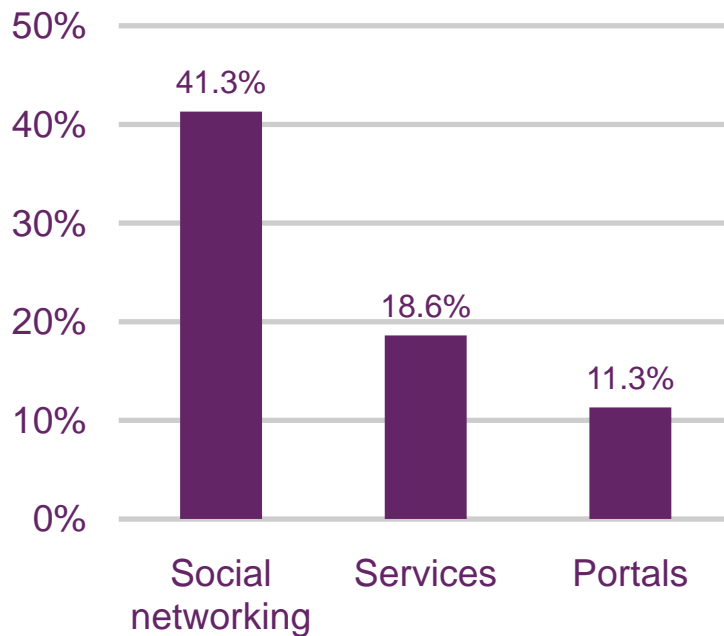


Source: IABUK/PwC

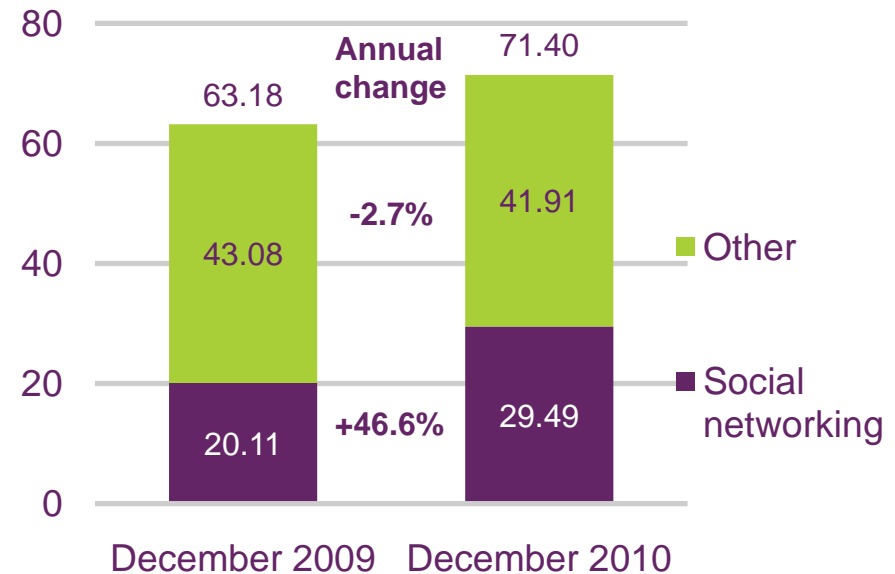
Figure 4.11

UK internet display advertising

Share of total display ads, December 2010



Total display ad impressions (billions)

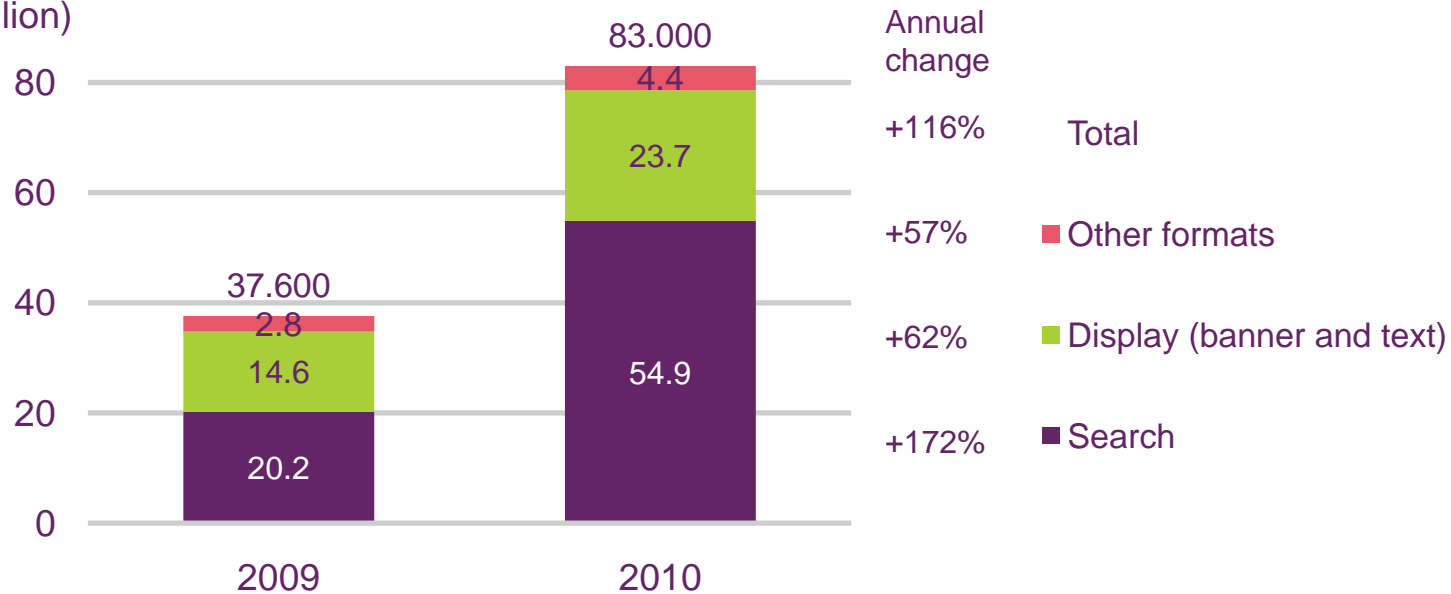


Source: comScore Ad matrix, cited in The 2010 Europe Digital year in Review, http://www.comscore.com/Press_Events/Presentations_Whitepapers/2011/2010_Europe_Digital_Year_in_Review

Figure 4.12

Mobile advertising spend

Mobile phone advertising spend (£million)

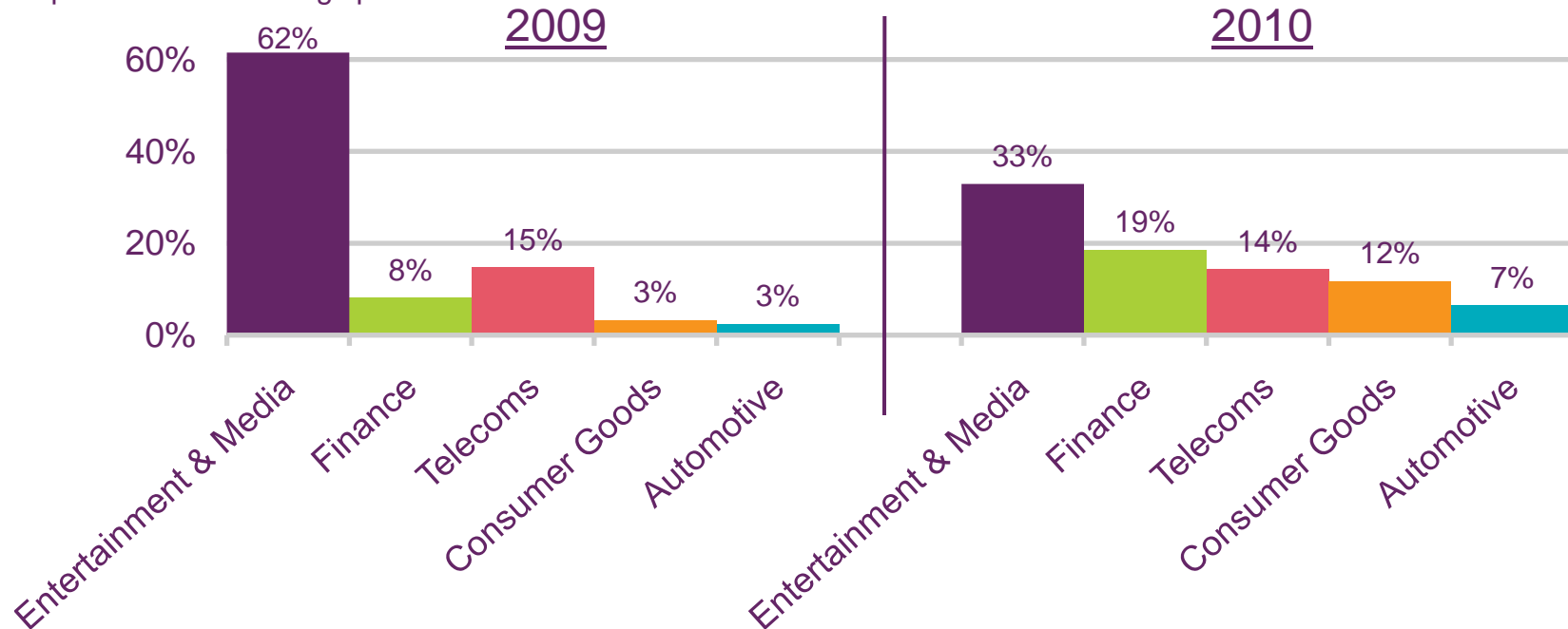


Source: IAB, referenced at http://www.digitalstrategyconsulting.com/intelligence/2011/03/smartphones_helped_double_uk_m.php#

Figure 4.13

Top 5 mobile advertising categories, 2009 and 2010

Proportion of advertising spend



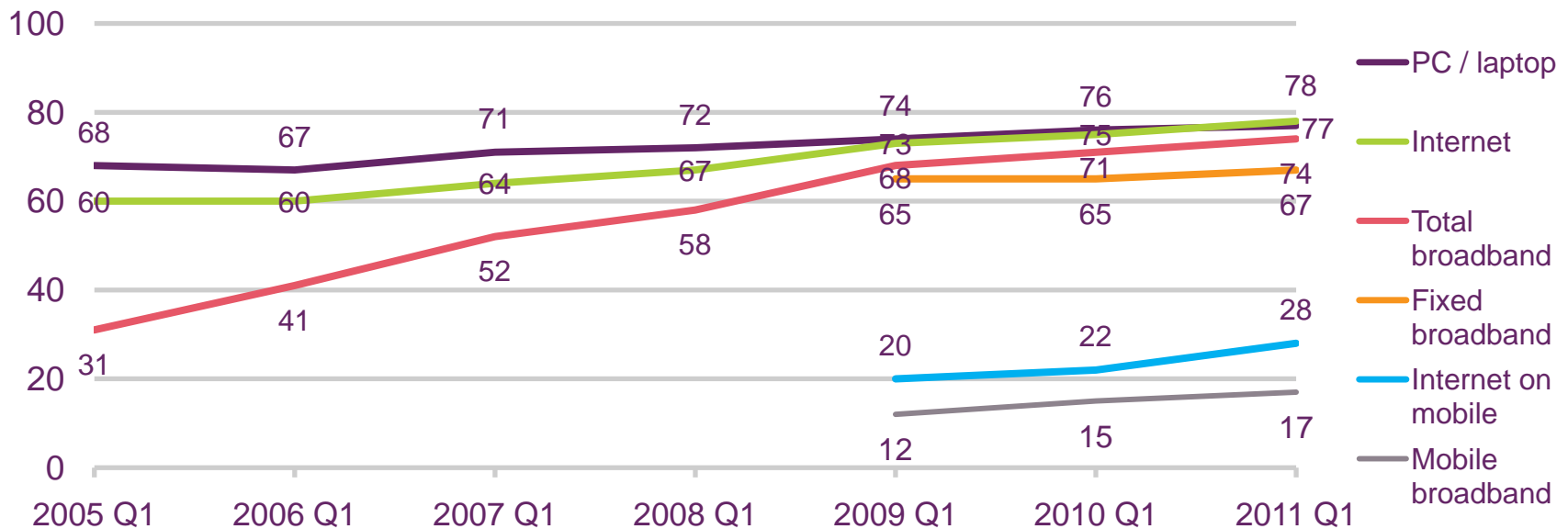
Source: IAB, referenced at

http://www.digitalstrategyconsulting.com/intelligence/2011/03/smartphones_helped_double_uk_m.php#

Figure 4.14

Household PC and internet take-up, 2005-2010

Proportion of adults (%)



QE1: Does your household have a PC or laptop computer? / QE2: Do you or does anyone in your household have access to the Internet/Worldwide Web at HOME (via any device, e.g. PC, mobile phone etc)? / QE6: Which of these methods does your household use to connect to the Internet at home?

Source: Ofcom technology tracker, Q1 2011.

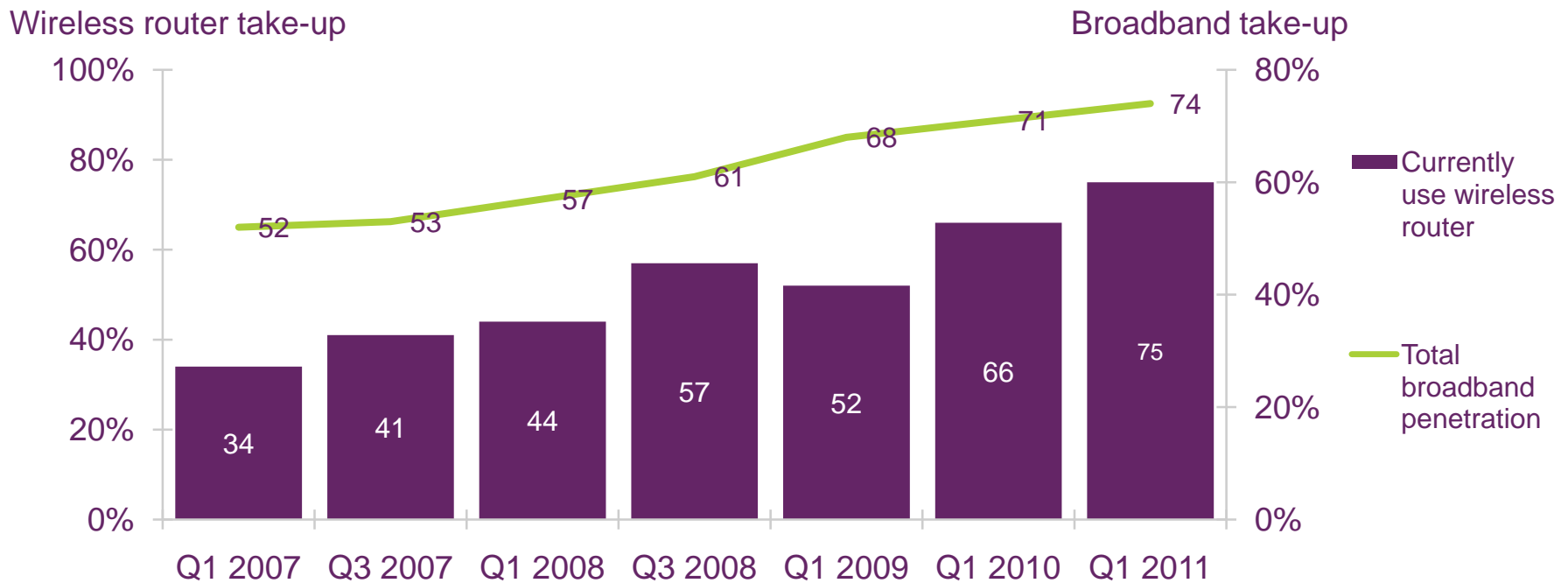
Base: All adults aged 16+ (n=3474)

Note 1: "Internet on mobile" is the % of adults who use a mobile phone for any of the following activities: Instant messaging, Downloading Apps or programs, Email, Internet access, downloading video, video streaming, visiting social networking sites.

Note 2: From Q1 2009 the 'Internet' figure includes those who access the internet on mobile phones.

Figure 4.15

Use of wireless router vs. broadband take-up, 2007-2011



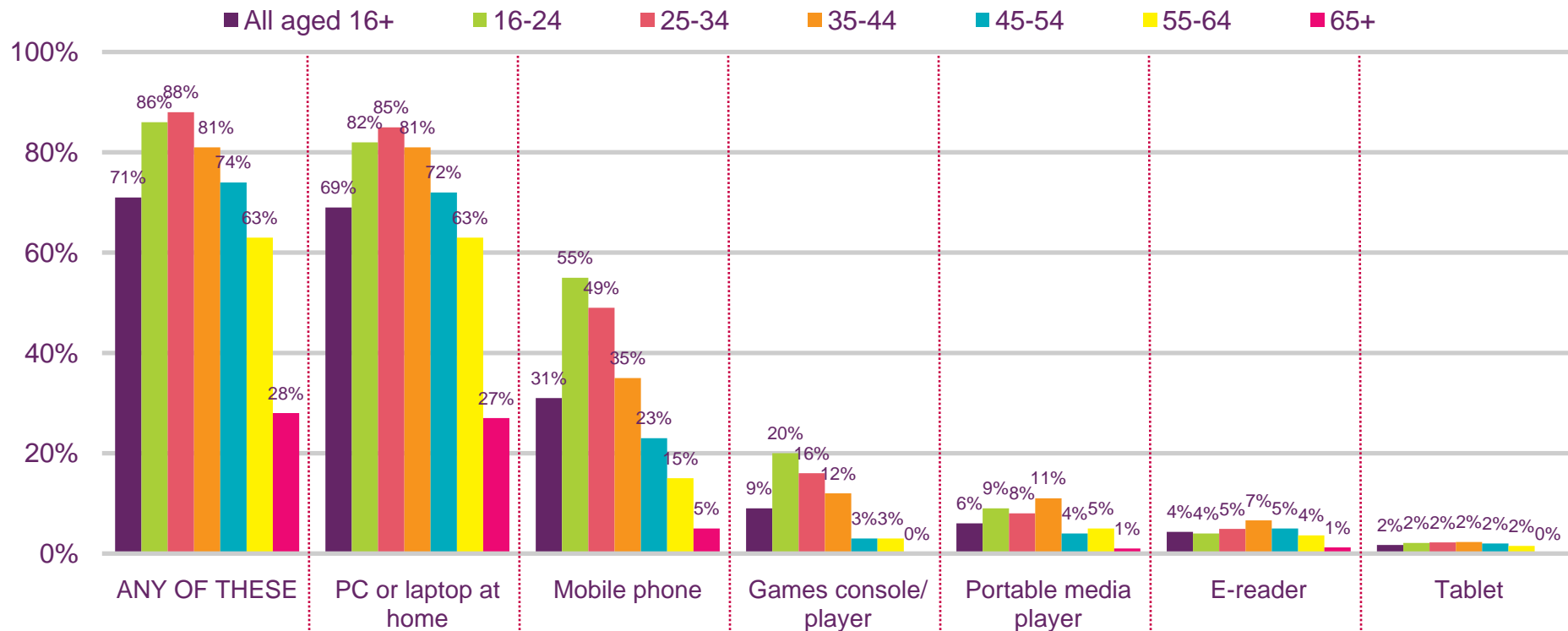
Source: Ofcom research, Quarter 1 2011

Base: Adults aged 16+ with a broadband connection at home (from 2009 this is based on fixed broadband connections only)

Note: Total broadband penetration (fixed and mobile) based on all adults aged 16+

Figure 4.16

Devices used to visit internet websites in 2010, by age



IN1/ IN2 – Do you or does anyone in your household have access to the internet at home through a laptop or computer? And do you personally use the internet at home?/ Do you own and use any of the items shown on this card to visit internet websites? (Prompted responses, single coded)

Base: All adults aged 16+ (2117 aged 16+, 295 aged 16-24, 328 aged 25-34, 409 aged 35-44, 314 aged 45-54, 336 aged 55-64, 434 aged 65+)

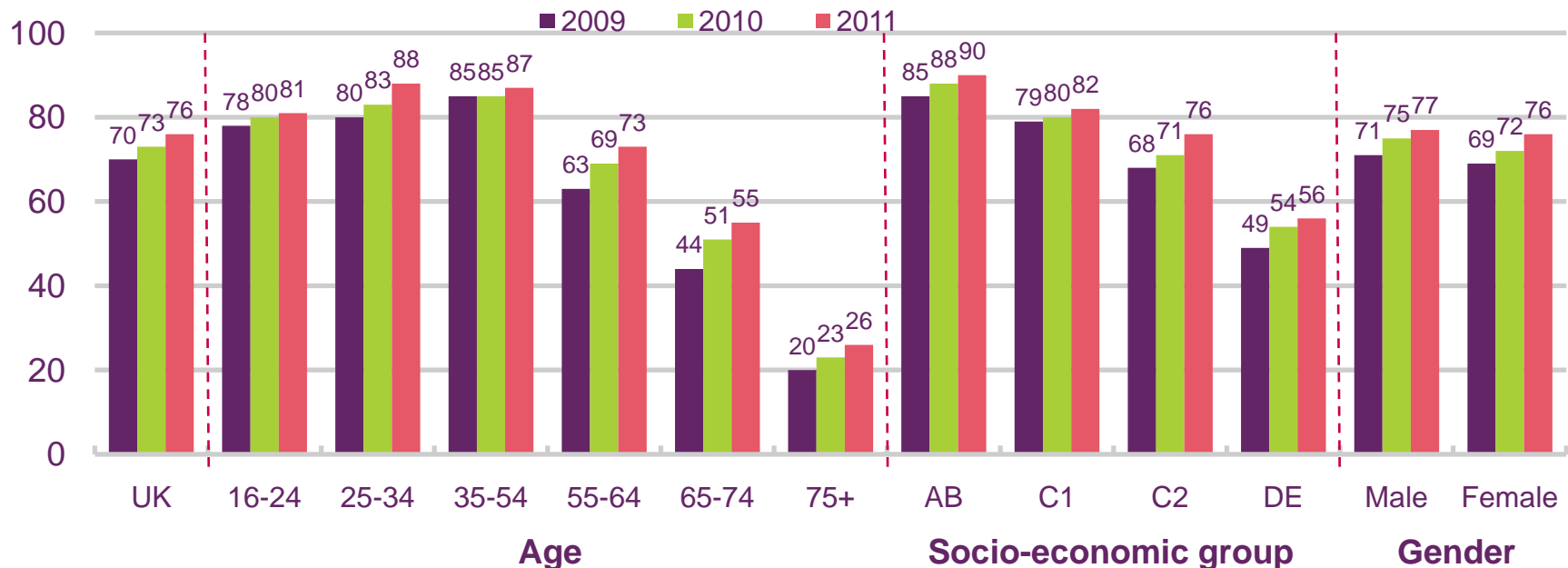
Significance testing shows any difference between any age group and all adults aged 16+

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Figure 4.17

Home internet access, by age, socio-economic group and gender

Home internet access (%)



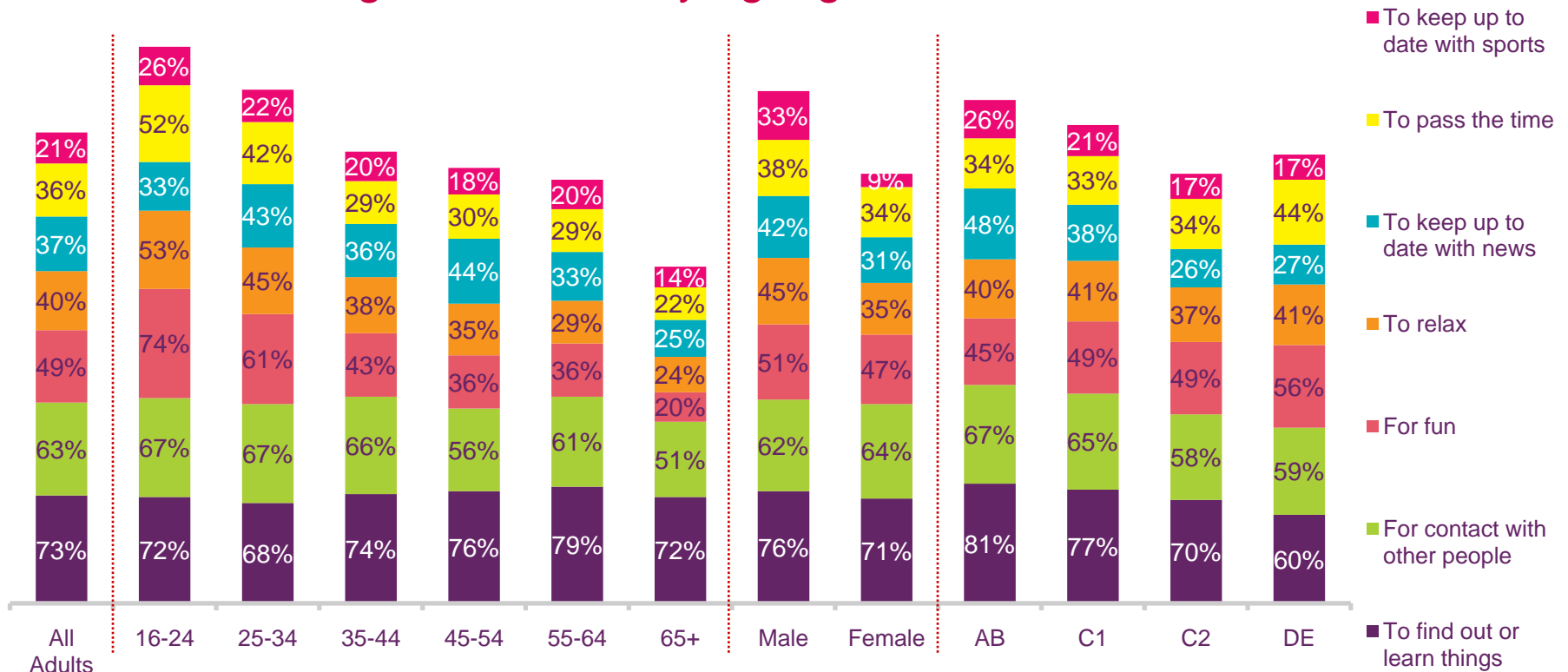
QE2: Do you or does anyone in your household have access to the internet/ Worldwide Web at home?

Source: Ofcom technology tracker, Q1 2011.

Base: all adults 16+ (n = 3474 UK, 460 16-24, 540 25-34, 1204 35-54, 535 55-64, 407 65-74, 328 75+, 784 AB, 1014 C1, 701 C2, 975 DE, 1679 male, 1795 female)

Figure 4.18

Reasons for using the internet, by age, gender and SEG



IN42 – Which, if any of these are reasons why you use the internet? (prompted responses, multi-coded)

Base: All adults aged 16+ who use the internet at home or elsewhere (1489 aged 16+ in 2010, 271 aged 16-24, 287 aged 25-34, 338 aged 35-44, 245 aged 45-54, 214 aged 55-64, 134 aged 65+, 752 male, 737 female, 433 AB, 478 C1, 278 C2, 300 DE)

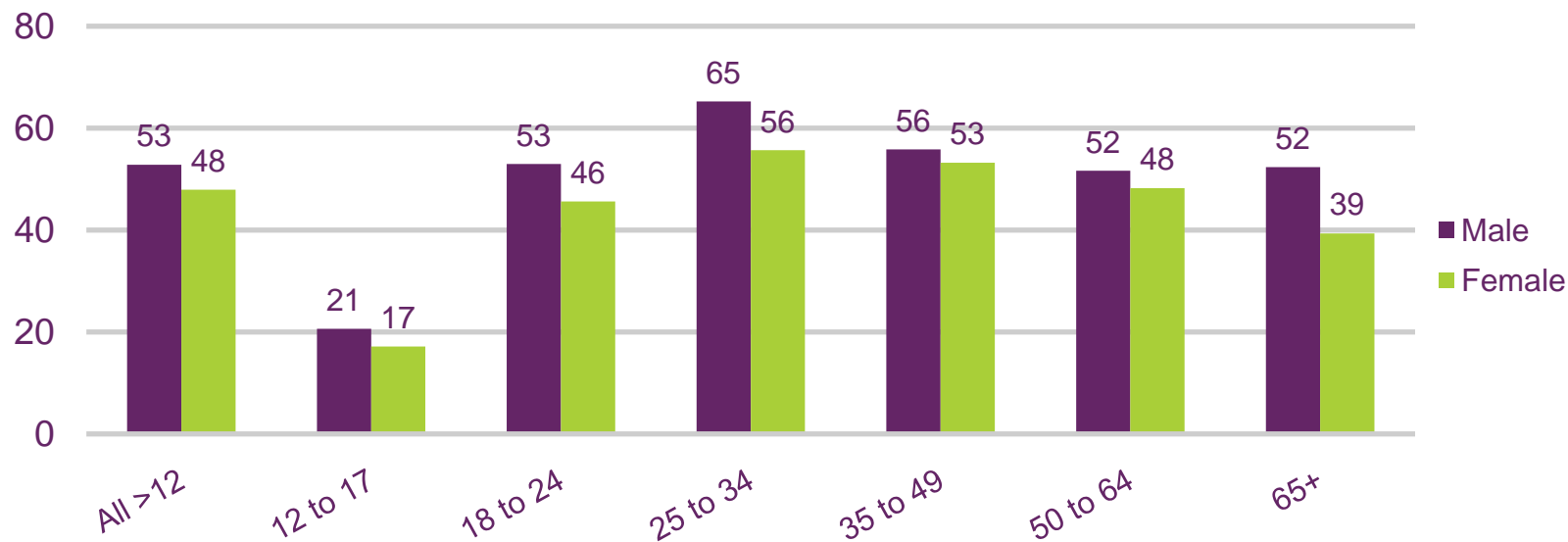
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010



Figure 4.19

Average time spent on the internet by age and gender

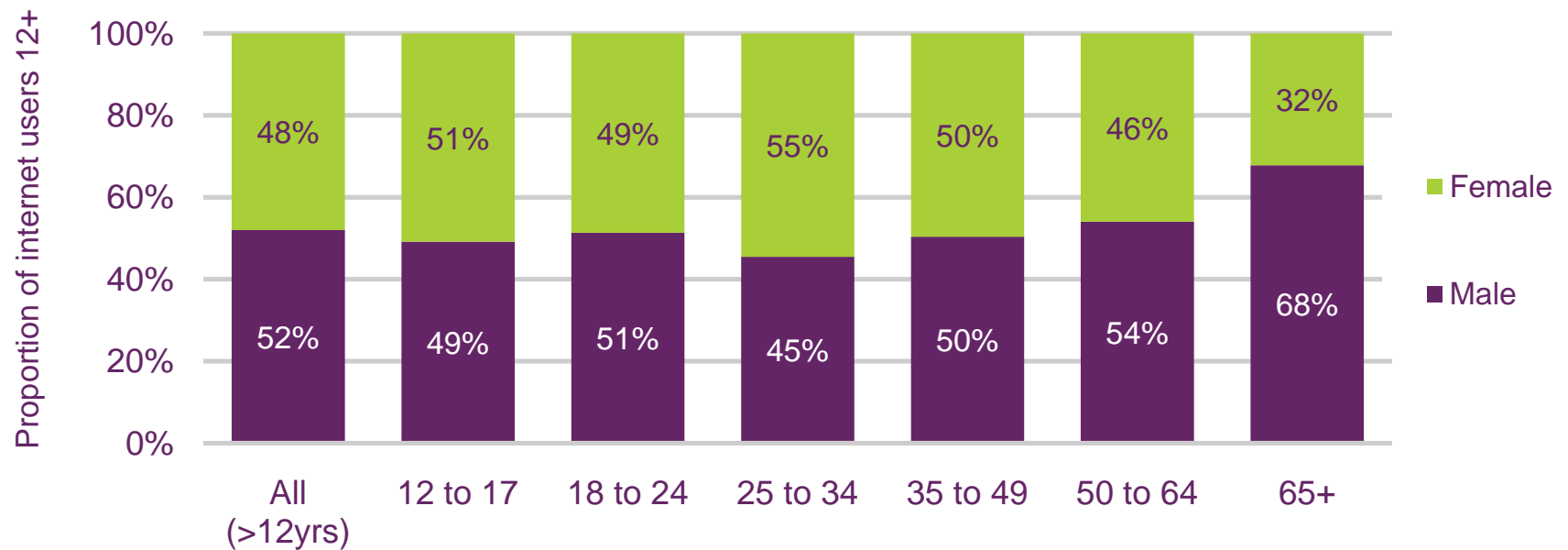
Average monthly hours online per internet user



Source: UKOM/Nielsen, April 2011

Figure 4.20

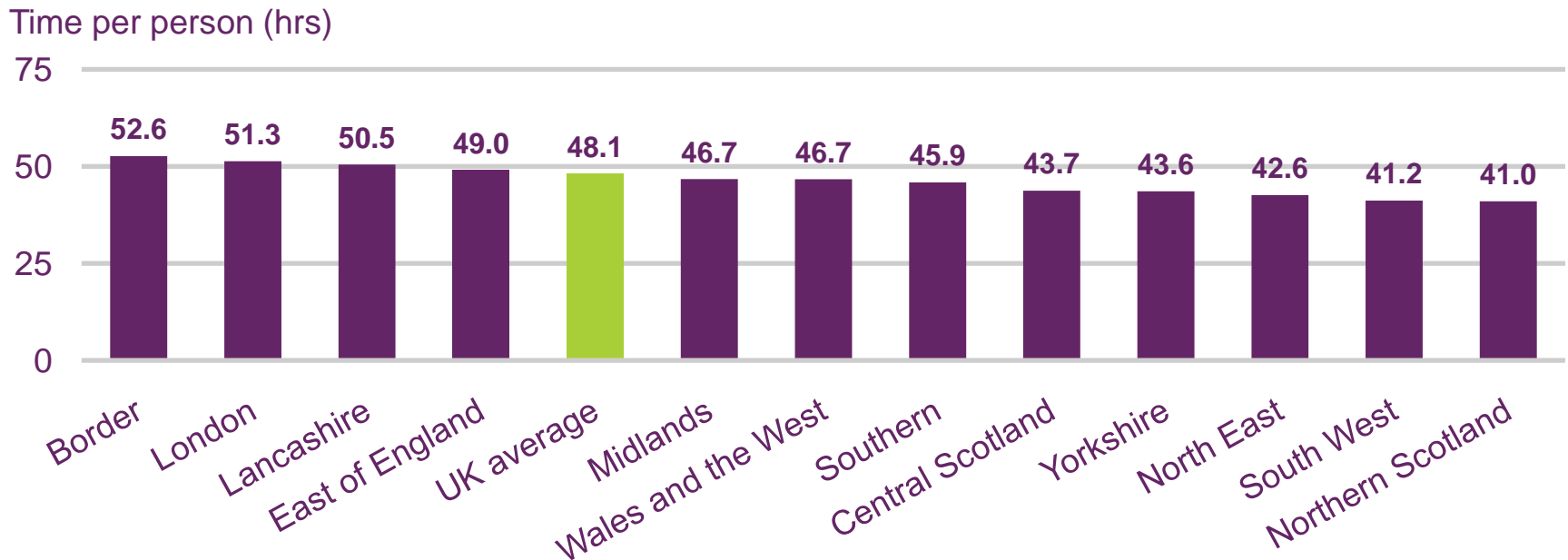
Internet usage by gender (total time spent online)



Source: UKOM/Nielsen, April 2011

Figure 4.21

Monthly internet-enabled PC time per user, by region



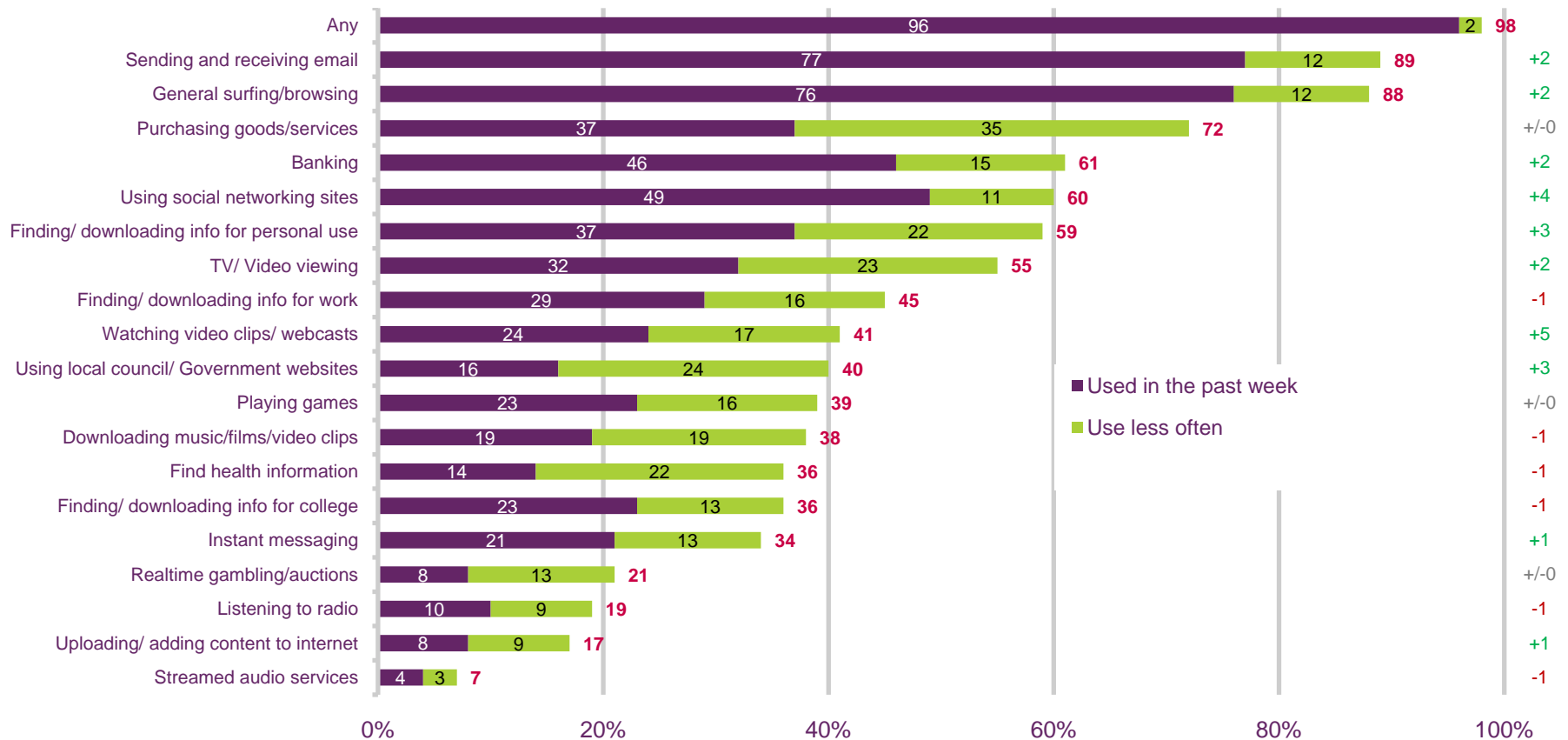
Source: UKOM/Nielsen, home and work panel, applications included. Month of April 2011. Regions based on ISBA regions.

Note: active online universe = number of users aged 2+ who use an internet-enabled computer.

Figure 4.22

Claimed use of the internet for selected activities

Increase
Since Q1 2010
(%-age points)



QE5. Which, if any, of these do you or members of your household use the internet for whilst at home?

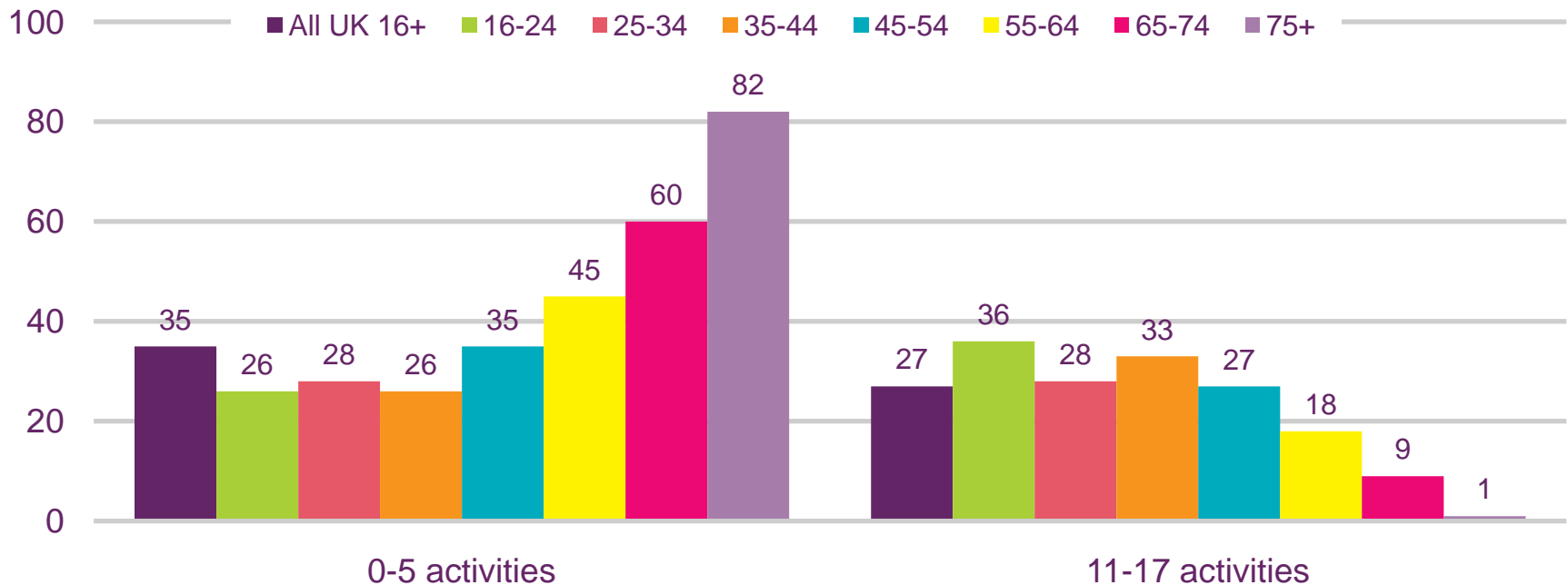
Source: Ofcom research, Quarter 1 2011

Base: Adults aged 16+ with a broadband connection at home (n= 2481 UK)

Figure 4.23

Breadth of internet use (number of internet activities undertaken)

Proportion of internet users (%)



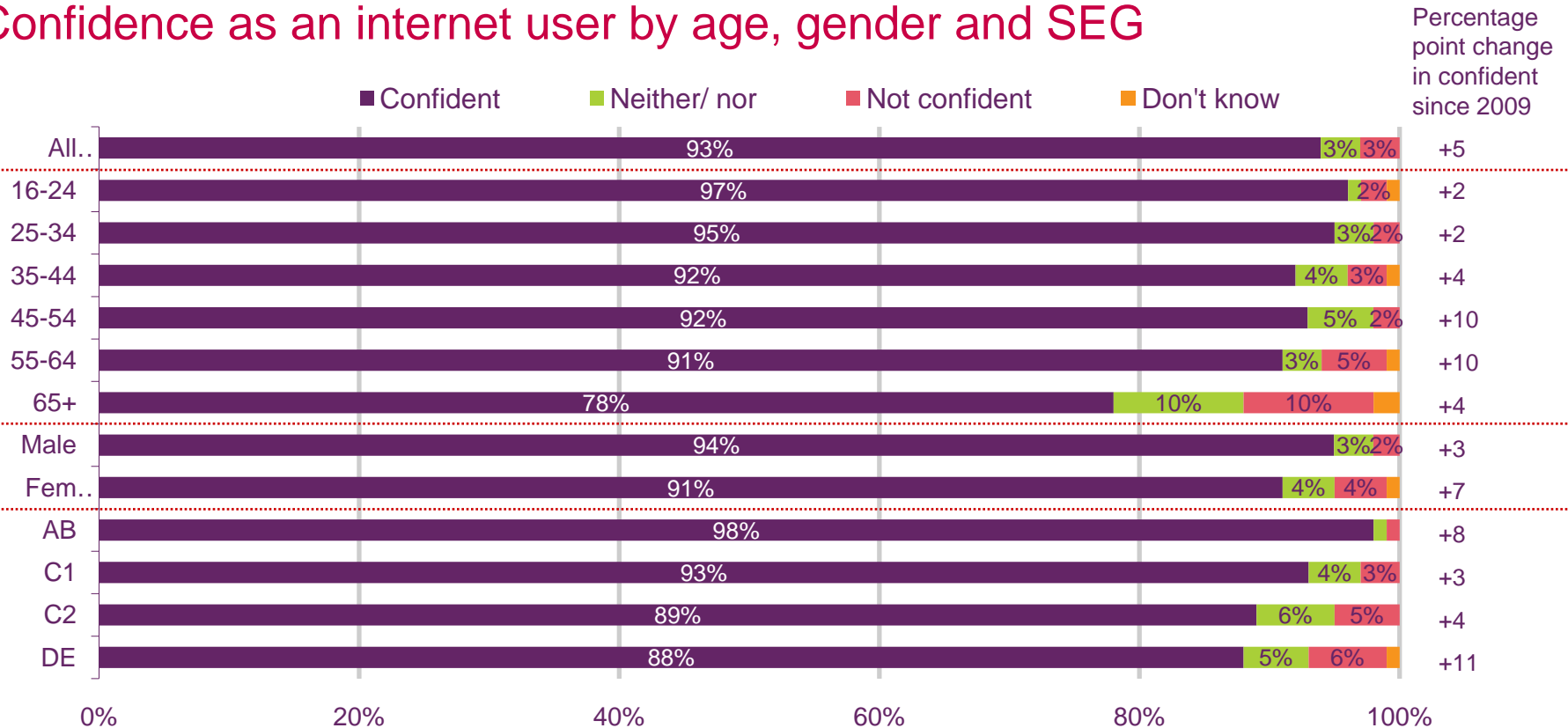
Q10A: Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom Technology Tracker digital participation research, Q1 2011

Base: All home internet users (n=2534)

Figure 4.24

Confidence as an internet user by age, gender and SEG



IN10D – Overall then, how confident are you as an internet user? (Prompted responses, single coded)

Base: All adults aged 16+ who use the internet at home or elsewhere (1489 aged 16+ in 2010, 271 aged 16-24, 287 aged 25-34, 338 aged 35-44, 245 aged 45-54, 214 aged 55-64, 134 aged 65+, 752 male, 737 female, 433 AB, 478 C1, 278 C2, 300 DE)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Figure 4.25

Concerns about the internet among users, by age

% point change since 2009

-14 -7 -5 -6 +1 -13 +1

% point change since 2007

-19 -19 -18 -23 -13 -13 -14



IN30 – Can you tell me if you have any concerns about what is on the internet? (Spontaneous responses, multi-coded)

Base: Adults aged 16+ who use the internet at home or elsewhere (1489 aged 16+, 271 aged 16-24, 287 aged 25-34, 338 aged 35-44, 245 aged 45-54, 214 aged 55-64, 134 aged 65+)

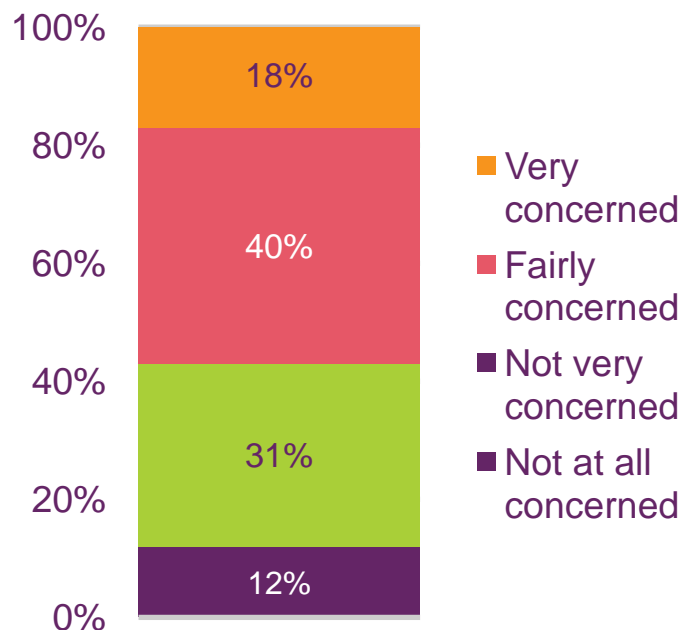
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Figure 4.26

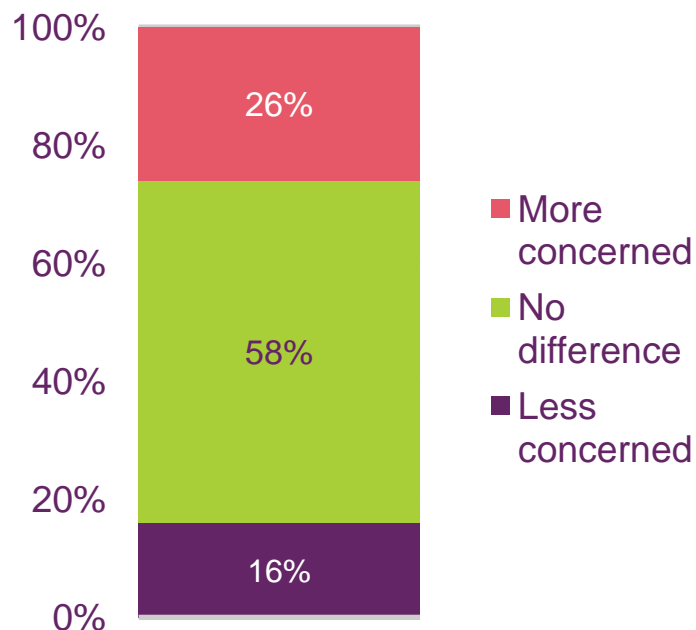
Concerns about privacy online



How concerned are you about your privacy on line?



Are you more or less concerned about privacy issues using a mobile phone compared to a PC?



Q10. Generally speaking, when you use the internet, how concerned are you about your privacy on line?

Base: All respondents (1022)

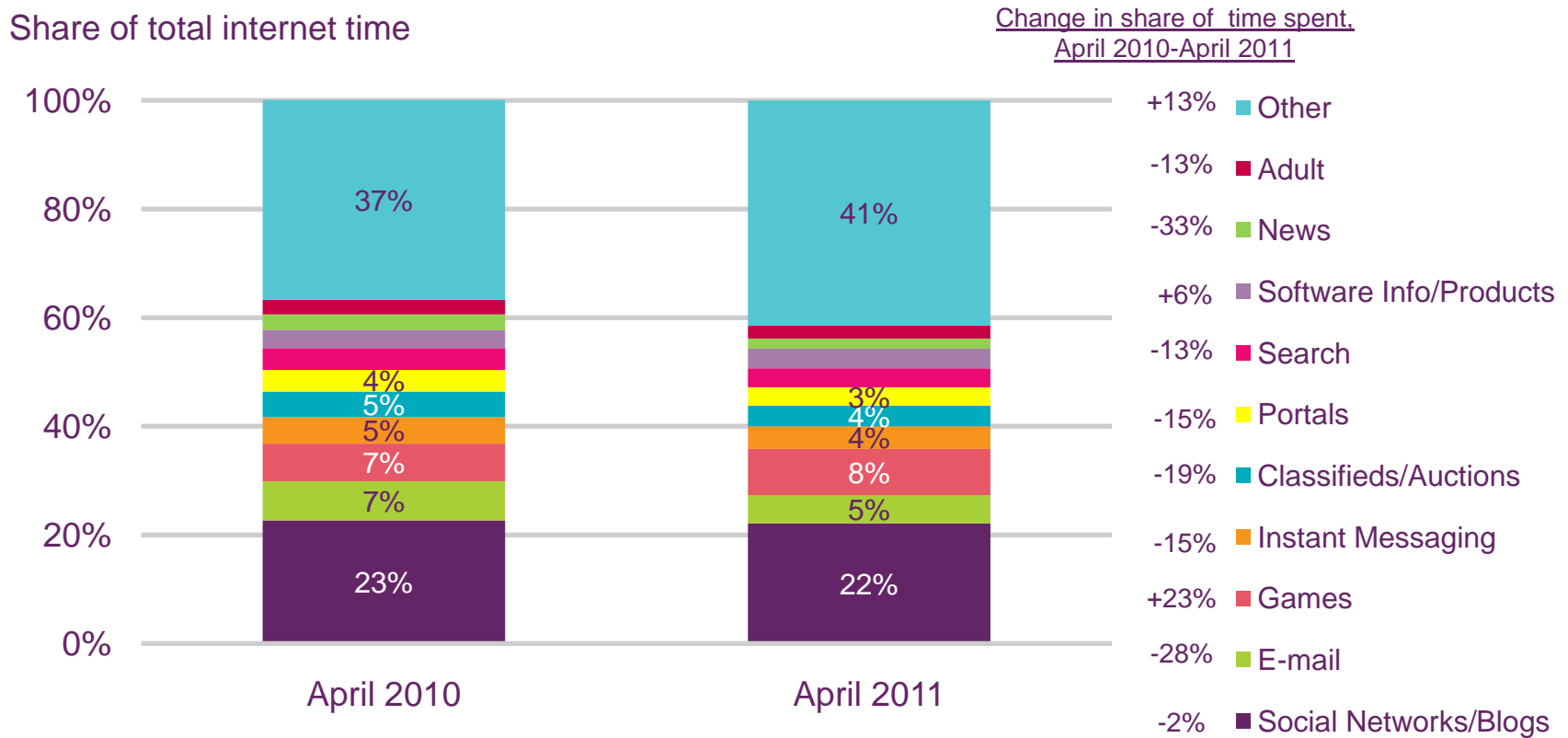
Q11. Are you more or less concerned about privacy issues when you use your mobile phone to access the internet compared to when you use a PC, laptop or tablet?

Base: Those who access the internet via mobile phone (212)

Source: Monetisation of data research, conducted on behalf of the Communications Consumer Panel by Accent, fieldwork in February 2011

Figure 4.27

UK internet sectors' share of total PC internet time

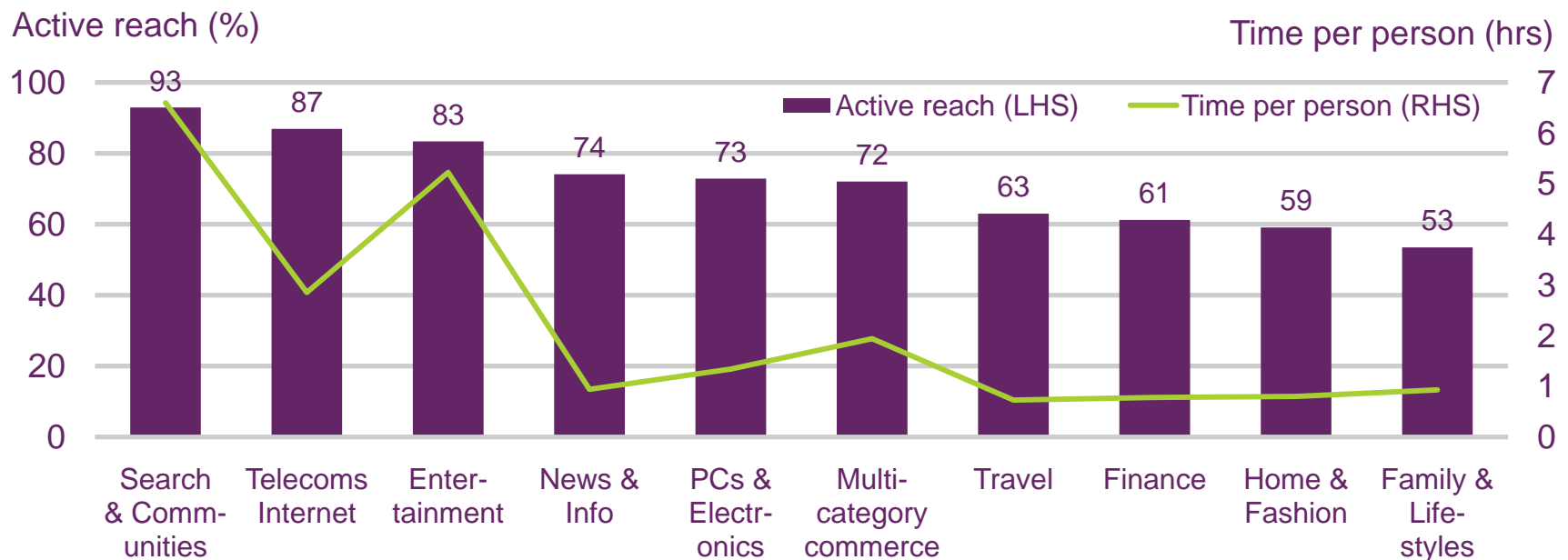


Source: UKOM/Nielsen.

Note: Home and work panel, applications included. Email excludes work-related email.

Figure 4.28

Most popular site categories, by active reach

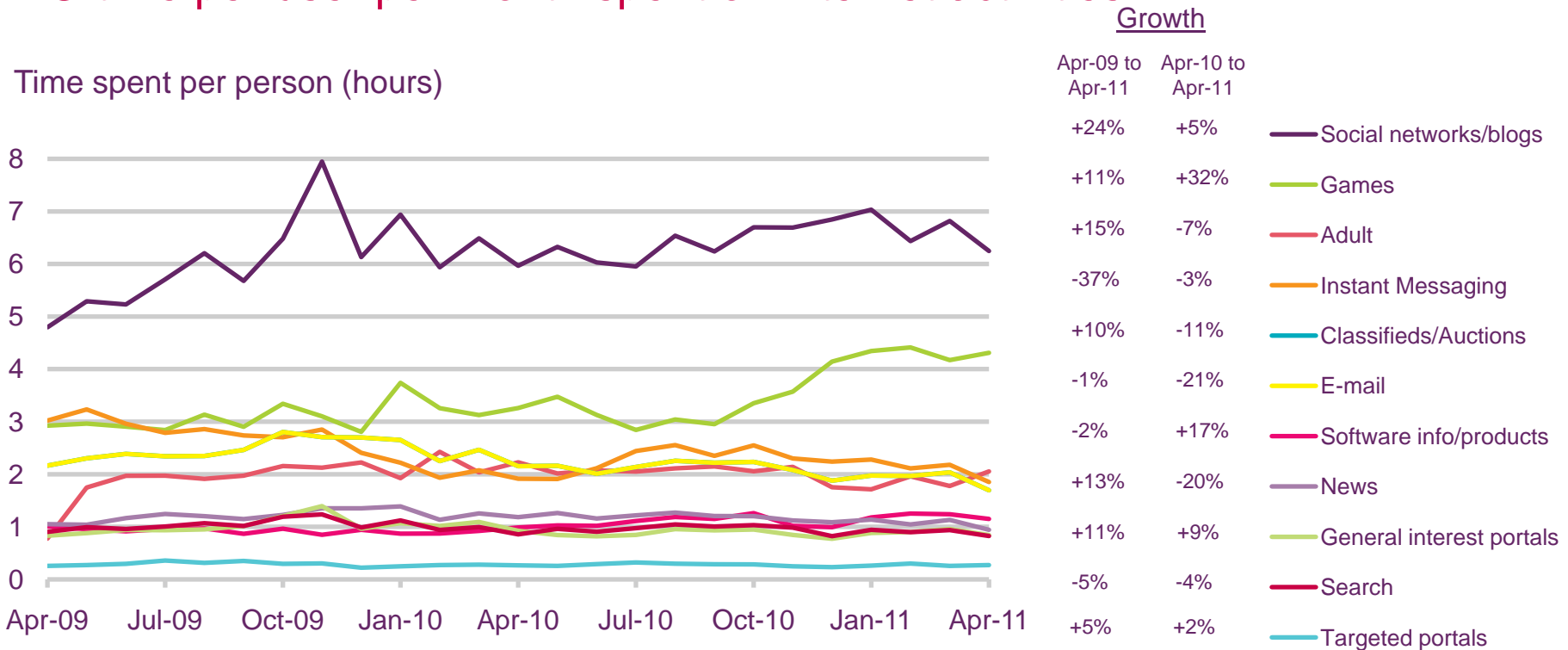


Source: UKOM/Nielsen home and work panel, applications included, month of April 2011.

Note: “active reach” = the percentage of all active 2+ unique persons who visited the site or used the application. ‘Active’ is defined as anyone who used an internet-enabled computer within the time period.

Figure 4.29

PC-time per user per month spent on internet activities

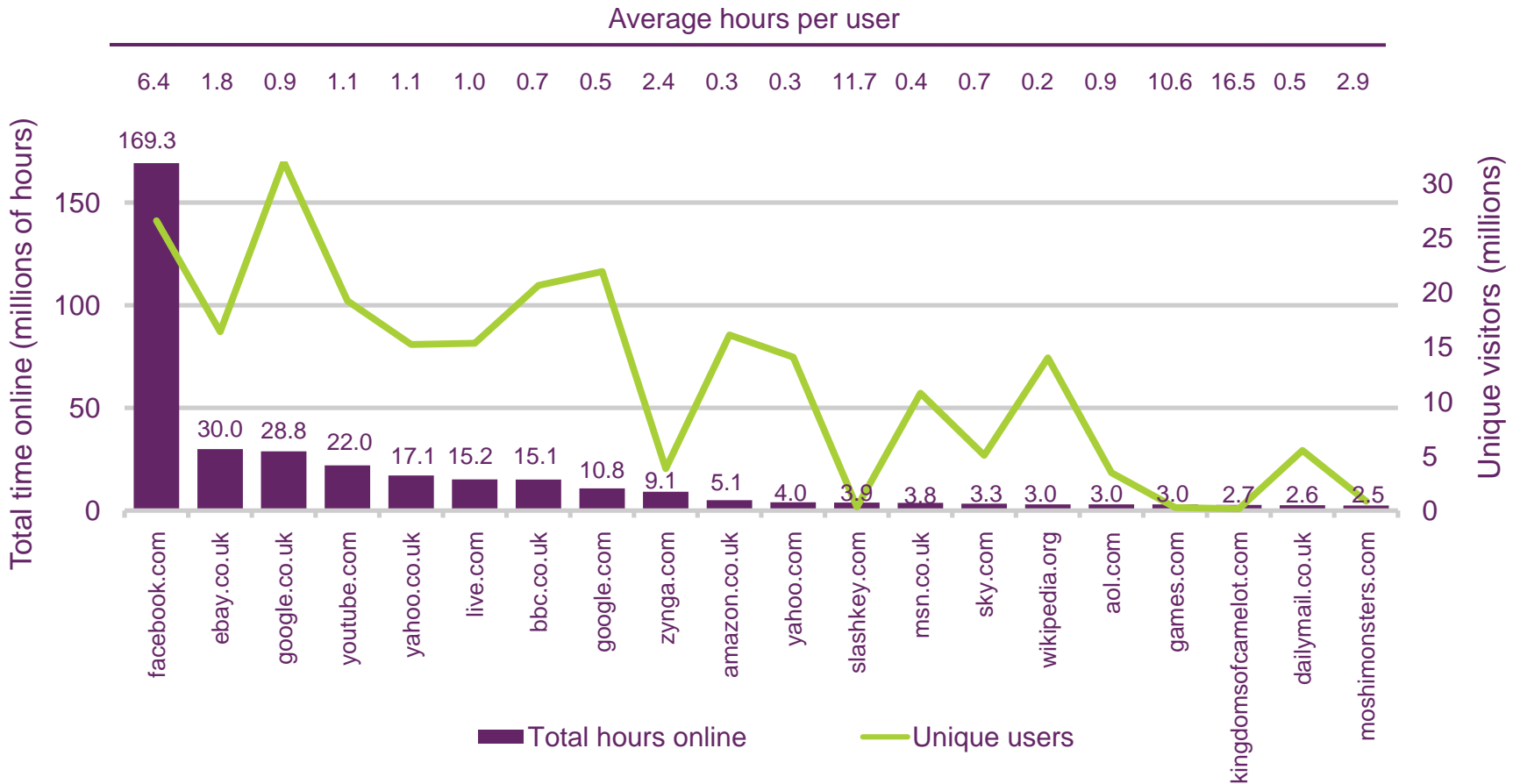


Source: UKOM/Nielsen

Notes: Home and work panel, applications included; Email excludes work-related email

Figure 4.30

Top 20 UK websites by time spent on PCs online, April 2011



Source: UKOM/Nielsen, April 2011; 'At home' data excluding internet applications

Figure 4.31

Top 10 sites by unique audience, split by age

Rank	2-17	18-24	25-34	35-49	50-64	65+
1	Google	Google	Google	Google	Google	Google
2	Google Search	Google Search	Google Search	Google Search	Google Search	Google Search
3	Facebook	Facebook	Facebook	MSN/WindowsLive/Bing	MSN/WindowsLive/Bing	MSN/WindowsLive/Bing
4	MSN/WindowsLive/Bing	MSN/WindowsLive/Bing	MSN/WindowsLive/Bing	Facebook	Facebook	BBC
5	YouTube	YouTube	Yahoo!	BBC	Yahoo!	Facebook
6	BBC	Windows Live Messenger	YouTube	Yahoo!	BBC	Yahoo!
7	YouTube Homepage	YouTube Homepage	BBC	Google Maps	Amazon	Amazon
8	Yahoo!	Google Maps	Google Maps	Amazon	Google Maps	Microsoft
9	Windows Live Messenger	Yahoo!	eBay	YouTube	Microsoft	Google Maps
10	Google Image Search	BBC	Microsoft	eBay	eBay	YouTube

Key

- Google (ex. YouTube)
- Microsoft
- Facebook
- Yahoo!
- BBC
- YouTube
- eBay
- Amazon
- Wikipedia

Source: UKOM/Nielsen home and work panel, applications included, month of April 2011

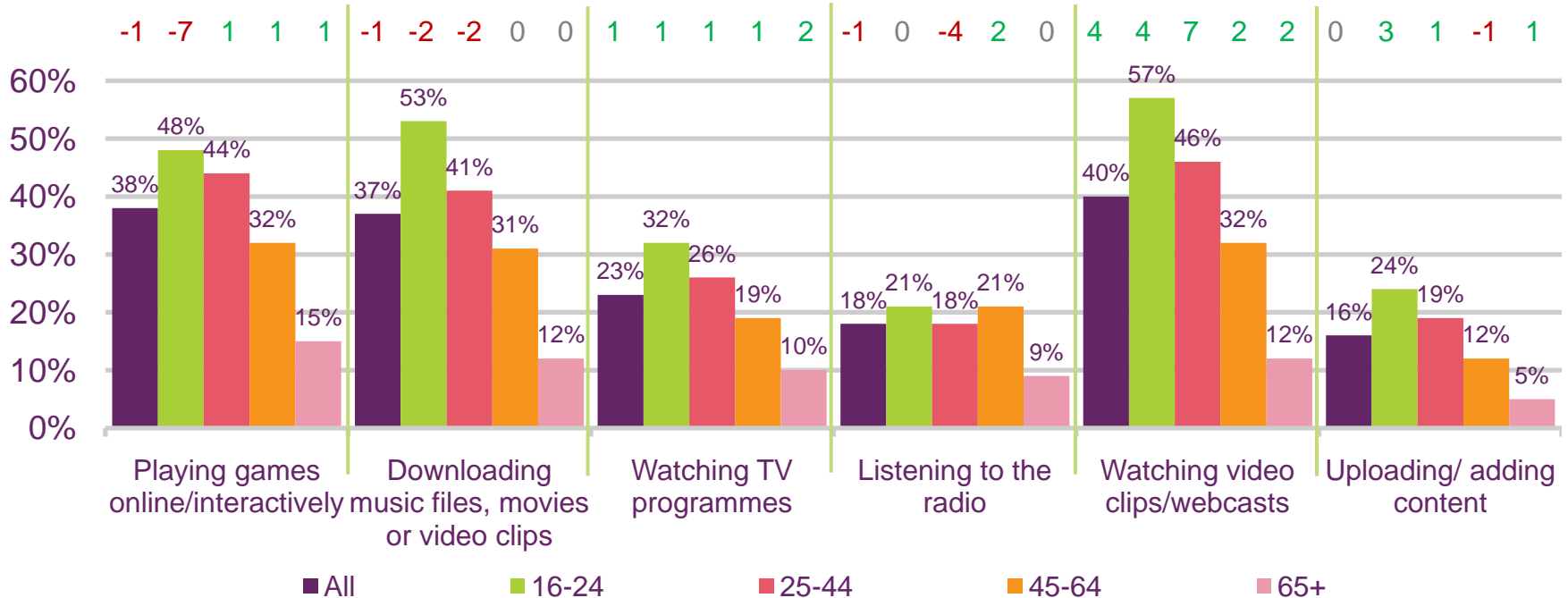
Note: "Unique audience" = the total number of unique persons that have visited a website or used an application at least once in the specified reporting period. Persons visiting the same website or using the same application more than one time in the reporting period are only counted once.

Figure 4.32

Engagement with online media content, by age

% of households who use the internet for the following activities

Increase in activities since Q1 2010 (percentage points)



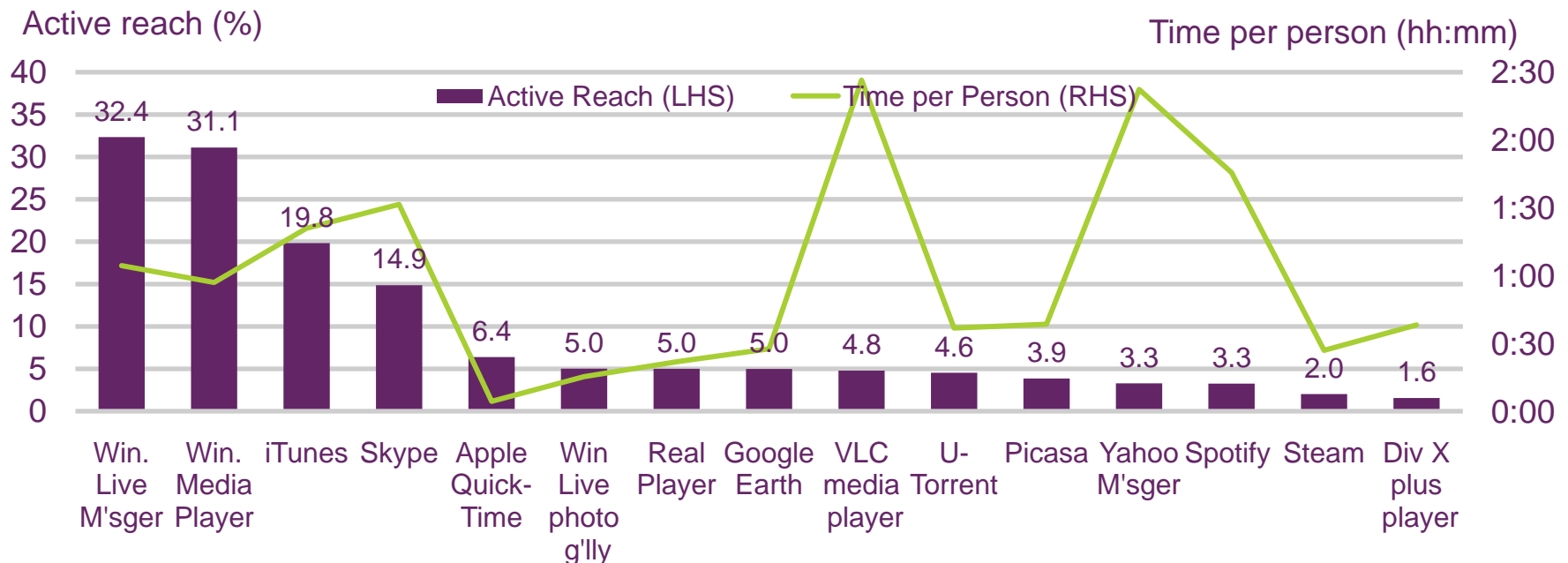
QE5A: Which, if any, of these do you or members of your household use the internet for while at home?

Source: Ofcom research, Q1 2011

Base: All adults who have the internet at home (n= 2534)

Figure 4.33

Most popular internet applications, by active reach

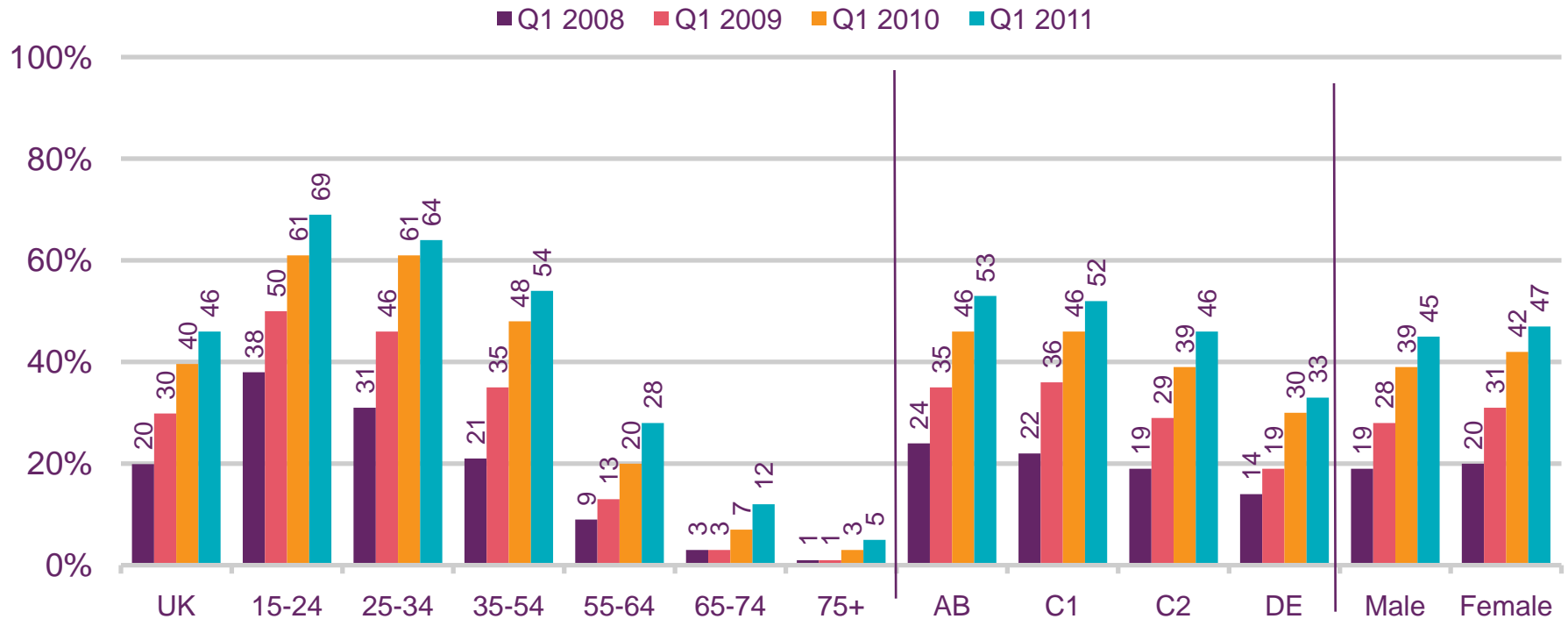


Source: UKOM /Nielsen home and work panel, applications included, month of April 2011

Note: "active reach" = the percentage of all active 2+ unique persons who visited the site or used the application. 'Active' is defined as anyone who used an internet-enabled computer within the time period.

Figure 4.34

Proportion of adults who access social networking sites on the internet at home



QE12: Which, if any, of these do you or members of your household use the internet for while at home?

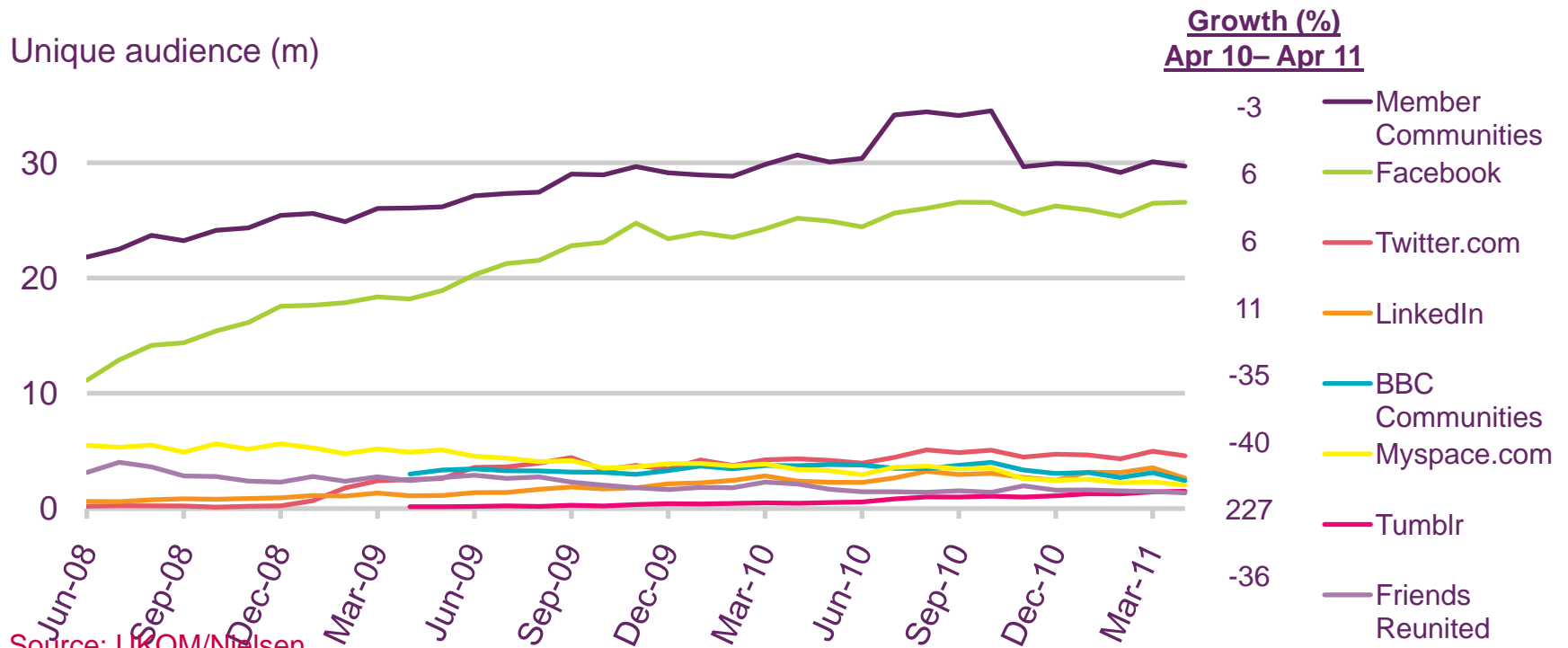
Source: Ofcom technology tracker, Q1 2011

Base: All adults aged 16+ (n = 5812 Q1 2008, 1581 Q3 2008, 6090 Q1 2009, 9013 Q1 2010, 3474 Q1 2011)

Note: Q1 2008 data in this chart are not directly comparable to data published in the 2009 Communications Market Report due to updated data provided to Ofcom.

Figure 4.35

Unique audience of selected social networking sites



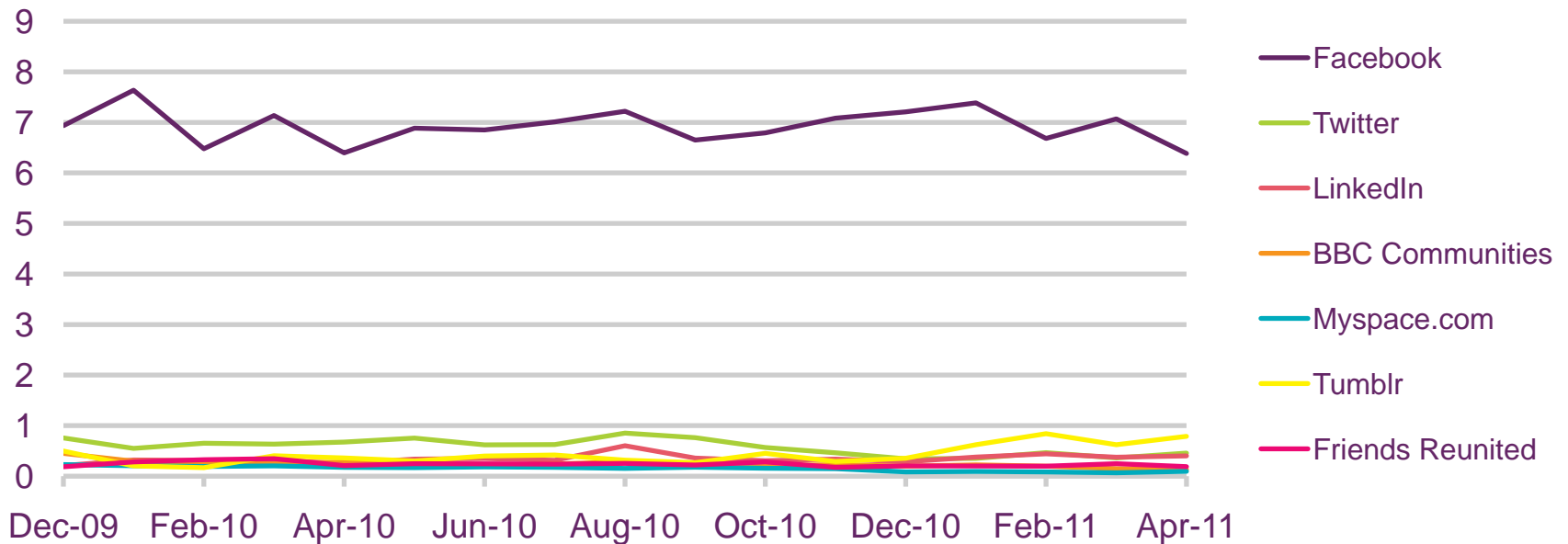
Source: UKOM/Nielsen.

Note: Home and work panel, applications included. 'Member communities' is the UKOM category that primarily consists of social networking sites. "Unique audience" = the total number of unique persons that have visited a website or used an application at least once in the specified reporting period. Persons visiting the same website or using the same application more than one time in the reporting period are only counted once.

Figure 4.36

Time per user per month spent on selected social networking sites

Time per person (hrs)



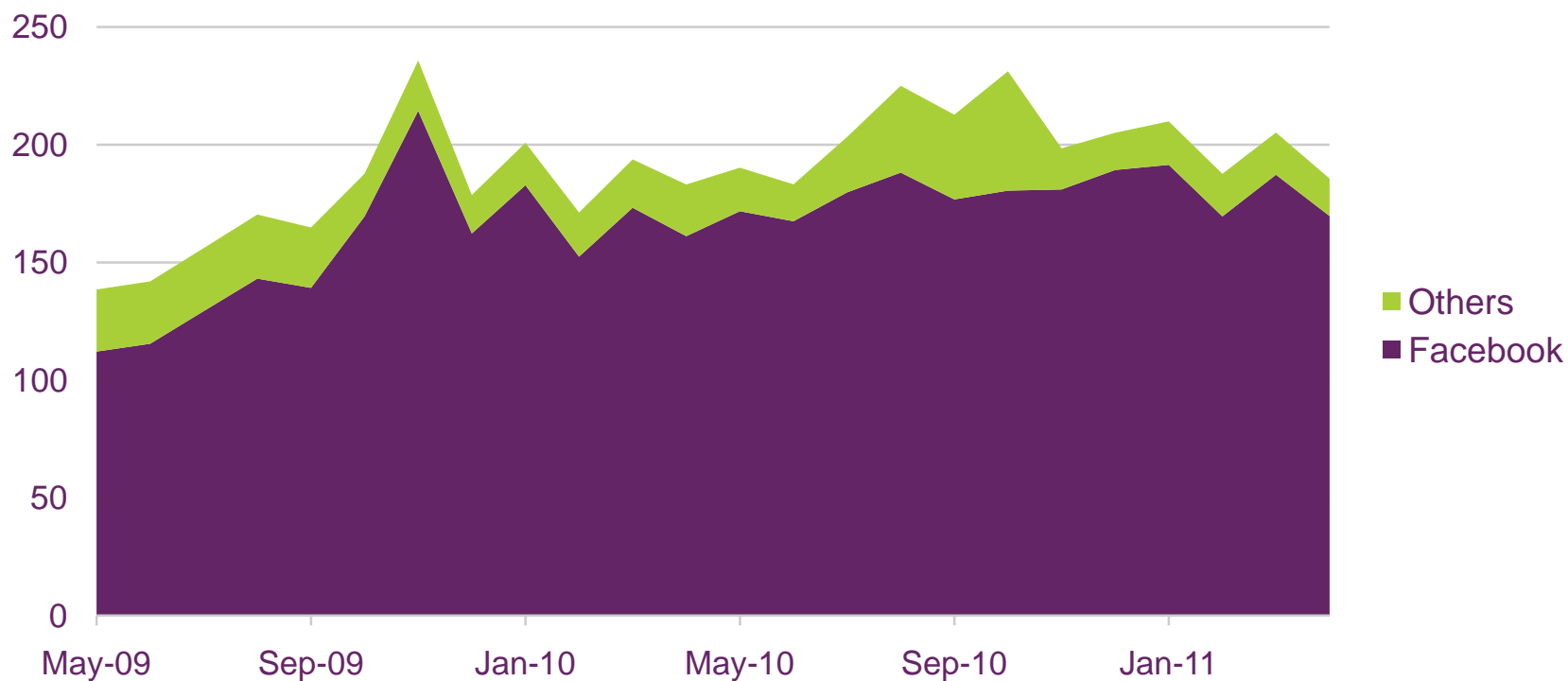
Source: UKOM/Nielsen.

Note: home and work panel, applications included.

Figure 4.37

Total time spent on social networking and blogging sites

Millions of hours per month



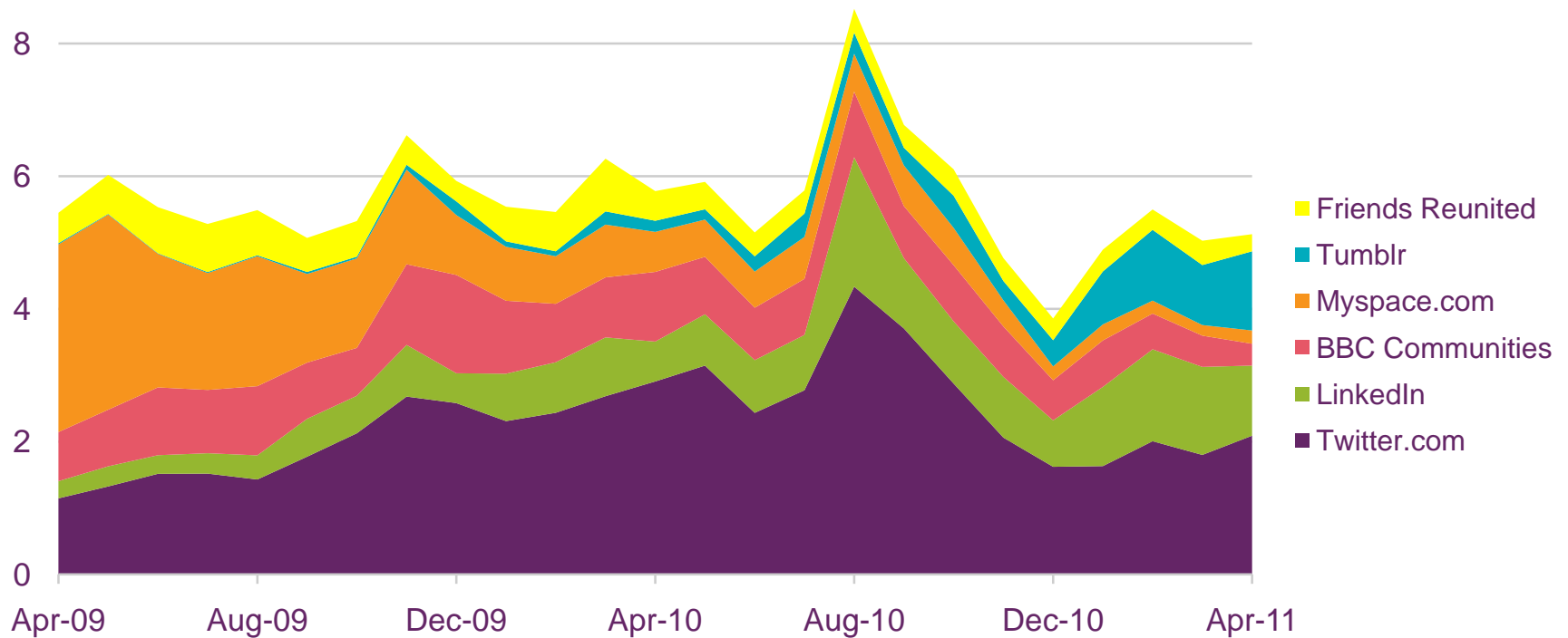
Source: UKOM/Nielsen.

Note: Includes all sites in the UKOM/Nielsen category of 'Member Communities'

Figure 4.38

Total time spent on selected social networking sites (excluding Facebook)

Millions of hours per month

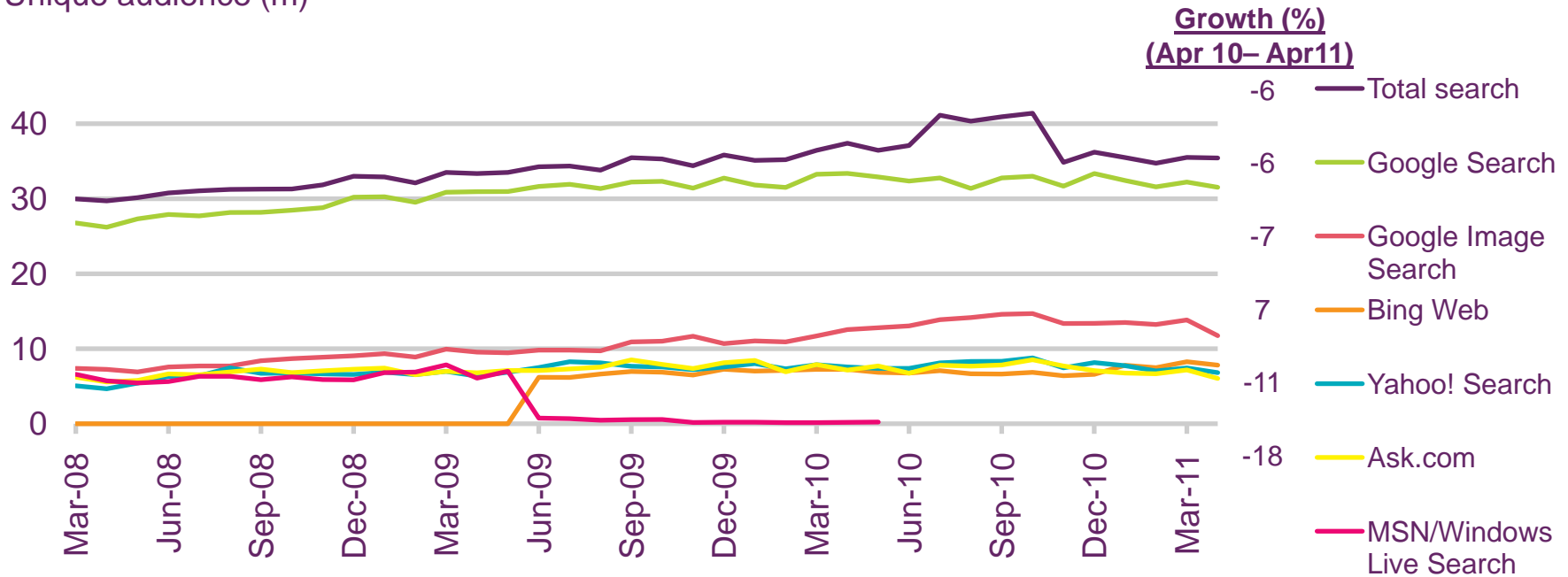


Source: UKOM/Nielsen.

Figure 4.39

Unique audience of leading search sites

Unique audience (m)

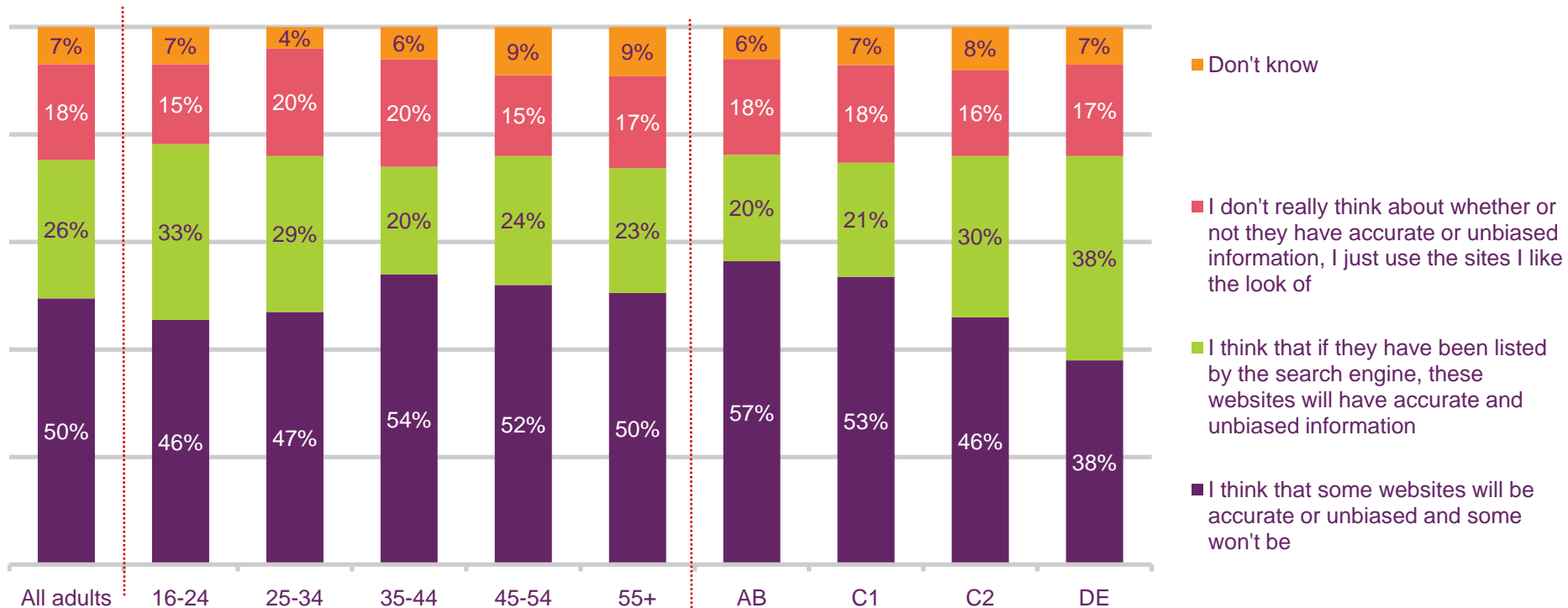


Source: UKOM /Nielsen home and work panel, applications included, month of Apr 11

Note: “Unique audience” = the total number of unique persons that have visited a website or used an application at least once in the specified reporting period. Persons visiting the same website or using the same application more than one time in the reporting period are only counted once.

Figure 4.40

User attitudes towards accuracy or bias of search engine results



NIN46 – When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (Prompted responses, single coded)

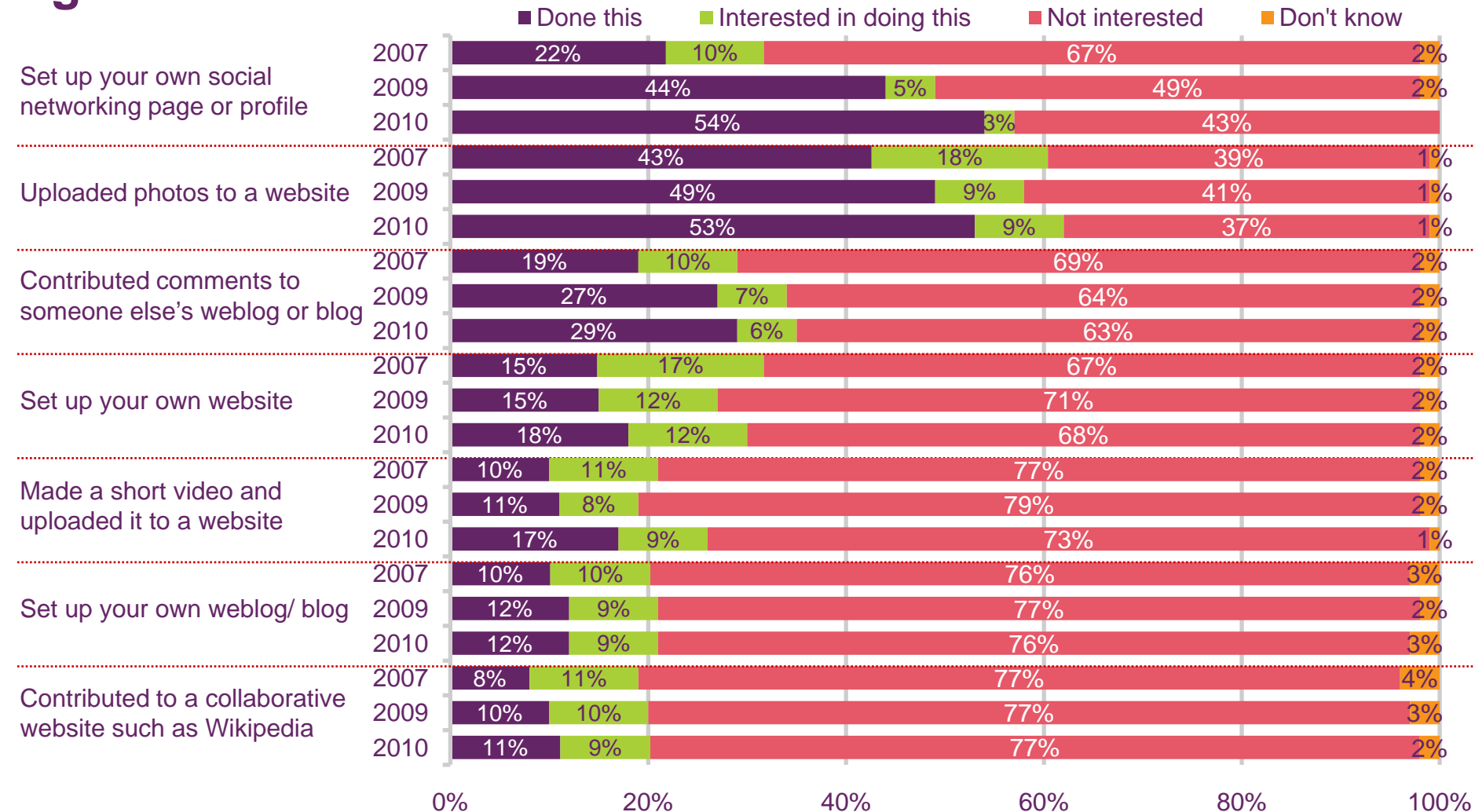
Base: All adults aged 16+ who ever use search engine websites (1090 aged 16+, 205 aged 16-24, 227 aged 25-34, 235 aged 35-44, 183 aged 45-54, 240 aged 55+, 329 AB, 353 C1, 199 C2, 209 DE)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Experience of, and interest in, content creation



Figure 4.41



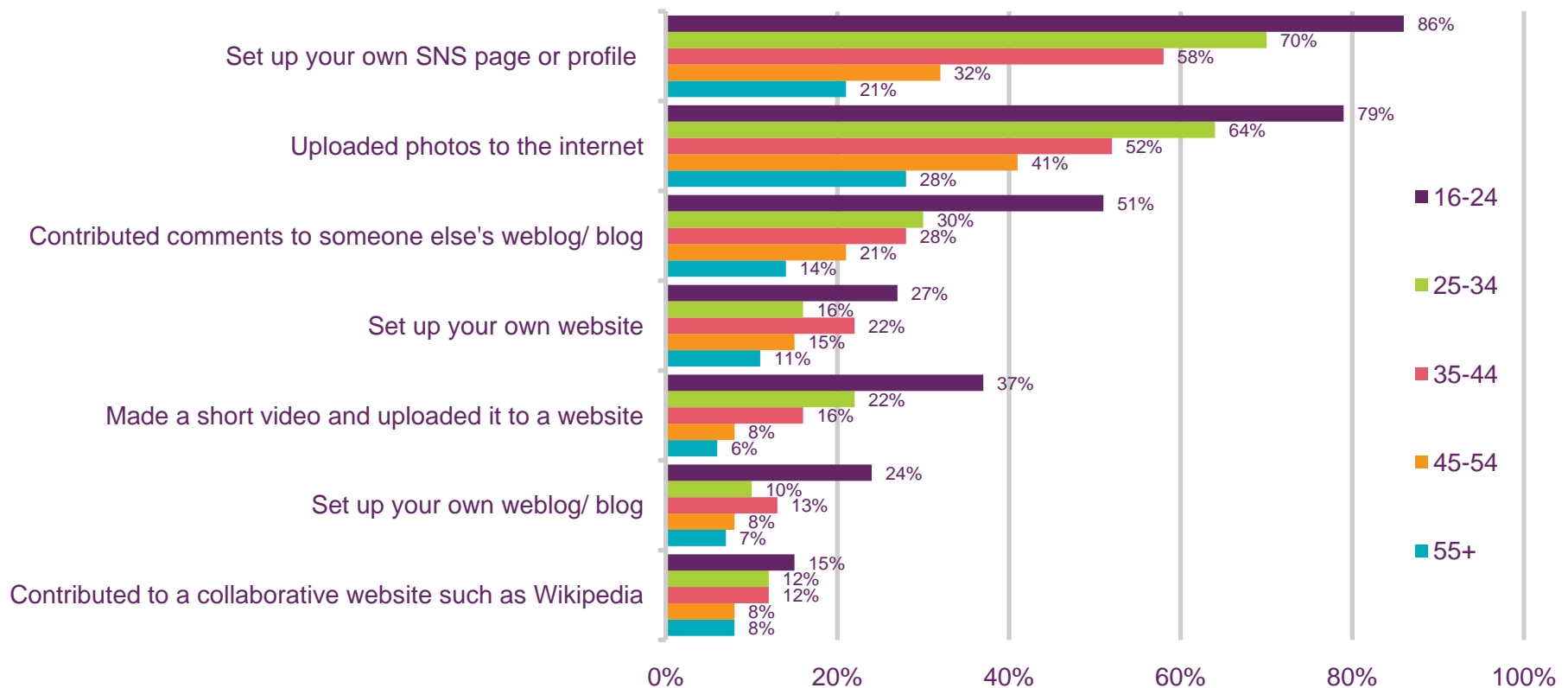
IN23A-I – I'm going to read out a number of things people might do online. Please tell me for each one I read out if you've done it, or you'd be interested in doing it, or not interested. (prompted responses, single coded)

Base: All who use the internet at home or elsewhere (1723 in 2007, 1282 in 2009, 1489 in 2010) Significance testing shows any change between 2009 and 2010

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Figure 4.42

Experience of creative activities, by age



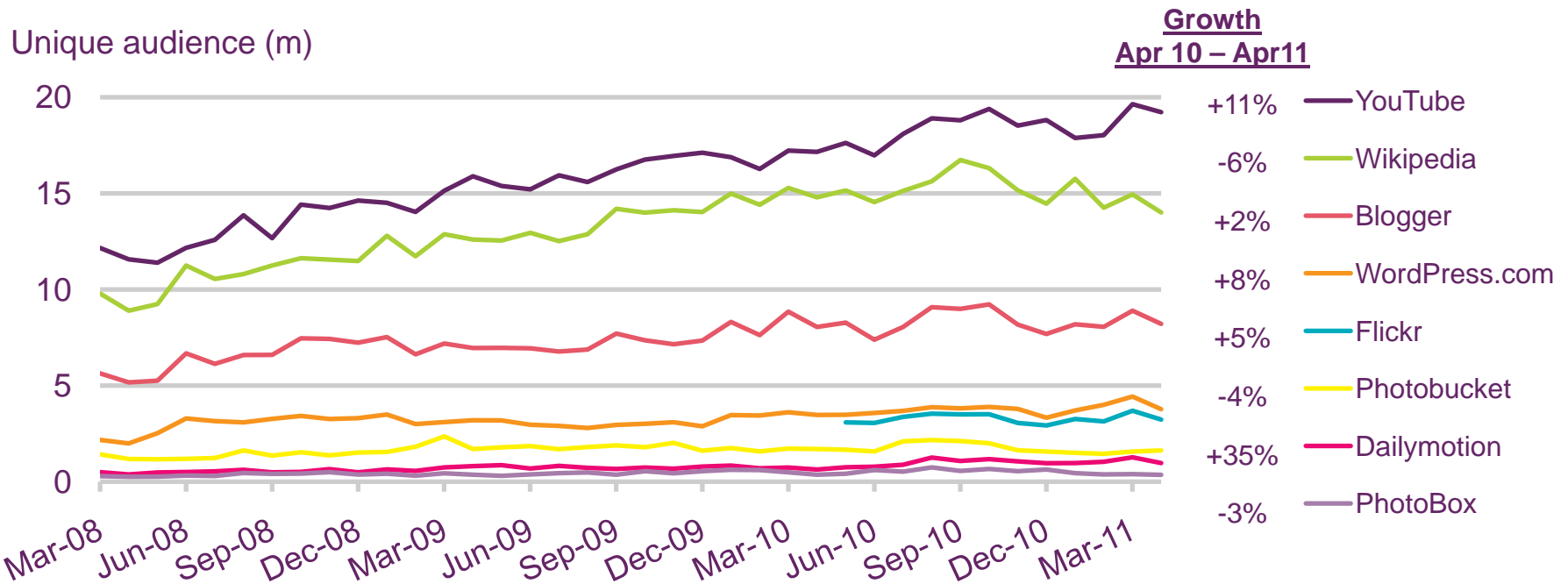
IN23A-I – I'm going to read out a number of things people might do online. Please tell me for each one I read out if you've done it, or you'd be interested in doing it, or not interested.

All who use the internet at home or elsewhere (271 aged 16-24, 287 aged 25-34, 338 aged 35-44, 245 aged 45-54, 348 aged 55+)

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Figure 4.43

Unique audience of selected user-generated content sites

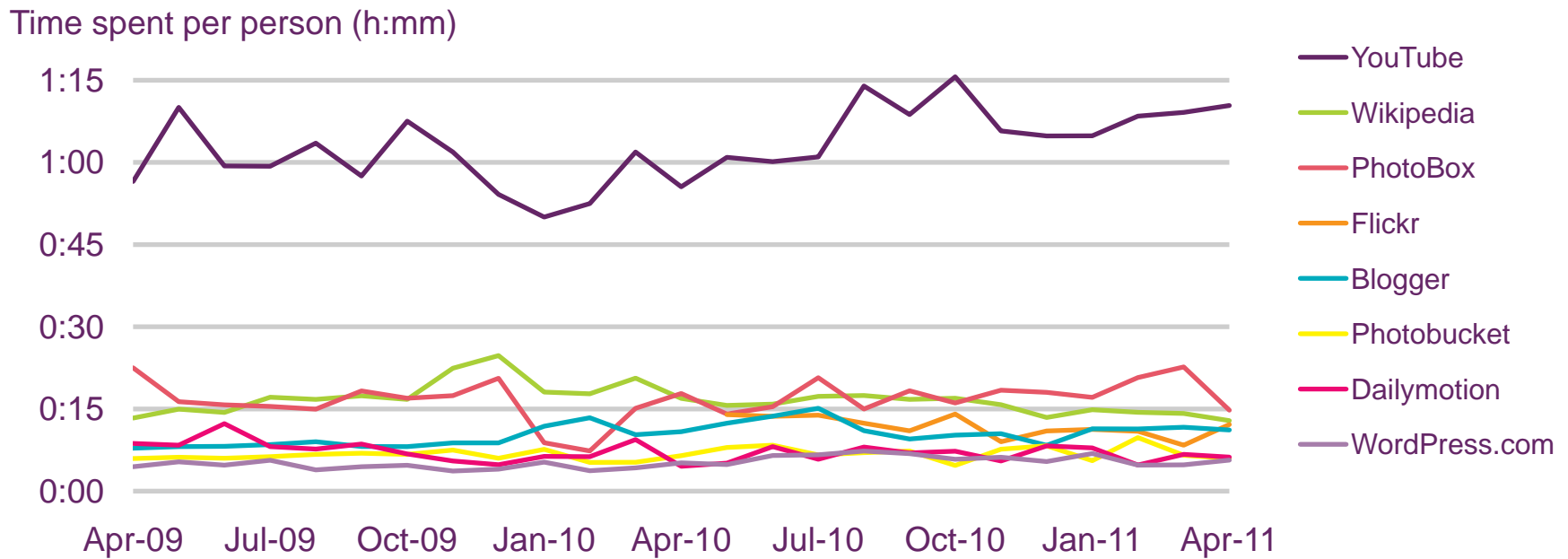


Source: UKOM /Nielsen home and work panel, applications included,

Note: “Unique audience” = the total number of unique persons that have visited a website or used an application at least once in the specified reporting period. Persons visiting the same website or using the same application more than one time in the reporting period are only counted once. Flickr due to UKOM changes no data available pre May10.

Figure 4.44

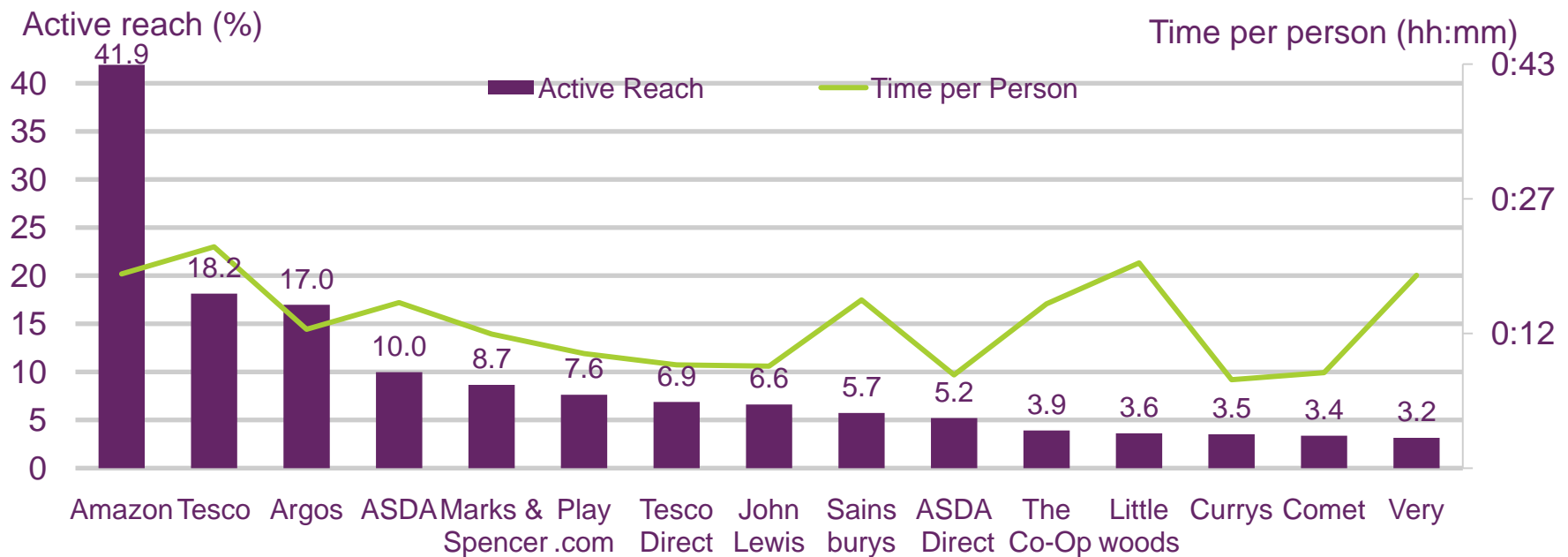
Time spent on selected user-generated content sites



Source: UKOM/Nielsen, home and work panel,

Figure 4.45

Mass Merchandising by active reach

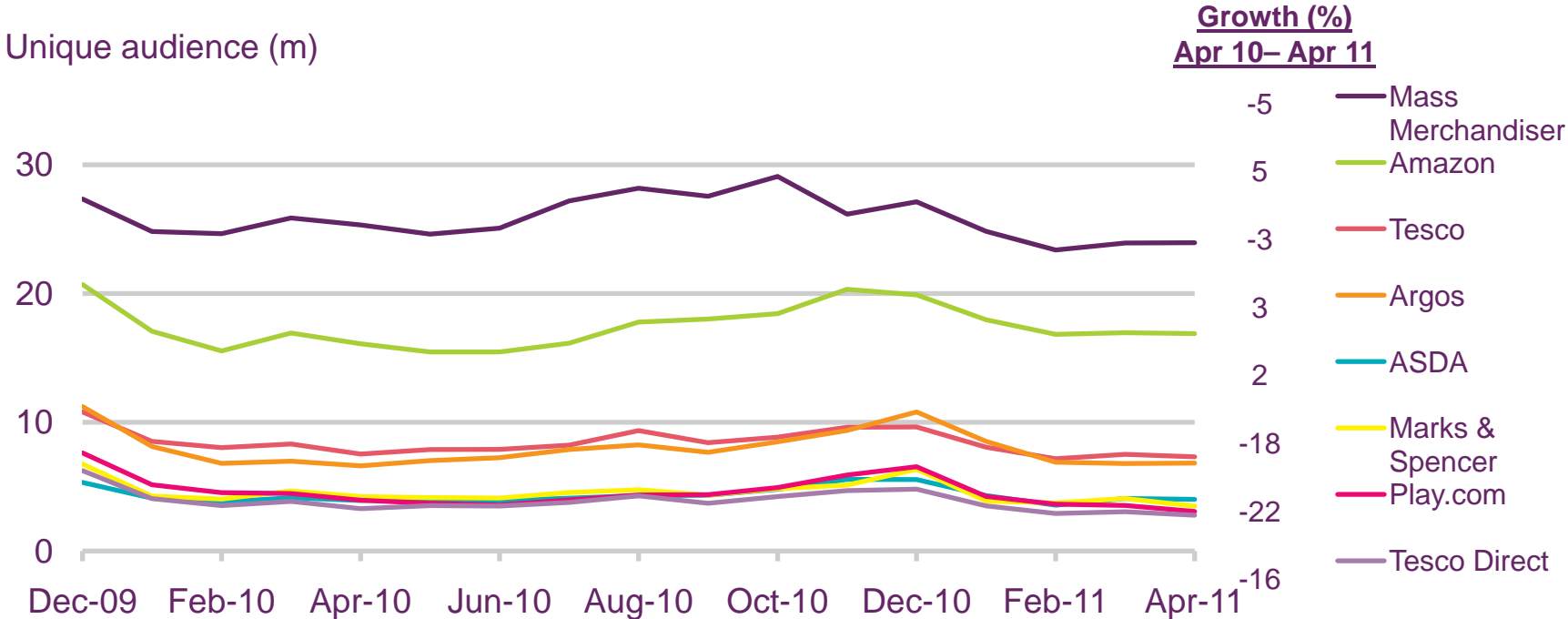


Source: UKOM/Nielsen home and work panel, month of April 2011

Note: "active reach" = the percentage of all active 2+ unique persons who visited the site or used the application. 'Active' is defined as anyone who used an internet-enabled computer within the time period.

Figure 4.46

Unique audience of selected Mass merchandising sites

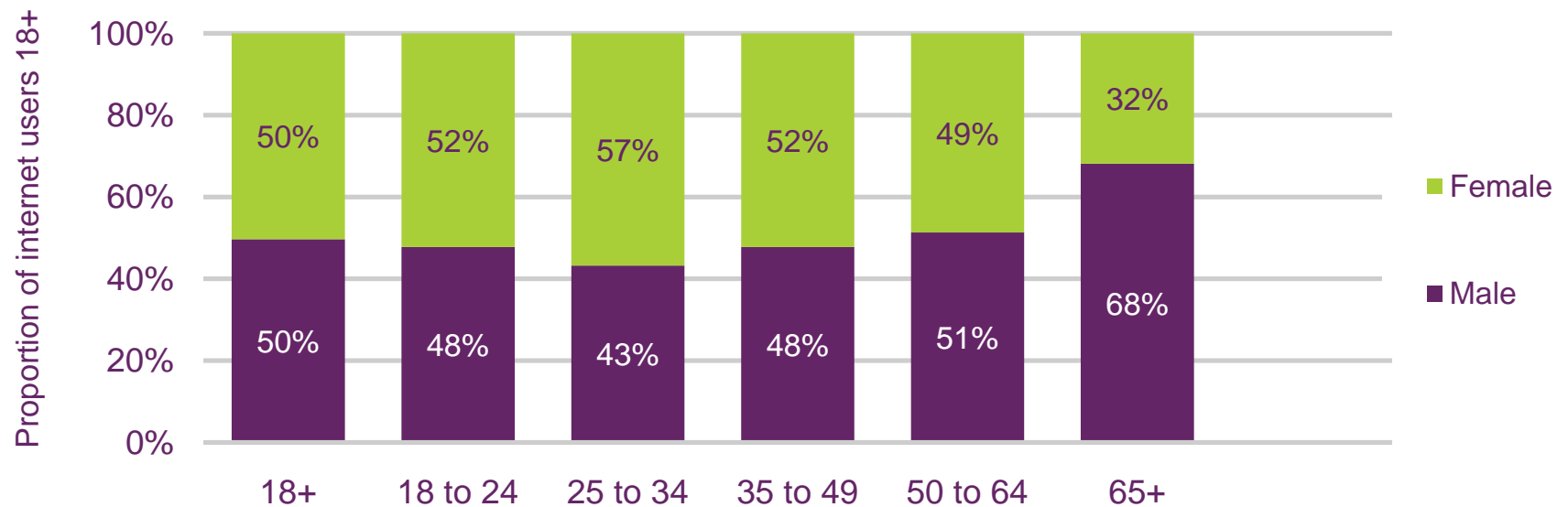


Source: UKOM/Nielsen.

Note: Home and work panel, 'Unique audience' = the total number of unique persons that have visited a website or used an application at least once in the specified reporting period. Persons visiting the same website or using the same application more than one time in the reporting period are only counted once.

Figure 4.47

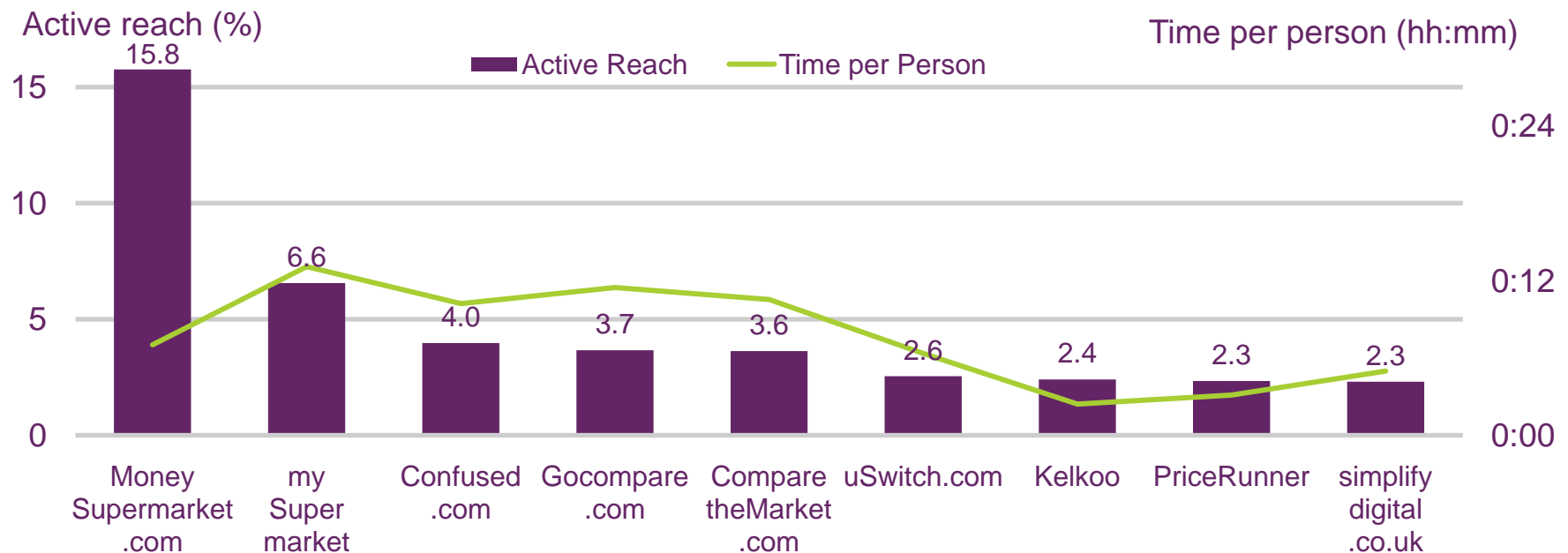
Mass Merchandising usage by gender



Source: UKOM /Nielsen April 2011

Figure 4.48

Selected Reach and time spent on selected price comparison sites, April 2011

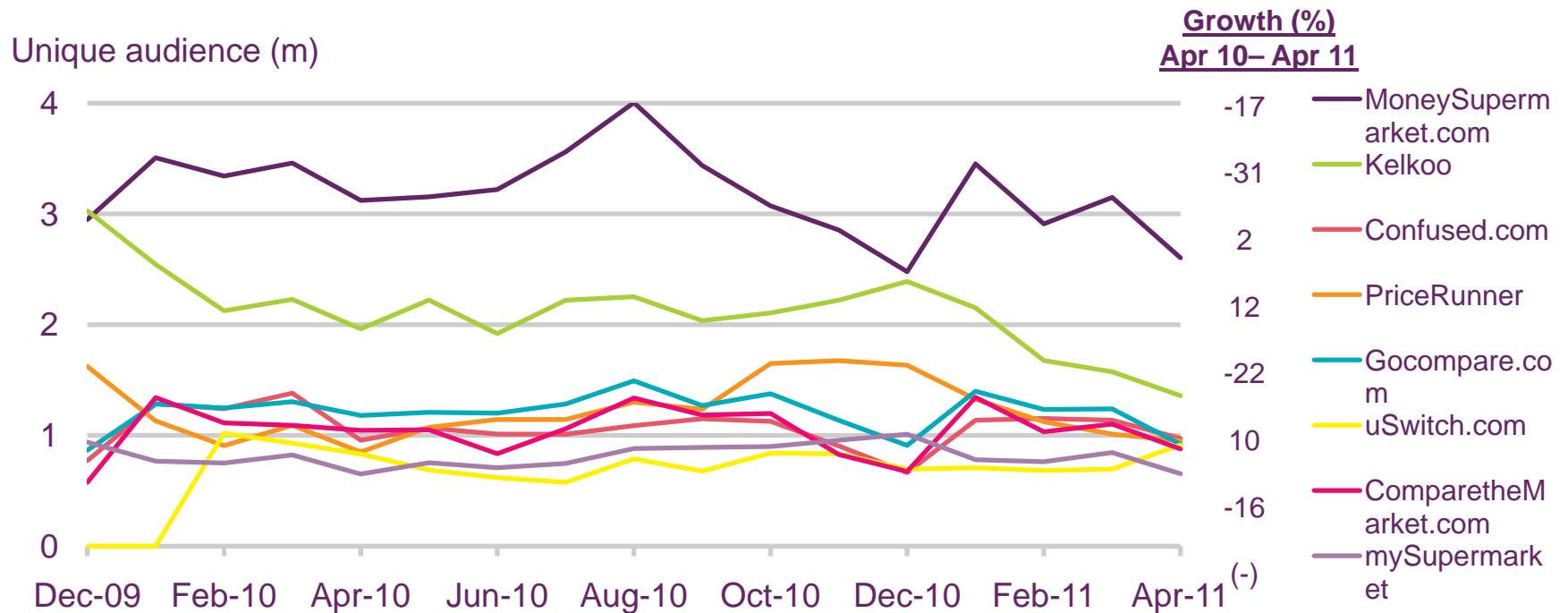


Source: UKOM/Nielsen home and work panel, month of April 2011

Note: “active reach” = the percentage of all active 2+ unique persons who visited the site or used the application. ‘Active’ is defined as anyone who used an internet-enabled computer within the time period.

Figure 4.49

Unique audience of Selected Price Comparison Sites

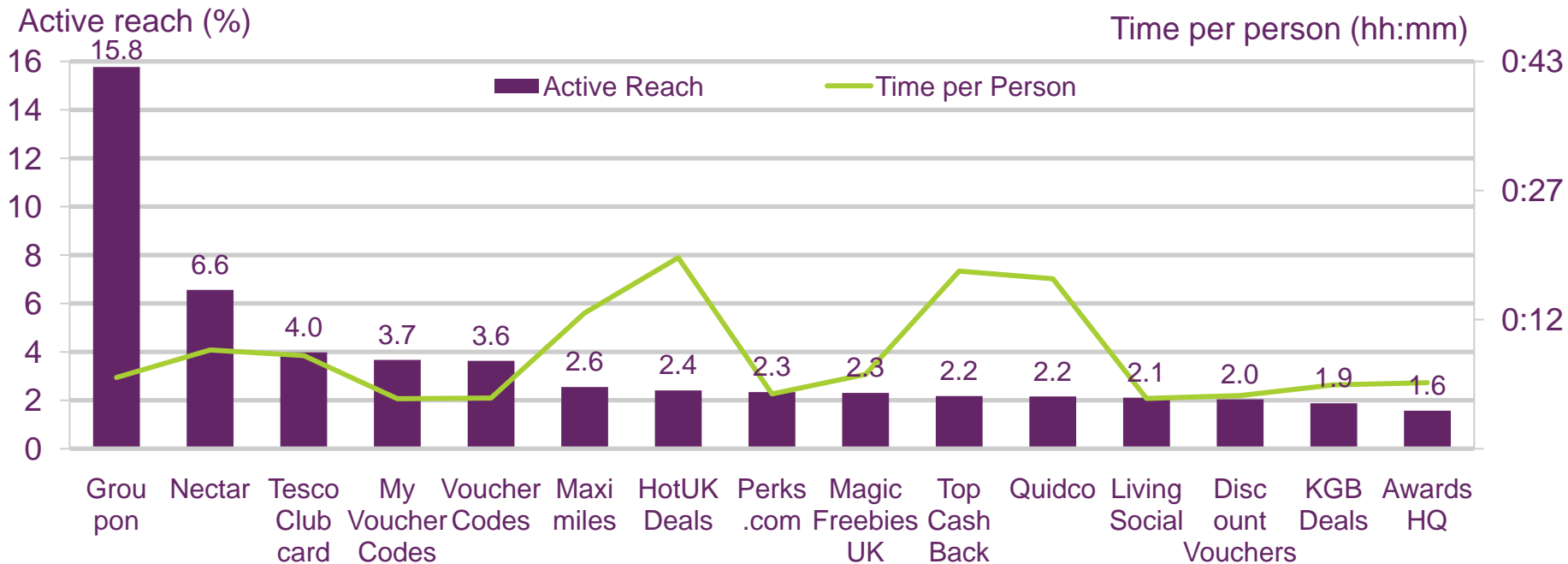


Source: UKOM/Nielsen.

Note: Home and work panel, 'Unique audience' = the total number of unique persons that have visited a website or used an application at least once in the specified reporting period. Persons visiting the same website or using the same application more than one time in the reporting period are only counted once.

Figure 4.50

Coupon Sites active reach

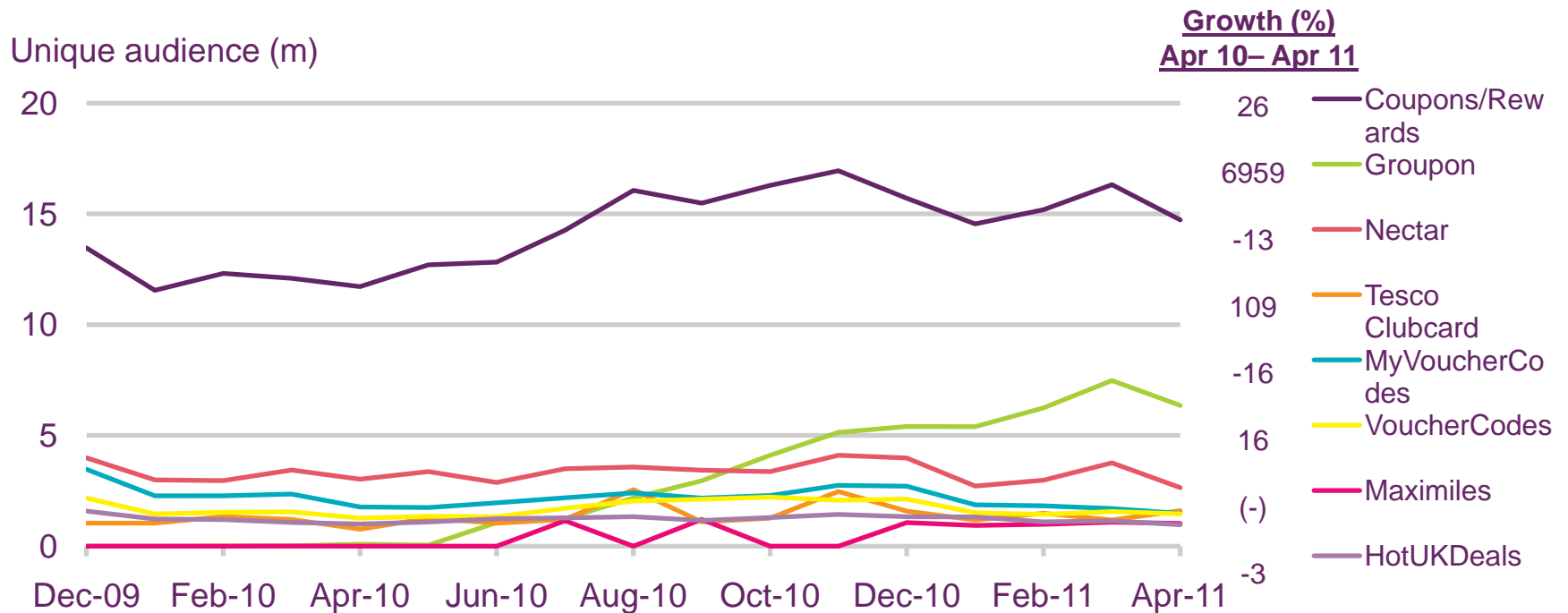


Source: UKOM/Nielsen home and work panel, month of April 2011

Note: “active reach” = the percentage of all active 2+ unique persons who visited the site or used the application. ‘Active’ is defined as anyone who used an internet-enabled computer within the time period.

Figure 4.51

Selected coupon and rewards sites: active reach

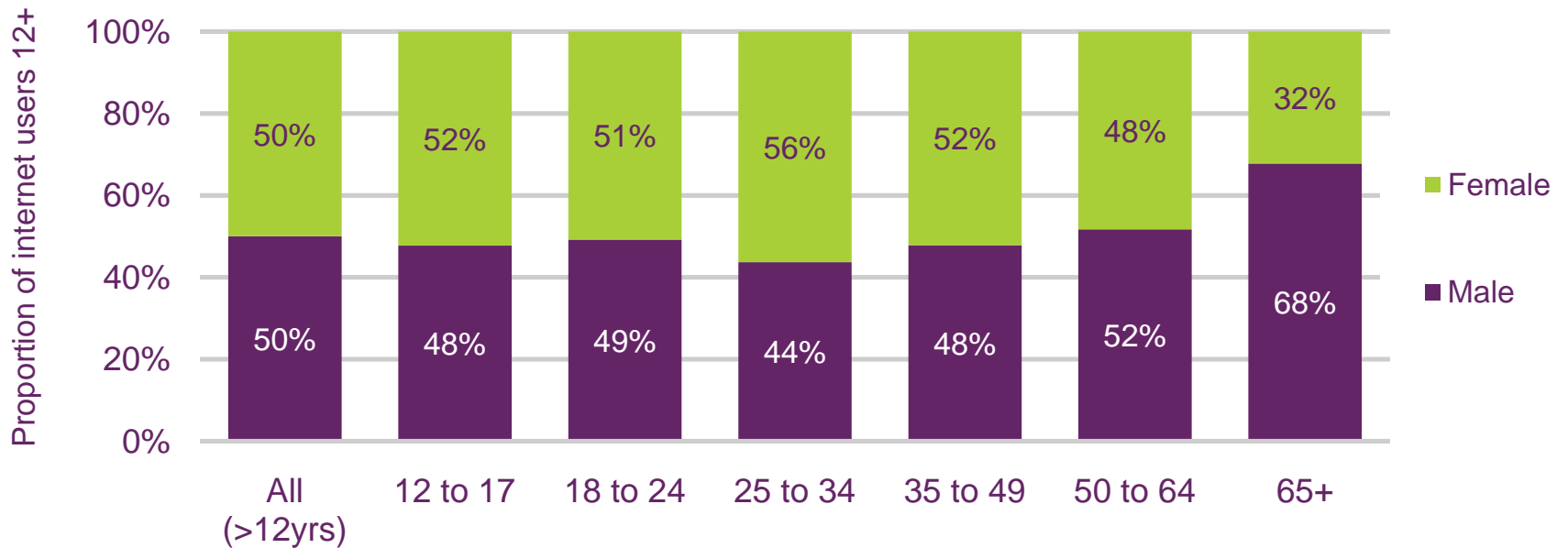


Source: UKOM/Nielsen.

Note: Home and work panel, 'Unique audience' = the total number of unique persons that have visited a website or used an application at least once in the specified reporting period. Persons visiting the same website or using the same application more than one time in the reporting period are only counted once. Maximiles data unavailable for some months
 Groupon not available pre Feb10.

Figure 4.52

Coupon Sites: reach by gender



Source: UKOM /Nielsen April 2011

CMR 2011 telecoms slides

July 2011

UK Communications Market 2011: telecoms charts

- Key market developments
- The telecoms industry
- The telecoms user

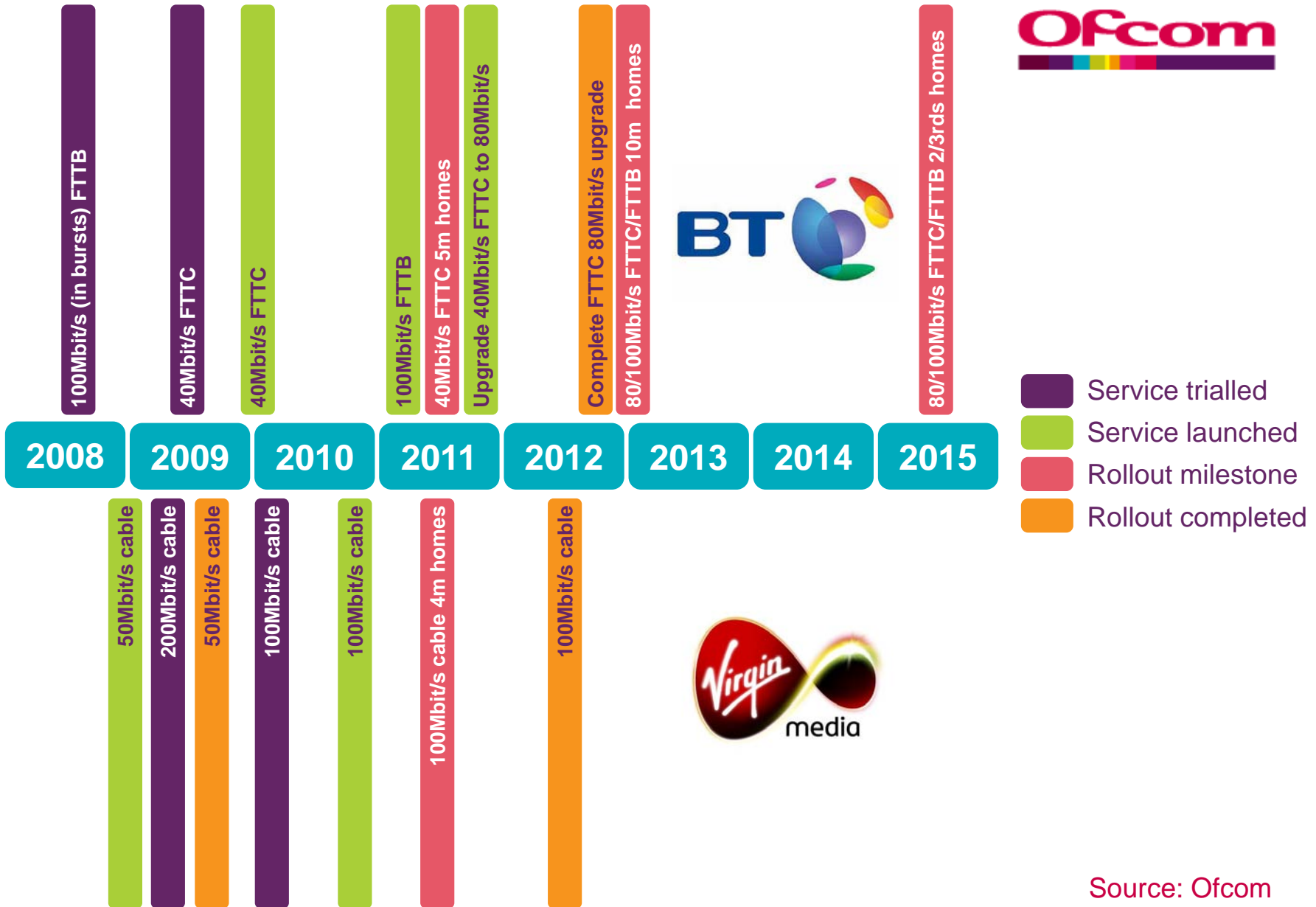
Figure 5.1

UK telecoms industry key statistics

	2005	2006	2007	2008	2009	2010
Operator-reported retail revenue (£bn)	29.6	30.7	31.7	32.0	31.1	30.8
Operator-reported wholesale revenue (£bn)	9.6	10.1	10.4	10.5	10.2	9.7
Total operator-reported revenue (£bn)	39.2	40.8	42.1	42.5	41.2	40.5
Fixed voice call minutes (billions)	163	155	150	141	132	129
Mobile voice call minutes (billions)	71	82	100	111	118	125
Average monthly household telecoms spend (£)	75.56	73.77	70.92	68.57	65.92	63.10
Fixed access and call revenues (£bn)	10.6	10.5	10.3	10.0	9.6	9.3
BT share of fixed call volumes (%)	50.7	46.9	46.5	43.7	40.1	36.5
Proportion of premises connected to an unbundled exchange (%)	39.6	66.6	80.2	84.2	84.5	89.0
Fixed lines (millions)	34.9	34.5	34.5	34.2	34.2	33.4
Mobile retail revenues (£bn)	13.1	13.9	15.0	15.4	14.9	15.1
Active mobile connections per 100 population	108.8	115.2	120.5	124.5	129.5	130.1
Active 3G mobile connections per 100 population	7.6	13.1	21.3	31.6	43.5	53.2
Fixed internet revenues (£bn)	2.1	2.5	2.8	3.2	3.2	3.3
Fixed internet connections per 100 population	27.4	28.1	29.8	30.1	31.0	32.9
Fixed broadband connections per 100 population	16.4	21.4	25.5	28.0	29.5	31.4

Rollout of super-fast broadband services

Figure 5.2 UK super-fast broadband rollout timeline



Source: Ofcom

Figure 5.3

Comparison of broadband costs

	Virgin Media 'up to' 10Mbit/s cable	BT 'up to' 20Mbit/s ADSL	Virgin Media 'up to' 30Mbit/s cable	BT 'up to' 40Mbit/s FTTC	Virgin Media 'up to' 50Mbit/s cable	Virgin Media 'up to' 100Mbit/s cable
'Up to' upload speed	1Mbit/s	1Mbit/s	3Mbit/s	2Mbit/s	5Mbit/s	10Mbit/s
Data cap	Unlimited	10GB	Unlimited	40GB	Unlimited	Unlimited
Standalone monthly cost	£21.00	n/a	£28.50	n/a	£35.00	£45.00
Monthly cost when bundled with landline (excluding line rental)	£13.50	£13.00	£18.50	£18.00	£25.00	£35.00
Average download speed, May 2011	9.5Mbit/s	8.2Mbit/s	31.0Mbit/s	33.8Mbit/s	48.4Mbit/s	No data

Source: Ofcom / PurePricing Broadband Pricing Factbook, June 2011

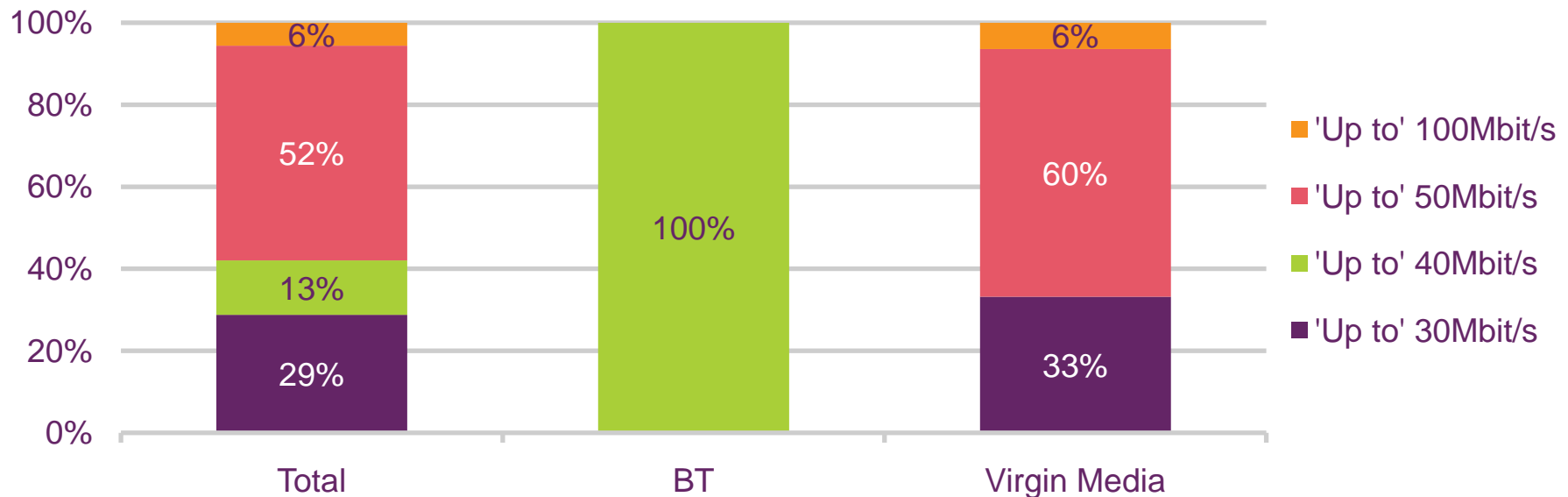
Note: BT also offer a more expensive FTTC service with upload speeds of 'up to' 10Mbit/s and unlimited monthly usage which is available on a standalone basis

The purchasing and usage patterns among super-fast broadband users

Figure 5.4

Headline download speed, by provider

Q1 – What is the maximum download speed you have been told you would get from your home broadband service?



Source: Ofcom research, fieldwork carried out by YouGov in April 2011

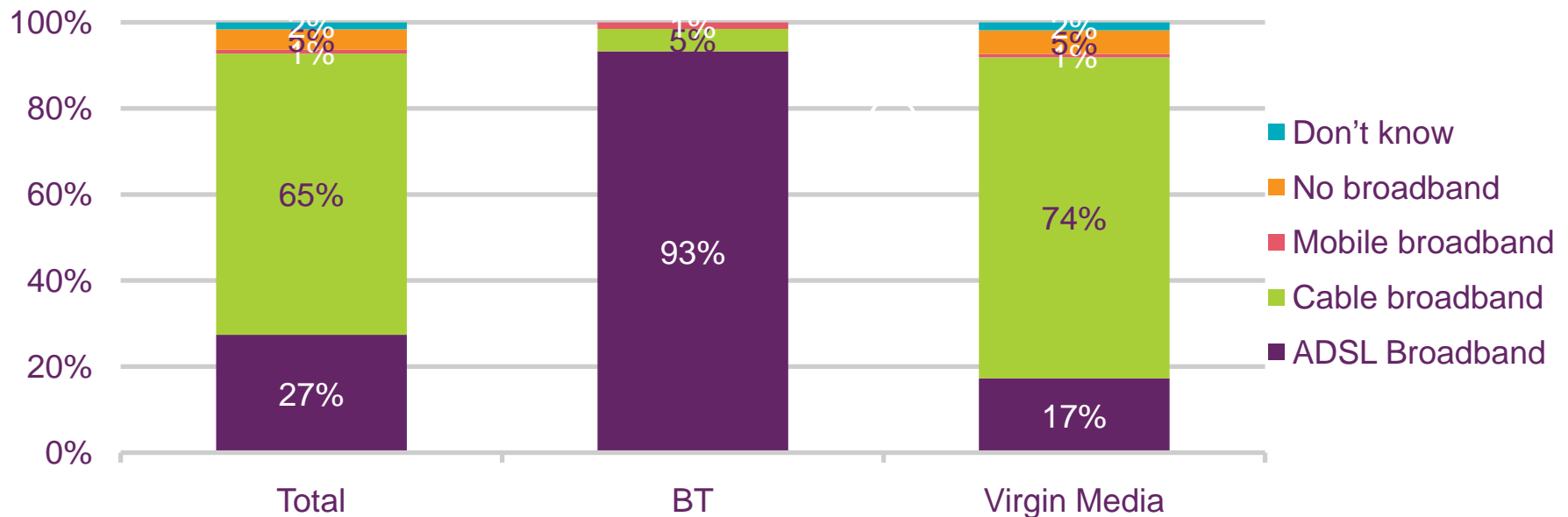
Base: All with super-fast broadband (1008; Virgin Media 874, BT Infinity 134)

Note: Only respondents citing available suppliers and speeds were included in the survey

Figure 5.5

Previous broadband package, by current provider

Q6 – What type of broadband package did your household have before subscribing to the (current) broadband service?



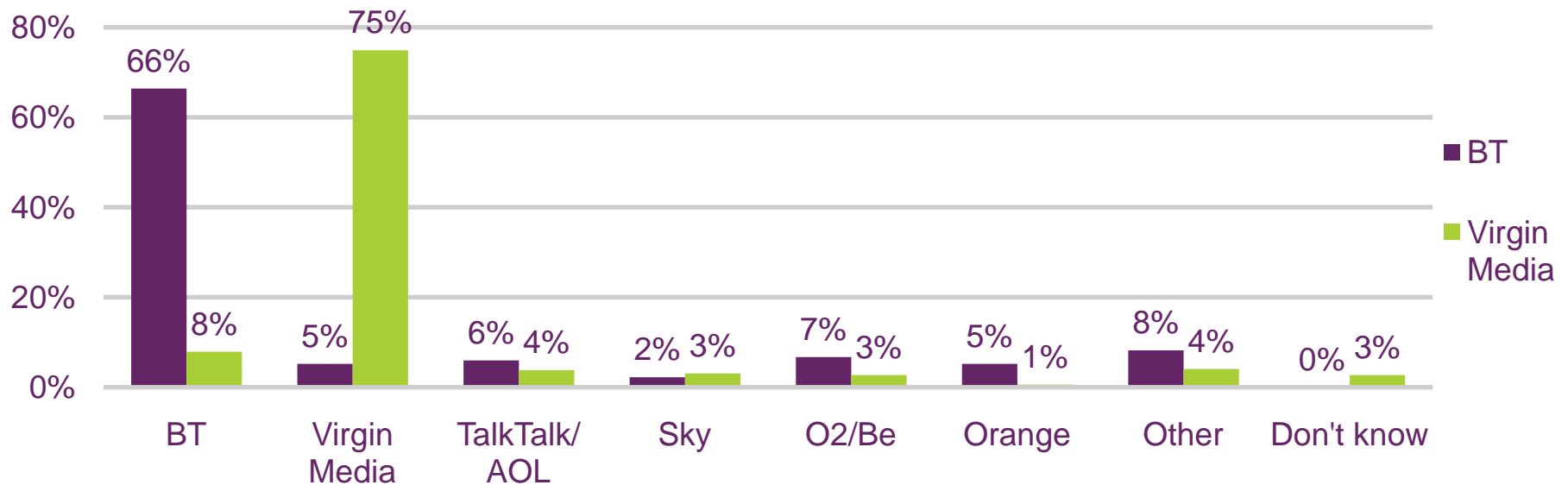
Source: Ofcom research, fieldwork carried out by YouGov in April 2011

Base: All with super-fast broadband (1008; Virgin Media 874, BT Infinity 134)

Figure 5.6

Previous Internet Service Provider, by current provider

Q6a – And which Internet Service Provider did your household use before you subscribed to your (current) service?



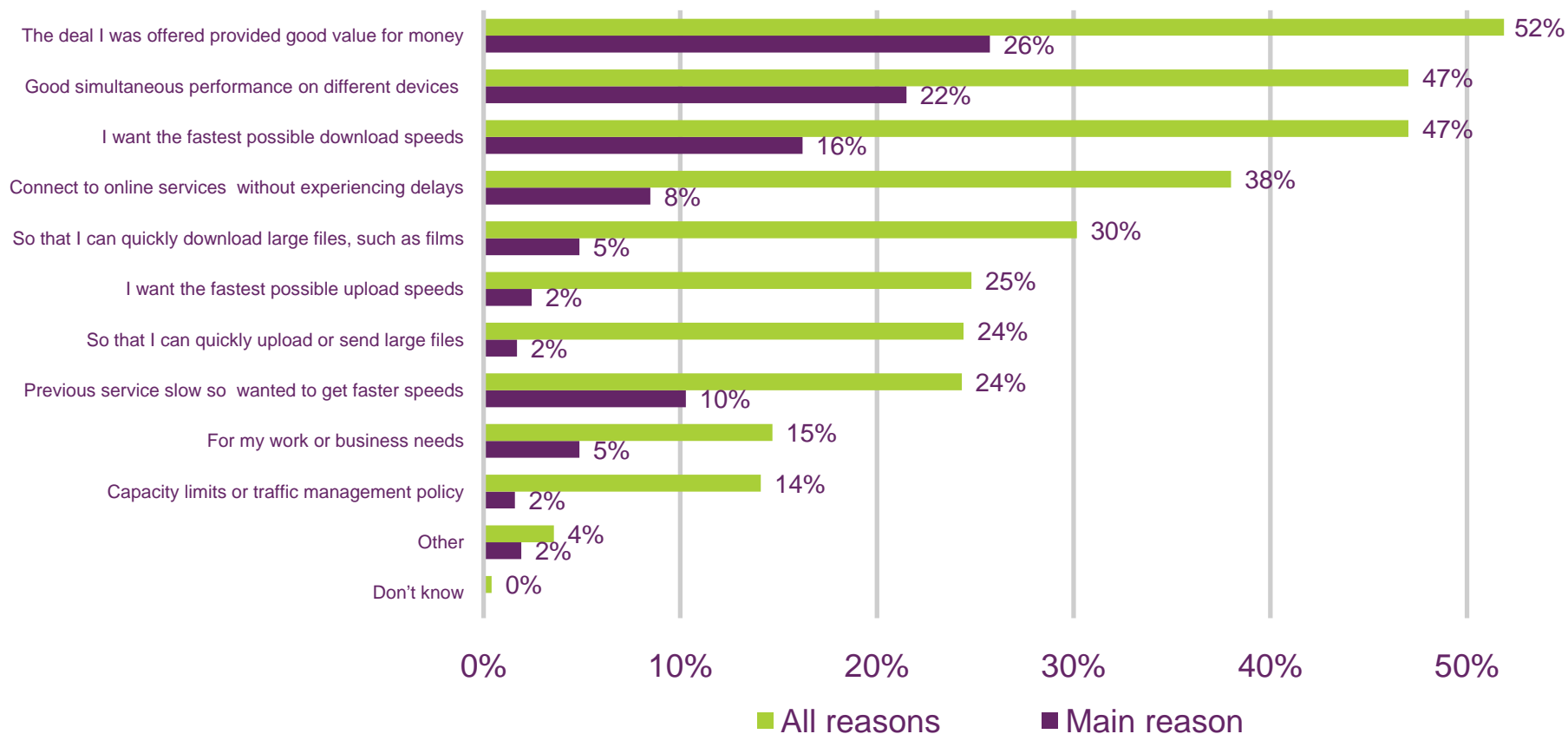
Source: Ofcom research, fieldwork carried out by YouGov in April 2011
 Base: All with broadband before (943; Virgin Media 809, BT Infinity 134)

Figure 5.7



Reasons for choosing current broadband service

Q3/4 – Why did you choose a <xMbit/s> broadband service? And which of these was the single most important reason?



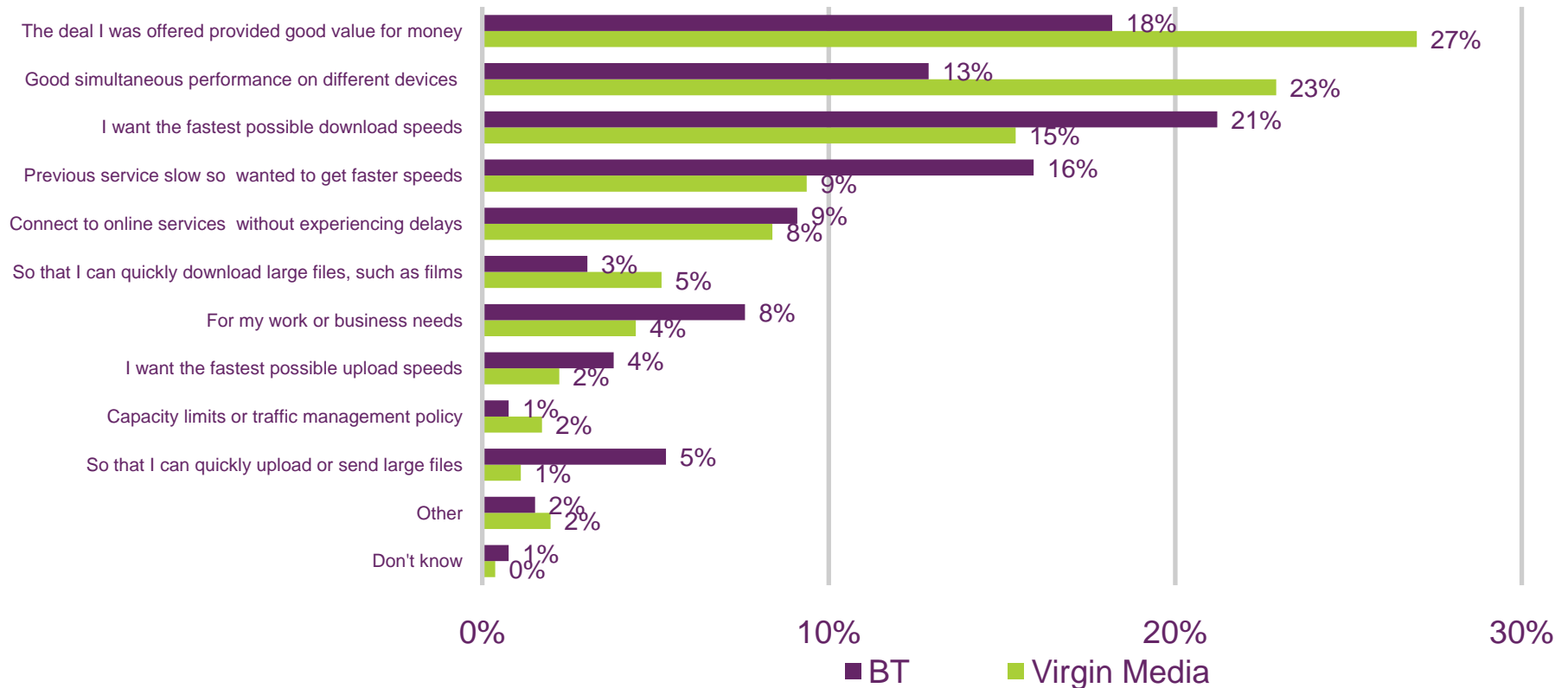
Source: Ofcom research, fieldwork carried out by YouGov in April 2011

Base: All with super-fast broadband (1008; Virgin Media 874, BT Infinity 134)

Figure 5.8

Most important reason for choosing broadband service, by current provider

Q3/4 – Why did you choose a <xMbit/s> broadband service? And which of these was the single most important reason?



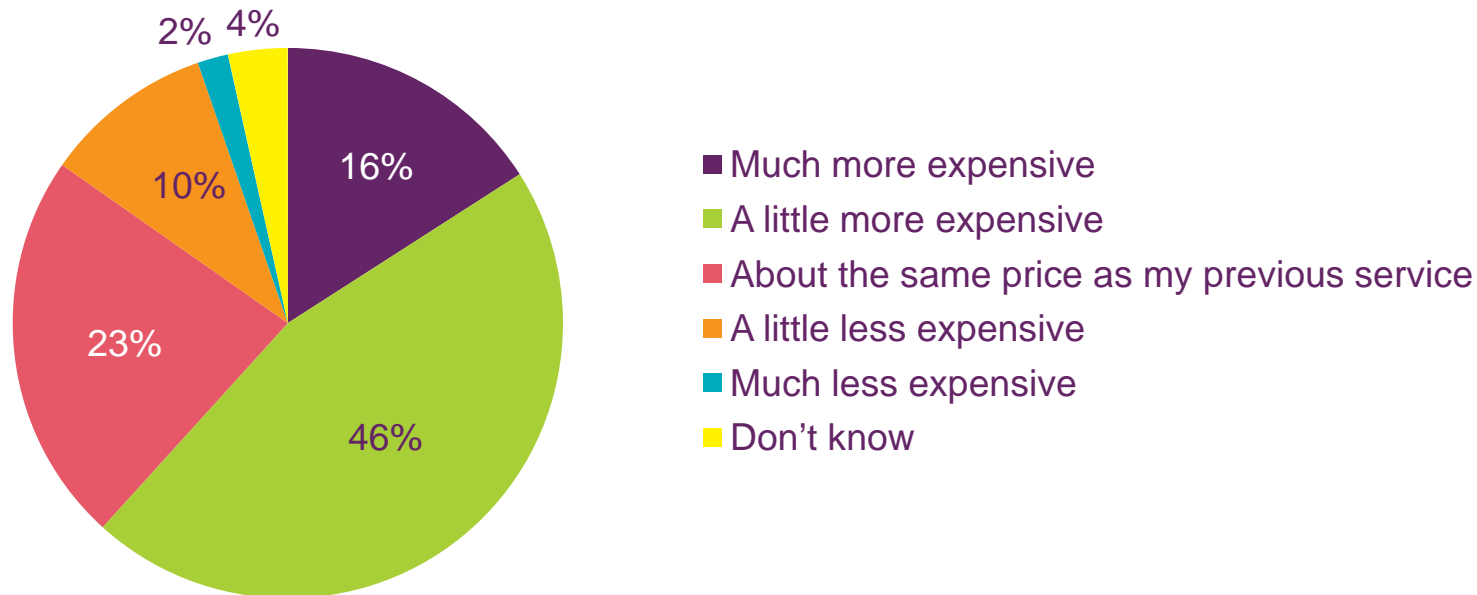
Source: Ofcom research, fieldwork carried out by YouGov in April 2011

Base: All with super-fast broadband (1008; Virgin Media 874, BT Infinity 134)

Figure 5.9

Price of current broadband service compared to previous service

Q9 – How does the price of your current broadband service compare to the broadband service that you used to have?

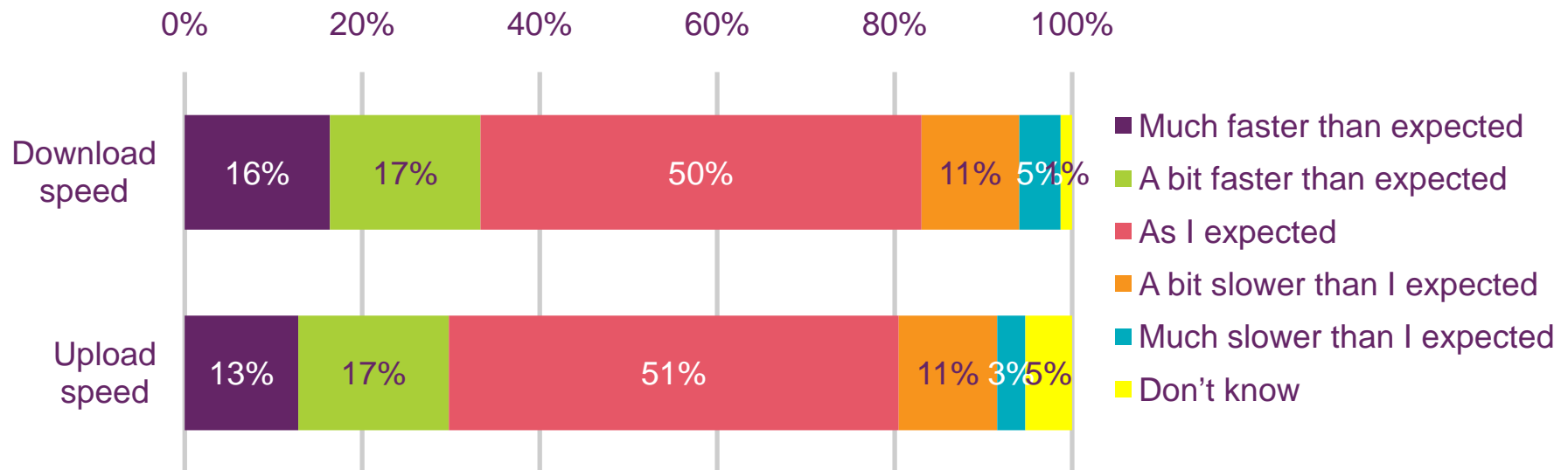


Source: Ofcom research, fieldwork carried out by YouGov in April 2011
 Base: All with broadband before (943)

Figure 5.10

Speed of broadband service compared to initial expectations

Q10/11 – How does the download/upload speed of your current broadband service compare with what you expected when you signed up for it?



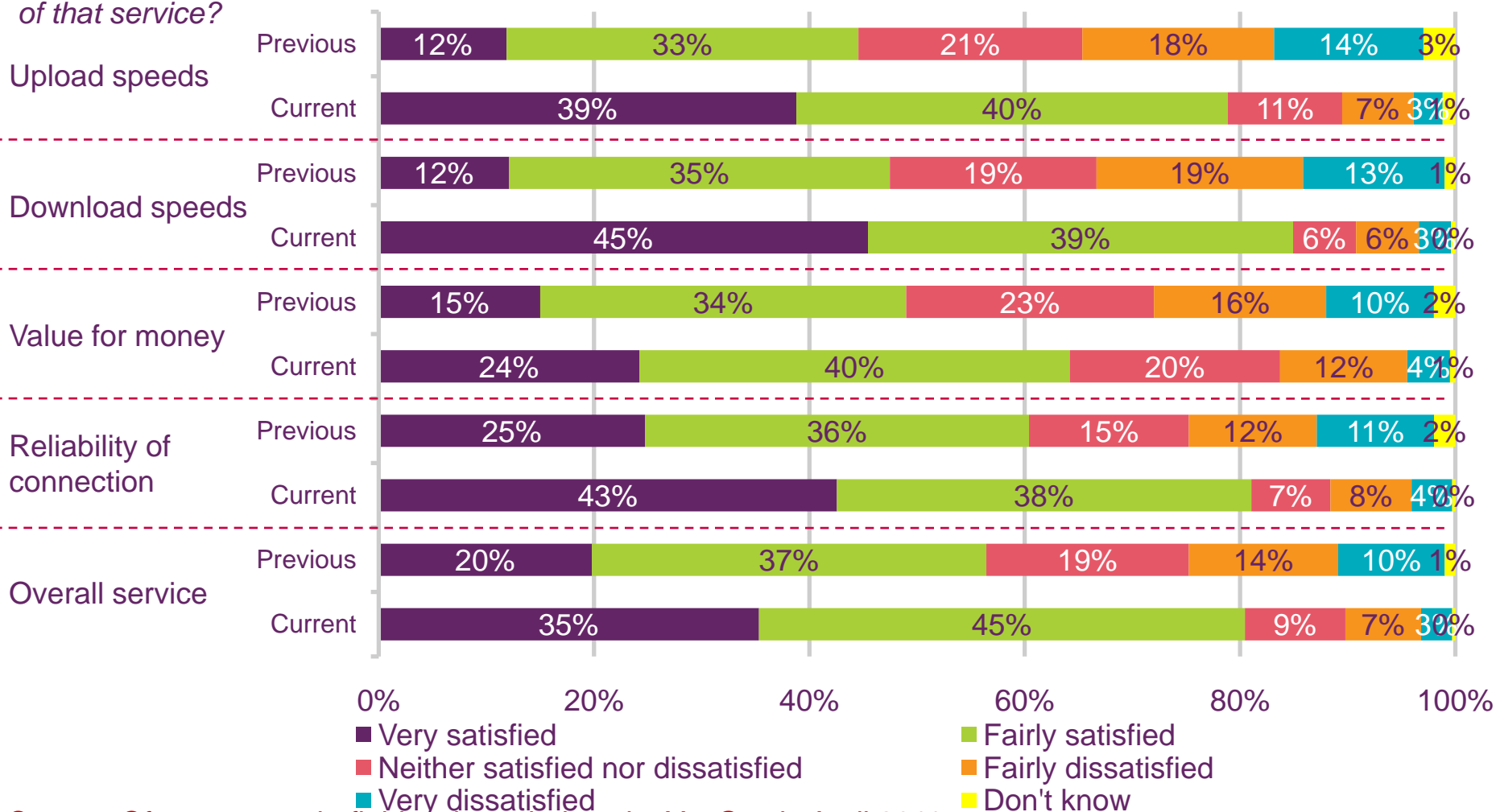
Base: All with super-fast broadband (1008)

Source: Ofcom research, fieldwork carried out by YouGov in April 2011

Figure 5.11

Satisfaction with aspects of current broadband service

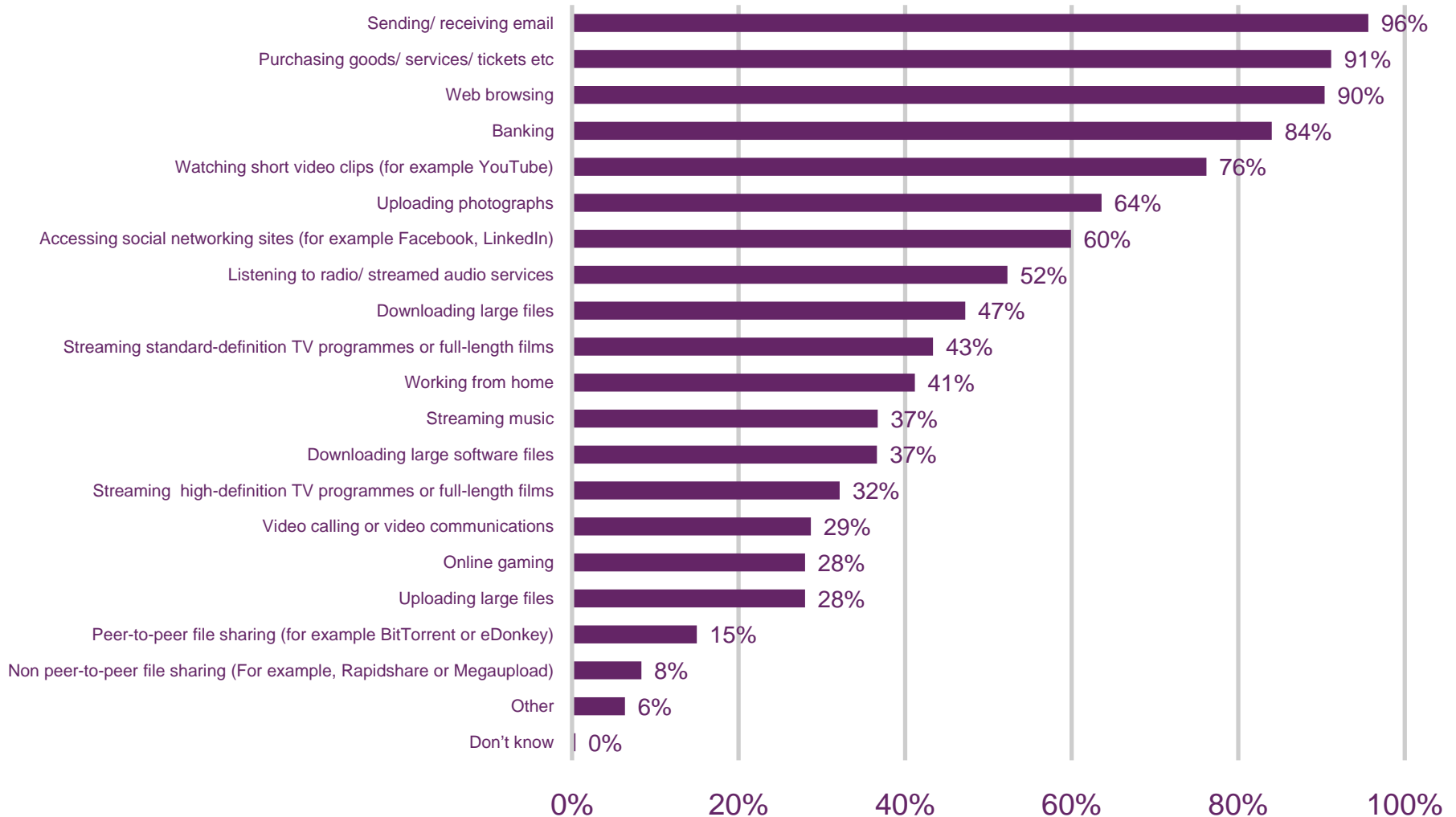
Q7/8 – To what extent are you satisfied or dissatisfied with the following aspects of your home broadband service?/Thinking about the broadband service that you used to have, to what extent were you satisfied or dissatisfied with the following aspects of that service?



Source: Ofcom research, fieldwork carried out by YouGov in April 2011
 Base: All with super-fast broadband (1008), all with broadband before (943)

Figure 5.12

Services current broadband connection used for



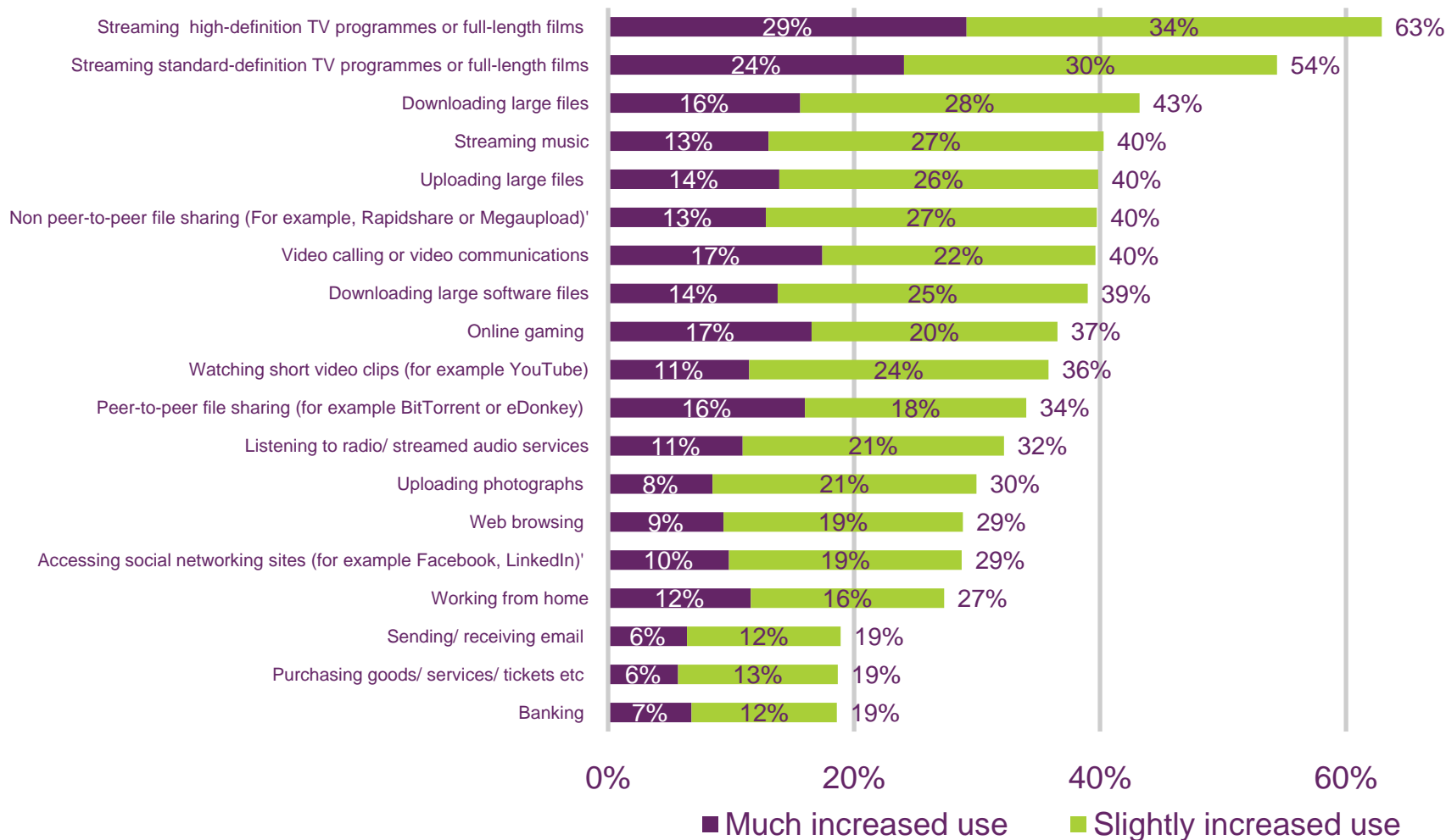
Source: Ofcom research, fieldwork carried out by YouGov in April 2011

Base: All with super-fast broadband (1008)

Figure 5.13

Change in usage compared to previous broadband connection

Q13 – How has the amount you use this service(s) changed compared to when you had your previous broadband connection?



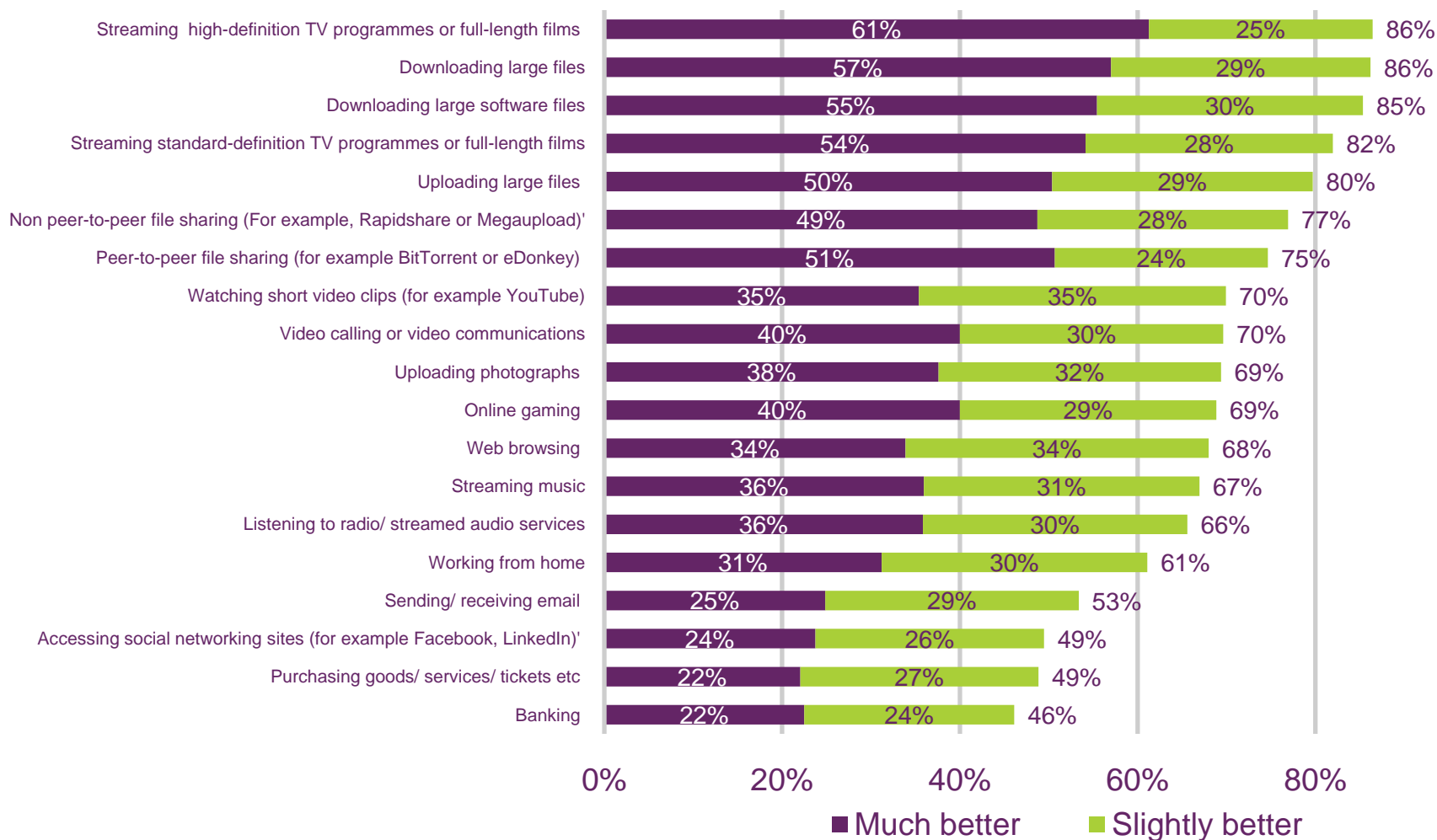
Source: Ofcom research, fieldwork carried out by YouGov in April 2011

Base: All with broadband before and using specified service (943)

Figure 5.14

Experience of using these services compared to previous broadband connection

Q14 – And how would you describe your experience of these services using your current connection compared to your previous connection?



Source: Ofcom research, fieldwork carried out by YouGov in April 2011

Base: All with broadband before and using specified service (943)

Figure 5.15 Super-fast broadband research sample profile

	Respondents	% of sample	% of population
Total	1008		
Age			
18 to 24	72	7	14
25 to 34	146	14	18
35 to 44	181	18	19
45 to 54	228	23	15
55+	381	38	33
Gender			
Male	728	72	48
Female	280	28	52
Social group			
ABC1	631	63	55
C2DE	377	37	45
Children at home			
No	756	75	60
Yes	236	23	40

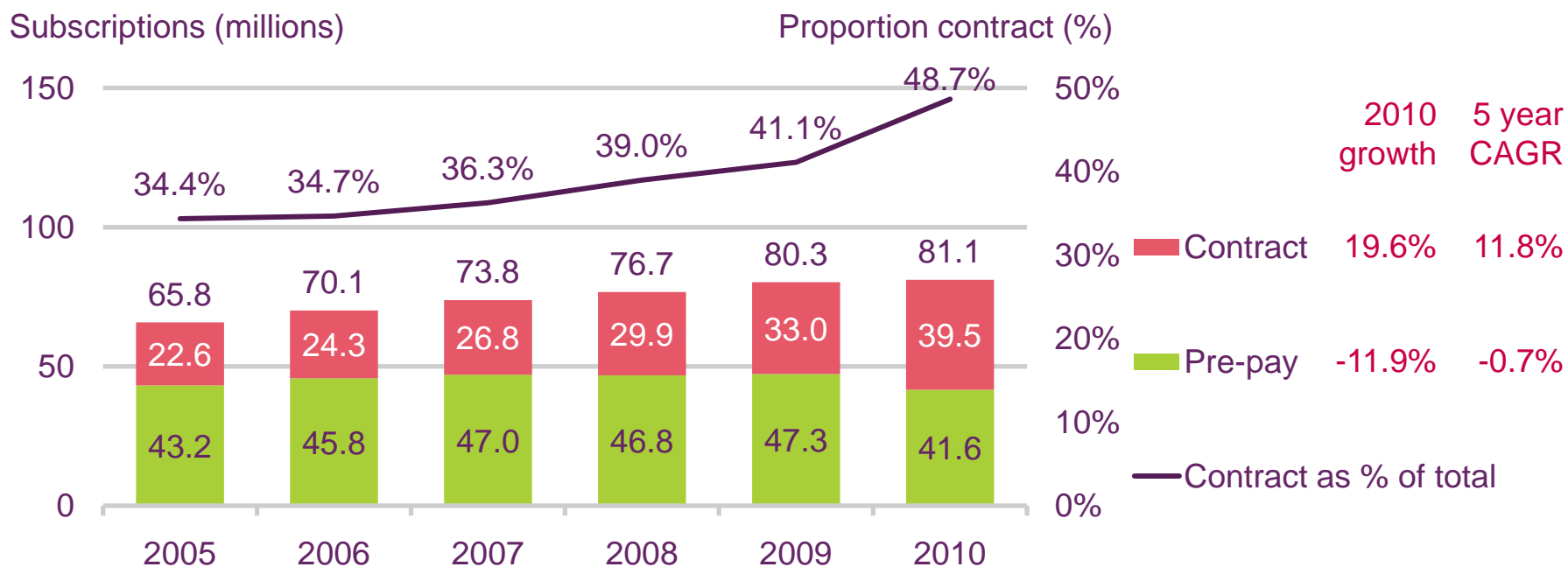
Source: Ofcom

Mobile customers flock to pay-monthly contracts

Figure 5.16



Pre-pay and contract mobile connections



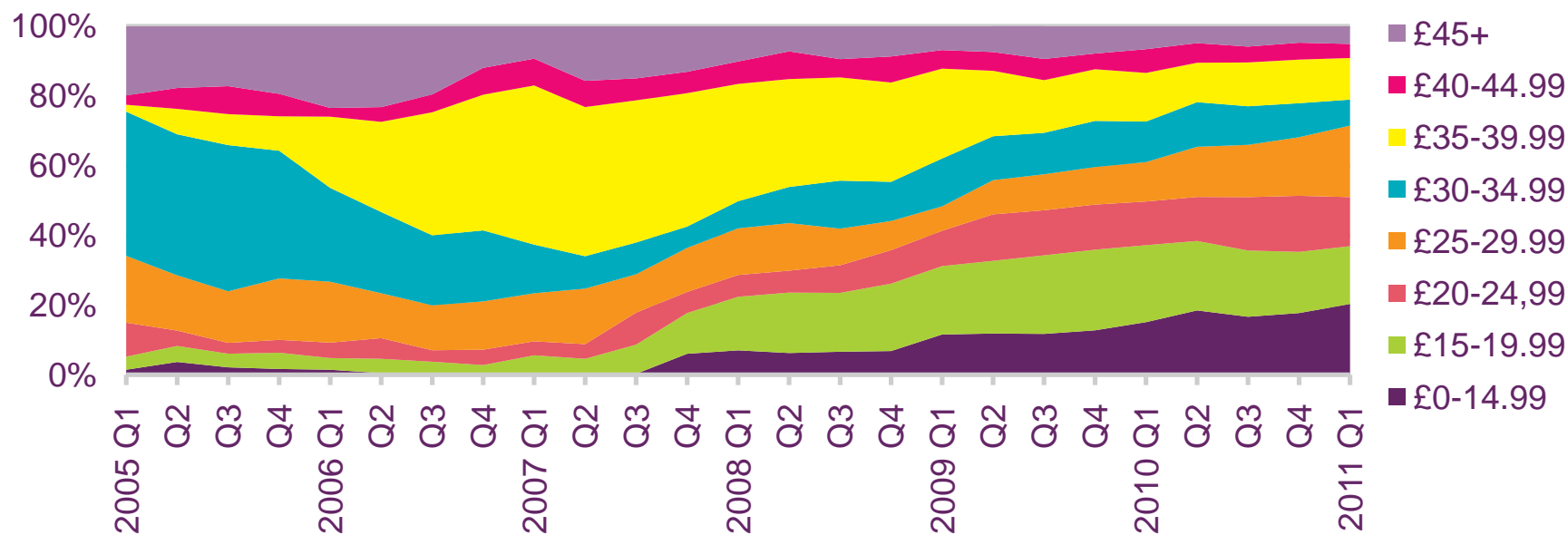
Source: Ofcom / operators

Notes: Based on network operator reported figures; includes estimates where Ofcom does not receive data from the operators

Figure 5.17

Monthly line rental prices for new mobile contract connections

Proportion of sales (%)

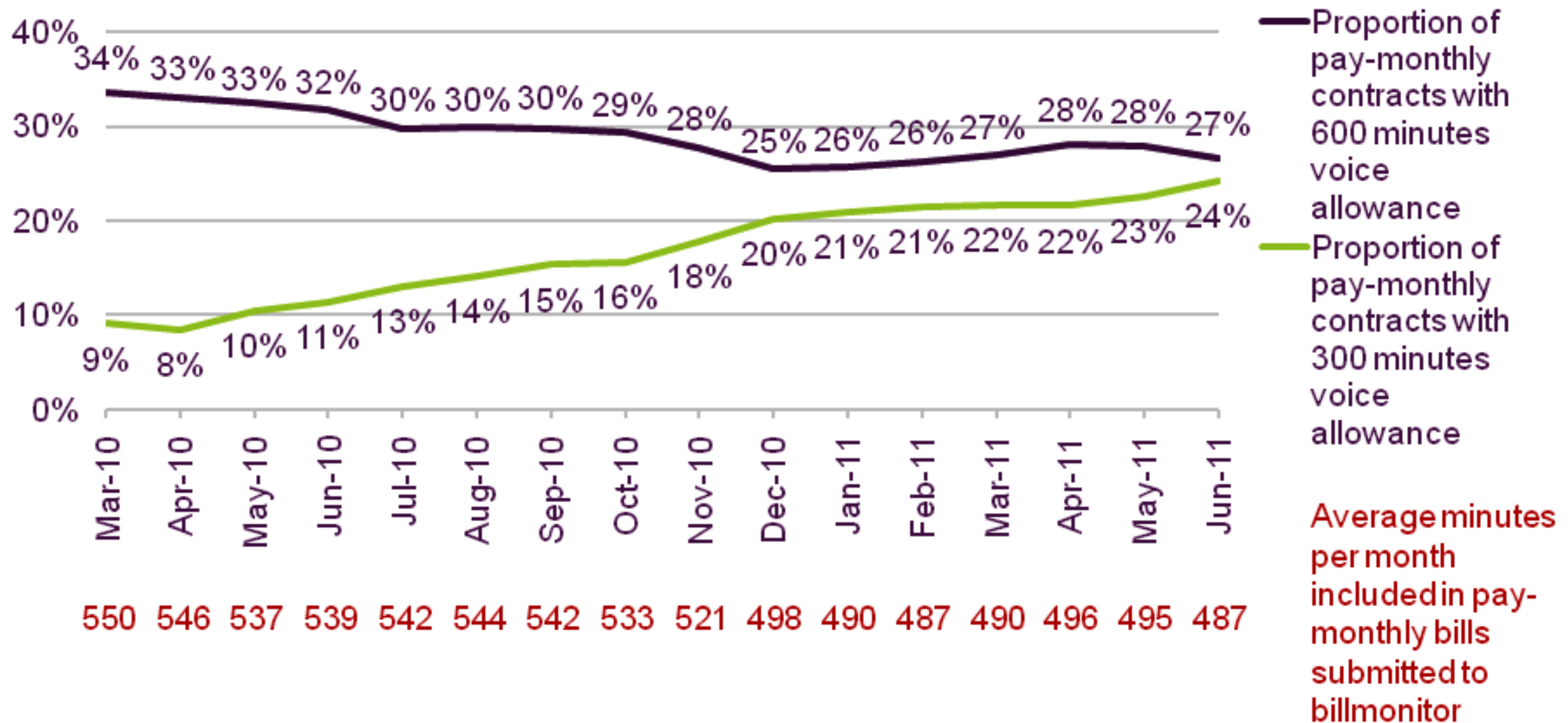


Source: GfK Retail and Technology UK Ltd, Contract Handset Acquisitions: price segments.

Notes: England, Scotland and Wales only (excludes Northern Ireland); based on GfK's coverage of 94% of the consumer market; based on new post-pay connections; excludes contract renewals; only represents sales through consumer channels (i.e. most business connections are excluded)

Figure 5.18

Proportion of pay monthly customers with 300 and 600 minutes voice allowance

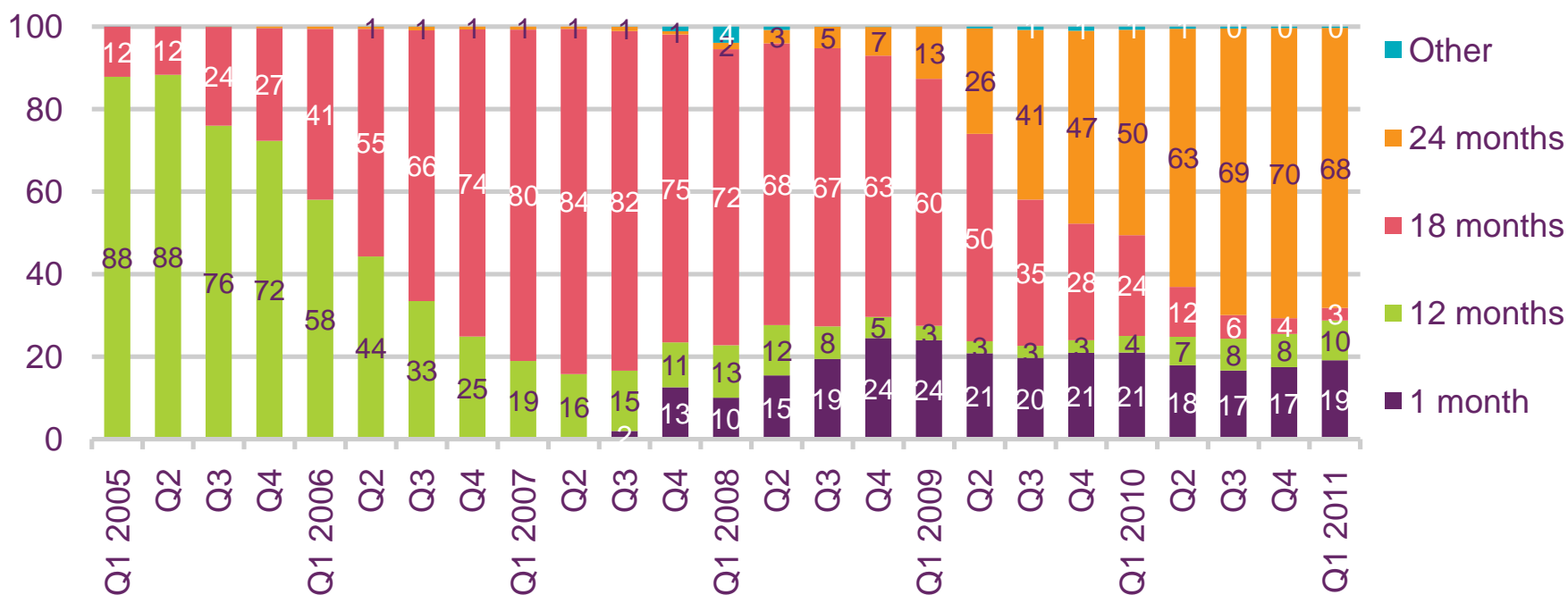


Source: billmonitor

Figure 5.19

Monthly line rental for new mobile contract connections

Proportion of sales (%)



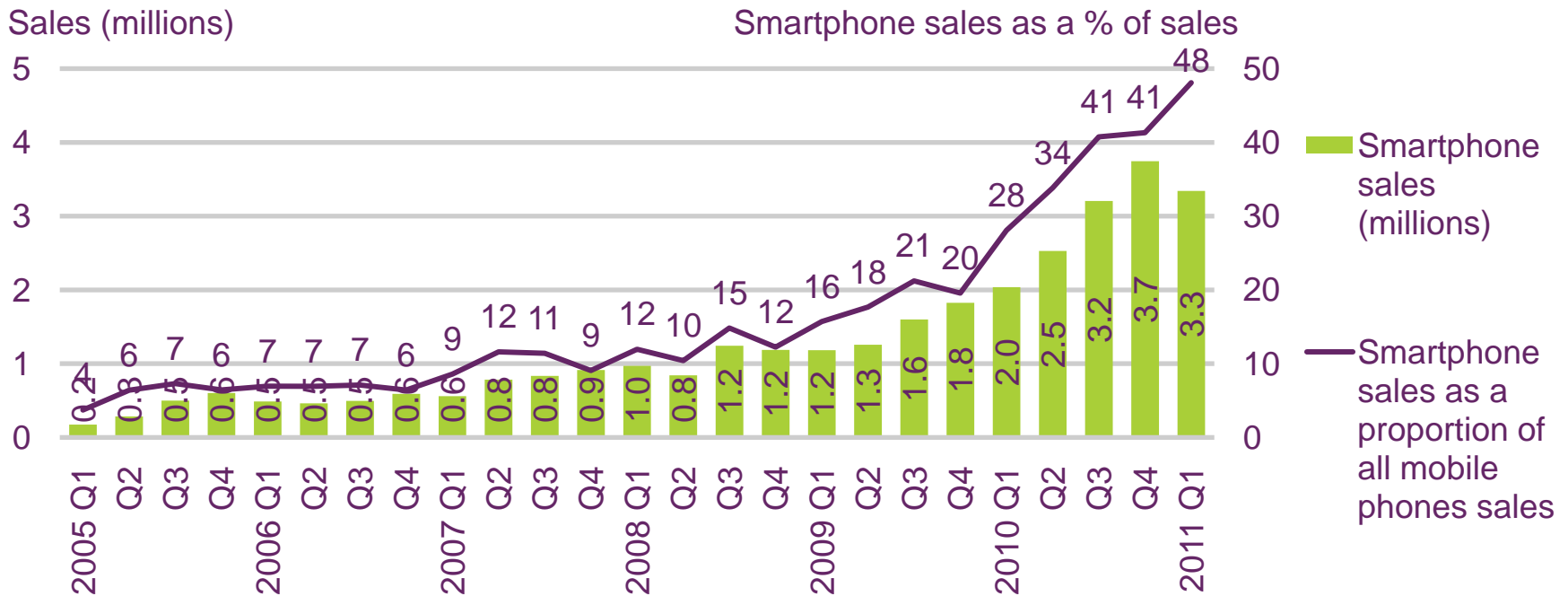
Source: GfK Retail and Technology UK Ltd, Contract Length Sales of new Mobile Connections, Q1 2005-Q1 2011.

Notes: England, Scotland and Wales only (excludes Northern Ireland); based on GfK's coverage of 94% of the consumer market; based on new post-pay connections; excludes contract renewals; only represents sales through consumer channels (i.e. most business connections are excluded)

Figure 5.20



UK smartphone sales



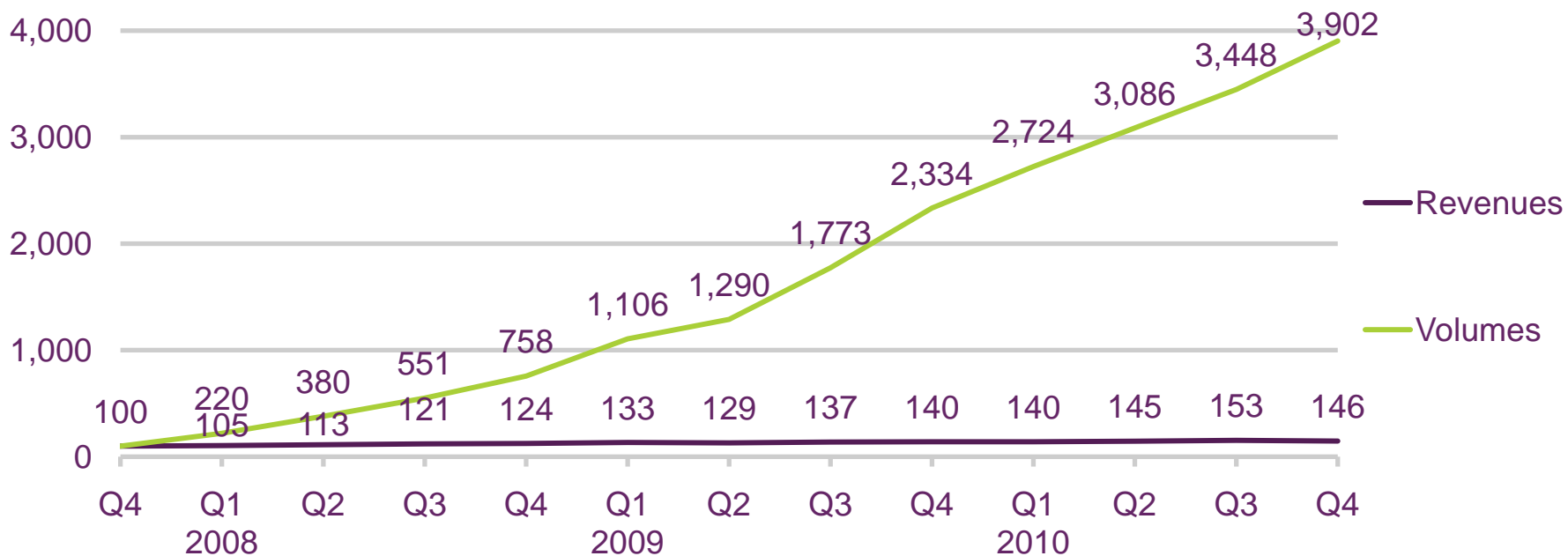
Source: GfK Retail and Technology Ltd, based on factual point-of-sale information

- (1) Smartphones are defined as any handset running an open operating system, including Symbian (6.1 and above), Android, BlackBerry, iPhone, Palm, Windows Mobile or Linux operating systems;
- (2) England, Scotland and Wales only (excludes Northern Ireland);
- (3) Based on GfK 's coverage of 95% of the market – data have been extrapolated to represent whole market
- (4) Only represents sales through consumer channels, i.e. most business connections are excluded

Figure 5.21

Mobile data volume and revenue growth

Indices (2007 Q4 = 100)

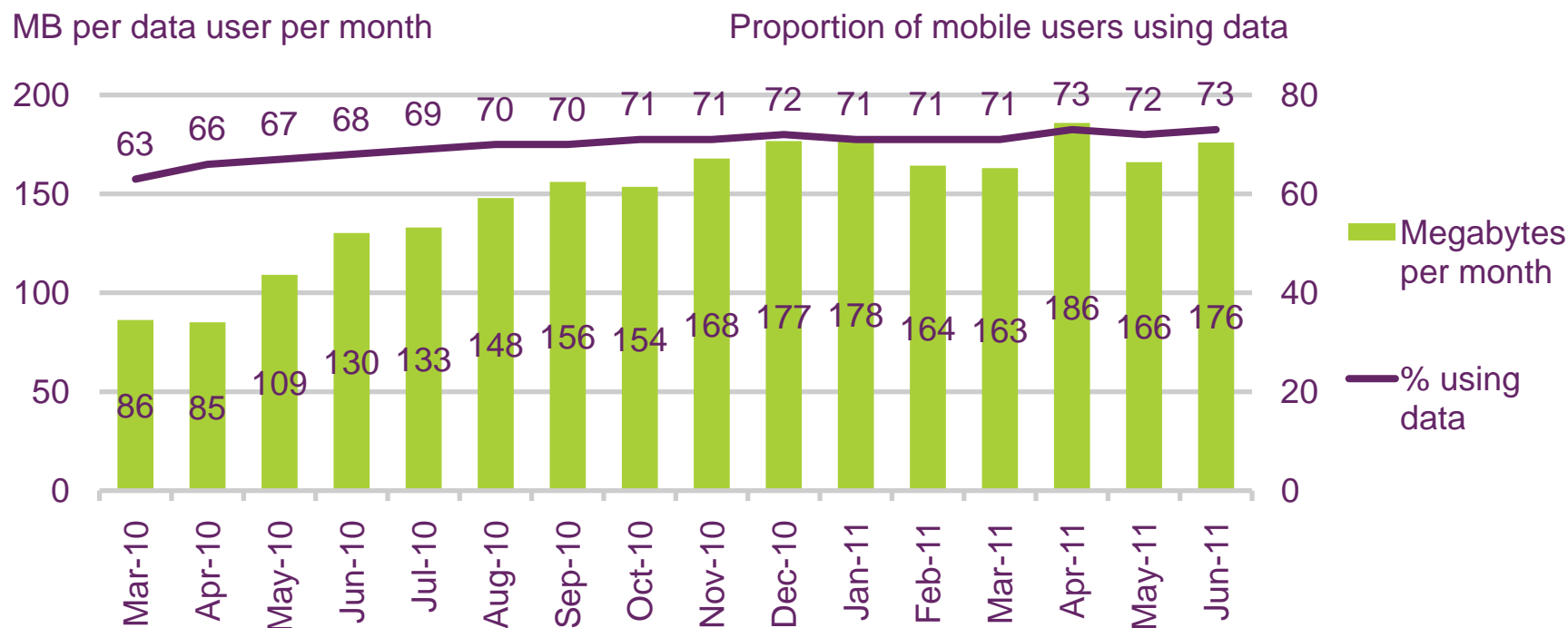


Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators.

Figure 5.22

Average monthly data use for pay-monthly mobile phone users



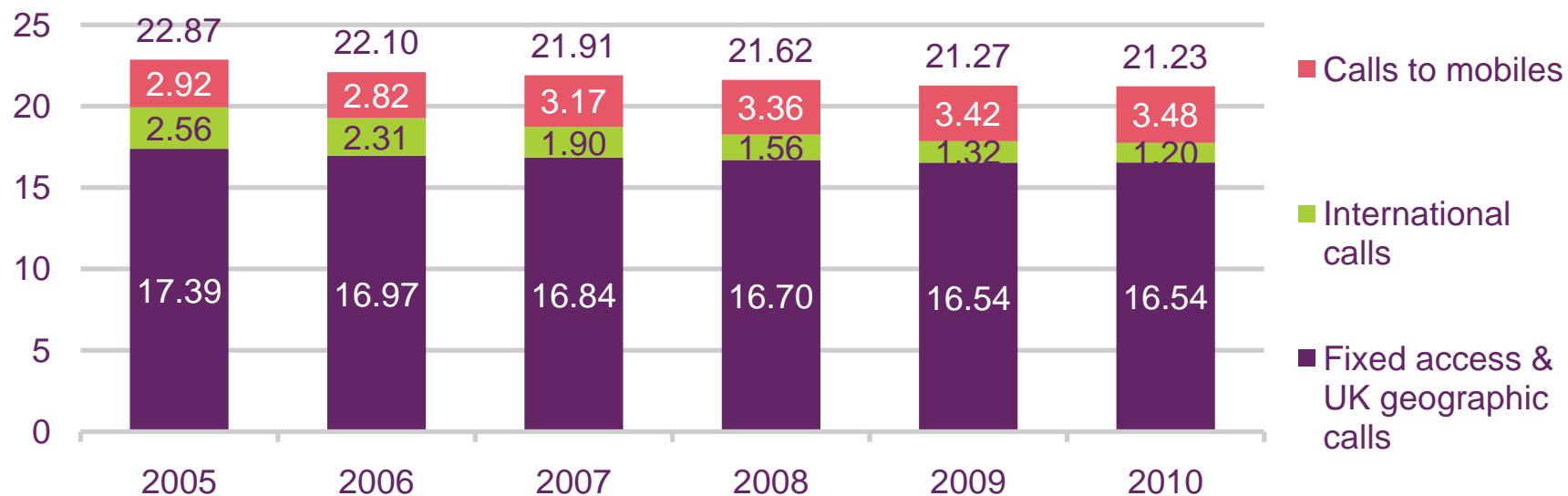
Source: Bill Monitor

Overview of recent trends in residential fixed telecoms pricing

Figure 5.23

Cost of a basket of residential fixed voice services

£ per month (2010 prices)



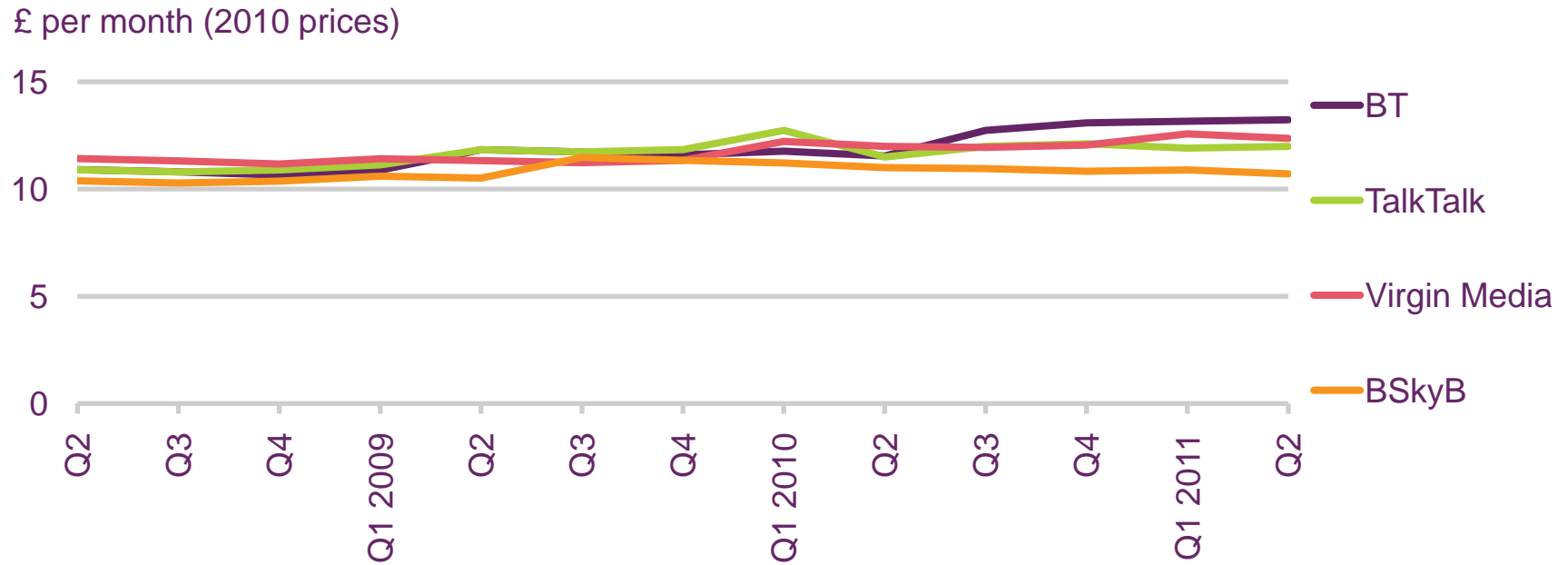
Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators; excludes non-geographic voice calls; adjusted for RPI; includes VAT

Figure 5.24



Rental cost of a basic residential line by supplier



Source: Ofcom / PurePricing

Notes: Figures include VAT and are adjusted for RPI

Figure 5.25

Estimated average service call costs for basic fixed line services



	Monthly line rental (£)	UK call set-up charge (pence)	UK fixed daytime call cost per minute (pence)	Average international daytime call cost per minute (pence)	Average mobile daytime call cost per minute (pence)
BT					
2008	11.75	6.0	4.0	20.1	12.5
2009	12.50	8.0	4.5	19.6	12.2
2010	12.79	9.9	5.9	20.0	12.5
Virgin Media					
2008	12.00	7.0	4.0	24.8	15.0
2009	12.25	8.8	5.4	32.9	15.7
2010	13.24	11.0	8.5	38.8	19.0
TalkTalk					
2008	11.75	6.0	3.9	14.7	12.0
2009	12.50	8.0	4.5	14.7	11.7
2010	14.44	9.9	5.8	14.7	12.0

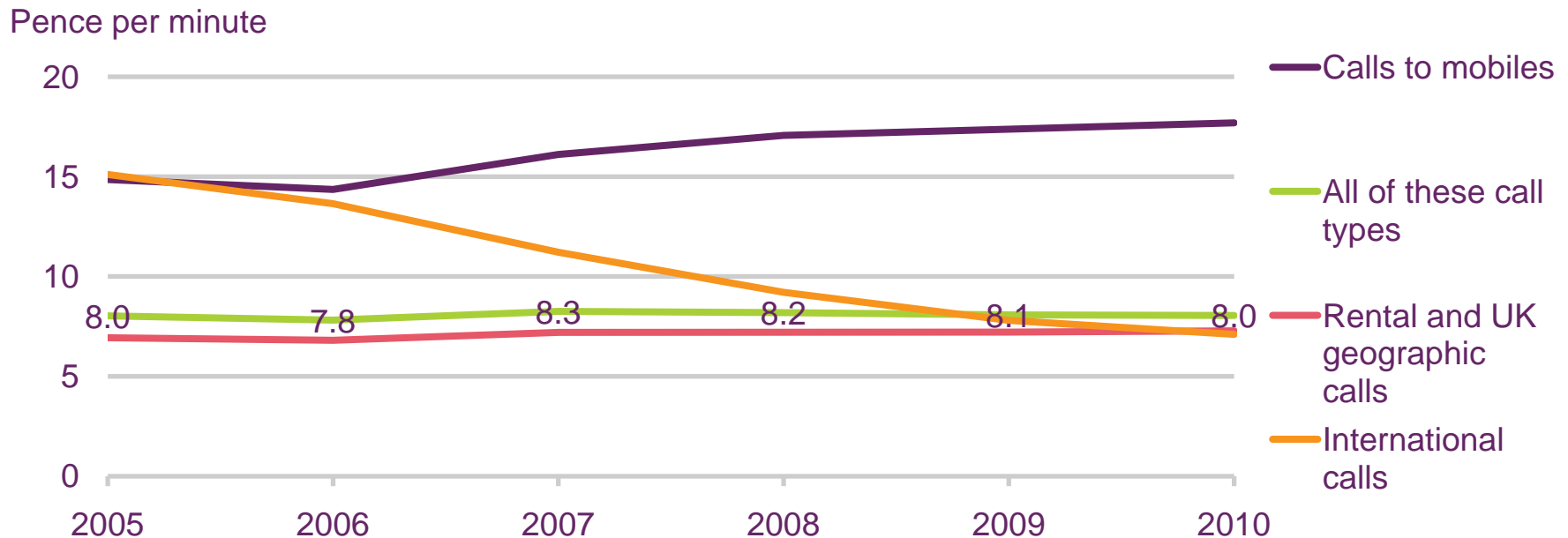
Source: Ofcom / Teligen

Notes: Figures include VAT, data as at July of each year; TalkTalk tariff changed in 2010 and included bundled evening calls in addition to weekend calls

Figure 5.26



Average residential fixed voice call costs, 2005 to 2010

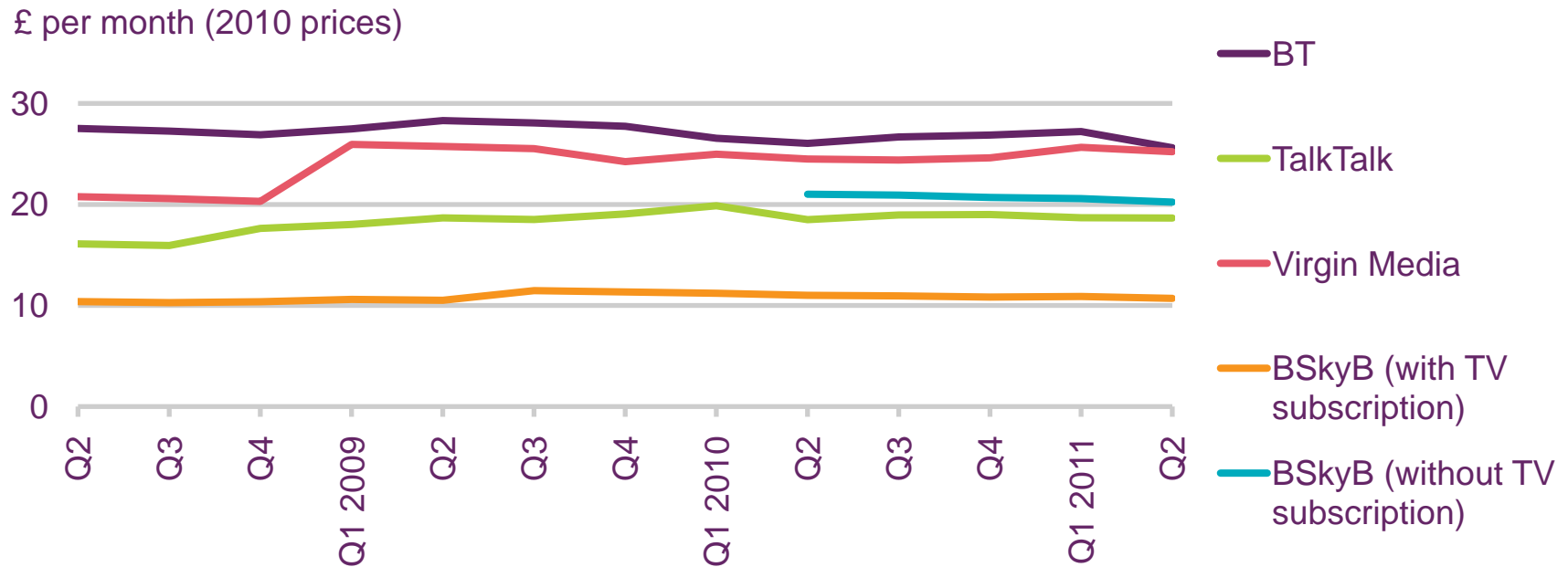


Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators; calculation of total and UK geographic calls costs include line rental revenues; excludes non-geographic voice calls; adjusted for RPI; includes VAT

Figure 5.27

Real cost of a bundled basic landline and broadband service by supplier



Source: Ofcom / PurePricing

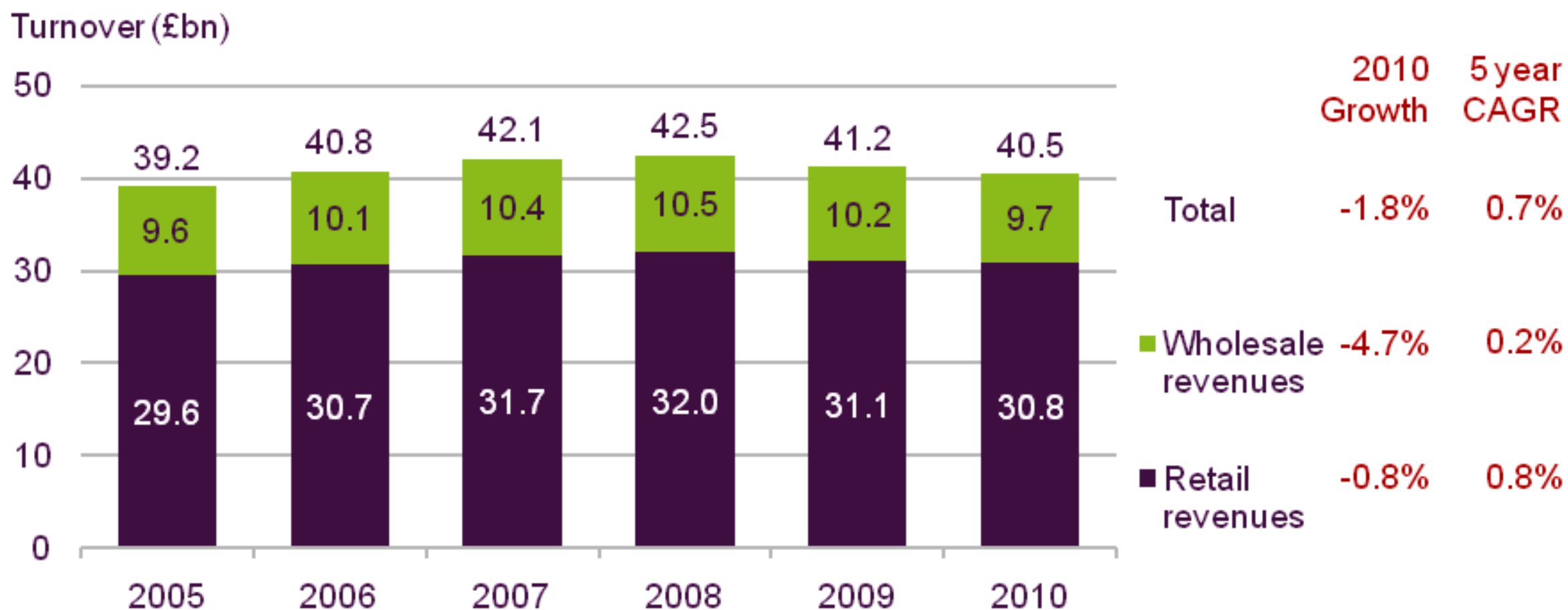
UK Communications Market 2011: telecoms charts

- Key market developments
- The telecoms industry
- The telecoms user

Industry overview

Figure 5.28

UK telecoms industry revenue overview

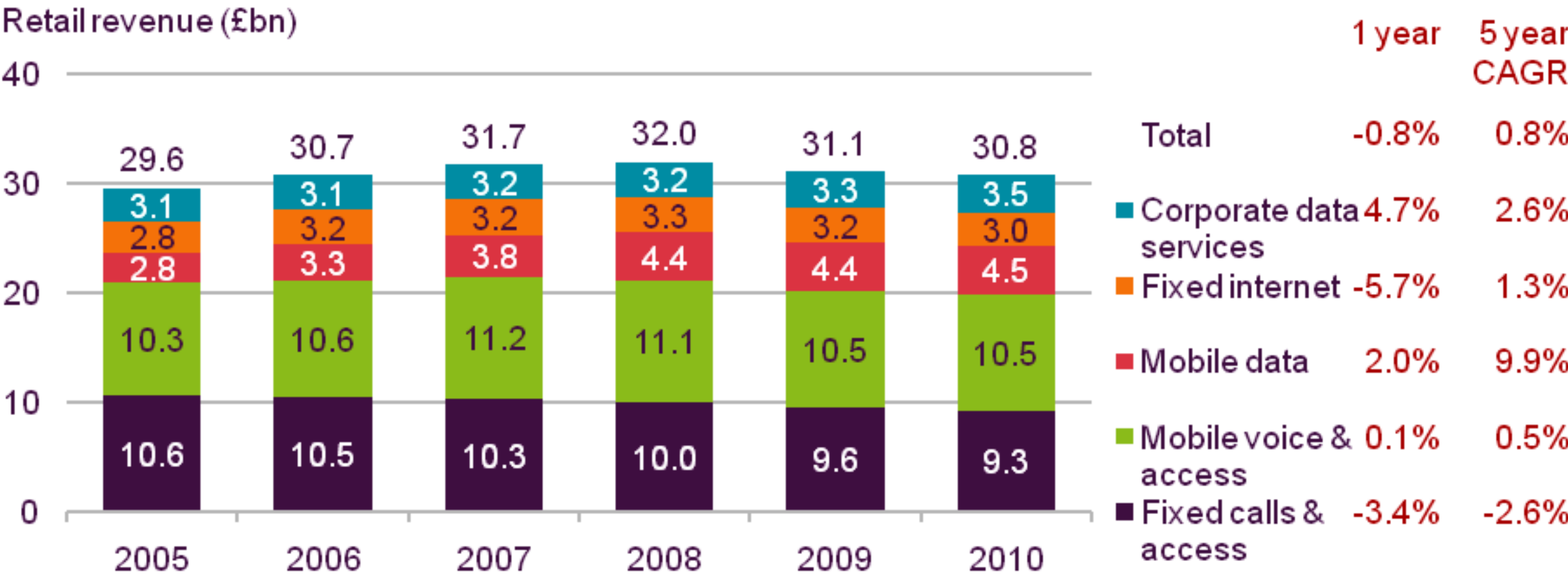


Source: Ofcom/ONS/operators

Note: Includes estimates where Ofcom does not receive data from operators

Figure 5.29

UK telecoms industry retail revenue

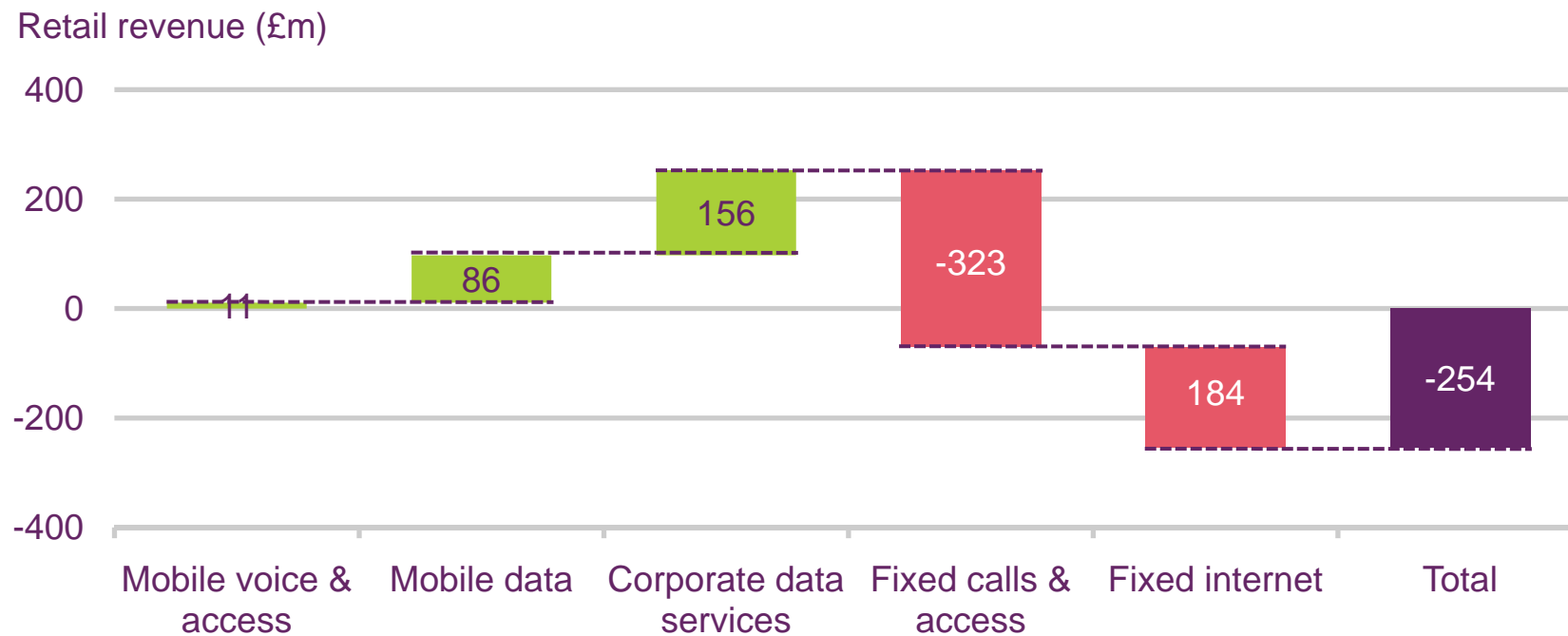


Source: Ofcom/ operator data / IDC

Figure 5.30



Change in UK telecoms industry retail revenue, 2010



Source: Ofcom / operator data / IDC

Figure 5.31

Voice and data revenue as a proportion of total telecoms revenue



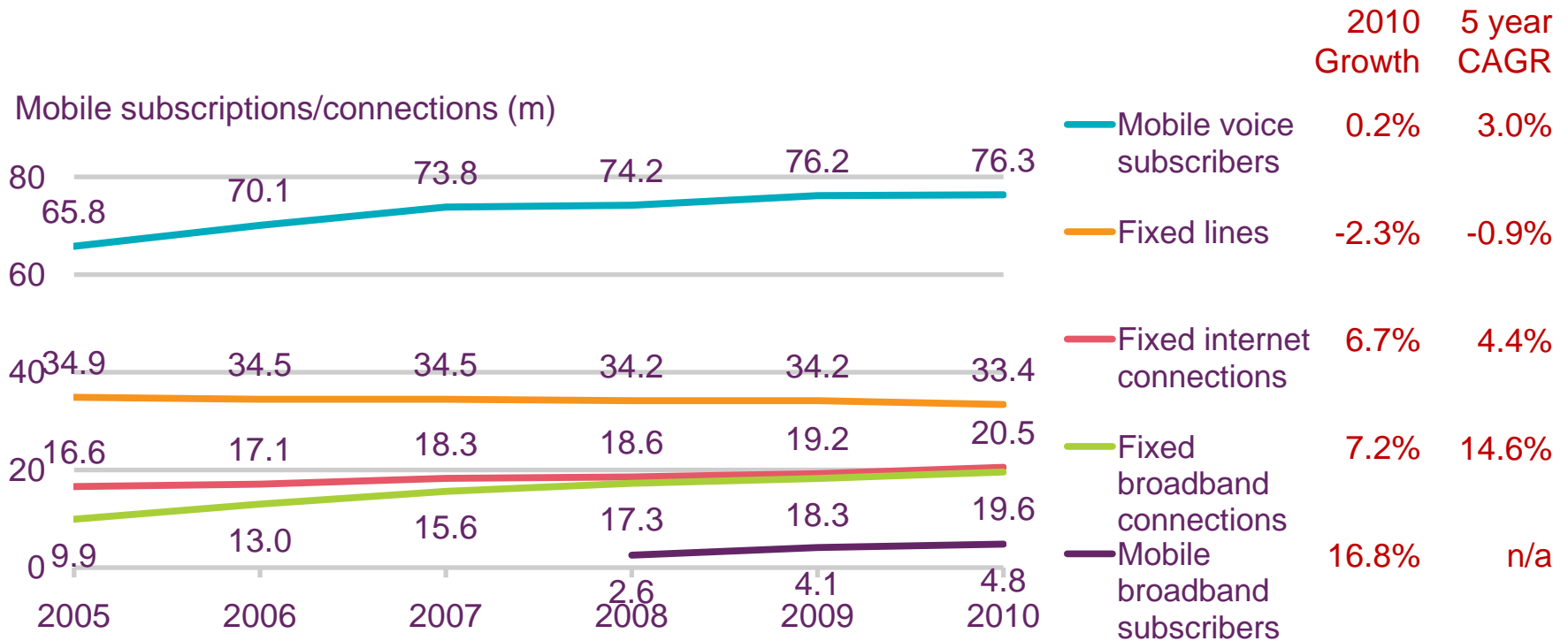
Source: Ofcom / operators

Note: The bundling of messaging and data services in with monthly rental tariffs means voice revenue will include an element of mobile data revenue

Figure 5.32



Total telecoms connections



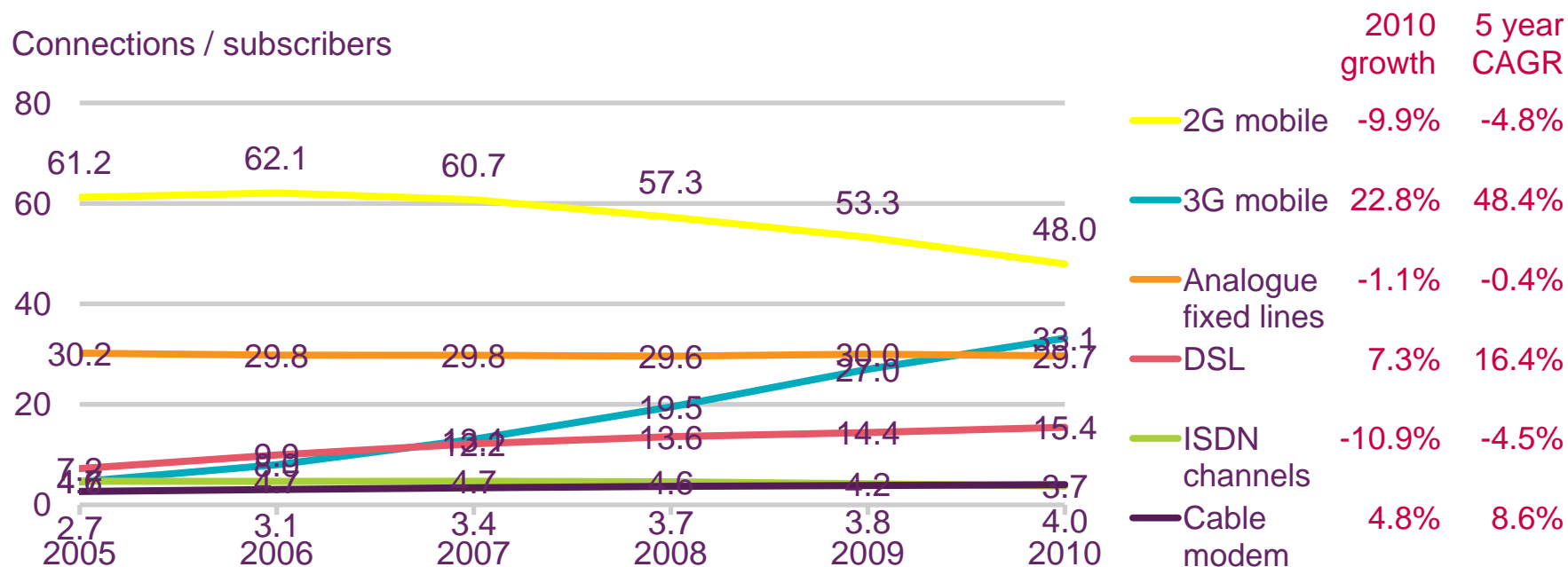
Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators; broadband excludes corporate connections; fixed-line connections includes PSTN lines and ISDN channels along with lines reported as 'other' which were previously excluded from the analysis

Figure 5.33



Fixed and mobile telecoms connections

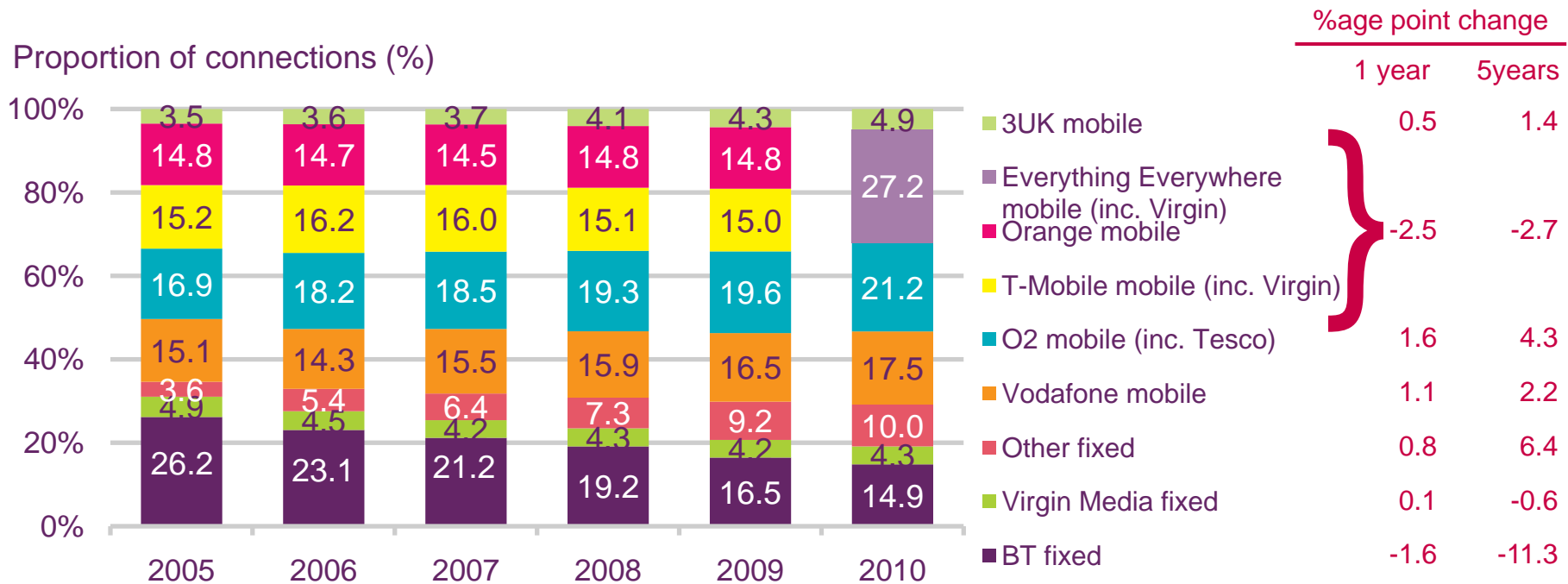


Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators; broadband excludes corporate connections

Figure 5.34

Share of total UK fixed and mobile telecoms connections



Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators; 'Other' includes carrier pre-selection and wholesale line rental in addition to fixed other licensed operators. MVNOs and mobile service provider connections are included within the network operator figures

Figure 5.35



Fixed and mobile voice call volumes



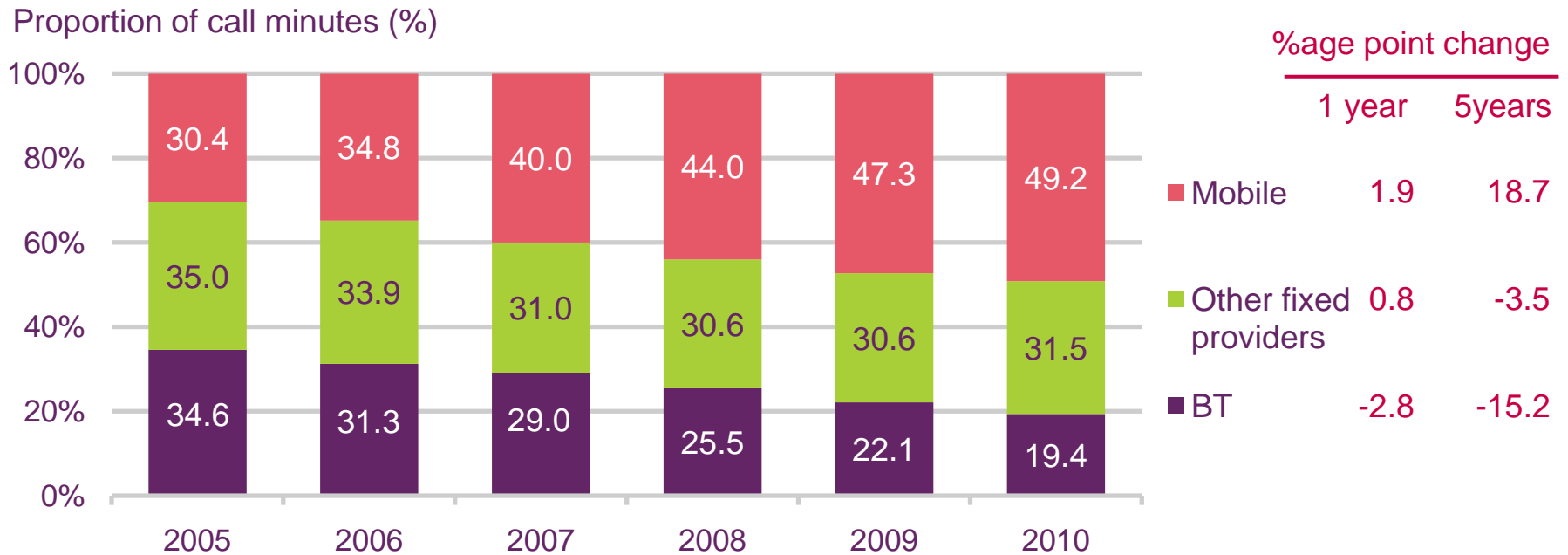
Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators

Figure 5.36



Share of total UK voice call volumes



Source: Ofcom / operators

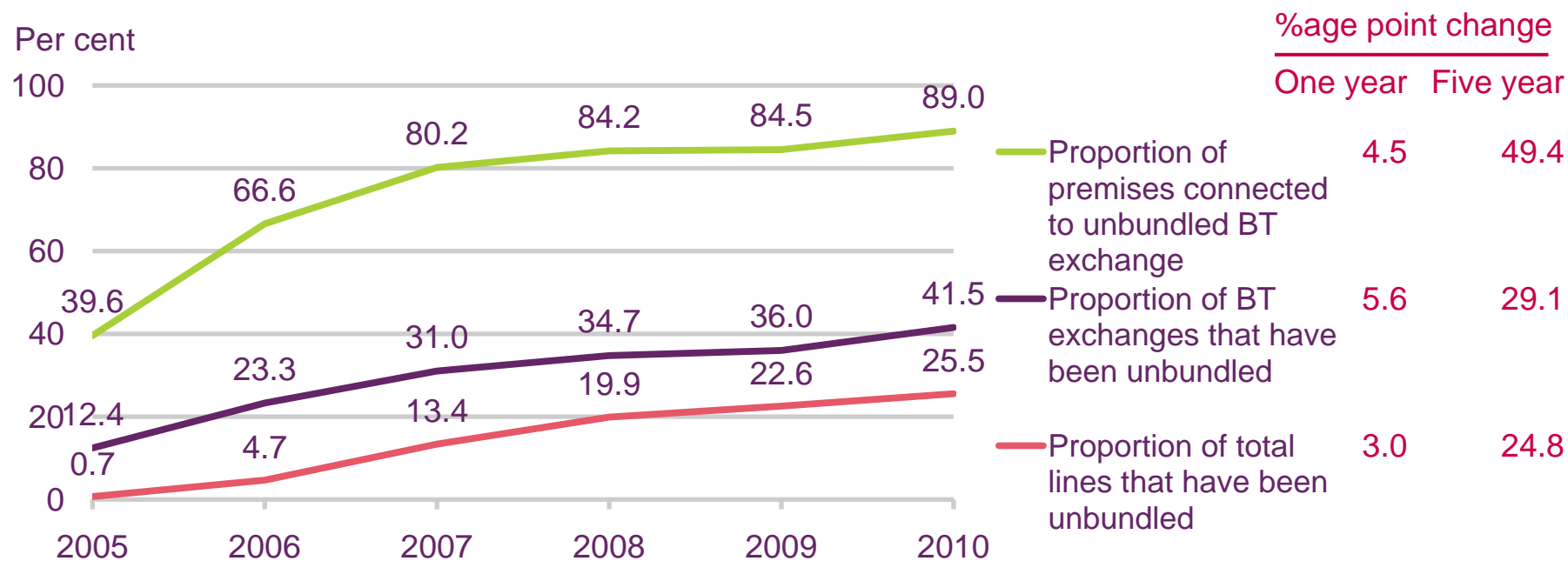
Note: Includes non-geographic voice call volumes

Local loop unbundling

Figure 5.37



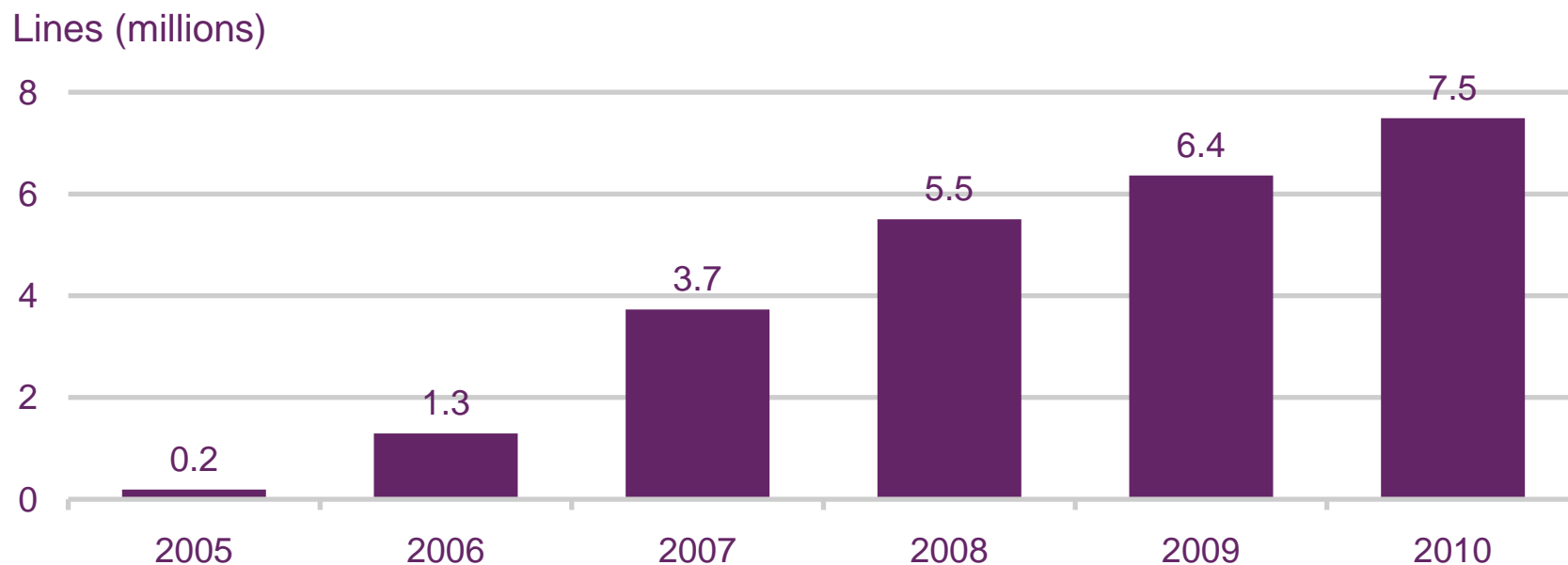
Proportion of unbundled exchanges and connected premises



Source: Ofcom / operators

Figure 5.38

Fully and partially unbundled lines



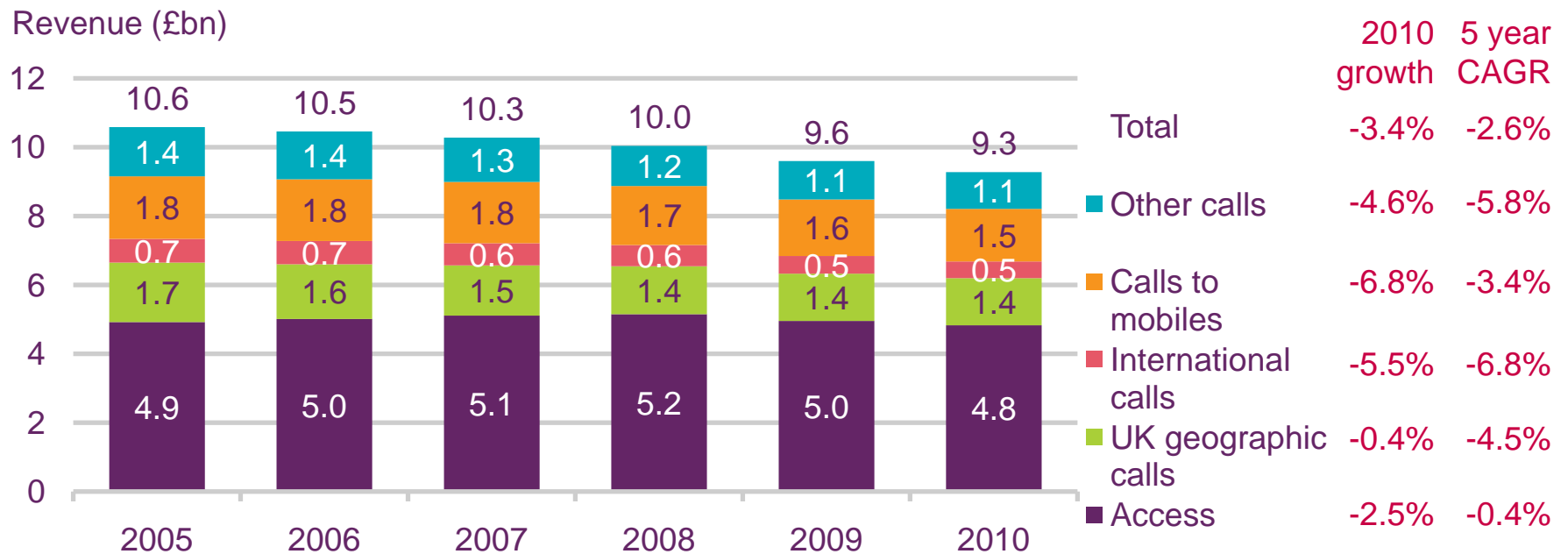
Source: Ofcom / operators

Fixed voice services

Figure 5.39



Retail fixed voice telephony revenues



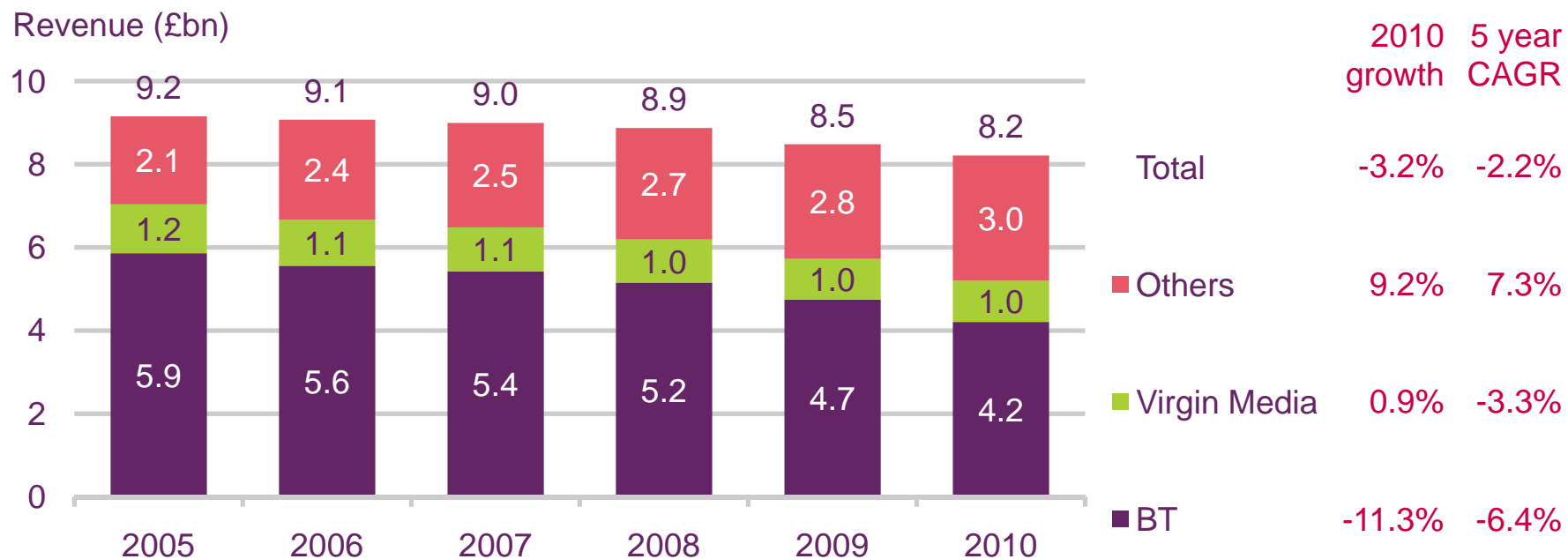
Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators

Figure 5.40



Retail fixed voice telephony revenues, by provider



Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators, excludes NTS voice calls

Figure 5.41



Average monthly voice revenue per fixed line

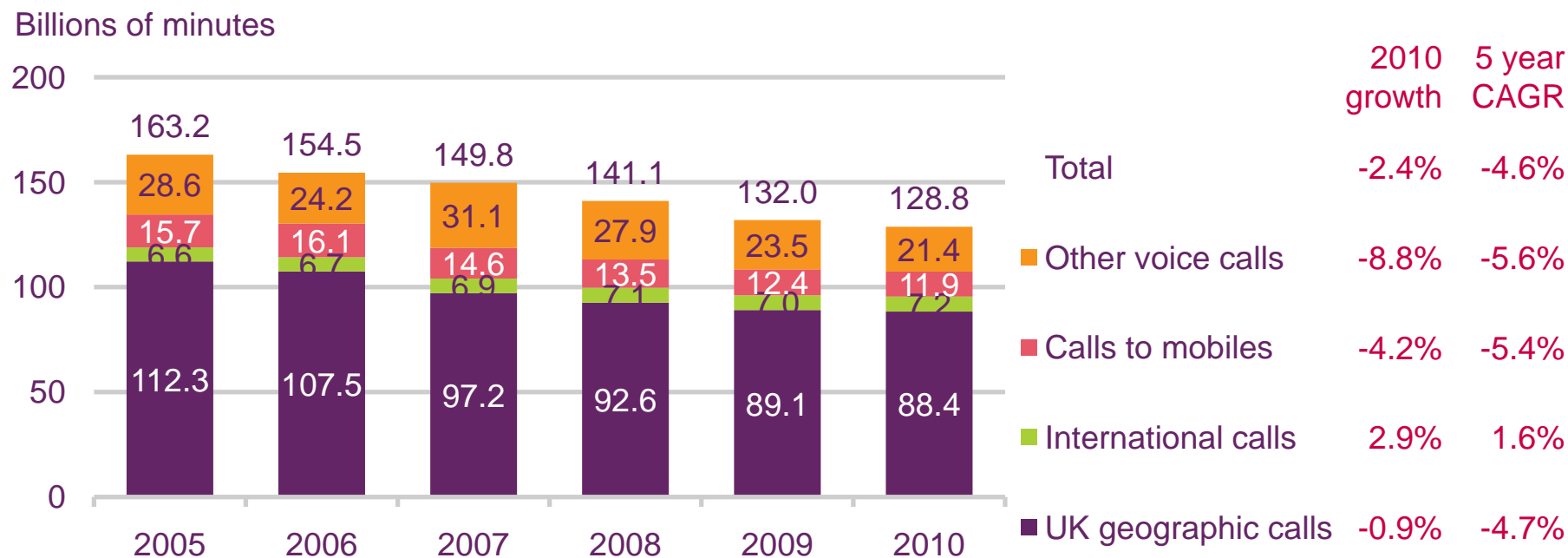


Source: Ofcom / operators

Note: Includes spend on non-geographic voice calls

Figure 5.42

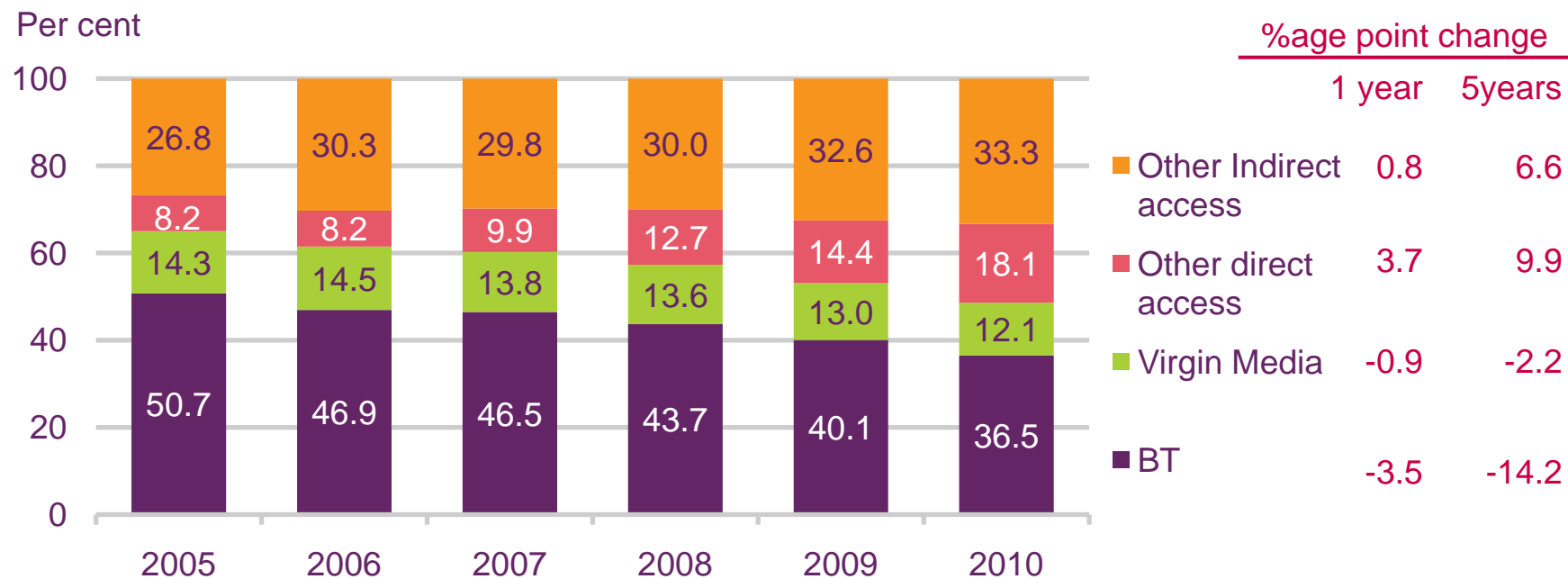
Fixed telecoms voice call volumes



Source: Ofcom / operators

Figure 5.43

Share of retail fixed voice call volumes



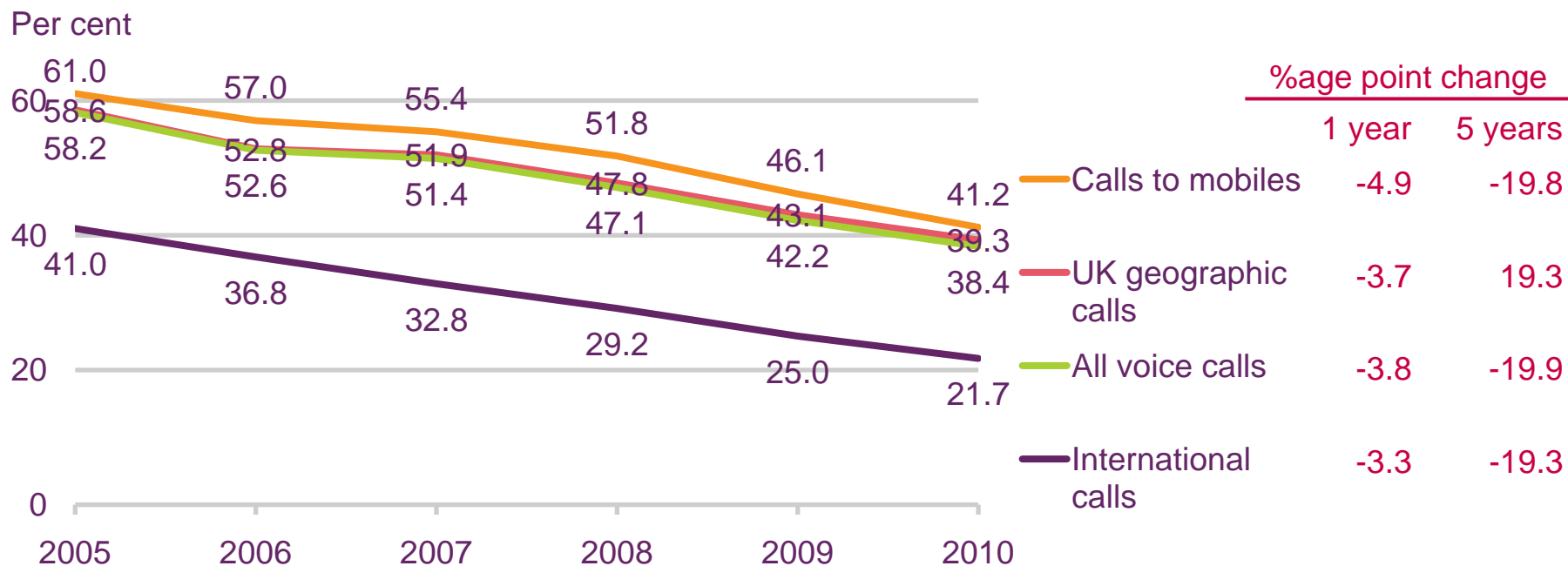
Source: Ofcom / operators

Note: Excludes NTS calls

Figure 5.44



BT share of residential retail voice call volumes, by type

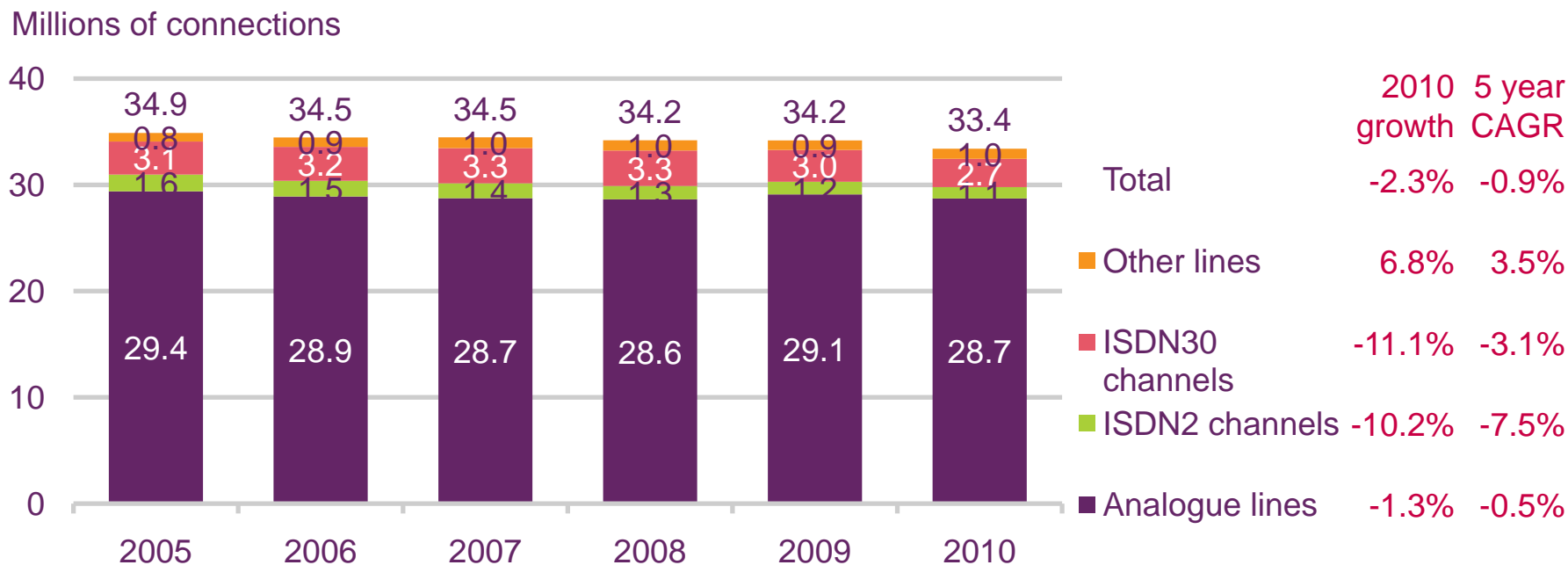


Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators; excludes NTS voice calls

Figure 5.45

Fixed-line connections by type

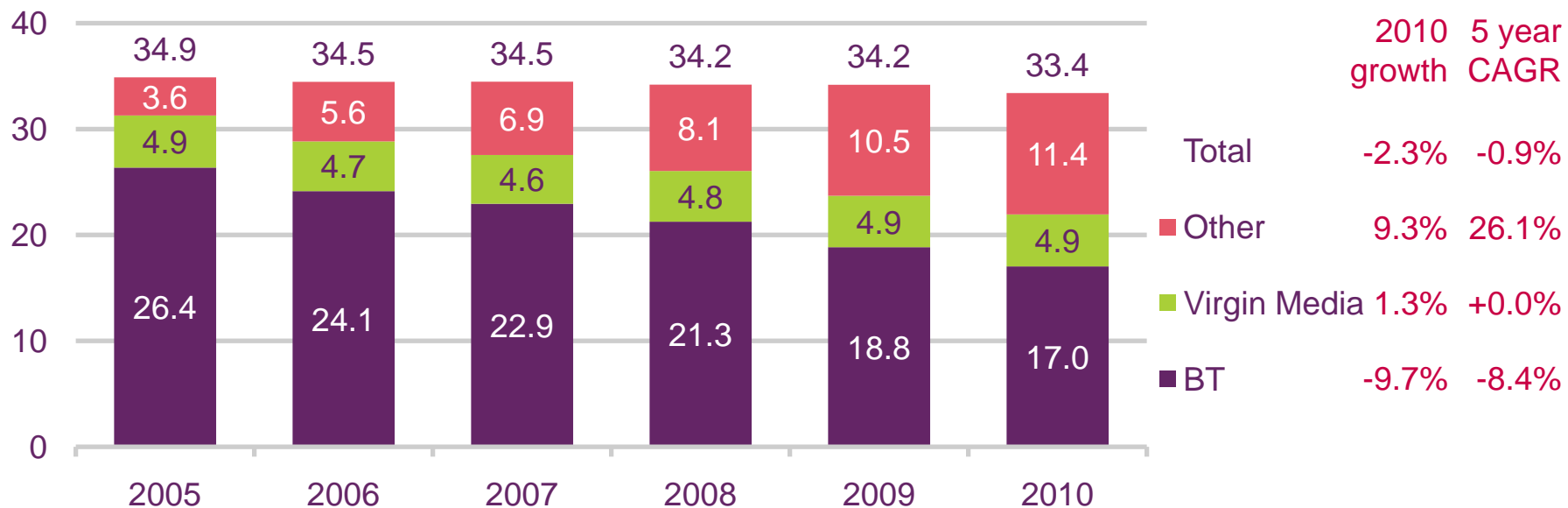


Source: Ofcom / operators

Figure 5.46

Fixed-line connections by operator

Millions of connections



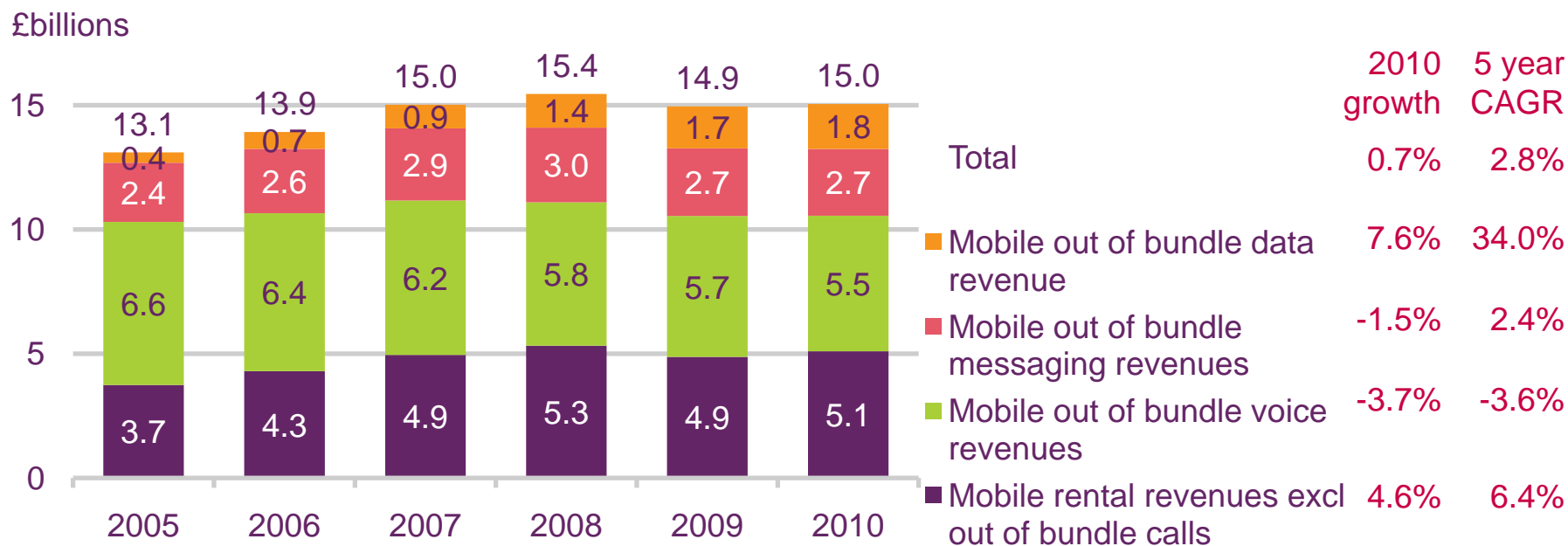
Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators

Mobile services

Figure 5.47

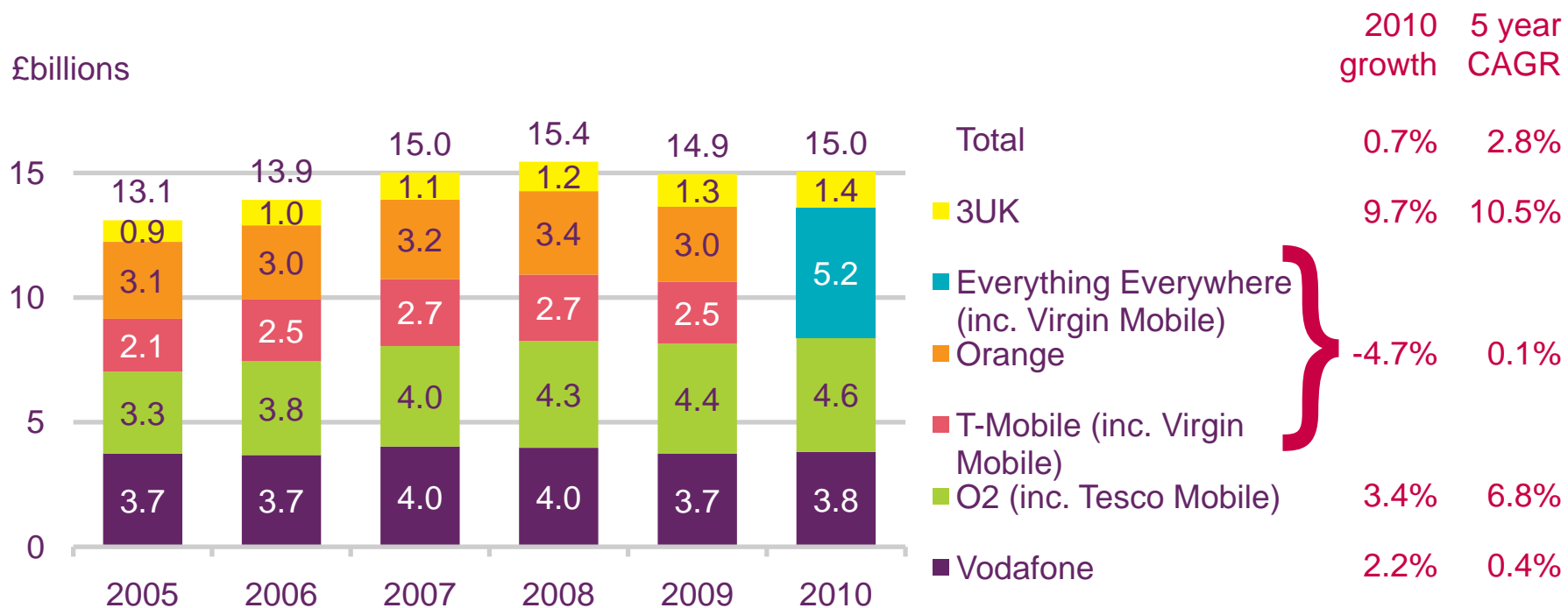
Mobile telecoms retail revenues



Source: Ofcom / operators

Figure 5.48

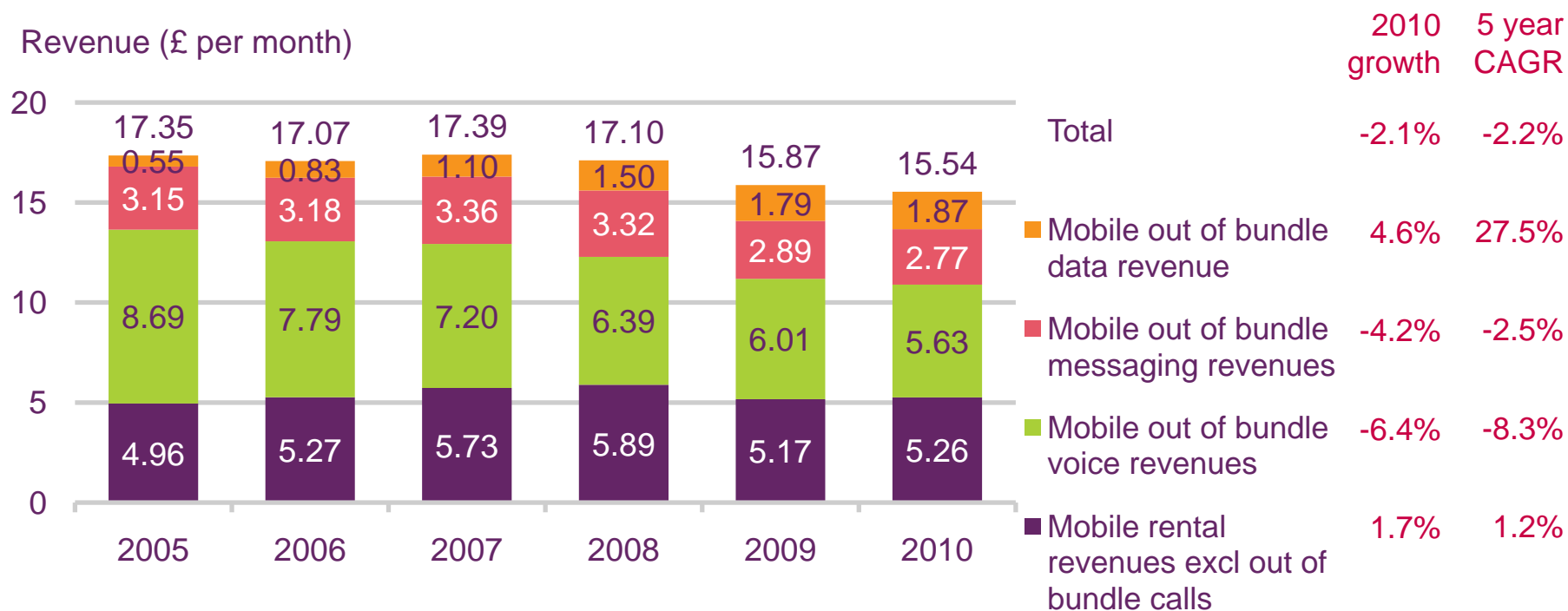
Mobile telephony retail revenues, by network



Source: Ofcom / operators

Figure 5.49

Average monthly retail voice revenue per mobile subscription



Source: Ofcom / operator data

Figure 5.50



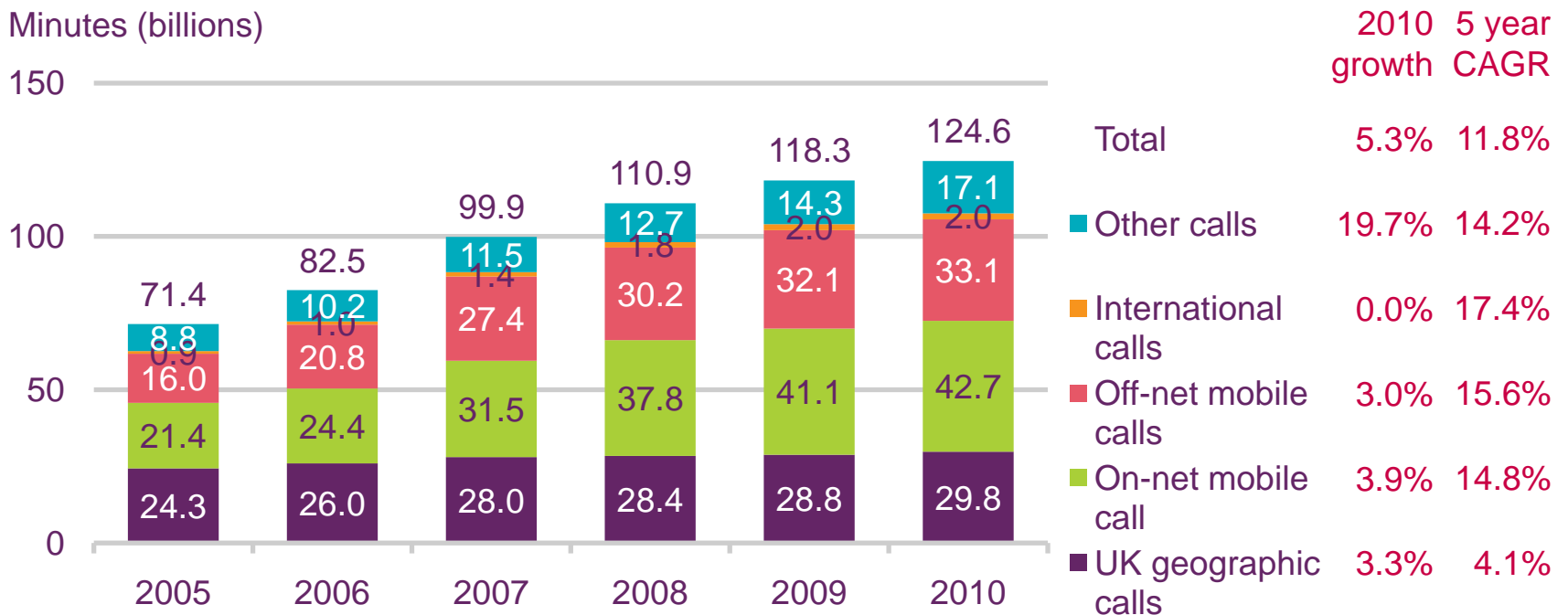
Average monthly revenue per mobile subscriber, by connection type



Source: Ofcom / operators

Figure 5.51

Mobile originating voice call volumes



Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators

Figure 5.52



Mobile voice call volumes, by subscription type



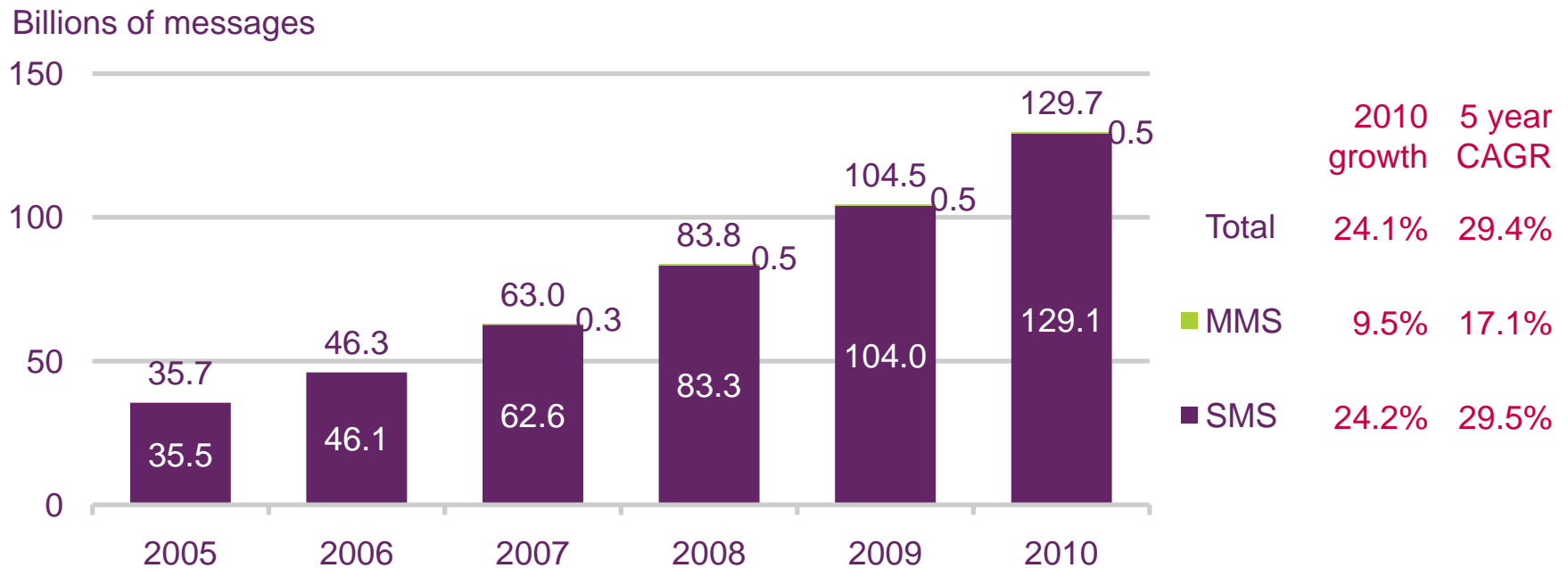
Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators

Figure 5.53



Mobile messaging volumes

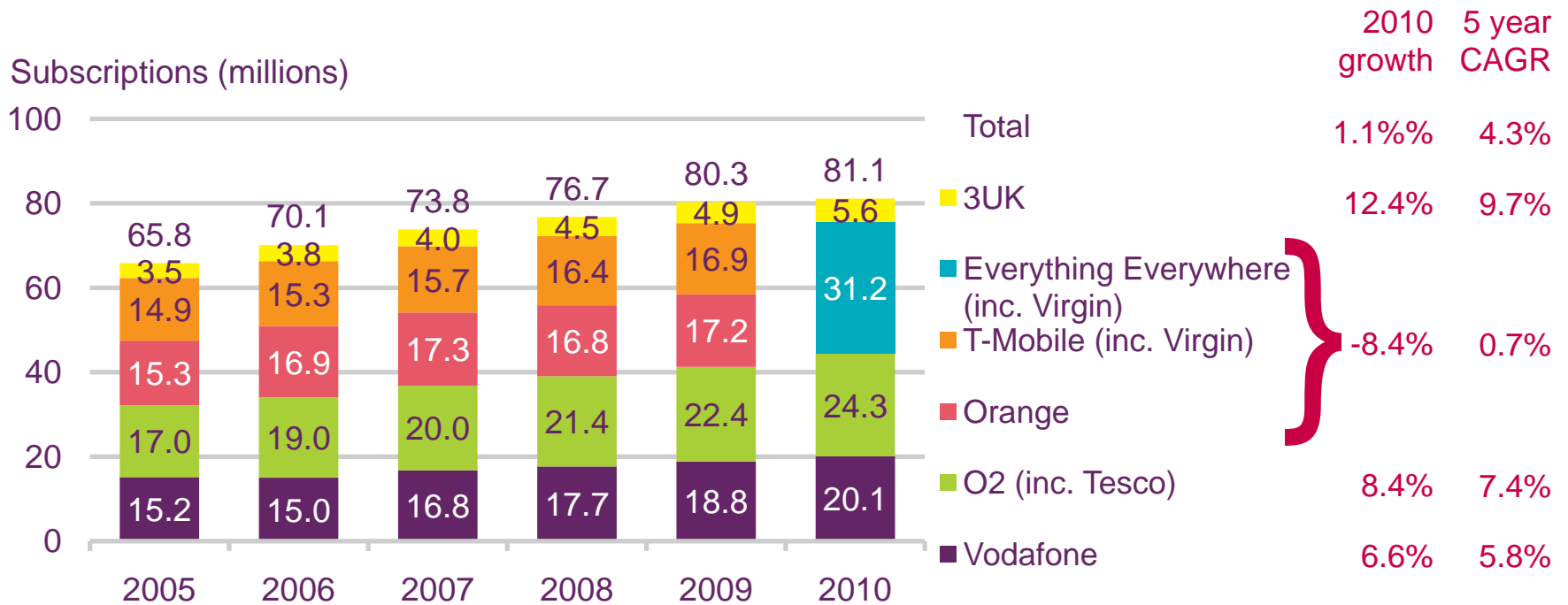


Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators

Figure 5.54

Mobile subscriptions, by network operator

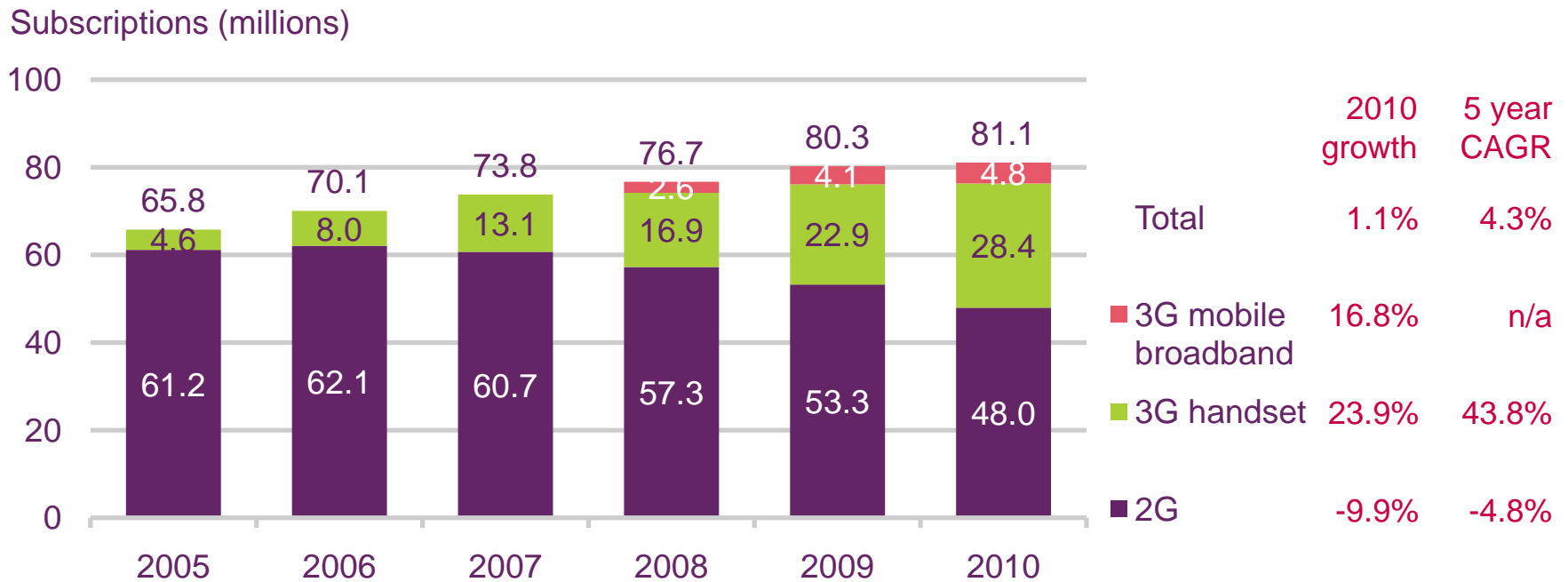


Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators

Figure 5.55

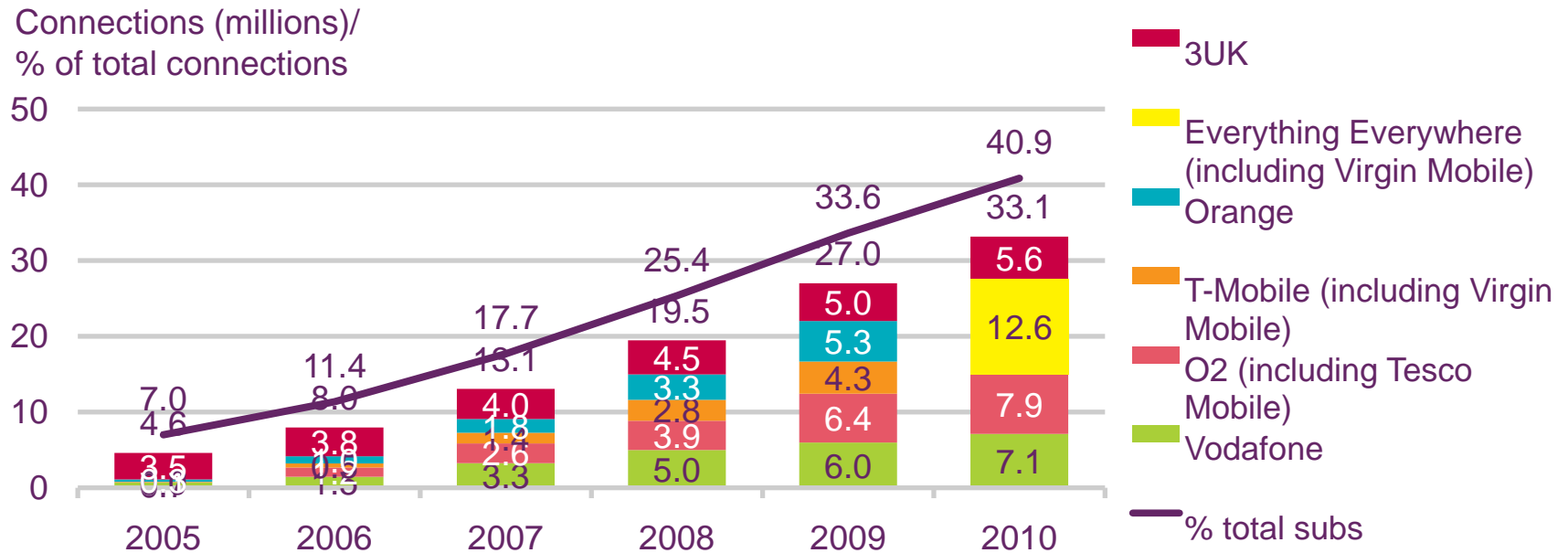
Mobile subscriptions by technology



Source: Ofcom / operators

Figure 5.56

3G connections, by network operator



Source: Ofcom / operators

Note: 3G includes connections made via laptops/dongles as well as mobile handsets

Fixed data services

Figure 5.57



Estimated UK internet and broadband retail revenue

Revenue (£billion)

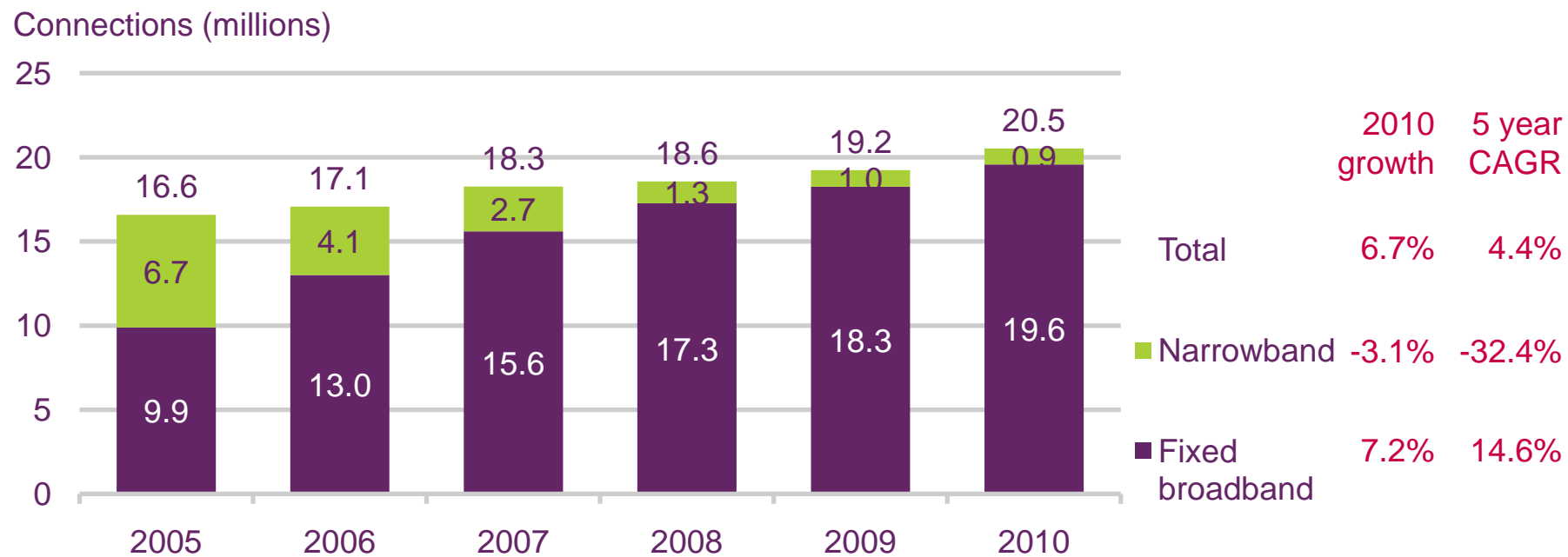


Source: Ofcom / operators

Figure 5.58



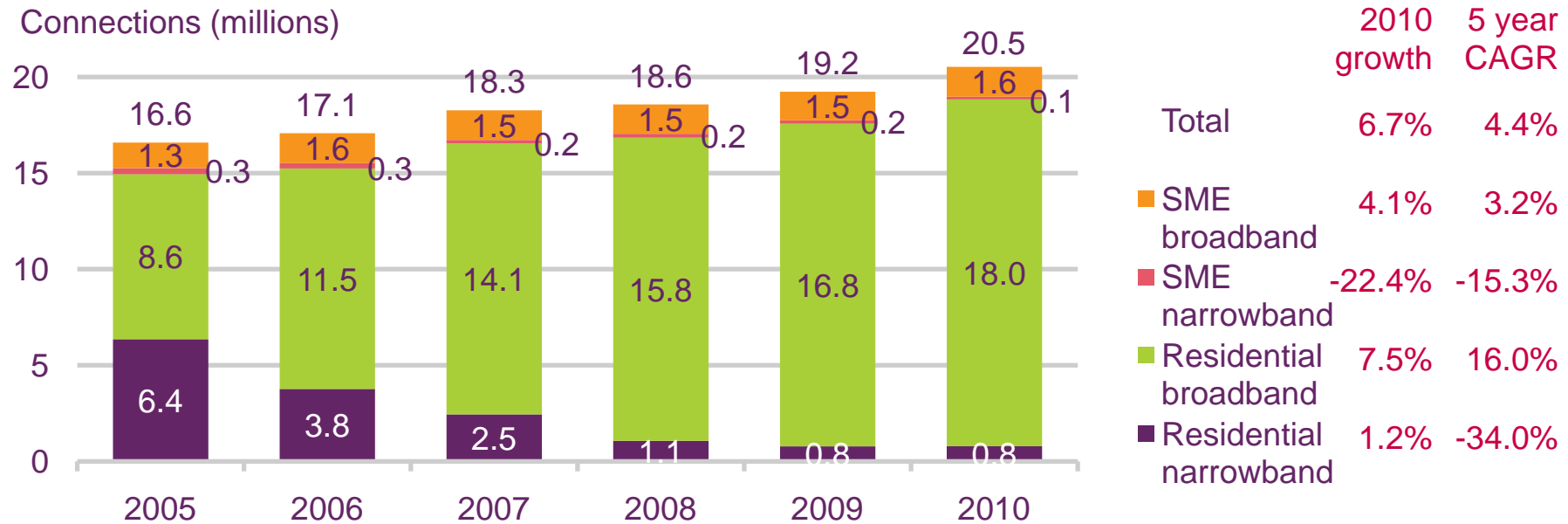
Estimated UK fixed internet connections



Source: Ofcom / operators

Figure 5.59

UK residential and small business fixed internet connections



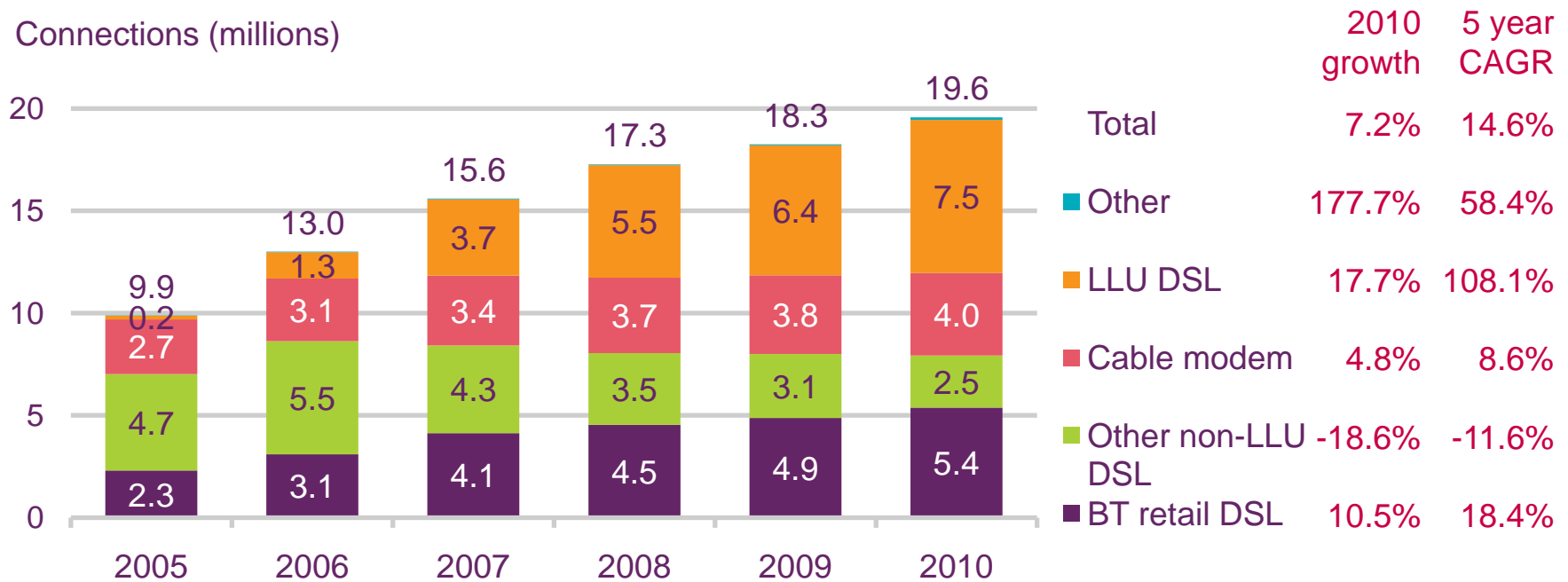
Source: Ofcom / operators

Note: SME broadband includes some connections over leased lines

Figure 5.60



UK residential and small business fixed broadband connections

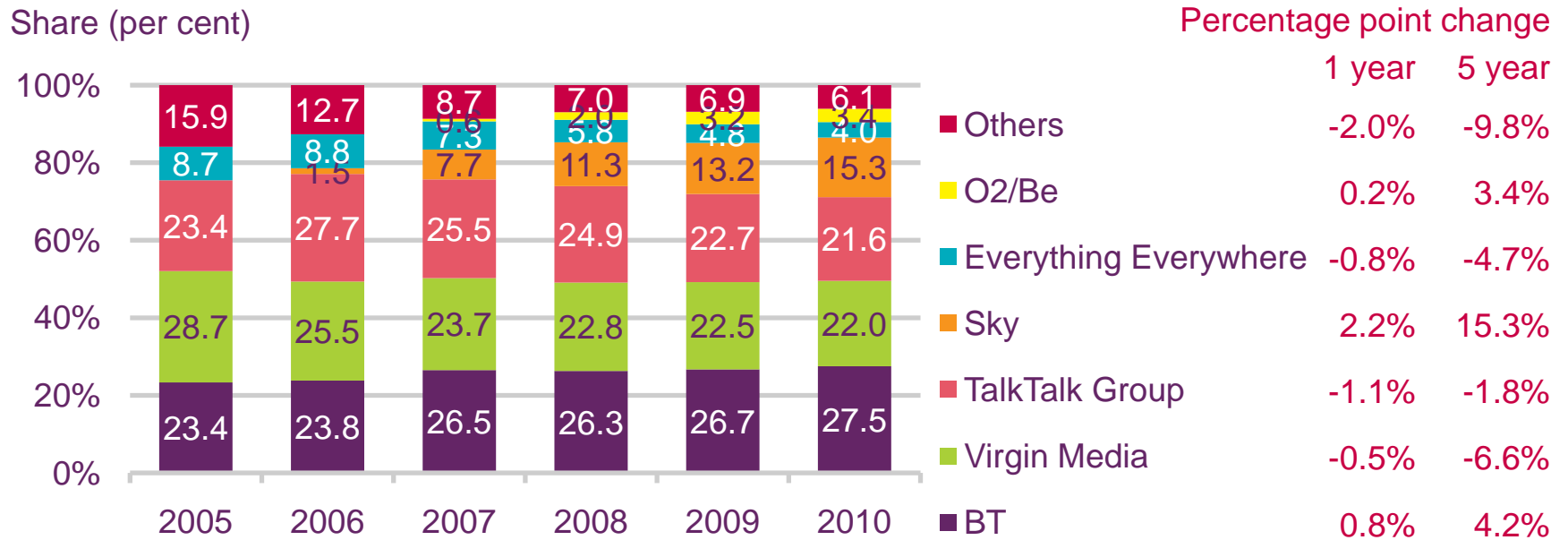


Source: Ofcom / operators

Note: Excludes connections made over cellular networks

Figure 5.61

Fixed broadband connection market shares



Source: Ofcom / operators

Note: Where providers have merged historic data is included under the ISP it was part of at the end of 2010; excludes connections made over cellular networks

Business markets

Figure 5.62



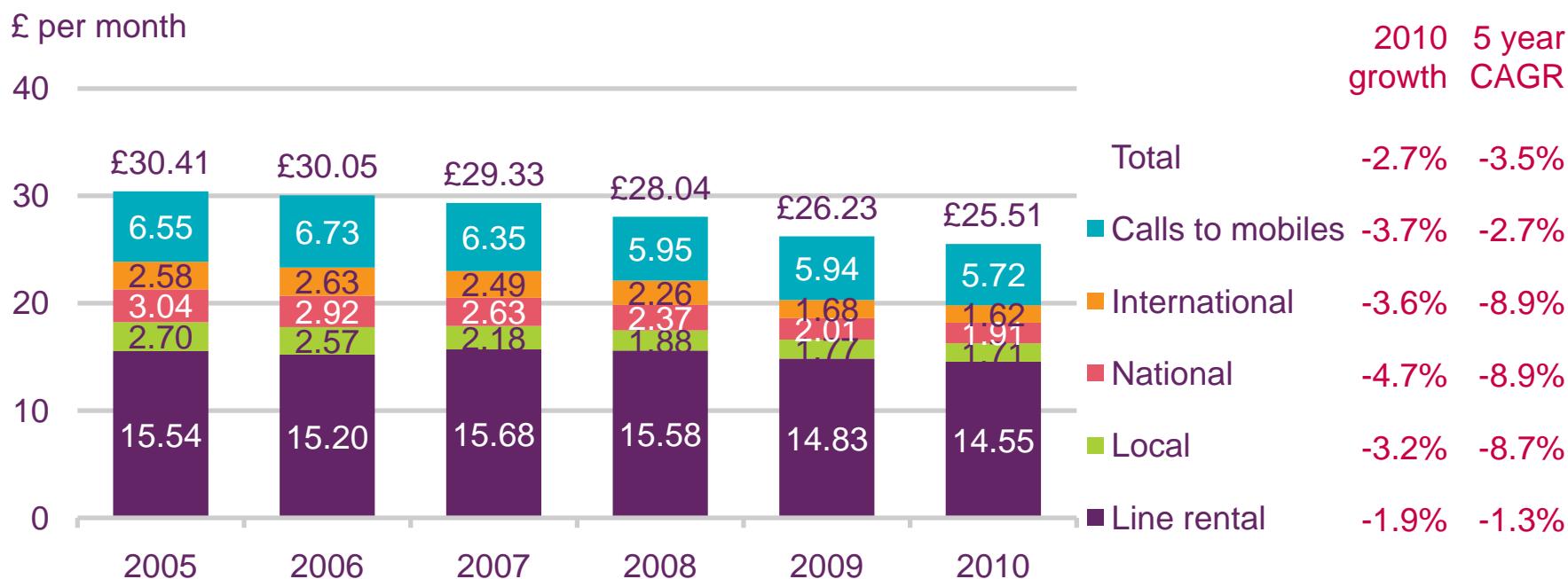
UK business telecoms services revenue



Source: Ofcom / operators / IDC

Figure 5.63

Average monthly voice revenue per business fixed line

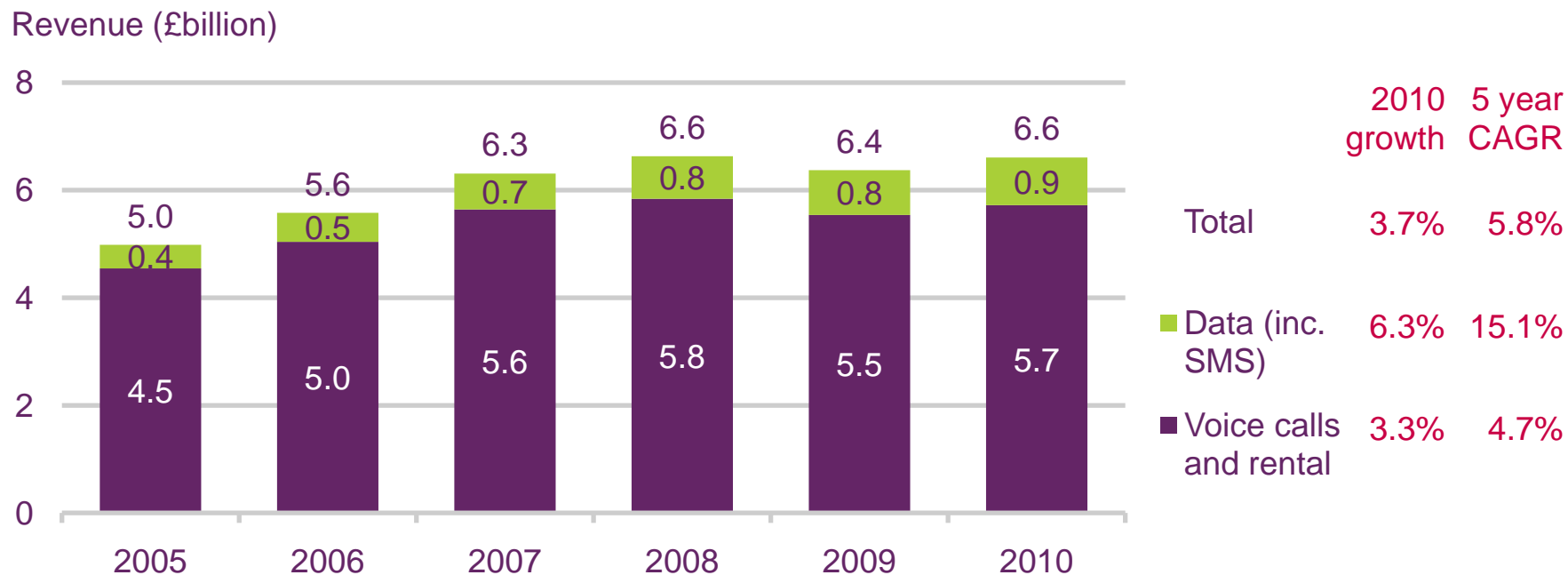


Source: Ofcom / operators

Note: Excludes revenues from non-geographic voice calls

Figure 5.64

Breakdown of business mobile revenue

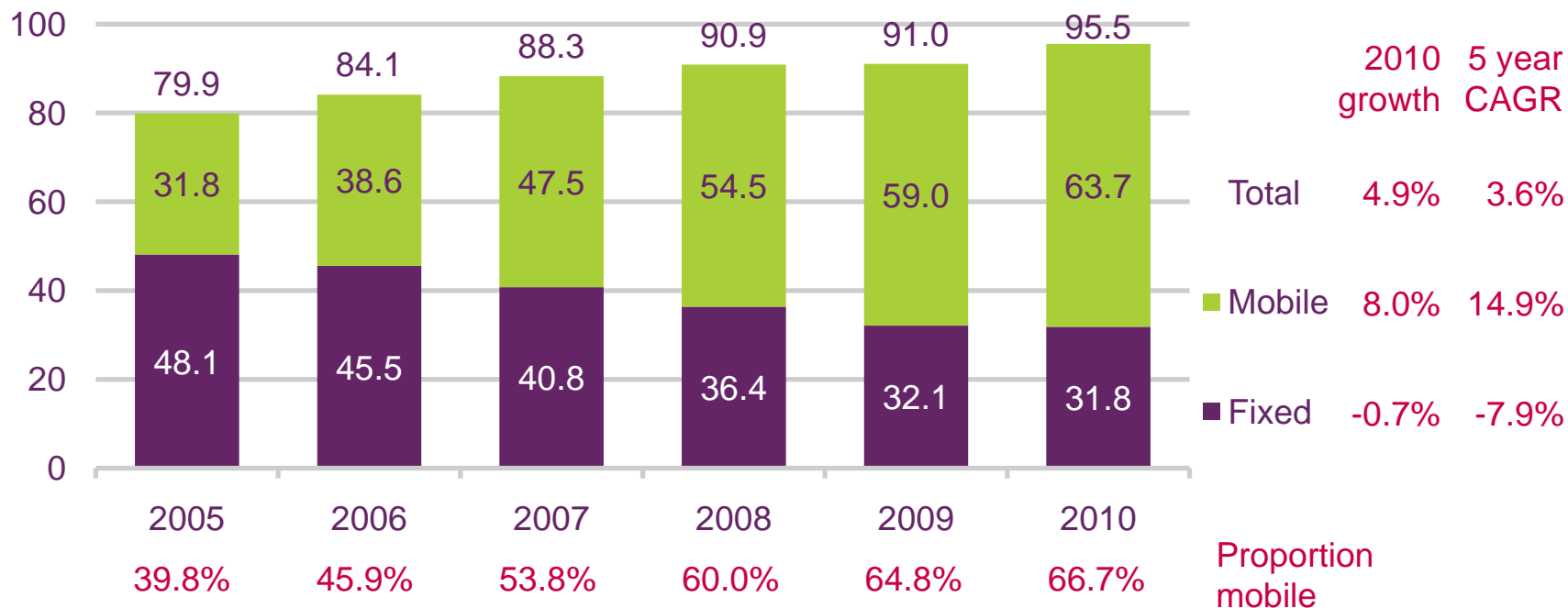


Source: Ofcom / operators

Figure 5.65

Business voice call volumes

Call minutes (billions)



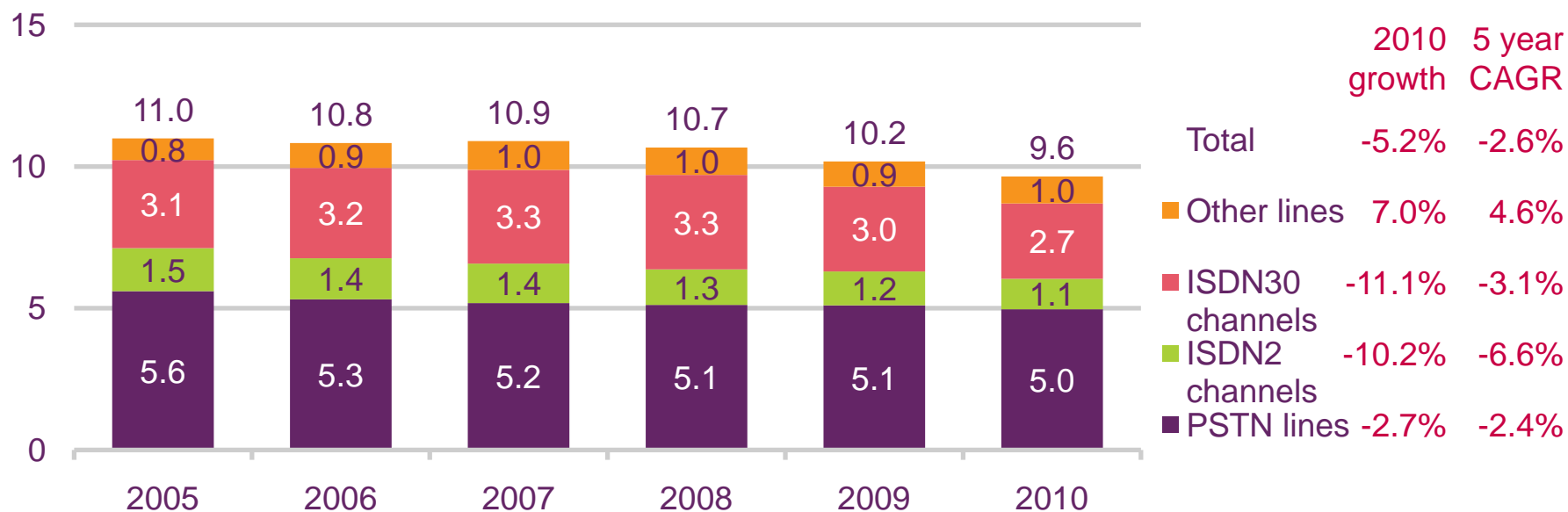
Source: Ofcom / operators

Note: Fixed data excludes non-geographic voice call volumes

Figure 5.66

Business fixed lines, by type

Lines / channels (millions)



Source: Ofcom / operators

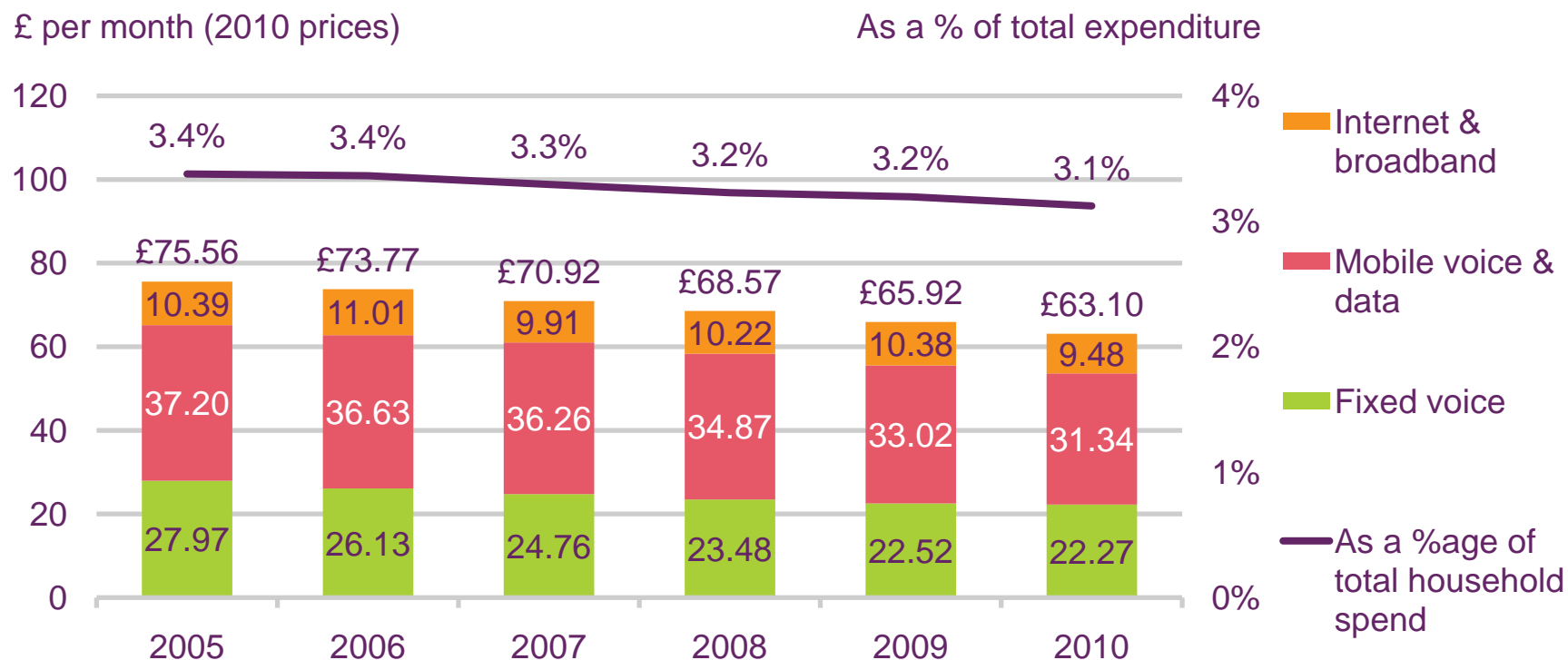
UK Communications Market 2011: telecoms charts

- Key market developments
- The telecoms industry
- The telecoms user

Residential sector overview

Figure 5.67

Average household spend on telecoms services



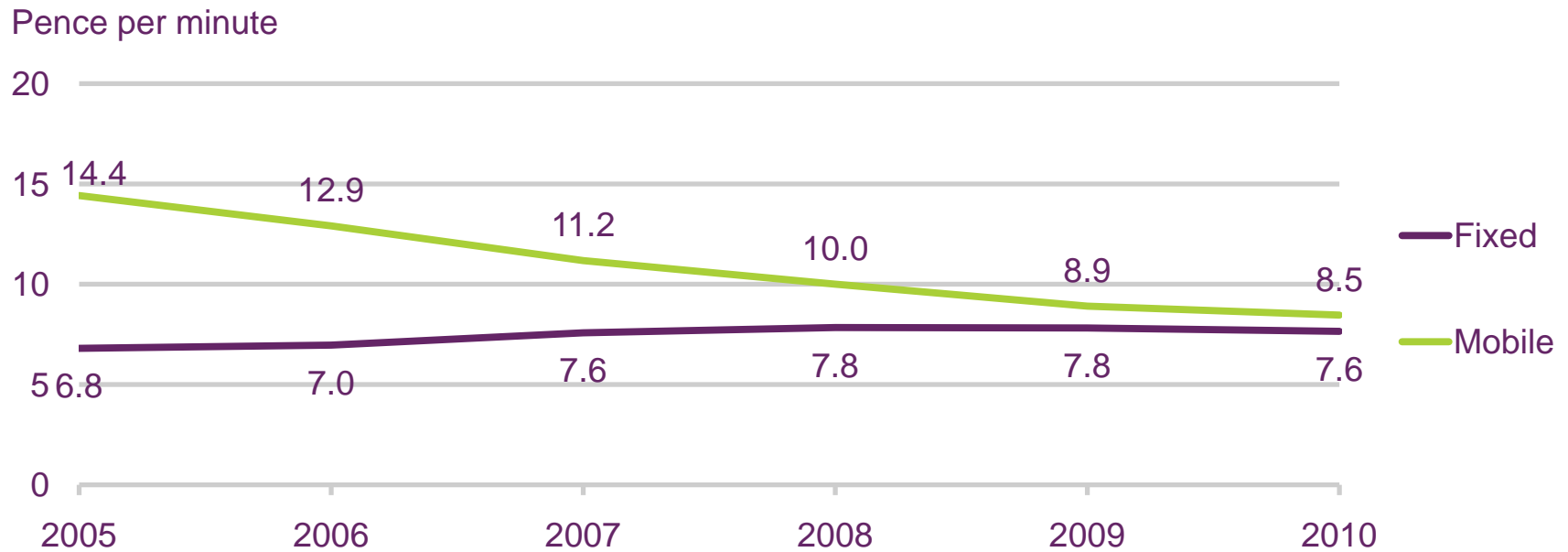
Source: Ofcom / operators / ONS

Notes: Includes estimates where Ofcom does not receive data from operators; adjusted to RPI; includes VAT

Figure 5.68



Comparison of average fixed and mobile voice call charges



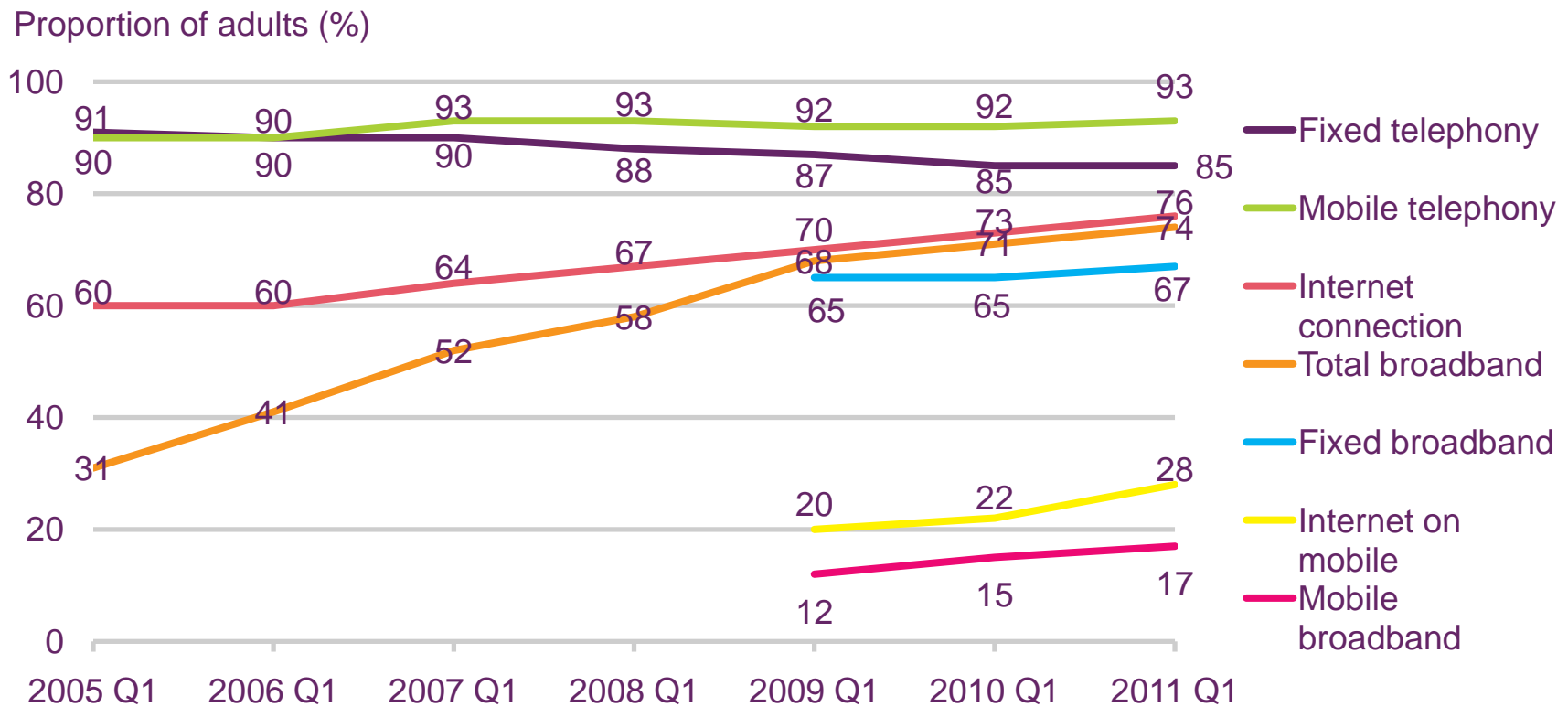
Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators; fixed calculation excludes non-geographic voice calls

Figure 5.69

Household penetration of key telecom technologies

QE1: Does your household have a PC or laptop computer? / QE2: Do you or does anyone in your household have access to the Internet/Worldwide Web at HOME (via any device, e.g. PC, mobile phone etc)? / QE6: Which of these methods does your household use to connect to the Internet at home?

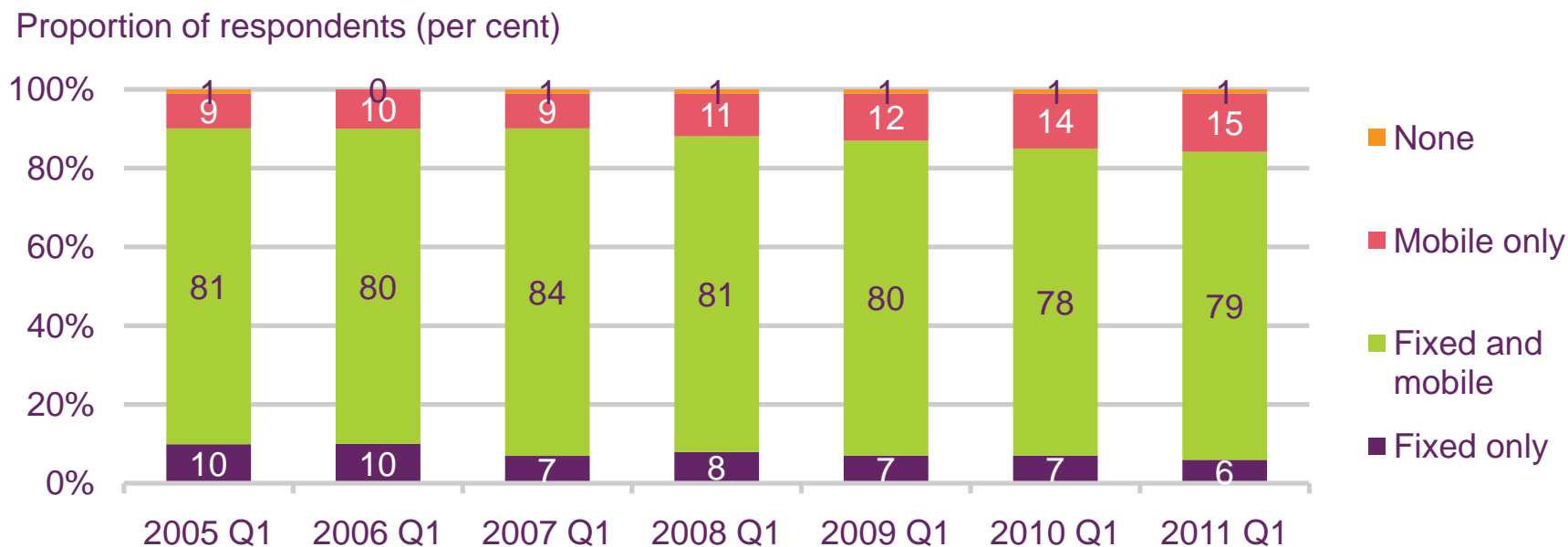


Source: Ofcom technology tracker, Q1 2011.

Base: All adults aged 16+ (n=3474)

Figure 5.70

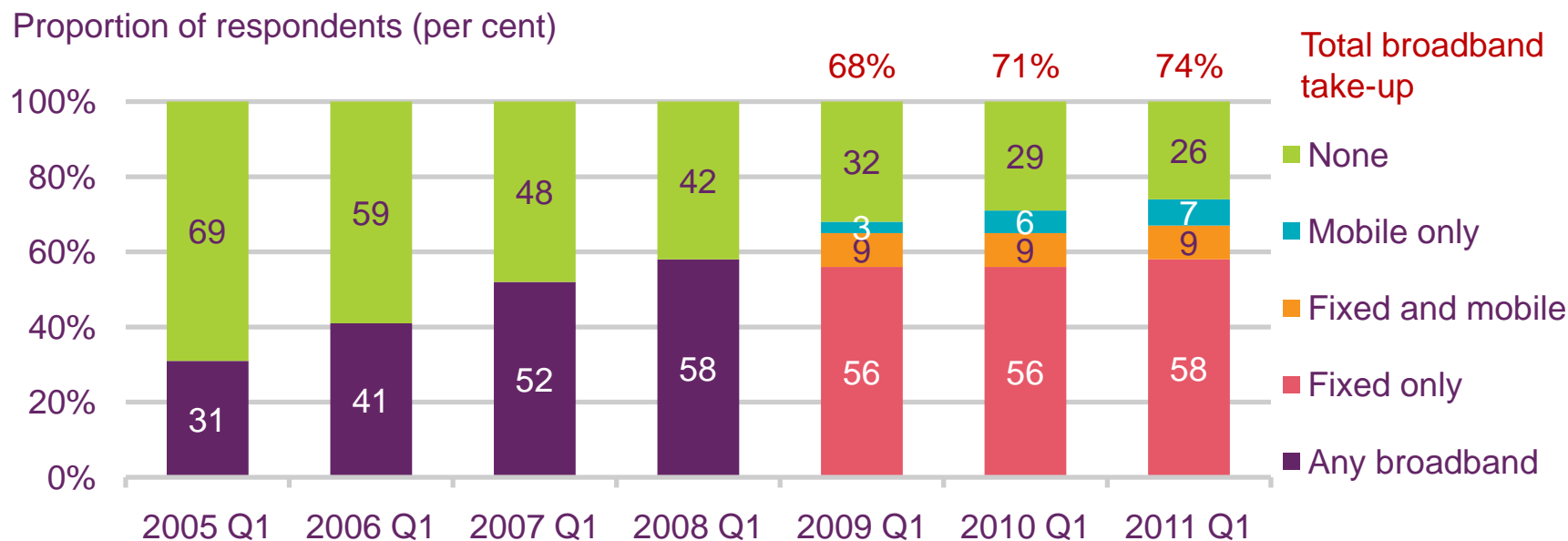
Household penetration of fixed and mobile telephony



Source: Ofcom research
Base: All adults aged 16+

Figure 5.71

Household penetration of fixed and mobile broadband

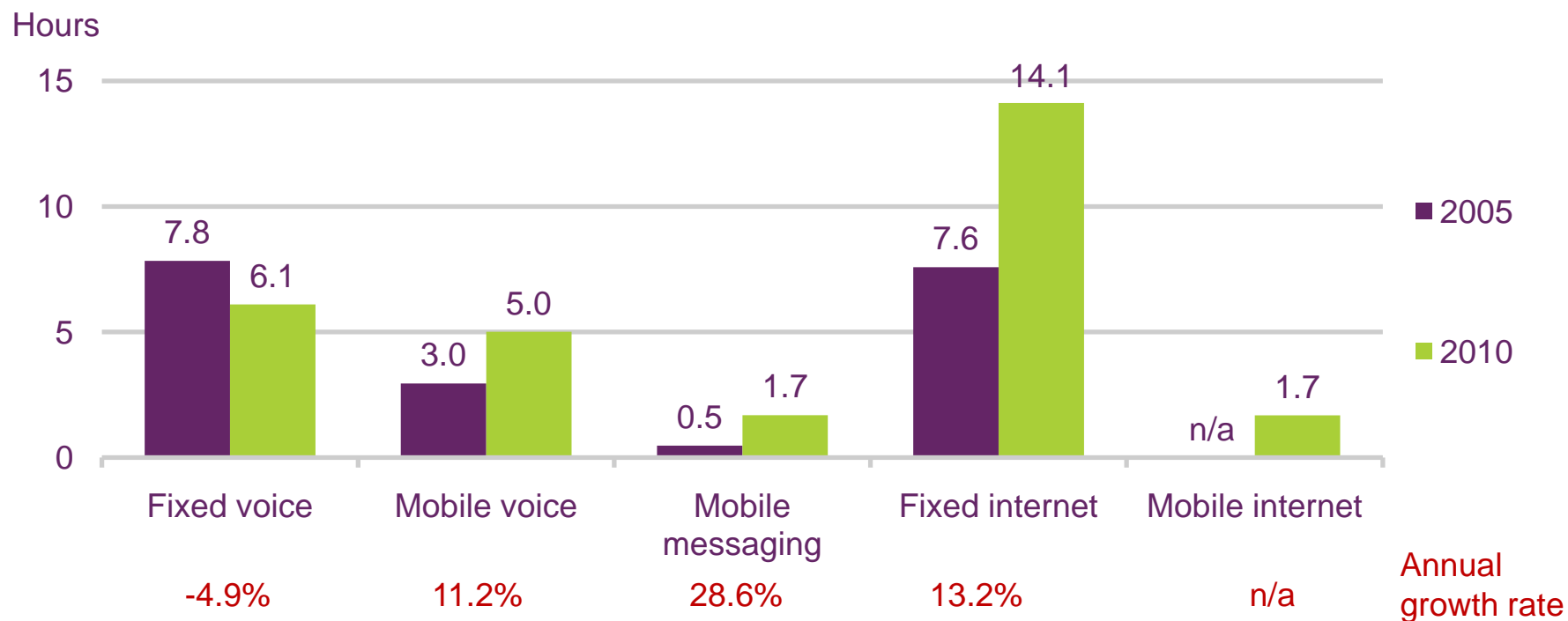


Source: Ofcom research
 Base: All adults aged 16+

Figure 5.72



Average monthly time per person spent using telecoms services



Source: Ofcom / operators / Nielsen / UKOM/ Comscore

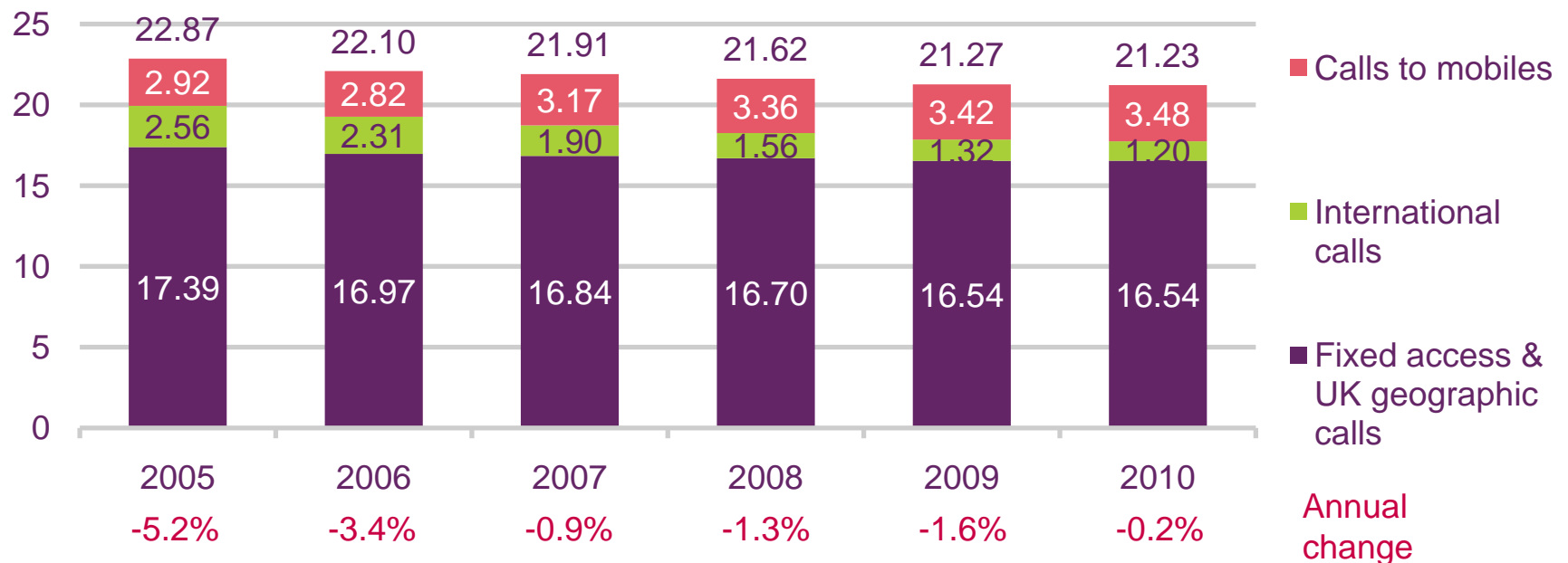
Note: Includes estimates where Ofcom does not receive data from operators; fixed voice call figures include NTS voice calls; mobile messaging figures assume an average of 35 seconds per message; Ofcom estimate of fixed internet use per person is based on Nielsen's data on the average monthly time spent online at home including the use of applications across the online population only; Nielsen's methodology changed in October 2006 so comparisons before this period should be treated with caution; fixed internet use figures are for May of the following year.

Fixed line services

Figure 5.73

Cost of a basket of residential fixed voice services

£ per month (2010 prices)



Source: Ofcom / operators

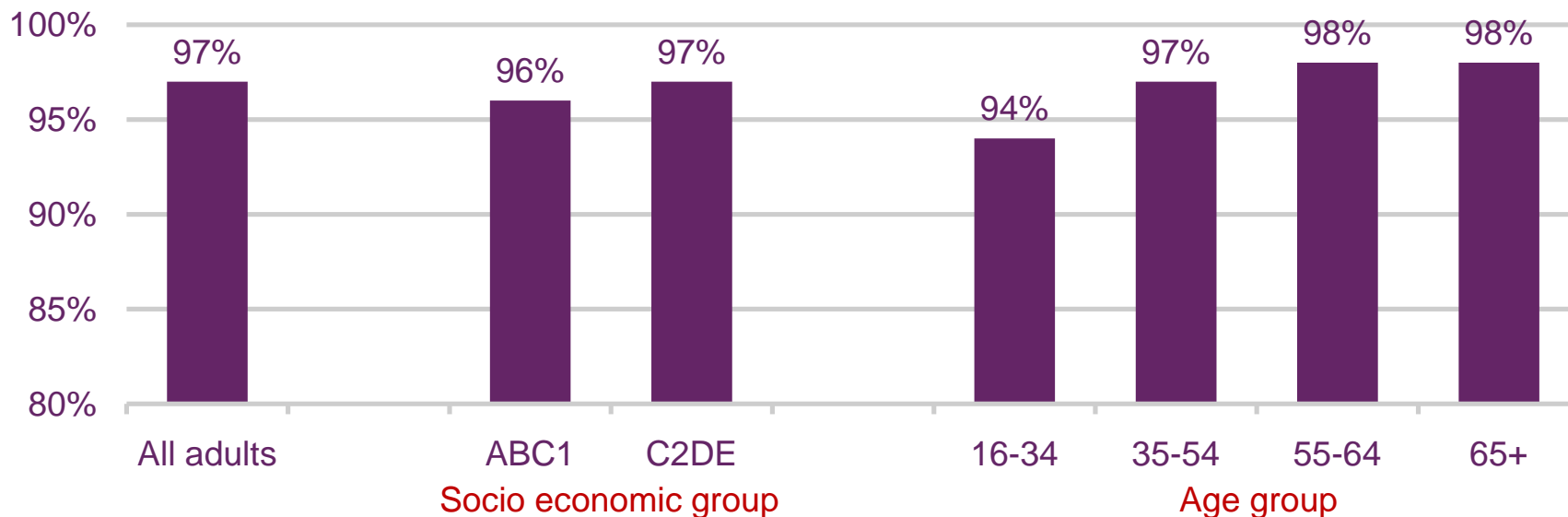
Note: Includes estimates where Ofcom does not receive data from operators; excludes non-geographic voice calls; adjusted for RPI; includes VAT

Figure 5.74

Use of landline for voice communications services within the home

QC2A. Do you ever use this landline phone at home yourself to make and/or receive calls, for internet access or both?

Proportion of respondents

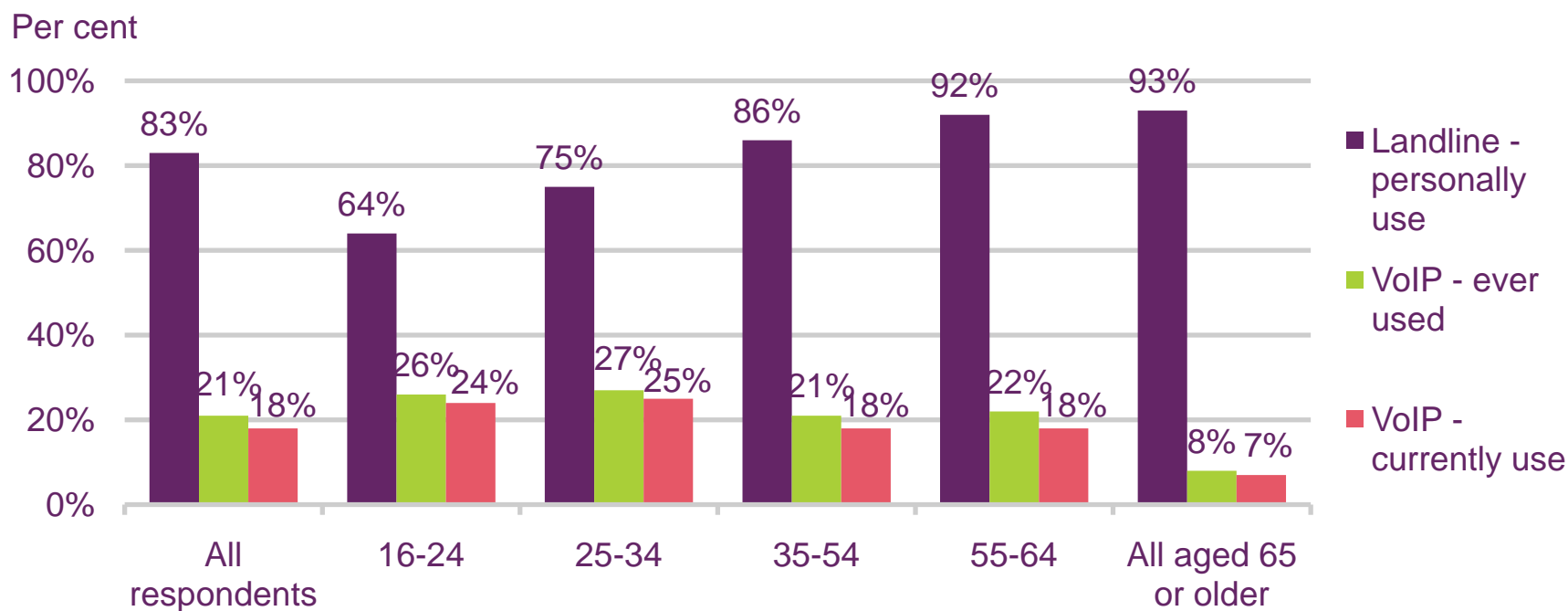


Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ with a landline phone at homes (n = 3474 All, 1798 ABC1, 801 C2DE, 537 16-34s, 680 35-54s, 312 55-64s, 381 65+)

Figure 5.75

Use of fixed voice communication services in the home

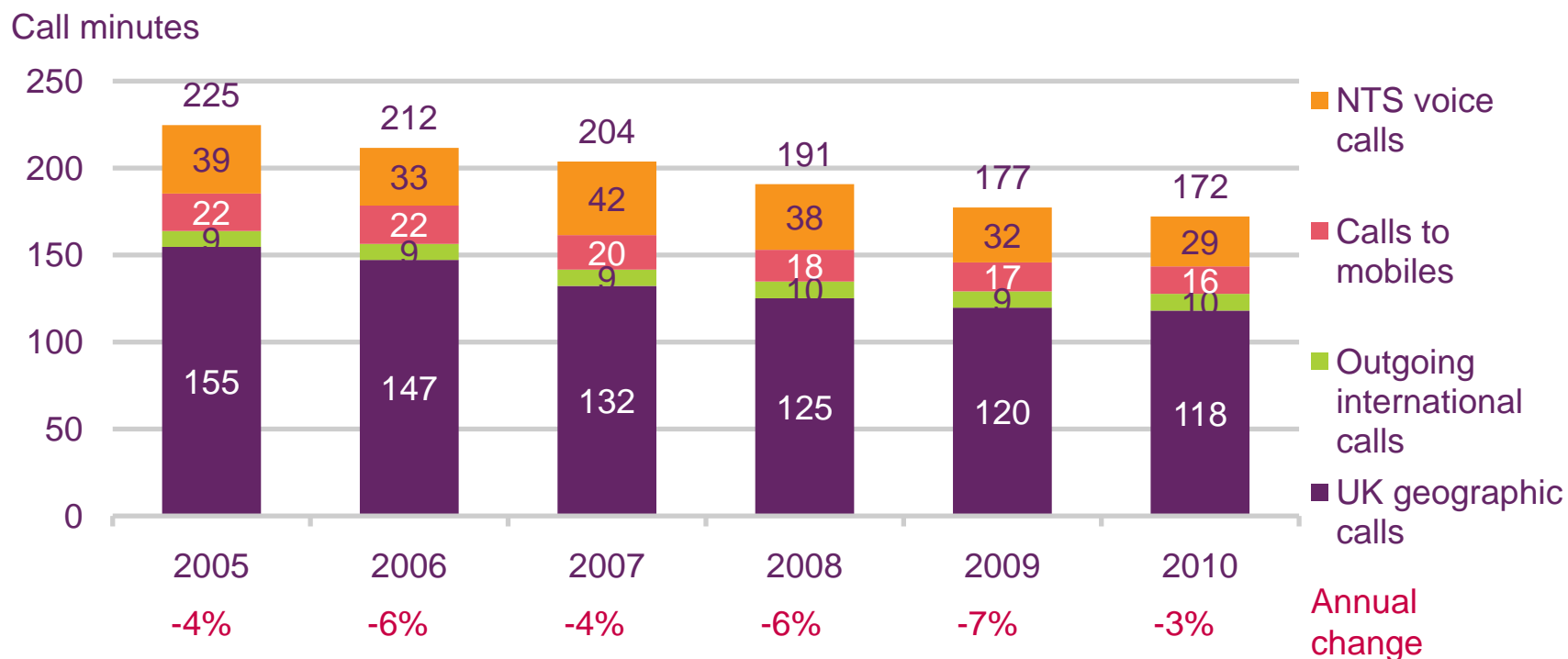


Source: Ofcom research Q1 2011

Base = All respondent s: 3474; 16-24s = 460; 25-34s = 540; 35-54s = 1204; 55-64 = 535; 65+ = 735

Figure 5.76

Average monthly outbound fixed voice call volumes per person



Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators

Figure 5.77

Fixed voice options tariffs 2010 and 2011

Provider	2010			2011		
	Fixed phone only	with fixed calls off-peak	with fixed calls anytime	Fixed phone only	with fixed calls off-peak	with fixed calls anytime
BT	-	£11.54*	£16.54	-	£13.60 ¹	£18.60
O2	-	-	-	£7.66	£9.70	£12.77 ²
Orange	£10.25	-	-	£11.50	-	-
Sky	-	£11.00	£16.00	-	£11.25	£16.25
TalkTalk	£11.49	£14.44	£16.98	£12.30	£15.91	£18.51 ³
Virgin Media	£11.99	£15.44	£19.94	£12.99 ⁴	£16.99 ⁴	£20.99 ^{3,4}

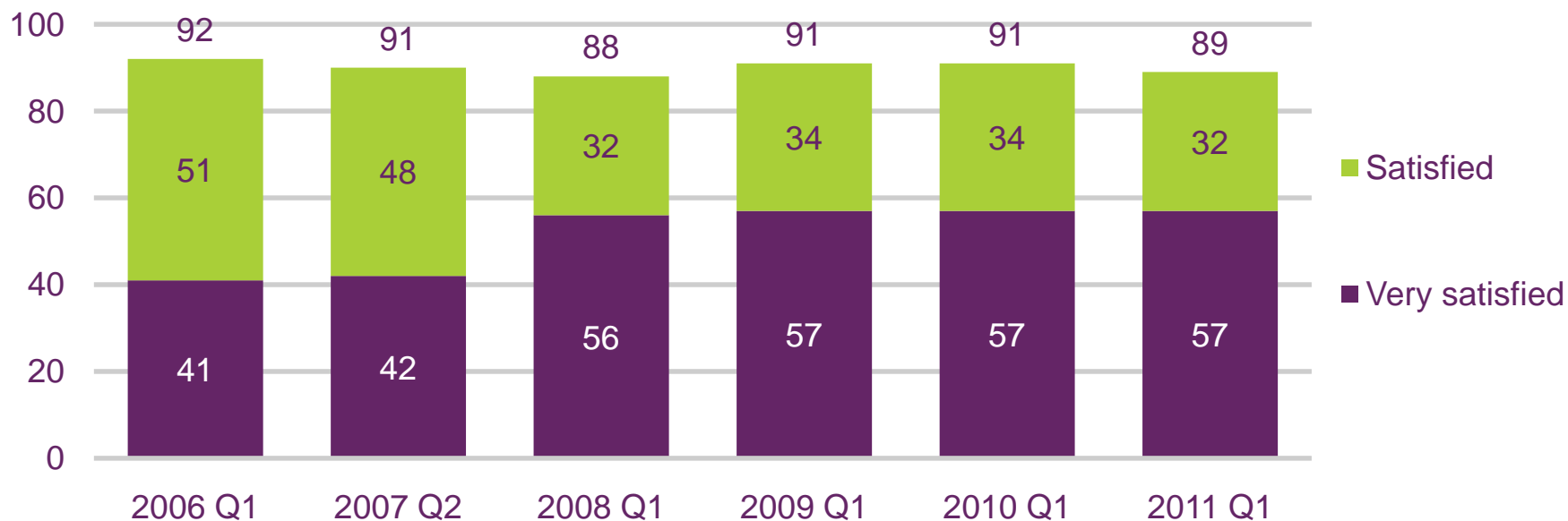
Source: Pure Pricing UK Broadband Pricing Factbook, March 2010 and March 2011

Notes: All tariffs exclude activation charges and promotional discounts and include VAT; all tariffs are the lowest price available, contract lengths vary. ¹Off-peak only applies to weekends ²Also includes 600 minutes to selected international destinations, + 600 minutes to 0845/0870 numbers (O2 only). ³ includes calls to Talktalk/Virgin mobile numbers. ⁴ Set to increase by £1.00 on 1 August 2011.

Figure 5.78

Residential consumer satisfaction with overall fixed line service

Proportion of all adults with service (per cent)



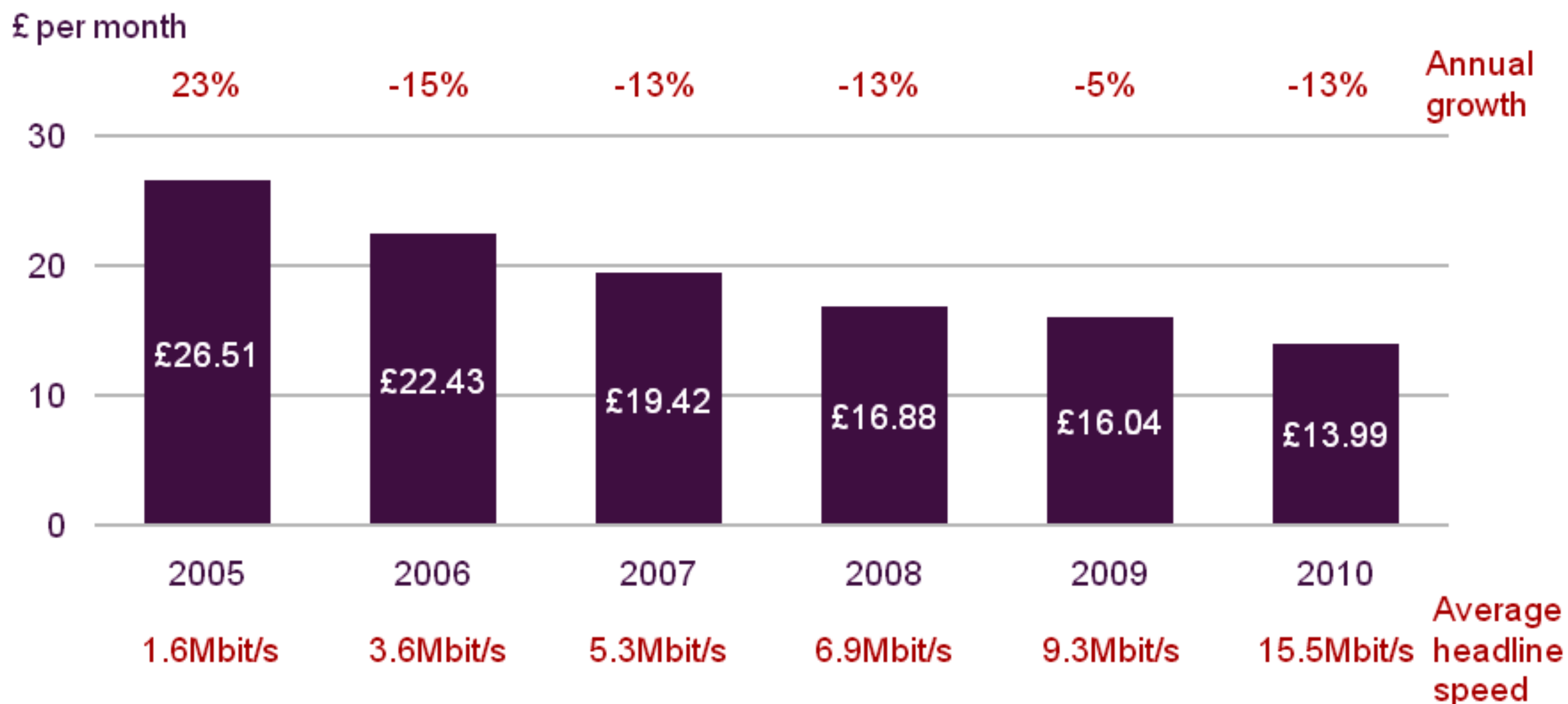
Source: Ofcom research

Base: All adults aged 15+ with a fixed line phone

Note: Includes only those who expressed an opinion

Figure 5.79

Estimated average monthly cost of a residential fixed broadband connection



Source: Ofcom/ operators

Note: Includes estimates where Ofcom does not receive data from operators; includes VAT

Figure 5.80



Lowest cost fixed broadband options from major suppliers, June 2011

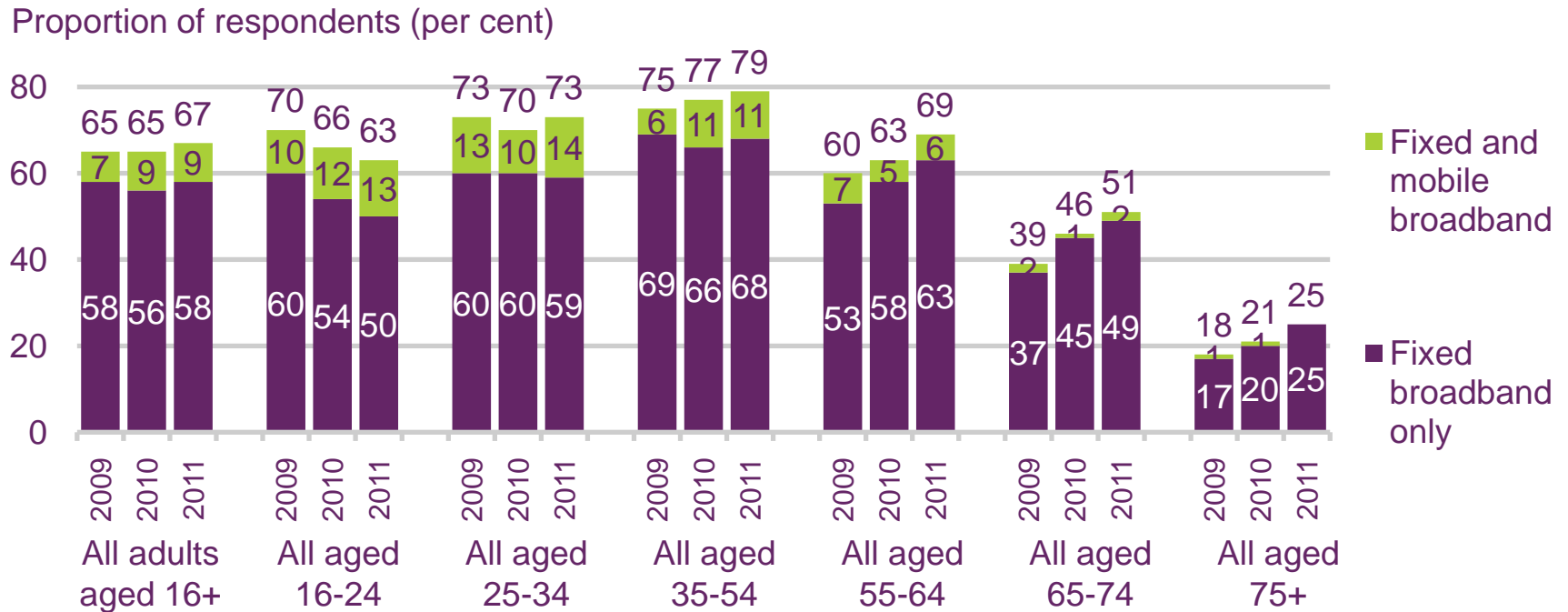
Provider	Broadband only	Broadband and fixed calls	Broadband and fixed line	Broadband and mobile	Broadband and pay-TV	Broadband, fixed line and mobile	Broadband, fixed line and pay-TV
AOL	£15.31 ¹	£10.20 ¹	£19.09	-	-	-	-
BSkyB	£15.00 ¹	£15.00 ¹	£21.25	-	-	-	£30.75
BT	£25.60	£25.60	£26.90	-	-	-	£31.90
O2	£13.50 ¹	-	£21.00	£8.50 ^{1,2}	-	£16.00 ²	-
Orange Home	£15.00 ¹	-	£24.00	£10.00 ²	-	£19.00 ²	-
Plusnet	£6.49 ¹	-	£18.48	-	-	-	-
TalkTalk	£6.50 ¹	-	£22.70	£16.50-	--	£29.10	-
Virgin Media	£21.00	-	£26.49	£26.00	£45.99	£31.49	£32.99

Source: Pure Pricing UK Broadband Pricing Factbook, June 2011

Notes: All tariffs exclude activation charges and promotional discounts and include VAT; all tariffs are the lowest price available, contract lengths vary; allowances for fixed-line and mobile calls, plus availability of TV channels included within packages may differ by operator and option; ¹Also requires BT fixed line rental at £13.90 a month; ²plus cost of mobile tariff

Figure 5.81

Take-up of fixed and mobile broadband services by age



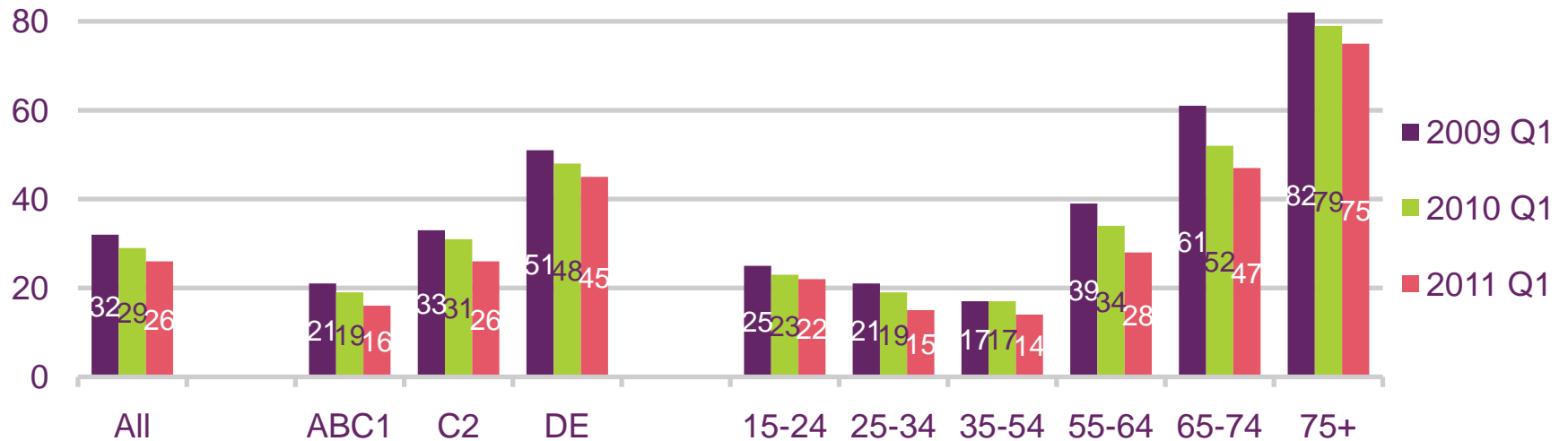
Source: Ofcom research, data as at Q1 of each year

Base: All adults aged 16+

Figure 5.82

Non-ownership of home broadband, by socio-economic group and age

Proportion of respondents (per cent)



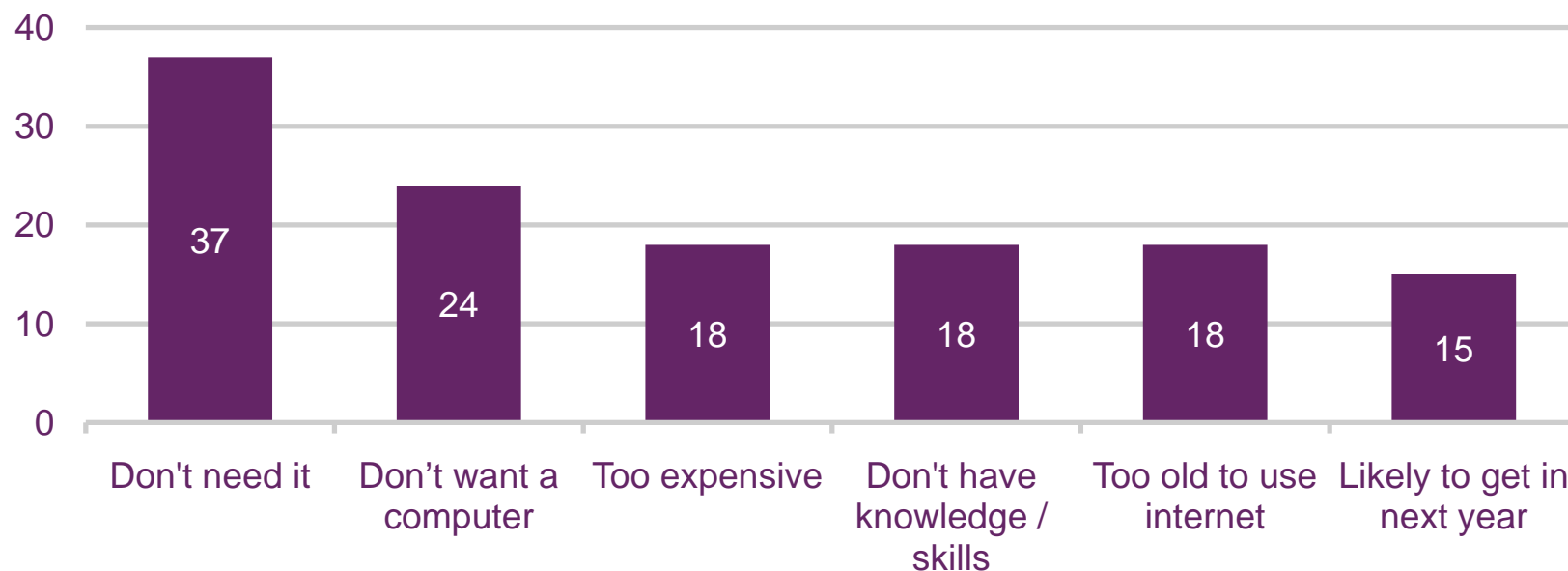
Source: Ofcom research, Q1 2011

Base: All adults 16+

Figure 5.83

Main reasons for not having a home broadband connection

Proportion of those without broadband



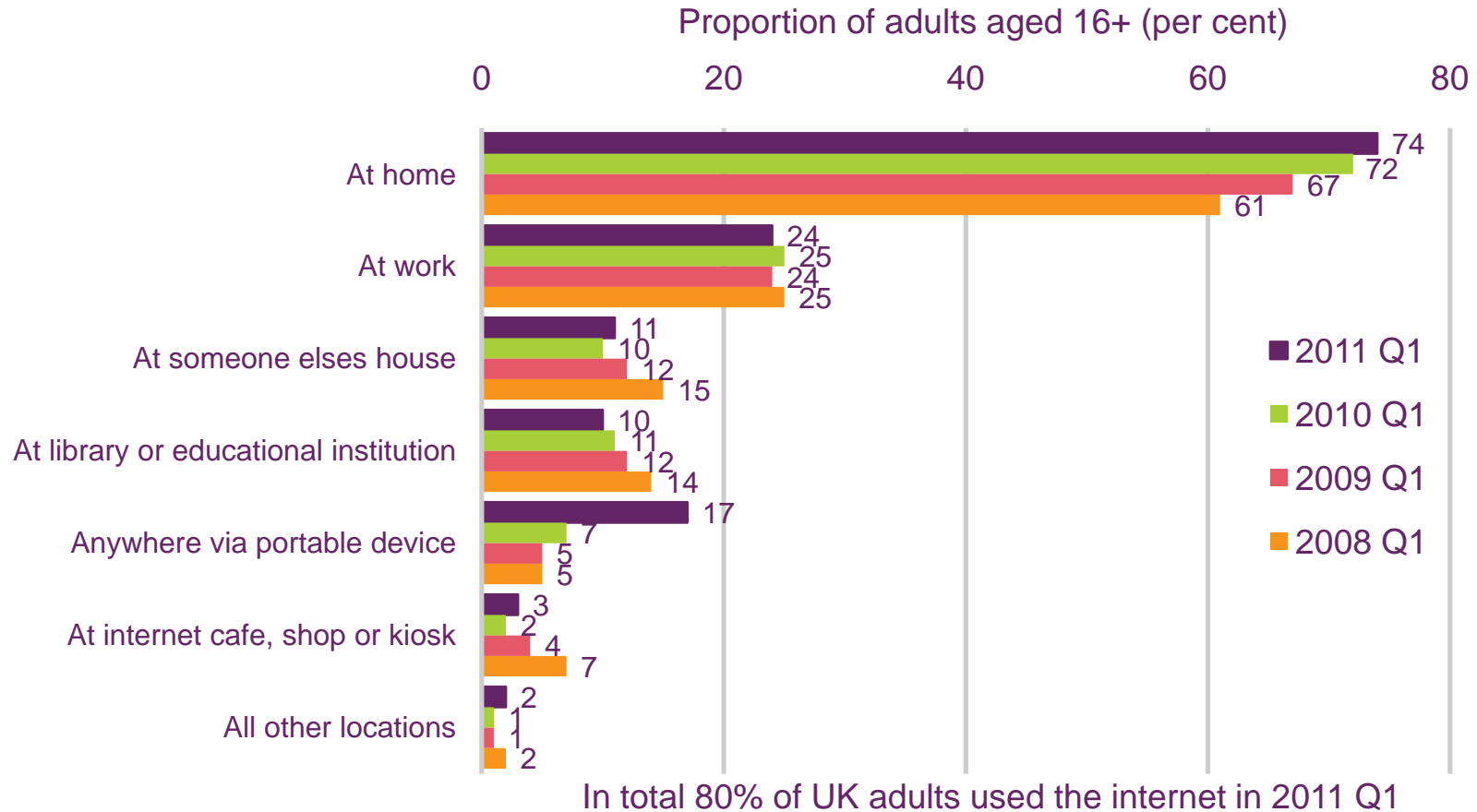
Source: Ofcom research

Note: 6% of people without the internet did not know what their main reason was or provided an 'other' reason

Base: All adults without the internet aged 16+ (n=920)

Figure 5.84

Location of internet access

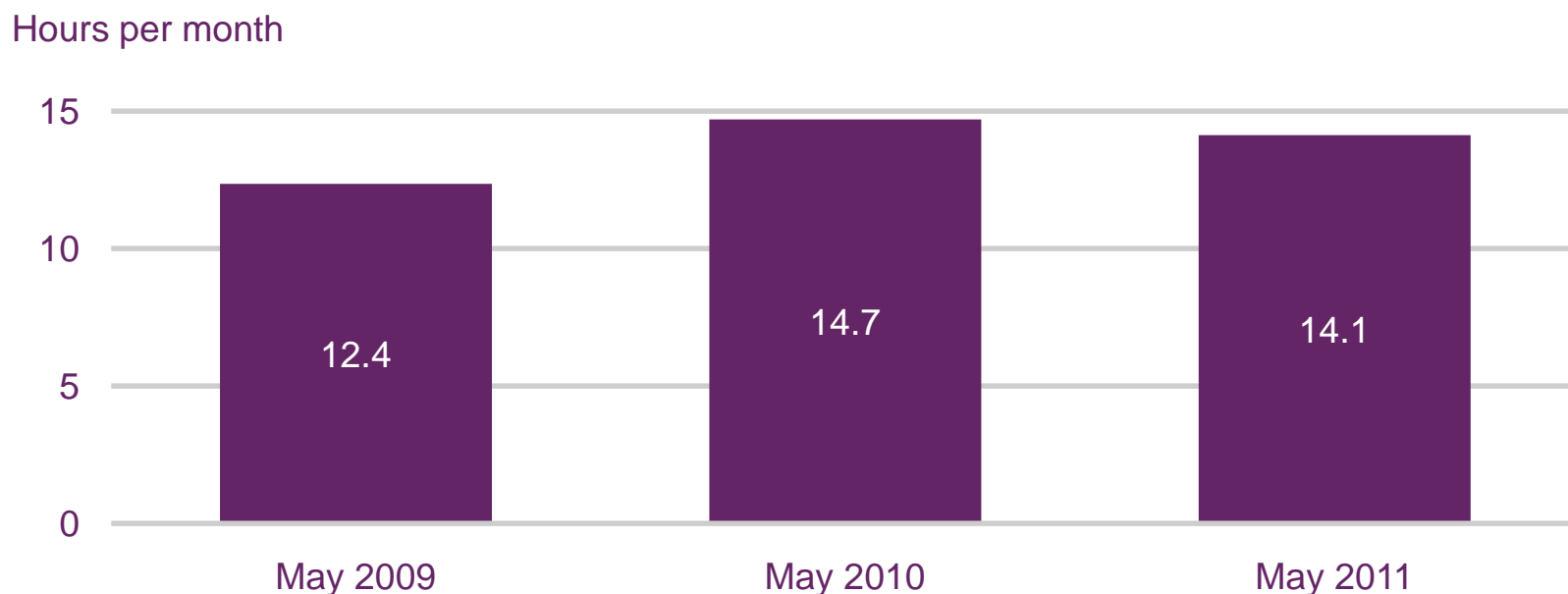


Source: Ofcom research

Base: All internet users aged 16+

Figure 5.85

Average PC / internet time online at home, per person



Source: Ofcom / Nielsen / UKOM

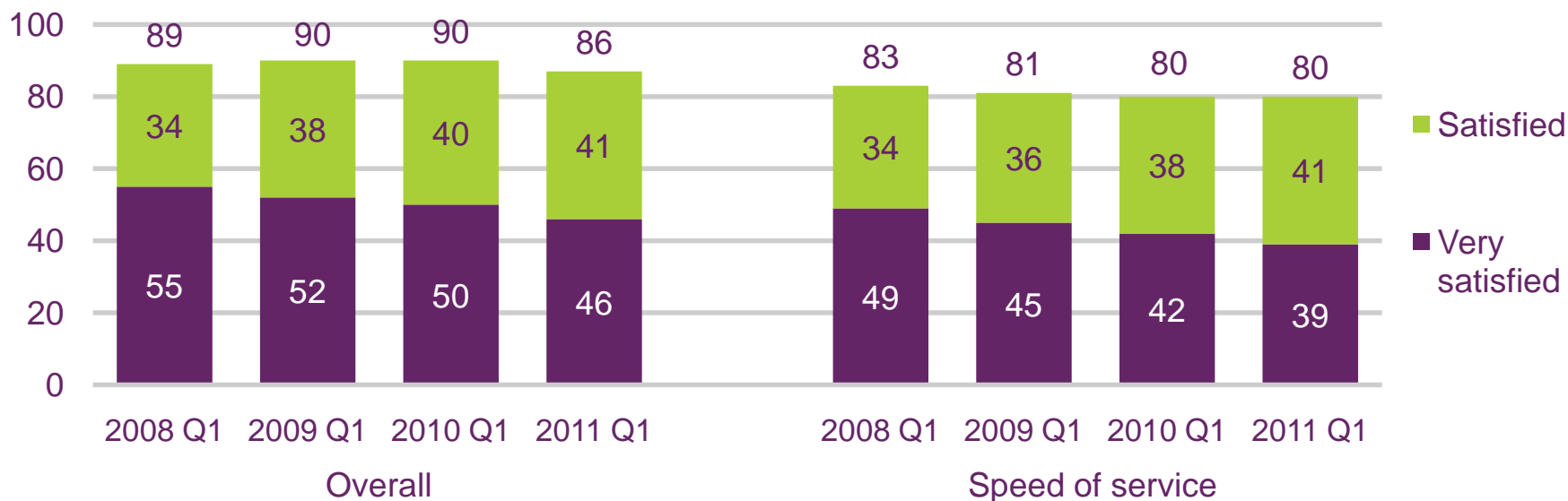
Note: Ofcom estimate of fixed internet use per person is based on Nielsen's data on the average monthly time spent online at home including the use of applications across the online population only; data are for May of each year.

Figure 5.86



Residential consumer satisfaction with aspects of fixed broadband service

Proportion of all adults with service (per cent)



Source: Ofcom research

Base: All adults aged 16+ with a fixed broadband connection

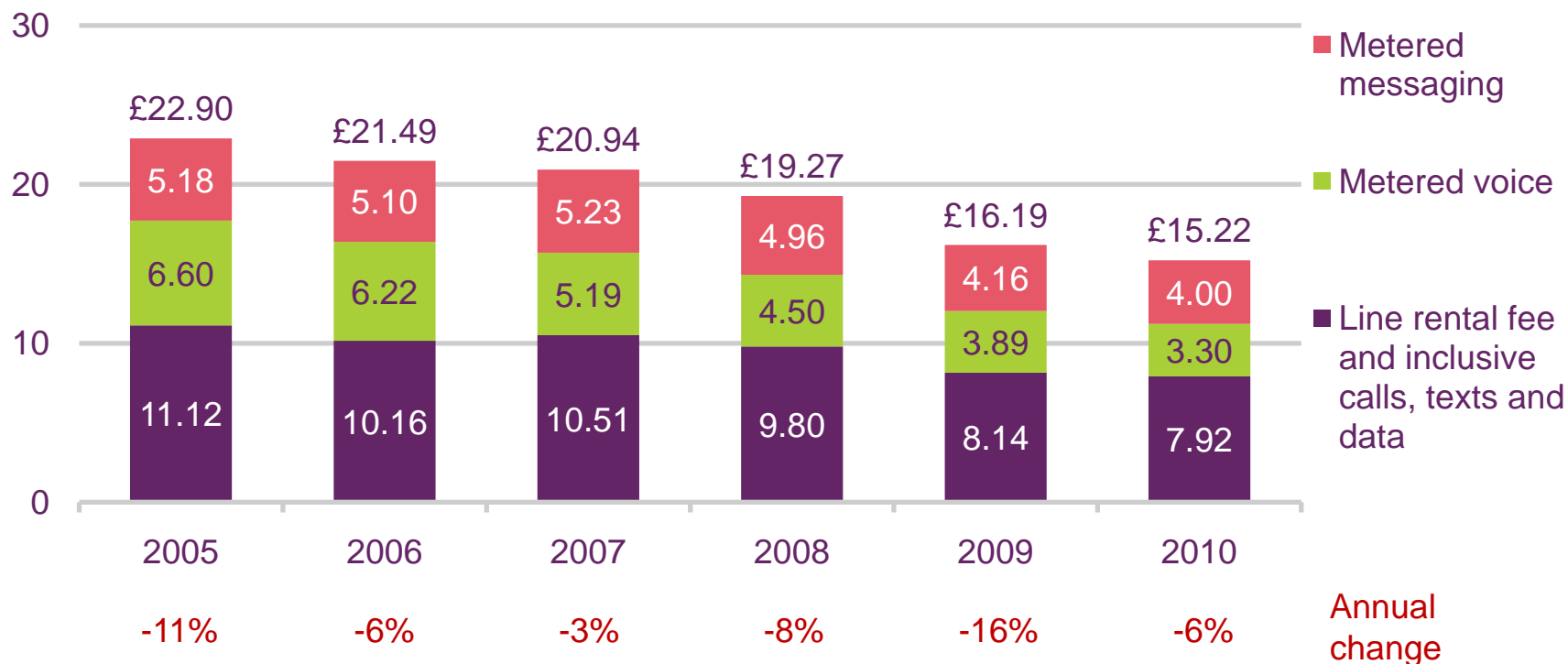
Note: Includes only those who expressed an opinion

Mobile services (including mobile broadband)

Figure 5.87

Cost of a basket of mobile services

£ per month (2010 prices)



Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators; excludes non-geographic voice calls; adjusted for RPI; includes VAT

Figure 5.88



Average mobile cost per voice minute, by customer type

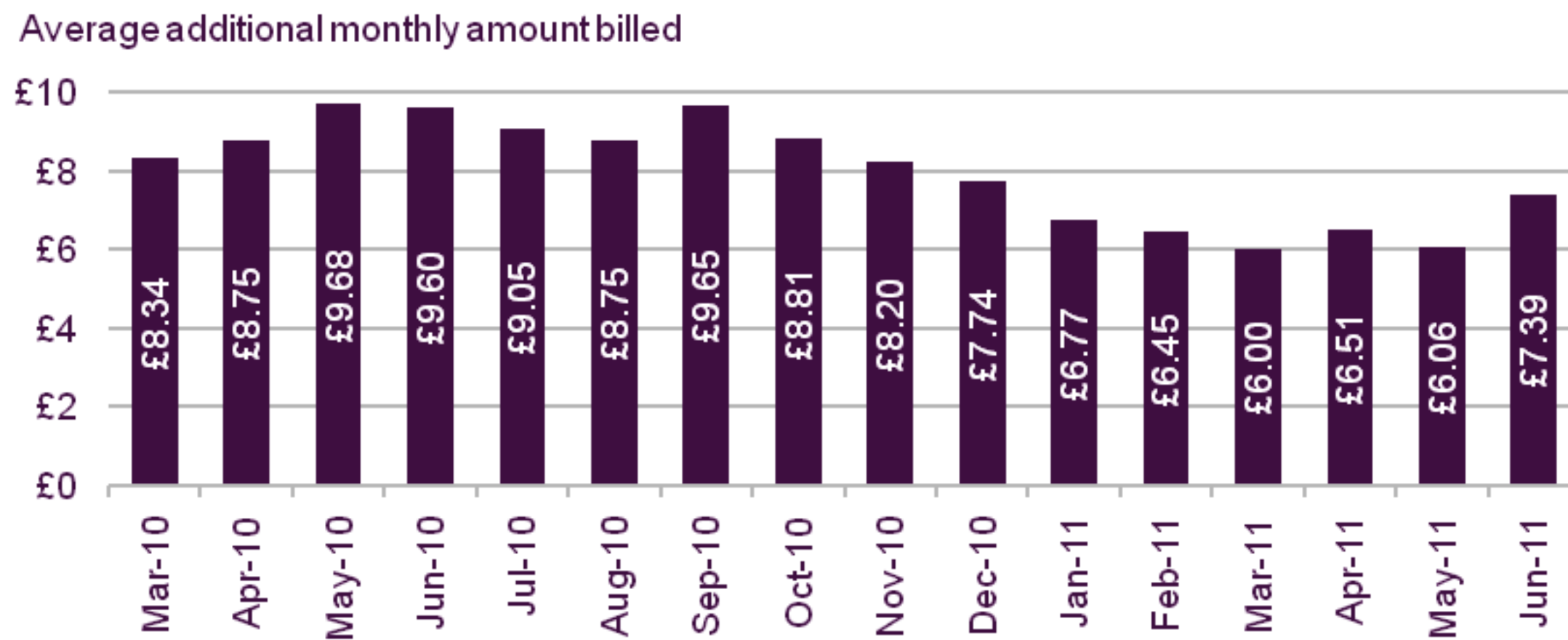


Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators; contract calculation includes rental element which will often includes a number of inclusive messages and data allowance; calculations use actual minutes of usage

Figure 5.89

Average out-of-allowance costs billed to pay monthly customers

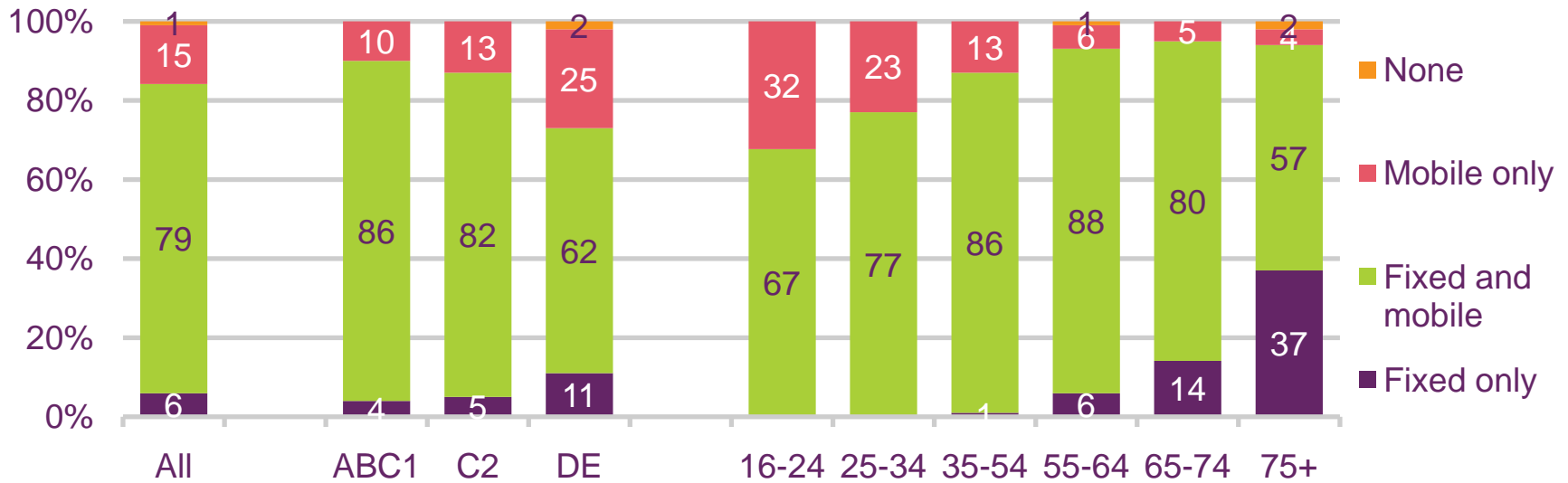


Source: billmonitor

Figure 5.90

Household penetration of fixed and mobile telephony, by socio-economic group and age

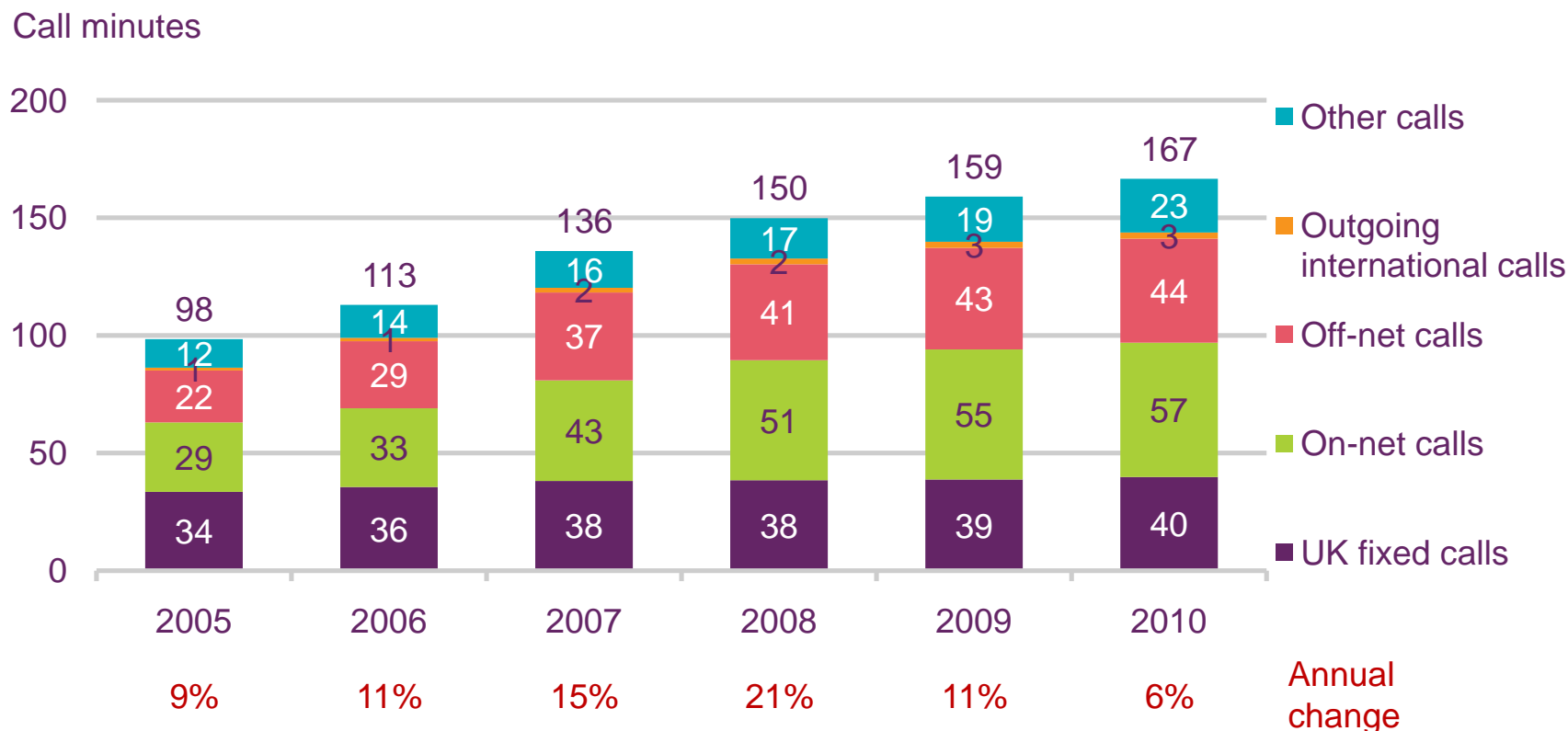
Proportion of respondents (per cent)



Source: Ofcom research
 Base: All adults aged 16+

Figure 5.91

Average monthly outbound mobile voice minutes per person

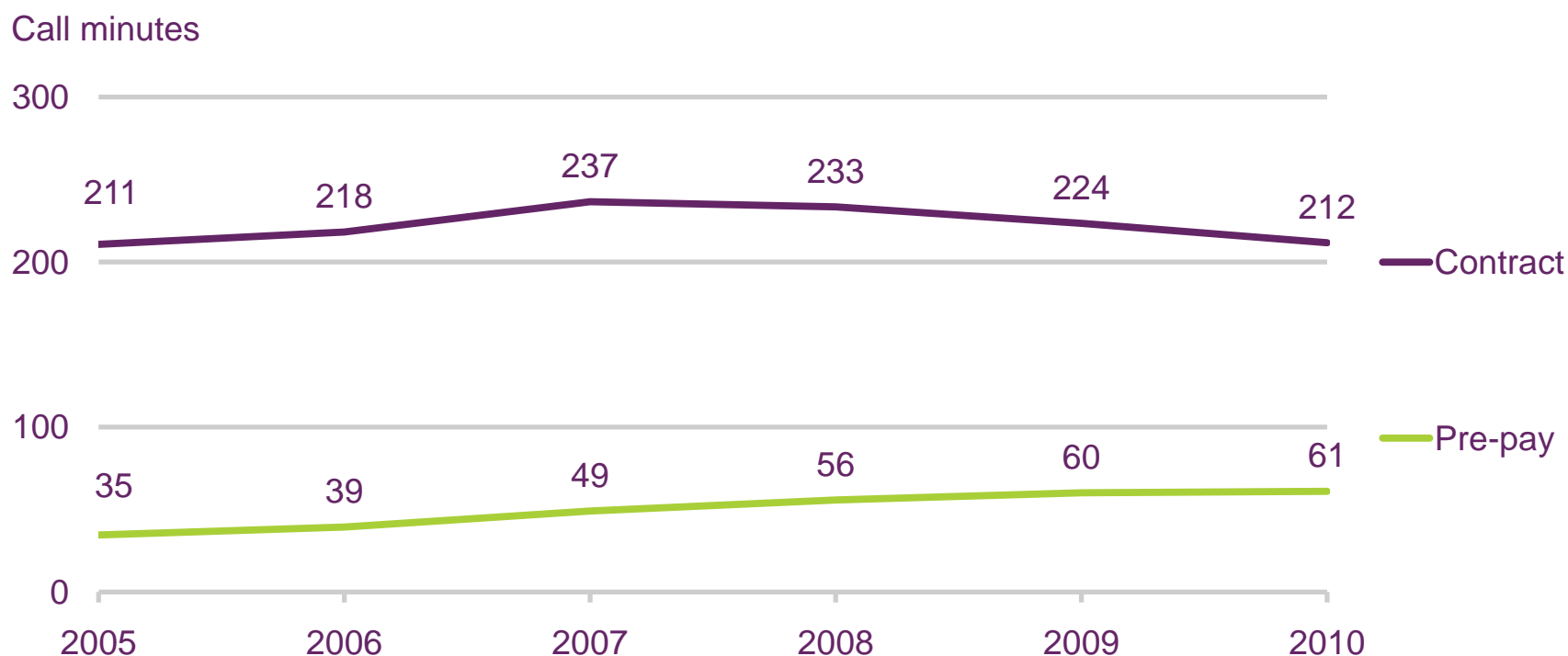


Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators; excludes 3UK; calculation excludes mobile broadband connections

Figure 5.92

Average monthly outbound mobile call minutes, by subscription type

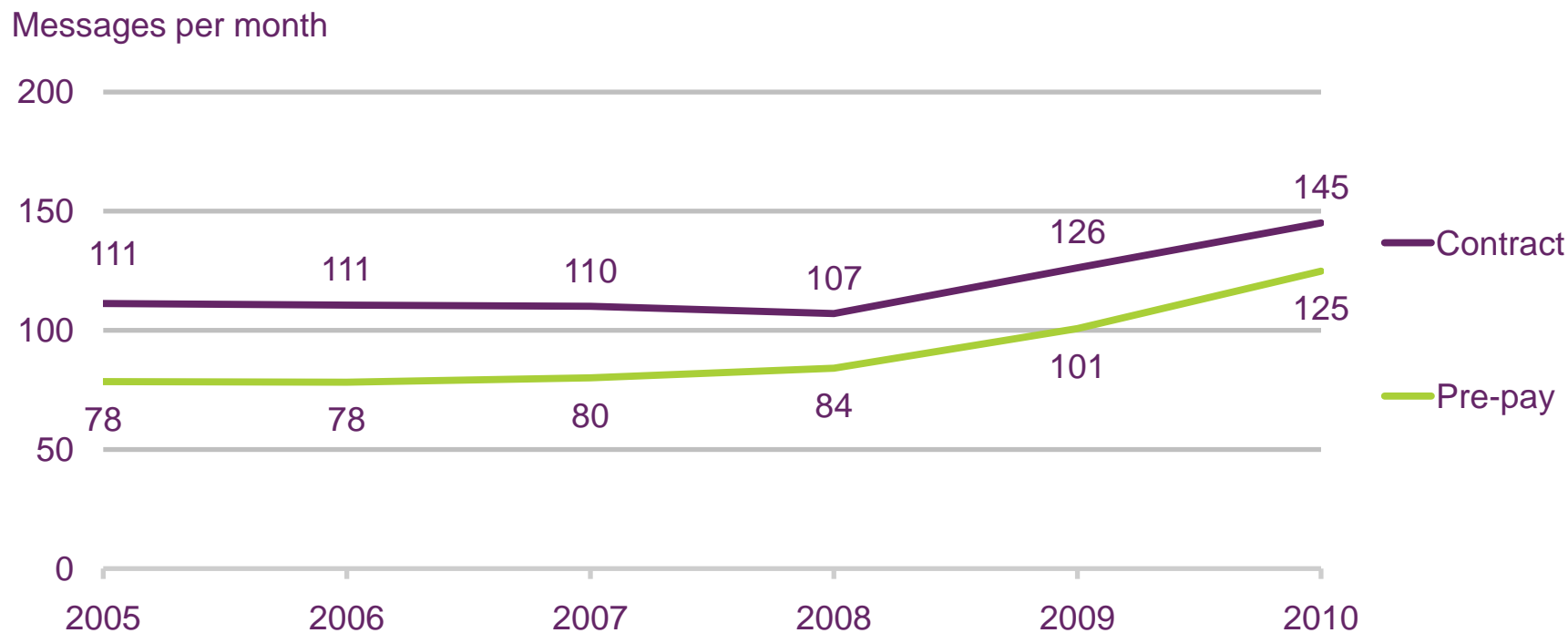


Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators; excludes 3UK; calculation excludes mobile broadband connections

Figure 5.93

Average monthly messaging volumes per subscription type

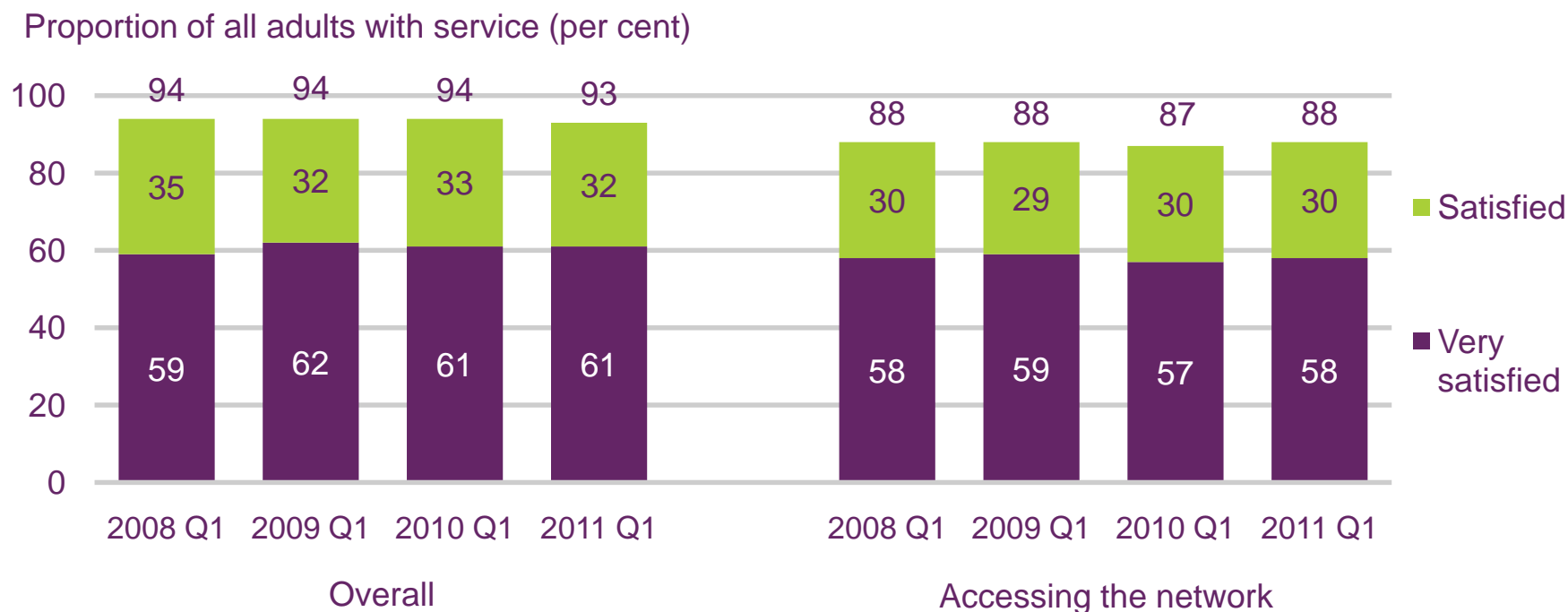


Source: Ofcom / operators

Note: Includes estimates where Ofcom does not receive data from operators.

Figure 5.94

Residential consumer satisfaction with aspects of mobile service



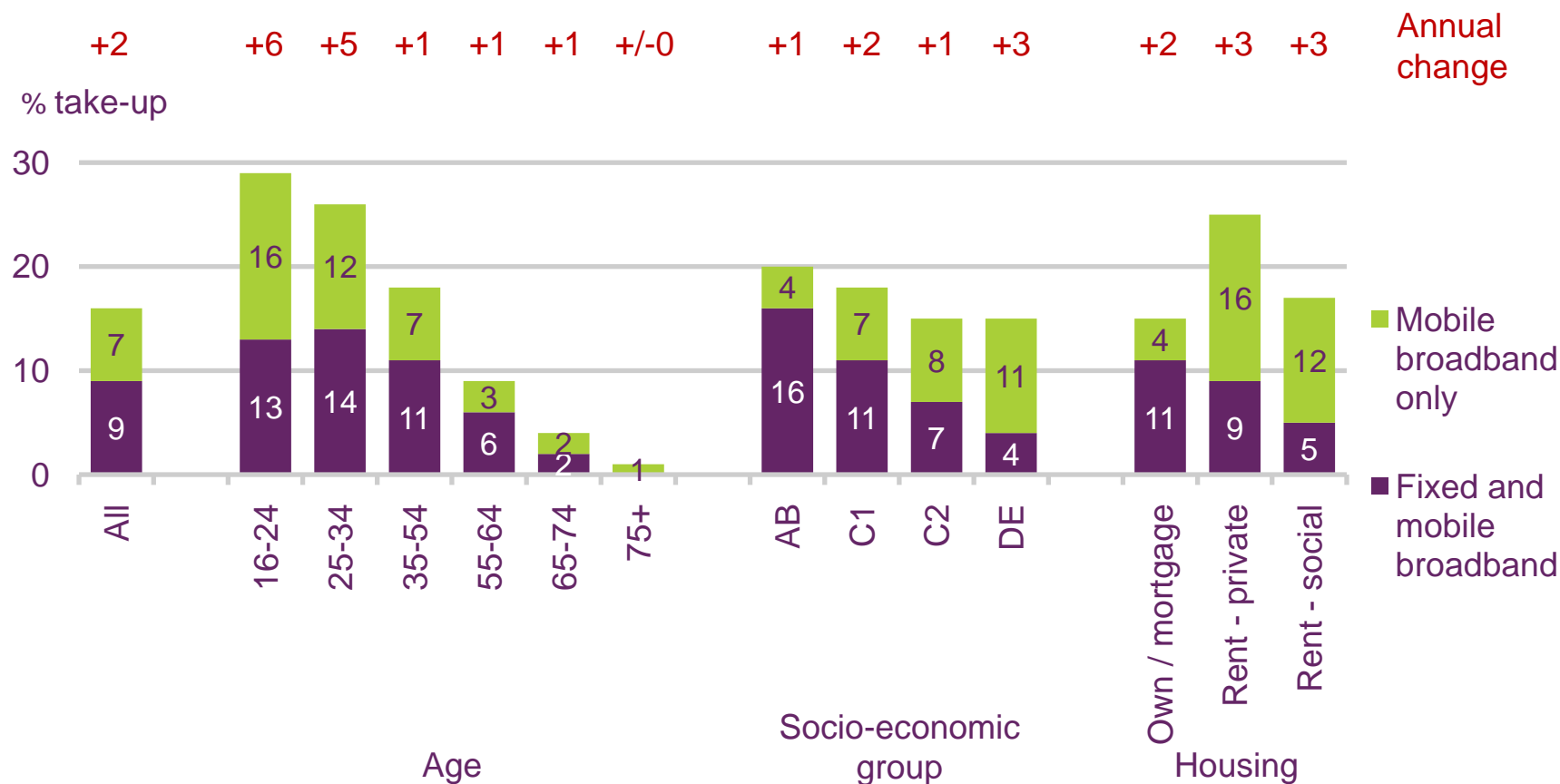
Source: Ofcom research

Base: All adults aged 16+ with a mobile phone

Note: Includes only those who expressed an opinion

Figure 5.95

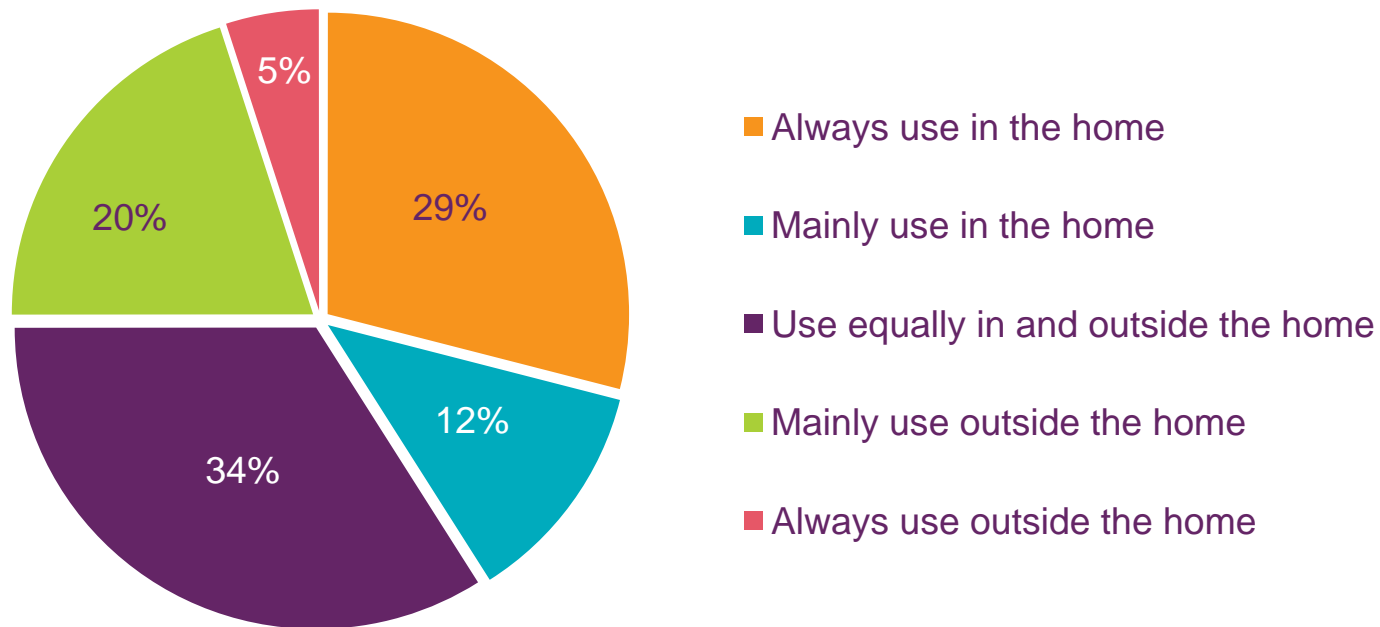
Take-up of mobile broadband, by socio-economic group



Source: Ofcom research, Q1 2011
 Base: All adults aged 16+ (n=3474)

Figure 5.96

Location of those using mobile broadband to access the internet

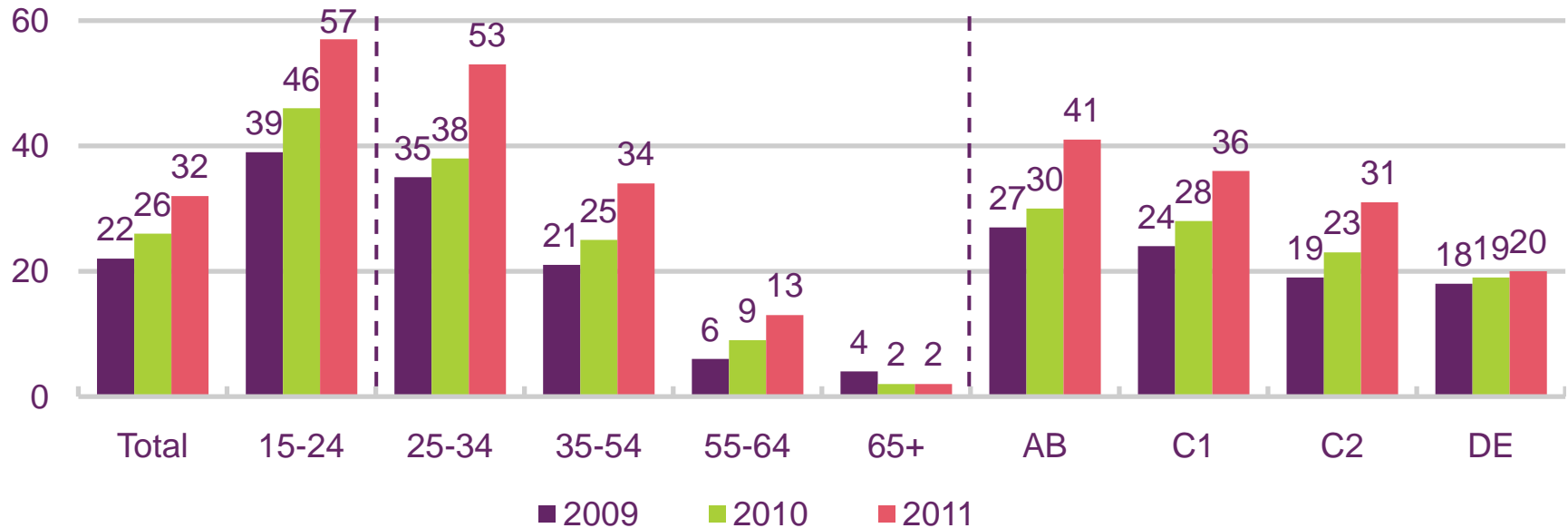


Source: Ofcom
Base: 750 UK adults

Figure 5.97

Use of the internet on mobile phones by age and socio-economic group

Take-up (per cent)



QD28A: Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for?

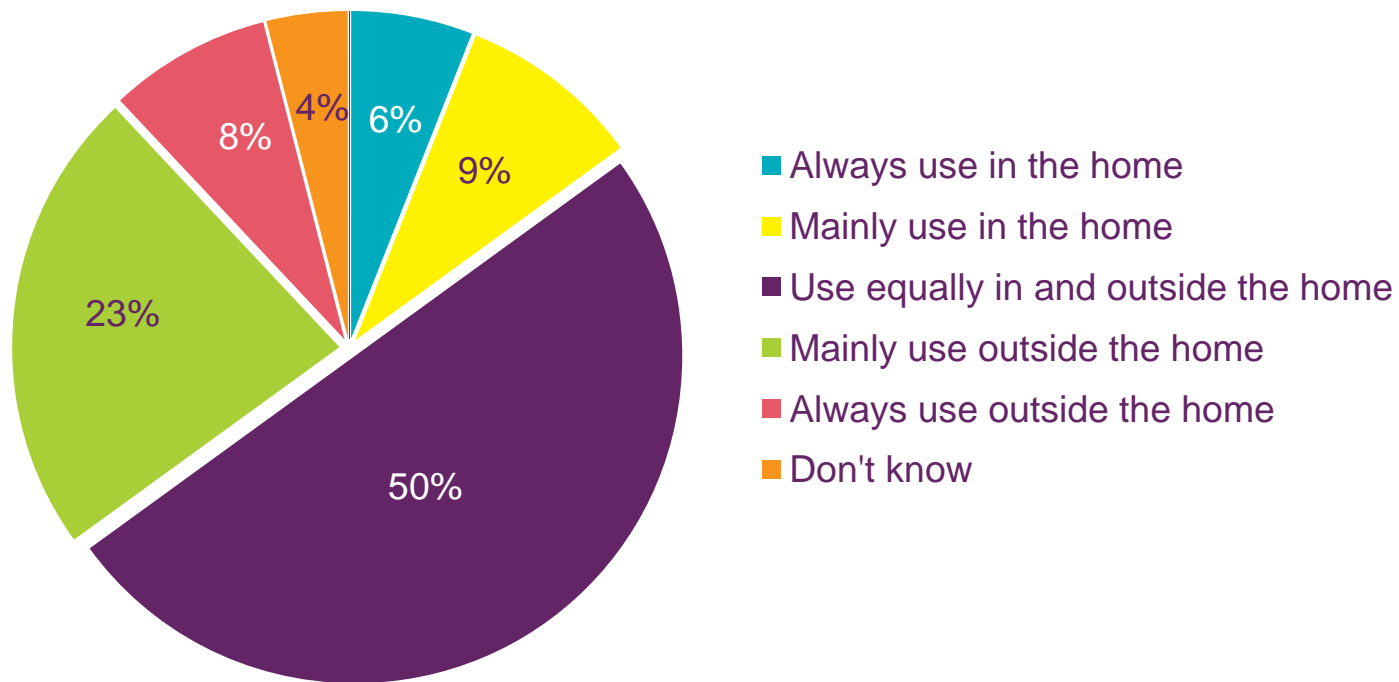
Source: Ofcom technology tracker, Q1 2011

Base: All adults 16+ (n = 3474 UK, 460 16-24, 540 25-34, 1204 35-54, 535 55-64, 735 65+, 784 AB, 1014 C1, 701 C2, 975 DE, 1679 male, 1795 female)

Note: Web/data access includes accessing the internet, downloading and streaming content, connecting using Wi-Fi and using VoIP.

Figure 5.98

Location of internet access using a mobile device



Source: Ofcom
 Base: 471 UK adults

Figure 5.99

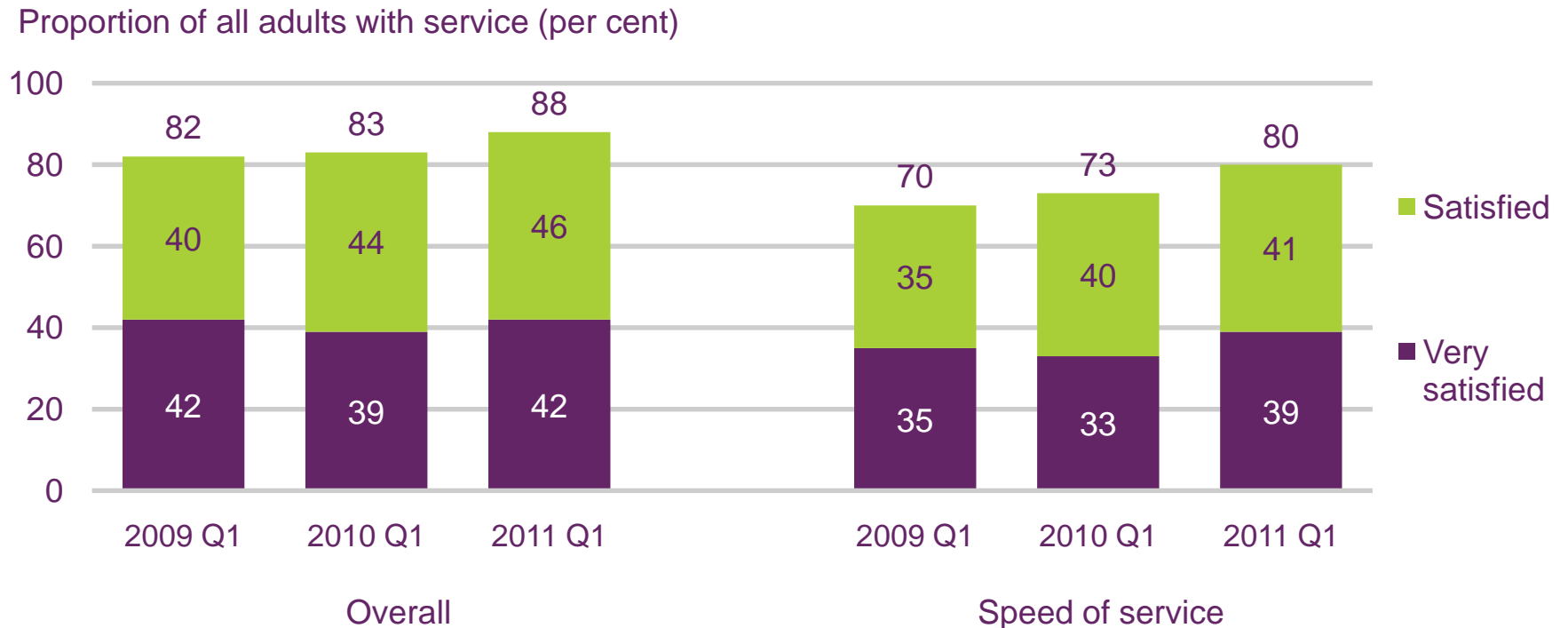
Lowest cost standalone mobile broadband contracts by provider

Provider	Year	Monthly charge	Data allowance	Minimum contract length	Charges above allowance	WiFi hotspot use
Vodafone	2009	£14.68	1GB	1 month	£7.50 / 500MB	Not included
	2010	£15.00	3GB	1 month	£15.00 / GB	Not included
	2011	£7.50	500MB	1 month	£15.00 / GB	1GB
O2	2009	£14.69	3GB	1 month	19.6p / MB	Unlimited
	2010	£10.00	1GB	1 month	2.4p / MB	Unlimited
	2011	£5.11	500MB	1 month	Bundles available e.g. £5.11 / 500MB	Unlimited
T-Mobile	2009	£14.68	3GB fair use	18 months	n/a	Unlimited
	2010	£15.00	3GB fair use	18 months	n/a	Unlimited
	2011	£10.00	1GB fair use	18 months	n/a	Not included
Orange	2009	£9.79	1GB	18 months	1.43p / MB	Not included
	2010	£10.00	1.5GB	18 months	2p / MB	Not included
	2011	£10.00	500MB	1 month	Bundles available e.g. £5.00 / 500MB	Not included
3UK	2009	£9.79	1GB	12 months	10p / MB	Not included
	2010	£7.50	1GB	18 months	10p / MB	Not included
	2011	£7.89	1GB	18 months	10p / MB	Not included
Virgin Mobile	2009	£14.68	3GB	18 months	£14.68 / GB	Not included
	2010	£10.00	1GB	2 months	£15 / GB	Not included

Figure 5.100



Residential consumer satisfaction with aspects of mobile broadband service



Source: Ofcom research

Base: All adults aged 16+ with a mobile broadband connection

Note: Includes only those who expressed an opinion