Annex 4. Online Media Services
Contents

• Output

• Take-up and consumption

• Audience attitudes
OUTPUT
Online media services by public service objective, June 2014

Source: How online media services have fulfilled the public service objectives, Enders Analysis, September 2014
Figure 2

Number of public services objectives fulfilled by online media services

Number of online media services

Source: Ofcom, Enders Analysis, September 2014
Figure 3

Online media services, by organisation type: June 2014

Number of online media services

Source: How online media services have fulfilled the public service objectives, Enders Analysis, September 2014
Figure 4

Number of online media services, by platform: June 2014

Number of online media services

Source: Enders Analysis, How online media services have fulfilled the public service objectives, September 2014
### Fig 5 Availability of VOD services, by device: H2 2013

<table>
<thead>
<tr>
<th>Device</th>
<th>BBC iPlayer</th>
<th>ITV Player</th>
<th>4oD</th>
<th>Demand 5</th>
<th>Film4</th>
<th>Sky Go/ Sky Go Extra</th>
<th>Sky Store</th>
<th>Now TV</th>
<th>Virgin TV On Demand</th>
<th>Virgin TV Anywhere</th>
<th>BT Player</th>
<th>TalkTalk Player</th>
<th>iTunes</th>
<th>Google Play</th>
<th>BlackBerry World</th>
<th>Netflix</th>
<th>Love Film</th>
<th>Blink Box</th>
<th>Wuaki.tv</th>
<th>Sainsbury’s Entertainment</th>
<th>Sony Entertainment Network</th>
<th>Xbox Video</th>
<th>Video Unlimited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set top box</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Yes</td>
<td>No</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Smart TV (apps only)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Yes</td>
<td>No</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Blu ray player</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Yes</td>
<td>No</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Game console</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Xbox 360</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Yes</td>
<td>No</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>PS3</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Yes</td>
<td>No</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>PC</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Yes</td>
<td>No</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Tablet /smart phone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Android</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Yes</td>
<td>No</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>iOS</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Yes</td>
<td>No</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

Source: Ofcom
Asset comparison, by VOD service type

Average number of assets

- **Subscription VOD**
  - Sep-13: 9,680
  - Dec-13: 7,955

- **TV Platform operators**
  - Sep-13: 11,154
  - Dec-13: 12,704

- **Transactional VOD**
  - Sep-13: 21,774
  - Dec-13: 20,741

Source: Decipher, VOD Audit - Q4 2013
Note: Decipher's terminology has been adapted to match Ofcom’s terms of reference.
### Figure 7

**SVOD and television platform VOD services: total asset comparison**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Number of Assets Dec-13</th>
<th>Number of Assets Sep-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouView (Neutral)</td>
<td>18,347</td>
<td>9,771</td>
</tr>
<tr>
<td>Sky</td>
<td>9,551</td>
<td>8,549</td>
</tr>
<tr>
<td>TalkTalk (+YouView)</td>
<td>19,166</td>
<td>12,048</td>
</tr>
<tr>
<td>Virgin</td>
<td>11,511</td>
<td>10,605</td>
</tr>
<tr>
<td>BT TV (+YouView)</td>
<td>17,342</td>
<td>13,487</td>
</tr>
<tr>
<td>Wuaki Select</td>
<td>5,000</td>
<td>1,051</td>
</tr>
<tr>
<td>Now TV†</td>
<td>19,166</td>
<td>922</td>
</tr>
<tr>
<td>SkyGo</td>
<td>9,551</td>
<td>2,844</td>
</tr>
<tr>
<td>Netflix</td>
<td>12,289</td>
<td>4,424</td>
</tr>
<tr>
<td>Lovefilm</td>
<td>18,347</td>
<td>15,958</td>
</tr>
</tbody>
</table>

**Source:** Decipher VOD Audit - Q4 2013  
**Note:** This edition of the VOD Audit no longer counts SD and HD versions of the same content as separate assets. Historical data included has been adjusted accordingly.
Figure 8

Genre shares, by VOD service

Source: Decipher VOD Audit - Q4 2013
**Figure 9**

**Kids’ on-demand**

Number of kids’ assets

<table>
<thead>
<tr>
<th>Service</th>
<th>Sep-13</th>
<th>Dec-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>iTunes</td>
<td>9,983</td>
<td>9,983</td>
</tr>
<tr>
<td>Lovefilm</td>
<td>5,913</td>
<td>7,075</td>
</tr>
<tr>
<td>BT TV (+YouView)</td>
<td>2,499</td>
<td>4,617</td>
</tr>
<tr>
<td>TalkTalk (+YouView)</td>
<td>2,696</td>
<td>3,064</td>
</tr>
<tr>
<td>YouView (Neutral)</td>
<td>1,643</td>
<td>2,397</td>
</tr>
<tr>
<td>Xbox Video</td>
<td>1,930</td>
<td>1,547</td>
</tr>
<tr>
<td>Google Play</td>
<td>1,186</td>
<td>1,149</td>
</tr>
<tr>
<td>Blinkbox</td>
<td>788</td>
<td>957</td>
</tr>
<tr>
<td>Playstation Store</td>
<td>927</td>
<td>928</td>
</tr>
<tr>
<td>Virgin</td>
<td>386</td>
<td>400</td>
</tr>
<tr>
<td>Sky</td>
<td>286</td>
<td>363</td>
</tr>
</tbody>
</table>

Source: 140106 - VOD Audit - Q4 2013
*(x%) is difference to Sep-13
Note: Change in collection methodology accounts for drop in Netflix content.
Note: Any services not offering Kids content are not included
TAKE-UP AND CONSUMPTION
The internet
Figure 10

Internet access: 2007-2014

Adults 16+ (%)

Source: Ofcom technology tracker, Q1 2014
Note: From Q1 2009 the ‘Internet’ figure includes those who access the internet on mobile phones. 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)? / QE9: Which of these methods does your household use to connect to the Internet at home?
Figure 11

Mobile internet access: 2009-2014

Adults 16+ (%)

Source: Ofcom technology tracker, Q1 2014. Base: All adults aged 16+ (n=3740).
Note: “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.
## Figure 12

**Ownership of internet-enabled devices**

<table>
<thead>
<tr>
<th>Household take-up (%)</th>
<th>Year-on-year difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop</td>
<td>+1</td>
</tr>
<tr>
<td>Smartphone</td>
<td>+10</td>
</tr>
<tr>
<td>Games console</td>
<td>-3</td>
</tr>
<tr>
<td>Tablet</td>
<td>+20</td>
</tr>
<tr>
<td>VOD STB</td>
<td>+3</td>
</tr>
<tr>
<td>Desktop</td>
<td>-6</td>
</tr>
<tr>
<td>Portable games console</td>
<td>-3</td>
</tr>
<tr>
<td>E-reader*</td>
<td>+2</td>
</tr>
<tr>
<td>Smart TV</td>
<td>+4</td>
</tr>
<tr>
<td>Netbook</td>
<td>+/-0</td>
</tr>
<tr>
<td>HDMI device</td>
<td>NA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ownership (%)</th>
<th>Year-on-year difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop</td>
<td>63</td>
</tr>
<tr>
<td>Smartphone</td>
<td>61</td>
</tr>
<tr>
<td>Games console</td>
<td>47</td>
</tr>
<tr>
<td>Tablet</td>
<td>44</td>
</tr>
<tr>
<td>VOD STB</td>
<td>38</td>
</tr>
<tr>
<td>Desktop</td>
<td>35</td>
</tr>
<tr>
<td>Portable games console</td>
<td>24</td>
</tr>
<tr>
<td>E-reader*</td>
<td>24</td>
</tr>
<tr>
<td>Smart TV</td>
<td>11</td>
</tr>
<tr>
<td>Netbook</td>
<td>8</td>
</tr>
<tr>
<td>HDMI device</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: Ofcom research, Q1 2014; Base: Adults aged 16+ n = 3740

Note: IP-enabled devices include laptop, games console (Xbox 360, PS3, Wii/Wii U), desktop PC, smartphone, portable games console (Nintendo DS range, PlayStation Portable/Vita), VOD STB (all Virgin TV customers, Sky+ HD, BT TV, TalkTalk TV and YouView), e-reader, tablet, netbook, smart TV, and HDMI device (Roku, Chromecast, Now TV). *E-reader take-up stated here is per household while elsewhere in the report we state figures by individual take-up.
Figure 13

Frequency of internet use: 2007 and 2014

Adults with internet access 16+ (%)

Source: Ofcom consumer research
PSB review 2007 Q10 How often do you tend to use the internet? 2014 Q. TO10
Base: Residents with internet access
Figure 14

Internet users, by device (m)

Internet users 4+ (millions)

Source: Enders Analysis
Base: Internet users 4+
Figure 15

Total internet consumption

Hours (billions)

Source: Enders Analysis
Base: Internet users 4+, excludes offline app and TV-based consumption
Figure 16

Types of content for which the internet is a source: 2007 and 2014

Adults 16+ (%)

<table>
<thead>
<tr>
<th>Content Type</th>
<th>2007</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your personal interest and pastimes</td>
<td>34</td>
<td>61</td>
</tr>
<tr>
<td>Discovering new things</td>
<td>38</td>
<td>60</td>
</tr>
<tr>
<td>Finding out about people with similar interests to your own</td>
<td>28</td>
<td>49</td>
</tr>
<tr>
<td>Knowledge about topics such as arts, science, nature or...</td>
<td>26</td>
<td>46</td>
</tr>
<tr>
<td>News about the world</td>
<td>16</td>
<td>44</td>
</tr>
<tr>
<td>News about the UK</td>
<td>14</td>
<td>41</td>
</tr>
<tr>
<td>Finding out about people with values and lifestyles that are...</td>
<td>14</td>
<td>37</td>
</tr>
<tr>
<td>Entertainment**</td>
<td>20</td>
<td>37</td>
</tr>
<tr>
<td>Finding about what’s happening in your region or locally*</td>
<td>25</td>
<td>35</td>
</tr>
<tr>
<td>News about your region/Northern Ireland/Scotland/Wales*</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>News about your local area*</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Sports news and information</td>
<td>13</td>
<td>31</td>
</tr>
</tbody>
</table>

Source: Ofcom consumer research
PSB review 2007 Q12 And which of these different media would you say is a source for... ; PSB Review 2014 CPP1a . Which of these different types of media available to you would you say you ever use as a source for...
* Question change between 2007 and 2014. ** in 2014 asked as “relaxing and entertainment”.
Online media services
Enders Analysis summary of the public service objectives

- PSO1 - Cultural activity: includes UK originated or financed drama or comedy content or in the case of music or visual or performing arts content, UK artists or events.
- PSO2 – News and current affairs: includes news and/or current affairs content
- PSO3 – Sports and leisure: provides sports and/or leisure interests content.
- PSO4 – Education: features educational or teaching material
- PSO5 – Factual programming: offers factual content, e.g. documentaries
- PSO6 – Religion: offers religious content or content related to beliefs
- PSO7 – Children’s and young people’s programming: provides original content for children or young people
- PSO8 – Community and regional: provides content for specific communities (UK or non-UK) or regions (UK only)

Source: How online media services have fulfilled the Public Service Objectives, Enders Analysis, September 2014
Figure 17

Internet audience accessing online media fulfilling each PSO, by device

Source: Enders Analysis, comScore
Figure 18

Aggregate use of online media services on PC and smartphone, by PSO

Minutes (billions)

Source: Enders Analysis, comScore
Note: Smartphone data unavailable for 2009. PSO8 increased substantially but excluded from this chart for reasons of legibility.
VOD services
Figure 19

Frequency of online/on-demand TV and film consumption

Adults 16+ (%)

Source: Ofcom quant research 2014
Base: Adults 16+ n=2026
TO12 How often, if at all, do you watch television programmes or films online or through an 'on demand service'?
Figure 20

Ever consumed TV or films online/on-demand, by age

Source: Ofcom quant research
Base: All adults 16+ n=2026
TO12 How often, if at all, do you watch television programmes or films online or through an 'on demand service'?
Figure 21

Frequency of online/on-demand TV and film consumption

Adults 16+ (%)

- Three or more times a day: 4%
- Twice a day: 3%
- Once a day: 7%
- Several times per week: 15%
- A few times per month: 16%
- At least once a month: 7%
- Less frequently: 10%
- Never: 39%

Source: Ofcom Quant Research 2014
Base: Adults 16+ n=2026
TO12 How often, if at all, do you watch television programmes or films online or through an 'on demand service'?
Figure 22

Frequency of VOD service use, by age

All adults (%)

Source: Ofcom quant research
Base: All adults 16+ n=2026. 16-24 n=267; 25-34 n=309; 35-44 n=310; 45-54 n=373; 55-64 n=286; 65-74 n=278; 75+ n=202.

TO12 How often, if at all, do you watch television programmes or films online or through an ‘on demand service’?
Figure 23

Device used for online/on-demand TV and film consumption

Online/on-demand consumers (%)

- Television set-top box: 65%
- PC / Mac / laptop / netbooks: 35%
- Tablet: 25%
- Smartphone: 19%
- Smart TV: 19%
- Games console: 13%
- Other internet connected player or box: 7%
- None of the these: 2%
- Other: 1%

Source: Ofcom Quant Research 2014
Base: Adults 16+ that use online/on-demand TV and film services n = 1229
TO13 And in which of these ways do you personally watch television programmes online or on demand at home or anywhere else? Again, please think about all the different ways you access this type of content.
Figure 24

**VOD service used at least monthly**

Monthly VOD service users (%)

Source: Ofcom Quant Research 2014
Base: Adults 16+ that use online/on-demand TV and film services at least once a month n = 990
TO14 Which, if any, of the following services do you use to watch television programmes or films online or on demand? Please tell me which services you use at least once a month or more often?
Figure 25

Service used for monthly online/on-demand TV and film consumption

All adults (%)

Source: Ofcom Quant Research 2014
Base: All Adults 16+ n = 2026
TO14 Which, if any, of the following services do you use to watch television programmes or films online or on demand? Please tell me which services you use at least once a month or more often?
Figure 26

Use of any VOD service at least monthly, by genre

VOD service user (%)

- Comedy and sitcoms that reflect life in the UK: 27%
- UK Films: 24%
- Drama that reflects life in the UK: 21%
- History, nature or science programmes: 17%
- Other factual programmes including hobbies, leisure and consumer: 16%
- UK Entertainment and contemporary music: 12%
- UK Sport: 12%
- News: 9%
- Soaps that reflect life in the UK: 8%
- Educational programmes: 7%
- Current affairs programmes: 7%
- Programmes that reflect the lives and concerns of different: 6%
- Children’s programmes/channels: 6%
- Arts and classical music: 6%
- Other programmes about and made for people in my region: 3%
- Current affairs about and made for people in my region: 2%
- News about and made for people in my region or my local area: 2%
- Religious programmes: 2%

Source: PSB 2014 Quant Research
Base: All on-demand users 16+ as per Q. TO12 n=1229
CCP2b Which channels or media services do you use to watch this type of programme at least once a month or more often?
Figure 27

Use of PSB VOD services at least monthly, by genre

On-demand user (%)

- Comedy and sitcoms that reflect life in the UK: 20%
- Drama that reflects life in the UK: 15%
- UK Films: 13%
- History, nature or science programmes: 12%
- Other factual programmes including hobbies, leisure and consumer: 11%
- UK Entertainment and contemporary music: 9%
- News: 8%
- UK Sport: 7%
- Current affairs programmes: 6%
- Soaps that reflect life in the UK: 5%
- Educational programmes: 5%
- Arts and classical music: 4%
- Programmes that reflect the lives and concerns of different: 3%
- Children's programmes/channels: 2%
- News about and made for people in my region or my local area: 2%
- Current affairs about and made for people in my region: 2%
- Aside from news and current affairs, other programmes about and: 1%
- Religious programmes: 1%

Source: PSB 2014 Quant Research
Base: All on-demand users 16+ as per Q. TO12 n=1229
CCP2b Which channels or media services do you use to watch this type of programme at least once a month or more often?
Use of other VOD services at least monthly, by genre

On-demand user (%)

- UK Films
- Comedy and sitcoms that reflect life in the UK
- Drama that reflects life in the UK
- History, nature or science programmes
- Other factual programmes including hobbies, leisure and…
- UK Sport
- UK Entertainment and contemporary music
- Soaps that reflect life in the UK
- Children’s programmes/channels
- News
- Educational programmes
- Current affairs programmes
- Programmes that reflect the lives and concerns of different…
- Arts and classical music
- Aside from news and current affairs, other programmes…
- Current affairs about and made for people in my region

Source: PSB 2014 Quant Research
Base: All on-demand users 16+ as per Q. TO12 n=1229
CCP2b Which channels or media services do you use to watch this type of programme at least once a month or more often?
Figure 29

Differences between VOD services of monthly use, by genre

On-demand user (%)

- Comedy and sitcoms that reflect life in the UK: 27%
- Drama that reflects life in the UK: 27%
- History, nature or science programmes: 27%
- Other factual programmes including hobbies, leisure…: 27%
- News: 27%
- Current affairs programmes: 27%
- Arts and classical music: 27%
- UK Films: 27%
- Children's programmes/channels: 27%
- UK Sport: 27%

Source: PSB 2014 Quant Research
Base: All on-demand users 16+ as per Q. TO12 n=1229
CCP2b Which channels or media services do you use to watch this type of programme at least once a month or more often?
## Figure 30

### PSB VOD service programme requests by genre: 2011-2013

<table>
<thead>
<tr>
<th>Genre</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>Percentage Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drama</td>
<td>685,503,179</td>
<td>739,236,549</td>
<td>896,636,569</td>
<td>21.3%</td>
<td>29.4% +0.3%</td>
</tr>
<tr>
<td>Entertainment and comedy</td>
<td>593,773,413</td>
<td>715,160,109</td>
<td>773,402,942</td>
<td>8.1%</td>
<td>25.4% -2.8%</td>
</tr>
<tr>
<td>Factual</td>
<td>456,621,913</td>
<td>476,667,273</td>
<td>584,354,879</td>
<td>22.6%</td>
<td>19.2% +0.4%</td>
</tr>
<tr>
<td>Children’s</td>
<td>280,289,260</td>
<td>381,912,331</td>
<td>534,951,291</td>
<td>40.1%</td>
<td>17.5% +2.5%</td>
</tr>
<tr>
<td>Films</td>
<td>46,889,221</td>
<td>59,637,454</td>
<td>66,563,210</td>
<td>11.6%</td>
<td>2.2% -0.2%</td>
</tr>
<tr>
<td>Sport</td>
<td>40,016,083</td>
<td>58,698,044</td>
<td>56,204,332</td>
<td>-4.2%</td>
<td>1.8% -0.5%</td>
</tr>
<tr>
<td>Current affairs</td>
<td>46,343,238</td>
<td>51,661,339</td>
<td>50,140,603</td>
<td>-2.9%</td>
<td>1.6% -0.4%</td>
</tr>
<tr>
<td>Arts and classical music</td>
<td>21,922,094</td>
<td>24,519,270</td>
<td>33,308,885</td>
<td>35.8%</td>
<td>1.1% +0.1%</td>
</tr>
<tr>
<td>Education</td>
<td>12,121,425</td>
<td>13,577,514</td>
<td>25,285,581</td>
<td>86.2%</td>
<td>0.8% +0.3%</td>
</tr>
<tr>
<td>News</td>
<td>10,022,536</td>
<td>12,509,886</td>
<td>15,180,808</td>
<td>21.4%</td>
<td>0.5% -</td>
</tr>
<tr>
<td>Religious</td>
<td>6,097,652</td>
<td>5,250,956</td>
<td>8,460,834</td>
<td>61.1%</td>
<td>0.3% +0.1%</td>
</tr>
<tr>
<td>Other</td>
<td>13,361,841</td>
<td>2,046,576</td>
<td>4,976,063</td>
<td>143.1%</td>
<td>0.2% +0.1%</td>
</tr>
<tr>
<td>Total</td>
<td>2,212,961,855</td>
<td>2,540,877,301</td>
<td>3,049,465,997</td>
<td>20.0%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Broadcaster data

Note: on-demand programmes only, no simulcast data is included. Offline downloads are counted as one request.
Figure 31

PSB VOD service programme requests: 2008-2013

Requests (millions)

Source: Broadcaster data
Note: on-demand programmes only, no simulcast data is included. Offline downloads are counted as one request.
Figure 32

PSB on-demand programme service requests, by genre: 2011-2013

Requests (millions)

Source: Broadcaster data
Figure 33

PSB on-demand programme service requests, by genre: 2011-2013

Share of requests (%)

<table>
<thead>
<tr>
<th>Year</th>
<th>Drama</th>
<th>Children's</th>
<th>Current affairs</th>
<th>Entertainment and comedy</th>
<th>Films</th>
<th>Arts and classical music</th>
<th>Religious</th>
<th>Factual</th>
<th>Sport</th>
<th>Education</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>29</td>
<td>25</td>
<td>19</td>
<td>28</td>
<td>15</td>
<td>2</td>
<td>18</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>2012</td>
<td>29</td>
<td>28</td>
<td>19</td>
<td>27</td>
<td>15</td>
<td>2</td>
<td>18</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>2011</td>
<td>31</td>
<td>27</td>
<td>21</td>
<td>27</td>
<td>13</td>
<td>2</td>
<td>18</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: Broadcaster data
Figure 34

PSB on-demand programme service requests, by genre: 2011-2013

Requests (millions)

- **Drama**: 2011 - 686, 2012 - 739, 2013 - 897
- **Factual**: 2011 - 457, 2012 - 477, 2013 - 584
- **Children's**: 2011 - 280, 2012 - 382, 2013 - 535

Source: Broadcaster data
Figure 35

PSB on-demand programme service requests, by genre: 2011-2013

Requests (millions)

<table>
<thead>
<tr>
<th>Genre</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Films</td>
<td>47</td>
<td>60</td>
<td>67</td>
</tr>
<tr>
<td>Sport</td>
<td>40</td>
<td>59</td>
<td>56</td>
</tr>
<tr>
<td>Current affairs</td>
<td>46</td>
<td>52</td>
<td>50</td>
</tr>
<tr>
<td>Arts and classical music</td>
<td>22</td>
<td>25</td>
<td>33</td>
</tr>
</tbody>
</table>

Source: Broadcaster data
Figure 36

PSB on-demand programme service requests, by genre: 2011-2013

Requests (millions)

Source: Broadcaster data
Note: Other data includes requests for programmes that did not meet the specifications of the other genres, or for which there was not enough meta data to assign the request to a genre.
ATTITUDES AND OPINIONS
Figure 37
Types of content for which the internet is the main source: 2007 and 2014
Adults 16+ (%)

- Your personal interest and pasttimes: 2014 - 29, 2007 - 21
- Finding out about people with similar interests to your own: 2014 - 35, 2007 - 26
- Knowledge about topics such as arts, science, nature or...: 2014 - 30, 2007 - 16
- Finding about people with values and lifestyles that are...: 2014 - 26, 2007 - 13
- News about your local area*: 2014 - 27, 2007 - 3
- Entertainment**: 2014 - 22, 2007 - 6

Source: Ofcom consumer research
PSB review 2007 Q12 And which of these different media would you say is your main source for...
PSB Review 2014 CPP1b Which one of these is your most important source for this content?
* In 2014 asked as “Finding out news about what's happening in your region or locally?”
** In 2014 asked as “relaxing and entertainment”.

©Ofcom
Figure 38
Types of content the internet is a source for, and the main source for in 2007
Adults 16+ (%)

Source: Ofcom consumer research
PSB review 2007  Q11 Which of these different media available to you (such as television, radio, internet etc.) would you say you use as a source for… Q12 And which of these different media would you say is your main source for…
Figure 39
Types of content the internet is a source for, and the most important source for in 2014
Adults 16+ (%)

- Discovering new things: 51/60
- Your personal interest and pastimes: 49/61
- Finding out about people with similar interests to your own: 49/61
- Knowledge about topics such as arts, science, nature or…: 46/51
- Finding about people with values and lifestyles that are…: 37/46
- News about the world: 37/44
- News about the UK: 27/41
- News about what’s happening in your region or locally: 35/41
- Relaxing and entertainment: 22/37
- Sports news and information: 22/31

Source: Ofcom consumer research
PSB review 2007  Q11 Which of these different media available to you (such as television, radio, internet etc.) would you say you use as a source for… Q12 And which of these different media would you say is your main source for…
Figure 40

Attitudes about the internet: 2007 and 2014

Base: Adults with internet access 16+ (%)

- The internet's main role should be to provide entertainment rather than information or education
  - 2014: 2% Agree strongly, 10% Agree, 17% Neither agree nor disagree, 50% Disagree, 21% Disagree strongly
  - 2007: 4% Agree strongly, 11% Agree, 16% Neither agree nor disagree, 49% Disagree, 19% Disagree strongly

- The internet should help promote understanding and tolerance of different religions, cultures and lifestyles
  - 2014: 26% Agree strongly, 51% Agree, 16% Neither agree nor disagree, 6% Disagree, 1% Disagree strongly
  - 2007: 14% Agree strongly, 48% Agree, 23% Neither agree nor disagree, 11% Disagree, 2% Disagree strongly

- As well as entertaining and informing people, the internet has an important social role to play
  - 2014: 22% Agree strongly, 58% Agree, 12% Neither agree nor disagree, 7% Disagree, 1% Disagree strongly
  - 2007: 17% Agree strongly, 58% Agree, 13% Neither agree nor disagree, 10% Disagree, 1% Disagree strongly

Source: Ofcom consumer research
PSB Review 2007 Q15; PSB Review 2014 AT2. And to what extent do you agree or disagree with each of the following statements about the internet?
Base: Adults with internet access 16+ (%)
Figure 41

Attitudes about the internet: 2007 and 2014

Adults with internet access 16+ (%)

<table>
<thead>
<tr>
<th>Statement</th>
<th>2014</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>the internet has an important role to play in making people interested in different subjects like the arts, nature, science and history</td>
<td>26 (11%)</td>
<td>21 (11%)</td>
</tr>
<tr>
<td>The internet is a valuable source of information and learning</td>
<td>51 (30%)</td>
<td>51 (28%)</td>
</tr>
<tr>
<td>the internet is very influential in shaping public opinion about political and other important issues</td>
<td>59 (30%)</td>
<td>48 (27%)</td>
</tr>
</tbody>
</table>

Source: Ofcom consumer research
PSB Review 2007 Q15 And to what extent do you agree or disagree with each of the following statements about the internet?
Base: Adults with internet access 16+ (%)
Figure 42

Attitudes about the internet: 2007 and 2014

Adults with internet access 16+ (%)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>It's important that the internet is available to everyone</td>
<td>22</td>
<td>22</td>
<td>37</td>
<td>37</td>
<td>49</td>
<td>49</td>
<td>8</td>
<td>8</td>
<td>50</td>
<td>50</td>
<td>16</td>
<td>16</td>
<td>9</td>
<td>9</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>The internet is a valuable source of information and entertainment for children and teenagers</td>
<td>25</td>
<td>25</td>
<td>27</td>
<td>27</td>
<td>56</td>
<td>56</td>
<td>11</td>
<td>11</td>
<td>9</td>
<td>9</td>
<td>11</td>
<td>11</td>
<td>5</td>
<td>5</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>The internet has an important role to play in helping children and teenagers understand life in the UK</td>
<td>17</td>
<td>17</td>
<td>20</td>
<td>20</td>
<td>49</td>
<td>49</td>
<td>9</td>
<td>9</td>
<td>7</td>
<td>7</td>
<td>16</td>
<td>16</td>
<td>12</td>
<td>12</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: Ofcom consumer research
PSB Review 2007 Q15 And to what extent do you agree or disagree with each of the following statements about the internet?
Base: Adults with internet access 16+ (%)

©Ofcom
Attitudes about the internet: 2007

Adults with internet access 16+ (%)

- Websites sometimes change the way I think about things
  - 2014: Agree 49, Agree strongly 14, Neither agree nor disagree 18, Disagree 17, Disagree strongly 3
  - 2007: Agree 45, Agree strongly 7, Neither agree nor disagree 22, Disagree 22, Disagree strongly 32

- I have personally learned useful things from the internet
  - 2014: Agree 52, Agree strongly 42, Neither agree nor disagree 5, Disagree 14, Disagree strongly 1
  - 2007: Agree 56, Agree strongly 34, Neither agree nor disagree 5, Disagree 20, Disagree strongly 11

- With so many websites on the internet, it’s hard to find what I want
  - 2014: Agree 45, Agree strongly 5, Neither agree nor disagree 15, Disagree 20, Disagree strongly 14
  - 2007: Agree 45, Agree strongly 5, Neither agree nor disagree 12, Disagree 24, Disagree strongly 12

Source: Ofcom consumer research
PSB Review 2007 Q15 And to what extent do you agree or disagree with each of the following statements about the internet?
Base: Adults with internet access 16+ (%)
Figure 44

Scheduled television vs. on-demand television

All adults 16+ (%)

- 100%: 2
- 90%: 11
- 80%: 38
- 70%: 49

Don't know
No preference
Only on-demand services where you choose from a library of programmes that can be watched when you want
Only scheduled television, where you choose between programmes shown at any one time across a range of TV channels

Source: 2014 research
Base: All adults 16+ n = 2026
HCP2 Would you most like to see [A] or [B]?
Figure 45

TV news vs. online news

All adults 16+ (%)

Source: 2014 research
Base: All adults 16+ n = 2026
HCP4 Thinking about news content produced by the BBC, Channel 4 and Channel 5, would you most like to see [A] or [B]?