

Figure 1.1

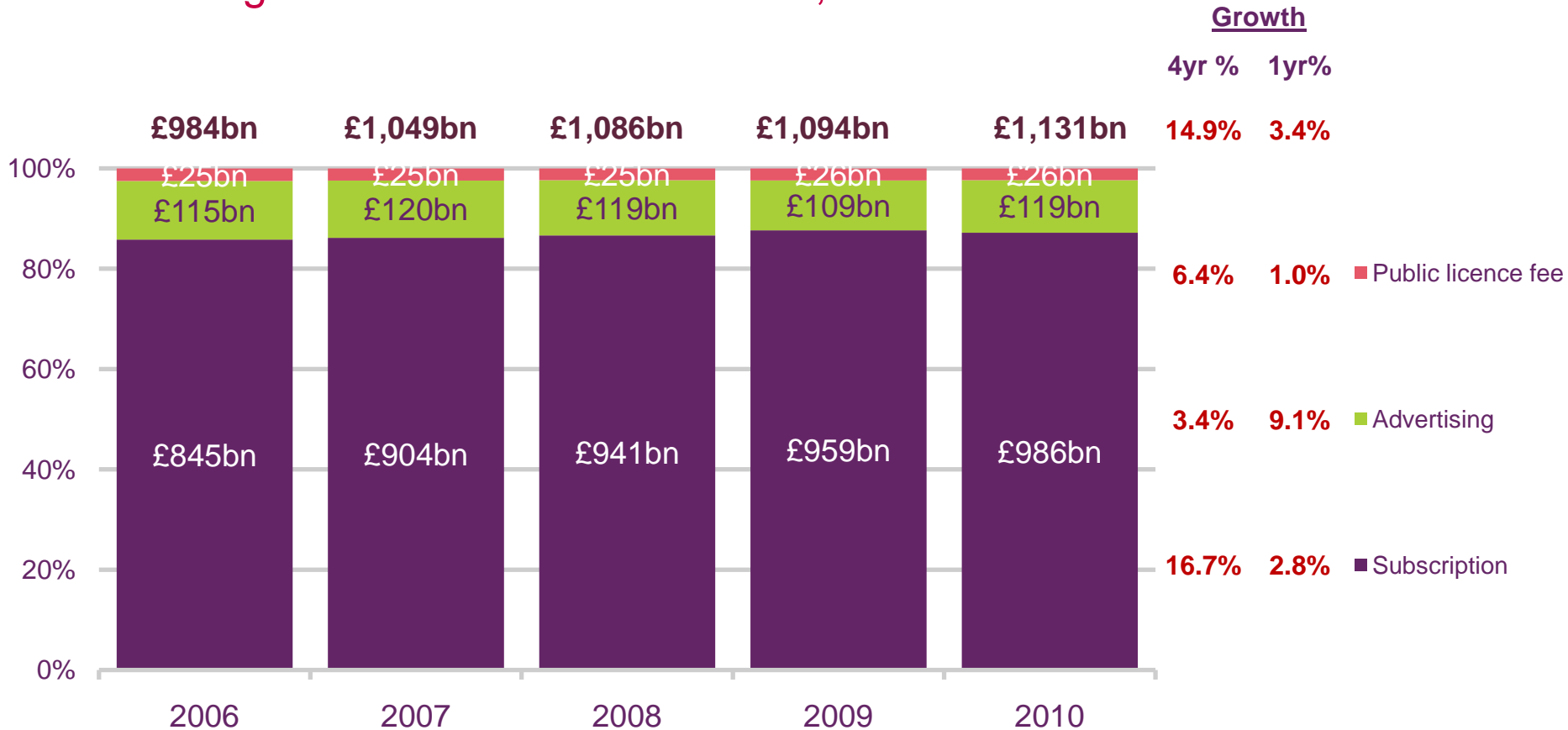
Global communications revenues



Source: Ofcom analysis based on data taken from PricewaterhouseCoopers Global Entertainment and Media Outlook 2011-2015 @ www.pwc.com/outlook for television and radio. IDATE / industry data / Ofcom for US and UK TV revenues and all telecoms revenues. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. Note: Net TV advertising revenues for Russia have been calculated by discounting 15% of TV advertising spending to remove agency fees and production costs.

Figure 1.2

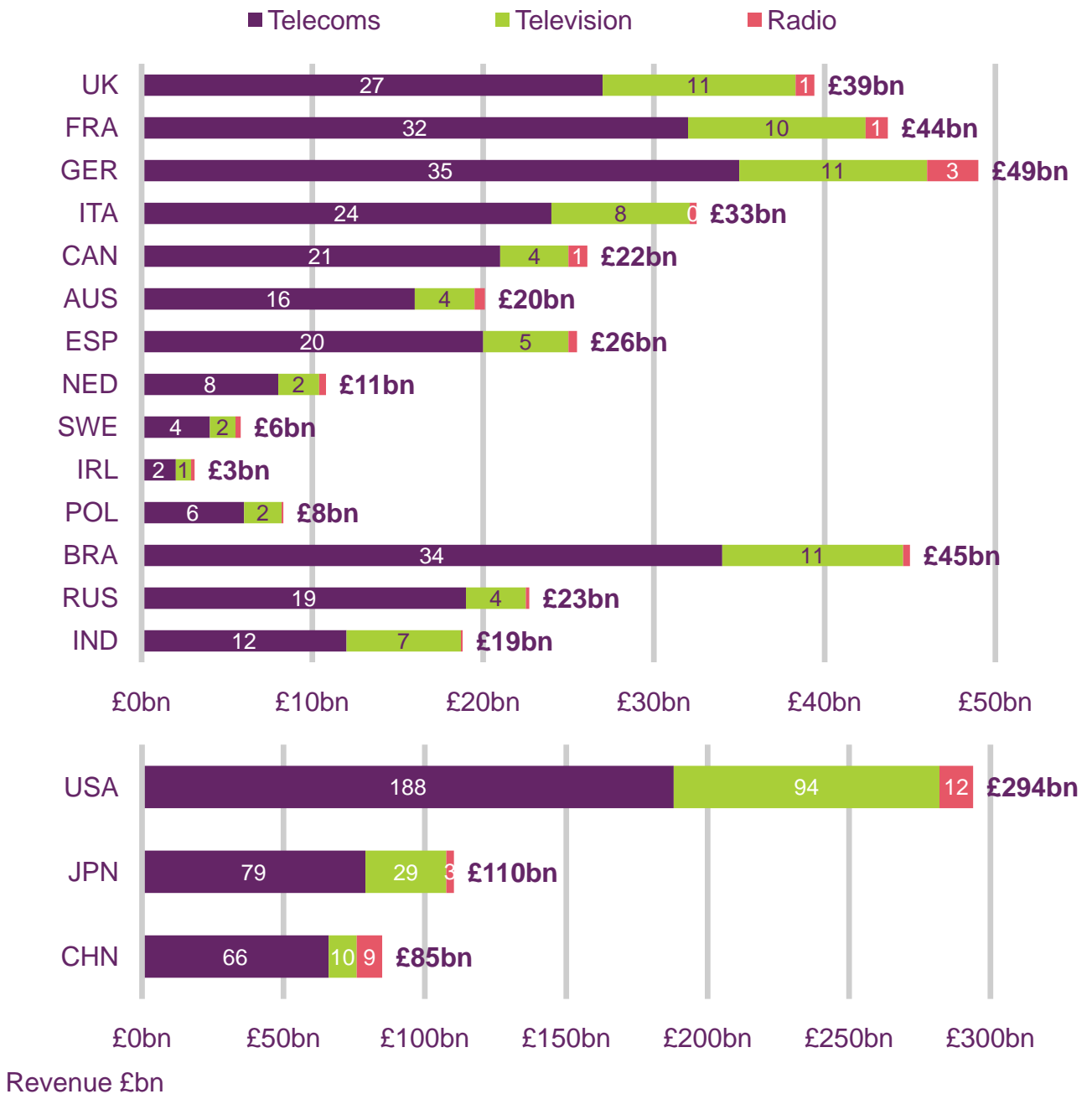
Source of global revenues for telecoms, radio and TV services



Source: Ofcom analysis based on data taken from PricewaterhouseCoopers Global Entertainment and Media Outlook 2011-2015 @ www.pwc.com/outlook for television and radio. IDATE / industry data / Ofcom for US and UK TV revenues and all telecoms revenues. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. Note: Net TV advertising revenues for Russia have been calculated by discounting 15% of TV advertising spending to remove agency fees and production costs. All telecoms revenues have been allocated as subscription revenues.

Figure 1.3

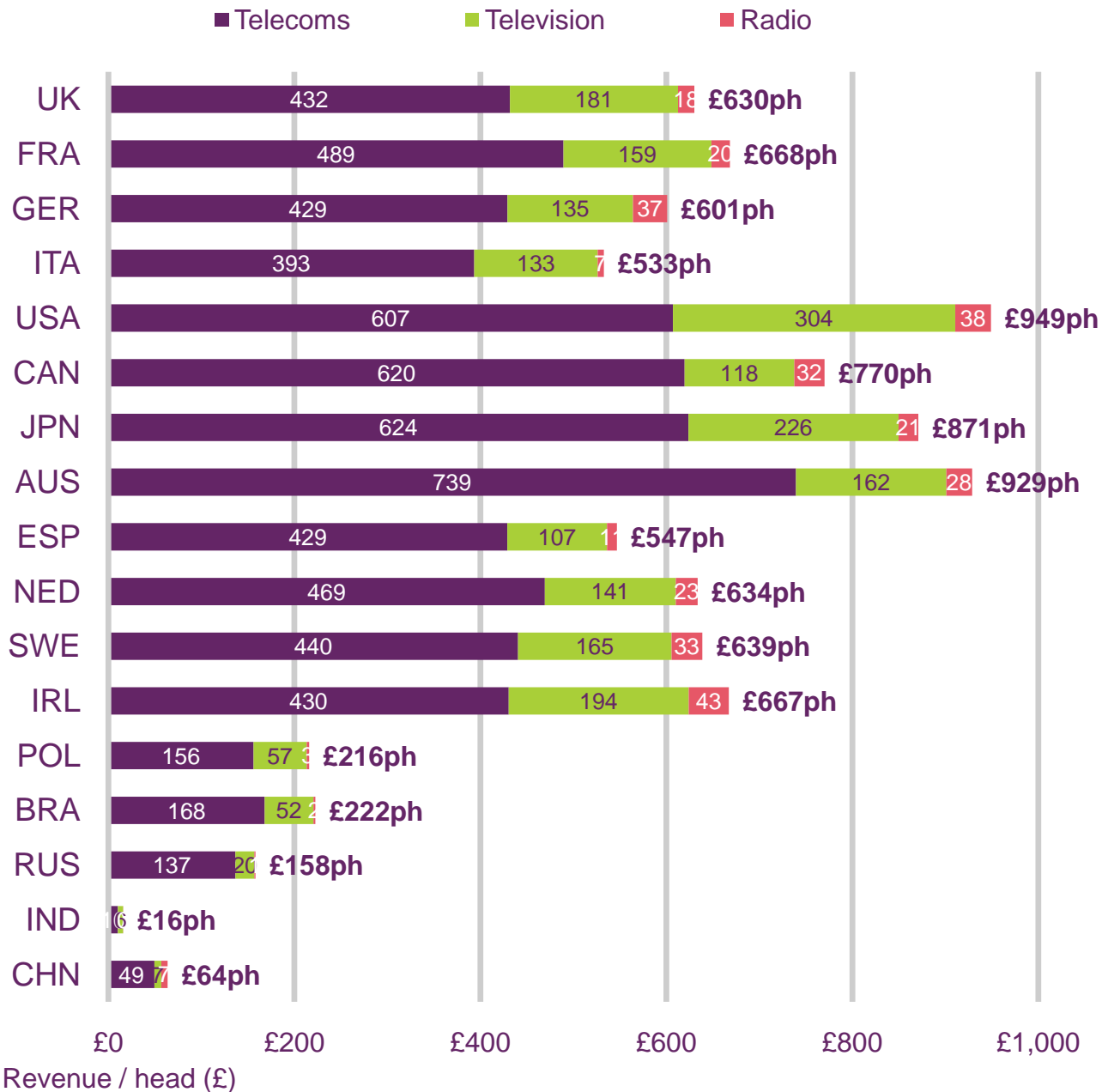
Communications sector revenues in 2010



Source: Ofcom analysis based on Ofcom / IDATE data for telecommunications/TV and Ofcom analysis based on data taken from PricewaterhouseCoopers Global Entertainment and Media Outlook 2011-2015 @ www.pwc.com/outlook for radio. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. Notes: the UK radio industry figure is sourced from broadcaster returns made to Ofcom. Telecoms revenue excludes revenue from narrowband internet and corporate data services and broadband revenues for BRA, RUS, IND and CHN.

Figure 1.4

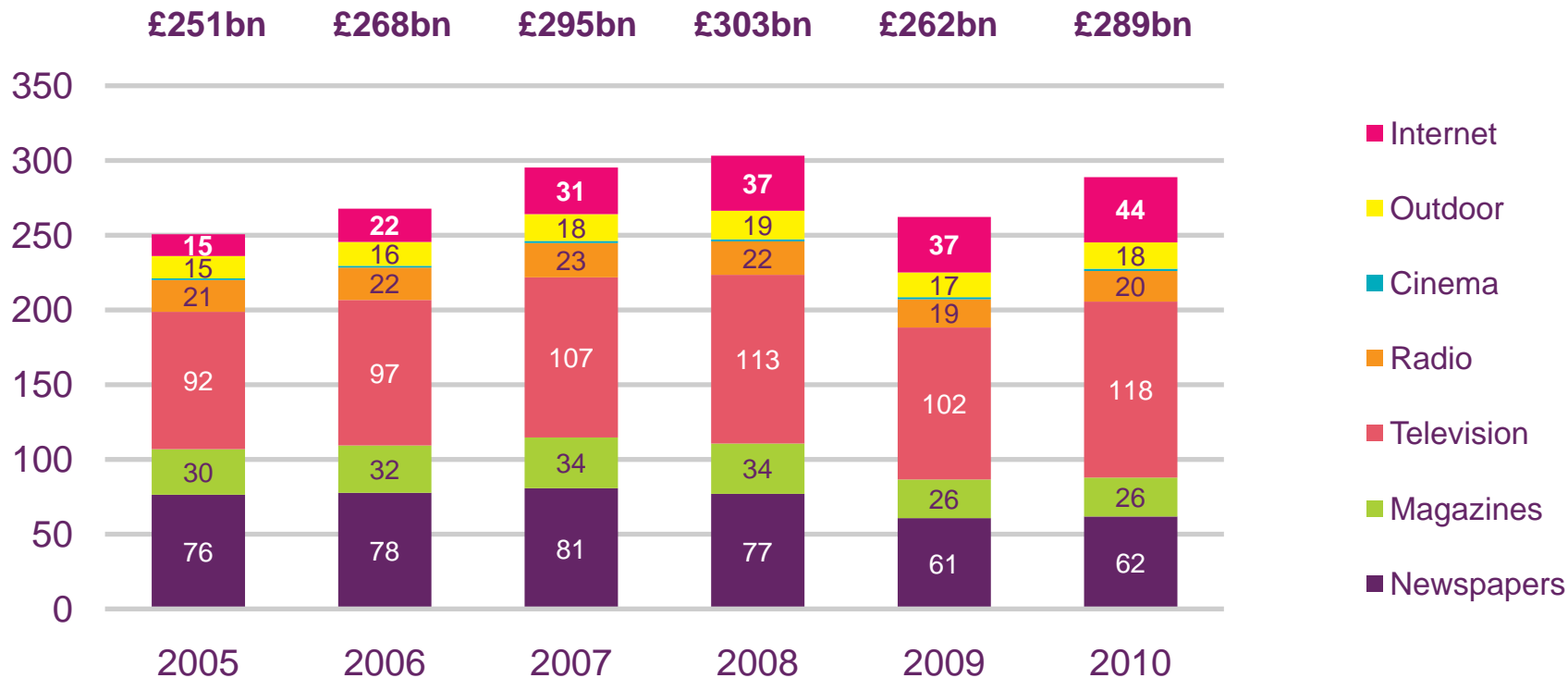
Communications sector revenue, per head: 2010



Source: Ofcom analysis based on Ofcom / IDATE data for telecommunications/TV and Ofcom analysis based on data taken from PriceWaterhouseCoopers Global Entertainment and Media Outlook 2011-2015 @ www.pwc.com/outlook for radio. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. Notes: the UK radio industry figure is sourced from broadcaster returns made to Ofcom. Telecoms revenue excludes revenue from narrowband internet and corporate data services and broadband revenues for BRA, RUS, IND and CHN

Figure 1.5

Global advertising revenue by source



Source: Warc Data (www.warc.com).

Figure 1.6

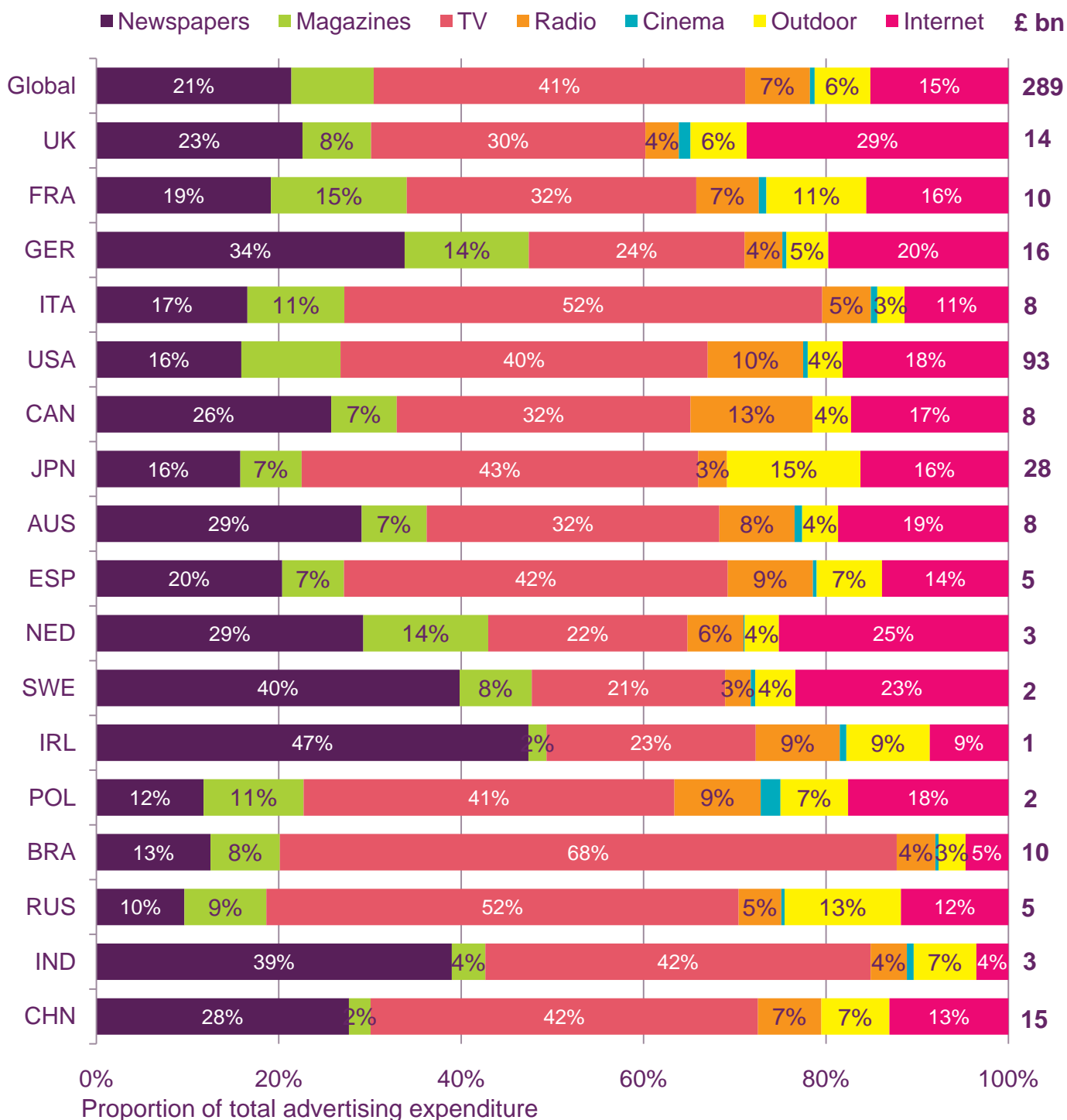
Global expenditure growth rates

	All	Newspapers	Magazines	Television	Radio	Cinema	Outdoor	Internet
2009-2010 annual growth	10.2%	1.8%	1.0%	15.7%	8.2%	13.2%	6.2%	17.8%
2005-2010 CAGR	2.9%	-4.2%	-3.1%	5.1%	-0.7%	6.4%	3.4%	24.5%
2008-2010 CAGR	-1.0%	-4.3%	-5.0%	0.8%	-1.8%	1.4%	-1.5%	3.5%

Source:Warc Data (www.warc.com).

Figure 1.7

2010 advertising expenditure analysis



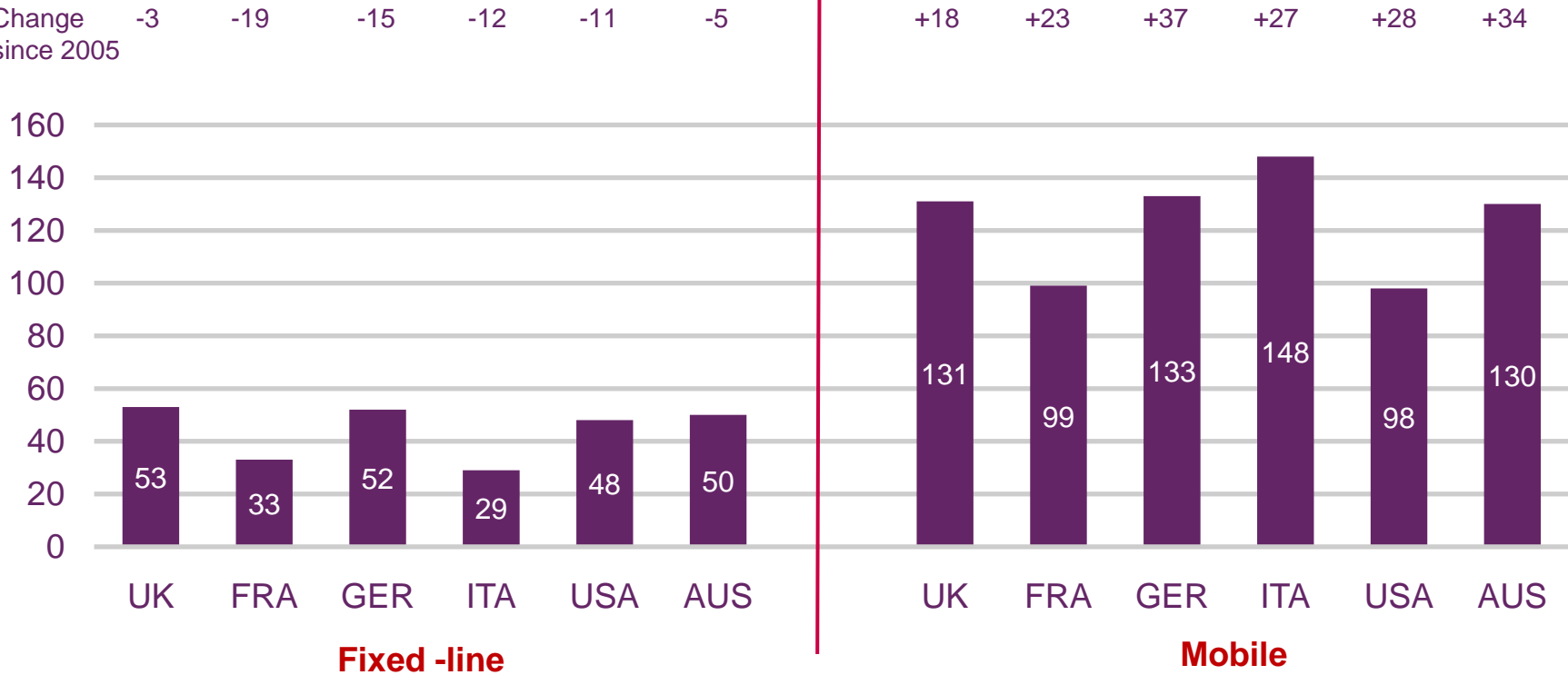
Source: Warc Data (www.warc.com). Note: Excludes expenditure on cinema advertising in CAN, JPN and CHN

Figure 1.8

Fixed-line voice and mobile connections per capita, 2010

Connections per 100 population

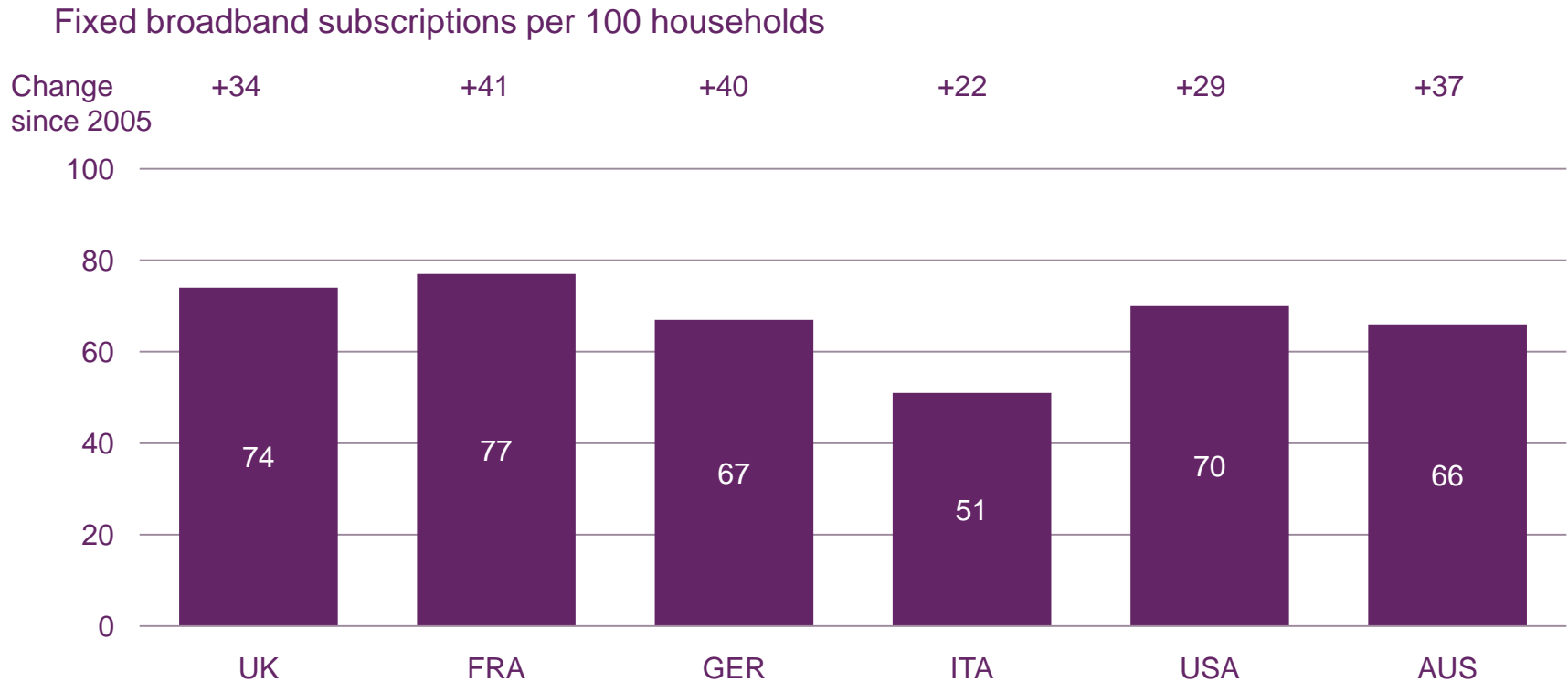
Change since 2005



Source: IDATE / industry data / Ofcom

Figure 1.9

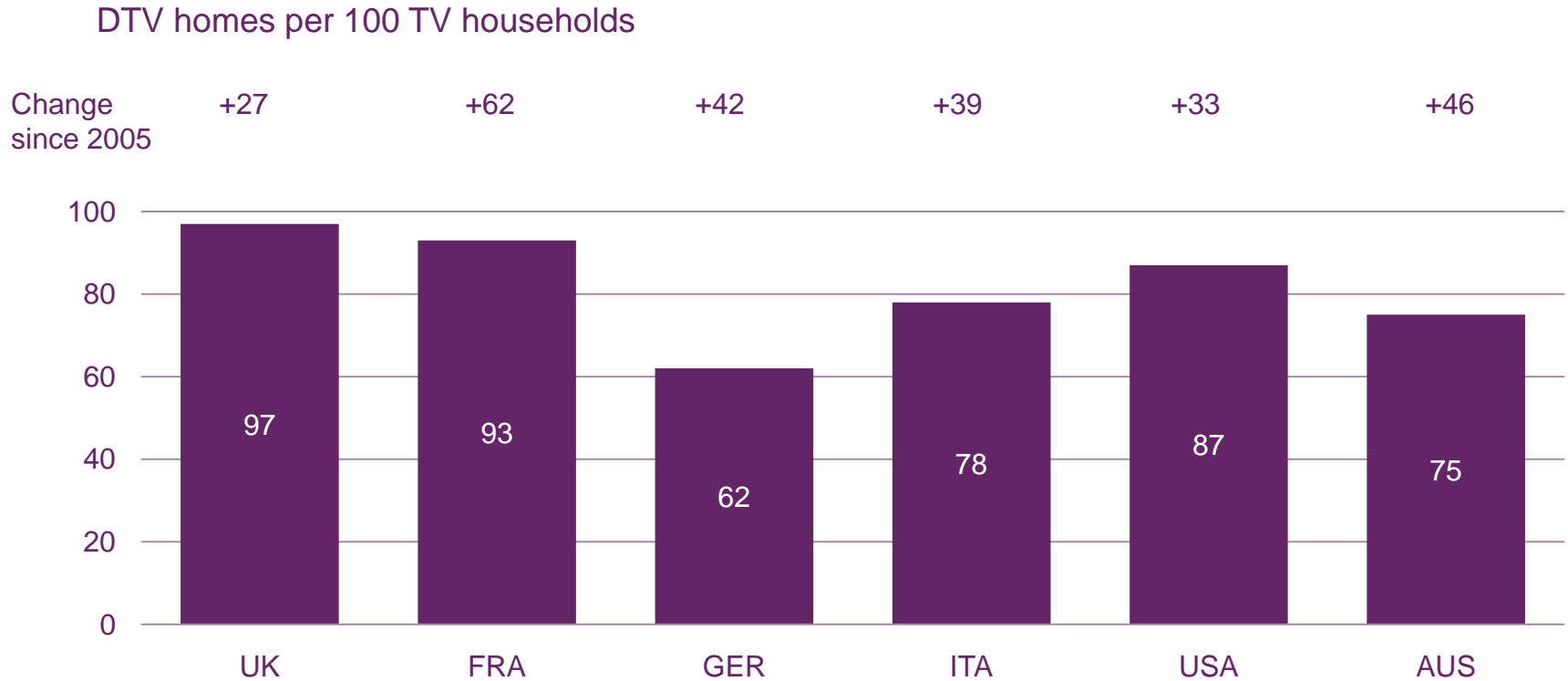
Fixed broadband penetration in 2010



Source: IDATE. Note: Broadband calculation includes business connections

Figure 1.10

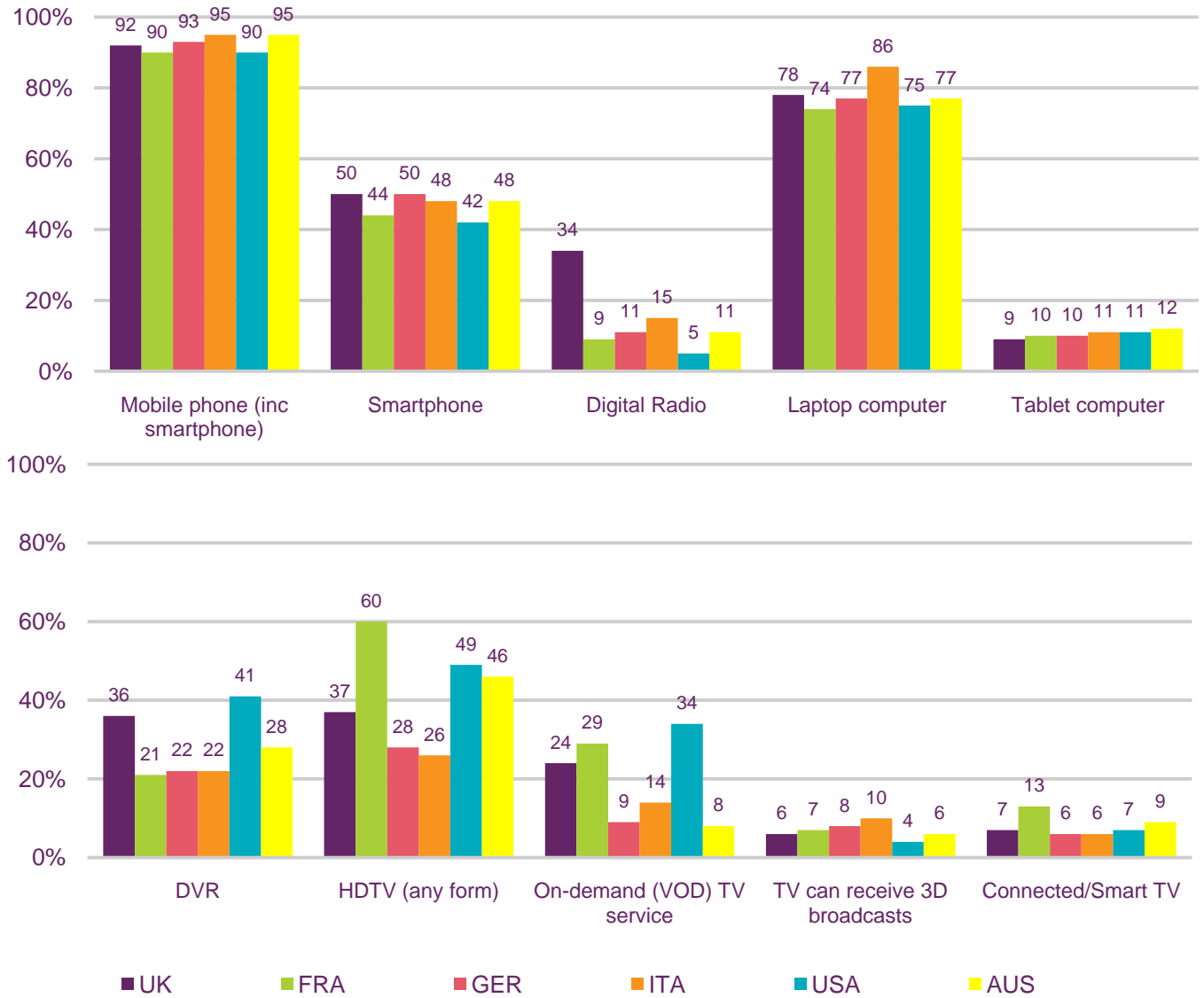
DTV penetration in 2010



Source: IDATE

Figure 1.11

Ownership and use of devices



Source: Ofcom consumer research, October 2011. Base sizes: UK=1015, France=1014, Germany=1014, Italy=1045, USA=1002, Australia = 1012. Q: Which of the following devices do you own and personally use?

Figure 1.12

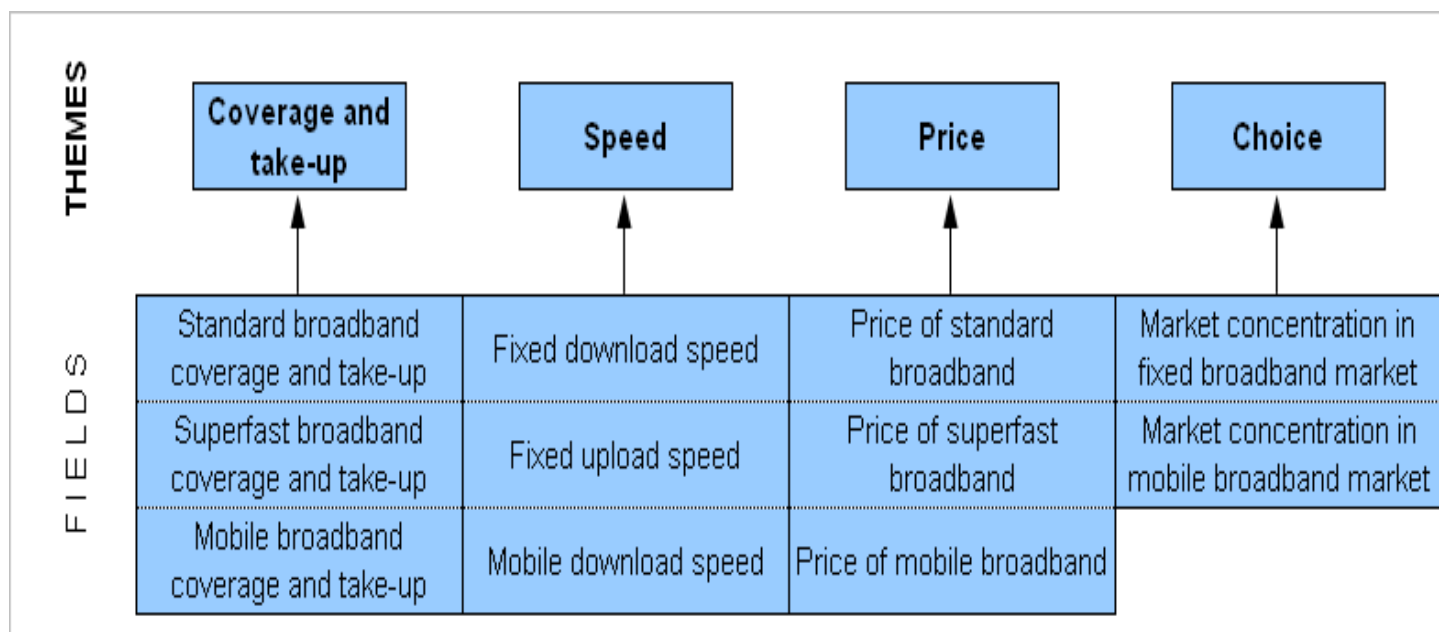
Regular use of selected communications services / media



Source: Ofcom consumer research, October 2011. Base sizes: UK=1015, France=1014, Germany=1014, Italy=1045, USA=1002, Australia = 1012. Q; Which of the following do you regularly do (at least once a week)? Select all that apply

Figure 1.13

Proposed measures to be included in the Broadband Best in Europe Scorecard

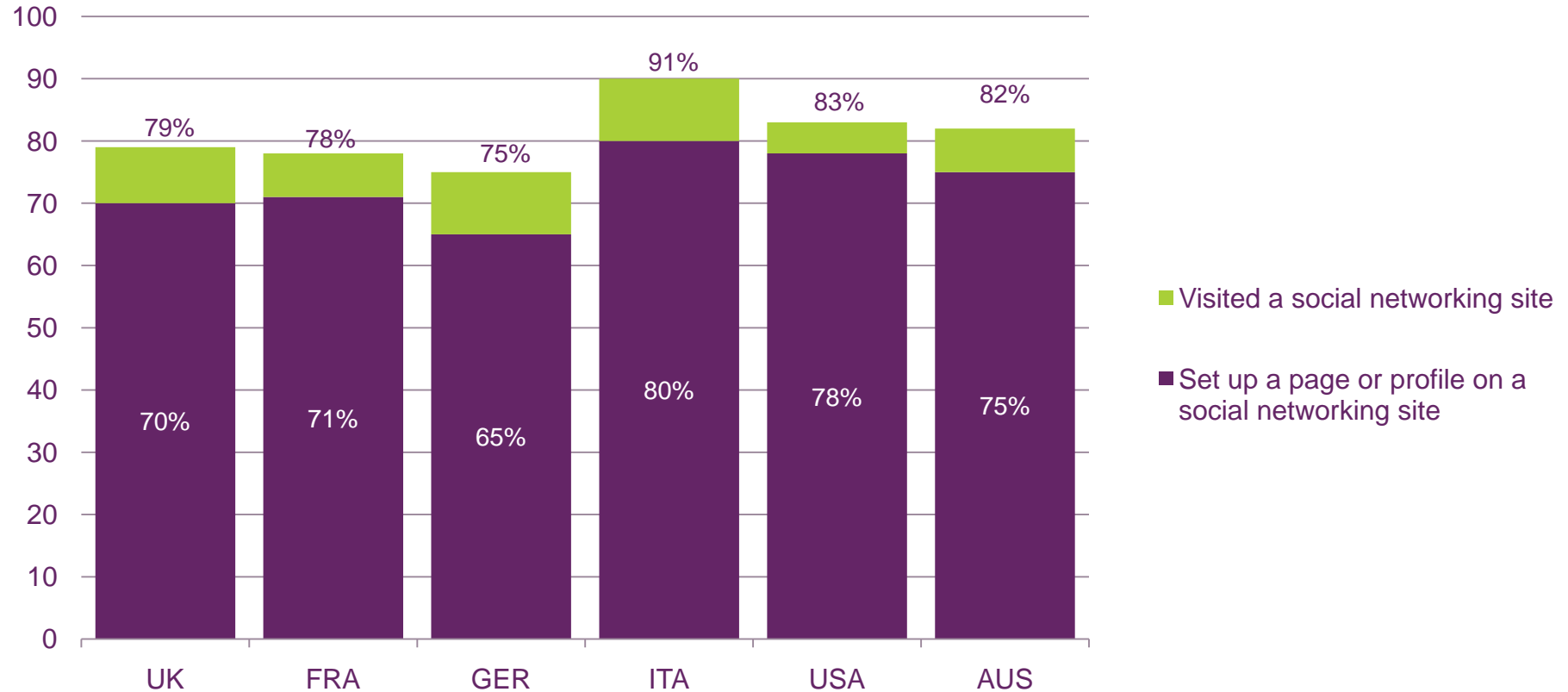


Source: Broadband Delivery UK

Figure 1.14

Consumers who have ever visited a social networking website and have a social network profile page

Frequency of visiting SNS / Set-up SNS profile page (%)



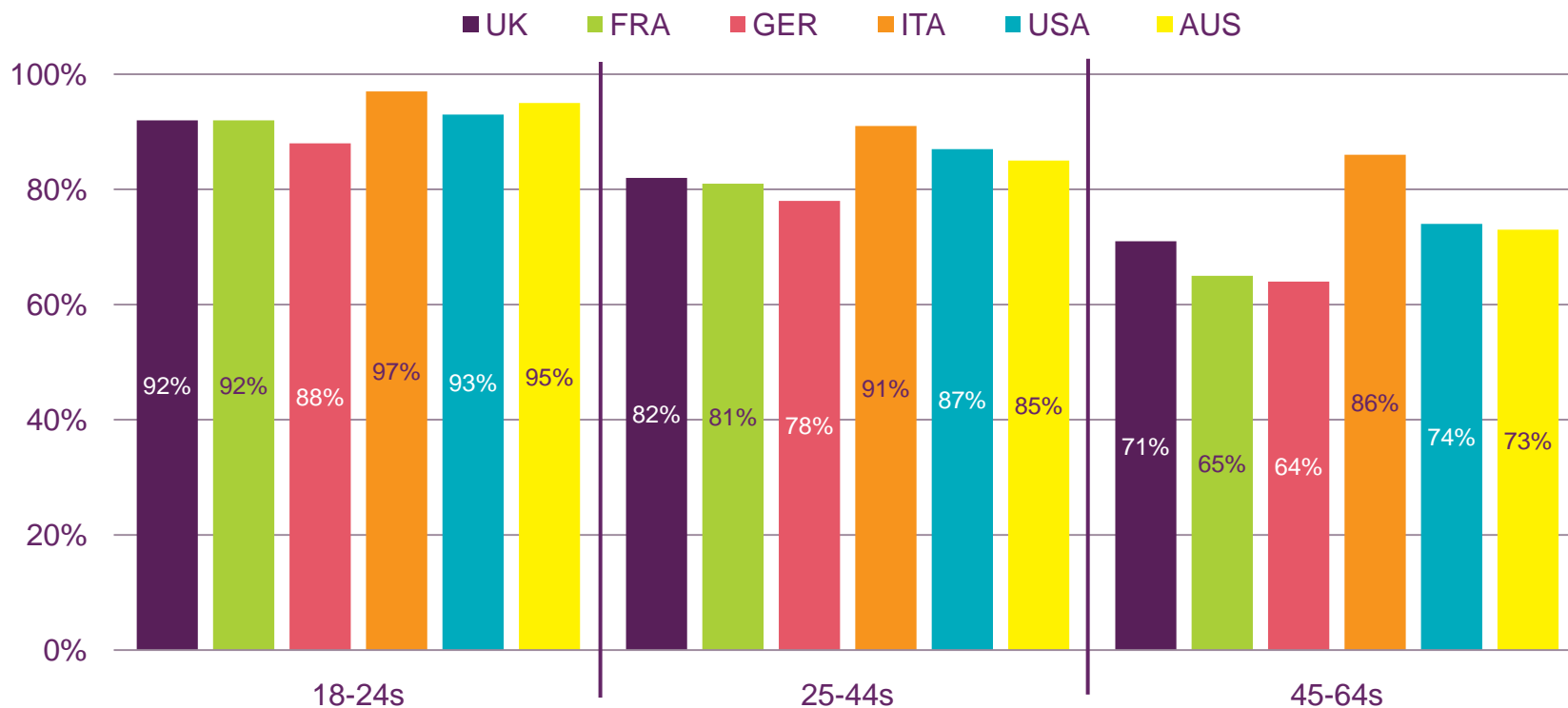
Source: Ofcom Consumer Research October 2011.

Base: All those who use the Internet. Sample size: UK=1015, France=1014, Germany=1014, Italy=1045, US=1002, Australia=1012

Q: "Have you ever visited a social networking site e.g. Facebook, Myspace, Bebo?", "Have you set up your own page or profile on any of the following social networking sites?"

Figure 1.15

Consumers who have visited a social networking website, by age



Source: Ofcom Consumer Research October 2011.

Base: For each country - all those with SNS profiles. Base: Total sample sizes (18-24s, 25-44s, 45-64s): UK=144,474,397;

France=197,506,311; Germany= 192,486,336; Italy=201,534,310; US=147,189,366; Australia=152,480,380.

Q: "Have you ever visited a social networking site e.g. Facebook, Myspace, Bebo?"

Figure 1.16

Consumers who have visited a social networking website and have a profile (Top four sites with a profile page)

	UK	FRA	GER	ITA	USA	AUS
1st most popular site	Facebook 83%	Facebook 83%	Facebook 72%	Facebook 84%	Facebook 89%	Facebook 88%
2nd	Twitter 22%	Windows Live 17%	Stayfriends 22%	Twitter 14%	Twitter 24%	Myspace 18%
3rd	Friends Reunited 21%	Copains d'Avant 13%	Wer-kennt-wen 21%	Google+ 14%	Myspace 23%	Twitter 16%
4th	Myspace 12%	Twitter 8%	VZ Netzwerke 20%	LinkedIn 12%	LinkedIn 20%	LinkedIn 12%

Source: Ofcom Consumer Research October 2011.

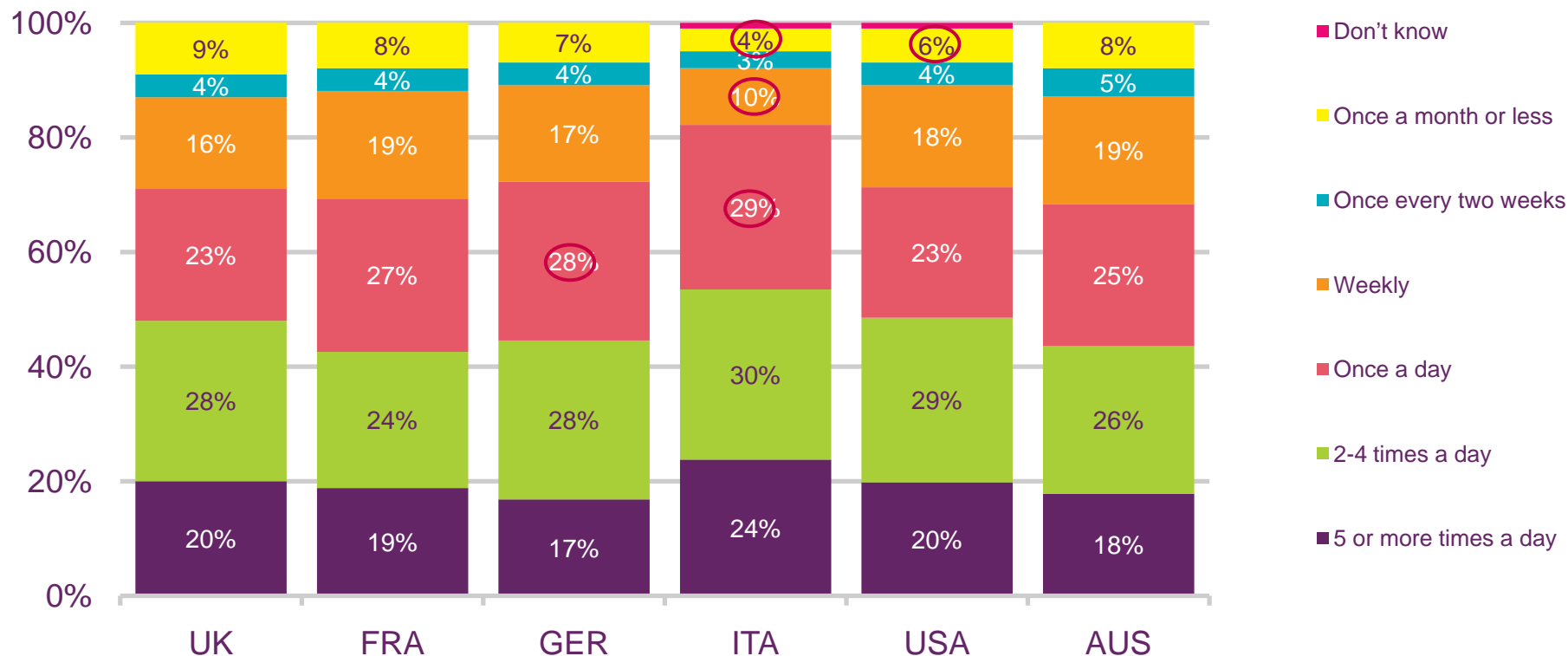
Base: All those who have visited a social networking site. Sample sizes: UK=715, France=717, Germany=658, Italy=841, US=778, Australia=755

Q: "Have you set up your own page or profile on any of the following social networking sites?"

Figure 1.17

Frequency of visiting social networking websites, among those with a profile page

Frequency of visiting social networking sites (%)



Source: Ofcom Consumer Research October 2011.

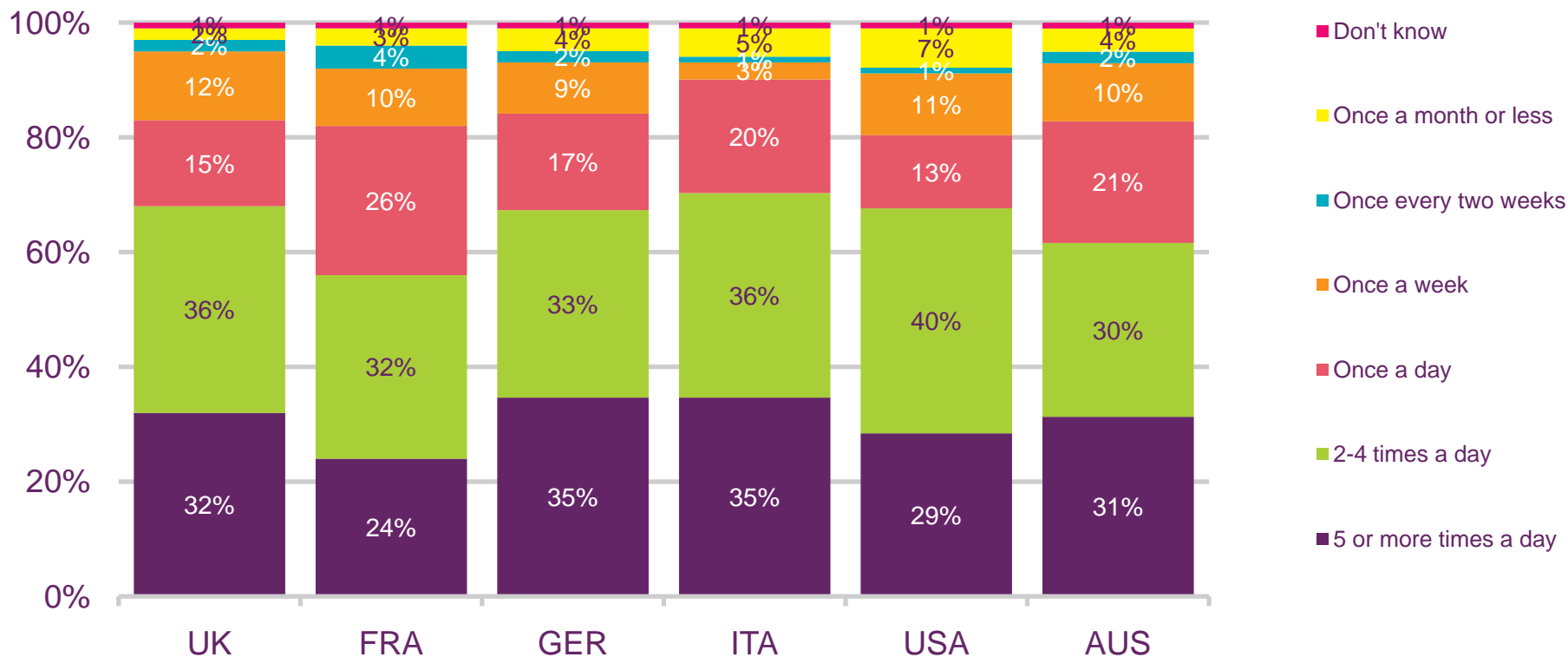
Base: All those who have ever visited a social networking site. Sample size: UK=802, France=791, Germany=753, Italy=946, US=830, Australia=832

Q: "How often do you visit social networking sites, please think of the site(s) you visit most often?"

Figure 1.18

Frequency of visiting social networking websites, by age: 18-24

Frequency of visiting social networking sites by age, 18-24 (%)



Source: Ofcom Consumer Research October 2011.

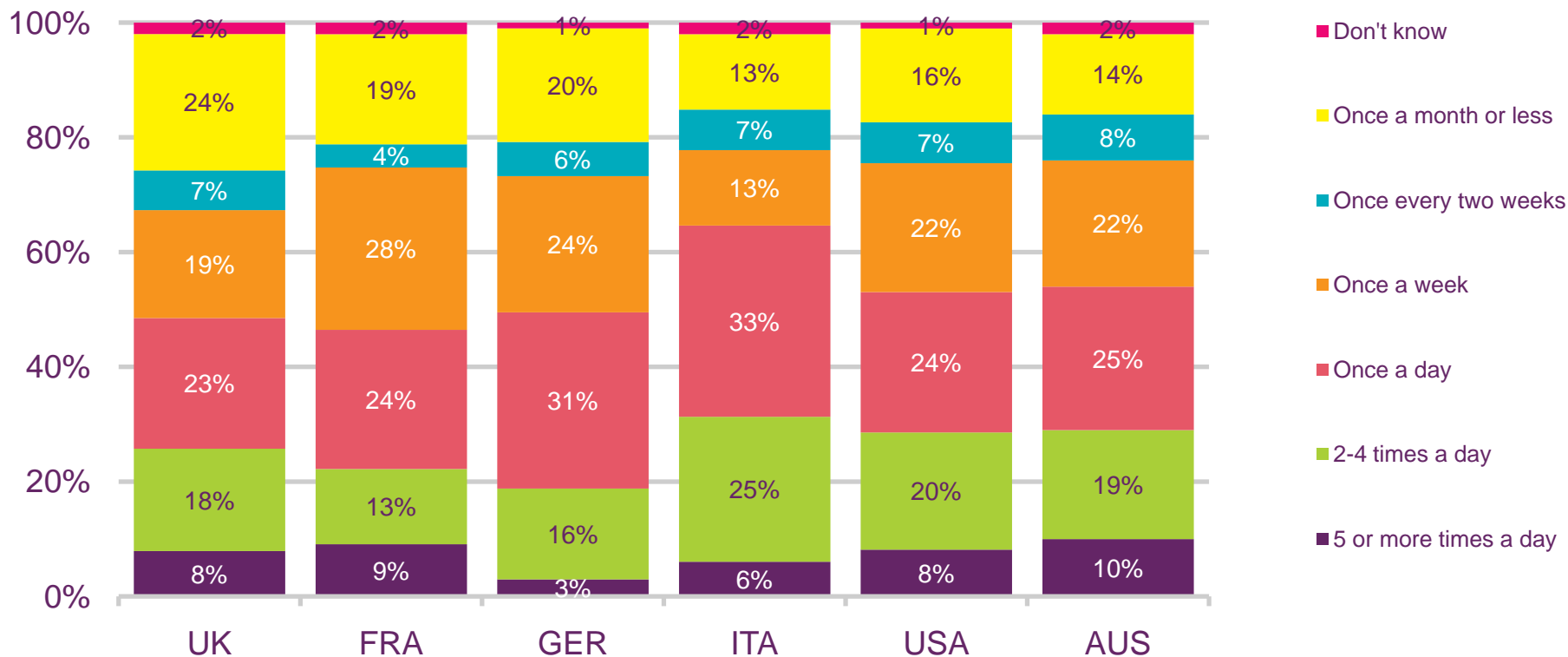
Base: All those who have ever visited a social networking site. Sample size: UK=802, France=791, Germany=753, Italy=946, US=830, Australia=832

Q: "How often do you visit social networking sites, please think of the site(s) you visit most often?"

Figure 1.19

Frequency of visiting social networking websites, by age: 45-64

Frequency of visiting social networking sites by age, 45-64 (%)



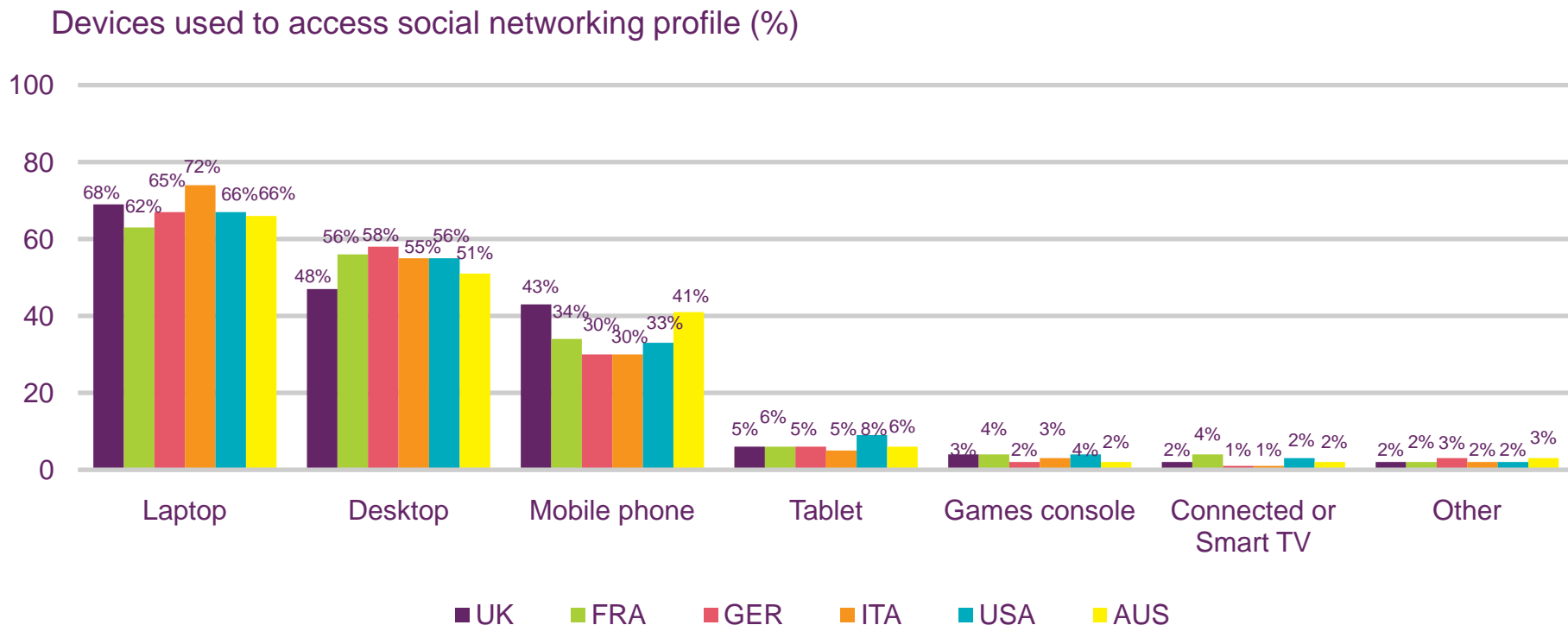
Source: Ofcom Consumer Research October 2011.

Base: All those who have ever visited a social networking site. Sample size: UK=802, France=791, Germany=753, Italy=946, US=830, Australia=832

Q: "How often do you visit social networking sites, please think of the site(s) you visit most often?"

Figure 1.20

Devices used to access social networking profile page



Source: Ofcom Consumer Research October 2011.

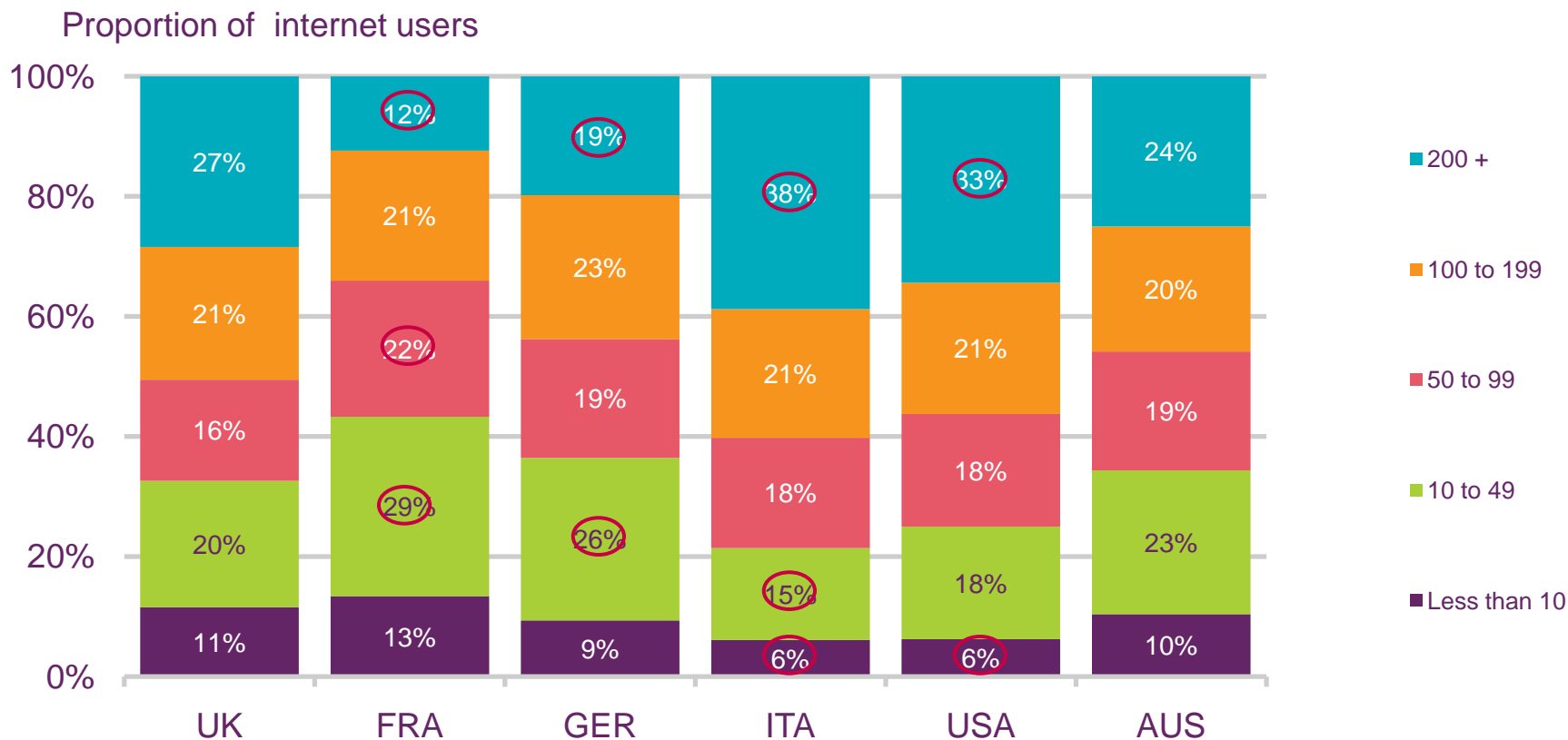
Base: All those who have a page or profile on a social networking site. Sample sizes: UK=715, France=717, Germany=658, Italy=841, US=778, Australia=755

Q: "Which of the following do you use to access social networking sites?"

Note: Mobile phone includes both "mobile phone via an app" and "Mobile phone via the web browser"

Figure 1.21

Number of connections / 'friends' on main social networking profile



Source: Ofcom Consumer Research October 2011

Base: (All Adults who have a page or profile on a social networking site): UK=715, France=717, Germany=658, Italy=841, US=778, Australia=755

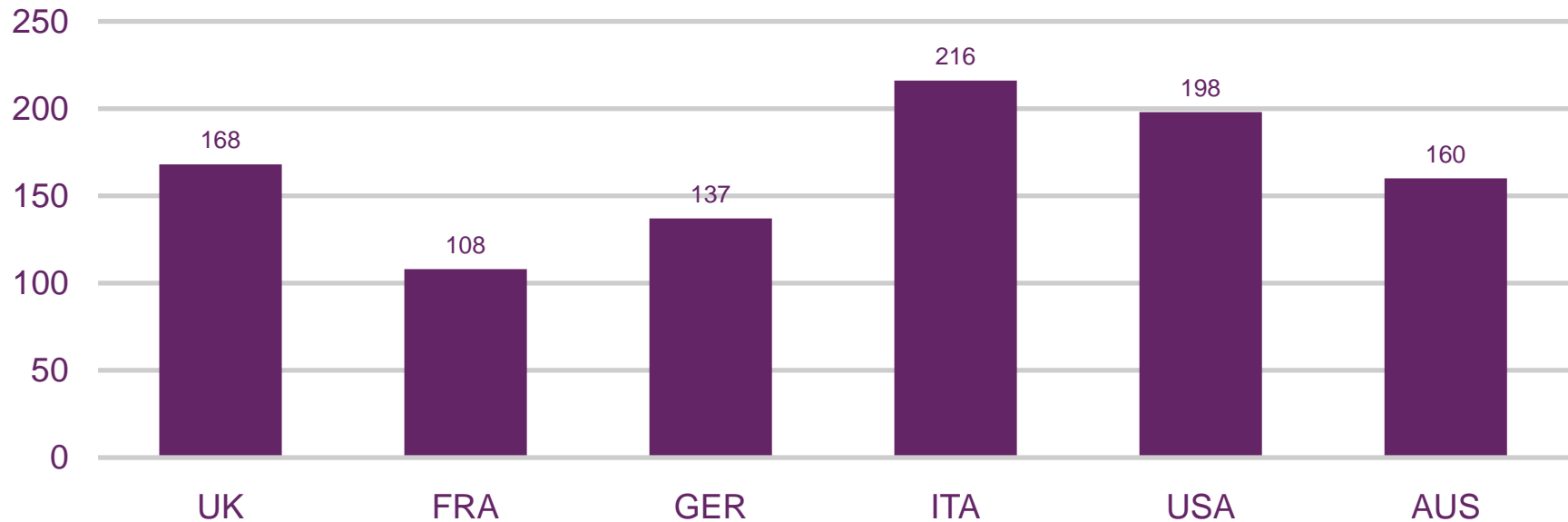
Q: How many connections or "Friends" do you have for your Social Network profile(s) (on average), please use the site you visit most often?

Note: Circled data points indicate statistically significant differences to the UK

Figure 1.22

Average number of connections / 'friends' on main social networking website

Average number of "friends" / Connections



Source: Ofcom Consumer Research October 2011

Base: (All Adults who have a page or profile on a social networking site): UK=715, France=717, Germany=658, Italy=841, US=778, Australia=755

Q: How many connections or "Friends" do you have for your Social Network profile(s) (on average), please use the site you visit most often?

Figure 1.23

Activities carried out on social networking sites

	UK	FR	GER	ITA	USA	AUS
Communicate with existing friends and family	85%	84%	69%	84%	90%	89%
To look at comments, photos, other information shared by 'friends/connections'	52%	45%	50%	48%	59%	58%
To reconnect with people lost contact with	49%	46%	61%	58%	61%	57%
To upload pictures	44%	21%	32%	40%	49%	40%
Communicate with people with similar interests and hobbies	27%	25%	30%	44%	28%	25%
For information on what's happening in my local area	26%	18%	38%	33%	27%	19%
For entertainment news and information	23%	29%	23%	20%	21%	21%
To upload videos	17%	13%	9%	23%	18%	14%
For information about national and global events	16%	13%	19%	30%	15%	21%
To look at campaigns and petitions	16%	10%	13%	26%	10%	13%
To network with business or professional contacts	13%	13%	24%	27%	17%	14%
Advertise to promote business	7%	5%	5%	12%	8%	9%

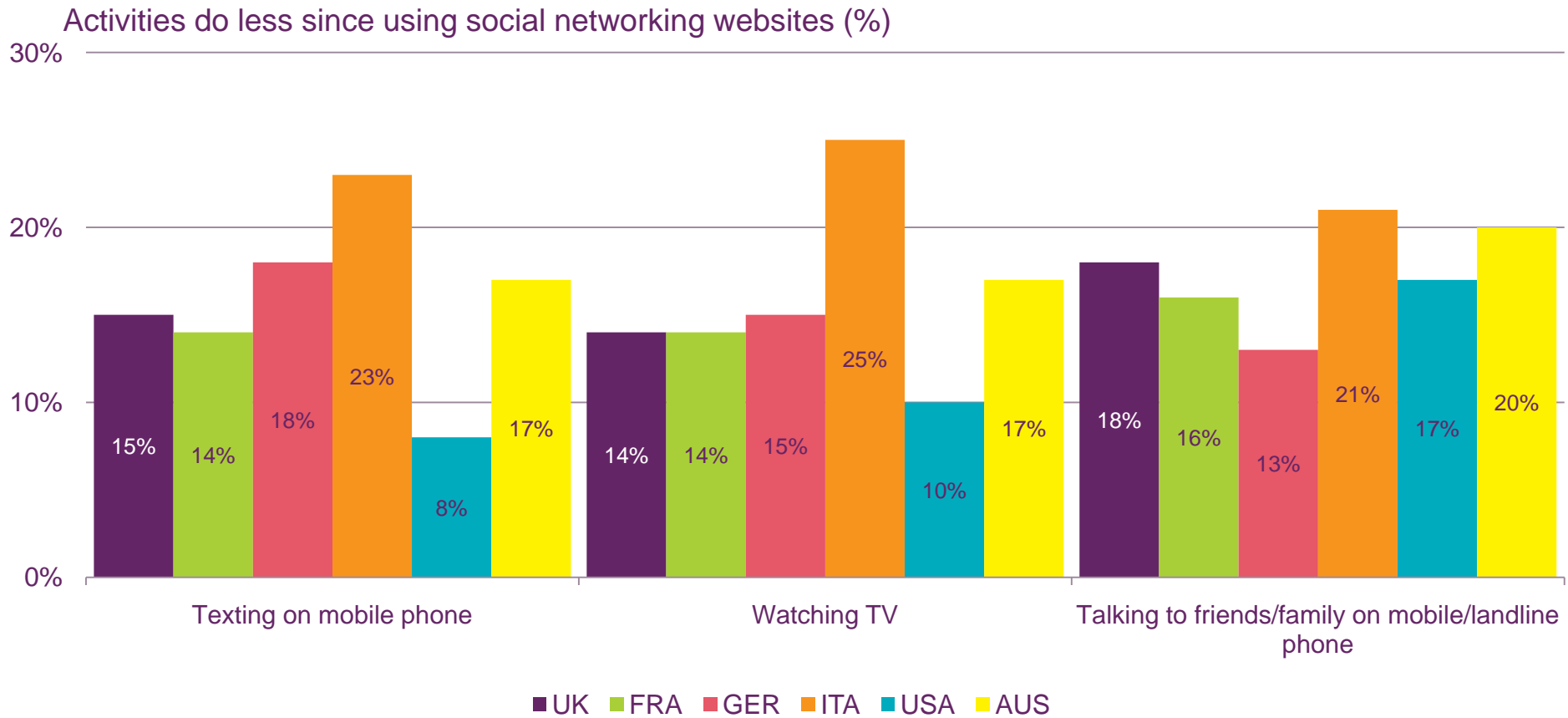
Source: Ofcom Consumer Research October 2011.

Base: All those who have visited a social networking site. Sample sizes: UK=715, France=717, Germany=658, Italy=841, US=778, Australia=755

Q: "Have you set up your own page or profile on any of the following social networking sites?"

Figure 1.24

Activities do less since using social networking websites



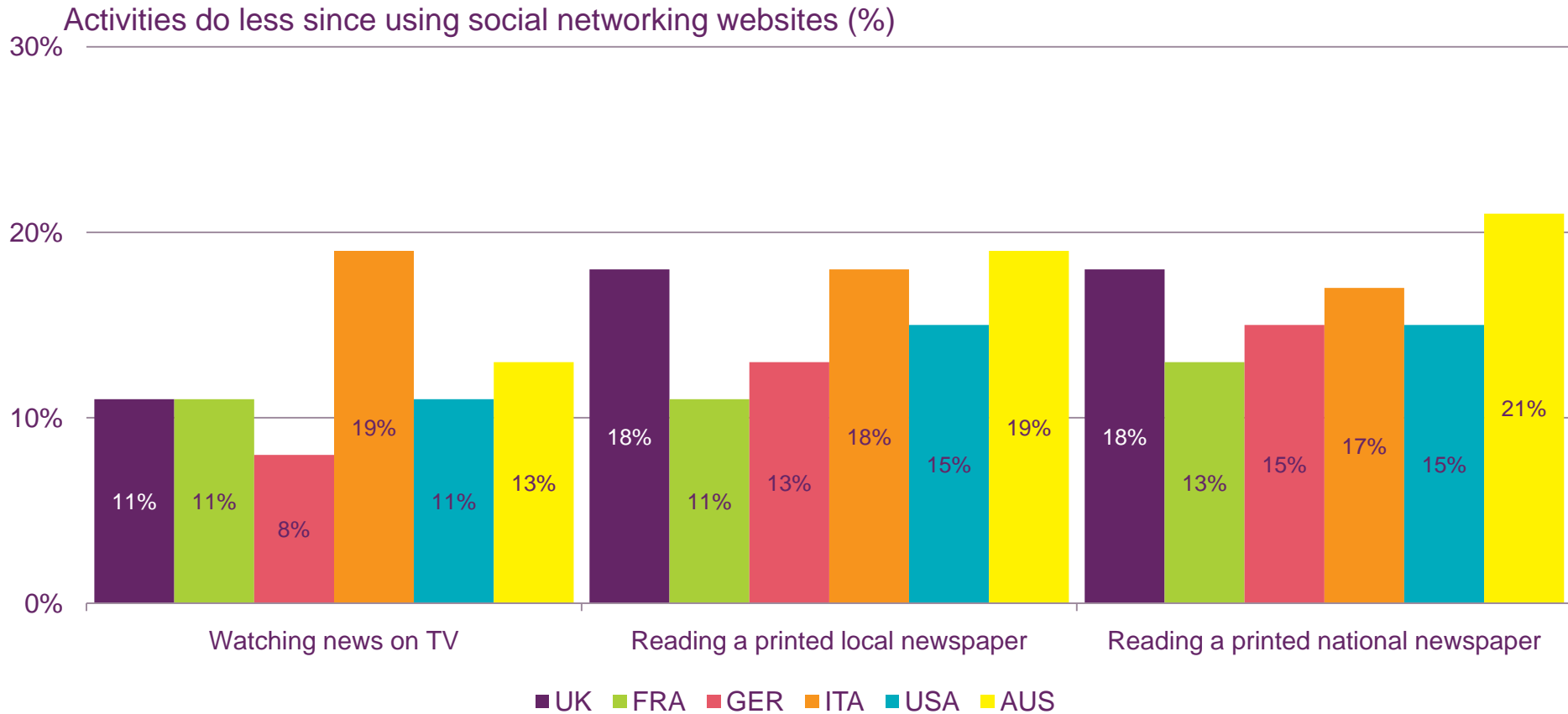
Source: Ofcom Consumer Research October 2011.

Base: All those who have visited a social networking site. Sample sizes: UK=804, France=792, Germany=760, Italy=946, US=833, Australia=832

Q: "Since you've used social networking websites, which of the following activities do you now take part in MORE or LESS than you used to?"

Figure 1.25

Media used less since using social networking websites



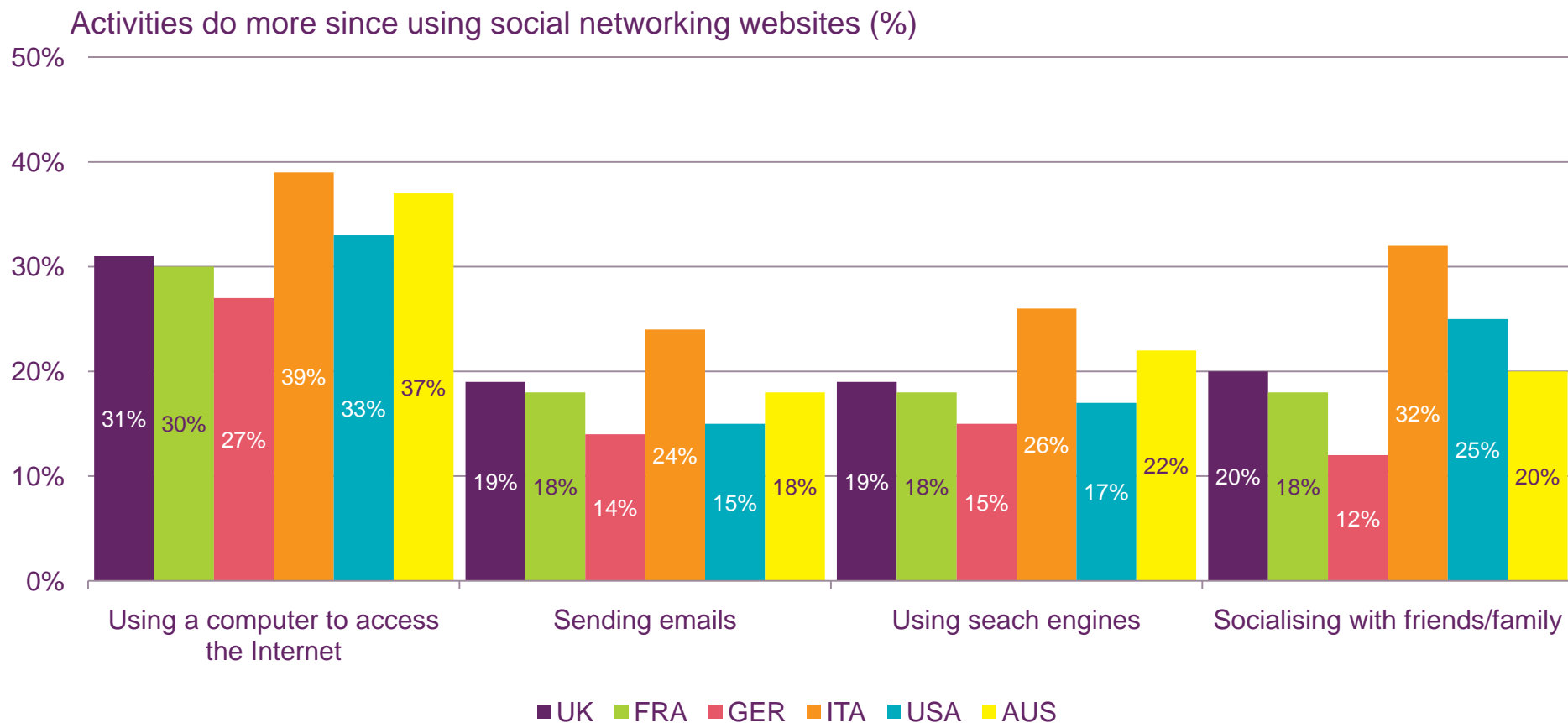
Source: Ofcom Consumer Research October 2011.

Base: All those who have visited a social networking site. Sample sizes: UK=804, France=792, Germany=760, Italy=946, US=833, Australia=832

Q: "Since you've used social networking websites, which of the following activities do you now take part in MORE or LESS than you used to?"

Figure 1.26

Activities done more since using social networking websites



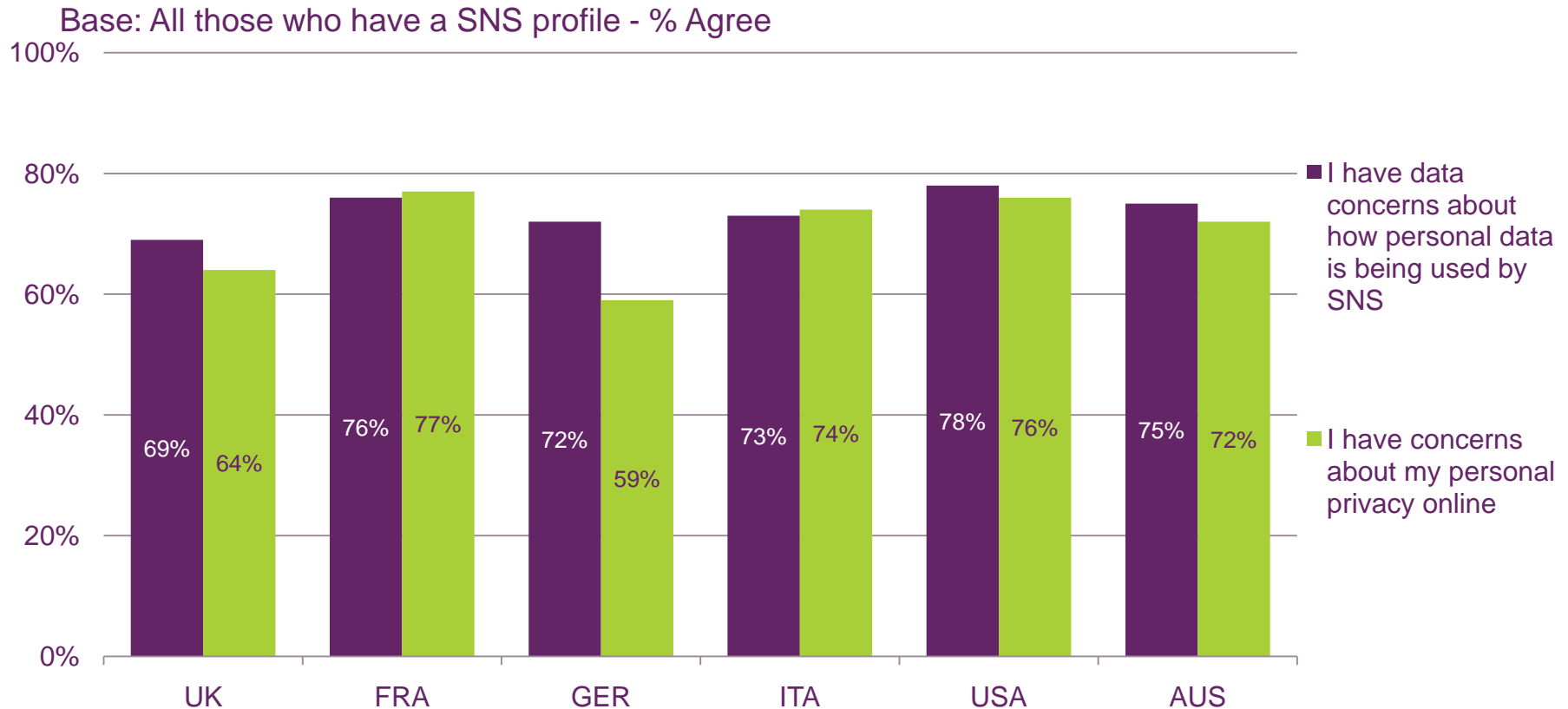
Source: Ofcom Consumer Research October 2011.

Base: All those who have visited a social networking site. Sample sizes: UK=804, France=792, Germany=760, Italy=946, US=833, Australia=832

Q: "Since you've used social networking websites, which of the following activities do you now take part in MORE or LESS than you used to?"

Figure 1.27

Those who agree they have concerns about privacy online and how personal data is used by social networking sites



Source: Ofcom Consumer Research October 2011.

Base: For each country - all those with SNS profiles/Base: Total sample size: UK=715, France=717, Germany=658, Italy=841, US=778, Australia=755

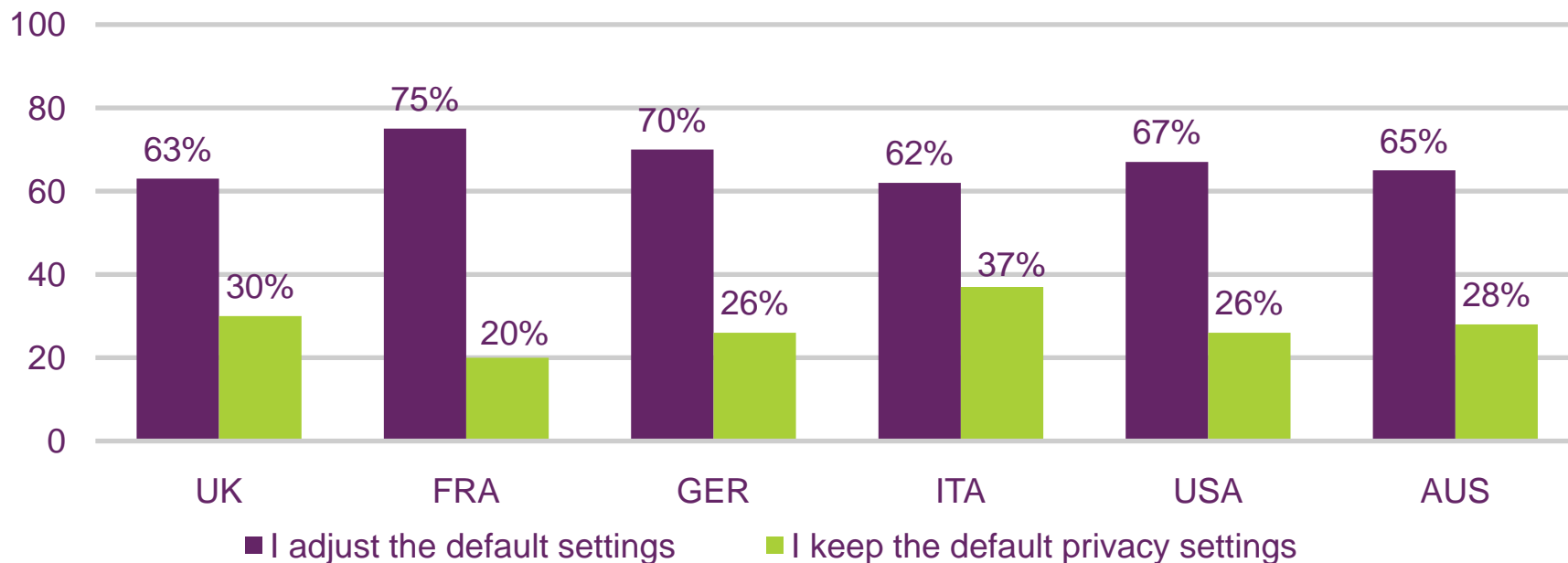
Q: "From the statements below can you please confirm how much you agree or disagree with them.... " [Respective statements as charted]

Scale of 1-5 used where 1 = Strongly disagree, 3 = neither agree nor disagree, 5 = Strongly agree. Total 'agree' charted (all those saying 4 or 5)

Figure 1.28

Privacy settings on social networking websites

Privacy settings when using social networking sites (%)



Source: Ofcom Consumer Research October 2011.

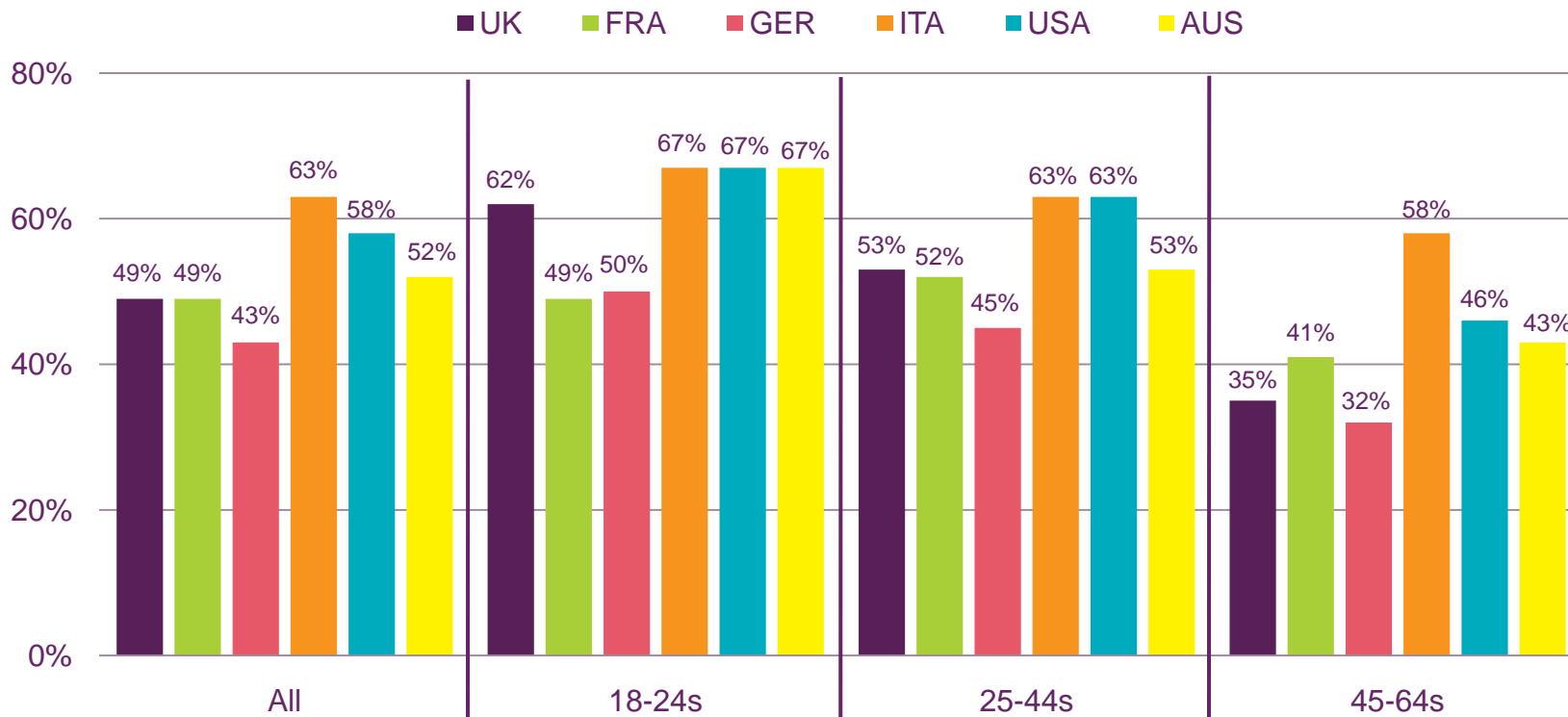
Base: All those who have a page or profile on a social networking site. Sample size: UK=715, France=717, Germany=658, Italy=841, US=778, Australia=755

Q: "Do you generally amend your privacy settings when using Social Network sites or do you keep the default settings?"

Figure 1.29

Those who agree “social networking has significantly changed the way they communicate with people” by age

All those who agreed with statement (scoring 4 or 5 from a scale of 1-5)



Source: Ofcom Consumer Research October 2011.

Base: For each country - all those with SNS profiles Base: Total sample sizes (All, 18-24s, 25-44s, 45-64s): UK=715,130,361,224;

France=717,175,370,172; Germany= 658,151,334,173; Italy=841,180,431,230; US=778,130,410,238; Australia=755,136,379,240.

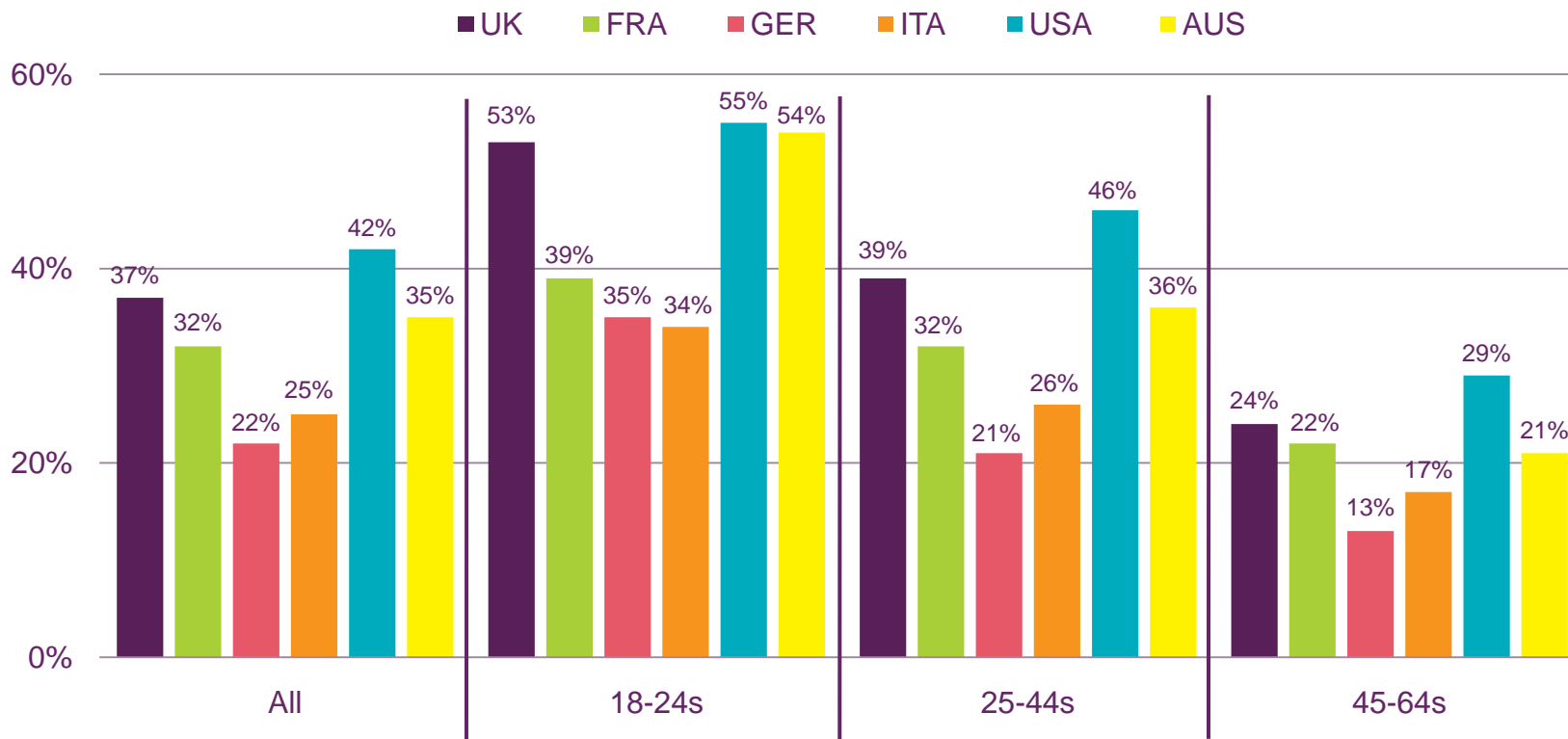
Q:

“From the statements below can you please confirm how much you agree or disagree with them: Social networking has significantly changed the way I communicate with people”. Scale of 1-5 used where 1 = Strongly disagree, 3 = neither agree nor disagree, 5 = Strongly agree. Total ‘agree’ charted (all those saying 4 or 5)

Figure 1.30

Those who agree “I would feel out of touch without social networking sites”, by age

All those who agreed with statement (scoring 4 or 5 from a scale of 1-5)



Source: Ofcom Consumer Research October 2011.

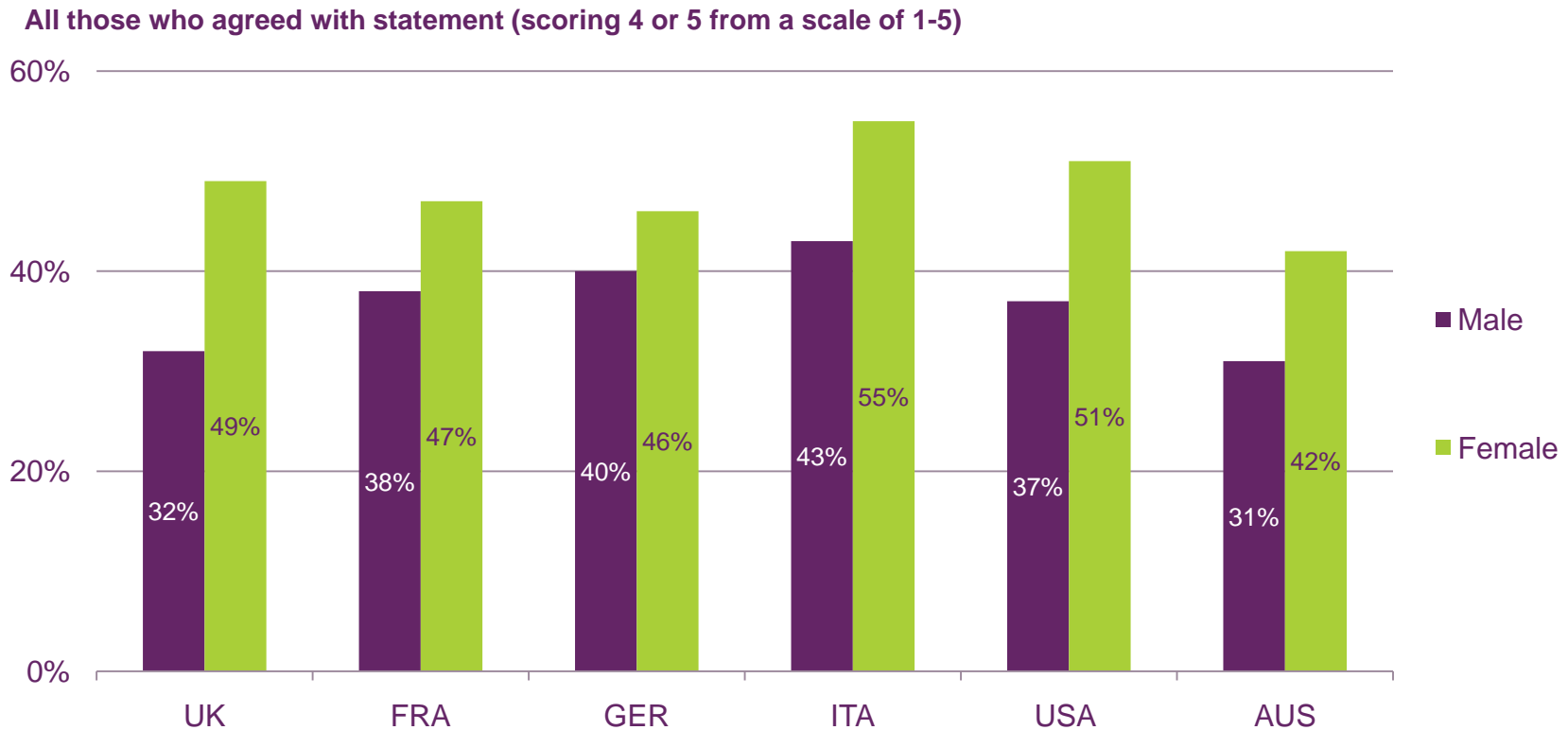
Base: For each country - all those with SNS profiles. Base: Total sample sizes (All, 18-24s, 25-44s, 45-64s): UK=715,130,361,224; France=717,175,370,172; Germany= 658,151,334,173; Italy=841,180,431,230; US=778,130,410,238; Australia=755,136,379,240.

Q:

“From the statements below can you please confirm how much you agree or disagree with them: I would feel out of touch without social networking sites”. Scale of 1-5 used where 1 = Strongly disagree, 3 = neither agree nor disagree, 5 = Strongly agree. Total ‘agree charted (all those saying 4 or 5)

Figure 1.31

Those who regularly update social networking profile, by gender



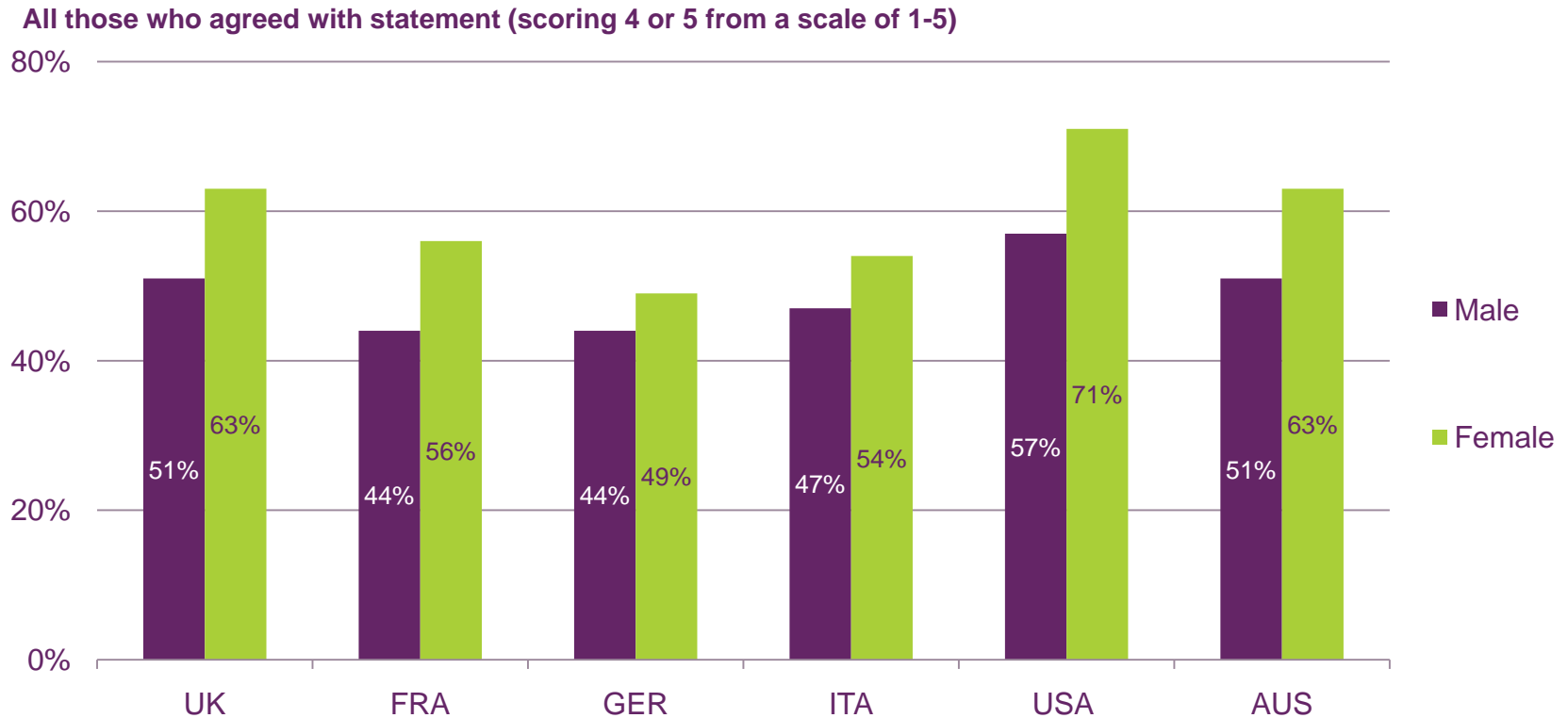
Source: Ofcom Consumer Research October 2011.

Base: For each country - all those with SNS profiles. Base: Total sample size (Male, Female): UK=345, 370; France=369,348; Germany=353,304; Italy=426,415, USA=357,421, Australia=365,390.

Q: "From the statements below can you please confirm how much you agree or disagree with them: I regularly update my Social networking site(s)". Scale of 1-5 used where 1 = Strongly disagree, 3 = neither agree nor disagree, 5 = Strongly agree. Total 'agree' charted (all those saying 4 or 5)

Figure 1.32

Those who mainly use social networking sites to see what other people are saying and doing, by gender



Source: Ofcom Consumer Research October 2011.

Base: For each country - all those with SNS profiles. Base: Total sample size (Male, Female): UK=345, 370; France=369,348; Germany=353,304; Italy=426,415, USA=357,421, Australia=365,390.

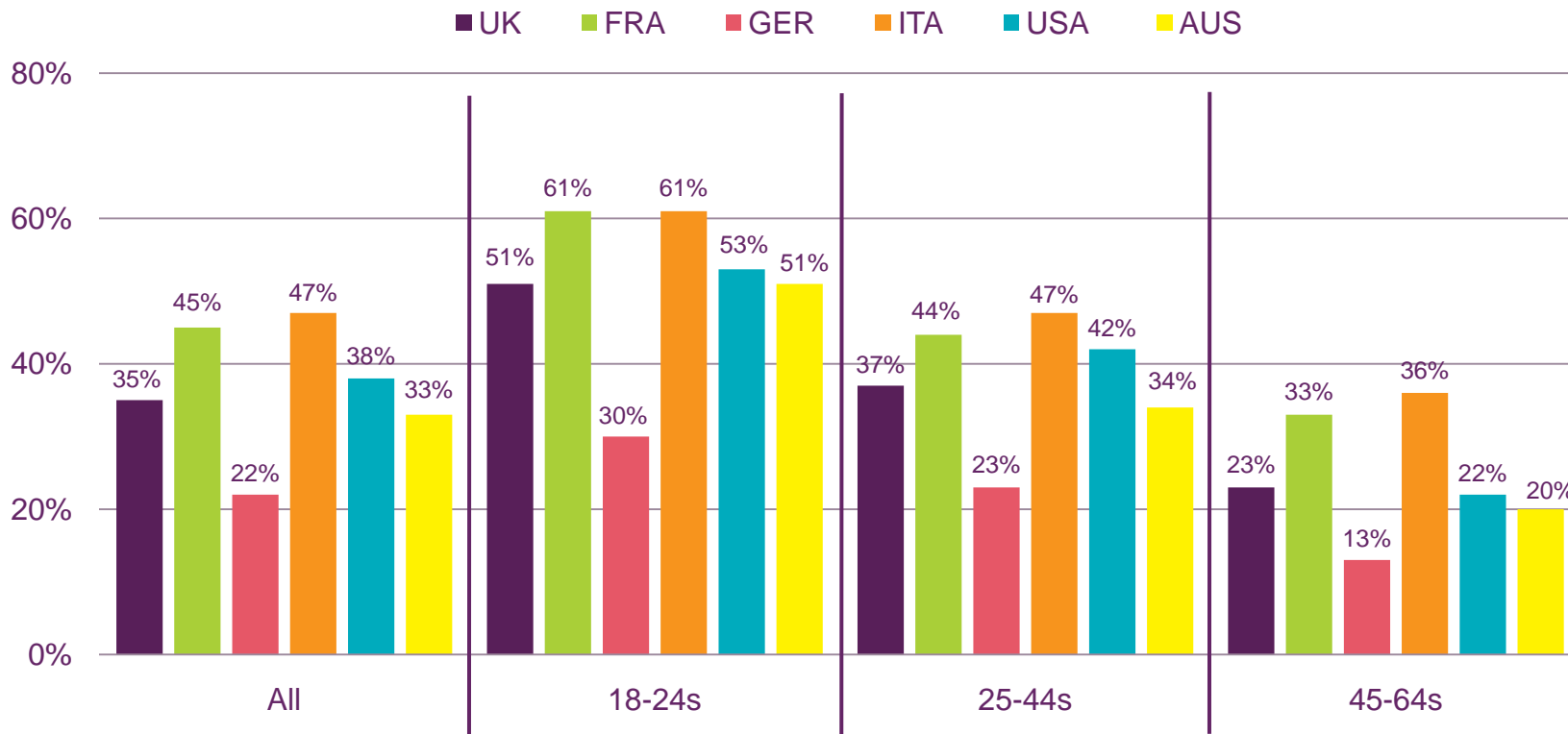
Q: "From the statements below can you please confirm how much you agree or disagree with them: I mainly use Social networking sites to see what other people are saying and doing". Scale of 1-5 used where 1 = Strongly disagree, 3 = neither agree nor disagree, 5 = Strongly agree.

Total 'agree' charted (all those saying 4 or 5)

Figure 1.33

Use of social networking sites for breaking news, by age

All those who agreed with statement (scoring 4 or 5 from a scale of 1-5)



Source: Ofcom Consumer Research October 2011.

Base: For each country - all those with SNS profiles. Base: Total sample sizes (All, 18-24s, 25-44s, 45-64s): UK=715,130,361,224;

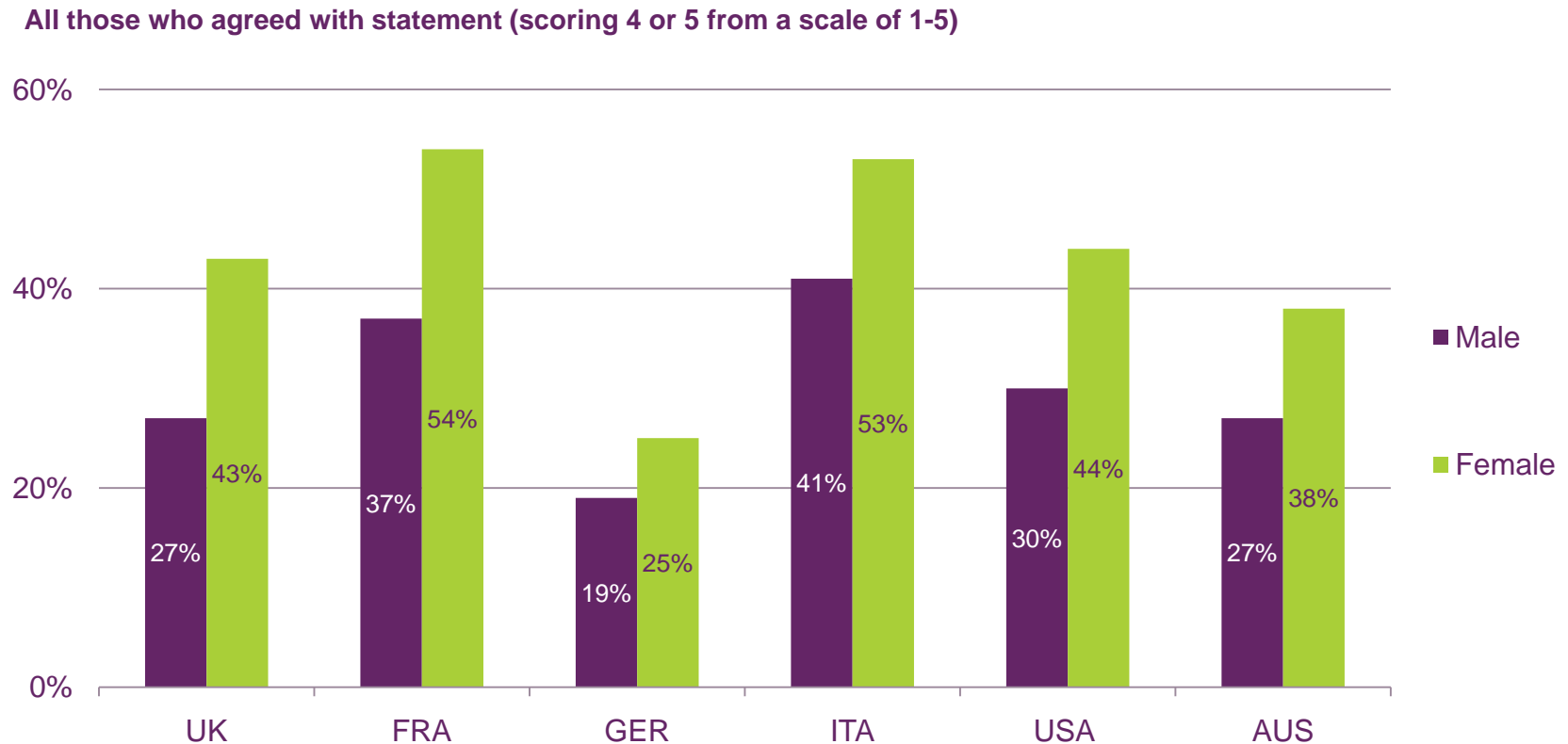
France=717,175,370,172; Germany= 658,151,334,173; Italy=841,180,431,230; US=778,130,410,238; Australia=755,136,379,240.

Q:

“From the statements below can you please confirm how much you agree or disagree with them: I often find out about new breaking stories first via social networking sites”. Scale of 1-5 used where 1 = Strongly disagree, 3 = neither agree nor disagree, 5 = Strongly agree. Total ‘agree’ charted (all those saying 4 or 5)

Figure 1.34

Use of social networking sites for breaking news, by gender



Source: Ofcom Consumer Research October 2011.

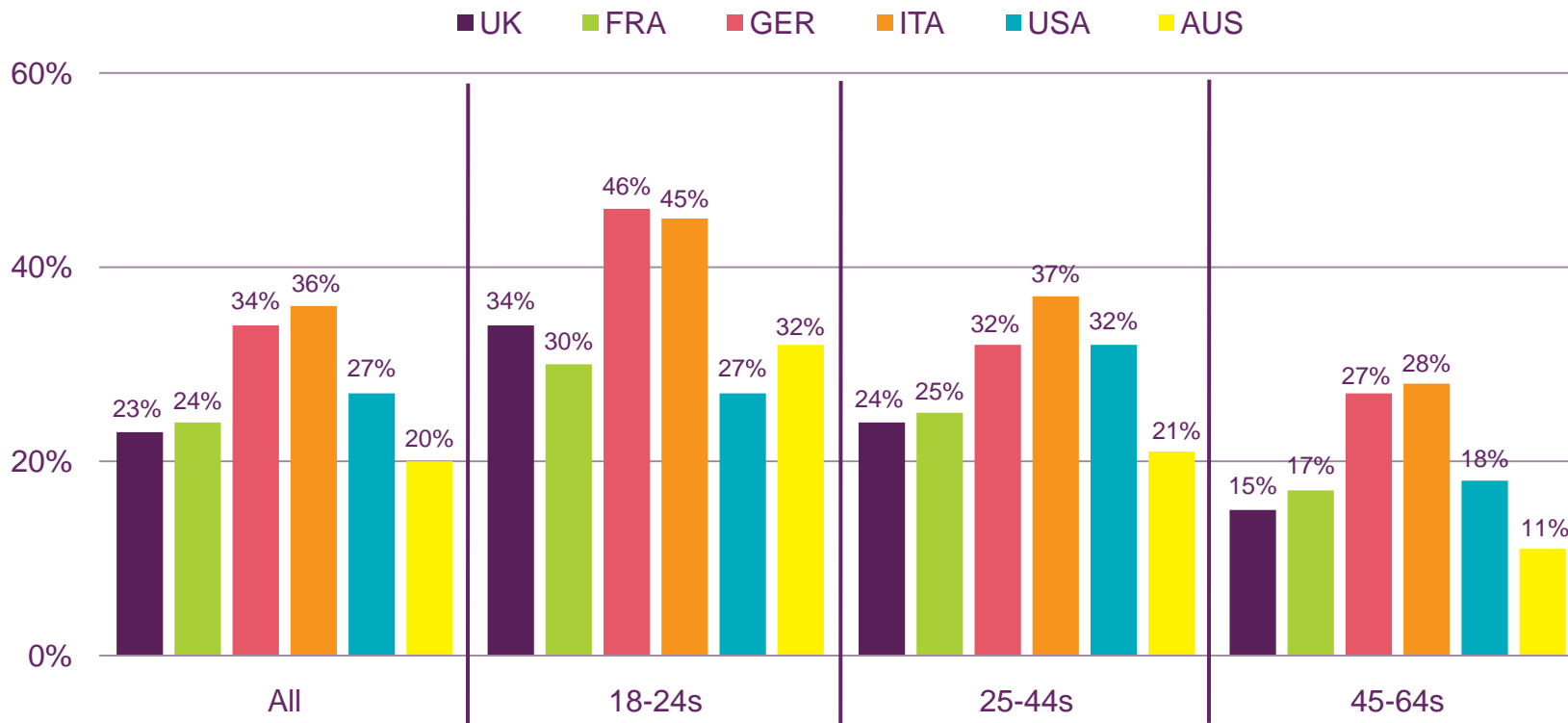
Base: For each country - all those with SNS profiles. Base: Total sample size (Male, Female): UK=345, 370; France=369,348; Germany=353,304; Italy=426,415, USA=357,421, Australia=365,390.

Q: "From the statements below can you please confirm how much you agree or disagree with them: I often find out about new breaking stories first via Social networking sites". Scale of 1-5 used where 1 = Strongly disagree, 3 = neither agree nor disagree, 5 = Strongly agree. Total 'agree' charted (all those saying 4 or 5)

Figure 1.35

Those who agree “I engage more with my local community as a result of social networking sites”, by age

All those who agreed with statement (scoring 4 or 5 from a scale of 1-5)



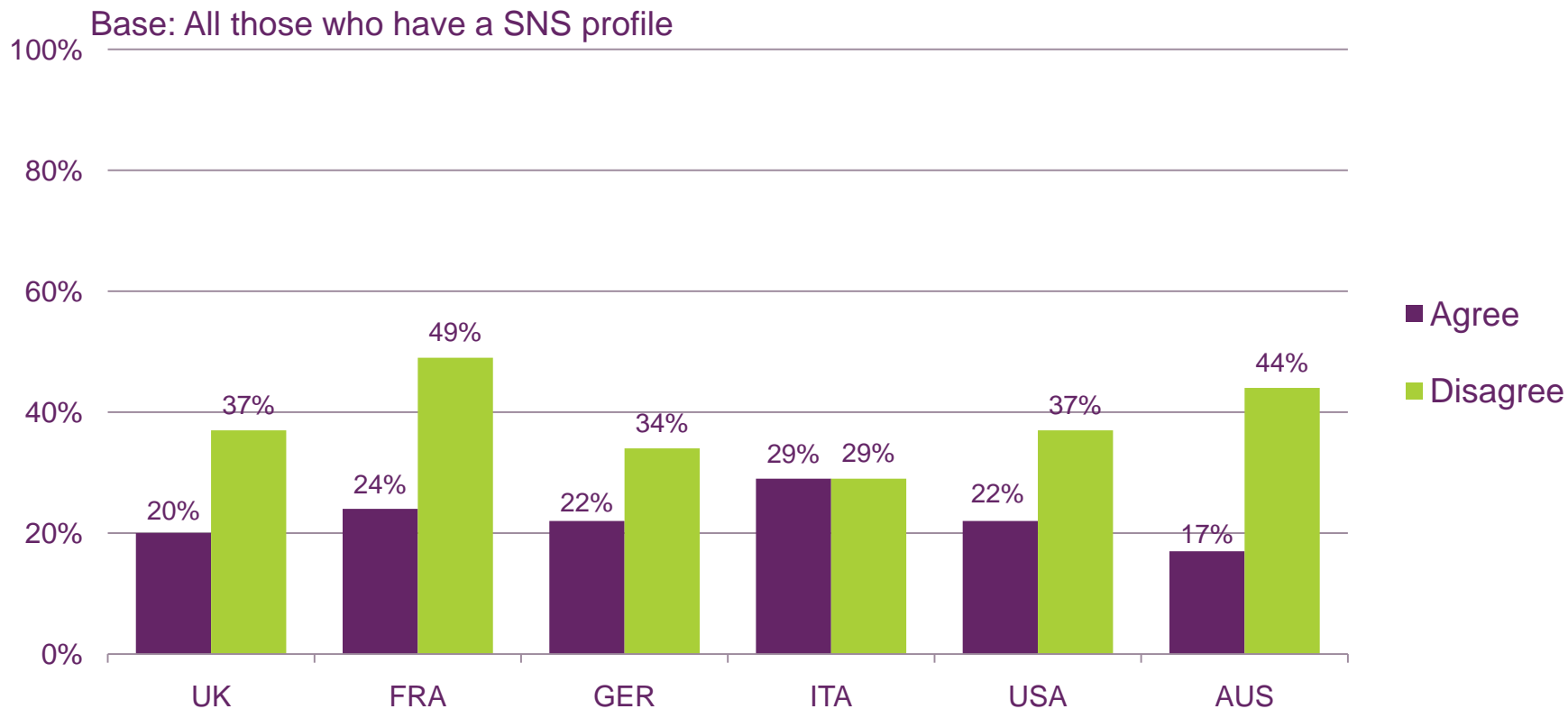
Source: Ofcom Consumer Research October 2011.

Base: For each country - all those with SNS profiles. Base: Total sample sizes (All, 18-24s, 25-44s, 45-64s): UK=715,130,361,224; France=717,175,370,172; Germany= 658,151,334,173; Italy=841,180,431,230; US=778,130,410,238; Australia=755,136,379,240.

Q: “From the statements below can you please confirm how much you agree or disagree with them: I engage more with my local community as a result of social networking sites”. Scale of 1-5 used where 1 = Strongly disagree, 3 = neither agree nor disagree, 5 = Strongly agree. Total ‘agree’ charted (all those saying 4 or 5)

Figure 1.36

Those who agree / disagree “I trust the information on social networking sites”



Source: Ofcom Consumer Research October 2011.

Base: All those with SNS profiles : UK=715, France=717, Germany=658, Italy=841, US=778, Australia=755

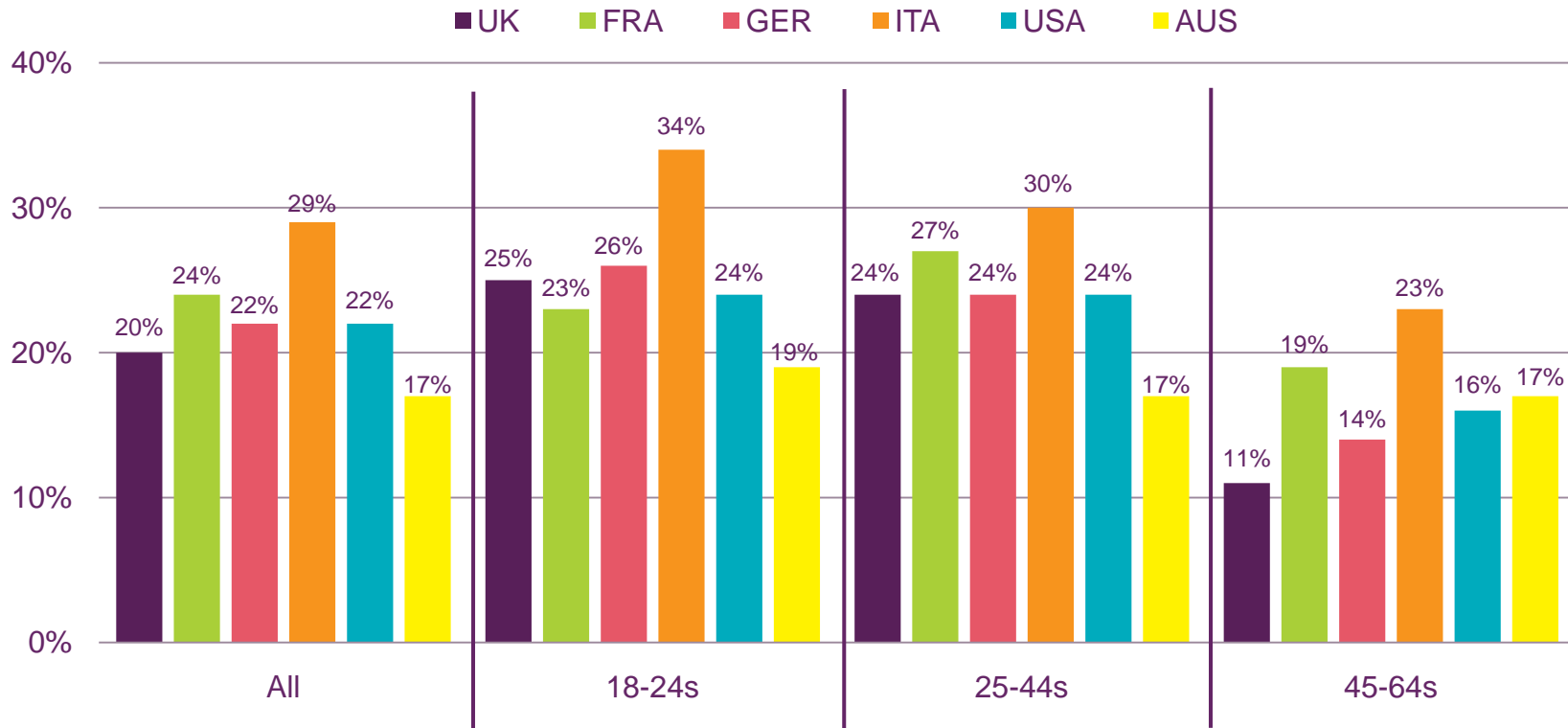
Q: “From the statements below can you please confirm how much you agree or disagree with them.... “I trust the information on social networking sites”

Scale of 1-5 used where 1 = Strongly disagree, 3 = neither agree nor disagree, 5 = Strongly agree. Total ‘agree’(all those saying 4 or 5) and ‘disagree’ (all those saying 1 or 2)

Figure 1.37

Those who agree “I trust the information on social networking sites”, by age

All those who agreed with statement (scoring 4 or 5 from a scale of 1-5)



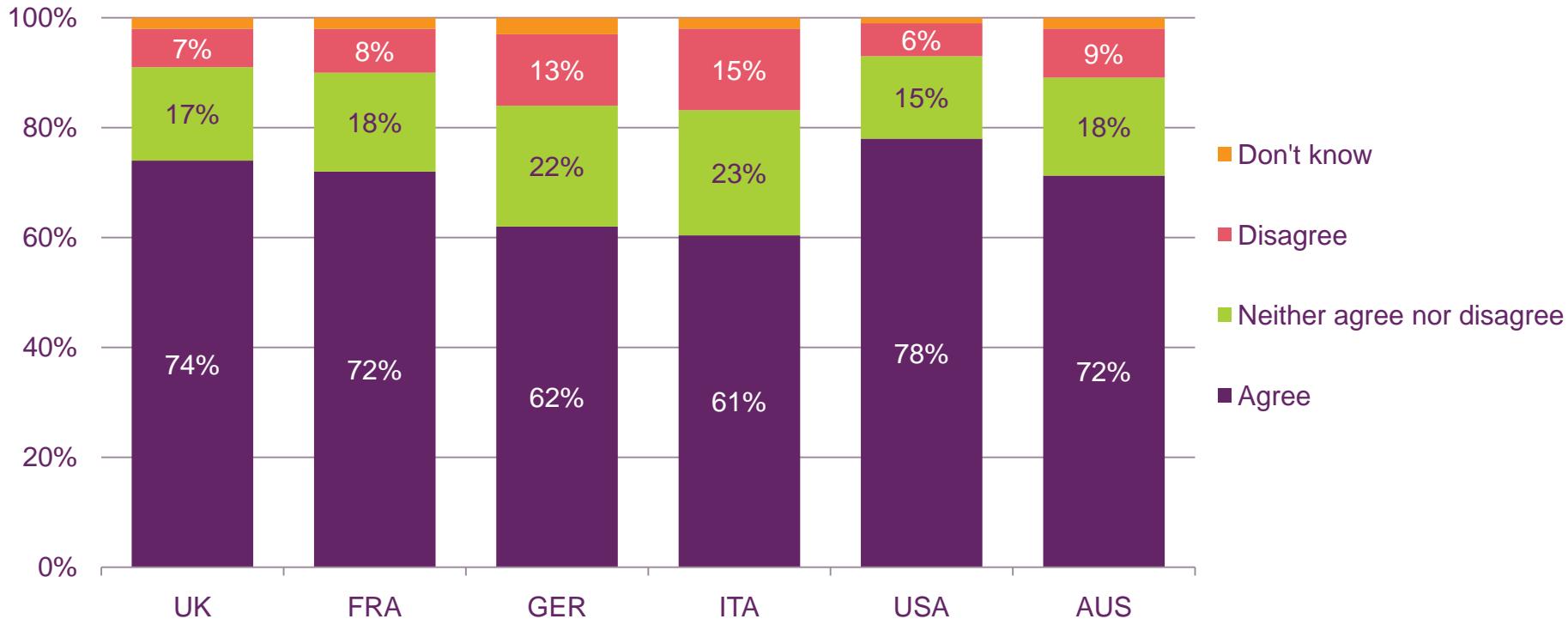
Source: Ofcom Consumer Research October 2011.

Base: For each country - all those with SNS profiles. Base: Total sample sizes (All, 18-24s, 25-44s, 45-64s): UK=715,130,361,224; France=717,175,370,172; Germany= 658,151,334,173; Italy=841,180,431,230; US=778,130,410,238; Japan=542,110,316,116; Australia=755,136,379,240. Q: “From the statements below can you please confirm how much you agree or disagree with them: I trust the information on Social networking sites”. Scale of 1-5 used where 1 = Strongly disagree, 3 = neither agree nor disagree, 5 = Strongly agree. Total ‘agree’ charted (all those saying 4 or 5)

Figure 1.38

Consumers without a social networking profile: attitude towards statement “I don’t have any interest in social networking sites”

Base: All those who have not visited SNS and/or don’t have a SNS profile



Source: Ofcom Consumer Research October 2011.

Base: All those who have not visited SNS and/or don't have a SNS profile. Sample sizes: UK=300, France=297, Germany=356, Italy=204, US=224, Australia=257

Q: "From the statements below can you please confirm how much you agree or disagree with them: I don't have any interest in social networking sites". Scale of 1-5 used where 1 = Strongly disagree, 3 = neither agree nor disagree, 5 = Strongly agree.

ICMR 2011 price benchmarking slides

September 2011

Figure 2.1

Summary of baskets used in the analysis

	'Typical household type'	Fixed voice	Mobile voice	Mobile messaging	Fixed line broadband	Mobile broadband	Television
1	A low use household with basic needs	Low	Low	n/a	n/a	n/a	Basic
2	A broadband household with basic needs	Medium	Low	Low	Low	n/a	Basic
3	A mobile 'power user'	n/a	High	High	n/a	High	Pay-TV
4	A family household with multiple needs	High	Medium	High	Medium	n/a	Pay-TV
5	An affluent two person household	Low	High	Medium	High	Medium	HD premium pay-TV

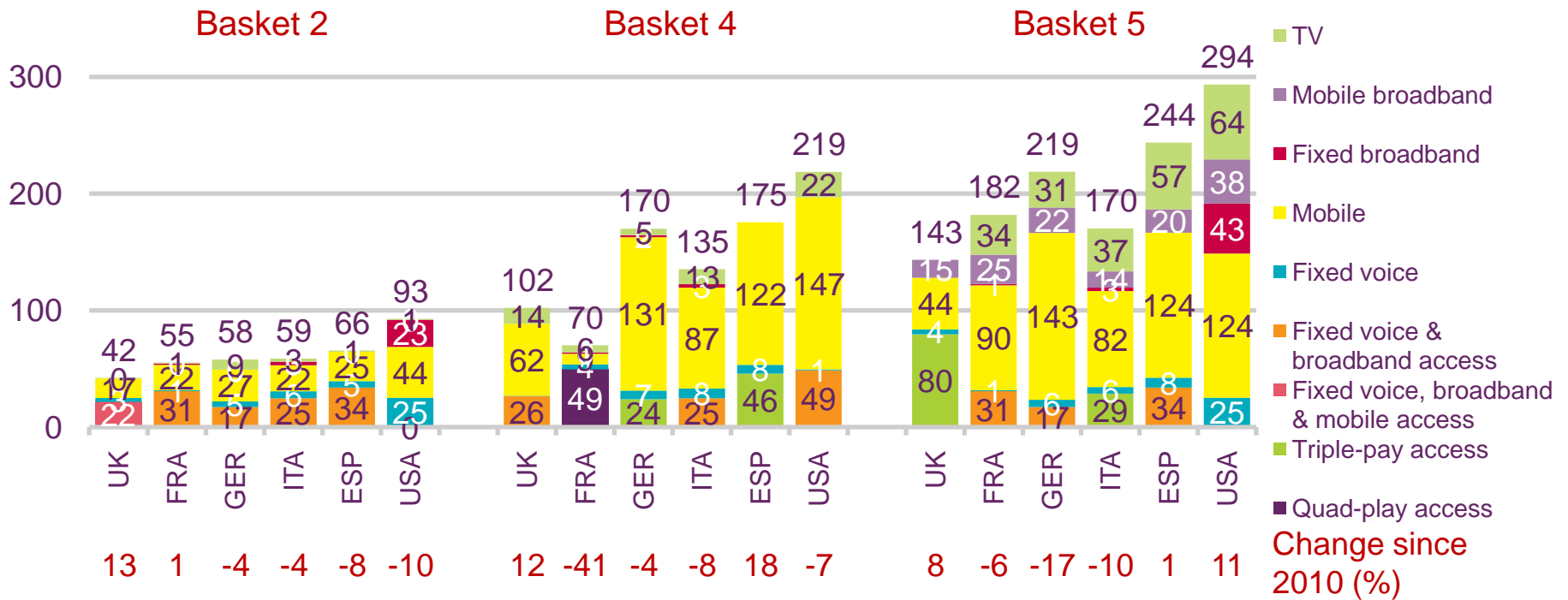
Source: Ofcom

Figure 2.2



Best prices available for baskets with a fixed broadband connection, including multi-play offers

Monthly cost (£)



Source: Ofcom, using data supplied by Teligen

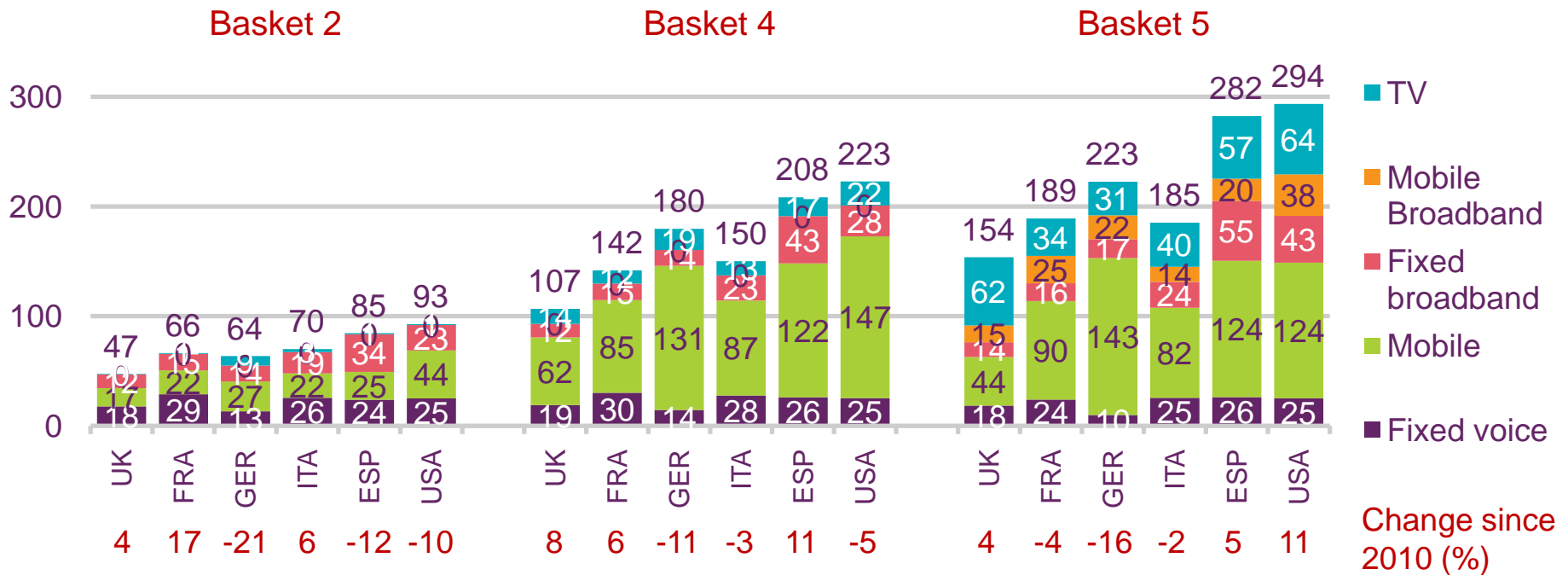
Note: Lowest tariffs available including multi-play from any of the three largest operators by market share for each service in each country, July 2010 and July 2011; PPP adjusted; TV excludes licence fee; where a service is included in a bundle any additional usage charges are recorded separately against the relevant service

Figure 2.3



Best stand-alone service prices available for baskets with a fixed broadband connection

Monthly cost (£)



Source: Ofcom, using data supplied by Teligen

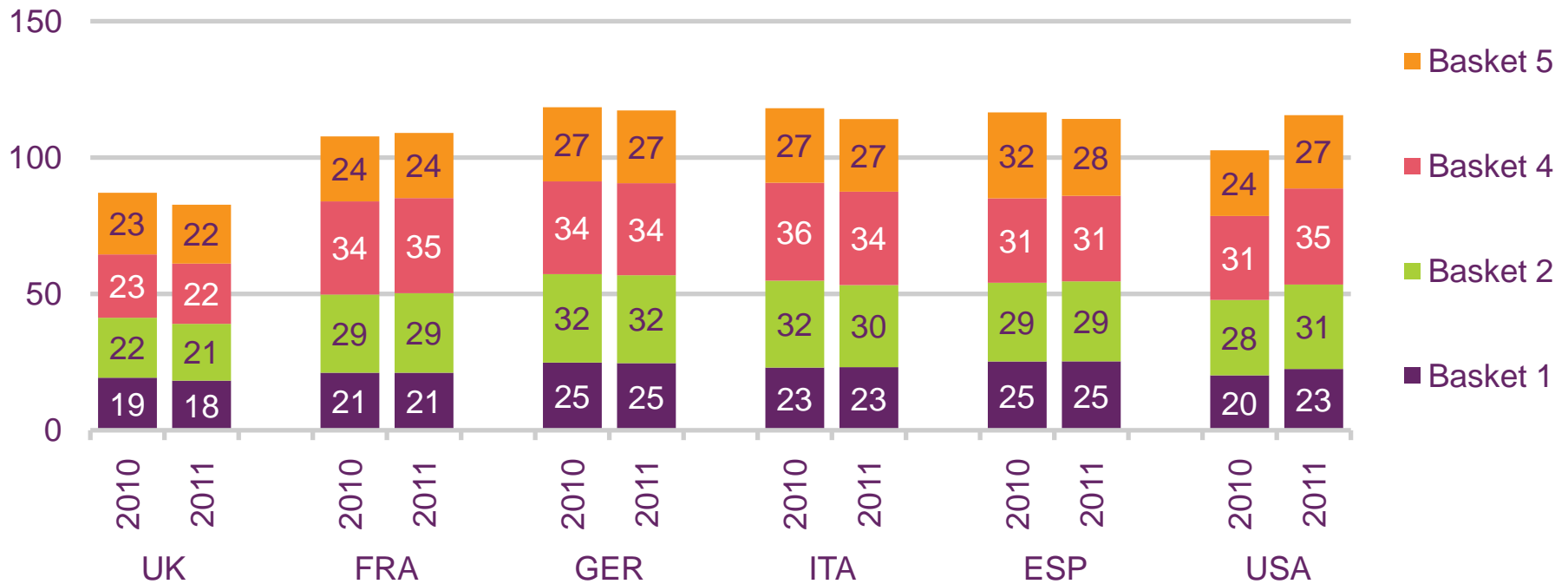
Note: Lowest tariff available from any of the three largest operators by market share for each service in each country, July 2010 and July 2011; PPP adjusted; TV excludes licence fee; where a service is included in a bundle any additional usage charges are recorded separately against the relevant service

Figure 2.4



Comparative single service 'weighted average' fixed-line voice pricing

Monthly cost (£)



Source: Ofcom, using data supplied by Teligen

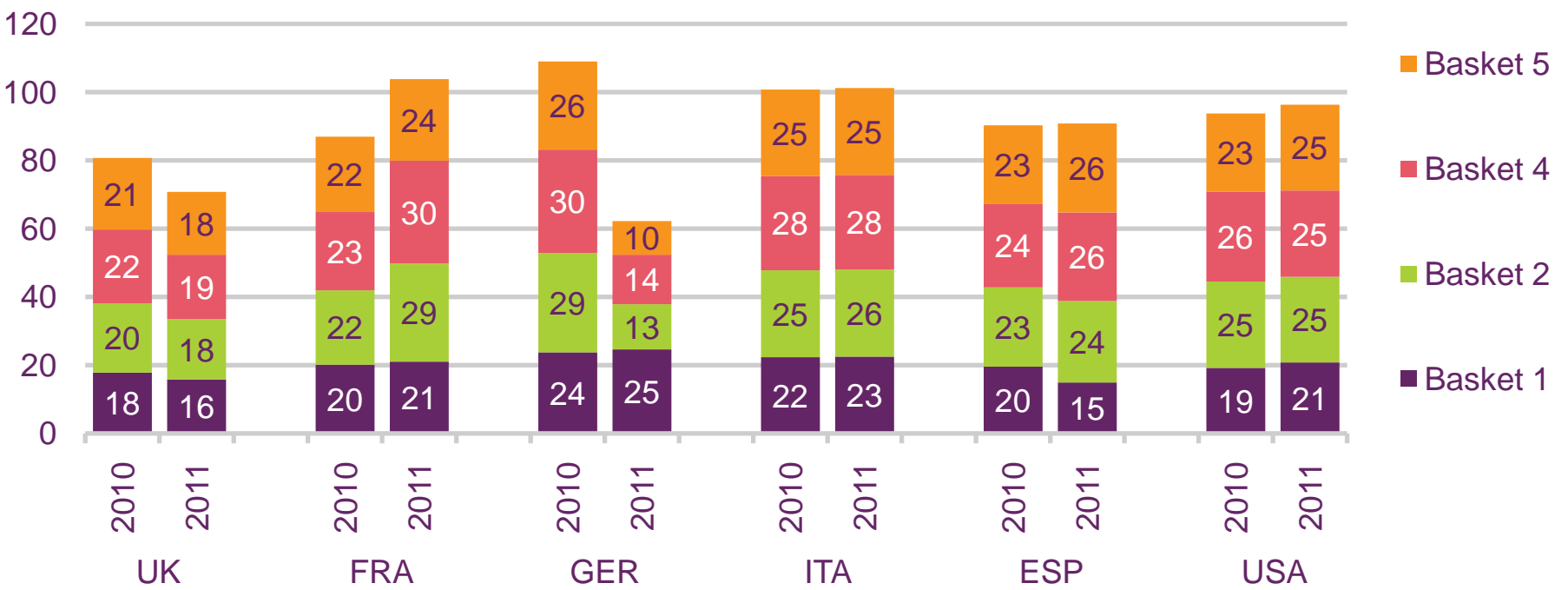
Note: Weighted average of best-value tariff from each of the three largest operators by market share in each country; July 2010 and July 2011; PPP adjusted

Figure 2.5



Comparative single service 'best offer' fixed-line voice pricing

Monthly cost (£)



Source: Ofcom, using data supplied by Teligen

Note: Lowest tariff available for the fixed-line voice component of each basket from any of the three largest operators by market share in each country, July 2010 and July 2011; PPP adjusted.

Figure 2.6

Summary of mobile connections used in the analysis

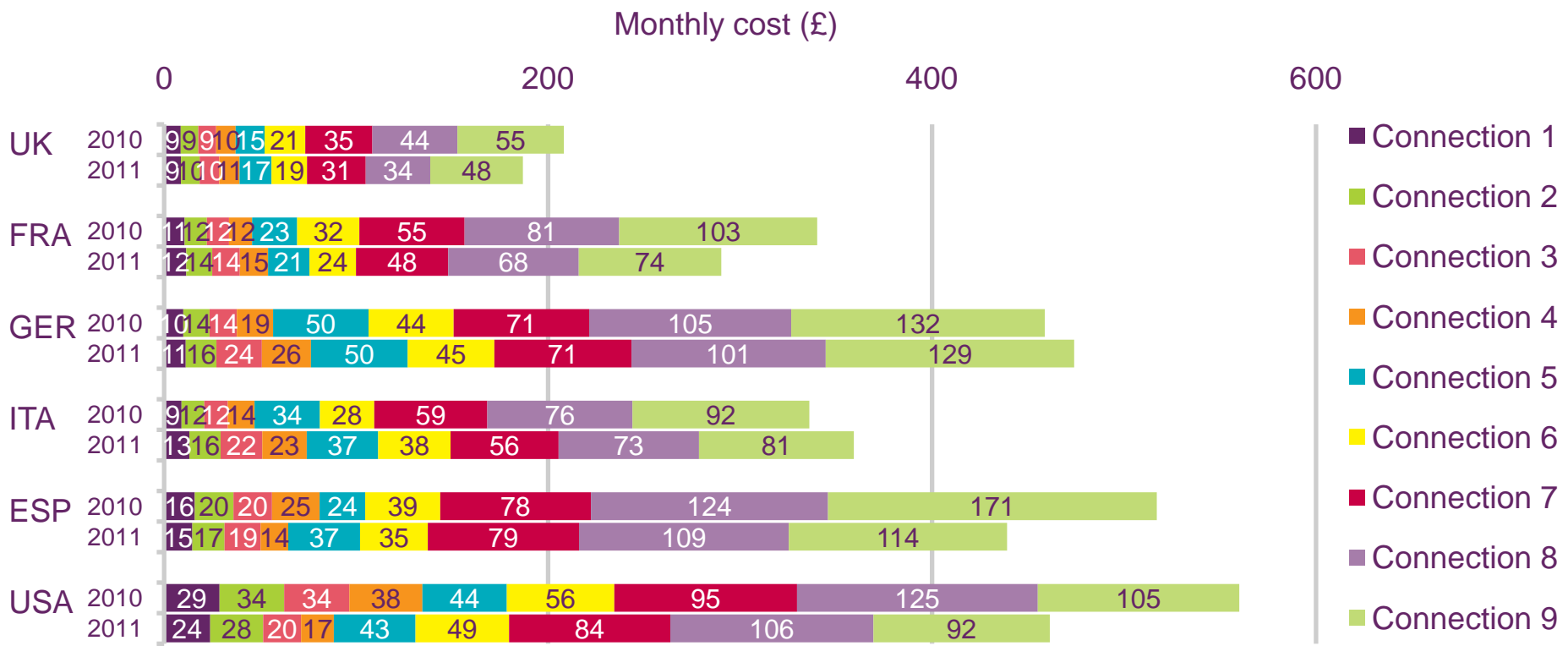
	Basket	Handset type	Outbound voice minutes per month	Outbound SMS per month	Data use per month
Connection 1	Household 1 handsets 1 & 2	Basic	55	n/a	n/a
Connection 2	Household 2 handsets 1 & 2	Basic	55	30	n/a
Connection 3	Household 4 handset 4	Basic	55	65	n/a
Connection 4	Household 4 handset 3	Basic	55	70	n/a
Connection 5	Household 4 handset 2	Intermediate	169	160	n/a
Connection 6	Household 5 handset 2	Intermediate	188	20	100MB
Connection 7	Household 4 handset 1	Advanced	280	30	300MB
Connection 8	Household 5 handset 1	Advanced	376	80	300MB
Connection 9	Household 3 handset 1	Advanced	516	150	1GB

Source: Ofcom

Figure 2.7



Comparative single service 'weighted average' mobile pricing



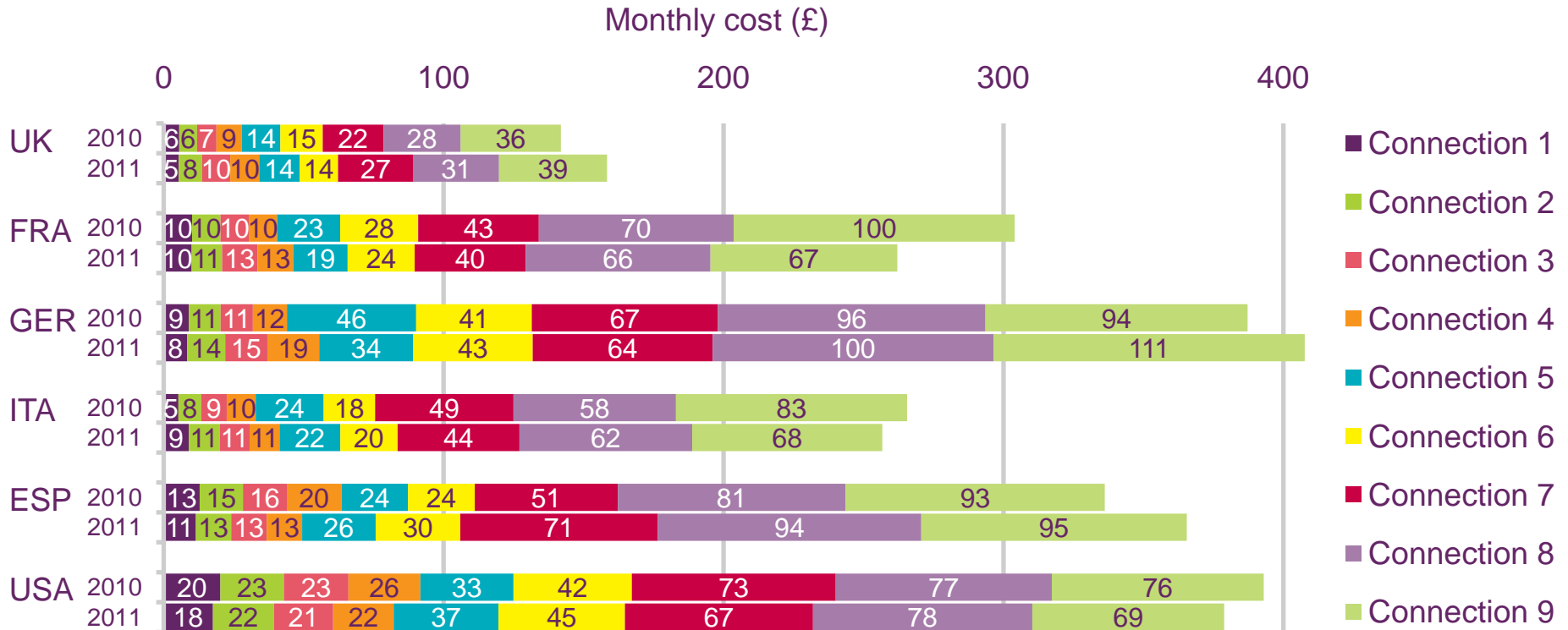
Source: Ofcom, using data supplied by Teligen

Note: Weighted average of best-value tariff from each of the three largest operators by market share in each country; July 2010 and July 2011; PPP adjusted

Figure 2.8



Comparative single service 'best offer' mobile pricing



Source: Ofcom, using data supplied by Teligen

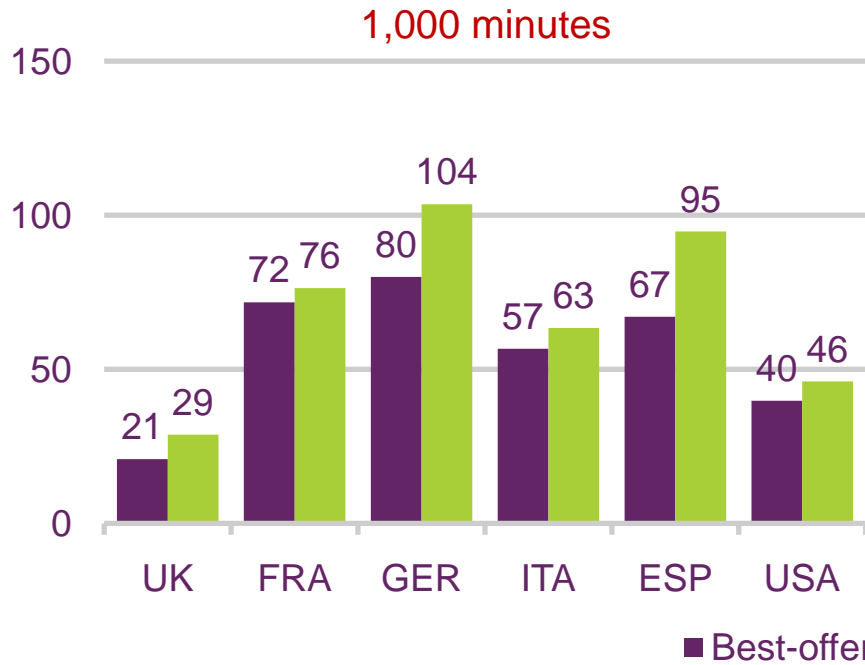
Note: Lowest tariff available for the mobile phone component of each basket from any of the three largest operators by market share in each country, July 2010 and July 2011; PPP adjusted.

Figure 2.9

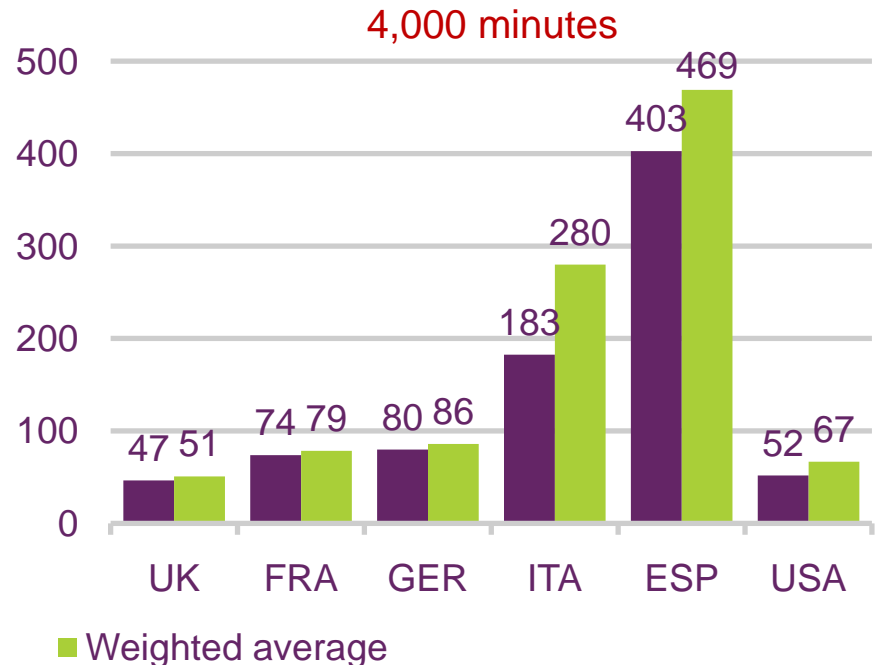


Comparative pricing for mobile tariffs with 1,000 minutes and 4,000 minutes, July 2011

Monthly cost (£)



Monthly cost (£)



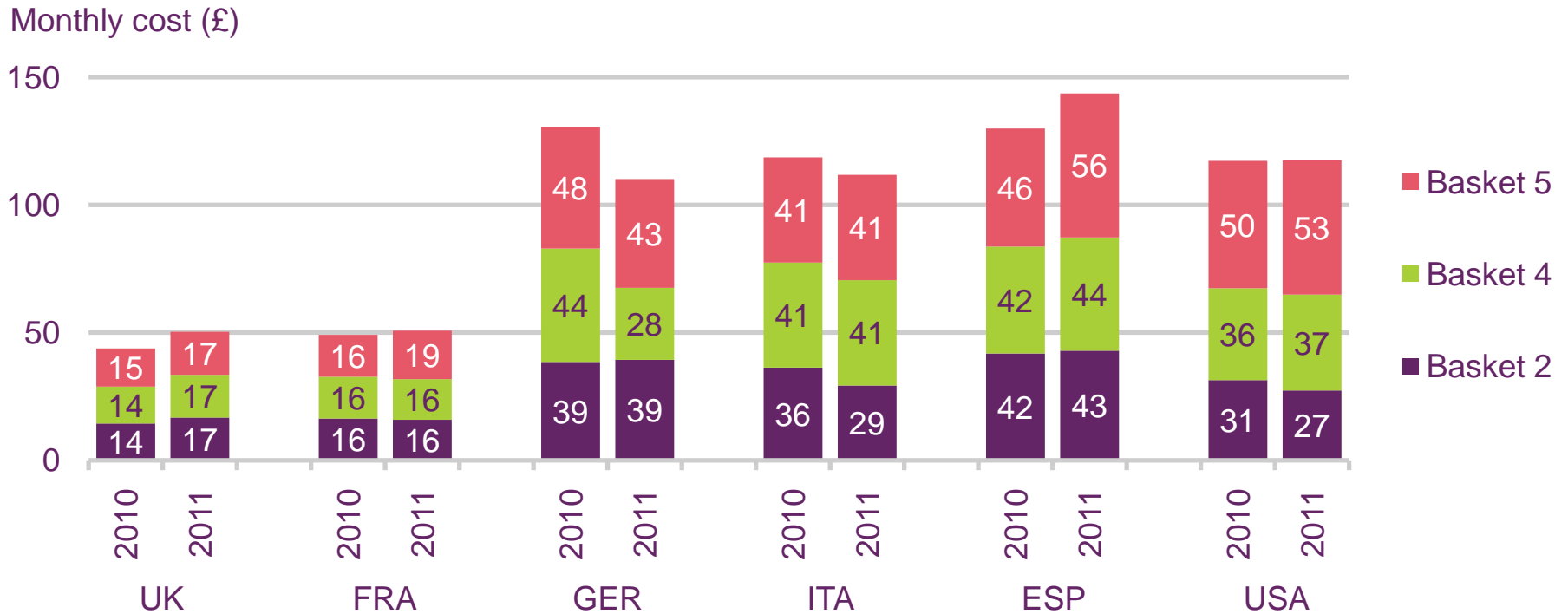
Source: Ofcom, using data supplied by Teligen

Notes: Includes 1,000/4,000 inbound and 1,000/4,000 outbound minutes and a premium handset; Call split = 17% to fixed-line local, 9% to fixed-line national, 37% to on-net mobile, 37% to off-net mobile, 0% to international; 60% weekday daytime; 19% weekday evening; 21% weekend; calculated from the lowest tariff available for the mobile phone component of each basket from any of the three largest operators by market share in each country, July 2010; PPP adjusted

Figure 2.10



Comparative single service 'weighted average' fixed-line broadband pricing



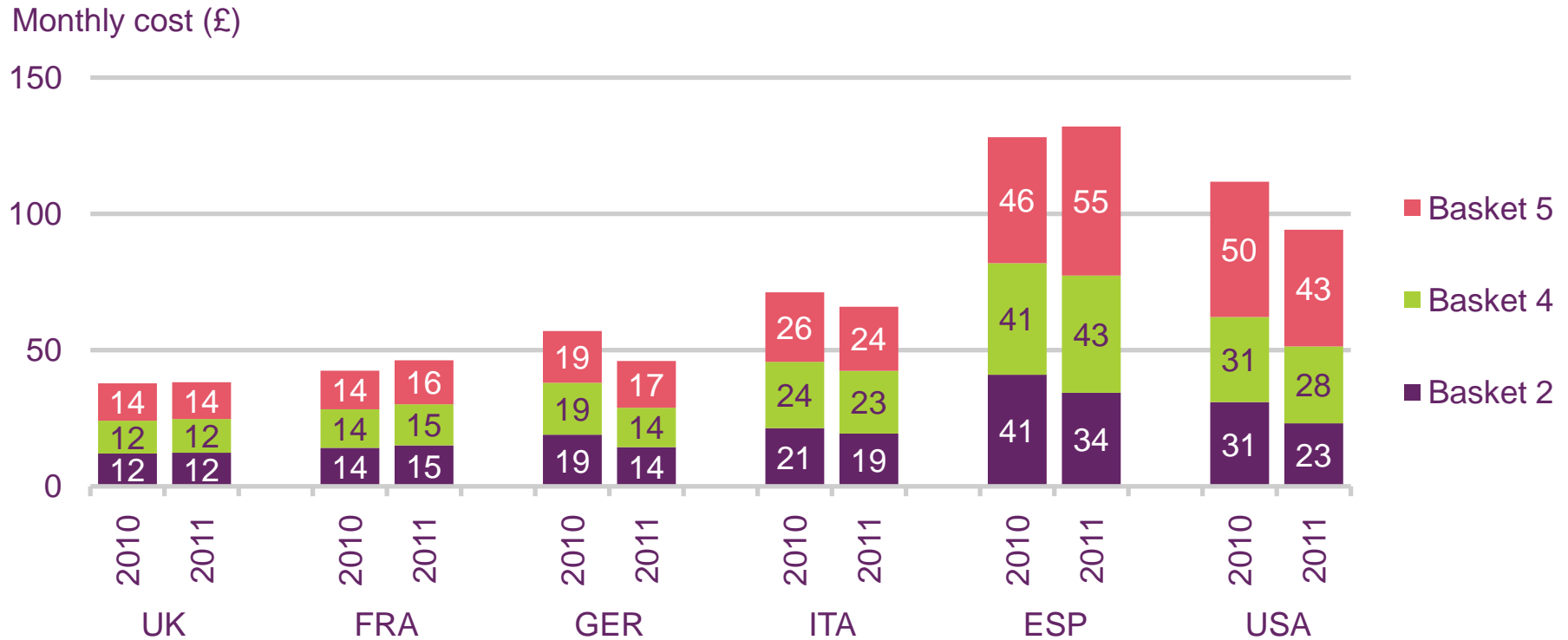
Source: Ofcom, using data supplied by Teligen

Note: Weighted average of best-value tariff from each of the three largest operators by market share in each country; July 2010 and July 2011; PPP adjusted

Figure 2.11



Comparative single service 'best offer' fixed-line broadband pricing



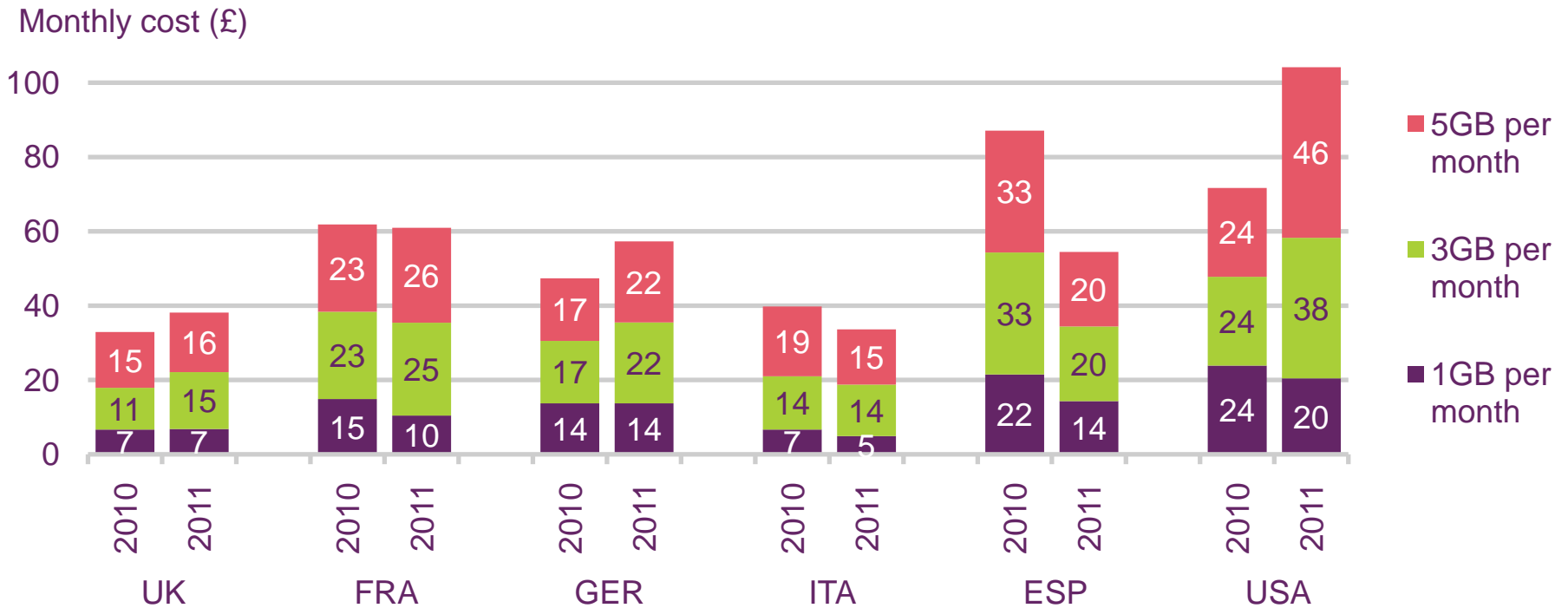
Source: Ofcom, using data supplied by Teligen

Note: Lowest tariff available for the mobile phone component of each basket from any of the three largest operators by market share in each country, July 2010 and July 2011; PPP adjusted

Figure 2.12



Comparative single service 'best offer' mobile broadband pricing



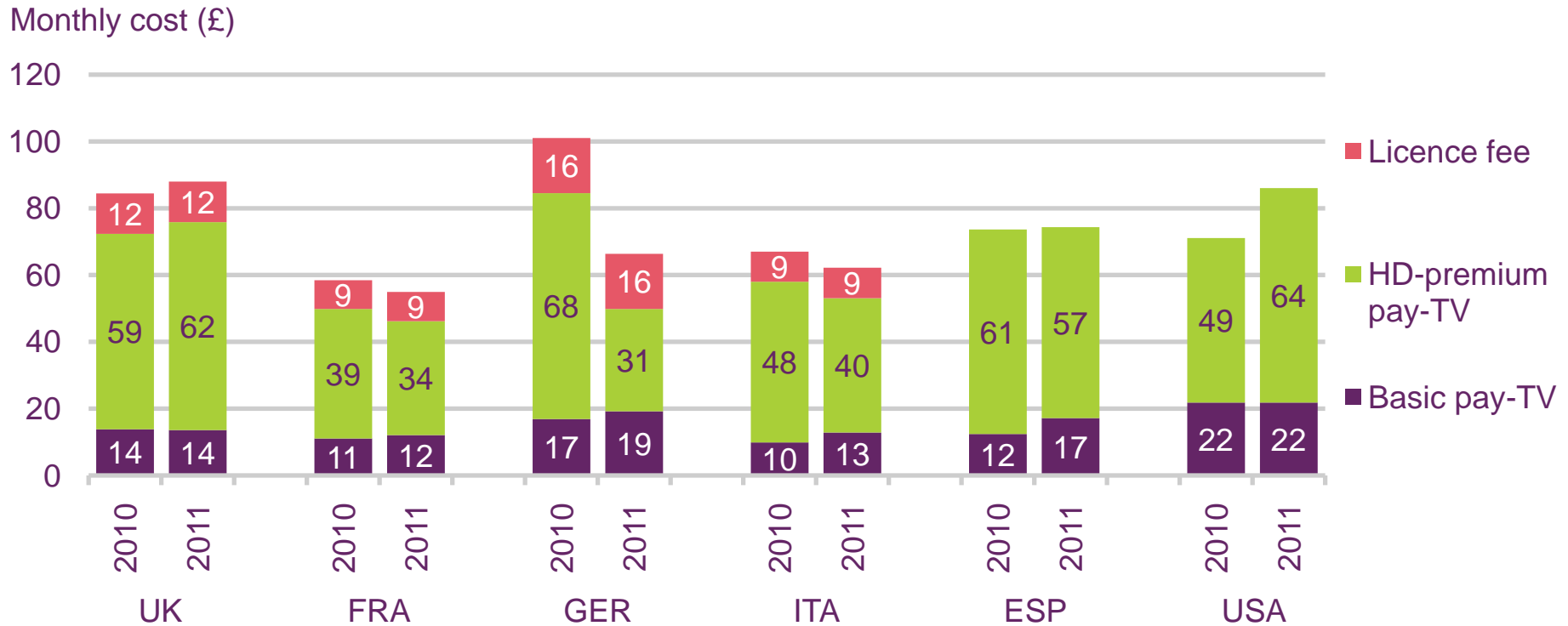
Source: Ofcom, using data supplied by Teligen

Note: Weighted average of best-value tariff from each of the three largest operators by market share in each country, July 2010 and July 2011; PPP adjusted

Figure 2.13



Comparative single service TV pricing



Source: Ofcom, using data supplied by Teligen

Note: Basic pay-TV is defined as the minimum price required to purchase a pay-TV packages which includes channels not available over free-to-air TV; Premium TV is defined as the best package of top-league football (NFL in the US and first run films from major Hollywood studios); lowest tariff available for the pay-TV component of each basket from any of the three largest operators by market share in each country, July 2010 and July 2011; PPP adjusted.

Figure 2.14

Composition of Basket 1

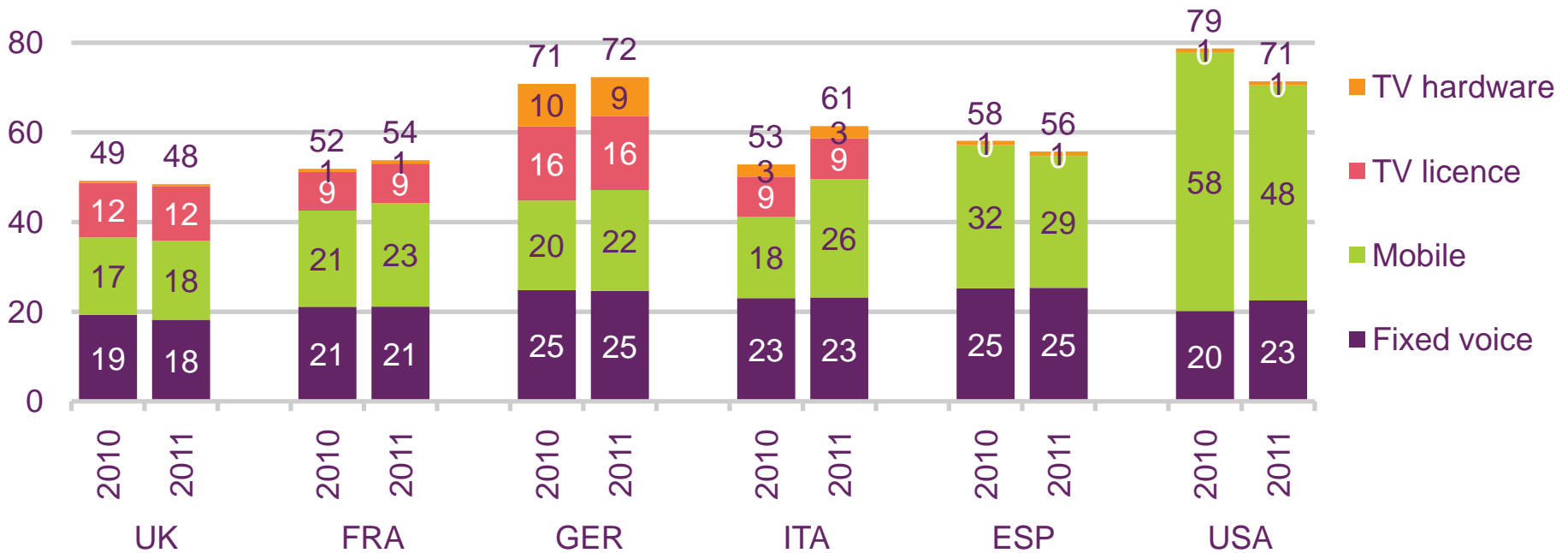
Fixed-line voice	Fixed broadband	Mobile	Mobile broadband	Television
223 call minutes	n/a	Connection 1 55 call minutes Connection 2 55 call minutes	n/a	Free-to-air

Source: Ofcom

Figure 2.15

Basket 1: 'weighted average' single-service pricing

Monthly cost (£)

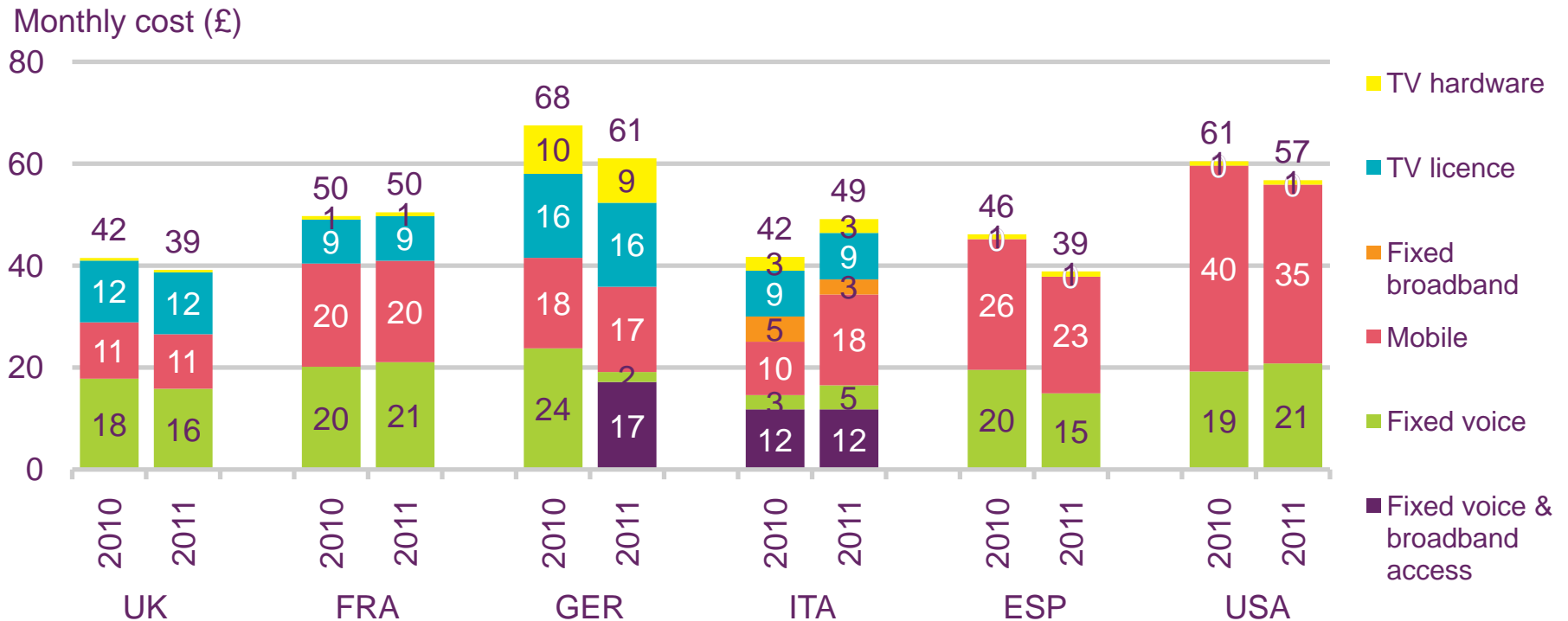


Source: Ofcom, using data supplied by Teligen

Figure 2.16



Basket 1: comparative 'best offer' pricing



Source: Ofcom using data supplied by Teligen

Note: Lowest tariff available for each service type from any of the largest operators by market share in each country, July 2010 and July 2011; PPP adjusted; where a service is included in a bundle any additional usage charges are recorded separately against the relevant service

Figure 2.17

Composition of Basket 2

Fixed-line voice	Fixed broadband	Mobile	Mobile broadband	Television
428 call minutes	0.5GB per month, minimum 4Mbit/s connection	Connection 1 55 call minutes 30 SMS Connection 2 55 call minutes 30 SMS	n/a	Free-to-air

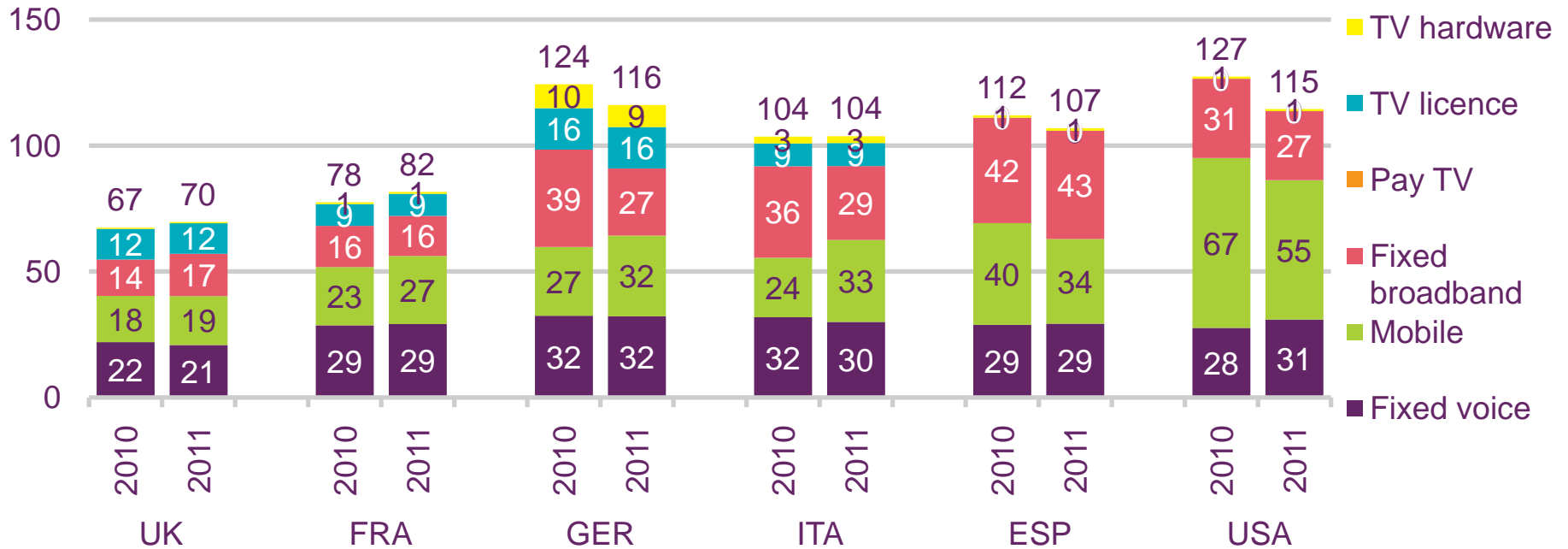
Source: Ofcom

Figure 2.18



Basket 2: 'weighted average' single-service pricing

Monthly cost (£)

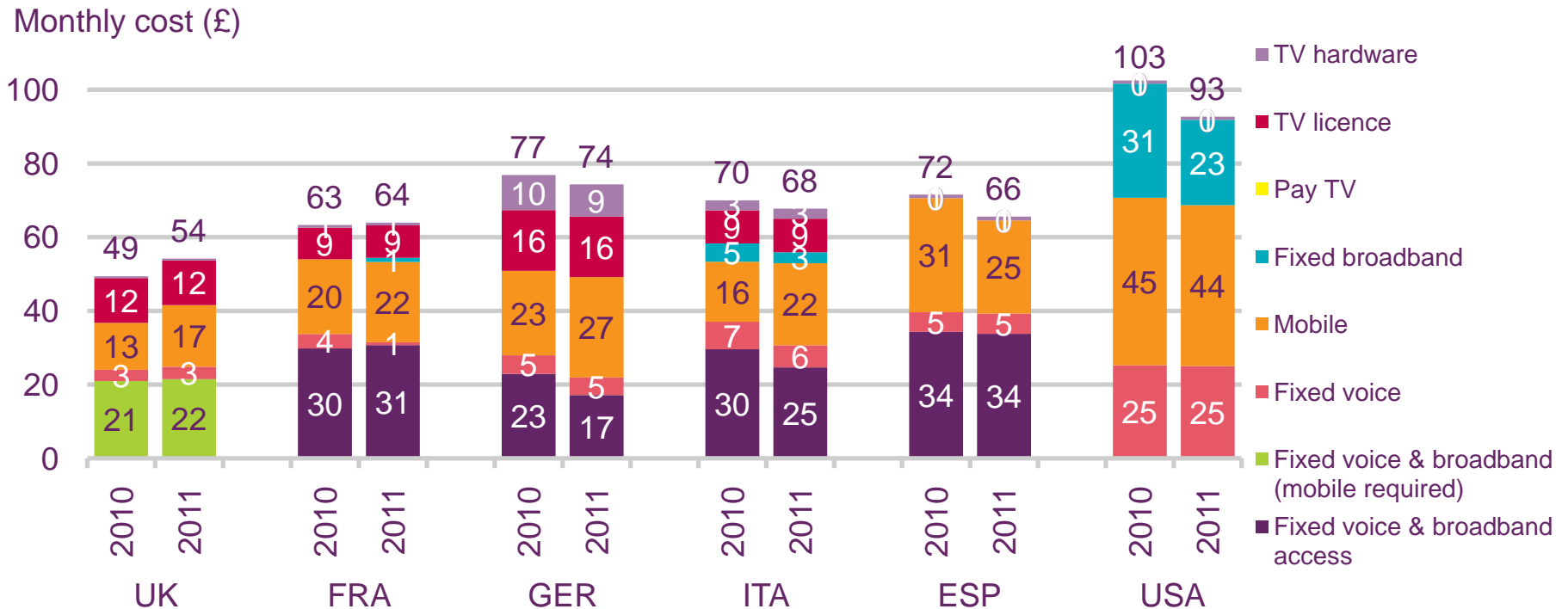


Source: Ofcom, using data supplied by Teligen

Figure 2.19



Basket 2: comparative 'best offer' pricing



Source: Ofcom using data supplied by Teligen

Note: Lowest tariff available for each service type from any of the largest operators by market share in each country, July 2010 and July 2011; PPP adjusted; where a service is included in a bundle any additional usage charges are recorded separately against the relevant service

Figure 2.20



Composition of Basket 3

Fixed-line voice	Fixed broadband	Mobile	Mobile broadband	Television
n/a	n/a	516 call minutes 150 SMS 1GB data	5GB over 30 days per month	Basic pay-TV

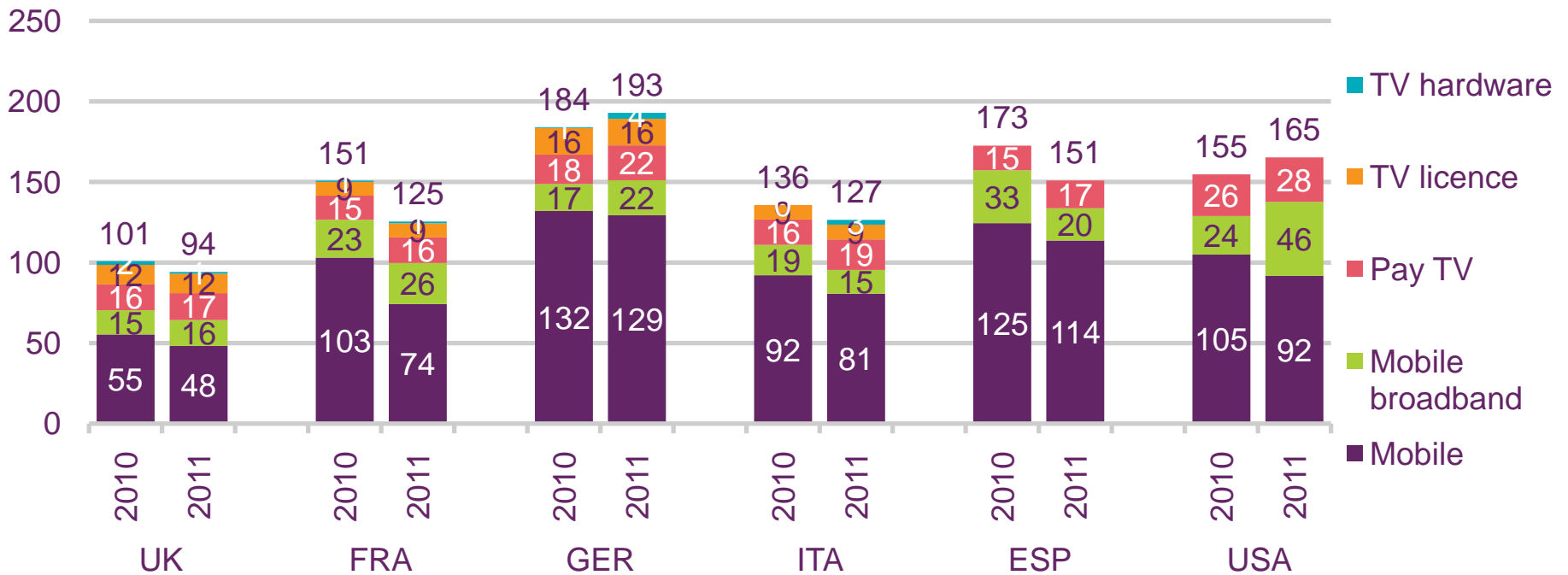
Source: Ofcom

Figure 2.21



Basket 3: 'weighted average' single-service pricing

Monthly cost (£)



Source: Ofcom, using data supplied by Teligen

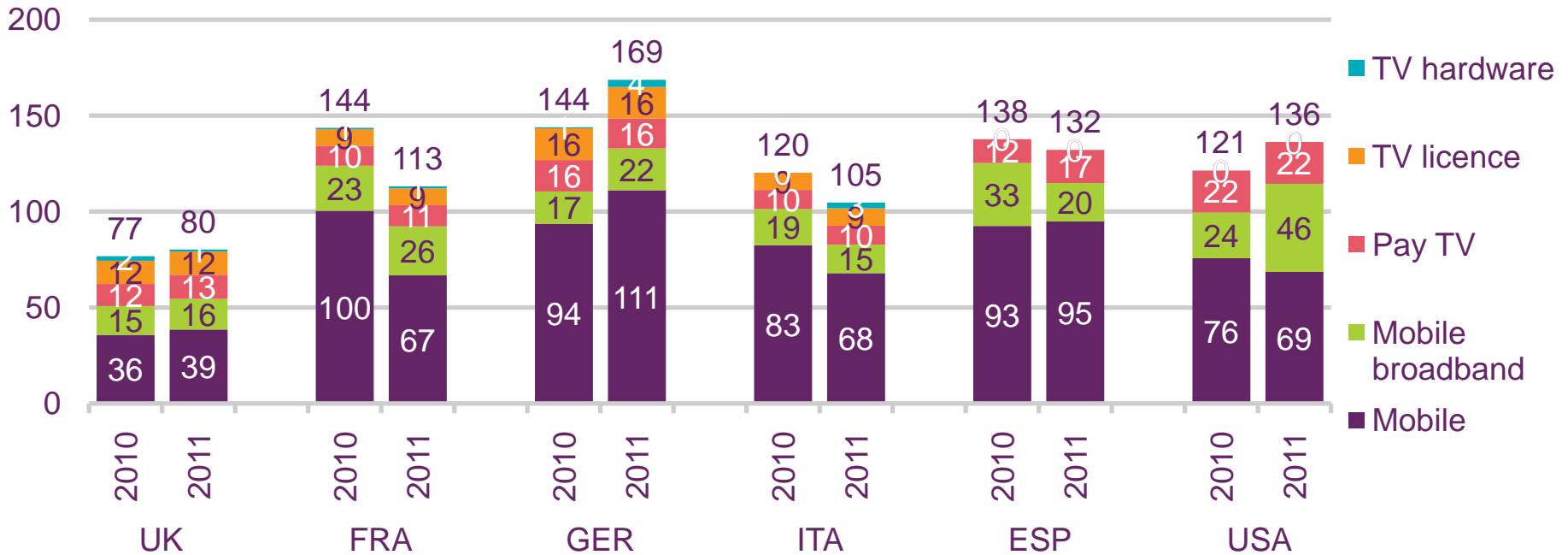
Note: The figure for mobile broadband is the best-offer single service cost

Figure 2.22



Basket 3: comparative 'best offer' pricing

Monthly cost (£)



Source: Ofcom using data supplied by Teligen

Note: Lowest tariff available for each service type from any of the largest operators by market share in each country, July 2010 and July 2011; PPP adjusted; where a service is included in a bundle any additional usage charges are recorded separately against the relevant service

Figure 2.23



Composition of Basket 4

Fixed-line voice	Fixed broadband	Mobile	Mobile broadband	Television
593 call minutes	5GB per month, minimum 8Mbit/s connection	Connection 1 280 call minutes 30 SMS 300MB data Connection 2 169 call minutes 160 SMS Connection 3 55 call minutes 70 SMS Connection 2 55 call minutes 65 SMS	n/a,	Basic pay-TV

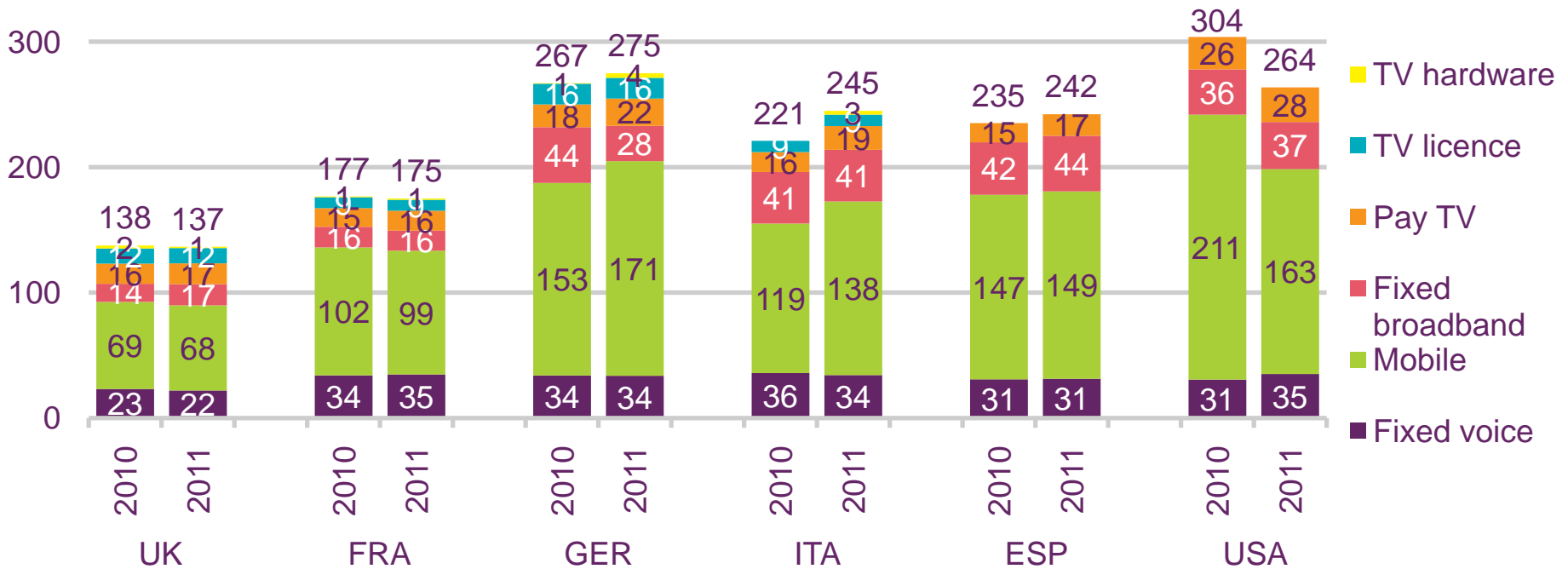
Source: Ofcom

Figure 2.24



Basket 4: 'weighted average' single-service pricing

Monthly cost (£)

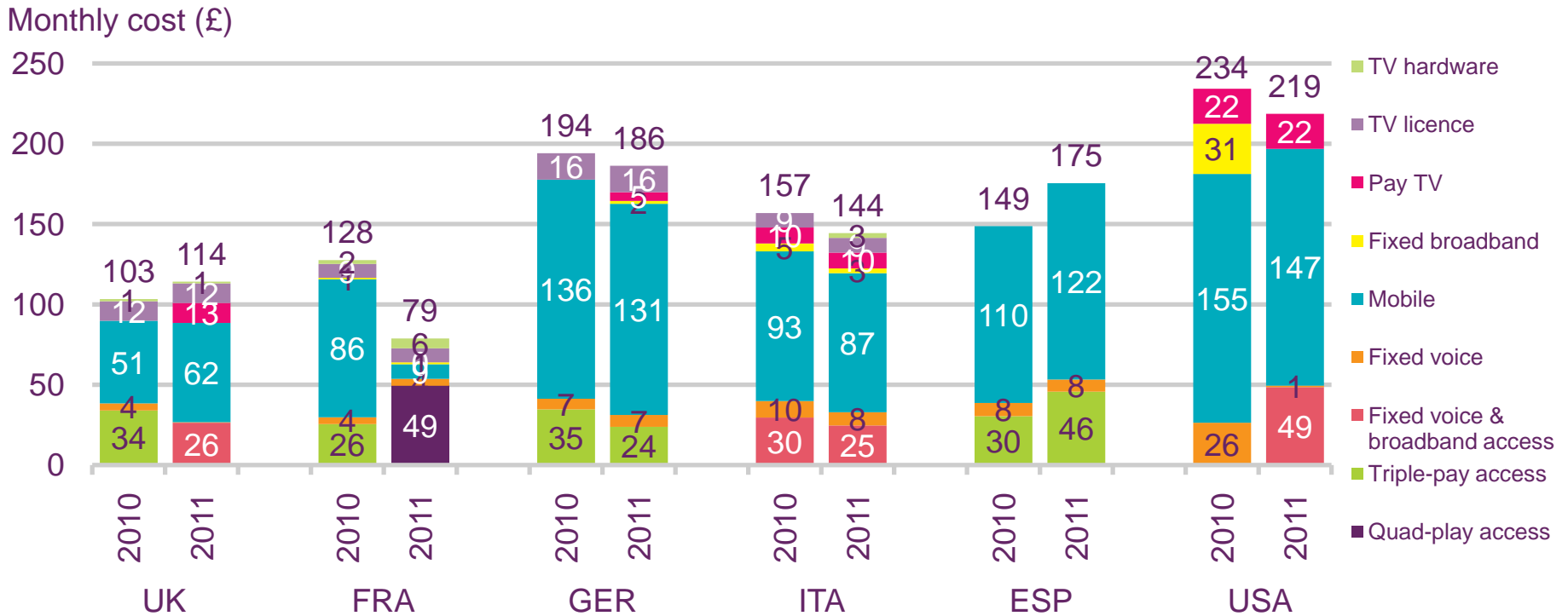


Source: Ofcom, using data supplied by Teligen

Figure 2.25



Basket 4: comparative 'best offer' pricing



Source: Ofcom using data supplied by Teligen

Note: Lowest tariff available for each service type from any of the largest operators by market share in each country, July 2010 and July 2011; PPP adjusted; where a service is included in a bundle any additional usage charges are recorded separately against the relevant service

Figure 2.26



Composition of Basket 5

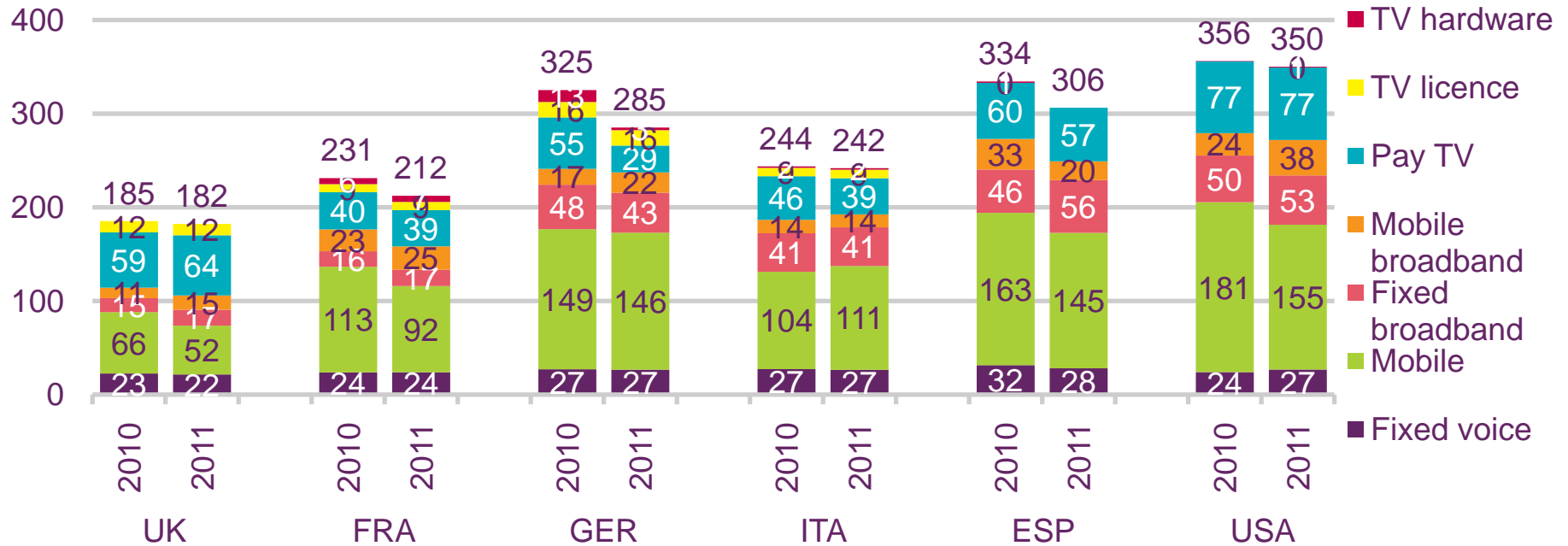
Fixed-line voice	Fixed broadband	Mobile	Mobile broadband	Television
246 call minutes	5GB per month minimum 16Mbit/s connection	Connection 1 376 call minutes 80 SMS 300MB data Connection 2 188 call minutes 20 SMS 100MB data	3GB over 25 days per month	HD pay-TV with recorder, movies and football

Source: Ofcom

Figure 2.27

Basket 5: 'weighted average' single-service pricing

Monthly cost (£)



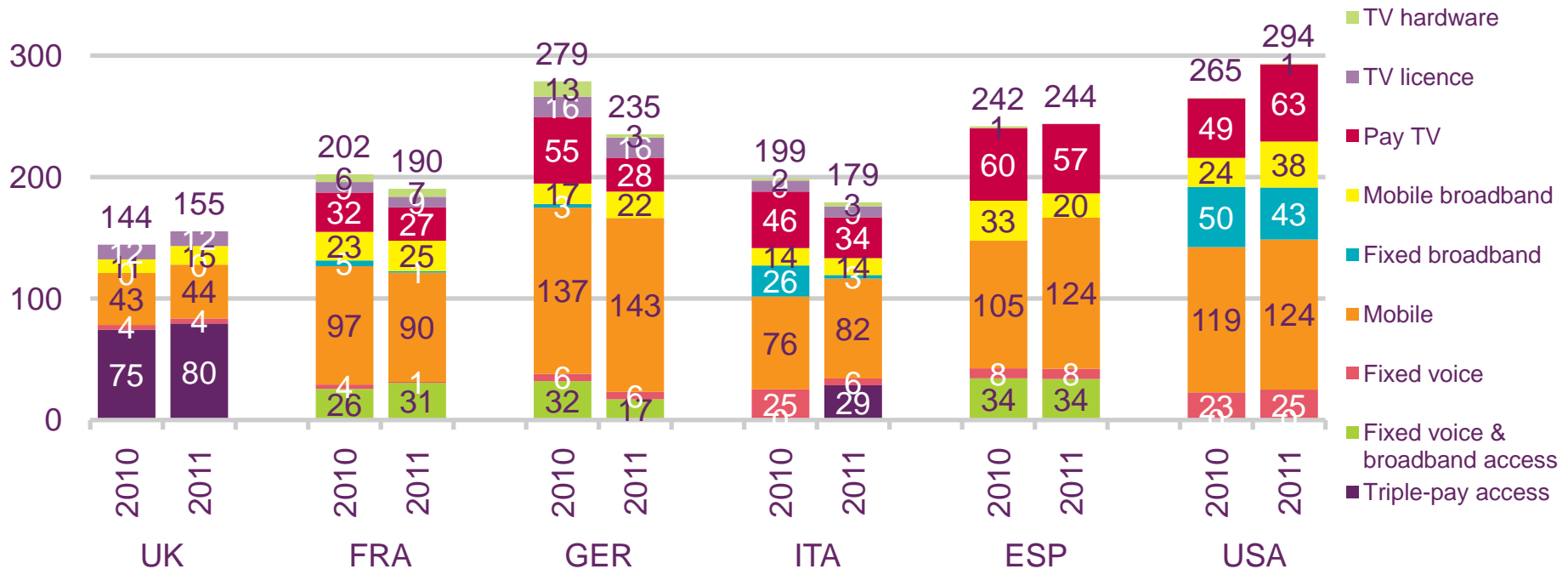
Source: Ofcom, using data supplied by Teligen

Figure 2.28



Basket 5: comparative 'best offer' pricing

Monthly cost (£)



Source: Ofcom using data supplied by Teligen

Note: Lowest tariff available for each service type from any of the largest operators by market share in each country, July 2010 and July 2011; PPP adjusted; where a service is included in a bundle any additional usage charges are recorded separately against the relevant service

Figure 2.29



Summary of ‘weighted average’ and ‘best offer’ basket pricing, including the TV licence fee

‘Weighted average’ single service pricing (£ per month)				‘Best offer’ pricing including multi-play (£ per month)			
Basket 1	1	UK	48	1	ESP	39	
	2	FRA	54	2	UK	39	
	3	ESP	56	3	ITA	49	
	4	ITA	61	4	FRA	50	
	5	USA	71	5	USA	57	
	6	GER	72	6	GER	61	
Basket 2	1	UK	70	1	UK	54	
	2	FRA	82	2	FRA	64	
	3	ITA	104	3	ESP	66	
	4	ESP	107	4	ITA	68	
	5	USA	115	5	GER	74	
	6	GER	116	6	USA	93	
Basket 3	1	UK	94	1	UK	80	
	2	FRA	125	2	ITA	105	
	3	ITA	127	3	FRA	113	
	4	ESP	151	4	ESP	132	
	5	USA	165	5	USA	136	
	6	GER	193	6	GER	169	

Source: Ofcom

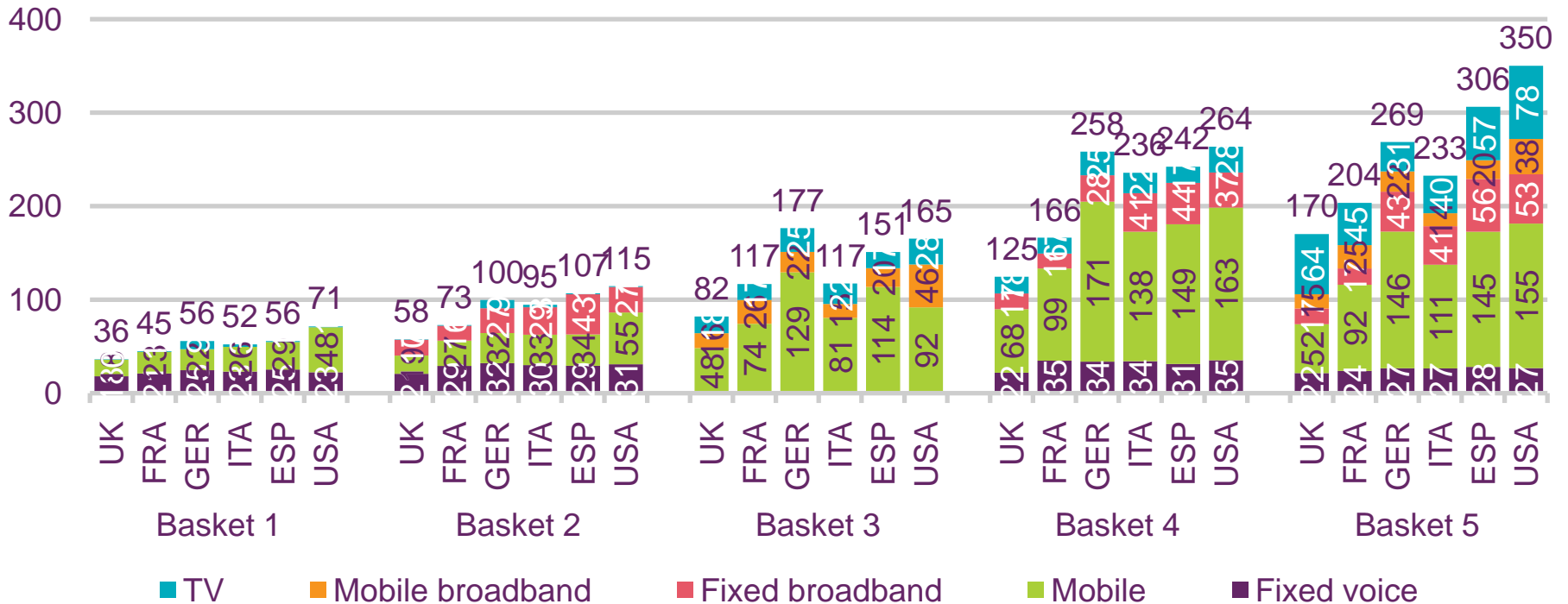
Note: TV includes licence fee

Figure 2.30



Comparative 'weighted average' pricing of 'single services' for all countries, excluding the TV licence fee

Monthly cost (£)



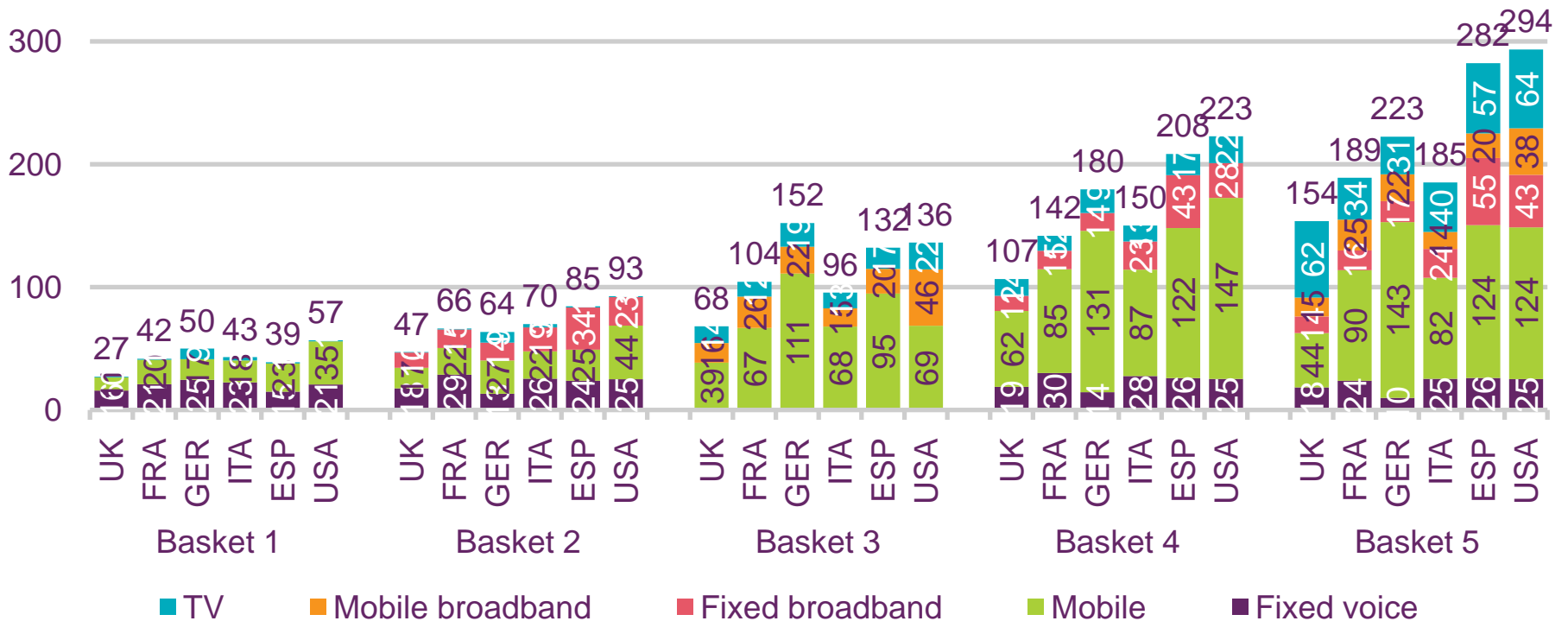
Source: Ofcom, using data supplied by Teligen
 Note: TV excludes licence fee

Figure 2.31



Comparative 'best offer' pricing of 'single services' for all countries, excluding the TV licence fee

Monthly cost (£)

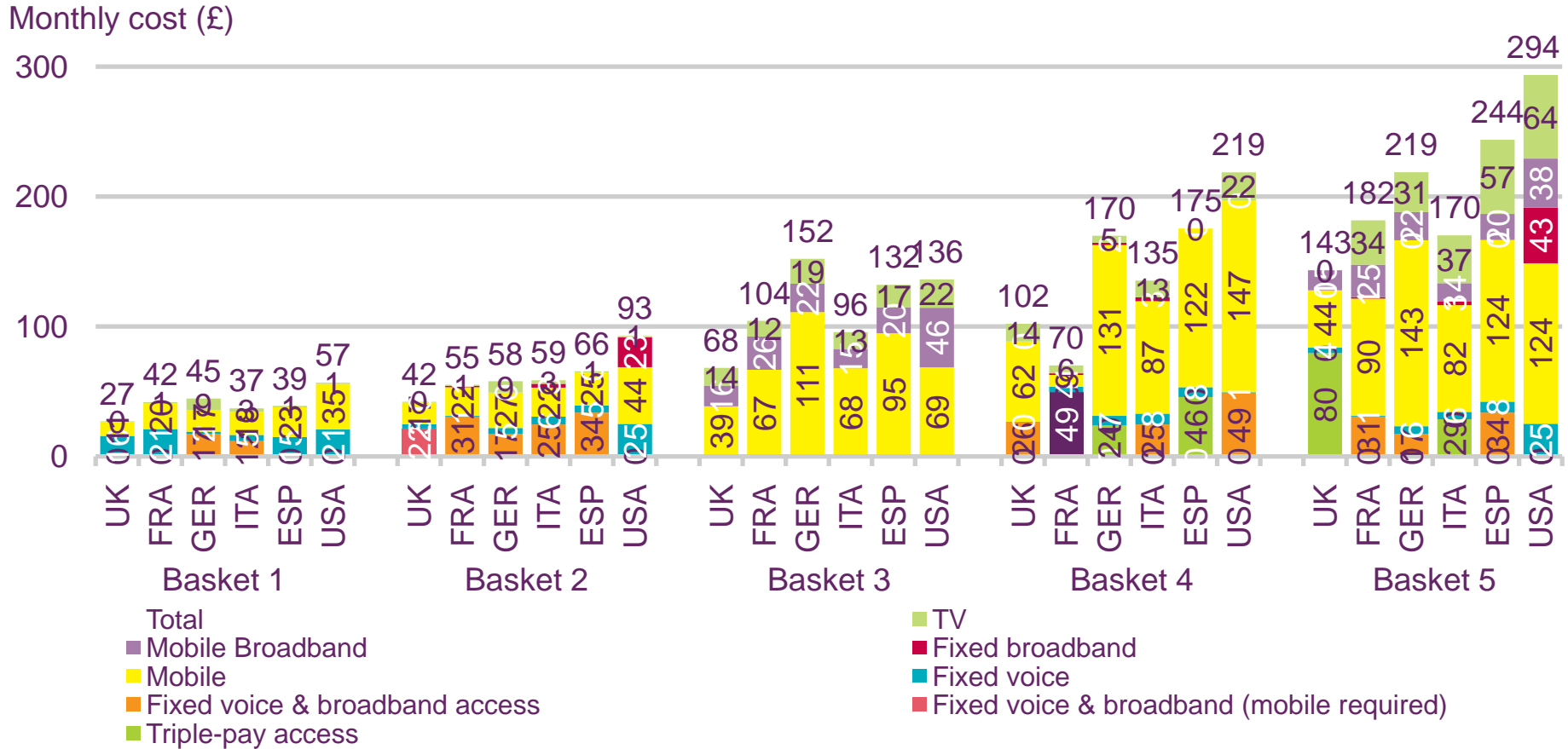


Source: Ofcom, using data supplied by Teligen
 Note: TV excludes licence fee

Figure 2.32



Comparative cost of lowest price services, including multi-play, for all countries, excluding the TV licence fee

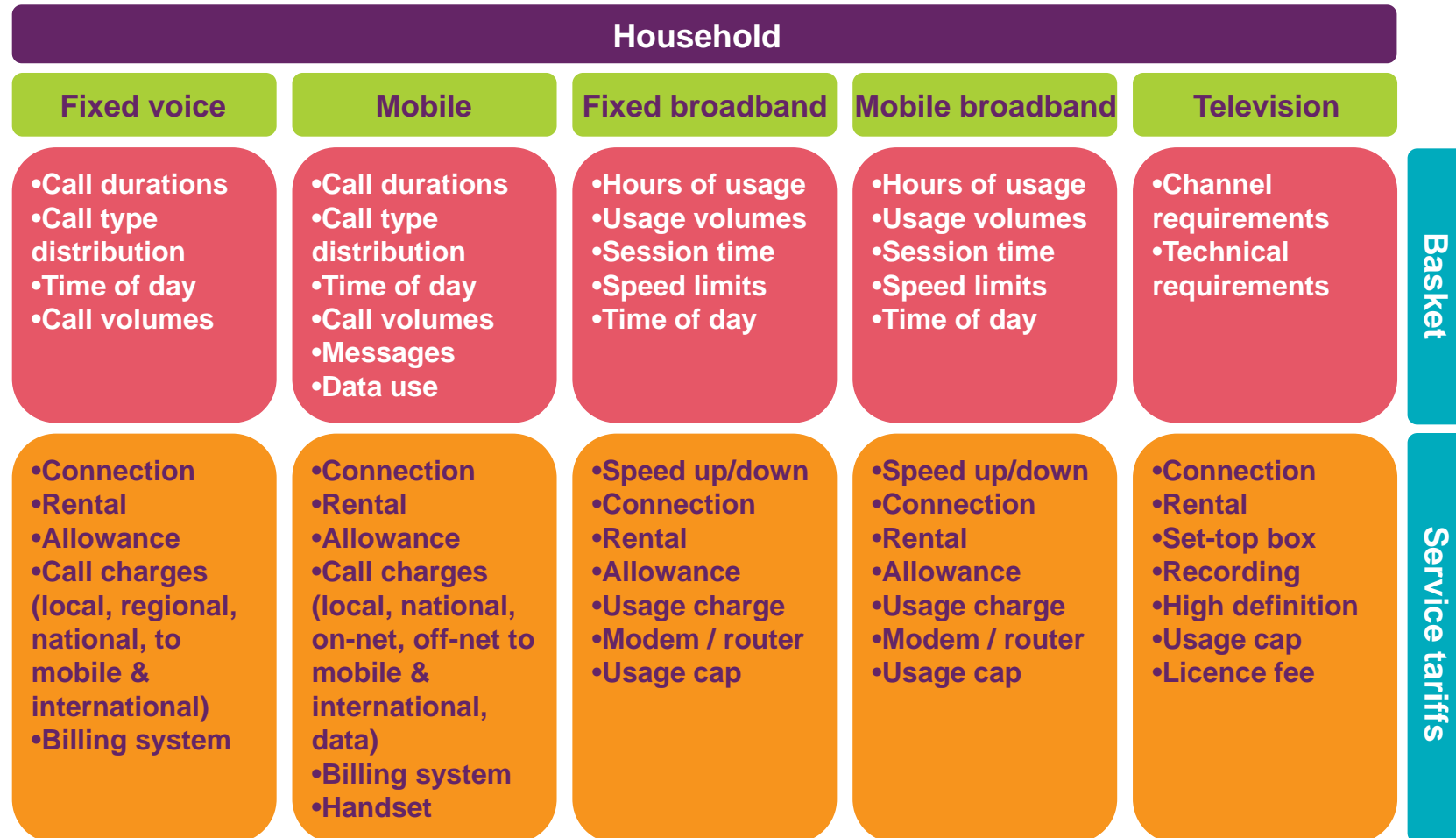


Source: Ofcom, using data supplied by Teligen

Note: TV excludes licence fee

Figure 1

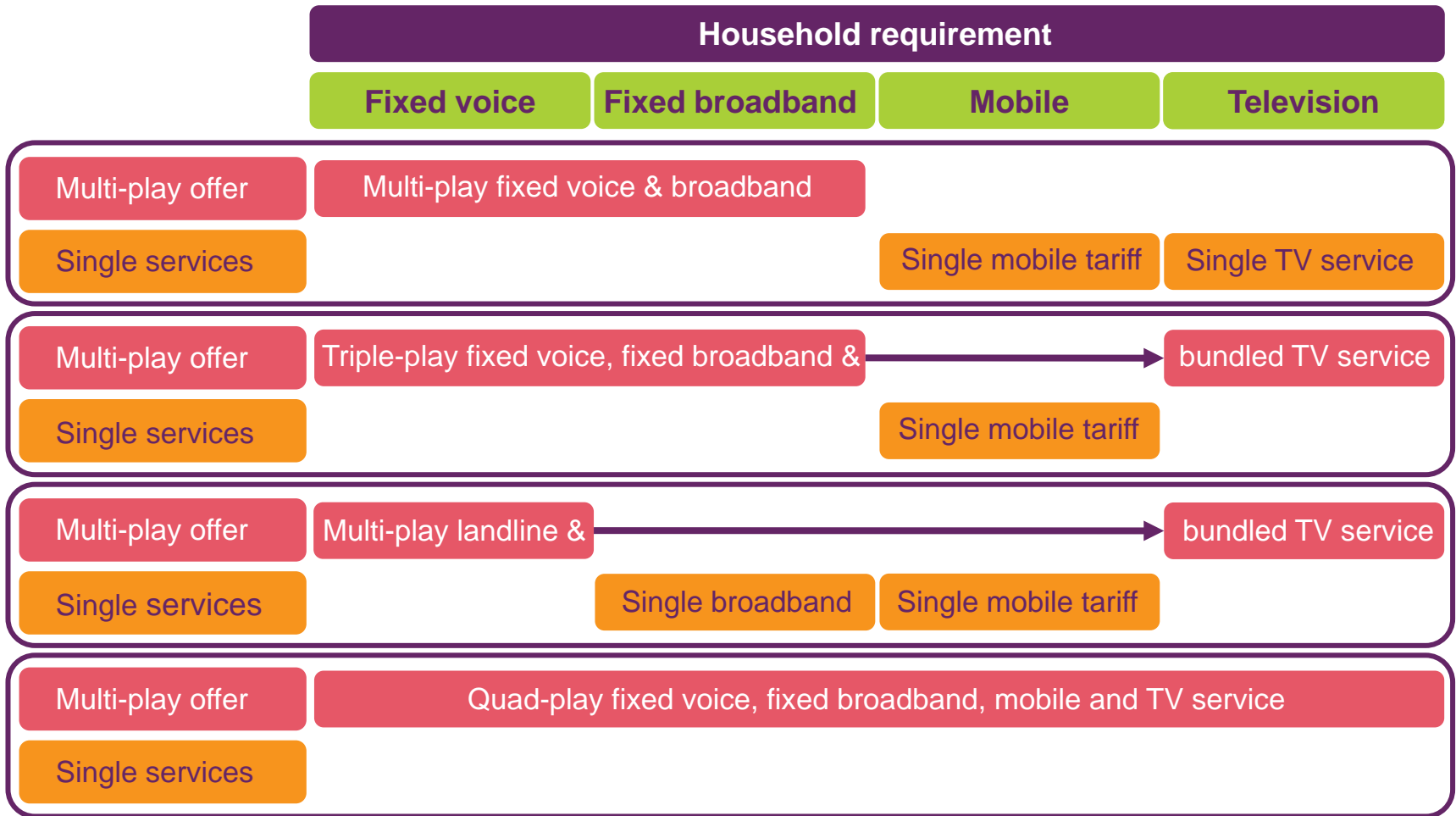
Components of the pricing comparison model



Source: Teligen

Figure 2

Examples of combinations of multi-play and single service offers

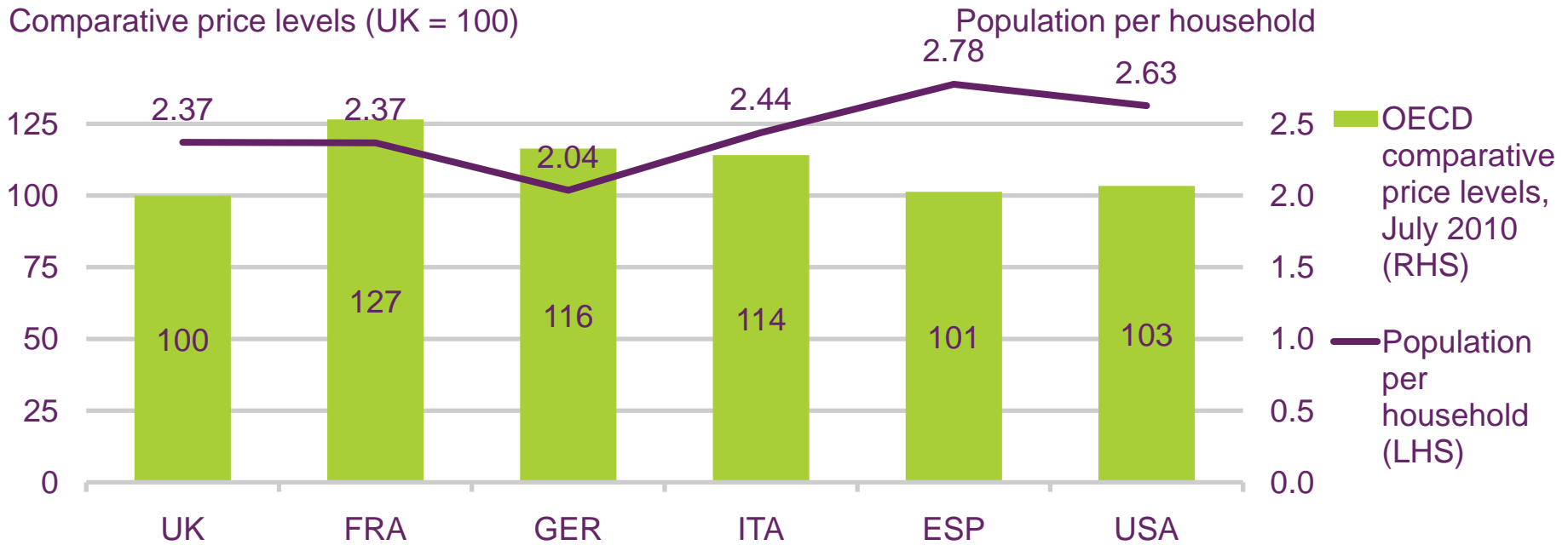


Source: Teligen

Figure 3



Demographic characteristics and relative price levels across countries



Source: OECD / IMF / US census bureau

Figure 4 Operators included within the analysis

	Fixed voice	Fixed broadband	Mobile	Mobile broadband	Television
UK	BT, O2, Orange, Sky, TalkTalk & Virgin Media,	AOL/TalkTalk, BT, O2, Orange, Sky & Virgin Media	BT, O2, Orange, T-Mobile & Vodafone	BT, O2, Orange, T-Mobile, Three, Virgin Media & Vodafone	BT, Sky & Virgin Media
FRA	Bouygues Telecom, France Telecom, Free, Numericable & SFR	Bouygues, Free, Numericable, Orange & SFR	Bouygues, Orange & SFR	Bouygues, Orange & SFR	Bouygues, CanalSat, France Telecom, Free, Numericable, SFR & TNT
GER	Kabel BW, Freenet, O2, Telecolumbus, T-Home, United, Internet, Unity Media & Vodafone	Kabel BW, O2, T-Home, Telecolumbus, United Internet, Unity Media & Vodafone	O2, T-Mobile & Vodafone	O2, T-Home & Vodafone	Kabel Deutschland, Kabel BW, O2, Telecolumbus, Sky, T-Home, Unity Media & Vodafone
ITA	Fastweb, TeleTu, Telecom Italia, Tiscali & Wind	Fastweb, TeleTu, Telecom Italia, Tiscali and Wind	TIM, Vodafone & Wind	TIM, Tre, Vodafone & Wind	Fastweb, Mediaset, Sky & Telecom Italia
ESP	Jazztel, Movistar, ONO, Orange & Vodafone	Jazztel, Movistar ONO & Orange	Movistar, Orange & Vodafone	Movistar, Orange & Vodafone	Digital Plus, Movistar & ONO
USA	AT&T, Comcast, Frontier & RCN	AT&T, Comcast, Frontier & RCN	AT&T, Sprint, T-Mobile & Verizon	AT&T, Sprint, T-Mobile & Verizon	AT&T, Comcast, DirectTV, Frontier & RCN

Source: Teligen

Note: Some operators for some services only included in multi-play analysis

Figure 5

Household types

	'Typical household type'	Fixed voice	Mobile voice	Mobile messaging	Fixed line broadband	Mobile broadband	Television
1	A retired low-income couple	Low	Low	n/a	n/a	n/a	Basic
2	A couple of late adopters	Medium	Low	Low	Low	n/a	Basic
3	A single mobile-only user	n/a	High	High	n/a	High	Pay-TV
4	A 'networked' family	High	Medium	High	Medium	n/a	Pay-TV
5	Affluent couple with sophisticated use	Low	High	Medium	High	Medium	HD premium pay-TV

Source: Ofcom

Figure 6

Average take-up and use of communications services by country

	UK	FRA	GER	ITA	ESP	USA
People per household	2.4	2.4	2.0	2.4	2.8	2.6
Fixed-only households per 100 households	6	11	16	5	12	10
Monthly outbound fixed minutes per access line	317	416	363	420	274	303
Mobile connections per household	3.1	2.3	2.7	3.6	3.4	2.6
Mobile-only households per 100 households	17	13	12	34	31	29
Monthly outbound fixed minutes per household	407	343	409	304	326	389
Monthly outbound fixed minutes per household	402	312	210	418	354	1584
Monthly outbound SMS messages per household	406	309	86	283	43	1451
Fixed broadband connections per 100 households	74	77	67	51	63	70
Pay-TV subscriptions per 100 households	52	55	59	25	27	86

Source: IDATE / European Commission / Ofcom research

Note: Where combined outbound and inbound calls and SMS volumes are the only data available, this total has been halved as a proxy of outbound calls / SMS messages

Figure 7

Alignment of average use across comparator households with average use across comparator countries

	Basket 1	Basket 2	Basket 3	Basket 4	Basket 5	Average per household	Average across countries
Number of people	2	2	1	4	2	2.2	2.5
Fixed-only households	0	0	0	0	0	0	0.1
Mobile-only households	0	0	1	0	0	0.2	0.2
Outbound fixed minutes	51	99	0	136	57	69	376
Outbound mobile minutes	37	37	290	258	212	167	542
Outbound SMS per household	0	0	150	190	70	82	794
Fixed broadband subscriptions	1	1	0	1	1	0.8	0.6
Mobile broadband subscriptions	0	0	1	0	1	0.4	0.4
Pay-TV subscriptions	0	0	1	1	1	0.6	0.5

Source: Ofcom

Figure 8

Types of billing for fixed voice calls

Calculation types	
1	Per second
2	Per unit
3	Per minute
4	Per second with allowance
5	Per second with initial minute
6	Per second capped
7	Per minute capped

Source: Teligen

Figure 9

Components of the fixed voice baskets

	Basket 1	Basket 2	Basket 3	Basket 4	Basket 5	Units
Call durations						
Local	4	4	n/a	4	4	Mins
Regional	6	6	n/a	6	6	Mins
National	6	6	n/a	6	6	Mins
Fixed to	2	2	n/a	2	2	Mins
International	6	6	n/a	6	6	Mins
Destination weights						
Local	67	70	n/a	68	60	%
Regional	10	8	n/a	9	7	%
National	16	13	n/a	14	13	%
Fixed to	7	7	n/a	7	12	%
International	0	2	n/a	2	8	%
Time of day weights						
Day	58.3	58.3	n/a	59.2	55.5	%
Evening	24.5	24.5	n/a	24.9	25.0	%
Weekend	17.2	17.2	n/a	15.9	19.5	%
Depreciation	5	5	5	5	5	years

Source: Teligen

Note: All fixed call types are calculated with five different durations, below and above the number of minutes indicated.

Figure 10



Fixed voice international call destinations for comparator countries

		Call to									
		CAN	FRA	GER	ITA	JPN	RUS	SAF	ESP	UK	USA
Call from	CAN		2.2%	2.1%	1.7%	1.0%		0.3%		6.5%	86.2%
	FRA	2.8%		25.2%	19.0%	1.4%			13.7%	24.7%	13.2%
	GER	2.7%	21.6%		20.0%	1.7%	2.3%	0.8%	8.6%	20.4%	22.0%
	ITA	3.4%	26.5%	30.3%		1.0%			7.0%	15.6%	16.2%
	JPN	4.4%	5.0%	6.8%	2.5%		1.6%		1.1%	11.5%	67.1%
	RUS	2.2%	8.8%	35.1%	11.8%	2.0%			3.4%	10.6%	26.1%
	SAF	4.4%	5.0%	13.9%	4.4%	1.8%				46.7%	23.7%
	ESP	0.8%	27.6%	23.8%	11.2%	0.7%	0.7%	0.2%		24.0%	10.9%
	UK	6.2%	18.1%	19.5%	8.7%	2.8%		2.7%	8.0%		34.0%
	USA	47.9%	5.6%	12.2%	4.6%	8.7%	1.3%	0.8%	2.2%	16.7%	

Source: Teligen

Note: Vertical axis is “from”, and horizontal is “to”.

Figure 11

Types of billing for mobile voice calls

Calculation types	
1	Per second
2	Per unit
3	Per minute
4	Per second with allowance
5	Per second with initial minute
6	Per second capped
7	Per minute capped

Source: Teligen

Figure 12 Components of the mobile baskets

	Basket 1	Basket 2	Basket 3	Basket 4				Basket 5		
	User 1&2	User 1&2	User 1	User 1	User 2	User 3	User 4	User 1	User 2	
Call durations										
Local	1.5	1.5	1.7	1.8	1.8	1.5	1.5	1.7	1.8	Mins
National	1.5	1.5	1.7	1.8	1.8	1.5	1.5	1.7	1.8	Mins
On-net	1.6	1.6	1.9	1.9	1.9	1.6	1.6	1.9	1.9	Mins
Off-net	1.4	1.4	1.8	1.7	1.7	1.4	1.4	1.8	1.7	Mins
Voicemail	-	-	1	1	1	1	1	1	1	Mins
International	2	2	2	2	2	2	2	2	2	Mins
Destination weight										
Local	16	16	8	11	13	20	20	13	20	%
National	8	8	5	6	7	10	10	7	10	%
On-net	38	38	37	33	34	30	30	29	30	%
Off-net	38	38	37	33	34	30	30	29	30	%
Voicemail	0	0	7	7	12	10	10	8	10	%
International	0	0	6	10	0	0	0	14	0	%
Time of day weight										
Day	48	48	60	50	50	48	48	60	50	%
Evening	25	25	19	24	24	25	25	19	24	%
Weekend	27	27	21	26	26	27	27	21	26	%
Calls per month	37	37	290	159	99	38	38	212	109	Calls
Messages	-	30	150	30	160	70	65	80	20	SMS
On-net	50	50	50	50	50	50	50	50	50	%
Off-net	50	50	50	50	50	50	50	50	50	%
Peak	48	48	60	50	50	48	48	60	50	%
Off-peak	52	52	40	50	50	52	52	40	50	%
Data usage										
Volume/month	-	-	1000	300	-	-	-	300	100	MB
Time/month	-	-	500	200	-	-	-	200	100	Mins
Days/month	-	-	30	30	-	-	-	20	15	Days
Handset type	Basic	Basic	High	High	Medium	Basic	Basic	High	Medium	
Depreciation	3	3	3	3	3	3	3	3	3	Years

Notes: Mobile call types are calculated with five different durations, around the number of minutes indicated.

Figure 13



Mobile voice international call destinations for comparator countries

		Call to									
		CAN	FRA	GER	ITA	JPN	RUS	SAF	ESP	UK	USA
Call from	CAN		2.2%	2.1%	1.7%	1.0%		0.3%		6.5%	86.2%
	FRA	2.8%		25.2%	19.0%	1.4%			13.7%	24.7%	13.2%
	GER	2.7%	21.6%		20.0%	1.7%	2.3%	0.8%	8.6%	20.4%	22.0%
	ITA	3.4%	26.5%	30.3%		1.0%			7.0%	15.6%	16.2%
	JPN	4.4%	5.0%	6.8%	2.5%		1.6%		1.1%	11.5%	67.1%
	RUS	2.2%	8.8%	35.1%	11.8%	2.0%			3.4%	10.6%	26.1%
	SAF	4.4%	5.0%	13.9%	4.4%	1.8%				46.7%	23.7%
	ESP	0.8%	27.6%	23.8%	11.2%	0.7%	0.7%	0.2%		24.0%	10.9%
	UK	6.2%	18.1%	19.5%	8.7%	2.8%		2.7%	8.0%		34.0%
	USA	47.9%	5.6%	12.2%	4.6%	8.7%	1.3%	0.8%	2.2%	16.7%	

Source: Teligen

Figure 14

Components of the broadband baskets

	Basket 1	Basket 2	Basket 3	Basket 4	Basket 5		Units
Type of service	None	Fixed	Mobile	Fixed	Fixed	Mobile	
Usage time	-	10	160	50	50	150	Hours/month
Usage volume	-	0.5	5	5	5	3	GB/month
Session duration	-	20	20	20	20	20	Mins
Minimum speed	-	4	1	8	16	1	Mbit/s
Usage/day	-	30	30	30	30	30	%
Usage/evening	-	40	40	40	40	40	%
Usage/weekend	-	30	30	30	30	30	%
Depreciation	-	3	1	3	3	1	Years

Source: Teligen

Figure 15

Components of the television baskets

	Basket 1	Basket 2	Basket 3	Basket 4	Basket 5	Units
Antenna reception	No	No	No	No	No	n/a
HD capable	No	No	No	No	Yes	n/a
DVR included	No	No	No	No	Yes	n/a
Football channels	No	No	No	No	Yes	n/a
Movie channels	No	No	No	No	Yes	n/a
Depreciation	3	3	3	3	3	Years

Source: Teligen

Figure 16

Purchasing Power Parity conversion rates

Country	Currency	Exchange rate August 2010 to July 2011 (£)	Comparative price level (July 2010)	PPP adjusted rate (£)
UK	GBP (£)	1.00	100	1.00
FRA	EUR (€)	1.11	106	1.17
GER	EUR (€)	1.11	98	1.09
ITA	EUR (€)	1.11	91	1.01
ESP	EUR (€)	1.11	93	1.03
USA	USD (\$)	1.61	80	1.28

Source: Teligen, using OECD data

3. Television and audio-visual

3. Key Market Developments

Figure 3.1

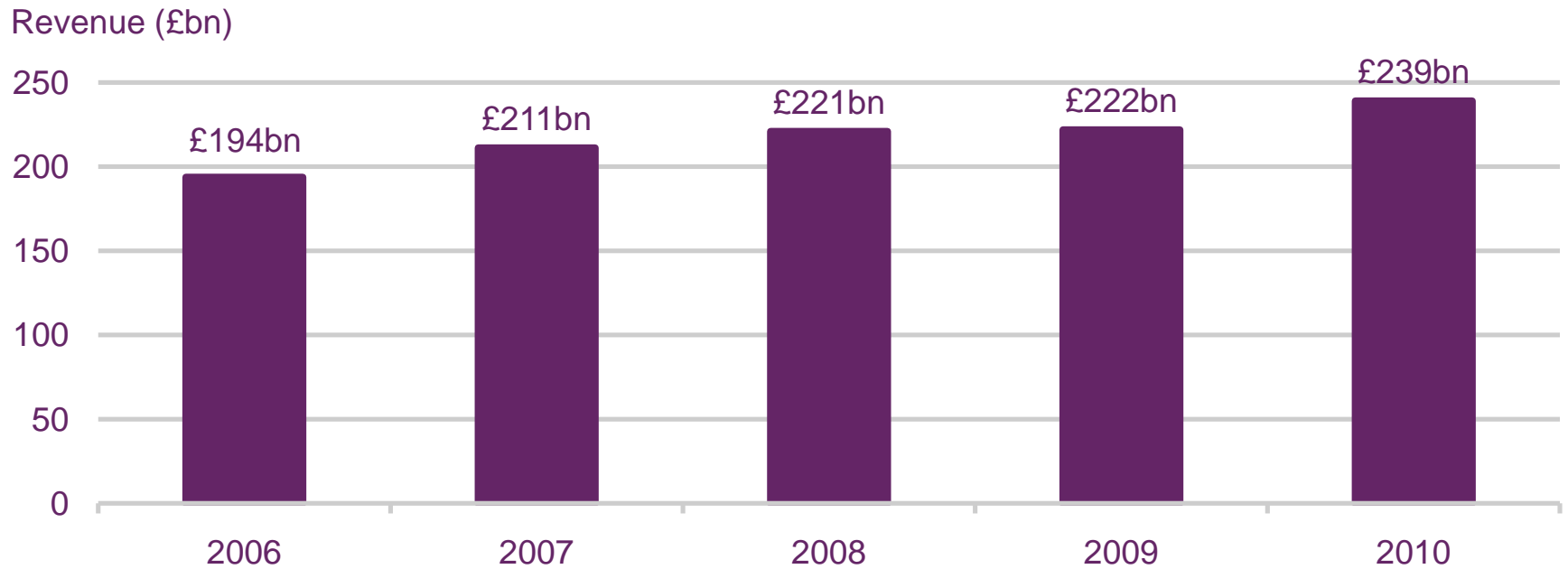
TV industry metrics 2010

	UK	FRA	GER	ITA	USA	CAN	JPN	AUS	ESP	NED	SWE	IRL	POL	BRA	RUS	IND	CHN	
TV revenue (£bn)	11.3	10.4	11.0	8.1	94.0	4.0	28.6	4.7	5.0	2.4	1.5	0.9	2.2	10.6	3.5	6.7	9.9	
Revs change (% , YOY)	8.5	8.8	2.0	6.6	6.3	0.9	6.2	9.9	11.0	0.4	5.8	4.0	10.7	17.6	16.6	17.7	13.6	
Revenue per cap (£)	181	160	135	133	304	119	226	218	106	139	170	189	57	53	25	6	7	
<i>from advertising</i>	59	46	41	65	116	63	105	109	40	39	51	52	21	32	20	1	4	
<i>from subscription</i>	78	82	46	44	187	42	81	78	25	63	84	99	36	19	5	4	3	
<i>From public funds</i>	44	31	48	24	1	15	39	31	41	37	35	38	1	1	0	0	0	
TV licence fee¹	146	103	185	93	n/a	n/a	175	n/a	n/a	n/a	185	137	40	n/a	n/a	n/a	n/a	
Largest TV platform	<i>Platform</i>	DSat	DTT	DSat	DTT	DCab	DCab	ACab	DTT	DTT	DCab	ACab	DSat	DSat	DSat	ATT	ACab	ATT
	<i>% of homes</i>	42%	38%	34%	41%	39%	44%	25%	43%	69%	42%	37%	52%	43%	39%	36%	59%	33%
TV viewing (mins/day)²	242	212	223	246	283	230	n/a	188	234	191	166	196	245	222	226	119	158	
No.1 channel share (%)	21	25	14	21	7	13	n/a	18	16	22	23	23	19	42	17	9	7	
DTV take-up (%)	97	93	62	78	87	78	66	75	98	68	63	83	56	59	34	29	33	
Pay TV take-up (%)	52	57	63	26	88	91	60	31	28	98	93	77	76	18	55	82	52	
DSO date	2012	2011	2008	2012	2009	2011	2011	2013	2010	2006	2007	2012	2013	2016	2015	2013	2015	

Source: IDATE / industry data / Ofcom / Mediametrie, Eurodata TV Worldwide. Figures have been converted to GBP using IMF 2010 average exchange rates. ¹The Japanese licence fee costs £102 in terrestrial households or £175 to receive a larger number of channels via satellite. ²Refers to average TV viewing per head, per day.

Figure 3.2

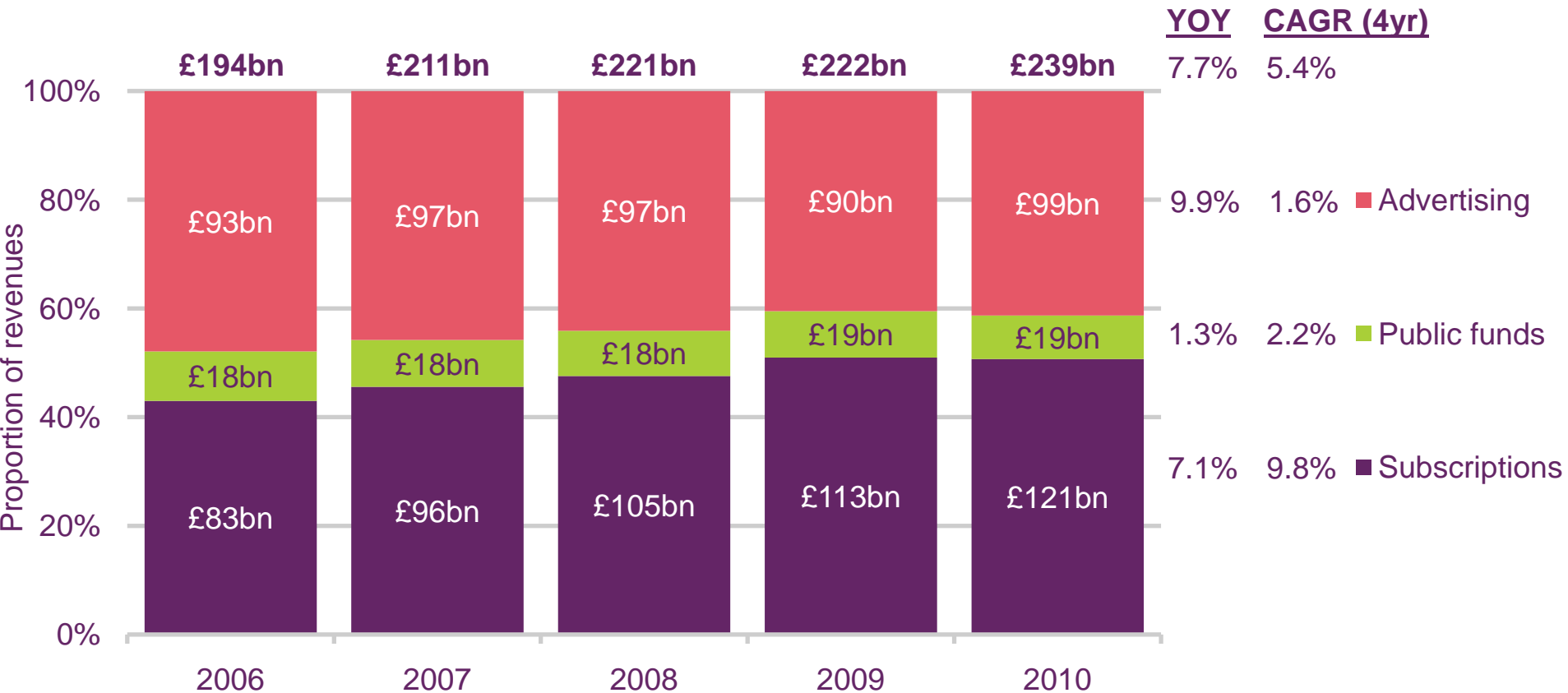
Global TV revenues



Source: Ofcom analysis based on data taken from PricewaterhouseCoopers Global Entertainment and Media Outlook 2011-2015 @ www.pwc.com/outlook. IDATE / industry data / Ofcom for US and UK revenues. Notes: Net TV advertising revenues for Russia have been calculated by discounting 15% of TV advertising spending to remove agency fees and production costs. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010.

Figure 3.3

TV industry revenues, by source



Source: Ofcom analysis based on data taken from PricewaterhouseCoopers Global Entertainment and Media Outlook 2011-2015 @ www.pwc.com/outlook. IDATE / industry data / Ofcom for US and UK revenues. Notes: Net TV advertising revenues for Russia have been calculated by discounting 15% of TV advertising spending to remove agency fees and production costs. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010.

Figure 3.4

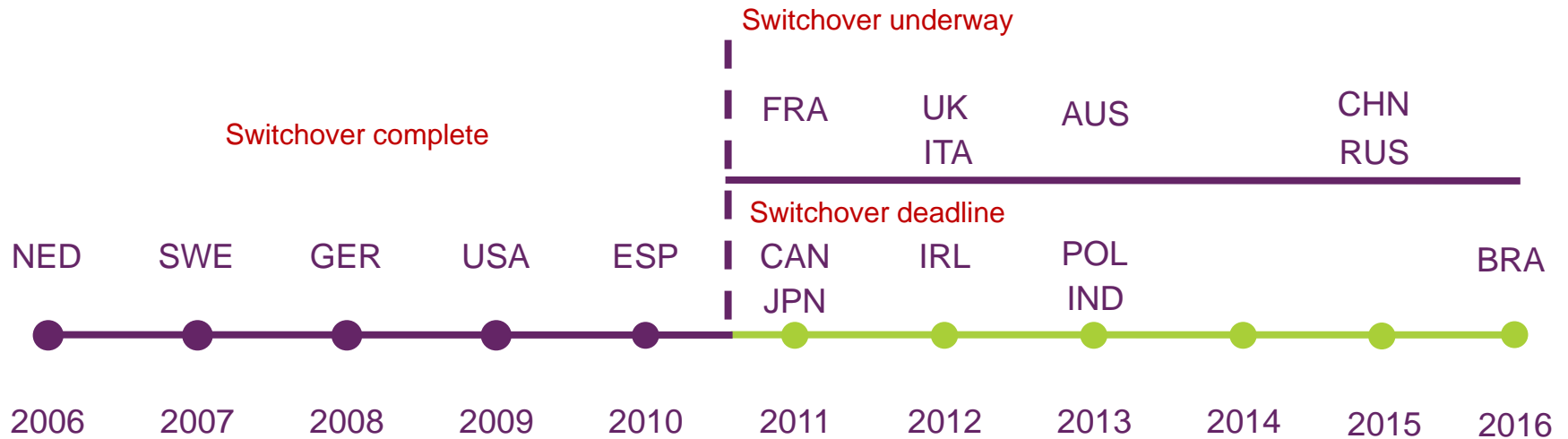
Take-up of digital and analogue television, 2010



Source: IDATE / industry data / Ofcom

Figure 3.5

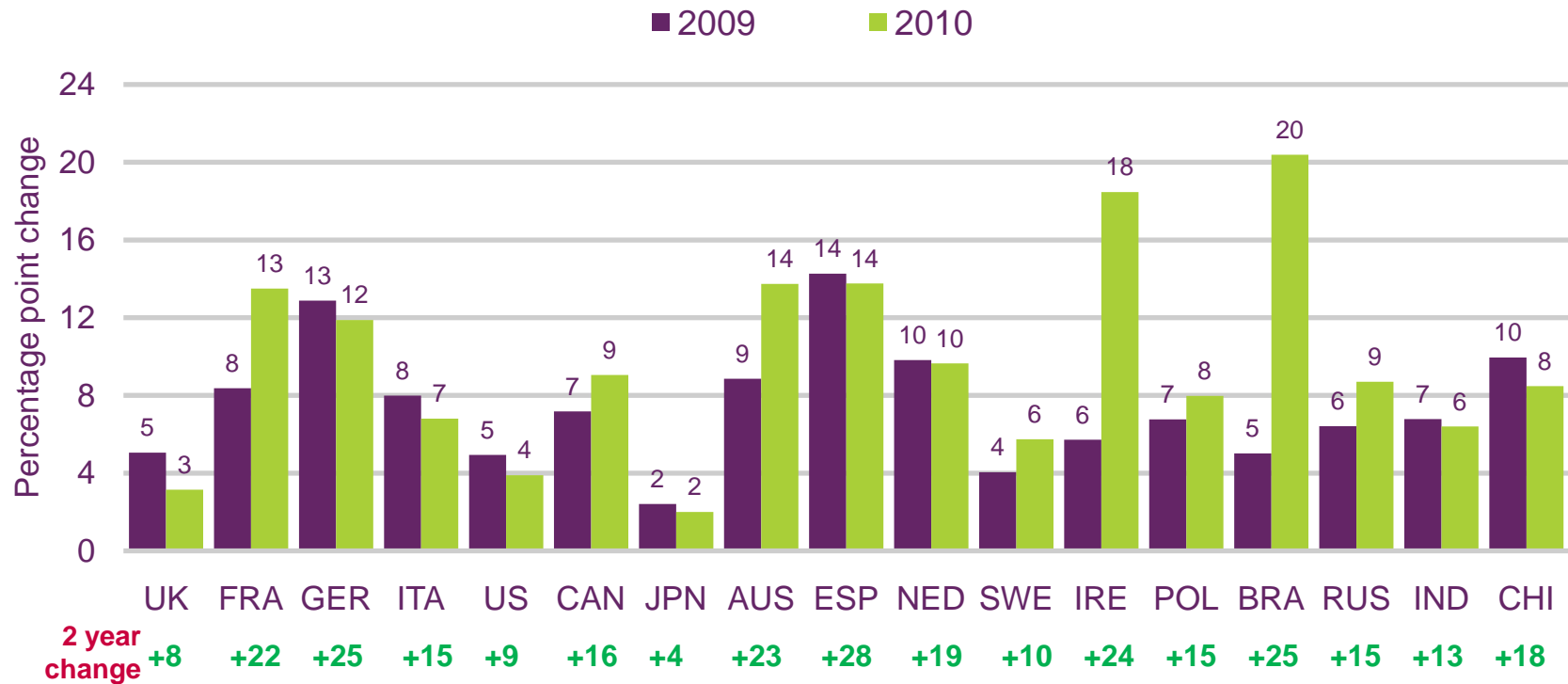
Timeline for digital switchover, by country and date



Source: IDATE / industry data / Ofcom

Figure 3.6

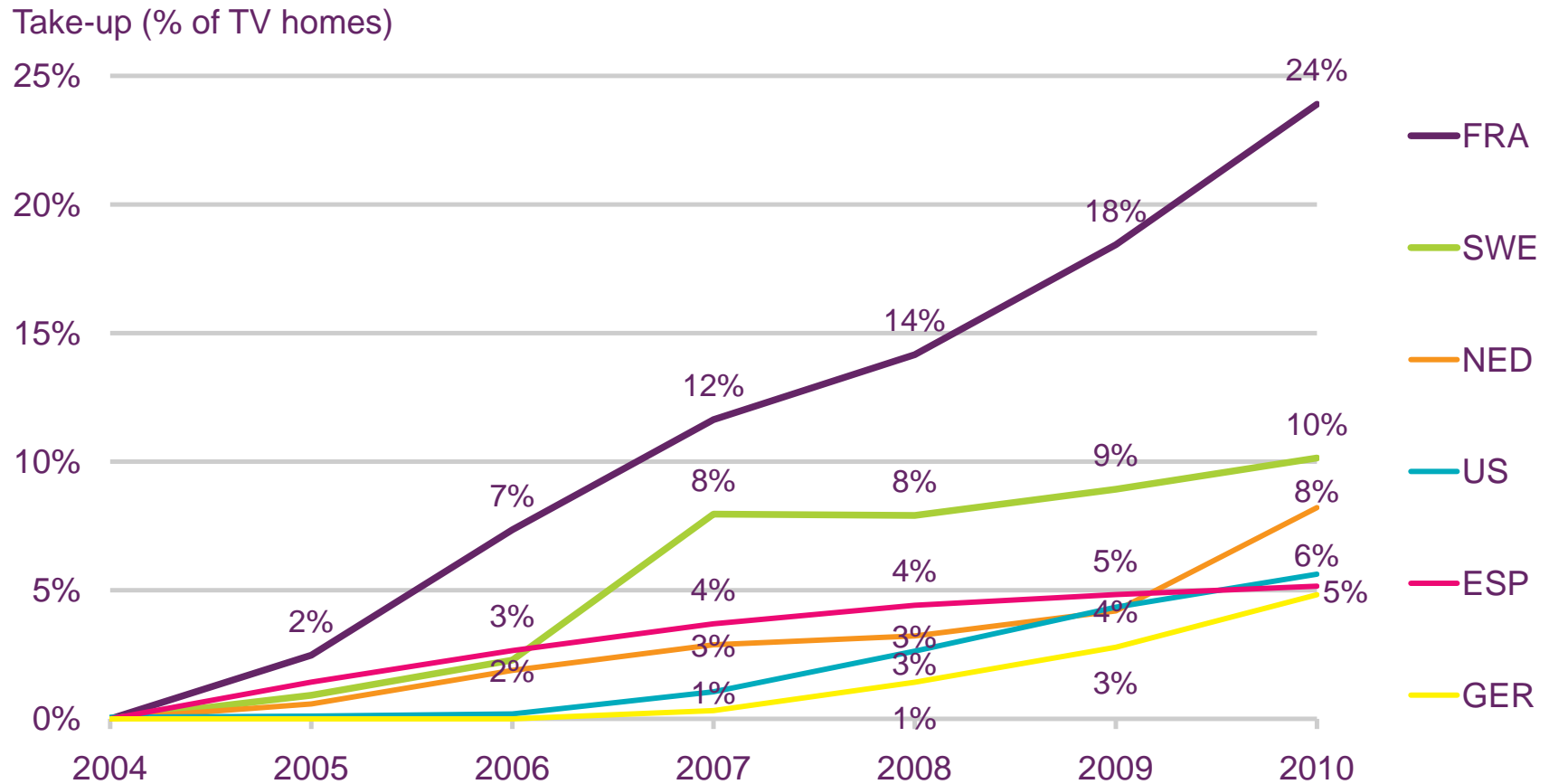
Percentage point change in the take-up of DTV, 2009 and 2010



Source: IDATE / industry data / Ofcom

Figure 3.7

IPTV take-up on main TV sets in countries where take-up exceeded 4% in 2010

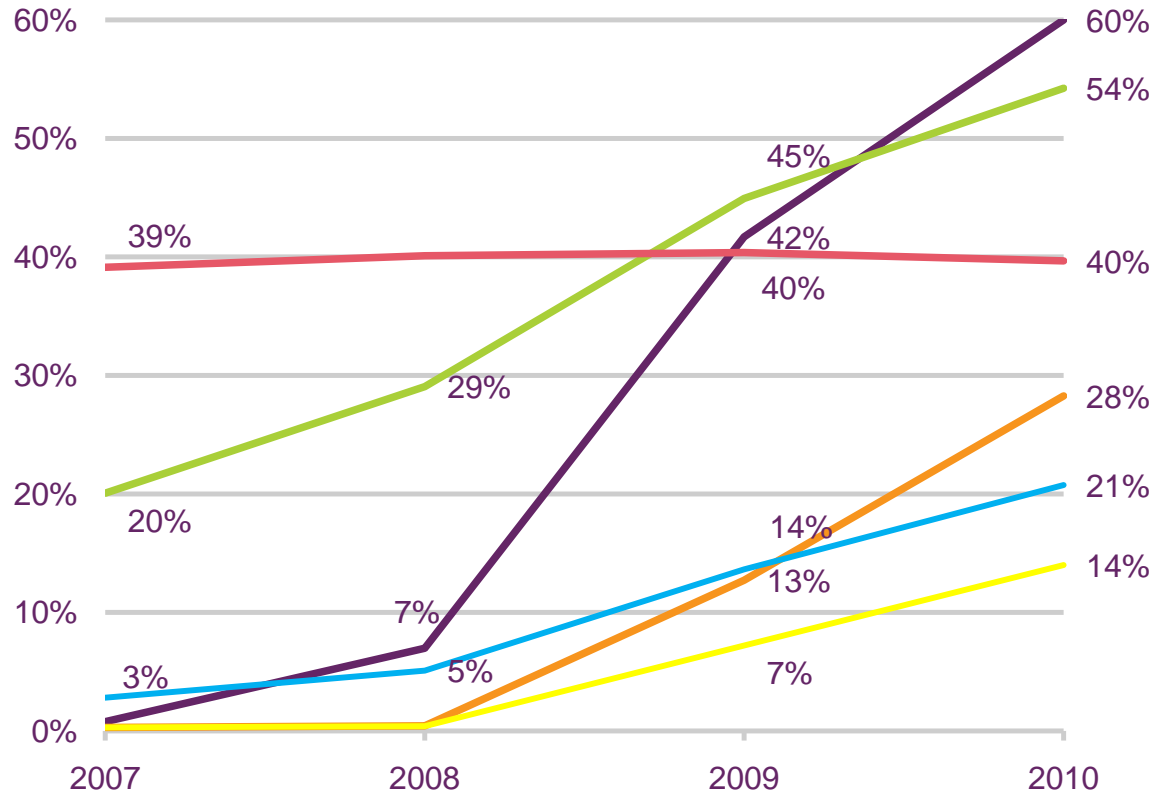


Source: IDATE / industry data / Ofcom. Notes: Only countries where IPTV take-up exceeded 4% of television homes in 2010 are shown in the chart.

Figure 3.8

Growth in the number of HD television homes

Take-up (% of TV homes)



Growth

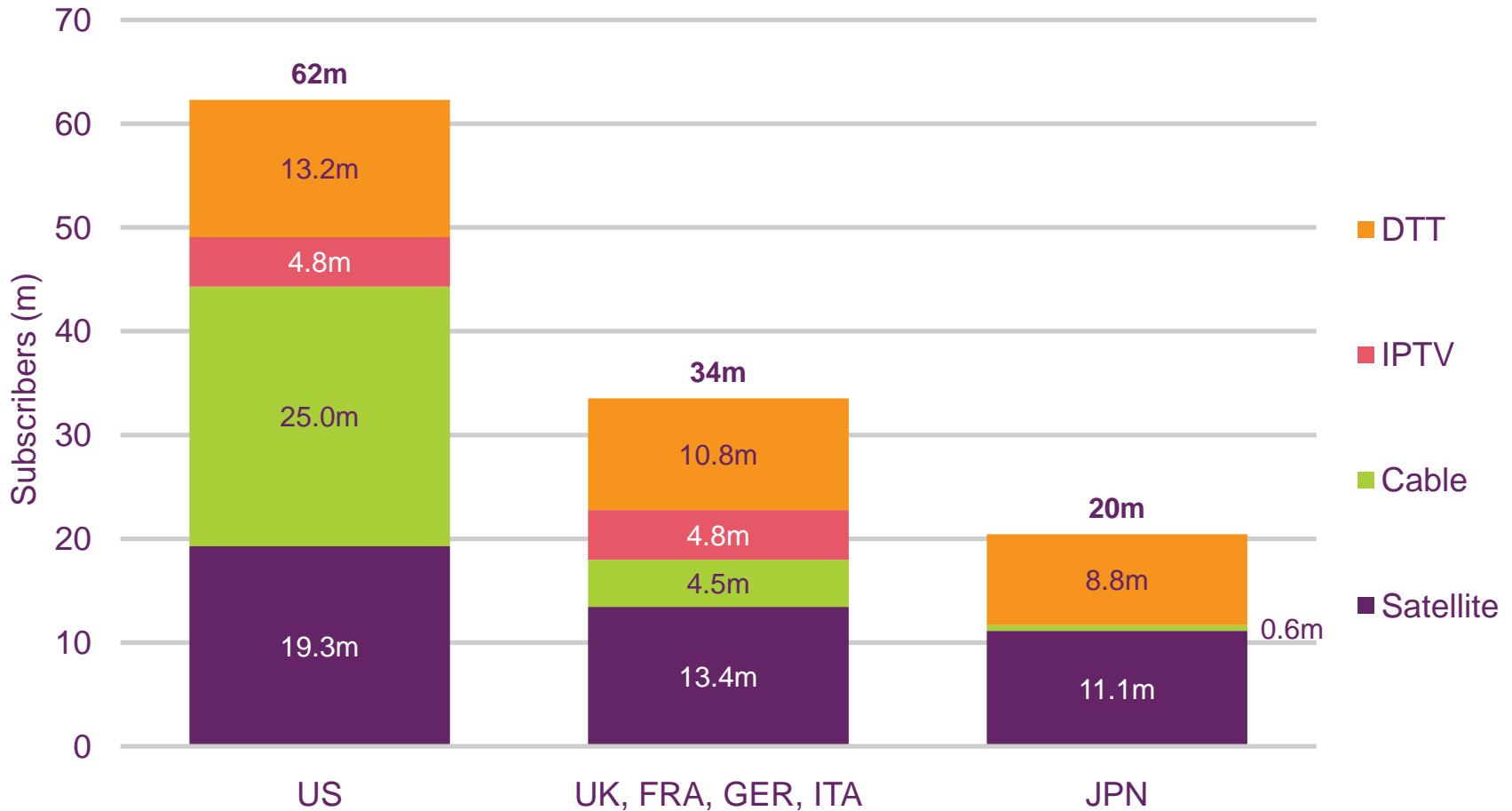
1 yr 3 CAGR

Country	1 yr	3 CAGR
FRA	44%	326%
US	21%	39%
JPN	-2%	0%
ITA	122%	358%
UK	52%	95%
GER	94%	264%

Source: IDATE / industry data / Ofcom.

Figure 3.9

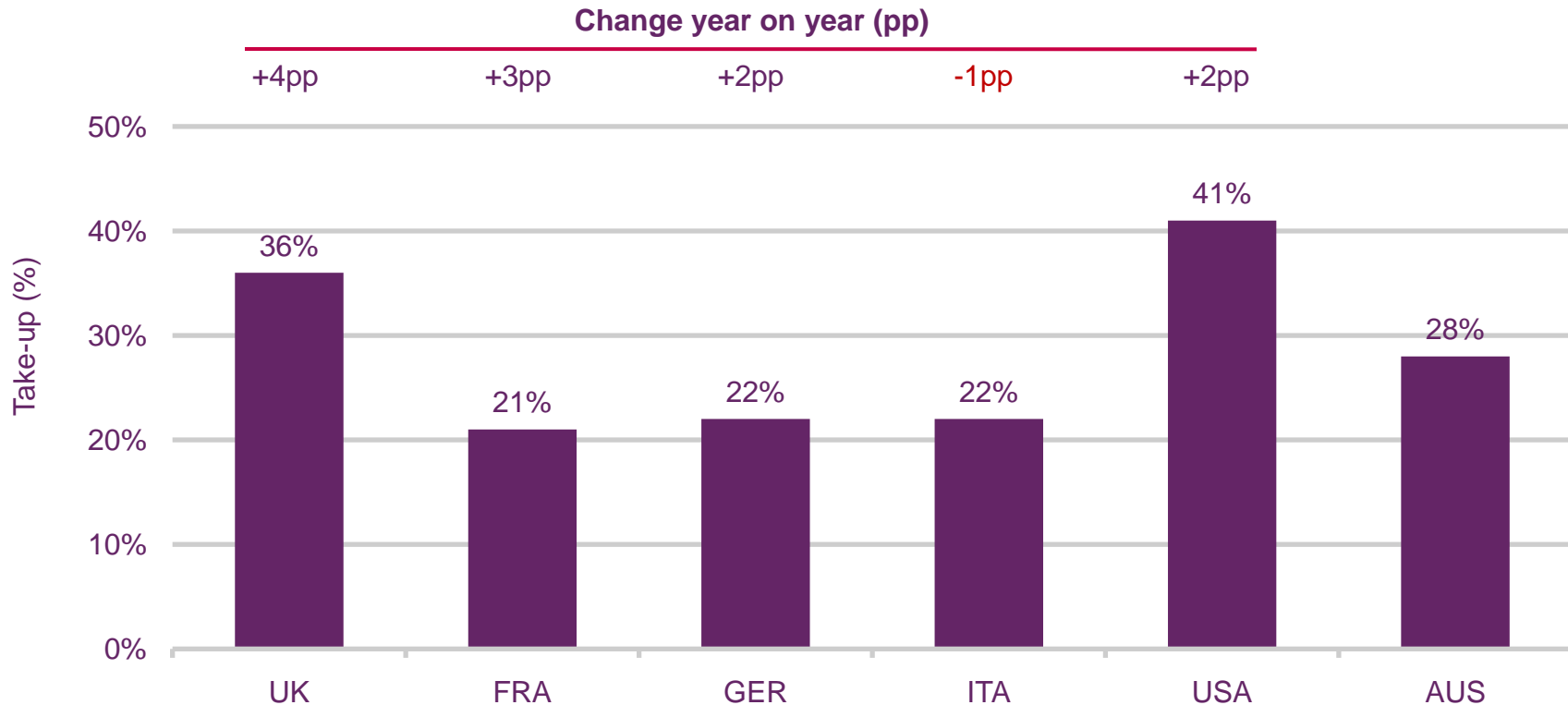
Number of HD homes, by platform and country, end 2010



Source: IDATE / industry data / Ofcom. Notes: Paying and FTA HD homes; no data available for IPTV take-up in Japan.

Figure 3.10

Claimed DVR take-up and year-on-year changes in take-up

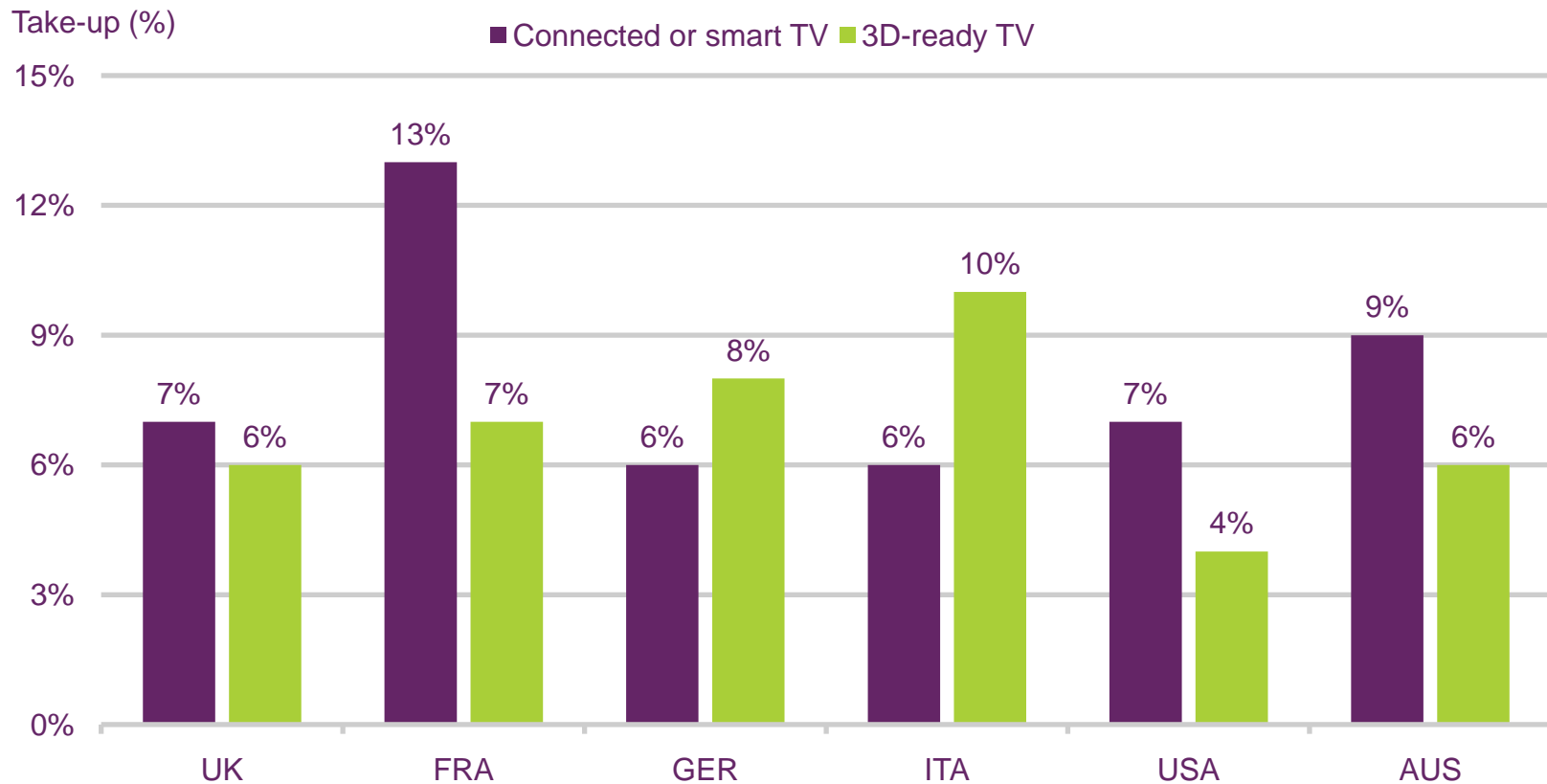


Source: Ofcom Consumer Research October 2011

Base: Total sample size: UK=1015, France=1014, Germany=1014, Italy=1045, US=1002, Japan=1015, Australia=1012. Q: Which of the following devices do you own and personally use?

Figure 3.11

Claimed take-up of connected televisions and 3D-ready TVs

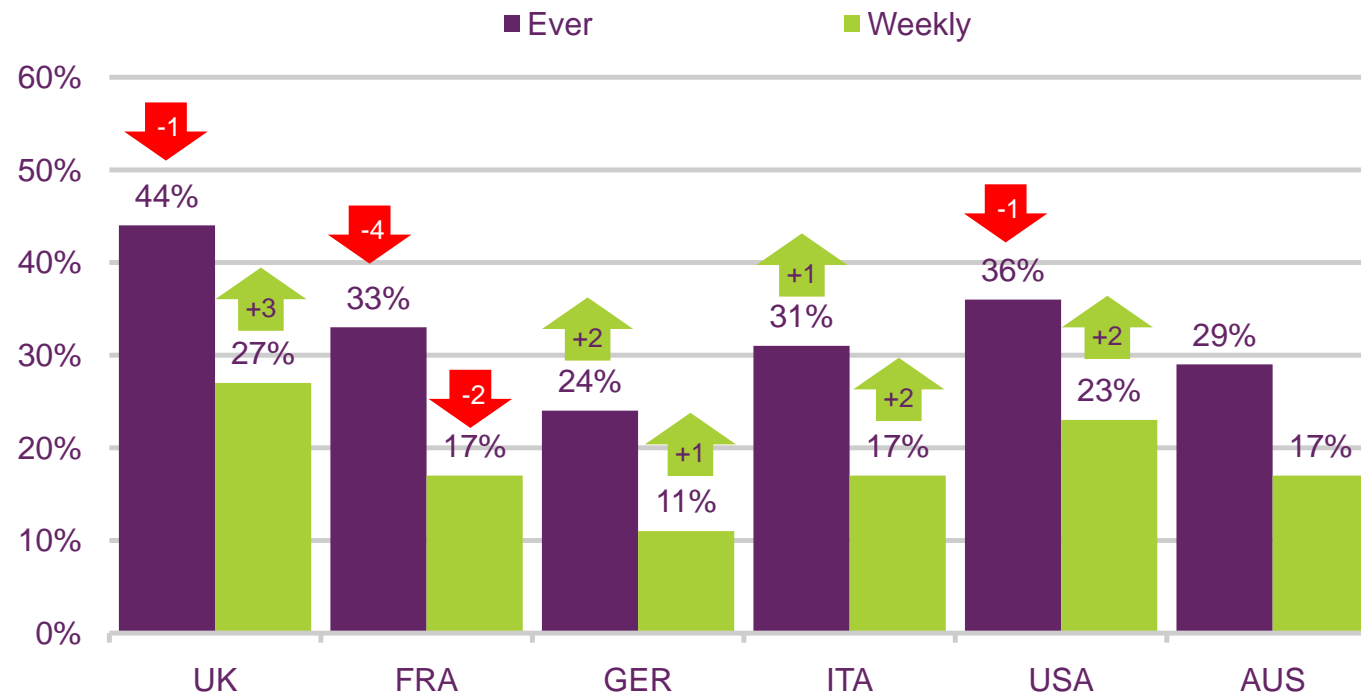


Source: Ofcom Consumer Research October 2011. Base: Total sample size: UK=1015, France=1014, Germany=1014, Italy=1045, US=1002, Japan=1015, Australia=1012. Q: Which of the following devices do you own and personally use?

Figure 3.12

Accessing TV content over the internet

Proportion of respondents that access online TV (%)



Source: Ofcom Consumer Research October 2011

Base: Total sample size: UK=1015, France=1014, Germany=1014, Italy=1045, US=1002, Australia=1012

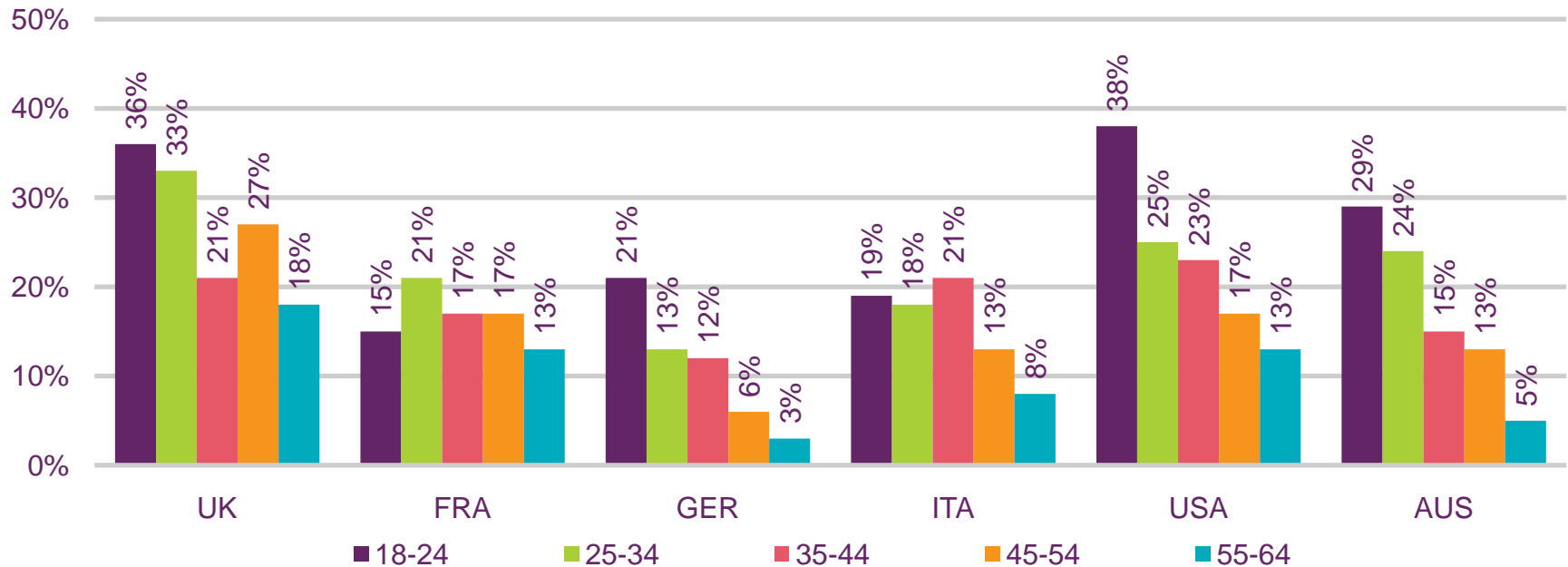
Q. Which of the following activities do you use your home internet connection for?

Note: Australia not included in 2010 research

Figure 3.13

Accessing TV content over the internet, by age

Proportion of respondents accessing online TV weekly(%)



Source: Ofcom Consumer Research October 2011.

Base: UK=1015, France=1014, Germany=1014, Italy=1045, US=1002, Australia=1012

Q: Which, if any, of the following activities do you use your home internet connection for?

3. TV and Audio Visual Industries

Figure 3.14

TV industry revenues among comparator countries



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. Revenues include advertising, subscriptions and sources of public funding only. Europe includes the European countries in this analysis – UK, France, Germany, Italy, Spain, Netherlands, Sweden, Republic of Ireland and Poland. BRIC is Brazil, Russia, India and China.

Figure 3.15

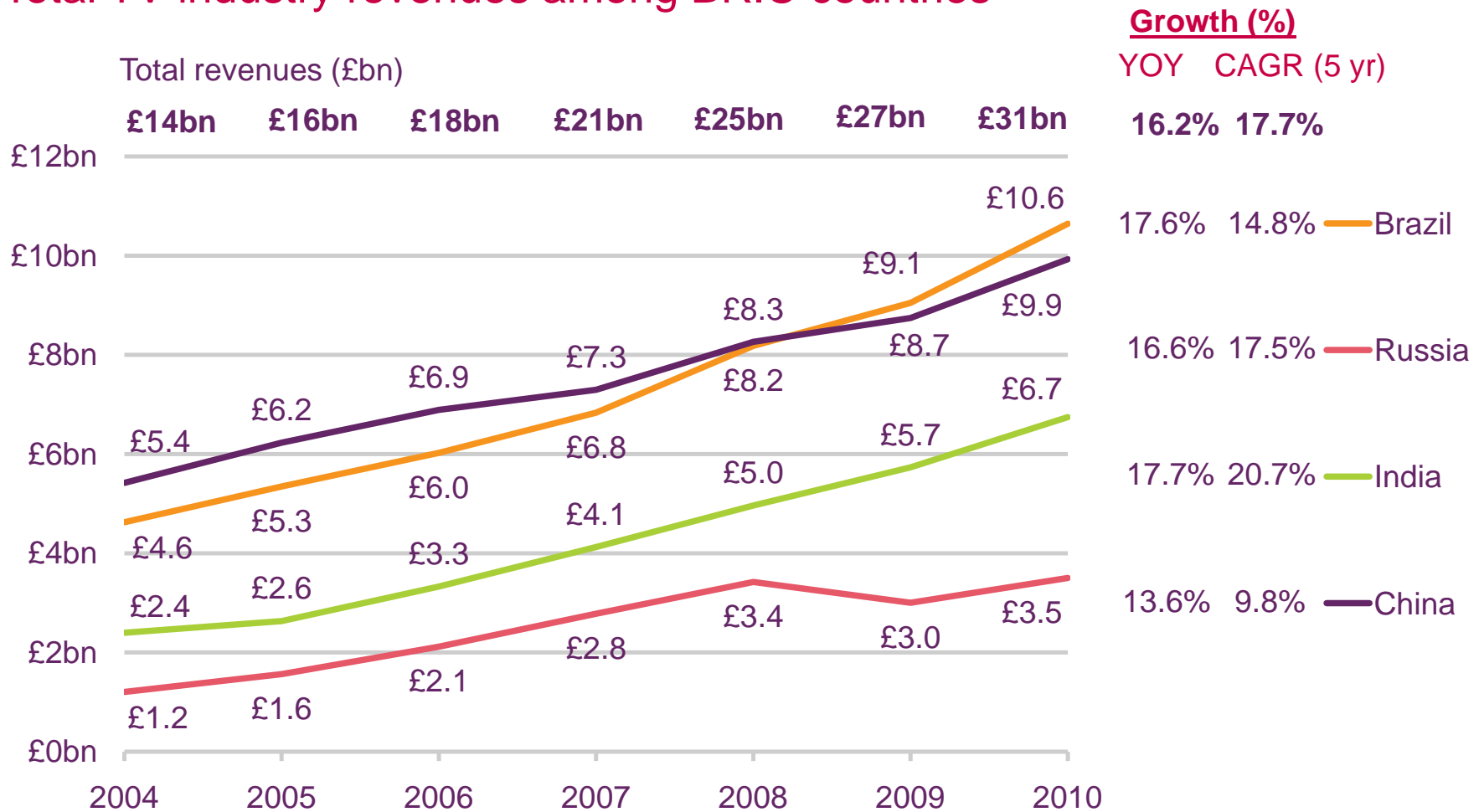
TV industry revenue among European countries and Canada



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. Revenues include advertising, subscriptions and sources of public funding only. Europe includes the European countries in this analysis – UK, France, Germany, Italy, Spain, Netherlands, Sweden, Republic of Ireland and Poland.

Figure 3.16

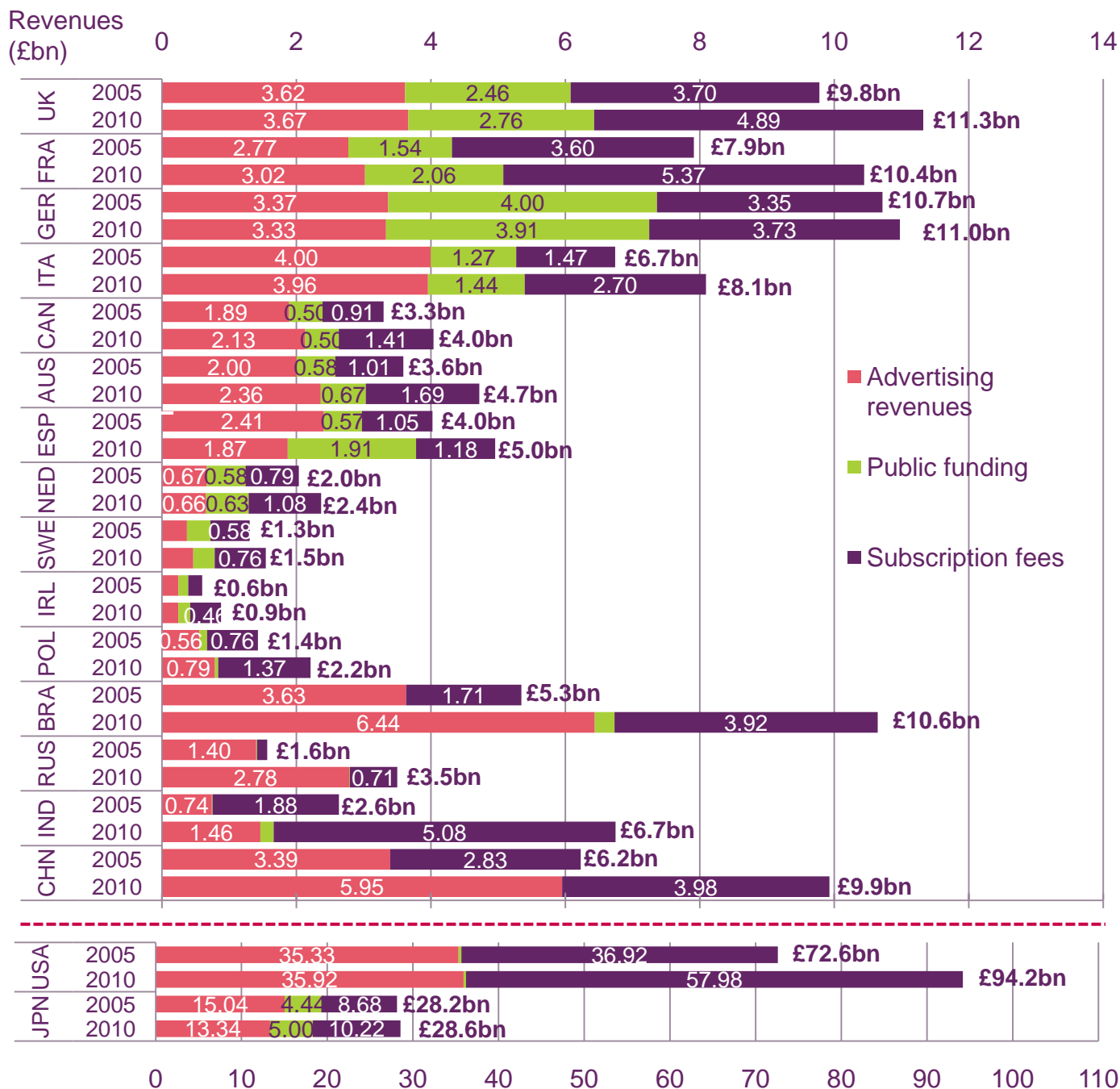
Total TV industry revenues among BRIC countries



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. Revenues include advertising, subscriptions and sources of public funding only. BRIC is Brazil, Russia, India and China.

Figure 3.17

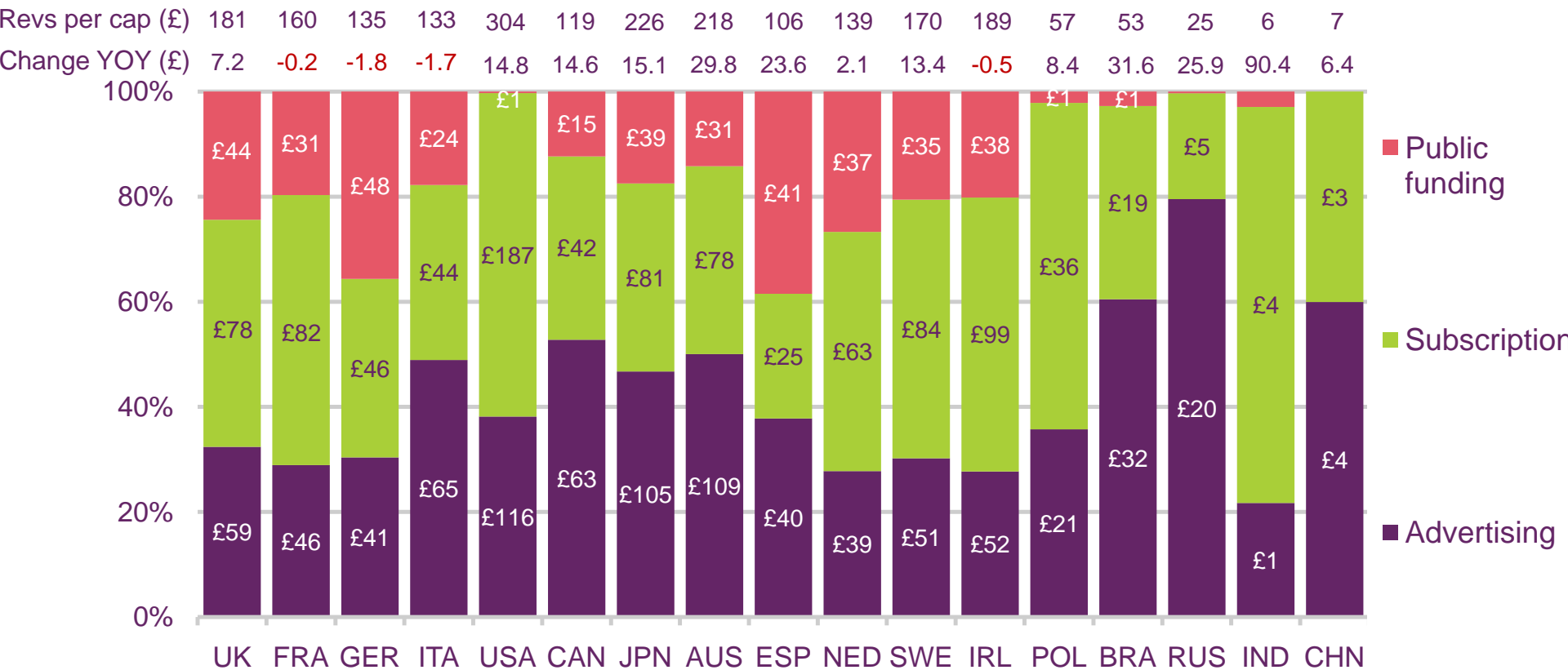
TV revenues among comparator countries by source, 2005 and 2010



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. Revenues include advertising, subscriptions and sources of public funding only. Different scale used for USA and Japan due to larger size.

Figure 3.18

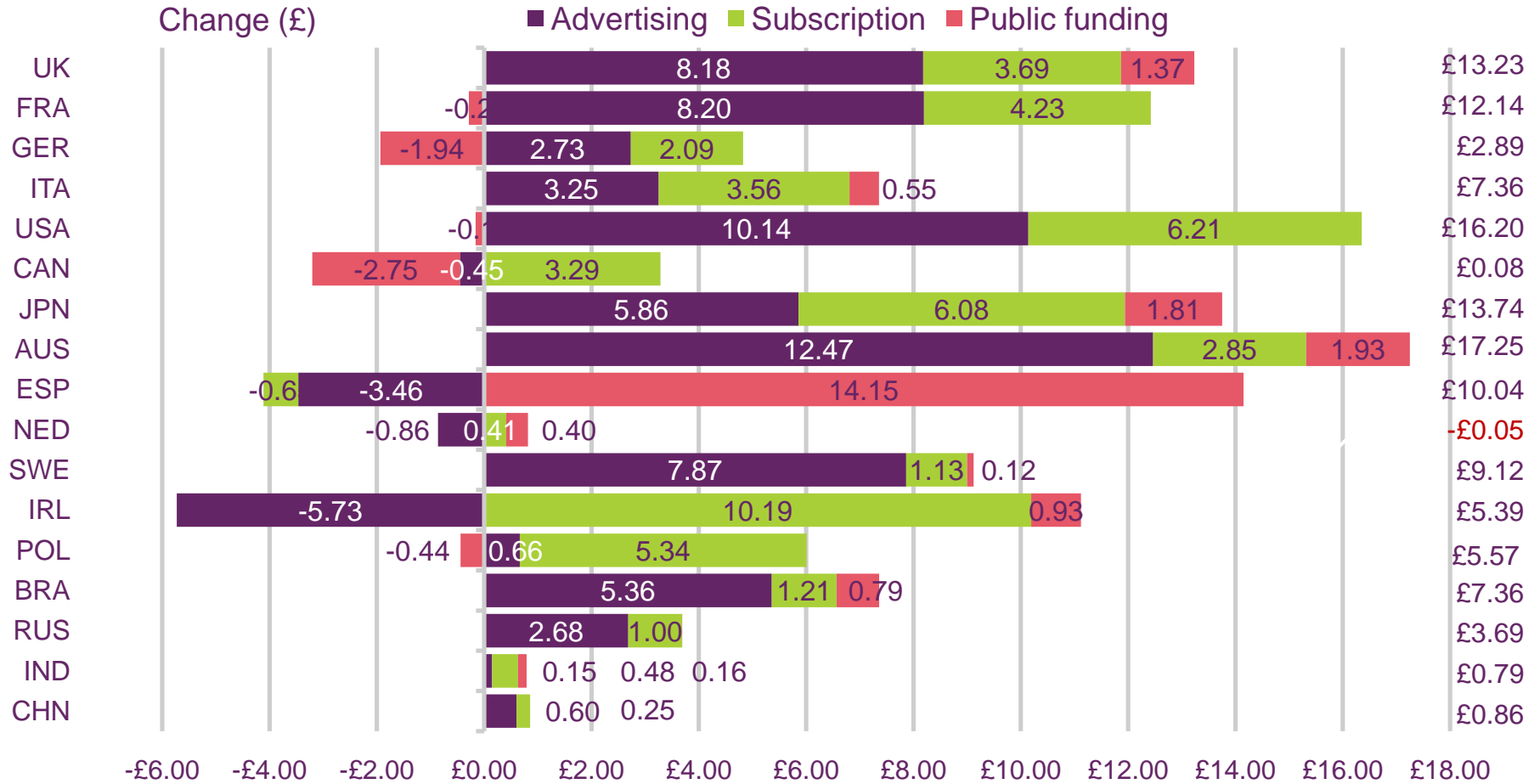
TV revenue per head, by source, 2010



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. Revenues include advertising, subscriptions and sources of public funding only; figures inside the bars represent industry revenue per head by source.

Figure 3.19

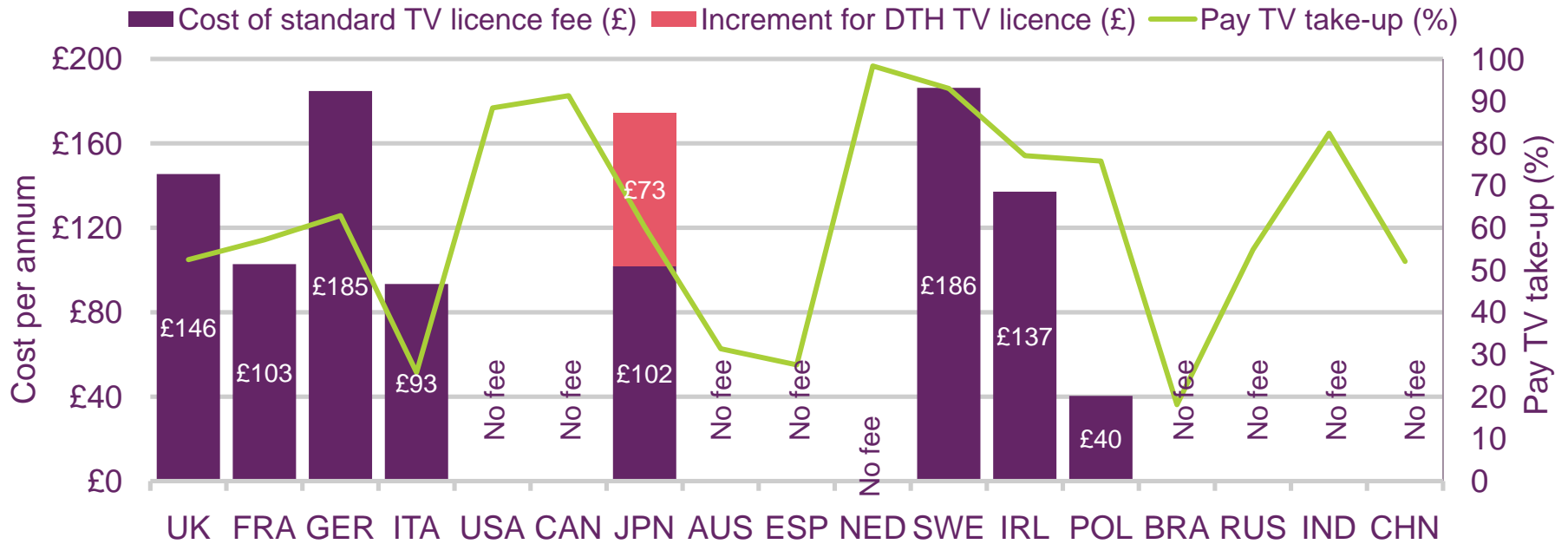
Changes in components of TV revenues per head: 2009 to 2010



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. Revenues include advertising, subscriptions and sources of public funding only; the bars represent changes in industry revenue per head, by source.

Figure 3.20

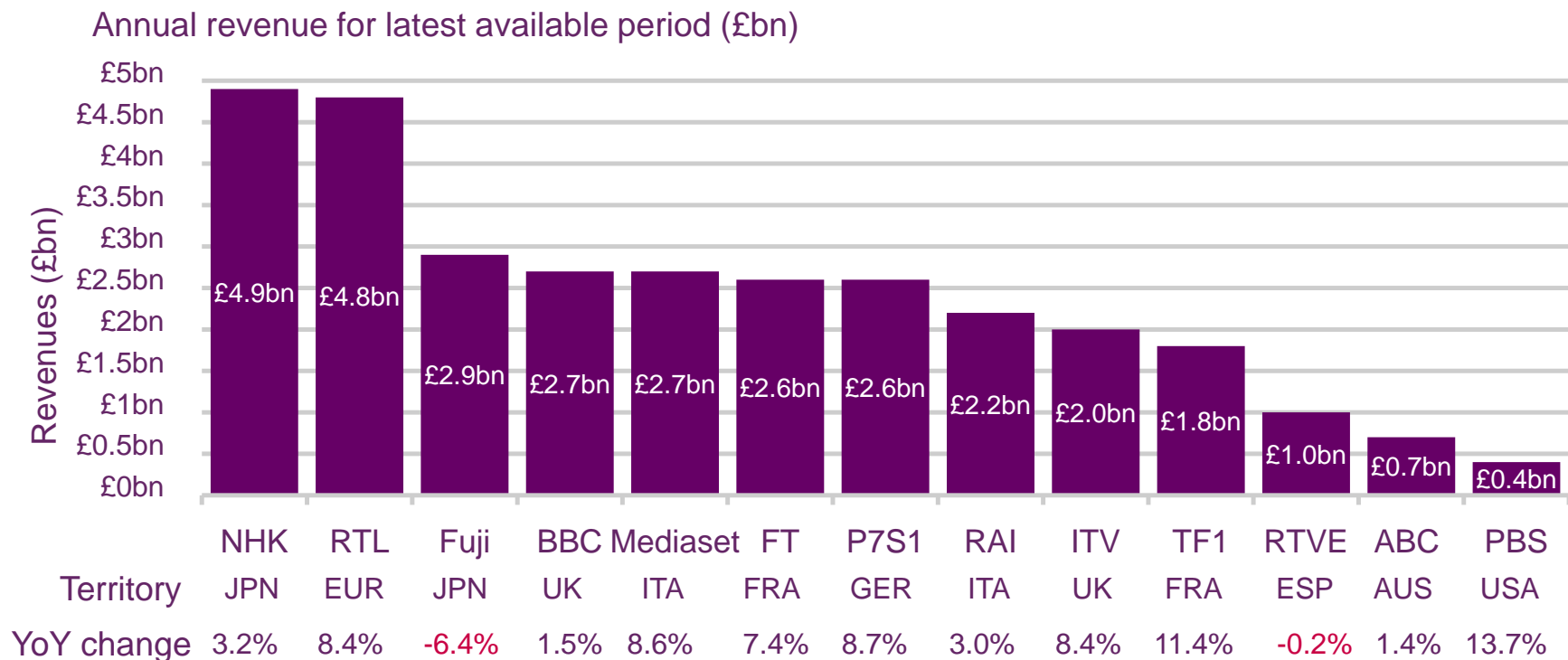
Cost of a TV licence fee



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010; Prices as of end 2010. Note: The Japanese licence fee costs £102 in terrestrial households or £175 (rounded) to receive a larger number of channels via satellite

Figure 3.21

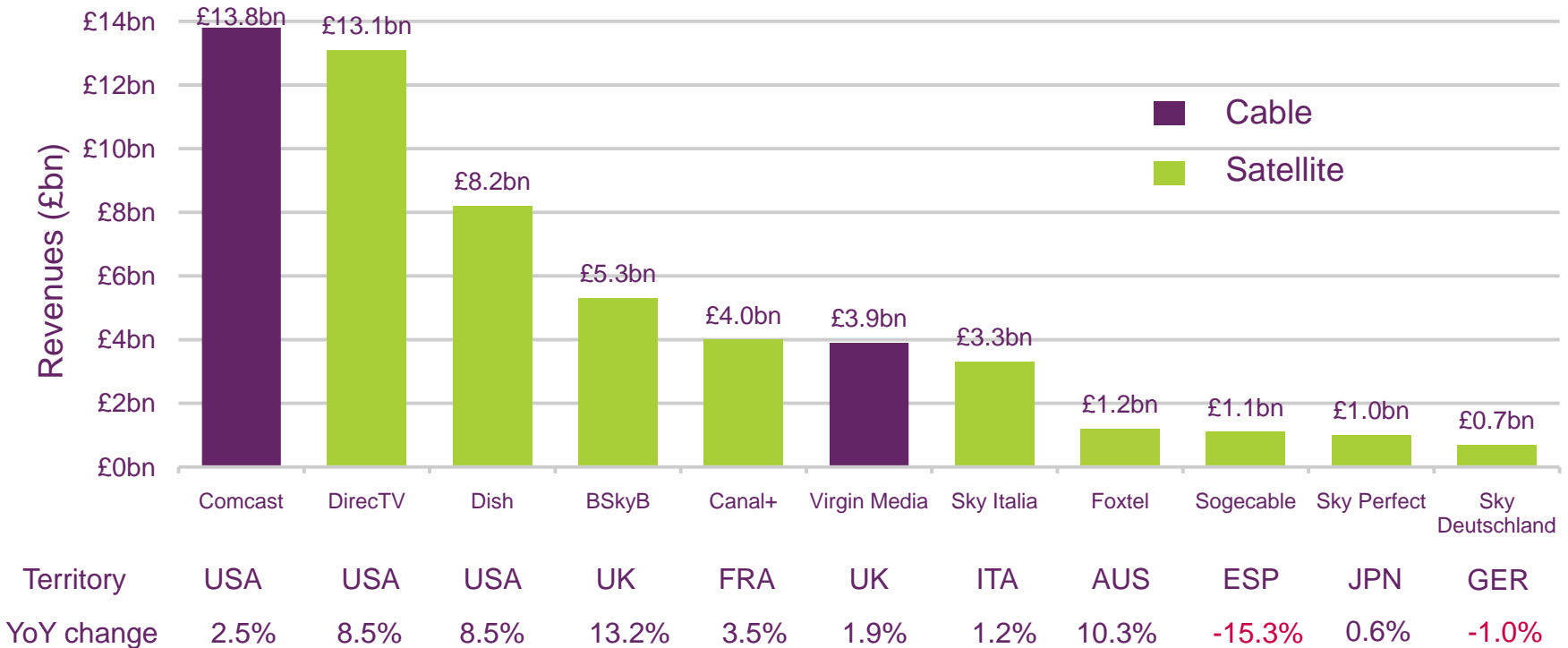
Latest reported revenues from selected free-to-view TV operators, 2010



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010; Comparisons should be regarded as indicative only due to the possibility of differences in financial reporting between broadcasters. From 2009, RTL figure includes its key European markets; Mediaset includes Italian business and from 2005 FTA and pay TV (year ending Dec 31) BBC represents its income allocated to TV; RAI figures include licence fee (split between radio and TV unknown), TV advertising and sponsorship; ProSieben, group revenues (years ended Dec 31); France Televisions is licence fee and advertising; TF1 includes French channels (years ended Dec 31); PBS and the ABC are total revenue to year ending June 30; Fuji TV is broadcasting and production, year ending March 31; RTVE is advertising and public funding (as of year ending Dec 31) .

Figure 3.22

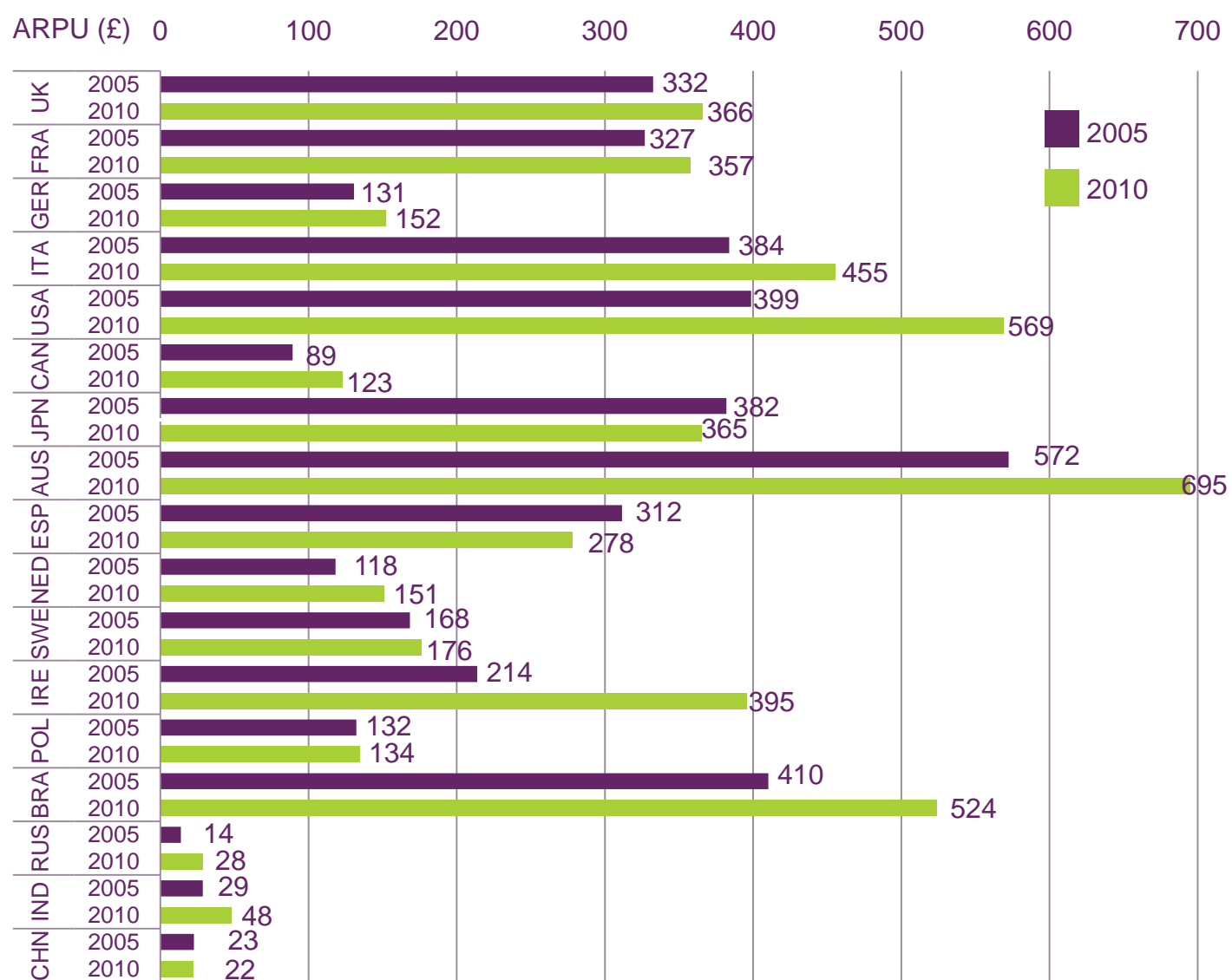
Latest reported revenues from selected pay-TV operators, 2010



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010; where possible we have reported revenues related to the TV services only (including advertising). Comcast includes video and advertising revenues; Time Warner Cable includes video and advertising revenues; BSkyB include retail, wholesale and advertising revenues; KDG includes cable access and TV/radio revenues; Virgin Media includes consumer and content revenues; Sky Italia revenue based on IDATE's estimate from News Corporation's annual report; Canal+ represents Canal Plus Group pay-TV revenues; Sogecable's platform is Digital Plus.

Figure 3.23

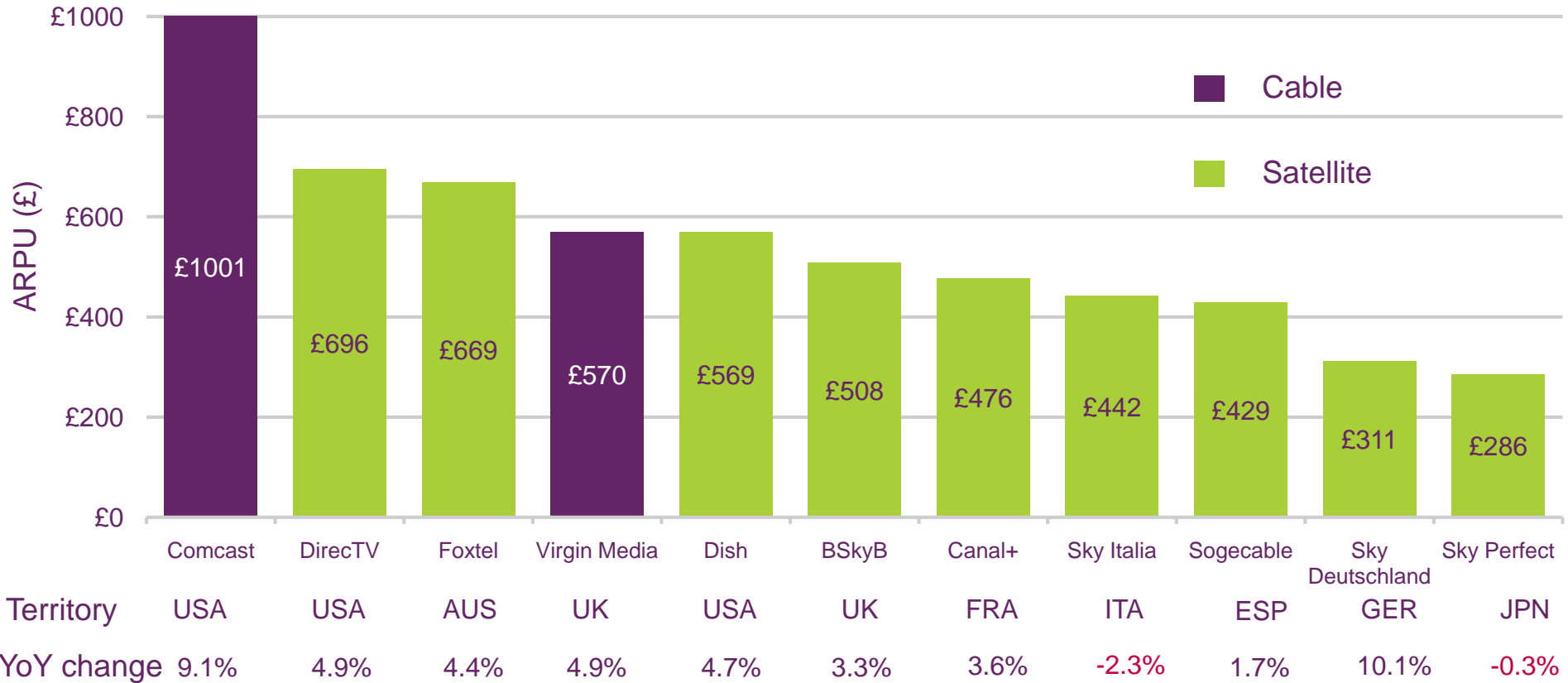
Pay-TV ARPU, 2005-2010



Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. ARPU is average revenue per user, representing the average revenue generated per pay TV subscriber.

Figure 3.24

Latest reported ARPU for selected pay-TV operators, end 2010

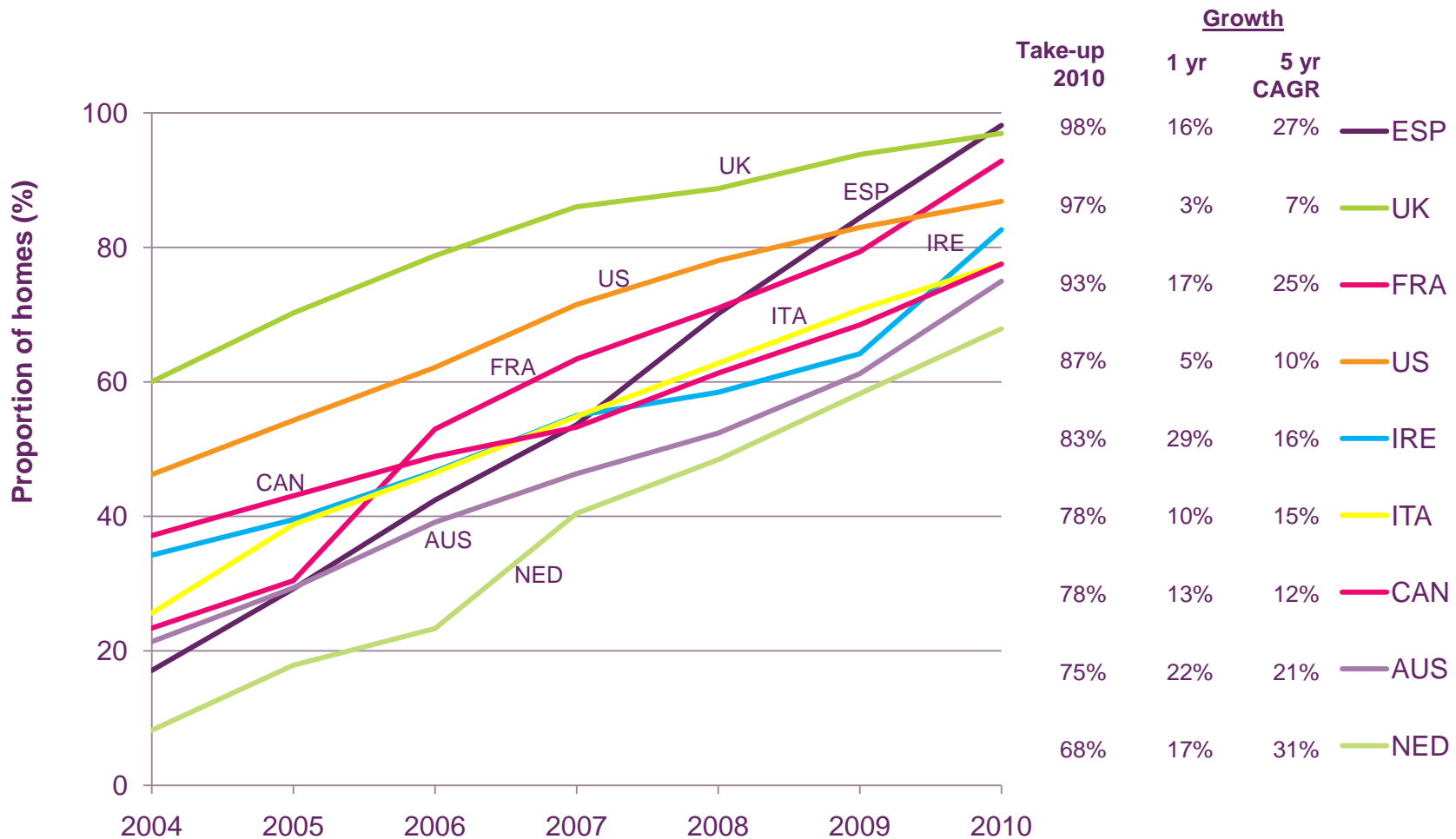


Source: IDATE / industry data / Ofcom. Notes: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010; latest available company reports; ARPU is average revenue per user; figures are indicative only as definitions of ARPU may differ and some operators include telecommunications revenue in annual ARPU. Platform represents main distribution method.

3. The TV and audio-visual consumer

Figure 3.25

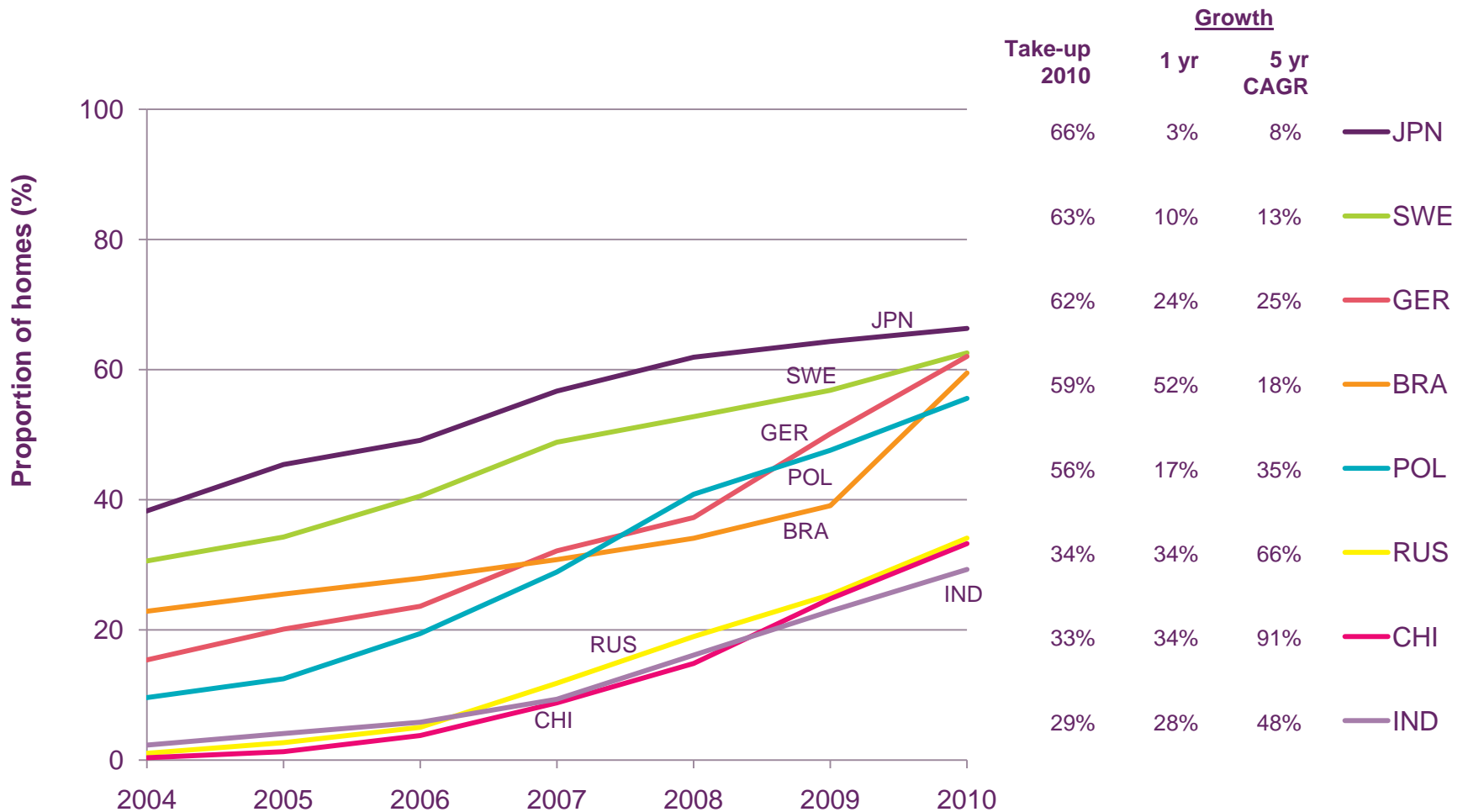
Take-up of digital television – top nine comparator countries



Source: IDATE / industry data / Ofcom

Figure 3.26

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

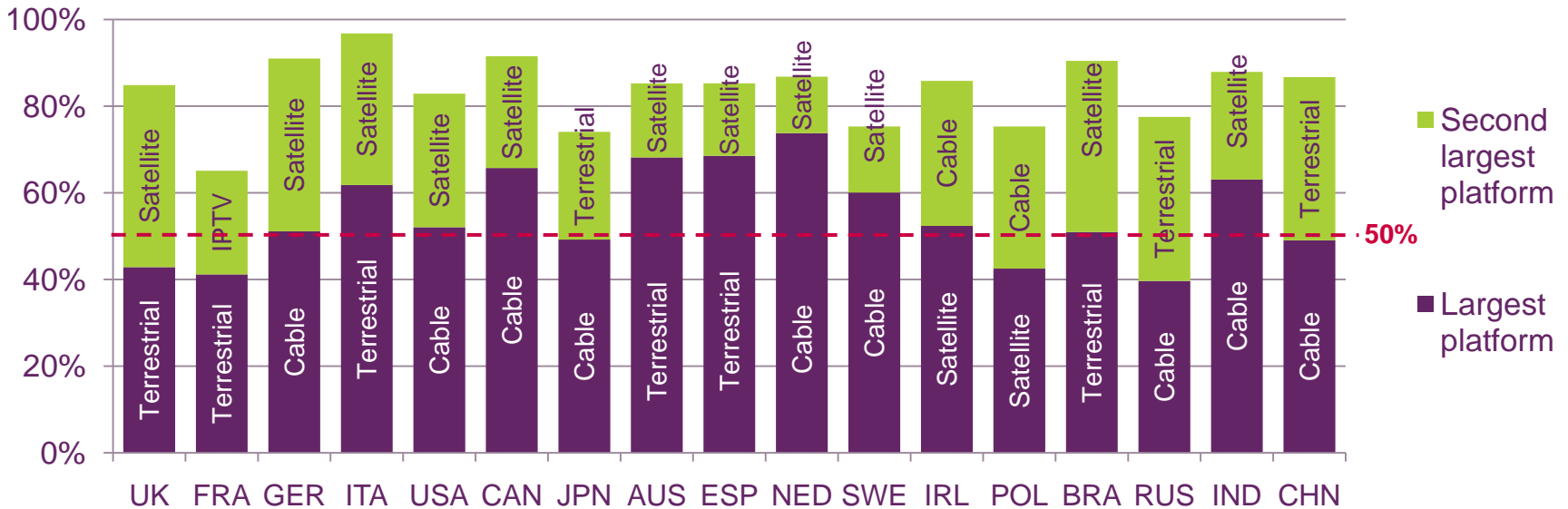


Source: IDATE / industry data / Ofcom

Figure 3.27

The two most popular DTV platforms, by country, 2010

Proportion of TV households (%)

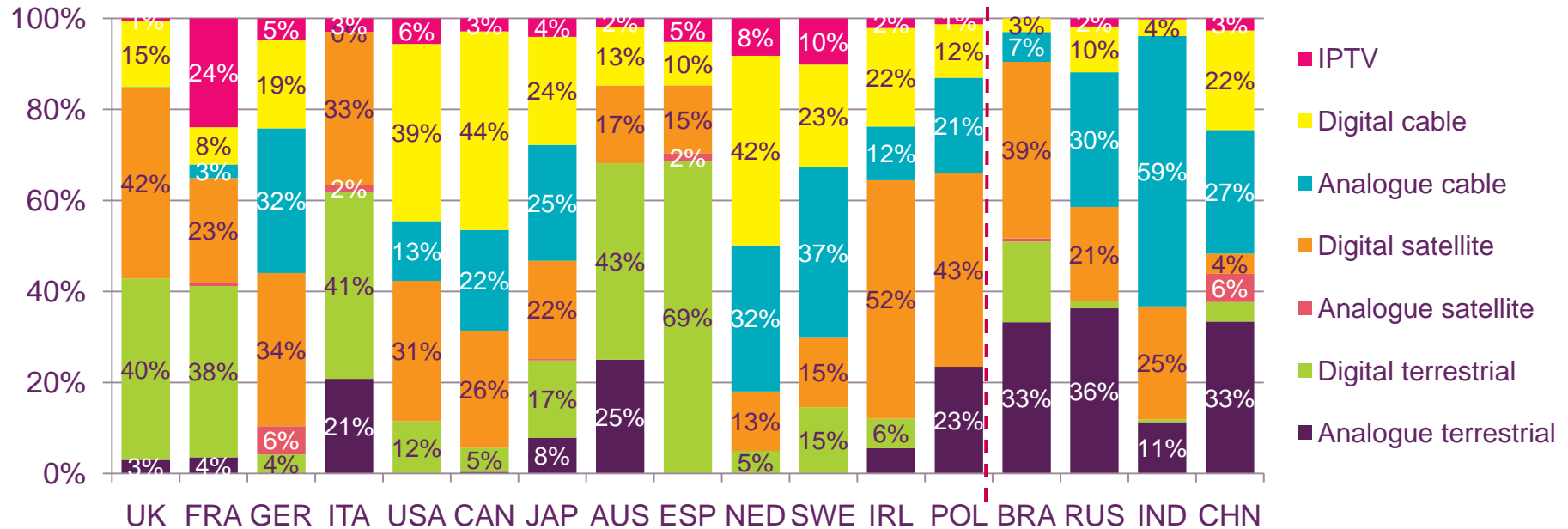


Source: IDATE / industry data / Ofcom

Figure 3.28

Take-up of DTV, by platform and country: 2010

Proportion of TV homes (%)



Source: IDATE / industry data / Ofcom

Figure 3.29

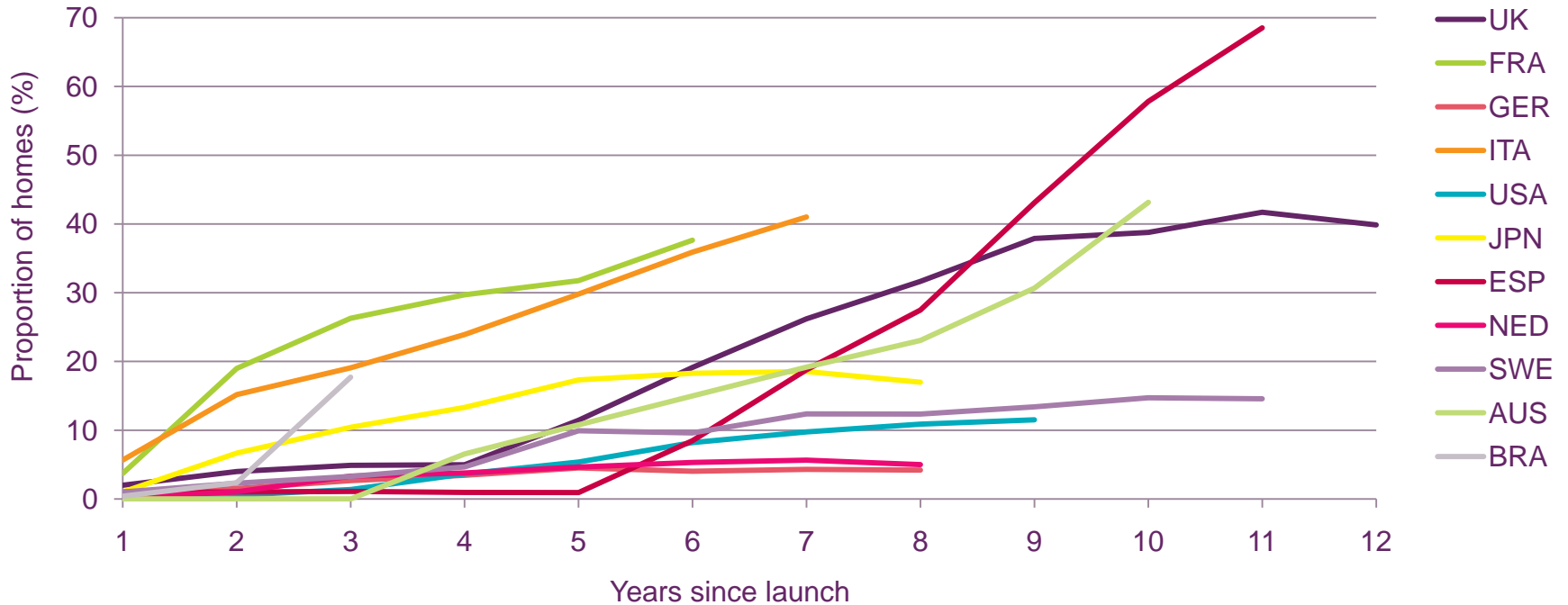
Changes in platform take-up (pp) by country and technical platform

	UK	FRA	GER	ITA	US	CAN	JPN	AUS	ESP	NED	SWE	IRE	POL	BRA	RUS	IND	CHI	Av	Av Eur	Av BRIC	Av NA
Digital terrestrial	-2	6	0	5	1	1	-2	12	11	-1	0	6	0	15	1	1	1	3	3	5	1
Digital satellite	4	1	6	1	0	0	-2	0	0	-1	0	8	2	5	5	5	1	2	2	4	0
Digital cable	0	1	4	0	2	7	3	0	2	7	5	3	6	0	2	1	5	3	3	2	4
IPTV	0	5	2	0	1	0	2	1	0	4	1	1	0	0	1	0	1	1	2	1	1
Total digital	3	13	12	7	4	9	2	14	14	10	6	18	8	20	9	6	8	10	10	11	6
Analogue terrestrial	-3	-11	0	-6	0	-2	0	-14	-12	0	0	-15	-2	-20	-8	-4	-6	-6	-5	-10	-1
Analogue satellite	0	-1	-3	-1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	-1	0	0
Analogue cable	0	-1	-9	0	-4	-7	-1	0	-2	-10	-6	-4	-6	0	0	-2	-2	-3	-4	-1	-5
Total analogue	-3	-13	-12	-7	-4	-9	-2	-14	-14	-10	-6	-18	-8	-20	-9	-6	-8	-10	-10	-11	-6

Source: IDATE / industry data / Ofcom

Figure 3.30

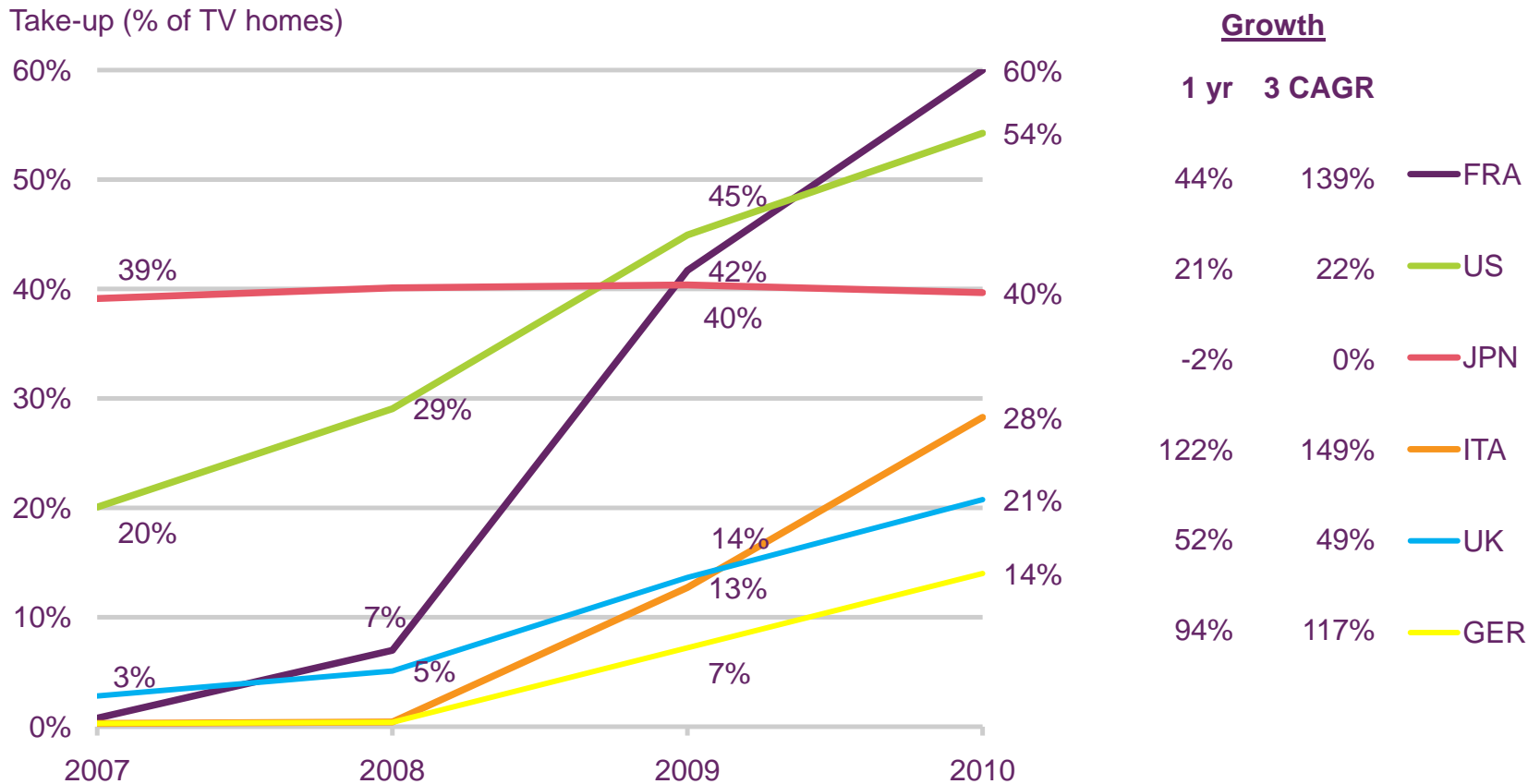
Proportion of main sets connected to DTT since platform launch



Source: IDATE / industry data / Ofcom

Figure 3.31

Number of HDTV homes, by platform and country, end 2010



Source: IDATE / industry data / Ofcom.

Figure 3.32

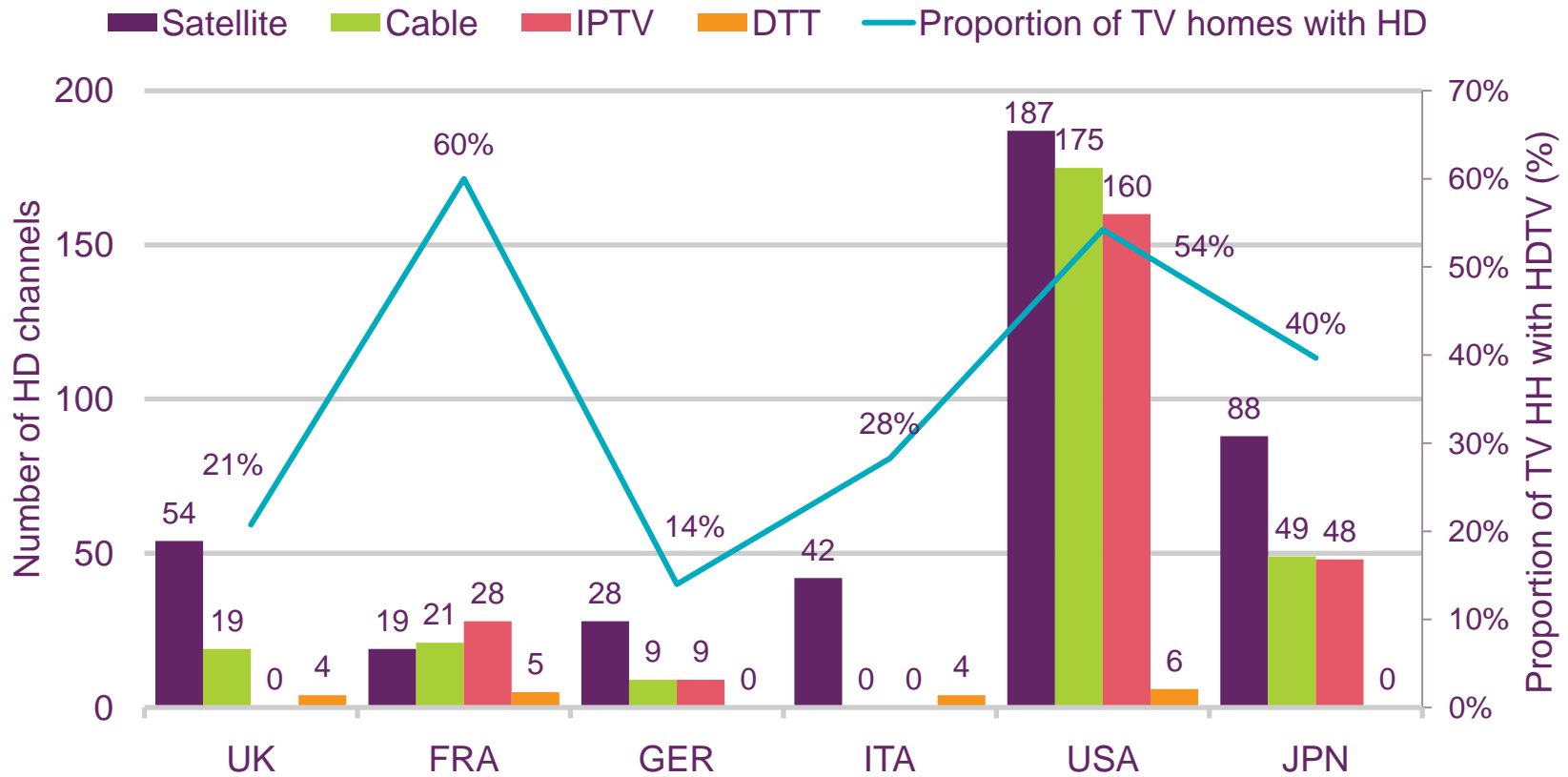
Percentage point change in the take-up of HD decoders connected to main sets

	UK	FRA	GER	ITA	US	JPN
Satellite	3.1	2.8	3.0	7.5	4.0	0.9
DTT	1.7	5.9	0.0	8.2	0.7	-1.4
Cable	2.4	1.2	2.9	0.0	2.8	0.1
IPTV	0.0	8.6	0.9	0.0	2.0	0.0
Net increase	7.2	18.5	6.8	15.7	9.5	-0.3

Source: IDATE / industry data / Ofcom. Notes: Paying and FTA HD homes; no data available for IPTV in Japan

Figure 3.33

Number of HDTV channels and HD penetration, end 2010



Source: IDATE / industry data / Ofcom.

Figure 3.34

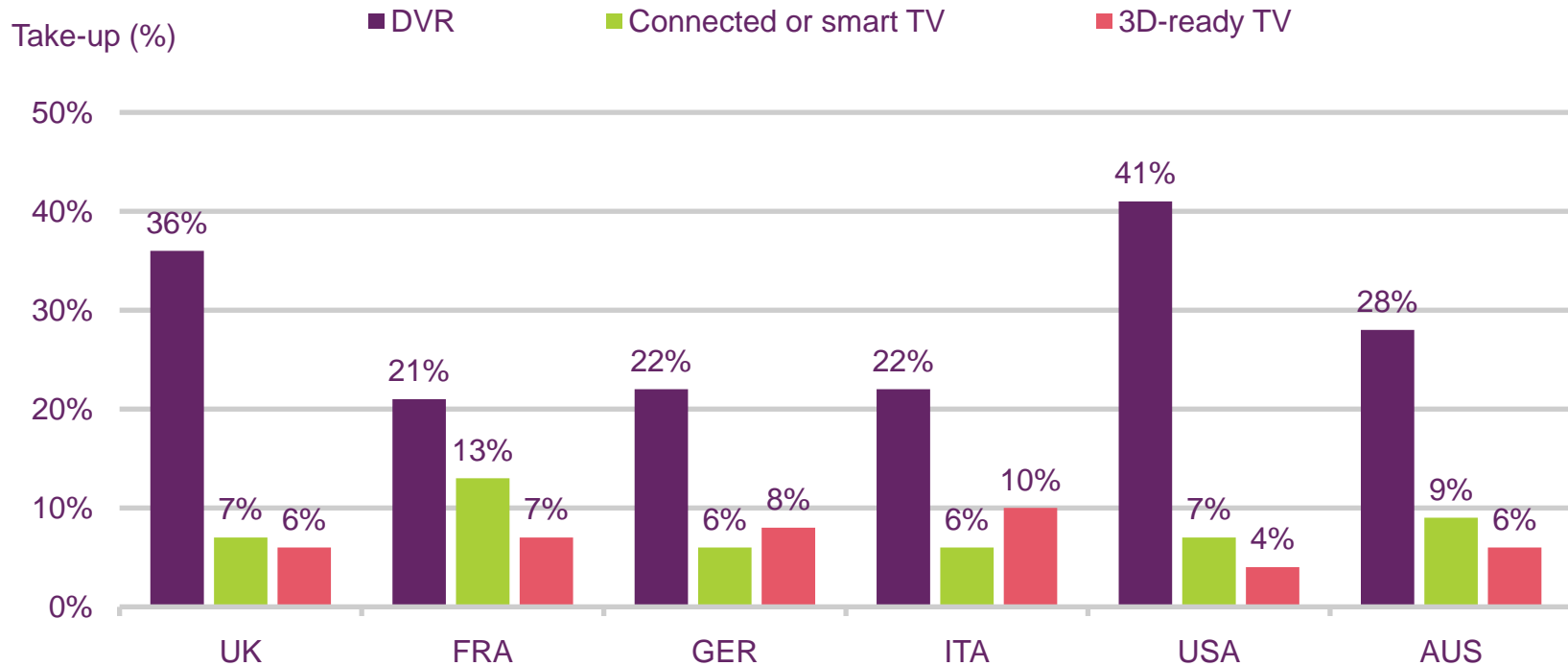
Increase in the number of HD channels available, by platform, 2009 - 2010

	UK	FRA	GER	ITA	USA	JPN
Satellite	17	3	21	12	37	30
Cable	10	5	2	0	45	17
IPTV	0	10	4	0	42	17
DTT	0	0	0	1	0	0

Source: IDATE / industry data / Ofcom.

Figure 3.35

Take-up of digital video recorders, connected TVs and 3D-ready TVs



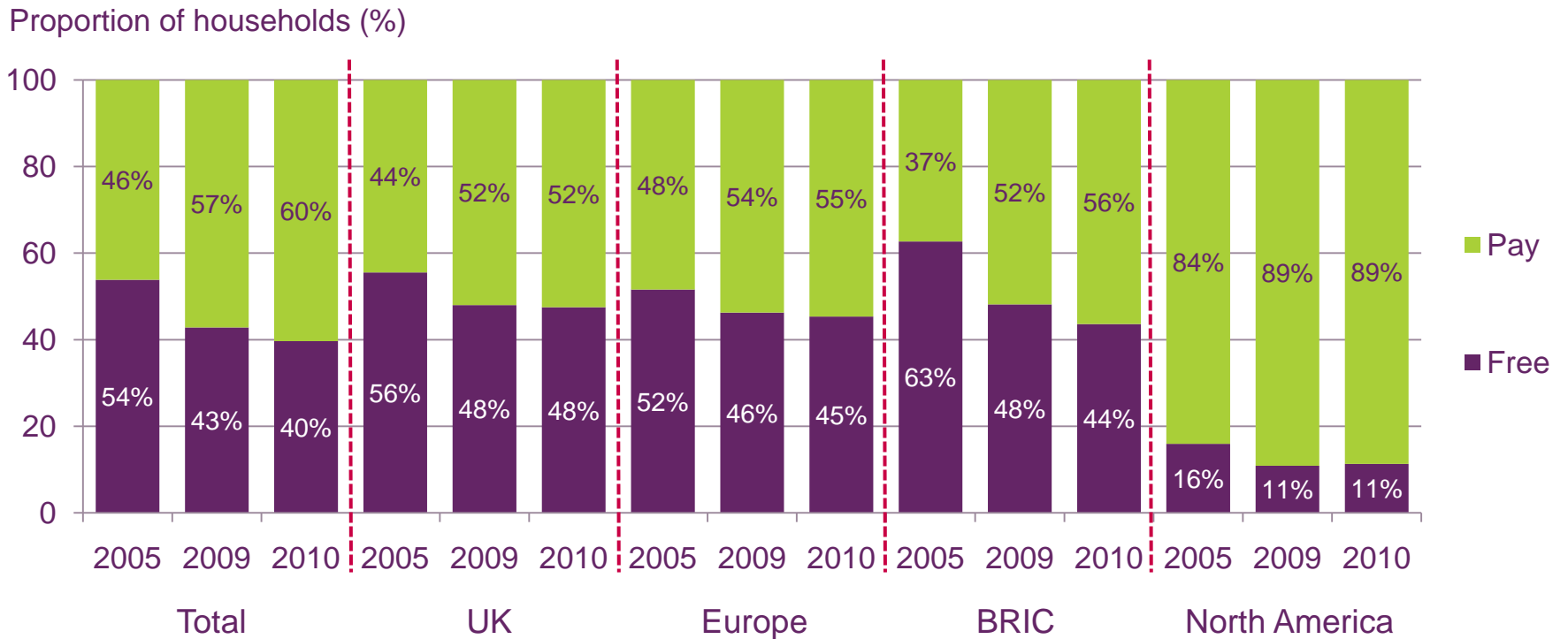
Source: Ofcom Consumer Research October 2011

Base: Total sample size: UK=1015, France=1014, Germany=1014, Italy=1045, US=1002, Japan=1015, Australia=1012

Q: Which of the following devices do you own and personally use?

Figure 3.36

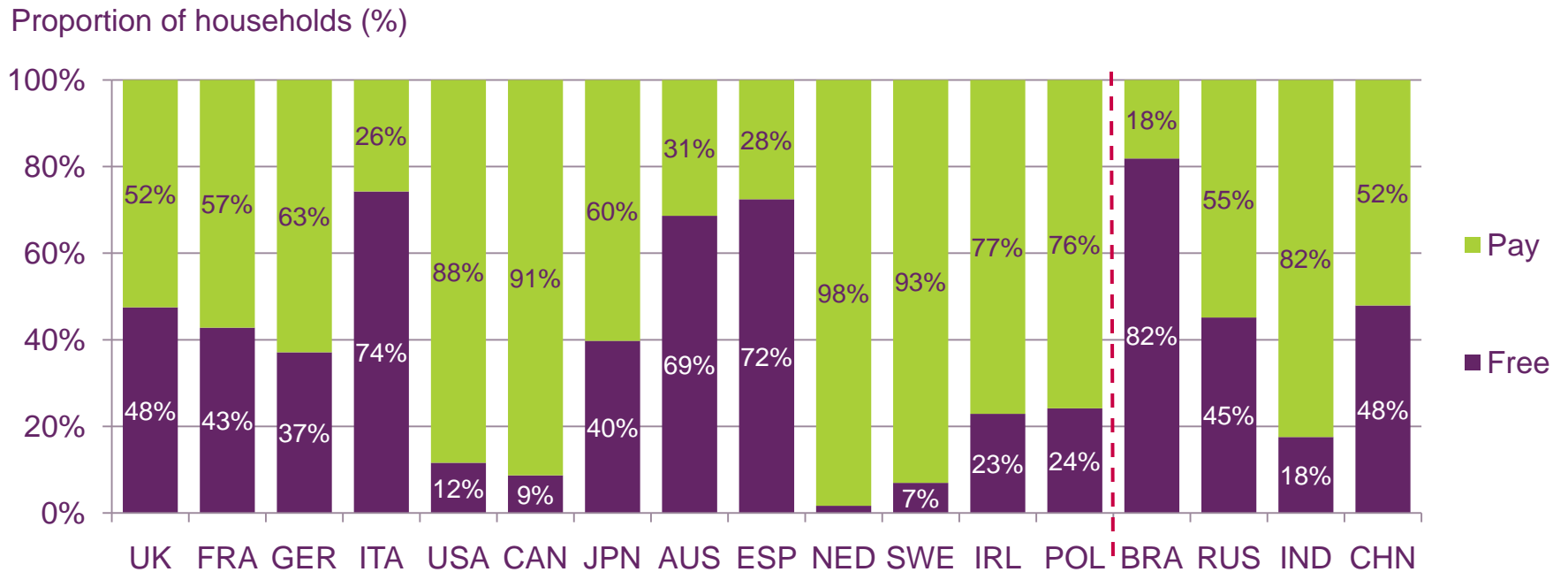
Take-up of pay television among groups of comparator countries



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

Figure 3.37

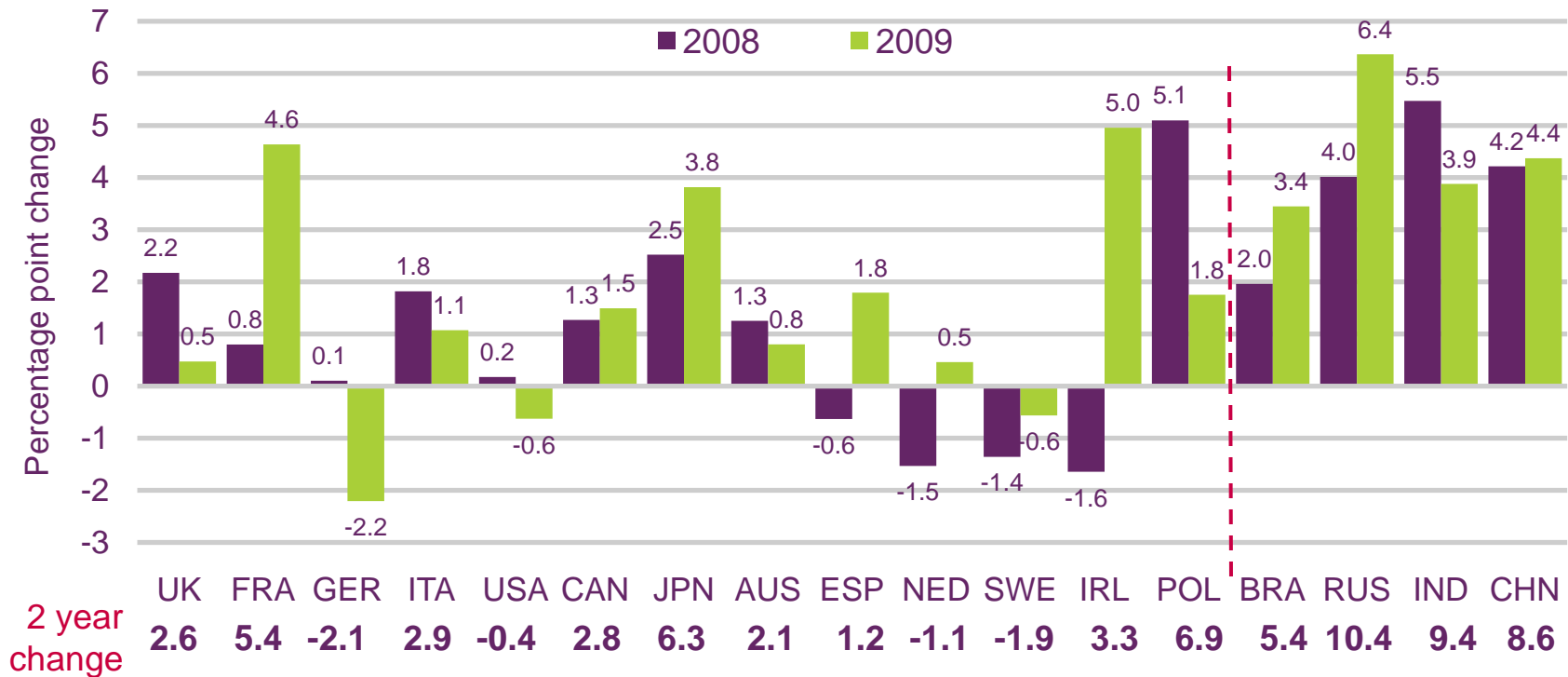
Take-up of pay and free-to-air television, end 2010



Source: IDATE / industry data / Ofcom

Figure 3.38

Percentage point increases in pay television take-up, 2009 - 2010

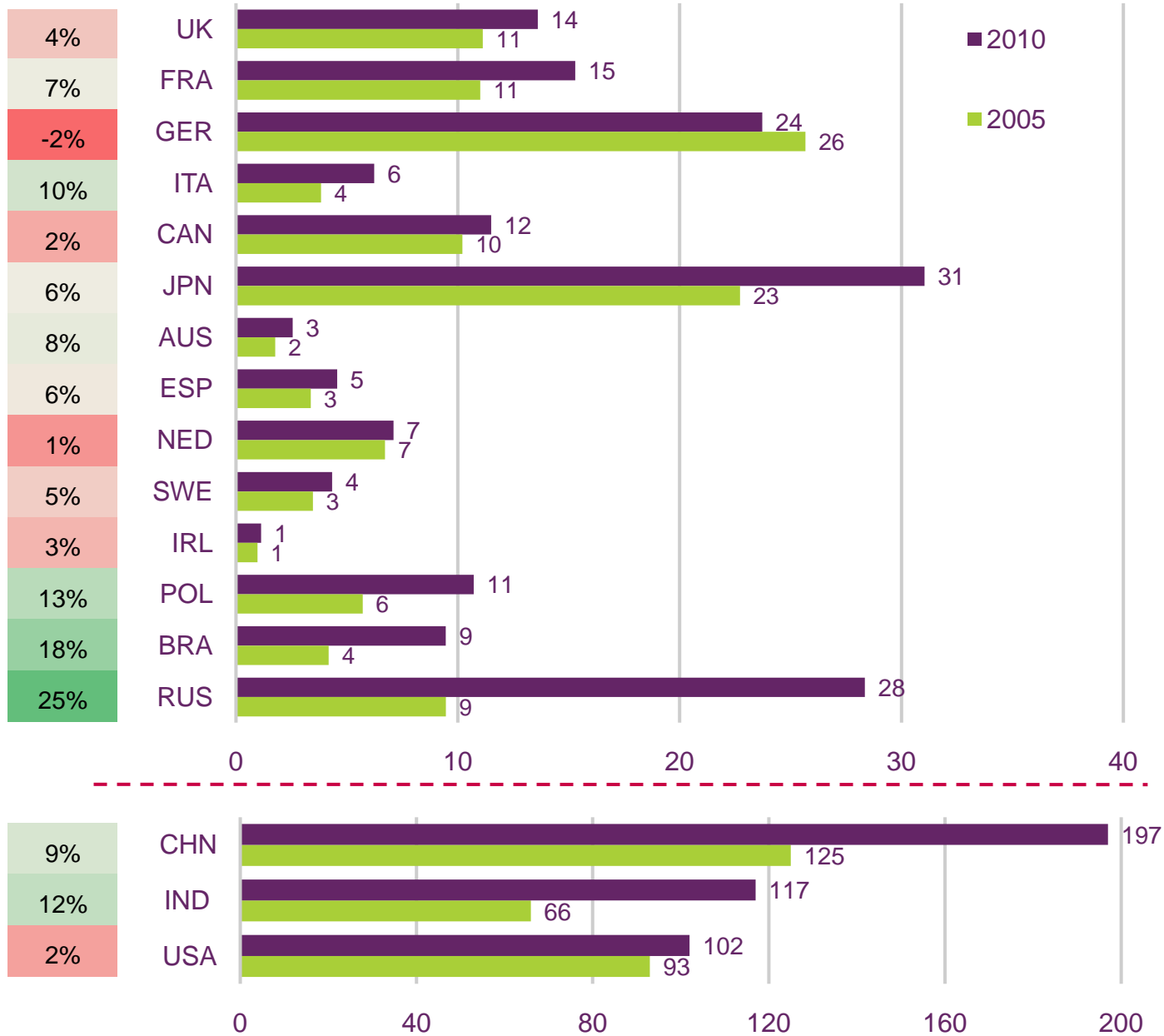


Source: IDATE / industry data / Ofcom

Figure 3.39

Pay television take-up in 2005 and 2010, millions of homes

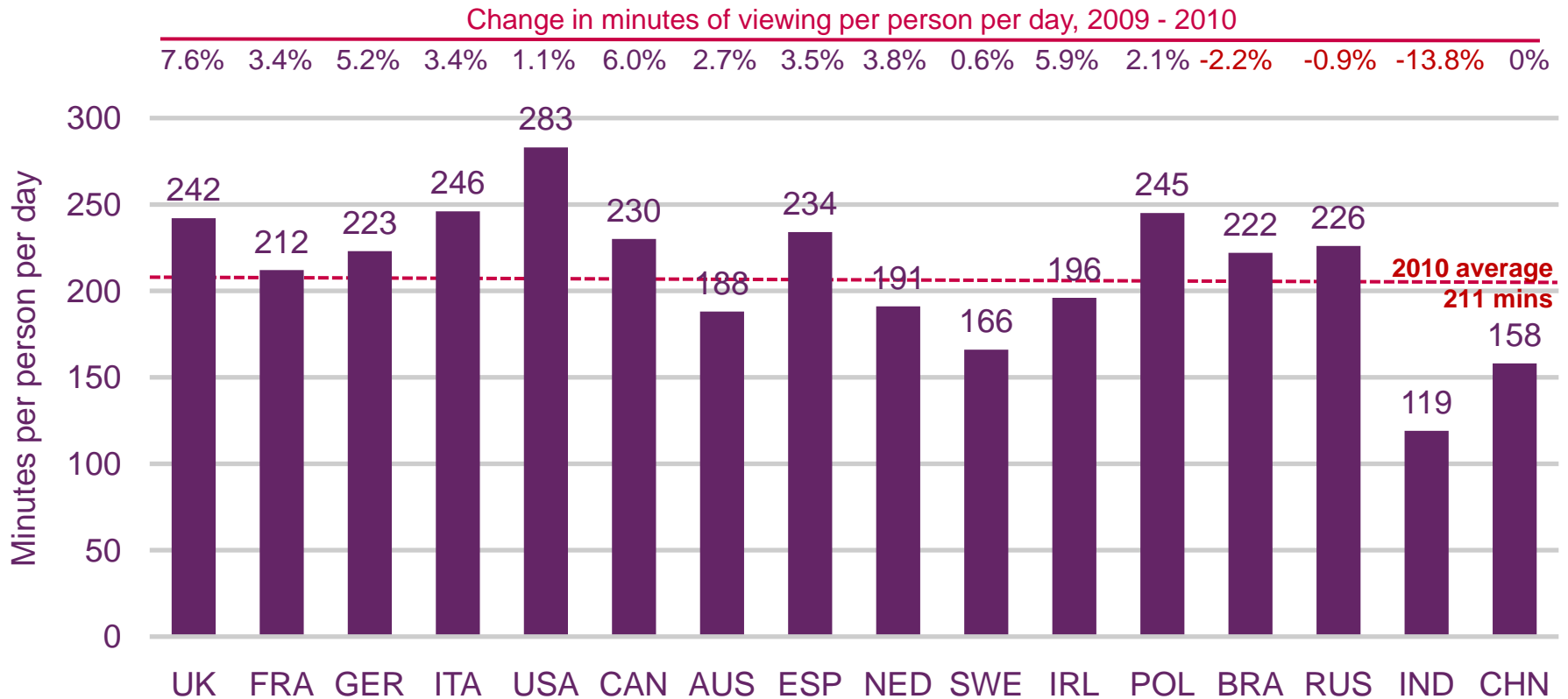
5yr CAGR
■ Lower than average
■ Higher than average



Source: IDATE / industry data / Ofcom Homes (millions)

Figure 3.40

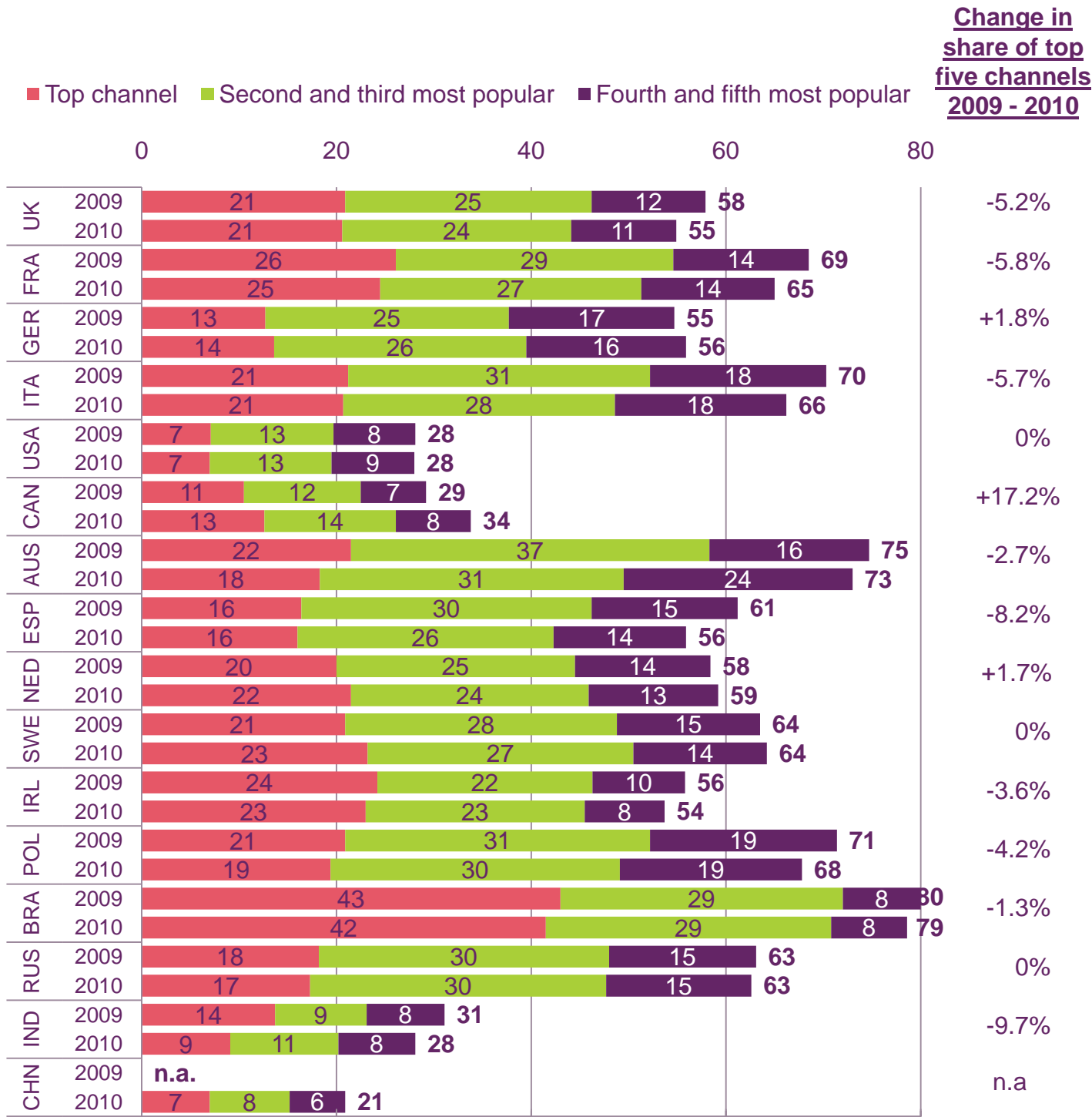
Daily TV viewing per head, 2009 - 2010



Source: Médiamétrie, Eurodata TV Worldwide. The figure for Canada relates to the viewing in non-Quebec households.

Figure 3.41

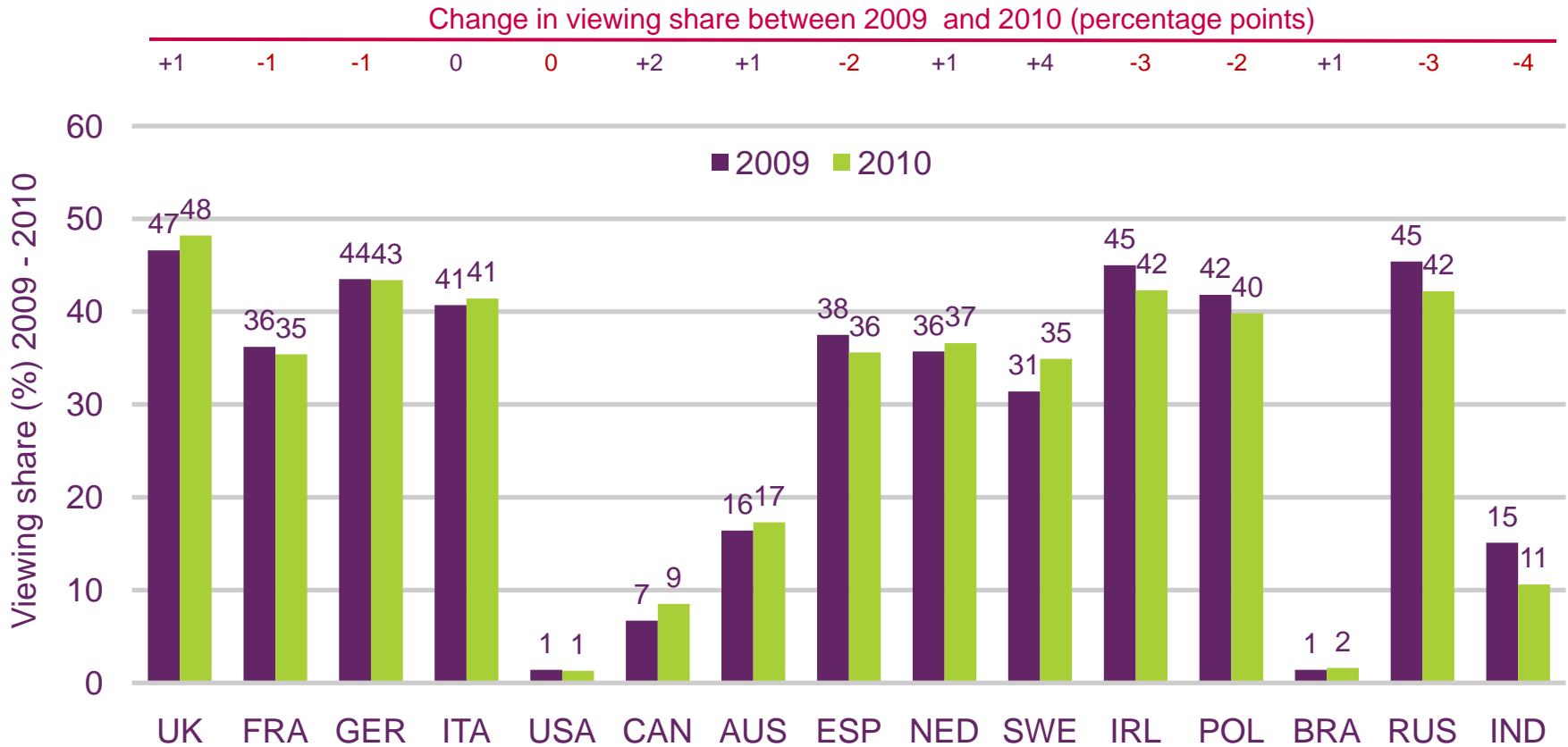
Patterns of viewing among the top five TV channels



Source: Médiamétrie, Eurodata TV Worldwide. The figure for Canada relates to the viewing in non-Quebec households.

Figure 3.42

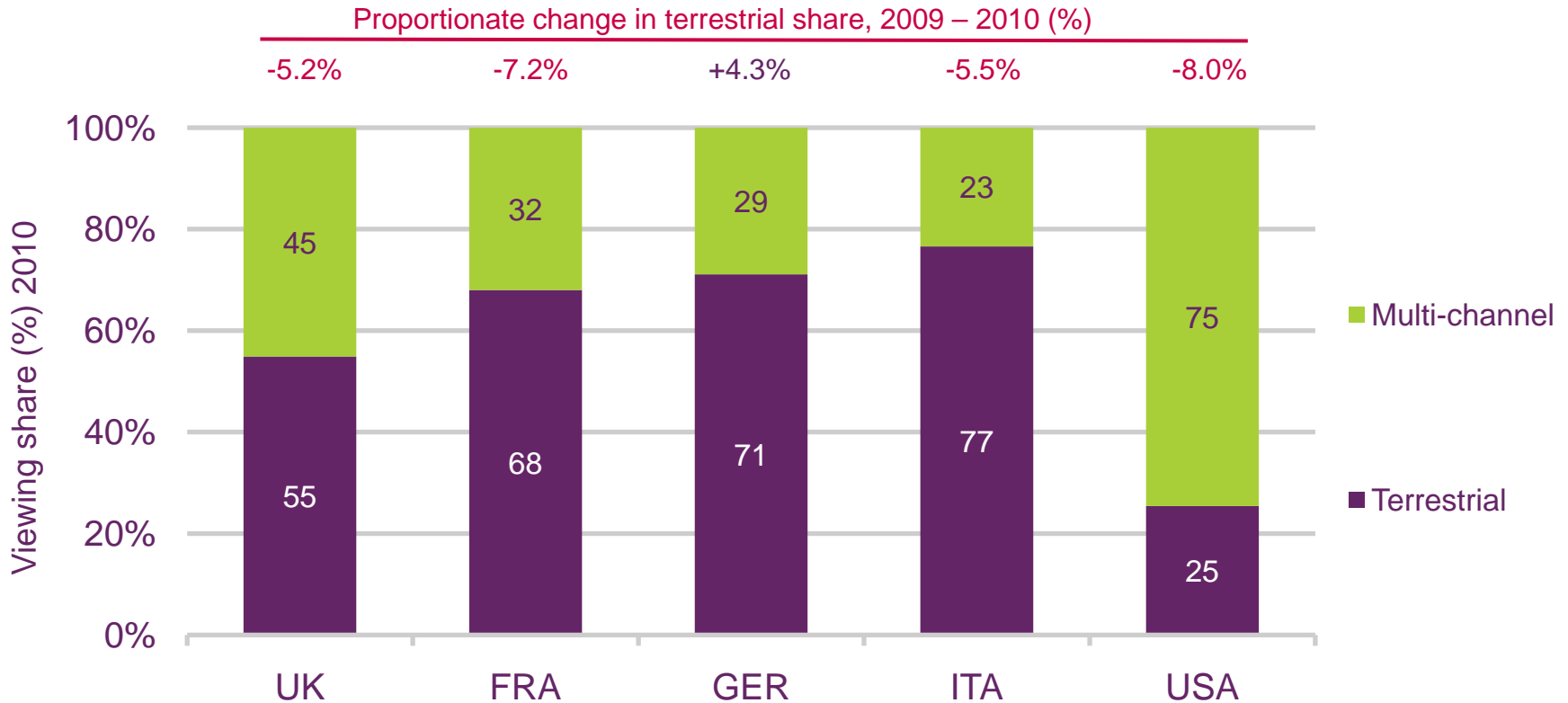
Viewing of publicly funded channels



Source: Médiamétrie, Eurodata TV Worldwide. The figure for Canada relates to the viewing in non-Quebec households.

Figure 3.43

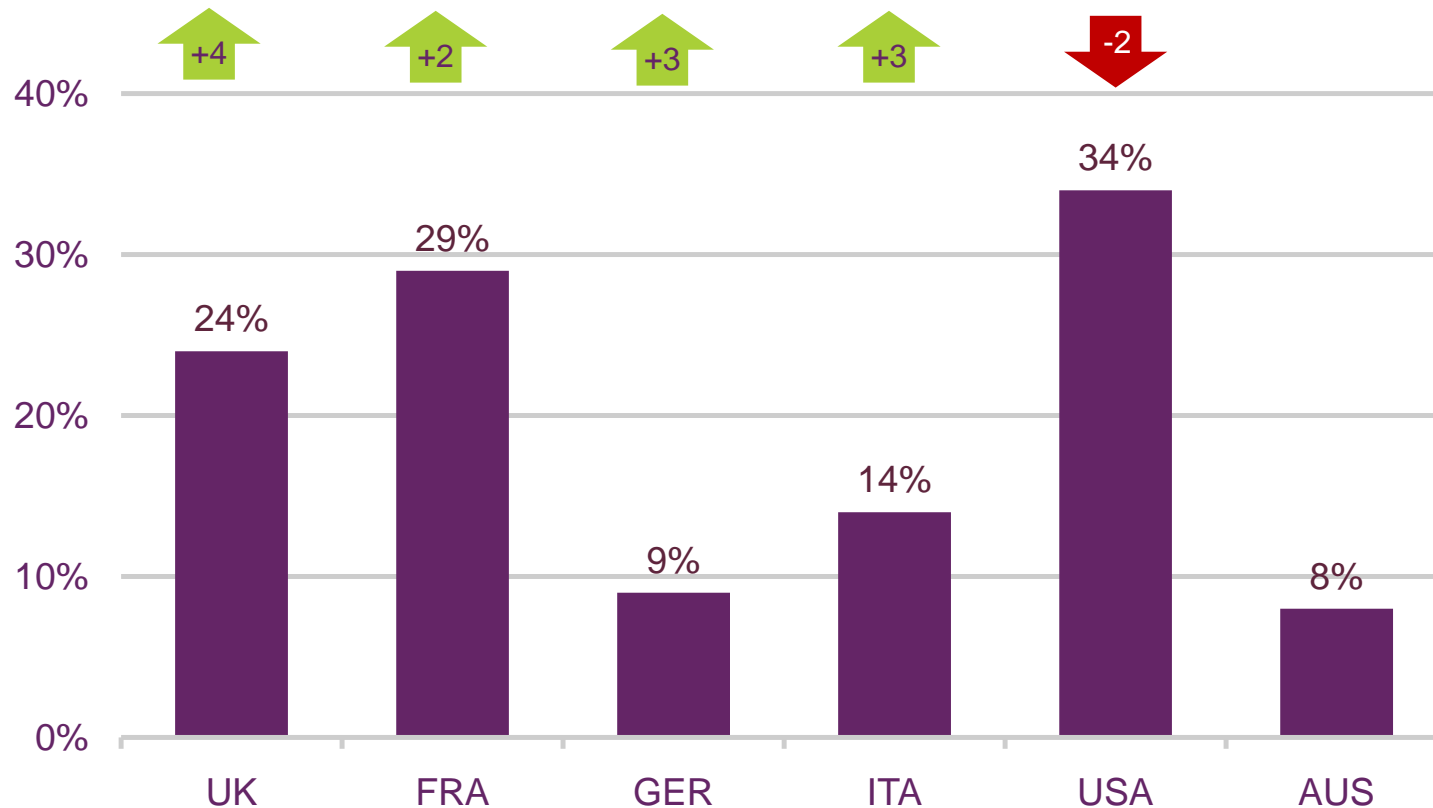
Terrestrial versus multi-channel share



Source: Médiamétrie, Eurodata TV Worldwide. The figure for Canada relates to the viewing in non-Quebec households.

Figure 3.44

Use of video-on demand services, and changes in use over time



Source: Ofcom Consumer Research October 2011

Base: Total sample size: UK=1015, France=1014, Germany=1014, Italy=1045, US=1002, Japan=1015, Australia=1012. Note: Australia not included in 2010 research

Figure 4.1

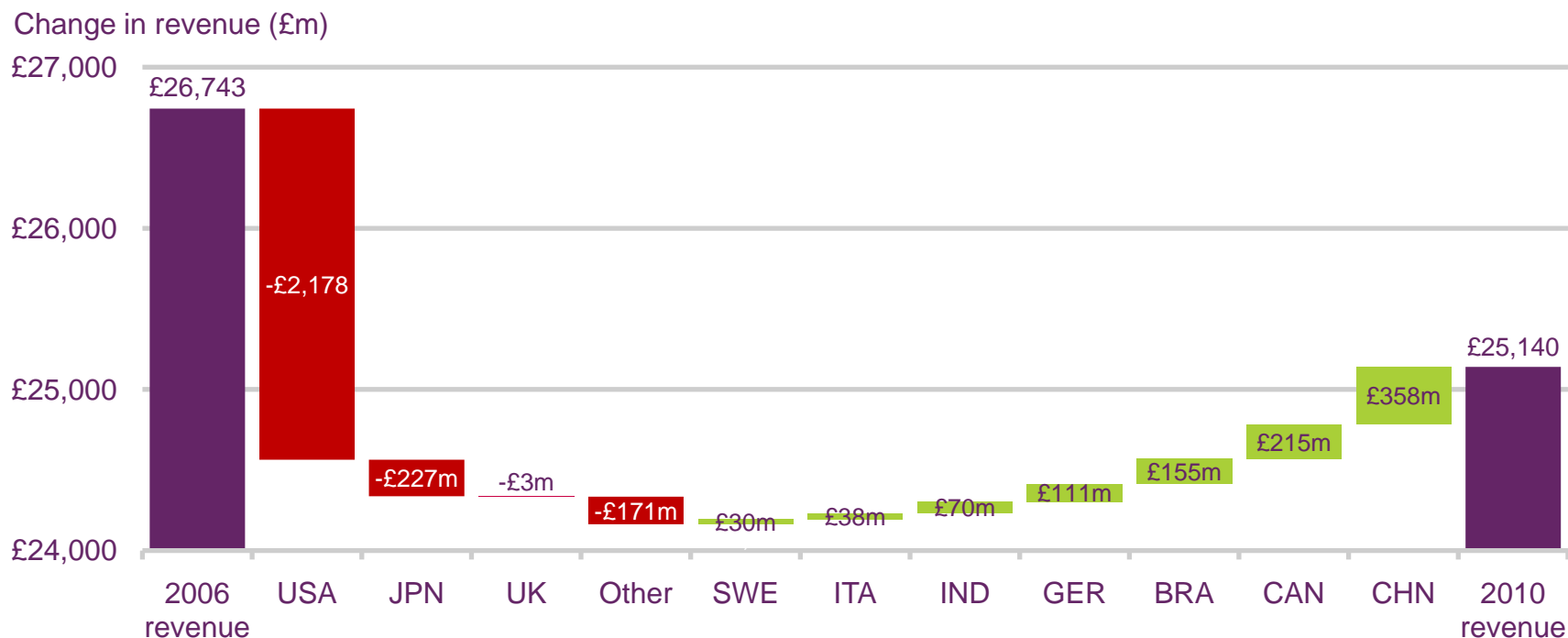
Key radio market indicators: 2010

	UK	FRA	GER	ITA	USA	CAN	JPN	AUS	ESP	NED	SWE	IRL	POL	BRA	RUS	IND	CHN
Total industry revenue (£bn)	1.1	1.3	2.9	0.4	11.9	1.1	2.7	0.6	0.5	0.4	0.3	0.2	0.1	0.4	0.2	0.1	0.9
Change in revenue (% YOY)	+2.8	-3	+0.1	+8	+8.3	+6	-1.1	+6.3	-2.2	+2.5	+2.3	-6.8	-4.1	+10.8	+11.8	+11.2	+10.8
Revenues per capita (£)	18	20	36	7	39	33	21	27	10	23	36	33	3	2	2	0.1	1
Income from public funding (%)	61	61	79	n/a	n/a	n/a	64	n/a	n/a	43	81	36	9	n/a	n/a	n/a	n/a
Weekly radio listening (% of pop)	67	75	72	74	71	n/a	n/a	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Public radio share (%)	62	61	79	n/a	n/a	n/a	n/a	n/a	n/a	43	81	36	9	n/a	n/a	n/a	n/a

Source: Ofcom, PricewaterhouseCoopers. All figures expressed in nominal terms

Figure 4.2:

Changes in radio revenues by country between 2006 and 2010



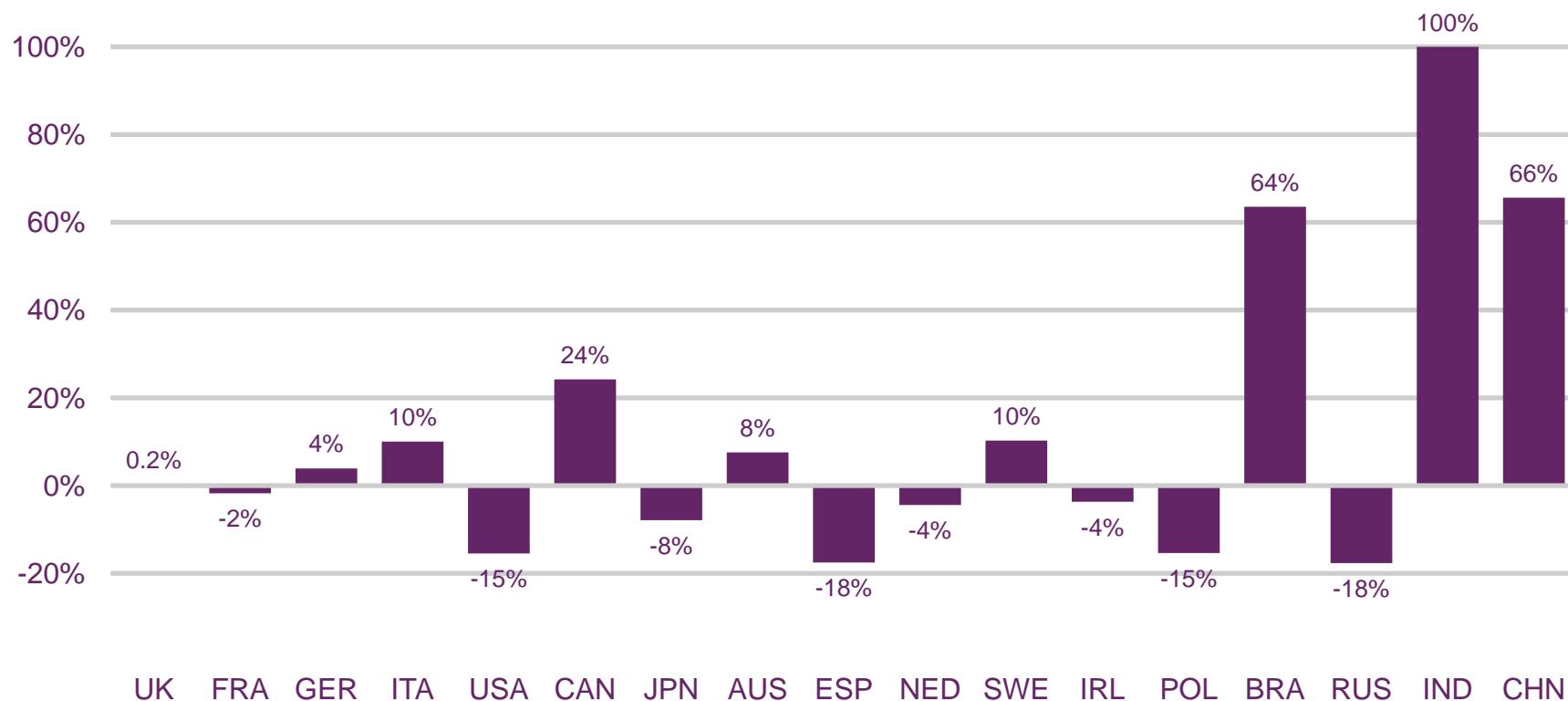
Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2011-2015 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility.

Note: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. UK figures are taken from Ofcom's operator data

Figure 4.3:

Growth in radio revenue, by country: 2006 – 2010

Proportional change in revenue (%)

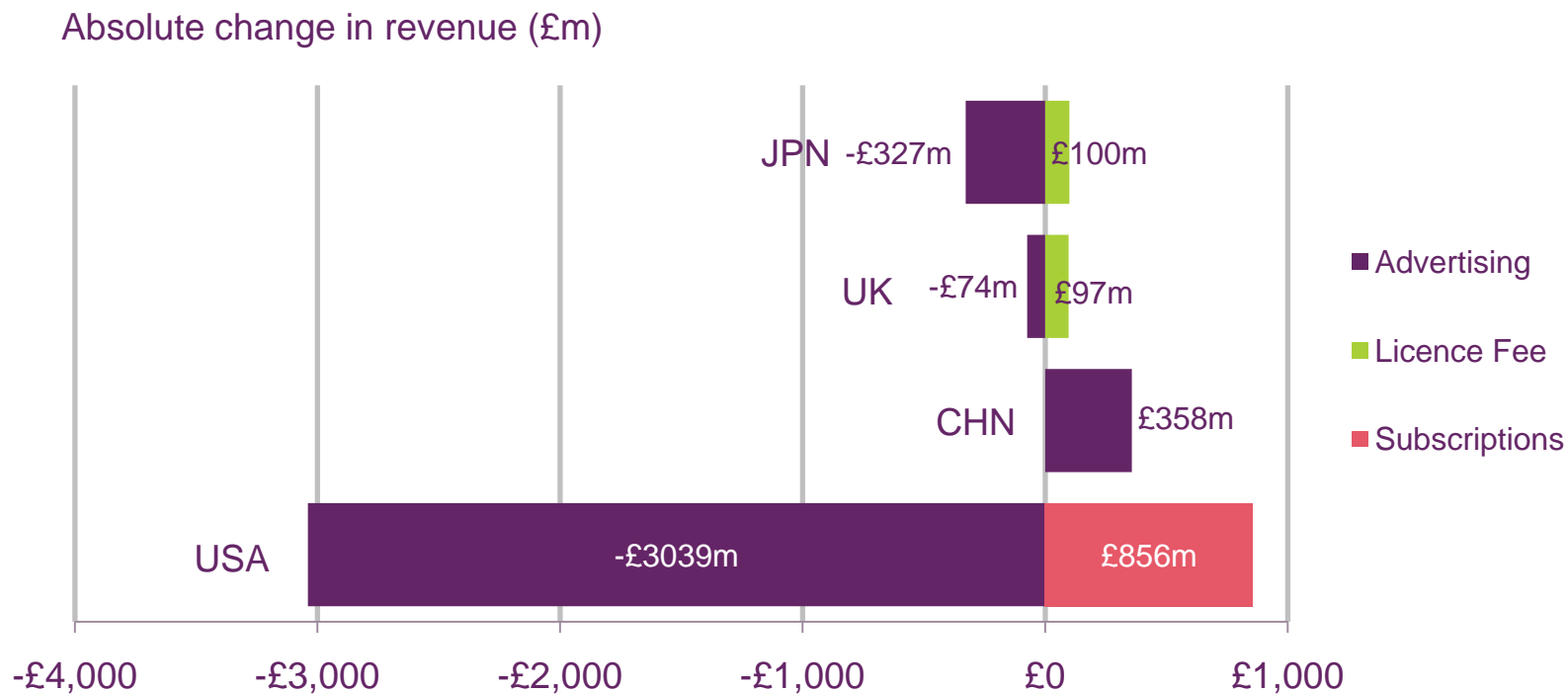


Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2011-2015 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility.

Note: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. UK figures are taken from Ofcom's operator data

Figure 4.4:

The most substantial changes in radio revenue, by component: 2006 – 2010

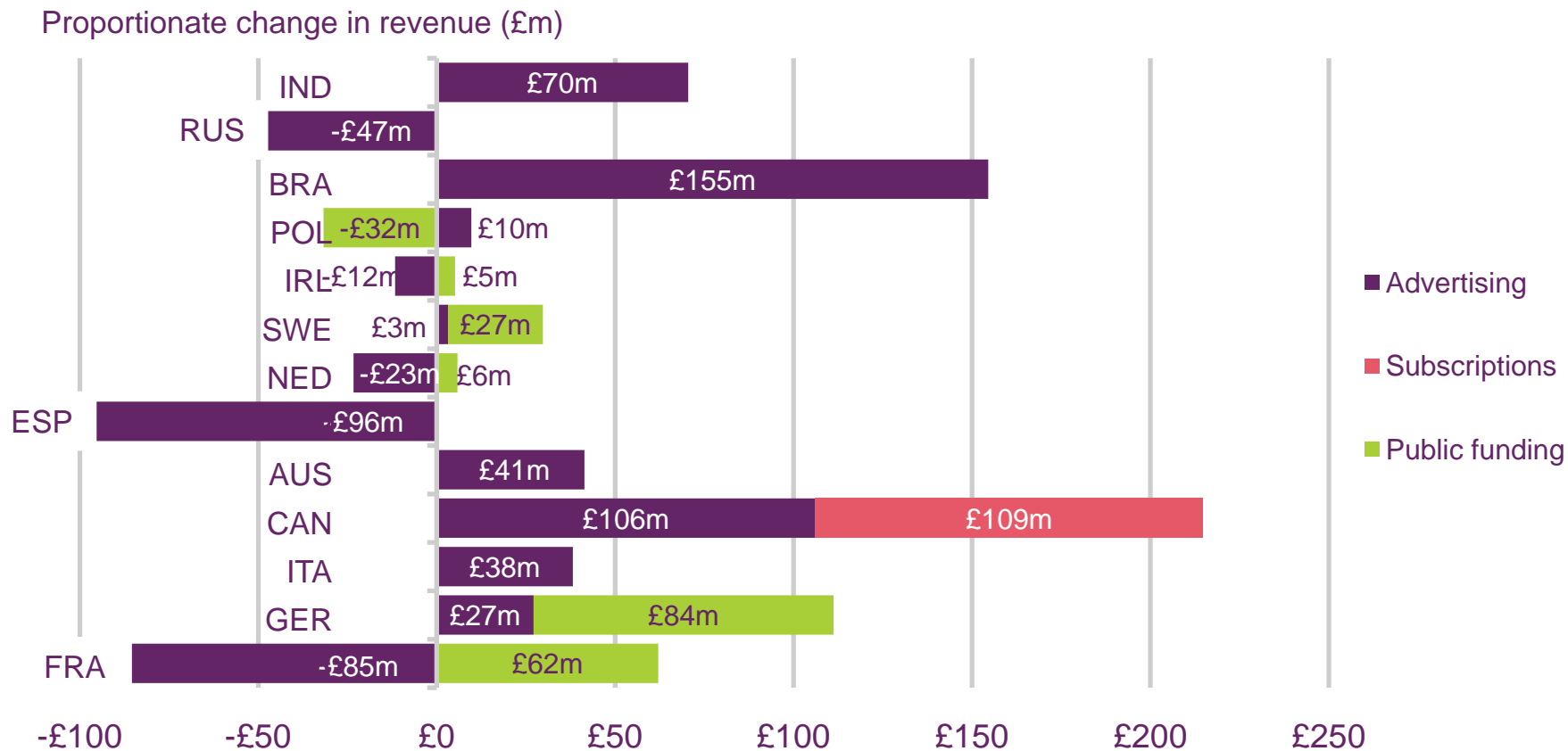


Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2011-2015 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility.

Note: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. UK figures are taken from Ofcom's operator data

Figure 4.5:

The smaller revenue swings, by component: 2006 – 2010

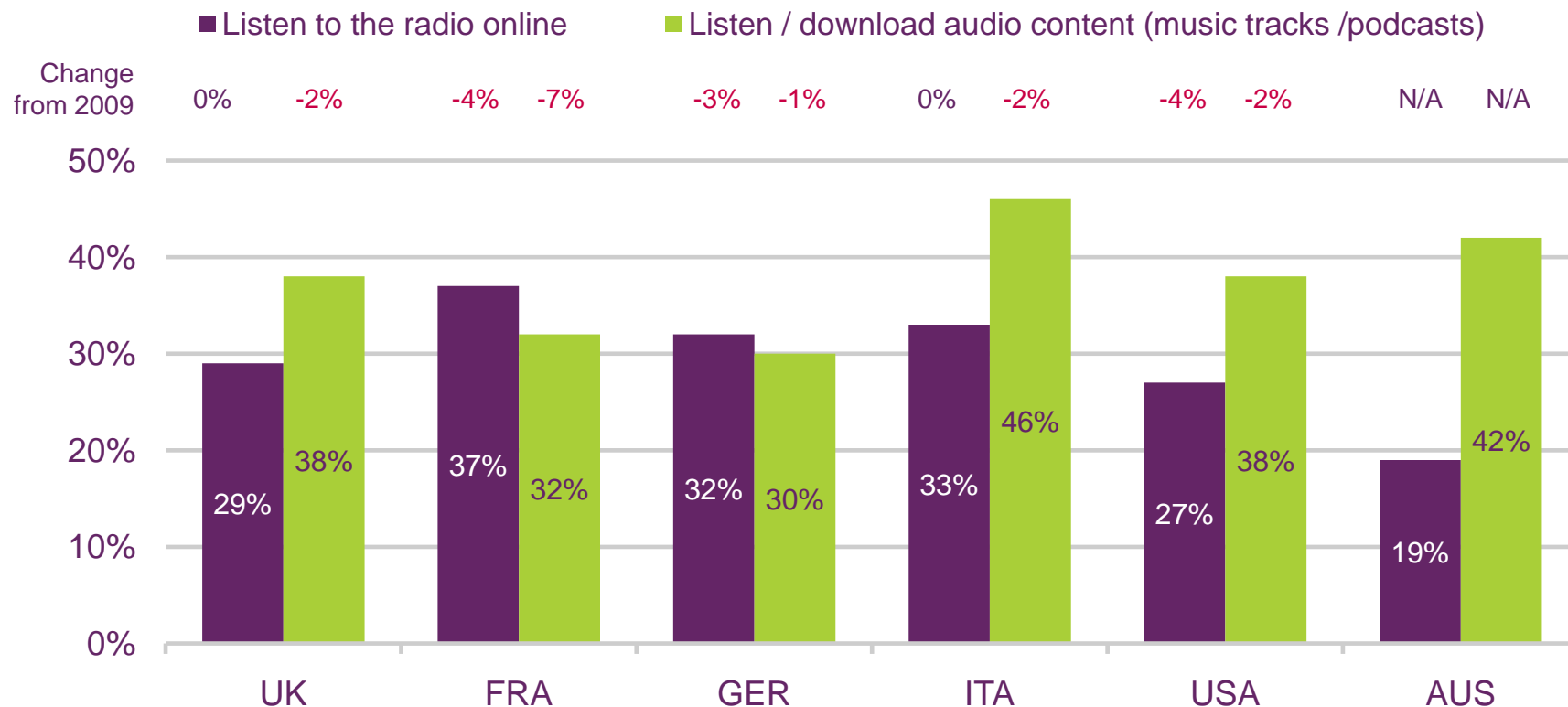


Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2011-2015 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility.

Note: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010.

Figure 4.6

Use of the internet to listen to the radio/ download audio content (music tracks/ podcasts)



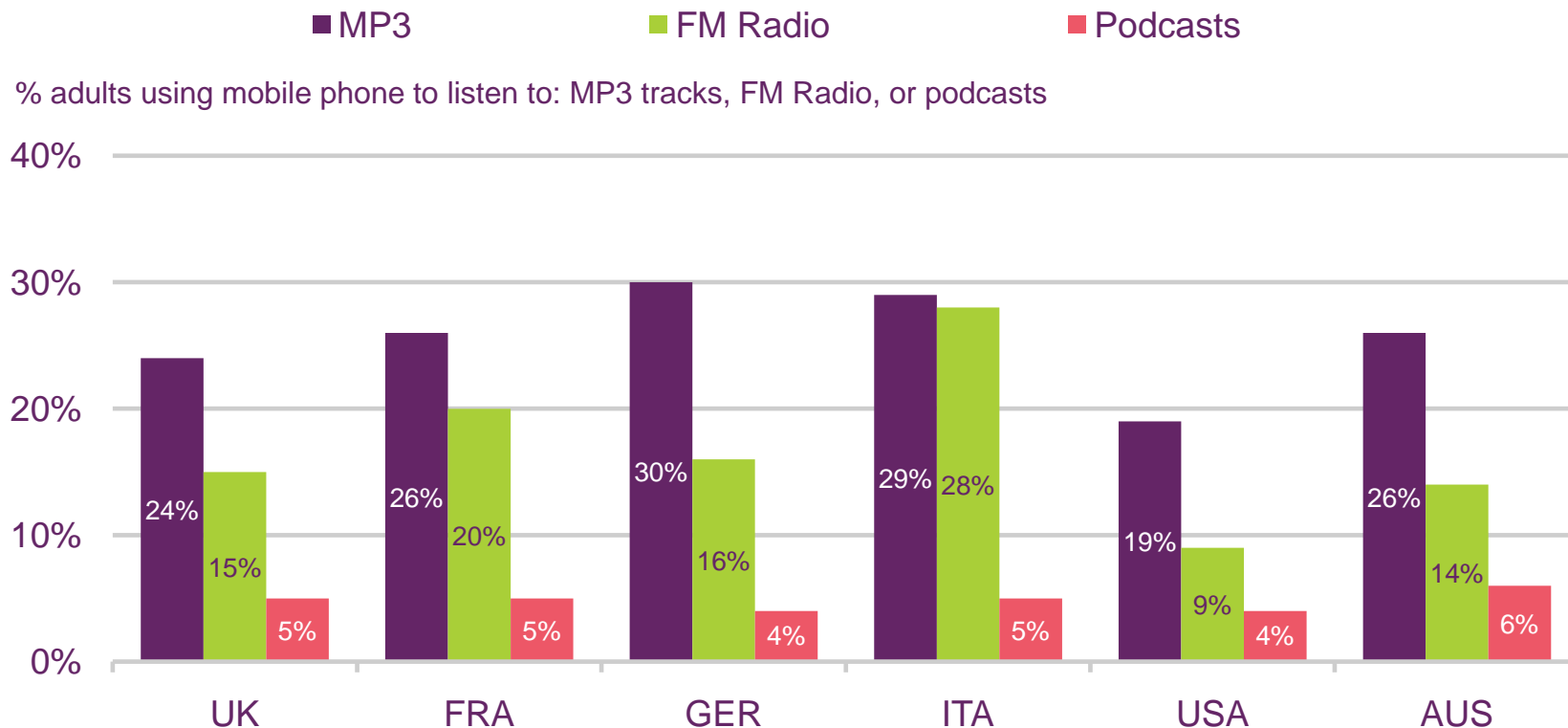
Source: Ofcom consumer research, October 2011

Base: Total sample size UK=1015, France=1014, Germany=1014, Italy=1045, US=1002, Australia=1012

Q: Which, if any, of the following activities do you use your home internet connection for? Listening to the radio / listening to or downloading audio content (e.g. music tracks or, podcasts).

Figure 4.7

Using a mobile phone to listen to MP3 tracks, FM radio or Podcasts



Source: Ofcom consumer research, October 2011 Base sizes (all adults who use the internet) UK=1015, France=1014, Germany=1014, Italy=1045, US=1002, Australia=1012

Q: 'Which of the following activities do you use your mobile for, listening to: FM radio, MP3 player, podcasts?'

Figure 4.8

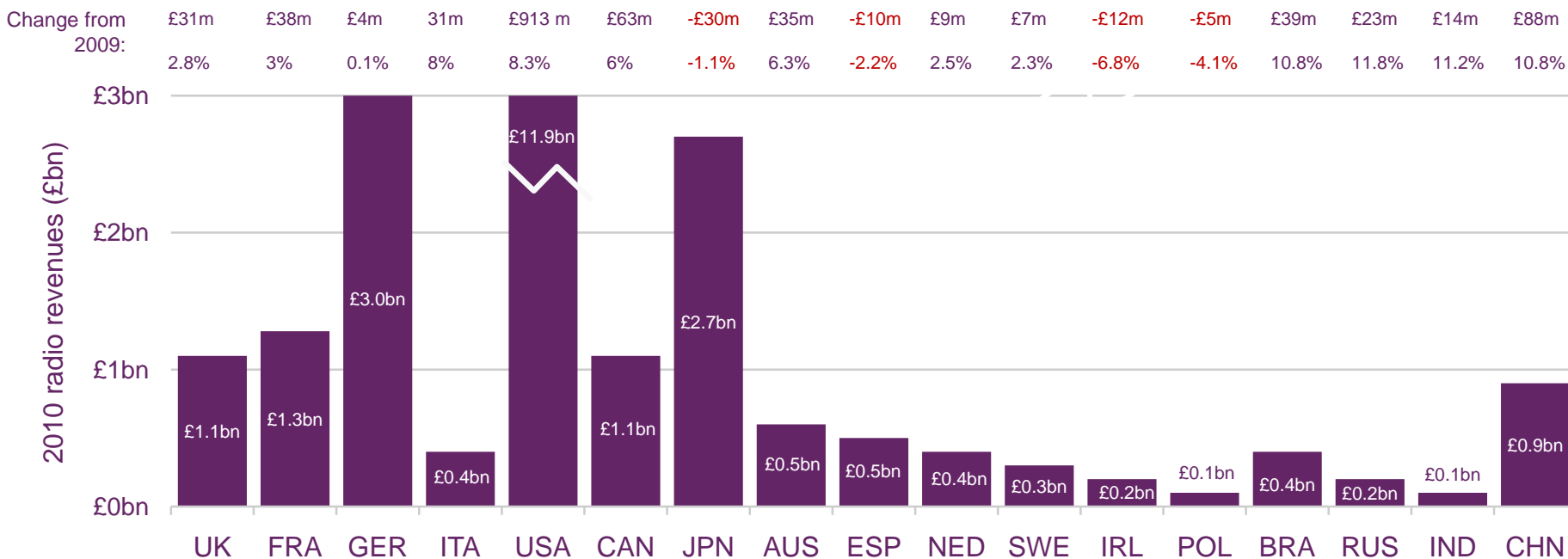
Global radio industry revenues: 2006 – 2010



Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2011-2015 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility.
Note: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010.

Figure 4.9

Radio industry revenue: 2010

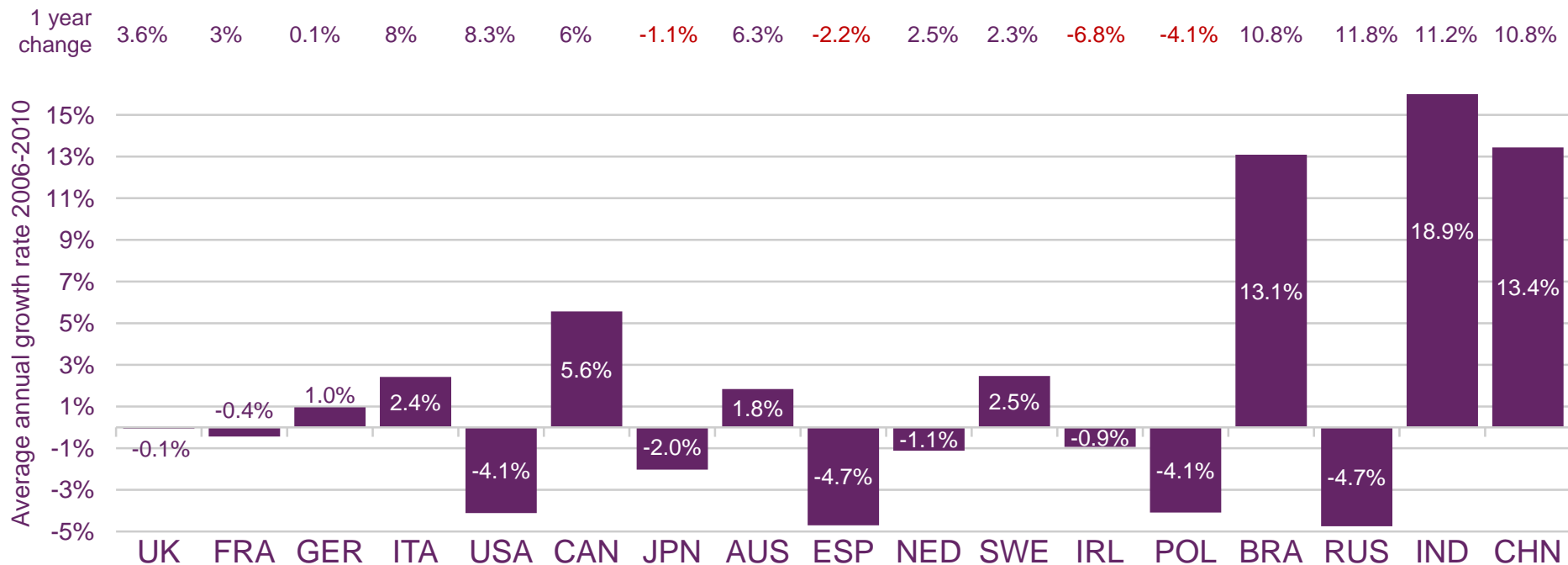


Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2011-2015 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility.

Note: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. UK figures are taken from Ofcom's operator data

Figure 4.10

Radio industry revenue annual average growth: 2006 – 2010

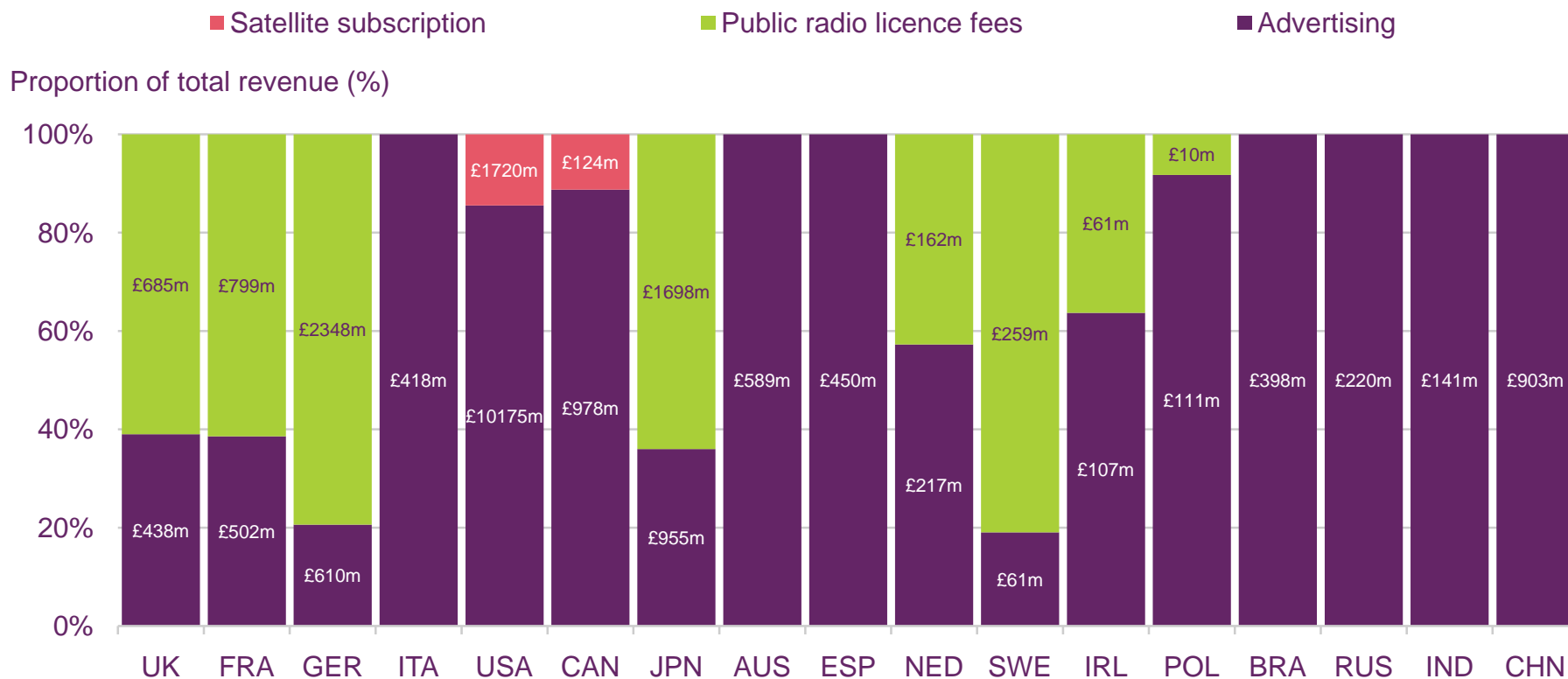


Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2011-2015 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility.

Note: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. UK figures are taken from Ofcom's operator data

Figure 4.11

Proportion of radio industry revenue by source: 2010

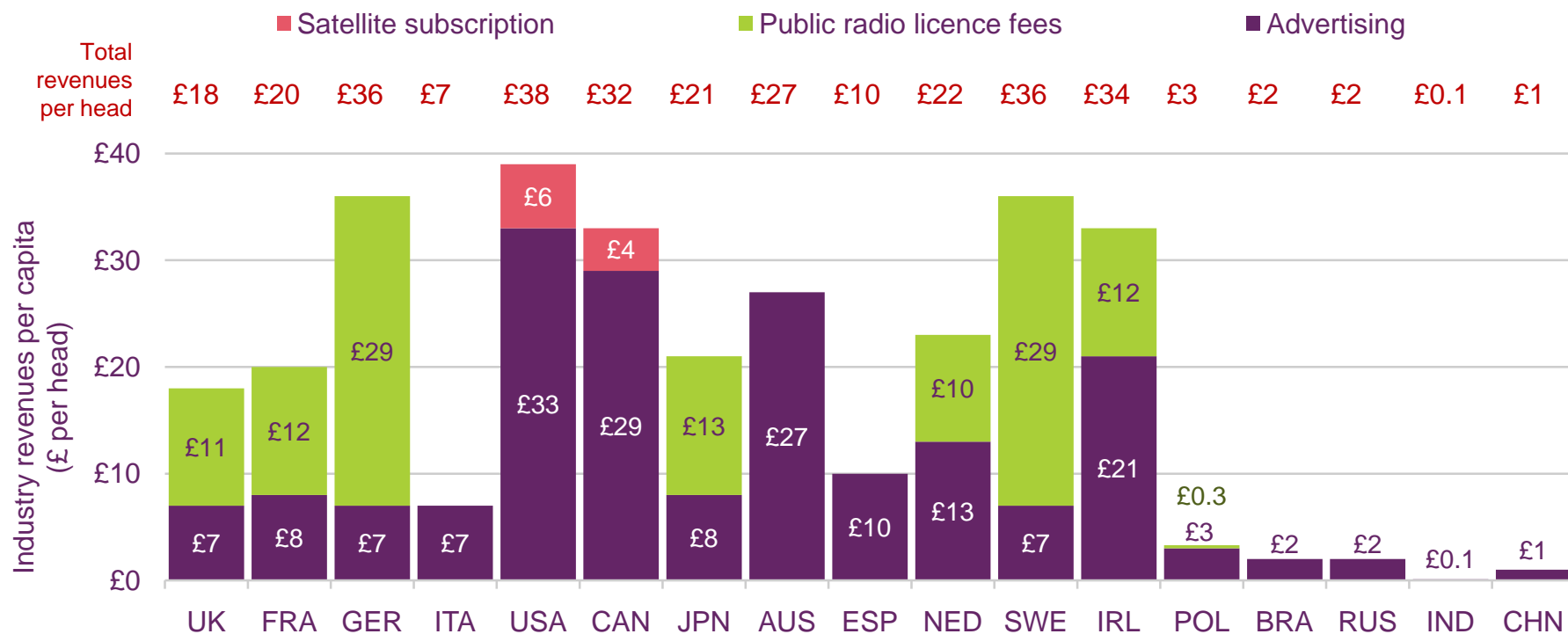


Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2011-2015 @ www.pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility.

Note: Ofcom has used an exchange rate of \$1.546 to the GBP, representing the IMF average for 2010. UK figures are taken from Ofcom's operator data

Figure 4.12

Radio industry revenues per head, 2010

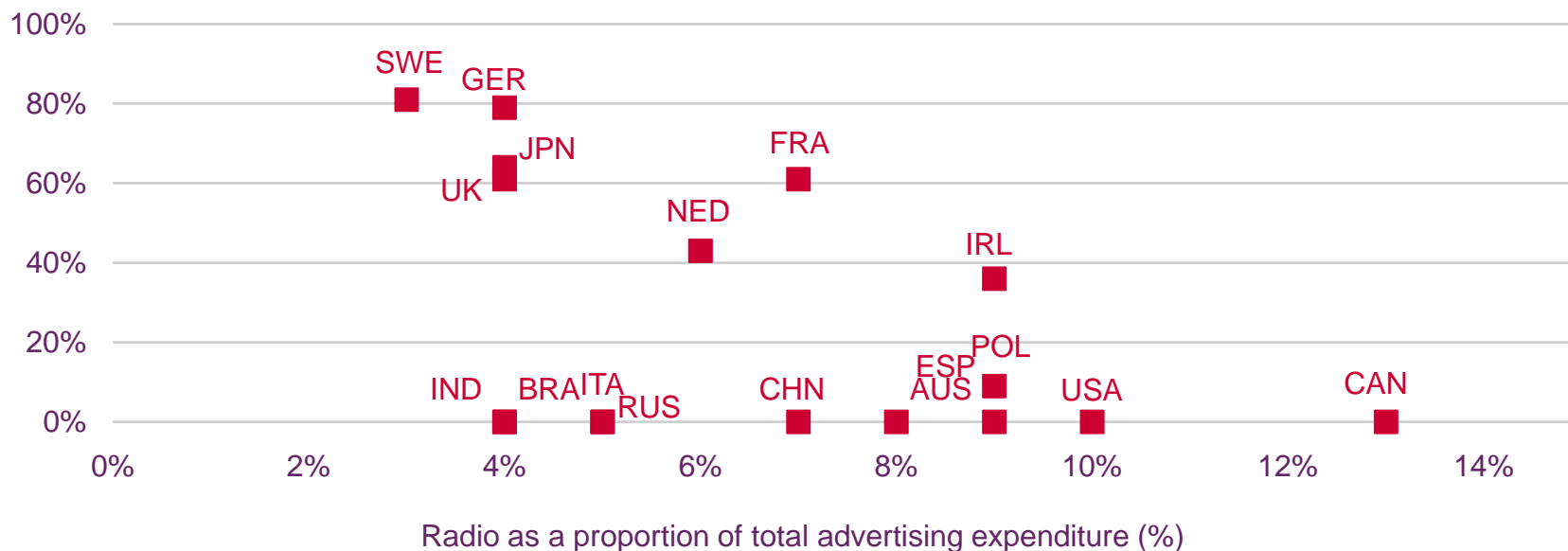


Source: Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2011-2015. @ www.pwc.com/outlook. Manipulation and interpretation of data is solely Ofcom's responsibility. Figures in this chart are rounded. Population figures used in this calculation are taken from the US Census Bureau end of year estimates from mid-year values. Note: Ofcom has used an exchange rate of \$1.546 to the pound, representing the IMF average for 2010. UK figures are taken from Ofcom's operator data

Figure 4.13

Radio advertising as a proportion of total advertising spend: 2010, and licence fee as a share of all radio funding

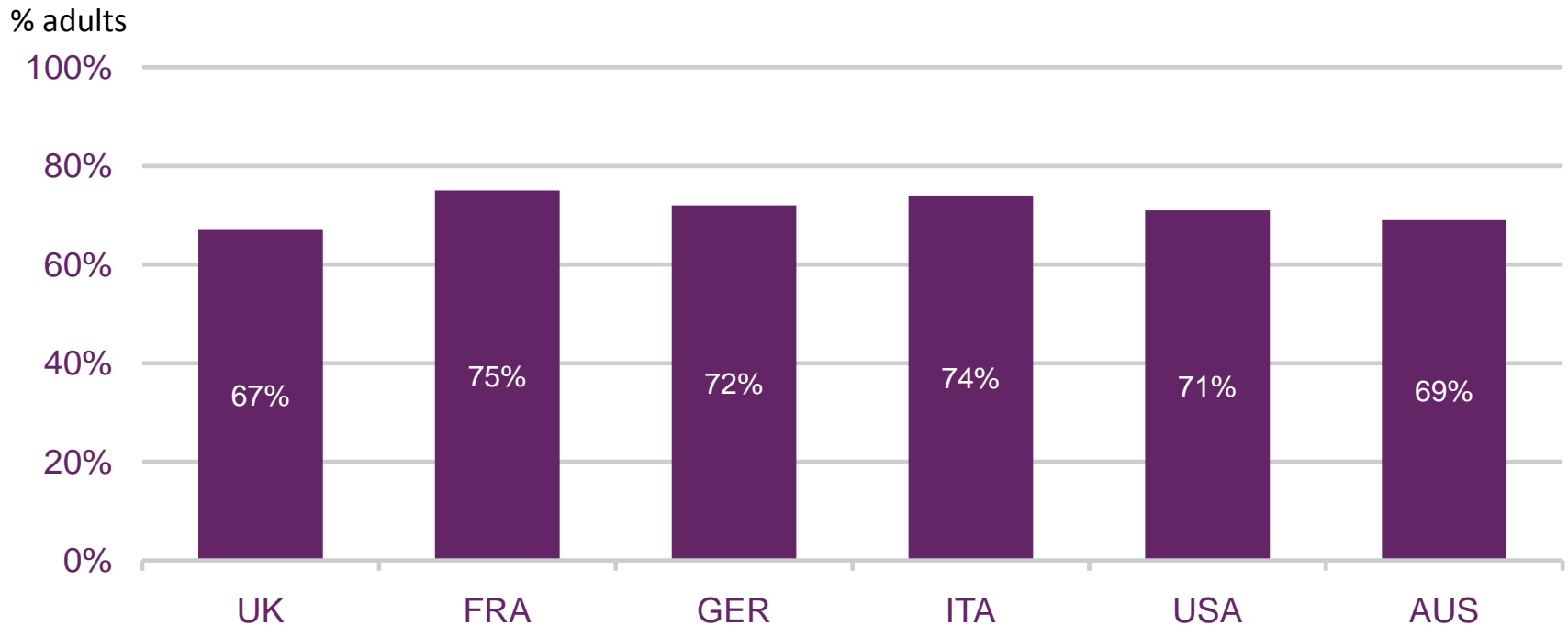
Public licence fee funding share of radio revenues (%)



Source: Radio as a proportion of total advertising spend sourced from Warc (www.warc.com). Public licence fee funding share of radio revenues is Ofcom analysis based on data from PricewaterhouseCoopers Global Entertainment and Media Outlook 2011-2015. Ofcom has used an exchange rate of \$1.546 to the pound. Interpretation and manipulation of data is solely Ofcom's responsibility. Figures in this chart are rounded. Note that the UK radio industry figure is sourced from broadcaster returns made to Ofcom

Figure 4.14

Proportion of adults listening to the radio on at least a weekly basis, by country: 2011



Source: Ofcom consumer research, October 2011. Base sizes (all adults who use the internet) UK=1015, France=1014, Germany=1014, Italy=1045, US=1002, Australia=1012

Question: Which of the following do you regularly do (at least once a week): Listen to the radio.

For detailed information on the UK radio market, please refer to [The Communications Market Report 2011](#) where figures reported are from RAJAR

Figure 4.15

Proportion of adults regularly listening to the radio, by country: 2011

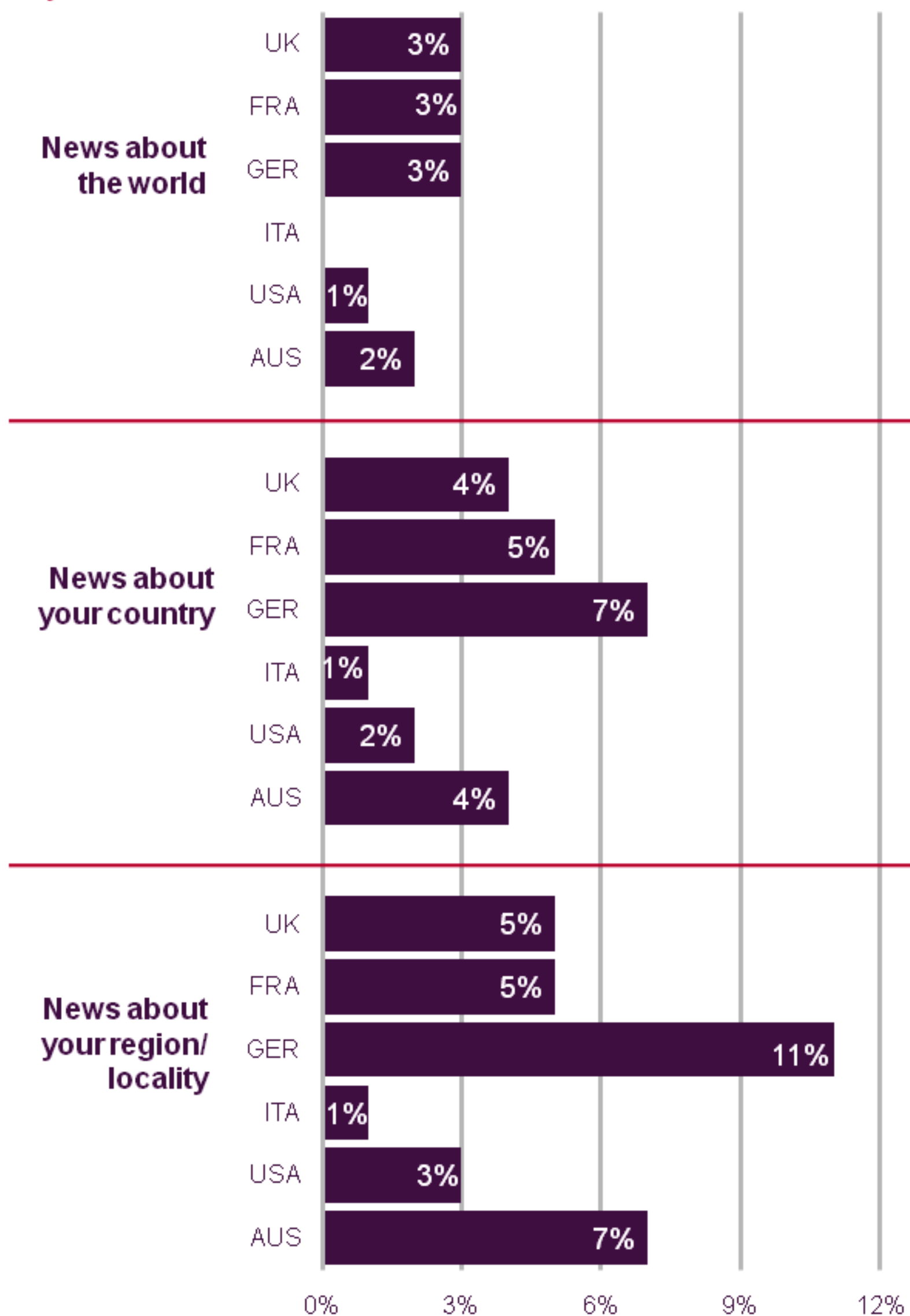


Figure 4.16

Recorded Music Sales - Top 20 Markets Summary

Rank	Country	Market Split (trade value)			Retail Value (£m)	% change
		Physical	Digital	Perf Rights		
1	USA	49%	49%	2%	£4,366.0	-10.0%
2	Japan	73%	25%	2%	£3,455.9	-8.3%
3	Germany	81%	12%	6%	£1,278.3	-4.1%
4	UK	67%	25%	8%	£1,228.0	-11.0%
5	France	74%	17%	9%	£810.0	-5.1%
6	Canada	66%	29%	5%	£335.0	-13.5%
7	Australia	68%	27%	5%	£370.2	-12.4%
8	Netherlands	70%	8%	22%	£194.7	-2.6%
9	Italy	75%	15%	10%	£212.9	-2.3%
10	Brazil	75%	17%	8%	£214.5	-1.2%
11	Spain	65%	20%	15%	£156.6	-21.0%
12	South Korea	45%	55%	-	£233.9	11.7%
13	Switzerland	79%	16%	5%	£132.5	-13.3%
14	India	41%	34%	25%	£153.8	16.5%
15	Belgium	79%	9%	12%	£134.0	-6.7%
16	Sweden	61%	28%	11%	£124.8	-7.1%
17	Mexico	76%	23%	1%	£136.8	0.9%
18	South Africa	93%	5%	2%	£118.8	-7.3%
19	Austria	76%	14%	10%	£136.9	-12.0%
20	Norway	65%	25%	10%	£113.1	-7.5%
	Global	66%	29%	5%	£15,116.3	-8.4%

Source: Ofcom calculations based on IFPI data, 'Recording Industry in Numbers' report.

5. Internet and web-based content

Figure 5.1

Internet and web-based content: key international statistics

	UK	FRA	GER	ITA	USA	CAN	JPN	AUS	ESP	NED	SWE	IRL	POL	BRA	RUS	IND	CHN
Online universe (m)*	38.7	40.6	48.1	28.6	199.9	n/a	61.9	14.8	22.4	n/a	n/a	n/a	n/a	44.9	n/a	n/a	n/a
Fixed broadband connections per 100 HH†	74	77	67	51	70	83	66	66	63	89	64	68	37	25	36	5	32
Cellular broadband connections per 100 population‡	8	4	5	10	n/a	3	8	20	7	4	32	12	9	n/a	n/a	n/a	n/a
Mobile-only broadband HH (%)‡	5	2	9	14	6	n/a	n/a	19	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Internet access via a mobile phone(%)‡	46	39	38	40	41	n/a	n/a	43	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Source: IDATE / Industry data / Ofcom, Nielsen

*Nielsen, month of July 2011, home and work panel, applications included.

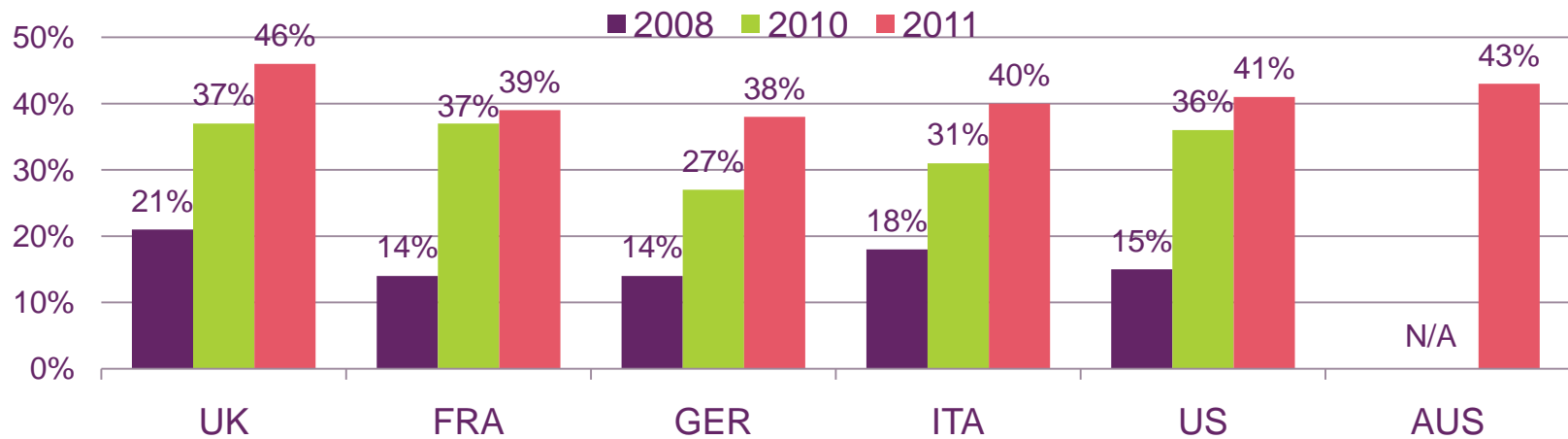
† IDATE / Industry Data / Ofcom, 2010.

‡Ofcom international research, October 2011.

Figure 5.2

Use of mobile phone to access the internet

Mobile subscribers (%)



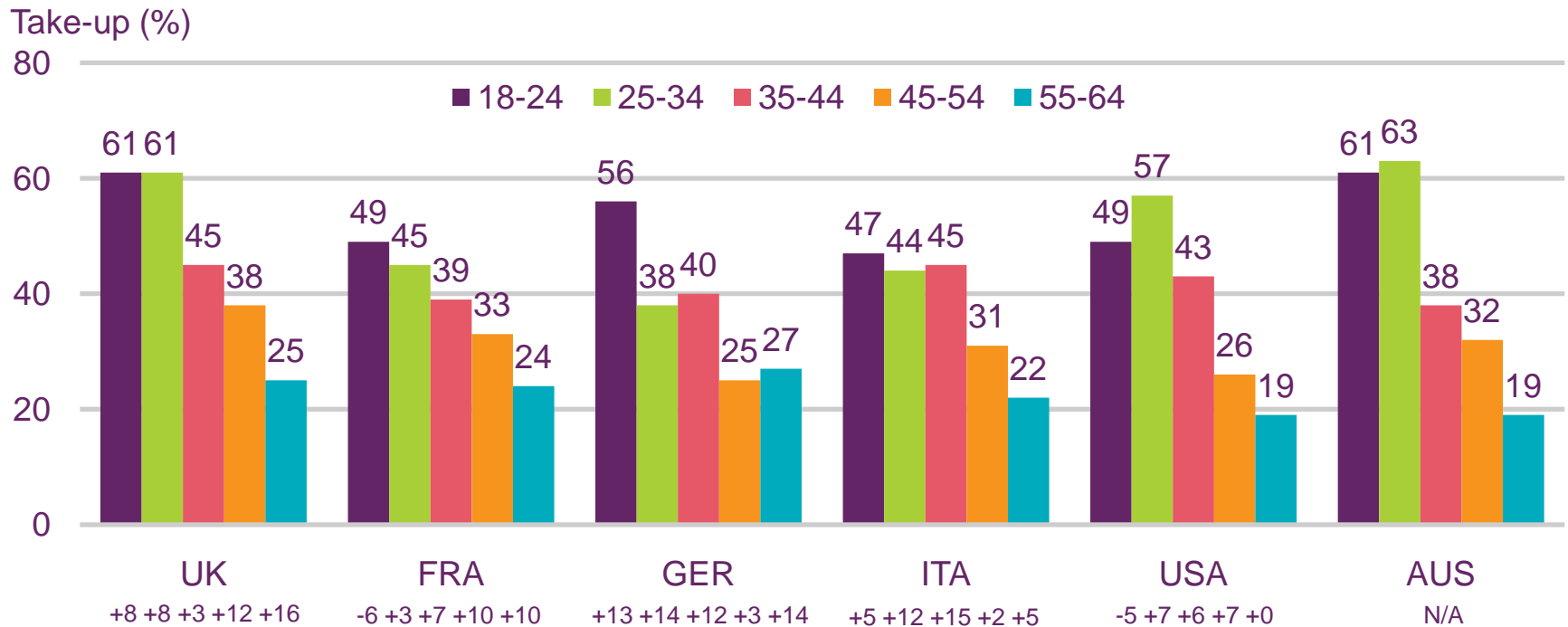
Source: Ofcom research, October 2008, 2010 and 2011.

Base: All adults aged 18+ who use the internet (UK=929, France=914, Germany=945, Italy=989, USA=902, Australia=957).

Which, if any, of the following activities do you use your smartphone / mobile phone for?

Figure 5.3

Internet access via mobile phone among internet users, by age



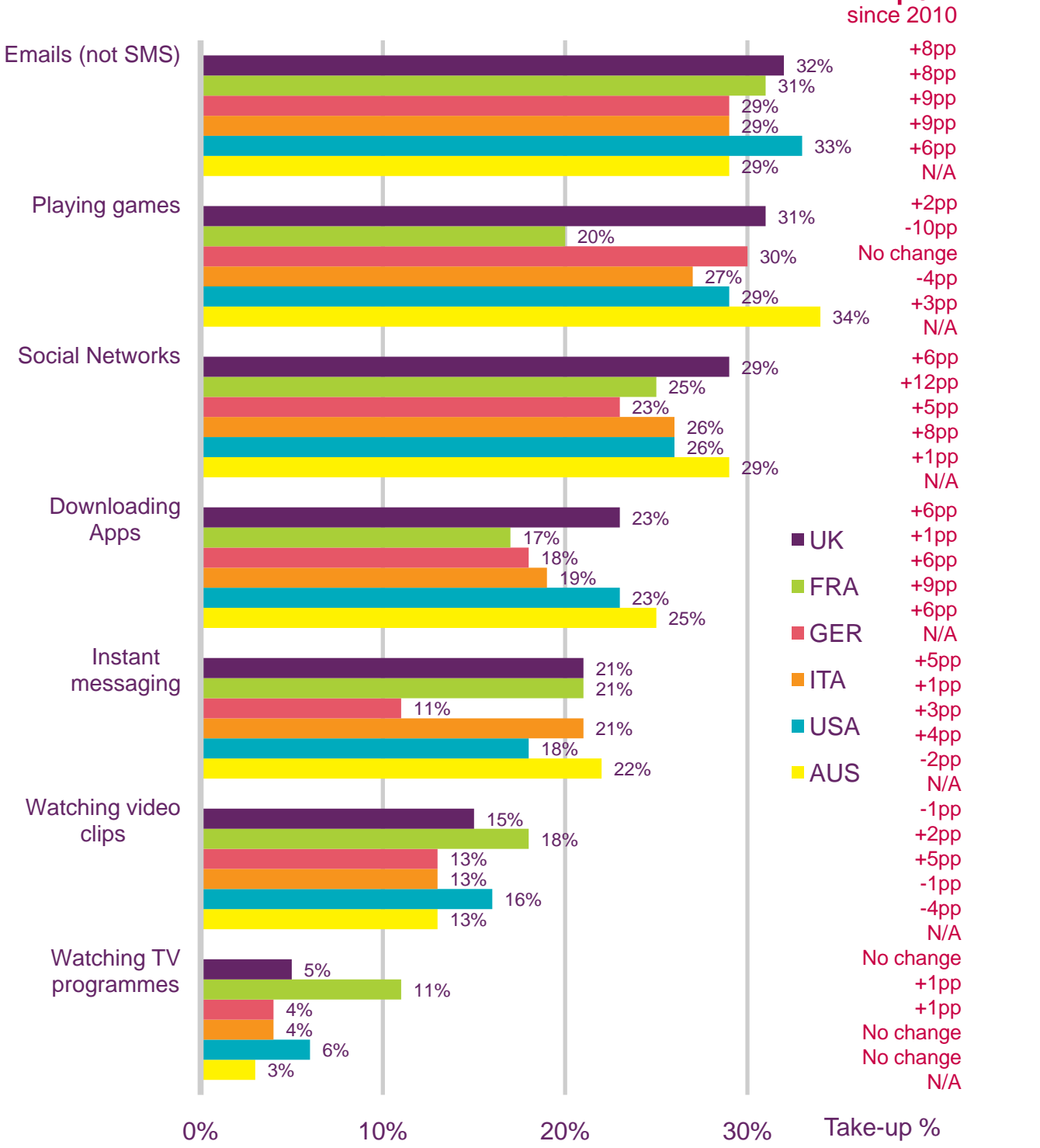
Source: Ofcom consumer research October 2011.

Base: (All Adults who own a smartphone and/or a mobile phone) UK=929, France=914, Germany=945, Italy=989, US=902, Australia=957

Q10. Which, if any, of the following activities do you use your mobile phone for?

Figure 5.4

Use of selected internet/data services on mobile phones



Source: Ofcom research, October 2011.
 Base: All adults aged 18+ who use the internet UK=929, France=914, Germany=945, Italy=989, USA=902, Australia=957.

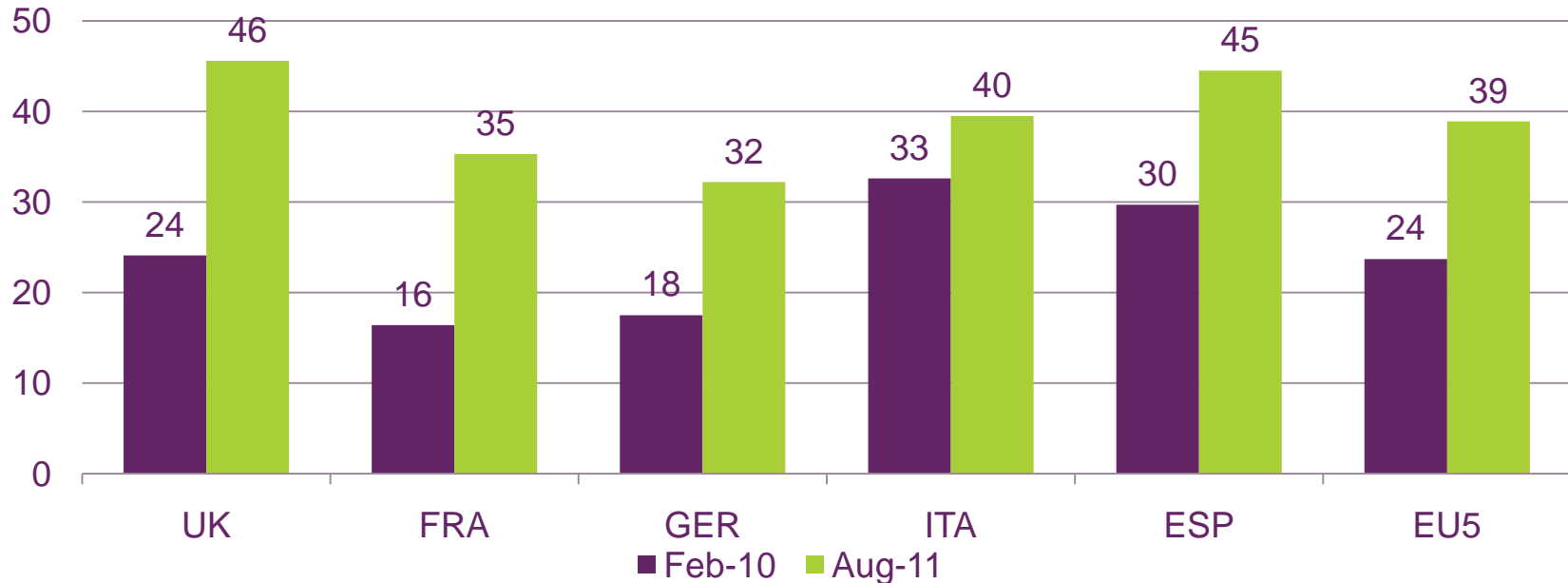
Q10. Which, if any, of the following activities do you use your smartphone / mobile phone for?
 Note: Change since 2010 may be understated due to a change in the way in which the question was asked. In 2008 and 2010 we asked respondents to classify whether they had "ever" used their mobile phone for these activities. In 2011 we simply asked what activities they used their mobile phone for.



Figure 5.5

Proportion of mobile subscribers with smartphones in Europe

Mobile subscribers (%)

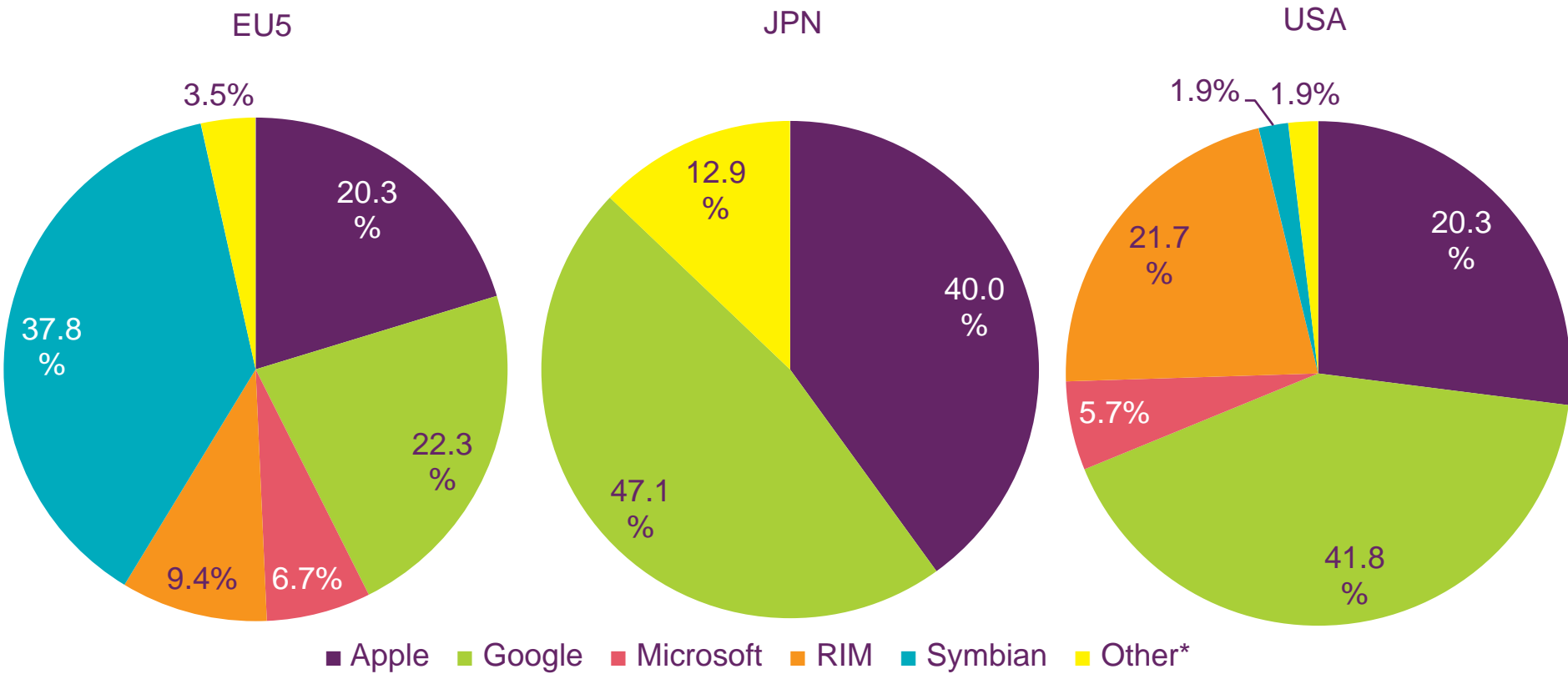


Source: comScore MobiLens , 3 month averages ending February 2010 and August 2011, mobile subscribers ages 13+, EU5 is UK, FRA, GER, ITA and ESP

Note: MobiLens data is derived from an intelligent online survey of a nationally representative sample of mobile subscribers age 13 and above. Data on mobile phone usage refers to a respondent's primary mobile phone and does not include data related to a respondent's secondary device.

Figure 5.6

Smartphone platform share across Europe, the US, and Japan



Source: comScore MobiLens, aged13+

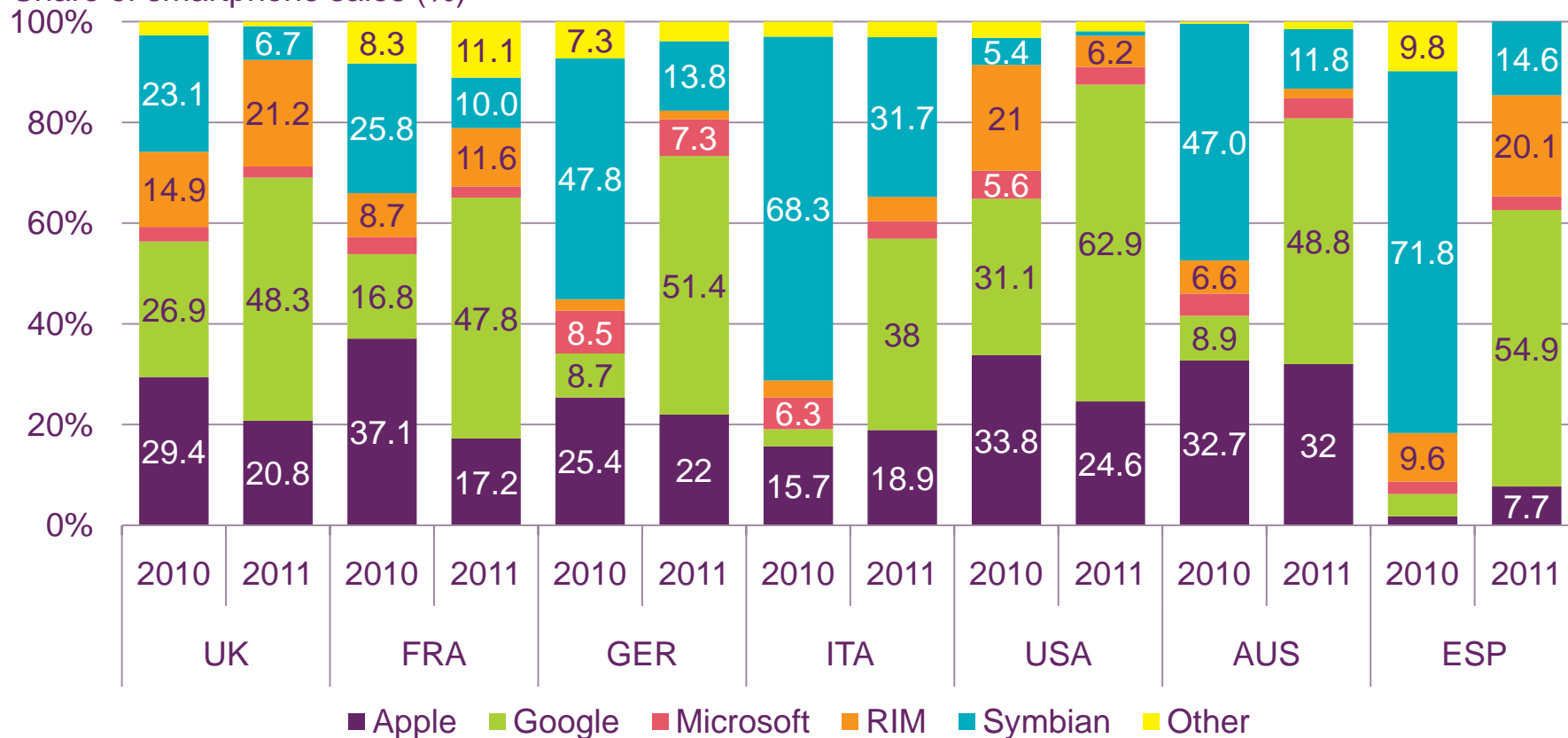
Note: MobiLens data is derived from an intelligent online survey of a nationally representative sample of mobile subscribers age 13 and above. Data on mobile phone usage refers to a respondent's primary mobile phone and does not include data related to a respondent's secondary device.

EU5 (UK, FRA, GER, ITA, ESP) 3 month average ending July 2011, USA 3 month average ending July 2011, JPN data March 2011. *Other includes all platforms not featured in respective pie chart.

Figure 5.7

Operating system share of smartphone sales

Share of smartphone sales (%)

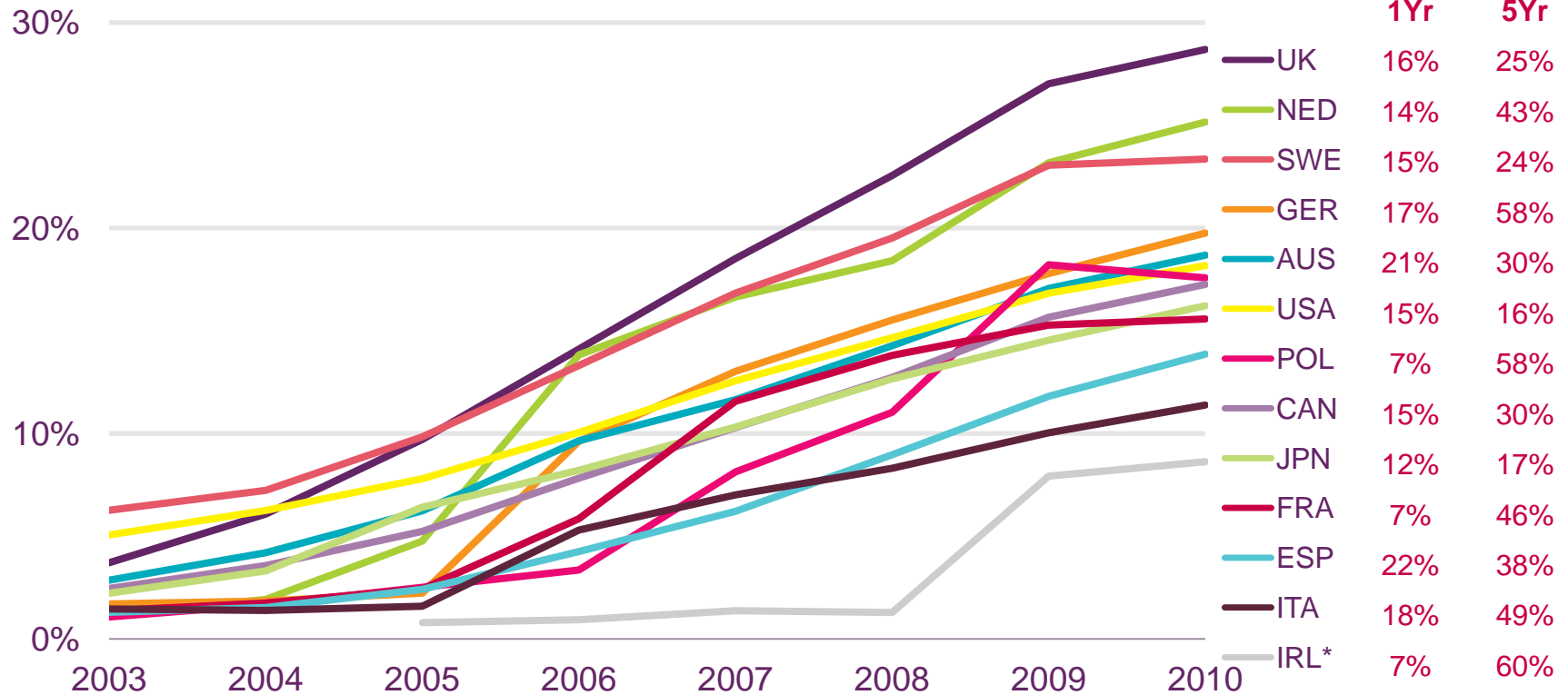


Source: Kantar Worldpanel 12 weeks ending 5 September 2010 and 12 weeks ending 4 September 2011
 Note: Microsoft includes both Windows Phone 7 and Windows Mobile operating systems. Data labels for operating systems with less than 5% share not shown.

Figure 5.8

Internet share of total advertising expenditure

Internet share of all advertising spend (%)

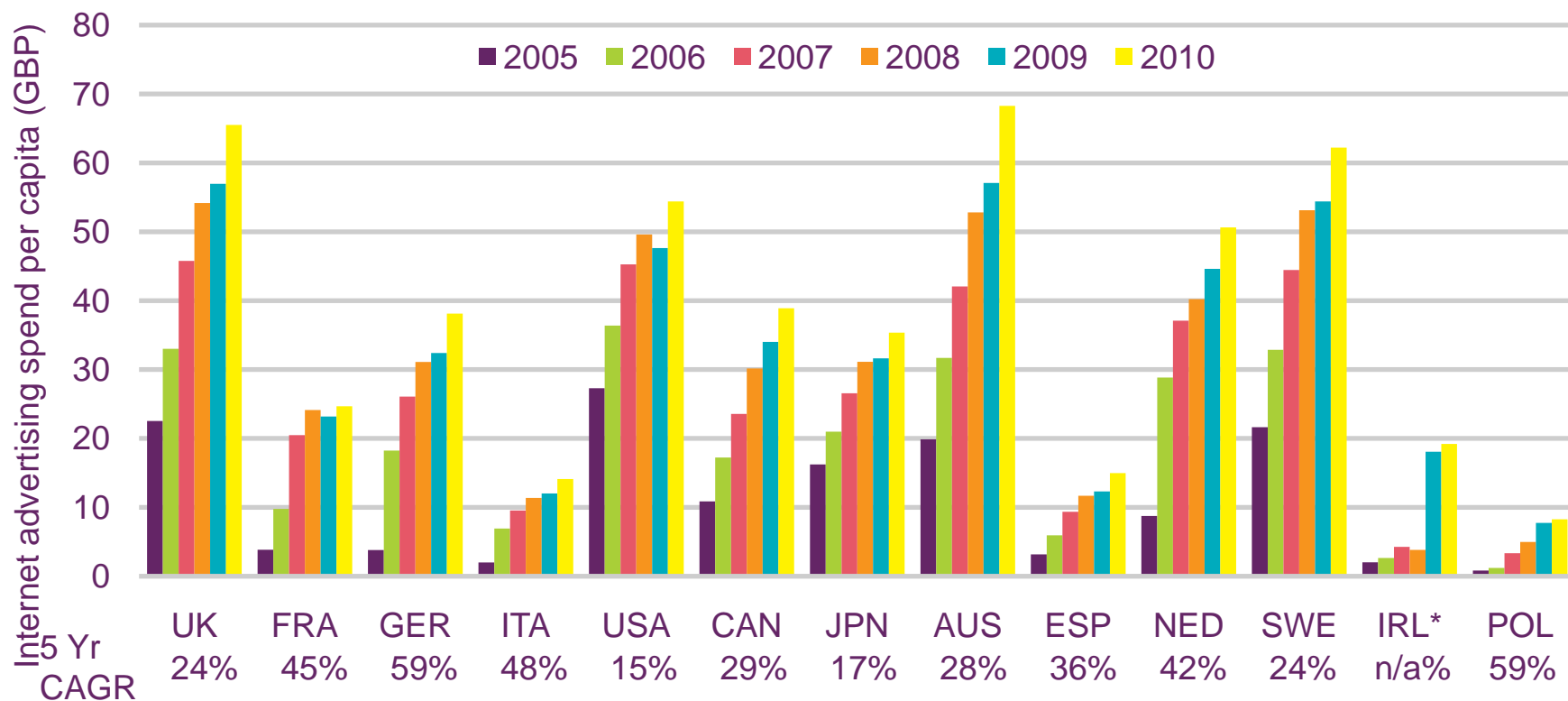


Source: Warc data (www.warc.com)

Note: Data do not include mobile advertising, a small but growing new market. This is particularly relevant to Japan where in 2009 mobile advertising accounted for approximately 2% of total advertising expenditure. *Ireland data prior to 2009 exclude paid-for search advertising. Ireland internet data from 2009 include display, classified, search and email and are therefore not directly comparable with those of previous years.

Figure 5.9

Internet ad spend per head

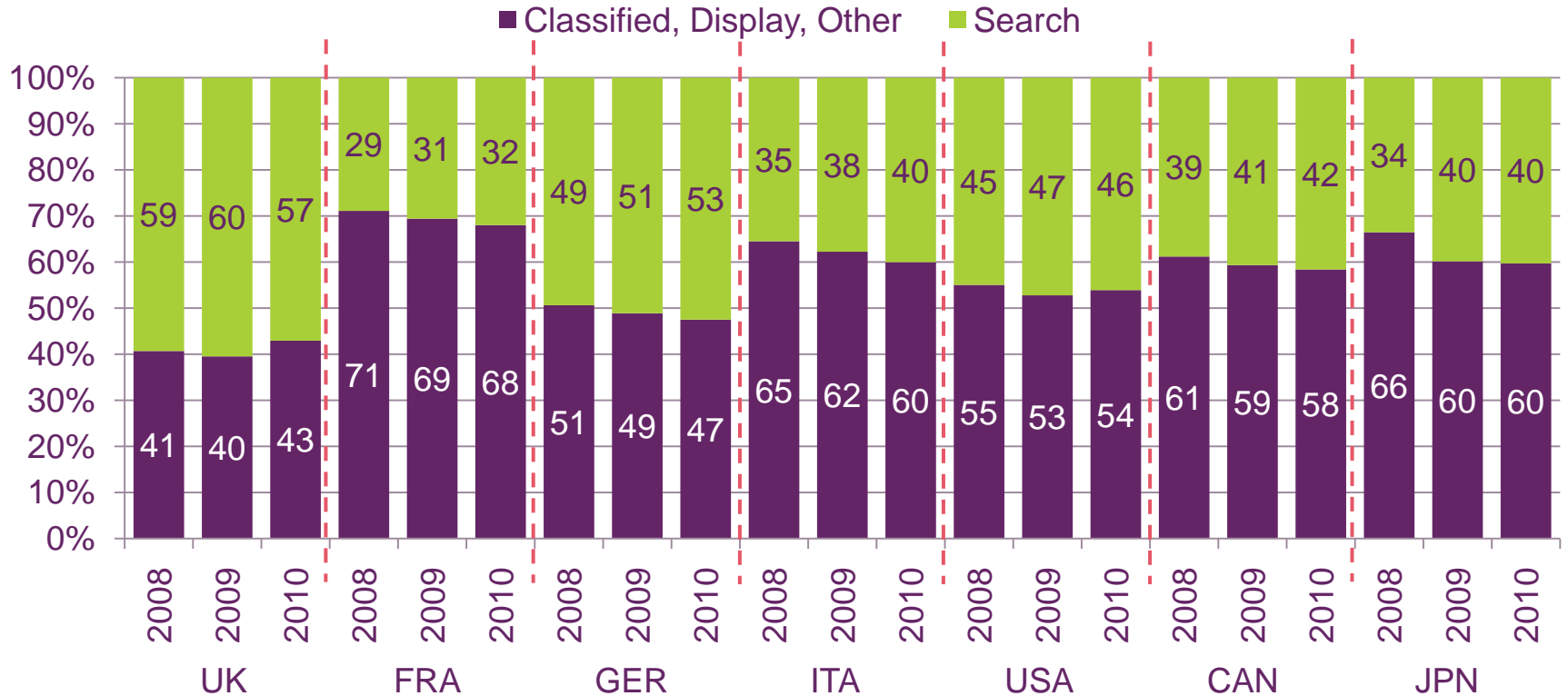


Source: Warc data (www.warc.com). Currency conversions represent the IMF average for 2010. Population per head US Census Bureau (EoY estimates from mid-year values).

*Note: Ireland data prior to 2009 exclude paid-for search advertising. Ireland internet data from 2009 include display, classified, search and email and are not comparable with those of previous years.

Figure 5.10

Internet advertising spend, by category

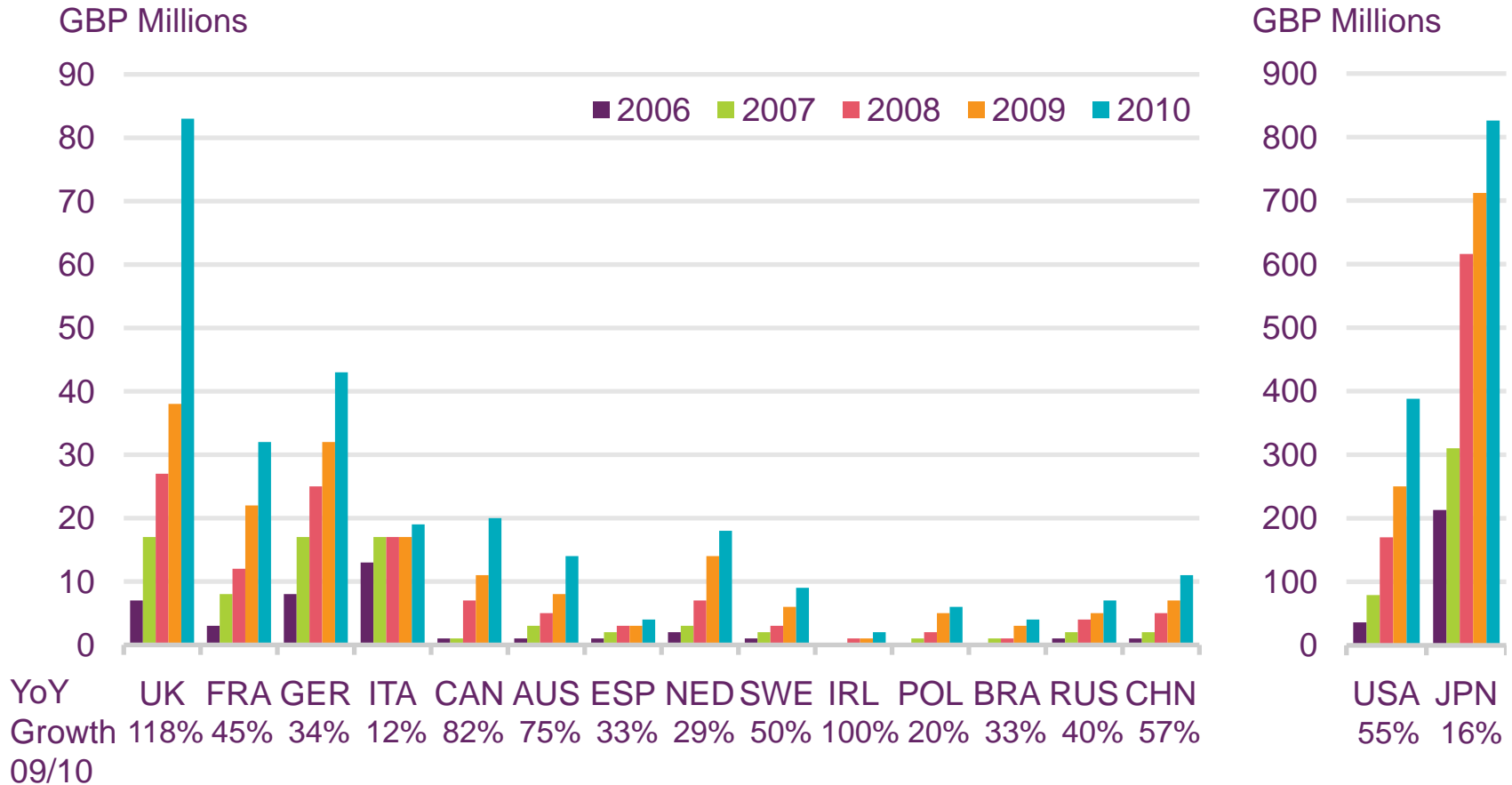


Source: PricewaterhouseCoopers Global Entertainment and Media Outlook: 2011-2015 @ www.pwc.com/outlook.

Note: Interpretation and manipulation of data are solely Ofcom's responsibility.

Figure 5.11

Mobile internet advertising expenditure

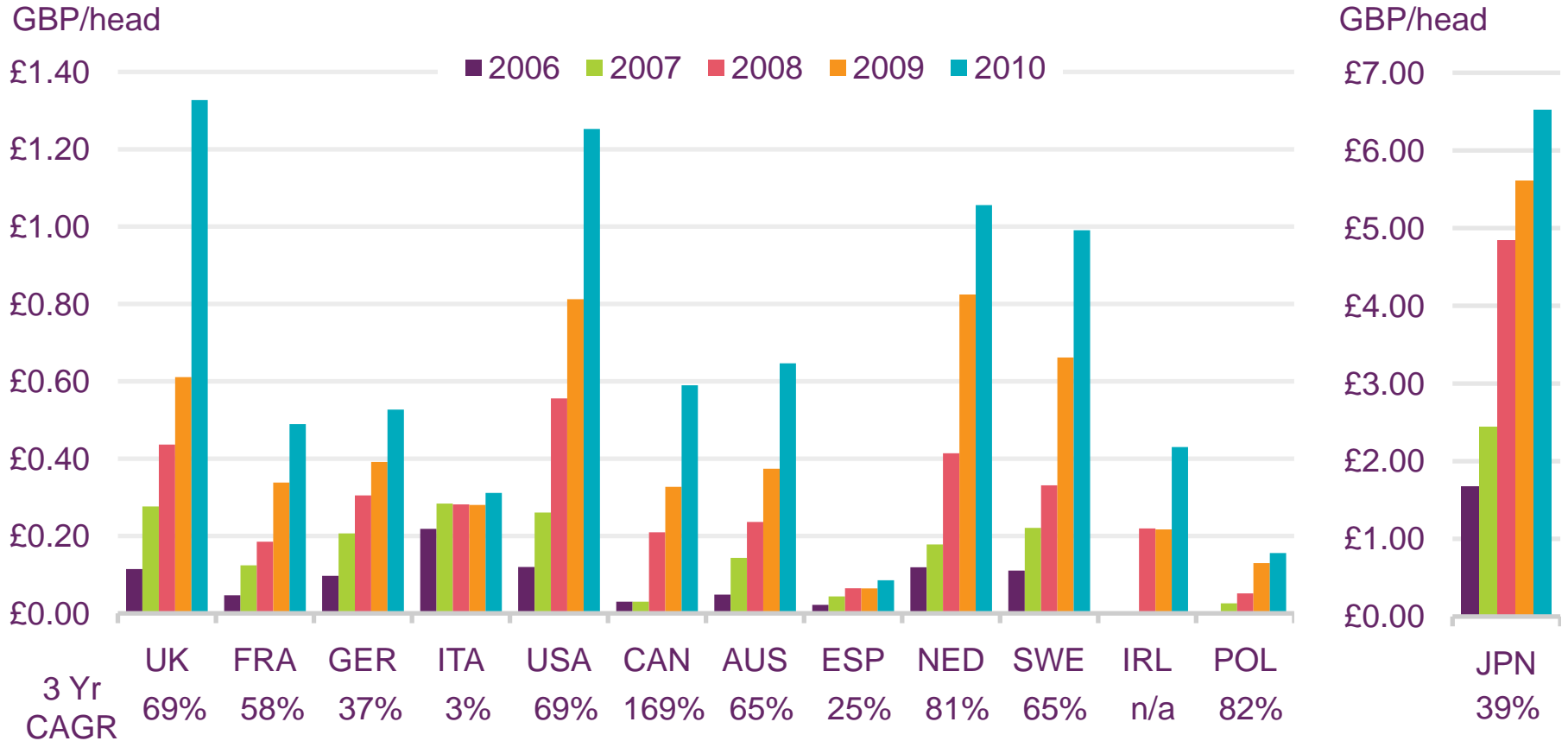


Source: PricewaterhouseCoopers Global Entertainment and Media Outlook: 2011-2015 @ www.pwc.com/outlook.

Note: Interpretation and manipulation of data are solely Ofcom's responsibility.

Figure 5.12

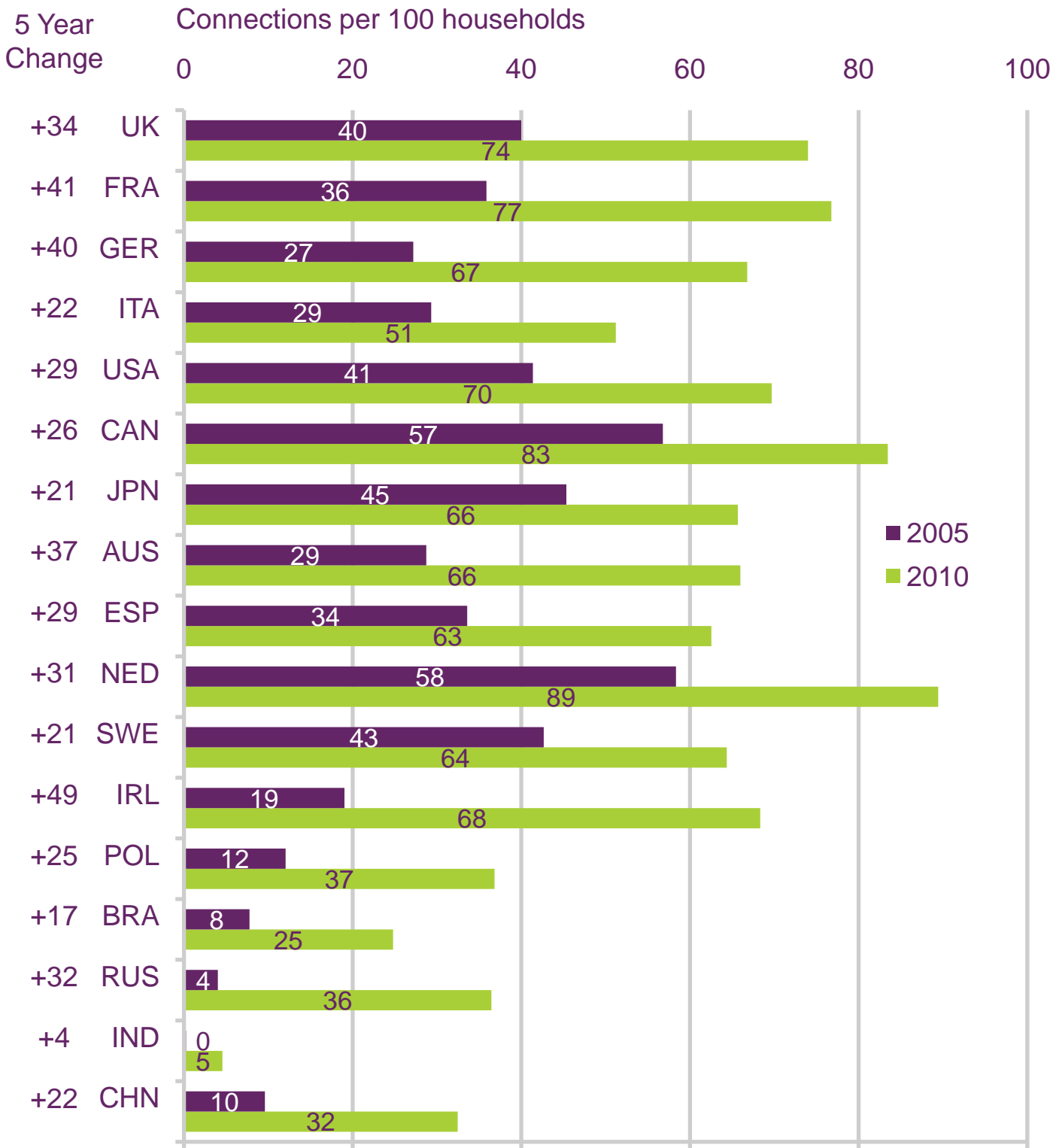
Mobile internet advertising expenditure per head



Source: Expenditure data PricewaterhouseCoopers Global Entertainment and Media Outlook: 2011-2015 @ www.pwc.com/outlook; and population data US Census Bureau (EoY estimates from mid-year values)
 Note: Interpretation and manipulation of data are solely Ofcom's responsibility.

Figure 5.13

Broadband connections per 100 households

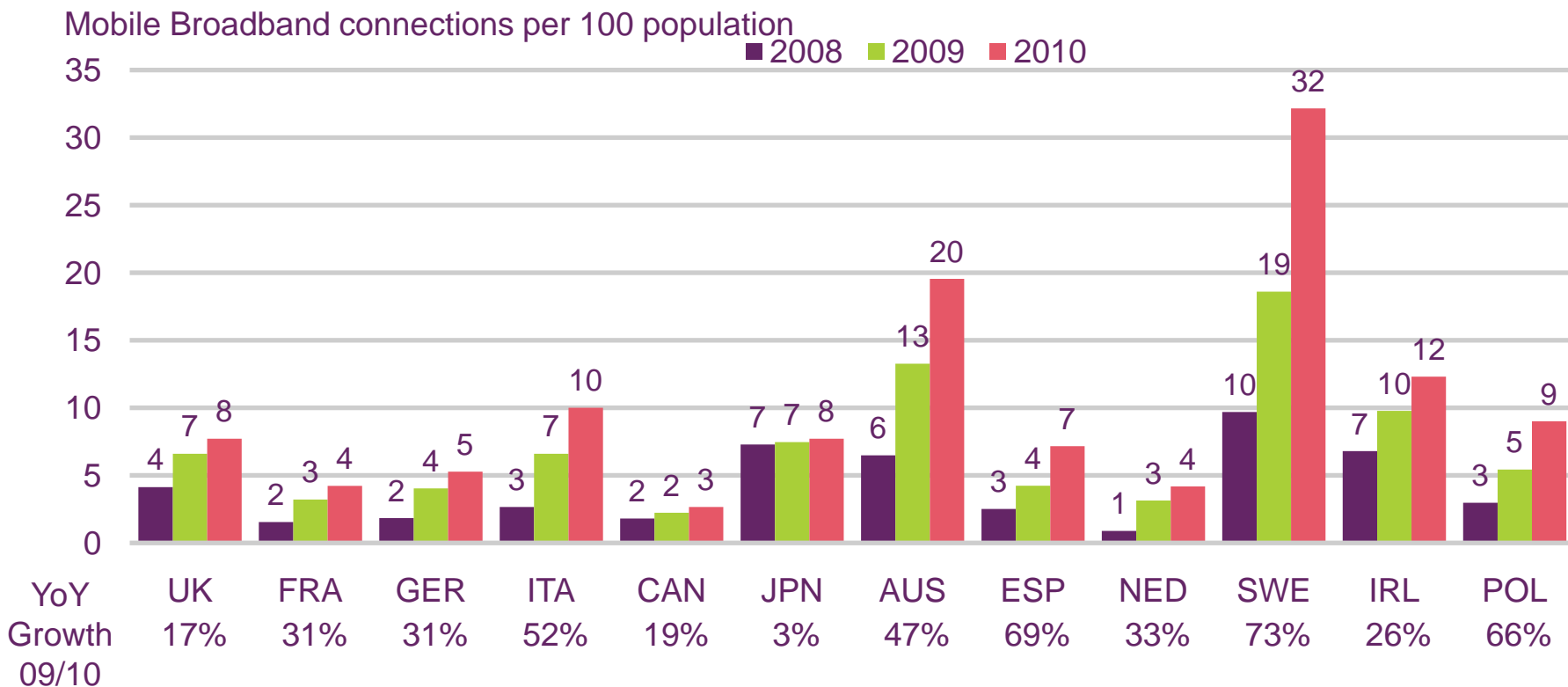


Source: IDATE / Industry Data / Ofcom

Note: this calculation includes business broadband lines, and therefore the figures in the analysis do not equate exactly to household fixed broadband take-up.

Figure 5.14

Mobile broadband subscribers per 100 population

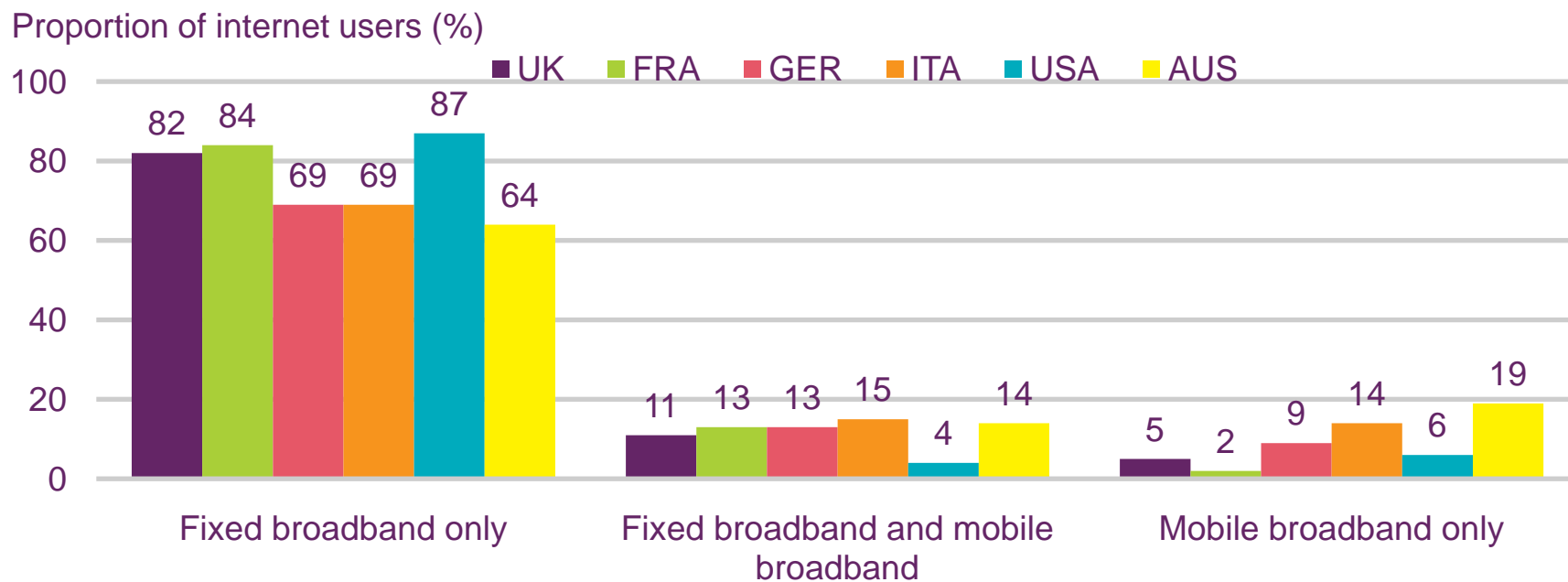


Source: IDATE / industry data / Ofcom

Note: this calculation includes business broadband lines, and therefore the figures in the analysis do not equate exactly to household fixed broadband take-up.

Figure 5.15

Take-up of home internet access platforms



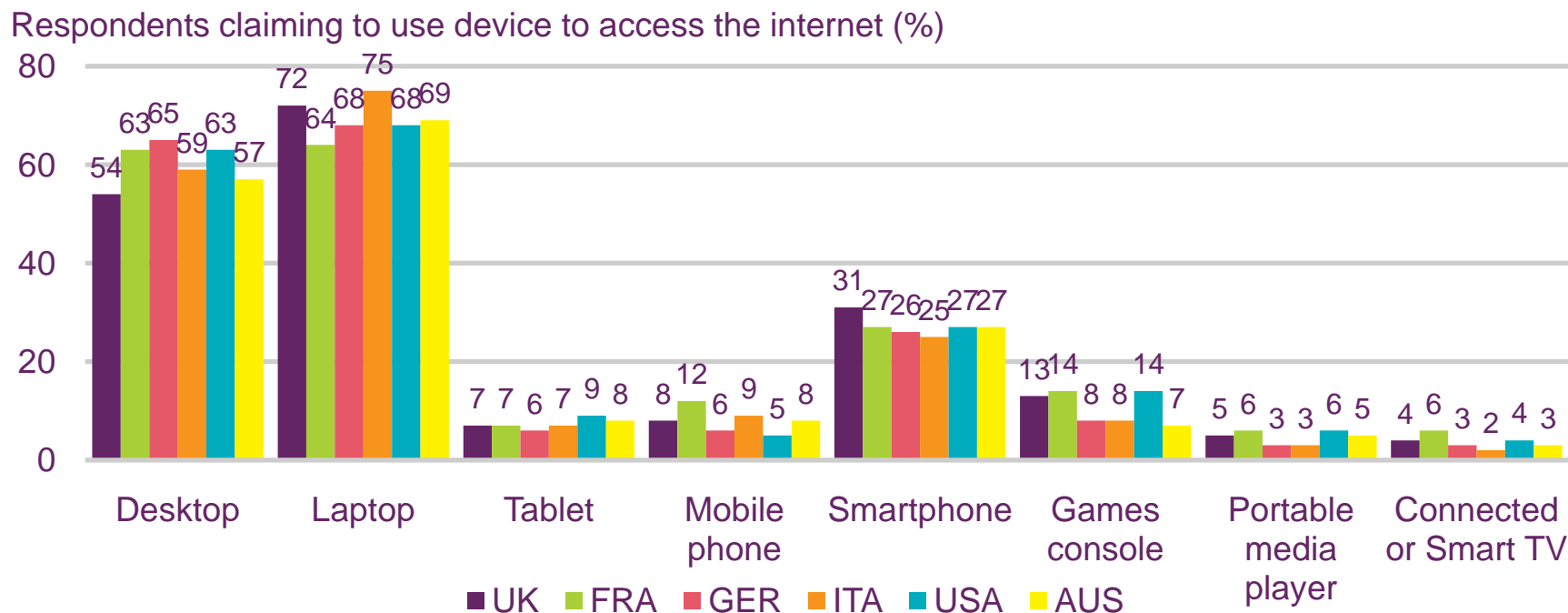
Source: Ofcom consumer research October 2011.

Base : UK=1015, France=1014, Germany=1014, Italy=1045, US=1002, Australia=1012

Q3. Which of the following do you have in your home?

Figure 5.16

Devices used to access the internet



Source: Ofcom consumer research October 2011.

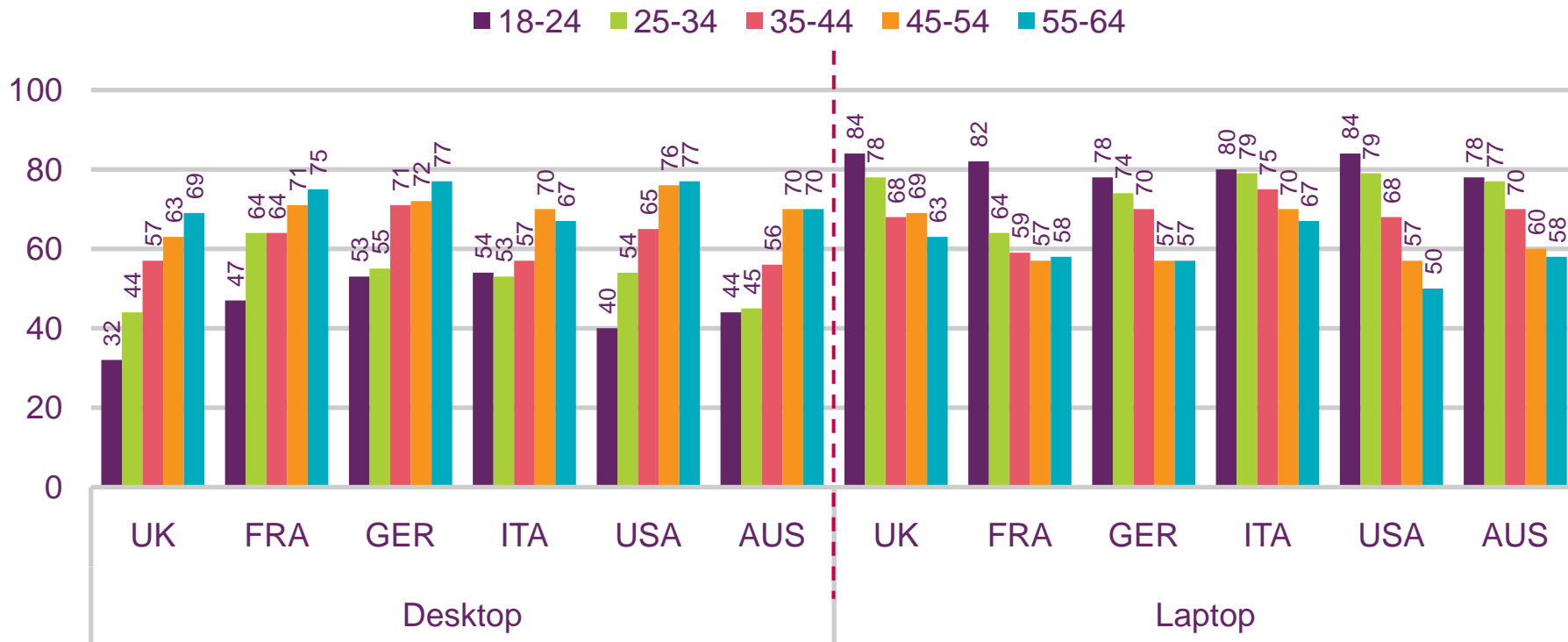
Base: (All Adults who use the internet) UK=1002, France=1004, Germany=1005, Italy=1040, US=992, Australia=1004

Q7. Which of the following devices do you use to access the internet at home (e.g. visiting web sites, emailing, online gaming, downloading files)?

Figure 5.17

Use of desktop and laptop PCs to access the internet, by age

Respondents claiming to use device to access the internet (%)

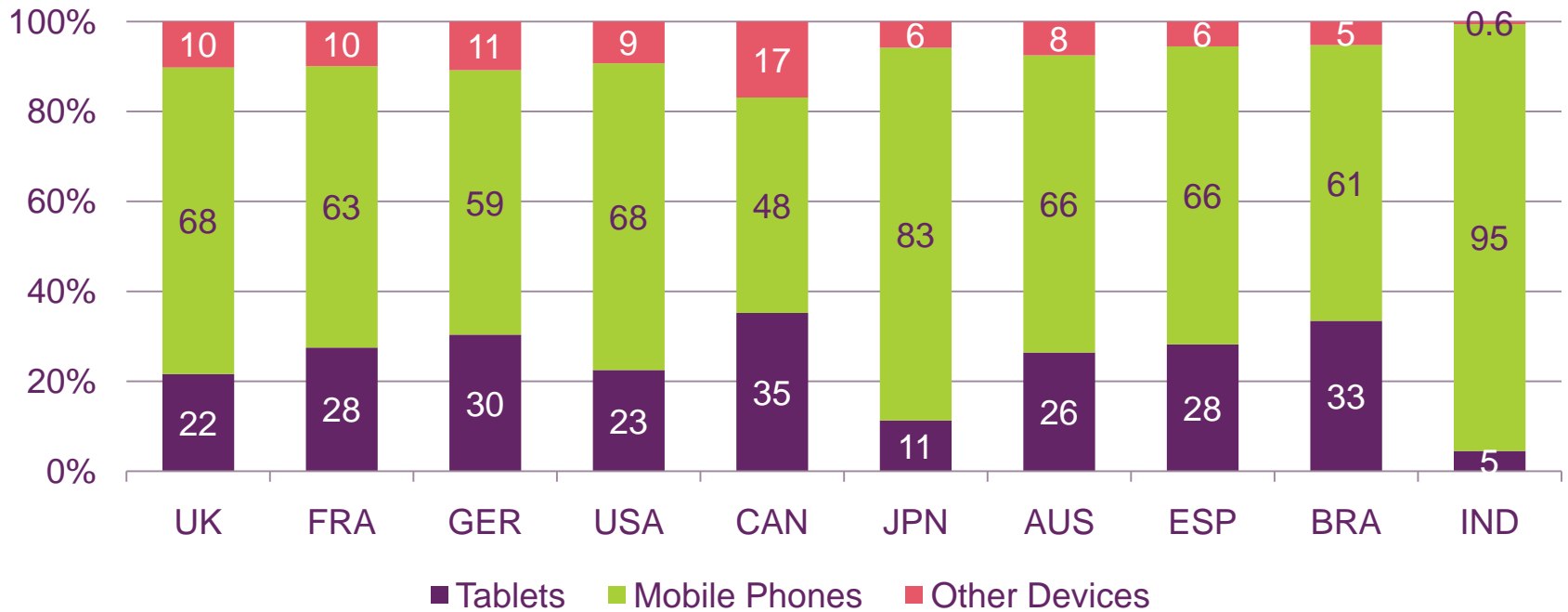


Source: Ofcom consumer research October 2011.

Base: (All Adults who use the internet) UK=1002, France=1004, Germany=1005, Italy=1040, US=992, Australia=1004
 Q7. Which of the following devices do you use to access the internet at home (e.g. visiting web sites, emailing, online gaming, downloading files)?

Figure 5.18

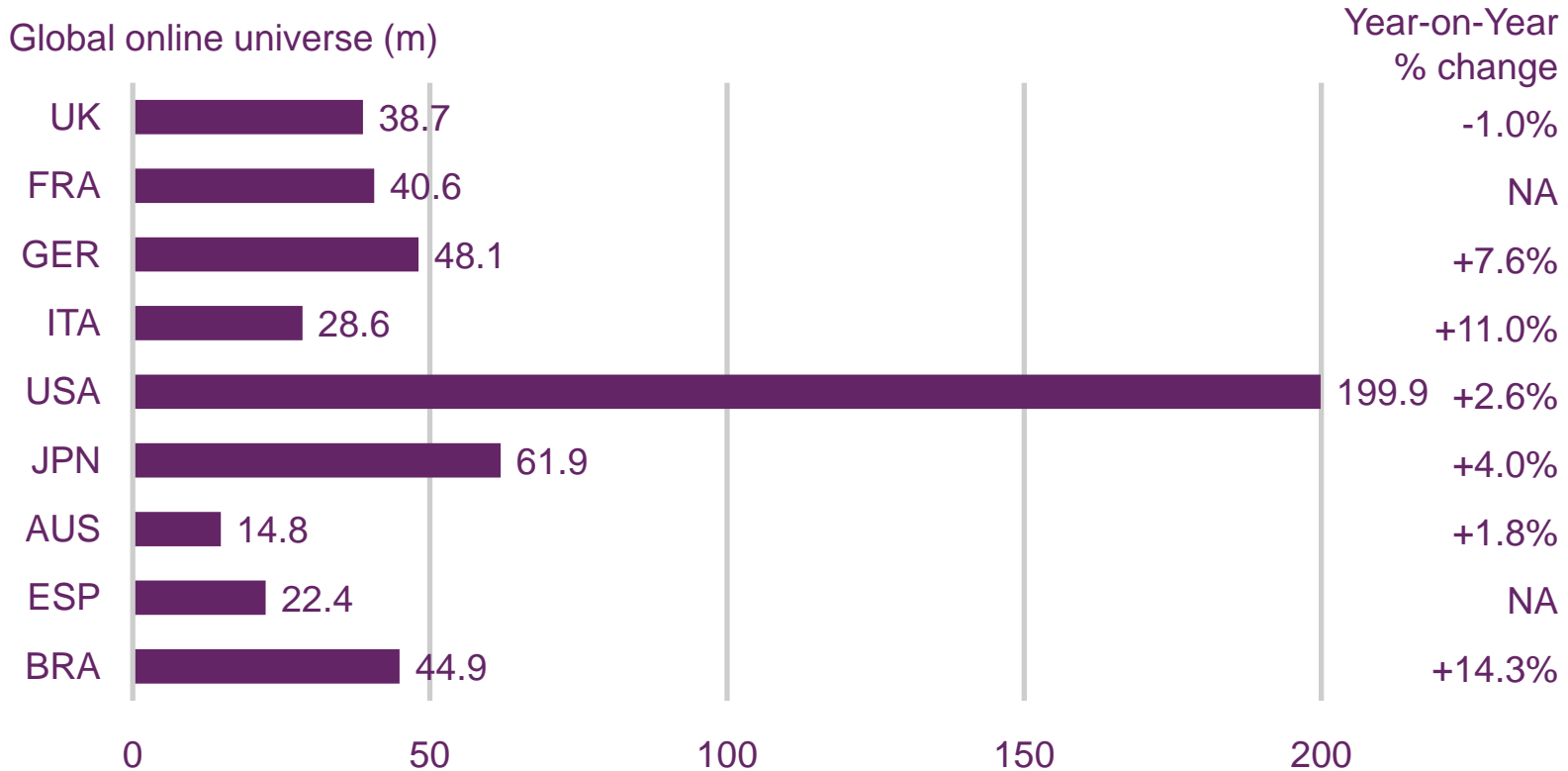
Share of internet traffic on other devices



Source: comScore Device Essentials, May 2011

Figure 5.19

Global online universe, July 2011

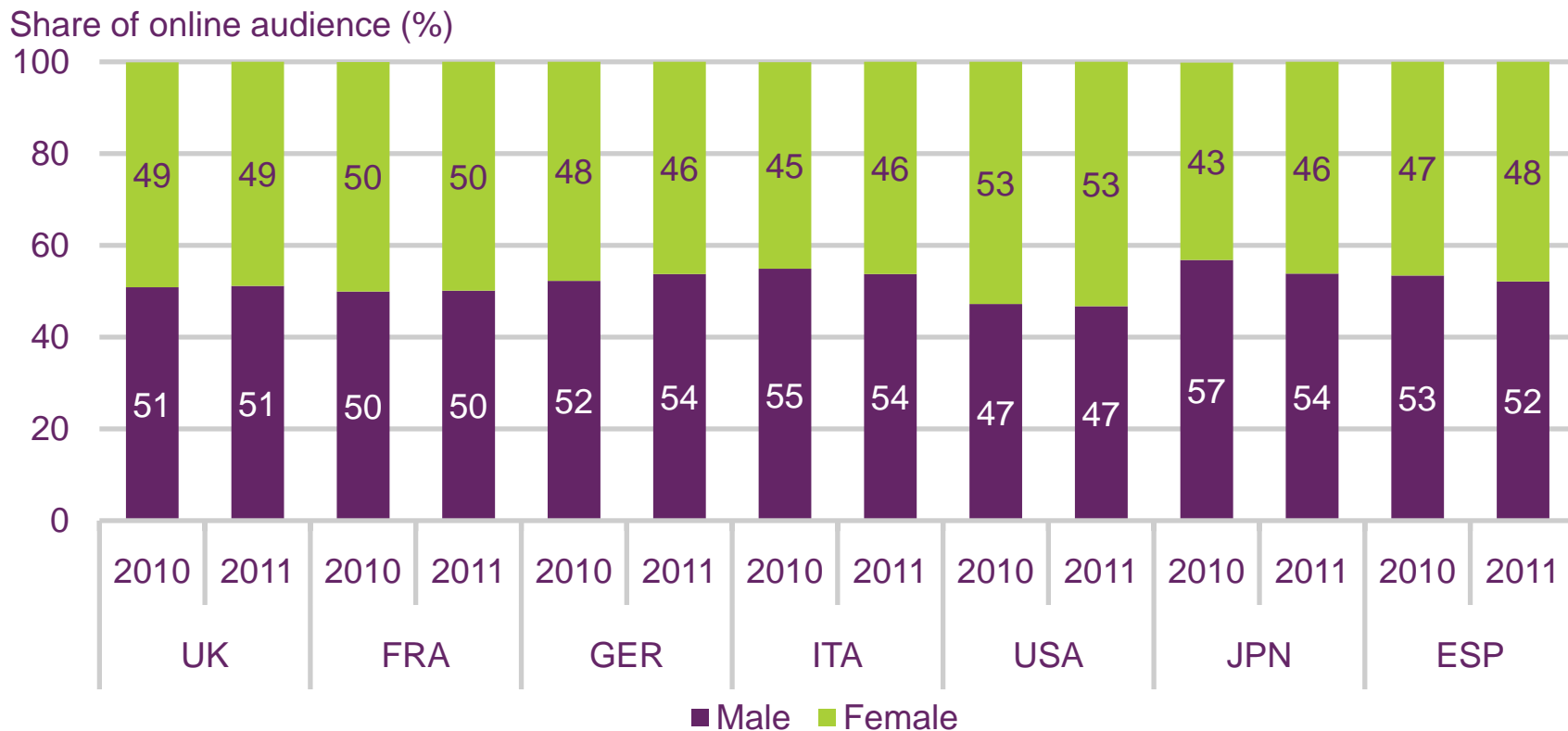


Source: Nielsen, July 2011 and July 2010 (internet applications included, home & work)

Note: Due to a change in methodology in January 2011 online universe figures are incomparable for Spain between July 2010 and July 2011. Year-on-year comparisons for France are not applicable because of an anonymous high data point.

Figure 5.20

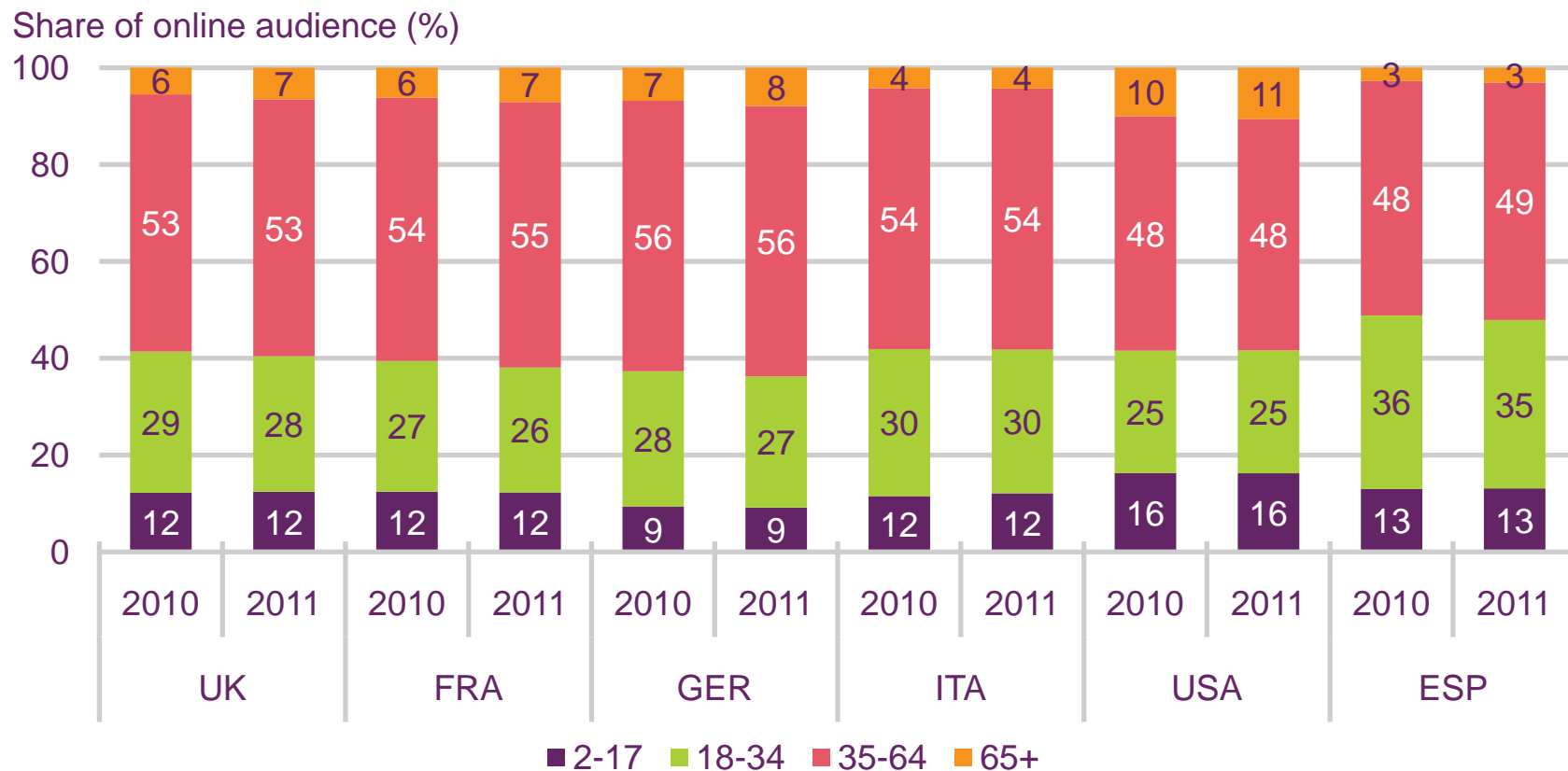
Unique online audience, by gender: August 2010 and August 2011



Source: Nielsen, August 2010 and August 2011, home and work panel, applications included.

Figure 5.21

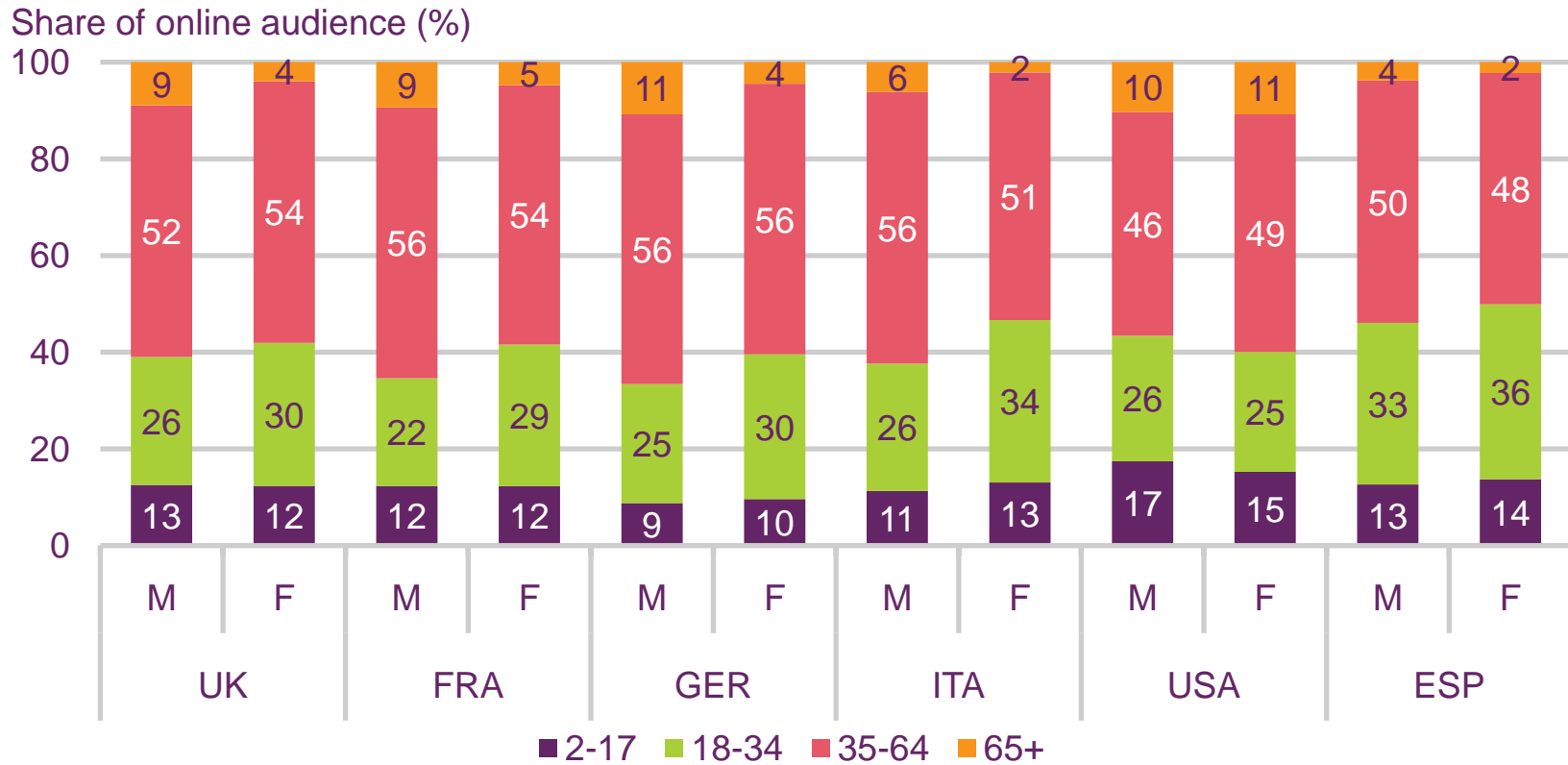
Unique online audience by age: August 2010 and August 2011



Source: Nielsen, August 2010 and August 2011, home and work panel, applications included..

Figure 5.22

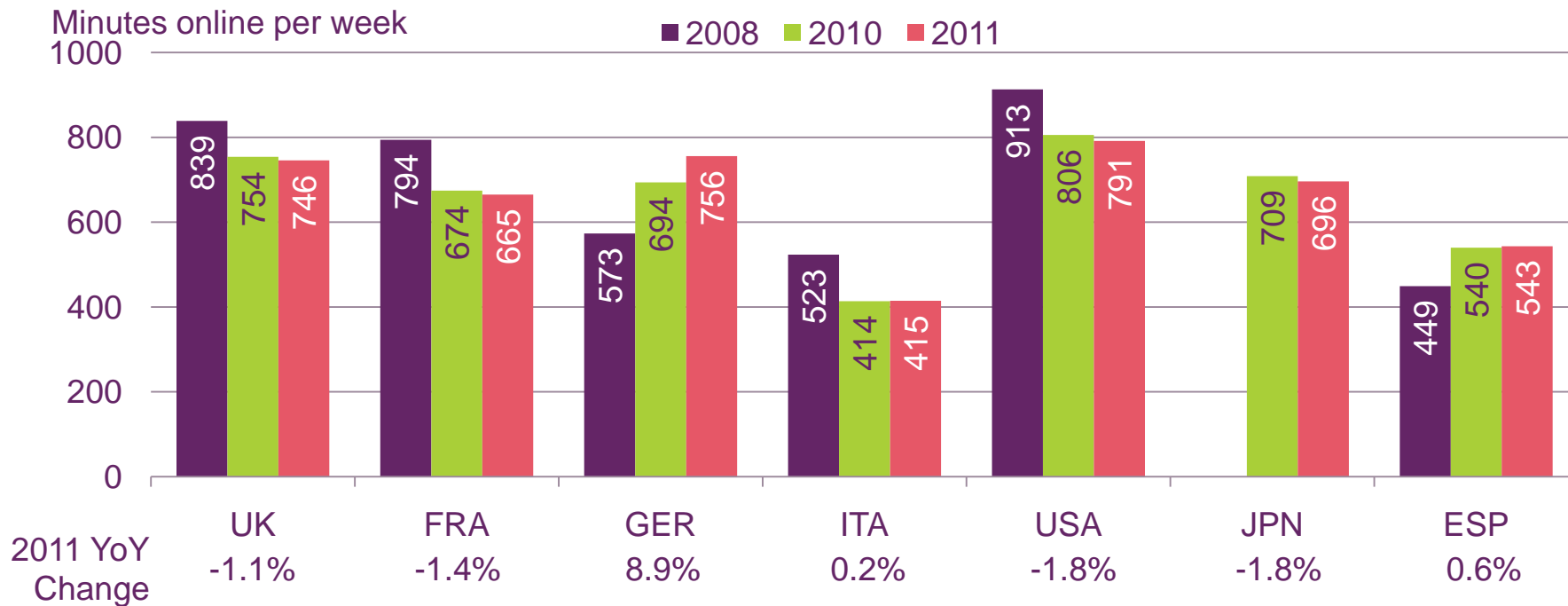
Unique online audience, by age and gender: August 2011



Source: Nielsen, August 2011, home and work panel, applications included.

Figure 5.23

Average number of minutes spent online per week

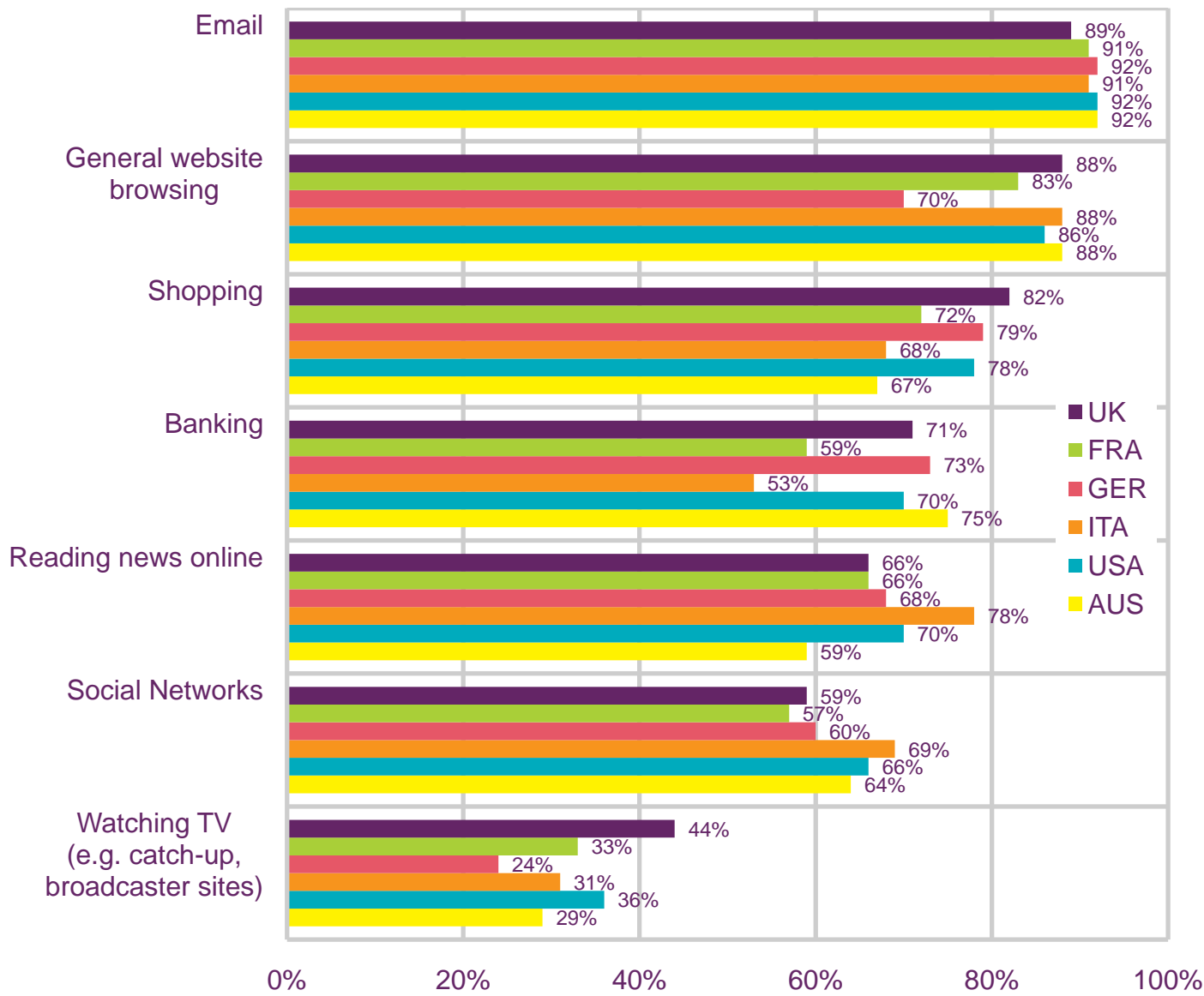


Source: Nielsen, August 2011, home and work panels, applications included.

Note: 2008 data unavailable for Japan.

Figure 5.24

Highlighted use of home internet connection

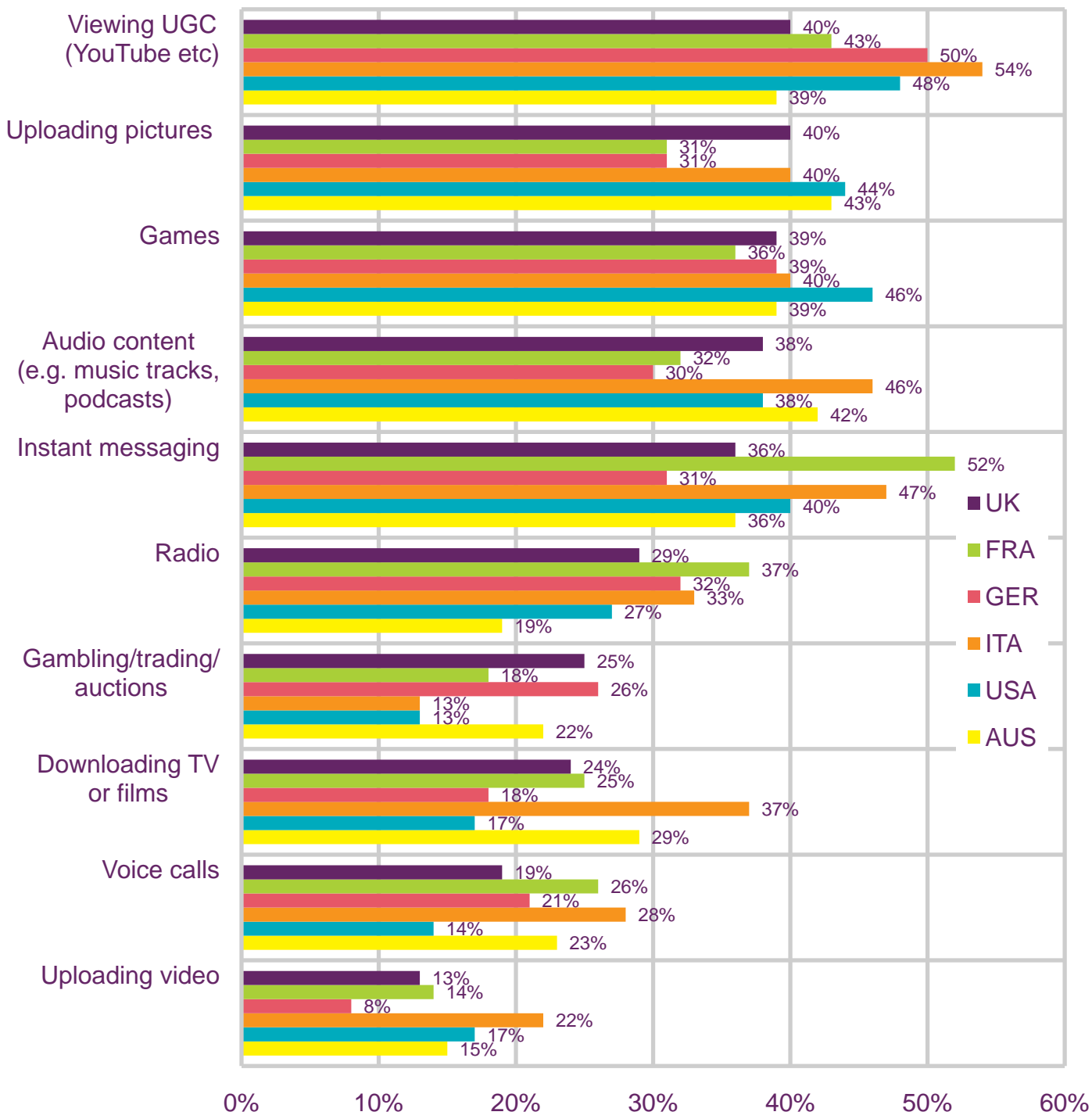


Source: Ofcom consumer research, October 2011. Base sizes: UK=1015, France=1014, Germany=1014, Italy=1045, USA=1002, Australia=1012

Q8. Which, if any, of the following activities do you use your home internet connection for?

Figure 5.25

Use of home internet connection

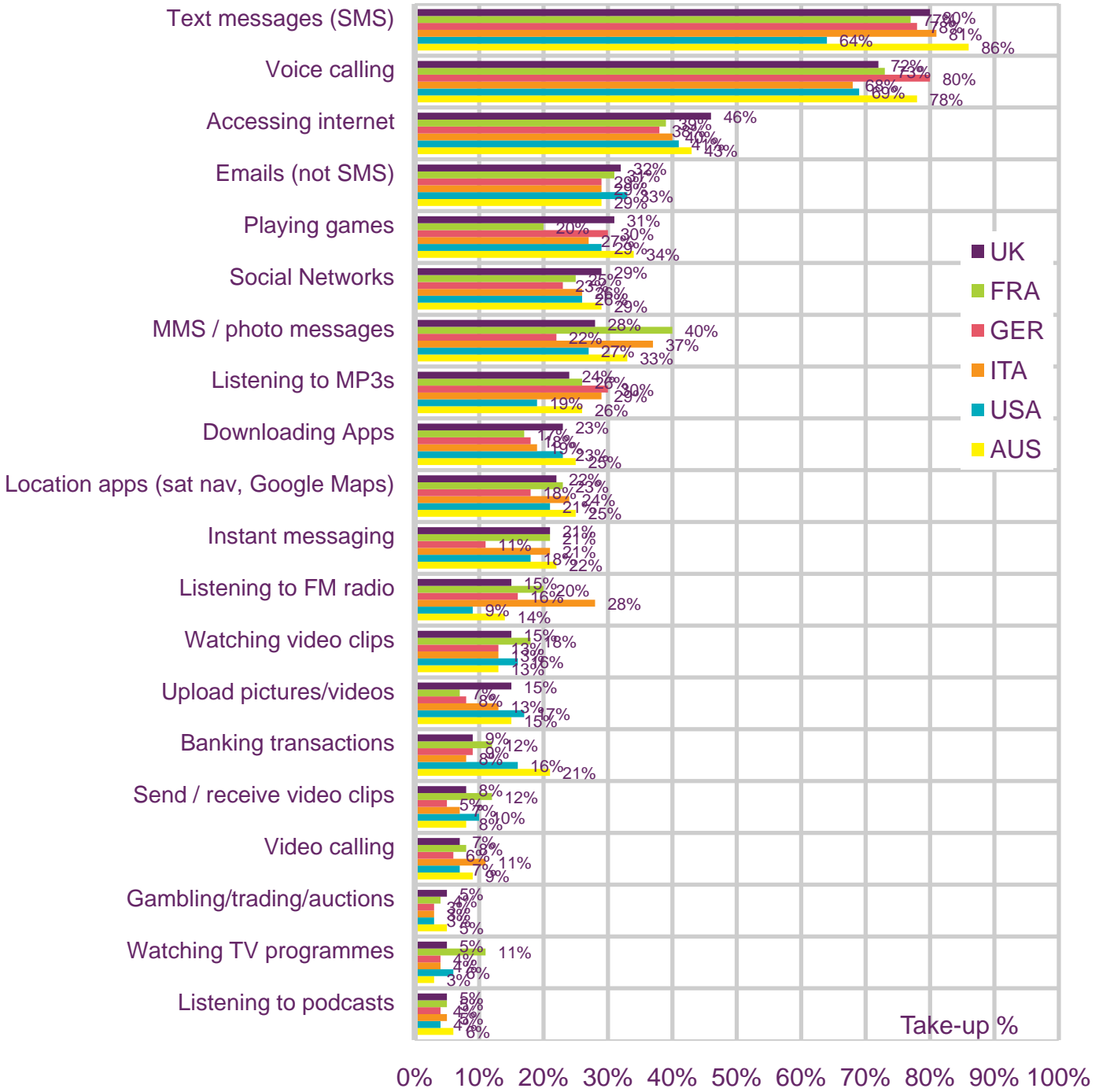


Source: Ofcom consumer research, October 2011. Base sizes: UK=1015, France=1014, Germany=1014, Italy=1045, USA=1002, Australia=1012

Q8. Which, if any, of the following activities do you use your home internet connection for?

Figure 5.26

Mobile phone uses, by country



Source: Ofcom research, October 2011.

Base: All adults aged 18+ who use the internet UK=929, France=914, Germany=945, Italy=989, USA=902, Australia=957.

Q10. Which, if any, of the following activities do you use your smartphone / mobile phone for?

Figure 5.27

Mobile behaviour in the US and Europe, September 2011

% of mobile subscribers	UK	FRA	GER	ITA	USA	ESP
Sent Text Message	91%	84%	80%	80%	70%	80%
Used Browser	47%	35%	28%	31%	43%	35%
Used Application (excl. pre-installed)	45%	32%	30%	31%	43%	35%
Accessed Social Networking Site or Blog	35%	22%	17%	21%	32%	23%
Played Games	34%	16%	25%	30%	29%	29%
Listened to Music	26%	23%	26%	24%	21%	33%

Source: comScore MobiLens, 3 month average ending September 2011, ages 13+

Note: MobiLens data is derived from an intelligent online survey of a nationally representative sample of mobile subscribers age 13 and above. Data on mobile phone usage refers to a respondent's primary mobile phone and does not include data related to a respondent's secondary device.

Figure 5.28

Top ten website brands, by country

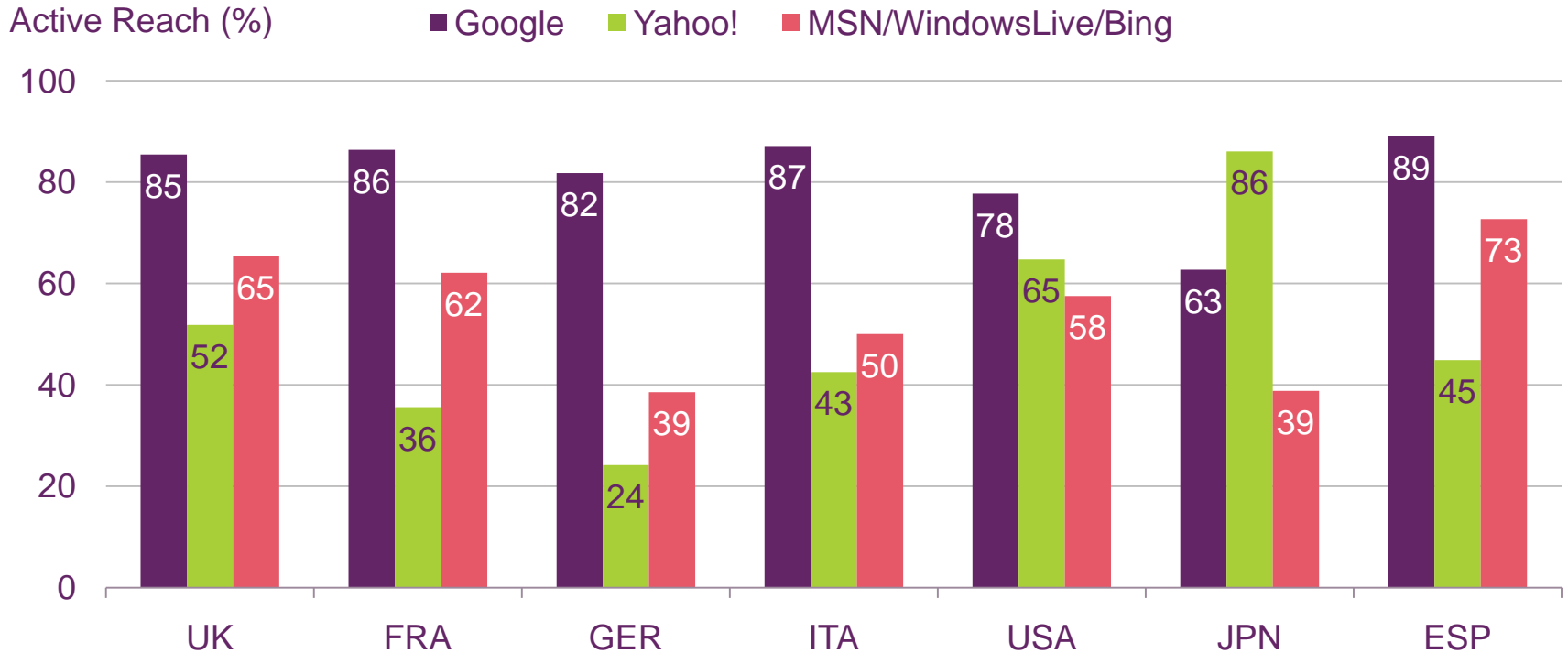
	UK	FRA	GER	ITA	USA-	JPN	ESP
1	Google	Google	Google	Google	Google	Yahoo!	Google
2	Facebook +1	Facebook +1	Facebook +7	Facebook	Facebook +1	Google	MSN/WindowsLive/Bing
3	MSN/WindowsLive/Bing -1	MSN/WindowsLive/Bing -1	YouTube +2	YouTube +1	Yahoo! -1	FC2	Facebook
4	BBC +1	Microsoft	Microsoft -1	MSN/WindowsLive/Bing -1	MSN/WindowsLive/Bing	YouTube +4	YouTube
5	Yahoo! -1	YouTube +1	eBay -3	Virgilio	YouTube	Rakuten -1	Microsoft
6	YouTube +1	Orange -1	Amazon +1	Yahoo!	Microsoft	Wikipedia	Yahoo!
7	Amazon +2	Wikipedia +3	MSN/WindowsLive/Bing -3	Libero +1	AOL Media Network	goo	Blogger
8	eBay -2	Yahoo! -1	Wikipedia -2	Microsoft -1	Wikipedia +2	Microsoft -3	Wikipedia
9	Microsoft -1	Free -1	T-Online -1	Wikipedia	Apple -1	Ameba +1	Tuenti N
10	Wikipedia	PagesJaunes -1	RTL Network	Blogger	Ask Search Network -1	livedoor N	Elmundo.es N

Source: Nielsen, August 2010.

Note: Coloured font indicate brand appears more than once. Includes all internet applications. '+' or '-' denotes change in rank since 2010 ICMR publication, '-' denotes no change, and 'N' denotes a new entrant to the top 10.

Figure 5.29

Active reach of search engines



Source: Nielsen, Search Brands per Country, August 2011, home and work panel, including applications.

Figure 5.30

Most searched terms on Google between August 2010 and August 2011

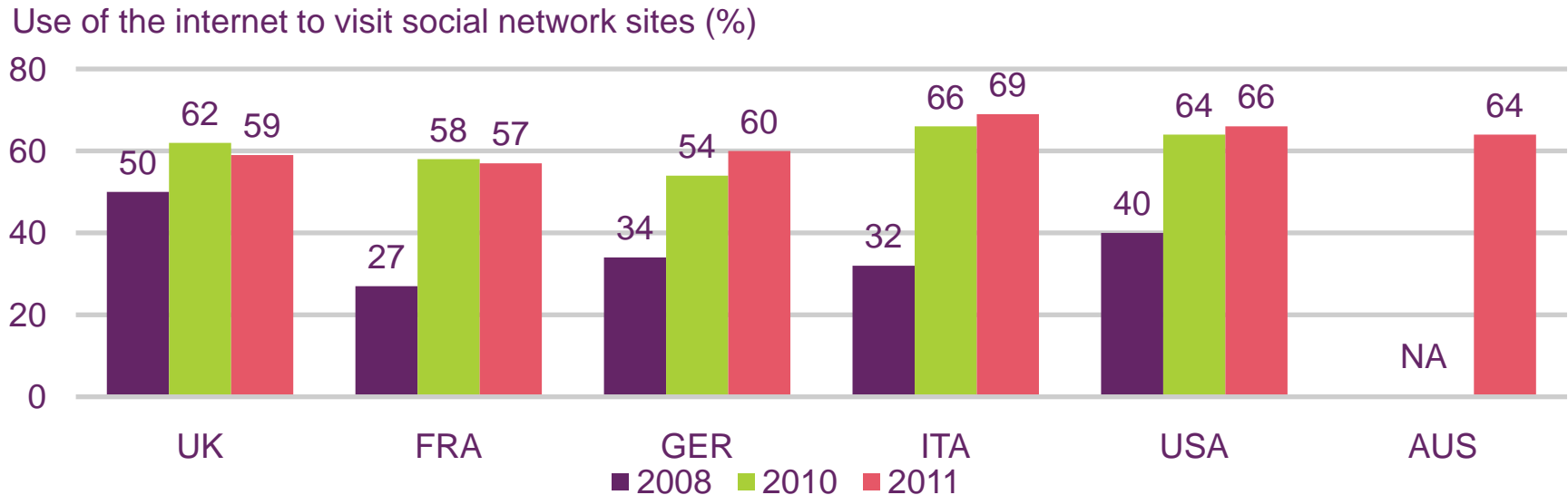
Country	1 ST	2 ND	3 RD	Largest increase
UK	facebook	bbc	youtube	fb
FRA	facebook	youtube	bon coin	dpstream
GER	facebook	youtube	berlin	facebook.de
ITA	facebook	youtube	libero	fb
USA	facebook	you	youtube	minecraft
CAN	facebook	youtube	you	minecraft
JPN	yahoo	youtube	画像 ¹	東京電力 ²
AUS	facebook	youtube	google	minecraft
ESP	facebook	tuenti	youtube	twitter
NED	hyves	youtube	facebook	ipad
SWE	facebook	youtube	google	minecraft
IRL	facebook	youtube	facebook login	donedeal
POL	nk	gry	allegro	nk.pl
BRA	jogos	orkut	youtube	facebook
RUS	одноклассники ³	контакте ⁴	в контакте ⁵	гугл ⁶
IND	in	download	india	www.facebook.com
CHN	qq	人人 ⁷	游戏 ⁸	pptv

Source: Google Insights Search Tool, August 2010 to August 2011.

Notes: 1. Image 2. TEPCO 3. classmates (odnoklassniki.ru) 4. Contact (vkontakte.ru) 5. In contact (vkontakte.ru) 6. Google 7. Everyone (renren.com) 8. Games

Figure 5.31

Use of home internet connection to visit social networking sites



Source: Ofcom consumer research October 2011.

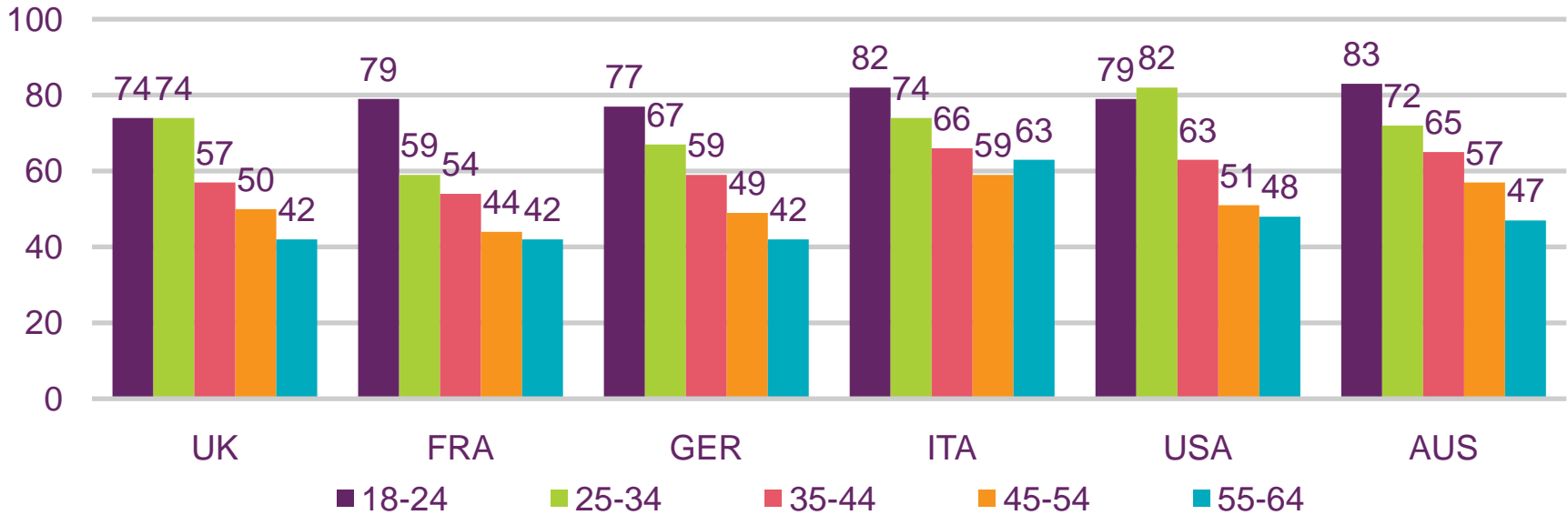
Base: UK=1015, France=1014, Germany=1014, Italy=1045, US=1002, Australia=1012.

Q8. Which, if any, of the following activities do you use your home internet connection for?

Figure 5.32

Use of home internet connection for social networking, by age

Use of internet for social networking (%)



Source: Ofcom consumer research October 2011.

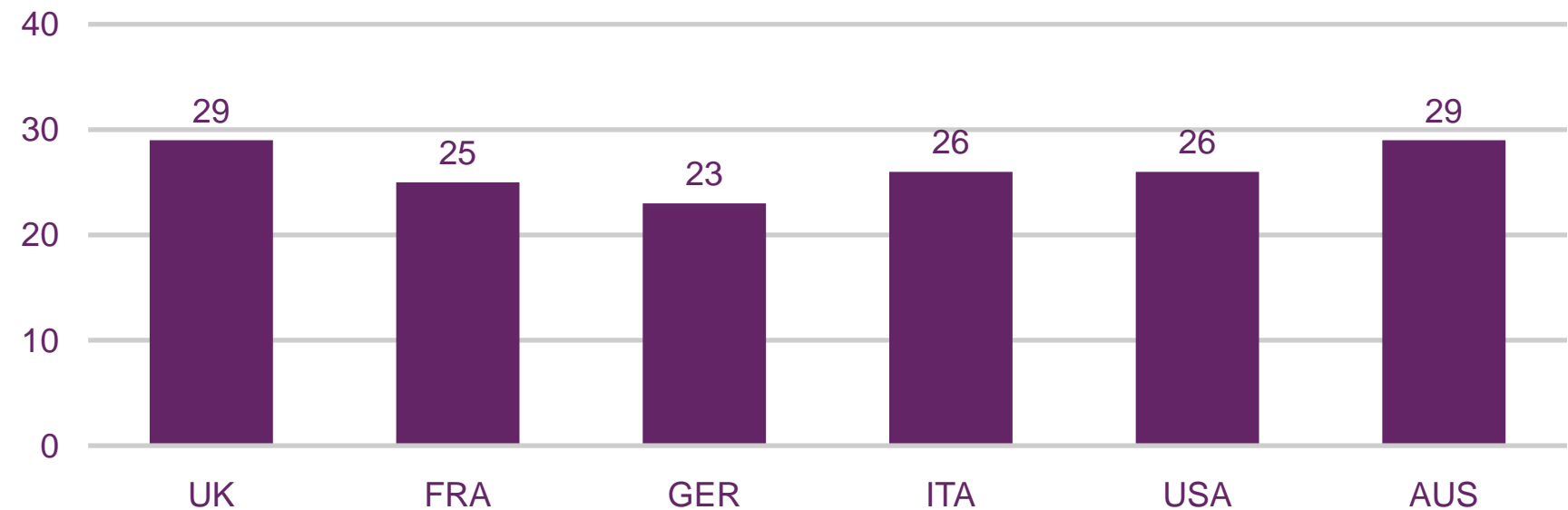
Base: UK=1015, France=1014, Germany=1014, Italy=1045, US=1002, Australia=1012

Q8: Which, if any, of the following activities do you use your home internet connection for?

Figure 5.33

Use of mobile phones for social networking

Mobile owners accessing social networking sites (%)



Source: Ofcom consumer research October 2011.

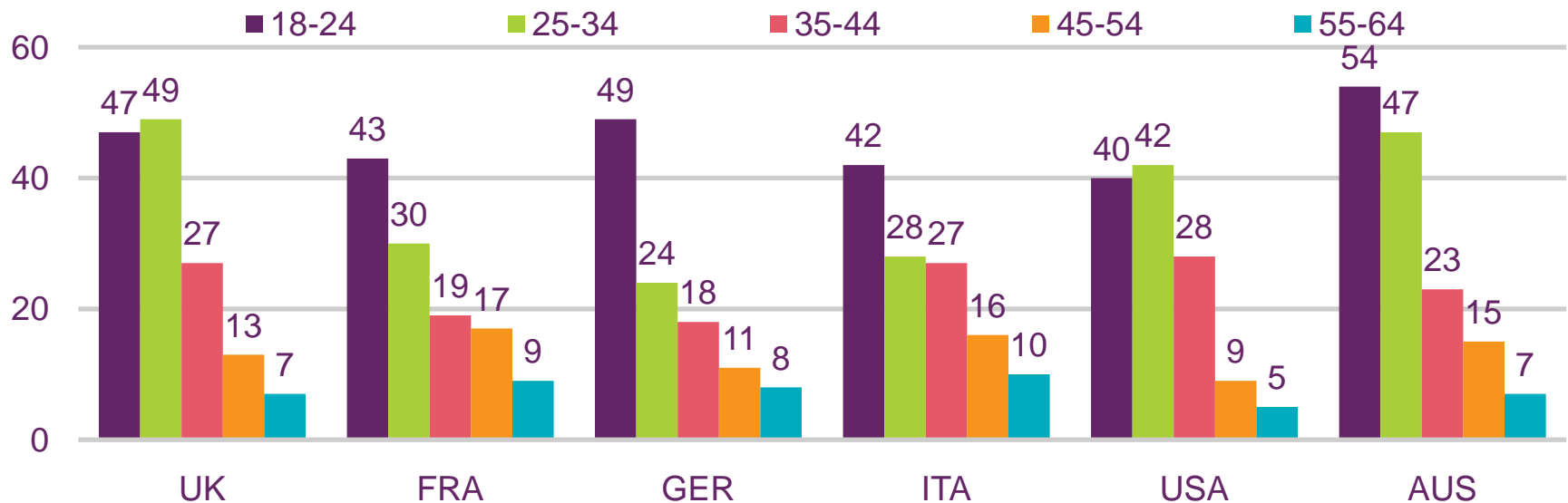
Base: (All Adults who own a smartphone and/or a mobile phone) UK=957, France=914, Germany=945, Italy=989, US=902, Australia=957

Q10. Which, if any, of the following activities do you use your mobile phone for?

Figure 5.34

Use of mobile phones for social networking, by age

Mobile owners accessing social networking sites (%)



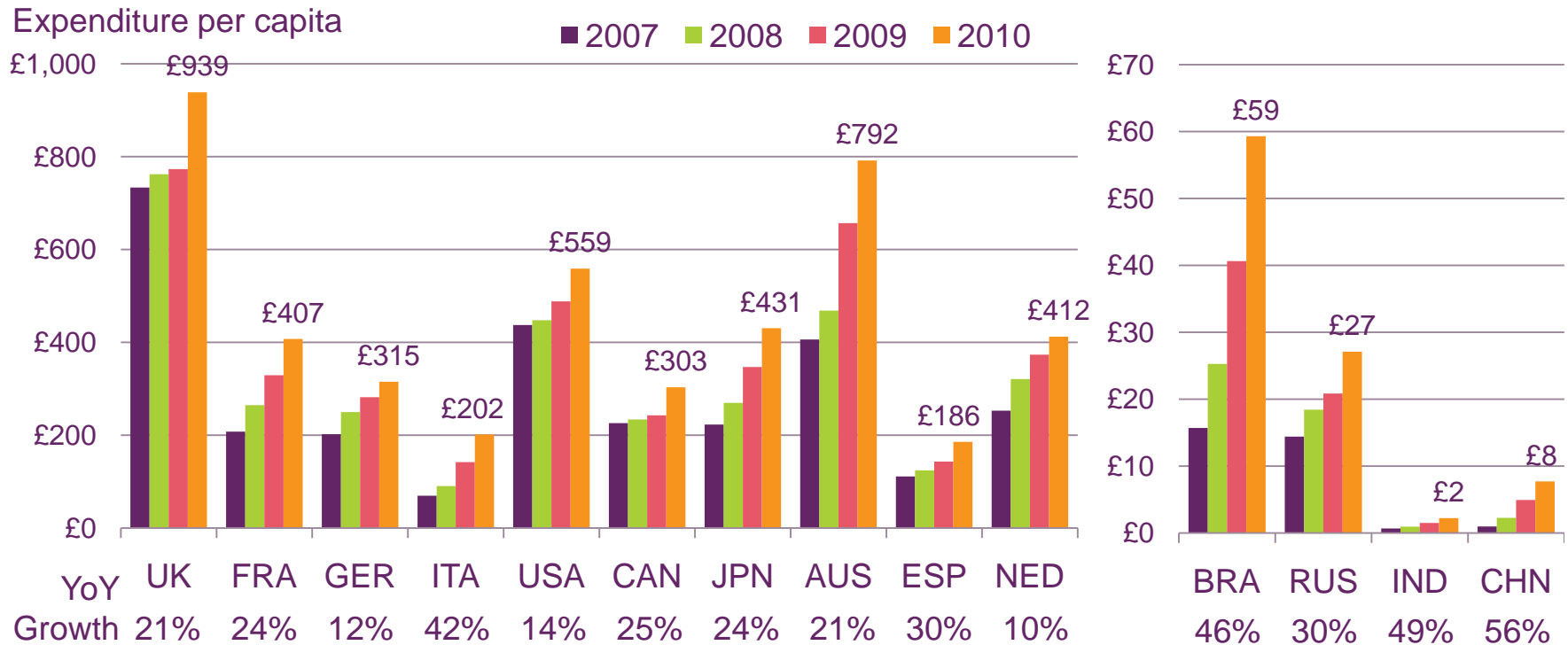
Source: Ofcom consumer research October 2011.

Base: (All Adults who own a smartphone and/or a mobile phone) UK=929, France=914, Germany=945, Italy=989, US=902, Australia=957

Q10. Which, if any, of the following activities do you use your mobile phone for?

Figure 5.35

Value of B2C e-commerce per head



Source: IMRG B2C Global e-Commerce Overview 2011 Update 01, June 2011

Notes: Values converted from Euros to British Sterling (£1 = €1.167382). Population figures from US Census Bureau (end of year estimates from mid-year values)

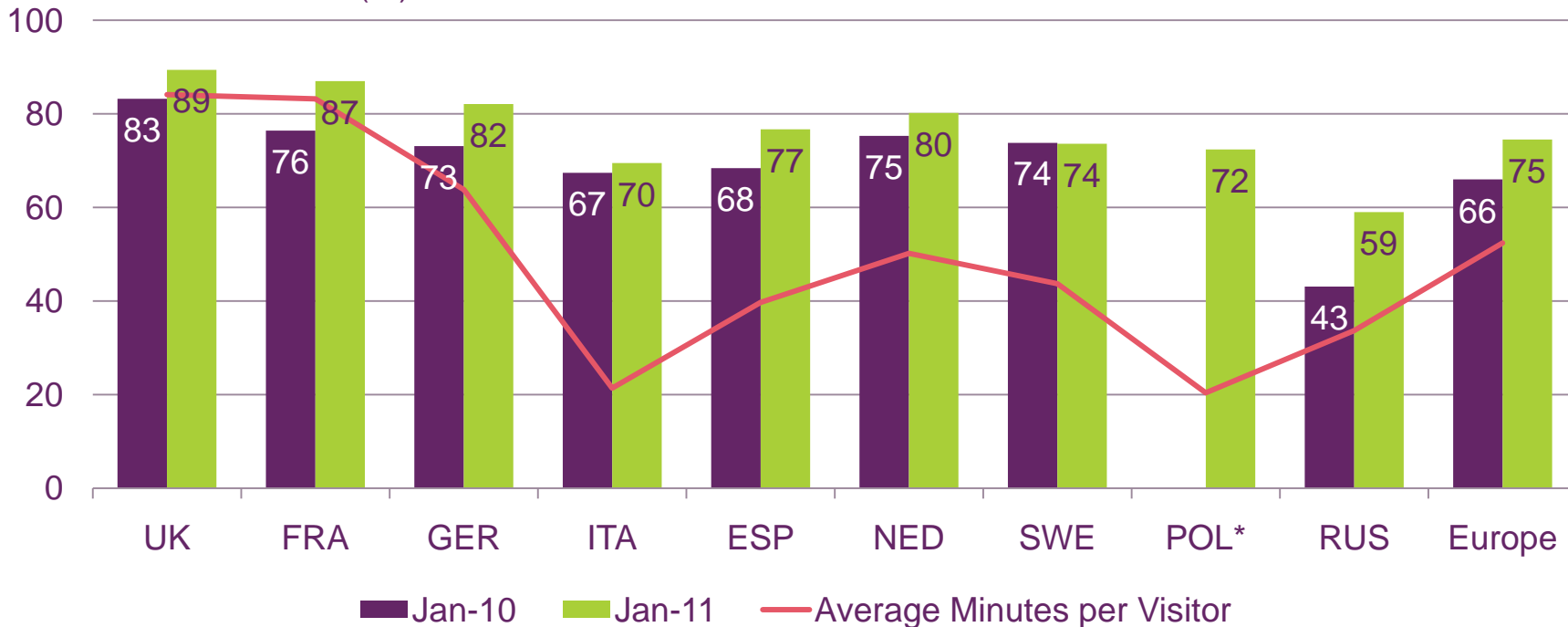
Figure 5.36

Average minutes per visitor, and reach of retail websites

Time spent per visitor Jan 2011 (minutes)

84.1 83.2 63.8 21.4 39.7 50.2 43.7 20.4 33.7 52.4

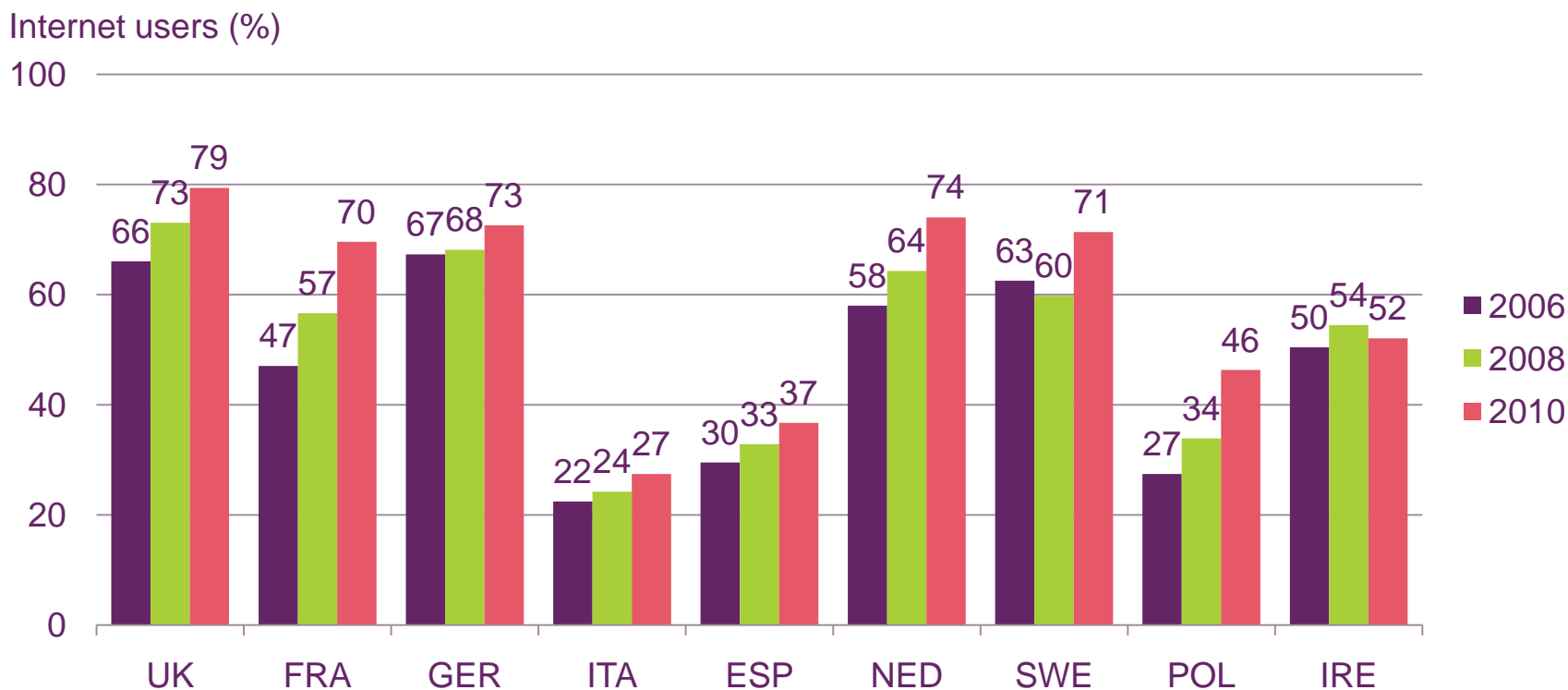
Reach of internet users (%)



Source: comScore Media Metrix, January 2011, user aged 15+, home and work locations.

Figure 5.37

Internet users ordering goods or services online

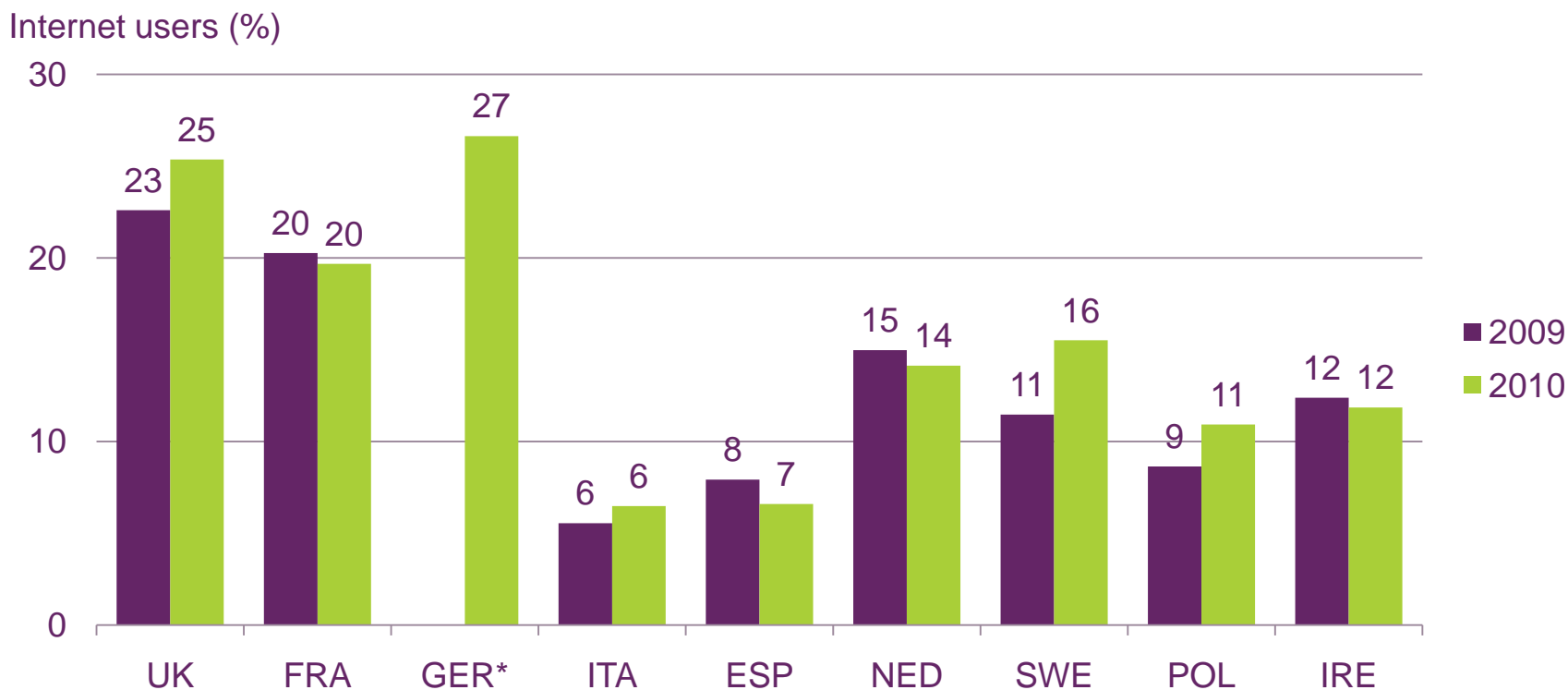


Source: Eurostat - Community survey on ICT usage in Households and by Individuals

Scope: Individuals that used the internet in the last 12 months, aged 16-74, carrying out this activity over the internet in the last year, for private use

Figure 5.38

Internet users ordering digital goods online

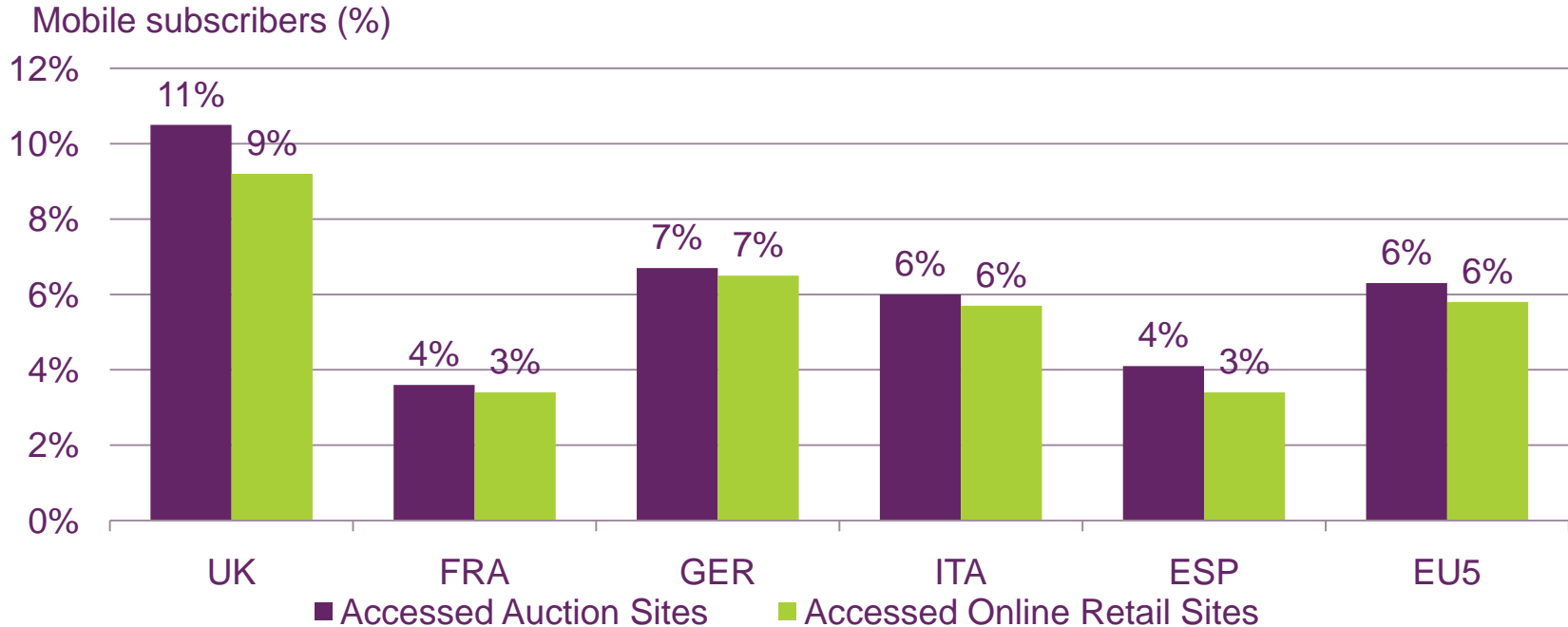


Source: Eurostat - Community survey on ICT usage in Households and by Individuals

Scope: Individuals that used the internet in the last 12 months, aged 16-74, carrying out this activity over the internet in the last year, for private use. *2009 data for Germany unavailable.

Figure 5.39

Mobile retail activity among total mobile subscribers May 2011



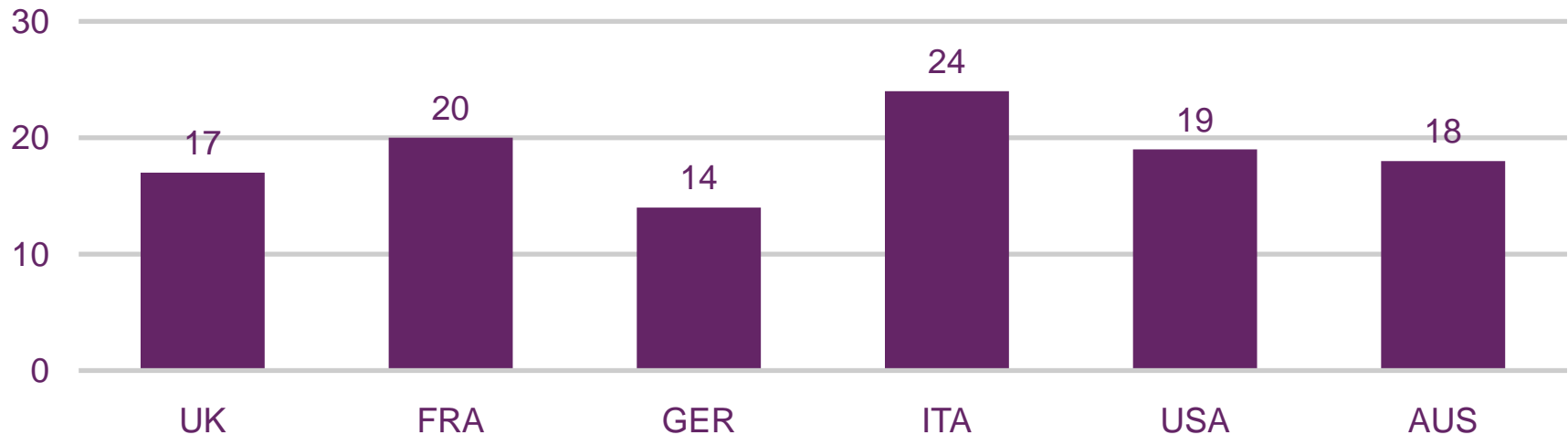
Source: comScore MobiLens , 3 month average ending May 2011, mobile subscribers ages 13+, EU5 is UK, FRA, GER, ITA and ESP

Note: MobiLens data is derived from an intelligent online survey of a nationally representative sample of mobile subscribers age 13 and above. Data on mobile phone usage refers to a respondent's primary mobile phone and does not include data related to a respondent's secondary device.

Figure 5.40

Peer recommendation of online purchases

Social networkers (%)



Source: Ofcom consumer research October 2011.

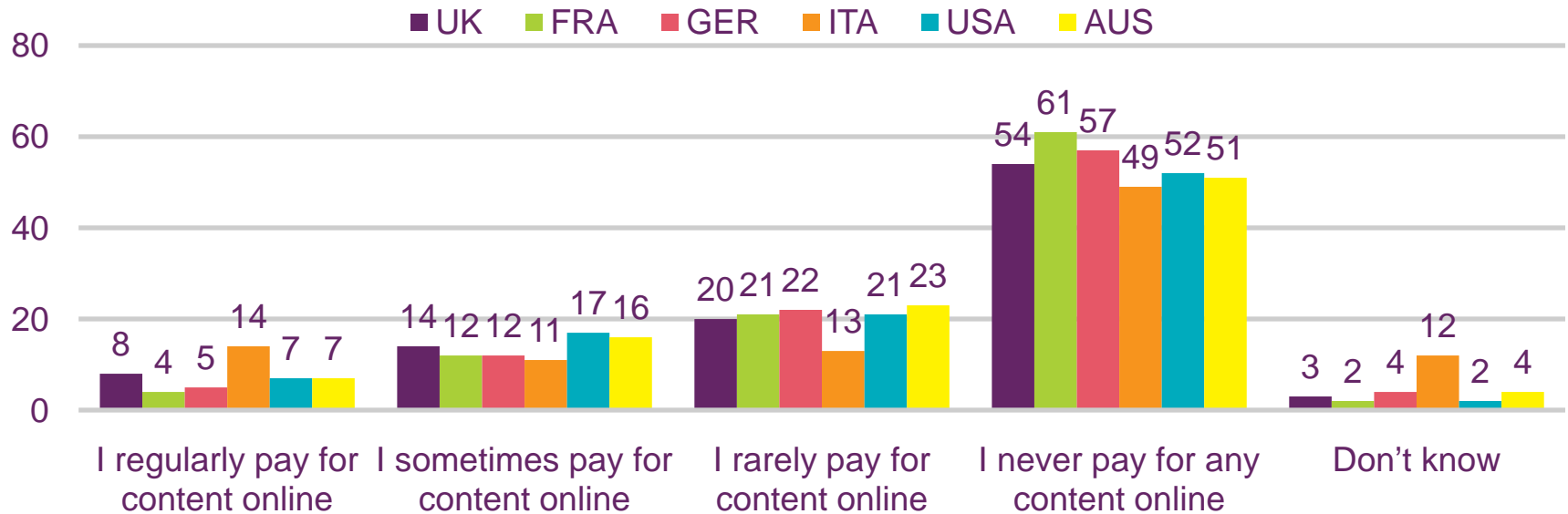
Base: All who have a social networking site profile, UK=715, France=717, Germany=658, Italy=841, US=778, Australia=755.

Q23. Have you ever made a purchase following a recommendation from a 'friend / connection' on a social networking site?

Figure 5.41

Frequency of purchasing online content

Internet users (%)

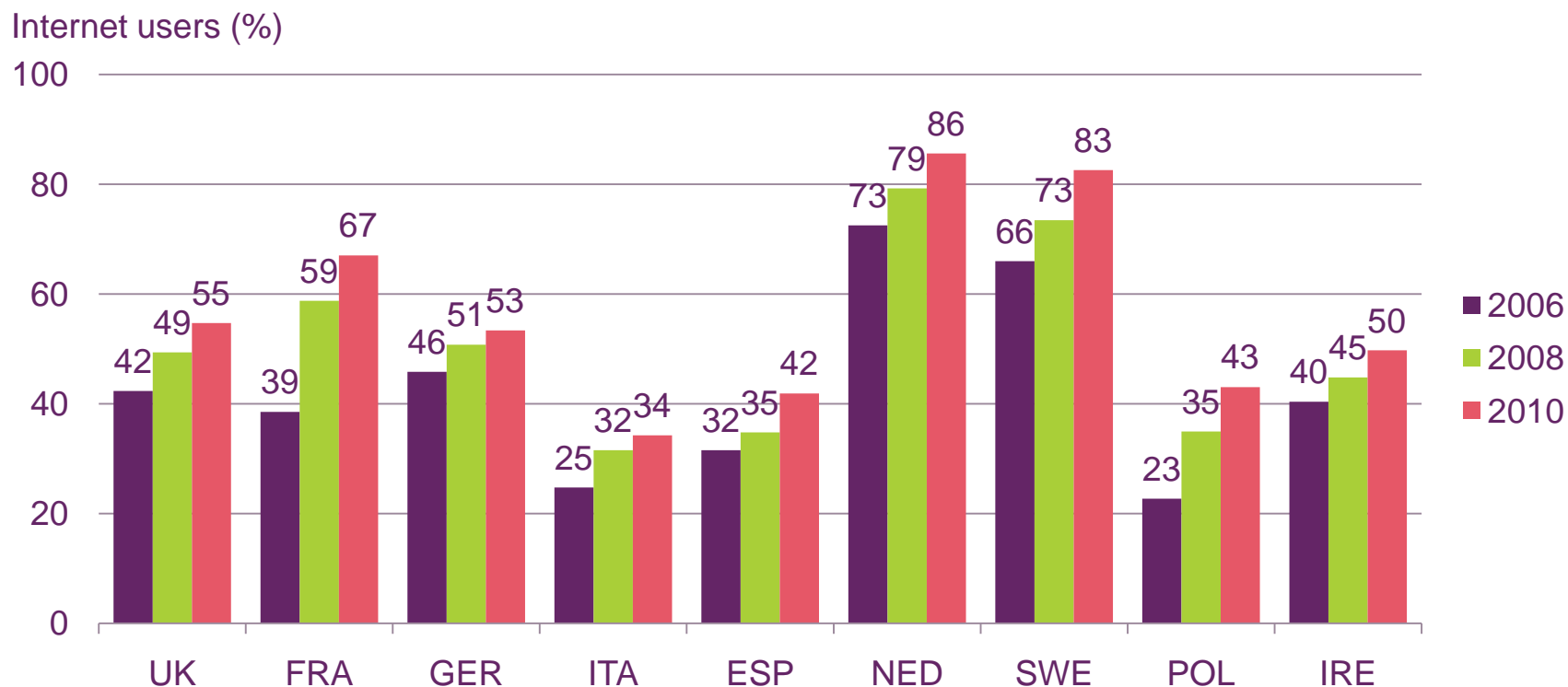


Source: Ofcom consumer research October 2011.

Base: All respondents, UK=1015, France=1014, Germany=1014, Italy=1045, US=1002, Australia=1012.
Q14. Which of the following best describes your behaviour with regards to paying for digital content online? Examples of digital content would be newspapers, TV programmes, films, e-books, music tracks, smartphone apps.

Figure 5.42

Internet users using online banking



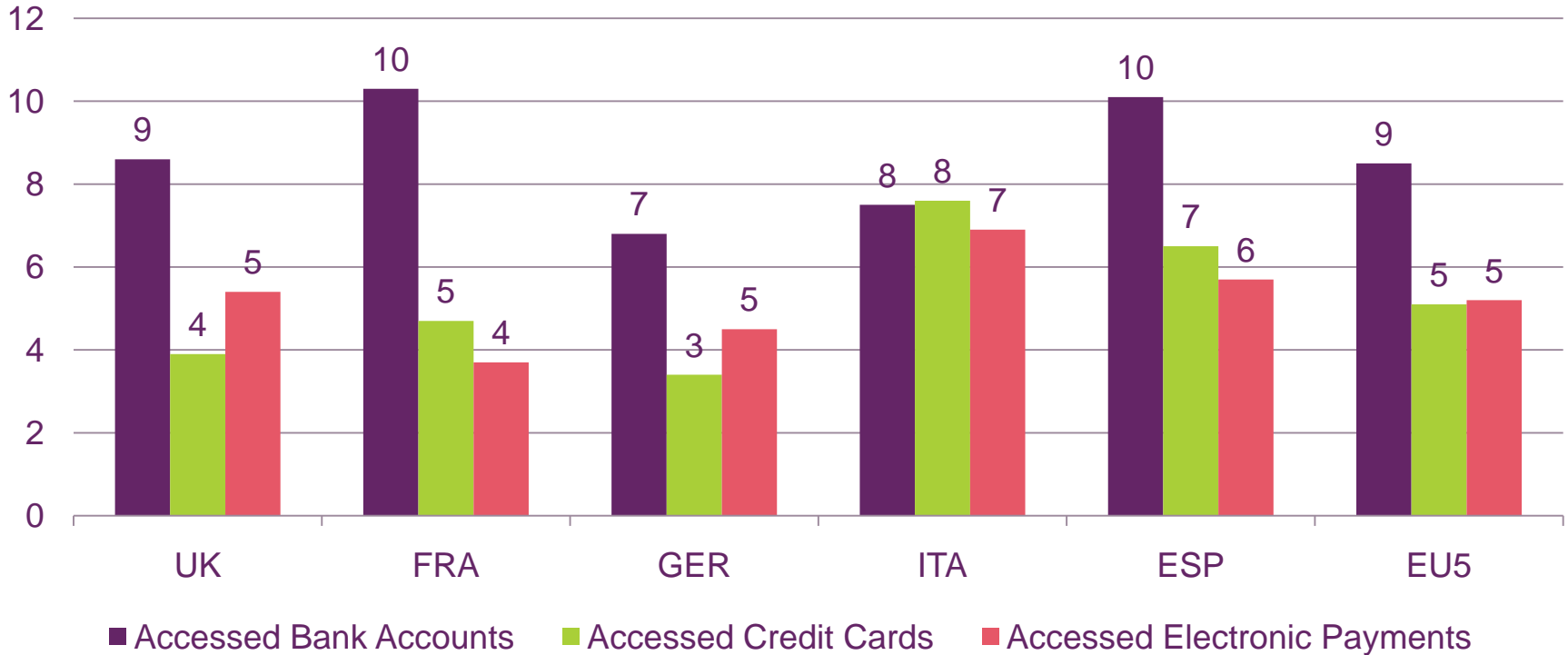
Source: Eurostat - Community survey on ICT usage in Households and by Individuals

Scope: Individuals using internet in the last 3 months, aged 16-74, carrying out this activity over the internet in the last year, for private use

Figure 5.43

Use of online financial services on mobile phones

Mobile subscribers (%)

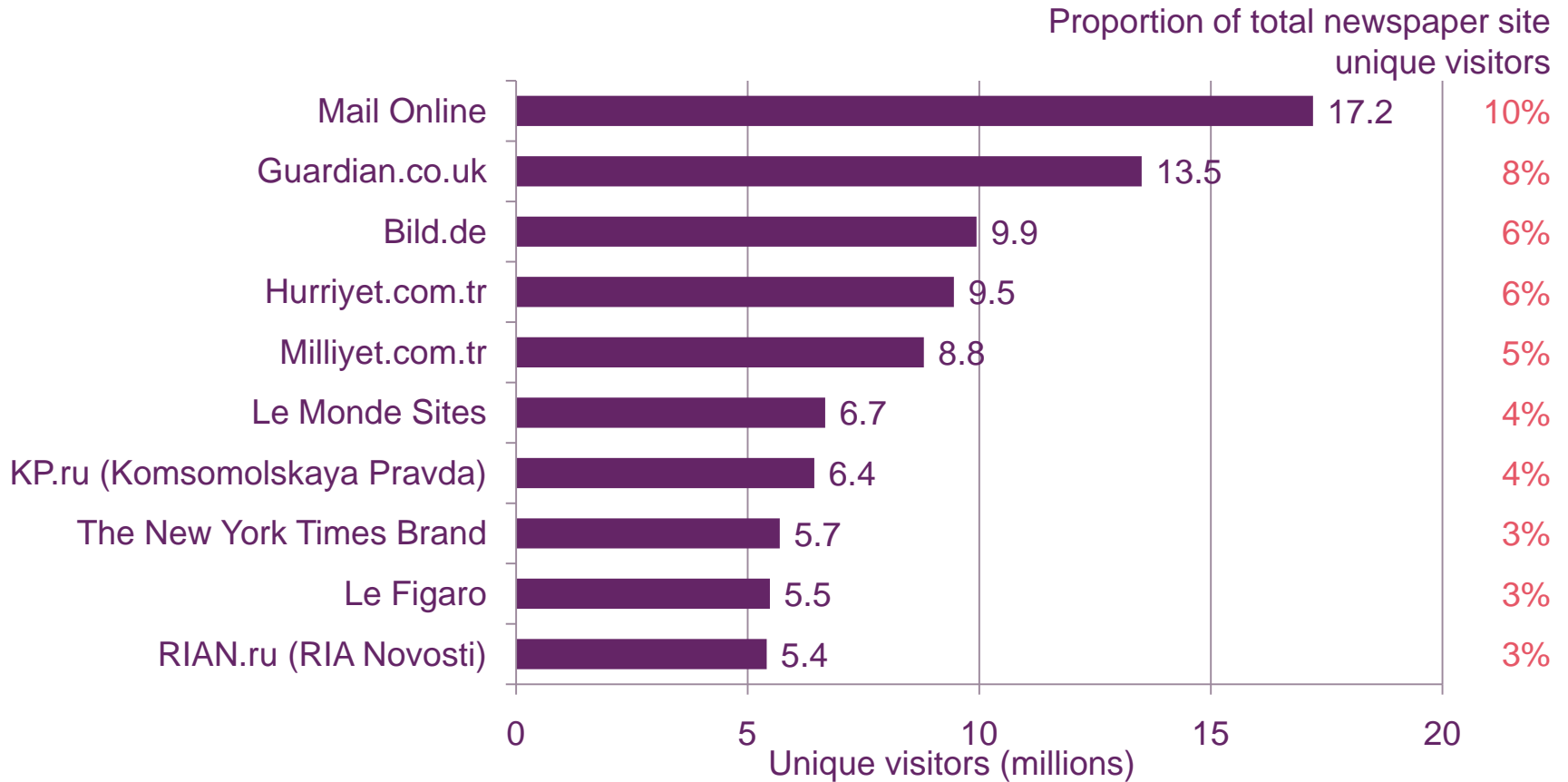


Source: comScore MobiLens, ages 13+, 3-month average ending March 2011.

Note: MobiLens data is derived from an intelligent online survey of a nationally representative sample of mobile subscribers age 13 and above. Data on mobile phone usage refers to a respondent's primary mobile phone and does not include data related to a respondent's secondary device. EU5 is UK, France, Germany, Italy, and Spain

Figure 5.44

Top newspaper websites, by total unique European visitors: June 2011

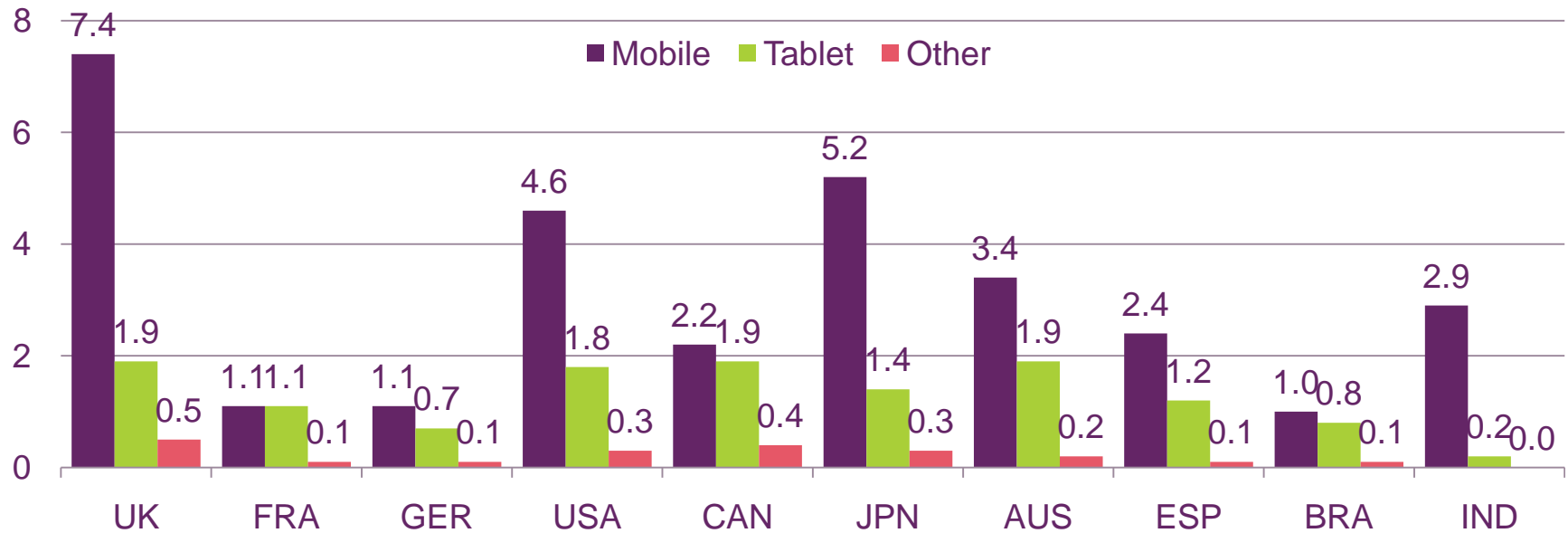


Source: comScore Media Metrix, June 2011, Total Europe, Age 15+, Home and Work Locations

Figure 5.45

Newspaper site traffic by non-computer devices

Newspaper site traffic (%)

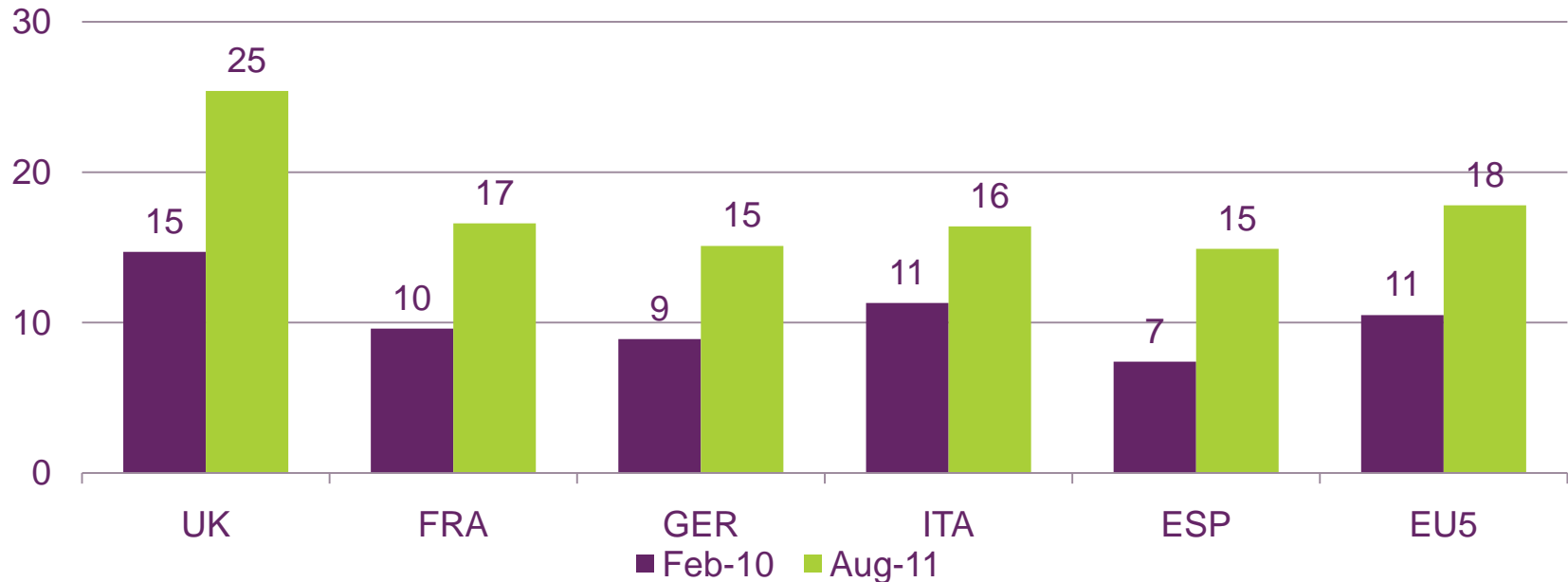


Source: comScore Device Essentials, May 2011

Figure 5.46

Proportion of mobile subscribers that have accessed news on their mobile

Mobile subscribers (%)



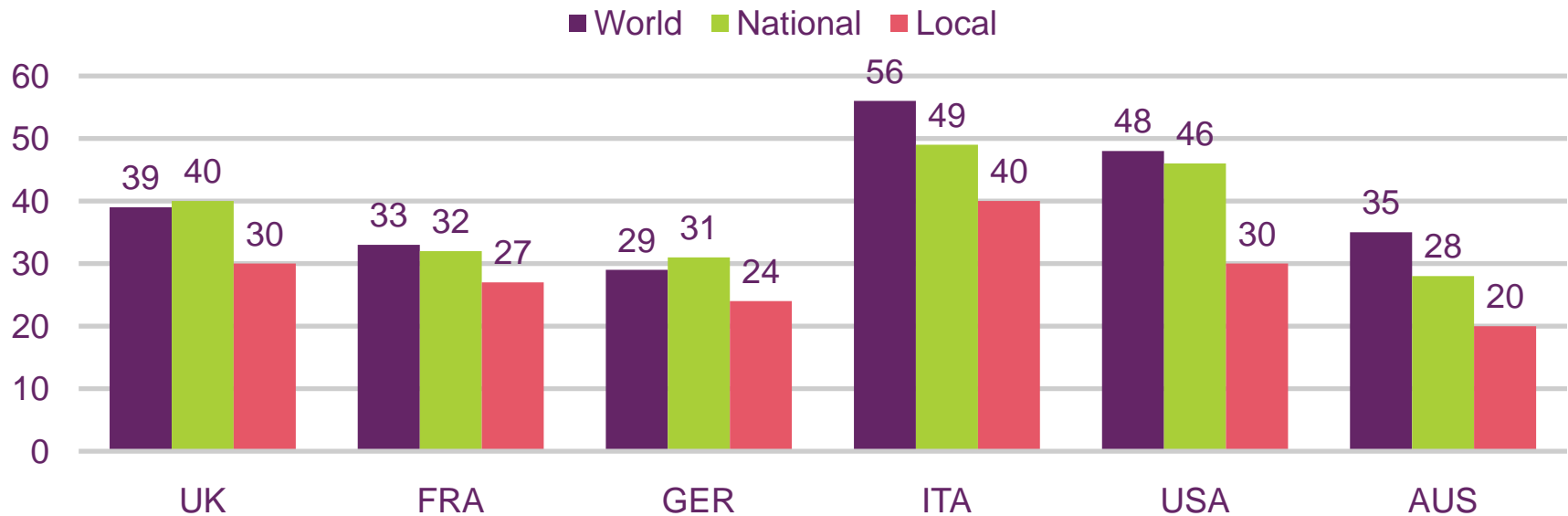
Source: comScore MobiLens , 3 month averages ending February 2010 and August 2011, mobile subscribers ages 13+, EU5 is UK, FRA, GER, ITA and ESP

Note: MobiLens data is derived from an intelligent online survey of a nationally representative sample of mobile subscribers age 13 and above. Data on mobile phone usage refers to a respondent's primary mobile phone and does not include data related to a respondent's secondary device.

Figure 5.47

Internet as a primary source of news

Proportion of respondents claiming internet was their primary source of world/national/local news (%)



Source: Ofcom consumer research October 2011.

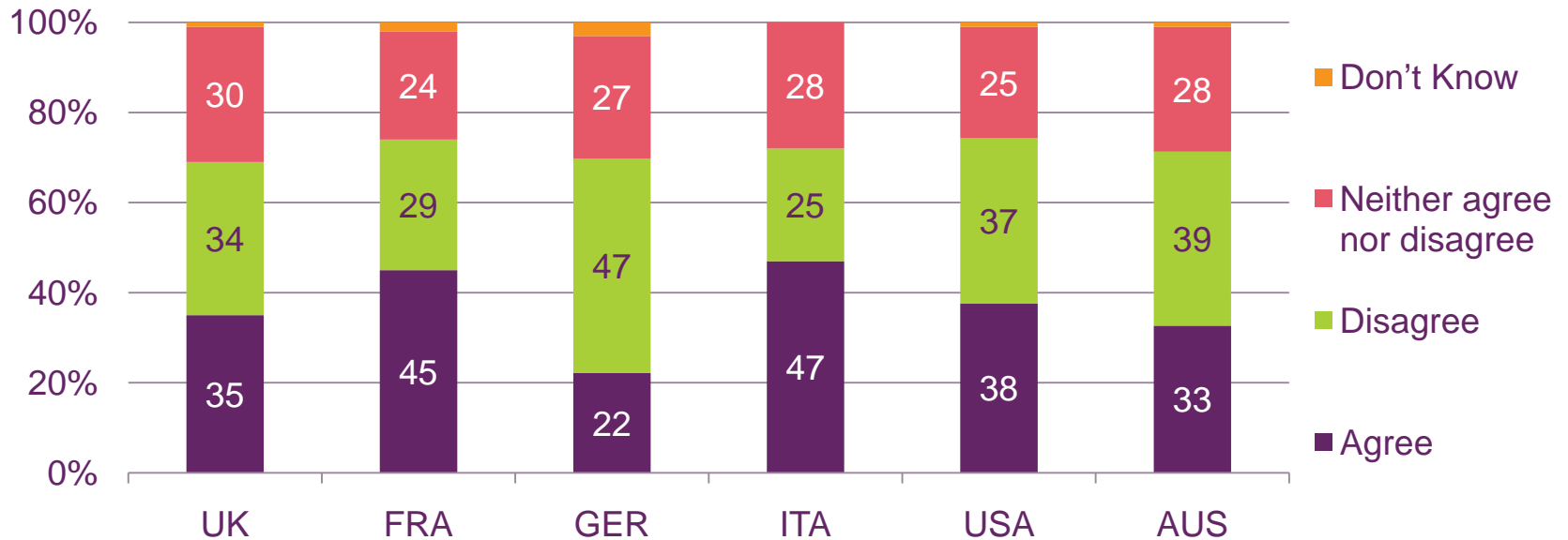
Base: UK=1015, France=1014, Germany=1014, Italy=1045, US=1002, Australia=1012. Responses are cumulative figures for internet on computer/mobile phone/tablet

Q11. Which, if any, is your main source for the following information? News about the world; News about your country; news about your region/locality.

Figure 5.48

Social media as a source of breaking news

Respondents agreeing with “I often find out about new breaking stories first via social networking sites”



Source: Ofcom consumer research October 2011.

Base: (All Adults who have a social networking profile) UK=715, France=717, Germany=658, Italy=841, US=778, Australia=755

Q25. From the statements below can you please confirm how much you agree or disagree with them: “I often find out about new breaking stories first via social networking sites”.