

Factsheet 4 – Consumption of broadcast TV and news

Ofcom

Oxford Media Convention 2 March 2016

This factsheet has been compiled by Ofcom and provides some background information to aid discussion at the 2016 Oxford Media Convention. It explores consumption of TV and news, drawing on BARB viewing data as well as data from Ofcom's 2015 News Report.

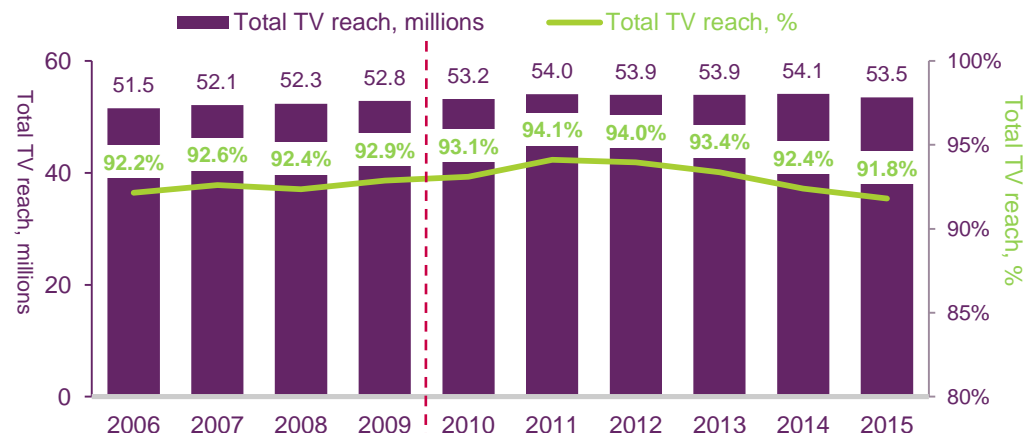
Market Context



Key points

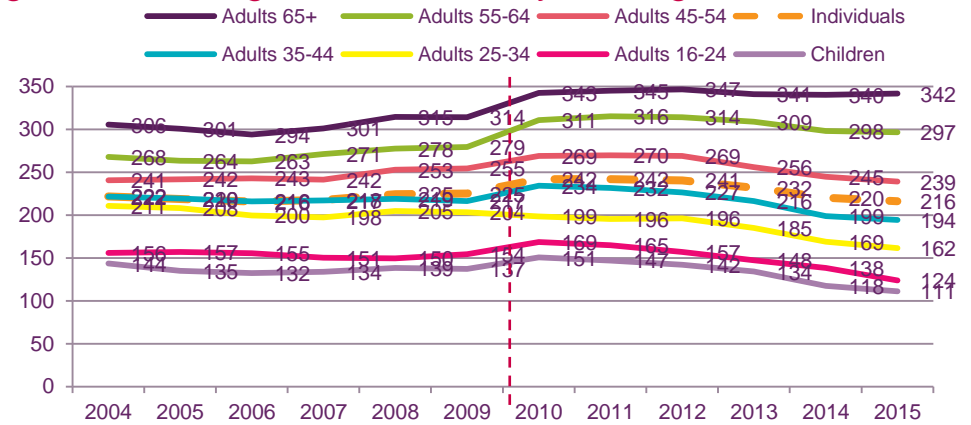
- The following pages present TV viewing data drawn from the Broadcasters' Audience Research Board (BARB).
- The proportion of TV individuals aged 4+ in the UK who tuned in to broadcast TV in a typical week dipped by 0.6pp between 2014 and 2015, but remained high at 9 in 10 people (Fig1).
- Over the last five years, time spent viewing traditional TV has declined by 26 minutes (-10.6%) per person per day among all individuals aged four and above (Fig 2). While viewing continued to decline between 2014 and 2015, the rate of decline has slowed; 1.9% compared to 3.7% between 2012 and 2013 and 4.9% in 2013-2014.
- A slowing decline was seen among all age groups in 2015 apart from those aged 65+, whose viewing increased slightly, and 16-24s where the drop in viewing was the largest since 2010. Adults aged 16-24 had the greatest proportional decline year on year (by 10.5%), followed by children (-5.4%) and adults 25-34 (-4.4%).

Figure 1 – Average weekly reach, total TV: 2006-2015



Source: BARB, Individuals 4+, Network. Reach criteria = 15 consecutive minutes of viewing, full weeks used per year. New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).

Figure 2 – Average minutes of daily viewing, total TV: 2004-2015



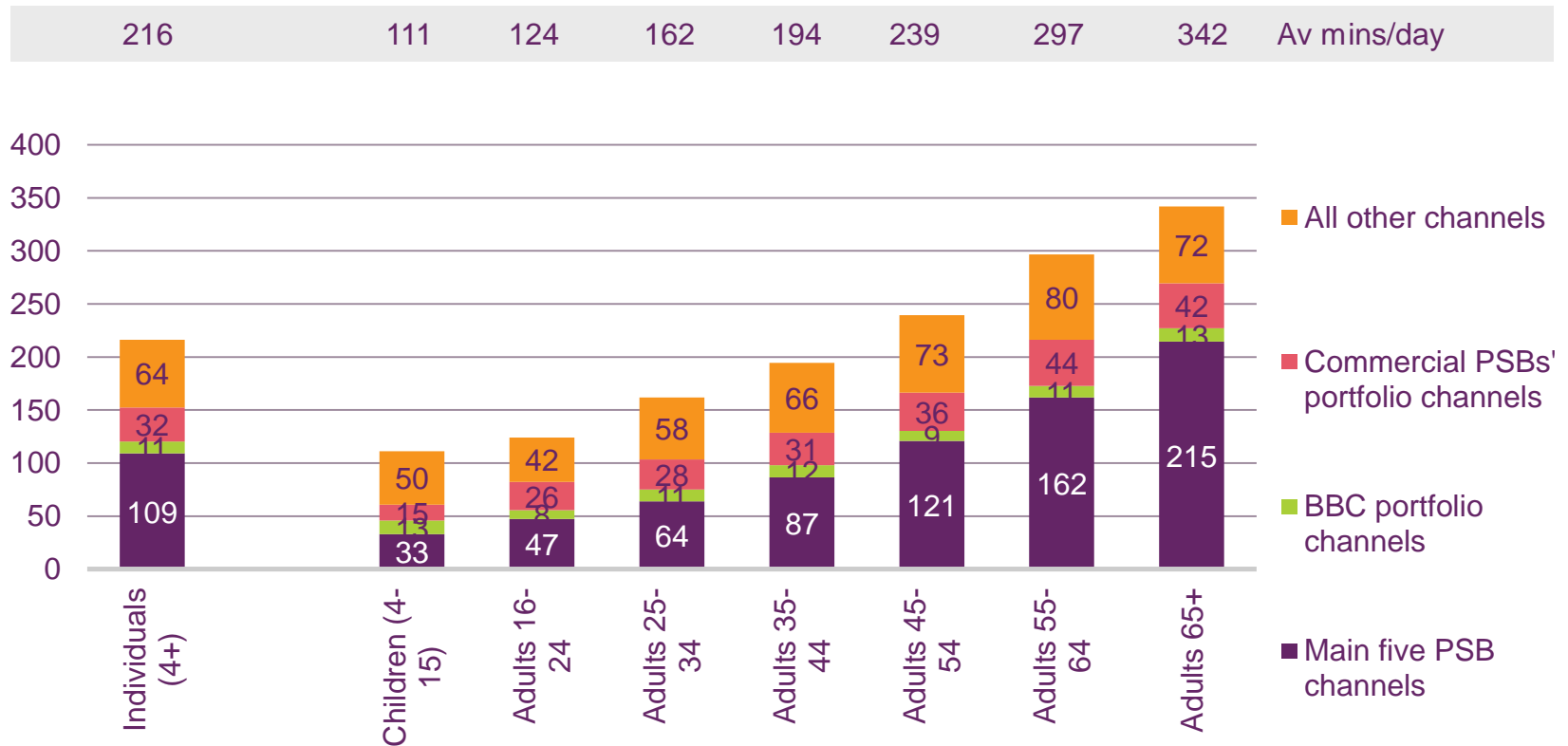
Source: BARB. All individuals (4+), Network. New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).

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- Like viewing to all TV, time spent viewing the main PSB channels increases with age (Fig 3).

Figure 3 – Average minutes of daily viewing by channel group, total TV: 2015



Source: BARB. All individuals (4+), Network.

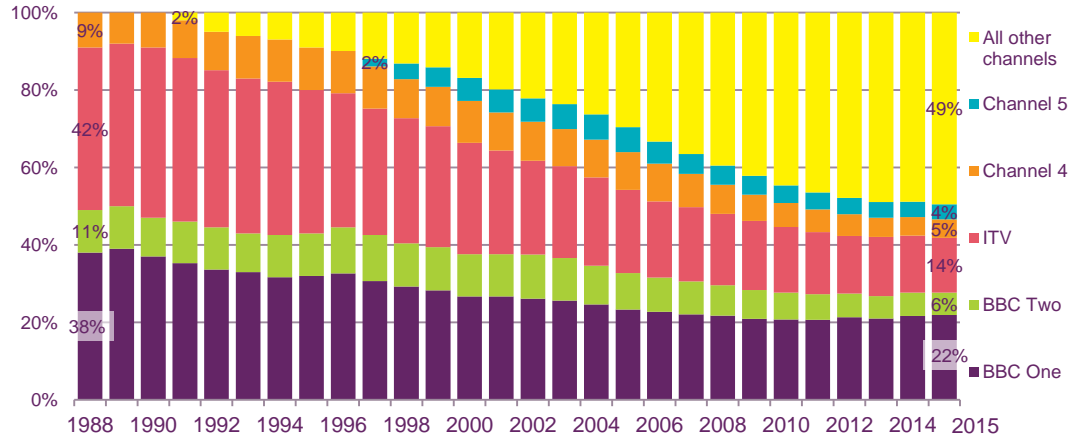
Market Context



Key points

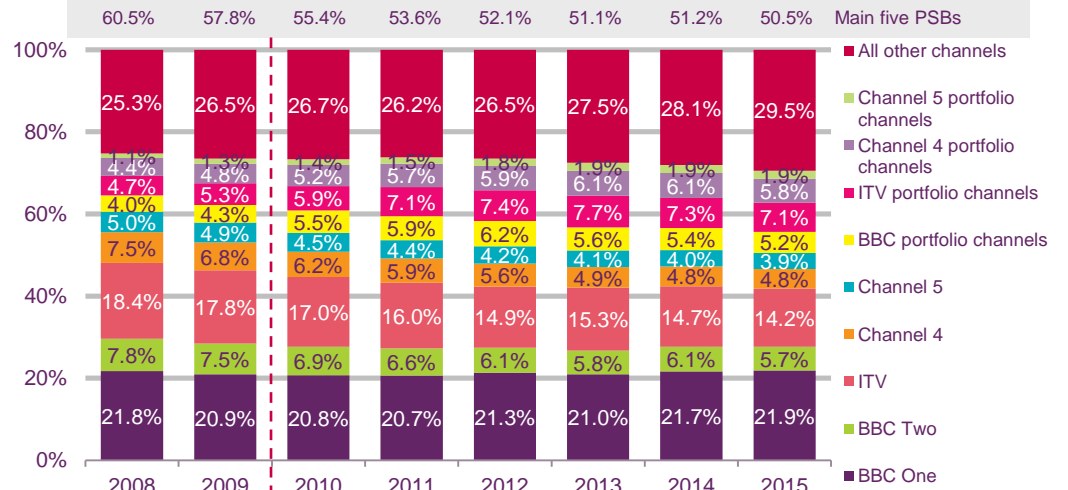
- Over the long term, the main five PSB channels have each seen steady falls in share since the establishment and growth of cable and satellite TV in the early 1990s, and as digital switchover took place at the end of 2007 (Fig 4).
- Yet despite increased channel choice, they continue to maintain half of total broadcast TV viewing (50.5% in 2015) (Fig 5). When their portfolio of channels are taken into account, the share of the PSB family of channels rises to over two-thirds (70.5% in 2015).

Figure 4 – All day channel shares, all individuals: 1988-2015



Source: BARB. All individuals (4+), Network.

Figure 5 – Channel shares for the PSB broadcasters: 2008-2015



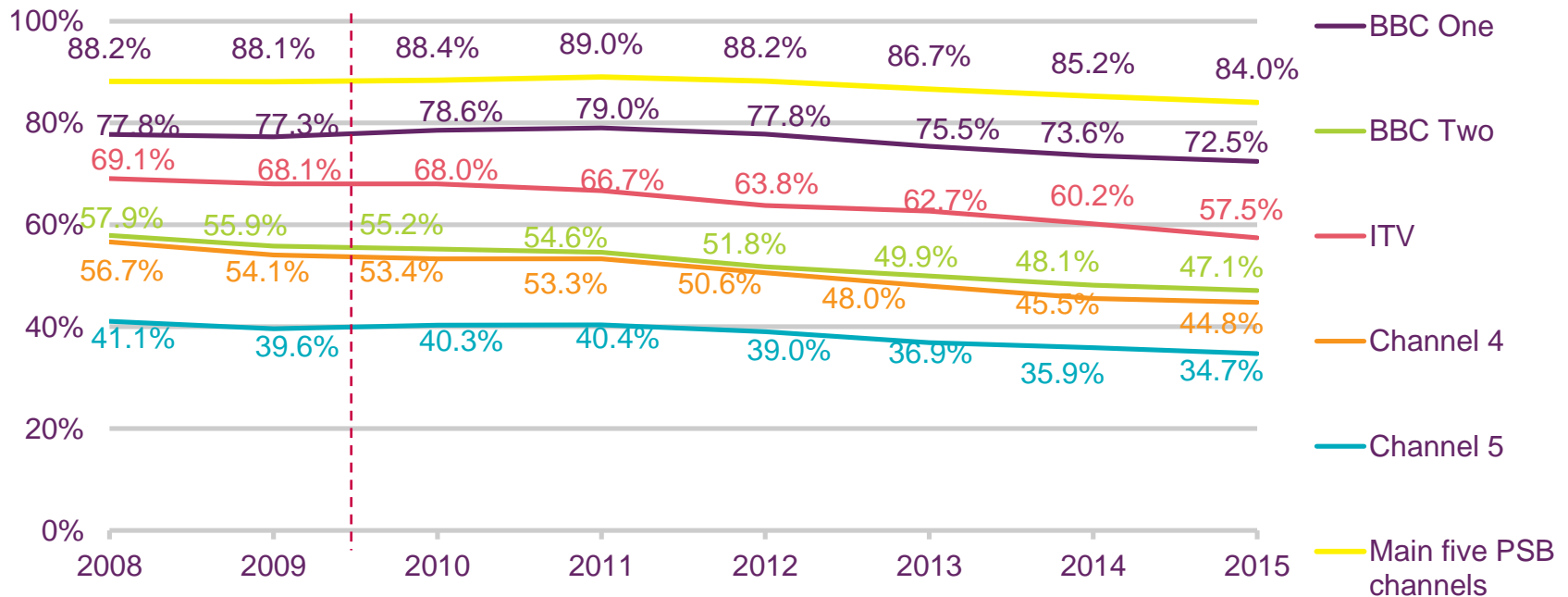
Source: BARB. All individuals (4+), Network. New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).

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- The proportion of the TV population who watch each individual main PSB channel in a typical week has fallen over the long term, but the PSBs' combined reach remains high at 84.0% in 2015 (Fig 6).

Figure 6 – Average weekly reach of the main PSB channels, all individuals: 2008-2015



Source: BARB. All individuals (4+), Network. Reach criteria: 15 consecutive minutes, full weeks used. S4C average weekly reach 2015 = 0.9%

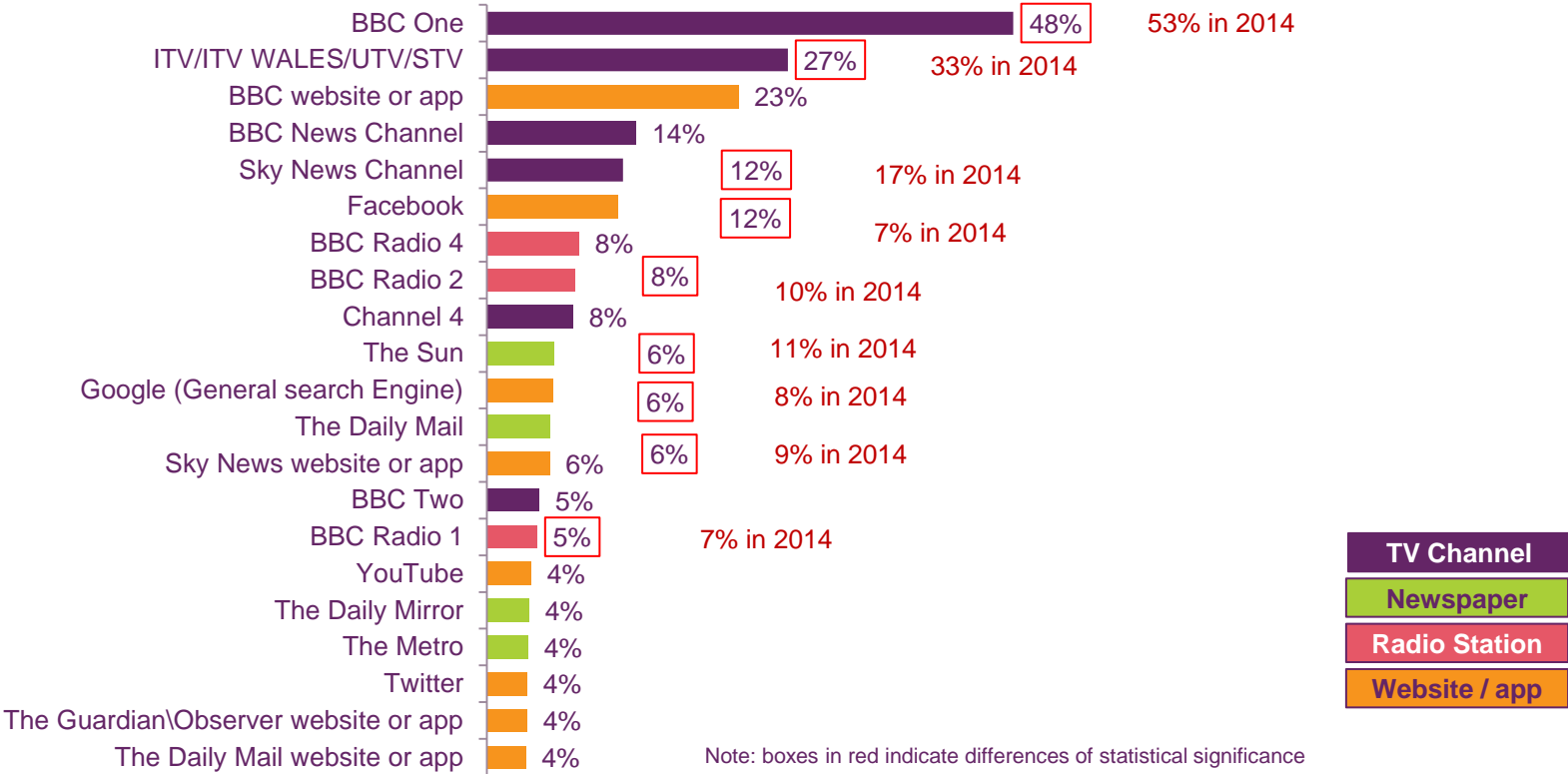
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Key points

- This section presents background data from *Ofcom's News Report 2015* on news consumption in the UK across the four main platforms: television, radio, print and online. The full report is available on the Ofcom website.
- Television is by far the most-used platform for news, with 67% of UK adults saying they use TV as a source of news. However, there has been an eight percentage point decrease since 2014 (75%). The proportion of people who use the internet or apps for news has remained the same since 2014, with just over four in ten (41%) doing so. (Figure 7).

Figure 7 – Top 20 news sources: reach among all adults



Source: Ofcom's News Report 2015. Base: All adults 16+.

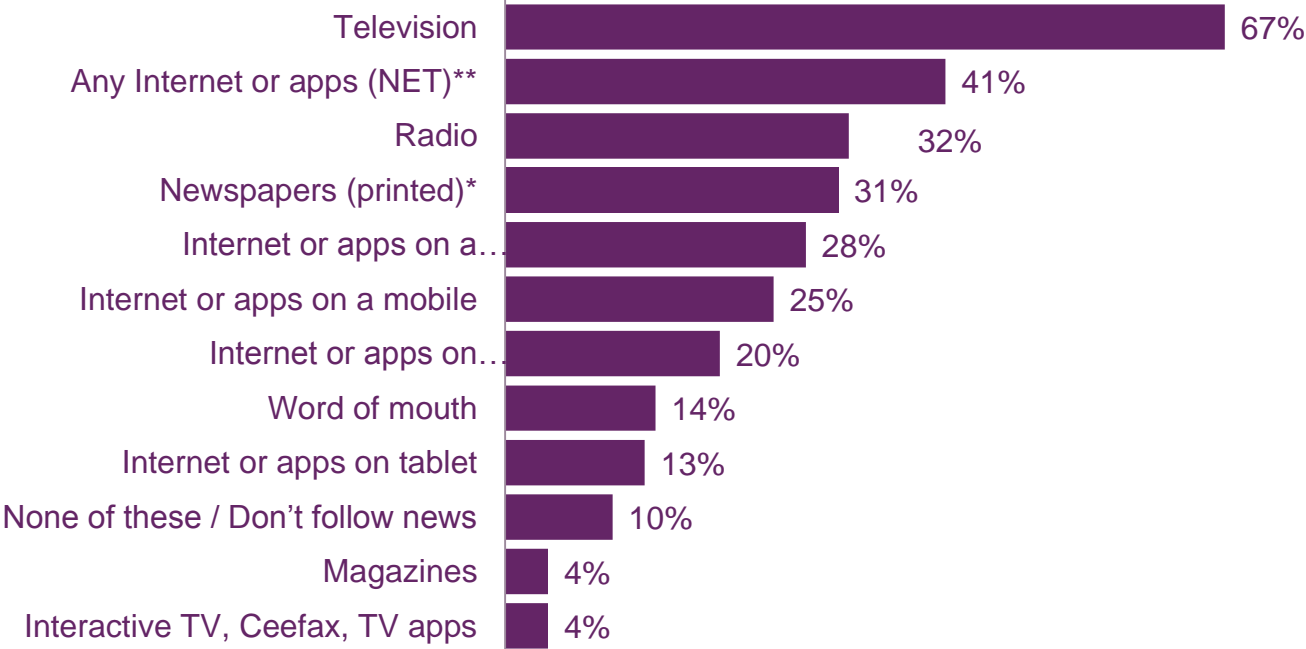
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- The top two news sources, in terms of reach among UK adults, are both TV channels. BBC One is by far the most-used (at 48%), followed by ITV/ ITV Wales/ UTV/ STV News, with just over a quarter (27%) of people saying they use it as a source of news.(Figure 8).

Figure 8 – Platform used for news nowadays: 2015



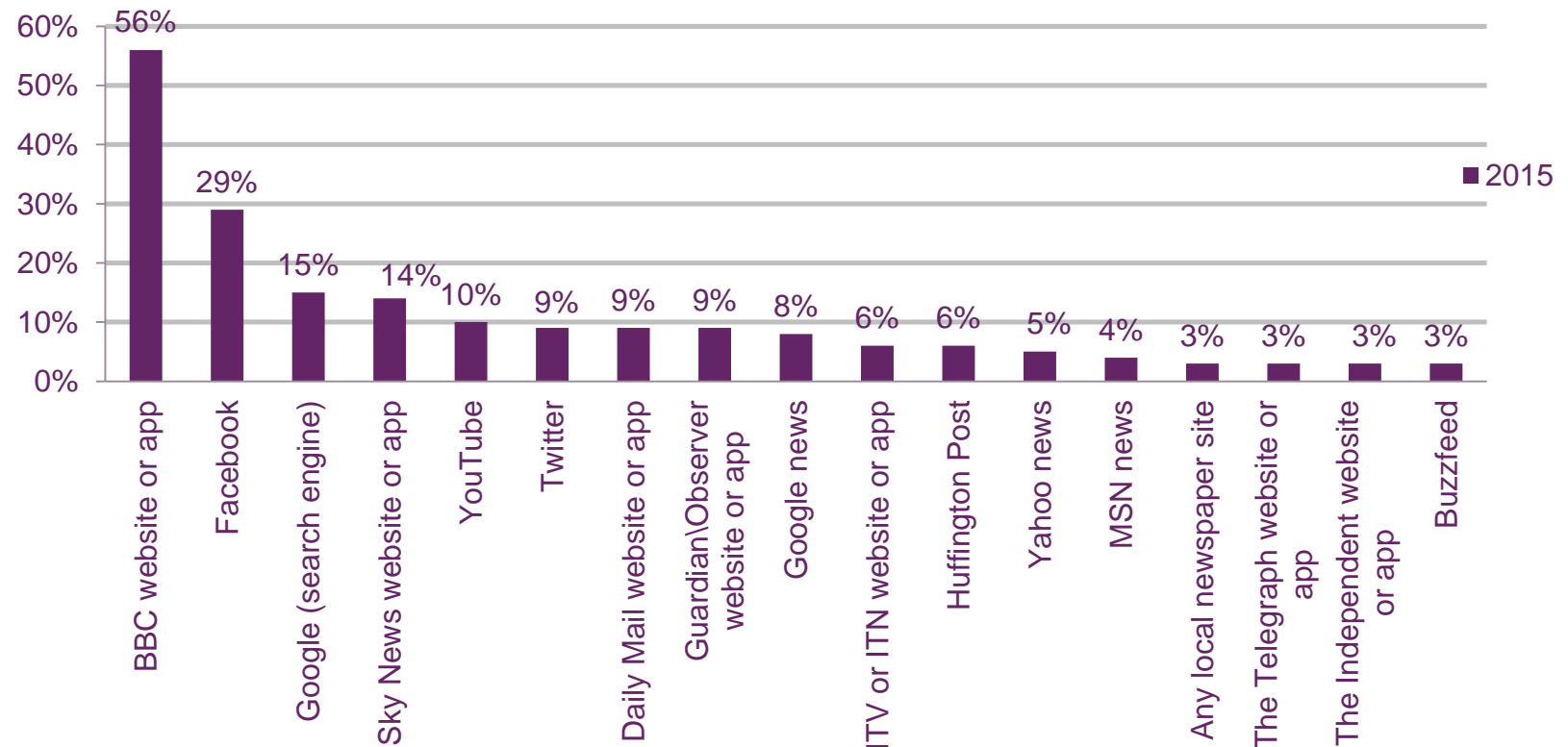
Source: Ofcom 's News Report 2015. Base: All adults 16+ *'Newspaper' code was changed in 2015 to 'Newspaper (printed)'. **Average is calculated from the 8 platforms used for news nowadays in Q3a

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- Over half (56%) of online news users said they used the BBC website or app, compared to 59% in 2014. Facebook was the second most popular response, up by 12 percentage points since 2014 (from 17% to 29%). This was followed by the Google search engine (15%). (Figure 9).

Figure 9 – Websites or apps used for news ‘nowadays’



Source: Ofcom's News Report 2015. Base: All who use internet for news.