

# Ofcom research

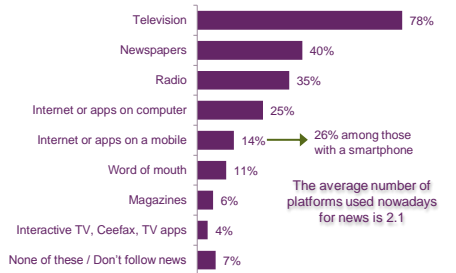
## OMC Panel Session A: A new framework for media plurality

### Market context

#### Key points

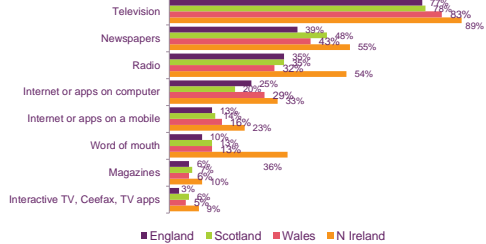
- The following slides present background data from *Ofcom's News Report 2013* on news consumption in the UK across the four main platforms: television, radio, print and online. The full report is published here (<http://stakeholders.ofcom.gov.uk/market-data-research/other/tv-research/news-2013/>).
- Figure 1 shows that 78% of UK adults say they use TV for news, 40% cite newspapers, and 35% use radio. In total, 32% of all UK adults say they use the internet for news (either on a computer or smartphone).
- There are various differences by nation in terms of news consumption. For example, people in Northern Ireland are far more likely to cite "friends and family" as a news source (36%) compared to the UK as a whole (11%) (Figure 2).
- The BBC is the most popular source for news by a considerable margin (see Figure 3).

**Fig 1: Platform used for news nowadays**



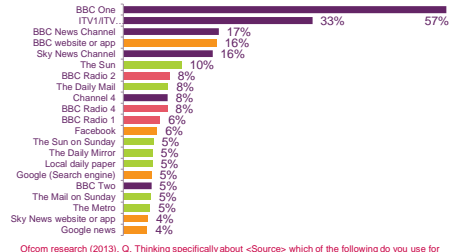
Ofcom research (2013). Q. Which of the following do you use for news nowadays? Base: All adults 16+ (2862)

**Fig 2: Platforms used for news nowadays by nation**



Ofcom research (2013). Q. Which of the following do you use for news nowadays? Base: All adults 16+ who follow the news (2285)

**Fig 3: Top 20 news sources across platforms; reach, all adults**



Ofcom research (2013). Q. Thinking specifically about <Source> which of the following do you use for news nowadays? Base: All adults 16+ (2862)

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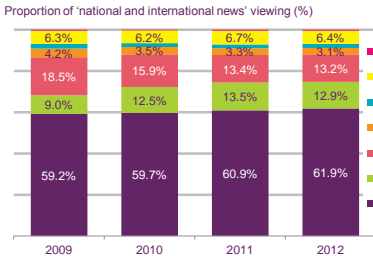
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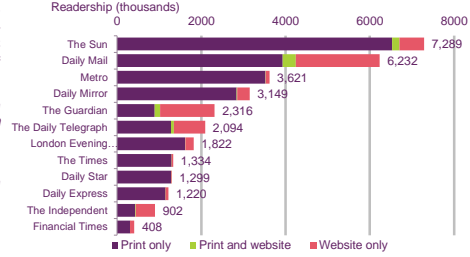
- BARB figures show that each adult watched an average of around 114 hours of national or international news on television in 2012. Figure 4 illustrates that the majority of TV news viewing was through the BBC channels. ITV's share of viewing has declined, while the proportion of viewing to Sky News has remained stable over the period depicted.
- Figure 5 shows that according to NRS/comscore when print and online readership of news titles is combined, the *Daily Mail* and *The Guardian* see the largest increase in reach, with readership of the Guardian more than doubling to 2.3 million.
- Ofcom research shows that Facebook is cited by one in five online news consumers as a source of news, while over half cite the BBC.

**Fig 4: Share of viewing to national/international news, by TV channel group**



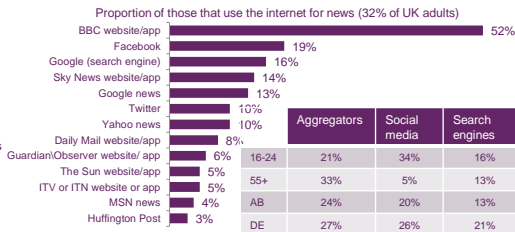
Source: BARB, National/International News genre, 4+ regions. Excludes S4C. Shares are based on National/International News viewing to listed channels only. Note: BBC 1 and 2, ITV, C4 and C5 include HD variants and +1 channels, BBC/ITV/C4 Other each includes portfolio channels

**Fig 5: Combined print/online readership of daily newspapers**



Source: Ofcom analysis of NRS/comScore PADD, March 2013. NRS average issue readership April 2012 - March 2013 fused with comScore March 2013

**Fig 6: Website or apps used for news nowadays**



Ofcom research 'Thinking specifically about the internet which of the following do you use for news nowadays?' Base: All who use internet for news (857) Note: only sources with an incidence of over 2% are shown.

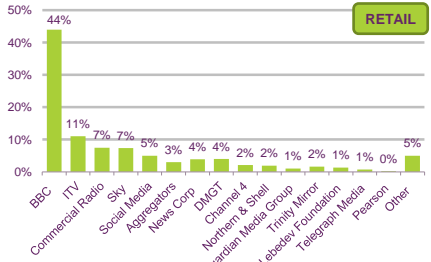
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Share of references

- Share of references is a bespoke cross-media metric derived from Ofcom's consumer research. It incorporates the impact of frequency and multi-sourcing within media providers and owners cross platform.
- Respondents are asked to list all of the news sources which they use 'nowadays' and the frequency with which they use them. Each reference to a source is then weighted for frequency and summed to create a grand total of consumption. We then calculate the share that each source, or provider, has across all media platforms. We also sum and group the weighted source totals by respective retailer/wholesaler, i.e. If respondent uses more than one source from a particular retailer/wholesaler it counts each time.

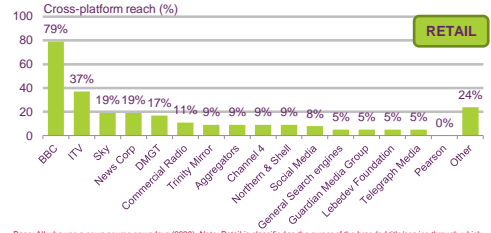
Fig 7: Share of references – retail level



Base: All who use a news source nowadays (2628)  
 Note: Wholesaler is classified as the company that provides the news for the given source. Retail is classified as the owner of the branded title/service through which the news is provided (except the three generic categories: commercial radio, aggregators and social media). Within our sample 'Other' included mentions for 37 TV channels (mostly foreign), 157 local newspapers (not DMCT or Trinity Mirror) and 71 websites or apps.

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Fig 8: Cross-platform audience reach of providers – use nowadays for news



Base: All who use a news source nowadays (2628). Note: Retail is classified as the owner of the branded title/service through which the news is provided (except the three generic categories: commercial radio, aggregators and social media). Within our sample 'Other' included 37 TV channels (mostly foreign), 157 local newspapers (not DMCT or Trinity Mirror) and 71 websites or apps.

Fig 9: Number of sources used on each platform

Number of sources used	TV	Radio	Newspapers	Internet/apps	All platforms
1	43%	64%	29%	45%	21%
2	34%	20%	44%	21%	18%
3	13%	7%	14%	14%	17%
4	5%	2%	6%	7%	13%
5	2%	1%	2%	3%	9%
6	1%	-	1%	1%	6%
7+	-	-	-	-	12%
Mean number of sources used	1.9	1.4	2.1	1.9	3.7

Base: All who use each platform for news: TV =290, radio =1000, newspapers =1252, internet =867, all platforms =2661.  
 Note: For individual platforms the mean number of sources is shown among those who use just that particular platform for news. For all platforms (aggregated) the mean number of sources is shown among those who used any of the four platforms for news and aggregated across all of them so is therefore a wider base. The calculation is made by summing the number of sources each respondent said for each platform, and then dividing by the number of people who use any of them.

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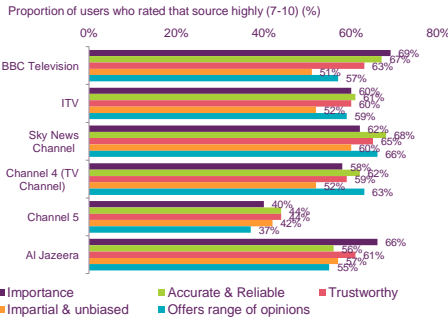
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Key points

- Users of each news outlet were asked to rate the source, on a scale of 1-10, according to five dimensions – whether they found it important, accurate and reliable, trustworthy, impartial and unbiased, and whether it offered a range of opinions.
- Figure 10 shows that all of the TV channels, with the exception of Channel 5, are rated highly by a majority of their users.
- And while Facebook and Twitter are important to their users, they are not seen as reliable, trustworthy or impartial by many (see Figure 11).

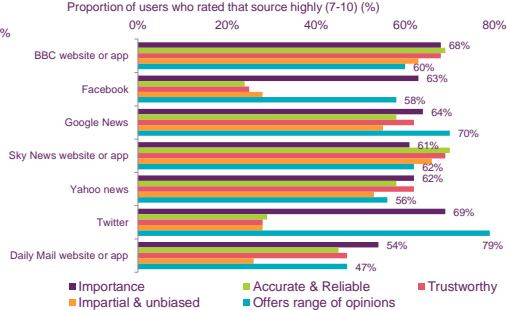
Fig 10: Attributes for television sources among those who use each source



Ofcom research (2013.0). Base: Those who use platform to access the news 'nowadays' on each type (varies) – Only includes bases over 50. Note: News sources are ordered by consumption levels.

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Fig 11: Attributes for web/app sources among those who use each source



Ofcom research (2013.0). Base: Those who use platform to access the news 'nowadays' on each type (varies) – Only includes bases over 50. Note: News sources are ordered by consumption levels.

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