

Factsheet 4 – Consumption

This factsheet has been compiled by Ofcom and provides some background information to aid discussion at the 2015 Oxford Media Convention. It explores consumption of TV and news; drawing on BARB 2014 data, Ofcom's 2014 Digital Day research published in [Ofcom's CMR 2014 report 14](#), as well as data from [Ofcom's 2014 News Report](#).

Factsheet 4: Consumption (of TV)

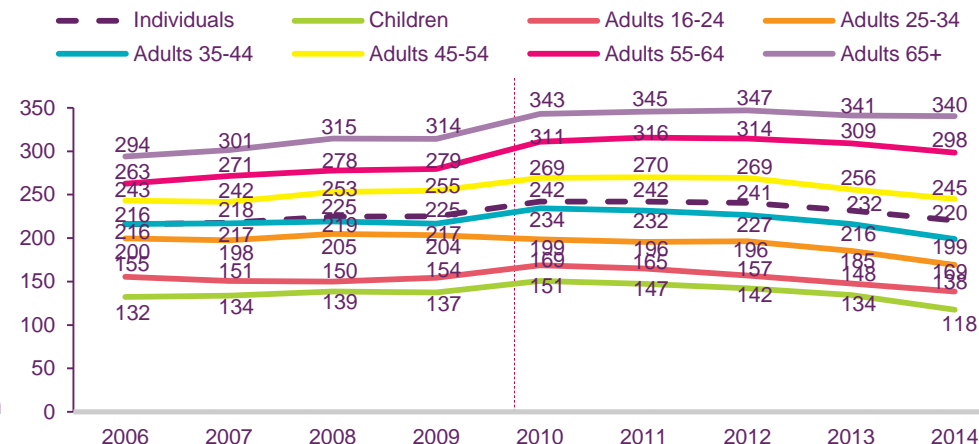
Market context

Key points

- The following pages present data drawn from BARB TV viewing data.
- As can be seen in Figure 1, according to BARB, the average number of minutes watched by individuals in the UK fell by 11 minutes between 2013 and 2014; from 232 minutes/day to 220 minutes/day.* This fall equates to a 5% decline since 2013.
- Figure 2 shows average minutes of daily TV viewing split by age. In 2014, total television viewing ranged from an average of 118 minutes/day among children to 340 minutes/day among viewers aged 65 or over.
- Figure 3 presents average hours of daily TV viewing by channel group and shows that in 2014, viewing to the main five PSB channels ranged from an average of 0.6 hours/day among children to 3.6 hours/day among viewers aged 65 or over.

* Values appear to not equate to 11 minutes due to rounding.

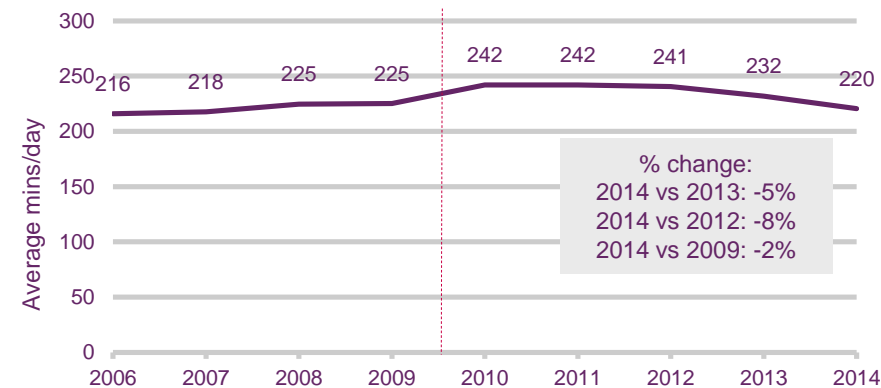
Fig 2: Average minutes of daily viewing, total TV: 2006-2014



Source: BARB, 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).

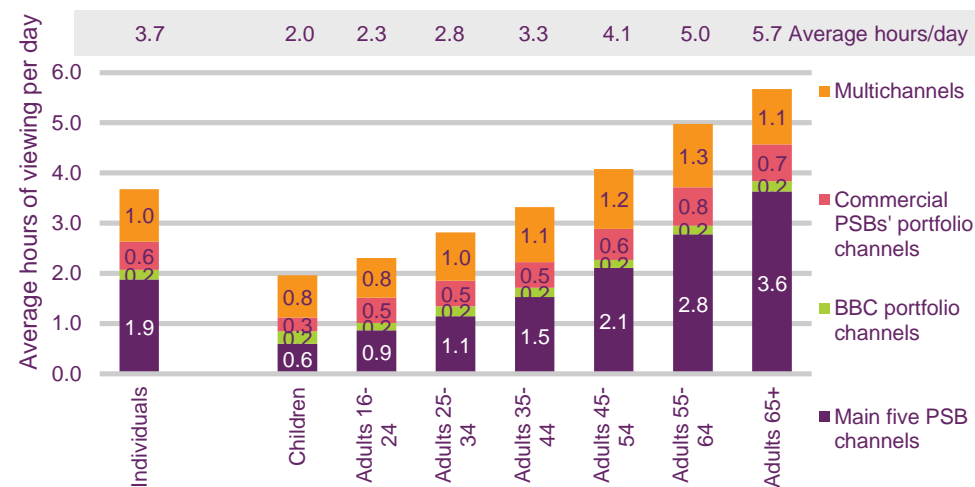
Fig 1: Average minutes of daily viewing, total TV: 2006-2014

Average minutes of viewing/day: Total TV, Individuals 4+



Source: BARB, 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).

Fig 3: Average hours of daily viewing by channel group, total TV: 2014



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

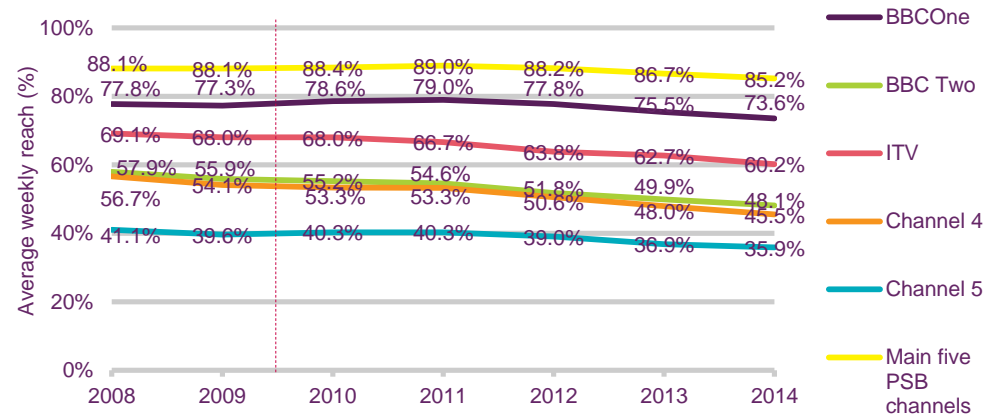
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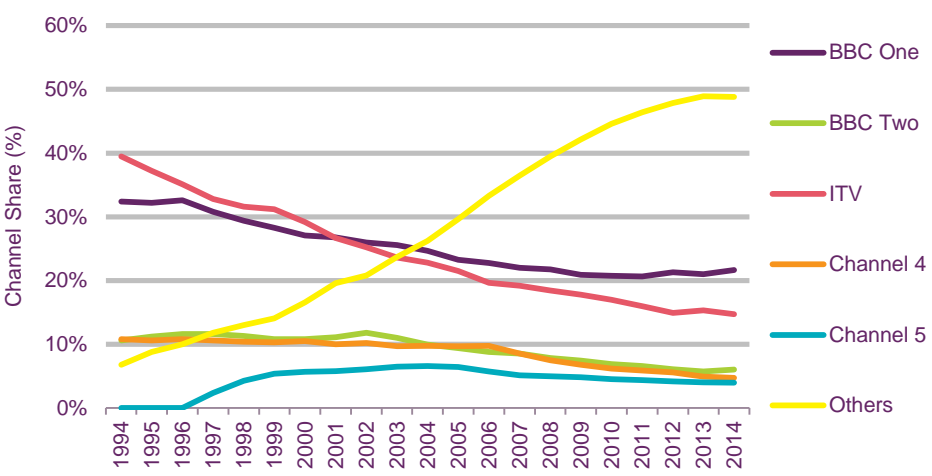
- As seen in Figure 4, analysis of the long-term trends in channel shares since 1994 shows the growth of 'other channels' (including PSB portfolio channels) and a decline in share to the main five PSB channels.
- Figure 5 shows that the average weekly reach figures of each of the main five PSB channels have seen decreases since 2008 and most notably since 2011. Although the combined average weekly reach of the main five PSB channels fell by 2.9 percentage points between 2008 and 2014, the number of people who watch at least one of the main five PSB channels in an average week remains over 85% of the total TV population.
- Despite this, as shown in Figure 6, decline in viewing to the main five PSB channels has been offset by viewing to the PSB portfolio channels, which together with the main five PSB channels account for over 70% of viewing.

Fig 5: Average weekly reach of the main five PSB channels, all individuals: 2008-2013



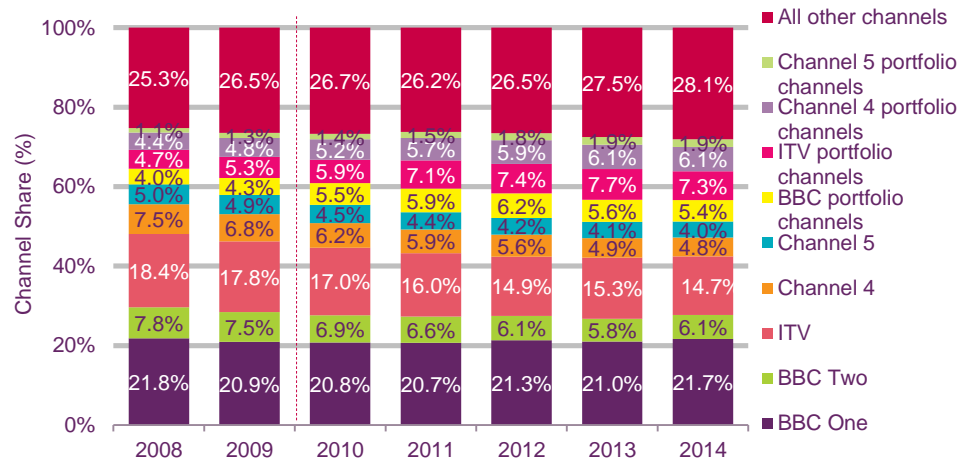
Source: BARB. All individuals (4+), Network. Reach criteria: 15 consecutive minutes, full weeks used. S4C average weekly reach 2014 = 0.5%. New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).

Fig 4: All day channel shares, all individuals: 1994-2014



Source: BARB. All individuals (4+), Network. S4C 2014 share= 0.1%.

Fig 6: Channel shares for the main five PSB channels and their portfolio channels, all individuals: 2008-2014



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

Factsheet 4: Consumption (of News)

Market context

Key points

- This section presents background data from *Ofcom's News Report 2014* 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.
- Consumption of news via the internet has increased via both computers/laptops/tablets and mobiles since 2014 as shown in Figure 7, while TV has seen a small decrease. Television remains by far the most-used platform for news consumption. News consumption by any type of internet platform (41%) is now on a par with newspaper and radio consumption.
- The top two news sources in terms of reach among UK adults are both TV channels, with BBC One being the most used (53%). The BBC website or app is now the third most-used news source (Figure 8).
- Three in five (59%) of those who use the internet for news use the BBC website or app- an increase since 2013 (52%). Google news has decreased since 2013, with the removal of Google Reader (Figure 9).

Fig 8: Top 20 news sources: reach among all adults

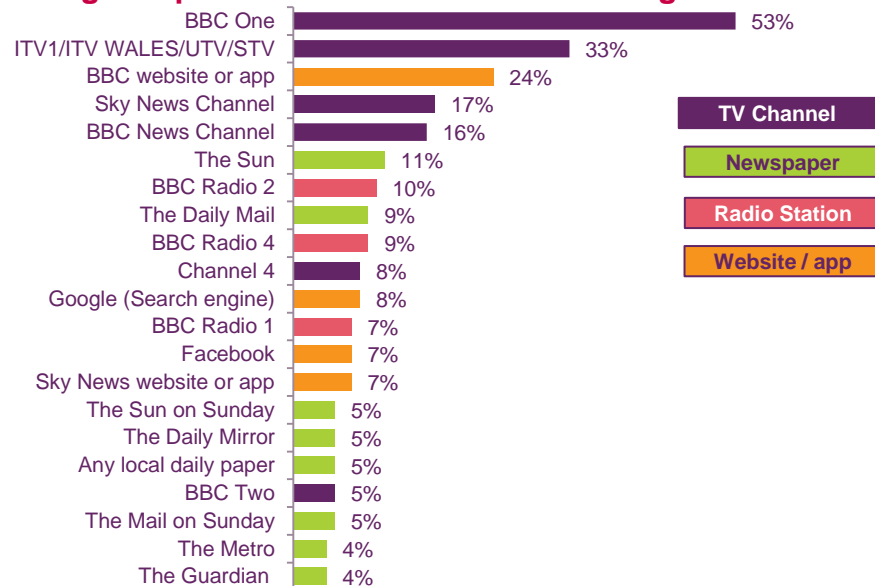
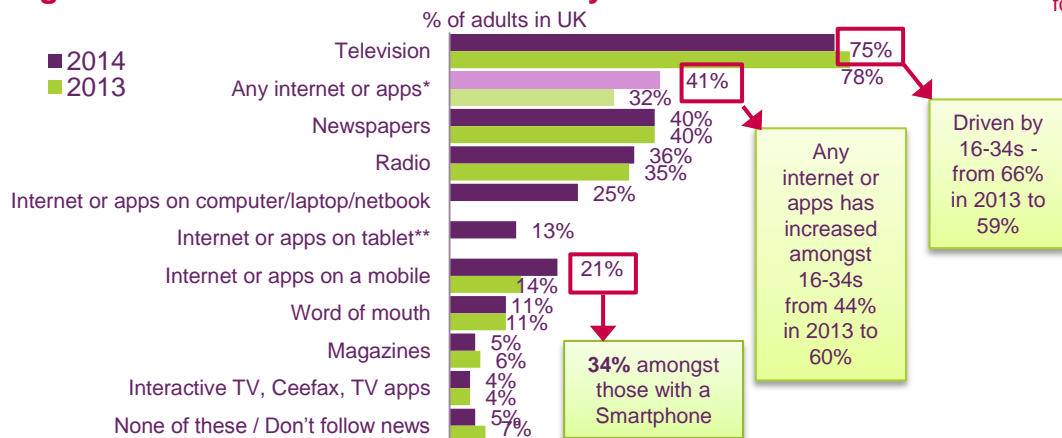
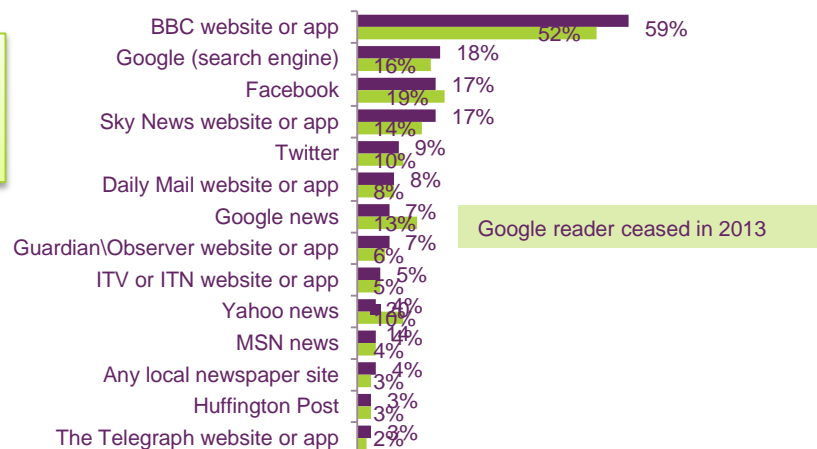


Fig 7: Platform used for news nowadays



Source: Ofcom's News Report 2014. Q Thinking specifically about <Source> which of the following do you use for news nowadays? Base: All adults 16+.

Fig 9: Websites or apps used for news 'nowadays'



Source: Ofcom's News Report 2014. Base: All who use internet for news.