

## **Factsheet 6 – Ownership of media devices and services:**

This factsheet has been compiled by Ofcom and provides some background information to aid discussion at the 2015 Oxford Media Convention. It looks at ownership and take-up of various media devices and services in the UK in 2014 compared with previous years, as well as looked at by age, socio-economic group and by gender drawing on Ofcom consumer research published in the [Consumer Experience of 2014 report](#) and [Ofcom's CMR 2014 report](#).

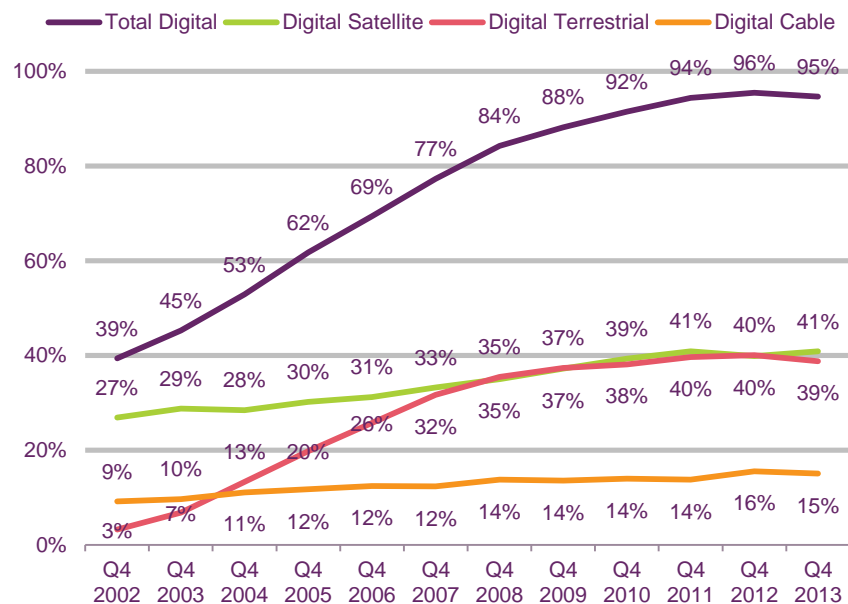
# Factsheet 6: Ownership of media devices and services

## Market Context

### Key points

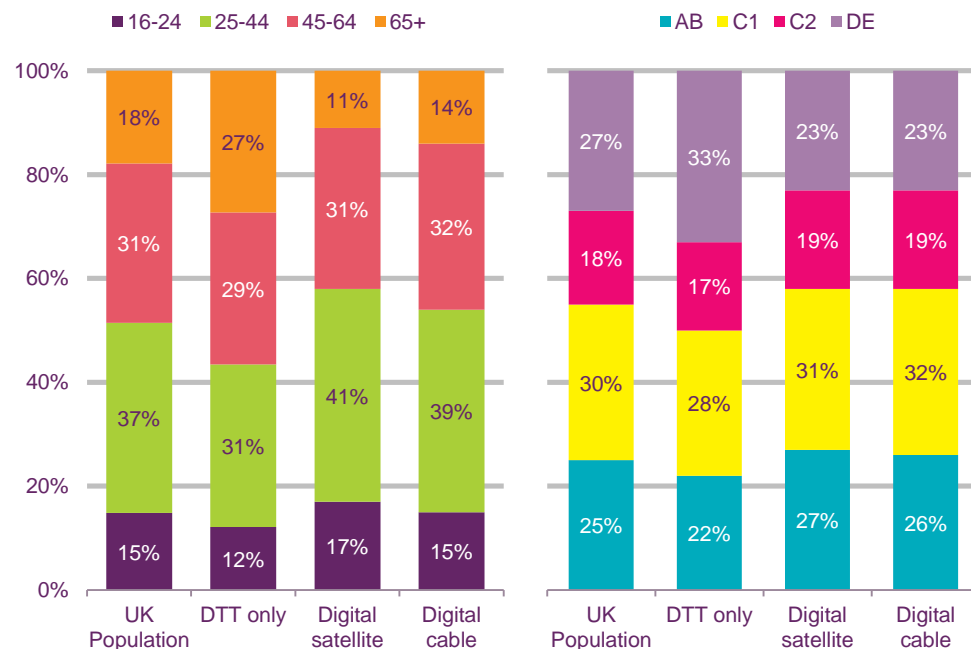
- In 2013, there was an indication of a slight decline in the total proportion of households that received a television service, as shown in Figure 1. The small decline may be attributable to households who watch audio-visual content via an IP connection, do not own a television or use a television set that does not receive any broadcast signal.
- Figure 2 shows the age and demographic mix of TV platform users in 2014. Digital satellite and cable attracted a higher proportion of younger viewers (25-44) than the DTT-only platform. DTT had the highest proportion of 65+ of all the digital platforms, and the highest proportion of those from DE households.

**Fig 1: Take-up of digital TV services; by platform**



Source: BARB Establishment Survey (in Ofcom's The Consumer Experience of 2014 report)

**Fig 2: Platform demographics by age and socioeconomic group**



Source: Ofcom 2014 data. Base: All adults 16+

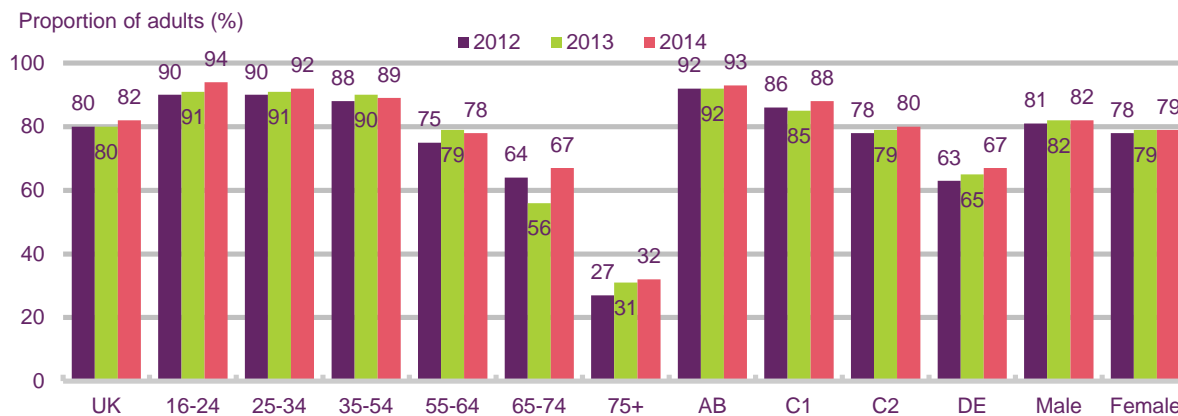
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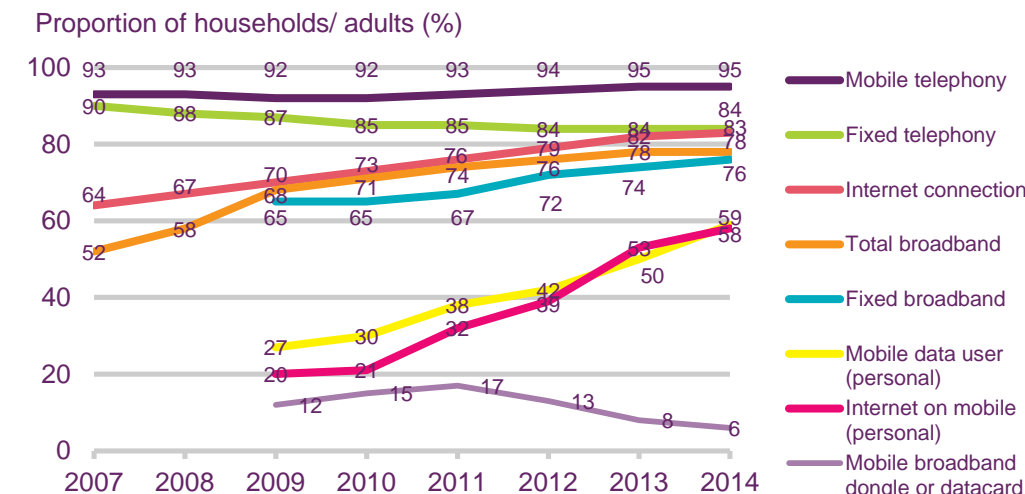
- While the proportion of households with access to the internet remained stable at 83% in Q2 2014, the ways in which people are connecting continues to evolve. As shown in figure 3, in Q2 2014, nearly six in ten respondents (58%) said they personally use their mobile phone to access the internet (up from 53% in Q2 2013), driven by growth in the smartphone market.
- Total broadband take-up remains stable, at 78% of UK households. This figure includes households with fixed and/or mobile broadband connections, but excludes access via a mobile handset (Figure 3).

**Fig 4: Internet access by age, socio-economic group and gender: Q1 2014**



Source: Ofcom's Communications Market Report 2014, data as at Q1 2014. Base: All adults aged 16+. Q Do you or does anyone in your household have access to the internet/ World Wide Web at home?

**Fig 3: Household take-up of communications services: Q2 2014\***



Source: Ofcom's The Consumer Experience of 2014 report data as at Q1 2007-2012; Q2 2013-2014 (\*mobile data user Q1 2013-2014) Base: All adults aged 16+.

- Figure 4 shows the variation of the rise in UK internet take-up by age, gender and socio-economic group for Q1 2014.
- The largest difference was between the youngest and oldest age groups: 94% of those aged between 16 and 24 had access to the internet, while only 32% of those aged 75 and over had access. However internet take-up among this latter age group rose five percentage points between 2012 and 2014, the largest rise of any of the age groups.

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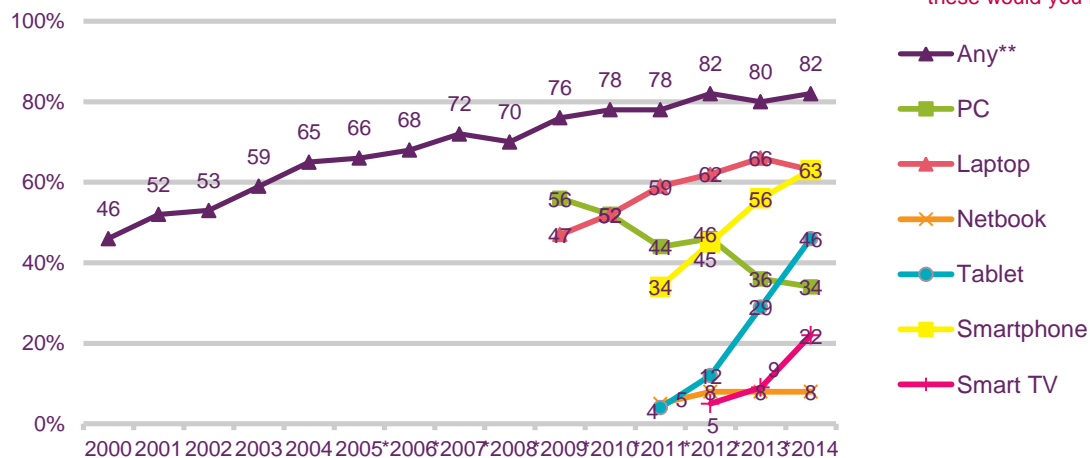
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- Figure 5 shows take-up of a range of communications devices over recent years. Smartphone ownership continued to rise in 2014, albeit at a slower rate than in previous years, and smartphones now share the top position as the most popular connected device in the household with laptops (both at 63%). Smartphone take-up varies significantly by age; nine in ten participants (90%) aged 16-24 reported having a smartphone, compared to 22% of those aged 65-74 and 4% of those aged 75+.
- Household take-up of tablet computers has risen sharply over the past year, from 29% in Q2 2013 to 46% in Q2 2014 (Figure 5). While take-up varies significantly by age, growth is seen across all age groups.

**Fig 5: Ownership of connected devices in the home**

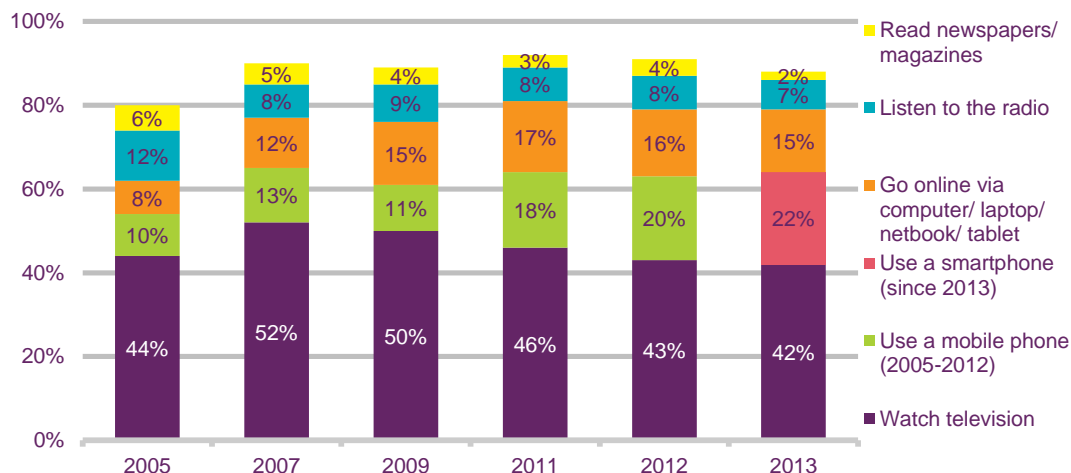
Proportion of households/ adults (%)



Source: Ofcom Consumer Research. Base: All adults 16+. \*Data for 2006-2014 based on Q2 data, all other data based on Q4. \*\*Data for 'any' for 2000 -2010 refers to PC or laptop computers. Data for 'any' for 2011-2014 also includes netbook or tablet computers but not smartphones or Smart TVs.

**Fig 6: Most-missed media activity**

Proportion of households/ adults (%)



Source: Ofcom's Communications Market Report 2014. Base: All adults 16+. Q Which one of these would you miss doing the most? (Prompted responses, single coded)

- Figure 6 shows which medium respondents to Ofcom's Media Literacy Tracker said they would miss the most if it were taken away. Television continues to be the most popular response, with 42% of UK adults choosing this option in 2013. Despite competition from newer technologies, this remained stable between 2012 and 2013.
- However there have been some notable changes over time. A fifth (22%) of UK adults now say they would miss their smartphone the most – while not directly comparable, this is more than double the proportion citing use of a mobile phone in 2005. Similarly, those citing going online via a computer (PC/laptop/netbook or tablet) has also doubled, from 8% in 2005 to 15% of UK adults in 2013 (Figure 6).