

FACTSHEET 6

Ownership of media devices and services

Oxford Media Convention March 2017

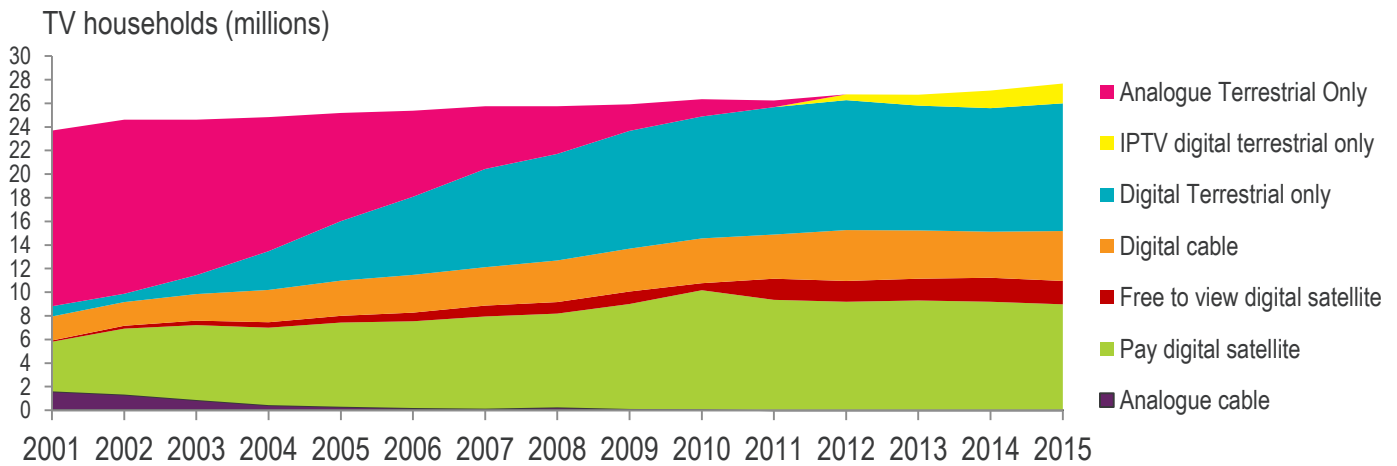


This factsheet has been compiled by Ofcom and provides background information to aid discussion at the 2017 Oxford Media Convention. It looks at ownership and take-up of various media devices and services in the UK in 2015/6 compared with previous years, as well as looking at age, socio-economic group and gender, drawing on Ofcom consumer research, much of which featured in Ofcom's CMR 2016 Report.

Key points

The proportion of all UK homes that owned a TV set able to receive broadcast television was 95.4% in the final quarter of 2015. The remaining 4.6% either chose to watch audio-visual content via an IP connection only, do not own a television, or use a television set that does not receive any broadcast signal. Homes that only have digital terrestrial TV represented the largest proportion of all homes in 2015.

Figure 1: Take-up of digital TV services, by platform

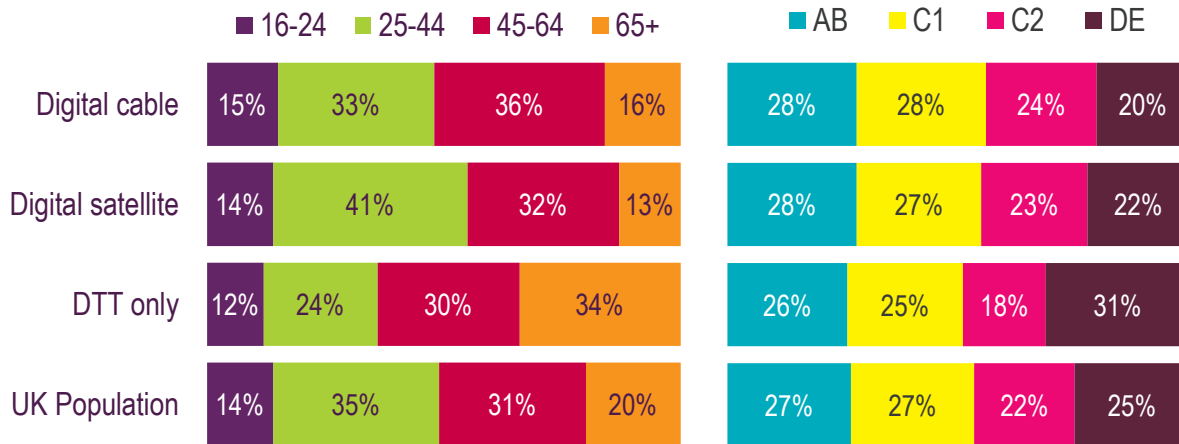


Source: Communications Market Report 2016, using BARB Establishment Survey data. Data points are based on household level data for Q4 of each year.

Key points

Figure 2 shows the age and demographic mix of TV platform users in 2016. Digital satellite and cable attracted a higher proportion of younger viewers (25-44) than the DTT-only platform. DTT only had the highest proportion of 65+ of all the digital platforms, as well as the highest proportion of those from DE households. Each digital platform had comparable popularity among AB households.

Figure 2: Platform demographics, by age and SEG

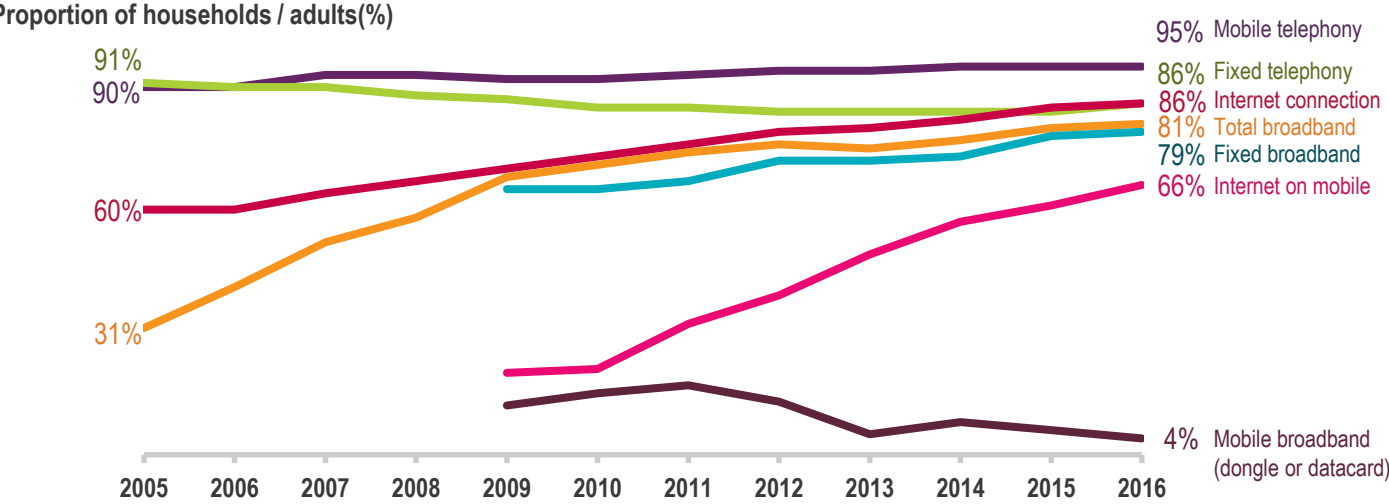


Source: Ofcom Technology Tracker H1 2016. Base: All adults 16+.

Key points

Figure 3 shows that the proportion of households with access to the internet remains stable, standing at 86% in 2016. Total broadband take-up also remained stable, reaching 81% of UK households (this figure includes households with fixed and/or mobile broadband connections, but excludes access via a mobile handset). The ways in which people are connecting continues to evolve. Two thirds of respondents (66%) said they personally use their mobile phone to access the internet (up from 61% in 2015), driven by growth in the smartphone market.

Figure 3: Household take-up of communications services

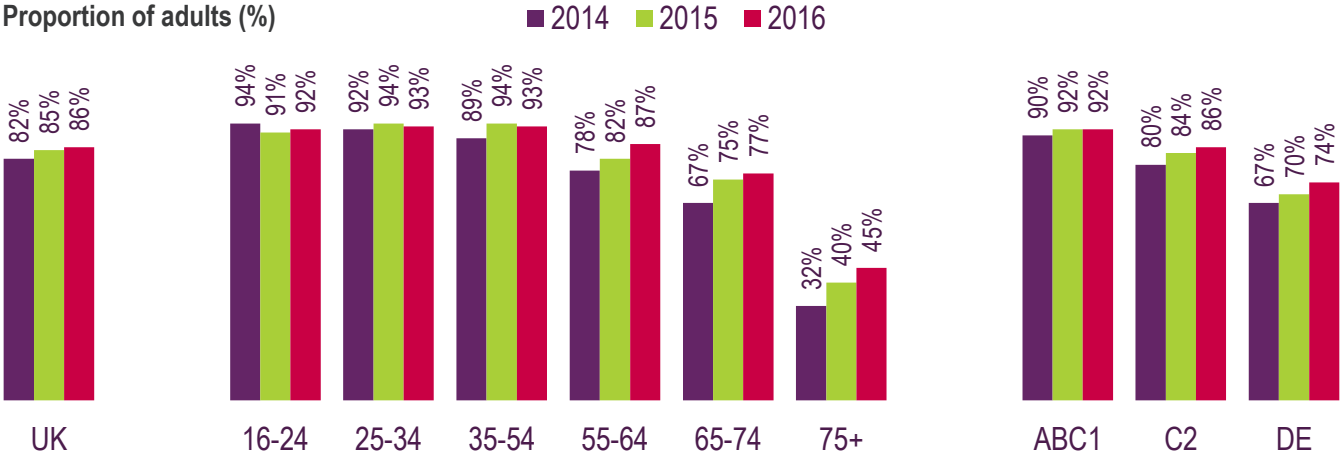


Source: Ofcom Technology Tracker, Data from Q1 2007-2013, H1 2014-2016. Base: All adults 16+.

Key points

Figure 4 shows the variation of the rise in UK internet take-up by age and socio-economic group for H1 2016. The largest difference was between the youngest and oldest age groups: 92% of those aged between 16-24 had access to the internet, while only 45% of those aged 75 and over had access. However, internet take-up among this latter age group rose by 13 percentage points between 2014 and 2016, the largest rise of any of the age groups.

Figure 4: Internet access, by age and socio economic group

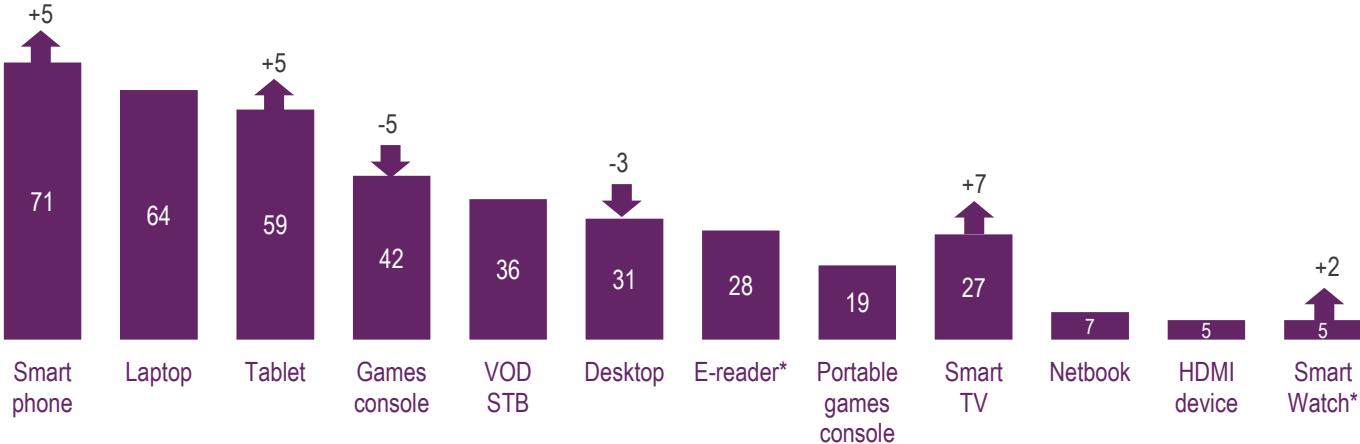


Source: Ofcom Technology Tracker, H1 2016. Base: All adults aged 16+ (n=3737). QE2: Do you or does anyone in your household have access to the internet/ World Wide Web at home (via any device, e.g. PC, laptop, mobile phone etc.)?

Key points

Figure 5 shows take-up of a range of internet-enabled devices in the home. Smartphone ownership rose by five percentage points in the year to 2016, reaching 71%. Smartphones are now the most popular connected device in households, overtaking laptops (64%). Household take-up of tablet computers also rose by five percentage points between 2015 and 2016, to become the third most popular connected device. The popularity of smart TVs grew substantially in the year to 2016, with household take-up increasing by seven percentage points to 27%.

Figure 5: Ownership of internet-enabled devices in the home

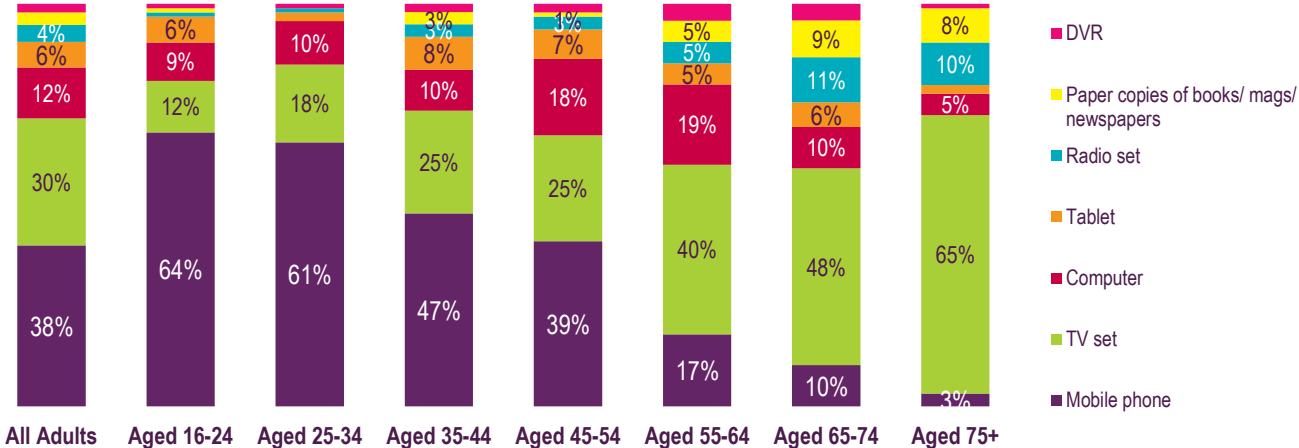


Source: Ofcom Technology Tracker, H1 2016. Base: All adults 16+.
*E-reader and Smart Watch take-up stated here is per household while other figures are by individual take-up.

Key points

Figure 6 shows which media device respondents to Ofcom’s Media Literacy Tracker said they used every day and would miss the most if it were taken away. Mobile phones was the most popular response, with 38% of UK adults choosing this option in 2015. A TV set would be the most-missed medium for three in ten (30%) of respondents, significantly higher than PC/laptops (12%), reflective of changing device preferences among consumers. Print media - defined as books, newspapers and magazines – would be most missed by only 3% of respondents.

Figure 6: Most-missed media device



Source: Ofcom’ Consumer research Q4 2015. Base: All adults 16+. Q Which one of these things you use almost every day would you miss the most if it got taken away? (Prompted responses, single coded)