

PSB Review Northern Ireland Market Context

Full Annex

December 2014

1. Executive summary

2. Television Broadcasting in Northern Ireland

3. Radio Broadcasting in Northern Ireland

4. Northern Ireland Press and Online News

5. Connectivity and Availability in Northern Ireland

Chapter 3 of the PSB Review sets out the context in which the PSB system operates. Recognising that each nation has its own distinct characteristics, chapter 3 also looks at key characteristics in Northern Ireland, Scotland and Wales. This slide pack provides further detailed analysis of the communications and media landscape in Northern Ireland specifically.

We have used this analysis to inform our assessment of PSB performance in the UK and in each of the Nations.

Key findings from this annex include:

One of the most striking characteristics of the media landscape in Northern Ireland is the popularity of local media. Local commercial radio and BBC Radio Ulster/Foyle are among the most listened to across the UK. The number of community radio stations has also grown over the past few years. The newspaper sector, although declining, is still relatively strong with three daily newspapers and a plethora of weekly press. Plurality of provision is increased in Northern Ireland with the availability of television channels from the Republic of Ireland.

In terms of television production, there has been a reduction in spend and volume of programmes made for audiences in Northern Ireland since 2008 (although, due to an increase in production by the BBC, the figure for 2013 was higher than that for 2012). Network production has only increased marginally since the last PSB Review.

Northern Ireland has the highest availability of Next Generation Access (NGA) networks across the whole of the UK, however, broadband take-up is slightly lower than the UK average.

Sections	Key findings
Television broadcasting in Northern Ireland	<ul style="list-style-type: none"> • DTT availability of the PSB core muxes is broadly similar to the rest of the UK, although the commercial multiplex coverage is more limited than in England or Scotland. Take-up of paid-for satellite is higher in Northern Ireland than in other UK nations. • Independent production commissions by PSBs have been driven largely by the BBC, followed by Channel 4. ITV and Channel 5 did not commission any programmes in Northern Ireland in 2013. • Republic of Ireland TV channels – RTÉ One & Two and TG4 – are available on Freeview, Sky and Virgin in Northern Ireland. In Q1 2014, approximately a third of respondents with a TV in their household claimed to watch RTÉ One and RTÉ Two, and one in five claimed to watch TG4, on at least a monthly basis.
Northern Ireland Radio	<ul style="list-style-type: none"> • There are 10 commercial radio stations owned among four radio groups. Community stations are also growing with a further five due to launch in 2014/2015. The number of community radio stations (11) continues to grow with a further five due to launch in 2015. • Listeners in Northern Ireland are less likely than the UK average to listen to BBC network and UK commercial stations, preferring local commercial stations and BBC regional services. BBC Radio Ulster/Foyle has a higher spend per head in Northern Ireland than other BBC local/regional stations in the rest of the UK, reflecting the smaller population.
Northern Ireland Press and Online News	<ul style="list-style-type: none"> • People in Northern Ireland prefer newspapers published in Northern Ireland to UK-wide papers, driven by interest in local/regional news and political coverage • There has been a decline in readership of all three daily Northern Ireland newspapers over the past five years, this is driven by the trend to digital which has affected the press sector as a whole
Connectivity and availability for Northern Ireland	<ul style="list-style-type: none"> • In terms of connectivity, broadband take-up is slightly lower than the UK average with connected device take up differing depending on the device, smartphones being lower and tablets being higher than the UK average. • Northern Ireland has the greatest coverage of Next Generation Access networks (used to deliver superfast services) in the UK, but also a higher number of premises receiving speeds of less than 2Mbit/s, which suggests that some consumers could receive faster speeds.

1. Executive summary

2. Television Broadcasting in Northern Ireland

3. Radio Broadcasting in Northern Ireland

4. Northern Ireland Press and Online News

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DTT availability of the PSB core muxes is broadly similar to other UK nations, however for commercial muxes the coverage is lower and only slightly better than Wales

DTT Coverage

Percentage of households predicted to be covered by DTT services

	UK	England	Scotland	Wales	NI
3PSB Core	>98.5	98.7	98.8	97.7	97.5
6MUX Core	90*	90.9	87.4	70.7	74.1

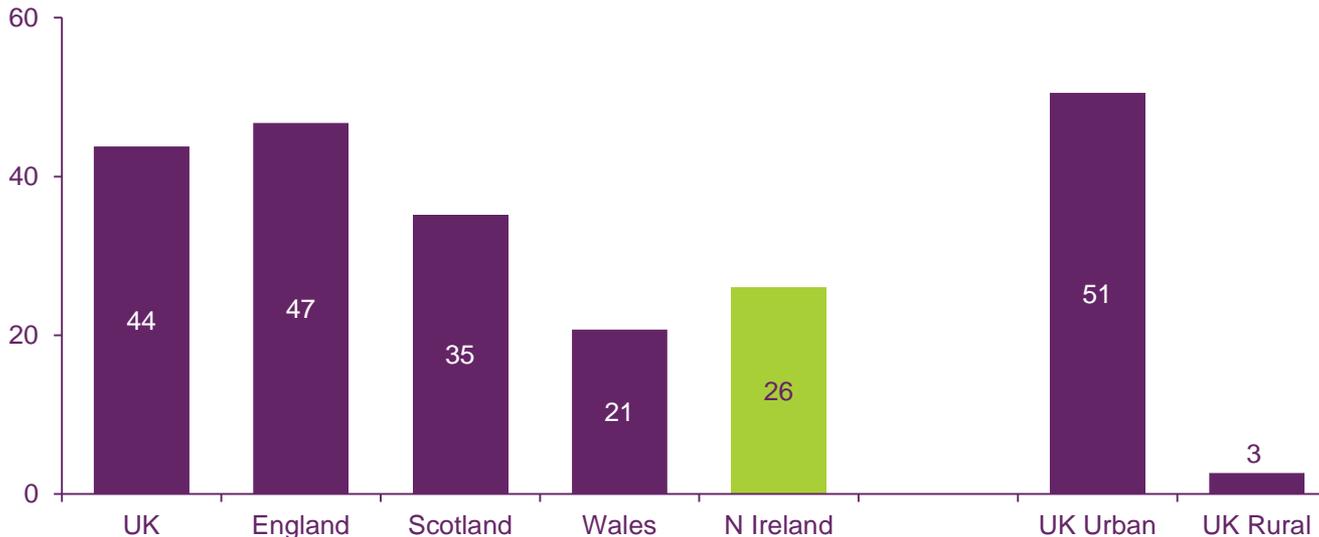
(* approx)

Source: Ofcom June 2014 data

- The chart shows predicted DTT coverage by nation. '3PSB Core' means the percentage of households where all channels on the three public service broadcaster (PSB) multiplexes are available. '6MUX core' indicates household locations where all six DSO multiplexes (and their associated channels) are available.

Proportion of premises able to receive Virgin Media cable broadband services

Proportion of premises (%)



Source: Virgin Media, June 2014 data

- 6MUX coverage is more limited than 3PSB in the nations and the UK as a whole, meaning the full range of commercial channels on DTT is available to fewer homes than the PSB services. Though Northern Ireland has better coverage than Wales it is some way behind the UK average

- Cable provision in Northern Ireland is also lower than the UK average with just over a quarter of homes, being able to receive Virgin Media services, due to provision being restricted to the Greater Belfast and Derry areas

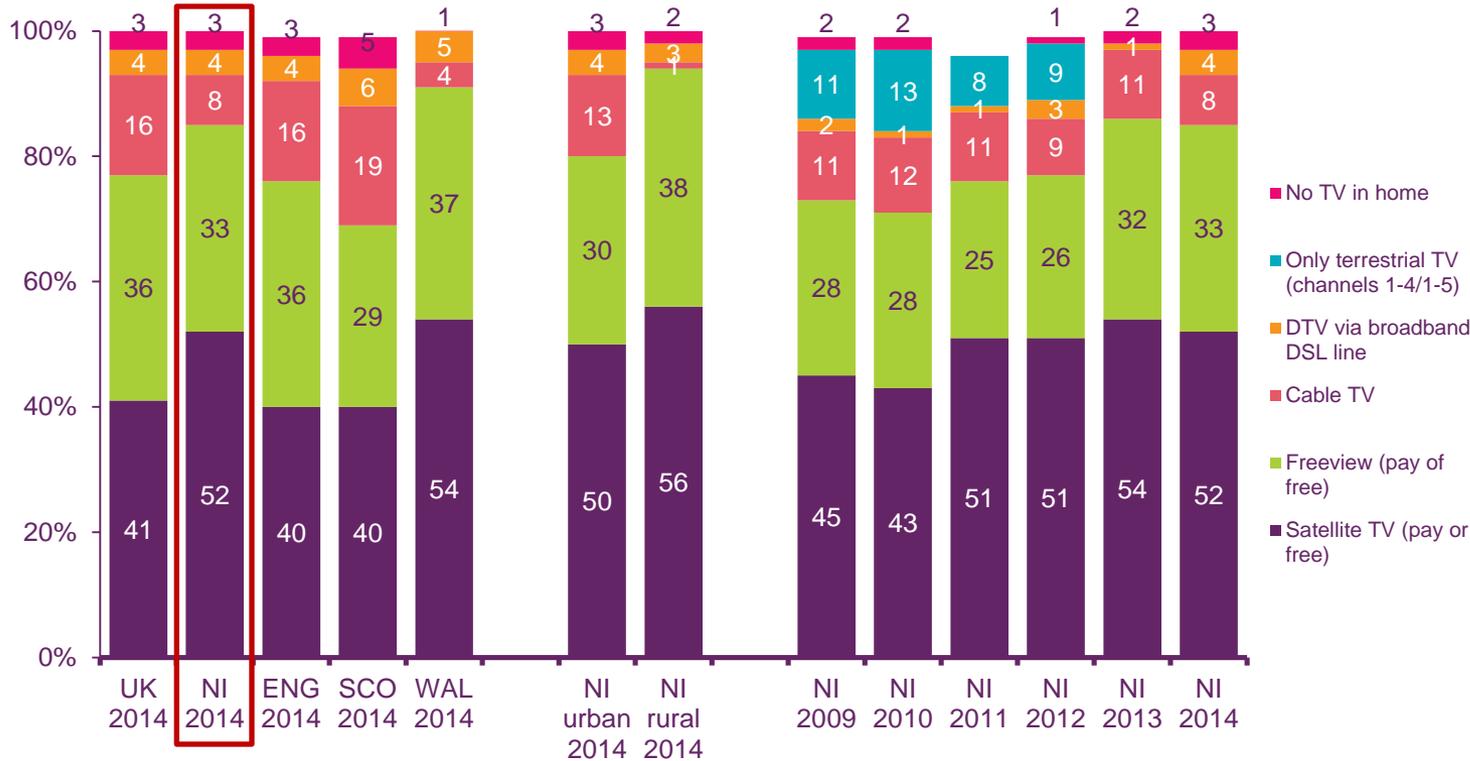
Television Broadcasting in Northern Ireland

Main TV take-up by platform

DTT and satellite remain the most widely-used platforms for TV in Northern Ireland, similar to the UK; the number of satellite homes is higher than the UK average, while DTT and cable homes are lower

Main TV set by platform

Percentage of homes (%)



- Satellite (pay or free) is the most popular TV service in Northern Ireland
- Cable services are only available in the Greater Belfast and Derry~Londonderry areas, while DTT coverage, especially for the commercial muxes, is not universally available across all of Northern Ireland
- Similar to the UK, DTV via broadband now accounts for 4% of TV homes in Northern Ireland possibly as a result of both BT and Talk Talk offering YouView as part of its bundled service

QH1a. Which, if any, of these types of television does your household use at the moment?

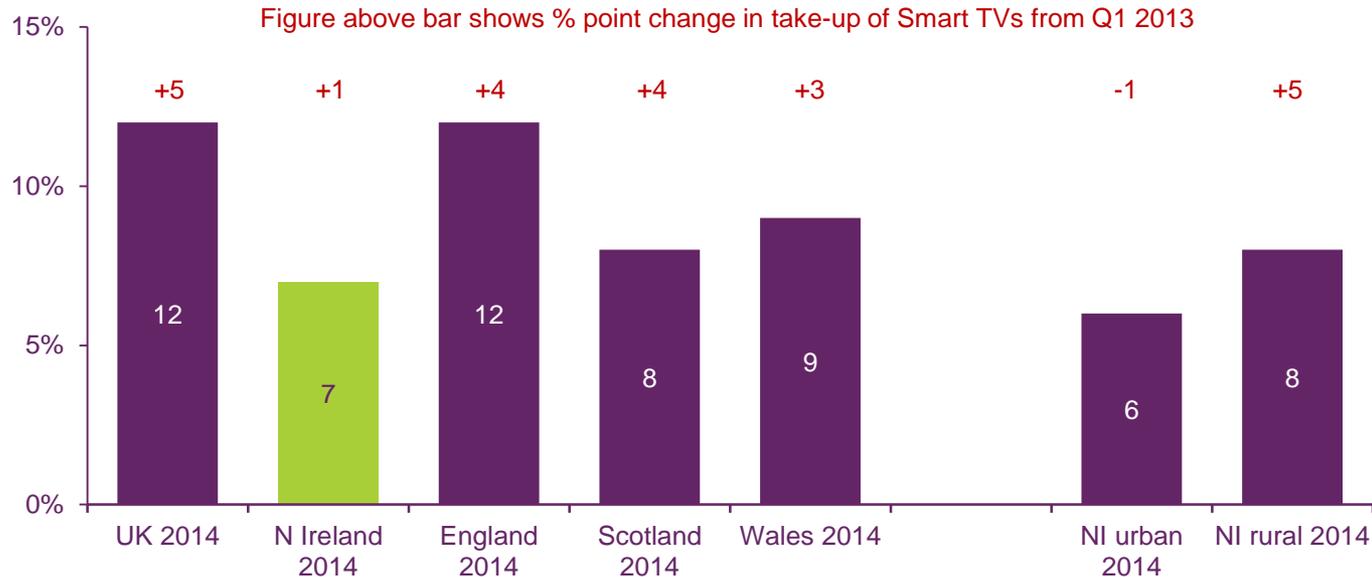
Source: Ofcom research, Quarter 1 2014

Base: All adults aged 16+ (n = 3740 UK, 501 Scotland, 2249 England, 491 Wales, 499 Northern Ireland, 261 Scotland urban, 240 Scotland rural, 1014 Scotland 2009, 1468 Scotland 2010, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013, 501 Scotland 2014)

Northern Ireland has the lowest percentage of smart TV take-up compared to the UK average, with minimal growth in the past year, a contrast to the UK and the other nations

Smart TV take-up

Proportion of TV homes (%)



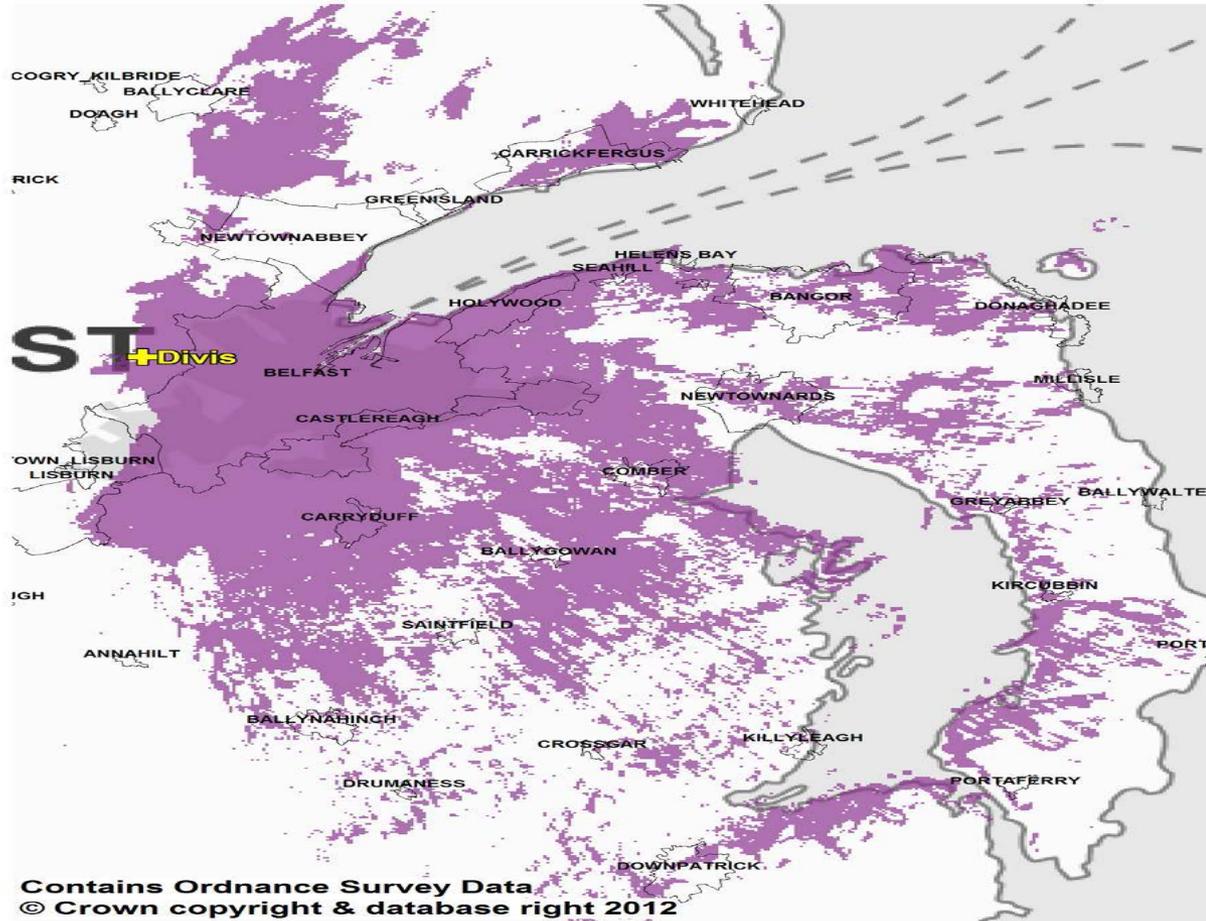
- The proportion of TV homes in Northern Ireland claiming to own a smart TV with an integrated internet connection has increased by only one percentage point since Q1 2013 from 6% to 7%
- Take-up across the UK however has increased significantly, at a higher rate than Northern Ireland
- The ownership of Smart TVs has fallen one percentage point in urban areas, but ownership in rural areas has more than doubled rising from 3% to 8%

QH18. Are any of your TV sets "Smart TVs"? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.

Source: Ofcom research, Quarter 1 2014

Base: All adults aged 16+ with a TV in household (n = 3635 UK, 481 Scotland, 2186 England, 480 Wales, 488 Northern Ireland, 246 Scotland urban, 235 Scotland rural)

One local TV licence has been awarded for Belfast, which started broadcasting on Freeview in September covering 190,000 homes in Northern Ireland

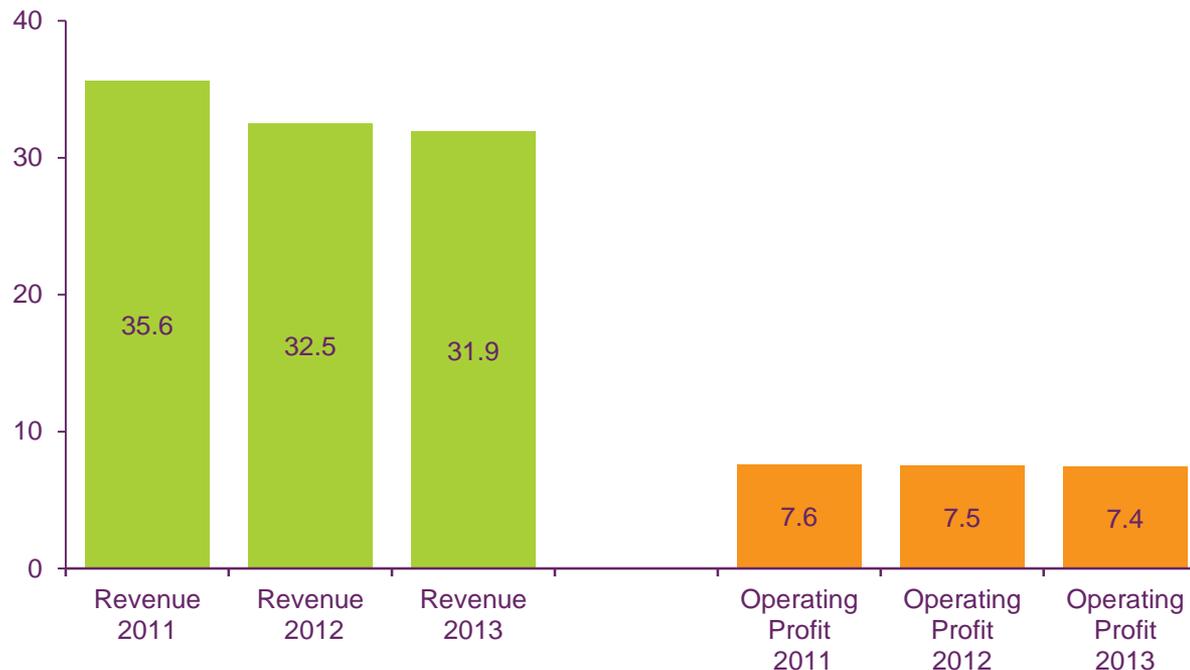


- Ofcom awarded the local TV licence for Belfast to NvTv, which started broadcasting on channel 8 on Freeview in September 2014
- NvTv is also carried on Virgin Media
- The estimated number of digital households covered by the service is about 27% of the total in NI (190,000 out of 704,000 households)
- Even though licences covering two other areas in Northern Ireland were advertised in 2013 there were no applications to operate local TV services in Derry–Londonderry or Limavady

Belfast – indicative coverage map

UTV's television revenue has been down but the group as a whole is now experiencing strong growth delivered by its operations in radio across the UK and in the Republic of Ireland

Revenue and operating profit for UTV (Television only) 2011-2013
Millions (£)



- UTV Media (whole group) has just posted strong half-year results for 2014. Pre-tax profits rose 62% on the back of strong radio and TV advertising revenues
- The continued success of TalkSport (where revenues rose 33%) and other stations based in other parts of the UK was expected but more surprising was a strong, and long awaited, recovery in advertising revenues in the Republic of Ireland where UTV owns radio stations and sells TV advertising.
- UTV Media is launching a new channel, UTV Ireland, in the Republic of Ireland next year, following agreement with ITV Global Entertainment for the exclusive rights to ITV content in the Republic of Ireland
- In 2013, UTV Media Group revenue was £107.8m (2012: £112.3m). Total advertising revenue in its television division decreased by 2% across 2013

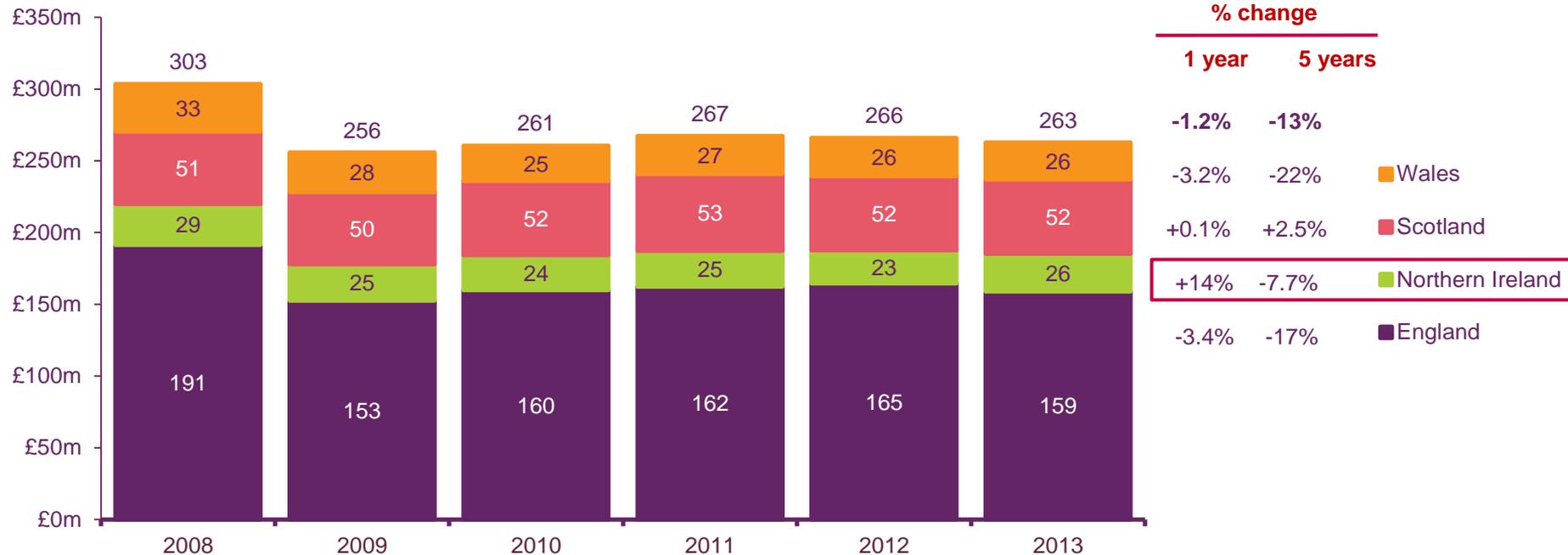
Television Broadcasting in Northern Ireland

Spend on first-run originated nations' & regions' output

Northern Ireland has seen the biggest proportional increase in spend on nations' programming over the past year but still remains lower compared to spend in 2008

Spend on first-run originated nations' and regions' output by BBC1/ITV1/STV/UTV

Spend (£)



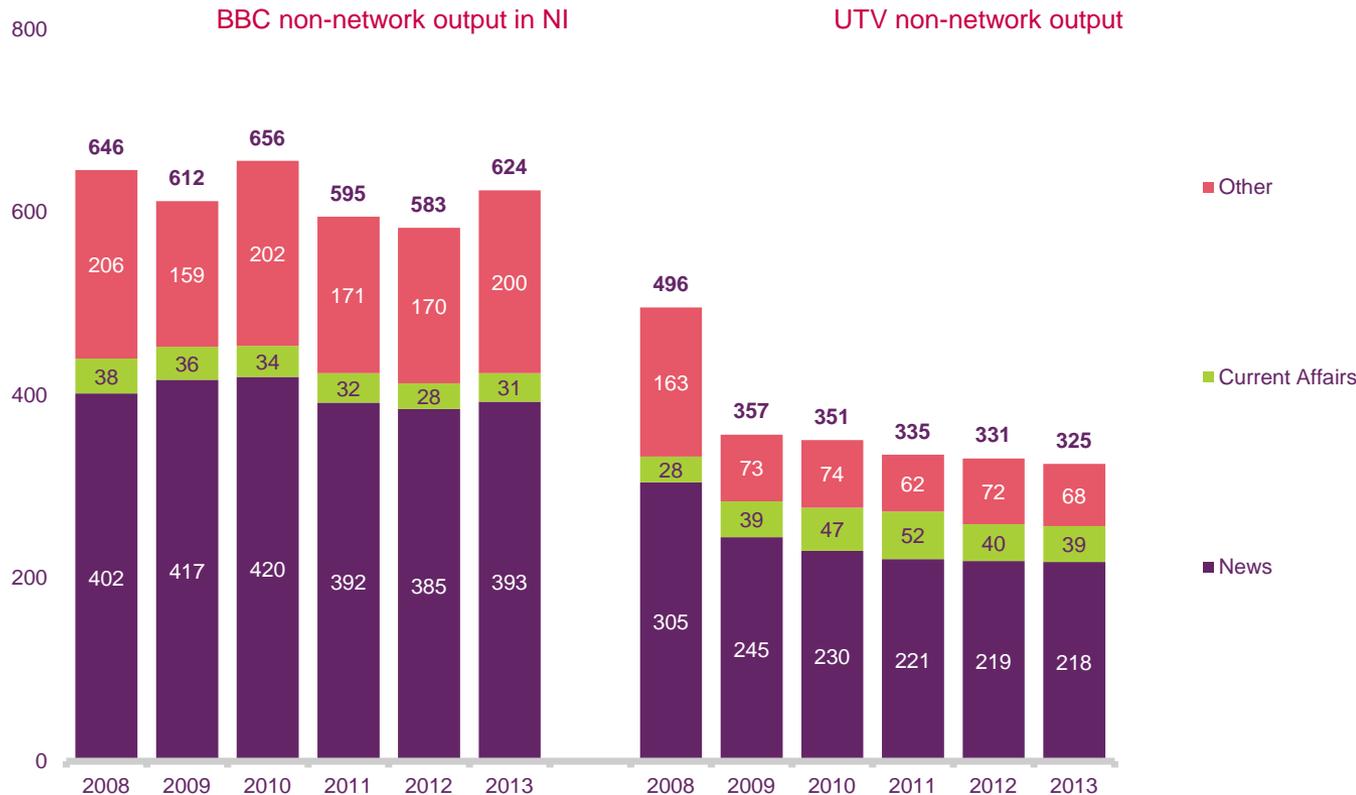
Source: Broadcasters. All figures are nominal.

Note: Spend data for first-run originations only. Spend excludes Gaelic and Welsh language programming but includes some spend on Irish language programming by the BBC. This does not account for total spend on BBC Alba or BBC spend on S4C output.

The BBC provides the majority of non-network originated programming in Northern Ireland

Non-network first-run originations in N Ireland

Hours per year



- The BBC produces more non-network (nation-specific) programming for Northern Ireland than UTV.

- In 2009 the number of hours of regional content that UTV was required to broadcast was reduced. Since then levels have remained relatively stable.

Note: Figures exclude repeats
Source: Ofcom/broadcasters

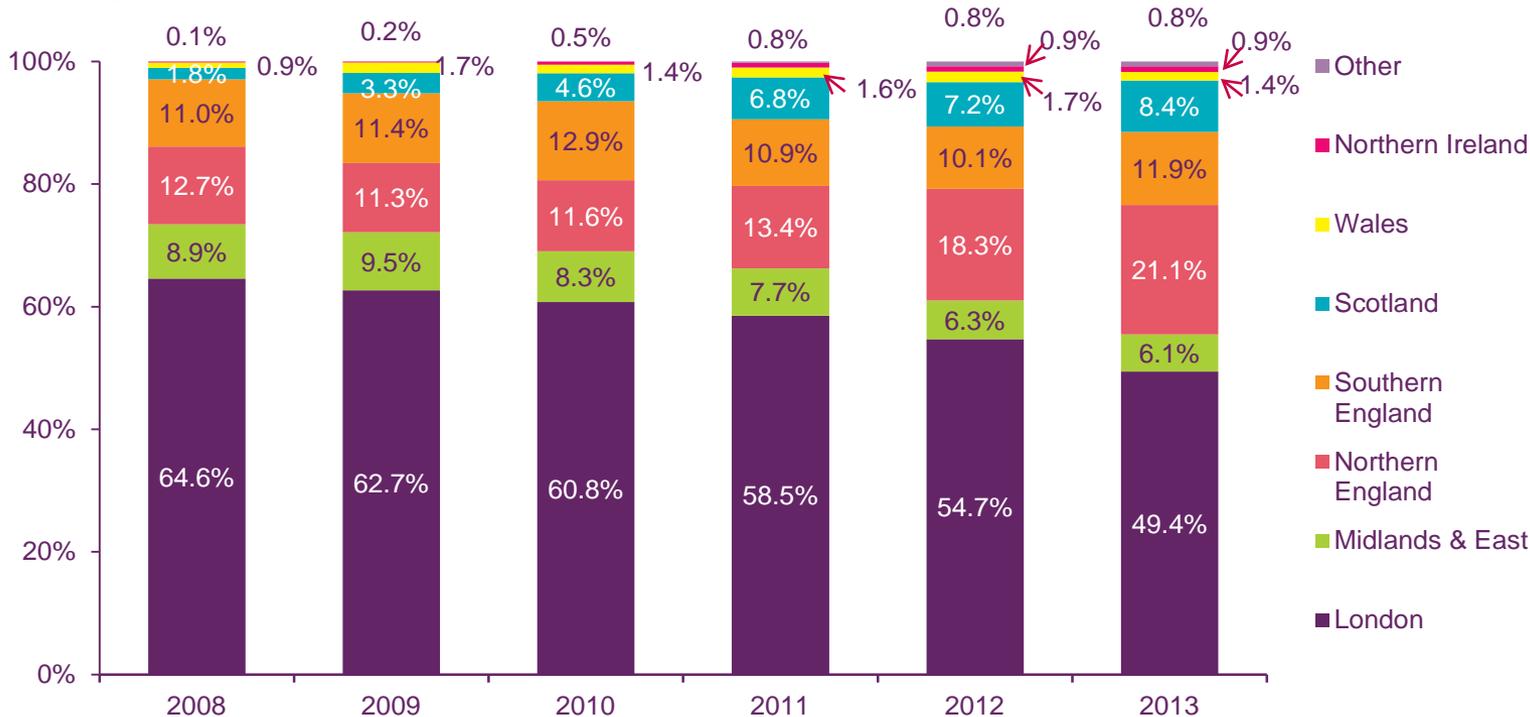
Television Broadcasting in Northern Ireland

Volume of network production

The volume of hours of network programming made in Northern Ireland has remained at a very low level since 2008

Production by volume for regions

Percentage of production by volume (%)



- In 2013, for the first time, less than half (49.4%) of first-run network programme hours broadcast by PSB channels were produced within the M25, down from 54.7% in 2012
- A further 21.1% were produced in northern England, 11.9% in southern England and 8.4% in Scotland

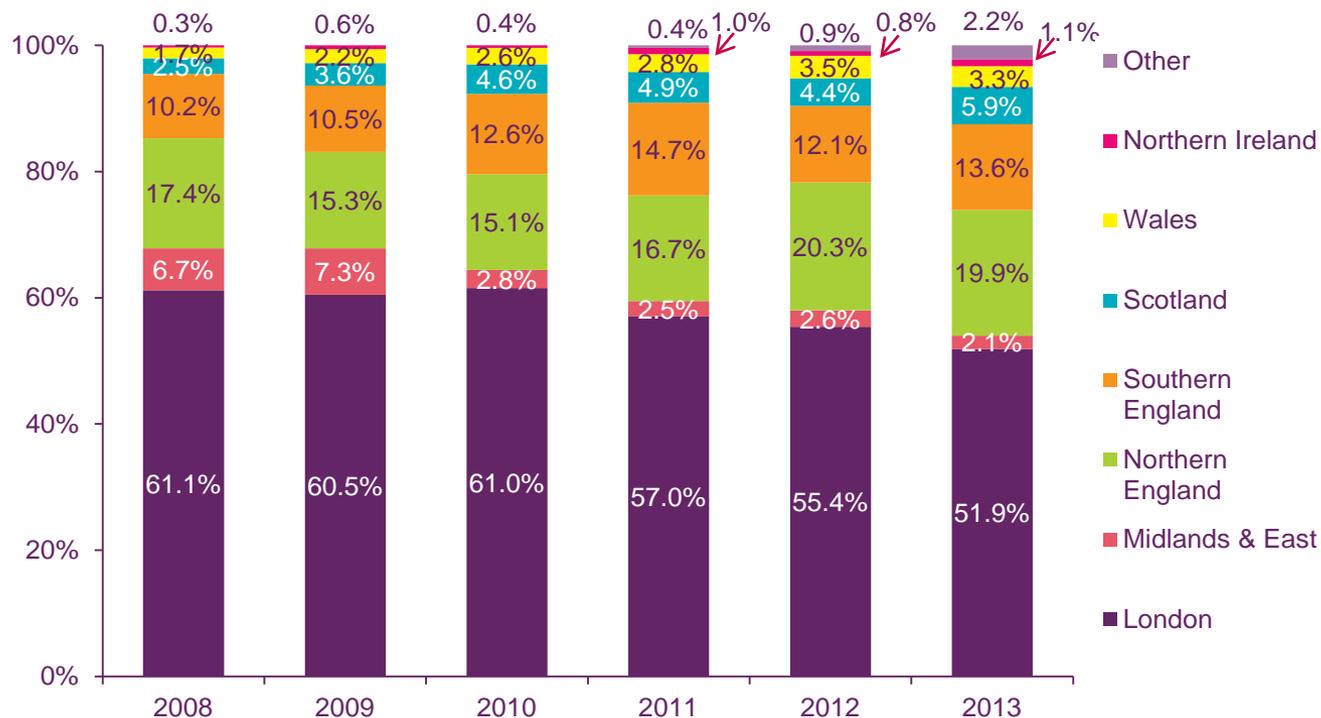
Source: Ofcom/broadcasters

Note: A new category 'Multi Nation/Region production' (referred to as 'Other') has been created for Regional Productions from London Producers which do not meet both 70% of spend and 50% of talent in any one particular Macro Region' See http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg_prod/ on Ofcom website for further details.

Share of expenditure by the PSB channels on originated network production has increased slightly since 2008

Expenditure on production by region

Percentage of spend



- The share of spend on network production in Northern Ireland by the five main PSB channels has increased from 0.3% in 2008 to 1.1% in 2013.
- The BBC has made a commitment to increase devolved nations production to 17% by 2016 (3% in Northern Ireland – proportionate to population, rather than a formal target). Efforts have also been made by Channel 4 to increase Out-of-London productions, with a licence obligation to achieve 9% by volume and spend from Scotland, Wales and Northern Ireland combined from 2020.

Source: Ofcom/broadcasters

Note: A new category 'Multi Nation/Region production' has been created for Regional Productions from London Producers which do not meet both 70% of spend and 50% of talent in any one particular Macro Region' See http://stakeholders.ofcom.org.uk/broadcasting/guidance/programme-guidance/reg_prod/ on Ofcom website for further details.

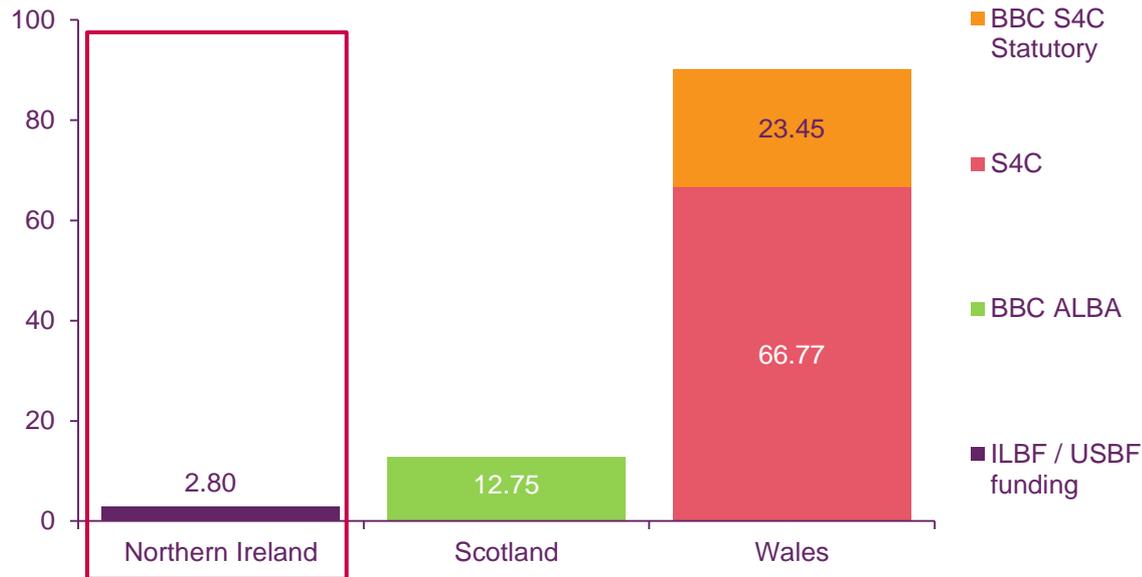
Television Broadcasting in Northern Ireland

Expenditure on indigenous language programming

£2.8m was spent on Irish language and Ulster-Scots broadcasting in Northern Ireland in 2013

Other spend on other programming in the devolved nations: 2013

Spend (£m)



- The Irish Language Broadcast Fund (ILBF) contributed £1.53m and the Ulster-Scots Broadcast Fund (USBF) contributed £1.27m to the cost of indigenous language broadcasting on the BBC and UTV in Northern Ireland in 2013.
- The ILBF supports a minimum of 55 hours of Irish language content every year which is broadcast on the BBC, TG4 (the Republic of Ireland Irish-language channel) and RTÉ.
- The USBF supports a minimum of 12 hours of Ulster-Scots language and cultural programming which is broadcast on the BBC, UTV (and STV) and RTÉ.

Source: Broadcasters.

Note: BBC S4C Statutory refers to the cost to the BBC of programming supplied to S4C by the BBC as part of their Strategic Partnership Agreement and pursuant to section 58(1) of the Broadcasting Act 1990. Northern Ireland spend refers to additional production costs of Irish language and Ulster Scots programmes broadcast in Northern Ireland.

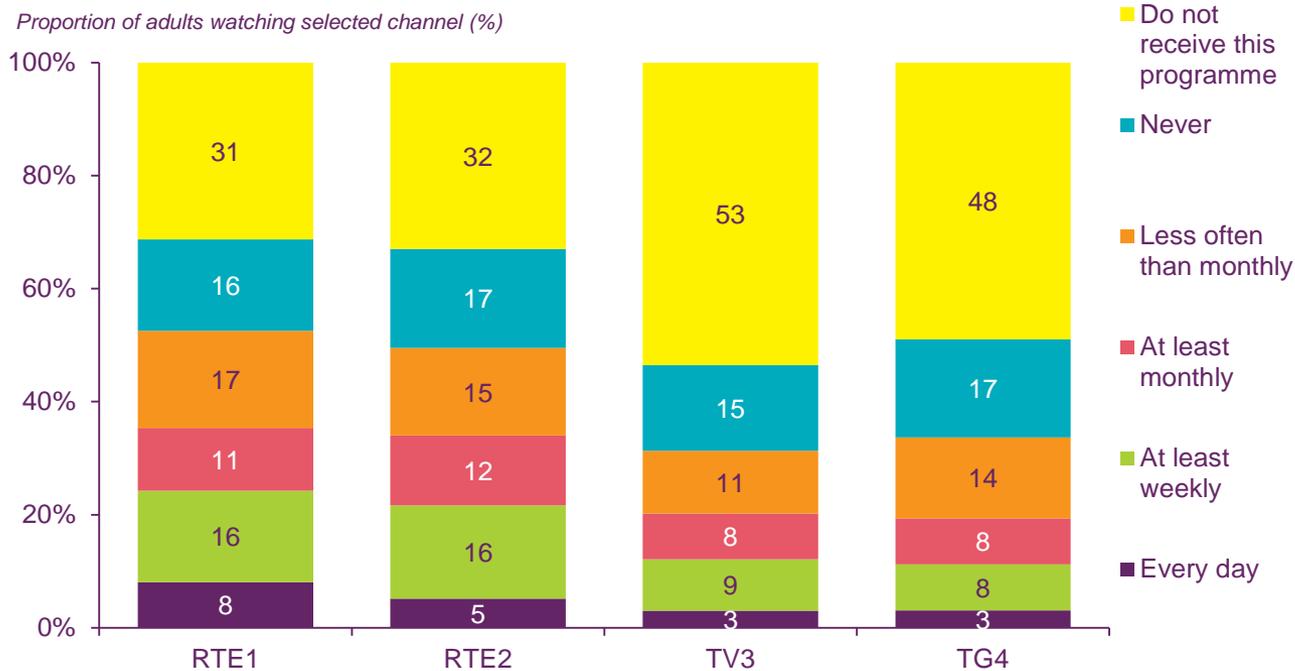
Television Broadcasting in Northern Ireland

Viewing of Republic of Ireland channels

Provision from the Republic of Ireland impacts on the Northern Ireland market with half of viewers claiming to have watched RTE1 or RTE2

Claimed viewing of Republic of Ireland originated TV channels in Northern Ireland

Proportion of adults watching selected channel (%)



Ever watch	52%	49%	31%	33%
Watch at least monthly	35%	32%	21%	19%

- RTE 1 and RTE 2 are the most popular Republic of Ireland originated TV channels watched in Northern Ireland
- *The Northern Ireland Multiplex:* since digital switchover, RTE One and Two, and TG4, have been broadcast from three transmitters in Northern Ireland
- Added to the existing overspill coverage from Saorview (the free-to-air DTT network in the RoI), this has significantly increased the free-to-view availability of these channels to around 94% of the population
- In addition, the RTE services and TG4 are available on Sky and Virgin Media. TV3 is still available only via overspill, which is why the majority of respondents (53%) claim not to have access to the channel

QH18/19. Which of these TV channels can you receive on your television/ How frequently, if at all, do you watch each of these channels?

Source: Ofcom research, Quarter 1 2014

Base: All adults aged 16+ in Northern Ireland with a TV in household (n = 488)

1. Executive summary

2. Television Broadcasting in Northern Ireland

3. Radio Broadcasting in Northern Ireland

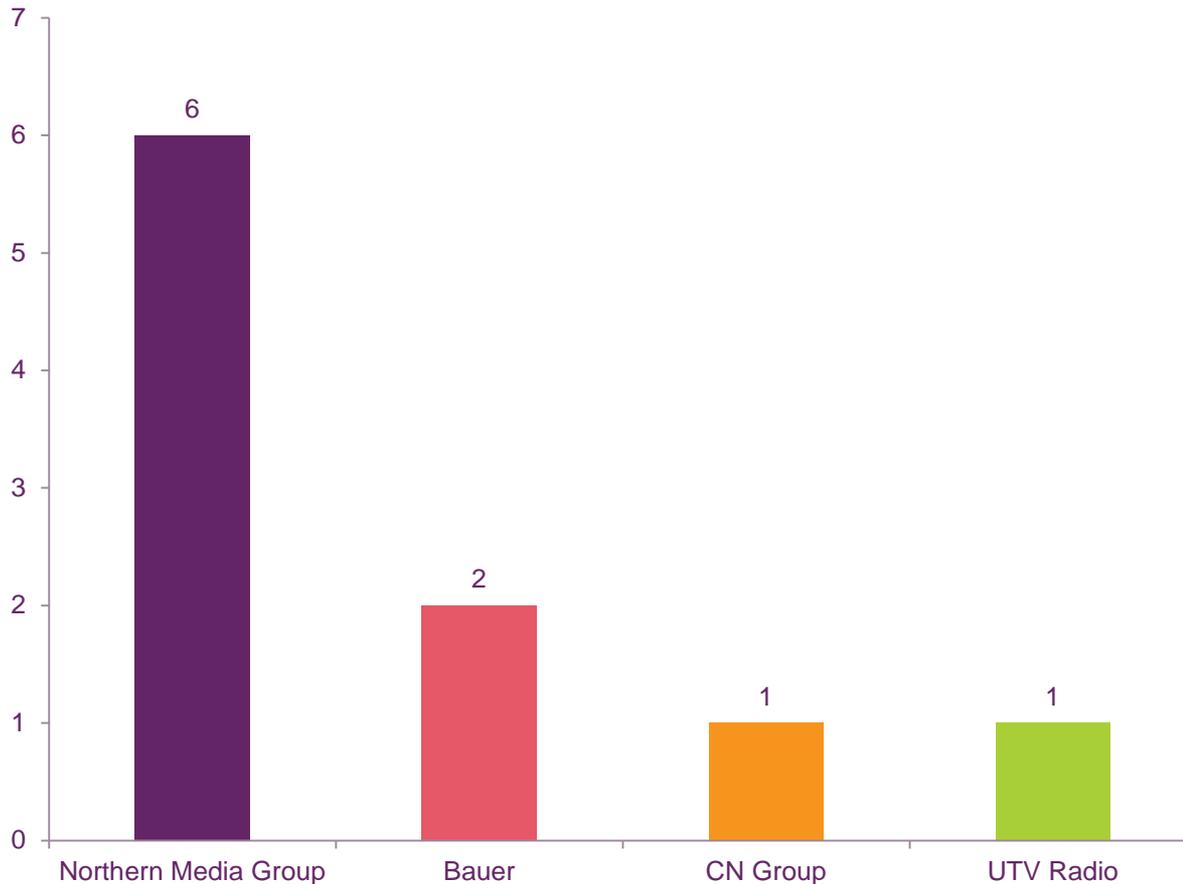
4. Northern Ireland Press and Online News

5. Connectivity and Availability in Northern Ireland

There are four main commercial radio groups in Northern Ireland with Northern Media Group owning the greatest number of stations, however Bauer's stations have a greater coverage in Northern Ireland

Commercial radio ownership

Number of stations

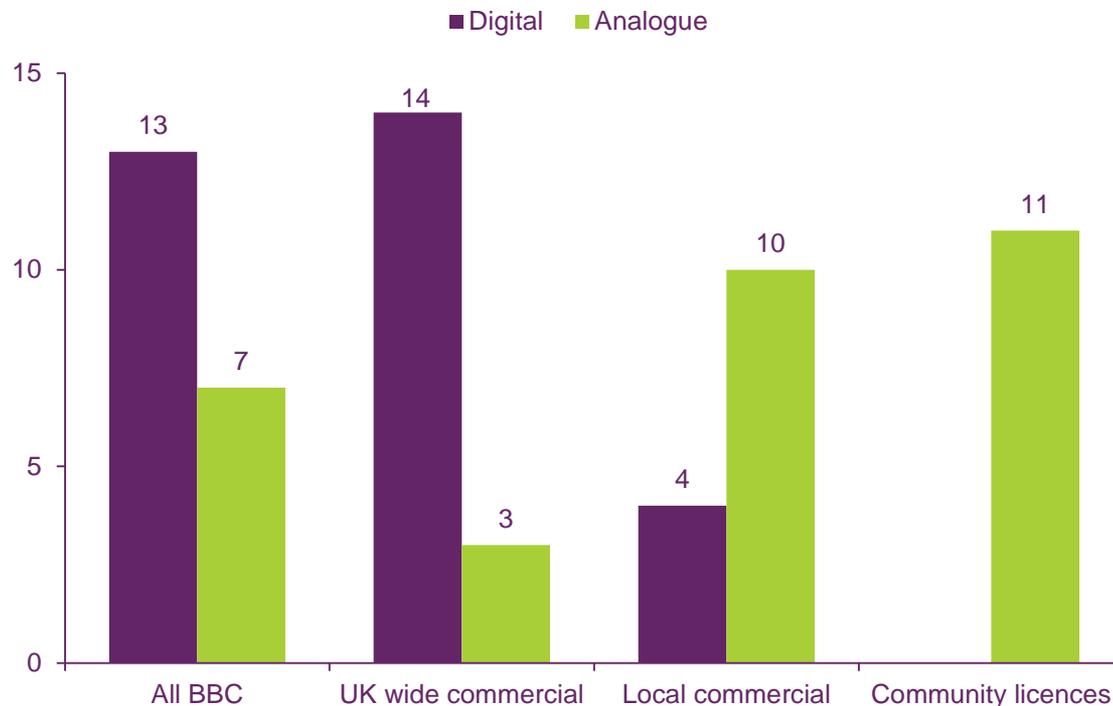


- Both CN Group and UTV Radio own Belfast-based stations
- Even though Northern Media Group account for the most number of stations, the Bauer Group is the only one to own stations that cover most of Northern Ireland

The extension of the national commercial digital multiplex, Digital One, in 2013 has helped increase the number of digital radio stations available in Northern Ireland to 31

Radio station availability in Northern Ireland

Number of stations available



- Since the launch of the Digital One multiplex, the number of digital stations have increased in Northern Ireland 31. There are also 31 analogue stations.
- The large proportion of analogue stations are community radio stations
 - A further five awards were made for community radio stations in 2013, including to the first Ulster-Scot station and the first Irish-language station outside Belfast.
 - It is expected that they will launch during 2015
- The BBC is planning three new BBC DAB transmitters in Northern Ireland, serving Ballycastle, Bangor and Newtownards, as part of its plans to improve DAB coverage for its national network across the UK.
- There remains only four local digital commercial services available in Northern Ireland

Source: Ofcom, November 2014

Note: This chart shows the maximum number of stations available; local variations along with reception issues mean that listeners may not be able to access all of these

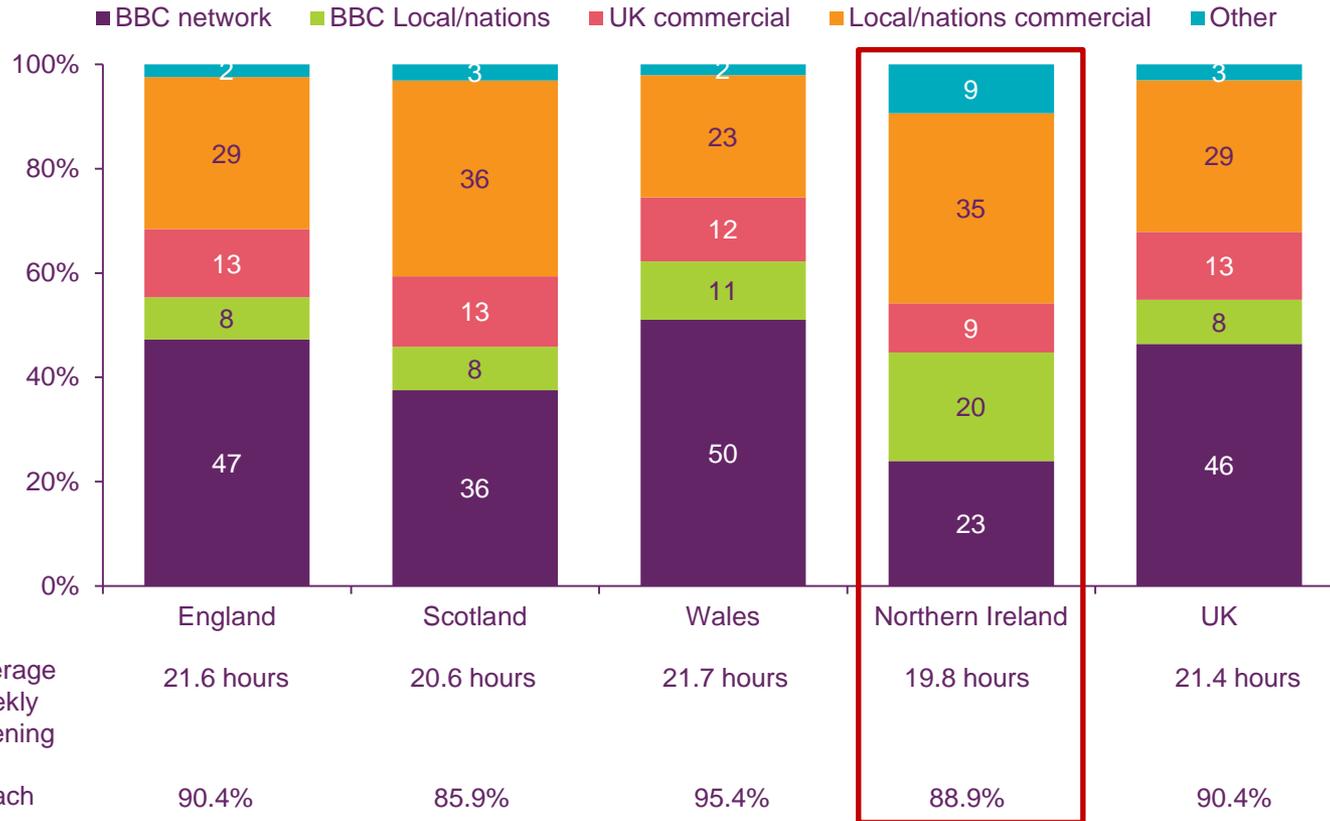
Radio Broadcasting in Northern Ireland

Share of listening

Weekly average listening of radio is the lowest in Northern Ireland, listeners are least likely to listen to BBC network and UK commercial radio stations, preferring local stations instead

Share of listening hours by nation: 2013

Share



- In 2013 radio services reached 88.9% of the adult population in Northern Ireland, this is 1.55pp lower than the UK average, but higher than the reach for Scotland (85.9%) which had a higher average weekly listening share
- Local commercial stations are more popular in Northern Ireland than the national commercial stations – accounting for 35% of total hours
- UK-wide services (BBC and commercial) are less popular in Northern Ireland than in Scotland or Wales. The BBC's network share is the lowest of all the nations and half that of the UK average, similar to UK commercial stations
- However, local BBC services are more popular in Northern Ireland than anywhere else in the UK

Source: RAJAR, All adults (15+), year ended Q4 2013. Reach is defined as a percentage of the area adult population who listen to a station for at least 5 minutes in the course of an average week.

Radio Broadcasting in Northern Ireland



Commercial radio revenue

Commercial radio revenue in the nations has remained relatively stable over time, despite the poor economic climate, with Northern Ireland accounting for the lowest proportion of revenue

Local Commercial Radio Station Revenue

Revenue in £m



- In Northern Ireland, commercial radio revenue reached its peak in 2008 just before the economic recession.
- Commercial radio revenue across all the nations have followed a similar pattern over the past five years
- Local commercial revenue was lowest in Northern Ireland as there are fewer local commercial radio stations than in Wales or Scotland.

Source: Ofcom

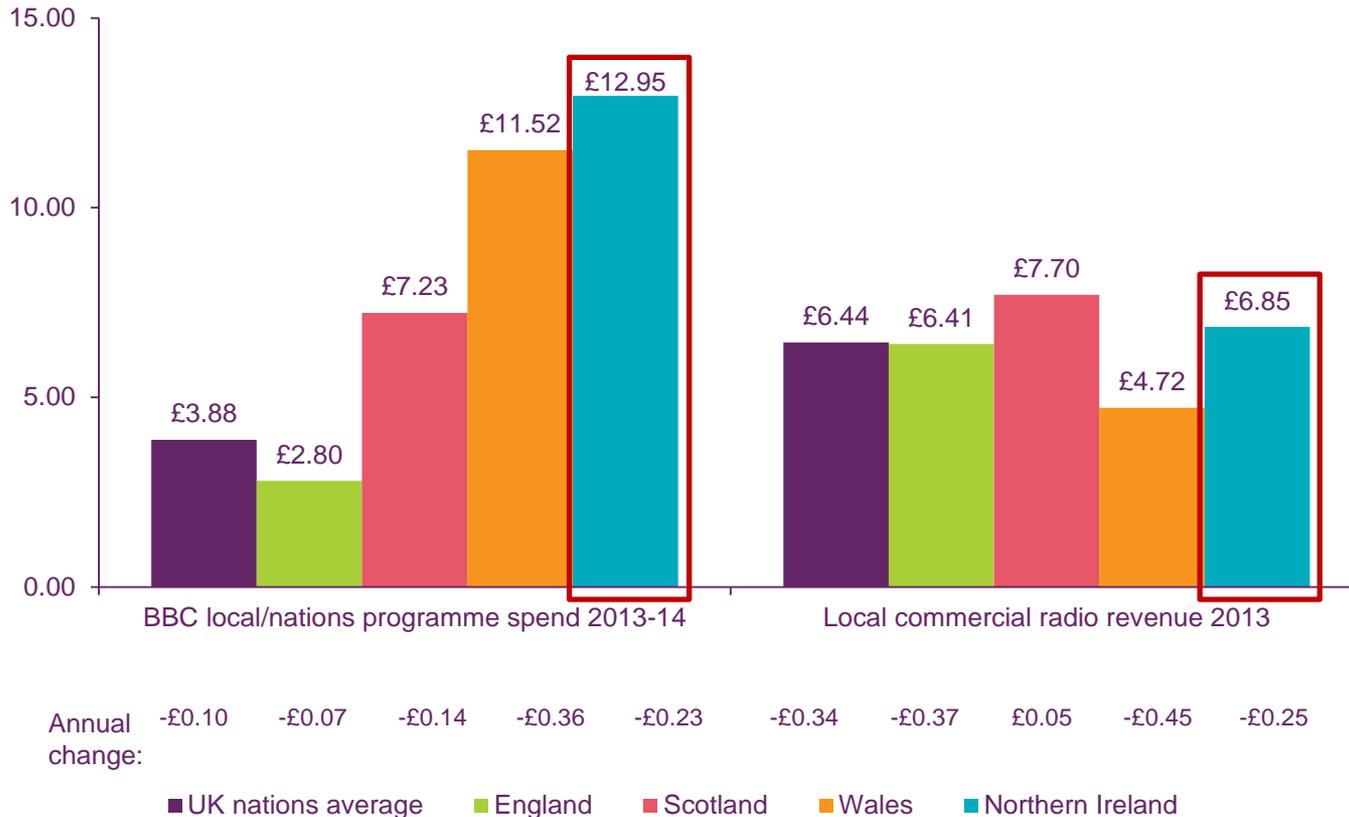
Radio Broadcasting in Northern Ireland

Radio sector revenues per capita

BBC's spend per capita in Northern Ireland, still equates to the highest spend across the nations, largely as it has the smallest population

Local/nations radio spend and revenue per head of population

Radio revenue / spend per head (£ per capita)



- Due to Northern Ireland's small population, in 2013-14 spend per head still accounted for the largest proportion compared to the other nations and significantly higher than the UK average, even though spend fell by £0.23 from the previous year
- In terms of local commercial revenue, Northern Ireland has the second highest revenue per head of the population
- Spend by the BBC and local commercial stations revenue have both decreased since 2012, but this has been the case across all the nations

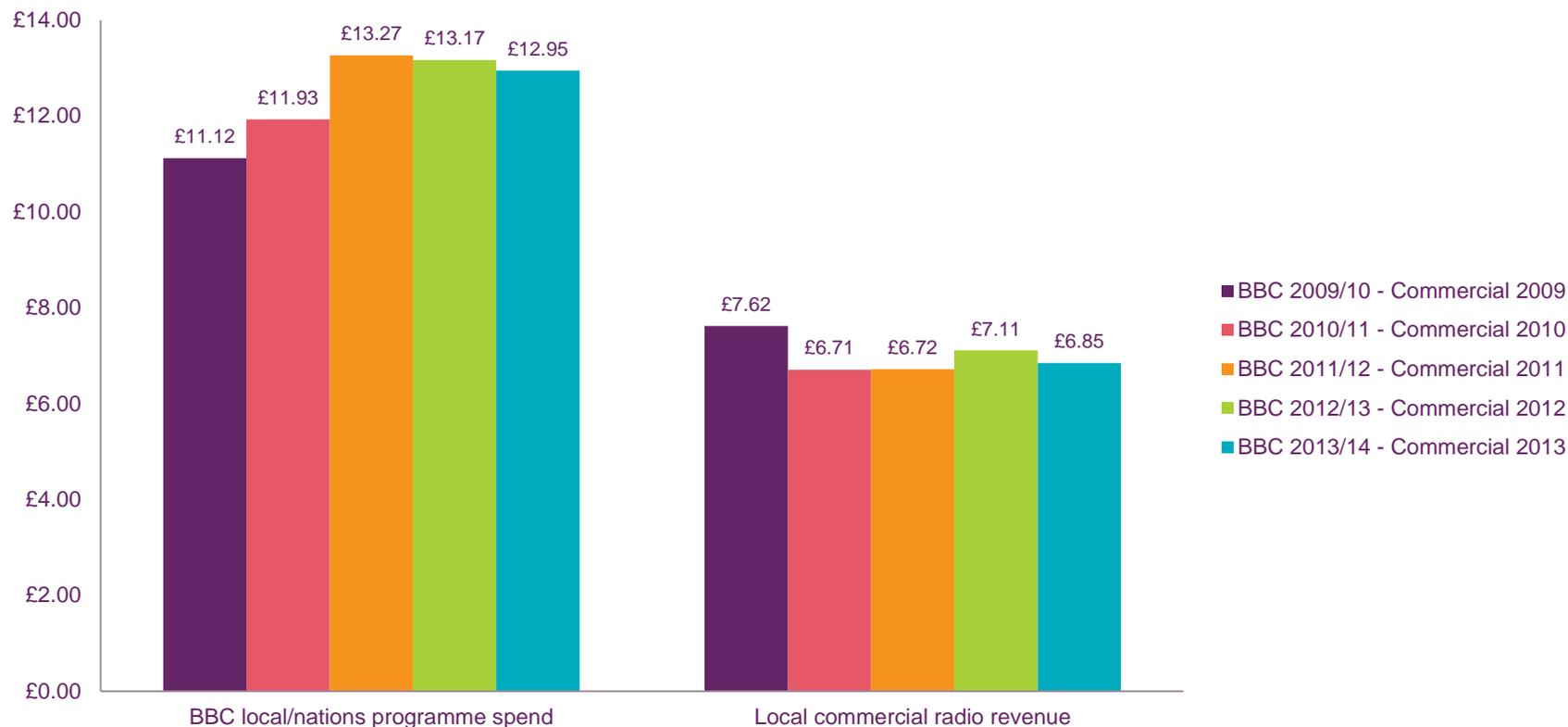
Source: Broadcasters

Note: The UK total shows the average for local commercial radio across the four nations and therefore excludes revenues for the UK-wide commercial stations: Classic FM, talkSPORT and Absolute.

Radio spend by the BBC peaked in 2011/12 and local commercial radio revenue peaked in 2009. Levels for both have remained relatively stable in more recent years.

Local/nations radio spend and revenue per head of population in Northern Ireland

Radio revenue / spend per head (£ per capita)



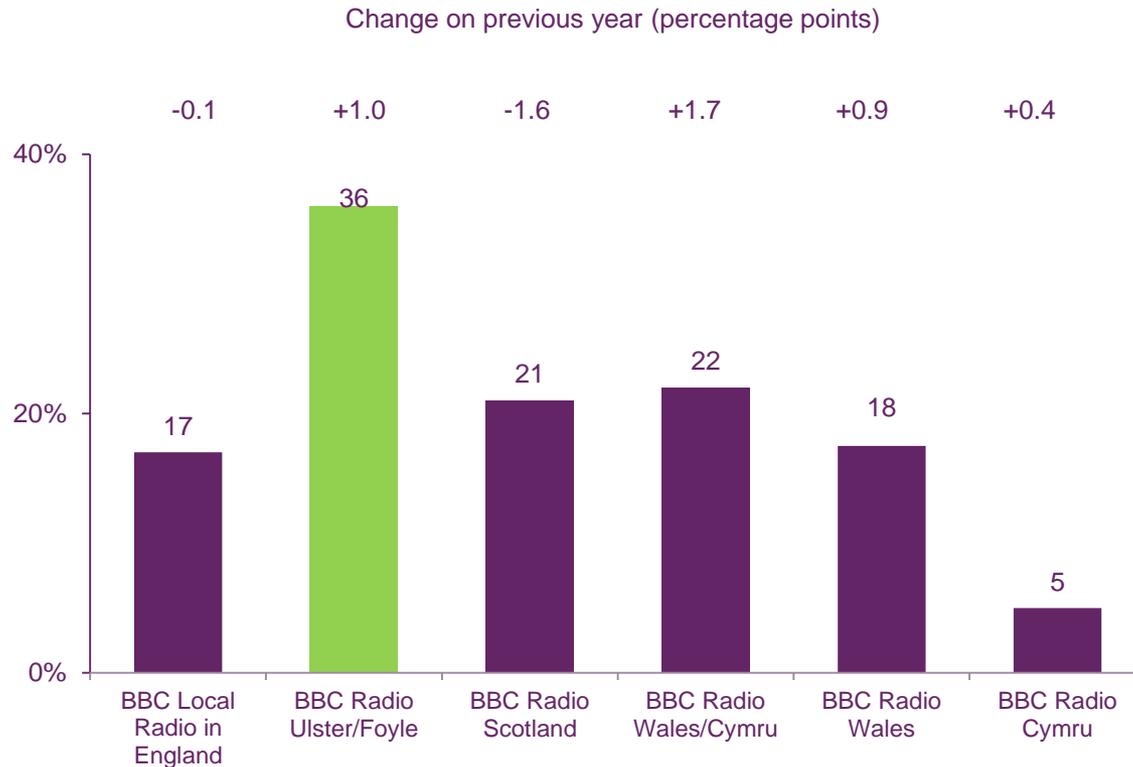
Source: Broadcasters

Note: The UK total shows the average for local commercial radio across the four nations and therefore excludes revenues for the UK-wide commercial stations: Classic FM, talkSPORT and Absolute.

The reach of BBC Radio Ulster/Foyle grew 1 percentage point since 2012 to reach 36% of all adults during an average week in 2013, by far the largest reach of any of the other BBC local/regional services

Weekly reach for nations/local BBC services

Reach



- Reflecting the higher share of listening hours for BBC local/regional services, BBC Radio Ulster and Foyle have a substantial reach which is 14 percentage points ahead of the next most popular local service, Radio Wales and Cymru
- This trend has persisted over the years reflecting Northern Ireland's appetite for local news and programming

Source: RAJAR, All adults (15+), year ended Q4 2013

Northern Ireland continues to lag behind the rest of the UK in terms of digital radio ownership with less than a third owning a DAB radio, possibly due to fewer digital stations than the rest of the UK

Ownership of DAB digital radios

Percentage of radio listeners(%)

Figure above bar shows % point change in DAB sets in household from Q1 2013



- Although there has been a 6 percentage point increase in the uptake of digital DAB radios since 2013, Northern Ireland is still 14 percentage points lower than the UK average
- More people in urban areas have digital radios than those in rural areas
- The lack of digital radio services in Northern Ireland, in comparison to the rest of the UK may be the reason for the lower figures in Northern Ireland

Source: Ofcom research, Quarter 1 2014

Base: Adults aged 16+ who listen to radio (n = 2885 UK, 392 Scotland, 1686 England, 403 Wales, 404 Northern Ireland, 202 Scotland urban, 190

Scotland rural, 780 Scotland 2009, 1034 Scotland 2010, 357 Scotland 2011, 364 Scotland 2012, 375 Scotland 2013, 392 Scotland 2014)

NB. Data in 2011 based on those who listen to radio and have any radio sets in the household that someone listens to in most weeks

Related to the low levels of DAB ownership, digital listening has increased steadily in Northern Ireland increasing by 17 percentage points since 2007

Share of listening hours via digital and analogue platforms in Northern Ireland: 2007-2013

Share of total listening hours (%)



- The growth in share of radio listening on a digital platform in Northern Ireland has been steady and continuous over the years but still lower than the other nations
- 71% of listening was still to analogue in 2013 in Northern Ireland, compared to 59% of analogue listening for the rest of the UK
 - Wales has the second highest proportion of analogue listening at 67%.
- DAB growth is likely to continue as coverage improves in Northern Ireland
- As DAB ownership increases, so has the levels of listening, which is to be expected

Source: RAJAR, all adults, calendar years 2007-2013

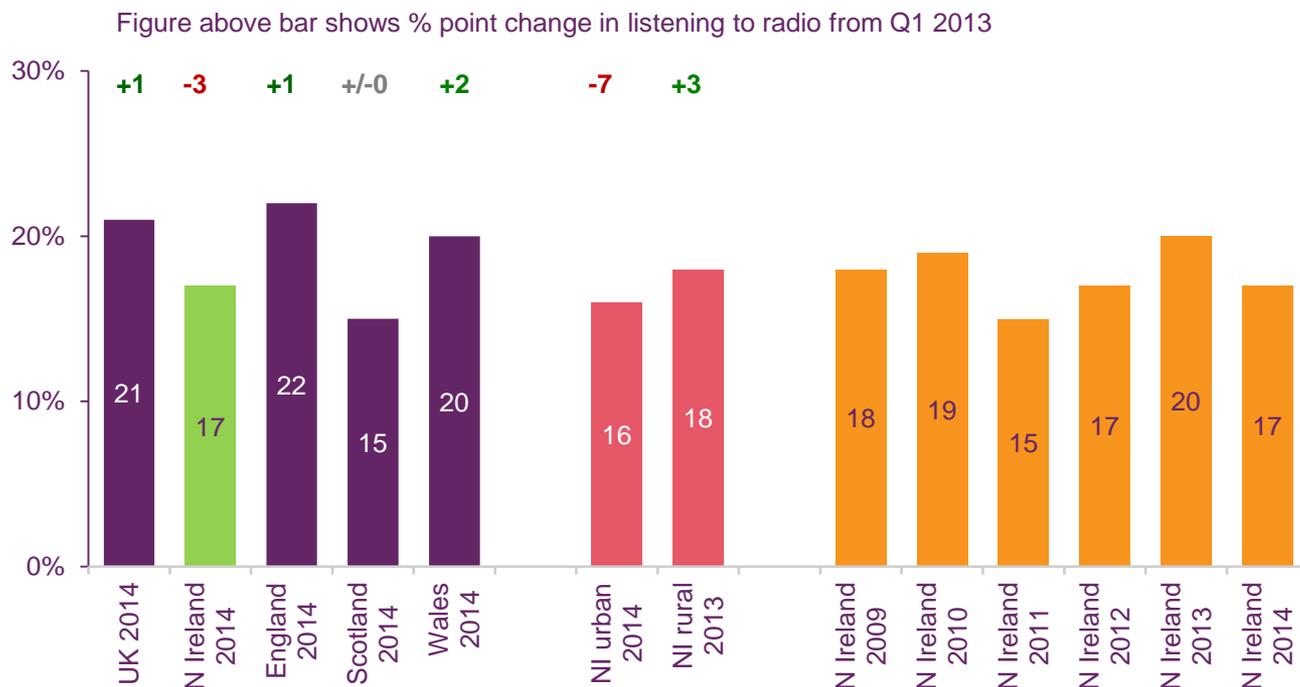
Radio Broadcasting in Northern Ireland

Listening to the radio via a mobile device

Northern Ireland has not embraced audio listening via mobile phones as much as the rest of the nations, but listening is higher than in Scotland

Listening to radio via mobile phone

Proportion of respondents (%) who have used their mobile to listen to the radio



- There has been a 3 percentage point decrease in the number of people listening to radio services on mobiles in Northern Ireland, which brings it below the UK average
- Interestingly, there is little difference in listening to the radio on mobiles in urban or rural areas

QD28A-B. Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ And, which of these activities have you used your mobile for in the last week?/ QP11. How often, if at all, do you access the radio via mobile phone?

Source: Ofcom research, Quarter 1 2014

Base: All adults aged 16+ (n = 3740 UK, 501 Scotland, 2249 England, 491 Wales, 499 Northern Ireland, 261 Scotland urban, 240 Scotland rural, 1014 Scotland 2009, 1468 Scotland 2010, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013, 501 Scotland 2014)

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Readership of UK wide newspapers in Northern Ireland is mainly around tabloids e.g. The Sun and The Daily Mirror, over broadsheets, which is a similar trend across Scotland and Wales

UK-wide daily newspapers used for news, by nation

Percentage of readership (%)

	England	Scotland	Wales	Northern Ireland
Unweighted base	663	177	153	167
The Sun	26%	27%	30%	20%
The Daily Mail	22%	16%	24%	14%
The Daily Star	3%	5%	7%	3%
The Daily Express	4%	6%	4%	1%
The Daily Mirror	13%	2%	18%	21% ^a
The Guardian	10%	7%	8%	3%
The Independent	3%	2%	4%	1%
The 'i'	4%	3%	3%	-
The Times	6%	3%	7%	6%
The Daily Telegraph	6%	4%	3%	6%
The Financial Times	2%	1%	1%	1%
The Morning Star	*	-	1%	-

- Readership of UK wide newspapers in Northern Ireland is mainly centred around tabloids as opposed to broadsheets; there seems to be a preference to read papers directly targeted to Northern Ireland interests as opposed to UK-wide

Figures in red are significantly different to those in purple. Figures in green are significantly different from those in red and purple. Figures in black are not statistically significant differences. Applies to rows only.

^a This figure is significantly different from England and Scotland, but not Wales

Q5a-e) Thinking specifically about <Source>, which of the following do you use for news nowadays?

Base: All who use newspapers for news

Press and Online News in Northern Ireland

National and regional daily newspapers

There seems to be a preference for reading newspapers which are more targeted to Northern Ireland interests, with readership much higher compared to UK-wide broadsheets

National and regional daily newspapers used for news, by nation

Percentage of readership (%)

	England	Scotland	Wales	Northern Ireland
Unweighted base	663	177	153	167
The Herald	-	5%	-	-
The Scotsman	-	4%	-	-
The Daily Record	-	22%	-	-
The Belfast Telegraph	-	-	-	22%
The Irish News	-	-	-	17%
The News Letter	-	-	-	7%
The Western Mail	-	-	9%	-
The Daily Post - Wales	*	-	8%	-
The South Wales Evening Post	-	-	5%	-
The Metro	11%	5%	3%	-
The Evening Standard	3%	-	2%	-
The Press and Journal (Aberdeen)	-	9%	-	-
The Courier and Advertiser (Dundee)	-	9%	-	-
Any local daily newspaper	13%	7%	13%	10%

- Over one in five (22%) of those who use newspapers for news in Northern Ireland use the *Belfast Telegraph* for news. This is similar in Scotland with the Daily Herald
- In Northern Ireland 51% of adults were interested in political news, which rises to 78% when it comes to local/regional news. Therefore the regional press is better placed to cover these issues than the national press

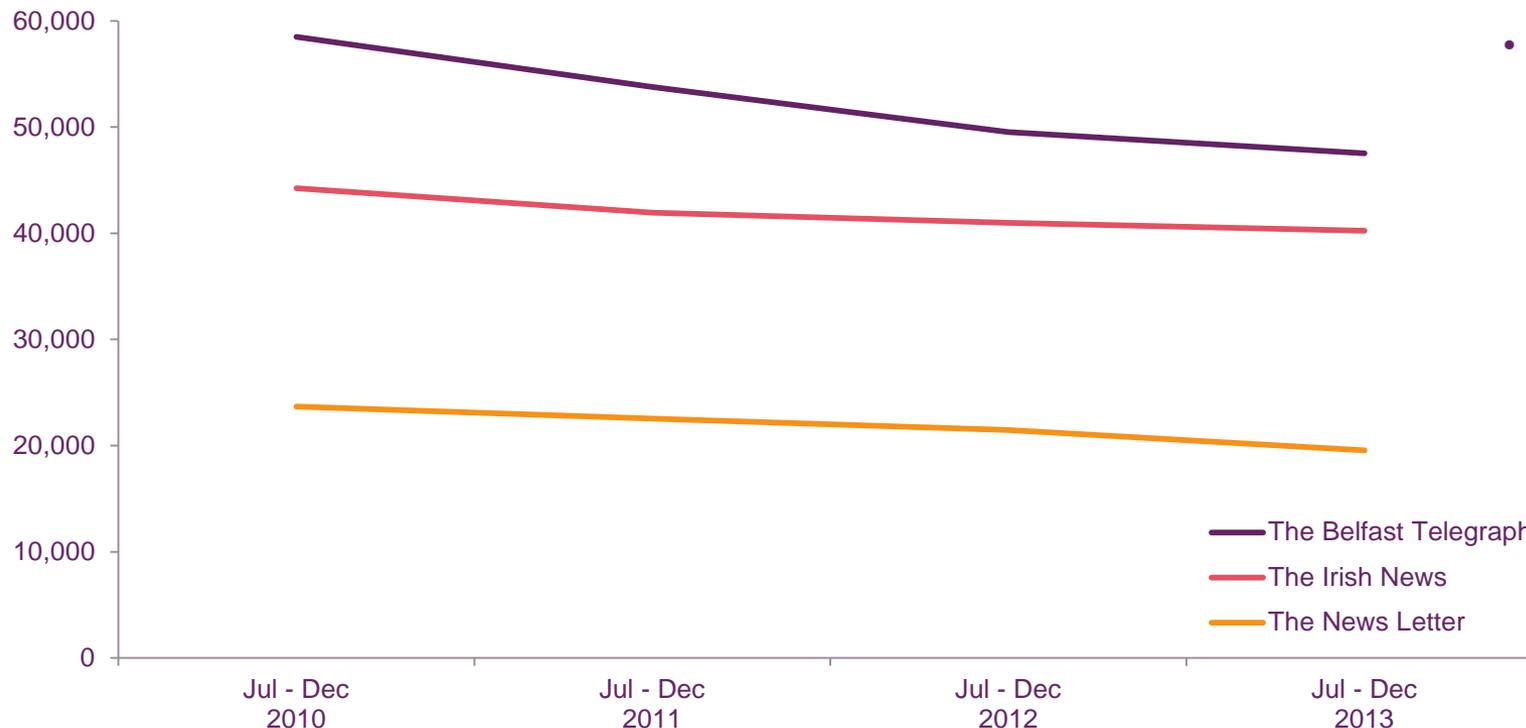
Figures in red are significantly different to those in purple. Figures in green are significantly different from those in red and purple. Figures in black are not statistically significant differences. Applies to rows only.

Q5a-e) Thinking specifically about <Source>, which of the following do you use for news nowadays?

Base: All who use newspapers for news

The three main daily newspapers in Northern Ireland have all witnessed a decline in readership over the past five years due to a number of factors

Trend readership of daily regional newspapers, Northern Ireland



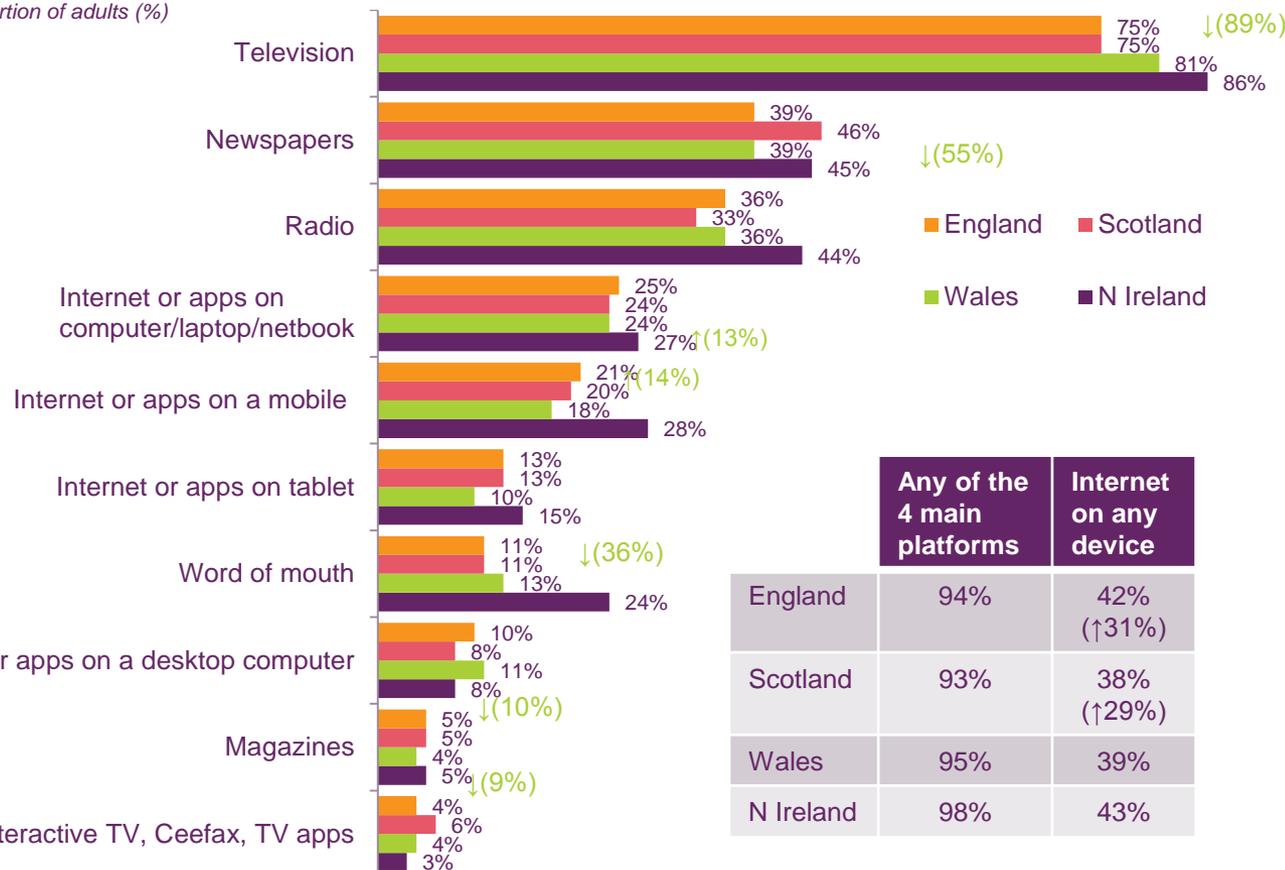
- The cause of the decline in readership is due to a number of factors:
 - The rise of internet and the resulting online media
 - Economic pressures based on loss of advertising revenues
 - Increasing costs of production and distribution

Sustainability of local newspaper is a growing concern, with the more established newspapers witnessing a year on year reduction in circulation and with smaller newspapers already closed (between 2005 and 2011 242 local press closures occurred*) there is a concern that news gaps (areas of the UK that are not covered by professional journalists) will continue to grow

A greater proportion of adults in Northern Ireland (98%) use several platforms to obtain news compared to the other nations, with less than half using newspapers, instead preferring TV as their main source

Platforms used for news 'nowadays', by nations

Proportion of adults (%)



	Any of the 4 main platforms	Internet on any device
England	94%	42% (↑31%)
Scotland	93%	38% (↑29%)
Wales	95%	39%
N Ireland	98%	43%

- 98% of respondents in Northern Ireland used any of the four main platforms to obtain news
- Even though TV is still the main platform to access news, this has decreased from the previous year offset by the popularity of accessing news via the internet or apps over mobiles, tablets and computers
- Other traditional news sources such as radio and newspapers were consumed by less than half of adults in Northern Ireland decreasing from the previous year
- Of all the nations, almost a quarter (24%) of people in Northern Ireland use word of mouth for news

•Q3a) Which of the following do you use for news nowadays?

•Base 2014: All adults 16+ who follow the news (2731), England (1641); Scotland (363); Wales (376); NI (351)

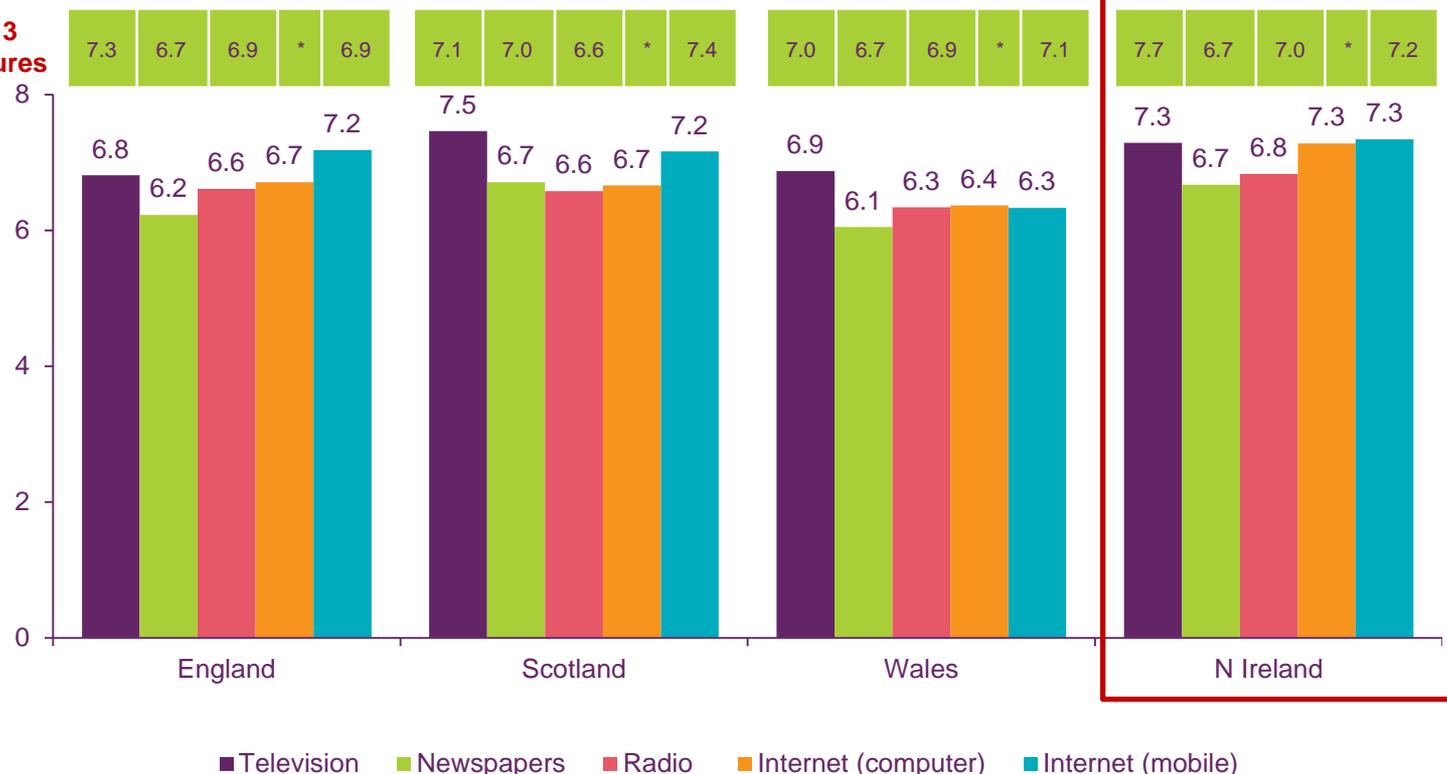
•Base 2013: All adults 16+ who follow the news (2862), England (1764), Scotland (361), Wales (385), NI (352)

•* 2013 figures only shown where there are statistically significant differences between 2013 and 2014 and are in brackets

The importance of TV has fallen in 2014 over the previous year in Northern Ireland, as has radio with the internet increasing in importance for news due to a proliferation in smartphones and tablets

Mean importance of platforms among users of each platform, by nation

2013 figures



- The importance of TV in Northern Ireland was higher than the other nations in 2013, however, in 2014 this dropped, with Scotland now seeing TV as the most important news source (7.5) over Northern Ireland (7.3)
- Newspapers in terms of importance has remained, with radio dropping ever so slightly and unsurprisingly internet increasing as more people use their smartphones and tablets to access news on the go

Q3b Looking at the ways you say you use news nowadays, how important are the following to you personally when using news? Answer using a scale of 1 to 10, where, 1 is not at all important and 10 is absolutely essential.

Base: All adults 16+ who use platform for news nowadays (TV/Newspapers/radio/internet(computer)/Internet(mobile)) in England (1238/663/570/391/317), Scotland (282/177/122/80/62), Wales (310/153/130/88), N Ireland (306/167/168/87)

* In 2013 internet (computer) included tablet. In 2014 this was split out as a separate code, but bases too low (under 50) in non-English nations to analyse

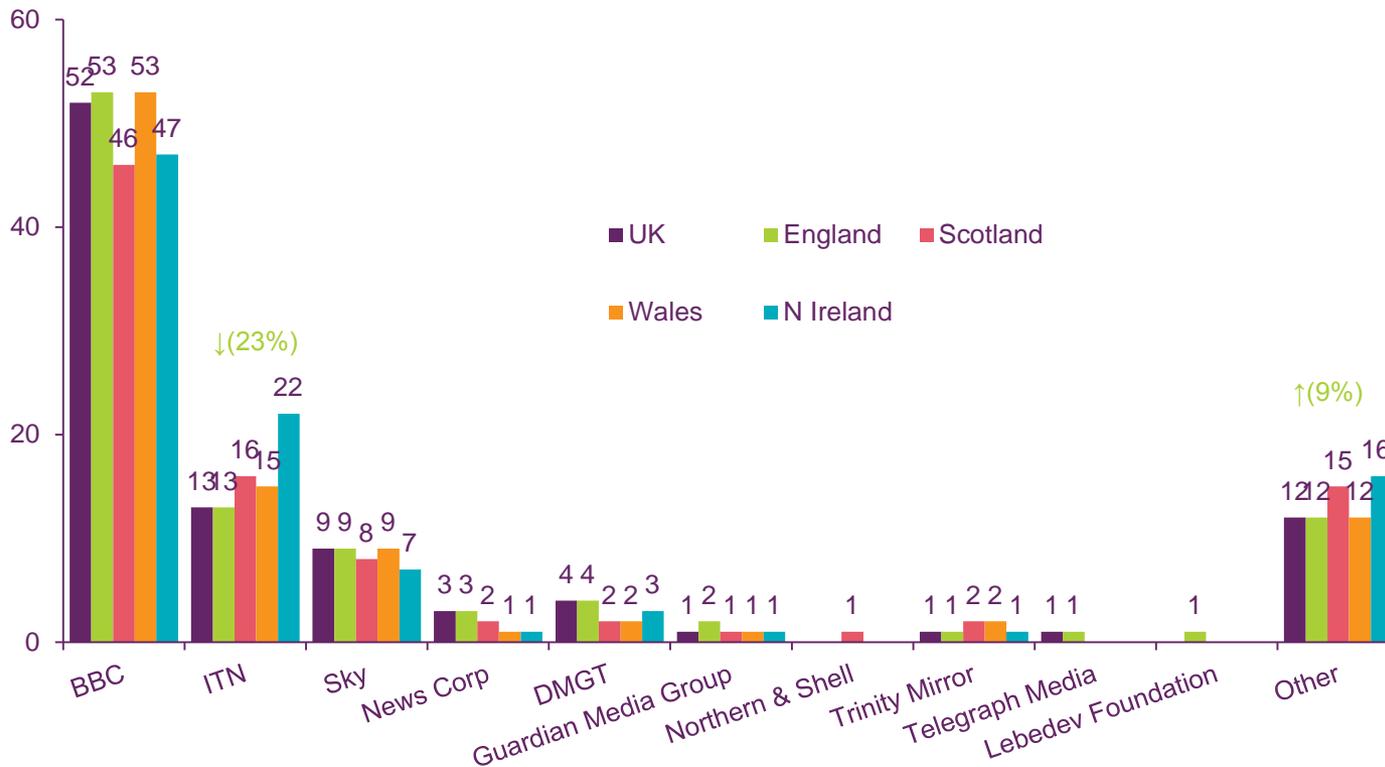
Press and Online News in Northern Ireland

Most important news source

Even though the BBC is seen as the most important source nationally, cross platform reach shows that people in Northern Ireland are also likely to rate ITN/UTV as an important source over other nations

Single most personally important news source, by nations (WHOLESALE)

Cross-platform reach (%)



- The BBC is seen as the single most personally important news source across all of the UK, driven by their 24 hour news channel (TV is the most important news platform), their news website (news via apps and the internet is increasing) and their radio channels
 - The BBC News website/app also is more favoured than other news websites/apps with 64% of adults in Northern Ireland using this as a source over other newspapers' apps/websites
- However ITN in Northern Ireland, which is broadcast on UTV, is also viewed as an important news source by almost a quarter of those interviewed (22%)

Base: All who use a news source nowadays in England (1538), Scotland (339), Wales (359) and Northern Ireland (344) Note: Wholesale is classified as the company that provides the news for the given source. Retail is classified as the branded title/service through which the news is provided.

Note: 2013 figures are in brackets, and shown where statistically different to 2014.

Note: This wholesale category is derived from responses given about individual news titles.

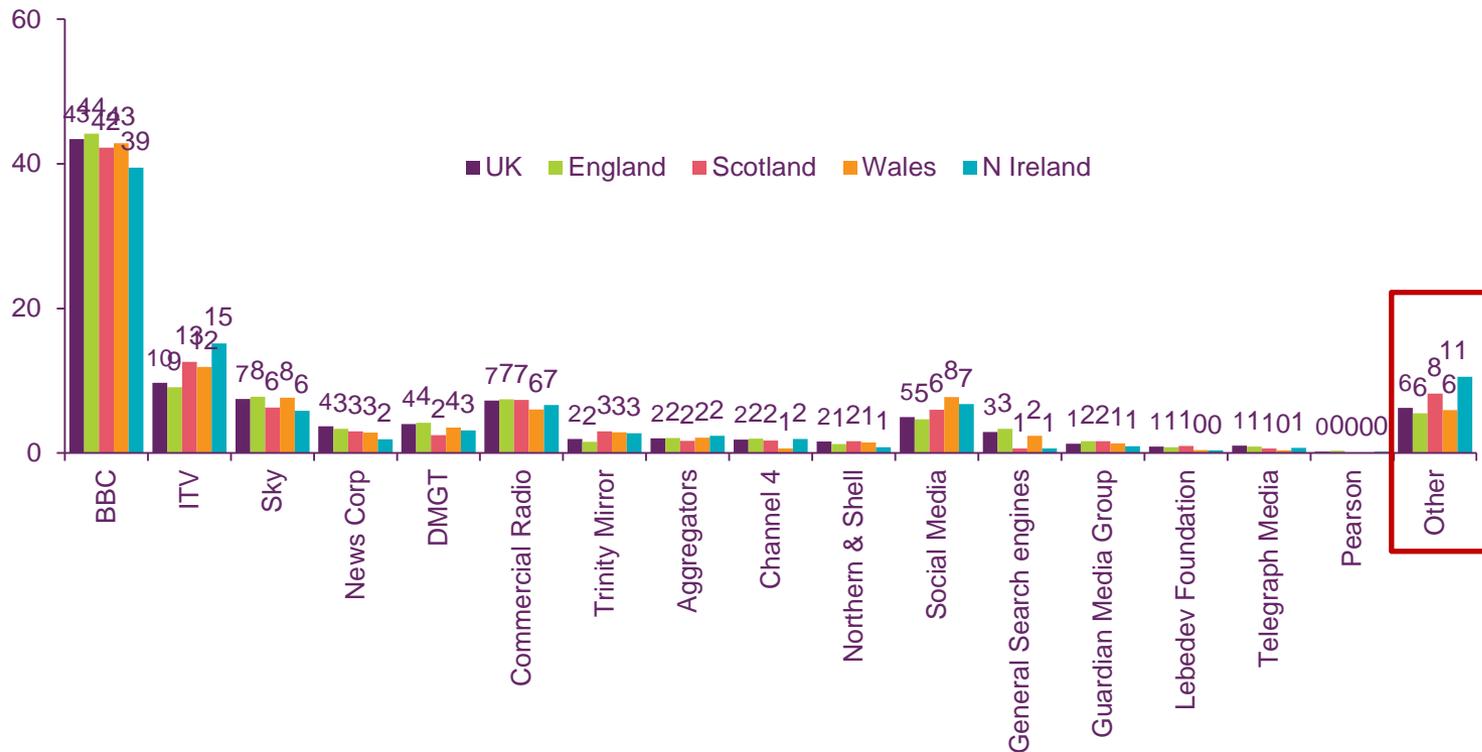
Press and Online News in Northern Ireland

Share of references by nations

The distribution of share of references is broadly even across the nations; alternative providers e.g. those included in 'Other', gain a higher share in Northern Ireland than the other nations

Share of references, by nation (RETAIL)

Share of references (%)



- 'Other' ranks highly as adults in Northern Ireland are increasingly using Facebook and Twitter as alternative news sources on the internet

Base: All who use a news source nowadays in England (1538), Scotland (339), Wales (359) and Northern Ireland (344) Note: Wholesale is classified as the company that provides the news for the given source. Retail is classified as the branded title/service through which the news is provided (except the three generic categories 'commercial radio', 'aggregators' and 'social media'). Note: 2013 figures only shown where there are statistically significant differences between 2013 and 2014

Use of Facebook and Twitter for 'alternative' source of news is higher in Northern Ireland than the other nations, and have a higher readership than newspapers

Other internet sources used for news, by nation

Percentage of usage (%)

	England	Scotland	Wales	Northern Ireland
Unweighted base	641	121	137	130
Facebook	16%	19%	26%	24%
Twitter	9%	8%	11%	17%
Google News (search engine just for news)	7%	5%	7%	10%
Yahoo news	4%	5%	9%	5%
MSN news	4%	2%	4%	3%
AOL news	1%	1%	-	1%
YouTube	8%	12%	8%	7%
Feedly app	-	-	*	-
Flipboard app	2%	3%	3%	2%
Google (General search Engine)	21%	3%	15%	6%
Other general search engine	*	-	-	-
Other search engine just for news	-	-	1%	-
Huffington Post	3%	5%	5%	3%
Any local newspaper websites or apps	4%	2%	2%	2%
Any Scotland based websites or apps	-	4%	-	-
Any Wales based news websites or apps	-	-	8%	-
Any Northern Ireland based news websites or apps	-	-	-	7%
Other site that combines news links	1%	1%	-	-
Other website(s) or app(s)	5%	4%	3%	3%

- Nearly a quarter of people in Northern Ireland, use Facebook for news (24%), with Twitter accounting for the highest proportion compared to the other nations (17%)
- Google's search engine was also used a lot less than in England and Wales
- More people in Northern Ireland used Northern Irish based websites or apps, compared to Scotland and England

Figures in red are significantly different to those in purple. Figures in green are significantly different from those in red and purple. Figures in black are not statistically significant differences. Applies to rows only.

Q5a-e) Thinking specifically about <Source>, which of the following do you use for news nowadays?

Base: All who use newspapers for news

1. Executive summary

2. Television Broadcasting in Northern Ireland

3. Radio Broadcasting in Northern Ireland

4. Northern Ireland Press and Online News

5. Connectivity and Availability in Northern Ireland

Broadband take-up in Northern Ireland is slightly lower than the UK average but varies across age group, with those aged 65+ having low take-up overall, compared to the UK average

Consumer broadband take-up in Northern Ireland compared to the UK, by demographic

Proportion of households (%)



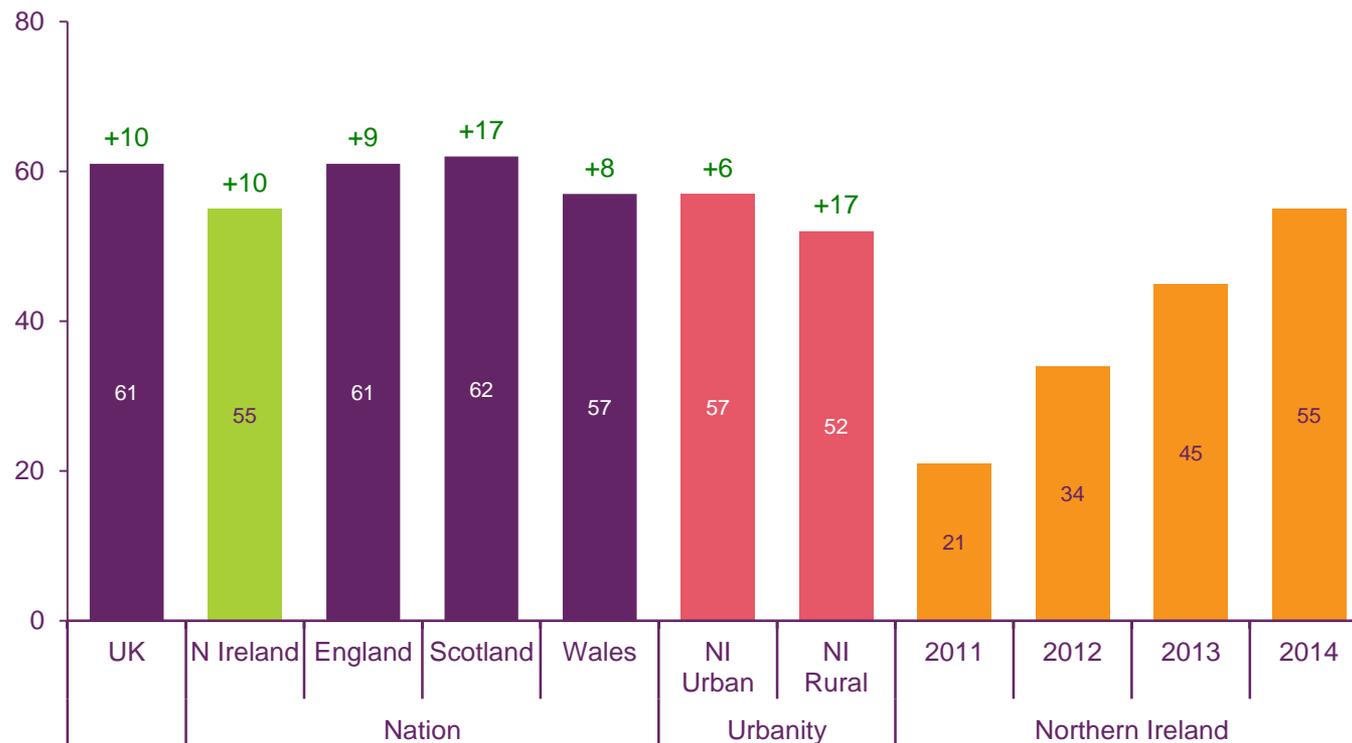
Source: Ofcom research, Quarter 1 2014

Base: All adults aged 16+ (n =499 Northern Ireland, 174 16-34s, 239 35-64s, 86 65+, 241 ABC1, 258 C2DE, 160 <£17.5k income, 107 £17.5k+, 174 children in home, 325 no children in home) *Caution: Low base

Even though more than half of adults in Northern Ireland use a smartphone, take-up is the lowest among the nations, however take-up in rural areas increased by 17 percentage points in the last year

Take-up of smartphones in Northern Ireland

Adults 16+ (%) / percentage point change in take-up of smartphones from Q1 2013



- Even though more than half of adults in Northern Ireland own a smartphone (55%) it is still lower than all the other nations, especially when compared to Scotland, which had the highest levels of take-up and continues to outgrow the other nations
- Within rural areas in particular, Northern Ireland had a seventeen percentage point growth compared to twenty six percentage points in Scotland.
- However, take-up is likely to continue to grow, as can be seen from increased growth in take-up within rural areas. Urban areas saw an increase of six percentage points over the previous year

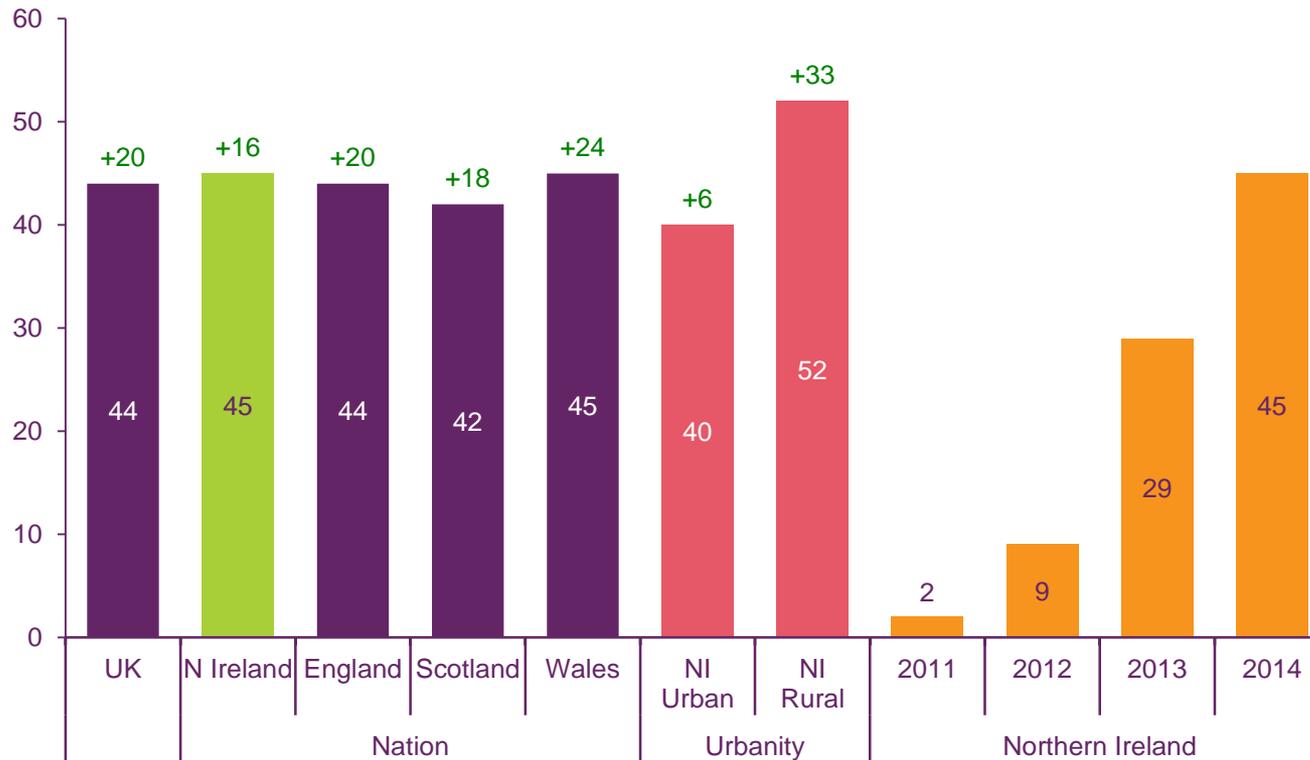
Source: Ofcom research, Quarter 1 2014

Base: All adults aged 16+ (n = 3740 UK, 499 Northern Ireland, 2249 England, 501 Scotland, 491 Wales, 247 Northern Ireland urban, 252 Northern Ireland rural, 511 Northern Ireland 2011, 508 Northern Ireland 2012, 507 Northern Ireland 2013, 499 Northern Ireland 2014)

Contrastingly, take-up of tablet computers in Northern Ireland is joint highest, alongside Wales, one in four homes now own a tablet computer

Take-up of tablet computers in Northern Ireland

Households (%) / percentage point change in take-up of tablet computers from Q1 2013



- Similarly to smartphones, tablet computers' largest growth in take-up has been by the rural areas with an increase of 33 percentage points on the previous year
 - Tablet computer growth in urban areas has been at the same rate as smartphones with a 6 percentage point increase year on year
- The rise in tablet ownership is most likely due to cheaper models being released, compared to smartphones which can still be seen as expensive for some adults
- Furthermore, tablet computers in some cases are replacing laptops and desktop PCs in the home due to their low cost. As a result, 6% of households in Northern Ireland were tablet only

Source: Ofcom research, Quarter 1 2014

Base: All adults aged 16+ (n = 3740 UK, 499 Northern Ireland, 2249 England, 501 Scotland, 491 Wales, 247 Northern Ireland urban, 252 Northern Ireland rural, 493 Northern Ireland 2011, 513 Northern Ireland 2012, 507 Northern Ireland 2013, 499 Northern Ireland 2014)

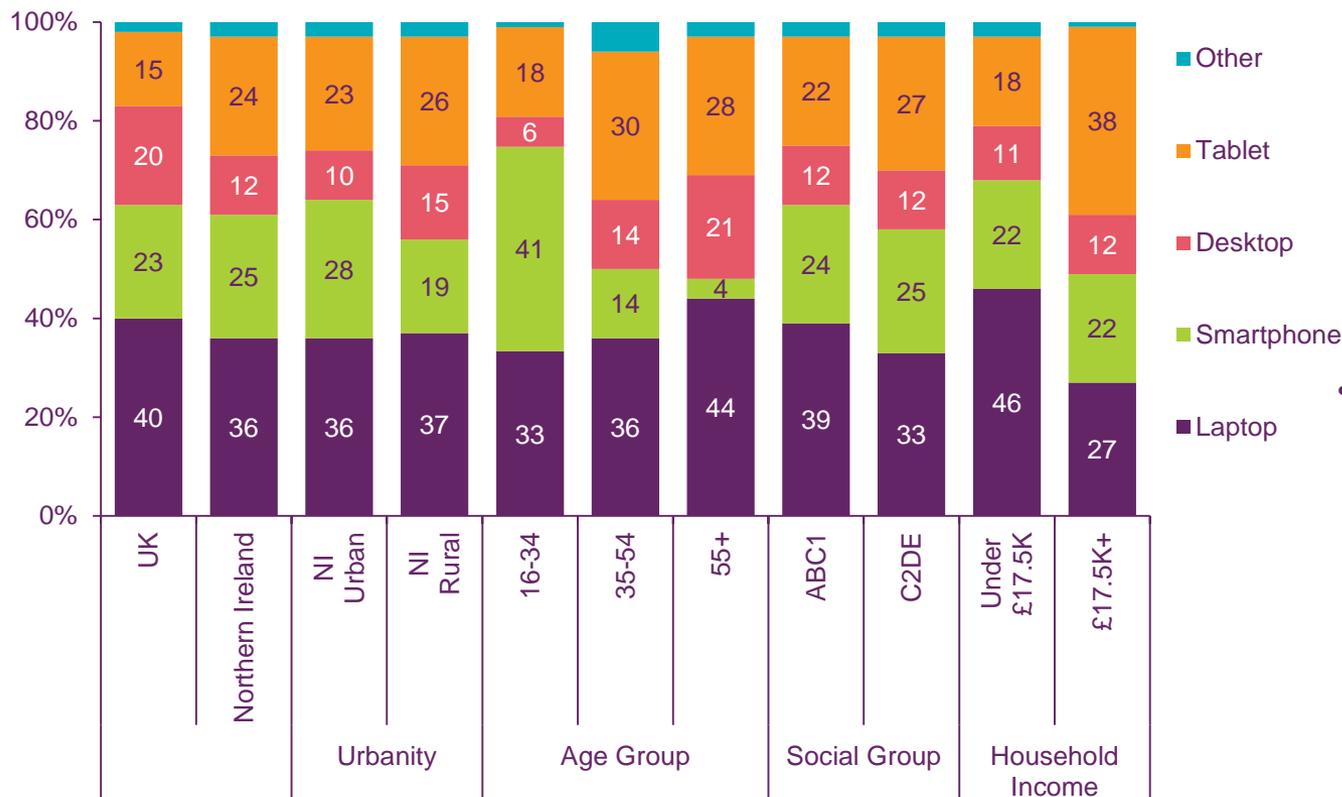
Connectivity in Northern Ireland

Devices used for accessing the internet

No one device was seen by the majority as the best for going online - newer devices were of equal importance to laptops and desktops

Most important device for accessing the internet in Northern Ireland

Individuals (%)



- Newer devices such as smartphones and tablets were seen as equal importance to older, more traditional devices, (laptops and desktops) when accessing the internet in Northern Ireland
 - Smartphones (25%) and tablets (24%) accounted for 49% as the preferred options for accessing the internet, compared to laptops (36%) and desktops (12%) which accounted for 48% of preferred category of devices
- When looking at age, those over 55 still felt laptops and desktops were the most important (44% and 21%, respectively), with tablets and smartphones having less importance. This could be as a result of these devices not being as prevalent to the older age groups compared to the younger groups.
 - For example, nearly half (41%) of those aged 16-34 saw the smartphone as being the most important device to connect to the internet, compared to 4% of those aged 55+

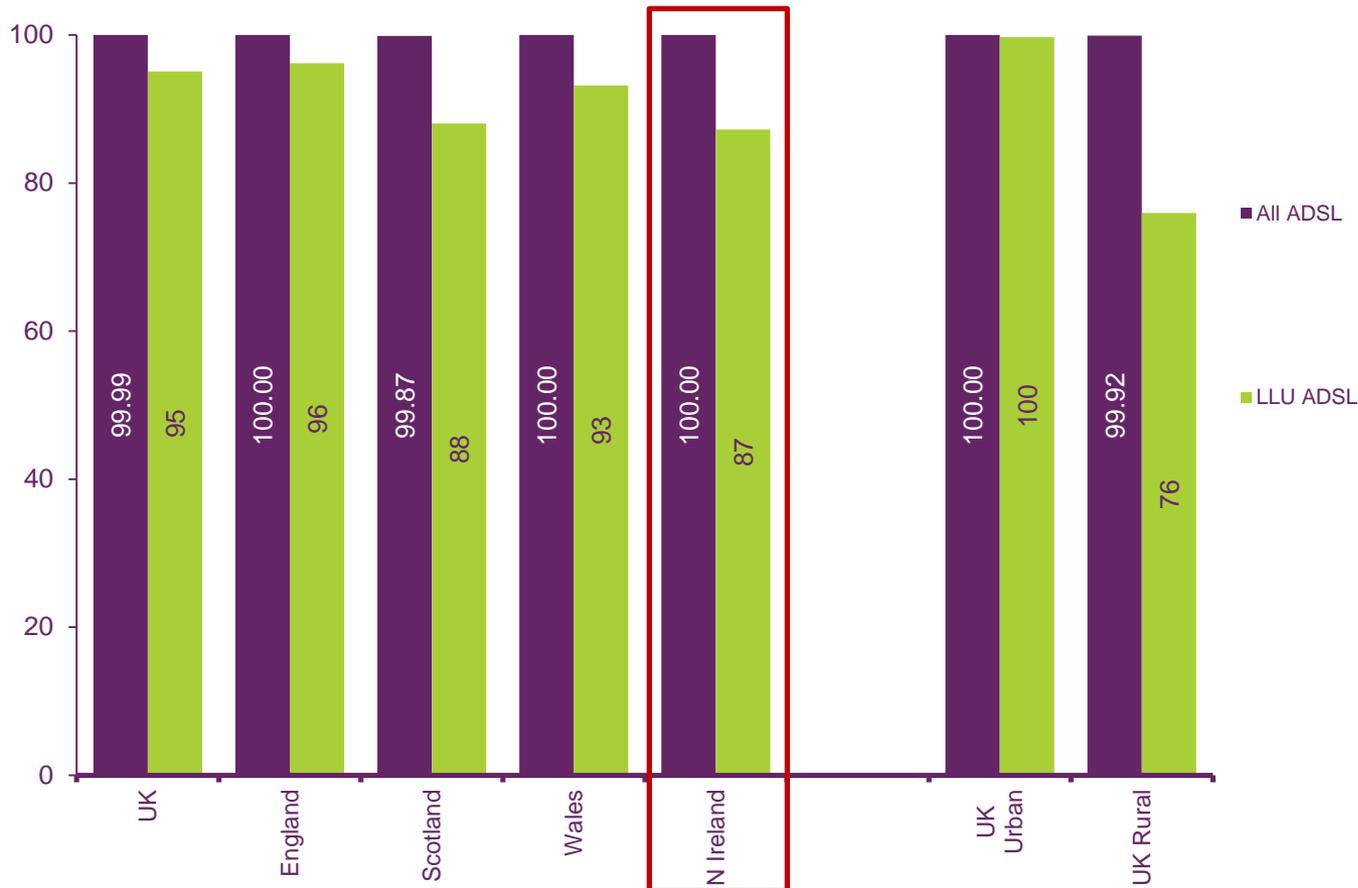
Source: Ofcom research, Q1 2014

Base: Internet users aged 16+ (n = 2976 UK, 390 Northern Ireland, 190 NI urban, 200 NI rural, 171 16-34, 139 35-54, 80 55+, 214 ABC1, 176 C2DE, 102 under £17.5K, 100 £17.5K+). Question: Which is the most important device you use to connect to the internet, at home or elsewhere? "Other" responses include: "Other device", "None" and "don't know".

Northern Ireland has the lowest availability of LLU ADSL exchanges compared to the other nations with 13% having less choice and competition in terms of broadband provision

Proportion of premises connected to ADSL and LLU-enabled exchanges: December 2013

Proportion of premises (%)

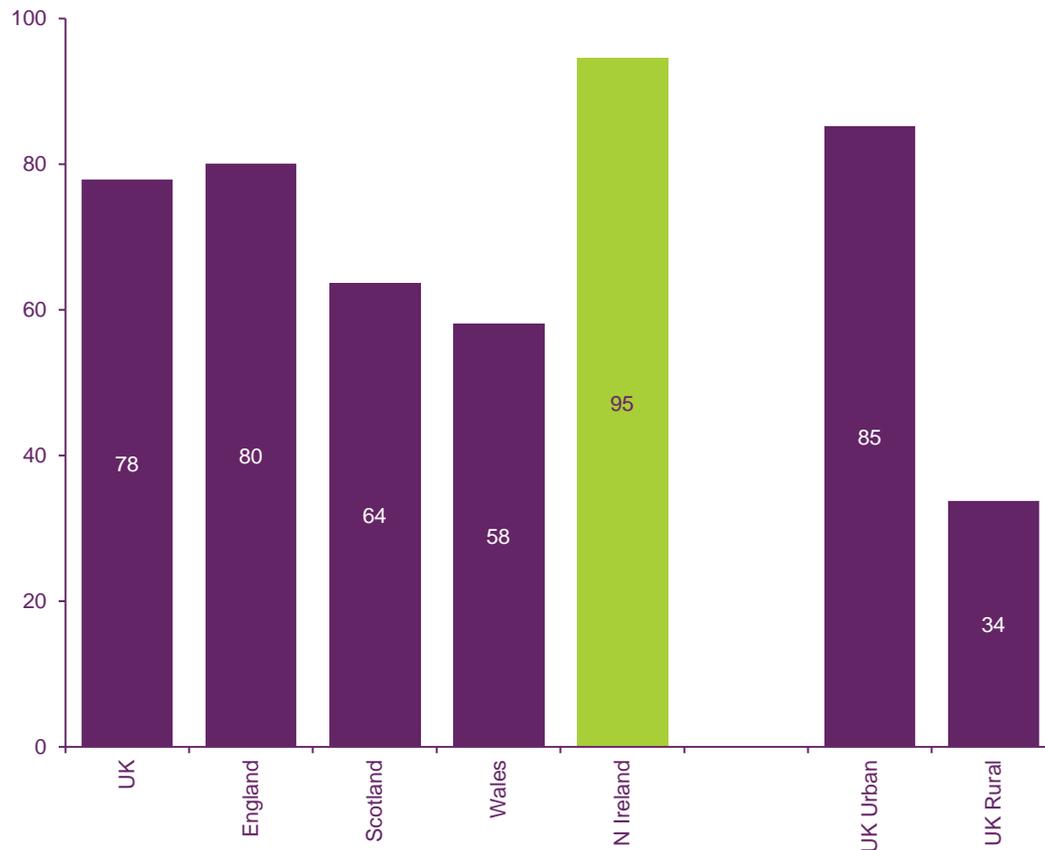


- Northern Ireland has the lowest availability of LLU ADSL exchanges
 - However it has benefitted from the largest increase (by two percentage points) of proportion of premises being connected to an LLU-enabled BT local exchange
- Consumers being served by LLU enabled exchange areas have a greater choice of ADSL broadband services and typically, access to lower-cost (particularly bundled) broadband services as there is more competition in those exchanges serving residential homes

Northern Ireland has the highest proportion of fibre connected premises, driven by NI government investment, and surpassing the other nations with the UK average being 17 percentage points lower

Proportion of premises able to receive NGA broadband services 2014

Proportion of premises (%)



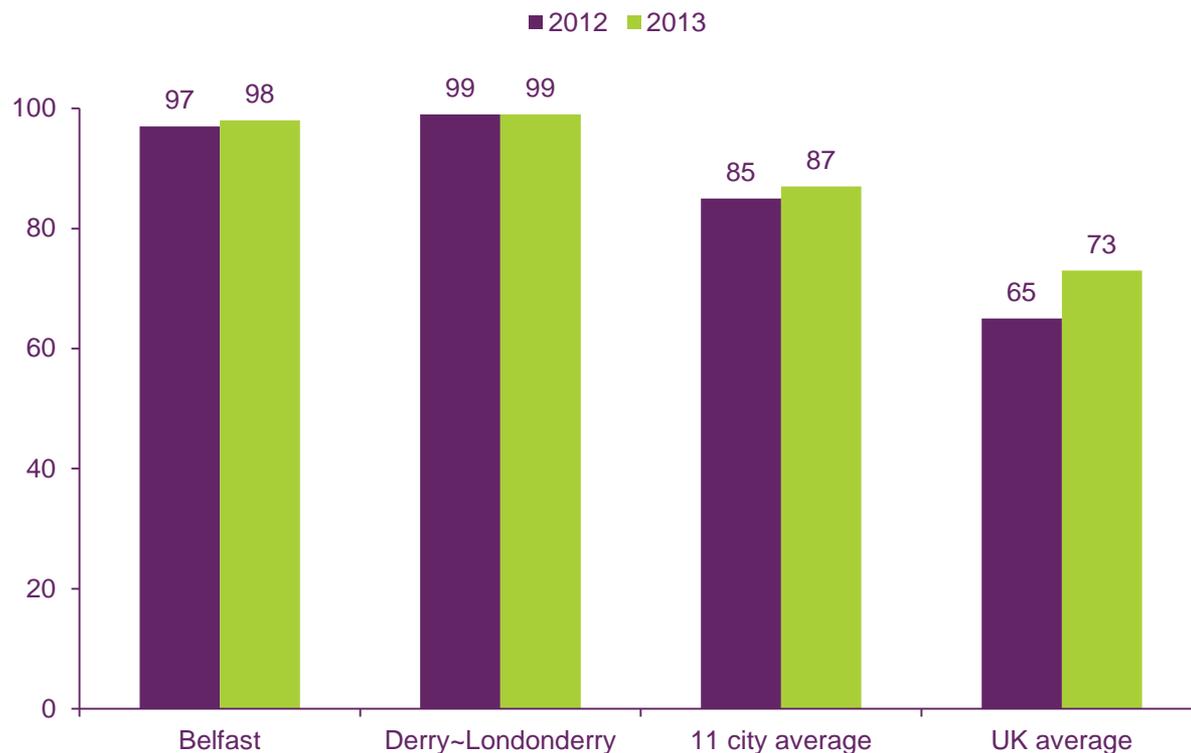
- Northern Ireland has benefitted from a Department of Enterprise, Trade and Investment (DETI) and Department of Agriculture and Rural Development (DARD) initiative from 2008-2011 to increase the availability of fibre broadband services.
- 92% of Northern Ireland premises were connected to BT/Openreach fibre services. 26% of premises are serviced by Virgin's fibre services, which are only available in Belfast and Derry~Londonderry.
- There remains a significant number of premises in Northern Ireland currently not receiving speeds of more than 2Mbit/s.
- A further £23m is being invested to improve broadband services to 45,000 premises predominately experiencing speeds of less than 2Mbit/s.

Source: Ofcom / BT, December 2013 data

Within the cities, Belfast and Derry~Londonderry, there is high availability of NGA services with all exchanges now being upgraded from copper to NGA

NGA availability in Belfast and Derry~Londonderry by premises passed compared to 11-city and UK average

Proportion of premises (%)



- All of Belfast's 15 copper exchanges and Derry~Londonderry's 10 copper exchanges have been upgraded to NGA resulting in near universal availability of NGA services, far above the UK and the 11 city average
- Derry~Londonderry has the highest level of NGA availability of the cities assessed and Belfast follows closely behind with 98% availability. This is due to a successful public-sector intervention project, the Next Generation Broadband Project, in Northern Ireland. In Derry~Londonderry BT made additional investment in fibre services as part of the City of Culture 2012 initiative.
- Both cities are also among 12 cities that will share £50m as part of a second round of funding from the UK Government's SCCP project.

Source: Ofcom / BT, December 2013 data

11 cities include Scotland: Glasgow, Inverness, Northern Ireland: Belfast, Derry-Londonderry, Wales: Cardiff, Bangor, England: London, Birmingham, Manchester, Cambridge, Exeter

Connectivity in Northern Ireland

Belfast and Derry~Londonderry connections with speeds less than 2Mbit/s

Total premises in Belfast which experience speeds of less than 2Mbit/s, remains lower than the UK and 11 city average, but in Derry~Londonderry it is higher than both averages

Percentage of connections that have a speed less than 2Mbit/s and relative positioning

Proportion of connections (%)



- 3.8% of premises in Belfast City Council boundary and 8.6% in Derry City Council boundary receive broadband speeds of less than 2Mbit/s which is considered below the minimum requirement for a basic broadband service
- Even though Belfast is lower than all the other nations, Derry~Londonderry still has a high proportion of premises which cannot receive the minimum requirement of a basic broadband service, as the City Council boundary includes some rural areas.
 - However as 99% of premises fall within areas of NGA infrastructure coverage and can gain access to high speed connections, there may be option for those underserved to use NGA instead for faster speeds.

Source: Analysys Mason, Ofcom Infrastructure Report 2013

11 cities include Scotland: Glasgow, Inverness, Northern Ireland: Belfast, Derry-Londonderry, Wales: Cardiff, Bangor, England: London, Birmingham, Manchester, Cambridge, Exeter