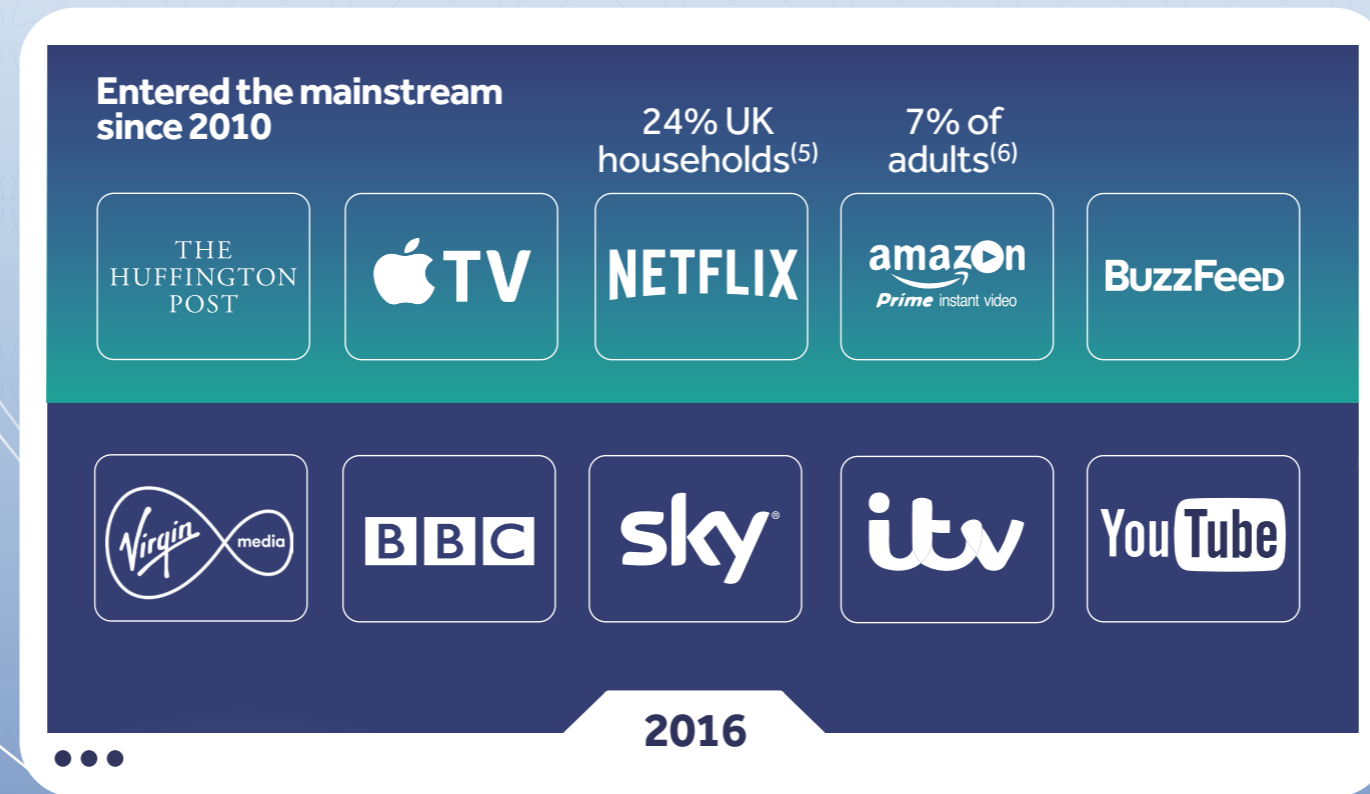



The way Britain consumes entertainment and news has changed since 2010


People consume content from a wide range of sources - sometimes at the same time





36% 
Social media is the primary source of news articles for c.36% of millennials⁽¹⁾


-41% 
Print has declined by 41% between 2010 and 2016⁽⁷⁾

#3 
Facebook now the #3 news source in UK by % of references⁽²⁾

5.01m 
The 10 Downing St Twitter account has 5.01m followers, greater than the readership of any print newspaper⁽⁸⁾

71% 
Smartphone use has jumped from c.25% to 71%⁽³⁾

83% 
of all internet traffic will be video by 2020⁽⁹⁾

33% 
Video consumption on mobile will grow 33% in 2017⁽⁴⁾



1 OC&C Report: *Is Content King After All?*, 2016
2 Ofcom Research Report: *News consumption in the UK*, December 2015
3 Ofcom Research Report: *Communications Market Report 2016*, August 2016

4 Zenith Report: *Online Video Forecasts 2016*, July 2016
5 BARB Report: *The UK Television Landscape Report*, March 2016
6 Campaign Live: *Netflix outpaces Amazon among UK video on demand users*, August 2016
7 Based on numbers from ABC, 2016
8 Twitter: @Number10gov, as of 3/16/17
9 GfK: *Tech Trends Report*, 2016