

Reference: 01935349

Information Requests
information.requests@ofcom.org.uk

21 January 2025

Freedom of Information request: Right to know request

Thank you for your request for information concerning data behind the tables published in the Communications Market Report 2024 and Media Nations report 2024.

We received this request on 19 December 2024 and we have considered your request under the Freedom of Information Act 2000 ("the FOI Act").

Your request & our response

In your Communications Market Report 2024 and Media Nations UK 2024 publications you have published the following tables

- *Average daily minutes of in-home video viewing, by age: 2023/2022*
- *Average daily minutes of broadcast TV viewing, by age: 2013-2023*
- *Average daily minutes of SVoD/AVoD viewing, by age: 2022-2023*

Can you please provide me with

- *The data tables used to generate these graphs in CSV/Excel format*
- *If you hold the same or similar datasets extend in time for period 2010-present. If the whole period is not available then please provide whatever you hold.*

Please find attached, in Excel format, the figures used to produce the three tables noted in your request. The first and third tables are covered in the first tab ("Total video splits") and the second table is covered in the third tab ("Broadcast TV 28-day") of this document.

Regarding your request for data covering 2010 to present, we do not hold the same data relating to the first and third tables for the years prior to 2022. In the absence of such data existing for that period, Ofcom published estimates of a similar nature using a variety of different sources for the years 2017 – 2021. These figures are in the second tab of the Excel document ("Total video old estimates"). Please note that, as these are estimates using the sources noted at the top of the tab, this information is not directly comparable with the more recent total in-home video data.

In addition, directly comparable data to the second table does not exist prior to 2013 (when Barb started recording 28-day consolidated figures), but we did publish similar data for earlier years using Barb's 7-day consolidated figures. This data is contained in the fourth tab of the Excel document ("Broadcast TV 7-day").

Whilst we do hold more complete, raw data, we are unable to provide this information as we consider that its disclosure is exempt under section 43(2) of the FOI Act. This exemption deals with information that, if disclosed, would, or would be likely to, prejudice the commercial interests of a person or company (in this case, Barb). In applying this exemption, we have had to balance the public interest in withholding the information against the public interest in disclosing the information. Annex A attached to this letter sets out the exemption in full, as well as the factors Ofcom considered when deciding where the public interest lay.

If you have any further queries, then please send them to information.requests@ofcom.org.uk – quoting the reference number above in any future communications.

Yours sincerely,

Information Requests

Request an internal review

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress. Please email the Information Requests team (information.requests@ofcom.org.uk) to request an internal review.

Taking it further

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).

Annex A

Section 43(2) of the Act provides that:

Information is exempt information if its disclosure under this Act would, or would be likely to, prejudice the commercial interests of any person (including the public authority holding it).

Factors for disclosure	Factors for withholding
<ul style="list-style-type: none"> • Enabling the public to gain a better understanding of the commercial relationships between Ofcom and its suppliers and the nature of the services provided, and thereby increasing public confidence in Ofcom’s work. • Generally, there is a public interest in transparency of expenditure, especially if public money is involved. 	<ul style="list-style-type: none"> • Ofcom contracts with a number of companies and has a financial relationship with them. Companies need to be confident that information relating to their business, such as information about them as an organisation or relating to their products or services, will not be disclosed if it would, or would be likely to, prejudice their commercial interests. • Disclosure of this information, contrary to Barb’s terms and conditions, would be likely to prejudice its commercial interests.
<p>Reasons why public interest favours withholding information</p>	
<ul style="list-style-type: none"> • We consider that, on balance, the public interest in withholding disclosure of the requested information outweighs the public interest in disclosing the information. • Ofcom enjoys a positive relationship with those companies it contracts with. The release of information which would, or would be likely to, prejudice commercial interests into the public domain would impair both Ofcom’s relationship with providers of services, and adversely affect its commercial relationships with other contractors. If contractors could not be confident that such information provided by them to Ofcom would be withheld from disclosure, except in compelling circumstances, commercial activity may be impeded. Weighing the issues presented, it is considered that on balance, the factors for withholding the requested information outweigh those for disclosing the information. 	