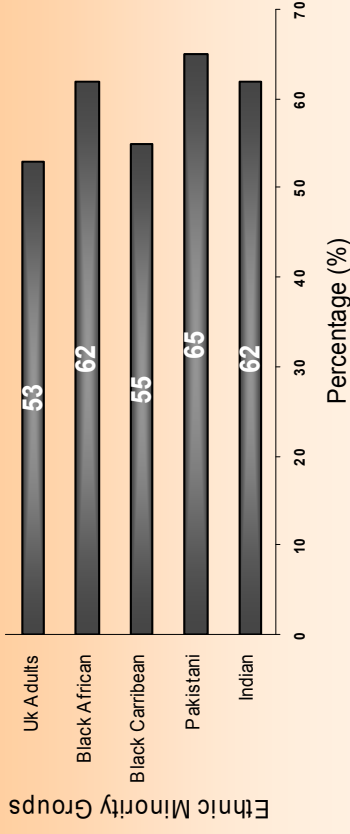


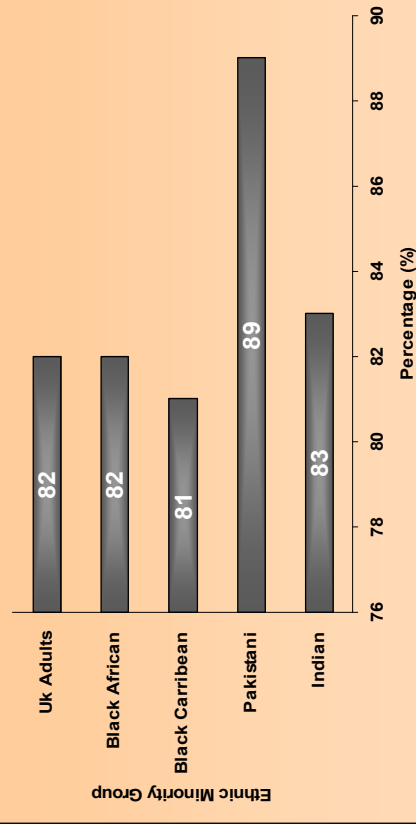
Ofcom Media Literacy Report

Multiple platform ownership



Indian and Pakistani households are more likely to live in households with multiple platform access than the UK population as a whole (62%-65% compared to 53%).

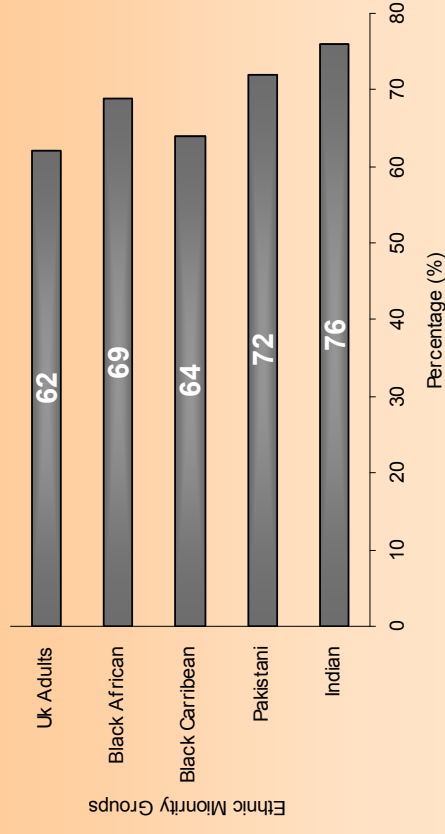
Digital TV Ownership



Overall, under-45s and ABC1s from EMG's tend to be more likely to use media devices and to be interested in their functionality, more than their white UK counterparts.

EMG's are less likely to participate regularly in more traditional media activities such as reading newspapers or magazines.

Internet Takeup

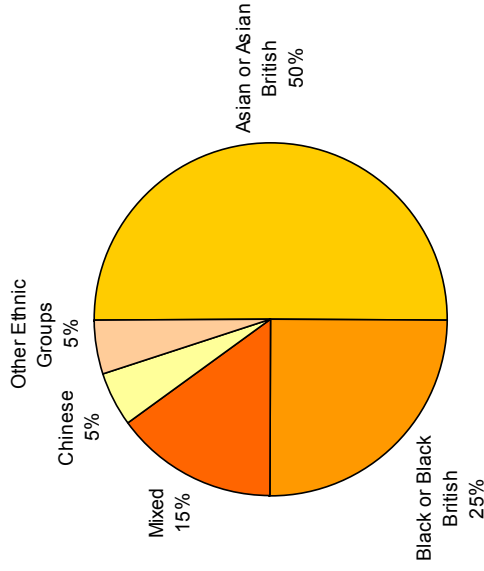


Internet take-up is likely to continue at a higher level among EMG's than the general UK population over the next year, based on claimed intentions.

According to the 2001 Census EMG's represent 7.9% of the UK population.

The largest groups being

- Indians 1,053,411 1.8% of total UK pop.
- Pakistanis 747,285 1.8% of total UK pop.
- Black Caribbean 565,876 1.0% of total UK pop.
- Black Africans 485,277 0.8% of total UK pop.



The non-White population: by ethnic group, April 2001, UK
Source ONS

It is evident that the Indian and Pakistani groups spend the most time online, compared to the other groups.

EMG's have higher levels of downloading music and programme content as well as carrying out creative activities online.

Comparing EMG's and the UK population we can identify clear differences:-

- People from EMG's are at the forefront of digital device take-up and use; particularly Indians and Pakistanis.
- When watching television, most people are using another media device at the same time.
- Pakistani adults are more likely to have digital television (89%) than any other adults in the UK (82%).
- Compared to the UK population, EMG's are more likely to live in a household with multi-platform access.
- EMG's are more interested in the various functions and interactive features available on digital media.
- Indians and Pakistanis claim to spend more time online than people from other ethnic groups and the UK population in general.
- With the exception of the internet a higher proportion of EMG's are concerned about 'what's on' media platforms.

For more information see full report –

http://www.ofcom.org.uk/advice/media_literacy/medlitpub/medlitpubrssi/ml_emg08/

Ofcom Media Literacy Audit – Report on UK adults from ethnic minority groups, Research Document

Publication Date – 15th September 2008

For information on Indoor Media, please email iav@indoormedia.co.uk or call 020 7125 0007