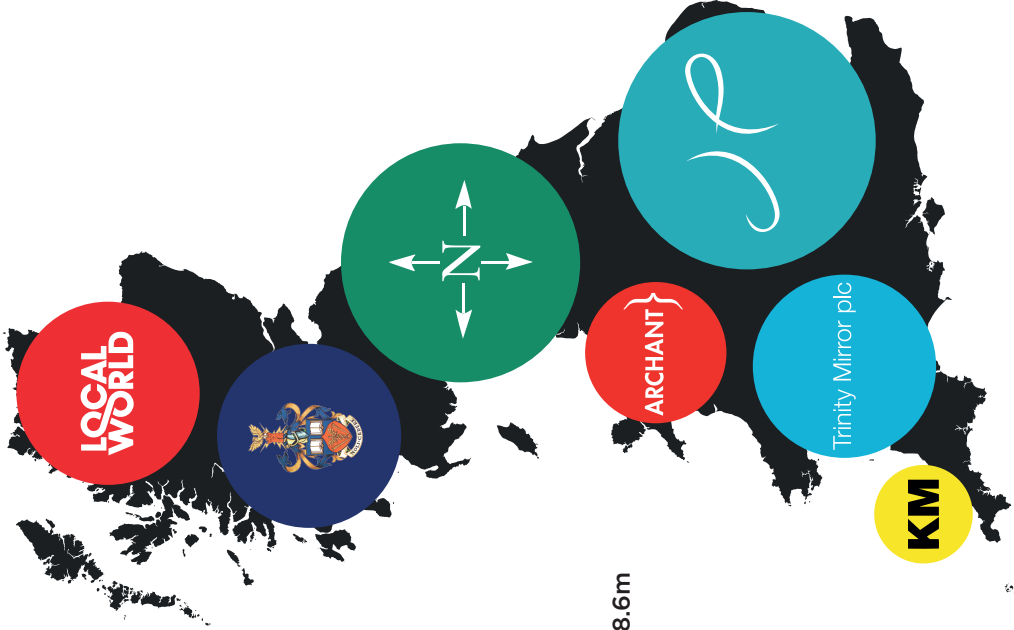
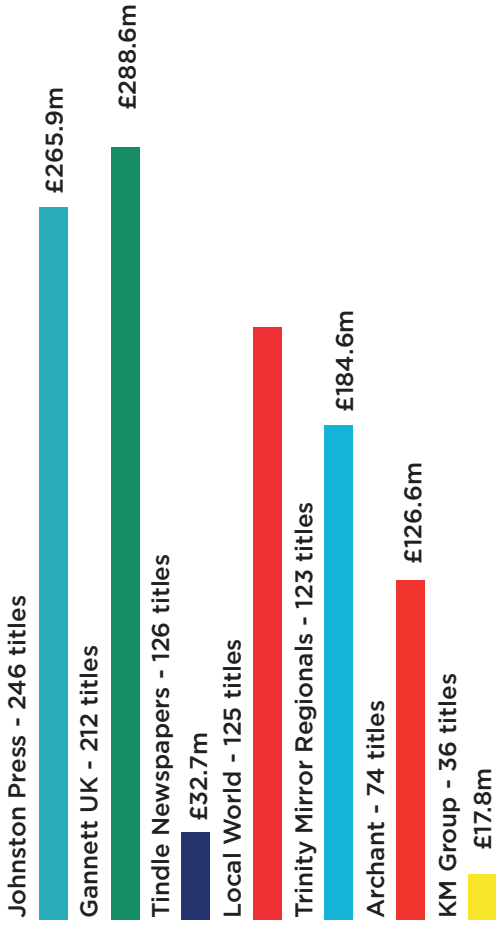


A LOCAL NEWS DEMOCRATIC DEFICIT

Six companies account for over 80% of local newspaper titles – more than four times the combined number of titles published by the remaining 56 publishers – and 85% of revenue.



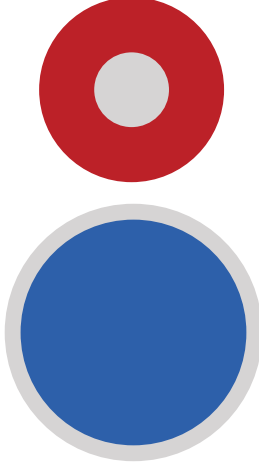
RADIO FREE BRITAIN

2 conglomerates, Bauer and Global Radio, have nearly 40% of all commercial local analogue radio licences while only 14% of stations are independently owned.

These same two companies control 2/3 of all commercial digital stations.

The main public service TV channels account for nearly three quarters of all viewing yet Sky is by far the biggest broadcaster. Its share of revenue is set to increase if the government gets away with proposed cuts to the BBC.

No wonder Rupert Murdoch's 21st Century Fox wants to take full control of Sky.



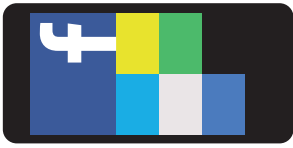
REVENUE	2015	2020
sky	£7.6bn	£9.7bn
BBC	£5.1bn	£4.1bn



UK WEB SEARCH

TOP 10 APP DOWNLOADS (UK, 2014)

1. FACEBOOK MESSENGER
2. WHATSAPP MESSENGER
3. FACEBOOK
4. SKYPE
5. SNAPCHAT
6. INSTAGRAM
7. EBAY
8. SPOTIFY
9. YOUTUBE
10. BBC IPLAYER



Is the internet any different? Search is dominated by Google while Apps are dominated by Facebook

WE NEED

NEW VOICES

MORE DIVERSITY

REAL CHOICE

WE NEED ACTION TO CURB
MEDIA POWER

WE NEED #MEDIAREFORM

MEDIAREFORM.ORG.UK /MEDIAREFORM.UK

NEWS IS A CONCENTRATED BUSINESS

Just two companies, Rupert Murdoch's News Corp UK and Lord Rothermere's Daily Mail Group, control nearly 60% of national newspaper circulation

If you include online and mobile readers, the situation isn't that much better with five companies accounting for 80% of all consumption, online and offline..

WEEKLY CIRCULATION



15,818,965 11,372,076 6,395,622 5,691,767 3,309,100 2,102,236 1,243,074 1,198,526

TOTAL REVENUE

COMBINED PRINT & DIGITAL AUDIENCE SHARE



WHO OWNS THE UK MEDIA?

