The marketing opportunities for advertisers and agencies in today's

# MULTI-CULTURAL BRITAIN.

An interim report by the Ethnic Diversity Forum

IPA
Promoting the value of agencies

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# Preface



In 2003 the IPA Ethnic Diversity Group published its first major collaborative work on ethnic diversity which looked at the employment, portrayal and economic value of ethnic minorities. A sequel to this report will be published on its tenth anniversary in 2013.

The purpose of this interim report is to update advertisers and their agencies on the rapidly expanding multi-cultural landscape of the UK; both as a potential employer and a market place. There is an overview of population data as well as an outline of Black, Asian and Eastern European media and explanation of the complexities of marketing to different cultures.

The IPA is grateful to the members of the IPA Ethnic Diversity Forum for their continuing work in this area, and in particular on this interim report. We are particularly grateful to Trevor Robinson, OBE, for his foreword, and to the two chapter authors, Saad Saraf and Sanjay Shabi, for their contributions.

In terms of attracting talent, the IPA continues to monitor the ethnic makeup of its membership through its annual Agency Census, and to search for talent through its careers programme and its two online tests: a copy test at
**www.ipacopytest.co.uk**
and a self-assessment test at
**www.diagonalthinking.co.uk**

We will also be updating our 'Role Model' exhibition which showcases just some of the people who are already making an impact on our dynamic industry.

Further information, including employment advice for employers and potential employees, can be found on
**www.ipa.co.uk**
or by contacting Juliet Bawtree on
**020 7201 8202**
**juliet@ipa.co.uk**

# Management Summary



Multi-cultural communities will become increasingly visible and more influential as its people climb the business and corporate ladder. As budget holders they will have more say. The forecasted increases in numbers also means they will want to feel they are being communicated to, so targeting diverse groups and communities should be on the agenda of every successful UK brand and marketer.

Ignoring diversity means that you could be overlooking a potentially lucrative new market. However, responding to the needs of a diverse, but culturally-rich group, will mean understanding the cultural, religious, identity and ethnicity issues that are not always so obvious, but are deeply embedded within the groups. Not understanding the subtle differences could result in miscommunication and wasting marketing spend.

Ethnic media has witnessed a massive growth in the past two decades, from just eight titles in the early 1980s, to more than 250 media organisations today covering television, radio, newspapers and magazines, cinema, ambient media, internet and new media. As migration into the UK rises, it is expected that ethnic media outlets will continue to thrive because of the lack of relevant content offered by mainstream media.

## UK population statistics
In 2001, 8% of the UK belonged to an ethnic minority group while 9% of England were non-white, the percentages for Wales, Scotland and Northern Ireland were 2%, 2% and 7% respectively. London houses the largest number of ethnic minorities and Eastern Europeans. It is home to 189 out of the 192 countries recognised by the United Nations. The largest number of ethnic minorities live in Newham (68%). The total population of London is expected to be 8.3 million in 2026 vs 7.7 million now (2009).

## Age profile
Black Minority Ethnics (BME) and Eastern European communities have a young age profile. The median age for ethnic minorities is 27 compared to 40 for their white counterparts.

## Household profile
Ethnic community households tend to be larger in number and have family obligations. The average Bangladeshi household is 4.5, followed by Pakistani (4.1) and Indian (3.3). The smallest households are White Irish (2.1), Black Caribbean and White British (2.3). These three groups have an older age profile.

## Education
At National Curriculum Key Stages 1 (up to 2 years), 2 (3-6 years) and 4 (10 to 11 years) Chinese, Mixed White, Asian and Indian children do well. Lower than average achievement is seen in Gypsy/Romany and Traveller of Irish Heritage, Black African-Caribbean, Bangladeshi and Pakistani children at these stages. Pakistani, Bangladeshi and Black pupils have made the greatest improvement in 06/07 GCSE results. Girls consistently outperform boys from all ethnic minority groups.

## Higher education
Asian or British Asian women are more likely to have a first degree. Black or Black British-African achieve the highest number of undergraduate degrees. Asian or Asian British Indian achieve more postgraduate degrees.

## Labour market
BMEs make up 11% of the UK's working age population. This is valued at £3.26 million. Black-Caribbean and Indian groups exhibit the highest rates of economic activity (77.7% each). White Indians exhibit the highest rate of employment (71.3%).

## Language
14.4% of primary school children have a first language other than English. This falls to 10.8% for secondary school children. There are over 300 different languages spoken in London schools.

## Disposable incomes
The projection for the disposable income of ethnic minorities (The Brown Pound) is £300bn in 2011. The Polish Pound is worth in excess of £4bn. The Eastern European Pound is worth £8.4bn.

## Consumer insights
Ethnic groups are more likely to take up new technologies. They also follow different purchasing patterns. For example, 60% of ethnic groups are more likely to have cable satellite television services to view programmes associated with their culture that are not currently provided by the main channels.

## Business performance
275,000 ethnic minorities run small businesses that contribute £20bn to the UK economy. In London there are 66,000 ethnic-owned businesses employing 560,000 people and with a turnover of £90bn in sales. Their business performance outstrips that of their white counterparts.

**Black and minority media**
The enlargement of the EU has had a dramatic effect on the media landscape. Media for the UK's classic ethnic minorities (Asian and African-Caribbean) is now splintering into various media and spin-off brands targetted at different generations, and by topic. Ofcom awarded 117 broadcast licences in 2008; 34 for BME community channels.

**Asian media**
There are two long-standing sales houses (MEMS and Zierler Media) that sell the airtime of 40 quality Asian satellite TV channels on the Sky Digital Platform. The advent of Indoor Media and the rise of Panjab Radio are recent, bigger developments.

**Black media**
No prolific growth due to levels of integration and lack of cultural and social pressures on these communities. There have been casualties in the press sector, except for the well-established market leader, *The Voice.*

**Eastern European media**
The Polish media is the most established and heavily geared towards press. There is a greater tendency to consume media originating from Poland.

**IPA Agency Census**
The IPA began to gather information on its members' ethnic makeup in 2002.

The figures are:
2009 – 8.9%
2008 – 8.4%
2007 – 7.3%
2006 – 7.3%
2005 – 6.9%
2004 – 5.1%
2003 – 8.5%
2002 – 4.3% (first-year reporting)

# Foreword

by Trevor Robinson, OBE
Founder and Creative Director, Quiet Storm



The UK, as a market, is changing rapidly due to a number of influences that include: unpredictable migration patterns encouraged by the expansion of the European Union; and the impact of second and third generation BMEs on population numbers. It is a cultural melting pot that we in Adland need to understand if we are to attract the very best talent, and communicate effectively to UK consumers.

Culture is a wide topic, but it is generally accepted that levels of acculturation can affect one's behaviour, identity and sense of belonging to a particular society and group. There can be no assumptions. For example, not all people who are Black and Minority Ethnic (BME) are equally as acculturated to each other and to UK culture. The influence of culture can be seen across consumer spending decisions; both in goods and services.

It is fair to say that agencies are versed in targeting the easy stuff, the '18-24s' or the 'ABC1 housewives with kids, aged 20-45' mainstay of FMCG targeting. But we are not so well known for campaigns that target BMEs and other ethnic groups. It is not as rare as it once was to see a non-white face in advertising, while outside of specialist agencies, it is rare for mainstream agencies to target people from an ethnic background. To an outsider it could seem that the closest advertising comes to acknowledging that the BME communities exist is when we appropriate their cultural reference points and repackage them for mainstream consumers.

None of this is surprising given the complexity of understanding cultures, and when the proportion of BMEs in Adland is still below the national average. I'd like us to be more connected (collectively at least). I'd also like more IPA agencies to report on the ethnic makeup of their employees so we can see how truly representative we are.

After all, people from BME backgrounds already account for 10% (ONS 2007) of the population, a figure that will increase to 15% by 2020. That is one-in-every-six people; people more likely to own a mobile phone, more likely to have access to multi-channel TV, and more likely to own a new BMW or Mercedes. Dig deeper, and their importance increases further. Today, one-in-five under-15s are non-white, with diverging birth rates only accelerating this situation. While in our urban centres, BME communities have long passed figures that could be described as a minority: 40% of Londoners forecast to be non-white by 2020, and within the next 15 years both Birmingham and Leicester will have majority ethnic populations.

This is why this report is so important. It provides an opportunity to learn about the most significant demographic trends in our country and to understand modern, multi-cultural Britain, and the importance of engaging with it effectively; of developing more creative ideas that better reflect this world we now live in; and of ensuring that our own creative industries are just as ethnically representative.

On behalf of my colleagues on the Ethnic Diversity Forum, I commend this report to you. We hope you read it, use it, and help to change the advertising industry and the work it produces for the better.

# THE UK'S ETHNIC MINORITIES



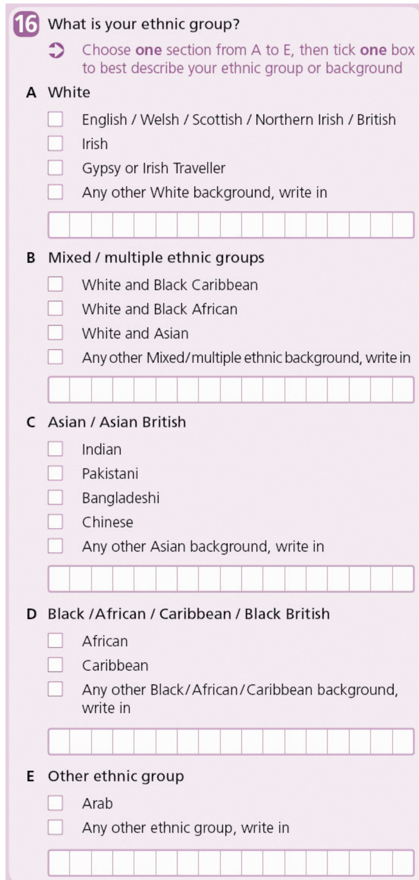
by Saad Saraf, Founder and CEO of Media Reach

A question relating to ethnicity was first included in the ONS Census in 1991, and information has been collected annually since that time.

In 2001 the UK Census had 11 categories for measuring an individual's ethnicity. The Census found that 4,635,296 people, almost 8% of the UK population, belonged to a non-white ethnic group. [1]

Following consultations between various stakeholder groups and the ONS, the 2011 Census [2] will feature questions on ethnicity (with new categories added), national identity and religion. This expansion of categories and inclusion of new questions will enable researchers, marketers, advertisers and other stakeholder groups to get a better picture of these groupings of people.

In 2026 the total population of London is projected to increase by 789,000 to 8.3 million. By this year 38.5 per cent of London's population is also projected to be from BME communities. [3]



16 What is your ethnic group?

Choose **one** section from A to E, then tick **one** box to best describe your ethnic group or background

A White

- English / Welsh / Scottish / Northern Irish / British
- Irish
- Gypsy or Irish Traveller
- Any other White background, write in

B Mixed / multiple ethnic groups

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other Mixed/multiple ethnic background, write in

C Asian / Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background, write in

D Black /African / Caribbean / Black British

- African
- Caribbean
- Any other Black/African/Caribbean background, write in

E Other ethnic group

- Arab
- Any other ethnic group, write in

**2**

**1** The UK population: by ethnic group, April 2001, Office for National Statistics (above)
**2** Helping to shape tomorrow: The 2011 Census of Populations and Housing in England and Wales, ONS 2008 (above right)
**3** MCC Insight Study 2007, Weber Shandwick

# Ethnic minority Britain at a glance

## 08

| Ethnic Minority Group | Community Breakdown | Population<br>Total and % of ethnic minority groups in the UK | Age Distribution<br>% | Household size<br>Average number of people per household | Religion*<br>% | Education<br>% with degree or equivalent | Spending**<br>Average spent per month – on food, going out, clothes, cosmetics, electronics, film, books and music | Key attitudinal insight** |
|---|---|---|---|---|---|---|---|---|
| Asian | Indian | 1,053,000 or 1.8% | 22.9% under 16<br>70.5% 16-64<br>6.6% 65 and over | 3.3 | Hindu 45%<br>Sikh 29%<br>Muslim 13% | 25.4 | £253 | 60% of Indian consumers would be more inclined to purchase a product that they needed if they noticed they advertised to multi-cultural consumers as well as the general public |
| | Pakistani | 747,000 or 1.3% | 34.9%<br>60.9%<br>4.2% | 4.1 | Muslim 92% | 12.4 | £251 | 64% of Pakistanis feel that there are not enough people of their ethnic background in senior management roles in large organisations |
| | Bangladeshi | 283,000 or 0.5% | 38.4%<br>58.4<br>3.2% | 4.5 | Muslim 92% | 7.8 | £241 | 67% of Bangladeshis feel that consumer brands are often not aware of how to market to individuals from ethnically diverse backgrounds |
| Black | Caribbean | 566,000 or 1% | 20.4%<br>69%<br>10.6% | 2.3 | Christian 74%<br>No religion 11% | 13.1 | £186 | 56% of Black Caribbean consumers state that very little, if any, of the marketing and advertising they see has any relevance to them |
| | African | 485,000 or 0.8% | 30.1%<br>67.6%<br>2.3% | 2.7 | Christian 69%<br>Muslim 20% | 20.2 | £261 | 64% of Black Africans agree that products that market to their culture influence their purchase |
| Chinese | Chinese | 247,000 or 0.4% | 18.5%<br>76.4%<br>5.1% | 2.6 | No religion 53%<br>Christian 21%<br>Buddhist 15% | 30.8 | £220 | 68% of Chinese people feel that many consumer brands which use ethnic faces in advertising often do so as a token gesture |
| White British for comparison | | | 19.5%<br>63.4%<br>17% | 2.3 | Christian 76%<br>No religion 16% | 17.1 | £219 | 31% of White consumers agree that based on the ads of their favourite products, they are confident that these companies know them as a consumer |

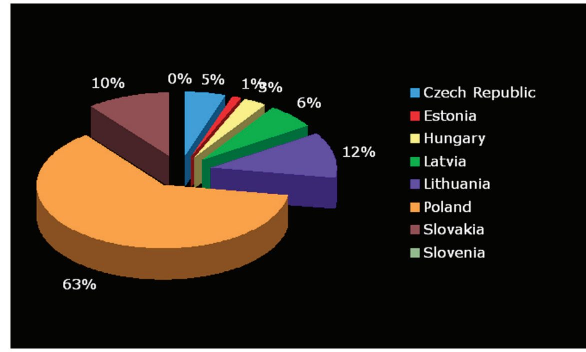
The 2011 Census will take into consideration the migration and re-migration of new and diverse communities to and from the UK in recent years. The most notable group in recent times has been the group referred to as Eastern Europeans (including the Accession 8 (A8), Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia and Slovenia).

We must not forget to take into consideration the number and effect of re-migrants from the UK. Re-migrants are those non-British citizens emigrating.

Latest figures estimate that in 2008 the figure topped 200,000, with emigration of citizens of the A8 countries doubling in the year ending September 2008. [6]

# 854,000

*= the number of workers registered in the UK from Eastern Europe* [5]




Migrants from Eastern Europe in the UK [4]

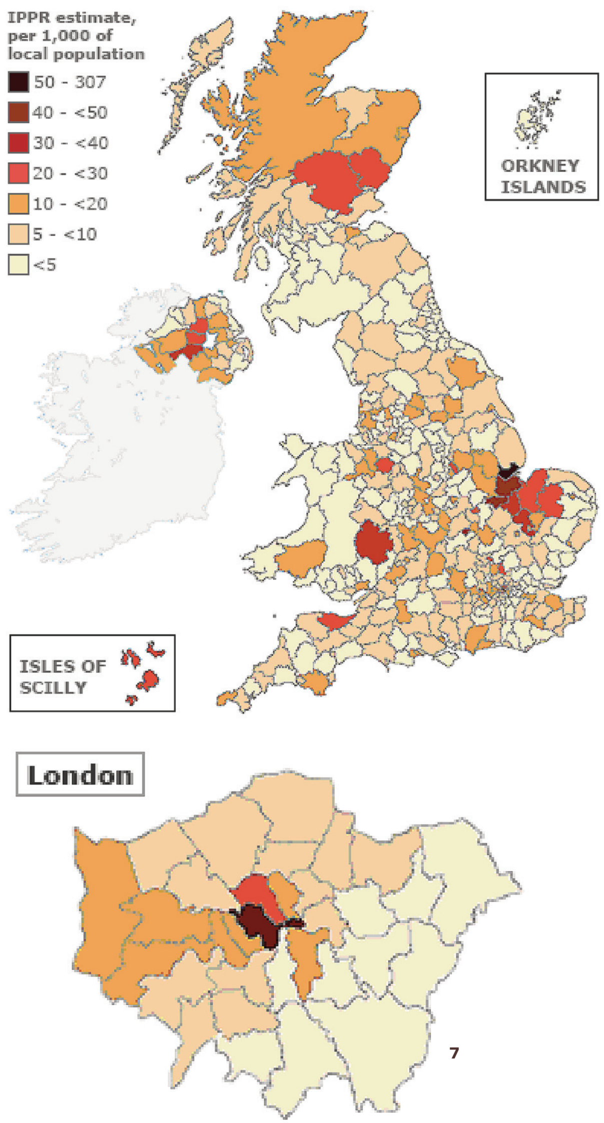
**4** Article 'East European immigration levels falling' by Daniel Bentley, PA from an *Independent* article 21 August 2009
**5** The Home Office 2008. This excludes dependants, the self-employed and people who refused to register.
**6** Shall We Stay or Shall We Go? Re-migration trends among Britain's immigrants. IPPR 2009

**Geographical distribution**
Whilst ethnic minorities make up 8% of the UK's total population, this percentage varies across the four countries of England, Ireland, Scotland and Wales. England is home to the largest number; equating to 9% of the population. In Wales and Scotland they amount to 2% of the total population, and Northern Ireland is home to .07%.

London is home to the largest number of ethnic minorities (including recent arrivals from Eastern Europe) than any another city in the UK. London is also the most cosmopolitan city; home to representatives of 189 countries from the total 192 countries as recognised by United Nations.

The London Borough of Newham has the largest proportion of ethnic minorities where 68% of the population is from an ethnic minority group (including white minorities), followed by Brent, Tower Hamlets, Hackney and Ealing.[8]

It is interesting to note that three of these boroughs: Newham, Hackney and Tower Hamlets, are also the 2012 Olympic host boroughs.

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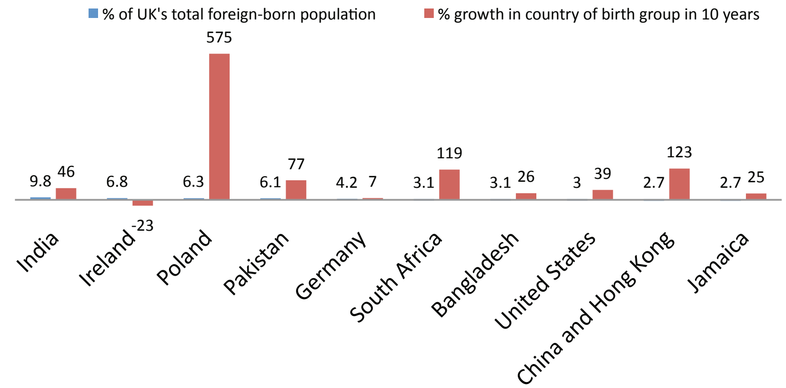
**The 10 largest groups of foreign-born residents in the UK by country of birth 2007**

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**7** Migration and Rural Economies: Assessing and addressing risks, IPPR 2009
**8** www.lho.org.uk/Download/Public/13235/1/DMAG%20Briefing%202008-03%20GLA%202007%20Round%20Ethnic%20Group%20Projections.pdf – Greater London Authority, Data Management and Analysis Group, Ethnic Group Projections. February 2008

The Olympic Delivery Authority stipulated in their *Equality and Diversity*[9] paper that it is their intention to "maximise the economic, social, health and environmental benefits of the 2012 Games for the UK". The authority felt that diversity was central to London winning the 2012 bid and by choosing London boroughs with dense proportions of ethnic minorities they could help to reduce inequality and discrimination, whilst promoting equality and opportunity for all, when the eyes of the world will be on London.

Having a clear understanding of the culturally diverse population across regions nationally will give further insights into the behaviour, values and lives of multi-cultural Britain.

**Age**

The media constantly talks about the UK being an ageing society, however, this is usually in reference to the population as a whole (92% white, 8% non-white). However, if the BME community is examined in isolation then the converse is true. The overwhelming majority of Eastern Europeans tend to be aged 20-39 years as they come to the UK primarily in search of work.

**Households**

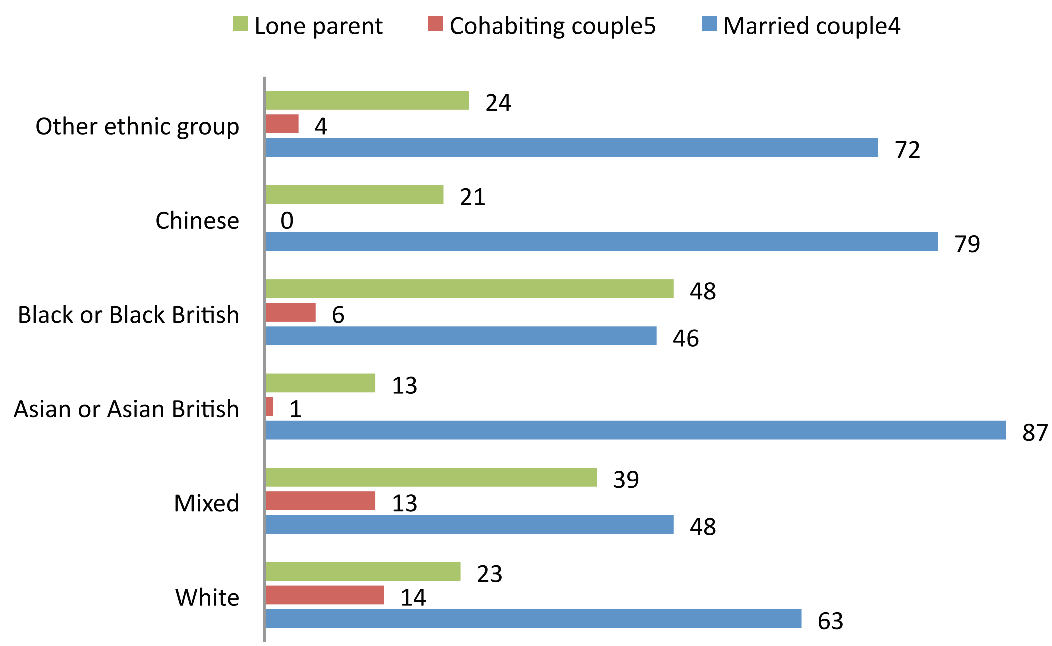
An examination of BME households gives an in depth insight into the cultural trends exhibited by culturally and ethnically diverse communities.

Ethnic community households tend to be larger in number and often have multi-generations living under one roof.[10] Some remain traditional, maintaining long established norms passed down through generations. Others exist with no one dominant culture. There can be a strong reliance on the extended family. Particular ethnic communities live in extended networks with familial obligations. Chain migration has led to the development of wide family networks with communities established throughout Britain.

Asian households tend to be larger than households of any other ethnic group. Data from April 2001 show that homes headed by a Bangladeshi person were the largest of all with an average size of 4.5 people, followed by Pakistani households (4.1 people) and Indian households (3.3 people).[11]

The smallest households were found among the White Irish (average size 2.1 people). Black Caribbean and White British households were the

## Dependent children by family type and ethnic group 2008

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9 Equality and Diversity Strategy: Summary, 2007. Olympic Diversity Authority
10 Office for National Statistics (2001) and Social Trends 39 report (2009)
11 www.statistics.gov.uk/downloads/theme_social/social_trends39/social_trends_39.pdf

next smallest, both with an average size of 2.3 people. All these groups have an older age structure than other ethnic groups, and contain a higher proportion of one-person households. 38% of Black Caribbean households, 37% of White Irish households and 31% of White British households contained only one person. Only 9% of Bangladeshi households contained just one person.

## Education

The numerical evidence is that at National Curriculum Key Stages 1 (up to 2 years), 2 (3-6 years) and 4 (10 to 11 years) children from Chinese, Mixed White, Asian and Indian pupils achieved above the national average scores in tests. This is compared with the lower than average achievement of children from all other ethnic groups including Gypsy/Romany and Traveller of Irish Heritage, Black African-Caribbean, Bangladeshi and Pakistani children, at the same developmental stages. It is interesting to note, however, that girls consistently outperform boys from all ethnic minority groups, with Black Groups having the largest gender gap.

It is also worth noting that children with English as a first language perform better than children with a first language other than English at each stage of education.[12] Pakistani, Bangladeshi and Black pupils have made the greatest improvements in the 06/07 GCSE results according to the DFES [13] with Bangladeshi and Black Caribbean pupils who attain five good GCSEs increasing 2% above the national average.

## Higher education

Data from the ONS (2008) revealed that Asian (or British Asian) women (2.1%) were more likely to have a first degree, closely followed by Asian (or British Asian) men (2.05%). However, as a whole Black (or Black British-African) individuals achieve the largest number of overall undergraduate degrees (3.5%), whilst Asians (or Asian British-Indian) achieve more postgraduate degrees (3.2%).[14]

## Labour market

As marketers, the ability to understand the labour market gives an insight into disposable income and the decision-making and the buying habits of potential new consumers.

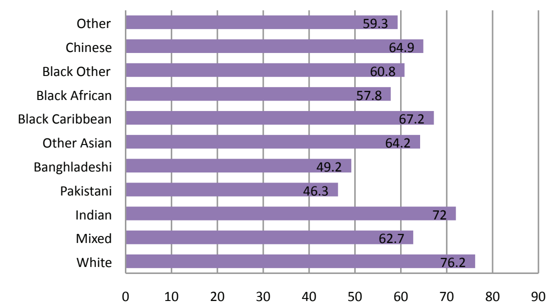
***BMEs make up 11% of the UK working age population***[19]

The high birth rate and net migration of BMEs has been growing strongly. With a younger age profile, the median age for ethnic minorities is 27 years, compared with 40 years for their white counterparts.[15] Therefore it is not surprising that the ethnic minority share of the working age population is increasing – reaching 3.26 million or 9.3% of the 35.2 million people of working age in 2004 .[16]

Black Caribbean (77.7%) and Indian (77.7%) groups exhibit the highest rates of economic activity of all BME communities, whilst Indians exhibit the highest rate of employment (71.3%). Across the gender divide, Indian men (86.1%) and Black Caribbean women (76.8%) show the highest rates of economic activity.[17]

Rural areas have seen at first-hand the impact of migration, especially from the A8 countries. Migrants have made significant economic contributions, filling vacancies and skills gaps, and supporting some key sectors including agriculture, food processing and hospitality. It is estimated that irregular migrants would pay in excess of £1bn of tax per year if they worked in the legal and regular economy.[18]

**Employment Rate by Ethnicity, Quarter 4 2008**

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**12** First Release Bulletin, National Statistics Office and Department for Children, Schools and Families, 2007
**13** DFES Ethnic Minority Achievement Unit Newsletter, Spring 2008
**14** First year UK domiciled HE students by qualification aim, mode of study, gender and ethnicity 2007.2008 (ONS)
**15** Labour Force Survey 2005
**16** Labour Force Survey 2004
**17** Labour Force Survey 2004
**18** Irregular Migration in the UK: An IPPR update, IPPR 2009
**19** Race For Opportunity Benchmarking Exercise 2009 (Labour Force Survey, Q4 2008)

**Religion**
An individual's religious belief is closely linked to their sense of identity; often this is synonymous with their sense of culture and cultural heritage.

Religious belief was included in the Census in 2001 and for the first time provided information which supplemented the data gathered from the ethnicity question. As a result, ethnic minority sub-groups were identified, particularly those from the Indian sub-continent. More recently it has helped to foster an understanding of ethnic minority groups from Eastern Europe and the A8 countries.

Questions on religious belief will be included in the 2011 Census, and in conjunction with the questions of ethnicity and national identity, will allow people to better indicate what they feel to be their own identity. For marketers and advertisers this presents a great opportunity to understand the complexities of a truly multi-cultural society.

*19% of the Olympic host boroughs population is Muslim, compared with 8.5% of the wider London population and 3% across the UK. There is also a higher proportion of people who are Buddhist, Hindu or Jewish compared to the whole UK.*[9]

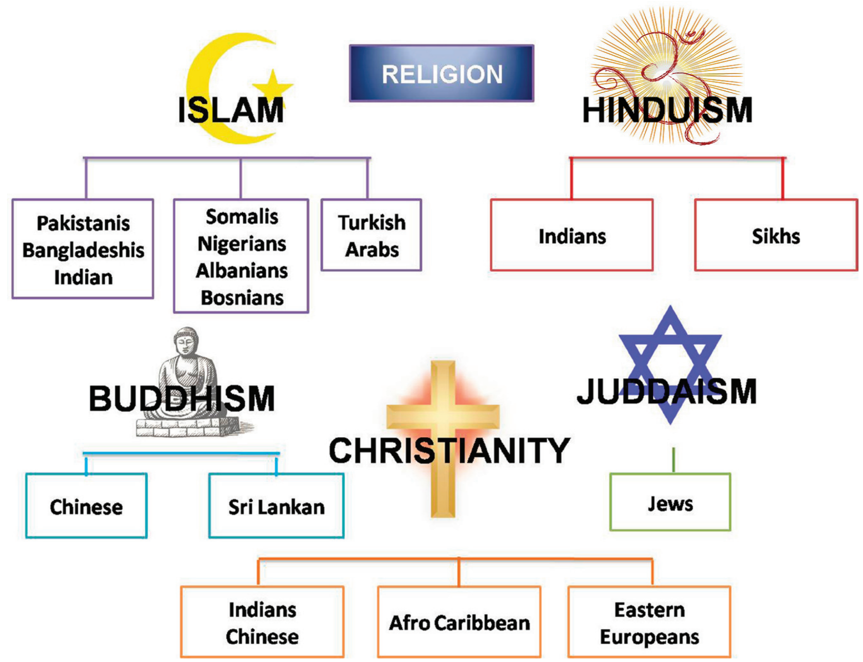


Illustration courtesy of Media Reach Advertising Limited

**Language**
The language[20] a person speaks is an extension of their personal and social identity. It can also connect them to a national brand[21] and lead them to form groupings not necessarily determined by ethnicity. Understanding the intricacies of language allows cultural references to be made and new methods of segmentation to be formed. Migration will have a profound effect on the dominant language of any society. Language is becoming such an important metric; the UK Statistics Authority proposes to introduce the question of language into the 2011 Census.

The Annual Schools Census carried out by the Department for Children, Schools and Families (DCSF) asked schools to report on the number of children with a first language other than English[22].

The 2008 data shows:

• 14.4% of all primary school children have a first language known to be, or believed to be, a language other than English.

• 10.8% of all secondary school children have a first language known to or believed to be a language other than English.

Some of the most common languages are:

Arabic, Bengali, Chinese, Farso/Persian, French, Gujarati, Polish, Portuguese, Punjabi, Somali, Spanish, Tamil, Turkish, Urdu, Yuruba (Nigeria).

*There are over* 300 *different*
*languages spoken in London schools*[23]

**20** Language: 1) The method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way; 2) The system of communication used by a particular community of country; 3) The phraseology and vocabulary of a particular group. The Oxford English Dictionary.
**21** Nation-brands of the twenty-first century, Simon Anholt, 1998
**22** www.dcsf.gov.uk/rsgateway/DB/SFR s000786/SFR_09_2008.pdf
**23** www.dcsf.gov.uk/rsgateway/DB/SFR/s000786/Language081b.xls

Around **160** different languages are spoken in the five Olympic host boroughs of **Greenwich, Hackney, Newham, Tower Hamlets** and **Waltham Forest.**[9]

## Identity

It is important to have a clear understanding of what is meant by the term identity. An identity can include a sense of common custom, language, religion, values, morality and etiquette. Often the expressions "one's ethnicity" or "ethnic identity" are used interchangeably. What is clear is that ethnicity is complex in nature. Identity is multi-faceted and is more than just belonging to one homogenous culture with a single and distinct identity. Identity is forever evolving and has a number of influences; these influences can include one's occupation, place of geographical residence, integration with the indigenous population and levels of affiliation.

There are clear distinctions between British-born ethnic minority groups and first generation or new migrants.

Identity tends to vary across generations. Older generations (often referred to as first generation) and new migrants attach a great deal of importance to their backgrounds. They often have very strong ties with their hometowns and may regard themselves as temporary residents despite having lived in the UK for many years.

The younger generations are generally much more integrated into British culture. They tend to describe themselves in hyphenated identities, and they may feel they have more in common with other young British people than with their parents' culture. Research undertaken by Sekhon (2007) suggests that second and third generation immigrants try to balance the expectations of living between two cultures. The research findings suggested that subsequent generations have to negotiate and balance two cultures and cannot neatly be categorised into one over another. Whilst the second and third generation are British-born, they still face the pressures and the pulls of spanning two cultures as their parents did.

The tensions can be two-fold: at one level it is the differences in the actual culture, and at another, it is expectations from the first generation that cause the conflict. Most still feel that they are unable to fit in comfortably in either. Identity is complex and multi-layered. There is a clear difference between one's cultural identity and passport identity.[24]

## Consumer insights

Ethnic minority consumers have significant disposable incomes and recent figures indicate that by 2011 that total will be as much as £300bn (a new figure for the value of the Brown Pound).[25]

The Polish Pound is worth in excess of £4bn. "… it's like adding the consumer demand of Liverpool to the economy in two years."[26]

According to Mintel, the value of the Eastern European Pound (including the A8 markets) is estimated to be in the region of £8.4bn. This figure has doubled in the last two years. If you take into account many people from the A8 countries are irregular migrant workers, the value of their disposable income becomes more appealing to marketers.

In an attempt to understand consumer decision-making, the impact of culture in the decision-making process is key to developing socially, culturally and consumer focused plans. Information on consumer behaviour, trends and habits helps to contextualise the state of play in the market, helping businesses to plan for the future in the right context and manner.

**24** Race, Representation and the Media, Essential and Connect Research for Channel 4 (2008)
**25** Incomes Data Services (www.incomesdata.co.uk/studies/racequal.htm)
**26** Centre for Economics and Business Research (CEBR) and Doug McWilliams, Chief Executive CEBR

A recent report by Ofcom[27] on ethnic minority groups and communication services revealed:

• People from ethnic groups are slightly more likely to own a mobile phone (83% compared to 80% of all adults). This may reflect the younger age profile of these groups, as research shows younger people are more likely to have mobile phones than older people. Among mobile phone users, for ethnic groups the most popular network is T-mobile, as opposed to $O_2$ for all UK adults. A greater proportion of these groups have a contract phone, over pre-pay, than the general population.

• Ethnic groups claim to spend more on fixed-line and on mobile telecoms services that all UK adults.

• Ethnic groups are more likely to take up new technologies, as those ethnic groups who have internet access, have broadband services.

• When considering the reasons for having internet connection at home, a greater proportion of ethnic groups say it is for their children's education than the overall UK population.

60% ethnic groups more likely to have cable/satellite television services that the average UK population. The main reason for this is that certain groups (Asians, Chinese and Middle Eastern) have particular needs to view programming featuring culture, heritage, news and language associated with their ethnic background that is not being met in the mainstream.

63.8% of viewing by ethnic groups in multi-channel households is of non-terrestrial channels, compared to 42.3% of viewing among all individuals.

Ethnic minority groups are three times more likely to own a BMW and twice as likely to own a Mercedes Benz than the population as a whole. Furthermore, 60% of these BMW's and 66% of Mercedes Benz's were brand new cars.[28]

**Eastern Europeans**
Research conducted in 2007 reveals some interesting insights into Eastern European migrants in the UK in terms of their mobile phone usage (STMC Consulting, 2007).

• One of the first things that Eastern Europeans do upon arrival to the UK is to buy a pre-paid mobile SIM card. They spend, on average, £34 per month on top-ups, which is 74 per cent more that the average UK pre-pay customer.

• Currently mobile network provider $O_2$ is getting the largest share (33.2 %) of this attractive market segment. T-mobile is the second largest with 20.6%).

• Eastern Europeans migrant workers are very loyal mobile customers. The research sampled showed that the average lifetime with a mobile network was 22 months).

As a general insight Eastern Europeans are tech savvy, spending any spare time on their community specific portals.

**Business**
There are 275,000 ethnic-minority-run small businesses in the UK that contribute an estimated £20bn to the UK economy.[29]

Research finding from a report by Barclays Bank[30] on BME-run businesses in the UK revealed that BME business start-ups grew by a third, reaching record levels from 32,000 in 2000, to 50,000 in 2004. The research went on to state that BME businesses are three times

**27** Communications Market Special Report – Ethnic minority groups and communications services – Ofcom – Research Document. Publication date: 21 June 2007
**28** www.starfishresearch.com/minority_report_sample.html
**29** www.berr.gov.uk/whatwedo/enterprise/enterprisesmes/building-enterprise/enterprising-people/Ethnic%20Minorities/page38527.html) BERR Enterprise and Business support, Ethnic Minority Enterprise
**30** Black and Minority Ethnic Business Owners: A Market Research Perspective, Barclays Bank, June 2005. www.prowess.org.uk/about/documents/ProwessProfile5forWebsite_000.pdf

more likely to have a turnover between £250k and £1m and to employ staff. Their business performance also outstrips that of their white counterparts.

In London, there are 66,000 ethnic-owned businesses, employing 560,000 and generating a combined sales turnover of £90bn, compared to the turnover of all London businesses of £800bn. These figures do not include approximately 93,000 self-employed minority ethnic people. [31]

The British Polish Chamber of Commerce estimates that Polish entrepreneurs have set up some 40,000 businesses in the UK, creating thousands of jobs.

The Labour Force Survey of 2007 reveals that 14% of A8 and A2 nationals are self-employed. More than half (52%) of those self-employed are under the age of 30, and approaching three quarters (73%) of the self-employed are men. According to LFS and IPPR (2008) calculations, three-in-every-four (74 %) of the self-employed workers are located in London.

**Conclusions**
Multi-cultural communities will be increasingly more visible and influential as they climb the business and corporation ladder. As budget holders they will have more say. With the forecast increases in numbers, they will also want to feel they are being communicated to, so targeting diverse groups and communities is going to be a given for all successful UK brands and marketers.

Ignoring the ethnic pound could mean that a potentially lucrative market is overlooked. More importantly, it could result in miscommunication and wasting potential marketing spend by not clearly understanding the subtle differences between different ethnic groups, and the day-to-day cultural differences they are a part of.

Responding to such a diverse, but culturally rich group, will mean understanding the cultural, religious, identity and ethnicity issues that are not always so obvious, but are deeply embedded within the groups.

***It is estimated that more than 1.8 million people have arrived from the A8 member states since 2004.***

***Travel, trade and property purchases between the UK and A8 increased.***

***The UK Polish community jumped from 13th to first place in two years.***

***A8 doctors registered with the GMC increased by 25%.*** [32]

***In December 2007 more than 385,000 Poles flew from UK to Polish airports.***

***In 2006 more than 125,000 current accounts were opened by Poles at Lloyds Bank.***

**31** London Annual Business Survey 2005 Summary – LDA www.lda.gov.uk/upload/pdf/London_Annual_Business_Survey_2005_Summary.PDF
**32** 2006-2008

# Black and Minority Media



## An overview of ethnic minority media in the UK

by Sanjay Shabi, Director of CultureCom, MediaCom

**Introduction**

In the past few years, the growth in ethnic media has been particularly intense. While there have been many new launches which have often sunk without trace after a brief run, the overall trend is one of growth and expansion.

The emphasis is on serving the main ethnic groups, namely Asians, African-Caribbeans, and to a lesser degree, the Chinese community. There are now a vast array of communities that are being catered for. As we have seen the Office of National Statistics reports that over 300 languages are spoken in London's school playgrounds. Ethnic media is developing at such a rate that this wide range of communities continue to witness an increase in the number of media consumption opportunities, whether they be simple newsletters, DAB-based 24-hour radio stations or dedicated satellite television channels.

Enlargement of the European Union has also had a noticeable role to play with the rise of assorted Polish media. The more prominent players have expanded, offering shared broadcasts on satellite channels, online radio broadcasts and events. This is on top of more traditional print products, although this has begun to plateau (perhaps linked to the plateau in the migration habits of these communities).

Some regional press publishers have also got in on the act by producing Polish special editions in key regions like Reading. Even Rupert Murdoch's newspaper *The Sun*, dabbled with running Polish editions during the Euro 2008 football tournament.

Media for the UK's classic ethnic communities, namely Asian and African-Caribbeans are now splintering, showing early signs of maturity. Where previously ethnic products took an 'all eggs in one basket' approach to their audience by providing content that appealed to a broad demographic spread, there are now various media and spin-off brands catering specifically by generation, and even by differing topics of interest.

Mainstream media owners are realising the potential of this market. There are examples where, in relation to Polish communities, certain regional press sales houses, (e.g. Clacksons and Johnston Press), and Outdoor contractors are offering concentrated packages in more densely populated ethnically diverse areas. So, too, are the cinema sales houses with their Bollywood film packages which are entering into mainstream multiplexes.

Online as a medium represents real opportunities with companies such as Indoor Media emerging as a convenient, centralised sales function offering agencies an easy, one-stop-shop for a plethora of ethnic web portals.[23]

A major topic of debate, and one which appears to prevent ethnic media from being embraced as commonplace advertising vehicles for mainstream advertisers, is the current lack of research and accountability. Some industry bodies do make great attempts to deliver accountable, audited audience data, whether it is RAJAR, ABC data or otherwise, but they are in the minority.

Independent desktop research such as the National Readership Survey (NRS), Broadcasters' Audience Research Board (BARB) and Radio Joint Audience Research (RAJAR), work off ethnic sample sizes woefully short of the national average. Though this is through no fault of their own, given the endemic problem of randomly sourcing and successfully recruiting ethnic respondents who are willing to participate in such surveys, this still leaves the industry with data that is far from robust.

Despite this, the UK's ethnic populations are continuing to flourish and expand. Across all generations, there is a still a fundamental appetite for such communities to consume and embrace media that provides news from home, recognises their unique, cultural differences and dials into their own, personal cultural perspective. Ethnic media is borne out of culturally different groups hungry for such media content, and that in itself points towards ethnic media continuing to thrive. These media channels allow for more targeted and culturally relevant campaigns to be developed. They are not only aimed at the first generation, but also subsequent generations and are communicated in a wide variety of languages.

It is estimated that ethnic communities in the UK pay £140m a year in licence fees to the BBC with very little relevant programming  to show for it. This has led to ethnic communities paying more money to subscribe to their own channels of choice and has resulted in an ethnic television phenomenon.

Appendix A gives a brief summary of the more renowned media currently available for the UK's larger ethnic communities, namely Asian and African-Caribbean, which, based on the last Census (2001), represent three-quarters of the UK's ethnic population.

As this report went to press (3rd March 2010) the BBC has announced that it intends to close the Asian Network. It is expected that a number of organisations will lobby against this decision.

**23** A list of other sales houses can be found in Appendix C.

## Asian media

### Television

There are 40, quality, Asian satellite TV channels broadcasting regularly on the Sky Digital platform; a number which has more than doubled in the past few years. Much of this has come about from free-to-air platforms. While airtime can be bought directly from these channels, there are two sales houses: MEMS (Multicultural and Ethnic Media Sales) and Zierler Media, who sell the airtime for most of these channels. They offer efficient ways of accessing such channels, between them controlling more than half of the market, and represent an equally strong combination of paid-for and free-to-air channels.

Outside of these two sales houses, others worthy of note are Sunrise TV, a free-to-air channel owned by the UK's leading commercial Asian radio broadcasters Sunrise Radio Group, and like Channel S, are the only two main channels to provide UK-sourced content as opposed to importing programmes originating from the Indian sub-continent. The third is Aastha TV which attracts a huge first-generation, paid-for, communal following. Its programming is geared towards self-help through Indian yoga techniques. They have been recently added to Zierler Media's sales package of channels.

There is an assortment of other channels but their frequency is irregular, may have specialised themes and often are of lower quality. Lack of BARB data prevents examination of their audience levels.

### Radio

In addition to those that are transmitted via FM and AM, there are a burgeoning number of national Asian radio stations available either on DAB or transmitted via Sky satellite. A simple scan across the radio channels available on Sky illustrates the wide choice available, with some stations conveying religious programming, Bhangra, vintage Asian music, chat shows, news and current affairs. A number are reported on RAJAR.

Unranked, the main radio stations are:

- BBC Asian Network
- Panjab Radio
- Spectrum Radio (not just Asian, caters for 22 different languages)
- Sunrise Radio Group

Panjab Radio deserves particular attention. A relative newcomer, solely on DAB and Sky Digital, it has made major inroads based on recent RAJAR data, and appeared to be stealing share of listening, particularly from Club Asia which has now gone into administration.

Regionally, the list includes Radio XL(Birmingham), Sabras Sound (Leicester) and Asian Sound (Manchester).

The Radio Authority also grants RSL licences during key festival periods for local Asian stations, which are either offshoots from the existing radio stations or run independently.

In addition to its Asian Network, the BBC also provides dedicated Asian programming across the regions.

### Press

This sector as a whole is still hampered by lack of transparency and independently audited circulation data. Desktop research such as National Readership Survey and The Target Group Index (TGI) do not measure their readerships.

The sector has seen many new launches, some targeting regions of the UK with heavier concentrations of Asians, e.g *Asian Leader* and *Asian Lite* in the North, while others have closed soon after launching despite being interesting, unique propositions, e.g. *Ikonz* (Asian version of the celebrities-based *Heat* magazine) and *Teen Asia*.

The biggest print news has been the demise of Ethnic Media Group and the sell-off of their lead title *Eastern Eye* to the Asian Media and Marketing Group. AMG have an interest in Asian publishing and this will help consolidate their position.

Appendix B includes a list of main, credible titles currently in circulation by community. These are a blend of magazines and newsprint titles with daily or weekly frequency.

**Websites**
Indoor Media are one of several sales houses for online BME sites (more can be found in Appendix C). Indoor Media represent a large range of established websites targeting this community. They represent news portals like *Times of India*, networking voiceboxes such as Barficulture, lifestyle sites like redhotcurry, as well as matrimonial/dating and job recruitment websites, to name a few. In total, Indoor Media now look after the interests of 120 websites delivering in total 5.5m unique users every month.

**Events**
Many of these have become large-scale events attracting large crowds in salubrious locations with London's Olympia, Birmingham's NEC or the $O_2$ Arena in Greenwich proving to be popular venues. Many of these events take place over the course of a few days and attract tens of thousands of people. Unless specified, these "melas" are family events which provide a blend of live music and dance performances, guest appearances from Bollywood stars and other famous personalties, retail stalls, fashion, food and drink exhibitions.

Some popular shows include:
- Aastha TV yoga events and merchandise
- Asiana/Asian Woman Wedding Shows
- Sunrise Radio Lifestyle Show
- Zee Bollywood Oscars
- Zee Carnival.

## Black media

Black media has not seen as prolific a growth as Asian media, but in recent times, more media has become available serving the Nigerian community. Overall, this could be down to both the level of integration and the lack of cultural and social pressures on these communities.

The following media, however, do exist. As with the main Asian channels, Zierler Media and MEMS are the main sales points for these channels:

**Television**

| | |
|---|---|
| **AIT** | **Nigerian-based general entertainment** |
| **BEN** | **General entertainment** |
| **HiTV** | **General entertainment** |
| **Nollywood** | **Nigerian-based movies** |
| **OBE TV** | **Ghanaian General entertainment** |

**Radio**

| | |
|---|---|
| **Choice FM** | **Urban, Rap Reggae, Soul/R&B** |
| **Kiss FM** | **House and Dance** |
| **Premier Christian Radio** | **Religious** |
| **Spectrum Radio** | **Ghanaian programming** |
| **The Voice of Africa** | **London-based community format** |

There are at least **180** ethnic press titles; language titles are more popular with first and second generations.

Ofcom awarded **117** broadcast licenses in 2008, **34** were for channels targeting BME communities.[34]

BME community radio has a higher income (£124k) than all other types of community radio (£110k).[34]

**34** Ofcom Media Literacy Audit: Report on UK ethnic minority groups (2008)

**Press**

Unfortunately there have been casualties in this sector, mostly due to lack of commercial support. *Touch*, the long-running urban music title has closed. Likewise, *New Nation* has ceased publication in the wake of Ethnic Media Group's demise. It is possible that the latter title might be resurrected by a rival publisher, although no offer has been made so far to acquire the rights to publish. As a result, Gleaner Voice Group has become clear market leader and its flagship, *The Voice*, continues after nearly 30 years of publishing.

Some of the more renowned titles:
**African Voice**
**Aspire**
**Knowledge**
**Newspapers**
**Pride**
**RWD**
**The Gleaner**
**The Trumpet**
**The Voice**
**Urban Music and Youth**
**Young Voices** (now online only).

This is by no means an exhaustive examination of the media available for targeting these communities, as there are a plethora of other channels available, many that are niche and may require investigation and consideration, depending on the objectives to hand. Similarly, there are countless other ethnic minority communities which also have media targeting them, both in their mother tongue and in English and, again, for different demographic groups. More sources can be found in the Appendices of this report.

**Eastern European media**

Polish media is the most established media for Eastern Europeans. While it is heavily geared towards press, other media presence is limited either to intermittent, channel-shared broadcasts on Sky, namely Polski TV, or radio, where output is chiefly aired via the internet. In no particular order, the main radio stations are Polish Radio London 24 (who also own one of the main print titles, *Cooltura*), HeyNow.com and Orla FM.

**Press**

All titles are topical news-based with general lifestyle and entertainment content too. The main publications are:

**Cooltura**
**Nowy Czas**
**Polish Daily**
**Polish Express**
**Polish Times (Goniec Polski)**
**The Voice of Poland**

In the past, mainstream regional press publishers have regularly produced Polish dedicated sections/editions in key concentrations like Reading, although much of this content has shifted online.

Polish websites aside, the Polish community also have a greater tendency of bringing back to the UK, and consuming, media originating from Poland, whether it is print products like their best selling newspaper *Fakt* or one of their leading Polish broadcasters, PolSat TV. Such channels, like others, can be accessed to varying degrees via a privately-installed dish or through the internet.

**Conclusion**

Ethnic media has witnessed a massive growth in the past two decades from just eight titles in the early 80s to more than 250 media organisations today covering television, radio, newspapers and magazines, cinema, ambient media, internet and new media.

As migration into the UK rises, ethnic media outlets can only do well due to the lack of relevant content offered by mainstream media organisations.

# appendices



## Appendix A: acroynms and glossary

| | |
|---|---|
| ONS | Office for National Statistics |
| BME | Black and Minority Ethnic |
| DCSF | Department for Children, Schools and Families |
| FMCG | Fast Moving Consumer Goods |
| MEMS | Multicultural and Ethnic Media Sales |
| RAJAR | Radio Joint Audience Research Limited |
| BARB | Broadcasters' Audience Research Board |
| CPD | Continuous Professional Development |
| NGO | Non Governmental Organisations |
| NRS | National Readership Survey |

## Appendix B – BME TV Channels

### Asian TV Channels

| | | |
|---|---|---|
| 9XM | Music | **www.9xm.in** |
| Aaj Talk | Current affairs and news | **www.aaj.tv** |
| Aag | Youth programming, sister channel to Geo | **www.aag.tv** |
| Aastha TV | Yoga and self-help | **www.aasthatv.com** |
| ARY | General entertainnment and cricket | **www.arydigital.tv** |
| ARY One World | Current affairs and news | **www.aryoneworld.net** |
| ATN | Bangladeshi general entertainment | **www.atnbangla.tv** |
| B4U Movies | Bollywood films | **www.b4utv.com/b4umovies** |
| B4U Music | Music | **www.b4utv.com/b4umusic** |
| Bangla TV | Bangladeshi general entertainment | **www.banglatv.co.uk** |
| BritAsian TV | Bhangra and Asian urban music | **www.britasia.tv** |
| Channel i | Bangladeshi general entertainment | **www.channel-i-tv.com** |
| Channel S | Bangladeshi general entertainment | **www.chsuk.tv** |
| Ekushey TV | Bangladeshi general entertainment | **www.ekushey-tv.com** |
| Geo | General entertainment for Pakistani viewers | **www.geo.tv** |
| MATV National | General entertainment | **www.matv.co.uk** |
| NTV | Bangladeshi general entertainment | **www.ntvbd.com** |
| Music India | Music | **www.musicindiaonline.com** |

**Asian TV Channels**

| | | |
|---|---|---|
| PrimeTV | Pakistani general entertainment | **www.primetv.tv** |
| QTV | Religious progamming for Muslims | **www.geotv.net/tv_channels/QTV.htm** |
| SAB | Comedy, drama and movies | **www.sabtv.com** |
| Sahara | General entertainment | **www.sahara-one.com** |
| Sony Ents | TV general entertainment | **www.setindia.com** |
| Sony MAX | Film, events and Bollywood | **www.maxasia.tv** |
| South For You | Tamil general entertainment | **www.mediauk.com/tv/341959/south-for-you** |
| Star Gold | Movies | **www.stargold.indya.com** |
| Star News | Current affairs and news | **www.starnews.indya.com** |
| Star One | General entertainment for younger viewers | **www.starone.indya.com** |
| Star Plus | General entertainment and popular soaps | **www.starplus.in** |
| Sunrise TV | General entertainment, UK-based content | **www.sunrisetv.tv** |
| Venus TV | General entertainment, regional languages | **www.venustv.tv** |
| Zee Cinema | Films | **www.zee-cinema.com** |
| Zee Muzic | Music | **www.zeemuzic.tv** |
| Zee TV | General entertainment | **www.zeeuk.com** |

## Other BME TV Channels

| | | |
|---|---|---|
| Al-Hiwar | Arabic current affairs | **www.alhiwar.tv** |
| Al-Sharqia | Iraqi current affairs | **www.alsharqiya.com** |
| Al-Iraqia | Iraqi current affairs | **www.iraqimedianet.net/tv** |
| Islam TV | Current affairs and entertainment programming from an Islamic perspective | **www.islamchannel.tv** |
| TRT | Turkish general entertainment | **www.trt.net.tr** |
| Kanal 6 | Turkish current affairs | **www.turkey.kanal-6.tv-for.me** |
| TVP1 | Polish general entertainment & current affairs | **www.tvp.pl/tvp1** |
| TVN | Polish entertainment | **www.tvn.pl** |
| BEN | African current affairs | **www.bentelevision.com** |
| OBE | General entertainment | **www.obetv.co.uk** |
| Nollywood TV | Movies | **www.nollywoodmovies.tv** |
| KICC TV | Religious programming | **www.kicc.org.uk** |

## Appendix C – BME Radio

| | |
|---|---|
| BBC Asian Network | **www.bbc.co.uk/asiannetwork/** |
| Panjab Radio | **www.panjabradio.co.uk** |
| Spectrum Radio | **www.spectrumradio.net** |
| Sunrise Radio Group | **www.sunriseradio.com** |
| Choice FM | **www.choice-fm.co.uk** |
| Kiss FM | **www.totalkiss.com** |
| Premier Christian Radio | **www.premierradio.org.uk** |
| Spectrum Radio | **www.spectrumradio.net** |
| The Voice of Africa | **www.voiceofafricaradio.com** |

## Appendix D – BME Press / Print Titles

| | |
|---|---|
| Al-Arab | **www.alarabonline.org** |
| Al-Muhajir (Arab) | |
| Al-Qods (Arab) | **www.alquds.co.uk** |
| Al-Sharq Awsat (Arab) | **www.aawsat.com** |
| Asiana | **www.asianamag.com** |
| Asian Age | **www.asianage.com** |
| Asian Enterprise | **www.asianenterprise.com** |
| Asian Trader | **www.asiantrader.biz** |
| Asian Woman | **www.asianwomanmag.com** |
| Asian Voice | **www.gujarat-samachar.com** |
| Avrupai (Turkish) | **www.avrupagazete.com** |
| Bangladeshi | |
| Bangle Post | |
| BG Ben (Bulgarian) | **www.bgben.co.uk** |
| Black Hair and Beauty | **www.blackbeautyandhair.com** |
| Cineblitz | **www.bollywood-gossips.com/category/cineblitz-magazine** |
| Cooltura (Polish) | **www.cooltura.co.uk** |
| Curry Life | **www.currylife.com** |

## Appendix D – BME Press / Print Titles

| | |
|---|---|
| Daily Ausaf | www.dailyausaf.com |
| Daily Jang | www.jang.com.pk |
| Diaspora (Romanian) | www.diasporaro.com |
| Des Pardes | www.despardes.com |
| East End Life | www.towerhamlets.gov.uk/news/east_end_life.aspx |
| Emel | www.emel.com |
| Epoch Times (Chinese) | www.theepochtimes.com |
| Etelaat (Iranian) | www.ettelaat.com/new |
| Garavi Gujarat | www.gg2.net |
| Gujarat Samachar | www.gujarat-samachar.com |
| Hurriyet (Turkish) | www.hurriyet.com.tr |
| India Today | www.india-today.com |
| Infozona (Lithuanian) | www.infozona.co.uk |
| Irish Post | www.irishpost.co.uk |
| Janomot | www.ssba.info/Tenants/Janomot.html |
| The Jewish Chronicle | www.thejc.com |
| Kayhan (Iranian) | www.kayhannews.ir |
| Masala | www.masala.com |

## Appendix D – BME Press / Print Titles

| | |
|---|---|
| Muslim News | **www.muslimnews.co.uk** |
| Muslim Weekly | **www.themuslimweekly.com** |
| Naija Times (Nigeria) | **www.naija-times.com** |
| The Nation | **www.nation.com.pk** |
| The New Nation | **www.nation.ittefaq.com** |
| Nawai Jang | **www.nawaijang.com** |
| Newslanka | **www.newslanka.net/news.html** |
| Notun Din | **www.notundin.com** |
| One Philippine | **www.onephilippines.co.uk** |
| Potrika | **www.potrika.co.uk** |
| Polish Express | **www.polishexpress.co.uk** |
| Polski | |
| Pride | **www.pridemagazine.com** |
| Punjabi | |
| Q News | **www.q-news.com** |
| Somali Eye | **www.somalieye.co.uk** |
| Sikh Times – online only | **www.sikhtimes.com** |
| Sing Tao (Chinese) | **www.singtao.com** |

## Appendix D – BME Press / Print Titles

| | |
|---|---|
| South African Times | **www.southafrican.co.uk** |
| Sri Lanka today | **www.srilankatoday.com** |
| Surma | **www.surmanewsgroup.co.uk** |
| Tandoori | |
| Toplum (Turkish) | **www.toplum.co.uk** |
| The Trumpet (Nigeria) | **www.thetrumpet.com** |
| The Voice (Caribbean) | **www.voice-online.co.uk** |
| UK Lanka Times | **www.ukasiatimes.com** |

## Appendix E – BME Media Sales Houses

| | |
|---|---|
| 247 Real Media | **www.247realmedia.co.uk** |
| Ad Mob | **www.admob.com** |
| Adconion UK Ltd | **www.adconion.com** |
| Addvantage Media | **www.addvantagemedia.com** |
| Clacksons | **www.clacksons.com** |
| Digital Spark | **www.digital-spark.co.uk** |
| Forward Ltd | **www.theforwardgroup.com** |
| Huson Media | **www.husonmedia.com** |
| Indoor Media | **www.indoormedia.co.uk** |
| Johnston Press | **www.johnstonpress.co.uk** |
| Logika Media | **www.logikamedia.com** |
| Mediamorphosis Inc. | **www.mediamorphosis.co.uk** |
| MEMS – Multicultural and Ethnic Media Sales | **www.tmhtelemedia.co.uk** |
| Strongest Media | **www.strongestmedia.co.uk** |
| Zierler Media | **www.zmedia.tv** |

# FURTHER READING



1999
**Include Me In**
*Annabelle Sreberny*
**www.ofcom.org.uk/static/archive/bsc/pdfs/research/Include.pdf**

2001
**Boxed In – Offence from Negative Stereotyping in Television Advertising**
*Jane Sancho and Andy Wilson, ITC*
Research conducted by The Qualitative Consultancy (TQC)
**www.ofcom.org.uk/static/archive/itc/research/boxed_in_offence.pdf**

2001
**Briefing Update: The Representation of Minorities on Television: a Content Analysis**
*Broadcasting Standards Commission*
**www.ofcom.org.uk/static/archive/bsc/pdfs/research/briefing9.pdf**

2002
**Multicultural Broadcasting: Concept and Reality**
*Andrea Millwood Hargrave (ed.)*
**www.ofcom.org.uk/static/archive/bsc/pdfs/research/multi-cultural.pdf**

2002
**Minority Ethnic Pupils in Mainly White Schools**
*Tony Cline, Guida de Abreu, Cornelius Fihosy, Hilary Gray, Hannah Lambert and Jo Neale*
**www.standards.dfes.gov.uk/ethnicminorities/links_and_publications/763023/research__report.pdf**

2003
**Ethnic Diversity in the UK: A Guide for the Advertising Industry**
*Ray Barrett, Bobby Hui et al*
**www.ipa.co.uk/Content/Ethnic-diversity-in-the-UK-2003**

2003
**COI Communications Common Good Research: Ethnic Minority Communities**
*Executive Summary*
*Turnstone Research Connect Research and Consultancy*
**www.coi.gov.uk/documents/common-good-bme-exec-summ.pdf**

2003
**Reaching The Ethnic Consumer: A Challenge For Marketers**
*David Fletcher*
**www.ofcom.org.uk/static/archive/bsc/pdfs/research/ethnic.pdf**

2003
**Ethnic Minorities And The Labour Market**
*This report was prepared by a multidisciplinary team guided by a Sponsor Minister and an Advisory Group with Government and non-Government representation.*
**www.cabinetoffice.gov.uk/media/cabinetoffice/strategy/assets/ethnic_minorities.pdf**

2004
**Britain's Creativity Challenge**
*Charles Leadbeater*
Creative and Cultural Skills

2004
**The Changing Face of Britain: Ethnic Minorities in the UK**
*Opportunity Now*
**www.opportunitynow.org.uk/resources/external_publications/blank_1_4.html**

2005
**The Greater London Authority's Race Equality Scheme Summary 2005–2008**
*Greater London Authority*
**www.london.gov.uk/mayor/equalities/docs/race_equality_scheme_summary.pdf**

2005
**Ethnic Representation in Agencies**
*M.I.M. Umarji*
www.ipa.co.uk/Content/Ethnic-Representation-in-Agencies

2005
**What Does it Mean to be British?**
*Jennie Beck*
www.scribd.com/doc/17677649/What-Does-It-Mean-to-Be-British

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www.prowess.org.uk/about/documents/ProwessProfile5for
Website_000.pdf

2007
**Communications Market Special Report: Ethnic Minority Groups and Communications Services**
*Ofcom*
www.ofcom.org.uk/research/cm/ethnic_minority/ethnic_grps.pdf

2009
**Social Trends No. 39**
*Office for National Statistics*
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