

New iPROM and Valicon Research on Media Consumption: Television Actively Drives the Use of the Internet

LJUBLJANA, 06 December 2016

Findings from iPROM and Valicon surveys on media consumption and simultaneous use of television and the internet show that most users use mobile devices to access the internet. The results confirm that television drives internet use, particularly among young people. As much as 71 percent of all TV viewers use the internet at the same time to participate in social networks, check e-mail or browse different web sites.

Television drives internet use - particularly among young people

While watching TV, 71 percent of all respondents use the internet: 36 percent participate in social networks, a quarter browses web sites and reads and responds to e-mail. Fifty-four percent of the respondents confirm that they have been motivated by television to immediately turn to their mobile phone to look up additional information. This number is as high as 70 percent in Generation Z.

iPROM and Valicon also compared results for different generations (baby boomers and generations X, Y and Z*). While watching TV, visiting social networks is by far the most popular activity for young people - this applies to two thirds of all Generation Z users and more than half of Generation Y users. While social networks remain the most popular destination for Generation X, this is only true for one third of all users.

While watching TV, **Generation Z** likes to browse the web (one third), and the same percentage of users like to watch entertainment video content and use instant messaging apps (e.g. Skype).

In addition to visiting social networks, **Generation Y** likes to check their e-mail (one third), browse the web (30 percent) and watch entertainment video content (one fifth).

Among **Generation X respondents**, a fifth of all users check their e-mail and browse web sites while watching TV.

Baby boomers like to read e-mail (27 percent) and participate in social networks (23 percent), while as many as 22 percent read the daily newspaper while watching TV.

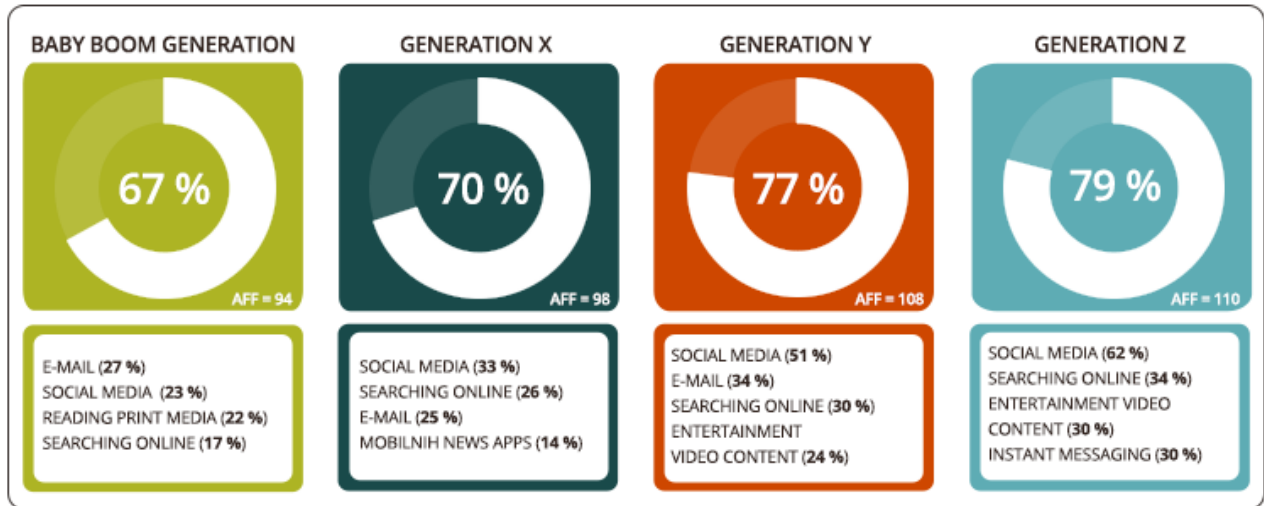


Figure 1: Simultaneous activities across digital channels while watching TV.

Source: iPROM and Valicon, 2016.

Matjaž Robinšak, partner at Valicon, commented on the study results: »Today, digital channels heavily influence the methods or practices of media consumption. In addition, the internet has become a fragmented medium, so we can view it as a platform for disparate services, such as social networks, web sites, YouTube and news portals. Although the characteristics of their use are shared, each one is an independent media channel. The result is that, as users, we are ‘connected’ throughout the day.«

Smart phones are the first choice for accessing the internet

Three quarters of the respondents access the internet using their smart phones, while 43 percent use tablet PCs. There is a visible generation gap here: smart phones are used by 93 percent of Generation Z and 85 percent of Generation Y users, 77 percent of Generation X users and 57 percent of baby boomers. Almost half of Generation X users use tablet PCs, a 10 percent increase over tablet usage by generations Y and Z.

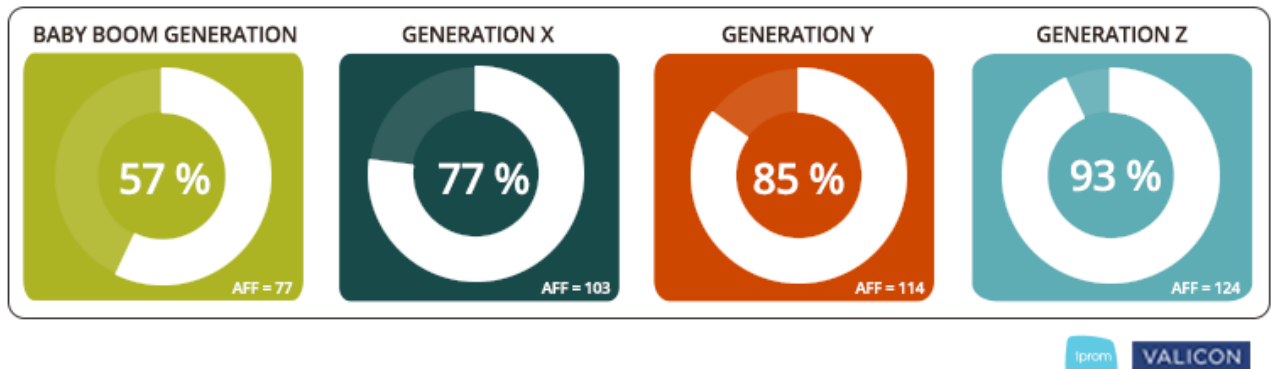


Figure 2: The use of mobile phones for accessing the internet.

Source: iPROM and Valicon, 2016.

When it comes to reach, web sites are in the lead; when it comes to the time users spend with media, radio is ahead

When comparing the reach of different media, web sites take the first place among Slovenian internet users (87 percent reach), followed by radio (72 percent), news portals (71 percent), television (70 percent), social networks (68 percent) and entertainment video content (66 percent).

When comparing the average time internet users spend with different media during the day, listening to the radio is in the lead with almost two hours per day, followed by web sites (1 hour and three quarters) and TV watching (1 hour and a half). Social networks also rank highly with 1 hour and 15 minutes spent.

The young spend more time on social networks, while the older generation prefers radio and television

When it comes to the time different generations spend with individual media, web browsing takes the lead among generations Z, Y and X, while differences are mostly present in other categories.

On average, **Generation Z** spends two and a half hours per day web browsing, followed by more than two hours spent on social networks and two hours of watching entertainment video content.

Generation Y spends, on average, almost two and a half hours daily browsing the web, a little less than two hours listening to the radio, an hour and a half visiting social media and the same amount of time watching TV.

Generation X spends, on average, a little more than an hour and a half browsing the web, an hour and a half each watching TV and listening to the radio and a little more than an hour visiting social networks.

Baby boomers spend the least time browsing the web, only one and a half hours daily. They spend more time listening to the radio and watching TV. Despite the generation gap, baby boomers spend, on average, 45 minutes per day visiting social networks.

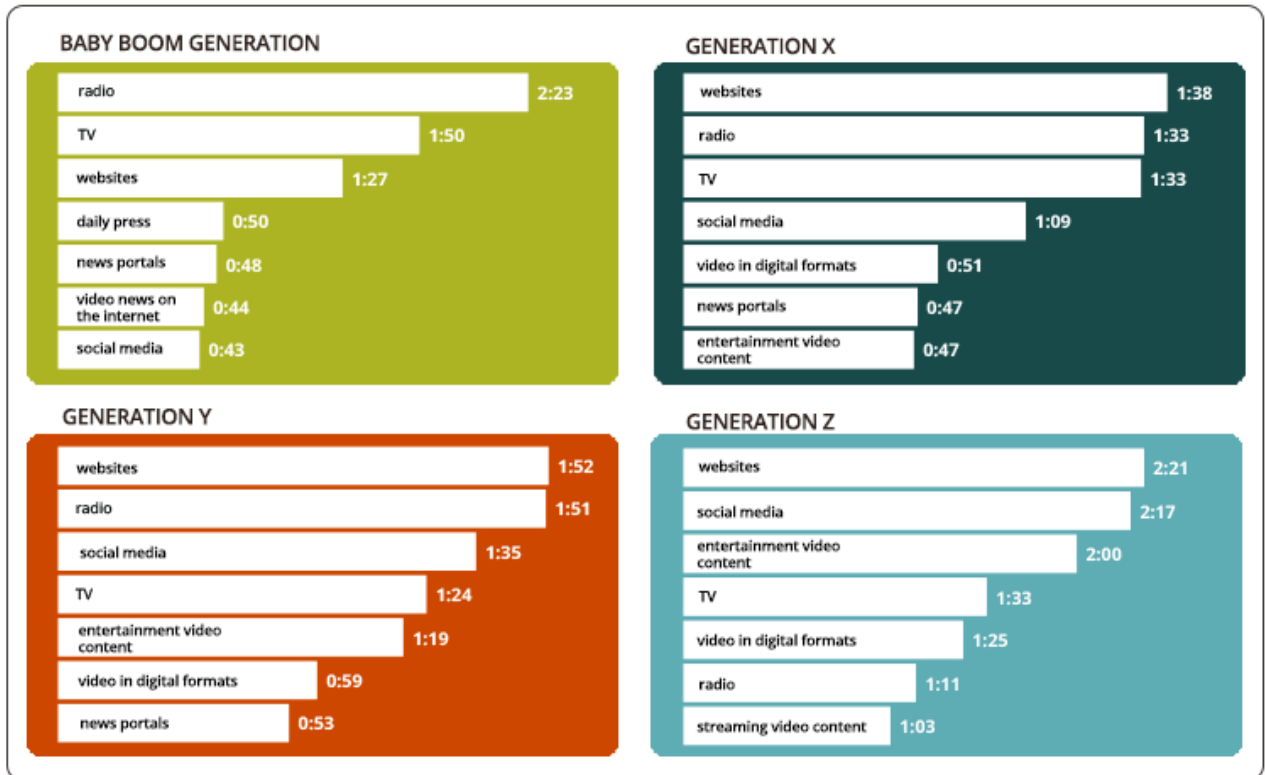


Figure 3: Time spent with individual media by different generations.

Source: iPROM and Valicon, 2016.

Time shifting is used primarily so that users can view content when they want

Almost half of the respondents use the time shifting function when watching TV, and no substantial differences can be observed among different generations. As much as 70 percent of the respondents state that the main two reasons for using the function are so that they can watch the shows when they want and because they cannot watch them during regular programming.

It seems that skipping ads is also a welcome function, used by 45 percent of the users with the time shifting function. Thirteen percent of the respondents with access to time shifting use it exclusively to skip ads.

Simon Cetin, partner at iPROM, commented: »I would particularly like to draw attention to the trend of the simultaneous use of the internet and television. As the buying path today is linear, and users are informed and demanding, the internet with its ability to provide feedback instantly is taking over the function of the medium to which they turn when they wish to explore information they receive from their environment (including the information coming from television) at that very moment. We can therefore gain the users' attention on the internet by providing the information they are looking for at the moment they look for it. Therefore delivering the right message at the right time to the right device is becoming our new paradigm.«

Methodology

The CAWI method was used in online surveys for both studies, media consumption and simultaneous use of television and the internet. 1,175 users of Slovenian digital media participated in the studies. Survey respondents were recruited using the iPROM Cloud platform for centralized target audience buying. It was carried out across online and mobile media, social networks and browsers through online ads and invitations to participate in a survey.

* Generation Z: ages 15–21, born in 1995 and later; Generation Y: ages 22–35, born between 1981 and 1995; Generation X: ages 36–55, born between 1961 and 1980; baby boomers: ages 56–70, born between 1945 and 1960

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About iPROM

iPROM specializes in planning and running advertising campaigns in digital media. The tools we create are used across the industry by advertisers, direct marketers and web publishers and help them plan, execute and analyze their digital marketing activities. They are designed to increase the effectiveness of these activities as well as to make the complex world of web advertising a little simpler for our customers, justifying their investments with outstanding returns.

In a data-driven world, ad-serving efficiency is very important. Using media properties, data analytics, in-depth research and the smartest technology available, we enable marketers to deliver the right message to the right person at the right time, every time. With our tools for ultra-precise targeted audience segmentation, effective planning and proficient execution, companies are equipped to build better brands, more successful operations and stronger customer relationships.



About Valicon

We are a marketing consulting company with rich experience in marketing research.

Our knowledge and skills reach into various disciplines, such as brand management, management consulting, development and innovations, media, trend forecasting, web strategies, CRM and data mining. These marketing and business skills give us deep industry insight, which helps us offer valuable decision-making advice to our clients. We are specialized in small markets and offer our clients custom and standardized solutions. Advanced technologies, internal development efforts and a good understanding of our clients' industries help distinguish our service from the rest. Our success stems from the good relations we have with our clients, regional partners and local communities.