

Media Consumption in Slovenia: 71 Percent of Internet Users Are Online While They Watch TV

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Valicon and iPROM presented the results of a new survey that shows how media consumption on the internet differs from the consumption of traditional media.

Valicon and iPROM presented the results of their Media consumption survey, which was carried out among Slovenian internet users in March and April. They found that internet users spend the majority of their time reading and watching news, using social networks and e-mail, and watching user-generated video content. Just like the rest of Europe, Slovenian users also characteristically watch several screens at once, particularly TV and computer, tablet or smartphone. 71 percent of TV viewers use the internet while they watch TV while the European average is 48 percent. Most users of smart mobile devices (68 percent) have used their tablet or smartphone to view or search for information online while they watched TV.

A fifth of the time spent online is used to view editorial content (news, articles, video news) on news portals and mobile apps; 19 percent of the time is spent watching user-generated content (watching entertainment video content, using social networks); and 17 percent is spent to access different services and information (browsing online stores and product or service information pages, general browsing, e-mail, etc.).

Čas, ki ga slovenski uporabniki interneta v dnevu namenijo različnim kategorijam v "online" in "offline" medijih (vir: Valicon in iPROM, marec in april 2014)



Time spent by Slovenian Internet users on different categories in online and offline media; source: Valicon and iPROM, March and April 2014 (n=818).

When they consume offline media, Slovenians with internet access spend most of their time (38 percent) following editorial content (watching regular TV programs, reading print media and listening to the radio).

Matjaž Robinšak, Project Manager and Partner, Valicon, explained: »Internet is a fragmented medium and cannot be directly compared to traditional media that are mostly editor-driven. Regardless of that, the fact remains that when an average internet user is online, they are exposed to more ads compared to other media. Digital advertising is not just about advertising in media with editorial content, it is also about advertising within online services and marketing on social networks as an example of user-generated content.«

Multimedia consumption while watching TV

More than 71 percent of people who watch TV daily simultaneously perform other media activities that are mainly related to the internet. To access the internet, 44 percent use their laptop, 39 percent use their smartphone and one third uses their tablet.

Naprave, ki jih slovenski uporabniki interneta najpogosteje uporabljajo medtem, ko gledajo televizijo (vir: Valicon in iPROM, marec in april 2014)



Devices most commonly used by Slovenian internet users while they watch TV; source: Valicon and iPROM, March and April 2014 (n=818).

Methodology

The research was performed by Valicon and iPROM between March and April; the survey had 818 respondents. Sample came from the population of Slovenian internet users who were recruited to participate across digital media (online and mobile) using online ads served by iPROM Cloud. 1.4 million persons or 95 percent of the Slovenian internet population viewed the invitation to participate in the survey.

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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.