Media consumption trends

WIVE WP2 QUARTERLY REPORT
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Introduction
Paving for media consumption in 5G

Multiple screens, multitasking, the social dimension, focus on engagement and learning, and the shift towards consuming media content over mobile technology networks – the media business is witnessing convergence on multiple levels and dimensions. One of the major milestones is the transition from the 4th generation mobile technology to the 5th generation (from 4G to 5G). However, from the perspective of the consumer the technology really does not matter, as long as it works. The services, the stories and brands, the experiences and the opportunities for engagement become core issues and goals among the end-users.

Still, we would like to predict the future and envision successful applications and services for the 5G contexts. Therefore, we turn to current trends, research findings, reports and thoughts in order to detect important signals.

The first quarterly report in 2017 summarizes some of the most important contributions to paving the way for 5G from a media consumption and end-user perspective. The report features different perspectives, namely (i) the academic community, (ii) the blogger community, and (iii) the industry. We pick the latest and most relevant reports and publications and summarize the main findings. In addition, we also present first results from a longitudinal media diary study conducted at the Åbo Akademi University, School of Business & Economics. The study focuses on young people (millennials, Gen Z) and their media consumption patterns.

Turku, 28th April 2017
The academic’s stage
Points of view from the researchers

# Second screen effects on engagement and learning

A survey study (N=1417) aimed at showing the effects of using second screening when consuming media. TV audiences use wireless devices in order to multitask (check social media, look up info, comment programs etc.). Simultaneous media use was found to increase engagement with the TV content and also lead to incidental learning. The viewers perceive their online activities helping them in gaining new knowledge.

The research also extends the concept of the ‘active audience’ and includes especially those viewers who engage in televised content by using wireless devices.


# The consumer in a connected world

A special issue in the Journal of the Association for Consumer Research focuses on different aspects of the connected consumer, for example, psychological, sociodemographic and management aspects are explored. The contributors conclude that the presence of one’s smartphone reduces available cognitive capacity (smartphone-induced “brain-drain”) and the opportunities of companies in automatically collecting and processing data from the connected consumers. Also, the fear of missing out and feeling socially excluded is discussed; smartphones conveniently help us connect with others, but they also have an isolating effect.


Prediction #1: Apps and content will be bundled together to create seamless user experience across multiple services (the rise of apps as ecosystems)

Prediction #2: Homes, cars, and even individuals will become connected to digital services

Prediction #3: Advertising will finally catch up with consumer behavior and embrace the cross-device standard

Prediction #4: Virtual reality (VR) and augmented reality (AR) will move from novelty to cash flow


Esther Kezia Harding, 17.3.2017: “10 media trends for 2017 and beyond”

1. Abundance (aggressive competition for eyeballs)
2. Digital disappears (the younger you are, the less the concept of ‘time spent online’ makes any sense)
3. The horizontalisation of media (vertical silos do not work anymore)
4. Lines blur (the very devices are defying categorization)
5. More intimate screens and data (personalization)
6. New realities (VR)
7. The predictive web
8. The ecommerce separation (separating shopping and buying)
9. Vanishing interfaces, new inputs
10. AI

Industry reports
An overview of recent findings on media consumption

The Nielsen Company: Millennials on millennials
Date: 3rd February 2017

Main findings & contributions
# Millennials love TV-connected devices
# Millennials are a distracted audience (multitasking & attention)
# Millennials are less bothered by advertising, especially if the content is for free
# Social media stars are “celebrities”

Source:

Wireless World Research Forum: Millennial users in a 5G context
Date: March 2017

Main findings & contributions
# Summarizes research on millennials
# Millennials expect the transition to 5G to occur as a natural progress; they do not see 5G as “anything special”
# Privacy and trust are key factors; millennials expect to be in control of their data in the future
# The generation following the millennials = the centennials

Source:

Google: Generation Z. New insight into the mobile-first mindset of teens
Date: March 2017

Main findings & contributions
# First phones are a major milestone
# Video rules on mobile (7/10 teens claim to watch mobile video 3 hours/day)
# GenZ are mobile-first shoppers
# GenZ stays connected (smartphones connect and entertain today’s teens)

Source:
https://storage.googleapis.com/think/docs/GenZ_Insights_All_teens.pdf
Background of the study

The focus of the media diary studies conducted at Åbo Akademi University is self reported media consumption among youngsters. Since 2013, approximately the same week and month of the year, youngsters are asked to keep a diary on their media consumption for seven consecutive days. The diary follows a certain structure (morning, day, evening, night) and guides the informant to pay attention to, among other things, micro moments and type of consumed content. The diaries are coded in search for patterns, similarities, trends etc.

Trend #1 Increased media multitasking

Youngsters often use several devices or platforms simultaneously for different purposes.

“I always check social media on my phone while watching TV, how would I know what happens in the world otherwise?” (Girl, 19)

“I regularly check my phone while studying to keep in touch with my friends” (Girl, 20)

“Checking for example a news story from several different perspectives to make sure it is true makes sense” (Boy, 21)

Trend #2 Music and videos

Youngsters listen to music and watch videos everywhere and all the time, mostly using their smartphone or laptop.

“I watch TV series on my laptop because it is easy, I don’t need a TV anymore” (Boy, 25)

“I listen to music, watch videos on YouTube all the time, it is really convenient” (Girl, 19)

“I like listening to music on Spotify while walking, exercising, studying and whenever I’m home alone” (Boy, 23)

Trend #3 Regular and extensive routines, but often unconscious

Youngsters use media frequently throughout the entire day. They report an excessive media use, but claim they do not use media “that much”.

“I didn’t know I check the same sites and use the same devices at the same time every day” (Boy, 21)

“I didn’t realize I have formed routines in the morning and in the evening that are the same every day. They all involve my smartphone” (Girl, 19)

“I knew I was addicted to my phone, but I didn’t know how frequently I really check social media” (Girl, 20)
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