Personalized media and media experiences coming up

“There is no sense that the technology revolution is slowing down. If anything, it seems as we are at the beginning of a new phase of disruption.” (Newman, 2018)

The beginning of 2018 highlights media users as having unprecedented control over their own media consumption; they customize and create their own media environment and experiences. As the number of media hours per day increases, soon reaching staggering 12 hours, so does the propensity to multitask and the likelihood of tuning out content that does not seem interesting. The competition for the users’ attention has never been fiercer and the role of traditional media in the personalized media environment is changing.

Reports on media behavior estimate a rapid increase in mobile media consumption. In addition, online purchasing is increasingly moving towards mobile devices, confirming the status of the smartphone as disruptive in terms of digital content consumption. Another recent trend is a continuous struggle for traditional TV. New players and services as well as changing behavior challenge the role of especially linear TV. However, the findings reported are somewhat contradictory; while some reports highlight the second coming of the TV screen as bringing people together and as an enabler of collective and social media experiences, other reports point at increased media consumption through mobile devices and decreasing use of TV screens.

Furthermore, it seems that youngsters are redefining the very concept of media. Are you prepared to redefine media too?

Turku, 5th April 2018
INDUSTRY REPORT: Reaching new heights through personalization and mobility
Kevin Wescott, January 2018

An industry report published by Deloitte predicts opportunities for growth within the media and entertainment industry in 2018.

# The popularity of streaming services continues to explode, especially among millennials. In response to this, media companies are increasingly targeting consumers with their own streaming services. For example, Disney plans to launch their own streaming services, ending their agreement with Netflix.

# Consumers are reluctant to pay for exclusive content on top of their subscription services, as this may hinder the growth of some content platforms.

# VR and AR technology will enhance storytelling and enable new media experiences, however, not in the full-length movie format.

# Wearables will likely deliver their biggest value in the area of health and wellness.

# Content creators need to explore alternative formats aimed at smaller screens and shorter attention spans. All content should be optimized for mobile devices.

An industry report published by The Reuters Institute for the Study of Journalism sums up 2017 and highlights some key trends and predictions for 2018.

# The role of platforms will change in 2018, due to for example reputational damage and a wish among publishers to break their dependence on these.

# The matter of trust becomes crucial in an era of fake news. “Trust is no longer dictated by authorities but is networked by peers”.

# Facebook use is stagnating, while Instagram and WhatsApp continue to grow. Journalists are increasingly using tools like Instagram stories to tell their own mobile stories.

# Traditional TV is increasingly challenged by players like Netflix and Amazon. Exclusive must-see content is the key to capture users interest.

# Business models are shifting from advertising to reader payment due to an increased focus on mobile screens where advertising is rapidly becoming irrelevant.

# Moving audiences from being anonymous to being “known” is critical for any media company seeking to provide more personalized and relevant content and services. If not subscriptions, then at least registration for users will be needed.

# AR will take a major step towards widespread adoption in 2018 while VR will grow in niches, such as the corporate sector and games.

Source: https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2018-01/RISJ%20Trends%20and%20Predictions%202018%20NN.pdf
INSIGHT REPORT: The 5G consumer future

Ericsson ConsumerLab, January 2018

The report discusses the promise of 5G and its potential to impact the way we interact with wireless devices. Six calls to action from consumers are proposed, based on 1000 smartphone users in 14 countries (conducted during July 2017).

# Provide an effortless buying experience: half of smartphone users are unaware of the content of their subscriptions. Users are, for instance, not aware of mobile advertising draining their data allowances. Half of smartphone users globally experience data plan distress on approaching their allowance limits.

# Offer a sense of unlimited: consumers’ primary motivation to buy unlimited data plans relates to peace of mind and reducing the fear of penalties when exceeding data allowance limits. The report suggests that users are not necessarily looking for limitless data plans but rather a sense of unlimited, enough to cater their needs.

# Treat gigabytes as currency: consumers are increasingly aware of the amount of unused data they are left with each month.

# Offer more than just data buckets: consumers prefer individualization and choosing products and services based on their needs. Smartphone users may be segmented into power users, video-centric users, social media-centric users, browser-centric users, utility users and light data users.

# Give more with 5G: a third of global users expect capabilities beyond speed and coverage

# Keep networks real: consumers expect their operator to have the best network in the country

BLOG: Finland is the mobile data capital of the world
Dan Robitzski, 21st January 2018

# People in Finland use more mobile data than any other country in the world. In December 2017 the average Finn used about 20 GB of mobile data, which is a dramatic rise compared to the average of 11 GB per month in 2016.

# The high usage of mobile data as well as fierce competition among data providers has resulted in almost 100 percentage coverage of high speed networks across the entire country.


ARTICLE: Increasing mobile purchases also in Finland
Karla Kempas, 12th March 2018

# Finns are increasingly using their smartphone for online purchases. The amount of purchases done using a smartphone rose in 2017 with eight percent compared to 2016. In 2017, every fifth online purchase was done with a smartphone.

# Reasons behind a growing mobile purchase behaviour include the fact that the smartphone is always nearby. The mobile is often used for searching for product information and for comparing prices; buying at the same time becomes very simple and easy.

Source: Helsingin Sanomat 13.3.2018, A 23 (in Finnish)
ARTICLE: A million WhatsApp messages were sent in the time it’s taken you to read this headline
Rob Smith, 19th March 2018

60 seconds might not seem as much, but a lot of things happen in our digitalized world in that time. While smartphone sales is currently stagnating, sales of wearables such as fitness monitors, Bluetooth headsets, and smartwatches are forecast to grow by around 13 % per year in the coming years. This will most likely only add to the already quite extensive list of activities that takes place during 1 minute in the digital and mobile media landscape. In 2017;

# On average more than 29 million WhatsApp messages were sent in 60 seconds. That’s more than 1.7 billion messages per hour, and more than 40 billion messages per day.

# Over 243 000 photos were uploaded to Facebook within 60 seconds.

# The about 330 million active users on Twitter sent around 350 000 tweets in 60 seconds.

Source: https://www.weforum.org/agenda/2018/03/internet-minute-whatsapp-facebook-emails

ARTICLE: Mobile media consumption will grow by more than 27 percent this year
Eurowatchers, 13th February 2018

# Mobile technology is transforming the way people around the world consume media and is expanding overall media consumption. The time people spend on mobile will increase overall media consumption by 1.4%.

# The number of time people around the world spend using mobile Internet will increase by 27.7% in 2018. Consumption of all other media (including also desktop Internet) will decline by 3.4 % in total.

PRESS RELEASE: The Finnish TV year 2017 in retrospect
Finnpanel, 19th January 2018

# Around 2 million Finns watched television every evening in 2017. Finns watched television on average 2 hours and 48 minutes per day.

# The most watched television program in 2017 was the TV1 20.30 news broadcast on Finland’s Independence Day (6.12). Sporting events such as the World Ski Championships in Lahti and the Ice Hockey World Championships also gathered the interest of the TV audiences. Furthermore, documentaries and long-running TV series were popular.

# Yle’s channels were the most viewed ones, with MTV in second and Nelonen Media in third place. However, commercial channels are on the rise among several age groups.

# Watching Live TV on a big TV screen among friends and family is a trend on the rise.

# Watching TV content on demand is also becoming more popular. Especially TV-series are watched using on-demand services.

# A smart TV could be found in every fourth Finnish home by the end of 2017.

# 63% of Finnish households use also other devices than the TV for watching television content, for example computers and smartphones. There is an increased demand for watching television content regardless of place and time.

ARTICLE: You can watch Netflix on any screen you want, but you’re probably watching it on a TV

Peter Kafka, 7th March 2018

# While most Netflix subscribers sign up on phones or computers, 70% of viewing happens on TVs.

# Netflix has acknowledged the importance of TVs for a long time, reminding us that not everything is moving to the mobile phone.

# Youtube’s live TV service is also generating more than half of its streams on TVs.

# Netflix subscriptions seem to evolve over time, starting with smaller screens and moving into the bigger screens in the house, no matter what kind of content.


ARTICLE: Over 50-year olds have learned to watch TV-content on mobile devices too

Pertti Mattila, 15th February 2018

# Watching TV content on mobile devices is growing popular among all age groups in Finland.

# 14% of the age group 15-17 watch television solely on the TV screen. While about 50% of age group 50+ still watches television content only on the TV screen, this number is decreasing as more television content is watched using mobile devices.

# Watching linear TV is decreasing among all age groups as streaming and on-demand services are becoming increasingly popular.

Source: [http://www.ts.fi/uutiset/kotimaa/3842646/Myos+yli+50vuotiaat+oppineet+katsomaan+tvohjelmia+mobilillaitteilla](http://www.ts.fi/uutiset/kotimaa/3842646/Myos+yli+50vuotiaat+oppineet+katsomaan+tvohjelmia+mobilillaitteilla) (in Finnish)
Prime time is no longer what it used to be as media consumption has become mobile. Audience behavior differs between channels and industries. The key to understanding how to get through to your audience lies in learning the best times to interact in different channels based on audiences’ engagement patterns with different social media sites and brands. The study featured in this blog post focus on engagement of more than 20 000 customers in different social media networks across different industries. The results show for example that;

# Thursdays are in general the best day in the week for posting on Facebook. Facebook prime time is Wednesday and Thursday afternoon.

# Thursday is also the best day in the week for posting on Instagram. Instagram prime time is Wednesday afternoon, Thursday morning and afternoon as well as Friday morning.

# Friday is the best weekday for Twitter, with prime time on Friday morning.

# Wednesday is the best day to post on LinkedIn, with prime time on Wednesday afternoon.

Source: https://sproutsocial.com/insights/best-times-to-post-on-social-media/
The longitudinal media diary study at Åbo Akademi University focuses on self-reported media consumption among diginatives (youngsters born in and after 1990). Since 2013, around 100 media diaries have been collected annually. Every diary encompasses seven days and follows the same structure (morning, day, evening, night). In 2018, a total of 101 media diaries were collected during week 9 (Monday 26th February – Sunday 4th March).

In 2018 youngsters are redefining media

The most prevalent trend in the 2018 media diaries relates to how youngsters define media. Compared to earlier years, the definitions are quite different, encompassing a much more digital and mobile outlook on media. While traditional media is still mentioned, it is not considered relevant by the majority of the participants in the diary study. Media is defined as, for example:

“All kind of channels through which I get information.” (Frank, 19, 2018)

“Media is all channels available for sharing information.” (Bella, 24, 2018)

“Media is everything that happens on any screen, like your phone, computer or TV.” (Tom, 22, 2018)

“Digitalization has enabled easier access to any media, all media is now in your mobile.” (Minna, 19, 2018)

“I don’t define Whatsapp as media as I only spend short periods of time there, even though I do it often.” (Jim, 21, 2018)
Recent publications and activities

**Johanna Lindström** (PhD student, Åbo Akademi University)
Presentation at the WIVE seminar “The future of media in 5G” on 21st March 2018
What are the youngsters doing? Insights from a longitudinal media diary study
Available at: [https://drive.google.com/open?id=1zu6jFCCFt4kHd1y4DO1Tr1INImPL-2kF](https://drive.google.com/open?id=1zu6jFCCFt4kHd1y4DO1Tr1INImPL-2kF)

**Karl-Jacob Mickelsson** (Post doc researcher, Åbo Akademi University)
Presentation at the WIVE seminar “The future of media in 5G” on 21st March 2018
Understanding customer experiences in media services
Available at: [https://drive.google.com/open?id=1yhEFy54S-WOH3ENPoyWi5gzJBYKsrDtl](https://drive.google.com/open?id=1yhEFy54S-WOH3ENPoyWi5gzJBYKsrDtl)

**Carolina Stubb** (PhD student, Åbo Akademi University)
Presentation at the seminar “Uutta kasvua” on 23rd March 2018
Content marketing is still king in the age of influencer marketing
Available at: [https://drive.google.com/open?id=1WFhMPbhE9BiCupeQijRnl3npxoJlEqz](https://drive.google.com/open?id=1WFhMPbhE9BiCupeQijRnl3npxoJlEqz)

Useful links

**Yle toimintaympäristökatsaus:**

**Medialiitto & Viestintäalan tutkimussäätiö: Uutta kasvua -seminar** (March 23rd 2018)
[https://www.youtube.com/watch?v=3G0dqN3mFO0&t=3024s](https://www.youtube.com/watch?v=3G0dqN3mFO0&t=3024s) (Finnish and English)