



MEDIA CONSUMPTION TRENDS

WIVE WP2 QUARTERLY REPORT
OCTOBER-DECEMBER 2018

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MEDIA CONSUMPTION TRENDS Q4 2018

The end of the calendar year usually involves the publication of reports and overviews of 2018. The fourth quarter of 2018 is no exception – the fourth quarterly report features statistics of media use in Finland, Sweden and worldwide. Concurrently, predictions for 2019 are released, painting a picture of where things are headed, which services or gadgets consumers will adopt, and how it will impact media consumption patterns in general. An interesting example from the reports comes from Sweden, where they pinpoint media use by 0-1-year-olds; 26% of infants consume content on the tablet. The tablet continues to be the main device for 1-7-year-olds, whereas the smartphone is the most common device used by children aged 8 and older.

Reports and overviews published in October-December 2018 bring forth sustainability and green values combined with the use of technology and consumption of media content. Future technologies holds promises of, for instance, decreasing individuals' carbon footprint (less commuting, more data on personal consumption) and increased awareness regarding health. Virtual assistants (Amazon Alexa, Apple Siri, Google Assistant, Samsung Bixby) and voice-activated (intelligent) speakers are envisioned to not only change the way we access media content, but also how we consume it. The impact on media consumption of using voice activation and virtual assistants is yet to be discovered, as devices become smarter and increasingly connected. However, the question still remains – will the full potential of virtual and augmented reality reach the mass market, and when?

We are looking forward to another year of shifts and changes in media consumption. All the best for the year 2019!

Turku, 11 January 2019



ERICSSON CONSUMERLAB - TRENDS 2019

INSIGHT REPORT: 10 Hot consumer trends 2019

Ericsson ConsumerLab, December 2018

- #1 *Awearables*. Devices will interpret and understand our mood within a few years.
- #2 *Smart quarrels*. Virtual assistants (Alexa, Siri etc.) bicker and argue just as family members do.
- #3 *Spying apps*. Consumers think apps are collecting data on them (even though the apps are not used).
- #4 *Enforced agreement*. Having to accept data collection cookies is leading to consumer fatigue.
- #5 *Internet of skills*. AR/VR users call for apps and equipment that give virtual guidance for everyday tasks.
- #6 *Zero-touch consumption*. Consumers call for automated bills and subscriptions, self-restocking household supplies of generic items, and virtual assistants to handle finances.
- #7 *Mental obesity*. Virtual assistants make decisions for consumers (so they, in turn, forget how to think).
- #8 *Eco me*. Devices such as smartwatches measure, e.g., carbon footprint (more self-knowledge).
- #9 *My digital twin*. AR and VR users want lifelike avatars that mimic them.
- #10 *5G automates society*. 5G will connect devices. However, in order to reach the mass market 5G may require a device, such as the AI phone, that becomes an intelligent hub for IoT devices.

Source: https://www.ericsson.com/assets/local/trends-and-insights/consumer-insights/reports/10hctreport2019_screen_aw.pdf



GLOBALWEBINDEX - TRENDS 2019

INDUSTRY REPORT: The trends to know for 2019

GlobalWebIndex, December 2018

One of the major consumer trends during 2018 highlighted in this report is the migration of sports broadcasting to the online environment, a trend to watch out for. In addition, the most prominent major trends predicted for 2019 and related to technology development and consumer behavior are:

#1 *Decreasing social media use.* Consumers are overwhelmed with social content and features. 6 out of 10 say they have decreased time spent on social media in the past year – “much less” or “a great deal less”.

#2 *Esports on the rise.* While new audiences increasingly discover esports, a strong suitability to new experience-based technologies (VR and AR) also provides new monetization opportunities.

#3 *Rethinking “trust” online.* GDPR and large privacy scandals in 2018 have had a profound impact on how internet users perceive their online footprint and on how and where they share their personal data.

#4 *The rise of green consumerism.* Millennials are paving the way towards “being greener”. Environmentally conscious choices are increasing, relating to everything from clothing to electronics.

#5 *Voice assistants continue to gain momentum.* Emerging markets represent key growth areas for voice tech in smartphones. In developed markets, voice tech integration into cars is likely to spearhead.

Source: <https://www.globalwebindex.com/hubfs/Downloads/Trends-19-report.pdf>



TRENDS IN FINLAND AND THE NORDICS

ANALYSIS: Social media in Finland 2019

L. Kinnunen, M. Kuvaja, S. Sohlström & M. Valtari, Someco, December 2018

The report covers use of social media in Finland and discusses the role of Facebook, Facebook's recent and future developments paths, and the rising importance of Instagram for Finnish media consumers.

Facebook's focus is shifting from person-to-person communication to new services relating to video, podcasts, dating, and recruitments.

Facebook is also moving towards hardware manufacturing through its launch of the a smart tablet (Portal from Facebook) and development of Oculus-glasses (VR).

Facebook announced experiments with augmented reality services in October 2018.

In addition, Facebook launched the platforms Jobs and Watch in 2018, of which the latter is competing with Youtube and Netflix. "Learn with Facebook" is the next platform to be launched.

The use of Instagram has increased in Finland during the last year (2.1 million users). A reason lies in how people use Facebook, moving from active posting to more personal interactions in closed groups and via Messenger. Users require easy-to-use channels, which Instagram matches – more personal and smaller networks, which give users a sense of control over content.

Source: <https://someco.fi/wp-content/uploads/2018/12/Sosiaalinen-media-Suomessa-2019.pdf>

STATISTICS: Use of information and communications technology by individuals

Statistics Finland, 4th December 2018

75% of the population use the Internet most commonly with a mobile phone.

Finns use the Internet for everyday errands, communication, following the media, and information search. The use of online banking is the most common everyday errand.

Online shopping with a mobile phone has multiplied in the past decade. In 2018, almost 50% of Finns shopped online using their mobile phone.

Source: https://tilastokeskus.fi/til/sutivi/index_en.html

REPORT: The Swedes and the Internet 2018

Internetstiftelsen, 3rd October 2018

This extensive report on the use of Internet among Swedes in 2018 highlights many critical trends concerning e.g. social media use, information behavior and other online activities.

IoT is on the rise, as already one connected device exists in every other home.

The main channels for communication is e-mail (97%), chat services (84%), online voice calls (69%), and video calls (67%). Among the youngest age groups only 21% use e-mail. Facebook Messenger and WhatsApp are on the rise while the use of Skype is decreasing.

83% are active social media users. Facebook, Instagram and Snapchat are the most popular social media sites. Facebook use is declining.

26% of under one year olds already use internet. Among 1-7-year-olds the most common device is the tablet, and from 8 years of age and onwards smartphones become more popular.

85% of internet users watch movies and videos online. Netflix and streaming services are steadily growing in popularity.

85% listen to music online regularly, 45% does it every day mostly using Spotify. 62% are listening to radio online. In only three years listening to podcasts have increased from 29% to 51%. Among the representatives of the age group 16-25, podcasts are more popular than radio.

Mobile Bank ID (81%) and Swish (75%) are steadily increasing in popularity.

Source (in Swedish): https://www.iis.se/docs/Svenskarna_och_internet_2018.pdf



ARTICLE: Viaplay TV launches in Finland

Julian Clover, Broadband TV News, 22nd October 2018

Viaplay Finland added linear TV to its services in October, as an additional service for existing customers.

The strategy corresponds with earlier announcements of Viaplay becoming compatible with Google Home and Google Home Mini smart speakers. Viaplay launched Google Home in Scandinavia in October. Google Home responds to voice instructions in Danish, Norwegian, and Swedish. Users may thus consume content by using voice command.

Source: <https://www.broadbandtvnews.com/2018/10/22/viaplay-tv-in-launches-finland/>

ARTICLE: Svenska Yle one of the first to introduce voice activated news content

Yle.fi, 17th October 2018

Voice recognition and voice activation technologies as well as smart assistants are widely used in many parts of the world for searching information, using services, and managing smart homes (mostly in English).

Yle is the first Finnish media organization to introduce news content available via Google Assistant. The latest news in Swedish can be listened to using voice activation on any device supporting Google Assistant.

Content and services available using this technology is still quite limited, but development will continue, striving for compatibility also with the Finnish language.

Source (in Finnish):

https://yle.fi/aihe/artikkeli/2018/10/17/svenska-yle-ottaa-aaniohjauksen-kayttoon-ensimmaisten-joukossa-nyt-voit?utm_source=twitter-share&utm_medium=social&fbclid=IwAR2CsbTD1HkI42Ox8pGX5LO9jlq1f0KfqlMmHUApiQQ2IfmMA6aC523nqjg



CURRENT TRENDS IN DIGITAL NEWS CONSUMPTION

BLOG: Artificial Intelligence will be 2019's industry-changing news media trend

Kasper Lindskow, INMA Digital Strategies Blog , 10th December 2018

AI is about to revolutionize news publishing and expand news content production in the years to come. AI is, however, not going to entirely replace human and journalistic editing.

AI is already selecting much of the content one sees on Facebook, Google, or Netflix. In 2019, self-learning algorithms will begin selecting news stories for users of major digital news brands. The news content received from self-learning algorithms will be selected based on all the data about the user, his or her interests, and behaviour data the algorithm has access to.

Source:

<https://www.inma.org/blogs/digital-strategies/post.cfm/artificial-intelligence-will-be-2019-s-industry-changing-news-media-trend?fbclid=IwAR0ZGYJ4I9UUgvyJnMluPDHYROXAGIzdrX1iHCHhU86M93OiTiya2B-qNG8>

REPORT: Western Europeans under 30 view news media less positively, rely more on digital platforms than other adults

K.E. Matsa et al., Pew Research Center, 30th October 2018

Across eight Western European countries, adults aged 18 to 29 are about twice as likely to get news online than via TV.

People under 30 are less likely than their older peers to name public media as a top news source.

Source:

<http://www.journalism.org/2018/10/30/western-europeans-under-30-view-news-media-less-positively-rely-more-on-digital-platforms-than-older-adults/>



REPORT: The future of voice and the implications for news

Nic Newman, Reuters Institute, November 2018

The report explores voice-activated speakers powered by virtual (or intelligent) assistants (e.g., Amazon Alexa, Apple Siri, Google Assistant, Samsung Bixby).

For the heavy users, voice is now the first and final contact point with technology (often replacing the smartphone or the radio). Smart speakers are most popular with those aged 35–44 and they have also proved a surprise hit with much older groups and the disabled due to the simplicity of operation.

Lack of awareness, poor voice recognition, and the difficulties of remembering more than a few simple commands limits wider use of voice-activated speakers. This is leading to consumer frustration and abandonment of complex tasks.

Source:

https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2018-11/Newman%20-%20Future%20of%20Voice%20FINAL_2.pdf

RESEARCH REPORT: Time to step away from the ‘Bright Shiny Things’?

Julie Posetti, Reuters Institute, November 2018

The “Shiny Things Syndrome” refers to the obsessive pursuit of technology in the absence of clear and research-informed strategies.

News-publishers should migrate from being technology-led to audience-focused and technology-empowered.

Efforts in the field of digital journalism innovation have been too focused on distribution challenges at the expense of content and business development.

Source:

https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2018-11/Posetti_Towards_a_Sustainable_model_of_Journalism_FINAL.pdf



MOBILE DEVICES AND WEARABLES

INDUSTRY REPORT: Devices

GlobalWebIndex, December 2018

The report highlights the latest trends in device ownership and usage across different age groups and regions. While smartphones are dominating the charts, the number of laptops and tablets are declining. Digital consumers do not choose one device over the other though – they are multi-device owners with an average of three devices, all for different purposes. Also, the following trends are emphasized:

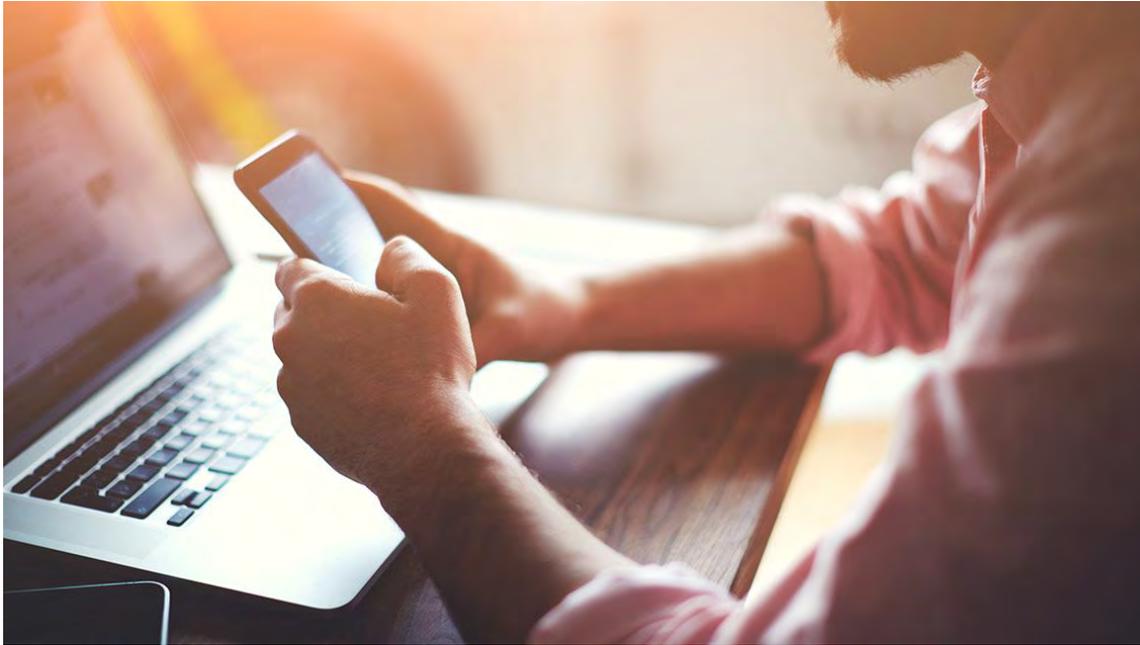
Smart home devices and voice tech are growing, but at a quite moderate rate.

Mobile adoption has reached its saturation point in North America and Europe; the importance of mobile units in consumers' lives is growing much faster than ownership.

Gaming adoption on mobile devices is growing, boosting the popularity of casual gaming among all mobile owners and users.

Growth for VR and AR technology is slow both on the app and the device side.

Source: <https://www.globalwebindex.com/hubfs/Downloads/Devices-H2-2018-report.pdf>



INFOGRAPHIC: Second screening

GlobalWebIndex, November 2018

86% of internet users use another device while watching TV; 73% use a mobile, 34% use a laptop, and 21% use a tablet. Mobile second screening has risen by 22% since 2013.

The most common second screen activities are chatting online with friends (52%), using social networks (51%), reading emails (38%) and playing games (35%). 13 % interact with online content of TV shows.

Source: <https://www.globalwebindex.com/hubfs/Downloads/Second-Screening-Infographic.pdf>

ARTICLE: Older Americans drive growth of wearables

eMarketer, 13th December 2018

Wearables are on the rise. While they are not yet mainstream, more than 20% of internet users will, according to predictions, use a wearable device in 2019.

In the US, people over 55 represent the fastest growing group of wearable users. This is largely due to the devices' enhanced health features.

Smartwatches are a key driver of growth within the wearables sector.

Source: <https://www.emarketer.com/content/older-americans-drive-growth-of-wearables?cid=NL1002>



YOUNGSTERS AND MEDIA

REPORT: Teen's social media habits and experiences

Monica Andersson & Jingjing Jiang, Pew Research Center, 28th November 2018

The report explores American teens' social media use habits, and also taps into the content they consume.

41% of teens post videos they recorded themselves in social media forums. Some 45% of teens say they often or sometimes post selfies on social media, with 16% saying they do this often. Similar shares of teens say they at least sometimes post things only their closest friends would understand (50%), or updates on where they are or what they are doing (42%).

81% of teens say they feel more connected to friends and what is going on in their friends' lives through social media.

Social media helps strengthen teens' friendships and provides emotional support. However, social media can also lead to drama and feeling pressure to post certain types of content.

There is a pressure to post content that makes the teens look good to others (4%) or share things that will receive likes and comments (37%).

Source: <http://www.pewinternet.org/2018/11/28/teens-social-media-habits-and-experiences/>



AR & VR

OVERVIEW: 3 things marketers need to know about AR and VR

Facebook IQ, 14th December 2018

AR is mostly used on mobiles, but is extending to other devices, such as Facebook's Portal (video-calling device) in an attempt to not only tell stories, but to experience the stories together.

Based on a survey across 11 countries (n=11 300), 65% of respondents expect VR to become a part of daily life.

The survey found that people are interested in *travel* or checking out vacation destinations or hotels (71%), *entertainment* or watching films from an immersive perspective, *retail* or trying on clothes or makeup (58%), *cars* or taking a car for a test drive (48%), and *gaming* or being a virtual character in a game (48%).

AR and VR are expected to radically change shopping experiences.

The survey also found that people are interested in using VR for hanging out with friends and family (60%), 54% thinks VR means that you will never have to miss an important event, and 47% thinks VR will be considered as real as the physical world.

Source: <https://www.facebook.com/business/news/insights/3-things-marketers-need-to-know-about-ar-and-vr>



THE ACADEMIC STAGE

Go boldly! Explore augmented reality (AR), virtual reality (VR), and mixed reality (MR) for business

Mana Farshid et al., Business Horizons, October 2018

The authors distinguish between an actual reality continuum and a virtual reality continuum and presents six different types of reality and virtual reality, namely:

- #1 reality: physical co-presence of objects and people, e.g. an actual house
- #2 augmented reality: add utility to physical co-presence, e.g. an app providing details on an actual house
- #3 virtual reality: enable perceived presence and full immersion, e.g. a 3D image of actual furniture, a virtual tour of an actual house
- #4 mixed reality: adaption of actual scenarios, e.g. simulation of different furniture in an actual house
- #5 augmented virtuality: participation in actual scenarios, e.g. staging of actual furniture in a new house
- #6 virtuality: vision of a completely different world, e.g. a 3D model for a new house or of new furniture

Source: <https://www.sciencedirect.com/science/article/pii/S000768131830079X>

The virtual reality hardware acceptance model (VR-HAM): Extending and individuating the technology acceptance model (TAM) for virtual reality hardware

Kerry T. Manis & Danny Choib, Journal of Business Research, 12th October 2018

The study explores factors influencing consumer acceptance of VR hardware and shows that users generally agree that VR hardware is easy to use. A consumer's perceptions of usefulness, enjoyment, and ease of use are positive predictors of attitude toward using and purchasing VR hardware.

Source: <https://www.sciencedirect.com/science/article/abs/pii/S0148296318304946?via%3Dihub>



Useful links

Yle toimintaympäristökatsaus #9 15th October 2018

<http://bit.ly/2yCTaYv> (www-version)

<http://bit.ly/2IWcWDh> (pdf-version)

Yle toimintaympäristökatsaus #10 14th November 2018

<http://bit.ly/2B4jwoS> (www-version)

<http://bit.ly/2zPI7vO> (pdf-version)

Yle toimintaympäristökatsaus #11 4th December 2018

<http://bit.ly/2AQRkEz> (www-version)

<http://bit.ly/2RDVQh6> (pdf-version)

NORDICOM Newsletter: Media Trends in the Nordic Countries, October 2018

http://www.nordicom.gu.se/sites/default/files/mediefakta-dokument/Nyhetsbrev_Norden/nordicom_nordicmediatrends_2-2018.pdf

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