

WIVE WP2 QR

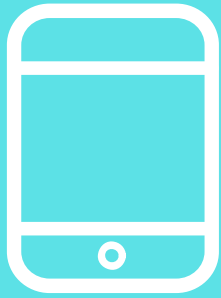
# MEDIA CONSUMPTION TRENDS

*JANUARY – MARCH 2019*



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# MEDIA

## CONSUMPTION TRENDS



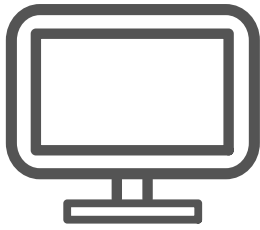
The year 2019 starts with a few summarizing analyses of the past year and coming years. YLE's map of technology phenomena has been updated; it covers topics that will impact society both in the near and far future. A few examples and highlights from the map are brought forward in this first quarterly report of 2019, but many more can be found in YLE's article.

Speaking of technology phenomena, the hype around virtual and augmented reality (VR/AR) continues, as does our coverage of the issue; AR, VR, MR (mixed reality) and XR (extended reality) entail changes to media consumption and media use, which eventually affects business models and value creation within the media and entertainment industry. Proactive measures and development work will be key for media companies. The year starts off with estimates of AR growing faster in popularity and use compared to VR. In addition, the first academic research results of mobile media use by infants and toddlers has been published. We provide the highlights from the study.

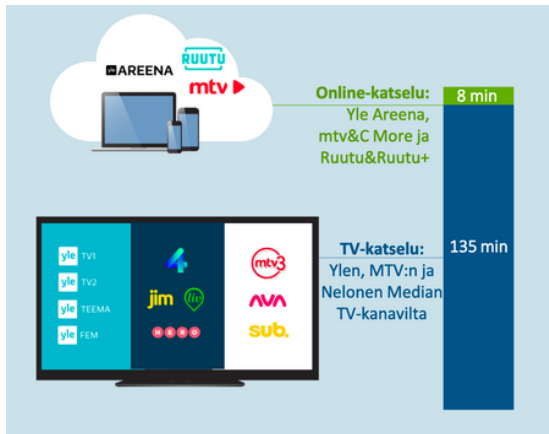
A new layout is applied in this report. The reader is encouraged to click on the text or picture in order to access the original source and continued reading. The QR-report aims at shortly providing highlights and main findings. However, there is much more information at hand in the original sources.

Enjoyable reading sessions!

Turku, 12th April 2019  
*Anna-Greta and Johanna*



# MEDIA IN NUMBERS



## FINNS WATCH TV

Finnpanel, 22nd January 2019

# Finns were especially keen on watching linear broadcast during 2018; 2 hours and 45 minutes per day. 82% of viewing was linear TV, while 18% was based on streaming services. Time spent in front of the TV screen amounts to 3 hours and 20 minutes per day. Sport events are most popular when it comes to linear TV.

# Internet-based TV services grew especially among young viewers (15-24-year-olds). 66% of the Finnish population watch linear TV every day.

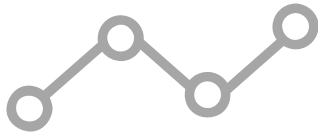
## One minute on the Internet

World Economic Forum, 15th March 2019

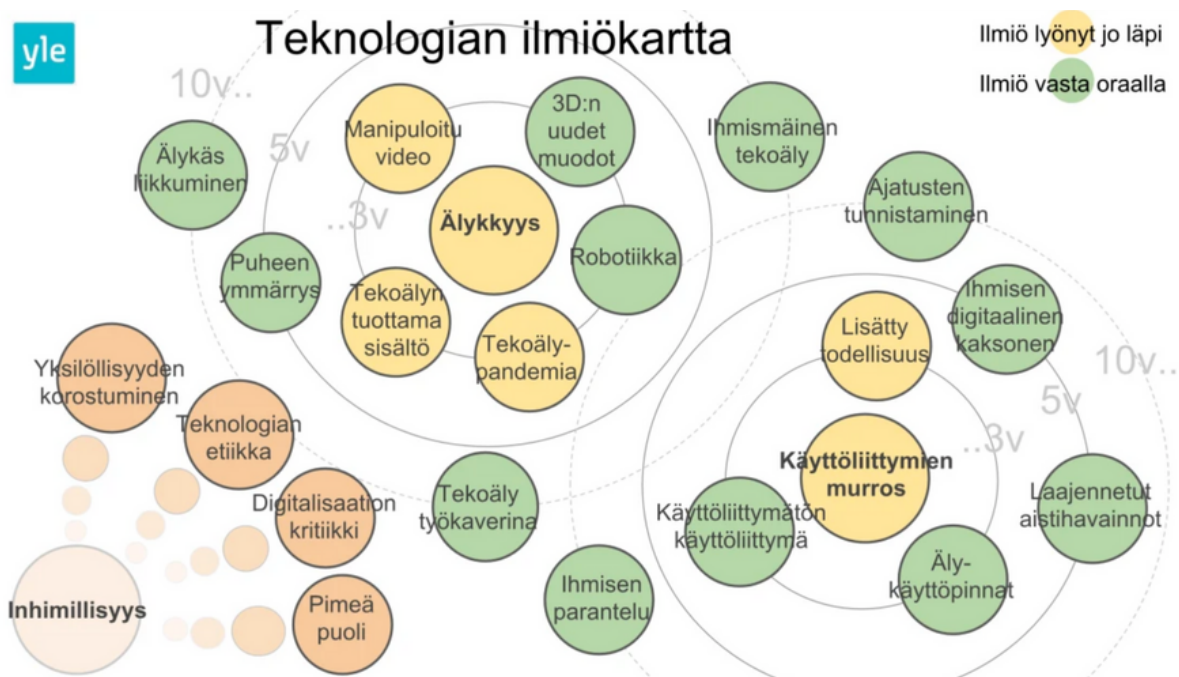
Compared to last year, Instagram and Netflix are the most significant platforms growing in terms of what happens within one Internet minute. A noteworthy new category covers smart speakers (Amazon Echo, Google Home). Snapchat experienced a stagnation; the introduction of a new design in 2018 is generally regarded as the main reason for the decrease in popularity.

## 2019 This Is What Happens In An Internet Minute





# NEW DIRECTIONS



## YLE: MAP OF TECHNOLOGY PHENOMENA

YLE, 15th March 2019

In March 2019 YLE published their view on which technological phenomena will impact society. Some examples are

# **Disruption of interphases and subscriptions:** augmented reality (2020), intelligent surfaces, e.g., tables, walls (2022), expanded perception through sight, hearing, smell etc. (2023), human digital twins acting as assistants (2024), recognition of thoughts (2026).

# **Intelligence:** manipulated videos where speech and speakers can be switched in real-time (2019), AI-generated content (2020), robotics (2021), AI working as your colleague (2023), smart mobility shifting the way we transfer from one place to another (2025)

# **Humanity:** Private data is controlled by the individual, ethics of technology become important, digitalization becomes criticized - technology develops faster than people's ability to change and adapt. The question then becomes whether digitalization is always positive?





# NEW SERVICES

## VIRTUAL AND AUGMENTED REALITY USERS 2019

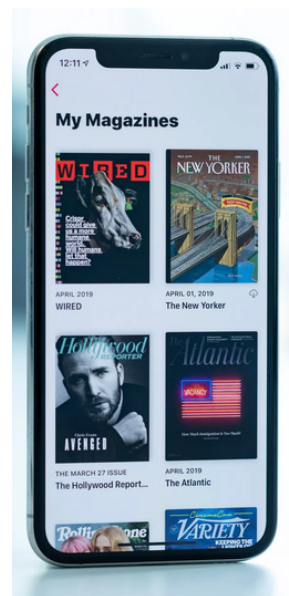
eMarketer Report, 27rd March 2019

# eMarketer publishes reports on various media topics each year. Since last year, they have revised their VR user estimates downward and AR user estimates upward.

# In 2019 42.9 million people in the US will use VR, and 68.7 million people will use AR at least once per month. This represents 13% and 20.8% of the population, respectively.

# VR and AR are growing at different rates. eMarketer estimates that AR will grow faster than VR, even though VR has more users.

# The report distinguishes social network AR users to capture the use of AR features within social networks such as Snapchat, Instagram, Facebook and Pinterest.



## Apple launches Apple News+ Apple, 28th March 2019

Apple has launched the service News+, which is described as the "Netflix of magazines". In 2018, Apple acquired the startup Texture, which aims at disrupting news consumption. However, the content of News+ relates mostly to magazines and featured articles, and the value generated for media consumers is yet to be established. So far, the reception of the service has been mixed. For instance, reviewers of the service are sceptical of the generated value and whether it will reach the mass market. Nevertheless, the service received 200 000 new subscriptions during the first 48 hours after launch (note! it included a free trial period).



*Deloitte, 19th March 2019*

# DIGITAL MEDIA TRENDS SURVEY



The 13th edition of the Digital Media Trends Survey conducted in the U.S. highlights the following aspects:

## # Consumers are piecing together their media experience

Consumers are customizing their entertainment experience through multiple subscriptions; pay TV, streaming video and music services, and gaming. For the first time, a higher percentage of households subscribe to a streaming service than to traditional pay TV. In terms of gaming, consumers are eager to watch the best players compete against each other rather than playing themselves.

## # Video streaming services are focal in consumers' viewing habits.

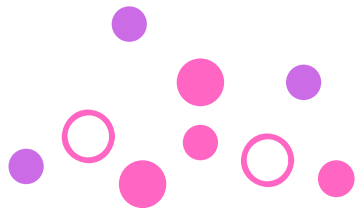
Consumers subscribe to an average of three paid video streaming services. 44% choose service provider in order to access ad-free video content.

## # Voice-enabled digital assistants

Ownership of voice-enabled digital assistants grew from 15% in 2017 to 36% in 2018. Reasons for the increase are suggested in the low price and easy access to play favourite music. In fact, the connection to music is highlighted, and consumers also use digital assistants more on home devices than on their smartphones. Just 18% indicate that they use their digital assistant daily, meaning that a killer app is yet to be discovered in this area.

## #With freedom comes friction

The top consumer frustration with streaming services are 1) the favourite shows "disappear" from streaming services, and 2) the need for multiple subscriptions to get what they want.



*Media diary study at Åbo Akademi*

# IN 2019, DIGINATIVES ARE...

The longitudinal media diary study is conducted once per year at Åbo Akademi University (2013-2019). The study focuses on self-reported media consumption among diginatives (young adults born in and after 1990). About 100 media diaries are collected annually, resulting in a total of more than 800 media diaries. Every diary encompasses seven days of media use, as well as reflections on the reported media consumption patterns.

## *Highlights from the 2019 media diary study*

### # Diginatives are solely mobile media consumers

The media diary study shows how youngsters view mobile media consumption as "normal" and do seldom question their mobile media use, even though they report around 200 notifications per day via their mobile handsets. The majority of media consumption occurs via mobile (roughly 80%).

### # Diginatives are continuously losing interest in the TV, except for special occasions

Informants report YouTube as the prime channel for video content.

### # Diginatives are growing increasingly restless

Multitasking is a much researched area when it comes to media consumption and mobile media use. The informants report using several media simultaneously and feeling restless without access to several terminals, such as using the mobile phone while watching movies or TV-series on another screen.

### # Diginatives are losing track of their media consumption

The study shows signs of fixation as a result of mobile media use; the informants lose track of time and find it difficult to put mobile phones away. This is not necessarily due to engaging media content, but rather habits of checking social media sites for updates and fear of missing out on posts, events, and happenings.

### # Diginatives are trying to find new ways of managing their excessive (often bordering on compulsive) media use

The study also shows that the majority try to cut down on especially social media use. The social media services that are cut off first are Facebook and Instagram, while WhatsApp and Snapchat (messaging services) continue to be in use.



*Latest research findings*

# THE ACADEMIC SCENE



# VR-adoption intention is highest when consumers expect to experience both a strong sense of virtual embodiment (the sensation of being another person) and virtual presence (the sensation of being at another place), while the presence of only one of these conditions may even have a negative effect.

# People can perceive VR glasses as being both useful and enjoyable. Previously the entertainment side of VR has been emphasized, while studies on the utilitarian benefits are on the rise.

Hertz, M. & Rauschnabel, P.A. (2019): Understanding the diffusion of virtual reality glasses: The role of media, fashion and technology, *Technological Forecasting & Social Change*, Vol. 138, January, pp. 228-242.

# One of the first studies on mobile media use by infants and toddlers (36 months and younger, n=326) has been published. The researchers view today's infants and toddlers as *truly* digital natives, as they use mobile media already under the age of 1.

# The study shows that parents' own frequency of use of mobile media predicted greater total use of mobile media by the child. For instance, parent education did not predict the child's use of mobile media.

Lavine, L.E. (2019): Mobile media use by infants and toddlers, *Computers in Human Behavior*, Vol. 94, May, pp. 92-99.



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## Further reading & listening

### **Ylen toimintaympäristökatsaus #1 2019**

<https://bit.ly/2FHNkun> (www-version, in Finnish)

<https://bit.ly/2CoGuXd> (pdf-version, in Finnish)

### **Ylen toimintaympäristökatsaus #2 2019**

<https://bit.ly/2RDlvpn> (www-version, in Finnish)

<http://bit.ly/2SjGSjV> (pdf-version, in Finnish)

### **Ylen toimintaympäristökatsaus #3 2019**

<http://bit.ly/2WK409F> (www-version, in Finnish)

<http://bit.ly/2VhFDjq> (pdf-version, in Finnish)

### **Zetapodi: Videokerronan trendit: mihin videokerronta menee vuonna 2019?**

<https://www.a-lehdet.fi/yrityksille/ajankohtaista/zetapodi>

(podcast, in Finnish)

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