

Edutainment or Escapism? - UK - August 2009

Report Price: £1500 / \$3000 / €2250

What is this report about?

TV viewing is one area that has prospered during the recession, as consumers abandon more expensive out-of-home entertainment in favour of a night in front of 'the box'. BARB data show that average daily television viewing increased by 3% in 2008, to 3 hours and 45 minutes per head – the highest level since 2003. Not only do consumers have more to watch than ever – with use of multichannel TV, video on demand and TV online continuing to rise – but they have increasingly larger and sophisticated home equipment, such as widescreen and HD-ready TVs, to watch it on.

Key issues covered in the analysis

- As the recession bites, more people are spending time in front of their increasing large, streamlined and technologically-advanced TVs, with Sky and Freeview dominating household penetration.
- More people have more channels to watch but data show that the average time spent in front of the TV is diminishing: is this because the TV has a greater array of multimedia to compete with or decreasing quality of programming?
- Two thirds of people watch the news/current affairs on a regular basis making it the most popular genre, but which demographic groups are the major influencers on what people watch?
- The appeal of edutainment and escapism over one another is a complex decision-making process, determined by, amongst others, age, gender, class, mood and content: many view TV as a learning tool, others as a way of stepping away from everyday life.
- Around nine out of ten adults maintain that to be able to constantly learn through life is very important, but at the same time reality TV and soap operas are hugely popular. Have people got the balance right, and if people don't use the TV to keep informed, what media do they use?
- The issue of parental protection towards kids ranks highly but less than half of parents actively encourage their kids to watch educational TV. The quality of content and exposure to advertising emerge as frontrunners for concern, but what extraneous issues are seen as vying for kids' attention?

Scope of the report

Edutainment programming is designed to educate and promote learning and knowledge amongst adults and kids.



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