

Media Trends Spring - UK - March 2018

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“As YouTube attempts to tackle the issue of controversial content being uploaded to the network, its relationship with some of its key creators is becoming more strained. This may further open the door for Facebook to become a true rival to YouTube in the short online video sector.”

- **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- Physical media purchases
- Usage of subscription services
- Media downloads
- Media activities
- Devices used for media activities
- Special focus: short online video

The popularity of streaming continues to negatively impact the role of other music and video formats, including physical discs and downloads. Younger people are, however, more likely than older consumers to still purchase content, whether in physical or digital form, indicating that despite having access to vast libraries of content on streaming services, people still like to own their favoured content. Within the physical market, print books, along with vinyl records, continue to perform well.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

Physical media purchases

Over a third purchased a print book

Figure 1: Physical media purchases, December 2017

Usage of subscription services

BT and Sky make content-sharing agreement

Figure 2: Use of paid-for subscriptions, December 2017

Media downloads

E-books are now the most popular type of media download

Figure 3: Media downloads, December 2017

Media activities

Fake news controversy presents opportunities for national newspapers

Figure 4: Media activities, December 2017

Devices used for media activities

A smartphone has become the most popular device for listening to music and podcasts

Figure 5: Devices used for media activities, December 2017

Only one in 10 watch TV on a smartphone

Figure 6: Devices used to watch TV and videos, December 2017

Special focus: short online video

Over half of 16-24-year-olds watch vlogs

Figure 7: Types of short online videos watched, December 2017

Nearly eight in 10 find auto-play ads off-putting

Figure 8: Attitudes towards online video advertising, December 2017

Physical Media Purchases

Over a third purchased a print book in the last three months

Print newspapers and magazines have not seen the same revival as books

Figure 9: Physical media purchases, December 2017

16-34-year-olds are still buying discs

Figure 10: Physical media purchases, by age, December 2017

HMV can learn from Waterstones' example

Eight in 10 purchased at least one physical media item

Figure 11: Repertoire of physical media purchases, December 2017

Usage of Subscription Services

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BT and Sky make content-sharing agreement

Streaming services may adopt some more traditional approaches

Figure 12: Use of paid-for subscriptions, December 2017

Figure 13: Subscription to a TV service or streaming video service, by age, December 2017

YouTube looks to challenge Spotify by more seamlessly blending music and video

Seven in 10 use a paid-for subscription service

Figure 14: Repertoire of paid-for subscription services used, December 2017

More mid-tier subscription options may be introduced to appeal to less affluent consumers

Figure 15: Use of paid-for subscriptions, by household income, December 2017

Media Downloads

E-books are now the most popular type of media download

Figure 16: Media downloads, December 2017

16-34s are still interested in downloading content

Figure 17: Media downloads, by age, December 2017

Media Activities

Two in three listen to the radio

Figure 18: Media activities, December 2017

Fake news controversy offers opportunities for national newspapers

Devices Used for Media Activities

The smartphone has become the most popular device for listening to music and podcasts

Figure 19: Devices used for media activities, December 2017

Figure 20: Devices used to listen to music, by service used to listen to music, December 2017

Gaming habits still vary significantly between genders

Figure 21: Devices used to play video games, by gender, December 2017

Only one in 10 watch TV on a smartphone

Figure 22: Devices used to watch TV and videos, December 2017

Figure 23: Device used to watch TV, by services used, December 2017

People likely to upgrade TV sets in World Cup year

For younger people a smartphone is more popular than an e-reader for reading e-books

Figure 24: Devices used to read e-books, by age, December 2017

Special Focus: Genres of Short Online Videos

Over half of people watch music videos online

YouTube looks to boost concert attendance

Figure 25: Types of short online videos watched, December 2017

More than half of 16-24-year-olds watch vlogs

Figure 26: Types of short online videos watched, by age, December 2017

Figure 27: Types of short online videos watched, by age, December 2017

YouTube controversy leads to calls for more oversight

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Care is needed by YouTube when it comes to demonetisation

Facebook looks to lure creators as it increases competition with YouTube

Netflix invests in short-form content

Special Focus: Attitudes towards Online Video Advertising

Nearly eight in 10 find auto-play ads off-putting

Figure 28: Attitudes towards online video advertising, December 2017

There is a strong preference for adverts at the beginning of videos rather than the middle

16-24-year-olds have a greater acceptance of video adverts

Figure 29: Agreement with the statement 'Some adverts are entertaining enough to choose not to skip', by age, December 2017

Figure 30: Agreement with the statement 'It's annoying seeing sponsored products/services during a video', by age, December 2017

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

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