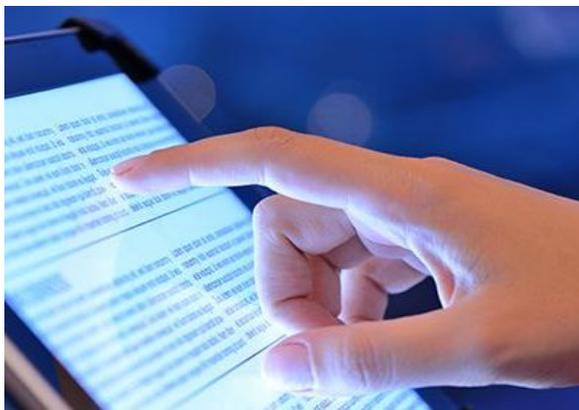


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“The most popular length of video on YouTube among Gen Z is 21 minutes or more, reflecting how the platform has developed and the opportunities it now presents in terms of content and advertising.”

– **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- DVD purchases drop 9 percentage points in two years
- Gen Z are the most likely to pay to download media
- Growth in video streaming shows no signs of slowing down
- Spotify adds real-time targeted ads within podcasts
- Apple News+ launches in UK but its appeal is still debatable
- New subscription service Quibi caters towards smartphone viewing
- Half watch music videos on YouTube
- Popularity of long videos on YouTube creates new opportunities
- Six in ten have stopped watching a video due to long pre-roll ads

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Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

DVD purchases drop 9 percentage points in two years
Figure 1: Physical media purchases, December 2017 – January 2020

Gen Z are the most likely to pay to download media
Figure 2: Media downloads, December 2017 – January 2020

Growth in video streaming shows no signs of slowing down
Figure 3: Use of paid-for media subscriptions, December 2017 – January 2020

Spotify adds real-time targeted ads within podcasts
Figure 4: Media activities, December 2017 – January 2020

Apple News+ launches in UK but its appeal is still debatable
Figure 5: Devices used for media activities, January 2020

New subscription service Quibi caters towards smartphone viewing
Figure 6: Devices used for viewing, January 2020

Half watch music videos on YouTube
Figure 7: Genres of video watched on social media, January 2020

Popularity of long videos on YouTube creates new opportunities
Figure 8: Lengths of videos watched on social media, January 2020

Six in ten have stopped watching a video due to long pre-roll ads
Figure 9: Attitudes towards online videos on social media, January 2020

Physical Media Purchases

Print book purchases steady
Figure 10: Physical media purchases, December 2017 – January 2020

DVD purchases drop 9 percentage points in two years
HMV attempts to make stores a destination with vinyl, live music and expertise at the forefront
Further decline in print magazine purchasing

Media Downloads

Gen Z are the most likely to pay to download media
Figure 11: Media downloads, December 2017 – January 2020
Figure 12: Repertoire of media downloads, by age, January 2020

Video game downloads allow for the possibility of disc-free consoles

Media Subscriptions

Growth in video streaming shows no signs of slowing down
How can Netflix respond to new streaming services

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Figure 13: Use of paid-for media subscriptions, December 2017 – January 2020

Figure 14: Repertoire of use of paid-for media subscriptions, December 2017 – January 2020

Traditional TV providers try to ward off streaming threat through greater service incorporation

Newspaper publishers push forward with digital subscriptions

The Guardian uses curation and a better user experience to encourage subscriptions

Reach experiments with micro-paywalls but this is not the favoured model

Media Activities

The Times launches radio station as the popularity of radio listening endures

Figure 15: Media activities, December 2017 – January 2020

TV license fee controversy accelerated by changing viewing habits

Spotify adds real-time targeted ads within podcasts

Figure 16: Listened to a free podcast in the last 3 months, by household income, January 2020

Apple ties in its podcasts and TV shows

Devices used for Media Activities

Apple News+ launches in UK but its appeal is still debatable

Figure 17: Devices used for media activities, January 2020

Apple Music starts offering web interface

New gaming services to reduce centrality of games console

New subscription service, Quibi, caters towards smartphone viewing

Its price means Quibi inevitably competes with TV services

Figure 18: Devices used for viewing, January 2020

Figure 19: Watch videos content on smartphones, by generation, January 2020

Special Focus: Genres of Social Media Videos

Half of people watch music videos on YouTube

YouTube invests in artist documentaries

Figure 20: Genres of video watched on social media, January 2020

Figure 21: Genres of video watched on social media in the last 3 months (NET), January 2020

Figure 22: Repertoire of genres of videos watch on social media in the last 3 months, January 2020

Sports clubs look to capitalise on the popularity of sports videos on social media

Social media helps level the playing field for women's sport

Figure 23: Genres of videos watched on YouTube, by gender, January 2020

CollegeHumor's demise shows difficulty of making money from comedy on social media

Deepfake videos add new controversy for social platforms

Special Focus: Lengths of Social Media Videos

1-10 minutes is the most popular video length across networks

Figure 24: Lengths of videos watched on social media, January 2020

Figure 25: Lengths of videos watched on social media, January 2020

Few watch long videos on Instagram or Facebook

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Clearer branding and purpose needed for Facebook Watch and IGTV to become genuine YouTube rivals
TikTok's success highlights interest in super-short videos

Special Focus: Attitudes towards Online Videos

Six in ten have stopped watching a video due to long pre-roll ads

Longer online videos open the door for more mid-roll advertising

Back-to-back videos can be effective if used sparingly

Figure 26: Attitudes towards online videos on social media, January 2020

Figure 27: Attitudes towards online videos on social media [Answer Yes], by age, January 2020

Platforms aim to crack down on controversial videos

YouTube to allow for advertising on edgier videos

Nearly half of 16-24s have create their own video content for social media

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

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