



Bastien Remy, Commission Européenne

Transformations des pratiques de consommation face aux nouvelles modalités d'accès des publics aux médias



mediA miroirs





Transformations des pratiques de consommation face aux nouvelles modalités d'accès des publics aux médias

Bastien REMY
Commission européenne

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Belgian audiences and...

- 1 Where they consume
- 2 What they consume
- 3 What do they pay for
- 4  How much do they consume
- 5  How do they choose what to consume

Methodology

Sample

- 55,746 European respondents, 18 years and over.
- 2, 232 **Belgian respondents** on socio-demographic characteristics

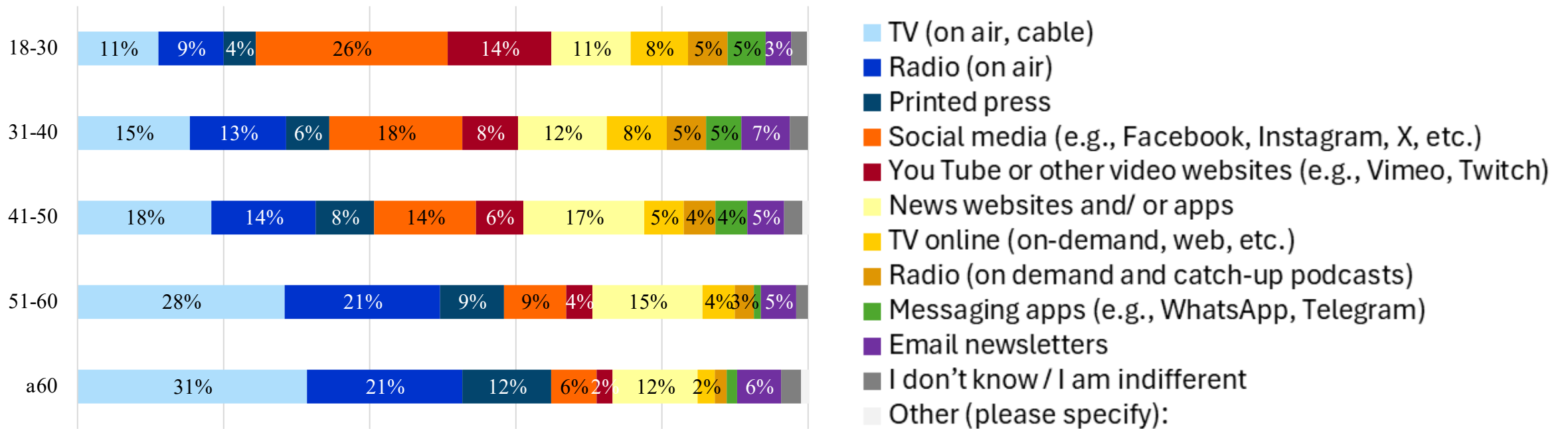
Questionnaire design

- **online survey** translated into 22 EU languages
- analysis focused on exploring **descriptive relationships** across the dataset & on **consumer perceptions, behaviours, and preferences**

1. Where they consume: a shift to digital, on demand

News media

What are your preferred sources of news? (max 3 options)

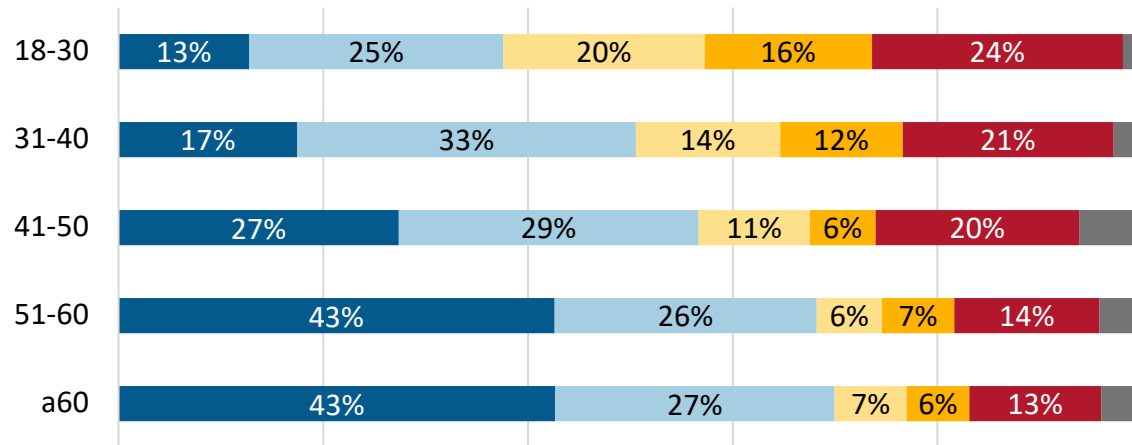


1. Where they consume: a shift to digital, on demand

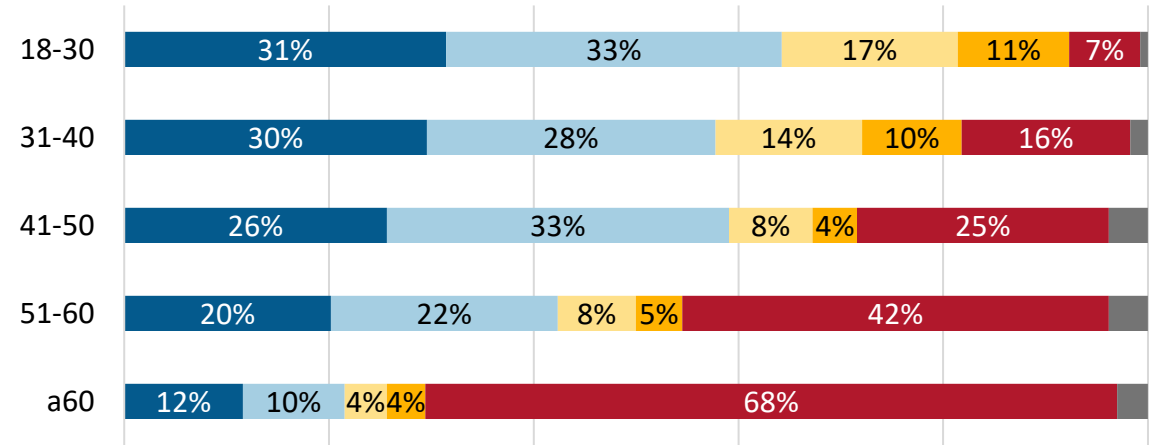


Thinking about watching films, series, news or other types of programmes, how often do you use the following services?

Traditional TV channels as programmes are aired



Subscription streaming services

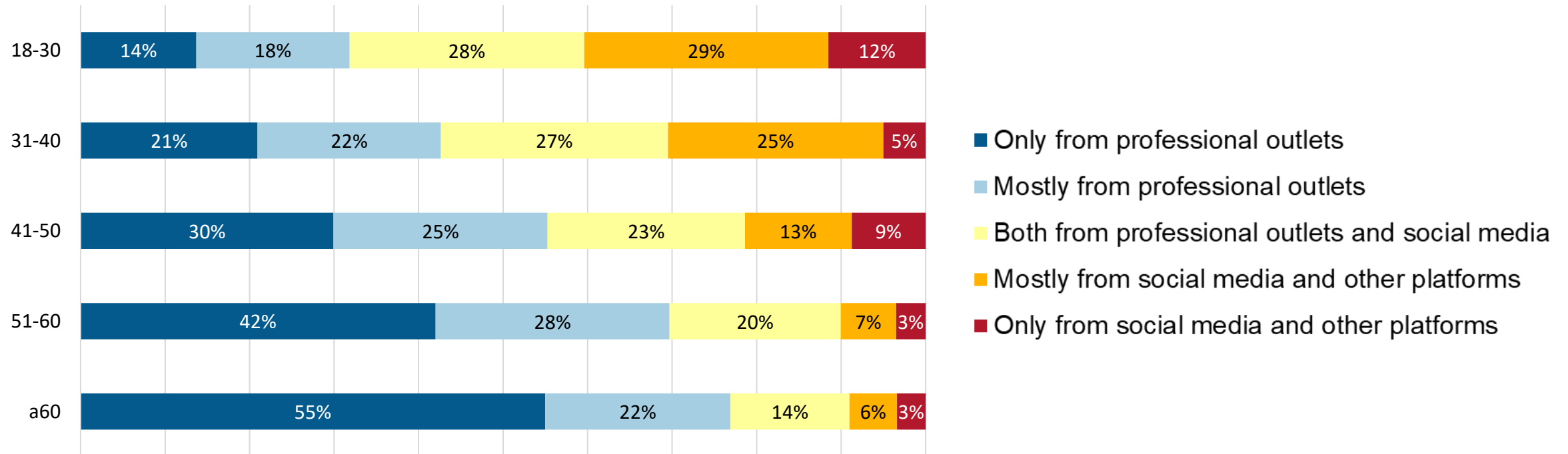


- At least once a day
- At least once a month
- Never or almost never
- At least once a week
- A few times a year
- I am not familiar with this service

2. What they consume: increasingly more UGC

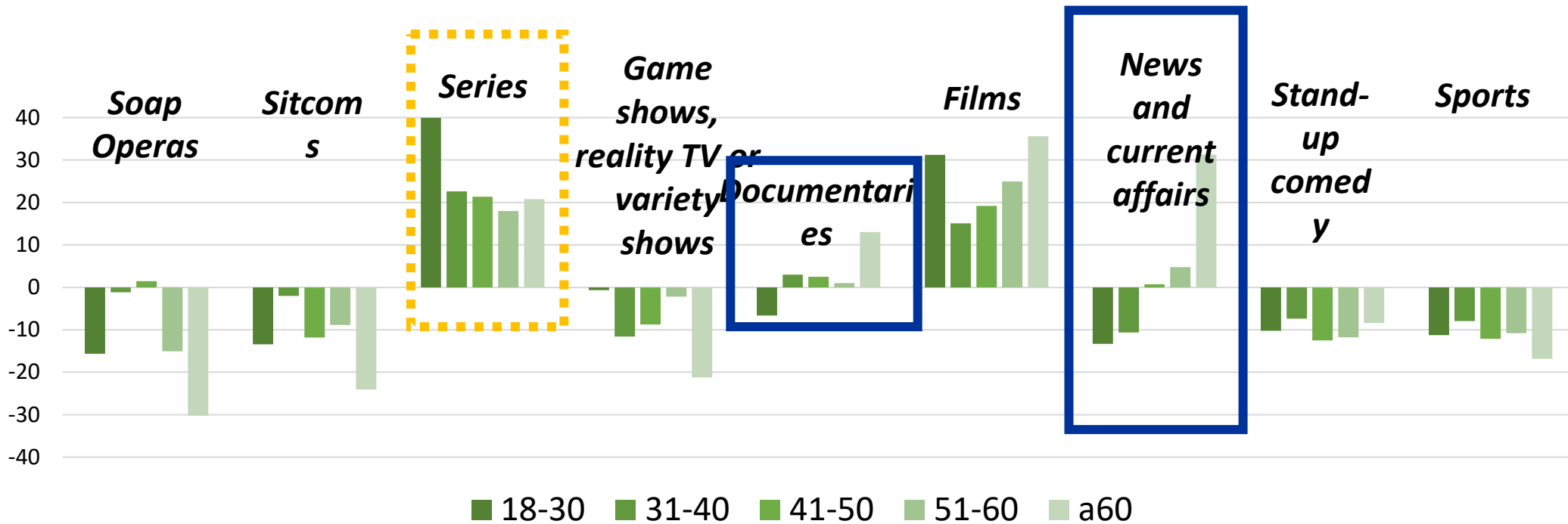
News media

Where do you primarily get your news?



2. What they consume: less 'serious' content

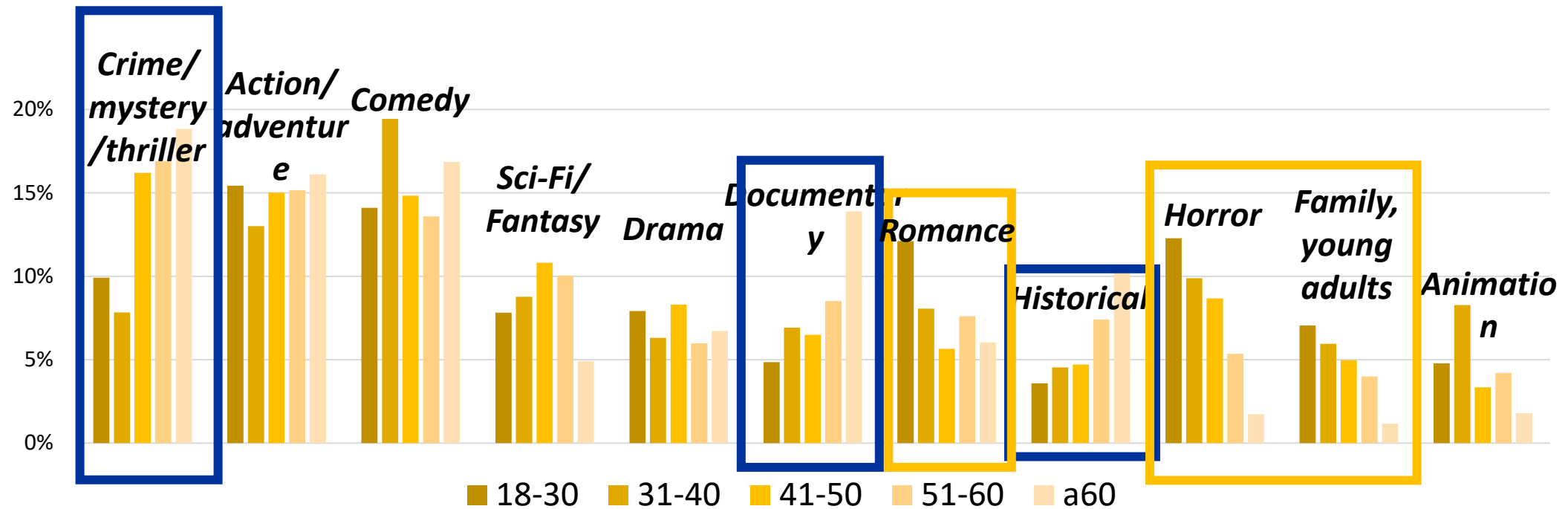
What type of programmes do you watch the least and the most of at home on TV or streaming



2. What they consume: genre divide



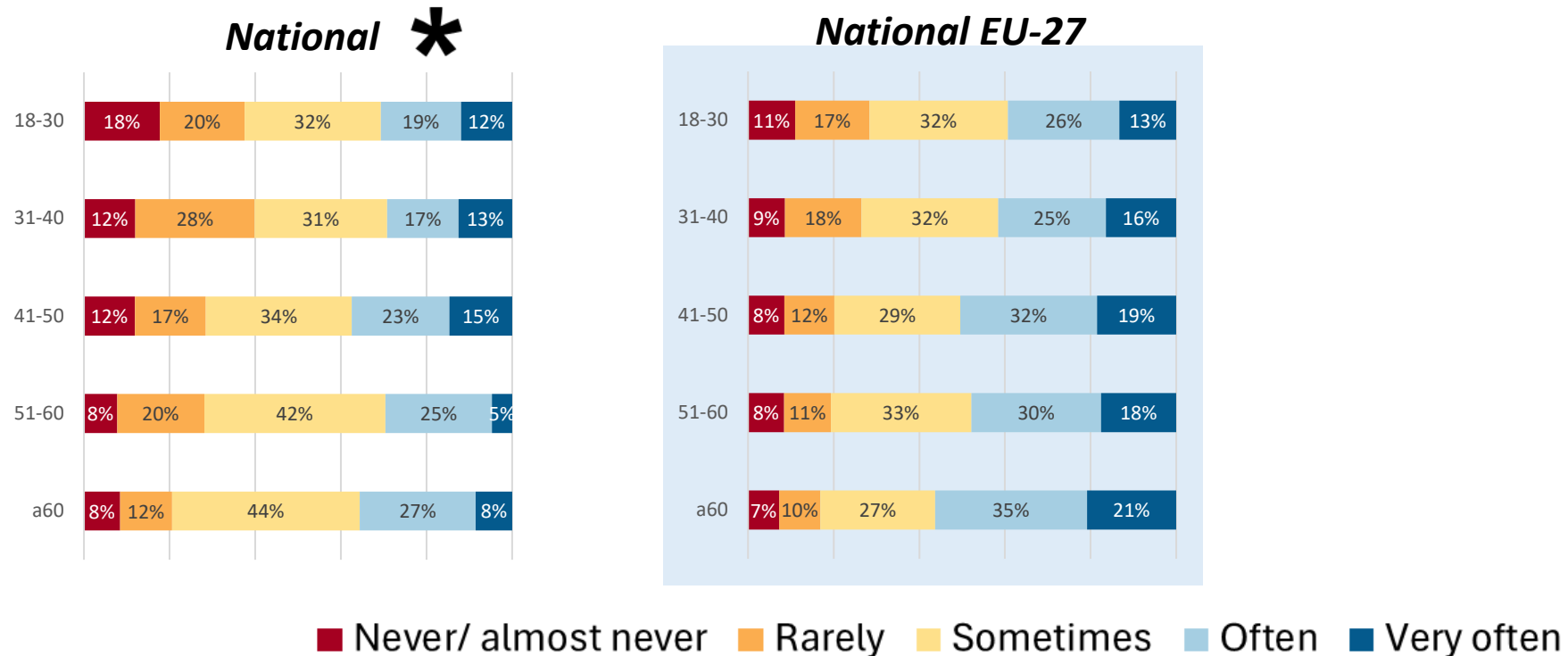
What types of films and series are the most popular in your household?



2. What they consume: more international



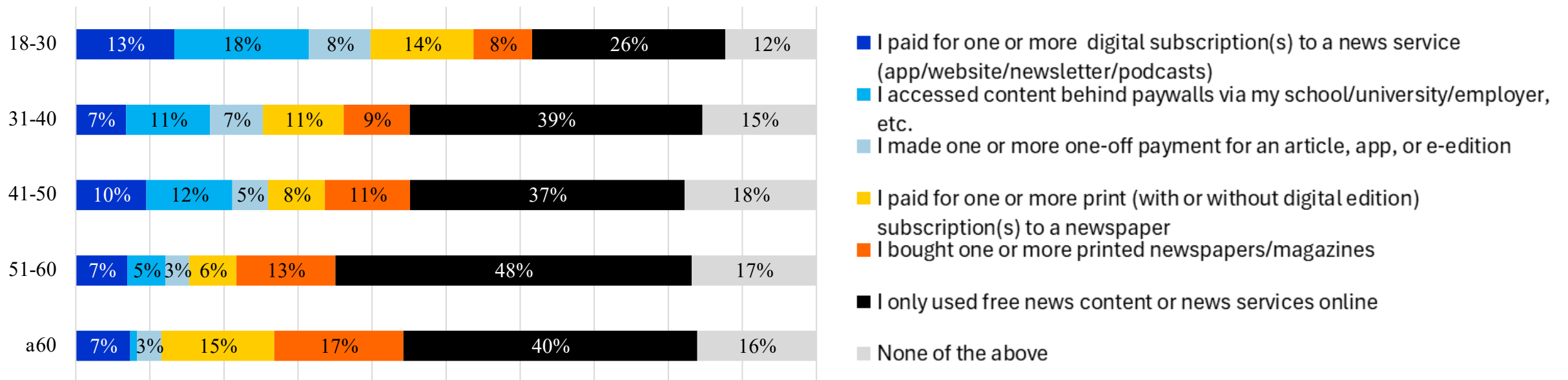
Thinking about what films and series you watched in the last year in cinema, TV, streaming etc, how often did you watch films/series from:



3. What to they pay for: more payments for subscriptions, less print

News media

During the last year, did you do any of the following? Select all that apply.

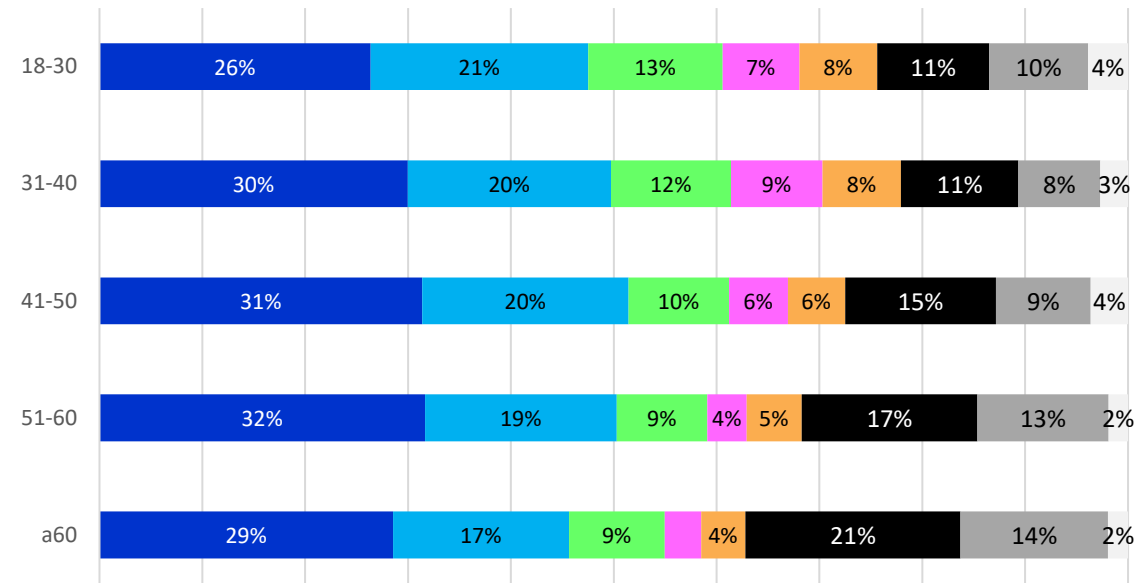
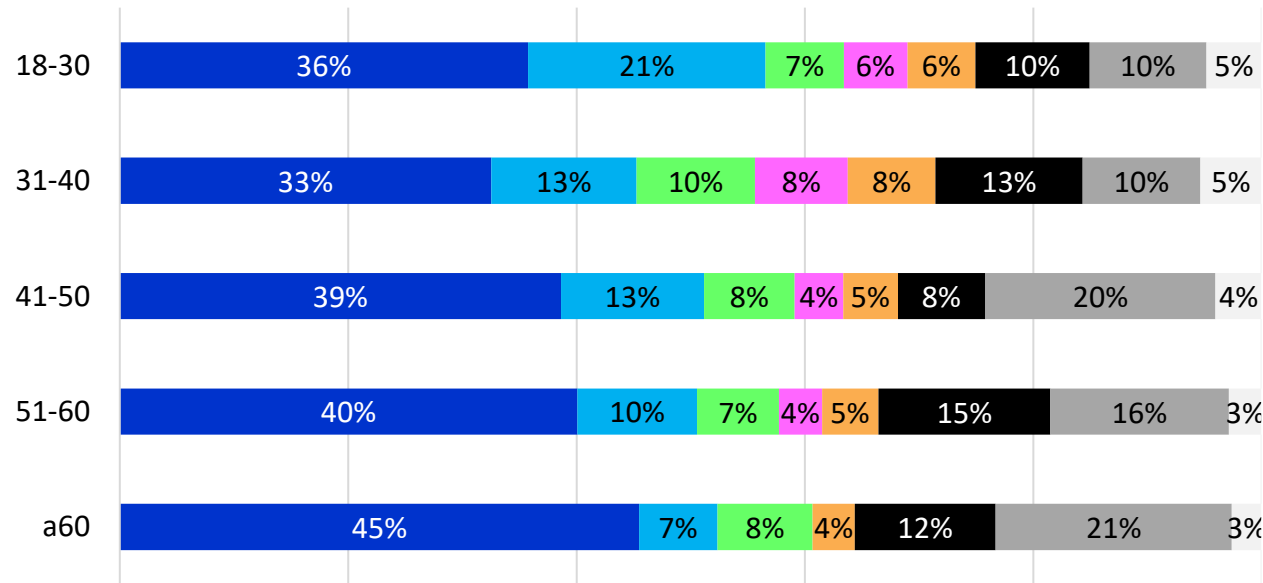


3. What to they pay for: more premium channels



Which traditional TV services, if any, have you or someone else in your household regularly paid for in the past year? *

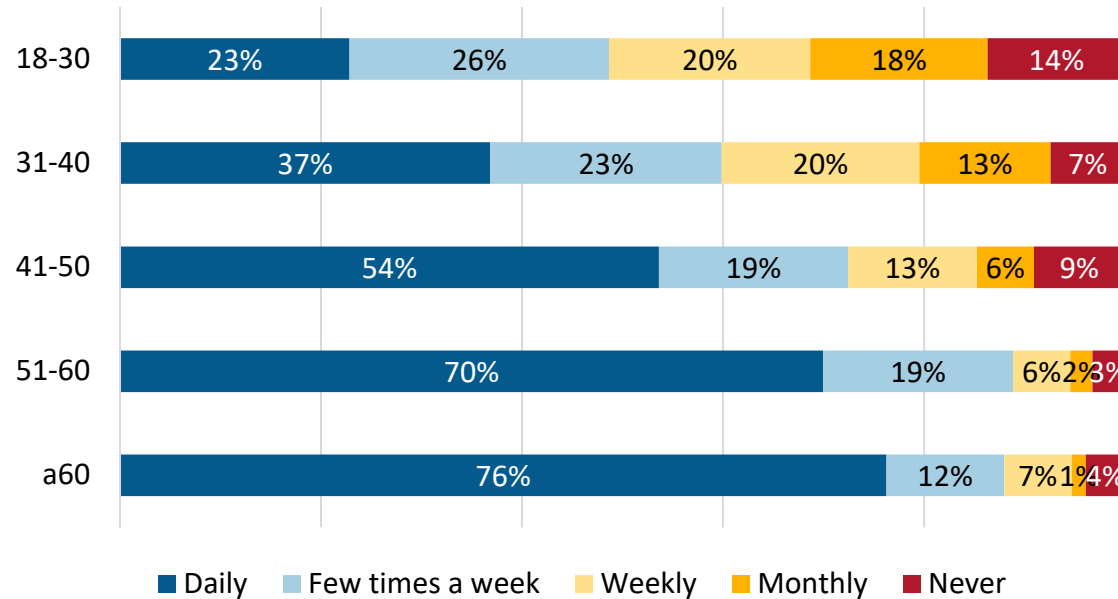
EU-27



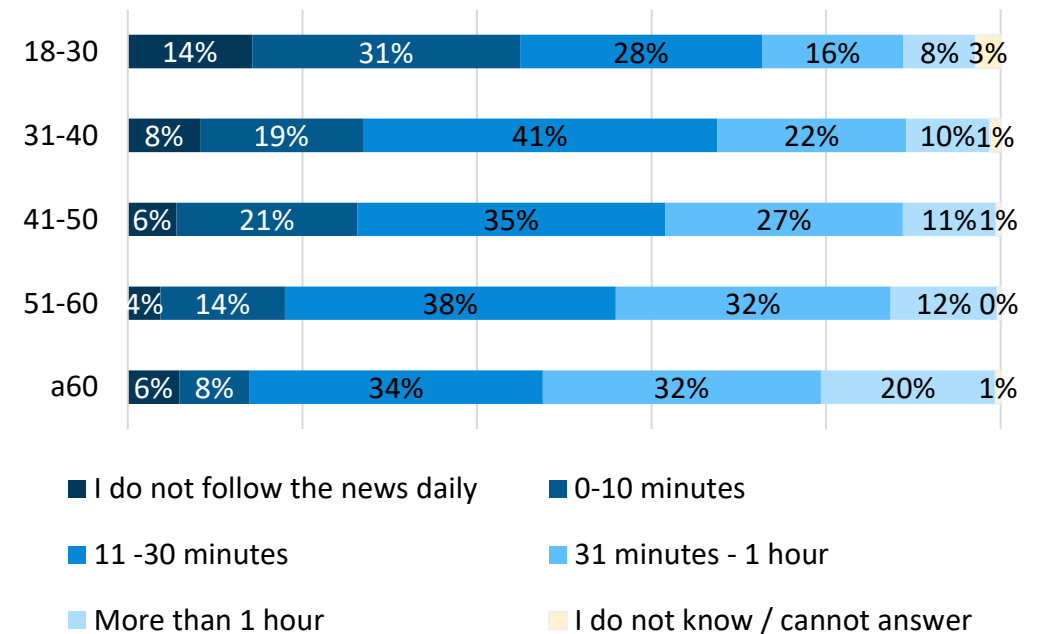
4. How much they consume: less often, less time

News media

In the last year, how often did you - consume news



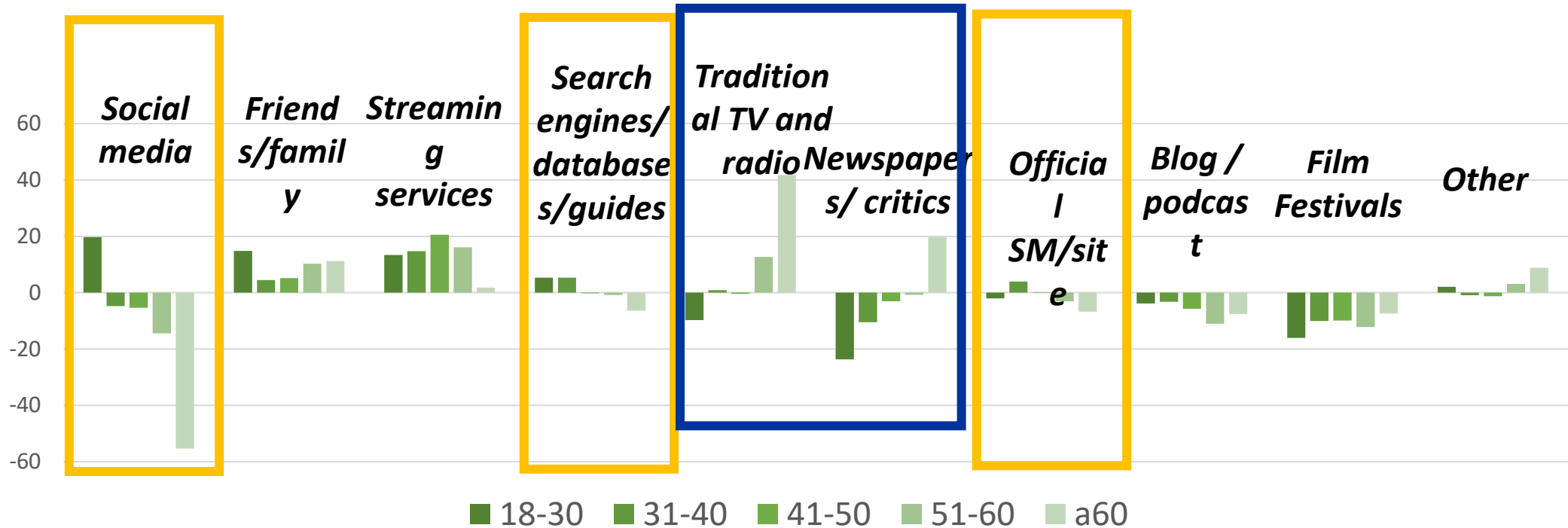
How much time per day do you spend following the news?



5. How do they choose?: more online sources



What are the main information sources you would typically rely on to help you choose which films and series to watch?



What has changed for the younger generation?

- 1 They consume more **online, on demand** content (more streaming, more news from social media)
- 2 They prefer **different genres** (e.g. horror over historical), **less non fiction** content (less documentaries, news and current affairs), **more international and user-generated content.**
- 3 They **have more premium** channels (e.g. sports channels) and **pay for more subscriptions and digital content**
- 4 They consume news **less often** and for **less time** daily
- 5 They tend to be more open to **online** recommendations (e.g. social media)

Found this interesting or relevant?



- 175 pages of market data (investment, business trends, etc.)
- More consumer questions
- Focus on young and lower-income people
- Details per EU Member State