

Electronic Media in the Digital Age

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Electronic Media Today and Tomorrow

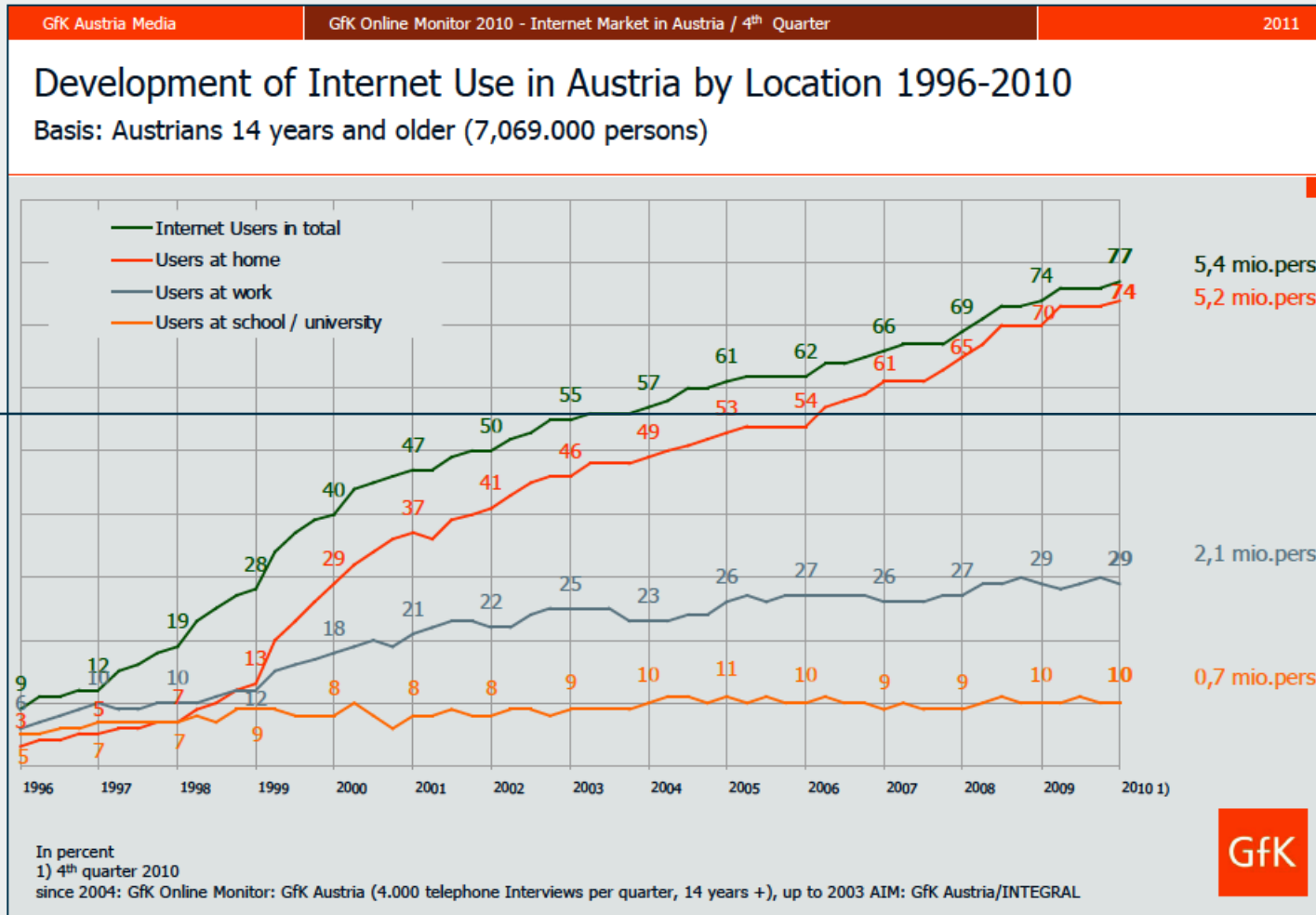
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- Some Basic Data
- The coexistence between Radio, TV and Internet
- The Future of Electronic Media
- The Role of Internet in Market Research

The Impact of the Internet on Conventional Media

The Permanent Growth of Internet Use

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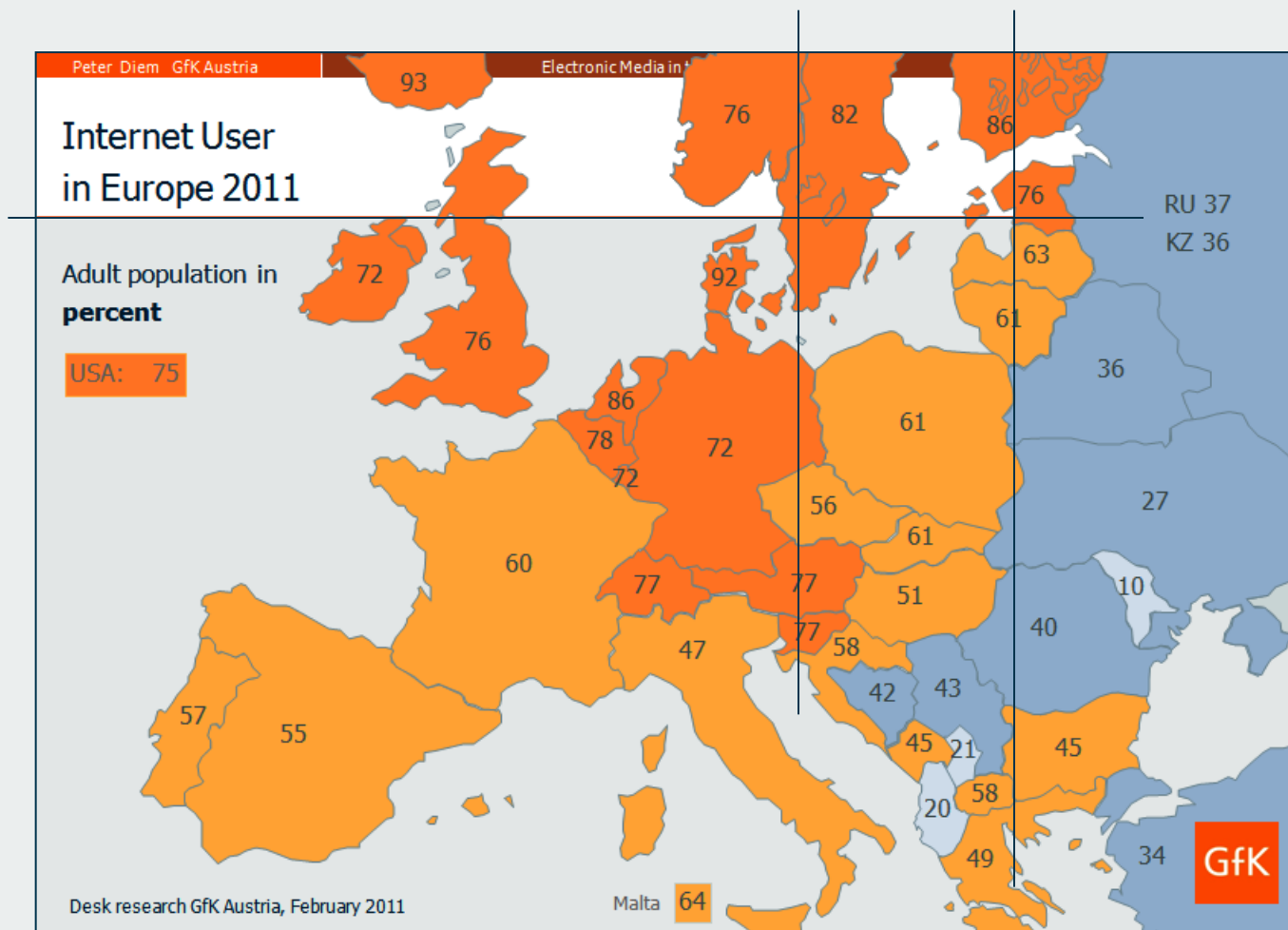


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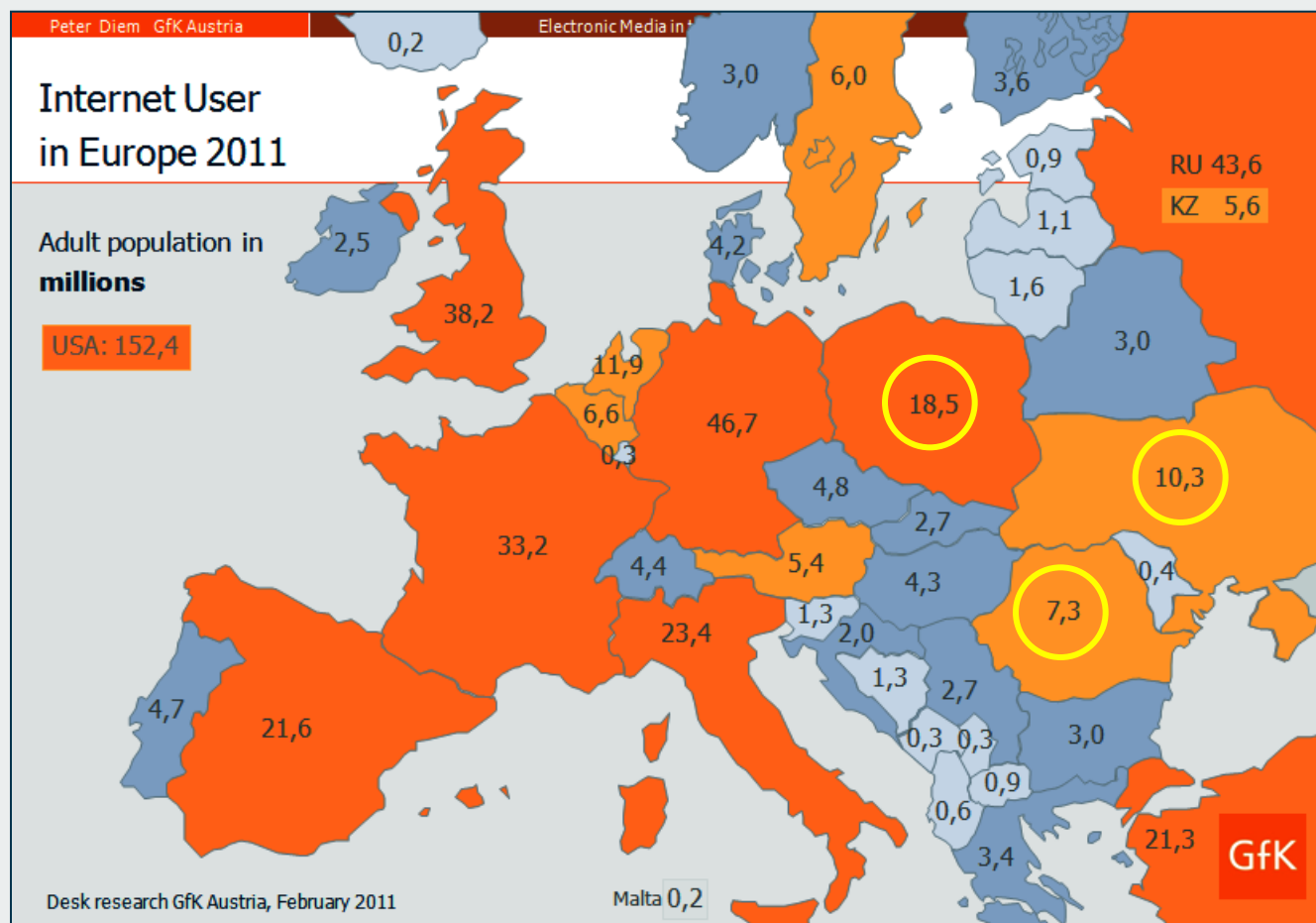
Ø CEE

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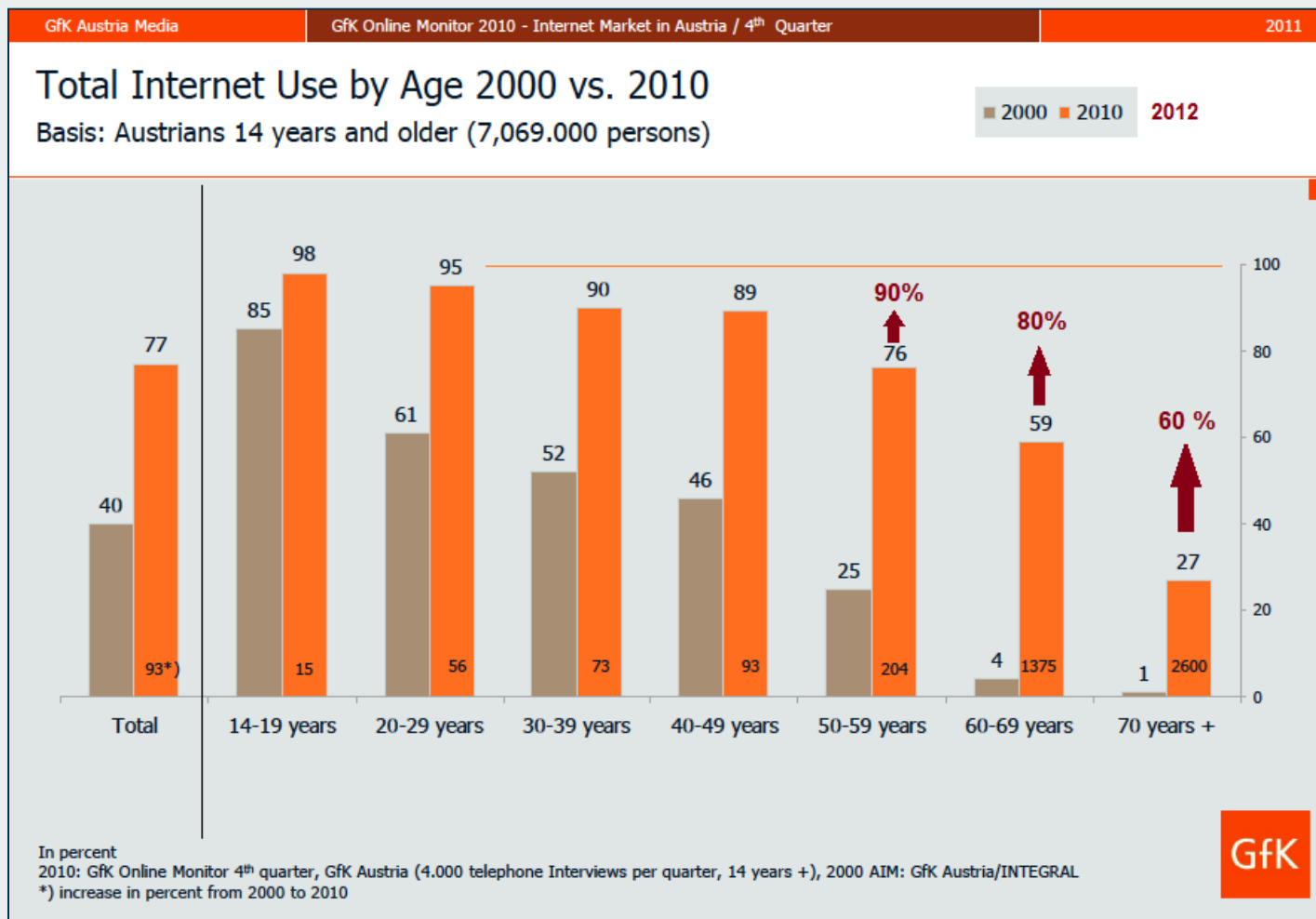
Different Levels of Internet Penetration in CEE



Large Online Markets in CEE



Internet Penetration by Age



The Reach of TV and Internet by Age (Austria)

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Age Group	% Daily Reach TV	% Internet yesterday
14-19	44	75
20-29	42	69
30-39	57	60
40-49	62	50
50-59	70	40
60-69	77	21
70 plus	80	6

Source: Media Analysis, Austria, 2009, n=16.000

Daily Media Use in Minutes by Age (Germany)

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Use of Daily Media - Germany

Mo-So, 5.00-24.00 Uhr, BRD gesamt, in Min./Tag

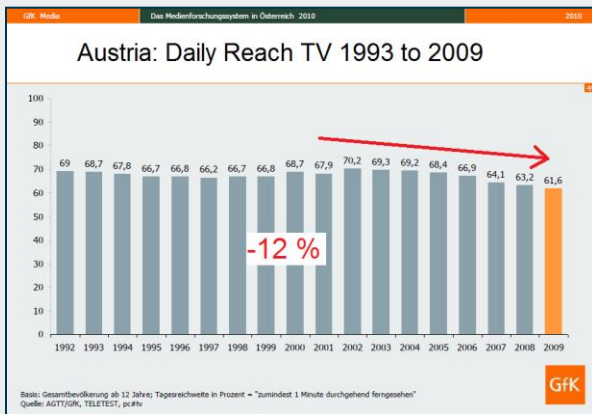
Zielgruppe	TV	Radio	Paper	Internet/ Online	Total Use	Net Use	Parallel Use	% Parallel Use
Adults	220	187	23	83	514	477	37	7
14-29 Jahre	151	136	10	144	441	404	37	8
30-49 Jahre	202	208	18	103	530	484	46	9
50-64 Jahre	252	205	27	63	547	510	37	7
ab 65 Jahren	286	187	41	12	527	504	23	4

Quelle: ARD/ZDF-Langzeitstudie Massenkommunikation 2010.

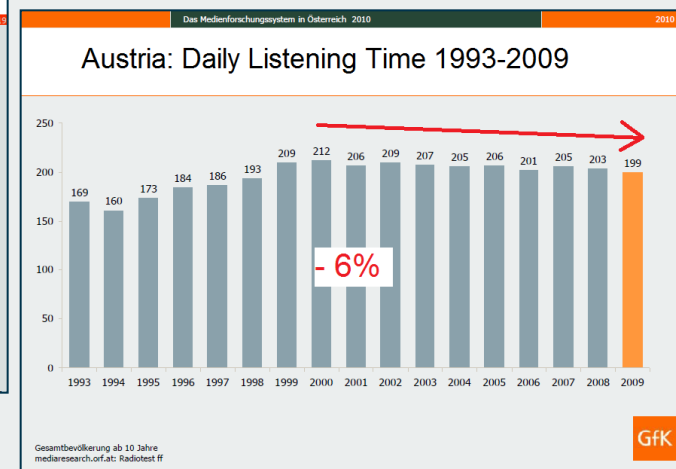
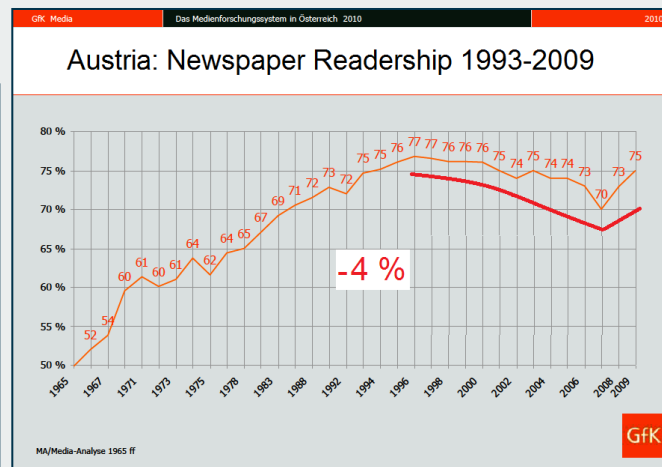
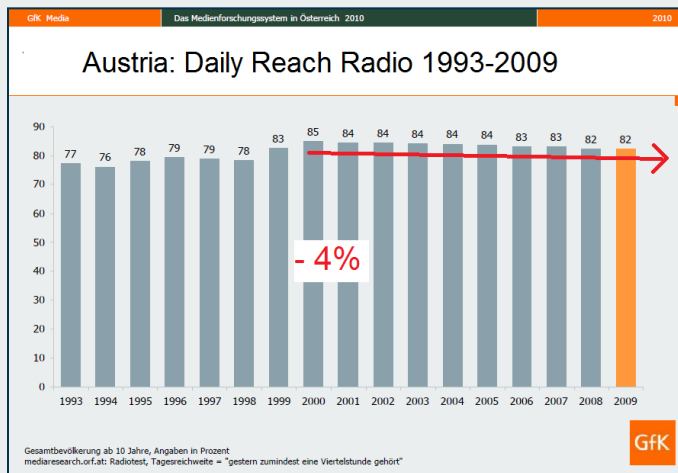
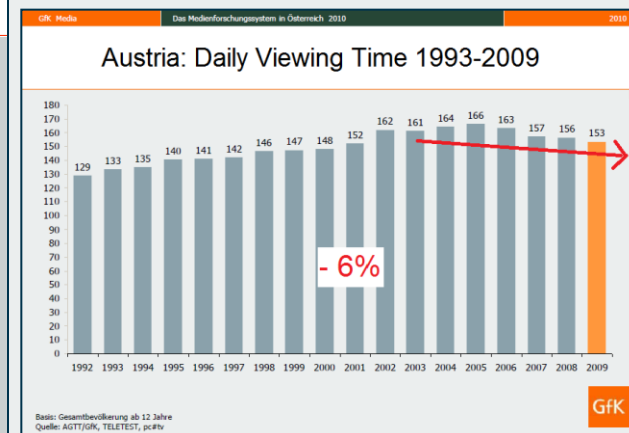
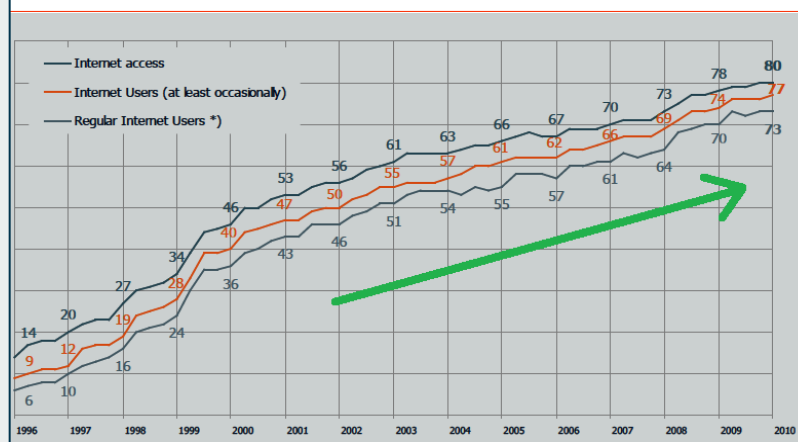
Online Use	% of Net Media Time
14-29	36 %
30-49	21 %
50-64	12 %
60 plus	2 %

Conventional Media: Slight Loss in Frequency and Duration of Use

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Austria: Internet Use 1996-2010

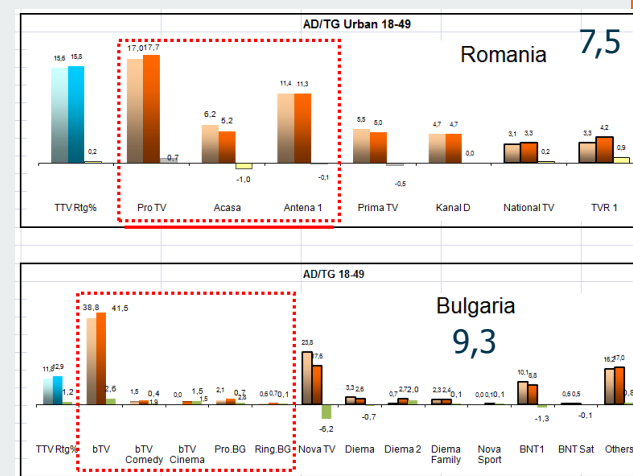
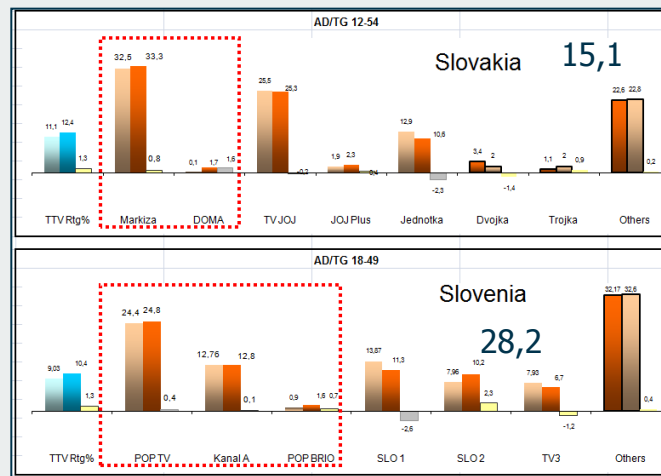
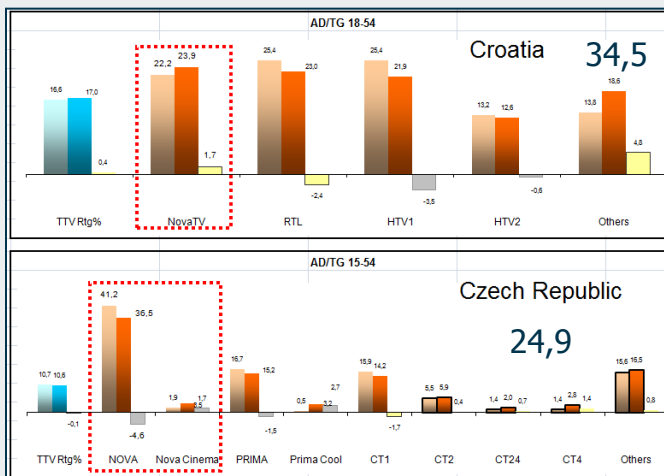


How is TV in CEE?

What are the Challenges for TV?

Shares of Public TV vs. Private TV

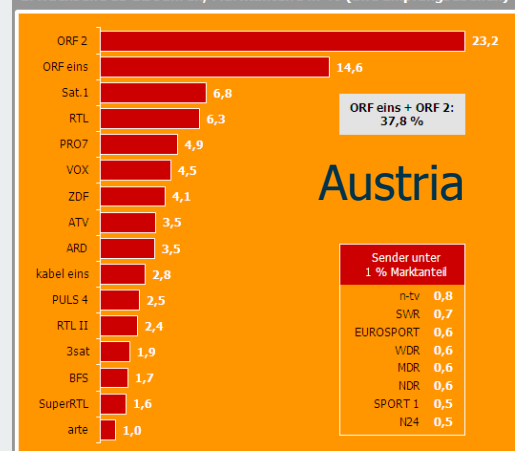
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Germany Adults 14+		
	2008	2009
RTL	11.9	12.6
PRO 7	6.5	6.5
SAT 1	10.5	10.6
VOX	5.5	5.5
ARD	13.8	13.1
ZDF	13.5	12.9
RTL II	3.8	3.9
KABEL 1	3.6	3.9
SUPER RTL	1.6	1.6
N 24	1.0	1.0
KIKA	0.7	0.7

DE 27,3 %

TV-Marktanteile 2010: Sender-Ranking
Erwachsene ab 12 Jahren, Marktanteile in % (alle Empfangsebenen)



Quelle: AGTT/GfK TELETEST, Evogenius
Grundgesamtheit: österr. Bevölkerung ab 12 Jahren in TV-Haushalten

MEDIENFORSCHUNG ORF

AT: 37,8
%

NL: 37,6 %

GfK

Public-Private TV – Different Functions

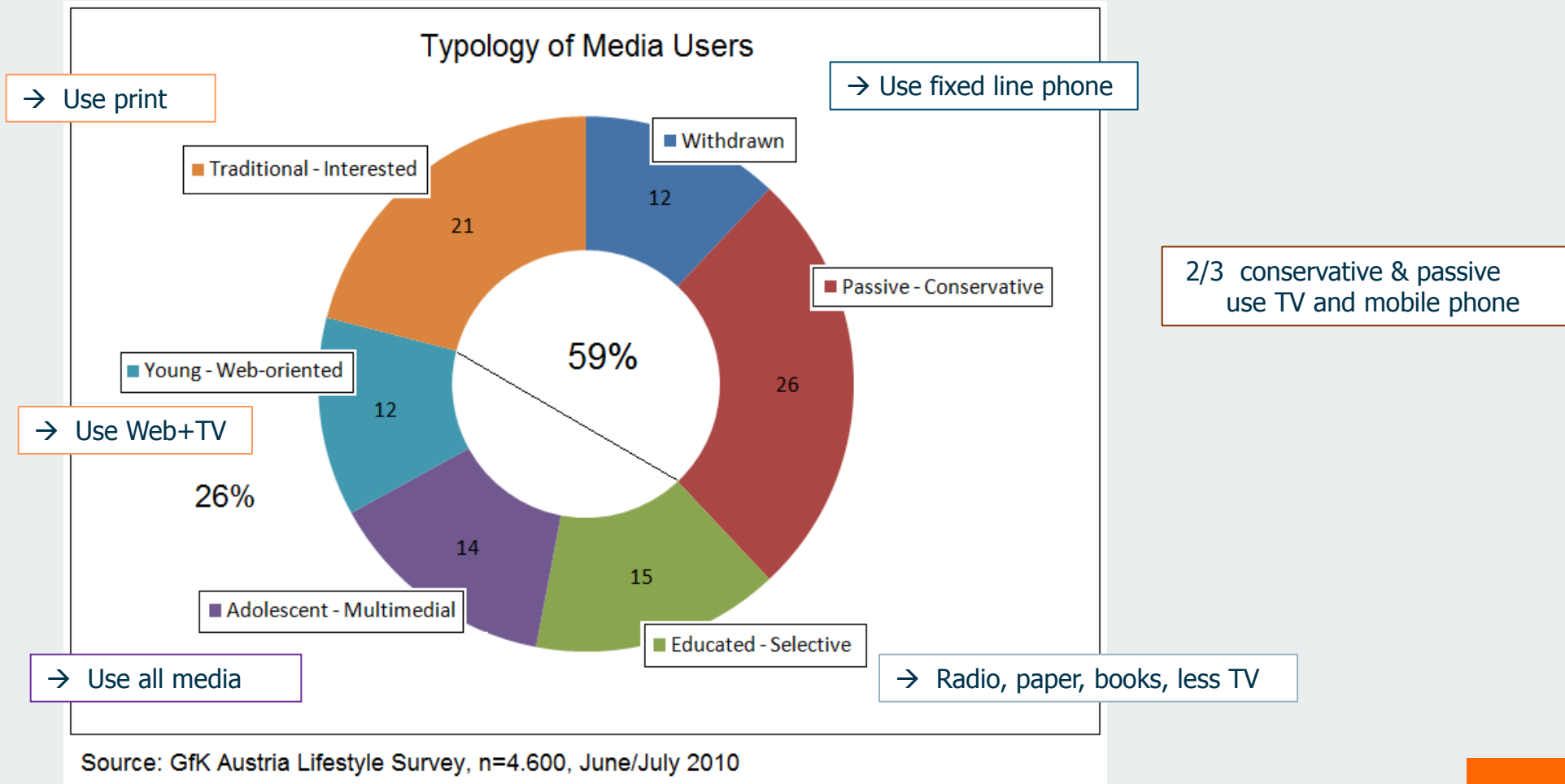
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According to a German survey, public and private TV are assigned different roles

	Important for	Unbiased	Good	High	For the
Medium	political	political	for	standard in	whole
	Information	Information	Recreation	Entertainment	Family
Public TV	79	78	32	57	42
Private TV	15	16	62	35	52
Source: ARD/ZDF Longterm Mass Communication Study 2010, n=4.505					

Media Users: The „Passive Majority“

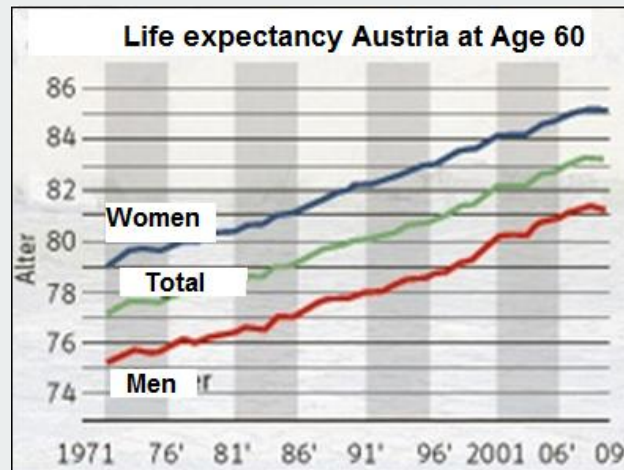
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TV Consumption and Rising Life Expectancy

Which conclusions are drawn by TV program directors?

Total TV	Year
Austria	2010
Age	hrs/min
12-19	1 hr 25
20-29	1 hr 40
30-39	2 hrs 00
40-49	2 hrs 31
50-59	3 hrs 16
60-74	4 hrs 08
75+	3 hrs 57
3+	2 hrs 32

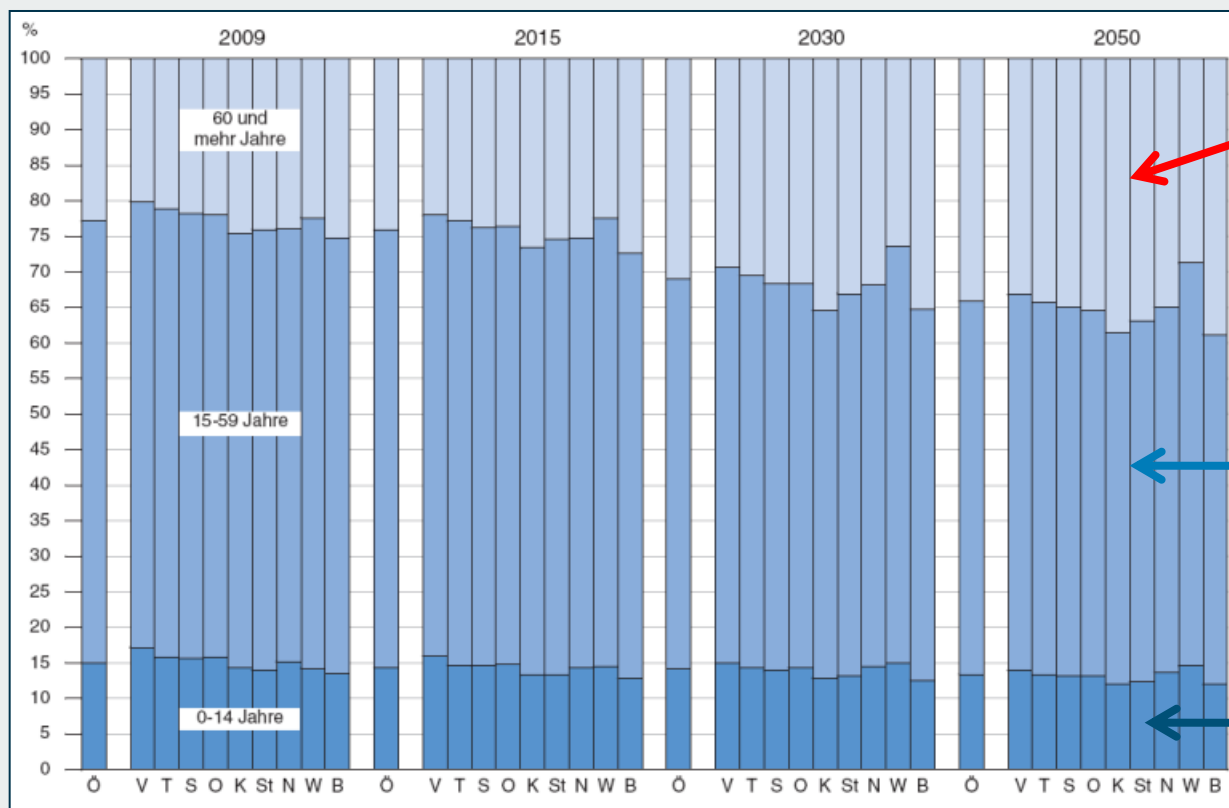


Life expectancy at Age 65		
	Men	Women
Austria	82,5	85,8
Slovenija	81,4	85,5
Czech Republic	80,3	84,1
Poland	79,8	83,9
Croatia	79,3	83,8
Romania	79,0	83,1
Hungary	79,0	83,1
Serbia	78,8	83,0
Slovakia	78,8	82,9
Macedonia	78,7	82,8
Estonia	78,6	82,2
Bosnia and Hercegovina	78,5	81,7
Bulgaria	78,5	81,7
Lithuania	78,4	81,1
Latvia	78,0	81,0
Moldava	77,1	80,9
Ukraine	76,9	80,6
Russia	76,8	80,4
Belarus	76,7	79,7

Source: Stat Austria, Base 2008

RTL has just announced : main target group changed from 14-49 to **14-59**

The Aging Population in Central and Eastern Europe



Senior Citizens
60 plus

„Active Population“
15-59

Children 0-14

Source: Austrian Statistics Office, 2011 (The bars within the years denote provinces from West to East)

A Century of Technological Change

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- **FM** has succeeded **AM**
- **Stereo** has succeeded **Mono**
- The **Computer** has succeeded the **Typewriter**
- **CD** has succeeded **Vinyl** (with some nostalgic fallbacks)
- **DVD** has replaced **the Video Cassette**
- **Hard Disc Recording** is replacing the **Videotape Recorder**
- **Digital Camera/Camcorder** have won over **traditional photography**
- **Multi-media PC and Video Projector** have replaced the **Slide Projector**
- **Cable and Satellite** have brought **multi-channel TV**
- **Digital Terrestrial** and **Digital Satellite** are replacing **Analog TV**
- **Smartphones** are replacing **Cellphones** which replaced the **Fixed Line**
- **HD-TV** is replacing standard resolution **TV**

Survival of the Fittest

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In spite of the advent of “new” media, the respective “old” media have survived:

- The **Book** has not died when **Film** became a story-teller
- **Radio** has not killed the **Newspaper**
- **Television** has not been able to exterminate **Cinema**
- **Internet** has not killed the **Press** nor will it kill **TV**

Why is this so ?

Because Man is a Habitual Animal

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- **Radio** is a “companion medium”: it is mainly consumed for info and music in the work phase and on the way to and from work.
- **Newspaper** is a “transition medium”: it is mainly read before work, in breaks, on a train , or right after work
- **Television** is “mental food” : it is mainly taken in the recreation phase:
(Evening news = hot soup, primetime program = main dish, late night = dessert)
- **Books** are read in the recreation phase, some in public transport. **E-books** are books.
- As a **hybrid** between Newspaper and TV, **Internet** is used both during work (mainly for information) and after work (mainly for entertainment).

→ **Note:** New channels like Internet-PC, Tablet-PC, Smartphone etc. must take these habitual practices in account

Truth in Humor?

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What is the future of Television? A big, flat screen on the wall with sharp images ...

What is interactive TV? The man goes to the fridge, gets himself a beer and closes the door .



The man who coined these two sayings was a most successful TV manager because he took account of the fact that Television is "nutrition" in the recreation phase.

Helmut Thoma
Director RTL 1984-1998

Some Conclusions

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- “Old” media will survive any “new” ones - if they adapt to the changing environment
- In spite of all the glitter of hi tech, content providers should take account of *habitudes*
- It is easier to sail with the wind instead of trying hard crossings:
 - Young people have decided to go Internet and Facebook for info and fun.
But they still use “shallow” TV (films and serials) for recreation.
 - Older persons depend on conventional TV, although many of them will go online too
- TV and Radio will be well advised to accept the demographic development in CEE
 - Nostalgic programs/films, telenovelas etc. will become ever more important
 - Fast speech and unordered discussions are the best way to lose audiences
 - Programs targetted at the female audience (e.g. figure skating) could boost ratings
 - Facilitating time-shift viewing by means of “download malls” can increase station loyalty
 - Segments of the senior population in more affluent markets have money to spend

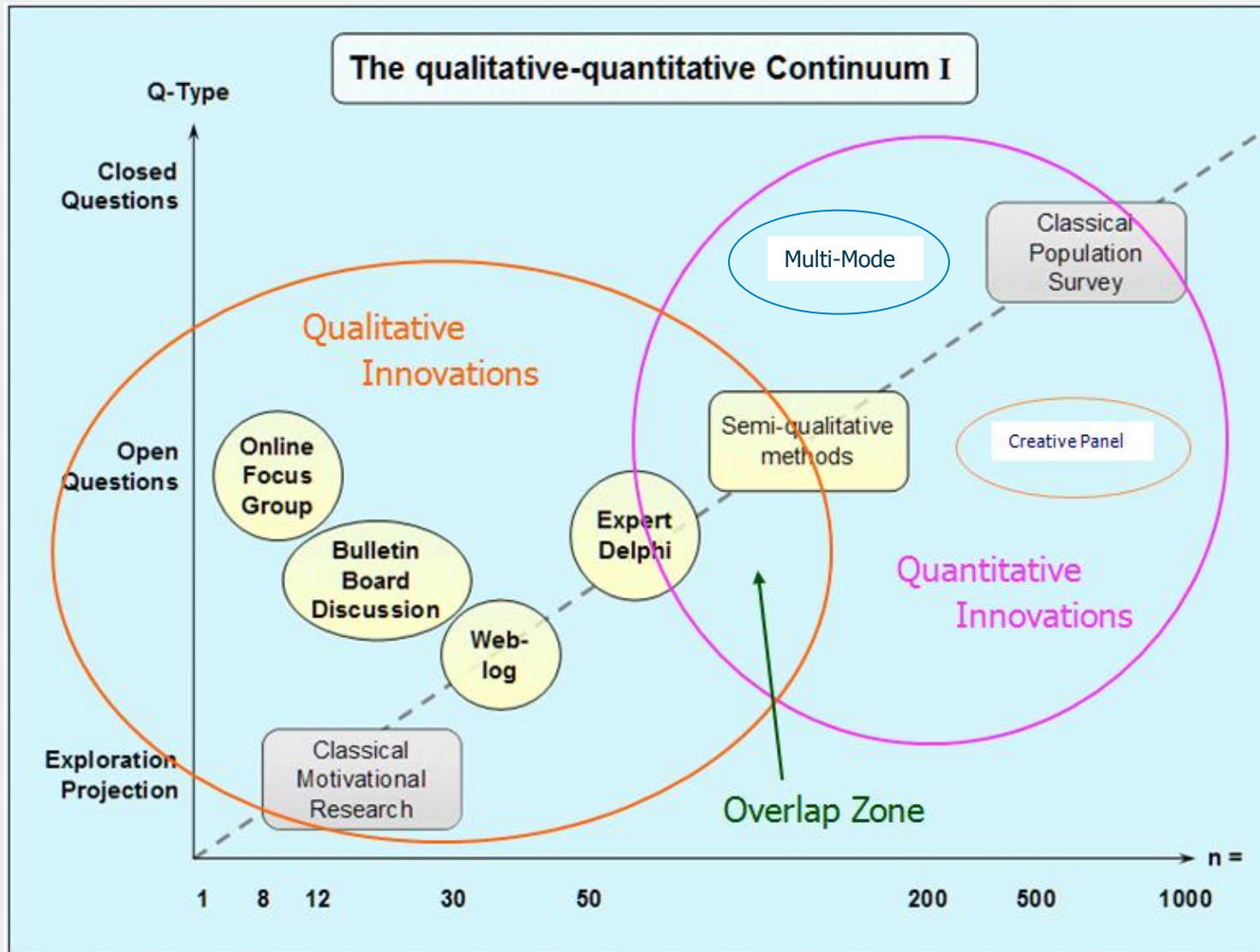
New Methods of Market Research for the Digital Media

Market Research for TV, Radio and Internet

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- “Conventional” Television Audience Measurement by Meter (TAM)
 - Challenges: Digital TV, Timeshift TV, Online Video Stream, Ethnic Groups, Datshas
- Measurement by „Media Watch” = recording tiny sound samples from RTV and compare them with total recordings of all stations (too expensive, reduces ratings)
- Qualitative Television Panels
 - The vast majority of measurement systems do not offer “appreciation”. Therefore, in some countries (e.g. NL, GB, DE) large online panels are being used to supply qualitative data (scalings, verbatims, judgements)
- Multi-Media Panels
 - Combining the measurement of conventional electronic media and Internet with consumer data (“GfK WebValue”, Germany)
- (Semi)qualitative Online Research will provide program makers with qualitative data
 - Web based research has no geographic boundaries, is quick and cost-effective.
 - Qualitative Research can explain flops and successes and suggest new ways

Quantitative and Qualitative Possibilities of Online Research



Thank you for your kind attention!

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