

CHANGES IN WORLDWIDE MEDIA CONSUMPTION

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Nowadays media consumption changes into an increasingly transforming, digital and mobile practice. These circumstances lead to some challenges for the media companies: what will be the clients` behaviour? Which media products will attract more consumers? To develop their new business model, the media should constantly do monitoring the results of recent researches on their clients` consuming behavior and habits to be sure they really know their target audience`s currently attitudes and responses.

The ROI Agency Zenith since 2011 regularly makes Media Consumption Forecasts and surveys changing patterns of media consumption, in particularly what the amount of time people allocate to different media: Newspapers, Magazines, Television, Radio, Cinema, Outdoor, Internet. Outdoor media mainly means any advertising seen outside of the home, for instance, billboards, posters, street furniture, and transit system ads (including both printed and digital out-of-home).

According to Zenith`s data for 2010-2018 [1] (Table 1), average world media consumption has grown from 403 minutes a day up to 447 minutes a day, i.e. 11% and it expects to reach 492 minutes a day (more than 8 hours) in 2020 [2], i.e. 22% respectively. Globally, all traditional media lost. At the same time, some of them lost much (Magazines, Cinema, and Newspapers) and some still keep their audience (Television and Radio).

Table 1.
Worldwide average media consumption

| | Media | 2010, minutes per day | 2018, minutes per day | % |
|----|-------------------------|-----------------------|-----------------------|------------|
| 1 | Newspapers | 20 | 12 | -40 |
| 2 | Magazines | 12 | 5 | -58 |
| 3 | Television | 190 | 170 | -11 |
| 4 | Radio | 60 | 52 | -13 |
| 5 | Cinema | 2 | 1 | -50 |
| 6 | Outdoor | 74 | 67 | -9 |
| 7 | Internet | 45 | 140 | +211 |
| 7a | <i>Desktop internet</i> | 35 | 27 | -22 |
| 7b | <i>Mobile internet</i> | 10 | 113 | +1030 |
| | Total | 403 | 447 | +11 |

Source: Author – based on the data of Zenith, 2016 [1].

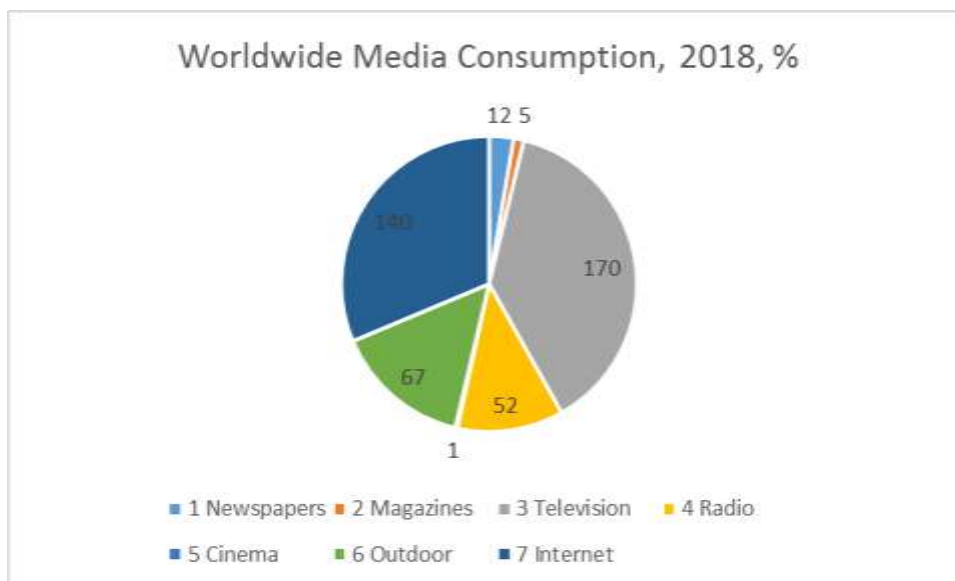


Figure 1. Worldwide Media Consumption Forecast, 2018

Source: Author – based on the data of Zenith, 2016 [1].

Figure 1 shows, that Television still dominates in global media consumption, followed by Internet.

Regional summaries also inform us that TV is among most popular media – it is on the first place in Western (219 minutes), Central and Eastern Europe (219 minutes), North and Latin America (270 minutes). Second place in these regions takes Internet, except Central and Eastern Europe, where Radio is still popular (183 minutes). Moreover, Internet is fully leading media in Middle East and North Africa (390 minutes). About Ukraine we find out that two of the most popular media here are Television (121 minutes) and Outdoor (117 minutes), while Internet consumption is not growing quickly enough (75 minutes).

The experts stresses, that owners of traditional media nowadays have invested in digital products, as worldwide digitalization and modern media landscape bring them new possibilities and options in managing their relations with clients. So, some of them even have larger online audiences than they ever had for their traditional media products.

In conclusion, should be underlined that adaptation to the changing worldwide media consumption and proactive transformation in accordance of clients` behavior trends are crucial to media business success.

References

1. Austin Anne, Barnard Jonathan, Hutcheon Nicola, 2016, Media Consumption Forecasts 2016, London: Zenith, 213 p.
2. Mobile internet to reach 28% of media use in 2020, Zenith, 2018, May 29, URL <https://www.zenithmedia.com/mobile-internet-to-reach-28-of-media-use-in-2020> .