



Universidad
del País Vasco Central Hermita
Unibertsitate

**AUDIOVISUAL CONSUMPTION
ON THE INTERNET AND
SOCIAL MEDIA**

2. Report

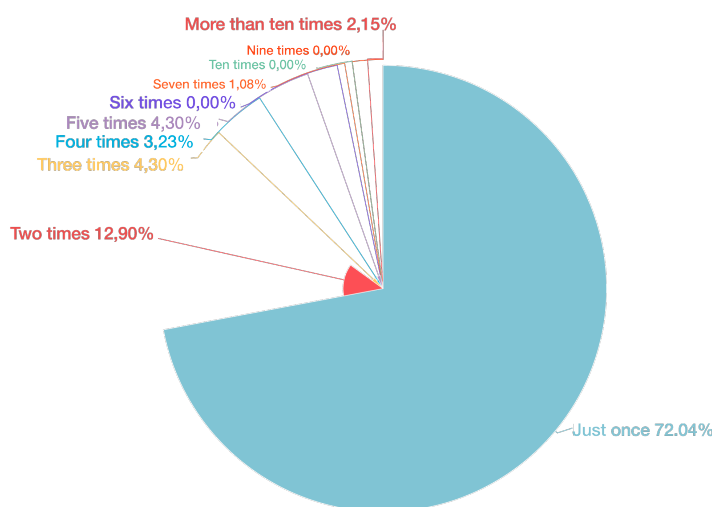
April 2019

AUDIOVISUAL CONSUMPTION ON THE INTERNET AND SOCIAL MEDIA

1. Latest consumed products on the Internet and social media

The participants have pointed out 298 different products. In the previous report, about television programmes consumption, 133 contents were noted. These data show that the demand of the audiovisual products is higher in the network.

1. Picture - Product mentions:

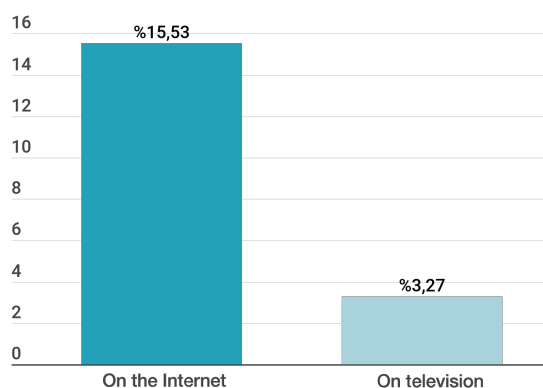


Source: Ikusiker

The network offers a wide range of contents. Due to this, many of the named programmes have been noted only once (72,04%).

La Resistencia has been the most mentioned product among the students. This programme also was named between the television contents in the previous survey. This last time the 15,53% of the participants have chosen it. In the questionnaire about TV products, only 3,27% did it. Thus, it seems that is more likely to watch La Resistencia on the Internet rather than on television.

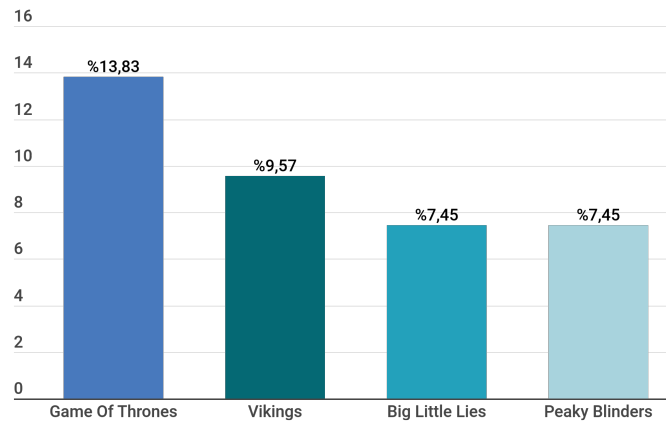
2. Picture - La Resistencia's consumption on the Internet and television:



Source: Ikusiker

Furthermore, in the survey, many of the respondents have named the products as its genre. "Videos" or "music" are examples of the answers they have written. Fiction is people's favourite genre. Amongst the list of contents got, 31,54% are series and 6,08% films.

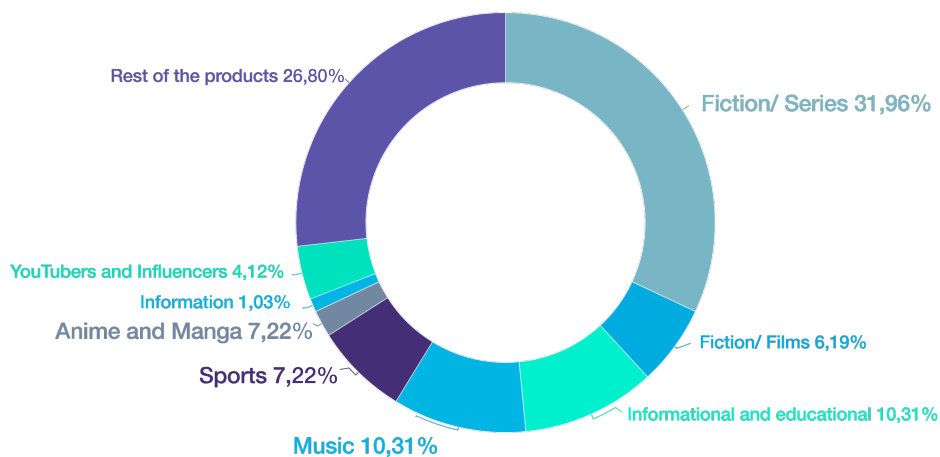
3. Picture - Products that prevail in the fiction genre:



Source: Ikusiker

Amidst the films, *Budapest* is the only one that has been repeated. The rest are all different.

4. Picture - Genre choice:



Source: Ikusiker

10,40% of the questionnaire respondents elected the informational and educational genre. 10,09% the music one and 2,68% the anime or manga.

The kind of content known as "the rest of the products" is the one who defines or contents all the products that are highly difficult to classify. 26,80% of the named contents are part of this option. One of the reasons to have this group of classification is that there are people who instead of writing the contents' title have written the

platforms' ones.

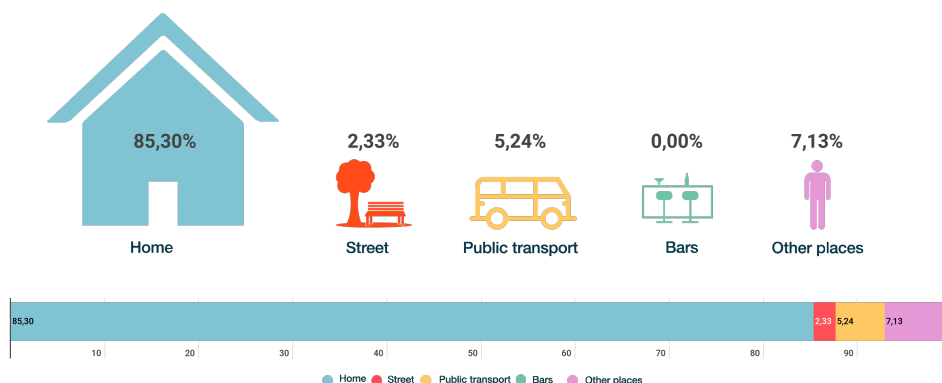
Only 4,03% of the items pointed out are in Basque. Also, these are almost the same as in the television questionnaire: Ur Handitan, Herri Txiki, Gure Kasa, rowing, cycling and Brinkola. Un Handitan has obtained 0,87% of the participant's audience. The rest are just named once.

Moreover, repeated the programmes are these:

- 1 - El Conquis
- 2 - GH
- 3 - Champions
- 4 - Ur Handitan
- 5 - La Resistencia

2. Places were the audiovisual items were watched

5. Picture - The chosen spaces:



Source: Ikusiker

Several survey respondents have selected home as the perfect place to watch the listed programmes (85,30%). Furthermore, 5,24% of the participants have chosen public transport for it and some others, 2,33%, the street.

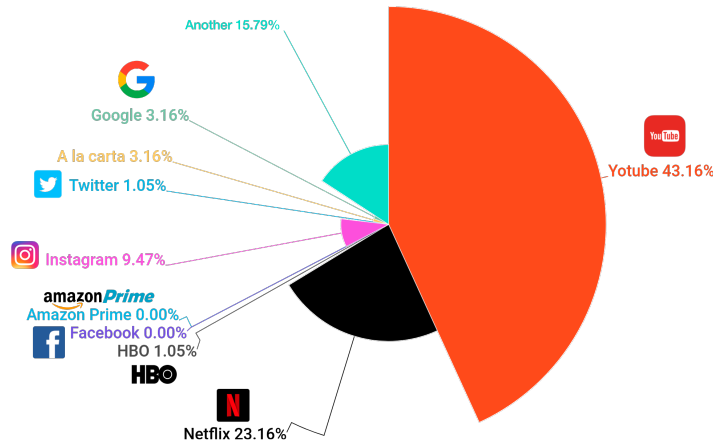
7,13% the ones polled otherwise, opted for the "other place" option. The spaces written in there are the following:

- 1 - Academy
- 2 - Friend's home
- 3 - School
- 4 - Gazteleku
- 5 - Library
- 6 - Local
- 7 - Students Residence
- 8 - University

The fact that the students have elected the previous places means audiovisual consumption is related to distraction.

3. Used platforms

6. Picture - Chosen platforms:

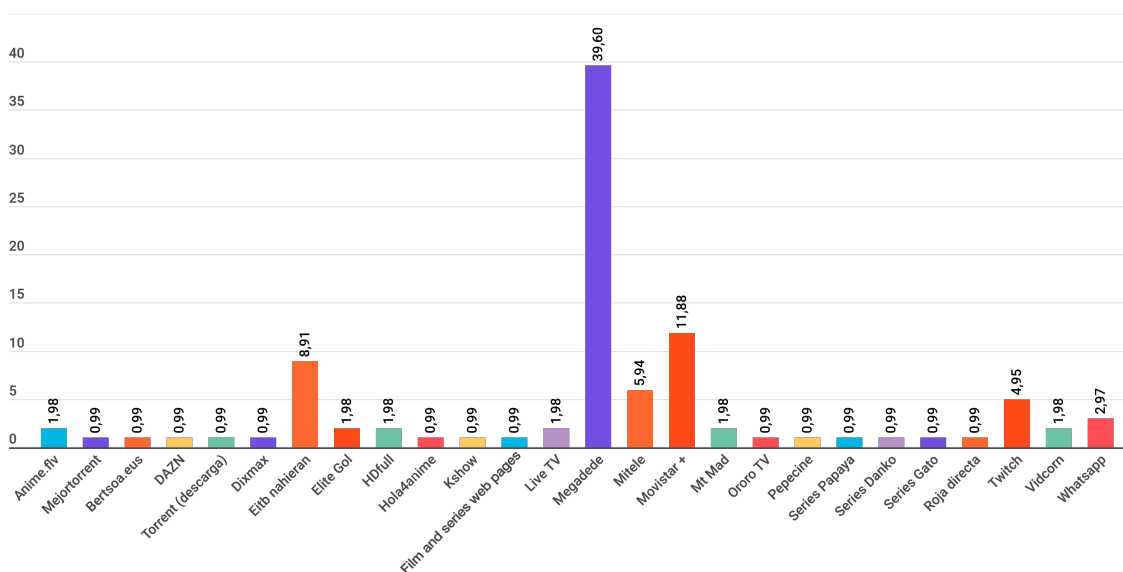


Source: Ikusiker

The data show that YouTube is the platform people most cherishes. 43,16% of the survey respondents have selected it. The next more popular platform is Netflix, 23,16% of the students have used it. 9,47% otherwise have preferred Instagram, the most influential social networking at the moment. Facebook's datum shows its decadence.

According to the graphic, 15,70% of the questionnaire participants have opted for other platforms.

7. Picture - Other platforms or web pages:

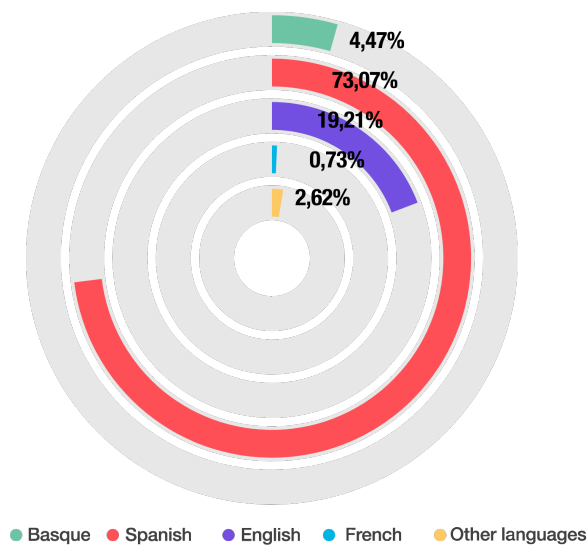


Source: Ikusiker

Between the additional platforms or web pages, Megadede is the one that prevails. 39,60% of the polled students have chosen it. This web page is illegal or pirated. There is no need to pay. There, amongst the audiovisual products genres, fiction is the most powerful.

Next more valued platforms are Movistar+ (11,88%) and EITB Nahieran (8,91%). Many of the named spaces are illegal. MejorTorrent, Torrent, Megadede, Pepecine, Series Papaya, Series Danko or Series Gato are some of the examples.

8. Picture - Products' languages:



Source: Ikusiker

Spanish is the most picked language. 73,07% of the participants have decided to watch the programmes in this language. 19,21% have preferred English and only 4,37% Basque.

It is a significant fact that more students prefer to choose English to Basque. English products, in platforms like Netflix or Youtube, are numerous indeed. Basque contents, on the other hand, are very scarce.

Netflix, HBO or Amazon Prime are getting more users each day. Meanwhile, it is rising the habit of watching audiovisual programmes in the original version.

Additionally, 2,62% of the panel participants have elected different languages to the said ones. From the listed products 0,29% are Italian, 0,44% Korean, 0,73% Japanese, 0,15% Gaelic and 0,15% Catalan. The Korean and Japanese contents are part of the manga or anime genre.

