

ikusiker



ONE-WEEK AUDIOVISUAL CONSUMPTION

6. Report

December 2019

ONE-WEEK AUDIOVISUAL CONSUMPTION

This research aims to see what is the audiovisual consumption like between young people. Bearing the purpose in mind, we have inquired the panel participants about their habits. The survey has lasted a week. The results show what the students watch during the week.

1. Notes about the used methodology

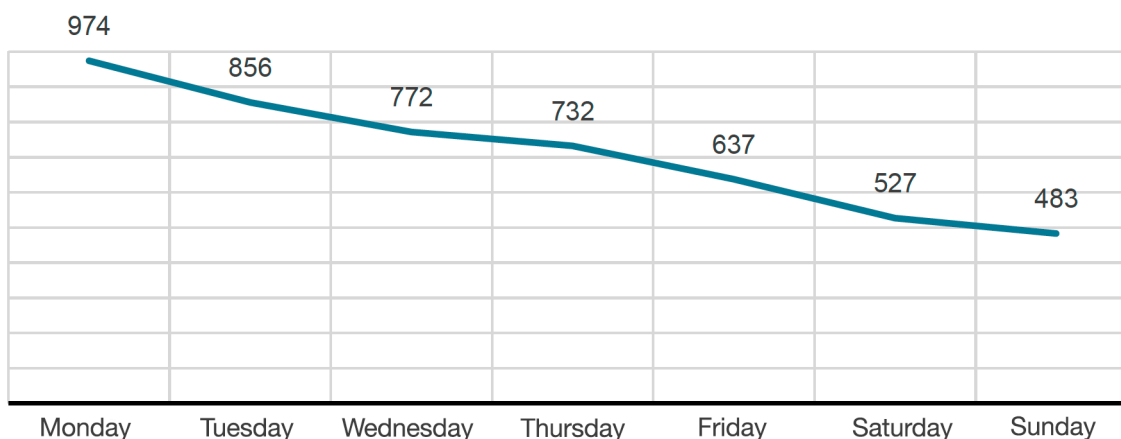
The data shown in this document is the one obtained through the last Ikusiker's survey. The questionnaire has taken place from 4th to 11th November.

Those who have taken part in the survey have had to answer each day of the week some questions. Also, 982 people have taken part in it, and 483 have been the ones who have entirely completed the one-week poll.

The table below shows the number of answers accumulated during the week. The quantity of results per day has changed throughout it. These are the acquired data:

DAY	NUMBER OF ANSWERS <small>(First question of the day)</small>
Monday	974
Tuesday	856
Wednesday	772
Thursday	732
Friday	637
Saturday	527
Sunday	483

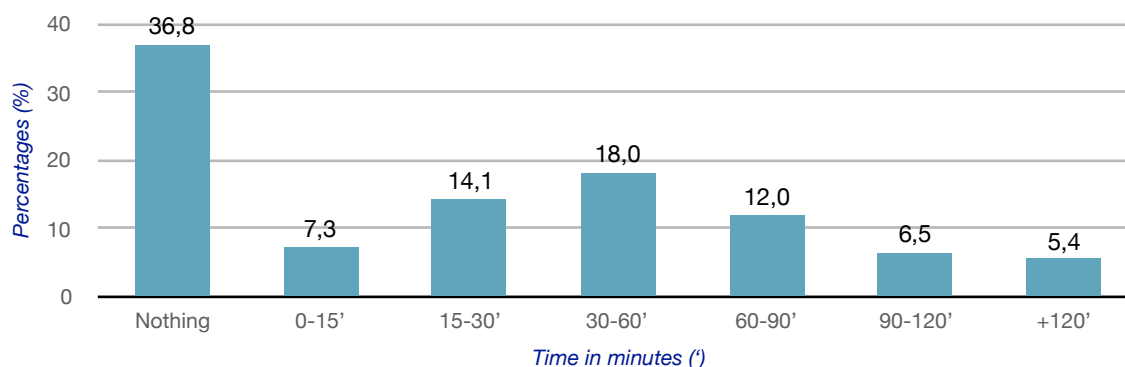
1. Picture - Development of the number of replies:



Source: Ikusiker

2. Monday, 4th November

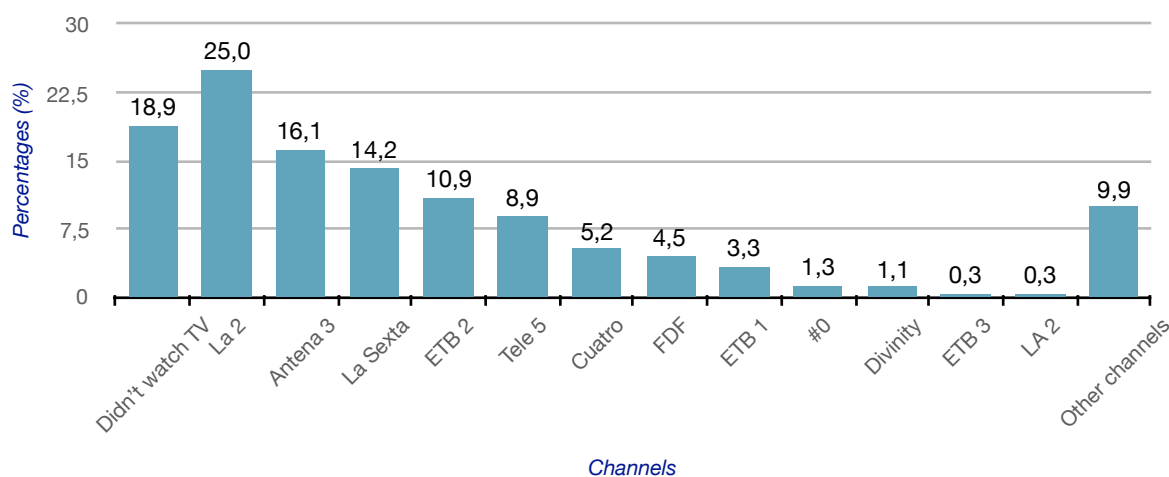
2. Picture - MO. - How much time did you devote to the current television yesterday?



Source: Ikusiker

First of all, we asked the participants about the time destined to watch the television. 18% admitted to do it for 30-60 minutes, 14,1% for 15-30 and 12% for 60-90 minutes. The results demonstrate that more than the participants' average, 66,3%, did watch the traditional TV. However, 36,8% reveal they didn't do it.

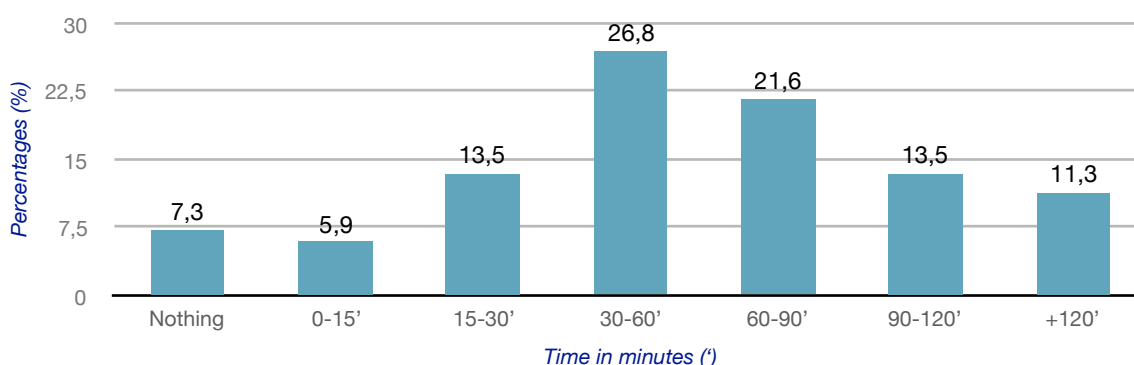
3. Picture - MO. - What channel did you use for the audiovisual consumption?



Source: Ikusiker

Amidst the students who watched the TV, the most valued channels were: La1, Antena3, La Sexta and ETB2. With 25% of the answers, LA1 was the leading station. Moreover, 3,3% of the participants chose ETB1 and 0,3% ETB3. Nevertheless, 9,9% said they elected channels that are not typical. Besides, most of the programmes elected are in Spanish (87,5%), only 3,6% are in Basque.

4. Picture - MO - How much time did you dedicate yesterday to watch programmes that are not from the traditional TV? (On social networks, Netflix, YouTube, Nahieran... Products that can be seen on the Internet).

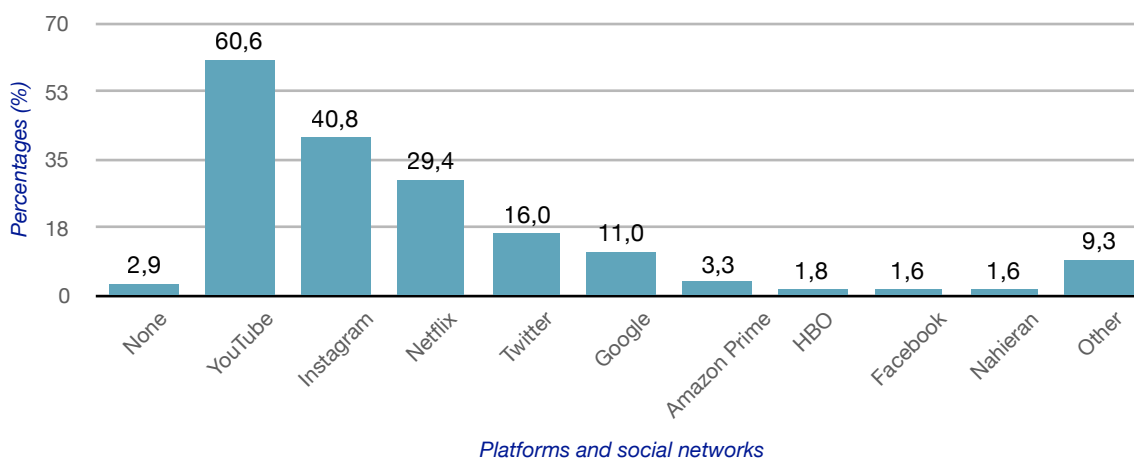


Source: Ikusiker

The data acquired on Monday shows that people spent more time watching audiovisual products on the Internet and social networks than on television.

Around half of the participants said they watched the programmes for 30-90 minutes: 26,8% during 30-60 and 21,6% 60-90. Also, it is significant to see the offered time differences. 13,5% devoted 15-30 minutes, while 11,3% more than 120. 5,9% watched the products for 0-15 minutes.

5. Picture - MO - Platforms or systems used for audiovisual consumption:

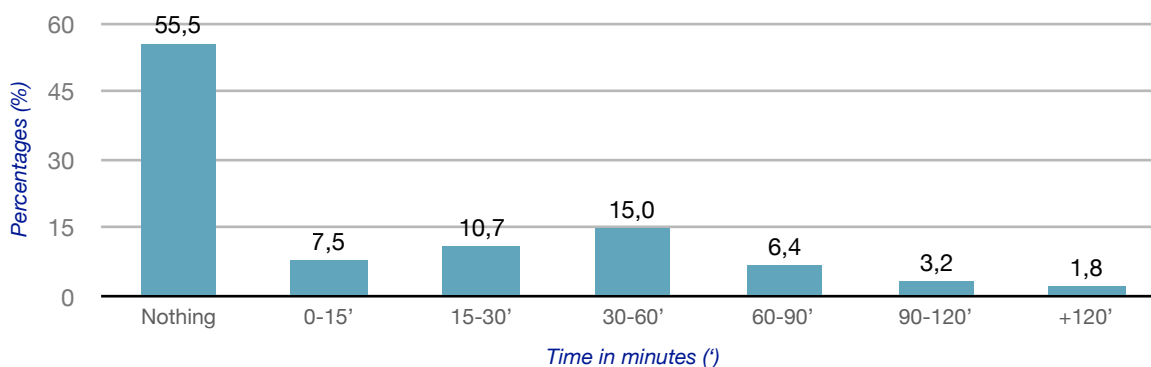


Source: Ikusiker

Among the platforms or social networks employed to watch programmes, YouTube was the leading site (60,6%). Instagram followed it since 40,8% of the participants chose it. 29,4% otherwise selected the platform Netflix. The rest of the answers were various: 16% said they did use Twitter, 11% Google and 9,3% other systems or platforms.

3. Tuesday, 5th November

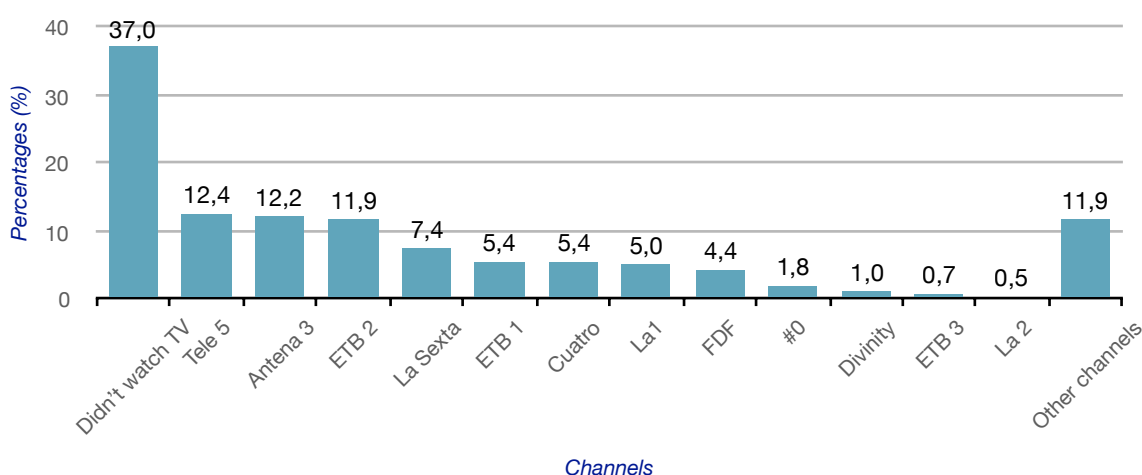
6. Picture - TU - How much time did you devote to the current television yesterday?



Source: Ikusiker

According to the data, the graphic shows on Tuesday the number of students who did not watch television raised. More than half of them admitted it, 55,5%. Between the ones that watched TV, 25,7% spent 15-60 minutes.

7. Picture - TU - What channel did you use for the audiovisual consumption?

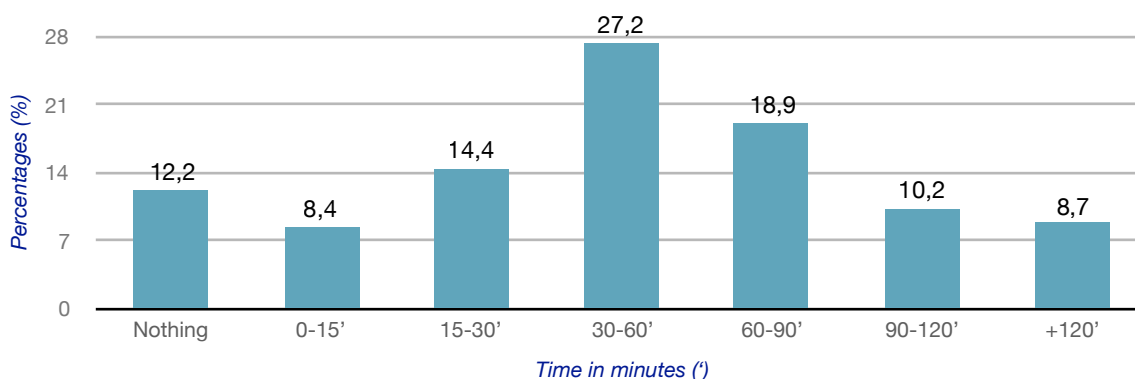


Source: Ikusiker

The most chosen channels were the following ones: Tele5 (12,4%), Antena3 (12,2%) and ETB2 (11,9%). Further, La Sexta was the next most mentioned station (7,4%). The rest of the channels were diverse: EITB1, Cuatro, La1, FDF... The option of other channels reached 11,9% of the results.

Regarding languages, Spanish was the foremost choice for the polled. Only 6,1% of the students elected Basque at the time of watching audiovisual contents. This percentage indeed corresponds to the Basque channels.

8. Picture - TU - How much time did you dedicate yesterday to watch programmes that are not from the traditional TV? (On social networks, Netflix, YouTube, Nahieran... Products that can be seen on the Internet).

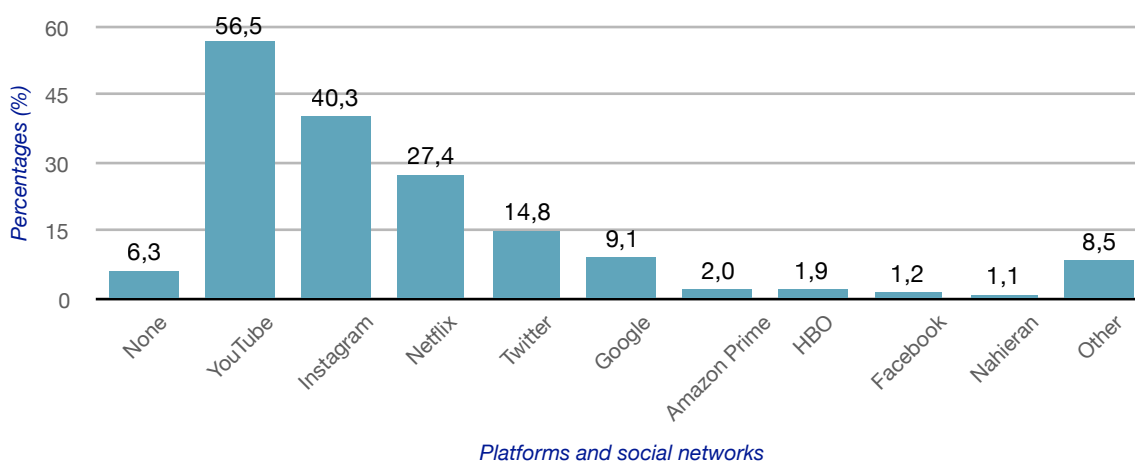


Source: Ikusiker

At the time of watching contents on platforms and social networks, more than a quarter of the people dedicated 30-60 minutes. 14,4% spent 15-30 minutes and 18,9% 60-90. This indicates that more than half of the participants (60,5%) attended the products for 15-90 minutes.

In accordance with the results, on Monday and Tuesday, the time proportionated to the audiovisual consumption was higher between the products that are not from television.

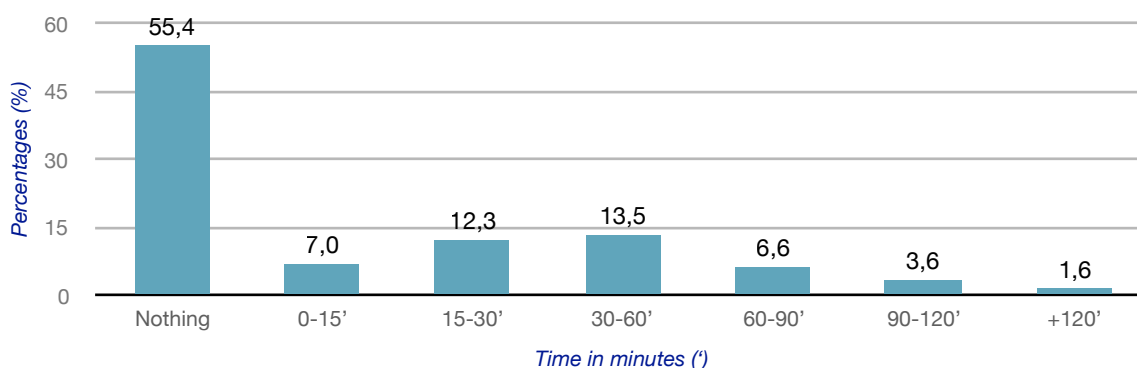
9. Picture - TU - Platforms or systems used for audiovisual consumption:



Source: Ikusiker

Youtube was the principle choice amid systems or platforms. 56,5% of the survey partners watched the chose products on it. Next in the ranking was Instagram (40,3%) and the following selections were Netflix (27,4%) and Twitter (14,8%). The remaining platforms had low support between the students, they did not reach 2%. Finally, the "other channels" alternative amounted 8,5% of the results.4. Miércoles, 6 de noviembre

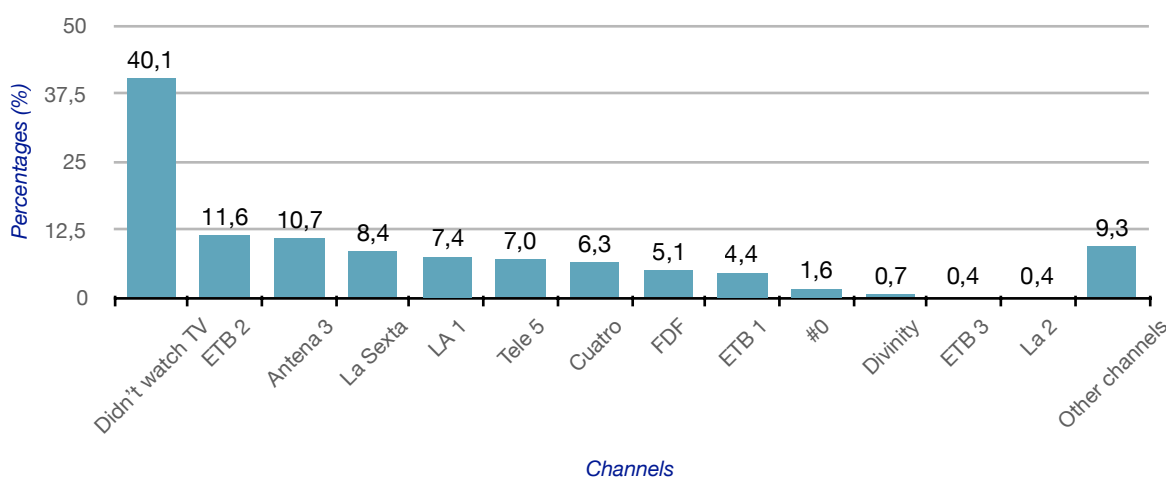
10. Picture - WE - How much time did you devote to the current television yesterday?



Source: Ikusiker

On Wednesday according to the participants' answers, five out of ten students did not watch traditional TV (55,55%). A quarter did it for 15-60 minutes, 7% between 0-15 and 6,6% for 60-90.

11. Picture - WE- What channel did you use for the audiovisual consumption?

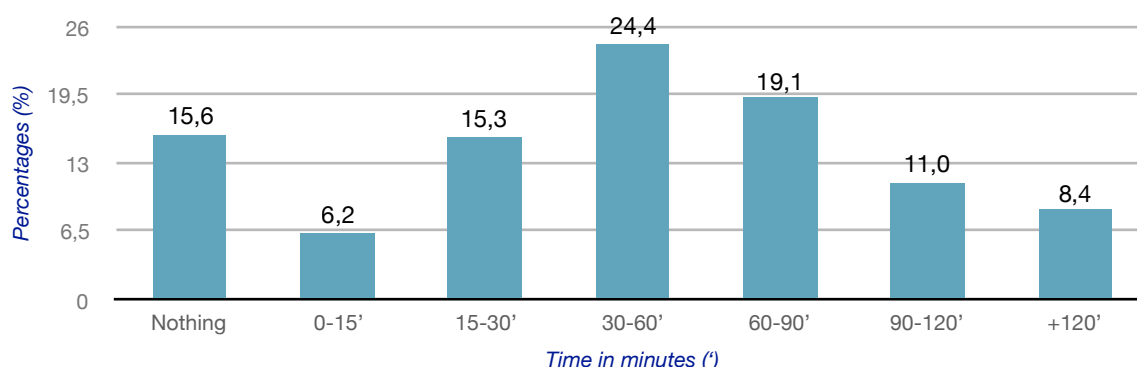


Source: Ikusiker

The audience data per channel were quite regular. ETB2 (11,6%) and Antena 3 (10,7%) led the ranking with similar percentages. ETB1 gathered 4,4% of the results and ETB3 was one of the less elected channels (La2 too), only 0,4% of the participants did it. 9,3% otherwise added they watched other stations.

Concerning the language, for the third time, Spanish was the most used. Seven out of ten students (68,5%) chose it. The Basque programmes obtained %4,8 of the results.

12. Picture - WE - How much time did you dedicate yesterday to watch programmes that are not from the traditional TV? (On social networks, Netflix, YouTube, Nahieran... Products that can be seen on the Internet)

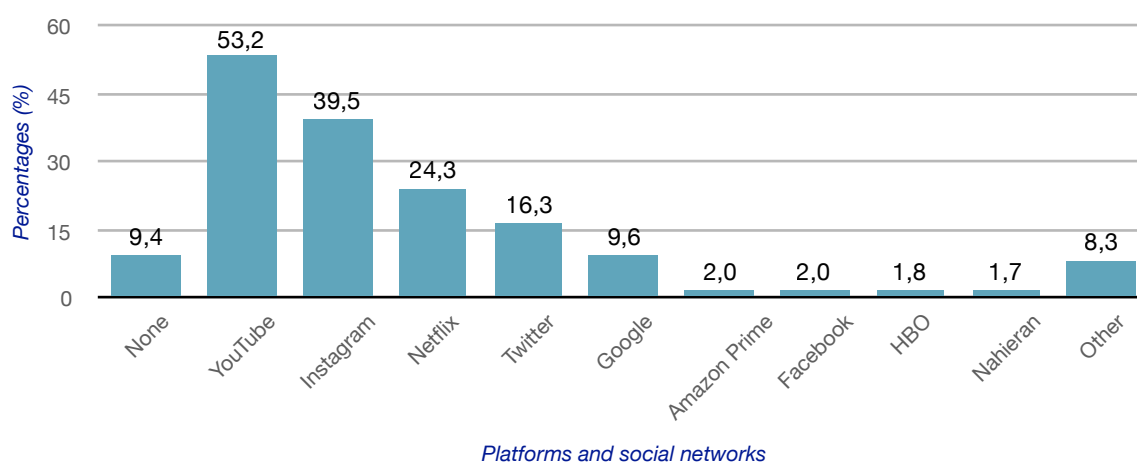


Source: Ikusiker

On Wednesday, almost a quarter of the contestants (24,4%) dedicated 30-60 minutes to consume audiovisual products on the social networks and the Internet. These data are similar to the previous days' ones. Besides, more than half of the students spent 15-90 minutes watching network-products. In addition, 6,2% consumed them between 0-15 minutes.

Once more, the consumption of the platforms or systems achieves better results than the traditional television's one.

13. Picture - WE - Platforms or systems used for audiovisual consumption:

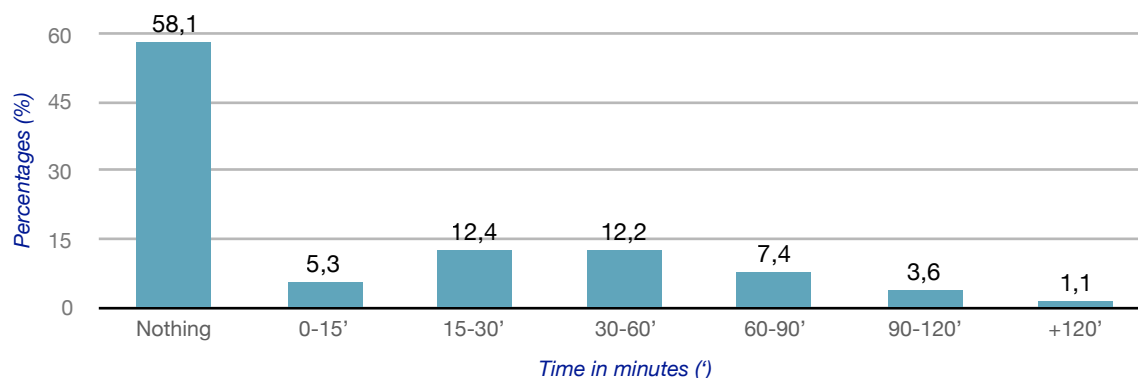


Source: Ikusiker

As in the previous days, the platforms' or systems' choice got repeated: YouTube, Instagram and Netflix. 53,2% of the polled students elected YouTube, 39,5% Instagram and 24,3% Netflix. Furthermore, Twitter (16,3%) and Google (9,6%) are also considerable between young people. Other platforms or systems' alternative got 8,3% of the support.

5. Thursday, 5th November

14. Picture - TH - How much time did you devote to the current television yesterday?



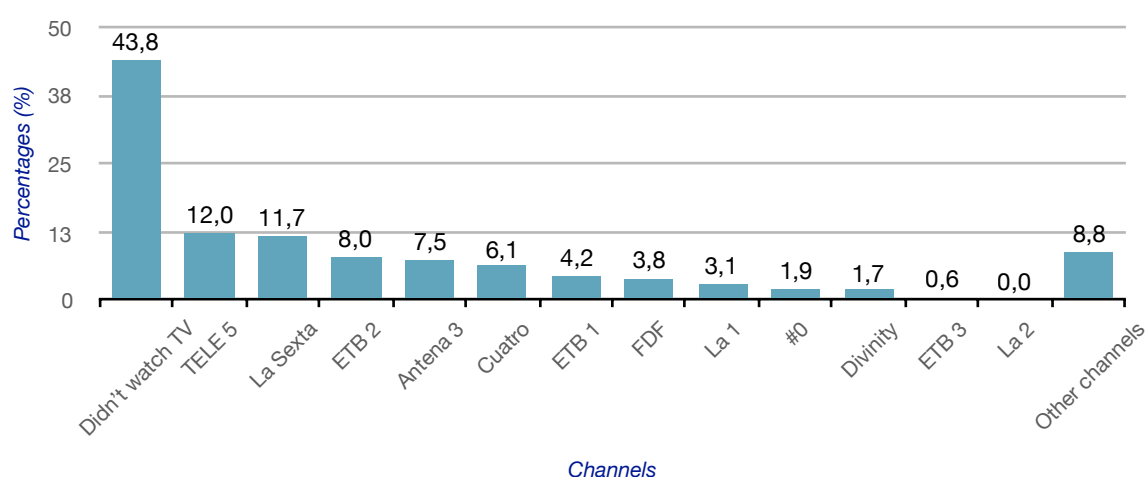
Source: Ikusiker

The number of people who have not watched the traditional television has increased these last days. On Thursday, six out of ten participants, 58,1%, indicated they did not do it.

Furthermore, between the ones who watched TV, the most chosen time-period was 15-60 minutes' one. 24,6% of the polled students spent that amount of time in front of the screen. 7% otherwise said they dedicated 60-90 minutes, while 5,3% 0-15.

Comparing the results of the last days, on Thursday were obtained the lowest data (television's consumption) of the week till that moment.

15. Picture - TH - What channel did you use for the audiovisual consumption?



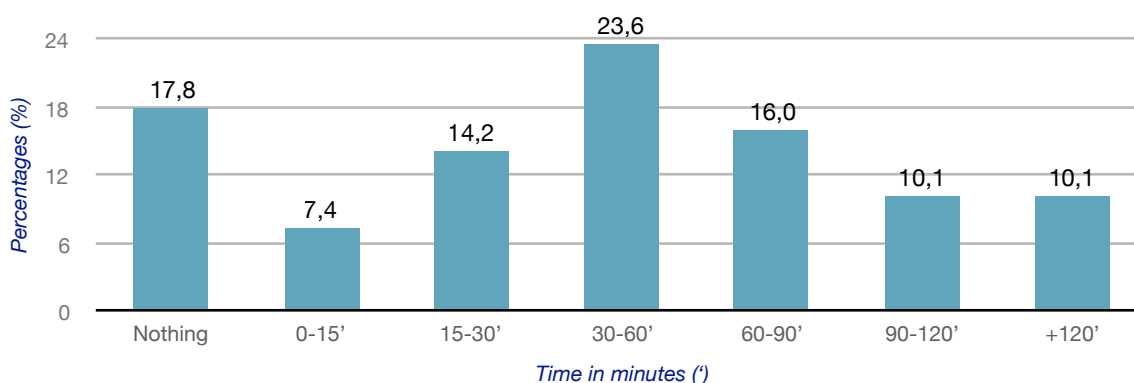
Source: Ikusiker

The most relevant TV channel was Tele5, reaching 5% of the respondents' audience. La Sexta was the next more selected option (11,7%). Moreover, ETB2, Antena 3, Cuatro and ETB1 were following on the ranking. Other channels' alternative got 8,8% of the answers.

ETB1's audience (4,2%) was lower than on Wednesday. However, ETB3 gathered 0,2% points more, those that the other station lost. Nevertheless, ETB3 was the less watched channel (%0,6).

Amongst the languages, Spanish got to be the foremost for another day. The Basque programmes reached 4,8% of the public.

16. Picture - TH - How much time did you dedicate yesterday to watch programmes that are not from the traditional TV? (On social networks, Netflix, YouTube, Nahieran... Products that can be seen on the Internet)

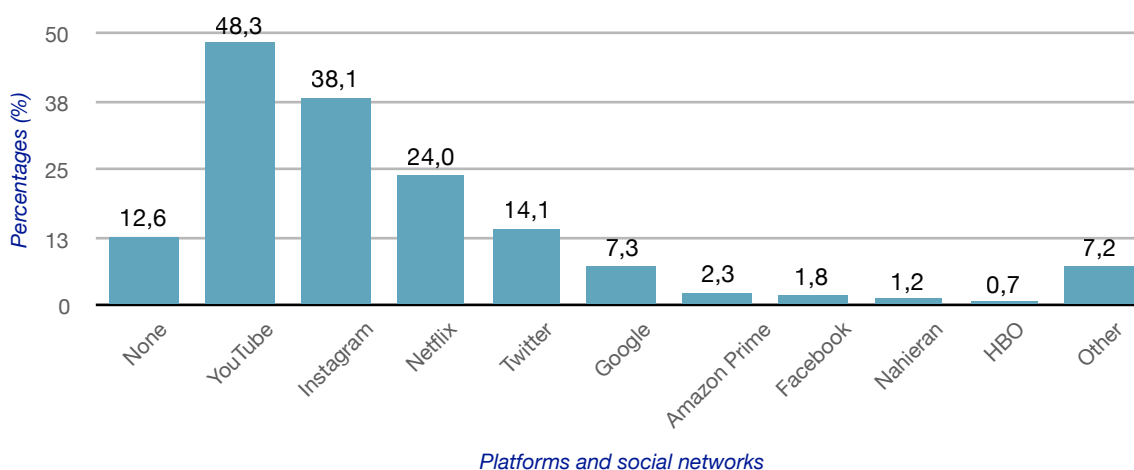


Source: Ikusiker

The fourth day of the week, the time destined to the products away from TV increased. A quarter of the students invested 30-60 minutes into consumption. More than half (%53,8) pointed out they spent 15-90 watching audiovisual products. Besides, 21% of the panel members affirmed they consumed those products for longer, for 90-120 minutes.

With the passing of the days, the percentage of people who did not watch any programme increased. 17,8% of the participants did not do any audiovisual consumption on Thursdays, who are 2% more.

17. Picture - TH - Platforms or systems used for audiovisual consumption:

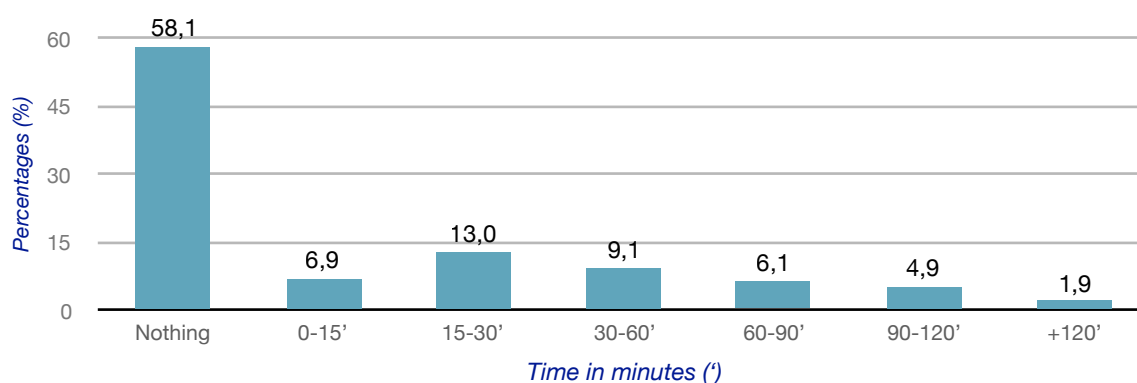


Source: Ikusiker

To end, 48,3% of the students chose once more YouTube as the leading platform. Instagram was elected by 28,1% and Netflix by 24%. As on the previous days, Twitter (14,1%) and Google (7,3%) followed them. Also, 7,2% of the results belong to other platforms, which is a low quantity in this case.

6. Friday, 8th November

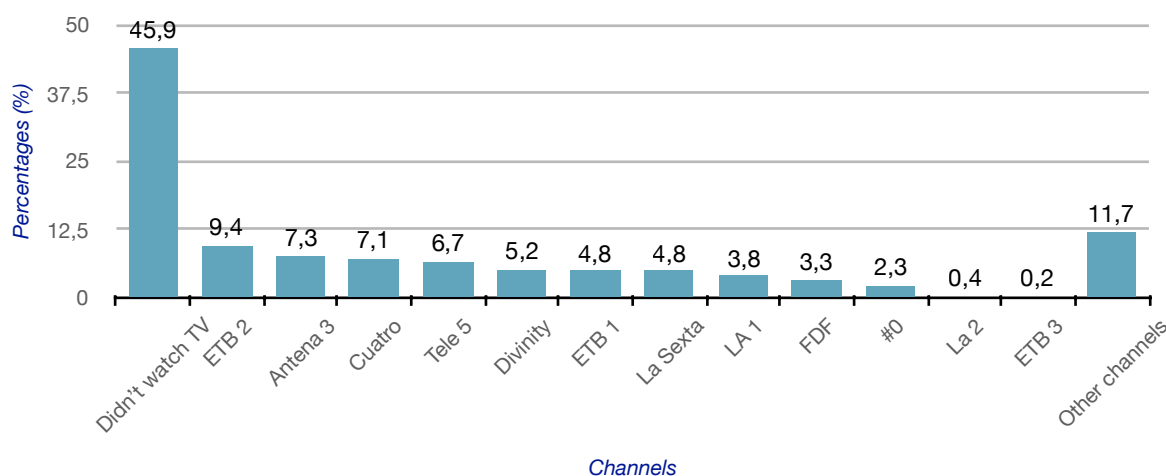
18. Picture - FR - How much time did you devote to the current television yesterday?



Source: Ikusiker

Among Friday's data stands out the percentage of the polled students who did not watch audiovisual products (58,1%). Generally, the time devoted to the television's consumption decreased. 13% employed 15-30 minutes in front of the screen and 9,1% 30-60. In short, among the passed weekdays, Thursday and Friday were the moments in which less TV was watched.

19. Picture - FR - What channel did you use for the audiovisual consumption?



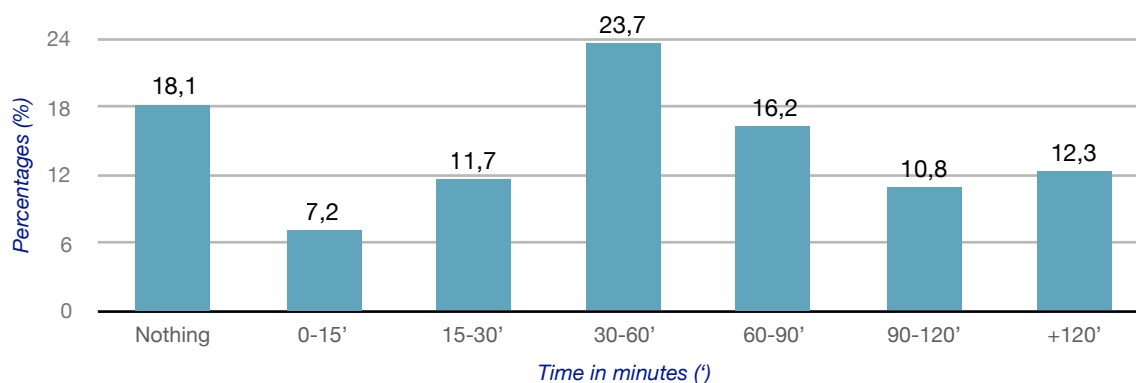
Source: Ikusiker

About the channels, the choices were various. The most significant elections were: ETB2, Antena3, Cuatro and Tele5. In any case, the other channels option had great support between the students. ETB2 maintained the second position with 9,4% of the

panel audience's results.

According to the programmes' language, Spanish remained to be the first choice. In addition, 5% of the participants elected to watch the TV in Basque.

20. Picture - FR - How much time did you dedicate yesterday to watch programmes that are not from the traditional TV? (On social networks, Netflix, YouTube, Nahieran... Products that can be seen on the Internet)

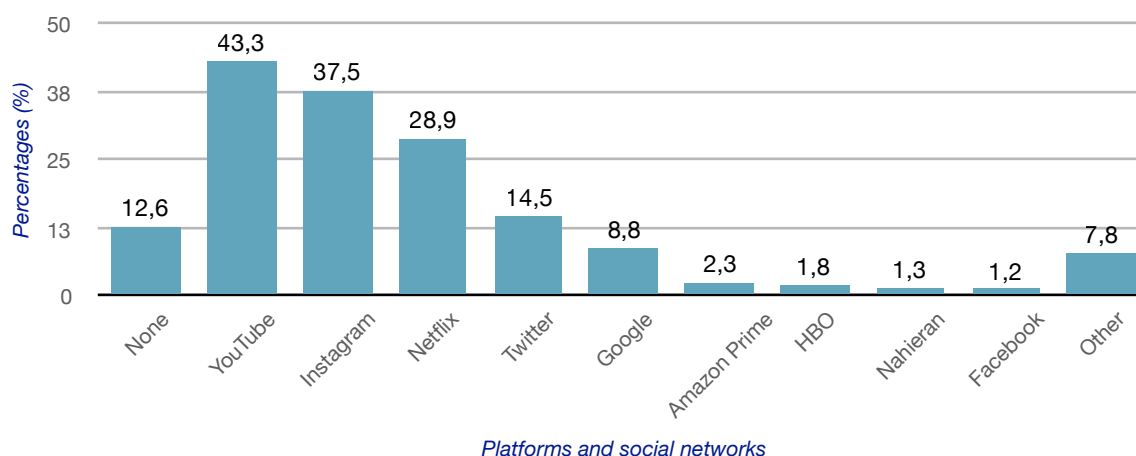


Source: Ikusiker

At the moment we asked about the time dedicated to watching the shows or products that are not from traditional television, these were the data we gained: 23,7% of the young people devoted 30-60 minutes and 16% 60-90. Meanwhile, 12,3% admitted they had passed more than 120 minutes watching the audiovisual products. So, on Friday, the amount of time given to the consumption was higher in the case of the programmes that are not from traditional TV.

On the other hand, the percentage that belongs to the ones who did not squander time on platforms or systems did not almost increase.

21. Picture - FR - Platforms or systems used for audiovisual consumption:



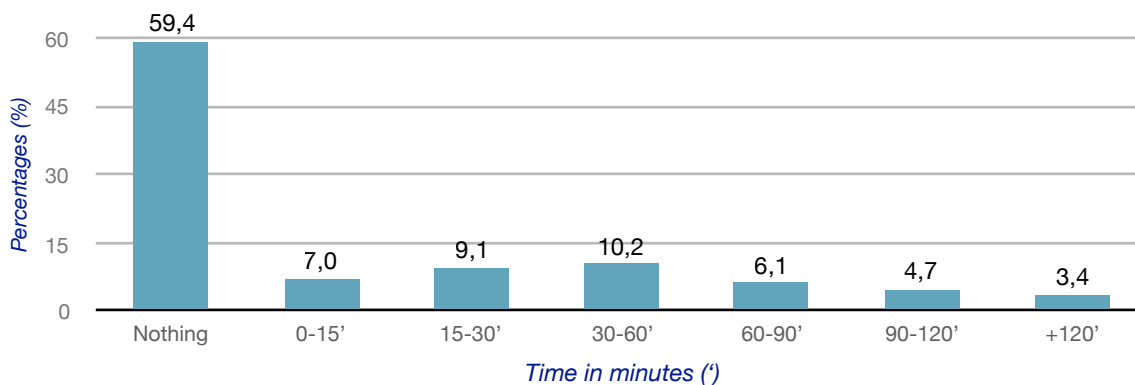
Source: Ikusiker

Youtube is still the platform that stands out, 43,3% partakers used it. 37,5% opted for

Instagram and 28,9% for Netflix. These three platforms predominate for one more day. Twitter also maintains its position (14,5%).

7. Saturday, 9th November

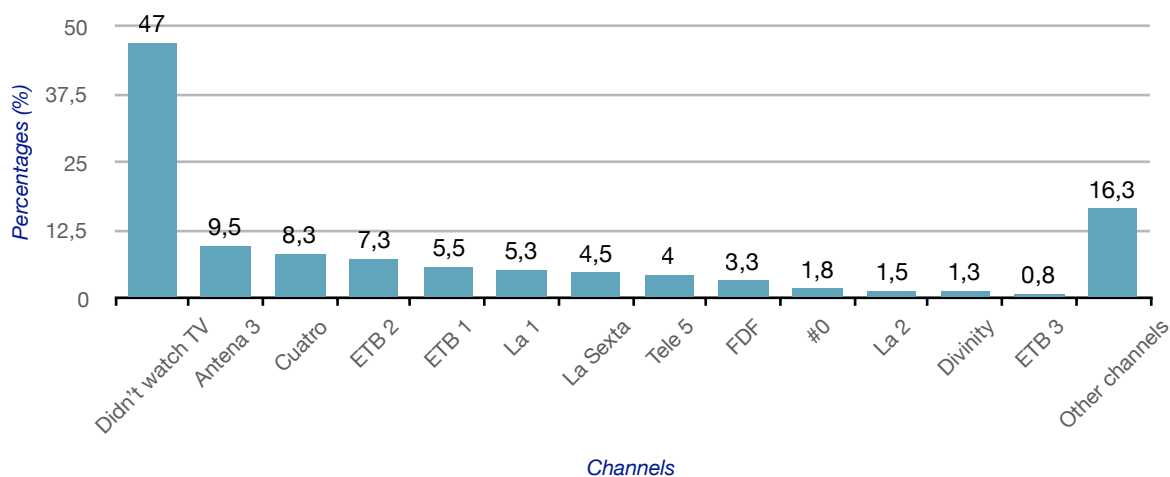
22. Picture - SA - How much time did you devote to the current television yesterday?



Source: Ikusiker

On Saturday %59,4 of questionnaire's participators, who are more than half, did not watch television. Nevertheless, the amount of time devoted grew. 10,2% spent 30-60 minutes, and the percentage of those who did it for more than 120 minutes rose too (3,4%).

23. Picture - SA - What channel did you use for the audiovisual consumption?

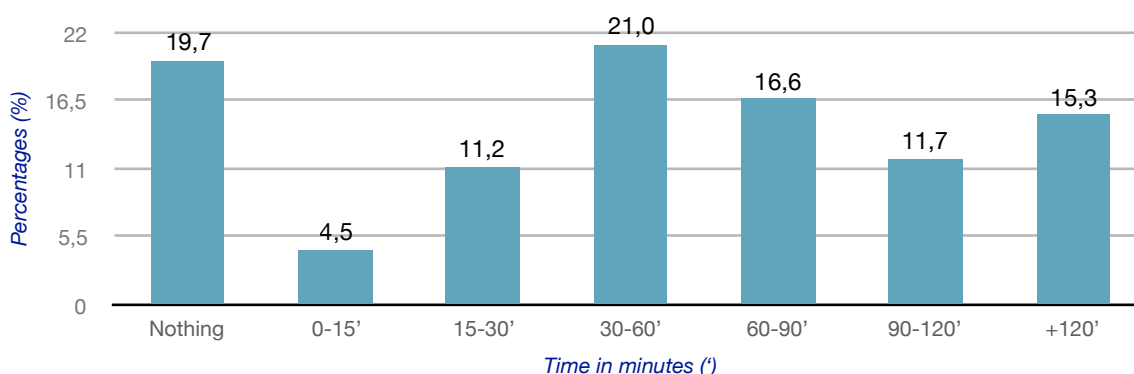


Source: Ikusiker

16,3% of the polled students decided to watch channels that are no common. Apart from that, the results were quite similar between the stations. None of the channels exceeded 10% of the audience. Antena 3, Cuatro and ETB2 were the most chosen.

The Spanish products were the ones that stood out. The Basques acquired 5,5% of the elections.

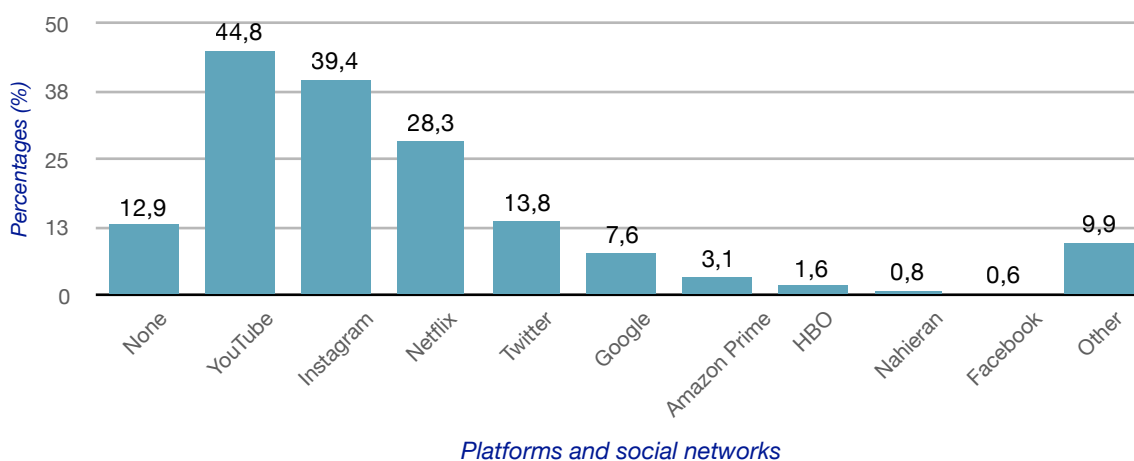
24. Picture - SA - How much time did you dedicate yesterday to watch programmes that are not from the traditional TV? (On social networks, Netflix, YouTube, Nahieran... Products that can be seen on the Internet).



Source: Ikusiker

For one more day, we inquired the participants about the time dedicated to the platforms' or systems' audiovisual products. Many of them pointed out they spent 30-90 minutes. The longest viewings were on Saturday: 15,3% devoted 120 minutes to the audiovisual consumption. It is also true it was the day in which more participators accepted not to watch anything (19,17%).

25. Picture - SA - Platforms or systems used for audiovisual consumption:

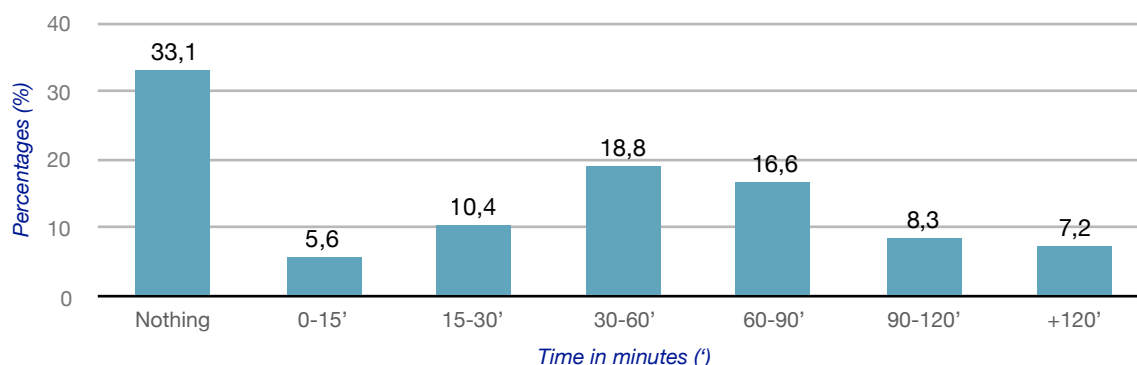


Source: Ikusiker

The sixth day of the week and the most chosen platforms are still the same. 44,8% of the listed products belong to YouTube, 39,4% to Instagram and 28,3% to Netflix. The rest of the platforms were not very used. Also, Twitter's (13,8%) and the "other" alternative's (9,9%) results were quite significant.

8. Sunday, 10th November

26. Picture - SU - How much time did you devote to the current television yesterday?

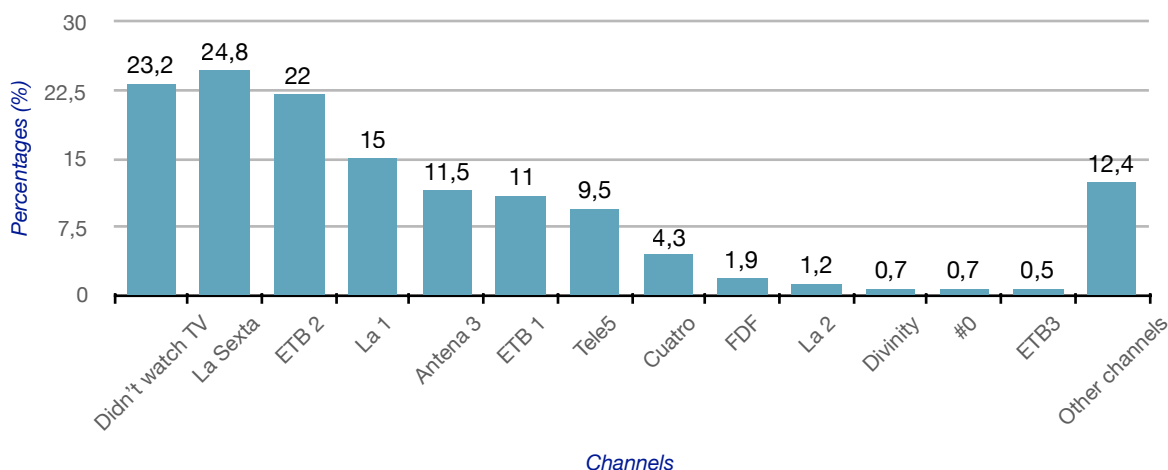


Source: Ikusiker

On Sunday, the time dedicated to TV consumption increased remarkably. The best results until the moment were Monday's ones. Sunday's exceeded them. For instance, 18,8% of the questionnaire participators spent 30-60 minutes in front of the screen; 16,6% 60-90; and 8,3% 90-120 minutes. Moreover, two out of three students watched television.

Sunday was the week's day in which more time was dedicated to traditional television.

27. Picture - SA - What channel did you use for the audiovisual consumption?

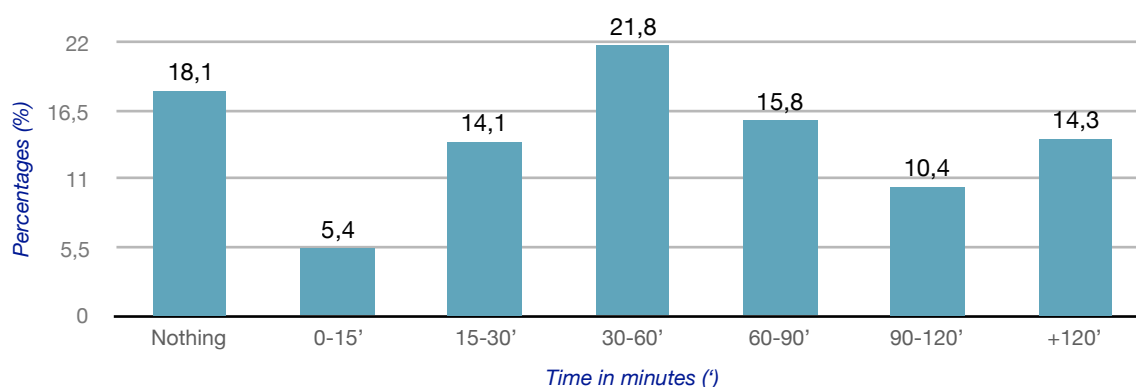


Source: Ikusiker

Regarding channels, La Sexta (24,8%) and ETB2 (22%) were the most-watched. Next more elected stations were La1 (15%) and Antena3 (11,5%). The "other" option's outcome was also considerable (12,4%).

According to the language, ETB1 acquired the best results of the entire week, doubling Tuesday's percentage. 11% of the young people chose it. However, Spanish was the one that stood out. Basque gathered 11,5% products' mentions.

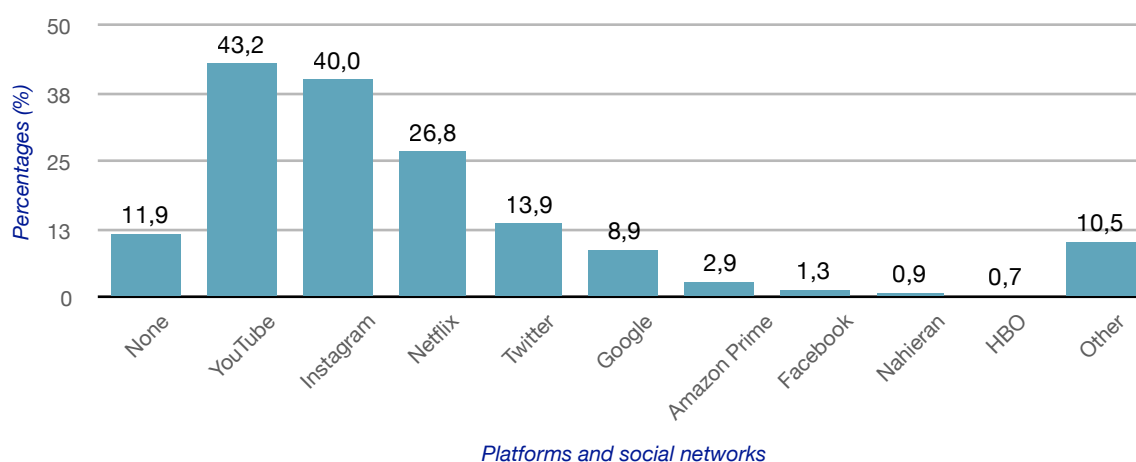
28. Picture - SU - How much time did you dedicate yesterday to watch programmes that are not from the traditional TV? (On social networks, Netflix, YouTube, Nahieran... Products that can be seen on the Internet)



Source: Ikusiker

On Sunday, the audiovisual products' consumption at systems or platforms was higher than the one on television. More than a quarter of the students (37,6%) devoted 30-90 minutes to it. Also, 14,3% spent 120 minutes. In any case, 18,1% said they did not watch anything.

29. Picture - SU - Platforms or systems used for audiovisual consumption:



Source: Ikusiker

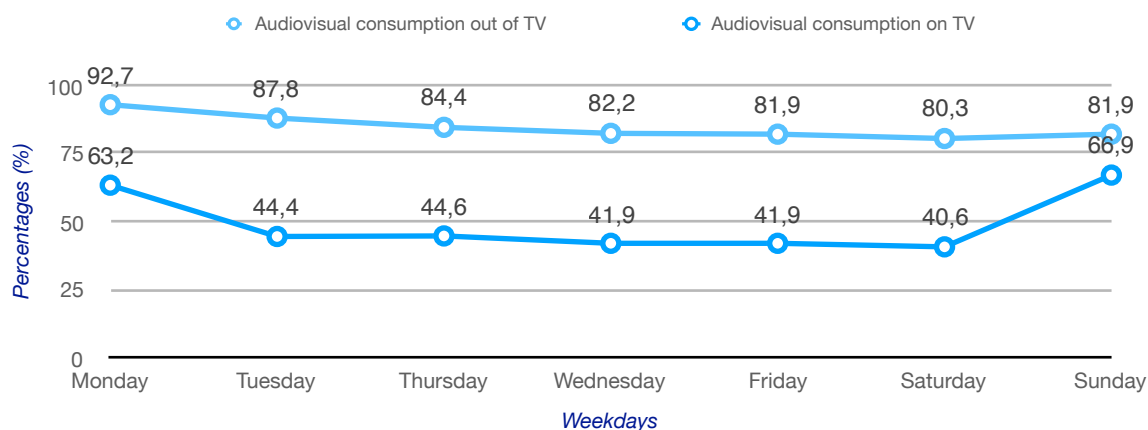
Youtube, Instagram and Netflix were, for the seventh time, the most selected platforms. Additionally, Twitter and Google were next. Taking into account all the data seems that platforms' and systems' consumption is quite regular.

9. Week's course

Many conclusions can be gotten looking at the data. First of all, the products that do not belong to traditional channels were more watched. Eight out of ten polled students pointed out to use platforms or system every weekday.

The consumption percentages' differences between weekdays were more relevant in the case of the television instead of the platforms. 40-45% of the panel members watched TV programmes daily. On Monday and Sunday, the results increased, six out of ten did it.

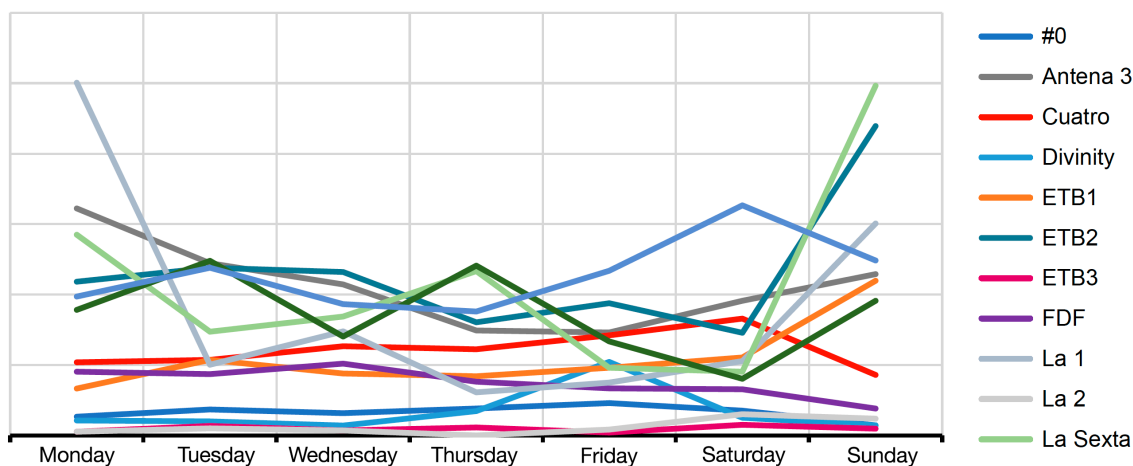
30. Picture - Audiovisual products' consumption on television and out of it: (%)



Source: Ikusiker

Amid the channel choices' outcomes stands out the variety. The election changes can be perceived. The daily audience of each station is less than 15%. Besides, some channels did not even get to exceed 5% of the audience.

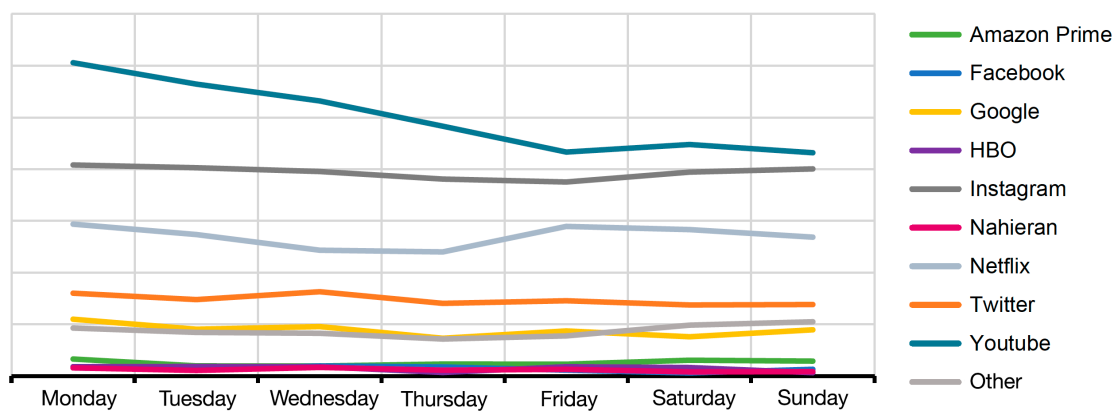
31. Picture - Each channels' audience, %



Source: Ikusiker

The choices remained quite similar during the week in platforms' or systems' case. Furthermore, Youtube, Instagram and Netflix were every weekday, the most elected sites.

32. Picture - Each platforms' audience, %



Source: Ikusiker