

**ikusiker**



## **TELEVISION CONTENTS' CONSUMPTION**

1. Report

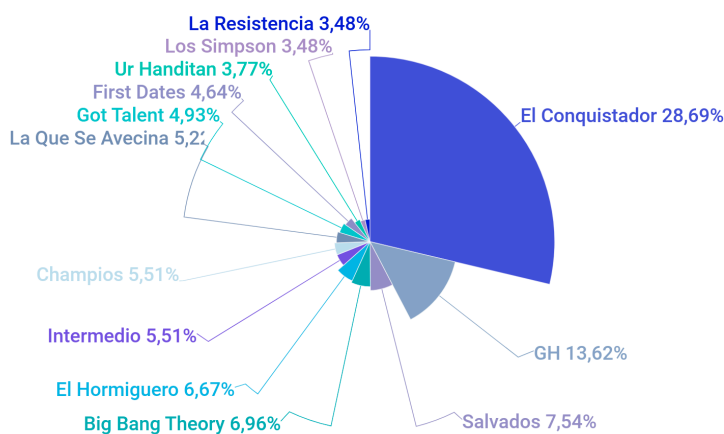
*March 2019*

## TELEVISION CONTENT CONSUMPTION

This research aims to analyze what kind of audiovisual consumption prevails between the youngsters. For that reason, in the latest survey, the students have been asked about the last tv programme they have watched on television.

### 1. The last programmes the survey respondents have watched

1. Picture - The last watched contents:

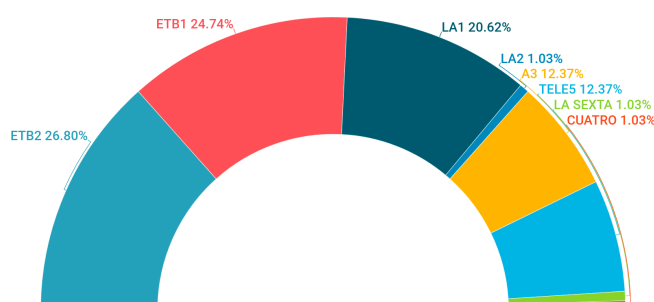


Source: Ikusiker

The most common audiovisual product between the mentioned content is *El Conquistador* or *El Conquistador del Fin del Mundo*. 28,69% of the respondents have noted to have watched it. *Gran Hermano* (Big Brother) is the second most-consumed programme 13,62% of the polled students have done it.

Altogether 133 different products have been pointed out, 70 of them only have been noted once. Moreover, the upper graphic merely shows several-time repeated cases.

2. Picture - News bulletin choices:

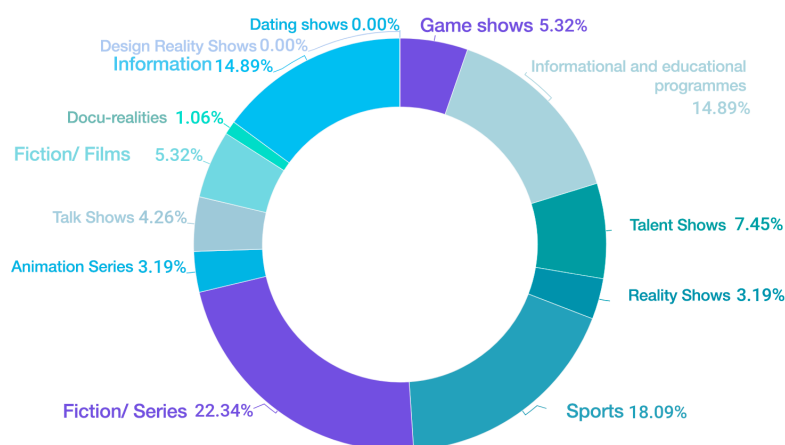


Source: Ikusiker

Among the ones who have consumed news bulletins, ETB2 has been the most chosen channel, 26,80% of the participants have selected it. Some other students (24,74%) have chosen ETB1.

Besides, concepts like Teleberri and Telediario are easily mixed up. These are generally used when it should not be like this. These words are related to specific channels. In any case, in the survey, they have been used to define any of the news bulletins.

### 3. Picture - Consumption by content gender:

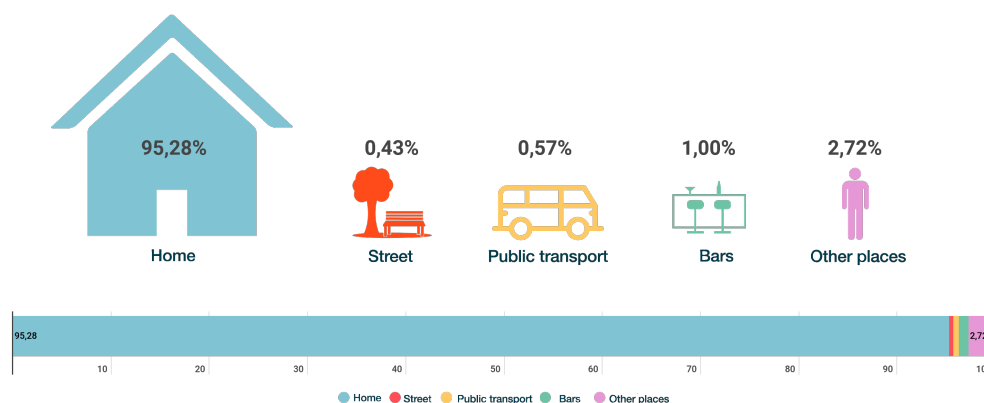


Source: Ikusiker

All the cited products have been classified by gender. The gender that predominates is Series/ Fiction. 22,34% of respondents have selected this kind of programmes. Sport is the second most elected gender 18,09% of the students have done it. In the third and fourth positions, there are Information and the Divulagation and Educational Programmes.

## 2. The places were the contents have been watched

### 4. Picture - Spaces that have been chosen:



Source: Ikusiker

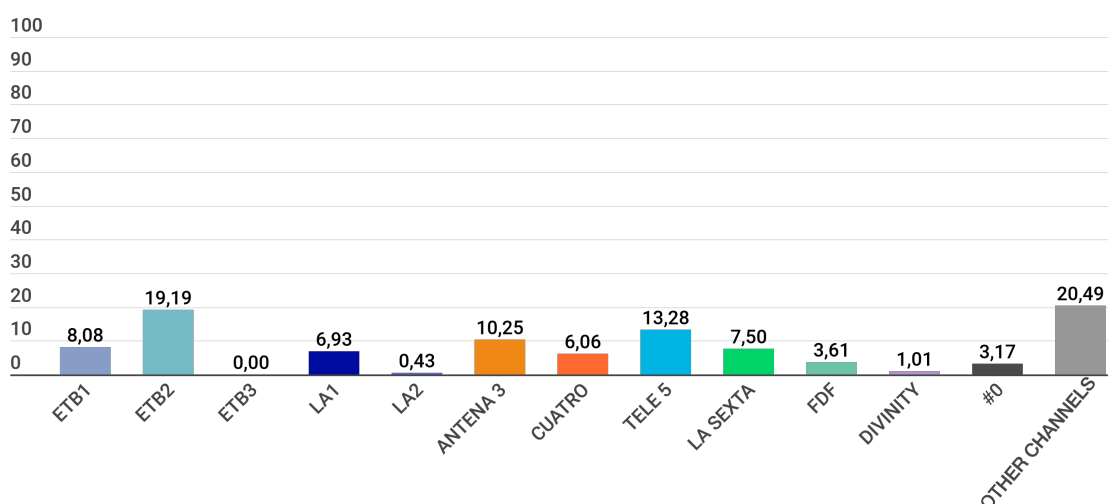
Home is the main space to consume audiovisual products. 95,28% of the participants consider it is the best place for it. Some other students have chosen spaces such as street, public transport or bars. In any case, these people are barely few.

Furthermore, 2,72% of the respondents have used other places:

- 1 - Students residence
- 2 - Friend's home
- 3 - Student apartment

### 3. Elected television channels

#### 5. Picture - Television channels choice:



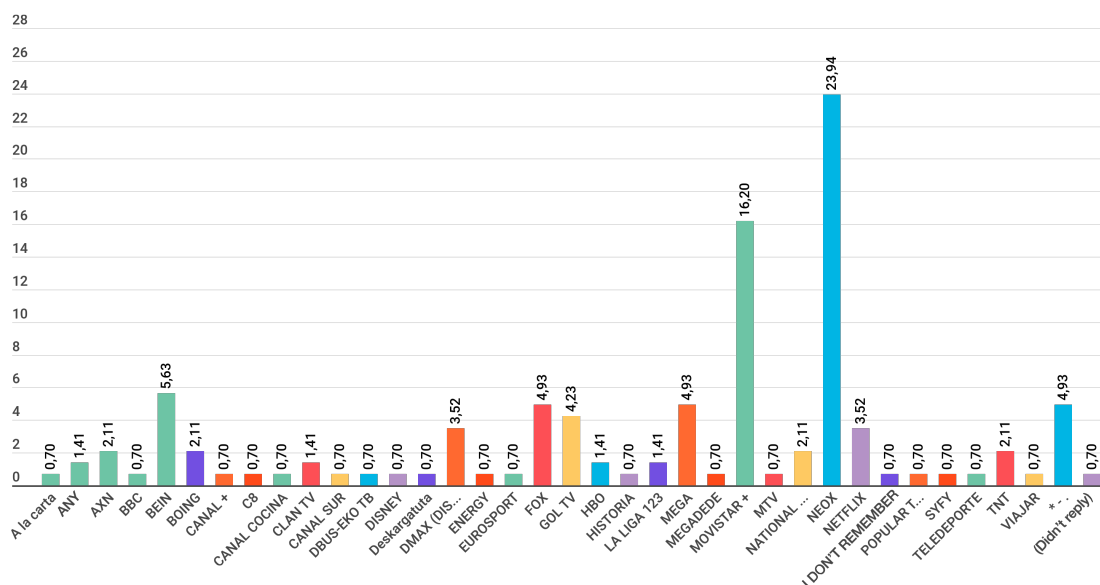
Source: Ikusiker

The next query at the poll is related to the TV channels that students have consumed. The question has offered some options to choose from. Besides, there has been also the alternative to write a different answer from the proposed ones.

The datum displays ETB2 is the most selected channel (19,19%). The reason might be El Conquis, which turned out to be the most successful programme. Next channel is Tele5, which has the 13,28% of the respondent's audience. This percentage could be related to Gran Hermano's programme.

The %20,49 of the participants have chosen the other channel option. The graphic shows the examples given:

## 6. Picture - Other channels:

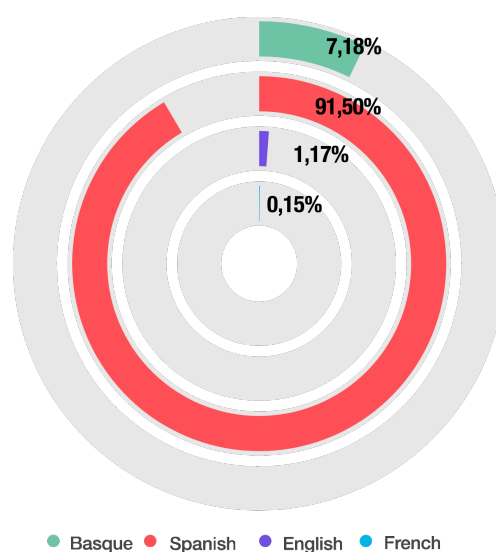


Source: Ikusiker

The channels chiefly noted in the "other channel" alternative are Neox, Movistar+ and Bein. 23,94% of the ones who have opted for the "other channel" choice have elected Neox as the first option. Movistar+ has been consumed by 16,20% and Bein by 5,63%.

## 4. Programme's languages

### 7. Picture - Elected languages:



Source: Ikusiker

Spanish is the most chosen language. 91,50% of the respondents have watched the contents in this tongue. However, only 7,18% have attended programmes in Basque. In

any case, the number of products in Spanish indeed are many more than the Basque's.

From all the pointed out contents only these are in Basque: Ur Handitan, Herri Txiki, Gaur Egun, Gure Kasa y cycling.

At the time of watching television languages like English and French have not been successful.