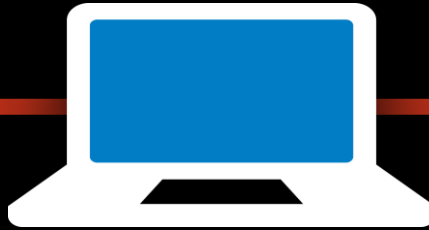


connecting the story



**THE FIRST GLOBAL STUDY
OF NEWS CONSUMPTION
ACROSS MULTIPLE SCREENS**

we talked to **3,610** people

BBC and non-BBC
users from
9 countries

- upscale news consumers
- owners of at least 3 out of 4



TV



LAPTOP/
DESKTOP



TABLET



SMARTPHONE



InSites Consulting



THEY KNOW WHAT
THEY WANT – THE
QUESTION IS HOW
DO THEY GET IT?

**two
thirds**

use different devices for different
ways of consuming news

BBC
WORLD
NEWS

BBC
.com

Q: Below are listed some statements which describe why people use different devices or screens for news consumption. Please indicate to what extent you agree with each of them. Base: 3610



InSites Consulting

SIZE MATTERS...

... but choice is more complicated than simply screen size

occasions and settings

purpose / intention

time of the day

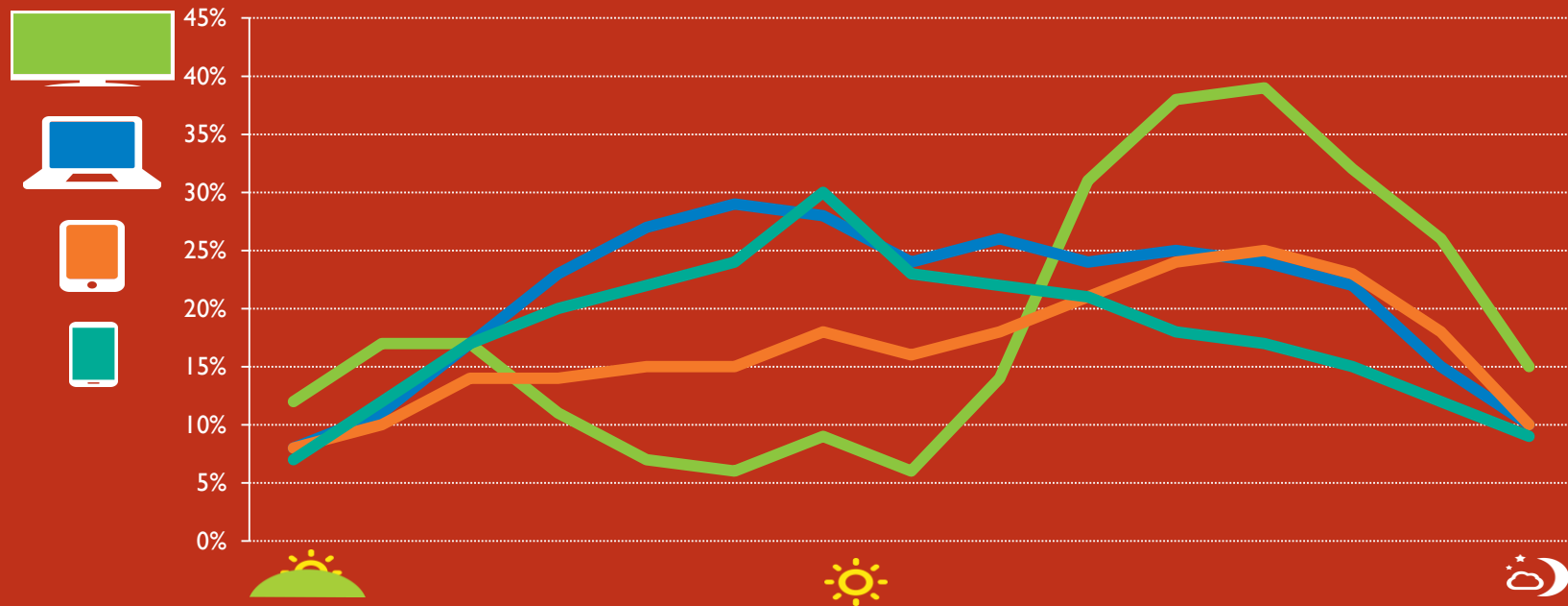
daily routines

intensity of consumption

people around

type of news

ROLLING NEWS: ALWAYS CONNECTED



BBC
WORLD
NEWS

BBC
.com

Q: For each device you have access to, please tell me, for a typical 24-hour period, when you would use it to access the news or consume the news during the week? (Base: Tablet users) Base: 2014

InSites Consulting

TV USAGE IS EXPECTED TO GROW

32%
expect to use TV more
in next five years

11% increase in TV consumption in
last two years across Europe



Q: How much do you use each device for consuming news today, compare to 5 years ago? Base: 3522

Q: And how do you see this changing in the next 5 years? Base: 3522



CURATED CONSUMPTION...



over half describe
news consumption as
“in depth” on TV
Considered analysis is the main
reason for 1 in 10 choosing TV

19% higher than laptop

higher than tablet

higher than
smartphone

***“It gives more detail and
I don’t have to search”***

BBC
WORLD
NEWS

BBC
.com

Q: How would you describe the way you consume news on each device? Base: 3522

Q: You chose TV as you one and only news device, why is this? Base: 437

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DEEPER ENGAGEMENT



TV inspires
deeper research

42% use TV first to check a breaking news story

66% then turn to online to get more information to confirm the story

56% of viewers have used the website of the channel they are watching (51% the website of a different news provider) to get more information

BBC
WORLD
NEWS

BBC
.com

Q: Imagine a momentous news day, or a huge news story that you are interested in. Which device would you turn to first to check on the breaking news? Base: 3610. Q: Where would you go afterwards to confirm / check on the news story? Base: 3610
Q: While consuming the news on TV, do you ever use another device or screen at the same time? And what are you using each device for? (Base: People who use the TV for news consumption) Base: 3610

BIG SCREEN & SOCIAL



66% say there will always be a
TV-style screen for
shared news consumption

3x more likely to watch news on TV
with other people than accessing
news on any other device

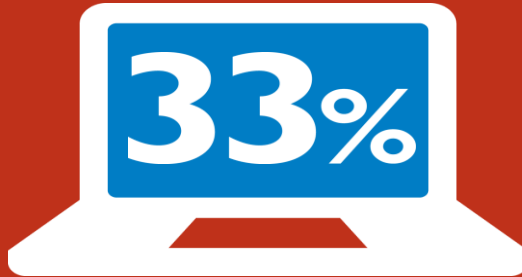
BBC
WORLD
NEWS

BBC
.com

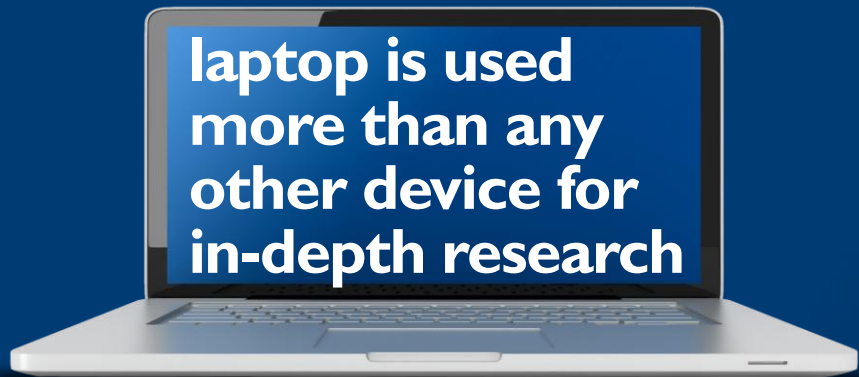
Q: You chose TV as you one and only News device, why is this? Base: 437. Q: How would you describe the way you consume news on each device? Base: 3522. Q: How much do you agree with the following items? ' There will always be a TV style screen for shared news consumption' Base: 3610

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IF YOU ONLY CHOSE ONE DEVICE FOR NEWS



IN DEPTH RESEARCH



26% cite choice/control
as the main reason

300% more than TV

158% more than smartphone

57% more than tablet

"By using a laptop I get to scan news as well as watch detailed news with research at my own convenience"

BBC
WORLD
NEWS

BBC
.com

Q: How would you describe the way you consume news on each device? Base: 3610

Q: You chose Laptop as you one and only news device, why is this? Base: 555



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A CHEEKY PEEK



smartphones
used mainly
for reading
headlines,
quick checks
and skimming

37% more than any other device

57% of consumers state portability/ability to access any where and at any time as key reason for using smartphone

11% of consumers who state smartphone would be their only device attribute ease of use/speed of access – the biggest reason after portability

BBC
WORLD
NEWS

BBC
.com

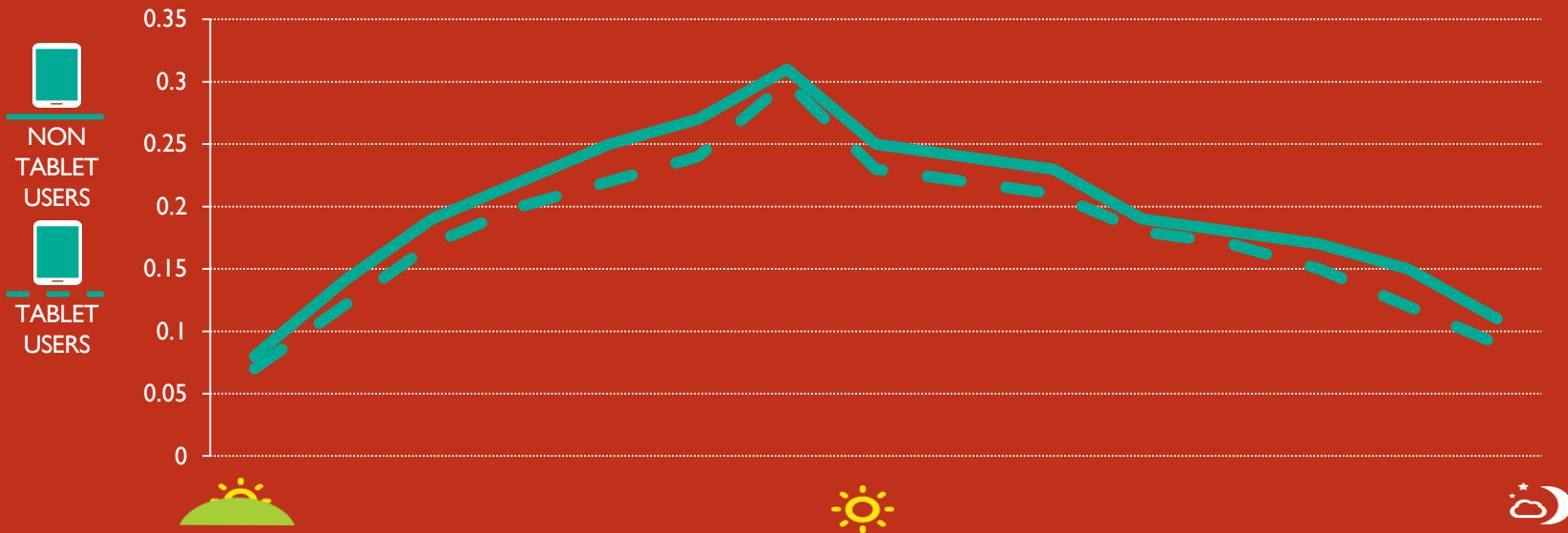
Q: How would you describe the way you consume news on each device? Base: 3610

Q: You chose smartphone as your one and only news device, why is this? Base: 485



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MOBILE HAS NO UNWANTED SIDE EFFECTS FROM TABLETS



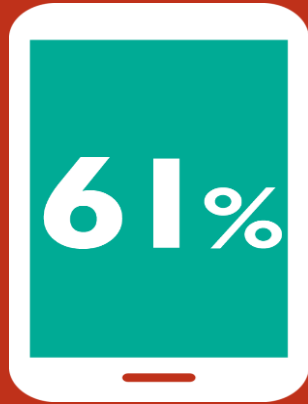
BBC
WORLD
NEWS

BBC
.com

Q: For each device you have access to, please tell me, for a typical 24-hour period, when you would use it to access the news or consume the news during the week? Base: Tablet users: 2014 / Non Tablet users: 1596

 InSites Consulting

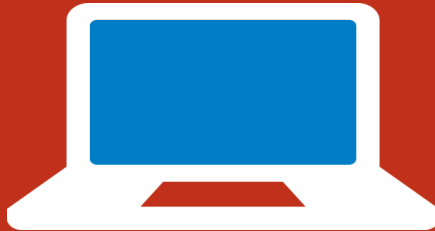
ATTENTION LEVELS ON MOBILE DEVICES SURPRISINGLY HIGH



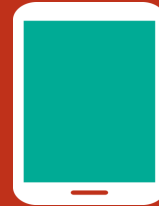
WHERE DO YOU EXPECT TO SEE ADVERTISING?



87%



84%

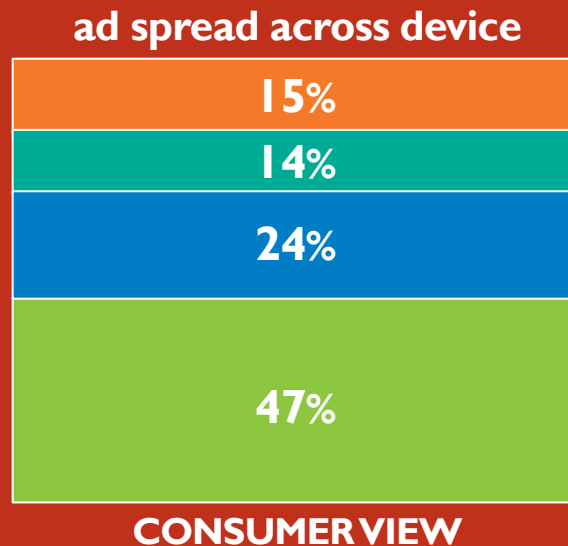
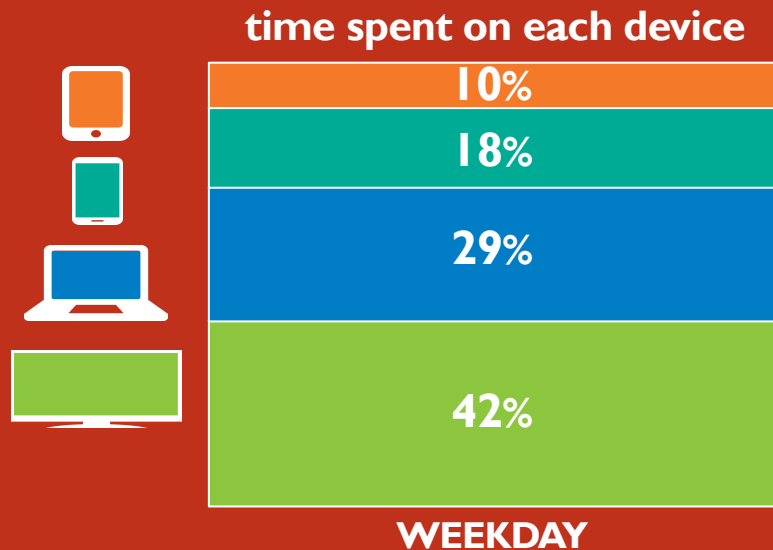


84%



79%

AND HOW MUCH ACROSS EACH DEVICE?



Q: What percentage of your news consumption time would you say you spend on each screen/device on a typical weekday and weekend day? Base: 3610

Q: Out of every 10 adverts: 5 appear on TV, 3 on laptop/ PC/ desktop, 1 on smartphone and 1 on tablet. If you could control the adverts' place, how many adverts would you put on each device? Base: 3610

ALL DEVICES TRIGGER RESPONSES IN ADVERTISING



1 in 4 responded to desktop ad
in last 4 weeks



over 1 in 5 responding to TV ad
in last 4 weeks



1 in 7 have responded to
mobile or tablet
in the last 4 weeks



EVERY SCREEN HAS A PLACE



constant companion
gateway to the world
off the beaten track
has it all? but not easy to search