Media, Technology & Content Consumption Among Youth

December 18, 2015

Section 1

Today's Youth and their Technology

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Gen Z: Population of the youngest generation.

Born 1995-2010, those under 20 years-old

2 billion worldwide*

25% of North America*

22% of Canada**

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* Montreal Gazette, *The Rise of Generation Z*, Cooper, Celine. November 1, 2015.
** Statistics Canada 2011 Census; Projections: Statistics Canada CANSIM, 052-0005

Deemed the FIRST Global Generation.

Diverse cultural identity, celebrate differences.
Borderless communities, connecting and interacting.
Exposure to International ideas and challenges, worldly perspective.

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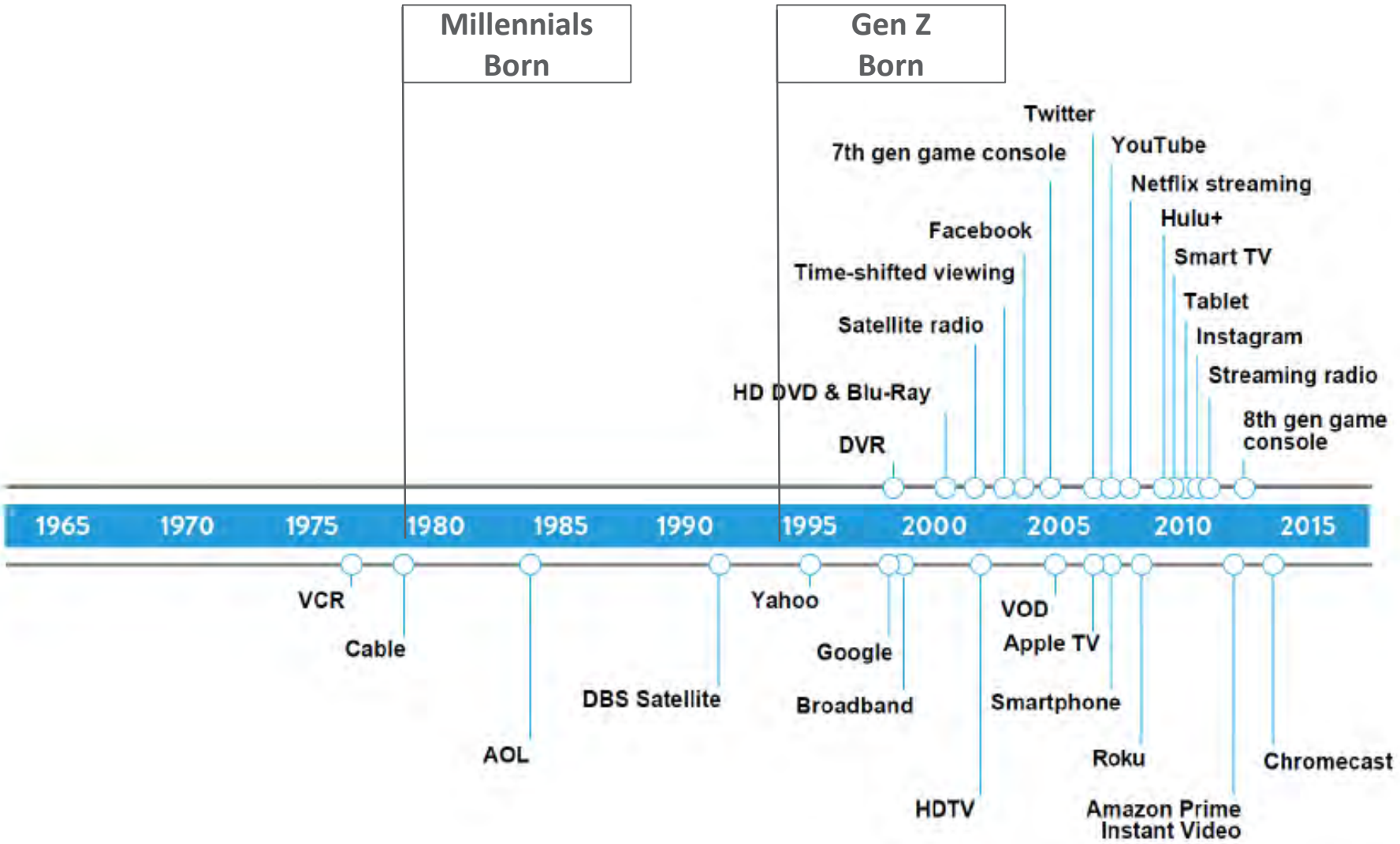
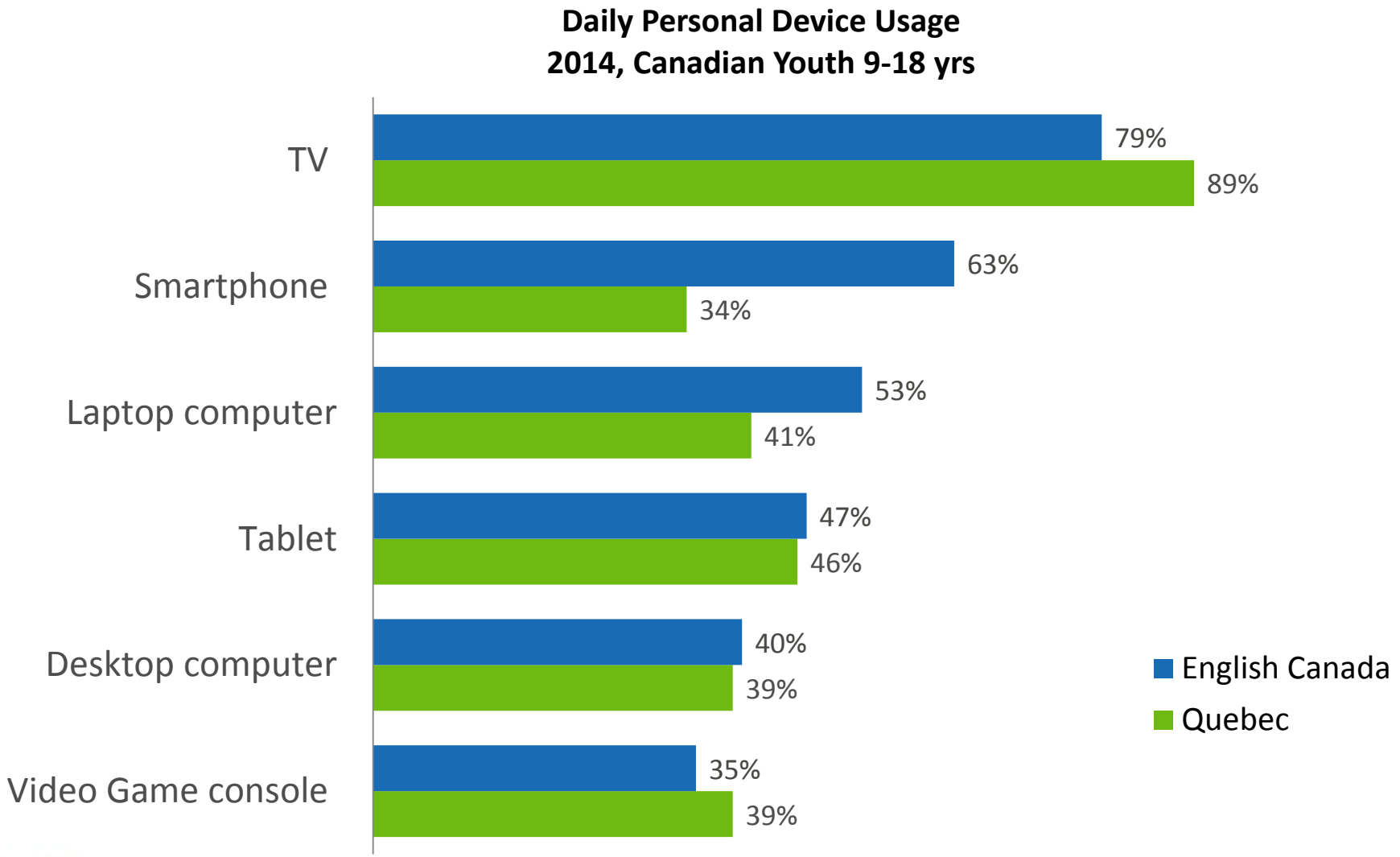
Gen Z has grown up in the Age of Content Discovery.



Source : KPCB Internet Trends: Evolution of Content Discovery: 1975-2015, per Nielsen

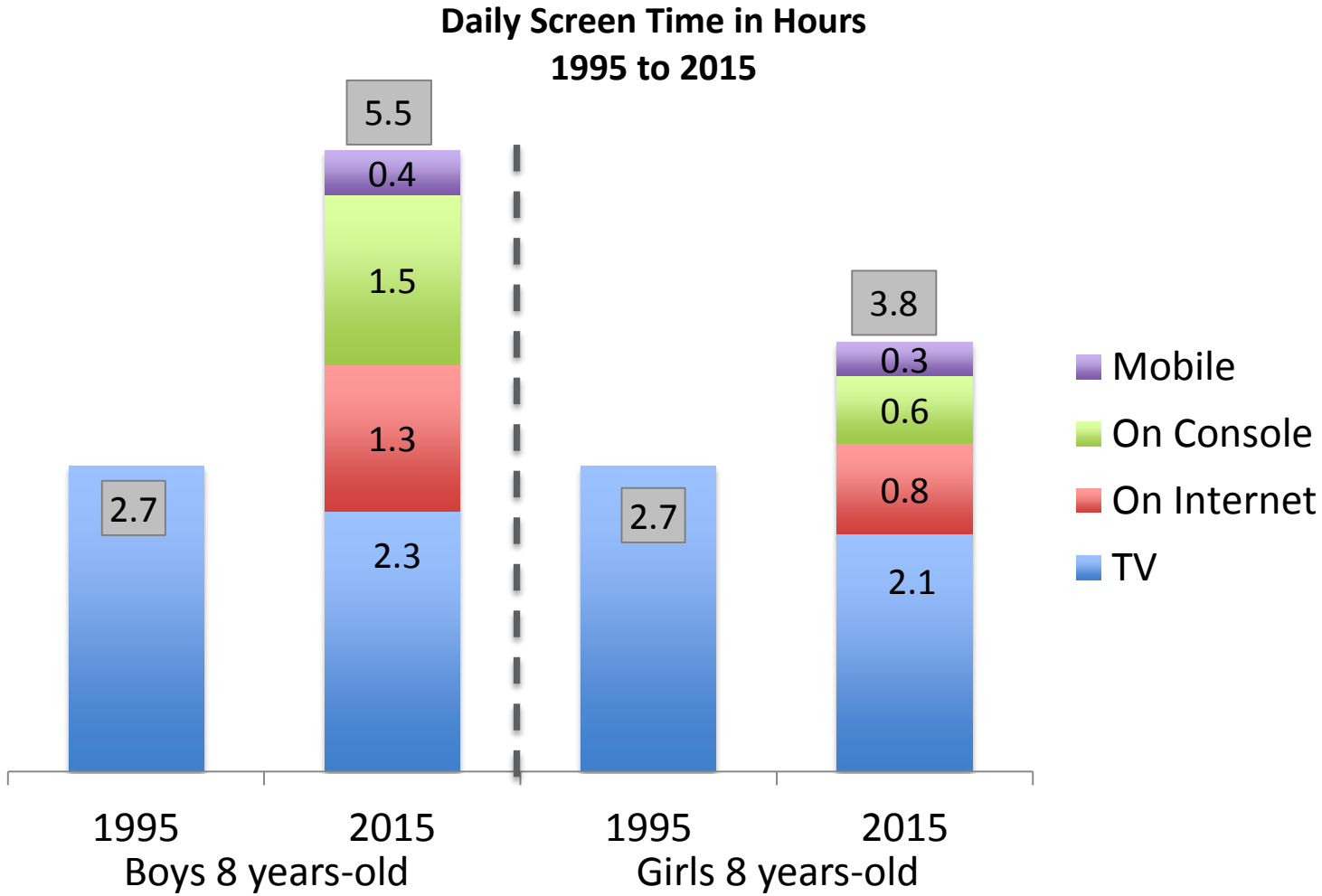
Canadian Gen Z are living in a multi-screen environment today.



Source: Shaw Rocket Fund, Media and Technology Habits of Youth, 2014

An environment which has been evolving for 20 years.

Childwise Monitor, U.K., uses 8 year-old boys and girls as an illustration on how digital screen time has only added to their TV screen time, it has not replaced it.



Source: Childwise, 2015 Monitor, UK

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Which means TV is simply a screen, not the content it delivers.

Content is being separated from the technology.

Kids want to watch their content on the screen of their choice.

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Storytelling will increasingly span across all devices.

Screens will work together to deliver an experience children want and expect.

They will control the experience, and how they interact with it.

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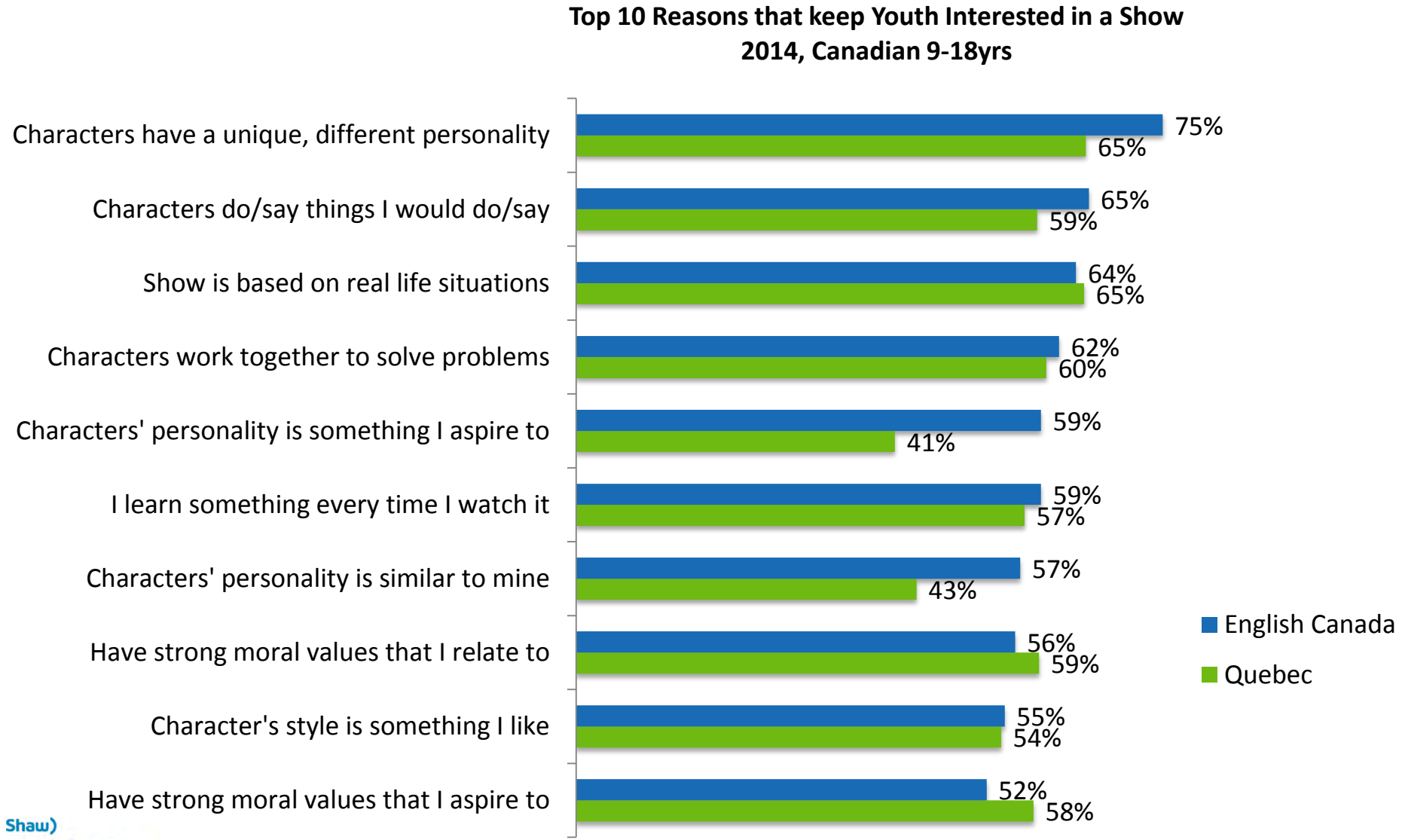
Canadian youth want story content that is aspirational, relatable, relevant.

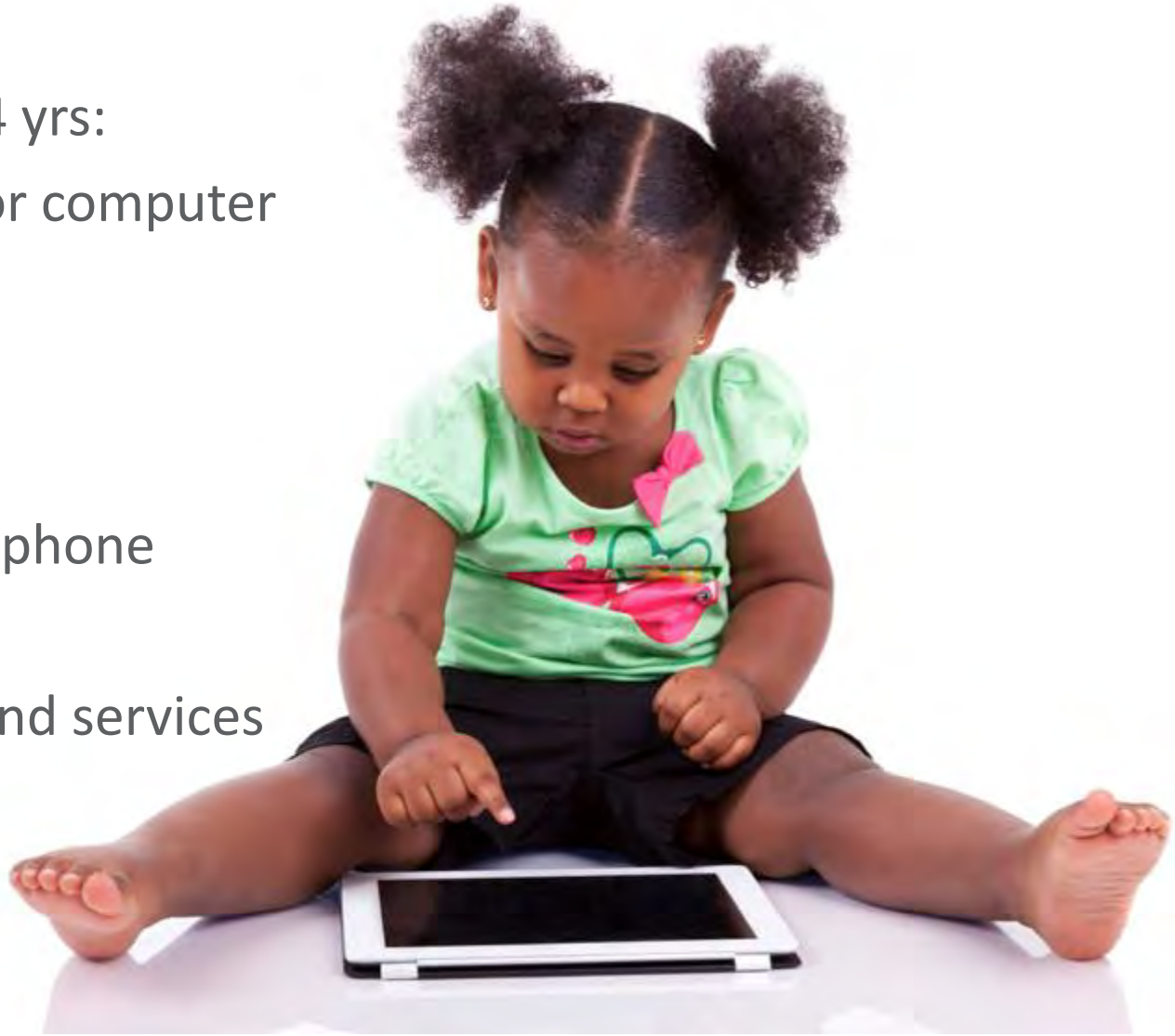


Source: Shaw Rocket Fund, Media and Technology Habits of Youth, 2014

A U.K. study reveals that the true Young Technologists are here…

U.K. Children Age 0-4 yrs:

- 42% use a tablet or computer
- 20% go online
- 35% use a mobile phone
- 53% use on-demand services



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Source: Childwise, 2014 Monitor, UK

Section 2

Dynamic of the Devices

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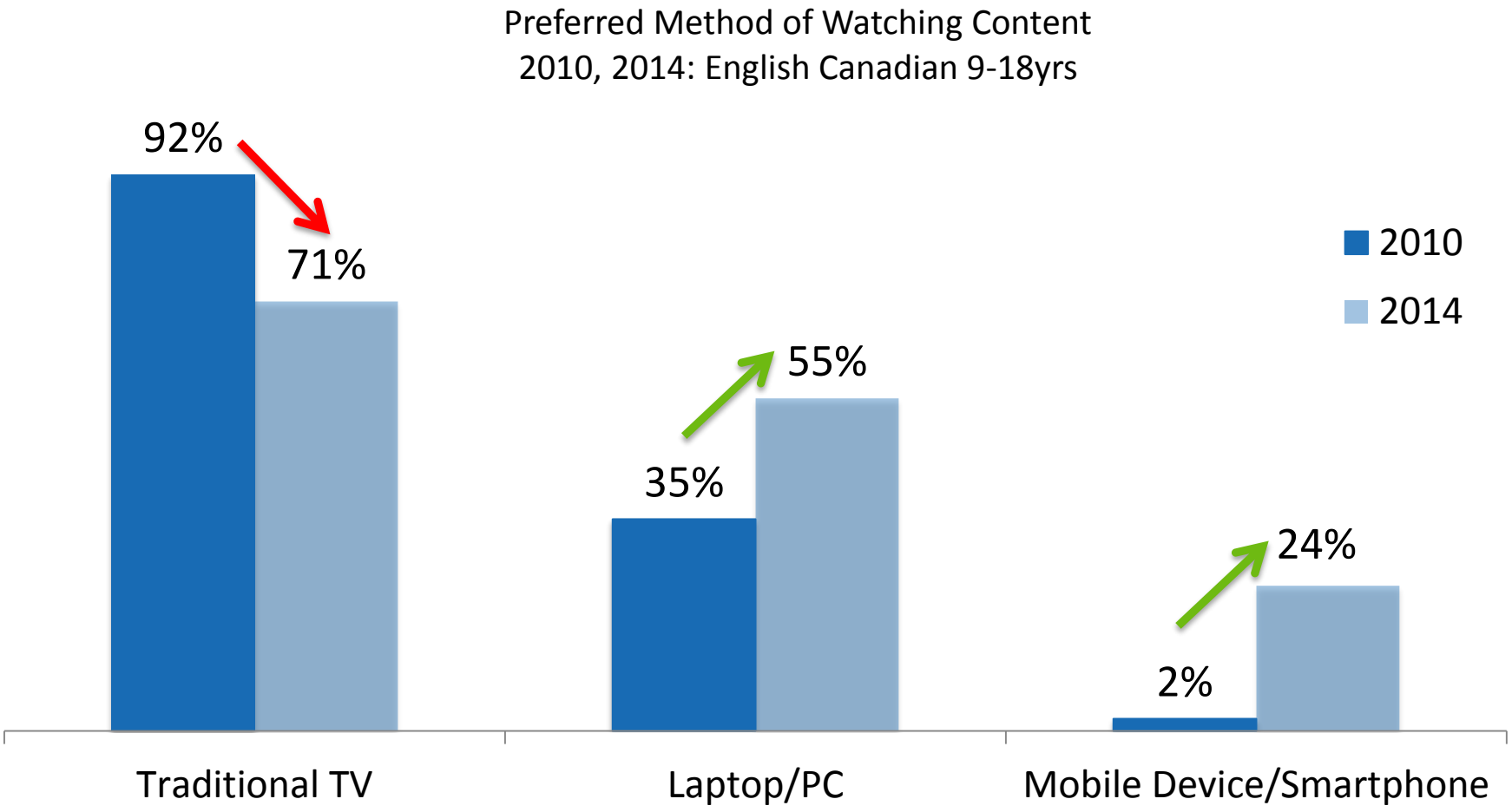
Even though TV remains most preferred method, Canadian youth are watching their shows on digital devices, increasing at near exponential rates since 2010.



Source: Shaw Rocket Fund, Media and Technology Habits of Youth, 2014 & 2010
Note: 2010 was asked 'WAYS in which favorite TV show is watched'; 2014 was asked 'PREFERRED method of watching shows'

By 2014 Canadian youth were spending more hours viewing digital content compared to TV.

12.96 Hours/Week

English Canada

(On laptop, smartphone, tablet, Netflix, YouTube)

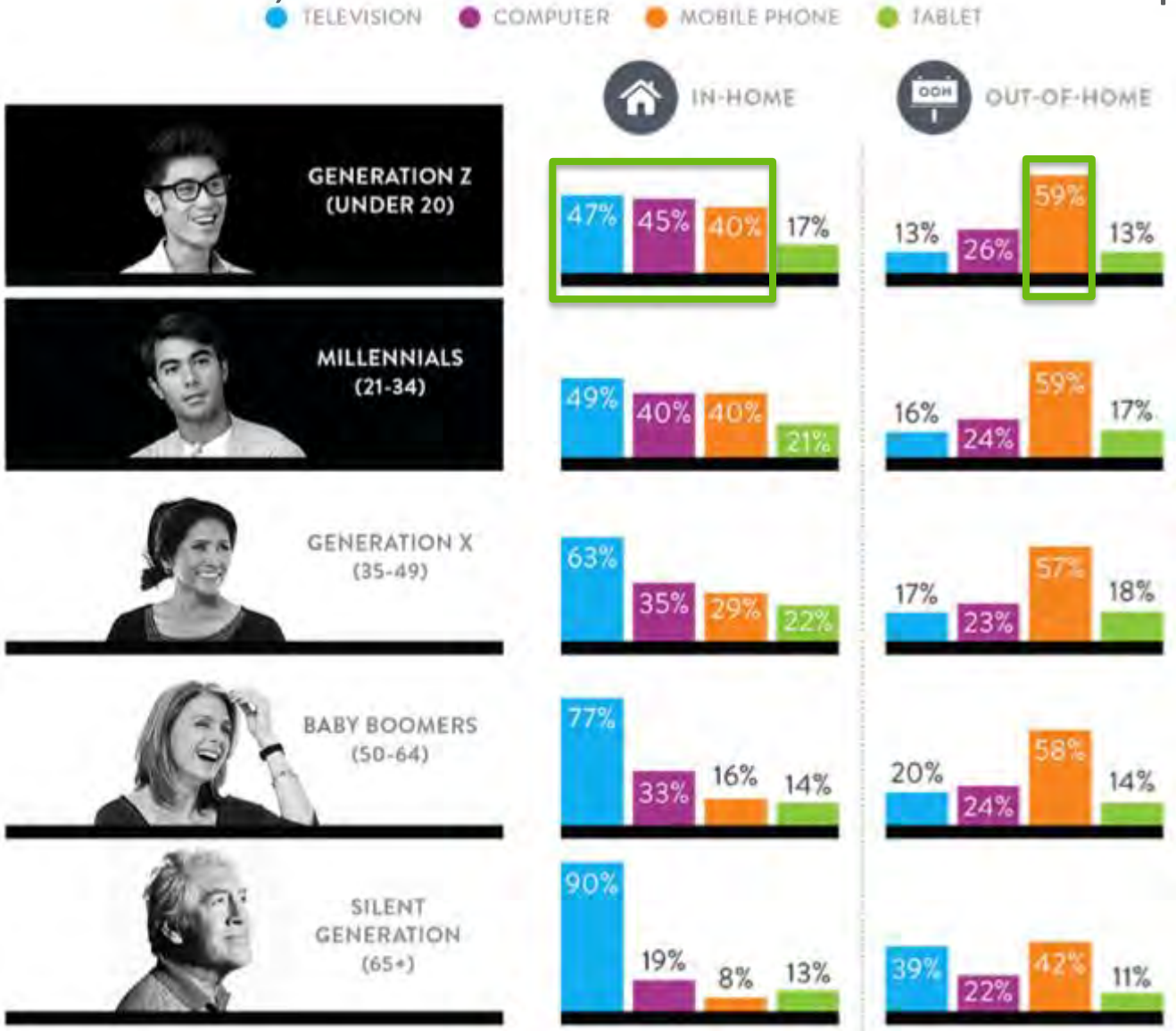
10.72 Hours/Week

English Canada

(On TV, DVD, DVR, VOD)

Source: Shaw Rocket Fund, Media and Technology Habits of Youth, 2014

On a global level, Gen Z watch video programming across more devices in the home, and 6 out of 10 view on their mobile phone.



Source: Nielsen Global Digital Landscape Survey, Q3 2014

* Among those that watch video programming in a selected location

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Today, 80% of U.S. households have some form of Internet-connected device paired with their TV. Gen Z are growing up in these homes.

Source: Gigaom Research Report, via Distilled: The Future of TV

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The future holds more digital and mobile.

PwC Global Media and Entertainment Outlook forecasts the growth of mobile devices and Internet TV, whereas traditional cable is stable.

Internet Enabled Devices: INCREASING		
Household Penetration in Canada	**2015**	**2019**
Smartphone	77%	88%
Tablet	21%	44%
IPTV	10%	13%

Traditional Cable: STABLE / NO GROWTH		
Household Penetration in Canada	**2015**	**2019**
Subscription TV	79%	79%
Cable TV	52%	49%
Satellite TV	17%	16%

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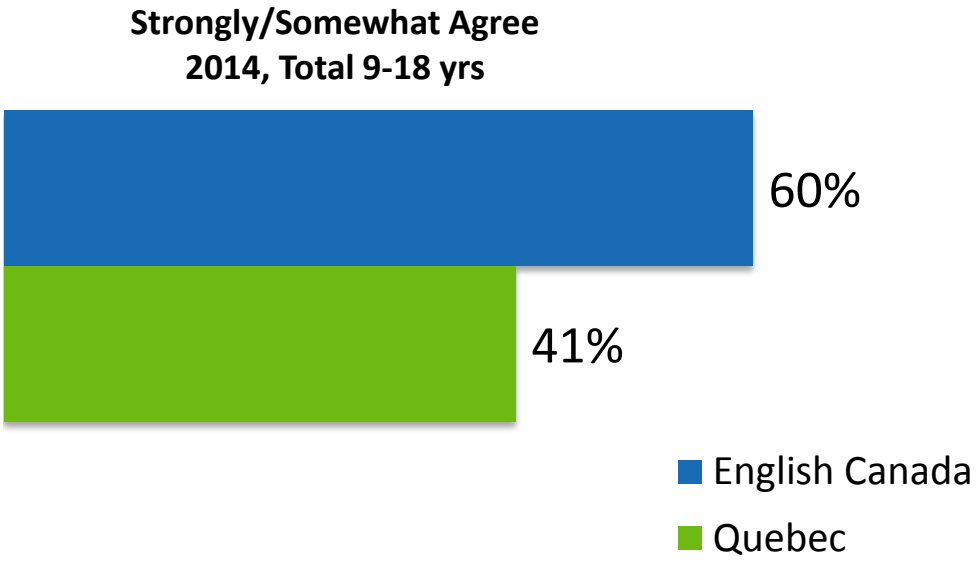
Source: 2015 PwC Global Media and Entertainment Outlook

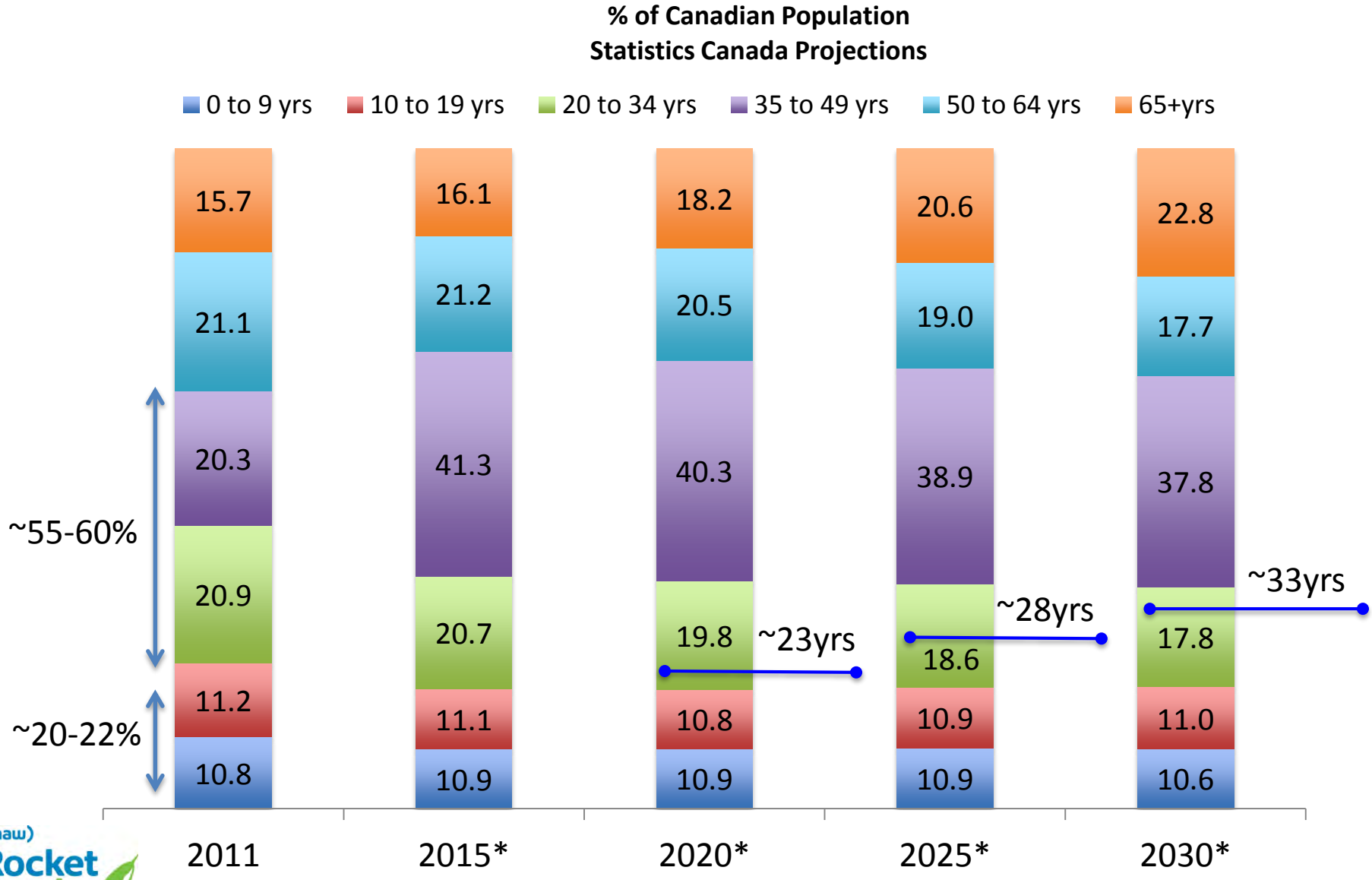
Youth see the same future unfolding: Content will be an online experience.

Future of TV / video content is online



Source: Shaw Rocket Fund, Media and Technology Habits of Youth, 2014

Gen Z is quickly moving into owning their own consumer decisions – they are voters and consumers of tomorrow.



Source: Statistics Canada 2011 Census; * Projections: Statistics Canada CANSIM, 052-0005

Section 3

Dynamic of Content

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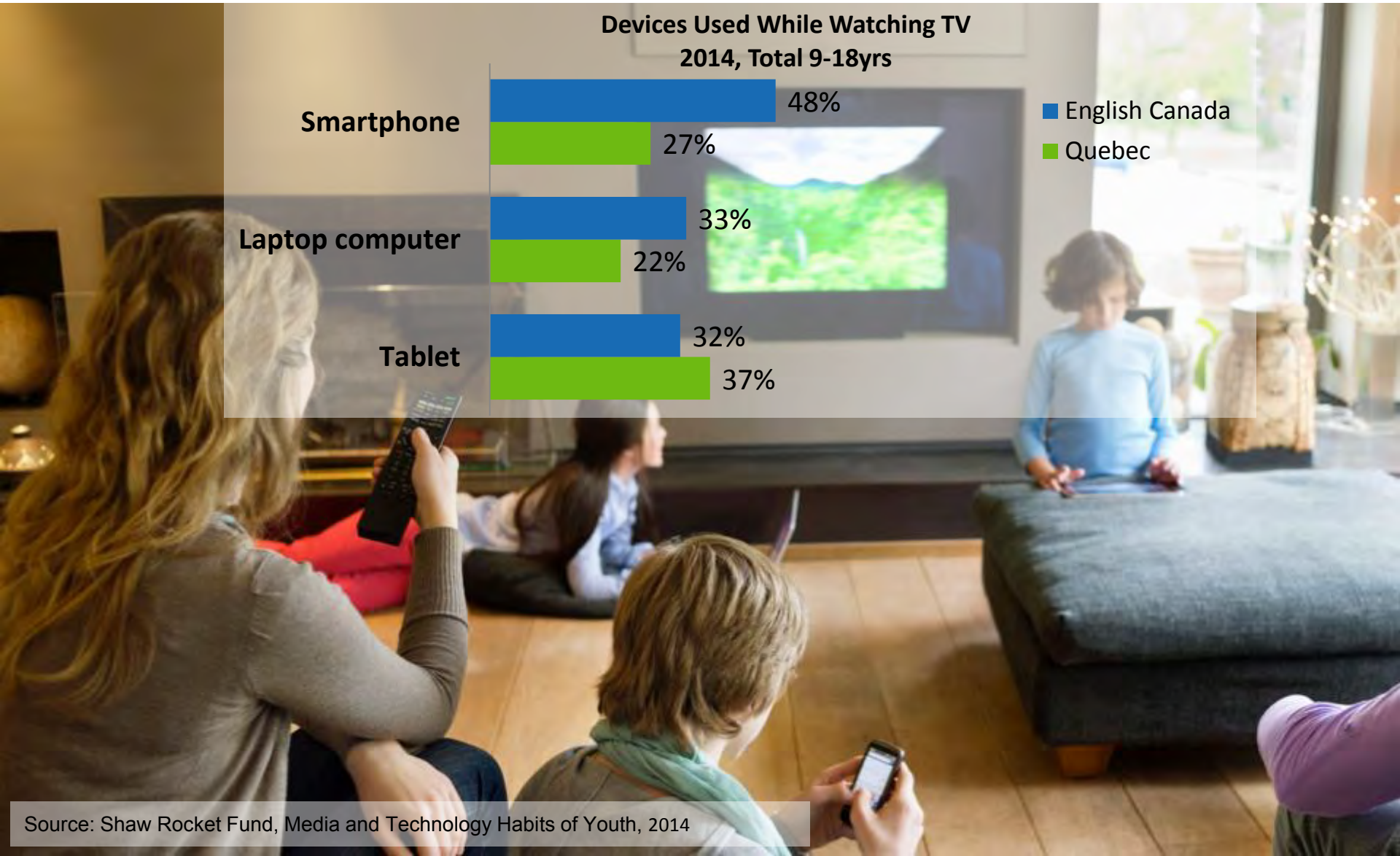
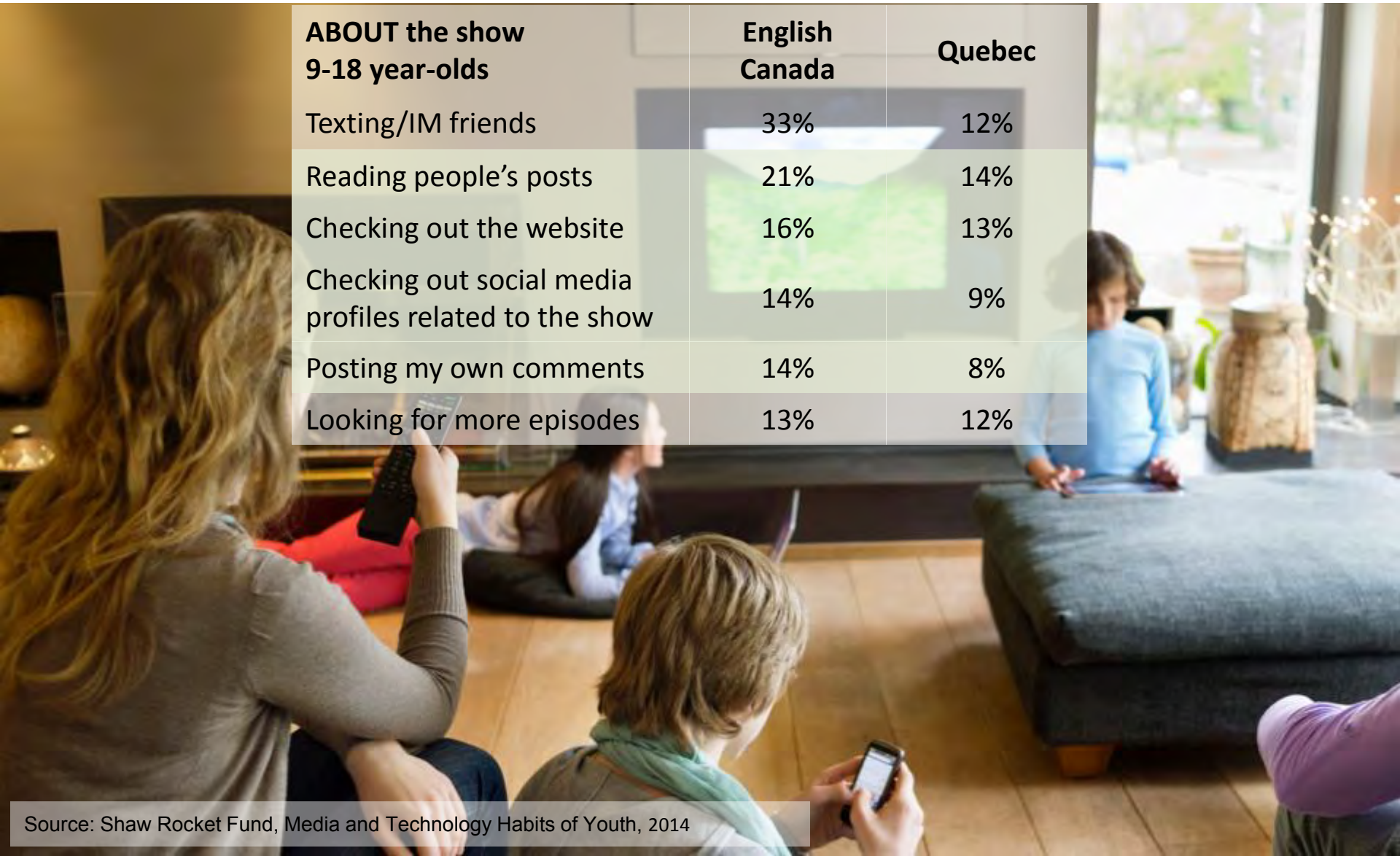
Content is being consumed across many screens, often at the same time.



Source: Shaw Rocket Fund, Media and Technology Habits of Youth, 2014

Social media dominates activities related to the show.

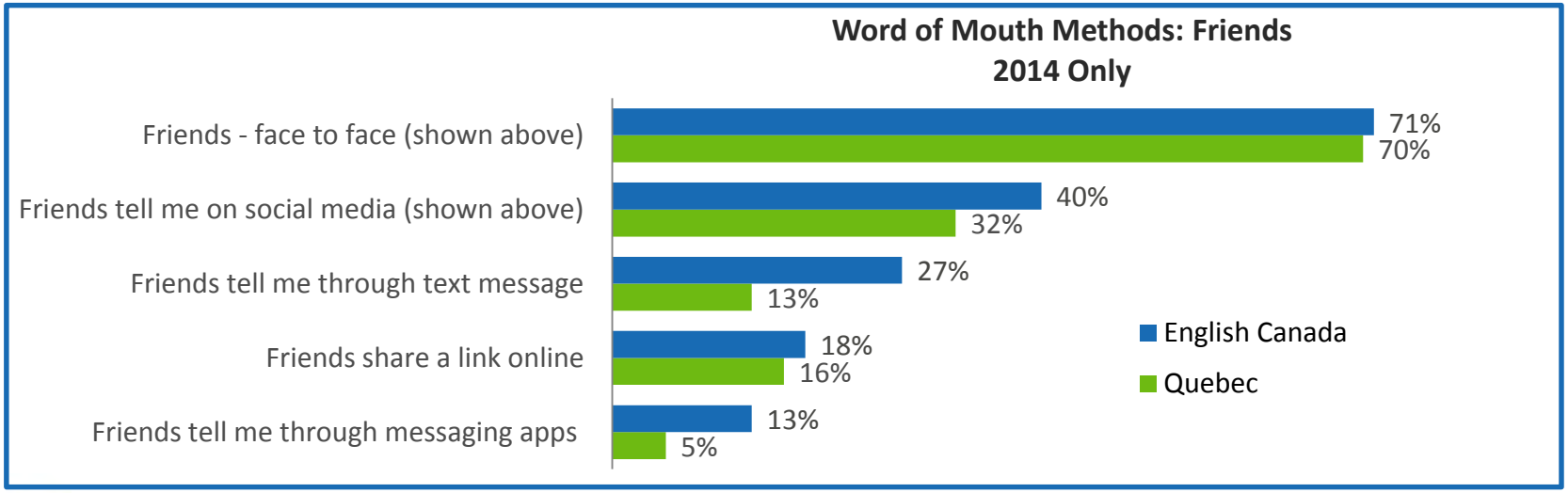


ABOUT the show 9-18 year-olds	English Canada	Quebec
Texting/IM friends	33%	12%
Reading people's posts	21%	14%
Checking out the website	16%	13%
Checking out social media profiles related to the show	14%	9%
Posting my own comments	14%	8%
Looking for more episodes	13%	12%

Source: Shaw Rocket Fund, Media and Technology Habits of Youth, 2014

It should be no surprise that digital youth are discovering new content via digital channels.

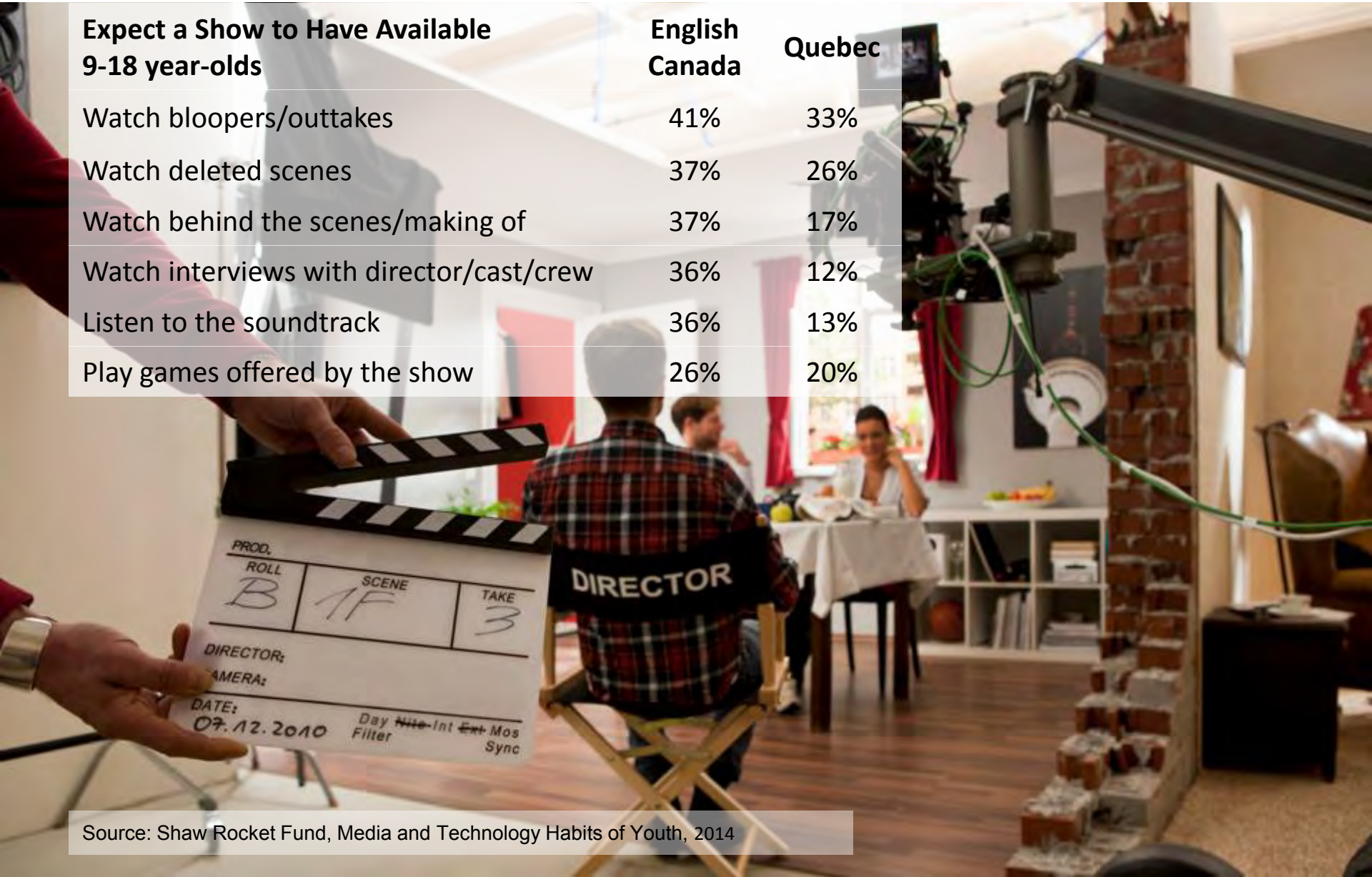
	English Canada (%)		Quebec (%)	
	2010 (9-17yrs)	2014 (9-18yrs)	2010 (9-17yrs)	2014 (9-18yrs)
Friends – face to face	79%	71%	79%	70%
TV Ad	85%	50%	79%	52%
Friends on Social Media	15%	40%	11%	32%
Online Ad	18%	35%	11%	18%



Source: Shaw Rocket Fund, Media and Technology Habits of Youth, 2014& 2010

TV shows are no longer a single entity; Youth expect and want supplementary content.

Expect a Show to Have Available 9-18 year-olds	English Canada	Quebec
Watch bloopers/outtakes	41%	33%
Watch deleted scenes	37%	26%
Watch behind the scenes/making of	37%	17%
Watch interviews with director/cast/crew	36%	12%
Listen to the soundtrack	36%	13%
Play games offered by the show	26%	20%



Source: Shaw Rocket Fund, Media and Technology Habits of Youth, 2014

Section 4

Role of Canadian-Made Content to Youth and Parents

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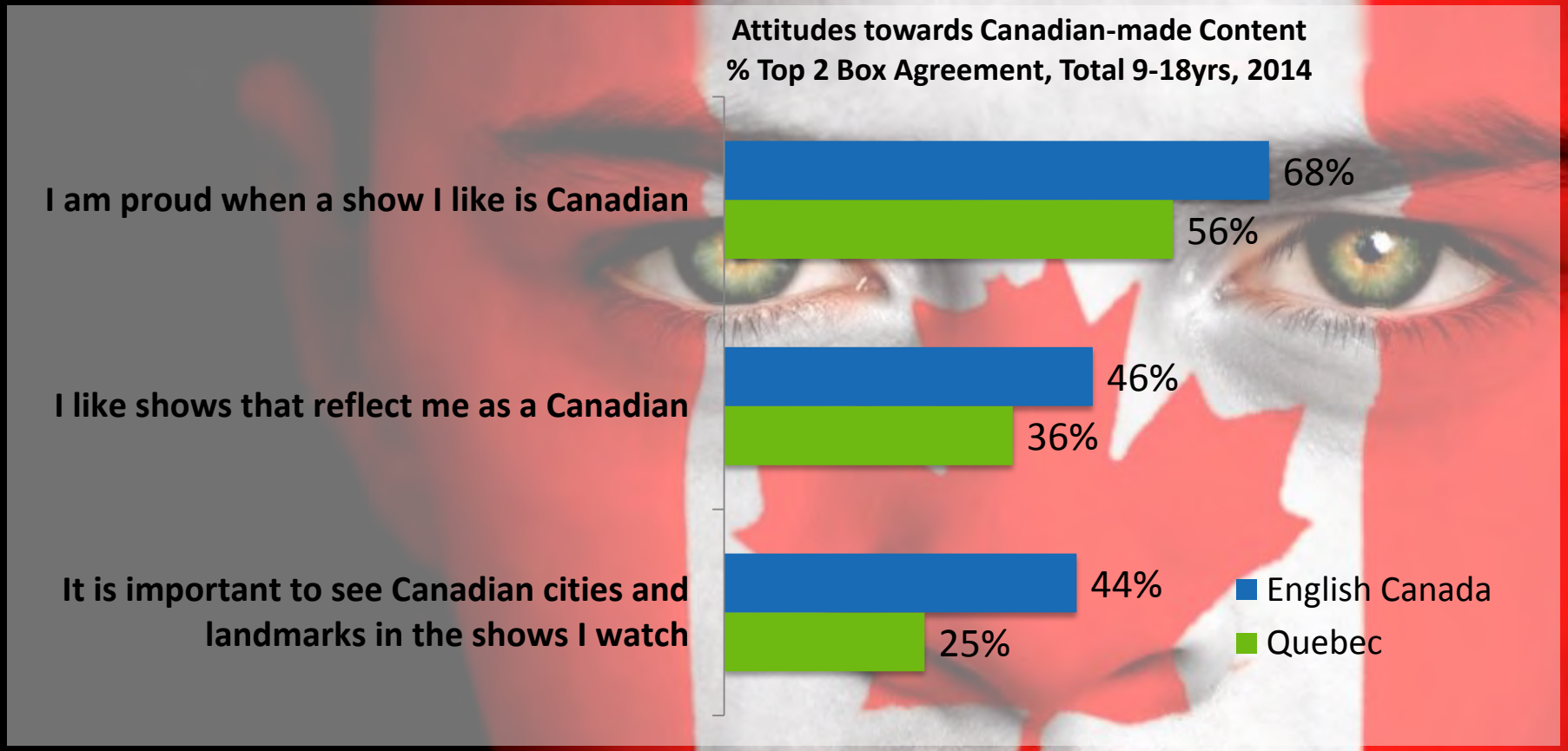
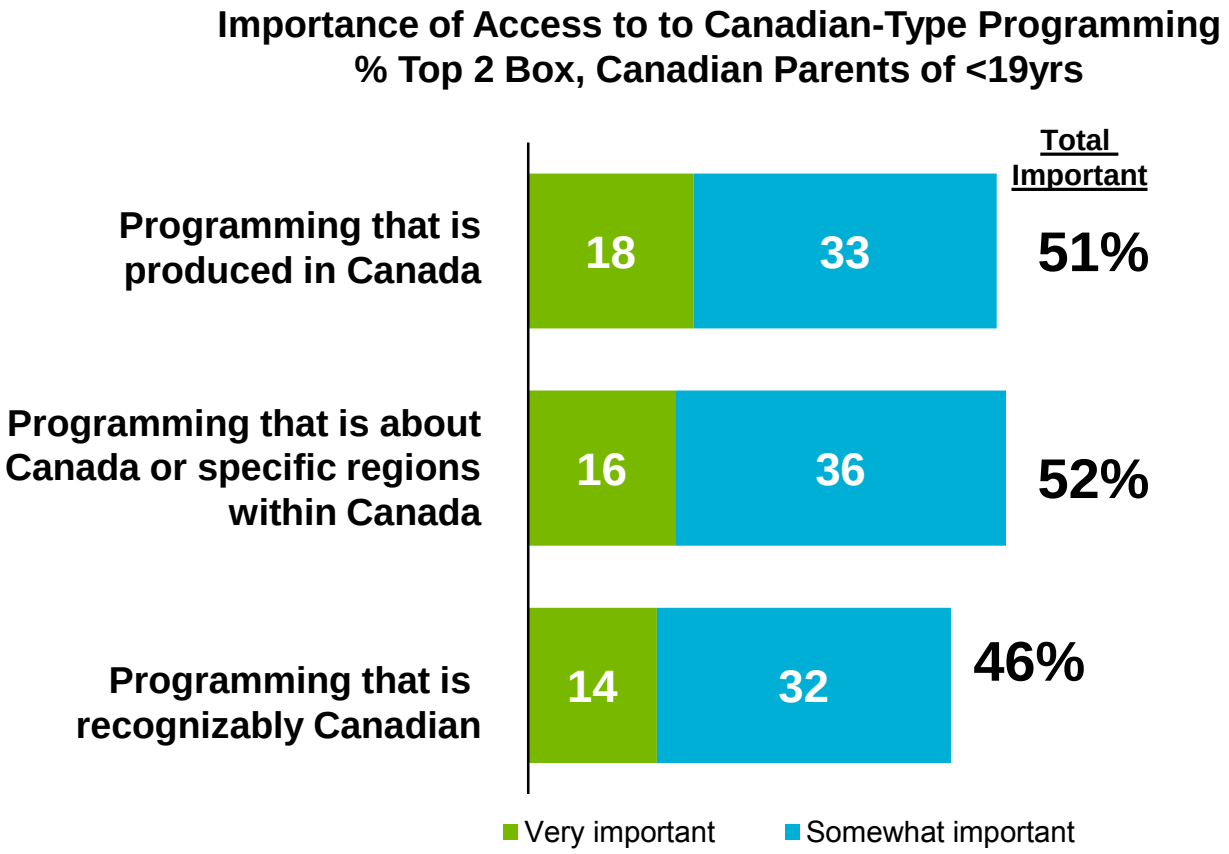
Canadian youth feel proud and connected to shows that reflect them and their country.



Source: Shaw Rocket Fund, Media and Technology Habits of Youth, 2014

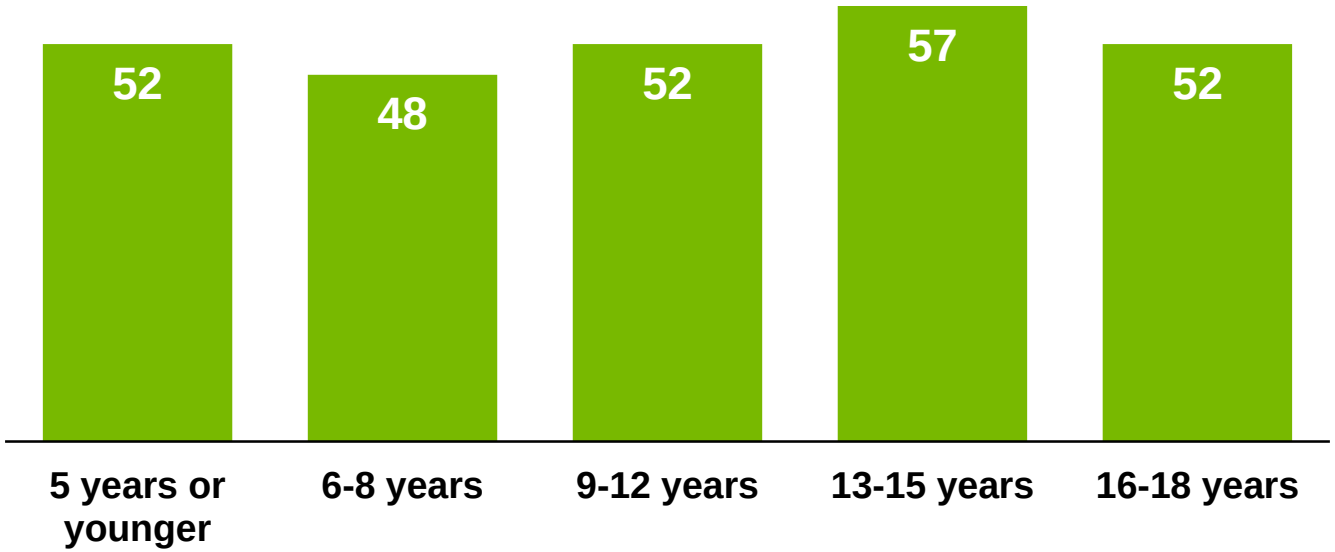
Similarly, the majority of parents feel it's important programming is made in and about Canada.



Source: ENSIGHT, National Canadian Broadcast Study among Parents, 2015

Despite the age of the children in the home, parents want to see programming about Canada or regions of Canada.

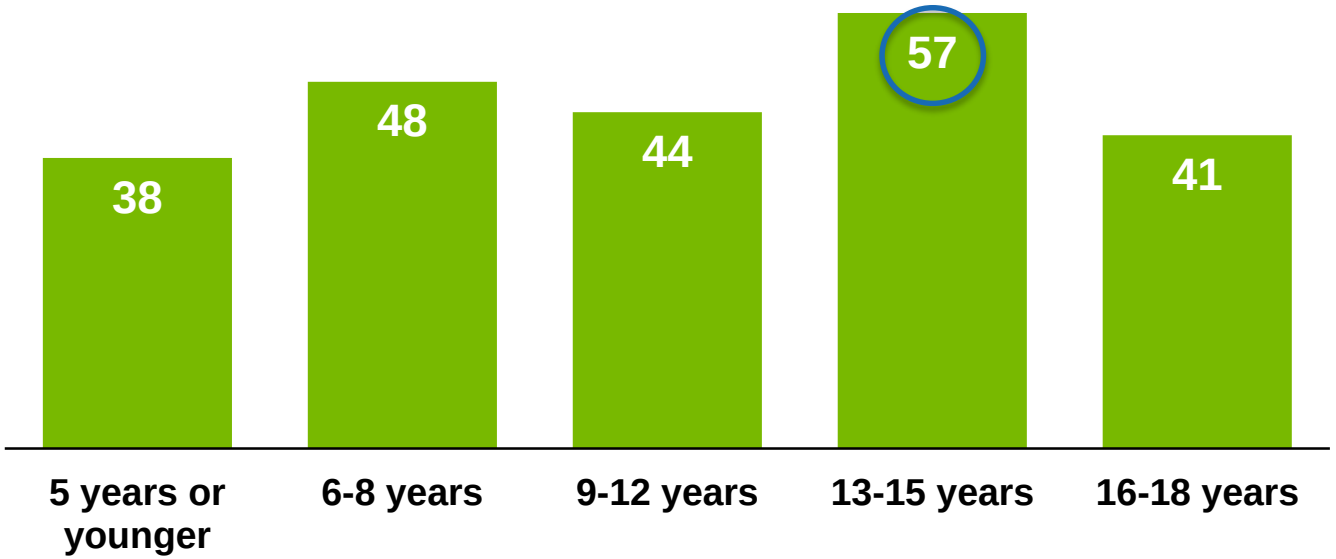
Importance that Programming is about Canada or Specific Regions of Canada
% Top 2 Box, Canadian Parents of <19yrs



Source: ENSIGHT, National Canadian Broadcast Study among Parents, 2015

Canadian parents feel it's important a minimum number of hours are regulated by the Government.

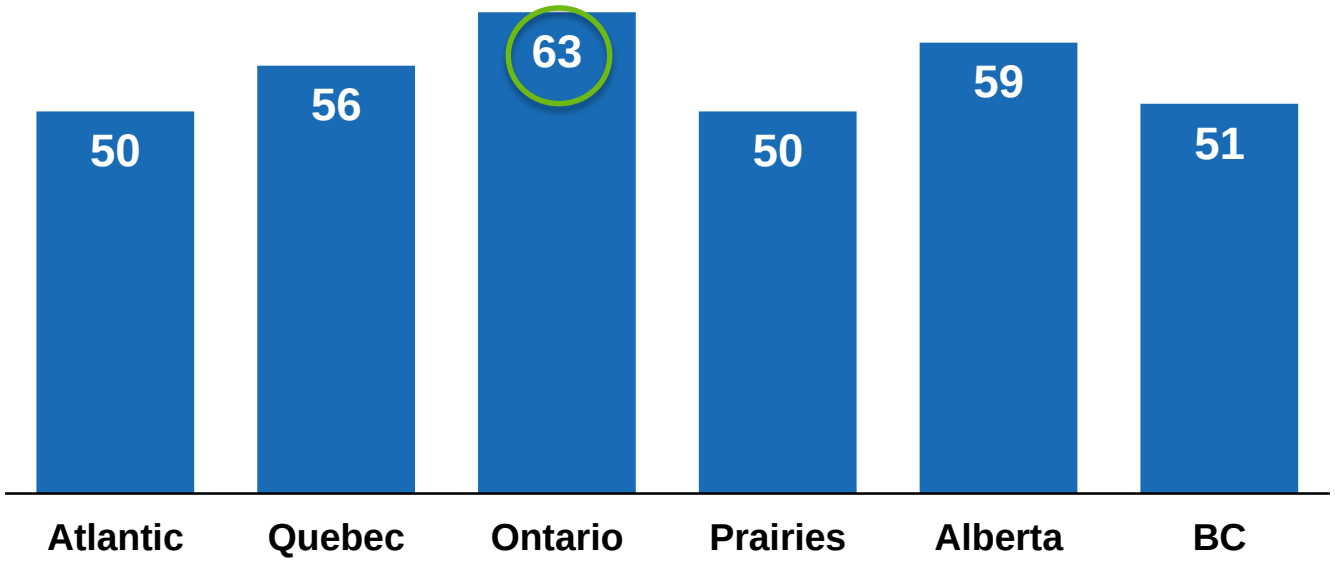
Importance of Government Involvement in Minimum Hours of Canadian-made Children's Programming
% Top 2 Box, Canadian Parents of <19yrs



Source: ENSIGHT, National Canadian Broadcast Study among Parents, 2015

Access is important to Parents: Households with children across Canada want to easily access Canadian-made programming.

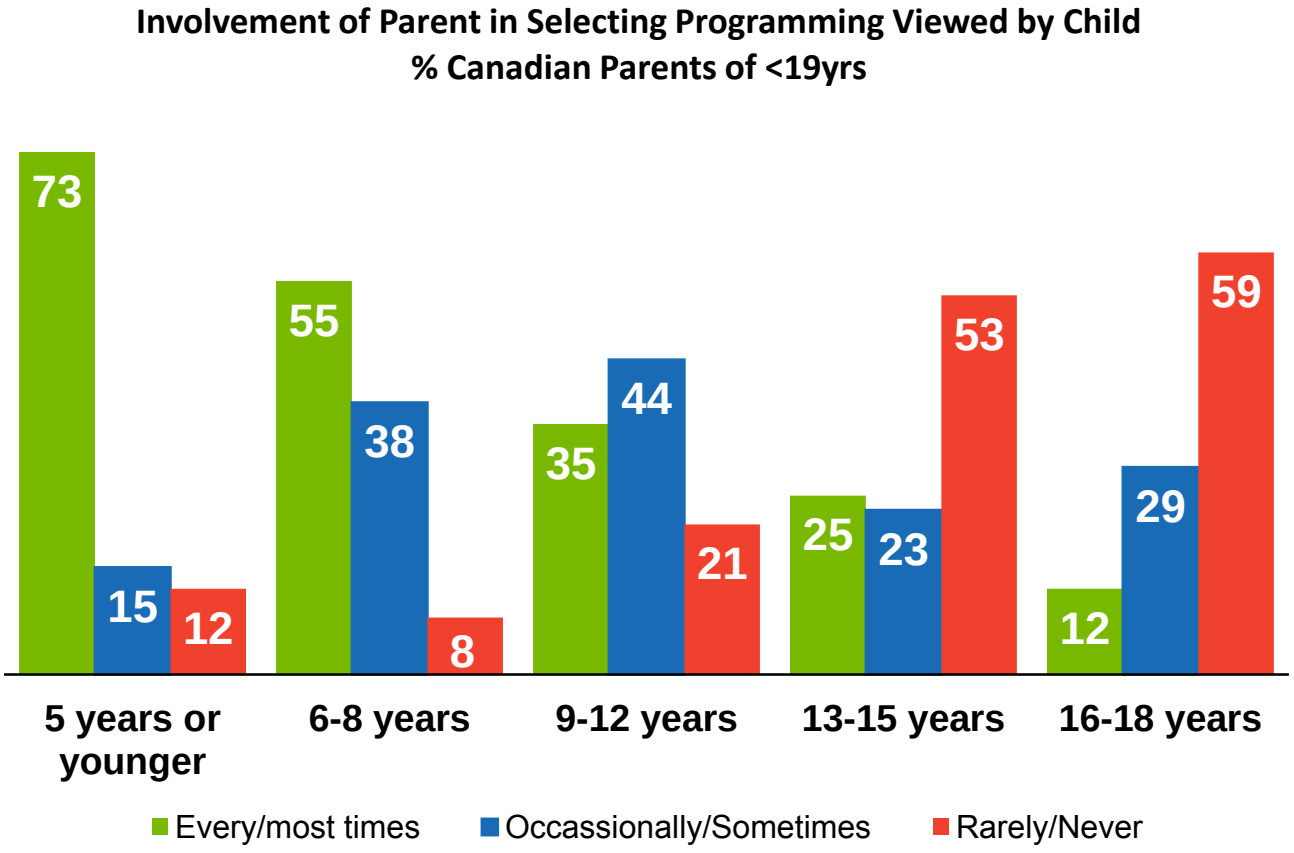
Importance of Canadian-made Programming is in Channels and Theme Packs for HH Purchase
% Top 2 Box, Canadian Parents of <19yrs



Source: ENSIGHT, National Canadian Broadcast Study among Parents, 2015

Naturally, parents with young children are involved in selecting the programs viewed.

However, despite parental involved in the older age groups, Parents across the country want Canadian programming available for all ages.



Source: ENSIGHT, National Canadian Broadcast Study among Parents, 2015

Section 5

The Broadcasting Environment

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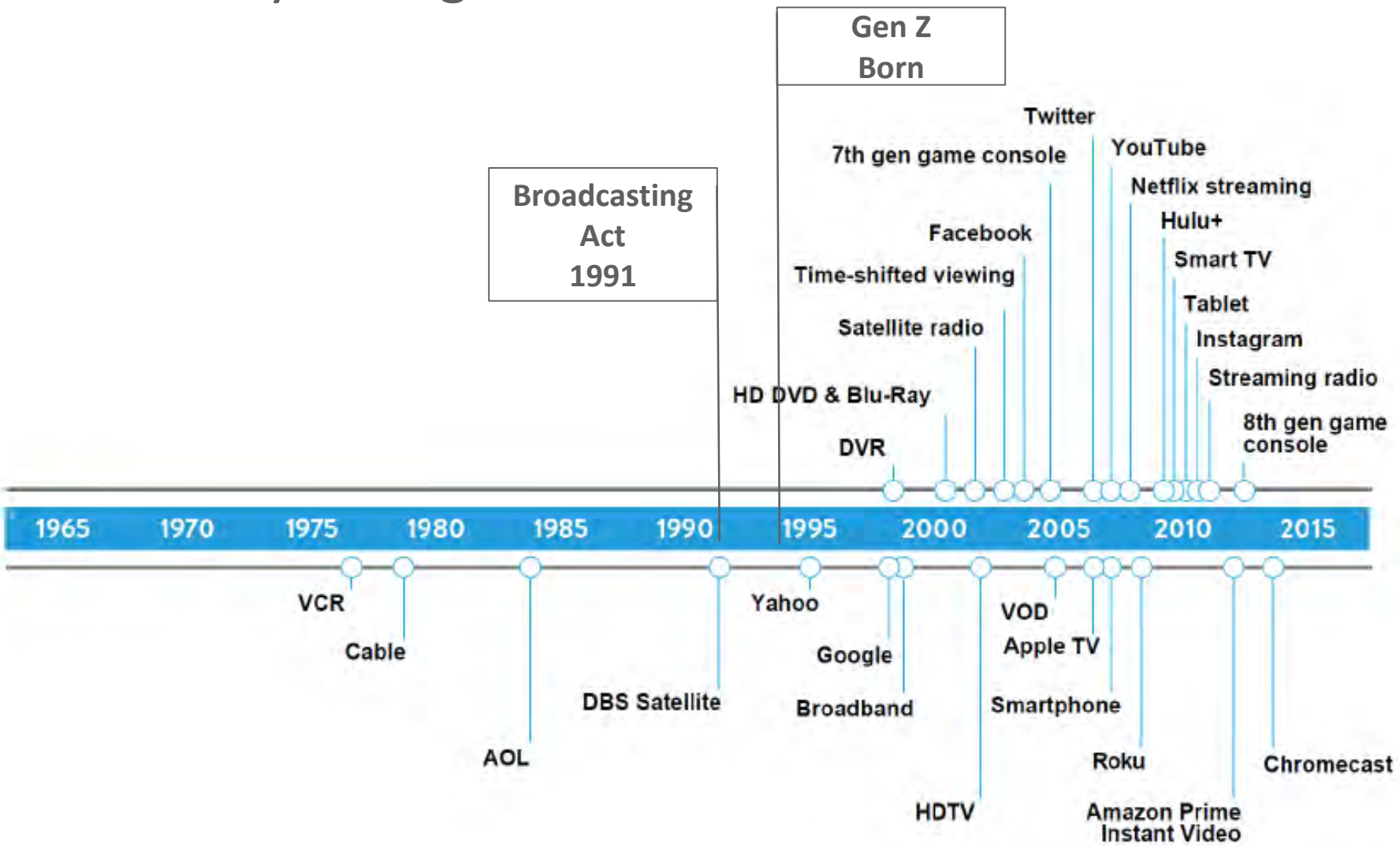
The Broadcasting Act was last revised in 1991, almost 25 years ago.

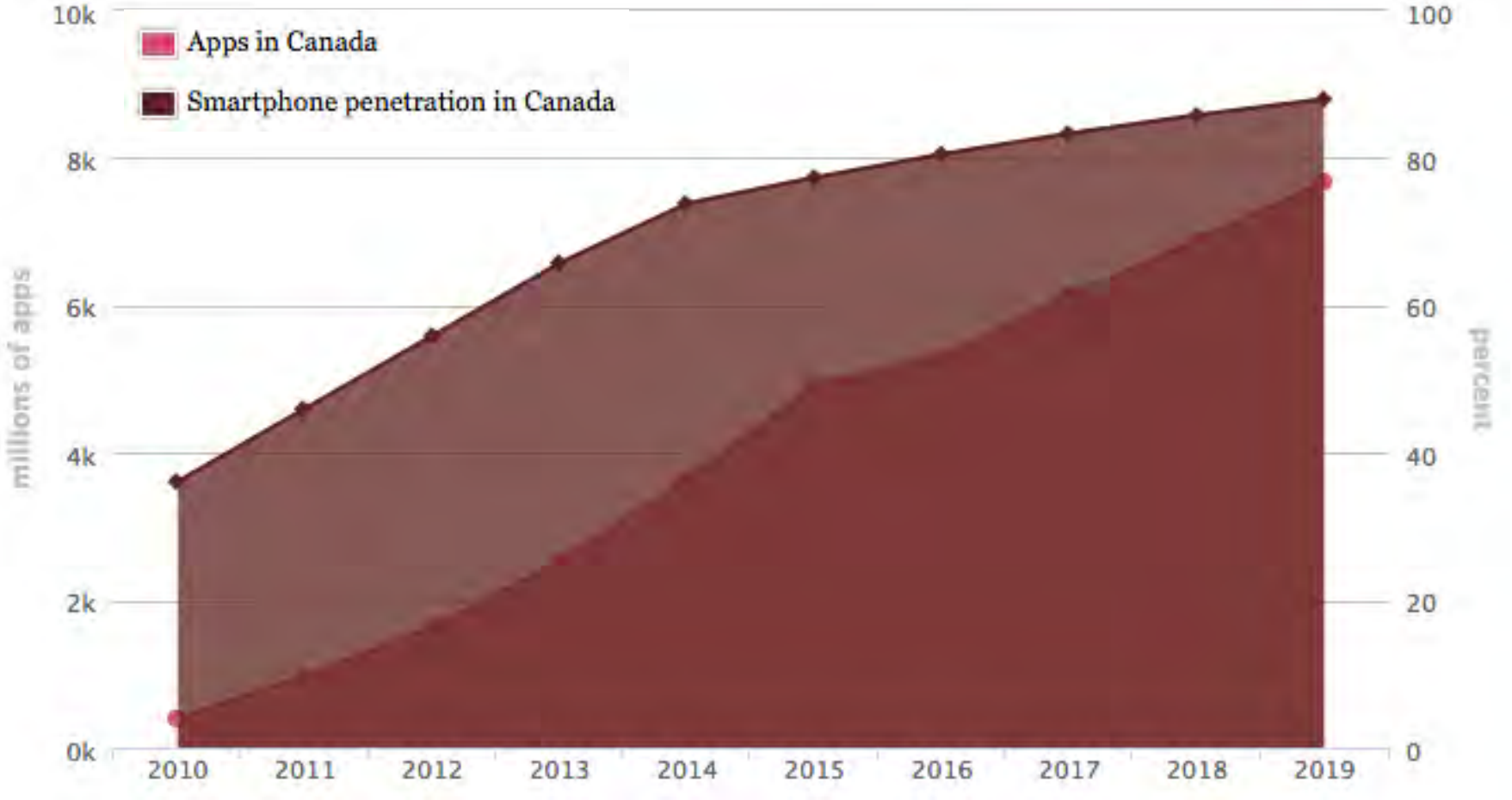


Sourced from KPCB Internet Trends: Evolution of Content Discovery: 1975-2015, per Nielsen

* Canadian Broadcasting Act (S.C 1991, c. 11)

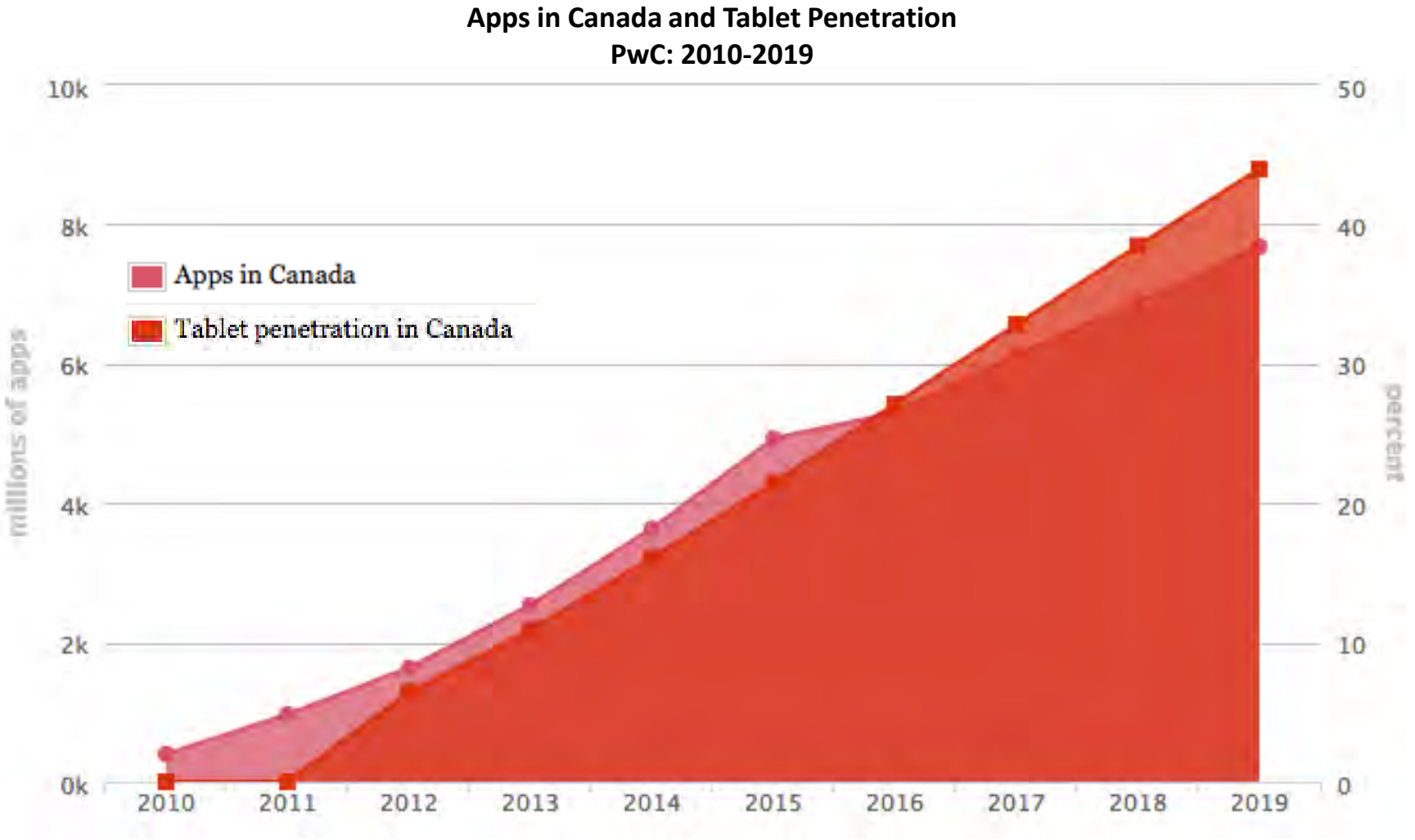
The growth of Apps and smartphone penetration will only continue to grow within Canada.

Apps in Canada and Smartphone Penetration
PwC: 2010-2019



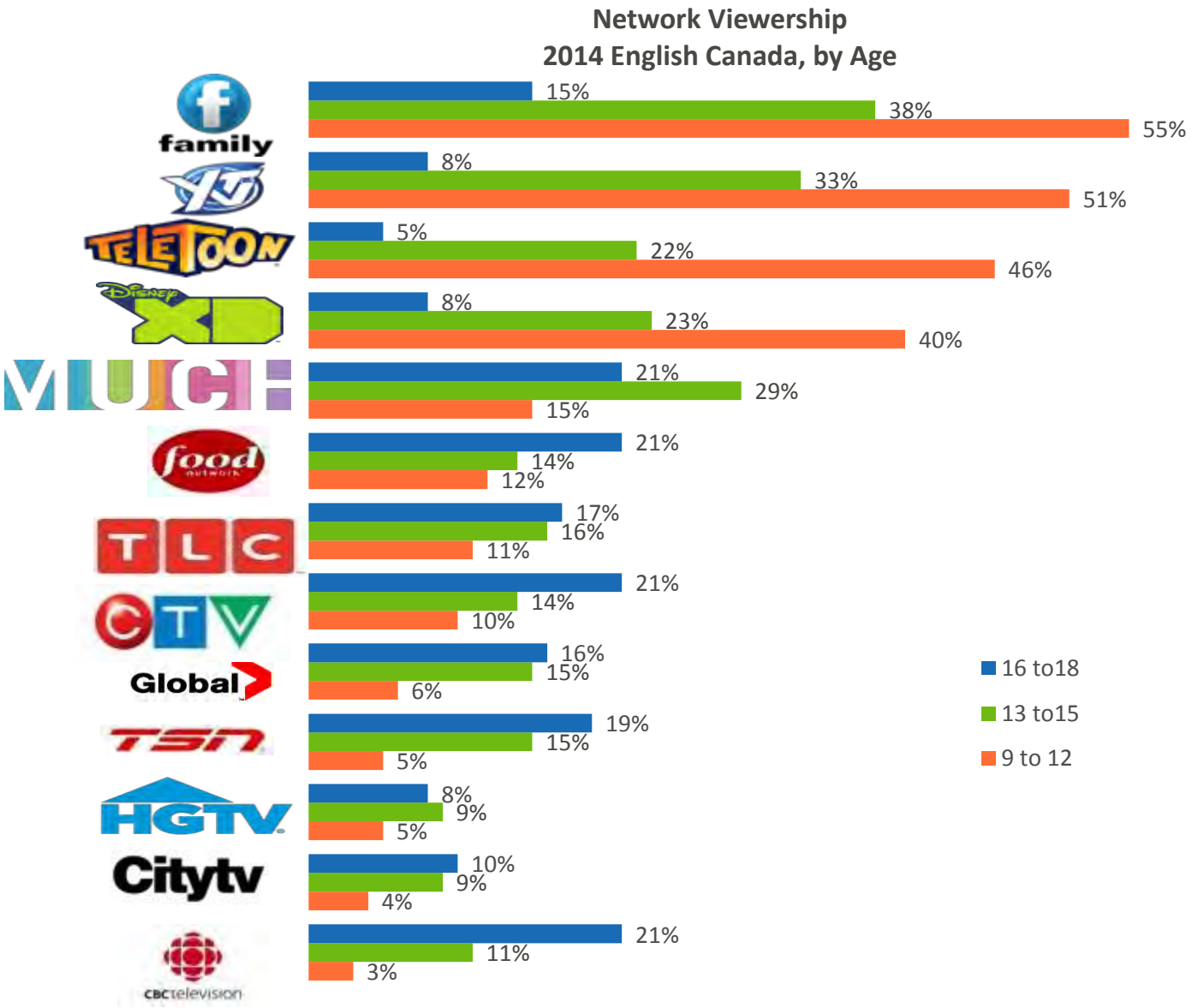
Source: 2015 PwC Global Media and Entertainment Outlook

Similarly, tablets, currently used by 40% of youth, will follow the App growth in Canada.



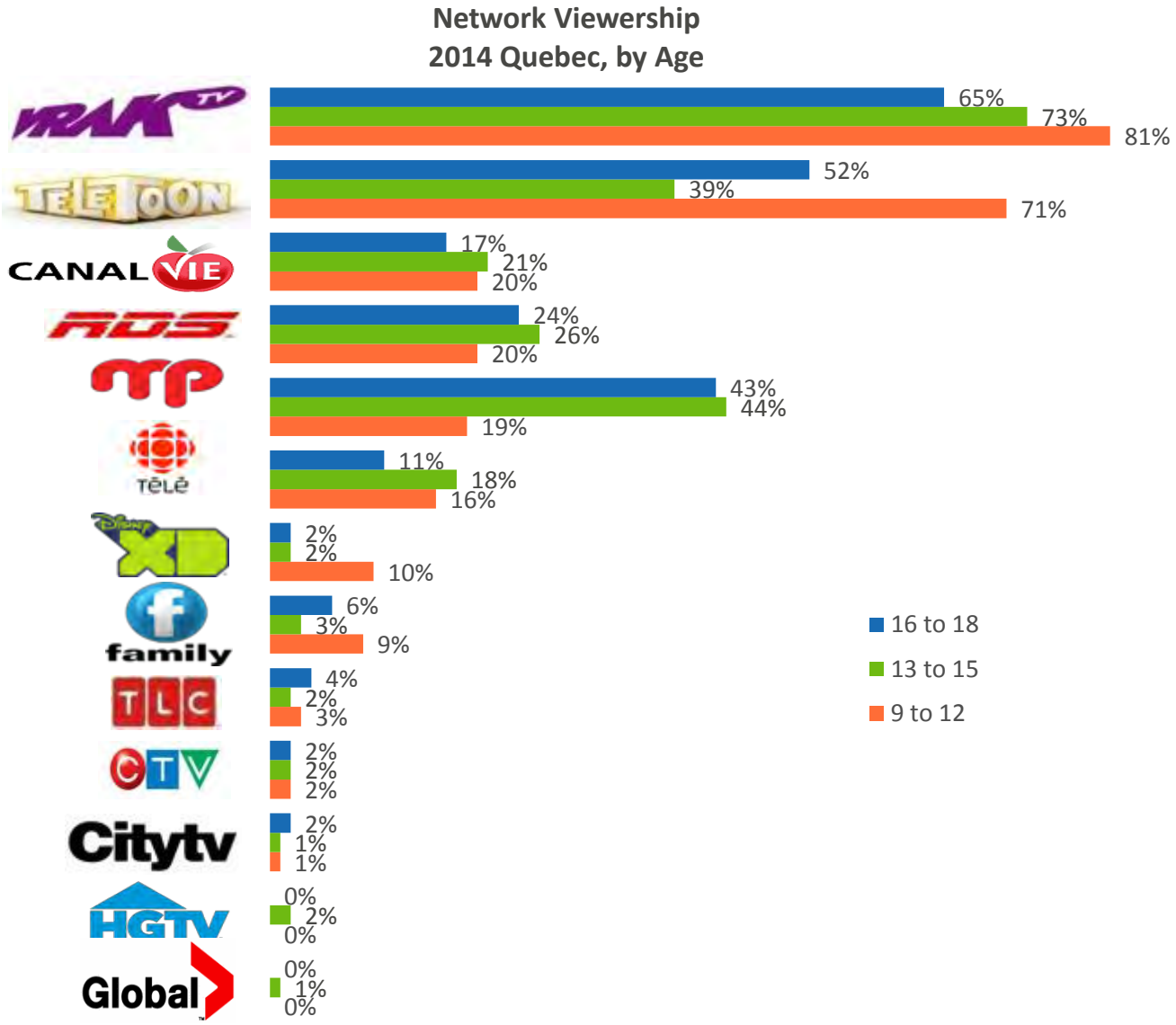
Source: 2015 PwC Global Media and Entertainment Outlook

Therefore, the networks viewed by youth need to think about their app and mobile device strategy.



Source: Shaw Rocket Fund, Media and Technology Habits of Youth, 2014

Similarly in Quebec, ensuring current network preferences are aligned in delivering the expected holistic experience.



Source: Shaw Rocket Fund, Media and Technology Habits of Youth, 2014

The future will only see more App-based services offered by broadcasters

Broadcasting content, whether exclusively developed for online or from original broadcast, means that people will increasingly access content provided by brands, organizations and of course networks directly.

Each of these apps will be accessible across any screen.

Today networks and online streaming services are evidence of this growing trend.

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Conclusion

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In Conclusion

- Kids are still watching TV, and it remains the most preferred vehicle for accessing the storytelling they desire. However, we are currently witnessing the addition and the favourability towards digital and mobile devices as ways to watch programming.

- This means that TV is no longer the content it delivers. Instead, it is one of the many tools in which youth consume their content.

- As broadcasters embrace applications, on-demand services and a seamlessness that allows for control and choice so too do the policy makers within Canada.

- Canadian content is not a nice-to-have, nor should it live outside of the basic cable channels or theme-packs. Parents and youth alike want to access content that is home-grown.

- The voters and consumers of tomorrow will expect the entertainment business of Canada to be aligned with their habits and their expectations, and this includes access to quality Canadian programming.

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Media, Technology & Content Consumption Among Youth

Detailed Summary of Findings

December 18, 2015

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The next generation of Canadian content consumers

This report, commissioned by The Shaw Rocket Fund, analyzes the attitudes, behaviours and values of technology, devices and entertainment content among Canada's youngest generation. This new generation, known as GenZ, are those currently under 18 years of age and make up 22 per cent of the Canadian population.

Youth are redefining storytelling

The desire to easily access compelling, relatable storytelling continues to drive the growth of content in today's multi-screen environment. For Canadian youth, it may be an understatement to say television (TV) is no longer synonymous with the content it carries into their homes - a stark contrast with their parents' TV experience. However, while TV is now one of many vehicles young people are choosing to consume the storytelling they crave, it continues to maintain a central and familiar space in the homes of most Canadians. That space, however, cannot be taken for granted as young Canadians continue to define their position within the growth of today's digital storytelling eco-system.

Mobile devices are transforming the broadcast landscape

Deemed the first global and technologically inclined generation, Gen Z are the true digital natives comfortable and fluent in the disrupting impact of mobile devices and new media. This generation was born just as Yahoo and Google were launched into the market and into a connected multi-screen environment. While we are seeing a decrease in traditional viewing of content on TV, evidence shows that viewership of content overall has actually increased with the addition of devices. TV for this generation is a device of choice, but no longer the only means to watch their content. And kids still expect great storytelling. The importance of their content reflecting who they are is important to this generation as on average 60 per cent of English speaking youth saying they expect aspirational, relatable and relevant programs.

Content will be seamless in a multi-screen environment

Today, on a daily basis, you will find 79 per cent of English Canadian youth between the ages of 9-18 years of age watching TV. However, in 2014, the use a smartphone is up to 63 per cent and 53 per cent on a laptop or PC. While there are several other uses of their mobile devices, there is no surprise that we are witnessing the growth of these digital devices as a method of viewing programming for Gen Z. Our research shows that between 2010 to 2014, TV as a preferred method of viewing decreased from 92 per cent to 71 per cent, whereas laptop/PC increased 20 points to 55 per cent, and the smartphone increased by 22 points to 24 per cent. The gap between TV and laptop is clearly closing. By 2014, the number of hours spent with content via digital technology that is mobile surpassed traditional stationary TV by a ratio of 12.96 hours to 10.72 hours. By the same measure, 60 per cent of Canadian kids acknowledge the future of TV is online. By 2030, Gen Z is expected to be the most populous in Canada. Although perceptions of the ways Canadian youth consume content is growing more fluid as technology evolves, TV continues to benefit from a central position in the homes of Canadians and is by no means considered obsolete even in today's multi-screen environment.

Discovery of new content is digital and social

Discovering new content is also shifting towards digital channels for this generation. In English Canada, discovering a new program through social media was up 25 per cent since 2010. In addition, advertising as a way to discover a new program has also undergone a shift: Traditional TV has decreased by 15 per cent and online advertising has increased by 17 per cent since 2010.

Parents and Youth insist on the accessibility of Canadian content

Both youth and parents agree that programming made in and about Canada is important. For parents with children under 19 years of age, having Government involvement in a minimum number of hours of Canadian made content is important for kids of all ages, along with ensuring Canadian programming is accessible in the cable packages and theme packs, for all ages of youth. This is consistent across all provinces.

The future of entertainment is device agnostic

Kids are still watching TV, and it remains the most preferred vehicle for accessing the storytelling they desire. However, we are currently witnessing the addition and the favourability towards digital and mobile devices as ways to watch programming. This means that TV is no longer the content it delivers. Instead, it is one of the many tools in which youth consume their content. As broadcasters embrace applications, on-demand services and a seamlessness that allows for control and choice so too do the policy makers within Canada. The voters and consumers of tomorrow will expect the entertainment business of Canada to be aligned with their habits and their expectations, and this includes access to quality Canadian programming.

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Appendix

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Primary Research

Commissioned by The Shaw Rocket Fund

- ***National Children and Youth Media and Technology Quantitative Study***, 2014, Shaw Rocket Fund, in partnership with Youthography. The survey was conducted in August 2014 among 1040 English and French Canadians between 9-18yrs. The confidence interval for a sample of 1040 respondents is +/- 3.04%, 19 times out of 20.

- ***National Children and Youth Media and Technology Quantitative Study***, 2010, Shaw Rocket Fund., in partnership with yconic. The survey was conducted in April 2010 among 859 English and French Canadians between 9-17yrs. The confidence interval for a sample of 859 respondents is +/- 3.34%, 19 times out of 20.

- ***National Canadian Broadcast Study among Parents***, 2015, Shaw Rocket Fund, in partnership with ENSIGHT. The survey was conducted in September 2015 among 335 English speaking Parents with children under 19 years of age, n=335. The confidence interval for a sample of 335 respondents is +/- 5.3%, 19 times out of 20.

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Secondary Research

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- Statistics Canada, 2011 Census. *Projections 2011-2030*, CANSIM, 052-0005

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Image Sources

- Slide 2: Boy with Tablet, https://www.parentmap.com/article/apps-of-kindness-can-your-kids-download-their-way-to-a-better-character
- Slide 3: Green North America, www.wordans.com
- Slide 4: Illustrated Connected World, http://www.yasser.consulting/international-social-media/
- Slide 8: All Screens, http://www.responsiveads.com/
- Slide 9: Connected Devices, http://www.showstoppers.com/?p=9735
- Slide 11: Toddler with iPad, http://www.drmattmorris.com/toddlers-ipads/toddler-ipad/
- Slide 12: Teens on Devices, https://blog.clevertap.com/the-mobile-habits-of-connected-teens/
- Slide 14: Illustrated TV and screens, http://blog.vodeclic.com/en/2013/01/18/e-learning-in-a-multi-screen-world/
- Slide 16: Bursting TVhttp://www.upsidelearning.com/blog/index.php/2012/10/16/tv-in-the-future-of-learning/
- Slide 20: Icons circling a Tablet, http://blog.learn2earn.org/steps-digital-storytelling-in-the-classroom/
- Slide 21& 22: Family Living Room with Devices, http://media.ofcom.org.uk/
- Slide 24: Behind the Scenes of a Set, www.huffingtonpost.com
- Slide 25: Child in front of Canadian TV: http://www.huffingtonpost.ca/2013/11/29/canadian-content-netflix_n_4358272.html
- Slide 26: Canadian Face-Painted, http://www.postcardlocker.com/product_info.php?products_id=1643
- Slide 32: Walls of Screens, http://www.thecloudist.com/wp-content/uploads/2012/10/intersect-video-wall-sequence-from-chuck-HD-stills-04.jpg
- Slide 36 & 37: Brand logos found on each of the respective broadcasters' websites.
- Slide 38: App Logos
  - Rogers Anyplace TV, Netflix, CBC: http://www.xbox.com/en-CA/entertainment/xbox-one/live-apps
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