

How the access to content is changing in the digital age: The example of video content

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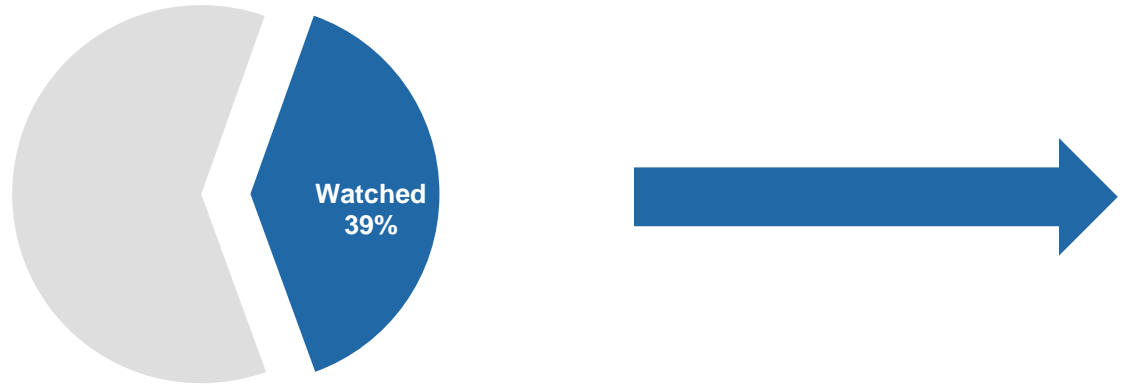
#obsrespl



- **How do we watch?**
- **What do we watch?**
- **Who produces the content?**
- **How do we choose?**

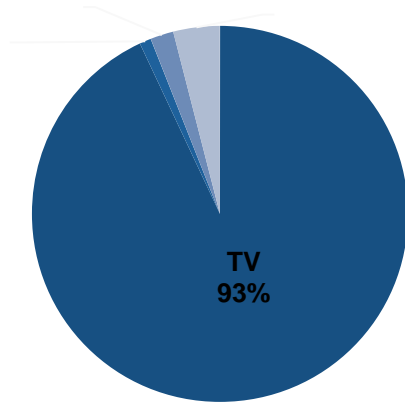
A day in the life

**10h52mn media and communication time,
8h45mn w/o multitasking**

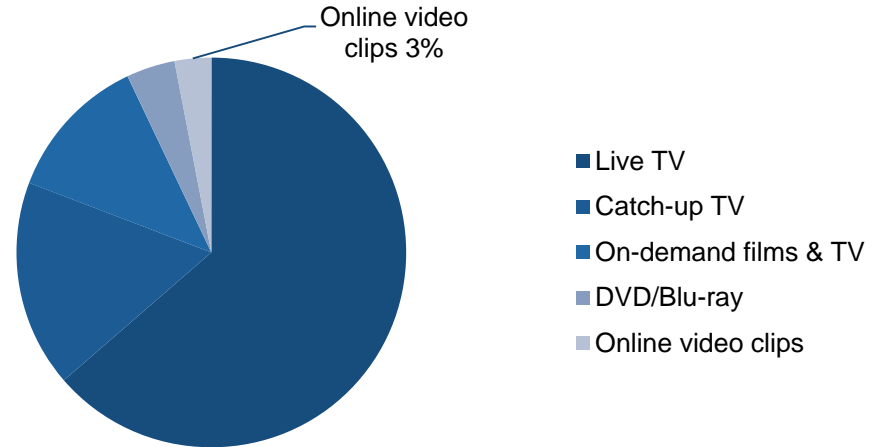


A day in the life

93% of video watched on TV



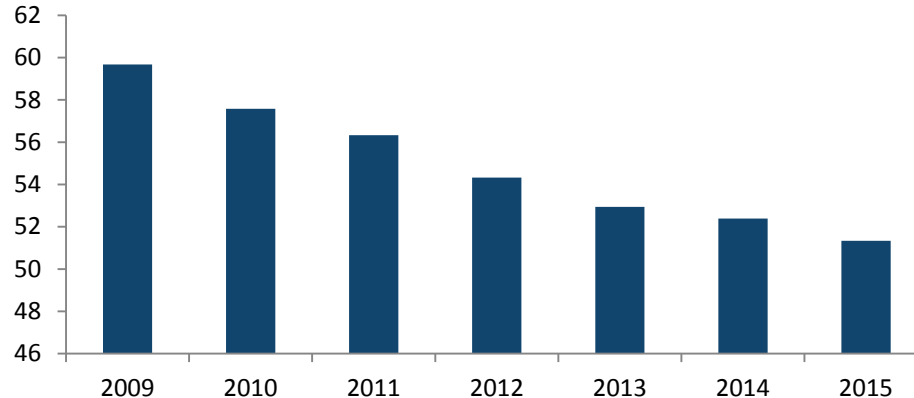
Film and TV content account for 97% of time spent watching video



TV still rules (to an extent) but is more and more fragmented

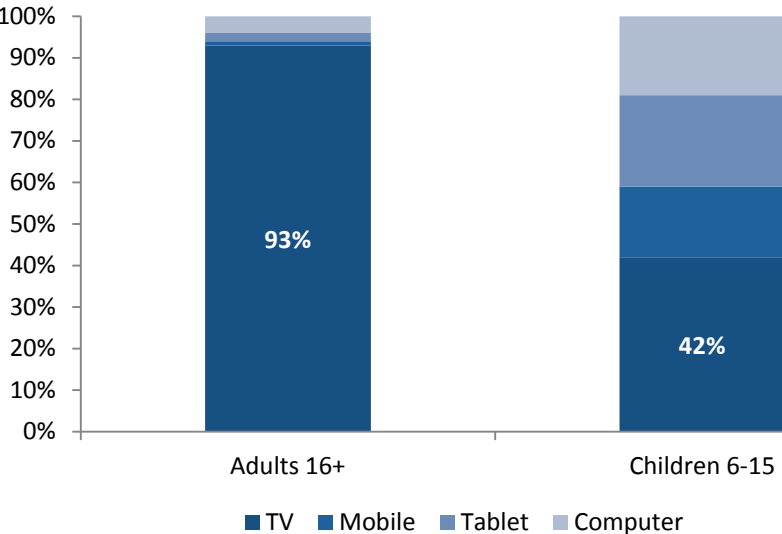
- > 12000 TV channels in Europe
- Including > 400 News channel

Average audience share of the 4 leading TV channels (%)

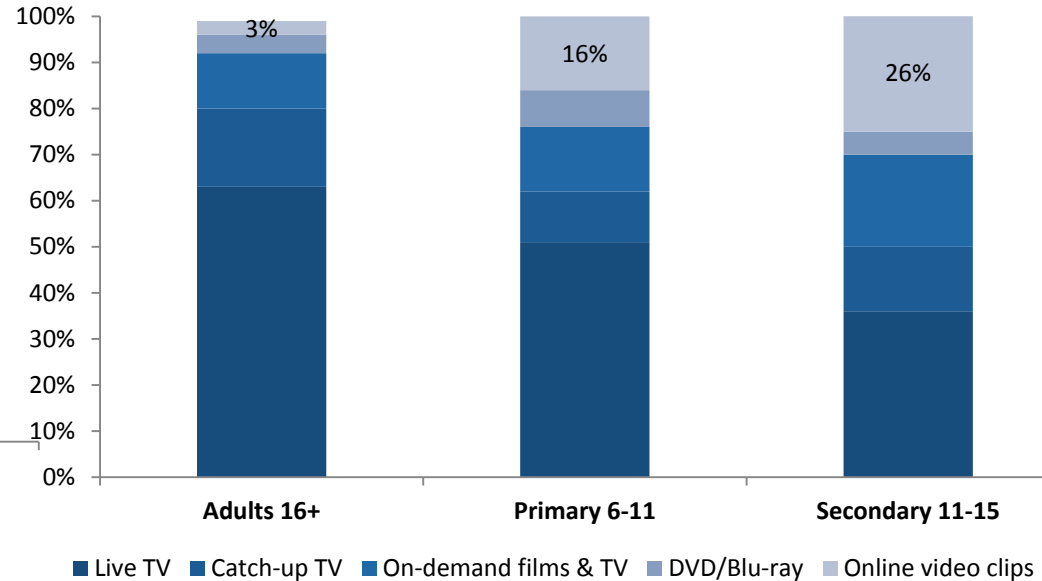


A day in the life (of children)

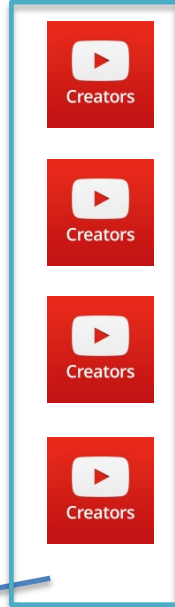
Devices used to watch



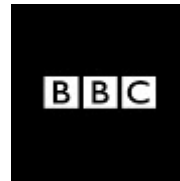
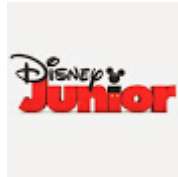
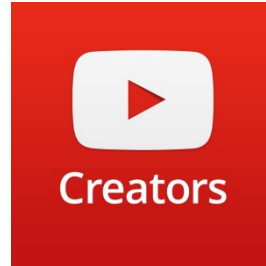
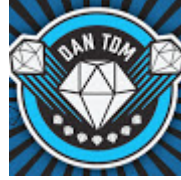
Types of content watched



« Online video clips»



Newcomers...



... and media brands

« Online video clips »



MCN: New Kids On The Block ?



Studio
71



Vevo



Broadband TV



Fullscreen
network

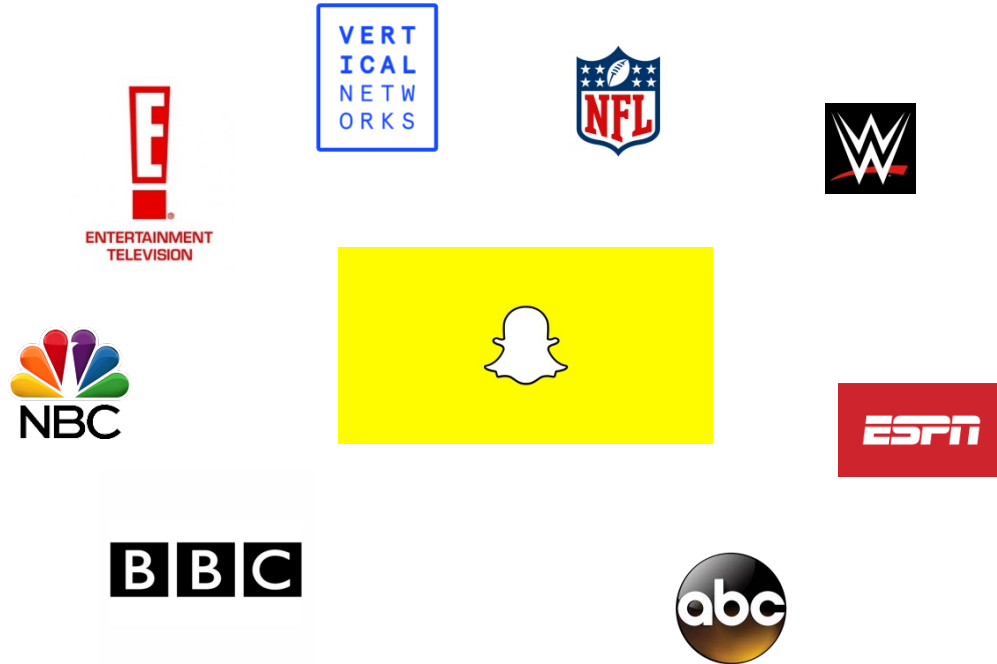


Machinima



TimeWarner

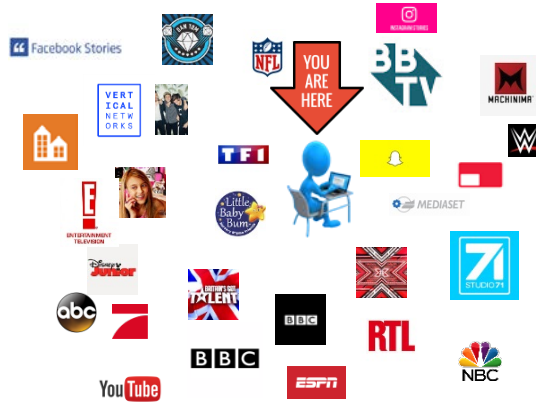
Media brands are also active on other social networks



So many contents...how do you choose?

Brands

From TV brands to
programme and people
brands



Algorithms

Not a unique source for
content

Friends

Who shared a news post matters more
than who published it.

‘The reports of my death are greatly exaggerated’

Mark Twain

‘Facebook will be the largest media company on the planet’

Chris Adams – Digital strategist

‘The business of social media is the business of trust’

Adrian D. Parker, Head of online, Patrón Spirits Company

Thank you!

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