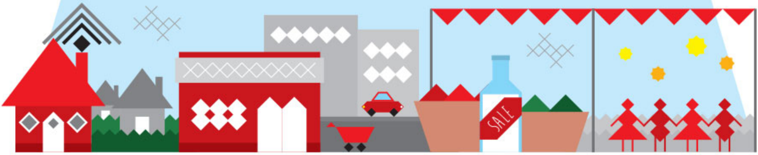
HUMANGRAPHEXPERIENCE

presents

MEDIA CONSUMPTION HABITS

IN RURAL ROMANIA

RURAL SPACE IS EXCEEDING RURAL FRAME



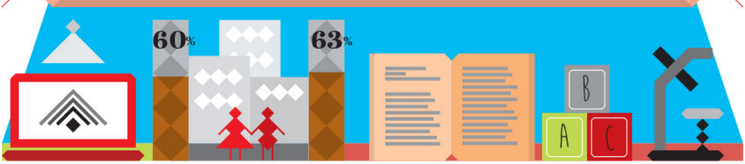
Increased connectivity based on increased internet penetration

Tight connection with urban: expansion of modern retail in small urban is giving extra reasons to visit cities several times/ month

Necessity for extra incomes determines a high opening for local entrepreneurial possibilities

Need for cultural and social events which would develop rural local communities

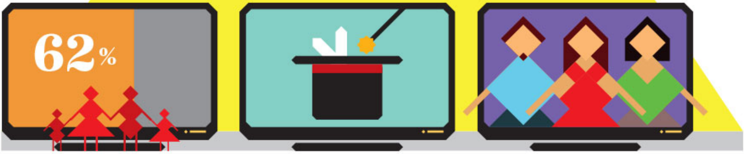
RISE OF NEW CONNECTED RURAL GENERATIONS



Connectivity is even higher among younger targets: 60% on line penetration, 63% have fun in the city at least monthly

Young families show a high interest for children education, for offering them a richer general knowledge and new development opportunities.

IN RURAL TV MAINTAINED ITS ROLE OF EVENING FAMILY CONNECTOR AND CELEBRITIES PRODUCER

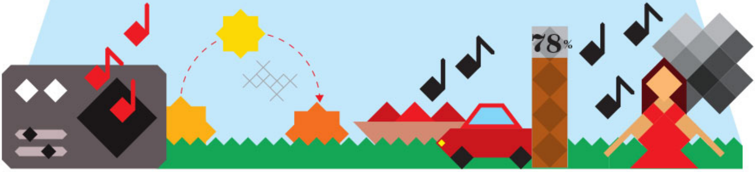


Watching TV is more a family activity (62%)

Entertaining content is broadly appreciated as it's on everyone's taste

Admired and followed celebrities are mainly TV Anchors (e.g. Andra, Andreea Esca, Catalin Maruta)

RADIO CAPTURES ACTIVE RURAL PEOPLE



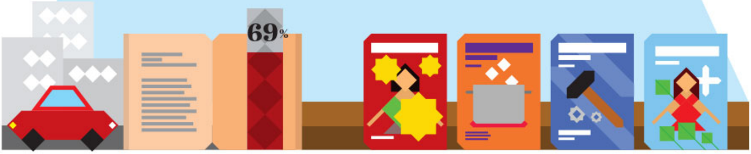
Highly listened by 19-44 y.o. segment

Prime time is prolonged from morning to noon vs. just drive time (07:00 – 9:00) in urban

The audience is attentive to radio messages: 78% are listening it while driving, relaxing or eating

Popular music is not the 1st preference: they look after pop/ disco music & celebrities

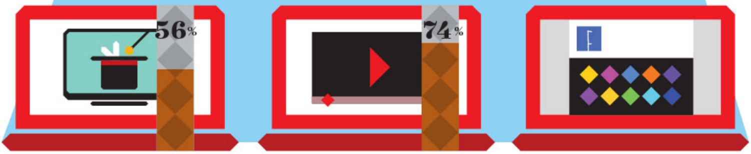
PRINT IS THE "PAMPERING EXPENDITURE" DURING TOWN WEEKLY VISITS



69% buy the most recent print editions when going weekly in town

Besides tabloids which keep them updated with latest gossips, they also buy titles related to their interests: cooking, DIY, health & beauty.

ON LINE COMPLETES EXTRA CONTENT NEEDS



56% inform online about

74% are watching online

Facebook is used for

favorite TV shows

videos at least monthly and among top visited websites is YouTube, trilulilu.ro and TV stations websites

connectivity and entertainment, not to show off: more of them are accessing apps and play games vs. upload photos & videos

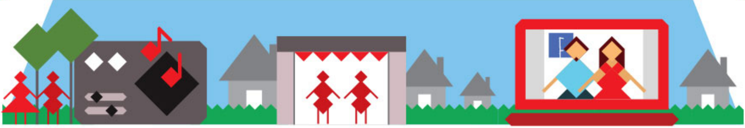
THEY ARE VIEWERS AND SHARERS OF ON LINE PHOTO CONTENT, WHY NOT CREATORS?

Watching online photos is top on line activity

Sharing reflects their passions, but also the things they are proud of (their family, their household and their accomplishments (new look, hobby, travelling)

The tranquility of rural life doesn't provide a fast pace of memorable moments, but photo sharing occasions are highly exploited (e.g. weddings, parties, children)

BIG FUN IS IN TOWN, BUT FRIENDSHIPS STARTS IN THE STREET

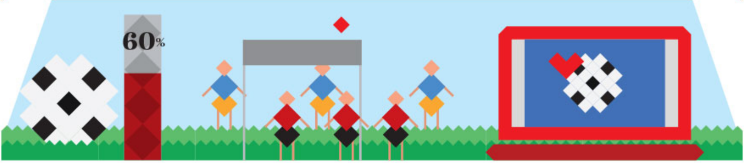


Streets discussions with neighbors and listening music outside the house are main daily fun activities for those aged 14-18 y.o.

A quick glass of small talk in front of the shop from the village is still a common weekly activity for 1/3 of rural target.

Most photos posted on Facebook are capturing parties in the bars or clubs from the cities

SPORT AS BASIC ENTERTAINMENT

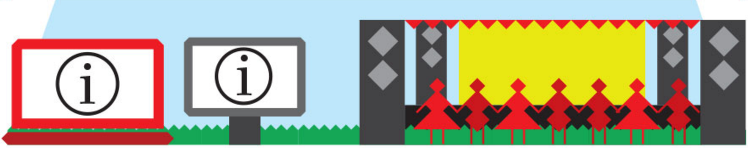


Surprisingly doing sport is also one of the popular free time activities (60% practice it weekly), despite the poor dedicated infrastructure.

Sport is another social connection opportunity which doesn't require a complicated setup or any investment.

They are proud to place their sports interests on their Facebook profiles: football, tennis, badminton, dancing.

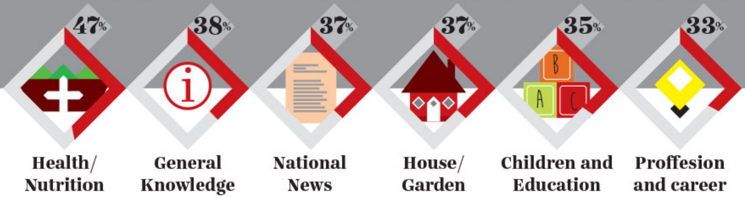
VILLAGE VOICE AMPLIFIERS



Online and OOH are top source of information about local events after Word Of Mouth

They appreciate events that bring novelty in their lives and give them something to talk about (e.g. exhibitions, concerts) vs. contests with material benefits

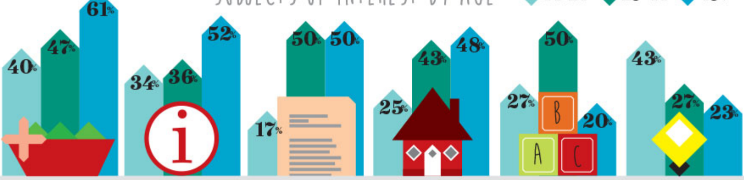
GENERAL INTERESTS



Wellbeing, staying up to date, family and house related information are main subjects of interest.

Despite limited professional career opportunities, people from rural area are highly interested in this subject indicating an entrepreneurial development trend.

SUBJECTS OF INTEREST BY AGE



Health/ Nutrition	General Knowledge	National News	House/ Garden	Children and Education	Proffesion and career

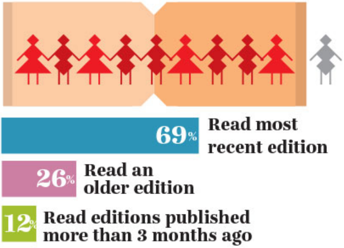
Profession & Career is top subject of interest for younger segments, while more mature rural targets are interested in developing their general knowledge

Other top interest of young active rural population: health, fashion & beauty, holidays & travelling, entertainment.

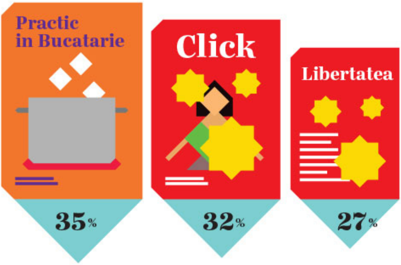
Young families show a high interest for children education and for improving home comfort.

FOCUS ON PRINT CONSUMPTION

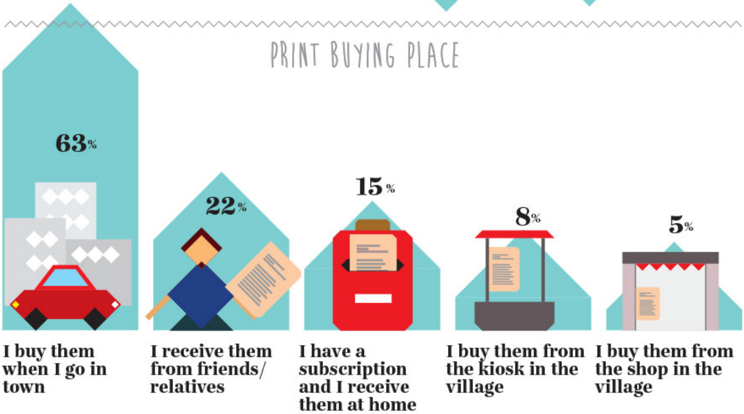
Almost 9 out of 10 Romanians living in rural areas read at least one print edition in last 3 months. The majority read the most recent edition.



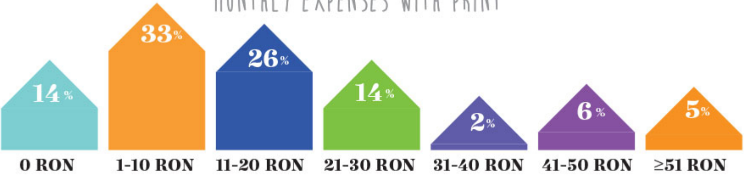
Practic in Bucatarie, Click and Libertatea are most read titles. Other read titles are: local newspapers and teens magazines



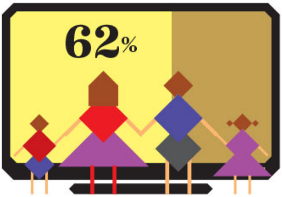
PRINT BUYING PLACE



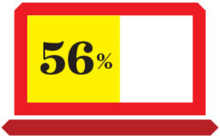
MONTHLY EXPENSES WITH PRINT



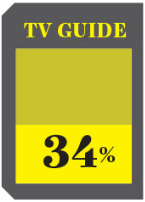
FOCUS ON TV CONSUMPTION



Watching TV is more a family activity (62%), than an individual activity.



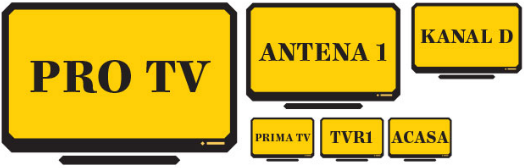
Inform online about favourite shows



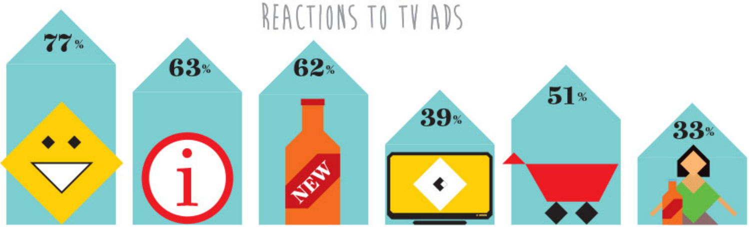
Plan TV time using TV guides

TOP TV PREFERENCES

TV as a family time reflects also in high variety of watched TV stations & in preference for entertaining programs.



REACTIONS TO TV ADS



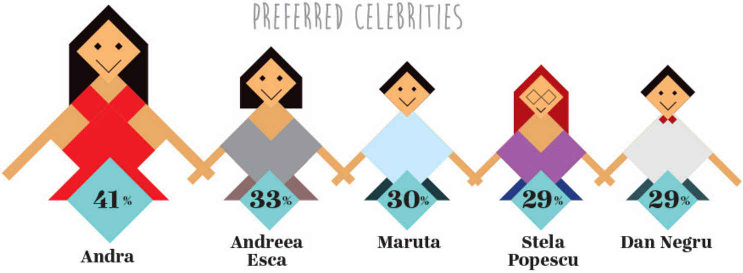
I like funny TV ads | **I like informative TV ads** | **TV ads keep me up to date with new products** | **I usually watch TV ads** | **Sometimes I buy products that I see in TV ads** | **Product placement in TV shows makes me want those products**

TV ADS - FACEBOOK ANALYSIS

Sharable ads are those that contain funny dialogues or those that share a positive emotional message.

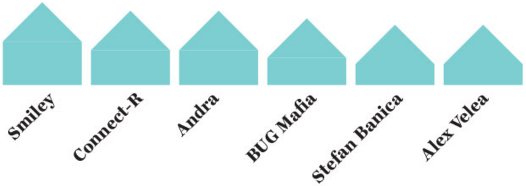
They don't necessary share ads they see on TV, but rather those that attract their attention online.

PREFERRED CELEBRITIES



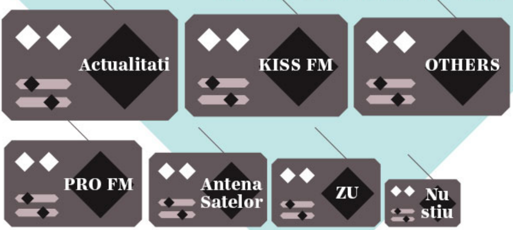
PREFERRED CELEBRITIES - FACEBOOK ANALYSIS

Facebook also helps them stay informed. They are fans of celebrities or public persons ranging from singers, TV presenters to politicians.

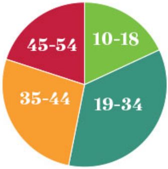


FOCUS ON RADIO CONSUMPTION

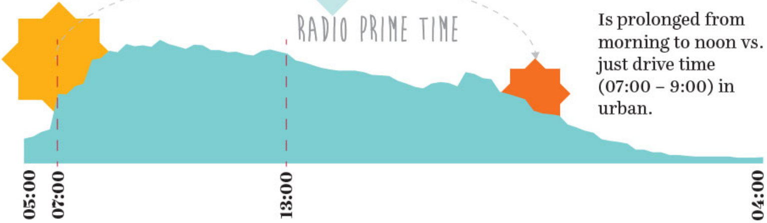
MOST LISTENED RADIO STATIONS



Radio captures active people (19-44 y.o.)

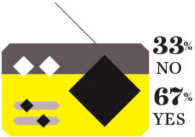


RADIO PRIME TIME

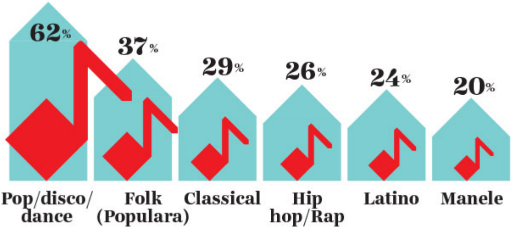


Is prolonged from morning to noon vs. just drive time (07:00 – 9:00) in urban.

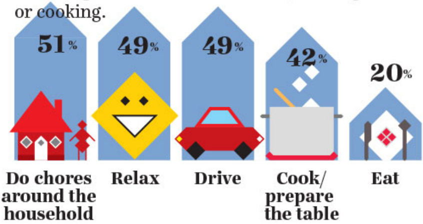
RADIO LISTENING



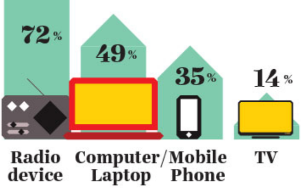
Ever listen to radio



Radio at home is a frequent company when they are doing chores in the household, in the garden or cooking.

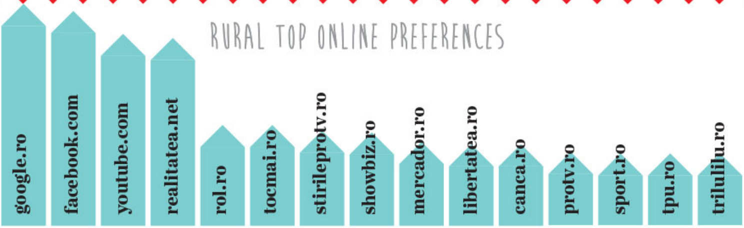


Most of them have a specific device for radio listening. 1 out of 2 also listen radio online.

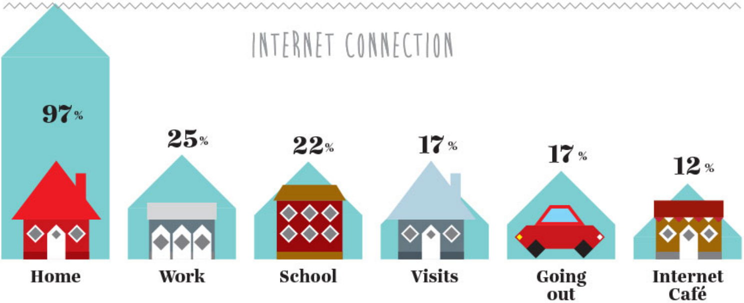


FOCUS ON THE ONLINE CONSUMPTION

RURAL TOP ONLINE PREFERENCES



INTERNET CONNECTION

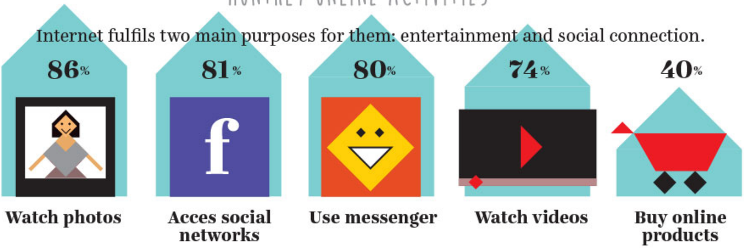


PC & Laptop are main devices used for connecting to the Internet. They connect also from their mobile, but to a lower extent.

Most of those that have a computer are also sole users. Only a third share their computer with other family members.

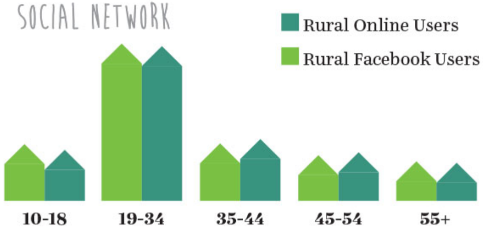
MONTHLY ONLINE ACTIVITIES

Internet fulfils two main purposes for them: entertainment and social connection.



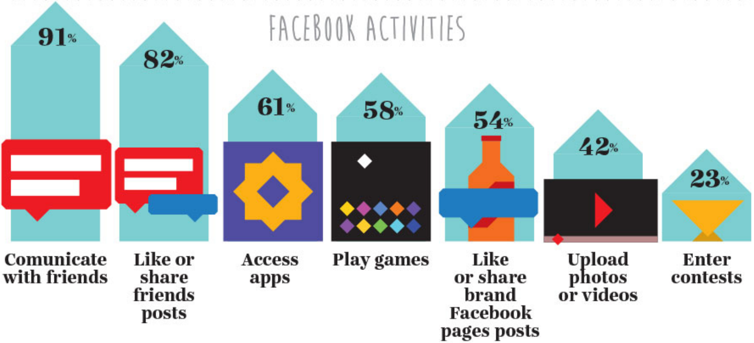
SOCIAL NETWORK

78%
of rural online users have an account on Facebook.



Age structure of rural Facebook users doesn't differ vs. the structure of all rural online users, indicating the fact that social networking is a common activity, regardless the age.

FACEBOOK ACTIVITIES

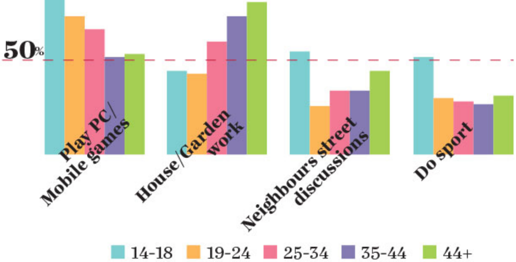


Facebook is used for connectivity and entertainment, not to show off. Photo/ Video upload is reduced as most probably the routine life doesn't offer them many occasions to be immortalized. They are more sharers than posters.

FREE TIME

DAILY ACTIVITIES BY AGE

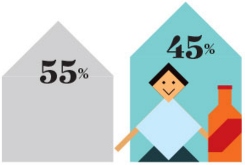
Computer & mobile games play an important role in daily activities of rural online users, across genders. Daily social activities are related to the immediate neighborhood.



Other activities:

- Listen to music outside the house
- Make hand made products
- Read books
- Make/receive visits
- Go out with friends in the city
- Go shopping
- Go to church

GOING OUT

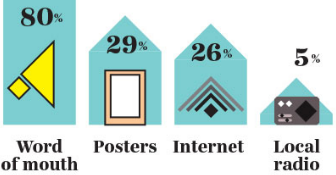


go out to bars/ pubs/ discos.

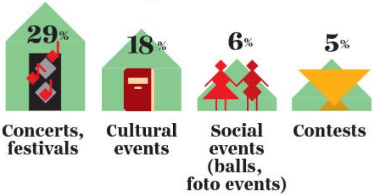
The bars from the village are good for a quick daily visit, unlike the bars from the city, where they probably go in the weekend.

VILLAGE EVENTS

WOM is main modality to find out about local events.



Festivals, concerts, followed by cultural events are events that they would want to have in their village.



EVENTS FACEBOOK ANALYSIS

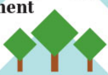
Cultural and social events are a response to the tranquility of rural life.
Their purpose would be to bring some novelty in their life, strengthen the social relationships and possibility to broaden their horizons.

Examples of cultural events with appeal to the rural target:

Concerts appeal to everyone and the list of liked Romanian performers satisfies every music desire.
Open air concerts or beer festivals, where they could hear pop or folk music seem to suit most tastes.

- **Book festivals**
- **Expositions with military equipment**
- **Art expositions**

- **Educational and kids related**



- **Ecology – how to keep the village cleaner and care for the environment**

SHOPPING & INCOME

SHOPPING FOR THE HOUSEHOLD

The main expenses a Romanian in rural areas has are food and household related. Clothes, fun and education take up a little part of the budget.

	<100 RON	100 -300 RON	300 -500 RON	>500 RON
Food	19%	35%	25%	12%
Household maintenance	23%	36%	18%	11%
Fun/free time	57%	22%	6%	3%
Education	50%	23%	5%	9%
Clothes	50%	28%	6%	5%

Shopping for groceries is done mostly in the city, probably one time/ week. For daily needs they use the local shops.

In town, from supermarkets	59%
In town, from hypermarkets	38%
In the village, from the shops nearby	38%
In the village, from the supermarket	15%
In the village, from different persons	12%
In the village, from fairs/markets	9%

HOUSEHOLD INCOME

Salary	55%
Scholar allowance	26%
Money from freelancing other hand made activities	15%
Pension	9%
Money from relatives living abroad	8%
Unemployment money	3%

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