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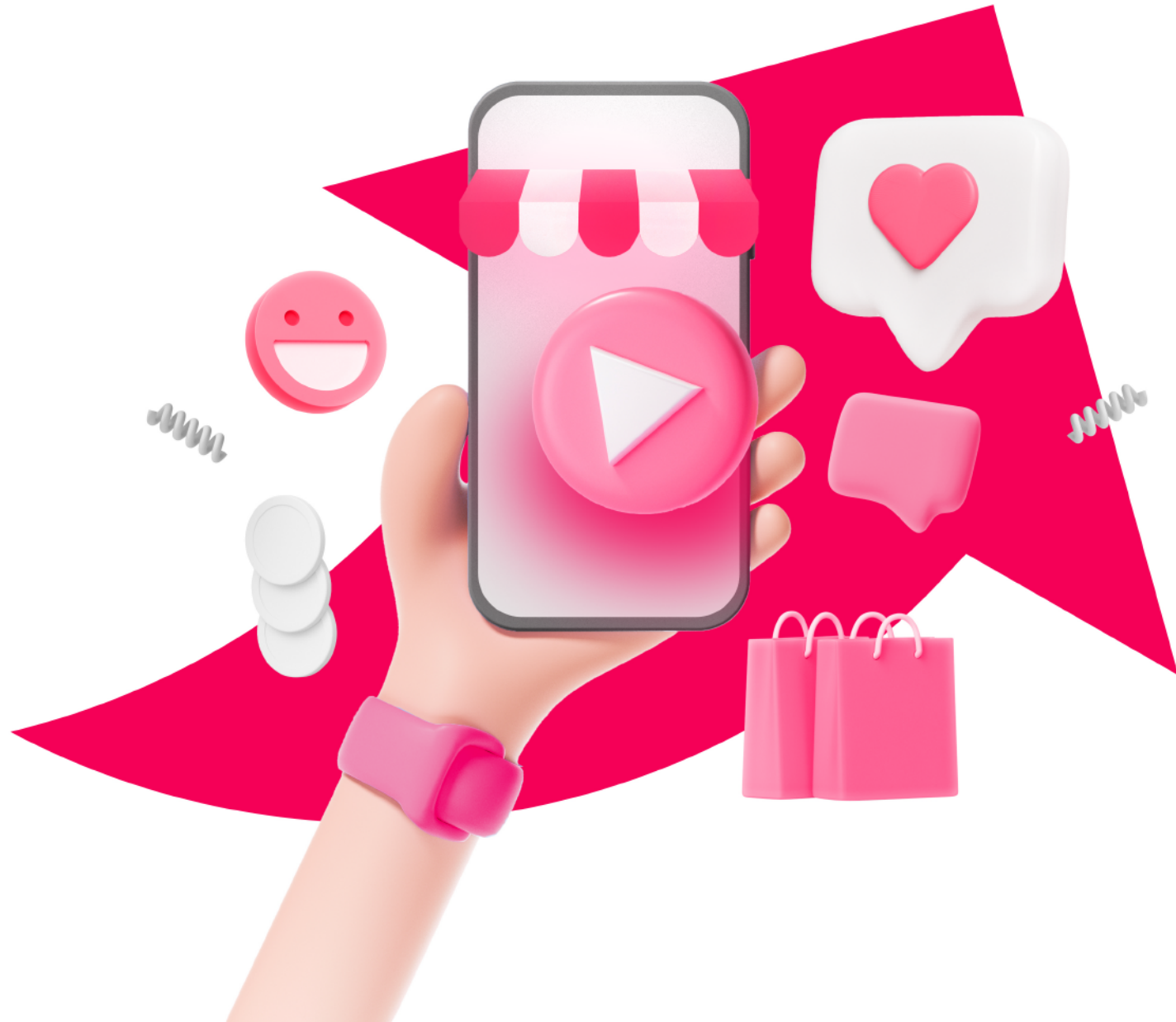
# ROMANIANS NEW MEDIA ADOPTION

MAY — SEPTEMBER 2021

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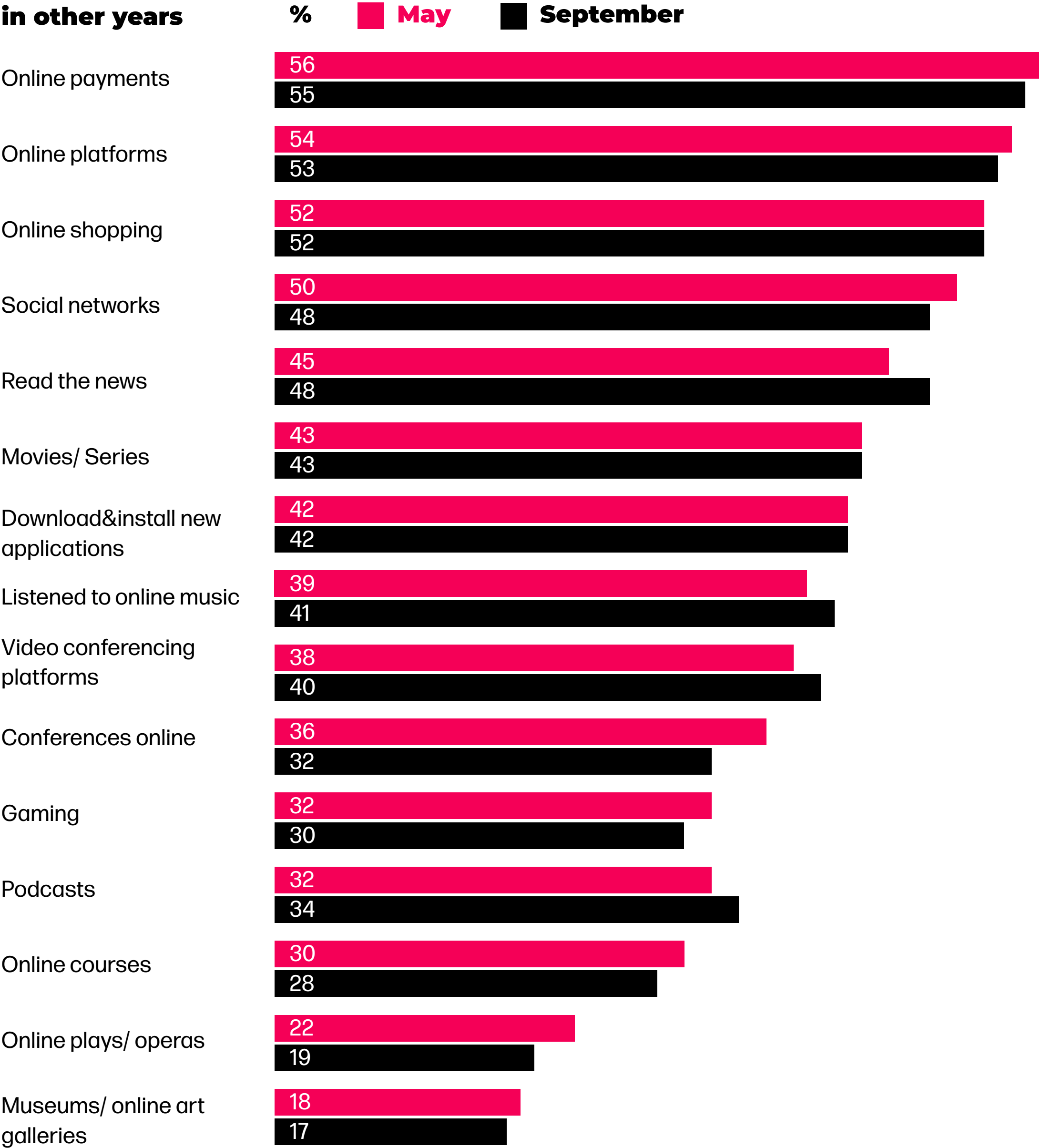


# Evolution of Digital Activities

People continue to make online shopping and payments, access online platforms and social media as main digital activities.

On a slightly ascending trend are activities such as: reading online news, listening to online music, accessing video conference platforms and podcasts.

More than  
in other years



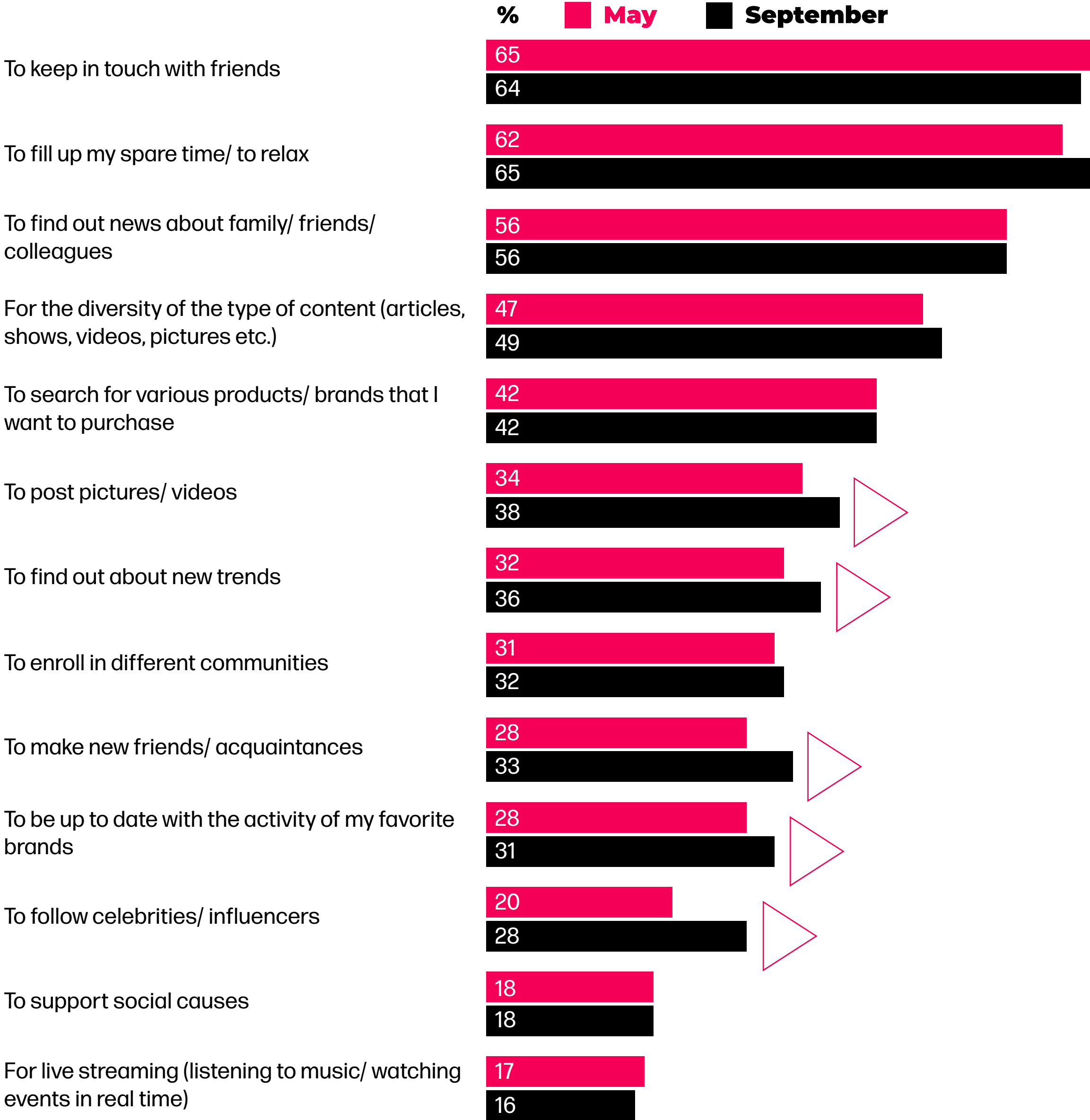




## Main Reasons for using Social Media

Social media platforms remain the best way to keep in touch with friends and fill up de spare time/ relaxing.

On an ascending trend we have activities such as: posting pictures/ videos, finding out the new trends, making new friends/ acquaintances, being up to date with the activity of the favorite brands and following celebrities/ influencers.



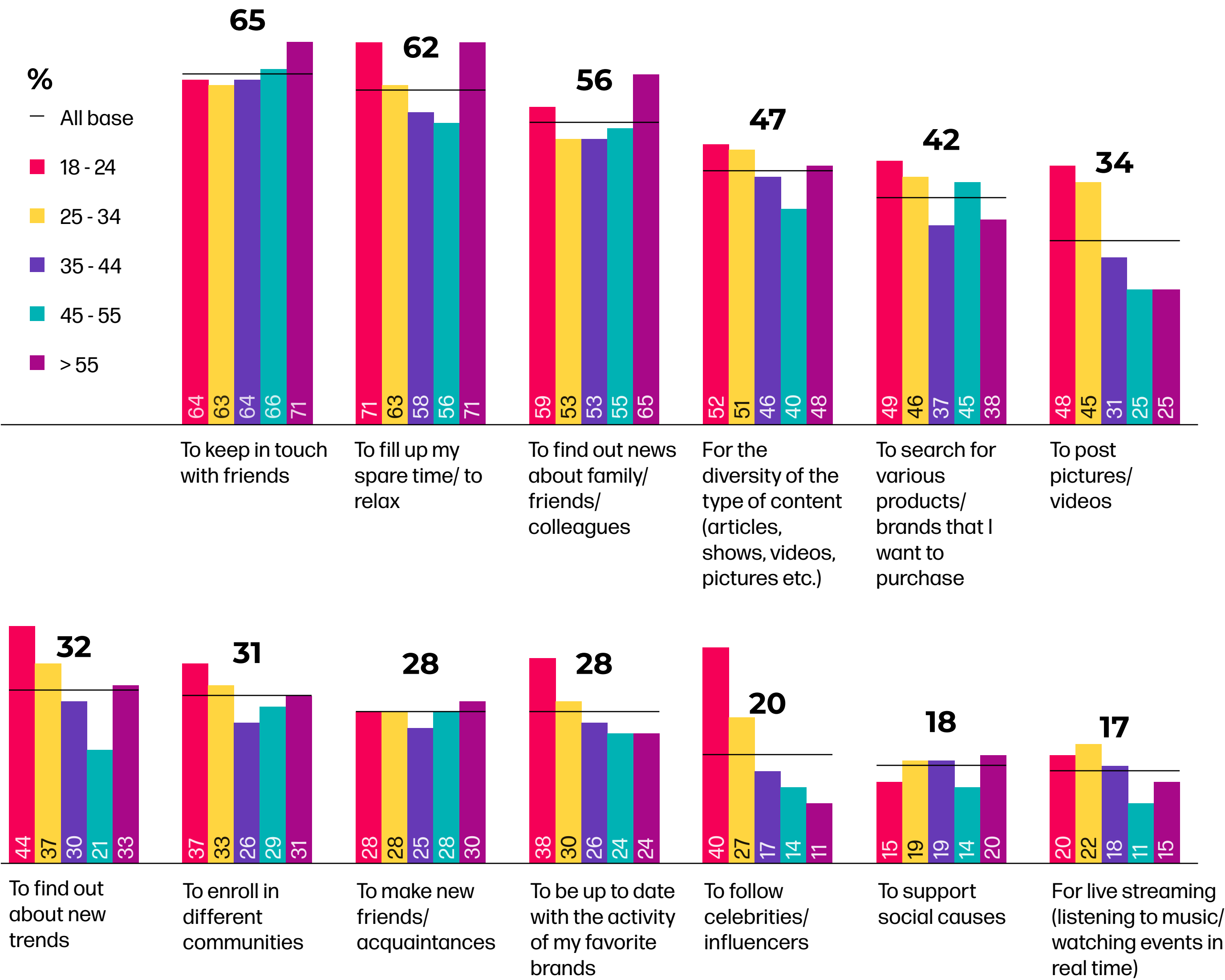
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# Main Reasons for using Social Media

Split by age

In the pandemic context, keeping in touch with their dear ones was the main reason for using Social Media, especially for the mature people, aged over 55 years old.

Young people (18 – 34 y.o.) use Social Media mostly to fill up their spare time by following several types of content, brands and influencers they like, by posting and being up-to-date with the latest trends.





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# Main Reasons for using Social Media

## Split by age

The trend is maintained this wave also, while mature people (45+ y.o.) use social media mainly as a way to connect and relax, younger generations have a more active social media behavior: looking for diversity in terms of content, searching for products/ brands that they want to buy, posting pictures/ videos, finding new trends, enrolling in different communities, making new friends/ acquaintances and following influencers/ celebrities.

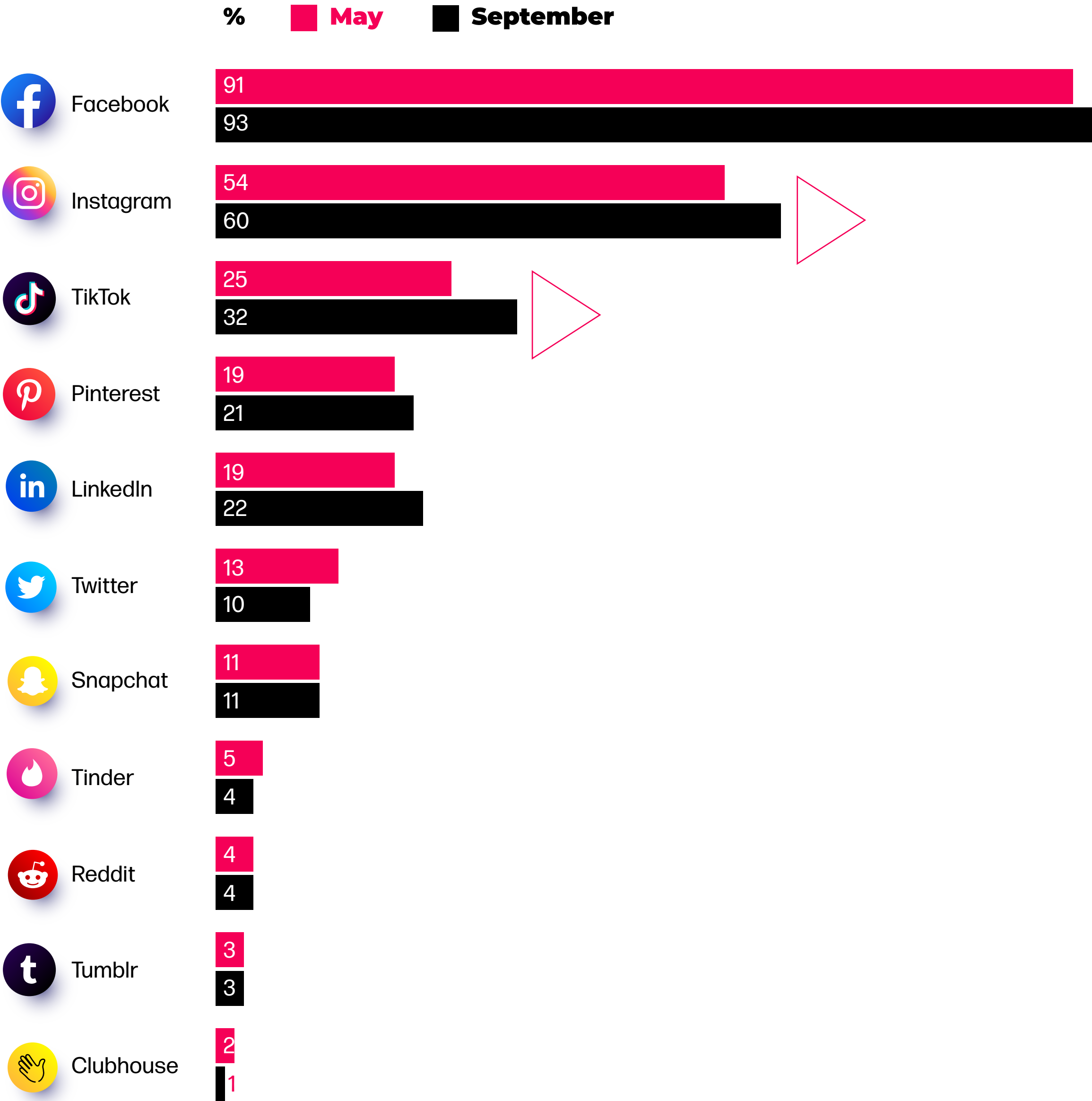




# Social Media Platforms

Positive evolution for top 5 social media platforms while Twitter, Tinder and Clubhouse had a negative trend.

While Facebook remains the most popular social media platform, TikTok has registered the highest increase this wave, followed by Instagram.

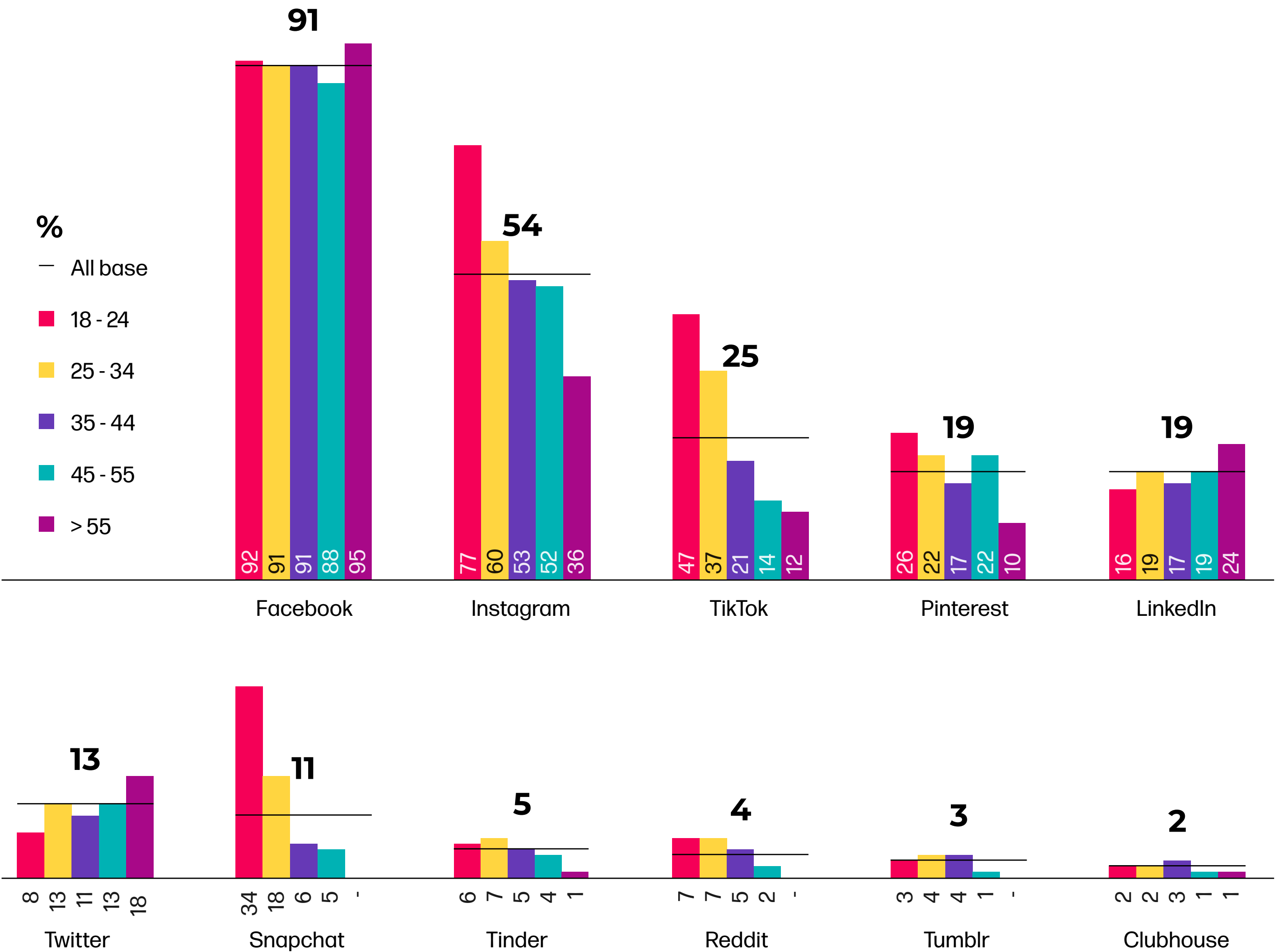


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# Social Media Platforms Split by age

Facebook was the most used platform in the last 12 months, especially among mature people (over 55 y.o.).

People between 18 and 34 y.o. were more attracted by platforms as Instagram, TikTok and Snapchat, while those over 55 y.o. preferred to access more professional social platforms, LinkedIn and Twitter.





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# Social Media Platforms Split by age

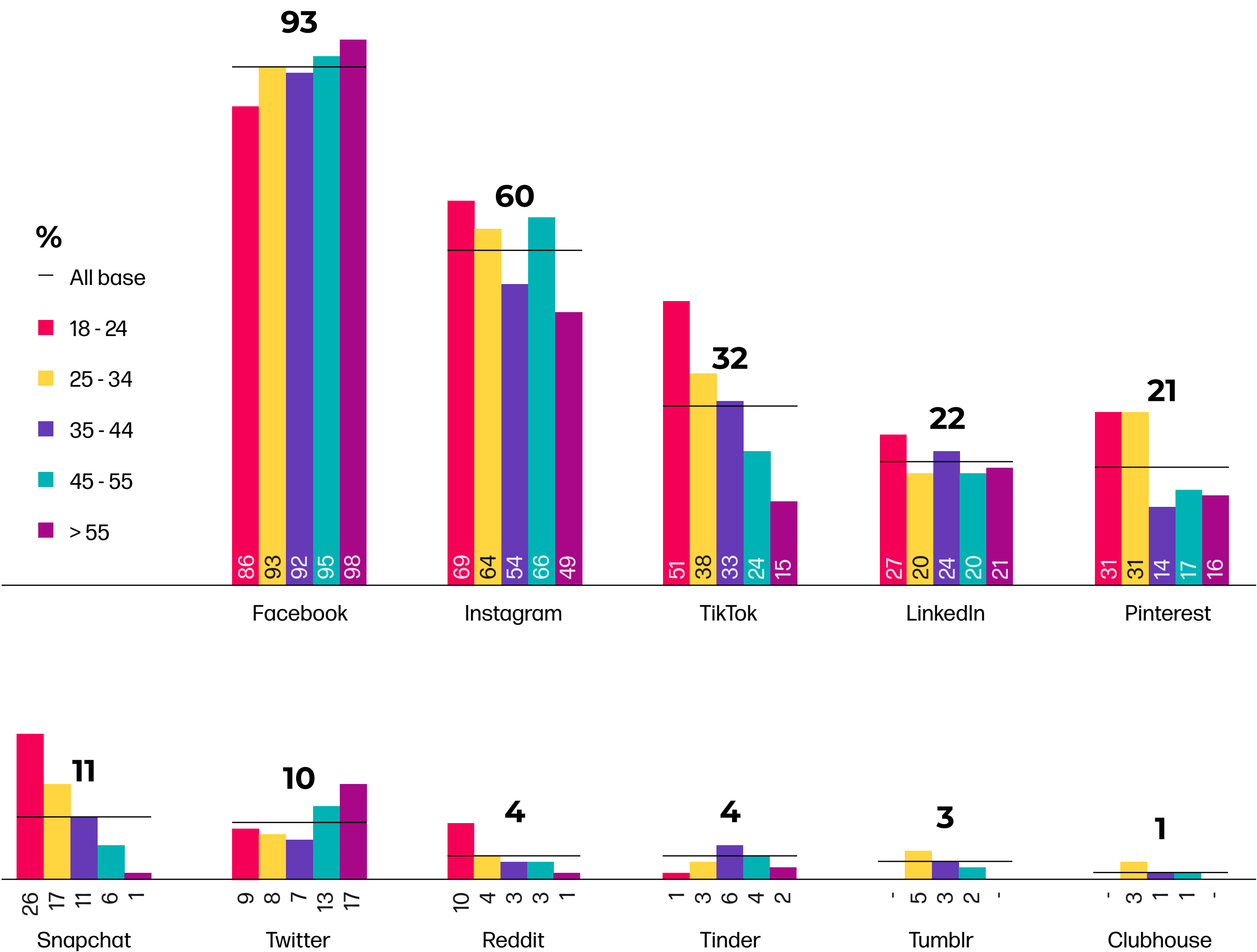
Facebook continues to remain the most used platform in the last 12 months, especially among mature people (over 55 y.o.).

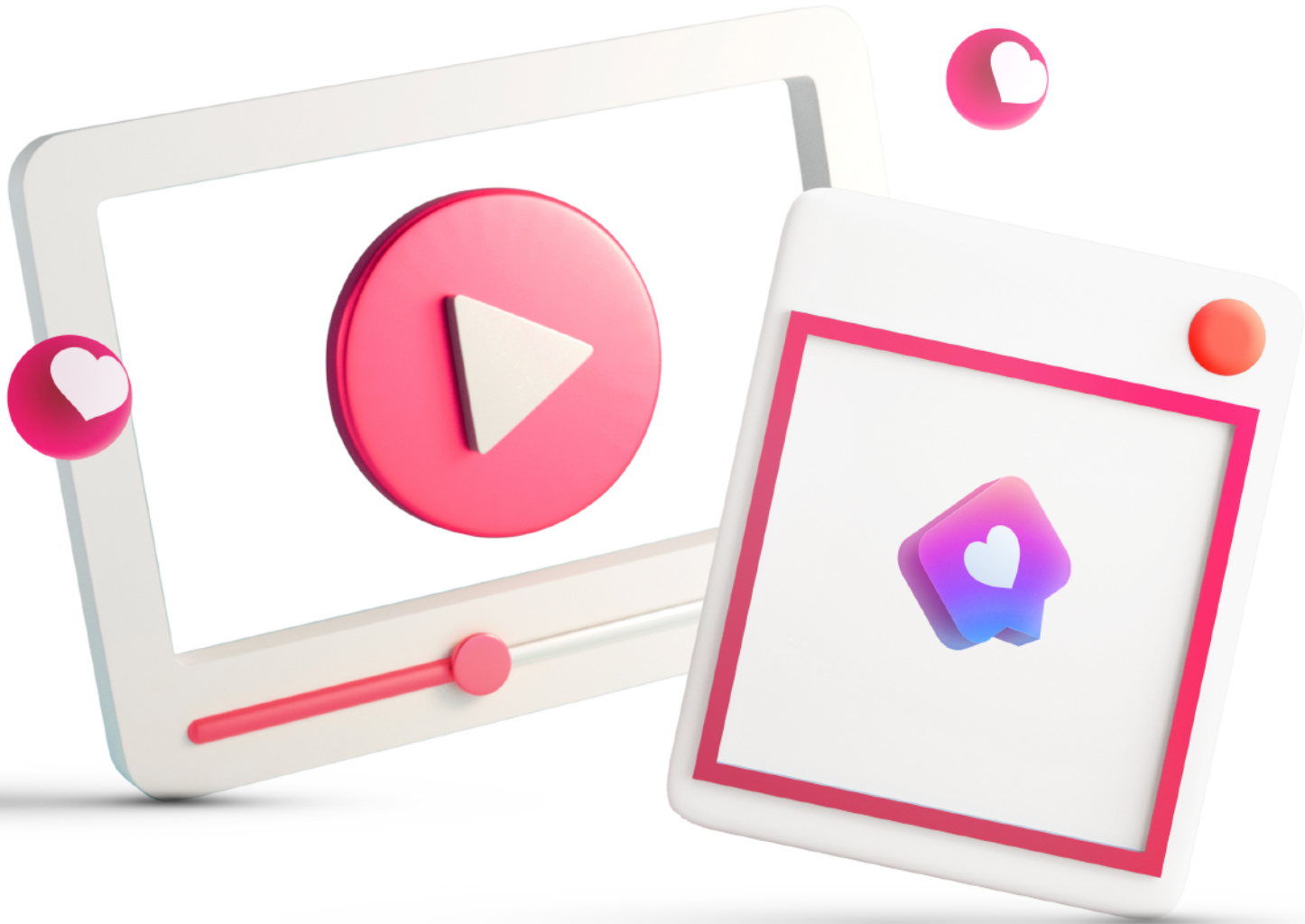
Instagram and Pinterest start to gain more popularity among 25-34 y.o.

TikTok, Snapchat and lately Reddit are the main platforms for Gen Z (18-24 y.o.).

LinkedIn increased in usage among Gen Z, most probably as they are preparing to start their career.

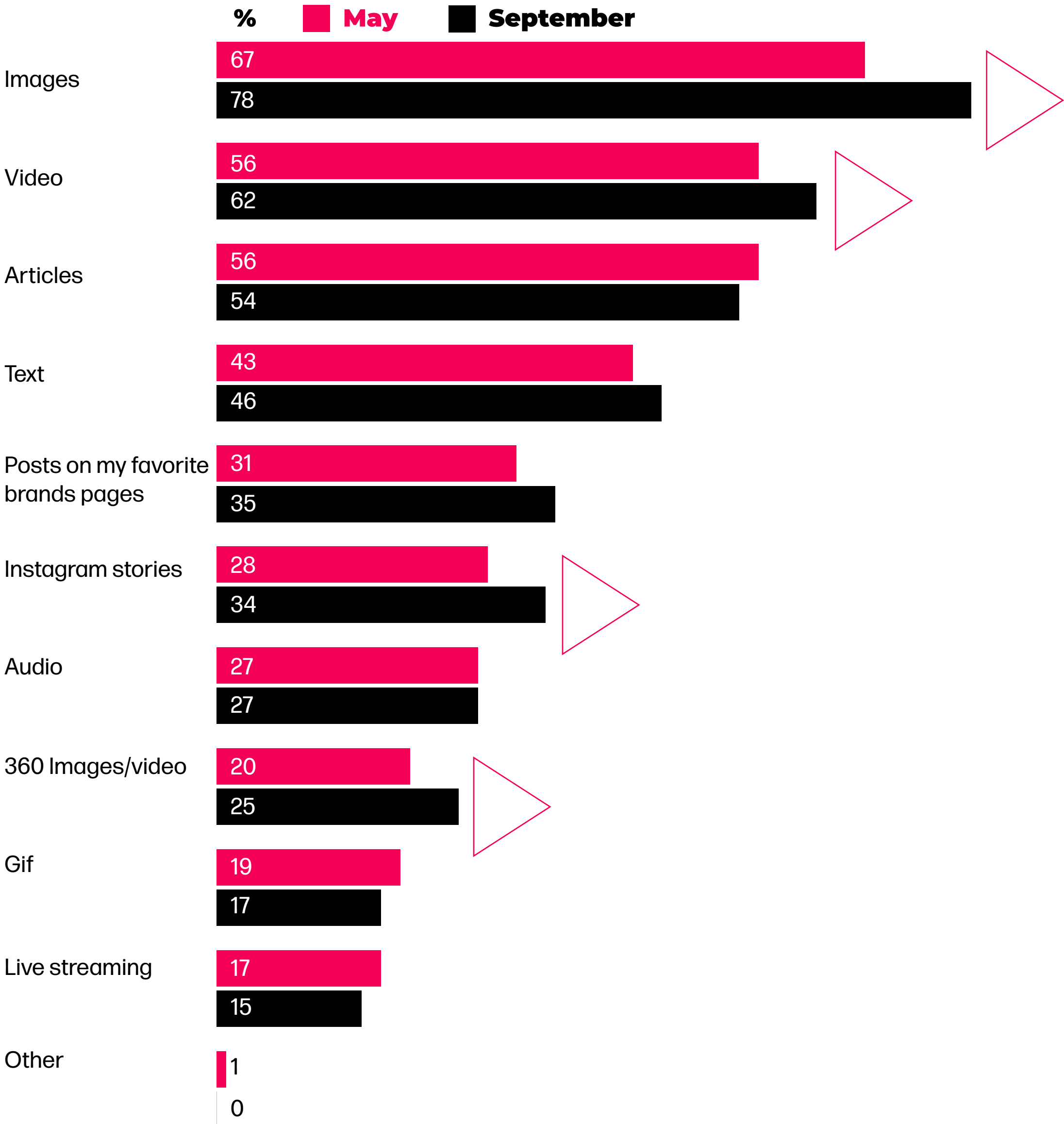
Twitter is used in greater extent by people 45+ y.o.





## Favorite Type of Content on Social Media

Images and videos remain the favorite types of content in social media, on an ascending trend versus previous wave, next to Instagram stories and 360 images/ videos. Increase was generated most probably by vacation season.



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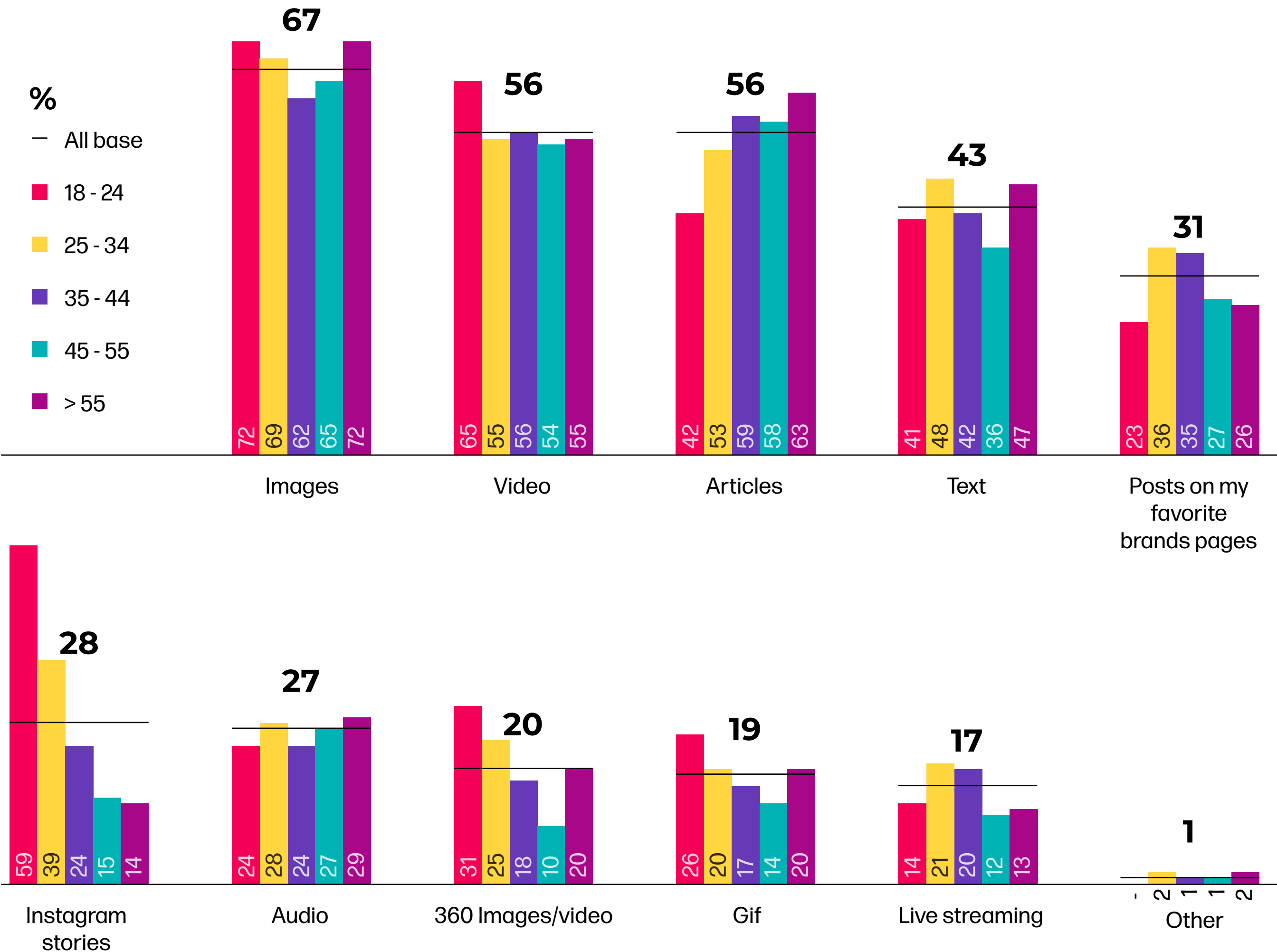
# Favorite Type of Content on Social Media

Split by age

Images are the most popular type of content in social media no matter the age range.

While young people (18-24 y.o.) prefer videos, Instagram stories, 360 degree images/ video and Gifs, people between 25–34 y.o. are more attracted to posts from their favorite brands and live streaming.

Articles, text and audio content is more appreciated by people over 55 y.o..





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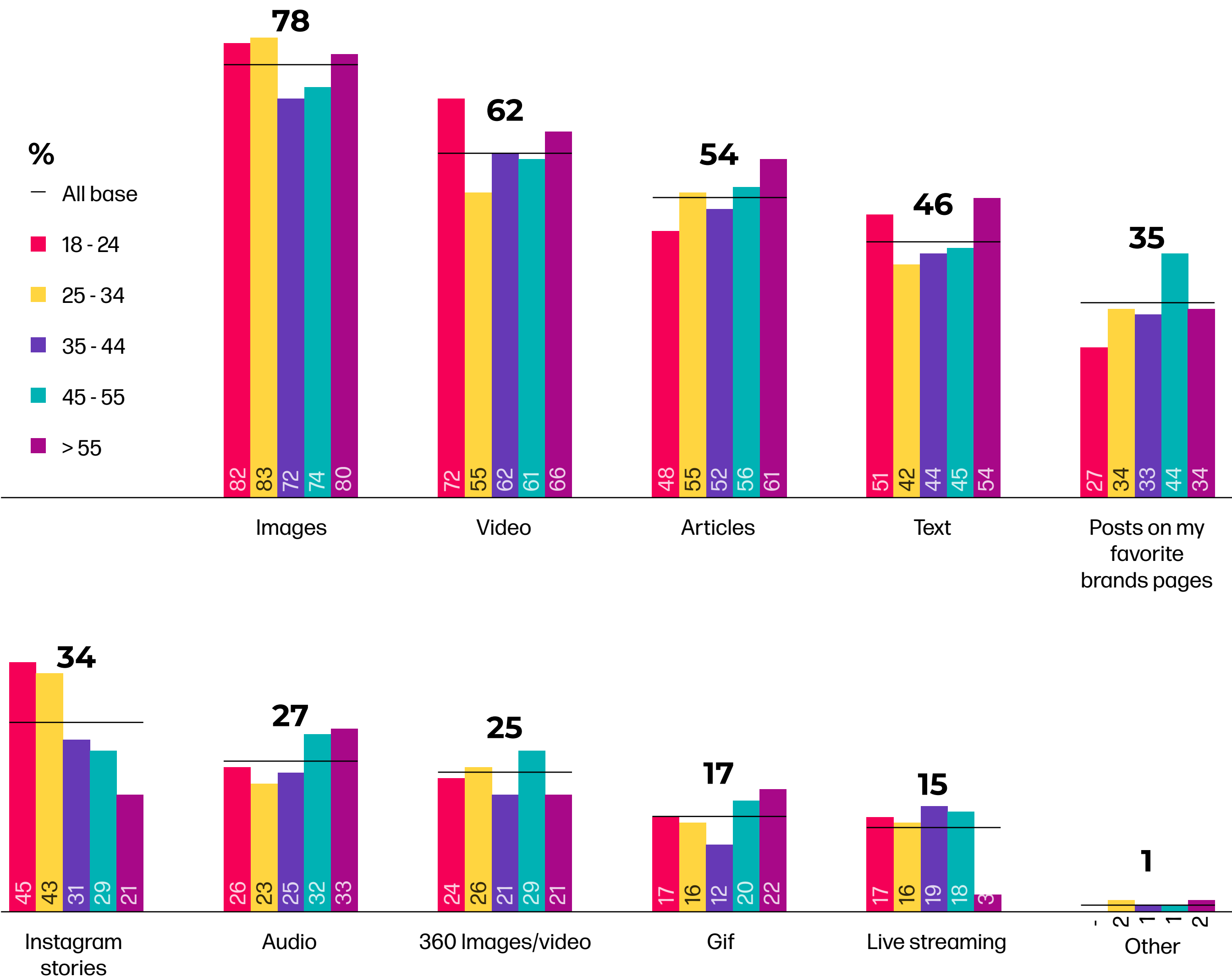
# Favorite Type of Content on Social Media Split by age

Images remain the most popular type of content in social media no matter the age range.

Young people (18-34 y.o.) continue to prefer videos and Instagram stories.

People between 35-44 y.o. prefer in greater extent live streaming type of content, while those with age between 45-55 y.o. are more into posts of their favorite brands and 360 images/ video.

Articles and text remain mature people (55+ y.o.) favorite type of content on social media, but this wave we notice an increase in audio and gif preference also.





## Activities on Instagram

Instagram continues to be popular as the channel where you can follow your friends/ acquaintances posts.

Activities such as clicking on tags to go directly on the brand's page, react to polls/ questions and using different filters are on an ascending trend this wave.

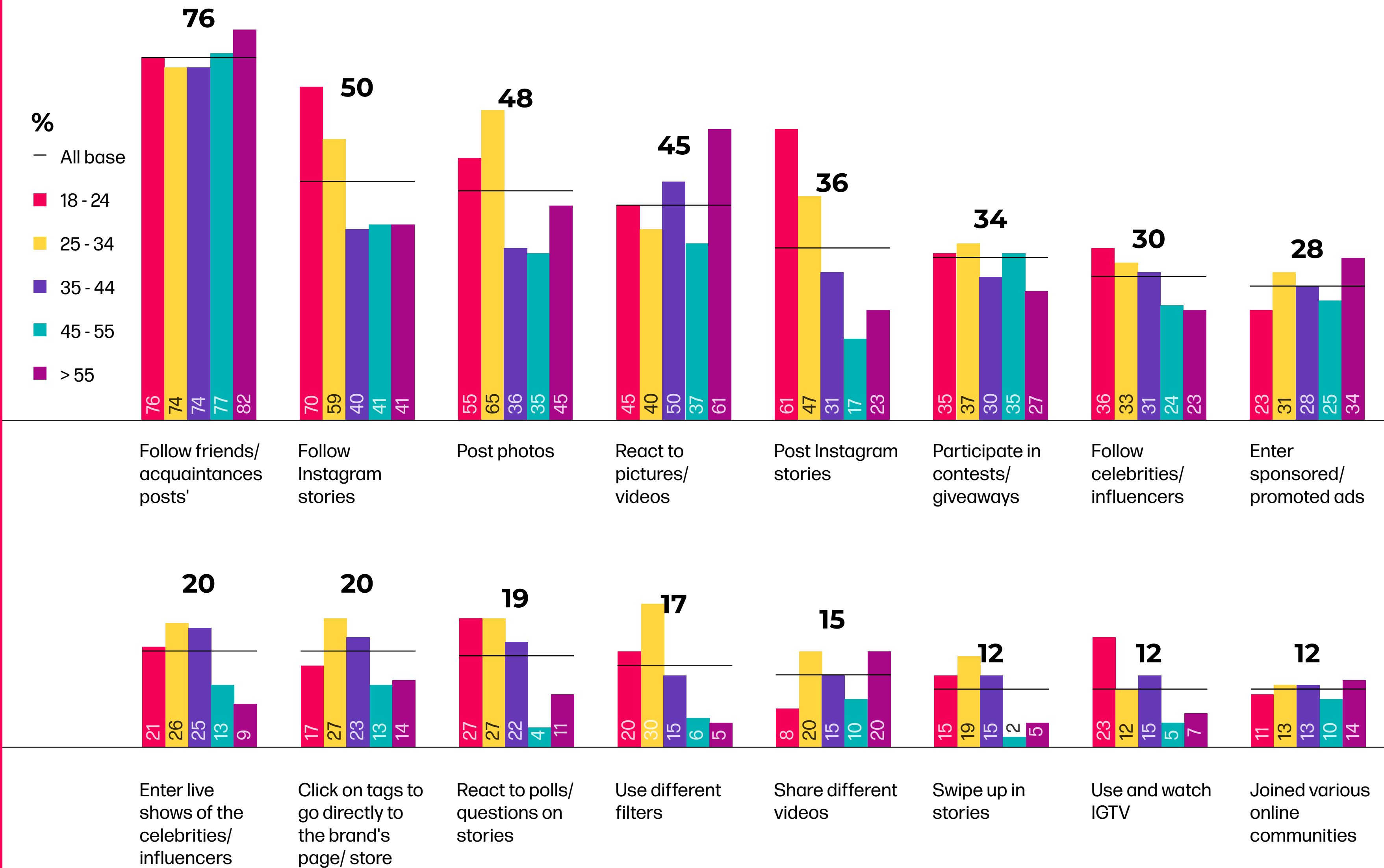


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# Activities on Instagram Split by age

Following stories or celebrities/ influencers, posting, participating in giveaways, clicking on the tag products button, reacting to polls/ questions on stories or swiping up are activities done mainly by people aged between 18 – 34 y.o..

Mature people have a more passive behavior on Instagram and use it in order to follow their friends, react to several posts or to enter on sponsored ads.



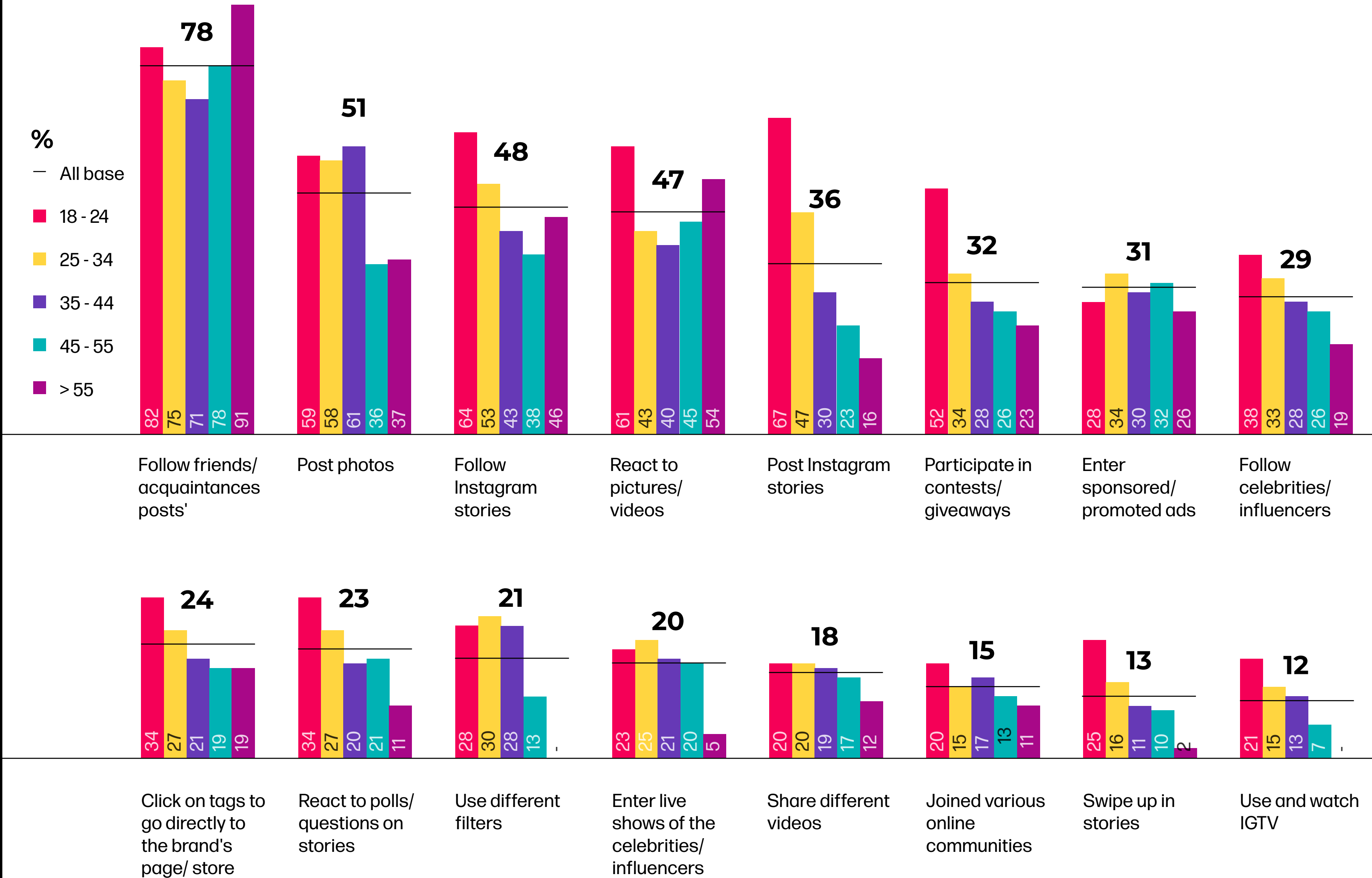


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# Activities on Instagram Split by age

The behavior on Instagram among generations remains similar with the previous wave.

There are small changes most probably generated by the vacation season, people posted more, especially 35-44 y.o. age range. Also Gen Z seems more engaged on clicking on tags, reacting to polls, swiping up in stories.





## TikTok

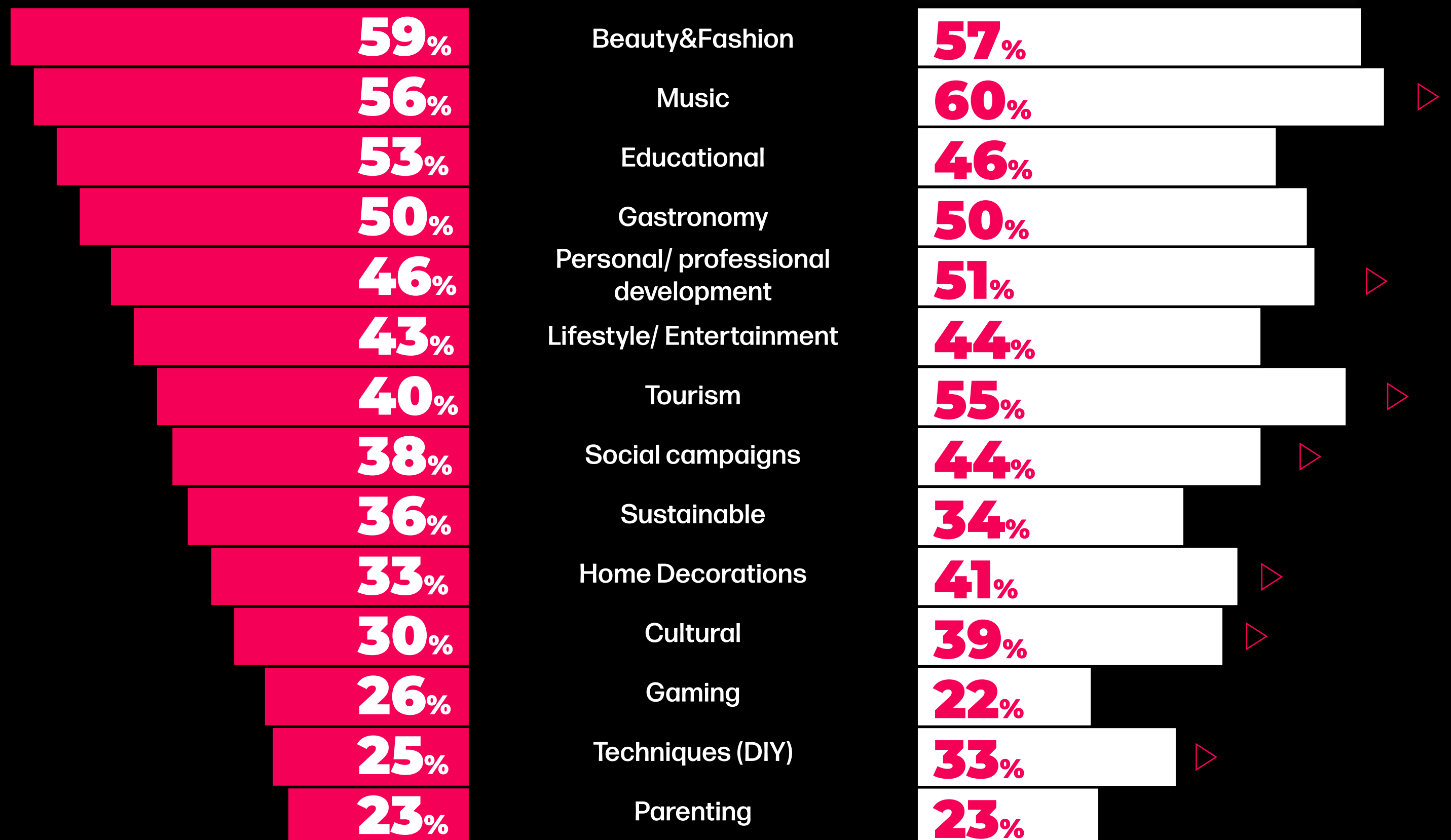
Although the base of TikTok users has grown, awareness of influencer campaigns is lower in share but about the same in absolute numbers, probably due to a larger or more diverse content on the platform. Most distinctive and memorable influencer campaigns were related to music and beauty & fashion while the ones with the highest increase registered versus previous wave were: tourism related, cultural, DIY, home decorations, social campaigns, personal/professional development but also music related.

May  
**59%**

### Influencer Campaigns on TikTok Awareness

September  
**48%**

#### Types of Influencers Campaigns on TikTok

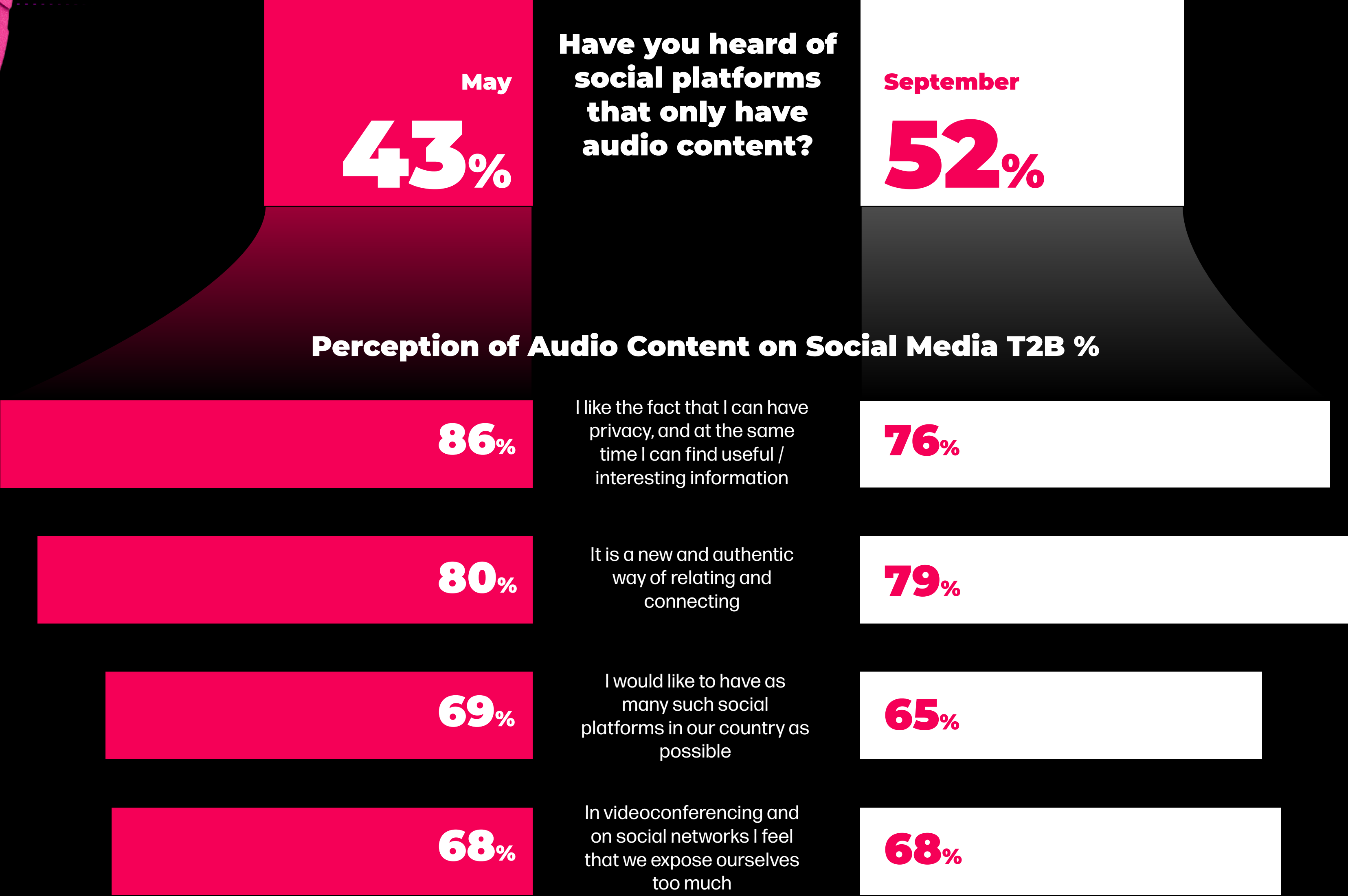




## Audio Content Social Media

The social media platforms with only audio content register a significant increase this wave, being considered a new and authentic way of relating and connecting.

Have you heard of social platforms that only have audio content?



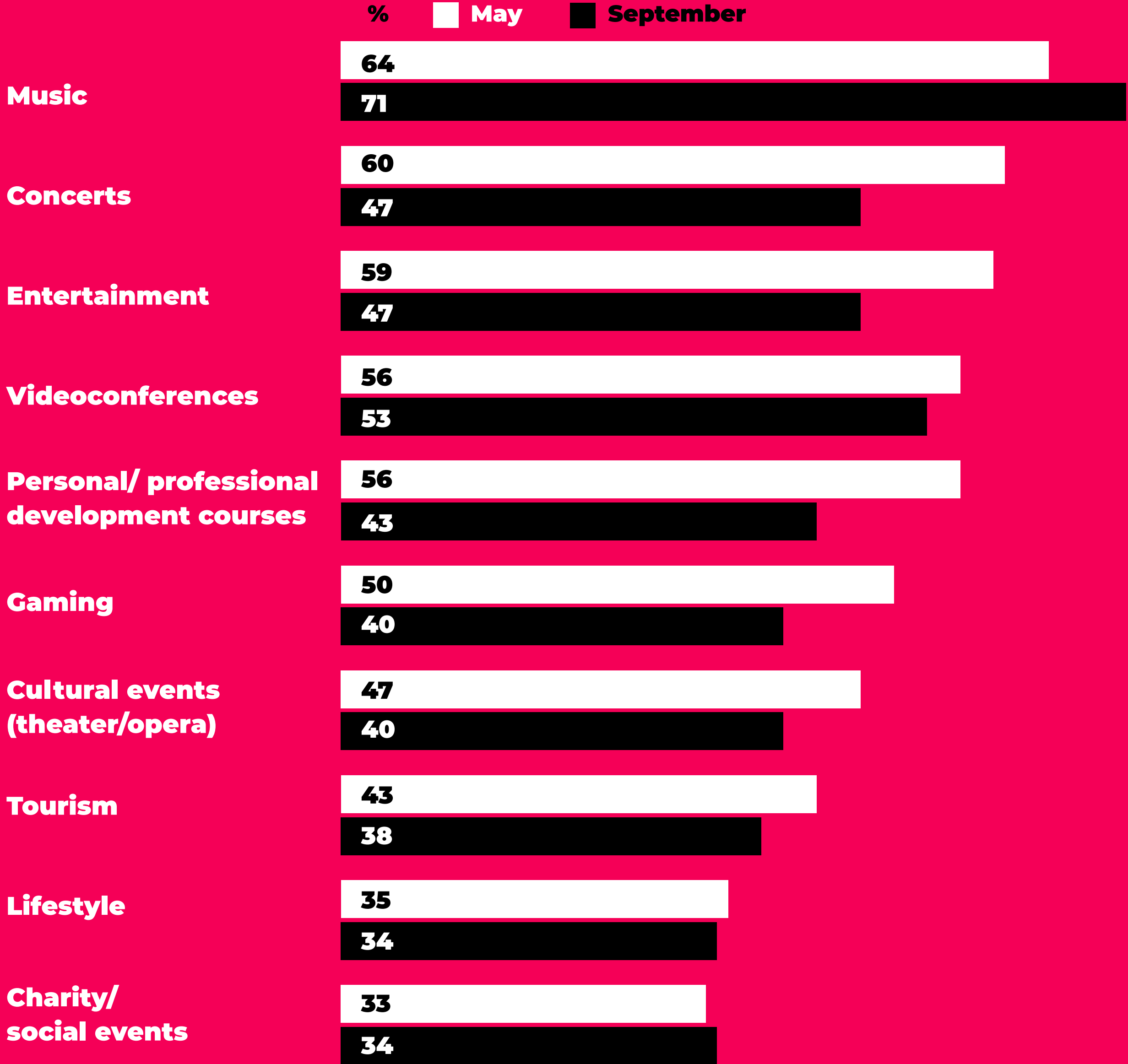




## Favorite Types of Live Streaming

The number of urban internet users that follow live streaming events on social media slightly decreased, probably due to vacation season.

In both waves, music was the star of live streaming most probably related to summer popular festivals, that people missed so much. Concerts, entertainment, personal/ professional development and gaming live streaming decreased significantly versus previous wave.

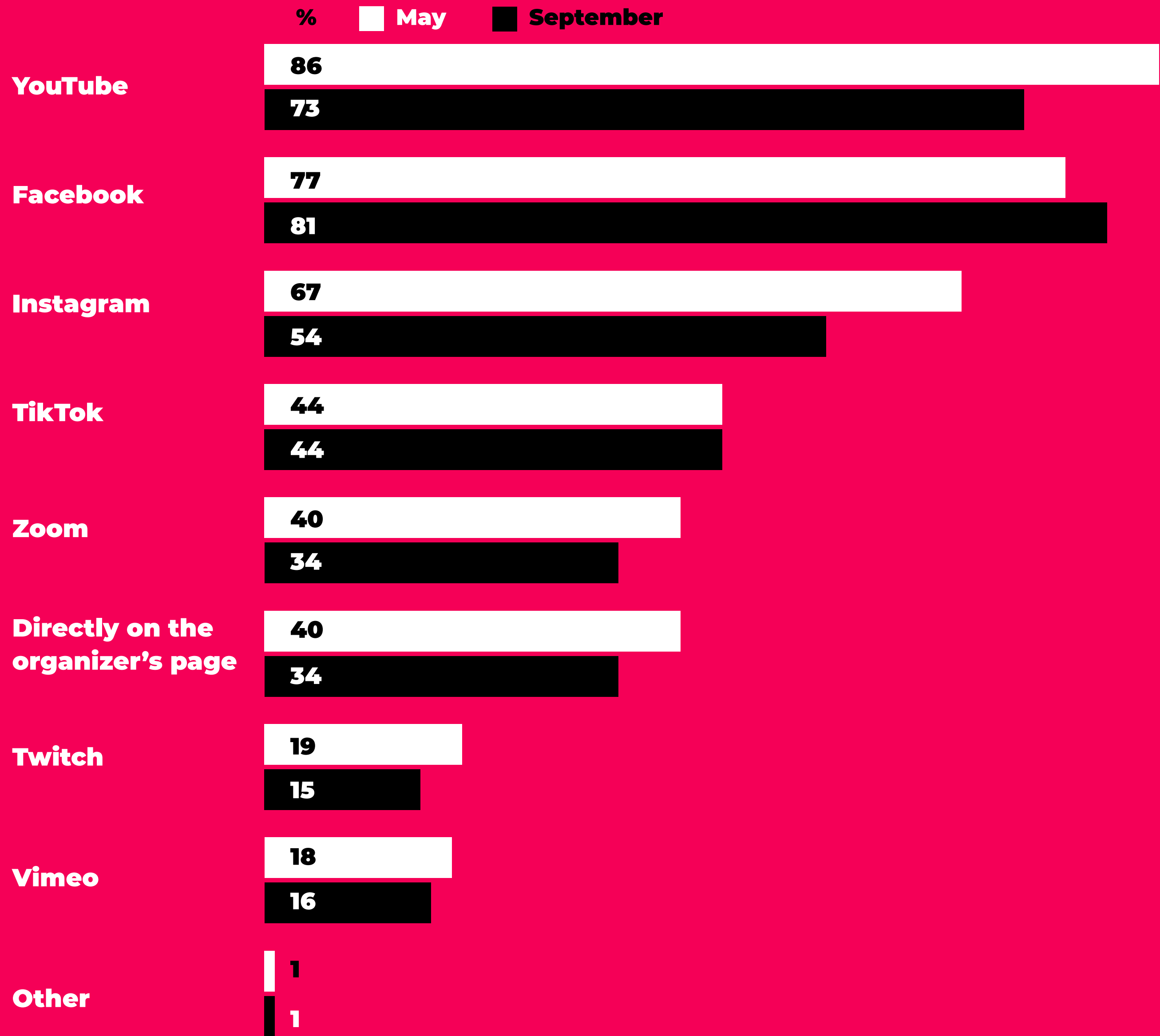




## Most Used Platforms for Live Streaming

The most used platforms for live streaming remain YouTube and Facebook, with a negative trend on YouTube and a slightly increase for Facebook this wave.

TikTok and Zoom remain promising live streaming platforms.





## Social Media used for E-commerce T2B%

8 out of 10 urban internet users continue to believe that the tag function within social media is useful as it takes them directly to the online store page and they can see directly the price, without accessing the online store.

The efficiency of the tag function has increased in this second wave, people don't lose time, so if they see something they like, they click on the product tagged and buy it.

I find the tag function of a product useful, which takes me directly to the online store page

% ■ May ■ September

78

78

I like the product the tag function because I can see the price before accessing the online store

80

78

I prefer the product tag function, because it reduces the search time of the desired product in the online store

72

74

When I see a beautiful picture on Instagram with a tag on a brand, I click and go in to see the products of that brand

59

58

I follow the pages of brands/ influencers that use the tag function of the products they promote

57

57

Now I can buy products directly from the Instagram page, without having to go to the online store

48

47

I shop on pages like Facebook Market Place, Facebook shops

50

47

When I click on a product tagged on social networks, most of the time I buy it

35

42

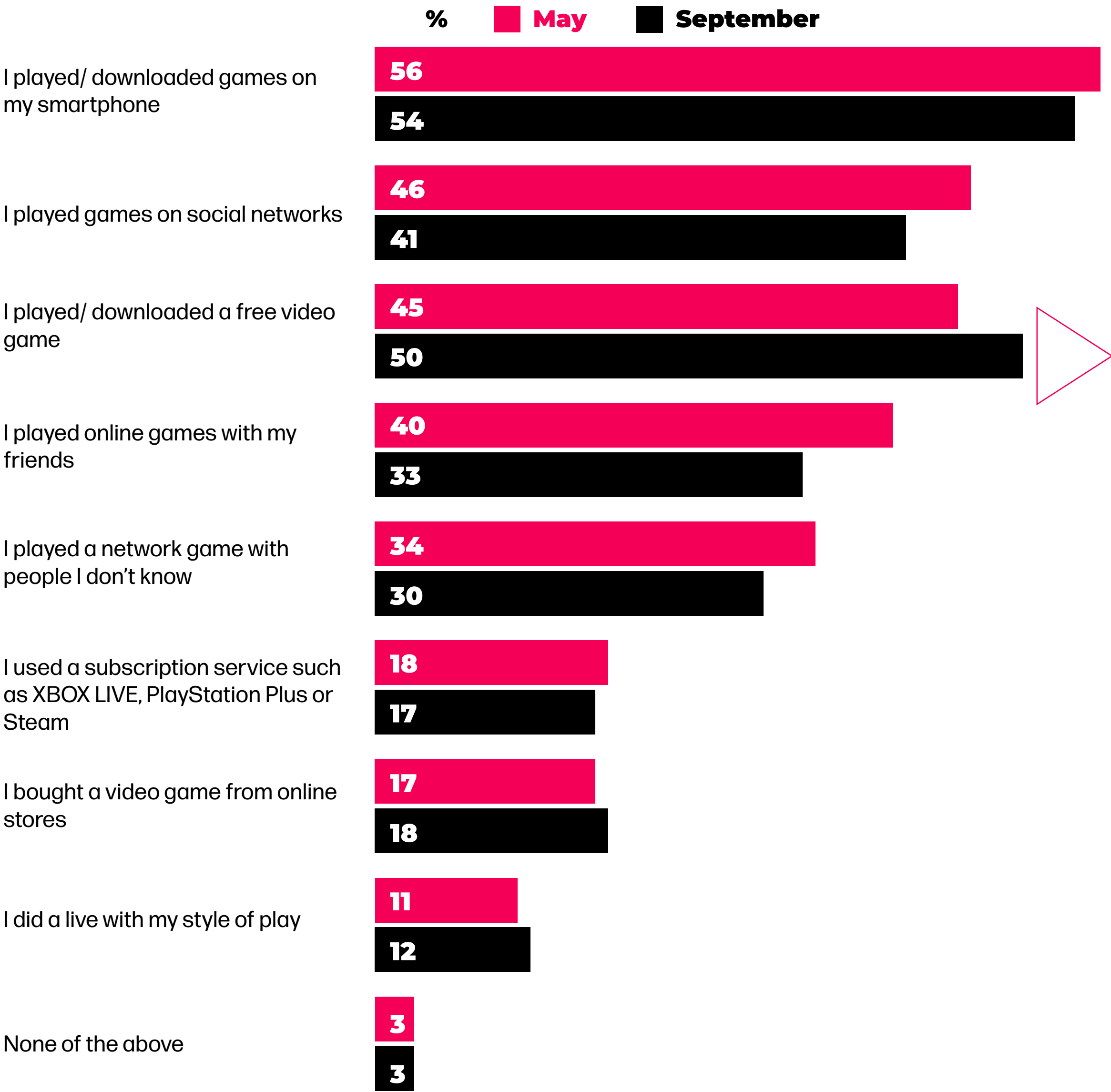




## Gaming Activities

Playing downloaded games on their smartphone remains the urban internet users favorite gaming activity, although it registered a slight decrease versus previous wave.

In this second wave we notice also an increase in playing/ downloading a free video game, and a decrease in online/ network playing. Fluctuations related most probably with seasonality, people staying less indoor during summer.





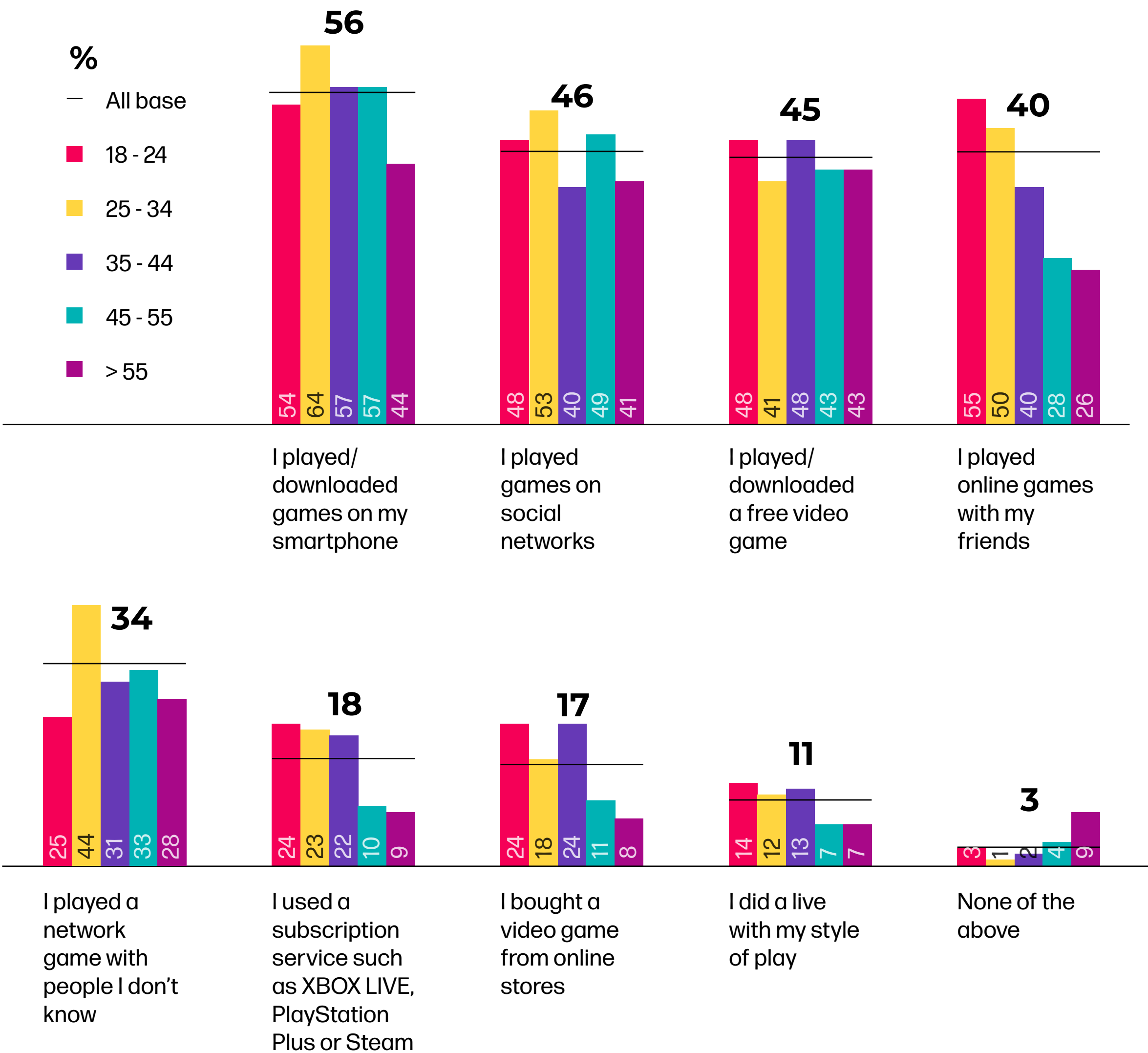
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# Gaming Activities

Split by age

Most of those who had gaming activities in the last 12 months are aged between 18 and 34 y.o..

While youngsters (18-24 y.o.) play games online with their friends, those aged between 25 and 34 y.o. downloaded games on their smartphone and played games on social networks with people they don't know.



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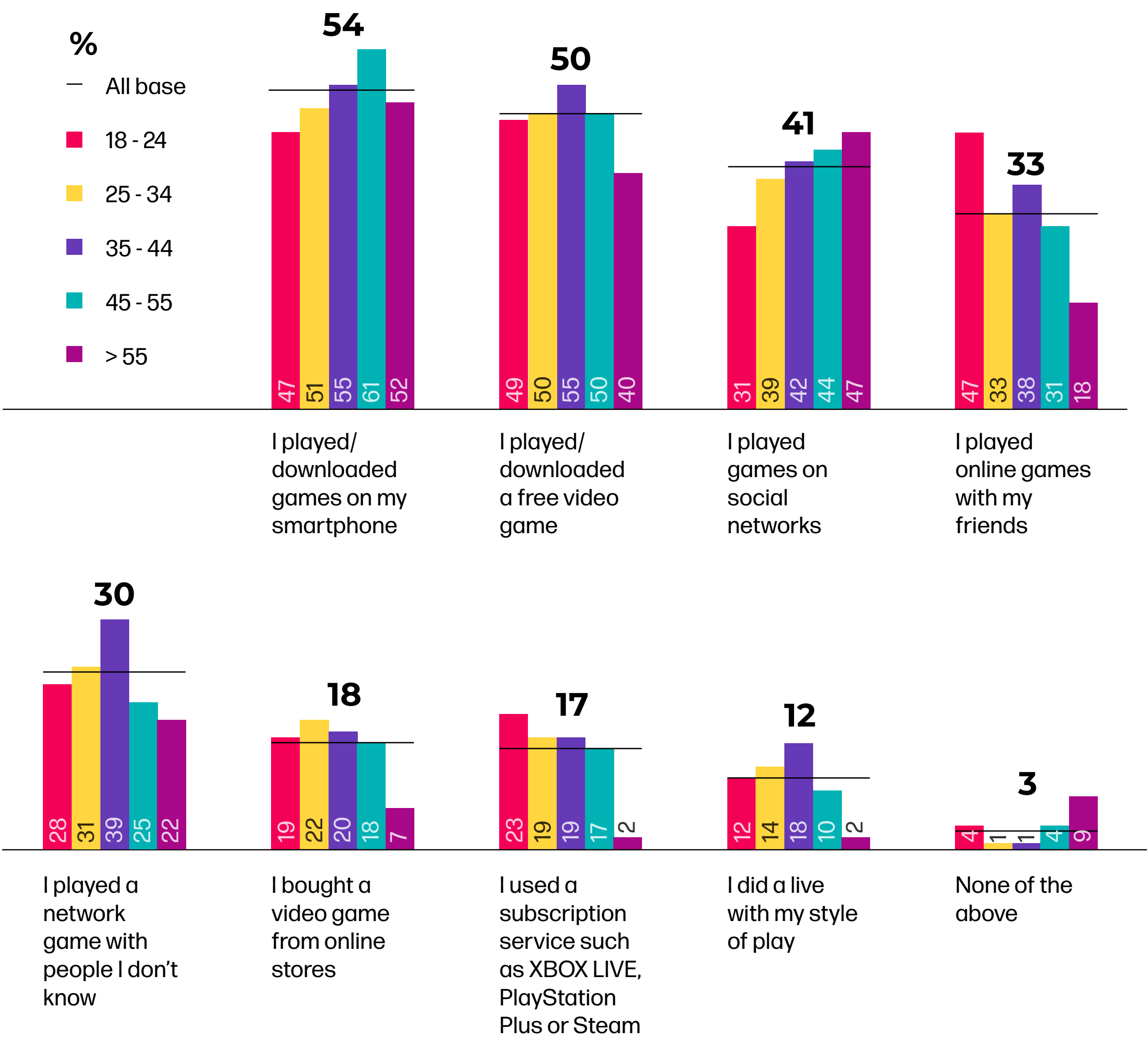
# Gaming Activities Split by age

Slightly change this wave, it seems mature people had more time for gaming activities.

People with age between 45-55 y.o, played/ downloaded games on their smartphone in greater extent this wave.

People between 35 and 44 y.o. played network games with players they didn't know and they did a live with their playing style.

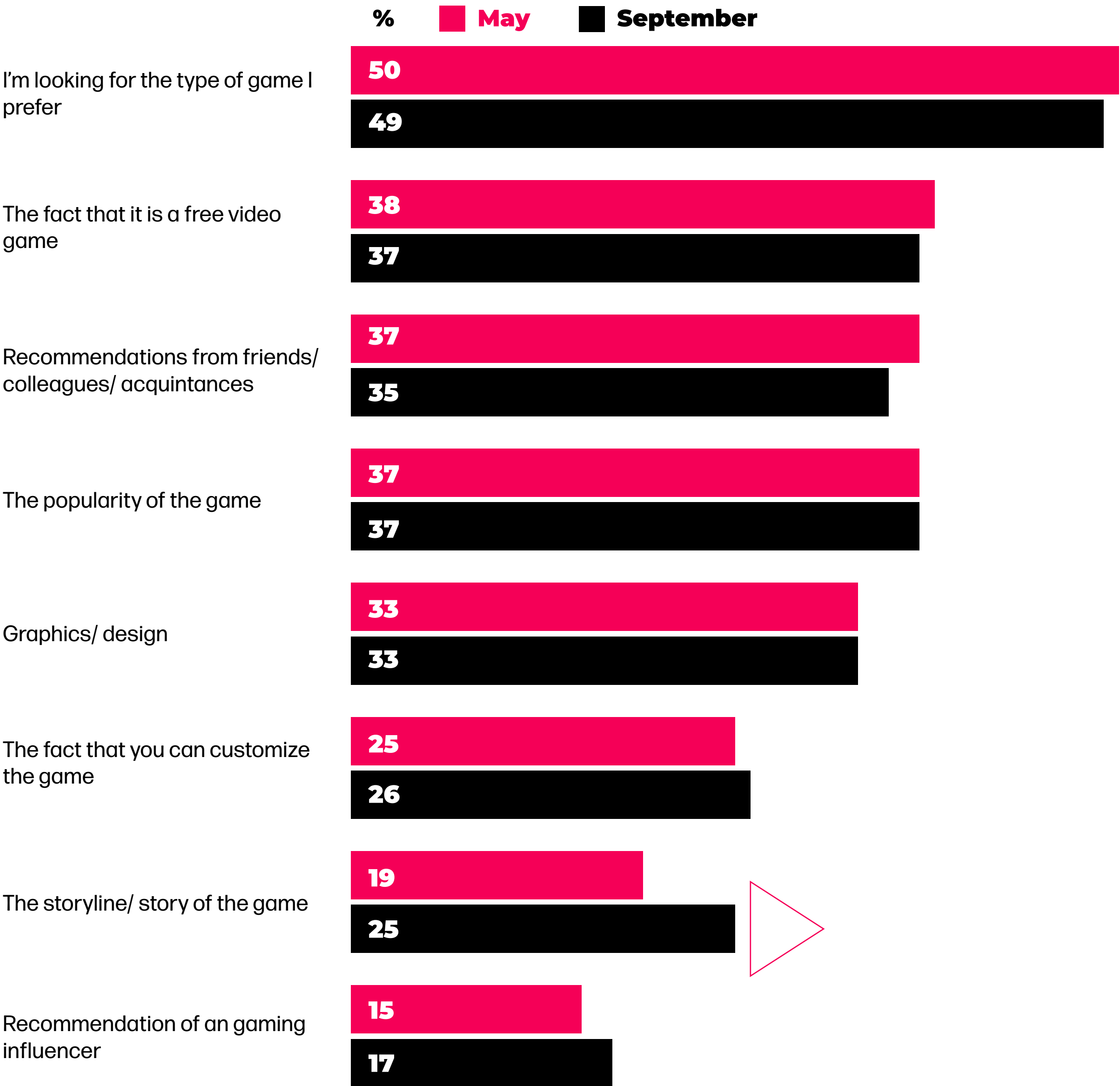
Gen Z remain the main online players with their friends, while Millennials are the ones buying video games from online stores.





# Main Drivers in trying/searching a Video Game

Most urban internet users already have a type of game they prefer and look for, are more orientated on free video games, or popular games. However this wave we notice an increase in the importance of the game’s storyline.



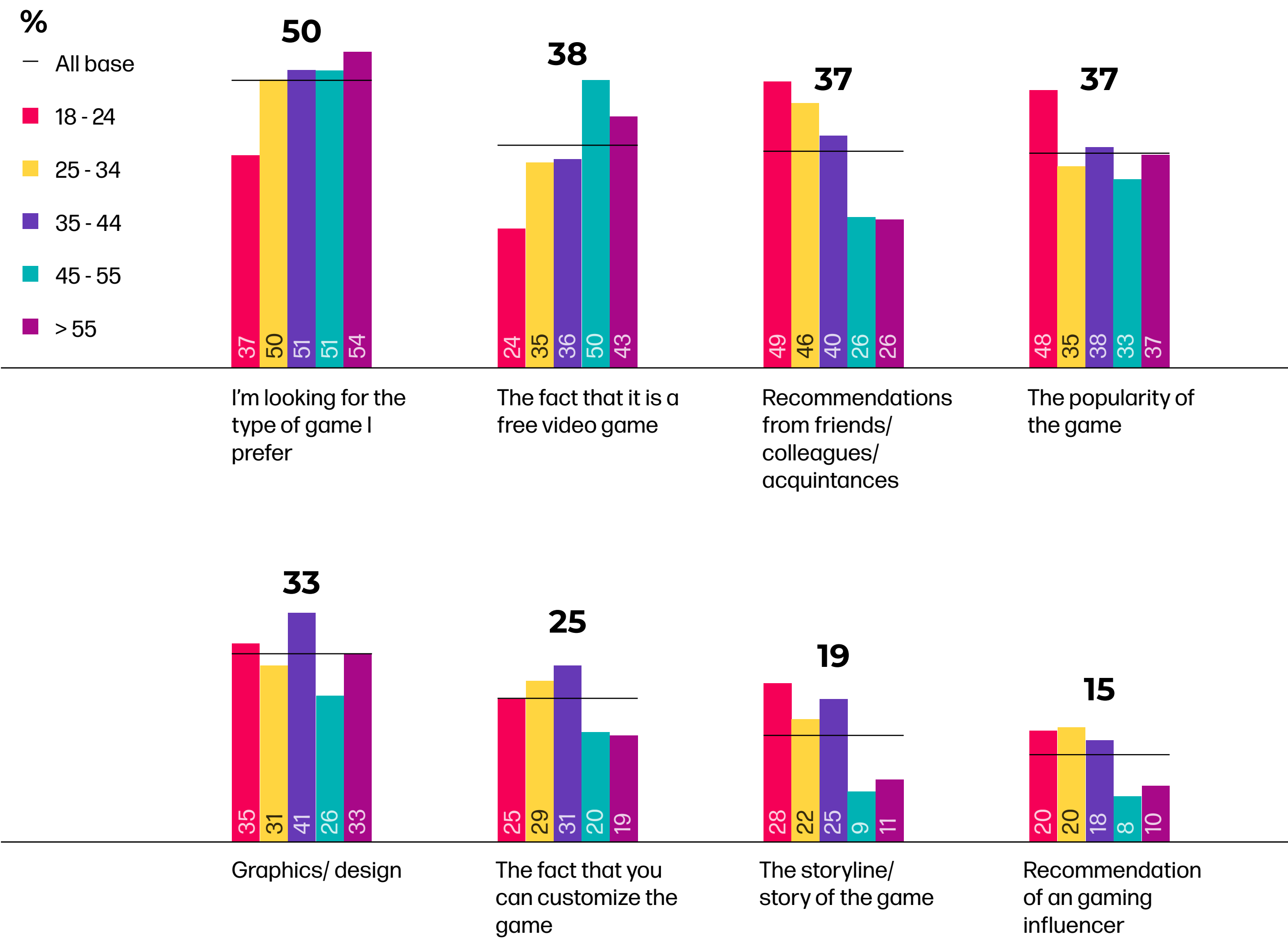
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# Main Drivers in trying/searching a Video Game

Split by age

People aged between 45 – 55 y.o. are looking for free video games, while those between 35 and 44 y.o. are more attentive to game’s design and the possibility to be customized.

Recommendations, popularity and storyline are the main drivers in trying or searching a video game for people with ages between 18 and 24 y.o..





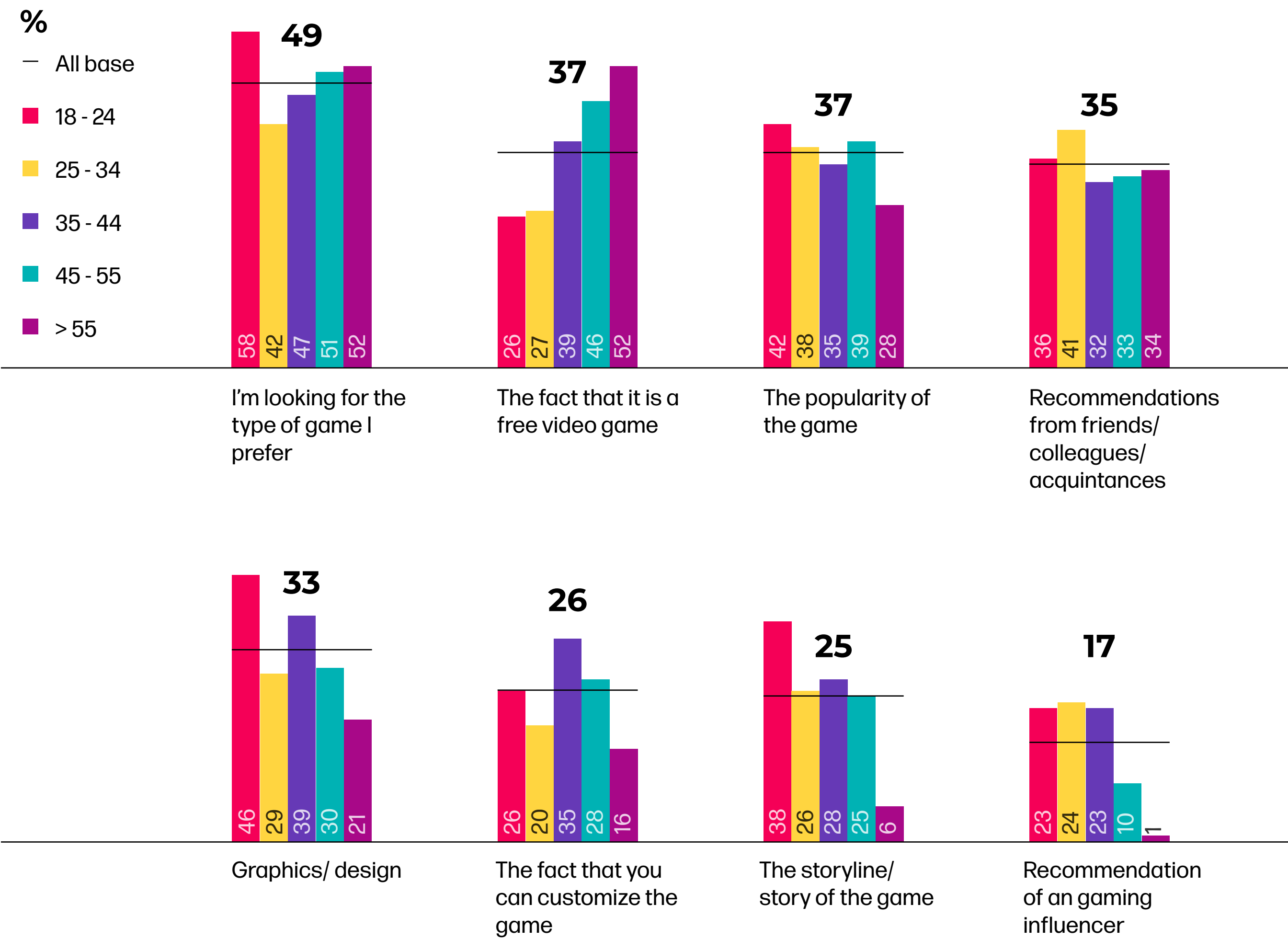
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# Main Drivers in trying/searching a Video Game

Split by age

People aged over 45 y.o. continue to look for free video games, while those between 35 and 44 remain attentive to game’s design and the possibility to be customized.

Gen Z are looking for popularity, design and storyline in a video game, while Millennials are driven by recommendations from friends or influencers.

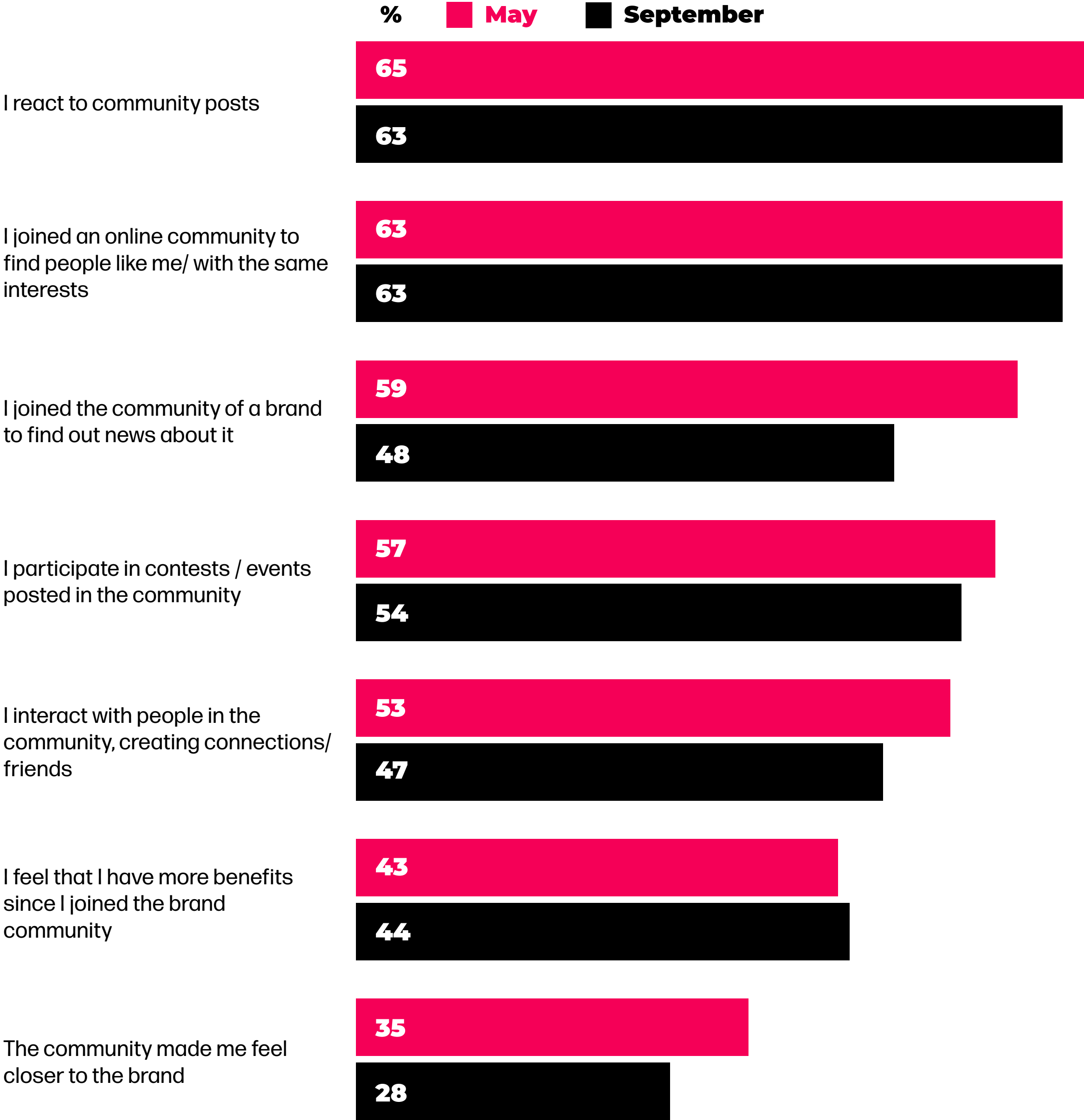




# Activities inside an Online Community

Urban internet users continue to join online communities in order to connect and interact with people that have the same interests/ people like them.

This wave was more about benefits within brand communities and less about getting closer to the brand.





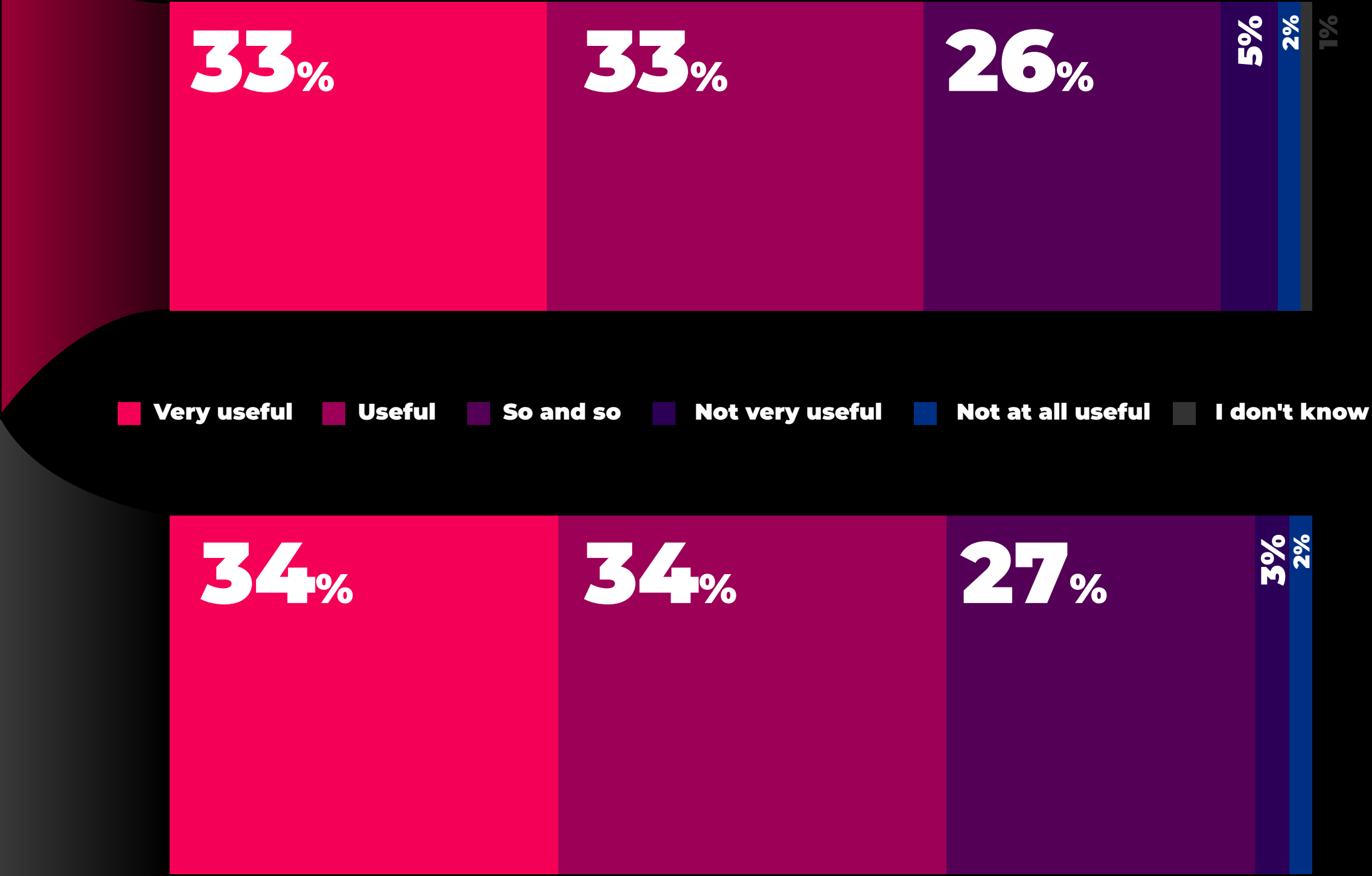
# Local Targeting

This wave we have a higher percentage of people using the functions of the applications to search for events in their proximity, again it may be related to vacation season. Therefore we see an ascending trend among those who use the local targeting function and find it useful.

## Local Targeting Usage



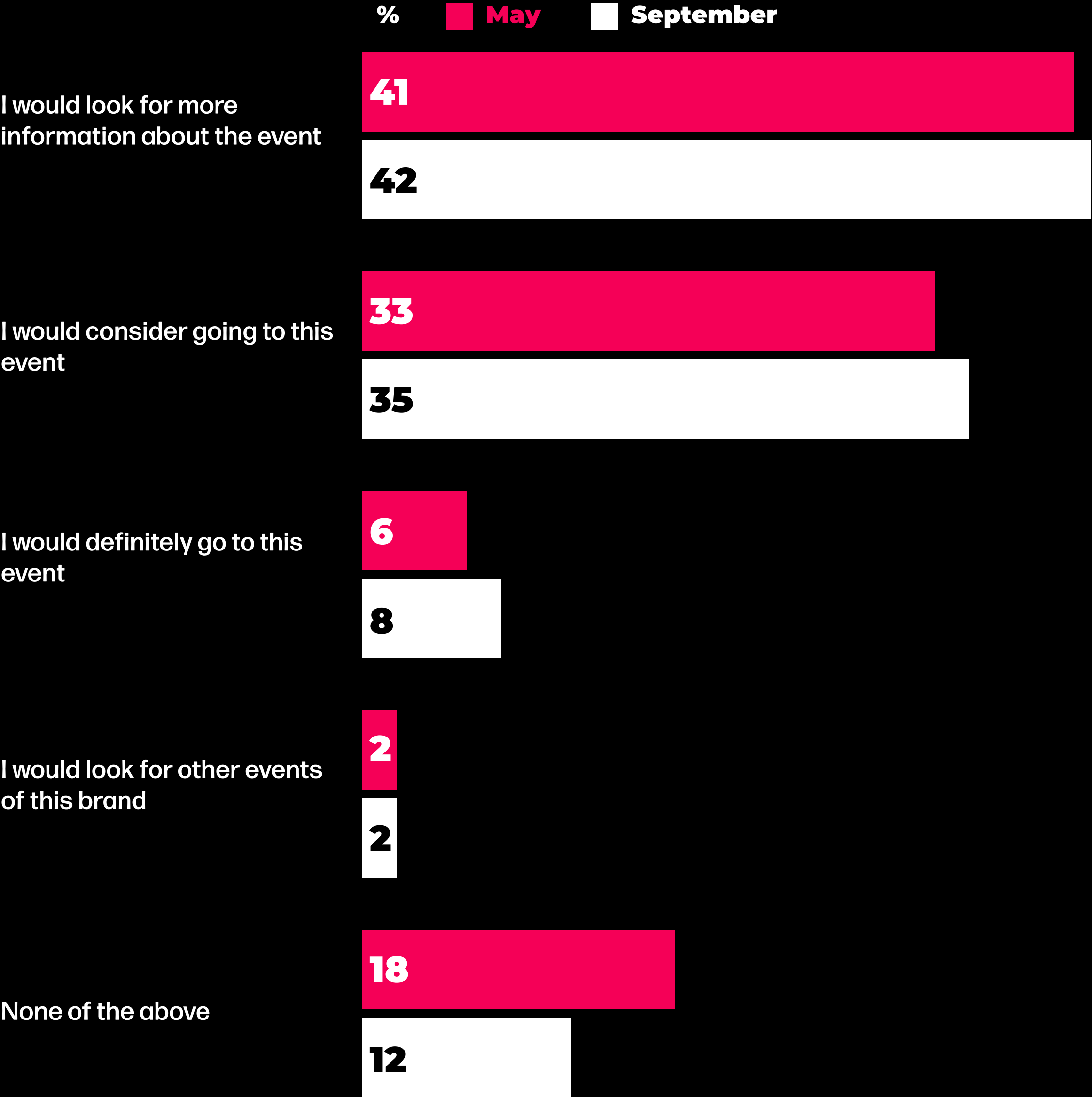
## Local Targeting Utility





## Actions related to Proximity Events

Slightly ascending trend among those who consider going to the event after using the local targeting apps or even among those who would definitely go to the event.





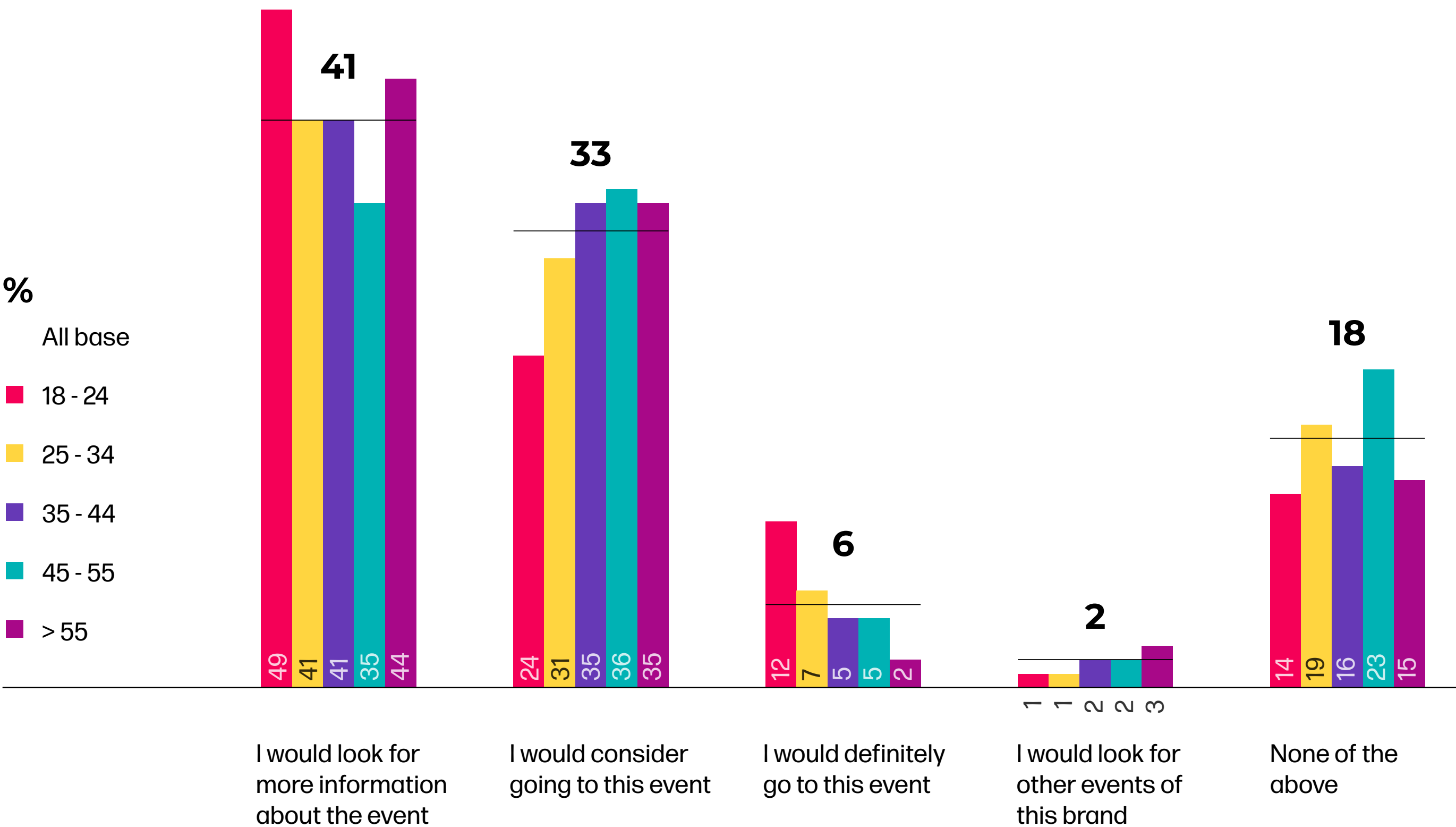
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# Actions related to Proximity Events

Split by age

The events posted on social networks by brands arouse the interest of 4 out of 10 people living in the event's proximity.

Young people (18 – 24 y.o.) are the most responsive to proximity events, as they are also the most spontaneous and curious.

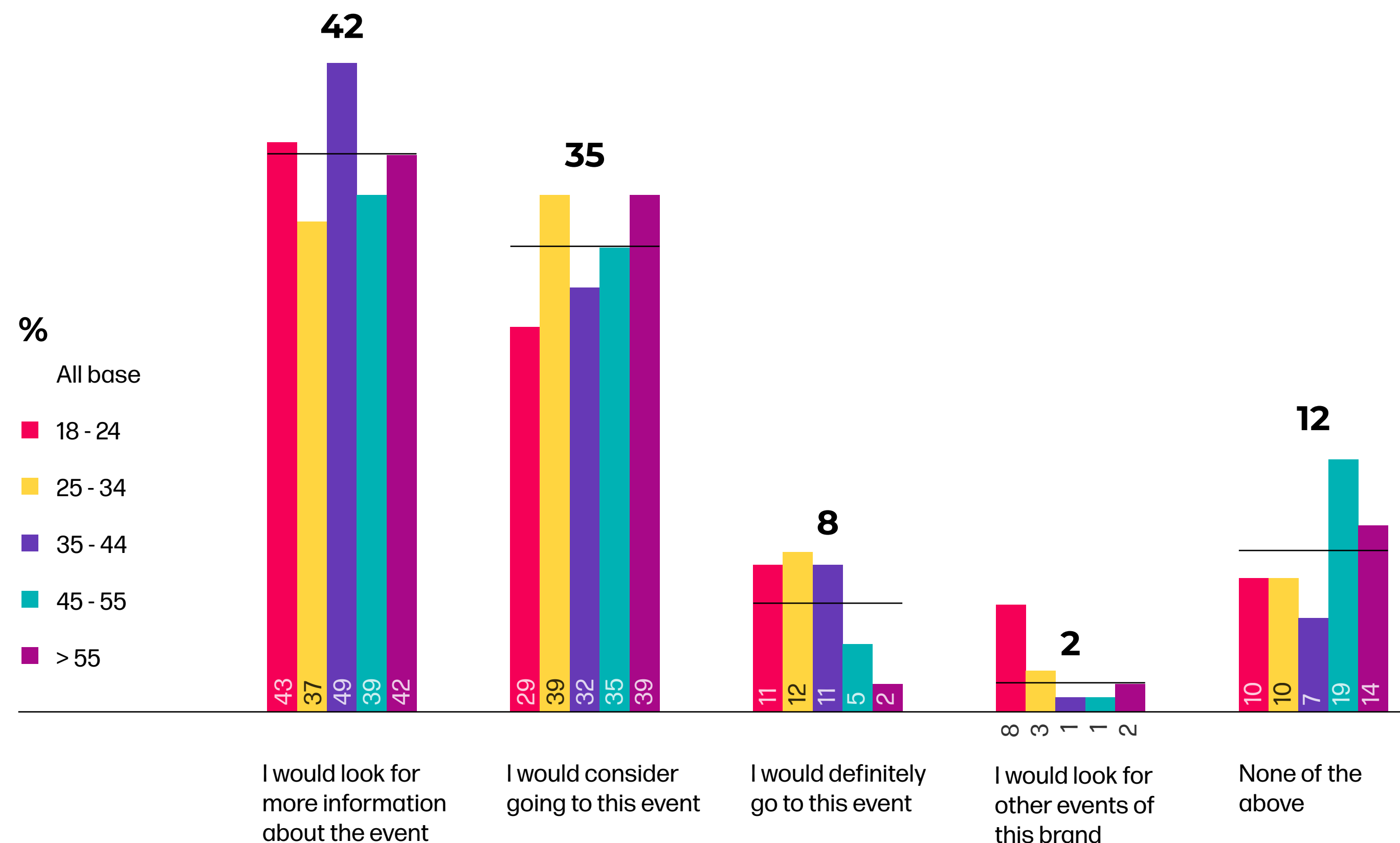


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## Actions related to Proximity Events Split by age

This wave the events posted on social networks by brands arouse the interest especially among people with age between 35 and 44 y.o.

The easiest to convince are Millennials (25-34 y.o).





# Family Co-Viewing T2B%

Ascending trend in watching TV with the family.

This wave, TV has been the main news source, as it's the media channel people trust the most.

I watch TV with my family

Watching different programs on TV / online videos with the family has become a habit

In the last year I have watched more online TV shows / videos for children than I did before the pandemic

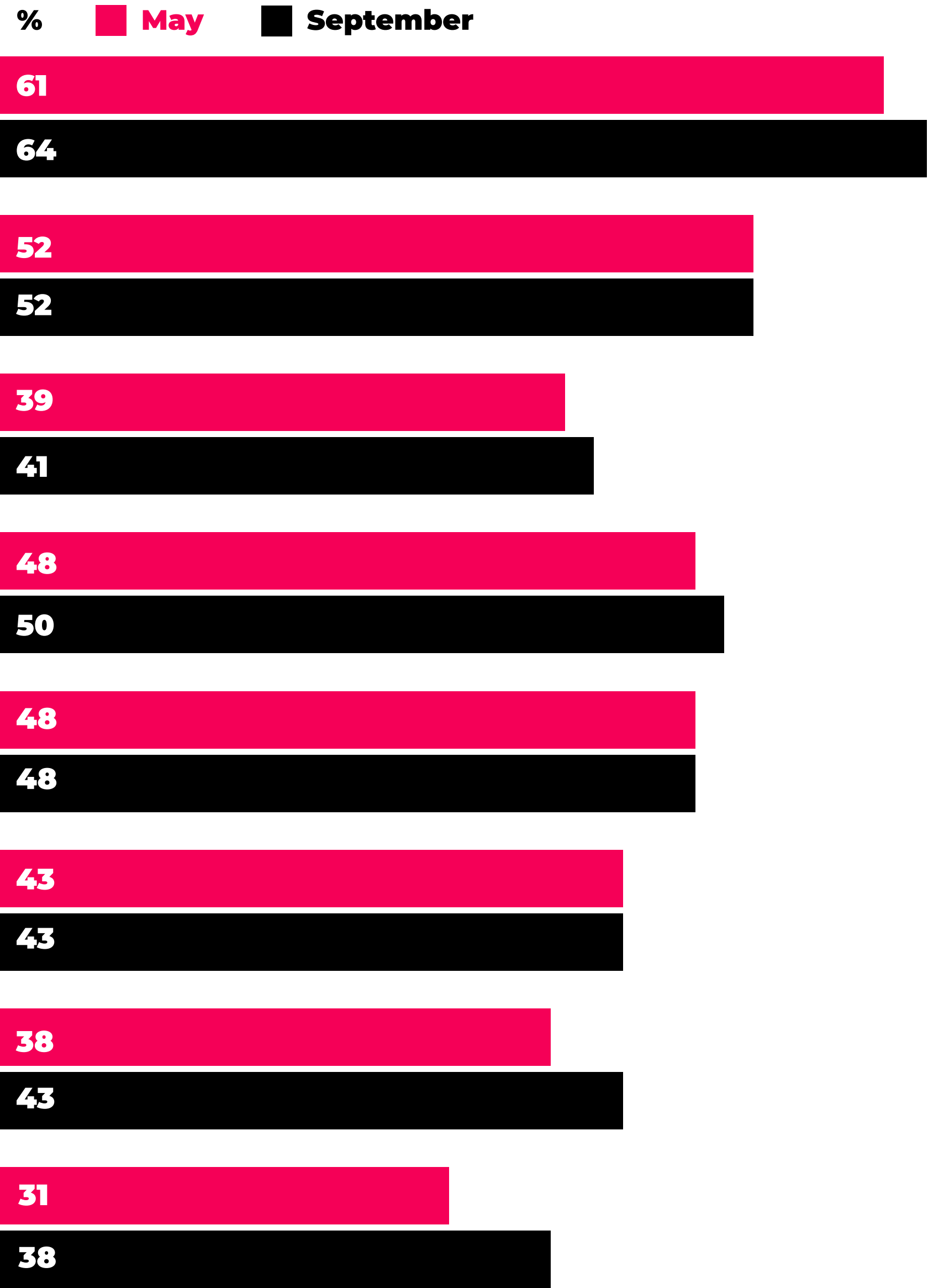
Watching with the family the different programs on TV / online videos brought us closer

I follow local news more than I did before the pandemic

I started spending more time in front of the TV in the last 12 months

When it comes to information, I'd rather watch the news on TV than read it online

I have more confidence in TV news than in the online environment



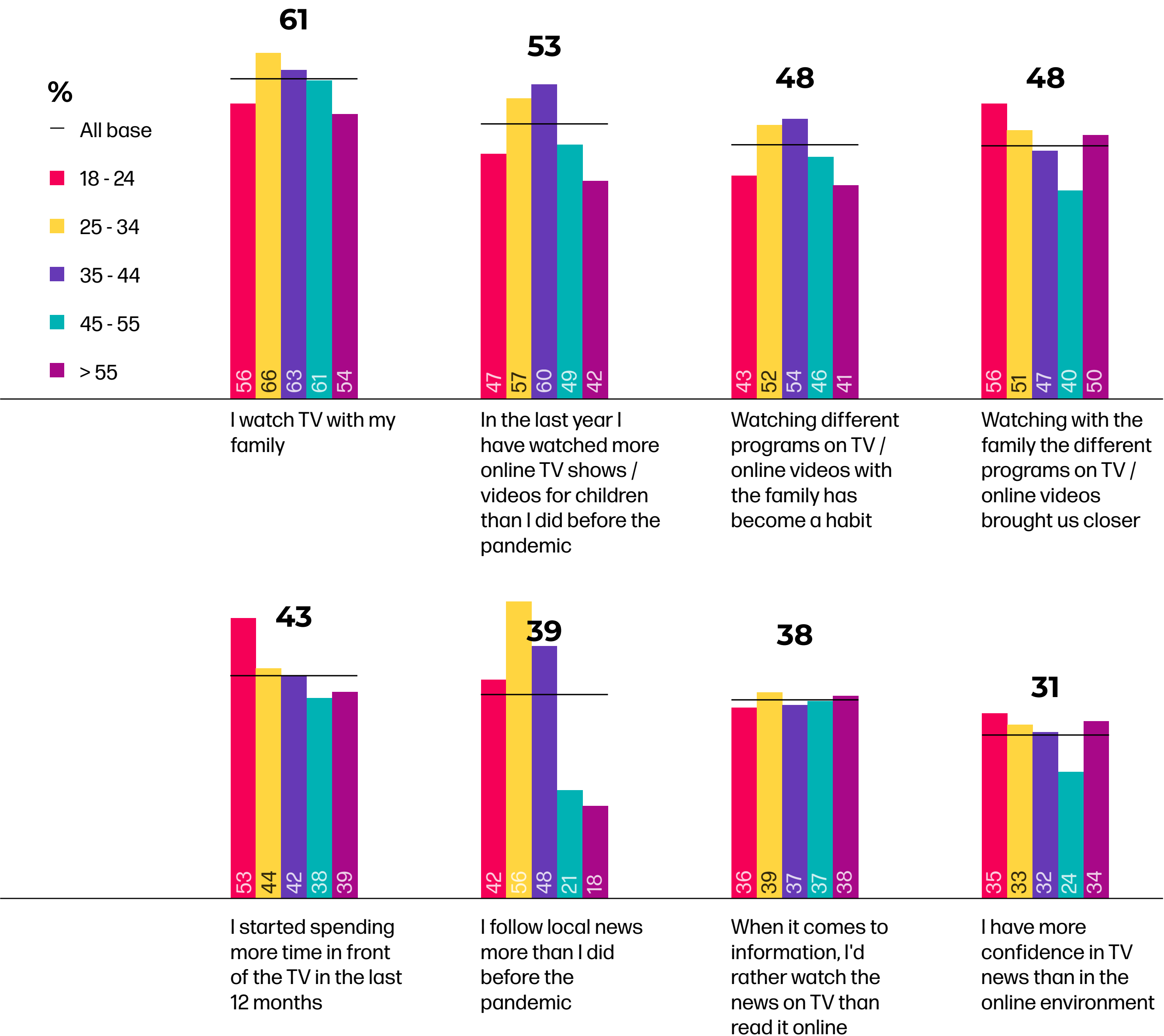
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# Family Co-Viewing (T2B%)

Split by age

During pandemic period people started to watch TV/ online videos as a family activity, no matter the age.

Young people (18-24 y.o.) felt this activity has brought them closer to their family. Families with kids have started to follow programs/ TV shows for children and enjoy sharing this co-viewing habit with their dear ones.



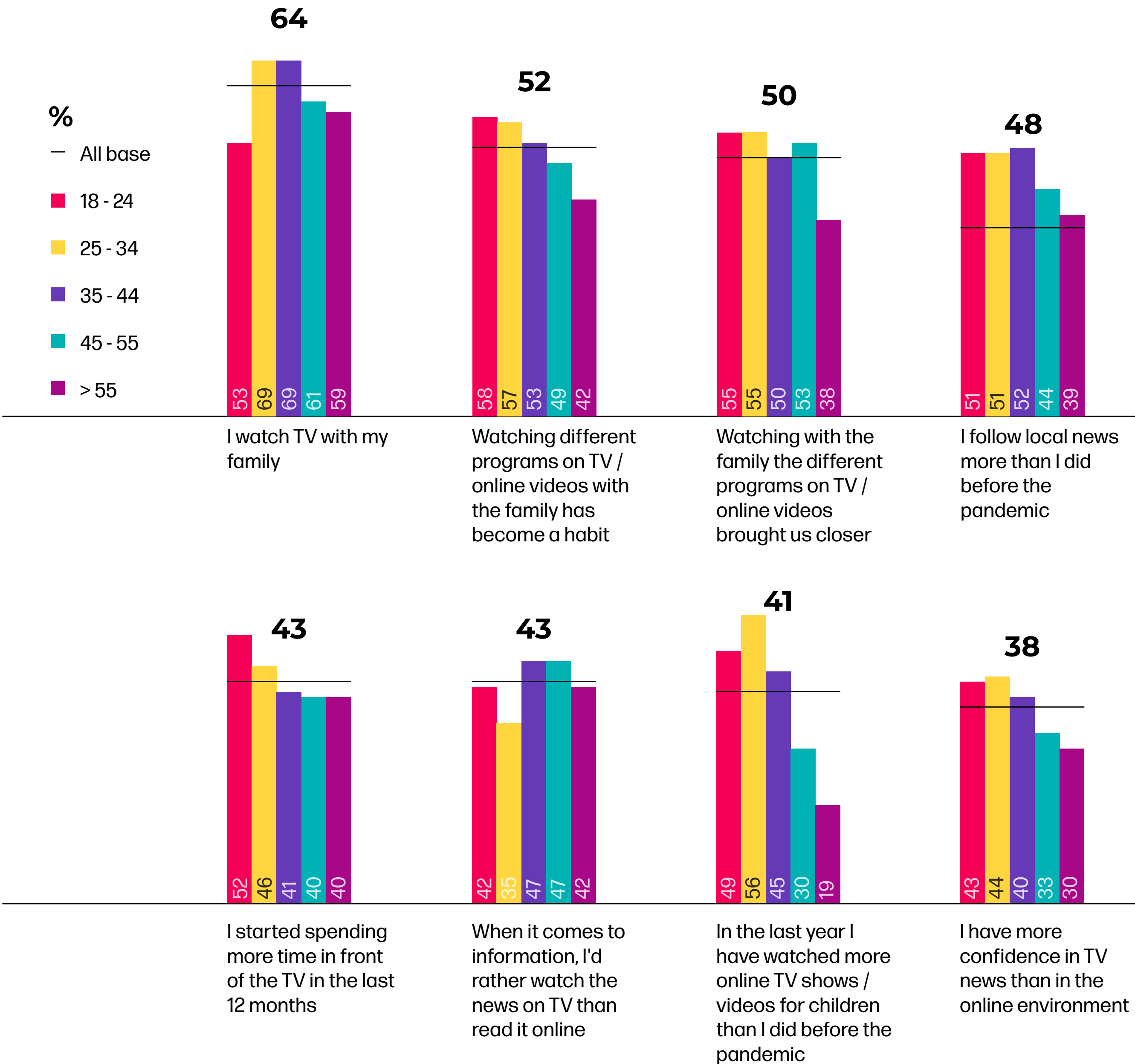


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# Family Co-Viewing (T2B%) Split by age

People with age between 25 and 44 y.o. watched TV in greater extent with their family in the past year and as being young parents watched more videos/ TV shows for children.

Gen Z (18-24 y.o.) felt that they spent more time in front of the TV, activity that has brought them closer to their family.





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