Starcom

HUMANGRAPHEXPERIENCE

by Starcom Romania

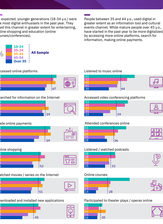
Tech Trends 2021

DIGITAL

The 2020 Phenomenon

FR
People are already a very important part of our life, but in the past year we became more aware of its importance and utility.

RO
Oamenii sunt deja o parte foarte importantă din viața noastră, dar în ultimul an am devenit mai conștienți de importanța și utilitatea acestuia.

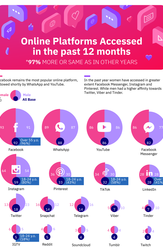


Digital has responded to each age range needs

*MORE THAN IN OTHER YEARS

FR
As expected, younger generations (16-34 y.) were more open to digital in the past year, but it was a change observed in greater extent for entertaining, online shopping and education (online courses/conferences).

RO
People between 35 and 64 y., used digital in greater extent than in other years for entertaining, events charter. While mature people over 65 y., have started in the past year to be more digitalized, in greater extent than in other years for information, making online payments.

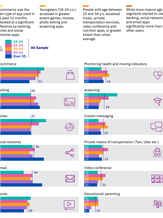


Online Platforms Accessed in the past 12 months

*97% MORE OR SAME AS IN OTHER YEARS

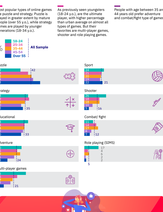
FR
Facebook remains the most popular online platform, followed shortly by WhatsApp and YouTube.

RO
In the past year women have accessed in greater extent Facebook Messenger, Instagram and Pinterest. While men had a higher difficulty towards Twitter, Viber and Tinder.



Type of Apps Accessed in the past 12 months

*89% MORE OR SAME AS IN OTHER YEARS



FR
E-commerce was the most popular in Romania in the past 12 months, followed closely by banking and difference by banking, games and social networks in other years.

RO
Generation Z (16-24 y.) considers gaming in greater extent games, movies, photo editing and maps and drawing apps.

FR
Generation Z (16-24 y.) and people between 35 and 64 y. accessed music, private conference/meetings, video conference and nutrition apps, in greater extent than other years average.

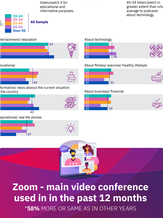
RO
While more mature age groups in greater extent use banking, social networks and maps, less significantly more than in other years.

Type of Online Games Played in the past 12 months

*78% MORE OR SAME AS IN OTHER YEARS

FR
Different types of online games are purely and strategy. Puzzle is more popular among younger people (aged 16-y.), while strategy games are played by younger generations (16-44 y.).

RO
Generation Z (16-24 y.) prefer educational and strategy games, while people with age between 35 and 44 years old prefer greater extent than other age groups to podcasts about technology.

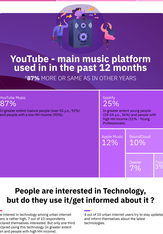


Types of Podcasts Listen/Watch in the past 12 months

*65% MORE OR SAME AS IN OTHER YEARS

FR
Podcasts have started to be more and more popular in the past year.

RO
Generation Z (16-24 y.) and people aged 35-44 y. are more into educational and informative podcasts.

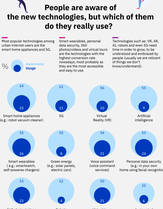


Zoom - main video conference used in in the past 12 months

*58% MORE OR SAME AS IN OTHER YEARS

FR
Zoom is the most mature sample (over 55 y.), TEAMS and people with a low mini-income (95%).

RO
Generation Z (16-24 y.) prefer Google Meet and people with a high income (over 3000 lei) TEAMS.



YouTube - main music platform used in the past 12 months

*87% MORE OR SAME AS IN OTHER YEARS

FR
The interest in technology among urban internet users is very high, and it is even higher because of the COVID crisis. But only one third declared using this technology (in greater extent men and people with high mid-income).

RO
4 out of 10 urban internet users try to stay updated with information themselves about the latest technologies.

People are interested in Technology, but do they use it/get informed about it ?

People are aware of the new technologies, but which of them do they really use?

FR
Smart phone technologies among urban internet users are in a very high level (smart home appliances and 5G).

RO
Smart phone technologies, generally data security, 5G and smart home appliances are in a very high level and they have the highest conversion rate (people who are willing to buy as they are the most accessible and easy to use).

FR
Augmented reality (AR), virtual reality (VR) and artificial intelligence are in a very low level, but they are considered and products by people (usually we are relevant for people with high knowledge/interest).

RO
Technologies such as: VR, AR, 4G, robots and even 5G need more information, they are not understood and products by people (usually we are relevant for people with high knowledge/interest).

What Technologies people intend to use in the near future?

Urban internet users are open to new technologies usage, especially smart home appliances, in order to improve their life conditions. Followed by smart wearables, 5G and personal data security.

At the bottom of the list, as we expected, we find the technologies which are less needed in our daily activities and less accessible: AI, VR, Robots and AR.

36% Smart home appliances (e.g.: robot vacuum cleaner)
In greater extent people with age between 25-34 y.o. (41%) and high HH income (44%).

31% Smart wearables (e.g.: smartwatch, self-poweres chargers)

30% Personal data security (e.g.: in your own home using facial recognition)

30% 5G
Slightly more men (33%), people with high education (35%) and high HH income (43%).

28% Green energy (e.g.: solar panels, electric cars)
In greater extent men (33%), people with age between 35-44 y.o. (34%) and high HH income (41%).

26% Virtual tours at museums/art galleries

25% 360 photos/ videos

25% Voice assistant (voice command services)

20% Artificial intelligence

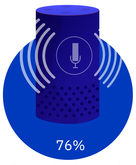
18% Virtual Reality (VR)

13% Robots

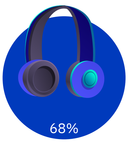
12% Augmented reality (AR)

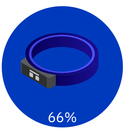
10% None

Portable Bluetooth speaker and smartwatch are the most used wearables, especially by men.


76%
Portable bluetooth speaker

73%
Smartwatch


68%
Wireless headphones


66%
Smart fitness bracelets that measure your body parameters

29%
VR glasses

12%
Hats with built-in headphones

2%
Other

Bixby by Samsung is the most used voice assistant service among urban internet users. Followed at a significantly difference by Siri (Apple).

Bixby 47% (Samsung)

Siri 34% (Apple)

Alexa 22% (Amazon)

Cortana 22% (Microsoft)

8% Other

10% I don't know

7 out of 10 iOS users declared they didn't hear about the Clubhouse app. Therefore the app has a rather low usage and future intention scores, slightly higher than 10%.

Clubhouse App Usage

13% Yes	88% No

Clubhouse App Usage Intention

12% Yes	21% No	67% I didn't hear about this app

56% of urban internet users consider that they own a robot in their HH, but 69% don't see robots as a part of their lives at this moment.

Robots are part of our life nowadays?

23% Yes	20% No and they never will	49% Not yet, but I think they wil be an important part of our lives	7% I don't know

Robots usage in HH

56% Own a robot in my household	44% Don't own a robot in my household

Ask for details from consumer@ro.starcomworldwide.com