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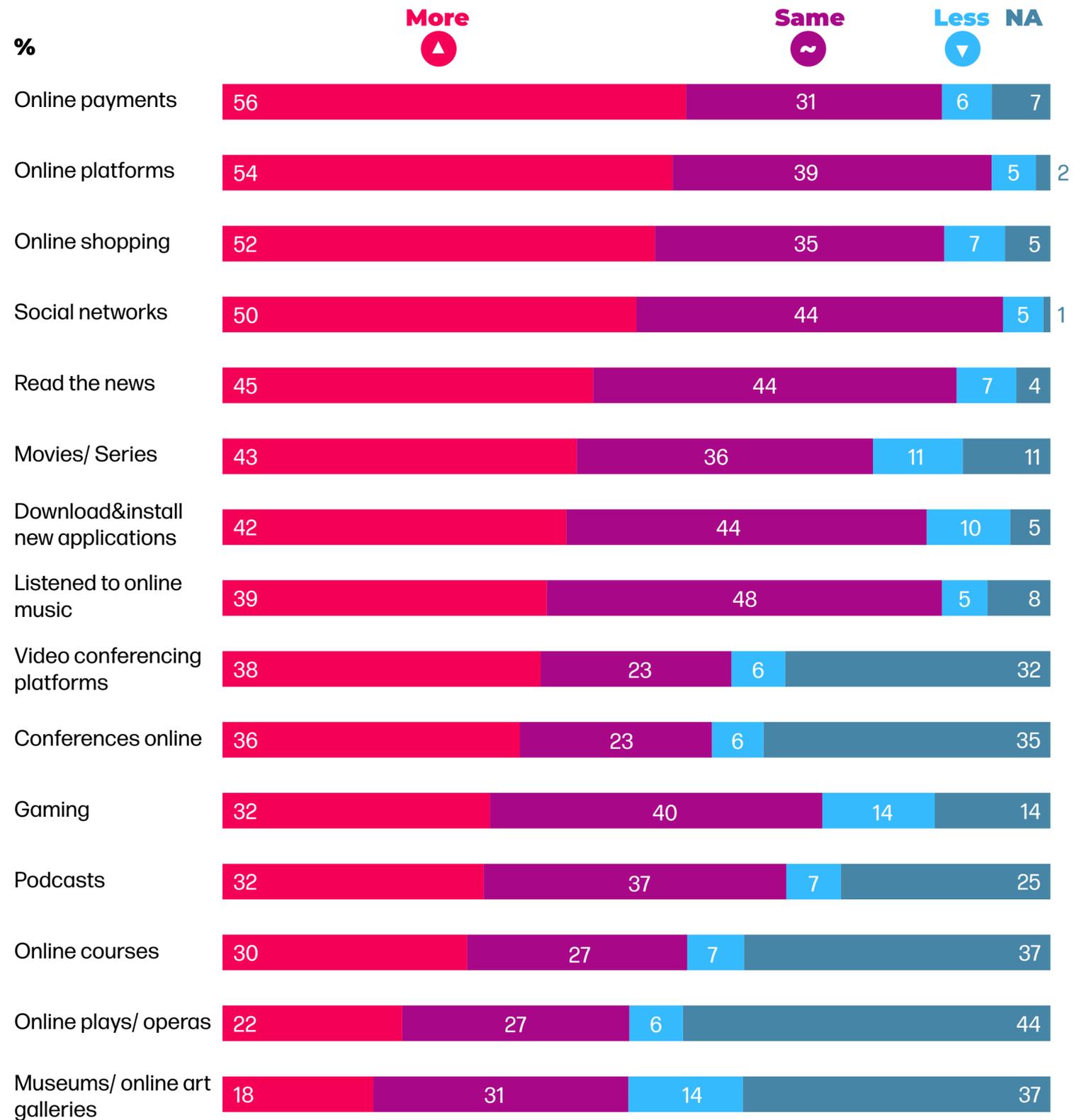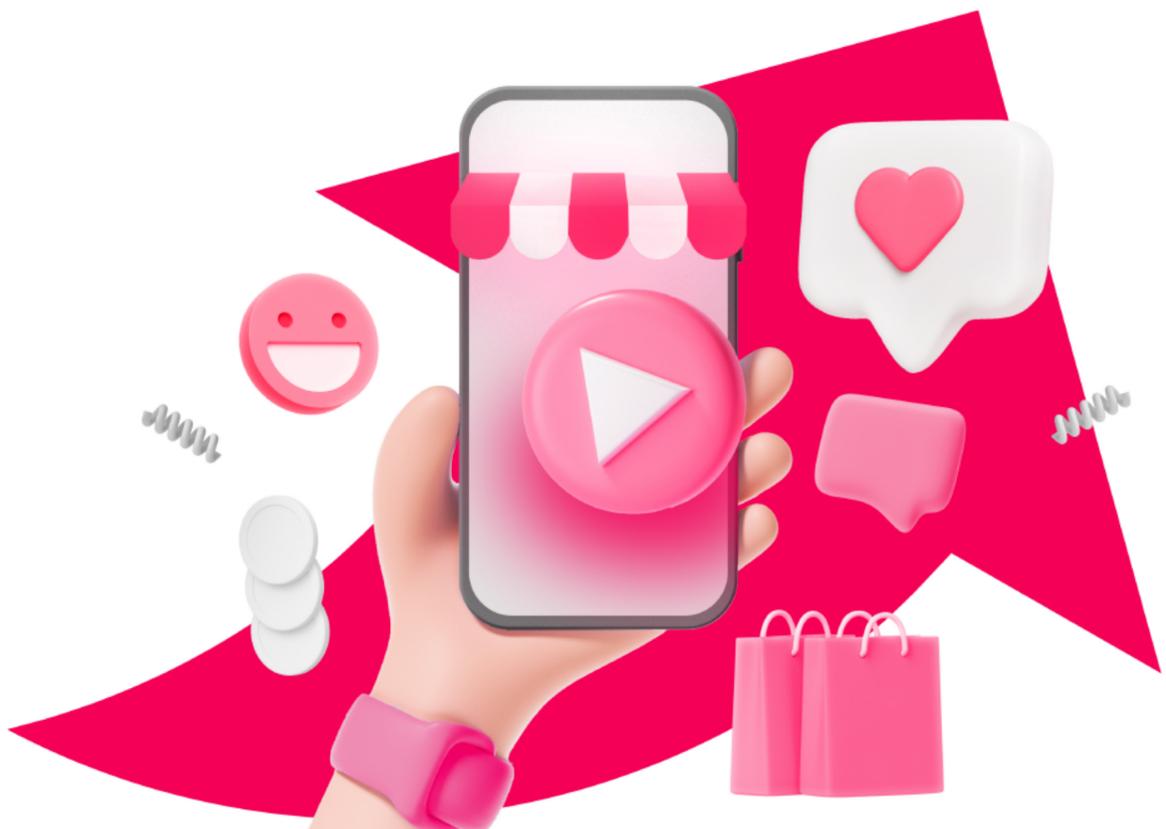# NEW MEDIA
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Evolution of Digital Activities

We noticed this year an increase in the need of connection, informing and digitalization, as using social networks, accessing online platforms, reading news, making online payments and online shopping are the main actions that people do now more than in other years.

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%

Activity	More	Same	Less	NA
Online payments	56	31	6	7
Online platforms	54	39	5	2
Online shopping	52	35	7	5
Social networks	50	44	5	1
Read the news	45	44	7	4
Movies/ Series	43	36	11	11
Download&install new applications	42	44	10	5
Listened to online music	39	48	5	8
Video conferencing platforms	38	23	6	32
Conferences online	36	23	6	35
Gaming	32	40	14	14
Podcasts	32	37	7	25
Online courses	30	27	7	37
Online plays/ operas	22	27	6	44
Museums/ online art galleries	18	31	14	37

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.
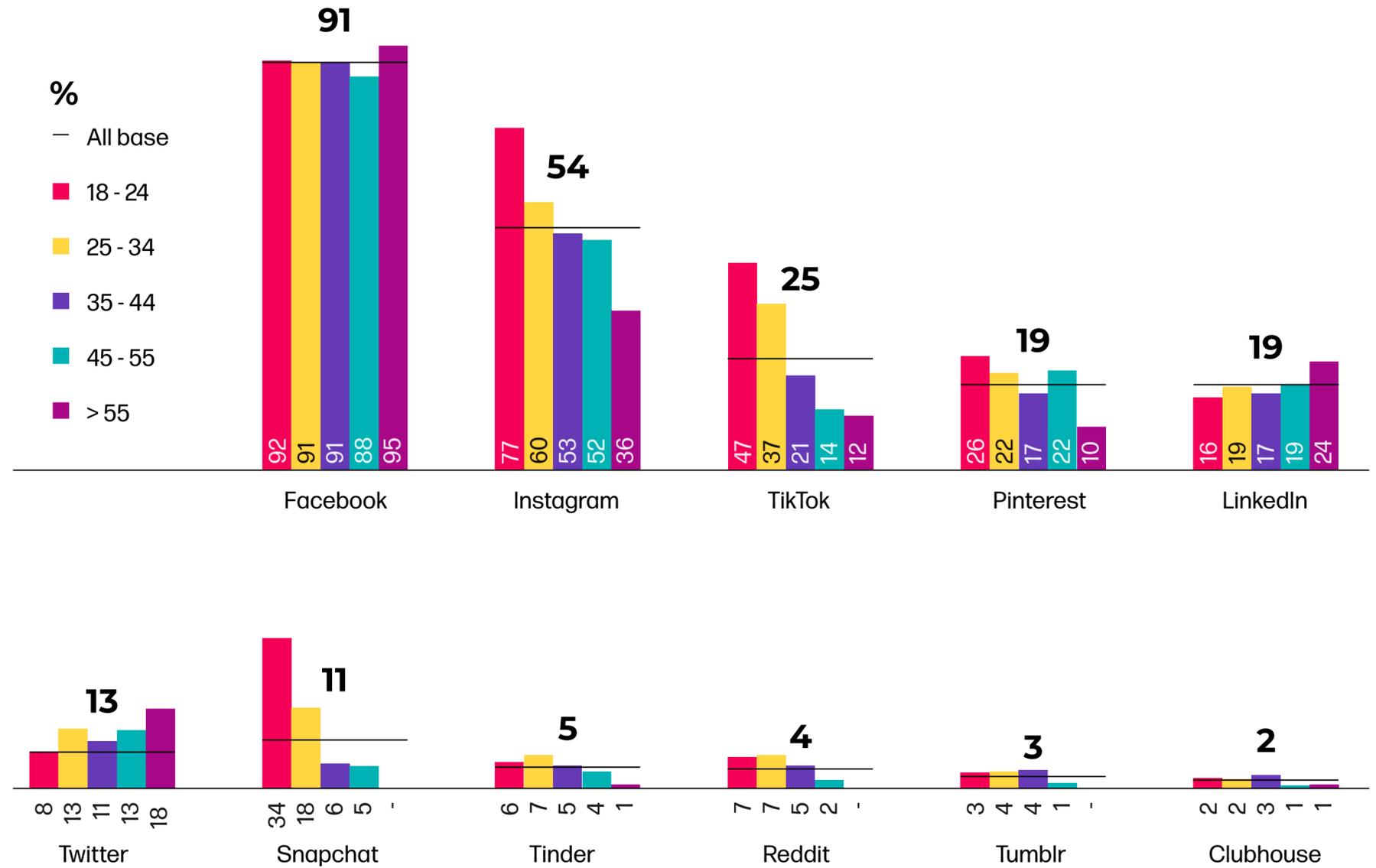
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%
— All base
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 55
- > 55

65 To keep in touch with friends
64 63 64 66 71

62 To fill up my spare time/ to relax
71 63 58 56 71

56 To find out news about family/ friends/ colleagues
59 53 53 55 65

47 For the diversity of the type of content (articles, shows, videos, pictures etc.)
52 51 46 40 48

42 To search for various products/ brands that I want to purchase
49 46 37 45 38

34 To post pictures/ videos
48 45 31 25 25

32 To find out about new trends
44 37 30 21 33

31 To enroll in different communities
37 33 26 29 31

28 To make new friends/ acquaintances
28 28 25 28 30

28 To be up to date with the activity of my favorite brands
38 30 26 24 24

20 To follow celebrities/ influencers
40 27 17 14 11

18 To support social causes
15 19 19 14 20

17 For live streaming (listening to music/ watching events in real time)
20 22 18 11 15

Social Media Platforms
Split by age

Facebook continue to remain 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.

%
— All base
- 🟥 18 - 24
- 🟨 25 - 34
- 🟪 35 - 44
- 🟦 45 - 55
- 🟪 > 55

Facebook — 91
18-24	25-34	35-44	45-55	>55
92	91	91	88	95

Instagram — 54
18-24	25-34	35-44	45-55	>55
77	60	53	52	36

TikTok — 25
18-24	25-34	35-44	45-55	>55
47	37	21	14	12

Pinterest — 19
18-24	25-34	35-44	45-55	>55
26	22	17	22	10

LinkedIn — 19
18-24	25-34	35-44	45-55	>55
16	19	17	19	24

Twitter — 13
18-24	25-34	35-44	45-55	>55
8	13	11	13	18

Snapchat — 11
18-24	25-34	35-44	45-55	>55
34	18	6	5	-

Tinder — 5
18-24	25-34	35-44	45-55	>55
6	7	5	4	1

Reddit — 4
18-24	25-34	35-44	45-55	>55
7	7	5	2	-

Tumblr — 3
18-24	25-34	35-44	45-55	>55
3	4	4	1	-

Clubhouse — 2
18-24	25-34	35-44	45-55	>55
2	2	3	1	1

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.

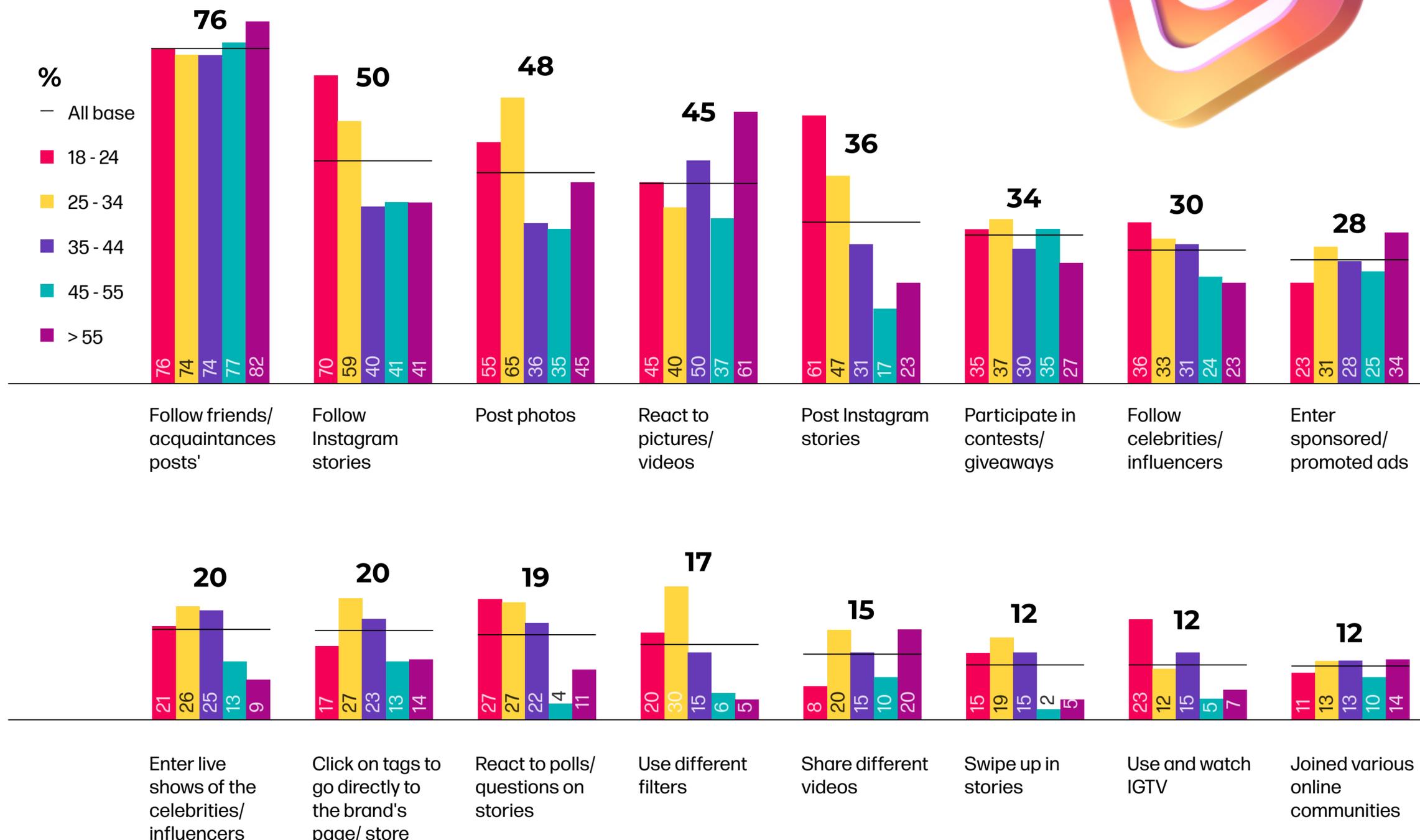Articles, text and audio content is more appreciated by people over 55 y.o..

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%
— All base
■ 18 - 24
■ 25 - 34
■ 35 - 44
■ 45 - 55
■ > 55

Images — 67
- 18-24: 72
- 25-34: 69
- 35-44: 62
- 45-55: 65
- >55: 72

Video — 56
- 18-24: 65
- 25-34: 55
- 35-44: 56
- 45-55: 54
- >55: 55

Articles — 56
- 18-24: 42
- 25-34: 53
- 35-44: 59
- 45-55: 58
- >55: 63

Text — 43
- 18-24: 41
- 25-34: 48
- 35-44: 42
- 45-55: 36
- >55: 47

Posts on my favorite brands pages — 31
- 18-24: 23
- 25-34: 36
- 35-44: 35
- 45-55: 27
- >55: 26

Instagram stories — 28
- 18-24: 59
- 25-34: 39
- 35-44: 24
- 45-55: 15
- >55: 14

Audio — 27
- 18-24: 24
- 25-34: 28
- 35-44: 24
- 45-55: 27
- >55: 29

Tin360 Images/video — 20
- 18-24: 31
- 25-34: 25
- 35-44: 18
- 45-55: 10
- >55: 20

Gif — 19
- 18-24: 26
- 25-34: 20
- 35-44: 17
- 45-55: 14
- >55: 20

Live streaming — 17
- 18-24: 14
- 25-34: 21
- 35-44: 20
- 45-55: 12
- >55: 13

Other — 1
- 18-24: 2
- 25-34: 2
- 35-44: 1
- 45-55: 1
- >55: 2

Activities on Instagram
Split by age

Posting, participating in giveaways, following influencers, click on the tag products button or swipe 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.

%

— All base
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 55
- > 55

76 — Follow friends/ acquaintances posts': 76, 74, 74, 77, 82

50 — Follow Instagram stories: 70, 59, 40, 41, 41

48 — Post photos: 55, 65, 36, 35, 45

45 — React to pictures/ videos: 45, 40, 50, 37, 61

36 — Post Instagram stories: 61, 47, 31, 17, 23

34 — Participate in contests/ giveaways: 35, 37, 30, 35, 27

30 — Follow celebrities/ influencers: 36, 33, 31, 24, 23

28 — Enter sponsored/ promoted ads: 23, 31, 28, 25, 34

20 — Enter live shows of the celebrities/ influencers: 21, 26, 25, 13, 9

20 — Click on tags to go directly to the brand's page/ store: 17, 27, 23, 13, 14

19 — React to polls/ questions on stories: 27, 27, 22, 4, 11

17 — Use different filters: 20, 30, 15, 6, 5

15 — Share different videos: 8, 20, 15, 10, 20

12 — Swipe up in stories: 15, 19, 15, 2, 5

12 — Use and watch IGTV: 23, 12, 15, 5, 7

12 — Joined various online communities: 11, 13, 13, 10, 14

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TikTok

6 out of 10 urban internet users have seen influencers/brands campaigns on TikTok, most of them related to beauty&fashion, music, education or gastronomy.

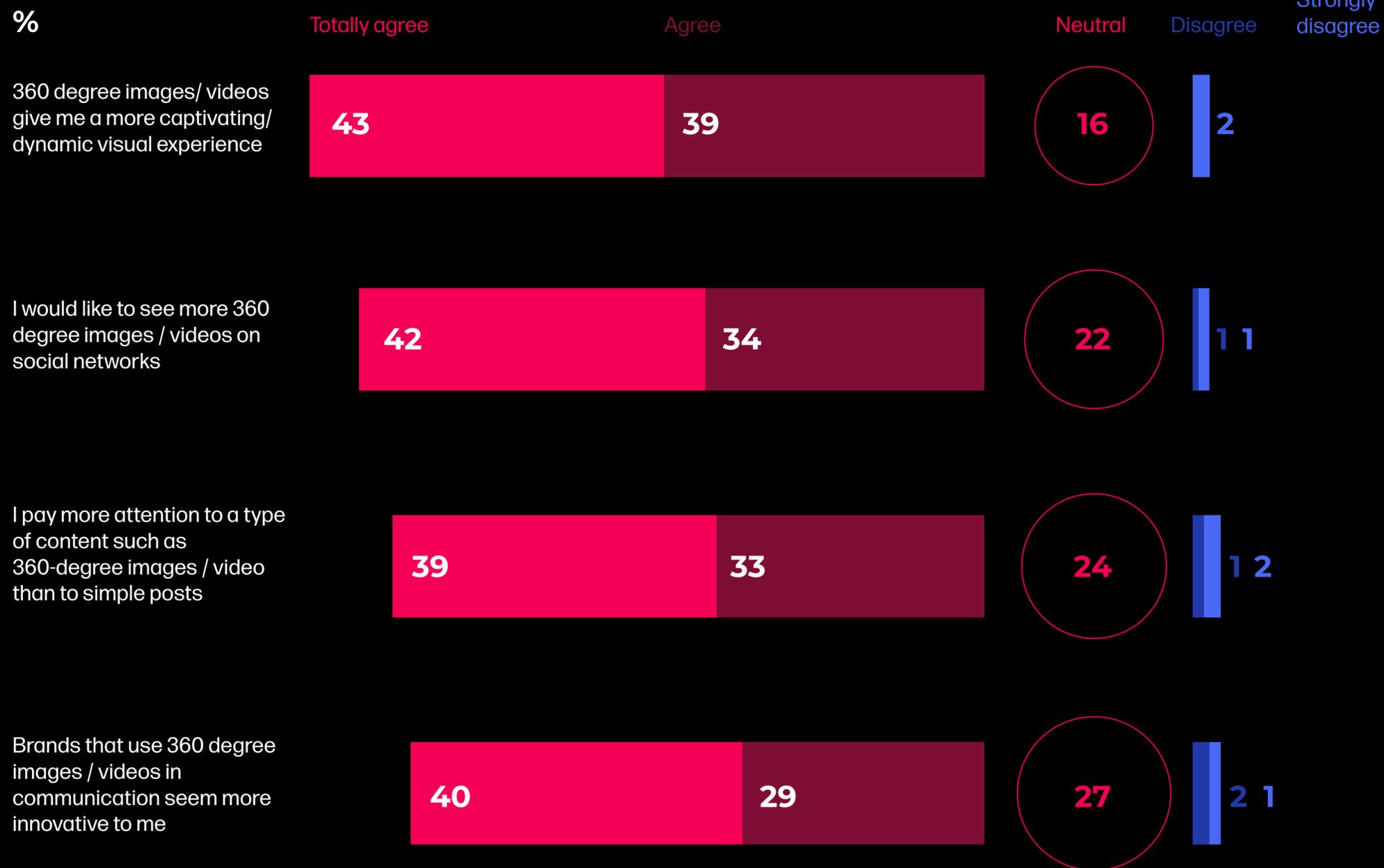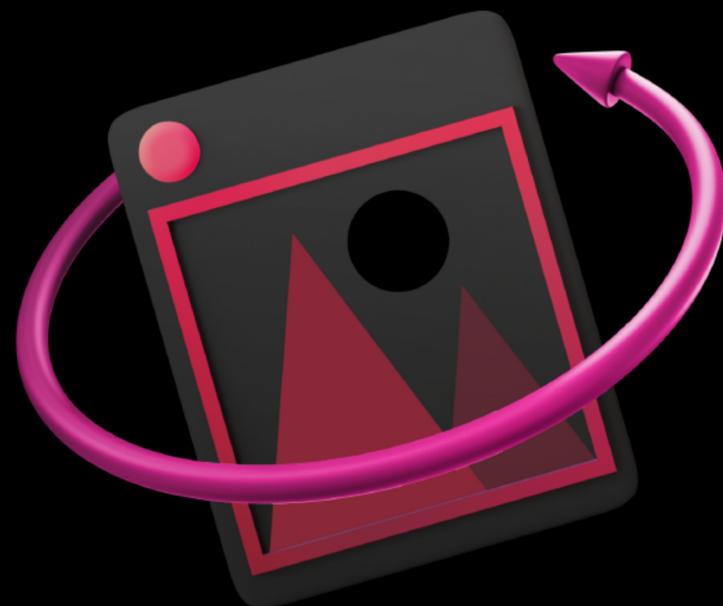**Have you recently seen campaigns with influencers/ of your favorite brands on TikTok?**

Yes
59%

No
29%

I don't know
12%

%	Category
59%	Beauty&Fashion
56%	Music
53%	Educational
50%	Gastronomy
46%	Personal/ professional development
43%	Lifestyle/ Entertainment
40%	Tourism
38%	Social campaigns
36%	Sustainable
33%	Home Decorations
30%	Cultural
26%	Gaming
25%	Techniques (DIY)
23%	Parenting

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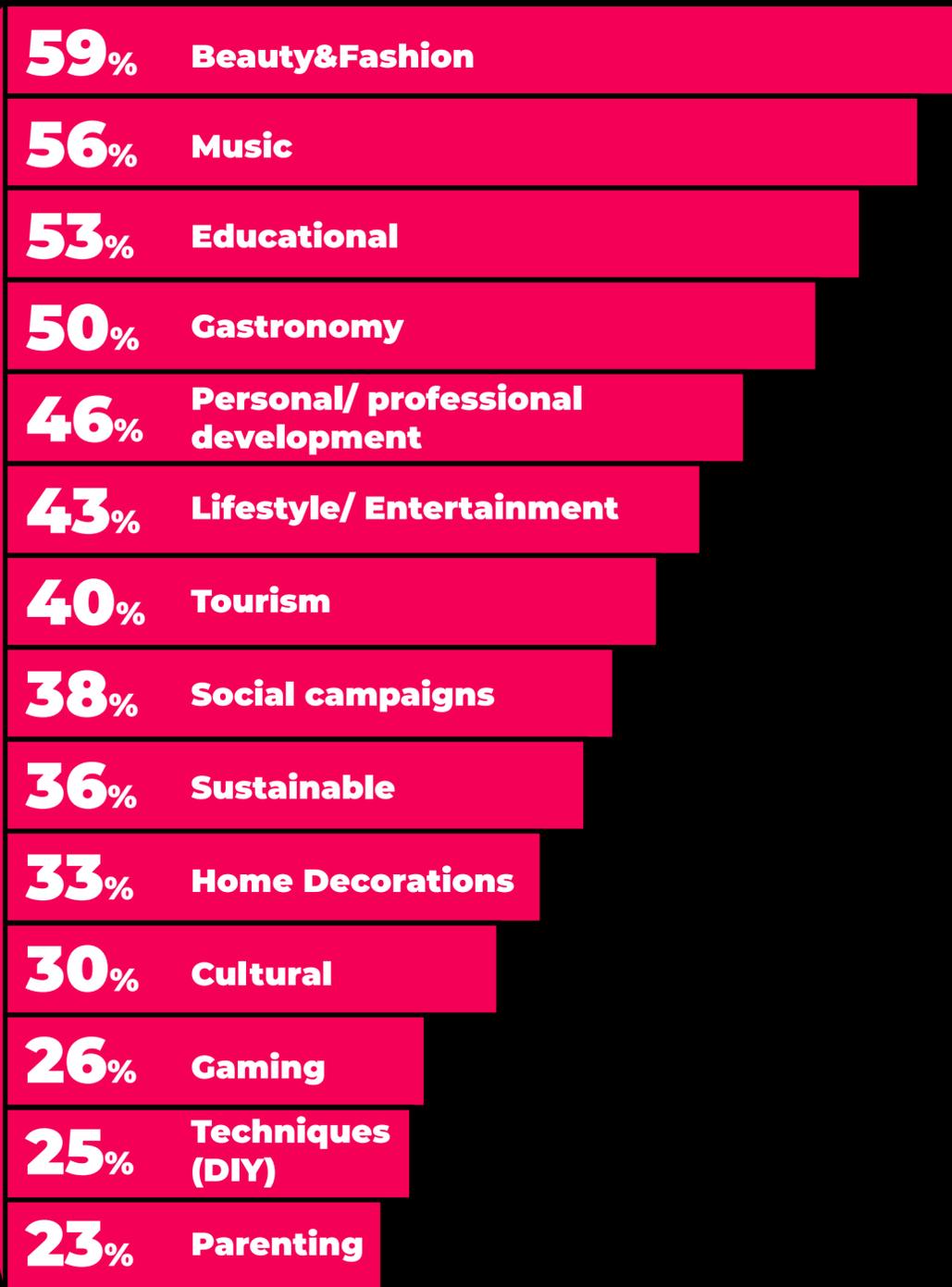
Experience with 360 degree Image/Video

People see the 360 degree images/ videos as a captivating and dynamic experience, more interesting and catching than simple posts.

They are open to see more content like this and brands that use it in their communication.
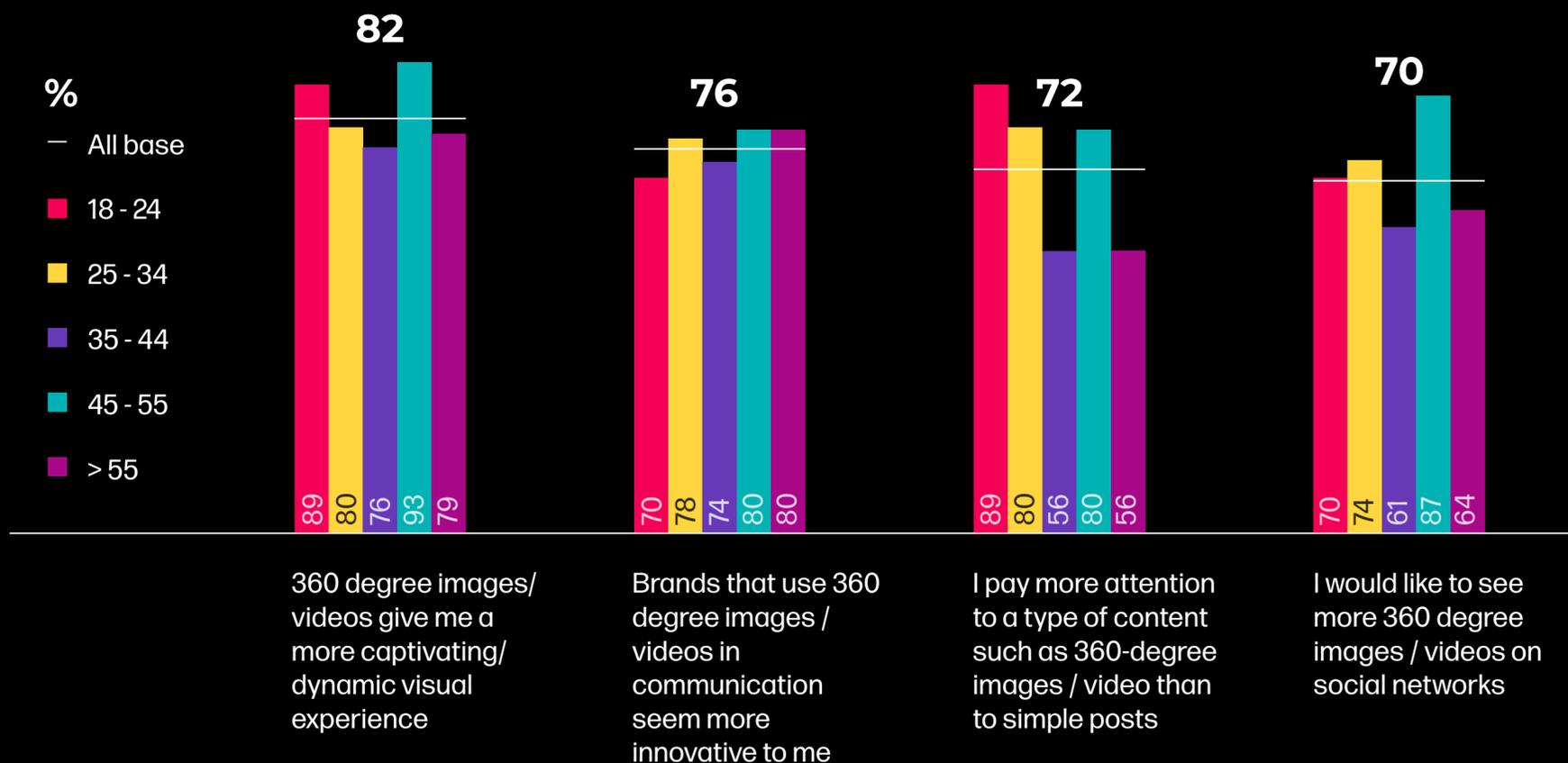
%	Totally agree	Agree	Neutral	Disagree	Strongly disagree
360 degree images/ videos give me a more captivating/ dynamic visual experience	43	39	16	2	
I would like to see more 360 degree images / videos on social networks	42	34	22	1	1
I pay more attention to a type of content such as 360-degree images / video than to simple posts	39	33	24	1	2
Brands that use 360 degree images / videos in communication seem more innovative to me	40	29	27	2	1

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Experience with 360 degree Image/Video (T2B%)
Split by age

For more mature people 360 degree image/videos is something new, captivating, that they want to see more on social media.

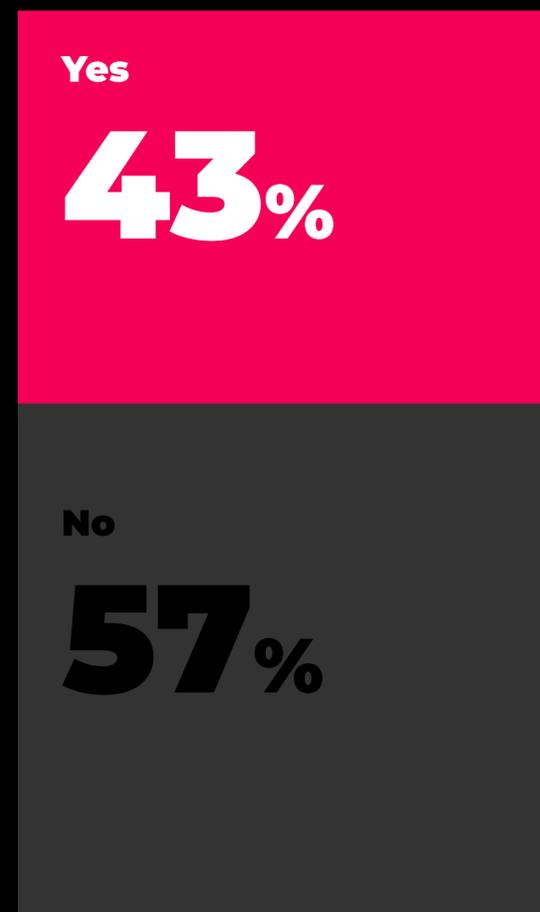Youngsters are more used to this type of content and respond better than to simple posts.

%
— All base
- 🟥 18 - 24
- 🟨 25 - 34
- 🟪 35 - 44
- 🟦 45 - 55
- 🟪 > 55

82

89 80 76 93 79

360 degree images/ videos give me a more captivating/ dynamic visual experience

76

70 78 74 80 80

Brands that use 360 degree images / videos in communication seem more innovative to me

72

89 80 56 80 56

I pay more attention to a type of content such as 360-degree images / video than to simple posts

70

70 74 61 87 64

I would like to see more 360 degree images / videos on social networks

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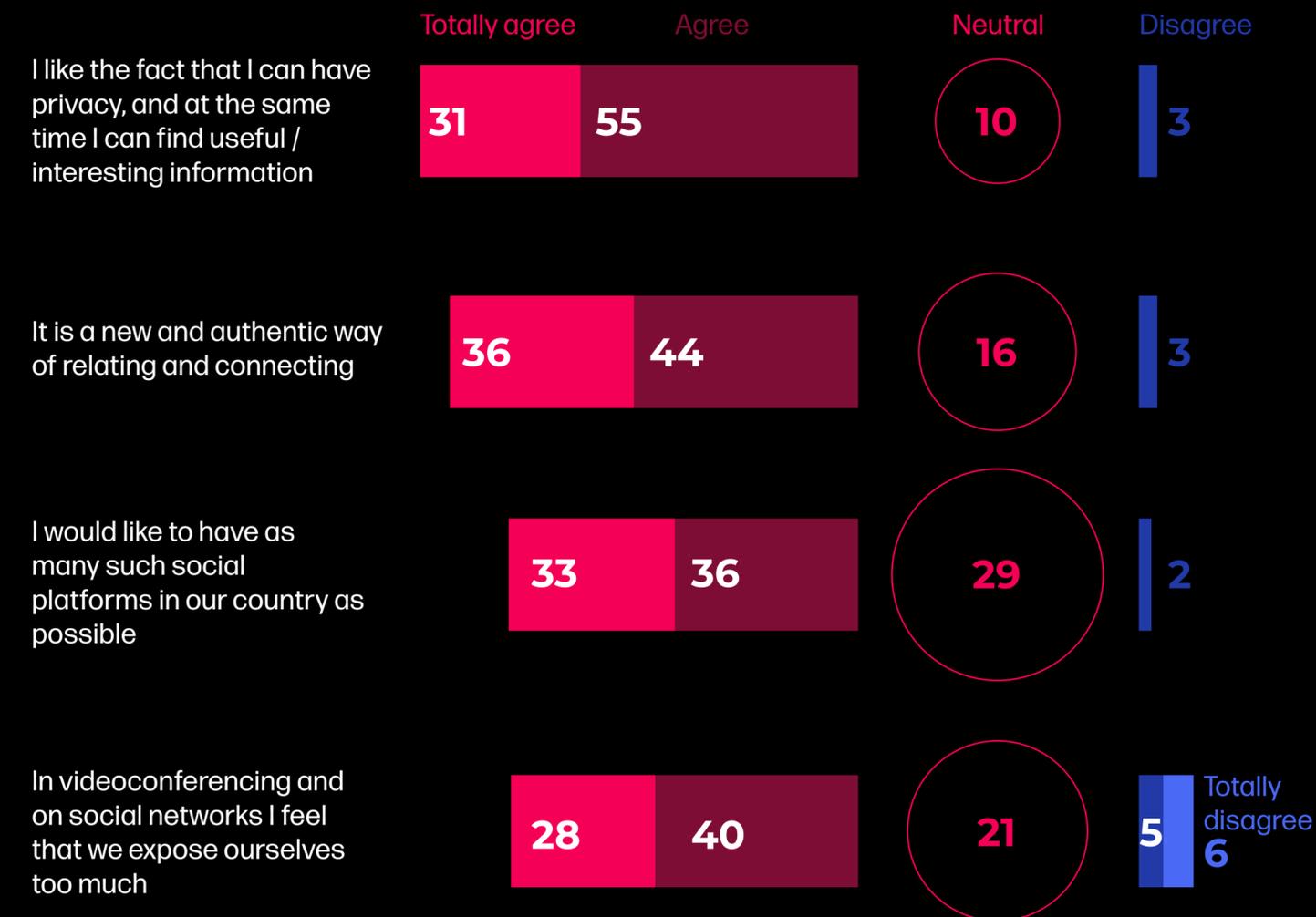
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Audio Content Social Media

Social platforms with audio content only are not yet very popular in our country.

Those aware of this type of social media platforms consider it a new way of connecting and informing in a private and comfortable way.

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

Yes
43%

No
57%

Perception of Audio Content Social Media (%)

	Totally agree	Agree	Neutral	Disagree
I like the fact that I can have privacy, and at the same time I can find useful / interesting information	31	55	10	3
It is a new and authentic way of relating and connecting	36	44	16	3
I would like to have as many such social platforms in our country as possible	33	36	29	2
In videoconferencing and on social networks I feel that we expose ourselves too much	28	40	21	5

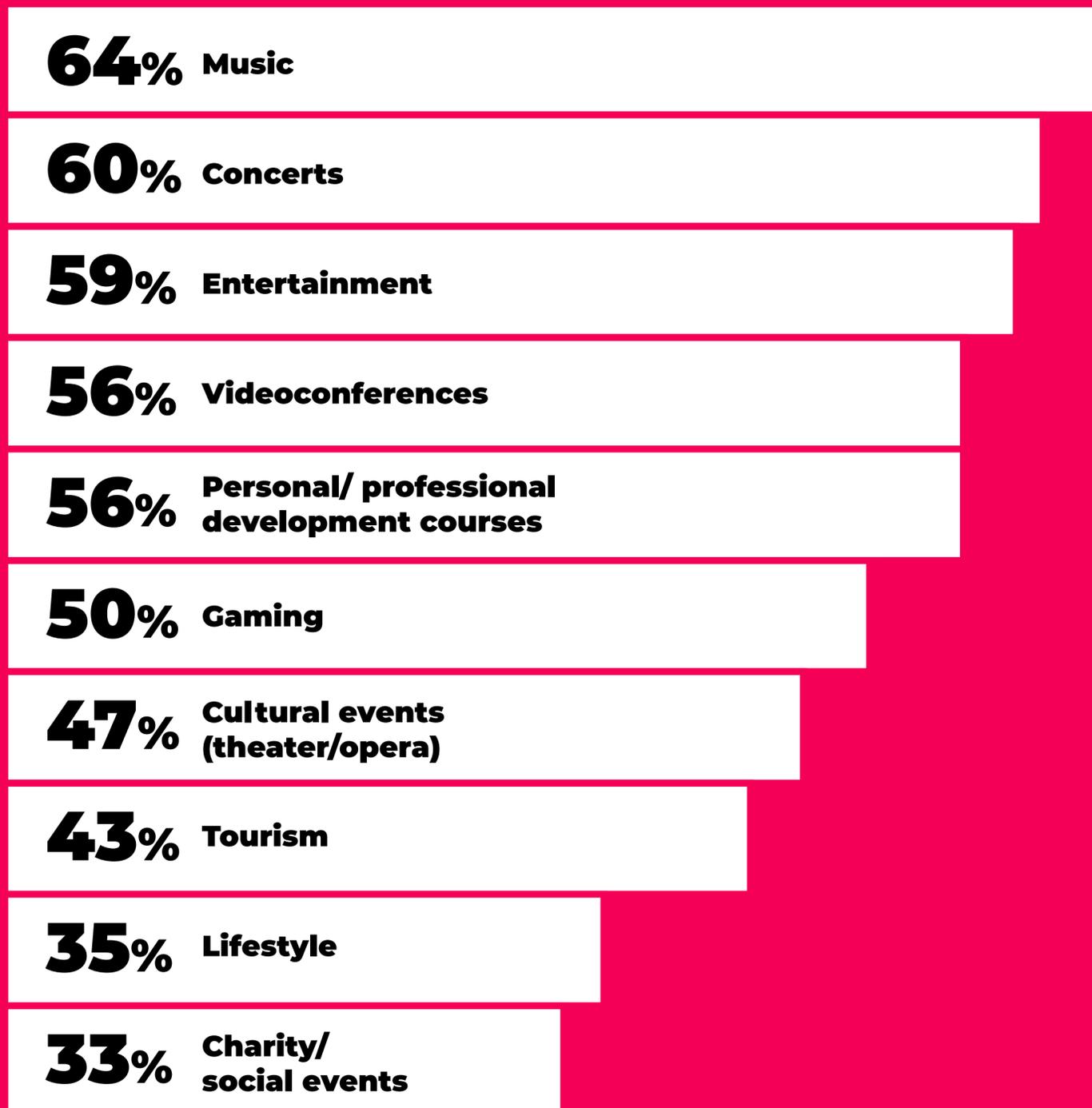Totally disagree 6

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Favorite Types of Live Streaming

Only 17% of the urban internet users follow live streaming events on social media.

Most of them have an entertaining role: music, concerts, entertainment. But also a professional one: videoconferences, classes of personal/professional development.

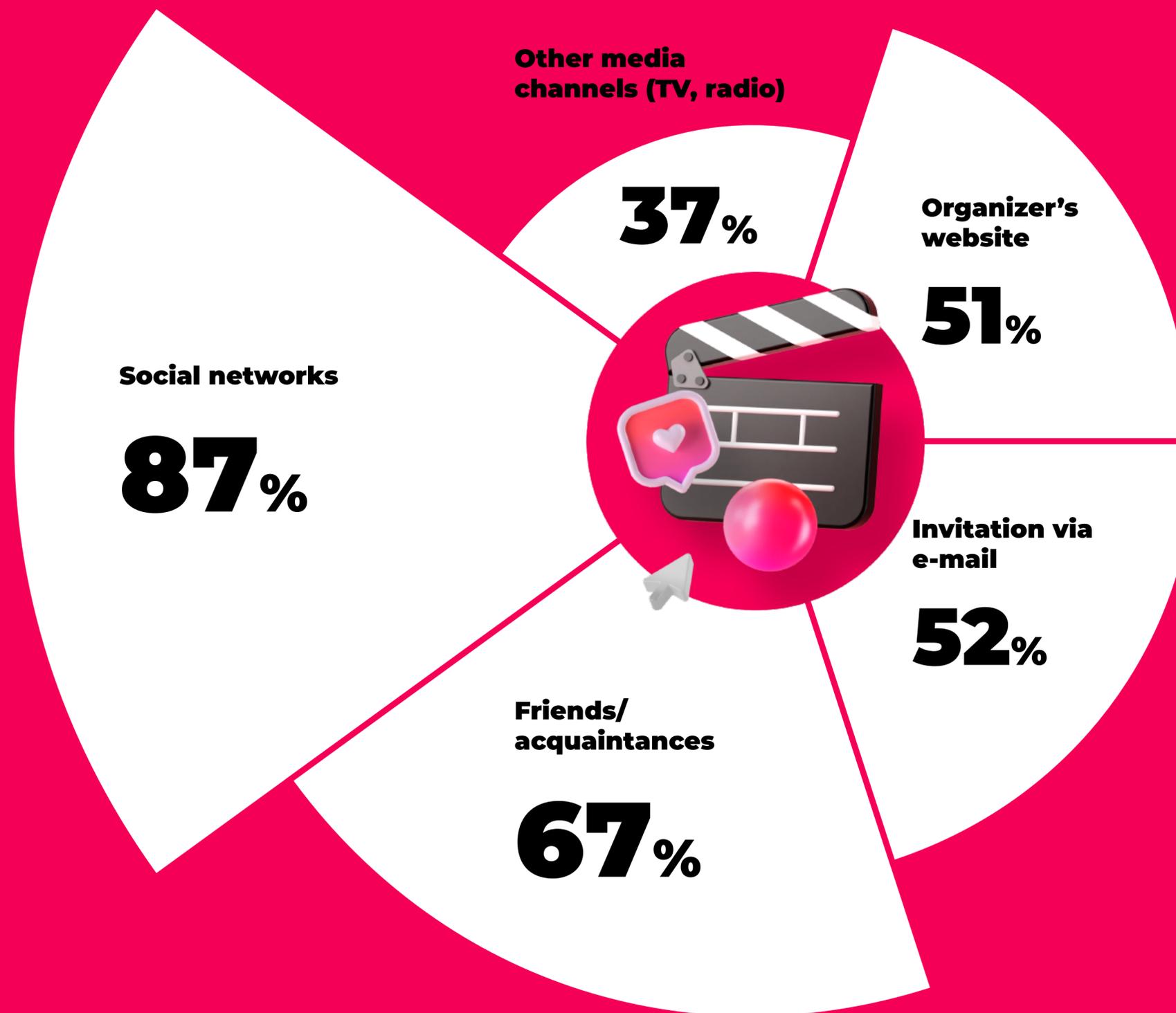| %	Type
64%	Music
60%	Concerts
59%	Entertainment
56%	Videoconferences
56%	Personal/ professional development courses
50%	Gaming
47%	Cultural events (theater/opera)
43%	Tourism
35%	Lifestyle
33%	Charity/ social events

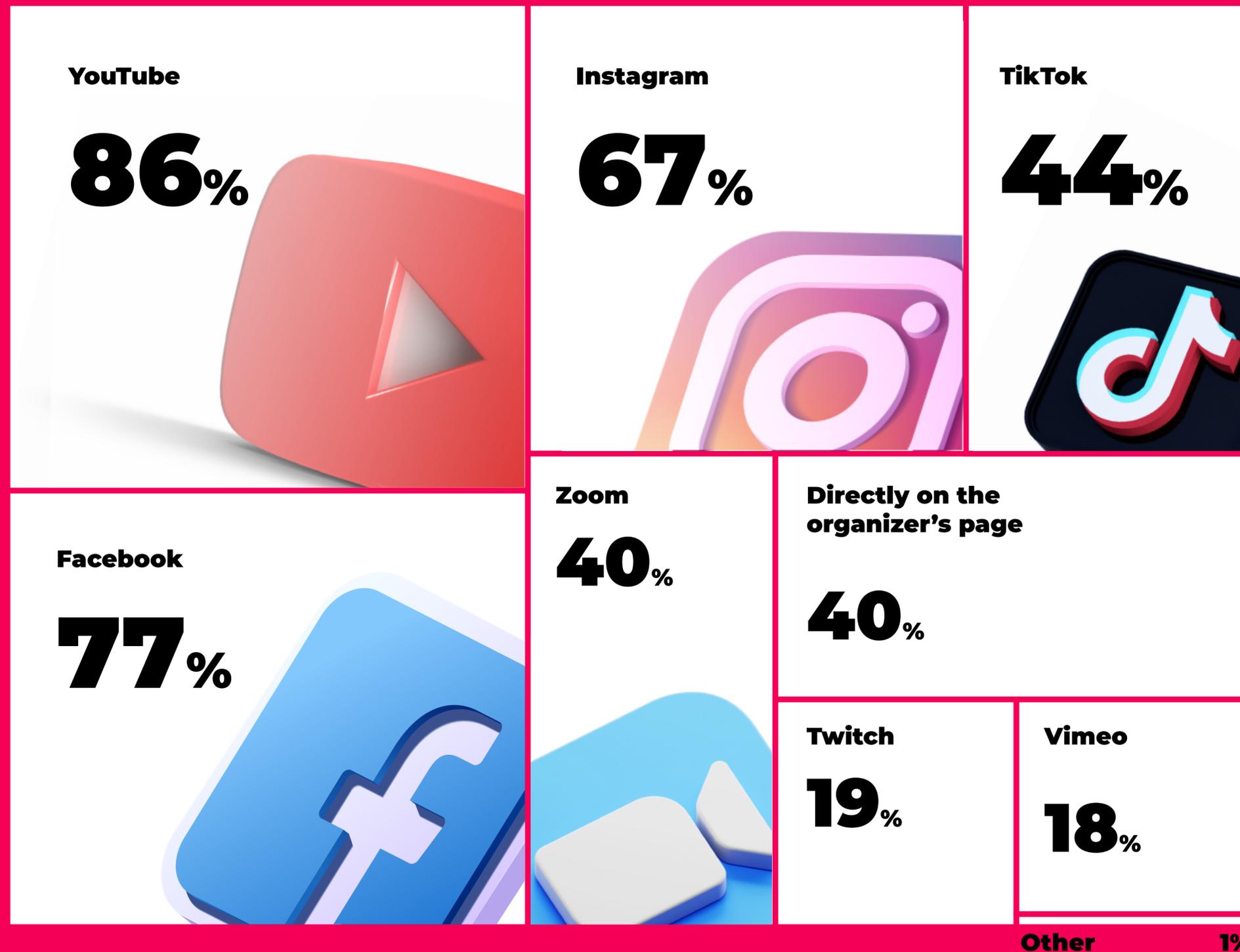# Source of Awareness for Live Streaming Events

Social networks are the main source of information about live streaming.

Friends and invitations on e-mail are the most common sources of information on live streaming for people over 55 y.o..

Other media channels (TV, radio)
37%

Organizer's website
51%

Social networks
87%

Invitation via e-mail
52%

Friends/ acquaintances
67%

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Most Used Platforms for Live Streaming

The most used platform for live streaming is YouTube, followed by Facebook and Instagram. TikTok and Zoom are two promising live streaming.

YouTube

86%

Instagram

67%

TikTok

44%

Facebook

77%

Zoom

40%

Directly on the organizer's page

40%

Twitch

19%

Vimeo

18%

Other 1%

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Social Media used for E-commerce

The tag function used by brands for E-commerce is appreciated by people, being considered useful, reducing the search time and giving all the details about the price without accessing the website.

%

	Totally agree	Agree		Neutral	Disagree	Totally Disagree

I find the tag function of a product useful, which takes me directly to the online store page
Totally agree: 32 | Agree: 46 | Neutral: 17 | Disagree: 1 | Totally Disagree: 3

I like the product the tag function because I can see the price before accessing the online store
Totally agree: 32 | Agree: 48 | Neutral: 15 | Disagree: 3 | Totally Disagree: 3

I prefer the product tag function, because it reduces the search time of the desired product in the online store
Totally agree: 26 | Agree: 46 | Neutral: 21 | Disagree: 3 | Totally Disagree: 4

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
Totally agree: 23 | Agree: 36 | Neutral: 24 | Disagree: 6 | Totally Disagree: 12

I follow the pages of brands/ influencers that use the tag function of the products they promote
Totally agree: 20 | Agree: 37 | Neutral: 28 | Disagree: 9 | Totally Disagree: 6

Now I can buy products directly from the Instagram page, without having to go to the online store
Totally agree: 17 | Agree: 31 | Neutral: 31 | Disagree: 6 | Totally Disagree: 14

I shop on pages like Facebook Market Place, Facebook shops
Totally agree: 17 | Agree: 33 | Neutral: 23 | Disagree: 12 | Totally Disagree: 16

When I click on a product tagged on social networks, most of the time I buy it
Totally agree: 12 | Agree: 23 | Neutral: 35 | Disagree: 17 | Totally Disagree: 14
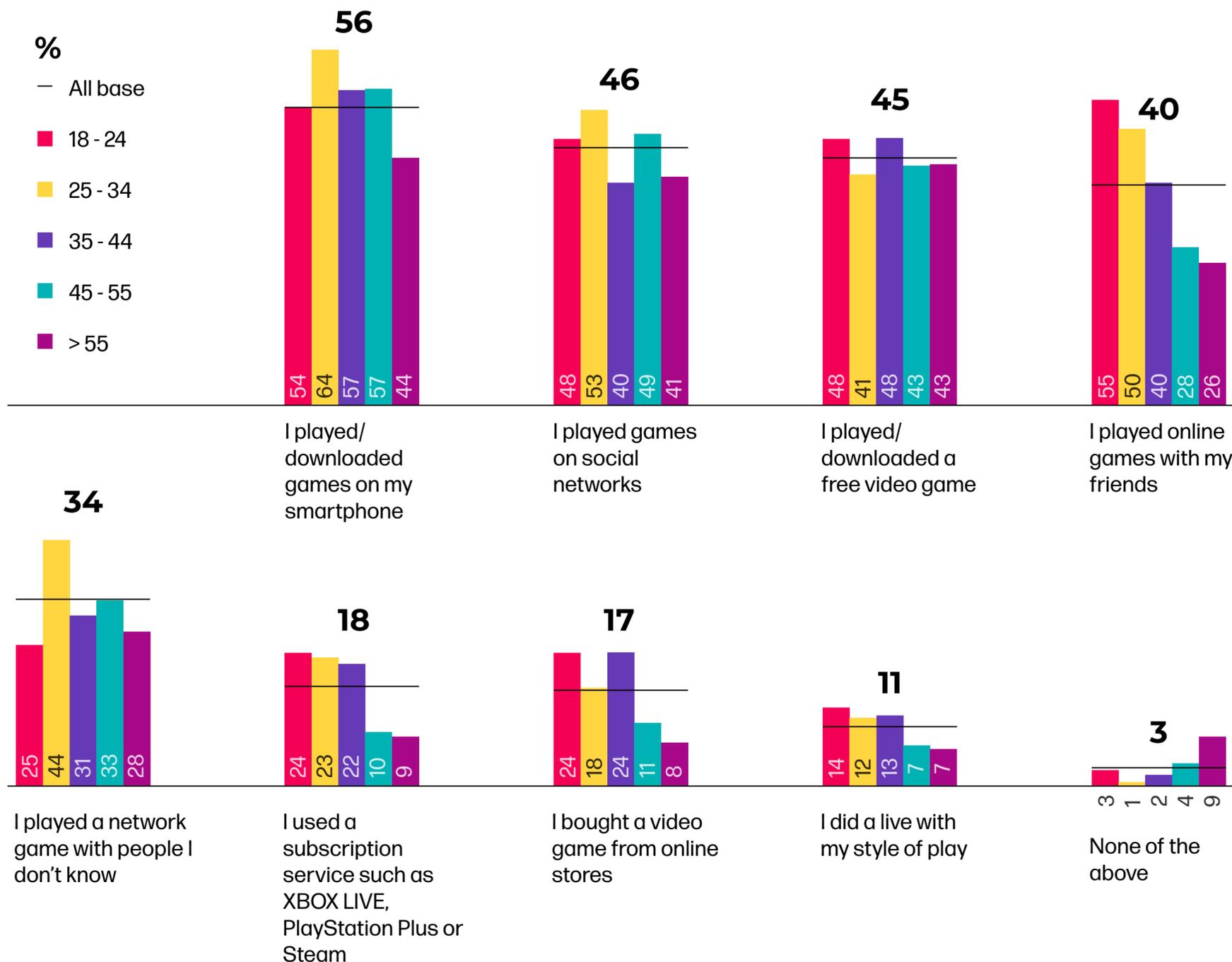
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Gaming Activities
Split by age

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.

%
— All base
■ 18 - 24
■ 25 - 34
■ 35 - 44
■ 45 - 55
■ > 55

56
54	64	57	57	44

I played/ downloaded games on my smartphone

46
| 48 | 53 | 40 | 49 | 41 |

I played games on social networks

45
| 48 | 41 | 48 | 43 | 43 |

I played/ downloaded a free video game

40
| 55 | 50 | 40 | 28 | 26 |

I played online games with my friends

34
| 25 | 44 | 31 | 33 | 28 |

I played a network game with people I don't know

18
| 24 | 23 | 22 | 10 | 9 |

I used a subscription service such as XBOX LIVE, PlayStation Plus or Steam

17
| 24 | 18 | 24 | 11 | 8 |

I bought a video game from online stores

11
| 14 | 12 | 13 | 7 | 7 |

I did a live with my style of play

3
| 3 | 1 | 2 | 4 | 9 |

None of the above
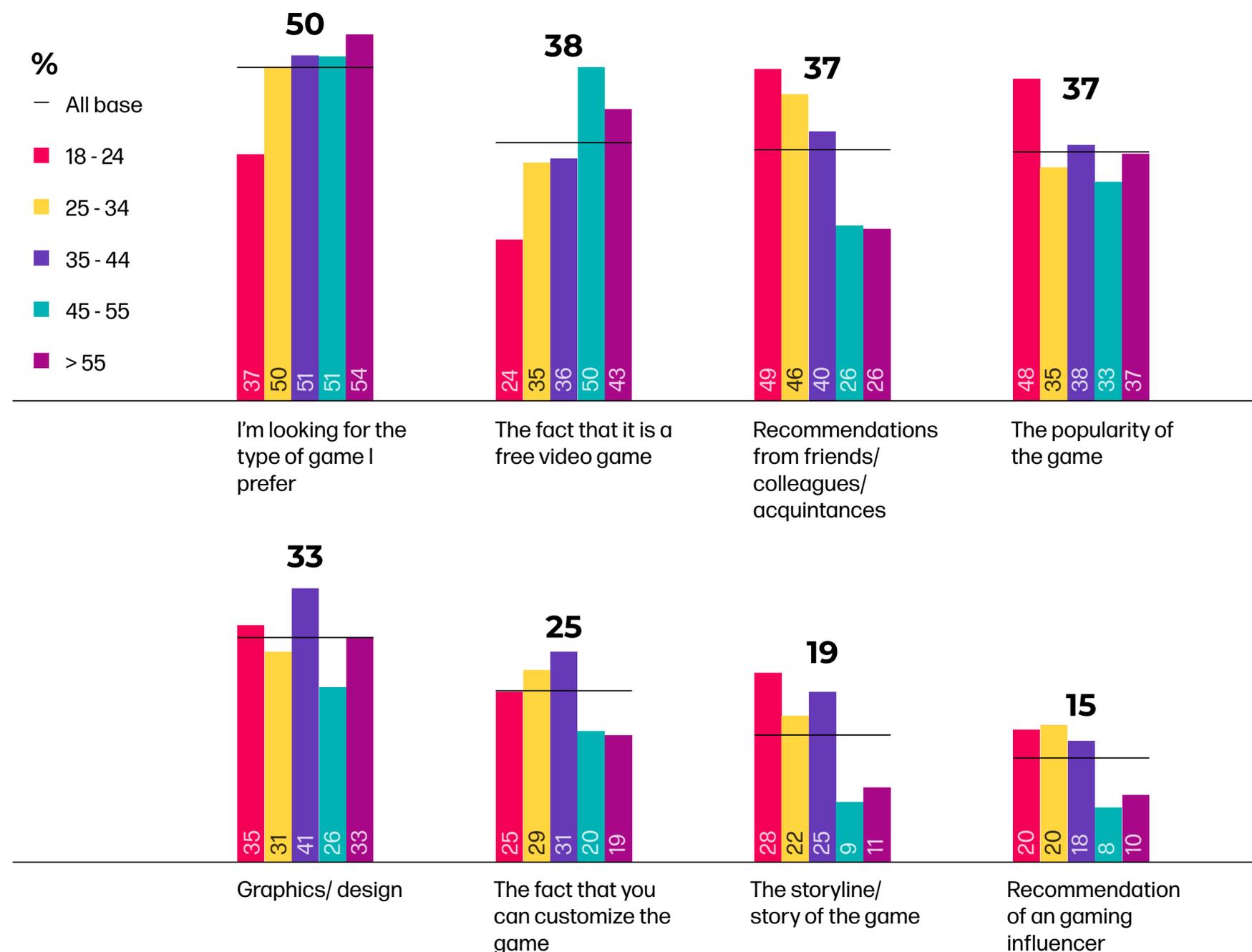
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Main Drivers in trying/searching a Video Game
Split by age

People aged between 45 – 55 y.o. are looking for free video games, while those between 35 and 44 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..

%
— All base
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 55
- > 55

50
I'm looking for the type of game I prefer
37 50 51 51 54

38
The fact that it is a free video game
24 35 36 50 43

37
Recommendations from friends/ colleagues/ acquintances
49 46 40 26 26

37
The popularity of the game
48 35 38 33 37

33
Graphics/ design
35 31 41 26 33

25
The fact that you can customize the game
25 29 31 20 19

19
The storyline/ story of the game
28 22 25 9 11

15
Recommendation of an gaming influencer
20 20 18 8 10
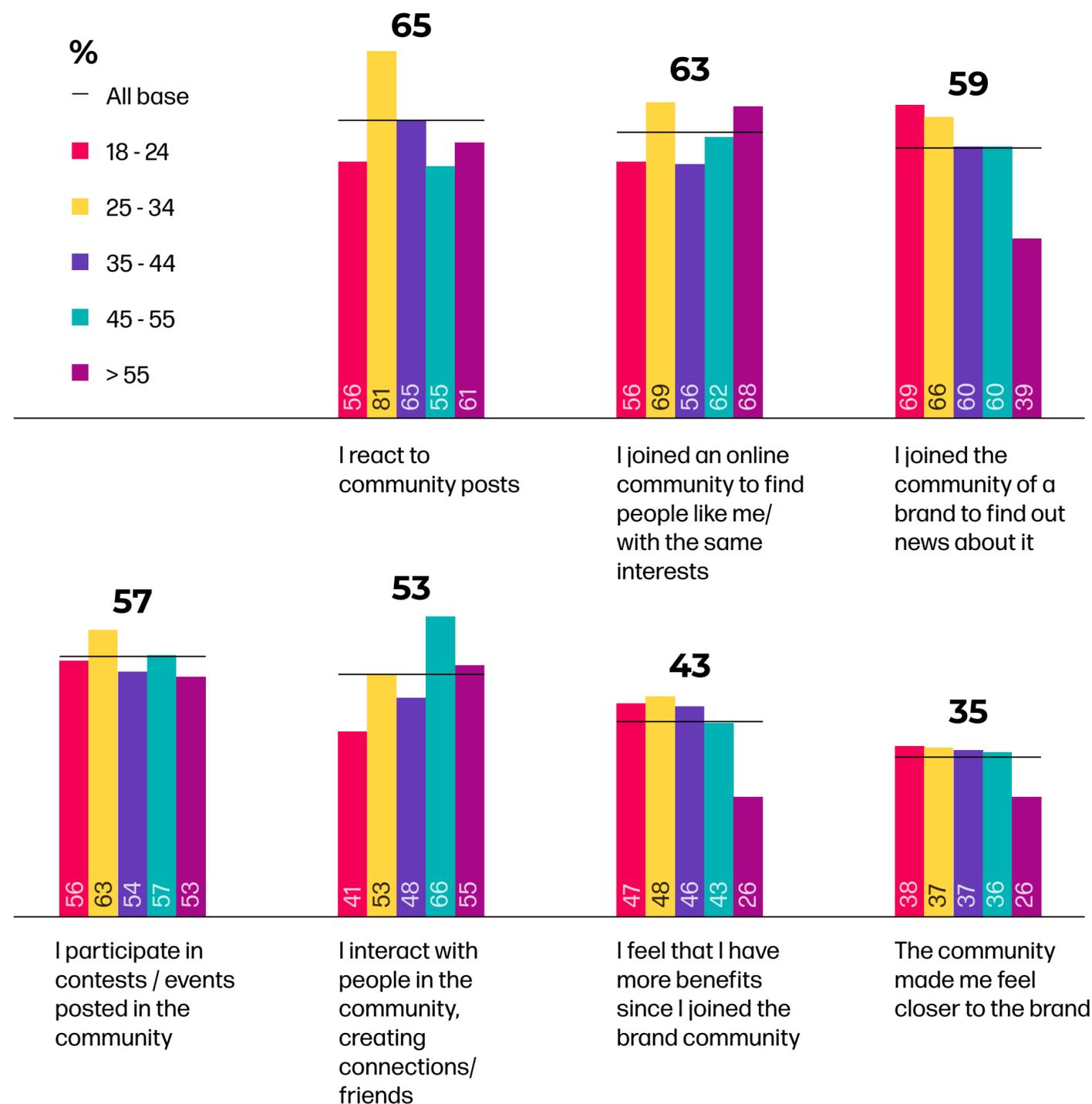
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Activities inside an Online Community
Split by age

Young people (18 – 24 y.o.) joined brand communities from curiosity, but it made them feel closer to the brand.

People aged between 25 and 34 y.o. are the most active inside online communities, reacting to posts, finding people with the same interests and participating in contests and events.

Connections are created in communities by people with ages between 45 and 55 y.o..

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%
— All base
■ 18 - 24
■ 25 - 34
■ 35 - 44
■ 45 - 55
■ > 55

65
I react to community posts
56 | 81 | 65 | 55 | 61

63
I joined an online community to find people like me/ with the same interests
56 | 69 | 56 | 62 | 68

59
I joined the community of a brand to find out news about it
69 | 66 | 60 | 60 | 39

57
I participate in contests / events posted in the community
56 | 63 | 54 | 57 | 53

53
I interact with people in the community, creating connections/ friends
41 | 53 | 48 | 66 | 55

43
I feel that I have more benefits since I joined the brand community
47 | 48 | 46 | 43 | 26

35
The community made me feel closer to the brand
38 | 37 | 37 | 36 | 26

Local Targeting

When asked, 52% of people interviewed said that they use the functions of the applications to search for events in their proximity.

66% of those who use the local targeting function find it useful.

Local Targeting Usage

Yes
52%

No
48%

Local Targeting Utility
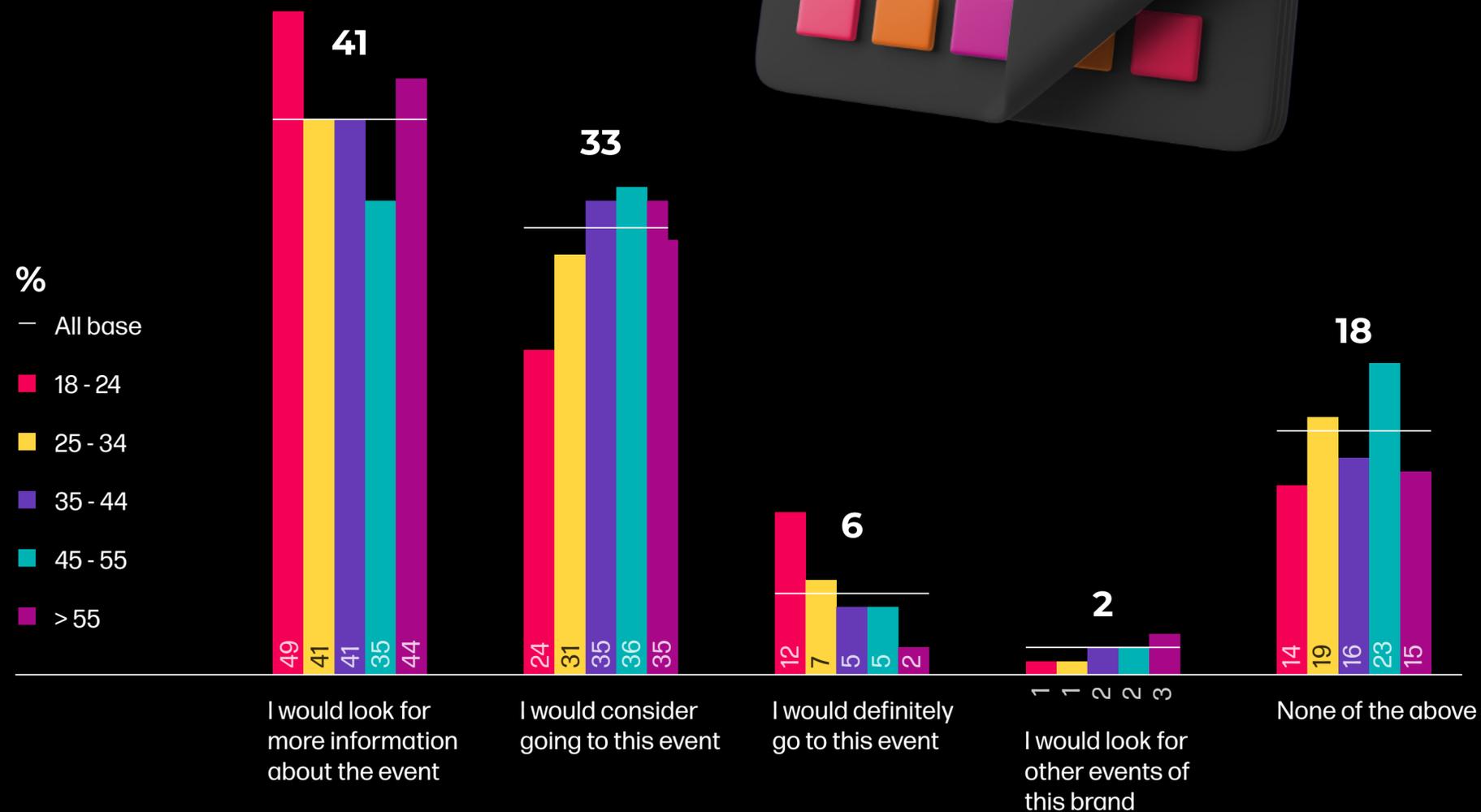
Very useful
33%

Useful
33%

So and so
26%

Not very useful 5%

Not at all useful 2%

I don't know 1%

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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.

%
— All base
■ 18 - 24
■ 25 - 34
■ 35 - 44
■ 45 - 55
■ > 55

41
49 41 41 35 44
I would look for more information about the event

33
24 31 35 36 35
I would consider going to this event

6
12 7 5 5 2
I would definitely go to this event

2
1 1 2 2 3
I would look for other events of this brand

18
14 19 16 23 15
None of the above

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Family Co-Viewing

In the past year, urban internet users watched TV/online videos with their family, becoming a habit which brought them closer.

%

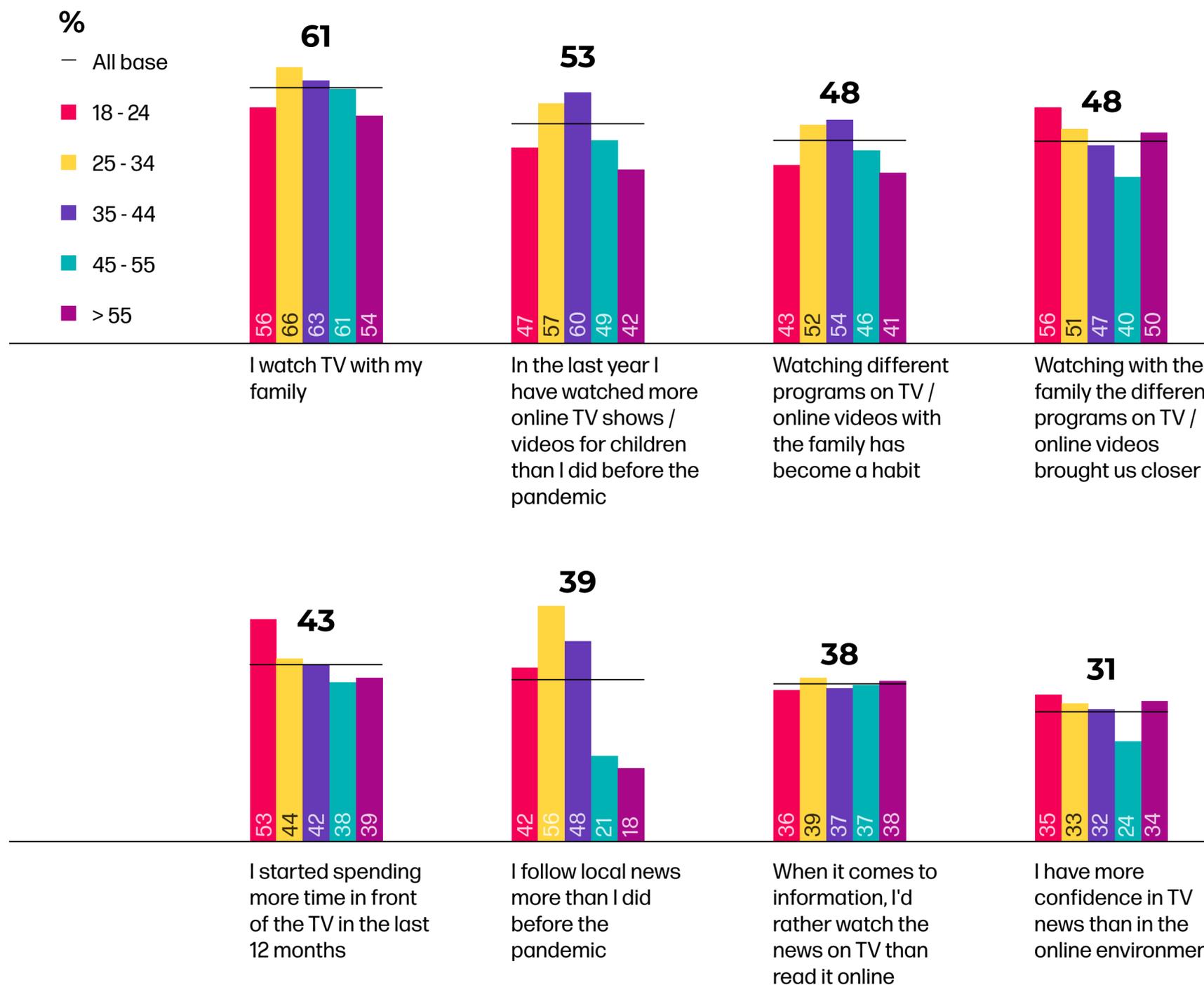|	Totally agree	Agree	Neutral	Disagree	Totally Disagree	Not applicable
I watch TV with my family	21	40	24	5	4	6
Watching different programs on TV / online videos with the family has become a habit	15	37	30	8	5	5
Watching with the family the different programs on TV / online videos brought us closer	14	34	35	5	6	5
I follow local news more than I did before the pandemic	14	34	34	10	5	
I started spending more time in front of the TV in the last 12 months	14	29	32	14	9	
In the last year I have watched more online TV shows / videos for children than I did before the pandemic	15	23	28	13	12	9
When it comes to information, I'd rather watch the news on TV than read it online	12	26	36	16	9	
I have more confidence in TV news than in the online environment	10	21	44	12	10	

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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.

%
— All base
■ 18 - 24
■ 25 - 34
■ 35 - 44
■ 45 - 55
■ > 55

61
56 66 63 61 54
I watch TV with my family

53
47 57 60 49 42
In the last year I have watched more online TV shows / videos for children than I did before the pandemic

48
43 52 54 46 41
Watching different programs on TV / online videos with the family has become a habit

48
56 51 47 40 50
Watching with the family the different programs on TV / online videos brought us closer

43
53 44 42 38 39
I started spending more time in front of the TV in the last 12 months

39
42 56 48 21 18
I follow local news more than I did before the pandemic

38
36 39 37 37 38
When it comes to information, I'd rather watch the news on TV than read it online

31
35 33 32 24 34
I have more confidence in TV news than in the online environment

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