

INTERNET CONSUMPTION during Summer Days AMONG ADULT URBAN ONLINE USERS

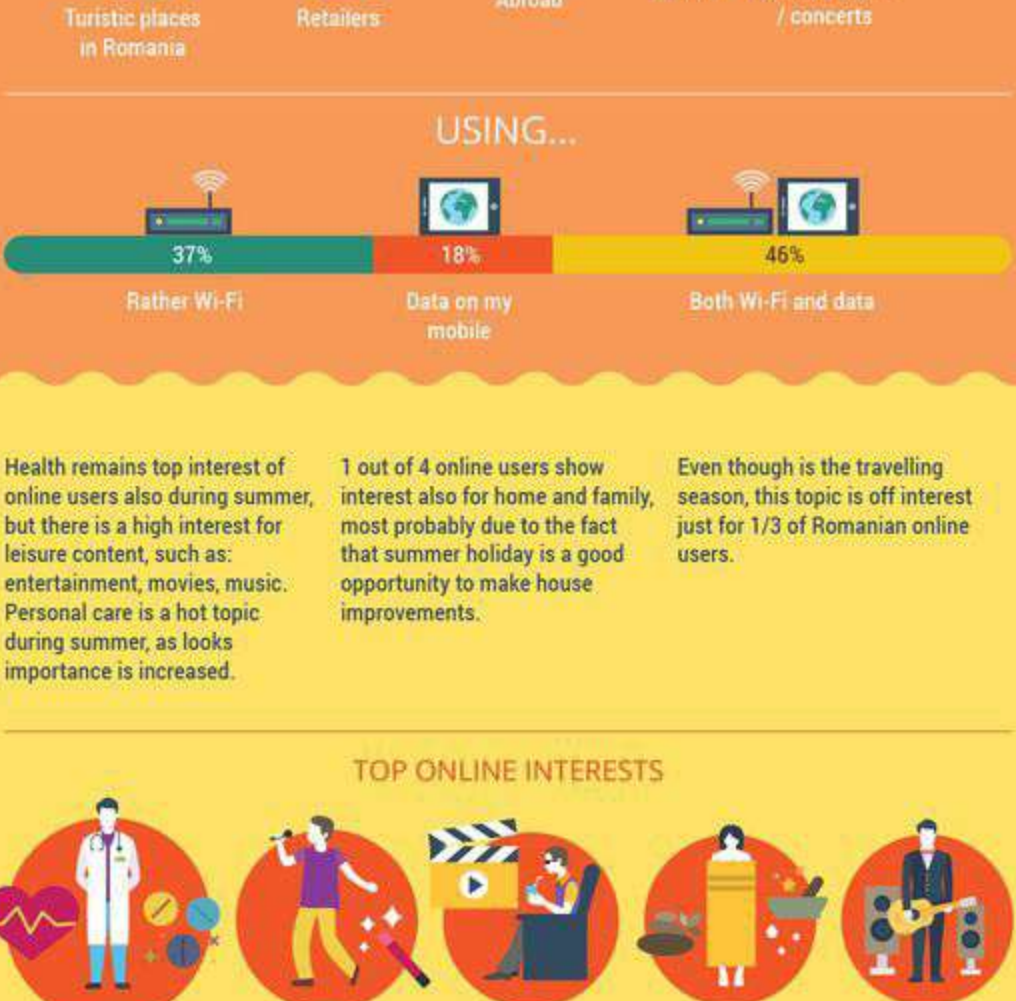
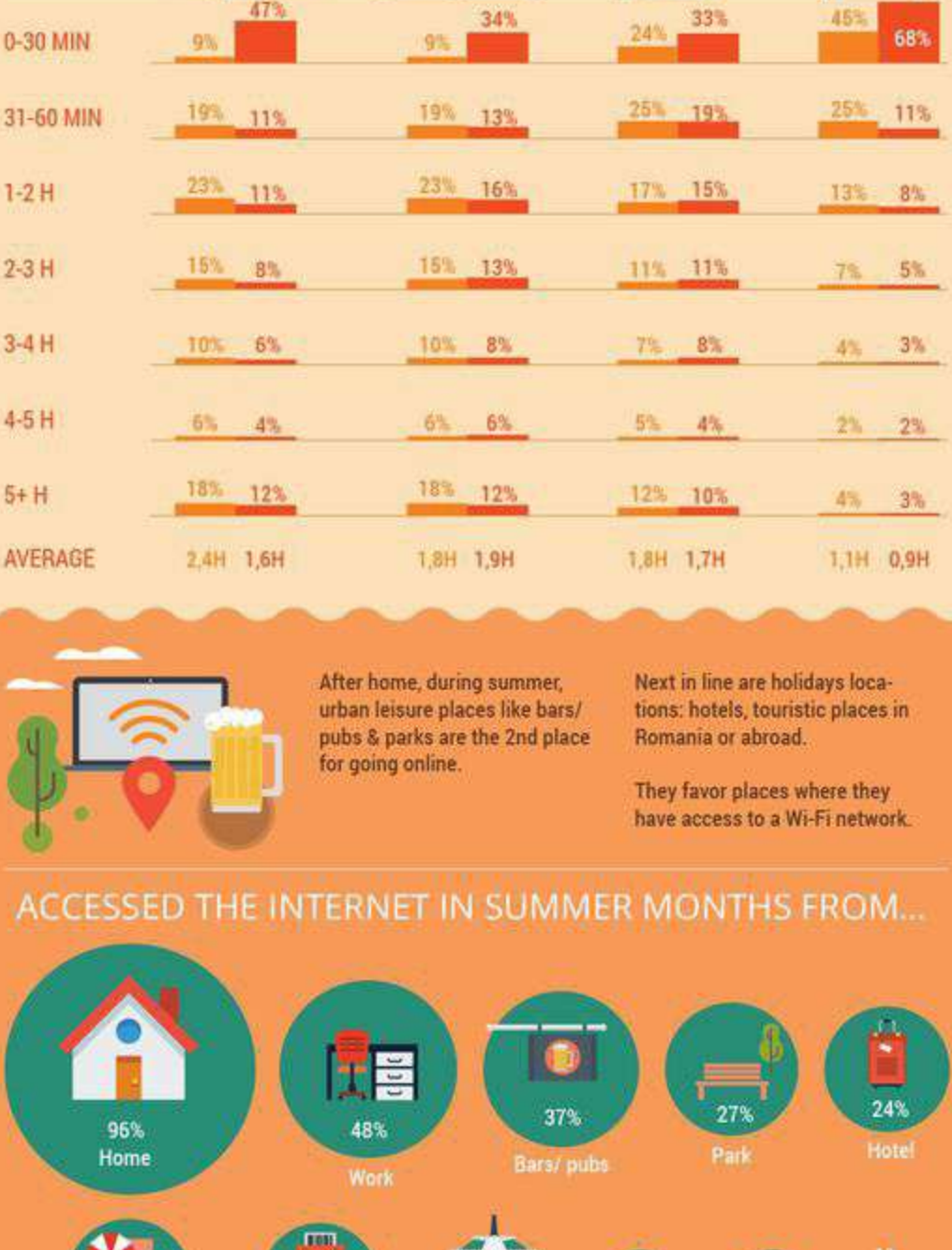
Internet usage during summer

In the morning, up to 9 am, main device for online consumption is mobile, both during weekdays and weekends.

Computers are highly consumed during daytime, most probably at work, but during weekends, people are browsing internet from PC also in the evening.

The mobile phone is always on, regardless of time or day of the week.

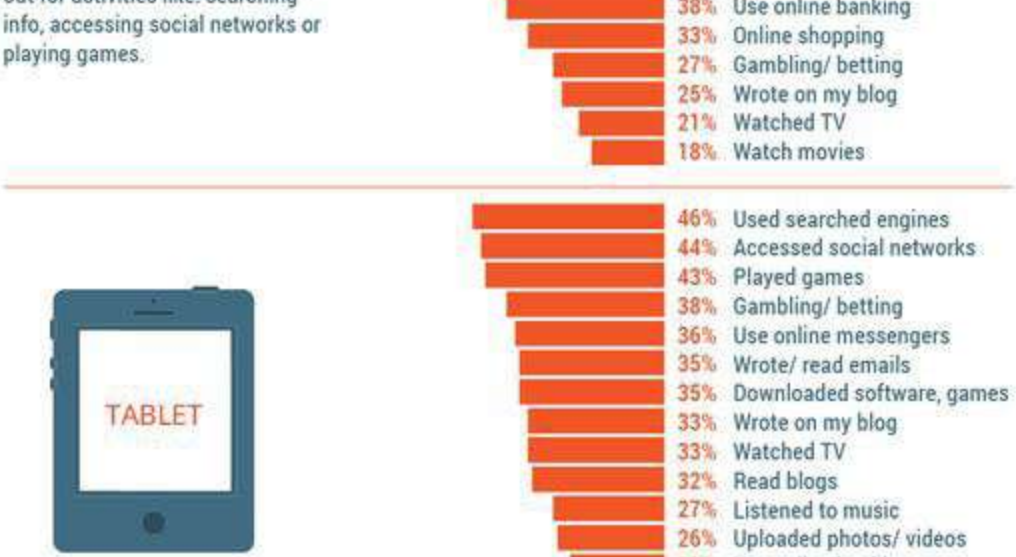
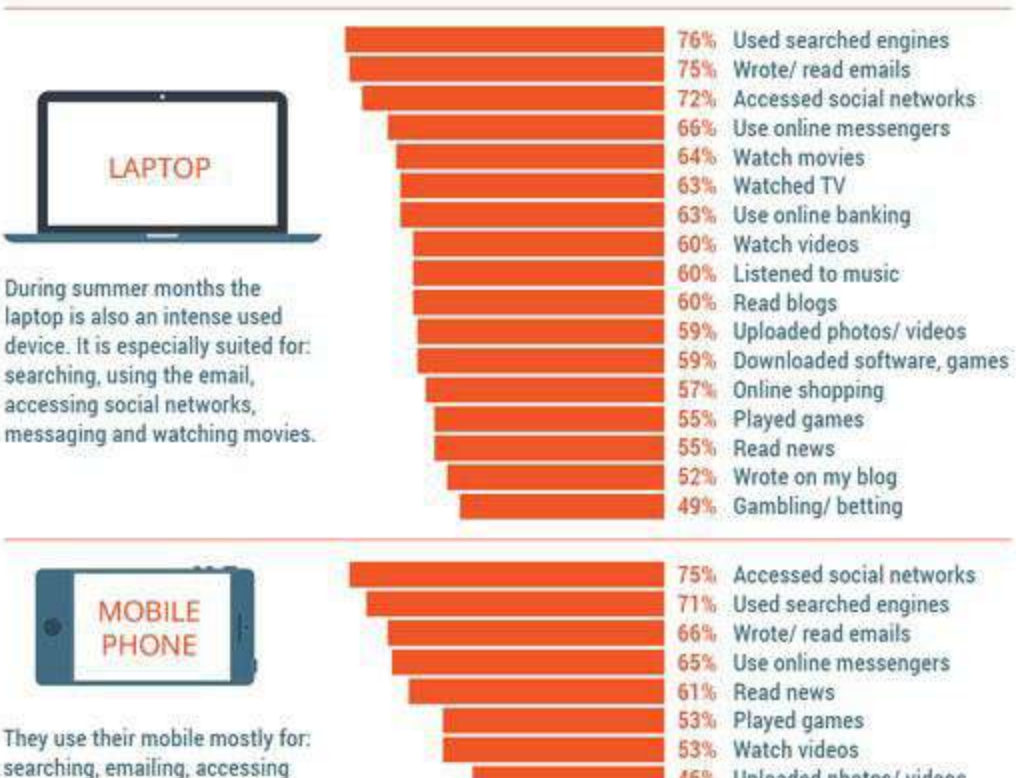
Online consumption from all mobile devices is highly increased in the evening, probably for relaxation purposes.



After home, during summer, urban leisure places like bars/pubs & parks are the 2nd place for going online.

Next in line are holidays locations: hotels, touristical places in Romania or abroad.

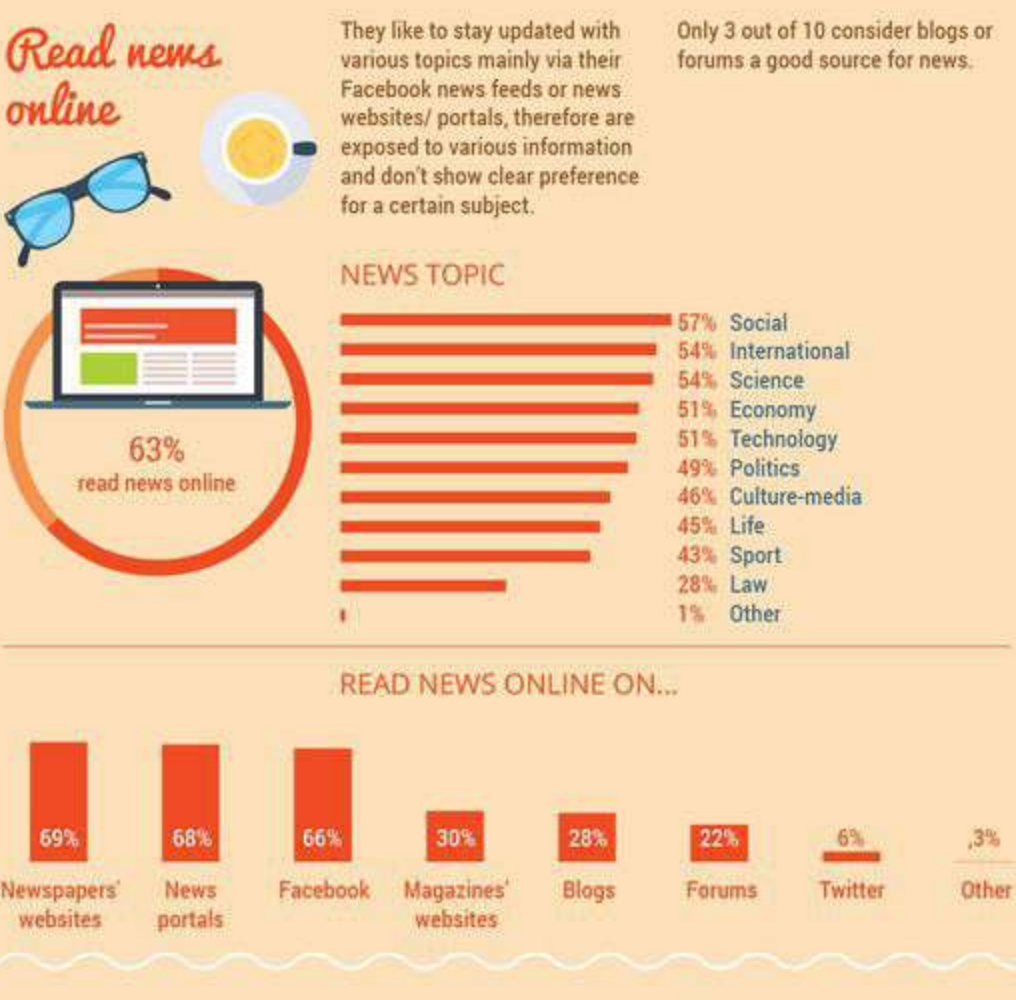
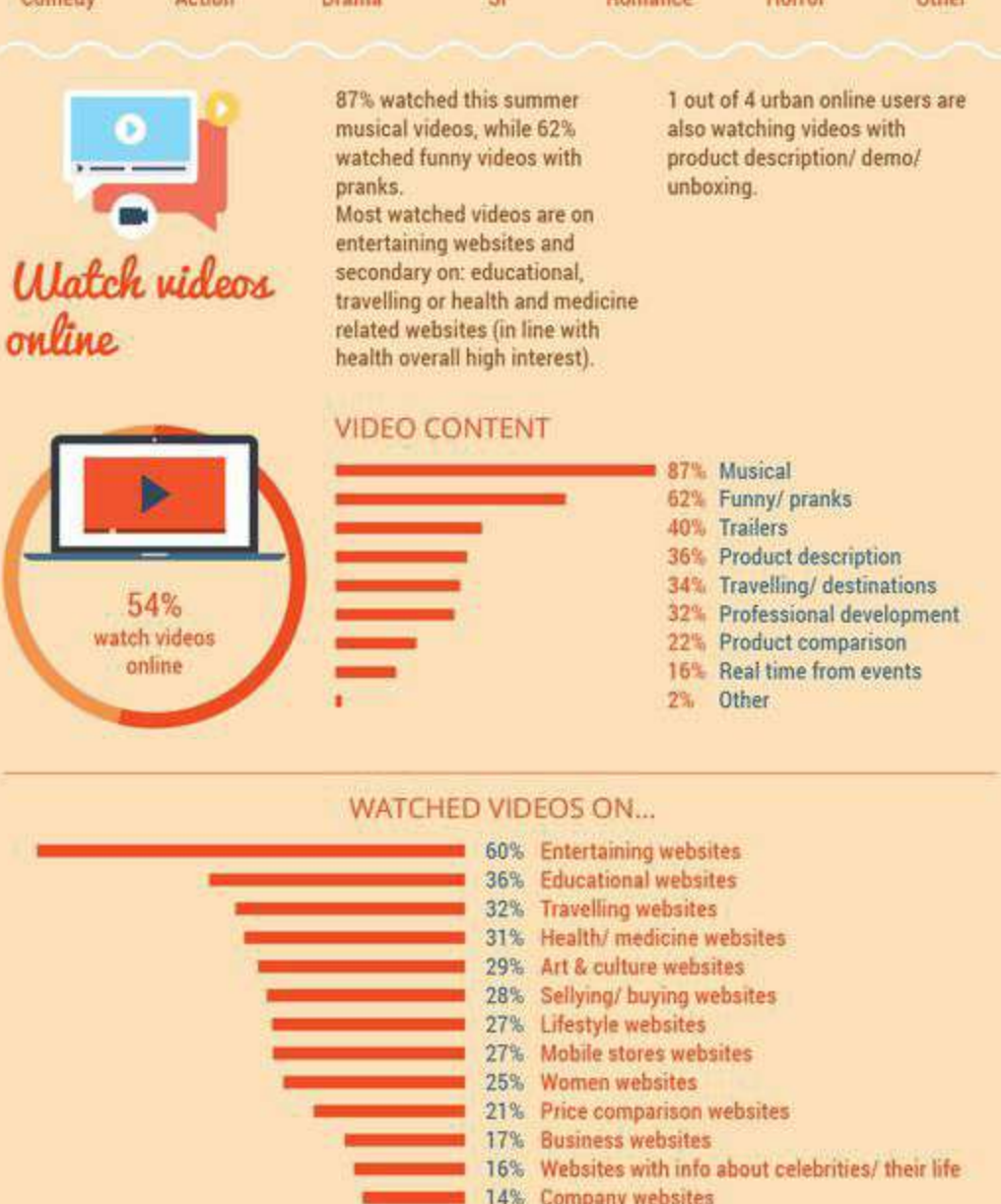
They favor places where they have access to a Wi-Fi network.



Health remains top interest of online users also during summer, but there is a high interest for leisure content, such as: entertainment, movies, music. Personal care is a hot topic during summer, as looks importance is increased.

1 out of 4 online users show interest also for home and family, most probably due to the fact that summer holiday is a good opportunity to make house improvements.

Even though is the travelling season, this topic is off interest just for 1/3 of Romanian online users.



Watch movies online

65% of those that watch movies online watch comedies. 59% watch action and 35% watch drama, similar to their normal behavior.

During summer days online users are more likely to follow SF movies than normally and less open to watching romance, probably also due to the available movies in the cinemas.

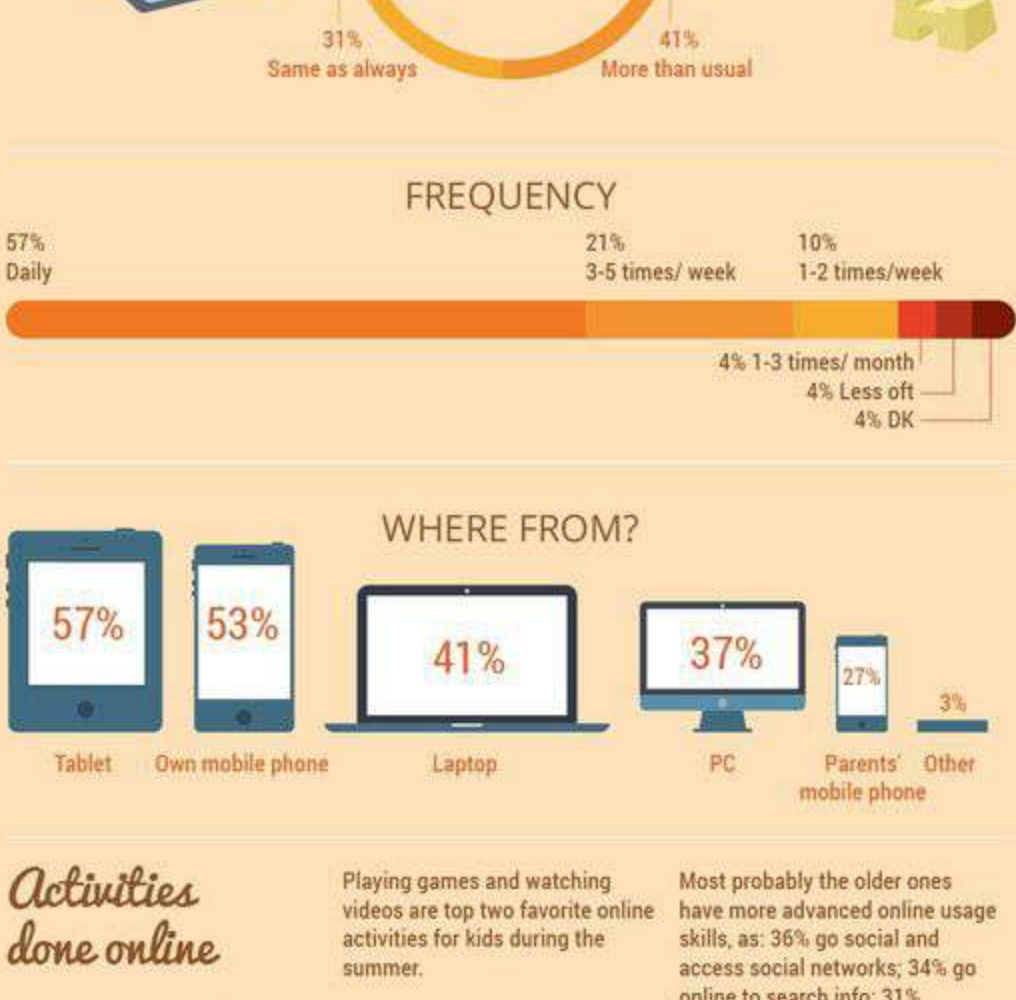
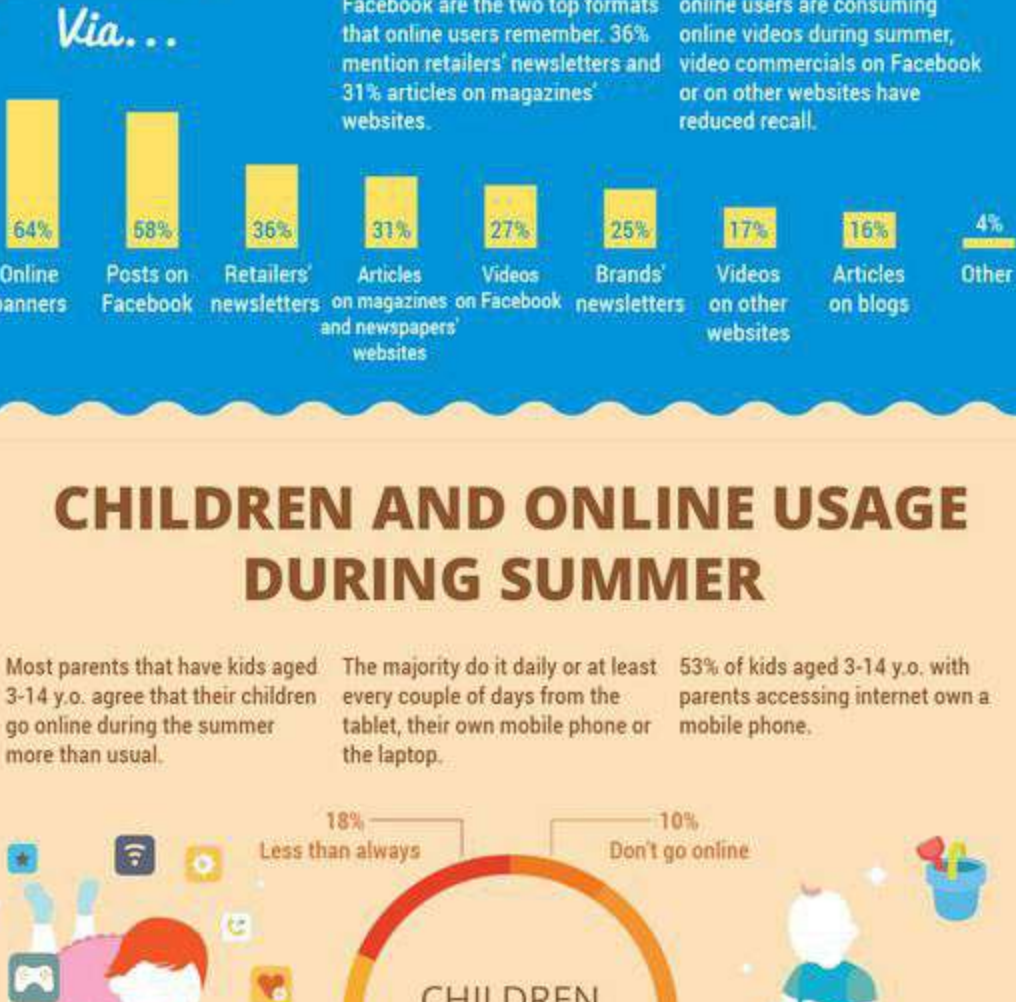
86% prefer watching the movies for free on Romanian websites.



Watch videos online

87% watched this summer musical videos, while 62% watched funny videos with pranks. Most watched videos are on entertaining websites and secondary on: educational, travelling or health and medicine related websites (in line with health overall high interest).

1 out of 4 urban online users are also watching videos with product description/ demo/unboxing.



Read news online

They like to stay updated with various topics mainly via their Facebook news feeds or news websites/portals, therefore are exposed to show clear preference and don't show clear preference for a certain subject.

Only 3 out of 10 consider blogs or forums a good source for news.

Online shopping

Clothes, electronics and personal care are top categories bought online during summer months. Secondary, they also buy IT&C products, shoes and HH appliances.

Online booking of summer holidays or sun in activities is still an emerging behavior, performed by just 3 out of 10 Romanians.

Mobile activities during summer months

Being connected seems to be the most important need of online users during the summer months. Their mobile phone is used mostly for social media apps, messaging or GPS.

Secondary their phone is also a good mean for staying up-to-date, looking for good going out places and for being entertained.

At the opposite end are apps for: fitness, transport, productivity or educational.

ON VACATION

6 out of 10 adult online users were on holiday this summer, the majority of them spent their free days in Romania.

7 out of 10 adult internet users went online several times per day, mostly from their hotel room.

They've also accessed the net from restaurants or from the beach/ on the mountain.

Apps used during holidays

Weather and GPS apps are top two most used mobile apps during the holidays, followed by news apps, music, games and photo apps.

Specialized apps, like those for productivity, fitness, business, finance or even nutrition are not very used by online users during their holidays, probably because they want to relax and forget about taxes, diets or other rules that they normally care for.

SUMMER CAMPAIGNS

Campaigns seen online this summer

Beer, ice-cream, mobile phones and accessories are top three categories for which online users remember seeing ads this summer.

Carbonated drinks, clothes and electronics also have a good awareness level.

3 out of 10 remember seeing an online ad about sun lotion or products for the beach.

Only 10% admit not being aware of any campaigns online.

CHILDREN AND ONLINE USAGE DURING SUMMER

Most parents that have kids aged 3-14 y.o. agree that their children go online during the summer more than usual.

Every couple do it daily or at least every couple of days from the tablet, their own mobile phone or the laptop.

53% of kids aged 3-14 y.o. with parents accessing internet own a mobile phone.

Activities done online

Playing