

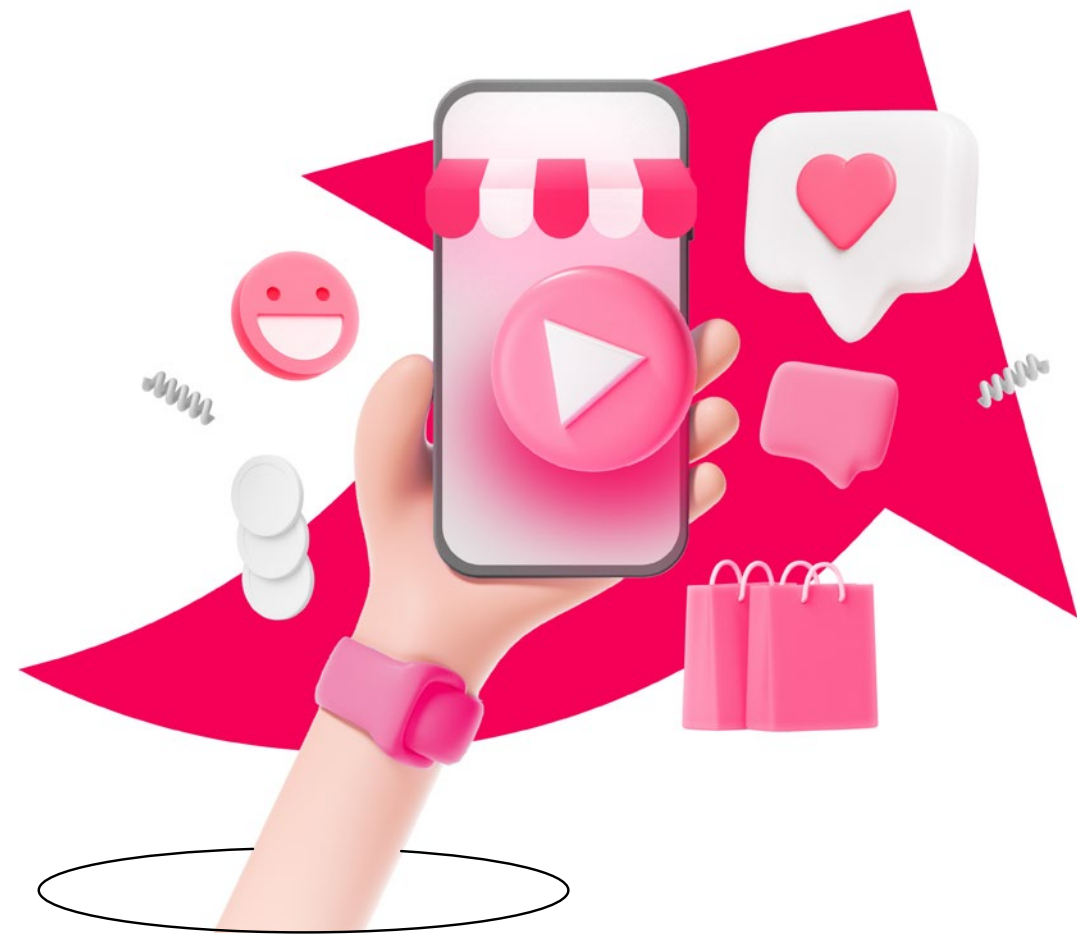
FOCUS ON

ROMANIANS NEW MEDIA ADOPTION

MAY 2025

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TREND

Evolution of Digital Activities

***More than in other years**

This wave, we notice a positive evolution in almost all online activities, with the highest increase recorded in accessing online platforms, followed by the reading the online news, then by the looking for info, other than news.

Significant increases were also recorded in accessing social networks or in online gambling.





TREND

Main Reasons for using Social Media

6 out of 10 people access social networks to fill up their spare time/ to relax, this type of activity registering a positive evolution compared to the previous waves, almost reaching the level of May 2023.

Although on a negative trend, for more than half of urban Internet users accessing social networks remains a good way to stay connected with their friends.

However, the greatest increase compared to the previous waves is noticed among those who access social networks to search for various products or brands that they want to purchase.

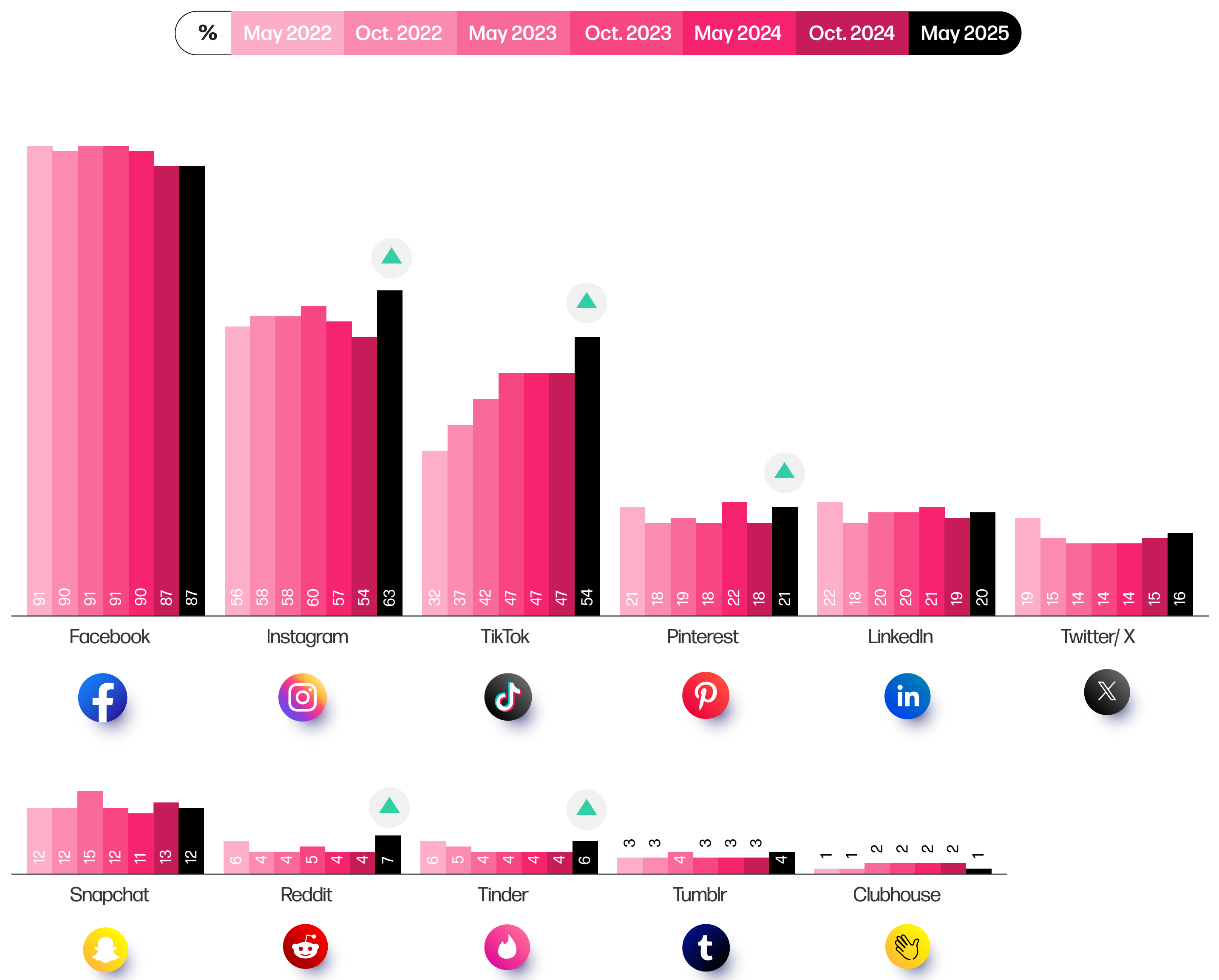


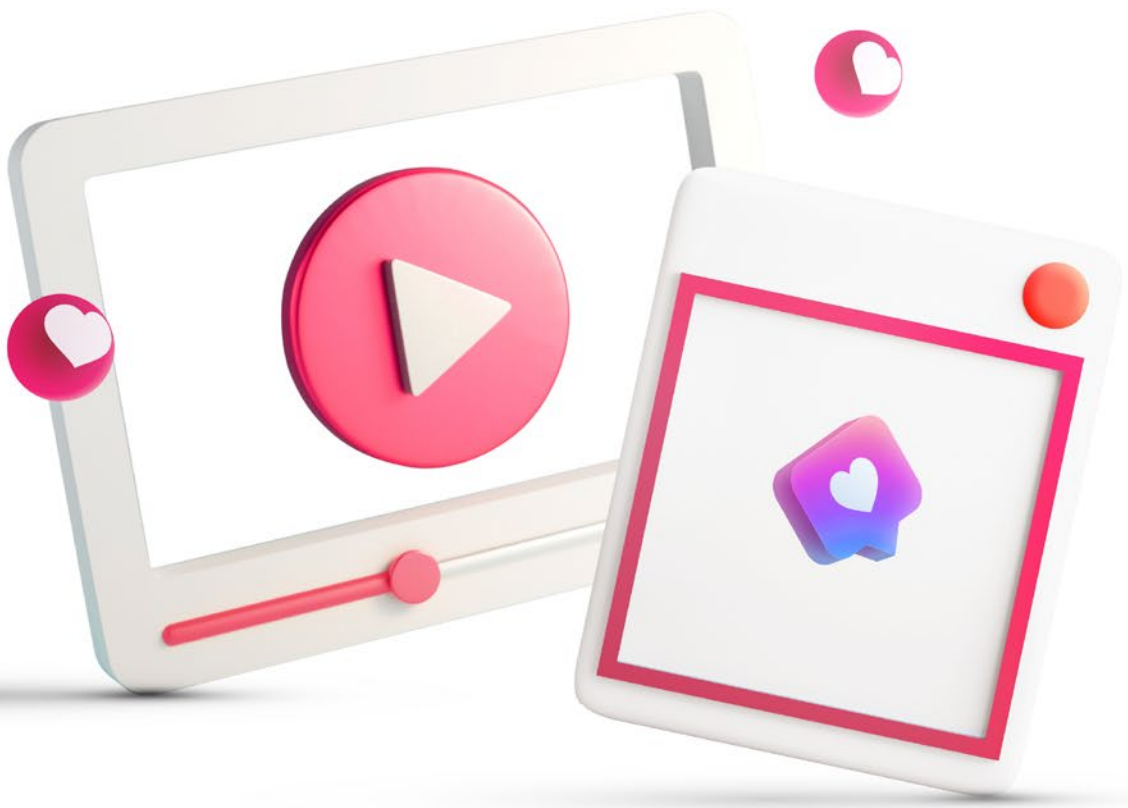


TREND

Social Media Platforms

Top 3 social media platforms remain: Facebook, Instagram and TikTok, with Instagram and TikTok recording high increases vs. the previous waves.

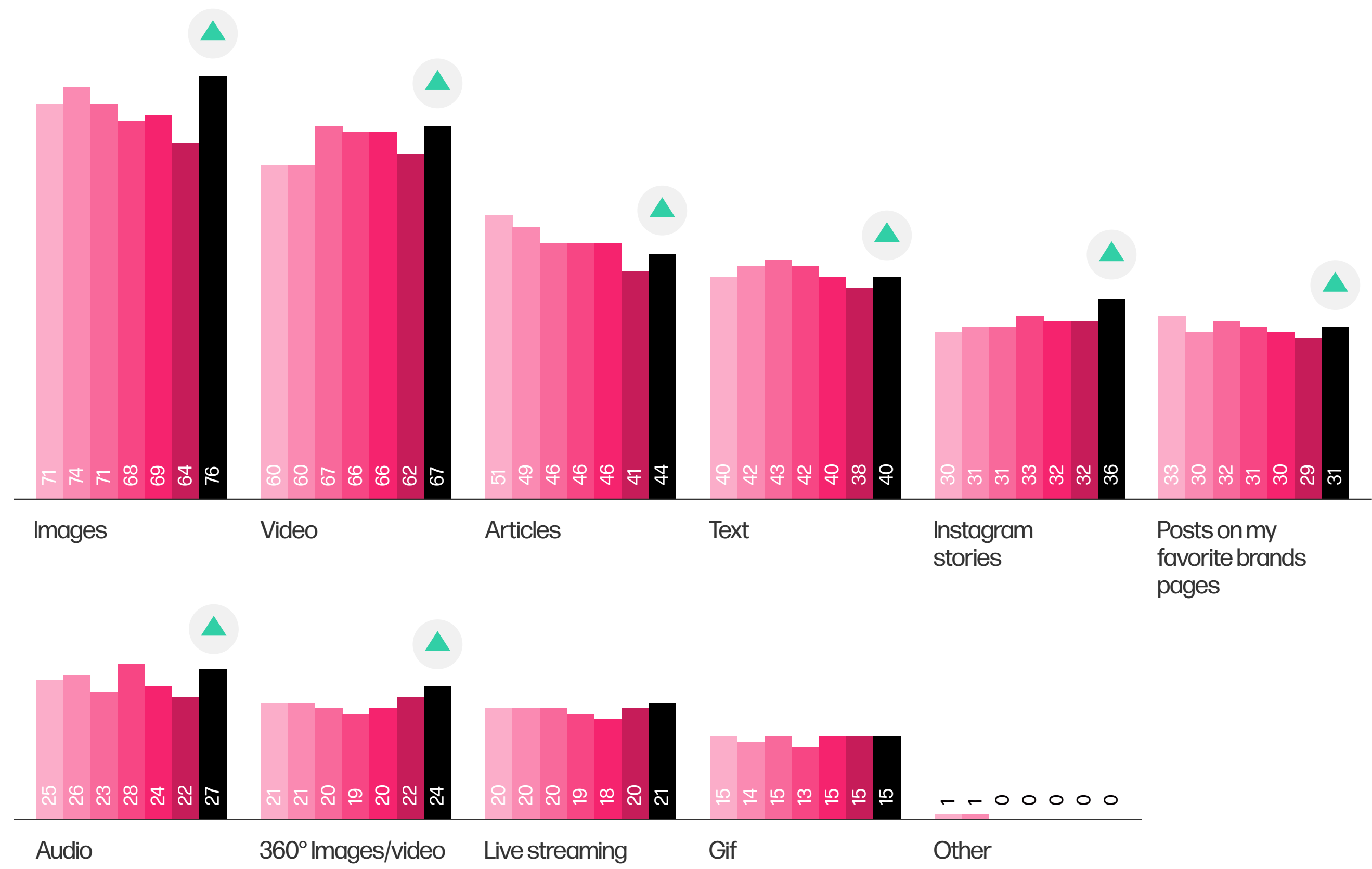




TREND

Favorite Type of Content on Social Media

Images, videos and, at distance, articles and texts remain the favorite types of content in social media, with images registering the highest increase vs previous waves.



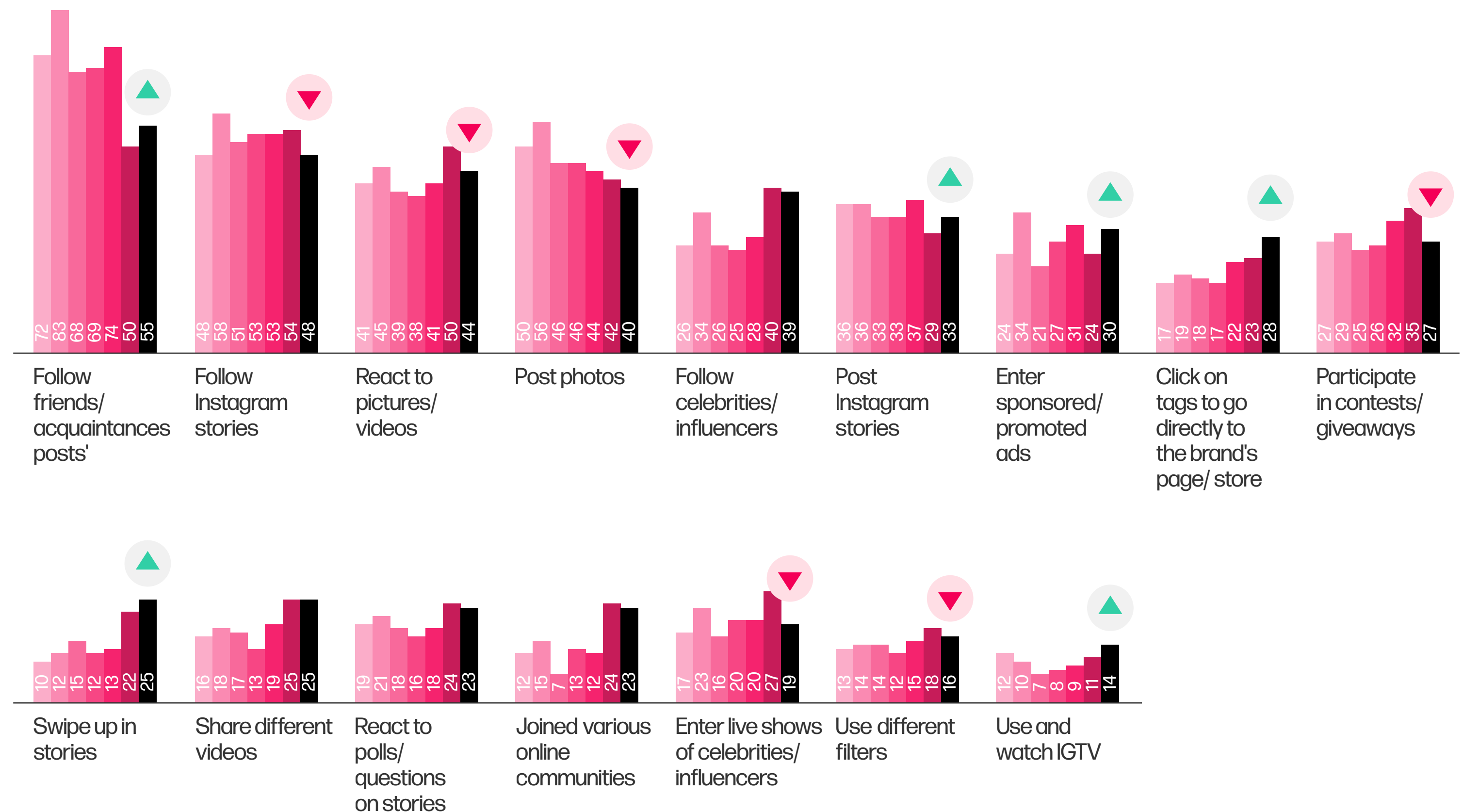


TREND

Activities on Instagram

Following friends/ acquaintances posts is the main activity on Instagram, with a positive evolution registered vs last fall wave, although still below the levels of the other previous waves.

Significant increases were recorded also on activities such as entering on sponsored/ promoted ads of their favorite brands and clicking on tags in stories/ posts to go directly to the brand's page/ store, while the highest decrease is registered in participating in contests/ giveaways, followed by entering in live shows of the celebrities/ influencers.





TREND

TikTok

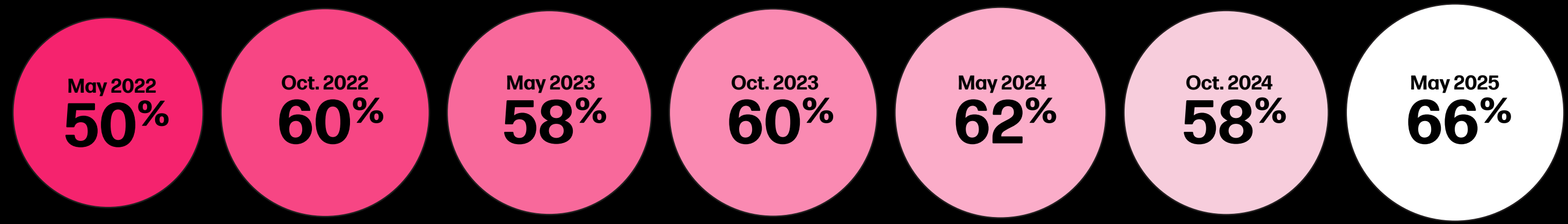
Huge increase of awareness of influencer campaigns, reaching the highest level so far.

Except DIY campaigns, all the other types of campaigns registered increases vs. the previous wave.

Most distinctive and memorable influencer campaigns were related to music, gastronomy, tourism and beauty & fashion.

%	May 2022	Oct. 2022	May 2023	Oct. 2023	May 2024	Oct. 2024	May 2025
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Influencer Campaigns on TikTok Awareness



Types of Influencers Campaigns on TikTok





TREND

Audio Content Social Media

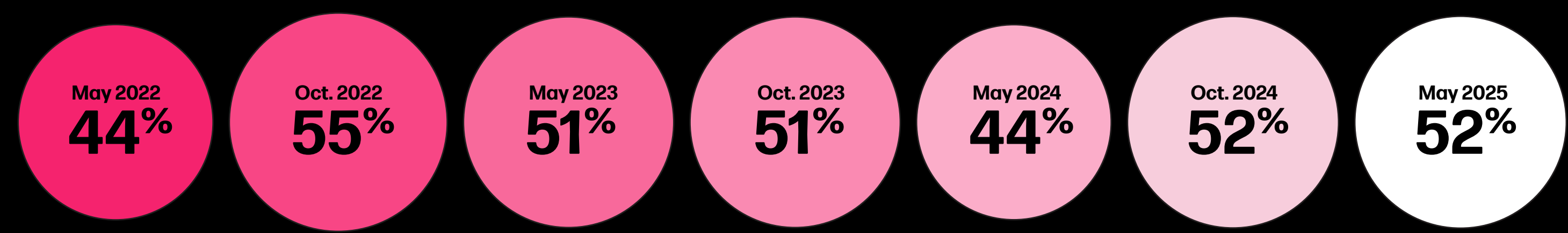
Steady evolution considering awareness of social media platforms with only audio content compared to the previous wave.

They mostly like the fact that they can have privacy and at the same time they can find useful/interesting information, but also the fact that it is a new and authentic way of relating and connecting, wishing there were as many such social platforms in our country as possible.

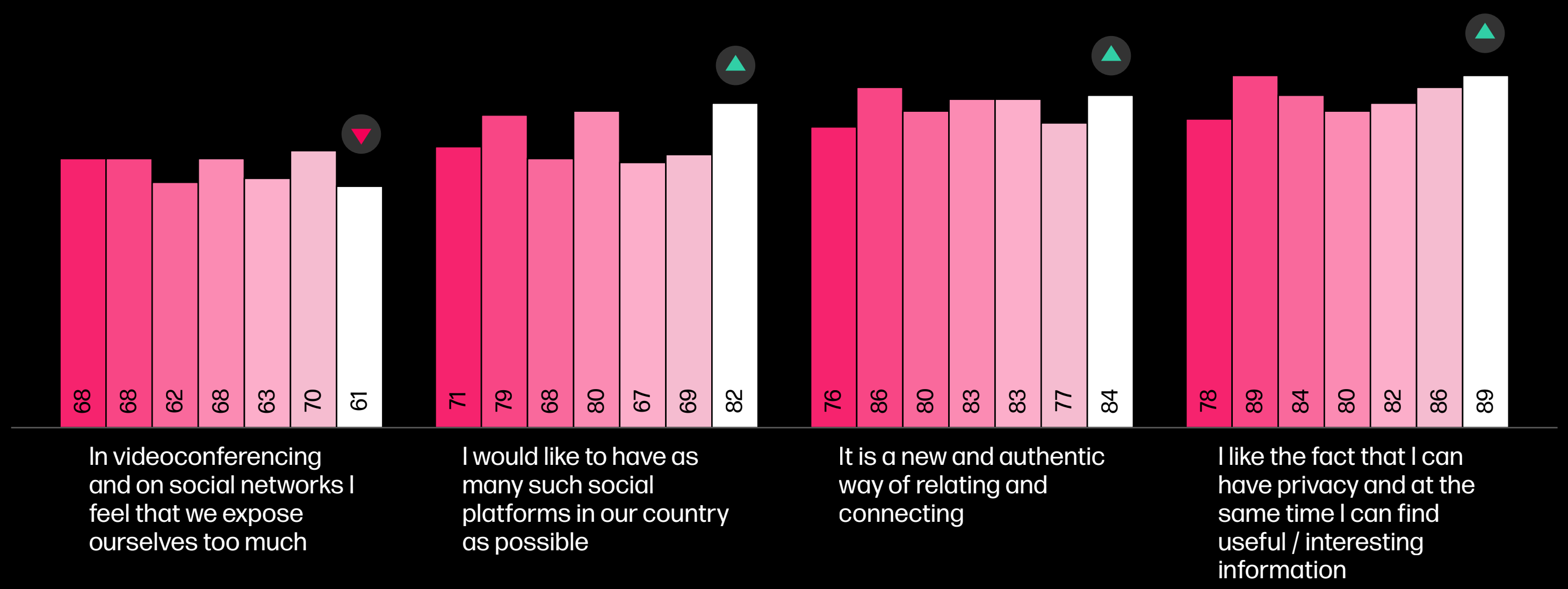
Compared to the fall wave, we observe a significant decrease among those who believe that they expose themselves too much in video conferences and on social networks.

%	May 2022	Oct. 2022	May 2023	Oct. 2023	May 2024	Oct. 2024	May 2025
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Have you heard of social platforms that only have audio content?



Perception of Audio Content Social Media T2B%



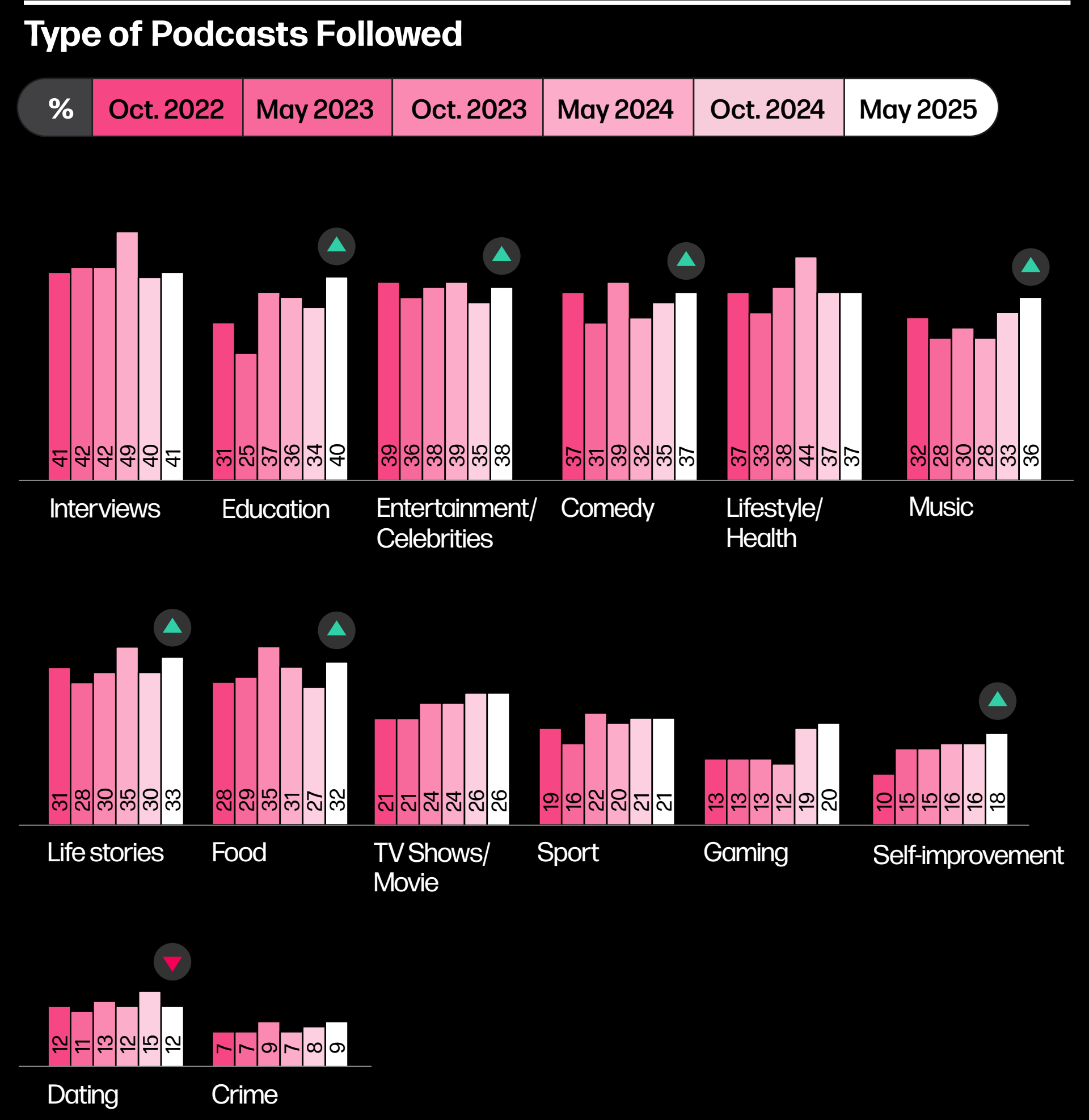
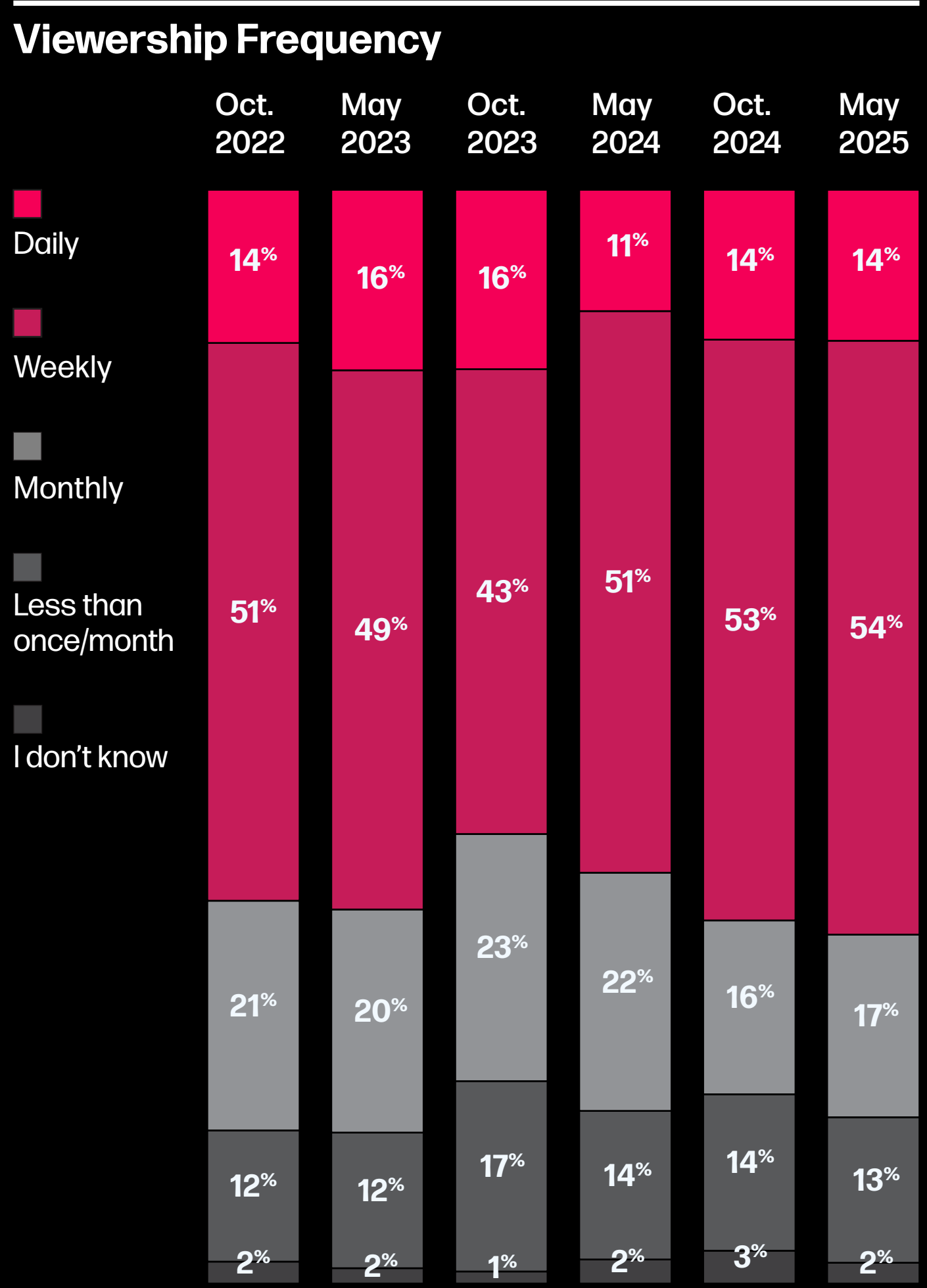


TREND

Podcast Ecosystem

The frequency of watching/ listening to podcasts is weekly for around 54% of the respondents, with no significant evolution vs the previous wave.

They like mostly to follow interviews, education, entertainment/ celebrities, comedy, lifestyle/ health and music.





TREND

Metaverse

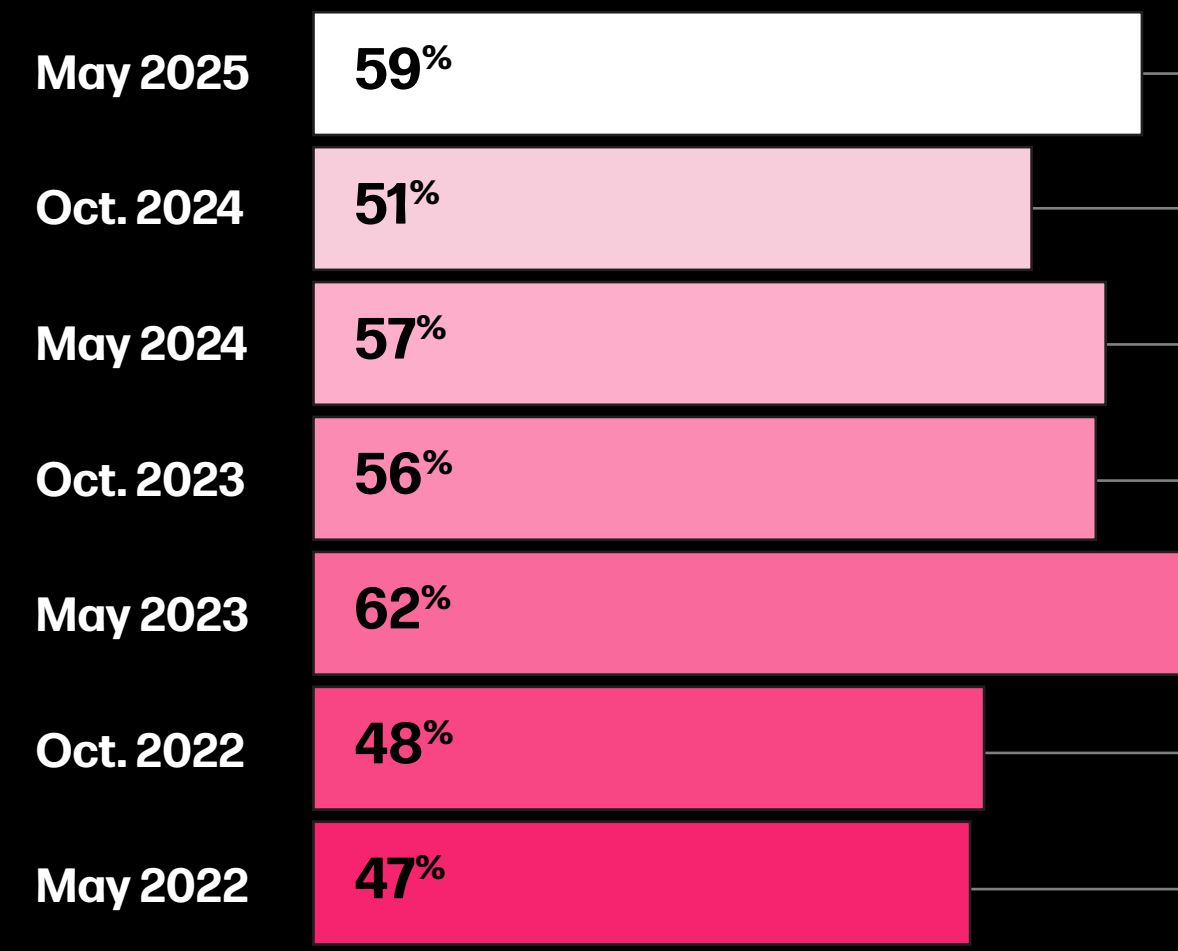
Increase of Metaverse Awareness compared to the previous 3 waves, but still below the level recorded in May 2023.

6 out of 10 urban internet users have heard of the “Metaverse” concept, out of which 69% would be interested in trying out virtual experiences in Metaverse.

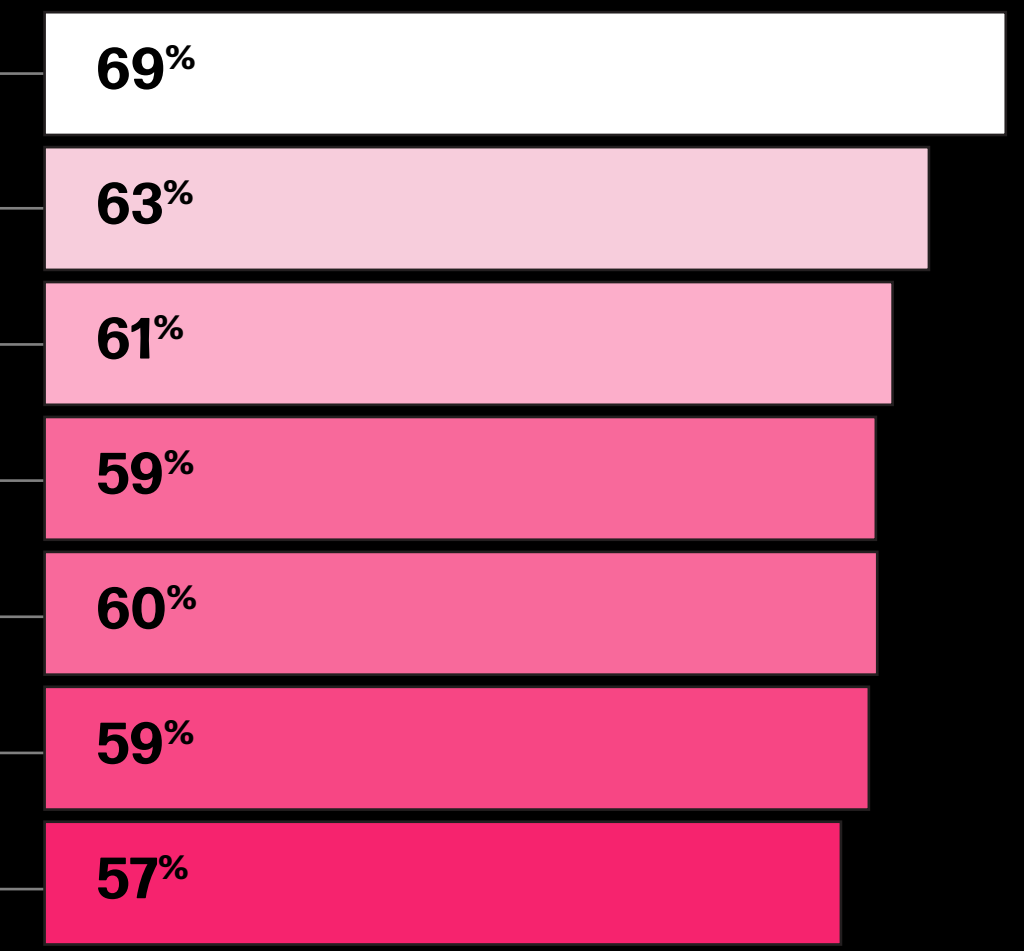
52% of them would be interested in socialization, 51% of them would be interested in gaming, while 50% of them would be interested in music concerts, in Metaverse.

There is an increase in interest towards all types of virtual experiences, except courses/ education.

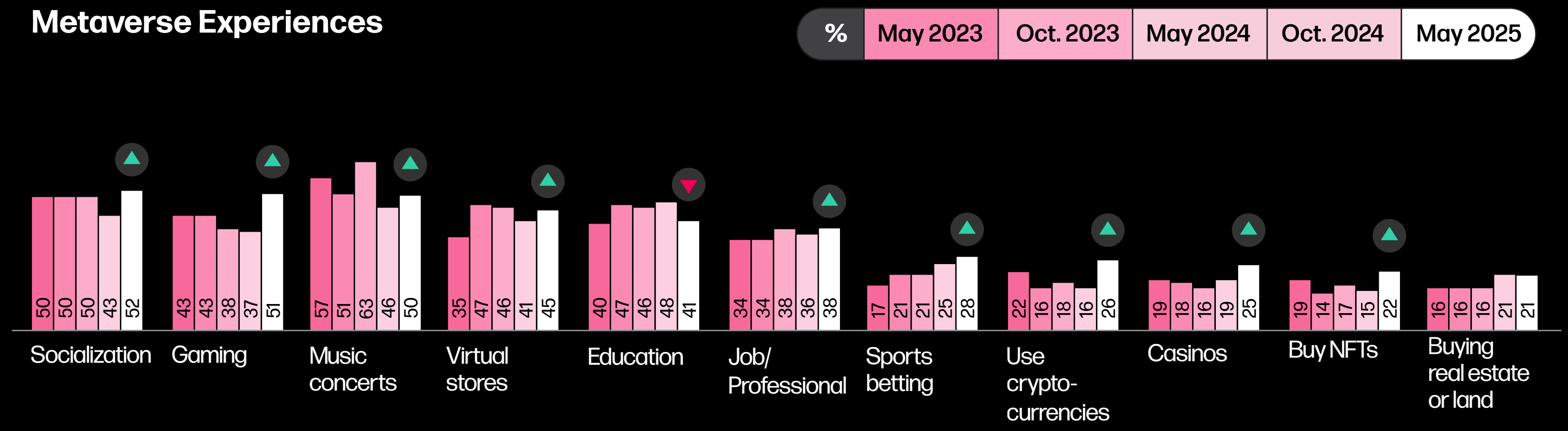
Metaverse Awareness

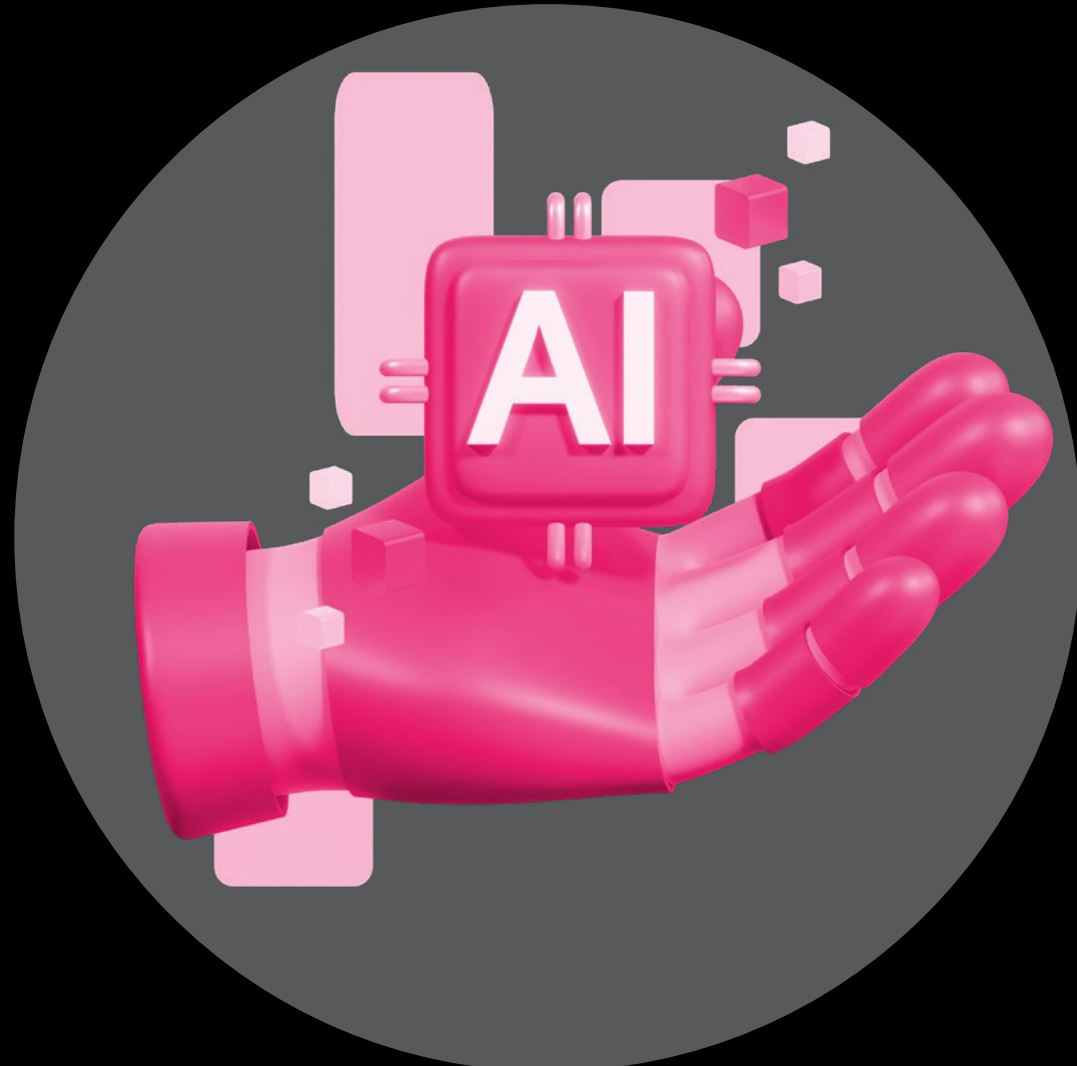


Metaverse Trial



Metaverse Experiences



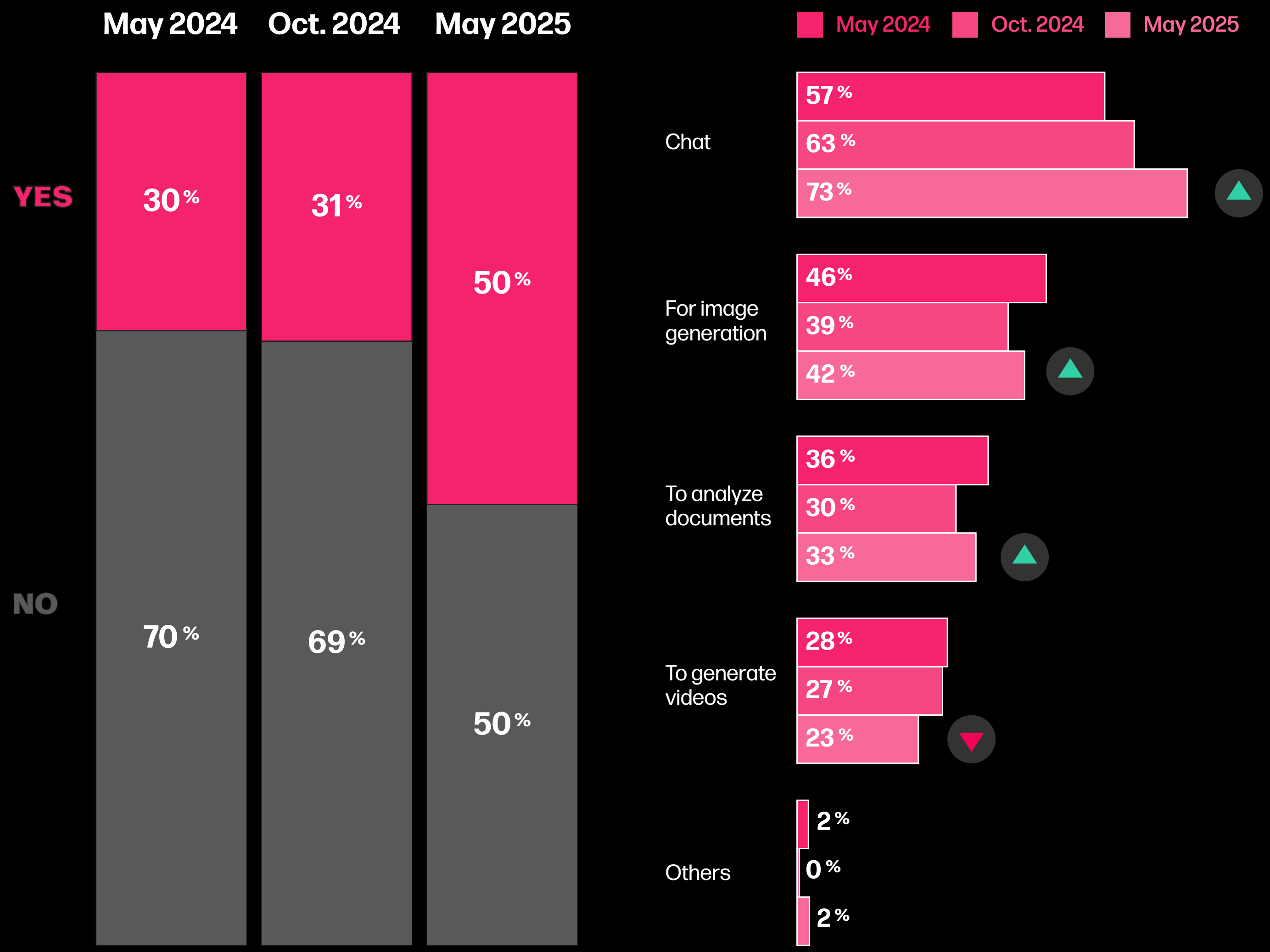


TREND

Artificial Intelligence (AI)

With a huge increase vs the previous waves, half of the urban internet users use artificial intelligence, out of which 73% use Chat, 42% use artificial intelligence to generate images, 33% use artificial intelligence to analyze documents and 23% to generate videos.

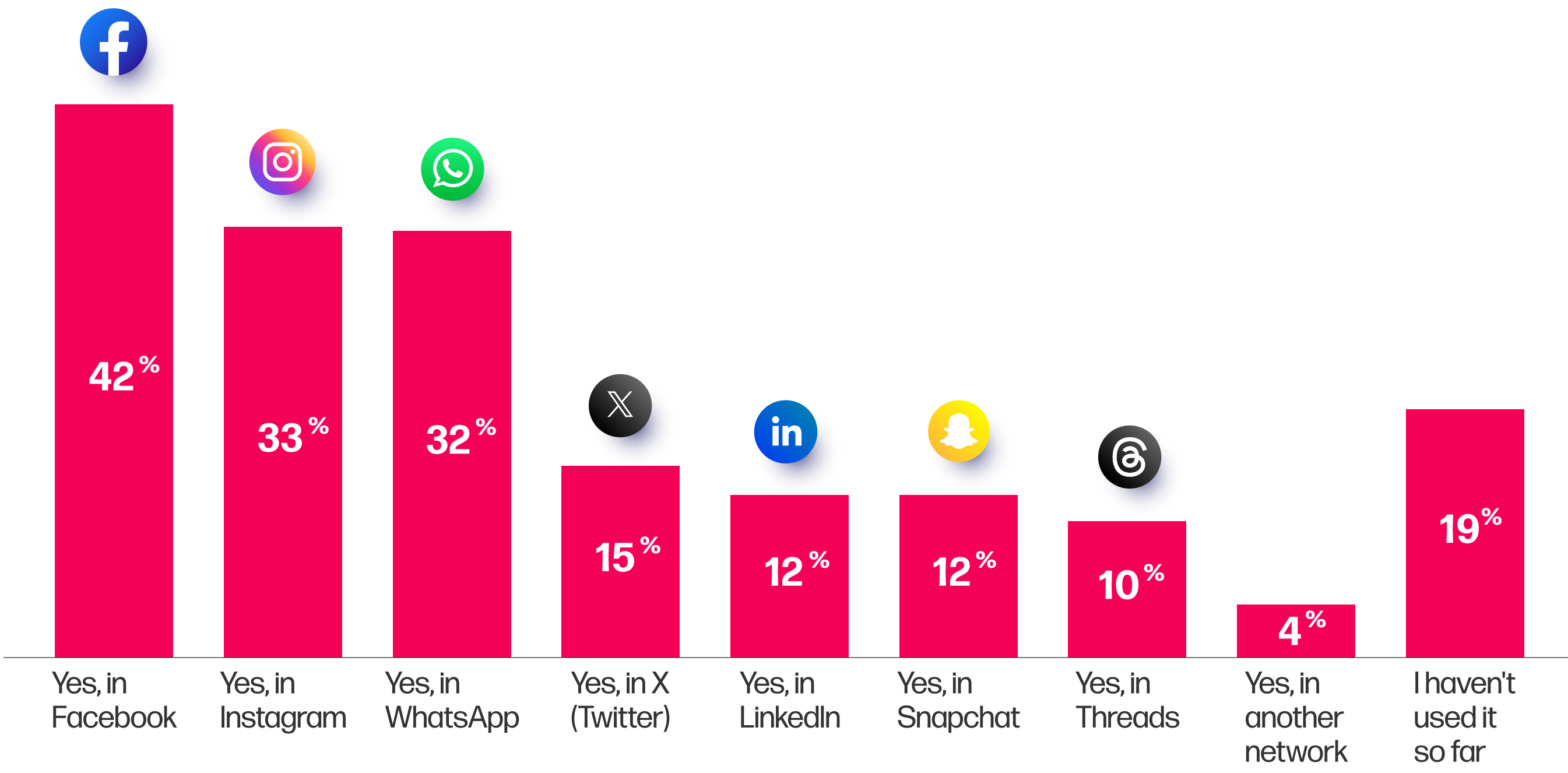
AI Usage

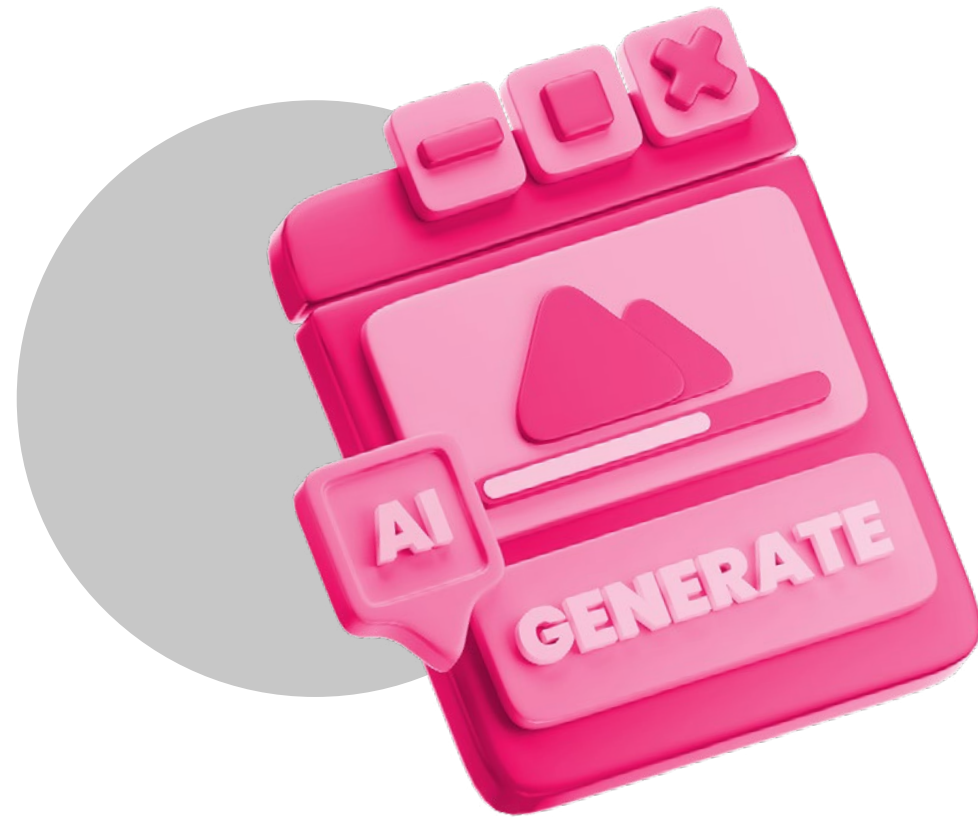




Usage of AI chat (Artificial Intelligence) integrated into digital platforms

Out of those who have already used artificial intelligence, only 19% haven't used it directly from online platforms. 42% have used artificial intelligence in Facebook, 33% have used it in Instagram, while 32% have used artificial intelligence in WhatsApp.





Images generated with AI (Artificial Intelligence)

Almost half of the urban internet users believe that images generated with AI (artificial intelligence) can mislead them.

While 30% of them believe that AI-generated images look fake/ artificial, another 30% believe that AI-generated images look creative/ interesting.

2 out of 10 people can't figure out what images are generated with AI (Artificial Intelligence), while 17% are indifferent.

Images generated with AI (Artificial Intelligence) can mislead you

47 %

Images generated with AI (Artificial Intelligence) seem fake/artificial to me

30 %

Images generated with AI (Artificial Intelligence) seem creative/interesting to me

30 %

I can't figure out what images are generated with AI (Artificial Intelligence)

20 %

Images generated with AI (Artificial Intelligence) are indifferent to me

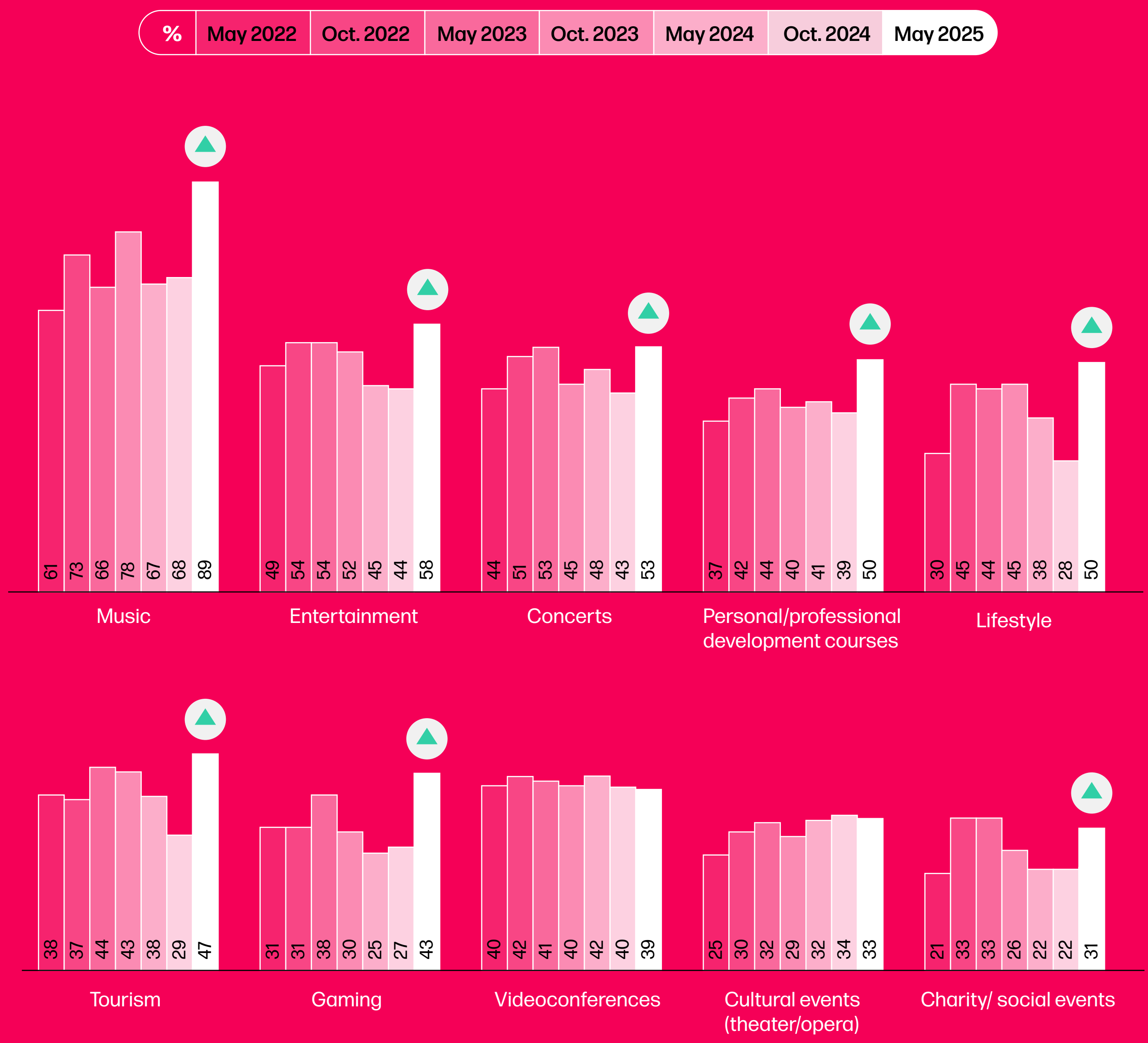
17 %



TREND

Favorite Types of Live Streaming

Huge increases are noticed in all types of live streaming, except videoconferences and cultural events, with music remaining by far the favorite type, followed at distance by entertainment, concerts, personal or professional development courses and lifestyle.



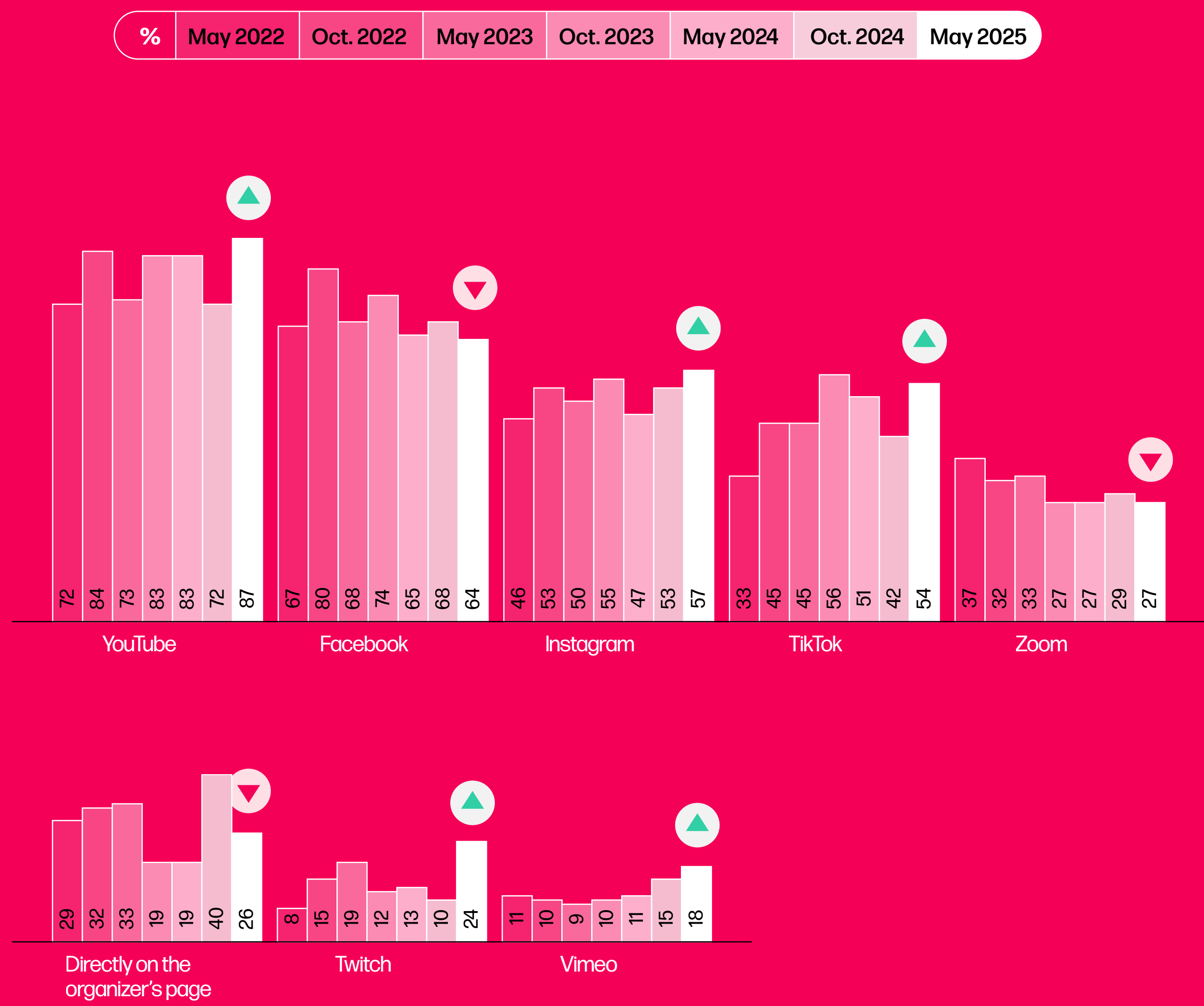


TREND

Most Used Platforms for Live Streaming

The most used platform for live streaming remain YouTube, with important increase registered vs all the previous waves, followed by Facebook, which recorded a negative evolution vs the previous wave, thus increasing the gap from the first placed.

The next ranked were Instagram and TikTok, both with a positive evolution registered.





TREND

Gaming Activities

With an important increase registered, the most important activity was playing/ downloading games on their smartphone, followed by playing/ downloading free video games, who had a steady evolution vs the previous wave.

Negative evolutions were recorded in terms of using a subscription service such as XBOX LIVE, PlayStation Plus or Steam and on doing live with their style of play.





TREND

Main Drivers in trying/ searching a Video Game

With a steady evolution, 4 out of 10 urban internet users are still looking for a type of game that they prefer.

Significant increases are noticed among those for whom the graphics/ design of a game is important, among those for whom the storyline/ story of the game is important, or among those who appreciate the fact that they can customize a game.





TREND

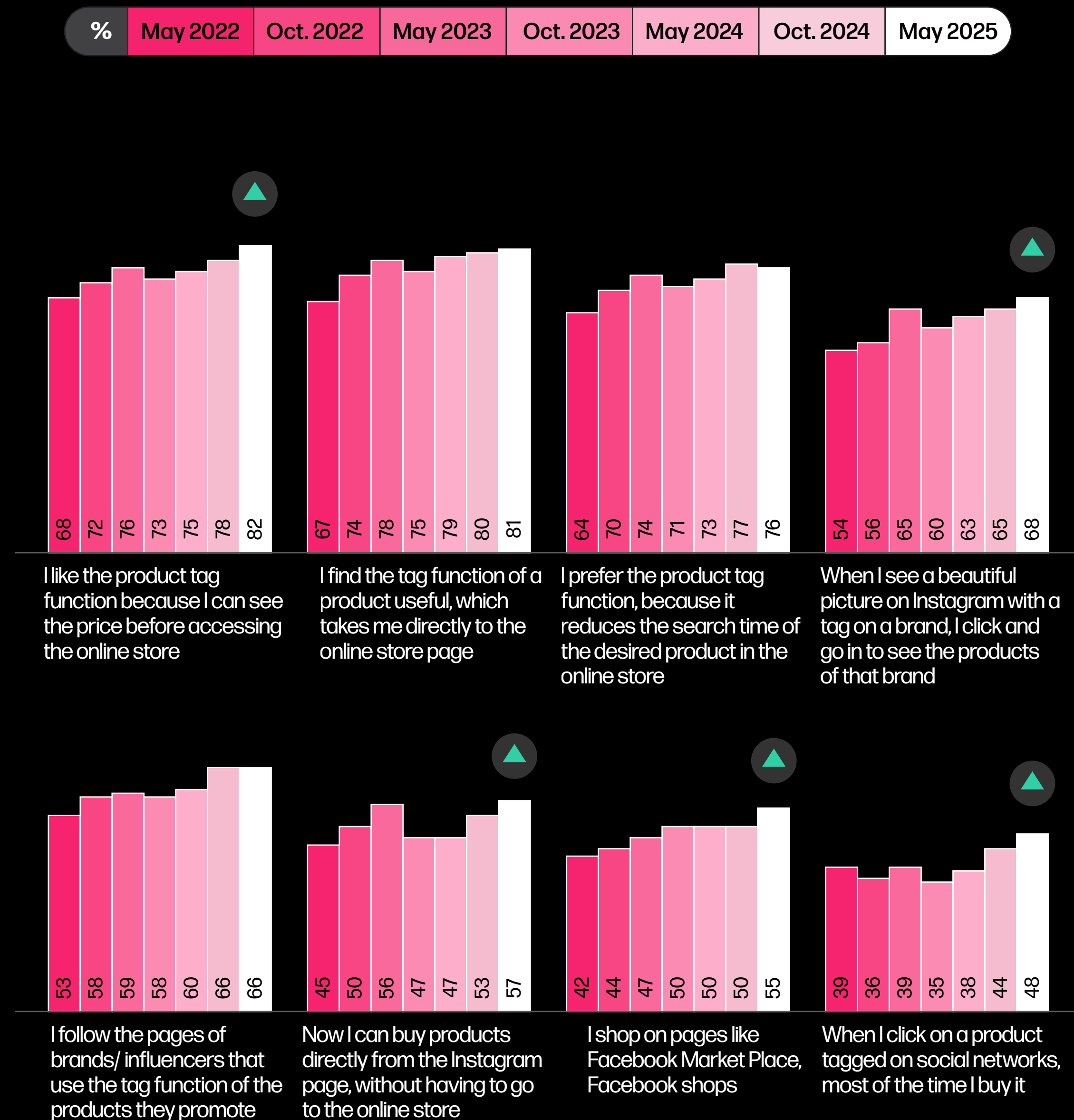
Social Media used for E-commerce

T2B%

With a positive evolution compared to all previous waves, 82% of the urban internet users like the product tag function because they can see the price before accessing the online store.

81% of the 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.

High increases were registered among those who shop on pages like Facebook Market Place, Facebook shops, among those who buy products directly from the Instagram pages, without having to go to the online stores, or among those who said that when they click on a product tagged on social networks, they most often buy it.





TREND

Activities inside an Online Community

Huge increase is registered among those who react to community posts compared to all previous waves, possibly due to the more tense social and political contexts of this period.

Important increases are also seen among those who joined online communities especially to find people that have the same interests as theirs, among those who participate in contests/ events posted in the community, among those who joined the community of a brand to find out news about it, or among those who believe that the community made them feel closer to the brand.





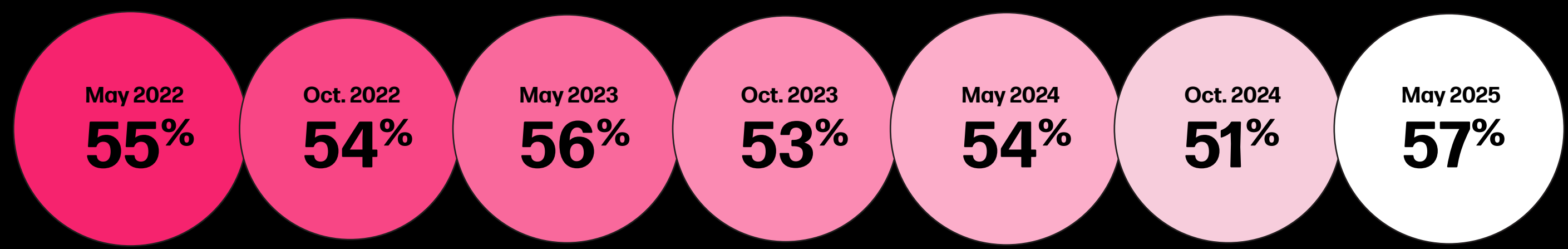
TREND

Local Targeting

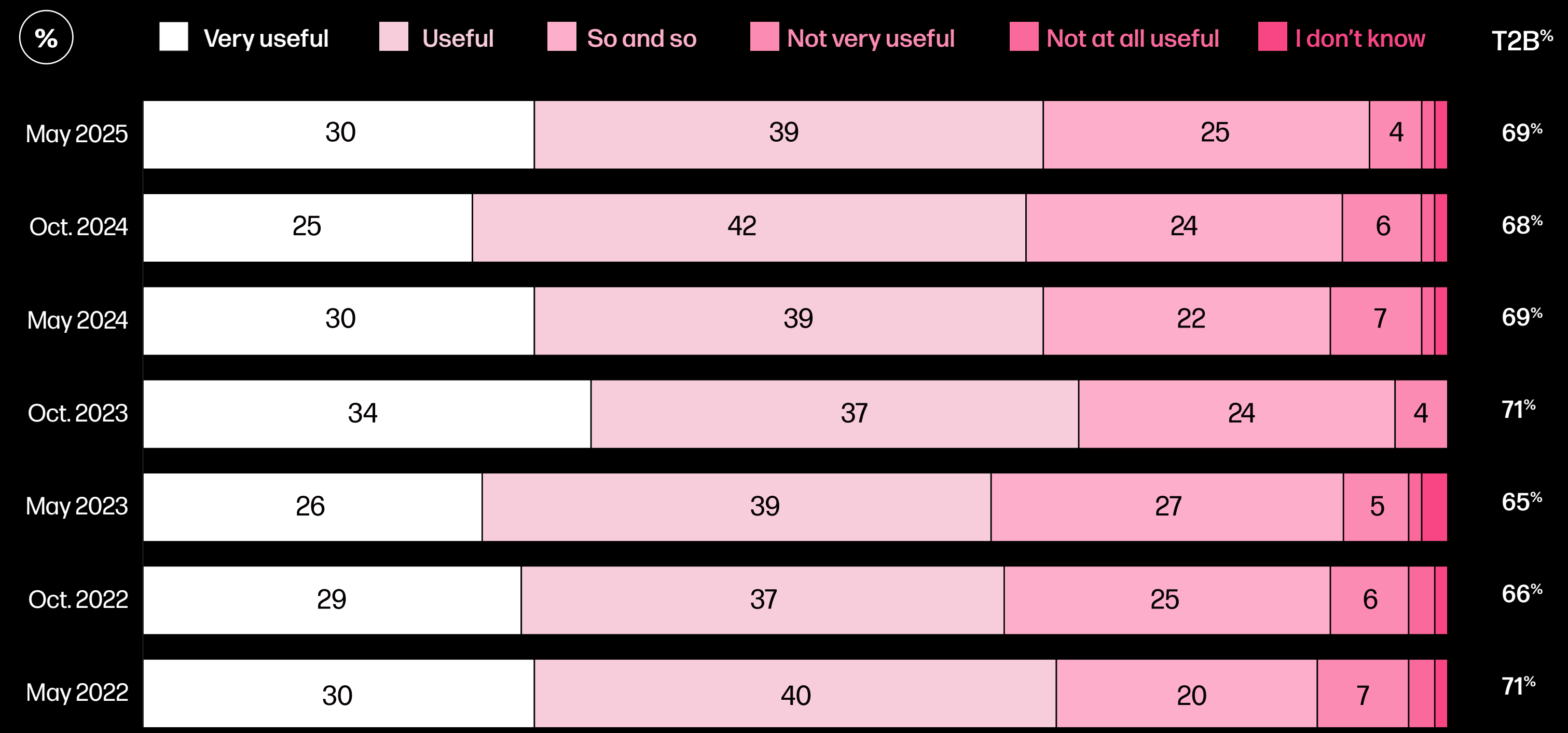
Increase registered vs all previous waves considering the percentage of people using the functions of the applications to search for events in their proximity.

There is no significant fluctuation vs. 2024 waves among those who use the local targeting function and find it useful.

Local Targeting Usage



Local Targeting Utility

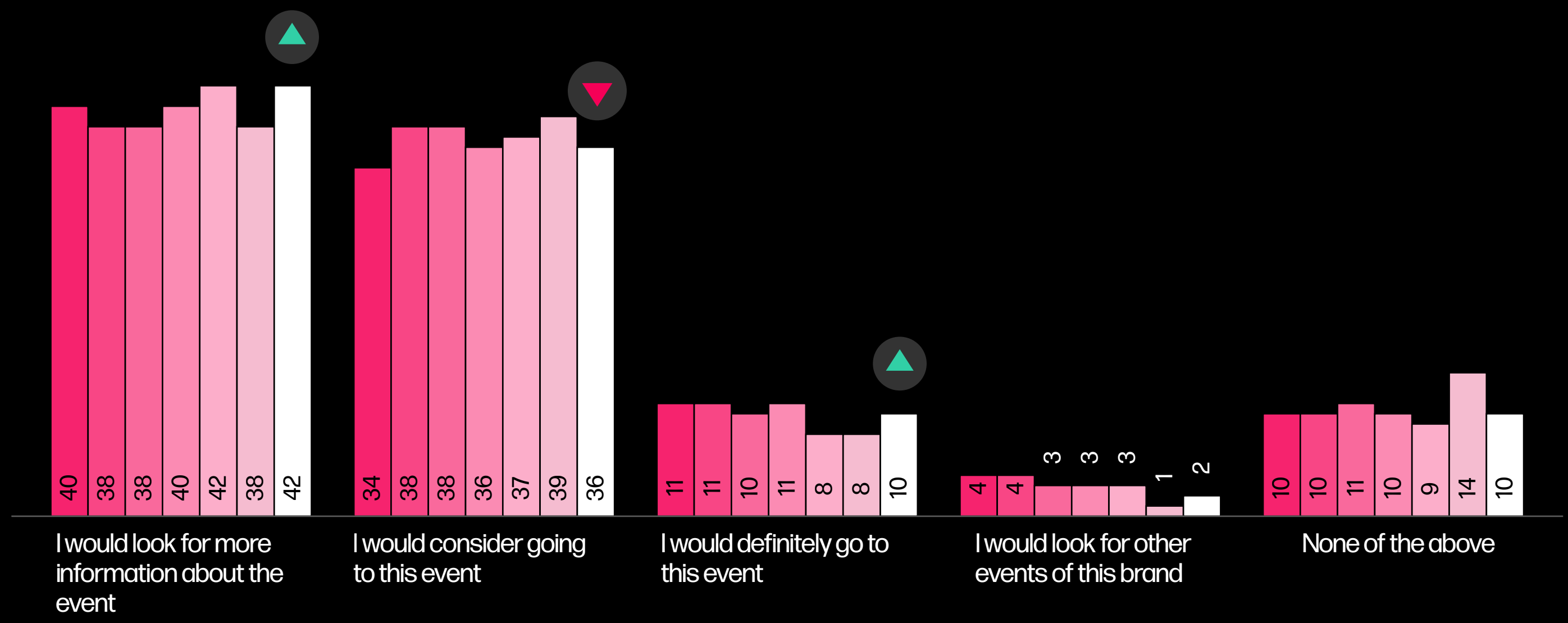




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Actions related to Proximity Events

Positive evolution among those who would look for more information about an event, if they saw a post on the social networks of a brand, about a certain event organized in their proximity, while we see a decrease registered among those who would consider to go to the event and only a slight increase among those who would go for sure.

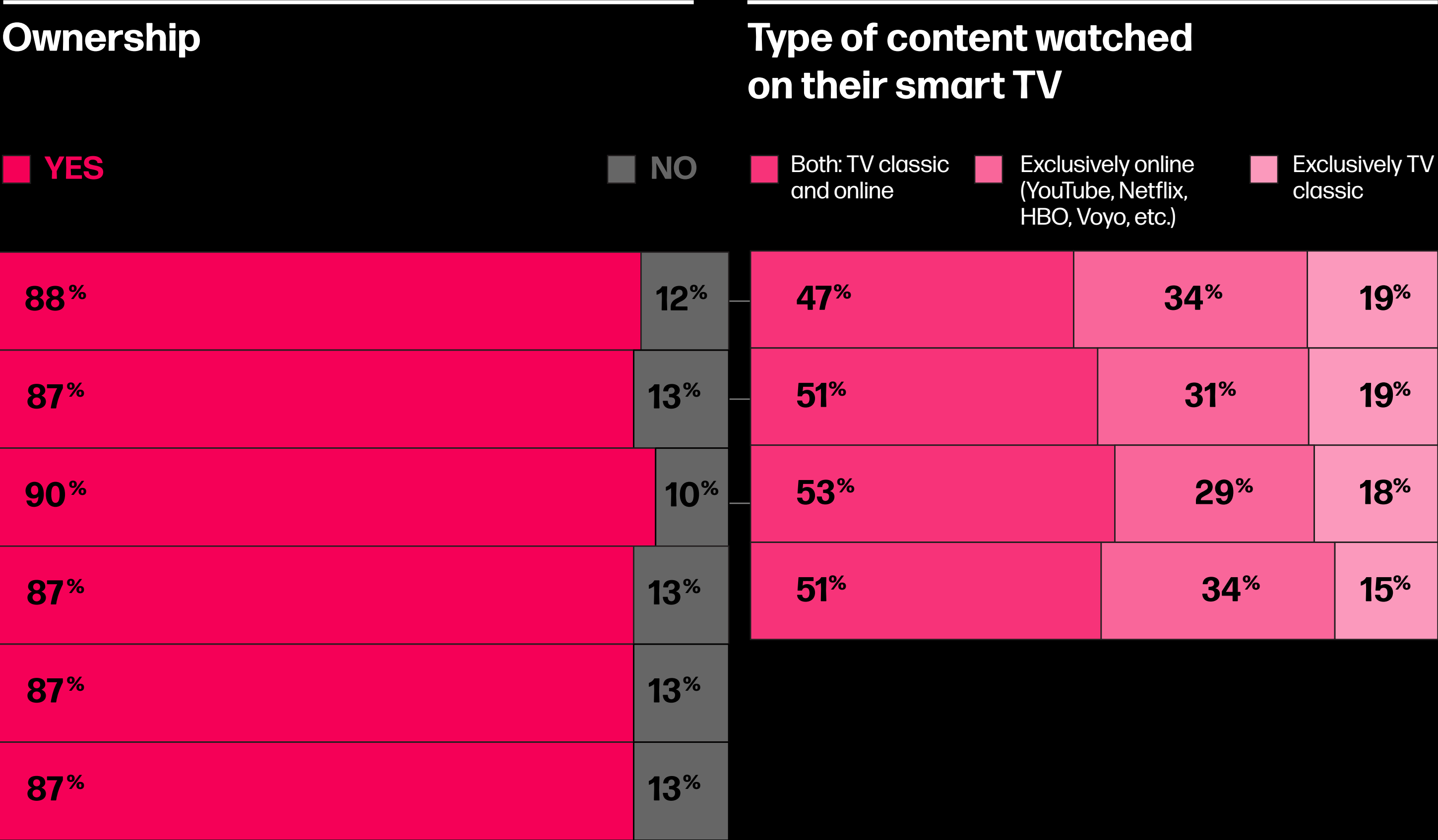




TREND

Smart TV

88% of the urban internet users have at least one Smart TV in the household, out of which 34% watch exclusively online content (YouTube, Netflix, HBO, Voyo etc), registering a positive evolution in detriment of those who watch both: TV classic and online (47%).



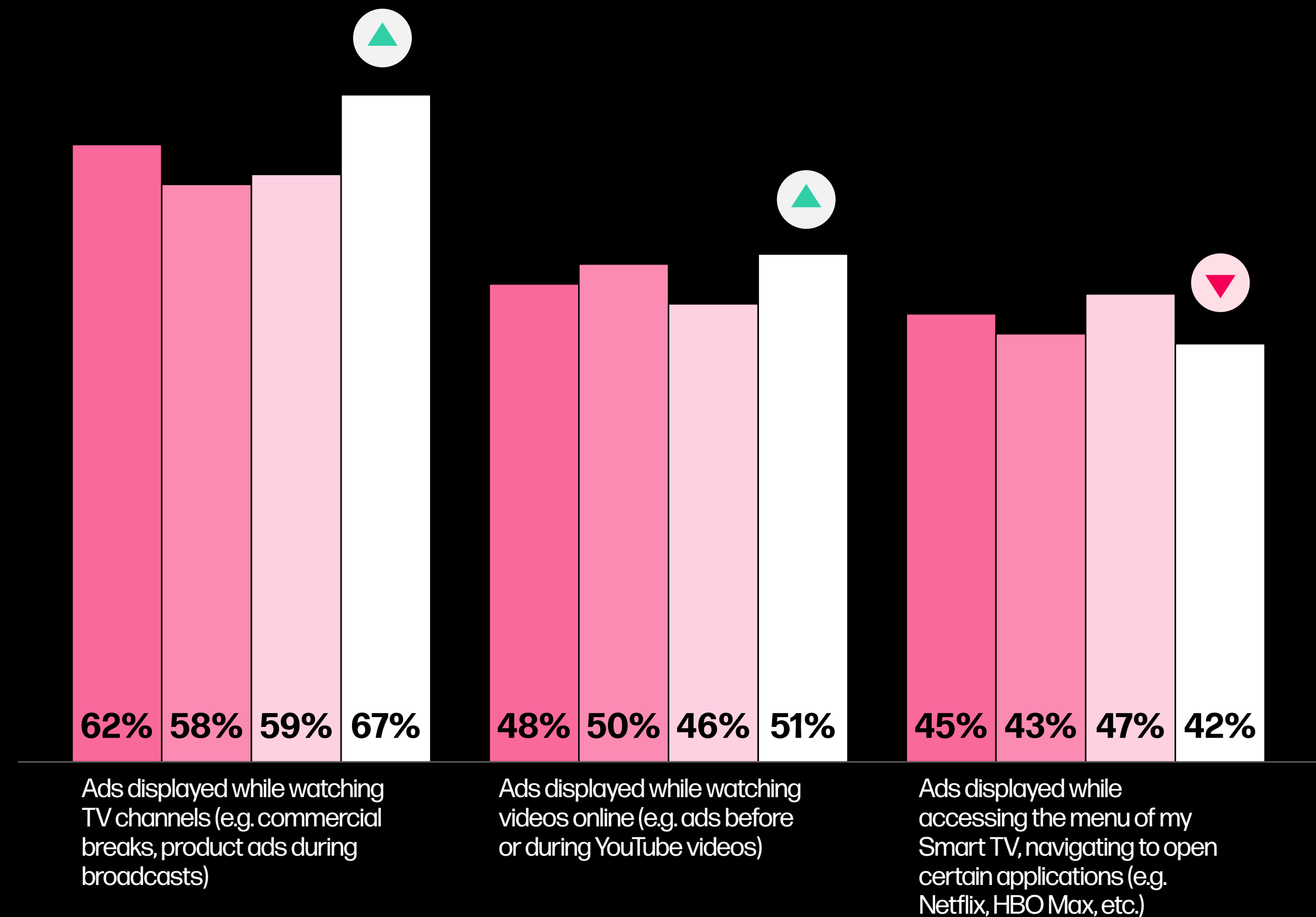


TREND

Type of Ads watched on Smart TV

With a positive evolution vs the previous waves, most of the urban internet users (67%) watched ads displayed while watching TV channels on their Smart TV.

Positive evolution is also registered among those who watched ads displayed while watching videos online, while those who watched ads displayed while accessing the menu of their Smart TV, when navigated to open certain applications, registered a negative trend.





TREND

Online content watched on Smart TV

Slight increase registered vs the previous wave among those who watch online content without subscription (ex. YouTube) on their Smart TV in detriment of those who watch online content exclusively on a subscription basis (e.g. Netflix, HBO, Voyo, etc).

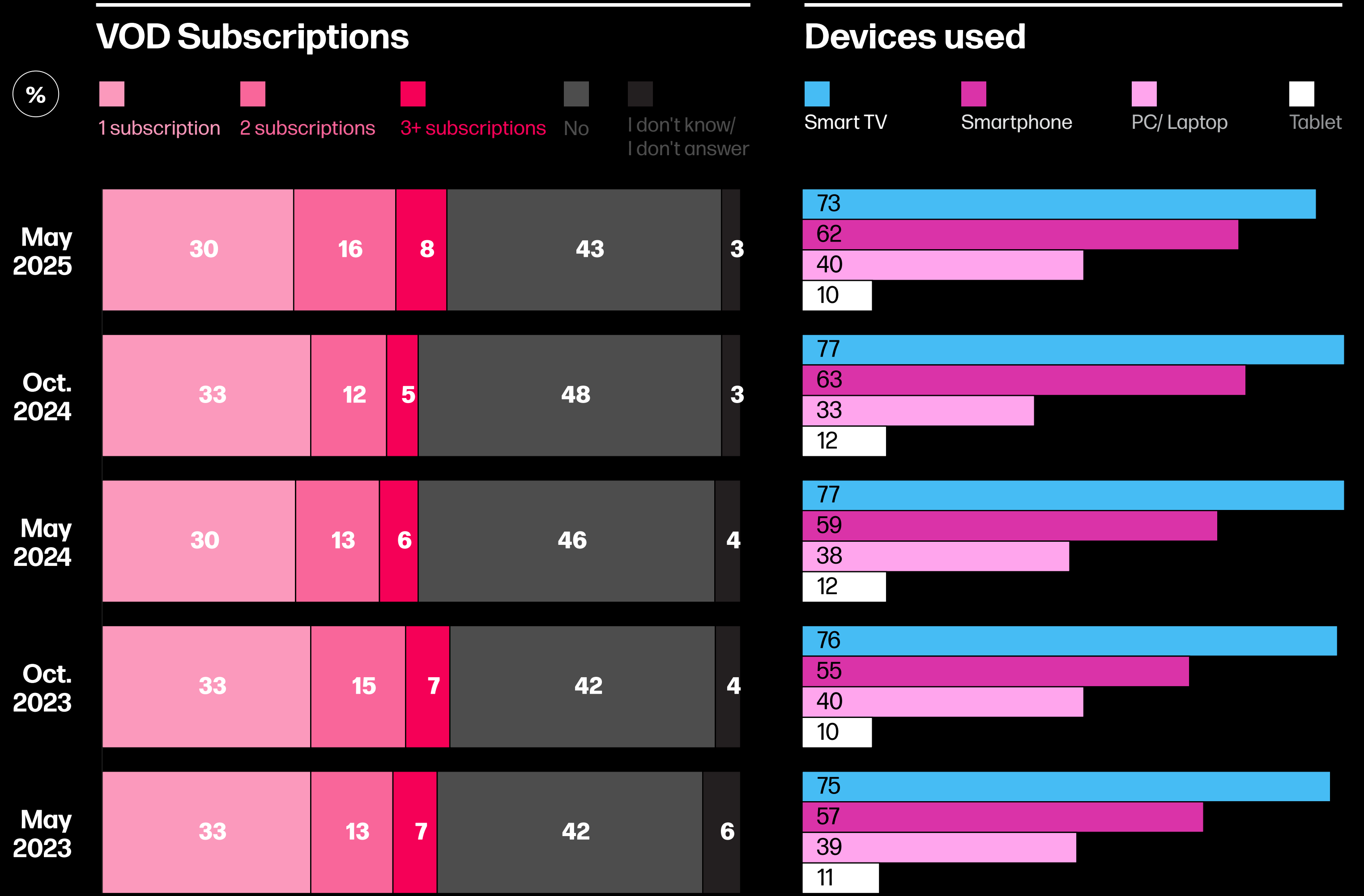




TREND

Video on Demand (VOD)

With a positive evolution registered, 53% of the urban internet users have at least one subscription (personal or in the household) for accessing video streaming platforms, most of them from a Smart TV (73%).



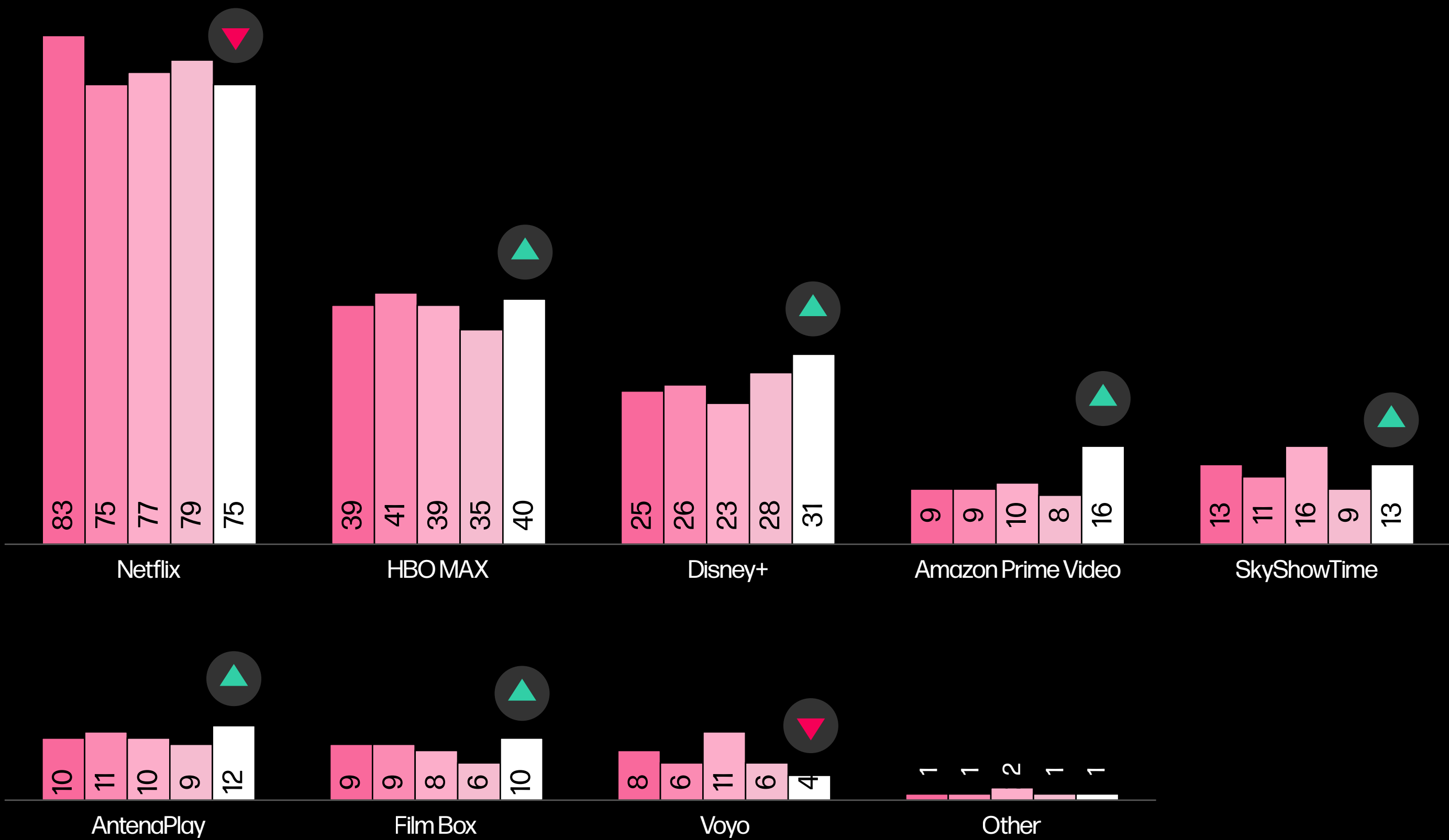


TREND

Video on Demand (VOD) Platforms

Netflix is by far the most viewed platform, registered a decrease vs the previous two waves, reaching the level recorded in Oct 2023, being followed at distance by HBO Max, which saw an upward trend.

Besides Netflix, only Voyo had a negative evolution vs the previous waves.





TREND

Attention to Media Types

T2B%

There is a significant increase in attention paid to information provided in all media in this wave vs. both 2024 waves, with the highest increase registered by Online Press.

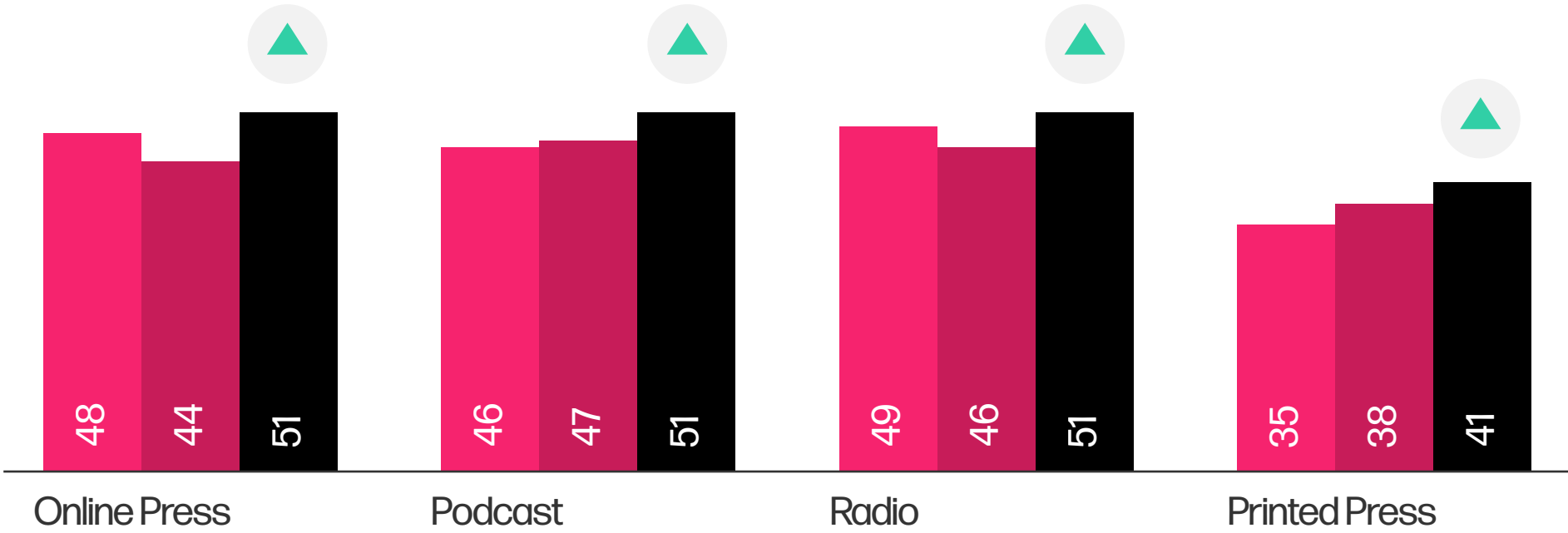
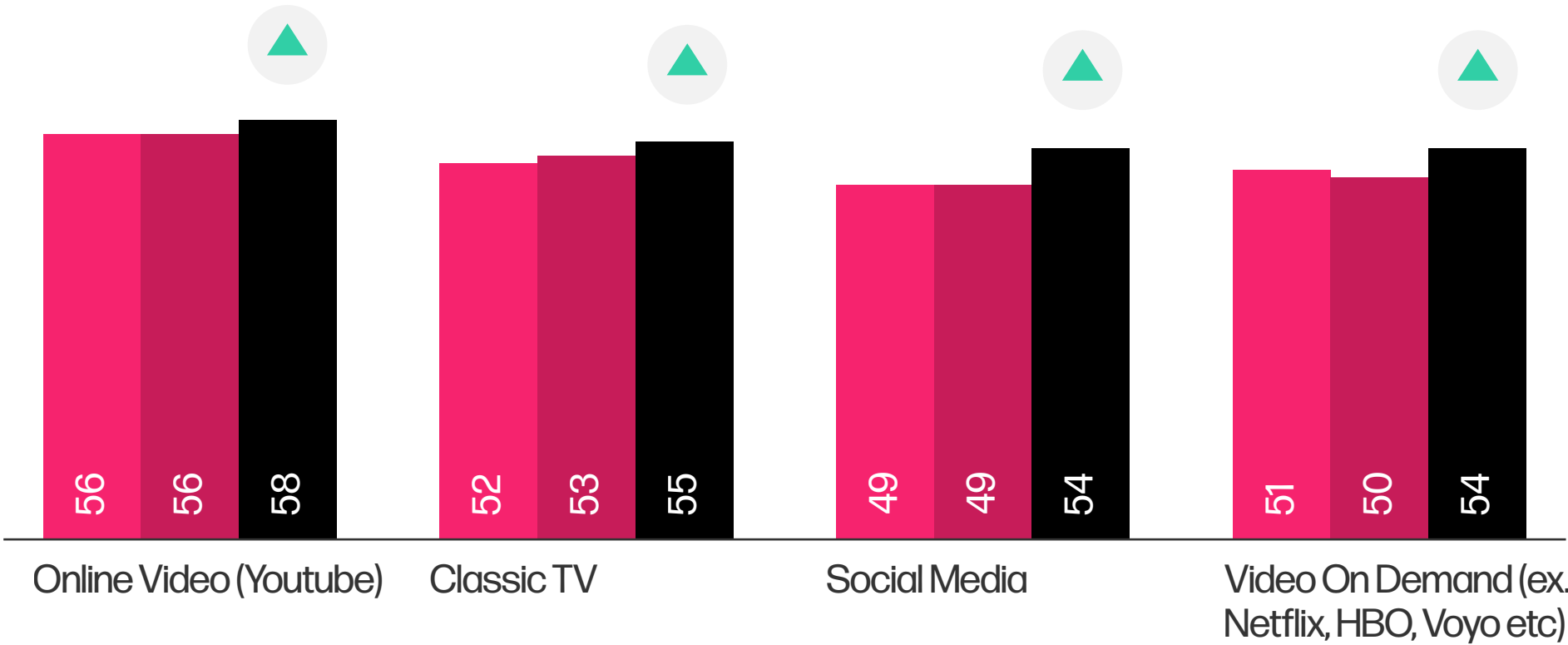
However, the most attention is paid to the information provided by Online Video (YouTube), followed by Classic TV, then by Social Media and by Video on Demand.

%

May 2024

Oct. 2024

May 2025

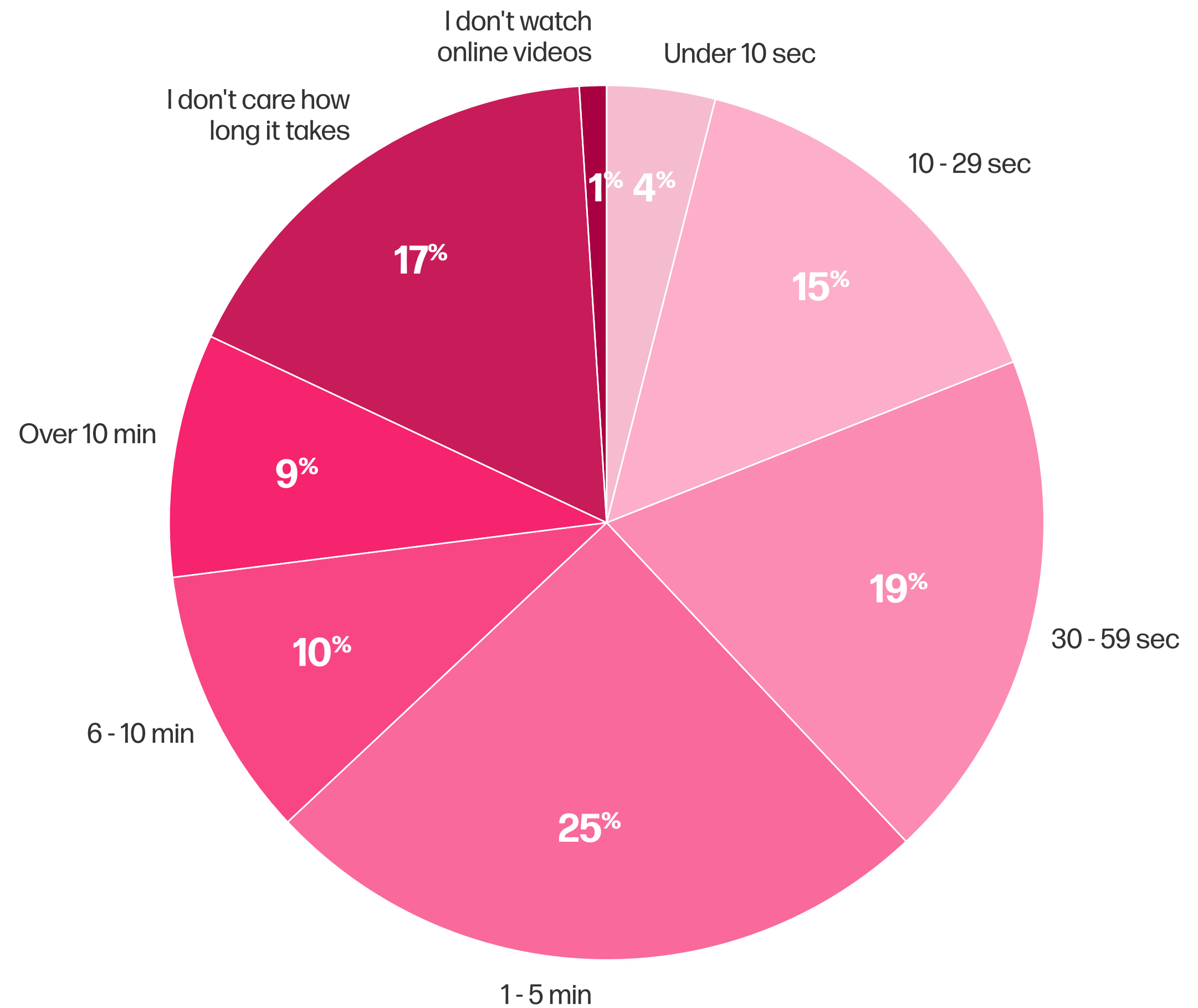




Preferred Duration for watching a Video Online

1/4 of Urban Internet users prefer to watch online videos lasting between 1 - 5 minutes, while 38% prefer spots shorter than 1 minute.

17% say they are indifferent to the length of the videos.



Media Behavior

T2B%

We are seeing significant increases among those who enjoy watching TV with their family or among those who watch video streaming platforms together with them, with the number of people who have watched TV shows/ online videos for children increasing also.

Half of urban internet users search the Internet for products seen in TV commercials, with an increase observed among those who search on social networks rather than using search engines.

The number of people who get their news from TV rather than reading online has also increased, although we don't observe significant changes among those who trust TV news more than online news.

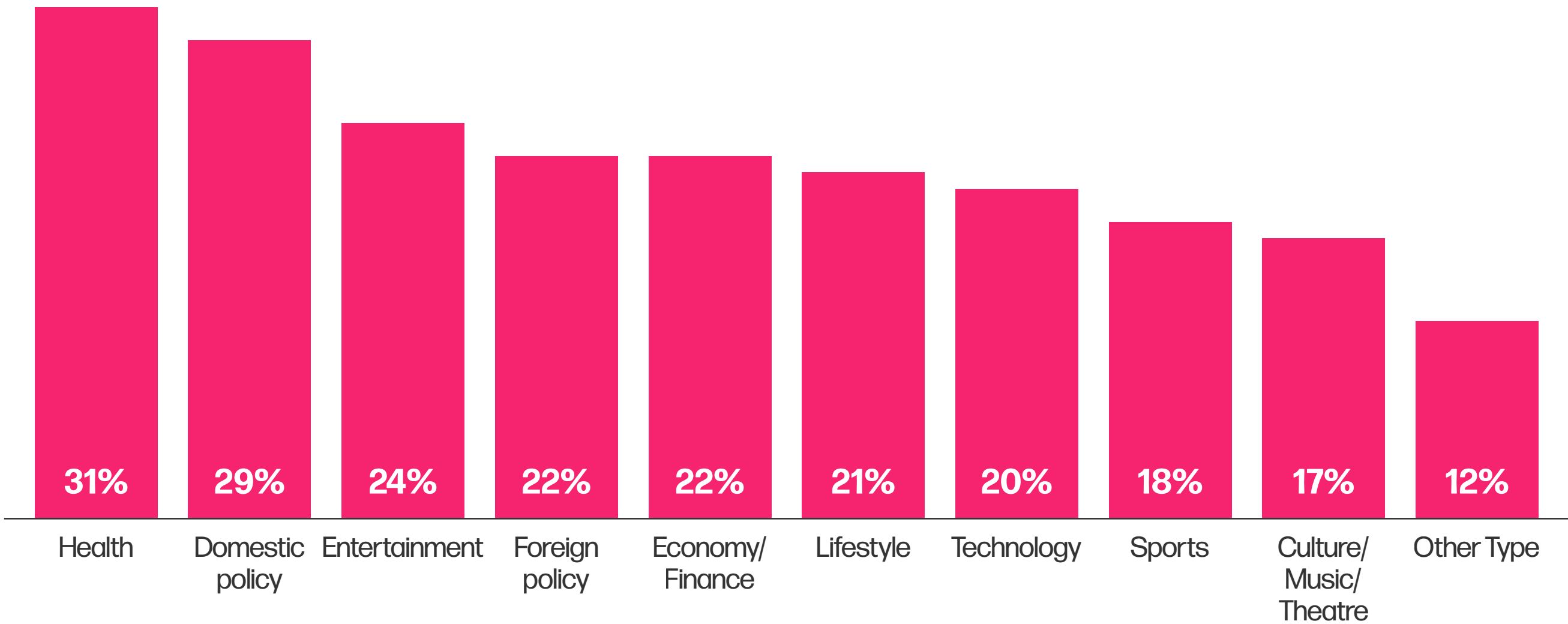




Type of news followed*

***More than in other years**

The types of news watched more than in other years are mainly related to health and domestic policy. Only 17% of urban internet users were interested in news related to culture/ music/ theatre, while only 18% were interested in sports news.

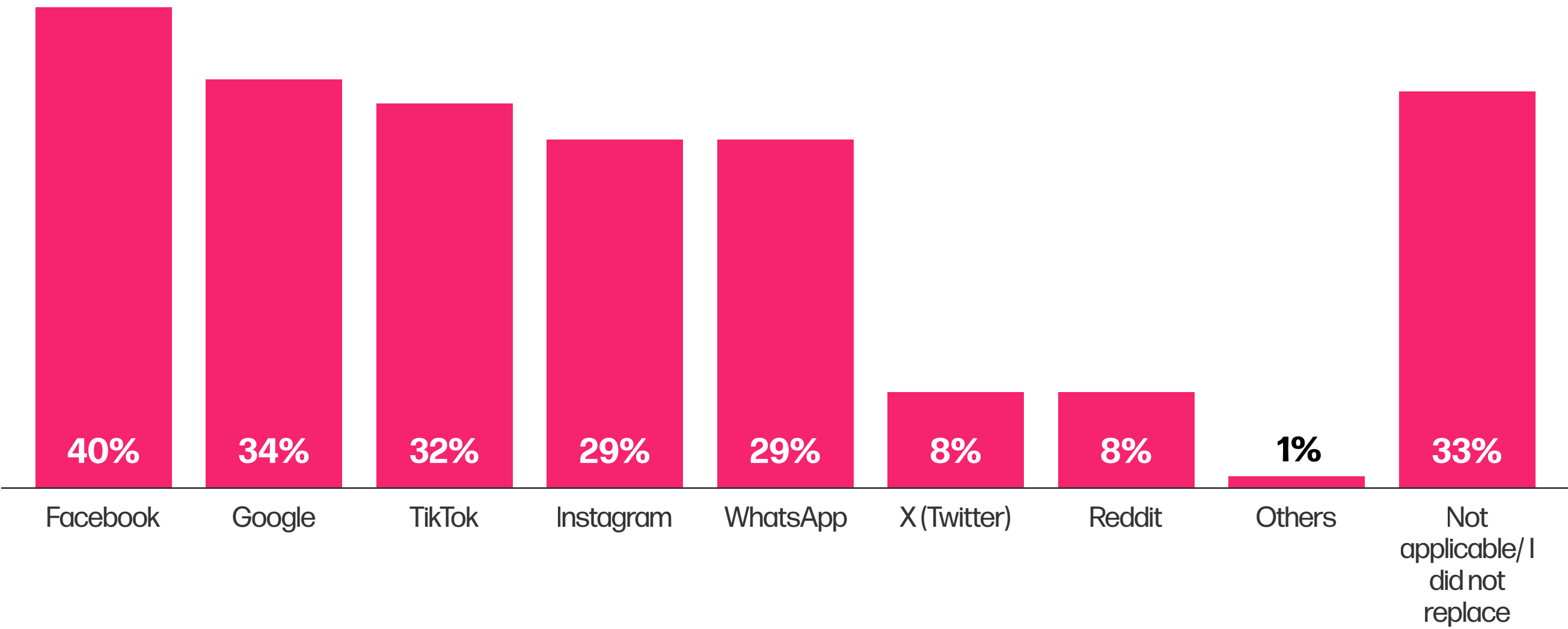




Digital platforms chosen instead of traditional media channels (TV, radio, newspapers) in the last 6 months?

4 out of 10 urban Internet users chose Facebook to get information in the last 6 months instead of traditional media channels, while 34% used Google.

32% of people turned to TikTok, 29% turned to Instagram and 29% to WhatsApp, while 33% have not replaced traditional media channels.

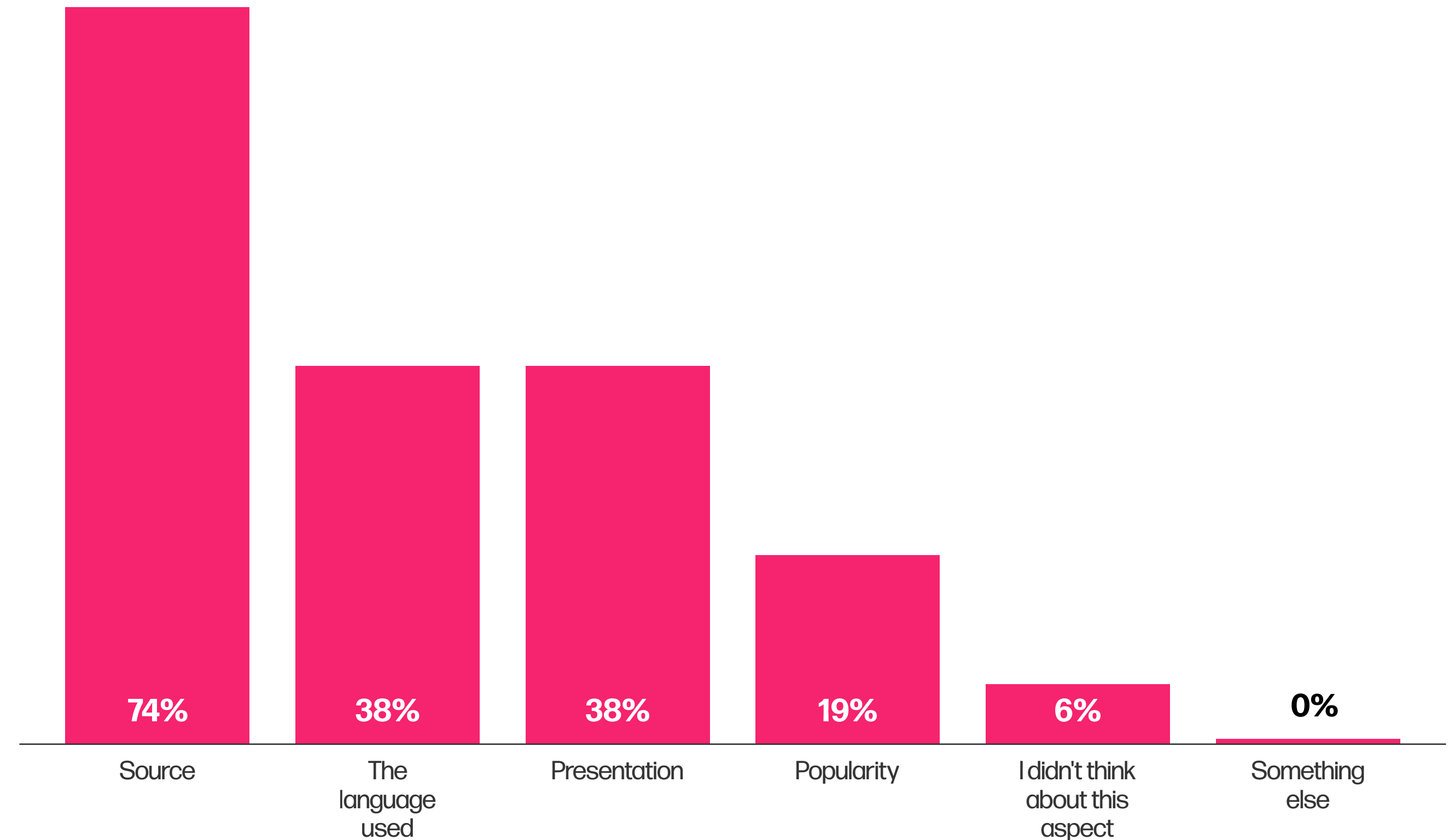




Reasons for trusting information

For 7 out of 10 people, the source of the news is the main reason that gives them confidence in the information they read or receive, while for 38% of people the language used, or the presentation of information is important.

For 19% of them, the popularity is important, while 6% didn't think about this.





Searching for Information on the Internet

T2B%

Negative trend recorded in terms of text-based information searches, while we see a positive evolution in image-based searches, in searches directly on retailer websites, in direct searches on TikTok, or on Instagram.

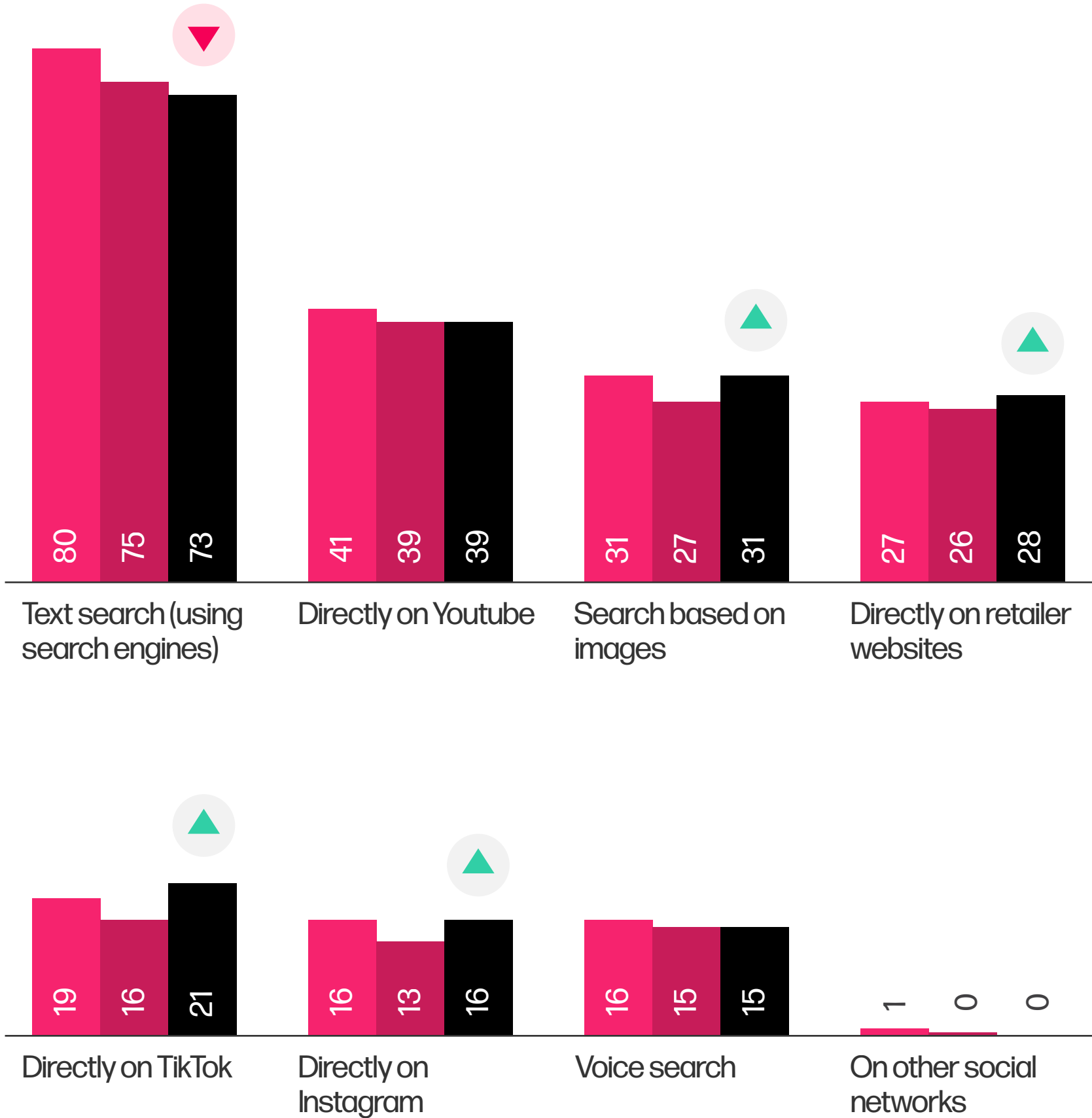
Steady evolution in terms of searches on YouTube or in voice-based searches.

%

May 2024

Oct. 2024

May 2025





Ways to discover new songs, artists, musical styles

With a negative trend registered, 48% of the urban internet users discover new songs, artists, musical styles from the official YouTube channels of the artists, while 38% discover them from TV.

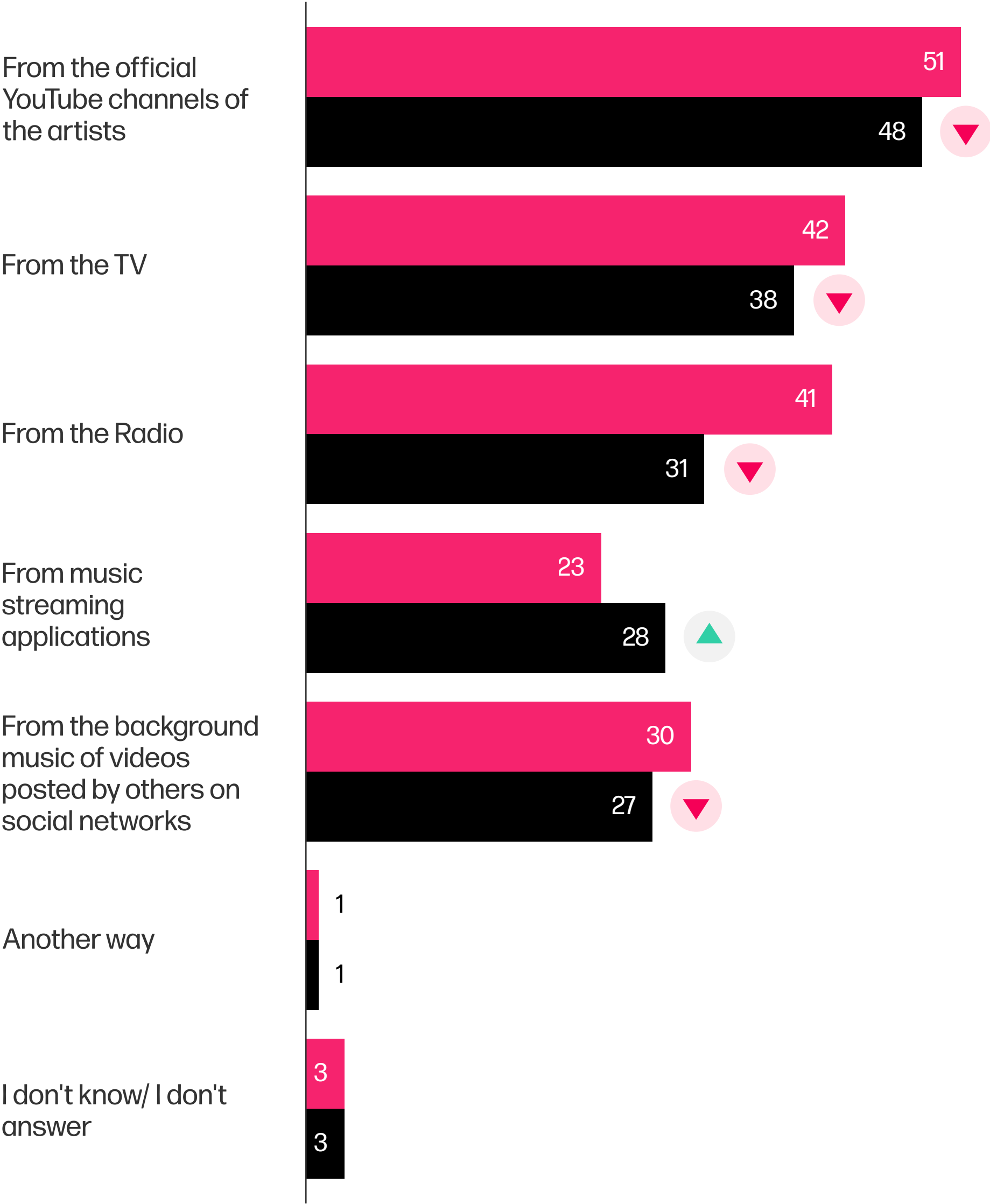
Significant decrease is noticed among those who discover new songs, artists, musical styles from the Radio, while an increase is seen among those who discover them from music streaming applications.

Down vs. the previous wave, 27% discover new songs, artists, musical styles from the background music of videos posted by others on social networks.

%

Oct. 2024

May 2025





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