

## EIAA Digital Generation Report 2006

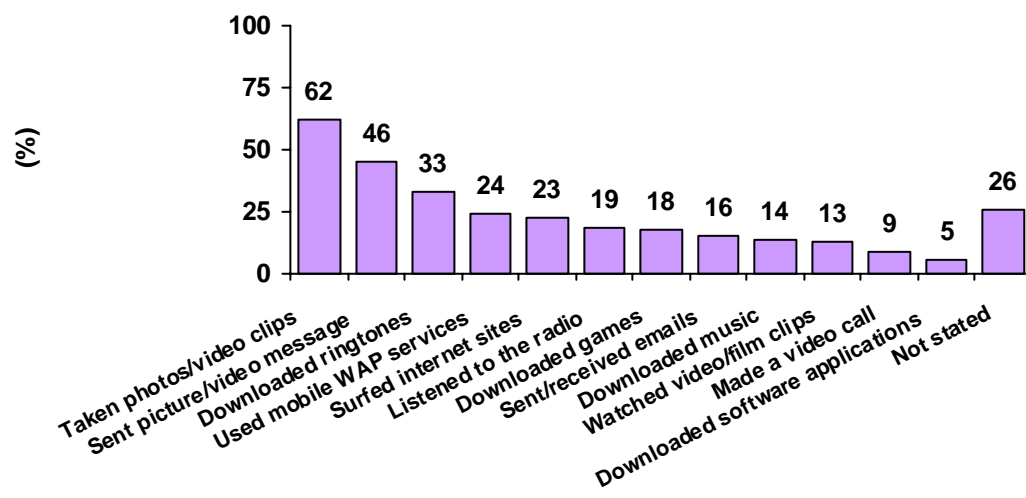
### Executive Summary

Today's 16-24 year olds are more media savvy than ever before, with an appetite for many different kinds of media on an ever-increasing variety of platforms. The way in which this generation is embracing new technology is driving media convergence and is an indication of how we will access our media in the near future.

#### **Tomorrow's World, Today**

- Today, 38% of Europe's 16-24 year olds are using their mobile phones, PDAs or Blackberry's to access the internet and send or receive emails. This is figure expected to double, with 39% of non users indicating that they plan to start using their mobile technology for this in the near future

#### **Mobile Service Usage – 16-24 Year Olds, EU & Norway**

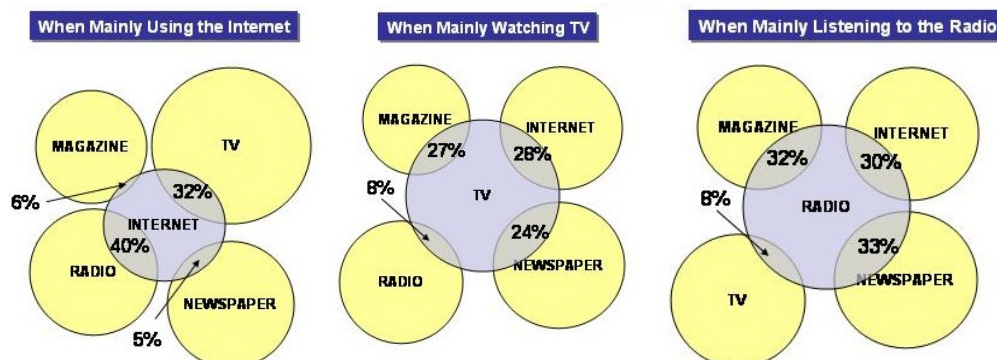


- Surfing the internet is just one activity that mobile technology will be used for in the future. 39% plan to use it to listen to the radio, while 25% want to use it to watch television

## Media Meshing

- European 16-24s spend on average 13 hours a week online with half (48%) using the internet 7 days a week, compared to the average European user who spends 10 hours online with 39% using it every day
- 16-24 year olds are increasingly using more than one media type at one time, for example reading a magazine whilst watching television, which presents an opportunity for advertisers to present complimentary messages across different media simultaneously
- The internet commands a high degree of focussed attention compared to some other media - 32% of 16-24s also have the TV on and 40% listen to the radio. By contrast, when listening to the radio 30% are also online, 33% read a newspaper and 32% read a magazine
- For advertisers who plan to use this media meshing strategically, the key to ensuring cut-through is by concentrating on media that command a high degree of focussed attention, such as the internet:
  - When using the internet, 32% of 16-24s say they also have the TV on and 40% listen to the radio
  - By contrast, when watching TV, 28% are also online, 27% read a magazine and 24% read a newspaper and when listening to the radio 30% are also online, 33% read a newspaper and 32% read a magazine.

**When you're mainly watching TV, reading a newspaper, reading a magazine, listening to radio, using the internet, which other media do you sometimes use?**



[Base: All respondents aged 16-24 using more than one media in a typical seven day week]

### Advertising Advantage

- With each media sector vying for the attention of these traditionally hard-to-reach adults, ads also need to work hard to achieve cut-through within the younger market. 16-24's see internet ads as the second most effective type of advertising available.

#### % of 16-24 year olds that agree TV/Internet /Radio/Magazine/Newspaper advertising is...

	TV	Internet	Magazines	Radio	Newspapers
Brand Enhancing	62%	34%	27%	18%	18%
Creative	61%	33%	27%	18%	15%
Diverse	53%	38%	22%	21%	13%
Cutting Edge	48%	32%	23%	18%	13%
Persuasive	46%	24%	21%	16%	13%
Informative	41%	26%	21%	19%	20%
Entertaining	41%	18%	18%	17%	8%
Relevant	36%	20%	19%	15%	15%
Overall rating	49%	28%	22%	18%	14%