

Platforms and contents – preferences of the 50-75-year-olds in the motion picture media consumption

Thanks to the technological evolution of the previous years the number of platforms offering motion picture contents increased notably. It is fair to ask, that considering the altered circumstances, what role does the traditional television in the motion picture media consumption have? Among many other things, we can find the answer to this question in the latest that was carried out in the collaboration of MEME, the Association of Hungarian Electronic Broadcasters and NMHH, the National Media and Infocommunications Authority, in which 2000 50–75 year old Hungarian residents were asked about their media consumption habits.

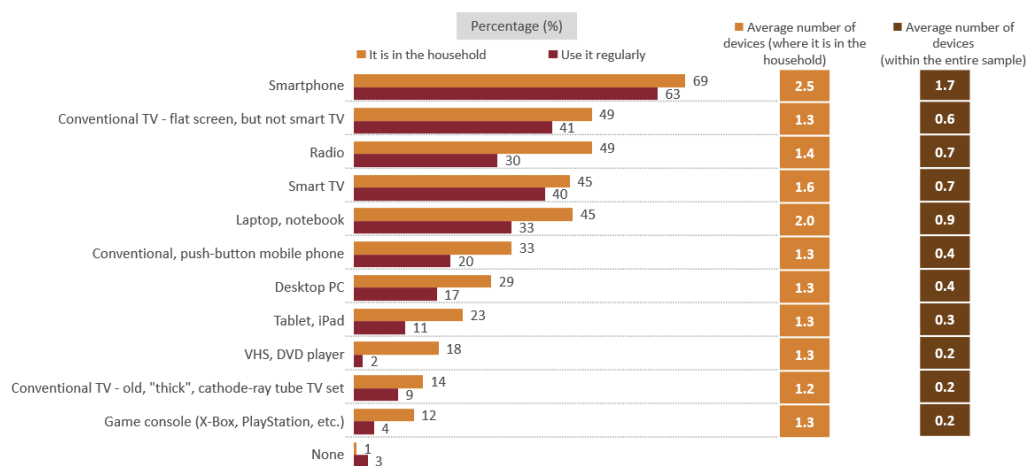
According to the research results, for the 50-75 age group, traditional TV channels are still the most important source of information, as three quarters of them watch traditional TV channels on a daily basis, and also about three quarters inform themselves from news of these TV channels.

The appearance of modern technical devices is notable in this age group too

If we wish to find the answer for the question above, first it would be worth to have a look at the audio-visual devices present in the households of 50-75-year-olds, since the availability of technical devices might affect the platform chosen for content consumption, secondly, it is a general index showing how well does the said age group follow technical, digital trends of these days. From the data we can see that TV is the obligatory accessory of almost all households, but while one might think that the presence of modern devices (like smartphone, laptop, tablet) is quite low, or even negligible, in case of some assets, actually the learning is that these devices are indeed part of the households of the 50-75-year-olds – of course, in different extent.

Two thirds of households in question has a smartphone, and almost every second household owns a laptop, notebook, but even the incidence rate of tablets is near to 25%.

TECHNICAL DEVICES FOUND IN THE HOUSEHOLD



E1a. Which of the following electronic devices are found in your household? E1b. Please tell us how many of each device you have in your household! E1c. And which of these devices do you regularly use? | N=2000 Total sample

* The research was carried out by Inspira Research in 2022 September with interviewing 2000 people with personal surveying method. Sample was representative for the Hungarian population between 50-75 years in terms of age groups, gender, region, settlement type, education and economic activity.

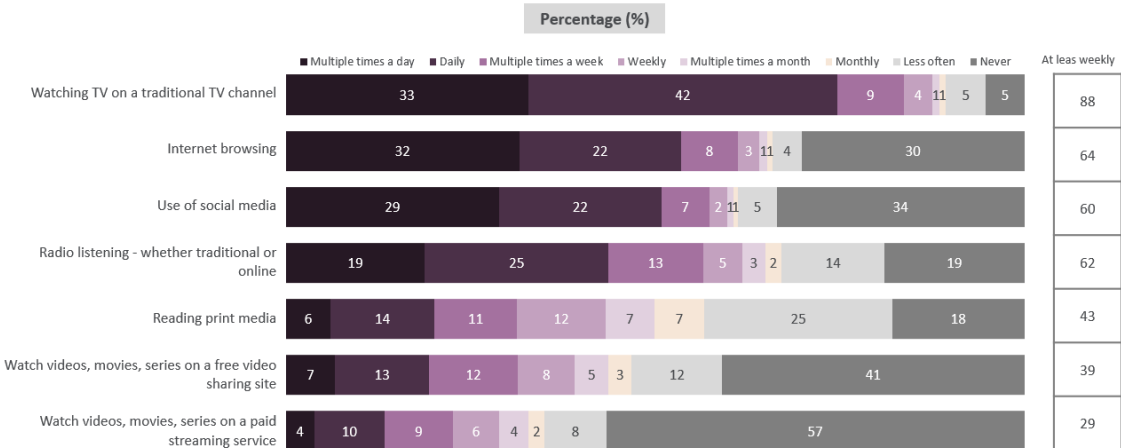
Within 50-75 year old residents – not surprisingly – in the 60-75 year old age group the presence of smartphones, laptops and tablets is lower (56, 28 and 14%), still, the data shows well that the modern devices started to conquer the older age group as well.

Media consumption: internet and the social media has a defining role, still, TV is on the first place

Internet usage is widely spread in the 50-5 year old age group, third of the surfs the web every day while the combined ratio of those using the internet at least multiple times a week is high too, around two thirds. Observing the usage of social media within the age group, it shows a similar pattern with internet usage, meaning that almost all of the internet users are also following current events on social media too. Under no circumstances can we consider this age group as the late followers of the transforming media usage customs: the online presence of the 50-75-year-olds become the defining characteristic of the age group.

The growing popularity of the paid streaming services that was characteristic for the last years can be detected withing this age group as well. Third of the 50-75-year-olds watch videos, movies via paid streaming services at least on a weekly basis. However, within the age group watching TV via traditional TV channels is still the most common way of media consumption. three quarters of respondents watch TV this way every day, and 88% watch traditional TV channels at least weekly.

FREQUENCY OF MEDIA CONSUMPTION



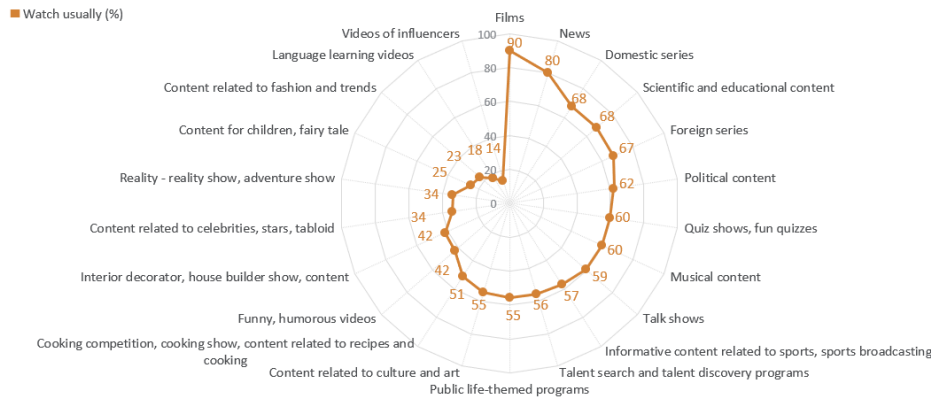
M1b. How much time do you usually spend doing these activities on an average weekend day? | N=2000, Total sample

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Platforms and contents

Within the 50-75-year-old age group movies and news are outstandingly popular, but series and scientific instructional programs are also followed by two-thirds. Apart from that, political, music contents, quiz shows, and talent shows are also extremely popular.

WHAT VIDEO CONTENT DO THEY WATCH?

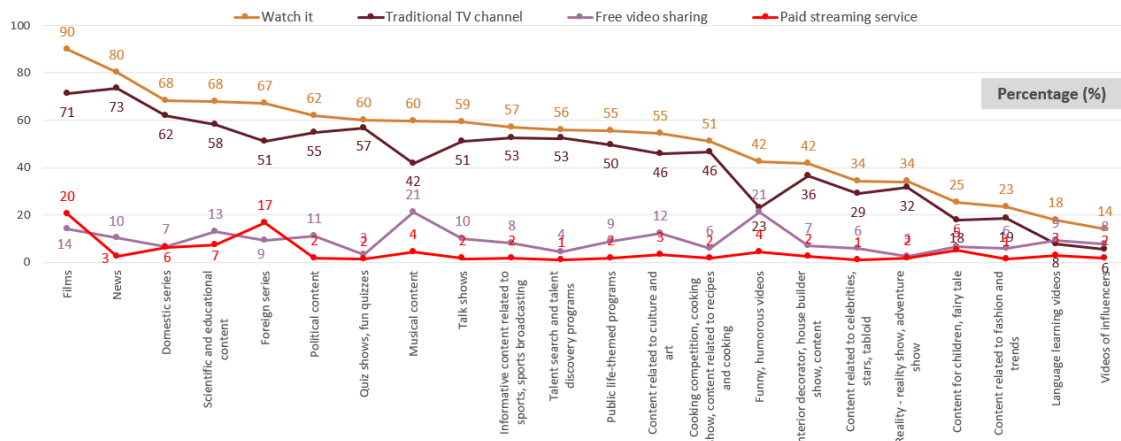


M2. Please tell us on which platforms you typically watch the content below. M3. And what type of content do you like to watch the most? | N=2000, Total sample

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Majority of the above-mentioned contents are nowadays also available on other platforms, outside of the traditional TV channels, therefore it worth examining on which platforms do 50-75-year-olds follow each type of content. The diagram below shows well that the role of the traditional TV channels have a dominant role in case of almost all content types.

ON WHAT PLATFORMS DO THEY WATCH?



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If we get back to the previously mentioned thoughts, namely that both the possession of devices and the online presence of 50-75-year-olds is closing up to the similar indicators of the younger age groups, it is obvious that this age group clearly tries to follow the defining media usage trends of the

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present. At the same time, for consuming their liked contents, traditional TV channels offer the right platforms that are conveniently accessible and can be fitted into their everyday schedule turning into daily routine.

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