

# Digital Video & the Future of News

**Chapter 2: How Behaviors Are Changing**



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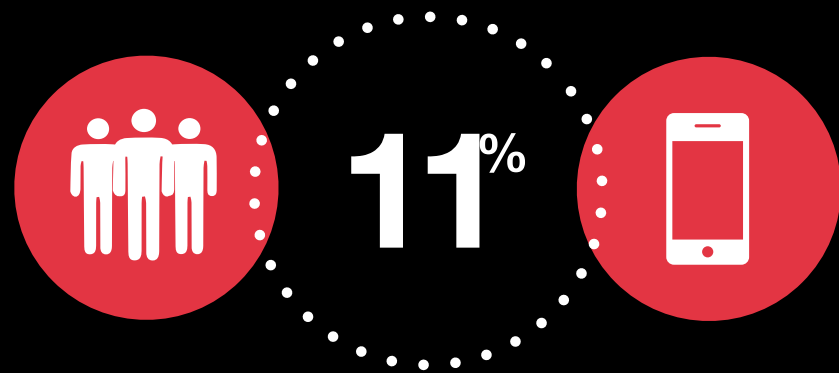
# How Behaviors Around Digital Video are Changing

**Users  
Consume,  
but They Also  
Contribute**

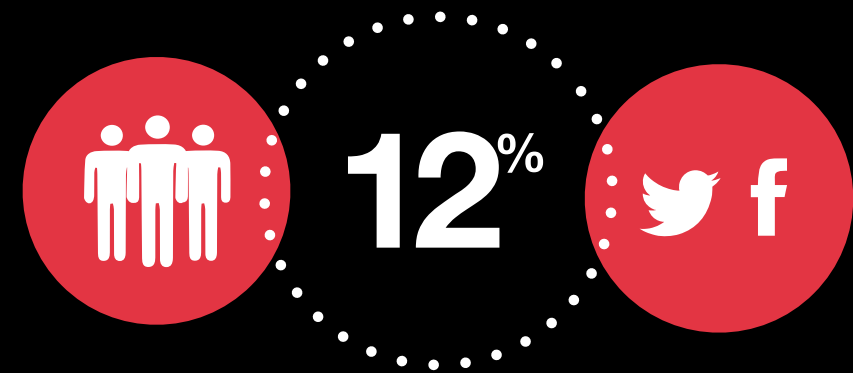
**The dissemination of content, including video, has changed from a one-way “broadcast” to much more of a two-way exchange.**

# Audience as Contributor

News is an area where consumers are more likely to contribute their own content.



**11%** of all online news consumers have submitted their own content, including videos.



**12%** of social media users post videos of news events that they themselves have recorded.

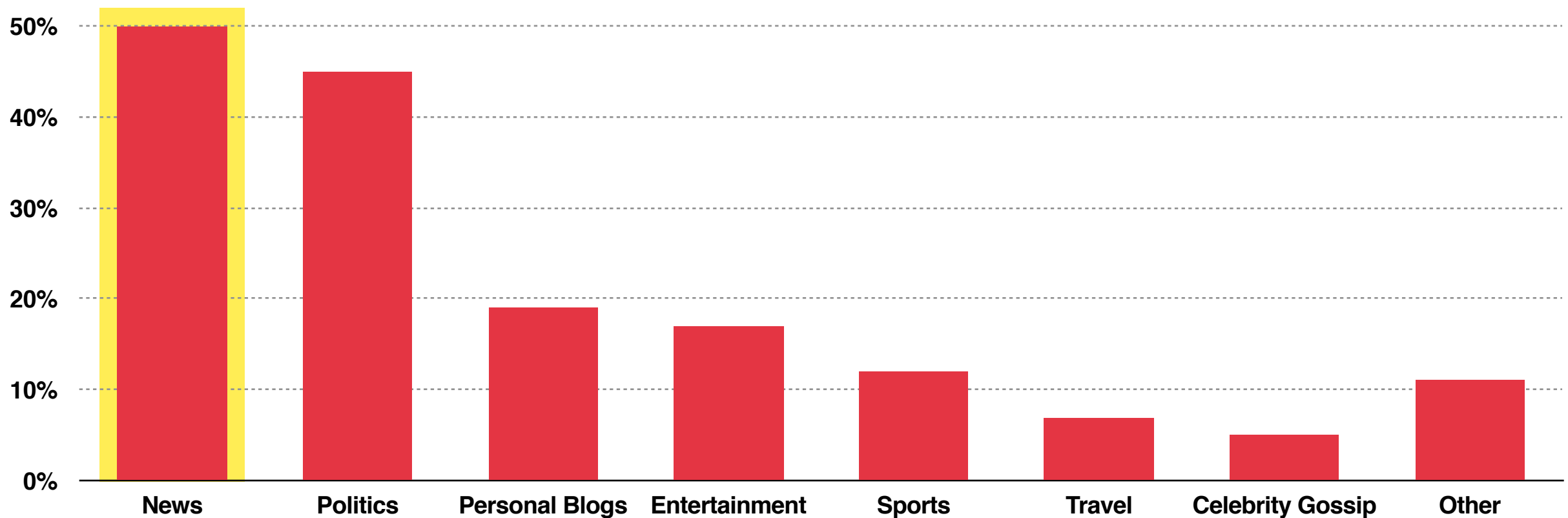


**One in three** of the top news videos posted on YouTube in 2012 were posted by citizens, not news organizations.

# News Spurs Interaction

News is the **number one** content type to spur interaction by users, and taken broadly makes up a majority of the types people comment on.

Digital Content on Which US Internet Users Comment Anonymously



# Leveraging a Motivated User

News organizations are moving to take advantage of this trend, creating dedicated content sections to highlight user-generated content. **CNN iReport** was one of the first such initiatives and remains the most prominent.



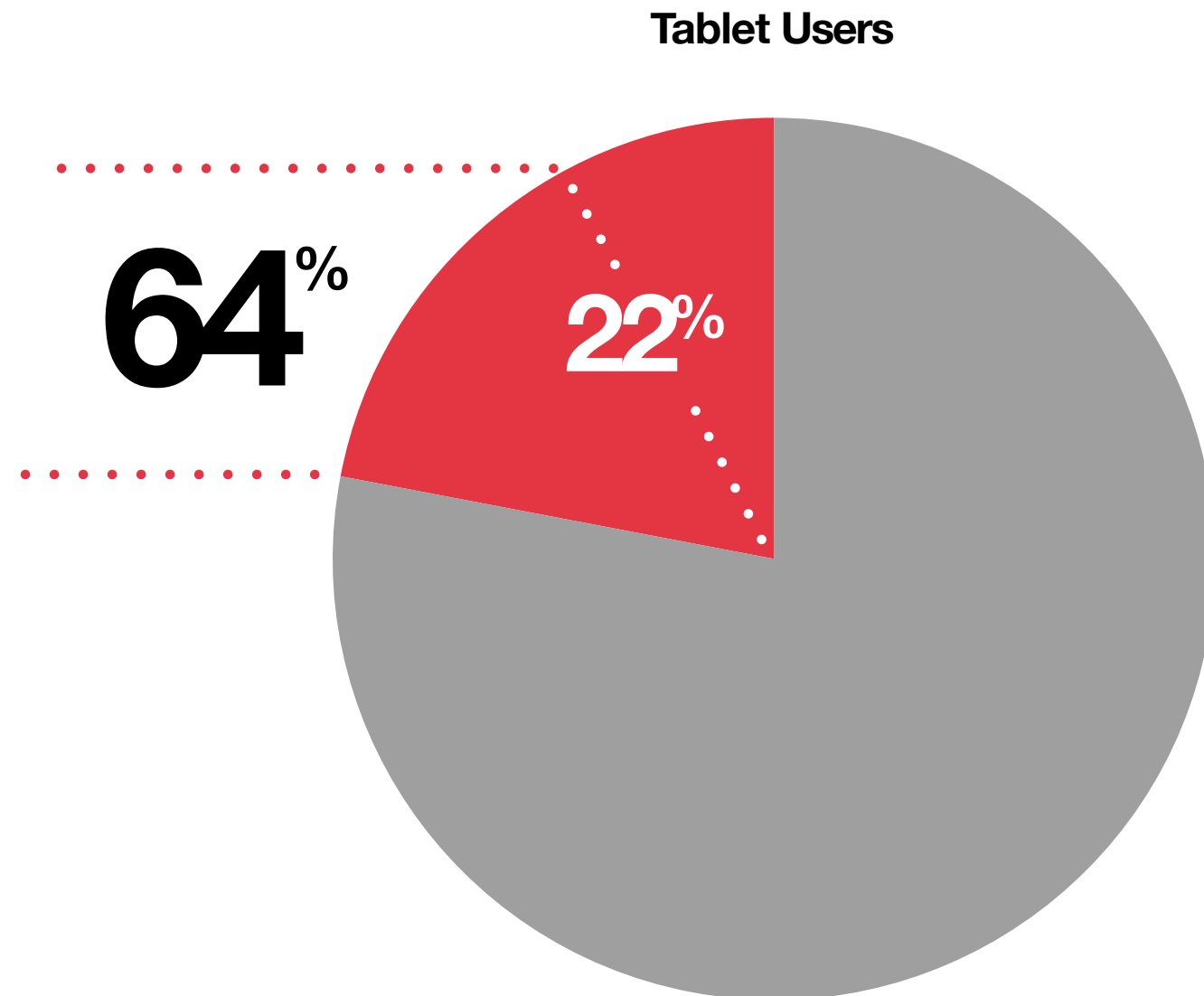
# Patterns of News Consumption



**The currency of news content, and its short shelf life, drives very specific behaviors in users that we, the content creators, can leverage to our advantage.**

# News Primary on Tablets

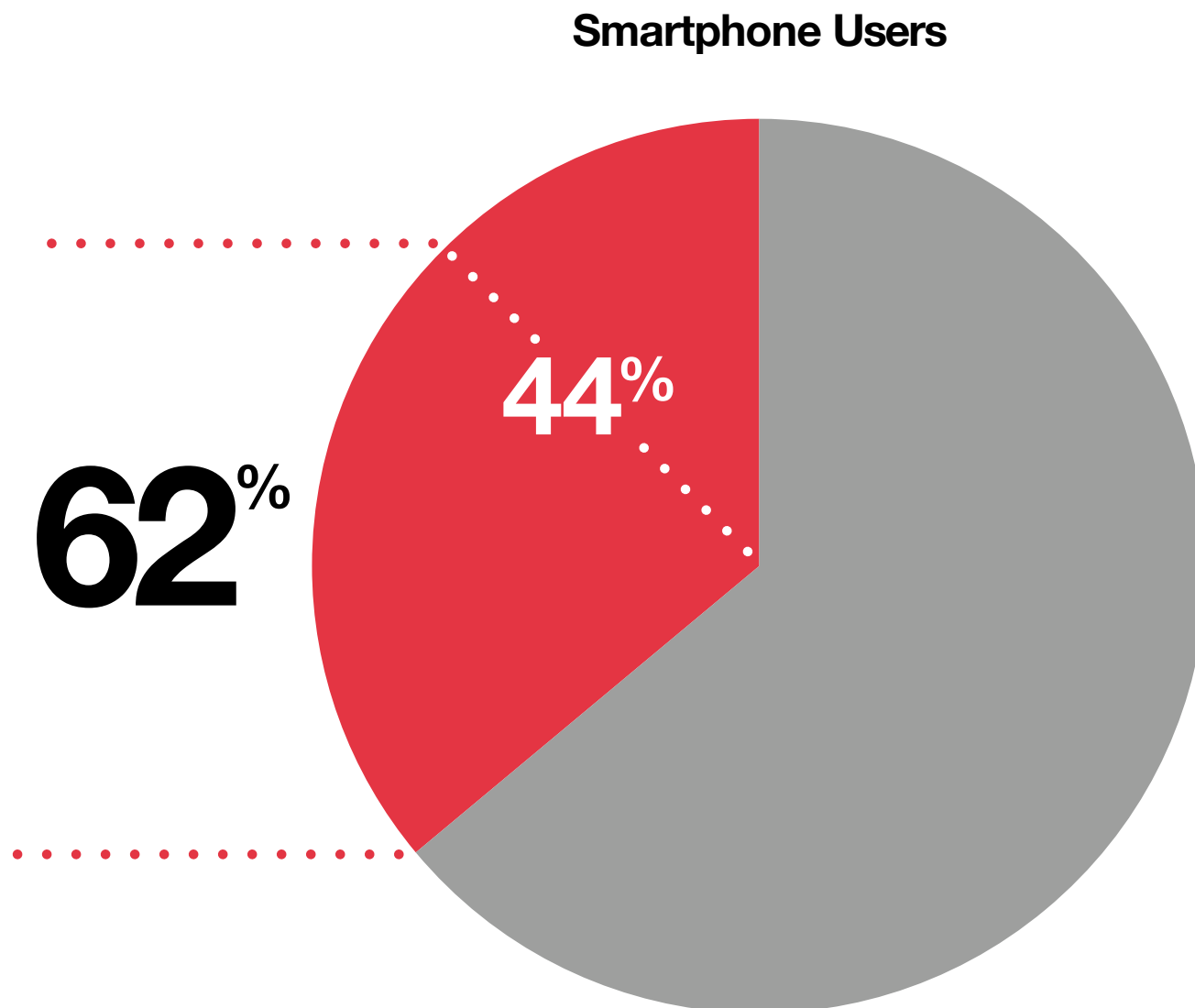
About **2/3** of tablet users say they view news on their devices.



**22%** of U.S. adults own a tablet and **64%** of those adults get news on that device

# And Also on Smartphones

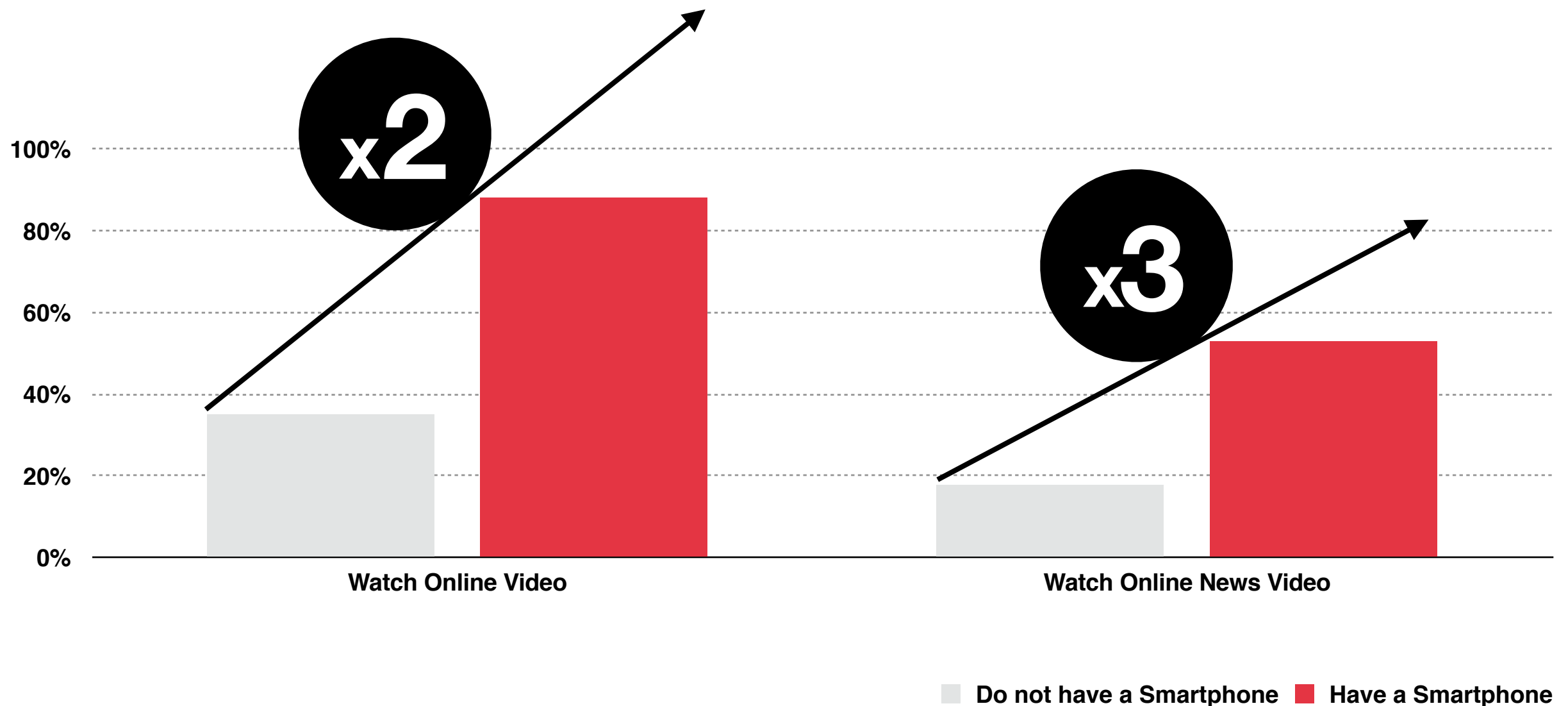
And **2/3** of smartphone users also say they consume news.



**44%** of U.S. adults own a smartphone and **62%** of those adults get news on that device

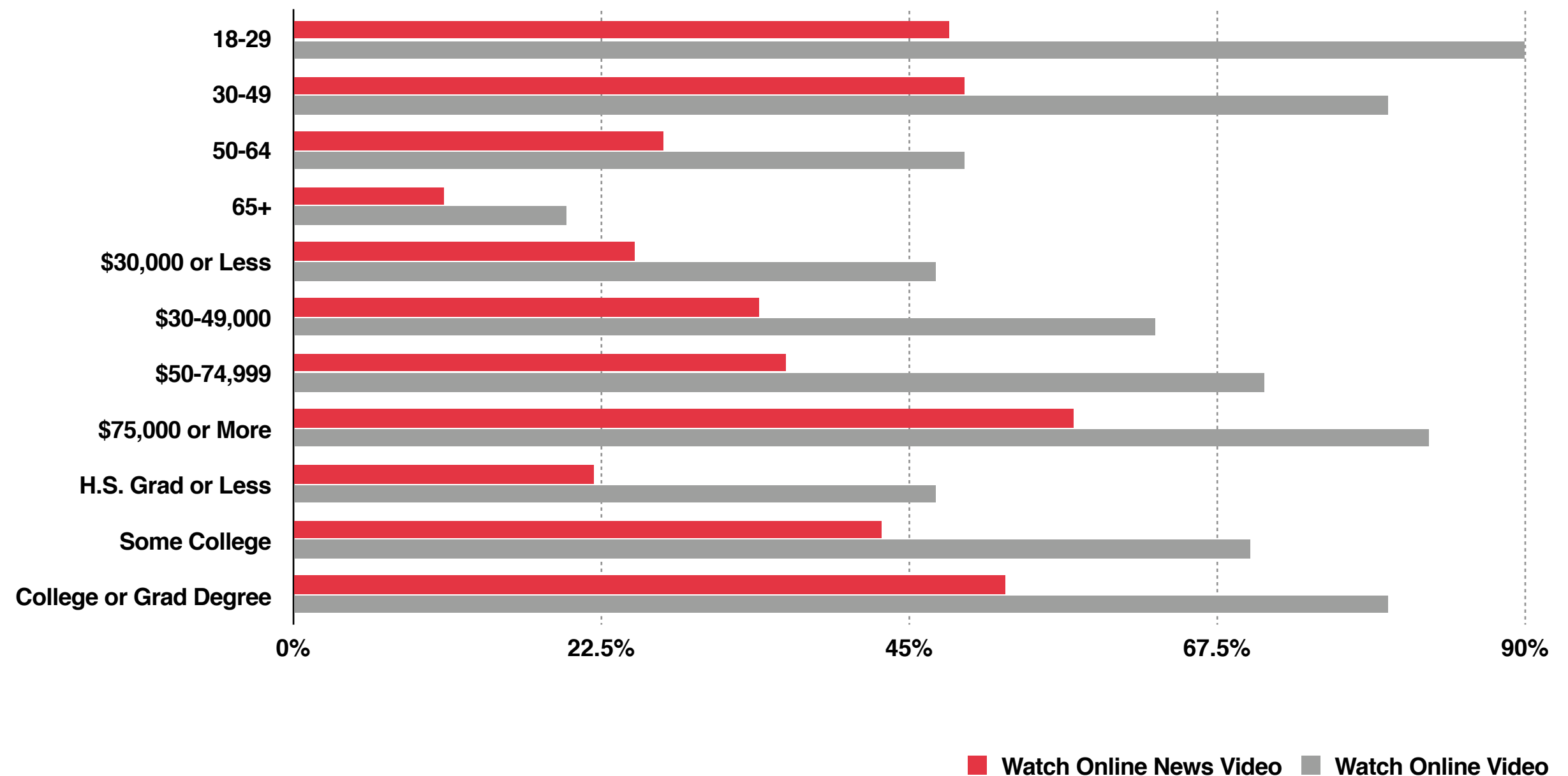
# Mobile Drives Video Use

Having a smartphone makes you more than **twice** as likely to watch online video in general, and **three times** as likely to watch news video online.



# Very Favorable Demographics

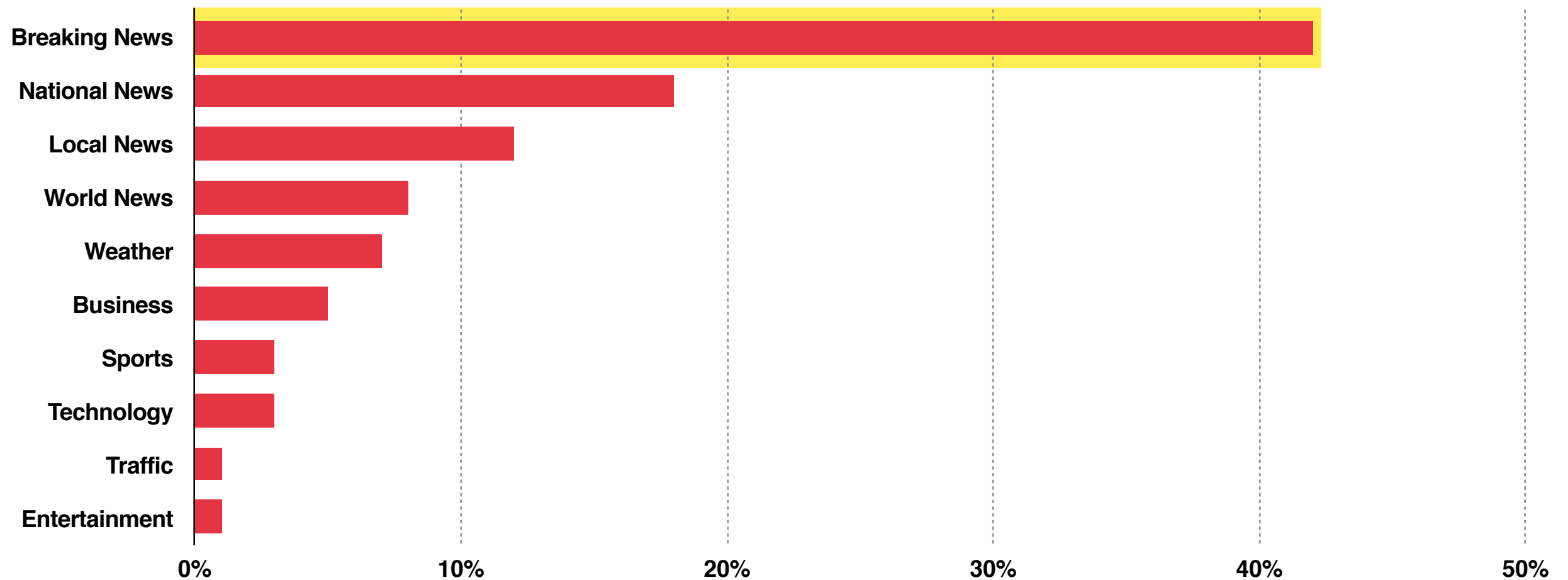
While likelihood to watch news videos online generally increases with income and education, young viewers, 18-29, are just as likely to watch news videos as those 30-49.



# Breaking News Drives Use

By far, most mobile news app users say they are driven to use their apps for breaking news coverage.

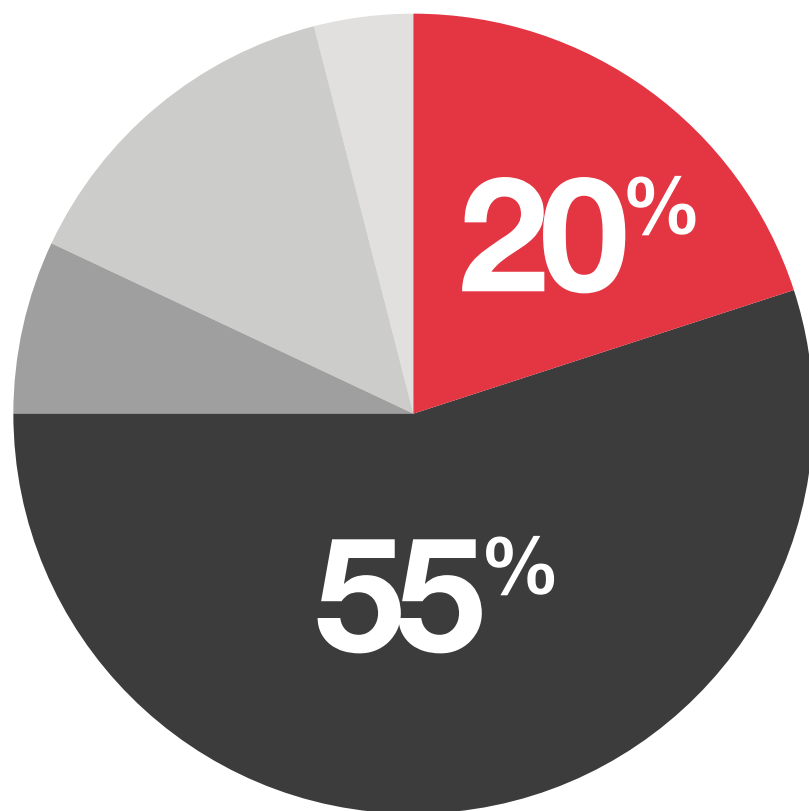
Most Important News Category  
When Using a Mobile News App



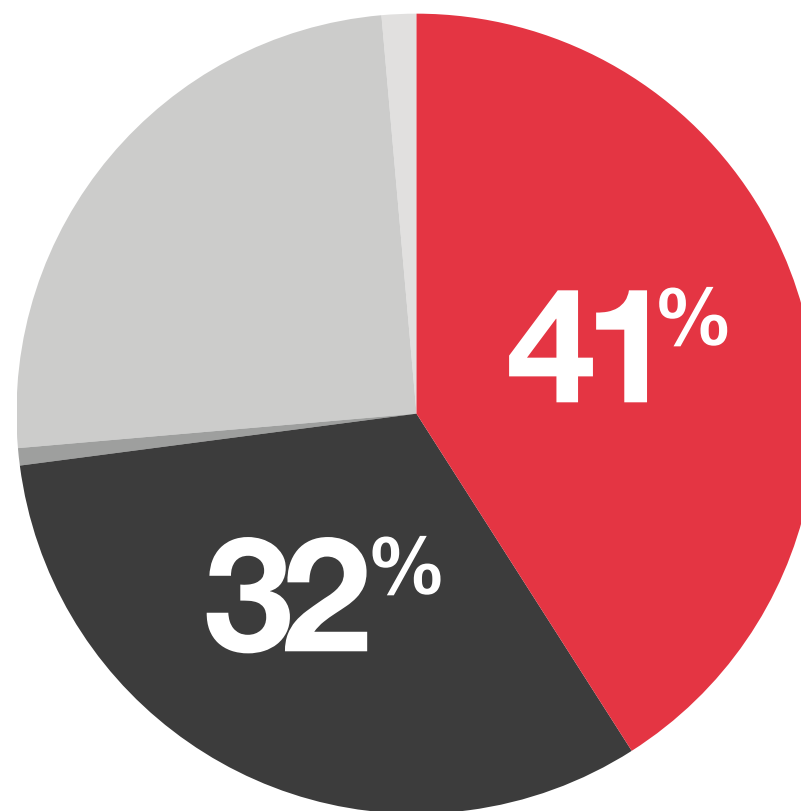
# Smartphones as News Tools

Smartphones outpace tablets as device of choice for breaking news.

Preferred Content When Using Mobile News Apps on Tablet



Preferred Content When Using Mobile News Apps on Smartphone

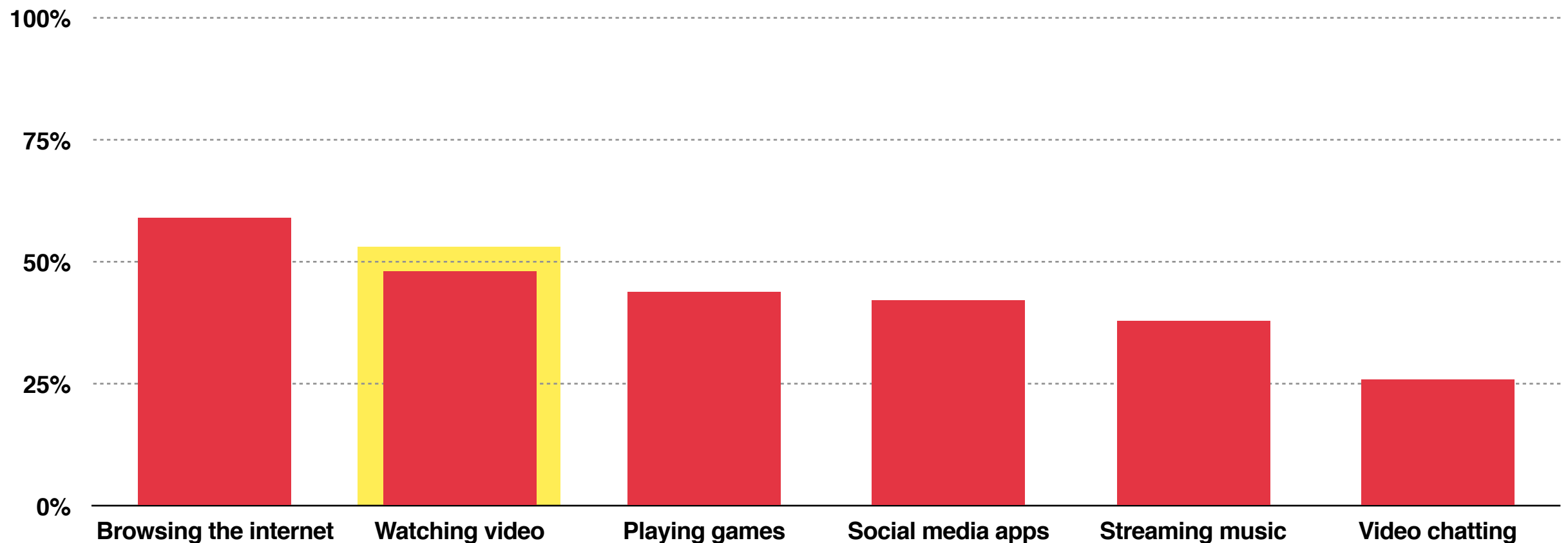


- Get breaking news alerts
- Read news content
- Watch Video
- Check the Weather
- Look at pictures

# Mobile Video Has its Price

About half of those mobile users who exceeded their monthly mobile data caps said they did so because they were watching video.

Reasons that US Smartphone/tablet Owners Exceed Their Monthly Mobile Data Cap





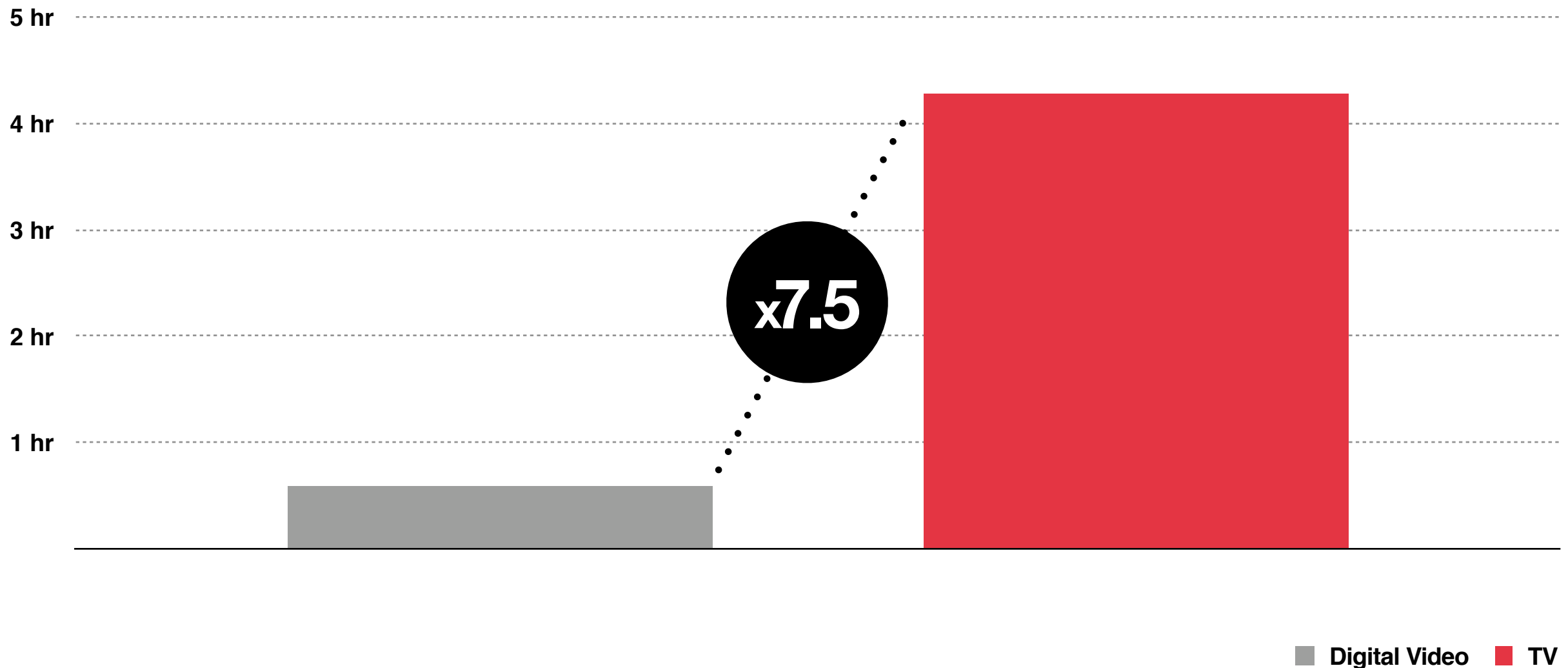
# Audience Engagement

**As viewers opt for a lean-in, interactive news video viewing experience as opposed to a lean-back television habit, content providers must accommodate their needs.**

# TV Still Dominant

US adult consumers still watch about **seven and a half times** as much television in a day compared to digital video.

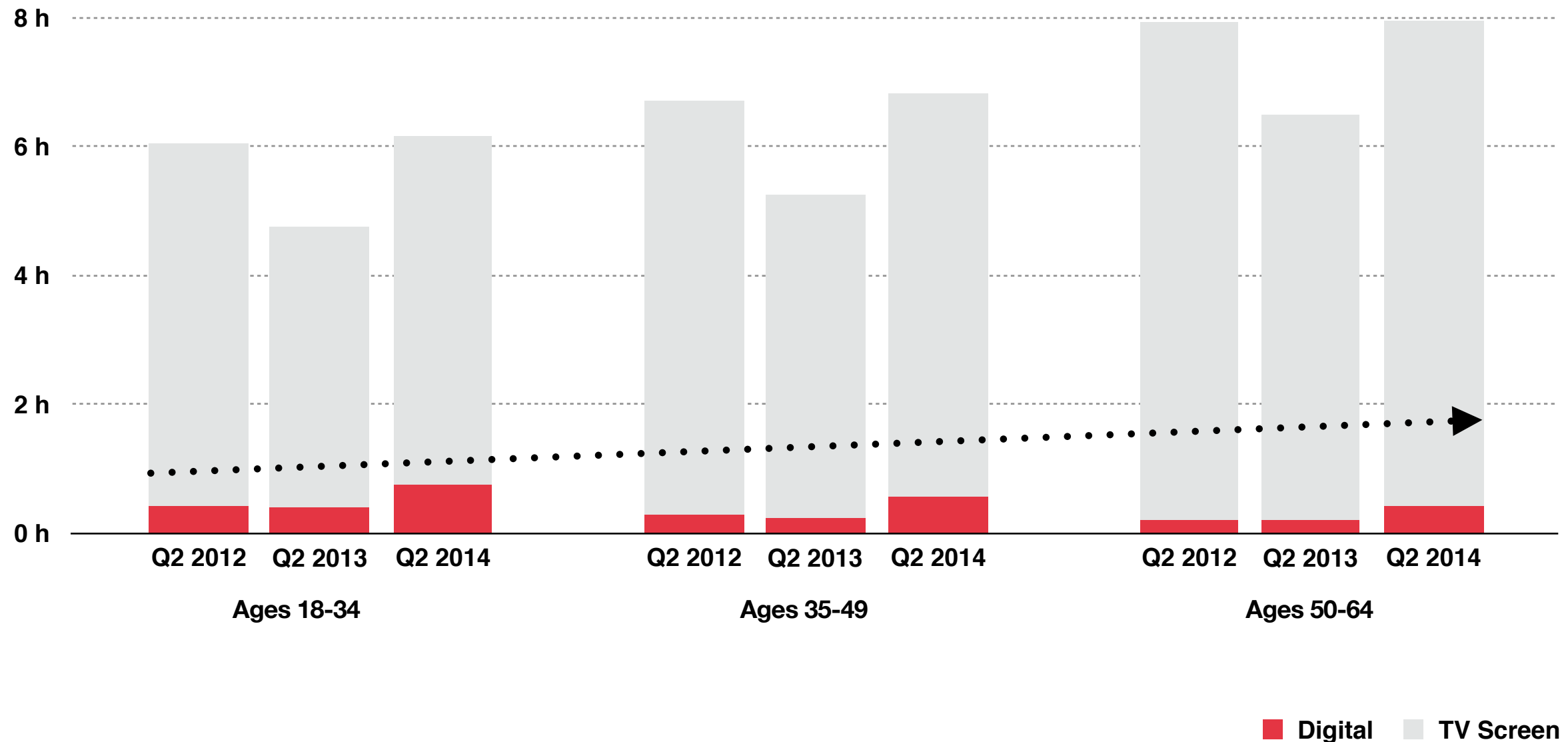
Hours of Consumption Daily



# Digital Taking Time from TV

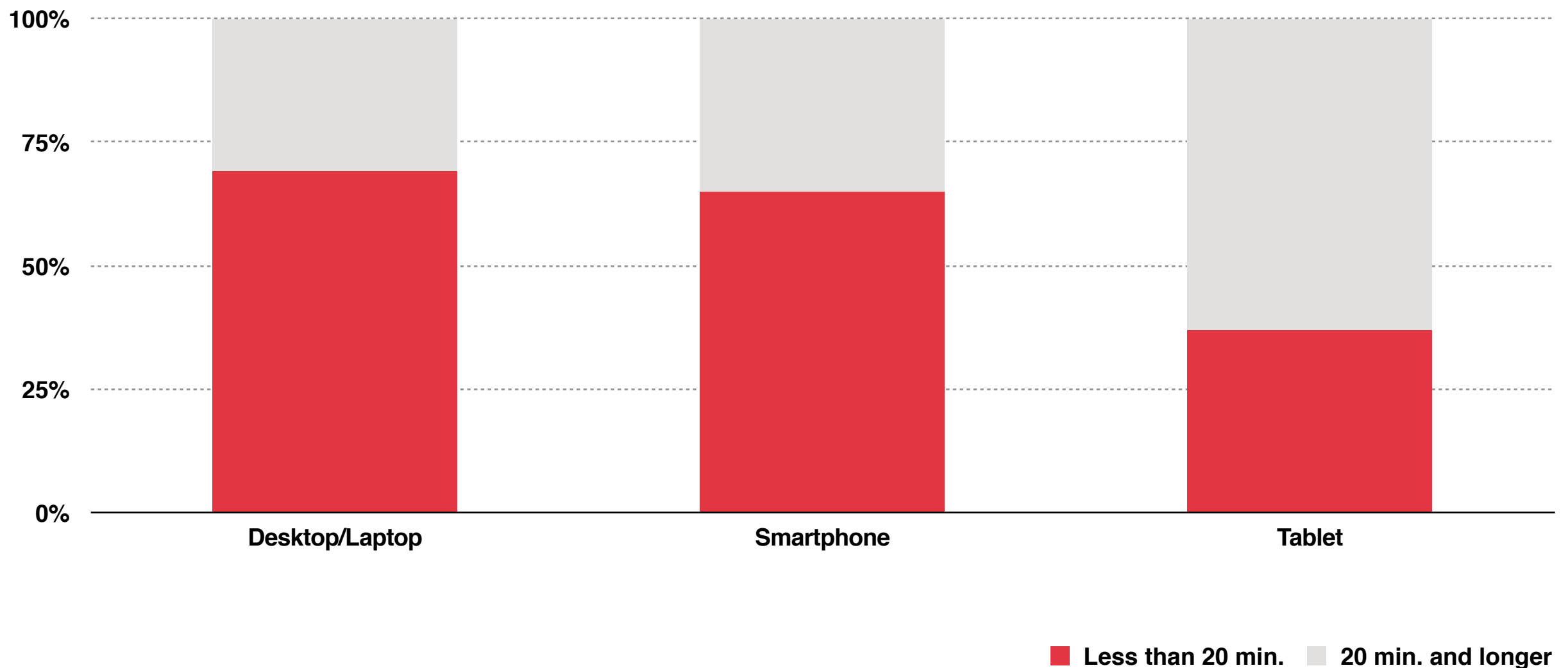
Still, digital video continues to eat away at TV viewing time across all age demographics.

Daily Time Spent Among Digital Video and the TV Screen



# Device Dictates Video Length

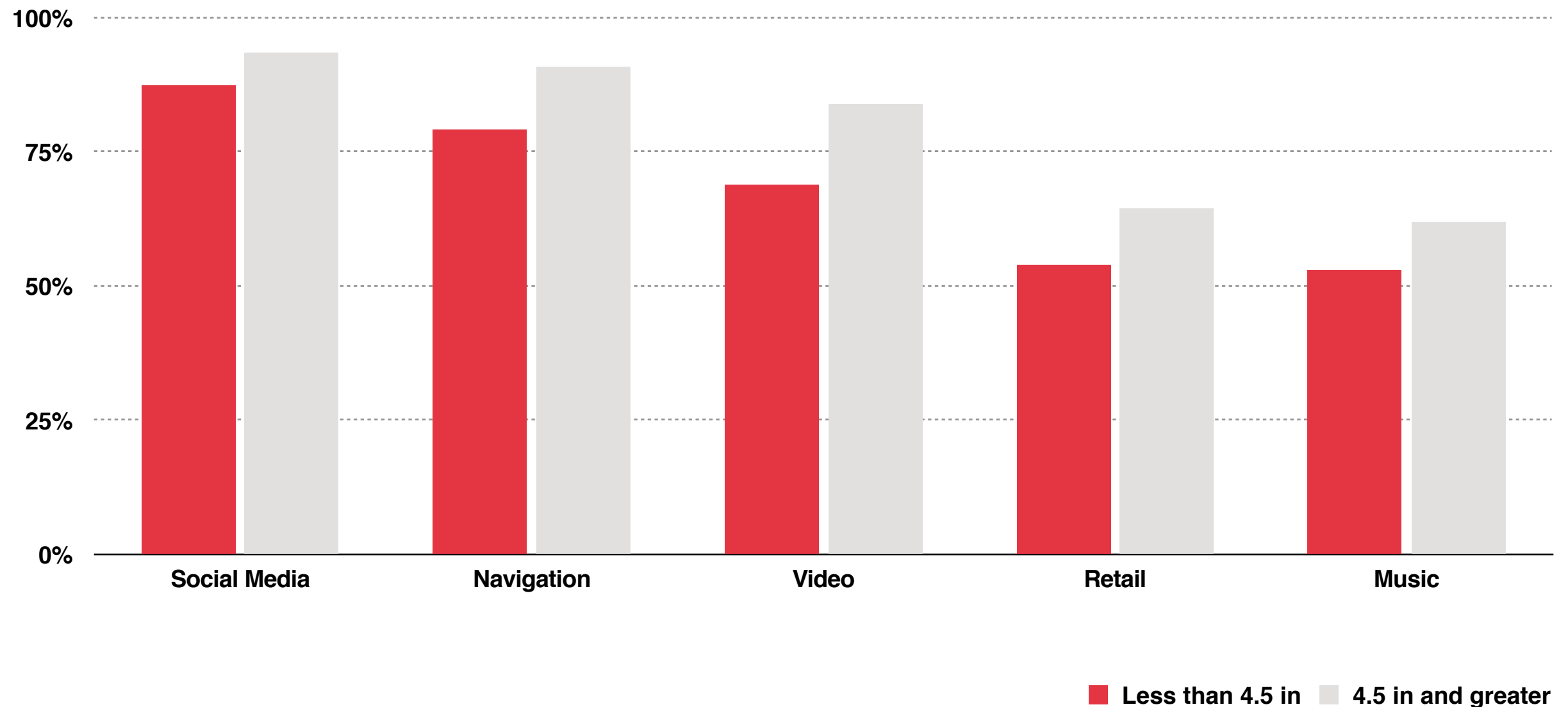
**2/3** of videos consumed on computers and smartphones are less than **20 minutes** in length, while tablets and set-top boxes promote viewing of longer videos, driven in part by Netflix and other video on demand services.



# Screen Size Matters

While smartphone users generally prefer shorter videos, those with large-screen phones consume more video and other content.

App Usage By Screen Size



# Importance of the Second Screen

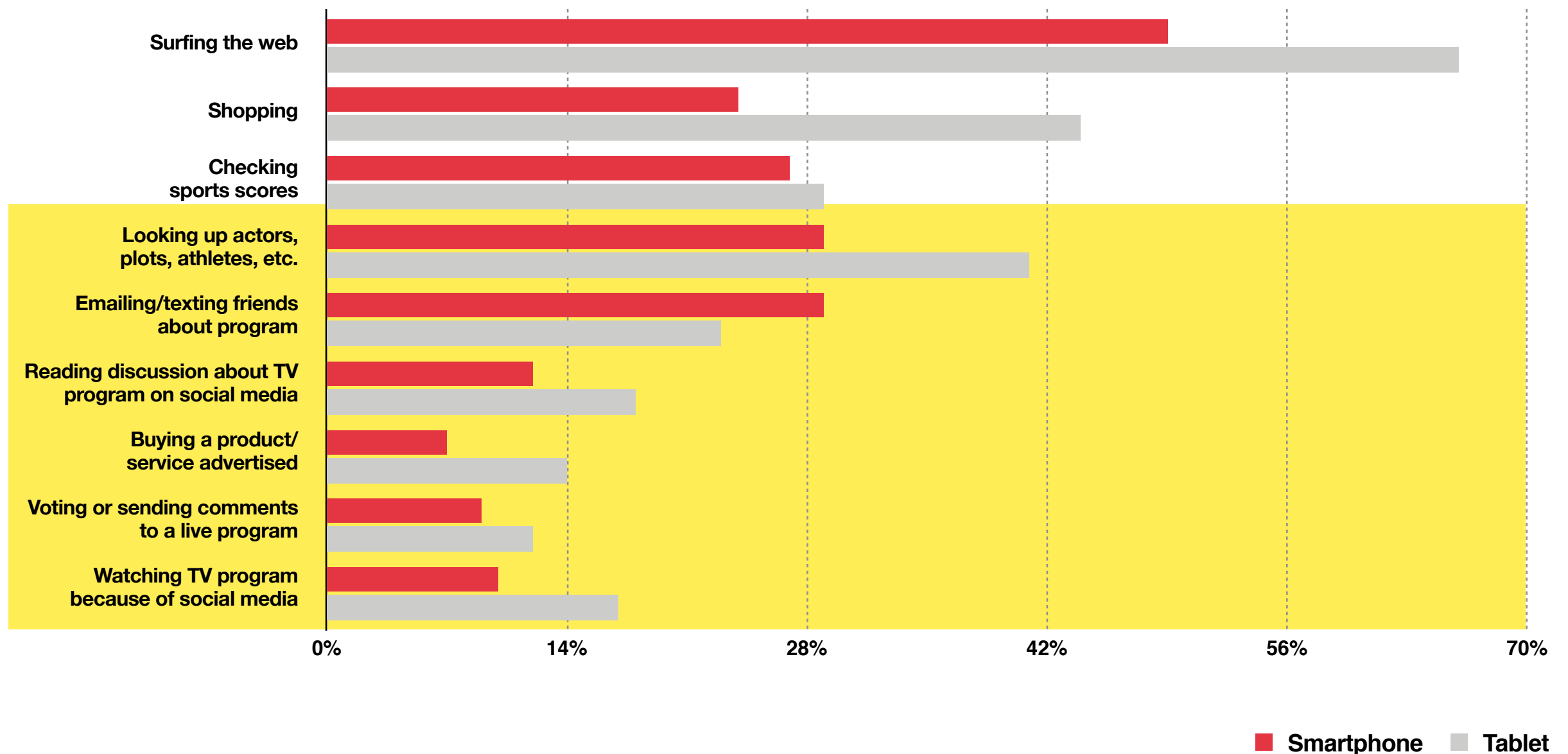
**Second-Screening:  
The use of a second  
device, usually a  
smartphone or tablet,  
while watching  
television.**



# Watching and More

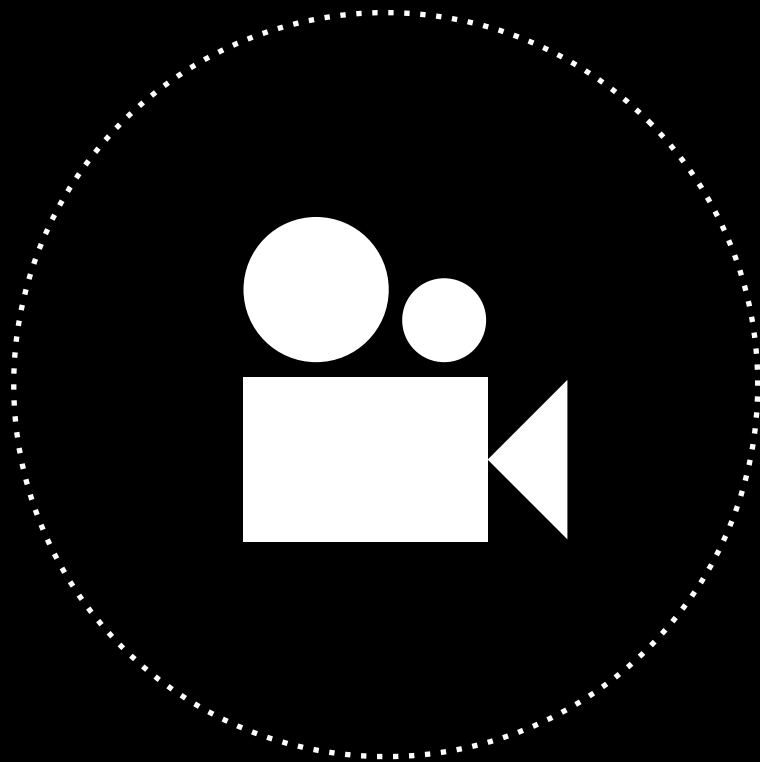
Only some of the time does the second screen activity correspond to the program being watched.

What Connected Devices Owners are Doing While Watching TV



# More Opportunities with News

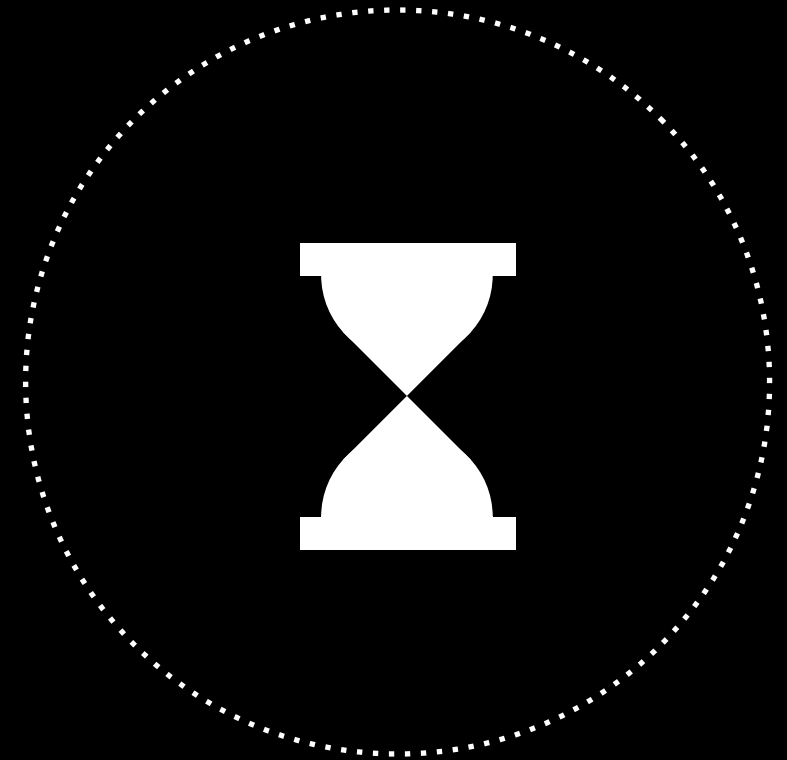
The nature of news programming provides for multiple streams of content related to the primary television material. For instance:



**Alternate  
live feeds &  
angles**



**Longer  
interview  
segments**



**Historical &  
background  
material**

# Social Media at the Ready

**And social media participation is a natural second screen activity. Not only does it provide additional content and means for interaction, but can be a main marketing driver, alerting other social media users about live or breaking video content thereby prompting them to consume, interact, and post on their own social channels, starting the cycle all over again.**



# Recap

**Users are no longer just consuming content as presented, they are controlling their own experience.**

- **No longer a one-way broadcast**
- **Users are contributing, commenting and sharing**
- **Smartphones and tablets are particularly useful tools to control the news experience**

**Digital Video & the  
Future of News  
continues with...**

**Best Practices  
in Digital Video**