Chapter 2: How Behaviors Are Changing
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.

Source: Pew, YouTube
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

Source: Livefyre, eMarketer, June 2014
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 $\frac{2}{3}$ 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.

Source: Pew
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.

Source: Pew
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.

Source: StepLeader, eMarketer, December 2013

Most Important News Category
When Using a Mobile News App

- Breaking News [45%]
- National News [25%]
- Local News [15%]
- World News [10%]
- Weather [5%]
- Business [3%]
- Sports [2%]
- Technology [1%]
- Traffic [1%]
- Entertainment [0%]
Smartphones as News Tools

Smartphones outpace tablets as device of choice for breaking news.

Preferred Content When Using Mobile News Apps on Tablet

- 55% Read news content
- 20% Get breaking news alerts
- 17% Watch Video
- 8% Check the Weather
- 8% Look at pictures

Preferred Content When Using Mobile News Apps on Smartphone

- 41% Read news content
- 32% Get breaking news alerts
- 17% Watch Video
- 8% Check the Weather
- 8% Look at pictures

Source: Pew, December 2013
Mobile Video Has its Price

About half of those mobile users who exceed 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

Source: Citrix, April 2014
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.

Source: Neilsen
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

Source: Neilsen, 2014
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.

Source: Neilsen
Screen Size Matters

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

Source: Nielsen
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

- Surfing the web
- Shopping
- Checking sports scores
- Looking up actors, plots, athletes, etc.
- Emailing/texting friends about program
- Reading discussion about TV program on social media
- Buying a product/service advertised
- Voting or sending comments to a live program
- Watching TV program because of social media

Source: Pew, Neilsen, 2014
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