

Industry news bulletin

A briefing for IAB Europe members and partners



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"The good news for business in these figures is that people are not replacing one medium with another - they are consuming more and different media to fit around themselves and their lifestyle"



David Day,
UK Managing Director,
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Media Multi-tasking: How consumers are adapting to multiple media platforms

Lightspeed Research surveyed 2,000 UK panellists earlier this year to understand how their media consumption patterns are changing. Here we're concentrating on how consumers across the age demographics are media 'multi-tasking' – using more than one media simultaneously.

The results revealed that in addition to the challenges posed by media fragmentation, consumers are testing advertisers and their agencies further by using two media simultaneously 28% of respondents said they surfed the Internet while watching TV everyday. 18% surfed while watching TV several times per week. Only 13% of 16-24 year olds said they never surfed while watching TV. And it's not just the Internet: more than 40% of under 35's listen to Internet radio at least once a week while surfing.

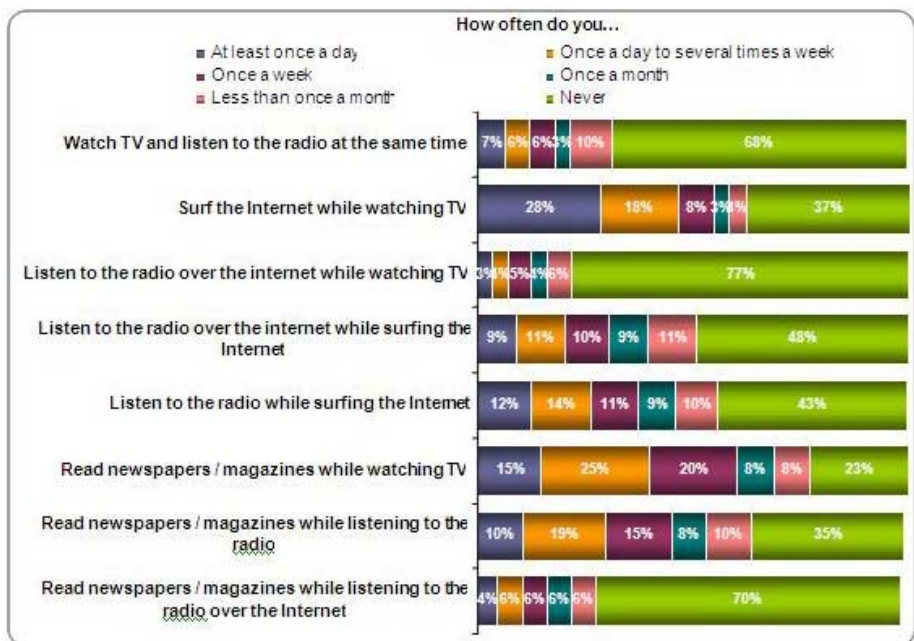


Chart 2: Media Consumption patterns by age

Although the majority (56%) of the 55+ group said they never surf and watch, this group isn't immune to media multi-tasking – as almost one in five (19%) said they surfed and watched on a daily basis. This suggests that it is not just the younger generation adapting to the proliferation of media choices. The figures below provide a very top line insight into how ever-increasing media choices are being used by consumers by age group.

MEDIA	AGE GROUP				
	16-24	25-34	35-44	45-54	55+
TV – Live/ real time	85%	85%	82%	82%	80%
Radio	57%	57%	55%	51%	48%
Print	59%	51%	51%	43%	49%
Internet general	59%	54%	50%	39%	35%
TV – Teletext	36%	31%	31%	34%	32%
Internet - viewing	40%	40%	30%	21%	16%
TV - Interactive (e.g. The Red Button)	26%	34%	28%	19%	12%
Internet – listening	27%	25%	19%	10%	7%
Mobile Phone	17%	17%	7%	3%	2%
None of the above	5%	3%	3%	4%	3%

Percentage of respondents using each media, broken down by age group

The good news for business in these figures is that people are not replacing one medium with another - they are consuming more and different media to fit around themselves and their lifestyle. Now it is over to marketers and advertisers to understand these trends, and adapt campaigns and strategies to address them. This is a snapshot of a broad and detailed survey which covers topics including the correlation between types of content and the media platforms they are consumed on, as well as attitudes to advertising on each media. Whilst this survey only covers the UK at present, these media platforms are available across Europe and no doubt we would see similar results in those markets. Lightspeed Research plans to expand this survey to include its panels in France and Germany in 2008.

For more information please contact [David Day](#), CEO Europe Lightspeed Research

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