



# **ATTITUDES TOWARDS MEDIA MEANINGFULNESS**

## **A BELGIAN REPORT (+ 7 OTHER MARKETS COMPARISON)**

# OUR GOAL: TO BETTER UNDERSTAND THE **MEDIA THAT MATTERS** TO BELGIAN PEOPLE.

1. MEANINGFUL MEDIA **CHANNELS**
2. MEANINGFUL MEDIA **CONTENT**
3. MEANINGFUL MEDIA **GENRES**
4. **DISCOVERING** MEANINGFUL MEDIA

FIELD:



January 2021

SURVEY PROVIDER:



MARKETS SURVEYED:



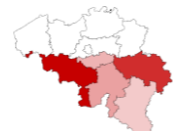
n=500



58%

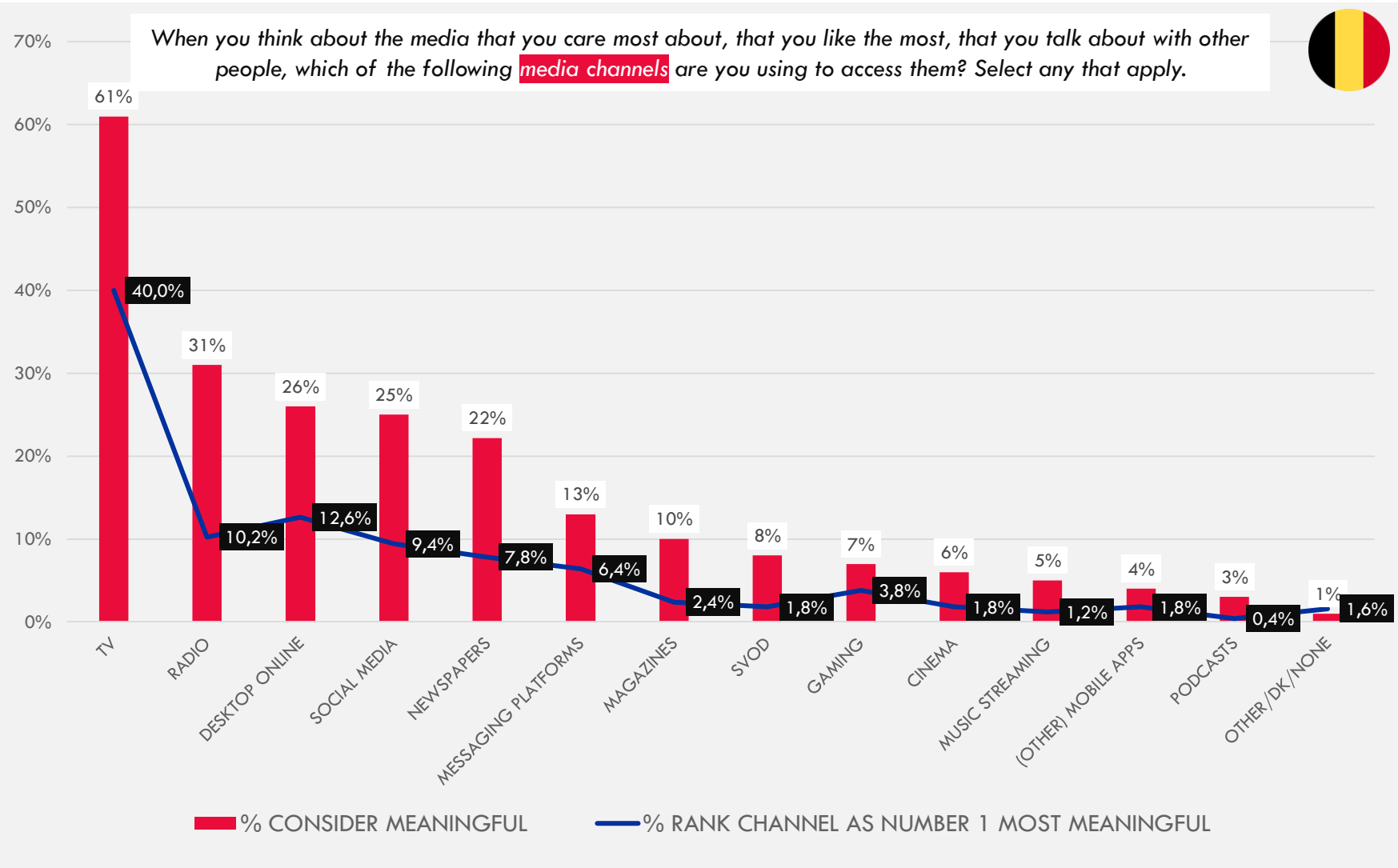


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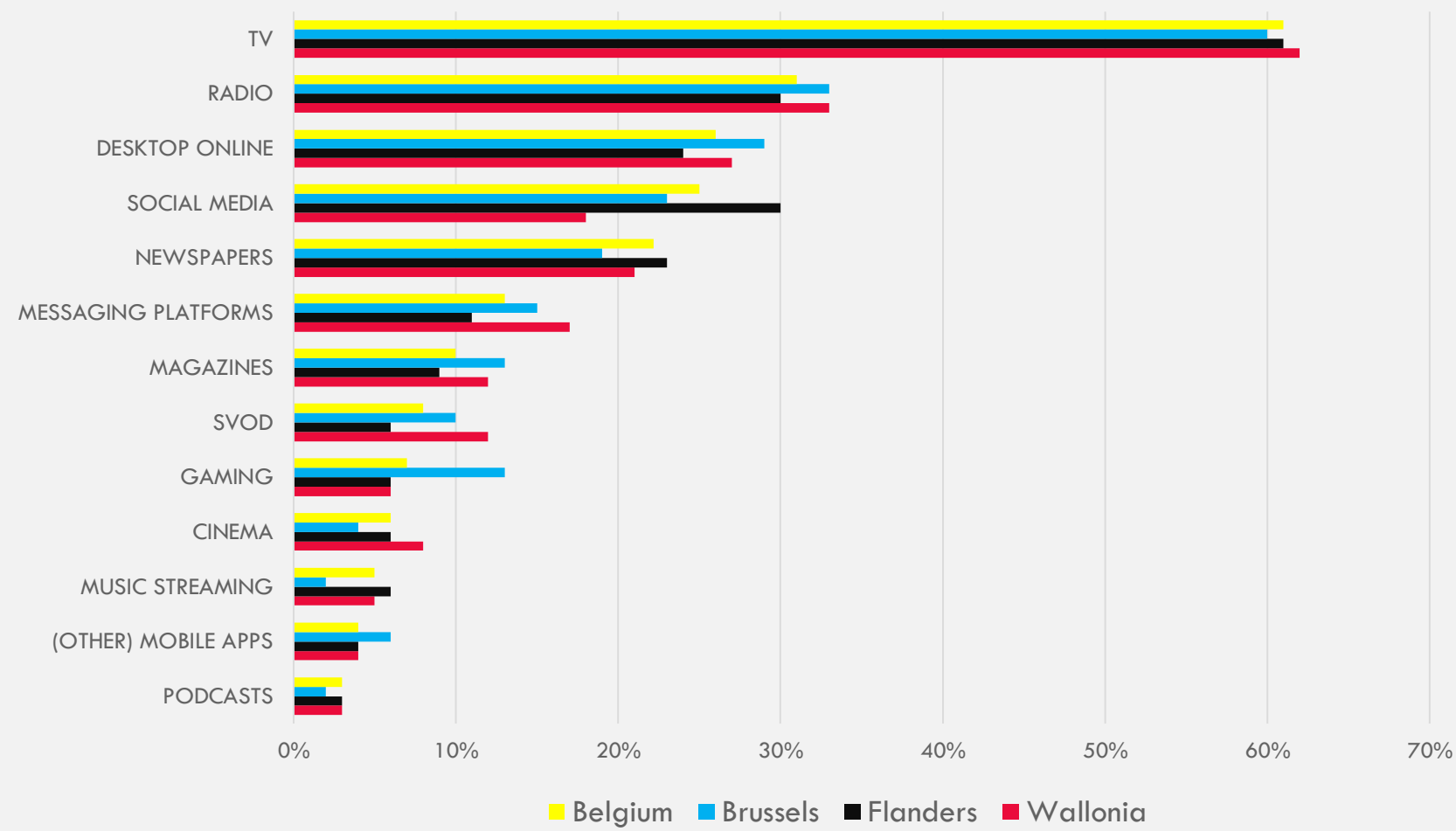
32%

MOST MEANINGFUL CHANNELS ARE A BLEND OF ONLINE AND OFFLINE



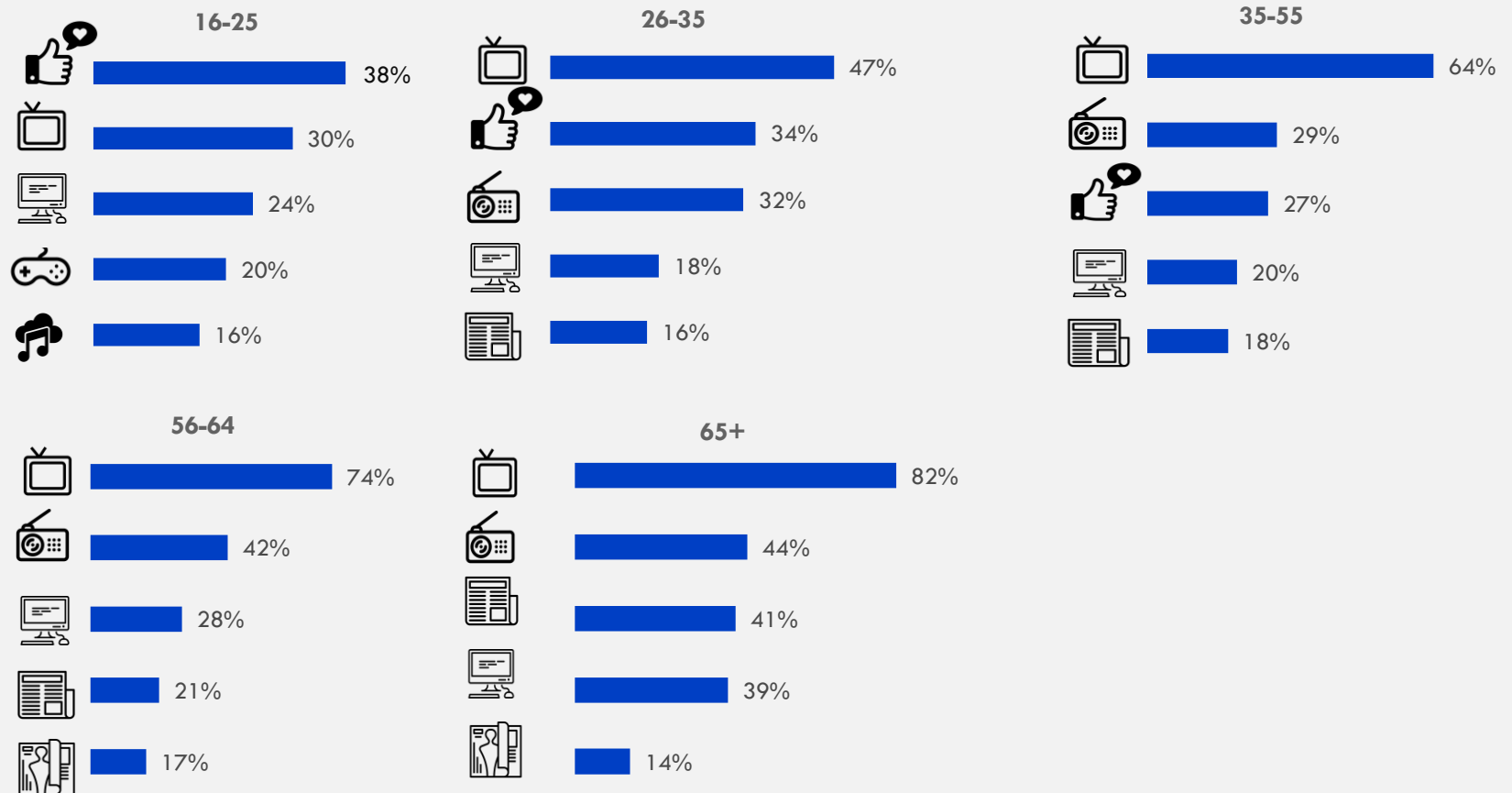
FLANDERS ARE  
MORE INTO  
SOCIAL MEDIA  
WHILE  
BRUSSELS  
PEOPLE LIKE  
GAMING

When you think about the media that you care most about, that you like the most, that you talk about with other people, which of the following **media channels** are you using to access them? Select any that apply.



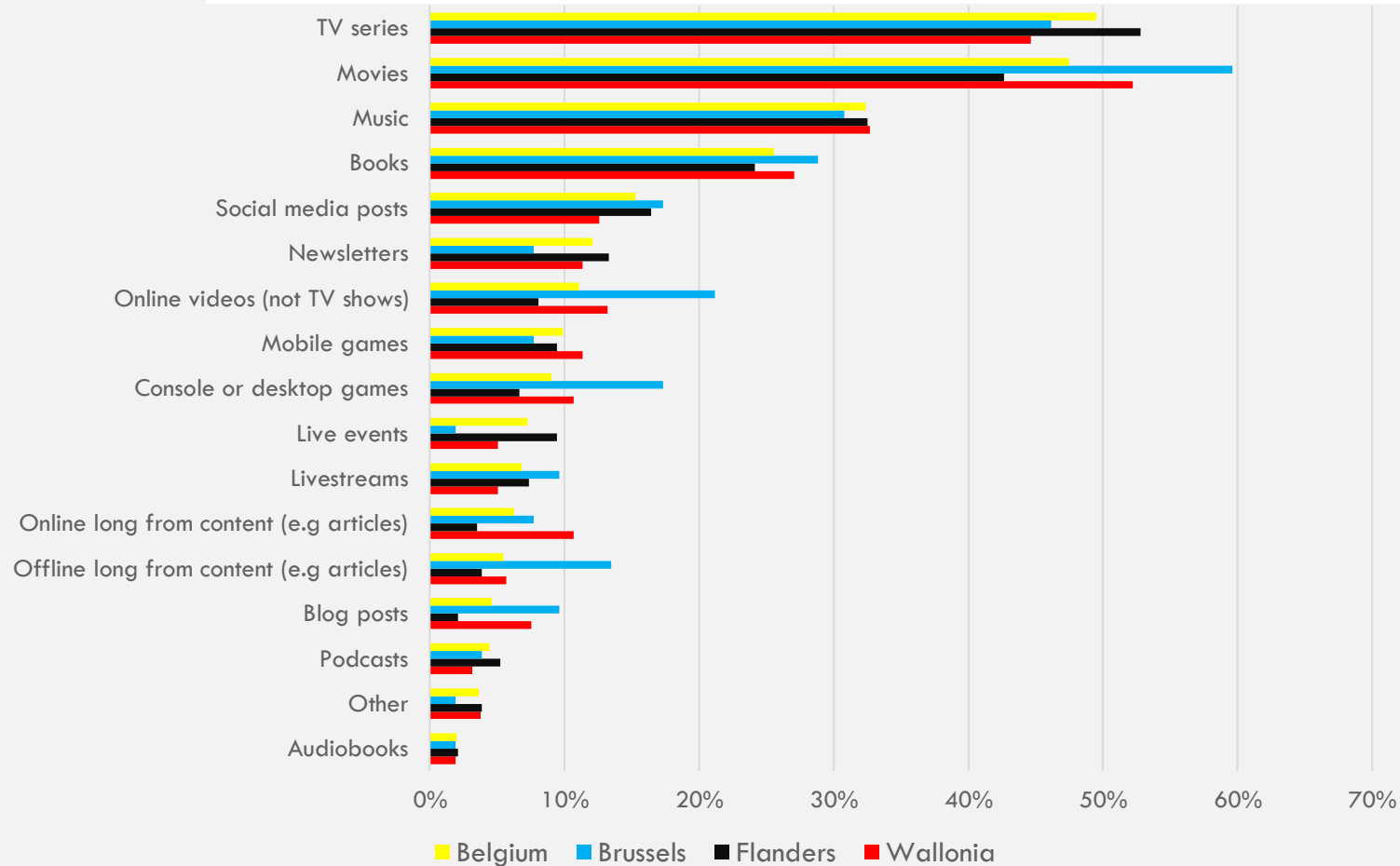
THE PERCEPTION  
OF MEANINGFUL  
MEDIA IS MORE  
VARIED FOR  
YOUNGER  
GENERATION

When you think about the media that you care most about, that you like the most, that you talk about with other people, which of the following **media channels** are you using to access them?



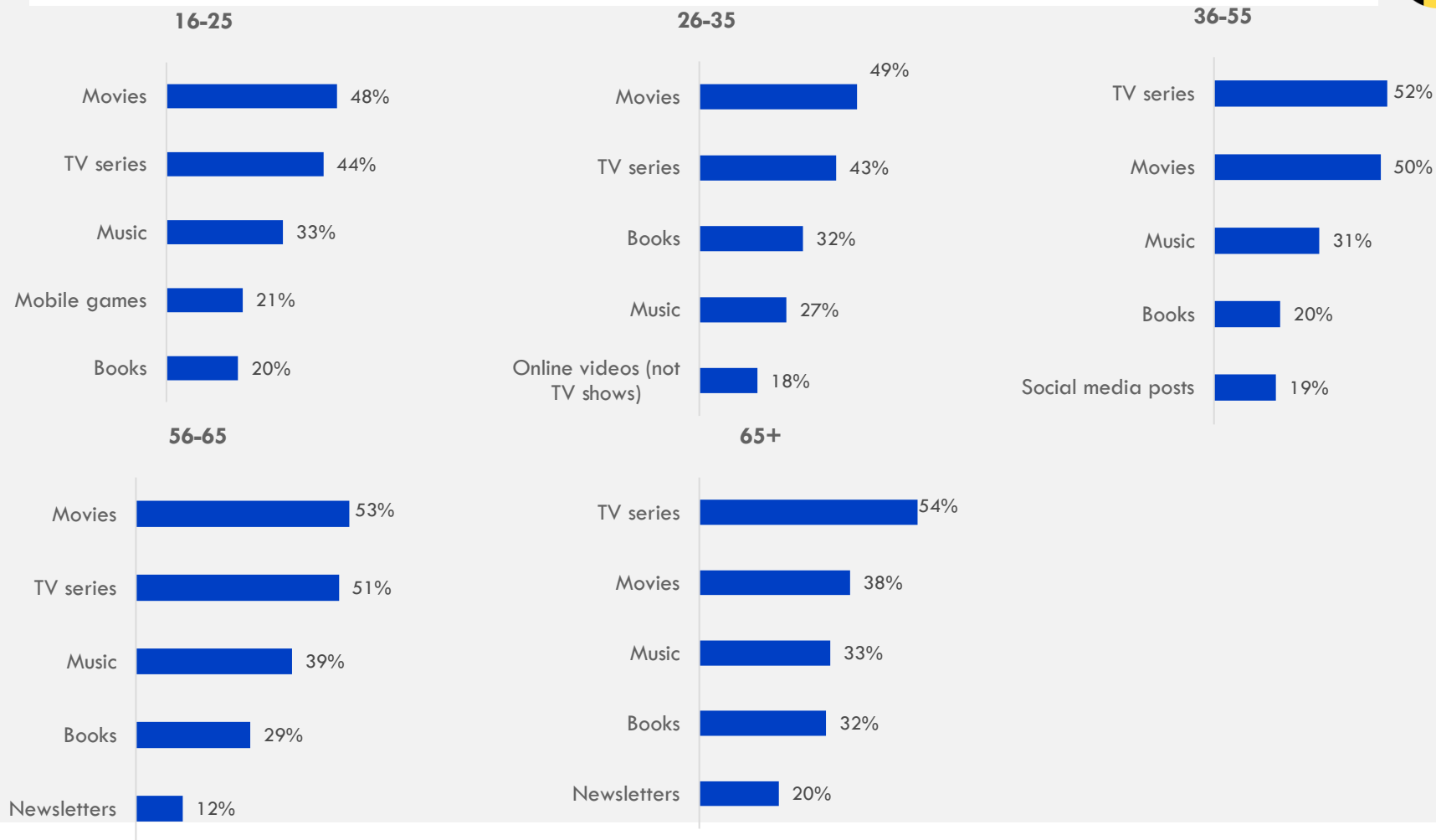
# SERIES, MOVIES AND MUSIC ARE MOST MEANINGFUL CONTENT TYPES

When you think about the media that you care most about, that you like the most, that you talk about with other people, which of the following types of **content** apply?



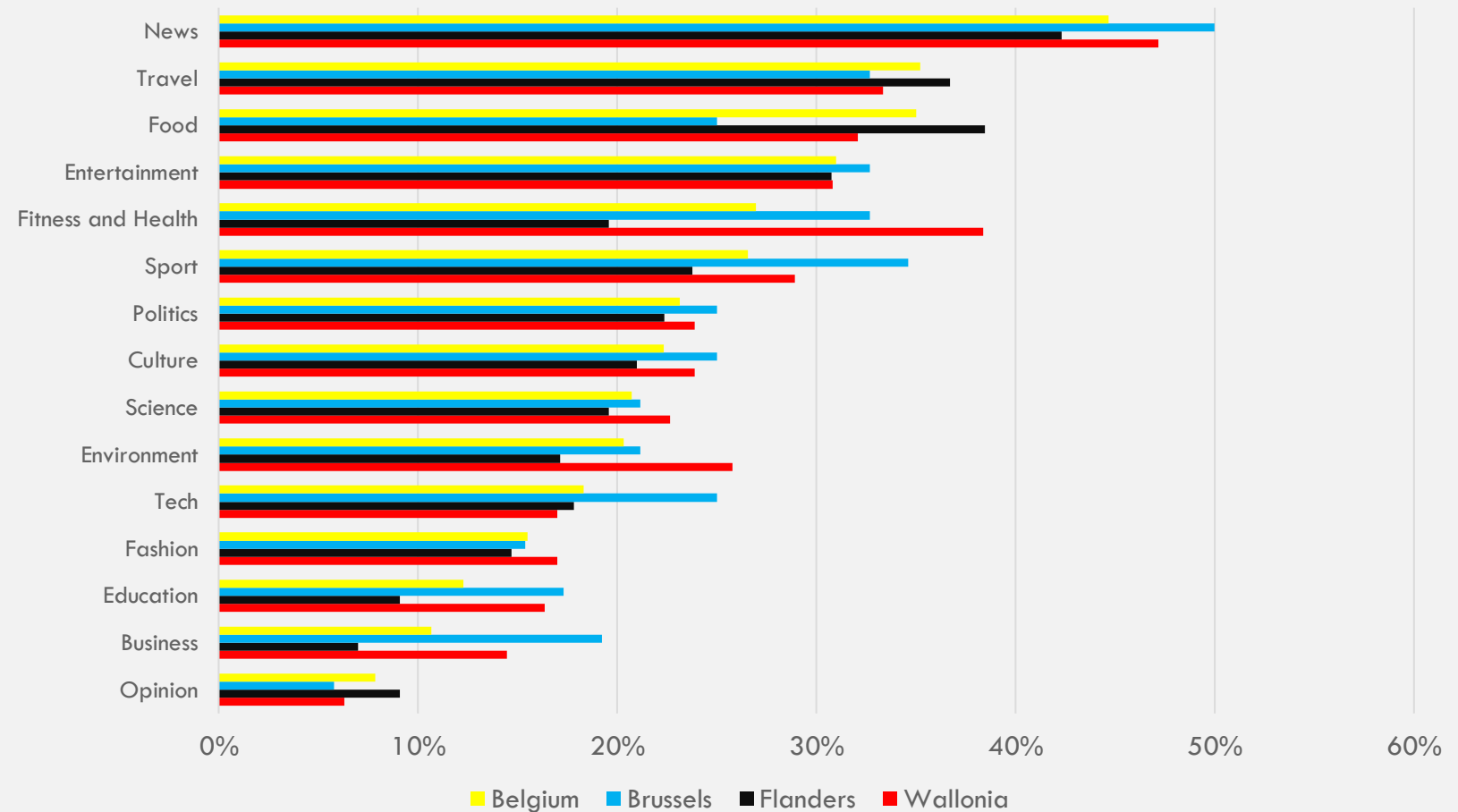
# MEANINGFUL CONTENT RELATIVELY CONSISTENT ACROSS GENERATIONS

When you think about the media that you care most about, that you like the most, that you talk about with other people, which of the following types of **content** apply?



# NEWS, TRAVEL, AND FOOD ARE MOST MEANINGFUL GENRES

When you think about the media that you care most about, that you like the most, that you talk about with other people, which of the following **genres** do they fall under?

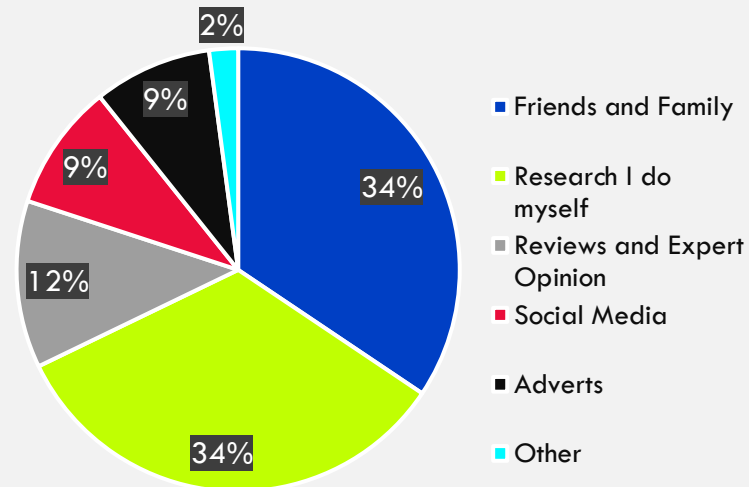




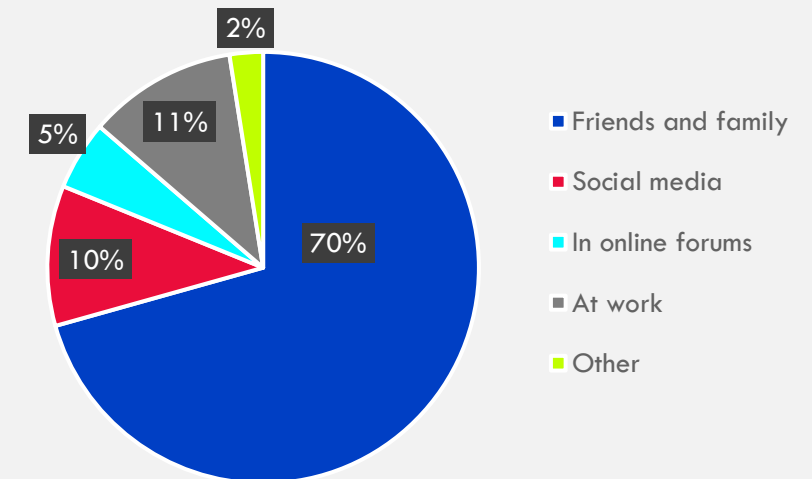


# MEANINGFUL MEDIA IS MOST OFTEN DISCOVERED & DISCUSSED WITH FRIENDS & FAMILY

Which of the following influences you to try a new/different type of media?



Where do you talk about the media that you like most?



# KEY TAKEAWAYS & CONSIDERATIONS

1.

MOST MEANINGFUL  
CHANNELS ARE A  
BLEND OF ONLINE AND  
OFFLINE

**CONTINUED  
BALANCE  
NECESSARY FOR  
BRAND GROWTH**

2.

GREATER DIVERSITY  
AMONG YOUNGER  
GENERATIONS

**THINK BEYOND  
GENERATIONS AS  
PLANNING  
AUDIENCES**

3.

MEANINGFUL MEDIA IS  
MOST OFTEN  
DISCOVERED AND  
DISCUSSED VIA  
FRIENDS & FAMILY

**UNDERSTAND THE  
NEW WOM  
CULTURE**

# INTERNATIONAL RESULTS COMPARISONS

## MARKETS SURVEYED:



n=500



n=500



n=512



n=525



n=523



n=513











n=521











n=516









## TV DOMINANCE CONSISTENT ACROSS MARKETS

								
TV	62%	56%	57%	52%	58%	55%	55%	58%
Social media	25%	22%	36%	44%	14%	35%	36%	27%
Radio	31%	31%	17%	20%	28%	21%	13%	19%
Desktop online	25%	40%	11%	30%	18%	14%	17%	16%
Newspapers	22%	16%	15%	19%	16%	15%	15%	25%
Messaging platforms	13%	5%	20%	13%	9%	9%	7%	14%
Subscription Video	8%	7%	10%	7%	14%	11%	8%	11%
Other mobile app	4%	22%	11%	9%	6%	8%	12%	4%
Gaming	7%	9%	7%	8%	10%	10%	14%	6%
Music streaming	5%	8%	14%	6%	9%	9%	12%	7%
Cinema	6%	5%	14%	8%	6%	6%	6%	9%
Magazines	10%	6%	8%	4%	9%	5%	7%	9%
Podcast	3%	4%	3%	4%	2%	6%	6%	5%

## MOST MEANINGFUL CONTENT TYPES PER MARKET









								
TV series	49%	42%	52%	45%	34%	52%	45%	50%
Movies	48%	45%	58%	40%	37%	36%	32%	36%
Music	32%	37%	39%	30%	31%	29%	32%	37%
Books	25%	25%	31%	23%	21%	27%	16%	25%
Social media posts	15%	17%	20%	24%	14%	28%	29%	15%
Online videos (not TV)	11%	9%	22%	11%	15%	14%	18%	10%
Mobile games	10%	9%	14%	14%	12%	11%	17%	8%
Live events	7%	8%	14%	12%	8%	17%	16%	9%
Console or desktop games	9%	11%	12%	11%	12%	9%	10%	6%
Newsletters	12%	15%	6%	6%	7%	7%	9%	13%
Online long-form content	6%	10%	9%	11%	10%	10%	10%	4%
Livestreams	7%	11%	6%	12%	8%	8%	9%	6%
Podcasts	4%	8%	5%	8%	3%	8%	8%	6%
Offline long-form content	5%	11%	7%	4%	8%	6%	4%	3%
Blog posts	5%	5%	9%	9%	5%	4%	5%	2%
Audiobooks	2%	7%	5%	4%	4%	6%	6%	3%
Other (please specify)	3%	2%	1%	2%	2%	2%	6%	5%

## MOST MEANINGFUL GENRES PER MARKET









								
News	45%	47%	44%	43%	36%	38%	42%	49%
Food	35%	27%	40%	30%	25%	37%	33%	33%
Entertainment	31%	30%	35%	36%	29%	40%	34%	25%
Travel	35%	25%	38%	31%	24%	27%	20%	33%
Sport	27%	28%	33%	30%	27%	28%	26%	30%
Politics	23%	32%	26%	24%	20%	24%	30%	23%
Fitness and Health	27%	21%	22%	24%	27%	18%	16%	19%
Tech	19%	24%	36%	29%	19%	15%	13%	15%
Culture	22%	14%	34%	30%	16%	14%	12%	20%
Science	21%	21%	29%	22%	15%	17%	20%	18%
Environment	20%	29%	28%	16%	18%	19%	17%	15%
Education	12%	16%	21%	27%	15%	14%	17%	10%
Fashion	15%	20%	19%	20%	12%	16%	12%	14%
Business	11%	22%	4%	13%	15%	15%	18%	9%
Opinion	8%	15%	19%	19%	4%	10%	13%	12%

## DISCOVERING MEANINGFUL MEDIA PER MARKET

Which of the following influences you to try a new/different type of media?

								
Friends and Family	34%	35%	26%	39%	36%	34%	31%	37%
Research I do myself	33%	31%	39%	18%	29%	33%	32%	36%
Reviews and Expert Opinion	12%	11%	16%	17%	9%	10%	13%	9%
Social Media	9%	8%	11%	16%	12%	11%	14%	9%
Adverts	9%	13%	7%	9%	13%	10%	9%	5%
Other	2%	2%	1%	1%	1%	1%	1%	4%

Where do you talk about the media that you like most?

								
Friends and family	70%	67%	59%	64%	63%	63%	59%	73%
Social media	10%	9%	19%	12%	15%	12%	18%	7%
In online forums	5%	8%	9%	8%	8%	11%	11%	5%
At work	11%	13%	11%	14%	14%	13%	10%	10%
Other	2%	3%	1%	1%	0%	1%	2%	5%

# THANK YOU

