



BLUE TIGER.Engage

Media Strategy | Planning & Buying | Digital Expertise
Analysis & Insight | Audit & Evaluation | Creative Support

**INTELLIGENCE.
DATA.
CONSULT.**

MEDIA CONSUMPTION & INDUSTRY UPDATE

MARCH 2021



Blue Tiger have researched, studied and collated the latest media trends, insights, statistics & data to bring you an overview of the media consumption during the past year plus a look to the year ahead.

MEET THE 'CONSUMER OF 2021'

As the pandemic continues to change the way consumers act in all aspects of their lives, we take a look into what's up and what's not.



Consumers spend up to **7 hours** per day on **internet connected** devices.



Game app downloads up **35%**



45% of consumers are using more **online streaming** services.



43% watch more **TV** and **over 60%** is still commercial TV.



40% listen to more **commercial** Radio.



Podcast listenership **doubled** in 2020.



The **online news** reader increased by **39%** but with print down by 33%.

WE CAN'T STOP SCROLLING

The work from home policy and increase in internet usage has been a god send to social media platforms, with their growing active user bases.

TikTok **grew 75%** in 2020 and used by an estimate **17million users** every month.
40% of TikTok users are over 25.

2.8 billion people used Facebook in Jan 2021 and **64%** of these used it **every day**.

Story formats enjoyed **30%** investment in 2020.

VIDEO CONTENT IS CONTINUING TO GAIN TRACTION

As attention spans wane, people are finding themselves watching more and more video content as time goes on...short snippets of content that are easily digestible.

Global online video advertising revenue will grow from \$70bn in 2020 to \$120bn by the end of 2024.

Facebook and YouTube's online video advertising revenues contributed to 49% of total online video revenues.

84% of consumers brought a product after seeing a brands video.

The average person's attention on video is **8 seconds**. So engage users ASAP!

MORE THAN 4 OUT OF 5 CAMPAIGNS ARE PURCHASED PROGRAMMATICALLY.

Programmatic campaigns, which already account for more than 80% of digital ad spending, will continue to grow as the need to reach consumers digitally increases alongside the need to demonstrate clear ROI and optimize towards measurable business outcomes.

WHEN THE COOKIE CRUMBLES!

An upsurge in digital usage during the pandemic has caused an increase in concerns over data privacy and the ethics of third-party cookie tracking, forcing the big tech firms to rethink their approach.

As a result, Safari and Firefox have already removed third party cookie tracking on their browsers, with Google set to follow suit by 2022.

So what is going to replace cookies?

- First Party Data is key moving forwards and advertisers should be ensuring that they have the everything in place to obtain this data in an ethical and compliant way.
- Greater collaboration between brands, with strategic allegiances to utilise First Party Data in an effective but transparent way.
- Identity Targeting will emerge, using consumer consent and probabilistic modelling to determine consumer behaviour.
- Contextual targeting will have a resurgence with brands being more selective about where their ads appear.

ONE TO WATCH

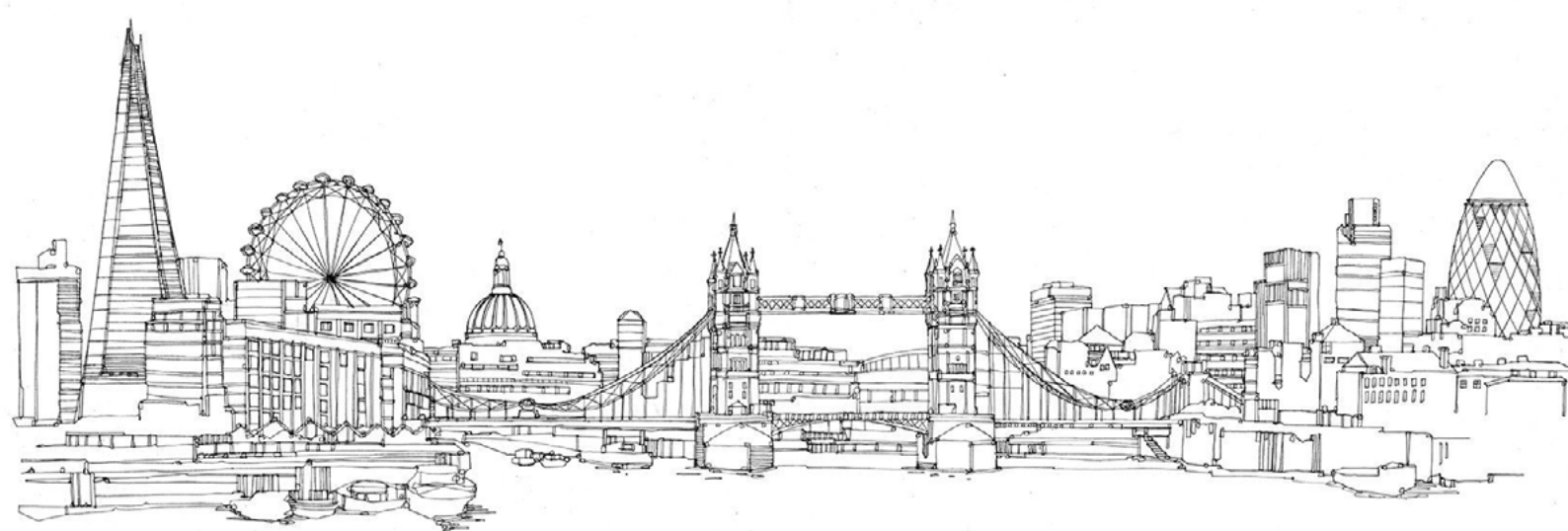


Tensions are growing between Silicon Valley giants Apple and Facebook over technical developments that pit their business models against each other.

Apple is set to release the iOS 14 update in Spring 2021, giving users the option to stop apps from tracking their data across the web.

Facebook, whose revenues are almost entirely generated by advertising, have claimed that the feature would harm businesses that rely on advertising to make money.

The exact date of the iOS 14 rollout is yet to be confirmed and in response, Facebook is working on additional resources to adapt to these changes, although it is still to be determined what impact this will have on the advertising platform.



Blue Tiger work across a plethora of industries and have strategic insight into current and upcoming trends. Please do not hesitate to get in touch if you wish to discuss anything further or just fancy a chat!



BLUE TIGER

e-mail: info@bluetigermarketing.co.uk website: bluetigermarketing.co.uk