Adoption and usage of Media & ICT in Flanders

Digimeter profiles

WAVE 5

ADVANCED OMNI-USERS
- 14%
- ♂: 68,8% - ♀: 31,2%
- Higher education
- 20 to 40 years old
- High media use – High variety of media use
- High digital skills
- More professional usage of media
- Higher willingness to pay for content and applications

CURIOUS PLEASURE SEEKERS
- 15,6%
- ♂: 58,6% - ♀: 41,4%
- Students and white collar workers
- 20 to 40 years old
- High media use – High variety of media use
- High digital skills
- Media usage mainly for entertainment
- Lower willingness to pay for content and applications

REGULAR MEDIA USER
- 23,8%
- ♂: 43,6% - ♀: 56,4%
- Students and white collar workers
- Average media use - Average variety of media use
- Average digital skills
- Less adoption of newest technologies

TRADITIONAL MEDIA USERS
- 26,2%
- ♂: 44,6% - ♀: 55,4%
- 40+ years old
- Mainly usage of 'traditional media' in a traditional way
- Lower digital skills
- Relatively high frequency of use of these 'traditional' media

SPORADIC MEDIA USERS
- 19,6%
- ♂: 37,7% - ♀: 62,3%
- Most elderly people
- Lower educated
- Very low frequency of use and variety of use
- Lowest digital skills and lowest interest in (new) media
- Owning mainly 'traditional' media devices

Conclusions 2012

TRADITIONAL MEDIA
- Radio is the top-device for listening to music and following the news:
  - 65,1% follows the news on the radio on a daily basis
  - 76% daily listens to music on their (car) radio
- Increased importance of social network sites (27,7%) and mobile devices like GSM/smartphone (16,4%) and tablet (11,4%) to follow the news daily

TV
- 97,5% TV adoption - 82,1% digital TV adoption
- Free digital TV applications are more popular than paying applications
- Most people still watch linear TV (70,7% daily, 3,7% never)
- 77,5% flatscreen as primary screen - 20,1% only classic TV tube

COMPUTER
- Almost all computer owners (91,9%) also have an Internet connection at home (91,4%)
- 1 out of 5 has 3 types of computers: laptop, desktop and tablet
- Digital divide: older people, singles without children and lower educated people score lower on computer and Internet adoption

GAMING
- 59% gamers - 18,9% daily gamers
- 40% game console adoption (-3,6% compared to wave 4).
- Increasing importance of other devices amongst gamers: GSM/smartphone (10% daily), computer (online 9,1% daily - offline 8,6% daily), social network sites (8,5% daily) and tablet (5,6% daily)
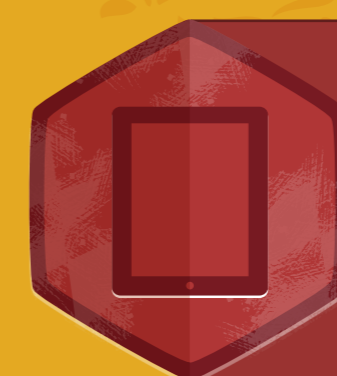
TABLET
- The fourth screen goes mainstream: 27,7% tablet adoption
- Top daily application usage on tablet: email (reading 57,8%, sending 50,9%), searching info (56,1%) and visiting social network sites (46,5%)

SOCIAL NETWORK SITES
- 70,1% social network site adoption
- Facebook most popular (62,9%)
- Largest increase for Twitter (26,9%), LinkedIn (21,5%) and YouTube (34,7%)
- Half of social network site users would not pass a day without using them

PACKS
- 60,6% pack adoption (e.g. Telenet Shake).
- Top services within packs: Internet (93,5%), digital TV (91,9%) and fixed phone line (74,4%)

TELEPHONY
- 95,2% mobile phone adoption
- 38,5% smartphone adoption – 35,7% mobile data subscription
- Top daily application usage on smartphone: email (reading 66,5%, sending 49,3%), visiting social network sites (55,4%) and searching info (45,6%)

Media & ICT Adoption in Flanders - Wave 1 to wave 5

	Internet connection	Laptop	Desktop	Game console TV	Handheld game console	Tablet	GSM	Smartphone	Mobile data subscription	Digital TV	Flatscreen	Classic tube TV
WAVE 5 (AUG-SEPT 2012)	91,4%	80,1%	66,4%	35,9%	24,7%	27,7%	72,9%	38,5%	35,7%	82,1%	77,5%	20,1%
WAVE 4 (AUG-NOV 2011)	89,8%	76,3%	66,7%	38,1%	30,3%	13,1%	76,4%	40,4%	23,8%	75,9%	66,8%	30,3%
WAVE 3 (AUG-NOV 2010)	85,3%	64,6%	65,4%	35,5%	28,9%	2%	74%	23,5%	14,8%	64,1%	61,1%	36,6%
WAVE 2 (NOV-2009 / MAR 2010)	81%	63,9%	63,4%	31,3%	26,3%		74,6%		9,5%	55,7%	47%	51,2%
WAVE 1 (APR-AUG 2009)	77,7%	51,9%	63,1%	30,4%	22,2%		69,5%		11,5%	47,3%	42,5%	54,1%