Meedia arenguid ja tarbimise trende

Andres Jõesaar
Meediapoliitika dotsent
Tallinna Ülikool
• Flash Barometer 464 Fake News and Disinformation Online (2018). Survey conducted by TNS Political & Social at the request of the European Commission, Directorate-General for Communications Networks
• Meediauuring (2017). Kantar Emor, ERR
• Soroush Vosoughi1, Deb Roy1, Sinan Aral (2018). The spread of true and false news online. Science:, Vol. 359, Issue 6380, pp. 1146-1151 DOI: 10.1126/science.aap9559 [http://science.sciencemag.org/content/359/6380/1146.full](http://science.sciencemag.org/content/359/6380/1146.full)
Meediakanalite jälgimine

Flash Eurobarometer 464 – TNS Political & Social
TELEVISION VIEWING TIME

IN 2017 EUROPEAN CITIZENS WATCHED on average
3h38m PER DAY

IN 2017 EUROPEAN YOUTH WATCHED on average
1h53m PER DAY

-5 MINUTES on 5 years ago
-2 MINUTES on previous year

2:18 2:13 2:12 2:06 2:00 1:53
-25 MINUTES on 5 years ago
-7 MINUTES on previous year

Source: EBU based on Eurodata TV Worldwide / Relevant partners and Members’ data.
Note: average based on 46 EBU markets
TELEVISION LIVE VERSUS TIME-SHIFTED VIEWING

IN 2017
EUROPEAN CITIZENS WATCHED
on average

92% OF TV LIVE

8% OF TV TIME-SHIFTED

IN 2017
EUROPEAN YOUTH WATCHED
on average

90% OF TV LIVE

90% OF TV TIME-SHIFTED

95.8% 95.6% 95.1% 94.3% 93.6% 92.1%

LIVE VIEWING -3.7 POINTS
on 5 years ago

2.0% 1.9% 2.1% 2.1% 3.1% 3.5% 4.6%

2.2% 2.5% 2.8% 2.6% 2.9% 3.3%

LIVE

VOSDAL*
Time-shifted

94.9% 94.5% 94.0% 93.3% 92.8% 90.4%

LIVE VIEWING -4.4 POINTS
on 5 years ago

2.3% 2.3% 2.6% 3.6% 3.9% 5.4%

2.8% 3.2% 3.4% 3.1% 3.3% 4.2%

2012 2013 2014 2015 2016 2017

Audience Trends: Television 2018
Source: EBU based on Eurodata TV Worldwide / Relevant partners and Members’ data.
Note: average based on 13 EBU markets
TELEVISION WEEKLY REACH

IN 2017
EUROPEAN CITIZENS REACHED by television

86% WEEKLY

88.9% 89.2% 89.4% 88.2% 87.6% 86.4%

-2.5 POINTS on 5 years ago
-1.2 POINTS on previous year

2012 2013 2014 2015 2016 2017

IN 2017
EUROPEAN YOUTH REACHED by television

69% WEEKLY

77.8% 77.6% 75.8% 74.4% 72.2% 69.1%

-8.7 POINTS on 5 years ago
-3.1 POINTS on previous year

2012 2013 2014 2015 2016 2017

Audience Trends: Television 2018
Source: EBU based on Members’ data.
Note: average based on 27 EBU markets. Weekly reach basis 15+ minutes consecutive (reach definitions can vary among countries).
Kõige olulisem meedia(tegevus)

Raadio kuulamine
Televiisori vaatamine
Muusika striimimine
Ajalehtede ja/või ajakirjade lugemine
Mängukonsoolidega ja/või arvutiga mängude mängimine
Videote, filmide striimimine
Tavalise mobiiltelefoni kasutamine
Nutitelefoni kasutamine
45% USA noortest on peaaegu kogu aeg online’i is

Almost constantly  | Several times a day  | Less often
2015

2018

Pew Research Center 2018
DIGITAL IN 2018

ESSENTIAL INSIGHTS INTO INTERNET, SOCIAL MEDIA, MOBILE, AND ECOMMERCE USE AROUND THE WORLD
<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>7.593B</td>
</tr>
<tr>
<td>Internet Users</td>
<td>4.021B</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>3.196B</td>
</tr>
<tr>
<td>Unique Mobile Users</td>
<td>5.135B</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>2.958B</td>
</tr>
<tr>
<td>Urbanisation</td>
<td>55%</td>
</tr>
<tr>
<td>Penetration Internet Users</td>
<td>53%</td>
</tr>
<tr>
<td>Penetration Active Social Media Users</td>
<td>42%</td>
</tr>
<tr>
<td>Penetration Unique Mobile Users</td>
<td>68%</td>
</tr>
<tr>
<td>Penetration Active Mobile Social Users</td>
<td>39%</td>
</tr>
</tbody>
</table>

**Sources:** Population: United Nations; U.S. Census Bureau; Internet: InternetWorldStats; ITU; Eurostat; InternetLiveStats; CIA World Factbook; MideastMedia.ORG; Facebook; Government Officials; Regulatory Authorities; Reputable Media; Social Media and Mobile; Social Media: Facebook; Tencent; Kakaotalk; Naver; DING; TripAdvisor; SimilarWeb; Kepios Analysis; Mobile: GSMA Intelligence; Google; Ericsson; Kepios Analysis. **Note:** Penetration figures are for total population (all ages).
Digital in Europe in 2018

Key statistical indicators for the region’s internet, mobile, and social media users.

- **Total Population:** 843 million
- **Internet Users:** 674 million
- **Active Social Media Users:** 448 million
- **Mobile Connections:** 1,106 million
- **Active Mobile Social Users:** 376 million

**Urbanisation:** 74%

**Penetration:**
- Internet: 80%
- Social Media: 53%
- Mobile: 131%
- Mobile Social: 45%

**Sources:**
- Population: United Nations; U.S. Census Bureau
- Internet: Internet World Stats, ITU, Eurostat, Internet Live Stats
- Mobile: GSMA Intelligence, Google, Ericsson
- Active Social Media: Facebook, Tencent, W operated, Kakao, Naver, Ding
- Urbanisation: United Nations
- Penetration: GSMA Intelligence, Google, Ericsson

**Note:** Penetration figures are for total population (all ages).
ANNUAL DIGITAL GROWTH IN EUROPE
YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET USERS: +6% SINCE JAN 2017
+37 MILLION

ACTIVE SOCIAL MEDIA USERS: +8% SINCE JAN 2017
+32 MILLION

MOBILE CONNECTIONS: +0.5% SINCE JAN 2017
+5 MILLION

ACTIVE MOBILE SOCIAL USERS: +8% SINCE JAN 2017
+27 MILLION

SOURCE: POPULATION: UNITED NATIONS, U.S. CENSUS BUREAU. INTERNET: INTERNETWORLDSTATS, ITU, EUROSTAT, INTERNETLIVESTATS, CIA WORLD FACTBOOK, MID EAST MEDIA ORG.; FACEBOOK, GOVERNMENT OFFICIALS, REGULATORY AUTHORITIES, REPUTABLE MEDIA, SOCIAL MEDIA AND MOBILE SOCIAL MEDIA, FACEBOOK, TENCENT, KAKAO, NAVER, DING; TECHRASA, SIMILARWEB; KEPIOS ANALYSIS; MOBILE: G S M A INTELLIGENCE, GOOGLE, ERICSSON; KEPIOS ANALYSIS. GROWTH DATA: WE ARE SOCIAL & HOOTSUITE’S DIGITAL IN 2017 REPORT.
INTERNET PENETRATION BY REGION

REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION

GLOBAL AVERAGE: 53%

SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.
GLOBAL E-COMMERCE GROWTH BY CATEGORY
ANNUAL CHANGE IN THE TOTAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES AROUND THE WORLD, IN UNITED STATES DOLLARS

- **FASHION & BEAUTY**: +18%
- **ELECTRONICS & PHYSICAL MEDIA**: +12%
- **FOOD & PERSONAL CARE**: +20%
- **FURNITURE & APPLIANCES**: +16%
- **TOYS, DIY & HOBBIES**: +17%
- **TRAVEL (INCLUDING ACCOMMODATION)**: +13%
- **DIGITAL MUSIC**: +13%
- **VIDEO GAMES**: +7%


**Note**: Figures are based on estimates of full-year consumer spend in 2017, and do not include B2B spend.
USE OF AD-BLOCKERS

PERCENTAGE OF INTERNET USERS WHO USE AN AD-BLOCKING TOOL TO PREVENT THE DISPLAY OF ADVERTISING CONTENT

JAN 2018

SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. NOTE: USERS OF AD-BLOCKERS MAY NOT USE THEM ALL THE TIME, OR USE THEM ON ALL THE DEVICES THEY USE TO ACCESS THE INTERNET.
SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS

LAPTOPS & DESKTOPS

-3%

MOBILE PHONES

+4%

TABLET DEVICES

-13%

OTHER DEVICES

+17%

SOCIAL MEDIA PENETRATION BY REGION

TOTAL ACTIVE ACCOUNTS ON THE MOST ACTIVE SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION

GLOBAL AVERAGE: 42%

DATA SOURCES: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIO'S ANALYSIS.

NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.
Sotsiaalvõrgustike kasutamise sagedus

EU28

Every day or almost everyday

At least once a week

Flash Eurobarometer 464 – TNS Political & Social
Facebook'i igakuiste kasutajate hulk maailmas (millionites)

Statista 2018
Facebook'i kasutajate sooline ja vanuseline jaotus

Pew Research Center 2018
AvGRAGE FACEBOOK ENGAGEMENT RATES

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS (ALL TYPES)

4.20%

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE VIDEO POSTS

5.23%

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE PHOTO POSTS

4.42%

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE LINK POSTS

3.90%

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE STATUS POSTS

3.70%

Tegevused sotsiaalvõrgustikes

Share things others have shared with you

Share things you found yourself

Read or listen to what is shared by others
Facebook'i kasutus USA noorte hulgas

71% kasutavad 2015. aastal, 51% 2018. aastal.
41% kasutavad 2015. aastal, 10% 2018. aastal.
YouTube, Instagram ja Snapchat on noorte hulgas populaarseimad platvormid.
Kas meediat võib uskuda?
Erinevate uudiskanalite usaldusväärsus

Online social networks and messaging apps
Online newspapers and news magazines
Printed newspapers and news magazines
Radio
Television

EU28
EE
LV

Flash Eurobarometer 464 – TNS Political & Social
Vähemalt kord nädalas valeuudistega kokku puutumine (vastajate endi arvates)
Kui kindlalt valeuudised ära tuntakse? (Vastajate endi arvates)
Top 5 Fake Election Stories by Facebook Engagement (three months before election)

“Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement” (960,000, Ending the Fed)

“WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS... Then Drops Another BOMBSHELL! Breaking News” (789,000, The Political Insider)

“IT’S OVER: Hillary’s ISIS Email Just Leaked & It’s Worse Than Anyone Could Have Imagined” (754,000, Ending the Fed)

“Just Read the Law: Hillary Is Disqualified From Holding Any Federal Office” (701,000, Ending the Fed)

“FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide” (567,000, Denver Guardian)

Engagement refers to the total number of shares, reactions, and comments for a piece of content on Facebook source: Facebook data via BuzzSumo


https://www.buzzfeed.com/craigsilverman/viral-fake-election-news-outperformed-real-news-on-facebook?utm_term=.pgqoYZNr2#hwYL5kD4b
VALEL ON LÜHIKESED JALAD,
AGA TA JOOKSEB TÕEST KIIREMINI
Complementary cumulative distribution functions (CCDFs) of true and false rumor cascades.

Soroush Vosoughi et al. Science 2018;359:1146-1151
Complementary cumulative distribution functions (CCDFs) of true and false rumor cascades.

Soroush Vosoughi et al. Science 2018;359:1146-1151
Valeuudised on tõestest uudistes uudsemad / huvitavamad
Valeuudised tekitavad vastajates hirmu, põlgust ja üllatust
Tõesed lood tekitavad vastajatest kaastunnet, kurbust, rõõmu ja usaldust
### Most-Used Emoji on Twitter (Cumulative)

<table>
<thead>
<tr>
<th>#</th>
<th>Emoji</th>
<th>Uses on Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>😭😭</td>
<td>1,955,000,000</td>
</tr>
<tr>
<td>02</td>
<td>💖</td>
<td>918,000,000</td>
</tr>
<tr>
<td>03</td>
<td>💐</td>
<td>727,000,000</td>
</tr>
<tr>
<td>04</td>
<td>🌿</td>
<td>688,000,000</td>
</tr>
<tr>
<td>05</td>
<td>💖</td>
<td>665,000,000</td>
</tr>
<tr>
<td>06</td>
<td>🐂</td>
<td>556,000,000</td>
</tr>
<tr>
<td>07</td>
<td>😊</td>
<td>510,000,000</td>
</tr>
<tr>
<td>08</td>
<td>😞</td>
<td>454,000,000</td>
</tr>
<tr>
<td>09</td>
<td>😘</td>
<td>402,000,000</td>
</tr>
<tr>
<td>10</td>
<td>😢😢</td>
<td>395,000,000</td>
</tr>
</tbody>
</table>

### Most-Used Emoji on Twitter (Cumulative)

<table>
<thead>
<tr>
<th>#</th>
<th>Emoji</th>
<th>Uses on Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>😞</td>
<td>359,000,000</td>
</tr>
<tr>
<td>12</td>
<td>😊</td>
<td>344,000,000</td>
</tr>
<tr>
<td>13</td>
<td>😊</td>
<td>320,000,000</td>
</tr>
<tr>
<td>14</td>
<td>😞</td>
<td>295,000,000</td>
</tr>
<tr>
<td>15</td>
<td>😊</td>
<td>287,000,000</td>
</tr>
<tr>
<td>16</td>
<td>😊</td>
<td>282,000,000</td>
</tr>
<tr>
<td>17</td>
<td>😊</td>
<td>228,000,000</td>
</tr>
<tr>
<td>18</td>
<td>🌋</td>
<td>226,000,000</td>
</tr>
<tr>
<td>19</td>
<td>😊</td>
<td>198,000,000</td>
</tr>
<tr>
<td>20</td>
<td>😊</td>
<td>190,000,000</td>
</tr>
</tbody>
</table>
Robotid jagavad valeuudiseid ja tõeseid lugusid võrdse kiirusega, inimesed aga valeuudiseid kiiremini.
Ühiselt tunnustatud faktidel põhinevad debatid on asendumas üldise tõde ja valet defineeriva poliitilise strateegiaga.
Tänan!

ANDRES JÕE萨AR

andres.joesaar@tlu.ee