

Press Release

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KCC Announces 2013 Broadcast Media Usage Behavior Patterns

- [1] Growing trends of digitization and individualization in media consumption
- [2] Smartphones recognized as an essential medium by all age groups
- [3] Active TV consumption is expected that is searching information and using social network services while watching TV

- The Korea Communications Commission (KCC, Chairman Lee Kyeong-Jae) announced on 23rd the results of the 2013 Survey on Broadcast Media Usage Behavior, which shows the trends consumers use broadcast media.
 - o The survey is conducted every year to obtain base statistics on the viewers' changing perception of broadcast media including terrestrial and pay broadcasts and their patterns of behavior using them. The 2013 survey was carried out by the Korea Information Society Development Institute (KISDI) targeting 6,240 men and women aged 13 or above living in 3,434 households nationwide from May 28, 2013 till July 29 the same year through the method of interviewing.
 - o The items surveyed on included broadcast platforms the respondents owned and the platform they think essential, their media consuming time and frequency, concurrent usage of other media while watching TV, and the time slots of their watching TV.

- The key details are as follows:

- o TV was watched the most for 3 hours and 14 minutes on a daily average, absolutely more than the time consumed for using other media, and it was followed by smartphones used for an hour and 44 minutes a day, PC/laptops for an hour and 38 minutes, tablets for an hour and eight minutes, radio for an hour and five minutes, and newspapers for 30 minutes.
- o As for the media usage time, the respondents watched terrestrial TV 45.8 percent in the 9 pm time slot and 13.8 percent in the 8 am slot, posting more than 13 times higher percentages than other media such as cable TV which recorded 3.3 and 0.8 percent for the respective time slots. In the meantime, in the 2 pm slot, cable TV usage rate stood at 3.7 percent around three times higher than that of terrestrial television at 1.3 percent.
- o About five out of 10 Korean people (46.3%) saw television as the most essential medium in everyday life, while one in three (37.3%) chose smartphones as the indispensable platform. Compared to last year, importance was accorded less to TV (53.4%→46.3%), but more to the smartphones (25.0%→37.3%).
- o By age, teenagers and those in their 20s responded smartphones were their most essential device at 61.8 and 67.3 percent respectively, while those in their 50s and aged 60 or over said TV was the most essential medium at the respective percentage of 73.7 and 93.2, showing a stark difference between age groups.

- In comparison to last year, the proportion of those in the 30s and 40s

who chose the smartphone as the essential medium increased from 33.6 to 51.3 percent for the former group and from 19.3 to 38.4 percent for the latter, demonstrating that smartphones are increasingly recognized as an important medium in all age groups.

o Together with desktop PCs(74.0%), TV(96.9%) was found to be the most universal at home. With the wide distribution of mobile phones(94.5%) and smartphones(68.8%), the media usage became markedly mobile and individualized.

- In particular, the penetration of smartphones significantly increased compared to last year from 57.5 to 68.8 percent, driving the growing use of smart media.

o The media replacement trend was also observed with the percentage of those recognizing TV watching time dropped because of the use of new media such as smartphones at 29.1. Those in their 20s(51.4%) and 30s(41.4%), and teenagers(44.6%) said their time in front of television was declining in higher percentages than those in the 50s(13.4%) and those aged 60 or above(2.1%).

- Meanwhile, those using a smartphone(40.4%) recognized a declining use of TV ten times higher in percentage than those not using one(3.9%).

o 31.7 percent of the TV viewers surveyed had the experience of using the Internet on a computer or smart device and watching TV simultaneously. 28.3 percent of those watching TV searched information on the Internet, or used text/instant messaging or social network services regarding the contents of the TV program they tuned in to.

- With the prospective proliferation of personal digital media devices such as smartphones in the future, media content consumption of individuals is expected to diversify into different types, and more and more people will evolve into an active TV viewer from being a passive one.

The survey on broadcast media usage patterns was conducted targeting all members of the households aged 13 or above and asked the households and individuals separately. Applying the method of selecting enumeration districts based on the results of 2010 Statistics Korea census of population, the survey tried to raise the representativeness of the sample and the accuracy of the survey.

o As state-approved statistics, the Survey on Broadcast Media Usage Behavior has been conducted every year since 2000. From this year, with the aim of disseminating the values of the “Government 3.0” that intends to enhance communication and cooperation between the Government and the people, key data and graphic files are going to be made public on a public data portal at www.open.go.kr when the report is published.

o The survey results of this year are expected to contribute to the enhancement of the audience share measurement method and the creation of new services using big data, considering that media content consumers are shifting from traditional media such as television to smart devices in an increasing proportion.