



# Summary

## Trends in Media:Time

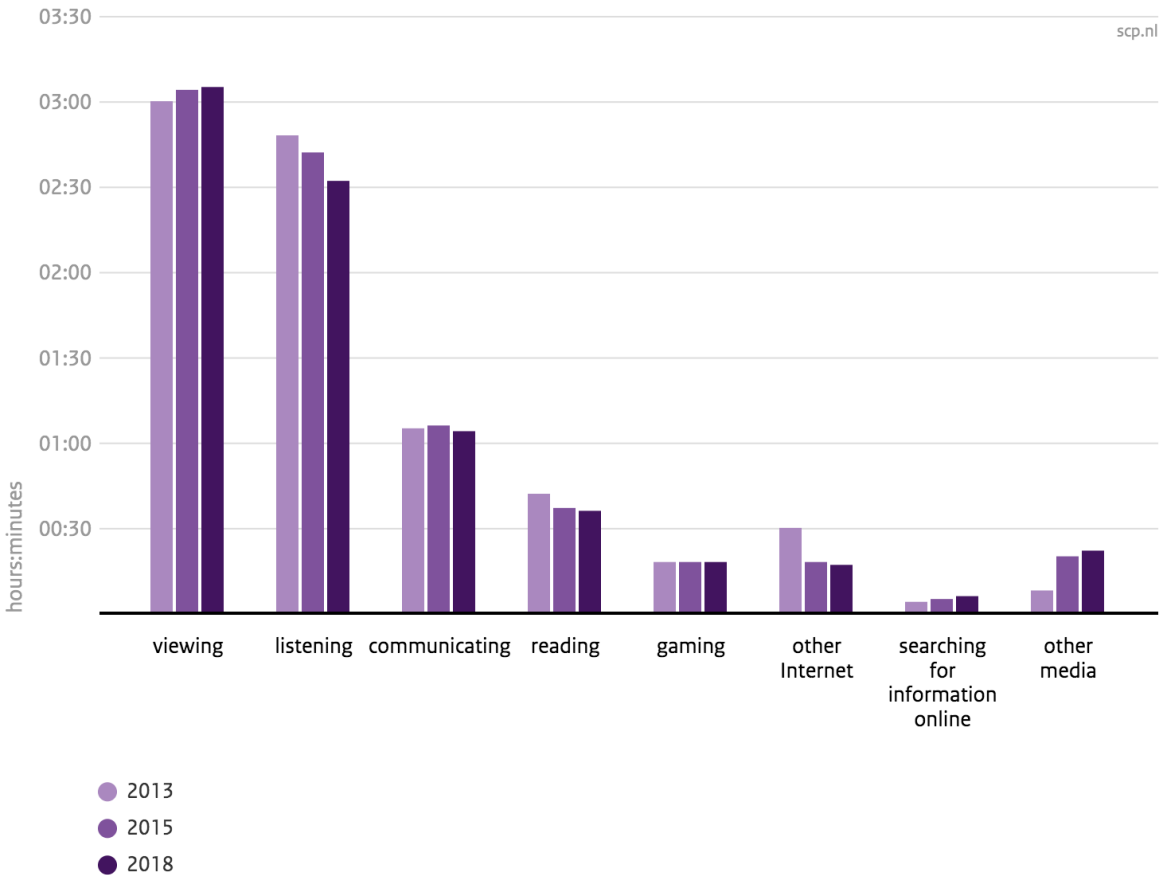
### New possibilities, old habits

Media use is a fixed part of the daily routine of many Dutch people. The rise of smartphones and tablets, coupled with faster and cheaper Internet connections, makes it possible for people to view, listen, read, game and communicate wherever and whenever they choose. This changing media landscape increases the range of choice for media users and enables them to determine the time, location and content of their media consumption. However, this does not mean that people massively adjust their media use.

The central question addressed in this study is to what extent the Dutch modified their use of media between 2013 and 2018. We address this question by drawing on diary records collected on three occasions (2013, 2015 and 2018) as part of the *Media:Time* survey. We describe the results in this digital publication ‘Trends in Media:Time’, which is published by the Netherlands Institute for Social Research (SCP). One of the conclusions is that, despite all the new possibilities, much of the media use by the Dutch remains unchanged.

### Time spent on media activities

Average time use of respondents, by total media activities, Dutch people aged 13 years and older, 2018 (in hours/minutes per day)



Source: NLO/NOM/SKO/PMA/SCP (Media:Tijd TBO'18)

### **Total media time stable, at just under 8.5 hours per day**

Despite the increased possibilities, total media use did not change between 2013 and 2018. All told, the Dutch spent 8 hours 23 minutes per day on media and media-based communication in 2018. Media thus account for a large share of people's daytime activity. Although Dutch use of digital and online media has increased over the years, people still consume media at the same times of day and in the same locations. They mainly read in the morning, listen to media content during the day, view television in the evening and read again briefly in the late evening. The time spent on these daily routines is stable, as are the times at which people consume specific media types.

### **Viewing and listening still the most popular activities**

Viewing and listening are by some margin the forms of media on which people spend the most time, followed by communicating and reading. Listening and reading activity fell between 2013 and 2018, but there was no further decline in reading between the last two measurement moments. Listening activity declined from an average of 2 hours 48 minutes per day in 2013 to 2 hours 32 minutes in 2018, while reading activity fell from 42 minutes to 36 minutes. Moreover, traditional forms of media use remain popular. The Dutch still mainly read paper-based media. People still chiefly watch television at the time of broadcast (live or linear TV), and the radio is most often switched on in the background, tuned to fixed channels.

### **Further rise in digital media and use of streaming services**

These observations do not mean that nothing has changed. The way in which the Dutch watch, listen, read or communicate is changing due to the spread of new media devices. Television is still the most popular medium: 94% of the population has a television at home. A shift can however be observed from ownership of televisions without Internet capability to televisions with an Internet connection. Ownership of Internet-enabled televisions overtook that of non-connected TVs between 2015 and 2018. Fixed-line telephones also lost a great deal of their popularity between 2015 and 2018, although more than 65% of people still have such a device. Almost 90% of people now own a smartphone and only 14% have a mobile phone without Internet capability. Laptops and notebooks are gaining further in popularity compared with PCs. Ownership of gaming computers is virtually unchanged. There has been a fall in ownership of audio equipment, probably because speakers can be easily connected to a smartphone or laptop.

Linear TV viewing (i.e. watching at the time of broadcast) and listening to live radio are declining, while watching via Internet (using streaming services such as Netflix and Videoland) and listening via the Internet (e.g. Spotify and SoundCloud) are on the rise. These shifts move at different paces in different sections of the population, with the younger age groups and highly-educated people, for example, adopting them more quickly. New media may well be the future, but they do not yet dominate the present.