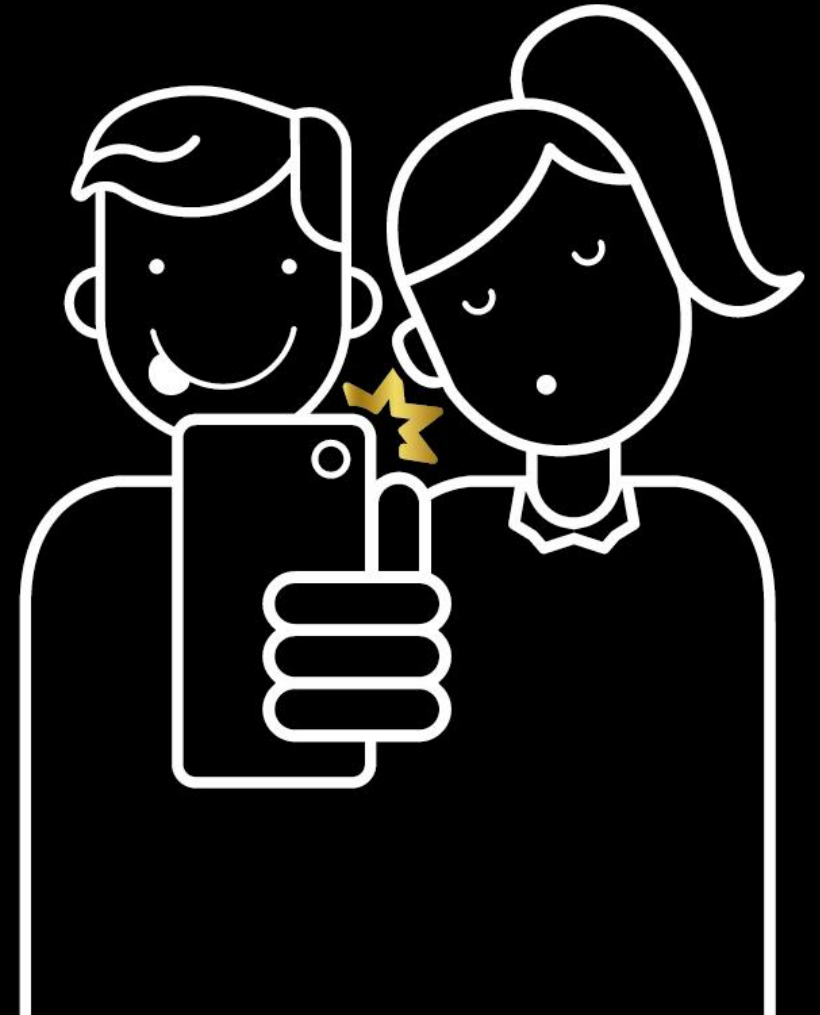


MEDIETRENDER ung

Et seminar om barn
og unges medievaner

Kulturhuset, 6. juni 2019 kl. 09-12

KANTAR



KANTAR

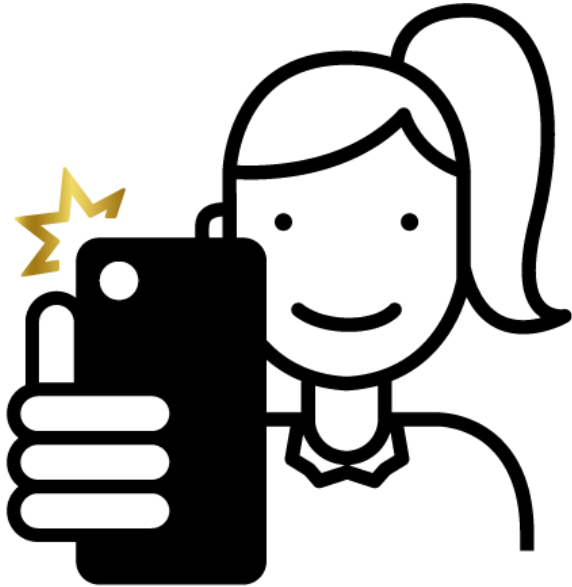
BARN OG UNGES MEDIEVANER

Mediebarn 2019 og Medieungdom 2019

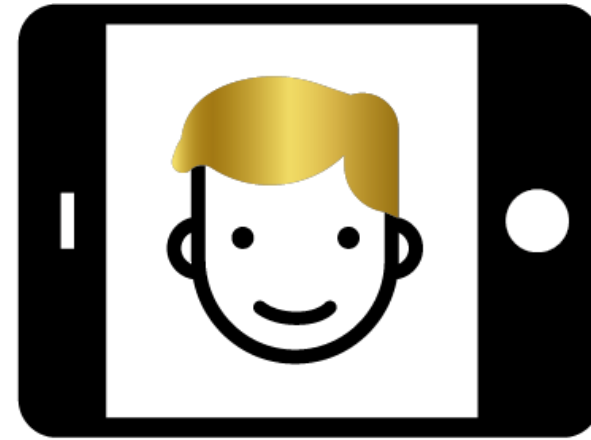
Jonas Østnes og Nils Petter Strømmen



MEDIETRENDER ung



MEDIEUNGDOM



MEDIEBARN

UNGDOMMENS MEDIEVANER



12-17 ÅR

Ungdommens mediehverdag

12-17 år

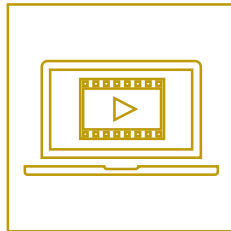


Sosiale medier/
chat



95 %
(-2)

TV-
strømming



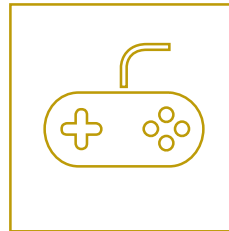
93 %
(+6)

Musikk-
strømming



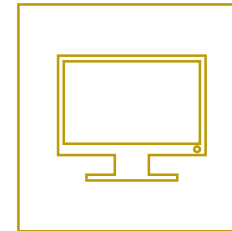
64 %
(+8)

Spill



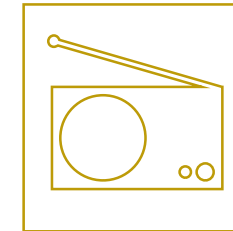
55 %
(+10)

Lineær-TV



49 %
(+3)

Radio



37 %
(-3)

Papiravis



24 %
(-3)

Endring fra 2018 i parentes

KINO



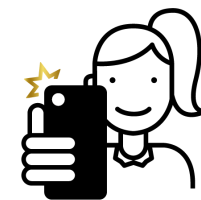
24 % av de unge går
på kino hver måned



NYHETSNETTSIDER

De store nyhetsnettsidene

Ukentlig dekning digitalt



VG

56 %

NRK

32 %

Dagbladet

14 %

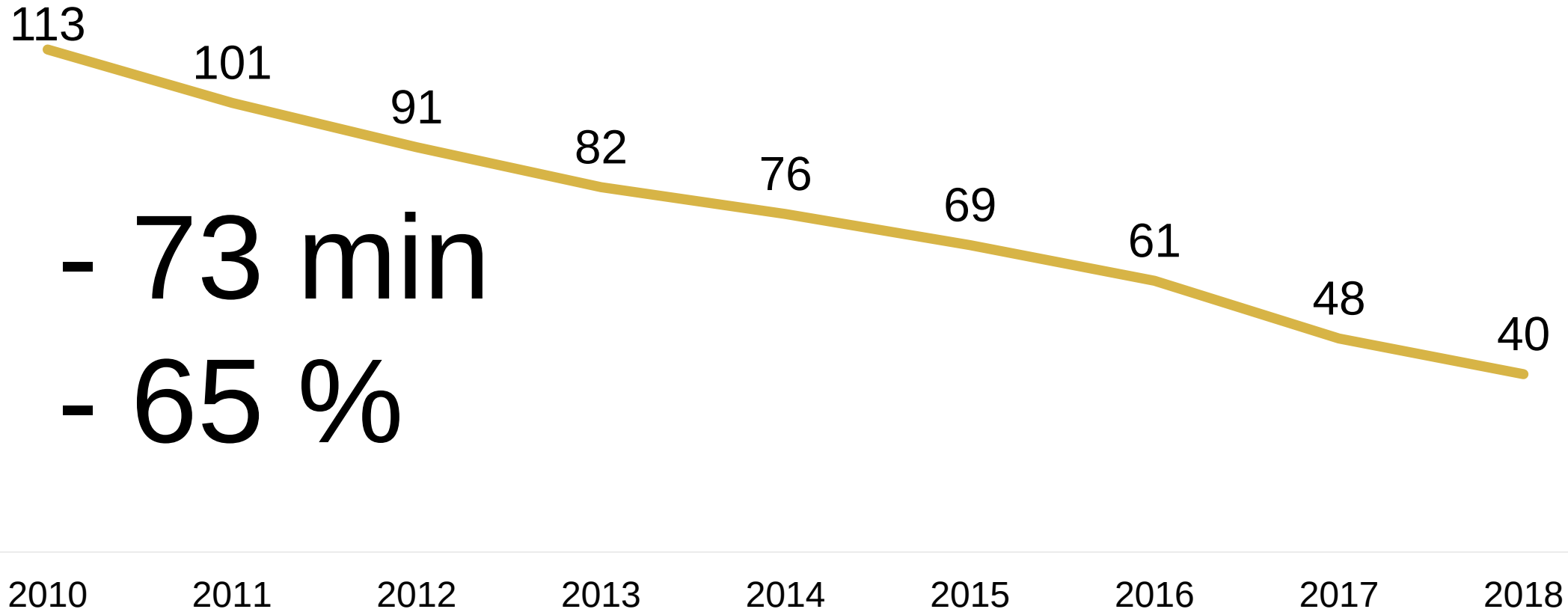
Aftenposten

10 %

TV OG STRØMMING

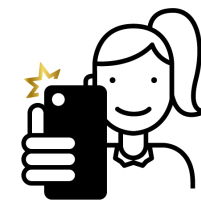
Lineær-TVs fall blant ungdom

Antall minutter daglig 2010 – 2018



Strømmetoppen ungdom

Ukentlig dekning



You**Tube**

92 %

NETFLIX

70 %



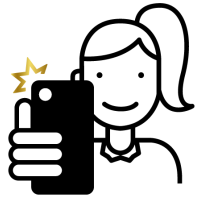
27 %

VG TV

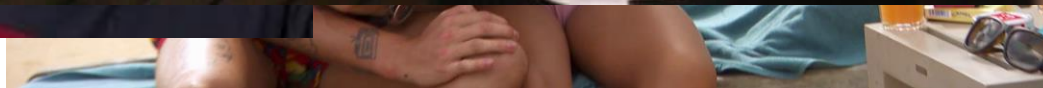
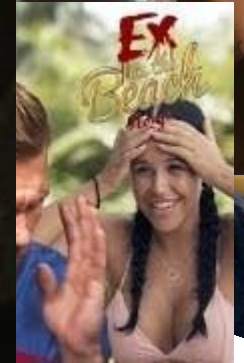
23 %

+2

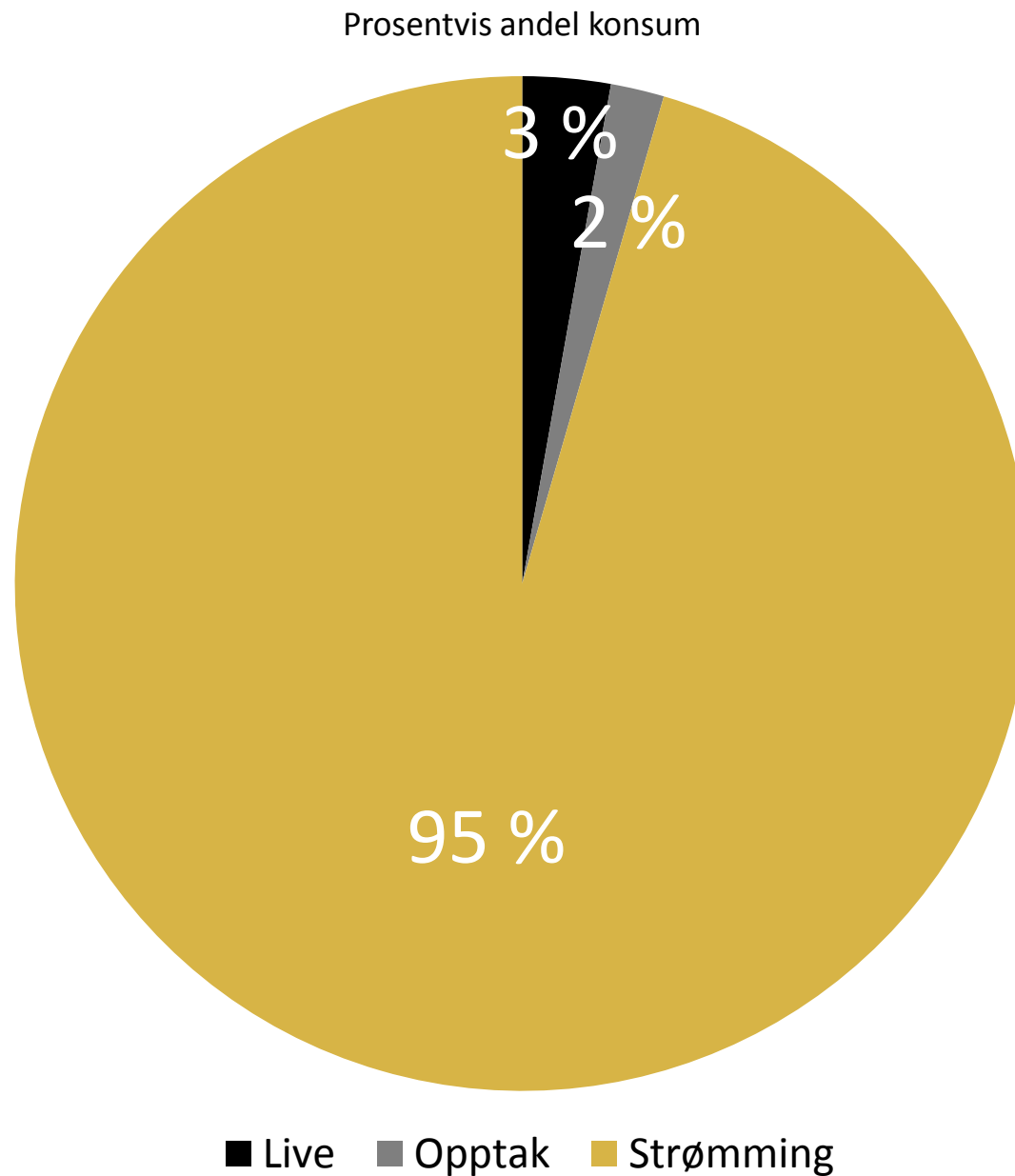
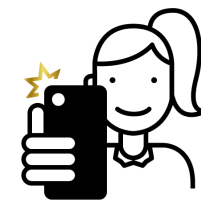
Lineær-TV-toppen ungdom



Streaming-toppen



Ex on the beach



SOSIALE MEDIER

De tre store blant de unge

Daglig dekning



84 %



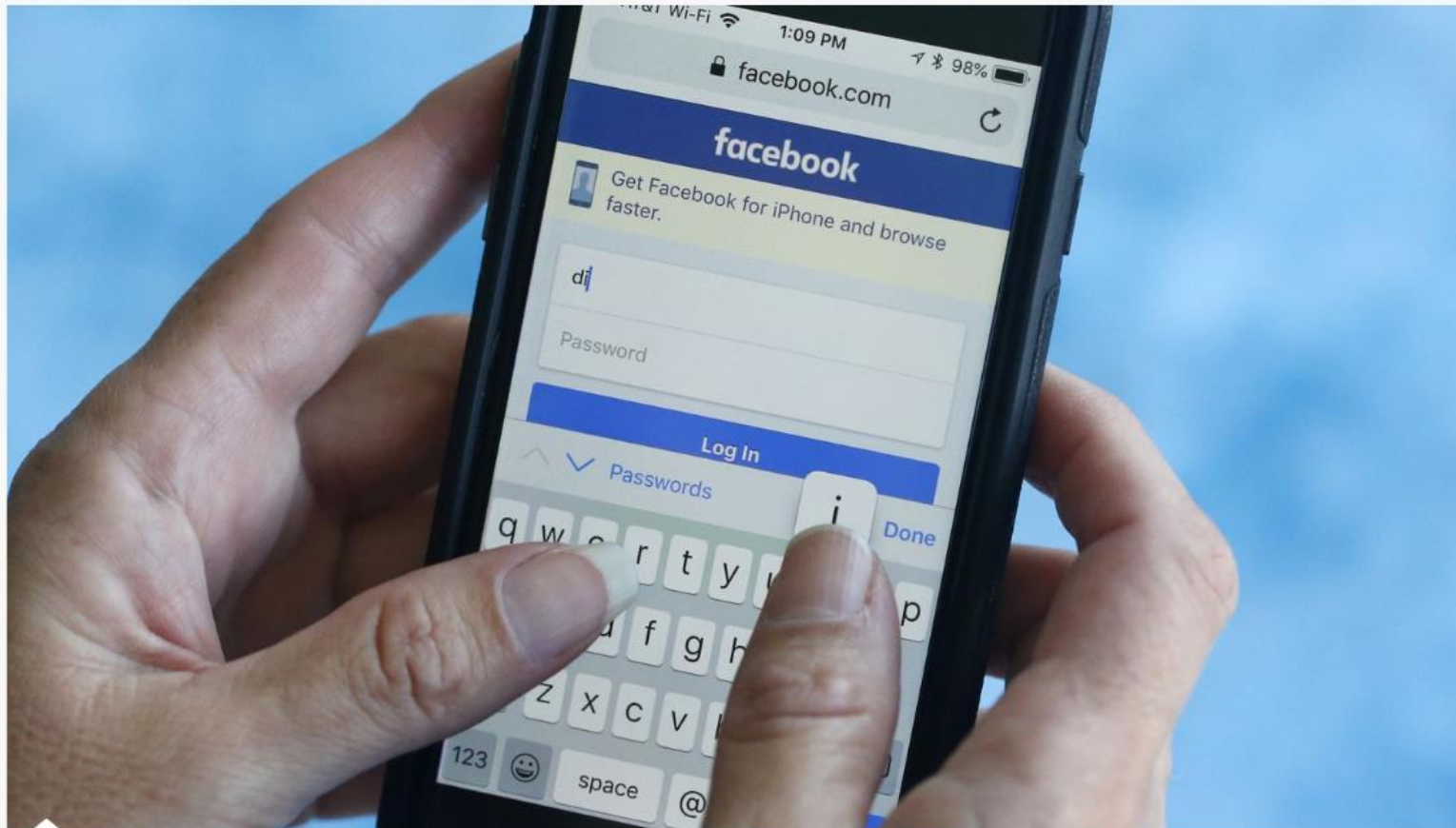
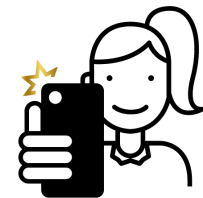
75 %



65 %

De yngre svikter Facebook

Færre bruker Facebook, og særlig den yngre garde dropper det sosiale mediet i så stor grad at det nå blir betegnet som et «gamlismedium».

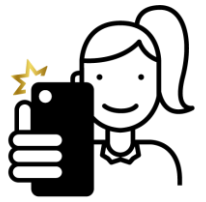


Illustrasjonsfoto: Wilfredo Lee / AP / NTB scanpix

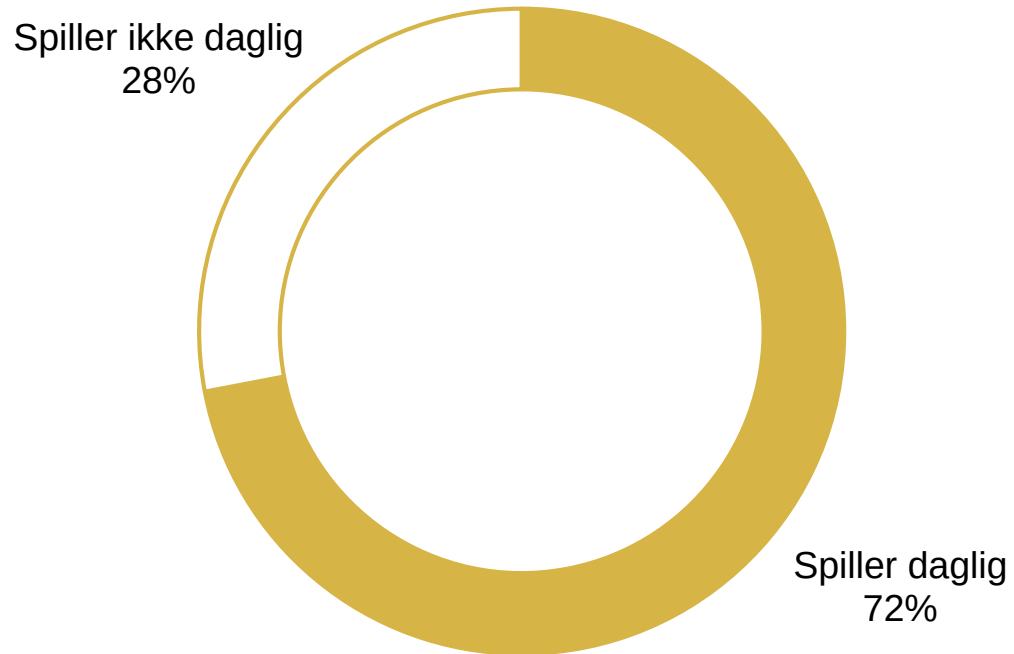
SPILL

Elektroniske spill

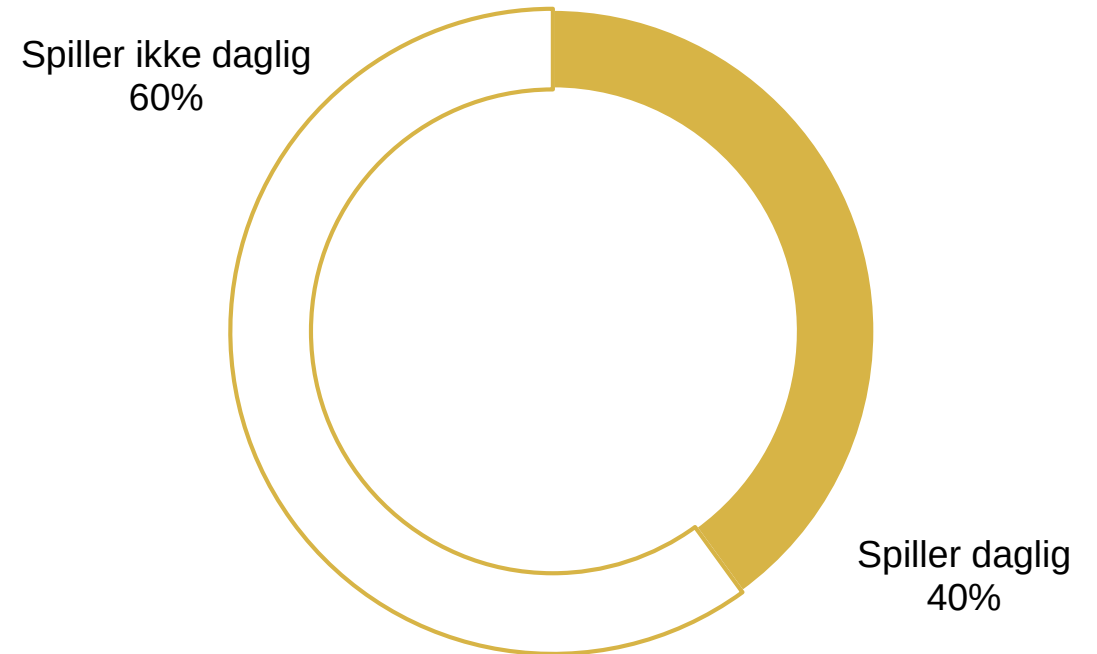
Spiller daglig



Gutter

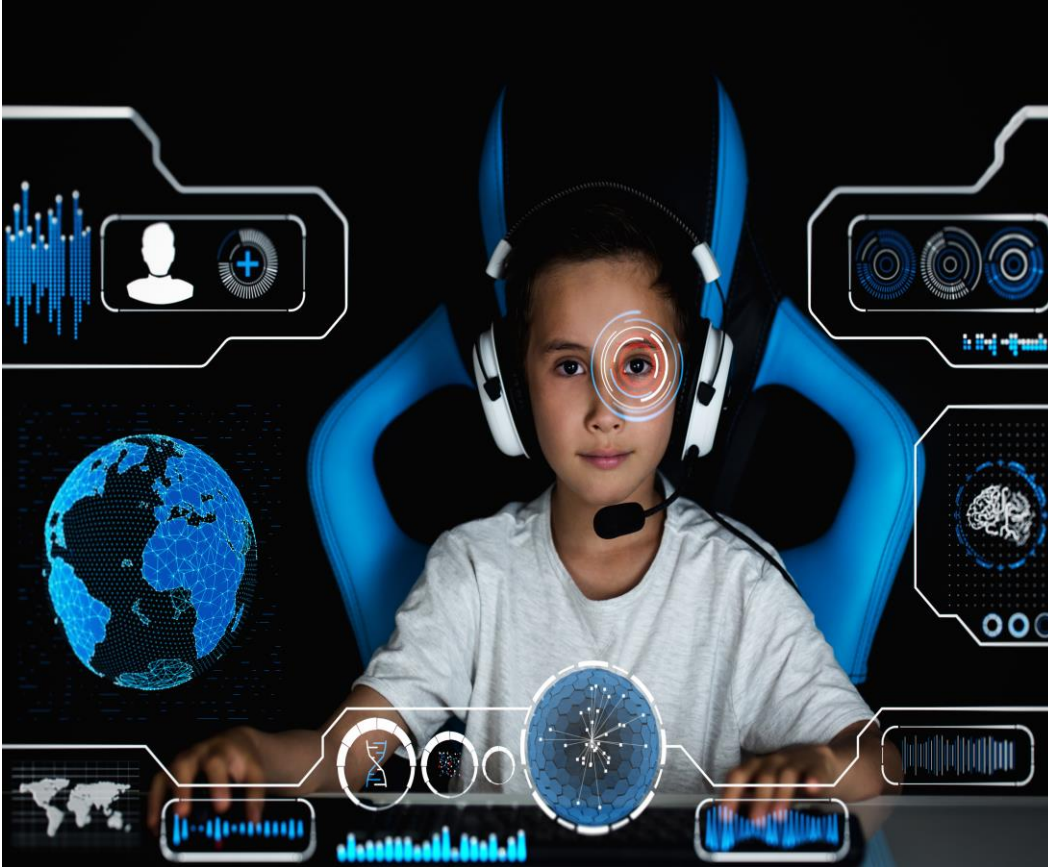


Jenter



E-sport

Ukentlig



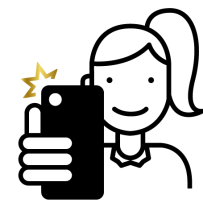
SER PÅ: 19 %

SPILLER SELV: 15 %

OPPSUMMERING

Mediet med høyest dekning på sin plattform

Daglig



Sosiale medier

TV-strømming

Nyhetsnettside

Lineær-TV

Radio

Magasin/ukeblad

Papiravis



84 %



81 %



30 %



22 %



10 %



6 %



3 %

De fem største mediekanalene

Daglig



84 %



81 %



75 %

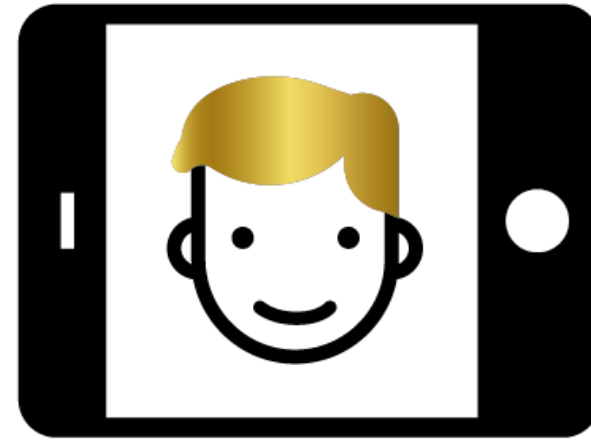


65 %

NETFLIX

47 %

BARNAS MEDIEVANER

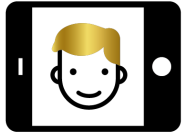


MEDIEBARN

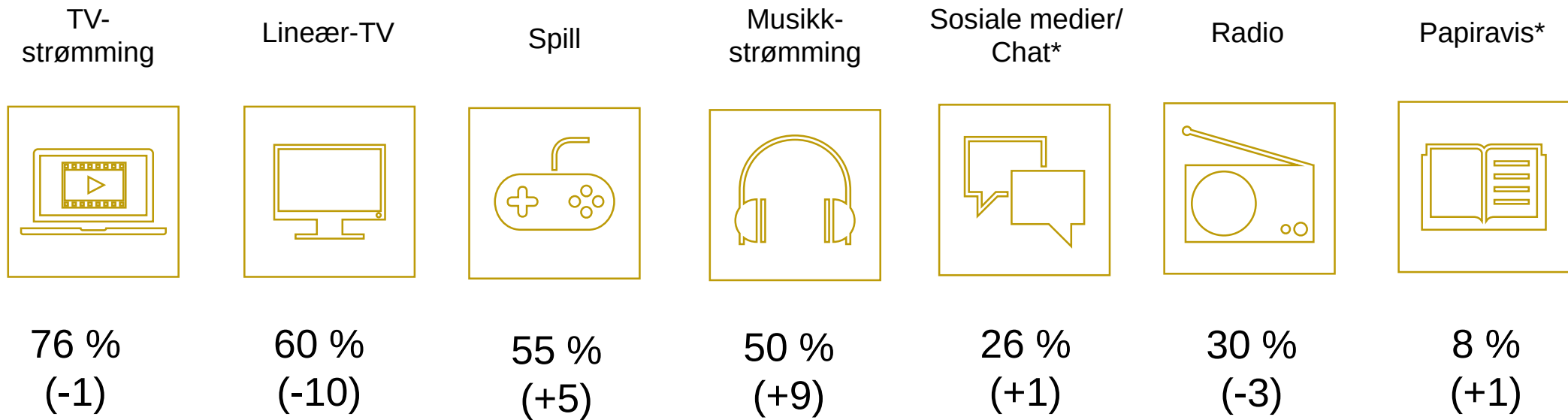
3-11 ÅR

Barnas mediehverdag

3-11 år



MEDIEBARN

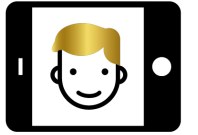


Endring fra 2018 i parentes

*6-11 år

MOBIL OG NETTBRETT

Har egen smarttelefon



MEDIEBARN



3-5 år

10 %

6-9 år

46 %

10-11 år

95 %

Har eget nettbrett



MEDIEBARN



3-5 år

34 %

6-9 år

60 %

10-11 år

75 %

SPILL

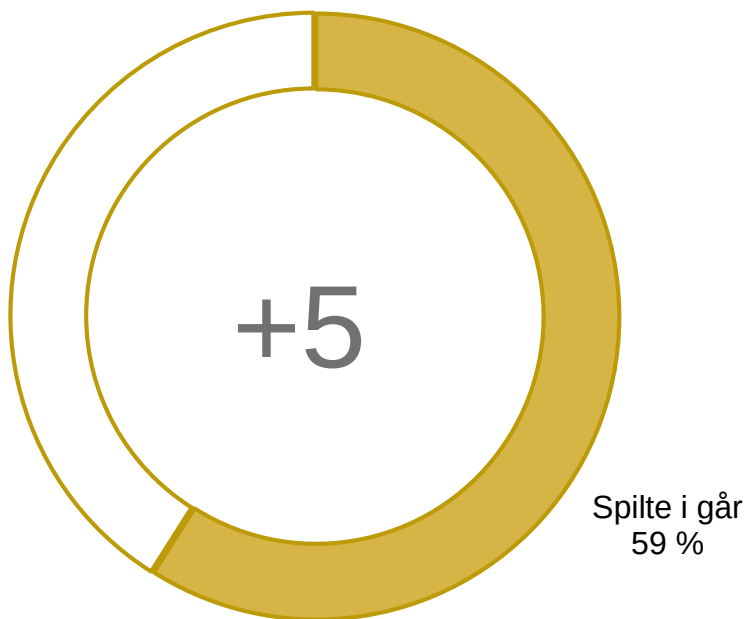
Dataspill

Kjønn

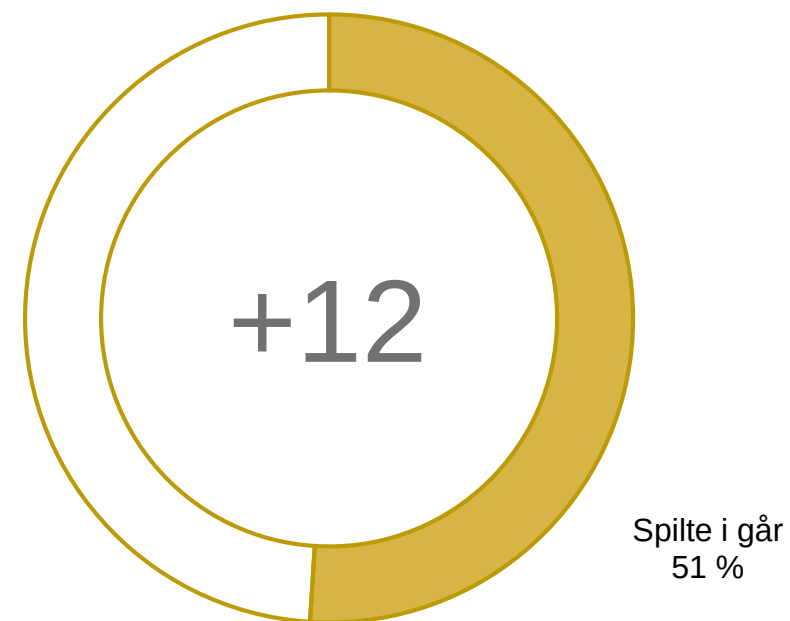


MEDIEBARN

Gutter



Jenter

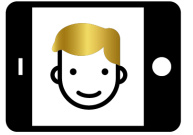


3-11-åringer



De største spillene blant (de eldste) barna

10 og 11-åringer



MEDIEBARN



39 %
+3

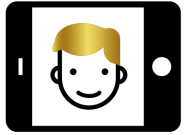


41 %
-4

NYHETER

Aftenposten Junior

Leser ukentlig



MEDIEBARN

10-11 år: 13 %

6-9 år: 8 %

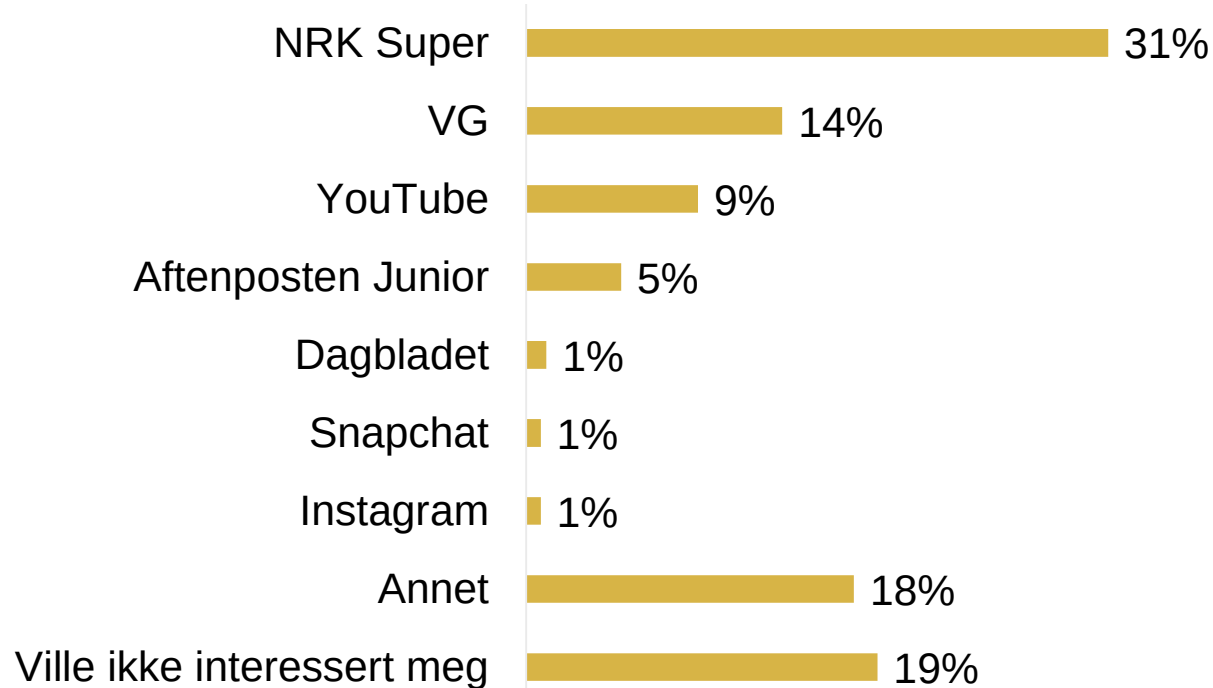


Barnas viktigste nyhetskilder

Tenk deg at det har skjedd en stor nyhet i Norge.

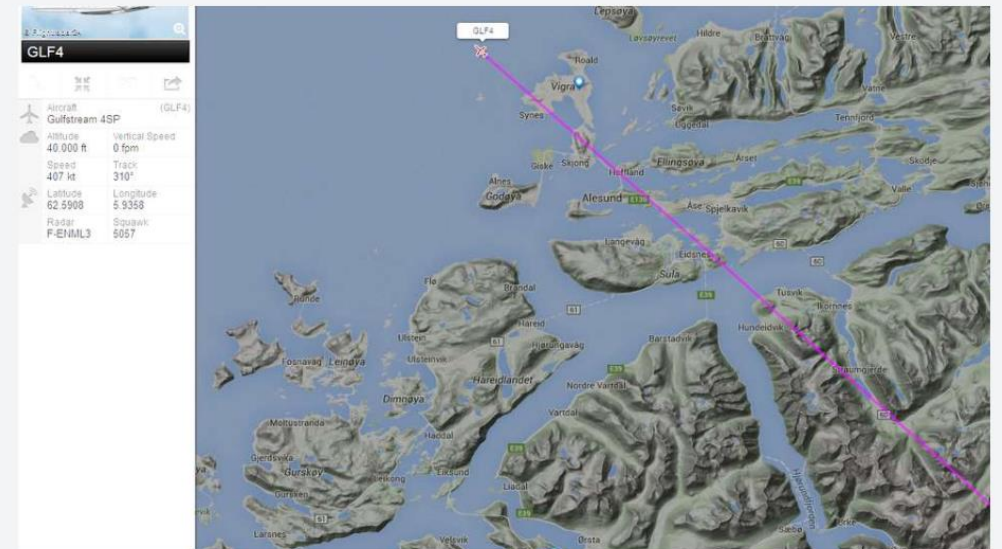
Hvor vil du gå for å oppdatere deg på det som har skjedd?

6-11 år



Justin Bieber flaug over Sunnmøre

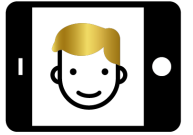
Kan ha sett lysa frå Hareid på veg heim



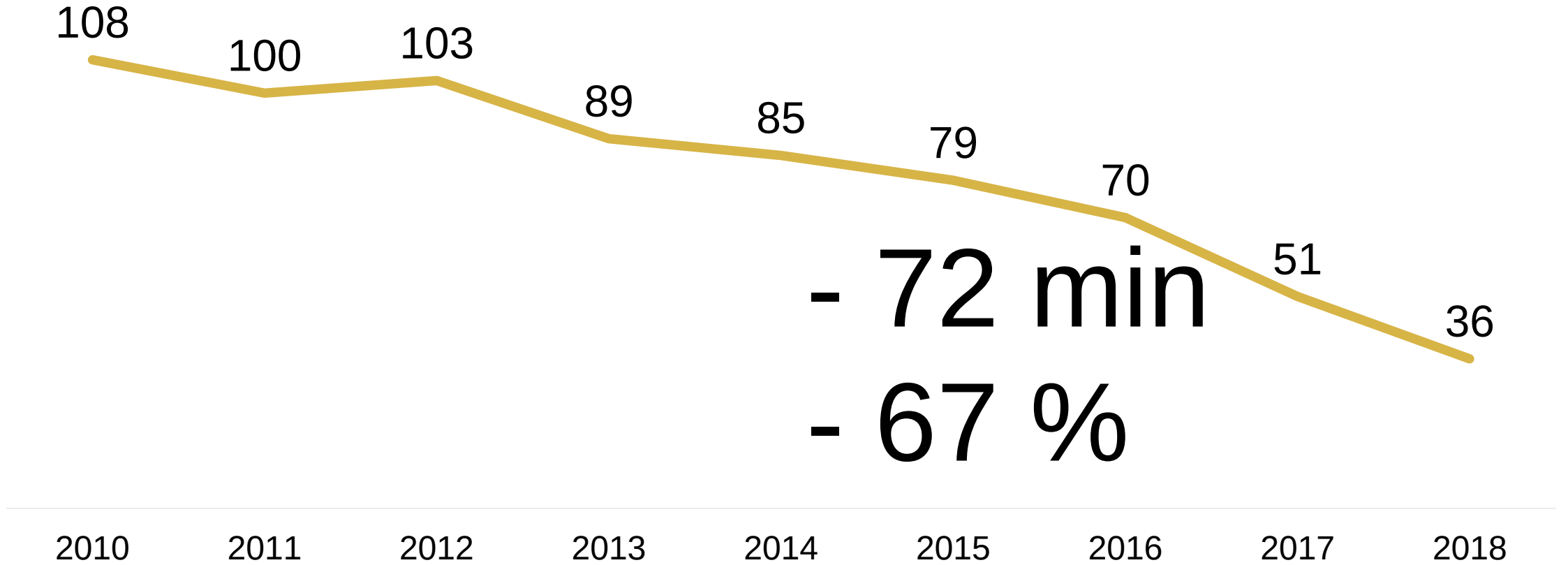
TV OG STRØMMING

Lineær-TVs fall blant barn

Antall minutter daglig 2010-2018



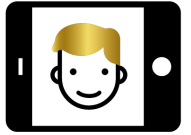
MEDIEBARN



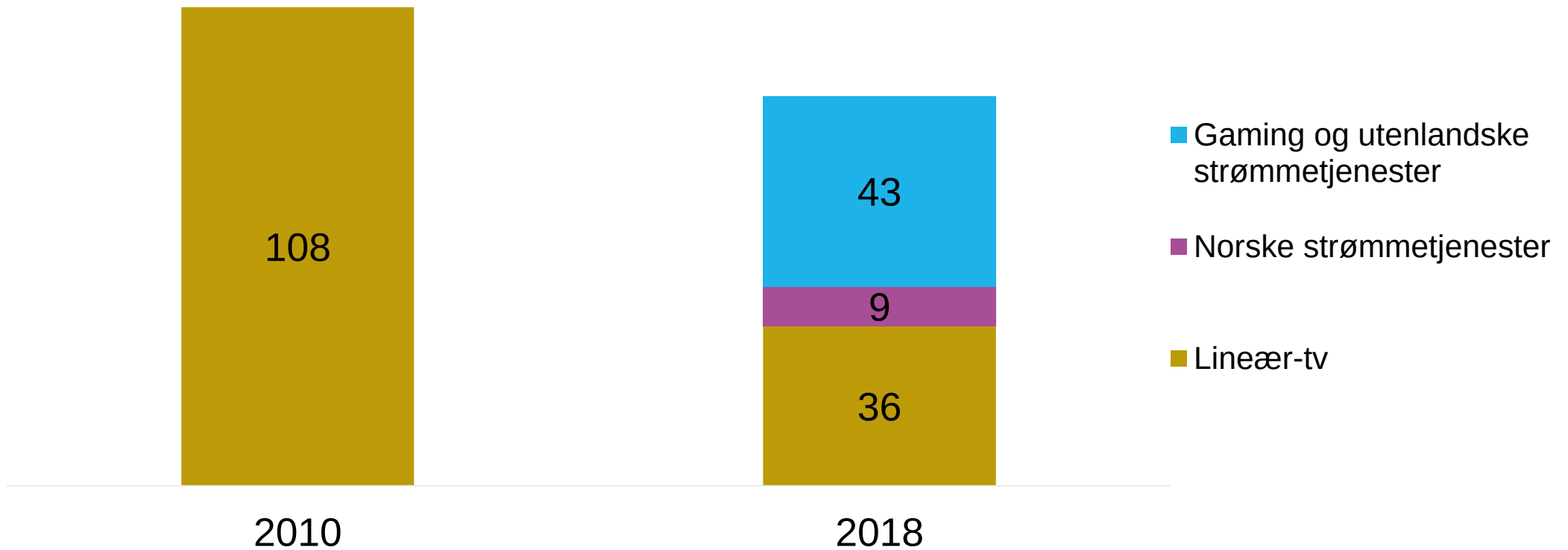
Kilde: TVOV-undersøkelsen

Hvor forsvinner tv-minuttene?

Antall minutter daglig 2010 og 2018



MEDIEBARN



Kilde: TVOV-undersøkelsen

Mest populært på tv blant barn

3-5 år



6-9 år



10-11 år



Strømmetoppen barn

Ukentlig dekning



MEDIEBARN



70 % (-)



58 % (-3)



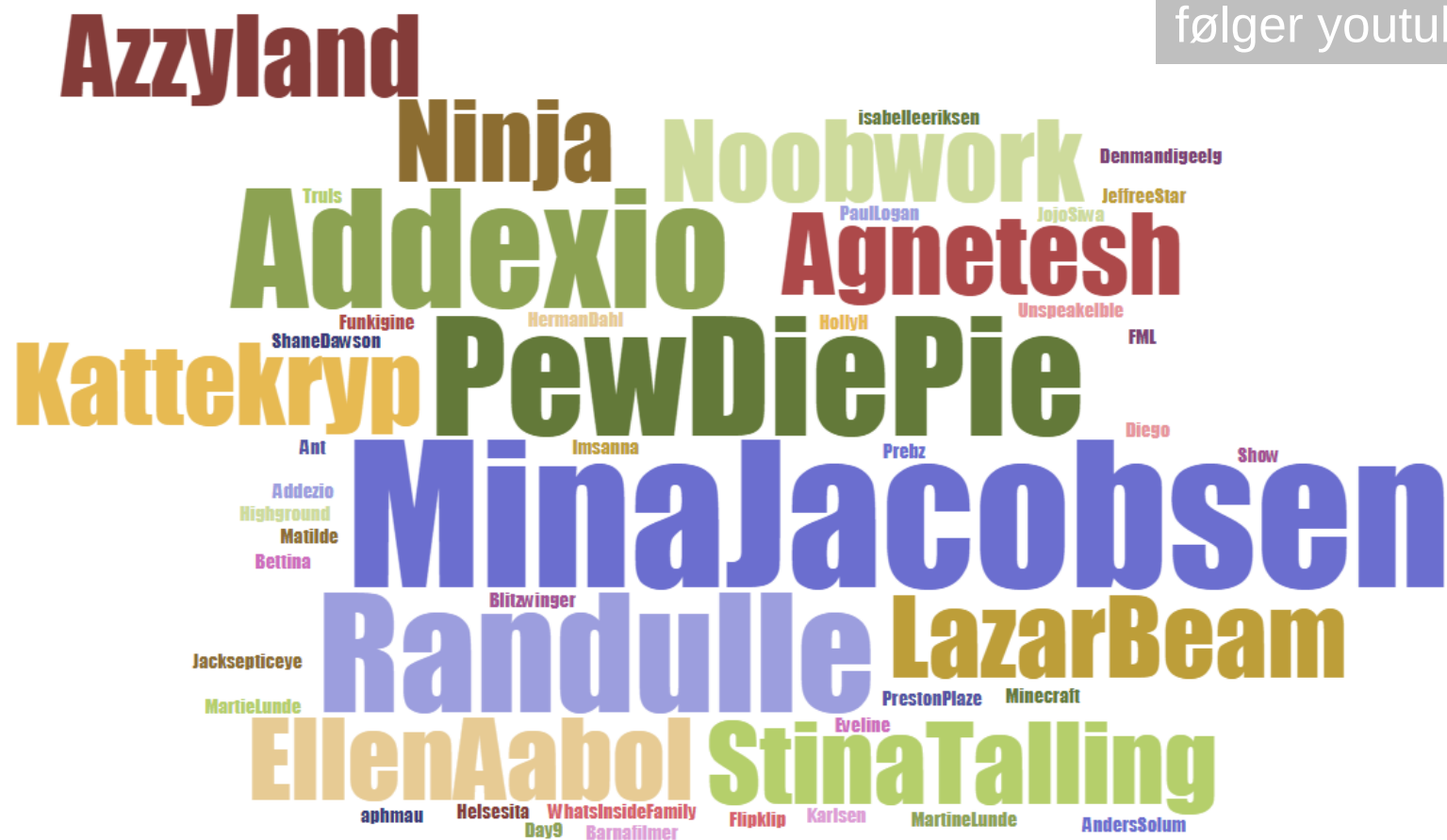
63 % (+7)

(fra 2018)

De mest populære youtuberne

10-11 år

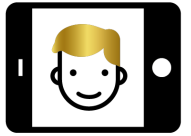
47 % av 10-11-åringene
følger youtubere fast



SOSIALE MEDIER

De tre «store» blant barna

Bruker ukentlig (6-11 år)



MEDIEBARN



23 %
(+1)



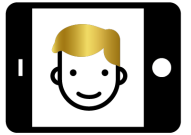
10 %
(-)



7 %
(-)

De fire «store» blant barna

Bruker ukentlig (6-11 år)



MEDIEBARN



23 %
(+1)



18 %



10 %
(-)



7 %
(-)



10-11 år

32 %

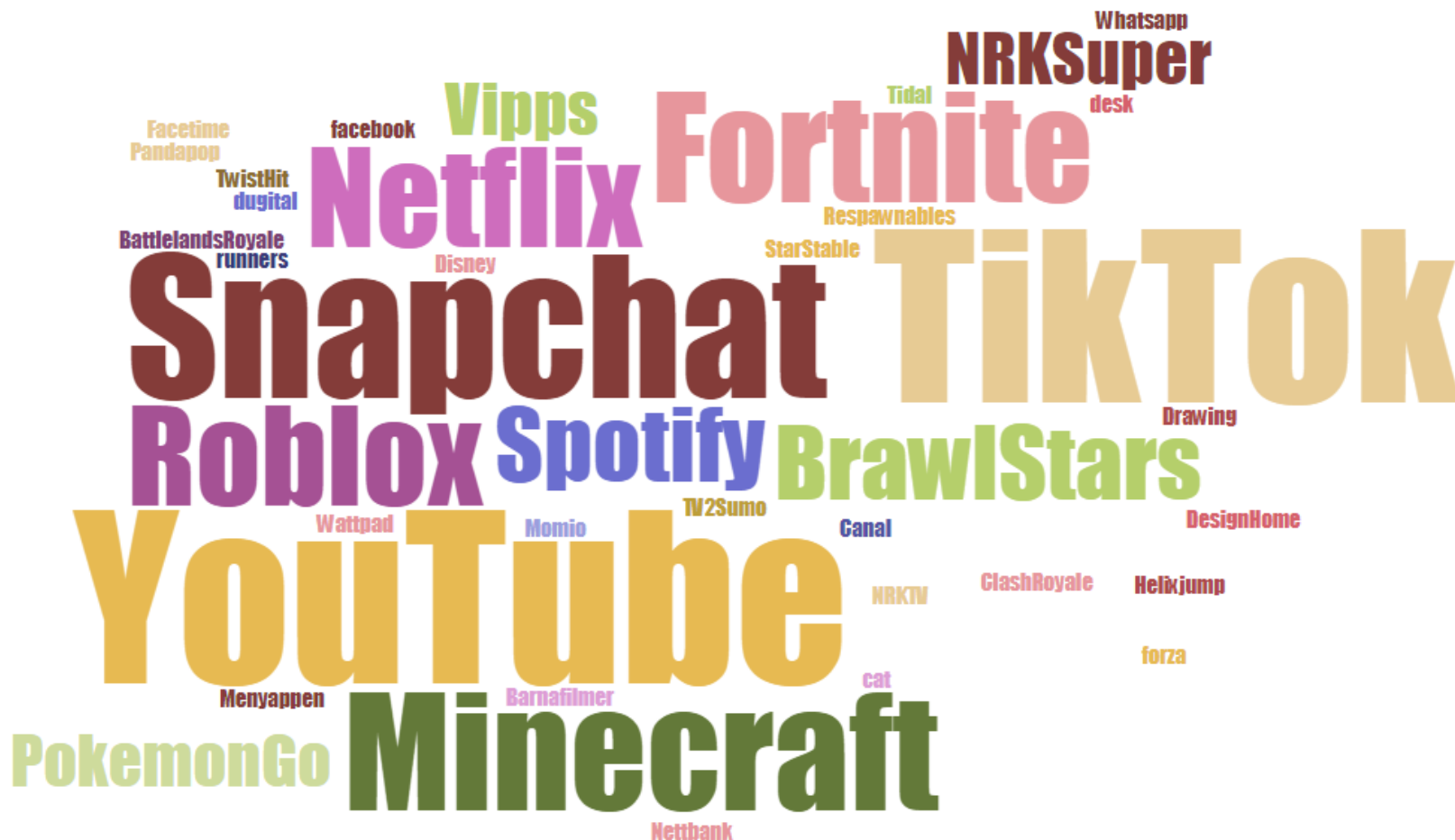
ukentlig

10-11 år



Favorittapp i år

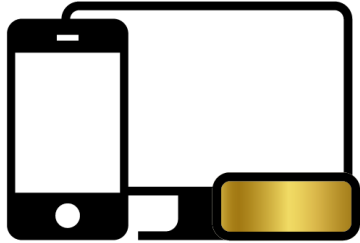
10-11 år



Våre medieundersøkelser



FORBRUKER & MEDIA



TVOV-UNDERSØKELSEN



TJUEFIRETIMER



INTERBUSS



SOCIAL MEDIA TRACKER



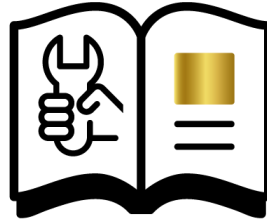
MEDIEUNGDOM



AVISUNDERSØKELSEN



MAGASINUNDERSØKELSEN



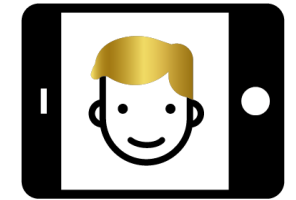
FAGPRESSEUNDERSØKELSEN



KANALVALG



HUSHOLDNINGENES
MEDIEUTGIFTER



MEDIEBARN