

# The Evolution of Print

Understanding the News and Information Audience



**KANTAR MEDIA**

Jay Bautista

October 9, 2019



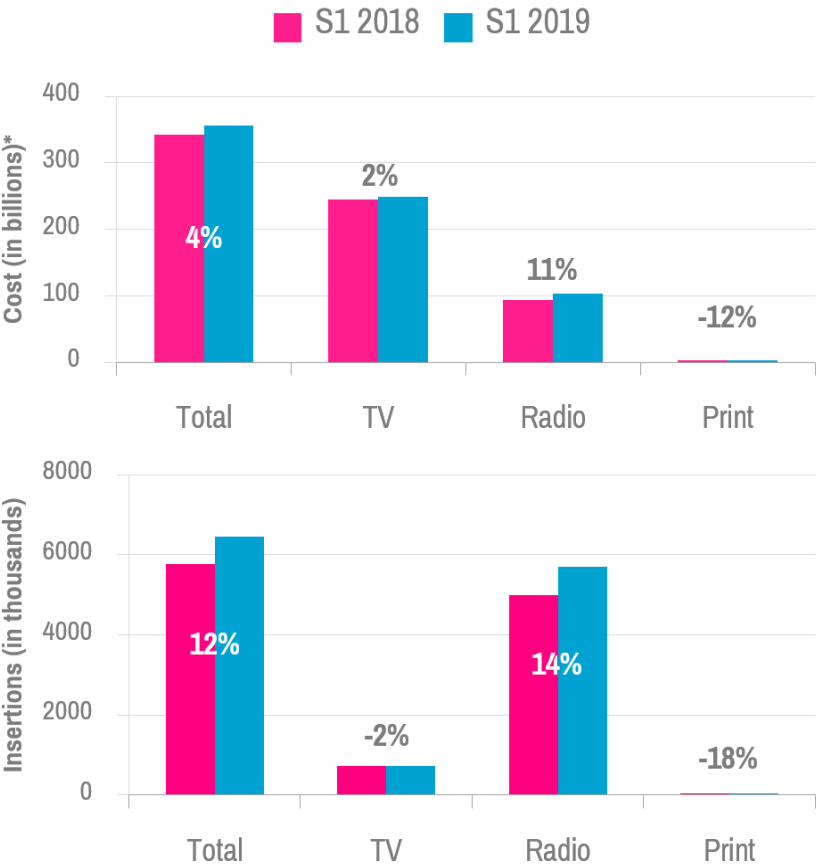
# Topics for Today

- UPMG and Kantar Collaboration
- Project EVO
  - Research Design/Objectives
  - Highlights
    - It's a Digital/Mobile World
    - Demand for Content
    - Path to News and Information
    - Bridging the Gap

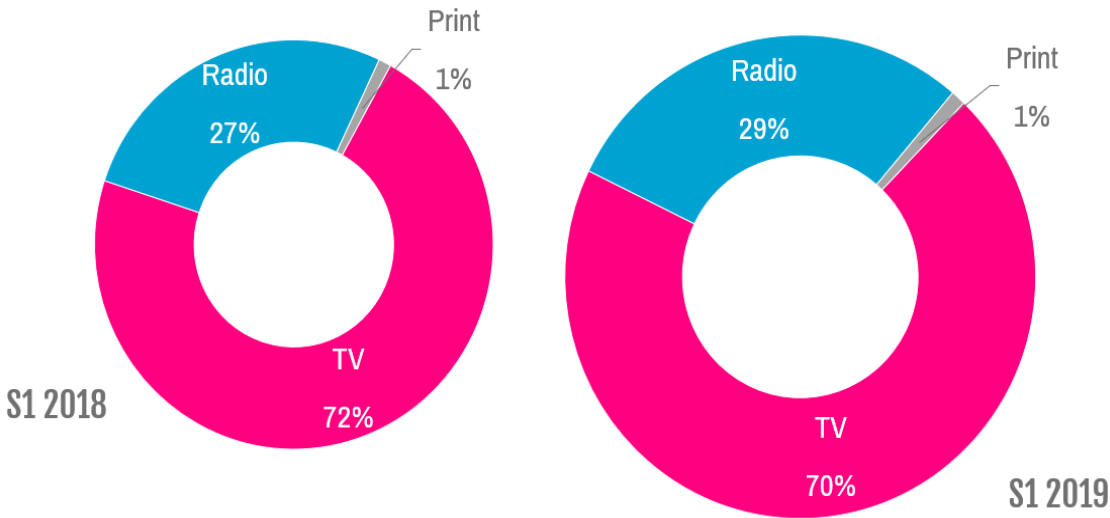
**UPMG GMM, February 1, 2019**

# Semestral Tri-Media Advertising Expenditure Report

January to June 2019



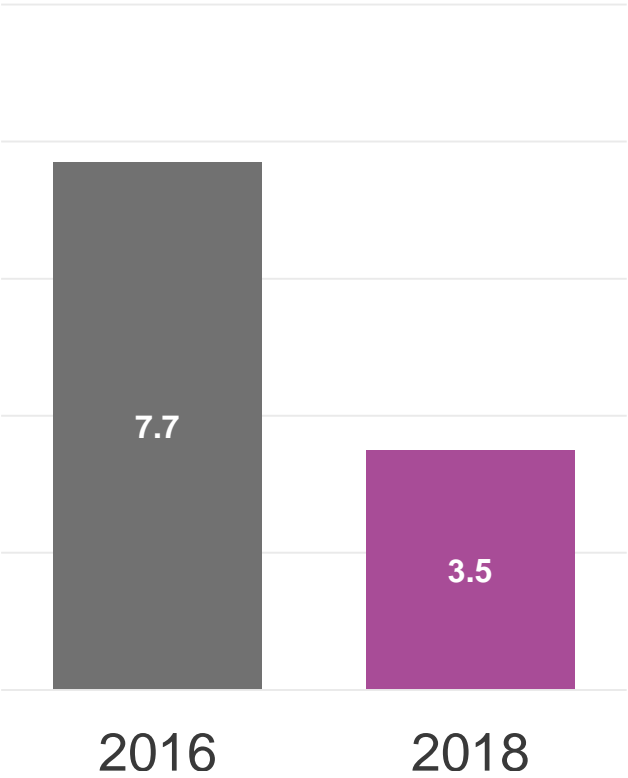
## SHARES BY MEDIUM



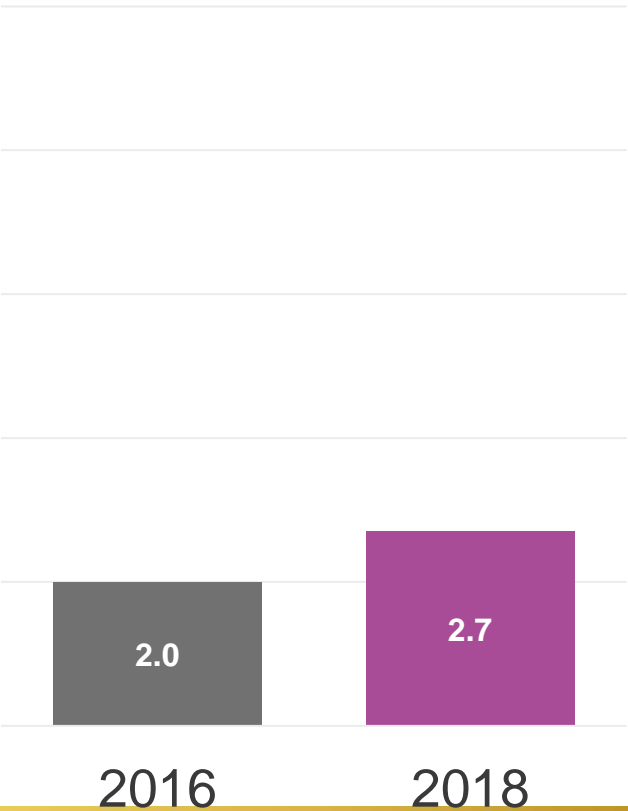
# Daily Newspaper Readership

Total Philippines

Broadsheet



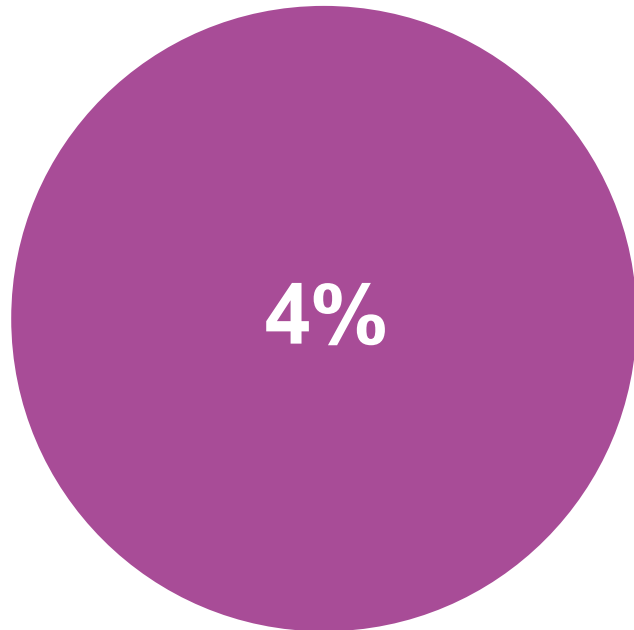
Tabloid



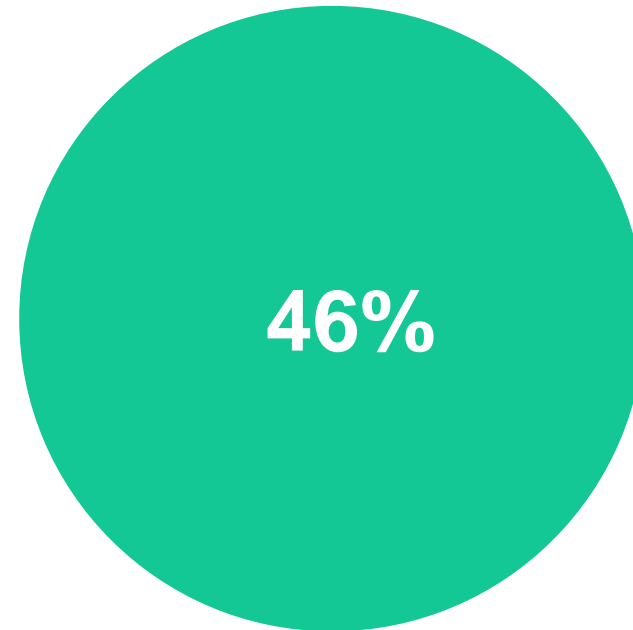
# Newspaper Readership on Print versus Online

Total Philippines

**Read Printed Copy of any  
Broadsheet**



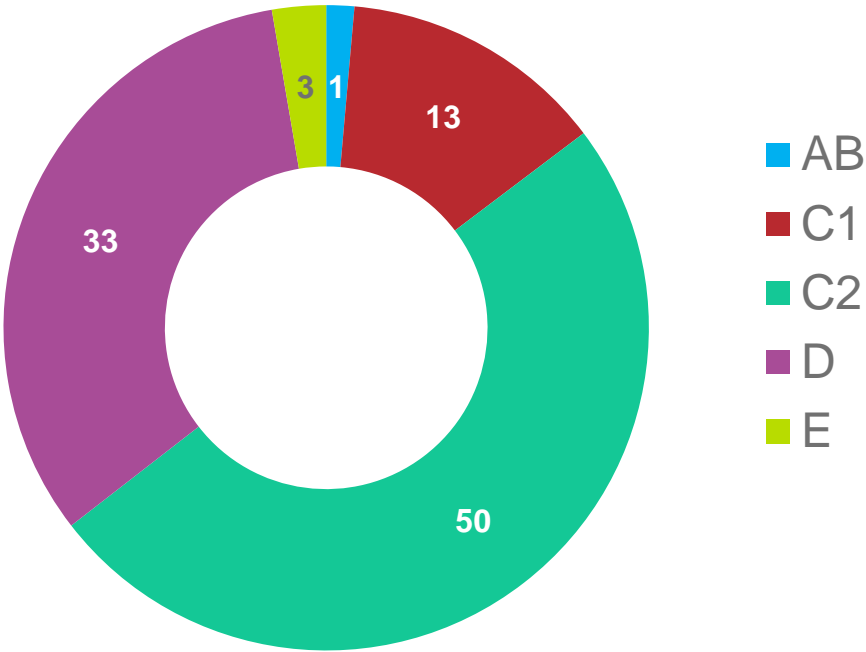
**Read News Online**



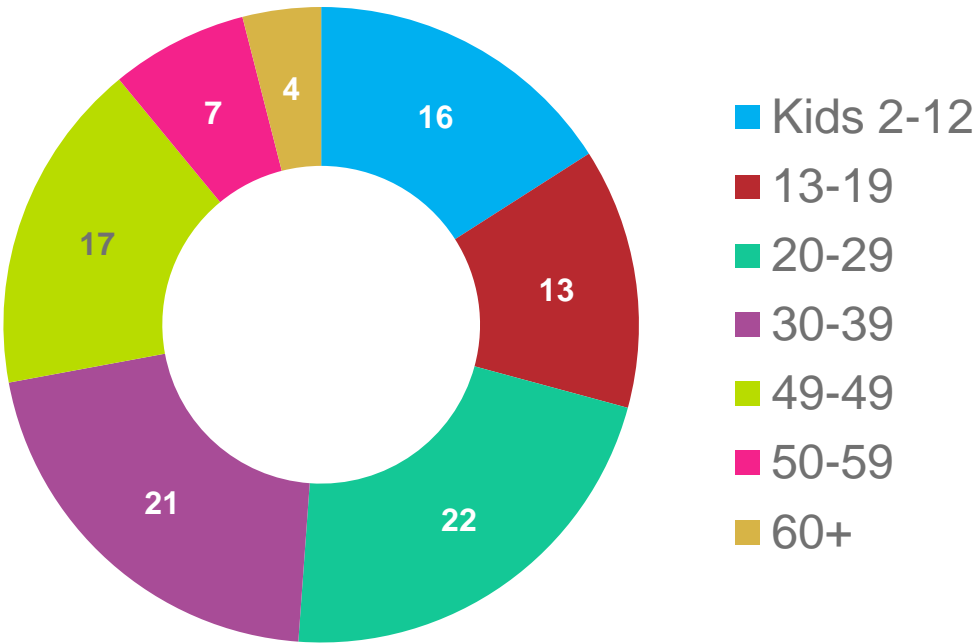
# Digital Readership Audience

Urban Philippines

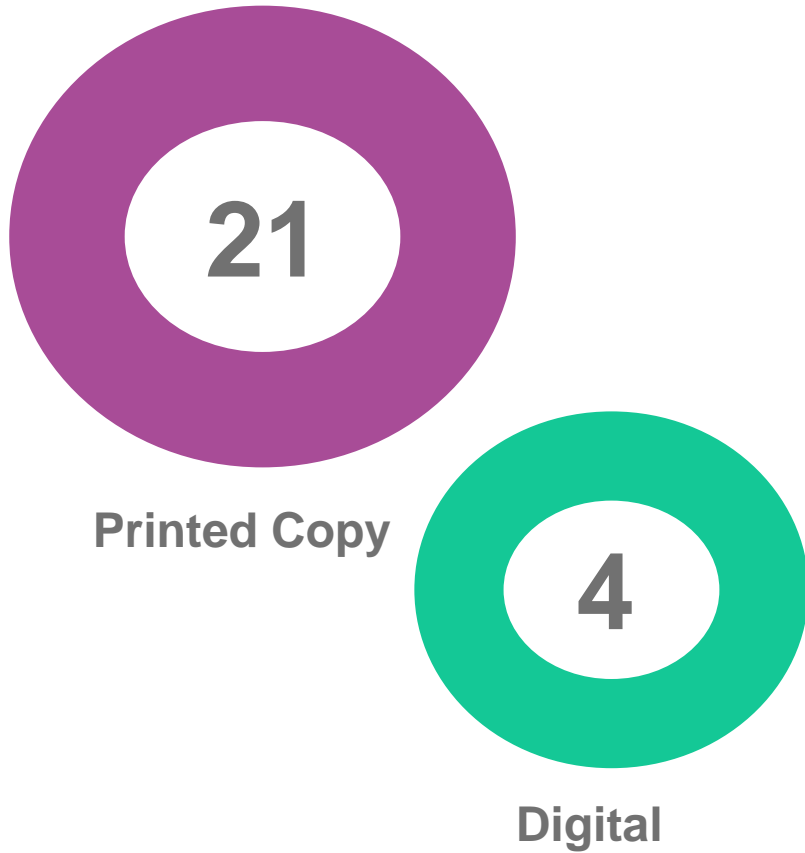
2018



2018



## Time Spent in Print versus Online (in minutes)





# Project EVO

## Research Objectives

- This study was designed to:
  - 
  - Understand the non-hardcopy newspaper readers' habits, behaviors and their reasons for shifting to digital consumption
  - Understand the target audience preferences among standard newspaper sections (or digital equivalent thereof)
  - Understand what format and what websites said target markets use



NON-HARDCOPY  
NEWSPAPER  
READERS



## Research Objectives (cont.)

- Understand the behavior, motivations and hurdles of hardcopy newspaper readers

- Evaluate ads effective in print (hardcopy) vs. digital (advantages & disadvantages)



**HARDCOPY  
NEWSPAPER  
READERS**

## Methodology

FGDs (n=8) with:

### According to PSA estimates for 2019

“Filipinos aged 10 to 39 years account for **50%** of our population while **30%** represent those aged 40 years and above. The balance 20% are aged 9 and below”

Group	SEC	Profile (n=6/group)		
1	C2	Older (O)	Hardcopy Newspaper Readers Reads at least 3x a week	Metro Manila Residents (good mix of cities)  Male/Female (equal mix)  Consumes information at least 3x a week (good mix of info consumption): <ul style="list-style-type: none"> <li>• Local News</li> <li>• International News</li> <li>• Sports</li> <li>• Entertainment</li> <li>• Business</li> <li>• Food</li> <li>• Lifestyle</li> <li>• Job Opportunities</li> <li>• Others</li> </ul>
2	ABC1	Older (O)	48+ y.o.	
3	C2	Millennials (M)	Non-Hardcopy Newspaper Readers	
4	ABC1	Millennials (M)	Millennials 23-38 y.o. <ul style="list-style-type: none"> <li>• Good mix of single and married/married with kids</li> </ul>	
5	C2	Older Gen Zs (OG)		
6	ABC1	Older Gen Zs (OG)	Older GenZ 18-22 y.o. <ul style="list-style-type: none"> <li>• College</li> </ul>	
7	C2	Younger Gen Zs (YG)	Younger GenZ 13-17 yo	
8	ABC1	Younger Gen Zs (YG)	<ul style="list-style-type: none"> <li>• High School (Gr.8-12)</li> </ul>	



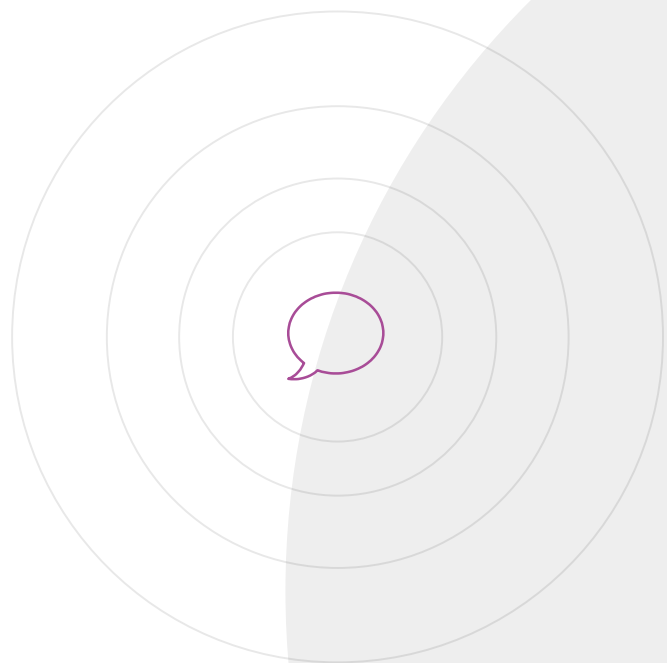


## Action Steps

Results of this study will help to create or fine tune strategies to:

- ✓ Capture the non-reader segment (i.e. platform, format, etc.)
- ✓ Retain current readers

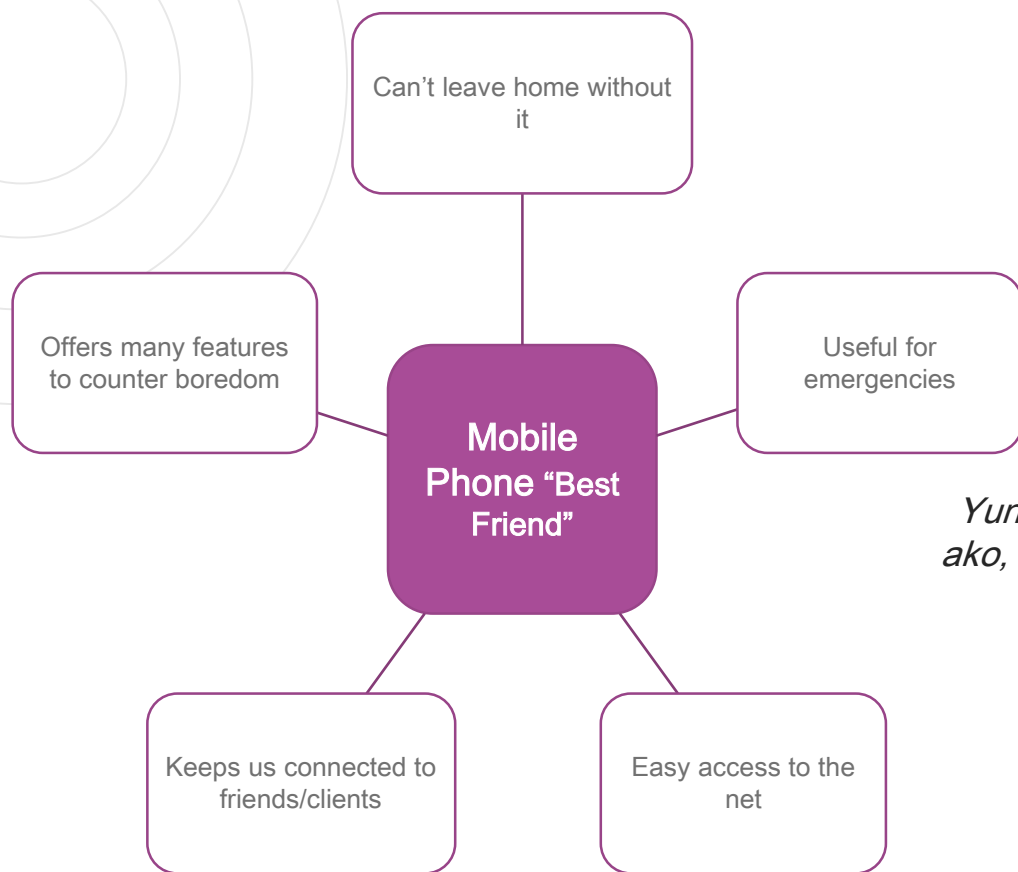




# Key Findings

# It's Digital/Mobile World

# Our GenZs and Millennials are very much glued to their mobile phones especially since it offers internet access.



*Parang di bale ng wala lahat, maiwan lahat, huwag lang yung cellphone. - ABC1 GO*

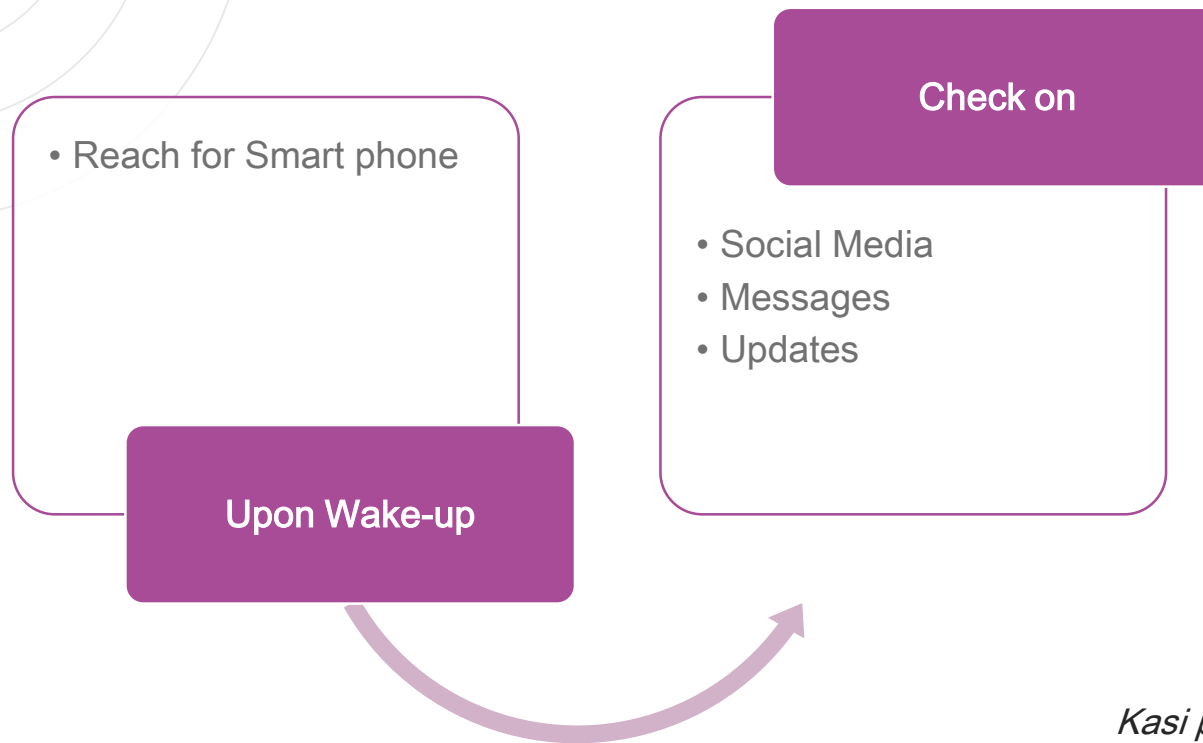


*Yung phone ko kasi accessible naman siya sa akin sa lahat so nakaka-browse lang ako, ang dami ko ng nalalaman. Sa traffic na isang oras, sa cellphone lang ako. Yung idle time ko, dun na lang. – C2 M*

*Kasi lahat ng clients ko nandito, I can read my emails, text messages, calls. You can do a lot of things with your mobile phone. - ABC1 O*



Surfing the net appears to be part and parcel of their daily life, with many reaching for their phones as soon as they wake up.



*Everyday, every hour, every minute. Pagkagising pa lang kinakapa ko na yung phone ko. - ABC1 M*

*Social media - surfing, internet....Facebook...news... daily routine na yun eh. - C2 M*

*Kasi parang hindi kayo mapaghiwalay eh. - ABC1 GO*

Similarly, our Older readers seem to be trying to catch up with technology → most now see their mobile phone as a necessity...

Mobile  
Phone “Best  
Friend”

Most are  
“tutored” by kids/  
grandkids

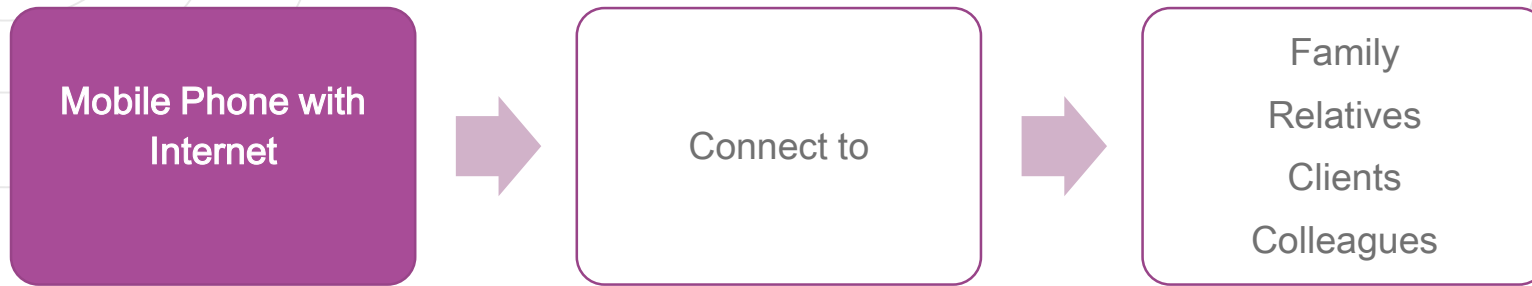
Also can't leave  
home without it

*Yung apo ko (nag-introduce) - kasi mas marunong naman  
ang mga apo kaysa sa mga lola. – C2 O*

*Whether we like it or not, we have to welcome  
it. Kasi ito na yung world na ginagalawan  
natin. - ABC1 O*



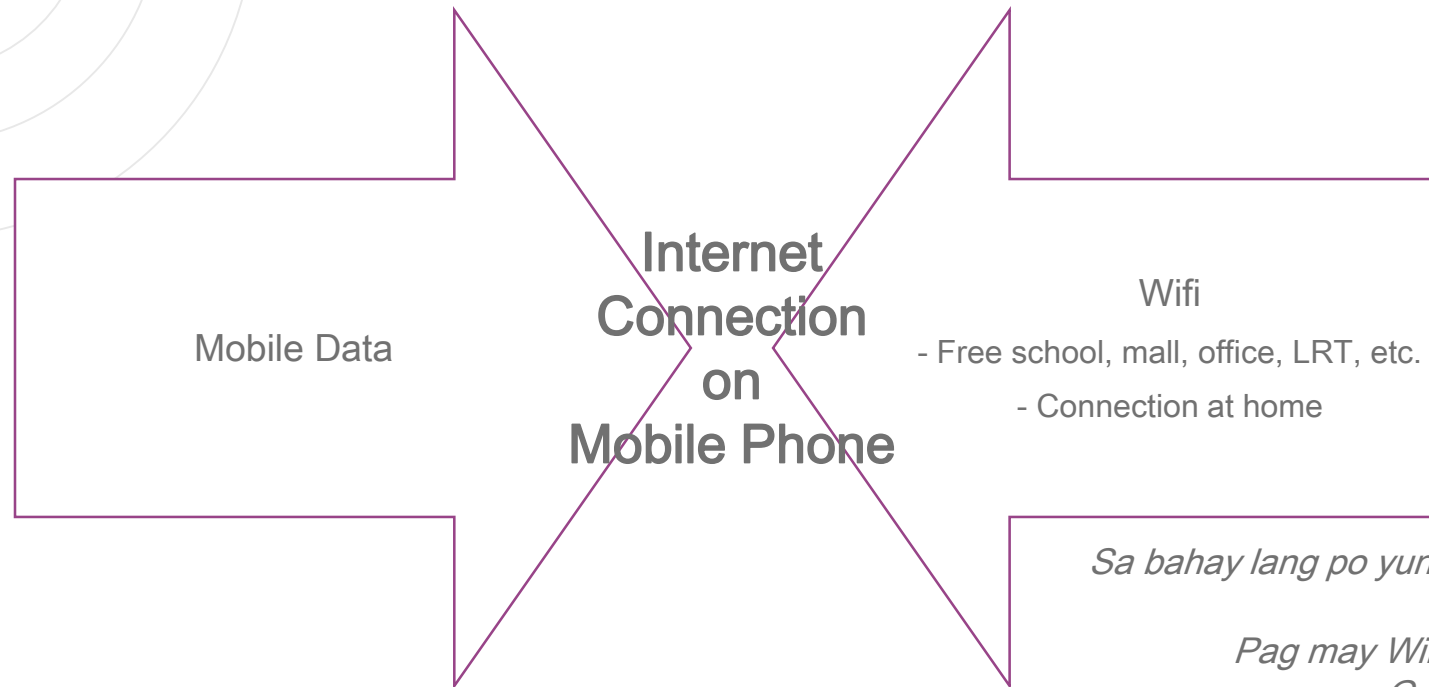
...and vital for connectivity.



*Kailangan eh lalo na sa work ko. – C2 O*

*Yung means of communication ngayon iba na rin eh - gagamit ka na ng mga Viber, Messenger. Madaming grupo-grupo diyan. Kung mahina ang data mo o hindi ka updated, mapapag-iwanan ka, mapapagalitan ka, "Bakit hindi ka sumasagot?" Minsan ganun eh. – ABC1 O*

**With the convenience it offers, our target audience is increasingly more dependent on their phones for instant information on what goes on around them.**

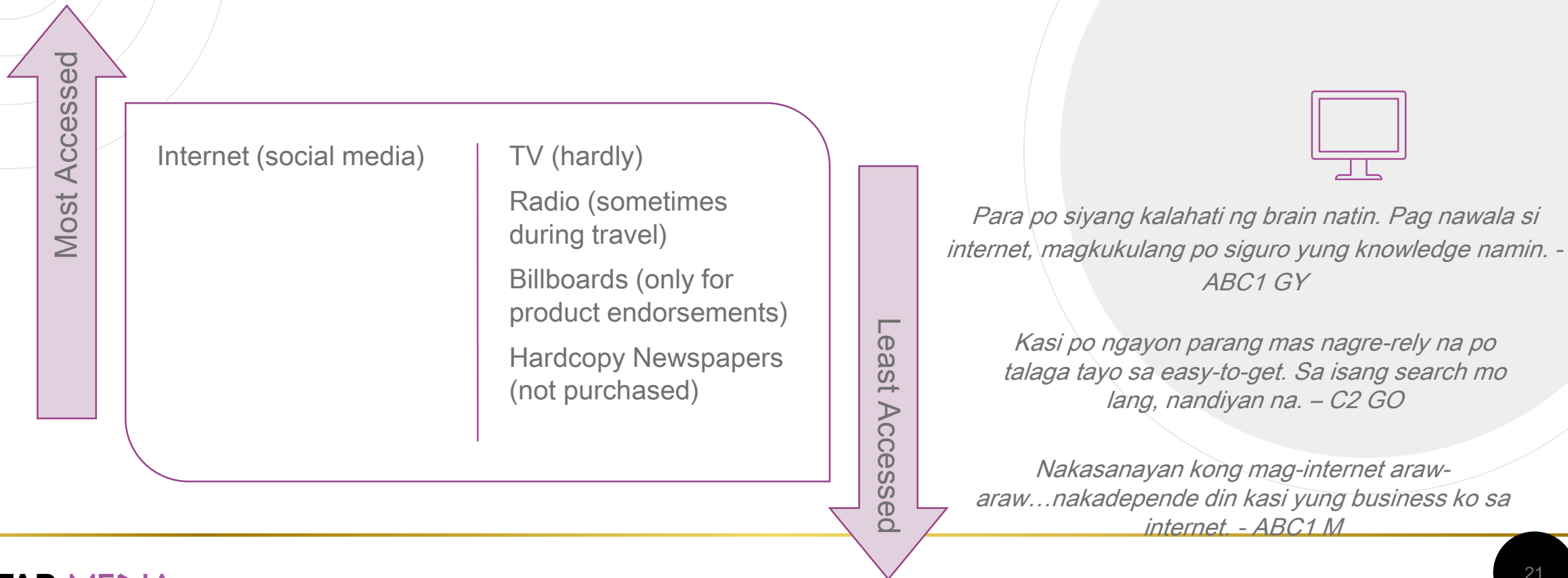


*Free WiFi...yung nasa MRT. – ABC1 M*

*Sa bahay lang po yung WiFi...pero sa labas, data po. – C2 GO*

*Pag may WiFi, nagfe-Facebook ako. Naggu-Google, Youtube. – C2 O*

# Due to the primacy of the internet for our GenZs and Millennials, other media platforms are no longer referred to as much...



... unlike our Older readers who still rely on TV and hard copy newspapers, aside from the internet.

Most Accessed

Internet (social media)  
TV (news: UKG, TV Patrol, 24 Oras, CNN)  
Hardcopy Newspapers (Inquirer, Philippine Star, Manila Bulletin)

Radio (DZMM teleradyo)  
Billboards (only for product endorsements)

Least Accessed

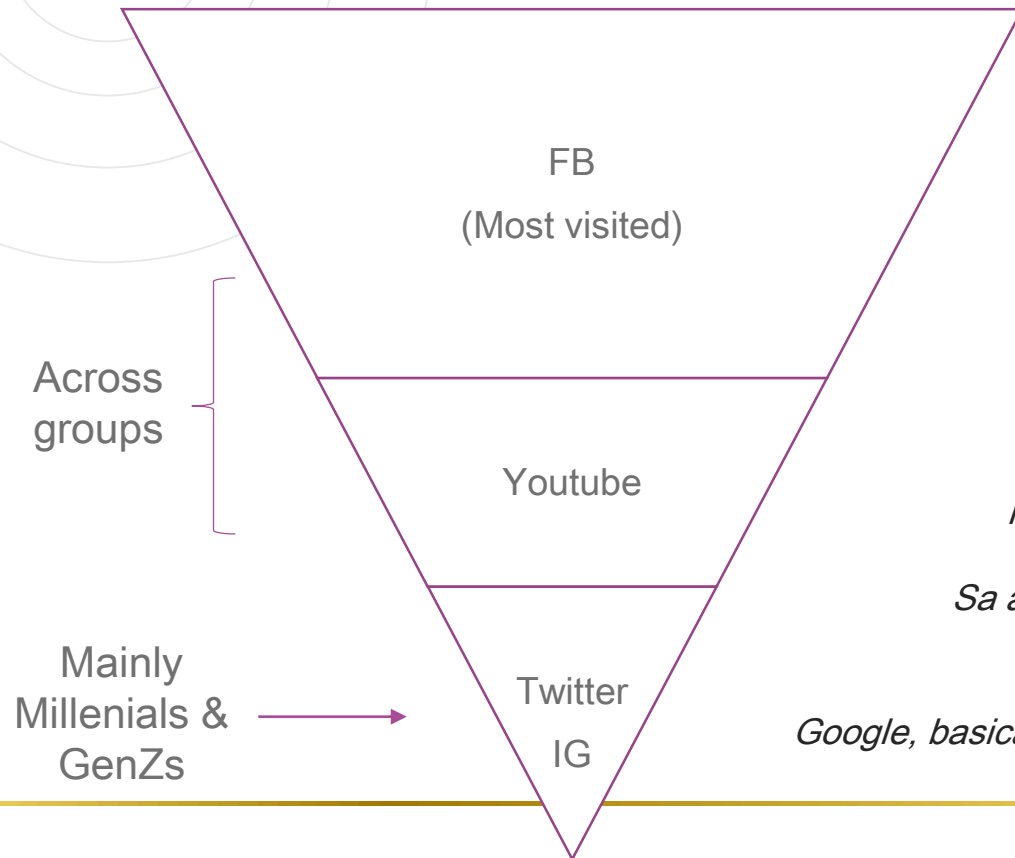
*More of check ako ng email, Facebook... Youtube, Google Chrome, nakikinig ako don ng music, para maiba naman. – ABC1 O*

*Sa TV....CNN...TV Patrol...24 Oras. – C2 O*

*Nakalakihan na. Sa umaga kasi, sa table namin, nandyan na yung dyaryo. Kasi ugali ko yun, kape, yosi, nagbabasa. – C2 O*



# Across groups, social media sites are the ones most often visited, with Google used to search for other topics/sites.



+ Google



*Parang hindi na namin kayang mawala 'tong mga 'to...hindi lang siya for entertainment. Pwede ring for news, for updates, for communication, parang lahat na talaga. – ABC1 GO*

*Nagchi-check ng Facebook...hanggang sa makatulugan mo na nga eh. – C2 M*

*Sa akin, Facebook, nakikipag-chat ako sa friends ko sa ibang bansa lalo na yung mga cousins ko sa America. Yun na yung way namin ng communication. - ABC1 O*

*Google, basically, anything eh... it's just an everyday search engine. – ABC1 M*

# Apps are also popularly used → for social media, transportation, communication, finance, online selling, fun and entertainment.

## Social Media

(i.e. FB, Youtube, Twitter, IG)

**Transportation/ Delivery**  
(i.e. Grab, Angkas, Waze, Food Panda, Grab Food)

**Communication**  
(i.e. Messenger, Viber,, Whatsapp, Gmail)

**Banking/Payments**  
(i.e. BDO, GCash)

**Online Selling**  
(i.e. Shopee, Lazada)

**Games/Fun and Entertainment**  
(i.e. Netflix, Spotify, Snapchat)



*Mostly mga tao kasi ngayon ... they usually register for data...and then may mga apps din ...so they tend to use it instead of yung regular text. – ABC1 M*

*May external memory naman. Yung mga apps, dun sini-save. – ABC1 GO*

*Minsan nago-order din ako ng food through Grab Food. Ang dami niyang tulong sa amin. – C2 M*



# Demand for Content

**When it comes to content they are interested in, our GenZs are often occupied with news on entertainment, lifestyle and sports.**

**Current events that are more relevant to them mainly focus on how things affect their schooling → weather and suspension of classes.**



**With our Millennials, their interest vis-à-vis GenZs has expanded to also include current events, business news and technology.**

Aside from TV media and news sites, our GenZs and Millennials visit or “like” (FB) sites that reflect their interests to get updates.

Also wish to see content that addresses teen-related specific issues (for GenZs) or topics on self-help/improvement – advice column, life hacks, tutorials/tips/DIYs

### Sports

ESPN, Bleacher Report, Sports5, Sports Center, Spin.ph, PBA, NBA, Titan

### Entertainment

Pep.ph, IWantTV, Netflix, Putlocker

### Leisure/Shopping

Shopee, Lazada, Pinterest, Tasty, TLC, Cosmopolitan, Adidas, TopGear

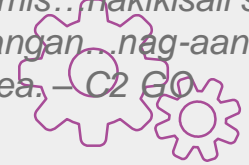
### Technology

Unbox

### Job-Related

Jobstreet, LinkedIn

*Yung kay Pacquiao, buong Pilipinas (interesado)...chismis...nakikisali sa issue ng artista...parang libangan...nag-aantay ng reply ni Bea. – C2 GO*

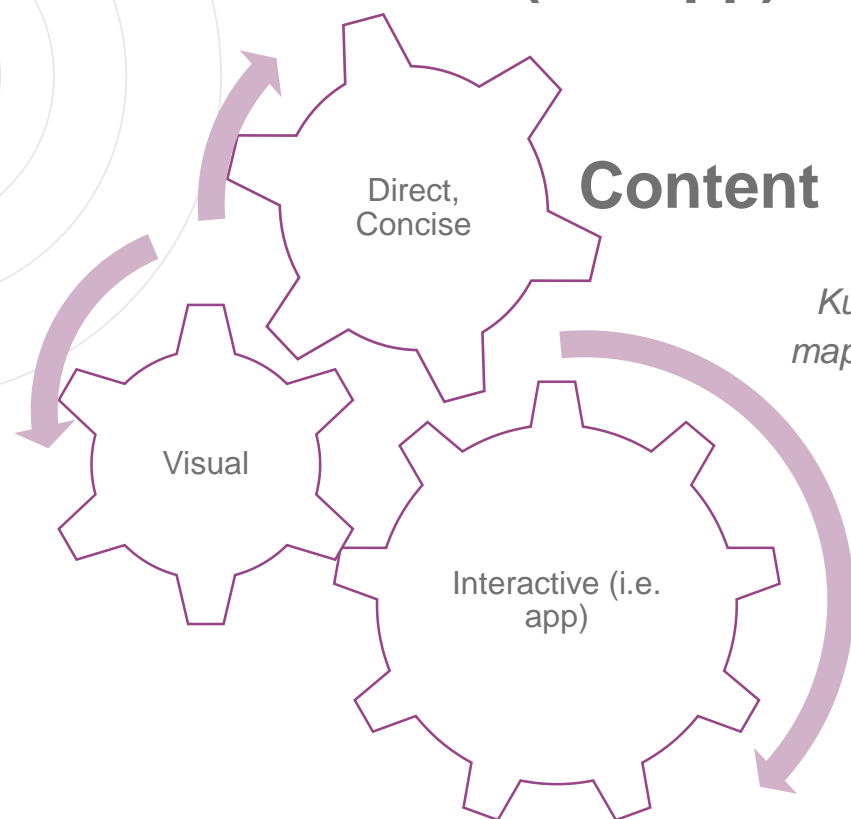


*Yung Topgear, since hobbyist ka ng cars, magta-Topgear ka. – ABC1 M*

*Mga advice po. Kunyari yung most problem ng teens, yung depression...parang may forum - C2 GO*

*Tips...tipid on fashion, makatipid ka sa bahay...travel...mga hacks...actually, sa Youtube siya - kunyari may gamit ka sa bahay na hindi mo ginagamit, i-search mo...kung paano linisin yung mahirap linisin na oven. - ABC1 M*

Delivered in a direct, concise manner, content that is also more visual and interactive (i.e. app) often engage them further.



*Kung gagawin siyang downloadable na app, siguro mapapa-download kami...mas interactive siya...hindi lang siya pure news. – ABC1 GO*

*Naka-summarize ... maiintindihan mo po talaga ...pag naka-summarize po kasi yung binabasa, parang nalalawakan mo na po yung pag-iintindi mo dun...tapos meron siyang article, meron din siyang pa-click na video. – C2 GY*

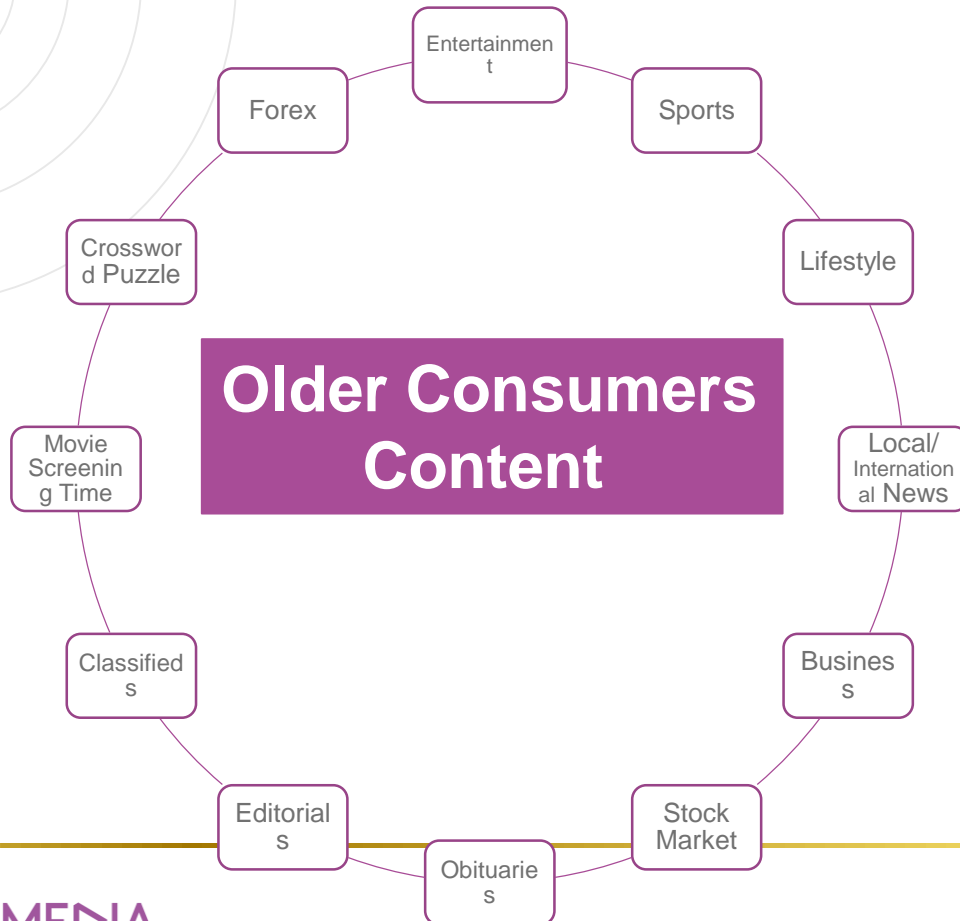
*Kumbaga mas ma-visual na tayo. Gusto natin nakikita na natin, hindi na yung binabasa tapos i-image mo. - ABC1 M*

*Nasa generation na po tayo na pwede nating i-open yung mga gusto nating sabihin or yung mga nararamdaman natin. – ABC1 GY*



In the case of our Older readers, everything found in a regular broadsheet seems relevant to them. The more detailed, the better.

Additional content that they wish to see online are those they perceive missing → editorials/columns from their favorite writers, forex, OFW news.



*Mas complete na...Inquirer ganyan eh. – ABC1 O*



*Hindi ba pwedeng buong dyaryo siya? – C2 O*

*Ang wala kasi sa internet, yung mga column, yung mga sinusulat ng columnists. Ang sa internet usually, news lang... yung mga kolumnista tulad ni Randy David - may award yan sa ibang bansa. Magaling yan. - C2 O*

*OFW...trending job, number 1 course na hinahanap nila...sa mga POEA. – ABC1 O*

*Mga exchange rate. – C2 O*

# Path to News and Information

# GenZs and Millennials find this format difficult and uninteresting to read...

## Old school

For oldies Not trendy  
Predicted to become extinct

## Hard to read

Articles are too long  
Fonts are too small  
Too much information

## Boring

No visuals Not interactive (i.e. can't leave a  
comment/reaction)

## Not as easily accessible

Need to find a source Need to pay for  
broadsheet

## More difficult to navigate

Have to flip through pages Need to go to a  
different page to continue reading

## Outdated news

Not delivered in real time



*Nasanay na sa technology na napapadali po yung daily lives namin. Pag nagbabasa po, parang naiinip po yung isip namin... mas convenient po pag sa internet...mas accessible din po. – ABC1 GY*

*Nakaka-stress pa magpalit ng pages....pag sa phone, compressed na... tapos bakit ka bibili kung pwede naman sa phone mo?.... 7-eleven, konti na lang din yung supplies nila...so I believe medyo nawawala na talaga yung ganong phase. - ABC1 M*

*Kung dyaryo, bibili ka pa ng dyaryo, lalabas ka pa. Wala na nga akong nakikitang nagtitinda ng dyaryo e.  
Kung may mabilhan man, hahanapin mo pa eh. – C2 M*

# ....preferring to source free information from the more engaging internet.

## More visual

Multi-format (i.e. videos, still pictures aside from text)

## Easier to read

Articles are concise and easier to digest  
Not text-heavy

## Interactive

Allows for comments/reactions



## Easily accessible

Just a click/scroll away on their mobile phones  
Information is free

## Multiple sources

Different news sources available  
Smart devices allow multiple windows at one time

## News in real time

Instant Up to date  
Always available on their phones

*Mas prefer ko kasi pili...saka nakakantok pag newspaper kasi ang liit ng text. Unlike sa cellphone, with picture at saka ang ganda na. - ABC1 M*

*Wala akong time magbasa ng dyaryo...ang dami kong ginagawa tapos yung oras ko hinahabol ko...tumitingin na lang ako sa cellphone kung anong balita. – C2 M*



In contrast, hard copy newspapers are still relevant to our Older readers, albeit most just rely on free issues.

Despite adapting to the use of the internet, reading broadsheets is a practice they have grown accustomed to and continue to do.

Hard Copy Newspapers

Coffee Shops/ Fastfood

Office



*Malimit ako sa Mcdo, Jollibee, kasi libre...sa bangko, merong newspaper...sa barangay meron din eh. – C2 O*

*Sa amin kasi meron na sa office...naka-ready na sa office yung ganyan. – ABC1 O*

*\*Only a few still regularly subscribe; some also get their news updates already from TV early morning talk shows even before browsing the hard copy newspapers or also depend on the evening news for updates*

...which is sadly not picked up by younger readers. Aside from the lure of the internet, a lack of awareness and accessibility are seen as possible barriers.

**Younger Readers  
Barriers to Use of Broadsheets**

**Awareness**

No ads?  
Not encouraged in  
schools?

**Accessibility**

No source?



*Sa school, (mag-encourage) sila na dapat i-focus ang newspaper. Kasi dapat bata pa lang, kinakarga mo na sa bata.. – C2 O*

*Ngayon, hindi ko na nakikita sa TV yung pag-advertise nila ng newspaper...kulang sila sa information. Dati meron eh...parang bumaba yung (awareness) nila...hindi gaya noon, bawat bahay may dyaryo...saka wala na yung mga news boy. Dati marami sila. – C2 O*

When it comes to news online, reading articles from particular providers is often “incidental” as it pops up in their FB newsfeed.

- o Path to reading from news provider

“Liked”  
pages/linked  
by friends

Scroll FB  
Newsfeed

Interesting  
Article/Video

Click to open  
site

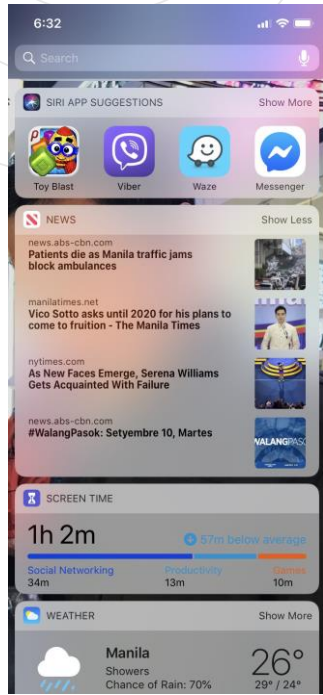


*Usually, nanggagaling ako sa Facebook tapos napupunta ako doon. Naka-subscribe kasi ako sa ABS...Actually pag nag like ka kasi ng page, makikita mo yung feeds nila...siguro universal na, pangkalahatan na yung FB. – ABC1 M*

*Kasi po besides sa entertainment niya, parang nakakakuha ka rin po diyan ng news. Parang sakop niya (FB) na po lahat. – C2 GO*

# Similarly, articles from different news sites also appear on Google, Mobile phone dashboard depending on our readers' interest

## Path to reading from news provider



Previously read  
articles in  
particular site

Provider with  
relevant news  
item pops up on  
Google feed

Interesting  
article/ video

Click to open site  
once again



*Meron ka ng header ng news and if you're interested, i-click mo lang siya, mababasa mo na... Google lang siya pero part na siya ng internet browser ko sa phone, so may automatic news feeds na. -tina-tap niya kasi yung cookies mo. – ABC1 M*

Articles that are catchy/trending often entice readers to click and enter particular sites.

However, purposely going to a news site is only on occasion and not really the common practice.

#### GenZs

- If required by professor
- Needed for homework/project

#### Millenials

- If need to validate news from other sites

#### Older

- If need to get additional/missed information

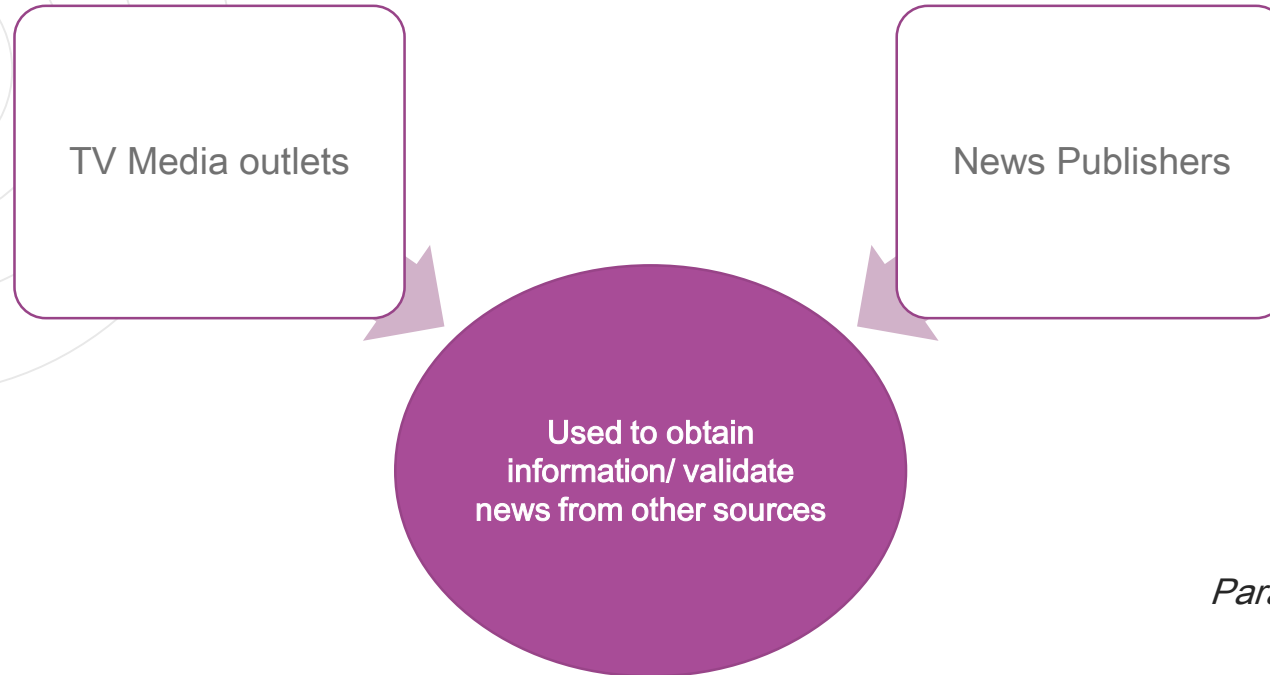


*Pag required na magbasa (ng current events) sa school...tina-type ko po yung website ng Bulletin. – C2 GY*

*Yung gusto mo mismo magbasa talaga ano talaga ang news. Yun lang yung only time na talagang derecho ka sa site. – ABC1 M*

*Pag na-miss ko yung balita, may narinig ako na hindi naman ako sigurado, ginu-Google ko. – C2 O*

With growing awareness of fake news, they have looked more to TV media outlets and news publishing sites online for information.



*Parang most reliable source talaga ...kahit international, walang fake news po diyan. – ABC1 GO*

*Kunyari i-search mo yung ganitong topic, may iba't ibang pages na lalabas tulad ng ABSCBN, GMA, Inquirer, Philippine Star na merong ganong pino-post, so ikaw na ang bahala kung saan ka. – ABC1 GO*

*Pag Philstar site, hindi na fake...published na eh. – C2 GY*



# Bridging the Gap

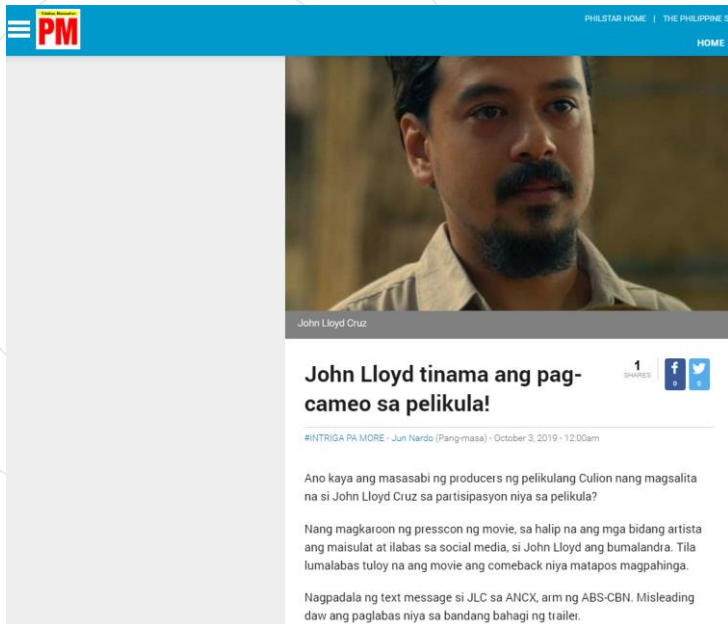
# Bridging the Gap

- Awareness
- Brand Imagery
- News and Information Journey
- Packaging Content



**Awareness**

# Most digital content is duplicated; it's all a matter of making potential readers go to your website instead of the others.



## John Lloyd Cruz, mapapanood muling umarte via Culion

by PEP Troika



Nagulat ang marami nang lumabas ang trailer ng pelikulang Culion dahil sa pinakahuling frame ay lumabas si John Lloyd Cruz, na kasalukuyang naka-leave mula sa showbiz. PHOTOS: CULION FILM

# Social Media Followers



Global Publishers	No. of Followers	No. of Followers	No. of Followers
The Wall Street Journal	6.3 M	16.9 M	2.1 M
The New York Times	16.7 M	44.2 M	6.9 M
Washington Post	6.3 M	14.2 M	2.2 M
New York Post	4.2 M	1.5 M	301 K
Daily Wire	2 M	331 K	401 K
Guardian	8.1 M	8 M	2.3 M
Daily Mail UK	18.3 M	2.4 M	959 K

# Social Media Followers



Local Publishers	No. of Followers	No. of Followers	No. of Followers
Philippine Daily Inquirer	5.7 M	2.9 M	92.3 K
Rappler	3.9 M	3.1 M	336 K
The Philippine Star	3.1 M	516 K	5 K
Manila Bulletin	2.9 M	596 K	91.7 K
The Manila Times	414 K	85 K	4.8 K
Manila Standard	105 K	40 K	1 K
Business World	85 K	38 K	1.9 K
Business Mirror	29 K	27 K	1.4 K

# Brand Imagery





# Path to News and Information

# The more links required to obtain content access, the lesser the motivation to seek said content

- Path to access content from Instagram

See content  
preview on feed

Content preview  
says refer to Bio

Bio links to  
external website

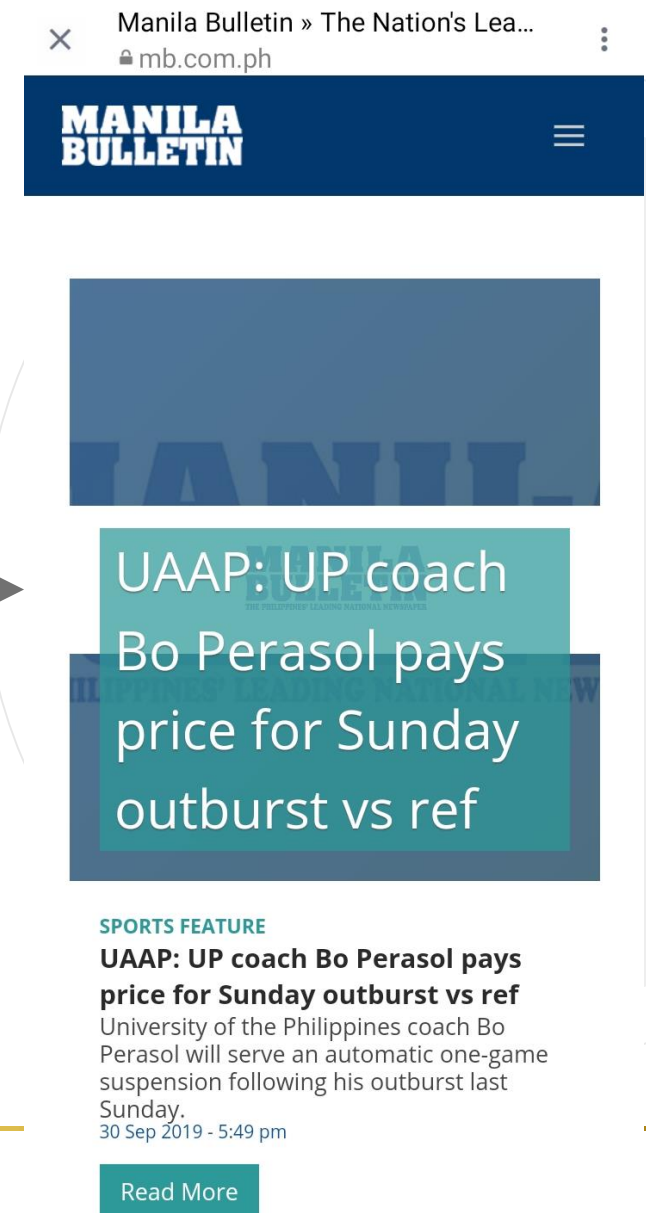
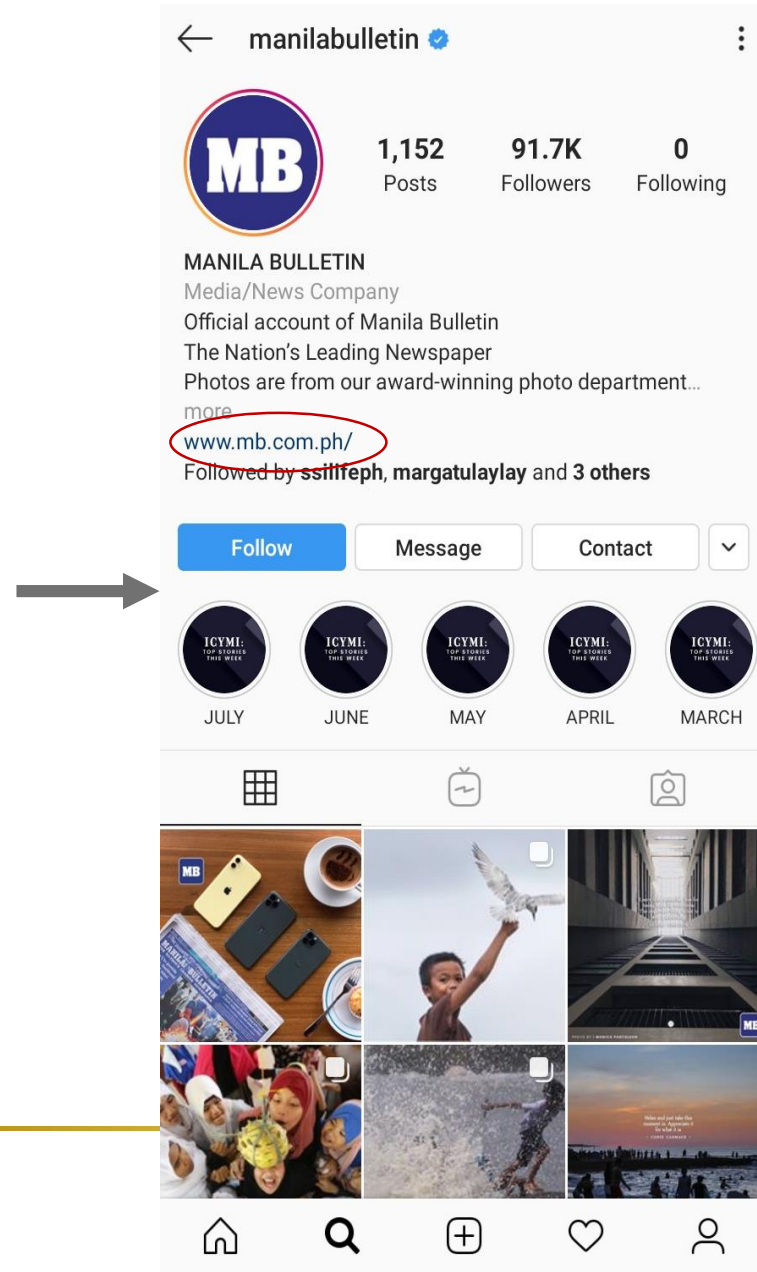
Website link is  
generic and does  
not lead to  
specifically sought  
after content



In a world that increasingly values instant gratification, having a multi-step process to accessing content will not do. While a social media giant such as Instagram has the numbers and exposure potential, the platform itself is not conducive to harboring text-based content.



# The Social Media to Website Journey



# The Social Media to Website Journey

← Posts





222 likes

rappler Sen Grace Poe added that they had thought of the possibility of this idea being discriminatory. But then said many people pay for additional services.

What are your thoughts on the senator's suggestion?

Read more by clicking the link in our bio.

View all 51 comments

17 hours ago

← rappler



14.6K Posts

336K Followers

364 Following

Rappler

Media

The Social News Network.

Read Rappler

linkinprofile.com/rappler

Followed by sweet.escape, annecurtissmith and 26 others

Follow

Message

Email

 Rappler IQ

 Newsbreak

 IMPUNITY S...

 Breaking Ne...

 Abortion in P...



Home

Search

Post

Like

Profile

Link In Profile

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Tap any photo to visit the link



Poe suggests business coaches f...

www.rappler.com



RAPPLER

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Poe suggests business coaches for MRT3: 'Think out of the box'

The senator floats the idea as a way to convince passengers to take the train instead of driving private vehicles

Loreben Tuquero

Published 10:18 PM, October 03, 2019

Updated 10:34 PM, October 03, 2019









Ad closed by Google

Stop seeing this ad

Why this ad?

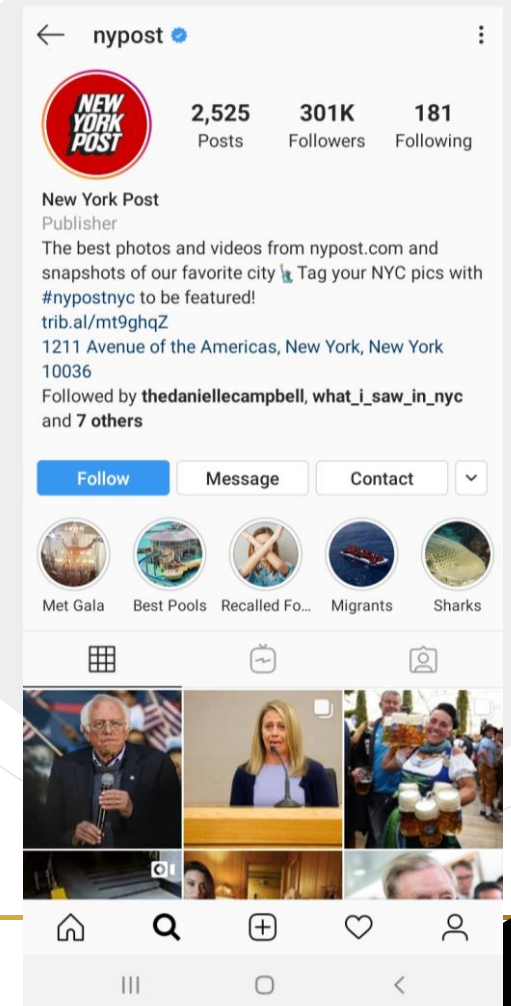
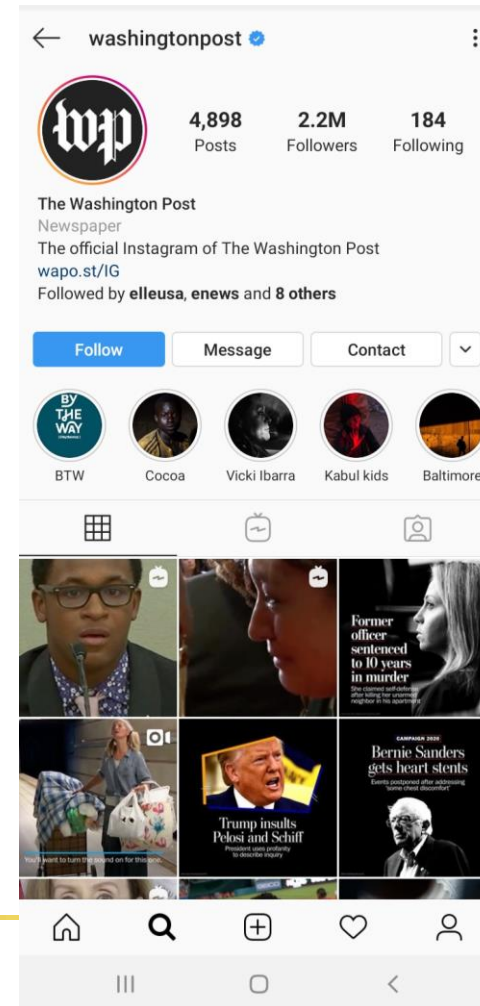
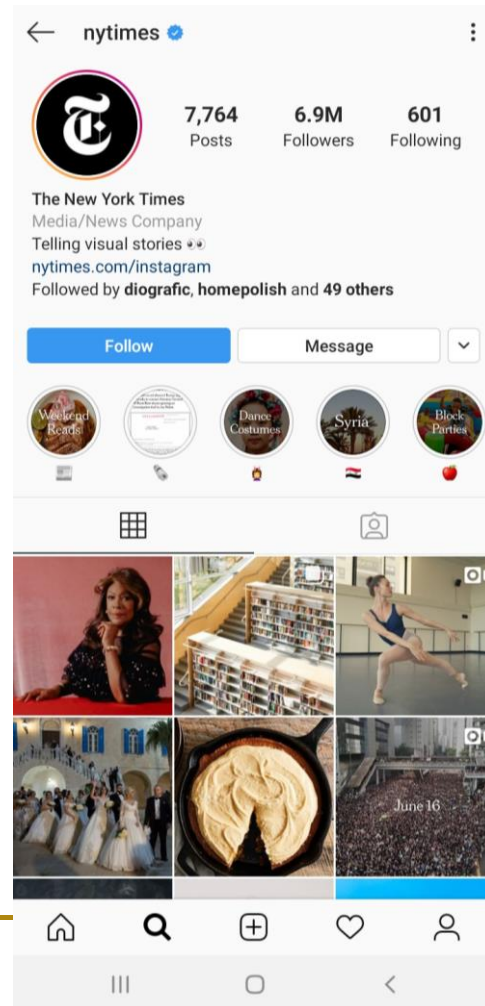
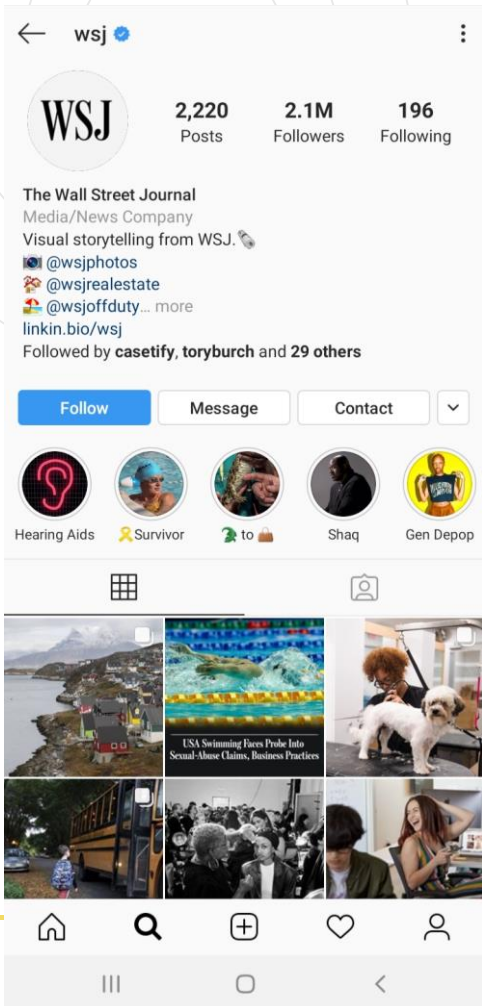


# Packaging Content




# Global Publishers

Focus is on **visual story telling**, rather than text



# Local Publishers

← philstarnews



816 Posts5,430 Followers35 Following

PhilstarNews

News & Media Website

Truthful Filipino stories as told through photos and videos

www.philstar.com

philstar.com/


26th street, Unit 910, The Infinity Tower, Bonifacio Global City 1630

Followed by gp\_reyes

FollowMessageContact

Kyūshū

← rappler



14.6K Posts336K Followers364 Following

Rappler

Media

The Social News Network.

Read Rappler


linkinprofile.com/rappler

Followed by sweet.escape, annecurtissmith and 26 others

FollowMessageEmail

NewsbreakIMPUNITY S...Breaking Ne...Abortion in P...

← inquiredotnet



2,207 Posts92.3K Followers65 Following

Inquirer

Media/News Company

INQUIRER.net – Latest News for Filipinos | Official IG account.

www.inquirer.net/


2nd Floor, 2350 Media Resource Plaza, Mola corner Pasong Tirad Streets, Brgy. La Paz, Makati City, P... Makati 1204

Followed by erwan, verniecenciso and 4 others

FollowMessageEmail

Read moreFrontpage

← manilabulletin



1,152 Posts91.7K Followers0 Following

MANILA BULLETIN

Media/News Company

Official account of Manila Bulletin

The Nation's Leading Newspaper

Photos are from our award-winning photo department...

more

www.mb.com.ph/

Followed by sslifeeph, margatulaylay and 3 others

FollowMessageContact

KANTAR



## MS Snackable






## Cross Media



# Thank you.

For further information, please contact:

 Kantar Media Client Service Team  
 [kmphcsg@kantarmedia.com](mailto:kmphcsg@kantarmedia.com)  
 + 63 (2) 441 7800

## About Kantar Media

We are a global leader in connected intelligence. Our data and insights provide clients with an holistic understanding of the changing media landscape.

Our global coverage and local expertise enable clients to better understand media audiences and and their relationships with brands to optimise investment.

Where others see a fragmented reality, we see new opportunities. To find out more, visit us at [www.kantarmedia.com](http://www.kantarmedia.com)