



Insight

December 2009

IB Media wishes you a happy and healthy holiday season! It's been a wonderful year having met new people to collaborate with and helping the rest of you by sharing my understanding of LinkedIn. Thinking positively has paid off regardless of the economy and the roller coaster of the stock market. If we all keep moving forward, the memory of this difficult time will fade into the rear view mirror.

This month I thought we'd take a look at the traditional and non-traditional media forms and see how "we" consume and use it. I found an interesting study conducted by TargetCast that outlines how your customer's age and gender truly affect which media form to utilize. At the end of the day, it's still all about the media mix chosen to reach your audience. Enjoy. We look forward to continuing to provide you with interesting topics all next year...with consideration for your time.

Stay Positive!

Ira

Your Virtual Media Director



IB Up Close

Linda and I spent a week in Delray Beach in Florida this past November visiting with Aunt Estelle and Uncle Gerry. Oy! Here we are at the "Original" Pancake House. Don't tell anyone but unlike what Gerry thinks, this isn't the original but by it's decor you'd think it was!



Gender and Age Consumption Differs in Evolving Media Usage Patterns

According to a new consumer trend report from TargetCast tcm, among American adults between the ages of 18-64, the future of traditional media, particularly newspapers, magazines and radio, is challenged by the rapid migration of hard-to-reach consumer groups to digital alternatives. However, when it comes to purchase influence on consumers, traditional media remains more influential when compared to digital advertising.

The study reveals a divide between men and women in how each gender engages with traditional media, and illustrates how a generational divide is affecting purchase influence among adults.

Peter Sedlarcik, SVP, Director of Insights and Analytics at TargetCast tcm, says "... marketers must take into account the evolving media preferences of specific target audiences... yet, while many may declare print media is dead... findings show that marketing messages in newspapers and magazines still score well in terms of consumer attentiveness and purchase influence."

Key findings:

- Men and women are consuming media differently. Men are more likely than women to indicate that printed news is a less relevant source of news and information
- Newspapers and magazines are not considered as relevant today and are easiest to eliminate from usage, yet score well in terms of attentiveness and purchase influence
- The biggest usage declines were found among men and young adults 18-34 in newspapers, magazines and radio
- TV and Internet, respectively, identified as most important media, though young adults 18-34 rank the internet as more important than TV
- 60% of consumers say newspapers need to change the most to stay relevant, compared to 30% for magazines and nearly 20% for radio. Fewer than 10% feel that TV or the Internet needs to change to stay relevant. Nevertheless, those ages 35+ still consider newspaper ads to be more influential in determining their purchase decisions.
- The majority of adults 18-64 report that they are still using the same amount of each medium today as they were a year ago, however nearly a third say they are using less printed media (newspapers and magazines). Conversely, a third or more also report that they are using the Internet more as both a source of information and entertainment.
- The data reveals a split between men and women in terms of the way each gender engages with traditional media and embraces newer media. In general, men are more willing to adapt their usage habits to incorporate more digital and online platforms as replacements for traditional media. On the other hand, women are more likely to hold strong with the traditional media and are more hesitant to embrace newer media.

The study also indicated that there is a marked generational difference in attention to digital media between adults ages 18-34 and adults and those older than age 35:

- Adults ages 18-34 are more likely to have replaced newspapers and magazines with internet content, while adults older than 25 are more likely to consider magazines and newspapers as valuable sources of information
- Adults ages 18-24 are more likely to say radio is not as relevant and that they prefer reading magazines online. This age group also indicates they don't mind watching ads when watching TV programs online
- Adults aged 18-34 are more likely than other consumer groups to consider advertising on the internet influential in their purchase decision
- historic proportion, yet they are losing ground to a generation of consumers embracing digital and mobile alternatives

This study is lengthy so we've condensed it. If you'd like to learn more, please contact IB Media.

Source: Mediapost, Jack Loechner, October 20, 2009

Welcome to our new readers of IB Media *Insight*. Each month we touch on a current media topic of interest in a short, concise format. You're busy. We get it.

Thanks to all for your thoughts on last month's *Insight*. The Secret has been quite helpful to me and I am heartened by your positive response to it's principles.

Have a comment or suggestion on this month's topic or any you'd like covered in the future? Let us know. And, if you've enjoyed this month's edition, pass it on to someone who will appreciate it.

Next month? Dating myself a bit but I still remember when it was a big deal to own a color TV. Tomorrow? It'll be a big deal to totally integrate all video platforms into one.

We're IB Media, Your Virtual Media Director. Always ready to discuss how we may add value to your organization. Thanks again!

Ira Bass
Your Virtual Media Director
IB Media LLC
www.IBMedia.biz
IBMedia@carolina.rr.com
704.989.3790
Linkedin: www.linkedin.com/in/IBMedia
Twitter: @IBMedia
Facebook: facebook.com/IBMedia