

VIII REDETE CONFERENCE NIS 2021

**CONSUMER MEDIA HABITS
VERSUS MEDIA INVESTMENT
TRENDS DURING COVID-19**

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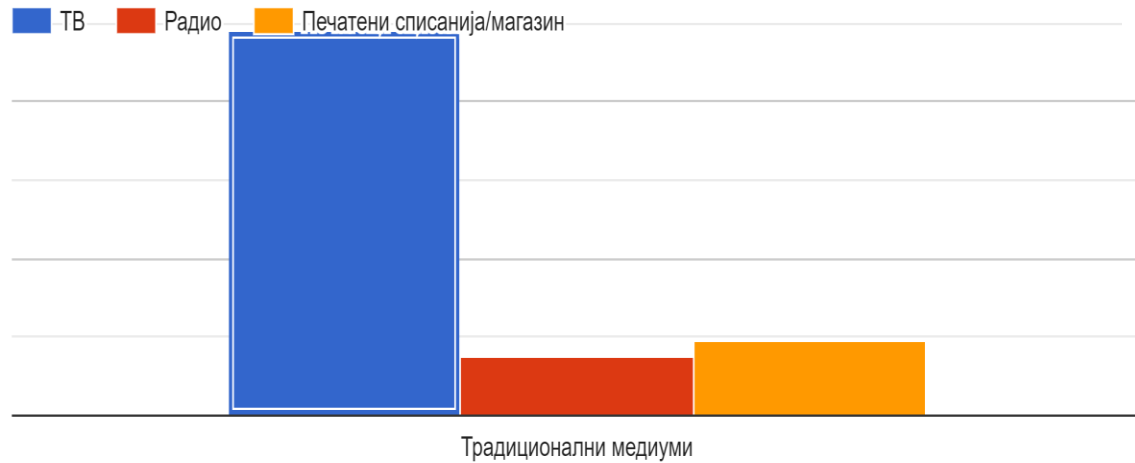
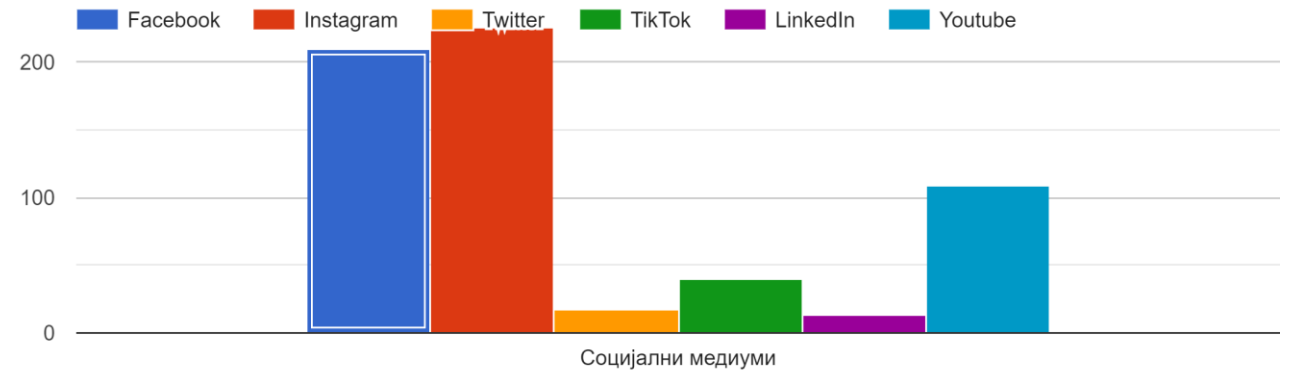


- Habits of media usage vs media investment trends during Covid-19;
- Online questionnaires;
- 284 respondents from generation Z;
- Traditional media (Television) vs social media (Facebook);

MEDIA FOR COMMUNICATION WITH COMPANIES

209 respondents

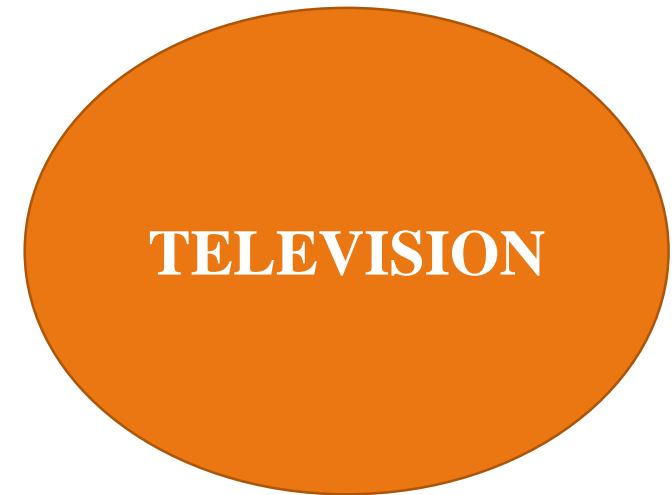
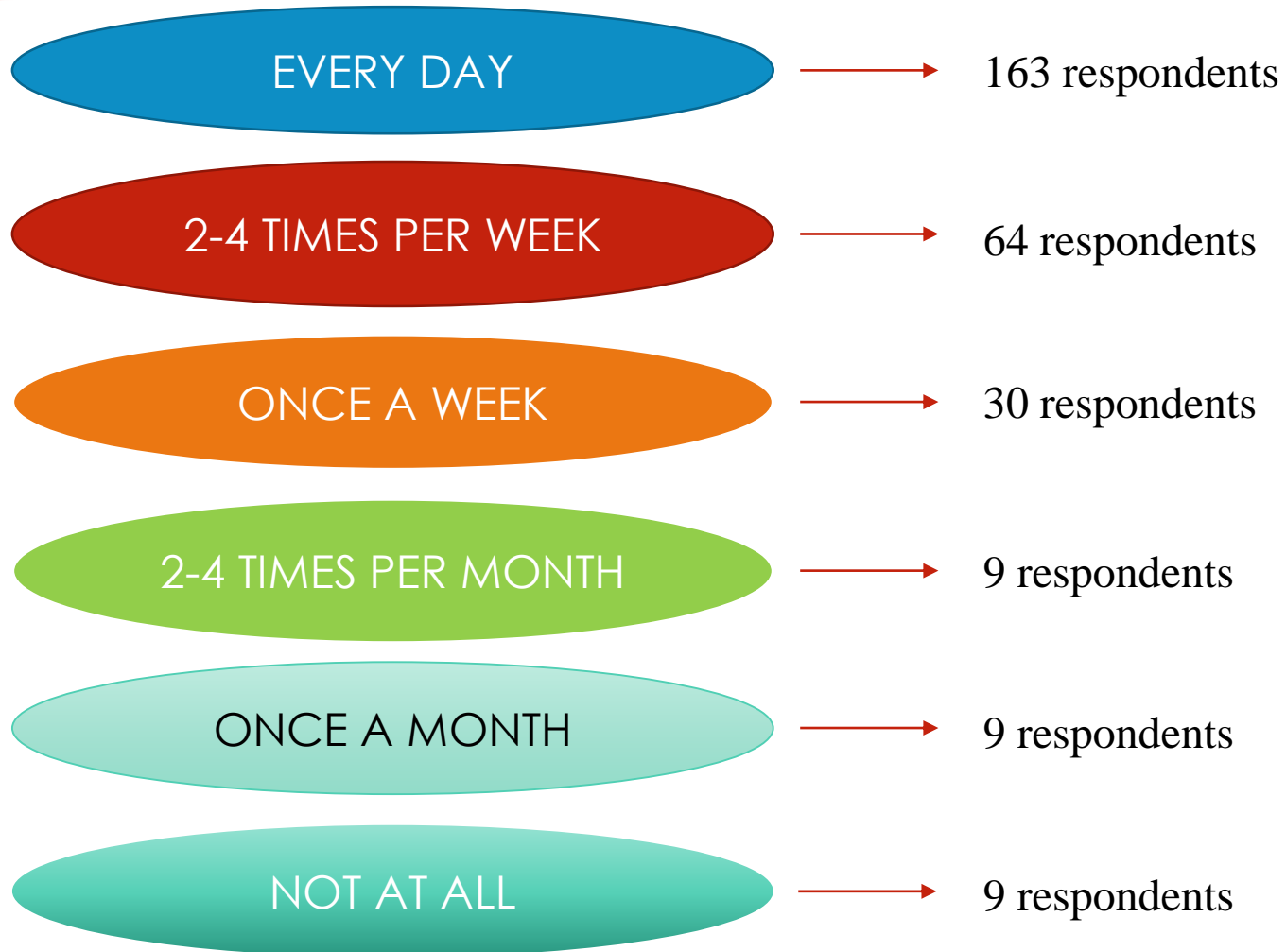
FB



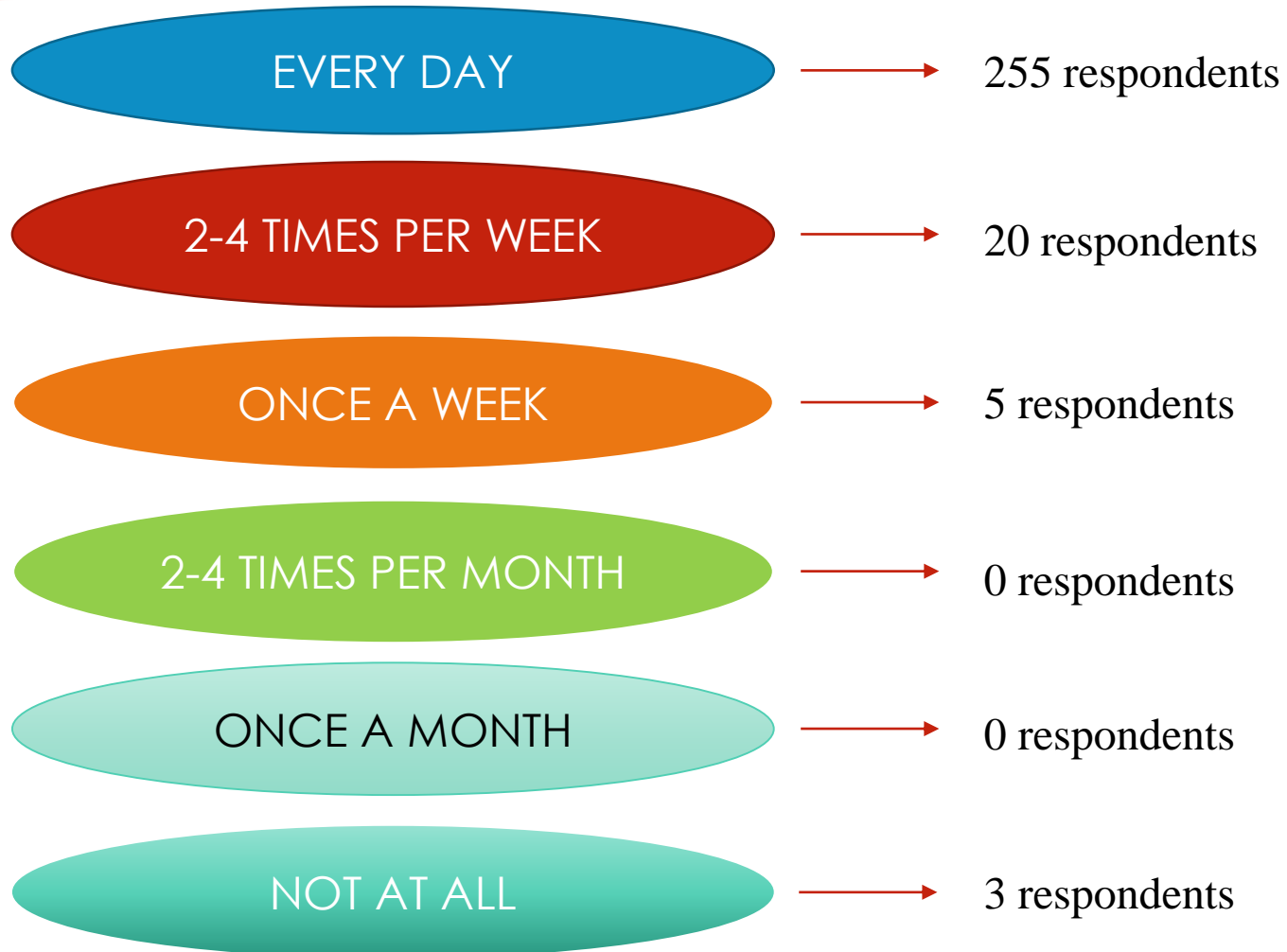
TV

245 respondents

CHARACTERISTICS OF MEDIA USAGE

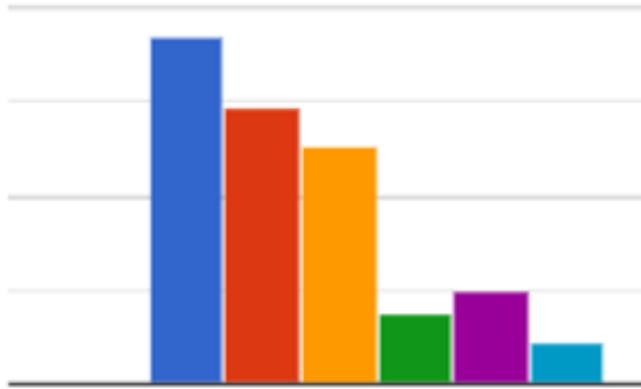


CHARACTERISTICS OF MEDIA USAGE

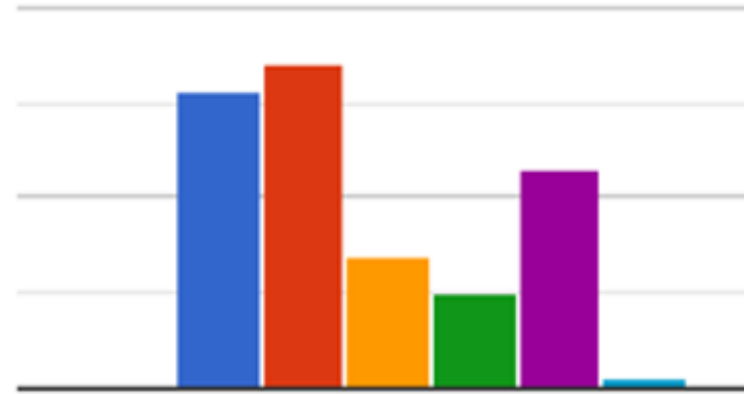


DAILY MEDIA USAGE

TELEVISION



FACEBOOK



92 respondents

≤ 1 HOUR

78 respondents

74 respondents

2 HOURS

85 respondents

63 respondents

3 HOUR

35 respondents

19 respondents

4 HOUR

25 respondents

25 respondents

≥ 5 HOUR

58 respondents

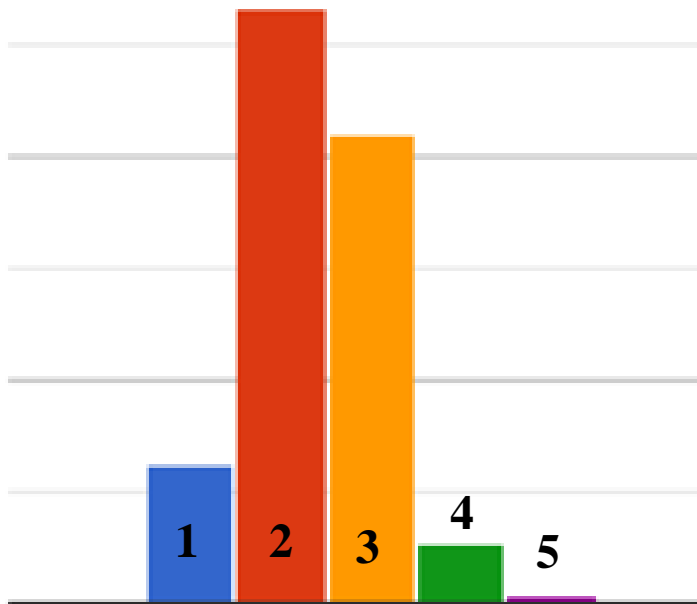
11 respondents

NO USAGE

3 respondents

CLICKING ON ADS ON SOCIAL MEDIA

FACEBOOK



1. NEVER CLICKED (31 RESPONDENTS)
2. HAVE CLICKED (133 RESPONDENTS)
3. OFTEN (105 RESPONDENTS)
4. ALMOST ALWAYS WHEN LOGGING IN (13 RESPONDENTS)
5. NOT USING THIS PLATFORM (2 RESPONDENTS)

COMPANIES' INVESTMENT IN MEDIA

- Facebook first-quarter sales rose 48%;
- Shares jumped more than 6% in late trading;
- Net income in the March quarter rose to \$9.5 billion, or \$3.30 a share;
- Facebook reported 7 million advertisers and 140 million businesses using its services; as of Jan. 27, 2021;
- Nevertheless, corona virus has also sparked the TV advertising resolution due to the drop in the prices;



Thank
You

A decorative circular arrangement of gold leaves and stars surrounding the text. The leaves are teardrop-shaped and radiate outwards, interspersed with small four-pointed stars and dots.