

Television is a pastime that crosses the generations, but how and what we watch is evolving.

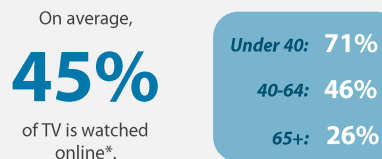
Island Global Research's '2019 Media Reach' survey in the Isle of Man found:

- On average, people in the IOM watch **24hrs** of TV programmes, series or films in a typical week.
- Almost **half** of this is watched online.
- Half of people** regularly watch TV using a laptop, tablet or phone.
- 2 in 3 people** watch Netflix, Amazon Prime or YouTube in a typical week.

These trends can be seen most dramatically amongst young people, but our survey shows all generations are starting to embrace a new way of watching TV.

Young people watch the majority of TV online, but they are not alone

% of TV hours viewed online:



- Amongst those aged under 40, at least 71% of time watching TV is spent viewing online content.
- Even amongst the over 65s we surveyed, more than a quarter of hours watching TV are spent viewing programmes online.

We are choosing to watch more content on Tablets, Computers and Phones

% of people who regularly watch TV using:

Television sets are still the most popular way to watch TV, but the role of tablets, computers and phones is now growing.

	Under 40	40-64	65+
Television	86%	96%	95%
Laptop/ Tablet/Mobile	63%	50%	32%

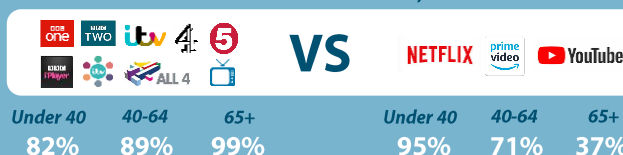
DID YOU KNOW?

- Overall, half of Manx residents regularly watch TV on a laptop, tablet or phone.
- Almost two thirds of those aged under 40 regularly use such a device. Also, the use of TV sets amongst this group is lower.

Online only content providers are becoming more popular, particularly amongst young people

% of people who watch the following in a typical week:

Traditional broadcasters VS Netflix, Amazon or YouTube



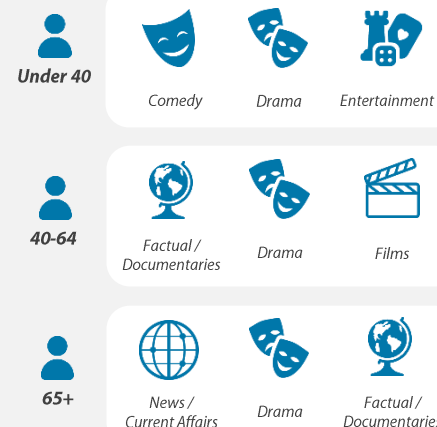
DID YOU KNOW?

- Overall, 2 in 3 people watch Netflix, Amazon Prime or YouTube in a typical week.
- 18% of under 40s do not typically watch traditional broadcasters at all.
- The majority of people watch Netflix/Amazon/YouTube in addition to traditional broadcasters, including more than a third of survey respondents aged 65+ who said they typically watch both types of provider.

Despite these changes, a love of drama unites the generations

Drama is regularly watched by all age-groups.

Types of programmes regularly watched:



"Bodyguard" was one of the most enjoyed TV programmes in the last 12 months**

% of people who enjoyed:



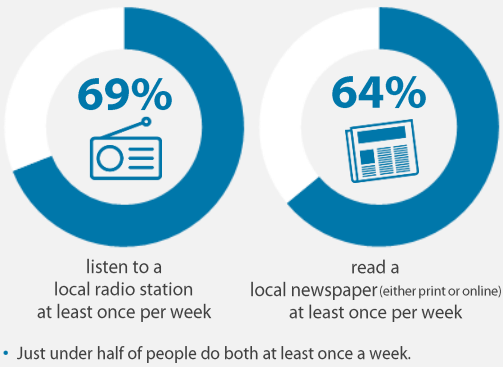
Local newspaper, radio and social media are all widely used to find out about local news. Radio has wide appeal across all generations. The demand for online news is high, amongst younger people via social media and older people via online newspapers.

Island Global Research's '2019 Media Reach' survey in the Isle of Man found:

- Overall, **radio** is the **most popular source** of **local news** in the Isle of Man. Manx Radio has the biggest reach. Energy FM and 3FM appeal more to a younger audience, and **84%** of the **under 40s** listen **at least once per week**.
- Social Media** is the main source of local news for under 40s and a quarter of those aged 40-64.
- The demand for online news is high even amongst those aged 65+. **40%** of this age group read the **newspaper online** at least once per week.

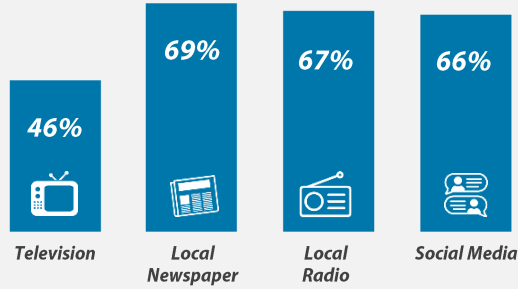
Around 2 in 3 people listen to local radio and/or read a local newspaper at least once per week

% of people that listen or read local media:



Newspapers, radio and social media are all widely used, but overall radio is the most popular source of local news

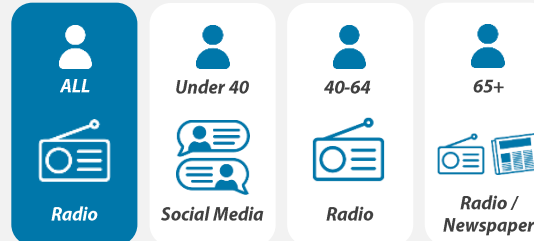
% of people who regularly use source to find out local news:



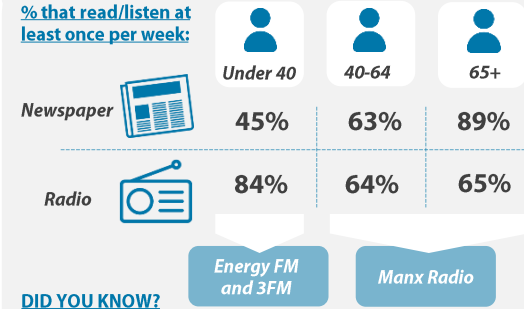
DID YOU KNOW?

- Local radio is the main source of local news for 28% of those aged under 40, and around 40% of those aged 40+.
- Social media is the main source for 37% of those aged under 40, and around 24% of those aged 41-64. It is rarely the main source for older people.
- Local newspapers are the main source for 26% of those aged 41-64 and 37% of those aged 65+. They are the main source for far fewer younger people.

Most popular- Respondents reported their main source of local news:



Those under 40 prefer to listen to the radio and those aged 65+ prefer to read the newspaper



DID YOU KNOW?

- Just over half of residents usually listen to weekday breakfast radio (before 9:30am).
- Manx Radio has the biggest reach, with 45% of the population listening to it at least once per week.
- But Energy FM and 3FM appeal more to a younger audience.

Regular newspaper readers still prefer print, but the demand for online is high

% of people read at least once a week:



DID YOU KNOW?

- Around a third of residents read a local newspaper online at least once per week, including 40% of respondents aged 65+.*
- Just over half of residents read a print copy of the newspaper at least once per week.

