



# Young Audiences & Digital Content

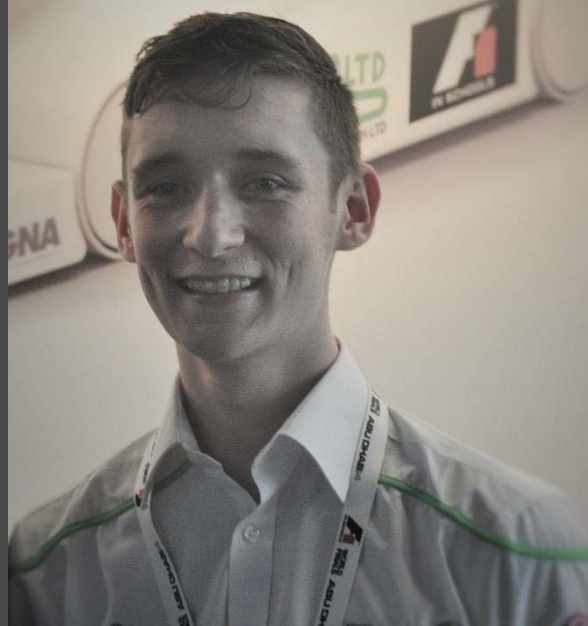


ÚDARÁS  
CRAOLACHÁIN  
NA hÉIREANN

BROADCASTING  
AUTHORITY  
OF IRELAND

Presented by: Lee Campbell

# I'm Lee Campbell



**Founding Member**  
Digital Youth Council



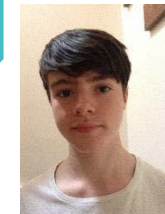
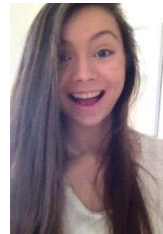
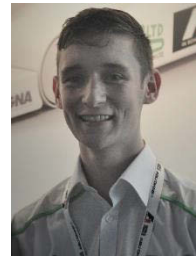
**@LeeCampbell25**



# Digital Youth Council

► First of its kind in Europe

► Advocacy for Young People in Technology and Digital Strategy



@DYC2015

# What are

Young Audiences...

Downloading



Watching



Listening



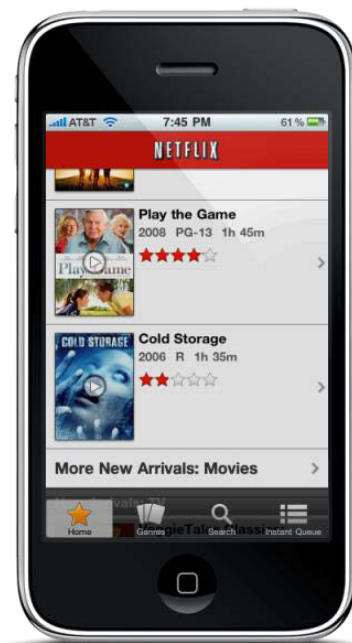
Reading



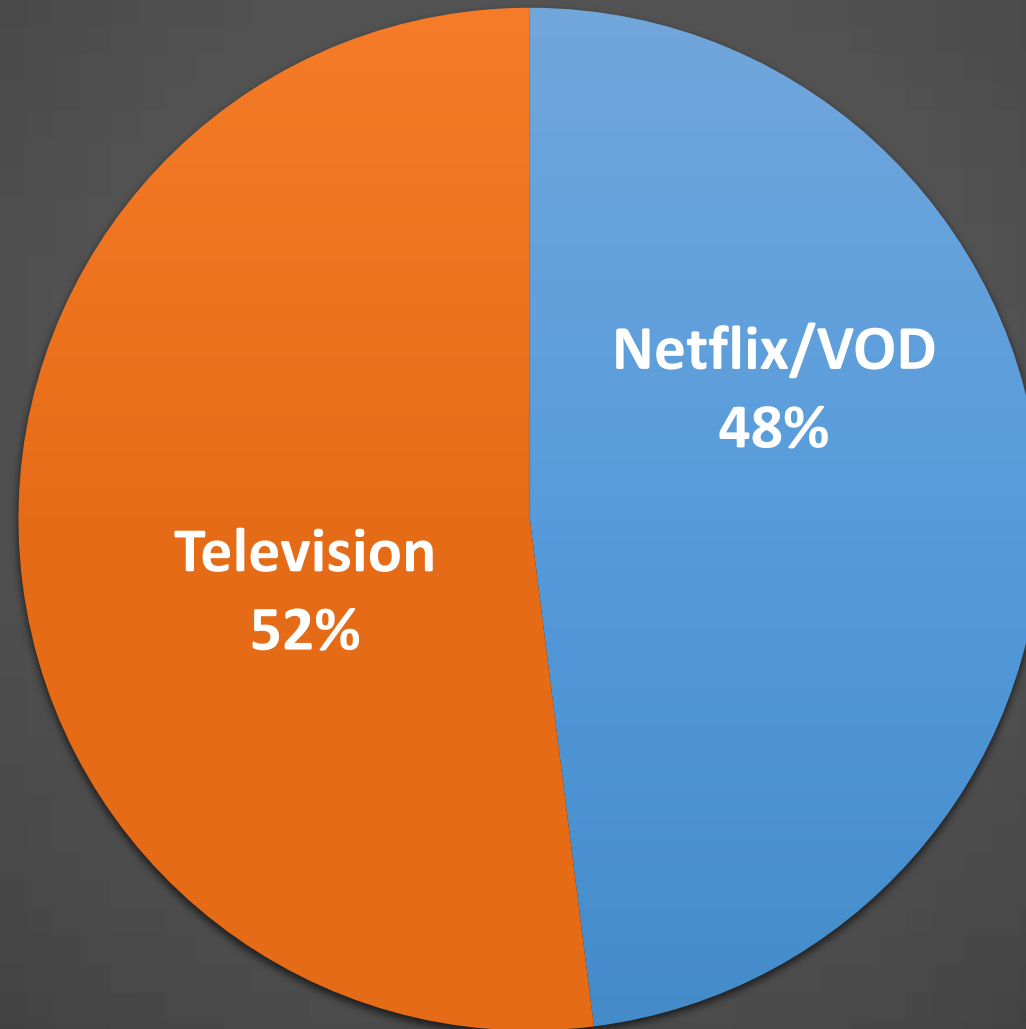
# SET-TOP BOX



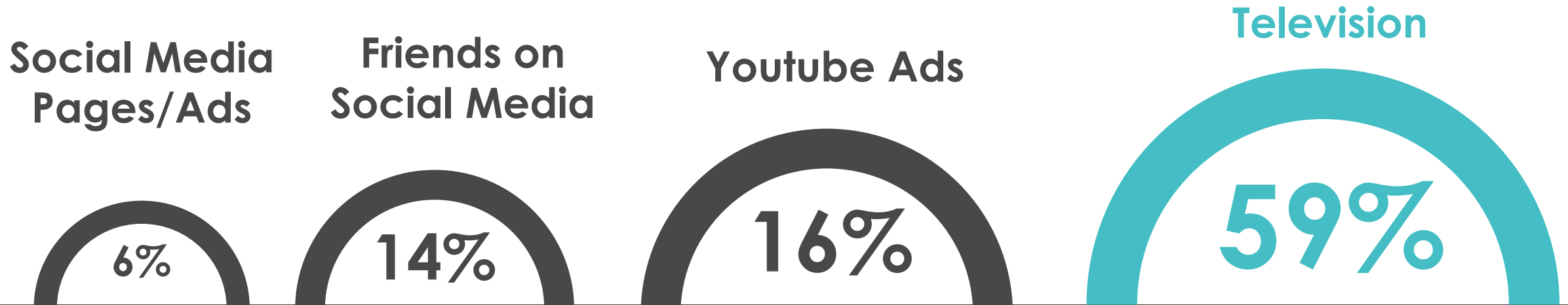
# NEW SET-TOP BOX



# HOW ARE YOU MOST LIKELY TO WATCH TV SHOWS?



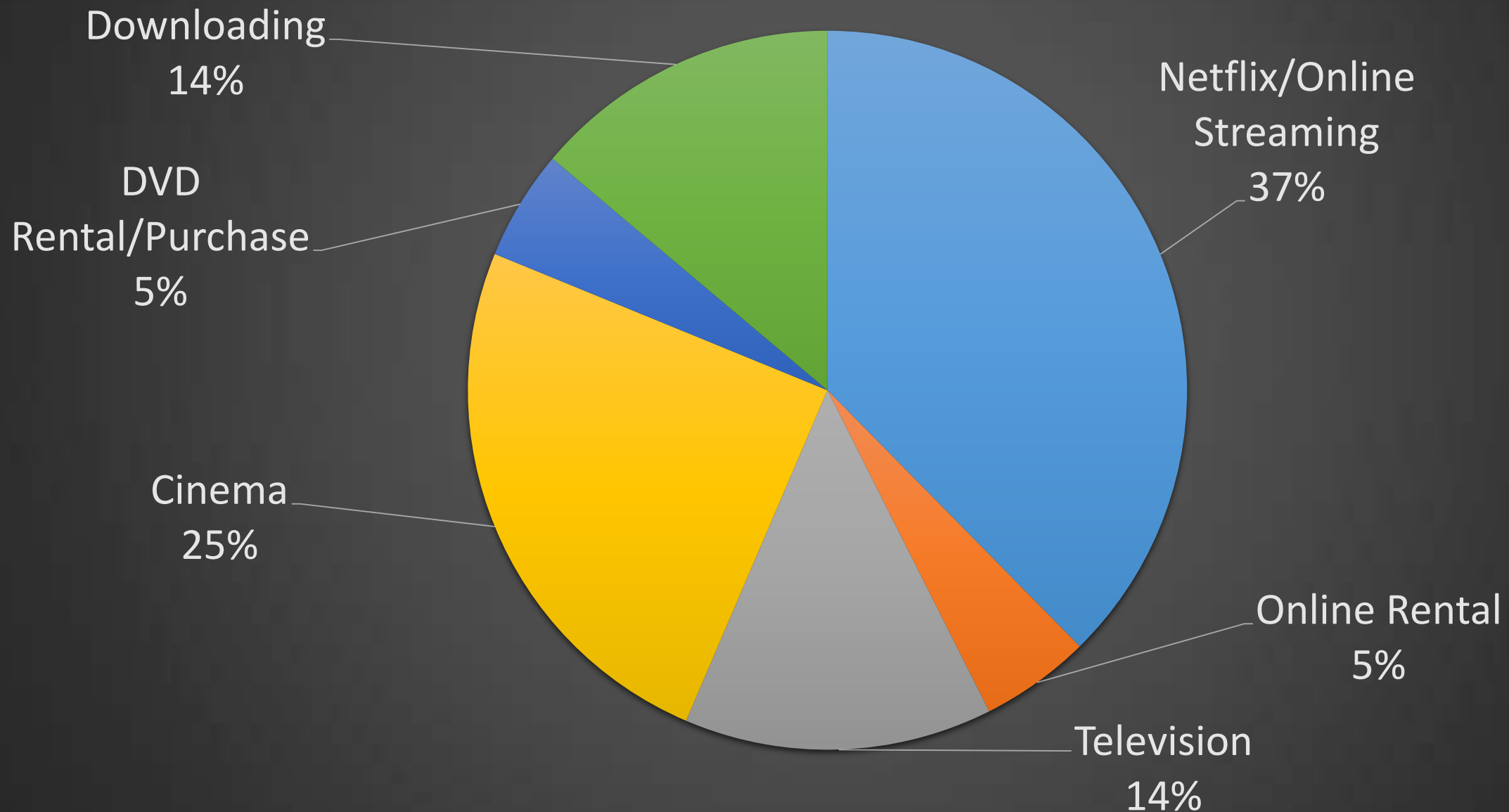
# Where do you usually first hear about TV shows?



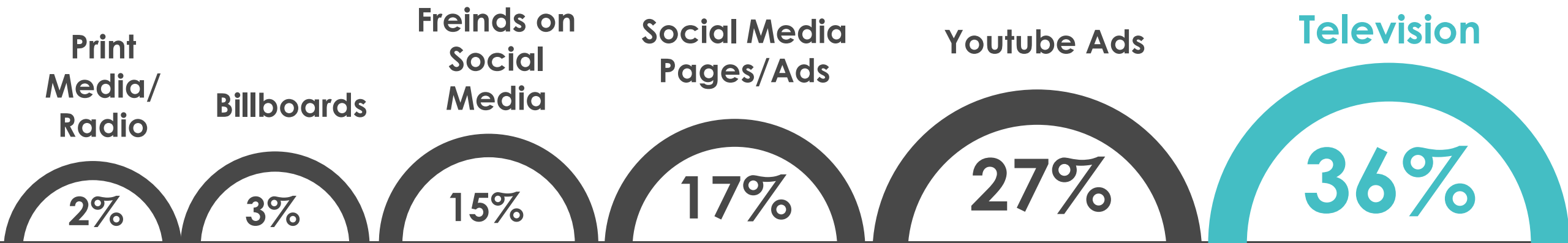
Online Sources = 1/3



# HOW ARE YOU MOST LIKELY TO WATCH MOVIES?



# Where do you usually first hear about new Movies?



**Online Sources = 49%**

# MOVIES

## MANHATTAN

**ALPINE** — Gloria ★★½ (PG) (FRI) 2:35, 6:15, 9:55, (SAT) 2:35, 6:15, 9:55, (SUN) 2:35, 6:15, 9:55.

**ART** — Brief Encounter ★★½ (NR) (FRI) 1:30, 4:30, 7:30, 10:30, Trio ★★★★★ (NR) (FRI) 3:05, 6:05, 9:05, Hamlet ★★½ (NR) (SAT) 1:4, 7:10, Romeo and Juliet ★★★★★ (NR) (SUN) 3:20, 8:10, The Royal Ballet (NR) (SUN) 1:5:50, 10:40.

**BARONET** — Tess (PG) (FRI) 2:5:45, 9: (SAT) 2:5:45, 9: (SUN) 2:5:45, 9:

**BAY** — Popeye (PG) (FRI) 12:2:10, 4:20, 6:30, 8:40, 10:50, (SAT) 12:10, 2:20, 4:30, 6:40, 8:50, 11: (SUN) 1:3:10, 5:20, 7:30, 9:40.

**BEEKMAN** — Melvin and Howard ★★½ (R) (FRI) 12:1:50, 3:40, 5:30, 7:20, 9:10, 11: (SAT) 12:1:50, 3:40, 5:30, 7:20, 9:10, 11: (SUN) 12:45, 2:35, 4:25, 6:15, 8:10, 10:

**BLEECKER STREET** — The Maltese Falcon ★★½ (NR) (FRI) 2:6, 10:05, The Caine Mutiny ★★★★★ (NR) (FRI) 3:45, 7:50, Salo (NR) (FRI) 11:55, Salo (NR) Blood of Beasts (NR) (SAT) 1:3:35, 5:10, 8:45, 11:10, (SUN) 1:3:35, 5:10, 8:45, 11:10.

**LOEWS 83rd ST. 1** — The Jerk ★★ (R) (FRI) 3:35, 7:45, (SAT) 3:35, 7:45, (SUN) 3:35, 7:45.

**LOEWS 83rd ST. 2** — The Shining ★★ (R) (FRI) 1:20, 4:6:40, 9:20, (SAT) 1:20, 4:6:40, 9:20, (SUN) 1:20, 4:6:40, 9:20.

**LOEWS 83rd ST. 3** — Private Benjamin ★★½ (R) (FRI) 1:20, 3:25, 5:30, 7:35, 9:40, (SAT) 1:20, 3:25, 5:30, 7:35, 9:40, (SUN) 1:20, 3:25, 5:30, 7:35, 9:40.

**LOEWS 83rd ST. 4** — Stir Crazy (R) (FRI) 1:20, 3:30, 5:40, 7:50, 10: (SAT) 1:20, 3:30, 5:40, 7:50, 10: (SUN) 1:20, 3:30, 5:40, 7:50, 10:

**LOEWS NEW YORK 1** — It's My Turn ★★ (R) (SAT) 12:30, 2:15, 4:5:45, 7:30, 9:15, 11: (SUN) 1:15, 3:4:45, 6:30, 8:15, 10:

**LOEWS NEW YORK 2** — Ordinary People ★★★★★ (R) (FRI) 1:10, 3:35, 6:8:25, 10:50, (SAT) 1:10, 3:35, 6:8:25, 10:50, (SUN) 12:30, 2:50, 5:10, 7:30, 9:50.

**LOEWS ORPHEUM 1** — Popeye (PG) (FRI) 12:2:10, 4:20, 6:30, 8:40, 10:50, (SAT) 12:2:10, 4:20, 6:30, 8:40, 10:50, (SUN) 12:2:10, 4:20, 6:30, 8:40, 10:50.

**CRITERION** — The Awakening ★ (R) (FRI) 1:3, 5:7, 9, 11, (SAT) 1:3, 5:7, 9, 11, (SUN) 12:15, 2:15, 4:15, 6:15, 8:15, 10:10.

**CRITERION** — The Idolmaker ★★½ (PG) (FRI) 12:10, 2:20, 4:30, 6:40, 8:30, 11: (SAT) 12:10, 2:20, 4:30, 6:40, 8:30, 11: (SUN) 12:45, 2:55, 5:05, 7:15, 9:25.

**D.W.GRIFFITH** — Gloria ★★½ (PG) (FRI) 2:4:10, 6:20, 8:30, 10:40, (SAT) 2:4:10, 6:20, 8:30, 10:40, (SUN) 1:10, 3:20, 5:30, 7:40, 9:50.

**EASTSIDE** — Flash Gordon ★★½ (PG) (FRI) 12:30, 2:35, 4:45, 6:50, 9:11:05, (SAT) 12:30, 2:35, 4:45, 6:50, 9:11:05, (SUN) 12:2, 4:6, 8, 10:

**8th STREET PLAYHOUSE** — Reggae Sunsplash ★★ (NR) (FRI) 4:15, 6:05, 8:10:10, (SAT) 2:20, 4:15, 6:05, 8:10:10, (SUN) 2:20, 4:15, 6:05, 8:10:10.

**85TH ST EAST** — The Idolmaker ★★½ (PG) (FRI) 1:3:10, 5:20, 7:35, 9:45, (SAT) 1:3:10, 5:20, 7:35, 9:45, (SUN) 1:3:10, 5:20, 7:35, 9:45.

**EMBASSY 1** — Ordinary People ★★★★★ (R) (FRI) 11:1:05, 3:10, 5:15, 7:25, 9:35, 11:50, (SAT) 11:1:05, 3:10, 5:15, 7:25, 9:35, 11:50, (SUN) 11:1:05, 3:10, 5:15, 7:25, 9:35, 11:50.

**PARAMOUNT** — Bad Timing/ A Sensual Obsession ★★ (NR) (FRI) 2:30, 6:45, 10:55, (SAT) 2:30, 6:45, 10:55, (SUN) 1:55, 5:55, 9:55.

**PARIS** — Bye, Bye Brazil ★★★★★ (NR) (FRI) 1:3, 5:7, 11, (SAT) 1:3, 5:7, 11, (SUN) 12:2, 4:6, 8, 10:

**PENTHOUSE EAST** — Caligula (NR) (FRI) 12:2:40, 5:25, 8:15, 11:10, (SAT) 12:2:40, 5:25, 8:15, 11:10, (SUN) 12:30, 3:20, 6:10, 9:

**PLAZA** — Kagamusha ★★ (PG) (FRI) 1:4, 7:10, (SAT) 1:4, 7:10, (SUN) 12:3, 6, 9:

**QUAD** — Melvin and Howard ★★½ (R) (FRI) 2:35, 4:15, 6:7:40, 9:25, 11:10, (SAT) 1:2:35, 4:15, 6:7:40, 9:25, 11:10, (SUN) 1:35, 3:15, 4:55, 6:35, 8:20, 10:

**QUAD** — La Cage Aux Folles ★★★★★ (NR) (FRI) 1:50, 3:30, 5:10, 6:50, 8:35, 10:15, 12: (SAT) 1:50, 3:30, 5:10, 6:50, 8:35, 10:15, 12: (SUN) 1:50, 3:30, 5:10, 6:50, 8:35, 10:15.

**QUAD** — Flash Gordon (PG) ★★½ (FRI) 2:10, 4:10, 6:05, 8:10, 12: (SAT) 1:10, 3:10, 5:05, 7:05, 9, 11, (SUN) 1:3, 5, 7, 9:

**QUAD** — Flash Gordon ★★½ (PG) (FRI) 3:10, 5:05, 7:05, 9:

**UA EAST 85** — The Fifth Floor (R) (FRI) 12:30, 3:45, 7:05, 10:20, (SAT) 12:30, 3:45, 7:05, 10:20, (SUN) 12:30, 3:35, 6:40, 9:45.

**WAVERLY** — America, America (NR) (FRI) 12:3, 6, 9, (SAT) 12:3, 6, 9, (SUN) 12:3, 6, 9.

**ZIEGFELD** — The Rock Show (NR) (FRI) 12:45, 3:5:15, 7:30, 9:45, (SAT) 12:45, 3:5:15, 7:30, 9:45, (SUN) 12:45, 3:5:15, 7:30, 9:45.

## BRONX

**ALLERTON 1** — Flash Gordon ★★½ (PG) (FRI) 12:2:10, 4:30, 6:45, 9: (SAT) 12:2:10, 4:30, 6:45, 9: (SUN) 12:2:10, 4:30, 6:45, 9:

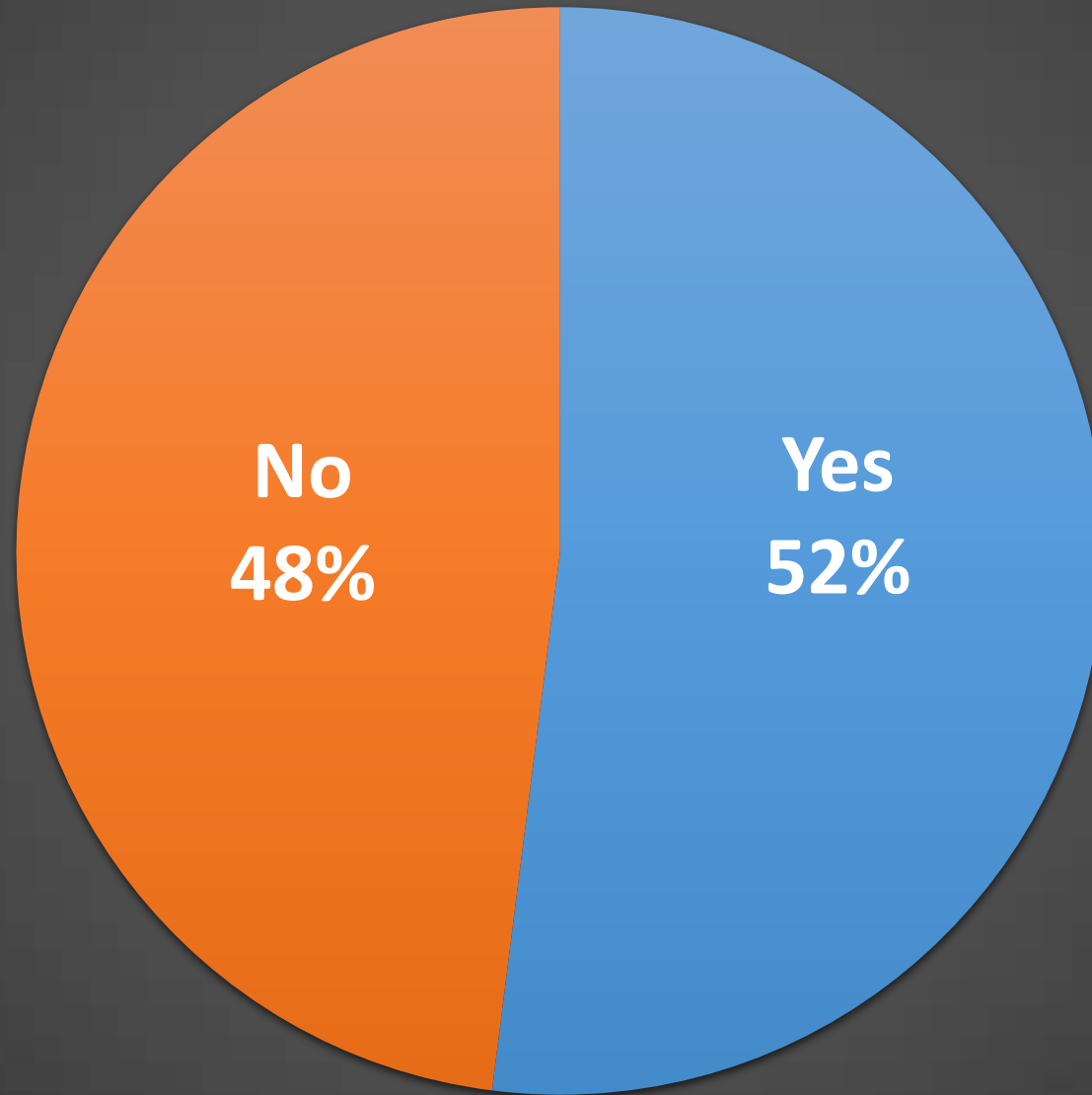
**ALLERTON 2** — Steel (PG) (FRI) 12:1:50, 3:40, 5:30, 7:20, 9:15, (SAT) 12:1:50, 3:40, 5:30, 7:20, 9:15, (SUN) 12:1:50, 3:40, 5:30, 7:20, 9:15.

**ALLERTON 3** — The Blues Brothers ★★ (R) (FRI) 4:35, 8:50, (SAT) 12:15, 4:35, 8:50, (SUN) 12:15, 4:35, 8:50.

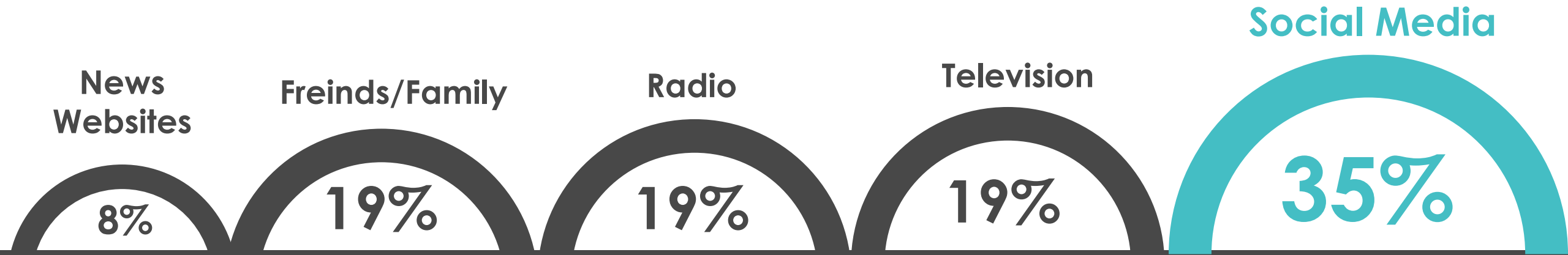
**BAINBRIDGE** — Borderline ★★ (PG) (FRI) 2:50, 6:30, 10:10, (SAT) 2:50, 6:30, 10:10, (SUN) 2:50, 6:30, 10:10.

**CAPRI** — Flash Gordon ★★½

DO YOU HAVE AN INTEREST IN NEWS/CURRENT AFFAIRS?



# Where do you usually first hear about News/Current Affairs?

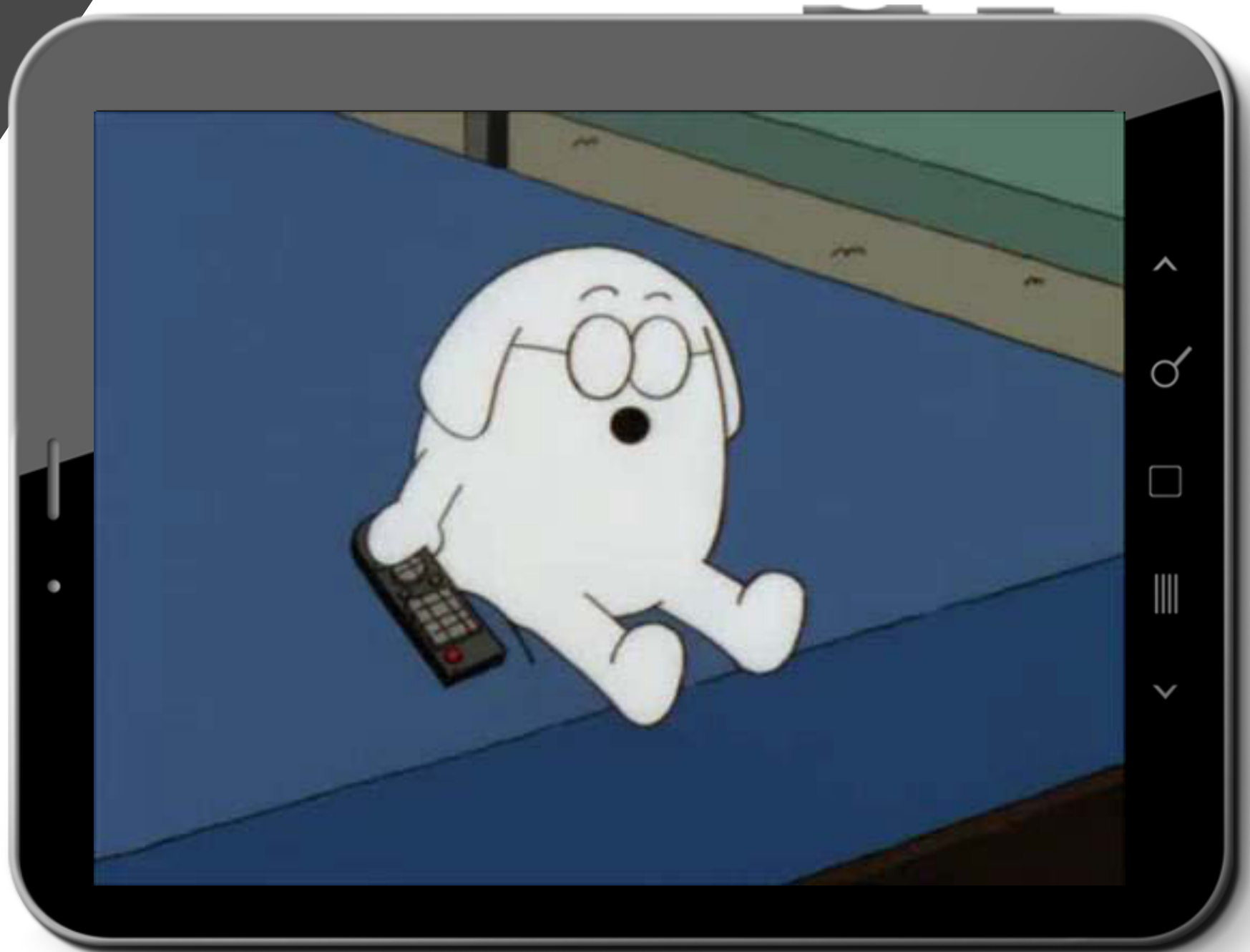


**Online Sources = 43%**



# Dilbert

*"The Knack"*



What do  
**YOUNG**  
**AUDIENCES**  
want ?

# What devices do we watch the majority of This content on?



48%



19%



28%



4%





# SOCIAL MEDIA

facebook

twitter 

33%

16%

Networks

38%

11%



snapchat



Instagram

**51%** regularly watch  
videos which are  
**5 minutes+**

**54%** want more 15-40  
second clips of news  
and entertainment!

And would be more  
likely to watch them..

65% would click for  
more after watching  
the short clip!

6-8pm is the most  
popular time to  
watch, read, listen  
and download!



# Top Tips

## Tip 1



Ensure the same content you supply across TV, Radio etc is provided online via VOD services

## Tip 2



Content should be available at every touch point they want and enable them to engage with social media while watching all in the one experience.

## Tip 3



Content that moves is power! The creation of "Short Teaser" clips which entertain are key to exploiting this with young audiences

## Tip 4



There is major opportunity in developing news platforms for teenagers, to attract them to become part of your future audience.

## Tip 5

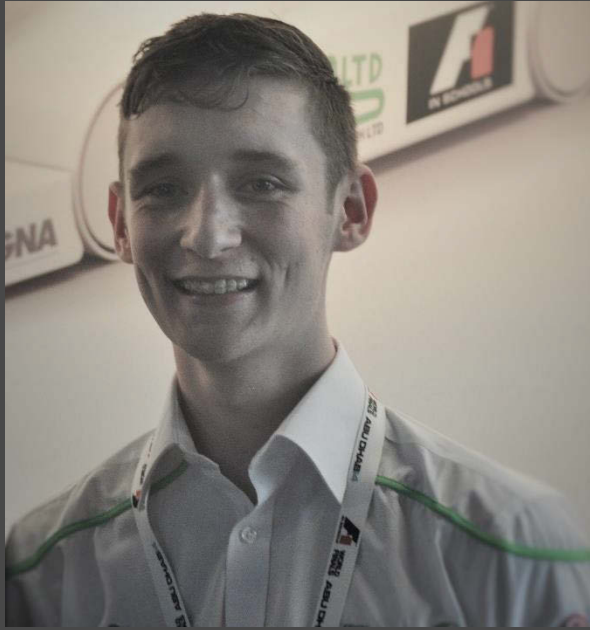


Create more educational content related to the school syllabus as 48% of teenagers said they would like to see more of this, with the emergence of technology in education

“Technology is the  
camp fire around  
which we tell our  
stories”

-Laurie Anderson





**Lee Campbell**

**Founding Member**  
Digital Youth Council

**THANK YOU!**



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