
**Санкт-Петербургский государственный
университет кино и телевидения**

**Студенческое
научное общество**

Совет молодых учёных



**International Broadcasting
Convention**



Фирма «ДИП»

**Студенческий конкурс
"Content Consumption in the Youth Market"**

2 – 3 июля 2009 г.

Санкт-Петербург – 2009

Конкурс проводится на кафедре видеотехники
Санкт-Петербургского государственного университета кино и
телевидения (лаб. вычислительной техники – помещение 1517)

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Конкурс: 2-3 июля, 10:30
Финал конкурса: 3 июля

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C. A. Сергеева

Svetlana Sergeeva

Content Consumption in the Youth Market

Nowadays we almost don't watch TV. We can get information and take a look at pictures through Internet. At any time, in any quantity, aside from TV program and receiver. A lot of young people can do without TV set as individual device. They use TV tuner. Everything we need can be a part of computer. It's so comfortable and don't take a lot of space for different devices.

Youtube and other video sites are becoming the main resource of information and the means of communication. You can watch news, listen to music or even visit a lecture from Oxford University without living home. Internet and his opportunities are really infinite. So television has to fight for the place in a life of present people. A few people has the TV access in a work time, but internet connection is available for twenty-four-hour.

In our country we have a lot of problem connected with copyrights. People don't respect it in Russia. We can download music and films from internet for free and in a good quality. Abroad it is illegal. Music – only through iTunes or similar sources. If you want to listen to good music, you have to pay for it. The same idea with films. Only DVD. It's the right way. It's sad that in Russia we are so uncultured.

Д. С. Сандалов

Dmitry Sandalov

Content Consumption in the Youth Market

With the development of digital technics, such media as gramophone records, audio cassettes, VHS tapes and others are gradually disappearing from our life. Music and video formats have shifted from analog to digital. Digital removable media i.e. optical discs, solid-state drives, etc. become more popular than analog media. In addition the rise in broadband use in developed countries makes unnecessary physical exchange of media. You don't need yourself to go to your friend; the Internet will do it for you.

Currently, worldwide consumer broadband penetration sees rapid growth. The number of consumer broadband connections will reach 364 million by 2010, according to Gartner Inc. Today, the Internet is a link between users all over the world. Information transfer over HTTP, FTP protocols as well as the use of decentralized Peer-to-Peer networks, such as Direct Connect, BitTorrent, ED2K, etc. are in high popularity nowadays.

Being cool is the goal of almost every teenager around the world. Hot movies give them something to talk about, social status from knowing about the newest and

coolest bands and the type of music you listen to can even define which social group you belong to. Today's youth prefers rapid content exchanging; they are interested only in fresh content, they like to display their tastes through buying t-shirts with the names of their favorite bands, through tuning up their headphones so everyone can hear, etc.

To obtain up-to-date audio-visual content teens use all the modern technical facilities. Technology is at the heart of today's youth culture. Teenagers are remarkably similar and share the same basic needs the world over. The differences between them are very slight. Youth generally uses the Internet to share content with their friends and family. It's easy enough to exchange content nowadays. Everything you need for distributing or providing access to digitally stored information, (such as computer programs, multi-media (audio, video), documents, or electronic books) is just to send a link. It could be a link to a web-page, containing a wave file or an invitation to one's video blog to see his recent videos; it could be a link to a file in a social network (Facebook, Russian VKontakte, etc.) or simply a magnet-link to a file in Direct Connect network. Alternatively, you can share a link to a file in your favorite torrent-tracker.

The only thing you need to receive and play audio-visual information is a device that has an Internet access, a screen for viewing video and audio output for listening to audio. For this purposes you can use any computer, as well as mobile devices: communicators, smartphones, etc.

The main research goal in this area is improving technical opportunities: increasing transfer rates, error reduction in networks, as well as the innovative methods development of information sharing, such as the tactile sensations transmission, smells, etc. In other words the main researches in this field are to make content exchange faster, to enhance quality perception and to make the technologies more accessible.

Е.И. Лысова

Молодежная аудитория и развитие современных медиатехнологий

Eugenia Lysova

Youth and development of modern media technologies

The post industrial era is characterized by an increasing importance of information technology, creating global information opportunities as well as an increasing amount of people using high technology services, communications and information technologies.

The consumption of content, especially video and audio content, has changed fundamentally in a very short period of time. In the 1980s it was simple to understand the market, roughly consisting of television broadcasts, cinema and VHS tape.

Nowadays the industry is very different. The expectations from the audience has increased so broadcasters must enter a new world of broadband TV, web TV and mobile TV, as they position themselves to deliver content and services to viewers and consumers wherever and whenever they want it.

TV entertainment content consumption is shifting from the TV to other screens. The PC is quickly tended to become as important worldwide as TV. The mobile phone for instance has become a device which is used all over the world, and has, due to technological development, great opportunities for accessing various types of content.

New technologies such as Internet bring rapidly changing viewing habits. People expect video and audio content to be easy to access and to share. Consumers have more choice in content so they can make selections and filter content they receive. Convergence of devices and technology enables users to receive content in many ways, from Internet video services such as YouTube, BBC iPlayer and on-demand video content in iTunes and Last FM. With services such as Fring, users can connect multiple online accounts such as Twitter, Facebook, Myspace and Instant Messenger.

All these examples could be a threat to traditional television, because viewers can go away and make their own content using simple devices such as mobile phone and non-professional cameras. Internet gives everyone the opportunity to be a broadcaster. With the help of websites such as YouTube individuals can distribute content to millions of viewers easily. Nevertheless, However, I don't think that the traditional television broadcasts are going to disappear in the future and alternatives methods will be the most important medium for content consumption, because it has gained enormous experience and can find the ways of modification with the help of technologies (for example, IPTV).

In my opinion, classic television broadcasts are less accessible and flexible for consuming and sharing than the new generation television. Nowadays only alternative methods of broadcasting can satisfy customer's needs. So the parity between traditional and alternative methods of broadcast will grow will increase in favour of the Internet as global electronic mass-media.

I think everybody would agree that modern technologies give us a lot of opportunities. With the help of the Internet we can learn interesting facts, get full information about something, watch missed episodes of our favorite series etc.. In these circumstances, with alternative methods of broadcasting as powerful competitors to traditional television, it is better to have a flexible policy of delivering content and focus on the needs of different layers of society. It is important for them to focus on the youth and embrace new technologies instead of watching their audience getting older or even disappearing.

Why it is important to focus on the youth? The main reason is that they can easy assimilate new technologies and use it in everyday life, study and work in an active way, give a start to develop a new one. Youth is associated with activity, mobility, energy, quick wits, interest for something new, thirst for communication and entertainment. Youth always moves fast, prepared to socialize with the help of different technologies like sms, e-mail, messages using social networking sites,

talking by mobile phone and etc. They want to access any type of content, anywhere, anytime and by any device.

This trends of quick development and the need for better and quicker accessible content can be seen everywhere in the western world.

Are the habits of content consumption by the youth the same all over the world? If not, in what way do they differ? Why do they differ from each other?

I will try to find an answer to that question, mainly from the Russian perspective.

I am not going to give the full analysis of world-wide habits of youth content consumption – I will just describe the trend. More and more young people tend to use technologies as the PC and mobile phone instead to watch traditional television. That are the most common in use alternatives to traditional television. According to Microsoft Advertising research nowadays PC and Internet connection are things young people can't imagine to live without, nominated by 45 per cent (higher than all other media devices) compared to 28 per cent for mobile phones. On the contrary, TV sets came in at a lowly 11 per cent. Furthermore, the PC's role as a media consumption device is growing day by day. Already 42 per cent of young adults regularly watch TV online, via a PC. Of the 65 per cent who streams or downloads TV content once a week, 26 per cent does so every day.

This all happens because the youth is not satisfied with current television options. The time when everybody was spending a lot of time in front of the TV has gone far. Nowadays they can gather together near the big screen when they want to watch reality shows (“American Idol”, for example) or football matches. In other cases they change their preferences to broadband.

For example, the Asian youth is rapidly moving away from traditional television ads and beginning to rely more on online and wireless media. China's youngsters are the most powerful consumers in the world. It can explained by the access they have to a wide range of modern technologies. It is popular among them to use mobile TV, which was widely released in the days of Olympic Games.

Online video is playing a central role in the entertainment schedules of young adults around the world, with 73 per cent watching video clips on a monthly basis and 42 per cent regularly using a PC and internet connection to watch TV.

The mobile phone has become a key entertainment device in some countries: : 68 per cent of young adults in Saudi Arabia watches video clips, as does 58 per cent in South Africa and Morocco and 52 per cent in China according to Microsoft Advertising research. It is more often used for consuming content such as ringtones, mp3, video and TV, rather than simply talking and typing. In European countries, for example, the youth tends to use their mobile phones frequently for getting information.

Nowadays both social networks and instant messaging play an important role in the lifes of many young people. The most popular social networks from abroad are Twitter, Facebook, Myspace.

Next I want to talk about Russian youth habits in general. Such entertainment devices, which I mentioned before, start to play an important role for people in Russia. Using a mobile phone for the consumption of audio and video content is,

however increasingly popular, not yet a common habit in Russia. This is due to the fact that there are limited possibilities to access the internet from a mobile device, and the fact that the use of new-generation mobile phones, capable of accessing and displaying internet sites are yet not widely spread and used. In this matter money plays a big role. Many people regard the new-generation mobile phones as too expensive, or can simply not afford it.

The mobile internet Russia is yet, unlike mobile internet in many other country's, not really fast.

Due to technical and economical reasons the use of mobile devices, which also includes notebooks using mobile internet, for consuming audio and video content is not yet a big competitor for the traditional television.

Internet is becoming more popular among young users day by day. With the help of technological progress they can consume and share content by PC or laptop using Wi-Fi, which provides free access to the Internet, and will increase the popularity of such devices. However, there are some problems as well: despite the fact that Internet is widely spread all over the world, many families in Russia do still not have, because the providing systems are not fully developed in their region yet, or are still expensive. Moreover, the quality of providing services leaves much to be desired.

Social networking and instant messaging are also predominated by youth in Russia. Such websites as V Kontakte.ru and Odnoklassniki.ru have become the most popular among them.

Preferences of the youth, concerning content consumption, in Russia do differ from other, but, in my opinion, it is hard to compare them. Russia is a very big country consisting of different regions. That's why there are problems in analyzing and comparing levels of technology development in capital cities to, for example, Siberia. Youth in Russia needs for an increasing accessibility of audio and video content, but different technical and economic limits stagnate this process.

I don't think that the modern way of consuming and sharing content has reached such a level of development that we can't speak of a serious competitor to the traditional television. But the economical developments in Russia are going that fast that a change of situation could be only a matter of a short time.

And as the demand for new technologies is increasing, the traditional media should anticipate on that.

Р.Р. Гильметдинов

Особенности коммуникации молодежи через аудиовидеоконтент в Азии, Европе и России

Rishat Gilmetdinov

Specificity of communication between young people using audio & video content

For me first time was hard to understand what is content. Even when I don't understand what is this I used this.

For us – Russian young people and students content means much. Music and video is reflect of our mood, for some teenagers it is their life style. Music helps us to remember moments of our life and to play this moment after ears.

Idea is to introduce the most fresh and exact information on this subject. So I decided to interview my friends, who is young. One of them was – Lena, student of 3 course medicine university of St-Petersburg in Russia. Other boy was Warren – young cooker from north India, and also I interviewed my friend from Denmark Sebastian, who is filmmaker. Here are their answers.

Lena Russia

When: Content exchange usually happens when we are resting and drinking lemonade on the bench near my house. We use our mobile phones for this. In case if some bodies phone can not play song enough loud, but we all like this song, we put it to other phone using bluetooth and then play it on this phone.

Where from: Mostly content in our phones come from internet or comes from Bluetooth from friend's phone or computer.

Sometime we recording video ourselves using camera or sound using microphone. It takes a place when something interesting and unusual happens.

We don't buy commercial content about which you can learn from radio, TV or internet. They are too hard in use, they need sending sms, they need use internet for activation, also some time you don't get what you paid for.

Warren India

When: I'm exchanging content when I am online in internet.

How: For exchanging content I used i-tunes but it was too expensive. So now I i-msh – it is free online recourse. Also there are everything there. You can choose music for all kind of a mood. You can find friends who prefers the same content as you. You will see people who listen or download music a same time as you do. Later you can send music and video to this people and they will be your new friends. My friends in i-msh are from Spain, English all people who can use English language.

There is also one good point in i-mash:

If you having a party in your house you can switch on dj-box and on-line dJ, ho is in Australia for example at this moment, will play on you party. You can also contact with him and send him messages.

Denmark: Sebastian

When: Any time, using internet, it not depends on my status (online, offline)

How: I'm professional filmmaker and I am creating video my self, usually good quality and high definition on my professional cameras. After me finishing montage I do different variants format of my video.

1.for youtube.com

2.for mobile phones

So people can see my video on different players, I am happy because of it. The main thing is that: people to watch my films.

I am also downloading music. Some of the songs are available for downloading for free or for some little money. So I can afford it. Some of them also available for using in the film. This is usually music that don't have copyright.

Also I have web site, were I put content. If you don't share it what for we doing it?