WATCH
CREATE
PLAY
An overview of digital youth entertainment
OBJECTIVES OF THE STUDY

OVERALL OBJECTIVE: to delve into the experiences, perceptions and motivations of teenagers and young people regarding their digital entertainment practices.

1. Investigate the practices and consumer habits of audiovisual content on digital platforms, with a special focus on content-creation channels.
2. Analyse the practices of content production and the interests and motivations of young people to create content actively on the Internet.
3. Study the perceptions, attitudes and experiences of young people on the consumption and production of audiovisual content.
4. Measure the video game playing practices of teenagers and young people: type of gaming platforms, frequency with which they play, themes and genres.
5. Ascertain the interests, motivations and risks associated with the consumption of video games by teenagers and young people, as well as their perception of the generalisation of paid content.
METHODOLOGY

DATA COLLECTION
On-line survey

UNIVERSE
Population of 15 to 29 year-olds in Spain

SAMPLE DESIGN
1,200 people

WEIGHTING
By gender and age group

SAMPLE ERROR
±2.8%

DATE
September and October 2021

SELECTION
By GENDER
women and men

By AGE
15 to 19
20 to 24
25 to 29

By completed LEVEL OF EDUCATION
Up to compulsory secondary education
Post-compulsory secondary education
Higher

NOTE METHODOLOGY: The option “other gender” has been considered, but the low proportion of cases makes it impossible to analyse them separately, so they have been excluded from the gender crosses.
MAIN FINDINGS

MULTIPLE, MULTIMEDIA AND DIVERSIFIED TECHNOLOGY ECOSYSTEM

Nearly half of young people use between 4 and 6 devices.

79.8% Laptop PC
86.4% Smartphone

Tablet
Desktop PC
Video game consoles

Nearly half of young people use between 4 and 6 devices.
MAIN FINDINGS

DIGITAL ENTERTAINMENT FULLY INTEGRATED INTO EVERYDAY LIFE

6.95 hours a day

Digital entertainment on a daily basis for 4 out of 5 young people.

3 out of 4 young people have paid subscriptions to audiovisual content.

MOST FREquent ACTIVITIES

- music
- audiovisual content
- social media
- video games
MAIN FINDINGS

HIGHLY VARIED AND DIVERSIFIED CONSUMPTION OF CONTENT

Widespread music consumption.

GENDER-DIVERSIFIED CONTENT

INSTAGRAM widely used

TIKTOK prominent between 15 and 19 years old

TWITCH prominent among boys

31.2% spend money on content creators

Cinema, music, beauty, fashion, animals and gastronomy

Video games and sport
MAIN FINDINGS

THE CREATION OF DIGITAL CONTENT IS AN EVERYDAY ACT

8 out of 10 young people create on-line content.

1 out of every 10 say they are trying to pursue a career in content creation.

86.7% INSTAGRAM

82.8% YOUTUBE

TWITCH
MAIN FINDINGS

VIDEOGAMES ESTABLISHED AS A KEY FACET OF YOUTH ENTERTAINMENT

- 9 out of 10 young people play.
- Boys play more often than girls
- 77.8% play with smartphone
- 92.0% spend money on video games
- 32.6% pay monthly micro-transactions
MAIN FINDINGS

THERE ARE BOTH MATERIAL AND PSYCHOSOCIAL RISKS IN DIGITAL ENTERTAINMENT

- significant lack of knowledge about spending on paid content subscriptions, donations and micro-transactions among the most vulnerable groups.

PSYCHOSOCIAL PERSPECTIVE

- some experiences of harassment, bullying and violation of privacy.
- these negative experiences are more frequent among girls, who are more likely to hide their identity on-line, although boys are more likely to receive insults while playing on-line.
TECHNOLOGICAL EQUIPMENT

MULTIDEVICE YOUNG PEOPLE
The presence of devices is widespread and diversified

7 out of 10 young people have at least 4 different devices.

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>86.4%</td>
</tr>
<tr>
<td>Laptop PC</td>
<td>79.8%</td>
</tr>
<tr>
<td>Smart TV</td>
<td>64.8%</td>
</tr>
<tr>
<td>Video console</td>
<td>54.2%</td>
</tr>
<tr>
<td>Tablet</td>
<td>54.2%</td>
</tr>
<tr>
<td>Desktop PC</td>
<td>44.8%</td>
</tr>
<tr>
<td>Smartwatch</td>
<td>41.7%</td>
</tr>
<tr>
<td>Virtual assistant</td>
<td>29.3%</td>
</tr>
<tr>
<td>e-Reader</td>
<td>15.4%</td>
</tr>
</tbody>
</table>
USES OF DIGITAL TECHNOLOGIES

LEISURE AS A PRIORITY USE OF DIGITAL TECHNOLOGIES

6.95 daily hours of digital entertainment

4 out of every 5 young people use digital entertainment on a daily basis.

Information: 83.6
Leisure and entertainment: 79.9
Work and professional use: 60.4
Training and learning: 56.9
Online banking: 33.9
Shopping: 24.0
Administration and procedures: 23.1
Do you subscribe to or access any type of digital service or content (films, music, series, video games, etc.)?

- Films, series and video: 75.8%
- Social media: 56.9%
- Music and radio: 52.0%
- Streaming: 45.9%
- Video games: 42.6%
- Press and magazines: 12.5%
- Other: 4.3%
How often do you engage in the following digital entertainment activities? Answer: every day.

- Content on social media: 82.8%
- Music on other platforms or downloaded from the Internet: 75.6%
- Films or series via subscription platforms or downloaded from the Internet: 60.6%
- Videos and live streams on on-line platforms (streaming): 60.4%
- TV (DTT, on-line, etc.): 54.5%
- Audiovisual content related to video games: 37.9%
- Video games: 37.4%
- Radio or podcasts via the Internet: 34.8%
- Digital press and news: 32.4%
- Blogs, websites or forums: 32.9%
- Adult content or pornography: 17.3%
- Dating websites or apps: 13.5%
- On-line gambling and casino services: 12.4%
SUBSCRIPTION SERVICES

SUBSCRIBING TO DIGITAL SERVICES, DAILY BREAD AND BUTTER

3 out of every 4 young people have subscriptions to paid digital content.

- Share the subscription with (an)other person(s): 76%
- Paid subscription to content from creators or influencers: 17.6%
- Pay a subscription for online video games: 20.2%
- Subscribe to paid video game platforms: 15.7%

74.3% 23.8% 21.7% 17.8%
CONTENT AND INFLUENCER FOLLOWING

CONSTANT AND DIVERSE DIGITAL CONTENT CONSUMPTION

MOST FOLLOWED PLATFORMS BY GENDER

<table>
<thead>
<tr>
<th>Platform</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>58.9%</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>81.6%</td>
<td></td>
</tr>
<tr>
<td>TikTok</td>
<td>55.6%</td>
<td></td>
</tr>
</tbody>
</table>
CONTENT AND INFLUENCER FOLLOWING

CONSTANT AND DIVERSE DIGITAL CONTENT CONSUMPTION

MOST FOLLOWED PLATFORMS BY AGE

- **INSTAGRAM**: 81.6%
- **YOUTUBE**: 58.9%
- **TIKTOK**: 55.6%
CONTENT AND INFLUENCER FOLLOWING

CONSTANT AND DIVERSE DIGITAL CONTENT CONSUMPTION

DIVERSITY OF CONTENT

- **Music**: 53.6%
- **Video games**: 47.8%
- **Humour**: 44.6%
- **Cinema, series and documentaries**: 37.2%
- **Talks and debates**: 26.9%
- **Beauty and fashion**: 26.1%
- **Sport**: 24.9%
- **Travel and nature**: 23.9%
- **Animals**: 16.3%
- **Gastronomy**: 16.0%
- **Science and technology**: 14.9%
CONTENT CREATORS

BROAD INFLUENCER FOLLOWING

1 out of every 4 young people **often comments on chats, videos or posts.**

3 out of every 4 young people **follow content creators** (free subscription to channel, account, platform, etc.).

31.2% **make some kind of payment to content creators** (subscriptions, donations).

- **Women:** 77.4%
- **Men:** 72.2%

13.9% **participate in forums or online communities** linked to content creators.

- **Women:** 23.2%
- **Men:** 39.4%
60.3% "I have unfollowed content creators because they have disappointed me or said/done things I didn't like" (men: 49%).

49.9% "At some point I have come to think that I spend too much time consuming digital content from creators and influencers" (men: 43.5%).

42.9% "I follow content creators and influencers because of their activism/ideology or because they are committed to causes I share" (men: 38.2%).

33.6% "Content uploaded to on-line platforms and social networks is too sexualised" (men: 29.7%).
357x377 46.8% “By following content creators and influencers I feel part of a community” (women: 38.2%).

421 42.1% “Content from content creators and influencers has helped me through difficult times” (women: 37.2%).

400 40% “Consuming content from creators and influencers is my main source of entertainment” (women: 30.4%).

390 39.8% “Content creators have a strong influence on my hobbies and interests” (women: 29.5%).

290 29% “The opinions of content creators and influencers are important to me” (women: 23%).

MEN... …are more loyal, more dependent and less critical
CREATE CONTENT

CONTENT CREATION AS A DAILY HABIT

8 out of 10 young people create their own content on a digital platform.

Online video games and video game platforms
- Twitch: 17.8
- YouTube: 6.8
- YouTube: 6.2
- Forums and chats: 6.5
- LinkedIn: 6.1
- Personal blog or website: 5.5

Music platforms
- YouTube: 4.7
- Facebook: 6.5
- Twitter: 6.2
- LinkedIn: 5.2

Blog or web personal
- Women: 8 out of 10

upload content to a greater extent to

WOMEN...

MEN...
CREATE CONTENT

CONTENT CREATION AS A DAILY HABIT

- Instagram: 71.7%
- TikTok: 66.4%
- YouTube: 66.8%
- Facebook: 44.1%
- Twitter: 35.8%
- Twitch: 27.7%
- On-line video games: 28.4%
- Music platform: 24.3%
- Forums and chats: 23.5%
- LinkedIn: 17.4%
- Personal blog/website: 15.0%
- 15-19 years
- 20-24 years
- 25-29 years

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fad
It is both possible and desirable to work in content creation. 1 out of every 10 young people says that they would like to pursue a career in content creation. 60.7% ideal channel for creating content for social causes or raising awareness. 59.7% has a bright future. 56.2% allows creativity to develop more freely than in traditional media. 50.3% a profession that is socially undervalued. 48.8% it is difficult to make a living out of it.
PLAYING VIDEO GAMES

VIDEOGAMES AT THE CENTRE OF ENTERTAINMENT

- Play video games: 95.4%, 86.8%, 78.4%
- Consume video game content: 89.6%, 85.9%, 77.2%
- Play on a daily basis: 53.3%, 37.4%, 21.6%

Average daily time: 4.6h, 4.3h, 3.5h
PLAYING VIDEO GAMES

VIDEOGAMES AT THE CENTRE OF ENTERTAINMENT

PLAY VIDEOGAMES

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-19 years</td>
<td>21,6</td>
<td>43,8</td>
</tr>
<tr>
<td>20-24 years</td>
<td>25,3</td>
<td>25,3</td>
</tr>
<tr>
<td>25-29 years</td>
<td>33,3</td>
<td>22,4</td>
</tr>
</tbody>
</table>

CONSUME VIDEO GAME CONTENT

Every day | At least once a week | Less frequently | Never | DK/NO

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-19 years</td>
<td>20,3</td>
<td>51,6</td>
</tr>
<tr>
<td>20-24 years</td>
<td>25,0</td>
<td>22,7</td>
</tr>
<tr>
<td>25-29 years</td>
<td>30,4</td>
<td>24,5</td>
</tr>
</tbody>
</table>

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VIDEO-ENTERTAINMENT PRACTICES

SMARTPHONE AND ONE-PLAYER GAMING, THE MOST POPULAR PRACTICES

- Smartphone: 77.8% (72.2% on-line video games)
- Video console: 67.8% (73.2% play on their own on a daily basis)
- Desktop PC: 67.4% (69.8% on-line video games)
- Tablet: 32.7% (20.6% play on their own on a daily basis)
- Smartphone and tablet: 86.6% (62.4% on-line video games)

3 out of every 4 young people play on smartphones.
SPENDING ON VIDEOGAMES

SPENDING MONEY ON VIDEOGAMES IS COMMON PRACTICE

88.3% buy video games

9 out of 10 young gamers spend money on video game-related products or services

77.1% spend on micro-transactions

21% spend money on characters, weapons, accessories or skins

18.5% spend money on envelopes, chests and lootboxes

17.5% spend on expansions or downloadable content (DLCs)

1 out of every 4 does so on a monthly basis

1 out of every 3 does so on a monthly basis
VISION OF VIDEOGAMES

AMBIVALENT VIDEOGAMES

52% say that playing video games helps to develop personal and professional skills and to learn things.

41.3% think that video games should be used in the classroom as a learning tool.

More POSITIVE vision

They defend the benefits (socialisation, virtual communities, fun, disconnection, etc.).

More NEGATIVE vision

They warn of the risks of video games (violence, isolation, sexism, etc.).
VISION OF VIDEOGAMES

54.1% "Video games have a lot of sexist content" (men: 30%).

53.5% "Video games are dangerous because they can be addictive" (men: 37.4%).

47.9% "Most video games are designed more for boys than for girls" (men: 39.9%).

39.8% "Video games can promote violence and other negative values" (men: 29.5%).

38.7% "Playing video games is bad for your social life and encourages isolation" (men: 29%).

WOMEN... ...have a more critical and negative outlook
VISION OF VIDEOGAMES

AMBIVALENT VIDEOGAMES

62% "Playing video games helps me to disconnect or relax" (women: 48.2%).

49.6% "Video games have been a channel for meeting people and making friends" (women: 32.3%).

47.8% "Video games are more interactive and fun than other forms of leisure" (women: 35.8%).

45% "Video games are my main source of entertainment" (women: 24.3%).

40.5% "I like on-line video games because I feel part of a community" (women: 31%).

MEN...
...they have a more positive outlook and are more enthusiastic.
CONCLUSIONS

CONSUMING
DIGITAL ENTERTAINMENT IS CENTRAL TO EVERYDAY LIFE

Given this central focus, we must be mindful of potential risks:

INEQUALITIES
62.3% with severe material deprivation.
89% without material deprivation.

CONSUMPTION TIMES
8h/day those with the greatest material deprivation.
less educated and unemployed young people.

CONTENTS
Pornography or gambling, more common among young people with greater material deprivation and lower levels of education.

SPENDING
Higher levels of spending and lack of control over digital entertainment spending among socio-economically vulnerable and less educated young people.
Not controlled also among younger people.

79% of young people enjoy digital entertainment on a daily basis.

an average of 7h/day
CONCLUSIONS

CREATE
A LOT OF VERY DIVERSE CONTENT FROM CREATORS IS CONSUMED, BUT ALSO CREATED

82.8% of young people upload their own content on-line.

Given these different forms of participation, we need to be aware of possible risks:

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPULSIVE CONSUMPTION</td>
<td>Almost half of young people say they spend too much time consuming content from creators.</td>
</tr>
<tr>
<td>PRIVACY</td>
<td>Women most at risk. They avoid uploading certain content to protect themselves. They block people for harassment more than men.</td>
</tr>
<tr>
<td>SEXUALISATION</td>
<td>1 out of every 3 thinks that content is over-sexualised 1 out of every 5 has uploaded (or has considered uploading) erotic or sexual content to the net</td>
</tr>
<tr>
<td>INFLUENCE</td>
<td>For many young people, influencers are very important in their daily lives and are one of their main sources of entertainment. Occurs more in younger people</td>
</tr>
<tr>
<td>SPENDING</td>
<td>1 out of every 3 Spends on influencers Payment to creators is more common among men and in materially deprived groups</td>
</tr>
</tbody>
</table>

Payment to creators is more common among men and in materially deprived groups.
CONCLUSIONS

PLAY

VIDEOGAMES ARE A FUNDAMENTAL PART OF LEISURE TIME

Given this importance, we must be mindful of potential risks:

MASULINISATION

- **GAMERS**
  - 95.4% for men
  - 78.4% for women

MASULINISATION

- Most video games are designed for men
- 43.6%
- 41% Sexist content

HARASSMENT

- There are experiences of bullying and harassment.
- They are more common among women.
- Being insulted while playing online is more common among men.

NEGATIVE PERCEPTION

- 44.5%
  - Believe they are dangerous because they can be addictive
- 34.2%
  - Consider that they may encourage violence
- 33.4%
  - Believe that they can be bad for social life and encourage isolation

SPENDING

- 1 out of every 3 doesn’t know how much they spend per month
- €20 is the most frequent amount spent in the financially better-off groups

86.8% of young people play, an average of 4h/day.
RECOMMENDATIONS

Address inequalities

Include the gender perspective in actions with young people

Focus on compulsive usage by teenagers

Continue to examine young people’s usage, perceptions and motivations

Develop preventive actions against high-risk consumption by minors: pornography or gambling

Be aware of, understand and act on violence in digital entertainment

Reinforce the potential of video games: they entertain, teach and are a natural part of youth entertainment
GOOD PRACTICES AND RESOURCES

**ANALYSE**
- Research

**ACT**
- Training for families and professionals
- Prevention programmes

**INFLUENCE**
- Awareness-raising campaigns
ANALYSE

BAROMETERS AND RETROSPECTIVES

Youth and Technology Barometer 2021
Youth and Technological Expectation Barometer 2020
Youth, entertainment and IT 2019

COVID-19 EFFECTS

Technologies, uncertainties and opportunities in on-line/off-line integration. 2021
Indoors and the outside of screens. Youth in lockdown 2020

RISKS

Young people, gambling and betting. A qualitative approach 2020
Young people in the virtual world: 2018

link
link
link
**Young Gamers.** Promoting an appropriate use of video games

**Digital natives? Young people and IT: uses and risks**

**When Playing is a Problem. Course on Prevention of on-line gambling in teenagers and young people**

**Family and screens, addressing the good use of technology**

**Surfing the Net**

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**TRAINING AND PREVENTION PROGRAMMES**

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**ACT**
INFLUENCE

'Awareness-raising campaigns

- 'Call a spade a spade
- 'Educate your kids before porn does it for you
- Drugs are not a game, and neither is gambling