Has the marriage of social and mobile precipitated a bombardment of unwanted media or helped us transform into exceptionally skilled editors?
THE MARRIAGE OF MOBILE TECHNOLOGY AND SOCIAL MEDIA HAS LIBERATED MEDIA AND THE WAY IN WHICH WE INTERACT WITH IT.

THE AVERAGE MEDIA CONSUMER IS CONFRONTED WITH A WEALTH OF CONTENT ON A DAILY BASIS.

BUT EVIDENCE SUGGESTS WE HAVE ADAPTED TO COPE WITH THIS DELUGE.

CITIZEN EDITORSHIP: THE FUNNEL USED BY MEDIA CONSUMERS TO FILTER CONTENT THAT IS RELEVANT TO THEM.

CONSUMERS HAVE BECOME AGENTS IN THE MEDIA CYCLE, AND MORE POWERFUL AS A RESULT.

FOR MEDIA AND PR PROFESSIONALS, INFILTRATING THESE EDITORIAL CONTROLS MEANS DELIVERING FLEXIBLE CONTENT THAT TRANSCENDS CHANNELS AND PLATFORMS, A PACKAGE WE HAVE COINED MPC (MULTI-PLATFORM CONTENT).
Digital media has radically altered the way we consume and interact with news. Multiple platforms, multiple channels and multiple ways of sharing are the cornerstones of an environment in which we are constantly switched on and alive to media, shifting the dynamic between production and consumption.

The marriage of social media and technology has opened the door to round-the-clock media in our lives, but despite being confronted with a deluge of media, our research finds that we have evolved by filtering content that is of relevance to us, taking the dissemination of media into our own hands.

News outlets have adapted to this environment by thinking of more ways to involve their audience and shift news from broadcast to conversation – the catalyst for ‘Generation Editor’. Multi-channel, multi-platform news that is distributed socially is a way of saying to the consumer ‘you are in control; you decide if our content is entertaining and relevant and we’ll supply it when and where you want it’.

For comms strategists, the conundrum has changed from considering whether people could become overwhelmed with media, to reaching people who are better skilled at configuring consumption towards their own preferences.

The 72Point Digital team is comprised of web editors, content strategists and outreach managers who work directly with clients and agencies to ensure campaigns get a wide reach across digital publications, appear on influential blogs and score high in relevant search.

Eye-catchi ng, audience-grabbing content is at the forefront of all our work with videos, photos, infographics, games and apps regularly commissioned to help campaign performance - all of which are delivered in-house to ensure a quick and cost-effective turnaround.

On the media-facing side, the Digital Hub is a new digital wire relaying breaking news stories, lifestyle news and features daily. The wire offers journalists quick and easy access to stories that have been tailored for digital publishing, with a four-click solution to grabbing news and publishing on your own site.

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The 2015 Media Consumption Report is based on the responses of 7,500 UK adults. Research conducted with an online panel in partnership with OnePoll.
Digital publishing has liberated civilian media, in turn flooding the market with a wealth of content as bloggers and vloggers steal the march on established media giants, print titles jump from newsstands to mobile and broadcast networks shift from television sets to all-media experiences. The marriage of mobile technology and social media has indelibly changed media consumption behaviour forever.

Finding: We found that this trend is significantly exacerbated when it comes to media consumption. A massive 95 per cent of respondents said they consume media on multiple devices, with smartphones (62 per cent) the most popular device, followed by laptops (57 per cent), tablets (39 per cent) and desktops (33 per cent).
SOCIAL
Facebook remains the default social networking site for almost all (96 per cent) of UK adults who are online according to a 2014 Ofcom report. Estimates from eMarketer show Twitter’s UK audience will grow from three in ten social network users in 2012 to nearly half by 2018, with visual networks such as Pinterest and Instagram showing strong signs of growth, alongside the boom in micro-messaging apps Snapchat and Whatsapp.

Finding: Our reliance on social media as fuel for our digital lives means media is ever closer. Some 70 per cent of people say social media has made it easier to access news, with more than four in five 18-24 year-olds and three-quarters of female respondents saying they feel social media has brought them closer to the media.

MEDIA
The social and tech marriage has opened the door to round-the-clock media in our lives. Crowdtap research found individuals aged 18 to 36 spend an average of 17.8 hours a day with different types of media, with the notion of ‘multi-channel’ media consumption commonplace.

Finding: Despite more than three-quarters (76 per cent) of respondents consuming media digitally, almost half (48 per cent) take a multi-channel approach to media, merging digital, print and broadcast channels into their own preferred mix.

Crowdtap research found individuals aged 18 to 36 spend an average of 17.8 hours a day with different types of media.

48%
Take a multi-channel approach to media, merging digital, print and broadcast channels.
How have we evolved to cope with the deluge?
The result of a multi-channel, multi-platform, socially enabled environment is that we no longer have to go out of our way to discover and interact with media. We have become agents in the media cycle, and more powerful as a result. From a consumption perspective, the question is; How have we evolved to cope with the deluge?

**Finding:** Evidence suggests we have adapted well to the 24/7, immersive media environment. Some 56 per cent of people say they don’t feel overwhelmed by media, with more than a third (36 per cent) saying they feel more in control of the news they receive since owning a smartphone or tablet and only 11 per cent feeling less in control.

Reuters Institute Digital News Report 2014 found Facebook to be the most important network for news, and our results echoed these findings. Some 42 per cent of respondents said they select the media they consume online from their Facebook newsfeed, with a similar amount (41 per cent) saying they use search engines. One in five consume media via their Twitter feed and one in ten use other social media sites such as Google+, which is identified in several reports as being a credible source for news, despite prophesies of its demise.

**Finding:** The results suggest that media editorship is becoming democratised. Almost a quarter of people say they have friends or follow people who they regard as authorities for news and almost one in five (19 per cent) say they trust their friends to source news. A quarter still rely on media professionals, but a similar amount (23 per cent) say they rely on a mixture of both journalists and friends.

**Finding:** What this shows is that we are taking the dissemination of media into our own hands. Almost one in five (18 per cent) say they give a news source just a week before unfollowing or unfriending if they find it not to be useful, with more than one in ten (11 per cent) saying they would only last a day. The average time we wait before unfollowing or unfriending a news source we no longer find useful is 22.3 days.

19% say they trust their friends to source news
23% rely on a mixture of both journalists and friends