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1 of 3 waking hours spent in mobile apps

Data.AI (former App Annie) has published its annual State of Mobile report 2022.

[Download the report.](#)

Five main findings:

1. \$320,000 every minute

Consumers downloaded 435.000 apps (+5% year-over-year) and spent \$320,000 (+19% year-over-year) in app stores every minute of 2021.

2. 30 percent of waking hours on mobile

From 2020 to 2021, the average daily use has grown 30 percent, and people spend on average 4,8 hours per day using mobile apps.

3. Photo and video apps

7 of every 10 minutes spent in social and photo and video apps in 2021. Time spent in apps by category: Social media (42%), photo and video (25%), games (8%), entertainment (3%) and others (22%).

4. As much time on TikTok as Facebook

The average TikTok user spends about 19,6 hours a month in the app. This is equal to Facebook and well above Instagram (11,2 hours).

5. Billion dollar industry

230 apps and games are surpassing \$100 million in annual consumer spending. With 13 of them exceeding 1 billion. This was up 20 percent from 2020 when 193 apps and games exceeded \$100 million in annual spending and only eight over one billion.

Netflix third-largest European television group

The European Audiovisual Observatory has mapped the top players in the European audiovisual industry.

[Download the report.](#)

Three main findings:

1. SVOD growth dominant

Netflix is now the third-largest European television Group by revenue. Netflix, Amazon and DAZN accounted cumulatively for more than 75 percent of the revenue growth registered between 2016 and 2020 at the top 100 level. Overall, the revenues of the traditional players have more or less stagnated.

2. Netflix leads subscriber growth

By the number of paying subscribers, Netflix is by far the largest streaming service in Europe: Netflix (62,5 million), Amazon Prime Video (36,5 million), Apple TV+ (15,1 million), Disney+ (14,6 million) and Kinopoisk (5,8 million).

3. Declining revenues for public broadcasters

Public broadcasters saw their revenue weight diminish between 2016 and 2020 (down by 3 percent to 31 percent).

Four Danish media trends

Public broadcaster DR (Danmarks Radio) has published its annual research on Danes' electronic media usage.

[Download the report.](#)

Four main findings:

1. Linear TV usage is declining

Every year the share of people watching linear tv is declining and is being replaced by streaming services. The total percentage of video consumption through TV and streaming services remains stable.

2. Music 'on-demand'

The share of people listening 'on demand' (54%) in Denmark is now more extensive than the consumption of radio (46%). There is a generation gap between listeners that prefer radio (age 47 and older) and those who prefer music 'on demand' (age 46 and younger).

3. Three dominating video streamers

The video streaming market is dominated by YouTube (54% of Danes uses the platform every week), DRTV (53%) and Netflix (50%). The increase is most significant for public broadcaster DR, which increased their reach from 41 percent to 53 percent year-over-year.

4. Podcasts in growth

30 percent of Danes over the age of 12 listen to podcasts weekly or more often. 14 percent of the podcast listeners are consuming podcasts from the DR. Among younger adults, 50 percent listen to podcasts weekly or more often.

Media essential for a country's democratic health

A new study published in The International Journal of Press/Politics shows the connection between a country's democratic health and the existence of strong public and commercial broadcasters.

[Download the report.](#)

Three main findings:

1. Regulatory protection

Countries with strong public media systems, secure and robust funding and solid regulatory protection for their independence (both political and economic) are consistently and positively correlated with healthy democracies.

2. More diverse news

Public broadcasters are important actors and produce more diverse news with substance than their commercial counterparts. Public broadcasters also reach poorer households and communities dominated by ethnic minorities to a greater extent.

3. Higher knowledge-levels

People living in countries with strong public media broadcasters have high political knowledge, voting, and democratic engagement.

Iceland: More than half of young girls have been asked for nudes

The Icelandic media commission Fjölmiðlanefnd and the University of Iceland have conducted a comprehensive survey among Icelandic children and youths.

[Download the report](#) (in Icelandic).

Four main findings:

1. Problematic request for nudes

72 percent of girls in high school and 51 percent of girls in junior high have received requests to send nudes. The proportion of boys receiving requests to send nudes is lower: 31 percent in high school and 22 percent in junior high. 42 percent of the girls have received nudes—75 percent have received nudes from strangers.

2. YouTube the main channel for video

A whopping 90 percent of all children in primary school and 93 percent of all youths in junior high watch videos on YouTube regularly.

3. Snapchat and TikTok

Snapchat (72%) and TikTok (69%) are the most popular social media apps in primary school. Instagram (90%) and Snapchat (90%) are the most popular apps in high school.

4. Wearables more widespread

More than 40 percent of children between 9 and 18 have a smartwatch. In high school, only 29 percent wear smartwatches.