



**June/July 2022**

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Tinius Digest report on changes, trends and developments within the media business at large.

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# AI strategies on the right track

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The European Commission has published a report on the current status of national European artificial intelligence strategies. The commission recommended the adoption of national AI strategies in 2018.

[Download the report.](#)

## Three main findings:

### 1. Work in progress

23 EU Member States and Norway have published national AI strategies, while four other European countries are still in progress. 21 countries plan or have already launched dedicated national data strategies or action plans to complement the national AI strategies.

### 2. Partnership for AI development

Half of the countries have set up national Public-Private Partnerships to encourage the development of AI technologies from the lab to the market. They have also deployed or planned to create national research excellence centers on AI.

A vast majority of countries have committed to creating testbeds and experimentation facilities for AI, while roughly half of the governments plan or have already developed regulatory sandboxes.

### 3. On the right track

The report concludes that the EU and their member states 'are on the right track to seize the benefits and promote the development of human-centric, sustainable, secure, inclusive and trustworthy artificial intelligence in Europe'.

# The streaming revolution stretches TV generation gap

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The British Office of Communications (Ofcom) has published Media Nations 2022 – their annual report on key trends in the media sector.

[Download the report.](#)

## Four main findings:

### 1. TV generation gap

Younger adults (aged 16-24) watch almost seven times less broadcast TV than those aged 65+. In plain numbers: Younger adults spend 53 minutes in front of broadcast TV on an average day – a fall of two-thirds in the last ten years. In contrast, those aged 65 and over spend 5 hours and 50 minutes daily. This is slightly higher than a decade ago.

### 2. Bypassing TV channels

The streaming revolution is stretching the TV generation gap, creating a stark divide in the viewing habits of younger and older people. Nine in ten 18-24-year-old adults bypass TV channels and head straight to streaming, on-demand and social video services when looking for something to watch.

### 3. Slowing streaming growth

One in five British households (5.2 million) subscribes to all of the most popular platforms: Netflix, Amazon Prime Video and Disney+. As the rising cost of living puts pressure on household budgets, the number subscribing to at least one streaming service fell by more than 350,000, to 19.2 million.

### 4. Tough competition

Traditional broadcasters face tough competition from online streaming platforms, which they're partly meeting through the popularity of their own on-demand player apps. At the same time, broadcast television is still the place to go for significant events that unite the nation.

# Teens embrace YouTube and TikTok

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Pew Research Center has published a survey of social media usage among American teenagers ages 13 to 17.

[Download the report.](#)

## Four main findings:

### 1. TikTok has rocketed in popularity

67 percent of teens say they ever use TikTok, with 16 percent of all teens saying they use it almost constantly. YouTube tops the 2022 teen online landscape among the platforms, as it is used by 95 percent of teens.

### 2. Facebook plummeting

The share of teens who say they use Facebook has plummeted from 71 percent in 2015 to 32 percent today. The usage of Facebook among teens is now only nine percentage points higher than Twitter (23%).

### 3. Notable gender disparities

Teen boys are more likely than teen girls to say they use YouTube, Twitch and Reddit, whereas teen girls are more likely than teen boys to use TikTok, Instagram and Snapchat.

### 4. Constantly online

35 percent of teens say they are using at least one of the top five online platforms 'almost constantly': YouTube (19%), TikTok (16%), Snapchat (15%), Instagram (10%) and Facebook (2%). Furthermore, 36 percent think they spend too much time on social media, and 54 percent say it would be at least somewhat hard to give it up.

# Risks in online advertising

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The European Audiovisual Observatory, part of the Council of Europe in Strasbourg, has published a detailed examination of the current legal framework regulating online advertising, the new challenges arising in this field, and possible solutions to meet these emerging issues head-on.

[Download the report.](#)

## Three main findings:

### 1. Between two stools

The online advertising ecosystem is complex, and the legal framework that applies to it covers multiple different legal areas. This creates the risk of enforcement that is inconsistent, fails to safeguard all the different values at stake adequately, or is not prioritized by any one of the different competent supervisory authorities.

### 2. Revising legal framework

In large part, revising the legal framework for online advertising has relied on familiar legal measures. However, there are also newer tools in the advertising arsenal. These measures include, for example, the obligation imposed on platforms

under the DSA and RPA Proposal to create ad libraries containing copies of the advertisements that have run on their service.

### 3. Regulating service providers

To a limited extent, regulatory scrutiny has turned to service providers who are not directly involved in the dissemination of advertising. The gradual expansion of the controller concept (used to determine which actors must comply with data protection law) threatens to capture actors involved in targeted advertising.

# The increasing cost of data breaches

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IBM has published its annual Data Breach Report.

[Download the report.](#)

## Four main findings:

### 1. \$4.35 million per breach

The global average data breach cost reached an all-time high of \$4.35 million (46.5m SEK/43.2m NOK), with breach costs increasing nearly 13 percent over the last two years. Almost 50 percent of breach costs are incurred more than a year after the breach.

### 2. Consumers pay the price

60 percent of organizations have raised product or service prices due to breaches, contributing to rising costs of goods and services. 83 percent of organizations have experienced more than one data breach.

### 3. It doesn't pay to pay

Ransomware victims in the study that opted to pay threat actors' ransom demands saw only \$630,000 less in average breach costs compared to those that chose not to pay—not including the ransom—implying that simply paying the ransom may not be an effective strategy.

### 4. Security immaturity in clouds

43 percent of organizations are in the early stages or have not started applying security practices across their cloud environments, observing over \$660,000 on average in higher breach costs than organizations with mature security across their cloud environments.