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Media Consumption of Gen Y.

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Synopsis

- Fairfax Digital wanted to engage with the youth market to expand demographic reach.
- After completing an intensive research phase, it was identified that the best way to achieve this would be to partner with an accepted youth brand.
- FD and Lifelounge entered into a joint venture and launched thevine.com.au in April 2008
- To date, TheVine has exceeded all expectations and continues to grow.

www.thevine.com.au



Snapshot of the Youth Market

- 18-29 year olds have grown up in a period of unparalleled prosperity
- Spending over \$48bn p.a. on “hedonistic pursuits”
- Focussed on living the good life, consumption revolves around the five defining statements: “Who I am”
- I am
 - The music I like
 - The clothes I wear
 - The films I enjoy
 - The travel I have done
 - Sport (male)
 - My academic achievements (female)
 - What I read (female)

What is Driving Consumption?

- Greater safety net:
 - 53% still living at home
 - Average fulltime worker earns over \$50k p.a
 - Greater disposable income to participate in self defining and creative activities
- Trend towards cocooning:
 - Fewer people hitting pubs, clubs and gigs
 - Higher taxes on drinks, smoking bans
 - Increase in computer gaming, particularly amongst 25-29 years olds, and women

The End of Trends

- As opposed to trends and fads, youth are always actively searching for the next new thing
- What's hot loses its appeal the instant it becomes mainstream
 - Trends lifecycle is infinitely shorter
 - Trends are finishing as quickly as they start

Technology is an Essential

- No fear of the new
 - Seek it out and totally embrace it
- Love of technology affects all facets of their lives
 - Seek the entertainment and lifestyle information they want
 - Elevate their status amongst peers
 - Find like minded people and form countless niche communities
 - Gives them control over their environment
- Dominates their media habits
 - Time online greater than all other media (13.8) hours per week and growing
 - Spending more time on mobile than ever. “Can’t live without it”
 - High degree of multitasking

Other Key Consumption Trends:

- Expect content to be free, but will pay to satisfy immediate gratification
- Need to always be connected – internet and mobile are taking away from other channels
- iPods are displacing radio, internet is introducing new artists and creating common bonds around similar tastes.
- Growing adoption of broadband is propelling importance and usage of online and accelerating globalisation
- Like to be entertained and be able to share humour and interests with friends

Implications for Market/Media

- As media fragments, its getting harder to reach the youth market
- Mass market is being diluted, youth are not responding to traditional marketing
- User generated content considered more credible than mass market and corporations
- Likely to have a “digital home” in many places – myspace, facebook, IM etc
- They carry their social address book in their pocket.

And so, we created TheVine

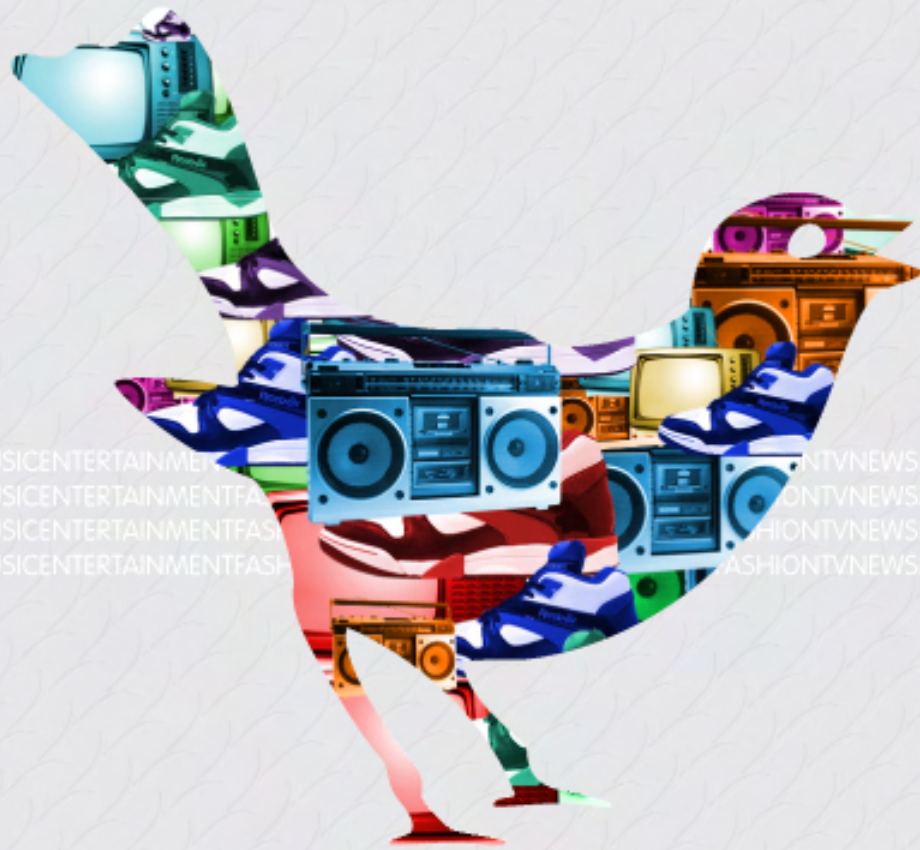
- Fairfax Digital and Lifelounge developed a world class team to create and run a site that meets the media and creativity needs of young Australians
- Reflects the “Who I am” key pillars – Entertainment, Fashion, Music, News, Tech, The Vine TV and community
- Allows them to communicate their vision to the world
 - Citizen Journalism through blogging
- Platform agnostic – available across online, print and mobile.

TheVine has been a big success 😊

- Has exceeded all targets
 - Unique Browsers 364k*
 - Page impressions 3.7m
 - 3000 community members
 - Average session 12 mins.
- Ranked 1st after 10 months operation
- Already ahead of established competitors
 - BigPond Music, Habbo, Nova, Sound Alliance (all sites)

Source: NNR January 2009





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