

## **Hakuhodo DY Media Partners Institute of Media Environment announces the results of its *sei-katsu-sha* Media Experiences Study: Eight experiential factors**

The Hakuhodo DY Media Partners Institute of Media Environment has announced the impact of media on *sei-katsu-sha* and clarified the role that the media plays from a fresh perspective, based on the results of its Media Experience study. The report analyzes what *sei-katsu-sha* get from the media as well as the experiences they expect in an analysis that outlines eight experiential factors. The HDYMP Institute of Media Environment is headquartered in Minato-ku, Tokyo, and headed by Hiroshi Yoshida.

### **■ Media-driven experiences among *sei-katsu-sha***

In the past, assessing media interaction among *sei-katsu-sha* relied on viewer and program ratings, page views, and other simplistic measurements of media contact. However, the rise of social media and other platforms has enabled *sei-katsu-sha* to get information and enjoy content in ways that go beyond traditional media structures—making it impossible to fully evaluate the impact that media has on *sei-katsu-sha* or explain the role it plays in their lives with quantitative measurements of specific media contact. To address this gap, we came up with eight experiential factors that describe what *sei-katsu-sha* get from their interactions with media, and then used these *media experiences* to analyze changes in their media-driven feelings and experiences over time. These results were then used to define media roles and potential.

### **■ Media Experience Survey measures individual media and content experiences**

Our recent Media Experience study surveyed 3000 men and women between the ages of 15 and 69 living in Tokyo and its three surrounding prefectures (Reference #1: Survey overview and details). The survey asked participants about the image they had of media and content in 20 different categories, asking them to select from a list of 27 experiential descriptions.

## **Survey results**

### **(1) Eight media experience factors**

Eight factors underlie the twenty image categories describing participants' experiences with media: sparks new encounters, beneficial, kills time, motivating, addictive, enhances connectivity, newsworthy, stimulating (Reference #2: Eight media experience factors)

## **(2) Specific media experiences characterized as “generation-specific”, “protruding”, “cross-generational”**

The survey gave us insight into participant experiences with different types of media (Reference #3: Media experience charts)

### **Example: “Generation-specific” media experiences**

We saw a major response to “video sites” (Chart 1), particularly among those in their teens and 20s, who said they wanted a media experience that was “stimulating”, “kills time”, “addictive”, and “enhances connectivity”. Younger respondents indicated that compilation sites and apps (Chart 2) “killed time” and “sparked new encounters”, while men in their 20s reported a strong “addictive” response.

### **Example: “Protruding” media experiences**

The two most prominent factors associated with TV news programs (Chart 3) were “sparks new encounters” and “beneficial”. Older respondents were characterized by a strong “addictive” response as well. The most powerful reactions to newspapers/news articles (Chart 4) were “sparks new encounters” and “beneficial”. Men and women older than 40 also reported a strong “addictive” experience.

Magazines (Chart 5) triggered the highest “motivating” score of any media channel, particularly among women. Teenage women reported that radio (Chart 6) “enhances connectivity”, while seniors (both men and women) indicated a powerful “addictive” response.

### **Example: “Cross-generational” media experiences**

Portal/news sites (Chart 7) inspired a strong reaction across several factors, including “sparks new encounters”, “newsworthy”, “addictive”, and “kills time”. These sites provided a variety of balanced experiences across all age groups.

The total amount of experience that *sei-katsu-sha* got from media was high, as was the amount of experience with specific media channels.

## **List of media experience charts**

Media experience charts showing survey results for each type of media are available from the [Hakuhodo DY Media Partners Institute of Media Environment website](#). You are welcome to access them for reference at any time.

**Hakuhodo DY Media Partners Institute of Media Environment: [www.media-kankyo.jp](http://www.media-kankyo.jp)**

### **■ For more information, contact:**

Hakuhodo DY Media Partners Public Relations Group  
c/o Yamasaki/Kiriake TEL: +81-3-6441-9347

## Reference #1: Survey overview and details

### Survey overview

- Timeframe: October 2013 (internet survey)
- Target sample: 3000 men and women age 15–69 living in Tokyo and its three surrounding prefectures
- Structure: Respondents select from 27 experiential categories that describe their image of 20 different media types

### Media types (20)

TV/news programs	Magazines
TV/talk shows and information programs	Books/manga
TV/drama	Home-delivered flyers
TV/anime	Ads on public transportation/outdoor signs
TV/live and other sports programs	Internet/portal news sites
TV/comedy and variety shows	Internet/video sites
Radio	Internet/compilation sites and apps
Radiko	Social media sites/apps
Newspapers/news articles	Messaging apps
Newspapers/life information and column	Social network games

### Experiential descriptions (27)

Learn about world events	Fun way to waste time	Makes me want to try new things
Sparks new encounters	Makes good use of downtime	Makes me want to learn more
Get the information I want	Good way to take a break	Viewing/reading is a habit
Interesting/fun	Good way to connect with other people	Happy to pay for it
Likable	Feeling of being involved	Inspiring/completely engaging
Exciting	Relaxing	Lots of useful information
Can learn something	Easy-to-understand content	Feel like I should view/read
Trustworthy	Brings together people and conversations	Can't live without it
Rarely disappointed	Can refer back to or review it later	Couldn't stop viewing/reading even if I tried

## Reference #2: Eight media experience factors

The 27 media experience categories can be condensed into eight factors.

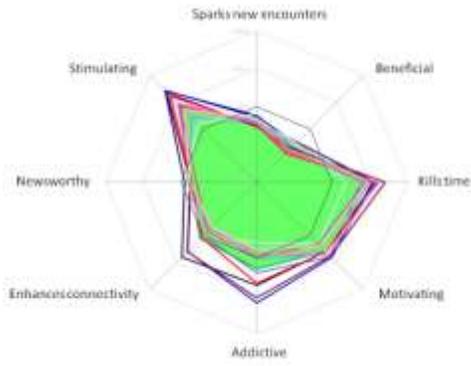
	Factor1	Factor2	Factor3	Factor4	Factor5	Factor6	Factor7	Factor8
Get the information I want	0.054	0.150	0.089	0.132	0.120	0.144	0.180	0.019
Learn about world events	0.452	-0.018	0.210	0.067	0.027	0.074	-0.028	0.154
Sparks new encounters	0.483	0.220	0.070	0.163	0.141	0.091	0.181	0.013
Lots of useful information	0.470	0.016	0.282	0.040	0.008	0.089	0.094	0.123
Exciting	0.053	0.043	0.066	0.131	0.147	0.123	0.169	0.097
Likable	0.134	0.587	0.188	0.106	0.118	0.136	0.100	0.098
Interesting/fun	0.079	0.652	0.012	0.202	0.060	0.111	0.081	0.093
Inspiring/completely engaging	0.054	0.395	0.111	0.141	0.158	0.242	0.282	0.070
Trustworthy	0.238	0.076	0.639	0.021	0.004	0.114	0.090	0.032
Rarely disappointed	0.146	0.159	0.482	0.047	0.144	0.134	0.144	0.094
Can learn something	0.099	0.051	0.456	0.043	0.013	0.064	0.124	0.089
Feel like I should view/read	0.348	0.047	0.347	0.057	0.052	0.110	0.159	0.108
Makes good use of downtime	0.172	0.171	0.096	0.634	0.134	0.110	0.099	0.070
Fun way to waste time	0.071	0.120	-0.005	0.603	0.069	0.079	0.064	0.095
Good way to take a break	0.085	0.312	0.050	0.534	0.119	0.117	0.121	0.079
Feeling of being involved	0.065	0.127	0.065	0.086	0.661	0.090	0.154	0.029
Good way to connect with other people	0.039	0.107	0.047	0.129	0.639	0.154	0.071	0.144
Relaxing	0.064	0.202	0.208	0.084	0.239	0.194	0.233	0.032
Can't live without it	0.194	0.182	0.143	0.112	0.121	0.629	0.111	0.074
Couldn't stop reading even if I tried	0.071	0.256	0.119	0.130	0.229	0.518	0.182	0.043
Viewing/reading is a habit	0.231	0.137	0.141	0.148	0.100	0.279	0.065	0.194
Can refer back to or review it later	0.178	0.212	0.103	0.140	0.064	0.180	0.498	0.090
Makes me want to try new things	0.106	0.136	0.192	0.074	0.265	0.054	0.445	0.037
Makes me want to learn more	0.001	0.161	0.176	0.119	0.130	0.117	0.413	0.134
Happy to pay for it	0.090	0.166	0.227	0.074	0.004	0.248	0.277	0.011
Brings together people and conversations	0.208	0.251	0.080	0.164	0.124	0.136	0.104	0.453
Easy-to-understand content	0.268	0.109	0.116	0.160	0.070	0.091	0.101	0.299



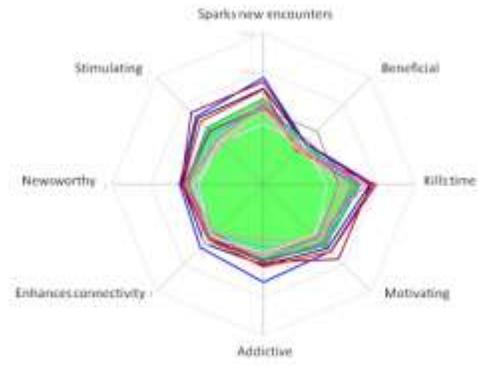
### Reference #3: Media experience charts

- All respondents (contact rate: 94.9%)
- Men in their teens (contact rate: 90.4%)
- Men in their 20s (contact rate: 86.8%)
- Men in their 30s (contact rate: 91.6%)
- Men in their 40s (contact rate: 94.8%)
- Men in their 50s (contact rate: 95.2%)
- Men in their 60s (contact rate: 97.2%)
- Women in their teens (contact rate: 93.6%)
- Women in their 20s (contact rate: 96.4%)
- Women in their 30s (contact rate: 98.0%)
- Women in their 40s (contact rate: 96.0%)
- Women in their 50s (contact rate: 97.6%)
- Women in their 60s (contact rate: 97.2%)

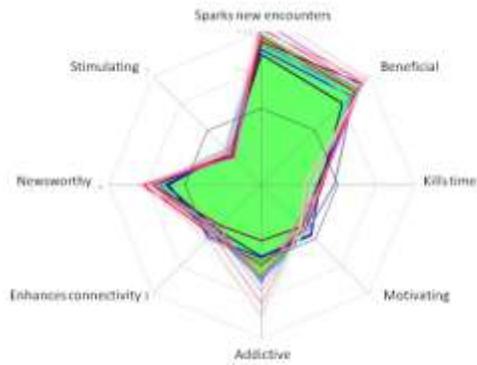
**Chart 1: Video sites**



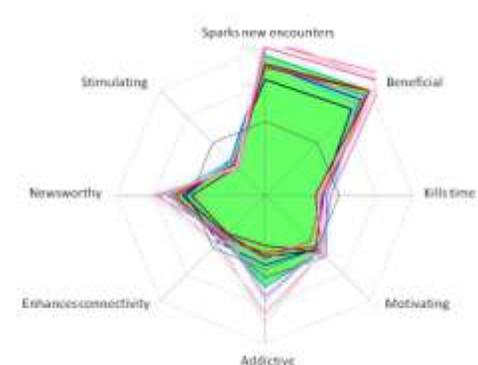
**Chart 2: Compilation sites and apps**



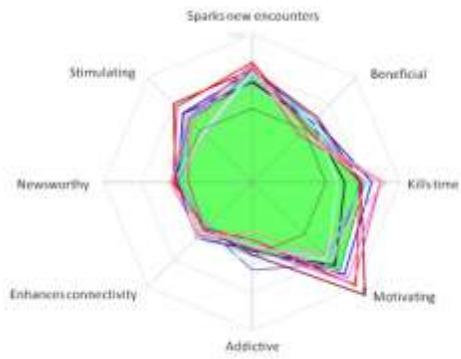
**Chart 3: TV news programs**



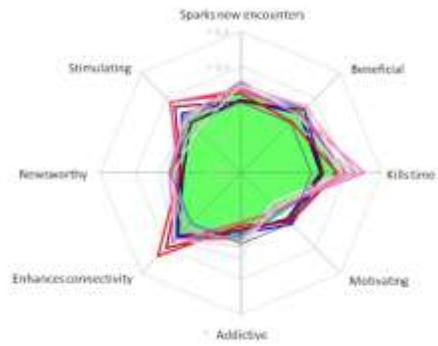
**Chart 4: Newspapers/news articles**



**Chart 5: Magazines**



**Chart 6: Radio**



**Chart 7: Portal/news sites**

