



# SCHIBSTED FUTURE REPORT 2017

## Insight Story

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**What do digital habits look like in different European countries? This year's Future Report Insight Story survey has compared Sweden, Italy, France and Spain to find out. Looking further at the findings also tells us how global trends are impacting the world.**

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With the growing number of smartphones users and the burst of Internet of Things (IoT) mobile phones have become a portal for an ever-growing list of **digital** activities.

When we look at our survey findings, regarding mobile behaviours, we can observe that users in Sweden, a digitally matured market, use the smart phone in a more varied way than the other surveyed countries.

## Reading news on the phone

Most **Swedes** claim that they use the phone for reading the news on the phone, compared to less than half of the connected French.

Social media is accessed by a majority of the connected Swedes on their phone, and less than half of the French.

The map function is used most frequent by Swedes and Italians and to a little extent by Spaniards and French. But it is changing fast. Our study suggest that Sweden is about two years ahead of the other surveyed countries.

Mobile payment continues to grow rapidly among customers in the developed world. Most of the connected Swedes have used the phone to pay, a lot thanks to the payment service Swish. Among Spaniards, Italians and the French less than half have used the mobile to pay for a service. Those who haven't used the mobile to pay yet, in all countries but France, claim that they haven't had the need, the French say that they don't trust that it works.

# Insight Story

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When comparing countries like this, there's a bigger question emerging – is **digitalization** bringing the world together, when we share information and millions of people watch the same TV shows, visit the same websites and laugh at the same jokes?

Not necessarily it turns out. Studies show opposite result, that the change, in fact, is making us all move forward at the same **speed**, but as different groups. At the same time there is a movement towards more traditional values.

## **SMS rather than talking**

Our survey also digs into consumption behaviors, confirming last years' report, that the mobile is the device where all the trends come together. Increasingly, we prefer to communicate with our loved ones through messaging apps or SMS, rather than talking.

We buy stuff like travel, books and beauty products online. We expect to be able to access just about anything with a swipe.

## **The age of digital snacking**

This means that we are now at the age **of digital snacking**. So, what does that do with the society, democracy, ethics and morality? What does that do for innovation and entrepreneurship?

We are excited to share the study with you. Do let us know what you think!

# About the Survey

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## Target Group and Sample

The target group for the survey was people living in Sweden, France, Spain and Italy over 16 years old. The sample represents the people that have access to internet from France, Spain, Italy and Sweden.



## Data Collection:

The data collection was done through a web survey. The total number of interviews was 1633.



## Field Period:

<b>Sweden</b>	8-12/8, 2016
<b>France</b>	3-15/8, 2016
<b>Italy</b>	3-8/8, 2016
<b>Spain</b>	3-8/8, 2016

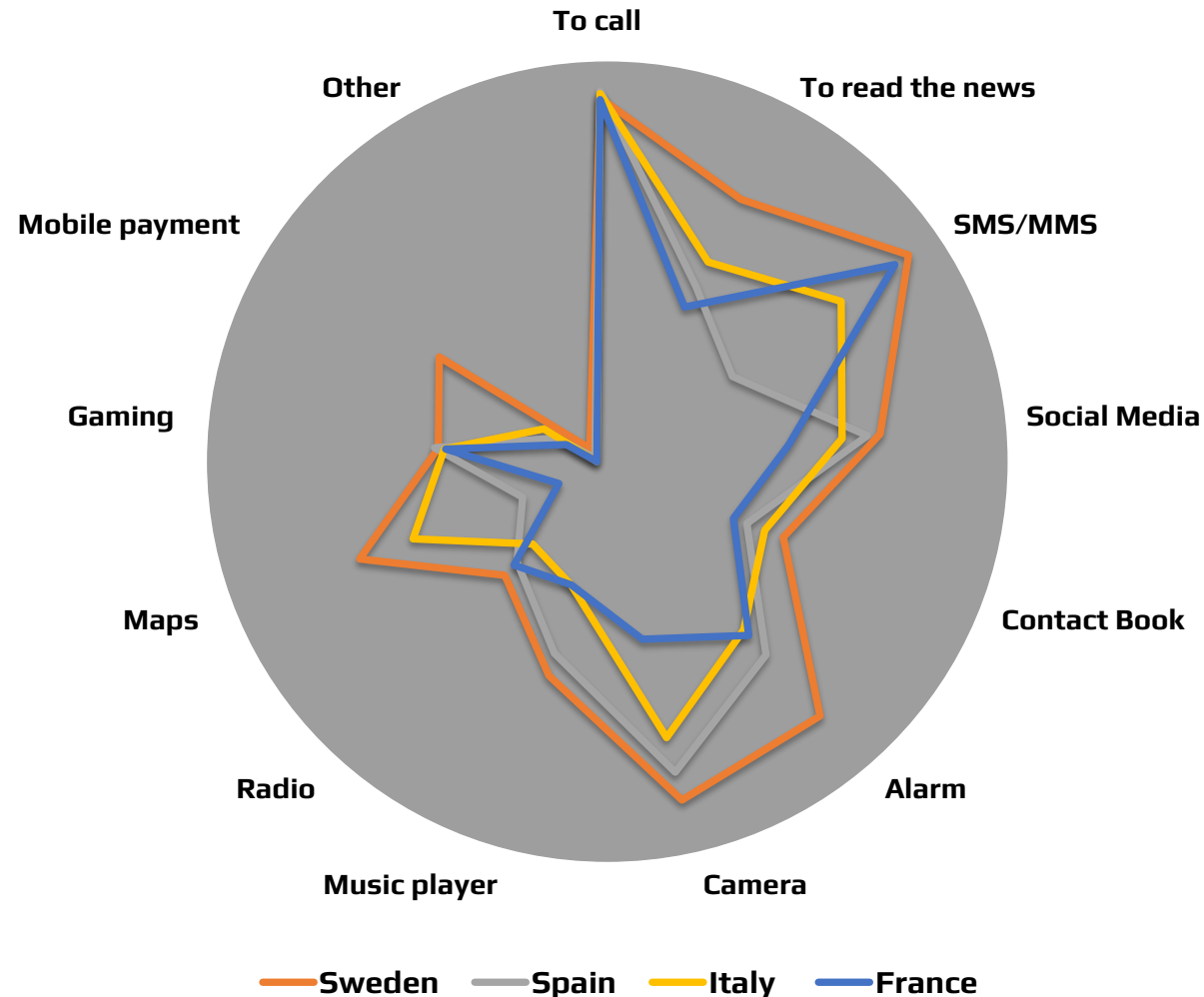


# Convergence

**“Media Convergence is an ongoing process, occurring at various intersections of media technologies, industries, content and audiences.” Henry Jenkins**



# The usage of a mobile phone varies considerably among the surveyed countries



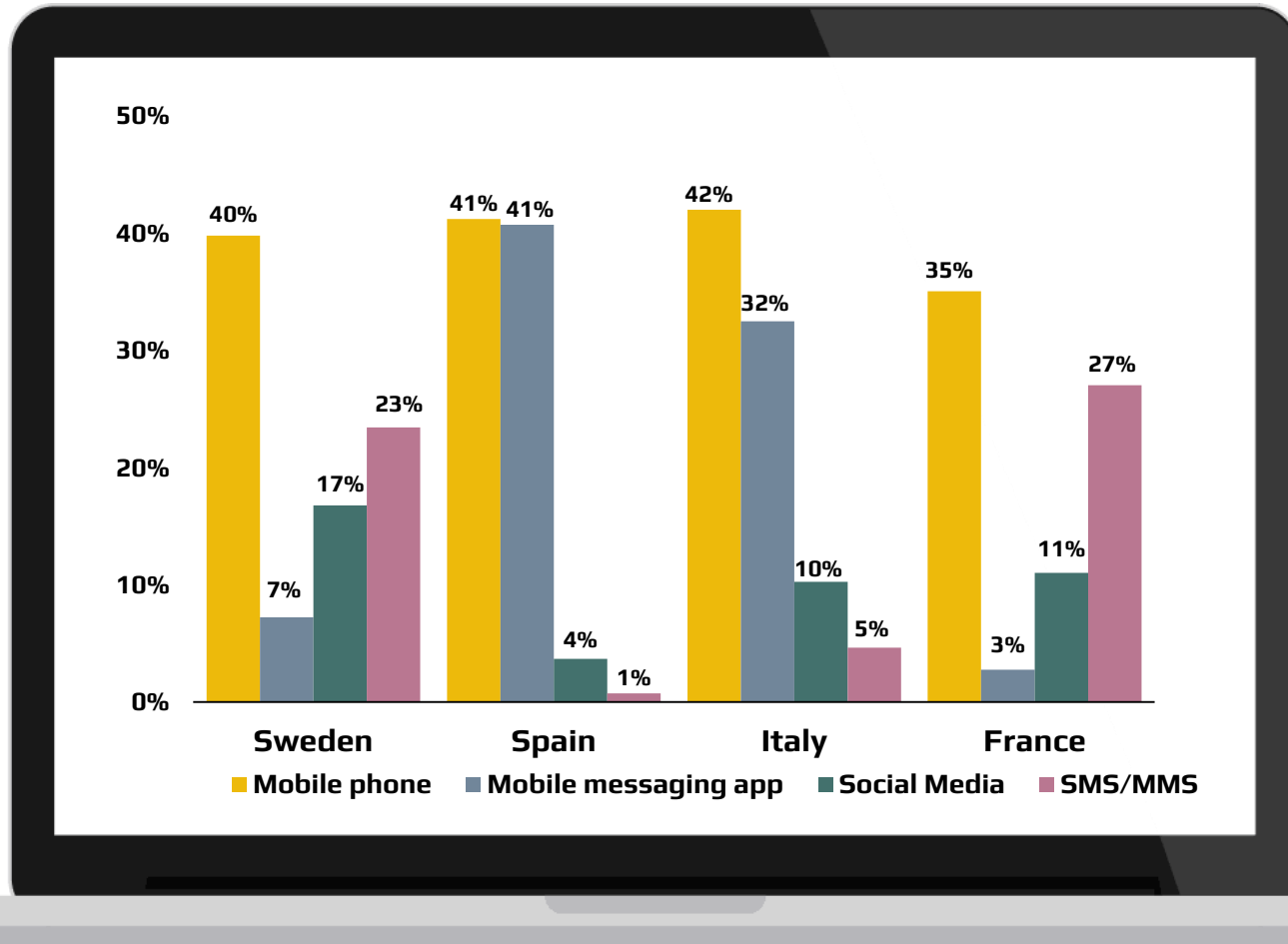
## Comments:

This survey was carried out with purpose of examining digital behaviour in four European countries. Therefore, the results of this survey represent a segment of the population that is digitally connected.

Mobile phones continue to be used for it's primary purpose of calling and texting but with the introduction of smartphones and the Internet of Things (IoT) the possibilities have become endless.

The usage of mobile phone varies across the surveyed countries, especially when looking at the means through which we communicate.

# The main channel through which we communicate varies widely among countries



## Comments:

The main channel through which we communicate varies widely among countries, partly due to the price of services such as SMS.

In Spain and Italy, a high percentage use mobile messaging apps such as WhatsApp as their main channel of communication, unlike, Sweden and France where this percentage is considerably lower, 7% and 3% respectively. However, SMS in Sweden and France capture a higher percentage of the users.

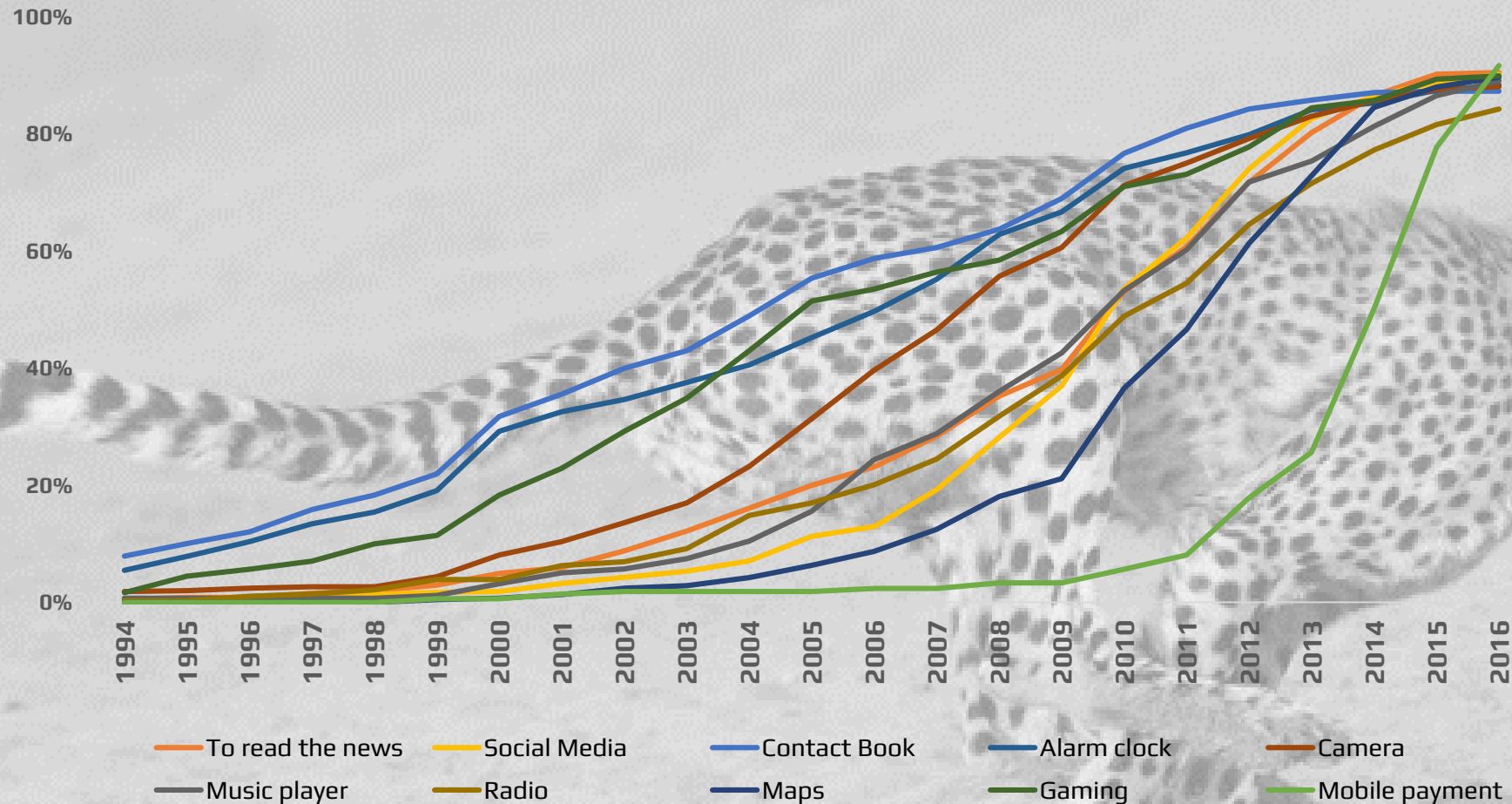




**MOBILE  
&  
SECOND HAND**



# Sweden



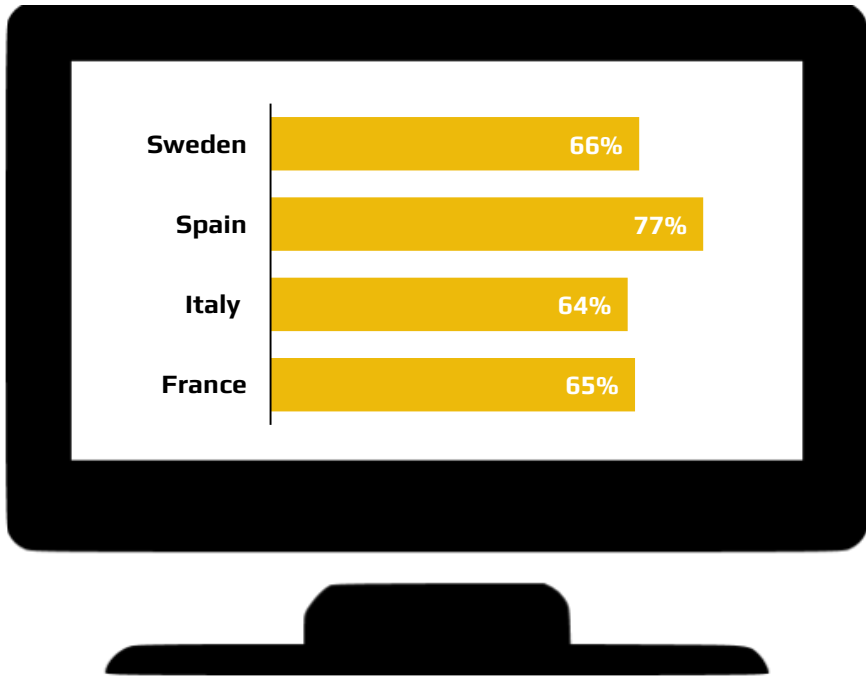
## Comments:

In this image we see that in the last 20 years our mobile phones are being used for multiple purposes.

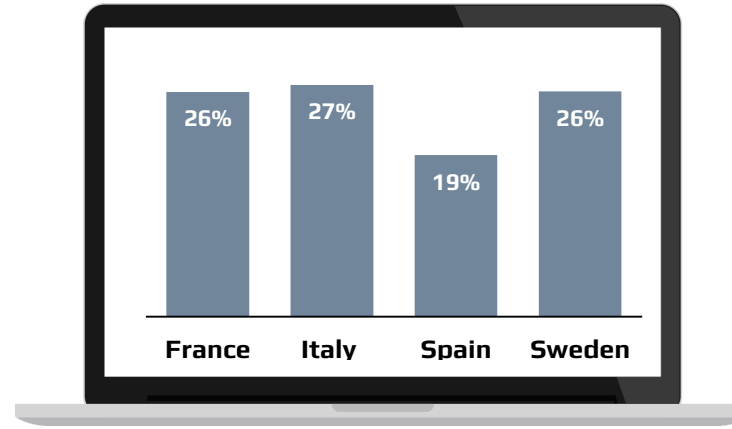
Constant connectivity and the evolution of information and communication technologies has allowed people to substitute devices such as cameras, GPS, radios, music players, credit cards for a simple app that is always available to use on your phone.

In the latest years we have seen how the usage of mobile payment has exploded among mobile user and we will most likely see a similar trend in the rest of the countries.

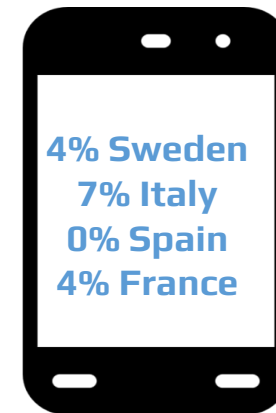
# TV continues to be the preferred medium to watch videos or films, followed by computers



TV



Computer/Laptop



Mobile

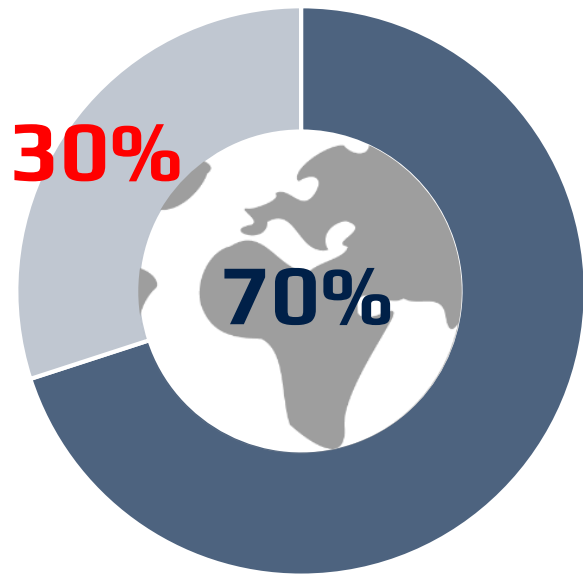
## Comments:

The mobile phone and the IoT have substituted many electrical devices. Many of which are now disappearing.

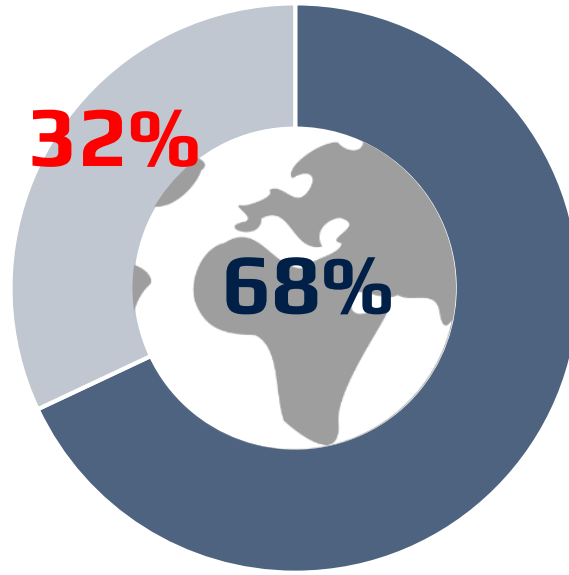
Despite this convergence towards mobile phone we see that TVs are still the preferred way to watch videos or films.

However, virtual reality glasses may become the substitute or complement for televisions.

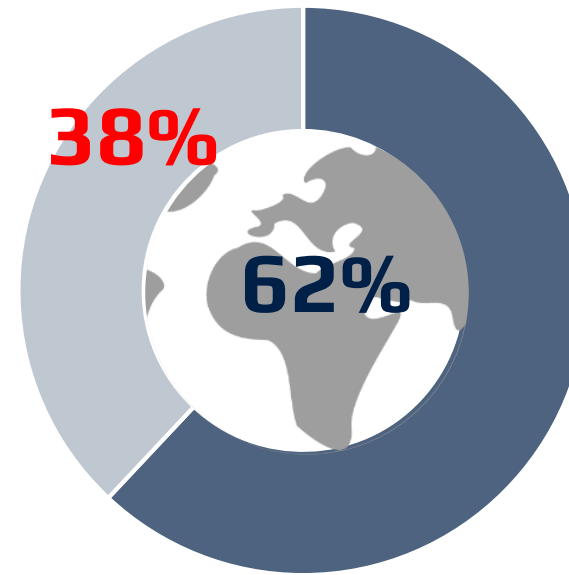
Between 6 and 7 out of 10 have bought second hand in the last 12 months



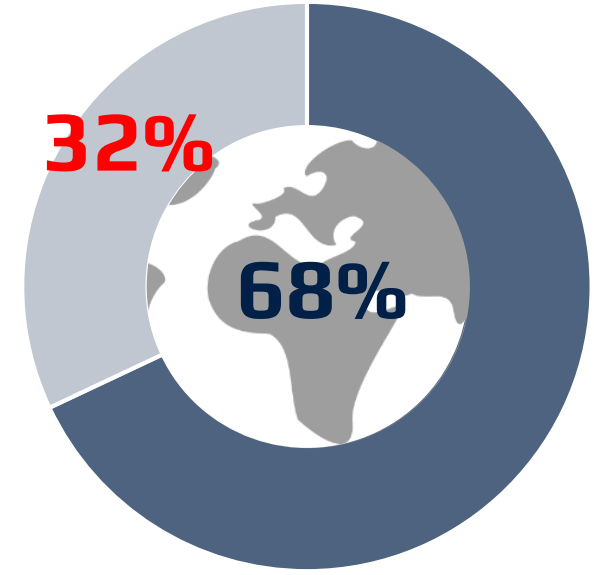
Sweden



Spanien



Italy

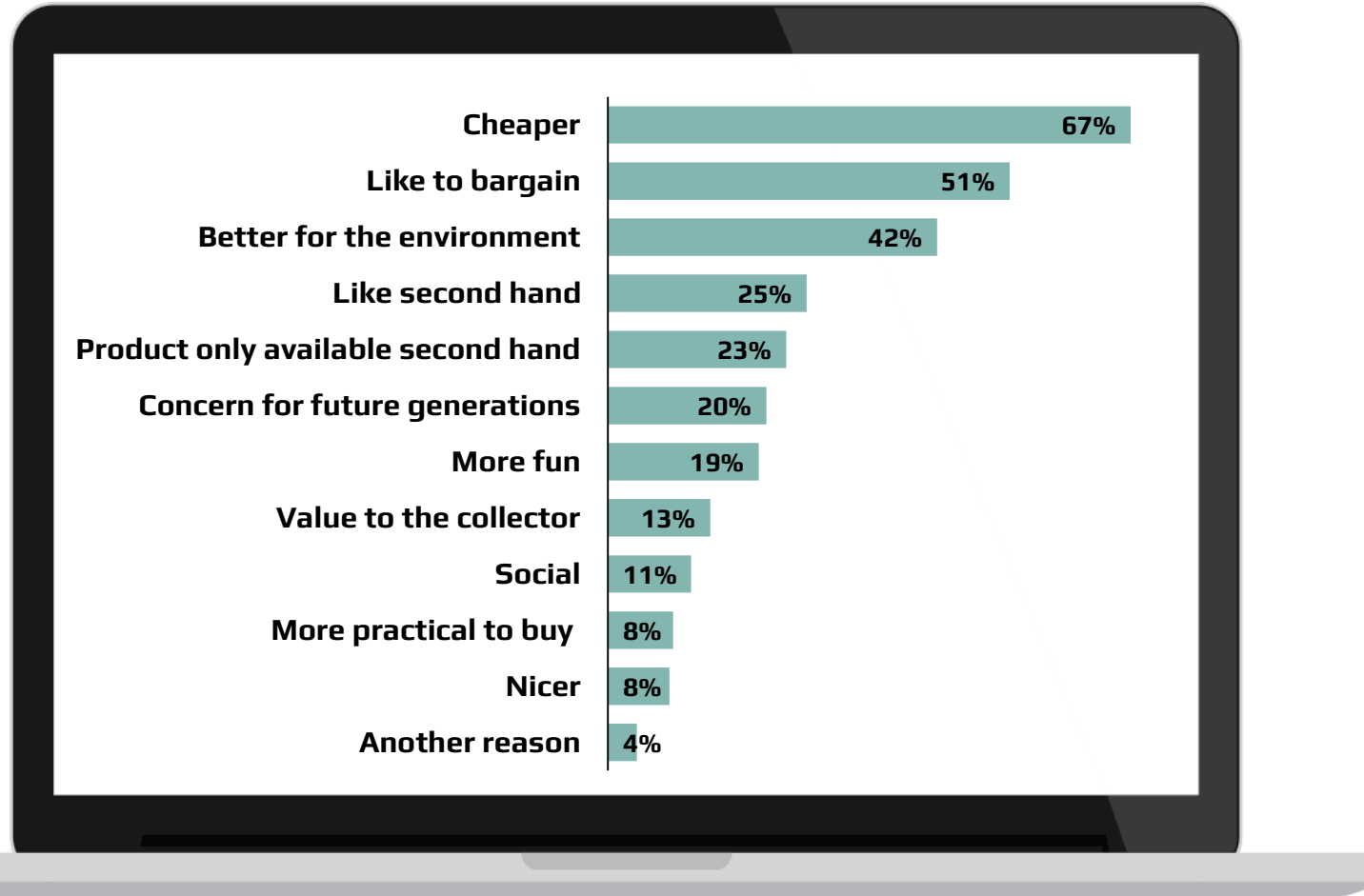


France

**% = No**   **% = Yes**



# 4 out of 10 buy second hand because it is better for the environment

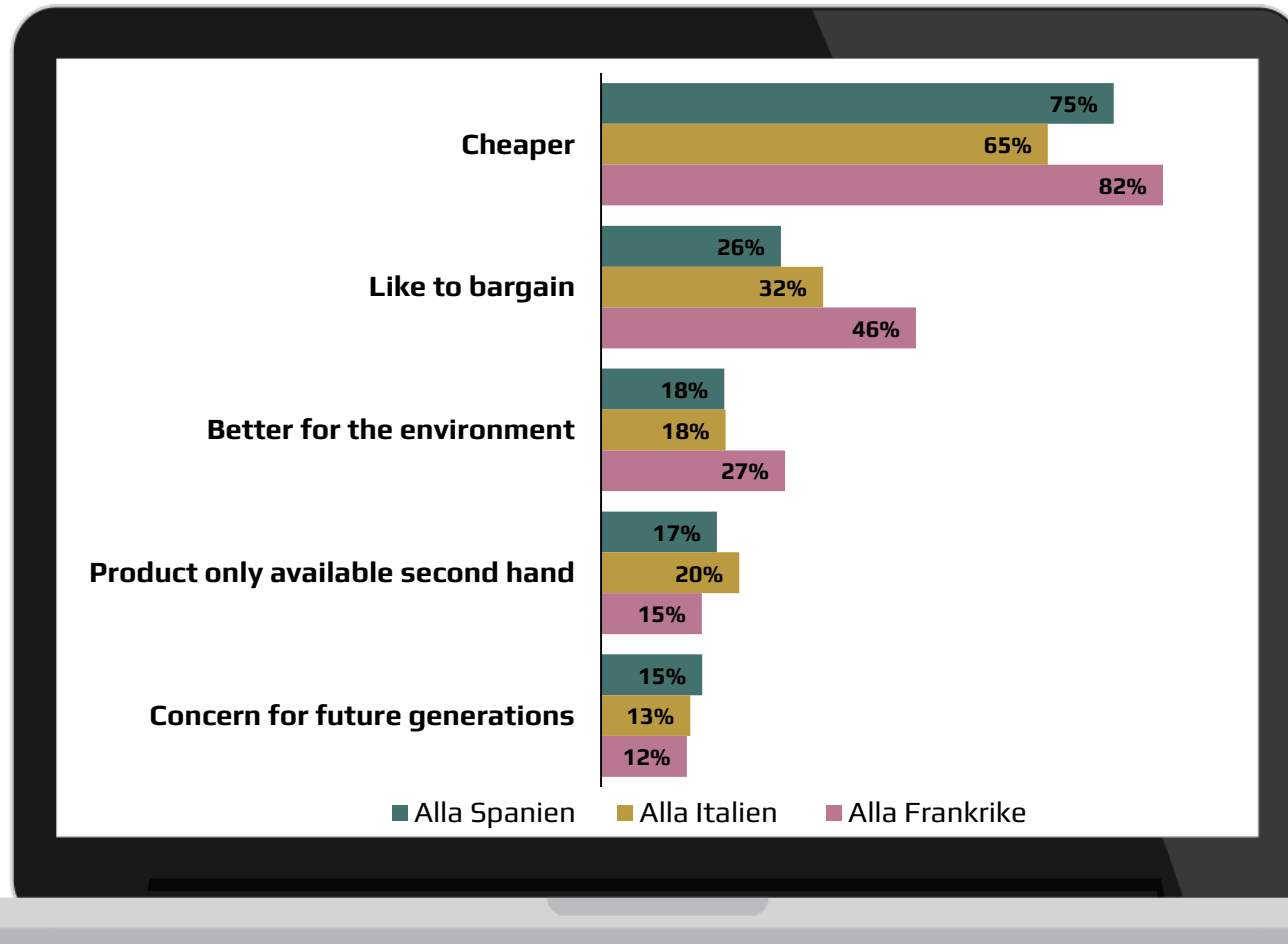


## Comments:

When looking at the reasons why the digital savvy buy second hand we see that price, bargaining power and environmental consciousness are the main reasons.

The importance of buying second hand because it is better for the environment is considerably higher in Sweden than in the rest of the surveyed countries.

# In France 8 out of 10 buy second hand because it's cheaper



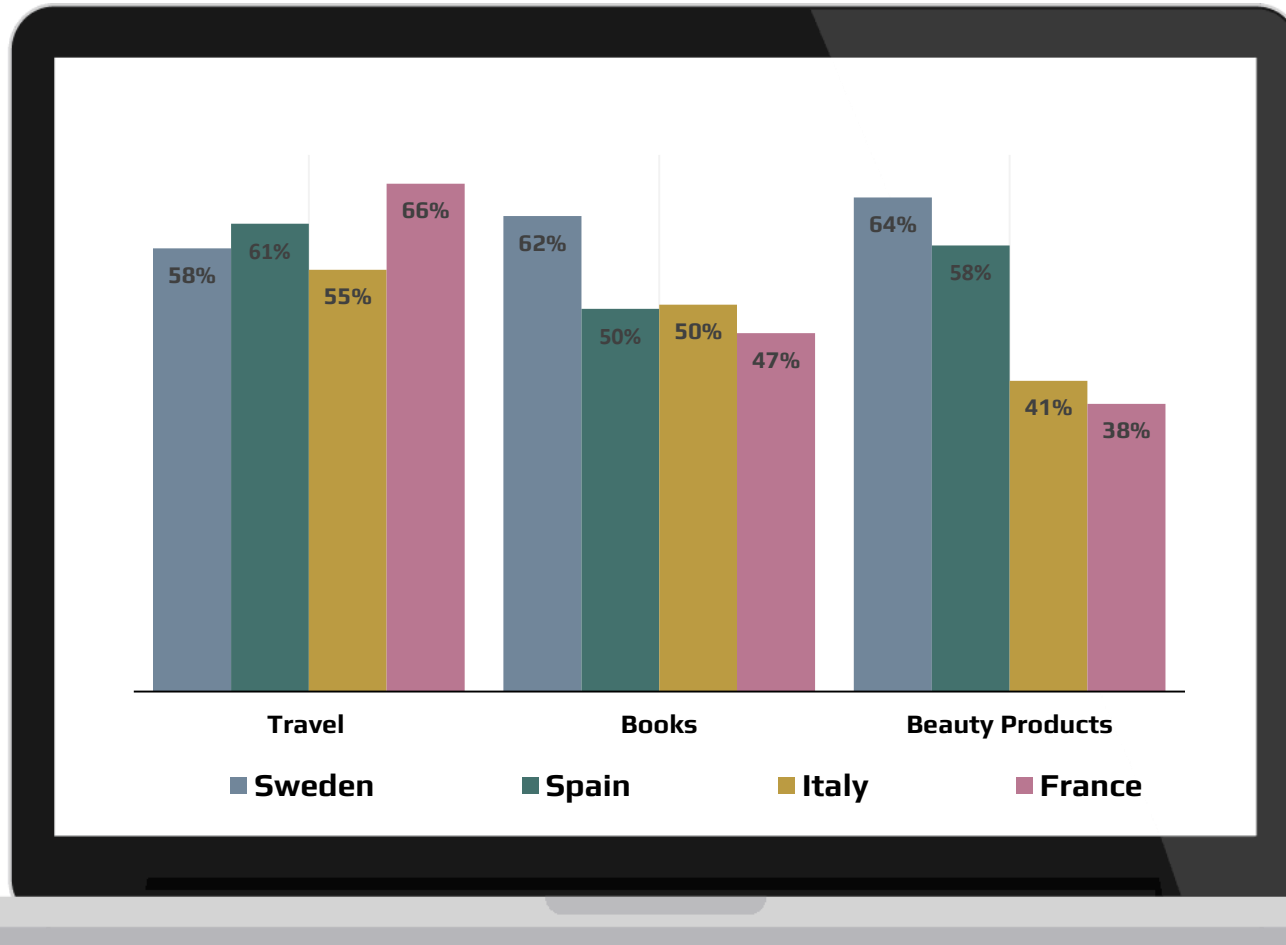
## Comments:

In France the importance of price is very high when it comes to second hand shopping.

A similar trend is seen in Italy and Spain where environmental consciousness is also considerably lower than in Sweden.

Other reasons lie upon availability and concern for future generations which can also be tied with environmental consciousness..

# The top 3 products/services are: Travel, Books and Beauty Products



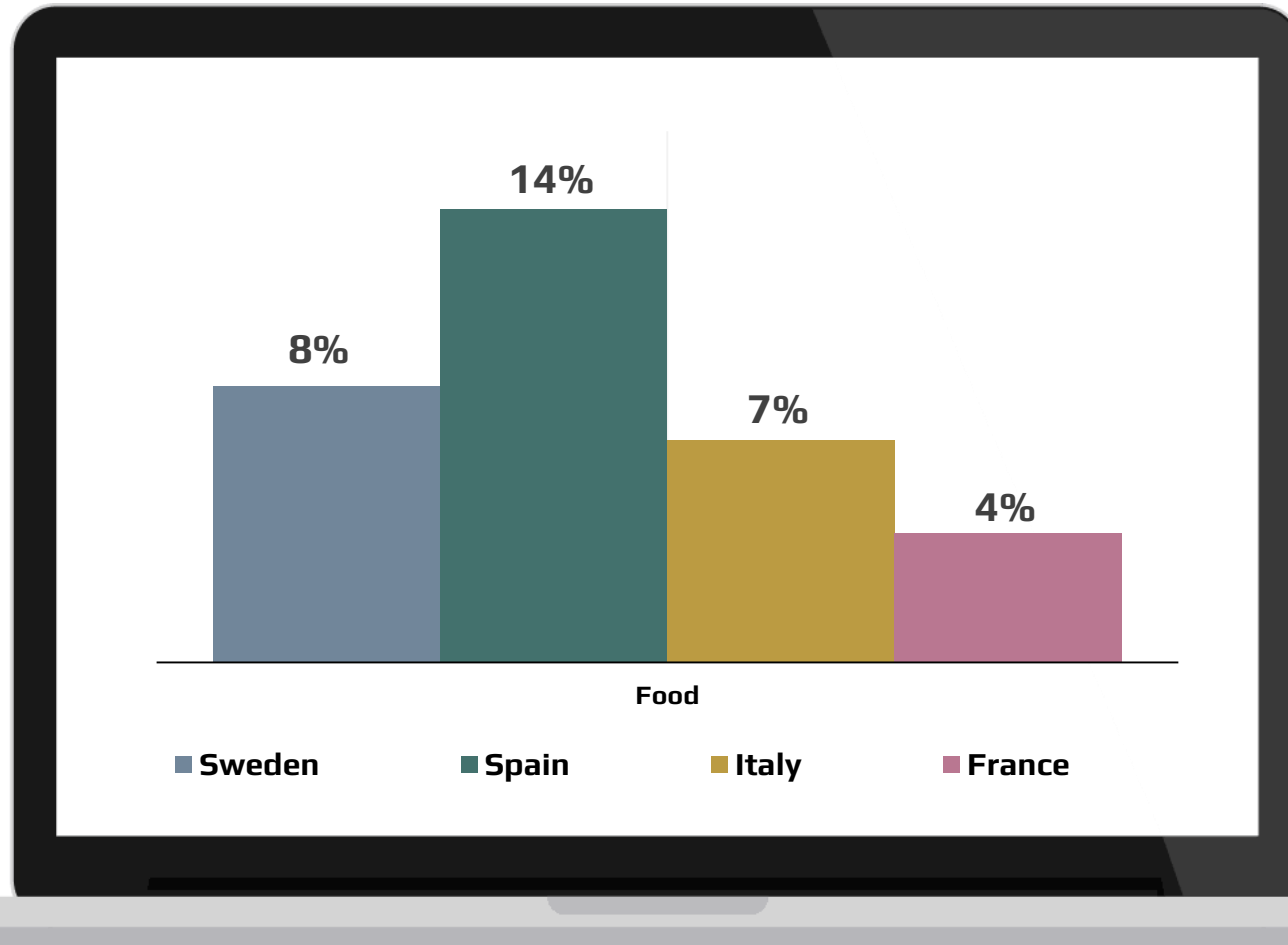
## Comments:

From the mobile users that shop online, the top main products/services are travel, books and beauty products .

We are also seeing increasing percentages in the percentage of people buying food online and the list of products and services will become endlessly varied with the rise of mobile payment and the number of users feeling more secure when using this



# Lifestyle is also influencing the way we buy



## Comments:

Information and communication technologies have also allowed companies to rethink and transform the way we buy.

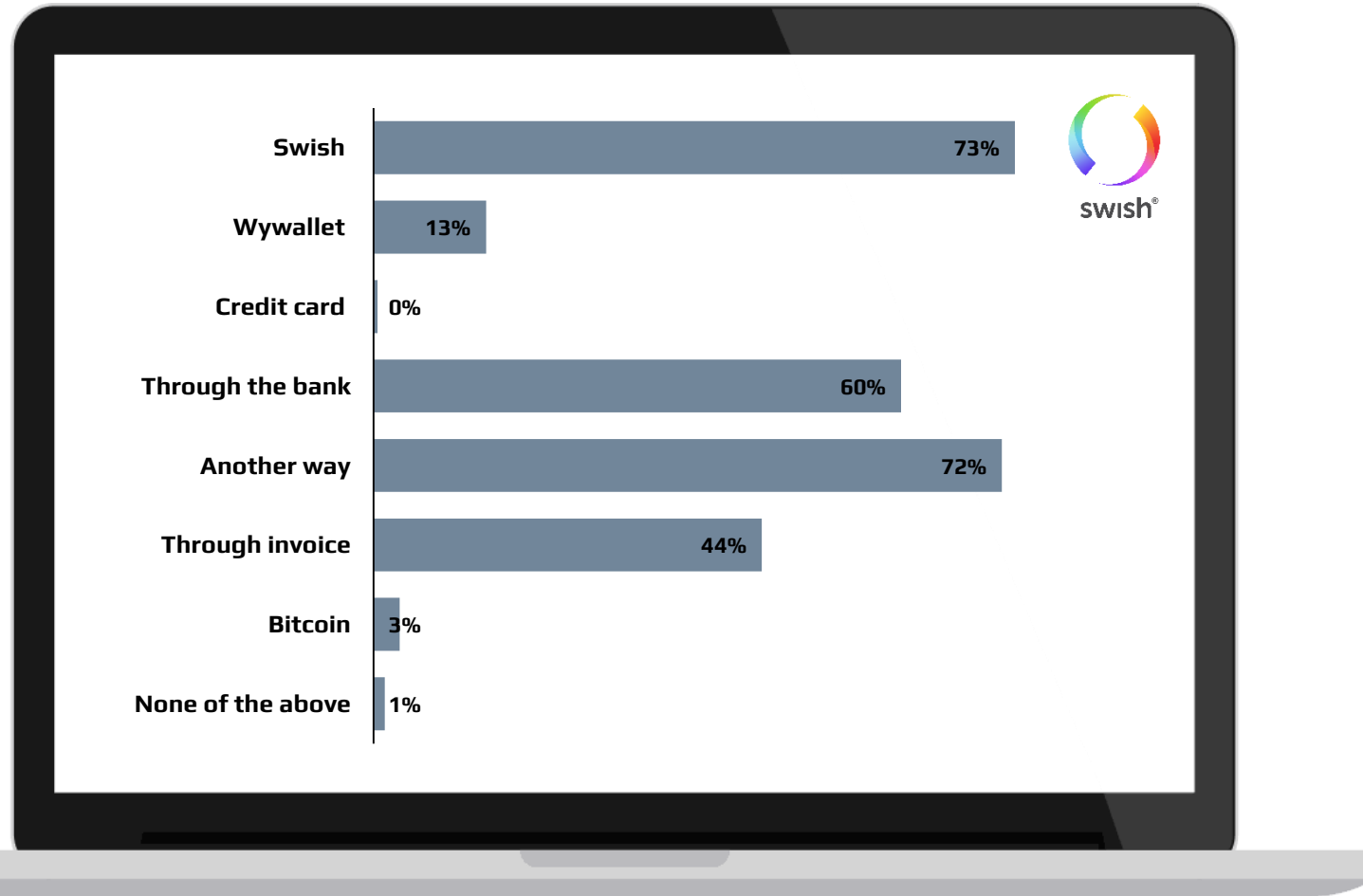
Today we see how the Internet is transforming the traditional way of buying food, both from restaurants and supermarkets. People have considerably less time and people are also seeing the advantages of being able to buy food with just a click.

The percentage of people buying food online is considerably higher in Spain. This could be explained by the fact that people can order food directly from restaurants with just an app.

# Mobile Payment & Security Online



# The use of Swish in Sweden as a mobile payment has had a huge success



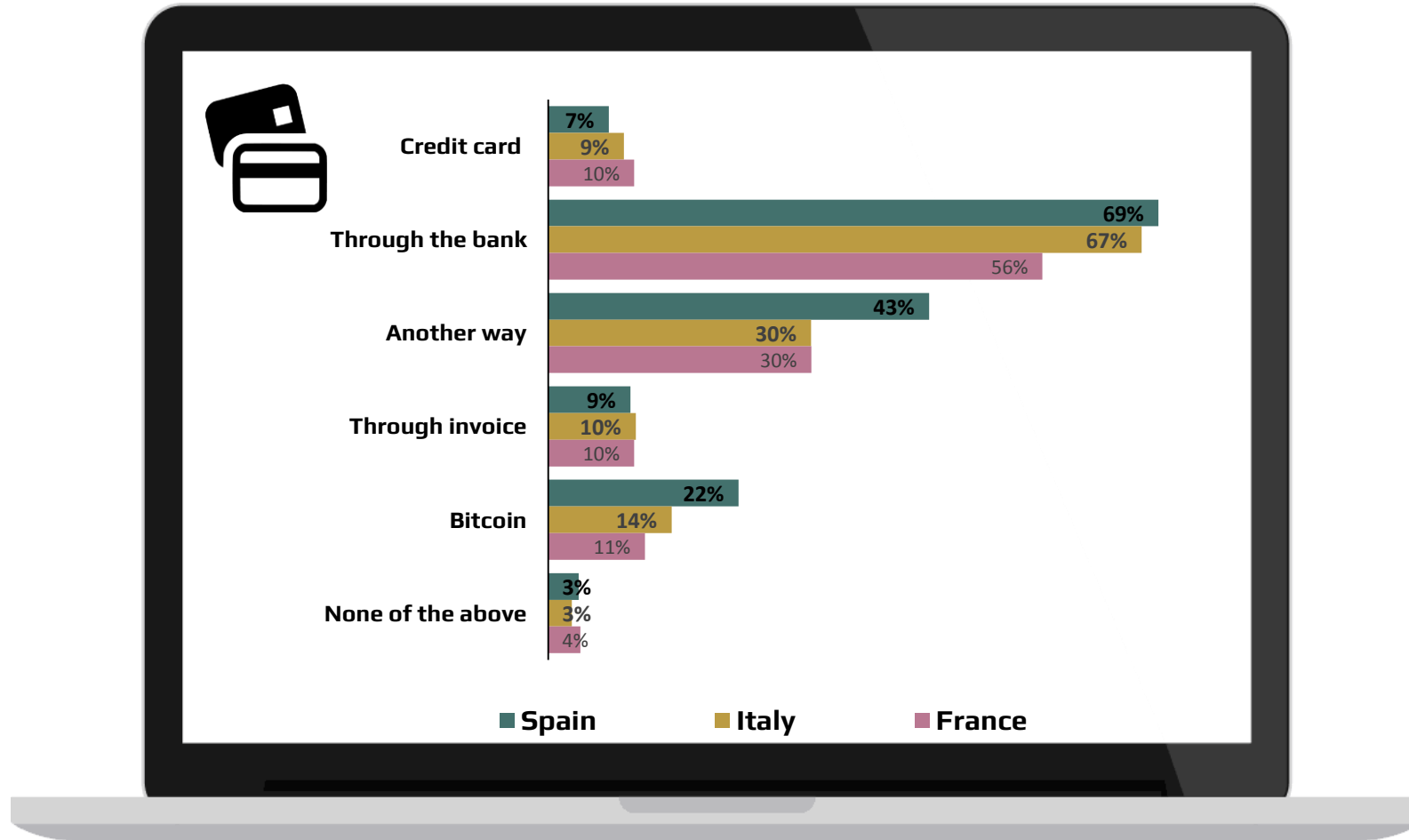
## Comments:

Swish, the mobile payment app was created in December of 2012. In just 3 years it reached 3,7 million users.

In this survey, we see that 7 out of 10 mobile users, have Swish.



# Bank and Credit card payment through mobile phones still dominates in France, Italy and Spain



## Comments:

As we conclude in this story Sweden a digitally matured market where mobile payment has rapidly become a common mean of payment. We will most likely see the same happening in Spain, Italy and France in the upcoming years.

# Mobile user feel fairly secure when they pay using their mobile phone

Percentage that feel very or fairly secure when they pay using their mobile phone



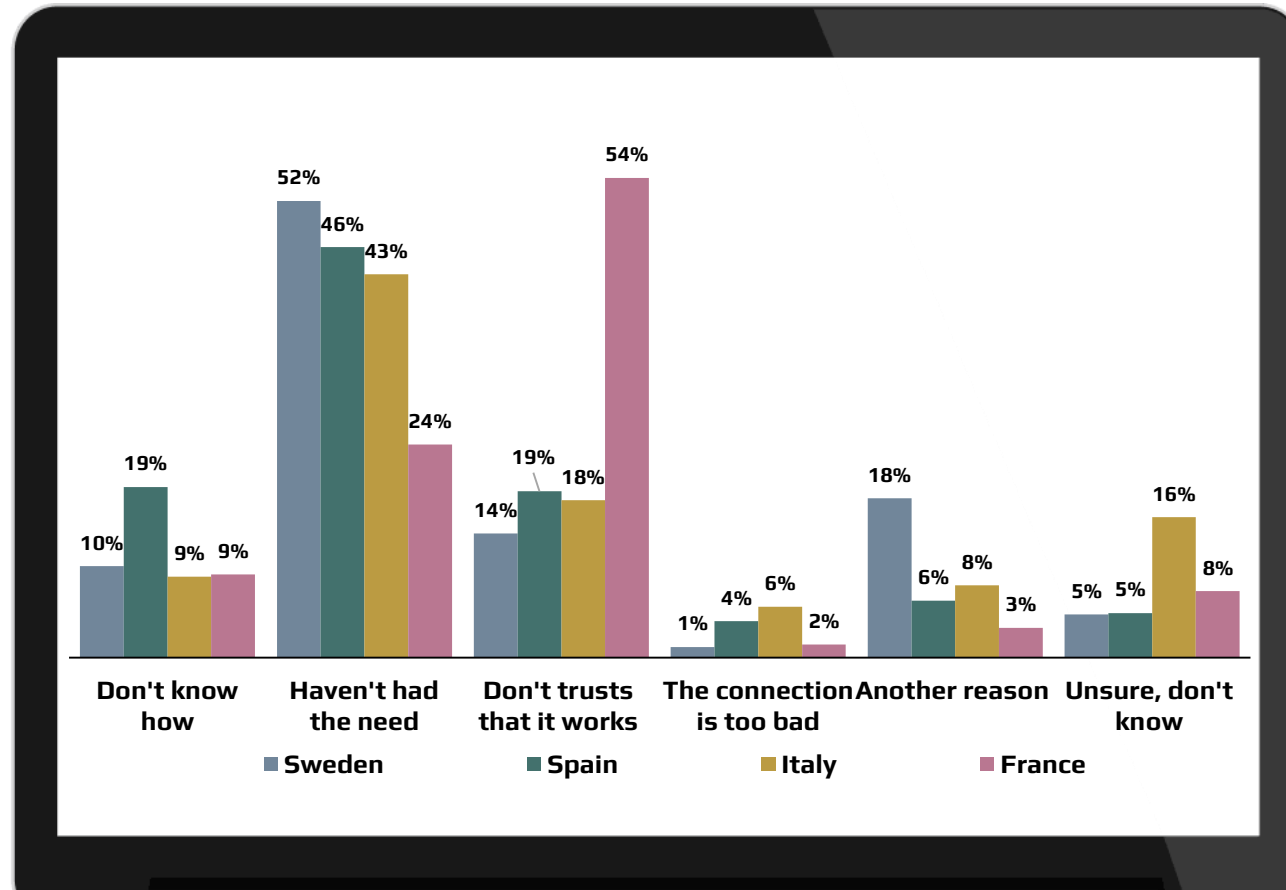
## Comments:

In Sweden 9 out of 10 mobile users feel secure when they use pay using their mobile phone.

In Italy and Spain, the percentage of user is lower.

Out of all digitally connected respondents only 64% state that they feel secure when paying with their mobile phone

# 5 out of 10 French have not used mobile payment because they don't trust how it works



## Comments:

Mobile payment has become a commodity but not a need.

From the graph we see that in Sweden, Italy and Spain between 4 and 5 out of 10 have not used mobile payment because they haven't had the need. While in France 5 out of 10 haven't done it because they don't trust how it works.