

# KS&R'S ENTERCOM LANDSCAPE TRENDS



## THIS TRACKING RESEARCH...

- Provides a unique perspective on the evolving Entercom world including technologies, platforms, services and content
- Tracks practices, preferences, and spending across generational audiences for better market understanding

KS&R's Entercom Landscape Trends research provides insights into a wide array of categories, including:

- Premium video
- Wireless
- Home Internet
- Paid subscription streaming video
- Niche streaming video
- Live TV streaming
- Ad-supported streaming video
- Social media and social video
- Online gaming
- Podcasts
- Streaming music
- Online fantasy sports

## WITH DEEP-DIVES INTO:



### SOCIAL VIDEO

- Reasons for watching videos on social media
- Reasons for choosing social video over other video sources
- Genre/categories of social videos viewed
- Types of social videos viewed
- Time spent watching video content across all sources

### SOCIAL MEDIA

- Social media apps used and most preferred
- Reasons for using specific social media apps
- Activities performed on social media
- Social media apps used to watch video
- Time spent on social media doing specific activities
- Brand accounts followed on social media
- Influencers followed on social media
- Impact of Influencers on purchases



### ONLINE GAMING

- Preferred genres of online games
- Length of typical gaming session
- Preferred online game features
- Gaming consoles owned and favorite to use
- Other devices used to play online games
- Combination of platforms/apps used while playing online games
- Purchases made recently, including in-game purchases
- Impact of online gaming on purchases of Internet speeds, wireless data plans and devices
- e-Sports



### PODCASTS

- Genre/categories of podcasts listened to
- Reasons for listening to podcasts
- When and where podcasts are listened to
- Apps/platforms used to listen to podcasts
- How new podcasts are discovered
- Impact of advertisements in podcasts



### STREAMING MUSIC

- Streaming music platforms/apps used
- Reasons for choosing specific streaming music platforms/apps
- How new music is discovered

### ONLINE FANTASY SPORTS

- Fantasy sports apps used
- Reasons for using fantasy sports apps
- Sports/leagues online fantasy sports app are used for
- Purchase behaviors
- Impact on sports and network programming



### BRANDS & PURCHASE CHANNELS

- Attribute importance when selecting brands
- Channels used to make purchases
- Preferred purchase channels and reasoning
- Influence on household service decisions

## HOT TOPICS

(To be updated each wave to address topics of interest)



Internet speeds perceived sufficient for household activities



Platforms used to access Internet using smartphone



Perceptions of 5G

## DEMOGRAPHICS FOR PROFILING



- Age
- Gender
- Race and ethnicity
- Household makeup
- Employment
- Household income
- Residence type
- Education
- Education level
- Marital status

For more information about KS&R or this study, please contact Mike Bard, Vice President/Principal Entercom Team ([mbard@ksrinc.com](mailto:mbard@ksrinc.com)) or Jen Longo, Entercom Team Project Manager ([jlongo@ksrinc.com](mailto:jlongo@ksrinc.com))

Methodology: Unbranded, online survey fielded through a nationwide panel. 1,000 surveys are collected each month (12,000 surveys collected each year), among consumers ages 13-65. An oversample is collected each month to do a deep-dive on the Generation Z audience (ages 13-24).