

# Peisaj digital în România



Conf. Univ. Dr. Dan Sultanescu

**COMUNICARE ÎN DIGITAL MEDIA**

Sinteza – date despre consumul online din Romania, in context occidental

# Campania in online

Care sunt tipurile de digital  
media?

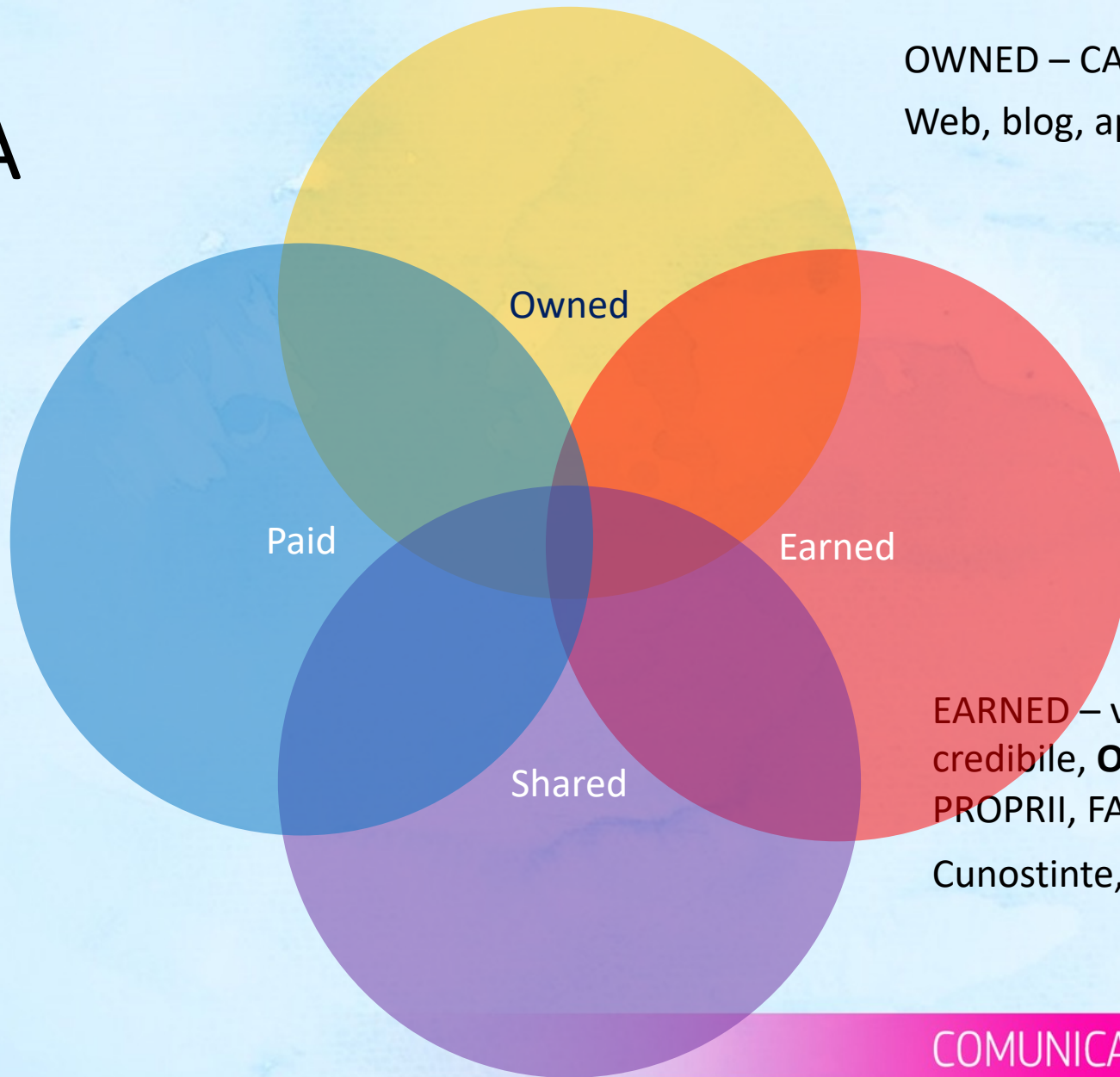


# Tipuri de DIGITAL MEDIA

## PAID – PUBLICITATE PLATITA PE CANALELE ALTORA

Advertising, banners, Ads  
(Google, Facebook, Twitter etc.)

SHARED MEDIA – doar social media



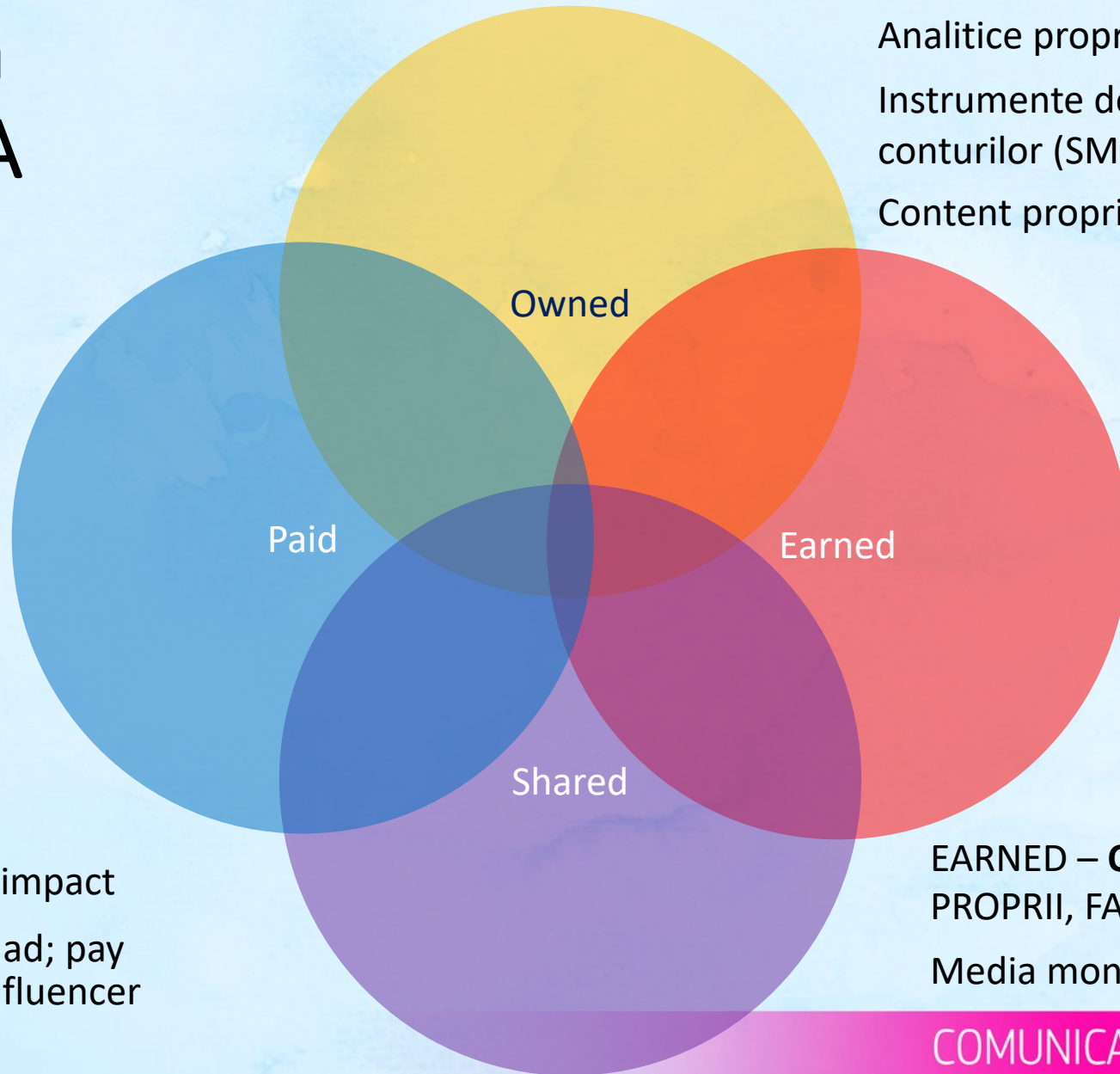
OWNED – CANALE **PROPRII**  
Web, blog, app, social media etc.

**EARNED** – vizibilitate pe canale credibile, **OBTINUTA PRIN EFORTURII PROPRII, FARA PLATA DIRECTA!**

Cunostinte, relatii, media, influenceri

COMUNICARE ÎN DIGITAL MEDIA

# Instrumente in DIGITAL MEDIA



## OWNED – CANALE PROPRII

Analitice proprii

Instrumente de management a conturilor (SM & web)

Content propriu

## PAID + SHARED

Content cumparat

Instrumente de verificat impact

Analitice (web analytics, ad; pay per click; remarketing; influencer marketing; SM ads)

EARNED – **OBTINUTA** PRIN EFORTURII PROPRII, FARA PLATA DIRECTA!

Media monitoring!

COMUNICARE ÎN DIGITAL MEDIA

# DIGITAL MEDIA. Strategii generale

Data Engagement	Owned (& Paid)	Earned
<b>User-to-Content</b>	ACTIVITATEA PROPRIE + RASPUNSURI LA CONTINUTUL PROPRIU	ACTIVITATEA ALTORA + RASPUNSURI LA ACEL CONTINUT

# DIGITAL MEDIA. Instrumente generale

Data Engagement	Owned (& Paid)	Earned
<b>User-to-Content</b>	Instrumentele platformelor folosite (Google Analytics, Facebook Insights, Twitter Analytics) Instrumente ale unor terti – e.g. Zelist Monitor	Date agregate (“Big data”) preluat de la platforme, fie de la terti

# Primul pas

INTELEGEREA CONTEXTULUI!



# Pasii unei strategii de comunicare in digital

Obiectiv strategic  
(CE VREM?)

Ce public atingem?  
(CU CINE VORBIM)

Cu ce continut? (CE  
II SPUNEM)

Cu ce instrumente/  
mecanism? (CUM II  
SPUNEM)

Cum evaluam  
succesul?

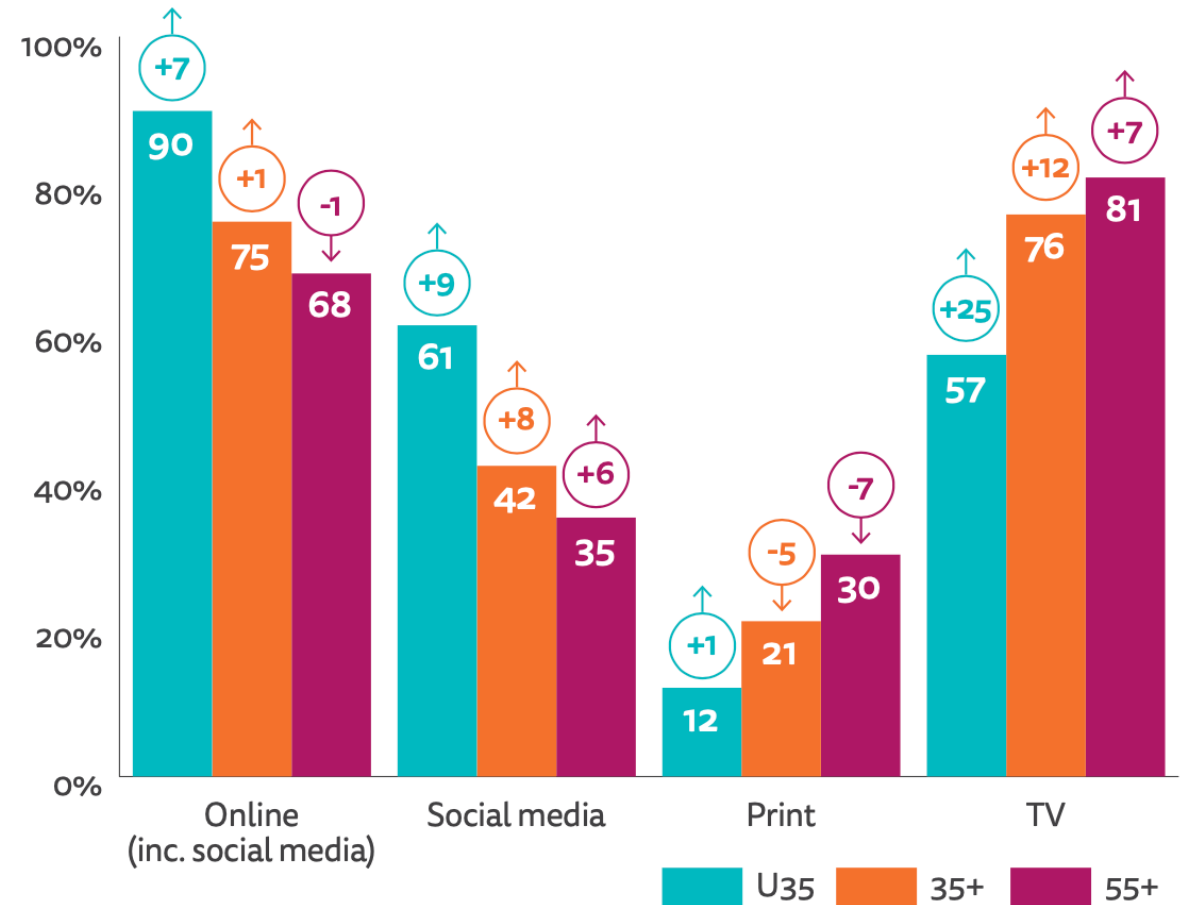


# Cum arată digitalul vs offline

Click on it

Vest.  
Diferente intre  
generatii.  
Consum media  
diferit

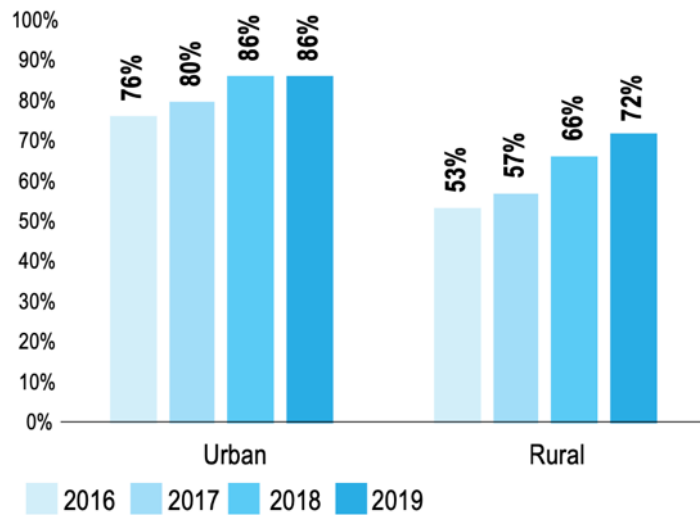
PROPORTION THAT USED EACH AS A SOURCE OF NEWS  
IN THE LAST WEEK (APRIL 2020) – UK



**Q4.** (Apr. 2020). Which of the following have you used in the last week as a source of news?  
Base: U35/35+/55+: UK = 548/1643/923. Note. Showing change from Jan. 2020. Figures adjusted to exclude non-news users for comparability.

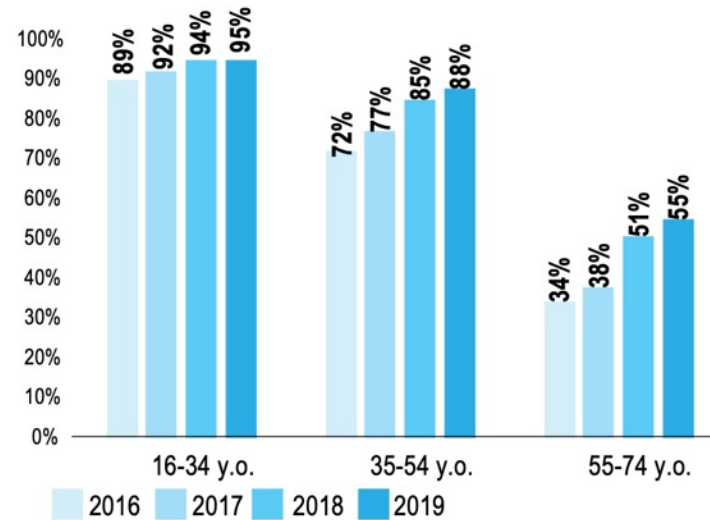
# Romania. Tip localitate, varsta, educatie...

## INTERNET USAGE IN URBAN VS. RURAL



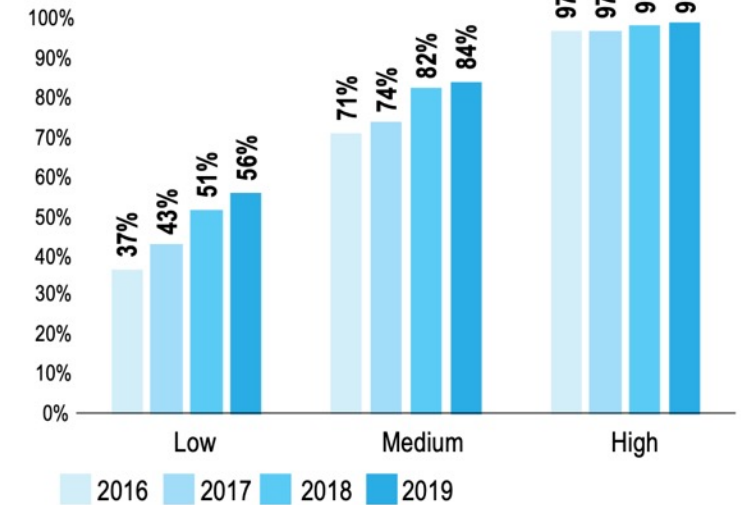
Source: INS | All 16-74 National, last 12 months

## INTERNET USAGE BY AGE GROUPS



Source: INS | All 16-74 National, last 12 months

## INTERNET USAGE BY EDUCATION LEVEL



Source: INS | All 16-74 National, last 12 months

# DE UNDE LUAM DATE?

Surse gratis!

# Info utile



**SATI**

Studiul de Audiența și Trafic Internet

*Initiative*

**eurostat**  
Statistics Explained



CENTRAL  
INTELLIGENCE  
AGENCY



1. <http://https://www.similarweb.com>
2. <https://www.brat.ro/sati/rezultate/type/site/page/1/c/all>
3. <https://www.alexa.com/siteinfo>
4. <https://www.internetworldstats.com/>
5. <https://www.slideshare.net/DataReportal/digital-2019-romania-january-2019-v01>
6. <https://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx>
7. <https://data.worldbank.org/indicator/IT.NET.USER.ZS?locations=RO>
8. <https://www.cia.gov/library/publications/the-world-factbook/geos/ro.html>
9. <https://socialblade.com/>
10. [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Digital economy and society statistics - households and individuals/ro](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Digital_economy_and_society_statistics_-_households_and_individuals/ro)
11. <http://www.insse.ro/cms/ro/content/accesul-popula%C5%A3iei-la-tehnologia-informa%C5%A3iilor-%C5%9Fi-comunica%C5%A3iilor-%C3%AEn-anul-2019>
12. <http://www.mediafactbook.ro/preview>
13. <https://www.pewresearch.org/internet/>
14. <http://www.digitalnewsreport.org/>
15. <https://www.facebook.com/ads/audience-insights/>
16. <http://www.worldvaluessurvey.org/WVSONline.jsp>
17. <https://soovle.com/>

COMUNICARE ÎN DIGITAL MEDIA

# Romania in prezent

# De la “Dracula’s country” ...



COMUNICARE ÎN DIGITAL MEDIA

# ... la tara cu Internet foarte rapid

## Romania among EU countries with highest internet speed for households



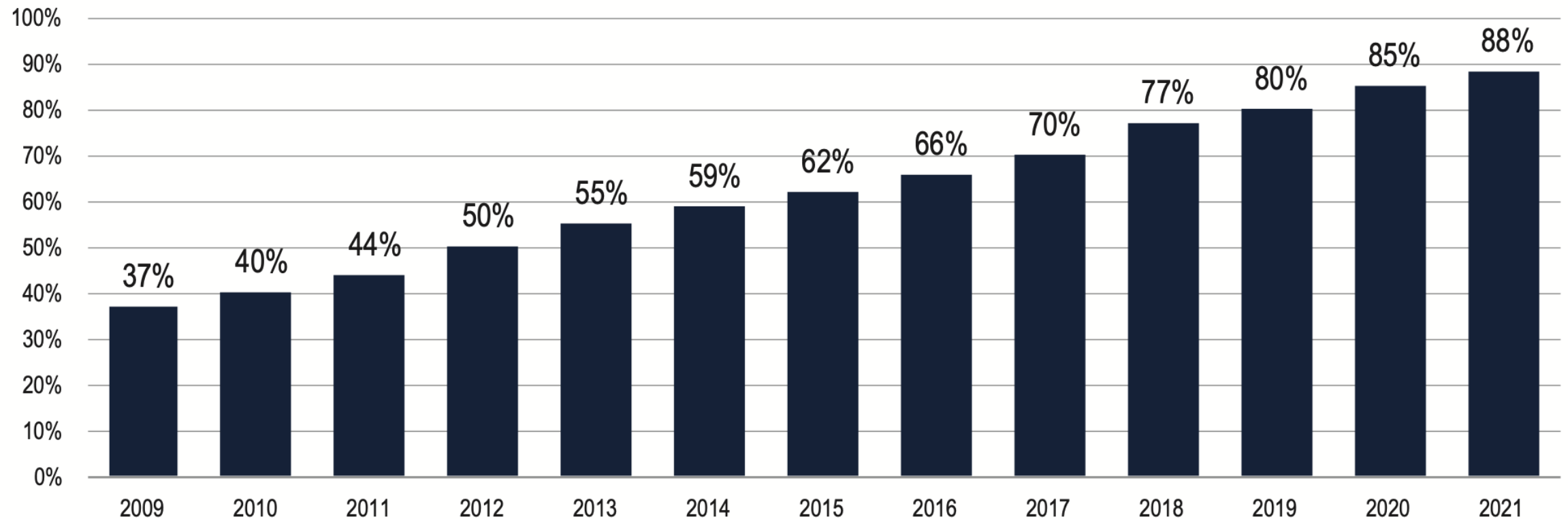
Romania's internet infrastructure is highly developed and competitive, boasting the top connection speed in the region, while also coming in 14th out of 182 countries by average fixed broadband speed, with 123.31 Mbps in August 2022, twice faster than the global 69.14 Mbps average.

In addition to coverage, Romania has [one of the cheapest high-speed broadband](#) internet connections in the world, at just EUR 8 per month for download speeds of up to 1 Gbps. The biggest local internet providers have offers that start at 300 Mbps for roughly EUR 6.



# Cresterea impactului digital

## INTERNET PENETRATION IN ROMANIA



Source: Eurostat | Internet use by individuals aged 16 to 74 in the last 12 months - whether at home, at work or from anywhere else and whether for private or work/business related purposes

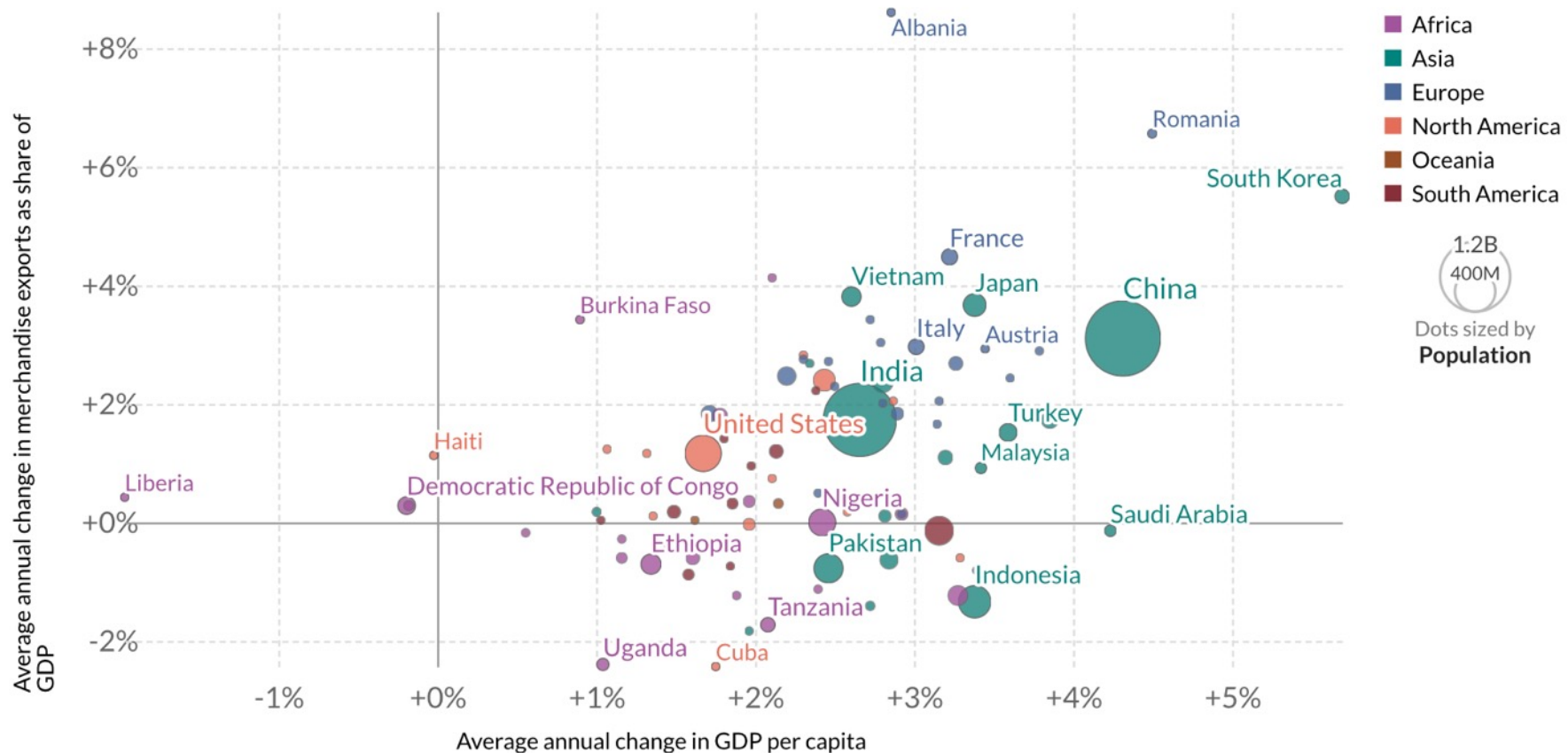
# O economie in crestere

## Growth of GDP and trade, 1945 to 2014

Average annual change in real GDP per capita vs Average annual change in exports as share of GDP

Our World  
in Data

Select countries



Romania, one of the fastest growing economy in the world, in the last 70 years, together with China or South Korea

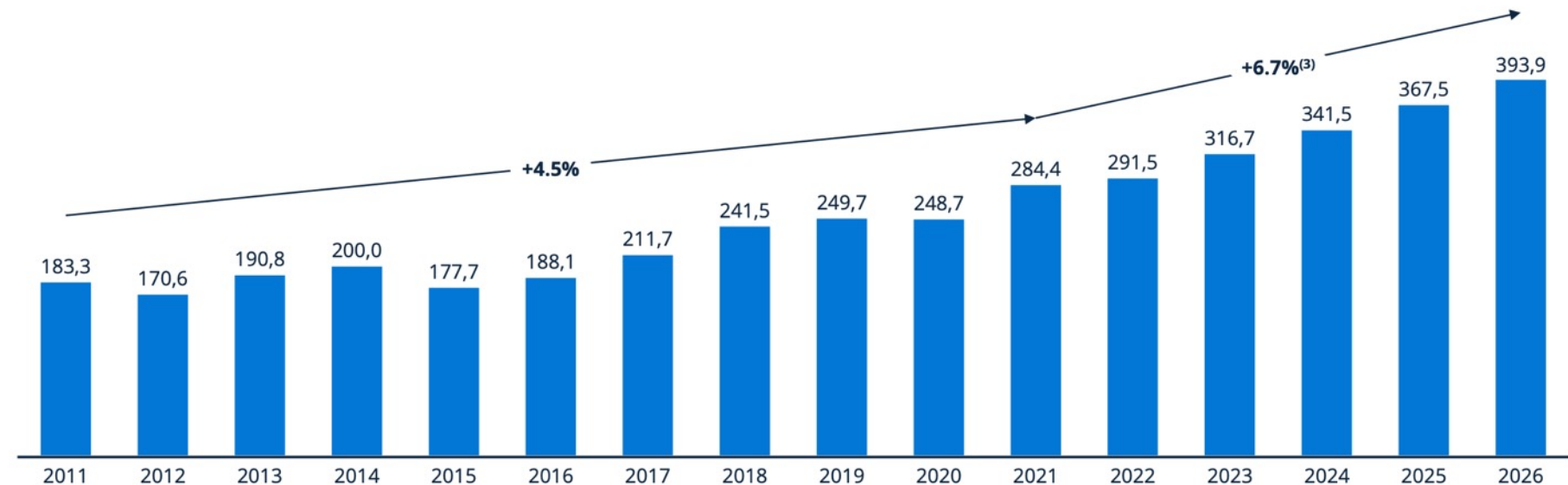
RE ÎN DIGITAL MEDIA

# Ritmul de crestere va continua

Current GDP is forecast to increase by 6.7% p.a. from 2021 to 2026

Economic Conditions: Current GDP (1/3)

Current GDP<sup>(1)</sup> in billion US\$<sup>(2)</sup>

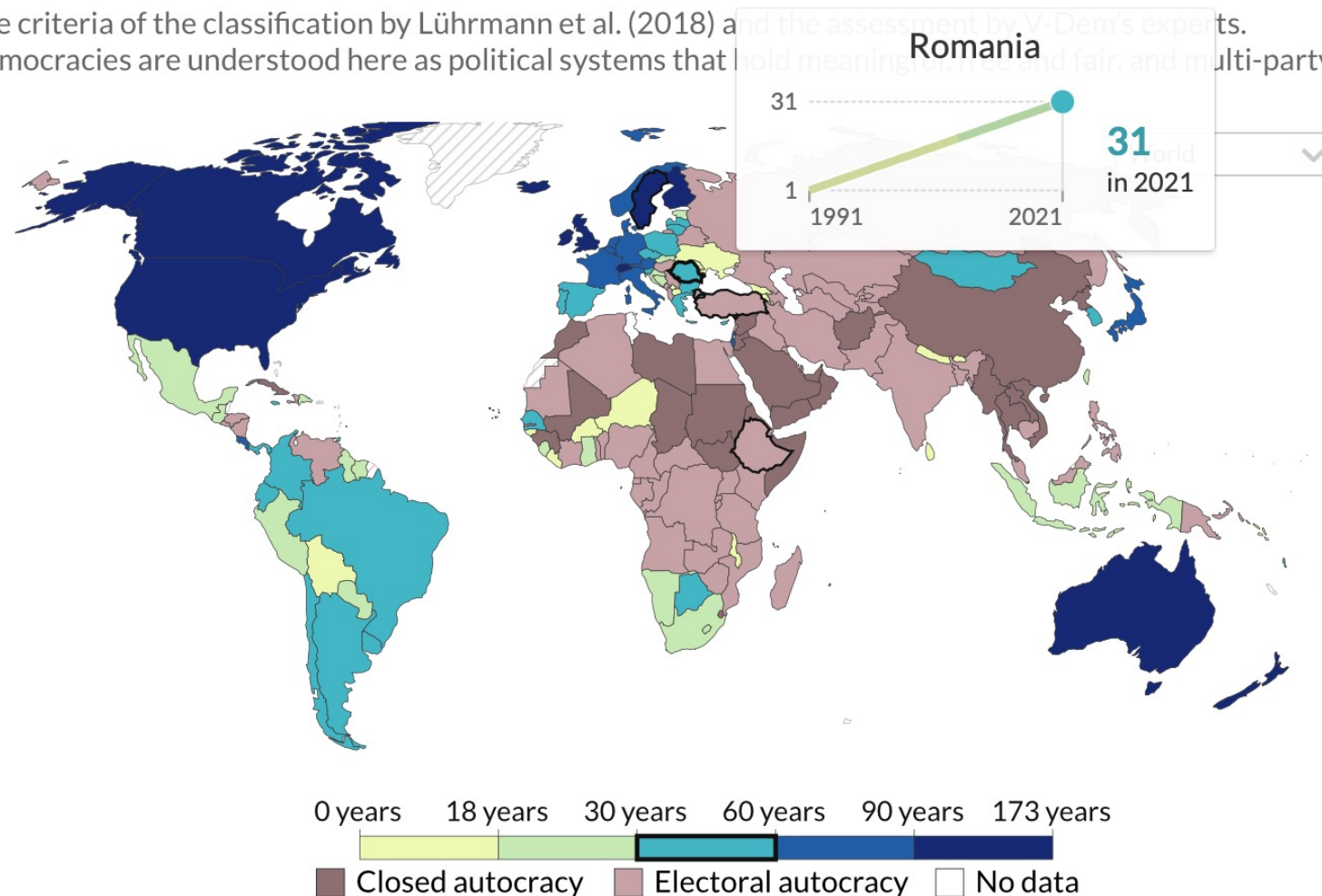


21 | Notes: (1) Gross domestic product (GDP) is the sum of gross value added by all resident producers in the economy plus any product taxes and minus any subsidies not included in the value of the products (2) Current US\$, see glossary for definition of current and constant US\$ (3) CAGR: Compound Annual Growth Rate / average growth rate per year  
Sources: Statista, based on [IME](#); [World Bank](#); [European Commission](#); [OECD](#); [ADB](#) as of Q1 2022

# Democratie tanara

## Age of electoral democracy, 2021

Based on the criteria of the classification by Lührmann et al. (2018) and the assessment by V-Dem's experts. Electoral democracies are understood here as political systems that hold meaning for free and fair, and multi-party elections.



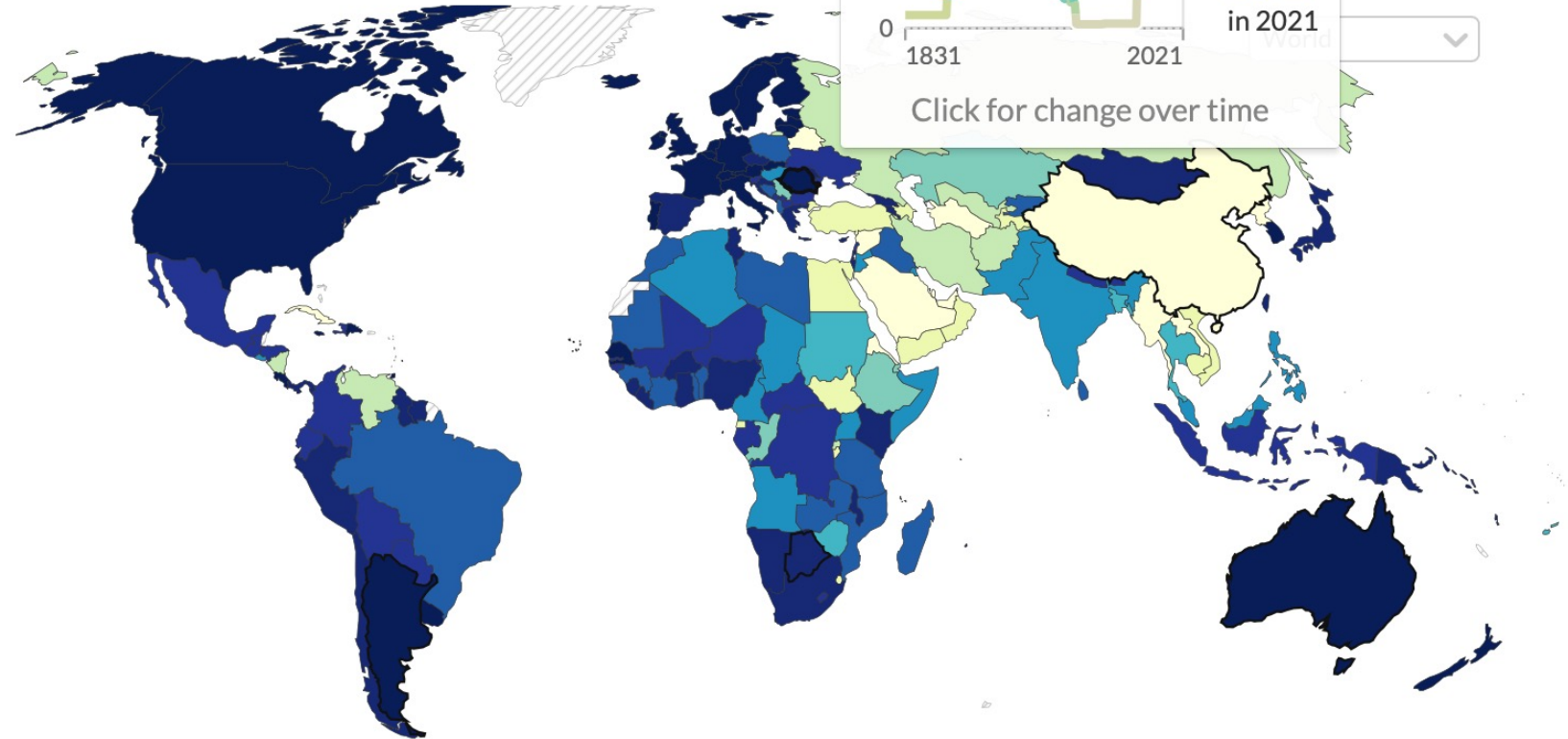
Romania = young democracy, with just over 30 years of experience

# Libertate de expresie

## Freedom of expression, 2021

Based on the expert assessments and index by V-Dem. It captures the extent to which people can voice their views and the media presents different political perspectives. It ranges from 0 to 1 (almost free).

Our World  
in Data



Romania = right now, one of the countries with strong freedom of expression



Source: OWID based on V-Dem (v12)

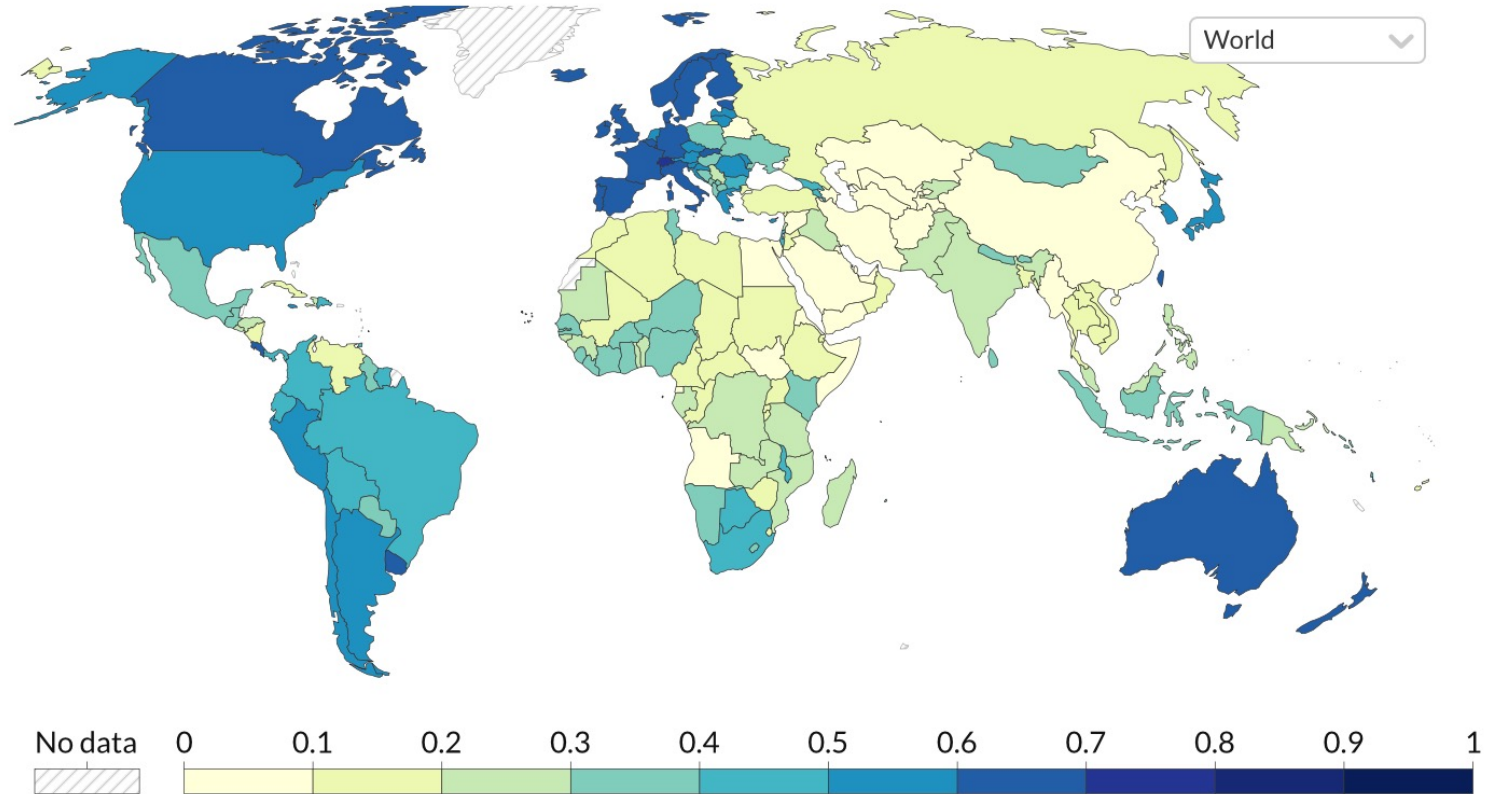
OurWorldInData.org/democracy • CC BY

# Nivel ok de participare

## Participatory democracy, 2021

Based on the expert assessments and index by V-Dem. It combines information on voting rights, the freedom and fairness of elections, freedoms of association and expression, as well as the extent to which citizens can engage in regional and local government, civil society organizations, and direct democracy. It ranges from 0 to 1 (most democratic).

Our World  
in Data



Romania = a country with civic engagement, almost similar with Western democracies

Source: OWID based on V-Dem (v12)

OurWorldInData.org/democracy • CC BY

# Cum arata consumul online?

Romania vs Restul lumii

# Online vs alte media

JAN 2021

## DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL POPULATION



**7.83**  
BILLION

URBANISATION:  
**56.4%**

UNIQUE MOBILE PHONE USERS



**5.22**  
BILLION

vs. POPULATION:  
**66.6%**

INTERNET USERS\*



**4.66**  
BILLION

vs. POPULATION:  
**59.5%**

ACTIVE SOCIAL MEDIA USERS\*



**4.20**  
BILLION

vs. POPULATION:  
**53.6%**

JAN 2021

## ROMANIA

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

⚠ CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



ROMANIA

TOTAL POPULATION



**19.18**  
MILLION

URBANISATION:  
**54.3%**

MOBILE CONNECTIONS



**26.00**  
MILLION

vs. POPULATION:  
**135.6%**

INTERNET USERS



**15.49**  
MILLION

vs. POPULATION:  
**80.7%**

ACTIVE SOCIAL MEDIA USERS



**12.00**  
MILLION

vs. POPULATION:  
**62.6%**

COMUNICARE ÎN DIGITAL MEDIA



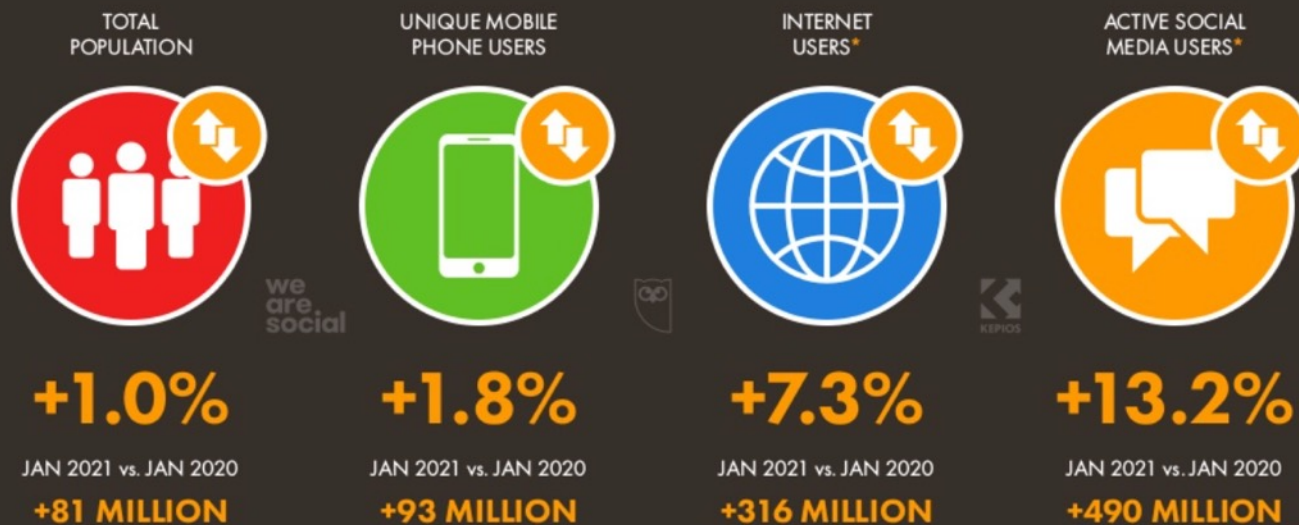
# Dinamica pe glob (sus) vs dinamica in Romania (jos)

JAN 2021

## GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN DIGITAL ADOPTION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

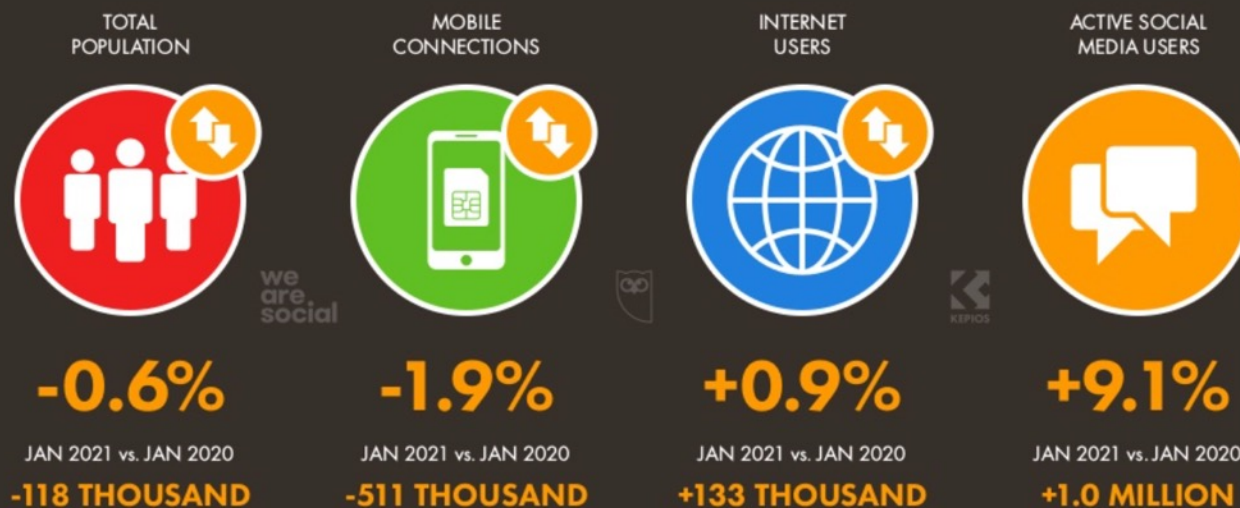


JAN 2021

## ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY INDICATORS OF DIGITAL ADOPTION

**⚠** CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



# Device usage - ROMANIA

JAN  
2021

## DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT OWNS EACH KIND OF DEVICE



ROMANIA

MOBILE PHONE  
(ANY TYPE)



97.2%



SMART  
PHONE



97.0%

GWI.

NON-SMARTPHONE  
MOBILE PHONE



9.0%



LAPTOP OR DESKTOP  
COMPUTER



86.0%

GWI.

TABLET  
DEVICE



43.2%

TV STREAMING  
STICK OR DEVICE



9.7%

GWI.

GAMES  
CONSOLE



18.9%

we  
are  
social

SMART HOME  
DEVICE



7.8%

GWI.

SMART WATCH  
OR WRISTBAND



23.9%



VIRTUAL  
REALITY DEVICE



2.8%

COMUNICARE ÎN DIGITAL MEDIA

# Time spent...

JAN  
2021

## DAILY TIME SPENT ON MEDIA

THE AVERAGE DAILY TIME\* THAT INTERNET USERS AGED 16 TO 64 SPEND ON DIFFERENT KINDS OF MEDIA AND DEVICES



ROMANIA

TIME SPENT USING THE  
INTERNET (ALL DEVICES)



7H 26M



TIME SPENT WATCHING TELEVISION  
(BROADCAST AND STREAMING)



3H 20M



TIME SPENT USING  
SOCIAL MEDIA



2H 16M

GWI.

TIME SPENT READING PRESS MEDIA  
(ONLINE AND PHYSICAL PRINT)



1H 22M

TIME SPENT LISTENING TO  
MUSIC STREAMING SERVICES



1H 10M

GWI.

TIME SPENT LISTENING  
TO BROADCAST RADIO



1H 23M

we  
are  
social

TIME SPENT LISTENING  
TO PODCASTS



0H 30M



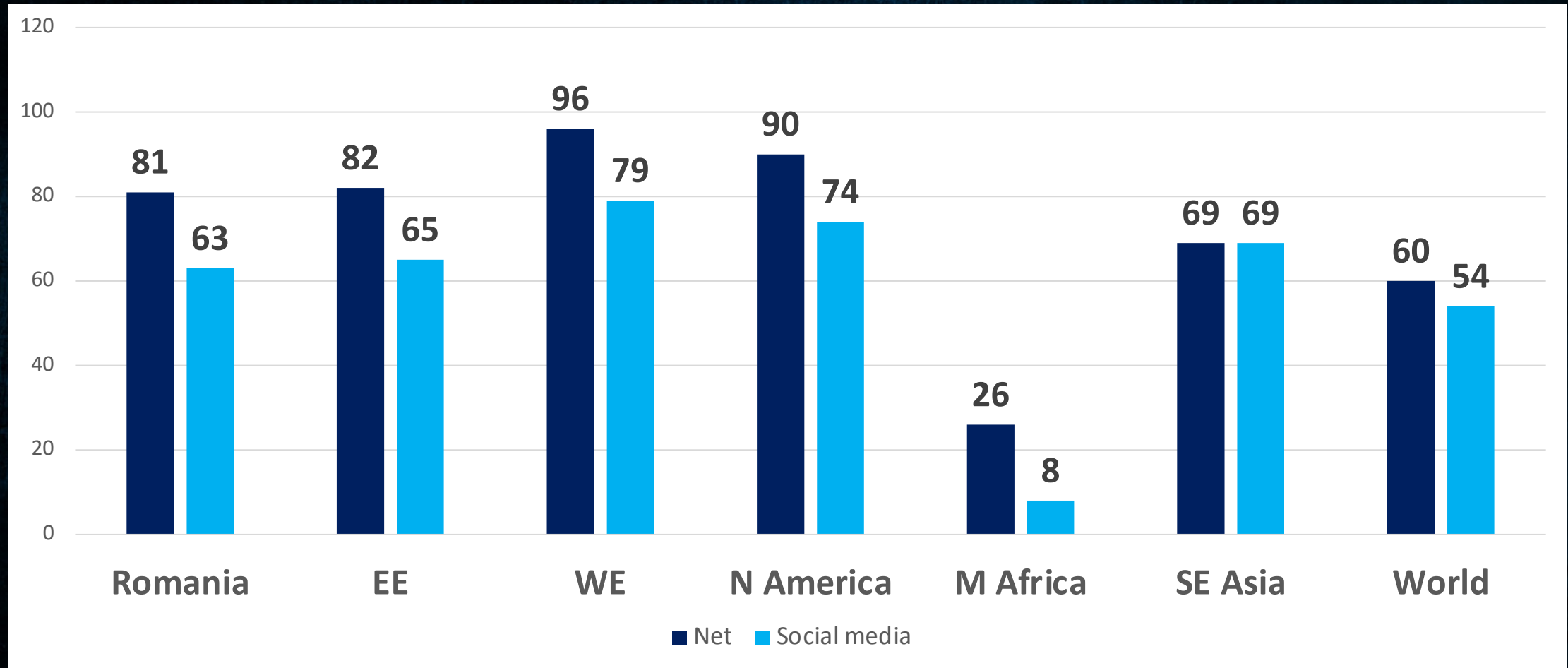
TIME SPENT PLAYING VIDEO  
GAMES ON A GAMES CONSOLE



0H 33M

MEDIA

# Online vs alte media. RO vs WEST



# Romania vs the US. Social media use



**39%**



**SHARE NEWS**

via social, messaging  
or email

## TOP SOCIAL MEDIA AND MESSAGING

Rank	Brand	For News	For All
1	Facebook	63% (+3)	81%
2	YouTube	36% (-2)	75%
3	WhatsApp	31% (+3)	72%

Rank	Brand	For News	For All
4	Facebook Messenger	20% (+1)	53%
5	Instagram	14% (+1)	39%
6	TikTok	10% (+3)	30%



**30%**



**SHARE NEWS**

via social, messaging  
or email

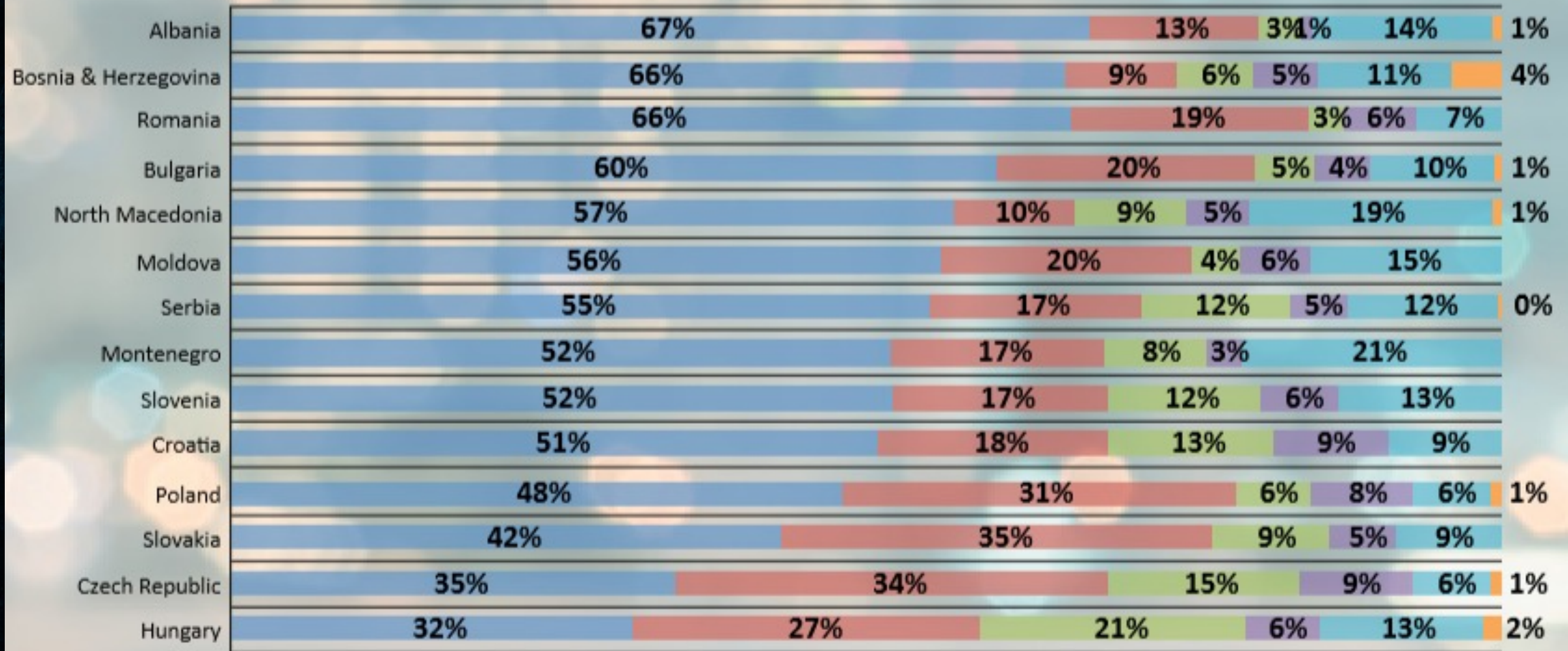
## TOP SOCIAL MEDIA AND MESSAGING

Rank	Brand	For News	For All
1	Facebook	28% (-)	58%
2	YouTube	19% (-4)	58%
3	Twitter	11% (-2)	20%

Rank	Brand	For News	For All
4	Facebook Messenger	8% (-1)	39%
5	Instagram	7% (-1)	30%
6	Reddit	4% (-1)	12%

# RO vs Estul Europei

2018 Media mix in CEE Markets

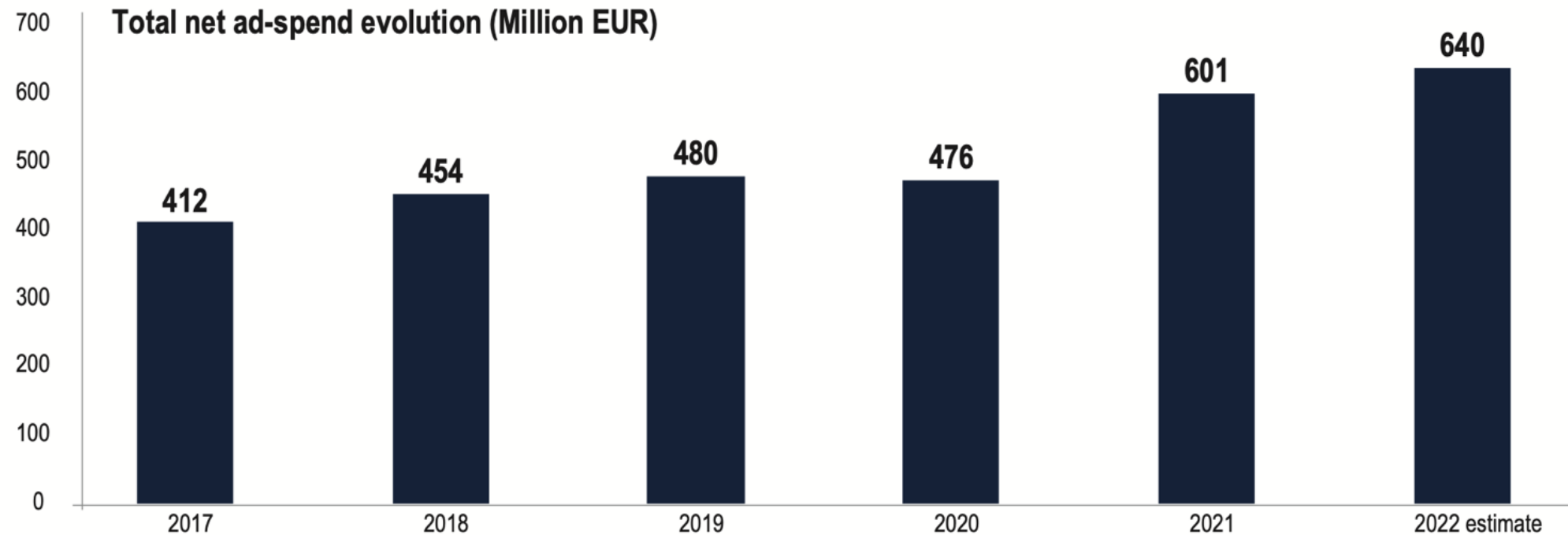


Source: IPG Mediabrands local agencies

TV Digital Print Radio OOH Other

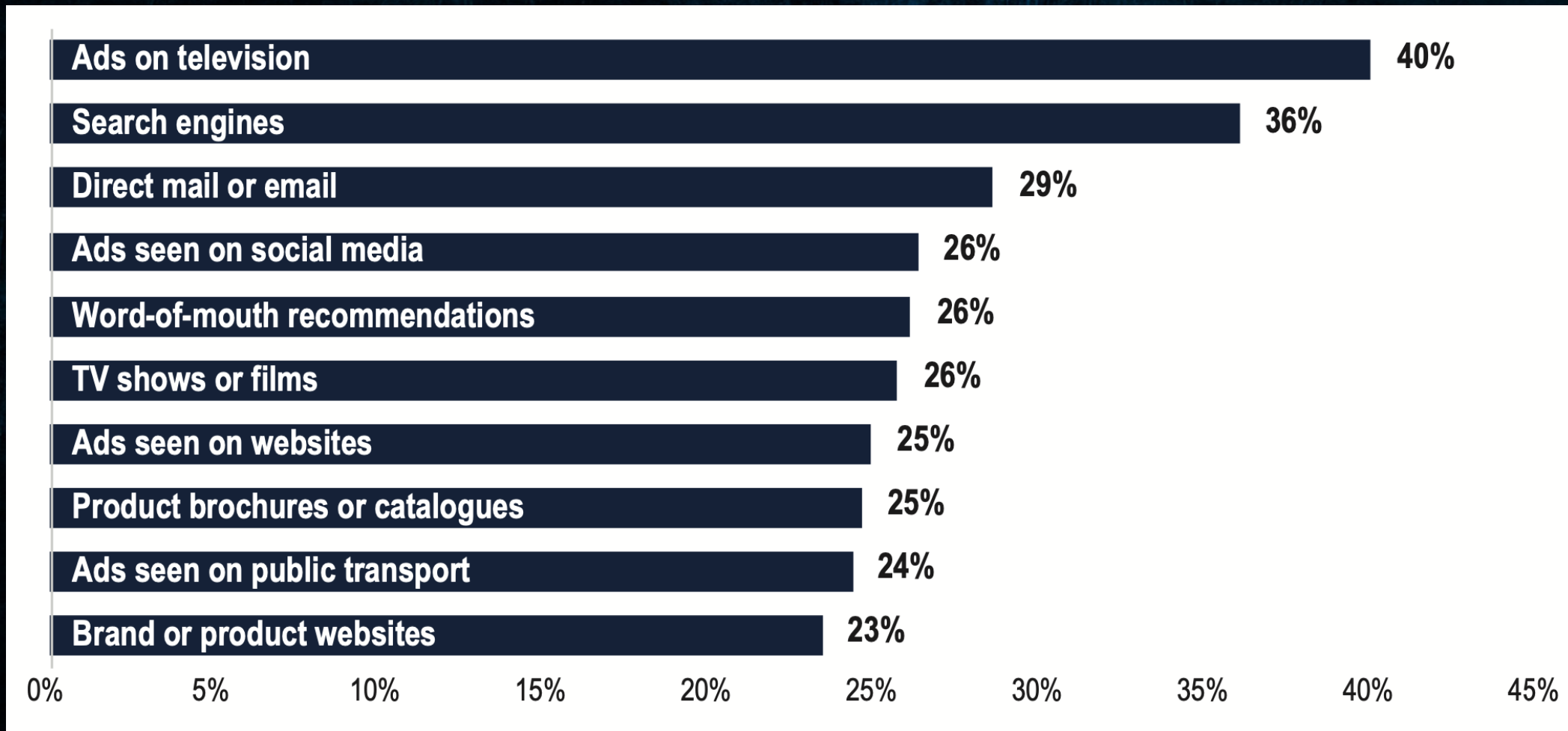
# Evolutie bugete publicitate media in Romania

**Chart 01:** 2017-2022 ESTIMATED TOTAL NET AD-SPEND BY MEDIA (Million Euro)



Source: Initiative estimates

# Romania - Brand discovery still dominated by TV

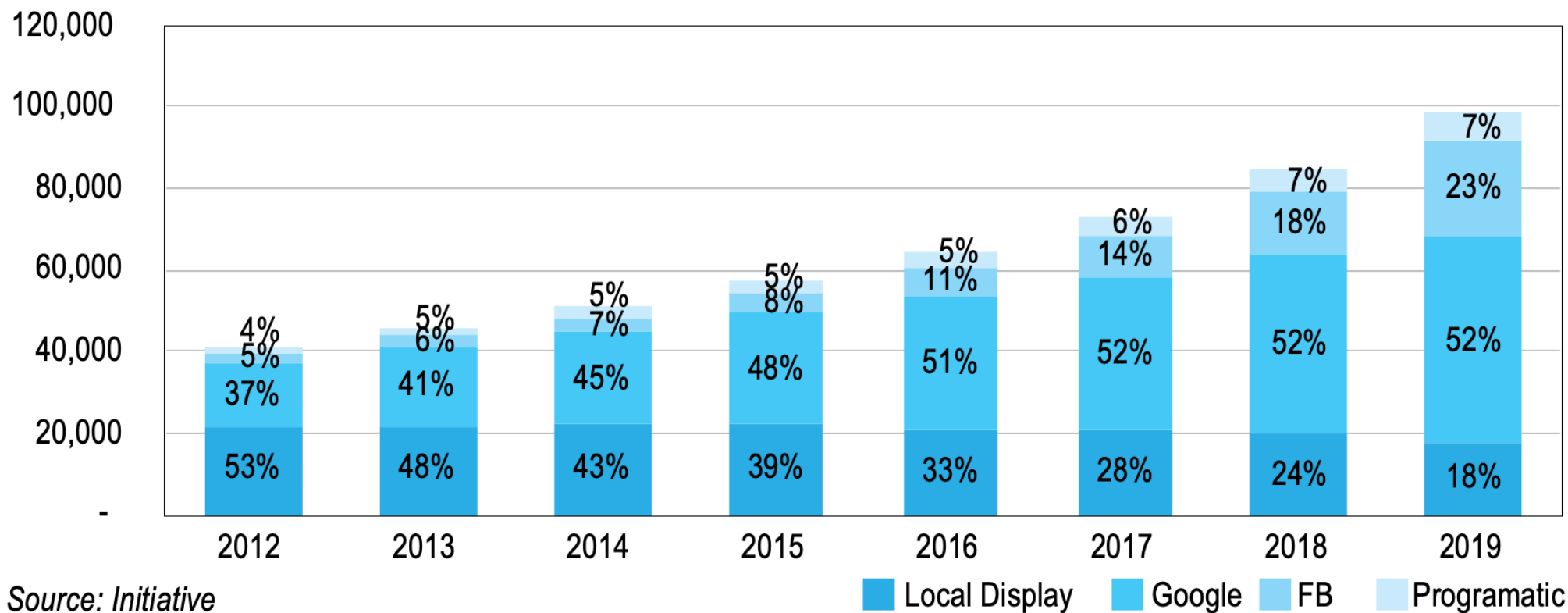


Source: Initiative estimates



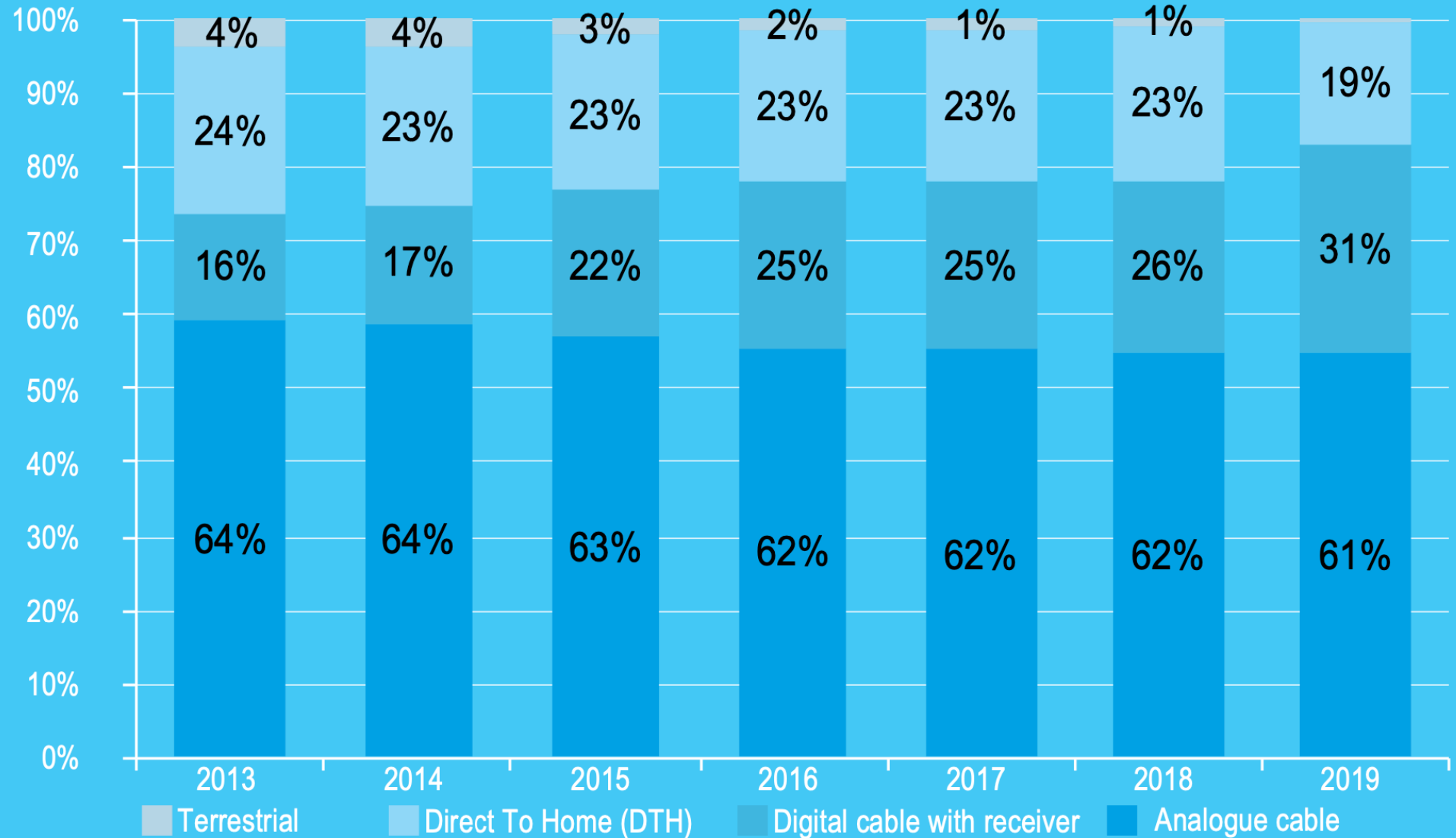
# Online RO – conteaza Facebook si Google

## BUDGET SPLIT - PLATFORMS ('000 EURO)



Source: Initiative

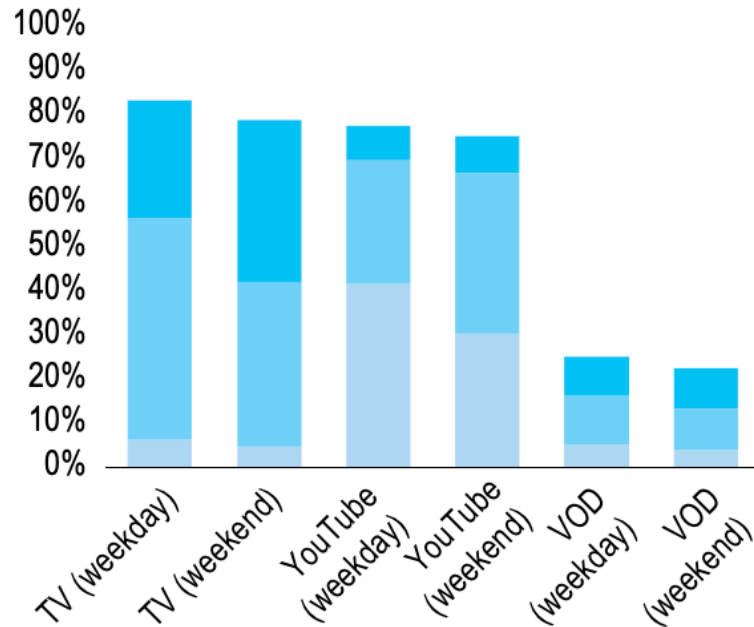
# TV – tip receptie; nu DIGITAL!



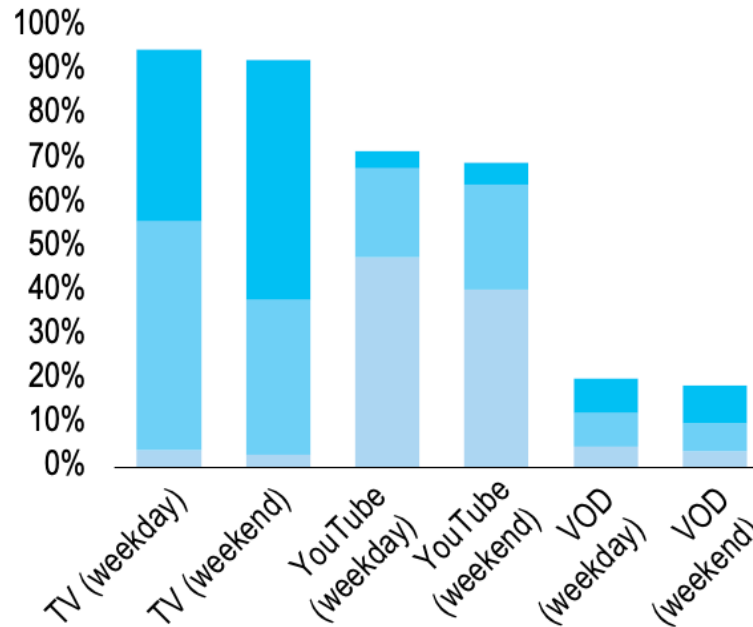
Source: Kantar Media Romania, Establishment Survey

# TV vs online – diferite generationale

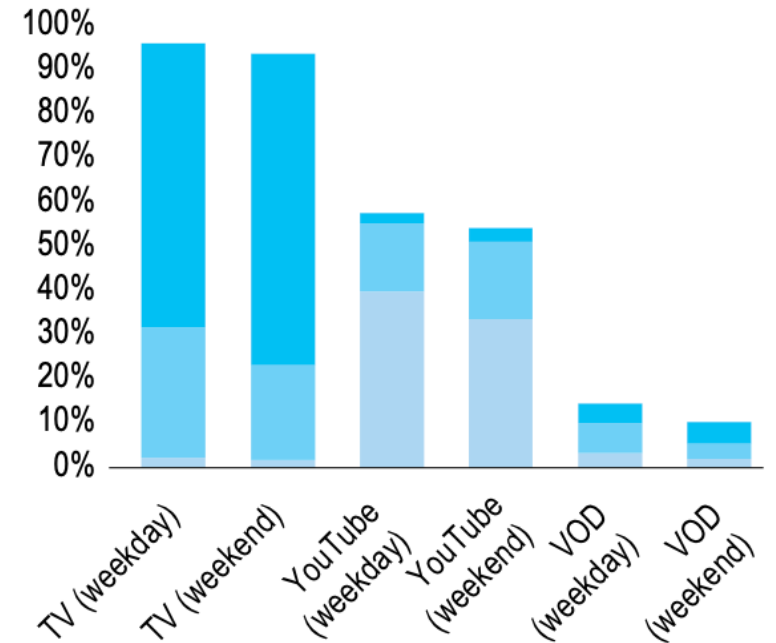
## 16-34 Y.O.



## 35-54 Y.O.



## 55-74 Y.O.



Source: FOCUS CAPI IAN19-IAN20, National Weighted sample | All 16-74 Online Population

< 1h 1-3h 3h+

# Destinatii uzuale in online?

ROMANIA

# Peisajul digital românesc

- Ce platforme relevante sunt în România?

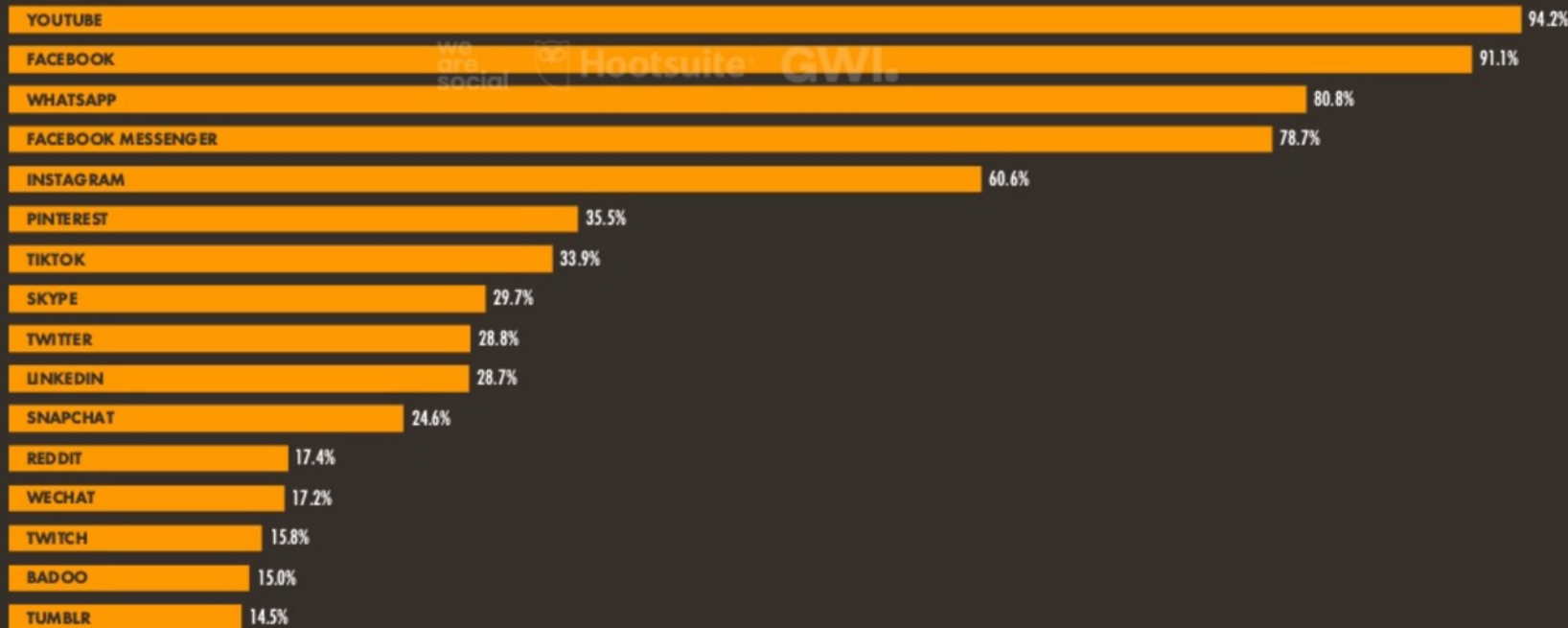
JAN 2021

## MOST-USED SOCIAL MEDIA PLATFORMS

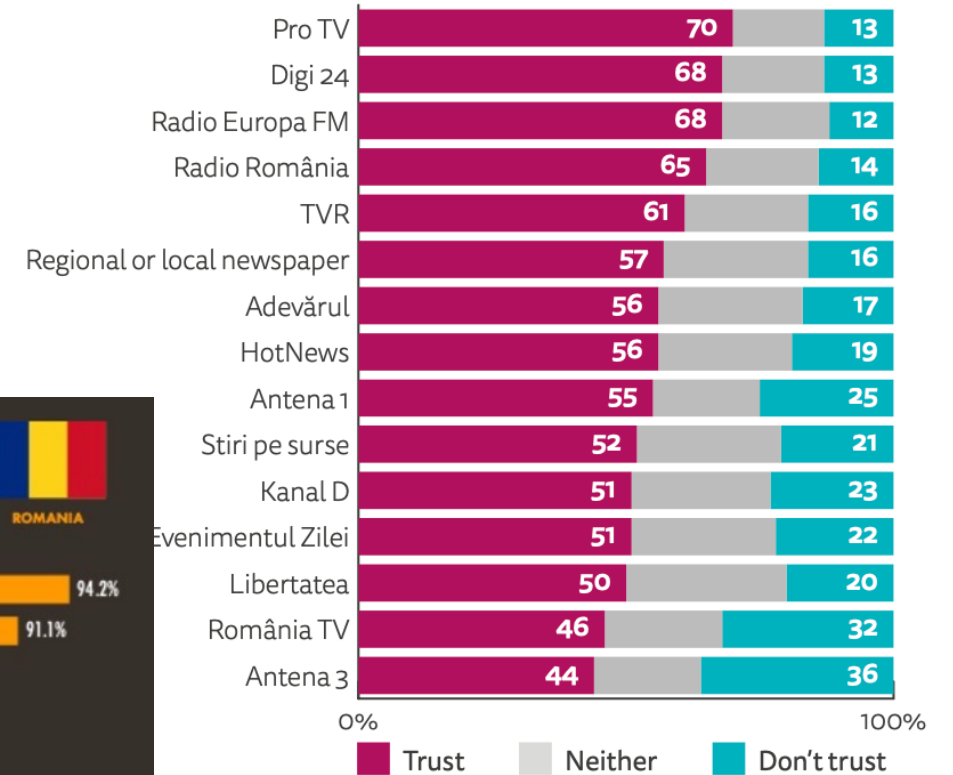
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



ROMANIA



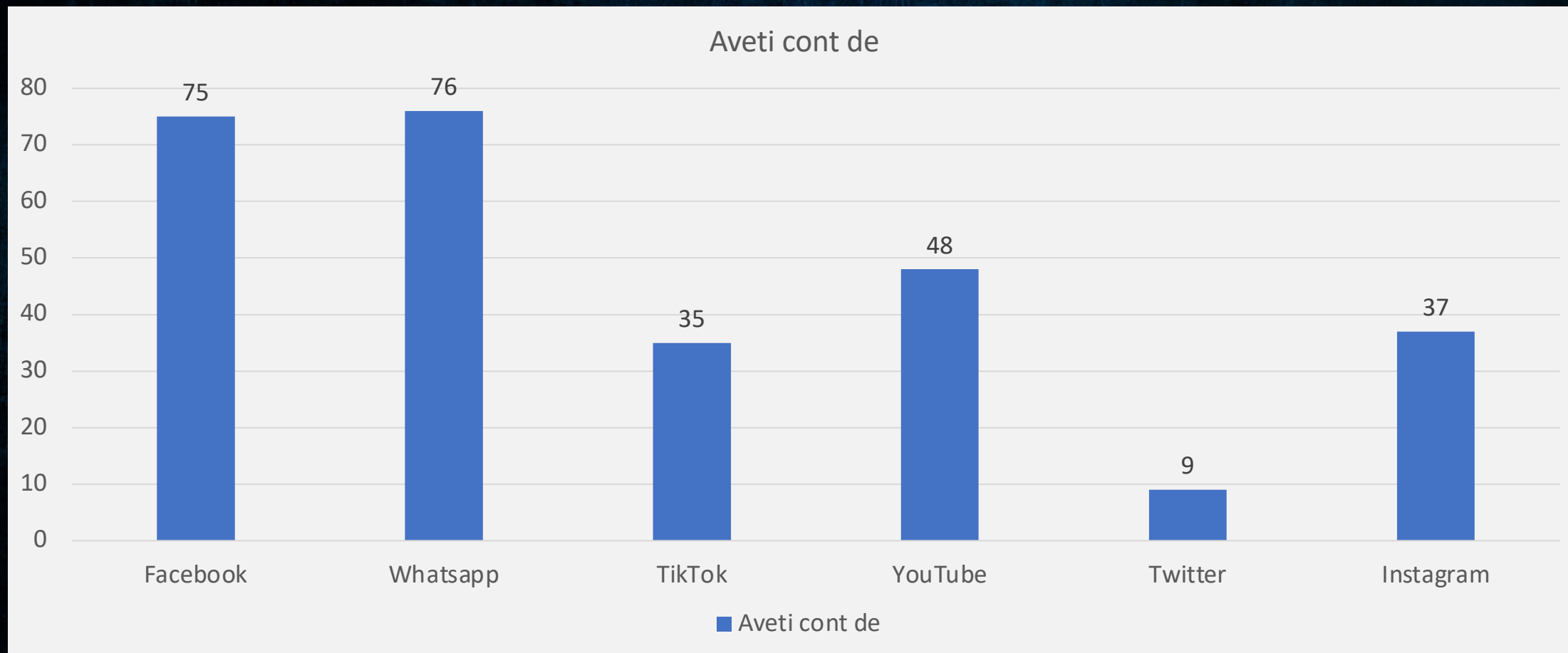
## BRAND TRUST SCORES



Trust = % scored 6-10 on 10-point scale. Don't trust = 0-4, Neither = 5. Brands that haven't heard of each brand were excluded. Only the above brands were included in the survey so should not be treated as a list of the most trusted brands.

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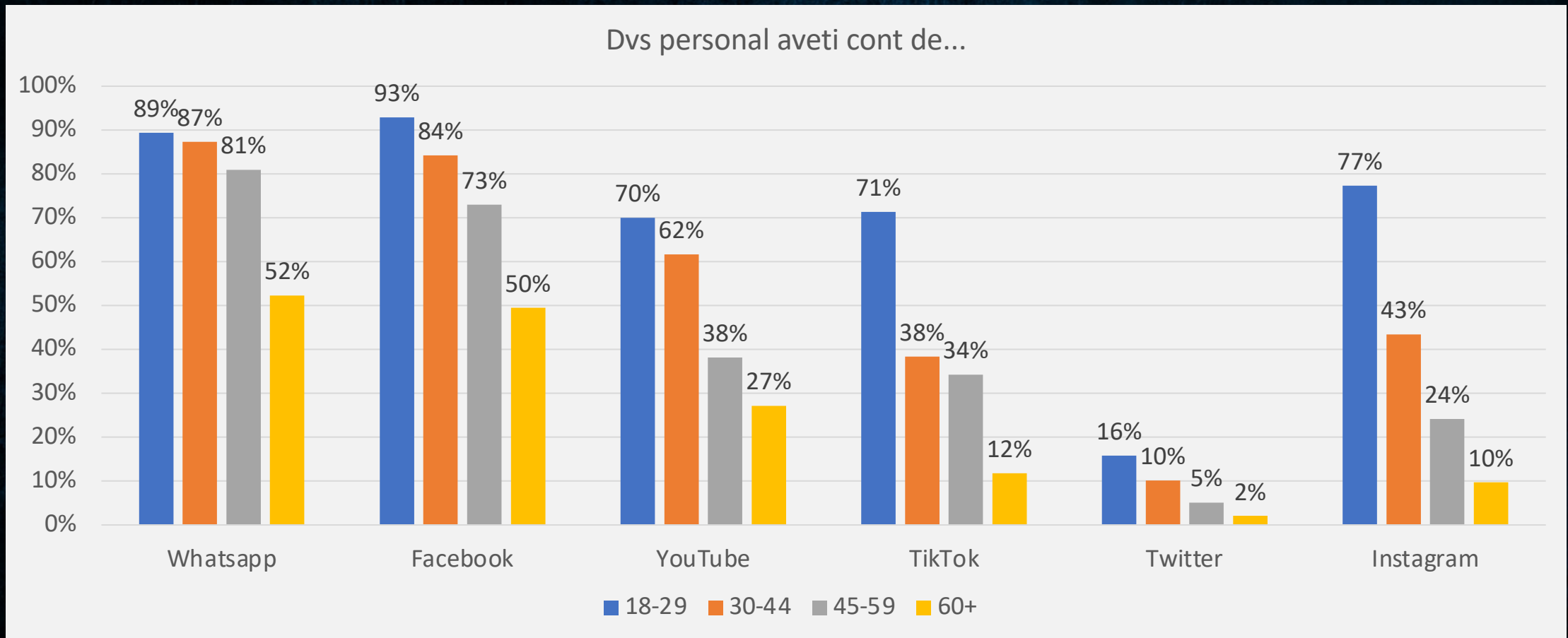
# Acces la social media (martie 2023)



Sursa: Sondaj CPD, 2023

COMUNICARE ÎN DIGITAL MEDIA

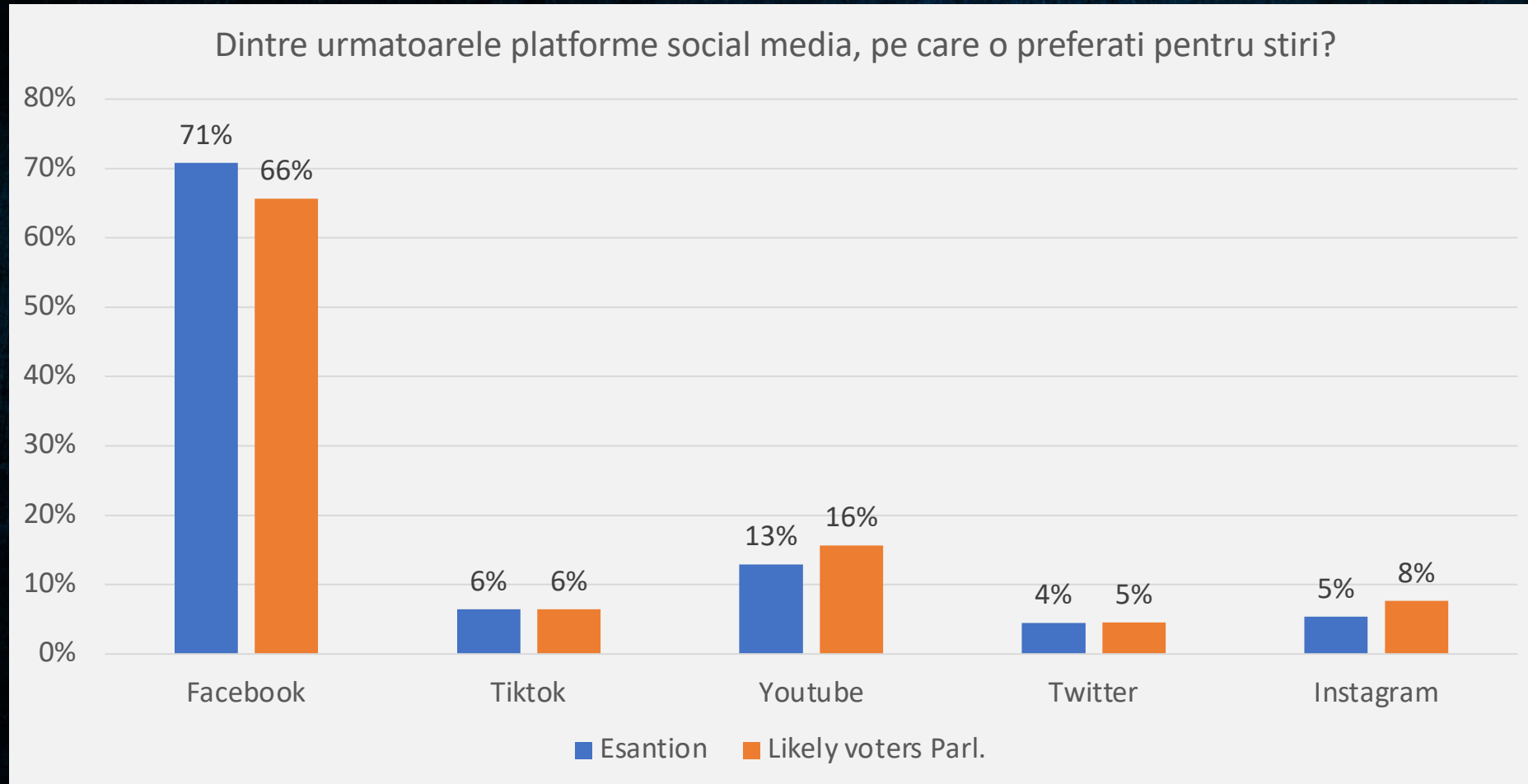
# Diferente pe varste!



Sursa: Sondaj CPD, 2023

COMUNICARE ÎN DIGITAL MEDIA

# Social media – preferat pentru stiri (martie 2023)



Sursa: Sondaj CPD, 2023



# Ce surse se urmaresc – TV vs online (2022)

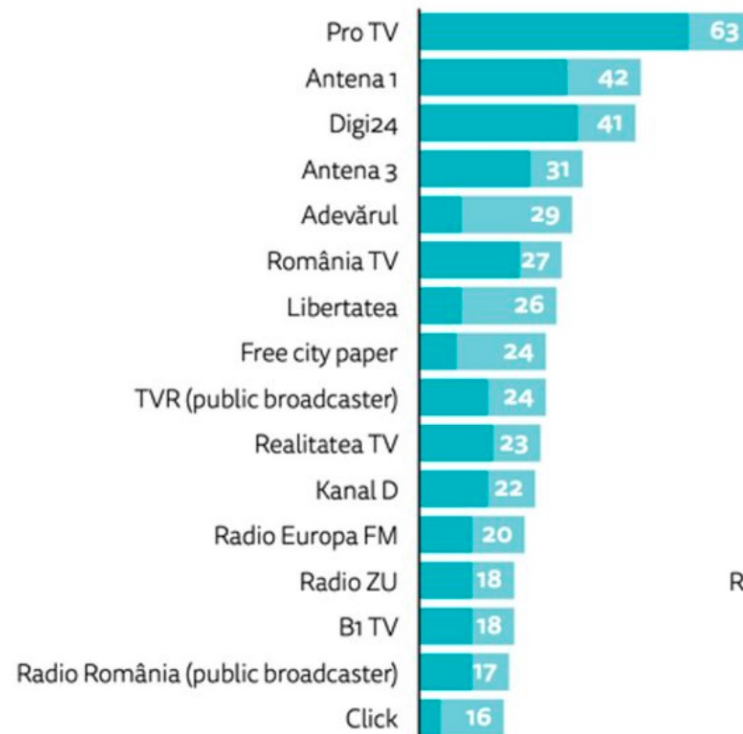
## WEEKLY REACH OFFLINE AND ONLINE

### TOP BRANDS

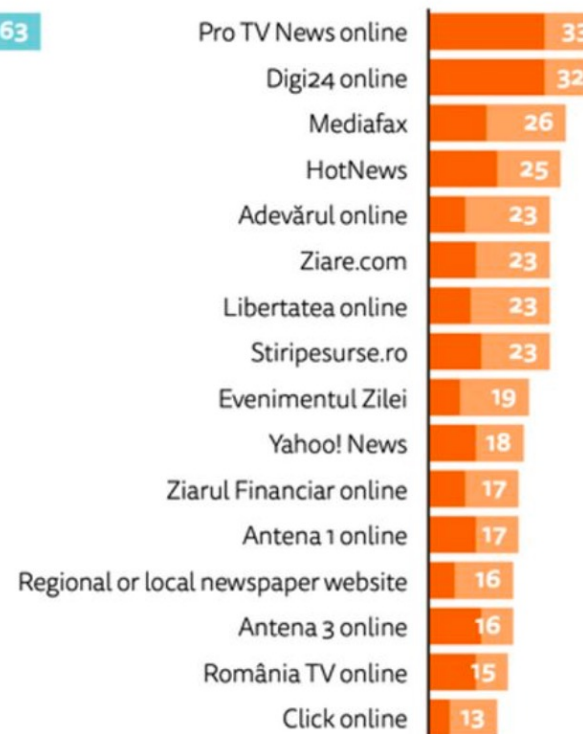
% Weekly usage



## TV, RADIO AND PRINT



## ONLINE



# Acces Facebook

JAN  
2021

## FACEBOOK: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE\* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



POTENTIAL AUDIENCE\*  
THAT FACEBOOK REPORTS  
CAN BE REACHED USING  
ADVERTS ON FACEBOOK



**11.00**  
MILLION

we  
are  
social

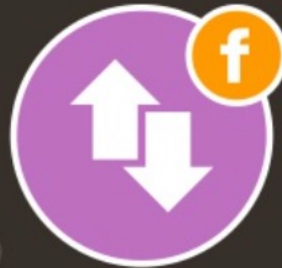
FACEBOOK'S POTENTIAL  
ADVERTISING AUDIENCE  
COMPARED TO THE TOTAL  
POPULATION AGED 13+



**66.1%**



QUARTER-ON-  
QUARTER CHANGE  
IN FACEBOOK'S  
ADVERTISING REACH



**+10.0%**  
**+1.0 MILLION**



PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS FEMALE\*



**50.5%**



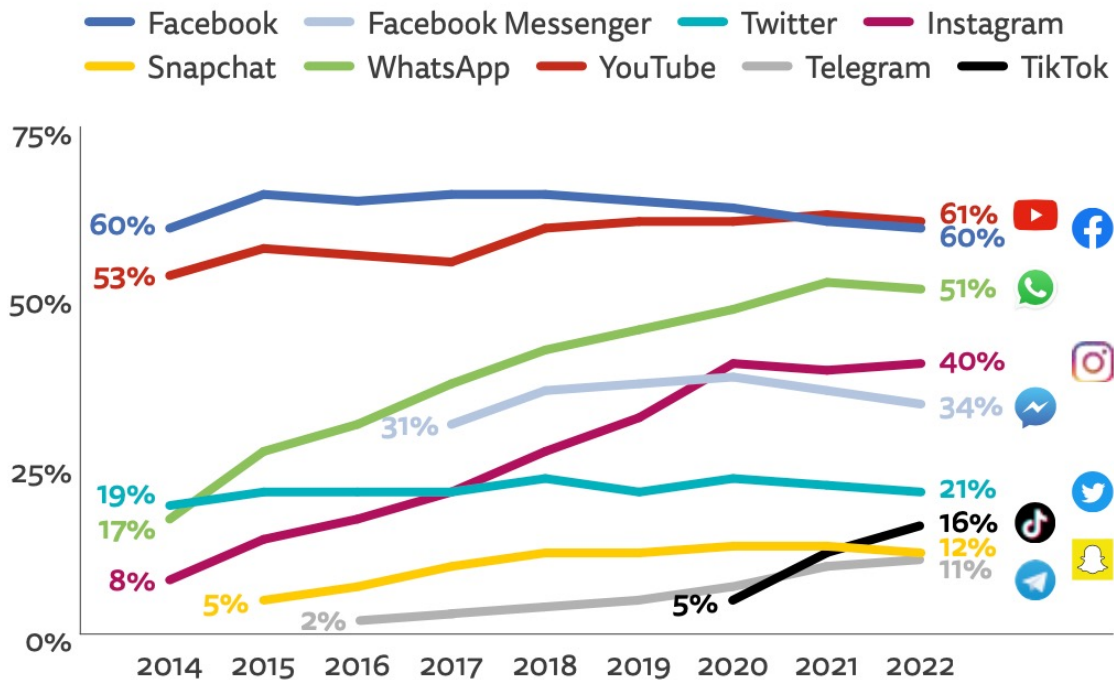
PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS MALE\*



**49.5%**

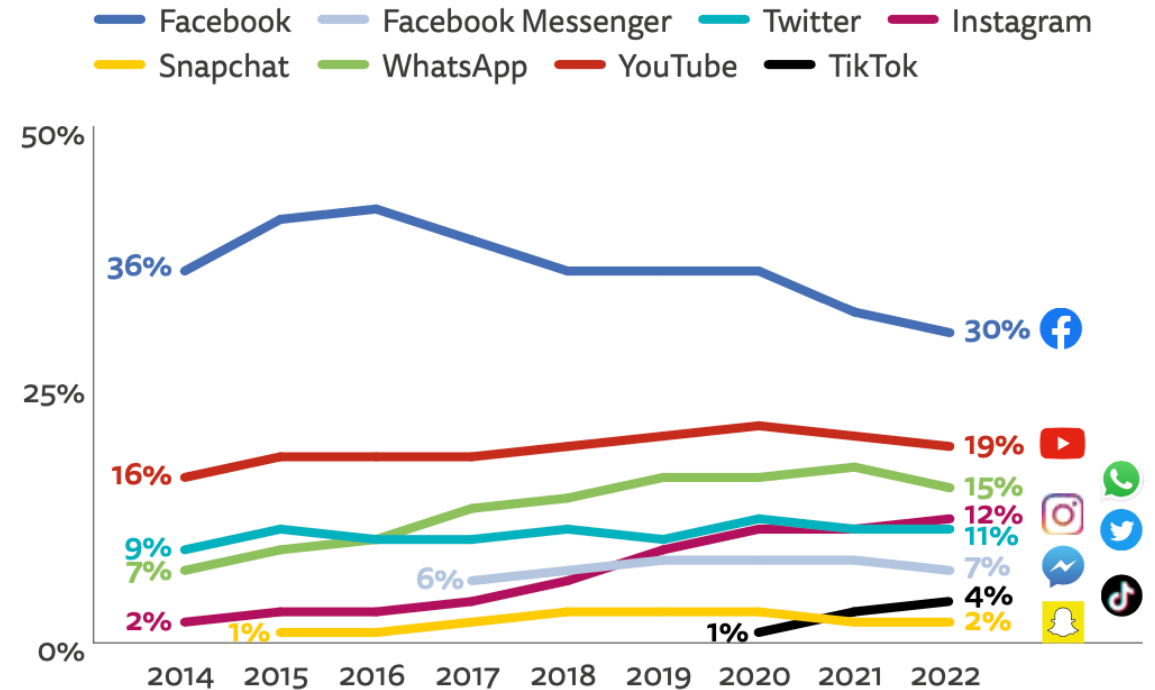
# SMN – any purpose vs news

PROPORTION THAT USED EACH SOCIAL NETWORK FOR ANY PURPOSE IN THE LAST WEEK (2014-22) – AVERAGE OF 12 MARKETS



**Q12a.** Which, if any, of the following have you used in the last week for any purpose? Base: Total 2014–22 sample in selected markets (most n ≈ 2000). Note: From 2015–21 the 12 countries included are: UK, USA, Germany, France, Spain, Italy, Ireland, Denmark, Finland, Japan, Australia, and Brazil. In 2014 we did not poll in Australia or Ireland.

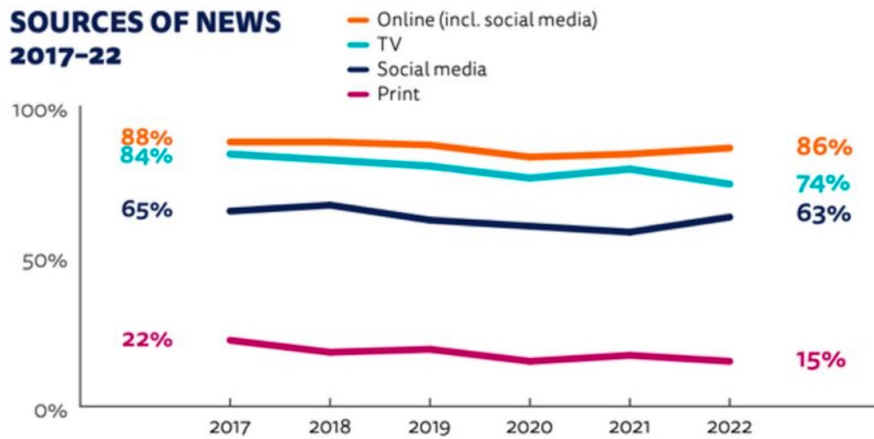
PROPORTION THAT USED EACH SOCIAL NETWORK FOR NEWS IN THE LAST WEEK (2014-22) – AVERAGE OF 12 MARKETS



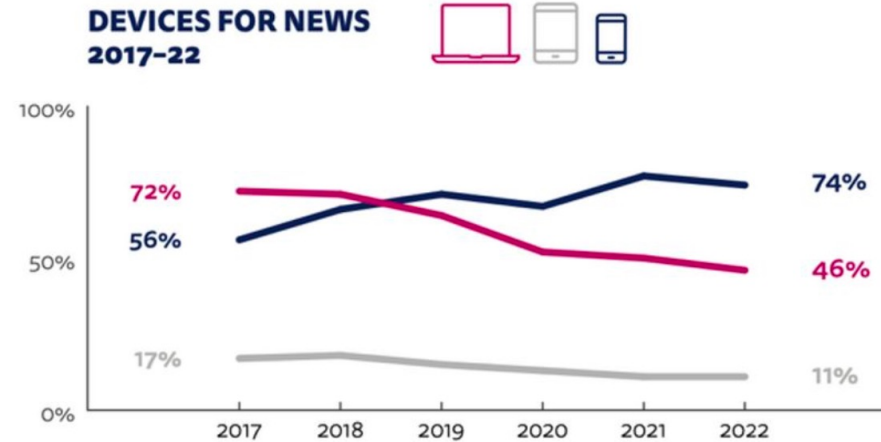
**Q12b.** Which, if any, of the following have you used in the last week for news? Base: Total 2014–22 sample in selected markets (most n ≈ 2000). Note: From 2015–21 the 12 countries included are: UK, USA, Germany, France, Spain, Italy, Ireland, Denmark, Finland, Japan, Australia, and Brazil. In 2014 we did not poll in Australia or Ireland.

# Romania

## SOURCES OF NEWS 2017-22



## DEVICES FOR NEWS 2017-22






PEISAJUL DIGITAL  
ROMÂNESC: SURSE  
DE ȘTIRI




Reuters Institute for the Study of Journalism | Digital News Report 2022

COMUNICARE ÎN DIGITAL MEDIA

# Romania

## TOP SOCIAL MEDIA AND MESSAGING

Rank	Brand	For News	For All
 1	Facebook	63% (+3)	81%
 2	YouTube	36% (-2)	75%
 3	WhatsApp	31% (+3)	72%

Rank	Brand	For News	For All
 4	Facebook Messenger	20% (+1)	53%
 5	Instagram	14% (+1)	39%
 6	TikTok	10% (+3)	30%

## PEISAJUL DIGITAL ROMÂNESC: TOP SOCIAL MEDIA

# Top websites Romania

## Feb 2022

Website	Categorie	Contractor SATI	Regie de publicitate	Afisari	Vizite	Clienti Unici
<input type="checkbox"/> <a href="http://www.digi24.ro">www.digi24.ro</a>	Stiri si analize	RCS & RDS SA	RCS&RDS	82.705.709	44.000.104	9.144.862
<input type="checkbox"/> <a href="http://www.olx.ro">www.olx.ro</a>	Anunturi	OLX Online Services SRL	OLX Online Services	306.490.772	28.194.768	7.977.274
<input type="checkbox"/> <a href="http://www.libertatea.ro">www.libertatea.ro</a>	Stiri generale	Ringier Romania SRL	Ringier Romania	35.235.766	20.532.547	7.231.485
<input type="checkbox"/> <a href="http://www.adevarul.ro">www.adevarul.ro</a>	Stiri generale	Adevarul Holding SRL	eAd.ro Interactive	38.600.283	21.396.117	6.248.923
<input type="checkbox"/> <a href="http://www.playtech.ro">www.playtech.ro</a>	Stiri generale	Ringier Romania SRL	Ringier Romania	32.531.096	21.801.324	5.988.154
<input type="checkbox"/> <a href="http://www.observatornews.ro">www.observatornews.ro</a>	Stiri generale	Antena TV Group SA	Intact Media	31.732.254	18.561.630	5.964.925
<input type="checkbox"/> <a href="http://www.stirileprotv.ro">www.stirileprotv.ro</a>	Stiri generale	Pro TV SRL	Pro TV	30.259.454	19.239.495	5.482.568
<input type="checkbox"/> <a href="http://www.hotnews.ro">www.hotnews.ro</a>	Stiri si analize	Media Bit Software SRL	ARBOmedia	38.030.839	17.881.348	5.460.694
<input type="checkbox"/> <a href="http://www.romaniatv.net">www.romaniatv.net</a>	Stiri si analize	RTV Properties Management SRL	Ringier Romania	25.918.650	17.231.669	4.519.764
<input type="checkbox"/> <a href="http://www.antena3.ro">www.antena3.ro</a>	Stiri si analize	Antena TV Group SA	Intact Media	23.040.309	14.243.927	4.498.409

[https://www.brat.ro/sati/rezultate/type/site-ro/c/custom/period\\_type/month/category/all/editor/all](https://www.brat.ro/sati/rezultate/type/site-ro/c/custom/period_type/month/category/all/editor/all)

COMUNICARE IN DIGITAL MEDIA

# Conteaza si presa locala!

## PROPORTION THAT USE EACH AS A SOURCE FOR LOCAL NEWS – ALL MARKETS

### NEWS MEDIA

Local newspaper and website

44%

Local TV and website

33%

Local radio and website

24%



News  
media sources  
**71%**

### NON-NEWS MEDIA

Local groups on social media

31%

Personal communications

28%

Local politicians, police, church etc.

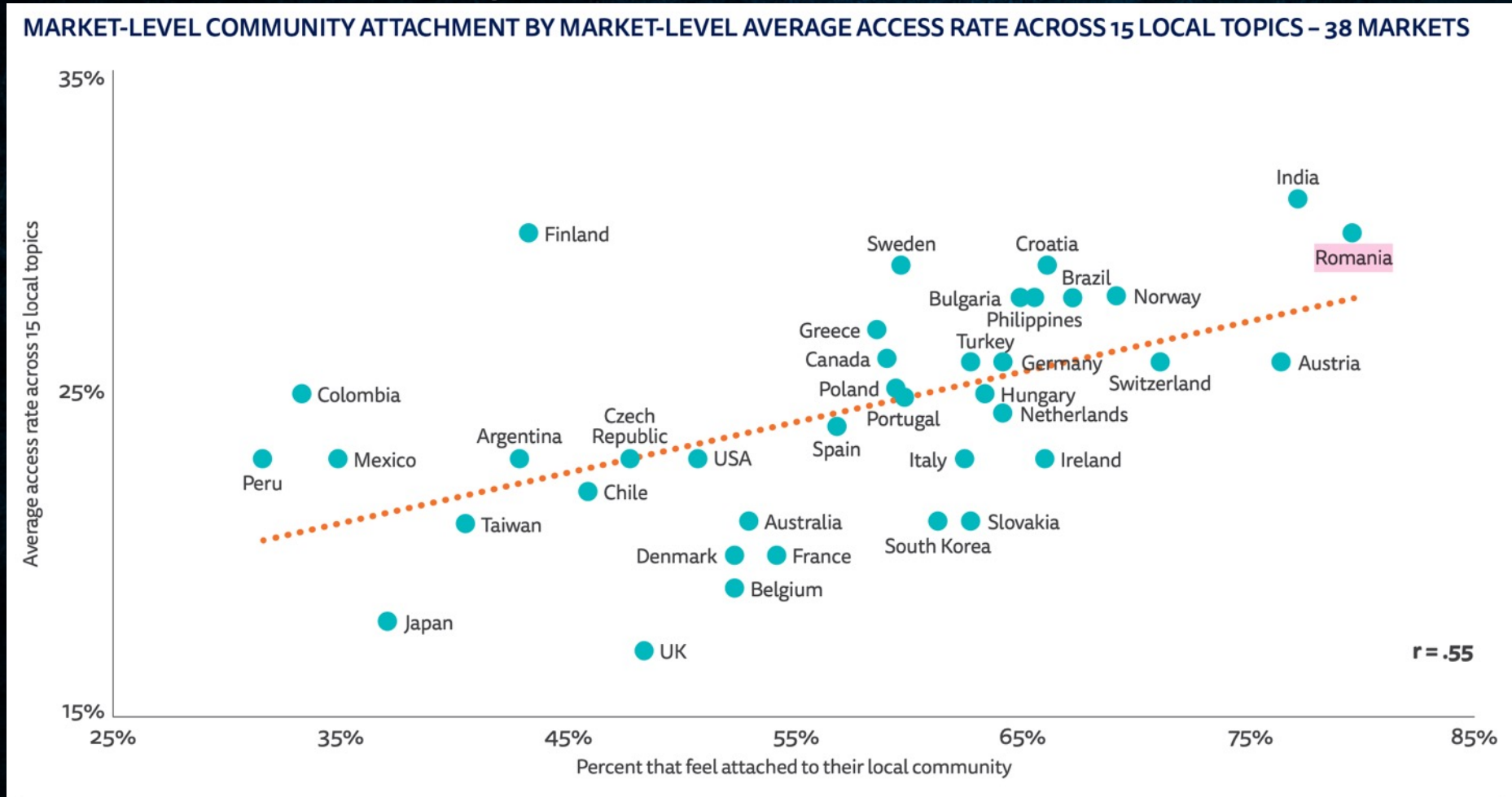
13%



Non-news  
media sources  
**51%**

**QL2\_2020.** Which of the following sources of local news, if any, have you used in the last week, regardless of whether you access them digitally (via their website, social media accounts, or an app) or offline? Please select all that apply. *Base: Total sample. All markets = 80155.*

# Interesul pentru teme locale, corelat cu atasamentul pentru comunitatea locala



**L6\_topics\_2021.** Thinking about local news and information, which of the following topics have you accessed in the last week? Please select all that apply. **L5\_attached\_2021.** In general, how attached do you feel to your local community, that is, the people who live in your city district, town, or village? *Base: Total sample in each market (most n ≈ 2000). Note: The proportion who feel attached to their local community are the proportion who say they feel very or somewhat attached to their community in each country.*








# Branduri pe Facebook in Romania

SURSA: SocialBakers <https://www.socialbakers.com/resources/reports/romania/2021/january>






## Facebook stats for January 2021 in Romania

### Top 5 Facebook Brands by No. of Interactions

	Total Number of Interactions
 PEPCO Romania	190 181
 Kaufland Romania	147 544
 MEGA IMAGE	92 963
 Auchan	79 217
 Carrefour	69 338

## Facebook stats for January 2020 in Romania

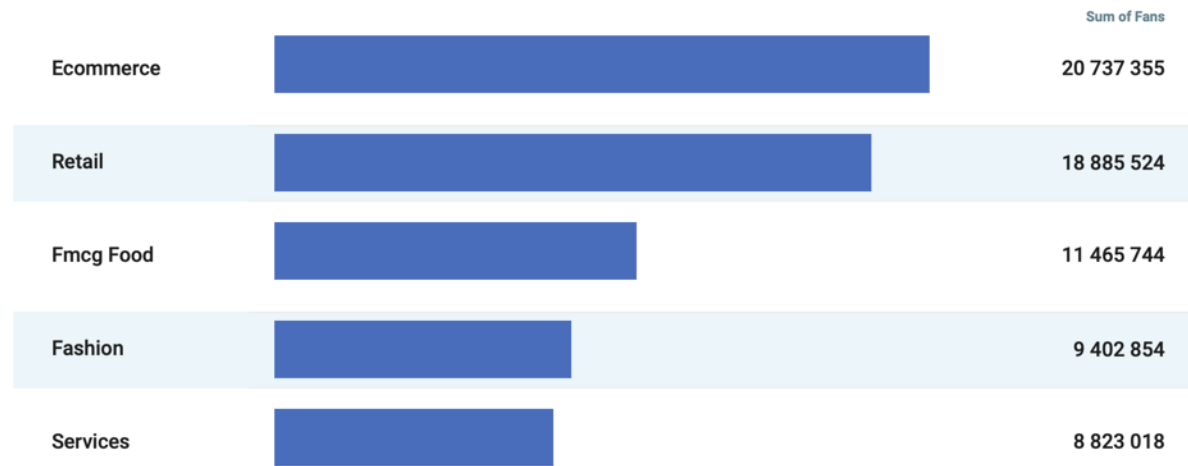
### Top 5 Facebook Brands by No. of Interactions

	Total Number of Interactions
 Lidl Romania	223 427
 Paralela45	149 121
 Kaufland Romania	131 787
 PEPCO Romania	117 043
 Fares	111 472

# Branduri pe Facebook in Romania: 2021 vs 2020

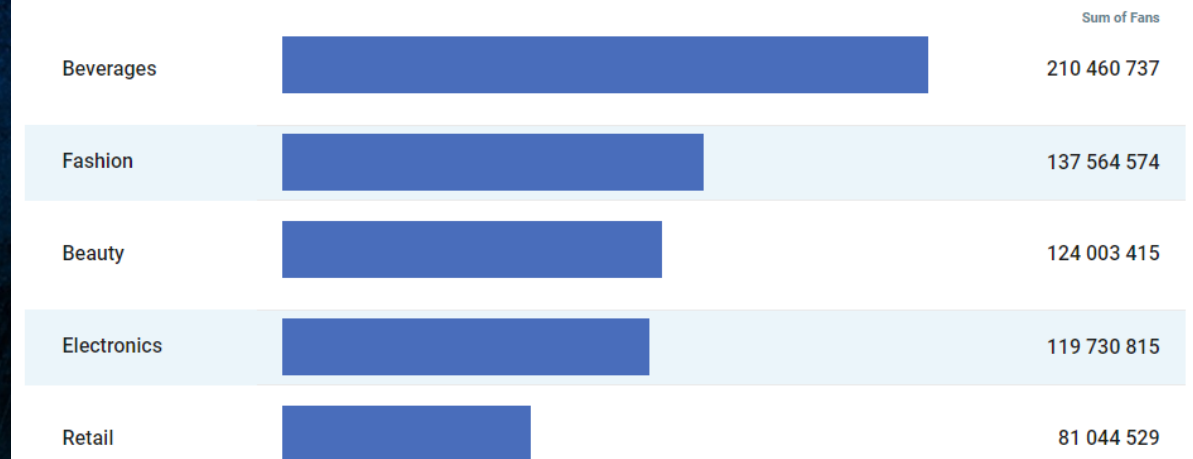
SURSA: SocialBakers <https://www.socialbakers.com/resources/reports/romania/2021/january>

## Top 5 Industries on Facebook



Data is from the total number of Local Fans for the largest 200 pages in Romania by Fan count

## Top 5 Industries on Facebook

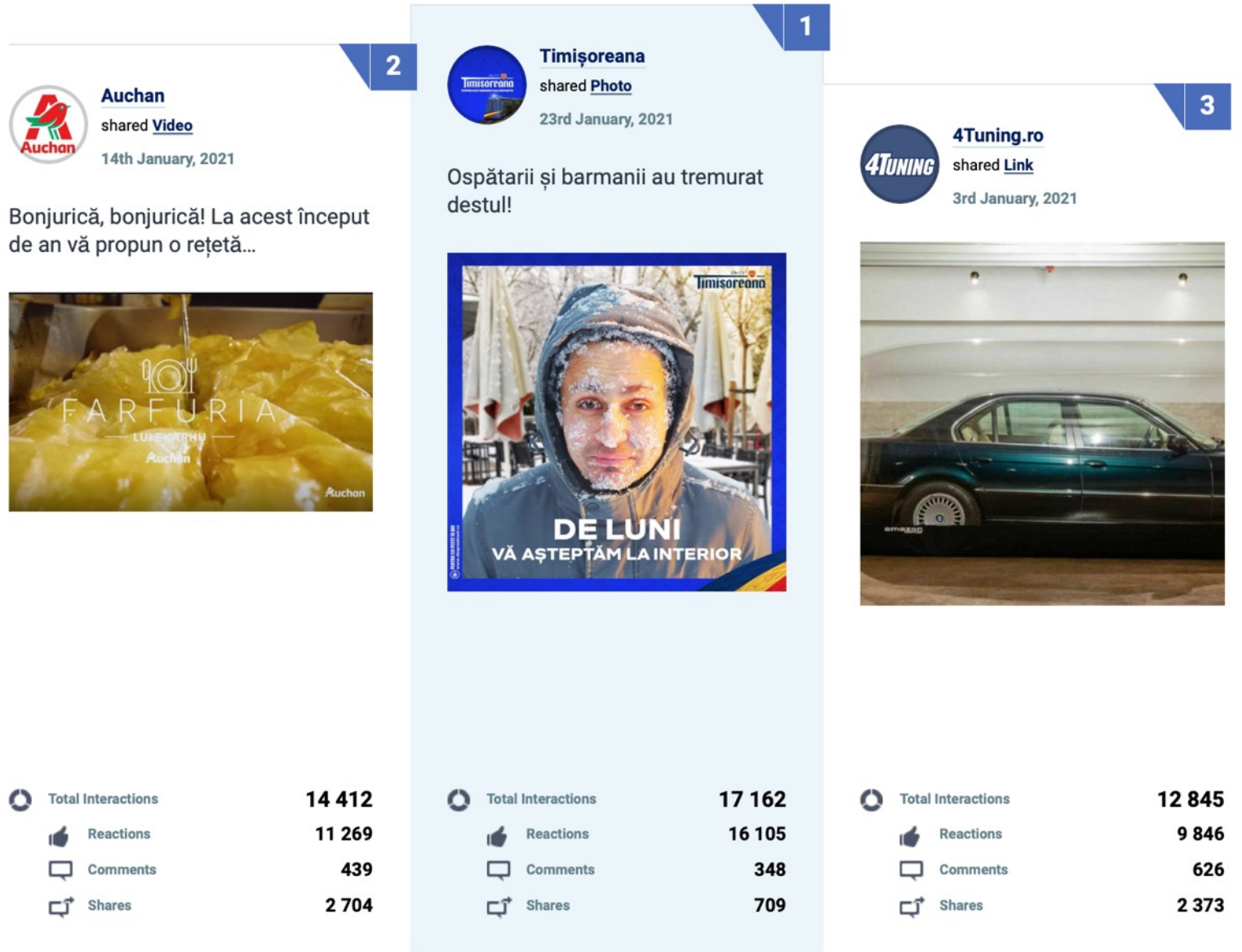


Data is from the total number of Local Fans for the largest 200 pages in Romania by Fan count

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# Branduri pe Facebook in Romania

## Top Romania Facebook Posts in January 2021



# Alte statistici – Facebook in Romania

SURSA: SocialBakers <https://www.socialbakers.com/statistics/facebook/pages/total/romania>

## Largest Audience

INNA



Total fans

10 856 264

Andra



Total fans

3 492 677

Smiley



Total fans

3 420 449

## Fastest-Growing Pages in Romania

Last Day



Oana Zavoranu

+2 364 Fans ↑



Romanii au...

+1 264 Fans ↑



Fotbal Club...

+1 146 Fans ↑



Antonia

+1 132 Fans ↑













Aurelius...

+1 087 Fans ↑

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# Alte statistici -

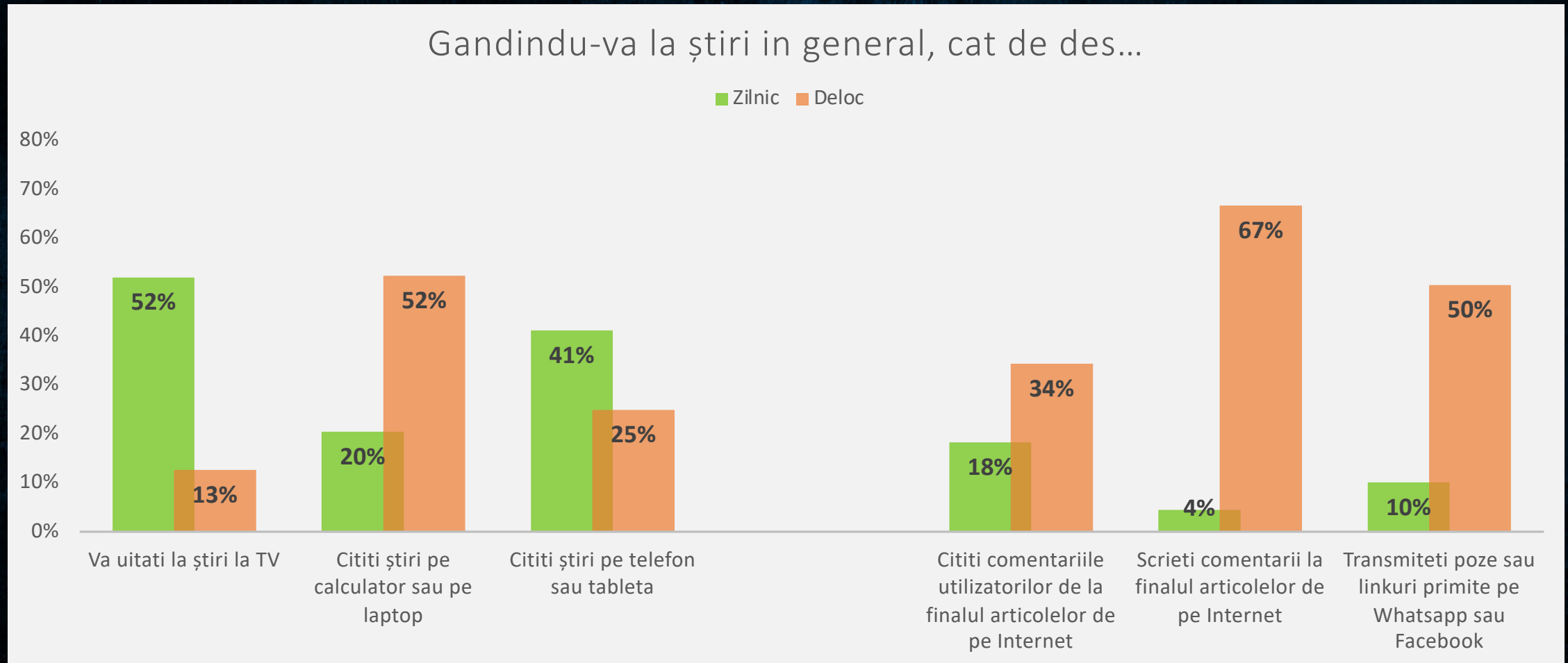
## Facebook Pages Stats in Romania

		Total Fans
1	 INNA ROMANIA	10 856 264
2	 Andra ROMANIA	3 492 677
3	 Smiley ROMANIA	3 420 449
4	 Akcent ROMANIA	3 408 440
5	 Antonia ROMANIA	3 392 255
6	 Giuliano Stroe ROMANIA	3 323 459
7	 Alexandra Stan ROMANIA	3 061 969
8	 Valentin Bosioc ROMANIA	3 017 925
9	 StirileProTV ROMANIA	2 821 461
10	 PRO TV ROMANIA	2 801 394

# Mix consum media - ROMANIA

Date de sondaj

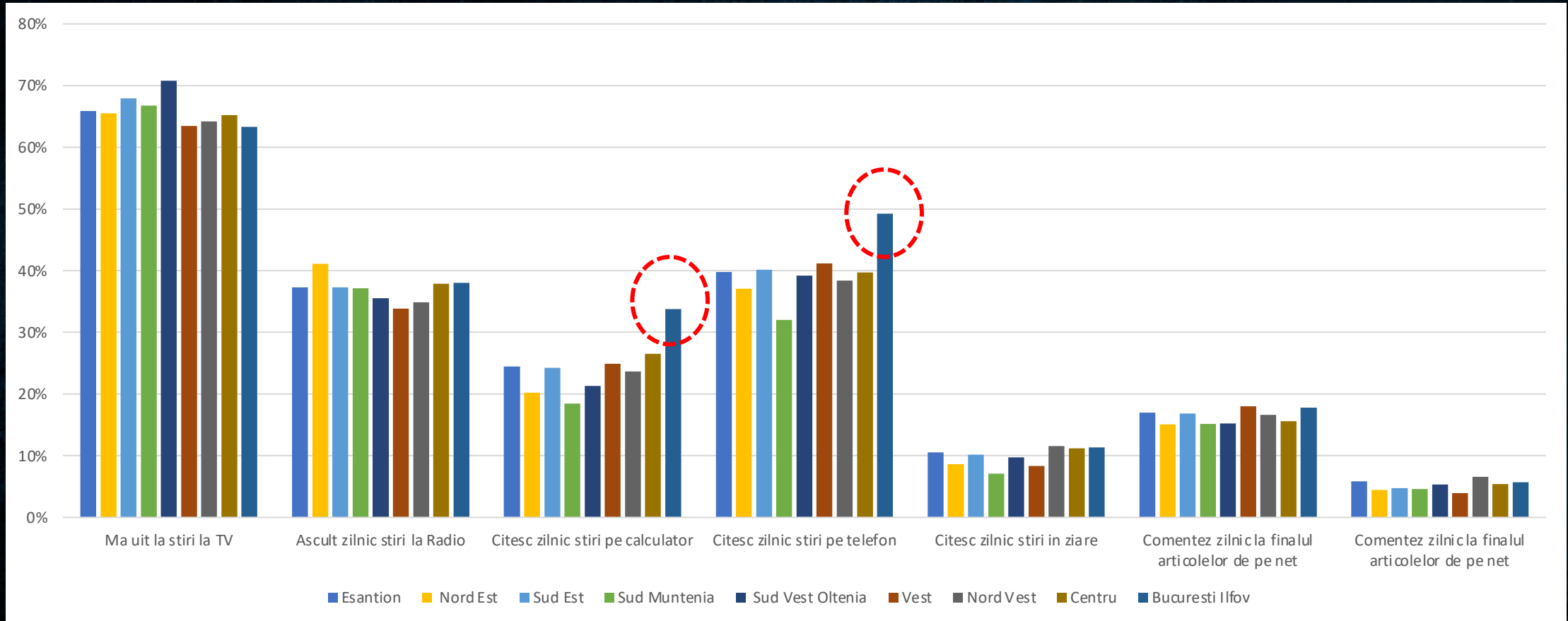
# Model consum media - Romania



Sursa: Sondaj CPD, 2023

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# Consum media - regiuni



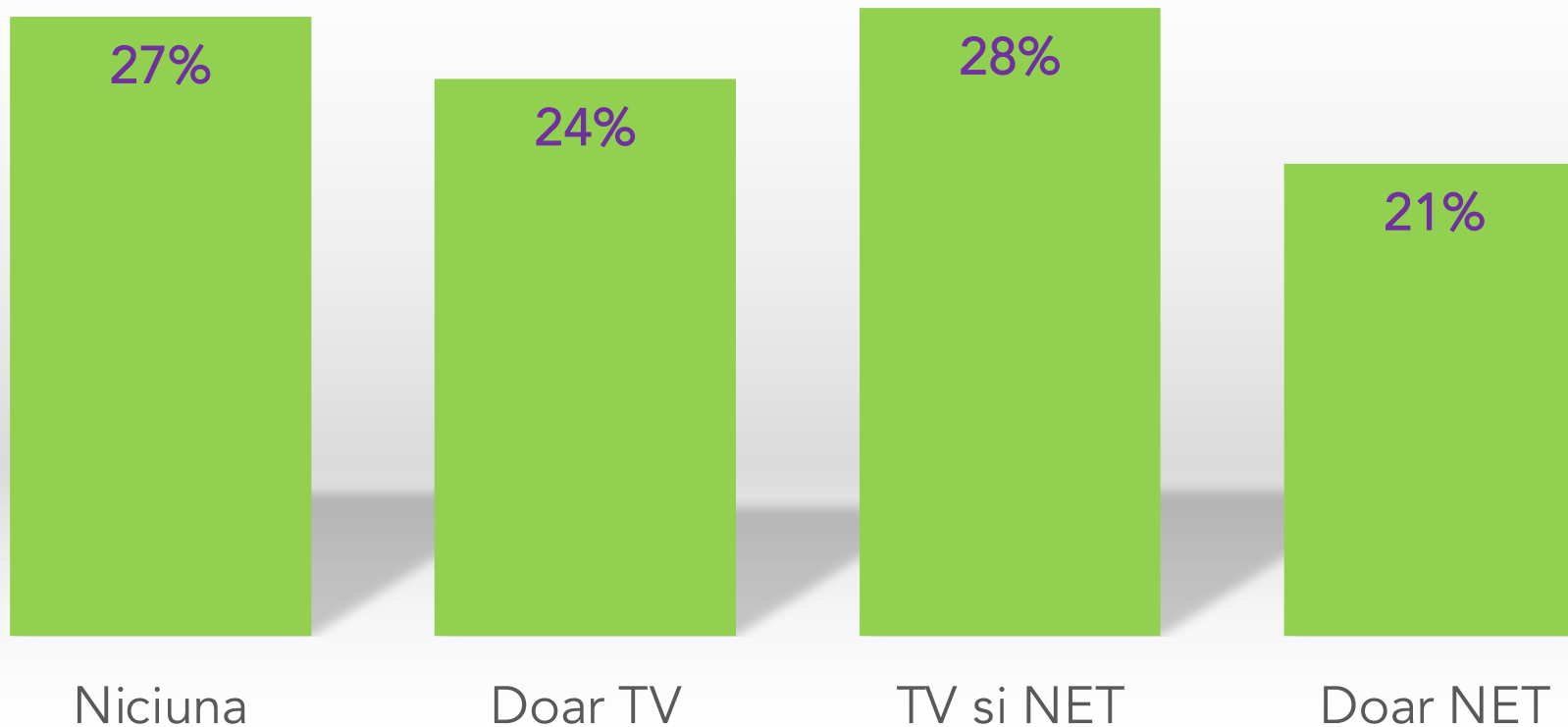
Sursa: Sondaj CPD, 2023

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# Mix de media

Sursa de stiri (zilnic). Segmente de preferinte

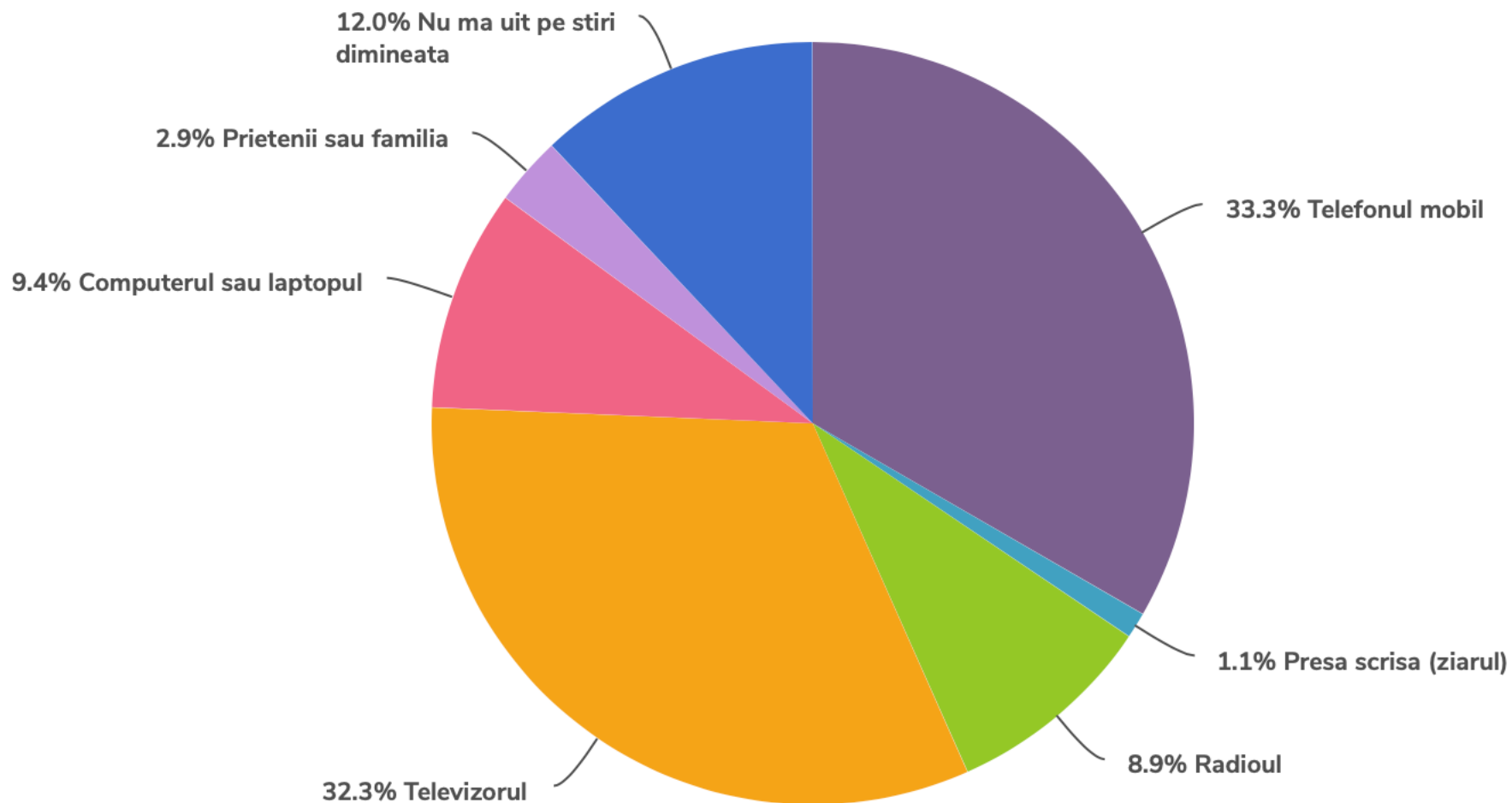


Sursa: Sondaj CPD, 2023

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# Care este primul dvs contact cu stirile, dimineata?

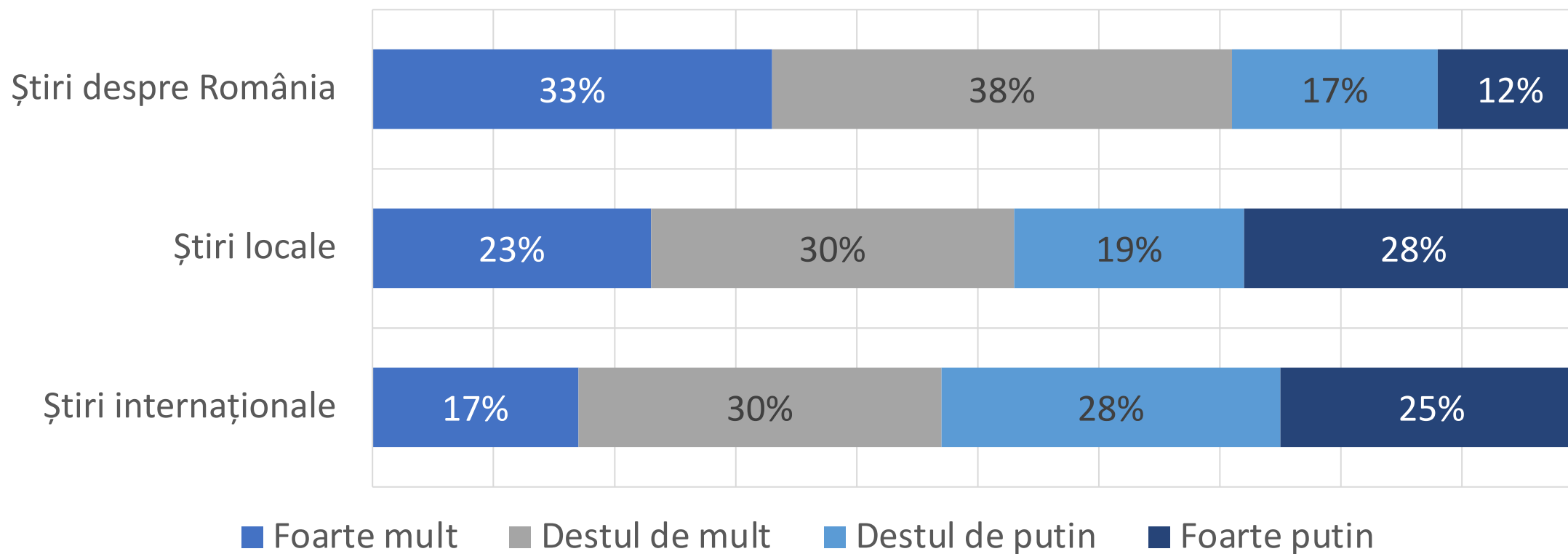
Care este primul dvs contact cu stirile, dimineata?



# Consum media

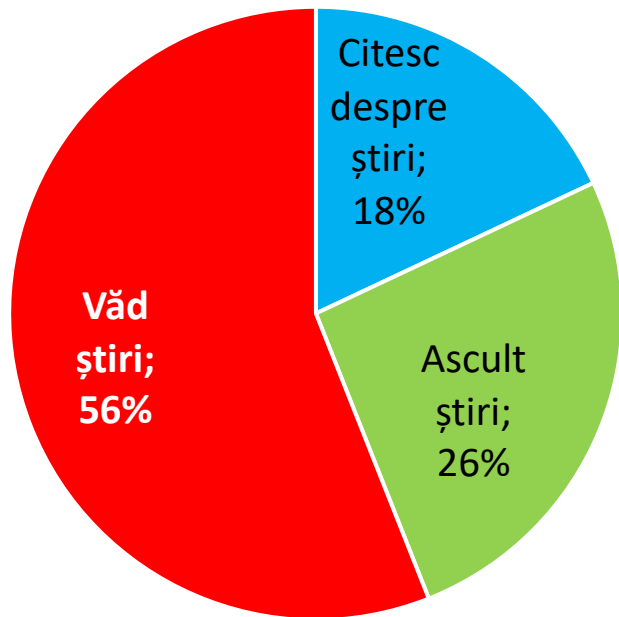
Publicul roman urmareste stiri despre Romania mai mult decat orice altceva – dublu fata de cei care urmaresc stiri internationale.

În ultima perioadă cât de mult ați urmărit...



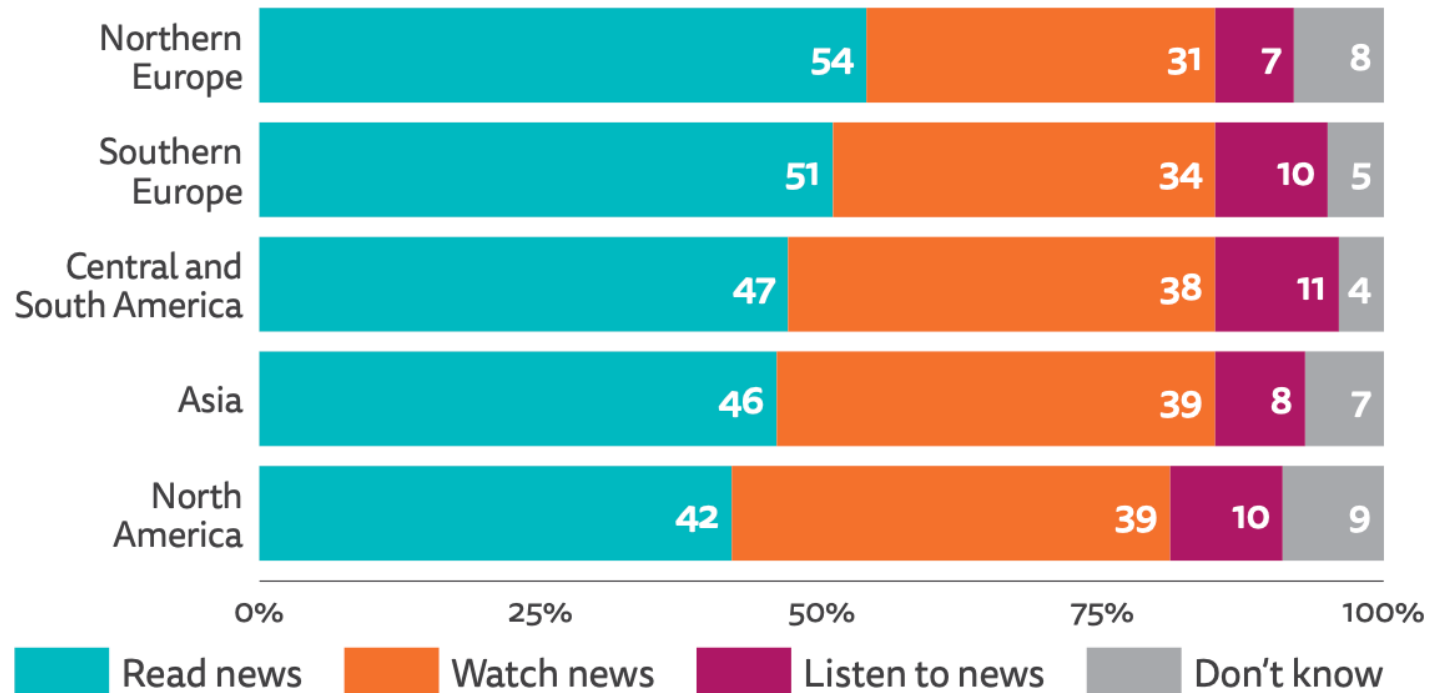
# Consum media

Gândindu-vă la știri, preferați să...



Sursa: Sondaj CPD, 2018

## PROPORTION THAT PREFER TO READ, WATCH OR LISTEN TO NEWS – SELECTED REGIONS



# Reuters Digital News Report

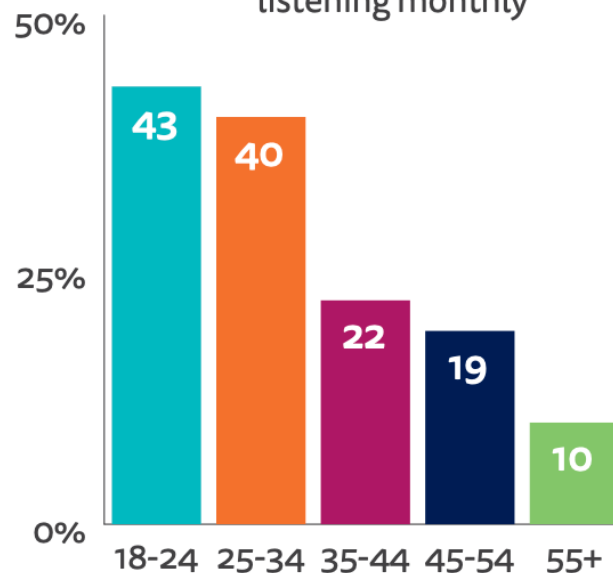
## Pondereaa ascultarii stirilor la radio / podcast

### PROPORTION THAT USED A PODCAST IN THE LAST MONTH AND RADIO NEWS IN THE LAST WEEK BY AGE – UK



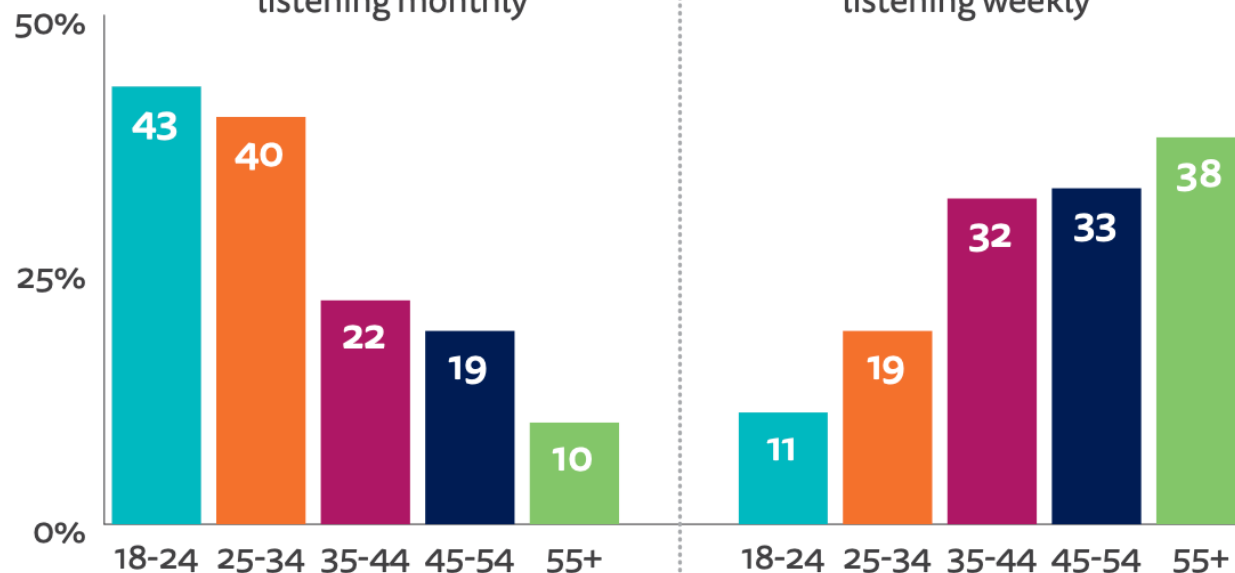
#### Podcast listeners by age

Proportion of each age group  
listening monthly



#### Radio news listeners by age

Proportion of each age group  
listening weekly



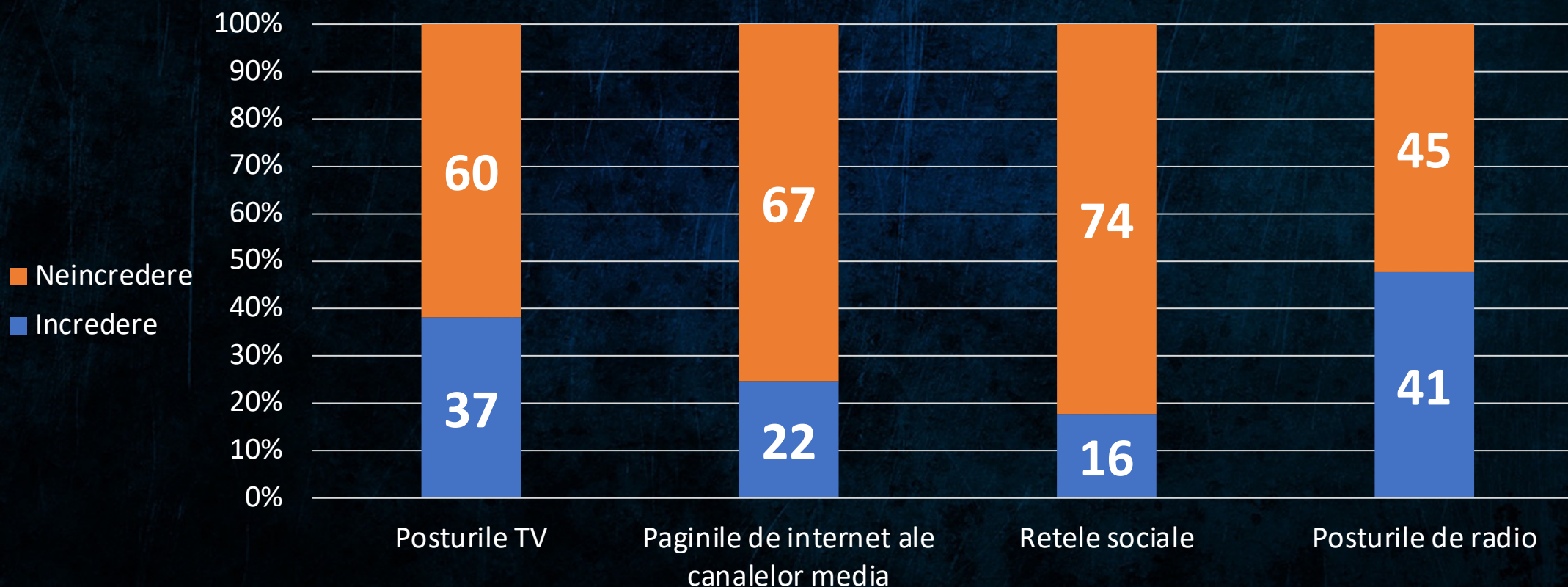
**Q11F.** A podcast is an episodic series of digital audio files, which you can download, subscribe, or listen to. Which of the following types of podcast have you listened to in the last month?

**Q3.** Which, if any, of the following have you used in the last week as a source of news?

Base: 18-24/25-34/35-44/45-54/55+ = 201/282/343/349/836.

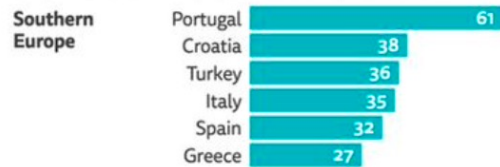
# Consum media – incredere informatii primite din...

Dumneavoastră personal sunteți mai degrabă inclinat să aveți sau să nu aveți  
incredere în informațiile primite de la...?



# Increderea in stiri - comparatie

## PROPORTION THAT TRUSTS MOST NEWS MOST OF THE TIME - ALL MARKETS



Reuters Institute for the Study of Journalism | Digital News Report 2022

# 39%



## SHARE NEWS

via social, messaging  
or email

## DIFFERENT TYPES OF TRUST



News overall

**42%** (+4)  
=22/46

News I use

**46%**

News in search

**41%**

News in social

**29%**

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# Public preocupat de stiri false

PROPORTION THAT SAY THEY ARE MOST CONCERNED ABOUT FALSE OR MISLEADING INFORMATION FROM EACH OF THE FOLLOWING – ALL MARKETS



**40%**

Social  
media



**20%**

News sites/  
apps



**14%**

Messenger  
apps



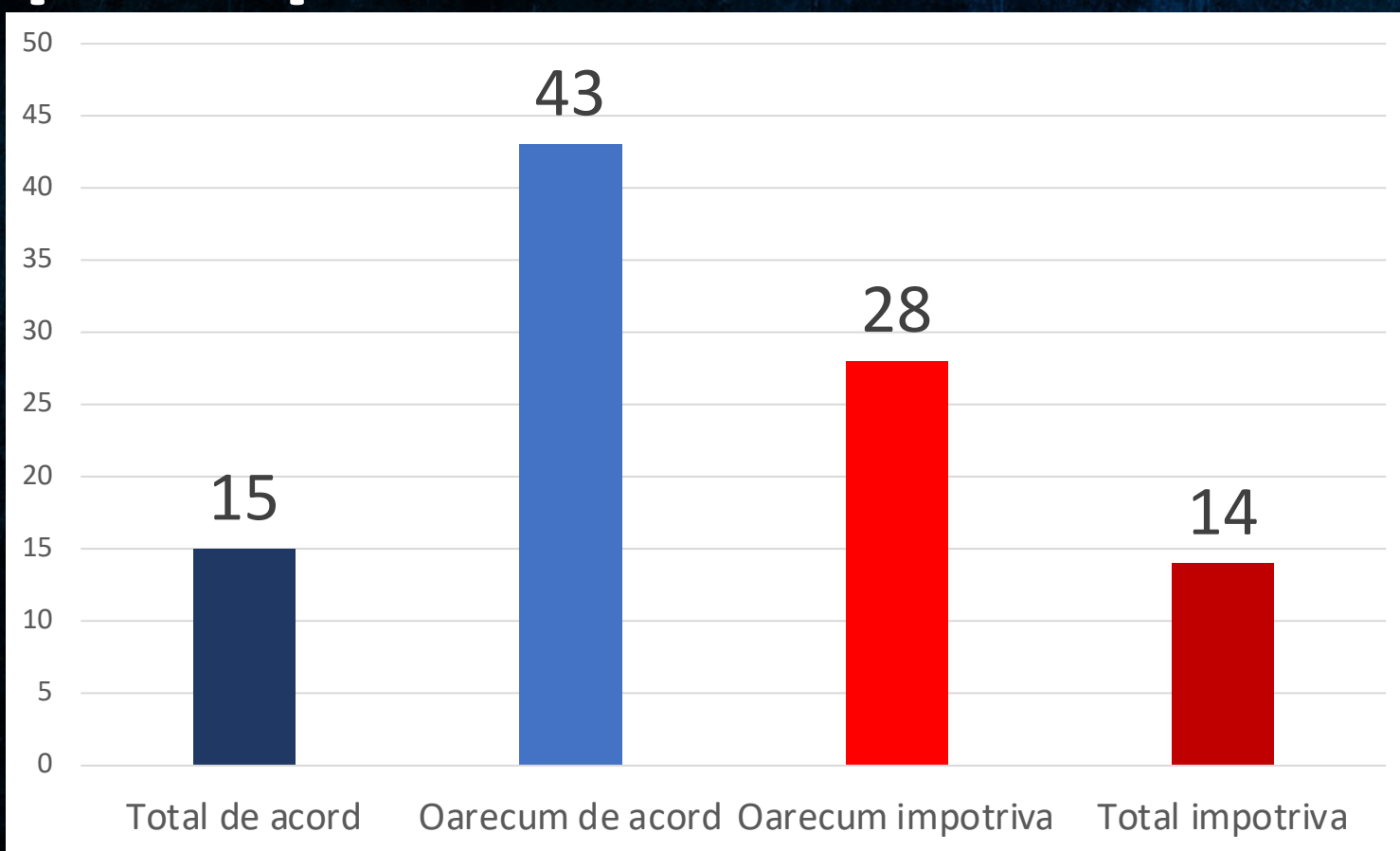
**10%**

Search eg  
Google

**Q\_FAKE\_NEWS\_2020c.** Which of the following, if any, are you most concerned about online? False or misleading information from... Base: Total sample = 80155.



# De cele mai multe ori, este suficient sa citesc doar titlul pentru a afla informatia principala dintr-un articol ...



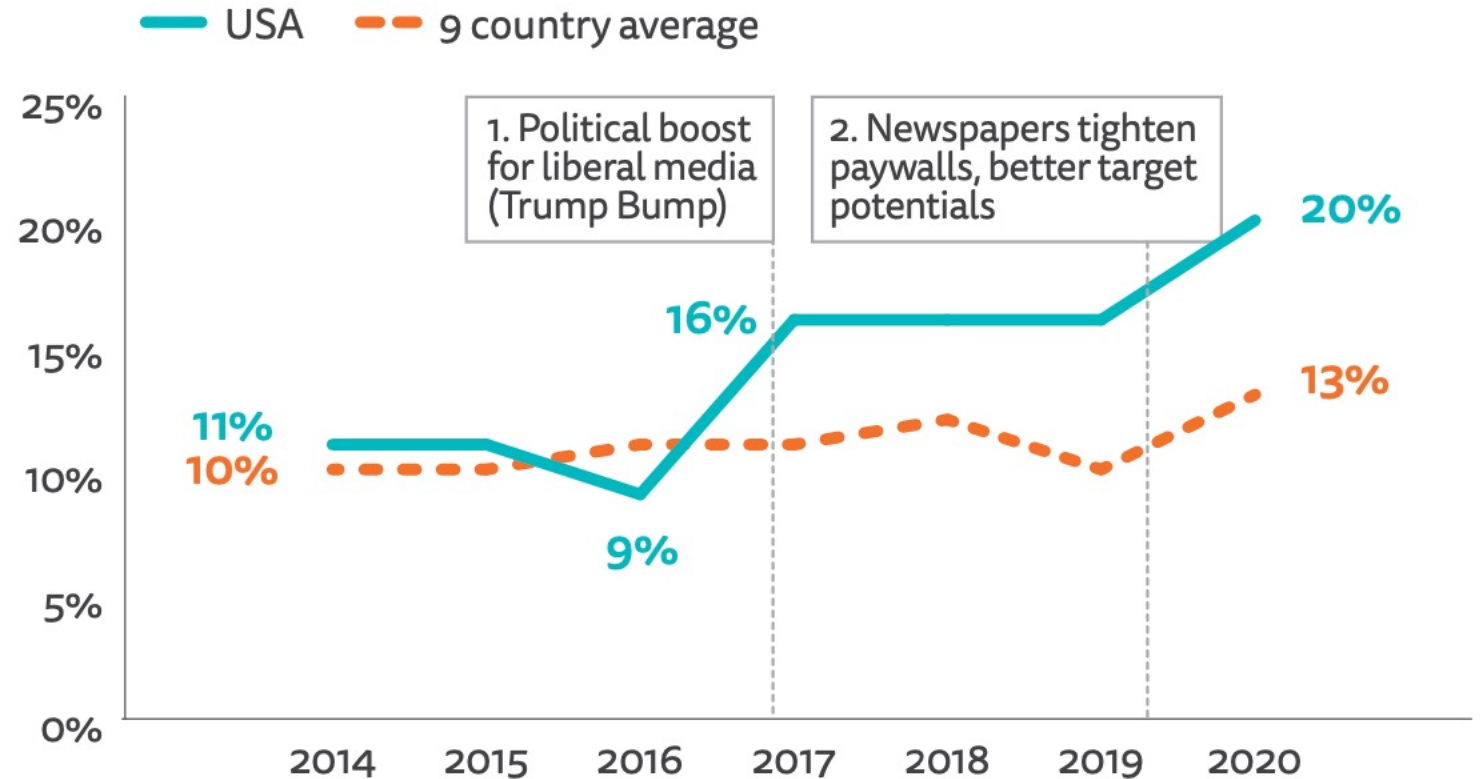
Media Insight Project: 6 in 10 Americans acknowledge that they have done nothing more than read news headlines in the past week.

A survey by the Pew Research Center: 59% of links shared on social media were not actually clicked on by the person sharing them.

COMUNICARE ÎN DIGITAL MEDIA

# Solutie pentru continut de calitate

## PROPORTION THAT PAID FOR ANY ONLINE NEWS IN LAST YEAR (2014-20) – SELECTED COUNTRIES



**Q7a.** Have you paid for ONLINE news content, or accessed a paid-for ONLINE news service in the last year? Total 2014–20 samples ≈ 2000. Note: 9 country average includes USA, UK, France, Spain, Italy, Germany, Denmark, Japan, and Finland.

# Online-ul romanesc

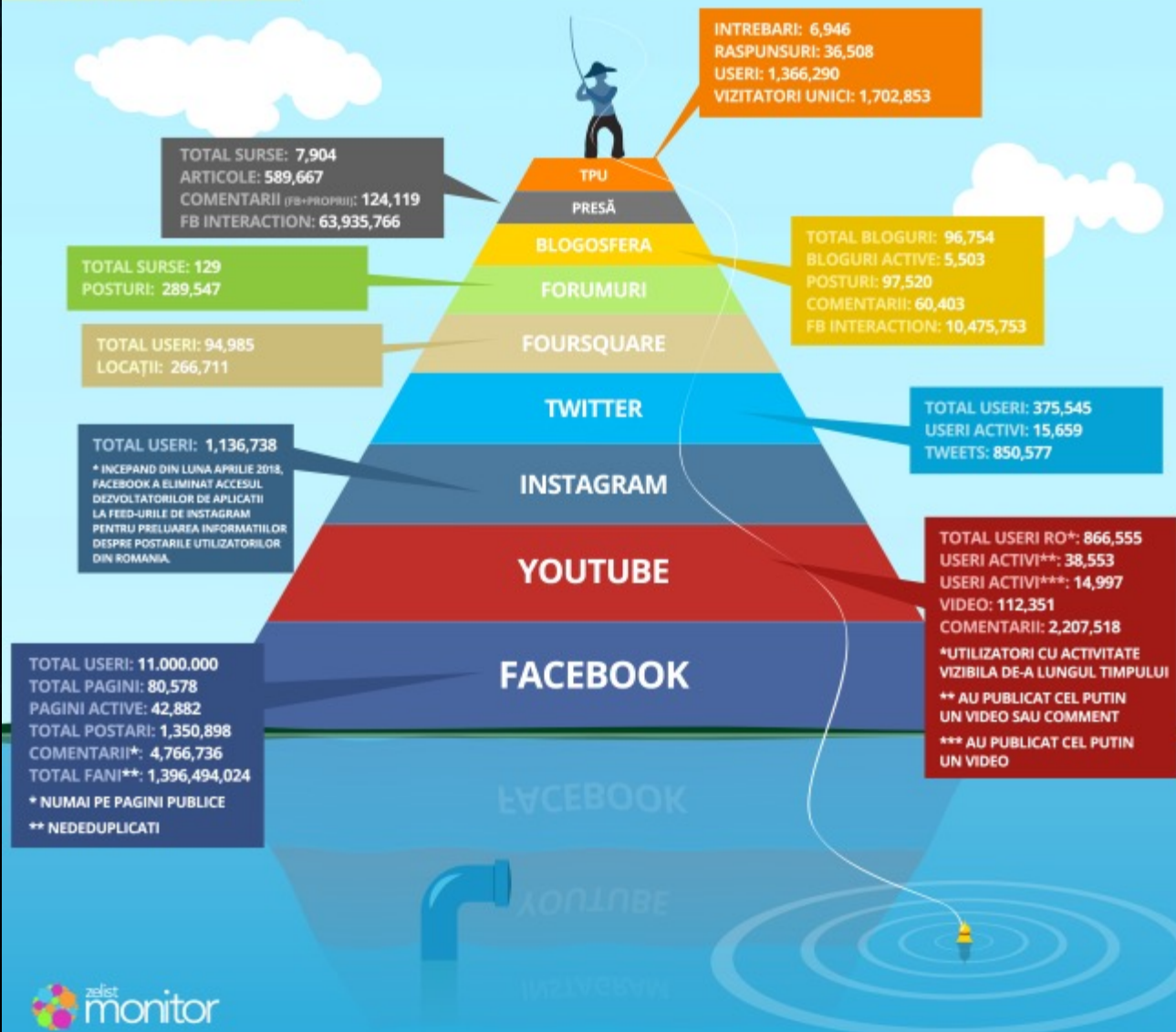
Conturi din rețele sociale și new media – tot mai importante în formarea agendei publice. Contribuție tot mai mare la numărul de mențiuni despre subiecte

# Noi generatori de continut - consumatori

- Gurevitch et al: citizens gain access to technologies through which they can create content **“the gate-keeping monopoly once enjoyed by editors and broadcasters is waning”**.
- Narone and Barbhurst: the **loss of journalists’ gatekeeping function could replace “the benign dictatorship of the editor” with “the tyranny of the mouse”**.
- Un roman din doi folosesc online-ul pentru informatii si stiri (ponderea crescand in randul celor cu studii superioare, urban si nivel crescut al veniturilor).

# .RO SOCIAL MEDIA OVERVIEW

DECEMBRIE 2019



## Conturi active

INFO ONLINE ROMANESC, conform ZeList Monitor

42.800 pagini active de FB Romania, la un total de peste 11 milioane de conturi

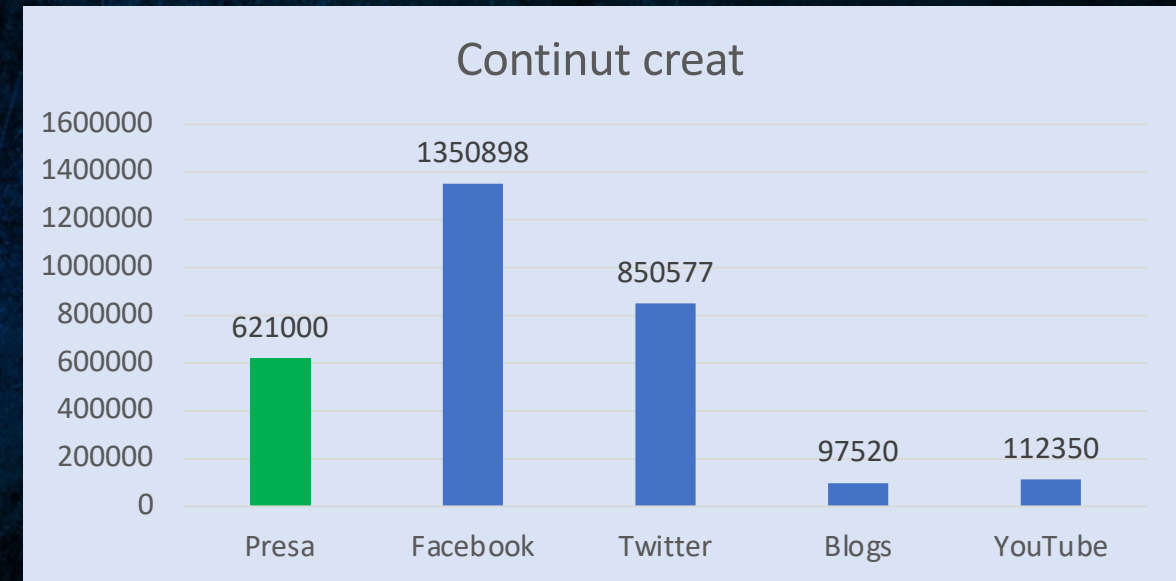
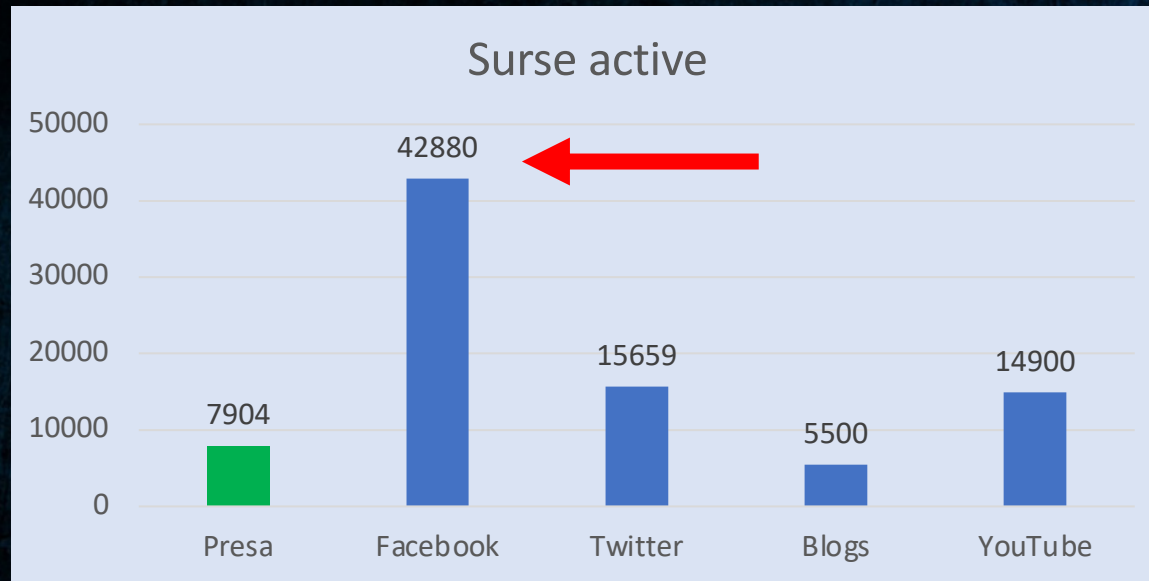
15.200 conturi active pe Twitter Romania

5.500 bloguri active in RO – din total de cca 96.000 bloguri

COMPARATIE - 402 surse de presa online clasica, din totalul de cca 7900!

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# Numar de surse continut vs continut rezultat



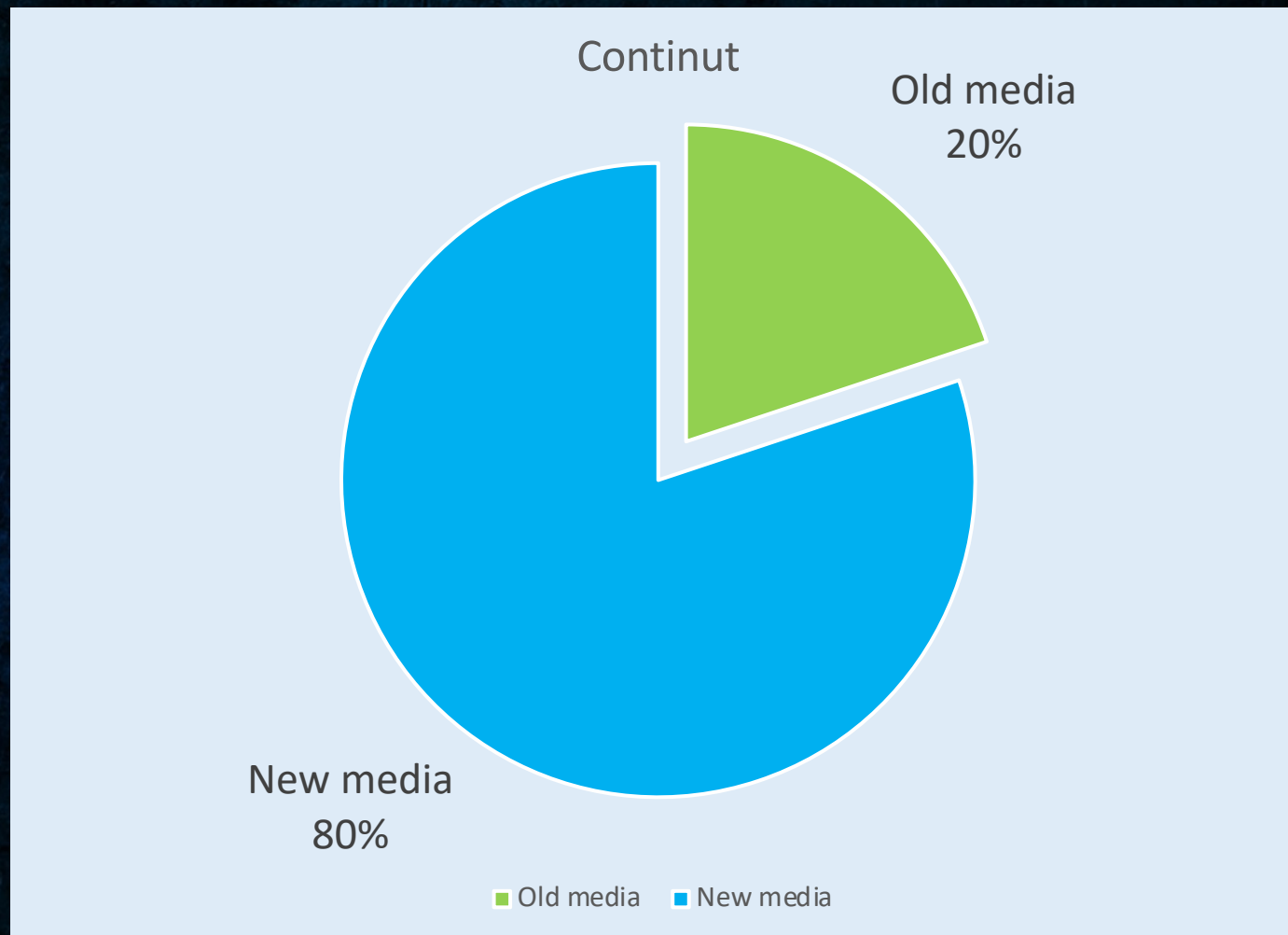
Deja, numarul autorilor din zona *new media* este mult mai mare decat in zona presei clasice

Date valabile pentru luna Decembrie 2019 – arata cat de mult continut este creat prin surse ale consumatorilor – postari new media

# New media is shaping the public agenda

New Media = Facebook, Twitter, Instagram, Forums, Blogs, YouTube etc

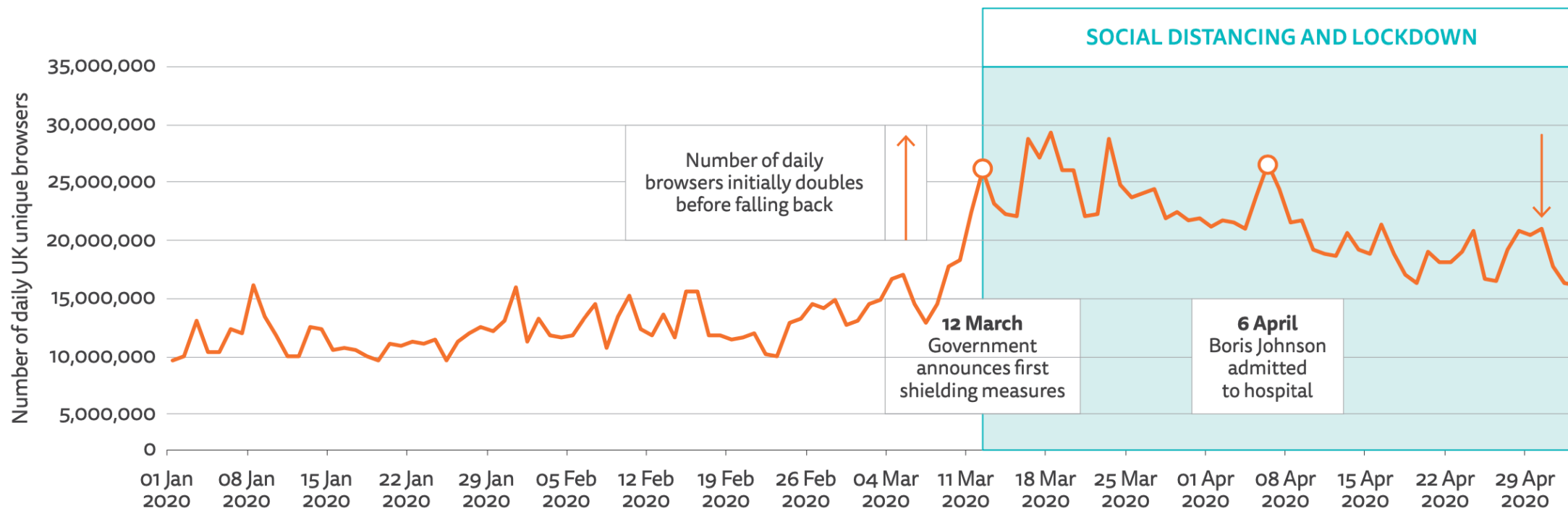
When there are no positive stories in traditional media, the new media is dominant!



Online analysis data – 2019

# Efectul covid asupra consumului de stiri

UK TRAFFIC DOUBLES TO BBC NEWS WEBSITE JAN-APRIL 2020



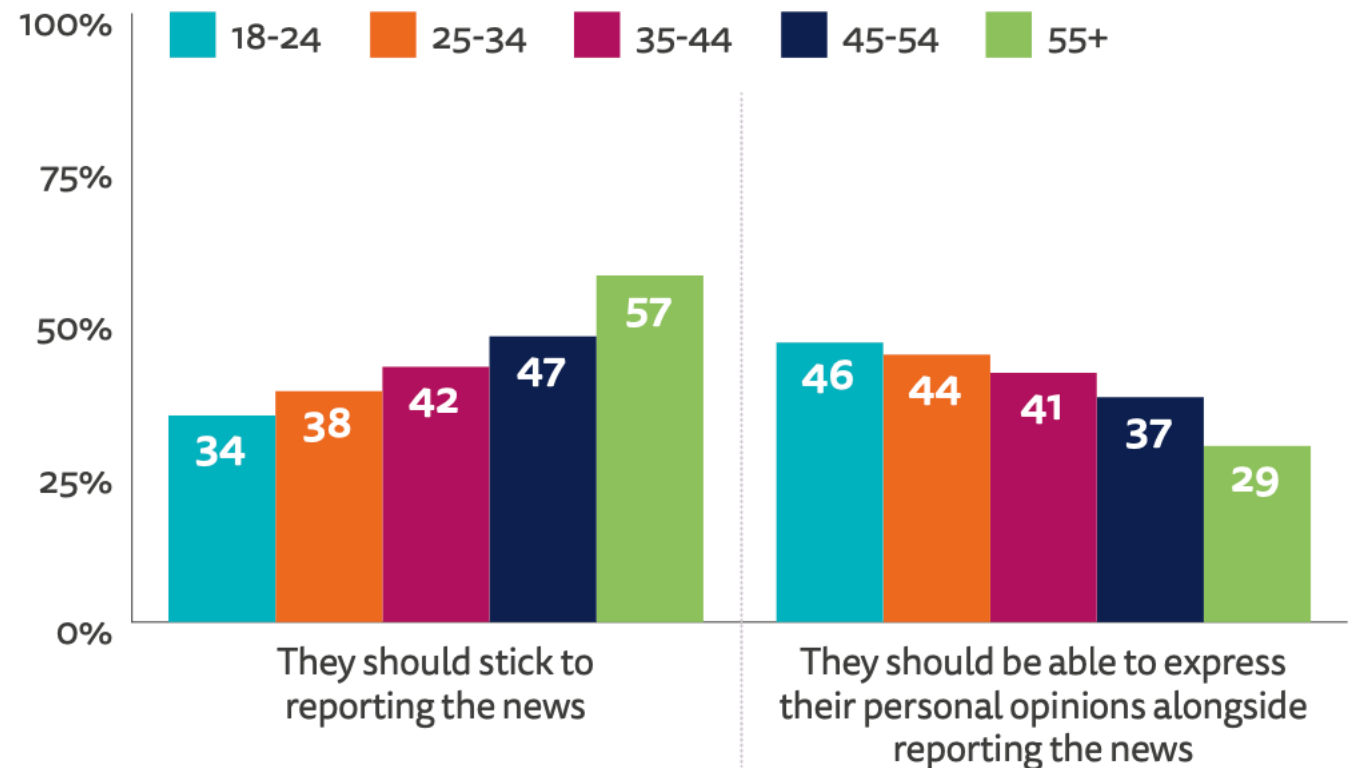
SOURCE: BBC. Note: Unique browsers does not necessarily equate to people as they can be related to different devices or web browsers.



# A new type of journalism

Nu orice fel de stiri – conteaza si perspectiva in care sunt prezentate stirile...

## PROPORTION WHO THINK JOURNALISTS SHOULD STICK TO REPORTING THE NEWS ON SOCIAL MEDIA – BY AGE – SELECTED MARKETS



**Q Journalists\_4.** Which of the following comes closest to how you think journalists should use social media like Twitter and Facebook? Base: 18-24/25-34/35-44/45-54/55+ in Australia, Brazil, Germany, Ireland, Japan, Norway, South Korea, UK, USA ≈ 1884/2974/3306/2884/7527. Note: This question was only asked in the countries listed.