

A 3D grid of dark blue cubes, with one cube in the center-left highlighted in bright yellow. The cubes are arranged in a perspective view, creating a sense of depth. A semi-transparent grey rectangle is overlaid on the right side of the image, containing the title text.

TouchPoints 2019 – What's New

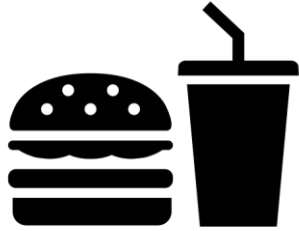
**TOUCH
POINTS**



The Diary

**TOUCH
POINTS**

New outdoor locations



Fast
food/drive-
through



Other
restaurant



High street

Q6:

Location
'Elsewhere
indoors'
OR
Elsewhere
outdoors

TOUCH
POINTS

New voice activated device option

Were you doing any of these?

- Using email
- Messaging (e.g. WhatsApp, Skype, Facebook Messenger)
- Using social media e.g. Facebook, Twitter, Instagram

Were you doing any of these activities?

- Shopping/browsing (in store or online)

NEW

Q9: Device used to communicate

- **Voice/video calling e.g. via Skype, FaceTime, Siri, Alexa etc**

Q13a: Device used to shop/browse

- **Voice activated device**



**TOUCH
POINTS**

New messaging services



Facebook
Messenger



Skype



FaceTime /
other call app



Q10:

Which of these were you using for social media, messaging or calling?

**TOUCH
POINTS**

More detail on shopping

2018
Q12: What were you shopping for/purchasing?
<ul style="list-style-type: none">• Groceries – Main shop• Groceries – Top-up shop• Other products/services

2019	NEW
Q12a: What were you shopping for/browsing?	
<ul style="list-style-type: none">• Food/drink/Everyday household items 	<ul style="list-style-type: none">• Other products/services 
Q12b: What type. . . ?	Q12c: Which of these. . . ?
<ul style="list-style-type: none">• Main shop• Top-up shop• Snacks• Lunch• Evening meal• Other items	<ul style="list-style-type: none">• Clothes• Cosmetics/personal care• Electrical items• Furniture/home furnishings• Gardening• DIY• Books/games/DVDs/CDS• Holidays• Other items



TOUCH
POINTS

New names appearing in 2019

Q18d: What were you watching on All 4?

NEW



Q19b: How were you watching free video on-demand?

NEW



Q28: Which other online sites were you reading news articles/stories on?

NEW



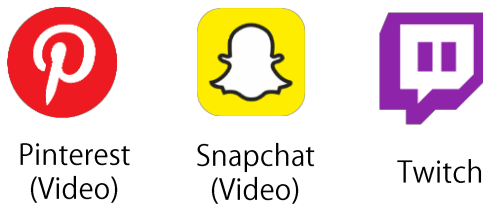
Q19c: How were you watching paid for TV on-demand?

NEW



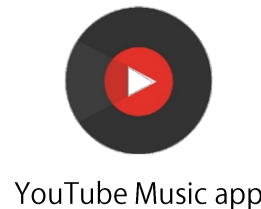
Q19d: How were you watching short video clips or longer online video?

NEW



Q22: Which online platforms were you using to listen?

NEW



Live streaming new for 2019

NEW

Q19e: How were you watching live streaming of non-broadcast videos, programmes or films?



YouTube Live



Twitch



Facebook Live



Instagram Live



Microsoft Mixer



**TOUCH
POINTS**

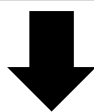
Viewer multiplier for small screens

Q7: And who were you with?

NOT "on my own"



AND



Q20: On what device/screen(s) were you watching...?

NOT "TV set"



NEW

Q20b: How many other people, if any, were watching with you on this same device?

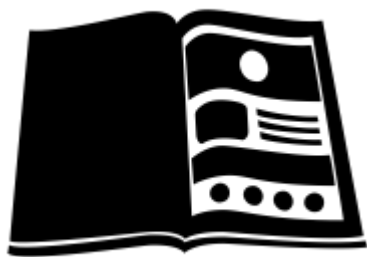
- No others were watching on this device
- One other
- Two others
- Three or more others



**TOUCH
POINTS**

New activities

Types of magazines read in
print / online



Women's weekly (incl. Real
Life)

Using the internet or apps



Researching or buying
services online (e.g. insurance,
utilities, tradesmen)



Online dating

And...

Q36: How did you feel?

NEW

Hungry



“Hungry”
appears in
the diary
for the first
time

**TOUCH
POINTS**

The background of the slide is a 3D grid of dark gray cubes. One cube, located in the center-left area, is highlighted in a light gray color, making it stand out from the others. The lighting creates soft shadows between the cubes, giving the grid a sense of depth and perspective.

Thank you

**TOUCH
POINTS**