

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**



**Viewing**

**TOUCH  
POINTS**

# Viewing

**TV2a:** How does your household receive television services on any of the television sets in your home?

**TV2b:** And how do you view television services most often on your main set at home?

NEW



Netflix



Amazon  
Prime Video

hayu.

hayu



Any other subscription  
based internet TV  
streaming service



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# Programme types



Mainstream  
Films



Art House /  
Indie Films



Any other type of film  
(e.g. foreign  
language)

**Q:** Which  
types of  
television  
programmes  
do you most  
like to watch

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New channels added

**5 Spike**

**GOLD**

**Q:** Channels  
watched in  
the last 7  
days or 4  
weeks

One of my  
favourites

**TOUCH  
POINTS**

# ...on different screens

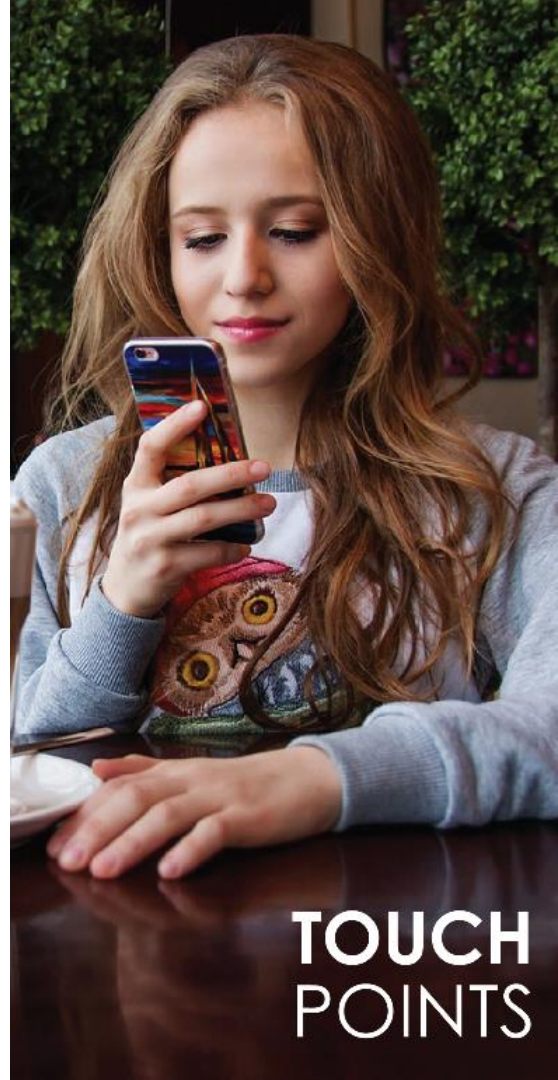
**TV7:** How often, if at all, do you watch these different types of TV?

**NEW**

TV/Video downloaded to a phone,  
tablet or laptop



Live streaming of non-broadcast  
content (e.g. Twitch, YouTube Live)



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# Short video

NEW

**TV10b:** Which platforms or social media/news/messaging sites do you use to watch short video or online content of less than 10 minutes on any device?



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# New VOD statements

I think subscription services like Netflix and Amazon Prime Video are good value for money

The growth of television subscription services has contributed to an increase in the overall quality of television programmes

I am watching more on-demand television than I ever have

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

Don't know/Not applicable

statements  
about  
watching  
on-  
demand,  
catch-up  
and online  
TV / film  
services.

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# Newspapers & Magazines

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# Subscription journalism

NEW

**NR2b:** Do you pay a subscription to access any form of news/journalism online?

Yes

No



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# The power of voice...

Q: How often do you look at, listen to or read online/digital versions of. . .

NR2a: National newspaper titles

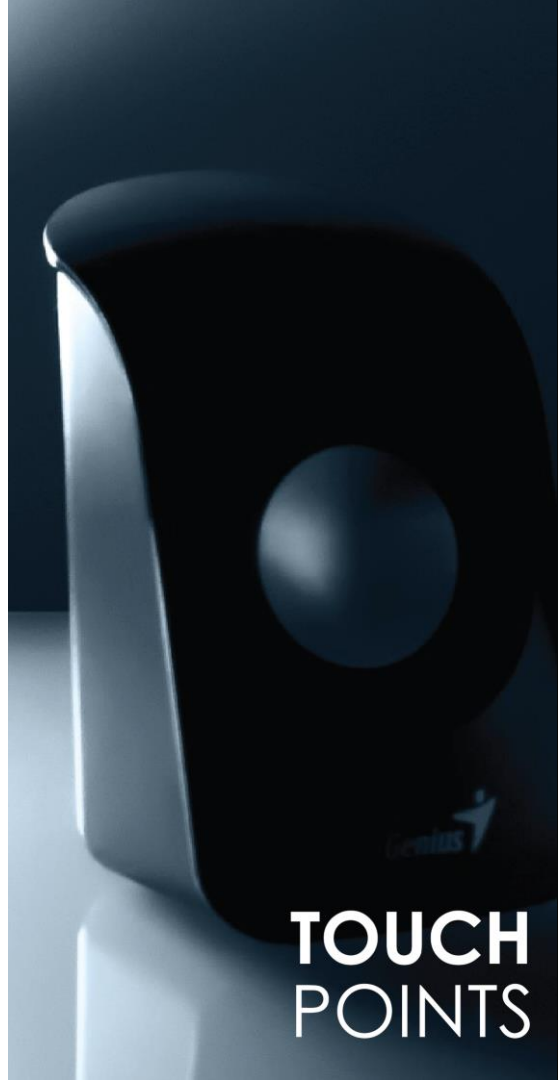
NL2: Regional/local newspaper titles

MR2: Any magazines and magazine articles/stories

in each of the following ways?

**NEW**

Through a voice-activated device (e.g. Amazon Echo (Alexa), Apple HomePod, Google Home)



# Public social vs. private social

Q: How often, if at all, do you do each of the following?

NEW

Share a link publicly to a . . .



Share a link privately to a . . .



**NR7:** National news story

**NL3:** Regional / Local  
news story

**MR5:** Magazine article

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