

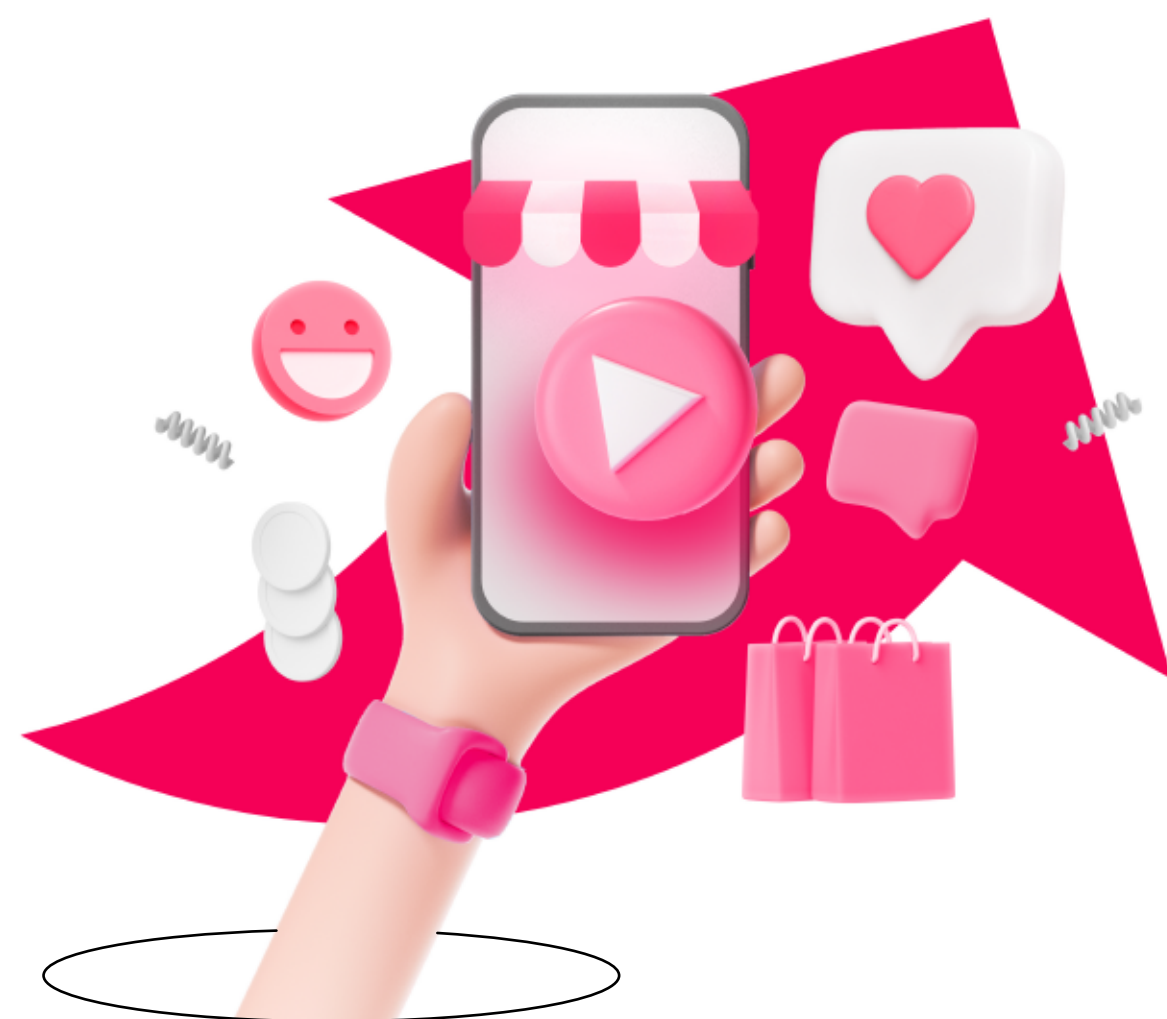
FOCUS ON

# ROMANIANS NEW MEDIA ADOPTION

MAY 2023

[www.dataintelligence.ro](http://www.dataintelligence.ro)  
[contact@dataintelligence.ro](mailto:contact@dataintelligence.ro)





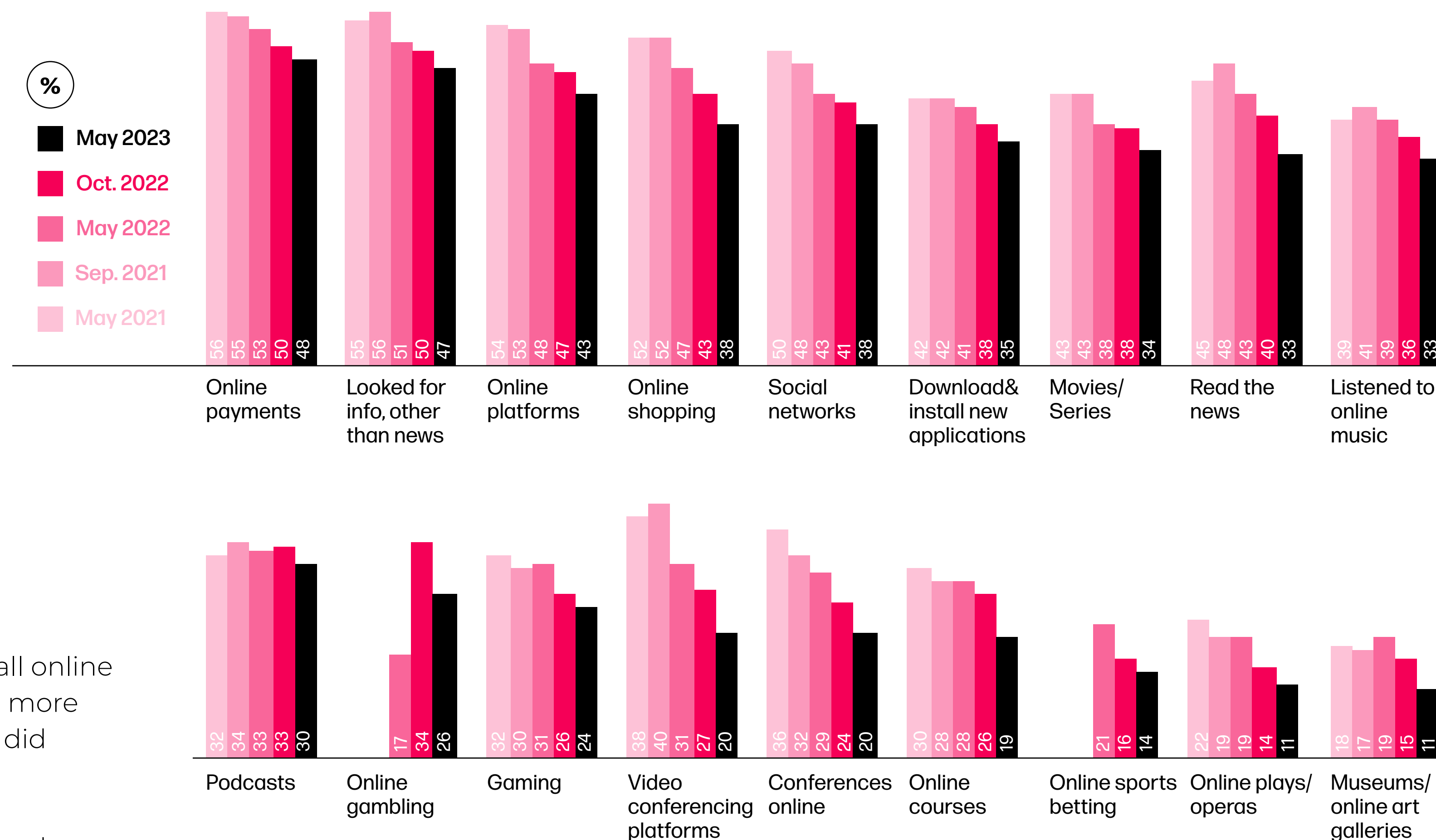
## TREND

# Evolution of Digital Activities

**\*More than in other years**

The decrease trend continues in wave 5 on all online activities. It seems that people started to do more and more offline activities, as they probably did before the pandemic period.

People continue to make online payments and shopping, access online platforms and social media and look for info, as main digital activities.





**TREND**

# Main Reasons for using Social Media

Social media platforms remain the best way to stay connected with friends and to fill up de spare time/relaxing.

The reasons for using social media with the highest increase registered vs previous wave were keeping in touch with their friends, diversity of the type of content and finding out about new trends.







## TREND

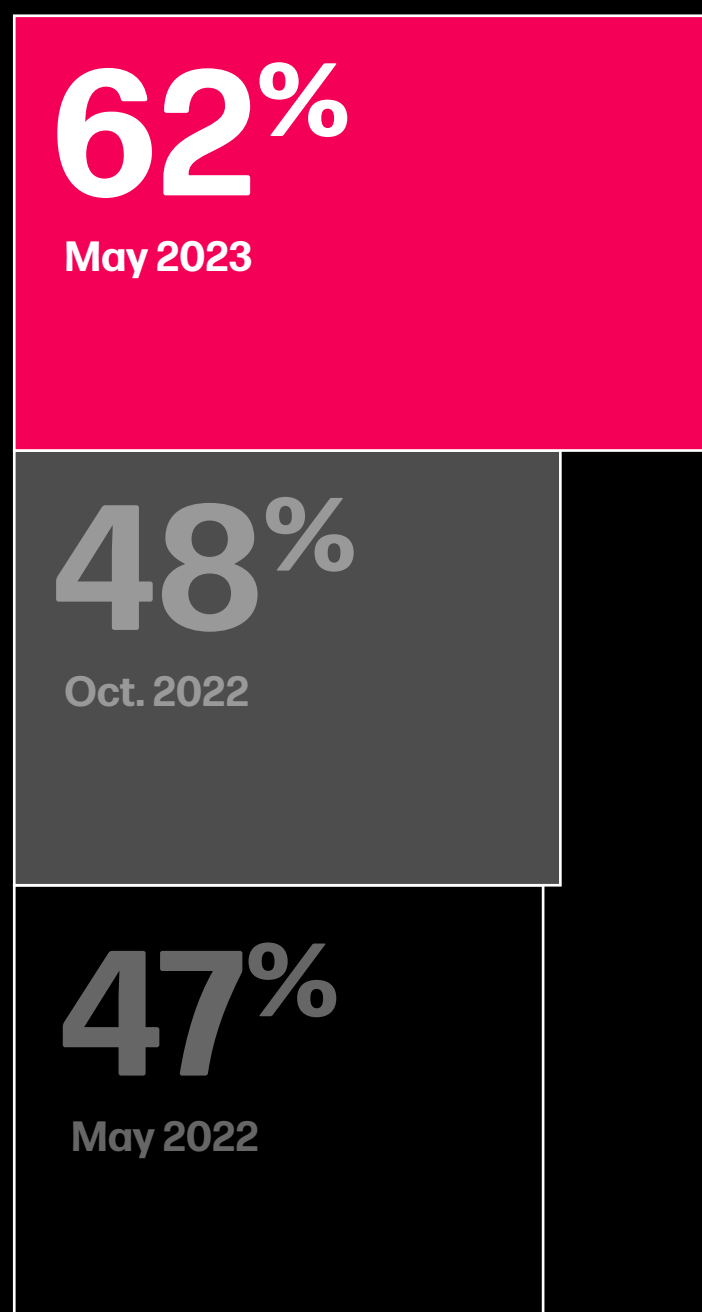
# Metaverse

High increase of Metaverse Awareness compared to the previous waves.

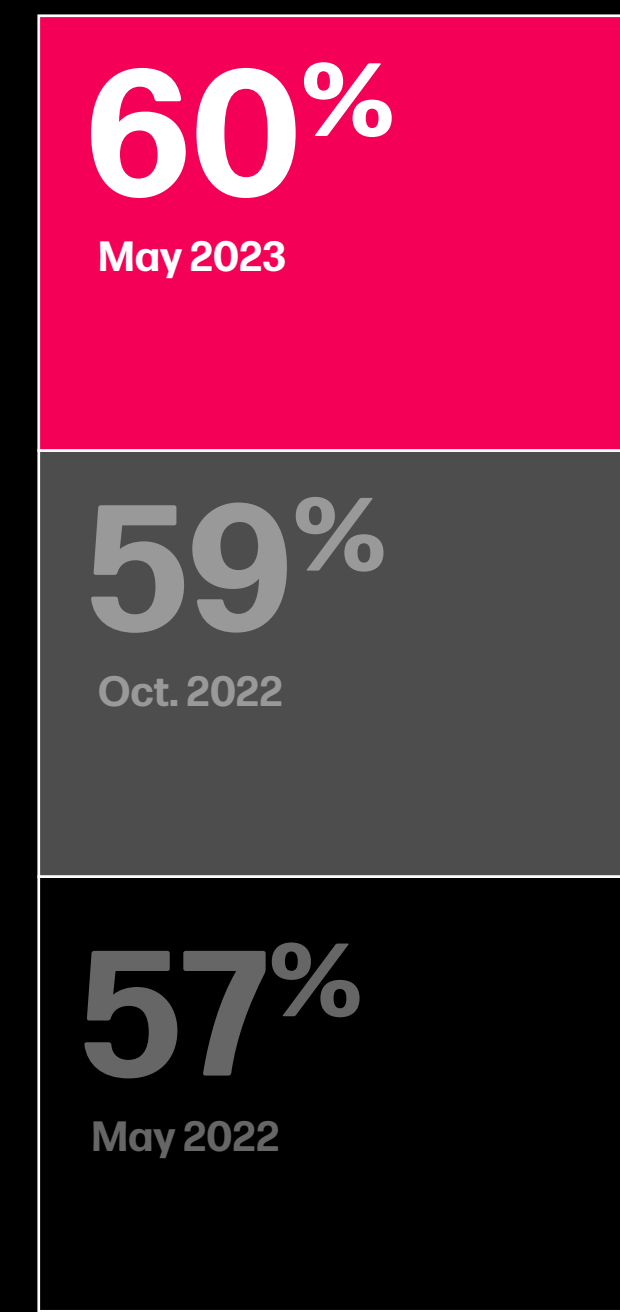
62% from the urban internet users have heard of the “Metaverse” concept, out of which 60% would be interested in trying out virtual experiences in Metaverse.

57% of them would be interested in music concerts, half of them would be interested in socialization, 43% of them would be interested in gaming experiences and 40% of them would be interested in education experiences, in Metaverse.

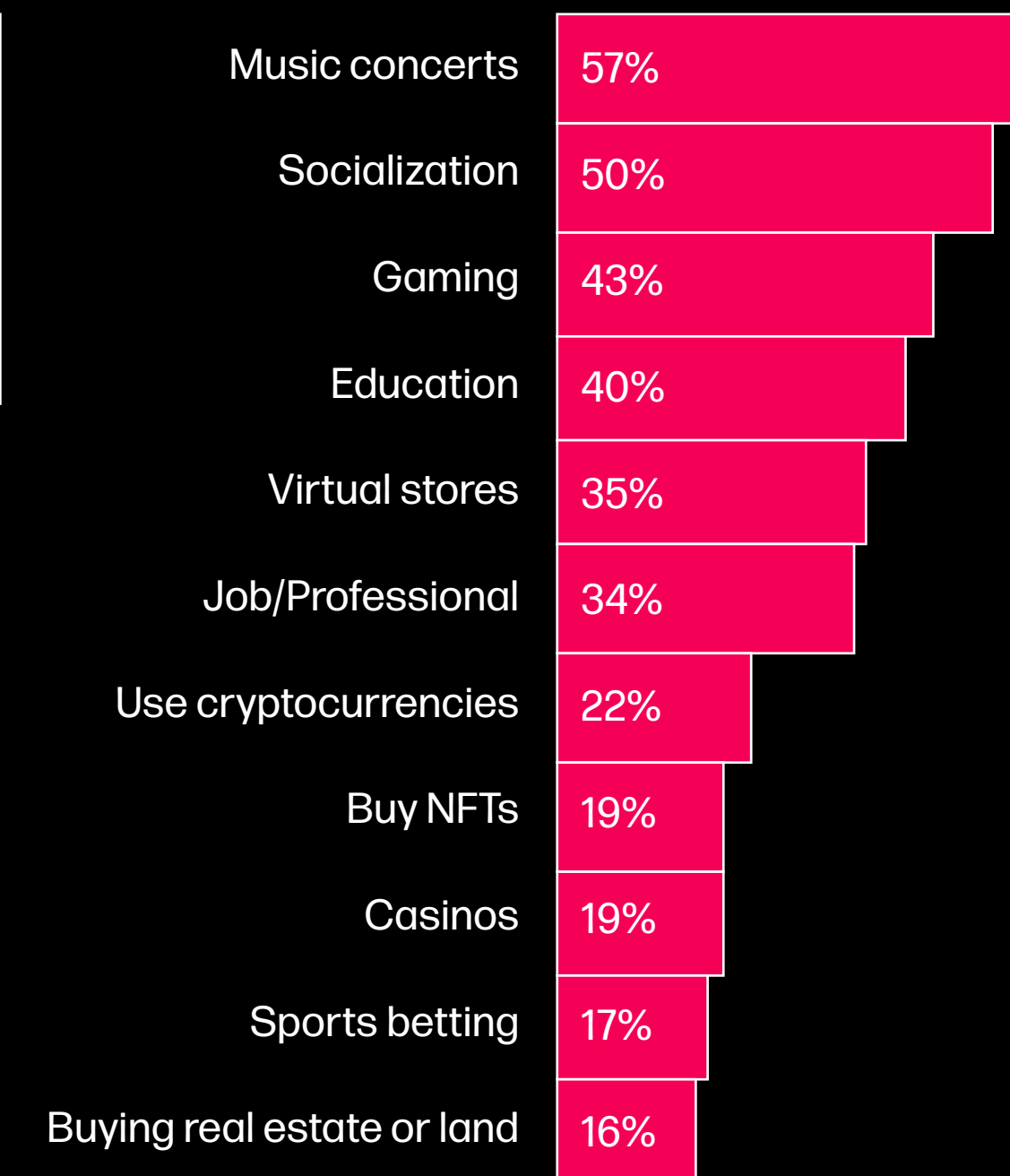
### Metaverse Awareness



### Metaverse Trial



### Metaverse Experiences



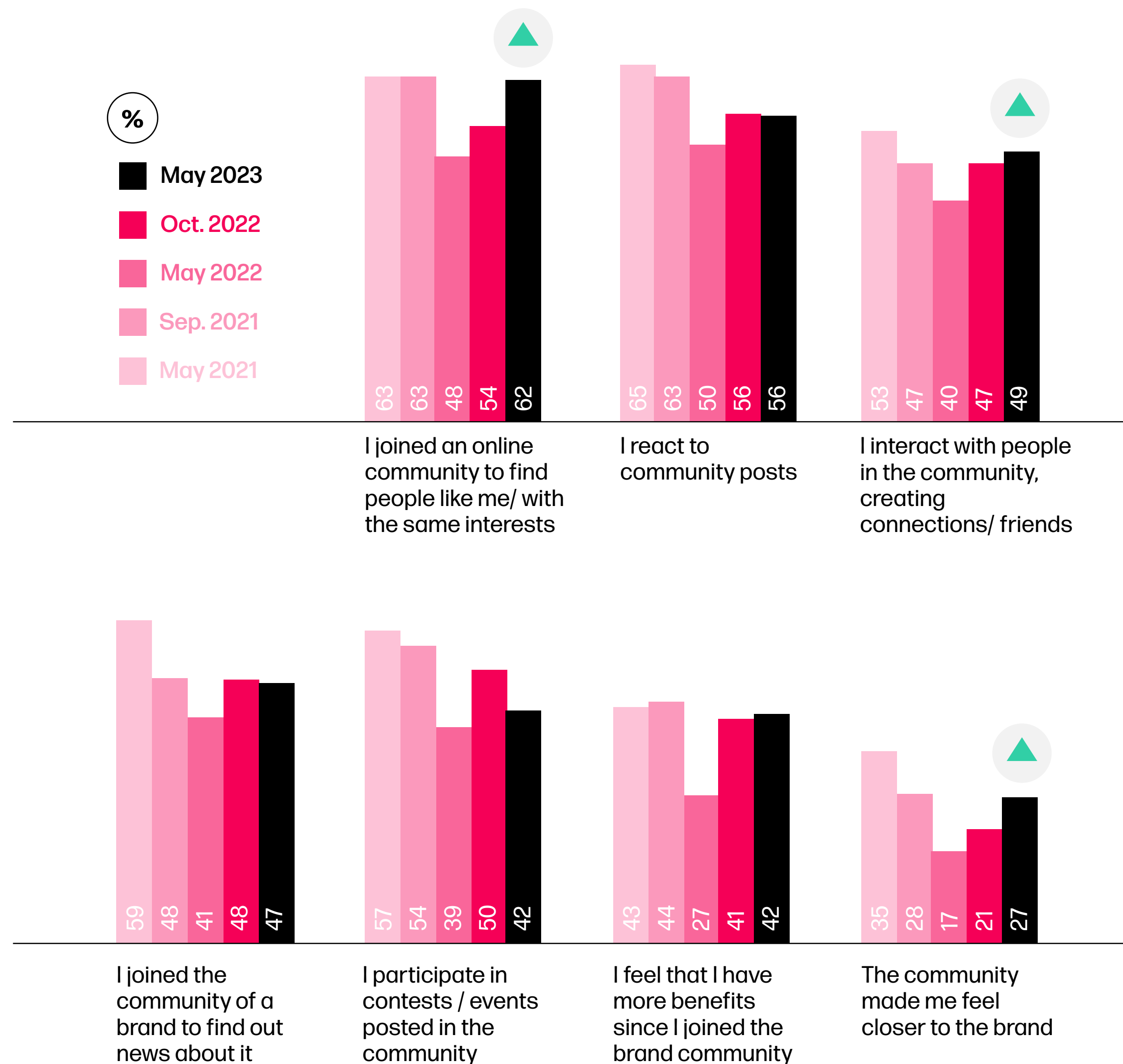


## TREND

# Activities inside an Online Community

Urban internet users join online communities especially to connect and interact with people that have the same interests as theirs, this type of activity registering the highest increase compared to the previous 2 waves, reaching almost the levels of the 2021 waves.

Steady evolution registered by those who like to react to community posts.



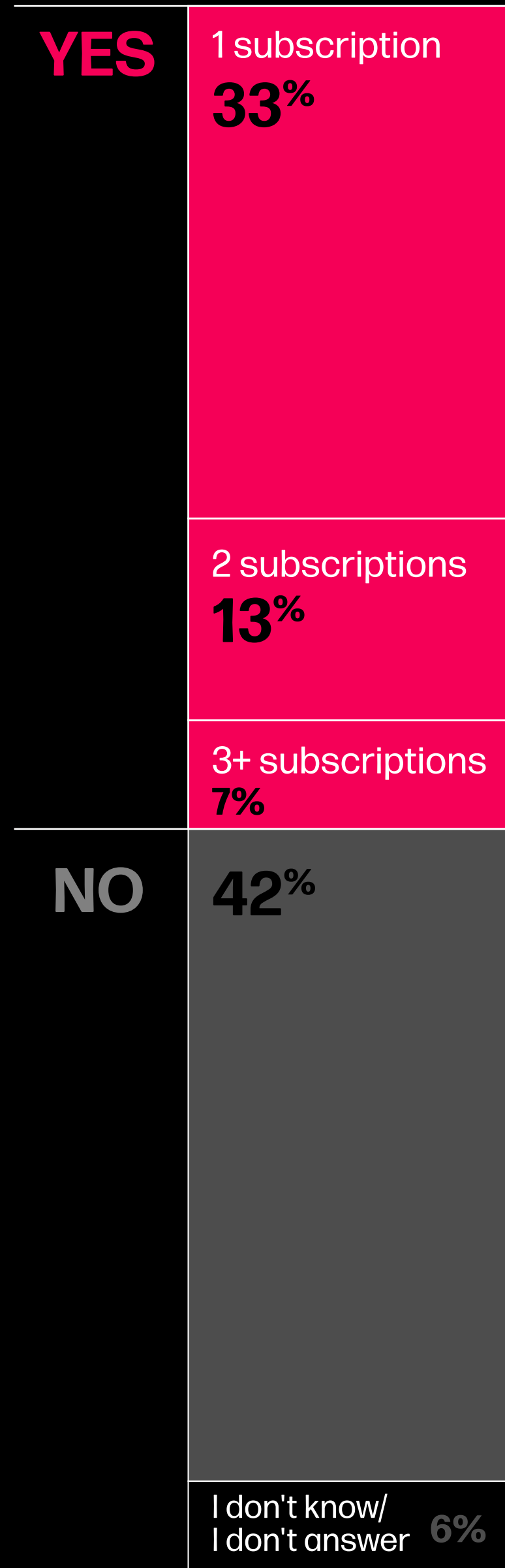


**MAY'23**

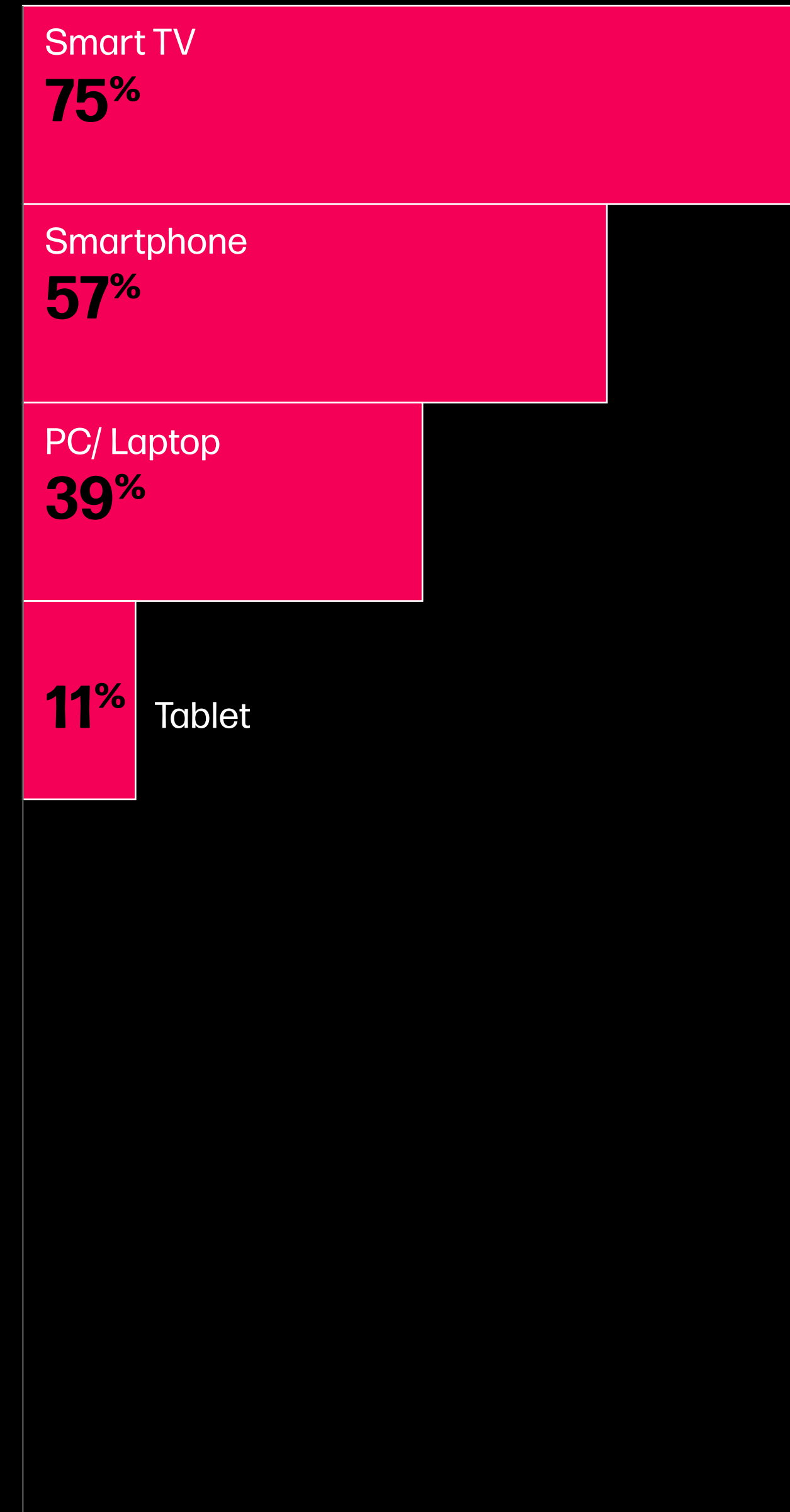
## Video on Demand (VOD)

53% of the urban internet users have at least one subscription (personal or in the household) for accessing video streaming platforms, most of them from a Smart TV (75%).

### VOD Subscriptions



### Devices used





**DATA**INTELLIGENCE

[www.dataintelligence.ro](http://www.dataintelligence.ro)

[contact@dataintelligence.ro](mailto:contact@dataintelligence.ro)

FOCUS ON

---

# ROMANIANS NEW MEDIA ADOPTION

**MAY 2023**