

## Report review

### Referencing information

Author name/s Alcorn, N & Buchanan, L	
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### Report summary

Deloitte Touche Tohmatsu has identified through analysis and compilation, how more than 2000 Australian consumers (who formed part of an immense 19.9 million participant pool of self-reported survey data) interact with the various technologies, and platforms of video, social media, news, advertising and gaming, and have reflected on future preferences within these media disciplines.

Based on the extracted data Australians would still indicate that watching television is their first choice for entertainment. In fact, 59% of Australians surveyed admitted to binge-watching consecutive episodes of television shows, the Millennial generation leading the statistical pack. This bingeing practice is a reality, due to multiple catch-up and streaming services on a variety of platforms and devices (Deloitte Touche Tohmatsu 2017, p. 8-9).

The reports comparison between a consumer making a purchasing decision having been influenced by social media advertising, and not traditional media advertising, e.g. a newspaper, and the continuous growth of influence in advertising by social media platforms (14% since 2013), is a revelation, and a good reason for organisations to rethink their future marketing strategies.

Identify three issues which are likely to impact on your discipline area in the future

1. Social media consumers are preferring to enter private forums to share their opinions (Deloitte Touche Tohmatsu 2017, p. 20). Without open uncensored discussion, the extraction of accurate digital media forecasting data will be influenced by politically correct bias.
2. The identification of false, or misrepresented news in both traditional and digital news will continue to impact the uptake of new subscriptions, until a proven methodology of fact checking is implemented (and accepted) industry wide.

3. There is an opportunity to transition the successful Gaming revenue model across to the News (and opinion commentary) digital media platform, specifically replacing the under-performing subscription-based model (Deloitte Touche Tohmatsu 2017, p. 26) with micro-payments within apps, e.g. a weekly in-app purchase of a foreign correspondents' war zone articles (Deloitte Touche Tohmatsu 2017, p. 38).

### Research Topic

How has the growth of online news sources affected the trust placed in traditional news sources, such as radio, television, and newspapers?

### End reference in UniSA Harvard style

Alcorn, N & Buchanan, L, *Media Consumer Survey 2017: Australian media and digital preferences – 6th edition*, Deloitte Touche Tohmatsu, viewed 15 April 2019, <<https://www2.deloitte.com/content/dam/Deloitte/au/Documents/technology-media-telecommunications/deloitte-au-tmt-media-consumer-survey-2017-290818.pdf>>.