

Bite Sized Thought Piece

2010

A young child with blonde hair, wearing a striped shirt and light-colored pants, is sitting on a grassy bank. The child is focused on a laptop computer that is resting on their lap. The laptop is open, and the child's hands are on the keyboard. The scene is set outdoors under a clear blue sky. In the foreground, there is a calm body of water that perfectly reflects the child, the laptop, and the surrounding grass and sky. The reflection is sharp and clear, creating a symmetrical image.

An iPad Revolution?

The iPad has landed

Since its grand unveiling in late January 2010, Apple's iPad has been the subject of intense media excitement and speculation. Many have hailed it as a technological masterpiece that will revolutionise the ways in which we consume and interact with everyday media; others have questioned its hype and market positioning – *Is it designed to replace our computers or accompany what we already have? Isn't it just an over-sized iPhone? What does it actually add to the media landscape?*



Whilst the long-term impact of the iPad has yet to be established, there is no doubting its immense short-term success. Since its official US launch in early April, demand for the iPad has been unprecedented, with more than one million units sold in less than a month, making the iPad a faster seller than even its predecessor and sister product, the iPhone.

As a tidal wave of excitement and scepticism continues to build in anticipation of the iPad finally reaching UK shores, Ipsos MediaCT has investigated potential take-up among GB consumers, as well as how such technology can affect, benefit and potentially threaten traditional media consumption.





Pressing issues

A key area of focus has been the possible impact of the iPad on the provision of news and the potential threats and opportunities the iPad can bring to a newspaper market already in transition.

While certain sectors of the market have bucked the trend, notably the free titles and the quality daily and Sunday newspapers, a general decline in printed newspaper claimed readership has been observed over time, as well as a reduction in circulation figures. At the same time, the market has developed with the delivery of digital newspaper content on platforms such as websites and mobile, and publishers are now exploring monetisation of electronic content.

In the context of these market developments, many have acknowledged that devices such as the iPad do have the potential to help develop their digital identities even further and breathe fresh life into current business models. In particular, applications such as those already developed and showcased by the FT and Daily Express can help broaden the brand's appeal to non-traditional readers of their printed counterparts. Early indications in the US highlight the potential for news consumption on the iPad, with news app's occupying 4 of the top 10 spots for most downloaded free applications, one day prior to its launch.

How will news be consumed in the future?

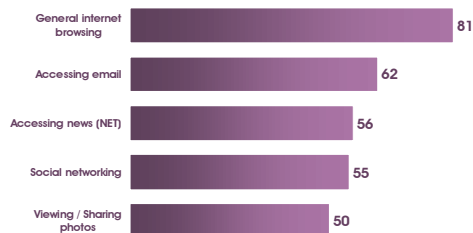
It is also important to address the impact, if any, that the iPad and similar devices is likely to have on readership of printed newspapers. *In the long-term, will there continue to be demand for printed press, or will the portability of devices such as the iPad, combined with regular news updates online, define our future news consumption?*

Ipsos MediaCT has conducted face-to-face research among a nationally representative sample of GB adults, to begin to answer these types of questions*.

US excitement does appear to have extended across the pond, with 1 in 10 of all GB adults claiming they would be extremely interested in owning an iPad, rising to a quarter of those aged 15-24. 28% show some level of interest overall.

Accessing news does feature highly in anticipated iPad activities (56% of those interested in owning an iPad), behind only general internet browsing (81%) and email (62%). Consumers of quality press demonstrate the highest level of interest for accessing news in this way. Initially, the most popular way of consuming news on an iPad is likely to be via websites (45% of those interested in owning an iPad), whilst accessing a newspaper app. (28%) already generates more interest than the more established format of electronic newspapers (26%).

Which, if any, of the following would you be interested in using an iPad for? (Top 5)



Accessing news (net) consists of the following codes:

- Catching up on news, via websites (45%)
- Catching up on news, via an electronic version of a newspaper (26%)
- Catching up on news, via a newspaper app (28%)

*Base: All adults 15+ interested in owning an iPad (n=521)

Anticipated interest in news consumption via devices like the iPad may signal that such devices cannot fail to have some form of impact on printed press in the future. However, our research indicates that this does not necessarily spell the end for printed formats that has been predicted by some.

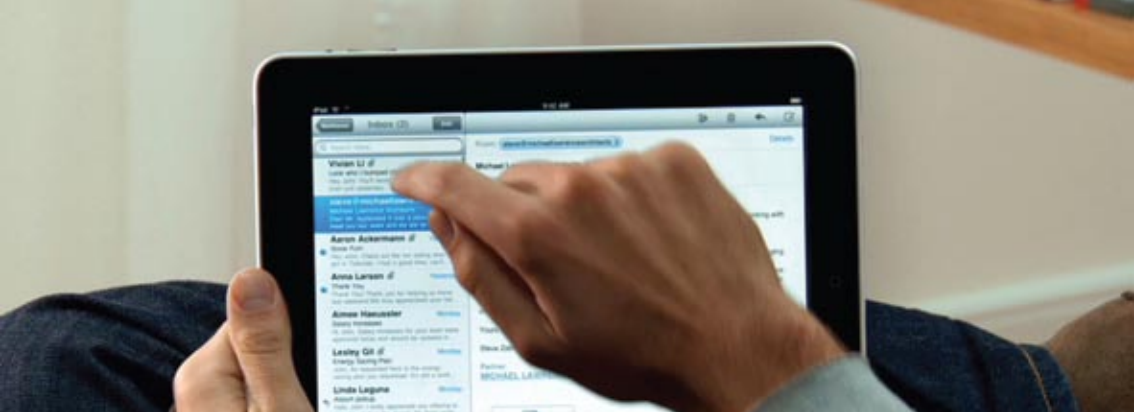
Only 4% of all GB adults claim their ability to catch up on news on an iPad would result in them reading printed newspapers less often than they do currently.

Among all newspaper readers interested in owning and accessing news via an iPad, more than half believe their readership of printed press would not be affected.

1 in 5 of readers of quality newspapers who are interested in owning and accessing news via an iPad claim their readership of printed newspapers would actually increase if they could catch-up on news in this way. There is some indication, therefore, that printed and mobile digital news can have a complementary co-existence for some consumers, perhaps with newspaper applications whetting the appetite for more detailed information and commentary found in the printed medium.

There may also be potential for newspaper brands to extend their appeal to *new audiences* through applications, as 20% of those interested in owning an iPad and using it to catch up on news, do not currently read printed press.





The launch of Apple's iPad has brought with it a fanfare of excitement, opportunity and uncertainty. Many have predicted an iPad revolution and an overhaul of media consumption as we know it, while others have predicted a flash in the pan.

Through this research, Ipsos MediaCT has begun to take a first glimpse into the potential future and has uncovered relatively high levels of likely take-up, which we would only expect to increase as price goes down, word of mouth spreads and confidence in using technology grows. Our findings also suggest that this does not necessarily spell the end for more traditional media formats and the onus is on media brands to use this new technology to their advantage, in diversifying the appeal of their overall brand, rather than allowing themselves to be replaced.

Ipsos MediaCT would be delighted to provide more information about this research and discuss any future research opportunities in this area.

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