

ENTERTAINMENT TODAY



Entertainment decoded

Its almost impossible today to find a youngster who's sitting idle without doing anything. They're plugged into their iPod, browsing on their laptops, flipping through channels, texting friends and whatnot. Entertainment has become and absolutely essential part of their lives. We wanted to find out if the way their perceive entertainment or the activities that popular with them have changed over the years or have remained a constant.



Popularity of entertainment options

Increasing popularity

Watching TV
Listening to music
Eating out
Hanging out
Going for movies
Indoor games (playing on mobile phone, PS3 etc)
Chatting on the internet
Surfing the internet
Social Networking sites



Sliding popularity

Online Games
Dancing Class
Music Class
Partying
Adventure sports
Hobbies like painting, gardening etc
Solving puzzles



Q: While some of the entertainment activities are becoming more and more popular with today's youth; there are some other activities that are now becoming passe and gradually losing their appeal. As I read out each entertainment activity, please take a look at this card and tell me which option best describes your perception about this activity. I am not talking about your views only; I am more interested in the generalized perception among your friends / group of people whom you hang out with. Where (1) This activity used to be popular at one time but is now considered to be out-of-fashion. (2) This activity is gradually losing its popularity and is likely to be replaced by more engaging ones in the near future. (3) This activity is already quite popular with people like me and will remain so for quite some time. (4) This activity is gradually becoming more and more popular and will become a more engaging pasttime / entertainment option in the near future.

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While TV remains their top source of entertainment, they see it as something that's a time pass activity. Music, however, keeps them fresh and happy. All of other top picks reinforce the fact that they're social animals and most likely to hangout with their friends to keep themselves entertained. If they can't hangout with them physically, they do so on social networking sites like Facebook & Twitter. These sites are the best means of keeping up-to-date with all that's happening in their friends' lives.

With entertainment being available at the touch of a button, far less people are also venturing outdoors to experience the thrills of adventure sports and games. This also leaves with very little time to pursue their personal interests or hobbies. The inclination to spend time doing something that hones their talents is declining.

With the increasing popularity of gaming consoles and mobile gaming, there are less takers for online gaming.



About the Study

In this constantly evolving era of media and technology, Entertainment is being redefined. MTV engaged with 3115 youth across 16 cities in the age bracket of 15-24 years and Sec AB to investigate the changing trends in Entertainment. The research was conducted with a mix of quantitative questionnaires, qualitative group discussions and ethnography analyses. The objective of the research was capture the current entertainment avenues and forecast winds of change in near future.



For more details ...

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