



Centro  
Reina Sofía  
sobre adolescencia  
y juventud



# CONSUME, CREATE, PLAY

An overview of digital youth entertainment



# OBJECTIVES OF THE STUDY



**GENERAL OBJECTIVE:** to delve into the experiences, perceptions and motivations of teenagers and young people regarding their digital entertainment practices.

1

Investigate the practices and **consumer habits of audiovisual content** on digital platforms, with a special focus on content-creation channels.

2

Analyse the practices of **content production** and the interests and **motivations** of young people **to create content** actively on the Internet.

3

Study the **perceptions, attitudes and experiences** of young people **on the consumption and production of audiovisual content**.

4

Measure the **video game playing practices** of teenagers and young people: **type of gaming platforms, frequency** with which they play, **themes and genres**.

5

Ascertain the **interests, motivations and risks associated with the consumption of video games** by teenagers and young people, as well as their perception of the generalisation of paid content.

# METHODOLOGY

## DATA COLLECTION



On-line survey

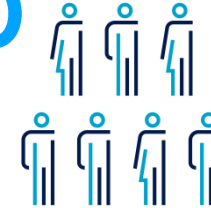
## UNIVERSE



Population of 15 to 29 years resident in Spain

## SAMPLE DESIGN

1,200 people



## WEIGHTING



By gender and age group

## SAMPLE ERROR

±2.8%



## DATE

September and October 2021



## SELECTION

By **GENDER**  
women  
and men



By **AGE**  
15 a 19  
20 to 24  
25 to 29



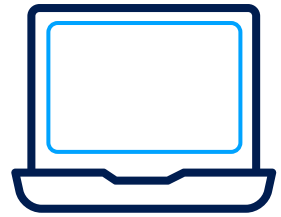
By completed **LEVEL OF EDUCATION**



Up to compulsory secondary education  
Post-compulsory secondary education  
Higher

# MAIN FINDINGS

MULTIPLE, MULTI-MEDIATED  
AND DIVERSIFIED  
TECHNOLOGY ECOSYSTEM



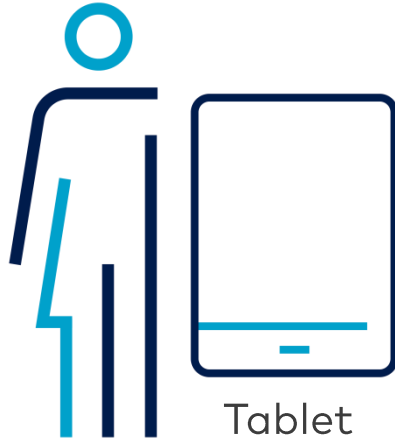
**79.8%**  
Laptop PC



**86.4%**  
Smartphone



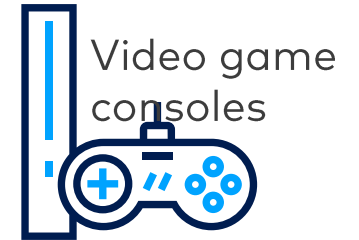
Nearly half of young people  
use **between 4 and 6 devices.**



Tablet



Desktop PC



Video game  
consoles

# MAIN FINDINGS

## DIGITAL ENTERTAINMENT FULLY INTEGRATED INTO EVERYDAY LIFE

 **6.95**  
hours a day

Digital entertainment on a **daily basis** for **4 out of 5 young people**.



**3 out of 4** young people have **paid subscriptions** to audiovisual content.

### MOST FREQUENT ACTIVITIES



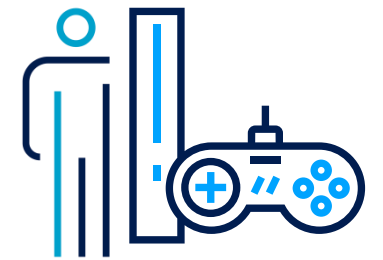
music



audiovisual  
content



social  
media



video games

# MAIN FINDINGS

HIGHLY VARIED AND DIVERSIFIED CONSUMPTION OF CONTENT



Widespread **music** consumption.

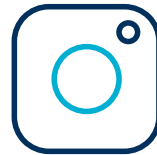
## GENDER-DIVERSIFIED CONTENT



Cinema, music, beauty, fashion, animals and gastronomy



video games and sport



**INSTAGRAM**  
widespread use



**TIKTOK**  
prominent between 15 and 19 years old



**TWITCH**  
prominent among boys

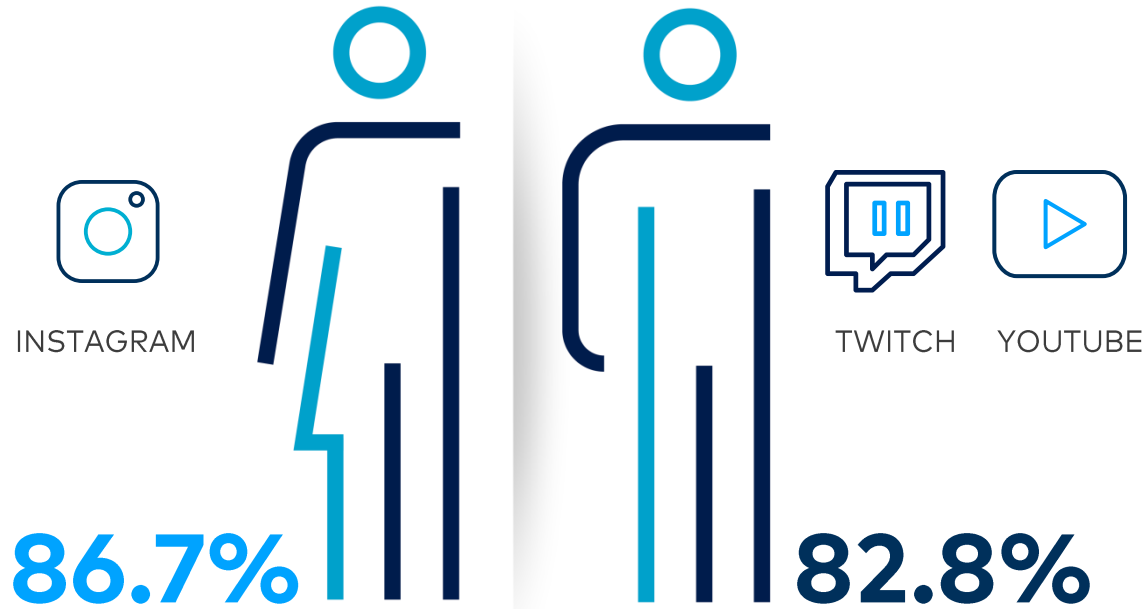
**31.2%**

spends money on content creators



# MAIN FINDINGS

## THE CREATION OF DIGITAL CONTENT IS AN EVERYDAY ACT



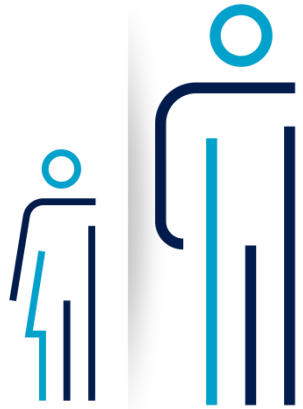
**8** out of **10**  
young people  
create on-line  
content.

**1** out of every **10**  
says they are trying to  
pursue a career in  
content creation.



# MAIN FINDINGS

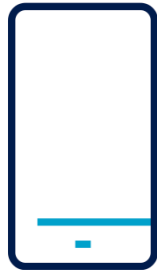
## VIDEOGAMES ESTABLISHED AS A KEY FACET OF YOUTH ENTERTAINMENT



boys play more often than girls



**9** out of **10**  
young people play.



**77.8%**

play with smartphone



**92%**

spend money on video games



**32.6%**

pay monthly micro-transactions

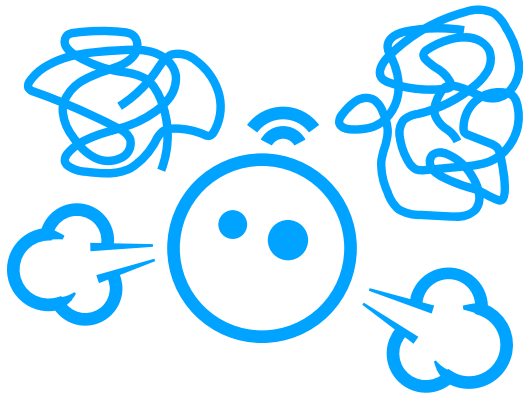


# MAIN FINDINGS

THERE ARE BOTH MATERIAL AND PSYCHOSOCIAL RISKS IN DIGITAL ENTERTAINMENT



significant lack of knowledge about spending on paid content subscriptions, donations and micro-transactions among the most vulnerable groups.



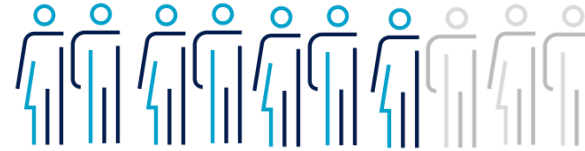
## PSYCHOSOCIAL PERSPECTIVE

- some experiences of harassment, bullying and violation of privacy.
- these negative experiences are more frequent among girls, who are more likely to hide their identity on-line, although boys are more likely to receive insults while playing on-line.

# TECHNOLOGICAL EQUIPMENT

## MULTIDEVICE YOUNG PEOPLE

The presence of devices is massive and diversified



**7** out of **10** young people **have** at least **4** different devices.



**84.2%**

**72.3%**

**65.9%**

**62.4%**

**45.9%**

**51.9%**

**36.4%**

**28.0%**

**19.4%**



**88.4%**

**87.1%**

**63.7%**

**46.2%**

**62.4%**

**40.5%**

**46.9%**

**30.6%**

**11.4%**



Smartphone

**86.4%**



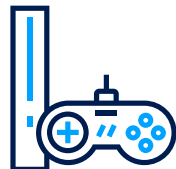
Laptop PC

**79.8%**



Smart TV

**64.8%**



Video console

**54.2%**



Tablet

**54.2%**



Desktop PC

**44.8%**



Smartwatch

**41.7%**



Virtual assistant

**29.3%**



e-Reader

**15.4%**

# USES OF DIGITAL TECHNOLOGIES

## LEISURE AS A PRIORITY USE OF DIGITAL TECHNOLOGIES

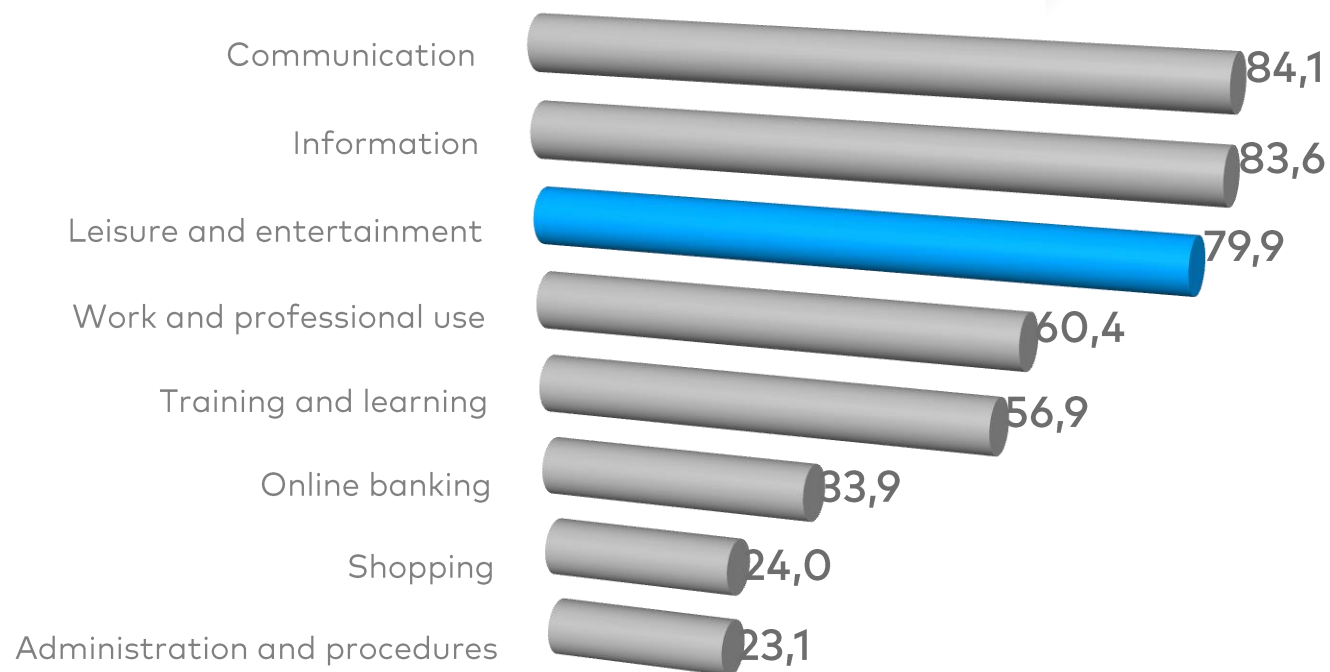


**6.95**

daily hours of digital entertainment



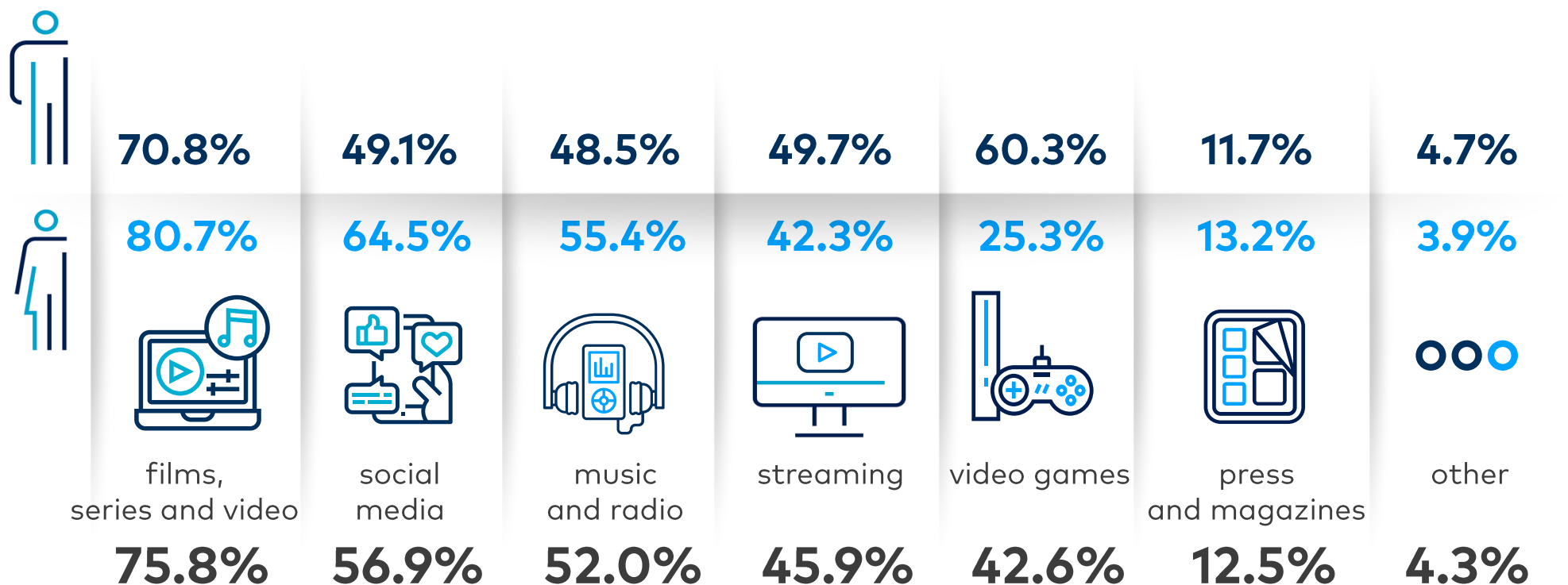
**4** out of every **5** young people **use** digital entertainment **on a daily basis.**



# CONSUMPTION OF DIGITAL CONTENT

## ACCESS OR SUBSCRIPTION TO DIGITAL SERVICES OR CONTENT

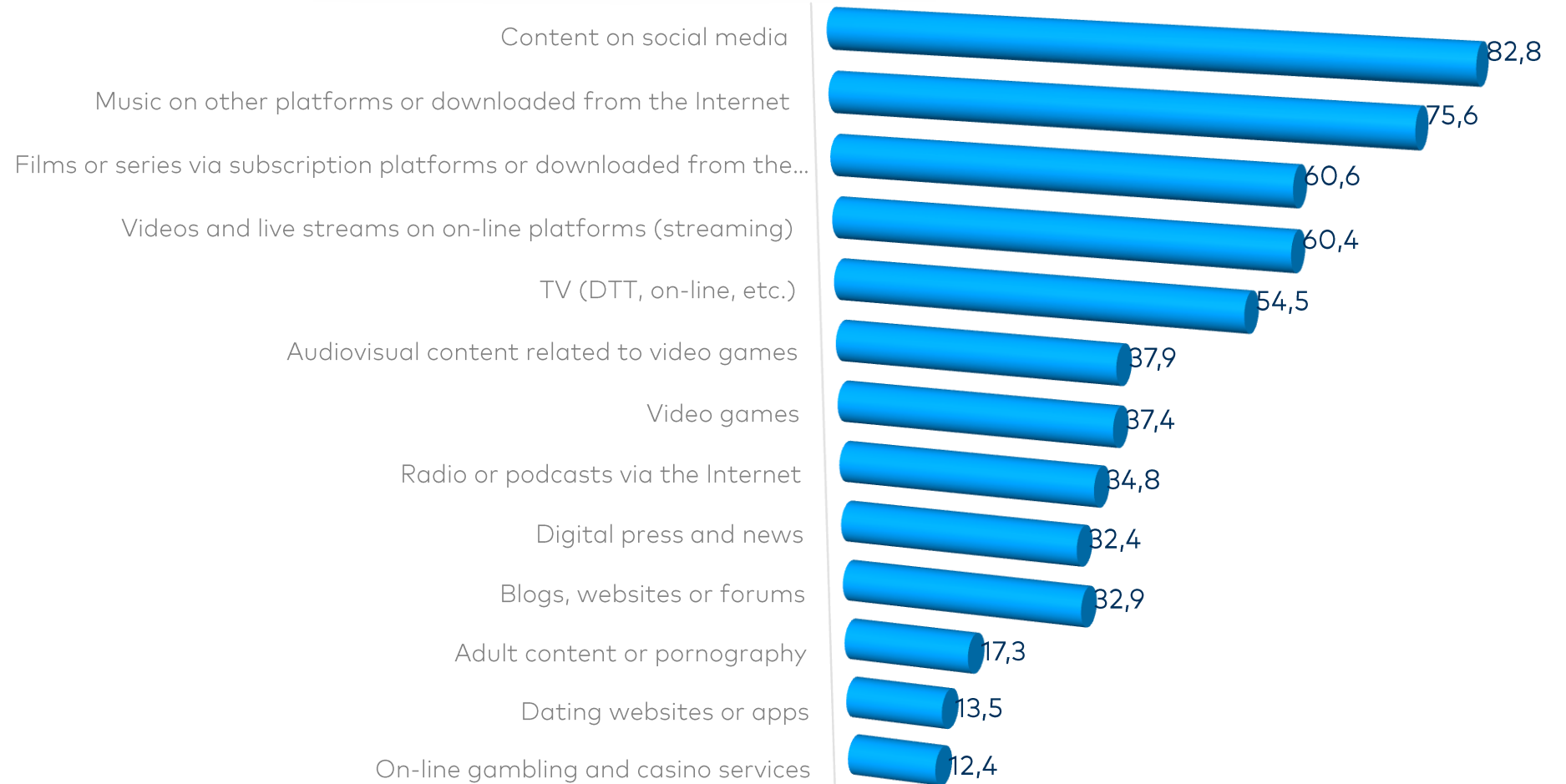
Do you subscribe to or access any type of digital service or content (films, music, series, video games, etc.)?



# CONSUMPTION OF DIGITAL CONTENT

## DIGITAL ENTERTAINMENT ACTIVITIES ON A DAILY BASIS

How often do you engage in the following digital entertainment activities? Answer: every day.

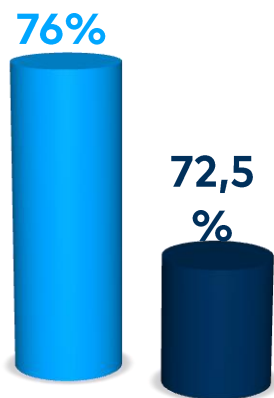


# SUBSCRIPTION SERVICES

SUBSCRIBING TO DIGITAL SERVICES, DAILY BREAD AND BUTTER

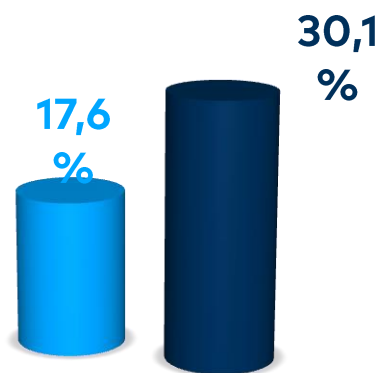


**3** out of every **4** young people have subscriptions to paid digital content.



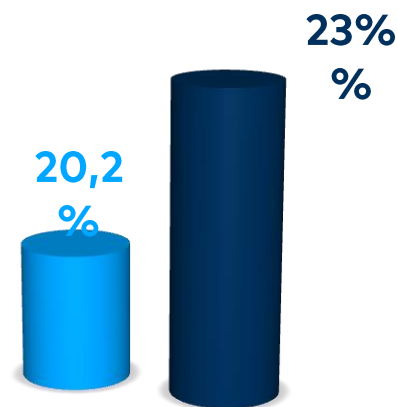
Share the subscription with (an)other person(s)

**74.3%**



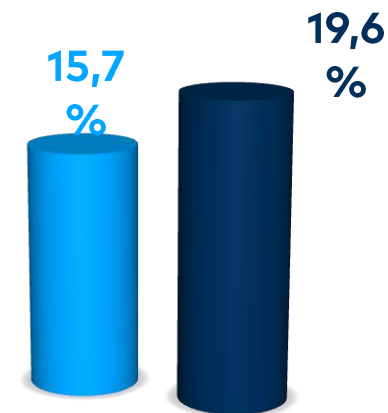
Paid subscription to content from creators or influencers

**23.8%**



Pay a subscription for on-line video games

**21.7%**



Subscribe to paid video game platforms

**17.8%**

# CONTENT AND INFLUENCER FOLLOWING



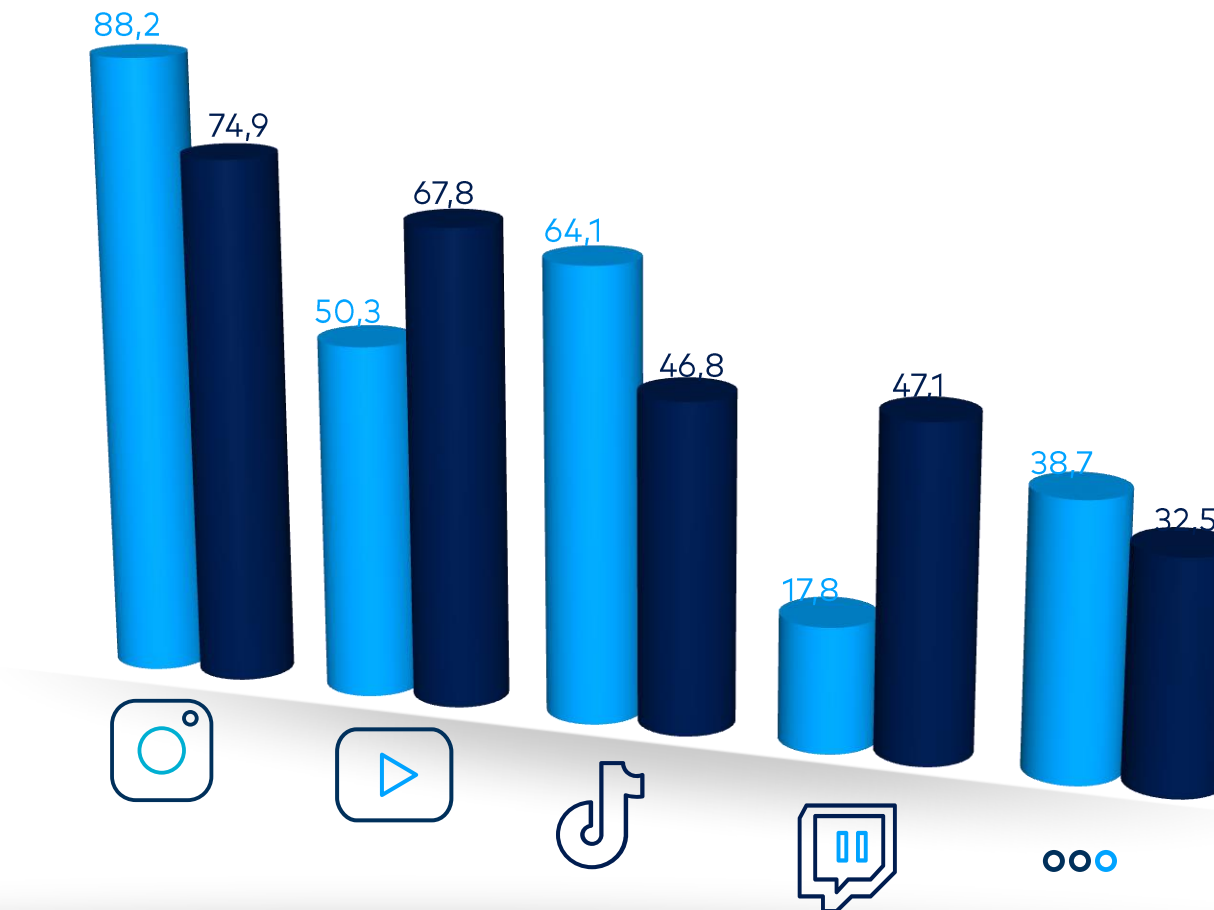
CONSTANT AND DIVERSE  
DIGITAL CONTENT  
CONSUMPTION

MOST FOLLOWED PLATFORMS  
BY GENDER

 INSTAGRAM  
**81.6%**

 YOUTUBE  
**58.9%**

 TIKTOK  
**55.6%**



# CONTENT AND INFLUENCER FOLLOWING

CONSTANT AND DIVERSE  
DIGITAL CONTENT  
CONSUMPTION

MOST FOLLOWED PLATFORMS  
BY AGE



INSTAGRAM

**81.6%**



YOUTUBE

**58.9%**



TIKTOK

**55.6%**





# CONTENT AND INFLUENCER FOLLOWING

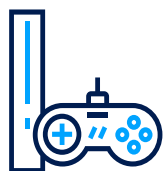
CONSTANT AND DIVERSE  
DIGITAL CONTENT  
CONSUMPTION

DIVERSITY OF CONTENT



music

**53.6%**



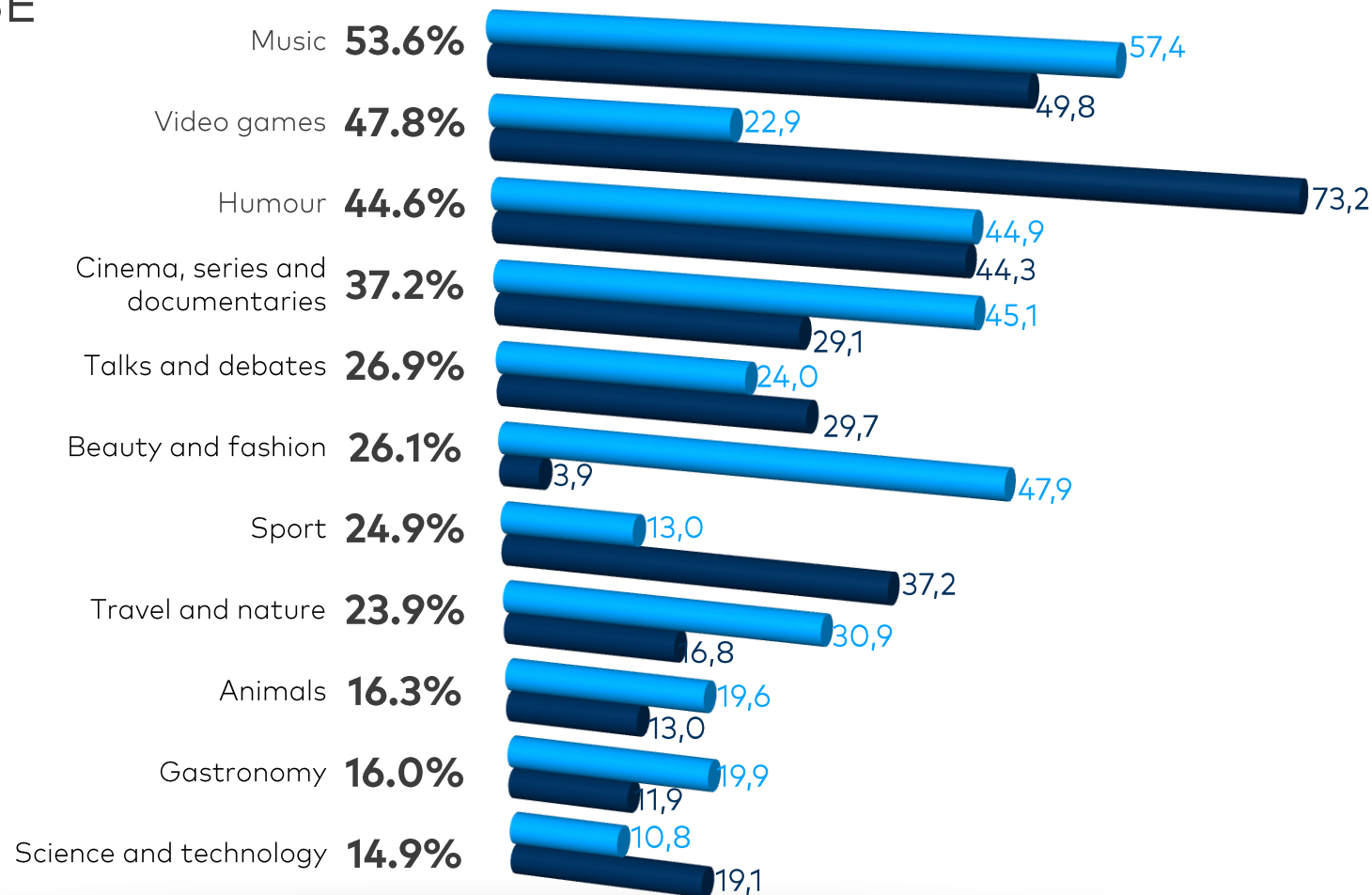
video games

**47.8%**



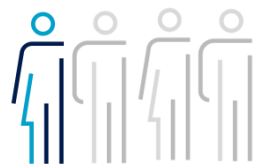
Humour

**44.6%**



# CONTENT CREATORS

## BROAD INFLUENCER FOLLOWING



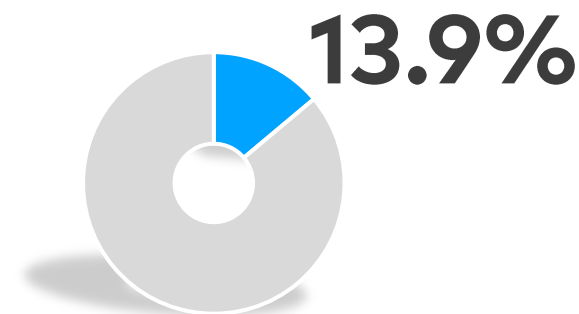
**1** out of every **4** young people **often** **comments on chats, videos or posts.**



**3** out of every **4** young people **follow content creators** (free subscription to channel, account, platform, etc.).

**31.2%**

make some kind of **payment** to content creators (subscriptions, donations).



participate in forums or **on-line communities** linked to content creators.

women **77.4%**

men **72.2%**

women **23.2%**

men **39.4%**

# CONTENT CREATORS

## BROAD INFLUENCER FOLLOWING



### WOMEN...

...are more critical and  
more aware

**60.3%** "I have unfollowed content creators because they have disappointed me or said/done things I didn't like" (men: 49%).

**49.9%** "At some point I have come to think that I spend too much time consuming digital content from creators and influencers" (men: 43.5%).

**42.9%** "I follow content creators and influencers because of their activism/ideology or because they are committed to causes I share" (men: 38.2%).

**33.6%** "Content uploaded to on-line platforms and social networks is too sexualised" (men: 29.7%).

# CONTENT CREATORS

## BROAD INFLUENCER FOLLOWING



### MEN...

...are more loyal,  
more dependent and  
less critical

**46.8%** "By following content creators and influencers I feel part of a community" (women: 38.2%).

**42.1%** "Content from content creators and influencers has helped me through difficult times" (women: 37.2%).

**40%** "Consuming content from creators and influencers is my main source of entertainment" (women: 30.4%).

**39.8%** "Content creators have a strong influence on my hobbies and interests" (women: 29.5%).

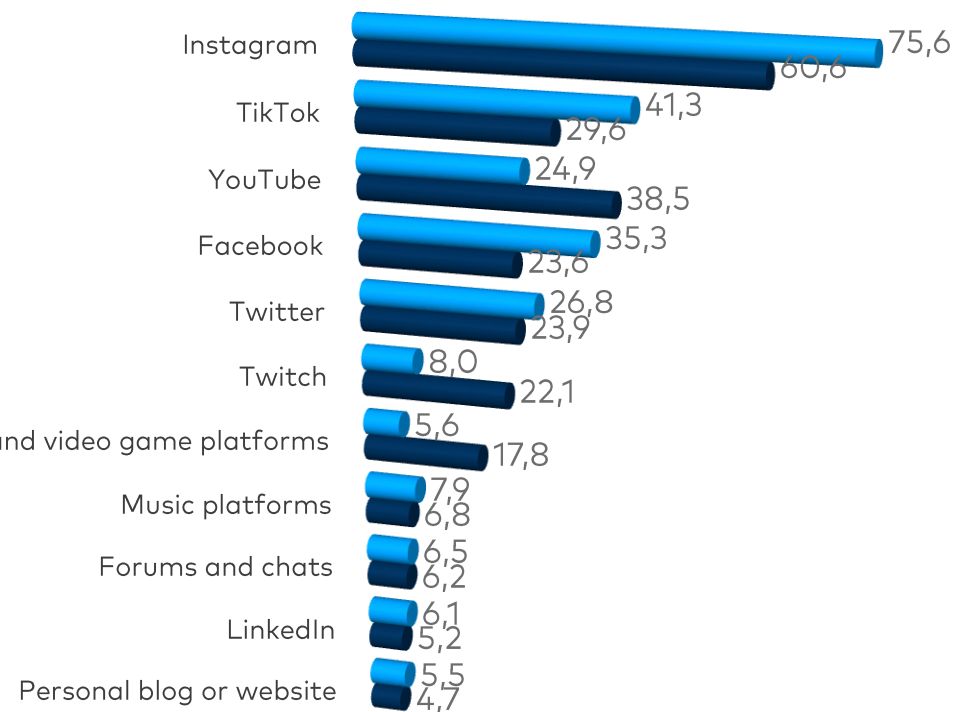
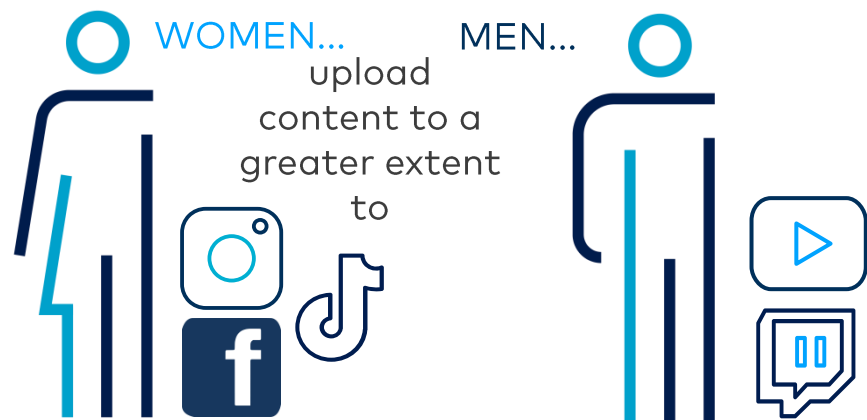
**29%** "The opinions of content creators and influencers are important to me" (women: 23%).

# CREATE CONTENT

## CONTENT CREATION AS A DAILY HABIT



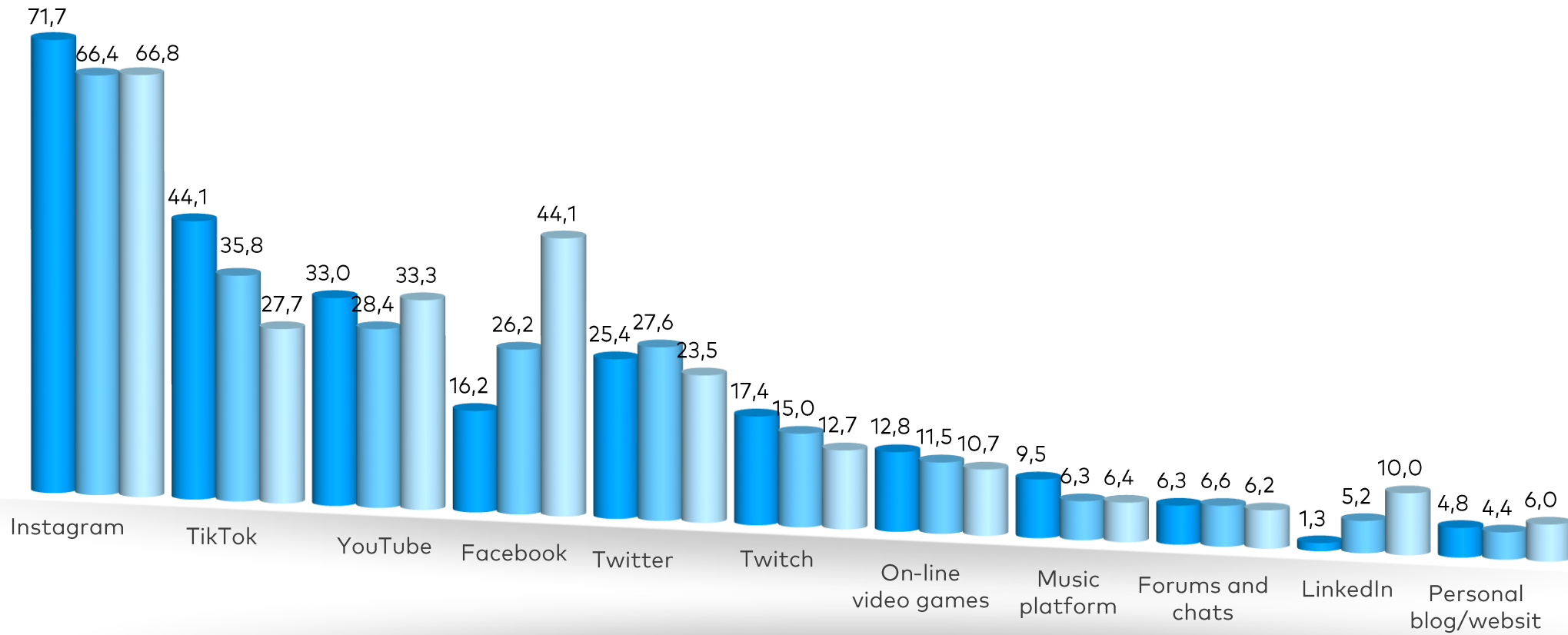
**8** out of **10**  
young people **create their own content** on a digital platform.



# CREATE CONTENT

## CONTENT CREATION AS A DAILY HABIT

- 15-19 years
- 20-24 years
- 25-29 years



# CONTENT CREATION AS A PROFESSION

IT IS BOTH POSSIBLE AND DESIRABLE TO WORK IN CONTENT CREATION

**1** out of every **10**  
Is currently trying to do so.



**1** out of every **3**  
young people says that they would like to pursue a career in **content creation**.

## GENERAL POSITIVE VIEW OF THE CONTENT CREATION PROFESSION

**60.7%**

ideal channel for creating content for social causes or raising awareness.

**59.7%**

has a bright future.

**56.2%**

allows creativity to develop more freely than in traditional media.

**50.3%**

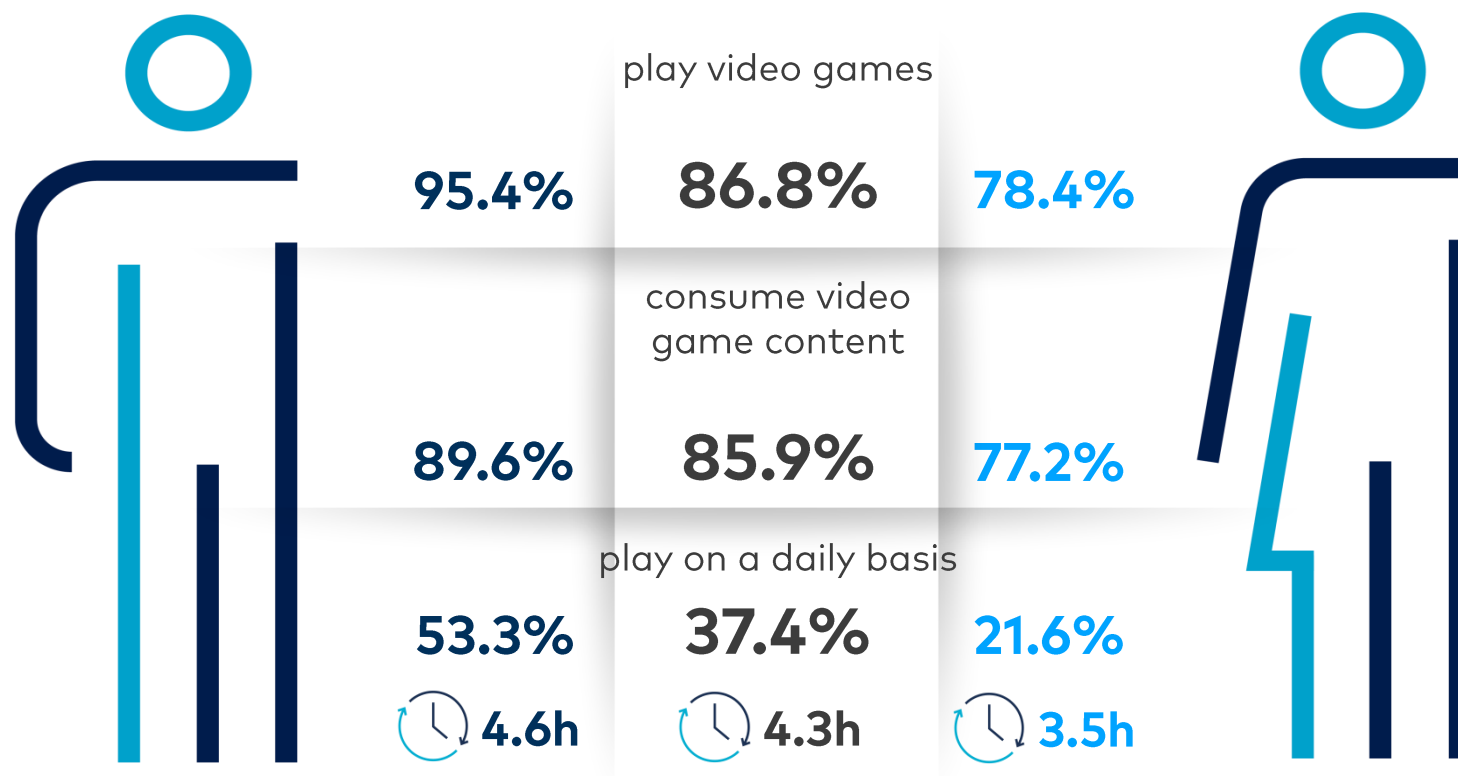
a profession that is socially undervalued.

**48.8%**

it is difficult to make a living out of it.

# PLAYING VIDEO GAMES

## VIDEOGAMES AT THE CENTRE OF ENTERTAINMENT





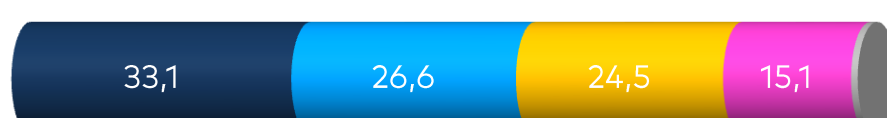
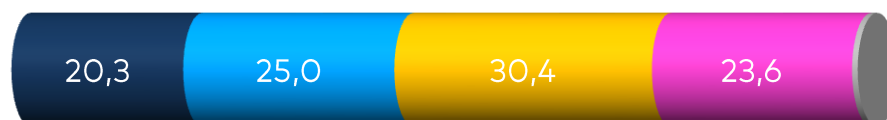
# PLAYING VIDEO GAMES

## VIDEOGAMES AT THE CENTRE OF ENTERTAINMENT

### PLAY VIDEOGAMES



### CONSUME VIDEO GAME CONTENT



- Every day
- At least once a week
- Less frequently
- Never
- DK/NO

# VIDEO-ENTERTAINMENT PRACTICES

SMARTPHONE AND ONE-PLAYER GAMING,  
THE MOST POPULAR PRACTICES



Smartphone

**77.8%**

72.2%   83.1%



Video console

**67.8%**

73.2%   62.4%



Desktop PC

**67.4%**

69.8%   64.9%



Tablet

**32.7%**

20.6%   44.3%

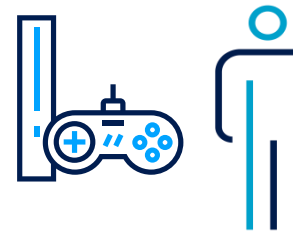
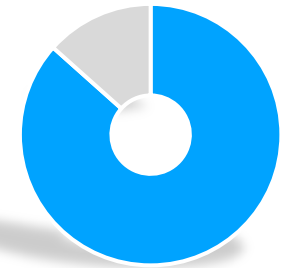


**3** out of every **4**  
young people play on  
smartphones.



**38.4%**  
play on their  
own on a  
daily basis

**86.6%**  
on-line video  
games



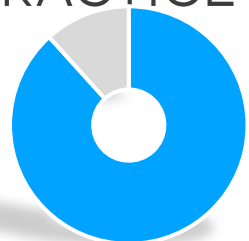
Video console



tablet and  
smartphone

# SPENDING ON VIDEOGAMES

## SPENDING MONEY ON VIDEOGAMES IS COMMON PRACTICE

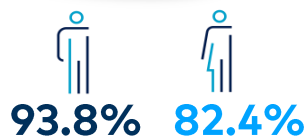
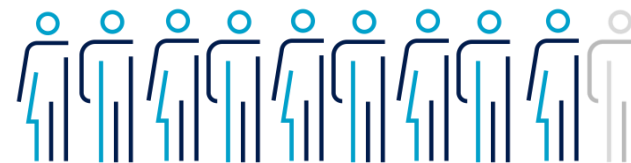


**88.3%**

buy video games

**9** out of **10**

young gamers spend money on video game-related products or services



**1** out of every **4**

does so on a monthly basis



**77.1%**

spend on micro-transactions

**1** out of every **3**

does so on a monthly basis

## BY TYPE OF MICRO-TRANSACTION

**21%**

spend money on characters, weapons, accessories or skins

**18.5%**

spend money on envelopes, chests and lootboxes

**17.5%**

spend on expansions or downloadable content (DLCs)

# VISION OF VIDEOGAMES

## AMBIVALENT VIDEOGAMES



**52%**

say that playing video games helps to develop personal and professional skills and to learn things.



**41.3%**

think that video games should be used in the classroom as a learning tool.

More  
**POSITIVE**  
vision

They defend the **benefits** (socialisation, virtual communities, fun, disconnection, etc.).



More  
**NEGATIVE**  
vision

They warn of the **risks** of video games (violence, isolation, sexism, etc.)

# VISION OF VIDEOGAMES

## AMBIVALENT VIDEOGAMES



### WOMEN...

...have a more critical and negative outlook

**54.1%** "Video games have a lot of sexist content" (men: 30%).

**53.5%** "Video games are dangerous because they can be addictive" (men: 37.4%).

**47.9%** "Most video games are designed more for boys than for girls'" (men: 39.9%).

**39.8%** "Video games can promote violence and other negative values" (men: 29.5%).

**38.7%** "Playing video games is bad for your social life and encourages isolation" (men: 29%).

# VISION OF VIDEOGAMES

## AMBIVALENT VIDEOGAMES



### MEN...

...they have a more positive outlook and are more enthusiastic

**62%** "Playing video games helps me to disconnect or relax" (women: 48.2%).

**49.6%** "Video games have been a channel for meeting people and making friends" (women: 32.3%).

**47.8%** "Video games are more interactive and fun than other forms of leisure" (women: 35.8%).

**45%** "Video games are my main source of entertainment" (women: 24.3%).

**40.5%** "I like on-line video games because I feel part of a community" (women: 31%).

# CONCLUSIONS

## CONSUMING

DIGITAL ENTERTAINMENT IS  
CENTRAL TO EVERYDAY LIFE

Given this central focus, we must be mindful of potential risks:



**79%**  
of young people enjoy  
digital entertainment  
on a daily basis.



an average of  
**7h/day**

### INEQUALITIES

**62.3%**

with severe  
material  
deprivation.

**89%**

without  
material  
deprivation.

### CONSUMPTION TIMES

**8h/day**

those with the  
greatest material  
deprivation.

less educated and  
unemployed young  
people.

### CONTENTS

**Pornography** or  
**gambling**, more  
common among young  
people with greater  
material deprivation  
and lower levels of  
education.

### SPENDING

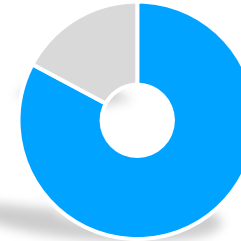
**Higher** levels of spending  
and lack of control over  
digital entertainment  
spending **among socio-  
economically vulnerable  
and** less educated young  
people.

Not controlled  
also among  
**younger people.**

# CONCLUSIONS

## CREATE

A LOT OF VERY DIVERSE CONTENT FROM CREATORS IS CONSUMED, BUT ALSO CREATED



**82.8%**

of young people upload their own content on-line.

Given these different forms of participation, we need to be aware of possible risks:

### COMPULSIVE CONSUMPTION

Almost half of young people say they spend too much time consuming content from creators.

### PRIVACY

Women most at risk. They avoid uploading certain content to protect themselves.

They block people for harassment more than men.

### SEXUALISATION

1 out of every 3 thinks that content is over-sexualised

1 out of every 5 has uploaded (or has considered uploading) erotic or sexual content to the net

### INFLUENCE

For many young people, influencers are very important in their daily lives and are one of their main sources of entertainment.

Occurs more in younger people

### SPENDING

1 out of every 3 Spends on influencers

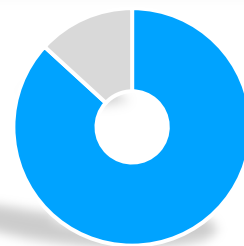
Payment to creators is more common among men and in materially deprived groups



# CONCLUSIONS

## PLAY

VIDEOGAMES ARE A FUNDAMENTAL PART OF LEISURE TIME



**86.8%**  
of young people play.



an average of  
**4h/day**

Given this importance, we must be mindful of potential risks:

### MASCULINISATION

#### GAMERS



**95.4%** **78.4%**

**43.6%**

Most video games are designed for men

**41%**

Sexist content

### HARASSMENT

There are experiences of **bullying and harassment**.

They are **more common among women**.

Being **insulted** while playing on-line is **more common among men**.

### NEGATIVE PERCEPTION

**44.5%**

Believe they are dangerous because they can be **addictive**

**34.2%**

Consider that they may encourage **violence**

**33.4%**

Believe that they can be bad for social life and encourage **isolation**

### SPENDING

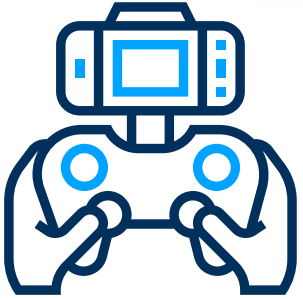
Great ignorance about spending among **severely materially deprived young people**

**1** out of every **3**

Doesn't know how much they spend per month

**€20** is the most frequent amount spent in the financially better-off groups

# RECOMMENDATIONS



Address **inequalities**

Include the **gender perspective** in actions with young people

Develop preventive actions against **high-risk consumption by minors**: pornography or gambling

Focus on **compulsive uses** by teenagers

Continue to examine young people's **uses, perceptions and motivations**

Be aware of, understand and act on **violence** in digital entertainment

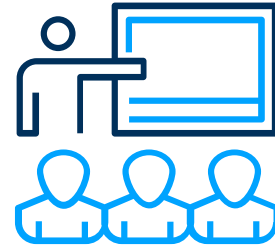
Reinforce the **potential of video games**: they entertain, teach and are a natural part of youth entertainment"

# GOOD PRACTICES AND RESOURCES



## ANALYSE

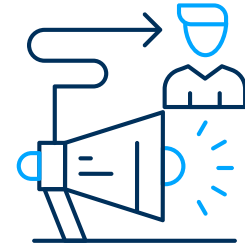
Research



## ACT

Training for families and professionals

Prevention programmes



## INFLUENC E

Awareness-raising campaigns

## RESEARCH

### BAROMETERS AND RETROSPECTIVES



Youth and  
Technology  
Barometer **2021**

[link](#)



Youth and  
Technological  
Expectation  
Barometer **2020**

[link](#)



Youth,  
entertainment  
and IT  
**2019**

[link](#)

### COVID-19 EFFECTS



Technologies, uncertainties  
and opportunities in on-  
line/off-line integration.  
**2021**

[link](#)



Indoors and the outside of  
screens. Youth in lockdown  
**2020**

[link](#)

### RISKS



Young people, gambling  
and betting. A  
qualitative approach  
**2020**

[link](#)



Young people in  
the  
virtual world:  
**2018**

[link](#)

## TRAINING AND PREVENTION PROGRAMMES



Young Gamers.  
Promoting an appropriate use of video games



Digital natives?  
Young people and IT: uses and risks



When Playing is a Problem. Course on Prevention of on-line gambling in teenagers and young people



Family and screens, addressing the good use of technology

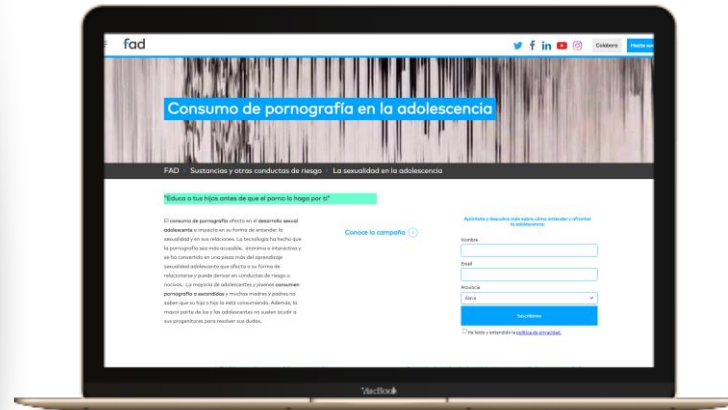


Surfing the Net

## AWARENESS-RAISING CAMPAIGNS



Defend the obvious



For no porn



Drugs are not a game, and neither is gambling

Centro  
Reina Sofía  
sobre adolescencia  
y juventud

fad

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