

# TEENAGERS, SMARTPHONES AND DIGITAL AUDIO CONSUMPTION IN THE AGE OF SPOTIFY

Dr. Luis Miguel Pedrero-Esteban, Salamanca (Spain)

Dr. Andrés Barrios-Rubio, Bogotá (Colombia)

Dr. Virginia Medina-Ávila, (México)

<https://doi.org/10.3916/C60-2019-1>



## INTRODUCTION



**Digital consumption,** has turned the audience into an atomized group of individuals immersed in the visual and multimedia culture that centralize their consumer actions on screen devices.

**The radio industry** establishes other strategies to be able to adapt to the new digital community, seeking to capture the listener-user's attention through hybrid communication products.

**Smartphone,** predominant mobile device for podcast and streaming consumption, conditions the solvency of the sound industry and the visibility and acceptance of its brands.

## OBJECTIVE

To identify and systematize the uses and trends of audio content consumption in the youth and adolescent public.



ON AIR

## METHODOLOGY

1,004 participants aged 13 to 19, from Colombia, Spain and Mexico

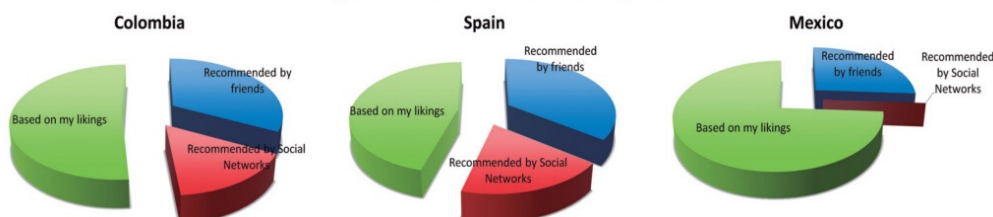
Descriptive diagnosis of profiled habits.

Significant differentiation between different international contexts.



## RESULTS

Figure 2. Criteria to select music on smartphones

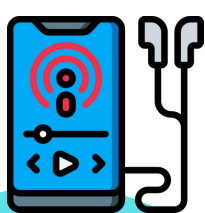


With regard to radio content, music consumption among Colombian teenagers is not as intense as among their peers in Spain and Mexico.

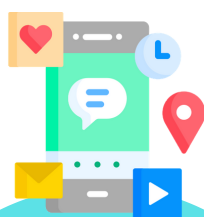
The weight of information and sports among Colombians is much greater than that of Mexicans and, above all, Spaniards, both in terms of percentage and frequency of listening.

Radio and, above all, podcasts are proving to be in less demand by this audience: 60% never listen to the radio from their mobile phone.

## CONCLUSIONS



Growing disaffection with radio among young people due to the slow pace of its digital transformation. They prefer automated platforms.



Virtual communities and visual and iconographic elements contribute to a stronger link with the product.



The tactile dimension of digital listening presents new and relevant opportunities to adapt the sound product to the listeners.

# Comunicar

[www.comunicarjournal.com](http://www.comunicarjournal.com)