



Media consumption of a new generation or how a brand can “reach out” to a customer

An exclusive industry research on media consumption by the new generation of Kazakhstanis was presented at the business conference of the 31st Central Asia Fashion International Fashion Exhibition. The practitioners studied the specifics of media content consumption by young citizens of Kazakhstan aged 14-35, as well as the question of how a brand can “reach out” to a customer and what are the main trends in media consumption are now observed in the country.



Natalia Ospanova, the Director of the Alvin Market Research Companies Group and the President of the Kazakhstan Association of the Professional Researchers of Public Opinion and Market (KAPIOR) at the CAF business conference

The first part of the specialized industry research was devoted to the study of leisure, shopping and fashion preferences of Kazakhstanis. Further, the permanent partner of the CAF business conference, the Alvin Market Company, outlined modern trends in the field of media preferences of young Kazakhstanis. In the world of advanced digital technologies, high-speed information transfer and a huge number of information sources, the authors of the research set themselves the task of understanding what media preferences the most active young audience of Kazakhstan relies on, how it chooses sources of information and how it forms current trends in media consumption.

Natalia Ospanova, the speaker of the business conference, the Director of the Alvin Market Research Companies Group and the President of the Kazakhstan Association of the Professional Researchers of Public Opinion and Market (KAPIOR), analysed the results of the research and spoke in detail at the CAF business conference about where and in what language today’s Kazakhstani young people get information, what information they are looking for in different sources and which sources they trust, as well as what content they already pay for and what they are ready to spend money on in the future.

In a special online survey conducted in early March 2023, young people from 14 to 35 years old from all over Kazakhstan participated, in almost equal gender shares: boys – 51%, girls – 49%. Of these, 81% were urban residents and 19% from rural areas. An important fact is that during the survey, 54% of respondents chose Russian for their answers to questions, and 46% chose the state language.

Natalia Ospanova, the Director of the Alvin Market Research Companies Group, and Milena Ershova, the General Producer of Central Asia Fashion at the CAF Spring-2023 business conference

How and where young people of Kazakhstan get their information

As Natalia Ospanova, the speaker of the conference, noted, the leading positions of social networks in the search for information are now undeniable.

“To keep up to date, the vast majority of young people in Kazakhstan use various social networks, turn to telegram channels, copyright YouTube channels, browse forums and blogs, study the official accounts of organisations and brands. Traditional media (television, press, radio) are less popular among young people,” the expert shares.

The research experts asked what language young people use when searching for information in different media channels. The situation is the following: *“so far, the Russian language is in the first place, except, perhaps, for television. However, the proportion of those who get information in the state language is quite significant. The share of those who prefer Kazakh-language content ranges from 47% to 75% in different media channels,”* the speaker says.



Slide from the presentation of Natalia Ospanova’s speech at the CAF business conference. Where and in what language do Kazakhstani young people get their information.

According to a special industry research, entertainment information has become a key content for Kazakhstani young people. The specialist is sure that this is due to the age preferences of the studied audience.



Slide from the presentation of Natalia Ospanova's speech at the CAF business conference.

"In general, we see that young people are already mature enough to pay for the content they consume. According to the survey results, only 37% of young people in Kazakhstan do not use paid content. For the rest of the young population of the country, films and music are in the first place in the number of purchases: these are some kind of subscriptions, platforms that "hook" users on a monthly fee and charge it monthly. If we talk about resources with video content in Kazakhstan, the popular platforms NETFLIX and Kinopoisk are the two undisputed leaders with an equal share of coverage of 41%. In the ranking of e-book stores, Google has 35%, Spotify music platform has 36%, and Yandex.Music music platform has 48%.



Slide from the presentation of Natalia Ospanova's speech at the CAF business conference. Rating of paid services in Kazakhstan

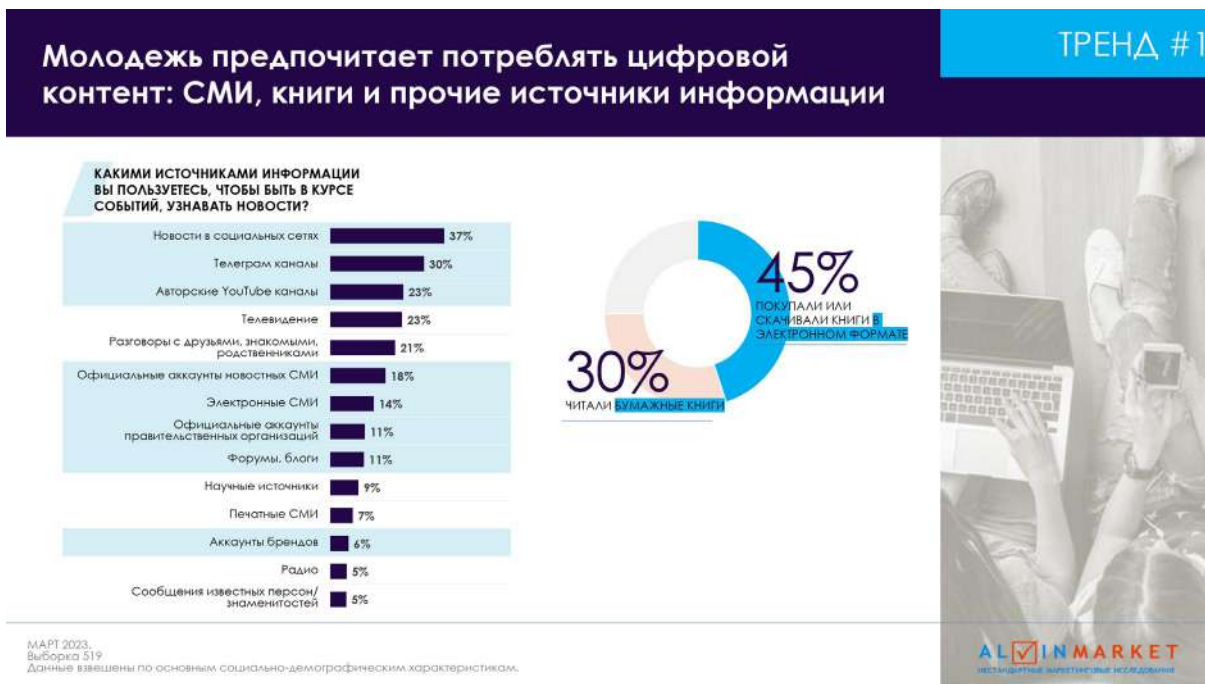
It is interesting that comedies are now the leading film genres for Kazakhstanis. In literature, young residents of the country choose science fiction, adventure and fantasy. It is noteworthy that Kazakh and Russian languages are equally chosen in music," says Natalia Ospanova, the speaker at the Central Asia Fashion business conference.

Top 5 media consumption trends in Kazakhstan

Answering the question of how a brand can "reach out" to a customer, Natalia Ospanova, the speaker of the CAF business conference, identified the top 5 main current trends in media consumption in Kazakhstan.

Trend No. 1 – Kazakhstani young people prefer digital content

“We see that there is a transition from traditional communication channels to new types of media. They have a digital electronic form. This is typical not only for the media, but in general for the consumption of any content. We have tracked the trend in different areas: games, books, music, etc. - everywhere preference is given to the digital format rather than the classical one,” Natalia Ospanova, the speaker of the CAF business conference, says.



Slide from the presentation of Natalia Ospanova's speech at the CAF business conference.
Trend No. 1 in media consumption – Kazakhstani young people choose digital content

Trend No. 2 Kazakhstani young people are ready to pay for content.

“Relatively recently, there was no culture of consumption of paid content. Everyone was looking for free or pirated resources. Now Kazakhstani young people perceive payment for copyright content as the norm. We calculated the average amount of expenses per month among users of paid content:

- for watching movies – 2196 tenge (with a consumer share of 22%),

- for listening to music – 1693 tenge (20%),

- training materials – 5018 tenge (18%),

- games – 3807 tenge (12%),

- books – 2470 tenge (12%),

- subscription to paid media – 3334 tenge (7%),

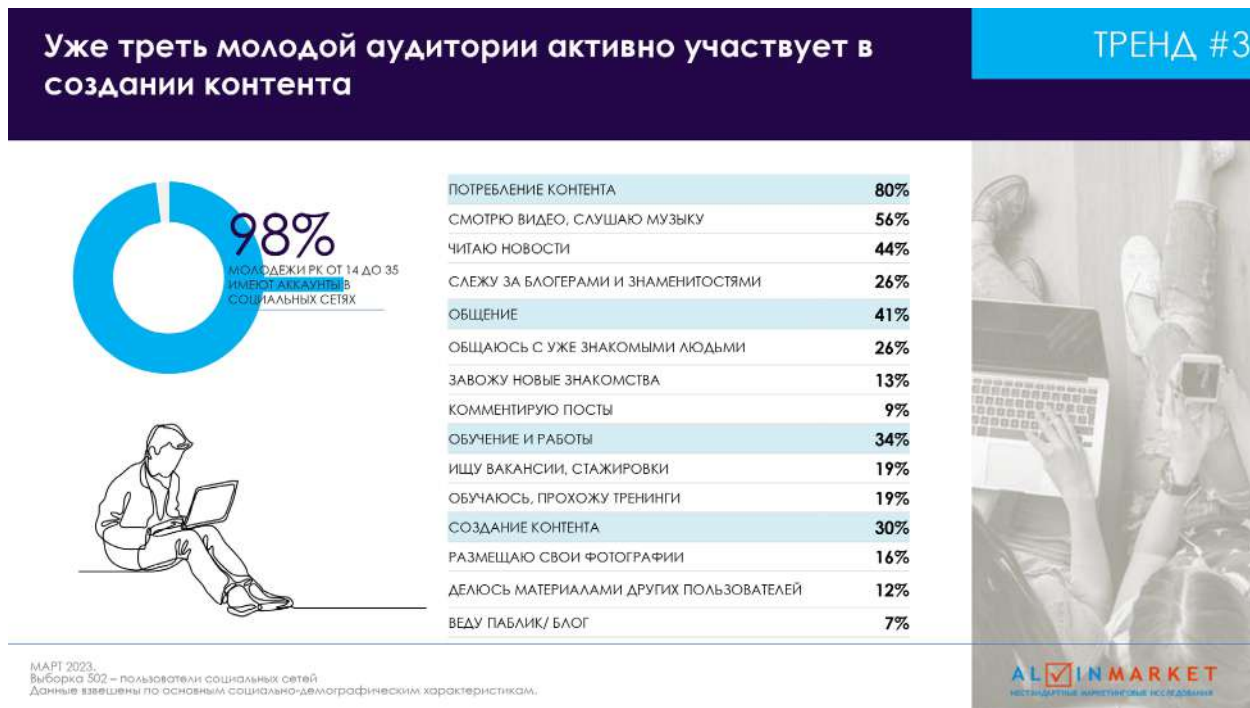
- listening to podcasts – 3021 tenge (5%).



Slide from the presentation of Natalia Ospanova's speech at the CAF business conference.
Trend No. 2 in media consumption by young people in Kazakhstan

At the same time, we see the potential for further development of the paid content market: 27% of the surveyed young residents of the country are ready to pay up to 3,952 tenge for educational materials, 3320 tenge for books (18%), 2658 tenge (15%) for movies, 5174 tenge (11%) for computer games, 2831 tenge (11%) for paid media subscriptions, 1967 tenge (10%) for music, 3339 tenge (4%) for podcasts,” says Natalia Ospanova, the expert at the Central Asia Fashion business conference.

Meanwhile, as the research shows, a third of Kazakhstani young people are already independently creating their own content for social networks. The expert singled out this position as the current media trend No. 3.



Slide from the presentation of Natalia Ospanova’s speech at the CAF business conference.
Trend No. 3 A third of young people are actively involved in content creation

“30% of young people create their own unique content and are ready to share it through social networks. At the same time, we are seeing an increase in the percentage of users involved in content creation. We believe that this trend will gain momentum in the future. In addition, 80 per cent of users go to social networks to consume content, another 41 percent go to social networks for communication and 34 per cent search for training and work,” Natalia Ospanova, the speaker at the CAF business conference, says.



Natalia Ospanova, the Director of the Alvin Market Research Companies Group, during the presentation at the business conference

At the same time, according to experts, young people in Kazakhstan have different levels of trust in sources of information. Thus, despite the fact that new types of media are more popular among young people, traditional ones retain the highest level of trust. Young people lean towards official sources of information.



Slide from the presentation of Natalia Ospanova's speech at the CAF business conference. Trend No. 4 Traditional media leads in terms of trust

Among the top five media consumption trends, Natalia Ospanova, the expert, also singled out the language of communication with the audience. *"It is no longer possible to communicate with young people in only one language. It should be taken into account that young Kazakhstanis actively consume content in both Kazakh and Russian. We need to approach them as bilinguals and actively reach out to all groups of the target audience,"* Natalia Ospanova, the speaker of the CAF business conference, recommends.



Slide from the presentation of Natalia Ospanova's speech at the CAF business conference. Trend No. 5 in media consumption by young people in Kazakhstan

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