

Vice Audience Demographic

Vice draws a diverse crowd of young educated, affluent and active millennials. A VICE Audience Survey in 2013 found 74% of vice viewers attended college, are 21+ in the United States and male (64%). The vice survey also indicates vice viewers are more likely to travel, spend over 30 when going out for dinner, and 100\$ on an average shopping trip. Vice Viewers are also more likely to be self-employed, and spend more money on culture despite the economy (Vice 2014).

While vice originated as a Canadian counterculture teen magazine in 1994, it has grown to a global news source reaching viewers over 500 million views a month on a multidimensional platform including an HBO series, YouTube and other social media platforms. In 2013 Facebook identified Vice as the most engaged media publisher on the platform with 7X the Facebook referrals compared to the industry standard and a 5% higher engagement rate than its competitors. Vice offers a range of captivating topics over its 250 channels worldwide. The most to least popular genres for VICE include – Game and Tech (25%), Lifestyle(20%), Fashion(19%), Music (14%) Arts(11%) and Sports (11%) (Vice 2014).

According to Alexa.com on October 2, 2014, Vice.com has a decent bounce rate at 56.10%, a 2.47 average page views for Visitors, and an excellent average time spent on site per viewer at 3.49 minutes. Alexa.com also acknowledges male college students in the United States as a main viewer with little difference in viewership location in home school or work. Germany and United Kingdom make up 15% of site visitors, and Mexico and Canada each make up roughly 5% of site visitors each.

Alexa.com also acknowledges social media sites as primary upstream sites for vice.com, landing 4 social media sites in the top 5 Vice Upstream sites. - 1) Facebook 25%, 2) Google 10.5% 3) YouTube 3.7%, 4) Twitter 3%, 5) Reddit 2.5 %. These new communication platforms are allowing viewers to personalize their news content, and opening avenues for viewers to become involved in the news process.

Viewer to User

Once passive viewers are becoming active users and an important part of the modern news process, especially with breaking news. One study found one in three (39%) top news stories being posted by citizens on YouTube. Also, 12% of social media users post videos of news events that they themselves have taken on social media. (OLMSTEAD 2014).

In 2013 Vice became partners with Amplify, a twitter based video advertising product for media companies and consumer brands intended to give broadcasters the opportunity to publish real-time in-tweet video clips that are accompanied by pre-roll or post-roll advertisements. (Vice 2014) This may lead to an opportunity for viewers to participate in news coverage with Vice. Similar user-generated live video service applications have surfaced in recent years such as Stringwire, which was recently acquired by NBC for 25 million dollars. (OLMSTEAD 2014)

Emerging Older Audience

The Pew Research Journalism Project suggest similar trends in news and online video consumption as the VICE reports stating younger generations dominate online video consumption with 90% of 18-29 year olds watching online video, and 48% of people in this age group watch news Online. (OLMSTEAD 2014) While younger generations are the largest group that watch news online we are seeing growth in other age groups with 49% of 50-64 year olds, and 80% of 30-49 year olds consuming online video and consuming online news video 49% and 27% of the time.

According to the 2014 Pew Research Journalism Project, online video viewership amongst adults is on the rise, increasing from 26% of in 2007 to 36% in 2014. The growth of smartphone users is partial contributor to this shift as well. Studies have reported smart phone using adults are twice as likely to watch online videos (88%) as none smartphone users (35%)(OLMSTEAD 2014). As modern technology tickles down

into older generations, these generations are more likely to come across Vice. However, the older generation's attitude towards Vice's unique news reporting style is unknown.

Future Audience and Platform

Vice's future news platform will make viewers into users, by allowing audiences to play an active role in gathering news content with the use of social media and mobile phones. The growing interest in web-based interactive documentary pose an dynamic avenue of interaction between Vice and its young tech-savvy audience. Participatory features in the interactive documentary, 18 days in Egypt played an instrumental role in documenting and facilitating the Revolution in Egypt and should be further analyzed for use in the Vice news framework.

Connecting and collaborating with ambitious, young Vice audience members is crucial in moving forward in the evolving world of journalism. Using game-like positive feedback loops will create a sense of accomplishment in viewers that will transform passive viewers in to active users. Thus, generating new avenues of engagement and increase long-term viewership with the Vice audience.

References

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