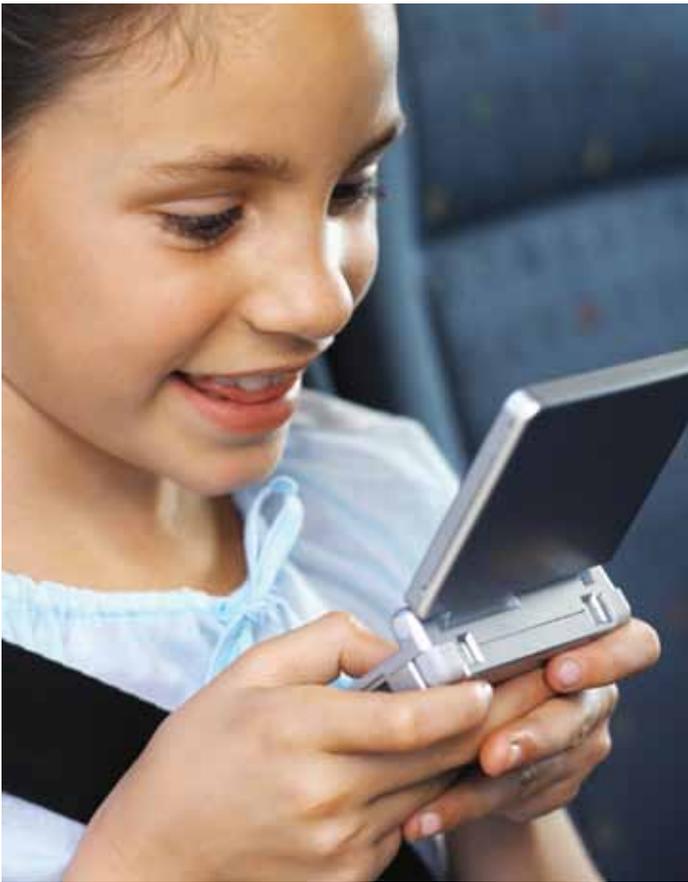




NEW INSIGHTS FROM THE OMVC MOBILE DTV CONSUMER SHOWCASE:

Primary Use Cases and
Target Audience for Mobile DTV





Introduction

In 2010, the Open Mobile Video Coalition (OMVC) commissioned a comprehensive, multifaceted research study to explore the use, functionality and desirability of Mobile DTV. Conducted jointly by Harris Interactive and Rentrak Corporation, the Mobile DTV Consumer Showcase collected in-depth qualitative and quantitative data from consumers in the Washington DC area who were exposed to Mobile DTV on a variety of devices over a four-month period.

Participants were given prototype versions of Mobile DTV-equipped Samsung Moment smartphones, Dell netbooks and LG portable DVD players and instructed to use the devices as if they were their own for the duration of the trial. Qualitative insights were gleaned from online surveys, bulletin boards, diaries and in-person focus groups, while viewership logs were collected electronically from devices and processed and analyzed by Rentrak Corporation.

The findings, first released in early 2011, revealed strong consumer interest in Mobile DTV, a diverse set of usage occasions and a wide variety of programs being viewed.¹ Local news was the top content category in terms of expressed interest and actual viewership, and participants were pleased to be able to watch their local broadcast stations and stay connected to live breaking news while going about their daily routines. The data also showed Mobile DTV viewing was mostly additive and complimentary to traditional TV, with the majority of mobile viewing occurring in the daytime in contrast to traditional TV's evening primetime.

With broadcasters now just months away from launching the first commercial local Mobile DTV service in the U.S., the OMVC has reexamined data from the Consumer Showcase and uncovered additional insights related to the key use cases and target audience for Mobile DTV.

¹ Harris Interactive. (2011). Consumer Showcase Brief: OMVC 2010 Consumer Showcase, Washington DC [Research summary]. Retrieved from <http://www.omvc.org/resources/omvc%2Dmaterials/reports/>

Supplemental Findings

A Diverse Set of Mobile DTV Use Cases Addressed Consumers' Unique Lifestyle Needs

As Mobile DTV became embedded in their lives, trial participants found new ways of incorporating mobile viewing into their daily routines. As one user put it, "I find myself watching TV in places I would normally not watch TV, like the office, the gym, the doctor's office and the bathroom..."

Throughout the Consumer Showcase, participants reported accessing their Mobile DTV devices in many situations and for numerous reasons. However, four overarching usage scenarios seemed to emerge from the research:

Staying Connected & Informed - Mobile DTV's unique ability to deliver instant live news, emergency alerts and other useful information was especially valuable to those consumers who either needed or wanted to stay informed of the latest current events, local news, weather, traffic, sports and/or trends in popular culture. During the Consumer Showcase, some participants admitted to "stealth" viewing, or secretly using their device to stay connected while doing other activities with friends, family members or co-workers. Consumers also turned to their battery-powered Mobile DTV devices during emergency situations, including a severe storm that knocked down power lines and a bomb threat at a Washington DC-area shopping mall. Mobile DTV's ability to deliver live, local content was perceived as a key differentiator from other mobile video services currently available.

"The news is most valuable for me because I don't always catch the news at home. So being able to watch on the way to work on the shuttle or on my lunch break helps."

Idle Time - This included a variety of situations where consumers were looking for a convenient distraction, a way to use their time more efficiently or a quick escape from the daily grind. Some examples include: waiting in line; running errands; lunchtime relaxation; coffee break; commuting; kids soccer practice; waiting for an appointment; and working out at the gym. Mobile DTV's simplicity, immediacy and live programming seemed particularly useful for these types of viewing occasions.

"I like the fact that I can watch (listen to) TV while I'm working, or on my break...Or when I'm waiting for someone when there is nothing to do."

Entertaining the Kids - For families with children, Mobile DTV provided a welcome distraction while traveling, waiting for appointments or running errands. During the Consumer Showcase, many parents discovered they could "pass back" their Mobile DTV devices to their children in the backseat of the car to keep them entertained while on the go.

"Traveled to Philly this weekend. The kids were able to watch Qubo from Fairfax to 95 north at 695 (Towson exit) - the picture was clear and stable."

In-Home Mobility - Trial participants frequently watched Mobile DTV in the home as a backup TV set or for portability between rooms. This was especially true for the netbook, which was less likely to be taken outside of the home due to its larger size. Lack of a conventional TV in various rooms determined where consumers watched at home. Common locations included: the kitchen while eating or preparing a meal; the bedroom while getting ready for work or before bedtime; the living room when another family member was watching the primary TV; and the home office while working.

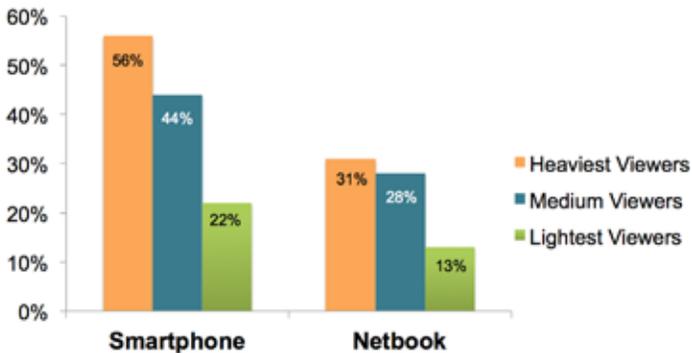
"I work from home, so I watch in my office. I watch in the kitchen while prepping dinner. I watch on the couch if my kids are watching the big TV. And they watch in bed before sleep sometimes. The portability is a great asset."

Consumers whose lifestyles intersected these usage scenarios were the most likely to be interested in and satisfied with the Mobile DTV service. One group in particular seemed to surface throughout the trial as the quintessential target audience for Mobile DTV: on-the-go families.

Families with Children Were Among the Heaviest Mobile DTV Viewers

Households with children had numerous occasions to use and benefit from the Mobile DTV service. Their frenetic and multitasking lifestyles seemed especially well suited for the Mobile DTV viewing experience. Whether they wanted to stay connected to news while commuting to work, be entertained during their lunch break, keep their children occupied while running errands or have a secondary TV in the kitchen while preparing a meal, families discovered useful ways to incorporate Mobile DTV into their busy lives.

Figure 1. Percentage of Viewers with Children Under Age 18 Living at Home



Source: CMVC 2010 Mobile DTV Consumer Showcase, Washington DC. Harris Interactive and Rentrak Corporation. Profile analysis based on data received electronically from reported Samsung Moment Cell Phones (n=123) and Dell Netbooks (n=150) and associated demographics. Note: Data should be considered directional due to low sample size. CMVC makes no warranty to the accuracy of the data contained in this report.

Viewership data collected and analyzed by Rentrak shows the heaviest Mobile DTV viewers (top 33%) had the highest percentage of children living at home, while the lightest viewers (bottom 33%) had the lowest percentage. Figure 1 shows that 56% of the heaviest smartphone viewers had children living at home compared to only 22% of the lightest smartphone viewers, with netbook users exhibiting a similar pattern.

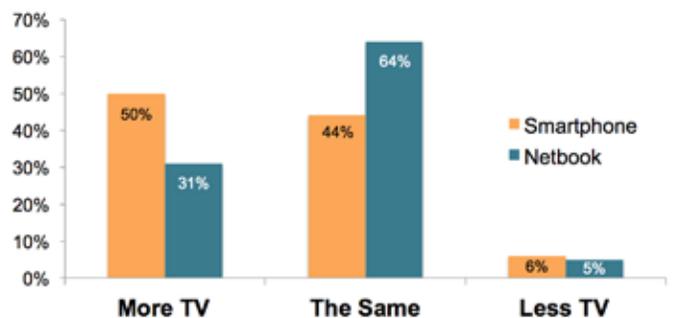
Mobile DTV Use Cases and Viewing Behavior Varied by Device Type

Initial findings from the Consumer Showcase pointed to significant differences in the ways participants used different types of Mobile DTV devices; smartphones were more likely to be viewed outside of the home, while netbooks and portable DVD players were frequently used in the home as secondary TVs or for portability between rooms.

Further analysis suggests that device type also influenced viewing patterns and programming preferences. For example, netbook users were more likely to watch movies and special interest channels (e.g. cable news, comedy, food, reality), whereas smartphone participants spent more time viewing local broadcast channels (local news, morning shows, daytime talk, primetime programs). There was also a notable difference in the peak viewing times for each device. The heaviest viewing hour for smartphones was 1 p.m., when many users were tuning in during their lunch break. Netbook viewership reached its highest level at 5 p.m. when consumers were returning home from work.

While some of this variation could have resulted from different demographic characteristics of smartphone and netbook users, it appears that form factor (i.e. size, shape and features of the device) played an important role in shaping viewing behavior. Because netbooks were less likely to be viewed outside of the home, they seemed to generate less incremental viewing than the smartphones -- 31% of netbook users said their overall TV consumption increased after using Mobile DTV, compared to 50% of smartphone users. The smartphones' smaller size and greater portability enabled a wider range of usage occasions and opportunities for supplementary viewing.

Figure 2. Change in Total TV Consumption After Using Mobile DTV



"Thinking back to the total amount of TV you watched prior to receiving the Mobile DTV Cell Phone/Netbook (including your TV at home and the cell phone/netbook), how did your overall television consumption change during the Showcase? Did you find yourself watching..."

Source: CMVC 2010 Mobile DTV Consumer Showcase, Washington DC. Online Exit Survey conducted by Harris Interactive, based on combination of cell phone and netbook users (N=273). Note: Data should be considered directional due to low sample size. CMVC makes no warranty to the accuracy of the data contained in this report.

The Consumer Showcase did not specifically address tablet devices. However, other research suggests that the use cases and viewing patterns observed from netbooks will likely also be seen with tablets. According to a 2011 survey of tablet users by Google AdMob, 82% of respondents said they primarily used their tablet while at home.² With the majority of tablet sales consisting of Wi-Fi-only devices, Mobile DTV has the potential to extend the connectivity and functionality of tablets outside of Wi-Fi hot spots.

Conclusions

As the mobile video landscape continues to evolve, consumers will be confronted with an ever-growing assortment of mobile devices and content choices. Mobile DTV is poised to play an important role in this developing ecosystem by offering the convenience, simplicity, immediacy and bandwidth efficiency of live broadcast TV on a host of portable consumer electronic devices. The Consumer Showcase demonstrated the potential of Mobile DTV to serve key lifestyle needs of busy, on-the-go consumers -- especially families with children. Local stations are in a unique position to deliver live news, emergency alerts, sports and popular entertainment programs to smartphones and tablets without clogging cellular networks or requiring viewers to incur expensive data charges.



About the Research

Harris' Early Adopter Communities (EAC) were built to provide a private online research community comprised of 345 participants located in the Washington DC area.

Samsung Moment Smartphone Community. Beginning May 18th, members of the Washington DC area Sprint Online community were solicited for participation in a new product trial. Of the 181 individuals who met preliminary screening criteria (i.e., home and work locations), 148 met with Harris staff and received an in-person briefing on the Mobile DTV app, and were instructed on how to make the switch over from their current Sprint enabled phone, how to re-sync contacts and other data, as well as how to log onto the Harris online community.

Dell Netbook Community. During the week of June 14th a solicitation and screening survey was sent to Harris Poll panel participants in targeted zip codes in the Washington DC area. Over 500 individuals responded to the solicitation and passed the set of screener questions (i.e. home and work locations, propensity to new technology adoption, etc.) These 500 were then contacted to schedule in-person meetings in one of three locations from June 23-25. During the three days, 198 individuals met with Harris staff and received an in-person overview of the Netbook and the Mobile DTV app. At the same time, these individuals received an email invitation to participate in the online community, the feedback platform they would be using over the subsequent four months.

The EAC Community was designed to include weekly questions posed by a Harris moderator, as well as to provide a running "news feed" style of postings that allowed for user generated comments, questions, reactions and feedback. The total participation in the communities across the two devices was robust with over 22,000 comments posted by the participants.

Community Stats

- 345 participants
- 123 user-generated discussions
- 87 user generated surveys
- 24 different "firends" groups formed
- 22,671 comments posted

² Google AdMob. (2011). ThinkMobile with Google: Understanding Tablet Device Users [Research presentation]. Retrieved from <http://www.thinkwithgoogle.com/insights/library/studies/understanding-tablet-device-users/>

Other Methods of Data Gathering

Near the conclusion of the online communities, Harris recruited 40 participants to take part in in-person focus groups over two evenings with the intent of both getting additional feedback on the devices they were using, and exposing participants to other Mobile DTV enabled devices such as tablets, phones, netbooks, and central hubs, such as the Tivizen.

Rentrak Corporation provided comprehensive audience analysis, including processing raw usage logs and producing detailed viewership reports. Rentrak's Mobile TV Essentials™ web-based portal was used to monitor and analyze viewership throughout the trial, allowing OMVC to understand how many participants were using the service, who was watching, how long they were viewing, how frequently they were tuning in and which channels and programs they were watching at different times of the day.

NOTE: In reviewing these findings, it is important to remember that qualitative research, by design, is not meant to be projectable within accurate statistical ranges. Rather, these findings offer insight into the thematic and directional information provided by participants. In addition, the data highlighted here is based on the collective results of both survey data and actual data gathered directly from the devices. Please note that data should be considered directional due to low sample sizes. OMVC makes no warranty to the accuracy of the data contained in this report.



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