

mi**friends**

Mobile, Interactive
Favourite TV, Radio, Information, Entertainment
and New Digital Services

The consumer in the focus: results from the user research of the European Mobile Media Project MI FRIENDS

International Conference Mobile TV
Berlin 5th - 7th May 2008

MI FRIENDS as international cooperation

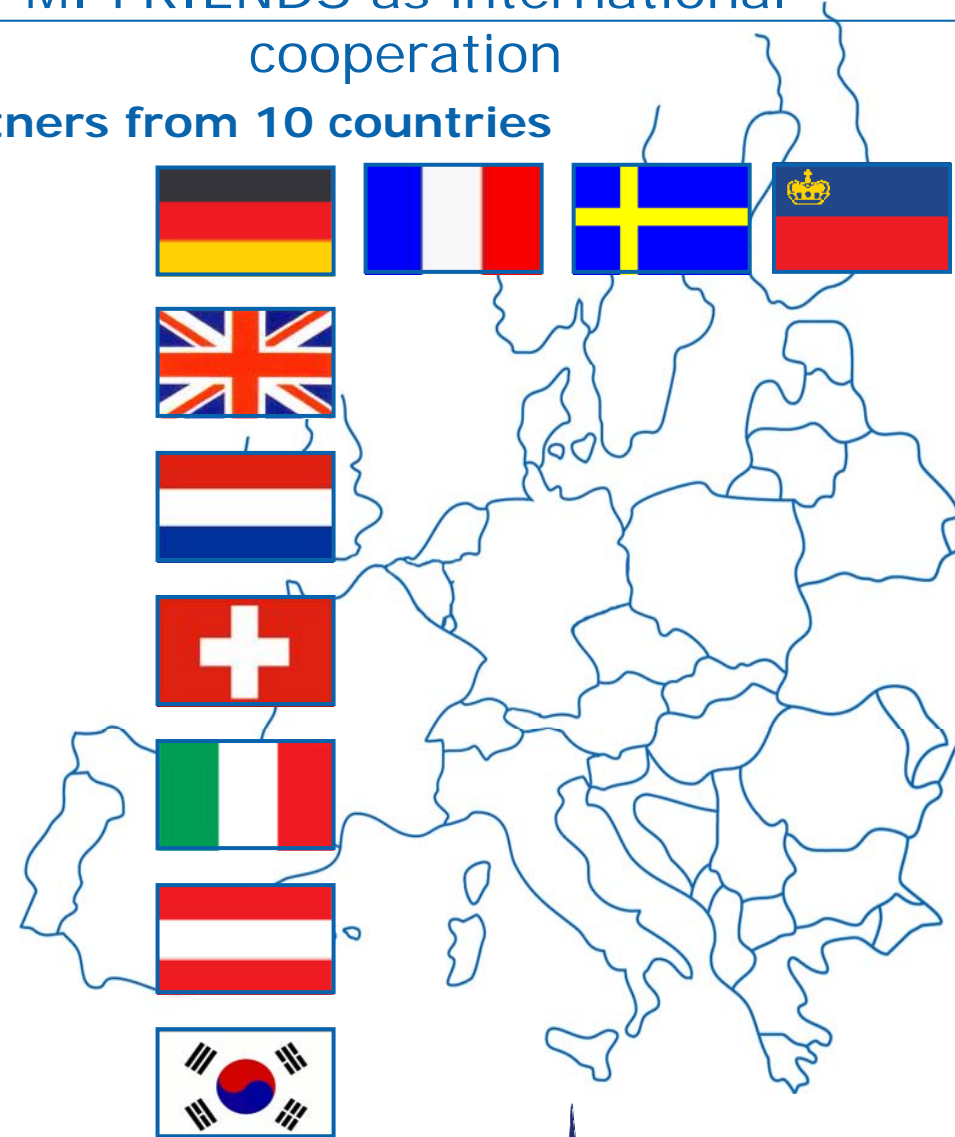
MI FRIENDS includes ~70 project partners from 10 countries

- 33% Content and service provider
- 33% Technology provider
- 15% Device manufacturer
- 15% Market research/ universities
- 4% Others

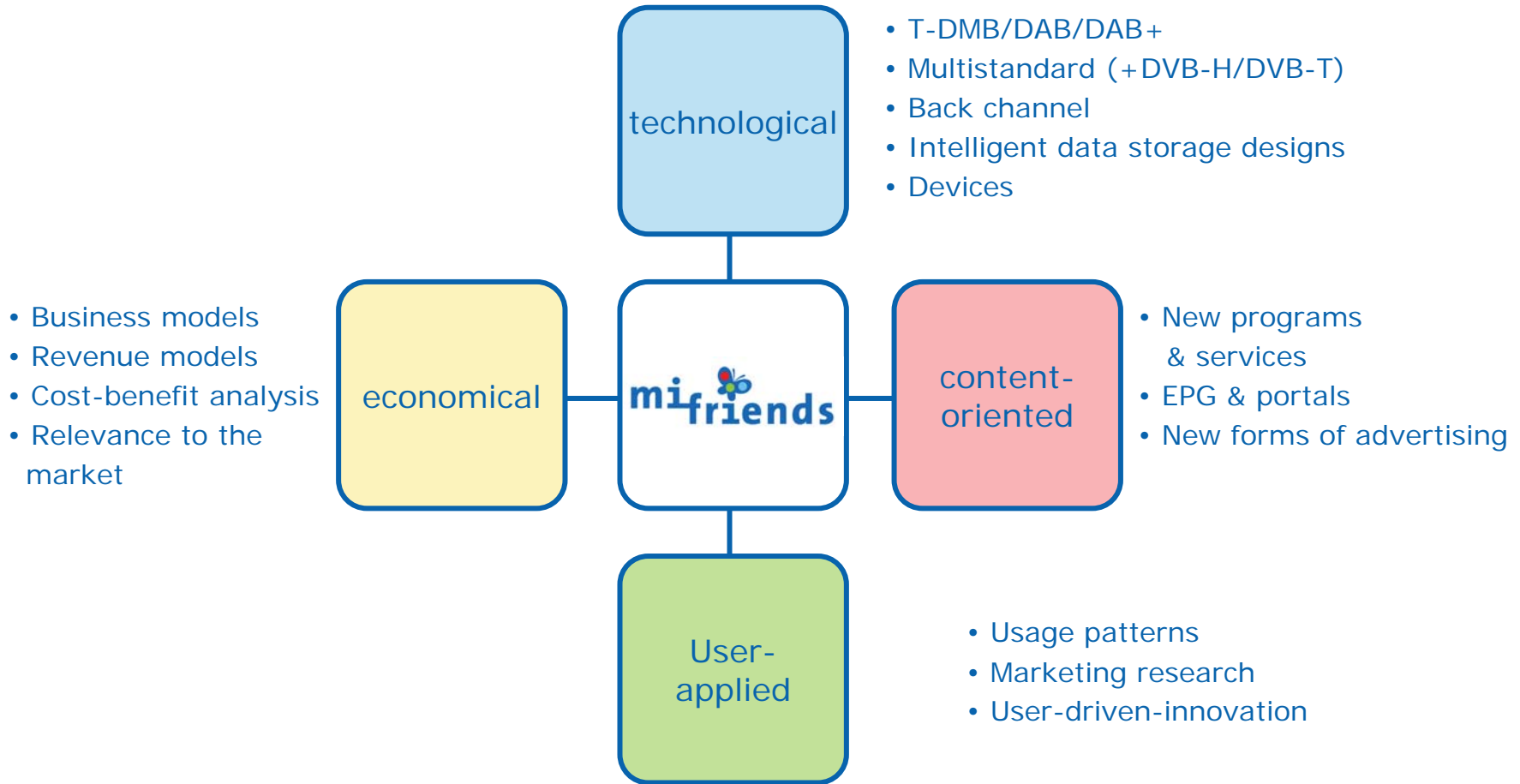


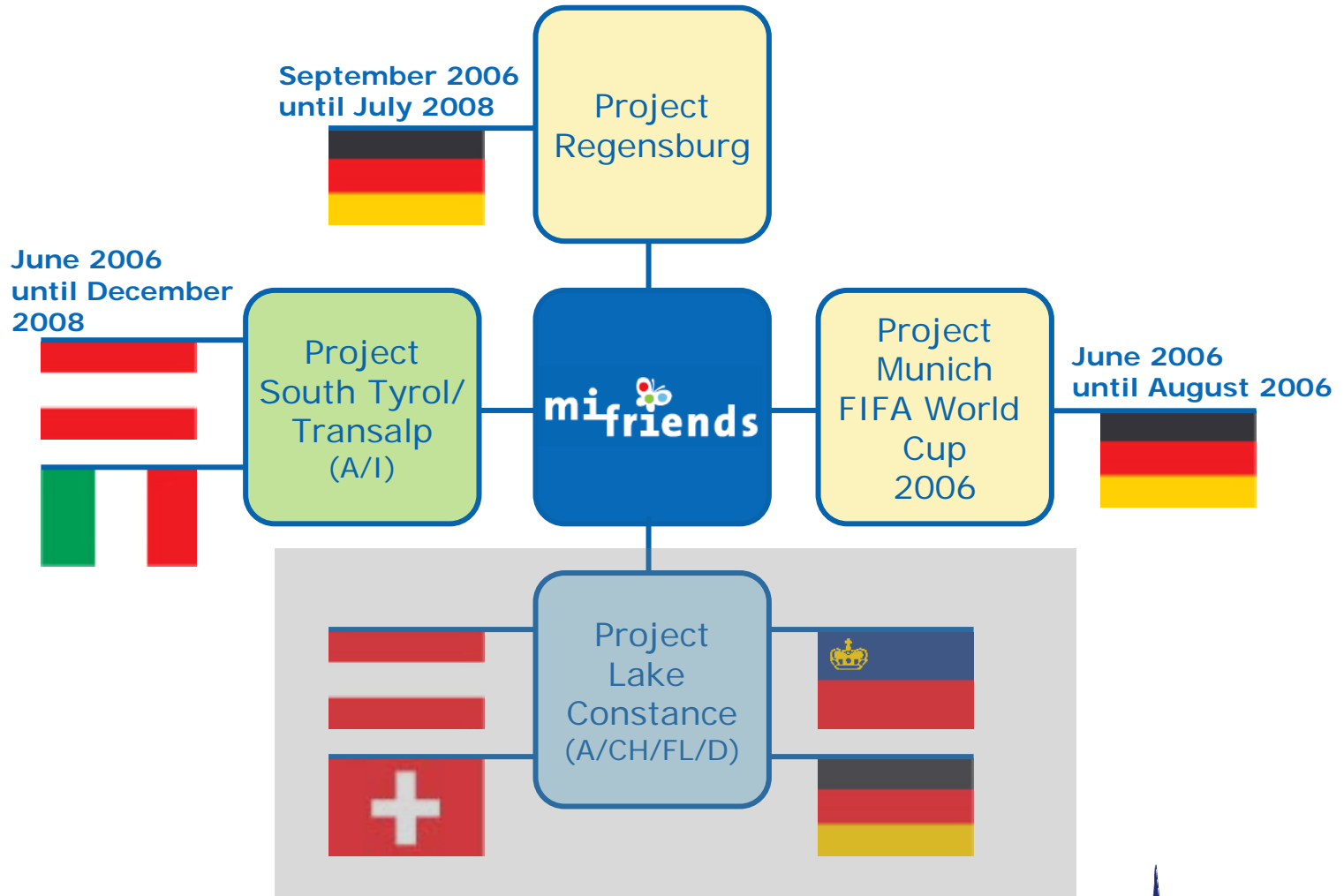
Whole value chain of „Mobile Media“ is covered

Interdisciplinary cooperation of national and international companies from broadcasting and telecommunications sector and research



Targets of MI FRIENDS





MI FRIENDS Research

Project Munich – User Study Word Cup 2006 (2 months)

June 2006 – August 2006,
Participants: n=190
Accomplished by **SOFI** Uni Goettingen

Method and Timeline:

Start Questionnaire June
(Print, 08/09.06.; n= 190)

1. Questionnaire during World Cup
(Online; 29.06., n=175)
2. Questionnaire after World Cup
(Online, 12.07, n=171)

Daily Usage Logs (3 Days 24.-26-07)

Focus Group Interviews, July/August
(19.,26.06, 02.08.; n=65)

Final Questionnaire after 2 months
(Online, 26.07-02.08, n=179)

Project Regensburg – User Study 2007 (6 months)

Pre-Survey: Population of Regensburg (repres.
CATI-Interviews, 14-60 Y., Participants:
n=866), Accomplished by ZUMA, Mannheim

June 2007 - Dez. 2007, Participants: n=96
Accomplished by **SOFI** Uni Goettingen

Method and Timeline:

Start Questionnaire June
(Print, 17.06.; n= 96)

1. Questionnaire: Acceptance, Usage;
July/Aug. (Online, 25.07-09.08; n=92)

Focus Group Interviews: Content; Sept.
(23.09.07.; n=41)

2. Questionnaire: Acceptance, Usage; Nov.
(02.11.-14.11.; n=72)

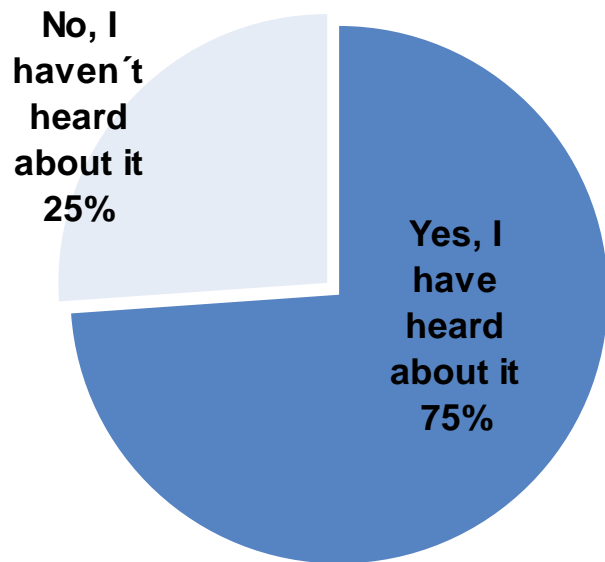
Daily Usage Logs (3 days in Okt., n=53)

Focus Group Interviews: Devices; Dez.
(15./16.12.; n=46)

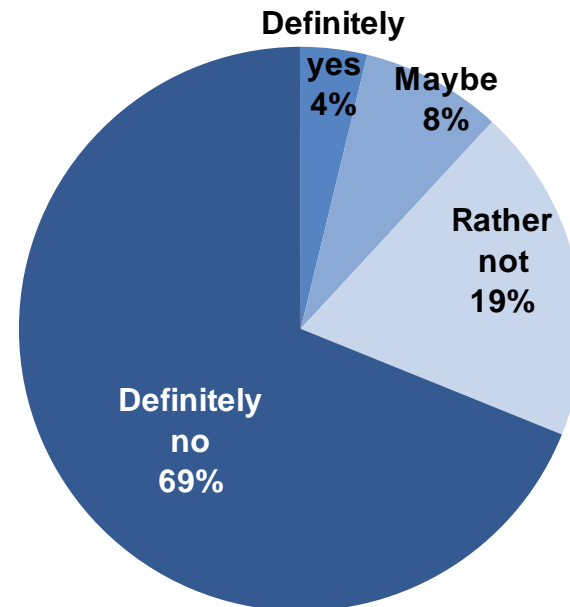
Final Questionnaire Phase 2, Dez.
(Print, 15./16.12., n=89)

Repres. survey: Users´ acceptance

„Have you ever heard about Mobile TV or the possibility of watching TV on your mobile phone?“



„What do you think, would you use TV on your mobile phone?“



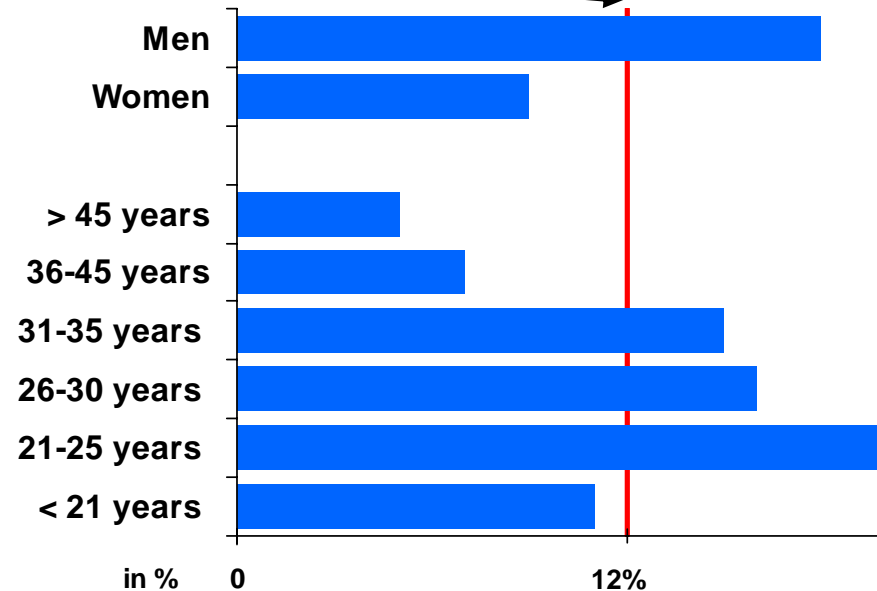
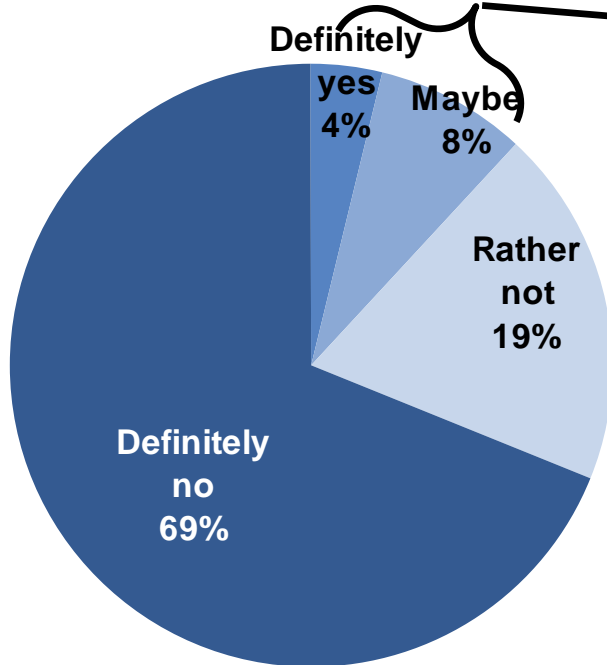
MI FRIENDS Regensburg, May/June 2007, n=864

- The term Mobile TV is known by 75% of the population in the test region.
- Only 4% are definitely interested in usage, further 8% consider to use it. Nearly 70% reject using it !

Users' acceptance when hearing about Mobile TV in Germany

„What do you think, would you use TV on your mobile phone?“

12%



MI FRIENDS Regensburg, May/June 2007, n=864

- Male interviewees were more interested. Possible target group are 21-35 years old
- Typical early adopters interested in new technologies

Who is interested- target groups

Favourite TV genres in standard TV ¹	Interviewees who are interested in Mobile TV ²	Usage of additional functionalities beyond voice on the mobile phone ³	Interviewees who are interested in Mobile TV ²
Music	20%	TV on mobile via UMTS	86%
Sports	18%	Internet / WAP	55%
Comedy, cartoons	16%	Download ringtones, music, pictures	54%
Movies	14%	E-mail	46%
News, weather	13%	Radio	41%
Magazines, information channels	12%	Music, MP3	41%
Soap operas	11%	MMS	38%
Quiz shows, talk shows	11%	Games	36%
Local channels	10%	Camera	33%
		Organizer	28%

Technologically advanced

- Music, Sports, Comedy cartoons are mostly watched by interviewees interested in Mobile TV but: No correlation between heavy standard TV usage and interest in Mobile TV
- The more technologically advanced the users are the more interested they are

MI FRIENDS Regensburg, May/June 2007

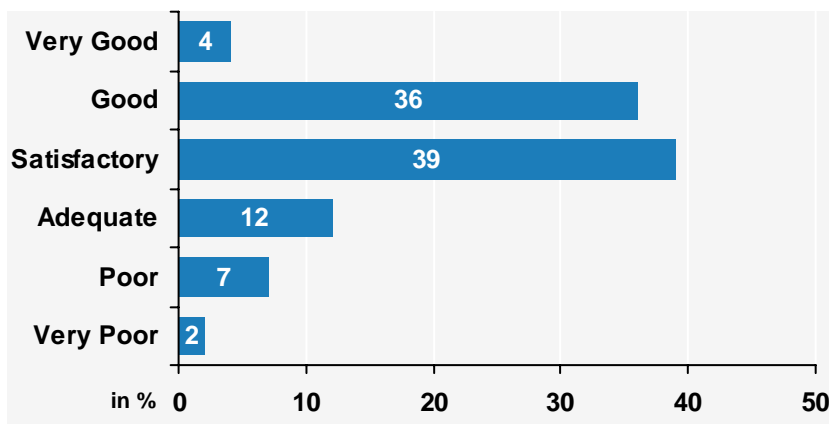
¹ Which of the following genres do you like on TV? n=860

² n=276

³ Please tell us, which of the following functions do you use regularly on your mobile phone? n=241

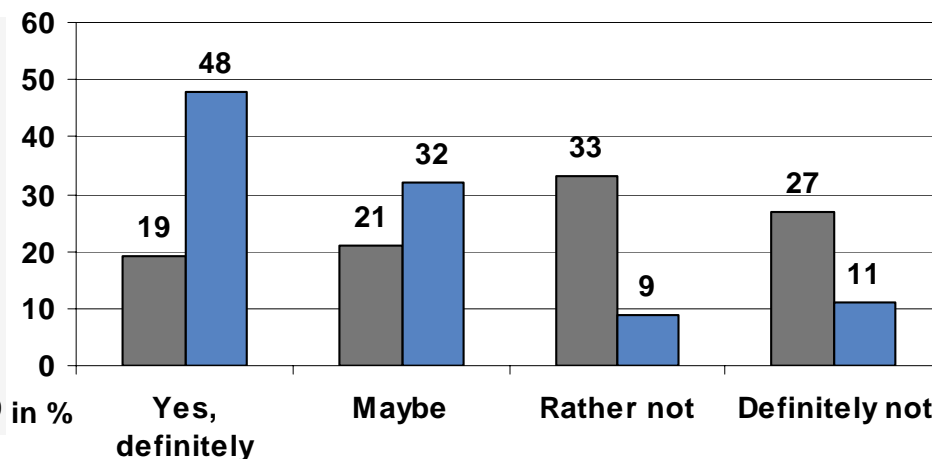
Acceptance of the interviewees after 6 months of usage

What do you think about Mobile TV after using it for several months?



MI FRIENDS Regensburg, December 2007, n=86

- Before trial: What do you think, would you use TV on a mobile phone?
- After 6 months: Would you like to continue your Mobile TV usage after the trial if it is free of charge?

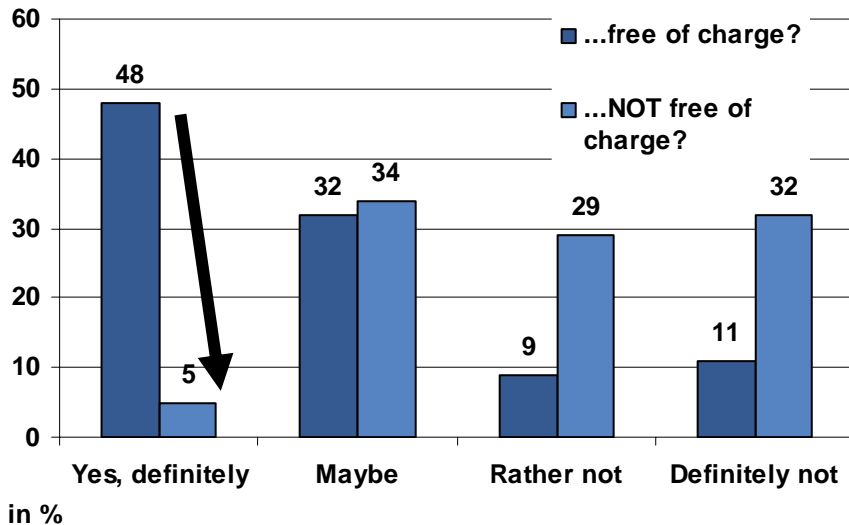


MI FRIENDS Regensburg, June 2007, n=96, December 2007, n=84

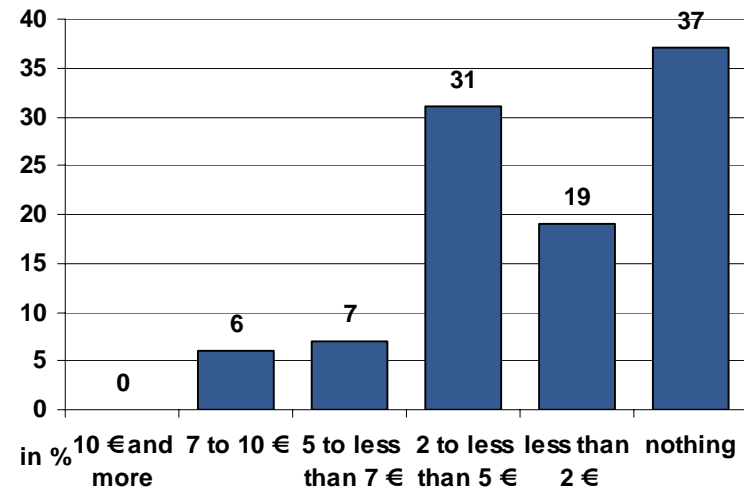
- The total acceptance of Mobile TV after 6 months trial is rather positive
- More important: The same interviewees changed their mind during 6 months trial towards a potential usage of Mobile TV in a positive way

Perceived added value after 6 months of usage

Would you like to continue your Mobile TV usage after the trial if it is ...



How much would you be willing to pay for Mobile TV as monthly fee?



MI FRIENDS Regensburg, December 2007, n=84

- High acceptance if it is for free, but very reluctant interviewees when it comes to costs
- Willingness to pay maximum 5 Euros, rather less

Why this difference between acceptance and willingness to pay? Which expectations do the people have and which can be fulfilled? What is the role of Mobile TV in daily life?

Usage patterns

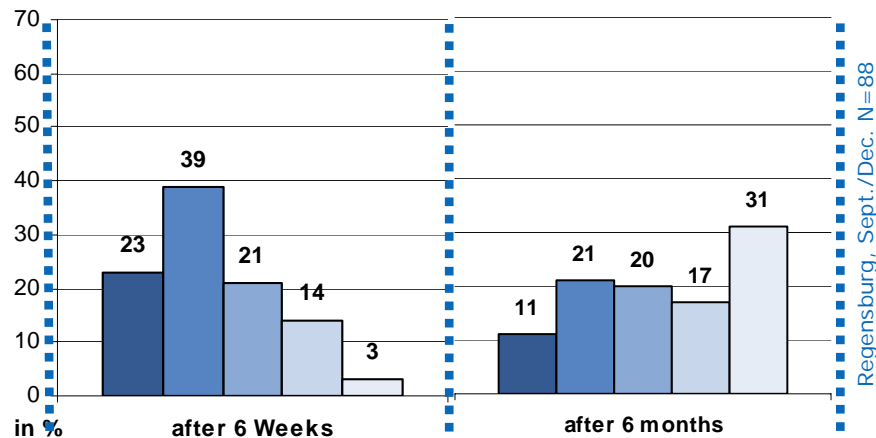
Frequency of usage

Frequency of Mobile TV usage per week

Regensburg
2007

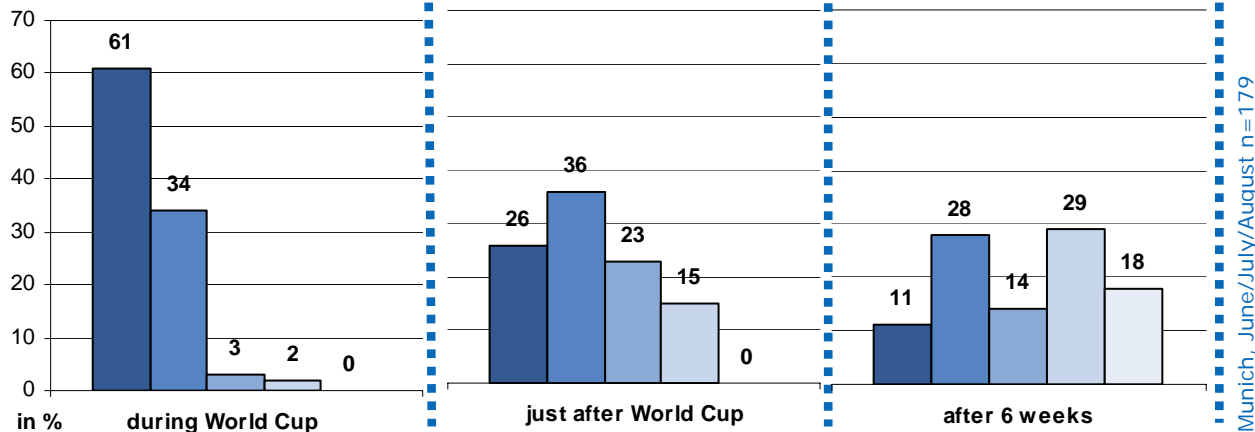
How often do you watch Mobile TV?

- daily
- several times a week
- weekly
- more rarely
- never



Regensburg, Sept./Dec. N=88

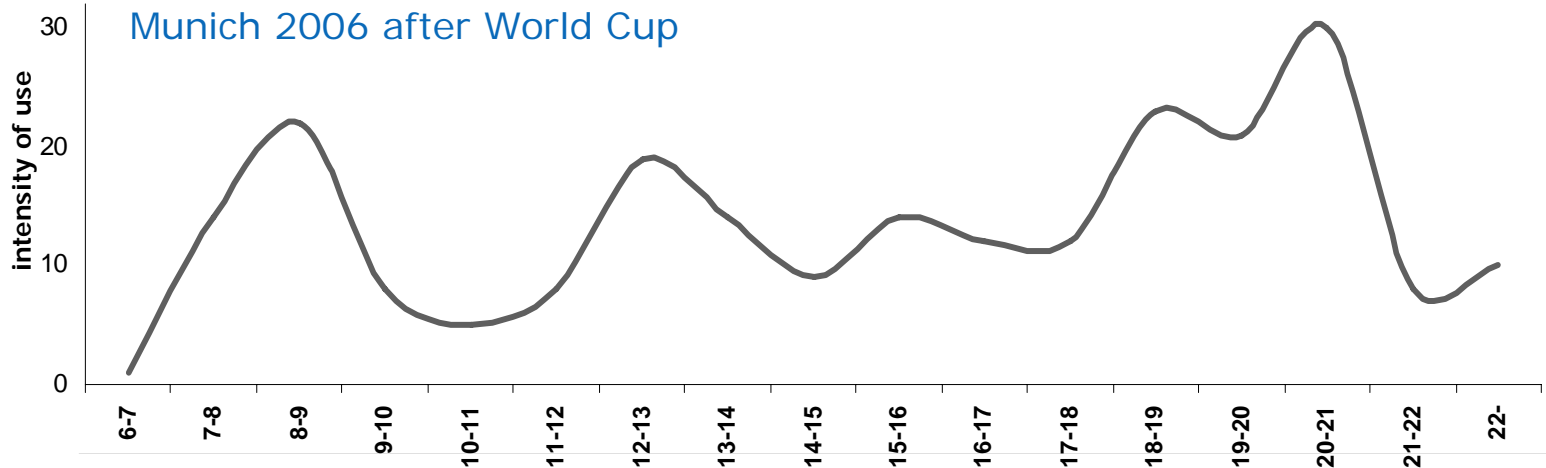
Munich 2006



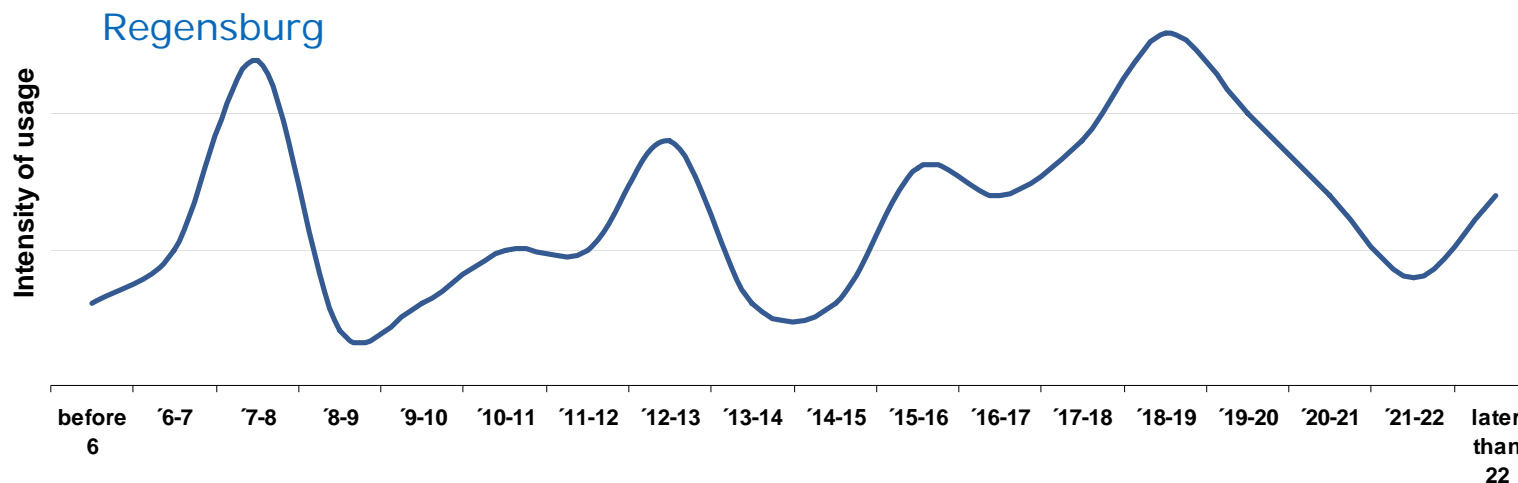
Munich, June/July/August n=179

- Frequency of usage decreased during both trials
- Trend: Usage is less habitually, more occasionally
- Big events like the World Cup massively boost the usage

Usage over the day during the week



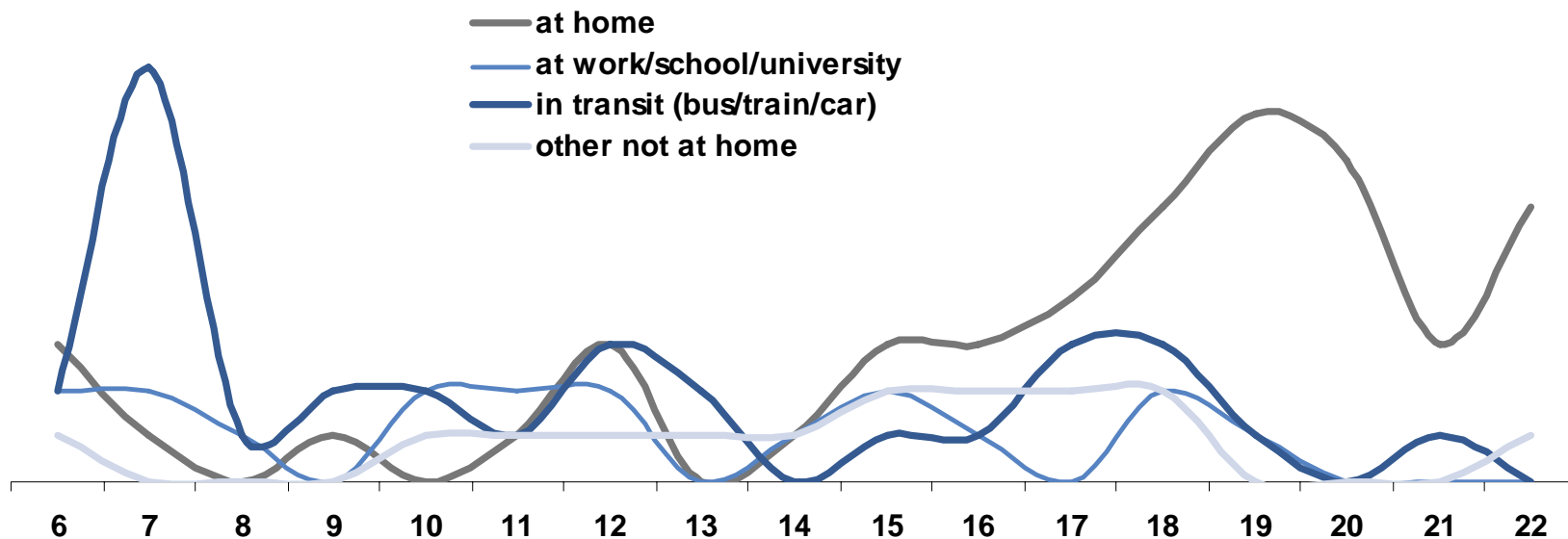
MI FRIENDS Munich, Juli 2006
N= 71 Participants, 858 usage sessions



MI FRIENDS Regensburg, Okt. 2007
N= 43 Participants, 177 usage sessions

- The prime times over the two trials are rather stable: Morning, noon and evening
- In Munich the „Tagesschau“ was responsible for the peek at 20:00 pm

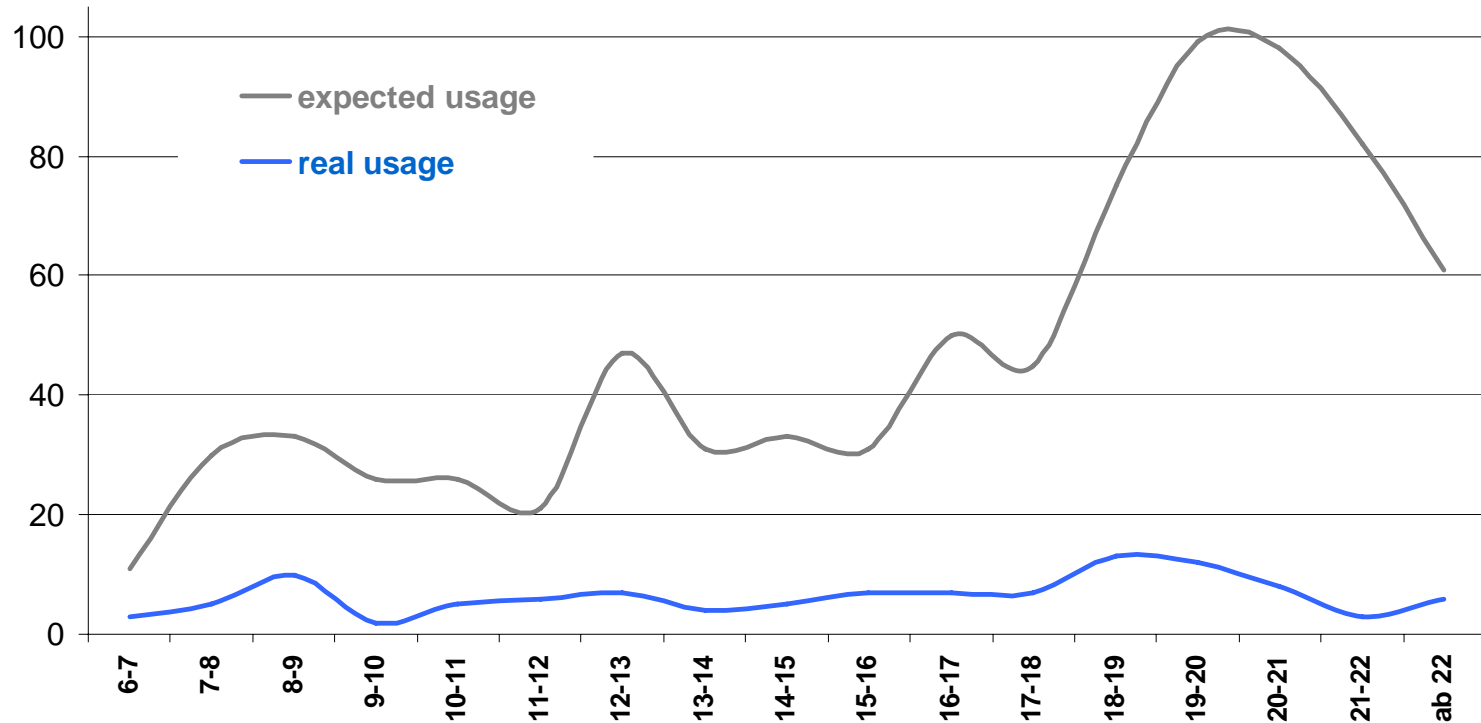
Place of usage over the day during the week



- In the morning on the go situations are dominating
- In the afternoon and evening usage at home gets more important
- Remember: Many users do not use Mobile TV every day!

MI FRIENDS Regensburg, Okt. 2007, N= 43 Participants, 177 usage sessions

Expected Mobile TV usage vs. real usage

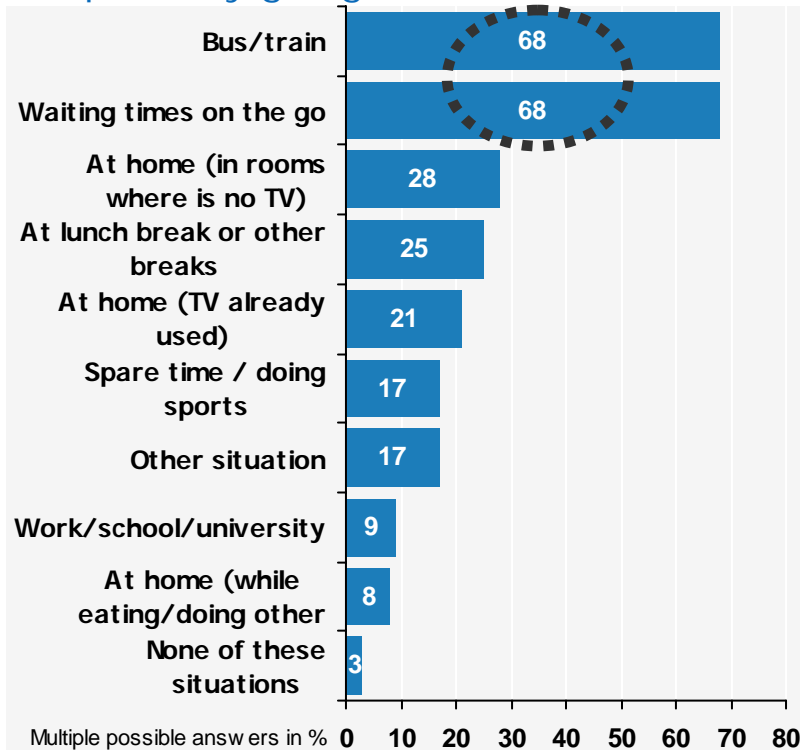


MI FRIENDS Regensburg 2007, July (n=88, n=799 sequences),
December (n=52 interviewees, n=115 sequences)

- Big gap between expectations and reality, especially in the evening
- Most interviewees overestimated number and duration of possible usage situations during the day

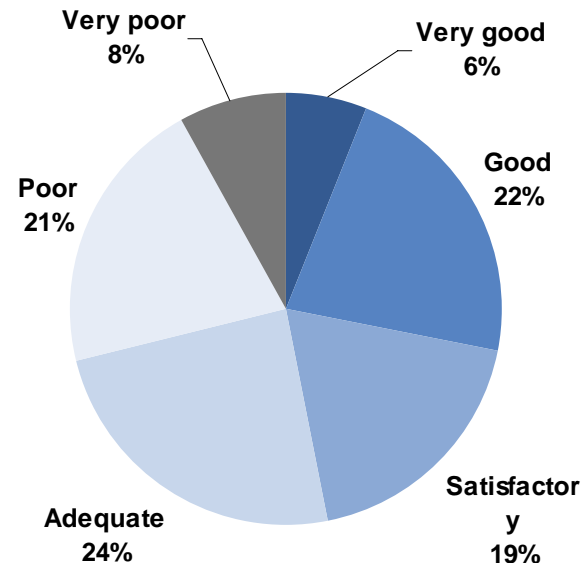
Coverage/ reception

In which possible situations are you probably going to use Mobile TV?



MI FRIENDS Regensburg, May/June 2007, interviewees with interest in Mobile TV n=276

Please review the following categories: ...offered coverage



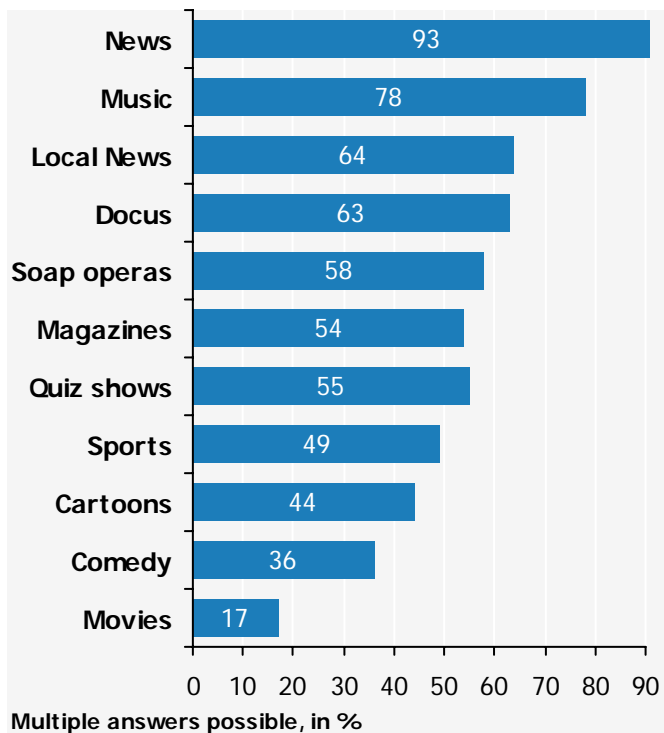
MI FRIENDS Regensburg, December 2007, N=88

- Expectation is: Mobile TV provides ubiquitous service offer comparable to GSM which includes trains, public transport, good indoor reception...
- Current roll-out scenarios concentrate on single urban areas. Activity space of users depend on personal situation. Especially heavy commuters could need Mobile TV

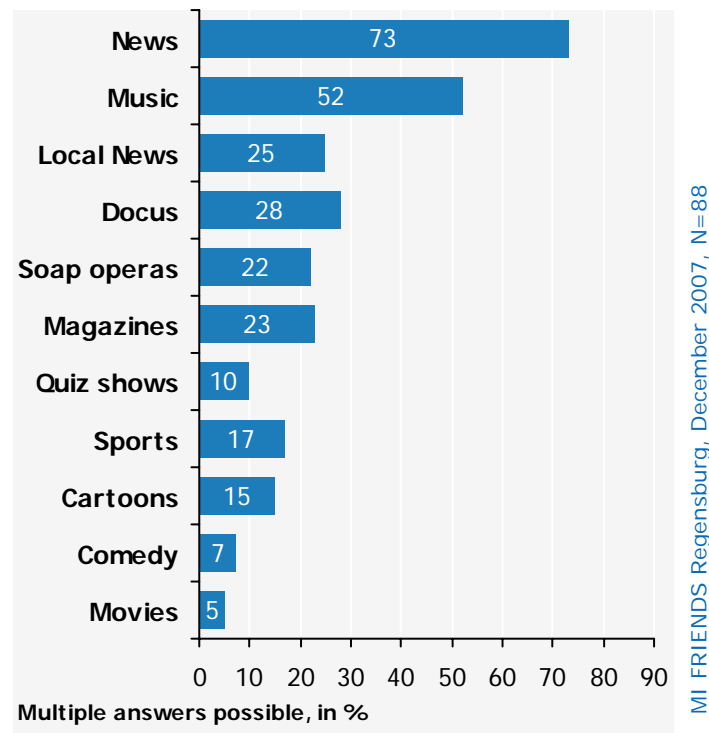
Content

Expected favourite programs and real usage in Regensburg

Which kind of programs would you like to watch on your mobile device?



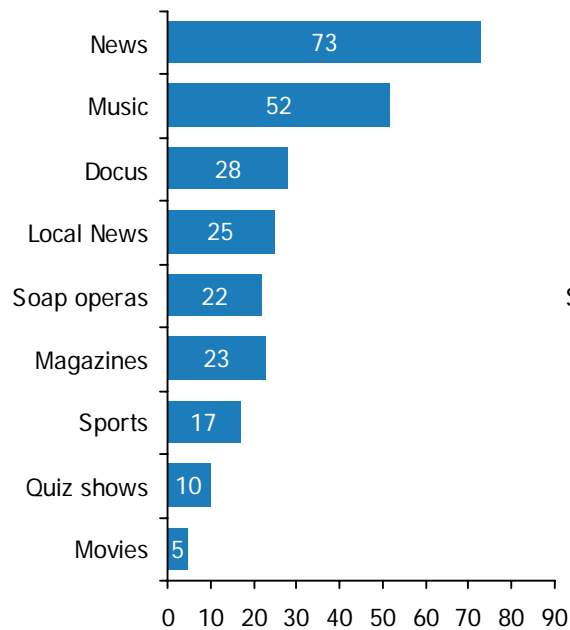
Which programs do you often watch on your device?



- Ranking of expected favourite genres corresponds to really watched genres
- Only news and music are regularly watched. Usage of other genres is rather reluctant (limited program offer?)

Content comparison Regensburg and Munich

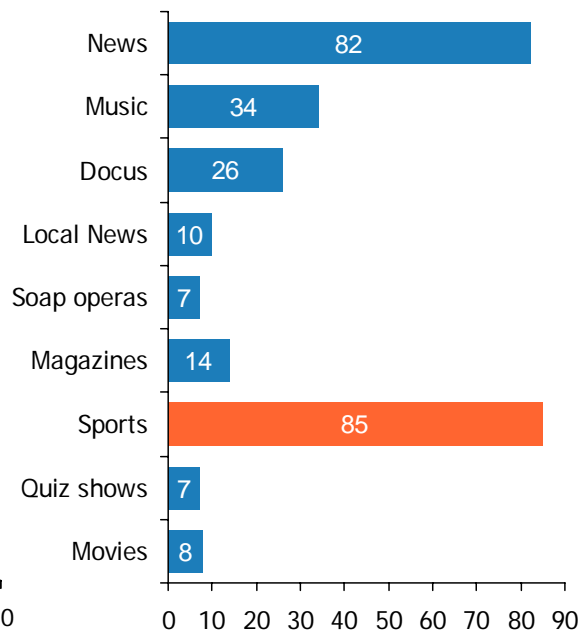
Regensburg 2007
after 6 months



Multiple answers possible, in %

MI FRIENDS Regensburg, December 2008, N=88

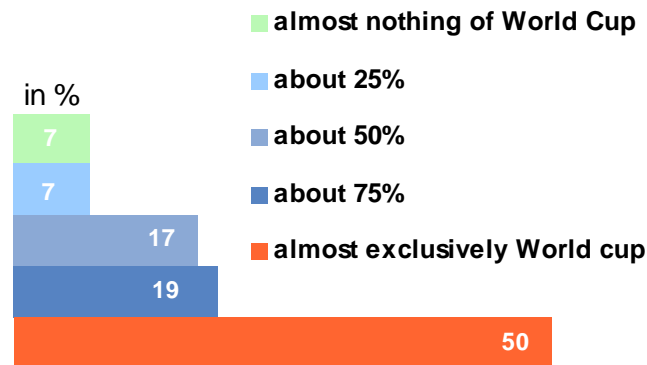
Munich 2006
during World Cup



Multiple answers possible, in %

Munich, June/August 2006, n=179

Proportion of Mobile TV usage you spent watching the World Cup?



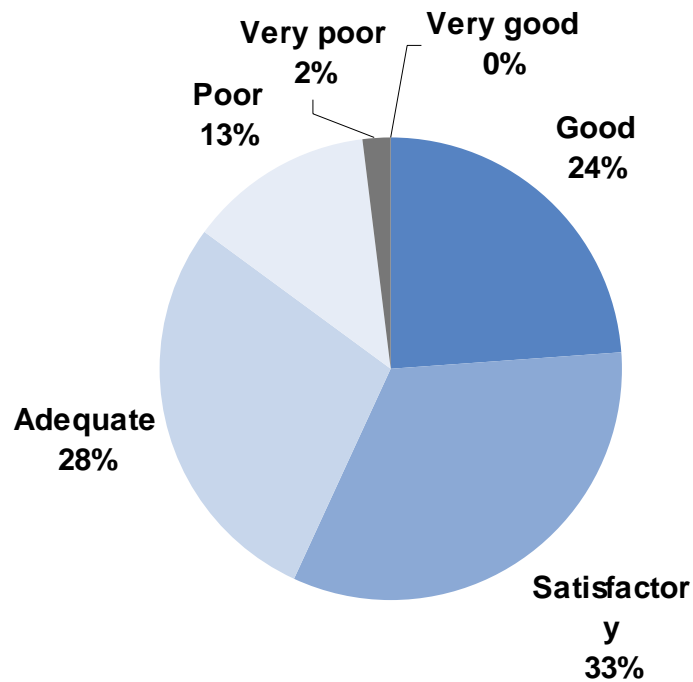
Munich, June/August 2006, n=182

- Events like World Cup can totally dominate the usage. Added Value is clearly given

Demand for simulcast channels

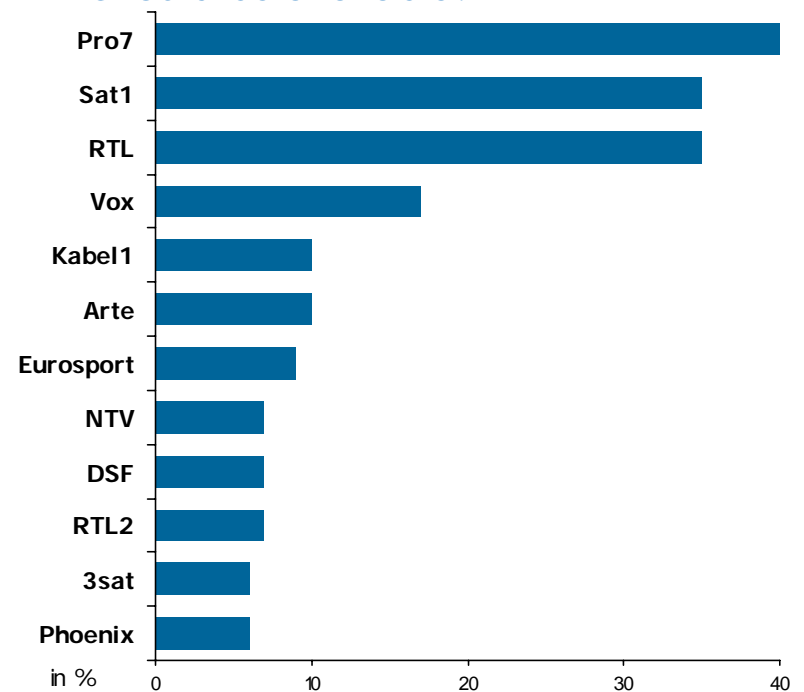
Munich 2006 – after World Cup

Please review the following categories:
...content offer



MI FRIENDS Regensburg, December 2007, N=88

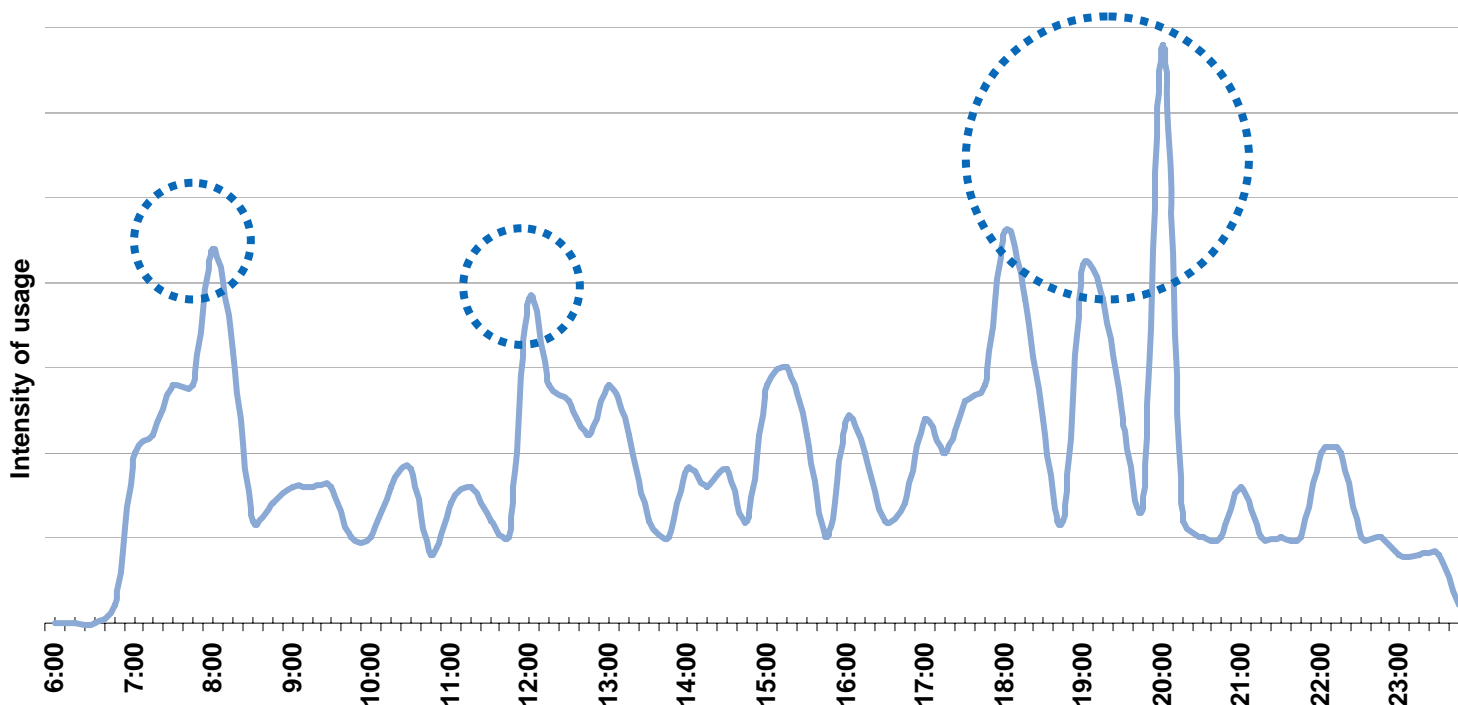
Which other standard TV channels should be available?



MI FRIENDS Munich, August 2006 n=179

- At first sight strong demand for simulcast programs – known brands offer orientation
- Diversity needed to satisfy variety in taste
- But does that improve willingness to pay?

Simulcast – the solution?

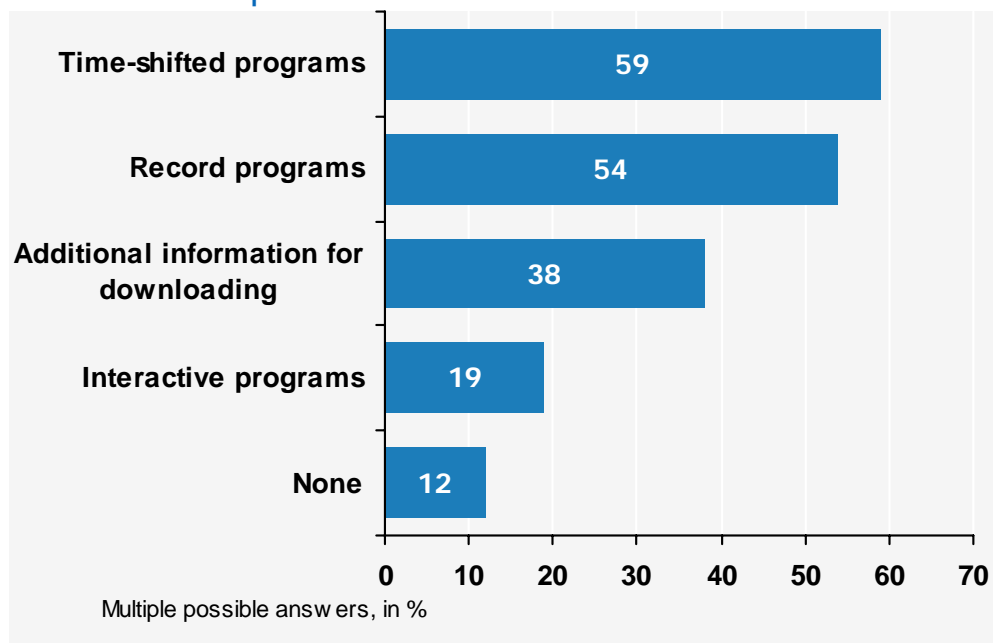


MI FRIENDS Munich 2006, 2nd phase, n=71

- More mini prime-times than in standard TV - usage rather homogeneous
- Linear program is optimized to standard TV usage
- Especially in the morning and noon no premium content on air – leads to zapping without finding interesting content
➔ Disappointment

Smart technologies: Tagging

Which additional options to standard TV would you consider important for Mobile TV?



MI FRIENDS Regensburg, May/June 2007, interviewees with interest in Mobile TV n=276

- Demand for high quality content during the day
- Direct access to content demanded due to sometimes short usage situations

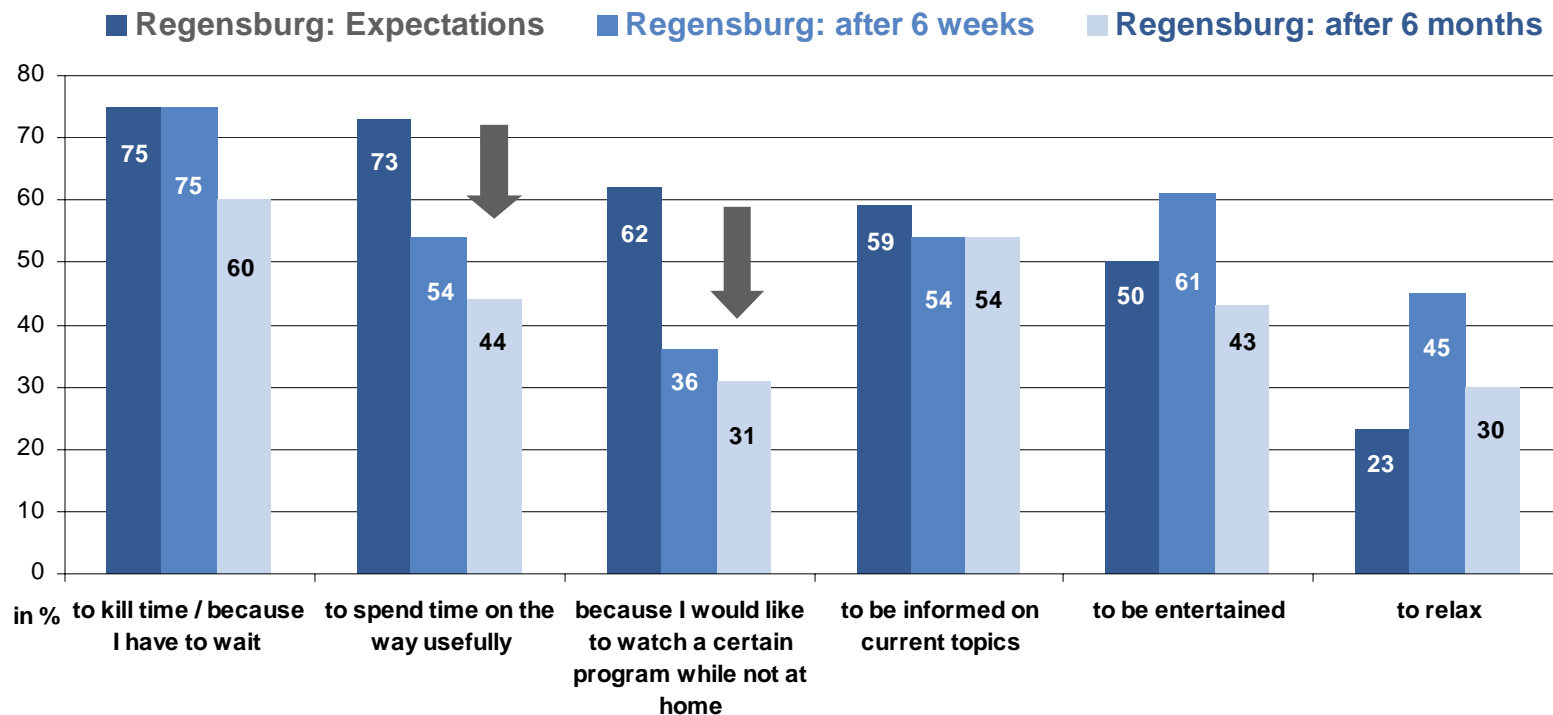


Possible solution: Tagging

Tagging

Motives

When you watch Mobile TV, which motives are important for you?

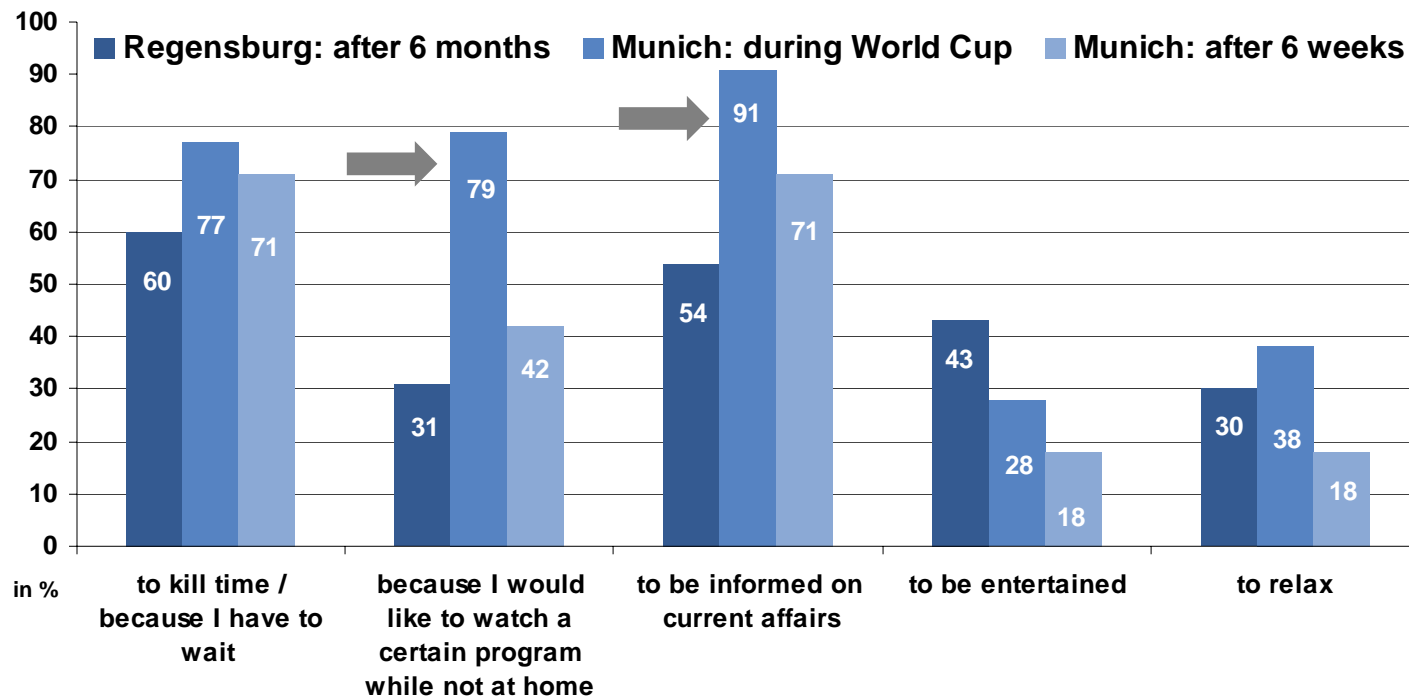


MI FRIENDS Regensburg, July, Sept., Dec. (n=92/87)

- Expectations towards Mobile TV could be met concerning the motives "killing time", "be currently informed" and "relax"
- Time spent with Mobile TV is regarded as being less usefully than expected
- Expected possibility of watching a particular program while not at home could not be met

Comparison: Special event World Cup vs. "normal" use

When you watch Mobile TV, which motives are important to you?



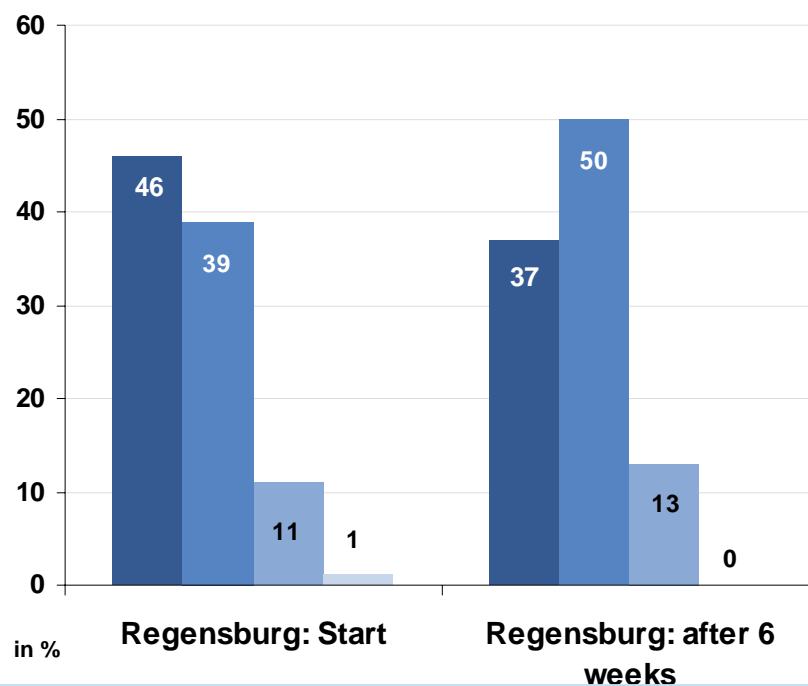
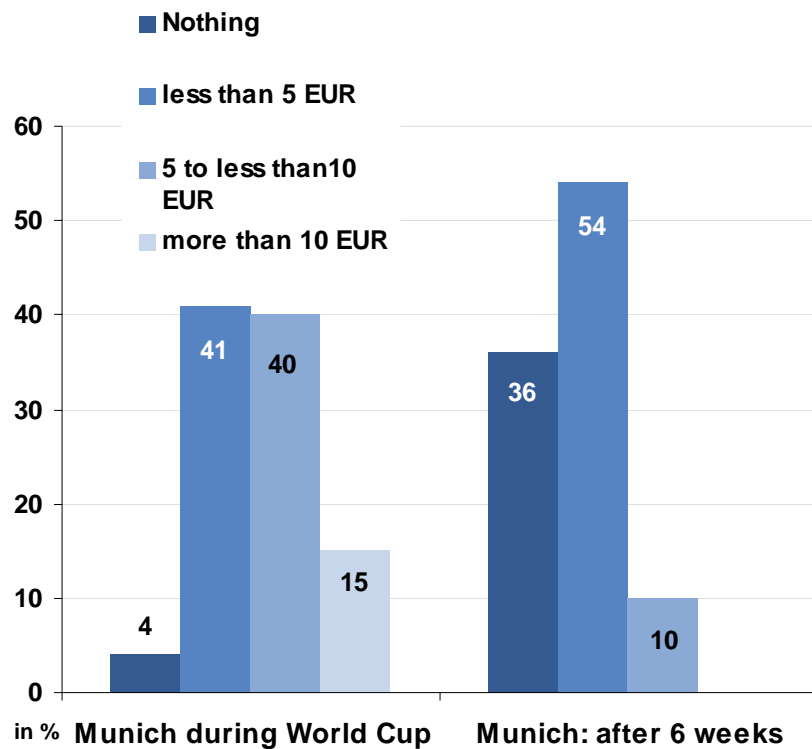
MI FRIENDS Munich July, August 2006 (n=185/175); Regensburg, June, Dec. 2007 (n=88)

- Motives during World Cup: watch a certain program and be currently informed at any time and anywhere

Any effect on willingness to pay?

Influence of motives on willingness to pay

How much would you be willing to pay for Mobile TV as monthly fee?



MI FRIENDS Munich July, August 2006 (n=187/176)
Regensburg, June, Dec. 2007 (n=88)

- Willingness to pay in Munich during World Cup significantly higher than after the World Cup
- Comparison between Munich after 6 weeks and Regensburg after 6 weeks shows once again stable results

Summary: motives and effect on content assembly

Three main motives for Mobile TV usage can be derived from the people's expectations:

1. specific usage for quick information on current topics
2. specific usage of a certain program which runs on standard TV simultaneously or time-shifted (standard TV backup)
3. unspecific usage for entertainment purposes or to relax

Tune-in time can be determined by:

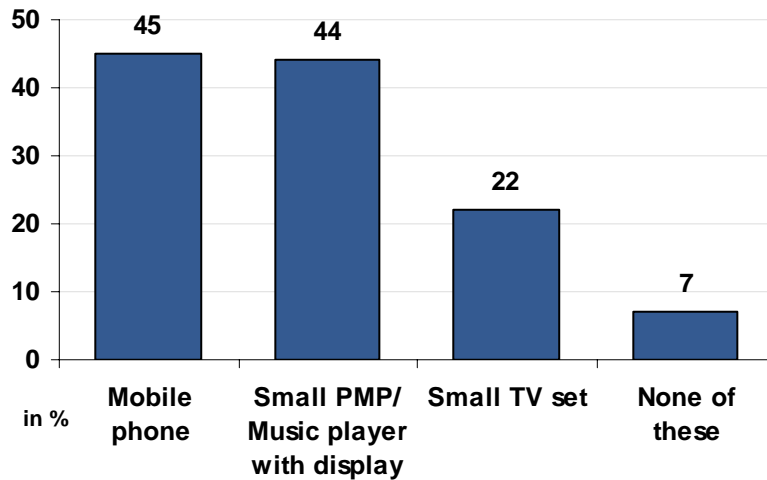
1. demand for specific content at that time
2. daily routines which do not need special attention (commuting times, meals...)
3. killing coincidental waiting times/idle times during the day

Acceptance and willingness to pay are linked directly to the fulfilment of the users' expectations. The specific usage motives are ranked higher than the unspecific usage motives.

Source: MI FRIENDS 2008

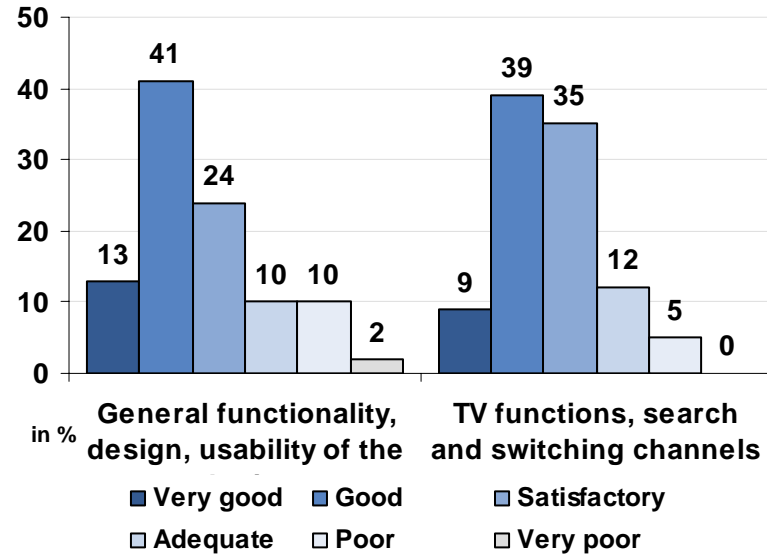
Short excursus: Devices

Which device for Mobile TV would you prefer?



MI FRIENDS Regensburg, May/ June 2007, interviewees with interest in Mobile TV, n=276

Please categorize the following properties of your device.

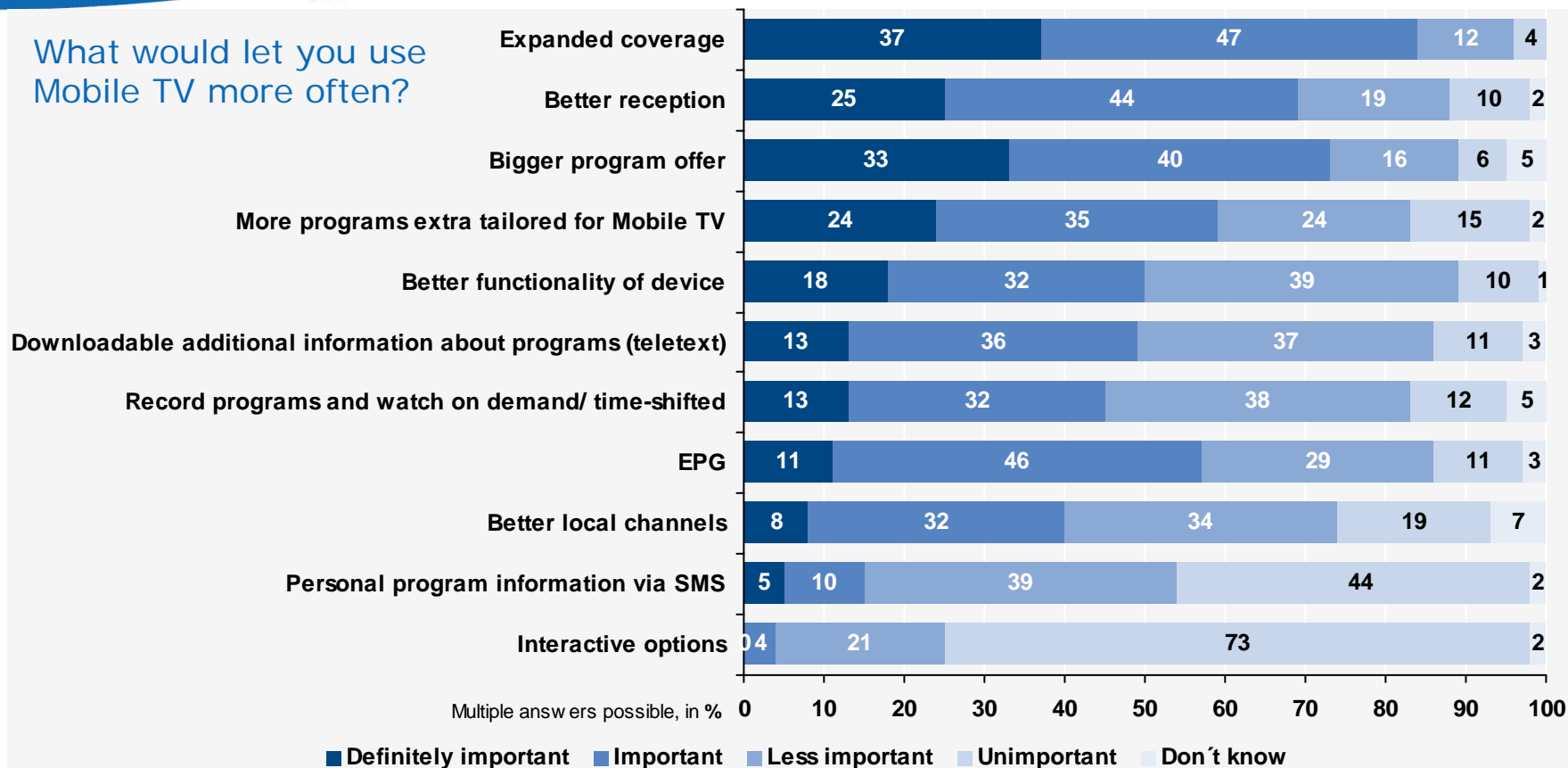


MI FRIENDS Regensburg, December 2007, N=88

- Mobile TV does not automatically imply to use mobile phones.
- Functionality and usability of the devices were generally rated good or satisfactory.
- Nevertheless usability (learned with previously used brand) and additional features beyond Mobile TV remained important issue during the trial

Improvements Regensburg

What would let you use Mobile TV more often?



MI FRIENDS Regensburg, Dec. 2007, n=85

- coverage and reception most important
- content has to offer linear channels as well as made-for-mobile channels
- quick navigation option through content necessary
- demand for smart additional services for time-shifting and on-demand delivery
- interaction is at this stage regarded less important

Summary: Some theses from MI FRIENDS

Mobile TV is well known, but only small share of people (typical early adopters) are honestly interested. Acceptance can be increased if opportunity for testing is given. Strong marketing efforts are necessary.

Willingness to pay is closely connected to the offered content and is furthermore influenced by available devices, coverage and quality of the service. Added value has to be obvious. The demand is driven by content.

The usage point of Mobile TV is individually influenced by personal situation and the environment. More mini prime times than in standard TV, rather continuous level of usage over the day. Frequency and intensity of usage is less than expected. Mobile TV has for users a kind of TV backup function in case of important events/news.

Different tastes of the audience demand a wide range of content. Different motives for usage have to be taken into consideration. Simulcast of existing programs is not enough. Made-for-mobile contents and smart technical solutions that support mobile usage have to be integrated

Expectations towards coverage and indoor reception are quite optimistic due to GSM experience. Rollout scenarios have to consider the users' activity space and possible usage situations e.g. in trains

A Mobile TV device is not necessarily a mobile phone. Willingness to change a brand for Mobile TV is rather low - not for prestige reasons but for usability reasons. Additional features of the device are also of high importance.

Thank you !

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