

# MyScreens

How audio-visual content will be used across new and traditional media in the future -  
*and how Smart TV can address these trends.*

Michael Wörmann

facit  
digital



Martin Krautsieder



Contribution to the 10th European Interactive TV Conference. Berlin, 05.07.2012



As **Germany's leading marketing company** SevenOne Media provides **audio-visual media for advertising companies and agencies.**

As a subsidiary of the ProSiebenSat.1 Group, we promote the German network's entire portfolio across all types of media (TV, online, mobile, games, teletext, pay-TV, video on demand) - on a national as well as international level.

Facit Digital is one of Germany's leading **user experience research agencies** with a strong focus on interactive TV and other emerging entertainment platforms like tablet PCs and smartphones.

We're helping clients like maxdome, Sky, Vodafone, Kabel BW, ProSieben, or the Swiss public TV providing **joyful user experiences through innovative research.**

## MyScreens: The Study

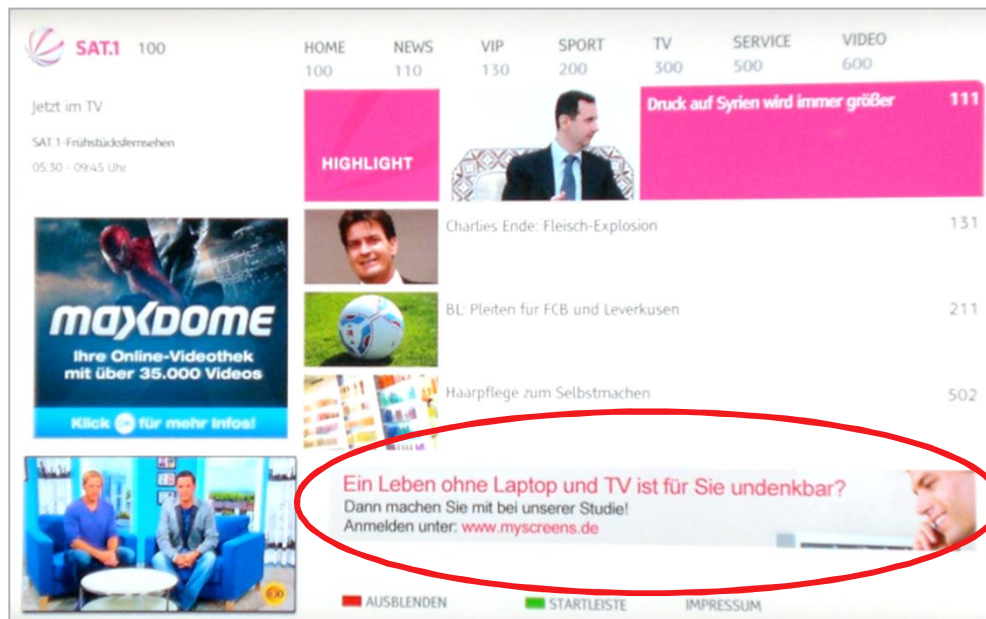
- **Second screen usage** (tablet, laptop, smartphone) is a **widespread phenomenon** among today's TV users.
- We wanted to find out
  - **when** this occurs
  - **how** Smart TV and tablet offerings could account for the underlying needs.



## MyScreens: The Study

- **Multi-modal study with 100 German early Smart TV adopters**
  - Multi-screen households
  - 14-49 years
  - Interest & regular usage of
    - Regular private TV programmes
    - VOD
    - EPG
    - HbbTV
    - Smart TV apps
    - Game consoles
    - Tablet or smartphone
  
- With the **early adopter approach**, we could obtain conclusions regarding a possible **future of Smart TV.**

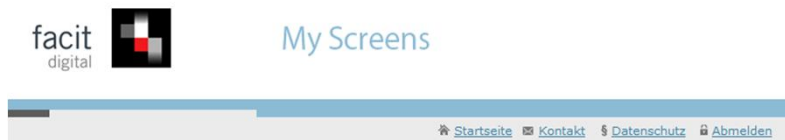
## MyScreens: The Study



### Recruitment of participants via

- ProSieben Sat.1 HbbTV service (nationwide campaign)
- maxdome VOD subscribers (e-mail)
- Online panel

## 1 Online Diary – one week



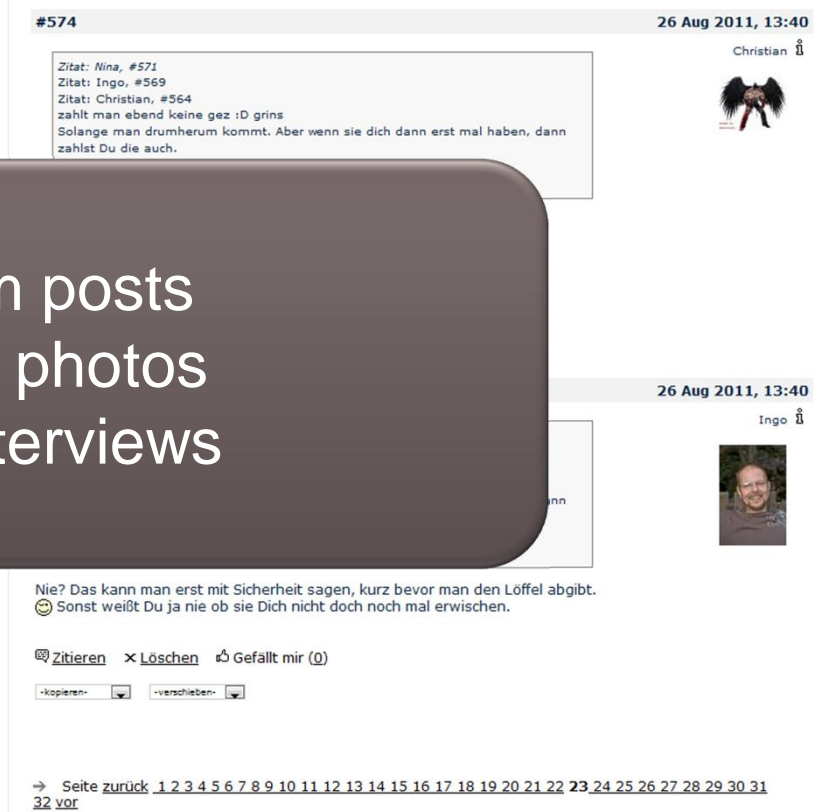
→ Zurück zum Montag

### Genutzte Geräte

- Fernseher
- stationärer Computer (p
- Laptop, Notebook, Netb
- Tablet PC
- Smartphone / iPod
- "klassisches" Handy
- mobile Spielekonsole
- Spielekonsole
- Fernsehreceiver / Set-Top-Box
- Festplattenrekorder
- DVD/ Blu-Ray-Player
- Sonstiges:

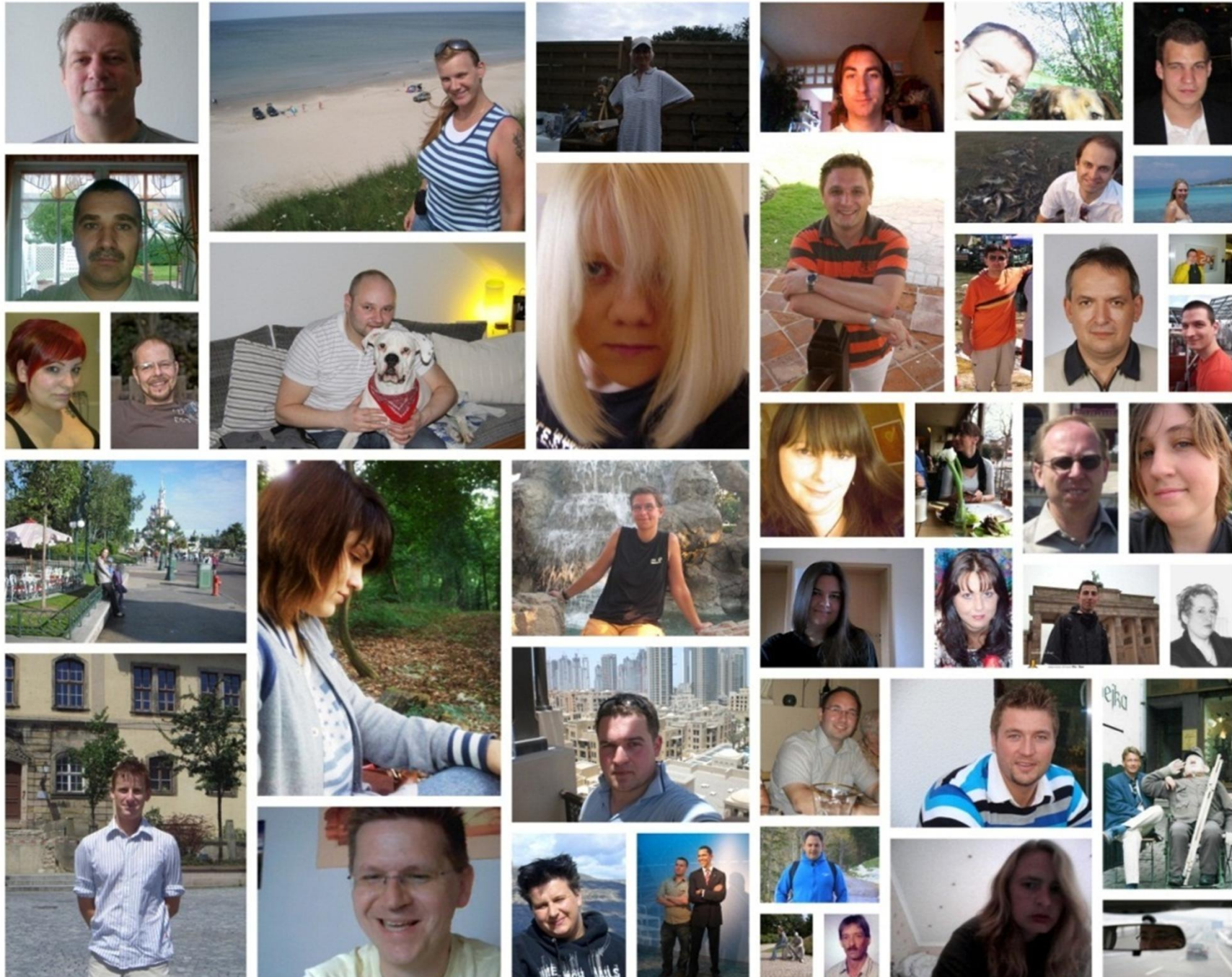


## 2 Forum – two weeks



→ 2000+ forum posts  
→ Hundreds of photos  
→ 20+ hrs of interviews

## 3 Remote Interviews – one week



# MyScreens



1. The Second Screen: When is it used and why?
2. Chances and Success Factors for Smart TV
3. New interactive products of the ProSiebenSat.1 Group that account for our research insights



## The Second Screen: When is it used and why?

- The **big screen dominates screen usage in the evening**, even in early adopter multi-screen households.



## The Second Screen: When is it used and why?

- **Second screens** enter the play when:
  - a **conflict of interests** between persons occurs
  - more **up-to-date** information is needed (news, weather)
  - **deeper** or **broader** information is needed (financial information, sports results, EPG)
  - **music** is listened to
  - **games** are played
  - **private communication** is needed (e-mail, social media)
  
- The second **screen often becomes first screen** in these situations.

## The Influence of Company

The **presence of company** influences second screen usage significantly.



	alone	in company
TV Screen	<ul style="list-style-type: none"> <li>• Linear TV</li> <li>• VOD</li> <li>• Zapping</li> </ul>	<ul style="list-style-type: none"> <li>• Linear TV</li> <li>• VOD</li> <li>• Multiplayer games</li> </ul>
Second screen, <i>used alone</i>	<ul style="list-style-type: none"> <li>• Games</li> <li>• Work</li> <li>• Longer texts</li> <li>• Social media</li> </ul>	<ul style="list-style-type: none"> <li>• Social media</li> <li>• Films (with conflicts)</li> <li>• Linear TV (with conflicts)</li> </ul>

# MyScreens

1. The Second Screen: When is it used and why?



2. Chances and Success Factors for Smart TV

3. New interactive products of the ProSiebenSat.1 Group that account for our research insights

## Advantages of Smart TV – compared to other screens.

TV wins through the connection with the internet; users like the idea of having apps on the TV.

- **Fast and easy added information** / services during TV usage: no need to switch to another device.
- **Relaxation**
  - of the eye: accommodation to a more distant screen
  - of the body: no need to hold a device (e.g. a tablet)
- No limitation of **battery lifetime** (tablet)
- Better **sound quality**
- **Synchronicity**: Split screen highly required



## Suitable and not-so-suitable services for Smart TV

### On TV Screen

---

- Films, Trailers (linear, on demand)
- Casual games
- Weather
- Video chat
- EPG
- Photos
- Music
- Intelligent house (CCTV, switch panels)
- Simplified web pages
- Added information to running TV programmes:
  - Online shopping, red button
  - Sports results
  - News backgrounds
  - Financial market infos

### Rather on tablet, laptop, smartphone

---

- Regular web pages
- Complex games
- Regular text chat
- Social networks
- E-mail
- Work (e.g. Excel)
- Personal finance (portfolio, accounts)
- Photo editing
- Safety-critical applications

- 
- **Joint experiences**
  - **Added services and information**
  - **Easy input and output**
  - **Parallel usage besides TV programme**

- 
- **Complex (text) inputs**
  - **Privacy**
  - **Security, stability**
  - **Complex outputs**
  - **Work, lean forward**

## 9 Success Factors for Smart TV

- 1. Require low workload for inputs** (via remote control), taking into account lean-back disposition: Users are particularly lazy regarding their inputs.
- 2. Provide low mental workload services**  
(casual games yes, complex games no)
- 3. Provide "semi-public" content and services.**  
Really personal content is rather used on personal devices (tablet, smartphone, laptop)
- 4. Provide high resolution imagery.** Users love the possibilities of their HDTV (but many programmes are still in SD)

## 9 Success Factors for Smart TV

5. **Offer joint experiences** which are hard to achieve on smaller screens (e.g. multiplayer games, films, slideshows, video chats).
6. **Offer simplicity by bundling** separate services (e.g. music, pay TV, VOD). Users feel overwhelmed by information and communication offerings. Many users want to reduce number of devices spread in their homes.
7. **Offer up-to-date information and services.**
8. **Provide simplified recurrent text inputs** (e.g. logins, e-mail address).
9. **Provide user profiles** (settings, accounts).



## Special Challenges for Smart TV

### High level of expectations

Tablets and smartphones set the standard in terms of

- CPU performance, UI reaction speed
- Usability
- Bandwidth
- Graphic design
- Variety of services



# MyScreens

1. The Second Screen: When is it used and why?

2. Chances and Success Factors for Smart TV

▶ 3. New interactive products of the ProSiebenSat.1 Group that account for our research insights

## Maxdome: Video Entertainment on Smart TVs



# Connectable Devices for maxdome



20:15 // Germany's Next Topmodel  
22:15 // Red

Check In

Profil Setup Gewinne

Sponsored by KitKat

Frage

Wer hat das schönste Kleid?

1. Marielle
2. Anne-Christine
3. Cindy
4. Rosemarie-Paris

Zeit

Video ausblenden

Heute ist aber ein schöner T

Posten

Alle Twitter Connect Freunde Official

**@ModelFan**  
Ich glaub' Luisa heult so, weil sie einfach Hunger hat. Warum gibt ihr keiner einen Fruchtzwerg?  
vor 39m

**Steffi** Superfan  
Die haben jetzt lieber Sarah-Anessa, als Kasia? Sind die des Wahnsinns?! #gntm  
vor 1h

**Simone** Superfan  
Ich würde heute auch keinen Blazer mit Jogging Hose kombinieren...  
vor 2h

ALLE BILDER VOM CATWALK TRAINING

Info Talk Check In Live Gewinne



# ProSieben Connect

## Q3 2012

# Thank you for listening!

Contact us

[Martin.Krautsieder@sevenonemedia.de](mailto:Martin.Krautsieder@sevenonemedia.de)

[Michael.Woermann@facit-digital.com](mailto:Michael.Woermann@facit-digital.com)