2010 Mobile DTV Consumer Showcase

Washington, DC

Executive Summary Report - CES
1/4/11

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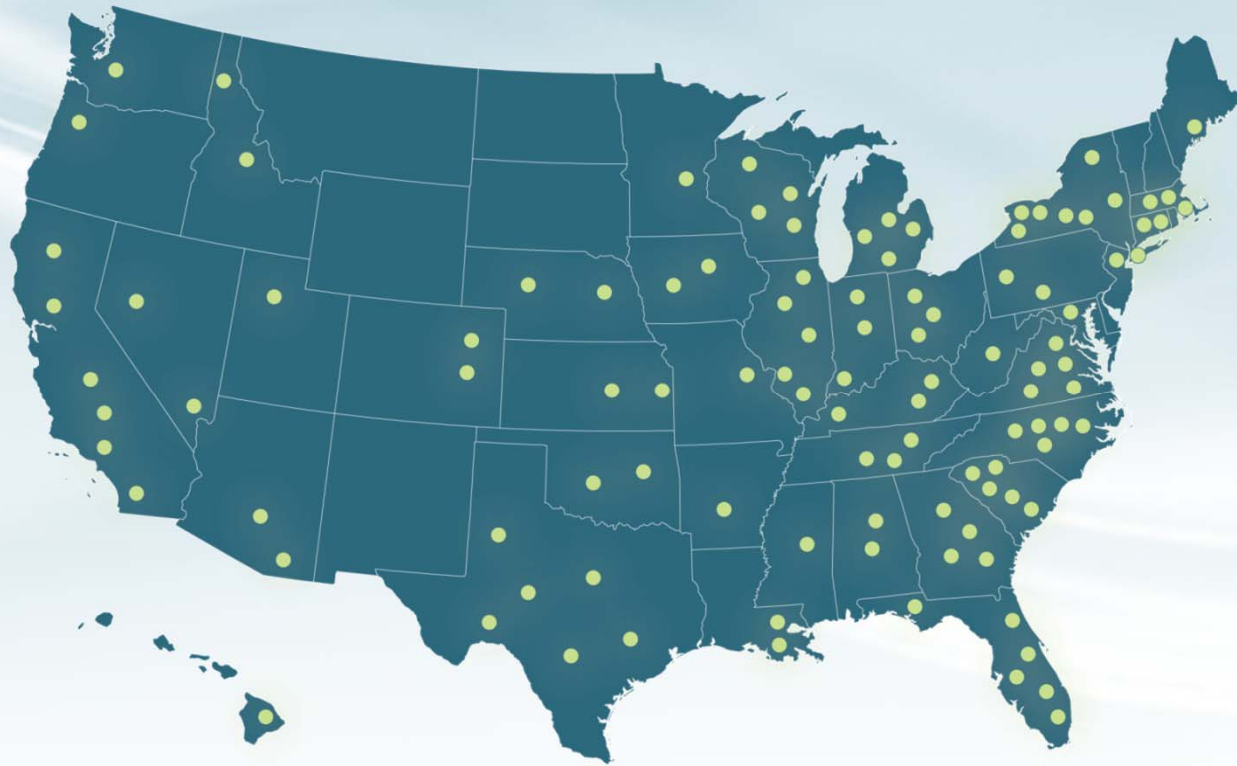# OMVC: A Coalition of America's TV Broadcasters

- 875+ TV Stations, 6 Networks
- 100MM+ Homes Passed
- 70+ Stations Launched to Date

Open Mobile Video Coalition Members

- 103 million households
- All of top 50 Designated Market Areas (DMA's)
- 96 of the top 100 DMA's
- 69 DMA's with more three or more stations
- 98 DMA's with two stations

Objectives

- **Build & deploy a "multichannel" Mobile DTV service ecosystem**
  - "Free" local content (clear) & "premium" cable content (encrypted)
  - Electronic Service Guide with UI & advertising
  - Audience measurement
  - Interactive services
  - Customer care, network monitoring, trouble ticket management

- **Deploy fully functional, near-production devices with consumers for 4 months, get web-based & focus group feedback**
  - Samsung Moment Android smartphone with Sprint subscribers
  - Dell Inspiron Mini 10 Netbook
  - LG DVD Player (focus group only)

- **Determine consumer behavior, attitudes & expectations**
  - Qualitative & quantitative
  - Primary use cases
  - The "who, what, where & why" of the Mobile DTV experience
  - Device & feature preferences

Showcase Consumer Channel Lineup

| Channel Name	Channel Genre
WRC NBC4	Local Network
WTGG Fox5	Local Network
WUSA9 CBS	Local Network
Univision	Spanish News/Info
MHz Networks 1	News/Info
MHz Networks 7	News/Info
PBS Mobile	News/Info
PBS Kids	Kids
WAMU 88.5FM	Radio
WETA 90.9FM	Radio
WNUV CW (Baltimore)	News/Info
ThisTV (Baltimore)	Entertainment
TheCOOLTV (Baltimore)	Music/Concert
QUBO	Kids
FoxNews	News/Info
FoxBusiness	News/Info
MSNBC	News/Info
CNBC	News/Info
MTV	Entertainment
Nickelodeon	Kids
Comedy Central	Comedy
E!	Entertainment
Food Network	Lifestyle

Research Methodology

- Private online research community comprised of **345** participants located in the Washington DC area
  - 197 participants recruited from Harris Interactive's Online Panel to test mobile DTV service on Dell Netbooks
  - 148 participants recruited from list of Samsung Moment mobile phone users to test mobile DTV service on specially equipped Moment phones
- Participants were instructed to use the devices as if they were their own for the duration of the trial
- Feedback was collected through online surveys, online bulletin boards and in-person focus groups
- Actual viewership logs were collected from devices electronically and processed by Rentrak Corporation

Community Stats
- **345** participants
- **123** user-generated discussions
- **87** user-generated surveys
- **24** different "friends" groups formed
- **22,671** comments posted

Note: Data should be considered directional due to low sample size and beta devices.
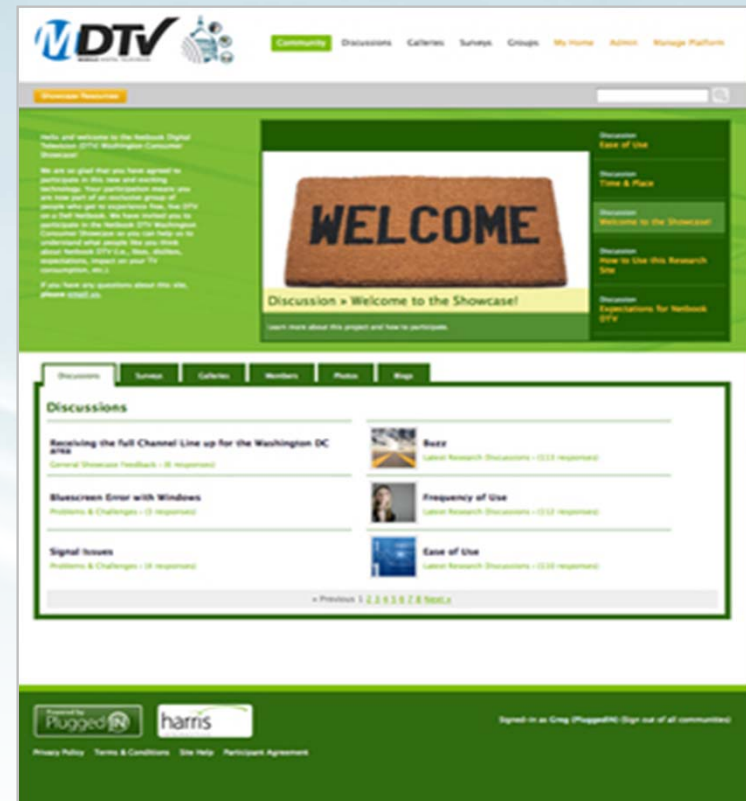
Panel Snapshots

SAMSUNG *Moment*

148 Sprint Customers

Community Feedback Activities:

May: Registration on Early Adopter Access

June: Initial Experience & Basic Buzz

July: Content & Service Quality; Enthusiasm & Support

August: Commercials, Pricing & Interactivity

September: Closed panel – exit survey with Overall Impact on Behavior & Final Perceptions

DELL *Netbook*

197 Consumer Participants

Clearwire provided 4G service in August

Community Feedback Activities:

June: Registration on Early Adopter Access

July: Initial Experience & Basic Buzz

August: Content & Service Quality; Enthusiasm & Support

September: Commercials, Pricing & Interactivity

October: Close panel – exit survey with Overall Impact on Behavior & Final Perceptions

LG *DVD Player*
Life's Good

29 Consumers Participants

6 week panel

Diary Feedback Activities:

September: Registration in person, recorded: Initial Experience & Basic Buzz, Content & Service Quality; Enthusiasm & Support , Commercials, Pricing & Interactivity

October: Closed panel with focus group

Focus Groups:

August 22: Samsung user panel and Harris panel

September 14: LG DVD Player users (2 panels)

October 20: Dell Netbook Users (2 panels)

Panel participants asked about accessory devices, PC dongles, and tablets

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Key Insights

- Significant consumer interest in concept of Mobile DTV

- Consumers are watching Mobile DTV in a variety of viewing locations: work, car, errands, home

- Diversity of viewing … over 30 different genres viewed
  - Local news highly valued – local stations considered cornerstone of Mobile DTV along with popular TV networks

- Usage appears to be mostly incremental to traditional TV
  - Daytime is primetime on Mobile DTV – usage peaks in the afternoon

- Different use cases for different devices
  - Mobile phones more likely to be viewed outside of the home

- Strong interest in converged experience that enables both live and recorded content

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High Level of Purchase Intent for Mobile DTV

Percent of participants who said they are
"Very Likely" or **"Somewhat Likely"**

Likelihood to Use if it Remained Free
60%

Likelihood to Subscribe for Monthly Fee
49%

"The picture quality is much better than I expected. I thought maybe it wouldn't refresh fast enough for sports, but I was able to watch World Cup matches on Univision."
– Robert H.

"I was excited about being able to watch TV on the go. I really like it and I think it lives up to my expectations."
– Michelle C.

"My first reaction to receiving the Netbook DTV was excitement. I like the size/weight; it's very cute & portable!"
– Christina P.

"I like the portability of the Netbook as a television device. It makes it easy to start a show in one room and then carry it to another – to make dinner, or run on the treadmill, or fold the laundry, etc."
– Jessica C.

Likelihood to Use if it Remained Free: *"With the reception and coverage as it currently stands, how likely would you be to use DTV on a mobile computing device (i.e., Netbook, mobile phone, laptop computer, tablet, etc.) if it remained a free service?"*

Likelihood to Subscribe for Monthly Fee: *"If you were charged this amount, how likely would you be to subscribe?"*

Source: OMVC 2010 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. OMVC makes no warranty to the accuracy of the data contained in this report.

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Consumers Reported Using Mobile DTV in a Variety of Viewing Locations

Running Errands	Work	Kids	Sporting Events
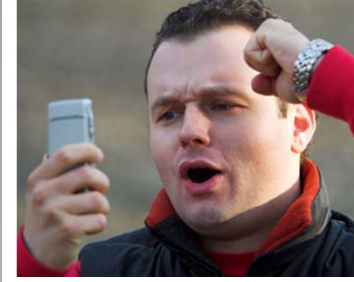
| While Waiting	Lunch Break	Commuting	Home

Source: OMVC 2010 Consumer Showcase, Washington DC, Harris Interactive and Rentrak Corporation.
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Daytime is Primetime on Mobile DTV

Distribution of Monthly Usage by Hour

July 2010: Combined Cell Phone/Netbook Viewership

MDTV Primetime
12 pm – 5 pm

Traditional Primetime
8 pm – 11 pm
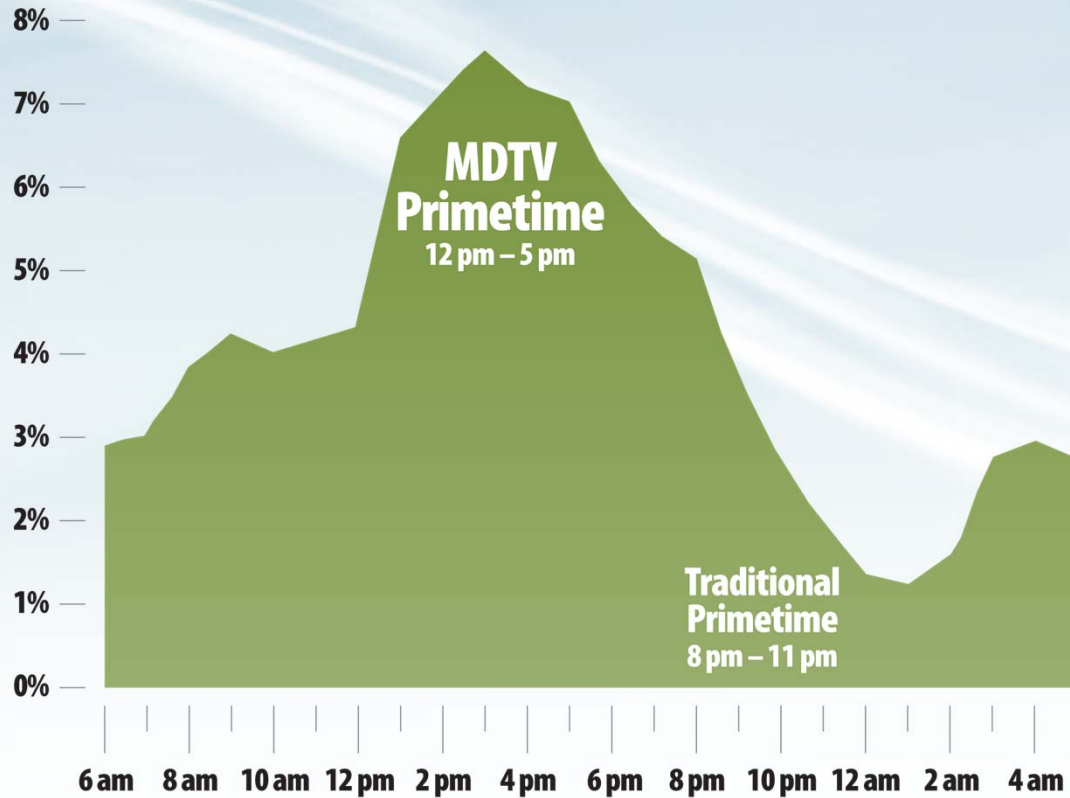
"I definitely find myself watching more TV especially on my lunch hour since I have the DTV phone."
— Lolitha B.

"I work at Starbucks. During my lunch break, I sat in the back and watched some of the Ellen show. That was cool. Best experience with it yet. Almost was late clocking back in!"
— Ryan B.

"I watch the business news every day during lunch at work."
—Robert H.

"I watch in the kitchen since I don't have a TV there mostly. Its nice to put the news on while I make dinner."
— Amy M.

Note: Based on combined usage of participants with Samsung Moment Cell Phones and Dell Netbooks.

Source: OMVC 2010 Mobile DTV Consumer Showcase, Washington DC; Harris Interactive and Rentrak Corporation. Based on data received electronically from reported Samsung Moment Cell Phones (n=123) and Dell Netbooks (n=186). Note: Data should be considered directional due to low sample size. OMVC makes no warranty to the accuracy of the data contained in this report.

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Daytime and On-the-Go Usage to Stay Informed is Primary

- Participant's viewing of the MDTV phones centered around daytime viewing, either to catch up on local news, or watch traditional daytime fare.

- While many said they go online for their news, local news reports are the type of programming they viewed most often.

"I would rather have the weather and a few network shows. Keeps me entertained while I am on the go.."
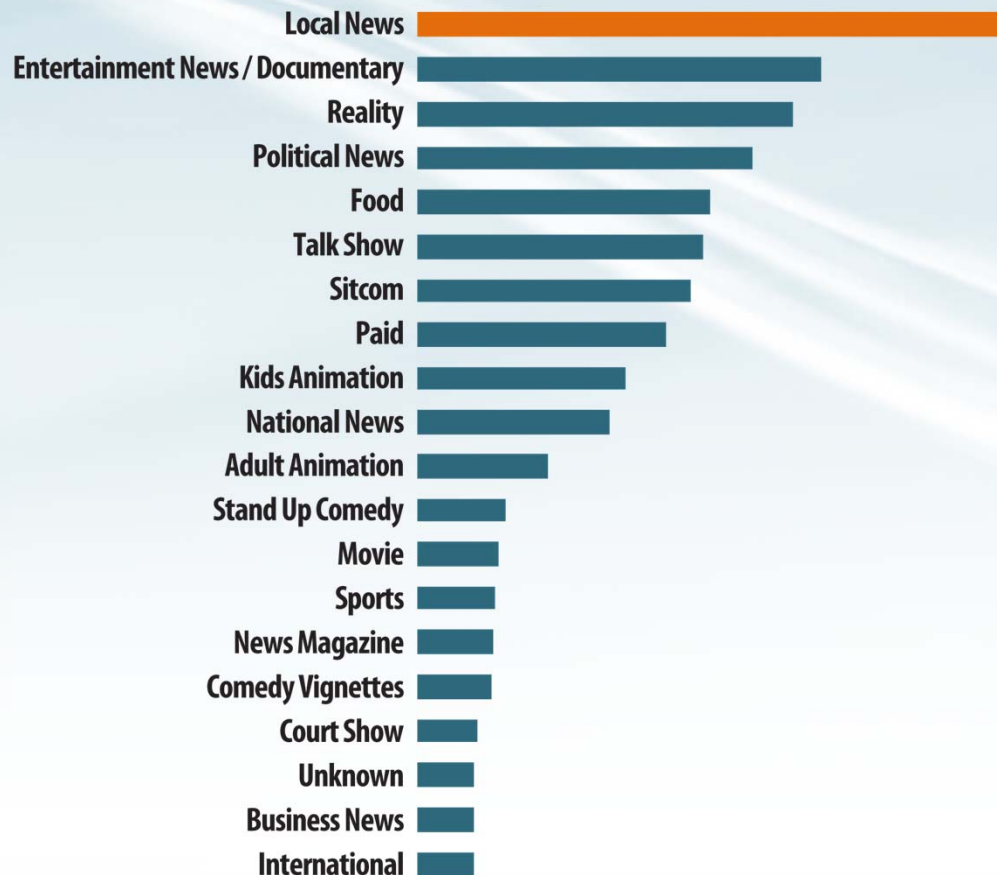
"Live news and real-time issues are the only reasons I would have this on a phone."

"Local news/weather is the most valuable programming to me. Next would be talk shows, Judge Pirro, Dr. Phil, Judge Mathis, etc..."

"The clarity is beyond what I was expecting. The picture is great..."

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Local News #1

 # Episodes Tuned in By Genre – Combined Cellphone/Netbook Usage
OMVC Showcase – Top 20 Genres Viewed
5/14 to 10/10

Local News
Entertainment News / Documentary
Reality
Political News
Food
Talk Show
Sitcom
Paid
Kids Animation
National News
Adult Animation
Stand Up Comedy
Movie
Sports
News Magazine
Comedy Vignettes
Court Show
Unknown
Business News
International

- Diversity of viewing…
  30 different genres viewed

- Local News was the
  most-watched genre on
  both devices

- Broadcast Networks were
  the dominant channels

- Consumers desire sports
  and movie channels

- Movies performed better
  on the netbook compared
  to cell phone

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Local Stations Considered Essential for Mobile DTV

- Live, local content was a great differentiator from other mobile video services already available. During emergencies and "need to know" situations, participants turned to MDTV.

- More than anything, participants expect local content going forward with this service. It is essential to their enthusiasm for the device.

Source: OMVC 2010 Mobile DTV Consumer Showcase, Washington DC; Harris Interactive and Rentrak Corporation. Note: Data should be considered directional due to low sample size. OMVC makes no warranty to the accuracy of the data contained in this report.

"[I was] grateful to have something because otherwise [I] would be just trying to read a webpage on [my] phone… It was actually a good chance to have the local broadcast while the power was out."

"The park ranger [said], "You all should move out." I turned the television… I probably would've [gone] home but I was able to watch the local news [and] see it's just going to pass."

"The security officers wouldn't tell us what's going on so I turned on the news. I turn on the news [and] find out it's a darn bomb threat. I was stuck in my mall. I was like are you serious? You could see on the news the mall that I work at, the street that I cross the street to go to work!"
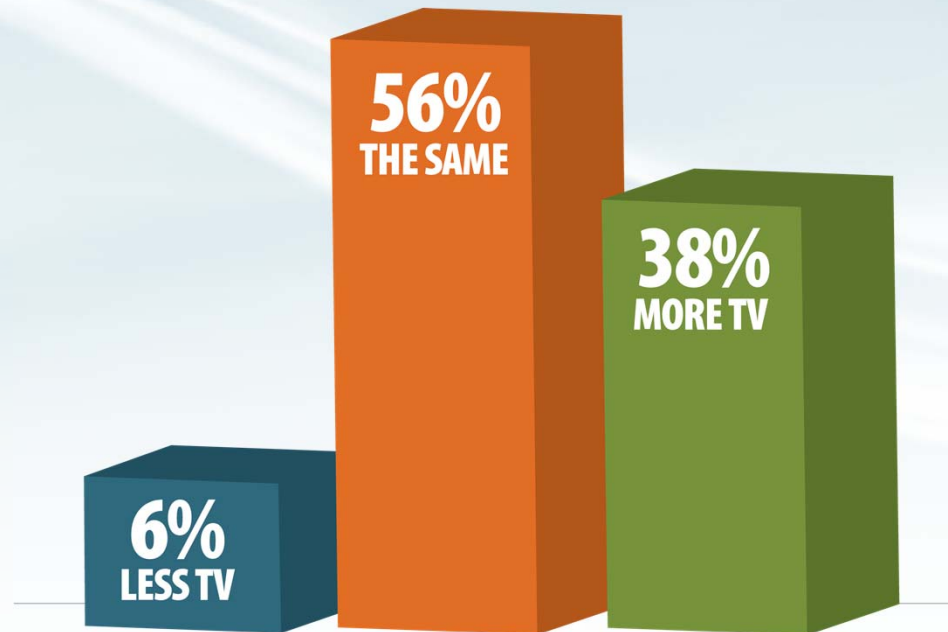
"Local news/weather [is essential]. Having other channels is fun, but not necessarily a necessity."

94% of Participants Said Their Overall TV Consumption Increased or Stayed the Same After Using Mobile DTV

Findings suggest Mobile DTV Will Result in a Net Gain in Overall TV Usage

Change in TV Consumption

"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:"
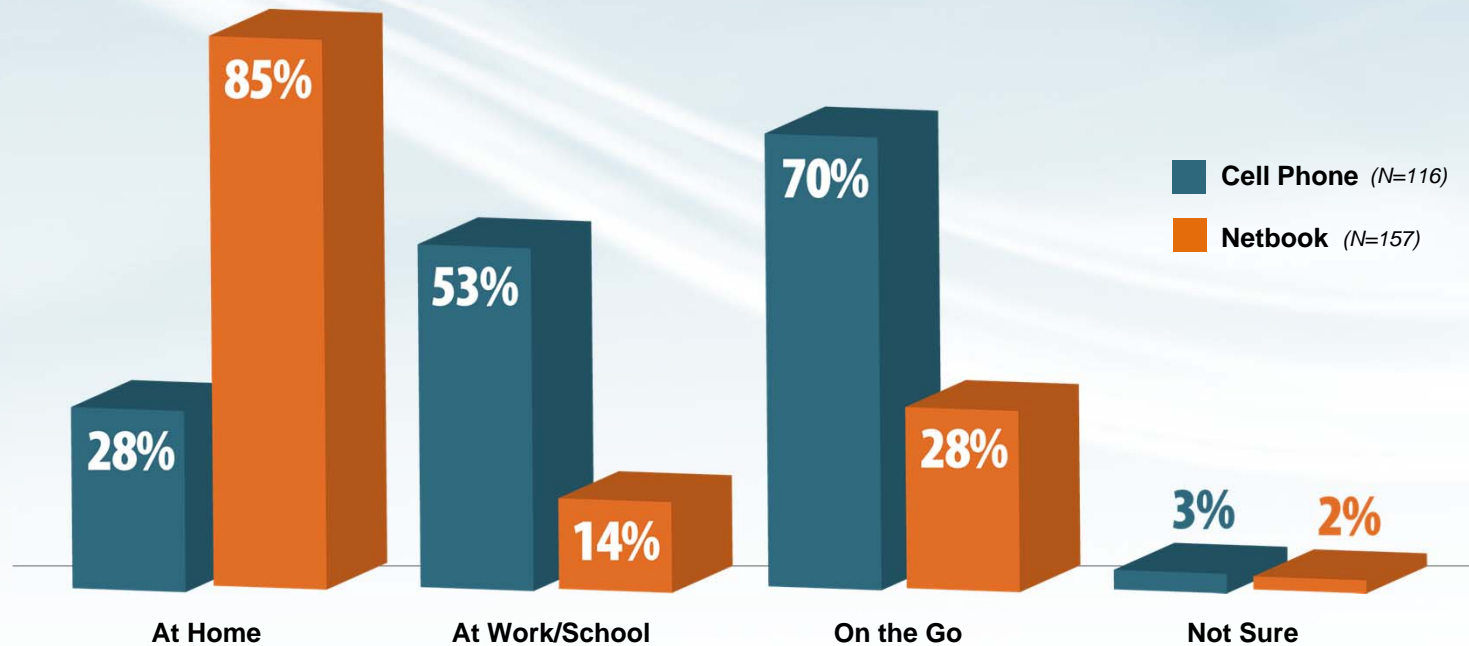
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Cell Phone Users Were More Likely to Watch Mobile TV Outside of the Home

Where Typically Watch Mobile DTV

Cell Phone *(N=116)*
Netbook *(N=157)*

	At Home	At Work/School	On the Go	Not Sure
Cell Phone	28%	53%	70%	3%
Netbook	85%	14%	28%	2%

"On an ordinary day during the Showcase, where did you typically find yourself watching Mobile DTV? Please select all that apply."

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DC Showcase Partners