

**SOFI**

Sociological Research Institute at the Georg-August-University Göttingen

**Edvin Babic and Heidemarie Hanekop**

# **USAGE PATTERNS OF MOBILE TV**

An Empirical Study on the Usage of UMTS-based Mobile-TV Services

# Focus on new mobile services

## New mobile services as an enrichment of media resources



### Main research questions:

- How do users integrate mobile television in their everyday life?
- Do new mobile services enable new usage patterns through anytime and anyplace access to media content?

# Usage Patterns of mobile communication: **Absent Presence<sup>1</sup>**

**Mobile communication technology has enabled new usage patterns through “anytime, anyplace” availability of familiar persons**

- Absent presence
- Perpetual contact
- Part of two frames

1 Gergen, K. 2002; Burkhart, G. 2000; Feldhaus, M./Nave-Herz, R. 2004; Haddon, L. 2001; Höflich, J. R. 2005 und 2003; Katz, J. E./Aakhus, M. 2002; Ling, R./Petersen P. 2005; Ling, R. 2004; Ling, R., Yttri, B. 2002; Nyiri, K. 2003; Ito/M, Okabe, D. 2005;

# Absent Presence

## Enabling: absent presence

- Mobile phone as a medium for private and every-day matters
- Private social networks, familiar social context, extends presence in private world
- Concentration on communication with close persons (selective communication)
- Everyday topics, coordination of every day life (micro-coordination)
- Emotional reassurance, social and cultural embedding
- The mobile phone as an instrument par excellence for endogenous strengthening

## Dealing with: absent presence

- Social absence in the presence of others
- „Doubling“ of presence, two frames at the same time, (competitive) social norms
- Usage conditions at the real place (physical place, noise, technological infrastructure)
- Coordinating simultaneous activities, temporal demands of the physical environment

# New Usage Patterns of Mobile TV

## Absent Presence through mobile TV consumption?

### Difference:

- Mobile (interpersonal) communication: anytime/anyplace availability of familiar persons and places
- Mobile TV consumption: anytime/anyplace availability of media content and services

## Similar adoption path?

### Empirical Questions:

- Do users integrate mobile television in their everyday life?
- What kind of media content do users integrate in their everyday life?
- How do users integrate mobile television in their everyday life?

# Exploring Usage patterns of Mobile TV

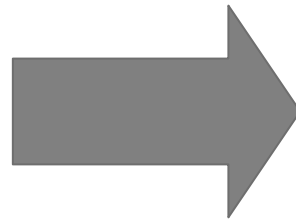
## Empirical study on consumers perceptions and usage of UMTS-based Mobile TV services

- 16 Focus Groups (3-6 Persons), 2 individual Interviews
- 33 Long term tests – Duration approx. 14 days
- 15 Tests during the course of a weekend or 3 days
- 21 Usage tests including observations of specific situations

Sample (up to march 06)	Up to 24 years old	More than 24 years old
Scholars	14	0
Apprentices	25	1
Students	6	10
Young employed persons	0	9
<b>Total</b>	<b>45</b>	<b>20</b>

# Mobile TV Service – Established Brands on the mobile

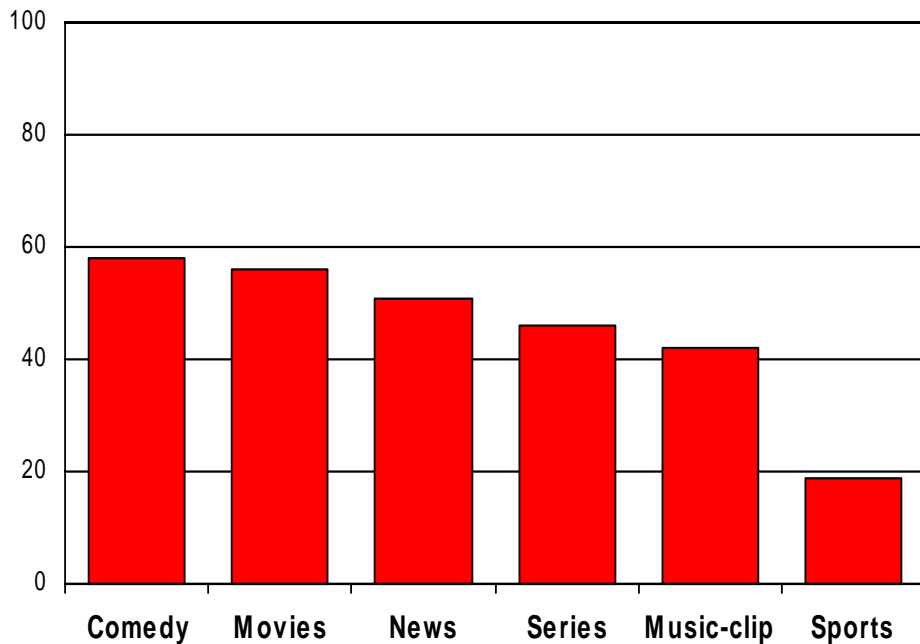
**During the case study, the operator offered more than 20 Channels**



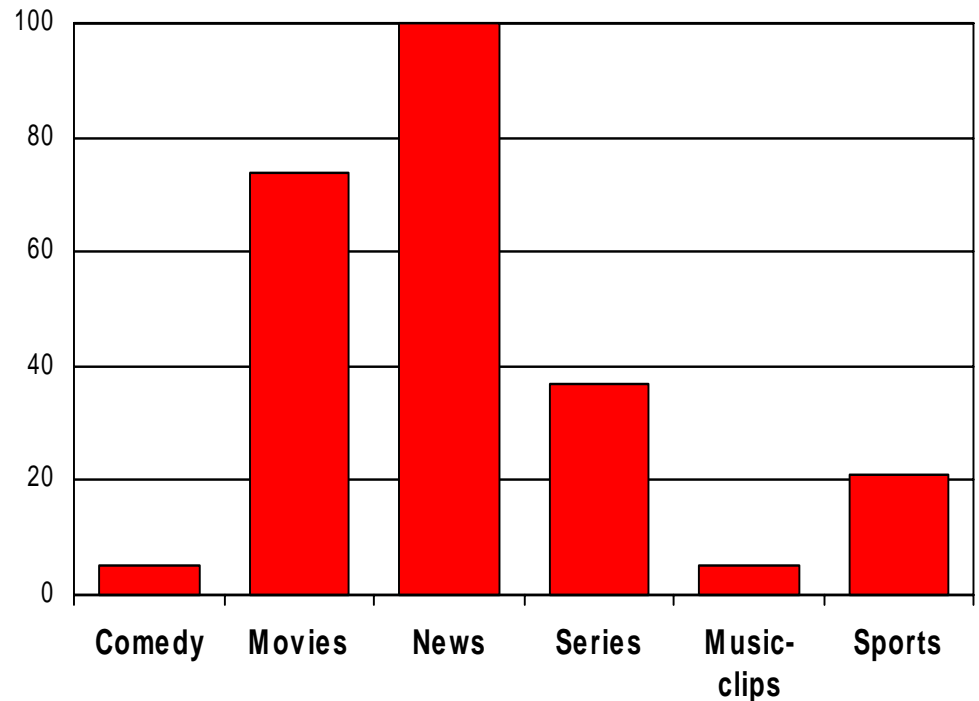
# Usage Patterns of Mobile TV: What kind of media content do users integrate in their everyday life?

**Traditional TV: Different media consumption patterns for young persons (up to the mid-twenties) and young adults**

Up to 24 years old



More than 24 years old





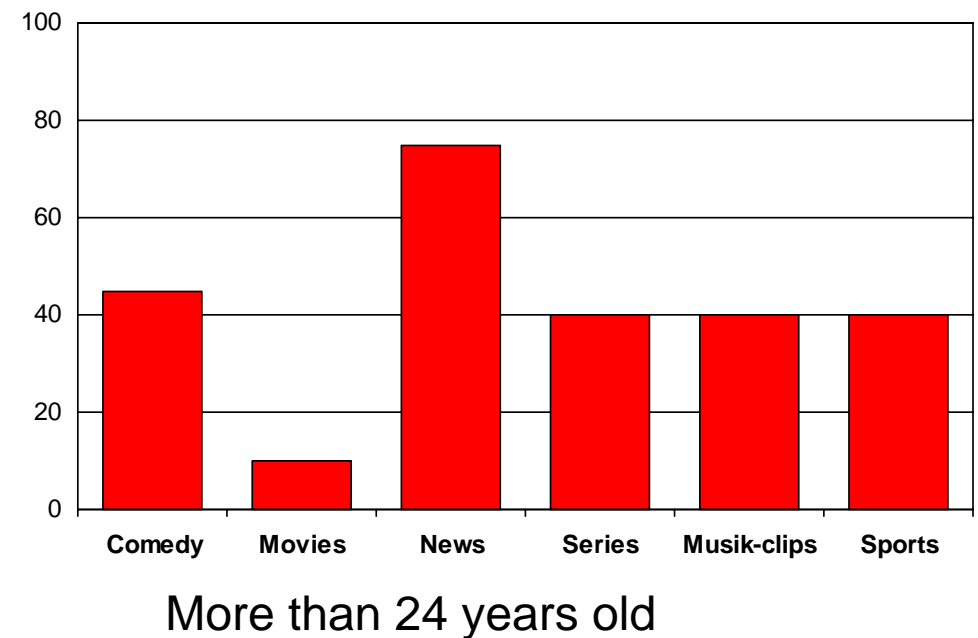
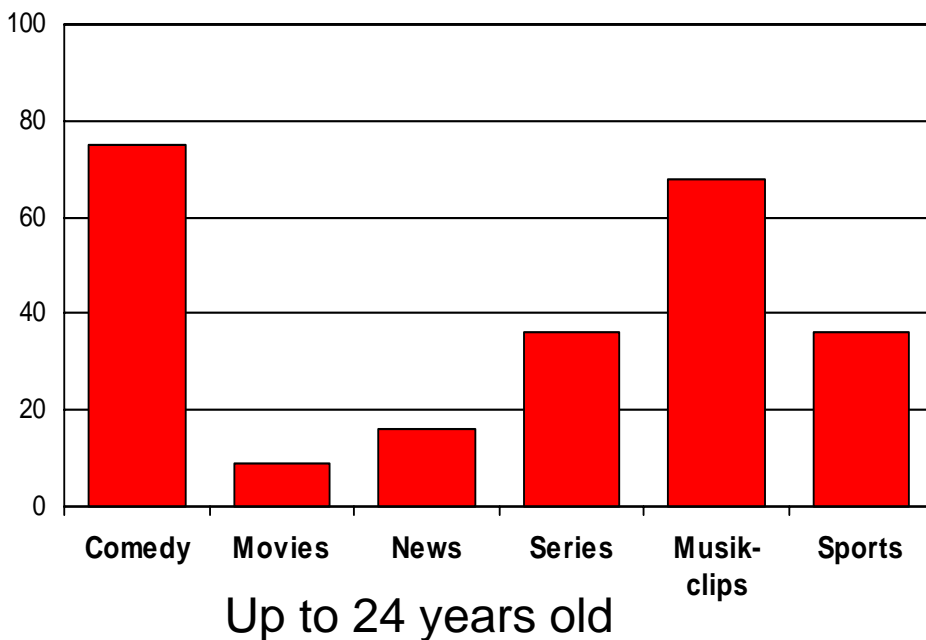
# Usage Patterns of Mobile TV: What kind of media content do users integrate in their everyday life?

## Mobile TV:

Young persons focus on youth-culture specific channels



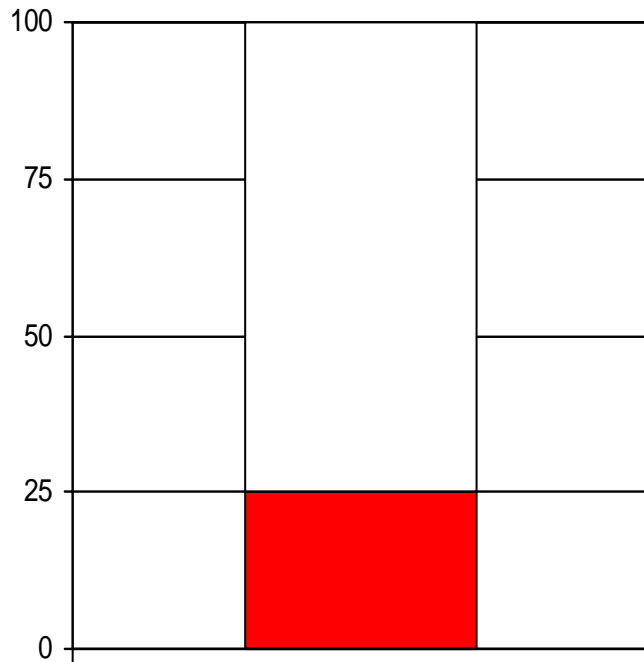
Young adults tested different channels



# Usage Patterns of Mobile TV: What kind of media content do users integrate in their everyday life?

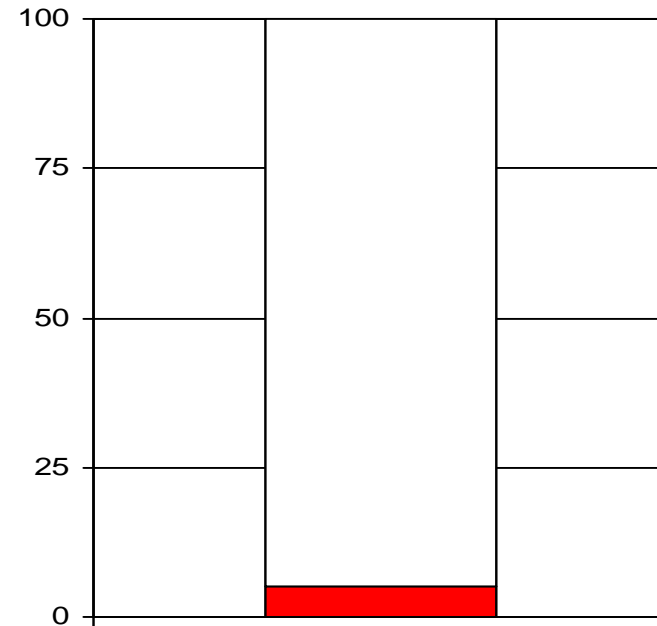
## Test results

Young people: 24 % intend to use mobile TV



Up to 24 years old

Young adults: nearly no intention to use mobile TV



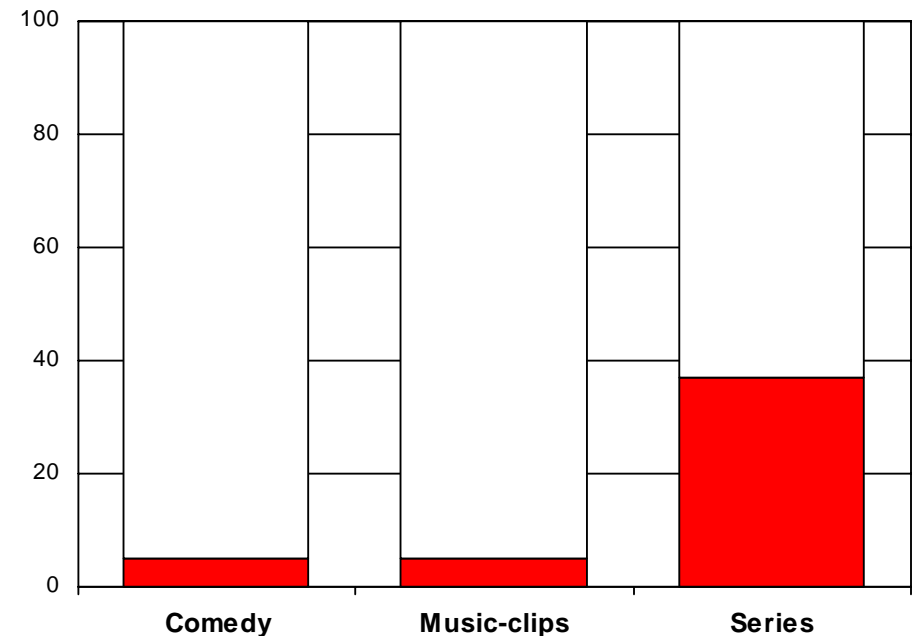
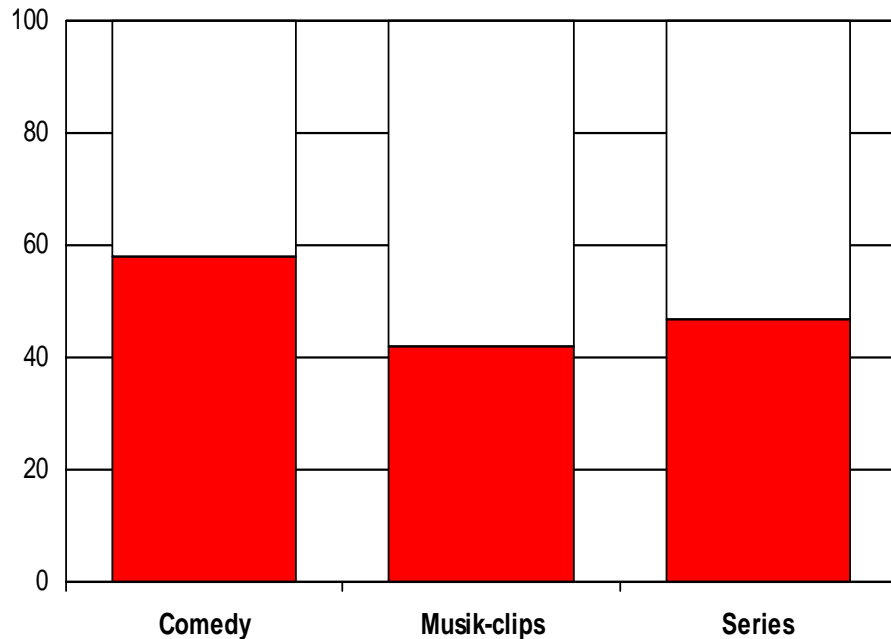
More than 24 years old

# Usage Patterns of Mobile TV: What kind of media content do users integrate in their everyday life?

## Test results

Young people: comedy, music-clips  
incentive to use mobile TV

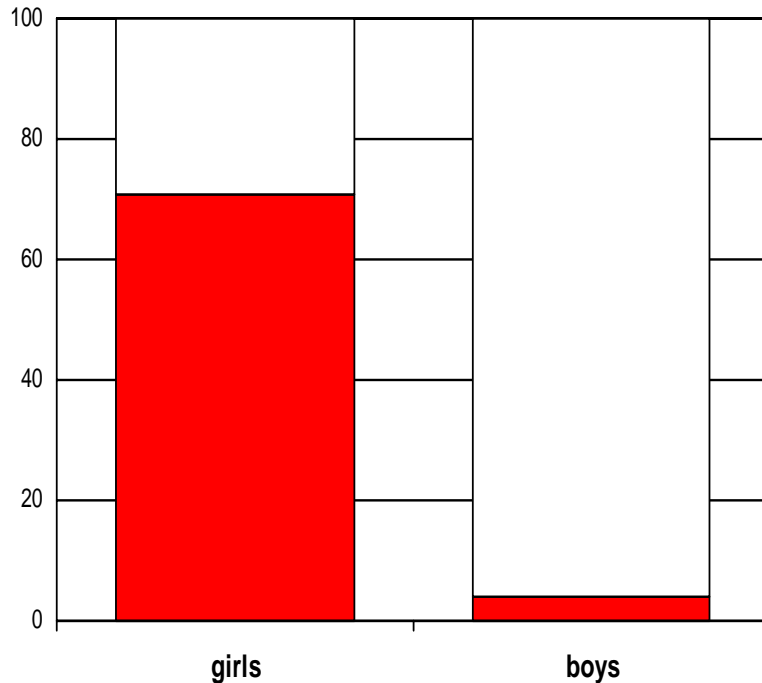
Young adults: comedy, music-clips  
no incentive (exception: series)



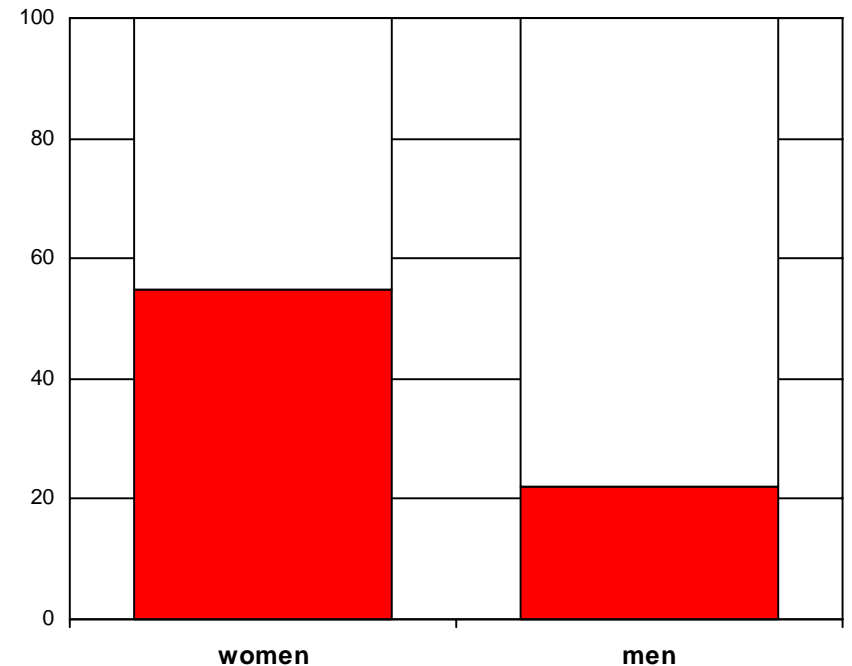
# Usage Patterns of Mobile TV: What kind of media content do users integrate in their everyday life?

## Test results: Series

Girls want to see series,  
boys not



Young women want see series,  
young men rather not



# Thesis: Mobile TV as an “endogenous” reality for teens

## Mobile TV extends the power of familiar communication contexts

- Teenagers appeared to be very familiar with basic features of the technology and quickly adapted it to their needs.
- Selective reception focused on popular and common forms of youth entertainment: Soap operas, Comedy, Music Television and Cartoons



- Mobile TV was primarily used as an endogenous source
  - Certain channels enabled cultural identification and a sense of familiarity
  - Mobile TV enabled new forms of social and cultural participation through mediated environments

# Usage pattern 1: Mobile TV as an intimate environment

## Mobile TV as a way to create periods of “progressive privatization”

- Situations of estrangement or reluctance evoked the demand for an intimate space. Certain channels offered identification, familiarity and stability.



- Mobile TV helped to establish an “inside space” as an shield against the “outside space”

>> **Progressive Privatisation: Increasing potential for immersing people in private as opposed to collective worlds**

# Usage pattern 1 – Getting out of here

## The mediated “inside space” as a shield against the “outside space”

**In the tram:** „These people in the tram were so annoying and disgusting. I didn't want to look at them. And then I always said to myself: Look at the mobile! (...) I just wanted to get out of there, and the mobile is appropriate to do this”  
(Student, 22).

**In the workspace:** „I wanted to get away from all these customers (...) Television brings you the whole world“  
(Employee, 33)

**At home** „I was so tired and I just wanted to be for myself and not with the others in the living room. So I stayed in bed and watched TV on the mobile“ (Student, 24)

**In the bus, back home from school :** „The boys are all nuts. In this situation, you just want to shut down. I mean, after six hours of school, you just want to be for yourself. And that's why I watched TV“ (Schoolgirl, 16)

# Usage pattern 2: Mobile TV as a public occasion

## Mobile TV as an object for communicative togetherness in peer groups

- During school breaks and travelling times, peer groups discussed what can be currently seen on Mobile TV. Discussions about current content created and intensified collective viewing habits.



- Mobile TV helped to establish an collective space and acts as means for the stabilization of group identities

>> Increasing potential for the creation and strengthening of collective practices



# Non-appropriation: Mobile TV as an information medium

## The usage of Mobile TV as means for the acquisition of actual information does not fit the users expectations

- Most participants expected watching news and current affair programmes on their mobile. Experiences show the lack of value for users: Up to now, news channels are not suitable for mobile use.



- News channels are mostly “live” TV-Services, i.e. pure broadcasts of existing channels via the operator’s UMTS network. This results in unreadable textual information (weather charts), non-optimized pictures and cuttings. User prefer short and timely news.

# Non appropriation: Mobile TV as an information medium

## Users prefer optimized and timely news

„Well, I've seen the weather channel too and it was very strange. You could not read the weather charts, I mean the different temperature readouts. You couldn't make anything out. That was not according to my expectations”  
(Employee, 30).

„I thought that they would bring something new. Instead, they showed me news that I already saw on my regular TV-Set this morning “ (Student, 24)

I wouldn't watch news or sports on that mobile. The screen is not big enough. Most of the time I just listened to what the newsman or the commentator said” (Student, 22)

# New Usage Patterns of Mobile TV

## Absent Presence through mobile TV consumption?

- Just as the mobile as an conversation medium extends the presence of the private social network, Mobile TV extends the presence of familiar environments and lifestyles.
- Among those who integrated Mobile TV in their everyday life, Mobile TV serves as an emotional reassurance of social and cultural contexts.

# Thank you for your attention!

**Project Team: Prof. Volker Wittke / Heidemarie Hanekop / Edvin Babic / Andree Schrader**

SOFI - Soziologisches Forschungsinstitut an der Georg-August-Universität Göttingen

Friedländer Weg 31

37083 Göttingen

Tel.: 0551 52205-38 / -47 / -50

Fax: 0551 52205-88

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