

User Research Mi FRIENDS Subproject Munich

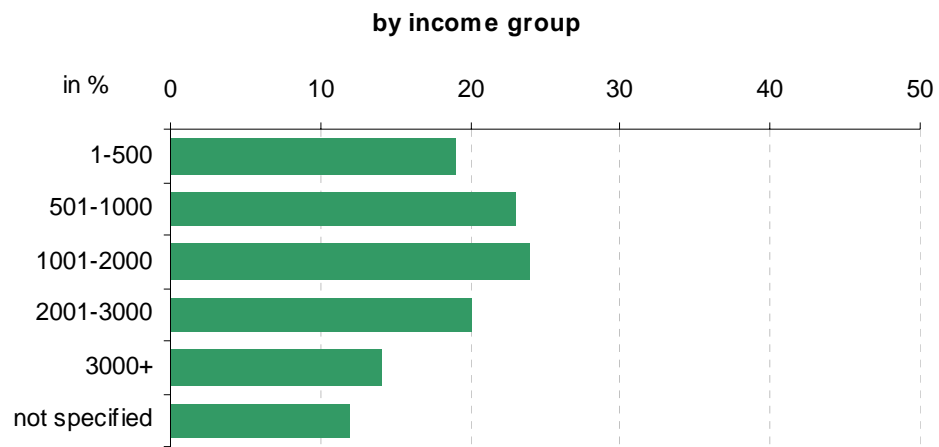
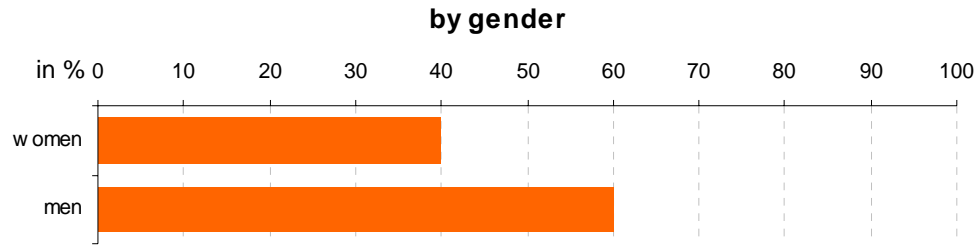
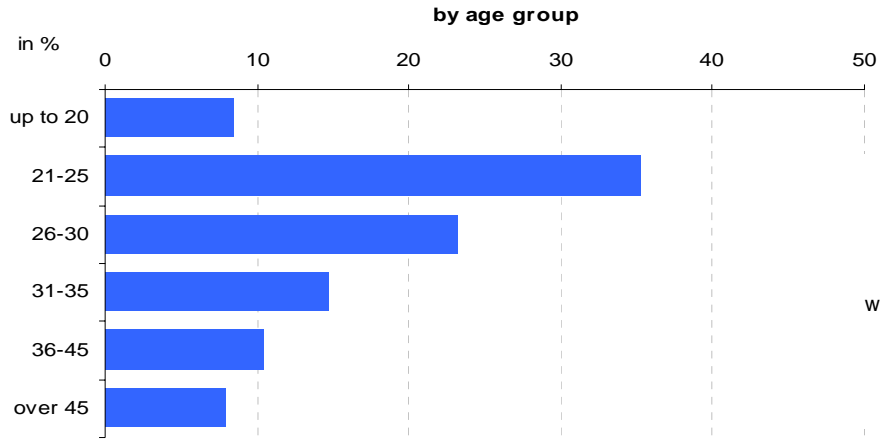
Heidemarie Hanekop,
Sociological Research Institute at the University of Göttingen (**SOFI**)

User Research Subproject Munich

- User test from June 8th to August 3rd, 190 participants
- Distribution of mobile phones on June 8th/9th
- Kickoff-interviews (written)
individual-related information, media use, expectations towards Mobile TV, N=190
- Online interview during FIFA World Cup (June 29th)
use of DMB TV, assessment, usability, N=175
- Online interview directly after FIFA World Cup (July 12th)
use of DMB radio and TV services, World Cup effect, N=171
- Final online interview (July 26th)
use of DMB TV after World Cup, channels/content, pre-conditions for intent to use, N=179)
- Focus group discussions
(9 groups with a total of 65 participants, July 19th/20th, July 26th, August 2nd)
- Telephone hotline
- Online forum for all participants
- Return of mobile phones (July 26th and August 1st/2nd)

Participants

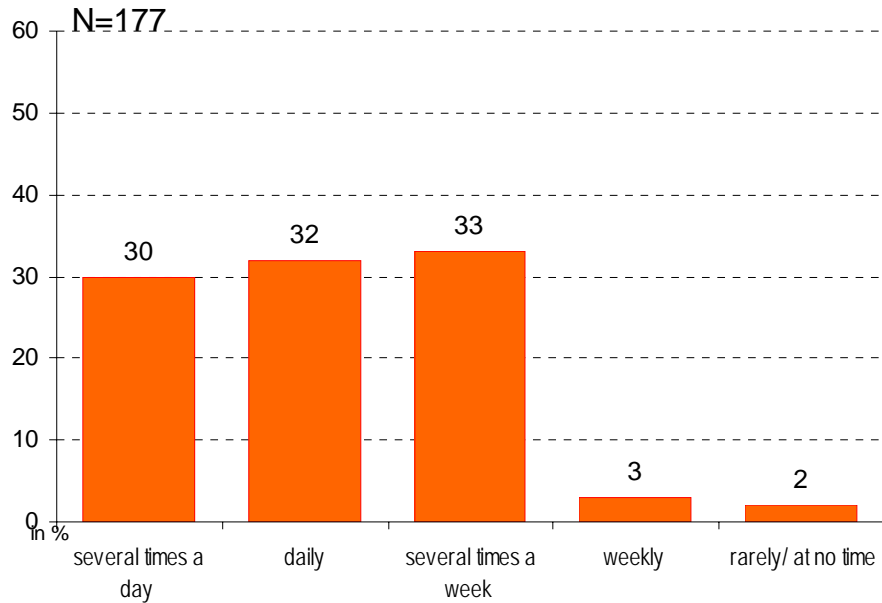
Early adopters, football fans, n=190)



Source: SOFI 08/06, MIFRIENDS User Research Munich

Use over the course of the test

During the World Cup (media event)

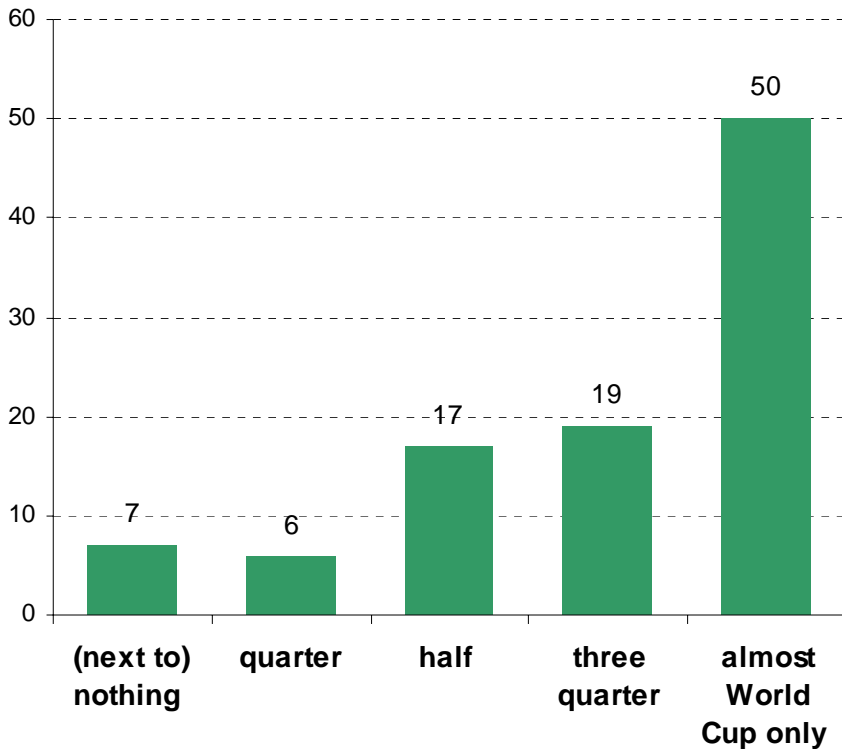


- Mobile TV is used intensively
- Everywhere and everytime information meet the needs of users
- High rate of acceptance

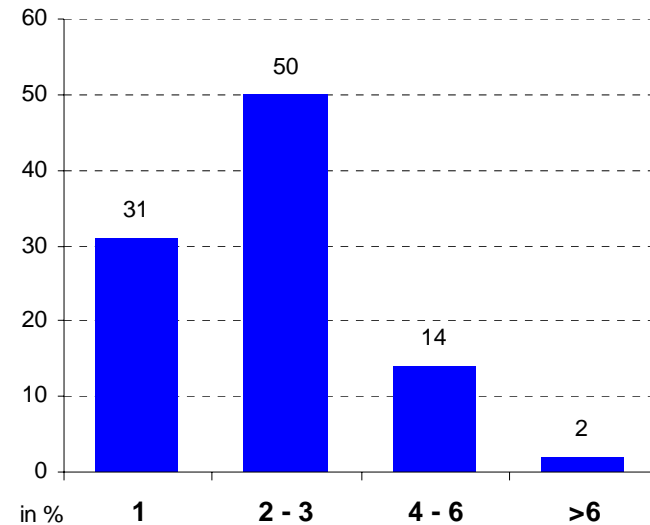
source: SOFI 08/06, MIFRIENDS User Research Munich

Impact of the World Cup event on the use of Mobile TV

„Which share of the use of Mobile TV is accounting for matches resp. reports in the last week of World Cup?“



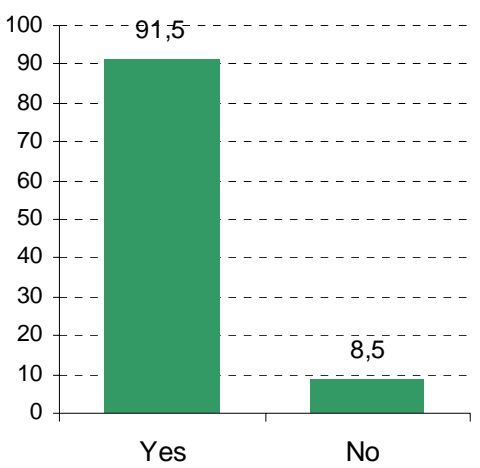
Frequency of use of Mobile TV during the World Cup per diem



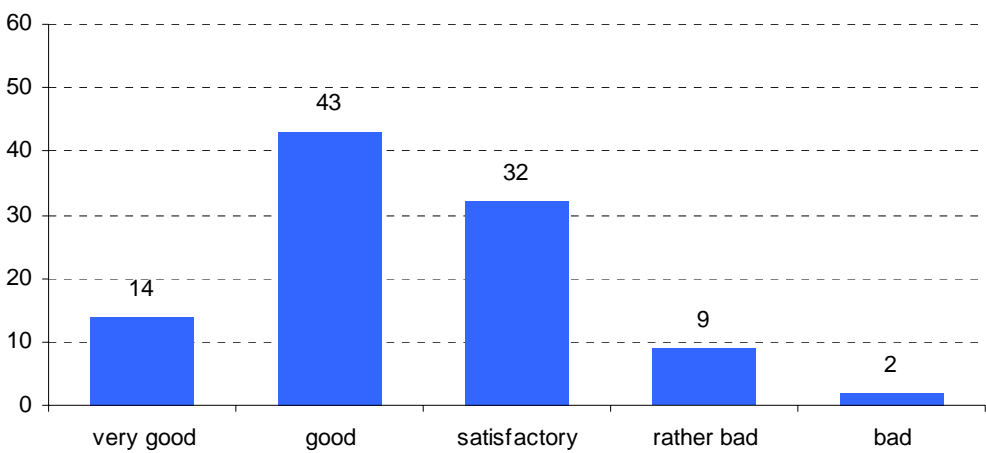
Source: SOFI 08/06, MIFRIENDS User Research Munich

Impact of the World Cup event on the use of Mobile TV

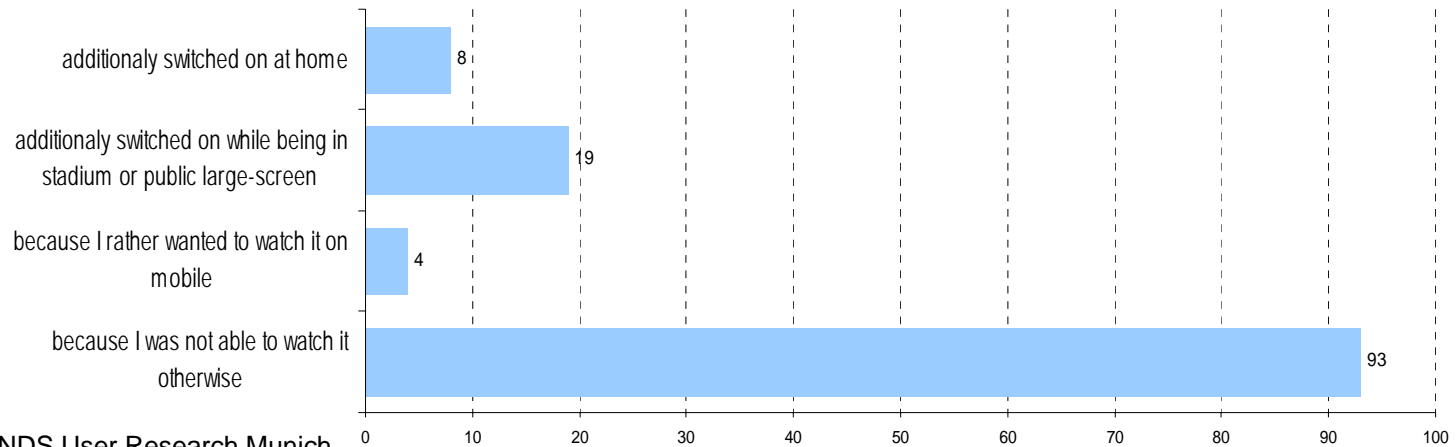
Watched soccer matches on mobile?



How did you like the soccer matches on mobile phone?



Why did you watch matches on mobile phone?

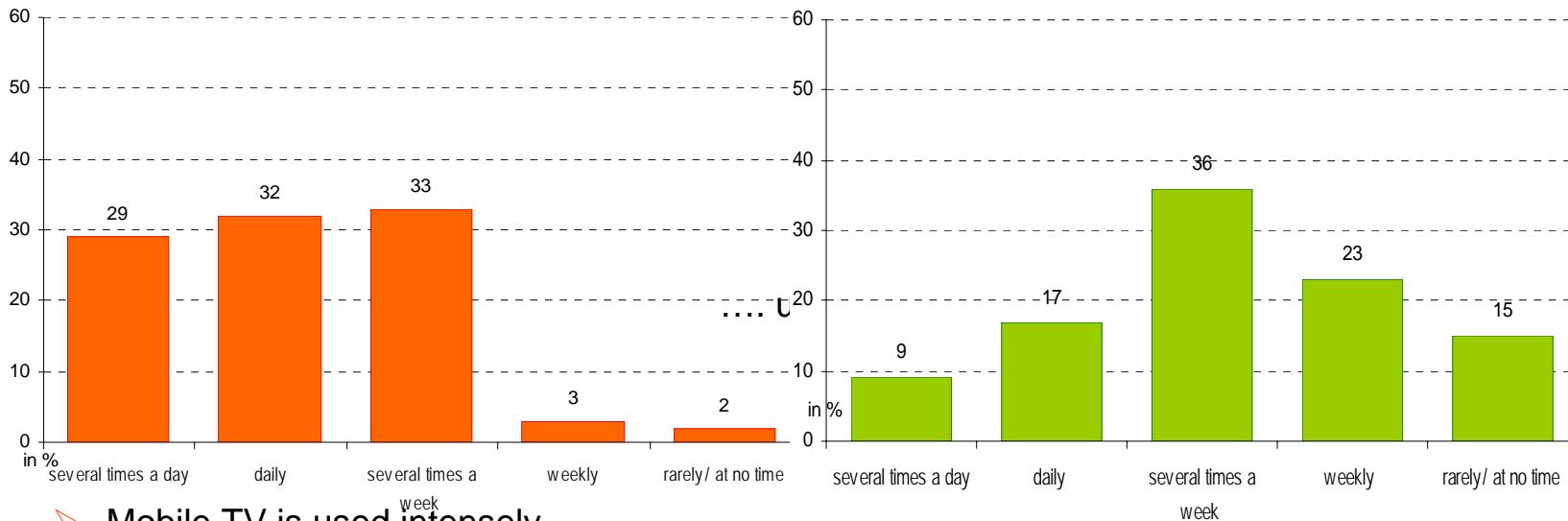


Source: SOFI 08/06, MIFRIENDS User Research Munich

Mobile TV use over the course of the test

During the World Cup
N=177

Immediately after the end of World Cup
N=182



- Mobile TV is used intensely
- Everywhere and everytime information meet the needs
- High rate of acceptance

- Use is going back to normal distribution
- One third daily, daily routines
- One third several times a week, occasionally, but not routine

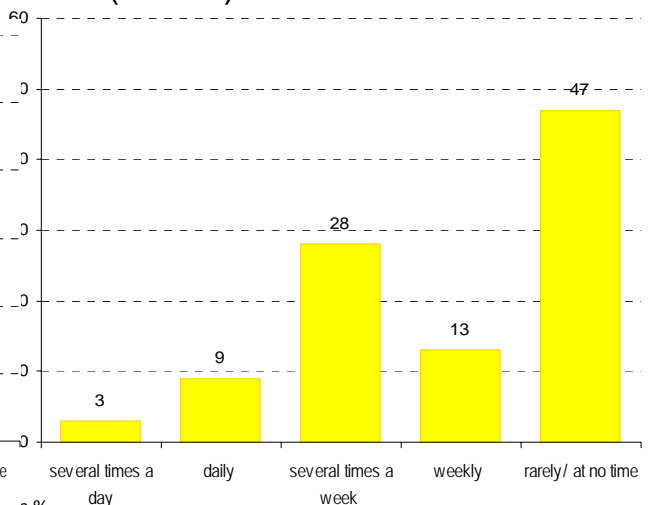
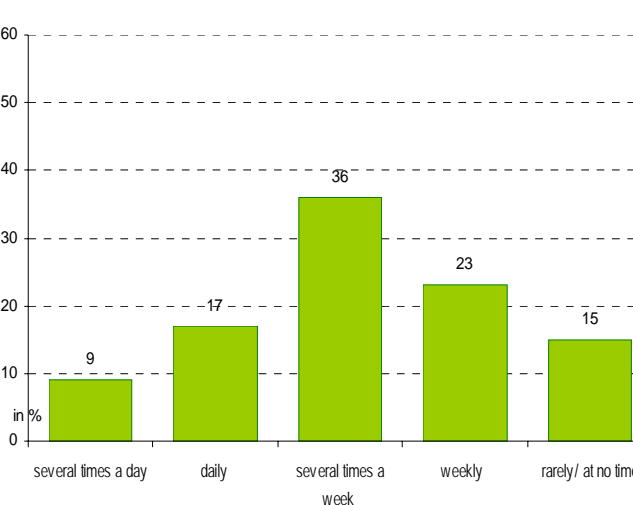
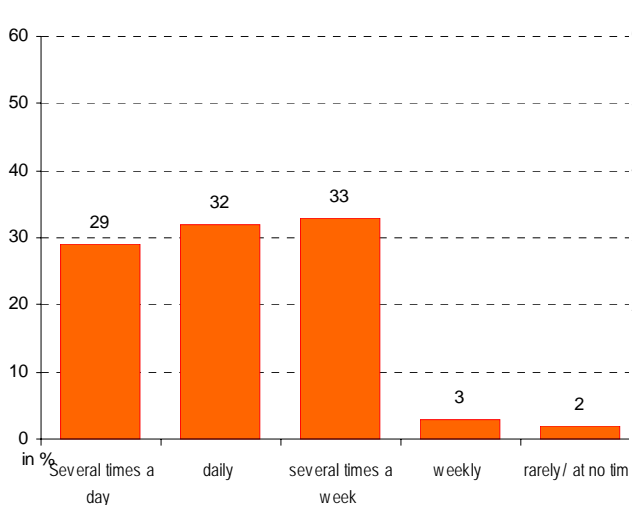
Source: SOFI 08/06, MIFRIENDS User Research Munich

Mobile TV use over the course of the test

During the World Cup,
N=177

Immediately after the end of
World Cup (N=182)

After 7 weeks
without outside appeal
(n=179)



- Mobile TV is used intensely
- Everywhere and everytime information meet the needs
- High rate of acceptance

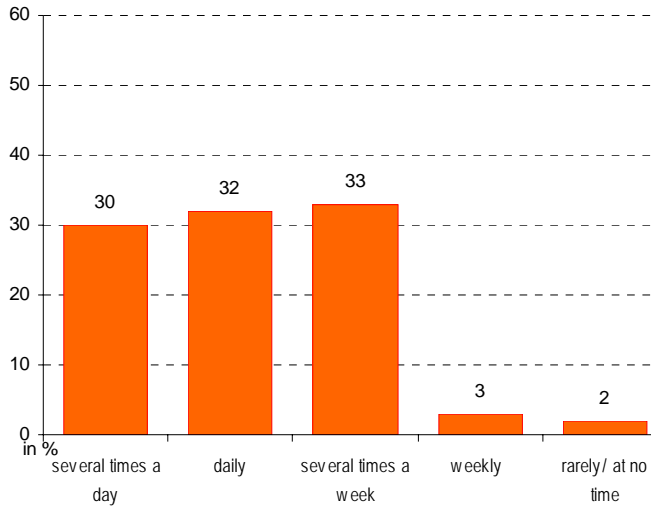
- Use is going back to normal distribution
- One third daily, daily routines
- One third several times a week, occasionally, but not routine

- Interest of some participants is weakened (disuse)
- Stabilisation on low level

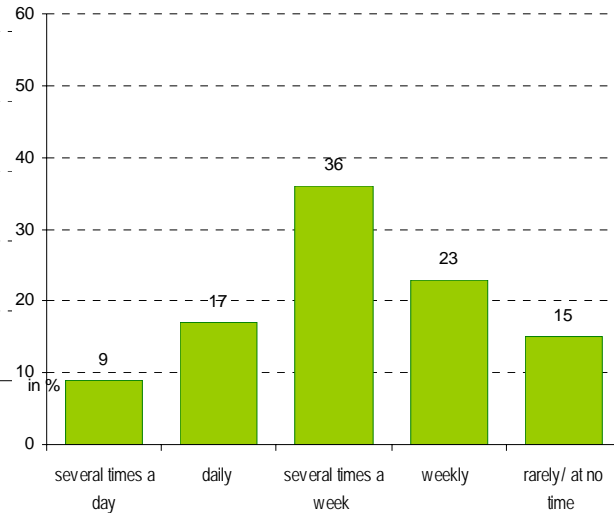
Source: SOFI 08/06, MIFRIENDS User Research Munich

Mobile TV use over the course of the test

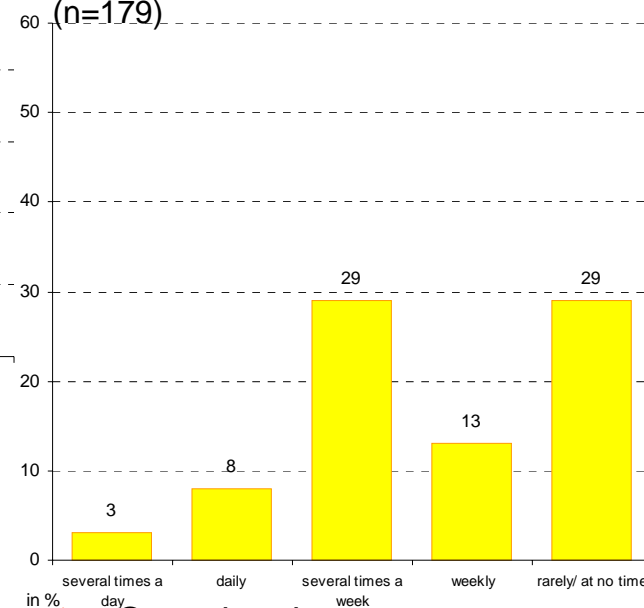
During the World Cup, N=177



Immediately after the end of World Cup, N=182



After seven weeks of testing, only users with no other handy in use (TV-Mobile as primary device) (n=179)



- Mobile TV is used intensely
- Everywhere and everytime information meet the needs
- High rate of acceptance

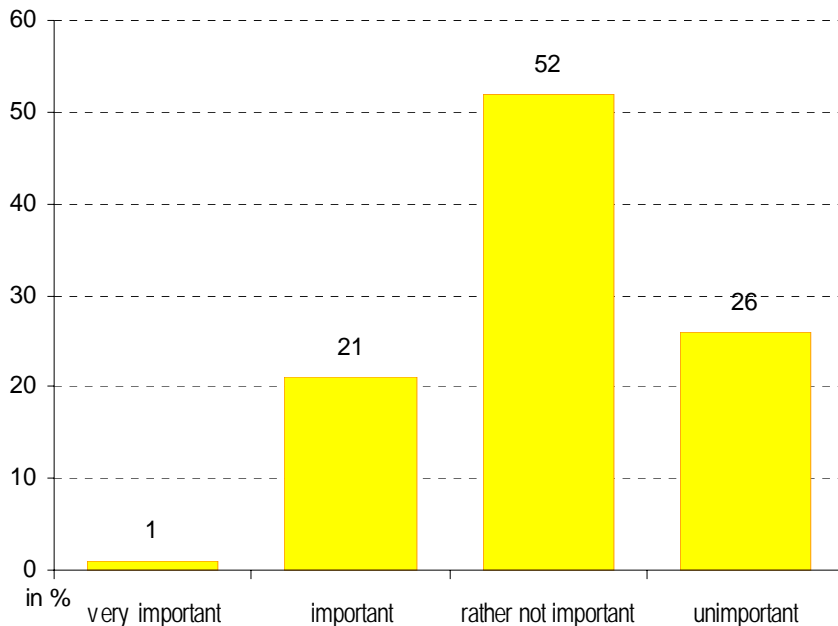
- Use is going back to normal distribution
- One third daily, daily routines
- One third several times a week, occasionally, but not routine

- Occasional use
- Stabilisation on low level
- Relevance of mobile phone as universal equipment

Source: SOFI 08/06, MIFRIENDS User Research Munich

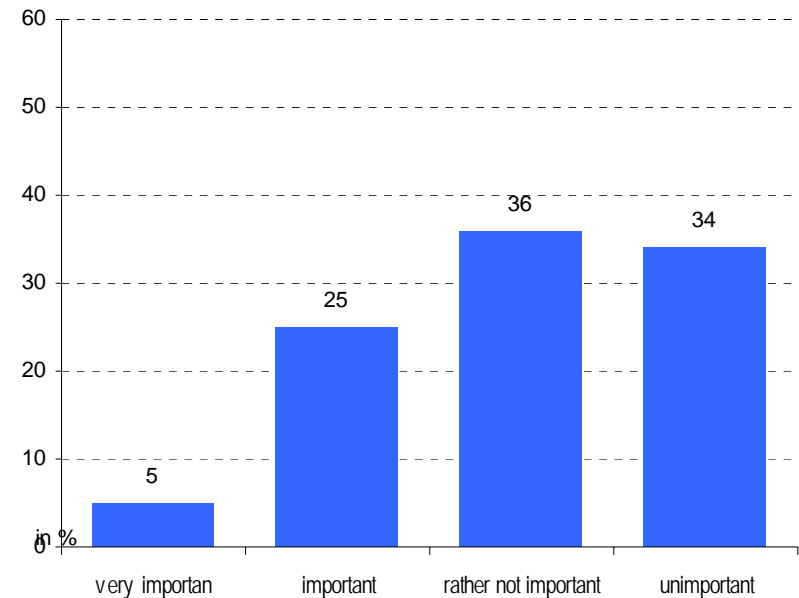
Relevance of TV and radio services on mobile phone after 7 weeks

After some weeks of testing, how important is the possibility to watch TV on a mobile phone?
(n=179)



➤ Mobile TV as an add-on service

After some weeks of testing, how important is the possibility to listen to radio programs on a mobile phone? (n=179)



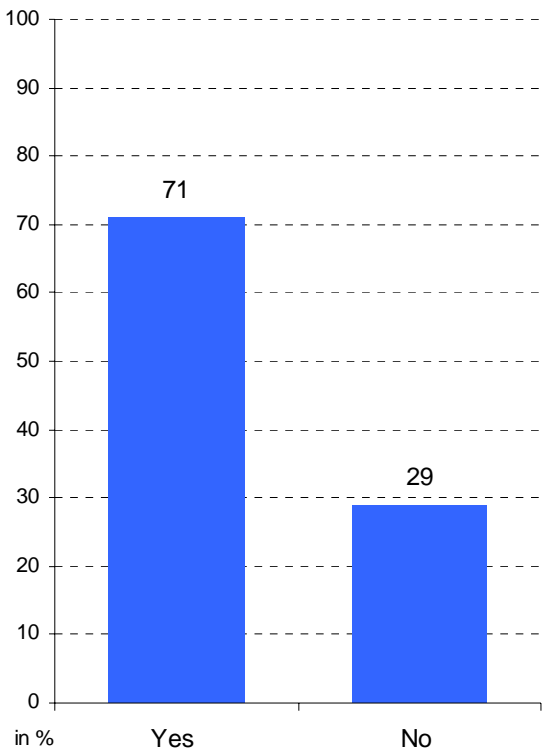
- Growing relevance of radio services over course of test
- Convenient „on the side“-medium
- Requests at mobile phones

Source: SOFI 08/06, MIFRIENDS User Research Munich

Frequency of radio use on Mobile TV

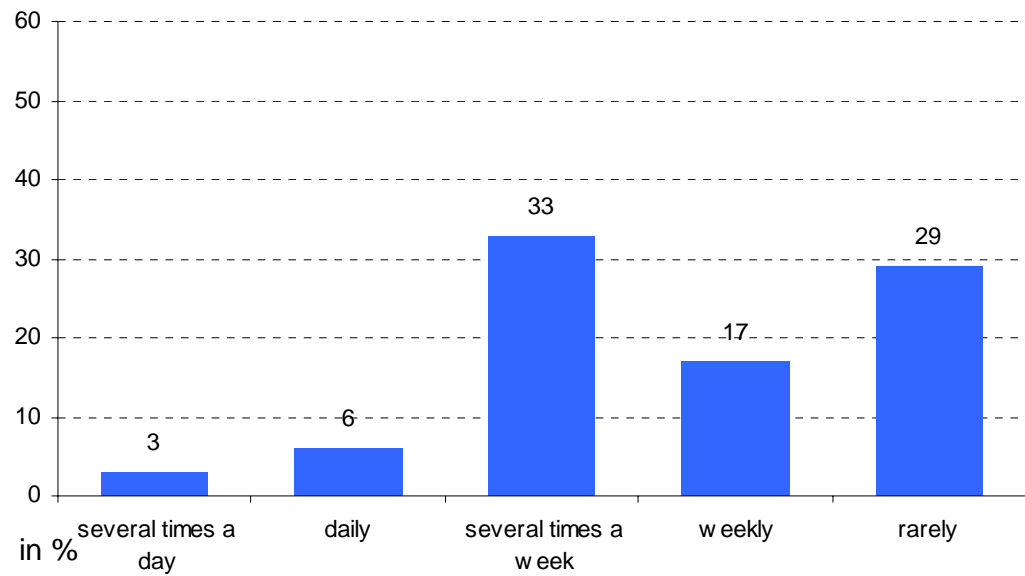
Radio-use on Mobile TV

(N=182)



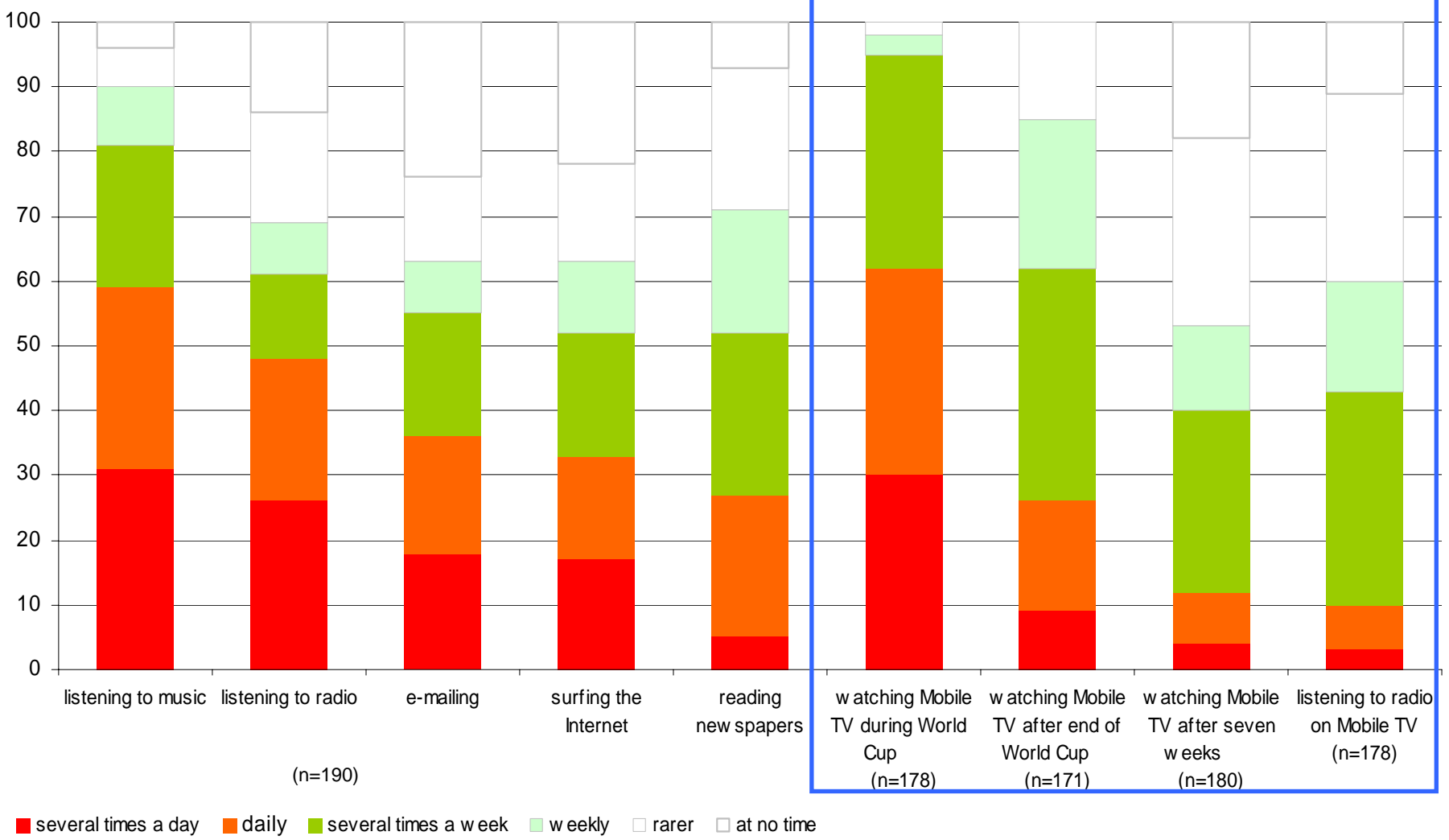
Frequency of radio-use on Mobile TV

(N=171)



Source: SOFI 08/06, MIFRIENDS User Research Munich

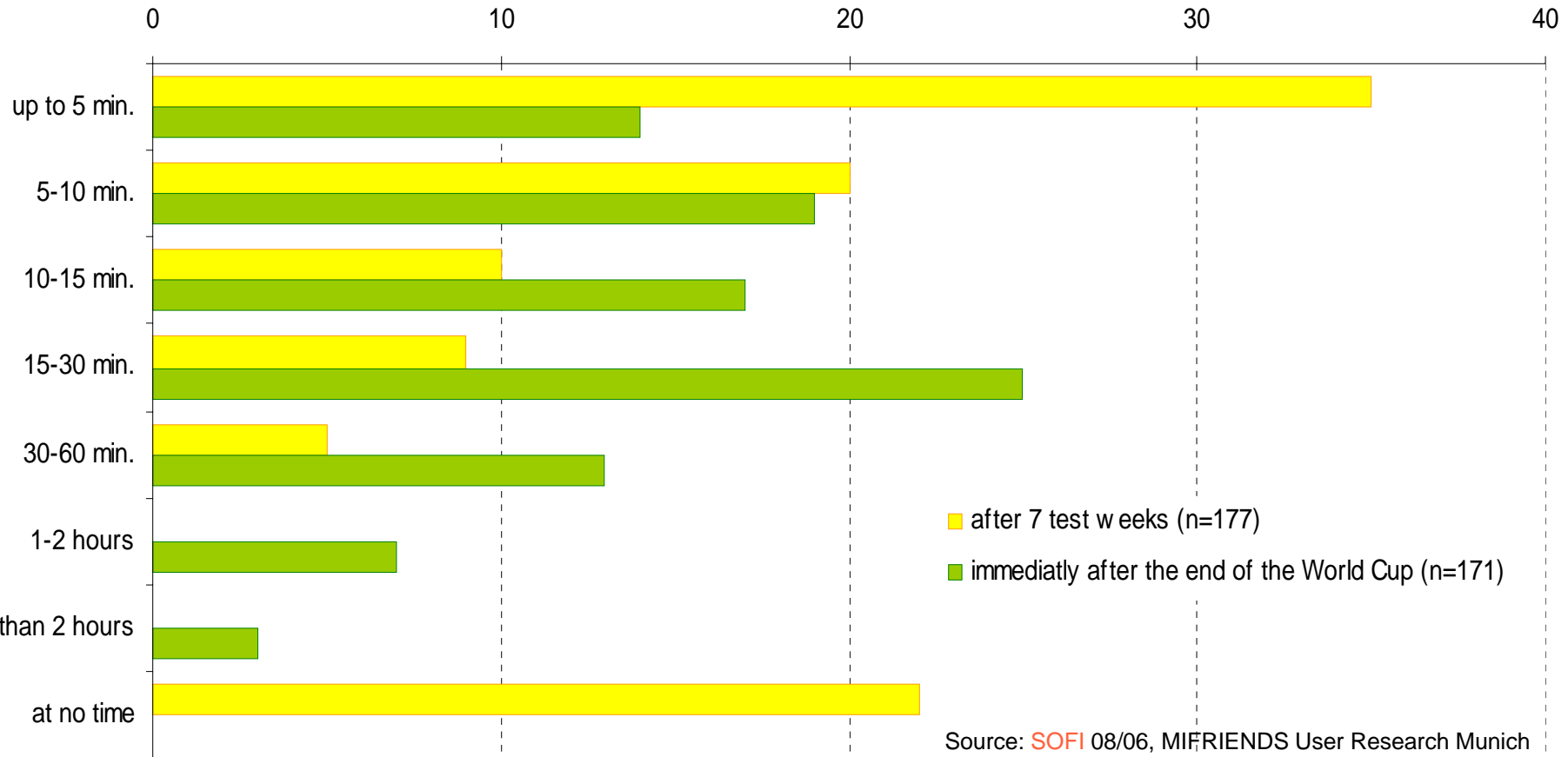
Mobile use of media



Source: SOFI 08/06, MIFRIENDS User Research Munich

Time-patterns of mobile TV-use after 7 test weeks

per day of use

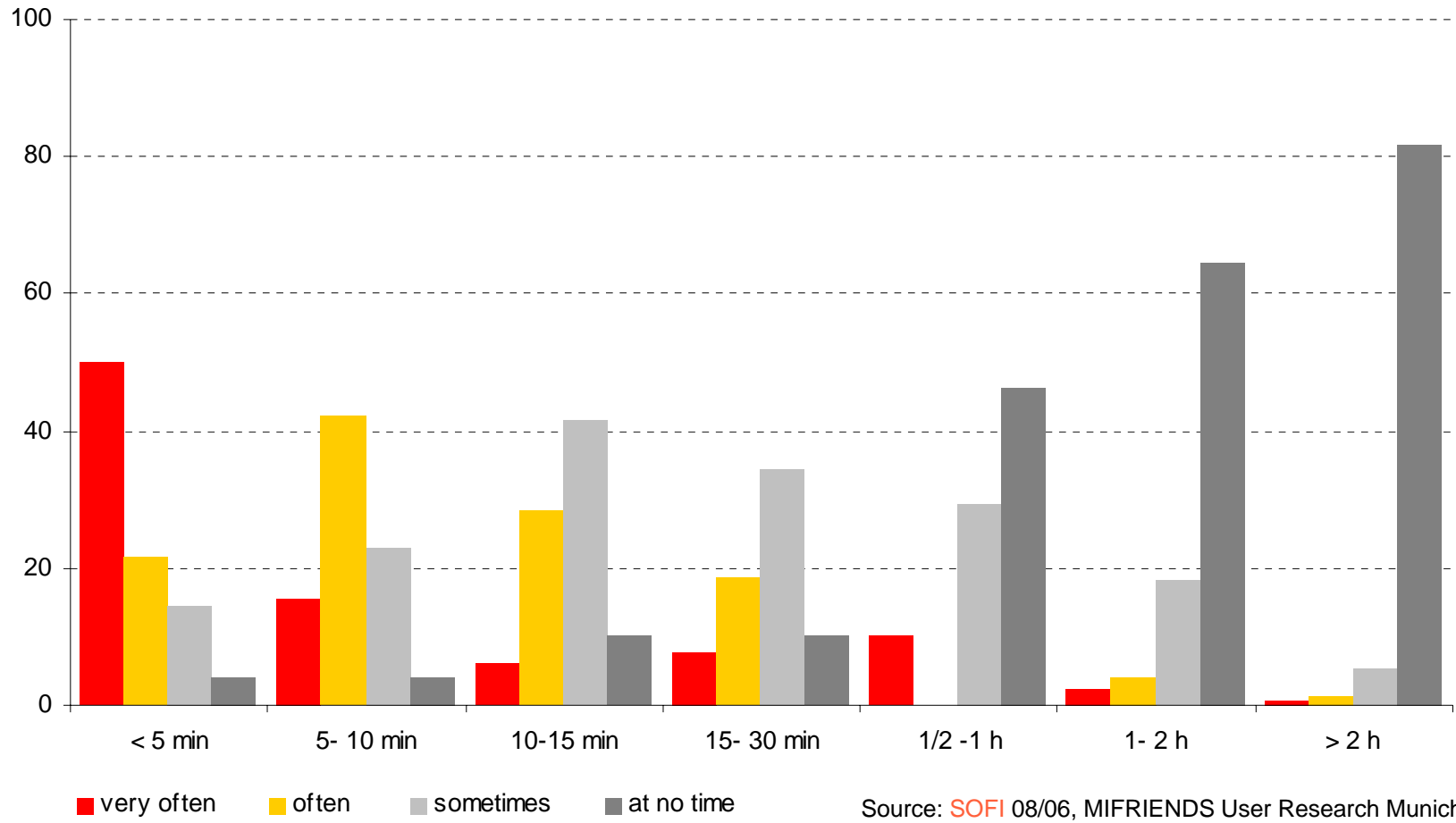


Source: SOFI 08/06, MIFRIENDS User Research Munich

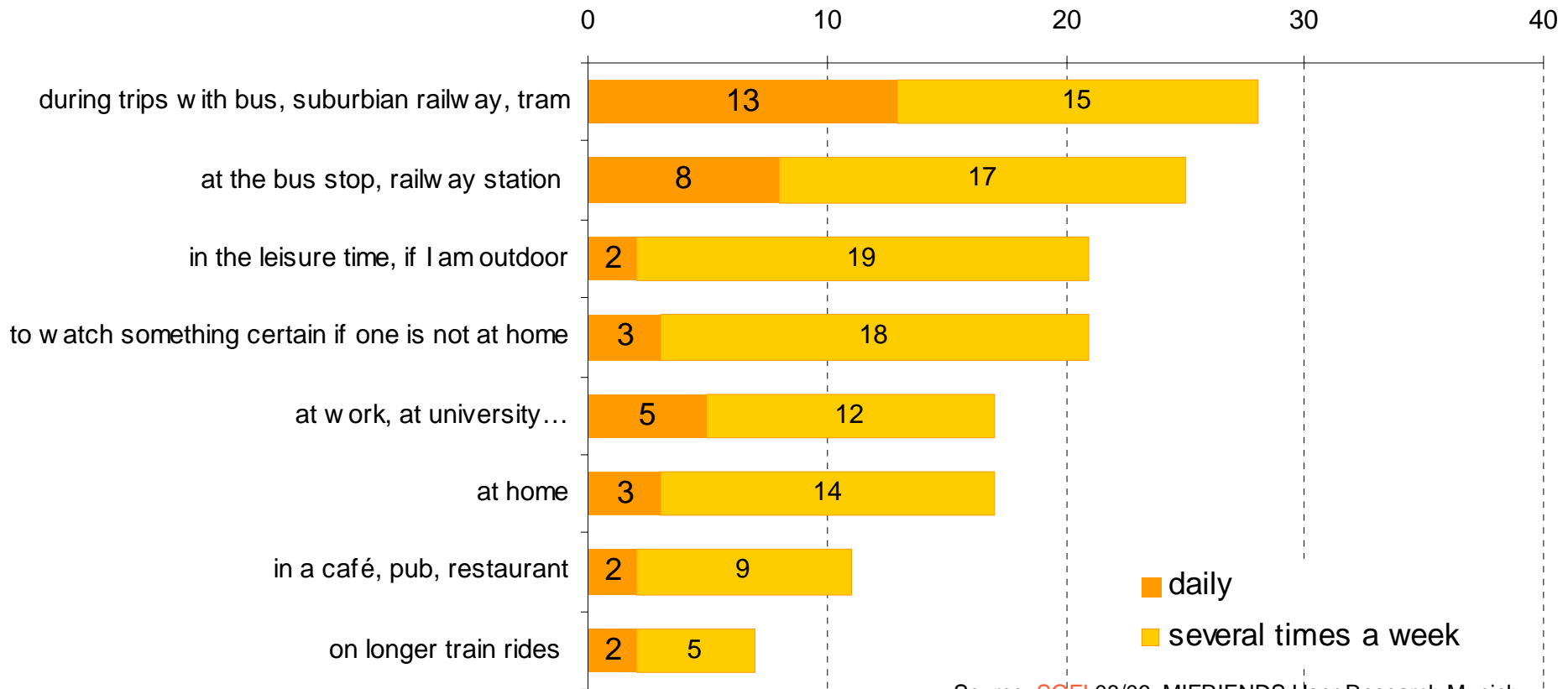
- Without event: short time of use
- With event: up to 30-45 min., on the side-watching, „to keep yourself up-to-date“

Time-patterns of mobile TV usage - Short time-sequences

(World Cup, N=175)



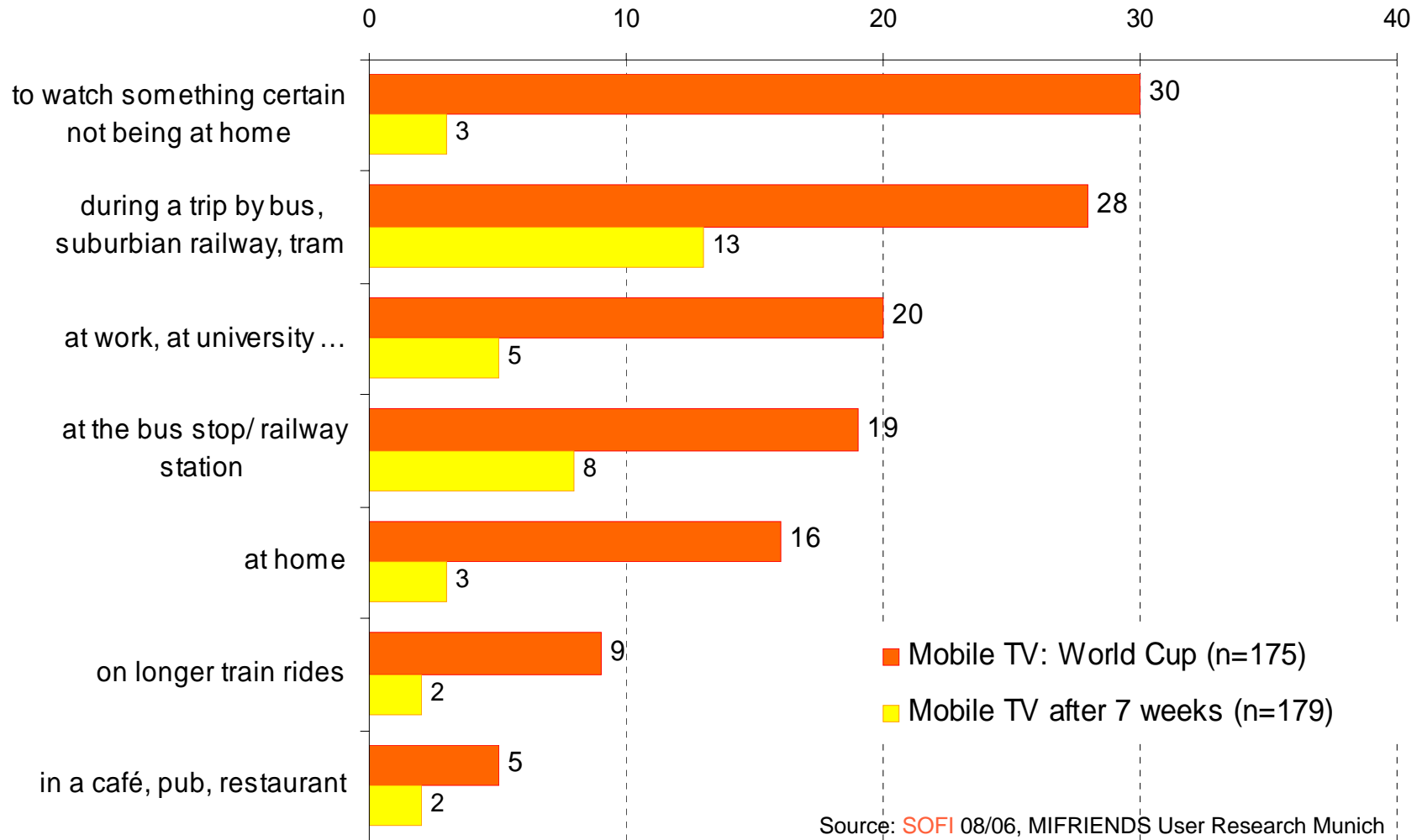
Places of Mobile TV use after 7 test weeks (N=179)



Source: SOFI 08/06, MIFRIENDS User Research Munich

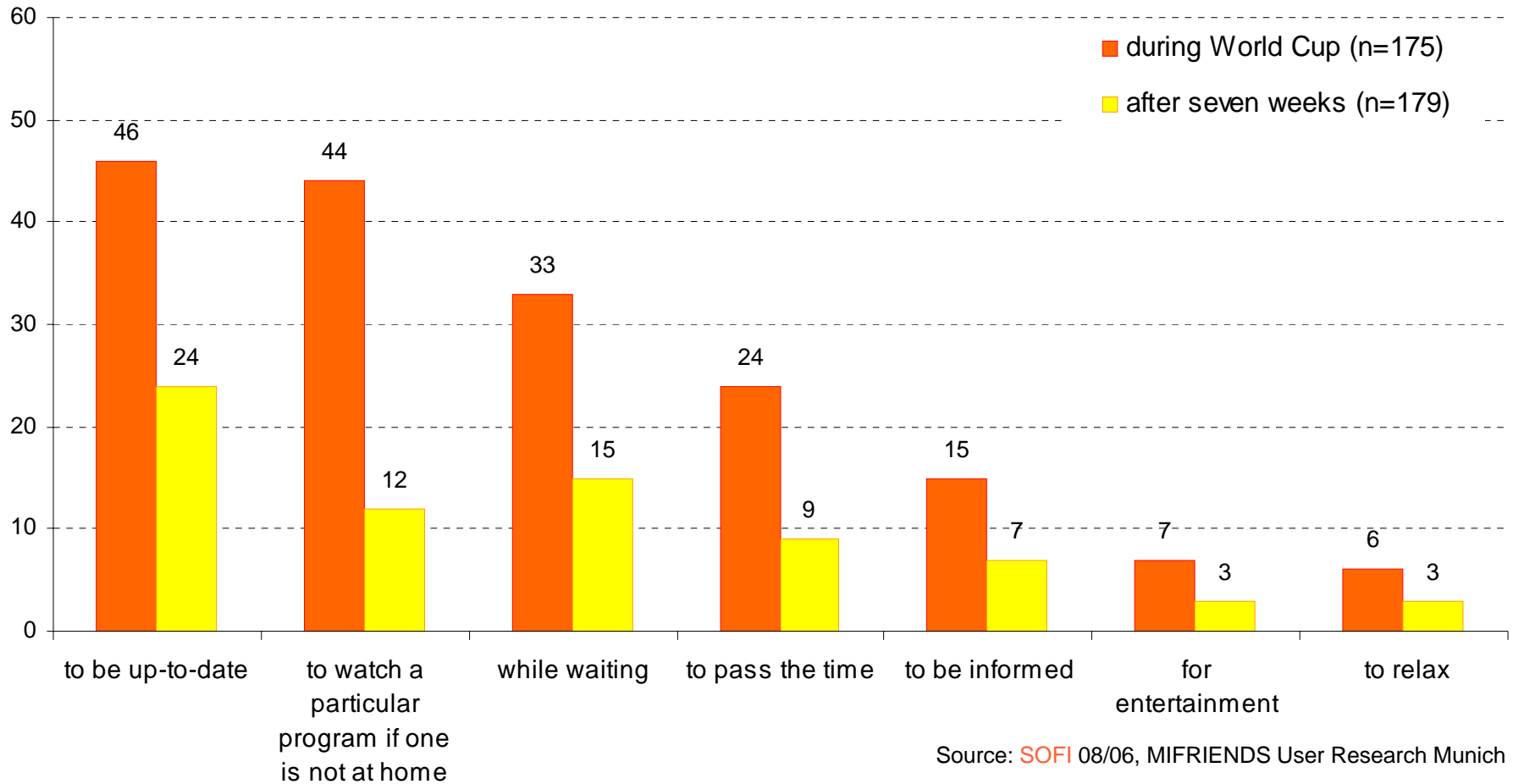
- Mobile TV is predominantly used on the way, i.e. in or in the context of means of transportation
- In leisure time outdoors, i.e. TV in the park, at the lake, in the open air bath
- No matter where one is, in order to watch something certain (see below)
- Use at home is subordinate (except one does not have own TV)
- complaints: no reception in subway and train

Places of Mobile TV use: during the World Cup vs. after 7 weeks



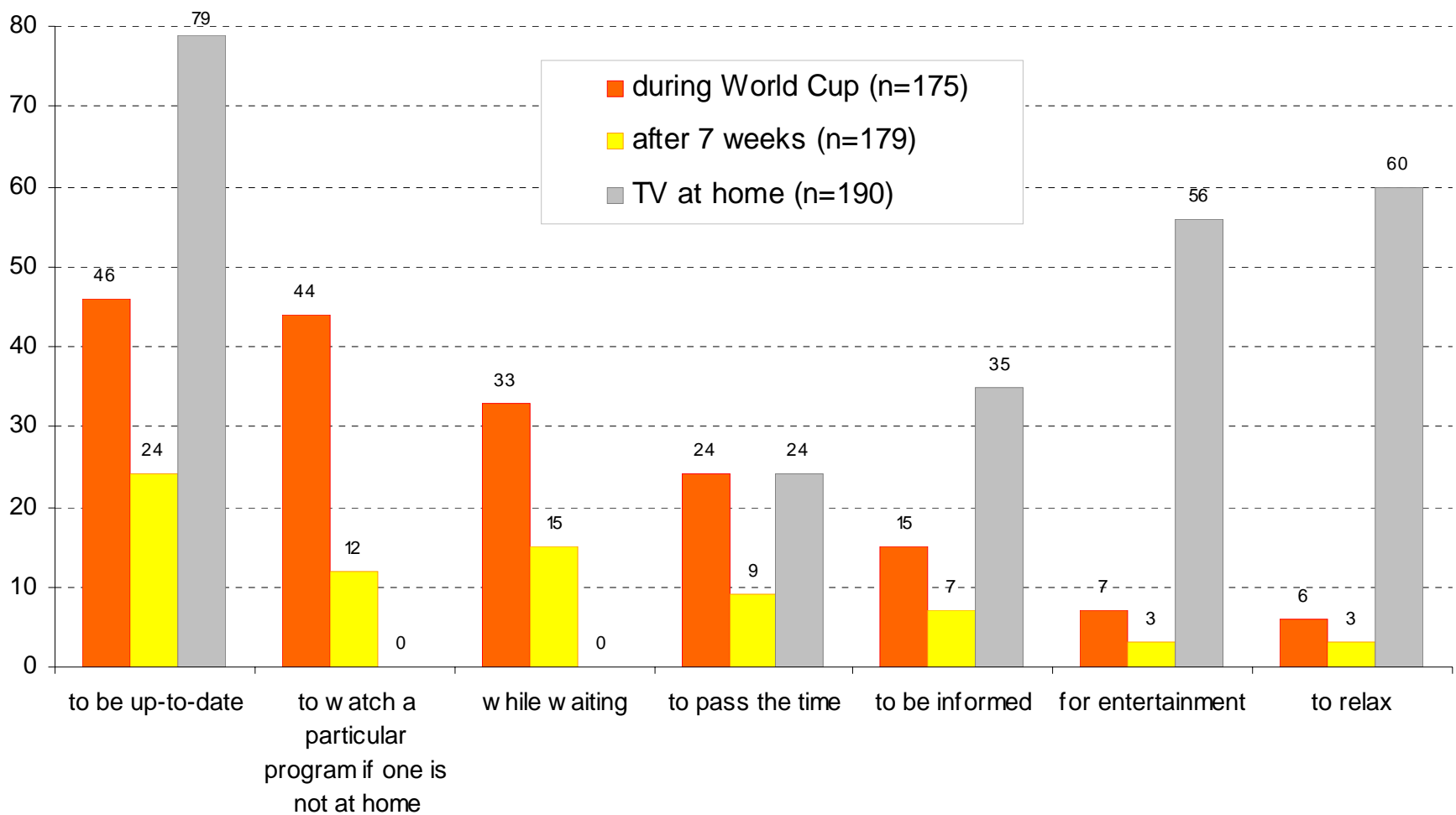
➤ During big event: everywhere and anytime TV-watching (in "normal" times not so important)

Motives for the use Mobile TV – during the World Cup and after 7 weeks



- During World Cup: to be up-to-date, be informed
- usually: to pass the time, while waiting

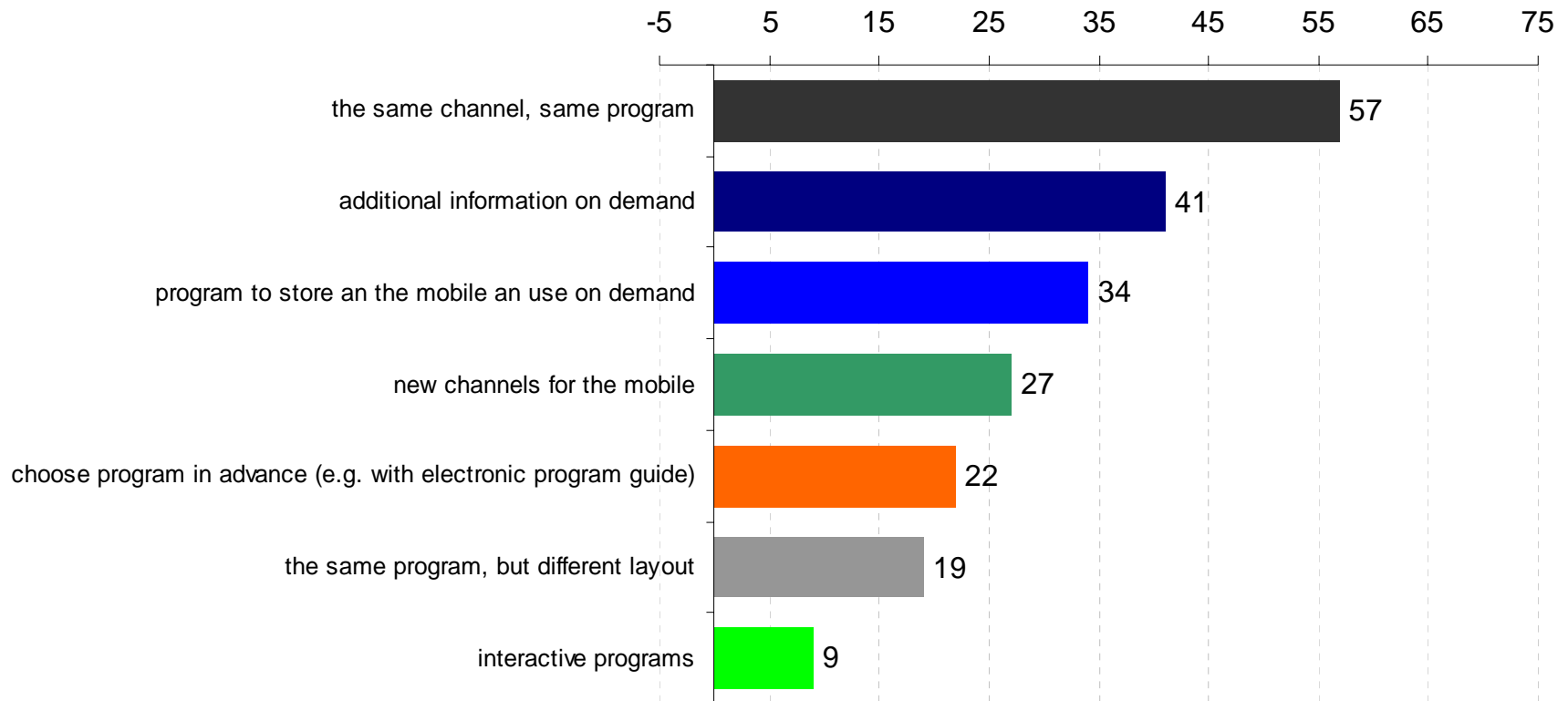
Motives for the use Mobile TV: during the World Cup / after 7 weeks / at home



Source: SOFI 08/06, MIFRIENDS User Research Munich

What kind of program?

After 7 weeks: What kind of program do you want?

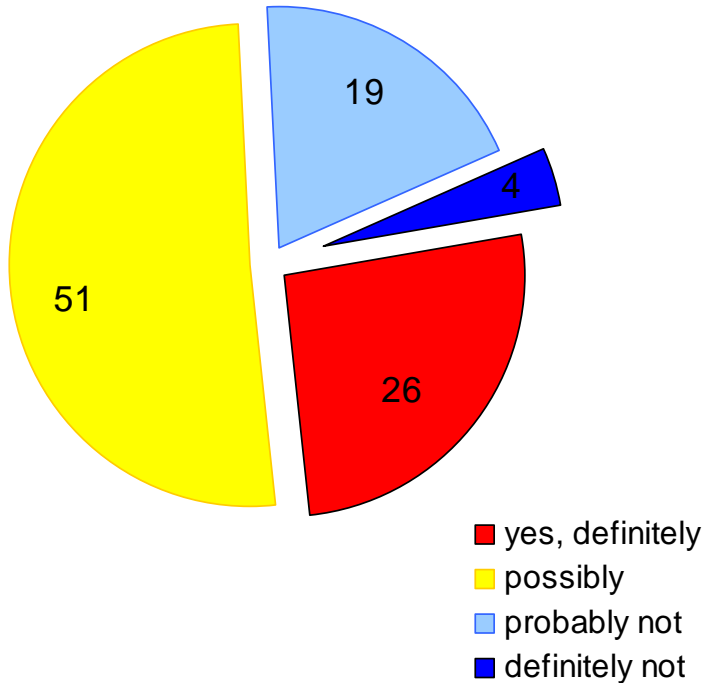


- Expectation: conventional TV-Programs
- Add on: Information on demand, storage capacity, mobile video recorder

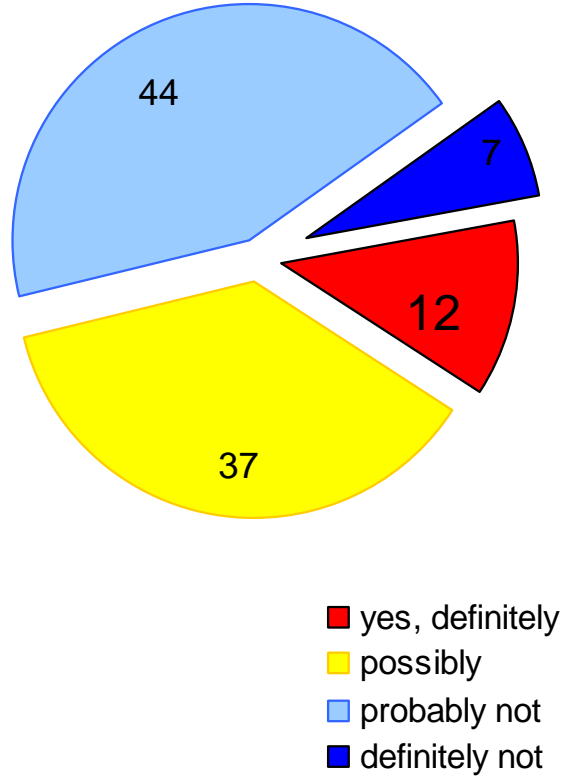
Source: SOFI 08/06, MIFRIENDS User Research Munich

Intention for future use of a commercial Mobile TV service

During the World Cup
N=175, in %



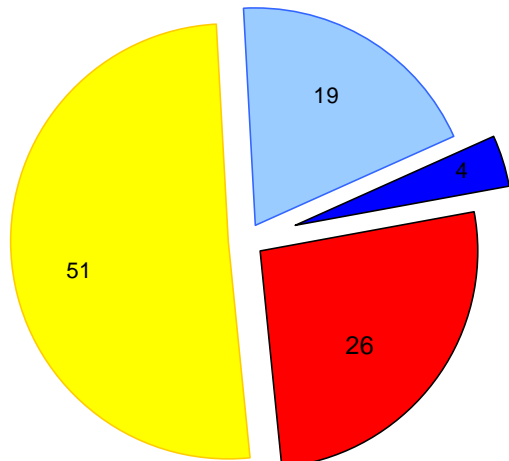
After 7 weeks,
N=179, in %



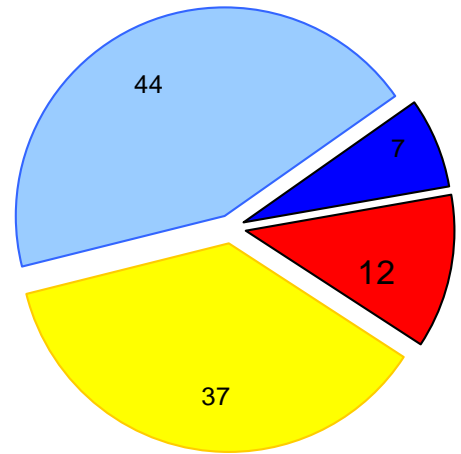
Source: SOFI 08/06, MIFRIENDS User Research Munich

Intention for future use of a commercial Mobile TV service

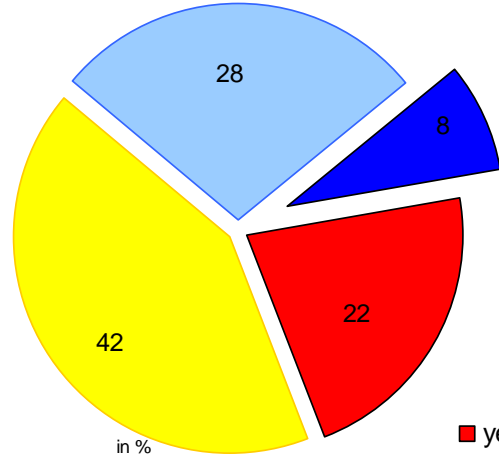
During the World Cup
N=175, in %



After 7 weeks,
N=179, in %



Radio use on mobile phone,
N=171, in %



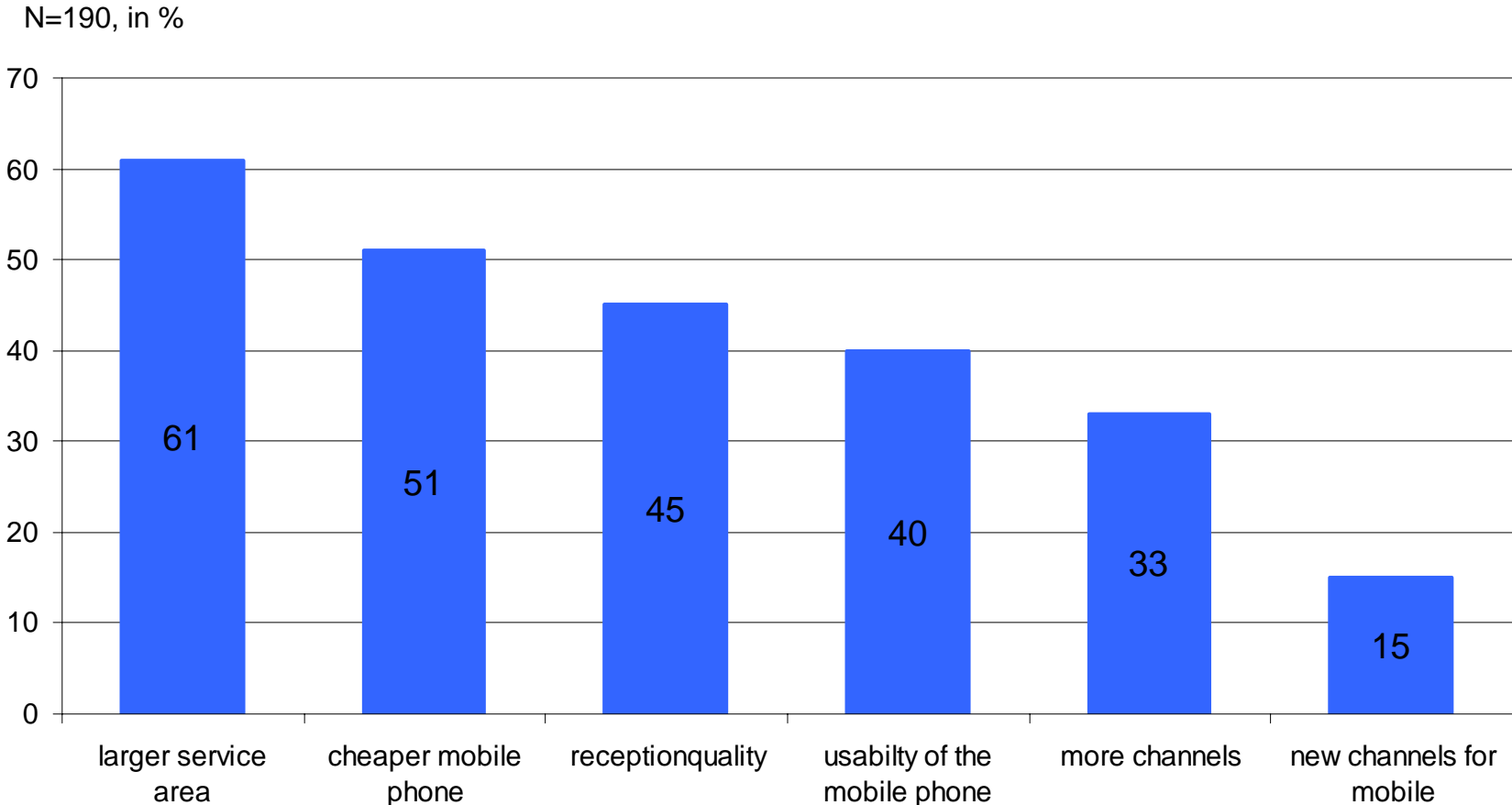
- yes, definitely
- possibly
- probably not
- definitely not

- yes, definitely
- possibly
- probably not
- definitely not

- yes, definitely
- possibly
- probably not
- definitely not

Source: SOFI 08/06, MIFRIENDS User Research Munich

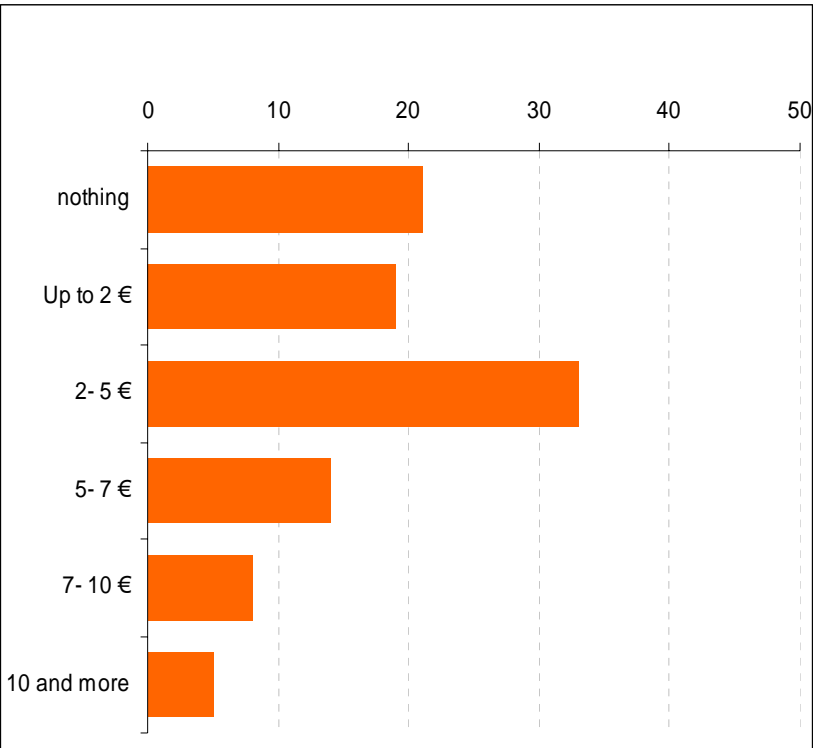
Intention for future use of a commercial Mobile TV service after 7 weeks: pre-conditions to stimulate usage



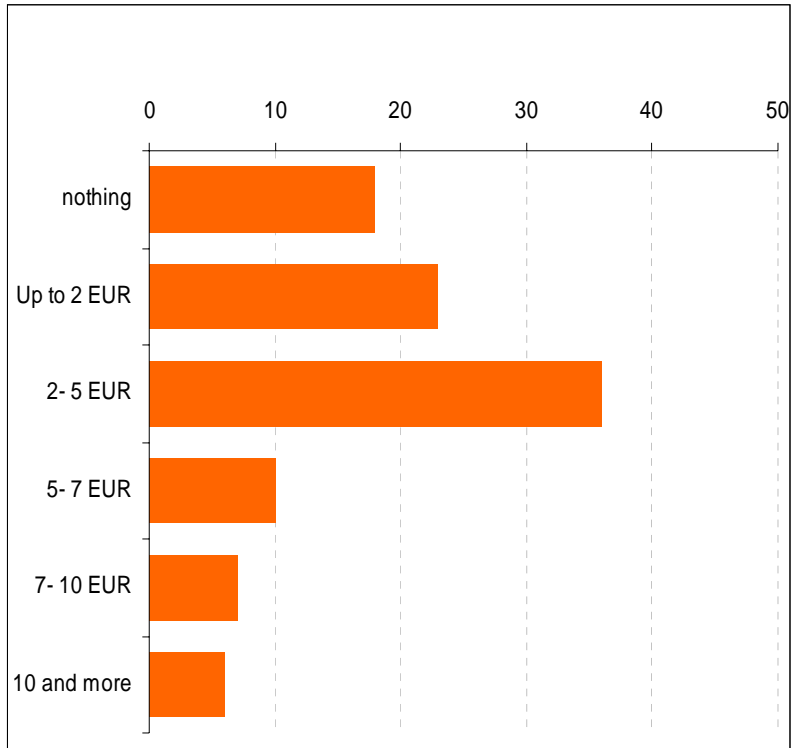
Source: SOFI 08/06, MIFRIENDS User Research Munich

How much would you pay for Mobile TV service?

During Word Cup



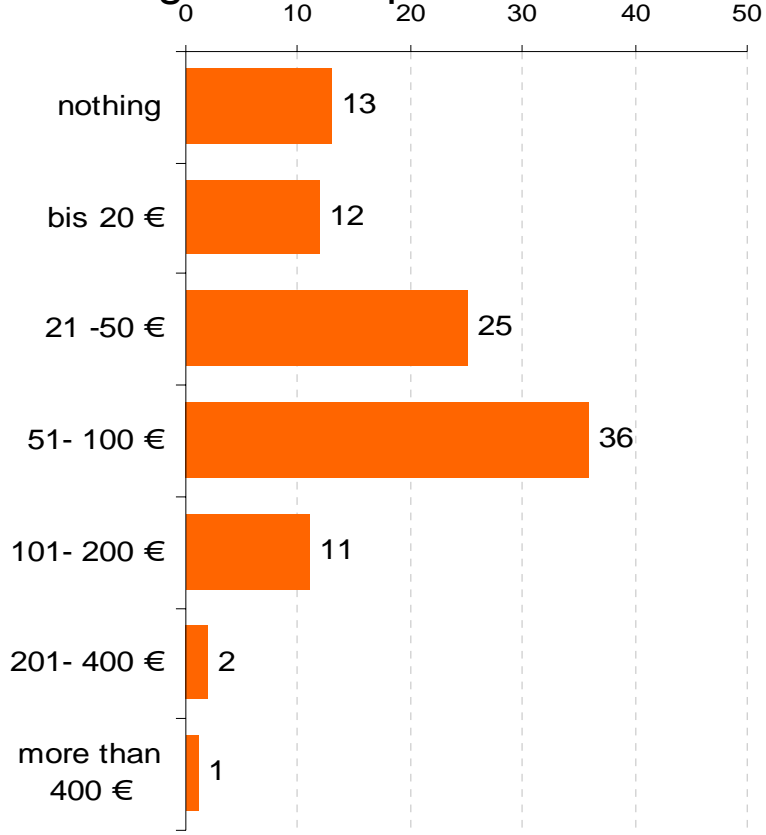
After 7 weeks



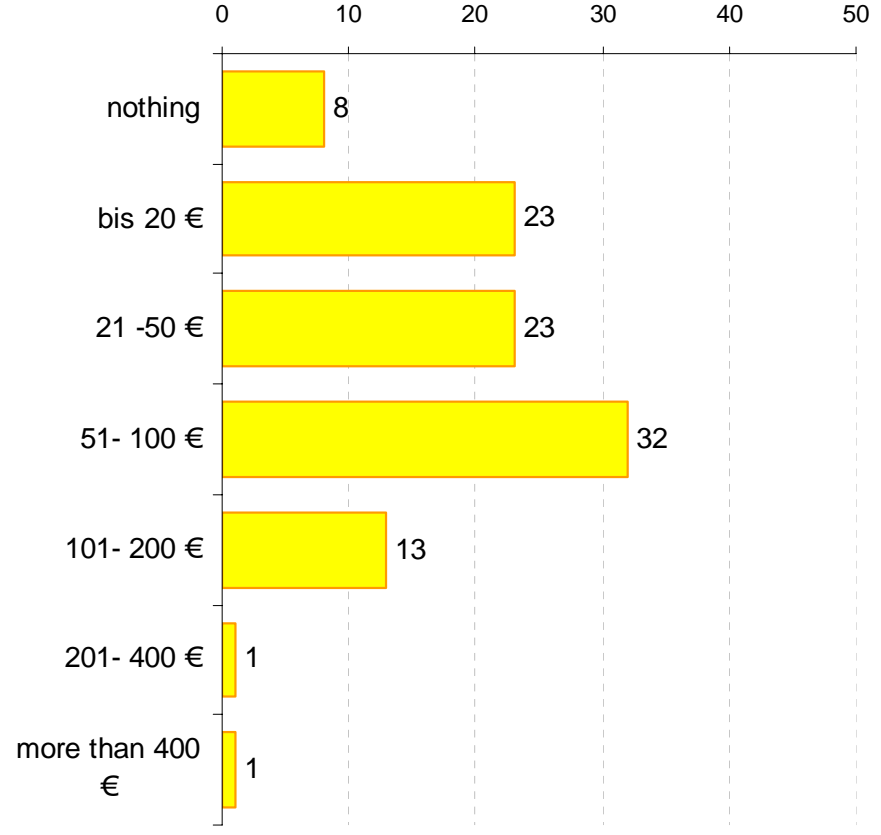
Source: SOFI 08/06, MIFRIENDS User Research Munich

How much would you pay for Mobile TV phone?

During Word Cup



After 7 weeks



Source: SOFI 08/06, MIFRIENDS User Research Munich

Many thanks for your attention!