

Viewers migrate away from TV set, but turned on by advertiser funded content

Branded content specialist, contentworx has commissioned a wide ranging survey to gain an insight into the area of 'ad-avoidance' and 'on-demand' services, viewer migration away from the traditional TV set and attitudes towards content funded by advertisers.

There has been an increasing debate over the effect that PVRs will have on viewer behaviour and how that will impact on traditional forms of advertising.

Also, there is an acceptance that we are moving towards more of an 'on-demand' future, so how should brands react to take advantage of these new services?

Our study looks at the delivery of TV programmes and shows the fundamental changes that have taken place in where TV programmes are increasingly being viewed and how long is spent consuming them on a daily basis.

We also wanted to establish whether the consumer would be willing to pay to avoid advertising in the future and if so, how much they would be prepared to pay for the privilege.

The telephone survey of 1,000 adults demographically weighted to represent the GB population was conducted by ICM Direct, one of the leading specialists in the field of market research.

The key points:

- ✗ Around 2.0 million people watch TV via broadband as their main source of broadcast
- ✗ Skipping through the "ad-break" at "30 times normal speed" was deemed to be the best feature of PVR, such as Sky+
- ✗ Almost one-third of viewing TV programmes takes place away from the TV set, amongst certain age groups
- ✗ Majority of those who watched TV via broadband, spent "over 30 minutes" per day
- ✗ Of those viewing via a mobile phone, most spent "up to 10 mins" per day
- ✗ Amongst younger groups, over half are willing to watch content funded by advertisers
- ✗ Almost a quarter are prepared to pay to avoid watching 'ads' in the future

The results give a fascinating insight into how viewers are adapting to a world of 'mobile entertainment' and how the traditional delivery of TV programmes is fundamentally changing. It shows that consumers are willing to accept advertising in a different format, i.e. branded content as long as it is entertaining and relevant to them.

When asked, "Do you watch TV programmes on other devices apart from your TV set?", overall, 10% of respondents said they watched TV programmes via their PC, 4% via mobile phone and 2% via a handheld device (overall 16%). This increased dramatically for the 25-34 age group, resulting in 18% via PC, 7% mobile and 4% handheld device (overall 29%).

Of those that watched TV via a PC, over half of them (52%) spent "More than 30 minutes" per day performing this activity; compared with 16% "up to 10 mins", 7% "10-20 mins" and 19% "20-30 mins".

Interestingly, this was in contrast to the time spent viewing programmes via a mobile phone, with 22% spending "up to 10 minutes", rising to 31% for 18-24 year olds.

With regards to 'video-on-demand' (VOD) services, we asked "If you could watch the latest programming when you wanted to, how much would you be prepared to pay per month for this facility?"

It was encouraging to see that 43% of respondents said that they would be willing to pay for this type of service. However, this rose dramatically amongst 18-24 year olds, where 73% said they would pay, with the majority (34%), surprisingly saying that they were prepared to pay "over £16" per month for the privilege; compared with 7% "less than £5", 14% "£6 to £10" and 13% "£11 to £15".

Respondents were asked about their attitudes towards "entertaining content" funded by advertisers, in the context of being able to "skip through ad-breaks" with the advent of PVRs, such as Sky+. They were asked whether they would be willing to watch this content brought to them by advertisers. Overall, 32% said they would, rising sharply to 61% amongst the 18-24 age group and to 46% for 25-34 year olds.

Finally, we asked whether they would be prepared to pay to avoid watching 'ads' in the future, and if so, how much would they pay for this?

Of all respondents, 23% said that they would be prepared



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to pay for this. This may come as some relief to advertisers, but amongst the key younger target groups of 18-24's and 25-34's this rose to 34% and 31% respectively.

They were prepared to pay to avoid the ad-breaks, but given the choice (ranging from "less than £5" to "£16 or more") the majority would only pay "£6 to £10" per month (35%), rising to 41% for AB's; whereas 43% of 25-34's would only pay "less than £5"

Quote from Andrew Canter, Managing Director of **contentworx**: "This study gives us a real insight into how people are fundamentally changing their viewing habits. It also shows that consumers are willing to accept advertisers funding content but expect it to be entertaining and relevant towards them. There is a minority that are prepared to pay to avoid 'ads' in the future, but this rises to potentially worrying levels amongst the key younger consumer target groups. We are convinced that this work will help us make a real difference to our clients business in the future."

For further information or a full copy of the report contact Andrew Canter on andrew@contentworx.wanadoo.co.uk

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