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Making Viewers Happy While Making Money for the Networks: A Comparison of the Usability, Enhanced TV and TV Commerce Features between Broadcast and Cable Network Web Sites [Slides]

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Making Viewers Happy While Making Money for the Networks: A Comparison of the Usability, Enhanced TV and TV Commerce Features between Broadcast and Cable Network Web Sites

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Background

- Media entertainment web sites most popular (72% of web visitors)

- Broadcast TV and Cable TV networks: Largest players in entertainment on the Web (e.g., July 2001)

- Ad-supported cable sites: 44 mil. visitors

- Broadcast TV network sites: 11.3 mil visitors

Significance of Web Presence

- National coverage
- Reach non-TV viewers and viewers in the work-place
- Different types of programming between broadcast and cable TV may exhibit different use of the Web

Research Questions

- ◆ Are there any diff. between broadcast and Cable TV networks web sites

- ◆ What enhanced TV features are being used? Features associate with program genres?

- ◆ How high is the usability of the sites?

- ◆ What preliminary TV commerce features available on their web sites?

Enhanced TV

◆ The use of the features of the Internet to improve or enhance the viewing experience of TV viewers

◆ Values of enhanced TV

◆ 1. Increase time spent viewing

◆ 2. Attract viewers' attention and keep them engaged in programs

Four Major Types of Enhanced TV Features (Hurst, 2000)

- Fan-based: foster relationship with fans of a show e.g., chat rooms
- Game-based: enable users to participate or simulate a contestant's experience on a game show e.g., play-along games
- Information-based: provide supplemental, personalizable news/sports/weather information e.g., background
- Programming-based: facilitate a viewer's programming selection process and delivery of program content to viewers e.g., TV schedule

Fandom and Usability

- Commercial value of fans
- Web sites meet demands of fans and create fans
- Build brand loyalty and tool to promote on-air TV programs
- Pleasant experience on the Web depends on web site usability and interactivity
- Nine usability items based on Nielsen (1999)

TV Commerce

- Decline in TV commercial viewership and ad revenue
- Alternative source of revenue: use the large TV audience base to conduct business transactions – TV commerce
- Sell own TV products (e.g., video download, videotapes, memorabilia)
- Sell advertisers' products (charge commission as intermediaries)

Method

- Quantiative and Qualitative Content Analyses
- Quantitative phase: all broadcast TV networks and 15 cable TV networks web sites
- Qualitative phase: ABC, PBS, MTV, CNBC and Lifetime

Quantitative Analysis: Broadcast Vs. Cable

- 95 web pages analyzed: 47% broadcast TV programs, 53% cable TV programs
- News programs and drama series most commonly featured in network web sites
- Broadcast much more likely to feature game shows, comedies and daytime soaps
- Cable much more likely to feature their news and documentary programs
- Broadcast networks scored lower than cable TV networks in usability

Quantitative Analysis: Enhanced TV Usage

- Broadcast and Cable TV highly similar in enhanced TV features usage

- Cable TV sell products of the network, not individual programs and sell advertisers' products on their sites

- ABC most diversified in enhanced TV features, NBC and UPN more into fan-based features. PAX more into programming-based features..

Quantitative Analysis –Program Genres

- Daytime soaps outperform all other program genres in game-based features.
- Dramas have highest likelihood of TV commerce presence
- News programs more likely to have information-based features
- Sports have most video-clips and statistics information

Enhanced TV Strategy Models

Welcome All

e.g., ABC

Viewers

Non-viewers

Hello

Fans-Friendly

e.g, MTV
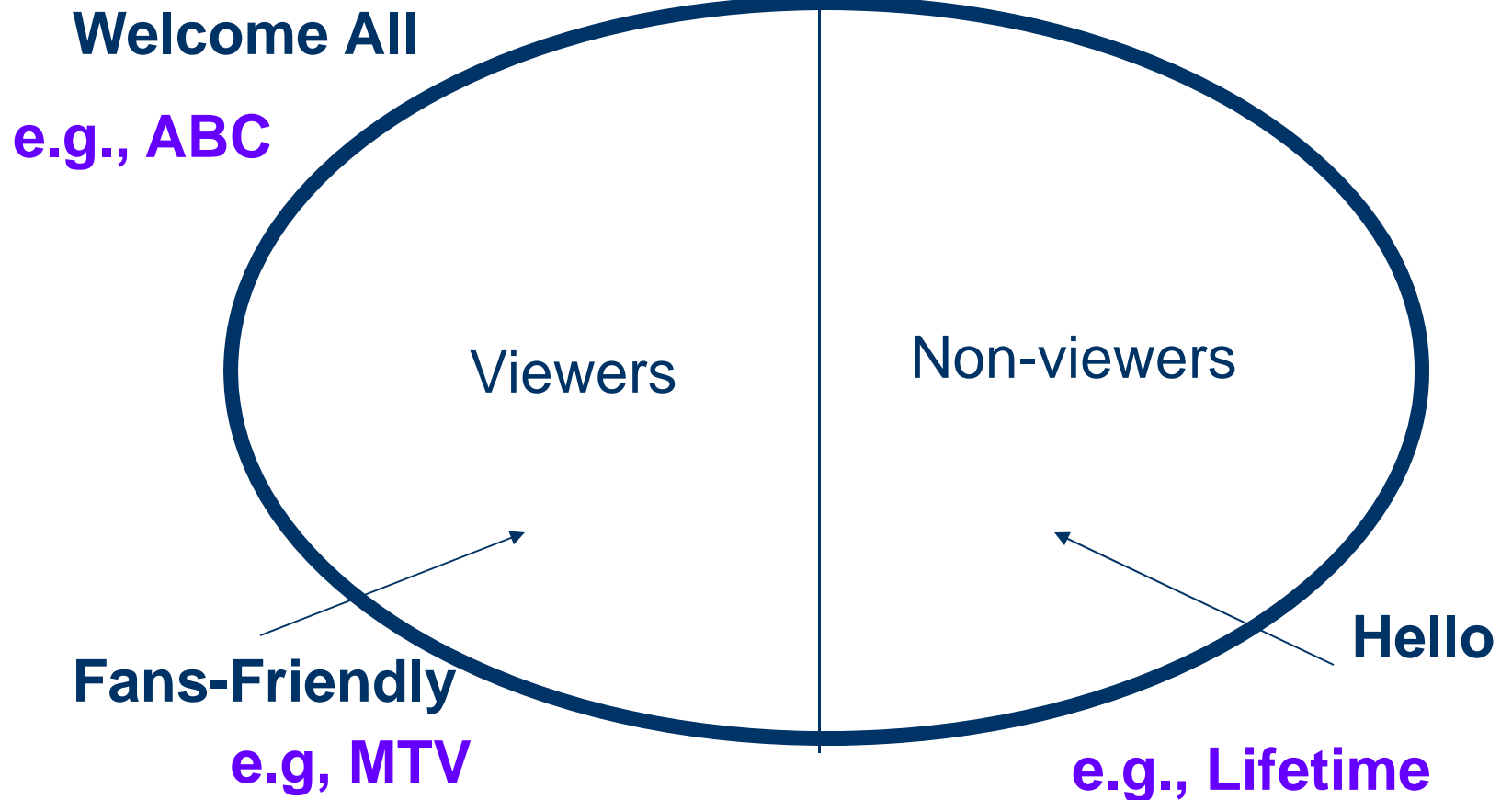
e.g., Lifetime

Hello Model	Fans- Friendly Model	Welcome All Mode
LIFETIME	MTV	ABC
CNBC	A & E	PBS
Weather	VH1	CBS
CNN	WB	NBC
Food		FOX
UPN		Disney
PAX		TBS
History		TNT
SCI-FI		USA

"Welcome All" Strategy Model Implications

- Appropriate for established broad audience based broadcast and cable TV networks

- High resource commitments to satisfy needs of both fans and occasional viewers

- Can use both advertising and TV commerce as source of revenues

"Fans-Friendly" Strategy Model Implications

- Fans-friendly – most appropriate for established niche-cable networks

  - can conduct TV commerce to realize its fans' support

  - sophisticated features

  - maintenance cost high per visitor

  - TV commerce more important than advertising support in these sites

"Hello" Strategy Model Implication

- ◆ Most appropriate for new and upcoming broadcast and cable TV networks

- ◆ Investment on the future

- ◆ TV commerce limited to program content

- ◆ Advertising can be an important source of revenue but need to create a fine balance of content and advertising