



UX: The User Experience Cross-Screen

A Review of Current Research from CRE

Re:Vision: The Future of Television

April 12, 2011

New York City



The Council for Research Excellence

Mission:

To advance the knowledge and practice of methodological research on audience measurement through the active collaboration of The Nielsen Company and its clients.



CRE Members

groupm



Deutsch



Starcom MediaVest
GROUP

TargetCast tcm
total communications management

RIESTER

TargetCast tcm
Created for Strong Independent Brands



comcast

COX
ENTERPRISES



The
WALT DISNEY
Company

HEARST television



TimeWarner

VIACOM



Microsoft



Kimberly-Clark

P&G

nielsen

NOMURA



The Council for Research Excellence

Major Projects to date:

- VCM
- Nonresponse Bias
- Set Top Box
- Media Related Universe Estimates



VCM: Video Consumer Mapping

This landmark CRE research reported in 2009 was an observational study of audience **behavior** across screens, including other media and life activities. It looked at viewing as an **objective phenomenon**.



UX: The User Experience Cross-screen

The CRE is now looking to explore viewing from the perspective of the viewer, viewing as a **subjective phenomenon**.

We are looking at what was once termed **attentiveness**, more recently **engagement**.



UX: The User Experience Cross-screen

Video IS THE PLAN TO SHOW A VIDEO HERE? IF SO, I RECOMMEND, IMBEDDING IT AND HAVING A SCREEN SHOT OF THE OPENING TO MAKE THE DECK MORE VISUALLY APPEALING.



Media Consumption and Engagement Committee

- Laura Cowan, Chair
- Billy McDowell
- Emily Vanides
- Hadassa Gerber
- Jack Wakshlag
- James Williams-Ness
- JoAnne Burns
- Lisa Quan
- Michael Orgera
- Michael Pardee
- Shari Brill
- Susie Thomas
- Tim Brooks



UX: Objectives

- **Phase One**, currently in process, is a review of research exploring current knowledge about the viewer experience to learn what can be measured and to investigate promising new measurement methodologies.
- **Phase Two** will be empirical studies based on this learning to be commissioned in Fourth Quarter, 2011



UX: Research Partner



- Rick Ducey, BIA/Kelsey
- Patricia Phalen, George Washington University

UX: Five Questions

1. What drives the choice of screen for the consumer?

What factors distinguish screen experience?

2. How does viewing vary with chosen screen?

How does content affect attention? Is “best screen available” valid?

3. Is there a useful taxonomy to express viewing styles?

How to account for physical location, environment, presence of others, other media and life activities?

4. What is the context of use?

Is a given screen a substitute or supplement? Is there cannibalization of formats? How does the viewer see their media landscape?

5. What methodologies are best to address these questions?



UX: Screens

- Live viewing (base measure)
- Screen size impact
- HD TV
- 3D TV
- DVR
- VOD
- Streaming (all formats)
- Mobile (all forms)
- Game console
- Interactive/Addressable TV
- Internet-enabled TV
- Tablet PC
- Others, as they arise



UX: Methods

Phase One

Outreach to knowledgeable professionals in media, research, agency, government, technology and academic sectors to fine-tune the questions and identify relevant research



UX: Interviewees to date

- Ball State University
- Discovery
- IPG Media Lab
- IPSOS
- Microsoft
- NAB
- NAB FASTROAD
- NBC-Universal
- Nielsen
- Northwestern University
- Qualvu
- SES World Skies
- Starcom/MediaVest
- Villanova
- Warner Bros



UX: Industry Studies

Some Industry Studies

- Connected TV and Video Experience: Recommendations, Search and the User Interface (Parks Associates)
- Integrated Measurement in a Multi-Screen World (Nielsen)
- Las Vegas Market Trial: Full Channel Mobile TV (Horowitz/Rentrak)
- Reaching and Engaging the Multiscreen Consumer (Microsoft)



UX: Academic Studies

Some Academic Studies

- Character, Audience Agency and Transmedia Drama (Univ of Nottingham)
- Rethinking TV Audience Measures: Exploration into the Construct of Audience Connectedness (Univ of Arizona/Georgetown Univ)
- Socio-Cognitive Model of Video Game Usage (Michigan State)
- World Wide Web as a Functional Alternative to TV (Bowling Green St/Kent State)



UX: Next Steps

- Phase One Final Report will be shared at ARF AM 6.0 in June
- Archive of reviewed research on CRE website www.researchexcellence.com
- Various forums for industry discussion
- RFPs for new empirical research in 4th Q 2011



Other Current CRE Projects

- Digital Publisher Data Collection Practices
- Nielsen Set Top Box Hybrid test
- Social Media
- Local Market Measurement
- Research Internship Program



To contact CRE:

- info@researchexcellence.com

