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# Emerging Demographics in the Online Video Entertainment Market.

Ben Papac, Louisiana State University, 2014

## Abstract

Digital technology has been changing rapidly since the invention of the internet. As this new technology becomes available, entertainment is being distributed and consumed in a plethora of new channels. Entertainment is also fragmenting into new types of content, ranging from web series to Youtube specialty channels to original online long-form content such as “House of Cards.” Previous studies delved into some of the categories of online video, including user-shared video (OUSV) and advertising (OVA) (Bondad-Brown et. al, 2012; Lee and Lee, 2008, 2011, 2012). Researchers applied Uses and Gratifications Theory, Diffusion of Innovations and Generational Theory to emerging online technologies and new devices (Wang and Mcclung, 2011; Tapscott, 2008; Cha, 2013, Shirky, 2008; Lee and Lee, 2011; Bondad-Brown et. Al, 2012). But some categories, such as interstitial OVAs and Online Video Entertainment (OVE), were too broadly covered, while others, specifically the array of devices available today, were either studied in isolation or narrowly compared (Hur, Kim and Kim, 2014; Barkhuus and Polichar, 2011; Ozok et. al, 2008; Sung and Mayer, 2012). This study seeks to build on previous research in online video, specifically online video advertising, online video entertainment, and the plurality of devices through which online video may be accessed, exploring new subcategories and comparing devices more holistically.

The traditional TV industry is witnessing annual net losses in Pay TV subscriptions (Edwards, 2013). Netflix is the largest video entertainment subscription service with 30.8 million (NCTA, 2014). Hulu also makes the top ten, holding 5 million subscribers. The other eight companies can be considered traditional TV companies, e.g. they offer content over cable or satellite media and charge a regular subscription fee for access to varying numbers of content provider channels.

Traditional TV has been gradually losing ground in market share since 1992 (NCTA, 2014). Meanwhile, new technologies, new content delivery formats, and the diffusion of online video entertainment (OVE) technology has created new opportunities for media users to seek gratification somewhere other than traditional TV. Some of these subscription losses are being picked up by other TV companies. ISI compiled the net subscription add/loss of nine traditional TV companies, and saw several companies are experiencing significant subscription gains as their competitors are losing their customer bases (Edwards, 2013).

Pew (2014) found that, “87% of American adults now use the internet, with near-saturation usage among those living in households earning \$75,000 or more (99%), young adults ages 18-29 (97%), and those with college degrees (97%). Fully 68% of adults connect to the internet with mobile devices like smartphones or tablet computers.” As individuals spend more time online, they have less time to use more traditional media. Understanding how conventional and emerging generations and different demographic groups engage with these OVE platforms is essential for both OVE content providers such as Netflix, iTunes, Hulu and Amazon Instant Video and traditional content providers and TV companies.

Online video is a complex and diverse new medium available to media users. Much research has been done to investigate its relationships with both consumers and older media (Cha, 2013; Lee and Lee, 2008, 2011, 2012; Bondad-Brown, Rice and Pearce, 2012; Shin, 2009). Through their efforts, some of these studies have established new categories of online video, including online video advertising (OVA), internet-protocol TV, and online user-shared video(OUSV) (Lee and Lee, 2008; Shin, 2009; Bondad-Brown, Rice and Pearce, 2012). But OVAs have only been broadly categorized, and Lee and Lee's (2011) focus was primarily on the differences between OVAs and traditional video advertising, not the differences *among* OVAs. Additionally, Bondad-Brown et. al. (2012) observed a need to explore more categories of online video than OUSVs, and Cha (2013) explored the interplay between TV and OV media, but not the differences within specific subsets of online video. This study explores the relationship between media users and 1) a specific subset of OVAs, namely interstitial OVAs, 2) a subset of online video purposed for entertainment (OVE), and 3) use of and multitasking with different devices that allow users to access OVE.

## Online Video Entertainment Market

OVE is a general term that encompasses several different types of entertainment content. Full movies and TV episodes or series are available via different OVE content providers such as Netflix, Hulu, iTunes or Amazon Instant Video. Also, Youtube allows media users to provide their own content for entertainment or instruction (Bondad-Brown, Rice, et. Pearce, 2012). Other relevant categories are Internet Protocol Television (IPTV) and Internet Television (ITV), which have been studied and subcategorized in detail (Bondad-Brown et. al, 2012; Shin, 2009; Held, 2007; Carey, 2004; Good, 2005; Einav, 2004; Noll, 2004).

The market for online video entertainment is diverse. Traditional TV providers such as Time Warner or Dish and TV networks and specialty content providers such as HBO post content on their own websites for subscribers to access. Netflix and HULU Plus charge monthly fees and offer access to vast amounts of content to stream. Amazon and iTunes have begun offering video content to stream or download for one-time fees. Now some of the more successful online content providers release long-form content, comparable to TV shows and movies, exclusively online; two examples are Netflix Originals and Amazon's "Pilot Season" on Amazon Instant Video (Netflix, 2014; Amazon, 2014). Online User-shared Video has taken on a significant informational role as well as a less significant entertainment role in the online video entertainment market (Bondad-Brown, Rice, et. Pearce, 2012). Then there are user-provided content sources that provide copyrighted content for free. Studies explored student motivations for illegal downloading, finding that cost, convenience, and social factors motivated users (Wang and McClung, 2011; Cronan and Al-Rafee, 2008).

Bondad-Brown (2011) exhaustively studied motivations for media use in television and Online video. However, the study primarily focused on online user-shared video (OUSV) and online video that was in some way related to traditional broadcasting entities. It did not examine original online long-form content, such as "House of Cards." For example, in Bondad-Brown et. al. (2012), "web-exclusive clips," were typically described as bonus content for traditional television shows. This is undoubtedly because this form of OVE is so recent. Netflix did not begin releasing "Netflix Originals," until 2012-2013 (Netflix, 2014). Before that, online-exclusive OVE was primarily restricted to web series and short, user-created/shared videos, which could typically be relegated to Bondad-Brown et. al's (2012) OUSV category. Some of these shows aired online, to be sure, but only after they had already aired on *traditional television* media. Therefore, Bondad-Brown's (2008,2011,2012)

“official web sources” did not include online-exclusive video entertainment content. This study seeks to explore user interaction with these emerging OVE content providers to gain insight into potential U&G motivations for their use and hopefully discover demographic influences on consumer activity.

## Devices

OVE can't be examined alone; we must consider the device people use to access that content. New media devices join the market almost every year. Much research has been done to understand these emerging media tools (Hur, Kim and Kim, 2014; Barkhuus and Polichar, 2011; Ozok et. al, 2008; Sung and Mayer, 2012). Acknowledging that preferences in technology can vary by country, American students were found to view desktop computers as both more stable and faithful and faster, more meaningful, and more realistic than tablets (Sung and Mayer, 2012). Hur, Kim and Kim (2014) found age and gender to be predictors of consumers' perceived ease of usefulness and attitude toward tablets. Barkhuus and Polichar (2011) explored user relationships with smartphones, noting that users adapted the smart phone interface to individual needs. Ozok et. al (2008) conducted a small study comparing user satisfaction for tablets and laptops and found that laptops were preferred for everyday use. Smart TVs have been studied in terms of perceived interactivity relative to audience intentions and attitudes (Shin, Hwang and Choo, 2013). However, these studies typically limited their scope to only one device, or compared a small number of devices. Leech (2014) suggested two ways of looking at device multitasking: “stacking,” using multiple devices simultaneously for unrelated content, and “meshing”, using multiple devices simultaneously for related content.

This study compares demographic predictors of use of TVs, laptops, desktops computers, smart phones, tablets, and Smart TVs to access different OVE platforms and demographic predictors of use and multitasking with different devices.

**RQ<sub>1</sub>** How do different OVE content formats relate to different media devices?

## Emerging Demographics

With the development of the internet and mobile internet access, new demographic subsets have emerged. Media users tend to avoid content that contests their world views, instead gravitating toward content that agrees with their views (Klapper, 1960). Some research investigated the nature and causality of TV audience segmentation (Glick and Levy, 1962; Domzal and Kernan, 1983). TV channels began specializing their content to reduce friction with their target audiences and increase the potential effectiveness of advertising (Rust, 1984).

But OVE content providers can release or acquire streaming/distribution rights to content that appeals to any demographic. Some providers have adopted the multichannel format of TV, such as YouTube. Independent users and content providers can create channels that contain content targeting highly specialized demographics. In contrast, Netflix, a single content provider, has thousands of pre-existing shows and movies for customers to stream, offering content that could appeal to several demographics. However, Netflix is also beginning to release its own original content, such as “House of Cards,” “Orange is the New Black,” and “Lilyhammer” (Netflix, 2014). This versatility in demographic targeting may change the way demographics relate to OVE content delivery platforms.

## Generation

Strauss and Howe (1991) suggested that media use is determined primarily by the events that define the period encompassing an individual’s childhood and early adulthood,

i.e. media use is determined by an individual's generation. Bondad-Brown et al. (2012) relied on common generational categories that are defined as the Silent Generation (born between 1901 and 1924), GI (1925-1942), Baby Boomers (1946–1964), Generation X (GenX) (1965–1976), and the Net Generation (1977–1997). Research of a new generation, Millennials (1987-2008) will have a growing influence as more individuals mature and enter the marketplace (Randall, 2010; Putre, 2013). With the diffusion of mobile devices, broadband, wifi and wireless entertainment, a small but growing population of “zero TV homes” or “cord-cutters” is emerging (Nielsen, 2013). Members of this demographic, “...no longer receive TV programming via a traditional platform...” such as cable/satellite subscriptions. Nielsen also reports that the majority of Cord-Cutters are 34 or younger. This reflects Tapscott's (2008) research on the Net Generation, which observed that children who grew up immersed in internet and now digital technology were far more welcoming and interactive with these new media than older generations.

*RQ<sub>2</sub>* Which OVE content and delivery formats correlate to which generations and genders?

*RQ<sub>3</sub>* Use of which media devices correlate to which generations and genders?

*RQ<sub>4</sub>* How will demographics relate to device multitasking?

## Diffusion of Innovations

By the time Jovanovich and Lach (1989) investigated the entry and exit of producers in the Diffusion of Innovations Model, it had already been proven as an accurate model across disciplines (Griliches, 1957; Davies, 1979; Gort and Klepper, 1982). The model forms an S-shaped curve related the diffusion of new technologies. The number of internet users per capita in the United States had grown from 0.8% in 1990 to 63% in 2004 (Andresa et. al, 2010). Similarly, as online video use became available, use increased from



33% in 2006 to 71% in 2010 as reported by PEW (Moore, 2011; Purcell, 2010). Studies have attempted to gain insight into the new generation of “online natives” (Rey, 2011). Nielsen’s research on Cord Cutters has observed that this demographic has more than doubled from 2,010,000 in 2007 to 5,010,000 -- just less than 5% of US households -- in 2013 (Nielsen, 2013). This suggests that diffusion of mobile and digital technology is moving past the “innovation” stage to the “early adoption,” stage (Davies, 1979). As more people are joining the wireless trend, applying the Technology Acceptance model to these new technologies is essential.

Perceived attributes of a technology are instrumental in determining the cause of acceptance or rejection of new technologies (Rogers, 2003) The Technology Acceptance Model states that consumers use new technology base on Perceived Usefulness (PU) and Perceived Ease Of Use (PEOU). (Davis, 1989). Davis’ (1989) study indicated that PU was a stronger predictor of technology acceptance than PEOU. Irani, Dwivedi and Williams (2009) expanded the TAM to investigate slow adoption of broadband by consumers, connecting utilitarian outcomes, self-efficacy, perceived resources and social influence to consumers’ behavioral intentions. Four overall influences on intention to use mobile technology were determined: motivational influences, attitudinal influences, normative pressures and perceived control (Nysveen et. al, 2005). Additionally, Wang et. al. (2011) applied TAM to online community involvement, finding that PEOU was not significantly tied to PU or actual use of the technology, and Mekic (2014) expanded TAM to better describe the acceptance of smartphones. Motivations such as perceived content quality and perceived system quality were connected to customers’ use of IPTV, and the same study asserted that customers see IPTV as a ‘stable and innovative source of entertainment,’ (Shin, 2009). Cha (2013) utilized TAM along with other models to explore the interplay between TV and online video platforms, noting that OV use was positively correlated with users’ perception of OV-

capable technology's usefulness and TV use was negatively correlated with that perception. The trend between online video and TV suggests that OV media could be replacing TV as the channel of choice.

## Media Substitution

When a new technology begins to earn acceptance from media users, there is potential for media substitution of preceding technologies (Fisher and Pry, 1971). Fisher and Pry's model of technology substitution is based on natural competition, and therefore ignores possible regulation and market interventions. With growing interest in and concern about "net neutrality" (Kramer et. al. 2012; Bauer and Obar, 2014), the relationship between internet and mobile technologies and traditional media could be influenced by future regulations or interferences. Also, natural competition can prevent technology substitution as well as encourage it (Johnson and Batia, 1997). To replace a medium, the new medium must be functionally similar to its predecessor (Lin, 2001). Subsequently, Cha (2013) found that while the fundamental functional similarity between online video and TV was necessary to facilitate media substitution, it was also necessary for media users to perceive a functional uniqueness in the online platform as well. While Cha (2013) found correlations that applied media substitution to online video use and its replacement of TV use, the study did not investigate the interplay among individual online video platforms and emerging internet and mobile devices.

## Online Video Advertising

Online video opened up various opportunities for content providers to use advertising that is more interactive than what is found in previous media. Increased interactivity can increase advertising effectiveness (Pavlou, 2000). Online Video Advertising typically either has playback control functions or is embedded into other video content (Lee

and Lee, 2008). The prior typically refers to independently uploaded OVAs, while the latter refers to interstitial OVAs. OVAs with playback control functions encourage interactivity and therefore audience engagement (Lee and Lee, 2011) while traditional TV advertising forces audience passivity (Dijkstra et al., 2005). Entertainment is one of the five motivations for internet use (Stafford and Stafford, 2001). Further, Lee and Lee (2012) established media user motivations for watching OVAs include entertainment, relaxation, escapism, pass time, social interaction, and control. Lee and Lee's (2008) OVAs that do not have playback control functions – interstitial OVAs -- were broadly covered in their subsequent study of user motivations in watching OVAs (Lee and Lee, 2012). Lee and Lee (2012) focused on the 1) modes of access to OVAs, including intentionally searching for ads, clicking on links in emails, clicking on posts from social networking sites, and searching for ads 'accidentally.' They also focused on 2) types of websites, including video sharing sites, social networking sites, branding sites, portal/news websites, and 'other.' But interstitial OVAs require more thorough review.

Within the branding site category, Some OVAs follow the traditional TV model, such as advertising embedded in online videos on Hulu and YouTube. It should be noted that while some videos on YouTube have playback functions such as skipping, and other videos have no ads at all, there is a third category of videos in which OVAs cannot be skipped, and are therefore reminiscent of traditional TV advertising. The difference between these interstitial OVAs and traditional TV advertising is that these sites typically attempt to increase audience autonomy and therefore active engagement by providing users with different ad-tailoring functions. Interstitial OVAs can take several different forms, with varying degrees of audience engagement, including ad choice, ad preference surveys, interactive ads and choice of ad length versus number of ads per video (Hulu, 2014).

Studies determined Correlations between OVAs and different demographics using Uses and Gratifications theory (Lee and Lee 2008, 2011, 2012).

## Uses and Gratifications

Uses and Gratifications Theory (U&G) assumes media users choose which media they engage with according to each user's unique needs (Katz, 1959). This led to a concept of an active audience (McQuail, Blumler and Brown, 1972), which turned the focus of future research from the media to the media user, in which a competitive market exists within each media (Katz, Blumler and Gurevitch, 1973). Researchers apply U&G to various technologies as they emerge and mature (Goodhardt et. al, 1975; Bantz, 1982). The internet is no exception to this (Rubin, 1993; Jenkins, 2006; Shirky, 2008; Haridakis, 2002; Rubin, 2009; Lee and Lee, 2008, 2011, 2012; Lev-On, 2012). The widespread availability of online video has led internet users to take a more active role in media consumption as opposed to the passive role of previous generations (Rubin, 1993; Jenkins, 2006; Shirky, 2008). The U&G model assumes media users choose media according to each medium's capability to satisfy users' specific needs more than changes in technology (Haridakis, 2002). Social and psychological factors are often a focus of U&G research (Rubin, 2009). Rubin also established Audience Activity as a subset of U&G.

Bondad-Brown et. al. (2012) relied on Rubin (2009) to interpret U&G through audience motivations and audience activity. Lee and Lee (2012) considered the audience motivators in advertising found by O'Donohoe (1994), which include marketing uses (using ads to search for information about a product), structuring time (using commercial breaks to do something other than watch the ads), enjoyment, scanning the

environment (using ads to monitor trends), social interaction (using ads as agenda for conversation) and self-affirmation/transformation. Bondad-Brown et. al interpreted Audience Activity as the utility, intentionality, selectivity and audience involvement with the media (Levy & Windahl, 1985; Rubin, 1993, 2009). Bondad-Brown also cited primary instances of Audience Activity with traditional TV as TV remotes (Gantz and Eastman, 1983), planned viewings with other media users (Lemish, 1985), and use of information sources to plan viewing (Perse, 1990). Conversely, Online video content providers (including traditional ITV and IPTV providers) enjoy not only plurality and integrated audience activity through technology, but through interactivity as well (Sundar and Bellur, 2011). Sundar and Limperos (2013) argued that researchers must consider the increased interactive capabilities of technologies – or “affordances” – to improve and consolidate measures of audience U&G.

*RQ<sub>5</sub>* Do different types of OVA delivery formats affect frequency/duration of use of OVE content providers?

## Methodology

A sample of 438 American residents was surveyed through an intermediary service<sup>1</sup> in March 2014. Respondents were part of the service’s network of miscellaneous online labor pool. A notice was posted on the service’s worker interface and respondents were awarded \$1.50 each to complete the survey. Respondents can complete the survey by clicking on the link within the allotted time frame. The service allows requesters to limit tasks to “masters” (highly qualified laborers). An initial task was released only allowing “masters” to respond. There were 132 respondents in the allotted time frame. A second task was then released without the “masters” limitation.

An additional 306 respondents completed the survey. Thus a final sample of N=439 was reached.

38.94% of respondents were between the ages of 26 and 35. 23.32% were between 18 and 25, 22.12% were between 36 and 45. 8.4% were between 51 and 65, and 6.25% were between 46 and 50. Of the 416 respondents, 55% of the respondents were male, and 45% were female. 51.4% had earned a college degree. An additional 33.4% had at least some college, and 13% had a high school diploma or GED. 32.69% of the 416 respondents reported an annual household income of \$30,000 or less. 31% reported an annual household income between \$30,000 and \$49,999. 18.75% reported between \$50,000 and \$74,999, and 13.94% reported more than \$75,000. In terms of ethnicity, 333(80%) of the respondents were Non-Hispanic Caucasian. 28(6.7%) were Latino/Hispanic American, 28(6.7%) were Asian American, 22(5.2%) were African American, and one respondent was Native American/Alaskan Native. Of the 22 African American respondents, 15(68.2%) were 26-35 year-olds and 5(22.7%) were 18-25 year-olds. 9(32.1%) of Latino/Hispanic Americans were 18-25 year-olds and 9(32.1%) were 26-35 year-olds, 4(14.3%) were 36-45 year-olds, 2(7.2%) were 46-50 year-olds, and 4(14.3%) were 51-65 year-olds. Of Asian Americans, 7(25%) were 18-25 year-olds, 15(53.6%) were 26-35 year-olds, and 2 (7%) were 46-50 year-olds. 136(31.0%) of respondents reported an annual income of less than \$30,000. Of those respondents, 85(62.5%) were male and 51(37.5%) were female. 50(36.8%) had a college degree, 52(38.2%) had some college experience, 27(19.9%) had a high school diploma/GED, 6(5.1%) had some high school experience, and 1 had no high school experience. Additionally, 12(8.8%) were 51-65 years old, 12(8.8%) were 46-50 years old, 29(21.3%)

were 36-45 years old, 49(36%) were 26-35 years old, and 34(25%) were 18-25 years old. Lastly, 115(84.6%) of respondents were Caucasian American, 10(7.4%) were Latino/Hispanic American, 5(3.7%) were African American, 5(3.7%) were Asian American, and 1 was listed as Other. 269 respondents (64.66%) had TV/satellite subscriptions in their home. 422 respondents (96.13%) had broadband internet access in their homes.

## Definitions

Terms such as “smartphone,” SMART TV,” “mobile device”, “Cord-Cutter,” and “TV show” are commonly used, but one can misunderstand or misinterpret these terms in the context of this survey. Smartphones were defined as “phones able to access the internet, such as an iPhone, Android or Blackberry.” SMART TV was defined as “internet-enabled television,” which, upon reviewing the data, may have been to ambiguous. It is possible that without clearly defining SMART TV as a “device” and not a medium, respondents may have equated the term “television” with any element of television service, i.e. the device itself or the content usually delivered through the device but also “enabled” through the “internet.” “mobile devices” were defined as “such as a smartphone or tablet.” “Cord-Cutter” was defined as, “people who are getting rid of every ‘cord,’ (cable/satellite TV, broadband internet, etc.). They use mobile devices, public wifi and ‘data’ plans on their smartphones.” “TV Show,” could describe several exclusively OVE products such as “House of Cards” or “Orange is the New Black.” Therefore, the terms “traditional TV programming,” and “long form online content, such as House of Cards and Orange is the New Black,” were used to help respondents differentiate for some questions.

## Measures

All responses were standardized to create Z-scores. The mean was set at zero, and responses were measured relative to the mean, showing whether they scored higher or lower than the mean. This is how all factors were constructed.

An initial principal component factor analysis of device multitasking yielded Cronbach's Alpha = .794. After eliminating recommended variables, a second Factor Analysis of device multitasking with Cronbach's Alpha= .804 revealed three components: 1) multitasking involving tablets, 2) multitasking involving smartphones or using laptops and TVs simultaneously, and 3) multitasking involving desktop computers. Respondents were asked about frequency of multitasking for each possible pair among the following devices: tablets, desktop computers, laptops, smart phones, TVs and SMART TVs. Please see Table 1 for complete factor loadings.

An initial principal component factor analysis of frequency and preference of devices yielded Cronbach's Alpha=.914 revealed 9 components: 1) frequency of desktop use, 2) frequency of tablet use, 3) frequency of laptop use, 4) frequency of SMART TV use, 5) frequency of smartphone use, 6) frequency of TV use for general purposes and specifically for TV shows, movies, news and sports, 7) use of different devices specifically to access sports content, 8) frequency of TV use for social media, youtube, and web series, and 9) use of TV solely for Web series. Respondents were asked about preference and frequency of use for each device. Please refer to table 2 for complete factor loadings.

An initial factor analysis examining media user access to OVE delivery formats relative to OVA deliver formats and user preferences in OVAs yielded Cronbach's



Alpha= .755. After removing recommended variables, a second Factor Analysis with Cronbach's Alpha= .779 revealed 7 components: 1) duration of use of OVE sites featuring tailored OVAs or random OVAs and frequency of use of Hulu, 2) frequency of use and duration of stay at OVE sites that feature no OVAs and preference for Netflix, 3) frequency of use of OVE sites featuring interstitial OVAs was independent of the type of interstitial OVA, including random OVAs, skippable OVAs, and tailored OVAs, 4) frequency and duration of use of OVE sites featuring skippable interstitial OVAs and level of preference for Youtube, 5) user preference of sites featuring random interstitial OVAs, skippable interstitial OVAs, and tailored interstitial OVAs, 6) a correlation between preference for iTunes, Amazon Instant Video, and DVD options, unrelated to types of OVAs or frequency of duration of use of OVE sites featuring OVAs, and 7) a correlation between Ultra Violet and HBOgo use, unrelated to frequency of use and duration of stay for OVE sites featuring interstitial OVAs. Thus, items 6 and 7 were excluded from analyses of variance for different demographics. Respondents were asked about level of preference for different types of interstitial OVAs and frequency and duration of use of TV and OVE content providers in the context of OVA delivery formats, and limitations on the number of commercial breaks they were willing to have for each content type. Respondents were also asked about level of preference for specific OVE content providers, including Hulu, Youtube, Netflix, iTunes, Amazon Instant Video, Ultra Violet, HBOgo, and respondents were asked about preference of DVD options. Please refer to table 3 for complete factor loadings.

An initial Factor Analysis of media users' preferences in OVE content and delivery platforms relative to OVE platform and traditional TV use yielded Cronbach's

Alpha= .701. After removing recommended variables, a second Factor Analysis with Cronbach's Alpha= .732 revealed 6 components: 1) correlation between user preferences in movies, TV programming and long form online content with frequency and duration of use of online subscription sites, specifically Netflix; 2) a correlation between user preference of TV and Online bundle content delivery formats and frequency of use of those formats; 3) a correlation between user preference in pay-to-watch delivery formats and frequency of use for those formats, specifically iTunes and Amazon Instant Video; 4) a correlation between user preference for short funny videos and free-to-watch sites and frequency of use of those sites, specifically Youtube. Respondents were asked about preference, frequency and duration of use of TV and OVE formats. Please refer to table 3 for complete factor loadings. Please refer to Table 4 for complete factor loadings.

Additionally, rounded means were found for five questions relating to consumer preference in content format (short funny videos, web series, long form OVE, TV programming, and movies). Responses were then separated according to their relative position to the mean, either less than/equal to or greater than, and recoded as "highs and lows," 1 representing "lows," and 2 representing "highs." The rounded means were as follows: short funny videos, m=3; web series, m=2; long form OVE, m=3; TV programming, m=4; movies, m=4.

### **Demographic controls**

Respondents were asked to provide their ethnicity, gender, age, level of education, marital status, and annual household income.

### **Descriptive Statistics**

Of the 277 respondents who had a TV subscription, 66 respondents (23.83%) said they used TV exclusively to watch sports content. 22 were female (7.94%) and 44(15.88%) were male. In terms of device preference, 219(53.28%) of 411 respondents said the TV was their favorite device when it came to watching any kind of content. Between genders who said the TV was their favorite device, 114(52.05%) were women and 105(47.95%). Among age groups, majorities in all age groups said the TV was their favorite device, with the notable exception of 18-25 year-olds. 38 (40%) of 95 18-25 year-olds said the laptop was their favorite device. 29(30.53%) said the TV was their favorite device and 24(25.26%) said the desktop was their favorite device.

In terms of multitasking, 261 of 438 respondents (61.4%) “use one device to watch a show and use another device to learn about that show while [they] watch.” 109 respondents (24.89%) said they rarely did this, and 57 (13.01%) said they never did. 11 respondents said they always did. Additionally, 352 respondents (80.37%) said they “use one device to watch a show and use another device to do something completely different,” occasionally or often. 59 respondents (13.47%) said they rarely or never did this. 37 (8.45%) said they always did.

In terms of use of OVE content-providers, 205(49.88%) of 411 respondents used between 4 and 7 different OVE content sites. 178(43.31%) used 3 or fewer OVE sites.

In terms of Cord-Cutters, 39 of 415 respondents (9.40%) defined themselves as Cord-Cutters, while 365 (87.95%) said they were not Cord-Cutters. 11 respondents were not familiar with the term. Of those 39 “Cord-Cutters,” 28 (71.79%) were Caucasian, 6 (15.38%) were African American, 4(10.26%) were Asian American, and 1 was Latino/Hispanic American. Additionally, 28 (71.79%) were male and 11(28.21%)

were female. Next, 14(35.90%) were 26-35 year-olds, 14(35.90%) were 36-45 year-olds, 9(23.08%) were 18-25 year-olds, and 2 were 46-50 year-olds. Lastly, 11 respondents (28.21%) who claimed to be Cord-Cutters said they did have a traditional TV subscription, and 7(17.95%) self-labeled “Cord-Cutters,” said they were happy with their Cable/Satellite subscription. In two separate questions, the remaining Cord-Cutters gave varying feedback, 27(60.23%) claiming they did not have a traditional TV subscription the first time, but only 21(53.85%) claiming they had no traditional TV subscription in any form the second time. These inconsistencies despite a given definition reflect the lack of widespread understanding of this demographic, and prevented accurate analysis of Cord-Cutters in this study.

## Results

*RQ<sub>1</sub>*How do different OVE content formats relate to different media devices?

Results of a one-way analysis of variance showed that short funny video “highs”(M>3), people more likely to watch short funny videos, were more likely to watch them using desktop computers(M=.162), laptops(M=.263) and smartphones(M=.262) than other devices, while “lows,” were less likely to use those devices, (M=-.129,-.208, and -.207 respectively), F(1,404; desktop F=8.263, laptop F=23.410, and smart phone F=23.219, respectively, desktop  $p=.004$ , laptop  $p=.000$ , and smartphone  $p=.000$ ).

After exploring other research questions but while exploring RQ<sub>1</sub>, data for web series highs and lows was corrupted. Correct data is available, and will be explored prior to publication.

Results of a one-way analysis of variance showed that long form OVE “highs” (M>3), people more likely to watch long form OVE content, were more likely to watch long form OVE content using desktop computers(M=.115), tablets(M=.167), laptops(M=.183), and

smartphones ( $\underline{M}=.231$ ), while “lows” were less likely to use those devices ( $\underline{M}=-.080$ ,  $\underline{M}=-.116$ ,  $\underline{M}=-.127$ ,  $\underline{M}=-.161$ , respectively)  $F(1,404)$ ; desktop  $F=3.746$ , tablet  $F=7.984$ , laptop  $F=9.606$ , and smartphone  $F=5.550$ , desktop  $p=.054$ , tablet  $p=.005$ , laptop  $p<.005$ , smart phone  $p=.000$ ).

Results of a one-way analysis of variance showed that TV programming “highs” ( $\underline{M}>4$ ), people more likely to watch TV programming, were more likely to watch TV programming using tablets ( $\underline{M}=.167$ ) and TVs ( $\underline{M}=.353$ ), while “lows” were less likely to use those devices ( $\underline{M}=-.068$ ,  $\underline{M}=-.143$ , respectively)  $F(1,404)$ ; tablet  $F=4.632$  and TV  $F=21.514$ , tablet  $p<.05$ , TV  $p=.000$ ).

Results of a one-way analysis of variance showed that movie “highs” ( $\underline{M}>4$ ), people more likely to watch movies, were more likely to watch movies using desktop computers ( $\underline{M}=.186$ ), tablets ( $\underline{M}=.209$ ), laptop computers ( $\underline{M}=.189$ ), and TVs ( $\underline{M}=.258$ ), while “lows” were less likely to use these devices ( $\underline{M}=-.066$ ,  $\underline{M}=-.073$ ,  $\underline{M}=-.066$ ,  $\underline{M}=-.090$ , respectively)  $F(1,404)$ ; desktop  $F=4.978$ , tablet  $F=6.271$ , laptop  $F=5.135$  and TV  $F=9.662$ , desktop  $p<.05$ , tablet  $p<.05$ , laptop  $p<.05$ , and TV  $p=.002$ ).

*RQ<sub>2</sub>* Which OVE content and delivery formats correlate to which generations and genders?

Results of a one-way analysis of variance showed that African Americans ( $\underline{M}=.674$ ) were significantly more likely to use pay-to-watch options than Caucasian Americans ( $\underline{M}=-.006$ ),  $F(3,407)=3.874$ ,  $p=.009$ . Additionally, the analysis found that Caucasian Americans ( $\underline{M}=-.079$ ) were less likely to use free-to-watch options than African Americans ( $\underline{M}=.385$ ), Latino Americans ( $\underline{M}=.334$ ) and Asian Americans ( $\underline{M}=.361$ ),  $F(3,407)=4.231$ ,  $p=.006$ . Lastly, the analysis found that African Americans ( $\underline{M}=.563$ ) were significantly more likely to use Online subscription options than Caucasian Americans ( $\underline{M}=-.066$ ),  $F(3,407)=4.060$ ,  $p=.007$ .

Results of a one-way analysis of variance showed that those more than 66 years old were significantly less likely to use Online subscription services than 18-25 year-

olds( $\underline{M}$  = -.024), 26-35 year-olds( $\underline{M}$  = .150) and 36-45 year-olds ( $\underline{M}$  = .004),  $F(5, 410) = 3.618$ ,  $p < .005$ ). Additionally, the analysis showed that 18-25 year-olds ( $\underline{M}$  = .223) and 26-35 year-olds ( $\underline{M}$  = .111) were significantly more likely to seek free-to-watch OVE formats than 51-65 year olds( $\underline{M}$  = -.552),  $F(5,410) = 5.092$ ,  $p < .005$ ). Next, the analysis found that 18-25 year-olds( $\underline{M}$  = -.155) and 26-35 year-olds( $\underline{M}$  = -.095) were significantly less likely to use DVD options than 46-50 year-olds ( $\underline{M}$  = .504),  $F(5,410) = 3.751$ ,  $p < .005$ ). Lastly, the analysis found that 18-25 year-olds( $\underline{M}$  = .289) were significantly more likely to use UltraViolet, HBOgo, and watch Web series than 26-35 year-olds( $\underline{M}$  = .054), 36-45 year olds( $\underline{M}$  = -.139) and 46-50 year-olds( $\underline{M}$  = -.375),  $F(5,410) = 3.889$ ,  $p < .005$ ). The analysis did not show significance among age groups for other components.

Results of a one-way analysis of variance showed that women were significantly more likely to use TVs for traditional video content ( $\underline{M}$  = .144) than men ( $\underline{M}$  = -.106),  $F(1, 414) = 6.544$ ,  $p < .05$ ). Additionally, the analysis showed that women were significantly more likely to use pay-to-watch options( $\underline{M}$  = .113) than men(-.094),  $F(1,414) = 4.415$ ,  $p < .05$ ). Next, the analysis found that men were significantly more likely to use free-to-watch options ( $\underline{M}$  = .098) than women ( $\underline{M}$  = -.113,  $F(1,414) = 4.719$ ,  $p < .05$ ). Lastly, the analysis found that women were significantly more likely to use DVD options to access video entertainment( $\underline{M}$  = .162) than men( $\underline{M}$  = -.123),  $F(1,414) = 8.495$ ,  $p < .005$ ). The analysis did not show significance between genders for other components.

*RQ<sub>3</sub>* Use of which media devices correlate to which generations and genders?

Results of a one-way analysis of variance showed that 26-35 year-olds ( $\underline{M} = .205$ ) were significantly more likely to use tablets to access OVE than 18-25 year-olds ( $\underline{M} = -.214$ ) and 46-50 year-olds ( $\underline{M} = -.426$ ),  $F(5, 381) = 4.093$ ,  $p = .001$ ). Additionally, the analysis showed that 18-25 year-olds ( $\underline{M} = .211$ ) were significantly more likely to use laptops to access OVE content than 36-45 year-olds ( $\underline{M} = -.217$ ),  $F(5, 381) = 2.543$ ,  $p < .05$ ). Next, the analysis found that 18-25 year-olds ( $\underline{M} = .222$ ) were significantly more likely to use smartphones to access OVE content than 46-50 year-olds ( $\underline{M} = -.494$ ) and 51-65 year-olds ( $\underline{M} = -.870$ ),  $F(5, 381) = 8.448$ ,  $p = .000$ ). Lastly, the analysis showed that 18-25 year-olds ( $\underline{M} = -.439$ ) were significantly less likely to use TVs to access video content than all other age groups, and that 46-50 year-olds ( $\underline{M} = .443$ ) were significantly most likely to use TVs, with 51-65 year-olds ( $\underline{M} = .320$ ) and 36-45 year-olds ( $\underline{M} = .086$ ) being significantly more likely than 18-25 year-olds, though somewhat less likely than 46-50 year-olds,  $F(5, 381) = 5.999$ ,  $p = .000$ ). The analysis did not show significance among ages for other components.

Results of a one-way analysis of variance showed that Asian Americans ( $\underline{M} = .479$ ) were significantly more likely to use tablets to access OVE content than Caucasian Americans ( $\underline{M} = -.050$ ); African Americans ( $\underline{M} = .485$ ) and Latino/Hispanic Americans ( $\underline{M} = .196$ ) were not significant below  $p = .05$ ,  $F(3, 378) = 4.272$ ,  $p = .006$ ). Additionally, the analysis found that African Americans ( $\underline{M} = .427$ ) and Asian Americans ( $\underline{M} = .426$ ) were more likely to use their laptops to access OVE content than Latino Americans ( $\underline{M} = -.013$ ) and Caucasian Americans ( $\underline{M} = -.064$ ),  $F(3, 378) = 3.322$ ,  $p < .05$ ). Lastly, the analysis found that Asian Americans ( $\underline{M} = .579$ ) and Latino

Americans( $\underline{M}=.638$ ) were significantly more likely to use smartphones for OVE content than Caucasian Americans( $\underline{M}=-.137$ ),  $F(3,378)=9,048$ ,  $p=.000$ ).

Results of a one-way analysis of variance showed that men were significantly more likely to use desktop computers to access OVE ( $\underline{M} = .230$ ) than women ( $\underline{M} = -.246$ ),  $F(1, 385) = 23.094$ ,  $p = .000$ ). Additionally, the analysis showed that women were significantly more likely to use TVs for traditional TV entertainment ( $\underline{M} = .176$ ) than men( $-.098$ ),  $F(1,385)=4.725$ ,  $p<.05$ ). Lastly, the analysis showed that men were significantly more likely to use a variety of devices to access sports( $M= .284$ ) than women( $M= -.311$ ),  $F(1,385)=37.587$ ,  $p=.000$ ). The analysis did not show significance between genders for other components.

*RQ<sub>4</sub>* how will demographics relate to device multitasking?

Results of a one-way analysis of variance showed that Asian Americans( $\underline{M}=.450$ ) and African Americans( $\underline{M}= .217$ ) were significantly more likely to multitask with tablets than Caucasians( $\underline{M}=-.054$ ) and Latino/Hispanic Americans( $\underline{M}= .050$ ),  $F(3,407)=2.610$ ,  $p=.05$ ). Additionally, the analysis found that African Americans( $\underline{M}= .552$ ) were significantly more likely to multitask with smart phones or use laptops and TVs simultaneously than Caucasians( $\underline{M}= -.085$ ),  $F(3,407)=3.247$ ,  $p<.05$ ). Lastly, the analysis found that Latino Americans( $\underline{M}= .371$ ) and Asian Americans( $\underline{M}= .317$ ) were significantly more likely to multitask with desktop computers than African Americans( $\underline{M}= .048$ ) and Caucasian Americans( $\underline{M}=-.082$ ),  $F(3,407)=3.001$ ,  $p<.05$ ).

Results of a one-way analysis of variance showed that 18-25 year-olds ( $\underline{M}= .162$ ) and 26-35 year-olds ( $\underline{M}= .135$ ) were significantly more likely to multitask with their smartphones or use laptops and TVs simultaneously than 46-50 year-olds( $\underline{M} = -$



.595) and 51-65 year-olds ( $\underline{M} = -.595$ ),  $\underline{F}(5, 410) = 6.448$ ,  $p = .000$ ). Additionally, the analysis showed that 18-25 year-olds ( $\underline{M} = .182$ ) and 26-35 year-olds ( $\underline{M} = .074$ ) were significantly more likely to multitask with desktop computers than 46-50 year-olds ( $\underline{M} = -.595$ ) and 51-65 year-olds ( $\underline{M} = -.330$ ) than men ( $-.098$ ),  $F(1, 385) = 4.725$ ,  $p < .05$ ). The analysis did not show significance among age groups for tablet multitasking.

Results of a one-way analysis of variance showed that women were significantly more likely to multitask with their smartphones or use laptops and TVs simultaneously ( $\underline{M} = .095$ ) than men ( $\underline{M} = -.111$ ),  $\underline{F}(1, 414) = 4.273$ ,  $p < .05$ ). Additionally, the analysis showed that men were significantly more likely to multitask with desktop computers ( $\underline{M} = .124$ ) than women ( $-.185$ ),  $F(1, 414) = 10.064$ ,  $p = .002$ ). The analysis did not show significance between genders for tablet multitasking.

*RQ<sub>5</sub>* Do different types of OVA delivery formats affect frequency/duration of use of OVE content providers?

Results of a one-way analysis of variance showed that men ( $\underline{M} = .137$ ) were significantly more likely to use OVE sites independently of OVA delivery format than women ( $\underline{M} = -.173$ ),  $F(1, 414) = 10.059$ ,  $p = .002$ ). Additionally, the analysis found that men ( $\underline{M} = .133$ ) were significantly more likely to use OVE sites that featured skippable OVAs frequently and stay longer, and significantly more likely to use Youtube than women ( $\underline{M} = -.167$ ),  $F(1, 414) = 9.430$ ,  $p = .002$ ).

Results of a one-way analysis of variance showed that African Americans ( $\underline{M} = .747$ ) were significantly more likely to use OVE sites featuring skippable OVAs and use Youtube than Caucasians ( $\underline{M} = -.108$ ),  $F(3, 407) = 7.686$ ,  $p = .000$ ). Additionally, Caucasians ( $\underline{M} = .054$ ) were significantly more likely to show preference for

different types of interstitial OVAs than Asian Americans ( $M = -.643$ ),  $F(3,407) = 4.282$ ,  $p = .005$ ).

Results of a one-way analysis of variance showed that 26-35 year-olds ( $M = .171$ ) were significantly more likely to use OVE sites that feature no OVAs than those 66 or older ( $M = -1.29$ ),  $F(5,405)$ ,  $p = .001$ ).

## Discussion

Perhaps the most important finding was the “pairing” of men with desktop computers and women with smart phones, in terms of multitasking, and of men with desktop computers and women with TVs, in terms of general device preference. This study found that men were more likely to use desktop computers for OVE content and more likely to include a desktop computer when using multiple devices simultaneously. Women were found to be more likely to multitask with their smartphone, or use laptops and TVs simultaneously, and they were found to be more likely to use TVs than men. U&G motivations can explain this based on PU and PEOU for each device used to access the content that men and women prefer. As active audience members (Katz, Blumler and Gurevitch, 1973) use technology based on its ability to satisfy user needs more than changes in technology (Haridakis, 2002), it can be assumed that smartphones are particularly effective in providing the content women prefer, while desktop computers (an older technology) are a better interface for the content males like.

Also, Asian Americans were more likely to multitask with tablets and use tablets to access OVE content than other ethnicities.

In terms of device use relative to content type, Perhaps the most significant finding was the viewing of movies across devices, with the exception of smart phones. Films used to be only available in the theater; it was a social activity. The increasing availability of films and ease of access to movies online has changed the way people watch them, even reducing the size of the image from several feet across in the theater to a matter of inches on a tablet screen. This same change is seen in TV programming, which showed preferences in two devices: TVs and tablets. It should also be noted that emerging OVE content formats such as long form OVE show use across devices *except* TVs, both smart and traditional. Online original content is generally viewed on computers and mobile devices.

26-35 year-olds were more likely to use tablets than 18-25 year-olds. However, 18-25 year-olds were significantly more likely to use smartphones and laptops to access OVE content. This is in keeping with Sung and Mayer's (2012) and Ozok et. al.'s (2008) studies comparing views of both desktop computers and tablets. Media users must perceive greater usefulness of a technology to be motivated to use that technology (Davies, 1979). Though tablets are an emerging mobile technology that is highly adaptable to OVE content access, students may still find other devices more useful, due to laptops' greater versatility, specifically in software. 18-25 year-olds were also less likely to use TVs than all other age groups. This can be used to demonstrate both the Diffusion of Innovations model and media substitution concepts (Jovanovich and Lach, 1989; Fisher and Pry, 1971). As younger generations grow up around new technologies, they immerse themselves in new media and use older media less frequently (Shirky, 2008). And older generations gradually accept the technology as it

proves better suited to fulfill users' needs and provides unique functions its predecessors could not (Sundar and Limperos, 2013; Lin, 2001; Cha, 2013). Another finding that seems surprising at first glance is that 18-25 year-olds are more likely to use Online "bundle" content than older generations. This seems to contrast with that generation's negative correlation to TV use. However, the items only correlated frequency of online bundle content. Therefore, this finding could be interpreted to complement this generation's aversion to TV use; though 18-25 year-olds are significantly less likely to use TVs than some older generations, they are *more likely* to use online bundle content if they do have access to traditional TV subscriptions.

Another important finding was that use of different devices correlated with sports. This was the only OVE content type that clearly determined use of devices. If a technology can fulfill audience perception of PU and PEOU for accessing mainstream sports content, it can raise its overall use (Davis, 1989).

Lastly, the unsurprising lack of correlation between frequency of use of and preference for OVE sites featuring different types of interstitial OVAs can be explained through U&G as applied to OVE content *instead of* OVA preference. Though demographics could be applied to preference of interstitial OVAs, media users did not choose OVE sites based on those preferences. Rather, they chose sites according to OVE content delivery formats. This suggests that PU and PEOU based on content type and format are *more important* to media users than the different types of interstitial OVAs.

Disappointingly, though the Caucasian, Asian, and Latino/Hispanic demographics were relatively evenly distributed, the African American demographic was

extraordinarily skewed, with (90.9%) of African American respondents falling within the 18-35 age groups. Thus, findings of significance among ethnicities involving the African American demographic were potentially misleading.

### Application

Audience fragmentation according to gender in terms of device usage can provide opportunities for content providers and advertisers to apply marketing and content delivery strategies for those segments. For example, an advertiser for products targeting women should focus on creating more advertising campaigns focusing on the smartphone, and advertisers are more likely to reach men via Youtube than women.

Use of OVE content sites was more strongly correlated by preference in content type and OVE delivery format than by OVA delivery format. Therefore, it is reasonable to assume that content providers can expect to maintain healthy and growing customer bases even with a reasonable presence of interstitial OVAs.

The traditional TV device is adapting to digital technology, as seen in the new SMART TV. However, this new technology has failed to become an established medium for viewing emerging OVE content formats. To survive as a viable device, the television set must continue to become more adaptable, affordable, and easy to use in terms of accessing OVE content.

Even though young adults are less likely to use traditional TVs for entertainment, Online bundle content appeals more to younger demographics than it does older ones. This should create opportunities as traditional TV companies adapt to the online market. For example, Dish is planning to release an OVE content delivery service via IPTV (Chong-Adler, 2014). This service will include several channels owned by Disney,

including ESPN, and may prove more affordable than current traditional TV subscriptions. If so, this study would be optimistic for companies who offered this sort of option, suggesting that --provided the prices are affordable -- OVE subscription sites are most popular among 26-35 year-olds than other age groups.

## Limitations and Future Research

One of the hopes of this study was to look at trends in consumer activity relevant to “Zero-TV homes” or Cord-Cutters. A question asking respondents to self-identify as Cord-cutters showed inconsistency in understanding the meaning of the term. Though assumptions can be made about Cord-Cutters by applying descriptive demographics taken from Nielsen (2013), this study failed to provide a full, clear and understandable definition by which respondents could categorize themselves. This can be most clearly demonstrated in a respondent that commented, “I disagree a little with your definition of cord cutter. We got rid of our cable and satellite tv subs years ago but there is no viable way to stop using Time Warner for internet access in my region. I do consider myself a cordcutter.” Because our definition excluded those who use broadband internet, the potential number of Cord-Cutters was diminished. Additionally, some respondents who did claim to be Cord-Cutters also had traditional TV subscriptions, and still others said on one question that they did not, but on a more detailed question explained that they did have a traditional TV subscription in some form. Lastly, Nielsen (2013) reported that 48% of these Zero-TV homes still had traditional TV subscriptions. Therefore, the Cord-Cutter definition supplied in this study was clearly inadequate and ill fitted to describe this demographic. Future study should attempt to determine a strong definition of this

group of media users and attempt to explore the changing nature of this growing demographic.

Subscription sharing is another way in which media users access OVE platforms for free. as students pass into the adult market of consumers (18-25), it is possible that they will continue to use their parents' subscriptions to TV (via Online bundle content) and OVE services. Additionally, it is possible for multiple individuals to "piggyback" on a friend's or acquaintances' subscriptions. Further exploration of subscription sharing should prove useful to OVE providers.

This study showed that user preference in types of interstitial OVAs did not affect use of different OVE sites. However, the study did not explore possible U&G motivations for accessing different OVE formats or content delivery formats. While extensive research has been done investigating user U&G motivations relevant to interactive ads and OVAs (Lee and Lee, 2008,2011,2012; Pavlou, 2000), it might prove useful to explore U&G motivations that could predict use of OVE sites in the context of these emerging OVE subsets.

This study had a surprising portion of post-college-age individuals who earned less than \$30,000 in annual income. More can be discerned about this demographic group's preferences in devices, content format, content delivery format, etc. and will be addressed in the future.

The study attempted to explore use of illegal downloading and streaming sites such as Project Free TV and Bit Torrent. However, as expected, people are simply reluctant to answer questions on such a sensitive topic. Future research into ethical perceptions of illegal downloading and streaming would be useful.

## Conclusion

This study found that gender and age groups were significant predictors of use and multitasking for different media devices. Also, user preference in interstitial OVAs was unrelated to use of OVE sites featuring different OVA delivery formats. Additionally, this study categorized subsets of OVE content providers, expanding the subsets of online video previously developed (Bondad-Brown et. al, 2012; Shin, 2009; Held, 2007; Carey, 2004; Good, 2005; Einav, 2004; Noll, 2004). However, the study failed to establish a usable definition of Cord Cutters, and was limited in its findings on demographic predictors by ethnicity.

## Notes:

<sup>1</sup>Amazon Mechanical Turk. <https://www.mturk.com/mturk/welcome>

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Factor Analysis-Table 1

	Mean	Std.Dev	Item 1	Item 2	Item 3
How often do you use each combination of media devices?-Laptop and tablet			.866		
How often do you use each combination of media devices?-TV and tablet			.763		
How often do you use each combination of media devices?-Smart phone and tablet			.62		.405
How often do you use each combination of media devices?-Desktop computer and tablet			.614		.597
How often do you use each combination of media devices?-Laptop and desktop computer			.464		.399
How often do you use each combination of media devices?-Smart phone and laptop				.857	
How often do you use each combination of media devices?-Smart phone and TV				.831	
How often do you use each combination of media devices?-Laptop and TV				.727	
How often do you use each combination of media devices?-Smart phone and desktop computer					.888

Factor Analysis Table 2	Mean	Std.Dev	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	Item 9
How often do you use your desktop computer for each of the following?-Youtube			.923								
How often do you use your desktop computer for each of the following?-TV shows			.917								
How often do you use your desktop computer for each of the following?-Movies			.886								
How often do you use your desktop computer for each of the following?-News			.878								
How often do you use your desktop computer for each of the following?-Social media (facebook, twitter, instagram, etc.)			.829								
Please indicate how often you use each device to watch anything, from sports and news to movies, TV shows and funny videos.-Desktop computer			.814								
How often do you use your desktop computer for each of the following?-Web series			.765								
How often do you use your desktop computer for each of the following?-Sports			.708							.495	
How often do you use your tablet for each of the following?-TV shows					.871						

	Mean	Std.Dev	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	Item 9
How often do you use your tablet for each of the following?-Youtube				.855							
How often do you use your tablet for each of the following?-Movies				.849							
How often do you use your tablet for each of the following?-News											
How often do you use your tablet for each of the following?-Social media (facebook, twitter, instagram, etc.)				.842							
Please indicate how often you use each device to watch anything, from sports and news to movies, TV shows and funny videos.-Mobile devices such as tablets and iPad				.792							
				.764							
How often do you use your tablet for each of the following?-Web series				.639							
How often do you use your tablet for each of the following?-Sports				.631							
How often do you use your laptop for each of the following?-tv shows						.886					
How often do you use your laptop for each of the following?-Youtube						.881					

	Mean	Std.Dev	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	Item 9
How often do you use your laptop for each of the following?-movies					.869						
How often do you use your laptop for each of the following?-news					.824						
How often do you use your laptop for each of the following?-social media (facebook, twitter, instagram, etc.)					.800						
Please indicate how often you use each device to watch anything, from sports and news to movies, TV shows and funny videos.-Laptop					.767						
How often do you use your laptop for each of the following?-web series					.745						
How often do you use your SMART TV (internet enabled television) for each of the following?-TV shows						.928					
How often do you use your SMART TV (internet enabled television) for each of the following?-Movies						.922					
How often do you use your SMART TV (internet enabled television) for each of the following?-News						.906					

	Mean	Std.Dev	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	Item 9
How often do you use your SMART TV (internet enabled television) for each of the following?-Sports						.860					
How often do you use your SMART TV (internet enabled television) for each of the following?-Youtube						.831					
How often do you use your SMART TV (internet enabled television) for each of the following?-Web series						.677					
How often do you use your SMART TV (internet enabled television) for each of the following?-Social media (facebook, twitter, instagram, etc.)						.571					
How often do you use your smartphone for each of the following?-Youtube							.819				
How often do you use your smartphone for each of the following?-TV shows							.806				
Please indicate how often you use each device to watch anything, from sports and news to movies, TV shows and funny videos.-Smartphones-- cellphones with internet access, such as Windows Phone, iPhone, Android or Blackberry							.792				

[illegible]

[illegible]



Table 3- Factor Analysis	Mean	Std.Dev	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7
How long do you stay on each type of website?-Websites that show ads tailored to my preferences (like Hulu)			.800						
How long do you stay on each type of website?-Websites that show me ads chosen at random			.734						
Estimate how often you use each of these entertainment options.-Hulu			.586						
Please show your preference for each type of website.-Websites that show me ads chosen at random			-.453						
How long do you stay on each type of website?-Websites that don't show ads (like Netflix)				.774					
Estimate how often you use each of these entertainment options.-Netflix				.733					

	Mean	Std.Dev	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7
How often do you visit each of the following kinds of entertainment websites? (Amazon, Youtube, Hulu, Netflix)-Websites that don't show ads				.605					
How often do you visit each of the following kinds of entertainment websites? -Websites that show ads tailored to my preferences					.799				
How often do you visit each of the following kinds of entertainment websites?-Websites that show me ads chosen at random					.780				
How often do you visit each of the following kinds of entertainment websites? -Websites that let me skip ads					.582	.511			
How long do you stay on each type of website?-Websites that let me skip ads (like Youtube)						.800			

[illegible]

[illegible]

Table 4- Factor Analysis	Mean	Std.Dev	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6
Estimate how often you use each of these entertainment options.-Netflix			.791					
Please show how much you like/dislike each option of getting entertainment –			.767					
Online subscription sites like Netflix and Hulu+			.702					
Please show how often you watch each of the following-								
Long form online content, like House of Cards or Orange is the New Black			.665					
When you visit an entertainment website (like Netflix, Amazon, Hulu, Youtube), about how long do you typically stay each time?			.656					
Please show how often you watch each of the following-TV programming (Breaking Bad, Big Bang, Castle)			.598					
Please show how often you watch each of the following-Movies								
Please show how much you like/dislike each option of getting entertainment -TV service like Comcast, Dish, or AT&T (including OnDemand)					.825			
Estimate how often you use each of these entertainment options.-Cable TV, TV networks, and related online content				.821				

	Mean	Std.Dev	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6
Please show how much you like/dislike each option of getting entertainment –								
Online "bundle" content (HBOgo, AT&T Uverse OnDemand, or Xfinity)				.659				
Please show how much you like/dislike each option of getting entertainment -Pay-to-watch/rental sites like iTunes or Amazon Video Instant					.799			
Estimate how often you use each of these entertainment options.-Amazon Instant Video					.623			
Estimate how often you use each of these entertainment options.-iTunes						.868		
Estimate how often you use each of these entertainment options.-YouTube						.680		
Please show how often you watch each of the following-Short funny videos and cool pics						.608		
Please show how much you like/dislike each option of getting entertainment -free-to-watch websites like Hulu and YouTube							.893	
Please show how much you like/dislike each option of getting entertainment -DVD options like RedBox								
Estimate how often you use each entertainment option.-DVD options like RedBox							.863	

[illegible]

## Instrument

Please indicate how often you use each device to watch anything, from sports and news to movies, TV shows and funny videos.

	never	rarely	sometimes	often	all the time
TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desktop computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laptop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile devices such as tablets and iPads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smartphones - - cellphones with internet access, such as Windows Phone, iPhone, Android or Blackberry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you use multiple media devices at once? (tablets, smart phones, TVs, computers, etc.)

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Often
- ☐ Always



How often do you use each combination of media devices?

	never	rarely	sometimes	often	always
Smart phone and tablet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smart phone and laptop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smart phone and desktop computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smart phone and TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laptop and tablet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laptop and desktop computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laptop and TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desktop computer and tablet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desktop computer and TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV and tablet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you use the internet to download or stream movies and TV shows instead of getting them from TV?

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Often
- ☐ Always

How often do you use one device to watch a show and use another device to learn more about that show while you watch?

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Often
- ☐ Always

How often do you use one device to watch a show and use another device to do something completely different?

- ☐ never
- ☐ rarely
- ☐ occasionally
- ☐ often
- ☐ always

Do you have a cable/satellite TV subscription in your home? (Dish, Cox, Comcast, UVERSE, DIRECTV, etc.) This question is NOT asking about broadband internet connections or "Smart TVs" (TVs with internet access).

- ☐ Yes
- ☐ No
- ☐ Yes, but I do not pay for it.

If Yes, but I do not pay for it. Is Selected, Then Skip To When you are no longer receiving a fr...

When you are no longer receiving a free cable/satellite TV subscription, do you intend to pay for a subscription in the future?

- ☐ Yes
- ☐ No

Do you have broadband internet access in your home?

- ☐ Yes
- ☐ No

How often do you use each internet option?

	never	rarely	sometimes	often	always
Free public wifi-- like what you get at Starbucks, McDonalds, or on a college campus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broadband internet-- what you get in your home via a regular subscription.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broadband internet-- what you use at work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please tell me about your cable/satellite tv subscription:

- ☐ I am happy with my cable/ satellite TV subscription and intend to keep it for the foreseeable future
- ☐ I am not happy with my TV subscription and plan to seek a different source for my entertainment in the future.
- ☐ I canceled my TV subscription within the last 6 months.
- ☐ My TV service is free
- ☐ I do not have a cable/ satellite TV subscription
- ☐ Other (please explain) \_\_\_\_\_
- ☐ I am not happy with my current TV provider and plan to seek a different cable/satellite subscription in the future.

If you have a cable/ satellite TV subscription, when did you get it?

- ☐ Within the last 6 months
- ☐ 6 months to 2 years
- ☐ 2 years to 5 years
- ☐ I do not have a TV subscription
- ☐ 5 years to 10 years
- ☐ 11 years to 20 years
- ☐ More than 20 years

How often do you watch TV shows or movies using a game system such as Xbox, Playstation or Wii?

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Often
- ☐ Always

Please show which online service you use more: broadband internet( like your internet service at home) or free wifi (when you go online at a starbucks, mcdonalds, or college campus)

	1	2	3	4	5
Broadband:Free wifi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you use your smartphone for each of the following?

	never	rarely	sometimes	often	all of the time
Youtube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media (facebook, twitter, instagram, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you use your tablet for each of the following?

	never	rarely	sometimes	often	always
Youtube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media (facebook, twitter, instagram, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you use your laptop for each of the following?

	never	rarely	sometimes	often	always
Youtube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
social media (facebook, twitter, instagram, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
tv shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
movies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
web series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you use your desktop computer for each of the following?

	never	rarely	sometimes	often	always
Youtube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media (facebook, twitter, instagram, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mmovies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you use your tv for each of the following?

	never	rarely	sometimes	often	always
Youtube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media (facebook, twitter, instagram, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you use your SMART TV (internet enabled television) for each of the following?

	never	rarely	sometimes	often	always
Youtube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media (facebook, twitter, instagram, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When it comes to watching anything-- sports, news, tv shows, movies and funny videos-- which device is your favorite?

- ☐ TV
- ☐ desktop computer
- ☐ laptop
- ☐ mobile devices such as tablets and iPads
- ☐ smartphones such as iPhones Windows Phones Androids and Blackberries

What device do you usually use to watch your favorite shows?

- ☐ tablets and mobile devices
- ☐ desktop computers and laptops
- ☐ conventional TVs
- ☐ Smart TV
- ☐ other(please explain) \_\_\_\_\_

If you have a TV subscription, is watching sports the main reason you have a subscription?

- ☐ Yes
- ☐ No
- ☐ I do not have a TV subscription

Do you own a device like Apple TV, Chromecast, or Roku?

- ☐ yes
- ☐ No

"Cord-cutters" are people who are getting rid of every "cord," (cable/satellite TV, broadband internet, etc.) They use mobile devices, public wifi and "data" plans on their smartphones. <br>Are you a cord-cutter?

- ☐ Yes, I am a cord-cutter
- ☐ No, I am not a cord-cutter.
- ☐ I do not know what "cord-cutter," means.



Keep going, just a few more sections!<br><br>The next few questions are going to ask you about the websites you like to get shows from.

Please show how much you like/dislike each option of getting entertainment

	really dislike	dislike	don't like or dislike	like	really like
TV service like Comcast, Dish, or AT&T (including OnDemand)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online subscription sites like Netflix and Hulu+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Options like Project FreeTV and Torrent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online "bundle" content (HBOgo, AT&T Uverse OnDemand, or Xfinity)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
free-to-watch websites like Hulu and YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pay-to-watch/rental sites like iTunes or Amazon Video Instant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DVD options like RedBox	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When you visit an entertainment website (like Netflix, Amazon, Hulu, Youtube), about how long do you typically stay each time?

- ☐ less than 30 minutes
- ☐ 30 minutes to 1 hour
- ☐ between 1 and 2 hours
- ☐ more than 2 hours

Estimate how often you use each of these entertainment options.

	none	a little	some	a lot	all the time
Netflix	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hulu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon Instant Video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HBOgo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ultra Violet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
other(please list)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cable TV, TV networks, and related online content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
peer-to-peer sites such as Project Free TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
iTunes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DVD options like RedBox	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How many different websites do you visit for entertainment? (Netflix, Hulu, Amazon, youtube, etc.)

- ☐ fewer than 3
- ☐ 4 to 7
- ☐ 8 or more
- ☐ none

Please show how often you watch each of the following

	never	rarely	sometimes	often	always
Short funny videos and cool pics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web series like the Guild or Dr. Horrible's sing-along Blog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long form online content, like House of Cards or Orange is the New Black	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV programming (Breaking Bad, Big Bang, Castle)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you purchase/rent a TV show or movie from a website that used a pay-per-view format? (Amazon, iTunes, etc.)

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Often
- ☐ Always

How many entertainment services do you pay to subscribe to? (sites like Netflix or Hulu+)

- ☐ none
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4 or more

Say you wanted to watch a show or movie. Rank the following in the order you would search for that show.<br>(click and drag each item to its spot.)

- \_\_\_\_\_ Netflix
- \_\_\_\_\_ Amazon
- \_\_\_\_\_ Hulu
- \_\_\_\_\_ Your cable/satellite company's OnDemand service
- \_\_\_\_\_ iTunes
- \_\_\_\_\_ Free-to-watch sites like Project Free TV and BitTorrent

How often do you use peer-to-peer downloading/streaming Project Free TV, BitTorrent, and Noobroom to get shows and movies?

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Often
- ☐ Always

Almost done, just two more pages after this.<br><br>These questions are about advertisements. While ads aren't always great, companies want to make sure you know about their products. <br><br>I want to find out how you prefer to be shown advertisements.

How often are you willing to experience commercial breaks while watching a show?  
Please gauge your response according to the length of each kind of show.

	once before the show	every 2-3 minutes	every 4-6 minutes	every 6-9 minutes	every 10-15 minutes
Short videos and music videos ( 2-3 minutes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web series (10-15 minute episodes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you visit each of the following kinds of entertainment websites? (Amazon, Youtube, Hulu, Netflix)

[illegible]

Please show your preference for each type of website.

	Strongly Prefer	Prefer	Indifferent	Avoid	Strongly Avoid
Websites that show ads tailored to my preferences (like Hulu)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Websites that let me skip ads (like Youtube)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Websites that don't show ads (like Netflix)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Websites that show me ads chosen at random	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How long do you stay on each type of website?

	15 minutes or less	15-30 minutes	30 minutes to 1 hour	1-2 hours	more than 2 hours
Websites that show ads tailored to my preferences (like Hulu)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Websites that let me skip ads (like Youtube)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Websites that don't show ads (like Netflix)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Websites that show me ads chosen at random	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When you are on an entertainment website, why do you choose to watch an ad? Rank most to least often, 1 being most.<br>(drag and drop items to change their ranking)

- \_\_\_\_\_ The ad is funny
- \_\_\_\_\_ The ad is relevant to my life
- \_\_\_\_\_ The ad covers a subject that I care about.
- \_\_\_\_\_ I just like watching ads
- \_\_\_\_\_ other

Websites have different ways of bringing you advertisements you like. Please drag the different methods into the box that describes how you feel about them.<br>(drag and drop items to place them in the category you want.)

I like these	I don't care about these	I dislike these
_____ A quick optional survey that asks questions about what I like.	_____ A quick optional survey that asks questions about what I like.	_____ A quick optional survey that asks questions about what I like.
_____ Ads have "like" and "dislike" buttons, so I can let the website know if an ad is relevant to me.	_____ Ads have "like" and "dislike" buttons, so I can let the website know if an ad is relevant to me.	_____ Ads have "like" and "dislike" buttons, so I can let the website know if an ad is relevant to me.
_____ Ads chosen based on my recent activity on other websites, like Amazon, Facebook, etc.	_____ Ads chosen based on my recent activity on other websites, like Amazon, Facebook, etc.	_____ Ads chosen based on my recent activity on other websites, like Amazon, Facebook, etc.
_____ Ads that encourage me to interact with them, playing quick games or clicking on different features.	_____ Ads that encourage me to interact with them, playing quick games or clicking on different features.	_____ Ads that encourage me to interact with them, playing quick games or clicking on different features.
_____ Ads have a short version and long version; if I choose the long version, i get the rest of my show ad-free.	_____ Ads have a short version and long version; if I choose the long version, i get the rest of my show ad-free.	_____ Ads have a short version and long version; if I choose the long version, i get the rest of my show ad-free.
_____ websites that give me a selection of 2 or 3 ads to choose from.	_____ websites that give me a selection of 2 or 3 ads to choose from.	_____ websites that give me a selection of 2 or 3 ads to choose from.
_____ The website doesn't ask for my input; I don't pay much attention to ads anyway.	_____ The website doesn't ask for my input; I don't pay much attention to ads anyway.	_____ The website doesn't ask for my input; I don't pay much attention to ads anyway.

With so much entertainment being provided online, companies are making sure they advertise on popular entertainment websites.<br><br>How much time are you willing to

spend watching advertisements while watching shows? (commercials can be spread out throughout the show)

	15 seconds	30 seconds	1-2 minutes	2-5 minutes	more than 5 minutes
short videos and music videos (2-3 minutes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
web series (10-15 minute episodes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
movies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How many commercial breaks are you willing to have for each show?

	1	2	3	4	5	more than 5
short videos and music videos (2-3 minutes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
web series (10-15 minute episodes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
movies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you skip advertisements when you stream entertainment (videos on YouTube, Hulu, etc.)

- ☐ Never
- ☐ Occasionally
- ☐ Very Often
- ☐ Always



Please show how often you visit each website (or type of website.)

	never	rarely	sometimes	often	all the time
Netflix	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hulu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HBOgo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV subscription sites like xfinity.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peer-to-peer sites like Project Free TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
other (please write the website name here:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please show how much you like/dislike each of the following options.

	really dislike	dislike	don't like or dislike	like	really like
a one-time fee to rent content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a monthly fee to access unlimited content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
a one-time fee to own the show or movie you want to watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
free-to-watch content, but with more commercials.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The last few questions are going to ask you about what you might like or dislike in future entertainment products.<br>Then there will be short list of demographic questions.

How interested would you be in switching from your current entertainment provider to a model like this:<br><br>A company offering a lot of different shows and you can pay to subscribe to each show of your choice for a small monthly fee, in any format you choose (TV, mobile, computer, etc).

- ☐ Very Unlikely
- ☐ Unlikely
- ☐ Undecided
- ☐ Likely
- ☐ Very Likely

How much are you willing to pay each month to watch unlimited content in any format?  
\_\_\_\_\_ amount in US dollars

How much are you willing to pay rent/purchase one show/movie in any format?  
\_\_\_\_\_ Rent (US dollars)  
\_\_\_\_\_ Purchase (US dollars)

When you want to watch a new TV show or movie, which option are you likely to go to first?

- ☐ Cable/ Satellite TV
- ☐ entertainment websites like AT&T Uverse OnDemand, Xfinity or HBOgo
- ☐ Netflix
- ☐ Amazon Instant Video
- ☐ Hulu
- ☐ other (please explain) \_\_\_\_\_
- ☐ Free-to-watch options like Project Free TV or Torrent

How interested would you be if a website offered content similar to what's available through cable/satellite TV subscriptions, and charging a similar price (about \$80, US)?

- ☐ Very Likely
- ☐ Likely
- ☐ Undecided
- ☐ Unlikely
- ☐ Very Unlikely

Please rank the following according to your preference, the top spot being most preferred.<br>(drag and drop items to change their ranking)

- \_\_\_\_\_ Websites that exclusively offer original content.
- \_\_\_\_\_ Websites that offer content from other companies and original content
- \_\_\_\_\_ Websites that let any account holder upload their own content for everyone to watch. (like You Tube)
- \_\_\_\_\_ Websites that mostly just offer content licensed from other companies

If an entertainment website set up functions that let you watch a show on one device and check special features and learn more about the show on another device while you watch,<br><br>Would you use them?

- ☐ Very Unlikely
- ☐ Unlikely
- ☐ Somewhat Unlikely
- ☐ Undecided
- ☐ Somewhat Likely
- ☐ Likely
- ☐ Very Likely

Ultra Violet is a company that lets you purchase movies and shows from over 70 different film studios, cable TV companies, and other content providers. You can pay a one-time fee and download or stream your content on nearly any device.<br> Does this model appeal you?

- ☐ Dislike Very much
- ☐ Dislike
- ☐ Neither Like or Dislike
- ☐ Like
- ☐ Like Very Much

How much do you agree that congress should pass laws maintaining net neutrality?

- ☐ Strongly agree
- ☐ Agree
- ☐ neither agree nor disagree
- ☐ Disagree
- ☐ Strongly Disagree

Do you agree that internet providers should be able to limit internet "streaming" speeds you can use, and charge you for exceeding that limit?"

- ☐ Strongly agree
- ☐ Agree
- ☐ neither agree nor disagree
- ☐ disagree
- ☐ Strongly disagree

Do you agree that internet providers (like Comcast) should be able to limit the internet "traffic" any content provider (like Netflix) can have on that company's network at one time?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Disagree
- ☐ Strongly Disagree

How much do you know about any of the following:<br><br>Aereo, Filmon X, Barry Diller

- ☐ None
- ☐ Little
- ☐ Some
- ☐ A Lot

Would you agree with the following statement?<br>"I like websites that provide apps on mobile devices, game systems and smart TVs so I can watch shows on any device."

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ☐ Strongly Agree

Thank you so much for taking this survey.<br>Please take a few more moments to answer some demographic questions.

Please select the choice that most accurately describes your ethnicity

- ☐ African American
- ☐ Caucasian American
- ☐ Latino/Hispanic American
- ☐ Asian American
- ☐ Native American/Alaskan Native
- ☐ Other (please describe) \_\_\_\_\_

Please choose your gender

- ☐ Female
- ☐ Male

Please choose your age group.

- ☐ 17 or younger
- ☐ 18 to 25
- ☐ 26 to 35
- ☐ 36 to 45
- ☐ 46 to 50
- ☐ 51 to 65
- ☐ 66 or older

Please choose the most extensive academic option you have completed.

- ☐ No high school
- ☐ Some high school, no diploma
- ☐ high school diploma and/or GED
- ☐ some college, no degree
- ☐ College graduate

Please choose your current marital status.

- ☐ Single, never married
- ☐ Married or domestic Partnership
- ☐ Widowed
- ☐ Divorced
- ☐ Separated

What is your current household annual income?

- ☐ I am a dependent
- ☐ equal to or less than \$30,000
- ☐ from \$30,000 to \$49,999
- ☐ from \$50,000 to \$74,999
- ☐ \$75,000 or more

Done! Go to the next page to retrieve your HIT code

Type this code into the box provided on your HIT: ent3rtainm3nt