



# Understanding users of web-TV

Who are the users of web-TV?

What tasks are they going to perform?

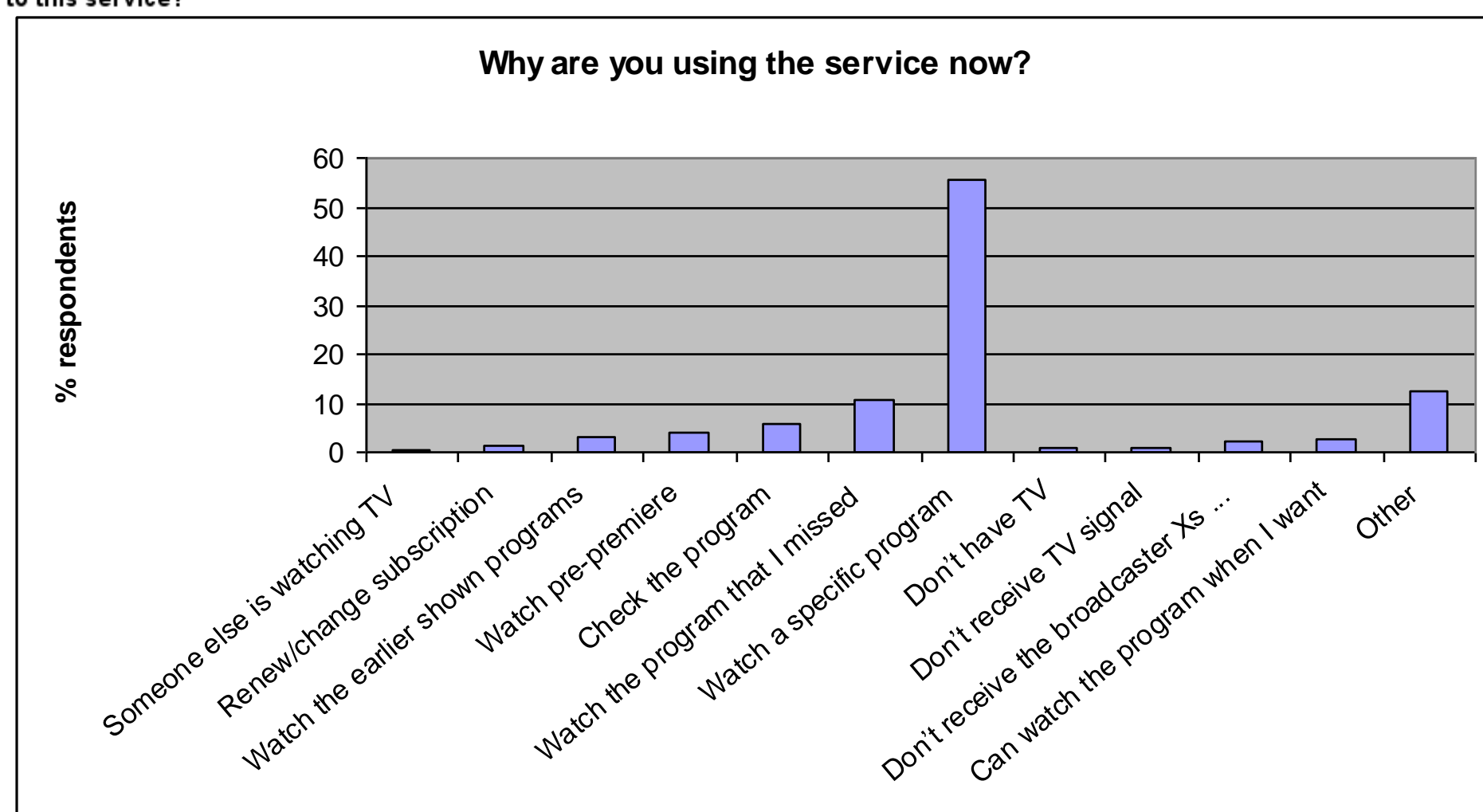
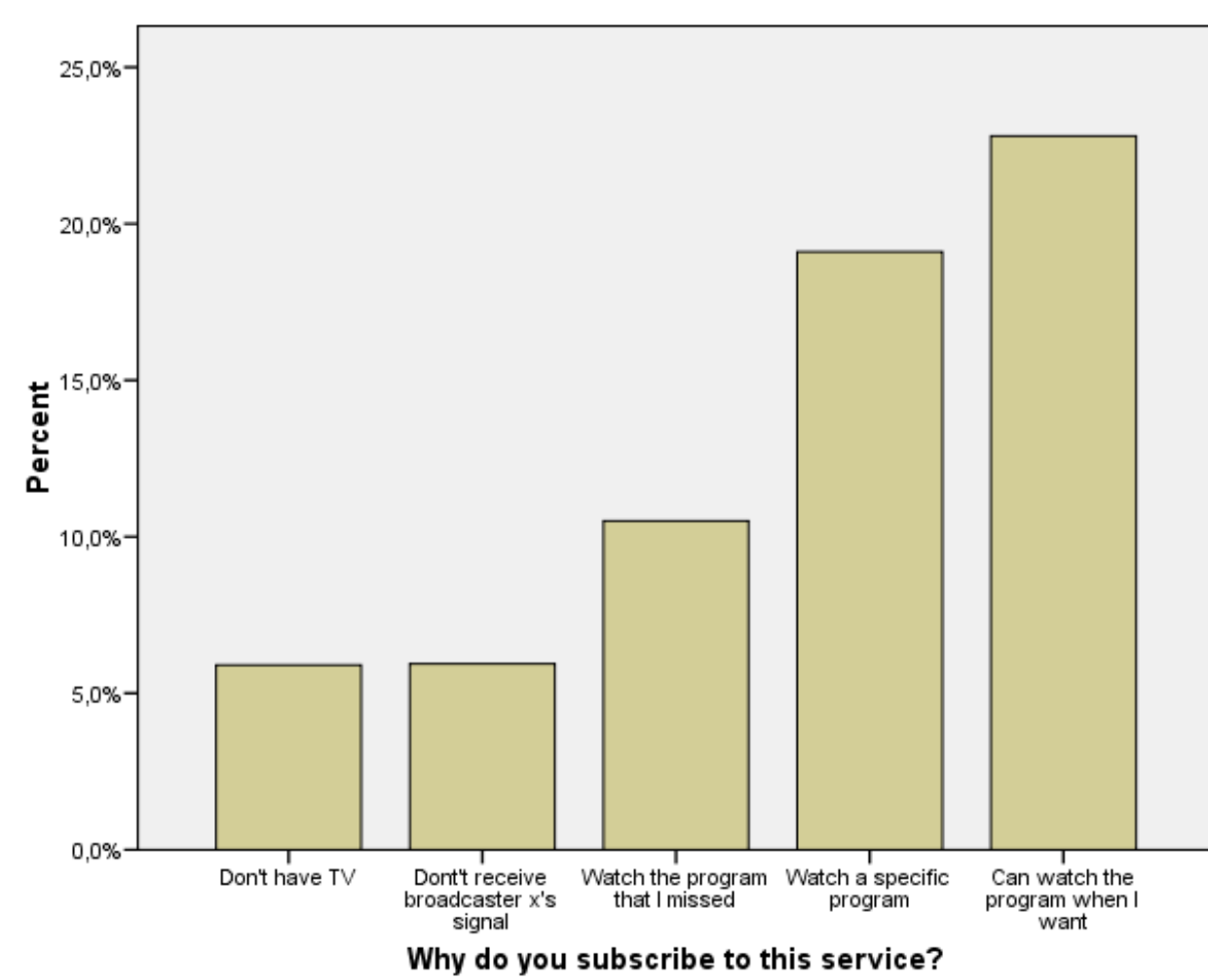
What is their motivation and what are their expectations?

"Users want personalised content" (Shin,2006)

"Users prefer watching TV programs on TV sets" (Simon, 2009)

"Younger people prefer watching TV on their computers (Simon, 2009)

"Web-TV can become a disruptive technology to TV broadcasting of football" (Raasakka, 2009)



## The study

Online questionnaire posted on a web-TV provider's site

17 open-ended questions

2400 users answered in one day

Categories identified from the 150 longest answers

All the answers coded

"I like to be able to watch shows when it suits me. Lot of things I follow is broadcasted when I am busy with other stuff"

"I am addicted to Show#1, and I like to watch the next episodes before anyone else.

"People want to manage their own time. This also applies to TV.

"I started to use it to watch sports, but I now watch a lot of other shows."

**Content and flexibility important**

**All age groups watch TV on their computers**

**Habits of users are changing**

**Users are aware of the product complexity when reporting their experience.**



## What next

- Study of the representative sample of Internet users
- Surveys with users of other web-TV services
- Analysis of network traffic data

## R2D2 Networks

Road to media-aware user-Dependent self-adaptive Networks  
Eureka/ CELTIC project (2009-2011)

User-dependent self-adaptive network that can learn  
What, When, Where and How the services are used.

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