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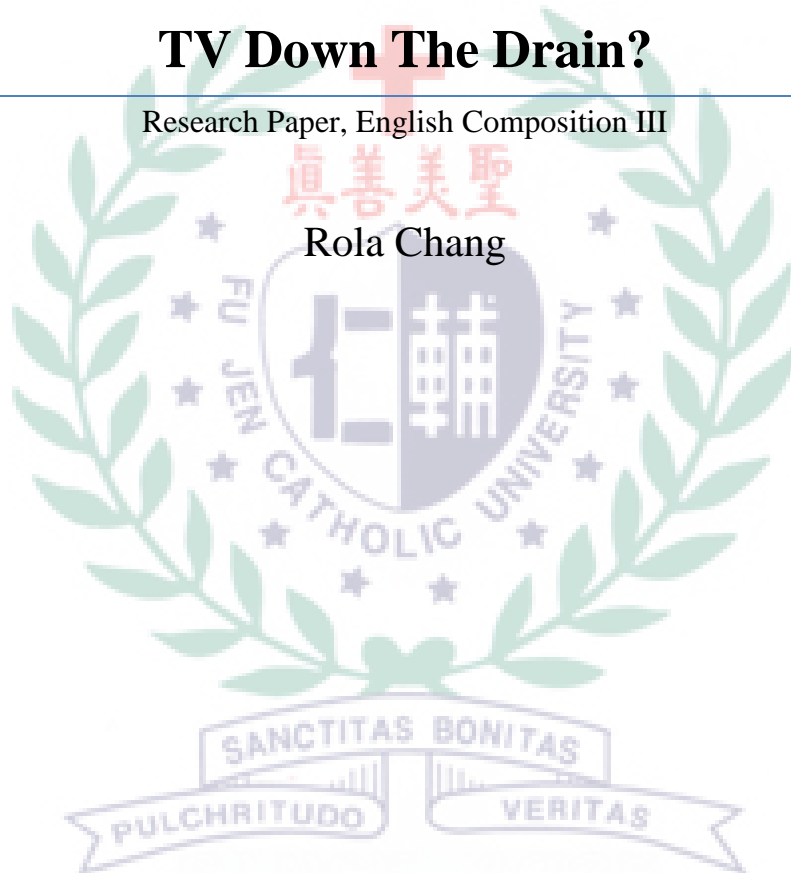
GRADUATION PROJECT 2016

Online Streaming: Will Advertisements Drag TV Down The Drain?

Research Paper, English Composition III

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Online Streaming:

Will Advertisements Drag TV Down The Drain?

Third Draft



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26 June 2015

Abstract

This paper discusses the changes online streaming cause in traditional television viewing and advertising for college students in North America. The paper investigates how much time North America's undergraduates spend watching programs online instead of on conventional television sets, and why this shift occurs. Research methods include studying existing literature related to online streaming, and distributing online questionnaires to college students abroad. The author assumes the reason behind the change is because of television advertisements that continuously interrupt audiences' viewing experiences. Therefore, viewers turn to content aggregating websites such as Netflix, Hulu, or YouTube etc., to avoid being exposed to intrusive commercials. However, the author claims that the emergence of online streaming will not cause the demise of television watching, but will only alter the length, the content, and the broadcasting of commercials. Research results show the same conclusion that TV viewers, though they may switch to online streaming from time to time, will not convert to mobile devices completely.



Outline

I. Introduction

a. Rise of online streaming

- i. Advances in hardware and software
- ii. Annoyance of TV commercial breaks

II. Literature Review

a. Elisabeth Jones

- i. Elaborate the social functions of traditional TVs.
- ii. Presume the potential changes online streaming could cause in TVs' social functions.

b. Kelty Logan

- i. Claim that TV sets and online streaming websites have similar advertising environments.
- ii. Compare and analyze the viewers' reactions toward commercials on TVs and online.

c. Stuart Cunningham and Jon Silver

- i. Apply the industry life cycle to the streaming business.
- ii. Give a brief history of the development of the streaming business.

d. Stuart Cunningham and Jon Silver

- i. Introduce the six main online streaming websites, Amazon, Yahoo, Hulu, Netflix, Facebook and Apple.
- ii. Explain these websites' merits and why they each play a unique role in the field.

e. Jeff Ulin

- i. Point out the challenges ad agencies and companies face on streaming websites.

- ii. Explain the charging of online commercials.
- f. Dan Rayburn
 - i. Suggest that online streaming have other coporate functions other than for entertainment purposes
- g. Brm Lievens, Eva Vanhengel, , Jo Pierson, and An Jacobs
 - i. Describe an experiment of the use mobile television.
 - ii. Analyze the results and reveal future obstacles for mobile TV and possible solutions.

III. Methodology

- a. Literature review
- b. Online questionnaires
 - i. Created with Google survey
 - ii. Distributed online with the help of friends, or friends of friends
 - iii. Subjects are North Americans

IV. Data Analysis

- a. Subjects' basic information
- b. TV vs. online streaming time distribution analysis
- c. TV vs. online streaming program analysis
- d. The relationship between TV, online streaming and commercials.
- e. Convenience is the key factor of online streaming's success

V. Conclusion

- a. The results defy the hypothesis that the major cause for people turning to online streaming instead of traditional TV sets is because the intrusion of TV commercials.
- b. Instead, it is the flexibility of schedules, mobility, and the wide range of selection of programs that have propelled online streaming to its success.

VI. Works Cited

VII. Appendix A: Questionnaire

VIII. Appendix B: Diagrams



What is the one thing that people spend most of their lives doing besides 9.8 hours of working and 6.8 hours of sleeping per day? A Nielson survey suggests that in one month, the average American spends over 5 hours a day on watching television, cites Elizabeth Jones in her “Network Television Screaming Technologies and the Shifting Television Social Sphere.” Since the late 1990s, when online video distribution emerged, online streaming service has gained more status in people’s daily lives, taking up the time the audiences have in front of TV sets as the same Nielson survey reveals that people spend 2.8 hours streaming videos online (Jones 1). Stuart Cunningham and Jon Silver discuss the development of online streaming in their article “Online Distribution: A Backbone History,” pointing out that in 1994 the first ever online streaming websites appeared (Cunningham 16). By the early 2000s, Hollywood jumped on the bandwagon trying to salvage back some of the profits snatched away by piracy, only to fail miserably (Cunningham 21). Then, Apple founded iTunes in 2006, leading to the rise of other streaming websites like Amazon, YouTube, and Netflix. Therefore, TV is facing an unstoppable force that is the online streaming services (Cunningham 24).

What pushes these content aggregator sites to prosperity is the advancement and prevalence in hardware such as laptops, tablets, smart phones and all types of mobile devices. Therefore most people turn to these devices to watch movies and TV shows they miss out on TV. As Jones points out, streaming “does not require any pre-planning,” “and as long as you’re connected, you can do it right that second, even if the show you want to watch aired last week and you never set the TiVo” (Jones 9). Traditional television sets are thus challenged by the easy access of the new platform and the ubiquity of it.

Another reason that viewers start to shift their attention onto smaller screens might be the annoyance of commercials that interrupt television programs. In “Hulu or NBC?

Streaming Video versus Traditional TV: A Study of An Industry in Its Infancy,” Kelty Logan claims that “younger consumers are most likely to avoid advertising.” Logan provide statistics showing that more than 40 % of young adults (18-34) would avoid television commercials, and almost half of them would change the channel when commercials air. This “advertising intrusiveness,” “targets consumers’ perception of the negatives associated with advertising,” is another challenge traditional television has to confront (Logan 277). Since many of the online streaming services mainly have ads that air at the beginning of programs, viewers can just watch the ads once and be done with them without being interrupted by them during the viewing process. Viewers can also easily ignore or click off banner or pop-up ads. Losing the audience, for television networks, means less exposures of products and thus less profits. Although Logan claims that online streaming sites share a similar advertising environment with television (Logan 276), Cunningham and Silver argue that “ad revenue for online TV were around 60% lower than for the same program shown on network television” (Cunningham 27). Therefore, this research project aims to discuss whether or not the future of traditional TV is at risk and how advertisements affect the battle of TV and streaming.

This paper include the following sections: literature review, methodology, data analysis, conclusion, works cited, and appendices. The paper will start with a brief history of online streaming, and the how television commercials help put online streaming under the lime light. What’s next will be an overview of the sources that discuss the connections between online streaming, advertising, and traditional televisions. Then the author will introduces the methods, that is distributing questionnaires, used to compose this essay and analyze the results of the questionnaires to draw a conclusion. In the end the paper will include a list of works cited, the questionnaire, and the results from the respondents in diagrams.

In “Network Television Streaming Technologies And The Shifting Television Social Sphere,” Elisabeth Jones discusses the social functions of the traditional televisions set, and how the rise of online streaming could alter these functions. She suggests that television brings intimacy back to households, as family members would sit together watching TV. Television creates a neutral environment for bonding and exposes viewers to various point-of-views. In addition, TV also shows that most men are more in control of what the household watches. Jones then presents possible developments that online streaming may cause to each of the social functions. A streaming service might create either more solidarity or more social activities and it “reduces the mental overhead involved” (9). It could either worsen the gender imbalance in television viewing or tilt back the inequality in TV viewing, which means men have more control over the choices of programs. However, streaming service certainly reduces viewers’ chances to encounter different opinions.

In “Hulu.com or NBC? Streaming Video Versus Traditional TV: A Study of An Industry in Its Infancy,” author Kelty Logan claims that the online advertising environment isn’t that different from advertisements on television, for they both offer episodic programs containing commercials. Logan analyzes viewers’ habits by categorizing ritual and instrumental media usage, and the audience’s reactions toward commercials by observing advertising avoidance and intrusiveness. The author discovers that both TV and online viewers wish to be entertained, which counts as a ritual usage. Viewers choose television “for social interaction” and online streaming video(OTV) users, “conversely, were more likely to use the medium for convenience and economics” (279). Yet comparatively, men are more prone to be involved in instrumental media usage like watching the news. Logan also finds that online commercials are more interruptive to viewers compared to TV advertisements, although online commercials are easier to be viewed and harder to escape. While

television remains the dominant media for people to watch shows and advertisements, ad agencies should still take online streaming platforms into account.

In Stuart Cunningham and Jon Silver's (2013) "Online Distribution: A Backbone History," the authors use the industry life cycle to observe the relationship between some Hollywood studios and six main online streaming brands, YouTube, Apple, Amazon, Netflix, and Yahoo!. The cycle includes four parts—pioneering (fragmentation), shakeout, maturity, decline, but for now they identify only three phases in the streaming business, pioneering, first shakeout, and second shakeout. In the first shakeout stage, Hollywood ventured into the online distribution business to profit directly from the long-term commercial potential in the innovative services, and to slow down the piracy. Yet, Hollywood failed to suppress illegal downloading and has been struggling to break into the online streaming market since. The overlapping demographic of movie-goers, Internet and illegal downloading users might have been the cause of the failure. In the second shakeout, Apple was an unstoppable force. Netflix was ready to bring down physical rental stores while the ad-supported free model of Hulu might offer "the elusive answer" to "how can online video be successfully monetized," (27) though the low revenue might be problematic in the long run. Through their analysis of the online distribution's structure, the authors claim that the studios' tenure in traditional Hollywood does not guarantee success in online streaming, while most leading brands streaming are new to screen distribution.

In "The Players, Part Two: Rivals in Online Distribution," Stuart Cunningham and Jon Silver discuss the role that six online video distributors play in the budding media form. Amazon is an active, user-generated platform that is open for users to submit scripts. With its Kindle Fire, Amazon is now the media that offers comprehensive service and a second choice over traditional TV sets. Apple's sale strategy uses iTunes and iPod, iPhone and other devices to gain success in distributing online video content;

however, the authors aver that the device-oriented approach has failed to make much influence on the online TV market. They also anticipate that Facebook will dive into the market to distinguish itself from other social networks. Facebook's experiment with original web series allows users to be incorporated at different times of the episode by showing the users' names or pictures. The authors point out, "whilst no narrative value is added to the series, [the values of] social bragging rights, five seconds of fame [that] might bring among friends watching remains significant" (85). As a portal website, Yahoo! has access to viewers' search tendencies to introduce them to programs that they might enjoy. While Netflix is not afraid of bidding head to head with major cables for the exclusive rights of high quality films, Hulu still represents a major interference the cable networks have over online streaming service.

In *The Business of Media Distribution: Monetizing Film, TV and Video Content*, author Jeff Ulin elaborates on the models of advertisement on online streaming sites. He points out that even though streaming service is on the rise, websites still have a hard time effectively rendering the traffic into profits. While banner ads are the most common on webpages, there are still video commercials. As viewers online have shorter attention spans, the placement of the ads online are more crucial than on TV. Therefore, both the online streaming services and ad agencies are "experimenting to try and ascertain what mix of pre-roll, interstitial, or post-roll advertising optimizes viewing and therefore monetization" (314). Online ads are charged by "cost per thousand eyeball," and now by a new devised pricing method, frequency cap. However, it has become more and more difficult for streaming services to capitalize on commercials since frequency cap does not factor in repeated visits, and the exclusion of some parts of international users. Another challenge for online streaming and advertisement companies is how to best utilize the inventory space, that is, the space for advertisements, without annoying viewers.

In *Streaming and Digital Media*, author Dan Rayburn claims that streaming services can go beyond entertainment and help non-media companies to educate and communicate to the companies' staff, clients and shareholders. He states that "the use of streaming in most cases is not a replacement for other technology or applications, but rather complementary to them" (117). However, just like any other technology, streaming will need time to mature from an independent service to an actual, useful application. With streaming and the related soft wares, users are able to produce and distribute clips and achieve the similar quality or effect like those made with more advanced equipment. One example of the application is in corporate presentation and customer services. Companies can use online streaming services to teach customers how to use and to maintain products and therefore reduce some expenses and create more profits.

In "Does Mobile Television Enhance a New Television Experience?" authors Bram Lievens, Eva Vanhengel, , Jo Pierson, and An Jacobs discuss the role of mobile television in the face of traditional television sets. They designed an experiment in which they gave the subjects a cellphone equipped with a mobile television and a mobile television signal receiver for the subjects to set up on their laptops. They conclude from the experiment that mobile television is unlikely to replace traditional TV as people only use mobile television as "snack TV" to kill waiting time, and as "wallpaper" to other activities they are engaged in. Watching TV programs on mobile devices is also an individual activity. The rare cases where people use mobile television to watch shows for a long period of time is when TV is nowhere to be found in their neighborhoods; thus mobile television becomes a substitution for traditional TV sets. However Lievens, Vanhengel, Pierson and Jacobs point out that "mobile television is not a television experience," meaning that mobile TV cannot provide the relaxation and viewing quality a conventional TV can (87). They conclude

that for mobile television to become mainstream, apart from the improvements on technical problems, people need to change their attitudes from seeing mobile television as a part of your TV watching habit and a key-in function of your mobiles, instead of an extension application of your mobiles.

Apart from studying existing literature, another method used in this paper is conducting a survey by distributing online questionnaires. The surveys targets college students in North America since legal online streaming is more common there compared to Taiwan. This questionnaire investigates the subjects' habits in both television watching and online streaming, and their attitudes toward commercials in both media. To reach out to foreigners and for easier compilation, the questionnaire is distributed online.

The overall results of the questionnaire show the anticipated conclusion of the paper that college students in North America prefer online streaming over traditional television sets. Although people enjoy online streaming, but the fondness does not go so far as to phase out TV sets completely. The research done for this paper relied on 29 subjects. 18 of my research subjects are female, while the remaining 11 are male. Most of them are college students ranging from 20-24 years old, with the exception of 5 who are under 20, and 5 who are between 25-29. All 19 of them have heard of online streaming, and among them 26 have online streamed before, which is the exact same number of people who prefer online streaming over traditional television sets. As for the streaming websites my subjects turn to, over half of them choose YouTube. The reasons why it comes out on top are the easy access, free account, and the offering of a platform for everyone with Internet to upload clips. As Cunningham and Silver point out, YouTube is an "ad-supported business model providing free user-generated content (UCG) that propelled it to become the most popular video site on the Internet" (Cunningham 25). Netflix comes in next with one third of the vote,

because of the “ubiquitous accessibility to the service via the Netflix app which is either embedded in or available for download” on various mobile devices. The groundbreaking service for viewers to binge-watch an entire season of a show is also another reason Netflix’s success (Cunningham 90).

As the Nielson poll cited in Jones’s article suggests that the average Americans spends over 5 hours watching programs on TV and online in total. The research results supports this claim if the author adds the time the subjects spend on TV and online. However, the Nielson poll suggests that the hours for TV and online viewing are proximately divided in half, and the author’s survey shows that the subjects spend a significant more amount of time online than on TV. Roughly 50% of the subjects spend 1-3 hours online and under 1 hour on television. In addition, only 6 of the respondents watch more TV than videos online. What one can detect from this pattern is that online streaming has started to encroach on the time people spend watching TV. In terms of the content the subjects view, it is basically the same for both media as most subjects watch television series on TV and on streaming websites.

When asked what shows the subjects watch most frequently on television, 44.8% of them choose television series. 55.2% of the subjects claims that they mostly watch television series online as well. From this, one may presume that as the respondents watch the same programs on both television and online, they don’t explore new content on online streaming services. Consequently, instead of watching new programs online, audience uses online streaming for makeup or catchup watching only when unable to follow the cable networks’ schedules.

Other important findings include that the number of subjects who watch movies and sports on television are the same, and take up a total of 34% of those surveyed. Interestingly, the number of the subjects who watch movies and variety shows are also the same, occupying 38% of the subjects. What the research reveals by comparing the

patterns between the two media is that there is a decline in subjects' viewing of sports and news (see fig. 1 and fig. 2). The assumption of the decreasing audience watching sports is that sports events emphasize the instantaneity of live broadcast; thus, few will turn to online streaming sites to watch a ball game for example. Although there is only one person who mostly watches news on TV, that number drops to zero for online streaming. All this data suggests that online streaming is mainly entertainment-oriented. The more informative and instant function of television is still irreplaceable.

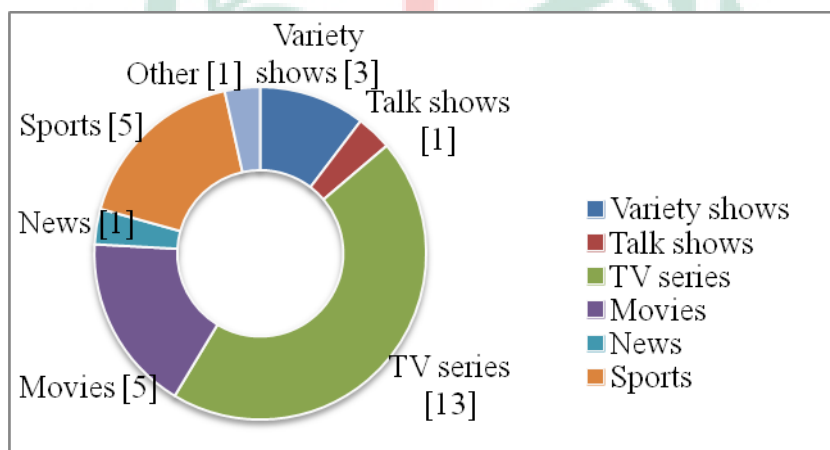


Fig. 1 What type of programs do you watch most frequently?

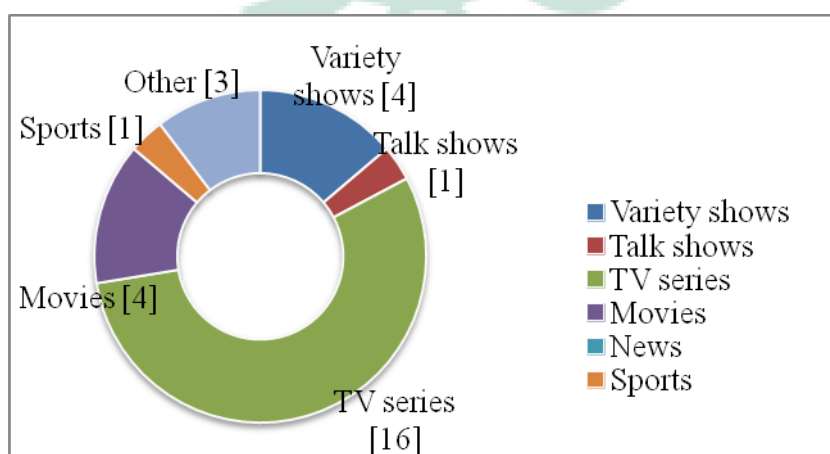


Fig. 2 What type of programs do you stream most frequently?

The initial hypothesis is that commercials drive people away from television sets and to online streaming, however, the research results oppose my assumption. As

the author anticipated, almost 60% of the subjects surveyed found television commercials intrusive. As Logan states “young adults (18 to 34) are most likely to avoid advertising” and “nearly 50% of them changed the channel when commercials aired,” 10 subjects opt to switch to other networks before what they were watching comes back (Logan 277). However, as 17 subjects find commercials intrusive, only 6 among them admit that the ads are what push them to online streaming websites. The findings illustrate that advertising online is as disruptive as it is on television, with almost 55% of the subjects surveyed agreeing to this statement. The alternative most subjects adopt to avoid the disruption, both television and online viewers, is to distract themselves from the advertisements by taking bathroom breaks or browsing on their phones. When further asked whether or not they will gradually phase out traditional television viewing in favor of online streaming, up to 20 subjects surveyed disagree (see fig. 3). Since the subjects have the same reaction toward online and TV ads, and the subjects feel a similar level of annoyance by both, one may conclude that commercials do not pose a major threat to conventional television sets.

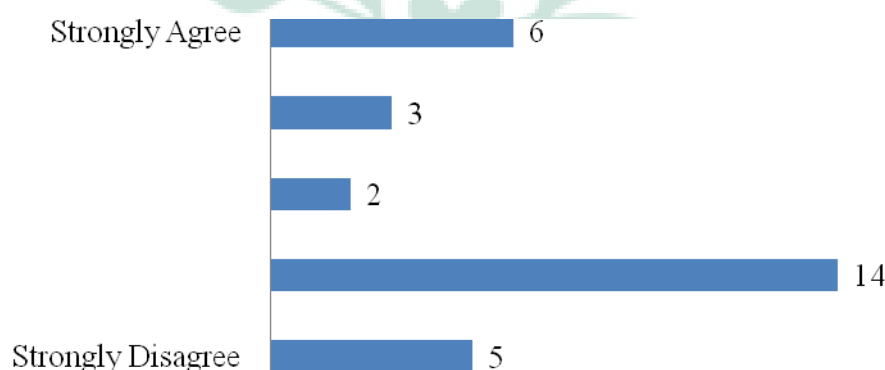


Fig. 3 Will you gradually phase out television viewing in favor of online streaming?

Then what is the key factor that urges audiences to abandon watching TVs? In the open question to why the subjects prefer online streaming over television, advertising-free is only mentioned 6 times in the answers. Even fewer people consider

the fact that online streaming is cheaper, because the viewer only has to pay for the Internet, not the cable. What matters most to the subjects surveyed are “availability” and “convenience,” the two words the subjects use the most. Availability means the access to shows that are not currently on air on TV. Viewers get to choose shows that aired yesterday, last month, or even a decade ago. Convenience, however, has more than one definition. 5 out of the 10 subjects mention that convenience is about the ease of scheduling. Online streaming provides the comfort of not having to work around the network programming, users can just go online and arrange their own schedules for watching programs. 4 respondents mention mobility. One of the respondents says the “laptop is obviously easier to carry than TV.” The questionnaire also asks what the viewers take into consideration when choosing between the two media, and 26 respondents check the convenience box, while 11 mobility. However, 7 more, that is 11 people, takes costs into consideration when opting for television or online streaming.

The research results discredit my original hypothesis that advertisement will be the fatal flow that edges out television. Television provides instant information that entertainment-orientated online streaming cannot. Viewers find television ads intrusive, and feel the same for online ads. Television and online streaming shares similar advertising environment. Therefore, viewers would neither steer away nor phase out watching programs on traditional television sets. Although research results show a certain degree of the connection between advertising and the rise of online streaming, the major cause people turning to their laptops instead of staying in front of the TV is the flexibility of schedule, mobility, and the wide range of selection of programs.

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Appendix A: Online Questionnaire

Advertisements and College Students' Viewing Habits Questionnaire

This questionnaire aims to understand how advertisements change college students' television and online viewing habits. All responses will be used for this research project only and will be held confidential by the researcher. The final report will cite the results and answers anonymously. Thank you for your time and your cooperation.

Description of the sample for this survey:

The questionnaire will be distributed to college students in the U.S. It is expected that at least 50 subjects will respond to the questionnaire.

I. Personal Information

1. Age Under 20 20-24 25-29
2. Gender Female Male
3. Have you heard of online streaming? Yes No
4. Have you streamed online before? Yes No
5. Do you prefer online streaming or watching TV? Online streaming TV
 Netflix Hulu Amazon
6. Which streaming sites do you use? Yahoo iTunes YouTube
 Other _____

II. TV Watching Habits

1. On average, how many hours do you spend watching TV per day?
 - Under 1 hr 1-3 4-6 7-9
 - Over 10 hrs
2. What type of programs do you watch most frequently?
 - Variety Talk Shows Series
 - Movies News Sports
 - Reality Shows Other _____
3. What do you usually do when the program is on a commercial break?
 - Stay tuned Change channels
 - Do other things until the program comes back

III. Streaming Habit

1. How old were you when you started online streaming?
 - Before 18 18-20 21-25
 - 26-30
2. Which device do you most frequently use for streaming?
 - Tablet Smartphone Laptop
 - Computer
3. On average, how many hours do you spend on online streaming per day?
 - Under 1 hr 1-3 4-6 7-9
 - Over 10 hrs

4. What type of programs do you stream most frequently?

- Variety Talk Shows Series
- Movies News Sports
- Reality Shows Other _____

5. What do you usually do when advertisements turn up while streaming?

- Watch these through Fast forward
- Do other things until it finishes
- Stop watching

IV. Advertisement and Viewing

1 Strongly agree → 5 Strongly Disagree

1. Do commercial placements interrupt your viewing experiences?

1 2 3 4 5

-

2. Do TV commercial placements drive you toward online streaming?

-

3. Advertisements on streaming websites are as disruptive as commercial placements on TV

-



4. Do you think you will gradually phase out television viewing in favor of online streaming?
5. What are other reasons that would make you prefer online streaming over traditional television schedules) Price Mobility Variety Convenience (don't have to follow Screen Size

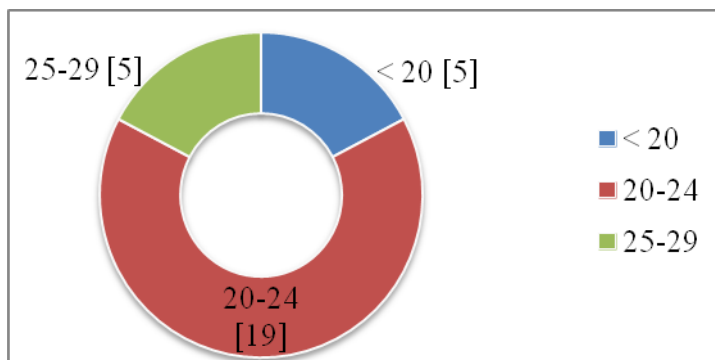
Thank you for your cooperation



Appendix B: Diagrams

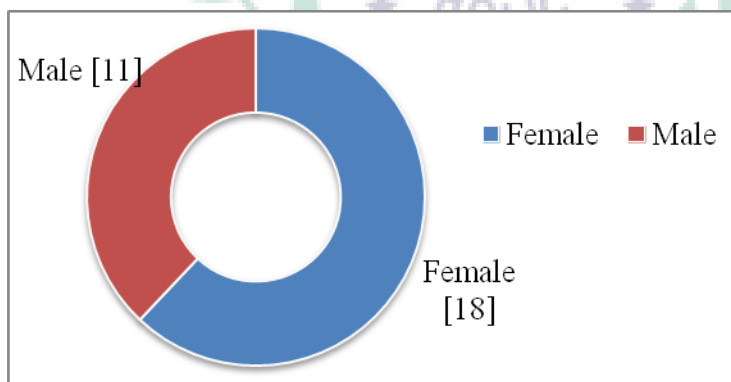
I. Personal Information

1. Age



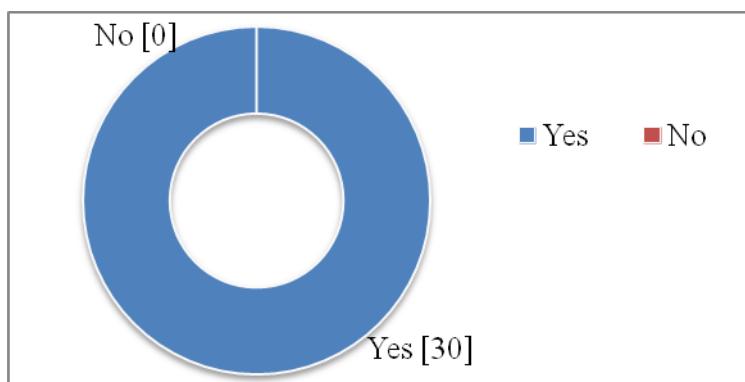
29 North Americans filled out this questionnaire. 19 of them are aged 20-24, while 5 of them are under 20, and 25- 29 years old, respectively.

2. Gender



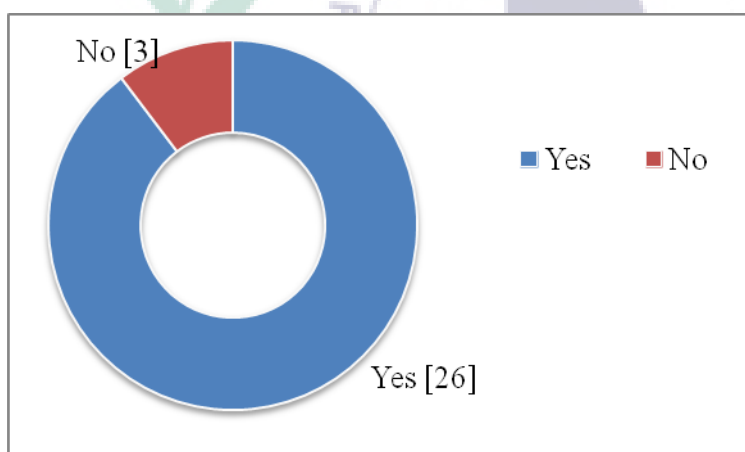
18 out of 29 of the subjects are female while 11 are male.

3. Have you heard of online streaming?



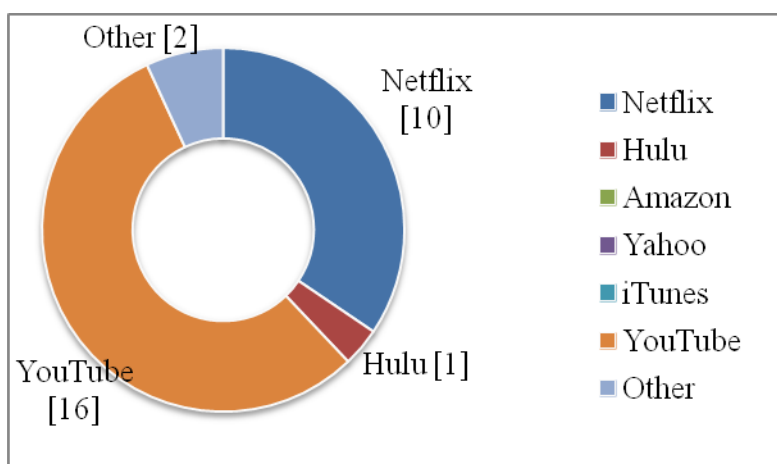
All of the subjects are aware of online streaming services.

4. Have you streamed online before?



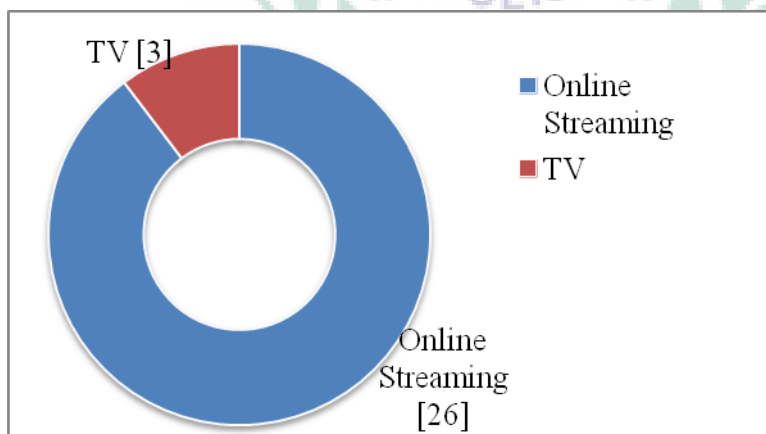
As 89.7% of the subjects have streamed online before, still a small percentage, 10.3%, of them who have not accessed online streaming.

5. Which streaming sites do you use?



Most subjects use YouTube most frequently when they watch videos online since it is the most accessible. Netflix comes in next. The subjects barely use other streaming platforms.

6. Do you prefer online streaming or TV?



Most of the subjects surveyed prefer online streaming over television; however, there are still 3 rooting for traditional TVs.

7. Why?

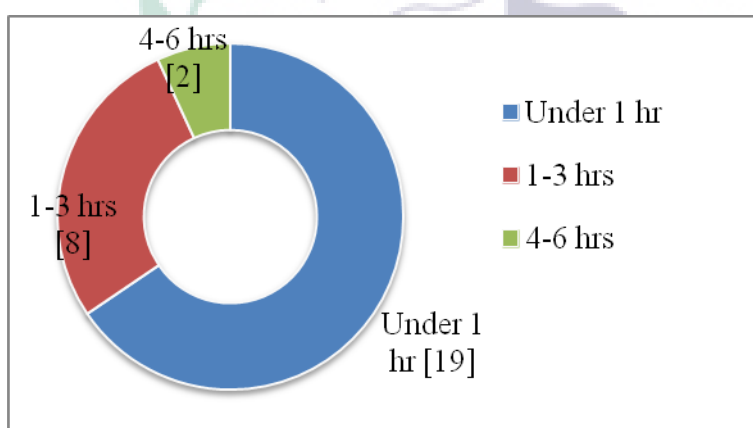
- Online Streaming. Only because with my work schedule, it is hard for me to catch the shows I want to watch. Maybe if I had a better routine, but as of right now that is not the case.
- More convenient since I do not own a TV in college. This way I don't have to worry about finding a TV to use on campus.
- Convenience, availability, demand.
- Convenience.
- I don't have a TV.
- Don't have to watch commercials when I stream online, I like the convenience of watching on my laptop.
- You can search for what you want to watch, and you can watch it at any time without any advertisements.
- More convenient (laptop is obviously easier to carry than TV).
- Because online streaming offers more flexibility to fit my schedule. I can watch my shows whenever and wherever I want to!
- I get to watch programs that are not available on TV and do not have to work my schedule around television programming.
- What else? It's the future!!
- Because there are no commercials.
- TV has too many commercials, using online streaming doesn't require paying TV cable.
- I am not familiar with U.S. TV shows.
- I am able to watch series anytime I want.
- More convenient.
- It's more convenient and less expensive.
- [TV is] clearer, [has] no lag and [has a] larger display. I'd rather sit on my couch for an extended period of time than sit in my chair.
- Convenient
- More options to watch on TV.
- I can watch what I want rather than what's on.
- I don't have a TV in my place.
- No advertisements More accessible.
- Online streaming has more options! Sometimes the TV doesn't have what I want to watch and with the TV, there are many more annoying ads.
- I can watch nearly whatever I want whenever and wherever I want.

- It's a lot more convenient and that way you only have to pay for internet and not cable
- Convenient.
- I don't watch much of anything anyways.

Most subjects prefer online streaming for its convenience in terms of schedule flexibility and mobility. Availability is also a key. Commercial free and cost are less concerning for the subjects. For those who prefer TVs, the reason is the comfort of sitting on a couch, the bigger screen size, and the better visual quality.

II. TV Watching Habits

1. On average, how many hours do you spend watching TV per day?

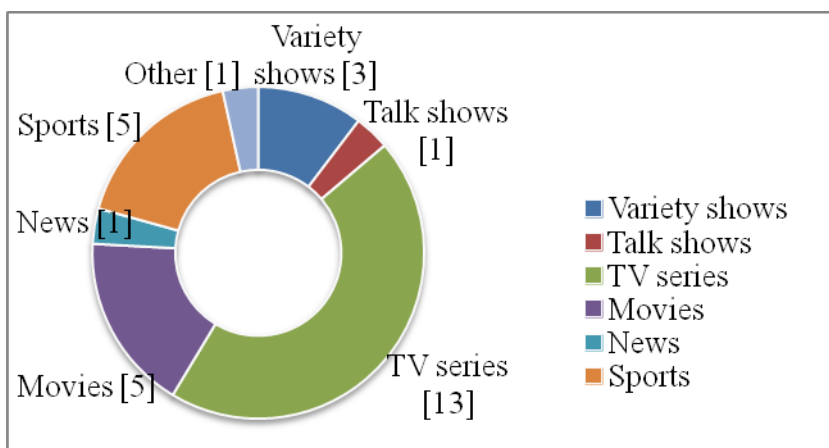


Over 60% of the subjects spend less than 1 hour per day in front of a television set.

27% of them watch TV for 1-3 hours daily, and 7% of them watch 4-6 hours of

TV everyday.

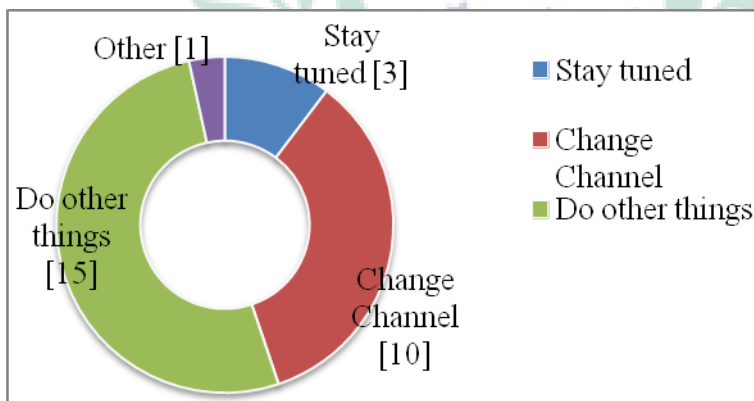
2. What type of programs do you watch most frequently?



Most subjects, 10% of them, watch TV series on television sets, while movies and sports share the same 5% of the votes. 3% of the subjects watch variety shows.

Talk shows and news, and other programs has 3% respectively.

3. What do you usually do when the program is on a commercial break?



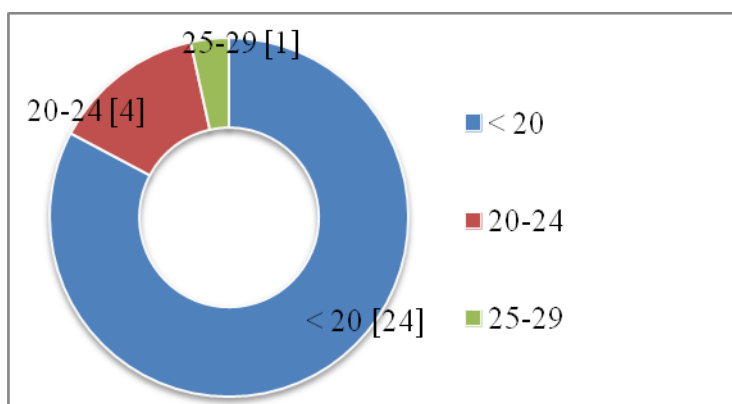
50% of the subjects surveyed choose to do other things before the commercials

finish, and 34% to change the channel. Fewer decide to stay tuned for the program

to come back.

III. Streaming Habits

1. How old were you when you started online streaming?



Most of the subjects surveyed started online streaming before they were 20 years old. 4 started in their early 20s, and only 1 began online streaming well into his or her late 20s.

2. What made you turn to online streaming in the first place?

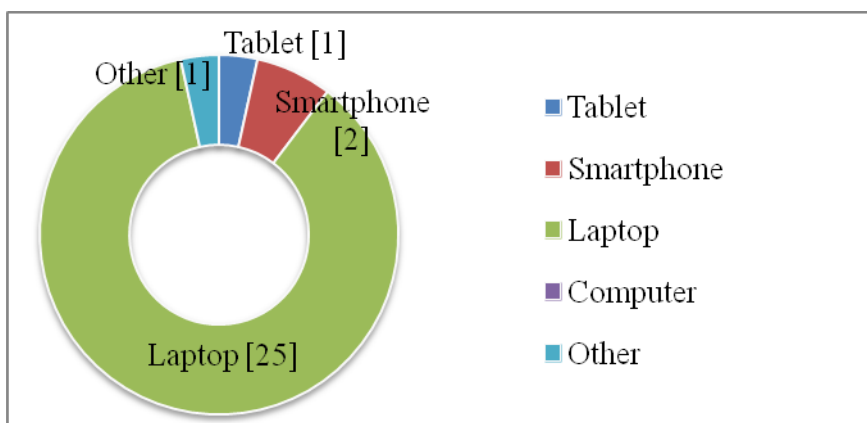
- Bored of TV. Convenience.
- I started online streaming when I purchased a laptop about a year ago. Many of my friends told me that online streaming was easier and so I decided to give it a try, and I actually liked it.
- I don't have a TV in my room so it was more convenient to use online streaming. No more ads! No more ads!
- The ease of access.
- Able to watch series not currently on TV.
- Interest in what is available.
-
- Watching games.
- Easier and more efficient.
- I heard about it from friends.
- Usually used online streaming when I was unable to watch the TV airing.
- The convenience and also to avoid fighting with my family for the show I want to watch.

Wa

- Convenience, and the wide variety of choices (with TV, I am bound by the program schedule, whereas for online streaming, I could search for the things I'd like to watch).
- Watching sports.
- A show I wanted to watch was not on TV and I think it was getting ready to start its 2nd or 3rd season and I really wanted to watch it and online streaming made it possible. Without having to pay a lot for the season on DVD/ blue ray.
- Some shows were unavailable on TV. I missed a show and watched it online (YouTube).
- I wanted to watch TV shows that didn't show anymore.
- More convenient.
- When I got my first MacBook.
- Because it was quicker and had more options and had no commercials.
- The time is flexible. I can watch my show whenever I prefer.
- Keeping with the times.
- Easier.
- Convenience.
- Wanting to watch a show that's not available on TV in my country.
- I had to get a Netflix account to watch movies required by my college course.

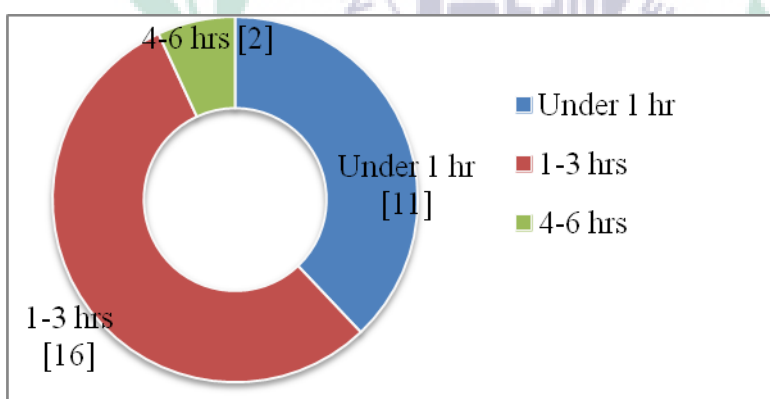
Most subjects surveyed started online streaming for the same reasons they keep using it: the availability, the flexibility of scheduling, and the mobility. However, some started online streaming because they want to keep up with trends or out of curiosity.

1. Which device do you most frequently use for streaming?



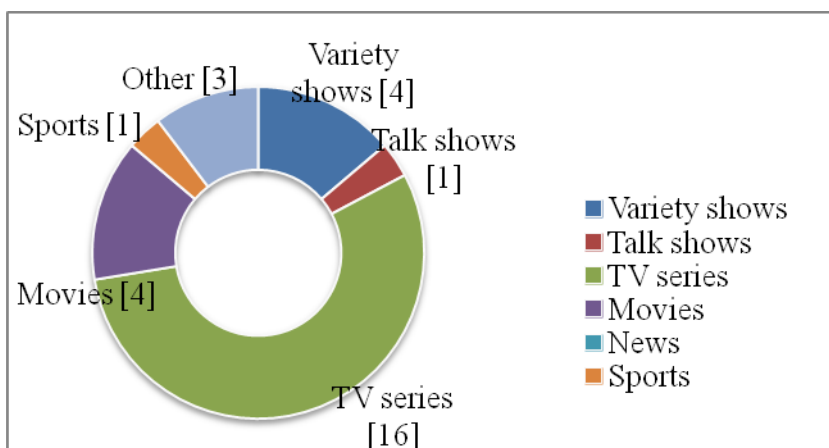
Almost all the subjects use their laptops to stream, while 2 use smartphone 1 uses a tablet. No one uses a desk computer for streaming.

2. On average, how many hours do you spend on online streaming per day?



Over 55% of the subjects surveyed spend 1-3 hours on online streaming, while almost 40% spend less than an hour. 7% watch more than 4 hours of online streaming content.

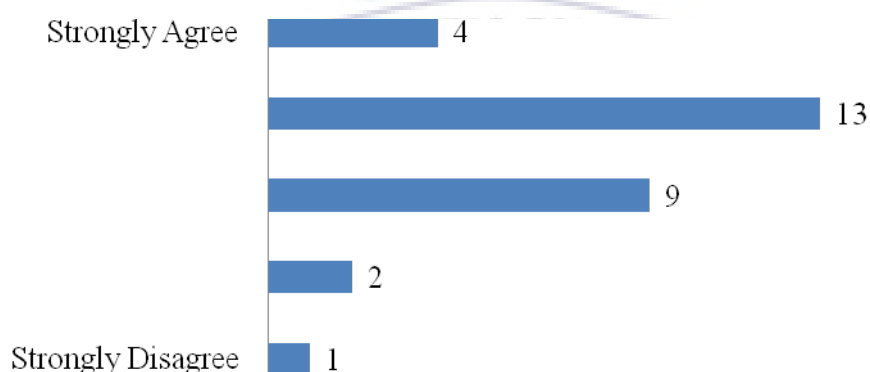
3. What type of programs do you stream most frequently?



Over half of the subjects surveyed stream television series online, while 4 of the respondents watch movies and variety shows. Sports and talk shows have the same small amount of viewers. News has zero viewers.

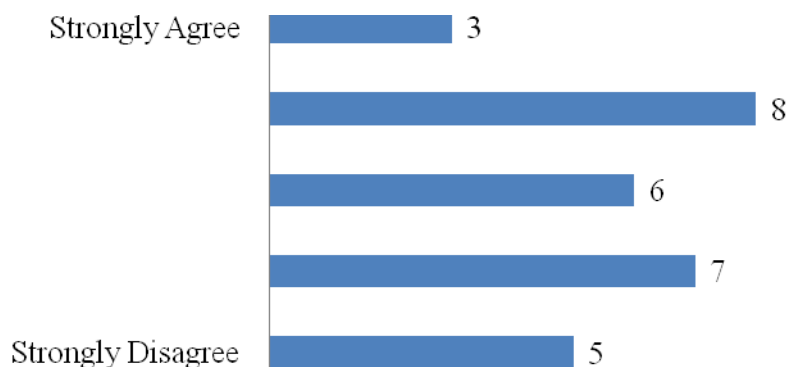
IV. Advertisement and Viewing

1. Do commercial placements interrupt your viewing experiences?



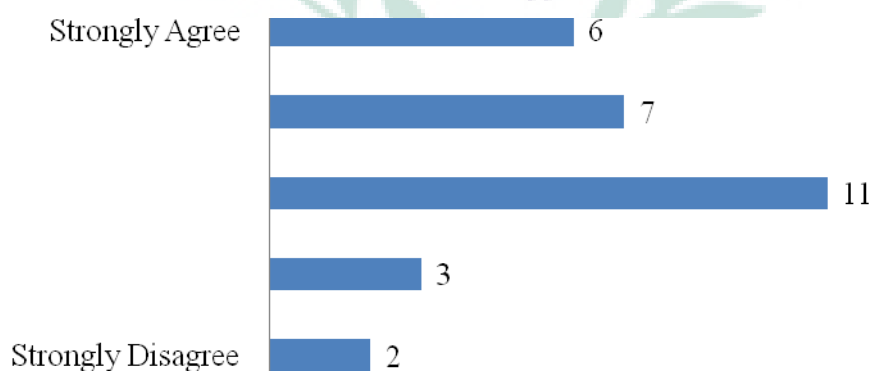
58.6% of the subjects surveyed agree that commercials are intrusive, while 30% remain neutral and 10% disagree.

2. Do TV commercial placements drive you toward online streaming?



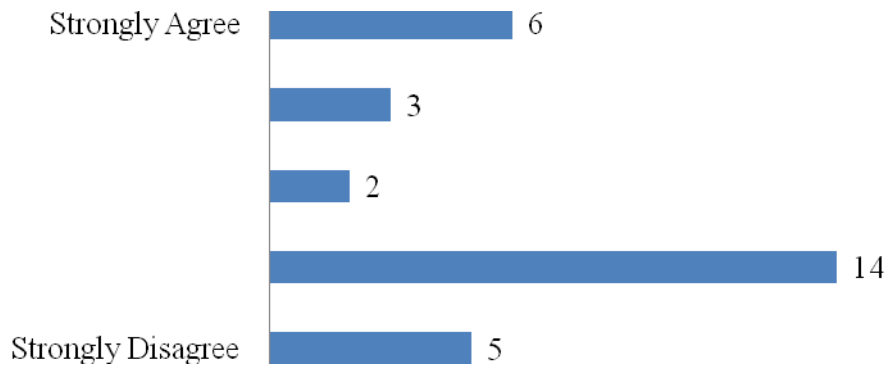
11 subjects agree that commercials drive them to online streaming, while 12 disagree. 6 hold a neutral ground about this issue.

3. Are advertisements on streaming websites as disruptive as commercial placements on TV?



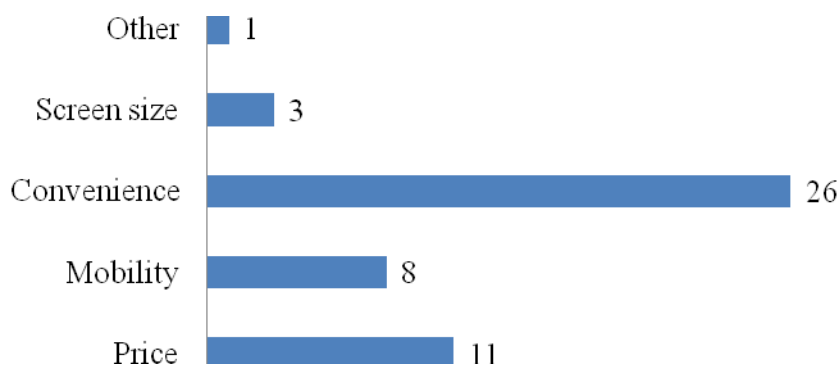
45% of the subjects surveyed agree that commercials online and on TV are equally annoying, while 17% disagree.

4. Do you think you will gradually phase out television viewing in favor of online streaming?



Almost 70% of the subjects surveyed disagree that they will substitute online streaming for television sets, and only 26% agree that they will.

6. What are other reasons that would make you prefer online streaming over traditional television



Almost all the subjects surveyed agree that convenience is what they take into consideration when choosing between online streaming and televisions. However, mobility and cost also play significant roles with 28% and 38% of the subjects' votes respectively.