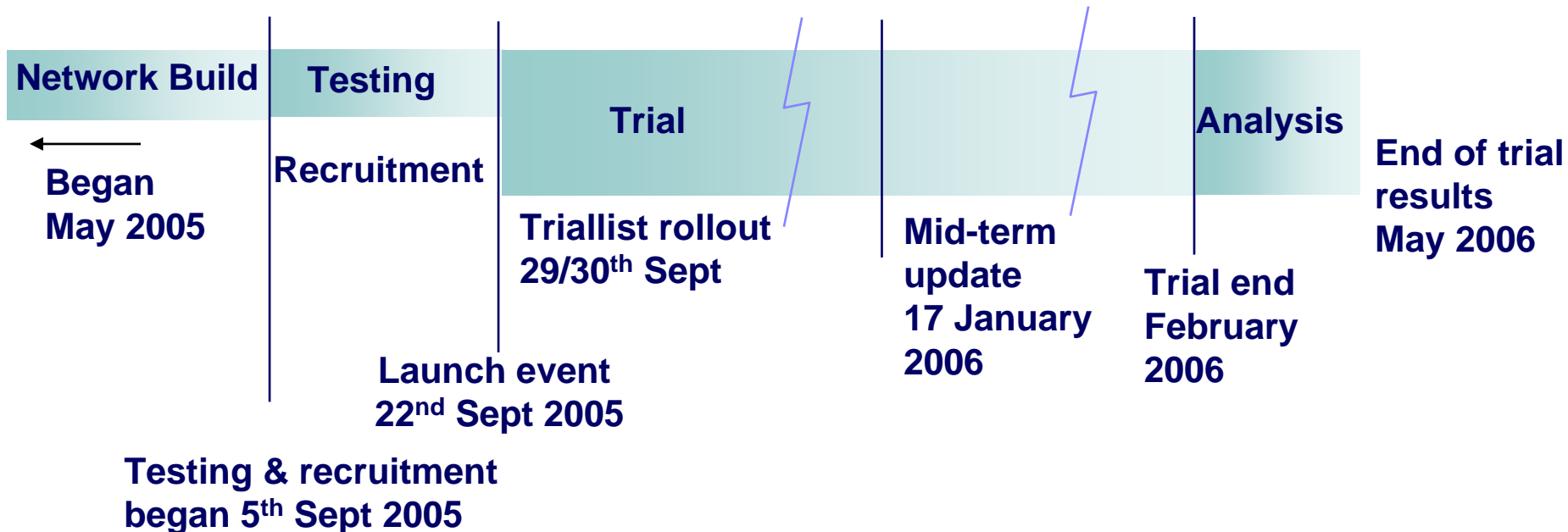


# Participating channels



# Trial Timeline



# Trial Methodology

## 375 Triallists all O2 Customers:

- Even mix of Post-Pay and Pre-Pay customers
- Age range 18-44
- Income range from less than £20k to £35k plus

## Mix of Qualitative and Quantitative Methods:

- Monthly Telephone Questionnaires
- Daily Diaries
- Focus Groups/Super-Consumer Groups

**to build on overall Mobile TV knowledge base**



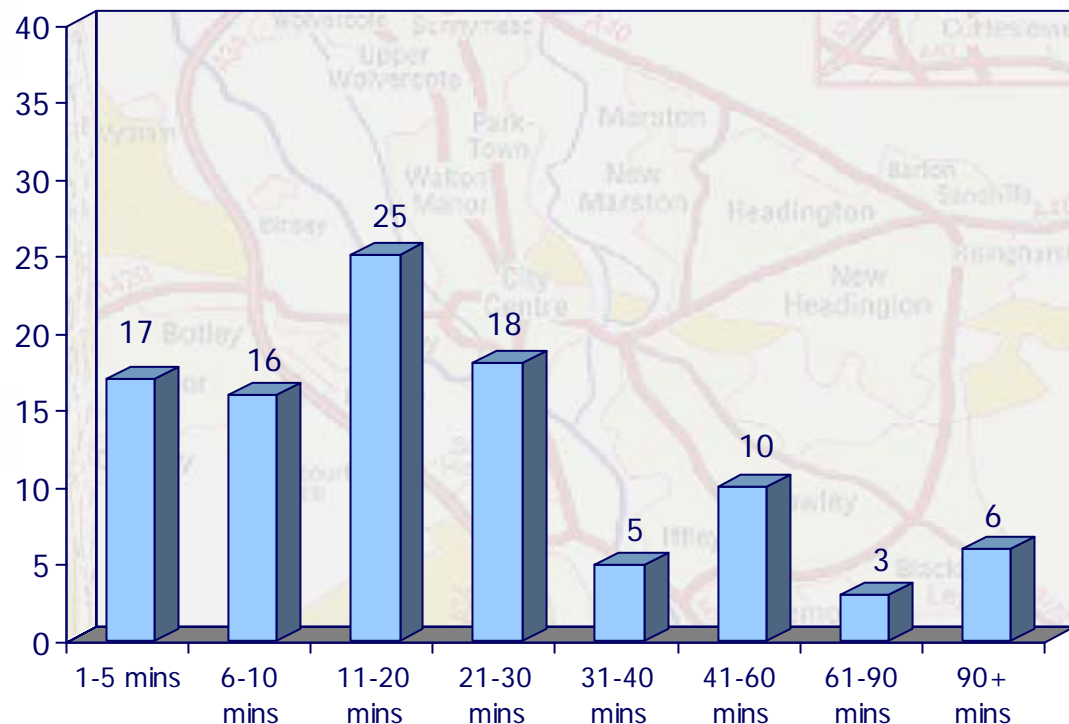
# Usage Levels – How Much (%)

## Weekly Viewing

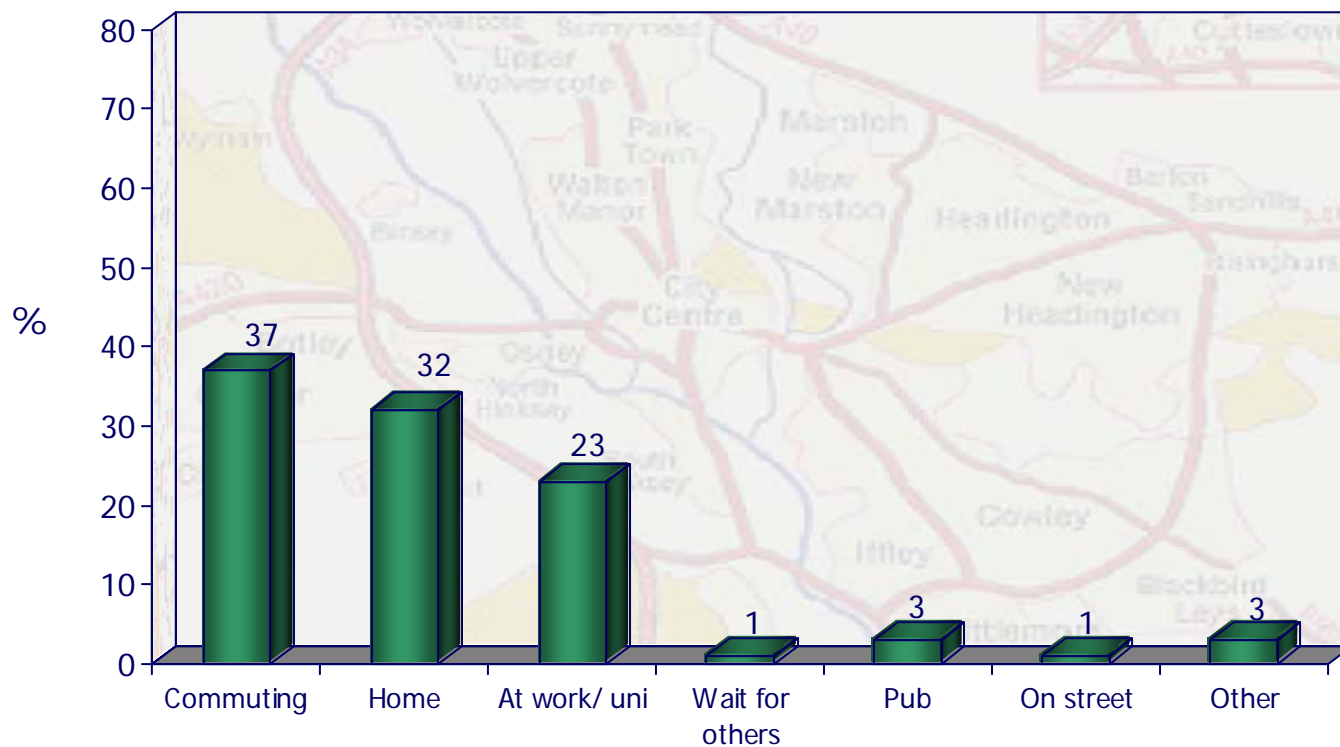
- Over 3 hours per week early in the trial
- Rising to over 4 hours per week

## Viewing Durations

- Average 24 minutes per session
- Wide range of viewing durations
- Includes short and long-form programmes



# Usage Levels – Where (%)

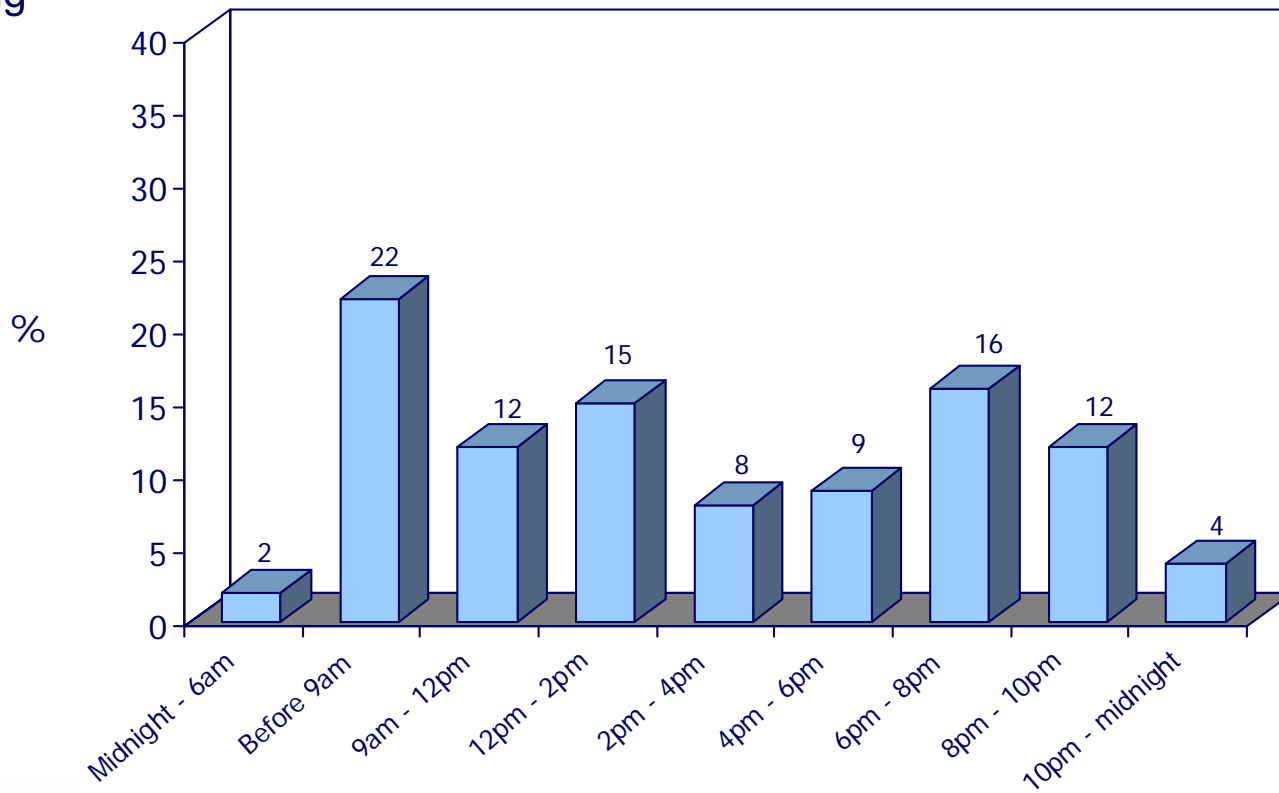


\*Q Where do you use the service most often (%)?

# Usage Levels – Time of Day (%)

## Viewing Peaks

- Breakfast/Morning Commute
- Lunchtime
- Early Evening



\*Q When do you use the service most often?

# Category Champions (%)

## 16 channel line-up

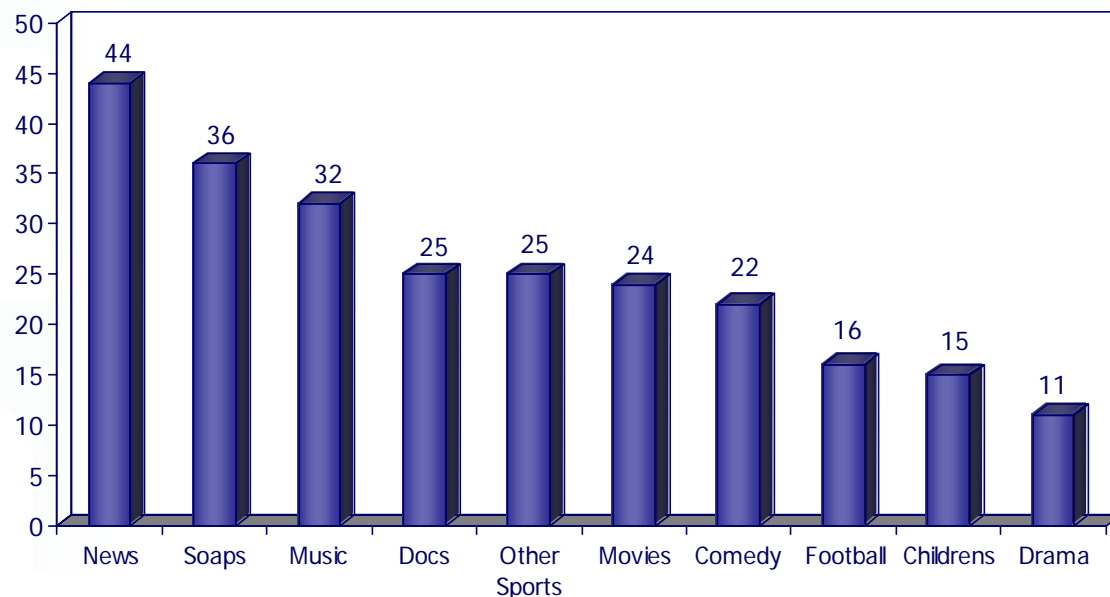
- Proved very popular
- A wide range of channels is wanted

## Channel Branding Important

- 'Made for Mobile' content needs more development

## Most Popular Genres

- News, Soaps, Music, Docs, Sports
- Lunch break - favourite daytime soaps



\*Q What type of programmes are suitable for Mobile TV?



# Other Feedback

## High Satisfaction Levels

- 85% satisfied or better with the service

## Satisfaction Drivers

- Choice of channels
- High Picture and Sound Quality
- Electronic Services Guide (ESG)



## High Take-up Intentions

- 72% of triallists would take up service within 12 months [57% within 6 months] at an acceptable price
- This demonstrates that the majority of triallists are prepared to pay for a service

## Overall TV watching

- 40% of triallists watched more TV in total, averaging 44 minutes of extra TV viewing per week

# Other Feedback

## Consumers also interested in:

- Other forms of TV content e.g. Video on demand, Catch-up TV
- PVR type functionality
- Interactive services
- Web links to broadcaster/other content
- Digital radio channels



## Number of Channels

- 16 channels is felt to be adequate choice