



Mobile Phone Video Diaries: Understanding Mobile Video Usage

**November 2012** 

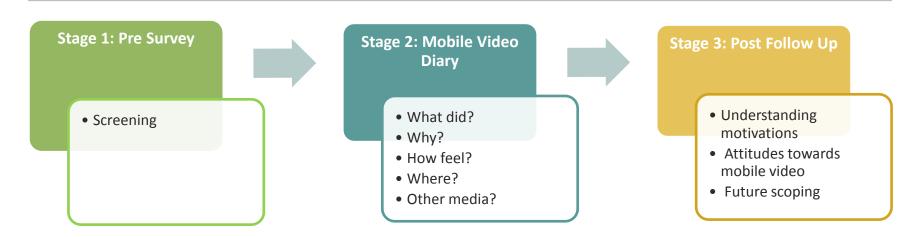
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**Methodology and Sample** 

#### Methodology



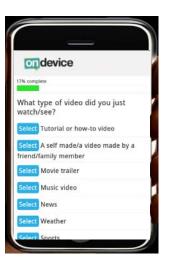
- Using our US panel, we contacted 200 respondents, who opted in to take part in a 3 stage diary project, lasting a total of 2 weeks.
- All respondents recruited owned either a Smartphone or Feature phone. The focus of the report was on mobile phone based video usage, excluding tablet based video usage.
- <u>Stage 1:</u> Respondents were pre screened on demographics and mobile video behaviour to ensure the sample gathered was relevant and responsive.
- Stage 2: The successful 200 pre screened respondents were tasked using their mobile to check in, over a period of 1 week, whenever they used mobile video.
- <u>Stage 3:</u> All respondents then completed a follow up survey, which covered a range of topics from factors behind mobile video usage, attitudes towards mobile video advertising and how they would like mobile video progress in the future.
- Each respondent earned \$10 for taking part



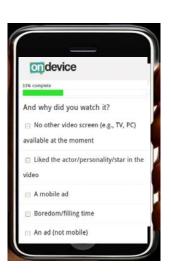
#### The Mechanic is Simple

- 1. Mobile owners click a web link (looks like an app icon), or bookmark once they encounter/use mobile video.
- 2. They then simply select which type of video genre they have just encountered/used, and tell us the reasons behind this.

#### What Video?



Why watched?



Time spent, how watch?



Where were you?



Using other media?







#### **Top 5 Mobile Phone Video Take Homes**

#1 Viral video! - 92% of mobile phone consumers share mobile video with others

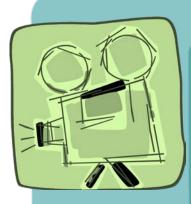
#2 It's an everyday event! – mobile phone consumers use mobile video throughout the entire day, the whole week

#3 63% of usage occurs at home, and for some, occurs with the presence of a 2<sup>nd</sup> screen – TV

#4 Relevance is key to drive engagement with advertising within the video format.

#5 Better download speeds, free and better quality video content are the challenges from consumers

## **Mobile Phone Consumers** and **Mobile Video**



#### "The viral power of video!"

Mobile video offers mobile phone consumers the chance to truly engage as social creatures

Of mobile phone video users 66% spend 1 hour plus per week watching video.

For this sub group they are more likely to watch video 1 hour plus per week than they are to use email for this long!

Music, Movie trailers and Tutorials are the most frequently used video formats.

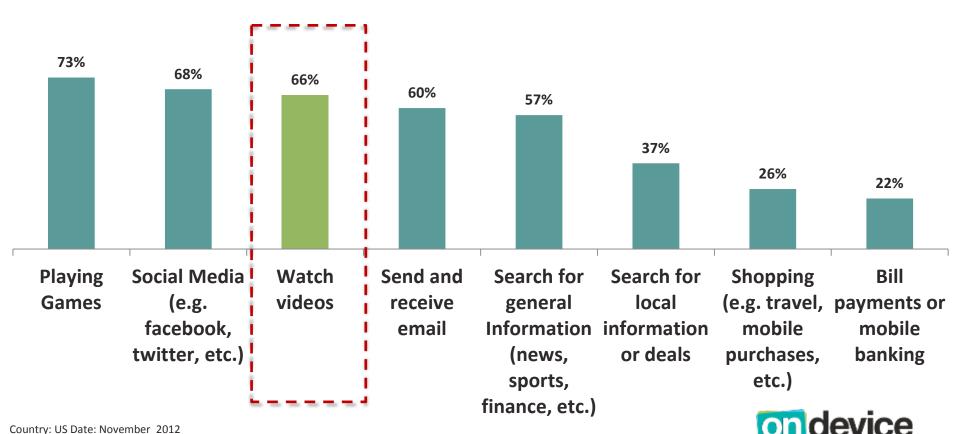
92% share mobile video with others, with social networks and sharing via showing on device the most popular methods



### 66% of mobile phone video users, use mobile video for an hour plus each week

Q9 Pre: In the past week, approximately how much time did you spend on your mobile doing the following

Conducting the following activities for 1 hour plus each week.....

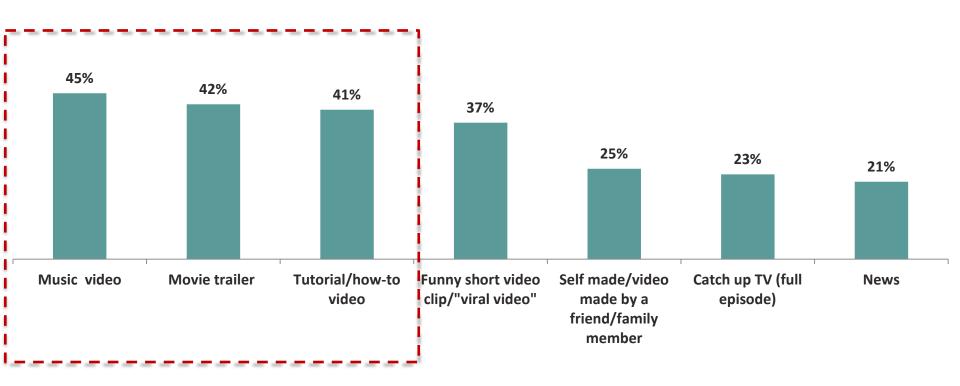


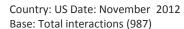
Base: Total sample (200)

Significantly higher/lower. Tested at 95% confidence interval.

## Music, movie trailers and tutorials are the most frequently encountered mobile phone video genres

Q1 Diary: What type of video did you just watch/see?

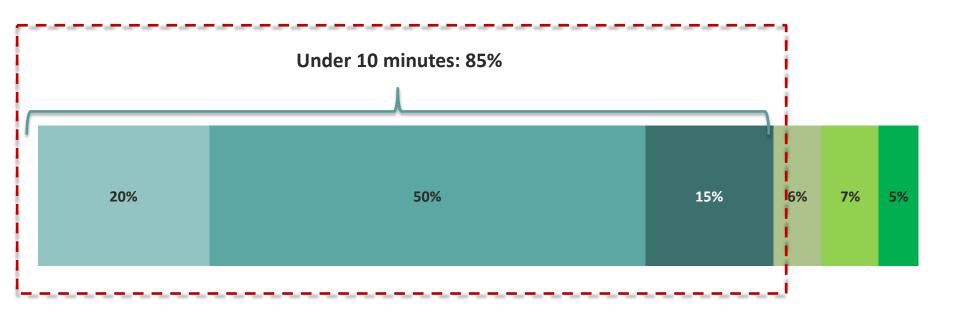






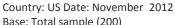
#### Mobile phone consumers favor short sub 10 minute clips

Q1 Post: Thinking about the types of mobile videos you watch, how long are the video clips you watch on average?



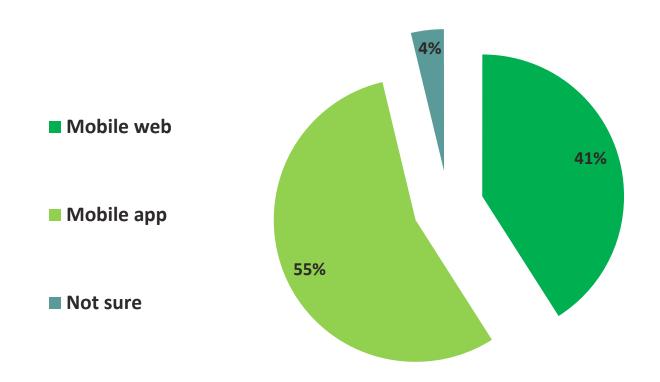
■ 0 to 2 minutes ■ 3 to 5 minutes ■ 6 to 9 minutes ■ 10 to 15 minutes ■ 16 to 30 minutes ■ Longer than 30 minutes





#### 55% of videos are watched via apps, 41% via the mobile web

Q4 Diary: Were you using a mobile app, or the mobile web when you watched the video?



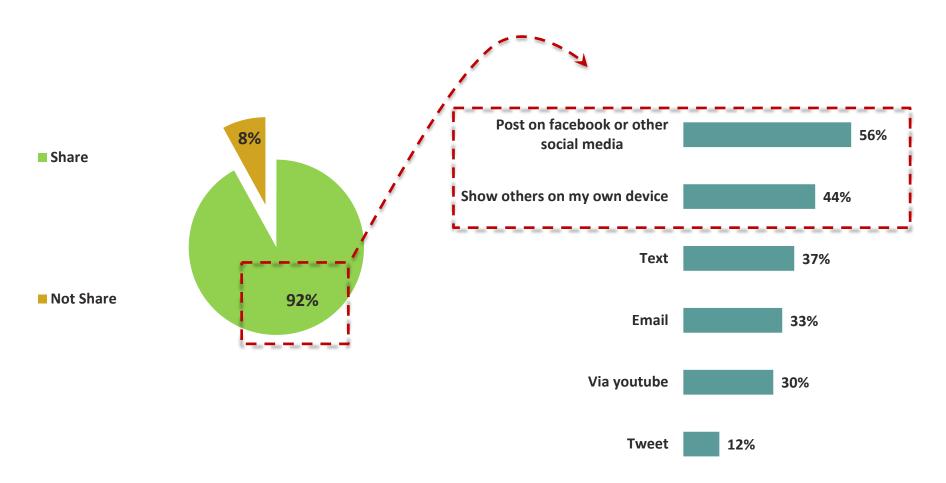






## 92% of mobile phone consumers share mobile video content with others, with social networks and showing others the most preferred methods

Q6 Post: And how do you share video content you watch on your mobile/smartphone with others?

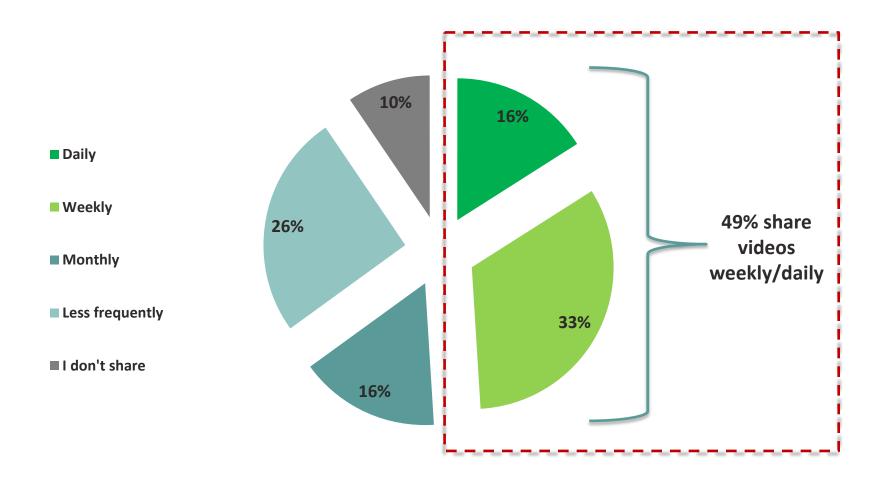




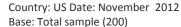


## With 49% of mobile phone consumers sharing video content weekly with others

Q7 Post :And how often do you share video content with others?



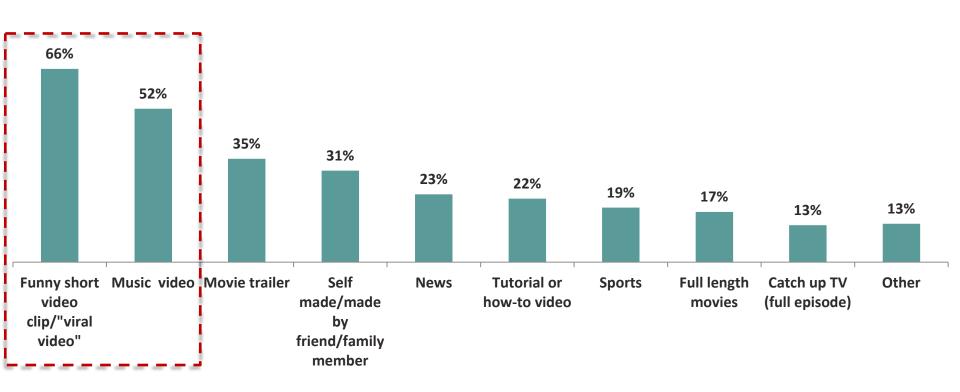


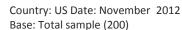




## Humorous short clips and music videos are the most likely genres to be shared

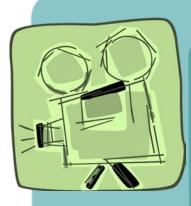
**Q8 Post**: And what type of videos do you share with others?







Day in the life of a Mobile Phone Video User



#### "Video watching all day!"

Mobile video usage builds throughout the entire day. Starting in the early morning and growing throughout the day until its peak in the late evening.

Currently, mobile video is viewed more during the week than at weekends

Mobile video viewing not only a gap filler, but something consumers planned to do, and a reaction to others suggestions.

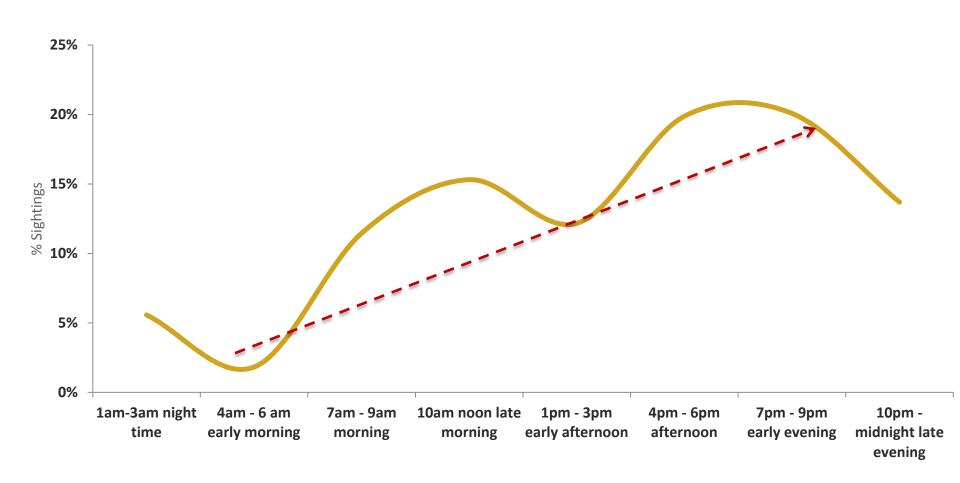
63% of usage occurs at home, with the front room/lounge and bedroom the most popular rooms.

22% of those using other media while watching mobile video were watching TV.



#### Mobile Phone Video usage grows throughout the day, peaking in the evening

**Q1 Diary:** Mobile Video Usage



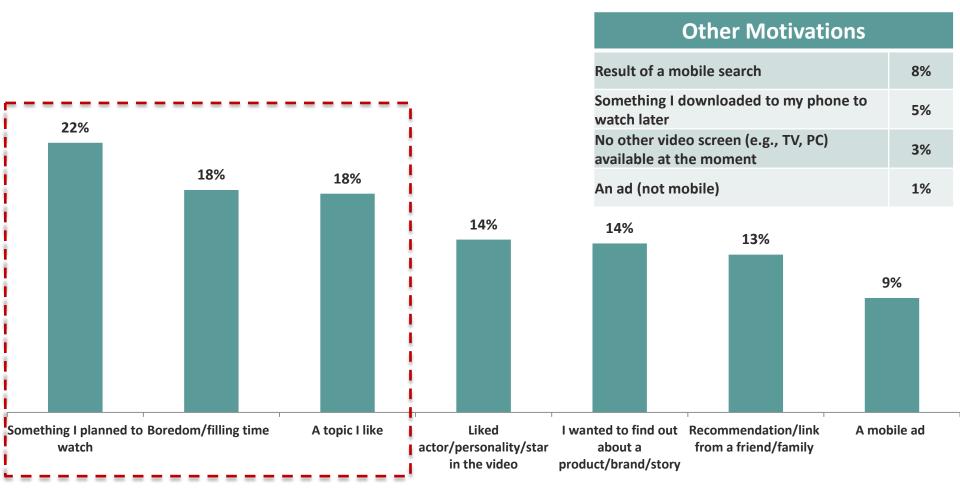


Country: US Date: November 2012



## Planned to watch, boredom and 'A topic I like' are the key motivations behind watching mobile videos.

Q2 Diary: And why did you watch it?







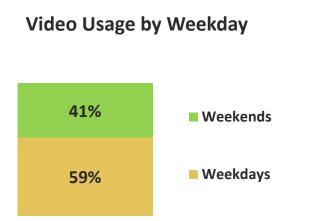


#### Usage of mobile video occurs more during on weekdays. Music and funny short clips are viewed throughout the week.

Q1 Diary: Mobile Video Usage



4.93 The average number of check ins over a fortnight

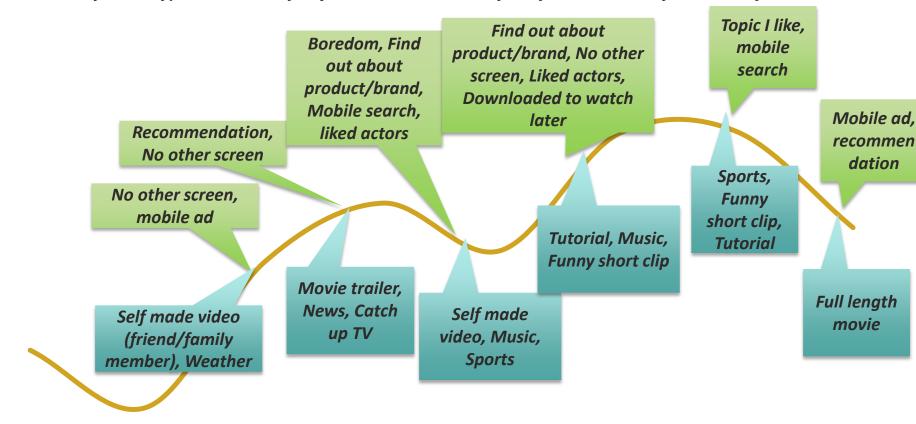


	Mon	Tues	Weds	Thurs	Fri	Sat	Sun
Any Mobile Video							
Tutorial or how-to video							
Movie trailer							
Music video							
Catch up TV (full episode)							
A funny short video clip/"viral video"							



## Mobile phone consumers appear to both plan their video usage throughout the day, as well as react to recommendation of others.

Q1/Q2 Diary: What type of video did you just watch/see /And why did you watch it? By Time of day



1am-3am night 4am - 6 am early time morning

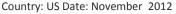
7am - 9am morning

10am noon late 1pm - 3om early morning afternoon

4pm - 6pm afternoon

7pm - 9pm early 10pm - midnight evening late evening



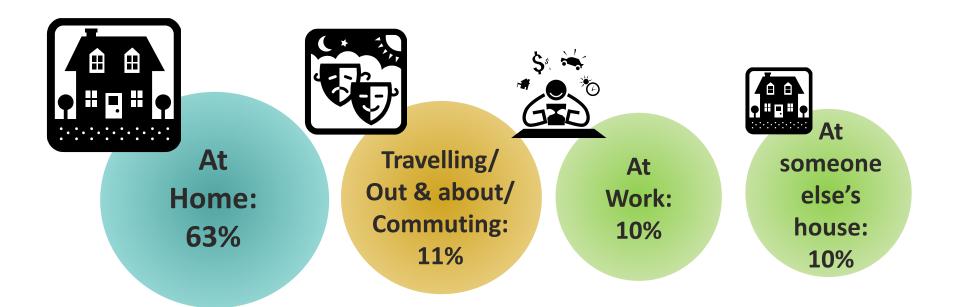


Base: Total interactions (987), motivations mobile ad (92), planned topic (176), No other screen 33)

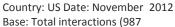


#### 63% of mobile phone video usage occurs at home

Q6 Diary: Where were you?







## The bedroom and front room/lounge the most popular rooms in which mobile phone video is consumed

**Q6 Diary:** Where were you?



At Home: 63%

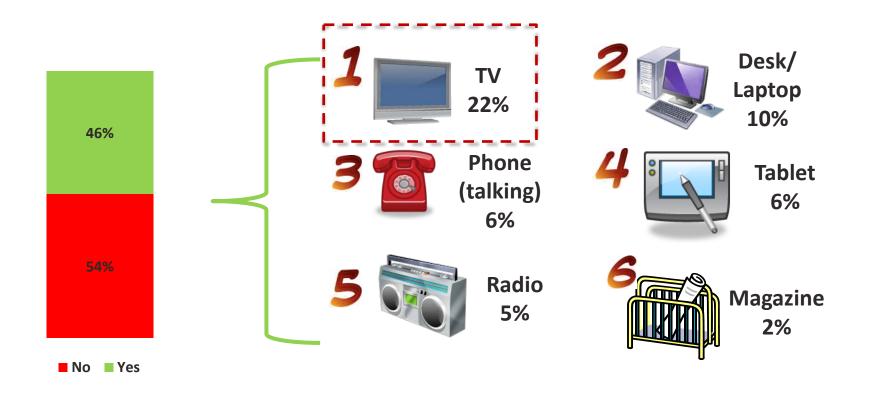
	In which room ?	
	Bedroom	43%
	Front room/Lounge	35%
	Kitchen	4%
1 T	Bathroom	4%
	Dining room	2%
	Garden/patio etc	2%

Country: US Date: November 2012 Base: Total interactions (987

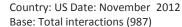


### 22% of mobile phone video encounters occur with the presence of a $2^{nd}$ screen – TV.

**Q6 Diary:** Were you using/looking at any other media at the same time?

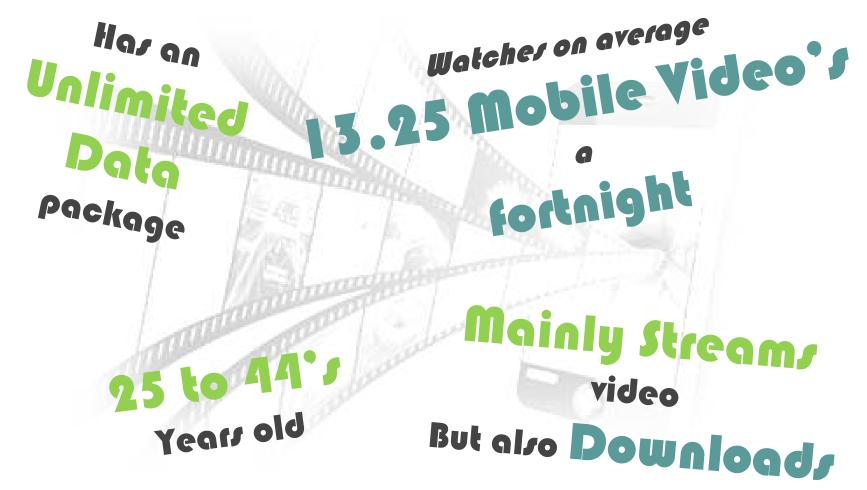






#### The profile of a Heavy Mobile Phone Video User

#### Q1/Q2/Q3 Diary

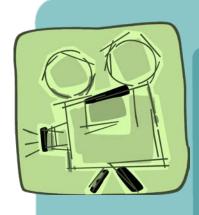


Country: US Date: November 2012 Base: Total interactions (987)





## Mobile Phone Video and Advertising



# "Mobile phone video advertising is recalled – but being relevant is key to engagement"

44% recall seeing an ad while watching mobile video, with short clips the most recalled format.

While 53% are warm towards advertising, 46% dislike advertising interrupting their viewing.

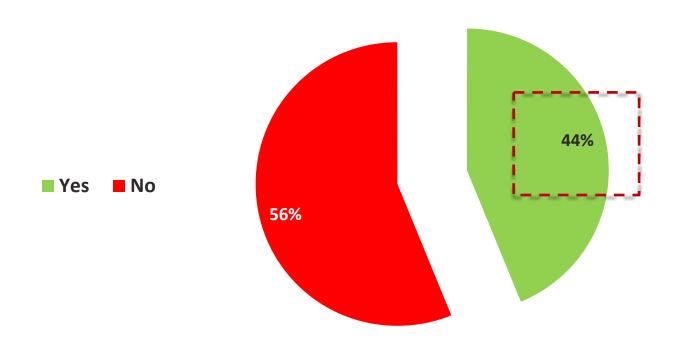
Short ad formats are the most favored.

Relating advertising to the actual clips being watched could help build greater engagement.

Download speed is the area most want to see improved, quality and ability to watch video's for free are also requested by mobile phone consumers.

#### 44% of mobile video encounters included a mobile ad

Q5 Diary: And did you see any advertising when watching the video?



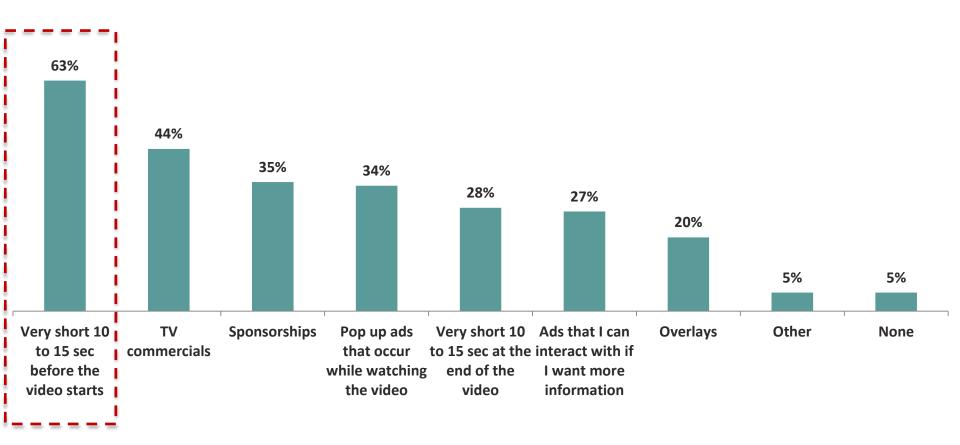


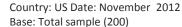
Country: US Date: November 2012



#### Short 10 to 15 sec pre-roll ads the most encountered ad format

Q11 Post: And what types/forms of ads have you seen when watching video on your mobile phone?





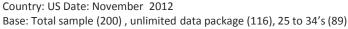


## While 53% are receptive towards advertising, 46% dislike interruption/invasion of ads into their viewing pleasure

**Q9 Post:** And how do you feel about ads that feature while watching videos on your mobile/smartphone?

Like a lot/little/neither like nor dislike: 53% ■ I like them a lot 12% 11% I like them a little Neither like nor dislike 30% Somewhat dislike them ■ Dislike it a lot ■ Can't remember ever seeing 23% an ad Dislike somewhat/a lot: 46%

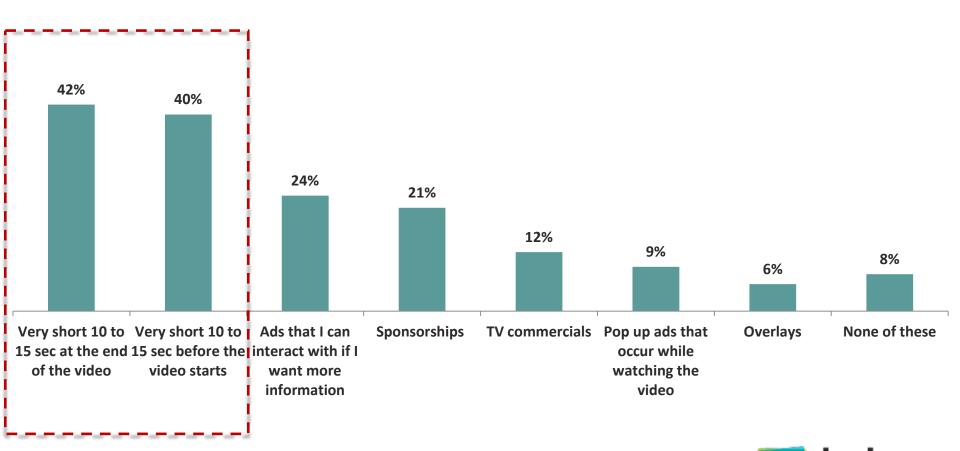






## To successfully integrate advertising into the mobile video format, short ads at the beginning or end of the clip should be used

Q10 Post: If ad's are to appear when you are watching a video on your mobile/smartphone, what type/format of ads should they be?



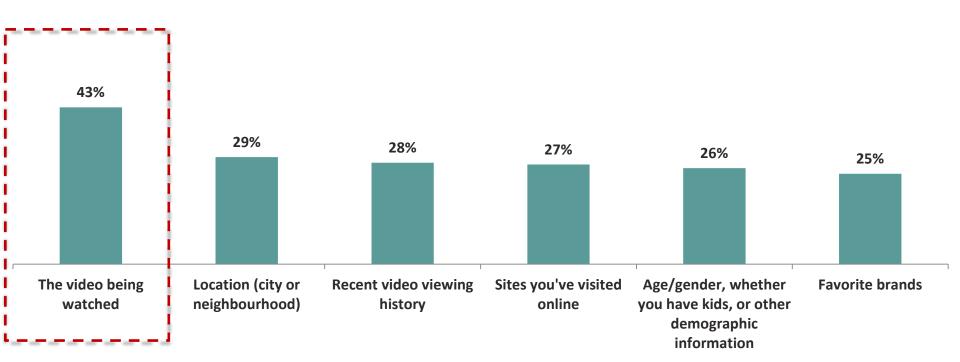
Country: US Date: November 2012 Base: Total sample (200)



## Relating advertising to the video clips being watched could help to build greater engagement with the ad.

Q12 Post: And how should the ads that appear in mobile videos be tailored so they are of interest to you?, should they be..

#### Related to .....





Country: US Date: November 2012 Base: Total sample (200)



## When selecting video content, mobile phone consumers decisions are influenced by speed and trust.

**Q2/Q3 Post**: Thinking about when you use your mobile/smartphone to watch videos, which of the following are important to you?/And which ONE is the most important to you?

Important Factors	
Video buffering/streaming speed is fast	68%
Good picture quality	66%
Video content that is free	62%
Good sound quality	58%
Video comes from a trusted source	40%
Connected via wifi, not 3G or 4G	31%
Ability to share the video with others	29%
Video is in HD	26%

Most Important Factor		
Video buffering/streaming speed is fast	35%	
Video comes from a trusted source	24%	
Good picture quality	14%	
Video content that is free	13%	
Video is in HD	6%	
Connected via wifi, not 3G or 4G	3%	
Ability to share the video with others	2%	
Good sound quality	1%	

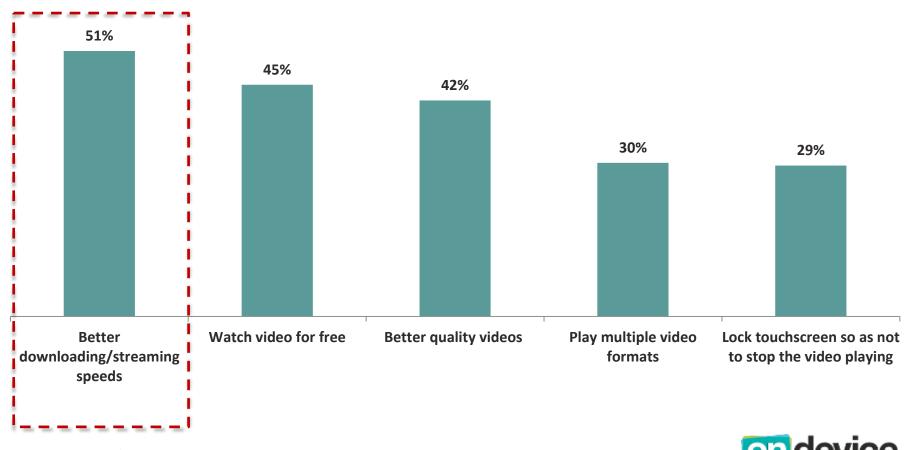


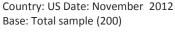
Country: US Date: November 2012 Base: Total sample (200)



## Better downloading speeds are the primary development mobile phone consumers want, free and better quality video's are also cited

**Q13 Post**: Thinking about the future of mobile video how would you like this to progress?







#### Secondary to this, mobile phone consumers also want developments in device technology and also mobile video loyalty schemes

Q13 Post: Thinking about the future of mobile video how would you like this to progress?

Other Category Progressions		
Better video creation technology in mobile/smartphones e.g. camera/video camera	26%	
Mobile video loyalty scheme - get megabytes back for watching more video	26%	
Voice commends to play, rewind, pause etc	25%	
Devices with larger/better screen quality	22%	
Being able to adjust the video screen to play on different devices	19%	
More interactive experience e.g augmented reality	14%	
More location based videos	12%	
Better content protection e.g. age restrictions, content warnings etc	10%	



