



# Mobile Video Broadcasting Kundenbedürfnisse & -potenziale

Eyes & Ears of Europe

BLM Bayerische Landeszentrale für neue Medien

München - Dezember 2004

**Torsten Brodt**

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# Agenda

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= **mcm** *institute*, **University of St. Gallen**

= Innovation in ICT industries

= MCAST research project

= MCAST insights

# Introduction to the **=mcm***institute*.

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**=mcm***institute*  
Institute for Media & Communication Management

**Executive Committee**  
Dr. Horst Nasko, Prof. Dr. Heribert Meffert,  
Prof. Dr. Peter Gomez, Prof. Dr. Beat Schmid

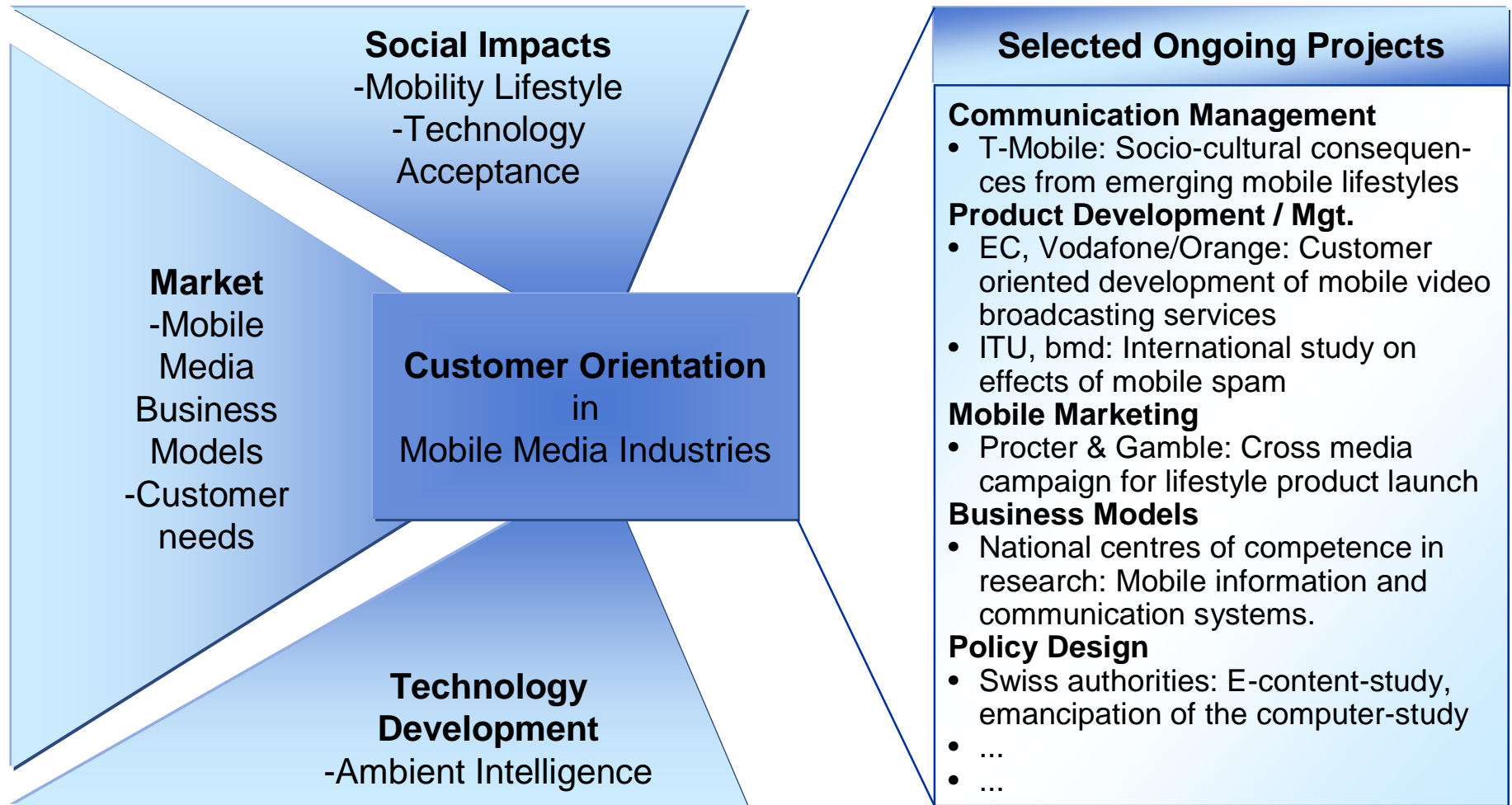
**Prof. Dr. Beat Schmid**  
Communication and Media  
Management

**Prof. Dr. Peter Glotz**  
Media and Society

Founded in 1998 in co-operation with **Bertelsmann  
Foundation** and **Heinz Nixdorf Foundation** (Siemens)

# The intersection of social, market and technology developments define the mobile media research area.

## Mobile Media Research Approach and Projects



# Agenda

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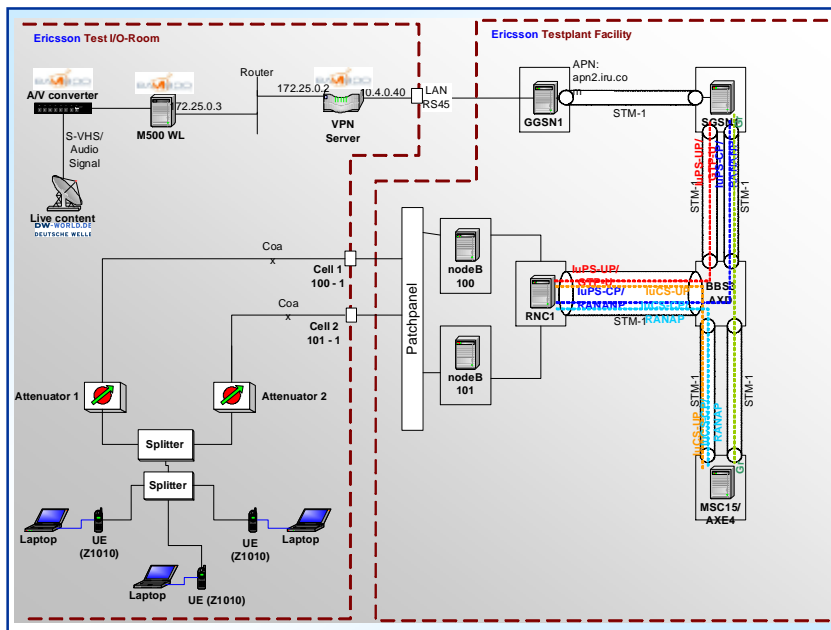
= **Innovation in ICT industries**

= MCAST research project

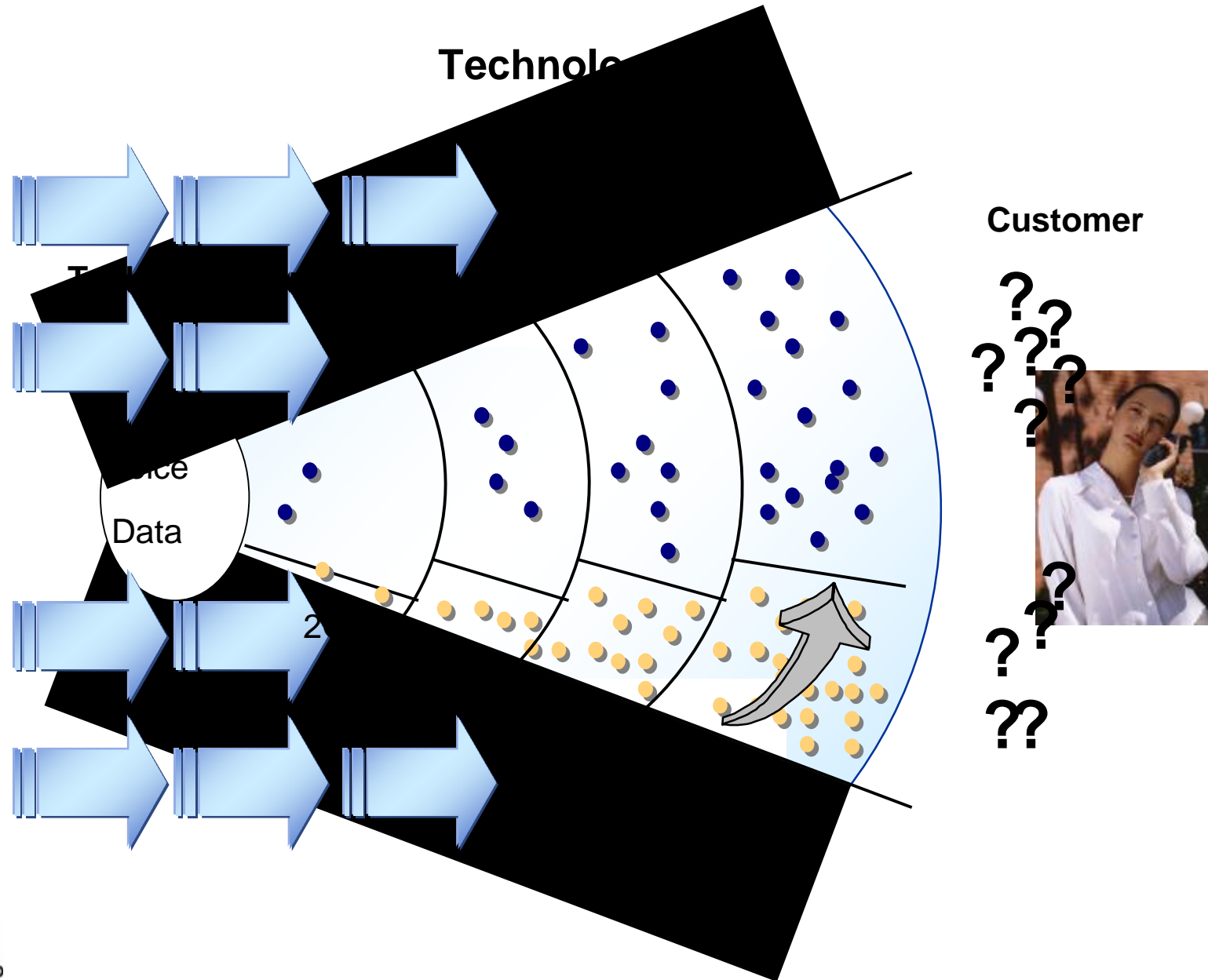
= MCAST insights

# Development and marketing of mobile data services miss current and future customer expectations.

## Situation

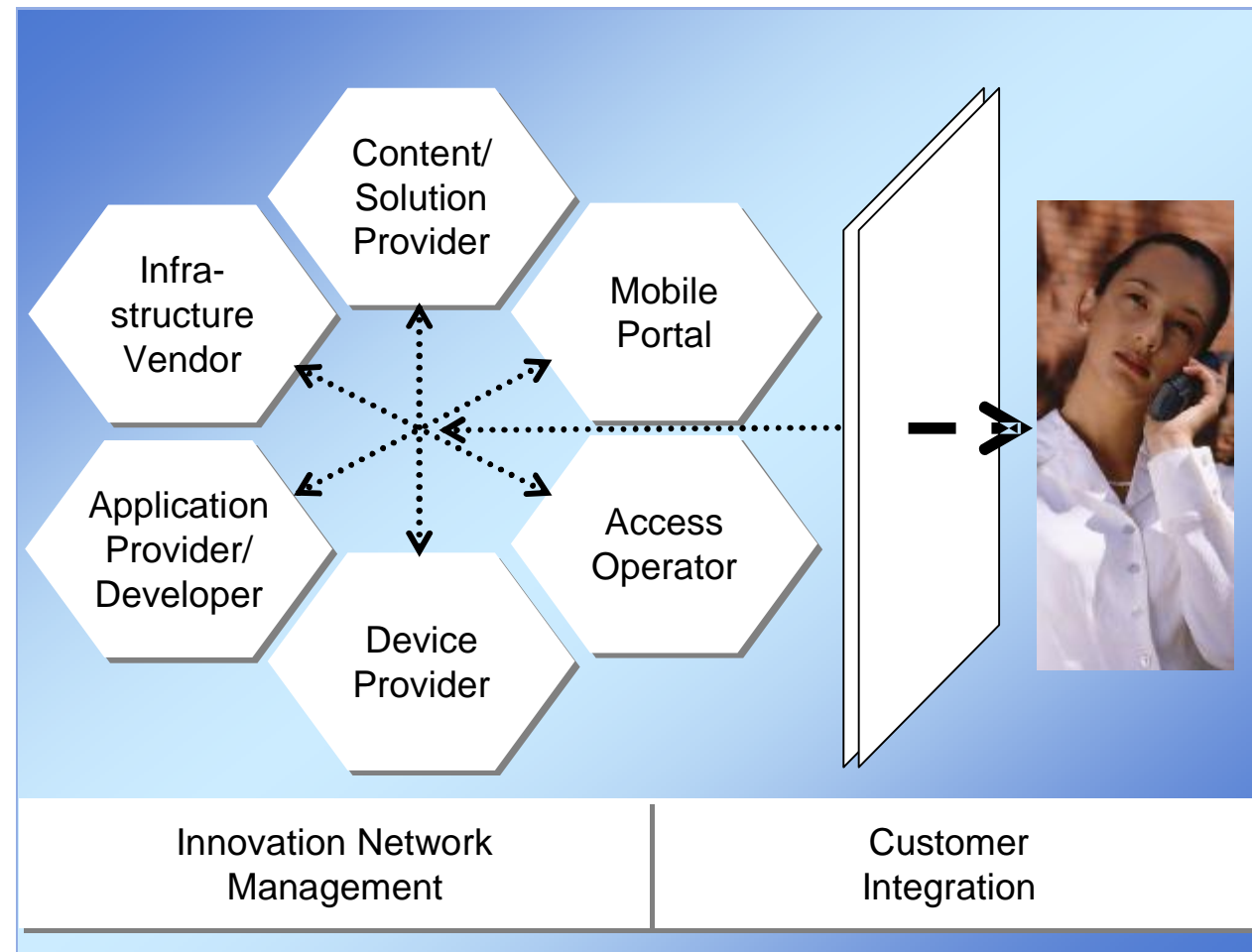


# Technology active paradigm has been predominant in mobile communication industries.



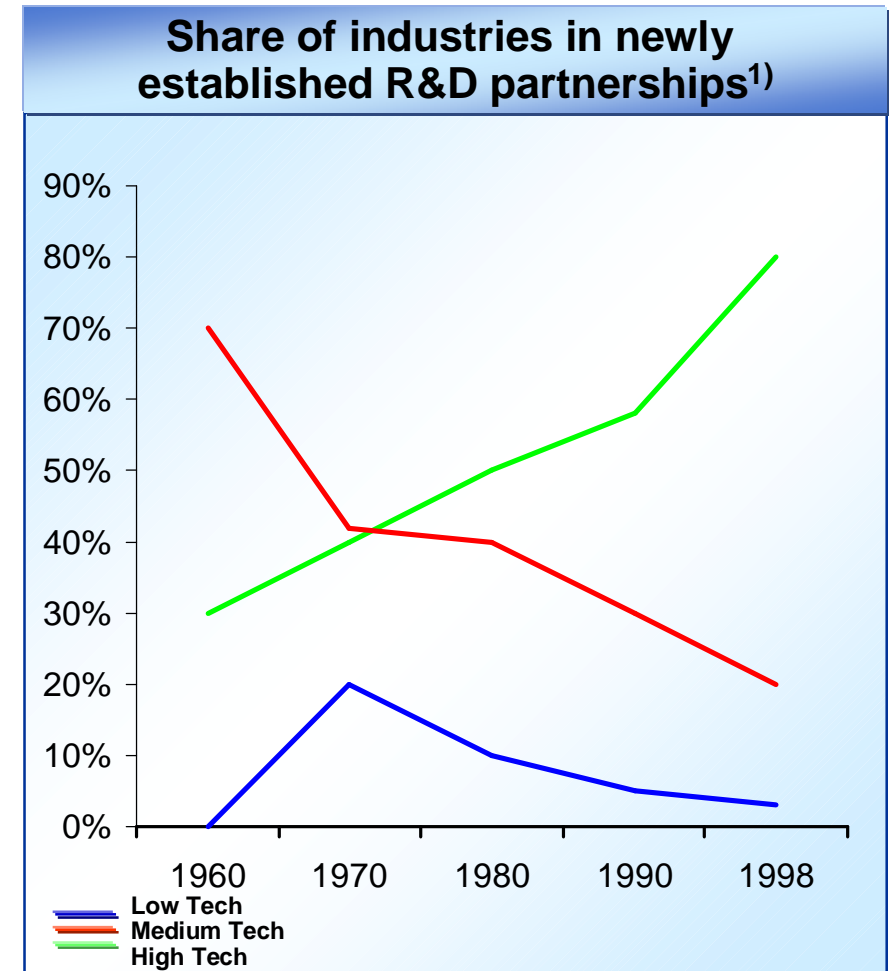
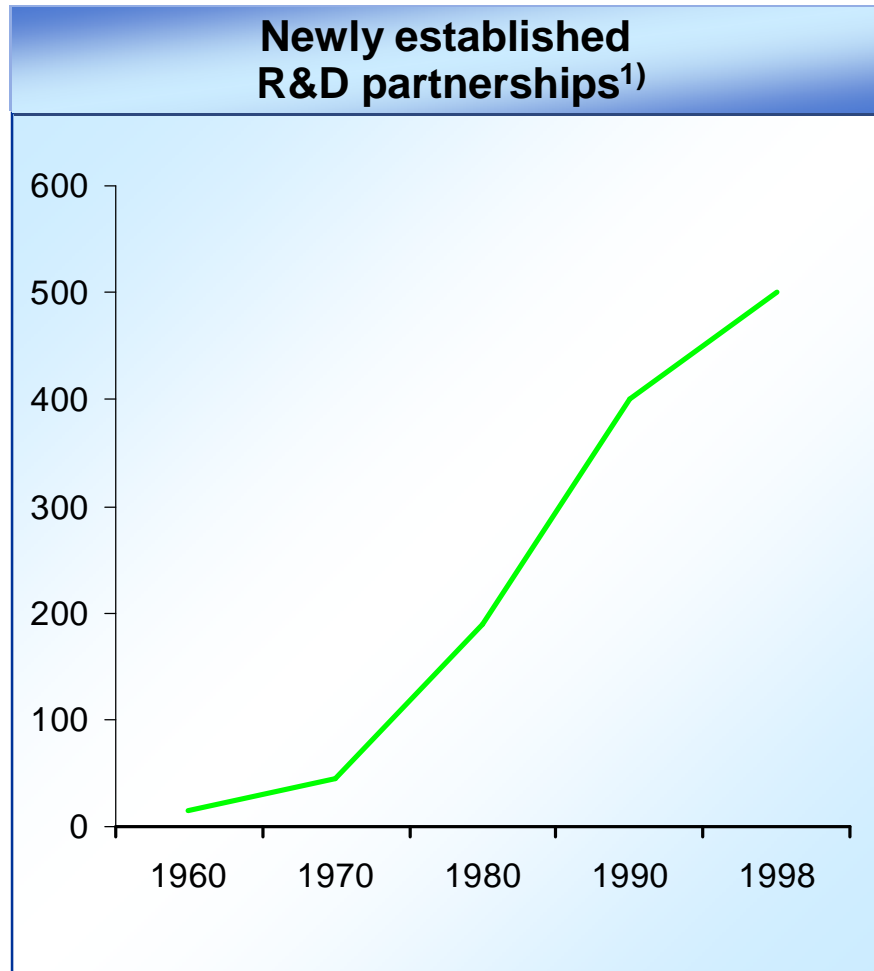
# Complex innovation partnering environments increase the innovation challenge in mobile industries.

## Innovation Partners in Mobile Media



# High-tech industries are clearly leading the trend of R&D partnering.

## Growth of R&D Partnerships



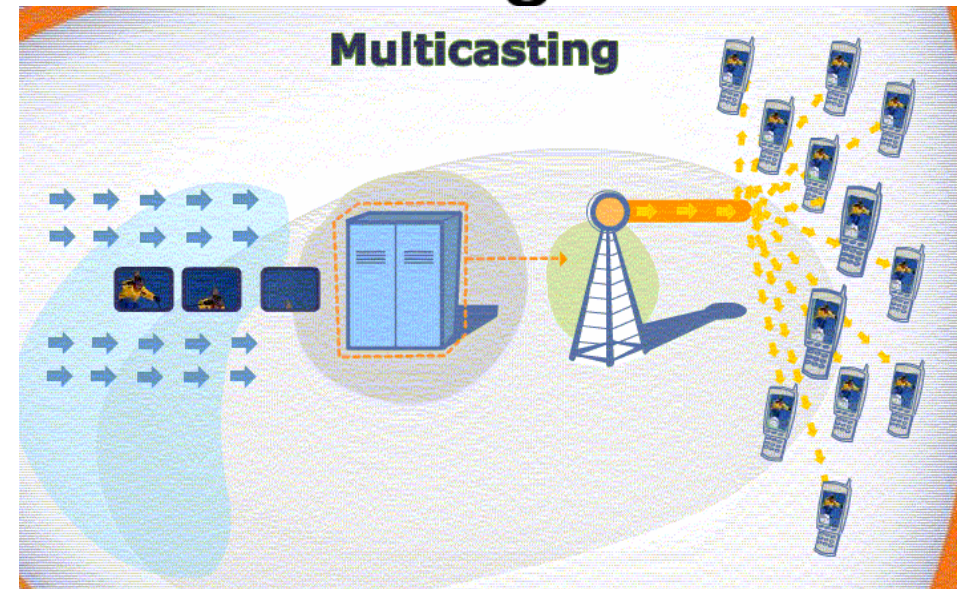
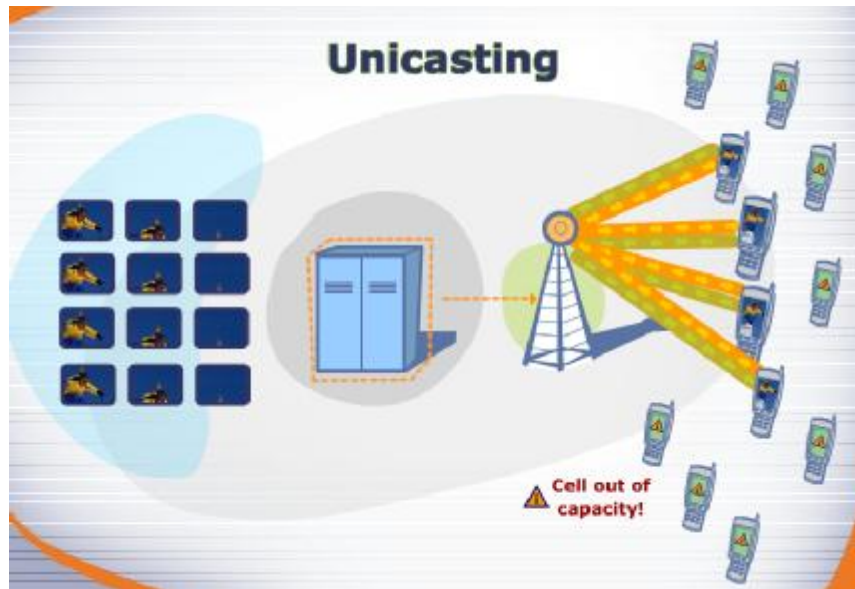
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Multicasting enables operators to share channels for broadcasting rich media over 2.5G and 3G networks.

# multicasting vs unicasting



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DEUTSCHE WELLE

University of St.Gallen

ERICSSON

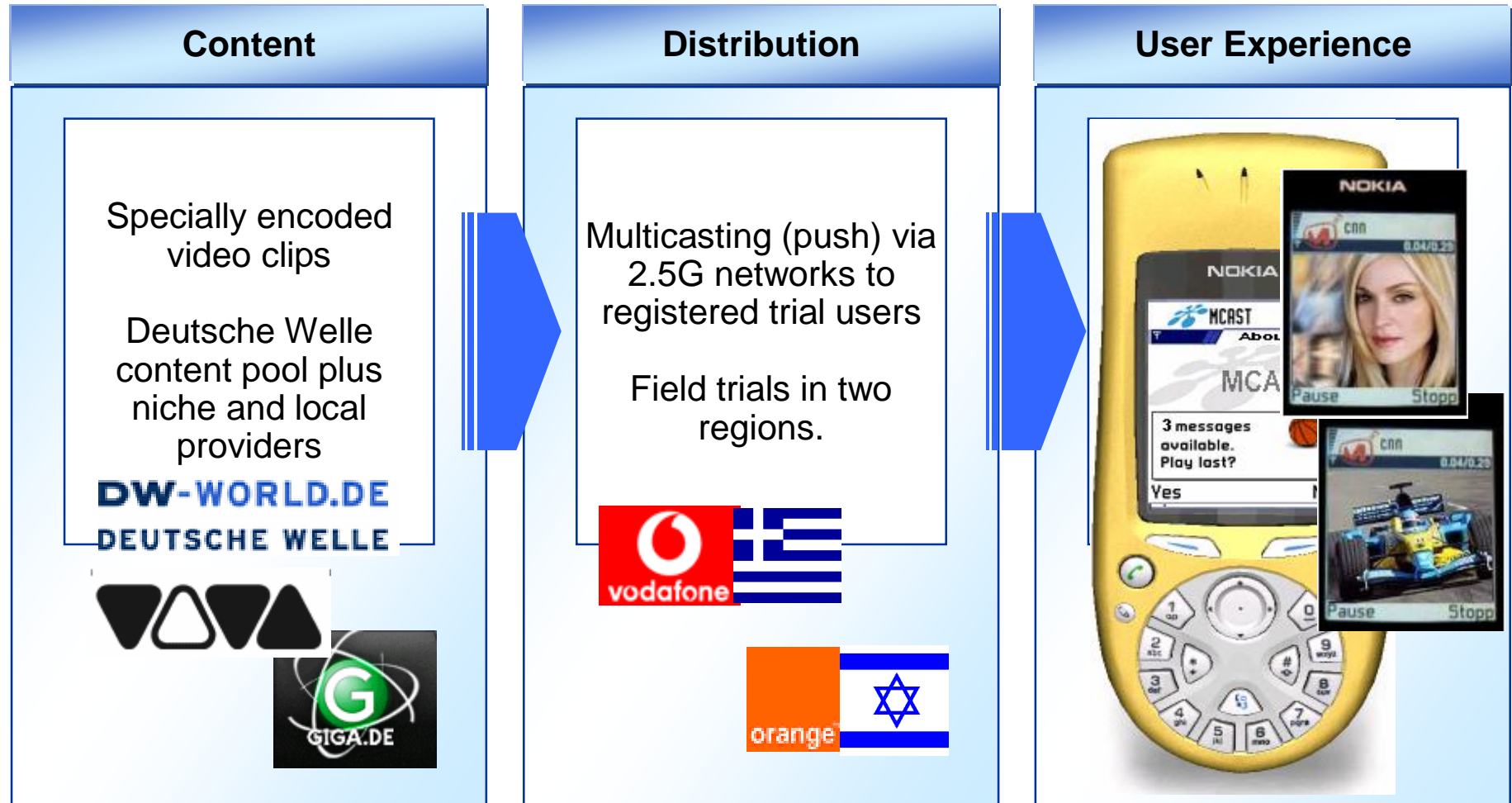
BAMBOO



**Objective:** Technical proof of concept and customer oriented service development

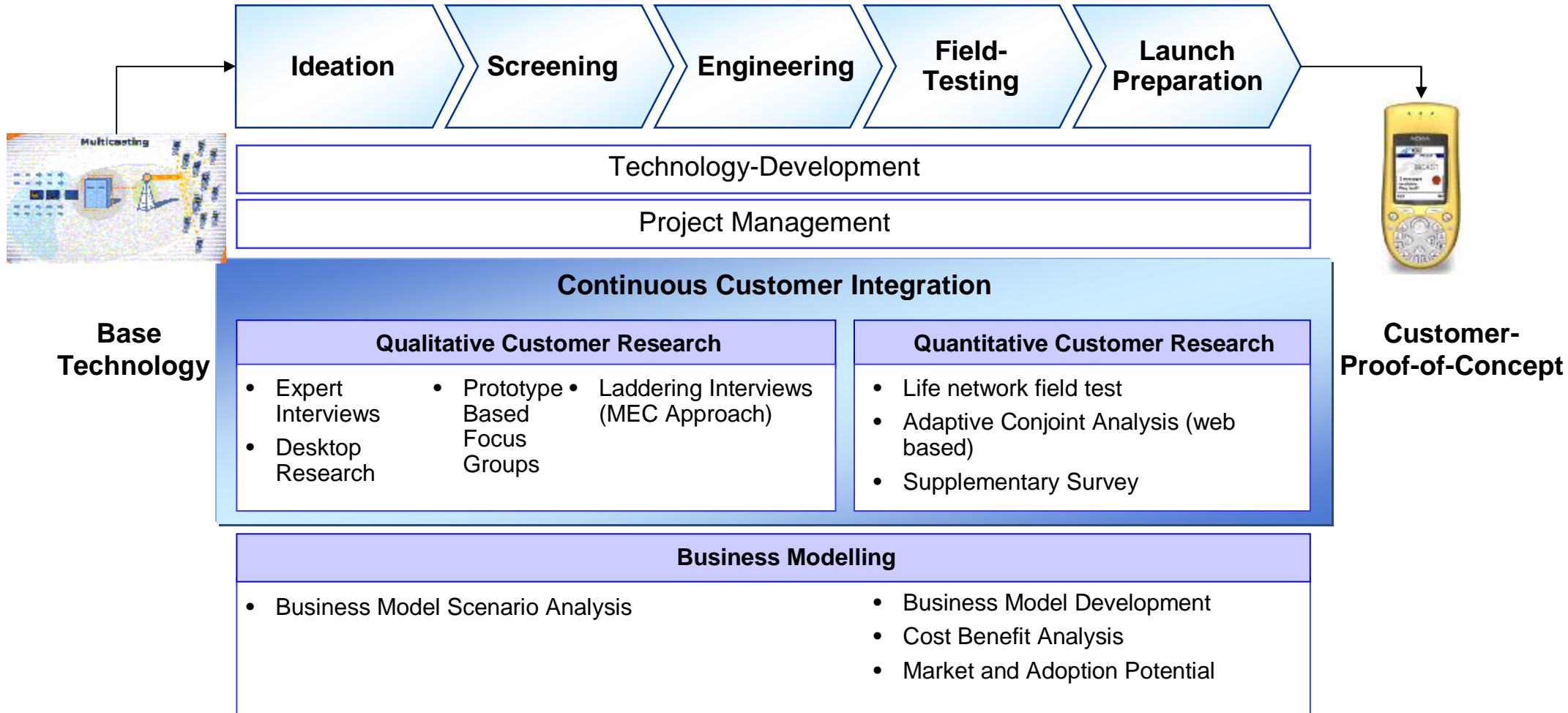
# Video clips were selected as the rich media type of choice for the project and trialed in two life networks.

## MCAST Service Creation



# We integrated qualitative and quantitative methods to explore and formally describe customer needs.

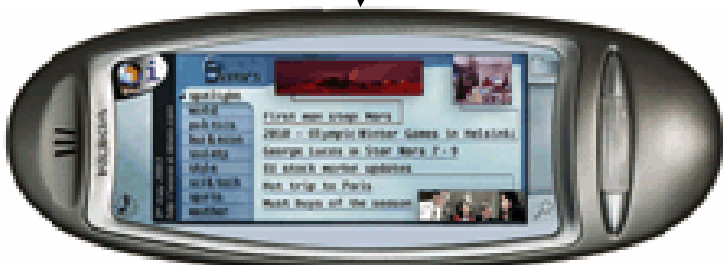
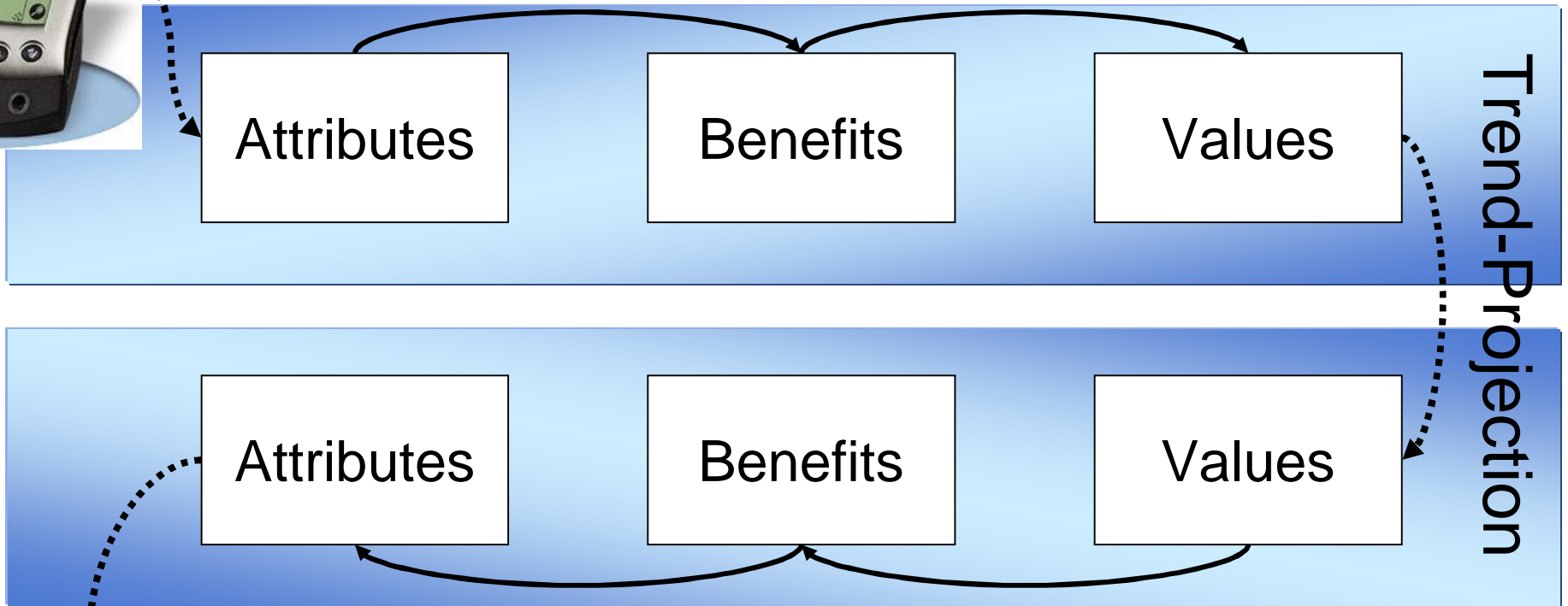
## Continuous Customer Integration Process



# We used in-depth laddering interviews to detect cognitive links from service attributes to values.









## Laddering Interviews



# Web-based conjoint and structured supplementary surveys have been conducted.




## Online Surveys in 3 Countries


- 
  - Greek field trial
  - 67 life users
- 
  - Israel field trial
  - 100 life users
- 
  - Offline prototype based trial
  - 45 users

Premium Pay-per-View Content - IE 6.0 - UniSG

The availability of **Premium Pay-per-View Content**. Reception of additional premium content, e.g. previews of a very movie to come out, new music videos, or content related to current events, e.g. live coverage of soccer game. This type of content will be charged additionally on a pay-per-view basis.



15 New Video Clips per Day



Maximum Video preferences.

Extremely Desirable

of Clips per Day preferences.

Extremely Desirable

Please rank the following levels of *Premium Content* according to your preferences.

# Agenda

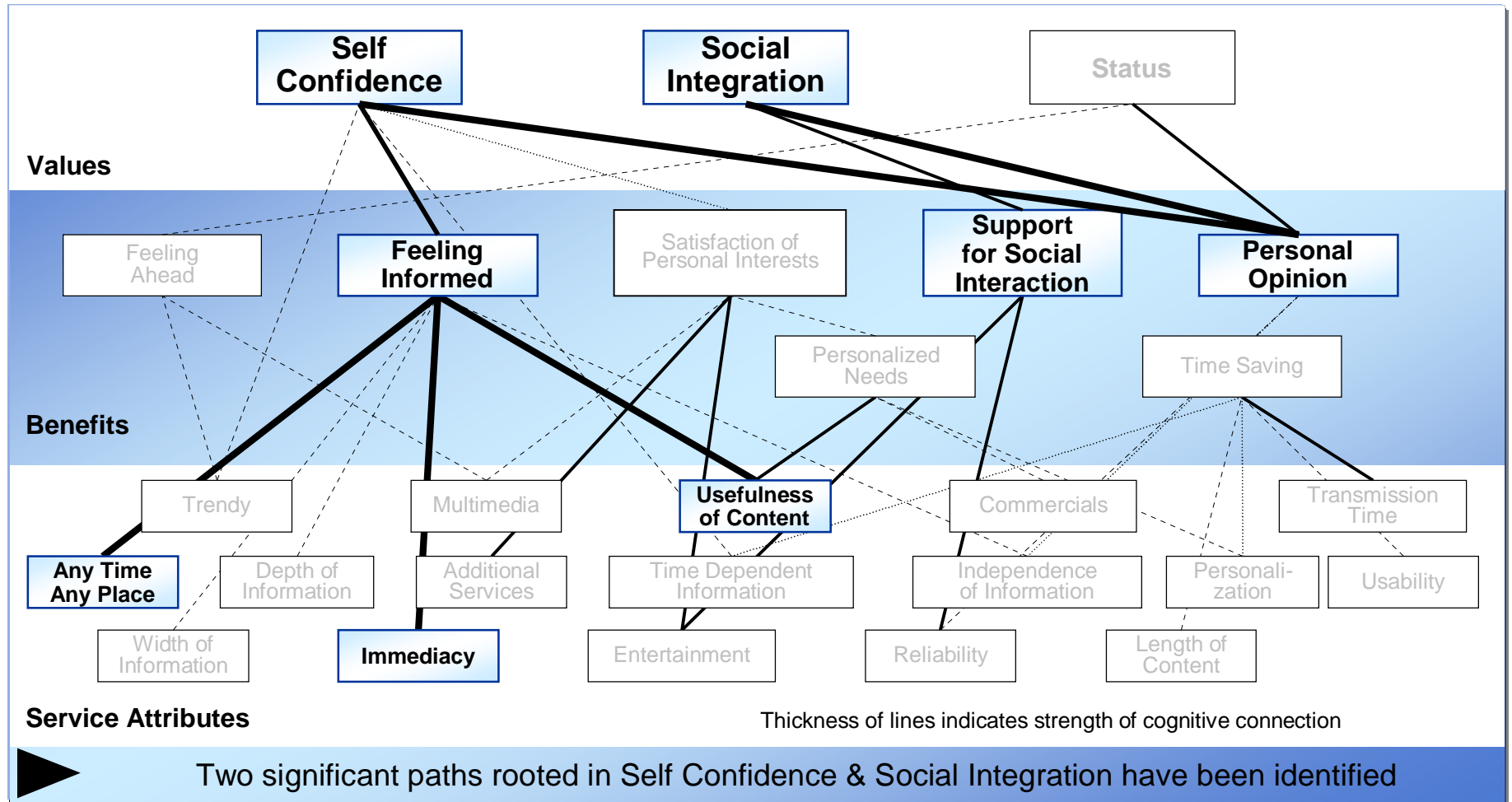
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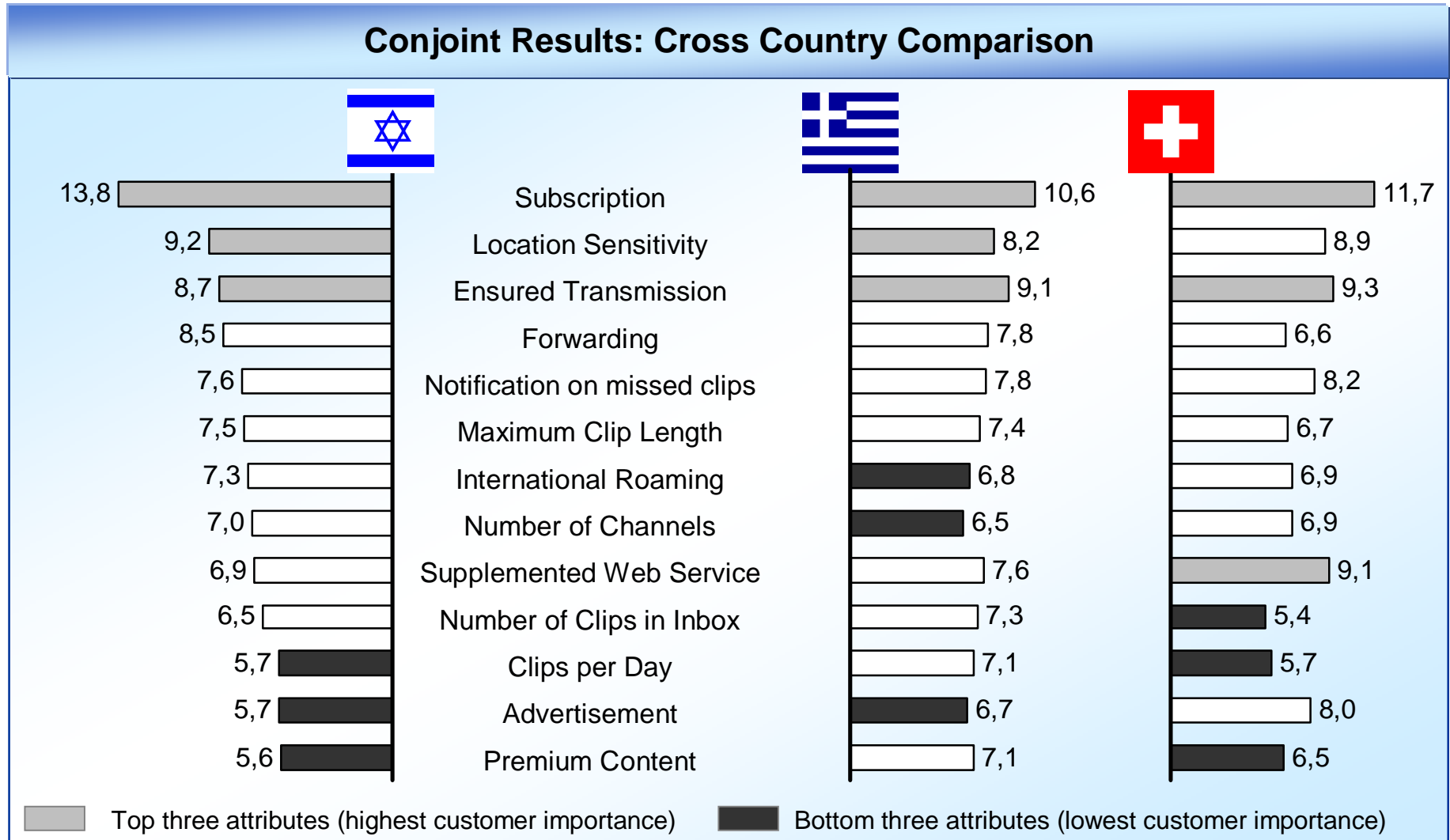
# A value map displays links time-stable values and service attributes relevant to decision making.



## Hierarchical Value Map
















# Knowing the importance of single service features allows priority setting in development & marketing.



# Four key patterns of customer decision making can be detected in each of the three pilot countries.

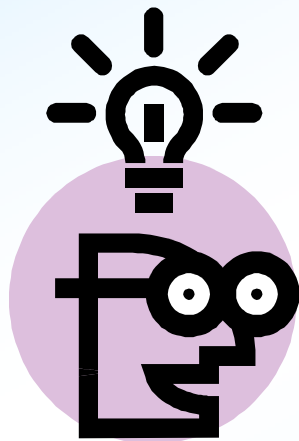


Insight	Rationale			
<p><b>Price flat “but” stable</b></p>	<ul style="list-style-type: none"> <li>Given adequate price span and <b>flat fee pricing</b>, analyses reveal price achieves important <b>but not dominant weighting</b></li> <li><b>Advertisement not perceived as disturbing</b> and <b>personalization of ads</b> can increase revenue potential, unique to the mobile business model</li> </ul>			
<p><b>Reduce to the max</b></p>	<ul style="list-style-type: none"> <li>Despite flat pricing, <b>users don’t always opt for max. outputs</b></li> <li>Research shows subscribers prefer <b>reduced but tailored offer</b></li> <li>Rooted in <b>concerns for relevance, info-overload</b> and technical capacity</li> <li>Applies to clips per day, clip length, storage on handset</li> </ul>			
<p><b>Anywhere anytime and interactivity</b></p>	<ul style="list-style-type: none"> <li><b>Anywhere-anytime advantage exists</b> and must be leveraged: Companies must satisfy need for current &amp; contextualised (personalised / localised) info services to benefit from mobile channel</li> <li>Challenging: <b>Trading off the cost advantage of (mass-) broadcasting</b></li> </ul>			
<p><b>Precision is precious</b></p>	<ul style="list-style-type: none"> <li>Items like “ensured transmission”, and “suppl. web services” impact more than 25% on consumers' evaluation</li> <li>Mirrors <b>technical reliability concerns</b> and implies a <b>call for command of technology</b> - rooted in past cognitive dissonance and disappointing experiences</li> </ul>			

# Lessons learned in MCAST apply to the general development environment in mobile rich media.

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## Lessons learned



= A **structured process of customer integration** helped the entire project consortium to better understand customer behaviour and to **specify the service**.

= **Quantitative results help to overcome the communication challenges** in innovation networks.

= **Web-enabled research tools decrease** customer integration **cost** and time.

= The **mobile channel has a unique advantage for video delivery** if **contextualization** can be achieved, the **performance concerns** are addressed and appropriate **prizing models** are realized.

# Contact and further information.

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**Thank you!**

## **Torsten Brodt**

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