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## **Making Viewers Happy While Making Money for the Networks: A Comparison of the Usability, Enhanced TV and TV Commerce Features between Broadcast and Cable Network Web Sites [Slides]**

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**Making Viewers Happy While Making  
Money for the Networks: A Comparison  
of the Usability, Enhanced TV and TV  
Commerce Features between Broadcast  
and Cable Network Web Sites**

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# Journal Publication Citation

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- ◆ **Ha, Louisa** (2002), “Enhanced Television Strategy Models: A Study of TV Web Sites,” *Internet Research: Electronic Applications and Policy*, 12(3), 235-247.



# Background

- ◆ Media entertainment web sites most popular (72% of web visitors)
- ◆ Broadcast TV and Cable TV networks: Largest players in entertainment on the Web (e.g., July 2001)
- ◆ Ad-supported cable sites: 44 mil. visitors
- ◆ Broadcast TV network sites: 11.3 mil visitors



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# Significance of Web Presence

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- ◆ National coverage
- ◆ Reach non-TV viewers and viewers in the work-place
- ◆ Different types of programming between broadcast and cable TV may exhibit different use of the Web



# Research Questions

- ◆ Are there any diff. between broadcast and Cable TV networks web sites
- ◆ What enhanced TV features are being used?  
Features associate with program genres?
- ◆ How high is the usability of the sites?
- ◆ What preliminary TV commerce features available on their web sites?



# Enhanced TV

- ◆ The use of the features of the Internet to improve or enhance the viewing experience of TV viewers
- ◆ Values of enhanced TV
  - ◆ 1. Increase time spent viewing
  - ◆ 2. Attract viewers' attention and keep them engaged in programs



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## Four Major Types of Enhanced TV Features (Hurst, 2000)

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- ◆ Fan-based: foster relationship with fans of a show e.g., chat rooms
- ◆ Game-based: enable users to participate or simulate a contestant's experience on a game show e.g., play-along games
- ◆ Information-based: provide supplemental, personalizable news/sports/weather information e.g., background
- ◆ Programming-based: facilitate a viewer's programming selection process and delivery of program content to viewers e.g., TV schedule





# Fandom and Usability



- ◆ Commercial value of fans
- ◆ Web sites meet demands of fans and create fans
- ◆ Build brand loyalty and tool to promote on-air TV programs
- ◆ Pleasant experience on the Web depends on web site usability and interactivity
- ◆ Nine usability items based on Nielsen (1999)



# TV Commerce



- ◆ Decline in TV commercial viewership and ad revenue
- ◆ Alternative source of revenue: use the large TV audience base to conduct business transactions – TV commerce
- ◆ Sell own TV products (e.g., video download, videotapes, memorabilia)
- ◆ Sell advertisers' products (charge commission as intermediaries)



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# Method

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- ◆ Quantitative and Qualitative Content Analyses
- ◆ Quantitative phase: all broadcast TV networks and 15 cable TV networks web sites
- ◆ Qualitative phase: ABC, PBS, MTV, CNBC and Lifetime



# Quantitative Analysis: Broadcast Vs. Cable

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- ◆ 95 web pages analyzed: 47% broadcast TV programs, 53% cable TV programs
- ◆ News programs and drama series most commonly featured in network web sites
- ◆ Broadcast much more likely to feature game shows, comedies and daytime soaps
- ◆ Cable much more likely to feature their news and documentary programs
- ◆ Broadcast networks scored lower than cable TV networks in usability



# Quantitative Analysis: Enhanced TV Usage

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- ◆ Broadcast and Cable TV highly similar in enhanced TV features usage
- ◆ Cable TV sell products of the network, not individual programs and sell advertisers' products on their sites
- ◆ ABC most diversified in enhanced TV features, NBC and UPN more into fan-based features. PAX more into programming-based features..



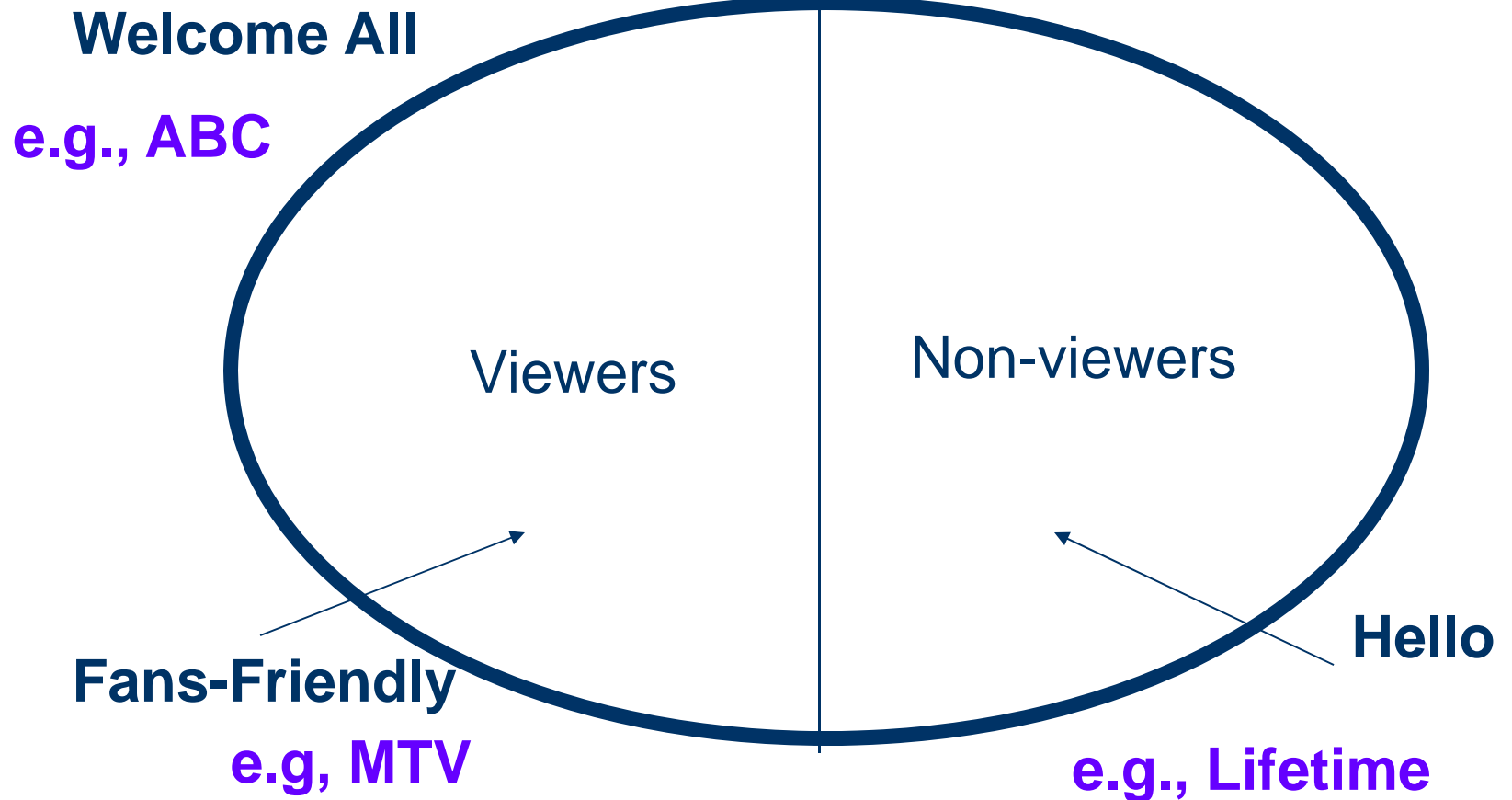
# Quantitative Analysis –Program Genres

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- ◆ Daytime soaps outperform all other program genres in game-based features.
- ◆ Dramas have highest likelihood of TV commerce presence
- ◆ News programs more likely to have information-based features
- ◆ Sports have most video-clips and statistics information

# Enhanced TV Strategy Models





Hello Model   Fans- Friendly Model   Welcome All Mode

LIFETIME

MTV

ABC

CNBC

A & E

PBS

Weather

VH1

CBS

CNN

WB

NBC

Food

FOX

UPN

Disney

PAX

TBS

History

TNT

SCI-FI

USA



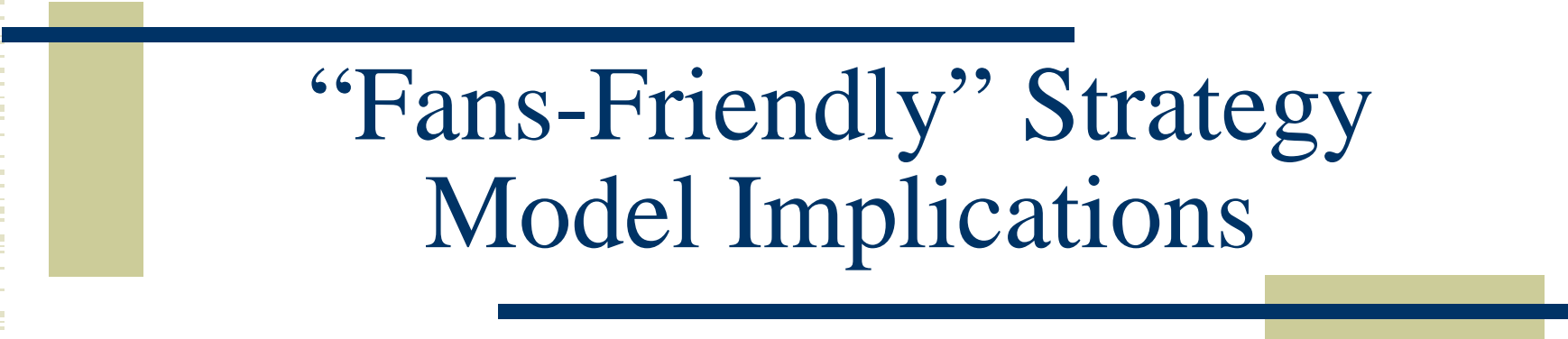



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# “Welcome All” Strategy Model Implications

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- ◆ Appropriate for established broad audience based broadcast and cable TV networks
- ◆ High resource commitments to satisfy needs of both fans and occasional viewers
- ◆ Can use both advertising and TV commerce as source of revenues



# “Fans-Friendly” Strategy Model Implications

- ◆ Fans-friendly – most appropriate for established niche-cable networks
  - can conduct TV commerce to realize its fans’ support
  - sophisticated features
  - maintenance cost high per visitor
  - TV commerce more important than advertising support in these sites



# “Hello” Strategy Model Implication

- ◆ Most appropriate for new and upcoming broadcast and cable TV networks
- ◆ Investment on the future
- ◆ TV commerce limited to program content
- ◆ Advertising can be an important source of revenue but need to create a fine balance of content and advertising