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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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**paper presented at the Management and Sales Division, Broadcast Education
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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



Significance of Web Presence

- ◆ 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



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

- ◆ 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)



Method

- ◆ 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

- ◆ 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

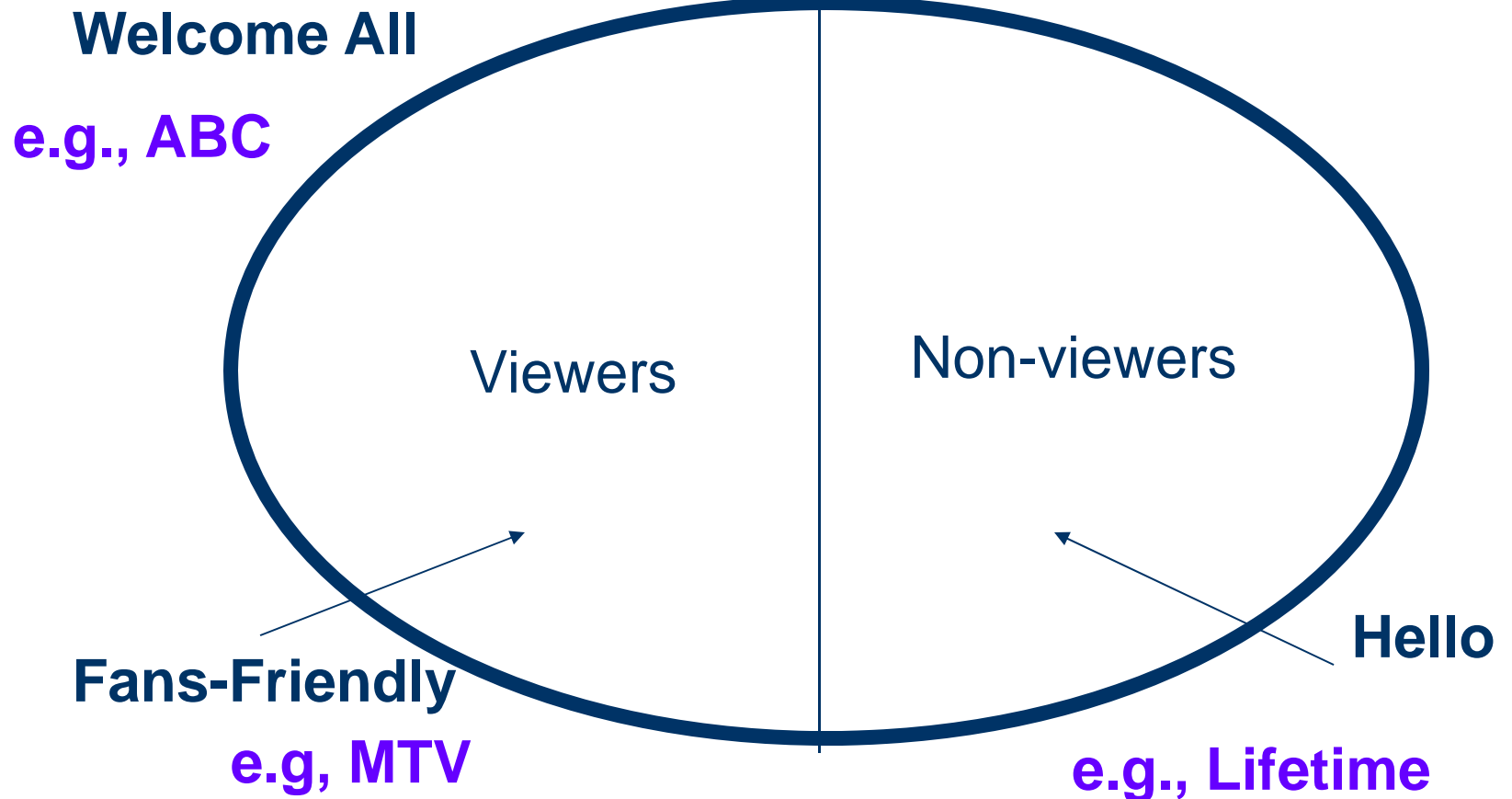
- ◆ Broadcast and Cable TV highly similar in enhanced TV features usage
- ◆ Cable TV sell products of the network, not individual programs and sell advertisers' products on their sites
- ◆ ABC most diversified in enhanced TV features, NBC and UPN more into fan-based features. PAX more into programming-based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




Quantitative Analysis –Program Genres

- ◆ 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



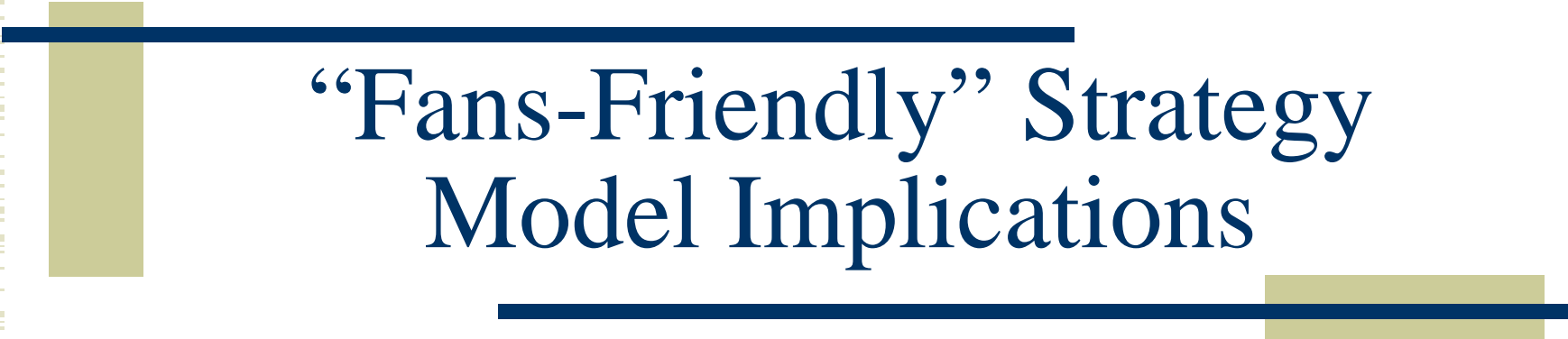



<u>Hello Model</u>	<u>Fans- Friendly Model</u>	<u>Welcome All Mode</u>
LIFETIME		MTV
CNBC	A & E	PBS
Weather	VH1	
CNN		WB
Food		FOX
UPN		Disney
PAX		
History		TNT
SCI-FI		USA
		ABC
		CBS
		NBC
		TBS



“Welcome All” Strategy Model Implications

- ◆ 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