

gemiusReport

# Audio and video on the web



January 2011

A close-up photograph of a person's hands aiming a slingshot. The left hand holds a brown, textured handle, while the right hand pulls back a yellow rubber band. A blue, pointed projectile is visible in the air between the hands. The background is a clear blue sky with some light clouds. The image is overlaid with a white grid and several concentric white circles. A green rounded rectangle is positioned in the lower-left corner, containing the text "Aim of the study".

**Aim of the study**

## Aim of the study

The aim of the study was to provide **information on behavior and opinions of internet users** concerning audio and video services/websites on the internet.

The study covered such video and audio online services/websites as:

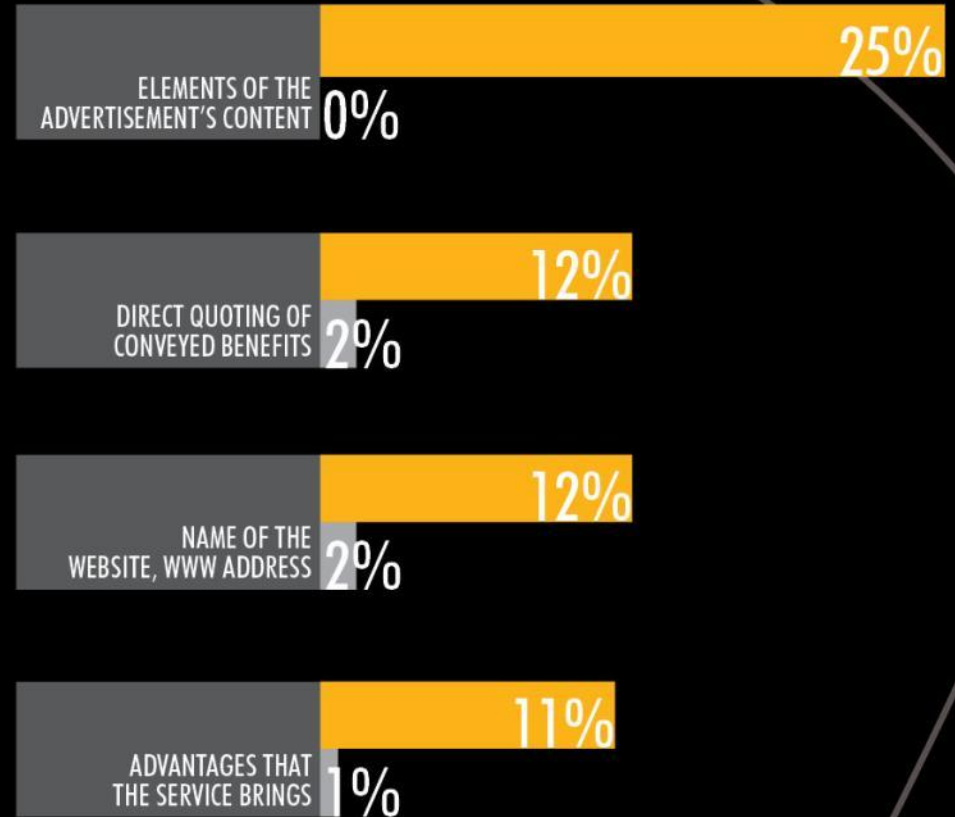
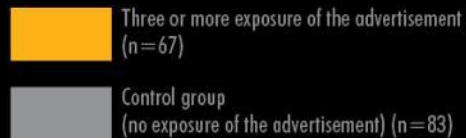
- **Internet TV** (such as tvn24.pl, onet.tv, tvp.pl , ipla.pl or others),
- **p2p TV** (television watched by means of using such applications as Sopcast, TVU Player, TV Ants or others),
- **Video websites** (such as youtube.com, wrzuta.pl or others),
- **Video on Demand** (such as iplex.pl, vod.onet.pl or others)

Among the detailed results of the study, there is an analysis concerning:

- Frequency of using internet audio and video websites/services
- Their declared future usage
- Ways of reaching audio and video websites/services on the web
- Ways of reception of these types of content (focused or diffused)
- Attitude towards payment for multimedia content on the internet
- Aim of using internet audio and video sites/services
- Types of audio and video materials watched on the internet
- Demand for specific content
- Importance of specific features of online audio and video websites/services
- Reasons for not using online audio and video websites/services

# IN-STREAM ADVERTISEMENT CONTENT ON VOD.ONET.PL IS VERY WELL RECALLED

Communication effectiveness study of an in-stream advertisement on vod.onet.pl, was conducted between 16 August and 23 September 2010, on a sample of 807 persons. The NetEffect study was conducted with control-exposed method on a real-time sample. The study was conducted by the Interactive Institute for Market Research (Gemius Group).



Percentage base: respondents who declared they encountered onet.pl advertisement during the last month.



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on the web**

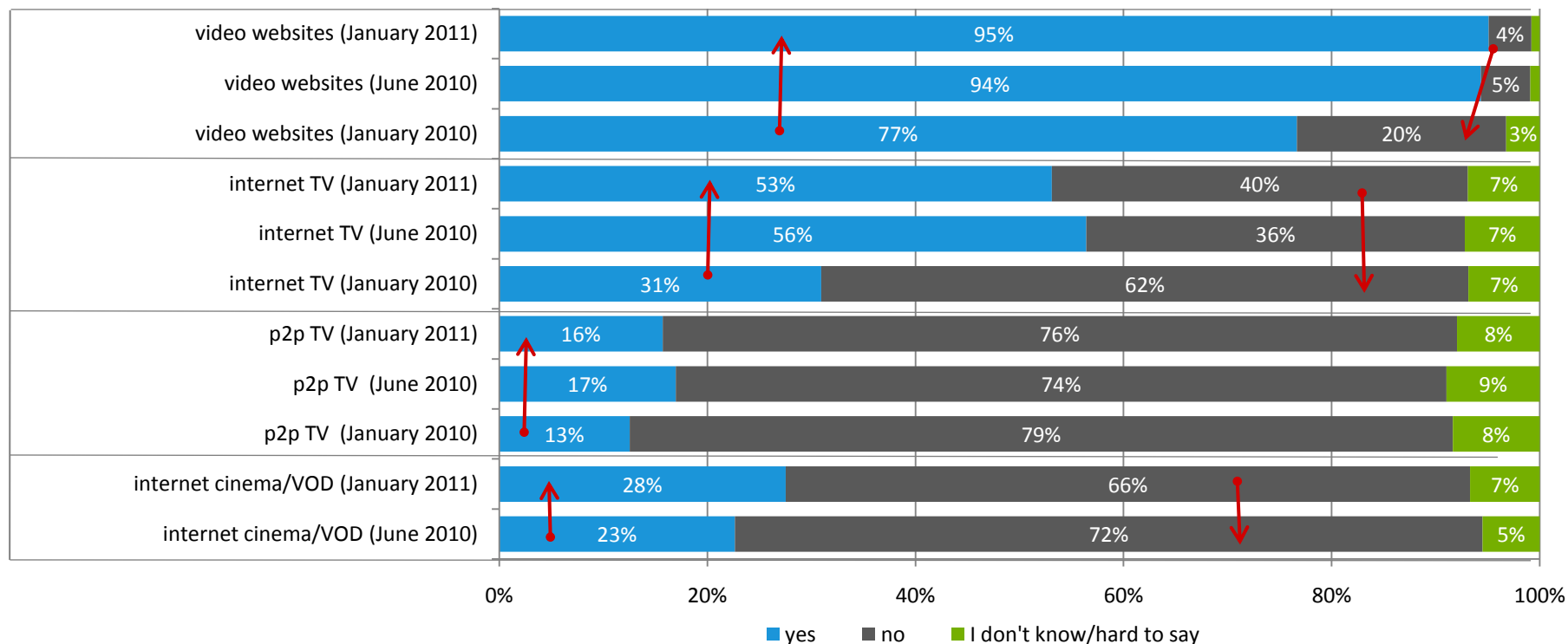
## Contact with audio and video content on the web

A similar level of declared usage of all studied audio and video services in comparison with the first wave of the study (January 2010).

The largest percentage of studied persons (95%) declare that they have ever used video websites. Over a half of all respondents had contact with internet TV. Using p2p television is the least popular.

Only internet and VOD websites offering films have noted an increase in declared usage in comparison to June 2010 – from 23% to 28%.

Have you ever used the services or websites listed below?



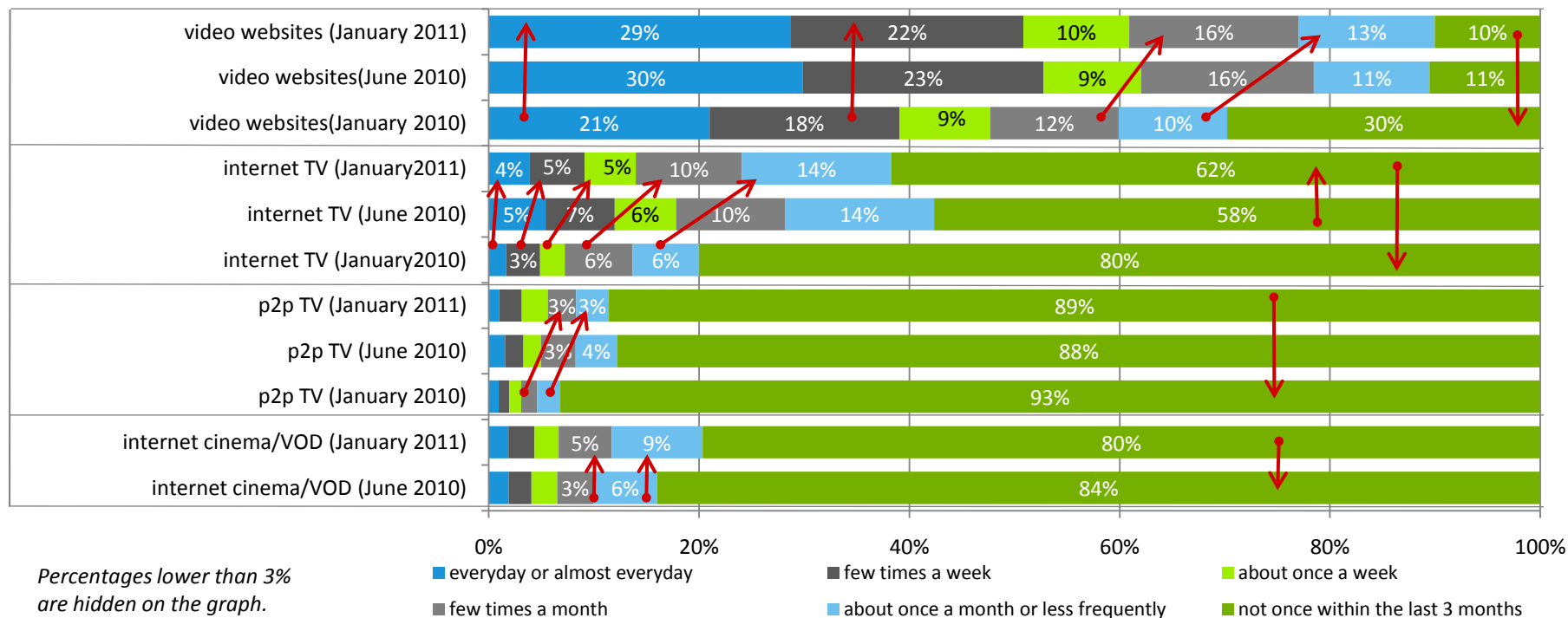
## Frequency of usage – all internet users

Over a half (61%) of all studied persons visit video websites regularly (at least once a week).

In comparison to June 2010 an insignificant decrease in internet television usage was observed – 38% of respondents had contact with this medium at least once during the preceding 3 months ( a 4 percentage points drop in comparison to the previous measurement).

At the same time, an increase was observed in the percentage of persons who used VOD sites during the preceding 3 months – from 16% to 20%.

Within the last 3 months how often have you used the services or websites listed below?

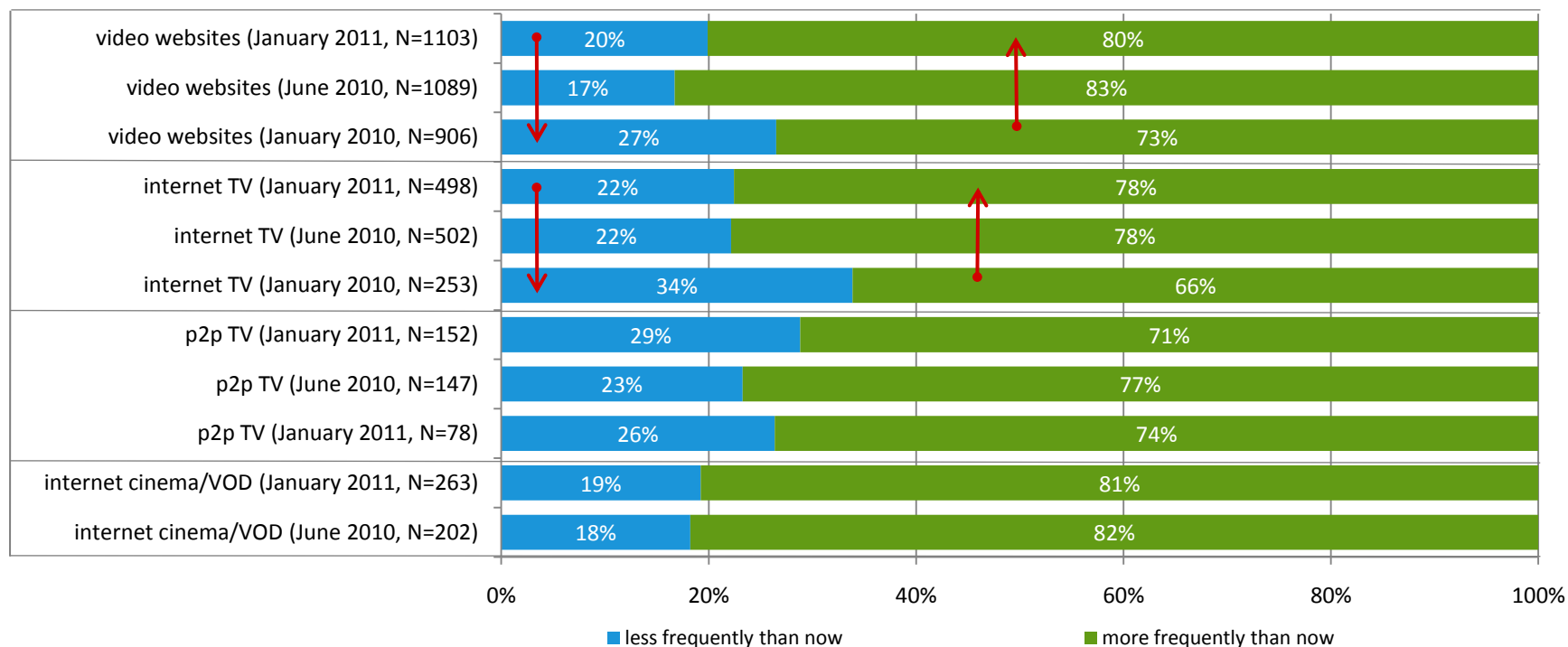


## Declarations regarding future usage

In comparison to June 2010, the declared willingness of the respondents for a more frequent usage of all audio and video channels remains stable.

Large percentage of persons (81%) declare they want to use VOD services more frequently in the future. Due to this fact one can assume that this type of online service has a high development potential.

In the future, do you think that you are going to use the services or websites listed below more frequently or less frequently than now?

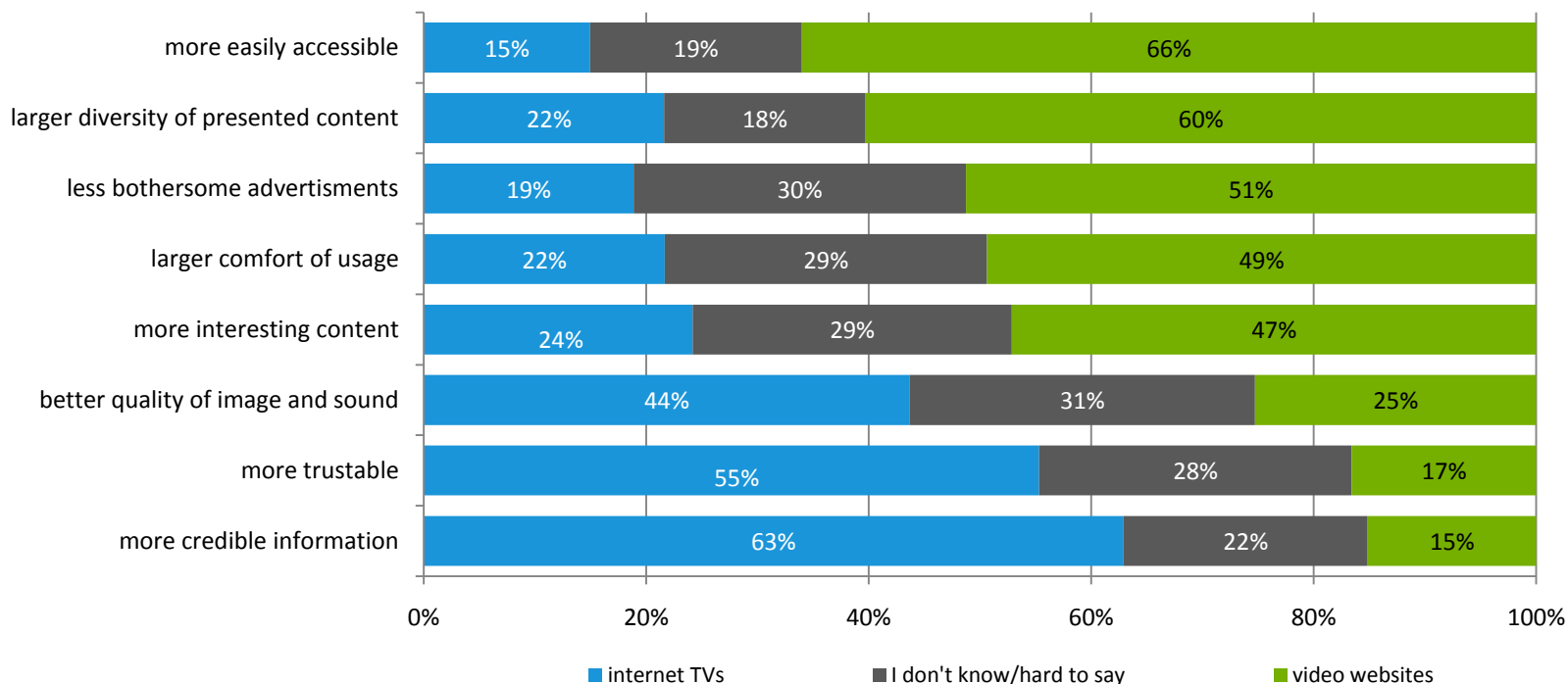


## Comparison of video websites and internet TV

In comparison to internet TVs, video websites are mainly described as **more easily accessible (66%)** and **offering more diverse content (60%)**. A little over half of all respondents appreciate video websites for the fact that they feature **less bothersome advertisements** than internet TVs.

According to the respondents, **the main advantages of internet TVs** are **more credible information (63%)** and **better quality of image and sound (44%)**. Users are also more willing to trust internet televisions (55%) than video websites.

Please mark which of the statements listed below in your opinion better match internet TVs and which better match video websites.



The background of the image is a dark blue field filled with glowing, semi-transparent white and light blue chemical structures. These structures include various ring systems, such as benzene rings, and some with substituents like 'Me' (methyl) and 'O' (oxygen). The structures are interconnected and layered, creating a sense of depth and complexity. In the lower right foreground, a person's hand is visible, holding a black pen with a silver tip, as if about to write or draw. A semi-transparent green rounded rectangle is positioned in the lower left, containing the text 'Study method' in white. The overall aesthetic is scientific and digital.

**Study method**

## Study method

**The study** was conducted with the use of the CAWI method, using questionnaires displayed randomly on websites using the free version of the stat24 system or stat.pl/PBI free site-centric audit.

**The questionnaire** comprised 28 questions.

**The study** was conducted between 5 and 12 January 2011.

**In the study** 1200 questionnaires completely filled-out by internet users aged over 14 ys. of age were collected.

**To make the data** representative for the whole population of Polish internet users, the responses were analysed using an analytical weight constructed on the basis of data on gender, age and frequency of using the web by the internet users, taken from Omnibus PBS (IX – XI 2009) study.

**The report features** a comparison of the results of last wave of the study (January 2011) with two previous waves of the study (January and June 2010), statistically significant differences (with significance level 0,05) are marked with red arrows.

**In the case** when number of respondents answering a question was less than 100, the data should be interpreted with caution.

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