Social Media on TV Survey

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About One-Half (51%) of Consumers Want to Access Additional Content and to Interact While Watching TV

51% Any of the activities (Net) Reading more information about the TV program 27% Learning more about the characters or actors in the TV 26% program Interacting with friends via social media who are also 20% watching the same TV program Finding additional videos related to the TV content (i.e., 19% finding prior episodes, setting your DVR for new episodes) Participating in contests/sweepstakes related to the TV 19% program Signing up to receive information (i.e., via email or social 13% media) about the TV program in the future Interacting with other people you may not know via social 12% media about the TV program

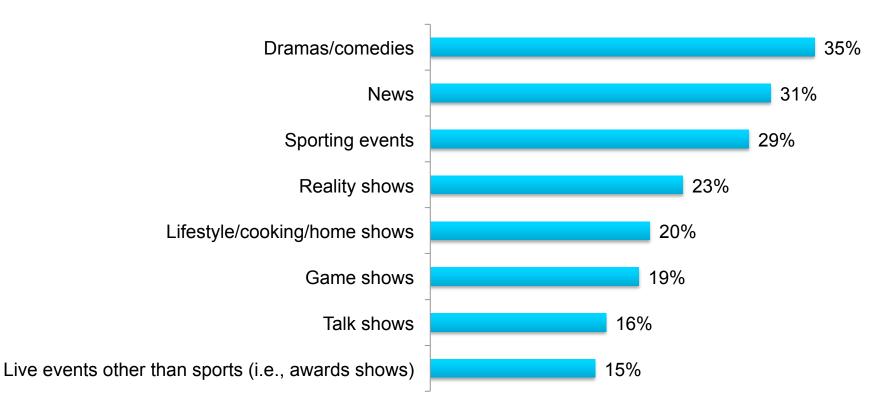
Interest in Various Activities While Watching TV

Q1: While watching TV content on a TV, computer, mobile phone, etc., which of the following would you be interested in doing AT THE SAME TIME ON ANOTHER DEVICE (such as a computer, mobile phone, tablet/iPad)?

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Dramas & Comedies are the Top Genre Where Consumers Would Like Additional Information and Interactivity

Genres Where Accessing Information/Interactivity is of Interest



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Q2: Considering your answers to the prior question, for what TYPES OF TV CONTENT would you like to access this type of information/interactivity?

Almost Two-Thirds (64%) Recall Seeing a Social Media Symbol While Watching TV

64% 44% 34% 29% 18% 11% Any (Net) Facebook Like QR code A website Twitter Shazam address/url Hashtag

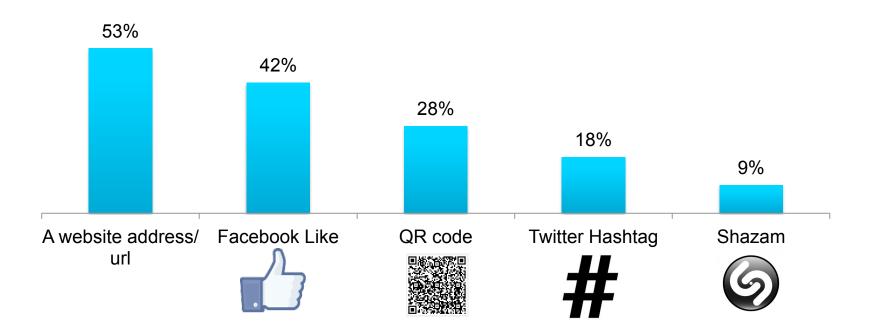
Recall of Social Media Symbols While Watching TV

Q3: Which of the following social media symbols have you seen ON THE SCREEN WHILE WATCHING TV CONTENT on your TV, computer, mobile phone, etc.?

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There is a Large Range of Familiarity With Different Social Media Symbols

Familiarity With Use of Social Media Symbols

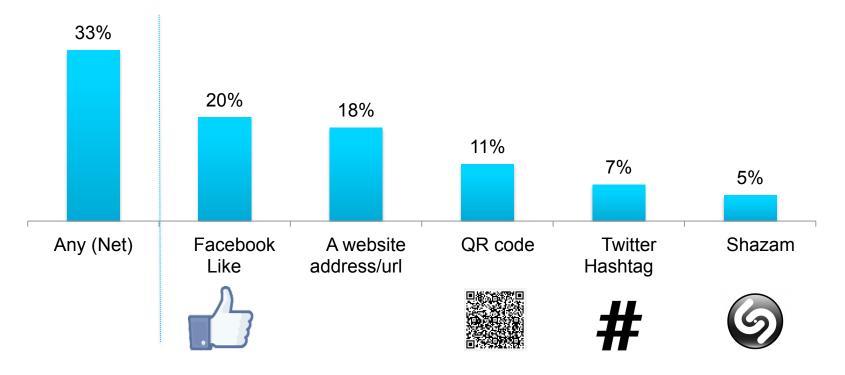


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Q4: How familiar are you with how these social media symbols can be used/ interacted with? (Matrix, rating familiarity with each symbol) (Top 2 Box (very familiar₅ or familiar) on a 5-point scale)

One-Third (33%) Have Interacted with Social Media Symbols While Watching TV

Interactivity With Social Media Symbols While Watching TV

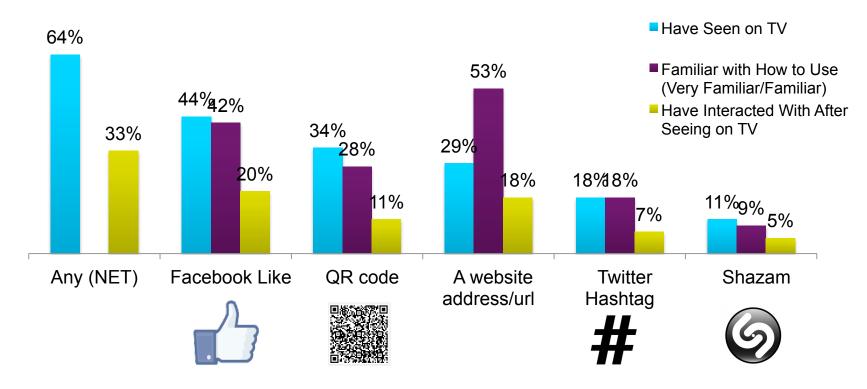


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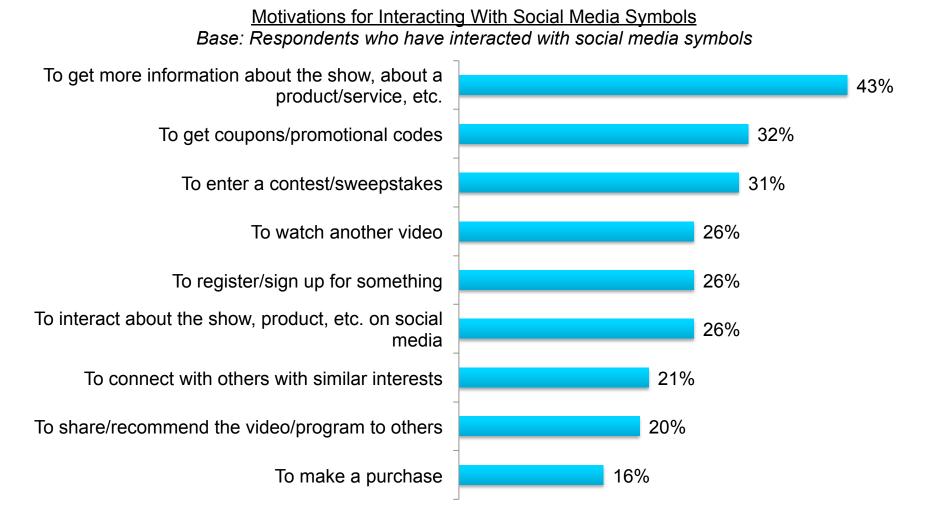
Q5: If you have seen these social media symbols WHILE WATCHING TV CONTENT, which, if any, have you ever interacted with (i.e., by scanning the QR code, searching for the hashtag on Twitter, scanning the Shazam symbol, 'liking' the TV program on Facebook, going to the website/url) on your computer, mobile phone or tablet/iPad?

Almost One-Half Who Have Seen a Social Media Symbol Have Interacted With One (64% Seen vs. 33% Interacted)

Summary of Seeing, Familiarity With and Interacting With Social Media Symbols



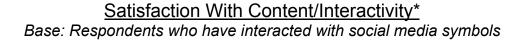
Getting More Information is the Greatest Motivator to Interact

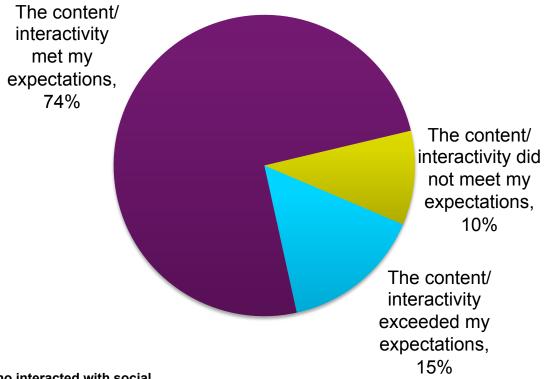


Base: 338 respondents who interacted with social media symbols Copyright © 2012 Accenture. All rights reserved.

Q6: When you interacted with these social media symbols while watching TV content, what was it for? (Check all that apply)

Social Media Symbols Delivered on – But Did Not Exceed - Expectations



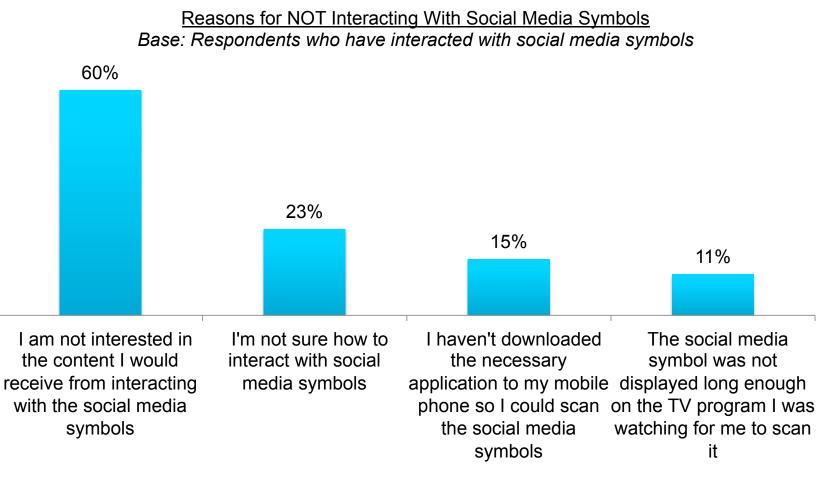


Base: 338 respondents who interacted with social media symbols

* Numbers do not add up to 100 due to rounding. Copyright © 2012 Accenture. All rights reserved.

Q7: Did the content/interactivity you received after interacting with the social media symbols meet your expectations?

Disinterest in Content is the Biggest Disincentive for Interacting with Social Media Symbols



Base: 732 respondents who have NOT interacted with social media symbols Copyright © 2012 Accenture. All rights reserved.

Q8: If you have NOT interacted with any social media symbols while watching TV content why not? (Check all that apply)

Methodology

- <u>Survey method</u>: Online omnibus among 1,000 U.S consumers (age 18+) conducted between March 16-19, 2012.
- <u>Sample</u>: Representative of the U.S. population, weighted by age, gender, geographic region, race and education.