

# Social Media on TV Survey



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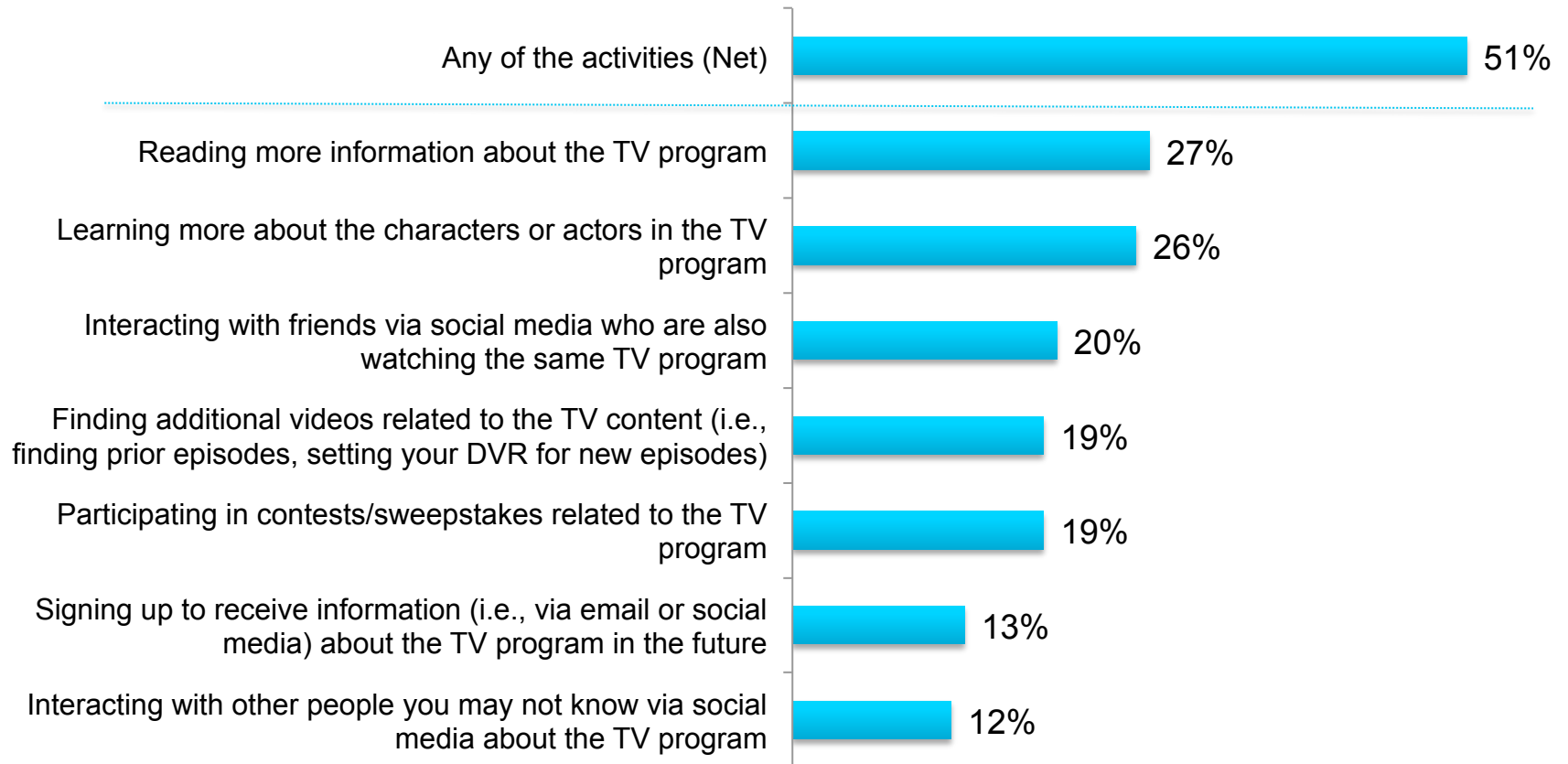


  
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# About One-Half (51%) of Consumers Want to Access Additional Content and to Interact While Watching TV

## Interest in Various Activities While Watching TV

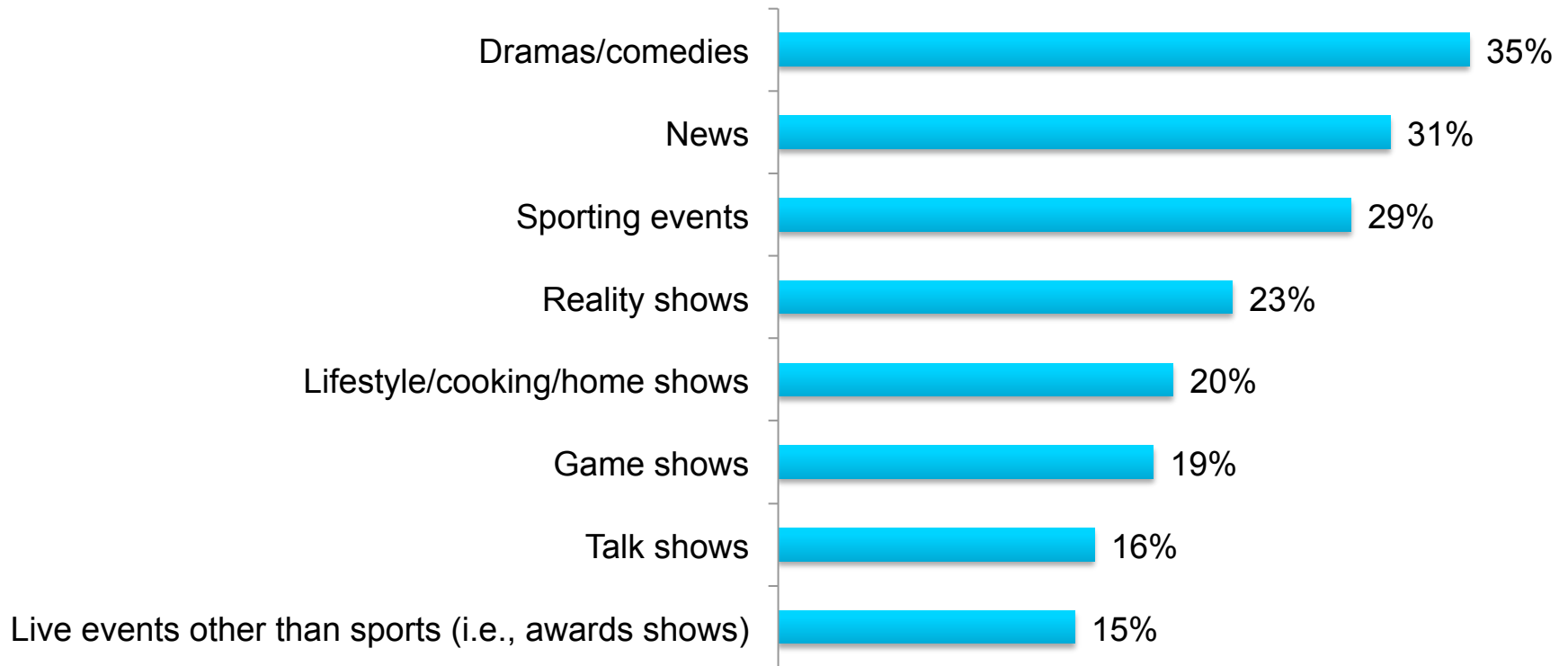


**Q1:** While watching TV content on a TV, computer, mobile phone, etc., which of the following would you be interested in doing AT THE SAME TIME ON ANOTHER DEVICE (such as a computer, mobile phone, tablet/iPad)?

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

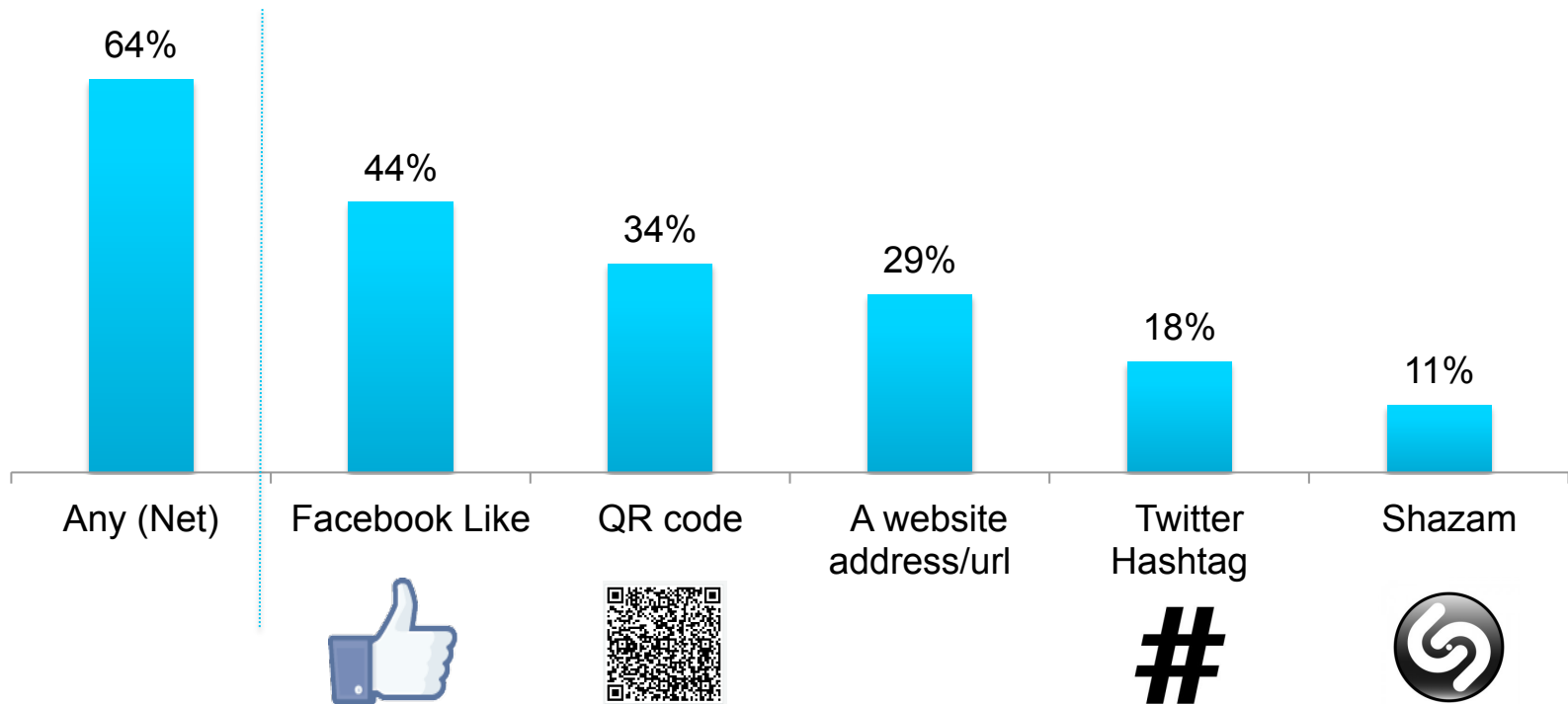
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Genres Where Accessing Information/Interactivity is of Interest



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

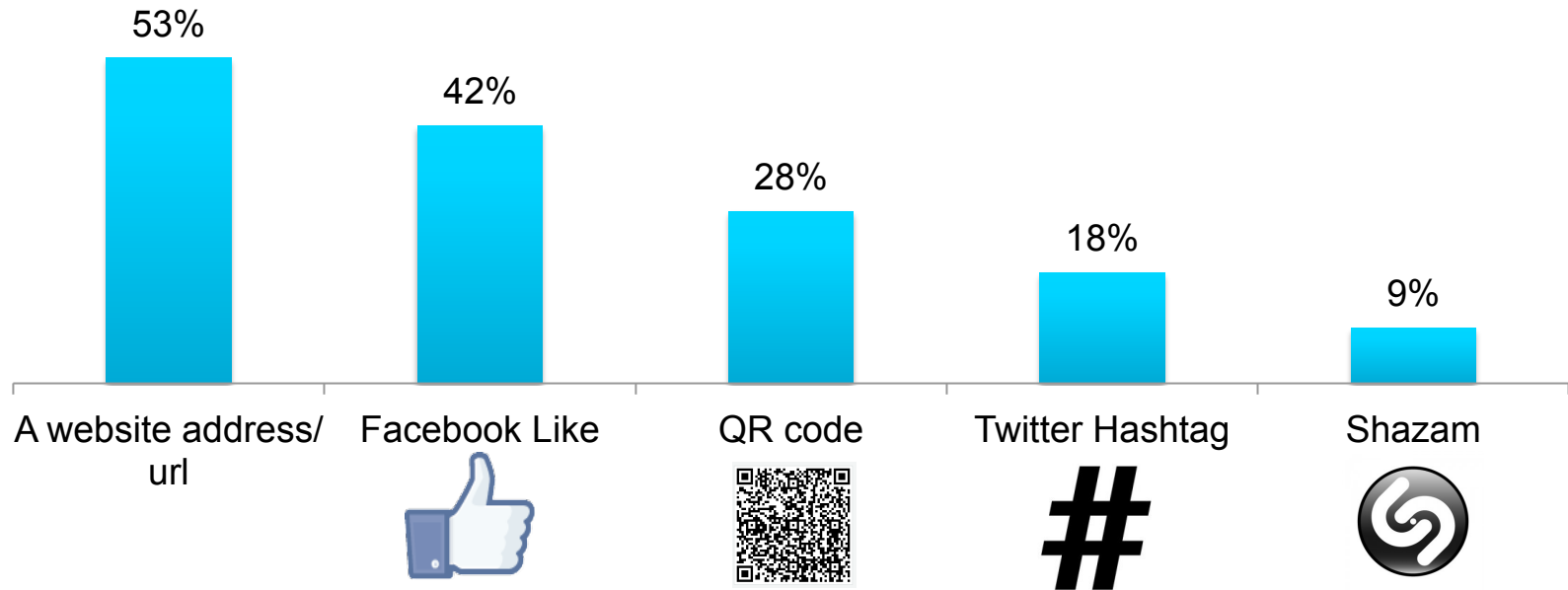
Recall of Social Media Symbols While Watching TV



**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.?

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

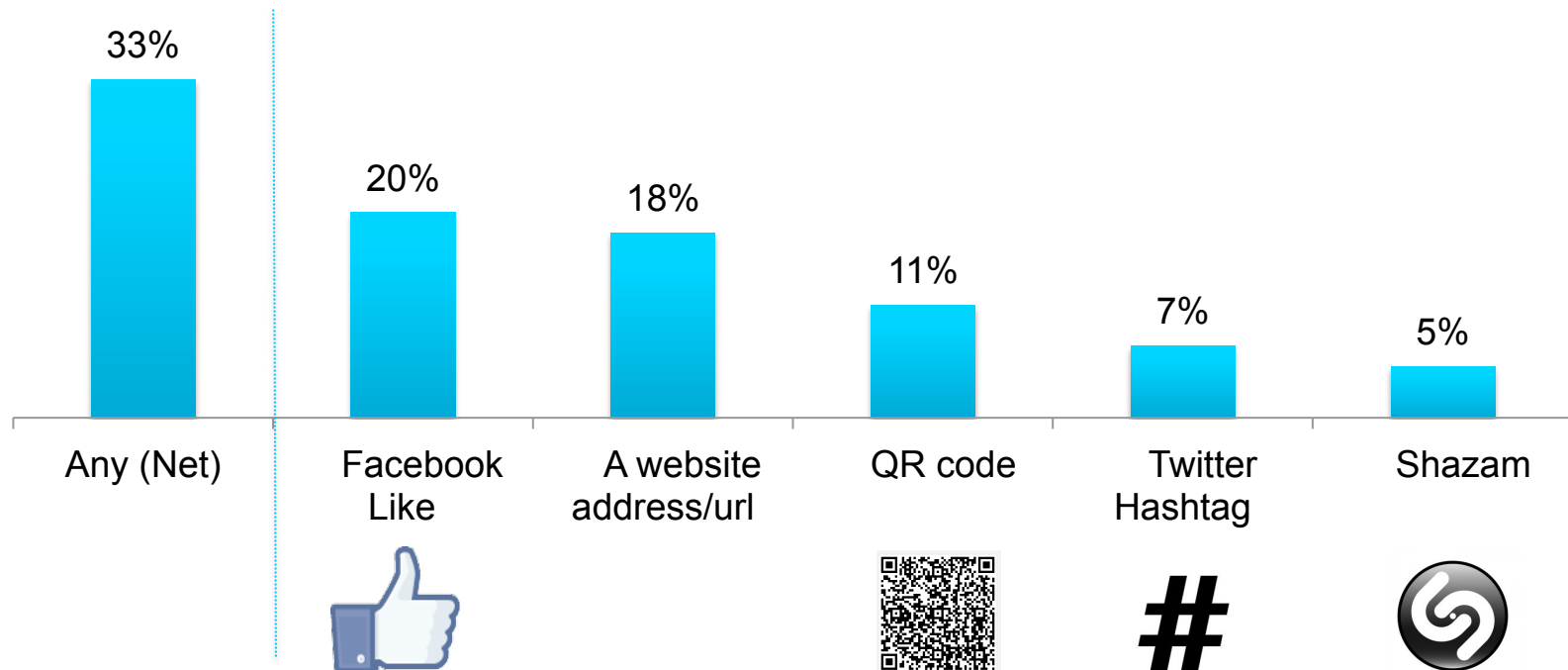
## Familiarity With Use of Social Media Symbols



**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 familiar<sub>5</sub> or familiar) on a 5-point scale)

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

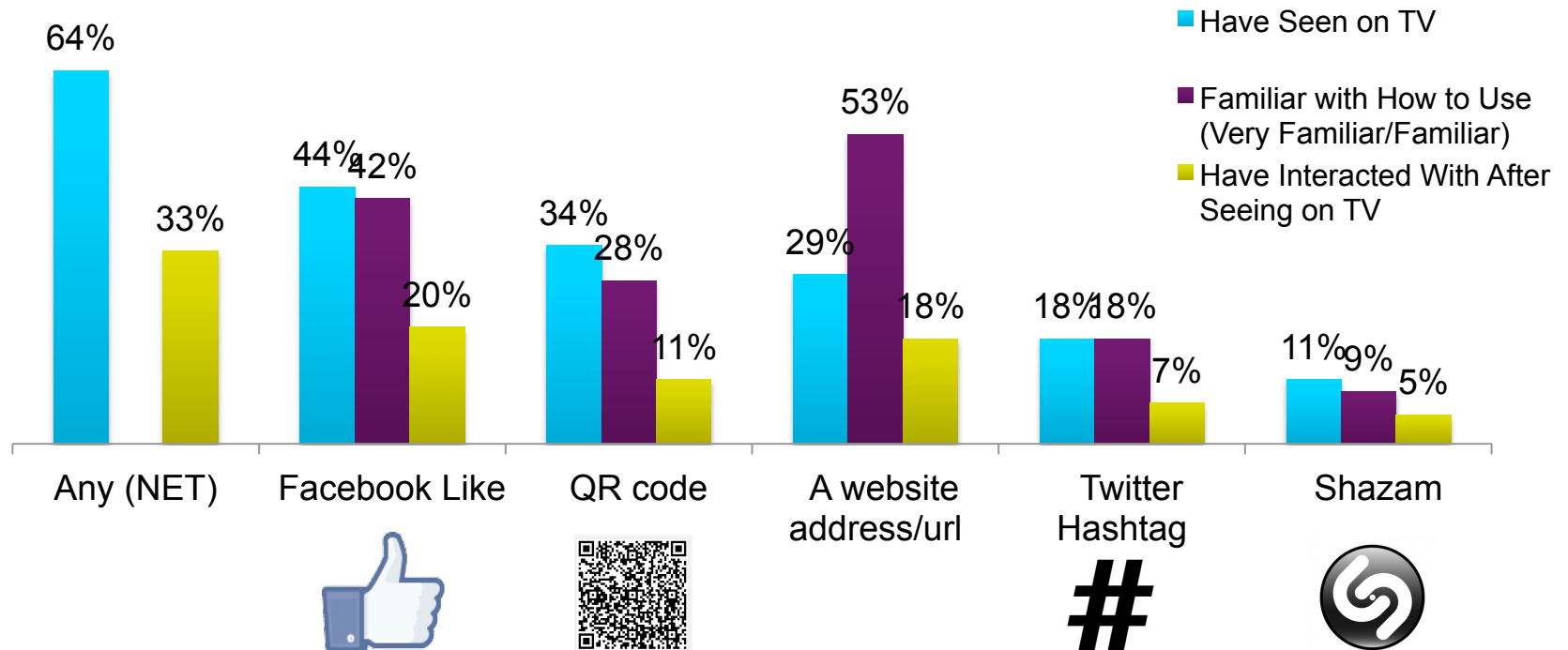
Interactivity With Social Media Symbols While Watching TV



**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)

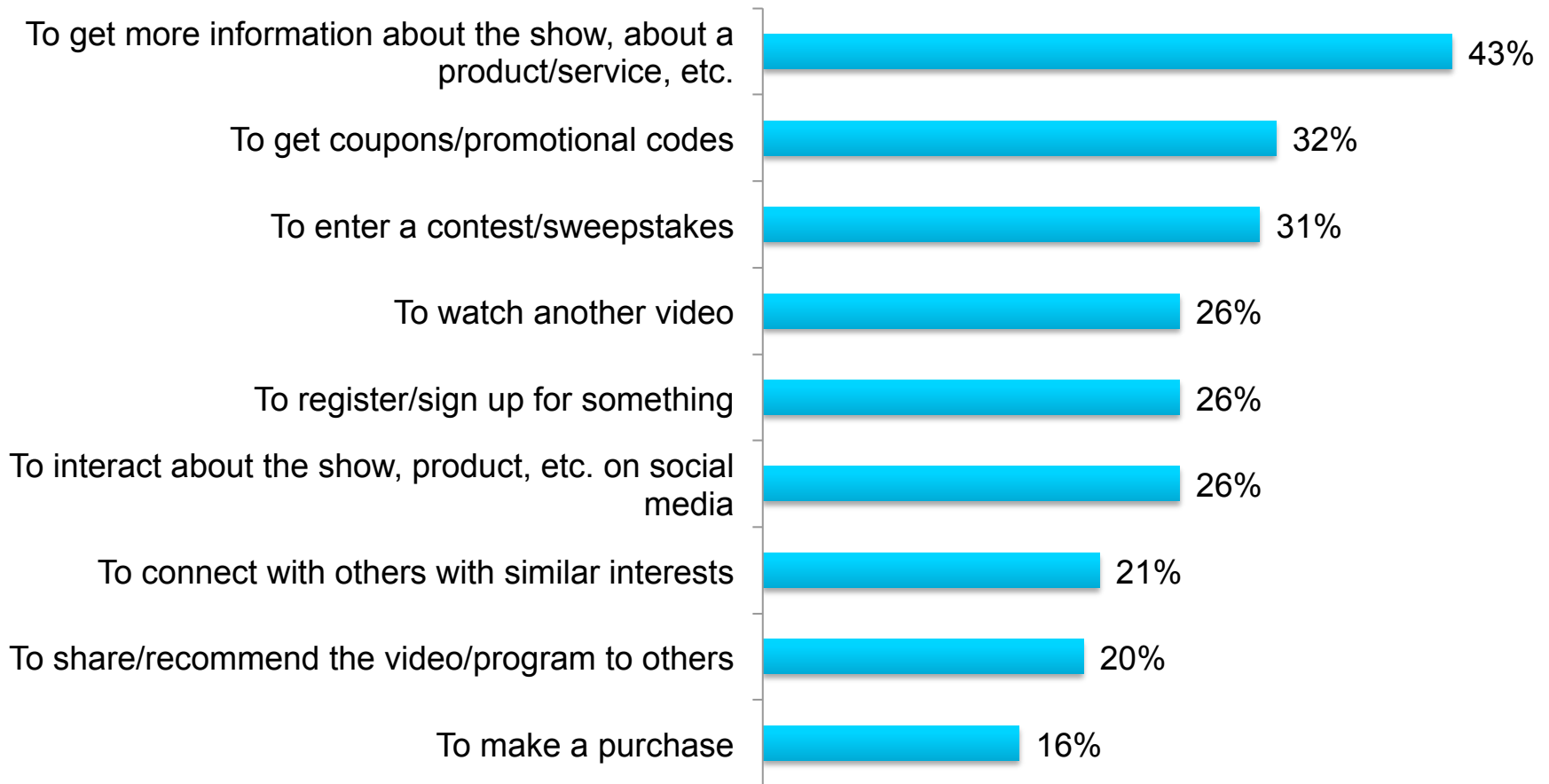
Summary of Seeing, Familiarity With and Interacting With Social Media Symbols



# Getting More Information is the Greatest Motivator to Interact

## Motivations for Interacting With Social Media Symbols

*Base: Respondents who have interacted with social media symbols*



**Base: 338 respondents who interacted with social media symbols**  
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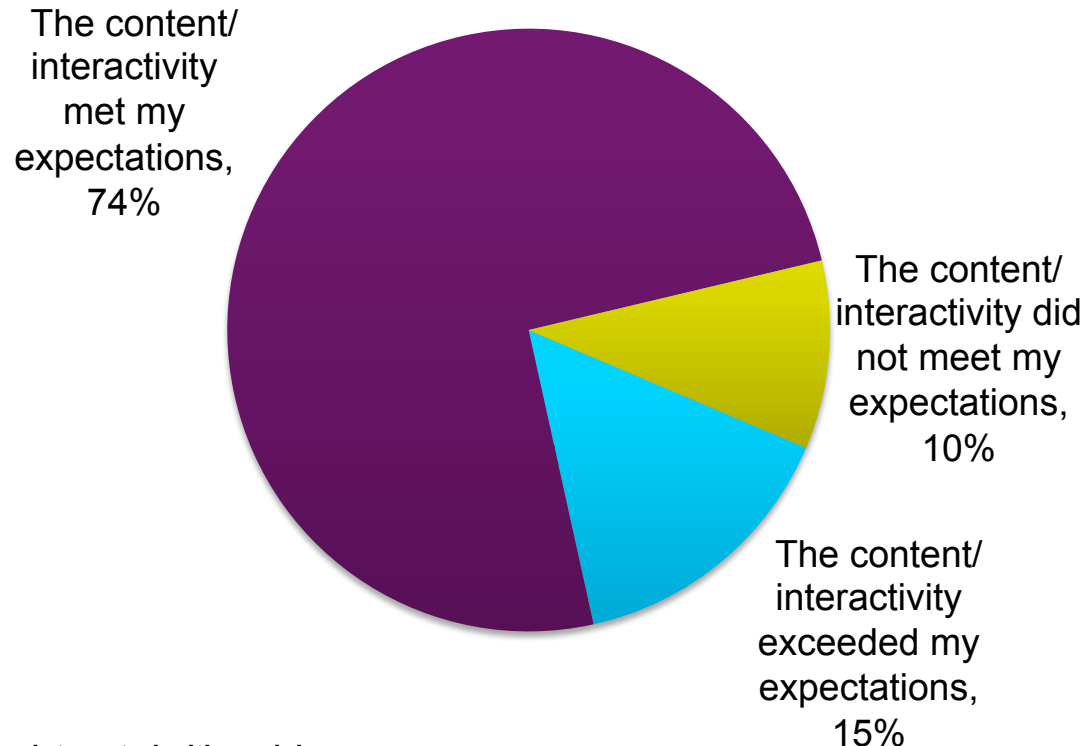
**Q6:** When you interacted with these social media symbols while watching TV content, what was it for? (Check all that apply)



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

## Satisfaction With Content/Interactivity\*

Base: Respondents who have interacted with social media symbols



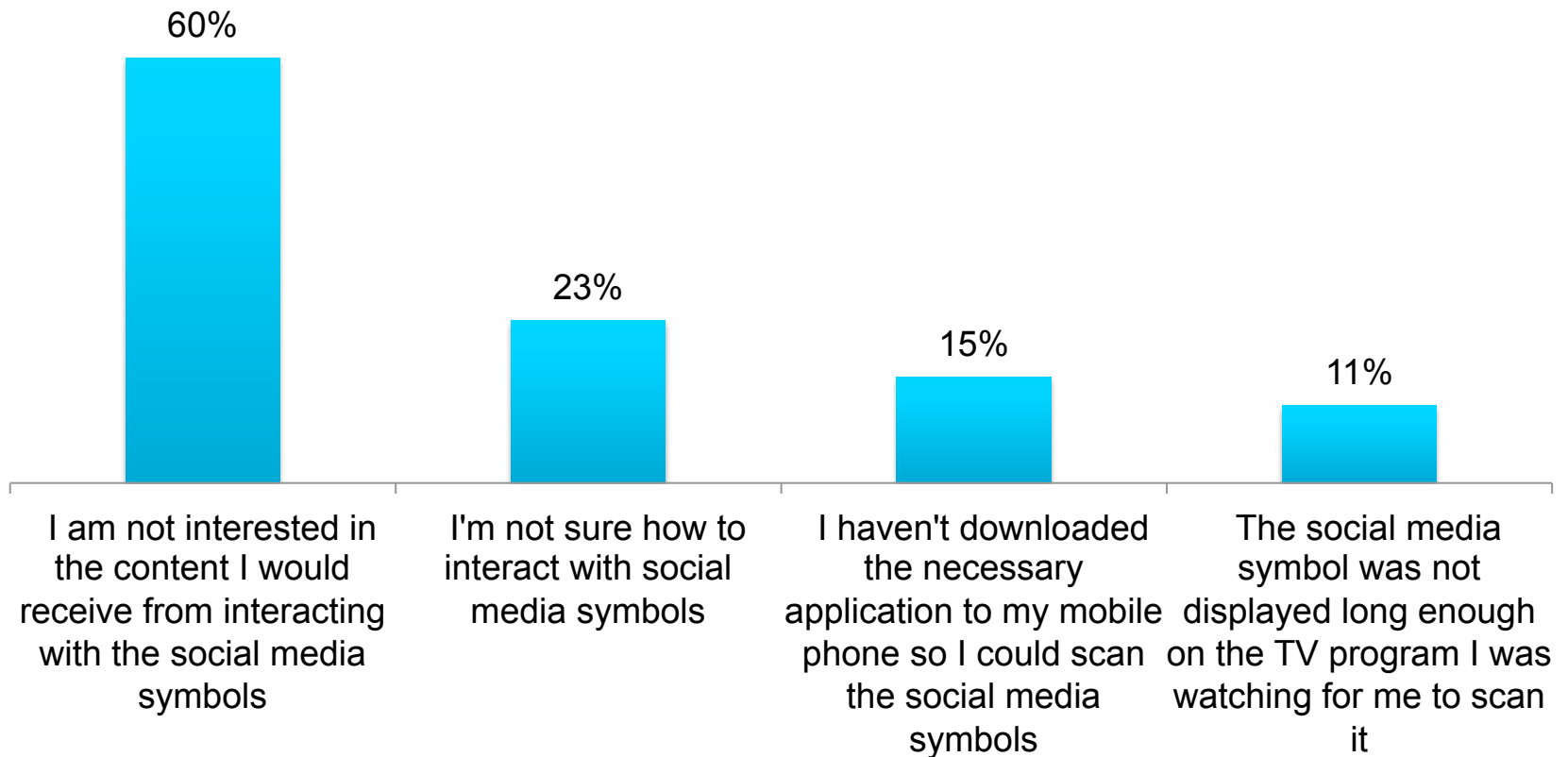
Base: 338 respondents who interacted with social media symbols

\* Numbers do not add up to 100 due to rounding.

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

Reasons for NOT Interacting With Social Media Symbols  
*Base: Respondents who have interacted with social media symbols*



**Base: 732 respondents who have NOT interacted with social media symbols**  
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**Q8: If you have NOT interacted with any social media symbols while watching TV content why not? (Check all that apply)**

# Methodology

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