

City Video – IOS/Android Apps

Research/Discovery Recommendations

April 15th, 2015

Research and Discovery Sources

1. Analytics/Data
2. Customer Reviews from App Store/Google Play store
3. Internal Customer Survey Study
4. Usability Test Results

1.Display/Video Ads revenue

Display ads bringing substantially less revenue based on the financial report CityTV2014

City TV APP	Display /Video	Q1	Q2	Q3	Q4	Total
Android	Display	-	-	1,337	3,438	4,775
	Video	17,878	15,819	13,468	22,521	69,685
IOS	Display	994	2,996	13,817	6,970	24,777
	Video	65,556	77,156	52,267	69,958	267,937
Grand \$Total		87,429	95,970	80,889	102,886	367,174

2. Android tablet not used

Android tablet is used has smallest audience based on Omniture Weekly report for CityApp

City iPad Unique Visitors: 27,405 Page View Events : 294,885

City iPhone Unique Visitors: 11,181 Page View Events : 169,098

City Android Tablet Unique Visitors: 1,312 Page View Events : 6,567

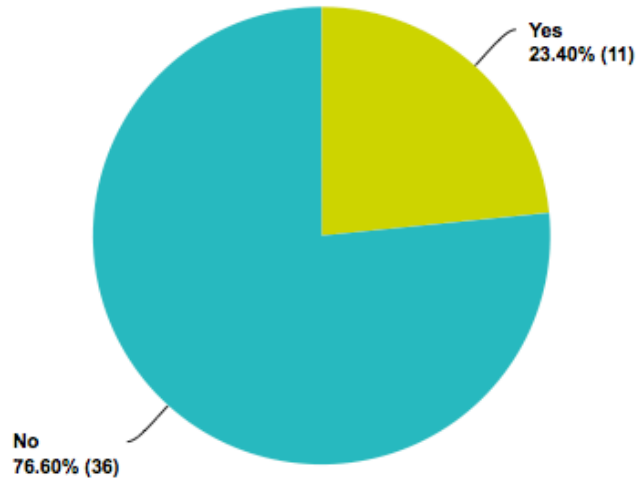
City Android Phone Unique Visitors: 12,365 Page View Events: 90,598

3. Online Chat during Live Broadcast

- Users aren't engaged in Live Chat during Live Broadcast

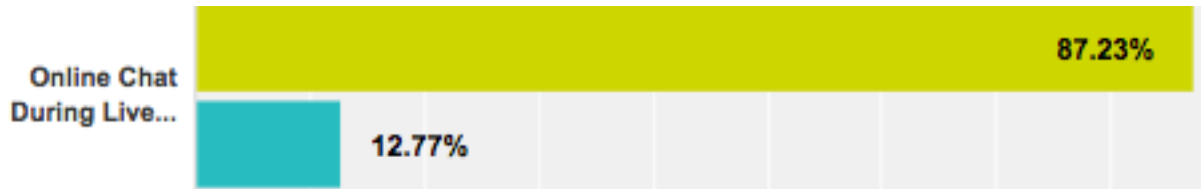
Have you ever participated in an online chat during a live broadcast?

Answered: 47 Skipped: 4



3. Online Chat during Live Broadcast

- The least important feature from all the VOD features from Customer Survey
- 89% of Customer Survey participants believe it's not important or minor feature



- No one from Customer Interview users chats during the live broadcast show
- The least priority on business requirement list

4. Resume Video After Stopping

- Ability to resume playback where you've left off is **the most important** features from all video on demand features based on our Customer Survey
- **93,75%** responded that **it's important or essential**



4. Video Ads (For example: Skip ad in 5 seconds)

- 89,58% responded that it's important or essential



- Based on the Customer Interview – users generally accept ads but are frustrated by the fact that they can't skip or need to watch the same ad over and over again

4. Video Ads (For example: Skip ad in 5 seconds)

- Top Comments from Apple/Google store: Too many ads, Repeated ads.

“I literally watched the same two commercials 10 times just to get to the end of the show!

Why would you make users dreadfully repeat the same commercial ads?”

If you are going to make us watch commercials, at least add a better rotation and don't make us watch the same commercial over and over again”

5. Air Play/Chromecast

- Essential in the video on demand consumption
- Top comment from Apple/Google store

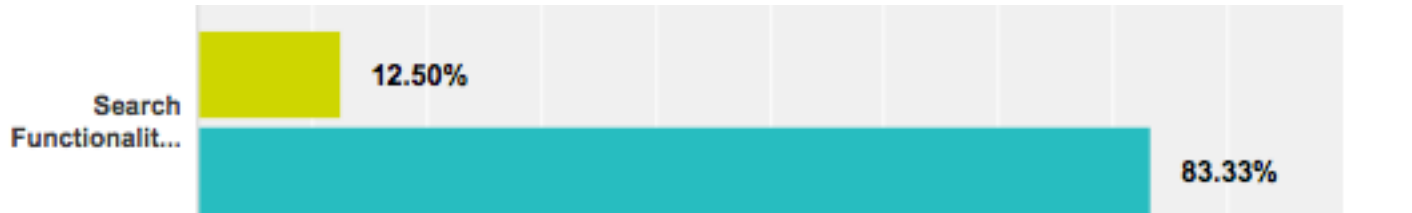
“Really want to see AirPlay working properly. My rating will be double when it works”

“Without AirPlay, this is the worst app of any Canadian channel”

“ Without the AirPlay, this is the worst app in Canadian Channel”

6. Search

- In terms of content discovery search function seemed to be the top feature based on our Customer Interview.
- 83,33% Customer Survey users believe it's essential and important feature



- Based on VUI Library research tool only two-thirds from of iPad apps have search functionality

7. Broadcast Schedule

- General Omniture Stats show that Schedule is on the **23 position** in terms of visited sections on City app with **495,611 page views (0.8%)**
- Top visited schedule pages were related to the top 5 shows ONLY.
- Customer Interview did like the fact that the broadcast schedule exists but in relation to LIVE TV, also they didn't like the current format
- Customer survey shows split opinions. **For 56.52% it's important, 45.6% think not important at all.**

8. Live TV / On demand

- Customer Survey shows the most common comment about what they like the most about the on demand products they use is:

” To watch what I want and when I want to”

“ When I have time not when I’m told to..”

“..on My Schedule” “ Watching shows on your own time

“I can decide what to watch whenever I want”

Key Recommendations

Here are some key recommendations from our research efforts:

- We recommend **removing or A/B testing display ads** to determine their effectiveness. The goal is to better improve the user experience throughout the app and essentially gain real-estate on screen.
- At this time, we would not recommend **building an Android tablet** version of the CityTV app.
- We **do not recommend including the online chat during a live broadcast feature**. this will allow us to spend additional time on primary features of the app.
- We **recommend implementing the 'Resume Video after Stopping' functionality**. This is an essential feature in the video on-demand experience from a users' perspective and will help improve the NPS score.

Key Recommendations Cont.

- We recommend **implementing a new strategy surrounding video advertisement rules** to improve the overall video experience.

For example: Skipping advertisement after 5 seconds, developing a plan for better advertisement rotation, ability to skip ads after resuming video. (ie: when users exit video by accident, they're forced to re-watch ads)

- We would recommend using **search functionality when there are more than [X] number of shows.**
- We do not recommend **including live television streaming within the app**; this allows for better focus of the video on-demand experience and core features of the app.
- We do not recommend **including a TV Schedule within the app.**

In-Depth Results & Documentation

App Store/Play Store – User Comments:

https://www.dropbox.com/s/obvxplp4xa1007/City_AppStore_PlayStore_UserComments.pdf?dl=0

User Survey Results:

https://www.dropbox.com/s/tdlg7zrz09yhme6/City_UserSurvey_Results.pdf?dl=0

Usability Study Results:

https://www.dropbox.com/s/dixwv9su3bydr5i/City_UsabilityStudy_Results.pdf?dl=0

Analytics/Omniture Data:

https://www.dropbox.com/s/2yxrafqvuzo49bx/City_OmnitureAnalytics.pdf?dl=0