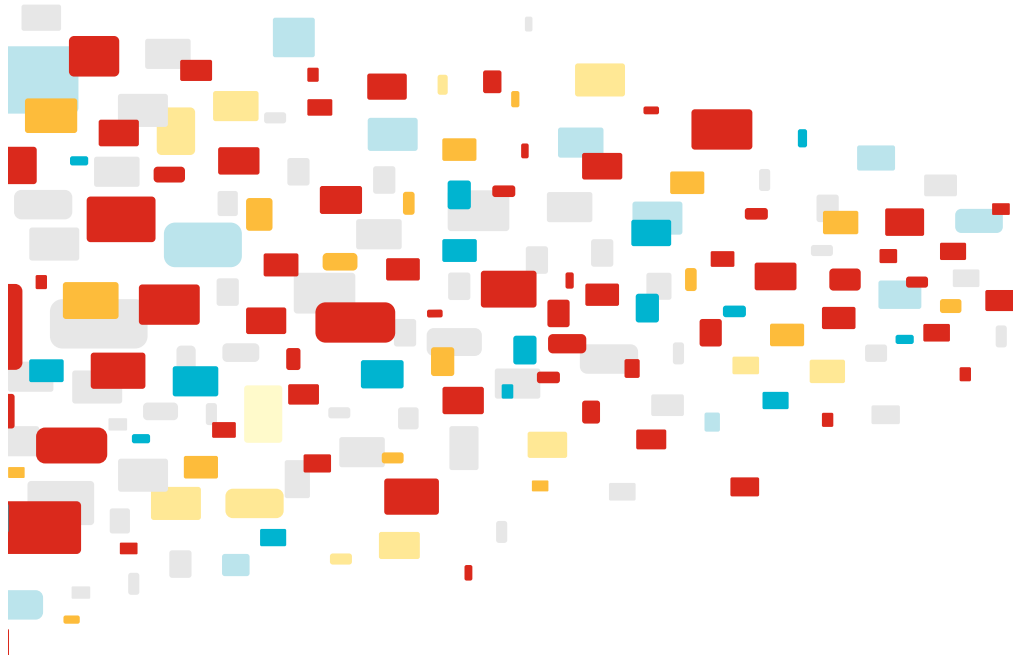


User comments, pain points & frustrations

App Store/Google Play Store Comments

April 6th, 2015



ISSUES SUMMARY:

1. There's too many ads during video playback.

- Users can't scrub through the video without watching having to watch so many ads. For example: users have to sit through 4 ads per marker on a given episode.
- The video quality and audio quality is much better than the quality of the actual videos/episodes that users are watching.
- There is not a big enough assortment of ads for users to watch. They're watching the same ads over and over again; this quickly causes them to become frustrated with the app and viewing experience.
- If a user exits the video by accident or the app crashes, they have to start the video over again; therefore causing them to have to watch the ads that they just sat through and watched. A solution to this would be to allow users to resume playing from where they left off.

2. AirPlay/Chromecast is not supported.

- Users are frustrated because they expect this app to allow for streaming through AirPlay/Chromecast. Competitors are supporting AirPlay/Chromecast (Global Go) and users are comparing CityTV to the competition.

3. App crashes, freezes and quits unexpectedly.

- Generally, users have complained about the app crashing while they're watching video. Users have also been frustrated with the amount of bugs/general issues with the app.

USER QUOTES:

"Not only is the playback bad, I find the quality on the shows are horrible. The ads are good quality but the shows just look and sound bad. Needs to work more like the CTV or Global app."

"The new version of the app won't allow the shows to open full screen. Some shows crash the app and you need to watch all of the commercials again!

• Just like everyone else is saying, doesn't play episodes, forces you to watch ridiculous amounts of commercials."

"Terrible app. Says video is not available. Full of commercials. Can't fast forward. Can't restart where I quit."

"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?"

"Continuously get an error loading content message."

"Trying to watch a show and it crashes five minutes in. When I try to reload it, it didn't save my

place so I scrolled forward and had to sit through 8 commercials and then it froze.”

“This app seems more concerned with playing ads than the actual content. TV shows are only shown in low quality and the ads are often glitchy, forcing you to watch them multiple times.”

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

“I like the app but I would have given it a higher rating if it supported airplay. Your competitors app lets me airplay to Apple TV.”

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

“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.”

“This app will let you watch commercials, but not the shows. Ten minutes into a video, you get the “unable to load video” message.”

“If you enter full mirror mode, you can view videos in AirPlay mode.”

“The problems beside the same stupid commercials is, number one: as I’m watching a video the app will just suddenly close. Problem two: you have to re-fast-forward to where you think you left off and watch stupid commercials before and after you fast forward. Problem three: why is it crashing for no reason?”

“Love the app but I would like to be able to pause the show, leave the app and come back to the original position.”

“My only complaint is that if you fast forward in an episode it makes you watch a couple commercials right away. If you’re fast forwarding to find a specific spot in a show, this is annoying.”

“Every time I hear and watch that stupid country song advertisement, I get a sour taste in my mouth. It’s doing the opposite than what it was intended to do if you ask me.”

“This app is terrible. There needs to be Chromecast support.”

“Takes eons for videos to load, if at all. Even embedded commercials stutter! Hope future version improve, but current one is almost unusable.”

“This app is extremely frustrating. There are too many commercials, which often have the voice severely out of sync with the image. Commercials are often repeated twice in a row, and whenever you shuttle (jump ahead or back) on the show you are watching, the commercials are made to run again.”

“When watching a show (which sometimes goes blank, just audio, no pictures) and you want to pause, that works great, but if you wait until a commercial to pause, you can't - all pause/etc controls are disabled during a commercial - so if you just take your snack break then, then rewind to pick up what you just missed, the commercials play again (because of no rewind). Basically, you have to always remember to pause mid show, or pause just after the commercials run.”

“The schedule is handy, but scrolls extremely poorly, to the point where it is almost unusable. Sticks for long periods or jumps to unknown positions. That is not because of internet connection/speed issues.”

“Audio for commercials is loud, and audio for actual videos is way too low.”

“Amazing app, wish more media companies would deliver their content this way. Ads are fine, but I wish there were more than about 4 different ones. People saying they need to get rid of the ads don't understand how this new digital delivery format works. Content isn't free. A few ads here and there is nothing compared to what we get bombarded with on tv every day. Props to CityTV.”

“App seems to work pretty good in normal screen but in full screen it sometimes hangs or crashes when switching from commercial back to video stream. I understand that the advertising needs to be there but the way it seems to switch between the show stream and the commercial stream causes stability issues.”

“Fix – duplicate adverts. Skip ahead should not force new adverts if I just watched an advertisement seconds before. Fix the playback bugs; when you're software/streaming doesn't work, why should you penalize with another 4,5,6 advertisements in a row trying to find my spot again.”