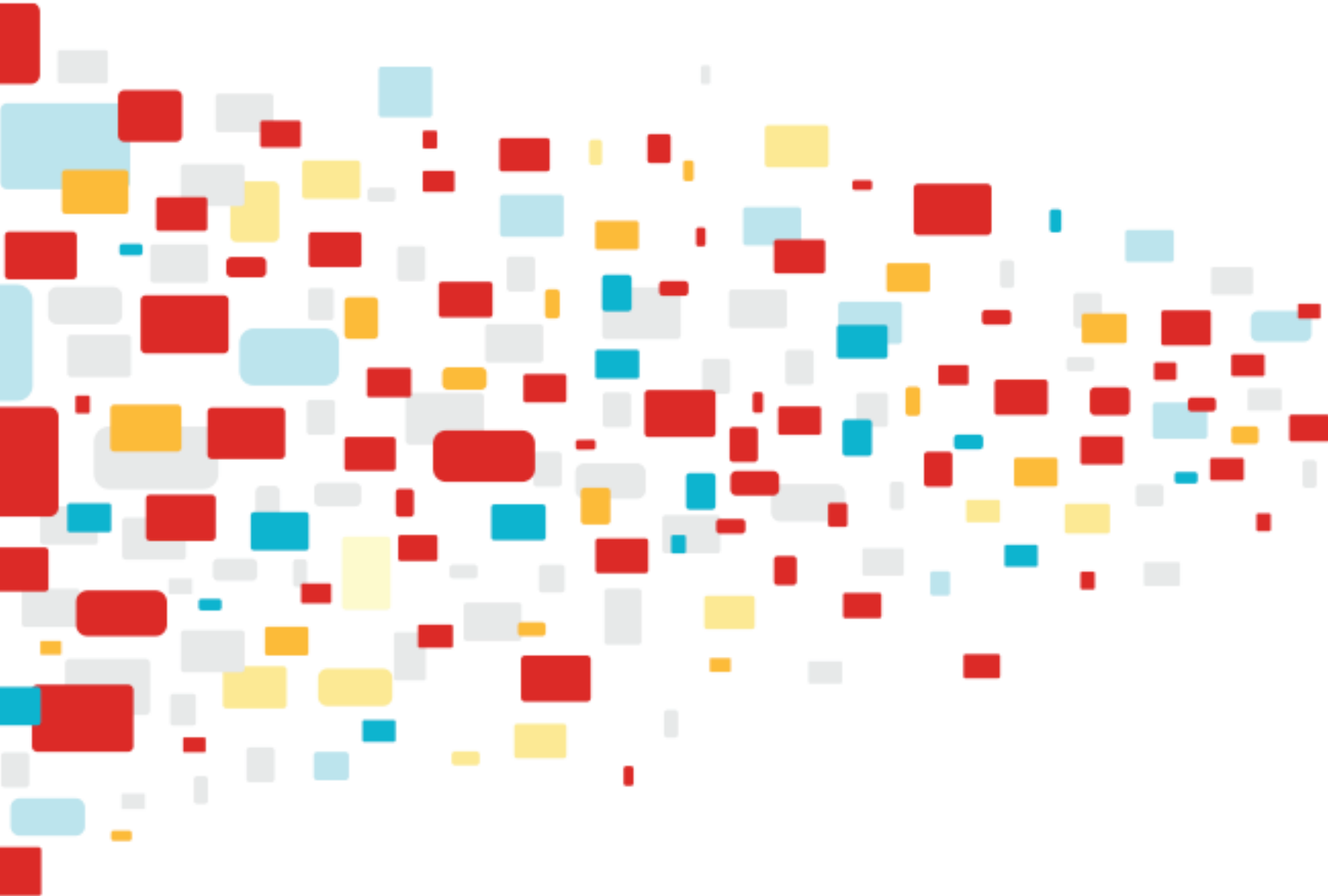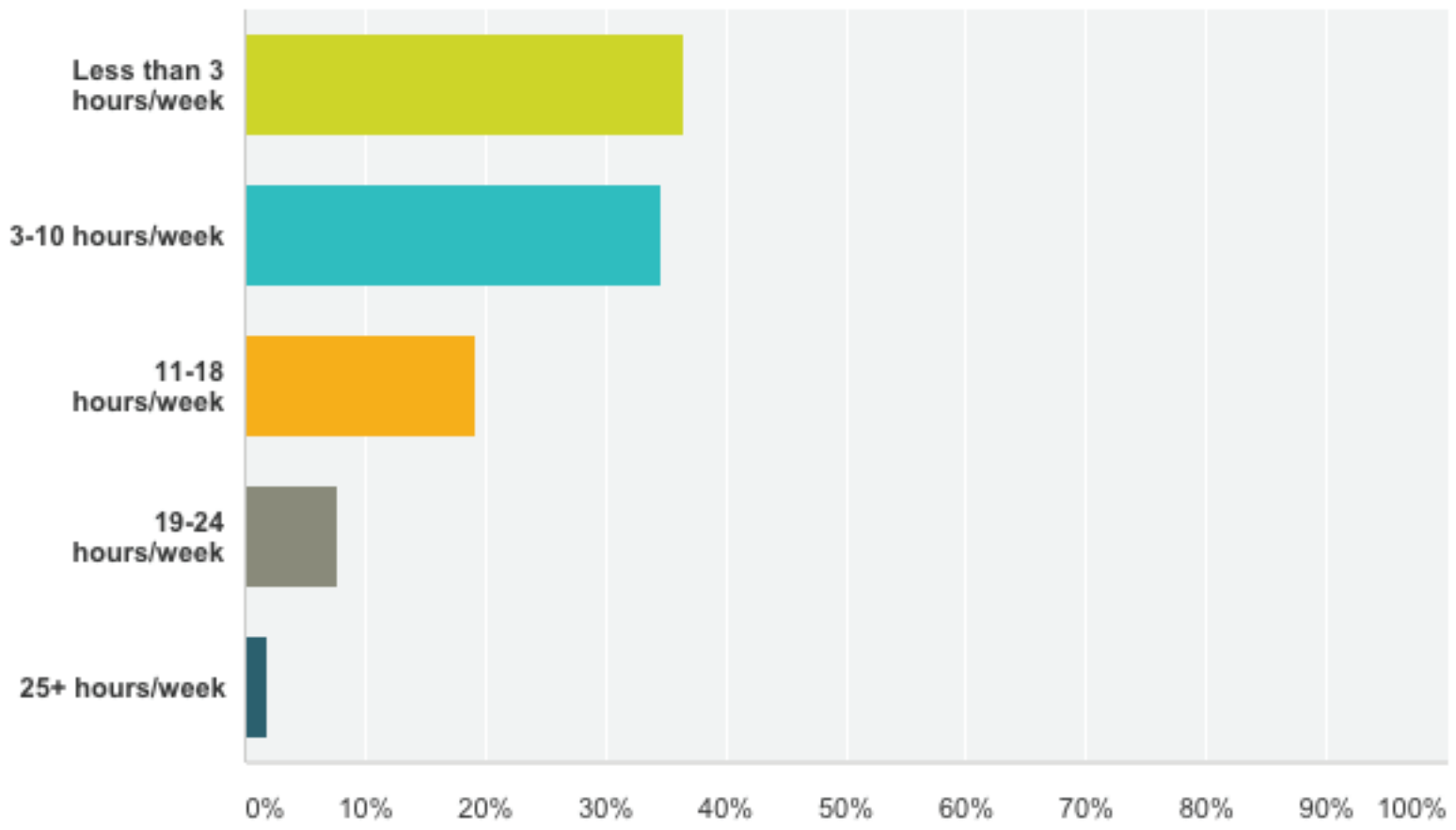# Internal User Survey Results & Response

April 13th, 2015

How many hours of video on demand do you consume per week?
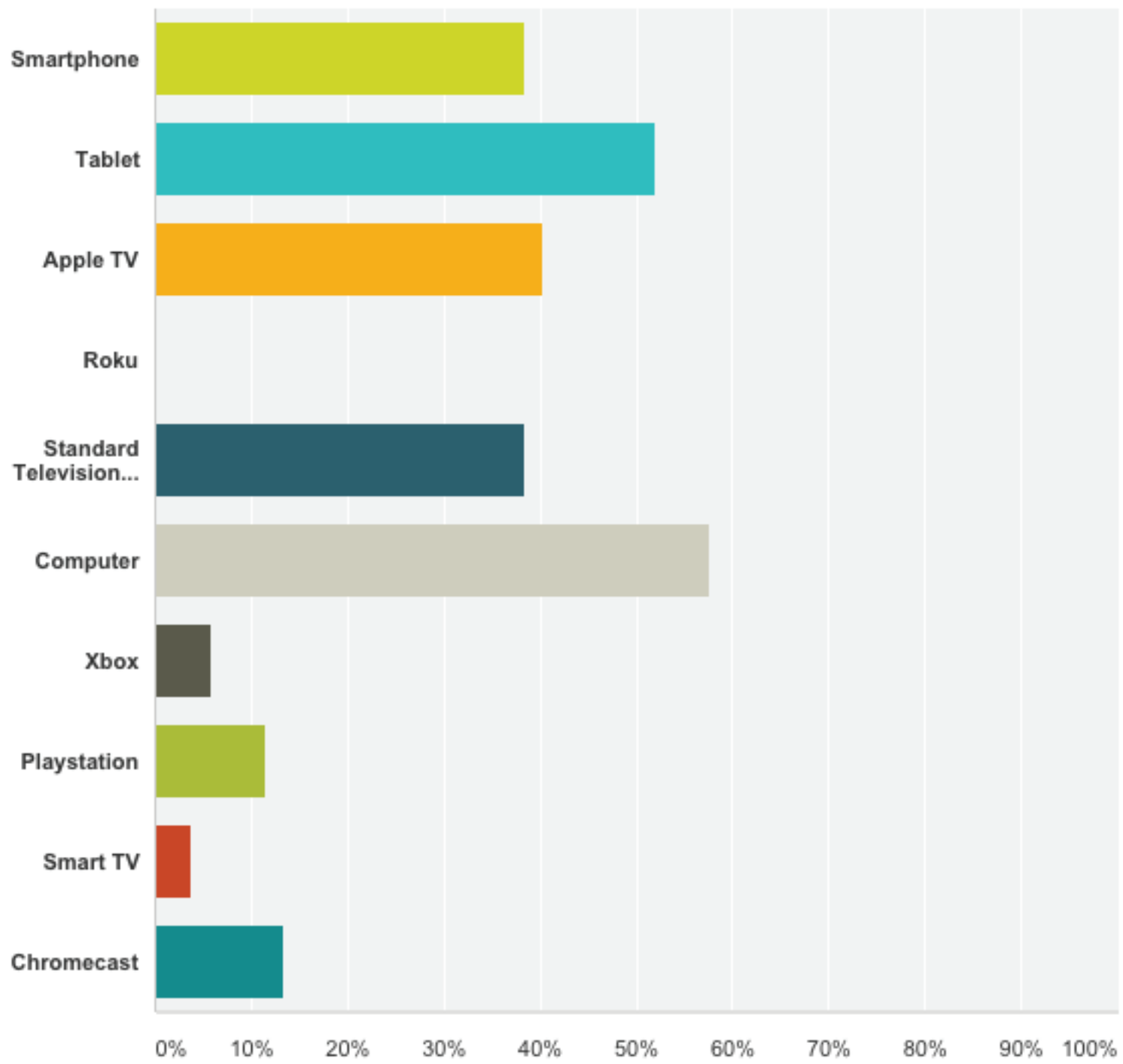
Answered: 52   Skipped: 0

Answer Choices	Responses	
Less than 3 hours/week	36.54%	19
3-10 hours/week	34.62%	18
11-18 hours/week	19.23%	10
19-24 hours/week	7.69%	4
25+ hours/week	1.92%	1
Total		52

# What primary devices do you use to watch video on demand? (Check all that apply)

Answered: 52   Skipped: 0

Answer Choices	Responses	
Smartphone	38.46%	20
Tablet	51.92%	27
Apple TV	40.38%	21
Roku	0.00%	0
Standard Television (PVR)	38.46%	20
Computer	57.69%	30
Xbox	5.77%	3
Playstation	11.54%	6
Smart TV	3.85%	2
Chromecast	13.46%	7
Total Respondents: 52		

Do you watch video on demand content outside of your home?

Answered: 50   Skipped: 2

Yes
36.00% (18)

No
64.00% (32)
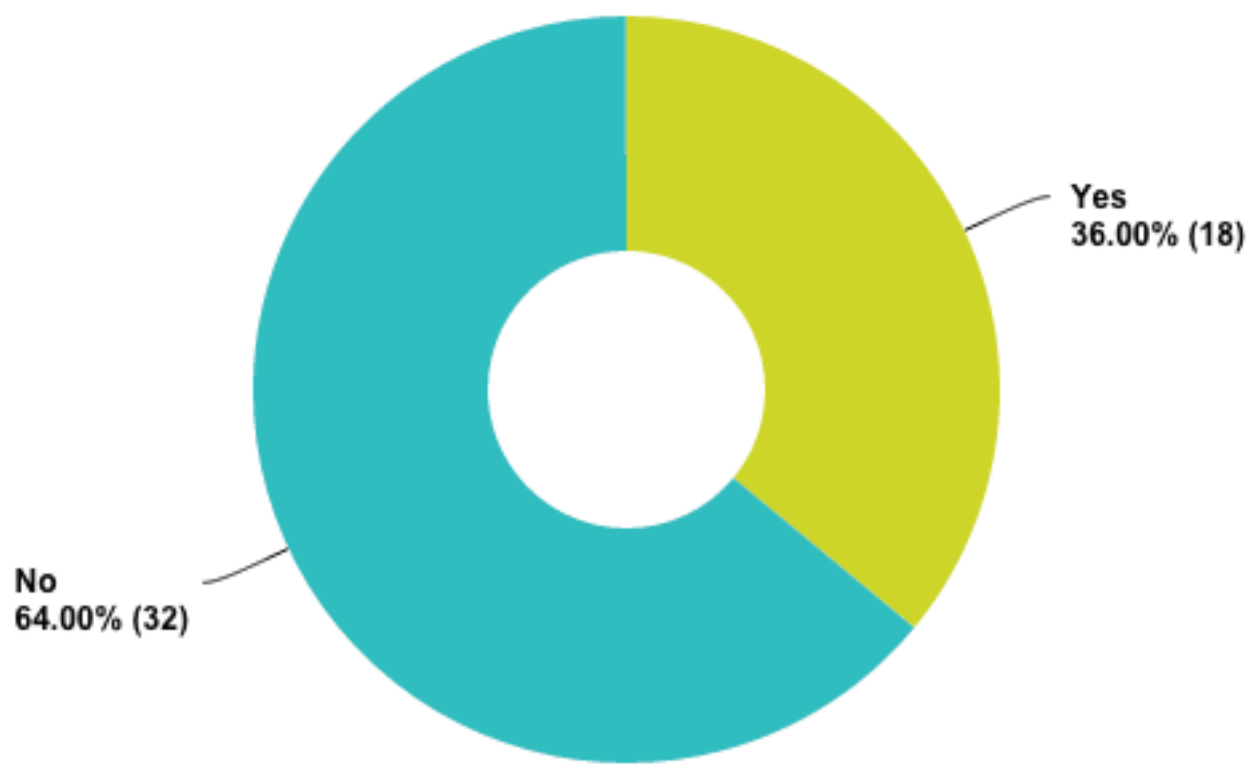
Answer Choices	Responses	
Yes	36.00%	18
No	64.00%	32
Total		50

What time of the day do you usually consume video on demand content? (Check all that apply)

Answered: 52   Skipped: 0
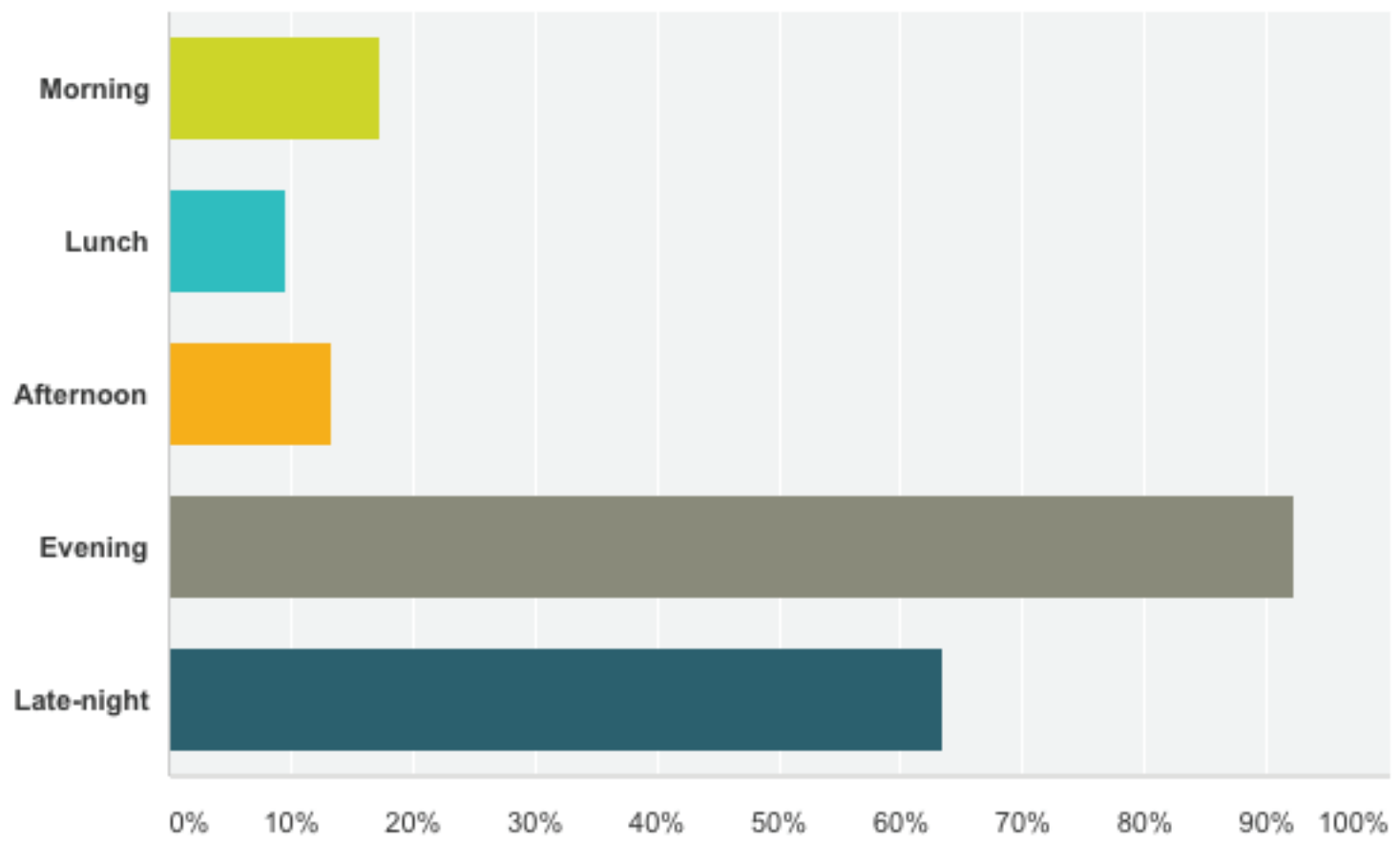
Answer Choices	Responses	
Morning	17.31%	9
Lunch	9.62%	5
Afternoon	13.46%	7
Evening	92.31%	48
Late-night	63.46%	33
Total Respondents: 52		

Do you binge-watch video on demand content? (Watch 3 or more consecutive episodes at a time)

Answered: 50   Skipped: 2

No
30.00% (15)

Yes
70.00% (35)
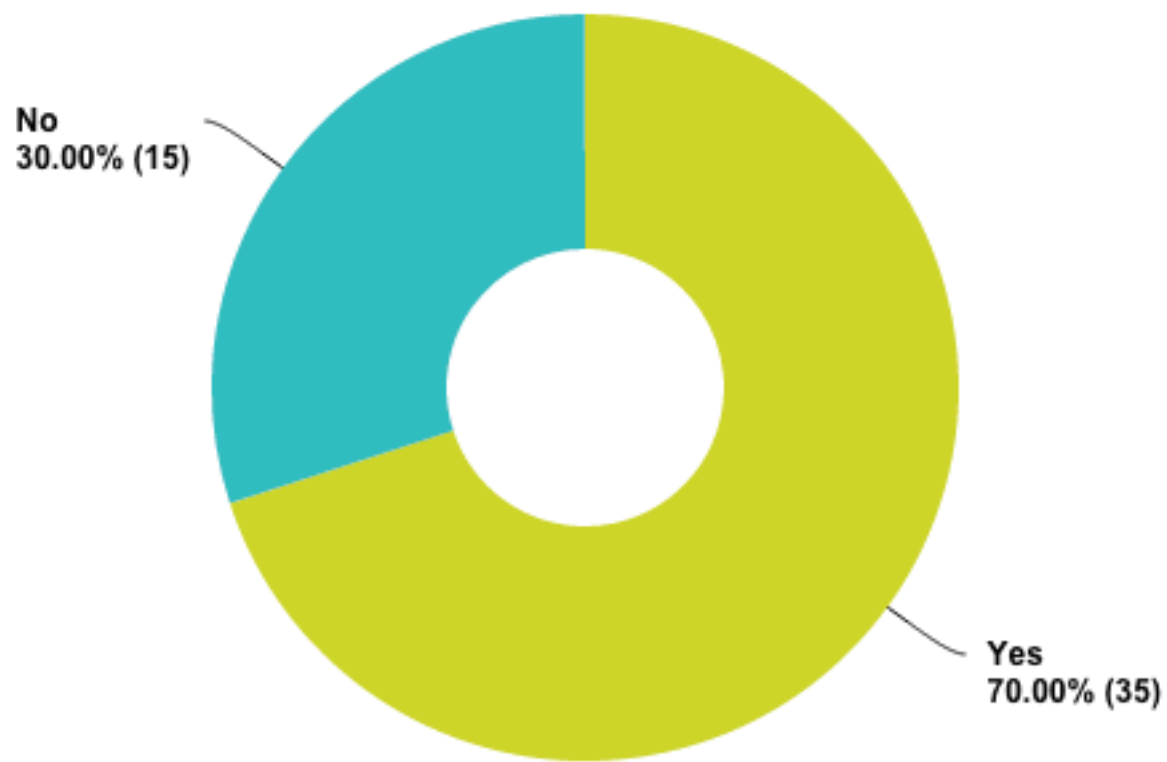
Answer Choices	Responses	
Yes	70.00%	35
No	30.00%	15
Total		50

6

In the last 12 months, have you streamed live television on a device other than standard television?

Answered: 50   Skipped: 2

No
38.00% (19)

Yes
62.00% (31)

Answer Choices	Responses	
Yes	62.00%	31
No	38.00%	19
Total		50

What video on demand products do you use? (Check all that apply)

Answered: 48   Skipped: 4
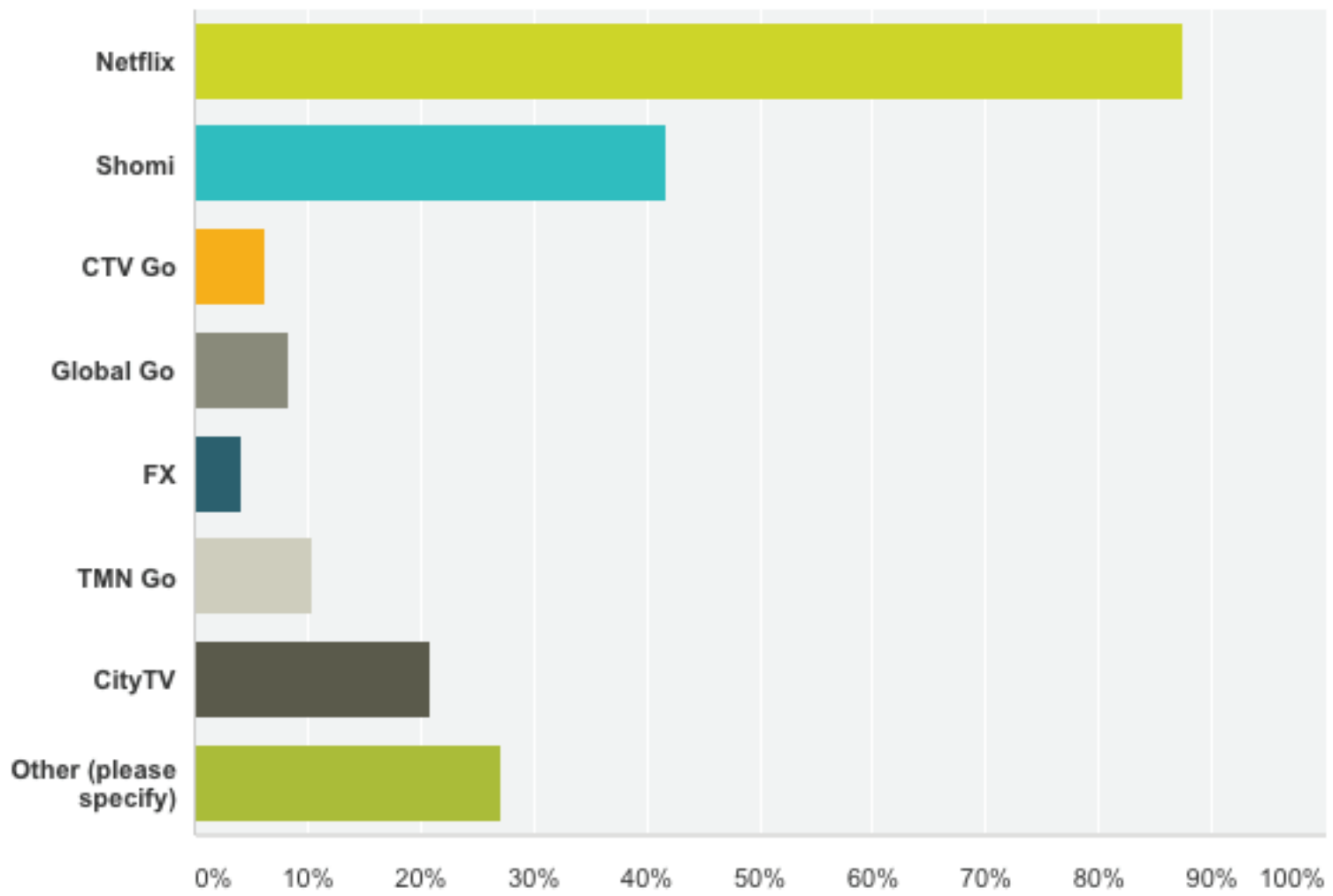
Answer Choices		Responses	
Netflix		87.50%	42
Shomi		41.67%	20
CTV Go		6.25%	3
Global Go		8.33%	4
FX		4.17%	2
TMN Go		10.42%	5
CityTV		20.83%	10
Other (please specify)	Responses	27.08%	13
Total Respondents: 48			

What do you like the most about the on demand products you use? What do you like the least?

"Convenience, recommendations, genres, clean UI."

"I like the vast library and choice and the ability to set up different profiles for my family. No major complaints."

"Like that you can choose what you want to watch."

"Quality, fast."

"Watching shows on your own time."

"Like - the ability to binge watch shomi - don't like TV experience both - not enough content - should have all seasons of shows."

"Most: watch episodes when I want."

"Like - convenience and option to view events/shows that I would otherwise miss. Flexibility of starting/stopping shows. Dislike - Authentication process is necessary but adds too many steps. Perhaps a feature to remember my subscription on a device would save the user some time."

"Like the most: Using the software XBMC, anything on YouTube or many other sites are available on my TV in a single user interface, as is my local drive containing TV episodes and movies. The interface is always less than great - slow to navigate on a remote control, relatively unreliable in getting a signal."

"I like that I can binge watch TV shows, especially new original content that is released as an entire season - eg. House of Cards & Bloodlines (both on Netflix). I don't like the limited selection at times.."

"Accessibility, wifi challenges."

"Quick and easy to use, consume what I am most interested in. Very intuitive."

"Most - Watch what I want when I want to. Least - Less premium/useful content in Canada than the UK and US."

"Like: -Saves your preferences/what you've already watched across all platforms you use - Automatically playing next episode in a series -Suggests other things to watch Dislike: - Want to be able to access new episodes right after them come out."

"Easy of use; variety of content."

"Video autoplay. Clean UI. Resume from where you last stopped video. AirPlay/Chromecast support. HD Streaming."

"I like being able to watch half episode or the whole series at a time. I don't like when content 'disappears', something available on demand one day it's not available the following day."

"Easy to use and airplay. Not enough content."

"Netflix: Deep content library TMN Go: Amazing premium content Citytv: Catch up on shows I miss from the past week. FX: Only (legal) place I can get Sons of Anarchy."

"I like that I can decide what to watch whenever I want. I don't like that what I want to watch is not always available."

"I like it because they give me what I want...when I want. What I do not like is that most VOD services are expensive :("

"Allows use when you want, wherever you want."

"Netflix - easy to navigate, knows where I left off, no ads, fresh design."

"Ease of use and bandwidth costs."

"Most like HD video Like least - ads, pre rolls."

"Like - Easy to use - Not bound by region or restricted libary of content. Has everything! Dislike - Netflix has a limited library - Netflix does not have the latest content - Alternative Sources is sometimes not the easiest to use or doesn't work properly."

"Quality/reliability of content."

"Like most? On demand. Like least? Limited selection."

"I get to watch it when I have the time, not when I'm told to."
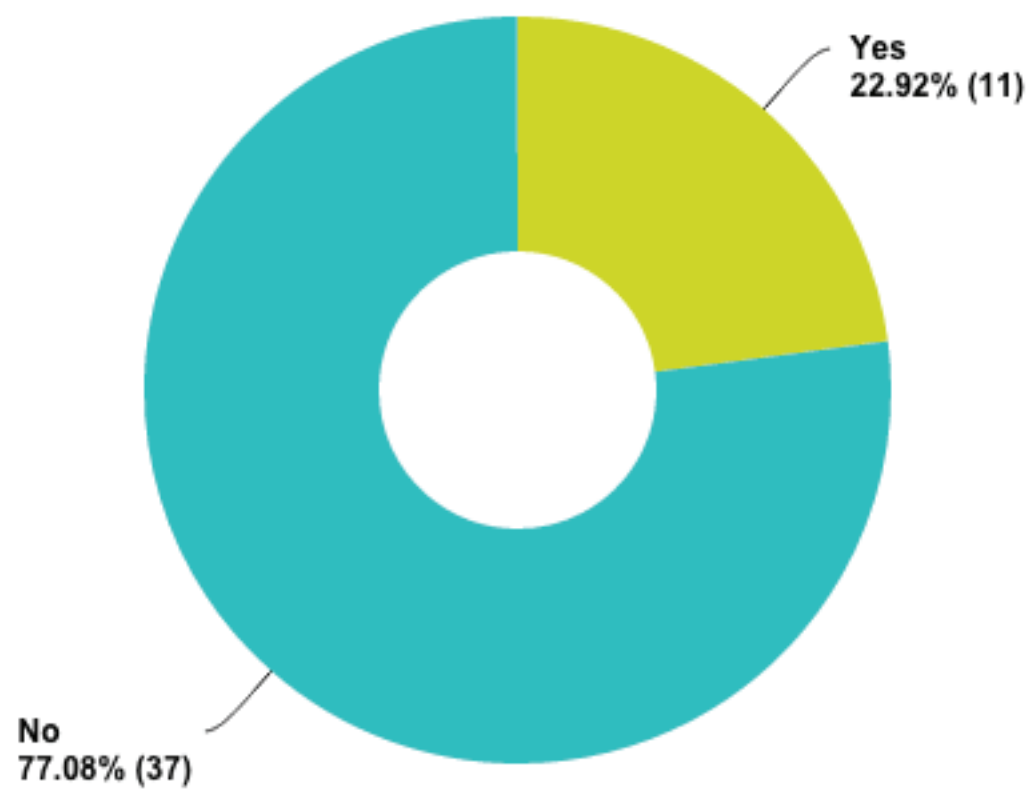
"When the search is comprehensive."

"Portability, on my schedule."

"Available content and selection, ease of use."

"Watching anytime I want to (after the kids are asleep).."

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

Answered: 48   Skipped: 4

Yes
22.92% (11)

No
77.08% (37)

Answer Choices	Responses	
▽ **Yes**	**22.92%**	11
▽ **No**	**77.08%**	37
Total		48

	Not important	Minor	Important	Essential	Total Respondents
Live Television Streaming	6.25% 3	25.00% 12	39.58% 19	27.08% 13	48
Device Synchronization (Ability to switch playback from one device to another)	12.50% 6	25.00% 12	29.17% 14	31.25% 15	48
Video Autoplay (Once the current video has finished, autoplay the next video)	18.75% 9	33.33% 16	27.08% 13	18.75% 9	48
User Favouriting (Auto recommendations based on your favourites)	18.75% 9	33.33% 16	33.33% 16	14.58% 7	48
User Commenting (Ability to comment on videos)	39.58% 19	52.08% 25	4.17% 2	4.17% 2	48
Playback History (Previously viewed videos)	10.42% 5	20.83% 10	33.33% 16	35.42% 17	48
Social Sharing (Share videos to your Facebook/Twitter feed)	37.78% 17	33.33% 15	20.00% 9	8.89% 4	45
Search Functionality (Search for videos/shows etc... within an app)	2.08% 1	10.42% 5	27.08% 13	56.25% 27	48
Video Recommendations (Related videos, "You may also like")	12.50% 6	18.75% 9	45.83% 22	22.92% 11	48
Resume Video After Stopping (Ability to resume playback where you've left off)	0.00% 0	2.08% 1	22.92% 11	70.83% 34	48
Accessibility (Subtitles, Closed captioning, etc...)	33.33% 16	20.83% 10	31.25% 15	14.58% 7	48
Video Categorization (Separating videos by Popularity, Recently Added, Most Popular)	6.38% 3	17.02% 8	44.68% 21	29.79% 14	47
Online Chat During Live Broadcast (Ability to chat while streaming a live broadcast)	57.45% 27	29.79% 14	6.38% 3	6.38% 3	47
Offline Downloading of Content (Ability to download to your device for offline viewing)	12.50% 6	27.08% 13	31.25% 15	27.08% 13	48
AirPlay/Chromecast Support	12.50% 6	16.67% 8	27.08% 13	39.58% 19	48
Skipping Video Ads (For example: Skip ad in 5 seconds)	6.25% 3	2.08% 1	29.17% 14	60.42% 29	48
Broadcast Schedule (A section that shows the on air schedule)	15.22% 7	30.43% 14	36.96% 17	19.57% 9	46
Video Rating (Ability to sort videos based on user ratings)	22.92% 11	33.33% 16	31.25% 15	12.50% 6	48