



艾凯咨询
ICAN Consulting

US Consumers Weigh In on Mobile Video Content Choices

一、调研说明

《US Consumers Weigh In on Mobile Video Content Choices》是艾凯咨询集团经过数月的周密调研，结合国家统计局，行业协会，工商，税务海关等相关数据，由行业内知名专家撰写而成。报告意于成为从事本行业人士经营及投资提供参考的重要依据。

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二、摘要、目录、图表

In the past year, the mobile video market has shifted radically, and two forces have emerged to radically change the definition of "mobile video." First, Internet delivery of user-generated and professional content is moving viewers from their living rooms to their computers. Second, high-quality mobile devices that use wireless networks (such as Apple's Wi-Fi iPhone and iPod Touch) are improving mobile access to the Internet in general. As a result, "Internet video" increasingly means "mobile video."

This research uses innovative survey techniques to provide an in-depth comparison of US consumer attitudes toward various types of mobile video content delivered over cellular, broadcast, and Wi-Fi networks as well as device preferences and content sources.

2008 survey illuminated interesting trends and adjustments in the ways people think about mobile video.

also defines potential usage models that highlight the benefits of mobile video solutions offered by mobile operators, time-shifting and place-shifting hardware, as well as portable media players and similar devices. Unlike other research that is available, this report also includes an analysis of the ATSC M/H standard now being tested for use by US broadcasters.

【 目录 】

• Executive Summary

• Introduction

o Content Choices

 Mobile Operator-Selected Content (MediaFLO and 3G)

 Broadcaster-Controlled Content

 User-Controlled Content (Internet Access)

o Access and Device Choices

 3G

 Broadcast Spectrum

 Non-Cellular Broadband and 4G (Wi-Fi, WiMAX, LTE)

 Sideloaded

• US Consumer Attitudes Toward Mobile Video Options

- o Survey Methodology

 Scenarios

 “ Second Chance ” Question

 Refining Questions

- o Survey Results: Overall Interest in Mobile Video Scenarios

- o Respondent Demographics and Characteristics

- o Scenario: Out-of-Band Cellular Video (Mobile Operator-Controlled)

- o Scenario: Free-to-Air Local Broadcast (Broadcaster-Controlled)

- o Scenario: Remote Access to Home Programming (User-Controlled)

- o Scenario: Wi-Fi Access to Web Video (User-Controlled)

- o Scenario: 3G Video Clips and Streaming (Mobile Operator-Controlled)

- o The “ Second Chance ” Response to Scenarios

- o Mobile Content Viewing Preferences

 On-Demand Programming (89.6%)

 Access to STB and DVR Content (82.7%)

 Professionally Produced Content (80.9%)

 Broadcast-Quality Content(79.7%)

 Monthly Payments (70.9%)

 Local and Network Broadcast Content (61.5%)

 Full-Length Shows (60.4%)

• Assessment: Mobile Video Networks and Content

- o Two Usage Models

 Waiting Room Usage Model

 Leisure Time Usage Model

- o Networks: Broadcast, Wide-Area, Local-Area, and Sideloaded

- o Content: Professionally Produced and User-Generated

- o Content: Made-for-Mobile, Network, and Local

• Conclusions and Comparisons: US Consumers Want...

- o ...Something Familiar and Free
- o Second Place But First to Market: Out-of-Band Cellular Video
- o Americans Prefer Monthly Payments to Hardware Purchases

• Methodology

• Related Reports

List of Tables

• Table 1. Mobile Video Scenarios and Conditions Considered in the Survey

• Table 2. US Consumer Response to Five Mobile Video Original Scenarios

• Table 3. Characteristics of Respondents by Interest in Mobile Video

• Table 4. Refined Responses to Out-of-Band Video Scenario

• Table 5. Refined Responses to Free-to-Air Local Broadcast Video Scenario

• Table 6. Refined Responses from Place-Shifting Video Respondents

• Table 7. Refined Responses from Mobile Internet Access Video Respondents

• Table 8. Refined Responses to 3G Scenario

• Table 9. Ranking of Initial, Conditional, and Second Chance Responses

• Table 10. Either/Or Pairs, All Responses

• Table 11. Comparison of Mobile Video Usage Models

List of Figures

• Figure 1. Consumer Interest in Mobile Video

• Figure 2. Scenario Presentation Process

• Figure 3. US Consumer Response to Five Mobile Video Original Scenarios

• Figure 4. Before and After Responses

• Figure 5. Expected Mobile Video Viewing Time

• Figure 6. Expected Mobile Video Viewing Location

• Figure 7. Initial and Modified Responses to Out-of-Band Video Scenario

• Figure 8. Reasons for Response Change to Out-of-Band Video Scenario

• Figure 9. Initial and Modified Responses to Free-to-Air Local Broadcast Video Scenario

• Figure 10. Reasons for Response Change to Local Free-to-Air Local Broadcast Video Scenario

• Figure 11. Initial and Modified Responses to Remote Access to Home Video Scenario

• Figure 12. Reasons for Response Change to Remote Access to Home Video Scenario

• Figure 13. Initial and Modified Responses to Wi-Fi Access to Web Video Scenario
• Figure 14. Reasons for Response Change to Wi-Fi Access to Web Video Scenario
• Figure 15. Initial and Modified Responses to 3G Video Scenario
• Figure 16. Reasons for Response Change to 3G Video Scenario
• Figure 17. Second Chance Response to Mobile Video Scenarios

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三、研究方法

- 1、系统分析方法
- 2、比较分析方法
- 3、具体与抽象方法
- 4、分析与综合方法
- 5、归纳与演绎方法
- 6、定性分析与定量分析方法
- 7、预测研究方法

四、数据来源

对行业内相关的专家、厂商、渠道商、业务（销售）人员及客户进行访谈，获取最新的一手市场资料；

艾凯咨询集团长期监测采集的数据资料；

行业协会、国家统计局、海关总署、国家发改委、工商总局等政府部门和官方机构的数据与资料；

行业公开信息；

行业企业及上、下游企业的季报、年报和其它公开信息；

各类中英文期刊数据库、图书馆、科研院所、高等院校的文献资料；

行业资深专家公开发表的观点；

对行业的重要数据指标进行连续性对比，反映行业发展趋势；

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