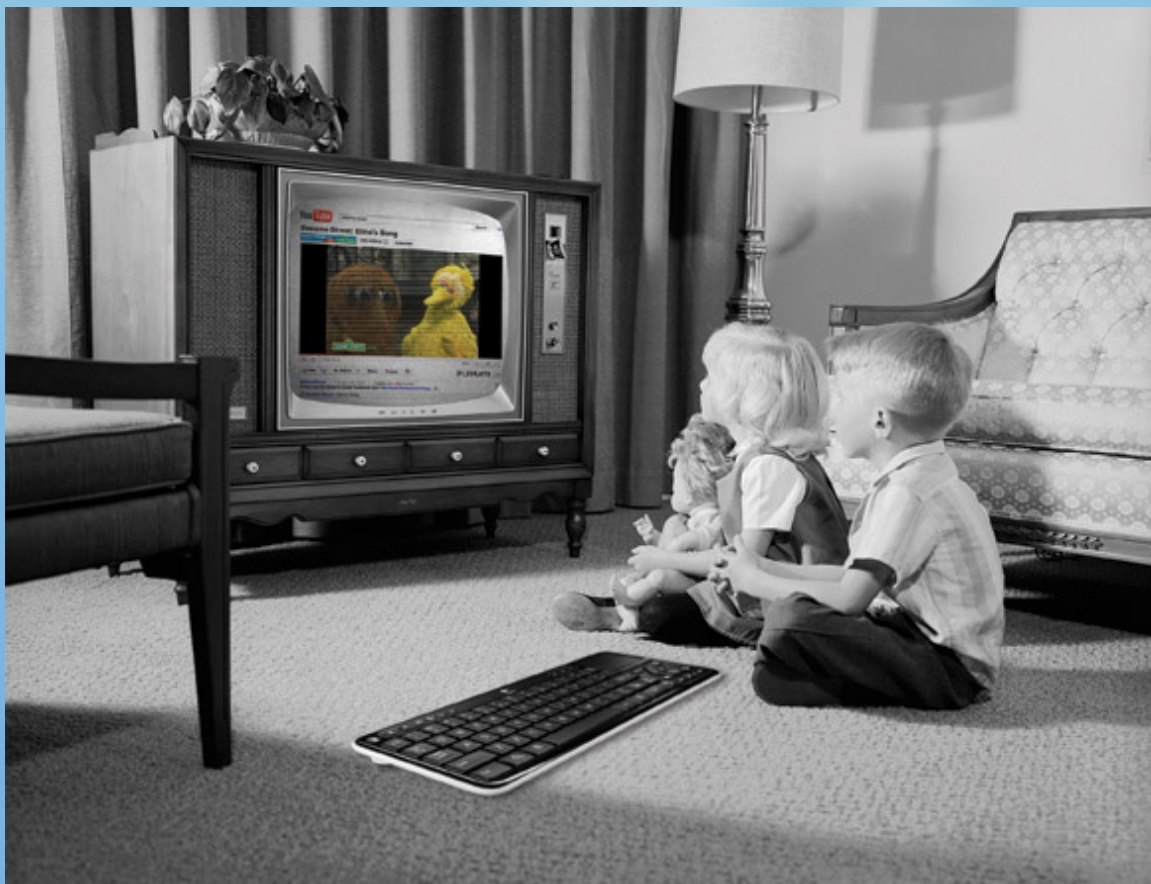


A Comparison Between the  
Experience of Watching  
Entertainment TV Programs on Live  
TV and on the WEB  
-An Introductory Exploration of a  
Gen Y Sample-



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## Abstract

This study examines the differences and similarities between the experience of watching TV entertainment programs on live TV and on the Web. Both quantitative and qualitative methods were used in order to study this issue in detail. Ordinary young people, born within Gen Y era, were addressed in an online questionnaire (N=80), which revealed their everyday media diet and exposure to both media platforms. Furthermore, 15 of the initial respondents participated in in-depth interviews, enabling the investigation of the differences and similarities between the experiences provided by the two platforms.

The results clearly showcase that the Web is preferred to the TV platform for watching entertainment programs, offering many valuable features. However, the activity of watching live TV is still very popular among the studied youth as this medium provides numerous positive characteristics that are missing online. Furthermore, based on the study's outcome, it becomes clear that the Internet and its opportunities for streaming and downloading TV content have enabled a fundamental change in how TV entertainment shows are consumed. Starting from the differences between how people are choosing what to watch on TV and on the Web, analyzing how, where, when and with whom they are actually viewing and last but not least how long and how engaged with the watched programs they are. It is evident that the Web has provided the examined viewers with an experience that is very different from what the TV can offer in today's Western world and especially in Europe. Moreover, it appears that the two platforms are actually used by the studied sample for two greatly different reasons. While the Web is mostly used for consuming entertainment, the TV is used more for information. Also, the two media platforms appear to be selected with very different motivations and expectations.

**Key words:** *media platform; TV; Web; entertainment; programs*

## Foreword

For the master thesis, I have considered a topic of my choice, representing the field I am most interested in. I have always been keen on TV programs, with a key focus on entertainment shows, their production and realization, as well as studying their impact and effects. I also have 2 years of professional working experience with a TV production company in Bulgaria, so I have always thought that television was my field. However, rather unexpectedly during the last few months, as a part of my Master program at EUR, another area of study has attracted my interest, namely new media and the many opportunities it has brought to the entertainment market. By combining these two fields, I have decided to make a comparison between the experiences of watching TV entertainment programs on both platforms. This seemed to me a fascinating subject for my thesis to write about. My plan is to continue my career in the field of TV and I believe that working on a topic related to TV programs combined with new media would further enhance my future opportunities after finishing the course. I expect that focusing on this topic will enable me to uncover the differences and similarities between the experiences of watching the same shows on two different platforms. That is why I have considered working on a topic that combines the two distinctive areas of TV and new media.

Thanks to my supervisor Joyce Neys, I have been able to find and focus on a topic that kept me curious and motivated throughout the whole process of working on the thesis. That is why I would like to sincerely thank her for the time spent on it, for the valuable feedback she always provided me with and for the encouraging guidance she gave me. All her work and dedication on my project were highly inspiring. Also, I would like to thank my boyfriend who was enormously supportive and patient during the months I have worked on this piece and who helped me stay focused and self-assured that I was on the right track. Last but not least, I want to thank my father, who has always has my back, pushing me to find my strengths and without whom, my whole education would not have been possible. I am really appreciative for the people I have been surrounded with in this period because they inspired me and helped me get through this work.

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## 1. Introduction

The media landscape today is drastically changing. Traditional media such as TV, radio, and newspapers are losing their power as well as audience share. Meanwhile the web is reaching more and more users with each passing year (Anderson, 2005). Nowadays a vast array of new media options are available to consumers which are becoming more customized and individualized. Consumers are enjoying these new opportunities, like Web sites, torrents, online streaming, User-created content (UCC), Interactive TV, personal video recorders (PVRs), and podcasts, among other things (Heo & Cho, 2009).

With these new media innovations it becomes clear that “The Internet is the fabric of our lives” (Castells, 2001, p.1). This statement explicitly showcases that the web has become an integral part of our everyday life; the web and its unique characteristics have affected everything around us – our social and cultural lives, economics and communications, as well as all types of traditional media platforms, including television.

Television has gone through numerous drastic changes throughout recent decades. The range of programming choices has been expanded through the rise of cable TV, satellite, digital terrestrial technologies, as well as Internet opportunities such as downloading and online streaming. Moreover, the format and quality of televisions themselves have also improved. All these technologies have affected the organization and storing of TV programs, making television available independent of time and space. Recent innovations have turned watching TV into a more interactive activity, not in the traditional sense, but rather through the active choosing of what content to watch (Barkhuus & Brown, 2009, p. 2).

The adoption of new media via computers and Internet technologies in our everyday lives is seemingly inevitable. They have not only become an addition to what TV offers but have also substituted it; computers can be seen as TV platforms as they now provide available TV content. This aspect is particularly interesting to investigate in terms of how the experience of watching entertainment content on a television set may differ/match with the experience of watching that same content online via a computer. In order to shed light on this area, this study is focused on young people’s personal practices and exposure to the both media platforms.

The main research question guiding this study is:

*How does the experience of watching entertainment TV shows differ between the two most common media platforms – the TV and the Computer?*

In order to adequately answer the research question, the following sub-questions are posed:

- What is the media diet of Generation Y ('Gen Y')?
- What type of content does 'Gen Y' consume on each media platform?
- What are 'Gen Y's' preferences and motivations to use a certain media platform?
- What are the differences in the experience between watching TV content on the two media platforms?
- How does 'Gen Y' experience the same shows on the different platforms?
- How does the youth studied here decide what to watch on the two platforms?
- How did the routines around the TV change with the advent of web opportunities?

*Focus:* The focus of this study is on young people, living in Western countries (Europe and the United States), as these represent the most advanced media markets (Arsenault and Castells, 2008). The variety of represented countries in the present study provides the opportunity to draw comparisons within the European countries as well as between Europe and the US, based on the studied sample.

*Target:* The target group is Generation-Y. Based on previous theories, this group of people consists of respondents who are almost certainly familiar with the Internet and, of course, with the TV. As there are many definitions for this generation, the emphasis of this study is on the narrower definitions of Gen-Yers, and therefore people born from 1978 to 1989 (Armour, 2007) are included in the study. These are today's young people, who are generally marked by an increased usage and familiarity with media, communications, and digital technologies. According to James et al. (2009), new digital media is rich with opportunities, particularly for young people. It allows them to participate in various activities, like social networking, blogging, vlogging, downloading, collaborating, uploading, and sharing their own content among many other users. Furthermore, in 2006 *Time Magazine's* person of the year was "You," reflecting the changing media landscape where anyone with an Internet connection could be actively involved in media production and distribution. Although the magazine did not explicitly frame participation in new media as a

youth phenomenon, the largest number of people featured in that article as “citizens of digital democracy” were under thirty-five years of age (James et al., 2009). Jenkins et al. (2006) also strongly suggest that young people are the ones who are able to take full advantage of the Web and its opportunities. Due to these reasons, the age group 21-33 (based on birthdays in the Gen Y era) are considered as the most appropriate target group for the chosen topic.

*Entertainment* – According to Shao (2008), entertainment is one of the primary motives of media consumption. Many other authors such as Vorderer (2001) and Sherry (2004) claim that people in general use media for entertainment. Additionally, it is the most distributed genre, available on both TV and the Internet. Vorderer (2001) argues that the “entertainment age is already upon us” (p.248), and claims that this age is best examined in television. A recent observation in Germany, on TV programming as well as audience’s interest, confirms that for the last 10-15 years there has been more entertainment content and more entertainment-seeking content than ever before (Vorderer, 1998; Weiss & Trebbe, 2000, as cited in Vorderer, 2001). Simultaneously people’s interest in politics has declined. This same trend is observed in the area of new media as well (Vorderer, 2001). In other words, most of the media technologies and content are sought, bought, and used mainly because of the entertainment potential they have (Vorderer, 2000).

*TV* (TV set/TV platform) in this study means the main TV sets Gen-Y has access to, used for watching entertainment programs through terrestrial broadcast, satellite, or cable.

*Computer* is used in this study to mean the device that Gen-Y has access to, allowing them, when connected to the Internet, to surf the web and watch TV content online.

This study aims to offer a new way of investigating the differences between the experiences of watching entertainment content on the two available platforms, which may identify an interesting trend among young people consuming media. It is argued that TV audiences, overall, are still in the old ‘sit-back position,’ which is contrary to what recent digital technologies offer; according to Livingstone (2004), the users of new media are active, selective, and self-directed.

Investigating this topic is socially relevant because of the current success of new media technologies. They have drastically changed the way people consume media, shifting the

mediated communication from 'one to many' to 'one to one' or 'many to many.' This facilitates communication among peers and therefore diminishes the power of big producers (Livingstone, 2004). For these reasons it is important to discover how Gen-Y is experiencing this phenomenon and how their practices of watching the traditional TV content differs/matches with the practices of watching the same content on the web.



## 2. Theoretical Framework

This study aims to discover the differences between the experiences of watching TV entertainment programs on the TV and the computer. It focuses specifically on the entertainment genre and the way young people use and experience it. Therefore, the theoretical framework is divided into three main fragments; it begins with relevant broad concepts and then delves into more detailed concepts.

### 2.1. Young People's Media Preferences

Young people are the most active on the web (UCC: OECD, 2007). However, in spite of the growing presence of new interactive communication technologies, older forms of screen media, such as TV and movies still dominate young people's media exposure (Roberts et al., 2005).

There are, in fact, four billion TV watchers worldwide—a billion more than the number of Web and cell-phone users combined (Hof, 2011). A reason for this might be the fact that computer usage is more highly related to socioeconomic status than the conventional TV usage. For example, even in poor countries, like India, access to television grew from 10% to 75% of the urban population in the 1990's (Derne, 2005). Yet, as noted in the Economist's May 2010 report on the future television, because of the web, which includes user-created channels like YouTube and peer-to-peer offerings, the television is becoming less competitive than it used to be (World Future Society, 2010).

There is no doubt that the market for online television and video has arrived (Robertson, n.d.). In fact comScore – a marketing research company that provides its services to many of the Internet's largest businesses (comScore, 2011), found that 80% of all Internet users worldwide have watched videos online. The main positive features of online video is that users can skip unimportant content and focus on the interesting content; they can, in a sense, personalize their viewing experience to only content they believe is relevant and to them (Rick, n.d.). Another report from Pew Internet & American Life Project entitled 'Online Video' reports that in 2007, 76% of US young adults (18-29) regularly consume online video (Robertson, n.d.).

An example that underscores the statement regarding the decline of TV competitiveness comes from China. According to an analysis done in 2010, every month over 300 million people use their computers to watch Chinese TV drama, Japanese and Korean sitcoms, and even American films and TV series, such as “Twilight” and “Gossip Girl”. A big online audience was also attracted during the recent World Cup in South Africa, when many Chinese streamed the matches live on their computers from the Internet (Barboza, 2010). The author even claims that the Internet has been able to occupy a unique leading position in the media largely because it offers an alternative to what many consider “bland state-run programming” offered by the TV channels.

The analysis also shows that the trend, also known as “Internet TV booming,” is occurring mainly because the state TV network regulators only broadcast certain shows approved by the Communist party in the country. For example, global media companies like Disney are restricted; they are not allowed to be broadcast or have just a few films able to be aired in the country (Barboza, 2010). This is one of the reasons why piracy in China is so widespread while at the same time TV viewership, especially among young people, is declining. This tendency however, does not resemble the situation in the US, where, according to Barboza (2010), Internet TV is in a “nascent state.” In China it has already drawn a huge share of the world’s biggest Internet market, with around 400 million people having access. This significant number represents a momentous shift in the viewing habits of the audience.

The discussion regarding control over what viewers can watch online remains. In July 2010 at the China Digital Media Summit in Shanghai, one of the hottest topics discussed was the future of video Web sites. These conversations not only occur in China, but similar topics are also discussed in the US. YouTube is searching for ways to generate money from the traffic on their website and Hulu, the free online video hub, is trying to find ways to grow. It is here where advertisers play a main role, “There used to be a joke about the Internet in the advertising community. They said, ‘We’ll advertise when it starts to look like TV’... Well, now it’s starting to look like TV” (China Digital Media Summit, 2010). This statement illustrates the relevance of this research topic and the need to further study existing and new trends.

While most early video sites mainly focused on user-created content, today many of those sites have evolved by offering licensed content, such as in-house productions and pirated movies and TV series which are uploaded by users themselves and available to be downloaded at any time. Some of America’s most popular series and shows, such as ‘CSI’ and

'Dancing with the Stars' appear on torrent sites such as Youku.com and Tudou.com, among many others, just a few of hours after being broadcasted on American TV. The spokeswoman of Tudou.com, Anita Huang, even defines the company as the "Chinese version of HBO" (China Digitrends, 2009).

These examples illustrate how young people's media preferences are rapidly changing and that there is a significant shift between TV and the Web. Another study, conducted in 2007 by IBM Institute for Business Value regarding consumer digital media and entertainment, showcases that audiences have more control and are increasingly savvy about filtering broadcasters' messages. The research covered five big countries: the United States, the United Kingdom, Germany, Australia, and Japan. Its core demographic group is between the ages of 18-34 (45%), which highly resembles the focus group of this study. The findings of the IBM research suggest that the time people spend online rivals the time spent in front of the TV; 66% of respondents reported viewing between one and four hours of TV per day vs. 60% who reported the same amount of time for personal Internet usage. According to the study, the most popular video destinations remain user-created content sites such as YouTube, however coming in second in the video sphere are TV network sites, search engines, and social-networking sites, making the Internet equal with TV in terms of entertainment sources (Marketing Charts, 2011).

As for television itself, Digital Video Recorders (DVRs) and all types of on demand services are attracting more and more customers. In 2007, 24% of U.S. citizens reported owning a DVR. This has drastically changed their viewing habits, with 33% of respondents saying that since owning one they watch more TV; in fact, more than 50% of their television programming is prerecorded (Cogar, 2007). In the UK more than twice as many consumers use video on demand services. However, less than a third of respondents from Australia have changed their overall TV consumption as a result of owning a DVR; most respondents still prefer watching live TV and record less than 25% of the content (Marketing Charts, 2011). These results display an interesting trend regarding young people's media preferences and the changing attitudes towards live TV viewing. It becomes clear that people are getting more in control of what they watch - a feature, which resembles online TV viewing.

Nielsen (2008) finds contradictive results to those of The Economist's May 2010 report on the future of television and its declining competitiveness because of the Internet offerings. Nielsen's results appear to be good news for broadcasters who are worried that the Internet

is stealing their viewers. The results resolve the paradox between the rising of TV viewership occurring at the same time as a growth in popularity of new media; "TV usage is at an all-time high, and yet there's a lot more people using the Internet, and where does the time go, and part of the answer is that it's happening simultaneously" (Gorman, 2008).

In fact, Nielsen (2008) finds that 60% of the audience uses the Internet while watching TV. People often are texting friends, posting on Twitter or Facebook about the shows they are watching at the same time they are watching them. The number of these two actions done together has risen 35% in comparison to the previous year (Hof, 2011). When it comes to TV vs. the Web, "it's not an either/or proposition - it's both" (Robertson, n.d.). The study also revealed that three out of four adults are using the web as an accompaniment to their TV viewing. Mainly individuals aged 16-24 are commenting on programs and/or shows they are watching on TV with their peers online, or reading coverage or reviews of the TV content. Social websites are thought to be a primary reason for surfing the Web while watching TV according to Mackay (2010). The viewers, especially young viewers, use TV shows' Web forums, Twitter, Facebook, MySpace, among others, to chat with their friends who follow the same programs or with like-minded fans to discuss their favorite shows.

## 2.2. Why Entertainment?

Uses and Gratifications theory's (U&G) focus is on explaining why people use media in general. Since U&G explains consumers' engagement and interaction with technologies, this theory is considered particularly suitable for this study (Stafford et al., 2004, p. 265). In the center of this theory is the idea that people consume media in order to gratify certain social and psychological needs.

According to Barkhuus and Brown (2009), TV viewing could be considered the default evening entertainment for the whole family. There are many studies that claim that people in general use media for entertainment. Sherry (2004) finds there is a great deal of existing research based on uses and gratifications theory that identifies enjoyment as a major reason for media use. Vorderer (2001) also states that entertainment is the genre that most people are looking for; it is even becoming "the driving wheel of the new world economy" (p.247). Entertainment is a strong motivator for online media as well (Dunne et al., 2010). Rice and Haythornwaite (2006) claim that entertainment is the most important motivation for using

the web and namely this component of the web might displace the TV viewing, as “entertainment is a primary gratification from TV” (p.105). Sherry (2004) also claims that motivations such as entertainment, to pass time, and escapism or arousal, are also new interactive media gratifications.

The dominant positive motivation determining media choice is enjoyment-seeking, where entertainment is chosen for emotional arousal and satisfaction. Mediated entertainment could also be selected for compensatory reasons, such as a replacement of a negative state. The most common benefits are relaxation, to relieve tension or fatigue, killing time, avoiding boredom, companionship, to compensate for loneliness, and escape (Atkin, 1985).

Vorderer et al. (2004) claim that media enjoyment is in fact the heart of the experience of entertainment. Most research has located certain characteristics in the core of its definition that are usually linked to positive associations such as pleasure, enjoyment, and delight. Individuals in modern societies who use media spend a remarkable amount of time using for entertainment experiences, and expect to be entertained by their content. Mass media channels are the main providers of entertainment production and distribution, and there are countless ways to be entertained. Consequently, the pursuit of enjoyment and fun appear to be central themes of modern cultures. Therefore, over the past few decades, the variety for such opportunities has drastically increased, especially in the US, Europe, Australia, and some Asian countries (Vorderer et al., 2004).

### **2.3. Traditional TV Platform**

In recent decades public broadcasters have been, and still are, confronted with a variety of changes and challenges such as deregulation, digitalization, and convergence. Deregulation has opened the market to many commercial broadcasters that have attracted a high number of audience members to their platforms (Van Zoonen, 2004). Digitalization has increased the number of the available channels – general and thematic, in the different countries and by doing so, has enabled the personalization of television services through various means of pay TV (Van Zoonen, 2004). Convergence means having access to content through multiple platforms and, according to Van Zoonen (2004), convergence will further restructure the

media landscape, due to the potential broadcast options for new content providers, like cable and Internet operators.

TV broadcasters offer a wide variety of programs and formats including news, movies, series, game shows, and documentaries (Scott, 2004). TV provides a great diversity of alternatives for viewers, with content dedicated to specific tastes and interests, separating the media market to finely divided niches. There are many specialized networks, especially through pay-TV channels, that can focus on the viewing preferences of small and narrowly defined groups, such as Comedy Central, E! Entertainment, MTV, HBO, History Channel, among many more (Scott, 2004).

Today, watching television is still a major human activity worldwide. On average people in Europe spend 226 minutes a day in front of the TV and in the US this number is as high as 297 minutes (IP Germany, 2005). Other studies suggest that in 2009 an average TV viewer in the US, as well as in Europe, would spend nearly 3 hours a day watching TV (Bureau of Labor Statistics, 2010). According to Ellis (2000), when talking about television the schedule should always be taken into account. TV programming consists of fixed features or 'slots' that must be filled.

The assessment of the performance of each slot or program is determined principally by the demographic data, derived from different rating companies in each country. Ratings reflect the numbers of viewers. They provide details about the performance of programs in a particular slot in the grid. These numbers are influential in determining the performance of the channel as a whole. Using this data, TV channels build their strategies in order to target specific demographics of audiences based on the different hours of the day (Ellis, 2000). Providing a diversity of programs for different types of audiences will help satisfying their tastes, needs, and interests (Hillve et al., 1997). Furthermore, "TV schedules still play an important part in the routines and rhythms of millions, who co-ordinate their lives so as to catch specific shows" (Brown & Barkhuus, 2006, p.663). However, with the advent of new technologies, mainly iTV (for further discussion on that topic see point 2.2), "the performance of these current or recently past schedules can be assessed, and this is their principle guide to their possible future use" (Ellis, 2000, p.27).

### 2.3.1 Interactive Television and Other Innovations

For the last half-century television has been the medium that dominated people's leisure hours, national cultures, and modes of family lives in the living room. It has reached popularity that has never been observed before. However, as time passes, television is changing, diversifying its forms and extending its scope. The activity of viewing is converging with reading, voting, chatting, shopping, etc. (Livingstone, 2004). Television, like many other technological advancements, is temporary rather than timeless; it is constantly adjusting to technological and societal, factors, among others. That is why TV channels need to reinvent strategies and change their relation to the audience.

The digital age has arrived and has forced even some of the biggest and most powerful TV broadcasters, like BBC in the UK for example, to change their position from simply entertaining and informing the audience to connecting communities, facilitating their interests online, inviting user-created content onto their platforms, and meeting the expectations and interests of a diversity of audiences (Livingstone, 2004).

Many television shows are trying to integrate the possibilities of the Internet into their programs. Now, almost every television channel/show has its own website providing the opportunity for the audience to chat online and discuss different topics related to the content of specific programs. Another innovative feature is the opportunity to vote for contestants on reality television shows such as 'Big Brother', 'Idols', 'Dancing with the Stars', etc. All these innovations have turned the audience into a more active entity, and have given viewers the opportunity to participate in the programs they watch.

A large step forward in the TV industry is interactive television (iTV). It is also called 'enhanced TV,' as it is the new form of what technologies can propose to their users. It allows consumers to interact with media content directly, made possible by expanding TV connectivity to the Internet. For example, this interactivity could be any real-time voting directly via the screen as opposed to using a separate phone or computer to do so. iTVs also allow viewers to choose camera angles while watching, for example, sports or while playing games. Another step in the direction of true interactive TV is Video on Demand (VOD). VOD allows viewers to watch whichever shows they desire, whenever they desire by recording and saving hours upon hours of programming. This is one of the most advanced and effective technologies today, combining an electronic program guide and digital video recorders such

as TiVo and Replay TV, both providing the opportunity to record programming for viewing at a later, more convenient time. The two recorders were first introduced in the US in 1999; they later became available in New Zealand, Canada, Mexico, Australia, Taiwan and the UK, offering an electronic television programming schedule which is able to record every new episode of a certain program as well as a "Wish List," able to search and record shows that match viewers interests. Such video recorders give the viewer power to select certain programs and watch them with complete control of time and space, allowing also an interaction with the program content itself. This clearly signifies a large-scale attempt to change the media environment differentiating the experience of conventional TV broadcasting and more interactive TV broadcasting (Hall, 2002).

Despite the undeniable success of TiVo alongside with other PVR systems in the US, their sales in the UK, for example, have not been considerable. Instead, Sky+ is the local replacement system that is the most widespread in the country. Sky+ offers similar services to TiVo, but it lacks some of its abilities, such as recommendations on TV shows. It is also tied to the satellite-based services.

The US is currently leading the majority of the above-mentioned advanced video broadcasting services, such as PVRs and VOD (Europa, 2006). Therefore, it is interesting to find out if the presupposed gap between the US and Europe still plays a significant role in choices regarding how and when to watch entertainment programs. The spread of these services as well as legal restrictions in the US for downloading media content also might influence online viewing. Moreover, the unavailability of most these technologies in the largest part of the European TV market, is the reason to compare the live TV viewing experience only with the online opportunities, such as downloading and video streaming, and not with PVRs. However, to see if this theory is still valid, it is highly interesting to gather data also for the US audience and see what the differences are.



### 2.3.2. Watching TV – An Active or Passive Activity

Jensen (2005) argues that contrary to traditional prejudices that see TV viewers as passive couch potatoes, viewers are actually willing to be very active, a fact that iTV programmers can take advantage of. Although television is perhaps still viewed as a 'lean-back' medium limited to its own platform, during the last decade this trend has changed. Television has evolved from being consumed "mainly in real-time on a television screen to now frequently being watched as downloaded or streamed content on a computer" (Barkhuus, 2009, p.2480).

According to Brown and Barkhuus (2006), "TV watching has always been a mix of 'lean forward' and 'lean back' experience" (p.665), where the viewer has the opportunity to take action in certain shows, like voting or calling in to discuss a topic, versus the less active watching ('couch potato') observed, for example, in watching films or series, where there is no opportunity for any interaction with the content. 'Couch potato' is used as a term for someone sitting on the sofa in front of the TV for hours in a row, as a TV junkie, who passively consumes TV (Coster, 2005). Also, dictionary.com defines 'couch potato' as a "person whose leisure time is spent watching television." In this stereotypical image of heavy TV consumption little or no intellectual or physical activity can be detected (Fischer, 2002). Yet, compared with people watching TV content online, many differences are observed. When it comes to activity and passivity, the Internet is just the opposite of television. Steve Jobs (2004), a co-founder and chief executive officer of Apple Inc., points out the biggest difference between the two media, "You watch television to turn your brain off and you work on your computer, when you want to turn your brain on." This statement exemplifies the contrast between the two media sets, however it does not address them as providing the same TV content, which is a main investigation point in this study and will be further discussed.

Salkowski (1999) defines the action of TV watching as follows,

Television doesn't exactly invite interaction. You turn it on, usually from across the room, and sit back to watch the show. If you don't like what's on, you can change the channel. And that's pretty much it - same as it's been for the past 50 years. This might seem old-fashioned compared with the Net, which demands interactivity and encourages personal expression. But television taps into a deep human need for passive experiences, one that isn't going away any time soon. We watch television because we like to watch. After spending most of our time doing stuff, it's nice to sit back and observe others doing something else (Salkowski, 1999 as cited in Poll, 2008, p.8).

Compared to the Internet, television is a totally different medium with a totally different character. However, they both provide the same TV entertainment content and the opportunity to choose where, how, and when to watch their favorite shows.

Not to be underestimated is the fact that new technologies appear to encourage more active engagement with television. They even have the power to change the ways shows are being watched. Personal video recorders (PVR) and Internet downloading enable viewers to choose the time and space to watch a show; they can also fast forward through adverts or undesirable scenes, changing the experience and the routines of watching TV drastically. Moreover, the growing popularity of downloading TV shows from the Internet (despite their marginal legality) has broken the relationship between the viewers and the broadcasters. All these relatively new practices are an indisputable sign for the different ways of watching TV (Brown & Barkhuus, 2006). All these elements, among others, will be further discussed in the following sections.

Many recent technologies have enhanced interactivity, enabling users' response and active assistance in the formation of media texts on the Internet. People are engaging more with media contents than with forms of channels, they are becoming more selective and self-directed. Also, due to new media opportunities users are becoming producers and consumers of media at the same time. As people are becoming more active in shaping their media culture and diet, the nature of the 'audiencing' is also changing from passive observers to active participants in the mediated world (Livingstone, 2004). The present study aims to reveal how 'Gen Y' is using the traditional TV platform in relation to the new media sets and to determine what the differences/similarities are in the experience of watching entertainment content.

Nevertheless, the present study does not focus on the technology and its possibilities, but rather on the young users' experience of watching TV shows. Braswell (2011) claims that in 2010, 300,000 people in the US canceled their TV cable subscriptions. At the same time over 30% of Netflix subscribers are aged 18-24 (Credit Suisse Survey) – a trend, which might be seen as a hint regarding future audiences. Netflix is an American corporation and a leading Internet subscription service that offers on-demand video streaming over the Internet as well as online video rental in the US and Canada (CrunchBase, 2011). Braswell (2011) defines these young Netflix subscribers as the people, who might never use cable TV, and

that is why they are the new lost generation for the cable industry and maybe even for TV in general.

Schonfeld (2011) argues that in 2011 two million new households in the US will abandon the TV for the Web. Convergence Consulting Group, a research company from Canada, also states in their report entitled *The Battle for the American Couch Potato* that cable companies have already started to fight back with offerings like “TV Everywhere,” but the estimated number of people canceling their cable subscriptions is growing. Meanwhile, benefitting from such trends are companies like Netflix, Hulu, and Apple TV. According to Schonfeld (2011) these firms benefit even if “people keep their cable but add Internet TV streaming or downloads to their viewing repertoire” which is becoming more common. Nevertheless, Schonfeld (2011) claims that 18% of all US viewers have watched free, full episodes of TV on the Web last year and this number continues to grow.

**Estimated Percentage of Average Weekly US Viewers That Watch Free Broadcast and Cable Network Online Full Episodes, 2009-2012 (expectations):**

2009—16%  
2010—18%  
2011—19%  
2012—20%

Braswell (2011) compares this trend in the TV industry with the music business, when college students were the first audience for Napster (one of the first online music stores). However, this trend spread quickly among different generations and has reinvented the whole music industry. This is why Braswell (2011) argues that all these new offerings in the television industry are enabling entirely new ways of watching TV that are much more flexible than just sitting on the couch in front of the TV set.

With such online innovations one can be watching a show on their smartphone, pick up where they left off on their PC, and then finish it on the big screen when they get home (Braswell, 2011). Moreover, technology innovations have changed TV watching from simply an act of just sitting in front of the TV to a ‘TV lifecycle’ that includes “finding out about new shows, selecting what to record, choosing what to watch, collecting an archive of shows, and sharing and discussing those shows with others” (Brown & Barkhuus, 2006, p.666). All these new technologies focus on personalization and greater individual control. More than half of

audiences tend to watch alone rather than as a shared activity. Now the activity of TV watching is getting closer to isolated individuals in front of their computers rather than watching together with the whole family and friends (Harboe et al., 2008).

## **2.4. The Internet as a TV Platform**

With the advent of new media, mediated communication is no longer mass communication ('from one to many') but has changed to communication among peers (both 'one to one' and 'many to many'). New interactive technologies put ordinary people and their activities in the center of media design and use by allowing them to be in absolute control of media content. Another change is the use of the term 'users' instead of 'audience,' which is a sign of the historical change due to the new media environment.

Internet users spend more time on the web than watching TV and listening to the radio combined (Dawidowska, 2002, as cited in Tsao & Sibley, 2004). For example, in the Netherlands, where 88,6% of the population are Internet users (Internet World Stats, 2010) the Web displaces traditional forms of published media such as newspapers (NewMedia TrendWatch, 2011). Moreover, in China the Internet has an even bigger impact as it displaces not only the printed media but also television and radio; there it plays a more substitutive than a supplementary function (Lee & Leung, 2006).

Furthermore, during the last decade, the Internet has provided the opportunity to be active in the highly participative environment. Thanks to the new media, young people are experiencing the world through information and communication technologies (ICTs) such as mobile phones, texting, downloading, web searching, video games and others - practices that were completely unknown to previous generations (Bruce, n.d.). Its services empower users to contribute, develop, collaborate, and distribute media content. The Internet as a creative platform has already affected the economics of information production and has changed the nature of media production, communications, and social relationships (Lawler, 2010). Here, it will be explored how it affects one of people's most common everyday activities – watching TV.

TV studios themselves, taking into account these current changes in media use, are now starting to operate program-specific websites in order to extend their program's value. This is made available by providing extra video materials, Web downloads, forums on official web pages, as well as episode guides, information and biographies for the characters in the shows, cast and crew details, all aimed to attract the younger generation. This specific combination of technology-savvy young people, possessing portable computers with access to the Internet and therefore the TV-show websites and social networks, are turning the TV into something "not for lounging in front of anymore" (Mackay, 2010).

Research conducted in the UK studying live-TV watching among early adopters of PVRs as well as Internet downloading of programs and shows, investigates how TV watching has been affected and how routines around the TV have changed. The interviewees – all regular television watchers, confessed that live TV has been entirely replaced by pre-recorded or downloaded shows. These findings show that technology has a major impact on how television is watched and arranged (Brown & Barkhuus, 2006). Also, it is clear that TV watching in general has become less of a passive activity and more an active one, as viewers actively gather shows from the schedules or online and watch them later, at a convenient time. According to this study, PVRs as well as downloading TV shows from the Internet have radically changed the routines around TV watching. People begin to collect an archive of shows instead of surfing the channels to find what to watch. This practice itself represents a more active approach to TV viewing compared to the selecting, recording, and choosing what to watch which have become activities in themselves. Furthermore, based on the results of their study, Brown & Barkhuus, (2006) claim that among 21 interviewees, most of their TV viewing came from pre-recorded or downloaded shows and not from live TV.

The changing practices in TV watching resemble what happened in the music business in the late 1990's with the invention of Napster. Ever since the introduction of Napster in 1999, the entertainment industry has been threatened by the power of peer-to-peer file sharing. Napster was an online peer-to-peer music share service. Shawn Fanning, Napster's founder, created the software that allowed users to share and download each other's music online. Only four months after the software was released, it passed the million-download mark. In its peak, Napster had 80 million users and 25 million songs available on its database in the revolutionary digital MP3 format, turning it into the fastest spreading software at the time (Heilemann, 2008). At the same time in the TV industry, PVRs and all types of PC-based TV

tuners, which allow users to record and save unlimited hours of television programming, have diminished the control of the television industry over when, where, and how TV content is consumed (Furtado, 2005).

The activity of recording TV programs via an online file-sharing network in order to view them later is a practice known as “time-shifting” (Furtado, 2005; Brown & Barkhuus, 2006). This allows the consumer to watch a specific program at a more convenient time by acquiring the desired file containing the specific program from another television subscriber on a peer-to-peer network. Moreover, PVRs also support practices that went beyond simple “time-shifting.” For example,

By allowing viewers to start and stop recordings quickly, without losing their position in a recording, multiple films or shows could also be ‘grazed’ with viewers moving between multiple shows, before deciding on a show to watch. Viewers also often collected an archive of the same show that would allow multiple episodes to be collected together for viewing in one sitting. An evenings TV would then be selected from the store of a complete series (Brown & Barkhuus, 2006, p.664).

A different form of noncommercial use of copies is “space-shifting.” This means that the users also have the opportunity to choose not only when but also where to consume the TV content. These shifts from live TV watching do not necessarily mean that people who view recorded copies would watch less TV (Furtado, 2005). However, this study is not entirely concerned with how much people watch live TV, but is concentrated on the experience itself of watching entertainment content on both available platforms.

Another study, conducted by Barkhuus and Brown (2009) compared PVR and downloading experiences with live TV viewing. The study showcases that keeping up with certain shows is one of the main reasons for using new technologies. Another reason for adapting these systems is transforming the activity of watching TV socially into an individual activity. The majority of PVR and downloading viewers professed that the main part of their TV watching comes from prerecorded and downloaded videos, rather than from live television. All this has led away from “channel surfing” to watching programs participants want to watch. As online watching almost completely replaced live TV, the only content participants continued watching on live TV were the news and sporting events. A further finding in their research and a reason to watch prerecorded or downloaded programs was, again, the time shift – the availability to watch primetime TV early in the morning or soap operas late in the evening. This is particularly essential for people whose schedules were different from the standard TV scheduled programming (Barkhuus & Brown, 2009).

All these findings and new outcomes will be further discussed and compared with the results of this study. Furthermore, American TV shows often have a long delay before they are broadcasted outside the US or released onto DVDs (Brown & Barkhuus, 2006). According to the authors another contributor to the desire to get the latest shows using the web or PVRs are the online discussion forums. If a viewer did not watch the most recent episode of their favorite show, they would be couple of episodes or maybe even a season behind of what is already out and currently being discussed online.

Of course there are many differences between watching videos online and on television, as both platforms have their advantages and disadvantages. Television video is still thought to be of higher quality than the web, however this is not always the case. Web video may not be quite as clear as television, but it can be just as, or sometimes even more, effective. The main advantages that web videos have over television videos are their instant availability, their interactivity, as well as the opportunity to choose what to watch. Today the difference between the qualities of web videos versus that of television are slowly becoming less noticeable due to new technologies (ByteCaster, 2008) The following chapters will analyze if these still play a significant role for youth when choosing a platform for watching entertainment programs.

### **2.3.1. Downloading**

Online innovations have enabled people to easily record, transfer, and distribute TV content via the Internet by using peer-to-peer networks. There are many debates discussing the legality of this type of distribution, and although downloading is a very controversial topic, this study does not include any of them; it will rather focus on how people use these new opportunities and how they change the experience of watching TV content - not if they are allowed by different jurisdictions or not. Also, the nature of television content distribution (free-of-charge over public airwaves by the major broadcasters) differs from music and movies and may present a much stronger argument for "fair use" (Furtado, 2005).

To download video files, users use peer-to-peer software. One of the most successful is BitTorrent. BitTorrent allows people to quickly upload and download enormous amount of data. An Internet-traffic analysis firm in England reports that the traffic of this single

software accounts for more than one-third of all data sent across the Internet (Thompson, 2005). Bram Cohen invented BitTorrent in 2003. It is a protocol designed for transferring files. It is peer-to-peer in nature, as users connect to each other directly to send and receive portions of the file. However, there is a central server (called tracker), which coordinates the action of all such peers. The tracker only manages connections, it does not have any knowledge of the contents of the files being distributed and therefore a large number of users can be supported by relatively limited tracker bandwidth. The key philosophy of BitTorrent is that users should upload (transmit outbound) at the same time they are downloading (receiving inbound). In this manner, network bandwidth is utilized as efficiently as possible. BitTorrent is designed to work better as the number of people interested in a certain file increases in contrast to other file transfer protocols (Dessent, 2003).

This project was initially aimed at geeks who needed a cheap way to swap Linux software online. However, the real audience turned out to be mainly TV and movie fanatics (Thompson, 2005). In fact, 50% of all BitTorrent downloads are TV shows and in total, over a billion TV-shows are downloaded every year, and according to Ernesto (2008), this number continues to rise. More than 20 million people have downloaded the BitTorrent application. Ernesto (2008) argues that BitTorrent is not just the next good innovation - it is a technology that is changing the landscape of broadcast media; a technology that transforms the Internet into the world's largest TiVo. Jeff Jarvis, the president of the Internet strategy company Advance.net and a founder of *Entertainment Weekly*, claims that the era of torrents will change the significance of networks in favor of the shows themselves. He even argues that people will not watch entire shows, but just parts they are interested in (Thompson, 2005).

Thompson (2005) also gives an example that this prediction is coming true with the now famous appearance of Jon Stewart – host of Comedy Central's program *The Daily Show*, on CNN's *Crossfire*. Stewart attacked the two hosts calling them political puppets and even called one of them "a dick." Immediately amused fans ripped the segment and posted it online as a torrent. Within only a day at least 4,000 servers were hosting the video clip and at any given time hundreds of peers were downloading and swapping the file. It is not clear how many people got the clip through BitTorrent, but its high traffic suggests thousands. Another 2.3 million people streamed the same clip over the next few days. In comparison to these big numbers, CNN's *Crossfire* audience was only 867,000. The data shows that three times as many people saw Stewart's appearance online as on CNN itself (Thompson, 2005).



Highlighting the good content, torrents help people to pick up only materials that have been broadcasted on TV. However, if enough people start to get their TV show by downloading them online, this will drastically change the nature of the medium and eventually the consumer will become the programmer while the content will be available anywhere, anytime (Thompson, 2005).

One of the advantages of online TV viewing is that the seeders (a peer who possesses the entire copy of a torrent and offers it for upload) mostly cut out advertising, making the content commercial-free. Another, as already mentioned before, is the possibility of watching rare or unrecorded TV shows, as well as programs not broadcasted in the user's home country. For example, Europeans can download television that has been broadcasted and seeded in the US, which has not yet been aired locally (Barkhuus & Brown, 2009). In fact, the massive distribution of TV shows is mostly a reflection of the unavailability of these shows in countries outside the US and a signal that TV viewing habits are changing. Outside the US, TV show fans sometimes have to wait months until their favorite show is aired in their country, and many do not want to wait that long. Therefore they turn to BitTorrent. Despite all legal issues, the practice of downloading TV shows is still an important use of computers in general; an issue that will decide the future of television viewing and the choices users make (Barkhuus & Brown, 2009).

### **2.3.2. Online Streaming**

Streaming videos online is another option for users to obtain TV shows on the Web. In this case the content is compressed from over the Internet and displayed in real time. Unlike downloading, the user does not need to wait to download a file to play it. Instead, the video is sent in a continuous stream of data and is played as it arrives. A further difference is that the user does not need special software to get or to watch the desired media content, he/she only needs a player that decompresses the file. Streaming video, just like downloading, is usually sent from prerecorded video files, but can be distributed also as part of a live broadcast "feed" (SearchUnifiedCommunications, 2000).

Ever since its introduction in 1995, Internet video streaming has experienced a phenomenal growth. In 2002, every month over a million hours of streaming media content was being produced, which was served from hundreds of thousands of servers. The number of

registered users of the leading streaming media player exceeds 250 million, and this number grows quickly, with more than 200,000 new installations every day. All this is happening despite the endless difficulties of transmitting data packets over the Internet, which can cause at times poor quality of the content (Girod et al., 2002).

Online video streaming has become one of the most popular Internet activities. Whether a viewer wishes to watch a video from the other side of the world, a news recap, a TV show, a tutorial, or a funny video, it is almost guaranteed that he/she will find something they like on one of the video streaming websites. The top three most popular streaming websites today are YouTube, Vimeo, and Metacafe (Gizmo's Freeware, 2011). Although the videos on these three platforms are not entire TV shows, but mainly short homemade movies or filtered/chosen parts of existing shows, it is interesting to find out how these affect TV viewing.

According to Li et al. (2000), watching videos in a digital format represents many new opportunities for significantly enhancing a user's viewing experience. The authors point out that, for example, compression and pause removal can shorten the viewing time for a certain video; also textual and visual indices allow personalized navigation through the content, and random-access digital storage enables searches as well as random access into the content itself. Internet video streaming and devices such as Replay TV and TiVo are technologies that are defining a new platform for interactive video playback of TV shows. As these devices are not highly distributed on the European TV market, with one exception – the UK, this study is exclusively dedicated to the experience of watching TV shows on the Web, enabled by the downloading and video streaming options. These features, as discussed by Li et al. (2000), potentially allow the viewer to save significant amounts of time watching a video and also enable them to filter the content according to their needs and interests.

Madden (2009) finds that for a third of the Internet users, television and movie watching have become now an online experience. Still, most of the content on video sharing sites is user-created; there is also a growing trend of more professional content available online through YouTube, torrents, video streaming, and newer sponsored video portals like Hulu. The latter however, is currently offered only in the US. Madden (2009) also claims that in 2009, 35% of US adult Internet users have viewed a TV show or a movie online, compared to 2007, when only 16% of Internet users had watched or downloaded one. Despite this trend of Internet users becoming accustomed to regular on-demand video viewing online, many

are still choosing to watch from the comfort of their couch (Madden, 2009). That is why the present study aims to discover which platform is preferred and what the differences are in the watching experience.

Many young adults have moved some of their television and movie watching online. “While video sharing sites like YouTube generally feature short clips and a plethora of user-generated content, many users are turning to the Internet to watch entire television shows and movies” (Madden, 2009, p.11). This tendency is mainly observed among US young adults – 61% of Internet users ages 18-29 have watched TV shows and/or movies online. That compares to 32% of those ages 30-49, 22% ages 50-64 and just 11% ages 65+. Madden (2009) states, “The future of the television industry involves not only traditional transmission via the airwaves, cable or even mobile telephone, but also through the new channel open for video in recent years: the Internet” (p. 13). As the suggestions of obtaining audiovisual content online are numerous and diverse, this study will not try to make distinctions between them, but rather explore the experience, focusing on entertainment TV shows.

Taking into account all previous studies based on similar topics and their results as well as other relevant literature, this study focuses on a rather new and under-investigated aspect of media usage. With the opportunities new developments and technological inventions offer, it is a crucial time to investigate how these new technologies affect the practices of TV watching. Therefore, the main research question guiding this study is, ‘How does the experience of watching entertainment TV shows differ between the two most common media platforms – the TV and the Computer?’ This study is based on self-experiences and beliefs of a sample that seems a good reflection of Generation Y living in different countries within the Western World. \*

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\* However, this sample is not a representative one, as it has not been drawn randomly from the entire population

### 3. Methodology

Recent studies (Brown & Barkhuus, 2006; Barkhuus & Brown, 2009) have discussed the changes emerging in the activity of TV viewing as well as new opportunities provided by the latest technologies. Whilst these previous studies have focused on particular countries and have included the effects of PVRs, this study offers a new angle by which to study this field. It does so by focusing exclusively on the possibilities offered by the Internet regarding distributing TV content, and compares that experience with live TV viewing. As mentioned, a sample reflecting 'Gen Y' from different locations in the Western world was studied to gain a broad picture of the youth without deeply focusing on a single country; however, pointing out differences between them is not excluded, either.

The main research question of this study is, 'How does the experience of watching entertainment TV shows differ between the two most common media platforms – the TV and the Computer?' This central question is followed by two groups of sub questions. The first group is assessed using quantitative analysis of the gathered questionnaire data; the main idea is to distinguish between the components of the studied young people's media diet today, to which media platform are they more exposed, as well as what their preferences and motivations are towards a certain platform. The second group of questions is assessed by analysing the results of in-depth, semi-structured interviews. Here the questions are more specific, and focus on the experience of watching entertainment shows itself.

#### 1) Sub-questions - Survey

- What is the media diet of 'Generation Y'?
- What type of content does 'Gen Y' consume on each media platform?
- What are 'Gen Y's' preferences and motivations to use a certain media platform?

#### 2) Sub-questions - Interview

- What are the differences in the experience between watching TV content on the two media platforms?
- How does 'Gen Y' experience the same shows on the different platforms?
- How does the youth studied here decide what to watch on the two platforms?
- How did the routines around the TV change with the advent of web opportunities?

To fully address the main research question, a combination of quantitative and qualitative approaches was fundamental to this study. Via an online survey questionnaire, any trends in the media diet of the sampled young people were sought out. The in-depth, semi-structured interviews investigated how the experience of watching entertainment differs between the two media platforms. The combination of these two methods provided the necessary foundation to adequately answer the research question and the sub questions. This combination increased the quality of the final results and moreover, it provided a more complete understanding of how the experience between watching entertainment TV shows differs between two media platforms. Methodologically, the qualitative approach is intended to complement the quantitative emphasis to audience's experience in watching entertainment TV programs.

### **3.1. Survey**

According to Baarda et al. (2007), a survey questionnaire is an effective way to collect peoples' opinions, feelings, and attitudes. As this study is partly based on uses and gratifications theory, it is important to distinguish the motives as well as opinions about young peoples' experiences regarding the different media platforms. Also, as this study aims to investigate the characteristics of users' preferences and experiences concerning watching entertainment programs on TV and on the Web, it is appropriate to use a questionnaire to determine the general tendencies of the target group. Questionnaires ask a number of people about their beliefs, opinions, characteristics, and past or present behaviors; therefore this method is the most appropriate when studying self-reported behaviors (Neuman, 2011). Additionally, according to Frey et al. (2000), survey questionnaire research is a very useful method to gather relevant information by sampling a population. Questionnaires give an overview of human specific experiences, which are then analyzed to identify different patterns as a result.

### 3.1.1. Operationalization

The online questionnaire composed of 37 questions and was distributed online via Facebook, a distribution method that has already proven to the researcher to be very efficient way for gathering data. Online data gathering saves time and helps researchers to reach respondents from different places, geographically. The online questionnaire was online for two weeks (1-14 April), and gathered a total of 95 responses. A quality questionnaire was needed, as respondents had no additional opportunity to further explain their answers (Wester et al., 2006). That is why extra attention was put into the questions to make sure they were clear, relevant, meaningful and easy to follow (Neuman, 2011). The questions were tested before the questionnaire was published and made available to the general public by conducting several pre-tests.

The questionnaire featured both closed and open questions. The closed questions were analyzed with SPSS, while the majority of the open questions were coded. For example, respondents were asked to name their favorite shows; the names of the programs were coded according to the different genres these shows represented (after reading the names of these shows, different categories were built, covering all possible programs; the shows that were unknown by the researcher were searched online and categorized according to their description found on the official TV show websites). The program 'Lie To Me', which was unfamiliar to the researcher, was found to be an American television series, coded as an entertainment program along with 'Family Guy', 'Mad Men' and 'Gossip Girl', among others. This category of Entertainment programs also included reality shows such as 'American Idol' and 'Survivor'. The Champion's League, as well as all other Football matches, was coded as Sports. Meanwhile, CNN and 'bTV - The News', for example, were coded as Information programs; Discovery's programs were coded as Documentaries and further on, until covering all shows mentioned in the responses. The distinction between Entertainment and Information as content genres was the most important one, as the aim of this study was to investigate the differences between these categories in terms of which one is watched on which platform, and is mainly focused on the ways Entertainment programs are being watched by the target group.

The questionnaire was separated into four main categories. The first part aimed to investigate general usage of the TV set; what type of programs are consumed and why. The

second part was concentrated on web usage and experiences with watching TV content online, reasons why they watched TV content online, and what they like about it. The third section contained questions regarding the two media platforms, distinguishing preferences, and trying to determine the media diet of respondents. The fourth category featured demographic questions such as age, gender, current place of residence,, education, and occupation. The birth year (the age) determined if the respondent could be considered as a member of Gen Y and analyzed in this study. Meanwhile, the question about current place of residence enabled the capture of any geographical differences between the respondents.

The questionnaire results were handled discretely and were not shared with third parties. The data was very helpful in order to reveal the landscape of young respondents' media exposure today, their media diet.

The online survey questionnaire was built using qualtrics.com software. Please refer to Appendix A for the full version of the online questionnaire.

### **3.1.2. Collecting Data**

As previously mentioned, the survey questionnaire was distributed via Facebook. A major reason to use this platform is because the majority of young people have access to Facebook and use it regularly. This is based on the data that there are currently over 500 million active users (Facebook, 2010) among which 25% are aged 18-24 (Istrategy labs, 2010). The questionnaire was available on Facebook as an open event where first all contacts of the researcher on the social network were individually invited with requests to spread the thread to their own contact lists in order to reach a large amount of respondents.

As this is an exploratory study, no inferential claims are made. This means that no inferences to the general population are made; rather, all claims are based on and about the studied sample. That is why the sampling method is not a randomized one, however it fits the exploratory nature of the study. Furthermore, it could be said that Facebook, as a distribution platform for the study, provided a fast and easy way to reach a large number of respondents in the target group, Gen Y, in various locations.

### 3.1.3. Survey – Analyzing Data

The collected data from the survey questionnaire was analyzed with the computer statistical software package SPSS. The performed analysis is based on descriptive statistics, meaning that the gathered data was analyzed in detail, such as mean amounts and frequencies of TV/Web, mean age of the respondents, and so on. As this is an exploratory study, its aim is not to generalize to a general population, and therefore descriptive statistics are considered to be an appropriate technique (Shi et al., 2009). Furthermore, cross tabulations were used to establish comparisons between the uses of the two media platforms (TV versus Internet) by the respondents.

Descriptive statistics analysis provides a summary of the studied sample – an overview of the gathered data (Shi and McLarty, 2009). However, this type of analysis, according to Fisher and Marshall (2009), does not permit a generalization from a sample to a larger population, and this was not done in the present case. These analyses did, however, allow for an interpretation of the data, and also allowed for conclusions to be drawn concerning the behavior of the respondents. In doing so, emerging patterns and trends are outlined (Fisher and Marshall, 2009). The gathered data was sufficient in answering the research questions guiding this study.

## 3.2. Interviews

Semi-structured in-depth interviews were used in addition to the online survey questionnaire to gain deeper insight and to more fully answer the research question. Lofland et al. (2006) explain that in-depth interviews are an effective method for inquiring into situations where direct observation is inappropriate or impossible. Consequently, interviews have proven to be the most popular technique in such cases. All in all, semi-structured interviews represent the best-suited interview technique to capture a broader picture of individual's media experience, such as TV consumption. "They provide greater breadth and depth of information, the opportunity to discover the respondents' experience and interpretation of reality, and access to peoples' ideas, thoughts, and memories, in their own words rather than in the words of the researcher" (Blee & Taylor, 2002, p. 93). Furthermore, is it possible to compare different interviews, as the structure of the interviews is concrete,



yet open-ended. These types of interviews follow a strategic guideline, while still leaving enough freedom to ascertain complexities that provide the opportunity to obtain excellent information and data sets at the same time (Boeije, 2002).

### **3.2.1. Selection of the Participants**

The interviews supplied the study with rich data, enabling the opportunity to analyze respondents' experiences and their practices as users in terms of watching TV via traditional and/or new media. The study required ordinary people of a certain age group, as well as users who watch TV and download/stream TV content on their computers.

The reason why semi-structured interviews were chosen for this study is because interviews provide insights into respondents' behaviors regarding TV, and the eventual changes that occurred with the opportunities provided by the Internet. What the studied sample does and does not like about the two platforms; which one they prefer and in what particular circumstances; their motives about watching on a certain platform; the way they choose what to watch on a certain platform, are all aspects the interviews brought to light in this study.

The interviewees represented the same sample group as in the online survey questionnaire. The candidates for the semi-structured, in-depth interviews were selected with the prerequisites that the respondent had already taken part in the questionnaire and that they have experiences in watching TV programs on TV as well as online. The online questionnaire featured a question asking if respondents were willing to participate in the upcoming interviews. If they were willing to do so, they were asked to enter their e-mail addresses to be contacted for the interview.

The interviews were conducted online via Skype, as this allowed the study to reach people from different nationalities and locations. This prevented the results from being influenced by specific national preferences.

### 3.2.2. Conducting the Interviews

The analysis of the results of the survey questionnaire data informed the design of the interview topic list. This technique provided the opportunity to go deeper into the studied topic than the questionnaire allowed. The questions used in the interviews aimed to be descriptive and implied specific definitions and explanations from the interviewees, related to their live TV and Web viewing (both downloaded and/or streamed). Each interview started with simple questions to break the ice and make the interviewees feel comfortable and at ease. They were stimulated to express what they think, asked for explanations, examples and repetitions about their experiences as TV content viewers. TV live viewing and TV content online viewing were the two main topics discussed. The respondents were asked in detail about their motives, experiences and beliefs, as well as likes and dislikes about their experiences.

A pre-test of the interviews was conducted to check the questions and the manner in which interviewees reacted on, and responded to them. The pre-test interview provided a good example about what the rest of the interviews should emphasize (to see the interview outline refer to Appendix B on p. 81-82). Since the questions in the pre-test were deemed appropriate and supplied the study with a rich data, this test interview was counted as part of the final results. After the pre-test interview, 14 subsequent interviews were conducted. Each interview lasted 30-40 minutes, depending mainly on how detailed the participants were in their descriptions.

### 3.2.3. Interviews – Analyzing Data

According to Flick (2002), research that uses semi-structured interviews among a group of people who have been chosen in advance in line with the research question should be analyzed using 'thematic coding'. This specific type of coding process treats every interview as a separate case that later may be compared with the rest of the interviews. Consequently, the first conducted interview served as a starting point to develop a scheme of categories in the process of open coding, later followed by axial coding, and finally, by selective coding. Open coding stipulates attaching codes to the sentences that were used by the interviewees, and then sorting these initial codes into categories that are related to the theoretical framework and the research question. In other words, "Open coding in grounded theory

methods is the analytical process by which concepts are identified and developed in terms of their properties and dimensions” (Flick, 2002, p.180).

Glaser and Strauss (1967), and Wester and Peters (2004, as cited in Sterenborg, 2008) point out that the researcher should not be familiar with the studied topic before starting to investigate it. Moreover, others should not have examined the studied area widely already. These requirements were all met in this study. The grounded theory approach provided a very useful method for analysing the gathered data.

The second step in analyzing the interviews was axial coding. Here, differences and similarities between the separate interviews were established. They were then put into groups. An important aspect in this step is to be aware and to avoid integrating the researcher’s own ideas and beliefs into the results. The selective coding followed the axial coding. Axial coding aims to establish even broader and more complete categories. The coding forms themes (3-8 themes) that form the core of the study and whose results answer the main research question. During the analysis of the interviews, it was important to ensure that all were coded in the same manner. Every topic and theme mentioned by the interviewees was coded, and later categorized. In the end, every interview was crosschecked and analysed according to the set of codes that expressed the core categories and themes (Bieberstein, 2009).

The third step was thematic coding, which has been combined with the ‘constant comparison’ method (Marshall & Rossmann, 2010). This is a very important step, as the coding procedure leads to the actual analysis of the collected data (Weston et al., 2001, as cited in Itu, 2010). The ‘constant comparison’ method allowed the comparison of different concepts and codes that occurred in the interviews. This enabled the researcher to discern what to analyse, whether themes are consistent between interviews, and general similarities and differences between them. The method also provides both internal comparison (between different segments of the same interview) and external comparison between separate interviews (Boeije, 2002). All kind of different aids, as distinguished by Boeije (2002), such as memo writing, close reading and rereading, coding, among others (all parts of the grounded theory) were used in the research methodology. The combination of these two methods is best described by Flick (2002), “At the same time, the procedure remains sensitive and open to the specific contents of each individual case and the social group with

regard to the issue under study” (p. 189). Thus, respondents’ experiences with watching TV content on the two different platforms were easily distinguished.

## 4. Results

In this chapter the results of the online survey questionnaire are presented, after which a detailed analysis of the interviews is presented. By obtaining insights from both research methods, it was possible to answer the sub-questions and consequently the main research question. Throughout the following sections when claims about Gen Y are made, it references the studied sample, not the general population of Generation Y. For the sake of clarity and to avoid any confusion 'Gen Y' (in parentheses) will always refer to the studied sample only, whereas Gen Y (without parentheses) will refer to the general population.

### 4.1. Survey Results

To be clear, the main aim of the online survey questionnaire was to answer the following three sub-questions

- What is the media diet of 'Gen Y'?
- What type of content does 'Gen Y' consume on each media platform?
- What are 'Gen Y's' preferences and motivations to use a certain media platform?

These three sub-questions aim to answer the main research question guiding this research: 'How does the experience of watching entertainment TV shows differ between the two most common media platforms – the TV and the Computer?'

In total 80 respondents filled out and completed the survey. The mean age of the respondents is 24 ( $SD=3.079$ ), however the majority of the participants were born in 1985; the largest group (18%) of all respondents was born in that year, followed by 16% born in 1987, 11% in 1988 and 10% in 1986. The rest of the ages did not make up more than 10% of the sample.

Furthermore, 34% of the respondents are male and 66% are female. Concerning the respondents' country of residence the majority indicated to be living in Bulgaria – 44,3%, followed by The Netherlands – 19%, the USA - 12,7%, Germany – 8,9% and Spain - 6,3%. Other countries represented are Poland, Italy, the UK, Sweden and Switzerland. This variety

of countries provide the opportunity to compare respondents' media exposure, based on the countries they reside.

In general, respondents in this sample can be defined as highly educated, as 67,5% of the respondents have already obtained their Bachelor's degrees and only 1,3% have not (yet) completed high school or an equivalent education. 17,5% completed high school and 13,8% have finished a Master's program. None of the respondents have obtained titles higher than an MA, such as a Doctorate (PhD) or above (for full data about respondent's education, please refer to Table 1.0 below).

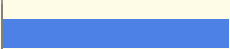



**What is the highest level of education that you have finished?**

#	Answer	Response	%
1	Haven't completed high school or equivalent	1	1,3%
2	Graduated high school or equivalent	14	17,5%
3	Bachelor degree (BA)	54	67,5%
4	Post-graduate degree (MA)	11	13,8%
5	Doctoral degree (PhD)	0	0%
	Total	80	100%

Table 1.0

Many respondents (47,5%) are still students. 33,8% of the respondents are employed and 5% were neither. The rest, 13,8%, of the respondents described themselves as "other", by which the majority among them indicated to mean that they are full-time employees and also full-time students, or interns or freelancers (for full data about the respondent's current occupation, please refer to Table 2.0 below).

**What is your main current occupation (how do you describe yourself)?**

#	Answer		Response	%
1	Student		38	47,5%
2	Employed		27	33,8%
3	Unemployed		4	5%
4	Other		11	13,8%
	Total		80	100%

Other
Maternity leave
Freelancer
Working student
Employed Student
Not really employed
Graduate
Full Time Employed & Full Time Student
Employed full time and full time student (no free time to watch live TV)
Employed + student
Musician
Intern, but still in the middle of my BA (compulsory placement)

Table 2.0

- **What is the media diet of 'Gen Y'?**

By comparing the studied sample of 'Gen Y's' usage of TV and computer only for fun and leisure on an everyday basis, it is clear that respondents are using both media platforms. However, they usually spend much more time on their computers: 173,7 minutes (SD=126,03) on average every day in contrast to 75,7 minutes (SD=76,10) on average in front of the TV. Although respondents spend much more time on their computers, they could still also be classified as TV viewers, as 82,1% of them answered 'yes' to the question 'Do you watch any programs and/or shows on TV?' It is interesting to note that among the respondents in the sample, females (85%) watch programs on the TV set more often than males do (74%).

- **What type of content does 'Gen Y' consume on each media platform?**

When comparing traditional TV with the Web, both considered platforms on which to watch TV programming, and then comparing the types of programs the respondents watch on these two different media platforms, two main distinctions are observed. Firstly, respondents who watch TV programs online have a strong preference for entertainment programs opposed to any other genre. Interestingly, 76,2% of all content consumed online is entertainment. This is followed by a portion of 16,7% of informative content, and, 3,6% of infotainment. Again, 3,6% is categorized as 'other', among which the respondents mainly cite movies and sports (for full data about respondent's choice of programs consumed online, see Table 3.0 below).



**What type of programs/shows do you watch online most often (both downloaded and streamed)?**

#	Answer		Response	%
1	Entertainment		67	76,2%
2	Information		14	16,7%
3	Infotainment		4	3,6%
4	Other		3	3,6%
	Total		88	100%

Table 3.0

The majority of respondents prefer to watch informational content on TV more than on the Web. Subsequently, 20,5% of respondents stress that this genre is one of the main genres they consume on television. Entertainment, however, is the most watched genre on TV, with 65,4%; interestingly, this number is still 10% less than the amount of entertainment watched online. The third most watched genre online is “other” (10,3%), which includes sports and documentaries (for full data about respondent’s choice of programs consumed on TV, see Table 4.0 below).

**What type of programs do you watch on TV most often?**

#	Answer		Response	%
1	Entertainment		52	65,4%
2	Information		16	20,5%
3	Infotainment		3	4,1%
4	Other		8	10%
	Total		79	100%

Table 4.0

Two open questions on the survey were designed to identify which programs the respondents watched most recently on each media platform. The answers were then coded, revealing interesting observations. Entertainment programs are still the most watched on

both media platforms by the sampled 'Gen Y'. However, there seems to be a distinction between two different types of entertainment programs, 'series' and 'other entertainment shows,' such as reality, entertainment talk shows, and variety shows. 'Series' are the genre most watched online, 44,2%, compared to 'series' watched on TV, 25,3%. This separation between series and other entertainment programs was done after the initial coding separating the genres entertainment, information, infotainment, sports among others. From the first look it was apparent that many of these shows were part of a series, and that a distinction was important in analyzing the data.

The other entertainment programs (reality shows, game shows, entertainment talk shows and others) were equally watched on the two platforms, TV with – 25,3% and online 23,2%. Meanwhile, news is watched more often on TV. Yet, the difference in the percentage is relatively small; 13,7% watch news on TV and 9,5% does so online. Sports and documentaries are almost equally watched on the two platforms (around 3%). However, infotainment shows, such as late night shows, are watched more often on TV – 9,5%, which was not showcased by the previously stated question focusing on most often watched shows on TV and online, whereas these shows are indicated to be watched on TV only by 3,2% of all respondents.

When further investigating the topic about where (Web or TV) respondents watch which genres, respectively a set of three questions was introduced focusing on TV and three about watching shows on the computer. These questions aimed to specify how many days a week the examined youth watches a certain genre. Here, once again entertainment appears to be the most watched genre on TV for about three days a week on average ( $M=3.14$ ,  $SD=2.208$ ) and on the Web for about three days a week ( $M=2.85$ ,  $SD= 2.305$ ). Informational content is also watched around three days a week on TV ( $M=2.82$ ,  $SD=2.196$ ), and once a week online ( $M=1.45$ ,  $SD=1.966$ ). The third category was infotainment, which is watched around once a week on TV ( $M=1.35$ ,  $SD=1.801$ ) as well as online ( $M=.90$ ,  $SD=1.508$ ). Of these results, the most interesting conclusion is that information and infotainment were the least watched on the Web by the sampled 'Gen Y'. For television and the Web, 44% and 61,9% respectively, claimed they did not watched these genres in the last week.

- **What are ‘Gen Y’s’ preferences and motivations to use a certain media platform?**

There are two main reasons as for why the examined young people watch programs on a certain media platform. First, respondents indicate that they watch programs on TV primarily to relax from the comfort of their couches (51%). Other reasons are habit (28%) or that the time a certain show is aired is convenient for them (28%). Moreover, it appears that people also watch certain programs on TV to receive the latest information, referring to the news (18%) or they choose the TV over a computer because it provides better quality (8%). Another reason is that respondents catch a program on TV incidentally. This indicates that chance is a reason for coming across a certain show that appeals to them. A list of all answers with their percentages can be seen in Table 5.0 below:

**Think about the TV show/program you saw on TV most recently. Why did you watch it on TV? (You can choose more than one option)**

#	Answer	Response	%
1	To see the newest episode	16	20%
2	It is aired on a convenient for me time	22	28%
3	It is in a better quality than online	6	8%
4	To gather with family	10	13%
5	To relax	41	51%
6	It's a habit of mine	23	28%
7	To receive the latest information	14	18%
8	Other	9	11%

Table 5.0

The reasons why respondents watch programs online are quite different. The majority of respondents (54%) watch programs on their computers because they can do it at anytime that is convenient for them; their viewing is therefore not dictated by the TV schedule. Additionally, a program’s instant availability appears to be the core advantage to watching shows via the Web, for example, viewers can watch primetime shows early in the morning or a series late at night. Another, very important advantage provided by the Web is the option

to watch programs that are not aired on scheduled TV programming in the viewers' country (29%), or that are not aired at the time a viewer wishes to watch the program (26%). Also, 25% of respondents indicate that they choose the Web to watch a particular program because they missed an episode of the program on TV and wanted to keep up. As "other," most respondents indicate they do not own a TV set or just do not like to use one; also, they only want to watch a particular segment of a show and not the whole program. These are the main reasons why respondents prefer the Web as a TV platform to live TV. Additional reasons are shown in Table 6.0 below:

**Please think about the last TV program/show you have last watched online (both downloaded and/or streamed). Why did you watch it online? (You can choose more than one option)**

#	Answer	Response	%
1	I missed episodes of the show on TV	22	25%
2	I can watch anytime	48	54%
3	There are fewer or no ads	17	19%
4	To watch old episodes that are no longer on the air	22	26%
5	The newest episodes are first online	20	23%
6	The program is not aired in the country I live	24	29%
7	Other	9	10%

Table 6.0

Many respondents are benefitting from the opportunities provided by the Web regarding TV watching. Almost all, 97%, respondents have downloaded content from the Internet. The remaining 3% have streamed content, preferring this option mainly because it saves time compared to downloading. In terms of the legal issues surrounding downloading, only one participant from Spain said she is not downloading because it is forbidden. In all other countries represented in this study, respondents indicate that they download a variety of different content; the percentage of participants who have never done so is relatively low, with one exception: Spain, where 40% of all respondents do not download TV programs.

Further research is needed to determine precisely why respondents from Spain feel differently about downloading TV content from the Internet than respondents from other countries.

TV programs are not the most frequently downloaded media content. Films are the most popular downloaded media content, representing 46% of the downloaded content; music is the second most downloaded media content, downloaded by 34% of all respondents. TV programs came in third place with only 16% of respondents indicating they download TV programs.

However, considering the following question whether respondents have ever downloaded a particular TV program, 81% answered positively. According to this survey questionnaire, males download more than females; only 7% of all males have never downloaded any TV program, while the percentage of females who have never downloaded TV is 21,2%. A mere 19% of all respondents claim they do not download TV content. This group indicates that this is mainly because they prefer streaming it, stimulated by the same reasons – downloading takes time and because streaming is the more legal option in their opinion. In fact, only 13% of respondents have never streamed TV programs from the Internet; the main reason for not streaming is a bad Internet connection or the inability of their computers to do so. Here again the males are much more active, 100% of them have streamed TV programs, compared to 83% of females. Overall, it appears that the majority of respondents use the Web as a platform to watch TV programs, mainly by downloading (55%), by streaming (28%), or both. In order to measure the strength of association between gender and downloading/streaming TV, Cramer's V was calculated. The relationship is very weak (Cramer's  $V = .054$ ) between the two variables. This outcome suggests that there is no difference between males and females when it comes to picking the option to watch a TV program on the Web. Additionally, none of the respondents indicate 'I don't do either' as their choice. These findings are made clear Table 7.0 below.

**Which of the following do you use more often?**

#	Answer	Response	%
1	Downloading	51	55%
2	Streaming	27	28%
3	Equally as much	15	17%
4	I don't do either	0	0%
	Total	93	100%

Table 7.0

Regarding respondents' preference toward the Web and the TV, interesting data appeared when stating similar questions in a different mode as well as when asking about aspirations and not actual situations. For example, to the question 'On which platform do you prefer to watch your favorite TV program?' 60,5% of respondents prefer to watch on their computers, while 39,5% prefer to watch on the TV set. For females in the sample there is not a big difference between the two platforms, as the 56,6% prefer watching on the Web and 43,4% prefer watching on their TV sets. This is in contrast to 66,7% of males that prefer to watch online; only 33,3% prefer the TV in this case. In order to measure the strength of the association between the media platform on which the respondents prefer to watch their favorite programs and gender, Cramer's V was calculated. The relationship is weak (Cramer's V =.097) between the two variables. This means that, according to the sample, there is no difference between males and females regarding the media platform on which they prefer to watch their favorite TV programs.

When comparing people's preferences according to the countries where they live, it is apparent that in Bulgaria (n=35), for example, respondents have a stronger preference for the computer than for the TV itself; 71% said that they prefer watching their favorite programs on their computers. Meanwhile, for respondents from the Netherlands (n=15) and the USA (n=10), there are no real differences in preference between the two media platforms. Of the respondents from the Netherlands, 53,3% chose the Web for watching TV. Of respondents from the USA, there is a slight advantage for the TV (54,5%). Of respondents from Germany (n=7), the situation is quite different – only 28,5% prefer the computer to watch their favorite programs.

Overall, the main reason why respondents prefer the computer as a media platform for watching TV is the relative independence as well as the opportunity to watch programs that are not broadcasted in the countries respondents reside in. One respondent pointed to two main motivations to watch TV on their computer, “because I can watch it anytime since at night I often have classes” and, “I am sharing a TV set with a flat-mate and it's hard to tell whether he will enjoy the same show.” Two other respondents pointed to the following, “I can watch it whenever I want” and, “time irrelevant, convenient, better quality, no ads.” A further reason is exemplified by another respondent when he stated, “because I can control what, when and how to watch; I can press FF (fast forward) if I find it boring and pause if I want to go get a snack.” These citations are just a small part of the motivations respondents express. These reasons summarize what the majority of the respondents pointed to as reasons why they prefer the Web and what they like about the opportunities provided by the Internet concerning watching TV content. The independence of time is appreciated the most in the studied sample, as more than half of all respondents mentioned that as a main reason to prefer the Web as a substitute TV platform.

In response to the question ‘If your favorite TV program is aired on TV but at the same time you have the possibility to download/stream it, which one would you prefer?’ the majority of the respondents (57%) prefer TV, compared to 31% who would still watch via their computers; 12% said they do not have any preference. This result indicates that most respondents prefer the TV, which according to them offers better quality as well the comfort of their couches. One respondent articulated three reasons to choose the TV. The feelings of this respondent summarize the overall trend, “better quality, no waiting time, couch-comfort.” Another one pointed out that “streamed shows have lower quality compared to TV, and downloading it wouldn't make sense if the show is aired on TV at that moment.” Thus, next to size and comfort, quality of the content plays an important role in choosing a platform to watch shows on. Another trend is that TV in general provides easier access and people are not losing time to search for and download what they want to watch. Nevertheless, TV watching is still seen as an activity that is more social due to the fact that you can watch together. For example, families gather around it, so it is a way for people to spend time together, unlike computers where media is consumed individually.

It seems that females are the group that would prefer watching their favorite programs on TV if the TV programming aired the programs they want to watch; 62,3% would watch on the TV while 28,3% would stick to watching their computers. Referring to the males, the

difference between the two media platforms is not that drastic. However, here the TV would also gather a bigger audience with 48,2% claiming they would watch their programs on TV if they were on, compared to 37% who would keep watching via the computer. An additional result is the distinction between countries. The biggest percentage of respondents who would stick to the computer as a platform for watching their favorite programs are respondents from Bulgaria (45,7%); as for the US respondents that percent is only 9%. Respondents representing Germany and the Netherlands show percentages similar to each other; 71,4% in Germany and 73,3% in the Netherlands prefer the TV.

Most of the shows the majority of the respondents watch are with of American origin; 73% of all programs defined as 'favorites' are American, more precisely American series. The most common are 'Modern Family', 'Mad Men', 'Two and a Half Men', 'Californication', 'House M.D.', and 'How I Met Your Mother' among others.



## 4.2. Interview Results

All interview participants were born in the Gen Y span (1978-1989), in age ranging between 21 and 30. They have different occupations – students, full-time employees, and free-lancers. The respondents in the sample included individuals living alone, people living together with girlfriend/boyfriend, students living with family, and flat-mates sharing an apartment. Five of the interviewees were males and the remaining ten were females. By interviewing via Skype it was possible to overcome geographical restrictions, providing the interview part of the study with a diverse population of respondents from Europe and the US. Of the fifteen interviewees, three are living in the US, two in the UK, four in Bulgaria, three in the Netherlands, one in Germany, one in Spain, and one in Switzerland (for detailed interviewee's data please refer to Graph 1 in Appendix B). Additionally, all participants have experiences in using both the TV and the Web as TV platforms.

The following sub-questions guided the interviews:

- What are the differences in the experience between watching TV content on the two media platforms?
- How does 'Gen Y' experience the same shows on the different platforms?
- How does the youth studied here decide what to watch on the two platforms?
- How did the routines around the TV change with the advent of Web opportunities?

In the following sections their answers will be outlined:

- **What are the differences in the experience between watching TV content on the two different media platforms?**

Throughout the interviews the majority of the interviewees shared that their TV watching is mainly done on the computer and not on live television.

Only three people said they prefer the TV set, mainly because of the higher definition it offers and overall better quality. Two of these respondents were from Bulgaria and the one from the US.

Six of the interviewees preferred the TV platform for watching programs, despite the fact that two females from the US and a male from the Netherlands said that although they prefer

the TV platform, they used their computers more often for watching TV shows. This, they explain, is mostly caused by the strict TV schedules that lead to inconveniences.

*Ivo: "I certainly prefer my largest screen available for watching shows/series, which happens to be my TV set. [...] In fact, although I prefer my TV set, right now I am using my computer most often to watch shows/series"*

*Flora: "[...] I miss all the show since my classes are all at night, so usually I stream them. However, if I got the chance to watch them on TV I would prefer TV."*

The main reasons to prefer the TV were the bigger screen, the better quality, the comfort of the couch while watching, as well as the easy access. In this regard Zlatina stated: "[...] it doesn't require more than just turning the TV set on at the right time." Victor makes a similar argument when he states, "It's just easy... that's mostly the plus of TV - costs only a button..." These answers showcase some of the main advantages of the TV and reasons to choose that platform for watching entertainment shows and programs.

All US respondents in this study prefer the TV to watch programs; this suggests a difference between audiences in Europe and the US. It could be said that Americans are more attached to their TV sets. This could be because the US is where all new programs are first broadcasted. That is why US residents do not need to download or stream them, as they are first available on TV and then on the Web. Meanwhile, in Europe, the same TV programs are available online long before they are aired locally on television.

Despite the before mentioned positive features of the TV, the majority of respondents prefer their computers as TV platforms to the TVs and use them more often on a daily basis. Some of the interviewees shared that they do not even possess TV sets, so their TV viewing comes entirely from the Web. The main characteristics of the Web, according to the participants are the convenience this platform provides for choosing how much to watch; the time and place to watch; the opportunities to pause, stop and rewind as well as the absence of the commercials. In this line of thought Mira shared, "I enjoy the fact that I am not bound with specific time, that I can pause and play whenever I feel like, that I do not need to wait for adverts (not as much as usually) and that I can do it from wherever I feel like! For me, it is of great convenience." Vihur and Ivo also made similar statements, "the fact that they are stored online and I can watch them whenever I decide to, however long I wish to and I can also continue watching them the next day for example without missing anything" (Vihur), and "I

*love the flexibility to choose when and how much I want to watch, at least at this stage where I still have to catch up" (Ivo).* The Web is also less time consuming than watching live TV and provides the opportunity to watch particular programs more than once.

Another very interesting finding is the fact that respondents feel that their everyday schedules are not the same as most other peoples'. This trend is particularly apparent among students Doli and Joanna, who undoubtedly choose their computers for watching TV programs chiefly because the Web is the only platform to offer them the needed freedom in their rather busy and inconsistent schedules. For example, Doli shared that her normal day is not the same as compared to other people because she likes to wake up late in the morning and go to sleep late at night; she watches the evening programs at 1am rather than at 9pm. Joanna's experience is similar to Doli's. She says that as a student her usual schedule is very hectic and no two weeks are the same. That is the reason why she also uses her computer to watch TV shows as it allows her to watch what she wants, when she wants and that suits her more – the TV programs fit her schedule rather than her fitting the TV schedule. Other participants shared similar experiences as these two, underpinning why the studied youth prefer the Web to live TV.

As for the genres watched on the two different platforms, it could be summarized that watching entertainment programs, particularly series, comes mainly from downloaded or streamed videos and not from live television. Meanwhile, news and sports as well as special events and documentaries are still watched on live TV - mainly on Discovery Channel, History Channel and Animal Planet.

Watching special events on TV appeared as a prominent outcome in this study, perhaps because of the timing when the interviews were conducted. A few respondents mentioned the Royal Wedding (of Kate and William on 29 April, 2011) as the program they last watched on TV and for some this event was actually the reason to turn on their TVs for the first time in months. In this manner, regarding the show she last watched on TV, Joanna stated the following:

*The wedding. That was actually the first time I turned on the TV by myself. Well yeah, so the Royal Wedding was a big deal. The whole world was watching, and I guess I could have streamed, but seeing as it was happening live, you might as well watch it on TV and some people came over to watch it as well.*

Besides special events, different reasons for watching sports mainly on TV were mentioned by a number of the participants. Brian, for example said that if he misses a sport game on TV,

he rarely DVRs it or watches it online, as they don't often offer full matches online. For him, watching sports if it is not live, just isn't the same. This notion summarizes the reasons to choose the TV for watching sports.

Although these genres are watched mainly on TV, the news is the genre watched most on live TV. Furthermore, the Web is hardly used to watch news. This became evident in the answers by the majority of the conducted interviews. Karlijn and Flora summarize the trends found among the interviewees when they state,

*Karlijn: "I hardly ever watch the news on my laptop. That's what I have my TV for. Laptop is entertainment, cause then I can choose, but TV is news because it's faster, more up to date."*

*Flora: "I almost never stream news on my computer. I think you have to get news from radio/ TV just because it's news."*

Concluding, it could be said that for the respondents news is mainly watched on TV and almost never on the Web, while entertainment shows and series in particular are watched on computers.

Another interesting finding are the ways young people use the two different media platforms. The majority of respondents said that they watch programs on the Web alone, while watching shows on TV is more of a social experience, mainly done with family, housemates or friends. Interviewee Krassi states, *"One can watch TV with a whole group of people (because the screen is bigger and is usually is situated in the living room). In my opinion watching TV is generally a more social way of watching a show."* Another interesting finding is that respondents do not plan to watch a certain TV show ahead of time; they consume television content rather incidentally. On that subject, Ivo shared the following about his most recent experience watching TV, *"It was incidental, I usually do not follow any series on TV at all, especially Turkish soap operas. I watched it with my family after dinner because they actually follow it and I am visiting them for few days."* Doli makes a similar argument when she says, *"I mean with my housemates if we are having dinner or just chilling in the evening we would watch TV and then it's nice. Or at home with my parents we always watch TV after dinner."*

Not only does it appear that live TV watching is more of a social activity than watching content on the Web, it also seems that respondents watch programs on TV mainly with their

parents, who represent a different, older generation that is likely watching more content on the TV set than 'Gen Y'. Furthermore, it looks like this activity does not take place on a regular basis but rather incidentally, when visiting parents. One of the interviewees states, "*I watched [TV] together with my parents like in the good old times.*" From this statement it seems that watching TV is kind of an old fashioned activity, a recall from the past.

- **How does 'Gen Y' experience the same shows on the different platforms?**

Despite the fact that the majority of respondents pointed to the same negatives of watching TV online, such as poor quality and the need of an extra time for downloading, they still prefer using the Web to watch TV programs. In fact, for almost all of the interviewees there was at least one show that they were first watching on TV and then turned to the Web for that same program. Respondents indicated this was because they caught a random season on TV of that program and wanted to see the previous seasons, or because they got attracted to that show and felt the need to watch the current season more quickly and not wait for it to be broadcasted on their local TV schedule. One of the interviewees, Ivo, is one of the people who made the switch from the TV to the PC. He caught a couple of episodes of the series '*Sex and the City*' from its latest season on TV and decided to go online and download all previous seasons and watch them all, independent of the TV schedules. Krassi mentions something intriguing, for her, all the interesting shows she wanted to watch were aired on TV on different channels at the same time, which made it impossible for her to follow each one of them. Furthermore, she liked a particular show and wanted to watch more than one episode a week, which was only possible online.

Another observation is that respondents tend to watch more than one episode and tend to do so consecutively. For example Doli shared that she watches more than one episode in the same evening. When she starts a new series, for example, she usually gets through the first few seasons very quickly, because it was possible to find out what happens next; sometimes she watches episode after episode for hours in a row. Zlatina, who recently started to watch the series '*Mad Men*', downloaded all previous seasons and is "*catching up right now - watching several episodes in a row.*" Katya, who wanted to follow every episode of the shows she likes, said that normally she must wait weeks for the latest couple of episodes to be available online, so that she can watch two-three episodes one after the other, a

characteristic that the TV does not possess and does not allow. Mira also had a similar experience, especially when she “hooks up” on a show and she cannot stop watching all the available seasons. Victor also experienced the same trend of downloading all available episodes and watching all day long.

As for the experience of watching the same shows online and on TV, the most appealing difference could be found in the many opportunities the Web provides when watching a TV program and not in the experience itself. Zlatina summarizes what was said by many of the respondents when she states,

*There are [differences], but it doesn't really matter that much if you actually want to watch all episodes you have missed - Internet gives you that opportunity and you don't think about it that much. [...] I think TV and Internet don't provide with experiences that are so different from each other and especially when it comes to TV shows and that is why people don't evaluate their decisions so much. When it comes to a movie, for example, it is a little different - it is a longer format, the experience matters a little bit more because of visual and sound effect, etc. That's when you start to care more about the screen, etc.*

For others the differences in the experience were evident. As for the people who preferred the Web, like Ivo and Joanna for example, the Web supplies them with more than just an increase in possibilities; it gives them the control over the programs they watch. On this subject Ivo shared the following,

*Yes there were differences. I was not able to go that easily back 5 seasons on TV. Yes, they sometimes do that but at stupid times that I cannot watch it and I can easily miss an episode when it is scheduled or have to go through the burdensome process of recording TV - it is not worth it. When I turned online, it was all there waiting for me and ordered nicely, episode by episode. I was able to put my own pace of watching it all.*

And Joanna also made a similar argument when she stated,

*[...] well I think what's so appealing about TV online is that you can essentially make your own schedule, the only influence TV schedules really have on you is when the shows you want will be available, but once they are, it's like TV a la carte. It gives you the sense freedom in making your own 'show watching experience'.*

As for the TV followers, the quality and the instant availability of the shows and programs still played the most significant role for having a good experience when watching programs on television. Also, the instant availability and actually its absence in downloading as well as the poor quality in streaming were pointed as the major disadvantages in online viewing causing these viewers to opt for the television instead of the Web. These considerations however, were not seen as negative by the Web viewers and were not a major reason to switch back to the TV.

The aspect of being in control of what to watch on the Web made respondents feel more engaged with the programs, and also satisfied them on a higher level as there are less distractions. The main reason respondents were more satisfied with the programs watched via the Web was because they went through extra effort to find and download/stream specific shows. Additional reasons respondents are more engaged with the shows watched online are nicely exemplified in the two following citations,

*I guess, I could say I feel more engaged with the content of what I watch online, because I can watch it more often, I search for it, track it, leave it buffer and watch it at any time. (Krassi)*

*When you watch on pc, you have more choice, I mean you can download almost any program in the world. So the programs you watch on your pc, would be the one you really like, so they are more satisfactory. Also when you watch more than one episode from the same show in the same evening you get more involved. I mean you know exactly what's happened before so you get more engaged with the story and the characters. And it becomes more interesting. When you have to wait a week to watch an episode on TV you forget half of what the series is about. (Doli)*

Even though most participants shared that they like and feel more attached to the shows they watch online, the majority did not consider themselves as fans of these programs. Although they spared extra time for searching for a specific show to download/stream it, they did not follow any other additional events, blogs or fan groups related to the programs. In fact, the only time spent on the Web was for finding and watching a certain program.

Regarding distractions, if something came up while watching a program online, users can pause, do what they need to do, and then get back to where they left off without missing any content. As Joanna states, *“But mostly I think it's because I'm a multitasker, so I like to be doing a million things at once. Even when I'm watching something, I have at least 3 other windows open. So should I get distracted by something I can always pause it and resume later.”*

- **How does the youth studied here decide what to watch on the two platforms?**

The interviewees made clear that the difference in choosing what to watch on the two platforms is vast. On one side, when watching live TV broadcasters determine what the masses would watch in a certain hour and day, while when watching programs online the viewers themselves decide what to watch and the majority of the respondents prefer that option. Respondents indicate that they rarely watch their favorite entertainment shows on TV and prefer the Web, where they feel more engaged with the content itself. In this regard Ivo stated,

*I prefer to download and select the content I watch myself, not to rely on some TV producers to decide what I should watch on mainstream TV. [...] On my PC, I usually decide what to watch based on my interests. What I like about that experience is that I can make my research what to watch in particular and most importantly - when I want to watch it based on my own availability. On TV I do not have that freedom - I am just given something decided by someone to consume in my spare time and I don't like that. Well, as I said before - this is not necessarily always a bad thing because it happened in my life to get intrigued to watch TV because of something that just appeared on my TV. However, as I grew up and with the help of technologies, I believe that I can make my own selection in a much better way.*

Karlijn and Katya mention very similar experiences when explaining how they decide what to watch:

*Well the downside of TV is that it decides for you, I rather decide the moment. I rather decide it myself [...] on TV I don't decide I just look what's on and on laptop I have to decide myself, which is at times irritating cause sometimes you just don't know what you feel like [...] well it was more that I watch it on the laptop, and sometimes when I'm flipping through the channels on TV, I see the show and then I sometimes stay to watch it but I didn't really switch cause I still watch it mainly on the laptop. (Karlijn)*

*With TV I'm more spontaneous - I choose from an already made program, with the computer I decide on my own. (Katya)*

While on the Web the interviewees decide for themselves what and when to watch, going through a bit of extra effort to find the content they like, the experience of watching live TV seems quite different. It appears that watching TV is a more laid-back practice, experienced by surfing channels without a particular interest or need. When watching TV respondents do not look for the content they like, they just watch what is on the air without losing time to prepare - "just sit and watch." This observation is significantly apparent in the below stated quotations:

*I switch on channels and suddenly I see that for example 'How I met your Mother' is aired and I decide to stay on that one [...] because it doesn't take me time to prepare... I just sit and watch whatever is on. (Anna)*

*On TV I sometimes watch stuff that I am not so passionate about and wouldn't download if I had missed it. I watch it because it is on and I don't have anything more important to do and I prefer it to other programs on other channels. With downloading, I have a specific desire to watch that particular show. (Zlatina)*

*Sometimes I just watch whatever there's on [...] as I already said due to bad Internet connection I have to more or less watch the TV and since I don't really have a preference for a favorite show I could watch anything [...] I definitely prefer downloading things, just because I choose what exactly I want to watch. (Mimi)*

*On the net I rather watch shows that I enjoy and know of and on TV is more an ad hoc basis [...] well, I am much more interested in the ones I watch on my pc as I am specifically looking for them. (Mira)*

It seems like young people today, at a time when technologies are widely spread, take advantage of determining how to spend their free time and how they define their daily schedules. This is usually something that is not possible in most of the countries in Europe as



certain TV technologies are not as advanced as in the US. However, the Web now provides that opportunity and is therefore attracting a huge number of young people.

- **How did the routines around the TV change with the advent of Web opportunities?**

After analyzing the outcomes of all fifteen interviews, it is apparent that the routines around watching TV have drastically changed for all participants. Even respondents who still prefer and consume more live TV could not deny the great impact the Web has had on their free time. For them, the change came from the fact that now they feel more relaxed about missing their favorite shows on TV, because there is always a backup of downloading them online. Moreover, the Web has brought new opportunities like watching outside the home, where there is no TV set.

Time spent watching live TV viewing decreased drastically because of the Web. The flexibility offered by the Web is the major reason for that change. A couple of interviewees also mentioned that if the Web did not provide the opportunity to watch TV content online, they still would watch more TV than they do now. In fact, respondents rarely turn on the TV and if they do so, it is only on special occasions such as the Royal Wedding, to catch up with the news or with sports, or when they do not know what to watch. Furthermore, the Web also redefined primetime from an “evening thing” into a “whenever you have time or the inclination thing.” Zlatina made an interesting observation by saying that there are so many options today to access a TV program that the importance of TV linear viewing has been drastically minimized. Additionally, respondents also mentioned that on occasion they started gaining interest in certain TV shows thanks to the Web and its opportunities.

As for the PVRs and their impact on the routines around the TV watching, unfortunately not much can be said in this study, as only one of the participants actually possessed one. Consequently, these young people preferred to use the Web for their TV watching, as it is free. However, judging from the only owner of a DVR – Brian, the effects seem to be pretty similar to the Web, namely the opportunities to fast forward through the commercials, to replay specific interesting scenes, as well as to pause when something more important needs to be done. Nevertheless, definitive conclusions cannot be made, as the data regarding PVRs is insufficient.

## 5. Conclusion

In order to answer the main research question of this study, 'How does the experience of watching entertainment TV shows differ between the two most common media platforms – the TV and the Computer?', a combination of two research methods were used. In addition to an online survey questionnaire, in-depth semi-structured interviews were performed. Throughout the course of conducting the study, answers to the following sub-questions were given: 1) What is the media diet of 'Gen Y'?; 2) What type of content does 'Gen Y' consume on each media platform?; 3) What are 'Gen Y's' preferences and motivations to use a certain media platform?; 4) What are the differences in the experience between watching TV content on the two media platforms?; 5) How does 'Gen Y' experience the same shows on the different platforms?; 6) How does the youth studied here decide what to watch on the two platforms?; 7) How did the routines around the TV changed with the advent of Web opportunities?

Overall, it appears that the young people featured in this study prefer their computers as a TV platform to the TV set. The main reason to choose the Web is time independence, as well as the opportunity to watch programs that are not broadcasted in the countries where respondents reside. It is worth noting that a large portion of the participants in this study are international students or people who have studied abroad in the past. Many of them liked to watch programs from their home countries on their computers. However, the most watched shows on the Web appeared to be American shows. The great spread and at the same time success of American programs suggests the high influence of the Western media market, as they host the largest portion of the major media companies, such as Time Warner, Disney, News Corp., Bertelsmann, CBS, and NBC are situated. This is also where the backbone of multi-national corporations operate (Arsenault & Castells, 2008). They undoubtedly represent the globalization of the media. Meanwhile, the process of distribution and deregulation of media products are further complicated by the introduction of new media markets furthering distribution platforms. Namely because of the existence of new media, the behavior of the big media corporations cannot be graded without taking into account the behavior of Internet players. They have enabled the movement of media products across a variety of platforms and have given freedom to the end-users to choose the form and the location where they consume media content, an activity also called mass self-communication (Arsenault & Castells, 2008).

On both platforms the most popular genre consumed by the studied youth is entertainment. This finding is in line with what previous studies have found (Vorderer, 2001; Sherry, 2004); media is mostly used for entertainment purposes. Furthermore, some interesting differences appeared when analyzing the results more closely. From both platforms, it is clear that respondents watch mostly series on their computers and hardly any informative programs such as news programs. These findings resemble what was found in Barkhuus and Brown's study in 2009. First of all, it appears that television series are among the most watched programs on the Web, and that series represent the type of content where the storyline is most important and the viewer has the desire to follow the episodes chronologically. A similar trend is also explained by Barkhuus and Brown (2009) where keeping up with a certain show is one of the central reasons to use modern technologies.

Meanwhile, besides series and entertainment shows, on TV the respondents also watch news, sports, documentaries and special events. These findings are similar to the findings of Barkhuus and Brown (2009); news and sports events are the most watched programs on TV. However, in the current study, besides entertainment shows, documentaries and special events appear to be part of the most preferred content consumed on TV. This in turn reflects something new and not discussed in previous studies. Most probably this difference appears because of the alteration of the nationality of the studied target group, whereas Barkhuus and Brown investigated exclusively a US audience. In this study, the sample is more diverse and international. Another difference is the age of the studied group as well as the fact that this study unveils the opinions of highly educated young people.

Although most of the interviewees were regularly following certain shows on the Web, they did not consider themselves as fans of these programs and did not follow any other online events related to these shows. However, many of the studied people mentioned that while watching a program, no matter on which platform, they were often multitasking. For example, they may be surfing the net, or be chatting with friends while at the same time watching their favorite program. This outcome, to some extent, resembles what Hof (2011) claims; the percent of combining activities of watching programs and commenting on them with friends is rising with each year. Nevertheless, the present study offers a new look into this area. The combination of two activities is apparently done not only while watching live TV but also when watching programs on the Web.

Judging from both the online survey and interview results, the Web is the preferred platform among the studied sample. The core reason in choosing this platform is the freedom it provides. Respondents primarily view TV to relax (51%). This activity was greatly explained by Fischer (2002) as one requiring little to no intellectual or physical activity. Meanwhile, the reasons for choosing the Web as a TV platform happen to be quite different. The majority (54%) of the sampled youth watch programs on their computers because they can do so at anytime and are not dictated by the TV schedules. Barkhuus and Brown (2009) explain this trend as a 'time shift'. This is in fact also one of the main reasons, found in their study, why people prefer prerecorded or downloaded programs. Another motivation for people to choose the Web is that it allows them to be in control of what they watch, the time they watch, as well as the space where they watch, also known as a 'space shift'.

Judging from the present sample's results, it is clear that respondents who live in the US are more attached to their TV sets, as observed by comparing the number of minutes spent in front of the TV between the US and Europe. The main difference between the experience of watching shows on the Web and on TV greatly resemble what has been found by Brown and Barkhuus (2006) when they compared live TV viewing and watching downloaded programs or using a PVR. The activity of watching programs on the Web is defined as much more active than the consumption of live TV, because this form of watching is supported also by choice, collecting the content and organizing it according to their routines. In fact, when using the Web as a TV platform, people structure their daily schedules unlike ordinary TVs and their set schedules. Moreover, these results once again support the existence of time and space-shifts (Furtado, 2005; Brown & Barkhuus, 2006) where viewers are in total control of their watching experiences.

A further similarity between the present study and the one conducted by Brakhuus and Brown (2009) appears when comparing the experience of watching programs on the two media platforms. TV watching is seen as more of a social activity while watching TV on the Web is seen as a more individual activity.

Another fact is that for almost all of the interviewees there was at least one show they first watched on TV and then began watching it via the Web for various reasons. This observation resembles the theory of Madden (2009) that many users today are turning to the Web to watch entire TV programs. For instance, the majority of interviewees shared that online they can watch more episodes of their favorite shows or series in a row. This is one of the core

findings in this study, exemplifying a big difference between the experiences of watching programs on TV vs. the Web. While the TV does not allow a collection of many episodes from the same programs, the Web does, introducing one of the main advantages it possesses. Most interviewees shared that they like and use this opportunity on a regular basis and, in fact, this makes them feel more engaged and interested in the shows they watch.

Another trend, though not as common as the previous one, is watching not whole shows on the Web but only the most interesting segments. For example, one interviewee said that if she liked a dance performance on her favorite TV show 'So You Think You Can Dance' she could go online and watch it again later, after watching the whole show live on TV. She can also take her friends' recommendations and watch specific scenes or dances online. This finding resembles Jeff Jarvis' argument that people today are not watching entire shows anymore, but only parts that interest them the most (Thompson, 2005).

A limitation of this research is that the sample consists mainly of young people who travel frequently and who have studied abroad, or are currently studying abroad. This of course plays a significant role in the results due to the fact that for them, the only way to follow the programs they like was through the Web, especially when it comes to American series and local shows from their home countries. This is well exemplified by Doli's states,

*Well, when I am in England, I would watch more British shows on British TV, when I am in Bulgaria I watch Bulgarian programs and shows and even some Bulgarian series, hahah. But on my pc I watch the series and the films I want, and it's usually some that are not shown in the country in which I am. And they are usually American.*

Vihur, for example, only has access to some American or German shows via the Web because even satellite does not supply the viewers with all possible channels. These findings bare another resemblance to the theory that TV channel surfing is being replaced by watching only content viewers are interested in and made available through the Internet (Barkhuus & Brown, 2009). The current results also underpin the statement by Barboza (2010) that the Web as a TV platform has gained a great number of users namely because of the alternatives it provides compared to TV's "blind state-run programming."

All in all, respondents are watching less live TV than they did before, namely because of the Web and the opportunities it offers. This supports the prediction of the May 2010 issue of the Economist that states that the competitiveness of the television is declining because of the Internet. Meanwhile, these findings are contrary to the Nielsen's report, issued in 2008, claiming that the TV and the Web are both increasing their popularity and that there are no

concerns for TV broadcasters and their future. The findings of this study are a reflection of a different reality.

Today, television consumption among the respondents is coming mainly from the Web and not from live TV viewing. Furthermore, this study argues that the Internet has led to a fundamental change in how TV is watched, based on the studied sample.

Starting from the simple activity of just choosing what to be watched, it appears that the passive activity of watching what there is on TV has turned into an active one, based on viewers' own choices and supported by the activities of searching, collecting, organizing and even sharing TV programs. This means that the youth, sampled in this study, are actively choosing what to watch and do not spare their free time to watch a broadcasted show. These opportunities give people the freedom to set their own schedules according to their daily routines and are not dictated by the TV scheduling. All this leads to one of the basic changes in the experience of watching entertainment programs on the two different platforms - temporal and spatial shifts. Consequently, the reflection of 'Gen Y' in the Western world, respondents from Europe and the US are free to watch whatever they like, whenever and wherever they want to; these opportunities are provided by the Web and are destroying the connection between broadcasters and the audience.

Additionally, on the Web, people are able to pause the program they are watching, ensuring they don't miss a moment. Also, they can skip commercials or fast-forward through scenes that do not interest them. In addition to this, they can also cut the long programs into shorter and more convenient pieces and, according to the studied sample, the youth is taking advantage of these actions. Still, the most interesting finding in this study is that on the Web people tend to watch many episodes of a show consecutively. This is one of the best features offered by the Web. Consequently, all these changes in TV viewing turned the experience into a more individualized one, where the viewer is in total control of their TV consumption and media diet, something that is impossible when watching live TV.

## 6. Discussion

This study has a few limitations. A few things could be done differently to increase the reliability and validity as well as the richness of the gathered information. More participants for the conducted online survey questionnaire would make the results more reliable and of higher general validity. Also, because of the way the sample was drawn, it was not possible to make any inferential statements about a larger population. Nevertheless, the results gathered in this study shed light into the phenomenon and brought new findings to this area, indicating the necessity of a further research.

Another improvement would be to conduct the interviews face-to-face and not online, as this would have probably brought more interesting and rich information for peoples' viewing habits in a more relaxed and informal environment. However, as stated earlier in the Methodology chapter, using Skype was the only way for the researcher to reach the desired sample, reflecting on people living in many different countries with different occupations and backgrounds. When reading the results, it should be taken into consideration that the time the study was conducted played a role in the results.

The conclusions drawn from this study are only applicable to the studied sample and do not make claims about the TV watching habits and experiences in general. The results do, however, showcase interesting trends among the examined sample of 'Gen Y'.

A suggestion for further research in this area would be to study the phenomenon from a different angle. It would be interesting to see what a professional's point of view might be, and focus on something other than the user's perspective. The users studied here prefer their computers for watching TV programs, but how can the TV broadcasters take advantage of this? It is probably high time for TV broadcasters to start distributing their own content on the Web and not wait for independent torrent sites to do so illegally. TV broadcasters can begin benefiting from the Web and solve the problem of losing their audiences. Even when distributing TV content themselves on their official Websites, TV broadcasters can maintain commercials, but still offer Web users their favourite practices – watching whenever and wherever they like, as many times as they wish or watching only small pieces that are most convenient and interesting for them. It would be very interesting to hear a broadcaster's opinion and their plans for the future. A possible way to study this would be to interview a number of national or private broadcast representatives from different countries and

compare their answers. Meanwhile, it would be also fascinating to find out if users would be willing to transfer their TV content viewing from trackers and online streaming sites into the broadcaster's official Websites – a case that remains hypothetical at the moment.

All in all, this study shed light into young respondents' experiences with watching entertainment programs on TV and on the Web. It outlined the major differences between the two media platforms as well as distinguished new opportunities provided by the Web. It also discovered new trends in the consumption of TV content and thus has established a solid foundation upon which further research can build. Further academic investigation in this area would be of great importance for the TV industry as new innovations are brought to the media market on a regular basis – be it on TV or on the Web.



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## Appendix A

### Survey Questionnaire:

Hello and thank you for showing interest in this survey questionnaire.

I am Marta Simova, a Master student at the Erasmus University of Rotterdam and I am conducting a study on young people's consumption of TV programs and shows. This short online survey is a part of my Master Thesis and is concerned with TV content and the two platforms that provide such – the TV and the Internet.

Conducting that survey will take no more about 5-10 minutes of your time, which will be highly appreciated!

Thank you in advance for participating!

The answers you provide will be entirely anonymous and will not be shared with third parties, nor will your IP address be registered. I will handle your answers discretely.

Let's get started!

1. Before the survey questionnaire begins, I would like to make sure that everything is clear. You are participating in a research about media use. The answers you provide will be entirely anonymous. /Continue/

The following section is composed of questions regarding your LIVE TV viewing:

2. Do you watch any programs and/or shows on TV?
  - Yes
  - No (directed to the online questions – Q.11)
3. How long did you watch TV yesterday?
  - Please specify in minutes
4. Was this a typical day for watching TV?
  - No, usually I watch more
  - Yes, it was a typical day
  - No, usually I watch less
5. What type of programs do you watch on TV most often?
  - Entertainment (i.e. reality shows, series, game shows, etc)
  - Information (i.e. news, political talk shows, etc.)
  - Infotainment (i.e. late night talk shows)
  - Other...
6. How many days **last week** did you watch information shows on TV?
  - Please specify number of days
7. How many days **last week** did you watch entertainment shows on TV?
  - Please specify number of days

8. How many days **last week** did you watch infotainment shows on TV?
  - Please specify number of days
9. Which program/show did you last watch on TV?
  - Please name it
10. Think about the TV program/show, you saw most recently on TV. Why did you watch it on TV? (you can choose more than one option)
  - To see the newest episode
  - They are aired on a convenient for me time
  - They are in better quality than online
  - To gather with family
  - It's a habit of mine
  - To receive the latest information
  - Other...

Here follows a section regarding your web experience and ONLINE TV viewing:

11. How long did you use your computer yesterday (not for schoolwork or work, but for fun and leisure, (i.e. for communicating with friends such as email, chat, facebook & other social networks, watching videos or shows)?
  - Please specify in minutes /menu bar/
12. Was this a typical day for using your computer just for fun and leisure?
  - No, usually I use it more
  - Yes, it was a typical day
  - No, usually I use it less
13. Have you ever downloaded anything from the Internet?
  - Yes
  - No (redirected to Q.14a and then to 16)
14. What type of content do you download?
  - Music
  - Films
  - TV programs such as reality shows, series, talk shows, news, etc.
  - Other
- 14a. Why have you never downloaded any content?
  - Don't have internet access at home
  - My internet connection is not fast enough
  - My computer is not fast enough
  - Other
15. Have you ever downloaded a TV program/show from the Internet?
  - Yes (to 16)
  - No (to 15a)
- 15a. Why did you never download any TV programs/shows?
  - Don't have internet access at home

- My internet connection is not fast enough
  - My computer is not fast enough
  - Other
16. Have you ever streamed a TV program/show in the Internet?
- Yes (skip Q. 16a)
  - No (to 16a, 17, 18, 25...)
- 16a. Why have you never streamed any TV programs/shows online?
- Don't have internet access at home
  - My internet connection is not fast enough
  - My computer is not fast enough
  - Other
17. Which of the following do you use more often?
- Downloading
  - Streaming
  - Equally as much
  - I don't do either
18. Please explain your choice?
- Please specify
19. What type of programs/shows do you watch online (both downloaded and streamed) most often?
- Entertainment (i.e. reality shows, series, game shows, etc)
  - Information (i.e. news, political talk shows, etc.)
  - Infotainment (i.e. late night talk shows)
  - Other...
20. How many days **last week** did you watch information shows online (both downloaded and/or streamed)?
- Please specify number of days
21. How many days **last week** did you watch entertainment shows online (both downloaded and/or streamed)?
- Please specify number of days
22. How many days **last week** did you watch infotainment shows online (both downloaded and/or streamed)?
- Please specify number of days
23. Which program/show did you last watch online (both downloaded and/or streamed)?
- Please specify which one
24. Please think again about the last TV program/show you have last watched online (both downloaded and/or streamed). Why did you watch it online? (you can choose more than one option)
- I missed episodes of the show on my TV set
  - I can watch anytime
  - There are fewer or no ads
  - To watch old episodes that are no longer on the air
  - The newest episodes are first online
  - The program is not aired in the country I live



- Other...

A couple of questions about both LIVE and ONLINE TV viewing will follow:

25. On which platform do you prefer to watch your favorite TV program?
- On TV
  - Online (both downloaded and/or streamed)
26. Why do you prefer that media platform?
- Please specify
27. Please name your favorite entertainment TV shows/series?
- Top 3
- 27a. On which platform do you watch each of these shows (most of the time)?
- 1 TV/download/streaming
  - 2 TV/download/streaming
  - 3 TV/download/streaming
28. If your favorite TV program is aired on TV but at the same time you have the possibility to download/stream it, which one would you prefer?
- Watch it on TV
  - Download/stream it
  - No preference
29. Please explain your choice?
- Please specify

Ok, we're almost done! Just let me know a little bit about yourself!

Demographics:

30. Please specify the year of your birth... /drop down menu/
31. In which country are you currently living?
- Open question /drop down menu/
32. What is your gender?
- Male
  - Female
33. What is the highest level of education that you have finished?
- Haven't completed high school or equivalent
  - Graduated high school or equivalent
  - Bachelor's degree (BA)
  - Post-graduate degree (MA)
  - Doctoral degree (PhD)
34. What is your main current occupation (how do you describe yourself)?
- Student
  - Employed
  - Unemployed

- Other...

Within the next month I'm going to conduct, as part of my Master thesis, online interviews, related to the topic of this survey. The results will help me finalize my work and are really important. So, if you can spend half an hour and answer some questions about TV shows I will be very happy to hear back from you.

Would you like to participate in the online interview?

- Yes /please, leave you mail here, so I can reach you next month/
- No

That's it!! Thank you for completing the survey! Your response is important to me.

If you are interested in staying involved in this research and receive the results, please provide your email address below.

This information will be handled discretely and solely for keeping you informed with my research.

If you have any other questions regarding this study, please contact me at: [martikasims@gmail.com](mailto:martikasims@gmail.com)

## Appendix B

### **Interview Outline (Interview Topic List):**

#### **Warm-up questions:**

Do you have a favorite TV show/series?

Which one? Tell me about it.

Why do you like it?

How did you find about it?

On which platform do you always watch it?

Why do you watch it on this platform?

Could you please explain in detail how did you last watch it? (the circumstances)

Do you consider yourself a fan of that show?

Do you follow any web events related to that show?

Do you read/write any comments on the web about the show?

Do you communicate with other fans of the show in the Internet?

Why do you do this? Does this make you feel more involved in the shows themselves?

#### **What are the differences in the experience between watching TV content on the two different platforms?**

What do you like about watching TV?

Is there something you don't like?

What do you like about watching shows on your computer?

Is there something you don't like?

What is the origin of most of the entertainment shows you watch on TV/online (where were they produced)?

#### **Which platform does 'Gen Y' prefer?**

Why do you prefer it? (Probably more convenient / enjoyable?)

What was your last entertainment experience when watching TV shows?

Could you please describe it?

Why do you consider it entertaining?

#### **How does 'Gen Y' experience the same shows on the different platforms?**

Is there a show/series you were first watching on TV and then turned to the web or the other way around?

If yes, which one and why did you change the platform?

Is there an entertainment show you have watched both on TV and online?

Which one?

How did you like it? What were the differences?

Is there a difference between the genres you watch on the 2 media platforms?

**How did the routines around the TV change?**

/Explain your viewing and recording behavior/

Did your TV watching change?

Did the Internet change your routines around watching TV?

Are there any distractions when you watch TV content online/on TV?

When you watch TV – do you always like what you watch? / online? (satisfied)

DVRs for the people living in the US??

**Graph 1 - Interviewees' data:**

<b>Name:</b>	<b>Gender:</b>	<b>Age:</b>	<b>Place of residing:</b>	<b>Lives with...</b>	<b>Occupation:</b>
Anna	F	22	Bulgaria	Parents	Student
Mimi	F	24	Bulgaria	Boyfriend	Sales manager
Katya	F	25	Germany	Alone	Musician
Ivo	M	29	Netherlands	Girlfriend	Business analyst
Karljin	F	22	Netherlands	Flat-mates	Student
Victor	M	30	Bulgaria	Alone	Dentist
Vihur	M	24	Bulgaria	Parents	Journalist
Mira	F	25	Switzerland	Boyfriend	Exec. Producer
Joanna	F	21	Netherlands	Flat-mates	Student
Mitana	F	24	Spain	Boyfriend	Student
Flora	F	27	USA	Alone	Student
Zlatina	F	26	USA	Alone	Student
Doli	F	23	UK	Flat-mates	Student
Krassi	M	23	UK	Flat-mates	Student
Brian	M	28	USA	Alone	Student

**/Interview 1 - Anna/**

Marta: hi Ani, thanks for participating in my interview! it will take around 30 mins and we'll talk mainly about the entertainment shows you watch. I will really appreciate if you share in detail your watching experience...throughout the interview feel free to ask any questions about things that are not clear. Are you ready to get started?

Anna: OK. I'm ready: )

Marta: great! do you have a favorite TV show/series?

Anna: Yes i have.

Marta: Which one. Can you please name it and explain what it is about

Anna: My favorite show is House MD

It is series for a doctor and his crew

Marta: Is there something special about it? what do they do?

Anna: they save lives

Marta: can you tell me in 2-3 sentences its plot?

Anna: in every episode there is an ill person, who no doctor can cure. So the team of House and himself too, try to find his/her disease and to treat it

Marta: ok! Perfect. Why do you like it?

Anna: i like it because if I miss an episode, or if I catch an episode from the third season, for example, it doesn't matter. I can watch it whenever I catch it on TV

Marta: So you don't follow it episode by episode?

Anna: No, I watch it whenever it's on TV.

Marta: and how did you find about it? Did a friend recommended it? Or you just saw it on tv?

Anna: I think I just saw it on TV

Marta: ok, do you always watch it on tv?

Anna: no

Marta: so also streamed or downloaded?

Anna: sometimes I download it

Marta: ok, can you remember the last time you watched and tell me about the circumstances was it on your computer or TV?

Anna: Last time i watched on TV it was a random episode, from maybe 5th season

marta: so it wasn't planned or anything, you just bumped into it?

Anna: it wasn't planned. I was alone at home so i was checking the channels with series like Fox or AXN and i bumped on it and when i saw that this was House i stayed on the channel

marta: in general.... do you watch more shows on tv or on your computer?

Anna: for sure on TV

Marta: why do you prefer that media platform? What do you like about watching shows on TV?

Anna: because I don't plan to watch series I just bump on them

Marta: what do you mean by that?

Anna: I switch on channels and suddenly I see that for example how I met your mother is aired and I decide to stay on that one

marta: is there something you don't like about watching entertainment shows on TV?

Anna: well, when i really want to know what will happen in the next episode, the bad thing to watch it on tv is that I have to wait

marta: so compared with the online viewing which one would you prefer?

Anna: TV

Marta: why do you prefer it?

Anna: because it doesn't take me time to prepare... I just sit and watch whatever is on

Marta: could you please think now about your online experience and tell me about the show you last watched online - streamed or downloaded?

Anna: I watch some shows online last time i think it was a comedy show and it was streamed

marta: which one and where?

Anna: on YouTube a Bulgarian comedy show "Gospodari na efira"

Marta: a new episode or an old one?

Anna: an old one that i've missed

Marta: ok, you've missed it on TV and then watched it on your pc?

Anna: yes

Marta: fine... is there something you don't like about watching shows on your pc?

Anna: when it is streamed it sometimes is slower than on tv and if its downloaded

I have to wait to download

marta: so the quality is worse...

Anna: yes, sometimes it's worse... the picture is not that good

marta: do you follow any web events related to your favorite shows?

Anna: no, I never did that

marta: Is there a show/series you were first watching on TV and then turned to the web or the other way around?

Anna: Yes, for example some shows like So you think you can dance- i first watch it on TV and then i watched a lot of series in youtube

marta: why did you make this change?

Anna: because i could watch more series at a time

Marta: what do you mean?

Anna: I watch parts of the show, especially dancers who I like more and their performances

Marta: ok, so it could be said that this is a positive aspect of watching online... can you think of more such aspects?

Anna: yes. if I liked something i can watch it two or more times, I can stop it whenever i want to, I can watch it on my notebook even when i'm not at home and if i didn't understand smth i can rewind it

marta: but you need to download it first, right?

Anna: no, not every time

marta: true, if you have net when you 're out of your home

Anna: but if i want to watch it in a place without Internet

i have to download it first

marta: right... my next question is if there is a show maybe House or another one that you're watching both on TV and on your PC?

Anna: yes. i sometimes download House episodes

Marta: why do you do that when you prefer watching them on TV?

Anna: the 6th

season i watched it downloaded

marta: mhm

Anna: so i wanted to know the line

marta: could you please specify on that?

Anna: I wanted to know what will happen in the next episodes...

marta: can you compare the experience between watching the same show on TV and on your computer. Are there any differences / similarities?

Anna: i can stop and rewind when it is not on TV. there are no commercials which is much better but i forget to download it, so when i have spare time i can either download and not watch or i can watch something on TV, i prefer the second choice



marta: which you would prefer to do rather than waiting for the download? Yes, ok. Great! Can you get back to the last comedy show you watched online and tell me about the circumstances?

Anna: "Gospodari na efira" was the comedy show, it is about some mistakes that people on TV do, haha

marta: did you watch it alone or in company?

Anna: i was in company, it was recommended from a friend

marta: streamed right?

Anna: yes

Marta: ok, so to sum up you would rather stream and not download?

Anna: Yes

Marta: so you do not plan in advance what to watch?

Anna: exactly

Marta: how do you actually take the decision when on your PC what you want to watch?

Anna: i have my favorite shows or something recommended

marta: how do you learn about them and who recommends them to you?

Anna: my friends or I watch commercials on tv and whatever I think I might like and is aired in a convenient time, I watch it

marta: would you say that the internet changed your routines around watching TV?

Anna: yes.

Marta: how?

Anna: i watch less tv than before but still i prefer lazy switching the channels than to download

Marta: okey. My last question is if you could distinguish different genres that you watch on the two different media platforms if there is any?

Anna: I think I just watch whatever I like on TV without selecting specific genres. I think I watch more series on tv

Marta: And what about on the web?

Anna: On my pc I can decide what I want to watch at the moment depending on my mood...but it's mainly entertainment comedy shows

Marta: Ok, that's it! Thank you very much for your time!

Anna: You're welcome

**/Interview 2 - Mimi/**

marta: thanks for participating in my interview.... it will take ca. 30 mins and is mainly about entertainment shows you watch. It will be pretty helpful if you share in detail your watching experience.... The more information you provide the better...even small things from your everyday experience will provide great information for my research. If you have any questions throughout the interview don't hesitate to ask me

Mimi: ok

Marta: do you have a favorite TV show/series? which is it?

Mimi: Breaking Bad - series

Marta: could you please tell me a bit more about its plot? why do you like it?

Mimi: chemistry high school teacher finds out he has cancer, his wife is 8 months pregnant and he has a 16 year-old son and mortgage to pay, he decides to cook methamphetamine in order to save money for chemo and his family, more?

Marta: ok, why do you like this series?

Mimi it's pretty realistic, good dialogues, strong characters

Marta: do you follow each episode/

Mimi: yes

Marta: ok, on which platform do you watch it? on tv or on your computer?

Mimi: on my pc, i download the episodes

Marta: ok, so do you watch the latest season or old ones?

Mimi: the latest is not out yet, the rest i've seen

Marta: great, can you remember the last time you downloaded it and watched it? and tell me a bit about it? when and how did you download it? etc...

Mimi: well that was last summer... hah so i don't really remember much

Marta: okay, is there another show that you've watched on your pc more recently?

Mimi: not really. i watch family guy every now and then but quite rarely

Marta: all right, so when you watch shows on your pc how do you usually do that? Alone or with other people? how much in advance do you download the shows?

Mimi: usually with my boyfriend, at home, after work... and it depends, sometimes i download it prior to watching it, other times i download it and watch it whenever i have time

Marta: is time freedom important to you when watching shows? or is there something else you like about these possibilities?

Mimi: it's just convenient - you download something and it's there basically you decide when do you want to watch it

Marta: i see, and is there something you don't like about it?

Mimi: about downloading on my pc or about the shows

Marta: about watching shows on your pc?

Mimi: no there's nothing i would not like

Marta: great, so on which platform - pc or tv do you watch more entertainment shows? and why?

Mimi: well before I mainly watched almost everything on my PC but now I guess I watch TV more often cause my internet sucks

Marta: what do you usually watch on tv? any particular shows or programs?

Mimi: news mainly

Marta: what about entertainment?

Mimi: sometimes I just watch whatever there's on

Marta: all right. How do you actually decide what to watch? is there a difference between choosing what to watch on your pc and on tv?

Mimi: as I already said due to bad internet connection I have to more or less watch the TV and since I don't really have a preference for a favorite show I could watch anything

Marta: is there something you like particularly when watching shows on your tv?

Mimi: not really they're not very interesting

Marta: hahah ok do you remember the last time you've watched a show on tv and tell me a bit more about the circumstances?

Mimi: Ok that was on monday, after dinner, i watched this bulgarian tv series, at home

Marta: with whom did you watch it?

Mimi: alone i think

Marta: all right, so would you say you prefer one of the two media platforms more? and if yes why?

Mimi: I definitely prefer downloading things, just because I choose what exactly I want to watch

Marta: can you please elaborate on this a bit more?

Mimi: another thing is that I prefer watching series in their native language

Marta: i see...

Mimi: on the tv most of the things I have to watch dubbed in bulgarian

Marta: my next question is if there are shows/series you were first watching on TV and then turned to the web or the other way around?

Mimi: Yes that was desperate housewives haahaha - first TV, then internet

Marta: why did you make this change?

Mimi: cause I moved to Holland and the only way to watch it was in the internet

Marta: did you download it or stream it?

Mimi: both

Marta: so no preference at all?

Mimi: depends on the quality, sometimes streaming was ok but sometimes it wouldn't work so i had to download it

Marta: which one provides better quality? and how important is the quality of the show for you?

Mimi: well the quality is important sound-wise i picture wise... it could be very irritating sometimes watching something where the sound is a bit late and I guess more often downloading provides better quality but I've had experience with really low quality movies that I've downloaded, generally streaming provides lower quality in my opinion

Marta: are there shows taht you are watching both on tv and your pc?

Mimi: hmmm, i don't think i can think of any

Marta: so think about desperate housewives that you've watched on both media platforms.... do you think there are any differences in the experience when watching

Mimi: no, not really, despite the language factor i told u about

Marta: when did you enjoy the show more?

Mimi: on my pc cause it's in english

Marta: so it sounds like the internet did not change your routines around the tv or am i wrong?

Mimi: well with regards to watching movies or series it just provided me with wider range of choice

Marta: did this affect the amount of time spend in front of the tv?

Mimi: absolutely, i barely watch TV

Marta: is there also a difference between what you watch on the 2 platforms? different genres?

Mimi: no

Marta: and comparing your satisfaction? for example do you always like what you watch on tv / pc?

Mimi: recently i am very dissatisfied with my internet connection haha. u know what

Marta: yes

Mimi: often times when watching something i downloaded i connect the pc- to the tv monitor cause it's bigger, so in a way i use the tv to watch downloaded movies

Marta: and what about the normal tv watching? do you always enjoy what you watch? despite the language that you don't like

Mimi: tv is very monotone

Marta: what do you mean?

Mimi: there is not difference whether its Monday or Tuesday its always the same, more or less

Marta: and this problem is absent on your pc?

Mimi: well yeah, i choose the set of movies/ series/shows that i prefer watching

Marta: does this depend on specific reasons or your mood?

Mimi: for example monday is russian movies, tuesday american, etc

Marta: okeeeey

Mimi: whereas on the tv u barely get variety

Marta: i see, i see. and variety as well as language are the most important factors for you?

Mimi: well variety comes in the first place, language is really minor compared tot he variety factor

Marta: do you want to add anything else about that...a ny more differences you forget to mention when comparing the experiences with the two media platforms?

Mimi: no, i guess nothing more than that

Marta: perfect, then thats's it! thank you

### **/Interview 3 - Katya/**

Marta: Hey Katya, thanks for participating in my interview! It will take around 30-40 minutes and we'll talk mainly about the enertainment shows and series toy watch. It will be pretty helpful if you share in detail you watching experience... If you don't understand any quations feel free to ask at any time. ok?

Katya: OK!

Marta: so, to start... I'm interested if you have a favourite show/series you watch?

Katya: I really love The Daily Show (political talkshow), The Big Bang Theory and How I Met Your Mother

Marta: all right... choose one of those and tell me a bit more about it. why do you like it?what keeps you interested in it?

Katya: hmm.. I choose "the big bang theory"

Marta: great

Katya: i like it very much because it is nothing I had seen before

Marta: can you tell me in couple of sentences a bit about its plot?

Katya: because they use scientifi language for normal all day situations which makes the whole thing hilarious

Marta: aham

Katya: the series is about the life of 4 nerdy friends and their "adventures" in all day social life

Marta: how do you watch it? do you follow every episode?

Katya: i download it and I try to follow every episode but it pretty much depends on my daily schedule - normally I wait for a couple of weeks so that I can watch 2-3 episodes at a time

Marta: can you remember the last time you watched it and tell about the circumstances? where were you? with whom?

Katya: The last time I watched it was the day before yesterday, I hadn't seen any episodes in a while, so I downloaded and watched the latest two. I was alone at home having lunch

Marta: so it seems you like watching more episodes at a time... is there anything else you like about watching shows on your computer?

Katya: I like it that I can pause, stop and watch whenever I feel like it - not like an usual TV experience

Marta: great, and the other twoshows you like, on which platform do you watch them?

Katya: I download How I Met Your Mother and watch The Daily Show on it's official website

Marta: mhmhhh, and getting back to what you just said, what do you mean by usual TV experience?

Katya: well, usually if you want to watch a certain tv show you have to be home at a particular time and you don't decide when that time is (it could be aired when you're at work for example, so there's no chance for you to watch it at all), and it also gets interrupted by annoying commercials that to me are a waste of time

Marta: i see, so is there a reason you download one of the shows and stream the other one? why do you do that?

Katya: no particular reason actually, it's just that the Daily Show has all of the shows on it's website and I don't need to download them

Marta: mhm, do you prefer one of the both options in general? or you do whichever is convenient for you?

Katya: well I usually prefer downloading, because I have a bad internet connection, which often interrupts the online stream, so if I download an episode, I get to watch the whole thing and not worry about my connection failing

Marta: ok, so is quality an important factor? and is there something else you don't like when watching shows on your computer?

Katya: quality is of course an important factor - it's very annoying when you have been trying to watch a 20 minute show for the last hour and a half..!

Marta: hahaha, for sure

Katya: I don't like watching shows on my computer that much, because I use a laptop, don't have a big screen, so the experience is not that great

Marta: and what about TV, do you prefer that platform then?

Katya: well I like TV, but it's hard to filter the good shows from the junk and there are lots of shows, that can only be watched on TV

Marta: why do you like watching TV ?

Katya: well I don't really like it per se hehe but like I said, there are many programmes that can be watched only on TV, or whole channels like Discovery, National Geographic and so on, where you can learn many things about the world plus with TV you have got the element of surprise and you can't always control what you watch - hehe

Marta: so there is a big difference for you in the programs you watch on the different platforms. haha and you like not being in control?

Katya: well yes

Marta: so would you say you prefer one before the other?

Katya: well it's nice, because you get to see shows/programmes you would never watch - and that could actually be very interesting for you

Marta: fine, can you remember the last time you've watched TV and tell me a bit about the circumstances? what did you watch? where, with whom?

Katya: no, i can't decide which is better... I personally believe the most important thing is to just filter the shows/programmes very carefully, because there is a lot of trash that is a big HYPE and consumes too much time and kills too many brain cells - like the wedding of prince Charles or Harry hahahha

Marta: hahhah

Katya: the last time i watched TV was in bulgaria at my parents' house - since I live in germany it's hard to follow up on the newest news about your country

Marta: can you elaborate a bit on that?

Katya: ummm.. what do you mean?

Marta: were you watching the news on tv the last time you've watched tv?

Katya: no not only the news

Marta: what else?

Katya: some series, comedy and talk shows as well - watched them together with my parents like in the good old times

Marta: niiice, my next question is how do you decide what to watch on tv and respectively on your computer?

Katya: with TV i'm more spontaneous - i choose from an already made program, with the computer I decide on my own

Marta: so, do you feel more engaged with the shows you watch on your computer then? if there is such a difference

Katya: I think I do, yes but it is a lot like the TV experience

Marta: do you for example follow any web events related to some shows you watch?

Katya: I guess if I had a TV set here at home things would have been slightly different

Marta: why? in what direction?

Katya: no, not really, i'm interested in the shows only - I've liked the three shows i mentioned on facebook though - i don't know if that counts as a web event

Marta: i would say so.....

Katya: I think if I had a TV and a computer, I would watch more TV than download shows on the pc

Marta: why? what would be the reason to do that?

Katya: cause it doesn't take that much time, plus watching often turns into a background thing - we "watch" TV/pc shows while multitasking - writing emails, talking on the phone, cooking. in that case it doesn't really matter if you use a tv or a pc

Marta: so you multitask also when watching shows on your pc?

Katya: yes, i do

Marta: very interesing.... my following question is if there are any shows/series you were first watching on TV and then turned to the web or the other way around, maybe the first one since you don't have a tv at home?

Katya: yes, those shows would be Friends and Two and a Half Men

Marta: why did you make this change?

Katya: I used to watch them on TV years ago, but watched them on the PC when i moved

Marta: is there a difference between the experineces the two platforms provide? which one do you enjoy more?

Katya: because i didn't have a TV anymore, plus with TVs you can't watch the oldest shows - they are not being aired any more. I like the possibility internet gives, because you have the chance to watch old shows - not like it is on tv (where only the newest episodes are shown)

Marta: i see, is there a show for example you were watching both on tv and online?

Katya: no

Marta: hah, why not?

Katya: well I don't need to see the same show twice. I choose one platform and mostly stick to it

Marta: okey okey.... did the internet then change the routines around watching TV?

Katya: my own routines?

Marta: in your case if you could't watch shows on your pc, would you have had a TV at home for example?

Katya: no, i wouldn't. the internet did change my TV watching routines, it's mostly because i'm easily annoyed by the tv programmes

Marta: what do you mean?

Katya: because most TV shows are annoying, at least to me

Marta: hahahha..... but you still watch them on your pc, of course filtered?

Katya: no, not the annoying ones

Marta: i knoow i know... Is the level of satisfaction the same comparing the watching experience on the two platforms?

Katya: as i said - there is too much trash that has been shown on tv

Marta: I understand



Katya: i can't compare it - it always depends on the situation you are in, the people you watch with

Marta: maybe just in general, talking about watching the same show?

Katya: it's pretty much the same experience

Marta: okey.... would you like to add anything else to that topic. something I forgot to askbut is interesting?

Katya: i think your questions were pretty elaborate

Marta: heheh thank you. That's it then

Katya: welcome. thank you

#### **/Interview 4 - Ivo/**

Marta: Hi Ivo, thanks for participating in my interview. it will take about 40 mins and we'll talk mainly about the entertainment shows you like and watch. It will be very helpful if you share in detail your watching experience! if you have any questions throughout the interview, do not hesitate to ask me!

Ivo: Awesome, lets get started

Marta: Ok, do you have a favorite show/series you watch?

Ivo: Yes, I watch the american TV series Eureka

Marta: great, can you tell me a bit about its plot? what it is about?

Ivo: well, actually it is quite geeky show for a bunch of people that are considered the greatest minds in the US. The government selects them carefully and offers them the best possible place for them to live and work on their talents - a place called Eureka. The town is considered the most advanced place on earth where the most cutting edge technologies are created and used widely without any restrictions - its sponsored by the government at the end.

Marta: why do you like it?

Ivo: Haha, good question - because I am geek I guess... and it is quite amusing and great thing to kill some time...

Marta: hahaha cool. on which platform do you watch it?

Ivo: well, i actually download it on my computer - it is primarily aired in the US and I have no access to US TV.

Marta: i see... do you remember the last time you watched it? and can you tell me circumstances? where were you? with whom did you watch it?

Ivo: I think it was couple of days ago... I am still catching up all the seasons aired so far. Therefore, I have a bunch of episodes on my computer. What I usually do with those episodes is, I watch them when i have some spare time and feel bored - they are great treatment to get my mood up because its always kinda funny. I also usually watch it alone, because my girlfriend is kinda the opposite of geeky and soooo not into this kind of stuff. you know, quite a lonely thing for me but I like it

Marta: hahahahah. ok, so do you follow it episode per episode?

Ivo: yep, i watch them sequentially - the plots are not tightly related but of course there is something that is building up through the season to keep people's interest and hunger for the next episode, you know.

Marta: all right...you've mentioned that you watch it on your computer? why do you do that?

Ivo: well, there are couple of things... firstly, i download it because it is not aired where I live on TV. also, I love the flexibility to choose when and how much I want to watch (at least at this stage where I still have to catch up). Moreover, I do not watch it primarily on my computer, but on my TV too. It has an USB port where I can connect a flash drive with the episodated stored and i can watch it on bigger screen with the convenience of my couch. Oh, and something great about that - there are no nasty commercials interrupting my experience you know i love that

Marta: great, you've mentioned a lot of positive features, is there something you do not like when watching on your computer? any negative aspects?

Ivo: yes, the fact that it takes time to download them and you have to plan ahead. It is kinda on demand but not exactly. I am sure it happens to many people that they want to watch something impulsively but the internet is still not providing that instant on - you have downtime to download that piece of video/movie you want and sometimes (depending on your connection, it may take ages). I know there are some paid subscriptions that you can watch those whenever you want to but they are only available in the US.

Marta: what about streaming? from the official websites for example

Ivo: Streaming is cool but not yet as advanced as it should be. For example I doubt that I can watch past episodes of Eureka on its official website. I can possibly see some clips but nothing more. Apart from that, the idea about streaming is great. As I said, it is available in the US and probably in some other few countries but it is still nascent. I am looking forward to the moment when I can do that whenever i want using streaming

Marta: i understand.... so now turning to your TV watching. Can you tell me what was the last show/series you've watched on TV?

Ivo: but at the moment, I dont use it apart form YouTube but there are no actual series available there... you know, it is still illegal

Marta: yes....I know

Ivo: It was a Turkish TV novella

Marta: mhm, can you tell me the circumstances when you've watched it

Ivo: It was incidental, i usually do not follow any series on TV at all, especially Turkish soap operas. I watched it with my family after dinner because they actually follow it and I am visiting them for few days.

Marta: i see.... is there a difference between the origin of the shows you watch on the different platforms?

Ivo: I think there is... most of the shows that I downloaded so far are from US origin and are still to be aired where I live. At the same time, on TV there is usually more local type of content mixed with some Western shows.

Marta: and which one do you prefer?

Ivo: i prefer to download and select the content I watch myself, not to rely on some TV producers to decide what I should watch on mainstream TV.

Marta: is there something that you like in particular when watching TV? and maybe something that you don't?

Ivo: Actually there is something I like - usually on TV I can see stuff that I will never decide to watch if I had the choice - like those Turkish TV soap operas. This is quite amusing sometimes... what I don't like is the endless stupid ads that interrupt my experience with stuff that are sooooo out of space sometimes (I mean absolutely not applicable to me as a user)

Marta: interesting, so how do you decide what to watch on the two different media platforms?

Ivo: On my PC, I usually decide what to watch based on my interests. What I like about that experience is that I can make my research what to watch in particular and most importantly - when I want to watch it based on my own availability. On TV I do not have that freedom - I am just given something decided by someone to consume in my spare time and I don't like that. Well, as I said before - this is not necessarily always a bad thing because it happened in my life to get intrigued to watch TV because of something that just appeared on my TV. However, as I grew up and with the help of technologies, I believe that I can make my own selection in a much better way.

Marta: and how important is that to you, to make these decisions by yourself?

Ivo: Quite important I would say... TV is sticky and able to manipulate you in ways I do not like. I do not see this with the internet and a PC/TV screen connected to it.

Marta: how often do you actually connect them?

Ivo: Well, although it is now possible, I do not connect them directly, but rather indirectly I'd say. I download something on my computer and then using a flash drive I can play it on my TV - it is not ideal but works quite well and utilizes my bigger screen at home. I would love to cut that flash and have my content available straight in my TV connected to the internet.

Marta: do you often do that, when you've downloaded a show from the net? do you always use a flash to play it on your tv?

Ivo: not always, because sometimes it is also convenient to watch on the computer, you know - when slacking from work, travelling by train or plane or just lying in bed.

Marta: very interesting... so summing up and without taking into account the flash transfer which media platform do you prefer in general? for watching shows/ series?

Ivo: I certainly prefer my largest screen available for watching shows/series, which happens to be my TV set. but I do not like what usually feeds it - the TV channels

Marta: so which one do you use more often?

Ivo: in fact, although I prefer my TV set, right now I am using my computer most often to watch shows/series

Marta: why is that? is there a specific reason for that?

Ivo: well, because I do not have the technology at hand that cuts the burdensome downloading, storing and transferring to my TV set from the computer. Therefore, most of the times I just prefer to open the file I downloaded and click play on my laptop instead of moving it to the TV.

Marta: I see... my next question for you is if there is a show/series you were first watching on your TV and then turned to the web? or the other way around?

Ivo: yes, actually there is - I used to watch Sex and the City on TV. However, I was just seeing the last season and I got intrigued what was it like in the previous ones. Then I decided to go online and

download them all, from the very beginning and I watched them all... so much time lost but I loved it and I went online because I couldn't easily see them all on TV from episode 1

Marta: can you please compare the experience between the two options?

Ivo: as for the the other way around - dont think so... once you start watching online, you keep it

Marta: are there any differences?

Ivo: what do you mean, between which two options?

Marta: I mean if there are any differences in the watching experience of the same show on the two different platforms? for example the circumstances you watch them.... the number of episodes you watch at a time that you've mentioned before

Ivo: oh, ok. Yes there were differences - I was not able to go that easily back 5 seasons on TV. Yes, they sometimes do that but at stupid times that I cannot watch it and I can easily miss an episode when it is scheduled or have to go through the burdensome process of recording TV - it is not worth it. When I turned online, it was all there waiting for me and ordered nicely, episode by episode. I was able to put my own pace of watching it all.

Marta: from what you've said it seems that the internet changed the routines around the TV watching for you. Is that right?

Ivo: yep, completely I would say and it nearly switched off regular TV for me

Marta: can you briefly elaborate on that again? what are the main reasons for that drastic change?

Ivo: well, in the presence of all content easily available out there in a nice order, I do not necessarily need to turn on my TV anymore and watch all those channels. I can easily find what I want and get it so that I can be my own master TV scheduler - at my own pace in my free time. It is like you shape up the schedule according to you and not you shaping up around that schedule determined by someone else out there.

Marta: sounds great my last question which is related to what you've already said is if you could compare the level of satisfaction between the two platforms and the content you consume?

Ivo: Well, the content is one and the same - it is the scheduling and choosing the content that greatly differs between both platforms. Yes, I may be missing some content that I will not explicitly choose myself if I weren't see it on TV before but I don't care. I like the freedom to choose the content based on what I like and watch it wherever and whenever I like. I don't like when someone decides for me what I have to watch in my spare time when I sit in front of that screen at home. I do not like TV's obsessive character bringing you like a sheep to it every night at 8 o'clock for that special movie that they'd broadcast. how is this for an end, uh?

Marta: would you like to add anything else? something that I've missed to ask? or something you would like to stress on?

Ivo: Well, I'd say that TV has to change and really take a lead in putting all those technologies available out there in action. All those smart boxes they put at home, they can easily make them smarter for giving the people choice to set up their own schedule around them. However, as we are on the move and not always tied up to the TV, the same content should also be accessible by the even smarter machines we have today - the computers and mobile devices - just give us the content, put your ads in there but not cutting my experience in half and I will love it.

Marta: yee, sounds good... we'll see when it will happen. anything else?

Ivo: that should be it, dear

Marta: perfect... thank you

### **/Interview 5 - Karlijn/**

Marta: Ok, karlijn... thanks for participating in my interview...we'll talk mainly about the entertainment shows you watch. It will be highly appreciated if throughout the conversation you share in detail your experience. if you don't understand any question feel free to ask me at any time

Karlijn: ok

Marta: So, my first question is if you have a favorite show/series and tell me a bit about it

Karlijn: on television?

Marta: no matter where you watch it, just a show that you enjoy

Karlijn: ehm i like Lie to me

Marta: what is it about? and why do you like it?

Karlijn: it's about a guy and he is specialized in reading peoples faces, their expressions and such. he can detect so-called micro expressions which give away the real intentions of a person

Marta: aham interesting... is there a specific reason you like that show?

Karlijn: so he started a firm which is specialized in solving crimes and stuff by interviewing suspects and finding out the truth. i like it that the guy can do something ordinary people can't and its informative about general theory on body language at the same time, so you learn while watching

Marta: sounds pretty interesting indeed, I've never heard of it... anyway... do you remember the last time you saw it and can you recall the circumstances?

Karlijn: that was a few weeks ago, i stream it online and watch new episodes but now the site i stream from is down, so i havent' watched it in a while

Marta: hmm, that's bad....where, when and with whom did you watch it?

Karlijn: I watched it with Alex i think a couple of weeks ago at night after dinner, at his place, in the living room, from the laptop

Marta: haha ok

Karlijn: detail enough?

Marta: for sure. why do you stream it?

Karlijn: cause i dont like to download it and have all the old episodes clogging up my disk space. It's true that the quality of the streaming is less, but i dont mind

Marta: aham so quality is not a problem for you?

Karlijn: mwoah i rather have better quality but not in exchange for having to prepare the download and have it taking up disk space. i dont like to prepare it, when i want to watch i want to watch instantaneously

Marta: what to you are the main advantages of watching shows on your computer, obviously streamed that you prefer it?

Karlijn: its fast, no preparation and doesnt take up disk space and its free and easy

Marta: do you think there are also some disadvantages?

Karlijn: lesser quality and not always dependable. sometimes shows arent available or the site goes offline. that kind of stuff

Marta: so comparing that experience with the TV which one would you prefer? i mean watching on you pc or on TV?

Karlijn: well the downside of tv is that it decides for you. i rather decide the moment

Marta: yea. how important is taking the decision what to watch for you?

Karlijn: i rather decide it myself

Marta: so which platform would you prefer to watch on?

Karlijn: laptop, for sure!

Marta: ok, my next question is how do you decide what to watch on the different platforms? are there any differences?

Karlijn: on tv i dont decide i just look whats on. and on laptop i have to decide myself, which is at times irritating cause sometimes you just dont know what you feel like

Marta: and when you find yourself in that situation, what would you do?

Karlijn: but when i really want to be entertained, then i rather laptop

Marta: so what type of content do you watch mainly on your laptop?

Karlijn: tv shows

Marta: entertainment or information?

Karlijn: entertainment. not news i hardly ever watch the news on my laptop

Marta: ok, is there a difference between the genres you watch on tv and on laptop?

Karlijn: thats what i have my tv for. Yes - laptop is entertainment, cause then i can choose

Marta: fine i see.....

Karlijn: but tv is news because tis faster, more up to date

Marta: is there anything else you like about watching tv?

Karlijn: information like, news

Marta: all right.. I would also like to ask you if there is a show (entertainment) that you were first watching on your tv and then turned to the laptop or the other way around?

Karlijn: nope actually not, well yes "how i met your mother", first watched it on laptop and then it came on tv but those were old episodes but i still watched them sometimes, that's all

Marta: why did you make that change? if there is a specific reason for that?

Karlijn: well it was more that i watch it on the laptop, and sometimes when im flipping through the channels on tv, i see the show and then i sometimes stay to watch it but i didnt really switch cause i still watch it mainly on the laptop

Marta: would you say that there was a difference between watching the same show on two different platforms? i mean in the experience itself

Karlijn: ehmmm not really. I havent really thought about it before, i'd say not really

Marta: do you for example feel more engaged with the show when on a specific platform?

Karlijn: it is a bit more relaxed in front of the tv thanb in front of the laptop but not all too much

Marta: or maybe feel more satisfied with the content you watch?

Karlijn: i think that has to do with the surroundings, if a lot is happening in the room aaround me, then i'm not really in the show, but usually im watching a show with alex and then we're both watching so there's not too much distraction

Marta: so the experinece is more or less the same for you?

Karlijn: i'd say so yes. i can be equally distracted from tv as from the laptop

Marta: all right... my next question is if the possibilities provided nowadays by the laptops to watch TV shows have changed your routines around the tv?

Karlijn :yes definatly

Marta: how?

Karlijn: i can watch from bed or anywhere even when there isnt a tv

Marta: did this increase or decrease the time spend infront of the tv?

Karlijn: i would say it stays the same. im not sure if i can say more or less, i think the same

Marta: aham....ok, getting back to what you said before about watching shows where there is no tv... what do you mean by that?

Karlijn: well for instance at alex' place, there is no tv so we generally watch it on the laptop so there you have it!

Marta: what about watching outside the home?

Karlijn: well no its inside the home. its just in a home with no tv

Marta: ok.... hahhaha i see

Karlijn: i dont watch tv on the road cause i dont have a smartphone but otherwise i might

Marta: ok, would you like to add anything else to that topic, something interesting about your watching experience or something i forgot to ask you?

Karlijn: cant really think of anything

Marta: that's fine, thanks for your time. that's it

### **/Interview 6 – Victor/**

Marta: Ok... thanks for participating in my interview...we'll talk mainly about the entertainment shows you watch. It will be highly appreciated if throughout the conversation you share in detail your experience. it will take around 30 mins, if you don't understand any question feel free to ask me at any time. my first question is if you have a favorite show/series?

Victor: OK, yes - Gray's Anatomy

Marta: can you name it and tell me a bit about its plot?

Victor: Gray's Anatomy; series; drama. i watch it 2 times a week

Marta: is there a specific reason you like that series?

Victor: late night, good story

Marta: do you remember the last time you watched it and tell me about the circumstances?

Victor: last night, i was in bed ready to go to sleep and watched it and fell a sleep

Marta: on which media platform did you watch it?

Victor: TV

Marta: ok, why do you watch it on tv?

Victor: cause it's easier to push the button on the remote control than to download and play it on the pc, thats when it comes to watching late night in bed

Marta: did you choose on purpose which show to watch? yes, i understand that

Victor: yes, i know when its on and try to watch it if i can

Marta: okeeeey, what do you like about watching tv?

Victor: it's just easy... thats mostly the plus of TV costs only a button ...

Marta: yes, is there something you don't really like?



Victor: commercials and stupid shows

Marta: then more in general... do you watch more shows on tv than on your computer?

Victor: no... don't think so

Marta: so which one do you use more often?

Victor: for watching shows and series - TV is used more often

Marta: fine.... so what type of content do you watch on pc?

Victor: movies and shows which are unavailable in my country

Marta: what was the last show youve watched? and what were the circumstances if you rememebr?

Victor: Desperate housewives - last season. it was a lazy sunday had lots of time...

Marta: did you download or stream it?

Victor: downloaded all available episodes and watched all day

Marta: nice lazy sunday..... cool. is there a difference when it come to decide what to watch when you're in front of the tv or pc?

Victor: what to watch meaning? if i want to watch a movie or series or the news?

Marta: for example when you're in front of the tv, how do you decide what to watch?

Victor: depends on the mood i am in ofcourse

Marta: and on pc... same reason?

Victor: yes and sometimes there is nothing to watch on TV for my particular mood

Marta: is there a show / series you were watching first on tv and the turned to the web or the other way around? aham and what about online?

Victor: yes, most series that i liked i watched on TV first and than turned to the web for more episodes and online there is always something nice to watch acording to my mood

Marta: all right... so getting back to what you just said... why did you make that changealthough you still watch more shows on tv?

Victor: TV is easyer as i said... also most of the times i don't just sit and watch... i do other stuff, so when i sit and chat for example on my pc i don't use it to watch too, i use the TV, so thats why mostly i watch TV cause mostly i do other stuff on my PC at the same time

Marta: at that type of situations do you choose what to watch while multitasking?

Victor: yes, again according to my mood

Marta: interesting.....

Victor: mhm

Marta: my next question is if there is a show that you were or are still watching both on tv and online?

Victor: LOST, i watched it everywhere possible hhahaha

Marta: hahah....is there a difference in the experience itslef comparing the two platforms?

Victor: ofcourse

Marta: can you explain that to me?

Victor: web gives freedom to deside when to watch and what to watch and how many times to see it, and to pause it when you want etc. TV doesnt

Marta: how important is that for you?

Victor: but web seems to take more of my time... cause when i watch on my PC i dont do other stuff..

Marta: so is the level of satisfaction also different?

Victor: yes, its different in way... when you purposely sit infront of the PC to watch something you purposely took the time to dowload ... it feels like i am doing something for my self

Marta: do you also feel more engaged in what you watch?

Victor: when i watch TV .... i just fill in some free minutes with somethng mindless

Marta: aham....

Victor: yes i do feel more engaged

Marta: it seems like you are a big fan of lost, do you also follow any web events related to the show? or maybe did you?

Victor: no, no never

Marta: ok ok. i would also like to ask you if the internet and its oppotunities have changed the routines around the TV?

Victor: hmmm, yes i used to have dinner infront of the TV, now i do it infront of my PC and the TV together. not much else has changed...

Marta: not watching less tv for example?

Victor: well what do you mean by watching? if the TV is on and i am infront of it does it mean that i am watching?

Marta: depends how goon in multitasking you are. would you like to add anything to the topic? something you think is interesing and I didn't ask you about?

Victor: i do like TV, cause i know how many people work for it every day and make it what it is

Marta: of course

Victor: i do like the web cause it's gives me more than TV

Marta: anything else? what do you mean by more?

Victor: i love them both...

Marta: what more?

Victor: more info, more freedom

Marta: great.... so I gues that's it unless there is anything else you would like to share?

Victor: nope... hope it was useful

Marta: yes for sure... thank you very much for your time

### **/Interview 7 - Vihur/**

marta: Hi Vihur, thanks for participating in my interview. it will take about 30-40 mins and we'll talk mainly about the entertainment shows you like and watch. It will be very helpful if you share in detail your watching experiences! If you have any questions throughout the interview, do not hesitate to ask me! are you ready?

Vihur: I am

Marta: perfect, so my first question is if you have a favorite show/series?

Vihur: it is hard to say, I am watching many american series mainly to kill time

Marta: ok, so then think about the last one you've watched.... and tell me a bit about it

Vihur: the bad thing is that when you start watching them once, it is hard to stop beside the series I like watching American Idol for example or some similar music-oriented competitive shows

Marta: ok, let's take then American Idol... do you remember the last time you've watched it?

Vihur: yes, about 2 weeks ago

Marta: and can you tell me about the circumstances under which you've watched?

Vihur: I am following it every week online, after its on air broadcast

Marta: what do you mean by online? do you download or stream it?

Vihur: did you mean that with the circumstances?

Marta: yes, also where, when and with whom did you watch it?

Vihur: I watch it by myself at home whenever I have time

Marta: do you download it or stream it?

Vihur: I don't download it, I use Megavideo or other similar sites to watch it online

Marta: ok, i see... why do you do that? do you prefer that option instead of downloading?

Vihur: I prefer it because it happens easier and quicker

Marta: ok, what do you like about watching shows/series online?

Vihur: the fact, that they are stored online and I can watch them whenever I decide to, however long I wish to and I can also continue watching them the next day for example without missing anything

Marta: yes, sounds great.... on the contrary is there something you don't like about it?

Vihur: and as I said before it happens quick - when I feel like watching a show, I just go to the link and i don't need to wait for it to download or anything

Marta: so does it mean that waiting is a downside for you?

Vihur: haha, well what I don't like is that all of the above is too tempting and I often waste my time

Marta: hahah i see....

Vihur: watching episodes one after another

Marta: do you that often? and do you watch episodes from the same show or different ones?

Vihur: pretty often, yes

Marta: are these episodes for one and the same show?

Vihur: I do follow many shows, I am a little ashamed to tell you the number of the shows I watch regularly. how do you mean that?

Marta: i mean if you follow episode after episode from the same show or different shows

Vihur: for example let's take One Tree Hill for example - I watch every next episode of it and that's what I do with many other shows or series

Marta: don't feel ashamed about that....as much interesting info you provide the better my thesis will be hahah, all right... how do you decide then what you want to watch?

Vihur: when I am bored and don't have anything interesting to do, I sometimes go through the list of shows of omgshows.com for example and choose sth. of course, often I don't like what i've chosen, so I don't continue watching it but sometimes I do

Marta: aham, very interesting.... so, comparing that experience with the tv watching... are there any differences

Vihur: many of the shows I watch have been recommended to me by friends. Yes, there are that was the next thing I was going to say

Marta: great

Vihur: sometimes I see some shows on TV but they have just one season and it runs slow

Marta: same shows as online or different?

Vihur: for example once a week. no, I mean I see a show on TV, that I like, but haven't seen yet, so I go online and look if there is some more of it

Marta: okey, why do you do that?

Vihur: and many times there are already several seasons of it online and I just watch it there

Marta: great, did it ever happen that you watch something online and then turn to the tv?

Vihur: so that I don't have to wait for the next episodes for weeks. I don't think so, because on our tv here in BG they mostly broadcast shows, that I've already watched, also they are not anymore in the original language, which I also don't like

Marta: can you compare the experinece of watching the same show online and on tv? are there any differences?

Vihur: yes in the speech (I don't like dubbed films or shows)

Marta: anything else?

Vihur: as i said before in the choice of time and amount of watching

Marta: great, so which media platform do you prefer?

Vihur: haha isn't it obvious.. the online one. I actually rarely watch TV

Marta: are there any other reasons for that choice taht you didn't mention?

Vihur even the bg shows that are running lately I watch them online as well because of the timing

Marta: so timing is the most important and having control over it?

Vihur: I can't think of any, but the diversity of stuff which is to be found online may be another similar reason

Marta: ok, so is there something you like about watching tv?

Vihur: because for example in bg iven if you have satelite or sth.. you don't get to watch everything, that runs in the states or in germany or wherever.. so there is no other choice for you but to look for it online

Marta: i would also like to ask you when watching online, do you also follow any web events related to the shows you like?

Vihur: well... I can't say about watching tv, because I am not used to it

Marta: what do you mean? don't you watch any tv?

Vihur: I am not watching tv very often just the news sometimes. i dont have the time for it and I also don't find anything interesting most of the time

Marta: so is there a difference in the genres between the shows you watch online and on tv?

Vihur: in some ways there is and regarding the ones that are the same, I prefer watching them online, because of the reasons I already mentioned

Marta: i understand and what about the origin, as you've already mentioned you watch mainly american and german shows online... what about on tv?

Vihur: And about the online events related to the shows, I don't follow them

Marta: all right

Vihur: I watch shows but I don't get that much addicted and into them.. I am not the dream fan

Marta: hahah, fine, what about the origin of the shows?

Vihur: how do you mean that?

Marta: is there a difference between the origin of the shows you watch online and on tv? you've already said that you watch american and german shows online that are not available in Bulgaria, what about on tv? do you watch mainly bulgarian shows for example? maybe even not shows but the news??

Vihur: yes, I watch the news and bulgarian shows, also some investigative or political bg shows and sometimes if there is some interesting movie, I haven't watched.. but I don't look for it, just if I run into it by chance

Marta: so don't you purposefully choose what to watch on tv?

Vihur: no

Marta: i see, my last question for you is if you think that the opportunities provided by the net have changed your routines around watching tv?

Vihur: I usually use the TV as a background. for sure they have

Marta: can you explain how?

Vihur: because if I hadn't had the opportunities, that the net gives me, I would probably still be using the TV to kill time and entertain myself

Marta: ahah, would you like to add anything else to the topic? something that you think is interesting but i didn't ask you about?

Vihur: I can't think of anything now, but if something comes to my mind during the day, I'll let you know!

Marta: ok perfect thanks for your time!!

### **/Interview 8 - Mira/**

Marta: Hi Mira, thanks for participating in my interview. it will take about 30-40 mins and we'll talk mainly about the entertainment shows you like and watch. It will be very helpful if you share in detail

your watching experiences! If you have any questions throughout the interview, do not hesitate to ask me! are you ready?

Mira: yes, i am. i hope to be of use

Marta: of course... so, my first question is if you have a favorite show you like to watch?

Mira: i do not have a specific one, but there are a few which i enjoy to see, when i happen to see them on tv

Marta: can you name some? it could be also series

Mira: oh, ok, that makes it a lot easier. i enjoy quite some TV series. those include: breaking bad, boardwalk empire. previously, i have been a fan of the sopranos, friends, sex and the city and six feet under. it is on my agenda to see shows as mad men, the wire and some more.

Marta: heheh great... can you pick the one you've seen the latest and tell me a bit about it, what is it about?

Mira: apart from that, i enjoy watching a show on french TV, which has to do with renting and buying properties. oh, sure - the one that i have enjoyed the most is probably breaking bad - quite trivial, I know.

Marta: why do you like that show? series i mean

Mira: what i liked about it are the cinematographic qualities, as well as the acting and plot of the series is very thrilling and interesting, always a surprise. i think it brings TV experience on a different level

Marta: fine... do you remember the circumstances you've last watched it?

Mira: hmm, let me think... as i have been downloading the seasons, i just watched the 3 \*i think) seasons in a row and was so hooked up that i literally couldn't stop. it must have been at home sitting comfortably on my couch

Marta: so on which platform did you watch it? were you alone?

Mira: i am afraid i do not understand what a platform is...? you mean TV or PC?

Marta: exactly

Mira: on my computer. most of the time i watched it with my boyfriend

Marta: when watching on your computer, do you stream or download the shows/series?

Mira: i download it, as i am sure that my experience will not be spoiled by poor internet connection

Marta: ok. earlier you said that breaking bad brings TV experience on a different level, can you specify what do you mean by that?

Mira: i think it comes closer to the cinematic vision and concept than any previous show.

Marta: so does it depend on the show itself and not on the platform?

Mira: well, it definitely depends on the show's qualities but high resolution and quality of the picture add up that (or maybe definition is the right term?)

Marta: i get it.... you also said that you watch it online, what do you like about it? and does its quality satisfy your needs?

Mira: i actually watch other shows online - such as southpark. and i am very satisfied with the quality the homepages provides as long as my wireless performs well

Marta: i see.... anything else that you like about the internet possibilities about watching shows.... no matter if they are downloaded or streamed?

Mira: well, plenty actually.

Marta: can you specify them

Mira: i enjoy the fact that i am not bound with specific time, that i can pause and play whenever i feel like, that i do not need to wait for adverts (not as much as usually) and that i can do it from wherever i feel like! for me, it is of great convenience

Marta: do you also watch outside home?

Mira: rarely but could happen. in case i have time to kill or i am very interested to see what is happening but is definitely an option

Marta: good.... is there on the contrary something that you do not like about watching shows/series on your computer?

Mira: well, sometimes the screen, when maximised, does not provide good quality and there are annoying ads

Marta: also comparing that to the normal tv viewing? i mean where do the ads annoy you more?

Mira: hard to say... i guess on the net, as i find the whole experience much more pleasant. it is more or less expected from normal TV

Marta: yea right...can you recall the last show/series you've watched on tv?

Mira: haha, i can very well remember. it's been the royal wedding!!!

Marta: what was it and what were the circumstances? aham

Mira: i hope i just answered your questions

Marta: did you watch it alone or in company?

Mira: i watched it with company

Marta: so more in general - what do you like about watching tv?

Mira: i like the fact that information is collected in a manner which is not the way i would select it. with tv series i enjoy the entertainment



Marta: is there something you do not like?

Mira: well, as long as i watch things i find interesting, i do not have troubles. but there is plenty of boring and useless stuff on tv

Marta: is there a difference when it comes to decide what to watch when comparing tv and pc?

Mira: can rephrase your question please

Marta: hahah sure. how do you decide what to watch on tv? and how when you're on your pc?

Mira: usually if i am at home and the show is about to start i prefer to watch it right away otherwise i'd have to wait for certain time to see it in the net and in any other case i'd prefer my pc

Marta: why do you prefer it?

Mira: as i mentioned before - it is much more convenient in terms of time, space, and ability to pause/play etc

Marta: ok, i would also like to ask you if there is a show/series you were first watching on tv and then turned to the computer? or the other way around?

Mira: i cannot really think of such example (sorry)

Marta: eh don't worry. is there a difference between the genres you consume on the different media platforms?

Mira: on the net i rather watch shows that i enjoy and know of and on TV is more an ad hoc basis

Marta: and comparing the experience do you feel more engaged with the shows you watch on a certain platform, is there a difference for you?

Mira: well, i am much more interested in the ones i watch on my pc as i am specifically looking for them

Marta: have you ever also followed any web events related to the shows you like?

Mira: not really

Marta: okey... my last question for you is if the internet and the opportunities it provides have changed the routines around watching tv?

Mira: i started being more interested in tv shows thanks to internet

Marta: would you like to add anything to that topic? something that seems interesting for you and i didn;t ask about?

Mira: i think you did a very thorough job

Marta: haaha. thank you for your time

Mira: i came to realise many thngs about my tv consumption habits. you are welcome

## **/Interview 9 – Joanna/**

marta: Thanks for participating in my interview. it will take about 30-40 mins and we'll talk mainly about the entertainment shows you like and watch. It will be very helpful if you share in detail your watching experiences! If you have any questions throughout the interview or not understand a question, do not hesitate to ask me! are you ready?

Joanna: Yeah sure

Marta: ok, so my first question is if you have a favorite show/series? and if so which one?

Joanna: ooh that's a hard one. I guess lately I am really into Parks and Recreation and Glee

Marta: just pick up one of them and tell me a bit about it and why do you like it?

Joanna: um well Parks and Recreation is kind of like the female version of the Office. So basically the main character is Leslie Knope and she is the Deputy of the Parks and Rec office in some small town in Indiana. It's just really funny, and awesomely awkward to watch sometimes. There is quite the range of characters which keeps it interesting without being too much. I guess I like it because of that and because it's a different, more subtle kind of humor

Marta: great how did you find about it?

Joanna: mm I had heard about it in entertainment news or something but never really got around to watching it, until a friend of mine told me how great it was

Marta: aham, on which platform do you watch it? i mean tv or on your computer?

Joanna: ah, well i watch it on my computer

Marta: do you stream or download it?

Joanna: I stream it from a site called fastpasstv.com. it collects links from all over

Marta: why do you do that?

Joanna: stream instead of download?

Marta: do you prefer streaming than downloading? yes

Joanna: ah ok. yeah well I honestly just don't trust downloading. I've had issues in the past with downloading music and messing up my computer, so streaming is such an easy solution and it doesn't take up memory or anything

Marta: great... can you recall the last time you've watched that series and tell me a bit about the circumstances? where were you? with whom? how long did you watch?

Joanna: mmm I think it was a few days ago after I got back from Berlin, I was at home, I watched it by myself because my housemates aren't really into it. And the episode is only like 21 minutes so it goes quite fast

Marta: hahah okey. in general, what do you like about watching shows/series online?

Joanna: well I like the fact that I can watch the shows whenever it suits me. Also there are no commercials or whatnot so it's less time consuming than watching something on tv. But mostly I think it's because I'm a multitasker so I like to be doing a million things at once. Even when I'm watching something, I have at least 3 other windows open. So should I get distracted by something I can always pause it haha and resume later

Marta: sounds like a suitable way for you is there something you do not like?

Joanna: haha yeah. Umm well what can be really annoying is the quality that is available sometimes, and depending on what show it is, a link can be a little hard to find some of the sites have a few restrictions, so it can get annoying

Marta: i see.... so comparing that experience with tv viewing which one do you prefer?

Joanna: umm well I think they are different. In my experience, watching tv is a much more social activity, while I tend to watch stuff on my computer by myself. so I guess it just depends what I'm in the mood for. In terms of quality, television tends to be better unless you find a really good link. But I guess overall, in terms of what suits me best for my lifestyle at the moment, I prefer streaming

Marta: why do you think is that? what is your lifestyle?

Joanna: well because I am a student, I feel like my usual schedule is very hectic, no two weeks are the same. That's why being able to watch what I want, when I want suits me more, I can fit it in whenever I can.

Marta: i understand! could you now think about the last time you've watched tv and tell me what content did you watch and what were the circumstances

Joanna: mmmm haha the wedding. that was actually the first time I turned on the tv by myself. Well yeah so the royal wedding was a big deal. The whole world was watching, and I guess I could have streamed, but seeing as it was happening live, you might as well watch it on tv and some people came over to watch it as well

Marta: hahahaha of course the wedding

Joanna: haha yeah so I feel like there was more of a 'purpose' to watching tv

Marta: so does that mean that you do not watch tv that often?

Joanna: that day, mm not at all really. I didn't have a tv set when I first moved to holland and I got kind of used to not having it. even once I got one, I never turned it on myself, but if it's on I might sit down with my housemates

Marta: hahaha, i see... so maybe talking about the "past" is there a show/series you were first watching on tv and then turned to the web? obviously not the other way around

Joanna: haha yeah mmmm, one tree hill maybe? I feel like that's the only show that has been around long enough

Marta: why did you make that change

Joanna: because I moved to the netherlands and they didn't have the same season on tv, if at all. And well I didn't have a tv

Marta: can you compare the experiences of watching on the two different platforms? were there any differences? i mean the same show

Joanna: um besides what I mentioned earlier with the quality and stuff, there wasn't much of a difference

Marta: do you for example feel more engaged with the show itself when watching on a certain platform?

Joanna: um I don't think so really. Although I guess you could say that I pay more attention to what i watch online just because there are no commercials, so you don't have that natural break for your attention

Marta: if you didn't move to the netherlands do you think you would have made that change?

Joanna: I feel like it might have become a combination of both. Because I assume as a student anywhere life would have been hectic, so it would have been useful to be able to watch shows whenever. But I think that I probably would have kept a lot more shows that i watch on tv

Marta: so do you think that the opportunities provided by the web have changed the routines around watching tv?

Joanna: Yeah for sure. I mean it's no longer necessarily a 'night' thing. It's a whenever you have the time or inclination. Now the only things we watch is stuff like weakest link and animal planet on tv

Marta: and what about the level of satisfaction... do you think you feel more satisfied with the shows/series you watch with what the web provides

Joanna: um.

Marta: i mean when you watch tv do you always like what you watch and what about the web...?

Joanna: well, I mean no not necessarily. There's no guarantee that what you are watching, on which ever platform is going to be good. In terms of the whole experience I think watching it on tv might be more satisfying because it's a bit more of a production you know. Like you have to go sit in the livingroom, you have the commercials, there's the pressure of getting back from the kitchen on time. Then they actually show you the credits which a lot of shows online leave out. so there is a sense of finality after each show, so I could see how as an experience, tv watching would be more satisfying

Marta: despite all that it seems that you still prefer the web. is that right?

Joanna: yeah, I mean I honestly just don't have the time to sit and watch tv

marta: all right. would you like to add something to that topic?

Joanna: about not having time?

marta: something you think would be interesting... hahahha... yes how does ot feel not having time

Joanna: hahaha stressful

Marta: just kiddin..... something about the whole big topic that i've missed to ask you about?

Joanna: hmm well I think what's so appealing about tv online is that you can essentially make your own schedule, the only influence tv schedules really have on you is when the shows you want will be available, but once they are, it's like tv a la carte. It gives you the sense of freedom in making your own 'show watching experience'.

Marta: and how important is that for you?

Joanna: hmm well I don't know if the sense of freedom or whatever is that big of a factor for me, because I really feel that my current situation in life is the biggest driving force. However, I like that I can choose what order I want to watch things in, that I can watch the episode before again if I so choose at the drop of a hat you can kind of make a more comprehensive viewing experience for yourself which is cool

Marta: for sure. anything else?

Joanna: mmm not that i can think of haha

Marta: ok great... thanks a lot a lot for your time

Joanna: No worries. It sounds really interesting!

### **/Interview 10 - Mitana/**

Marta: Hi and thanks for participating in my interview. it will take about 30-40 mins and we'll talk mainly about the entertainment shows you like and watch. It will be very helpful if you share in detail your watching experiences! If you have any questions throughout the interview or not understand a question, do not hesitate to ask me! are you ready?

Mitana: yep ahahah

Marta: ok, do you have a favorite show/series that you watch?

Mitana: yes

Marta: which one?

Mitana: american dad ,family guy, criminal minds

Marta: all right, pick up one of them (tell me which one) and tell me a bit about it

Mitana: ok - american dad

Marta: what is it about?

Mitana: American Dad is the animated story of Stan Smith, who works for the CIA and is constantly on the alert for terrorist activity. hahaha

Marta: great, why do you like that show?

Mitana: it is very funny

Marta: aham, on which platform do you watch it? tv or on your computer?

Mitana: computer

Marta: all right. do you remember the last time you've watched it and tell me about the circumstances?

Mitana: today, when i was having breakfast

Marta: where were you? with whom did you watch it?

Mitana: in my apartment with my boyfriend

Marta: ok, why did you watch it on you computer?

Mitana: i don't have a tv

Marta: i see.....what do you like about watching shoes/series on your computer?

Mitana: it is more fast and you can choose the moment to watch you favorite show

Marta: do you think that if you had a tv you would still watch Amersican dad on your computer?

Mitana: maybe

Marta: why?

Mitana: if they show it when im watching tv i will

Marta: what do you mean? if the show it in general or if they show it in a convenient for you time?

Mitana: if they show it in a convenient time

Marta: all right.....is there something you do not like when watching shows/series on your computer?

Mitana: the quality some time

Marta: what is bad with it?

Mitana: yep, the picture is not good sometimes

Marta: okido..... comparing that experience with the tv viewing, which one do you prefer?

Mitana: hmm, maybe computer

Marta: what is the reason for that choice?

Mitana: the choice of the show and

Marta: why do you prefer the computer instead of the tv?

Mitana: i can choose the time and the show that i want to watch in the time that is best for me

Marta: how important is that for you?

Mitana: very, i dont have a lot of free time in the day

Marta: doesn't the tv provide that freedom for you?

Mitana: i dont thing so. i need to know the program before i start to watch tv, so i can watch the programs that i want

Marta: and how do you choose what to watch on your computer?

Mitana: i just desading what i want to watch and then I'm watching it

Marta: how how?

Mitana: haha, aaam, in difrent sides for free tv show in internet

Marta: do you download or stream the shows you watch?

Mitana: stream

Marta: aham, is there a show/series that you were first watching on tv and then turned to the web?

Mitana: yes

Marta: which one and why did you make that change?

Mitana: some old show like Frasier and i change because i move from my house and here i dont have a tv

Marta: i see. can you compare the experience of watching the same show on these two different platforms?

Mitana: like i sad the quality is better on the tv

Marta: so did you like it better on tv?

Mitana: but in the computer you don't need to follow the show every day to see it in order

Marta: do you think that the internet changed the routines around watching tv?

Mitana: yes definitely

Marta: can you explain how?

Mitana: hmmm, maybe because now you are free to chose the time the show in any time you want. you don't have to watch adverting in the midel of your show you dont need to follow it every day you just need to choose the time that is good for you and watch everything online

Marta: would you like to add anything else?

Mitana: no, I think that's it

Marta: thank you

## **/Interview 11 – Flora/**

Marta: Thanks for participating in my interview... here, in the next 30-40 mins we'll talk mainly about the entertainment shows you watch. It will be highly appreciated if throughout the conversation you share in detail your experience in watching shows/series. if you don't understand any question feel free to ask me at any time

Flora: ok

Marta: all right... my first question is if you have a favorite show/series?

Flora: yes. I'd say, Friends

Marta: good, why do you like it? is there a specific reason?

Flora: hmm..

Marta: if it was long ago when you watched it, you can pick another show that you like and watched more recently, as you wish

Flora: ok. and big bang theory. both i can easily relate to short

Marta: ok, so do you remember the last time you've watched it and tell me a bit about the circumstances?

Flora: for big bang theory it was last friday

Marta: mhm.... did you watch it on tv or on your computer?

Flora: finished all my home work and decided to enjoy the night with some snack. and yeah I was about to mention. I miss all the show since my classes are all at night so usually I stream them however if I got the chance to watch them on TV I would prefer TV

Marta: why? what do you like about watching tv?

Flora: bigger screen, better experience, and you can walk around in the room minding other stuff without losing the show

Marta: can you specify what do you mean by better experience?

Flora: hm... me and my roommate share a big(not sure about the specific size) TV set with decent audio system

Marta: all right. so meanwhile is there something you like about watching stuff on your computer?

Flora: also the distance between you and the screen for computer, I think the flexibility. you can always recap something you miss oh, and illegal download

Marta: i see.... is this the reason you prefer streaming shows or there in also another reason for that?

Flora: well, I'm an international student, I stream stuff that I can't watch here. I stream american shows that we don't have on TV when I was at home.



Marta: interesting... obviously you prefer watching shows on you tv, what don't you like about watching on your computer?

Flora: I mean, visual/ audio experience wise, I would not prefer computer at all. what is more interesting is that although I prefer watching TV, I think I spent more time streaming/watching downloaded shows on computer than TV

Marta: why is that? what does the computer give you that the tv doesn't? hahahha sounds like a betrayal or something

Flora: haha yeah, well, mostly because of the schedule. I feel that when I have the option not following the TV schedule but can always recap them on computer, I would sacrafice the experience and leaning towards watching it whenever i want...

Marta: so how important is the timing for you?

Flora: I would say, somehow having the option itself makes the timing more important... though it is important all the time. no one want to be the couch potato anymore. : )

Marta: and does the computer make you not a couch potato?

Flora: I don't think so. people are trying to make everything available online, viewer's option is almost endless, or will be...

Marta: from your respnces is seems that you watch shows that are not aired on tv at the moment but you've mentioned that you stream your favorite show that is however, aired right now in the us (where you live), is that right?

Flora: yes, because I miss it..

Marta: so i'm interested to know why you stream it and not record it on your tv with a DVR?

Flora: oh I for got to mention I share them with my roommate

Marta: how? why don't you watch together but share it?

Flora: somehow I just dont' want to bother so i just stream them on computer. oh because we have completely different taste

Marta: ah ok, i see. my next question is if there is a show/series that you were first watching on TV and then turned to the web or the other way around?

Flora: both yes. but I think computer-->TV is just my case. here it goes

Marta: why did you make that change?

Flora: TV-computer, a lot of shows. mostly because of the time flexiblity

Marta: can you compare the experience of watching the same show on the two different platforms? are there any differences?

Flora: computer- TV, the show is big bang theory. I first watched it before I came to US, I downloaded them illegally and now here I am I can watch them on TV.

Marta: aham.. i get it

Flora: for shows as big bang theory I'd say not much. since it is a sitcom comedy

marta do you think there would be a bigger difference for other genres?

Flora: yes

Marta: like? can you elaborate on that?

Flora: you mean entertainment?

Marta: not only.... actually any genres. I'm just interested in your opinion

Flora ok. I almost never stream news on computer. I think you have to get news from radio/ TV just because it's NEWS.... if you know what i mean.....

Marta: sure, i have just a couple of questions left for you

Flora: don't worry it's also interesting for me

Marta: heheh.... glad to hear that. so, what type of content do you mainly watch on your computer?

Flora: almost everything except news.

Marta: ok. do you think that the internet changed the routines around watching TV, obviously except news?

Flora: yes definetly. it changed people's behavior. oh wait... here's something i'd like to share I streamed obama's speech on killing osama bin laden last night on my Itouch.

Marta: aham..... why did you do that?

Flora: It was pretty late and I was in bed reading a book, i got a push notice from CNN on my itouch about the breaking news

Marta: interesting.... do you think you feel more engaged with the content you watch on one of the 2 media platforms?

Flora: I clicked it found I can stream the president's speech live so I did that. I think I was pretty cool.

Marta: sounds pretty interesting

Flora: yes. I think you are right.

Marta: so do you think you feel more engaged with the content you watch on one of the 2 media platforms? or maybe even more satisfied?

Flora: yes I would go with the word satisfied. : )

Marta: with which platform? and can you explain why?

Flora: the itouch. first I was surprised that the quality of the video was high. resolution wise.

Marta: mhmm

Flora: and late at night lying in bed but still connected to the most updated breaking news is kinda cool

Marta: very interesting indeed.... would you like to add anything else to that topic? something you consider interesting comparing the experience of watching stuff on tv and on the web, but i didn't ask you about?

Flora hmm.... let me think

Marta: sure... if you don't come up with anything else it's all right

Flora: um i just want to say that for me, computer will not take the place of TV under circumstances: i don't share it with anyone; the schedule goes with my schedule. i meant I don't share the TV with anyone.

Marta: what do you mean exactly?

Flora: most importantly I think.

Marta: anything else?

Flora: sorry I misunderstood your question. generally i meant that for me, I am not willing to replace a TV set by computer though I stream a lot. TV set is still something to keep at home. and I think that's pretty much it. : )

Marta: great thanks a lot for your time and interesting input

Flora: no problem! feel free to contact me if you have follow up questions.

Marta: thanks : ) i think this will be enough... hopefully

### **/Interview 12 - Zlatina/**

Marta: Thanks for participating in my interview...in the next 30-40 mins we'll talk mainly about the entertainment shows you watch. It will be highly appreciated if throughout the conversation you share in detail your experience in watching shows/series. if you don't understand any question feel free to ask me at any time

Zlatina: Ok

Marta: all right, my first question is if you have a favorite show/series?

Zlatina: I do

Marta: great... which one and can you tell me why do you like it?

Zlatina: Just one?

Marta: just pick up one and tell me about it

Zlatina: Right now I like watching Mad men. I like the style and storylines

Marta: ok, can you recall the last time you've watched it and tell me about the circumstances

Zlatina: Yesterday. I actually didn't start watching the show from the beginning of the series so I recently downloaded all previous seasons and I am catching up right now - watching several episodes in a row.

Marta: what do you like about watching stuff on your computer?

Zlatina: Just the convenience of having access to programs that are not on TV at the moment or I have missed episodes due to time of airing. Also because I like the ability to watch many episodes in a row.

Marta: do you do that often? i mean watching many episodes in a row?

Zlatina: When I get hooked on a show, yes.

Marta: is there something you don't like about watching them on your computer?

Zlatina: The small screen, sound is not as good either, you have to hold you laptop in your lap or somewhere where it s not that comfortable

Marta: comparing that experience with watching live TV, which one do you prefer and why?

Zlatina: I usually like watching live TV, I am not particularly keen on having to download stuff illegally from the internet, but it does provide some level of convenience. If the same show is on TV though, I would prefer TV.

Marta: why, what are your reasons to do that?

Zlatina: Same as above - it is more comfortable to watch TV - the screen, the sound, the position. Also it doesn't require more than just turning the TV set on at the right time. It creates a habit and a daily/weekly routine.

Marta: so is there anything you do not like about it?

Zlatina: I don't like the restrictions of not always having the content you want when you are available. It is good to be able to switch on the TV at the time your show is on and watch it, but if you are not at home at that time it is hard to catch a rerun.

Marta: since you live in the US I'm interested to know why don't you record the shows you like on your TV, but still download them?

Zlatina: Also some shows are on paid channels and if I don't want to pay extra for subscription it is easier to download them. Also if two shows I like are at the same time I watch one on TV and download the other. I don't record them because I don't own a DVR because it costs more

Marta: i see

Marta: so do you also prefer downloading to streaming the shows you want to watch?

Zlatina: Depends. Downloading is often easier because you can get all the content from one place. You can also download something when you think of it and watch it at a later more convenient time. Otherwise you might forget, searching is harder, etc

Marta: you've mentioned before that when when you hook up on a show you watch couple of episodes in a row, do you also follow any web-events related to these shows?

Zlatina: no, As in discussions and stuff?

Marta: yes, or for example voting for something related to that show

Zlatina: No

Marta: all right.... what was the last program you've watched on tv?

Zlatina: Castle

Marta: can you tell me what were the circumstances when you've watched it? i mean where were you? with whom? did you plan on watching it?

Zlatina: It was on last night after Dancing with the stars on ABC, I had just gotten back from school and walked my dog

Marta: hahah ok how do you actually decide what to watch on tv compared to what you watch on your computer?

Zlatina: I was at home, by myself, I usually watch it on Monday, because it is at a convenient time

Marta: i understand.... do you think you feel more engaged or maybe even more satisfied with the stuff you watch on a certain platform?

Zlatina: I guess that would be the downloads - I actually go through an extra effort to find and download those shows because I like them more than other programs

Marta: do you think that the internet have changed the routines around watching TV?

Zlatina: Absolutely. There are so many more ways to access a show these days. Even if illegal download wasn't an option there are still too many other ways to watch a show which on the one hand minimizes the importance of TV linear viewing. You don't HAVE to watch it on TV

Marta: okey, my next question is if there is a show/series you were first watching on tv and then turned to the web or the other way around?

Zlatina: You know that if you are not available at one time, you will have another chance to watch that show and sometimes if you have to choose, this prevails

Marta: yes, that's for sure

Zlatina: Yes, I started watching Entourage on TV and then downloaded series I have missed. I plan to watch the new episodes on TV. Same with Mad Men. Also with bulgarian programs - now that I am out of the country I download shows that I used or would have watched on TV.

Marta: why do you do that change?

Zlatina: The other way around..it is usually a matter of location

Marta: because you're traveling or there are also other reasons?

Zlatina: Again, it is usually a matter of location, but also sometimes it is a matter of word of mouth..someone tells you that this show is great so you download it to see if you will like it and maybe then you might go on and watch in on TV

Marta: can you compare the experience of watching the same show on the two different platforms? are there any differences?

Zlatina: There are, but it doesn't really matter that much if you actually want to watch all episodes you have missed - internet gives you that opportunity and you dont think about it that much

Marta: so it's all about the opportunities that the net provides....

Zlatina: yep

Marta: that would be it then unless you want to add anything to that topic.... something you consider interesting but i missed to ask you about?

Zlatina: No, i think that's it..apart from I think TV and internet don't provide with experiences that are so different from each other and especially when it comes to TV shows and that is why people don't evaluate their decisions so much. When it comes to a movie for example it is a little different - it is a longer format, the experience matters a little bit more because of visual and sound effect, etc. That's when you start to care more about the screen, etc

Marta: great very interesting and thanks for your time

Zlatina: you are welcome

### **/Interview 13 - Doli/**

Marta: Ok... thanks for participating in my interview...we'll talk mainly about the entertainment shows you watch. It will be highly appreciated if throughout the conversation you share in detail your experience in watching entertainment! if you don't understand any question feel free to ask me at any time.

Doli: Ok, No problem

Marta: fine, my first question is if you have a favorite show/series?

Doli: I have a few favorite ones - House md, Mad men and How I met your mother

Marta: ok, just pick up one of them and tell me why do you like it?

Doli: ok, well I like House because he is very sarcastic and it's about doctors, I've always liked series about doctors

Marta: i see can you recall the last time you've watched it and tell me about the circumstances?

Doli: I watched it last night, because the new episode had just been uploaded and I downloaded it and watched before going to sleep

Marta: great... what do you like about watching shows on your computer?

Doli: i can watch them whenever I want to watch them and I have the episodes so I can share them with friends or watch them again with them

Marta: do you usually watch alone or with your friends?

Doli: more often I watch series alone, but the new season of house i watch with friends

Marta: is there a specific reason to do that ? i mean watching exactly that show with friends and not any others?

Doli: because most of my friends like it and we've all seen the older seasons and now we watch the new episodes every week together. not on tv though, someone downloads it

Marta: nice.... so did you first watch it on tv?

Doli: No no, most of the series I watch are on TV in Europe a lot later than in the USA. I mean in the USA they show the new season a lot earlier than it comes here. This is why I download all the time

Marta: i see... so you've always been watching House on your computer?

Doli: Except of when it first came out in Bulgaria. I first saw it on TV. But ever since then I downloaded all the seasons on my computer and have been watching it on my computer ever since

Marta: i understand, can you compare the experience of watching the same show on the two different media sets? are there any differences?

Doli: What I don't like about watching it on TV is that there are adverts, I find them really annoying. Also you have to be home at specific time and I never make it on time or I forget.

Marta: so which one do you prefer? do you prefer watching shows on tv or on your computer?

Doli: Ok so, I prefer downloading shows because I can watch them anytime, I can watch more than one episode in the same evening and there are no adverts

Marta: do you mean more episodes from the same show or episodes from different shows?

Doli: more episodes from the same show

Marta: does this happen often?

Doli: oh yes, when I start a new series I usually get through the first few seasons very quickly. Because sometimes you really have to find out what happens next. So sometimes If i have downloaded a whole season I won't be able to stop watching it for a few hours

Marta: hahah yes, despite all the things you like about watching on your pc, is there anything you don't like?

Doli: well, it makes you waste a lot of time because when i have many episodes on my pc I can't constrain myself from watching them. Otherwise I prefer watching on my pc rather than on TV

Marta: haha...obviously this won't be the case with tv.... is there something you like about watching tv?

Doli: Um, I guess it's more sociable, I mean with my housemates if we are having dinner or just chilling in the evening we would watch TV and then it's nice. Or at home with my parents we always watch TV after dinner

Marta: what was the last tv program you've watched on tv?

Doli: I need to think. like a series or just one program?

Marta: anything

Doli: I watch News on TV all the time. They have 24 news channel in England and it's good to watch during lunch or dinner or breakfast because you catch up on news

Marta: aham, so would you say that there is a difference in the genres you watch on tv compared to pc?

Doli: Yes

Marta: would you elaborate on that?

Doli: hahah of course. When I am on my own, I turn on the TV to watch informative things like NEWS or some political commentaries and programs, something that is more educational. On my computer I would only watch entertainment programs like films and series.

Marta: great.... so do you think that the internet has changed the routines around watching tv?

Doli: Of course, especially for young people. We have more choice now, we can literally download anything we want, usually for free. So we don't depend on tv channels for our entertainment. If we want to watch a film or a series we will download a film and watch it on our tv. And you sometimes just use the bigger screen of the tv and you don't actually watch tv.

Marta: what do you mean?

Doli: Like sometimes you would plug in your laptop to the tv and watch something you've downloaded on the tv screen. just because it's bigger, this is not important. anyways, the routine has changed because the internet has thought people that they can have more flexibility and they don't have to watch tv as it is being broadcasted but anytime they want if they have internet.

Marta: how important is that flexibility for you?

Doli: it's very important, especially because my day is not the same as other people's, i mean i like waking up late and going to sleep late, so I need to watch evening programs at 1 am rather than at 9pm when most people watch them.

Marta: very interesting...i have one more question: do you feel more engaged or even more satisfied with the entertainment programs you watch on a certain platform? by platform i mean tv or pc



Doli: When you watch on pc, you have more choice, I mean you can download almost any program in the world. So the programs you watch on your pc, would be the one you really like, so they are more satisfactory. Also when you watch more than one episode from the same show in the same evening you get more involved. I mean you know exactly what's happened before so you get more engaged with the story and the characters. And it becomes more interesting. When you have to wait a week to watch an episode on TV you forget half of what the series is about.

Marta: i see..... would you like to add anything else to that topic

Doli: Not really, would like to ask me something else?

Marta: mmmm yes.... about the origin of the shows you watch on tv and pc... is there a difference ?

Doli: hm

Marta: you've mentioned that you download american shows for example

Doli: well when I am in England, I would watch more british shows on british tv. when I am in Bulgaria I watch Bulgarian programs and shows and even some bulgarian series, hahah but on my pc I watch the series and the films I want, and it's usually some that are not shown in the country in which I am. And they are usually American.

Marta: so it seems like more local stuff on tv

Doli: yes yes

Marta: great, perfect. i think that would be all. thank you

#### **/Interview 14 - Krassi/**

Marta: Thanks for participating in my interview... in the next 30-40 minutes we'll talk mainly about the entertainment shows you watch. It will be highly appreciated if throughout the conversation you share in detail your experience in watching different programs on different media platforms! By platforms I mean the TV and the computer. If you don't understand any question feel free to ask me at any time.

Krassi: Ok. I hope the info I'll give will come in handy.

Marta: it will..... ok, so my first question is if you have a favorite show/series?

Krassi: Yes I do. They vary with time. should I tell you names?

marta : ok, pick up one that you watch at the moment or have recently watched and tell me its name

Krassi: Mad Men

Marta: great, why do you like that series?

Krassi: I guess, because find it interesting and entertaining. The jokes characters make are witty, the whole idea behind the show is good. They represent an advertising agency in the 60s in the US in such detail that one is captivated. For example they even use slang that was common in the 60s and is out of date now. There is not too much drama and the storyline is often unpredictable.

Marta: aham.... can you recall the last time you've watched that series and tell me about the circumstances?

Krassi: I think I last watched an episode about a month ago. I was at home, streaming online from a website.

Marta: why did you stream it?

Krassi: Because I wanted to watch this particular episode and it was not on TV. It feels long and unnecessary to go to a video store and rent a whole season just to watch an episode and my internet is not fast, so it would take much longer to download.

Marta: i see.... when you watch shows on your computer do you usually watch with someone?

Krassi: It depends. I guess sometimes I watch shows on my computer with my flatmates, if we've been talking about a particular show, but most of the times I watch them by myself.

Marta: ok, what do you like on general about watching shows online?

Krassi: It is very convenient. One can watch them whenever, they don't take space in your hard drive and there is the choice of any show at any moment. There are some restrictions and one depends on the internet for quality and speed, but overall I don't have complaints.

Marta: all right comparing all these features that the internet provides with the TV, can you also think of any positive aspects about watching tv?

Krassi: Of course. There is nothing easier than turning on the TV and watch what's on. Sometimes one is introduced to programs one wouldn't consider watching otherwise. Also, there are some thing one could rarely find online, such as some interesting documentaries. Moreover, one can watch TV with a whole group of people (because the screen is bigger and is usually is situated in the living room). In my opinion watching TV is generally a more social way of watching a show. On the other hand, one has to pay for a TV license and sometimes that prevents people (mostly students) from having TV at home.

Marta: i see, so is there anything you do not like about it? not about paying but about watching tv.

Krassi: haha yes

Marta: what are these?

Krassi: I guess the time restriction. If I want to watch something, I have to plan my day, so that I'll be able to be in front of the TV at a certain time. This could be annoying. There is also the fact that most of the time during the day there is not that much to watch. So all good shows are on different channels at the same time, which makes it impossible to follow. Also, is I like a show, I want to watch more than one episode a week

Marta: and does the internet offer you that?

Krassi: Which makes me turn to other platforms such as online streaming/ downloading or renting (if it is possible). Yes, online I can watch more than one episode a day. If I have time and wish to do so, I can watch a whole season.

Marta: ok, ok, what was the last program you've watched on tv?

Krassi: Столичани в повече (I don't have TV in UK)

Marta: ok, do you think there is a difference in the origin of the shows you watch on tv and online?

Krassi: No. I watch the same shows both on tv and online.

Marta: are there any differences in the experience of watching the same shows on the two different media platforms?

Krassi: Yes, online there are no Ads during the episode, which makes watching it a more pleasant experience. As well as that, online an episode can be paused, if one needs to talk on the phone or something like that.

Marta: so which platform do you prefer?

Krassi: I think I prefer online streaming.

Marta: are there any other reasons to prefer it except the ones you've already mentioned?

Krassi: I don't think I can think of any other reason at the moment

Marta: all right.... in conclusion, do you think that the internet changed your routines around watching tv?

Krassi: Yes, it certainly changed them. I used to watch a lot more tv, when I couldn't stream or download. Nowadays I turn the tv on, when I don't really know what I want to watch. When I do- I know I can find it online.

Marta: so do you also feel more engaged and maybe even more satisfied with the content you watch on a certain platform?

Krassi: I don't really know. I guess, I could say I feel more engaged with the content of what I watch online, because I can watch it more often, I search for it, track it, leave it buffer and watch it at any time.

Marta: great... would you like to add anything else to that topic? something you consider interesting but i didn't ask you about?

Krassi: Maybe just the fact that with some new TVs it is possible to record your show, so even if one misses it, one could watch it later, pause it and not watch the ads, so in a way it becomes as convenient as streaming the same episode online.

Marta: do you use such boxes?

Krassi: no

Marta: eh why not?

Krassi: I have not bought one and I don't think I need one. I just find it easier to watch something online.

Marta: perfect. thanks a lot for your time and interesting info

**/Interview 15 - Brian/**

Marta: all right....so, thanks for participating in my interview. it will take about 30-40 mins and we'll talk mainly about the entertainment shows you like to watch. It will be very helpful if you share in detail your watching experiences! If you have any questions throughout the interview or not understand a question, do not hesitate to ask me! are you ready?

Brian: yes, ready to rock n roll

Marta: perfect my first question is what is your favorite tv program/show? or series?

Brian: does it have to be currently airing? Breaking Bad is definitely my favorite, but it doesn't come back on air until July or something

Marta: it doesn't matter, just tell me what do you like about it?

Brian: the dialogue is amazing, the acting is really intense, and the plotlines are so coherent episode to episode, that it makes me feel like most other tv series are just lazy. everything that happens in Breaking Bad has a consequence, and I feel lots of other dramas have things that happen that end up not having any meaning later on

Marta: sounds great....can you recall the last time you've watched that series and tell me about the circumstances?

Brian: the last time i watched a full episode was the season finale (i think in September). I watched it live as it was airing, no DVR or anything, but I was recording it anyway just in case I wanted to watch it again. Which I think I might have later that week.

Marta: haha i see! can you tell me what do you like about watching shows on TV?

Brian: well, there are a lot of things- depending on the moment, sometimes I watch TV just to relax, many times it's to keep track of my favorite sports teams and their games, and then I watch stuff on Discovery channel or History to try to educate myself

Marta: aham... is there something you do not like?

Brian: i dont like that I feel lazy when I watch tv. I just read recently that sitting down for more than 7 hours a day is really bad for your long term life span, and its hard to watch tv standing up so now thats part of my concern haha

Marta: haha then I'm interested to know why did you choose the TV to watch your favorite series

Brian: as opposed to some other method of watching Breaking Bad? like through the web or something?

Marta: yes exactly..... through the web, if you use it for watching TV programs of course

Brian: I do watch some tv shows online, however, AMC- the network that airs Breaking Bad, typically only puts the first couple episodes of the season online, and then they only offer the show via TV. I guess they do that to try to get new audiences online, get them engaged in the series, and then convert them into TV viewers

Marta: very interesting i guess that's on their official website, right?

Brian: yes, on AMC's official website. I dont think Breaking Bad is on Hulu or another video aggregator site like that

Marta: i see. so did you always watch breaking bad on tv?

Brian: yep

Marta: do you remember what was the last show you've watched on the web?

Brian: yeah sure it was Raising Hope yesterday. FOX doesn't offer their shows "on demand" to watch on TV, so I watch the FOX shows i miss on Hulu

Marta: all right.... can you tell me what were the circumstances while watching it? i mean did you watch at home, were you alone or you watched with somebody else?

Brian: I was in my living room eating my dinner. i like pizza, i was alone

Marta: hahaha, okey... me too

Brian: alright!

Marta: anyway, what in general do you like about watching stuff on the web?

Brian: the commercial break are shorter (about 60-90 sec vs 3 min on TV), and you can pause it and rewind when you want to. Of course, you can do that on TV when you have a DVR (which I do) but its still a good feature

Marta: so which media platform do you prefer

Brian: i definitely prefer TV. When you have a 40inch High def TV versus a 15inch not high def computer screen, the choice is pretty obvious. Also, sometimes watching online gets a little choppy, guess it depends on the connection speed.

Marta: all right! is there a difference for you between the genres you watch on tv and online?

Brian: yeah actually. I almost never watch sports online. I usually only watch comedies or the occasional drama through the web

Marta: great... my next question is if there is a show/series you were first watching on tv and then turned to the web or the other way around?

Brian: thats a good question- i guess it would probably be Raising Hope. I used to watch it on TV, but then I started having class at night, so I now watch it online

Marta: ok, do you think there is a difference in the experience of watching the same show on the two different platforms?

Brian: there's the occasional choppiness or degradation in quality from watching online, but it's balanced out by shorter commercial breaks. i also think watching online is more personal- if im watching a show online its much much more likely to be just me, whereas if I'm watching a show on TV its very likely i'm watching with other people

Marta: i see.. do you think you also feel more engaged or maybe even more satisfied with the content when watching on a certain platform?

Brian: yeah, i would say i'm still more satisfied with watching on TV because of the high definition, and better quality audio than my computer can provide. I think watching shows online is still held up a bit by the technology. If I had the same viewing and audio quality as my TV, then I would probably be impartial between the two platforms

Marta: all right... so did the internet opportunities change the routines around watching tv for you?

Brian: i think it makes me more relaxed about how I can catch up on a show if I missed it on TV. Before being able to watch online, I might be more mad that I missed one of my favorite shows, but if I know I can watch it online, then its not a big deal. I dont know if that's specifically changed my routine at all, but it does mean that if something comes up that I would rather do than watch TV, i know I have a backup

Marta: and what about the DVR? how did it affect the tv watching for you?

Brian: ohhhh, thats seriously affected how I watch TV. sometimes I'll start watching a show 5-10 min past its start time specifically so I can fast forward through commercials. When I watch sports, I often rewind so I can watch a replay as many times as I want. Or during a commercial, I'll pause it to get something from the kitchen or whatever, and then I'll fast forward thru the commercials. It really has changed a lot for me when watching TV

Marta: very interesting, so when you miss a show do you prefer to watch it on the web or dvr? or maybe here's also a difference between the genres you watch?

Brian: I prefer the DVR for all the reasons I've cited about preferring to watch on TV vs online. BUT, sometimes I'll watch a show online during my lunchbreak when I'm at work. Then I don't have access to my DVR, but its very convenient for me to watch it online. If i miss a sports game, then I really don't ever DVR it or watch it online (they rarely ever offer full matches online anyway). With sports, if its not live, its just not the same

Marta: yes i get it. great.... very very interesting info would you like to add anything else on that topic? something i didn't ask you about but you find interesting?

Brian: i guess the only thing I'd add is that when I graduate, I'd really like to go into programmign and determining schedules for shows, but I'm afraid that with DVRs and online options, programmers will be phased out of the industry since viewers can make their own schedules. guess I'll have to work for Netflix

Marta: hahaha or graduate really fast

Brian: oh yeah, i'll just start doubling up my courseload :/

Marta: i must say good luck with that and thanks a lot for your time

