

# Audiovisual consumption, today and tomorrow ?

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# Context

- The digital audiovisual era is **transforming** all content consumption activities and the way people
  - Watch audiovisual contents
  - Get informed or produce information about contents
  - Talk about audiovisual contents
  - Acquire and share audiovisual contents
  - Store audiovisual contents
- In this context how are viewers' **real uses** affected ?
  - Unserialisation or personalisation of contents : concepts making sense for consumers ?

# Fieldwork

- Sociological study : real users in their daily life/ no anticipation
- Methodology
  - logbooks
    - Note down all their audiovisual-related activities over a period of **ten days**
  - In depth interviews
    - **auto-confrontation** with the activities described in the logbook
    - Interviews about their consumption **habits**
- Corpus
  - 20 people – early adopters/hardcore users
  - Watch TV everyday, use VOD, catch up TV, platforms such as Youtube and visit websites related to TV
  - Watch videos or TV programmes on mobile phones

# An activity with limited engagement

- The emblematic figure of the **super-equipped, hyper-consuming individual** does not exist as such
  - Multi-equipement not synonymous with multi-use
  - Audiovisual consumption limited by the amount of time
- A **wandering attention**
  - Most of the time, even if some viewing moments are prepared (eg a VOD evening)
  - Not necessarily very interested in the content they are watching
  - Simultaneously other activities

## The zapping generation ?

- This casual consumption : particularly amongst younger viewers
  - Even if amongst all profiles
  - Zapping : without any transition
  - The importance of going from one content to the next
  - Already adapted audiovisual Offer for young viewers : short, repetitive programmes



# An increasing individualisation ?

- Beyond individual practices – **the importance of the group**
  - More and more screens but several **screens are shared** and become social gathering points
    - E.g. household members all together watching TV but one of them occasionally looking at another medium
    - Instances of audiovisual consumption are not just a matter of getting contents but getting together with people
  - The interest in audiovisual content is also an important "energiser" for social relationships
  - Social interaction : a strong channel for information and content acquisition

# What about customised TV ?

- The idea of total personalisation is still removed from current reality
  - choose freely how, when and where to consume a content
  - Even if it begins amongst a few people
  - Tv streaming mostly remains the first choice
    - Internet, VOd and catch up TV are worthwhile additions but rarely play a structuring role in peoples' main consumption habits
    - Unserialised consumption often adheres to the regular TV streaming schedules
  
- Why ?
  - A least-effort logic : "*we take what comes our way*"
  - Routines to use less energy

## Conclusion

- The new possibilities offered by unserialisation and multi-screens are redefining audiovisual consumption patterns without necessarily revolutionising former behaviour and habits.



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