

PROSUMERISM AND THE SECOND SCREEN ECOSYSTEM

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All authors:

Mark Lyberger (corresp), Larry McCarthy, Alvy Styles

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Synopsis:

Abstract:

Whether it's checking tweets or finding out how many points a fantasy team scored, a majority of fans across all sport platforms are using a second screen device while watching games (Soper, 2014). Consumers want to be engaged, demanding up-to-minute-platforms that provide exclusive content, statistics and interactive forums based upon live, on the field, action. Engagement provides consumers with the opportunity to have real-time interaction enabling the procurement of exclusive content and a sense of belonging and inclusion (Lyberger, 2012). However, second screen usage among sport fans continues to challenge media companies and sport entities who search for ways to engage fans – both at home and in the stadium – on mobile devices (Kurnit, 2014).

Apps and OTT services are enabling consumers to proactively take control of their viewing experience, creating their own solution of mixing and matching services, often labeled as “prosumerism” (Ericsson, 2013.) Nielsen reports that, across the globe, 76% of respondents in a global digital survey enjoy being connected and engaged anywhere, anytime Nielsen (2015). Each consumers approach is unique and complex and the decision-making process is subject to a range of different alternatives. Quality of content, personalization, access, active involvement, and integration across platforms varies, and hence, are keys to prosumerism's success. Today's model is evolving- content producers are able to sell directly to individual consumers, at the same time; aggregators are beginning to produce their own programs. To remain relevant and attractive to consumers, sport organizations need to be engaged in the evolution of delivery.

Despite the pervasiveness of these trends, empirical research has not kept pace. To date only a few studies have attempted to measure, quantify and

explore second screen social activity streams. Therefore, as a basis for this investigation Trendrr's social analytics solution will be utilized as a baseline measure to assess second screen and television social media engagement across platforms. Providing this in-depth understanding of the social TV and second screen ecosystem will offer sport and media organizations valuable insight into how to maximize their programming, second screen and marketing efforts (Trendrr, 2013).

The purpose of this study is three fold: First, to identify key components that make up and contribute to the second screen and TV ecosystem. Additionally, an assessment of key factors that may contribute to significant changes in the ecosystem was undertaken. Second, an analysis of major sport properties such as FIFA, EPL, NFL, NBA, MLB, MSL, and IOC, as well as major media networks e.g. ESPN & Sky, to identify which app, analytic or performance or engagement metrics are being utilized to enhance consumer interaction and delivery across platforms was implemented. Finally, focus groups (5) in the US were utilized to define consumer preferences and uncover how organizations can enhance delivery and engagement across media platforms.

An embedded mixed-method approach was employed to investigate and ascertain the second screen and television ecosystem. A sequential embedded design was utilized therefore, quantitative data were initially collected, followed by qualitative data. The qualitative results (focus groups) were used to unpack behaviors and inform the expectations as well as explain the outcomes of quantitative data. The parallel use of qualitative and quantitative data provided greater insight into the research questions, over and above either method used in isolation.

Data analysis will consist of both multi-level and pattern coding. A preliminary identification of factors contributing to changes in the second screen/television ecosystem will be identified. Preferences as they relate to demand, utilization and engagement will also be presented. Engagement strategies are an important part of any media delivery platform, and in the current environment where there is strong competition for attracting and retaining sport consumers, identification of consumer preferences can help uncover how brands can deliver more engaging marketing strategies. Preliminary results indicate that fans prefer real-time engagement (simultaneously using a device to access content to enhance game viewing experience) most often when viewing sport events, prefer to push entertainment and inspirational content out of their network, garner information to share in social situations and foremost, prefer ease of integration/access. This suggests that sport organizations need to amplify their content interactions across platforms in order to extend the fan experience by providing meaningful, platform appropriate, content. Implications of the study, such as which content is best suited to which device, as well as device appropriate advertising will be presented.

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