Who is the Second Screen User – About an Unhatched Potential in Sports Marketing

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Theoretical Background and Research Question

Second Screen, i.e. the "use of handheld devices such as smartphones and tablets in close connection with television" (Klein et al., 2014), is becoming increasingly popular. In football broadcasts in particular, high second screen usage rates can be observed (Pfeffel et al., 2016). It is important to distinguish the purely parallel use of a second device or screen without a programme reference (e.g. search in an online shop while a casting show is on TV) from the Second Screen use according to the above definition, which assumes that the activities on the second device are related to the currently consumed TV programme (e.g. search the Internet for information on an actor in the current film; follow match statistics for the current football match).

Since this results in additional opportunities for sports marketing (e.g. sponsorship or cross-selling offers in the Second Screen app), there is an interest - in order to ensure the most target-group-specific approach possible - in better identifying the group of Second Screen users (Eisenbrand, 2014). Beyond the fundamental question of market penetration (how large is the proportion of football viewers who already use Second Screen?), the major aim is therefore to be able to characterise this Second Screen user group (according to demographics, behaviour, etc.).

In addition, it is interesting for sports marketing to compare the Second Screen behaviour of football viewers with other TV formats in order to obtain a statement on the Second Screen attractiveness of the football context from the point of view of advertisers.

Methodology

The results are based on several quantitative studies. At its core are surveys of football fans of two clubs (a total of n = 1700), which were conducted via an online questionnaire promoted via posts on the club's homepage and in the app as well as in the clubs' newsletters. In addition, another survey (n = 240) was used to determine the Second Screen usage behaviour of other programme formats (e.g. news, cooking programmes, casting shows, advertising, etc.). Individual questions were taken from existing studies in order to make direct comparisons with these (e.g. Busemann & Tippelt 2014). In addition to the evaluation of the different programme formats using descriptive statistics, a cluster analysis was also performed for the comparison. Correlation and regression analyses were used to characterise the Second Screen users of football broadcasts.

Results and Implications

The average TV/Second Screen usage across all programme formats differs significantly from that of football broadcasts. While general television consumption is characterised by relatively high parallel use distracting from the programme - 73% of respondents stated that they were active on a second device while watching television on a weekly or daily basis - "the proportion of actual Second Screen use (i.e. use of the second device in relation to the programme) is only 43%. This relationship is reversed in the case of football broadcasts. Only 45% are still active parallel, but 61% of them are active in relation to the game. That supports

the assumption of a comparably high involvement of TV football spectators and thus the marketing opportunity via the football's Second Screen channels. Given the high marketing budgets required for "first screen" TV football match advertisement, the additional channel offers new opportunities for SMEs, local sponsors etc.

To better target the specific Second Screen audience, the research tried to characterize the Second Screen users. At $r = 0.81$, the identification with the club (self-assessment) showed the highest correlation, even higher than the "obvious" variable of the number of games watched on television ($r = 0,75$). The attendance of home games ($r = 0,25$) and away games ($r = -0,65$) requires some further interpretation, as, of course, attending all matches of the favorite club prevents the fan from watching any match on TV and thus from using Second Screen while watching TV. On the other end, attending not even one match per season would allow for watching all matches on TV. But research has shown, that this data interferes with club identification. A fan with no stadium attendance at all shows little identification with the club and thus less likely uses Second Screen offerings.

In addition to that, there is a negative, but not significant correlation of Second Screen usage to age ($r = -0,46$). Other fan characteristics like being a season ticket holder or being a member of the club as well as gender are no Second Screen drivers.

References

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