

A study on mobile applications with respect to television channels, entertainment and live broadcast media

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Abstract

The surge of smartphones at affordable prices to common people has facilitated the consumer to use it for chatting, video calling and various entertainment purposes like TV and Live broadcast channel viewing.

The paper is to study the Consumer Behavior while using mobile and its applications, especially with regards to media applications in specific. The paper will present the price expectations of the consumer for viewing media channels and during what time of the day people prefer to watch them.

The paper will unleash the truth of the present scenario and can help find and come out with solutions to the current problems of the mobile media entertainment industry.

Keywords: android apps, consumer behaviour, mobile applications, open source, smart phones

Introduction

The emergence of hand held Smartphones has made the whole world flat. A person sitting in UAE, or USA, or UK can watch his/her favourite Indian sitcom using a smartphone. Earlier Radio was the only source through which one could get updated with news and listen to his/her favourite songs or live cricket commentary.

Television was first introduced in 1920's and gradually became popular after World War II. Earlier there were Black and White TVs, then we saw colour TVs and now Flat LCDs and LEDs to Curved 3D Smart TVs which can be connected to Internet and Home Theatre System.

Today's consumer is more connected to more devices than ever before. A small but growing group of consumers are choosing broadband and connected devices as their principal means for watching video at home ^[1]. Transformation from TV to Mobile Apps are coming up nowadays, which can showcase your favourite channels on payment basis. Pay what you watch is the model and helps a user to choose his/her channel of preference.

Android, Blackberry, iOS enabled iPhone and operating systems like Symbian and Bada has enabled the consumer with a choice amongst millions of apps to choose from. Nowadays smartphones are available at around Rs.2000 only. This created a surge of smartphones into the hands of common people. Education is number one in app adoption as studied by Fiberlink, an IBM company ^[2].

There are many apps available now to the smartphone users. On such example is iResearch which is an e-reader app. It is "an offline e-reader that enables users to save PDF files locally to their device and view them offline without a Wi-Fi or cellular connection ^[3].

Mobile Media apps are there to take care of the needs of people who travel frequently and have given the power to choose the media channel and then pay accordingly. Media channels are used for watching live cricket and footballs matches, reality shows, news updates and movies. Technology has shifted from

2G to 3G to 4G LTE. People prefer to watch media channels using Wi-Fi or data pack.

We studied the consumer behaviour of smartphone user and its usage by collecting responses from the people.

Literature Review

The research work aims at understanding the Entertainment use in mobile apps and its emergence as a media for advertising. This will help mobile app players such as GTV, Box TV, and Tata Sky app to have a look at the possible future scenarios of the industry, the underlying strategic & technological issues, opportunities and challenges.

New technology like Hot Knot enables the transfer of huge files with just tap of two smartphones. A 700mb movie can be transferred in just few seconds. Hot knot technology makes touchscreen no longer just touchscreen ^[4]. This technology only requires two pieces of hot knot-featured touch panels to work.

Since the technology is able to pair smart devices in only a short period of time, users need not spend time manually looking for the devices they wish to pair, which not only enhance their usage experience but also saves time.

With the advent of such technology, the media mobile app players will have to come out with inexpensive channel packages for the consumers.

Its better we study the market where mobile TV is actually operational. Korean Mobile market is a step ahead of the rest of the world. Korean Digital Multimedia Broadcast (DMB) system is the most commercially successful mobile television service worldwide today. DMB is a digital radio transmission technology developed in South Korea as a part of the national IT project for sending multimedia such as TV, radio to mobile devices. This mobile TV service can be operated via Satellite (S-DMB) or Terrestrial (T-DMB) transmission.

T-DMB is provided free of charge and is made for terrestrial transmissions on band III (VHF) and L (UHF) frequencies. Its access is limited to selected regions.

S-DMB uses the S band (2170-2200 MHz) of IMT-2000 and delivers around 18 channels at 128 Kbit/s in 15 MHz. TU Media, a subsidiary of SK Telecom started this service for the first time in South Korea. S-DMB service in South Korea is provided on a subscription basis and is accessible throughout the country.

If such an initiative can bring a change amongst the people, then it can be seen as an opportunity through mobile apps as well.

With enormous internet speed like 3G, and 4G-LTE capabilities available today, this mobile media entertainment sector is expected to grow in the coming years.

Research Objective

- a) To understand the consumer psychographics with respect to purchasing of entertainment media channels in mobile app.
- b) To understand existing beliefs and habits that influences the needs and expectations with respect to purchase of media channels, its plans and duration.
- c) To study top brands of existing media service providers in Smartphone industry in the consumer's mind.
- d) To study the pros and cons of using media over Smartphones and limitations that hampers the growth of the sector.
- e) To study the relationship between gender and mobile media application use.

Research Methodology

- This research is a combination of qualitative and quantitative research methods covering various types of existing and potential consumers of the media service.
- Monthly households with income of Rs.15000 plus or owning a new generation smartphone with 3G capabilities can be tapped for our questionnaire
- Recent Buyers of smartphone and any media related smartphone application. (Less than 2 months)
- Youth and Movie freaks that are looking for low budget solution to watch movies and media channels.
- Professionals and travelers who get little time to watch television and mostly rely on smartphone for the same

Data analysis and graphs

A sample of 205 respondents was collected and used for analysis. Quantitative data analysis was carried out using SPSS-12 and qualitative data was manually analyzed. Further results are shown in the subsequent pages which showcases the present reality

Conclusion

This paper concludes with the fact that majority of the population are using smartphones. The number of smartphone users is high, but still the people are unhappy with the data pack network and charges. We could not find any association with gender and media application use. Also it was found that people preferred to watch TV during their night time. Top three apps of the different categories were also recorded from the responses of the smartphone users.

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