



Karlstad Business School
Handelshögskolan vid Karlstads universitet

CAN BIRDAL

860316-T632

FUTURE VISION

Business Administration

Master's Thesis

30 ECTS

Term: Spring/2012

Supervisor: Lars Haglund

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FUTURE VISION

Abstract

This thesis in marketing, examines possible solutions for the following problems

Research Questions

- What can be done for the traditional TV to have a different role in the transition stage and the future? (General)
- How can local/small channels survive at this moment of the transition stage from TV age to Online-stream? (Specific Case)
- How can the avoidance of commercials can be solved? [It is both threat for global and local channels (Specific/General)]
- Piracy of movies or TV contents may not be stopped but how can it be reduced?(General)

In literature review, actors, resources and activities in the media and advertising has been defined. Threats has been explained clearly for the creation of the possible solutions. For the forecast of TV channels Brand Sense have been examined. The solutions for the research questions created through three main approaches.

- The theory has been analyzed for the problems and the future designs.
- Focus groups has been used to test the possible solution (future proposal)
- At the end, Kanal 12's(Local Swedish Channel) executives has been interviewed that has been created through the outcome from the focus groups.

In the future proposal there has been six different offers solutions that is created where four of them looks for possible solutions for today's problems that the TV channels face with and the other two offers a new aspect for the future of the TV concept. The questions that has been asked to the focus groups were mainly about these solutions. The answers for the research questions have been made up with the responses of the focus groups as well as with the comments and possibility issues that has been collected from the TV channel executives. These results' details have been explained in the future proposal.

The results were

- First step for the traditional TV concept is that television(the product) has to have internet connection.
- At this transition of the traditional TV to online systems stage, the best that local channels do is to switching on the \$ per click system with the shorter time commercials.
- Online Shopping feature of the future proposal can solve the avoidance of the TV commercials.
- Interactive movies can reduce the piracy of the TV contents.

1. Introduction

Future Vision, is based on a study that tries to deliver for the future possibilities of the new era for the traditional TV. Creating the solutions for the future won't be directly the facts from big actors in the business. The root for "Future Vision" is a local channel in danger Kanal12 because of the upcoming new era. The selection of this channel is that while the traditional TV suffers a little the local and small channels damage is a lot bigger than the big actors. Transition era of the traditional TV is inevitable. So, for the problem area Kanal12 is one of the best examples since they can show that the transition stage of traditional TV is not just the replacement of online advertising is climbing over the top while the TV advertising is going down. It is a serious situation that has to be considered from bottom to top actors. While the TV channels have their answers, Future Vision offers a possible future for the audience as well. So that TV channels can draw a conclusion what might interest the audience so that traditional TV still remains in people's lives. Here is a short history on traditional TV and advertising, how the problem that TV channels face today occurred.

1.1 Short History on Traditional TV and Advertising

At 1920's commercial radio stations began to broadcasting, there were no advertising, because radio equipment manufacturers wanted to sell radio transmitters and receivers by establishing their own radio stations. This, what is called sponsoring today, lead to a stage where broadcasters started to sell advertising time to the several businesses. (Pant, Himanshu 2007)

From the beginning of TV age until recently, a lot of companies reached millions of consumers to be their customers, in other ways advertising has been used for brand recognition and it has been succeeded.

Nowadays, with the growing technology of internet, the traditional TV is on transition stage. Corporate advertisers have used the TV channels as a promotion tool and it has been very strong tool. The transition stage have put this tool in danger and now TV channels have started to suffer from the current situation.

1.2 Problem Area

“I don’t watch TV anymore, if there is a specific program or show that I want to watch, I have these options; I can watch it through the streaming web pages or I can download it.”

-The comment from the focus group that explains the need for this specific research.

. Magnus Kihlström at Kanal 12 says “It doesn’t have more than 5 years, the concept of traditional TV will be different”

With the increasing numbers of viewers on the streaming web pages and the available downloading options, the age of the TV is in transition stage. Millions of dollars are spent for TV-commercials (Table -1)and there are a lot of them that are unseen commercials for a lot of viewers. With the freedom of zapping, watching through video streaming web pages, downloading shows through peer-to-peer sharing software, the rates of commercials are decreasing.

The growing technology has started to block for companies' brand recognition. All the problems that are causing the decrease of TV commercials are affecting from local channels to global channels. Today there are still a lot of companies are spending money to TV advertising. The reason is that this situation is not recognized clearly throughout the whole world, because of the difference in the rate of growing technology in different countries. However, soon the problem will be recognized and companies will try to find another way to invest their money on brand recognition besides than buying commercial times. If TV channels cannot sell advertising times to the companies then how will they make money? Survival for the local channels is becoming an issue. They are looking for the new ways of surviving in this business since the avoidance of TV commercials has increased. They have started broadcasting online so people have more options to access them. For the national channels the signal is on the decreasing growth rate for commercial spending while the online advertising spending is moving forward. This situation gives this study a reason for creating solutions for future.

1.3 Purpose

While cable, satellite connection for the TV is facing both a threat and having an option for the future with the internet. The threat as it is mentioned with the free content of the TV channels on the internet. As the option TV has a new connection possibility. The Future Vision study will try to address problems of today and develop a future TV model for both the beneficial side as a manager of a TV Channel and as a customer who will use these features.

Addressing for the problems in both today's and future's, local channels will be taken as the base since, little changes around big actors in the business reflects a major changes on the small companies. In this scenario these companies are the local channels.

The main idea behind the purpose is that small changes and their reflection on local channels will create a new business area for both small and big actors. Creating a solution for both local/big channels under different scopes will help to address major solutions so that the effects will be seen from bottom to the top.

1.4 Limitations

The research has been made with the focus groups and mainly the reflection of the major solutions for the big channels have been discussed, local channel solutions have taken as the base. The situations and the problems around local channels have been discussed with the executives of Kanal12. So that how would solutions change the channels in real life. It would be a stronger evidence if it was possible to make this research around a big actor like CNN.

Qualitative analysis has been used to forecasting and new ideas on the possible future. With the quantitative analysis new ideas are not easy to create among testing a taught but it is wider comparing with the focus groups. Only 24 people were on these focus groups with the quantitative analysis this research could gone up 10 times than itself with the focus groups but those new ideas wouldn't be a part of this study.

2. Literature Review

2.1 Media and Advertising

According to the Himanshu, the main idea on advertising is while the companies, who want to promote or make brand recognition, are the customers for the newspapers, and commercials, the newspaper or the TV channels for the advertising is being the company. Their product is the audience(Pant- Himanshu 2007). For the current topic of corporate advertisers who buy commercial time are customers for TV channels. What corporate advertisers are actually buying with commercial time is the product of TV channels-audience. The problem occurs on the internet by the creation of TV contents without the commercials. To illustrate this on a model would be like this:

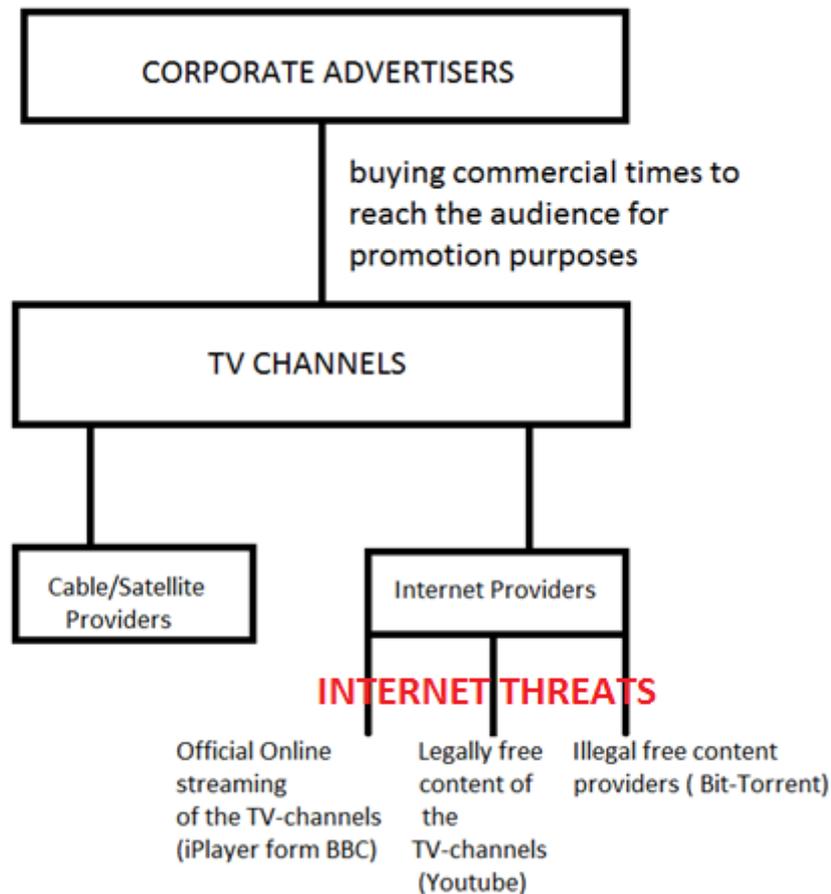


Figure-1

For the addition, here are some examples of the actors in the industry for the clarity of the model:

Corporate advertisers : Unilever, Procter and Gamble, Spendrups, Ica.

TV channels: BBC, HBO, SVT1, KANAL12.

Cable providers: Time Warner, Cox, Bright House and Com Hem(Sweden).

Satellite providers: Canal Digital and VIASAT in Sweden and DISH network or DIRECTV.

Internet providers: Bredbandsbolaget, Tele2 in Sweden and Internet America.

Today, television is still the first choice of companies for advertising. Every advertising spending started to decrease at the 2008 economic crisis, after that the TV and Online advertising started to increase observably according to the Barclays Capital. TV and online advertising types are selected around the other advertising spending to show the growing differences of these transition stage actors.

Barclays Capital | Internet Data Book January 2011

Figure 41: Total U.S. Advertising Spending by Medium (\$ in millions), 2007–12E

	2007A	2008A	2009A	2010E	2011E	2012E	'10-'12 CAGR
Online	\$21,307	\$23,597	\$22,862	\$26,076	\$30,028	\$34,209	14.5%
• Annual Growth / Decline	25.9%	10.7%	(3.1%)	14.1%	15.2%	13.9%	
Network Television	\$14,433	\$13,614	\$12,845	\$13,764	\$15,057	\$15,660	6.7%
• Annual Growth / Decline	(0.6%)	(5.7%)	(5.7%)	7.2%	9.4%	4.0%	
Cable Television	\$17,337	\$18,524	\$18,065	\$19,597	\$21,456	\$23,065	8.5%
• Annual Growth / Decline	6.7%	6.8%	(2.5%)	8.5%	9.5%	7.5%	
Local Broadcast Television	\$18,088	\$16,098	\$13,770	\$15,489	\$17,051	\$17,733	7.0%
• Annual Growth / Decline	4.8%	(11.0%)	(14.5%)	12.5%	10.1%	4.0%	
Other Television	\$6,985	\$6,632	\$6,003	\$6,298	\$6,825	\$7,241	7.2%
• Annual Growth / Decline	310.8%	1.8%	(9.5%)	4.9%	8.4%	6.1%	
Total Television	\$56,843	\$54,869	\$50,683	\$55,148	\$60,390	\$63,699	7.5%
• Annual Growth / Decline	3.8%	(3.5%)	(7.6%)	8.8%	9.5%	5.5%	

Table-1

Source: Magna Global, Interactive Advertising Bureau (IAB), Barclays Capital, company reports

In this graph there is the first sign that explains the business problem in TV channels. There are some critical points in this data as it can be seen above, at the economic crisis in 2008, online advertising decreases less than a million dollars which has the percentage of 3.1. Same situation in TVs more than four millions of dollars and the decline percentage is 7.6. Under the TV area, there is an encouraging component that covers good during the crisis

or shifts in the economy, that is cable-TV. It has the least decreasing effect after the crisis in 2008 compare to whole TV components and online advertising. Since the cable-TV shows a good sign, the features will be used in an element of the future proposal for the solution to the current problem.

According to the report in 2009(Appendix-A) showed that United Kingdom, Denmark, United States, Australia and Sweden at the top of the list of countries in internet advertising per capita. Even though U.S. has the biggest ad spending (including TV advertising and the other ad types) compared to worldwide countries(Johnson,2011)(Appendix-B) , it is clear that online advertising will take over TV advertising and it will cause massive problems in TV channel networks if they don't adapt to this situation by offering new solutions.

While commercial enterprises still are spending on TV commercial, the decline of the ratings was the issue even in 1990s. In 1992 Cronin mentioned that the ownership of VCRs (video cassette recorders) was getting spread and this situation allowed many viewers to record TV shows for the later viewing. For the recorded show people had the freedom of fast-forwarding the commercials.(Cronin & Menelly 1992) In 1995, Danaher used a program to measure the ratings of the commercials. Back at the time audience level decreased by 5% approximately during the commercial breaks and it is consistent with the recent researches(Steinberg & Hampp,2007). Today, these shows can be recorded through DVD recorders and comparing 1990s with today there are more TV channels, more shows and this gives people more freedom for zapping. On the other hand, there are video files on the internet that can be accessed or downloaded after the show in one part in other terms without any commercials. This situation threatens both the companies because if the commercials are avoided, their plan of brand recognition or any kind of promotion in TVs are spent for nothing. This signal is not clear yet for the companies, because TV advertising is still on the top of the list of advertising spending by medium and the money spent on TV advertising in an incline compared to the last 3 years. However, the real damage is for the TV Channels. When this signal is clear in the near future, companies will stop spending on TV, which will put the TV channels in danger. Because it is the main business they are in which is selling commercial times for the companies.

Threats

2.2 Direct Threats

2.2.1 Youtube

The problem of uploading video that is bigger than 10mb has been a way for former PayPal employees to upload the first video on Youtube. It was a revolutionary for video web page. After they launched at December,2005 the viewers watched millions of videos daily. Youtube viewers has grown 75% at the end of July,2006 not even after a year from 7.3 million to 12.8 million. The web site has been visited 100 million times and 65.000 of videos have been uploaded. It is sold to Google for 1.65 billion U.S. dollars. (Downes,2008)(White,2006)

According to the Noguchi and Goo, Media companies are divided into two groups about their perception towards Youtube, threat and tool. Threat group thinks that Youtube can steal their audience so their spending on their shows and commercials are wasted. The other group thinks that it is a powerful promotion tool, because promotion tool groups' videos are uploaded to the site after the show is aired through their TV channel. So while the show has its real time audience, the tool earns more audience. (Noguchi & Goo, 2006)

Even though Youtube users watch or share any kind of video they want to, there are a lot of videos that are removed because of the order from the owner of copyrighted content. In 2006, Comedy Central asked Youtube for the removal of some copyrighted clips from "South Park" and "The Daily Show With Jon Stewart" meanwhile NBC preferred to keep the "Saturday Night Live" and "The Office". But this doesn't mean that NBC opens its door wide open for Youtube, they ask every month more than 1000 clips because they think Youtube crosses the line by putting up the whole show on the website. (Noguchi & Goo, 2006) The reason for that is nowadays every TV channel has started to put up their own online channel. So they have their own audience, if they want to watch the show online the channels want users to watch through their own website. Most of the American TV channels forbid the use of their content internationally.

On the other hand, TV networks keep off their entire shows from Youtube, they think that exposing of other content is totally promotional for their own good. Unlike NBC, there are groups who represents Japanese

authors take down 30000 videos. A spokeswoman for Youtube, Julie Supan says that " On one phone call, we're getting asked to remove the content. The next one is from a marketing team from the same company who is uploading it and asking where it is" (Noguchi & Goo, 2006)

Another promotion tool in Youtube is that users can rank the videos. Ranking gives the same kind of benefit that networks TV ratings.

Nowadays, Youtube started to stream commercials in any kind of videos that users want to watch is started with a commercial and it is almost impossible to avoid them even though you refresh the webpage the same commercial comes up in the several hours. The pre-video commercials have given an inspiration for creating an element for the future proposal section.

2.2.2 P2P file sharing systems- Bit Torrent

According to the Zghaibeh and Harmantzis, the most used peer to peer file sharing system bit torrent, is a distribution system that lowers the cost of sharing by uploading one peers to many other peers. First user has to create a torrent file as a Bit Torrent client. This system divides the file with 24kb to 4mb which can be downloaded from the other users. After the creation of the torrent file, creator uploads this file into a web-page so it can be downloaded by many users. This way without costing a penny(accept the cost of internet to the local internet providers) people can have download any content they want to. Books, magazines, videos, software programs. For the current topic videos destroy the copyrights for the many TV networks. The commercial breaks are not in these type of videos. Using p2p systems are not legit, but it is been used by millions. (Zghaibeh &Harmantzis,2008) There used to be other sharing programs before Bit Torrent, these systems were not as safe as Bit Torrent. The users of the old P2P systems had many viruses. It only helped for the computer manufacturers, and software companies for the supply of security systems and new computers.

2.2.2.1 TV Network Innovations Arose From Bit Torrent

Bit Torrent, has given new ideas for the networks, and they have came up new solutions so their audience would still prefer to watch their channels with new technology. Bit Torrent's success relies on the complexity of life, besides that is free. Because not more than 10 years ago, it ways of watching a movie or a TV show were possible through these ways watching it on the airing time, movie theaters, DVD, or recording the show with the

VCRs. Bit Torrent's free usage push the network channels to make an innovation. This is a list of innovations they come up. (Choi-Perez,2007)

Business Model

Players

Video on demand (VOD)	Comcast, Newscorp, Disney, Time Warner Cable, Cox Communications, BBC
Internet protocol(IP) TV Infrastructure	SBC communications and many regional telcos, Google, Yahoo!, MSN, AOL
Internet TV broadcasters	AOL Video, Google Video, Youtube, Guba, MySpace, Movielink, Cinema Now

Table-2 (Choi & Perez,2007)

2.3 Indirect Threats (*Future Designs*)

2.3.1 BBC iPlayer

It is a free service of BBC that enables the audience to watch the channel online. At the moment, it is only available in United Kingdom. However, if a viewer downloads the application to their computer or the suitable device in U.K. then they can watch it when they are outside the country. It is not only for the TV channel this service includes radio broadcasting as well. Viewers can listen and watch BBC, from seven days instantly. This futuristic design gives the audience freedom, because there are a lot of devices that can show the channel. From personal computers to game devices like play station, xbox, wii also available mobile phones.(BBC iPlayer 2012) The concept of iPlayer has been considered as indirect threat. The plus sides of this service are; First, a viewer can be in office, bus or anywhere and still be able to watch the channel. Second, this service is for U.K. residence mostly (unless somebody goes to U.K. for vacation) because there are many English companies that has bought commercial times. If a viewer can reach to this who is not residence of U.K. most of the commercials (which are not international companies like Nike) won't reach their potential customers. So internationally BBC can be watched through the satellite or cable that the viewer has to pay for. The threat side is, it gives freedom to record the shows that has been broadcasted, freely. The service includes even HD shows. So anybody that have this service can misuse this service by uploading the show without the commercials and make the content available internationally.

2.3.2 PlayOn

Among many other online TVs, PlayOn has some roots of the future proposal in this research. As in BBC's iPlayer, this has a downloadable application. It can be used free for two weeks then \$4.99 for a month, \$39.99 a year and for U.S. residence only \$89.99 for lifetime usage. It has more than 25 channels and there also old content of the TV channels that can be downloaded. The company has another service that is called Play Later, where you can record any of the shows that is included in the channels of PlayOn.(PlayOn,2012) This services are cheaper than cable or satellite. All needed is the internet connection. The bright side is that, PlayOn has to pay certain amount of money to the TV channel companies that are included in their software. However, even though the Play Later service costs more than PlayOn service (\$3, same annually, \$50 lifetime difference), it gives freedom to viewers that they can avoid the commercials and the content can be uploaded to the internet as in BBC iPlayer example.

2.4 Brand Sense

This term has been started to be used after Martin Lindström's book of Brand Sense. In this book, the author tries to explain how the problems of marketing today can be solved. Starting point of this solutions are the five senses: Touch, Hear, Smell, Taste, Sight. According to Lindström, companies use these senses as "hooks" for their products. Also, one of the author's point is as much as the senses are included, there is better marketing. Here are the explanations and some examples for the usage of five senses on products. The interactive movies of the future proposal have been created through the "Brand Sense".

2.4.1 Sight

It has been considered the most effective sense because this sense has the ability to leave the other senses behind. H.A. Roth made a test in 1988. The test was about the colors and the drinks. There were juices which has been made from the same fruit but the tastes and the colors were different. Every attendant of this test have thought that the darker the color of the drink better the taste of the juice but, Roth made the lightest color has the best taste(sugar) and the darker it gets the taste was getting sour. Even though, attendants use the sense of taste but it is kind of blocked in the way of the sight sense. It leaves the other senses in the background. (Lindström,2005)

2.4.2 Touch: This sense comes up front for blind and deaf people. The widest organ of the human body is skin. For cold, hot or pain, pressure skin gives reaction. The research in Medical Department at Colorado University showed the affection of the touch sense. For two groups of mice has been tested. Both groups have been given enough food and water and a shelter so that they can survive. Only one group has been patted and this group showed better improvement on learning and growing. (Lindström,2005)

The marketing example will be combination of touch, sight, and hear which will be used later on the interactive movies would be the game consoles First, Nintendo has come up with the Wii console. This console include a sensor where the game controllers are attached to it. The games have been played with movements through the controllers on this console. The console has become like these family board games which people get together and play. Then, XBOX (Microsoft's game console) came up with Kinect sensor which doesn't require a controller for playing the game. All needed is from this sensor is movement. Actually, this can give more excitement or less and theoretically the improvement of the Kinect technology on XBOX takes a step further on the touch sense. After that Sony's game console PlayStation have started to use the wireless controllers that needs movement. So, the general idea above all movement based game consoles are the same. It has been mentioned these game consoles are trying to make brand recognition by the usage of "TOUCH" sense. Apparently, including these senses into the products are working. People willing to pay more for the things that they are get use to it by their senses.

2.4.3 Smell: We can close our eyes, cover our ears, we may not want to touch or taste but the smell of air that we breath is inevitable. This is a sense that can't be blocked. The basic example for marketing point of view would be the new car smell. When the car is out of the production line, it smells very bad but after that inside of the car is sprayed with this deodorant and it has been thought that is the smell of a new car. Car companies positions the concept of "new" by using the smell sense. (Lindström,2005)

2.4.4 Hearing: The creation of sound has been made through the vibration movements of the objects. Hearing creates excitement, feelings. For example, watching a romance scene in a movie without the soundtrack doesn't effect as much as with the one with soundtrack. Marketers have been used this sense to make the unseen products visible. Intel and Nokia are the best example for the usage of hearing sense. Especially, Intel's melody makes its product visible

because the actual product is not used by itself in the daily life. It is a component(chip) for computers. The same concept with the Nokia's special ring tone. Brand recognition is provided by the melody(the concept of hearing sense). The basic feature for any kind of telephone is ringing and Nokia has been smart for composing this melody to differentiate their product even when it is invisible(in our pockets or bags). The melody makes the product visible. (Lindström,2005)

2.4.5 Taste

The process of the taste has been provided through the taste buds. Women have more taste buds than men, therefore they can taste better. There are four different taste buds that are sensible for specific type of taste. Bitter, sweet, sour, salty. When people grow to older ages this sense differentiates and gets weaker. (Lindström,2005)

A lot of food companies try to differentiate their taste, so that their product would be recognizable because it is an area of business that is directly goes through the sense of taste. However, the best example would be Colgate toothpaste. The brand actually, not only uses this taste sense but combines it with sight and smell. This combination is the secret for the Colgate's success throughout the years. It is memorable because, it is not directly something that leads to eat or drink because that is the taste sense's main idea.

2.5 People Enjoy Watching Television as a part of Socializing in Groups

"Television has seen to play central roles in the methods which families and other social units employ to interact normatively"(Lull,1990). According to Ducheneaut, watching television is a social activity. The main idea in the Ducheneaut's article proposes a future design for social TV's.(Ducheneaut et al.2008) . It has been a major activity going to the movie theatres, having a movie night with the family has make the watching experience as a social activity. However, it is a passive activity. At Ducheneaut's study, the majority of the survey respondents reported that they routinely held viewing parties with their friends; among their reasons why were that "TV [is] an excuse for sociality . . . [we watch] what[ever] TV is 'big' enough to justify having someone come over." (p.140) The reason for this activity being a passive one is that, interactions are limited.

Type of Comment	Examples Edited from Data
Content Based	"I love the way Homer dances in this scene"
Context Based	"Didn't Conan O'Brien write for the Simpsons?"
Logistical	"Could you turn up the volume?"
Non Sequitur	"Did you hear about the tornado in Germany?"
Phatic	"Whoa!, laughter, gasps, groans, etc." (Ducheneaut et al.2008 p.146)

By the Lindström's Brand Sense theory, this social TV system has to be taken a step further by locking the senses into the social TV concept. Making the traditional TV concept an active social activity might bring a new concept to the home based socializing. It will be discussed in the Interactive Movies section at the future proposal.

3. Methodology

Since this study will reflect the possible future, focus groups and interviews will be used as the research method. The interviews will be taken through the TV channel high class managers and user groups will be taken as the focus groups.

The reason for selecting the qualitative analysis instead of quantitative is; while offering a possible features for the Future Vision, new ideas have been created both in focus groups and TV channels executives. If it was studied with the quantitative analysis the study would let to collect more data but the creation of new ideas that includes improvement of the elements of future proposal would be out of question. Since, it is a forecast of the possible feature the ideas have been shared both in focus groups and the TV channel executives rather than just the ideas of the author.

3.1 Qualitative Analysis

The approach for this business research is qualitative. There has been two sides of the research, first there were focus groups which the data was collected and to testify the results have been shown to the managers in local TV. So, their opinion were more professional, and the results have been testified with the reality in a way. Because the possibility and the reaction for the proposal was important for the future research on this topic.

On the other hand, for the design of the new contents, what the viewers think and even give new ideas were important for the research. As qualitative research has been referred to a point where quantitative research is not, where the researcher can not testify his hypothesis by numbers has been the reason for the qualitative research on this project.

There have been other main reasons for the selection of the research. According to Bryman and Bell, for the reliability and validity in qualitative research there are four elements to be discovered.

External Reliability: It is the degree to which a study can be replicated. It is usually hard to meet this element's requirements. The research has to depend on an original idea. Otherwise the research would be replicated from another research.(Bryman-Bell,2007) Since this research is depending on the future of the TV, and the ideas are only inspired not replicated by both old TV technologies and other devices. Also these new ideas have been updated

with original idea that haven't been used yet. So for all these reasons the proposal of the research have been externally reliable.

Internal Reliability: This is an issue, when there are more than one researcher on the project. If they can develop their ideas under one frame this show the project is internally reliable. (Bryman & Bell,2007) Since there is only one researcher on this project, the research element checked without a clash.

Internal Validity: The match between the researchers' observation and the theoretical ideas they develop. (Bryman & Bell,2007) The research has been internally valid with the concepts that have been introduced but most of the observations have been dependent variable because it is a future research, this technology haven't been offered yet. It is been a topic for the survival of the TV channels since people have started to spent more time on the internet TVs and such. So most of the ideas have been developed by the researcher. However, as a reminder the main idea of sponsoring and the basic concepts have been taken as the main foundation of the research.

External Validity: This element covers the degree to which findings can be generalized across social settings. (Bryman & Bell,2007) External validity unlike internal validity has been thought that it represents a problem. Because researchers have the tendency to employ case studies and small samples. In this research focus groups have been used and the total of twenty-four people have been on these groups. Four managers at the local TV channels has been interviewed as the proposal and the offering a new model for them. In quantitative researches, researchers use many attendants for their research by numbers.

Above all elements of this research, there is another important point about the quality of the research is that the triangulation. This term has been taken from the military and navigation strategy. It is used to give several reference for an object's current location. For the research, the findings or the theories that has been used have to be referred in many concepts. As in this research the ideas have been collected and inspired by many concepts in different technologies so triangulation is another element for the quality of this research.

3.2 Focus groups

This method has been used to collect data that is depending on the qualitative approach. Group interview is more likely the same technique. However, according to the Bryman and Bell there are three specific reasons that this two research method differ than each other. They are the main reasons why it has been used to collect data for this specific research. (Bryman & Bell,2007)

- Focus groups cover specific topic or theme whereas group interviewing has wider range and it is more general comparing to the focus groups.
- Group interviews are handled with the number of individuals simultaneously so the researcher saves money and time but this is not the same for focus groups.
- The issue for the previous reason is that the interviewee in the focus groups are more interested of the discussion in the groups among the individuals as group members rather than their individual answers.

(Bryman & Bell,2007)

Even though these two methods have been used interchangeably, yet focus groups have been defined as the type of group interviewing. Mainly in this research, the reason for the selection of the research is the interaction in the selected group members. (Bryman & Bell,2007)

With the technique of focus groups, this research has allowed for the group members to probe their reasons for holding a certain review. Main topics that have been discussed in the focus groups will be explained and discussed in the Future Proposal part. But to give an example at the discussion in the groups, online shopping was one of the issues and the group members asked each other some questions about why they use online shopping during the session and they all had different answers because all group members had different nationalities. While the research went further from the question topics, the new ideas have been provided by the group members. On the other hand, As a researcher, the results have been more realistic with what the respondents think because at the end, the starting point of the research starts with what the researcher thinks.

Focus groups have been used extensively in market research of the new products for long times. According to the UK Association of Qualitative Market Research Practitioners, focus groups represent the most

commonly used research method in market research. To enter a market with a new product, market research is one of the most important tools. Introducing a new technology in an existing product(TV) has been a perfect area for the focus groups to do this research. (Bryman & Bell,2007)

Some researchers have thought that focus groups approach is a weaker method compare to surveys or experiments. The problem occurs in the generalization. Because even though with the research method of focus groups, the researchers gain insight of the market, they don't think it is as much as powerful with the surveys that they get information from at least couple of hundreds or thousands. Because in focus groups, researchers mostly select respondents randomly 10 people or such. Some researchers think that is based upon a certain area for the research it doesn't represent the market as a whole. This point could be taken as a weakness in this research. (Bryman & Bell,2007) However, this research has been made among exchange students as well as the Swedish students. Some of them has been born here but some of them are just here to study, which means in the case of Swedish respondents, the research can be generalized in a way. With the international students it represents broader market. So while this research can be generalized in a way, the strength of the qualitative research compared to quantitative research, makes it even better for the research to be realistic.

For the design of the user groups, four groups made up with 6 people. To make this research an international each group has been made up with the residents of different countries and exchange students in Sweden. America(USA, Canada), Europe(Sweden, Germany, UK), Middle East (Turkey, Iran,) and Asia (China, Korea) These groups will be conducted of 3 age groups teen between the ages of 18-21, the adult group 22-39, and the middle age 40-60. Groups have the gender balance 3 female/3 male.

The protocol has been shown in the Appendix. First the current situation and the expectations of the user has been asked. At the second part, future proposal model has been tested among the groups.

3.2.1 Creation of Focus Group Questions

After the creation of future proposal elements, focus groups have been used to testify these elements. As a warm up, there has been main questions about the general facts. First of all, it was important to know about the preference of the device that has been used to watch TV or its content.

The reason was to clarify the transition stage of traditional TV in real life. Since the main business that TV-channels are in is selling commercial time, the reactions for the commercials has been asked to see the decrease in TV advertising in audience's choice. Traditional TV wasn't the only base, online TVs has been considered as well. As in table-1 (pg-7) the TV and online advertising was compared according to Barclays Capital. To see this table in real life. In every question the online TVs has been considered as well as the traditional TV.

After these warm up questions, the future proposal elements have been evaluated in focus groups. One of the elements was online shopping. The main idea in the Online Shopping element, it is possible to shop online for the products that reveals on the TV-screen. Audience has to be warm about the idea of shopping online. The questions were asked to see how are they warm about the online shopping and if they were not interested the reason was important to update the feature of online shopping element. So that there can be a better feature to create where the audience who doesn't shop online would use it to as well as the ones who shop online. The logic that eBay has been asked to see if the audience would bid on special items. In short, all questions about the online shopping was asked to understand the audience's attention to online shopping and if they would be interested in such feature.

Cable and Satellite packages were in the content of Future Proposal. As a researcher, I have realized that even though I use satellite, there are no more than three channels that I want to watch, but the package offers 100 channels that I don't watch 97% of them. So I decided that it can create a better way at this transition stage to have a special deal on these packages. So respondents have been asked about the special deal to understand if it reflects a real problem and if the respondents would be interested in such feature in the future proposal.

The elements that tries to address solution for today's problems have been offered solutions through the current leaders of the related businesses. For example Spotify, Youtube, pay-per-view systems were the main leaders that have been taken as inspiration to create a solution for traditional TV. Spotify's almost unlimited archive and the using this system is either free with the commercials or paid version without the commercials. Now, Youtube has started to put buffering commercials and pop-up commercials. These are the reasons about those questions. To sum up, the

elements of today's problems have been inspired by the leaders in the business. The idea behind these questions were to understand if these leaders can be successful handling throughout the problems.

About the interactive movies, as it will be explained later again, the original idea was to combine the idea of XBOX's Kinect technology and Martin Lindström's Brand Sense. Questions asked if the audience would be interested to use such a feature.

Besides specific reasons that has been mentioned above main reason behind all the question was to clarify if there is such future, what would be the reaction from the audience. Could the traditional TV survive with the changes or will be over after this transition stage the age of traditional TV.

3.3 Interviewing

After testing the user groups the results have been shown to the channel executives, the reach their opinion and possibilities of the future proposal has been discussed. In short, the TV executives have been interviewed. Even though there are eleven major types of interview(book), and most of them are alike, structured interview could define the type that has been used in this research. In this research, interviewees get to be answer the same questions in the specific order. The reason for the specific order that the interviewees can be gathered. Questions were very specific and offered the interviewees fixed range of answers. (Bryman & Bell,2007) Because, there was a ready data which was collected from the focus groups. Finally, this data has been presented to the TV channel executives. Then questions asked, the answers were limited. Because respondents have not more than four choices, either they can respond, (there has been 6 topics that has been discussed and came to a conclusion) that they like the idea and it is something that they can apply in their channels or it is not financially possible and the third one it needs time to integrate this technology to their channels. As a final choice, they might have not like the idea. These were the possible answers and the questions were specified. The reason for the Structured (also called standardized) interview (Bryman & Bell,2007)used for the compilation of the research.

3.3.1 Creation of Interview Questions

There were two research questions that concerned local channels.

- How can local/small channels survive at this moment of the transition stage from TV age to Online-stream? (Specific Case)
As it is mentioned as the specific case, this question tries to find a solution for the local channels.
- How can the avoidance of commercials can be solved? [It is both threat for global and local channels (Specific/General)]

Even though this question is broader than the first question, it still concerns the local channels as well as the big channels. Because, the main business that TV channels are in that, selling commercial time. If they can't sell commercial, only thing they can do is selling their own shows. But then, the concept of channel is out of the question by making shows, documentaries. So to stay in the business as a TV channel. TV channels have to sell commercial times. This was mentioned Himanshu's theory about media and advertising.

The questions in the interview was created to find answers to this research questions. At the end the reason was to draw a conclusion out of these answers. On the other hand, the concerns of Future Proposal and the outcome from the focus groups have been asked if they can meet this demand in the future. After all, the idea is to keep the local channels in the business in specific but in general keeping the traditional TV in the business with some changes. Another reason, there are possible issues about local channels that they can stay in the business after the transition stage, but the questions has been asked if it was possible for Kanal12. If it wasn't possible to change something in Kanal12, maybe after the transition stage the local channels will be out of business. There might be big channels only. It is the reason as it is mentioned to figure out if they can stay in the business or not.

4 Future Proposal and Analysis

Internet on TV The main assumption of the future is that traditional TV will give its place to the internet. What we call television will be a bigger screen laptop or computer in some sense. Every feature of the proposal has been considered that TVs will have internet connection this is the main assumption and the possible features will be created on this. These proposals are for today and future.

4.1 Possible Solutions for Today

4.1.1 Buying Channels per month as in Cable and Satellite

The TV channels will be sold per month individually, rather than connected to a cable or a satellite package. With this feature users will be able to buy the channels that they want to watch. With the interactions in the focus groups, this can be inducted into this research that, the illegal cable and satellite is an issue in every countries which were the residency of the focus group attendants.

" There are satellites that are connected to the apartments. Every household in those apartment have the satellite TV automatically. There is bill for the satellite every month but we are not paying for it, you don't go to jail out of this situation."

"It is almost impossible to detect who is using the satellite cable legally."

"For a student it is pretty much expensive paying 10-20 Euros per month for 20 regular channels."

On the other hand respondents agree that they would be willing to pay less for the channels that they wanted to watch. To give an example: The regular satellite in Germany which includes twenty channels people pay 10-20 Euros per month. However, if there is a package three channels where the channels can be selected in order to customers' desire then these customers not even like the idea of having three channels they would even stop using the satellite illegally and paid the amount of money that is asked them for.

4.1.2 Buying Shows

The same feature in Spotify can take its place in TV. In Spotify, music can be listened without downloading it. Spotify software is downloaded to the computer and then there is a search box where you write the name of the song or the artist movies in this software and then the audio files for that specific artist can be listened through the connection to the internet. There are some artist who doesn't want to be the part of this system but most of them are.

If we apply the same future to the TV, and shows will be connected to a net (TV version of Spotify) and the desired show, movie or any content will be able to watch at any time it is wanted. This feature is already in use in some sense with the ON-DEMAND channels. As an extend to this feature, users will be able to watch live shows as long as they have paid for the rental of the SPOTIVI. The original idea for this content is coming from pay-per-view systems in online web pages and cable or satellite TV.

The reaction from the focus groups was mostly on existing On-Demand systems, some countries don't have the system yet. The ones who have them are not satisfied with this system. Because it has the same logic with buying songs in iTunes. A music album can be bought for \$9.99 on iTunes where the actual Audio CD can be bought for a couple of dollars more than paying for the download. Audio CD has more quality than the downloaded MP3 formats. It is the same situation when in cable or satellite TV where customers have to pay amount of money that they can have the actual DVD or Blu-ray for the same movie. So TV on demand system hasn't been supported in the focus groups. However, when they get to be asked the model of SPOTIVI, eighty per cent of the attendants were agreed to pay this system. The demand systems varies through the countries, as it was discussed in the focus groups.

" In Turkey, On demand channels have the same logic of cinema theatres. They have 6-10 movies which are recently taken out of the cinemas and the DVD or Blu-Ray for these movies are not released yet. So you can buy these movies and you can only watch it one time, if you want to watch it again you have to buy it again. Also, you have to catch the time of the movie like in theatres it doesn't start at the time you wanted to."

"I don't want to pay 3Euros for a movie that I will watch it one time, if I want to watch a movie randomly, I would rather go to a movie-rental store where I

can find many different movies. Also, if it is a movie that I love, I would buy the DVD or Blu-Ray so I can keep the movie for good."

"The idea of turning on the TV and the menu comes up as in spotify where I can search for movie stars or show names or any content and I can select and watch it any time I want to is brilliant, even though I don't use regular satellite or cable, I would definitely pay for this system."

4.1.3 \$ per click with short time commercials

Another possible future is that everything will be on streaming web pages like youtube, difference is the shows will be sold to youtube and youtube will get its way on \$ per click from the internet. Every network channels will have their own web-page where they can broadcast online their contents. Another plus for this feature is that, if the TV is watched through the internet, avoidance of the commercials will be declined, and if the time for the commercial times are reduced, it will give more price for TV channels to sell their commercial times. Because, skipping channels will not be as fast as it is right now. Going through a web page from one to another will make the audience watch the short commercial breaks. In this case, TV channels will get their way by both commercials and \$ per click from the internet. Youtube now is using this kind of promotion technique in its web-page with the pre-video commercials. While they let corporate advertisers have a little time when they the video is buffering and they also have the system of \$ per click.

" This solution would be revolutionary, for watching TV all we have to do is have an internet connection and a Television."

" I think if the commercial times are reduced, I would rather watch it than skipping through another web page to watch other channel."

4.1.4 Pop-up commercialized free channels

As an extension of \$ per click, there will be free streaming web pages, there will be pop-up commercials and sponsor for the video all the way from the beginning and until the end. The feature has two possibilities, the commercial can come up in every 5 minutes, or as the way the brand logo or the name of the channel stands on the channel for good, there can be sponsor for the show that they have their logo on that specific show from the beginning until the end.

4.2 Possible Solutions for the Future

4.2.1 Online Shopping

As in cable or satellite, stopping , skipping forward, in short users are able to control through the remote controller even though the show is live. The combination of this technology and the successful online shopping sites will be in one piece. When the users pause the video, they could select the items on the show. Everything in the screen he will have the be able to buy. To give an example on this, when there is a football match, during the game users will be able to buy their cleats, or jerseys on any specific football player they want from. It doesn't have to be a sports match, the idea on this shopping technology on internet, whatever a user sees in TV screen he will be able to purchase it at the time he sees it. As it is known that online shopping is cheaper, network TV channels will have the opportunity to make profit in several ways. The most important issue will be sponsoring . From online shopping web pages to local stores. Because this will be a new way for every brand to promote their products. They will stop spending money on their million dollar commercials but promote it so their products can be in the show and the TV channels will be the first to benefit out of this. On the other hand, there will be less or no commercials since the products are promoted in the best way. When there are less commercials or none, this will affect the ratings of any shows the channels aired.

If people can shop while they watch TV, this situation will earn them time. Instead of searching for an item they want to purchase on the internet or in stores, they won't have to go to a store or look for the available price on the internet, at the time they see the item on the show while they are enjoying the it they will be able to purchase it. This situation will cause an occurrence of a competition with online shopping web pages like Amazon, eBay. These web sites will be in danger. Because there can be regular items like books, furniture but the items can be unique items as well so the viewers would bid on them. The next step is for online shopping web pages to stay in the business is either they will sponsor TV channels or they have to make their own network TV channels. This opportunity will be more than enough for TV channel to survive for the local channels and for the national channels it would create a new area for making profit..

For the special items' auction, the broadcasting should be international or for the time zone difference, every TV channel needs its

franchiser in every country. Because, in auction the people who are in the same area with the TV channel will have the best luck to buy the item.

The respondents in the focus groups were amazed with this idea. There were some of them who don't shop online that often and some of them haven't ever tried in their life because they haven't had the need for shopping online. The idea of availability of buying the items on the screen had changed their minds about shopping online.

" I watch this show called Game of Thrones. It has a mythical genre. So the clothes or items that are used in this show cannot be found that easy, I would love to buy their crowns, swords or their knight costumes"

" It is so common that, I see something on the TV show that I want to buy it, not in the commercials but in the shows. Instead of looking for a similar that I see it on the screen, the ability of buying that specific item can save a lot of time for me."

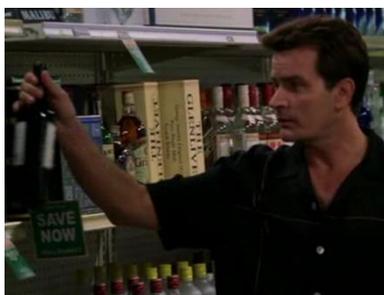
CHARLIE SHEEN IN "TWO AND A HALF MEN"



Picture 1- One Russian Blonde (Stolichnaya Vodka)



Picture 2- One Scottish Brunette(Johnnie Walker Black)



Picture 3- Full Body Redhead from Napa Valley (Aquinas Napa Valley Wine)



Picture 4- Charlie's Angels (Ref-Pictures,2003)

Figures-2

Here is an example of how this system can work. At the first three pictures the actor reaches for the drinks and the script is like commercial's. For example he calls "One Russian Blonde" instead of giving the brand name or calling it vodka. The software or the program developed for this technology will allow the audience and the select the drink that the actor is buying and when the audience selects the item, the program will go through an online shopping page as it was discussed before it can be belong to the TV channel or the channel just takes the commission from the online shopping web-pages. For an example of TV channels online web page, there are three different drinks(vodka, scotch whisky and vine) the actor calls it Charlie's Angels. As a promotion technique, these three drinks can be packaged together and sold for a special price.

4.2.2 Interactive Movies :

This element has been based on Martin Linström's Brand Sense. The combination of sight, hear, touch have been taken deeper to create a powerful tool as the hooks of the new feature.

The length of the movies will be expanded. Users will have the opportunity to change the tenor of the events in the movie. If an average length of a movie is two hours, 12-20 hours of footage is needed for this new feature. Because users will be asked to change the content or the ending of the movie. As an example, In every thirty minutes, the movie will stop and user will see a question on the screen : The main character of the movie wants to go somewhere, do you want him to travel by car or a train ? And there will be two different scenarios for the rest of the movie, he could die in a car accident but see somebody he loves in train and get married after a couple of months. But the main point on this feature is to give freedom to the user to change the scenario of the movie so he watches it for sure. In today's technology, it is possible to stop watching the show or the movie because the user doesn't like it or there is no hook for him or her to watch that. This feature is the new "hook". Another feature that can be integrated is the webcams. The viewer can be the character in the movie. Above all that, if there is a BLU-RAY or DVD for this kind of movie, the pirating won't stop it can be uploaded to the torrent web-sites. The role of TV channels here is that they will air this type of movie and it will be interactive so the only way to watch it with the way the viewers want to direct the movie will make the situation harder to steal and

upload to the p2p systems. Having this feature in the TVs will push channels to have their own directors, so there can be movies that viewers could hooked to it. This will not create only a new feature for the TV but will save the "age of TV" where the concept of TV is updated not destroyed by the personal computers. The sense of sight has been taken deeper for this feature. The basic sense for the watching activity is the sight but for the audience seeing themselves on the TV screen and also getting involved with a movie creates a greater value for them. For the TV channels, this involvement of the audience can create an easier way to promote any product that is been considered to sell with the integration of "Online Shopping" feature.

For the addition of the benefits of this feature, according to the research that has been made in California, people enjoy each other's company while they watch TV. (Duchenaute, 2008) So if we think about a bunch of friends get together in some nights at home in front of TV and making their own movies or they be the characters in the movie, this would be a new phenomenon for home entertainment. This idea is originally coming from the game consoles like Wii and XBOX Kinect. XBOX there might be a camera integrated into the television and audience can be in these movies. To develop this kind of feature, there should be instructions for the audience about how far they should be away from the camera, which direction to look and some other instructions about what they should do in these scenes. So that, the audience make up their own movies. The affection of including senses as in "Brand Sense" that has been discussed in theory part, will give audience another hook for the TV channels. Implementation of these sensors into the TVs have helped for the new ideas that are came from focus groups.



Figure-3(Unique Solutions,2010)

" I like these six dimensional movies in movie theatres, the seats are special that are moving all the time depending on the movement of the view. So, with this idea of being in the movie with the help of sensors, I think implementation of these seats would be amazing. Remember the times when people watch something they get excited and imagines that the character that he likes is him so when he watches the movie, if this character is in an action movie, driving a car fast. The viewer would move his head to right if the car takes a right turn. It would be nice if a seat is programmed for this kind of movements."

The success beyond the 6 dimensional movies is the "Brand Sense". Because, what is different from the traditional TV is for example when it is raining on the screen, the viewers feel little water drops on their skin which unlocks the sense of touch. Even though the viewers don't control the movie, the seats move them and it is the same situation by unlocking the touch sense. Since the "Future Vision" tries to forecast possible future, the involvement of three senses(sight, hear and touch) have been taken as the root of this possible feature. As it was mentioned before, Brand Sense marketing idea is that including the senses into a product or service and with the effective usage of the "Brand Sense" techniques profit is guaranteed.

5. Results

Internet on TV as Main Step

The first step for the traditional TV is that having the internet connection on the TV boxes. As well as the future proposal's main assumption is that the all TV boxes have the internet connection, the online television seems to be the main step for the transition stage. Currently the situation shows that computers are replacing the traditional TV concept. So implementing this feature can give the TV for catching up step for the online systems. In short, Internet connection could be thought as the step that gives the role for the TV in its transition stage.

\$ Per Click Systems With Short-Time Commercial Break for Local Channels

Among all the possible solutions for today, especially for local channels \$ per click system with short time commercials seems to be the best option at least for Kanal 12. Torsten Möller believes that short-time commercials will increase the price of commercial times and it will reduce the amount of viewers during the commercial time zapping it. The results from the focus groups show that they are motivated to watch commercials by two parts of this feature. First is that it is almost free because they are only paying for the internet connection and second is the time of the commercials are shortened.

Online Shopping for Ad Avoidance

As it was explained in the future proposal section, Online shopping feature changes the whole concept of advertising. Because normally what companies pay for is the commercial time. With this feature instead of , corporate marketers might use a TV channel as a part distribution channel instead of using it as a promotion only. It is the mixture of marketing mixes. At the same time a viewer is hooked with the product and its varieties. At the same time they can order it from the channel without even missing a part of the show. Focus groups' responses are on the same page with the current results. Because, they prefer watching a show without any interruption. With the online shopping feature they can only get into a product or a company if it

is interesting enough for them and they have option to buy/bid for the product that they like to.

The general case for the ad avoidance and its solution seems to be interesting for a specific case in Kanal 12. " Online shopping have its relevance to specific target audiences, but my and our belief is that niche channels will become increasingly important and Kanal12's business is local television. Our experience is that if we deliver good TV-program we have many viewers. The link between television programming and web becomes increasingly important. Local TV-shop with reference to the web-portal is a development we want to develop to increase our revenues."

Piracy Might Slow Down with the Interactive Movies

Combination of the theory of " people enjoy watching television as a part of socializing in groups " , making 40 hours of footage for two hour length movie so that the audience will follow it through the TV box and making the viewer as the part of the show offers solution for the piracy. Not only the pirating a movie will be harder also the audience is willing to pay for this kind of system depending on the results from the focus groups.

6. Discussions

The study has shown that there are a some countries are dealing with the problems with watching TV or its content legally. Apparently, in Germany having a satellite connection is made for the every dwellers of an apartment. But the payment is an issue, because if somebody doesn't want to pay for the satellite then there is no force is for the viewers to pay for it. It seems that detecting is almost impossible. As a discussion point : Will the Online TV boxes face the same problem ?

Setting up an online system for the TV network is a necessity. Because the concept of TV should be easy that from age 6 to 86 would be able to watch it. So instead of going through a web-page by writing its html address, this feature needs a online system so anyone can use it.

7. Conclusions

I believe that the main step for this research is to bringing the concept of internet to the TV boxes. For developing a new model for the traditional TV, internet is the first step. If the element goals of future proposal can be achieved , they can change the way people watch TV. This will both benefit TV channel networks so that they can stay in the business and the audience they will enjoy more spending time watching TV.

In this thesis, the local channels has been taken as the starting point and the research questions were tried to address their problems so in transition stage not only big channels survive in a way but local channels as well.

My personal forecasting review is that if the following issues will be carried out by both the local and big channels in the business, the traditional TV will survive after the transition stage and it will bring a new business area. Also, the concept of TV will be more enjoyable than it is or it has been until now. Therefore, audience will benefit by enjoying the TV concept more than it used to be.

- Internet connection on the TV boxes is the main step. Internet connection will bring a lot instead of being in a war between satellite/cable and internet.
- According to the Kanal12, \$ per click system with the shorter time commercials is a necessary switch for the survival as being a local channel.
- Online Shopping feature will bring a new horizon for the commercials, the commercials will be integrated into the shows and there won't be any commercial breaks. Therefore, the commercial problem will be solved.
- Interactive movies can reduce the piracy of the TV contents. This element brings another pulse for the traditional TV to survive after the transition stage.

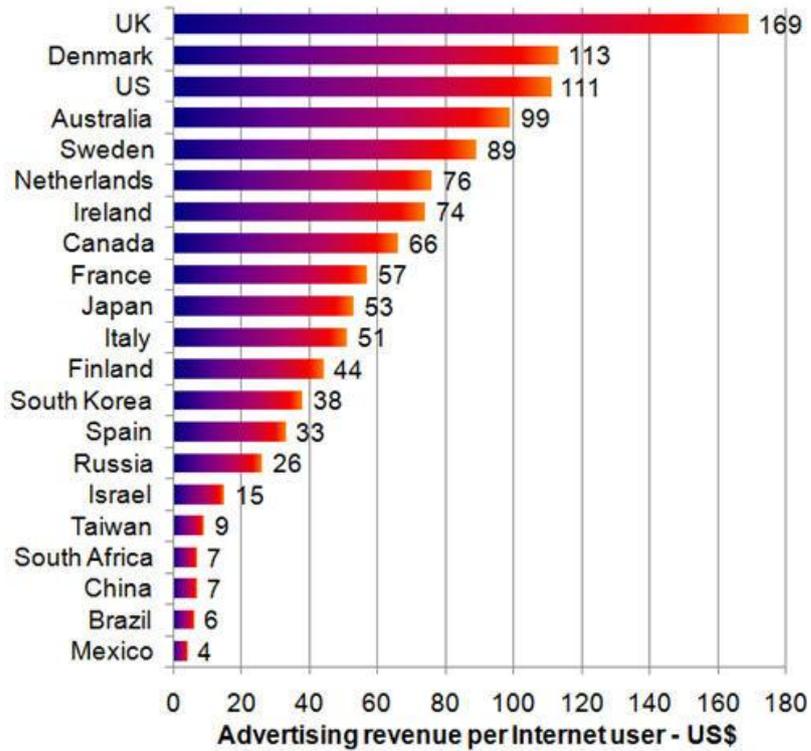
8. Future Research

This research has used qualitative data mostly from the customers and a real channel's interview has been on the side. Taking a step further on this research would be making a quantitative research among the TV channels to see if they would be willing to go through this kind of system. The reason for making it a quantitative research is a lot of data is required, I believe it would be better if there is a global research made by a group of people.

At the same time, technological requirements for these features that has been discussed can also be a study area for the future. Even developing a prototype can be an issue on the same area.

9. Appendix

9.1 A



Source: Techcrunch, PricewaterhouseCoopers, Internet World Stats
www.rossdawsonblog.com

9.2 B (The Picture below is expandable on word format)



9.3 C- The Protocol Focus Group Questions

- 1) How do you watch TV channels or its content? (Cable, Satellite, Online broadcasting, Downloading)
- 2) Do you watch commercials or avoid them? If you watch them, could the reason be because it is hard to skip them on online web-pages? or you just don't want to miss the rest of the show.
- 3) Do you shop online ? How often ? and Why do you shop online ?
- 4) Since there are more channels in cable or satellite that is not viewed than the ones been viewed would you prefer smaller packages of channels in cable or satellite that you would pay less than the 20 to 100 channels packages?
- 5) Do you use pay-per-view systems?
- 6) Would you be interested in buying shows instead of having that channel ? You buy the entire season of the show you watch
- 7) Do you use spotify? Almost every TV channel's content under one roof like youtube but an extended version.
- 8) Would you like to use it with commercials like they do it on youtube right now or would you pay for a year to see the content without the commercials ?
- 9) Would you be interested if there is an application through your TV or computer while you watch the show you would be able to stop or without stopping the show you could select the items on the screen and purchase them directly ? Would you bid for the special items?
- 10) What do you think about changing the tenors of a movie? Every 10 minutes you are asked to choose the destiny for the movie
- 11) Would you like to be in these movies if there is a camera and the software give you directions about how and where you should start?

9.4 D- The Interview Questions for Kanal 12

1) People have problems on cable and satellite. The problem is that, let's say regular satellite has 20 channels, but the ones have been watched to whole time are not more than 3. Some people just use it illegally for this reason. So they like to select 3-5 channels on their will and pay less amount of money than they pay for the whole satellite. What do you feel about to be a part of or lead for this kind of improvement? Do you think this kind of improvement will benefit the both sides? (tv-channel and the audience)

2) People are interested in buying shows as the same way in Spotify. So do you consider for a TV channel (for example Kanal12) just makes shows and sell it to a global network so that everyone can reach for it?

3) Same scenario as in the previous question, this time you have to broadcast online with the short time commercials and channel doesn't get anything from customer but channel benefits from shorter time commercials (since it is shorter than the ones at the moment , for a company who wants to promote their brand or product, selling them commercial time will be more expensive) and \$ per click system. Do you think it would change the current financial well being of the company?

4) Again the same scenario but only this time there are no commercial breaks because pop-up commercials will be activated the whole time (from the beginning of the show until the end) this time commercials will bring the most above the 3 similar scenarios. How do you feel about this one?

5) Above all of the four solutions which one would you be interested in applying it to your channel?

6) For the future, combination of online shopping and watching TV might solve this problem you have right now. Assuming there will be a new technology that people can stop while they watch the TV and could select the items on the screen and buy them. Would you invest money on research and development for this technology?

7) The reason for this scenario TV channels will have deal with stores. when they click on the item system will go directly to a web page (for example amazon.com) and there won't be any commercials for people to stop zapping. So your show will be watched freely but you can actually put stuff on the show

that you can sell directly like dealership or you can get your commission from the responsible web-page. Which one you would pick?

8) Interactive movies. There will be a ready 40 hours of footage for a 2 hours length movie, and people will be asked in every 10-20 minutes to change the tenor of events. By this way piracy will be harder. People watch the show as they want them to. Would you like to be a part in this application? why or why not ?

9) Another R&D project would be on the interactive movies. That there will be a camera and people can put themselves in the movie. Would you invest for this technology?

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