Second Screen – User Behaviour of Spectators while Watching Football

ATINER CONFERENCE

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Agenda

1. Introduction and Background
2. Methodology
3. Results
4. Implications and Conclusion
Second Screen is ...

... the use of handheld devices such as smartphones and tablets in close connection with TV watching.

Report by Technologia (Klein, Freeman, Harding, and Teffahi 2014)

http://anywab.com/wp-content/uploads/2013/02/Second_Screen_Bild.001.jpg
Origin: Interactive TV (iTV)

Quick and easy

Without taking away attention

Still limited

Current Literature

Practice

Focus on general online usage

Rapid growth

new technological options

Research needed in particular contexts

Background
<table>
<thead>
<tr>
<th>Activities</th>
<th>Summary</th>
<th>Classification</th>
<th>References</th>
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<tbody>
<tr>
<td>Surfing the internet (49.0 %)</td>
<td>Information activities</td>
<td>functional</td>
<td>Flyacts, 2014</td>
</tr>
<tr>
<td>Checking e-mails (47.7 %)</td>
<td>Social networking activities</td>
<td>social</td>
<td>Courtois, D’heer (2012)</td>
</tr>
<tr>
<td>Using social media (35.6 %)</td>
<td></td>
<td>gaming</td>
<td>Busemann and Tippelt (2014)</td>
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</tbody>
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Methodology

Research Objectives

Support of sport organisations with future sport marketing decisions regarding the implementation and extension of Second Screen services

Research Questions

1. To which extent do football fans use Second Screen services while watching a match on TV compared to other TV programme?

2. What services are they asking for?

Research Design

Quantitative Research

Online survey in cooperation with a German football club

n = 1,400

Control group: smaller offline survey at match day
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Lower parallel, but higher Second Screen usage within football broadcasts

31% of the participants are Second Screen Heavy User (SSHU)
Activities of SSHUs while watching football
(multiple responses allowed)

- Track statistics: 71%
- Track live ticker: 71%
- Commenting (Facebook, Twitter): 31%
- Take part in online votings: 9%
- Ask questions to experts: 1%
Preference of Functional Features

scale: 5 – very interesting / 1 – not interest at all
Which statistics are from particular interest?

- edge: 82%
- pass: 81%
- offside: 80%
- foul: 78%
- duel: 77%
- corners: 75%
- ball possession: 74%
- free kick: 73%
- goal shot: 72%

Categories include very interesting and interesting.
Apps which are used

Channels

- k: 64%
- dub: 27%
- ZDF: 27%
- ARD: 27%
- Bild: 19%
- bundesliga.de: 14%
- other: 10%
- kicker: 9%
- Andere channels: 7%
- other: 3%

Percentages represent the usage of different channels.
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Conclusion

User Behaviour of Football Spectators
- Lower parallel usage, but higher Second Screen affinity

Second Screen Activities of Football Spectators
- Functional activities – information purpose (e.g. statistics)

Channels
- Use of various applications
- No preference for club specific applications