

## A STUDY OF USAGE PATTERNS AND TV SHOWS ANALYSIS ON INTERNET TV

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### ABSTRACT

*The purpose of this study is to explore how the Internet TV has become significant among young people in Malaysia. Internet television can be referred to digital distribution of television shows or program over the Internet. It allows the users to choose the television shows either from a channel directory or archive. The new technology which includes the delivery of TV shows and availability of video on demand continues to grow and may change the viewing patterns. Therefore, the objective of this study is to identify the new usage patterns of Internet TV which include time spend, preferred TV shows and feedback about the famous phrase "anytime and anywhere". Internet TV in Malaysia is still new compared to other countries especially in United States where this technology has been used more than 18 years ago and became popular in Malaysia in early 2012. A quantitative analysis was used in this study. By using previous studies on young people as a guide, ages between 19 and 25 were used as the age range to describe young people for this study. Therefore students aged 19 to 25 years old from Universiti Teknologi MARA, Melaka have been selected as the respondents. The study found that young people's usage pattern and practices on Internet TV are slightly different compared to conventional TV. In addition, by knowing the viewing habits and knowledge about Internet TV may encourage Internet TV providers to investigate future media trend.*

Key words: Internet TV, usage, patterns, TV shows, viewing

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### Introduction

Another interesting technology digital media nowadays is Internet Television (TV). It delivers television shows, video on demand and other video contents over the Internet which is called "video streaming". Internet TV started at 2011 in Malaysia and became popular in 2012. In other countries such as United States of America, United Kingdom, Japan, Korea, China, India, Philippines and many others countries have been using Internet TV for more than 18 years. The advantages of Internet TV as compared to conventional TV are; Internet TV allows the Internet users to choose any TV or video program from an archive of content, streaming in real time, can be downloaded and watched at later time. Mobile phone users may download a specific apps to watch Internet TV. For example, Tonton.com, astro-on-the-go, TV-alHijrah, iflix, and recently Netflix Malaysia.

Noll (2004) defined that the meaning can be simplified as watching conventional television obtained over the Internet. Rather than watching television programs broadcast over the air or over cable, television programs are accessed over the Internet and then watched in real time, using a technology known as video streaming. Schechner & Stewart (2012) also mentioned that Internet TV is an online video service that uses website streaming to offer TV programs or videos. Meanwhile Ferguson (2012) added that Internet TV refers to online programming that makes media content available through a computer screen, tablet or speaker. It has the ability to displace or substantially supplement the use of noncomputer media content. Today, almost all countries use Internet TV. The Internet TV content providers and conventional television stations are taking these opportunities to continue showing TV shows after broadcasted and other services such as video on demand.

The popular phrase of Internet TV which is “anytime & anywhere” has contributed too many video streaming. Free video streaming can be watched on tonton.com, 1MalaysiaTV, My Klik and paid content such as astro-on-the-go, iflix and Netflix Malaysia. The study focused on two popular Internet TV in Malaysia which are tonton.com (free TV) and astro-on-the-go (subscription fee). Malay dramas such as in Akasia slot which aired from 7pm to 8pm received high respond from the audiences. Korean game shows like Running Man also stated high respond. In UK, TV show titled Apprentice was a popular TV shows on BBC iPlayer (BBC, 2008). Meanwhile in Canada, TV shows such as Survivor and Daily Show with Jon Stewart stated high viewers. The demand of video on demands peaks at around 10pm. Some TV shows with HD (High Definition) and also SD (Standard Definition) have been used for TV streaming. Peer to Peer (P2P) networking is different to TV streaming where users need to download and installed the P2P software before watching it (Mohamed Shareef ASEES, 2015).

Digital mobile media nowadays offer high impacts of experiences to users in adopting these technologies as part of their culture and lifestyle. However, new media technologies like Internet TV in Malaysia are relatively new and most studies are mainly focused on business and technology impact. Besides, the study on how Internet TV use affects people’s culture and lifestyle is still unclear. Therefore, we are investigating the usage patterns and TV shows analysis of Internet TV to address the following research questions:

Research Question1: What are the usage patterns of Internet TV shows among young people?

Research Question2: Does the phrase “anytime and anywhere” influence young people to watch Internet TV shows?

### **Internet TV Shows**

Luo (2002) said, audience or viewers choose a particular technology to use because of specific objectives and this technology able to fulfil certain gratification and needs. As a result, people choose Internet TV due to time flexibility in watching online as compared to conventional TV. The audience have the satisfaction process because they can control what and when to watch TV shows. TV shows contents will be stored in a digital library or interactive storage. This is compulsory for the demand services in order to maintain archives so that users can watch TV shows that already been broadcasted on the conventional TV. However the contents from archives or digital storage may increase from time to time especially the series dramas. In UK, the BBC iplayer shows are in general available for up to seven days after their original broadcast. This so-called "seven-day catch-up" model seems to become an industry standard for Internet television services in many countries (Mohamed Shareef ASEES, 2015).

### **Gratification on Internet TV Shows**

Uses and gratifications theory focuses on why and what audiences do with mass communication tools (Katz, 1959; Klapper, 1963). Mobile technologies unique characters such as mobility, interactive capabilities and diversity really means to each individual’s life. Luo (2002) claimed that users choose a specific medium to use due to certain reasons and the medium’s feature or skills fulfil specific motivations and desires.

According to findings from TNS’s Connected Life (Malaysia) study, there are about 62% of Internet users in Malaysia access to social media networks daily, compared to 42% globally, whilst 52% use instant messaging every day. Malaysian Internet users are among the most attached user to digital devices (Joe Webb, 2014). Numbers of people watching conventional television keep decreasing for some time due to social media and digital devices, but maintain during the early evening (dinner time). Online entertainment is popular in Malaysia with almost half (47%) of Internet users streaming music or radio every week, 62% watching video on demand and 44% watching paid TV or movies online every week (Joe Webb, 2014).

### **Usage Patterns**

The numerous usage patterns studies such as acceptance of certain media, the medium or method that always used, time spend on weekly or hourly are used in order to study or understand users’ behaviours. The study demonstrated a usage pattern analysis on Internet TV shows among young people such as time spend per week, number of TV shows per day and week, favourite TV shows (genre), preferred device and many more. In other words, how users use their Internet TV shows in daily life. Internet TV offers flexibility in selecting or watching TV shows than traditional TV. It is a process of satisfaction because users can control the channel, time, TV shows at anytime and anywhere. In addition, the users may read and control the previous comments and also conversation to fulfil their social interaction.

Today’s era, the audiences will utilize more than one medium in order to satisfy their needs. The use of media varies according to age and gender (Abdul Rauf Ridzuan, Jusang Bolong, Siti Zobidah Omar, Mohd Nizam Osman, 2010). As they get older, the usage of television will increase (Harwood, 2007) due to retirement, less activity, loss of contacts, lack of mobility and seek more information (Gauntlett & Hill, 1999; Vandebosch & Eggermont, 2002). Since 2007, statistics monitoring Internet TV versus broadcast viewing have increased. Nielson in his study indicated that more consumers are accessing television and movies online (Guthrie, 2007).

### **Anytime and Anywhere**

The phrase “anytime and anywhere” is synonymous with the use of mobile media technologies. It has a strong impact in determining the product or services as advertised. The phrase usually carries the utmost vital product quality or advantages that the advertisers want to deliver. Previously, the phrase “anytime and anywhere” has normally related to the convenience, freedom

and ubiquity of portable and wireless media technology. In 1990s, the phrase started to discuss the potential for mobility (Florano L., 2008). Here are some examples:

“We foresee a tiny communicator that everyone will carry around...the trend is toward portability. That means getting and sending calls anytime, anyplace,” (Zeidenberg, 1990).

“We'll have computing anytime, anywhere,” (Clark, 1991)

“Astro On-The-Go is a versatile and innovative service that enable all Malaysians in Malaysia and worldwide to enjoy a seamless and personalized viewing experience and access the best of Astro TV, Radio and Video-On-Demand across multiple devices be it on Smartphones, tablets or laptops anytime, anywhere.” (Astro-on-the-go, 2013).

Thus, the phrase is used to explain the changing media use habits or patterns. Frequently, the language is used to identify consumers' wants, needs and the potentials of a technological upcoming. The phrase “anytime and anywhere” also have been used to study about the media with many different topics such as studies about electricity (Marvin, 1998) and cyberspace (Mosco, 2004). Their findings demonstrated that media representations of technology rationally tend towards technological purpose that referring to totally ideal ideas of convenience, freedom and ubiquity (Florano L., 2008).

## Methodology

### Sampling and Data Collection Method

The study investigates the usage patterns of Internet TV shows among young people. By using previous studies on young people as a guide, aged 19 to 25 were used as the age range to describe young person for this study. A purposive survey was conducted to 30 students from faculty of Communication and Media Studies, UiTM Malacca. It was based on the assumption that these students would vary in experience and time spent on Internet TV. Survey for this study was conducted in a classroom before class ended. The rationale of using students as according to Jones (2002) in his study about viewer's motivations, behaviours and preferences for watching Internet TV confirmed that college students who are early adopters and heavy users of the Internet are more likely to be online, check e-mail, download music files and use instant messaging than the general population. In addition, Atkins, 1993; Li, 2004 and Rogers 1995 claimed that early adopters of new technology are younger and better educated and have high social status than non-adopters.

### Instruments

The items used are adapted and modified from the study of social media (Zammit Social Media Questionnaires) and (Rubin, 1983; Korgaonkar & Wolin, 1999; Stafford et al., 2004). The questions include time spend according to TV genres, number of TV shows, most favourite TV shows, preferred time spend according to TV shows (title) on Internet TV. The open ended questions are determined to investigate the most preferred and less preferred TV shows (according to title) on Internet TV. The value of Cronbach Alpha for all variables in the study indicated a range from 0.70 to 0.75 and showed that inter-items have high reliability.

## Finding and Discussion

### Descriptive Statistic and Analysis

There are 30 respondents involved in this survey. According to the demographic profile, there are three different age group categories, ranging from 18 years to 24 years old and above (mean 1.33, sd 0.6064). The male respondents made up about 8 samples (26.7%) of the study while female respondent are 22 (73.3%, mean= 1.733, sd 0.449). Most of students are from Kuala Lumpur (30%), followed by Selangor (25.2%), Melaka (9.4%), Negeri Sembilan (7%), Perak (6.2%), Pahang (6%), Penang (4.6%), Kedah (3%), Kelantan (3.6%), Terengganu (2%), Sabah (1%), Sarawak (1%) and Perlis (1%).

The first research question was designed to identify the usage patterns of Internet TV shows among young people in daily life. Majority of them spent less than 5 hours (73.3%) and less 5 TV shows (83.3%) per week on Internet TV. Fourteen of them watched less than 5 TV shows per day and 13% watched between one until three TV shows per days. Most of them preferred to watch on laptop (63.3%) rather than smartphones (23.3%), tablets (10%) or computer (3%). They used official website (58.6%) as their preferred platform followed by TV applications (37.9%). Meanwhile watching Internet TV shows in the hostel indicated highest percentage (46.7%), followed by at home (33.3%) compared to other locations such as in public transport (13.3%), public places (3.33%) and in a car (3.33%).

Table 1: Internet TV usage patterns among young people. (n=30)

Item	Frequency	Percentage (%)
In a week, how many hours do you spend on watching TV shows on Internet TV per week?		
0-5 hours	22	73.3
6-10 hours	6	20
11-15 hours	1	3.3
16-20 hours	1	3.3
Over 21 hours	0	0

In a week, how many TV shows on Internet TV do you watch?		
Less than 5 TV show	25	83.3
5-10 TV shows	5	16.7
11-16 TV shows	0	0
Over 17 TV shows	0	0
In a day, how many TV shows on Internet TV do you watch?		
Less than 1 TV show	14	46.7
1-3 TV shows	13	43.3
4-6 TV shows	2	6.7
Over 7 TV shows	1	3.3
Which digital devices do you always use to watch Internet TV?		
Computer	1	3.3
Laptop	19	63.3
Tablet	3	10
Smartphone	7	23.3
Television	0	0
Which preferred platform to watch Internet TV shows?		
TV apps	11	37.9
Official websites	17	58.6
Others	1	3.4
Where do you always watch Internet TV shows?		
Public transport	4	13.3
Car	1	3.33
At home	10	33.3
Hostel	14	46.7
Public Places	1	3.33

Table 2 indicated the most preferred TV shows according to genres. Comedy, movies or video on demand and drama were among the highest TV shows chosen by the students (73.3%, 53.3%, and 56.7%). Reality show and music clips showed moderate respond which each confirmed 53.3%. Students watched more Sports (63%) than news (60%), games (60%) and religious TV shows (60%).

Table 2: Preferred TV Shows (Genres) (n=30)

Item	Percentage (%)			Mean
	Most Favourite	Moderate	Less Favourite	
Comedy	22 (73.3)	8 (26.7)	-	2.733
Movies (Video on Demand)	16 (53.3)	12 (40)	2 (6.7)	2.533
Drama	17 (56.7)	10 (33.3)	3 (10)	2.466
Reality Show	13 (43.3)	16 (53.5)	1 (3.3)	2.400
Music Clips	13 (43.3)	16 (53.3)	1 (3.3)	2.400
Religious TV	3 (10)	18 (60)	9 (30)	2.400
Games	6 (20)	18 (60)	6 (20)	2.000
News	3 (10)	18 (60)	9 (30)	1.800
Sports	2 (6.7)	19 (63)	9 (30)	1.733

Meanwhile table 3 indicated times spend according to TV shows. The result stated that 63% of young people spend more than one hour to comedy, followed by movie or video on demand (60%) and drama (50%). Reality TV shows spend between 11-16min (13%) and religious shows (11%). They also spent 5 to 10 mins on news (33.3%), less than 5 min on sports (46.7%), games (50%) and others (53.3%).

Table 3: Time spend according to TV shows (Genres) (n=30)

Item	Percentage (%)				Mean
	Less than 5 mins	5-10 mins	11-16 mins	More than 66 mins	
Comedy	1 (3.3)	3 (10)	7 (23.3)	19 (63.3)	3.466
Movies (Video on Demand)	3 (10)	3 (10)	3 (10)	18 (60)	3.300
Drama	2 (6.7)	2 (6.7)	11 (36.7)	15 (50)	3.300
Reality Show	5 (16.7)	7 (23.3)	13 (43.3)	5 (16.7)	2.600

Music Clips	4 (13.30)	11 (36.7)	10 (33.3)	5 (16.7)	2.533
Religious TV	7 (23.3)	6 (20)	12 (40)	5 (16.7)	2.500
News	10 (33.3)	10 (33.3)	7 (23.3)	3 (10)	2.100
Sports	14 (46.7)	9 (30)	6 (20)	1 (3.3)	1.800
Games	15 (50)	10 (33.3)	2 (6.7)	3 (10)	1.766
Others	16 (53.3)	8 (26.0)	3 (10)	3 (10)	1.766

As for preferred time spend according to TV shows (genre), majority of young people preferred to watch comedy program on evening (46.7%), movies or video on demand after midnight (56.7%), drama, news, music clips, sports on evening (43.4%) and games stated high respond (43.3%).

Table 4: Preferred time spend according to TV shows (n=30)

Item	Percentage (%)							Other
	Morning	Morning before class	Lunch Time	Afternoon	Evening Commute home	Evening	After midnight	
Comedy	1 (3.33)	3 (10)	6 (20)	7 (23.3)	9 (30)	14 (46.7)	13 (43.4)	2 (6.67)
Movies (Video on Demand)	1 (3.33)	1 (3.33)	3 (10)	5 (16.7)	5 (16.7)	12 (40)	17 (56.7)	3 (10)
Drama	1 (3.33)	1 (3.33)	2 (6.67)	5 (16.7)	8 (26.7)	13 (43.4)	12 (40)	3 (10)
News	4 (13.33)	4 (13.33)	4 (13.33)	5 (16.7)	6 (20)	11 (36.7)	3 (10)	3 (10)
Music Clips	2 (6.67)	6 (20)	4 (13.33)	6 (20)	7 (23.3)	15 (50)	13 (43.4)	5 (16.7)
Sports	2 (6.67)	3 (10)	2 (6.67)	6 (20)	4 (13.33)	7 (23.3)	5 (16.7)	6 (20)
Reality Show	2 (6.67)	1 (3.33)	3 (10)	6 (20)	4 (13.33)	11 (36.7)	9 (30)	3 (10)
Games	0	2 (6.67)	5 (16.7)	4 (13.33)	5 (16.7)	6 (20)	13 (43.4)	6 (20)
Religious TV	3 (10)	4 (13.33)	4 (13.33)	5 (16.7)	6 (20)	11 (36.7)	4 (13.33)	3 (10)

The questionnaire that indicated an open ended question was designed to investigate the favorite or popular TV shows according title of the program. Majority of young students agreed that drama titled Tuan Anas Mikael was among the favourite (16.7%), followed by games show titled Running Man (10%), Rindu Awak 200 percent, (drama) America Next Model (reality show) 6.7% and Empire which each item stated 6.7%. Meanwhile, the others TV show according to titles as presented in table 5 indicated 3.33% each.

Table 5: Favourite TV shows according to title (n=30)

TV shows (Title)	Percentage (%)
Tuan Anas Mikael (drama)	5 (16.7)
Running Man (games)	3 (10)
Rindu awak 200% (drama)	2 (6.7)
America Next model (reality)	2 (6.7)
Empire (drama)	2 (6.7)
Hello Mr. Perfect (drama)	1 (3.3)
Gossip girl (drama)	1 (3.3)
Kau, Aku dan Kita (drama)	1 (3.3)
Maharaja Lawak (comedy)	1 (3.3)
Memori Cinta Suraya (drama)	1 (3.3)
Polis Evo (movies)	1 (3.3)

The first research question which investigated on the usage patterns can be concluded that the patterns were slightly different compared to conventional TV. But the main difference can be seen on the medium or device that they used for watching Internet TV shows which is a laptop. People can still watch Internet TV shows on conventional television (Smart TV or Digital TV) with Internet access. However most of them used laptop due to mobility where they can access or watch Internet TV shows anywhere. In addition, preferred time spend also indicated different pattern where most of the time slots been ticked by the respondents due to time convenient. They can choose to watch life streaming or archive at any time. They also preferred to watch after midnight compared to conventional TV where previous studies showed that majority of viewers liked to watch during prime time, which was between 7pm to 10.30pm. Therefore, the usage patterns from the current study indicated slightly different compared to conventional TV.

The second research question was designed to investigate the popular phrase “anytime and anywhere” which influences young people to watch Internet TV shows. The items used 4 Likert scale which is strongly agree, agree, disagree and strongly disagree. Most of young people confirmed that the phrase influenced them to watch TV shows on Internet TV. As shown in Table 6, majority of young people agreed that Internet TV gave them control when to watch and can freely choose where I want to watch

(47% strongly agreed, 53.33% agreed). They also agreed that Internet TV provides a quick access to large volume of information about the TV shows (57% agreed and 43.3% strongly agreed). Majority of them agreed that they can search specific TV show on Internet TV (53.3%) and use time wisely (63.3%). Meanwhile, there are also young people who do not agreed with the popular phrase that influence them to watch Internet TV shows. However, the percentage shown in Table 6 stated minimum response.

The advantages of Internet TV itself such as able to choose when and what program online contributed to the convenience and freedom factors that allow students to pick any TV program due to time constraint in attending class and participation in campus activities. They just pick whatever TV shows that they prefer just by selecting and reading the information given on the Internet TV website or TV applications. The most popular feature of Internet TV was the ability to watch programs from archive whenever they wanted (Sodegard, 2003). Internet TV also allowed users to pause, resume and move forward. These are called time shifting and the students may also skip the online advertisements by just clicking the closed indicator. Thus, the current study demonstrated that popular phrase of Internet TV “anytime and anywhere” influence students to watch Internet TV shows due to convenience, freedom to choose or control and ubiquity.

Table 6: Popular phrase of Internet TV “anytime & anywhere” (n=30)

Item	No (frequency)			Mean
	Strongly Agree	Agree	Disagree	
I watch TV shows on Internet TV because it gives me the control when I want to watch	14 (47)	16 (53.3)		3.466
I watch TV show on Internet TV because I can freely choose where I want to watch	14 (47)	16 (53.3)		3.466
I watch Internet TV because it provides quick access to large volume of information about the TV shows	13 (43.3)	17 (57)		3.433
I can search specific TV show on Internet TV	12 (40)	16 (53.3)	2 (6.7)	3.333
I watch Internet TV because I can use my time wisely	8 (27)	19 (63.3)	3 (10)	3.166

### Conclusion

The research strongly supports that a new usage pattern has been developed due to Internet TV used. As claimed by Chae and Chung (2010), the new media in delivering TV content such as Internet TV might satisfy new motives because the users encourage different usage patterns. Stafford, T. F., Stafford, M.R & Schkade, L.L (2004) argued that people receive social gratifications from different communication media. The viewers may look for the best level of satisfaction and benefits for them in order to maximize the outcomes as much as possible (Hubbard & O’Brien, 2010). Therefore the objective of this study is very important in this new era especially to broadcast station or Internet TV content providers in developing effective medium to deliver viewers’ needs. In addition, by knowing the viewing habits and knowledge about Internet TV may encourage these organizations to investigate future media trend.

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