

Case Study 1: Music Streaming Behaviour from 2013-2017

In Section B of the Questionnaire developed by Kantar for the OCI Tracker Surveys, respondents are asked about their online activity. Respondents are asked whether they have downloaded content, streamed or accessed content or shared content. The definition of 'streamed or accessed' asked whether they viewed, listened or played content directly through the Internet without downloading a copy and gave legal examples such as BBC iPlayer and Spotify. Further questions in the OCI Tracker Surveys ask about the location and connections used for streaming and accessing content, and also in relation to specific types of content: music, film, TV programmes, e-books, software. Respondents are asked how often they stream content, and whether the content is being streamed legally. They are also asked what steps would stop them consuming such content illegally, being offered 16 options such as 'if everyone else stopped doing it', 'if legal services were better', 'if legal services were cheaper', 'if legal services were more convenient/flexible'. Questions that relate to streaming appear over 30 times in the questionnaire, which has now been used seven times between 2012-2017.

The Reports published by Kantar for OFCOM and the IPO offer useful insight into the answers to these questions in each wave of the survey. For example, in Wave 1 (May - July 2012) readers can find that 'TV programmes gave the highest incidence of streaming across the content types - forty per cent of internet users had ever streamed them, with 30% having done so in the past 3 months. Music was the second most commonly streamed type, with 37% having done so ever, and 25% in the past 3 months.' However, to find out how this might have varied across each wave of the OCI Tracker Surveys, a reader would have to look at each published report. By the Report to Wave 6 (March - May 2016), the OCI Tracker Surveys were reporting the highest level of streaming or accessing content online that they had seen to date.

A creative business might be interested in developing a music product that will be delivered using streaming. Instead of reading through all the published reports, master questionnaires and ancillary documentation from each Wave of the Survey, the OMeBa tool can be used to collect information about how the answers to the questions about streaming have changed over time.

For example, entering 'Streaming' in the Search box on the OMeBa platform reveals that in Wave 4 (Mar-May 2013), 44 questions asked respondents about streaming, whereas in Wave 6 (Mar-May 2016), 52 questions related to streaming.

Select Dataset: Wave 4 : Mar-May 13

Search: streaming

Available Questions (44)

Software	Music	TV	Ebooks	Demographics
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qb1_2b -> Generally, how often do you [stream/access] music tracks or albums] through the internet?
 qb1_2b --> Q.B1_2B Frequency of streaming - Music (Rank 125)

qb4_2b -> Generally, how often do you [streamed/accessed films] through the internet?
 qb4_2b --> Q.B4_2B Frequency of streaming - Films (Rank 59)

qb5_2b -> Generally, how often do you [stream/access (without downloading) TV programmes] through the internet?
 qb5_2b --> Q.B5_2B Frequency of streaming - TV programmes (Rank 71)

q8 -> You indicated you have accessed or streamed [INSERT] in the past 3 months.
 q81 --> It's easy/convenient : Q.8 Reasons for accessing or streaming online (Rank undefined)
 q82 --> It's quick : Q.8 Reasons for accessing or streaming online (Rank undefined)

Users can then use filters to look at questions that for example, only related to music content.

Select Dataset: Wave 4 : Mar-May 13

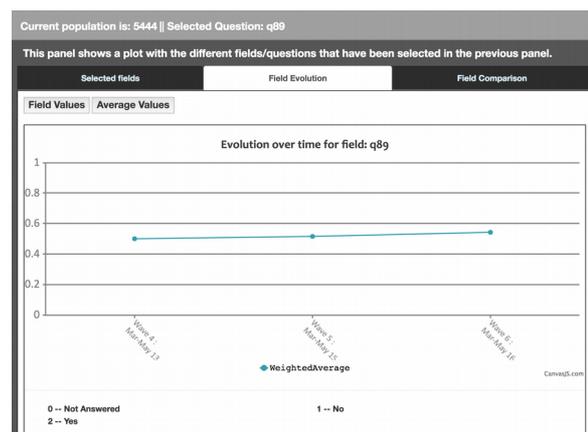
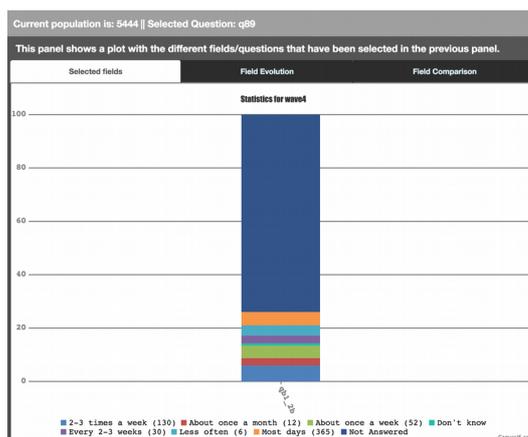
Search: streaming

Available Questions (1)

Software	Music	TV	Ebooks	Demographics
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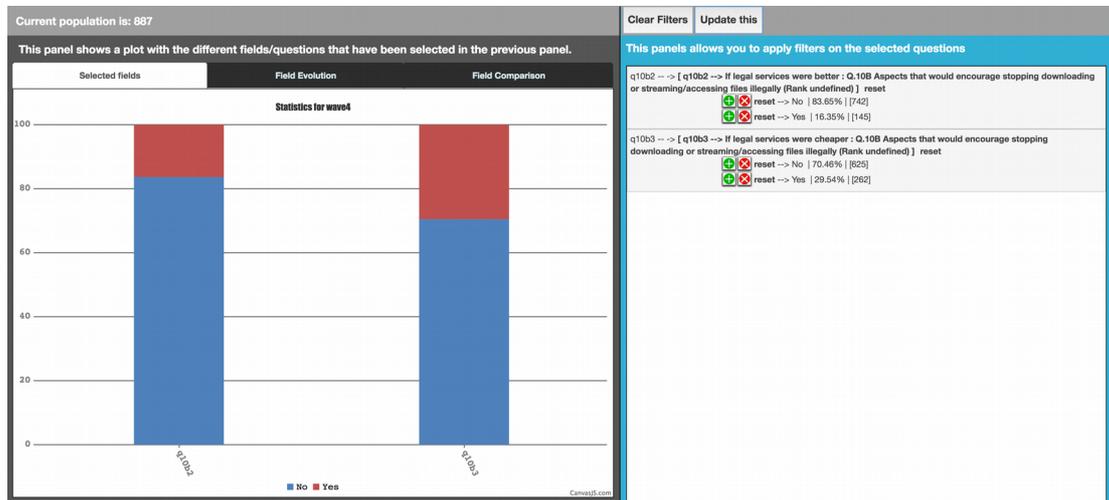
qb1_2b -> Generally, how often do you [stream/access] music tracks or albums] through the internet?
 qb1_2b --> Q.B1_2B Frequency of streaming - Music (Rank 125)

If a question is of particular interest, for example, how often the Internet is used to stream music, a user can select that question and then move on to use the OMeBa tool to explore the answer to the question from 2013-2016 (Waves 4-6) in an interactive format. For example, it can show a visualised breakdown of answers, and report the frequency at which this question was answered over the waves of the survey. Over Waves 4 - 6 the number of respondents who answered this question increased slightly.

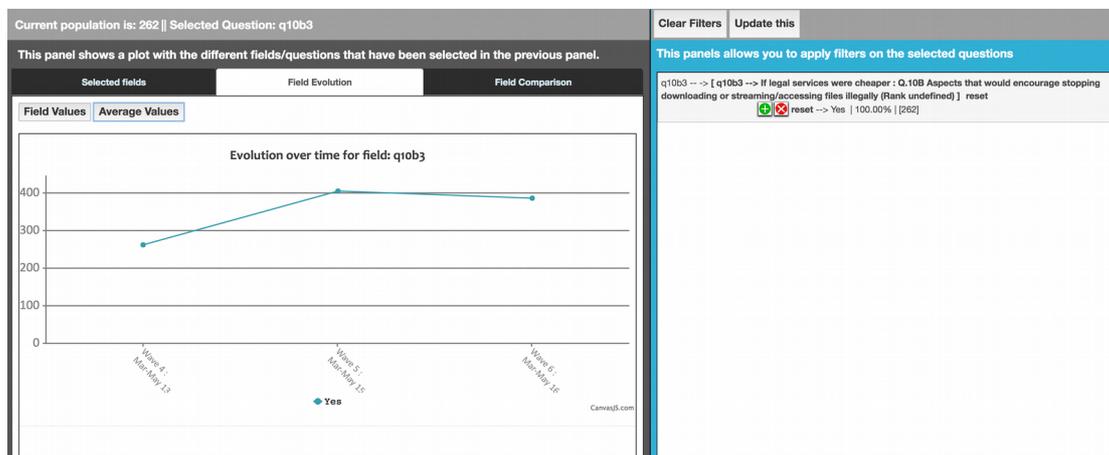


Using filters can allow a user to see for example that the number of respondents reporting that they streamed or accessed music through the Internet most days went up from 19.77% in the 2013 Wave to 28.24% in Wave 5 and 33.07% in Wave 6.

consumers that legal services be better or cheaper. The answers to these options could be selected and compared. For example, in Wave 4 (March - May 2013), 29.54% of respondents said that cheaper legal services would encourage them to stop streaming illegally, while 16.35% said that having better legal services would incentivise this.



A user can then look at how the number of people answering 'yes' to whether cheaper legal services would encourage them to stop streaming illegally changed over the waves of the OCI Tracker Surveys, and see that the number appeared to peak in Wave 5 (March - May 2015) but fell back in 2016.



For a creative business looking for empirical research to inform the development of legal streaming products, the OMeBa tool offers a quick and easy way to see how respondents answered questions about streaming, how these related to certain types of content, and what factors might be relevant in the use of legal services. This saves businesses time in looking at each Report individually, and allows for comparison even where the headlines in each report have

not highlighted a trend in behaviour in comparison to previous Waves.