

MOVIES ON PAY TV MARKET INVESTIGATION

Results of consultation on pay TV survey questionnaire

Background

1. As part of its Movies on Pay TV market investigation, the Competition Commission (CC) has engaged a market research agency to carry out a survey to collect information from the public. We have posted three notices relating to the survey on our website:
 - (a) announcing the survey and inviting comment on the agencies that were invited to tender (15 October 2010);
 - (b) announcing the appointment of GfK NOP (25 October 2010); and
 - (c) offering a copy of the draft questionnaire for comment (12 November 2010).
2. Submissions in response to the draft questionnaire were received from BT, Fox, Orange, Paramount, Sky, Sony, Virgin and Warner. This note summarizes these submissions and sets out our response.

Overview of parties' submissions

3. Comments from the parties covered:
 - (a) the overall scope of the exercise;
 - (b) the timing of the exercise;
 - (c) detailed points of drafting on specific questions; and
 - (d) the approach and the attributes of the conjoint stated preference exercise.
4. We reviewed all of the responses in detail, and used them to refine and improve the questionnaire.
5. The following section summarizes the comments we received in each of the areas set out above.

Comments from parties and our response

The overall scope of the exercise

6. Several respondents suggested increasing the scope of the survey, eg asking about what pay TV services people have, and how they are used to view movies.
7. The intention of our survey is to provide information in those areas where there is not sufficient reliable existing information. Given the many surveys conducted by the parties and Ofcom which we have reviewed, we believe that we already have robust evidence in many of the areas suggested by respondents. Furthermore, the time limit imposed by the interview length allows us to ask only a limited set of questions.

The timing of the exercise

8. One respondent suggested that carrying out the survey in the period before Christmas might have an impact on certain aspects of the survey.
9. We recognize that movies have a particular appeal in the Christmas period and TV operators often promote movies more at Christmas than at other times of the year. However, we are not persuaded that this seasonal focus on movies will be detrimental to the survey or compromise the results and, indeed, we see some benefits to conducting the survey at a time when movies have a degree of prominence.

Detailed drafting comments

10. Many respondents suggested changes to the wording of questions. These suggestions were very helpful and we have made many changes to the questionnaire as a result. Examples of the changes we have made include:
 - (a) making the wording more 'customer friendly', eg changing 'movie' to 'film', and 'package' to 'service', etc;
 - (b) where appropriate asking about household decisions rather than personal decisions;
 - (c) adding additional possible answers to pre-coded lists, eg TalkTalk, Blu-ray, and adding additional services on which movies are available; and
 - (d) improving questions around the bundling of services.

The conjoint exercise

11. We received several comments relating to the conjoint stated preference exercise, covering both the attributes and levels proposed, and the method used.
12. To clarify the methodology of the conjoint exercise: the survey uses a choice-based conjoint (CBC) design in which the respondent expresses preferences by choosing from sets of concepts, rather than by rating or ranking them. The exercise is designed to help us understand the value of the attributes to the consumer, in particular the range and recency of films offered in the first subscription pay TV window (FSPTW).
13. To ensure that the exercise is grounded in the real world, a calibration exercise is carried out asking respondents how likely they would be to purchase various 'bundles' of attributes offered to them.
14. We reviewed all the comments we received which related to the conjoint exercise with the market research agency's marketing sciences team and made several improvements to the exercise.

Final version of the questionnaire

15. The final version of the questionnaire, which is being used by GfK in its fieldwork, is at Annex 1.

**Movies on Pay TV - Competition Commission
Questionnaire – FINAL
J438011
1 December 2010**

SCREENING QUESTIONNAIRE

Hello my name is _____ from GfK NOP, an independent market research agency. We are carrying out a survey on behalf of a Government organisation about leisure activities, would you be able to spare 20-25 minutes to answer some questions now?

INTERVIEWER: ADD REASSURANCES AS NECESSARY

- Everything you say is confidential and any responses will not be attributed to you
- There will be no attempt to sell you anything, either during or as a result of the survey
- This is a genuine market research survey being conducted on behalf of a Government organisation called the Competition Commission

S1. Firstly, are you responsible, either solely or jointly with someone else, for making decisions about what TV services you have in your household?

Yes – solely

Yes – jointly

No – not responsible – ASK TO SPEAK TO PERSON RESPONSIBLE IN THE H/H

S2. Do you work in, or have any strong connections with, any of these industries?

SHOW CARD A

Advertising

Banking

Journalism - CLOSE

Marketing

TV/film industry – CLOSE

None of these

Refused – CLOSE

S3. Can I just check your age?

WRITE IN

S4. RECORD GENDER

Male

Female

S5. And which of these describes you?

SHOW CARD B

Working full time (30+ hours a week)

Working part time (8-29 hours a week)

Retired

Student

House person

Not working

S6a Do you have any TV services in your household that you pay for, on top of your TV licence fee?

Yes
No

IF YES

S6b From which of these companies do you have a TV service that you pay for?

SHOW CARD C

BT
Sky
Talk Talk
Top-Up TV
Virgin Media
Other (write in)

IF GET A SKY/VIRGIN MEDIA/TALK TALK/OTHER TV SERVICE

S7a Do you get any Sky Movies channels on a monthly subscription basis?

Yes
No
Don't know

IF GET TOP UP TV/BT/TALK TALK PAY TV

S7b Do you get Picture Box film services on a monthly subscription basis?

Yes
No
Don't Know

IF GET TALK TALK

S7c Do you get Disney cinemagic film services on a monthly subscription basis?

Yes
No
Don't know

IF GET BT

S7d Do you get BT Vision FilmClub on a monthly subscription basis?

Yes
No
Don't know

IF GET PAY TV AT S6a

S7e Do you get any Sky sports channels?

Yes
No

IF DO NOT GET PAY TV AT S6a

S8 Would you consider paying for a TV service from a provider in the next 2-3 years?

Yes, would consider in next 2-3 years
No – CLOSE
Don't know/not sure – CLOSE

IF DO NOT GET PAY TV AT S6A BUT WOULD CONSIDER

S9 And how interested are you in watching films, either at the cinema, on DVD, via the internet, or on TV?

SHOWCARD D

Very interested
Quite interested
Not very interested CLOSE
Not at all interested CLOSE

MAIN INTERVIEW

Q1 How often do you, or anyone else in your household

- go to the theatre
- go to the cinema
- go out and pay to watch a live sports event
- watch a DVD (owned or rented)

SHOWCARD E SCALE

Once a week or more
Once every 2-3 weeks
Once a month
Once every 2-3 months
Once every 4-6 months
Once every 7-12 months
Less than once a year
Never
Don't know

Q2 Which if any of the following would you say you, or anyone else in your household, watch regularly on TV, by regularly I mean at least once a week?

SHOW CARD F

Children's programmes
Comedies
Documentaries
Dramas
Films
Lifestyle programmes
News programmes
Reality TV/Quiz Shows
Soap operas
Sports
None of these

IF GET PAY TV AT S6A. REST GO TO Q6

Q3 When did you first get a TV service that you pay for?

3 months or less ago
4-6 months ago
7-12 months ago
More than 1 year – less than 3 years ago
3-5 years ago
6-10 years ago
More than 10 years ago
Don't know/can't remember

Q4 Why did you first decide to get a TV service that you pay for?

DO NOT READ OUT BUT PROMPT TO PRECODES

INT PROMPT: Why else?

Q5. Here is a list of reasons given by some other people, which if any describe why you first paid for a TV service?

SHOWCARD G

PROMPT: Which others?

Q4
Spontaneous

Q5
Prompted

Greater choice of TV
Watch more sports
Watch more films
More children's channels
Bundled service with broadband/telephone services
Only way of getting TV in my area
To get equipment to record/store programmes
To watch programmes in HD
Other (write in)
Don't know/can't remember

ASK ALL

Q6 Did you know that you can get TV services from

READ OUT (EXCEPT CURRENT PROVIDER AT S6b)

ROTATE ORDER – CODE YES/NO FOR EACH

BT
Sky
Talk Talk
Top-Up TV
Virgin Media, if you live in a cable area

IF AWARE OF ANY (OTHER) PROVIDERS AT Q6

Q7a Have you ever bought a TV service from any of these providers?

Yes
No

IF HAVE PAY TV (YES at S6A) AND SWITCHED (YES AT Q7a).

Q7bi When did you most recently switch to (ANSWER AT S6b) for your TV service?

3 months or less ago
4-6 months ago
7-12 months ago
More than 1 year – less than 3 years ago
3-5 years ago
6-10 years ago
More than 10 years ago
Don't know/can't remember

Q7bii Why did you decide to switch to (..... ANSWER AT S6b) for your TV service?

DO NOT READ OUT BUT PROMPT TO PRECODES

INT PROMPT: Why else?

Cheaper TV
Cheaper broadband/telephone/bundle
Better range of TV programmes
Better sports package
Better films package
Moved house

To get equipment to record/store programmes
 To watch programmes in HD
 Heard they were more reliable
 Not happy with previous provider
 Other (WRITE IN)
 Don't know/can't remember

IF FREE TO AIR (NO at S6A) BUT PREVIOUSLY HAD PAY TV (YES AT Q7A)

Q7c When did you last have a TV service that you paid for?

3 months or less ago
 4-6 months ago
 7-12 months ago
 More than 1 year – less than 3 years ago
 3-5 years ago
 6-10 years ago
 More than 10 years ago
 Don't know/can't remember

Q7di Why did you decide to stop having a TV service that you pay for?

DO NOT READ OUT BUT PROMPT TO PRECODES

INT PROMPT: Why else?

Q7dii Here is a list of reasons given by some other people, which if any describe why you stopped having a TV service that you pay for?

SHOWCARD H

PROMPT: Which others?

Didn't have channels I wanted
 Too busy to watch much TV
 Too expensive
 Unhappy with customer service
 Moved house
 Other (WRITE IN)
 Don't know/can't remember

ASK ALL

Q7e From which, if any, of these companies do you get a landline phone service?

SHOW CARD I

Q7f From which, if any, do you get a mobile phone service?

SHOW CARD I

Q7g From which, if any, do you get a broadband internet service?

SHOW CARD I

	Landline Phone	Mobile Phone	Broadband
BT			
Sky			
Talk Talk			
Top-up TV	xxx	xxx	
Virgin Media			
Other			
None			

IF HAVE PAY TV AND ANY OTHER SERVICE FROM SAME PROVIDER AS AT S6B

Q7h You mentioned you have a (.....ANSWER(S) AT Q7e/f/g) service from (..... ANSWER AS AT S6b) as well as a TV service. Did this influence you to get their TV service a lot, did it influence you a little, or did it make no difference?

Influenced a lot
 Influenced a little
 No difference

Can't remember/not sure

IF HAVE PAY TV (YES AT S6A)

Q7i Have you considered switching your TV service from (..... ANSWER AT S6b) to another provider of TV services that you pay for in the last 2-3 years?

Yes

No

IF CONSIDERED SWITCHING

Q7j Have you compared TV services from different providers in the last 2-3 years?

Yes

No

Don't know/can't remember

IF HAVE PAY TV

Q7k Why have you not switched (IF CONSIDERED AT Q7i)/not considered switching (IF NOT CONSIDERED AT Q7I) to another provider of TV services? PROMPT: Why else not?

DO NOT READ OUT

Too much hassle to change

Don't want to change broadband/telephone

Don't trust other providers

Cost more to switch

Others don't offer TV channels I want

Can't have/don't want cable/satellite dish

Other (WRITE IN)

Don't know

IF FREE TO AIR (NO AT S6A)

Q7l Have you considered getting a TV service that you pay extra for in the last 2-3 years?

Yes

No

IF CONSIDERED

Q7m Have you compared TV services from different providers in the last 2-3 years?

Yes

No

Don't know/can't remember

IF FREE TO AIR (NO AT S6A)

Q7n Why have you not got (IF CONSIDERED AT Q7L)/not considered getting (IF NOT CONSIDERED AT Q7L) a TV service that you pay for? PROMPT: Why else not?

DO NOT READ OUT

Too much hassle to install

Doesn't have channels I want

Too busy to watch much TV

Too expensive

Can't have/don't want cable/satellite dish

Other (WRITE IN)

Don't know/can't remember

ASK IF GET PAY TV AT S6A. REST GO TO Q9a

Q7o How much do you pay in total each month for your TV and Broadband/Landline Telephone/Mobile telephone services (as Q7e-Q7g) from (.....ANSWER AT S6B)?

PROMPT IF NECESSARY: Roughly how much?

WRITE IN AMOUNT OR DON'T KNOW

Q7p If someone else offered you exactly the same TV and Broadband/Landline Telephone/Mobile telephone services (as Q7e-Q7g), how much cheaper would it have to be per month to make you switch? Assume you did not have to pay any set-up costs.

WRITE IN AMOUNT IN POUNDS, OR TICK WOULD NOT SWITCH BOX, OR DON'T KNOW BOX

Q7q Thinking about what is involved in switching TV provider, how easy or difficult do you think it would be to switch?

SHOW CARD J

- Very easy
- Quite easy
- Neither easy nor difficult
- Quite difficult
- Very difficult
- Don't know

IF GET SKY MOVIES CHANNELS (Yes at S7a). REST GO TO Q9a

Q8a How long have you had any Sky Movie channels on a monthly subscription basis?

- 3 months or less
- 4-6 months
- 7-12 months
- More than 1 year – less than 3 years
- 3-5 years
- 6-10 years
- More than 10 years
- Don't know/can't remember

Q8b Did you get Sky Movie channels when you first got a TV Service from (.....ANSWER AT S6B)?

- Yes
- No
- Don't know/can't remember

Q8c How important are Sky Movie channels in your decision to have a TV service from (.....ANSWER AT S6B)?

SHOW CARD K

- Very important
- Quite important
- Neither important nor unimportant
- Not very important
- Not at all important
- Don't know/can't remember

Q8d Would you say Sky Movie channels have become more important to you and your household since you first got a TV service that you pay for, less important, or has its importance not changed over time?

More important
No change
Less important
Don't Know

Q8e If (PROVIDER AT S6B) stopped offering Sky Movie channels, would you continue to get their TV service, or not?

Continue to get TV service
Not use their TV service
Don't know

IF WOULD NOT USE THEIR SERVICE

Q8fi Would you change to another provider of TV services that you pay for, or would you stop paying for a TV service and just pay the licence fee instead?

IF USE ANOTHER PROVIDER PROMPT: Would you switch to another provider with Sky Movie channels, or to another provider without Sky Movie channels?

Use another Pay TV provider with Sky Movie Channels
Use another Pay TV provider without Sky Movie Channels
Just pay the licence fee
Don't know/not sure

IF WOULD JUST PAY LICENCE FEE AT Q8fi OR WOULD SWITCH TO ANOTHER PROVIDER WITHOUT MOVIE CHANNELS AT Q8fi, OR WOULD CONTINUE TO GET THEIR SERVICE AT Q8E

Q8fii In which if any of the following ways would you and other members of your household watch films instead if you did not have Sky Movie channels?

SHOW CARD L

Cinema
DVD – rented
DVD – bought
DVD - subscription
Internet – downloaded/streamed
On TV
None of these
Don't know

IF WOULD WATCH ON TV

Q8fiii In which of these ways would you or anyone else in your household watch a film on TV if you did not have Sky Movie channels?

SHOW CARD M

Another monthly subscription film service
Pay per view (e.g. £3 per film)
Other channel that you pay for
Film 4
Other free to air channels
Don't know/can't remember

IF GET SKY MOVIES CHANNELS (Yes at S7a).

Q8g Other TV providers offer film services via a monthly subscription package or on a pay per view basis. Why do you get Sky Movie channels rather than another film service?

PROMPT: Why else?

DO NOT READ OUT BUT PROBE TO PRECODES

Better choice of films
More recent films available
More blockbuster/popular films
Cheaper
Don't know enough about other film services
Don't like other providers
Can't be bothered to change
Have telephone/broadband services from same provider
Prefer to pay monthly subscription rather than pay per view
Other (WRITE IN)
Don't know

IF DO NOT HAVE SKY MOVIES CHANNELS. REST GO TO Q12

Q9 As you may know, Sky Movie channels is a service where you can watch films for a monthly subscription fee. Have you ever subscribed to any Sky Movies channels?

Yes
No
Don't know/can't remember

Q10 Have you considered subscribing to Sky Movie channels within the last year?

Yes
No

Q11 What if anything would make you consider subscribing to Sky Movie channels?

DO NOT READ OUT BUT PROBE TO PRECODES

PROMPT: What else?

Greater choice of films
Show more recent films
More blockbuster/popular films
Reduce price
Smaller range of films at cheaper price
If I had more time to watch films
Other (Write in)
Don't know
Nothing – would not consider subscribing

Q12ai In the last month, have you or anyone else in your household watched a film in any of the ways described on this showcard?

CODE ALL WAYS WATCHED

SHOW CARD N

Cinema
DVD – rented
DVD – bought
DVD - subscription
Internet – downloaded/streamed
On TV
None of these

IF WATCHED ON TV

Q12aii In which of these ways have you or anyone else in your household watched a film on TV in the last month?

SHOW CARD O

Sky Movie channel
Another monthly subscription film service
Pay per view (e.g. £3 per film)

Other channel that you pay for
Film 4
Other free to air channels
Don't know/can't remember

IF DOWNLOADED/STREAMED FROM INTERNET

Q12b In which of these ways do you or anyone else in your household stream or download films from the internet?

SHOWCARD P

On an internet enabled TV
On a desktop PC
On a laptop
Apple TV
Ipad
Games Console
Other (Write in)
Don't know/can't remember

Q12ci Roughly how many films in total have you personally watched in the last month?
ADD IF NECESSARY: Either at the cinema, on DVD, via the internet, or on TV?

WRITE IN NUMBER OR ZERO

Don't know/Can't remember

Q12cii Roughly how many films in total have other people in your household watched without you in the last month?

ADD IF NECESSARY: Either at the cinema, on DVD, via the internet, or on TV?

ADD IF NECESSARY: Please give me your best estimate

WRITE IN NUMBER OR ZERO

Don't know/Can't remember

Q13 Do you have a facility to record or pause programmes on your TV, so that you can watch them later?

Yes – can record/pause programmes

Yes – but don't know how to use it/never use it

No

Don't know/not sure

ASK Q14 IF WATCHED MOVIES ON TV VIA SUBSCRIPTION CHANNEL OR FREE TO AIR IN LAST MONTH (AT Q12), AND HAVE FACILITY TO RECORD (AT Q13). REST GO TO Q15

Q14 (Apart from any pay per view/subscription video on demand films (IF WATCHED)), How did you and others in your household watch the films that you saw on TV in the last month? Did you tend to watch them live at the time they were transmitted, or record them and watch later, or did you do both equally?

Mostly watched at time shown

Mostly recorded

Roughly equal

Don't know/can't remember

ASK ALL - CONJOINT

Q15 I would now like to show you some different types of film packages that could be offered by TV providers and I would like you to tell me which if any you would prefer to buy.

Each package is described in terms of five “attributes”, as shown on this card. **INTERVIEWER HAND OVER ATTRIBUTE SHOWCARD** AND ALLOW RESPONDENT A MINUTE OR TWO TO READ THROUGH CAREFULLY.

ONCE RESPONDENT HAS FINISHED READING SAY:

Can I check that you understand what we mean by the Cinema release date? IF RESPONDENT IS UNSURE READ THROUGH THE ATTRIBUTE DESCRIPTION AND CHECK AGAIN THAT RESPONDENT UNDERSTANDS

Can I check that you understand what we mean by the number of films added each week? IF RESPONDENT IS UNSURE READ THROUGH THE ATTRIBUTE DESCRIPTION AND CHECK AGAIN THAT RESPONDENT UNDERSTANDS

Can I check that you understand what we mean by How you watch a film? IF RESPONDENT IS UNSURE READ THROUGH THE ATTRIBUTE DESCRIPTION AND CHECK AGAIN THAT RESPONDENT UNDERSTANDS

Can I check that you understand what we mean by the Payment type? IF RESPONDENT IS UNSURE READ THROUGH THE ATTRIBUTE DESCRIPTION AND CHECK AGAIN THAT RESPONDENT UNDERSTANDS

Can I check that you understand what we mean by the price of the service?

IF HAVE SKY MOVIES OR OTHER MONTHLY FILM SUBSCRIPTION SERVICE SAY.

Please note that the price of the service is instead of the amount that you pay each month for your current film service

IF HAVE PAY TV BUT DO NOT HAVE A MONTHLY FILM SUBSCRIPTION SERVICE SAY.

Please note that the price of the film service is on top of the amount that you would pay for the core TV service from a provider

IF FREE TO AIR SAY.

Please note that the price of the film service is on top of the licence fee that you currently pay

IF RESPONDENT IS UNSURE READ THROUGH THE ATTRIBUTE DESCRIPTION AND CHECK AGAIN THAT RESPONDENT UNDERSTANDS

PRODUCT ATTRIBUTE SHOWCARD

Cinema release date – this shows how recent the films are that you can watch using this service, that is when the films were released in UK cinemas. Only films made during this cinema release date are available to watch using this service.

Number of films added each week – There are usually 12 films that become available each week. So, if the service shows six films, it shows HALF of the films available and has a library of films that is half the total number available.

How you watch a film – this describes whether you choose any movie from a library of films at a time that suits you (*on demand*), or whether the film is only shown at specific times according to the provider’s schedule

Payment type – this describes whether you pay a monthly subscription fee, or whether you pay for each film that you watch on a pay per view basis

Price – the price you pay for the service.

You will now see a series of screens that show three TV film packages side by side. On each screen please select the ONE package that you would most prefer to buy. If you would not buy any of them, you can tick the “would not buy any” box at the bottom of the screen.

HAND OVER COMPUTER TO RESPONDENT. AFTER THE RESPONDENT HAS GONE THROUGH THE FIRST SCREEN, CHECK THE PREFERENCE THAT THE RESPONDENT HAS MADE AND THAT HE/SHE HAS UNDERSTOOD THE TASK. ONLY ASK THE RESPONDENT TO GO TO THE NEXT SCREEN ONCE YOU HAVE CHECKED. TASK REPEATS FOR A NUMBER OF SCREENS – WHEN FINISHED ASK RESPONDENT TO HAND BACK COMPUTER

CONJOINT LEVELS

Attribute						
Cinema release date	April 2009 – March 2010	October 2008 – September 2009	April 2008 – March 2009			
Number of films added each week	2	4	6	8	10	12
How you watch a film	On demand – watch whenever you want	Shown at scheduled time	On demand – but only within one week of scheduled time			
Payment type	Monthly subscription	Pay per view				
Price – monthly subscription*	£5	£10	£15	£20		
Price - £ per film (pay per view)*	£1	£2	£3	£4		

*Note – “Price- monthly subscription” attribute only appears on packages with monthly subscription payment type; and “Price - £ per film” only with Pay per view payment type

Q16. I am now going to show you some more film packages, one at a time, and for each one I would like you to tell me how likely it is that you would buy this service, (IF USE PAY TV - if it was offered by (.....ANSWER AT S6B)), using one of the phrases on this showcard.

SHOW CARD Q

SCALE

- Definitely would buy
- Probably would buy
- Might or might not buy
- Probably would not buy
- Definitely would not buy

IF HAVE SKY MOVIES OR OTHER MONTHLY FILM SUBSCRIPTION SERVICE SAY.

Please note that the price of the service is instead of the amount that you pay each month for your current film service

IF HAVE PAY TV BUT DO NOT HAVE A MONTHLY FILM SUBSCRIPTION SERVICE SAY.

Please note that the price of the film service is on top of the amount that you would pay for the core TV service from a provider

IF FREE TO AIR SAY.

Please note that the price of the film service is on top of the licence fee that you currently pay

HAND OVER COMPUTER AGAIN TO RESPONDENT.

Q16 REPEATS FOR SIX DIFFERENT PACKAGES – RANDOMISED ORDER

Q17 FOR THE FIRST PACKAGE THAT RESPONDENT WOULD DEFINITELY/PROBABLY BUY
..... (IF NONE SKIP TO Q18):

SHOW PACKAGE AGAIN

You mentioned that you would definitely/probably buy (... ANSWER AS Q16) this package (IF USE PAY TV
- ... if it was offered by (ANSWER AT S6B).

How likely would you be to buy it if it was offered by:

READ OUT ALL EXCEPT CURRENT TV PROVIDER (IF APPLICABLE), RANDOMISE ORDER:

- BT
- Sky
- Talk Talk
- Top-Up TV
- Virgin Media

SHOW CARD Q

SCALE

Definitely would buy

Probably would buy

Might or might not buy

Probably would not buy

Definitely would not buy

Q18 I am now going to read out a number of different features, and for each one I'd like you to tell me how
important it would be if you were choosing a TV film service. Please use one of the phrases on this card.

SHOWCARD R

SCALE

Very important

Quite important

Neither important nor unimportant

Not very important

Not at all important

Don't know

ROTATE ORDER OF READING OUT FEATURES

The length of time you have to wait after a film is shown at the cinema before you can watch it on TV

The number of films added each week

The total number of films available to watch

Films being available on demand – that is you can choose to watch them at a time you like

Films being available on a pay per view basis – so you pay a fixed amount for each film you watch, and do not
pay for films you don't want to watch

The service being available on a subscription basis – so you only pay a fixed monthly fee with no extras no
matter how many films you watch

The minimum length of contract

Films being available in high definition

The overall cost of the service

Q19 Finally, I'd like to ask you a few questions that will be used for classification purposes only. Which if any of these has happened to you during the last 2-3 years?

SHOW CARDS

Moved house
Started living with someone else
Had a baby
Child/Children left home
Lost my job
Retired/stopped working
None of these

OTHER DEMOGRAPHICS

Social Grade
Household composition (no. of adults (aged 16+ years)/children in household aged: 0-4 years; 5-10 years; 11-15 years)

Thank you very much for your time that is the end of the interview. If you have anything else that you wish to say about how you watch films, please contact the Competition Commission at:
moviesonpaytv@cc.gsi.gov.uk