

Description

In this survey, we want to better understand you as a customer. We will ask you to answer a closed question about your experience and preferences. There are also optional, open-ended questions that will allow us to better understand your experience with video-on-demand (VOD) services. Whenever you will be asked about VOD/ video streaming services please think about any kind of services where you choose what and when you want to watch (eg. TV series and shows watching online like Netflix or publicly accessible content like YouTube etc.). Please not limit yourself to the services listed. Any kind of pre-recorded video available to watch online is the subject of our interest. However please be careful. Consider only pre-recorded public video not recorded private videos (eg. on Snapchat or messenger) nor video chats (like Zoom, Skype, WhatsApp, etc.). If you have questions, please ask for help. Participation is voluntary and you can resign at any time.

Do you agree to participate in the study?

☐ Yes



☐ No

General information

First we would like to get general information about you.
Choose the answers that are closest to the truth.

What is your current employment status?

- ☐ Student
- ☐ Not employed
- ☐ Employee
- ☐ Self-employed
- ☐ Other

What is your gender?

- ☐ Female
- ☐ Male
- ☐ Nonbinary
- ☐ I prefer not to answer

How old are you?

- ☐ belowe 18
- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65 - 74
- ☐ 75 - 84
- ☐ 85 or more

Based on the time you spent watching video-on-demand services, you will describe yourself most likely as:

- ☐ non-user (I don't use VOD)
- ☐ occasional-user (I use VOD from time to time)
- ☐ regular-user (I use VOD on daily basis)
- ☐ heavy-user (I use VOD multiply times per day)
- ☐ overwhelmed-user (I feel like I'm watching video on demand too much, many times per day)

Please score how proficient you are in using electronic devices (smartphones, computers, etc.)

- ☐ Not at all
- ☐ A little



- ☐ Moderately
- ☐ Quite a bit
- ☐ Extremely

Please choose the type of internet connection you primarily use to access for VoD (you can choose more than one):

- ☐ LAN (cable)
- ☐ Wi-Fi
- ☐ Mobile
- ☐ It strongly depends on where I am

How much mobile data do you have included in your mobile subscription?

- ☐ I don't know
- ☐ Up to 5 GB
- ☐ Between 5 GB and 10 GB
- ☐ Between 10 GB and 15 GB
- ☐ Over 15 GB
- ☐ I have unlimited plan
- ☐ I don't have mobile internet
- ☐ Other

Who is paying for your mobile subscription?

- ☐ Me
- ☐ My employer
- ☐ My parents
- ☐ My partner
- ☐ I don't have
- ☐ Other

Who is paying for your home Internet?

- ☐ Me
- ☐ My employer
- ☐ My parents
- ☐ My partner
- ☐ I don't have
- ☐ Other

Generally how satisfied are you with your home internet connection (speed, stability, range, etc.)?

- ☐ Not at all
- ☐ A little
- ☐ Moderately
- ☐ Quite a bit



☐ Extremely

Generally how satisfied are you with your mobile internet connection (speed, stability, range, etc.)?

- ☐ Not at all
- ☐ A little
- ☐ Moderately
- ☐ Quite a bit
- ☐ Extremely

Cel

Which of the following video-on-demand services have you used in the last month? Multiple choice is possible.

- ☐ HBO GO
- ☐ Netflix
- ☐ Hulu
- ☐ Disney +
- ☐ Amazon Prime
- ☐ Showtime
- ☐ YouTube(except for live content)
- ☐ Tic Tok (except for live content)
- ☐ Instagram (Only stories and video, live stream excluded)
- ☐ Vimeo

- ☐ Dailymotion
- ☐ Facebook (only video, except for live content)
- ☐ Vevo
- ☐ Streamable
- ☐ TED
- ☐ LiveLeak
- ☐ Apple Tv
- ☐ Twitter (only video, except for live content)
- ☐ CDA
- ☐ Inne

For which purpose(s) have you used video on demand services in the past month? (Several answers are possible)

- ☐ Pleasure and entertainment (e.g. not to be bored, kill some time, etc.)
- ☐ Relaxation (e.g. forgetting my daily duties, worries, a distraction from stressful events, etc.)
- ☐ Learning and obtaining information (e.g. updating information about important events, details of how people do something step by step, etc.)
- ☐ Watching with friends or family
- ☐ Companionship – preventing loneliness (e.g. background sound or second activity etc.)
- ☐ Separation from others (e.g. to give me personal space for transportation or to be able to ignore my surroundings, etc.)
- ☐ Other

Please indicate below which video on demand services you have used for which purposes (several options possible).

	Entertainment	Relax	Learning	Watching with friends of family	To h comp
HBO GO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Netflix	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hulu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disney +	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amazon Prime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Showtime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube(exclude live stream)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tic Tok (exclude live stream)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram (only stories and videos, exclude live stream)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vimeo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dailymotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook (section "watch", exclude live stream)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vevo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Streamable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TED

☐☐☐☐☐

- ☐ Me
- ☐ My employer
- ☐ My parents
- ☐ My partner
- ☐ I don't have a VOD subscription
- ☐ Other

Please indicate below which services you used on which device.

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Qualtrics Survey Software

	Smartphone	Tablet	Laptop	PC	Projector	TV
Amazon Prime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Showtime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube(exclude live stream)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tic Tok (exclude live stream)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram (exclude live stream)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vimeo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dailymotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook (exclude live stream)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vevo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Streamable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LiveLeak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Apple Tv	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter (exclude live stream)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CDA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
$\$ \{q://QID34/ChoiceTextEntryValue/20\}$	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Where have you used video on demand in the past month (several options possible)

- ☐ At home
- ☐ At work
- ☐ At school
- ☐ In transportation(e.g. in bus or a car)
- ☐ Outside (e.g. in park or garden)



☐ In public space (e.g. in shopping center etc.)

☐ Other

Which of those was most common:

☐ At home

☐ At work

☐ At school

☐ In transportation (e.g. in bus or a car)

☐ Outside (e.g. in park or garden)

☐ In public space (e.g. in shopping center etc.)

☐ Other

How many people are usually around you when you watch video on demand (VOD)?

☐ nobody

☐ 1

☐ 2

☐ 3

☐ Over 3

☐ It depends

Block 3

In this section, we would like you to describe your general beliefs about the factors influencing your VOD experience. Concentrate on your personal experience. If you need, you can see below what type of service we want you to think about when we ask for VOD. Please note that we only want you to think about pre-recorded videos that are available for online viewing.

$\$ \{q://QID34/ChoiceGroup/SelectedChoices\}$

How annoying are you with the disruptions when using Video On Demand (VoD) services (low definition, lack of fluidity, stuttering, etc.)?

- ☐ Not at all
- ☐ A little
- ☐ Moderately
- ☐ Quite a bit
- ☐ Extremely

How confident are you that you would call your internet service provider or write an email to your service provider if you knew it could solve these problems?

- ☐ Not at all
- ☐ A little
- ☐ Moderately
- ☐ Quite a bit
- ☐ Extremely

How confident are you that you would refresh your browser to improve video quality on VOD services?

- ☐ Not at all
- ☐ A little
- ☐ Moderately
- ☐ Quite a bit
- ☐ Extremely

How confident are you that you would turn your Internet connection off and on to improve the video quality of VOD services?

- ☐ Not at all
- ☐ A little
- ☐ Moderately

- ☐ Quite a bit
- ☐ Extremely

How confident are you that you would pay more to get better quality VOD?

- ☐ Not at all
- ☐ A little
- ☐ Moderately
- ☐ Quite a bit
- ☐ Extremely

How confident are you that you would change your ISP or VOD provider because of poor video quality?

- ☐ Not at all
- ☐ A little
- ☐ Moderately
- ☐ Quite a bit
- ☐ Extremely

How important is video quality to you?

- ☐ Not at all
- ☐ A little

- ☐ Moderately
- ☐ Quite a bit
- ☐ Extremely

In this section we ask you to rate various characteristics and factors in terms of how much you think they affect your experience with VOD services.

Think about how much the events and characteristics listed make the experience enjoyable or annoying. Please indicate this on a scale from "Not at all" to "Very much". If you think an aspect has a big impact, mark "Very much" and if not, select "Not at all".

We encourage you to be as diverse as possible when evaluating. There are no "right or wrong" answers. If an item is not clear to you please mark "I don't understand".

We want to know what might affect your personal experience with video on demand (VOD) services. Focus on your overall experience that is not tied to one specific memory.

Block 6



In this section, we will ask you to evaluate the impact of various characteristics and factors on your VOD experience. Think how the given events and characteristics make the experience pleasant or irritating.

[illegible]

In this section, we will ask you to evaluate the impact of various characteristics and factors on your VOD experience. Think how the given events and characteristics make the experience pleasant or irritating.

[illegible][illegible]

[illegible]

In this section, we will ask you to evaluate the impact of various characteristics and factors on your VOD experience. Think how the given events and characteristics make the experience pleasant or irritating.

[illegible]

[illegible]

In this section, we will ask you to evaluate the impact of various characteristics and factors on your VOD experience. Think how the given events and characteristics make the experience pleasant or irritating.

[illegible]

In this section, we will ask you to evaluate the impact of various characteristics and factors on your VOD experience. Think how the given events and characteristics make the experience pleasant or irritating.

[illegible]

	Not at all	A little	Moderately	Quite a bit	Extremely	I don't understand
Emotions evoked by content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cost/price (if access was for a fee, price of the service, how much money you spent already on this service, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 4

Now, please think about some of the significant developments of video-on-demand over the past month. We want you to remember a unique, unforgettable experience (satisfying or unsatisfactory) that you have had while using any type of video on demand application.

Take a few minutes to make sure you remember a personal, unforgettable experience and recreate the event as detailed and accurately as possible. To help you recreate this memory, we will display some leading questions on the following pages. Responses to them will not be collected. However, thinking about them will help you complete the rest of the questionnaire. We provide at



least half a minute for each question. Only after this time will it be possible to move on to the next question.

If you need to, below you can see what type of service we want you to think about when we ask for VOD. Please note that we only want you to think about pre-recorded videos that are available for online viewing.

$\$ \{q://QID34/ChoiceGroup/SelectedChoices\}$

What day of the week was it (was it a weekend or a working day)? What time of day was it?

Where was it? Who did you watch video on demand with?

What device did you watch on? What was that service?



What did you use video on demand (VOD) for? How did you feel then?

Was it a pleasant event or not?

- ☐ pleasant
- ☐ unpleasant
- ☐ hard to say

Block 5

Bearing in mind the experience you just thought about, we ask you to re-evaluate the various factors and characteristics that may have influenced your experience. This time, please answer how strong these factors could have had a positive or negative impact on your impressions of a specific, remembered event. Think how the given events and characteristics made the experience enjoyable or irritating.

If they were very significant, select "Very", and if not at all, select "Not at all". If any items did not exist in your memory, select "absent". When an item is incomprehensible, please mark "I don't understand". We

We want to see what your experience was like in this particular case.

In this section, evaluate how much these factors influenced your recalled VOD experience.

not present	Not at all	A little	Moderately	Quite a bit	Extremely	I do unders
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[illegible]

emotions

Visibility of details in dark scenes – the quality of these scenes

Presence of family, friends, or superior/boss/educator

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Not	A			Quite		
not	at	little	Moderately	Quite	Extremely		I do
present	all	little		a bit			unders
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In this section, evaluate how much these factors influenced your recalled VOD experience.

	Nieobecne	Wcale	Trochę	Umiarkowanie	Znacznie	Bardzo	roz
Presence of advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Duration of the video clip/movie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Quality of reproduction of dark/black parts of the video (visible blocks or other artifacts in dark part of video)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
	Nieobecne	Wcale	Trochę	Umiarkowanie	Znacznie	Bardzo	roz
Numbers of crucial details							

In this section, evaluate how much these factors influenced your recalled VOD experience.

Fact that it was or

wasn't a premiere

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
not present not present	Not at all	A little	Moderately	Quite a bit	Extremaly		I don't understand I don't understand

Your familiarity with the content (how many times you've seen it, to what extend do you know what to expect)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Previous experiences (time spent in front of the screen, meaningful events on a particular day, etc.)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Application features (designs, look, easy to use, easy to access)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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In this section, evaluate how much these factors influenced your recalled VOD experience.

	Not at all	A little	Moderately	Quite a bit	Extremely	
not present						I don't inderstand



	not present	Not at all	A little	Moderately	Quite a bit	Extremely	I don't understand
Numbers of crucial details (e.g. occurrence of small important parts, small drawings/ inscriptions, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of colors (naturalness, diversity, contrast)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visibility of details in dark scenes – the quality of these scenes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	not present	Not at all	A little	Moderately	Quite a bit	Extremely	I don't understand
Quality of reproduction of dark/black parts of the video (visible blocks or other artifacts in dark part of video)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emotions evoked by content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	not present	Not at all	A little	Moderately	Quite a bit	Extremely	I don't understand
Occurrence of video artifacts or distortions (visibility of shapes that are odd and unnatural)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In this section, evaluate how much these factors influenced your recalled VOD experience.

	not present	Not at all	A little	Moderately	Quite a bit	Extremely	I don't understand
Presence of advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your familiarity with the content (how many times you've seen it, to what extent do you know what to expect)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your attention (multitasking/other activity, lack of sleep, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	not present not present	at all Not at all	A little A little	Moderately Moderately	Quite a bit Quite a bit	Extremely Extremely	I don't understand I don't understand
Purpose of usage – work, education, entertainment, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your interest in content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

