

Interview questions:

Do you have access to more sports than you have time to watch? Yes

How many hours a week on average do you spend watching sports? 8-10 hours (during basketball and hockey season)

How much more sports would you watch have you had more free time? (x2?, x3?) x2

What types of sports do you follow closely? Hockey and then basketball

Any teams in particular? San Jose Sharks and Golden State Warriors

What other sports do you watch occasionally? Baseball

What is roughly the percent distribution among the types of sports? (e.g. 80% baseball, 10% football, 10% other) 65% Hockey 30% Basketball 5% Baseball

What are your sources for sports content? What channels?

Cable networks (ESPN, BBC, Univision, Azteca) : NBC Sports California via DirecTV

Antenna: Over the air (ABC, CBS, NBC, Fox)

Internet (Amazon Prime, AppleTV, Hulu, MLB.tv)

Cellular (on my phone)

When/how do you watch?

Live TV - mostly or delayed 15-20 minutes

DVR/TiVo

VOD (what sources)

Cell phone

How do you catch up on the games you don't watch?

I watch summaries (e.g. ESPN sports center) - NHL.com or NBA.com