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MEME

NMH

ROLE OF GENRES

Analysis for MEME

29.10.2021

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1
Main results

The place and role of television

There is a kind of outdated image of traditional television among people: people do not find it up-to-date based on perceptions and opinions, they do not feel that tv offers enough quality content. Thus, television seems to be burdened with the “compulsion” of performance and self-realization in the 21st century, with the growing consciousness of some viewers in the field of life management. The function of the former triple as information-entertainment-knowledge is under strong attack: internet is the number one source of knowledge nowadays, while our entertainment is provided by many other platforms, streaming channels, free video sharing, etc. The social nature of television is also disappearing: as the number of content channels has increased and the number of screens that can display them within a household, the common program choice has disappeared, and individual content consumption is now typical even among empty nester couples.

The role and importance of television is thus changing, but it is still an unavoidable platform: 70% enjoy TV every day, and another 30% enjoy it at least once a week. Video sharing platforms have similar weekly access, while every second person accesses video content on SVOD services on a weekly basis.

The question arises, on what basis do people decide between different platforms, what does the choice depend on? When do they choose one or the other?

- In addition to the use of streaming channels, one of the common arguments is its freedom to choose the content. And indeed: while interest in TV shows the classic daily curve, consumption of streaming content is much more even, yet prime time is the highlight here as well. Free video sharing is stronger during the day, although their consumption does not drop much in the evenings.
- We distinguished three options according to mood or receptive status. In terms of platform choice, the differences are not very outstanding: in case of boredom, they are more likely to choose streaming, while in a balanced, receptive state they tend towards the TV. And when they are tired, they repeatedly choose the entertainment opportunities offered by video sharing.
- The currently desired content type can also be a deciding factor: SVOD services move well in a narrower field, with films and series as their main genres. Free video sharing platforms are mostly viewed for documentaries - beyond content that cannot be included in TV genres. The most popular types of content on TV are news, movies, and documentaries.

Genres

Compared to streaming services, not only do more people consume linear TV, but more. Taking into account the previous day's (self-reported) content consumption, respondents spent 43 minutes more time watching linear TV compared to streaming services and 34 minutes more than free online videos. This difference also affects the diversity of content choice, people watch more types of content on TV than on other platforms, definitely.

On TV, the news genre is the most popular, most-followed program type until the evening hours. It plays a significant role especially in the morning and in the evening news. In the evenings, movies and shows dominate the most, while series is popular all day. Interest in documentary is most prevalent in the afternoon and late evening. On weekdays, the content type selection image is more colorful, while on weekends, shows, movies, and sports broadcasts come first.

The commitment to each program or type of program is shown by whether people watch it as planned, or only found it spontaneously while switching channels, or whether watching a given program is a fixed part of their lives on a regular basis.

Regularity is most common in watching series, while consciousness and pre-selection are most noticeable in weekend shows, reality competitions and sports broadcasts. Movies are often watched spontaneously by viewers, and the level of planning is equally low for documentaries, in-depth talkhows and humorous programs.

Television - and video content consumption in general - is basically typical in a balanced, receptive state (60%), but there is also fatigue (25%) or boredom (15%). When people are tired, they tend to turn to lifestyle shows or weekly series and movies, while political and public analysis and sitcoms are chosen in boredom.

Planning and state of mind are not independent from each other: when viewers are bored or tired, they often end up with spontaneously chosen content, while a pre-planned program is more characteristic of a balanced state.

The main motivations of program selection

Based on the results, television is built around the triad of **escapism - light entertainment - orientation**, which is well illustrated by the most frequently mentioned motivations:

- „ I like to leave all the stress of the day behind and turn off my brain”: the most basic and most common need in connection with television is escapism: the situation is typical of the period after work, putting down daily burdens, feeling calm, turning off the brain, “thinking about nothing”. Its part is routine, regularity, it is a very individual need. Many types of genres, shows and programs can satisfy this type of need, most often those who want to escape from reality, they choose movies and series.
- „I like to watch programs that doesn’t require much concentration but still maintains attention”: **Light entertainment** is actually a form of escape but less the feeling of calm, more the desire for cheerful moments. Easier talk shows, some series (clearly typical of the current Hungarian series offers) and weekend shows are best suited to this need.
- „ I want to be up-to-date and informed about what is happening in the world, in our country, around me”: although more people use the Internet for information than television now, it has not completely lost its function. The news is the most suitable genre to meet this need besides political and public analysis. Of course, viewers are not only receptive to the daily news, they also rely on scientific and educational programs to learn, and often on magazine shows in connection with everyday activities.

Other motivations of program selection

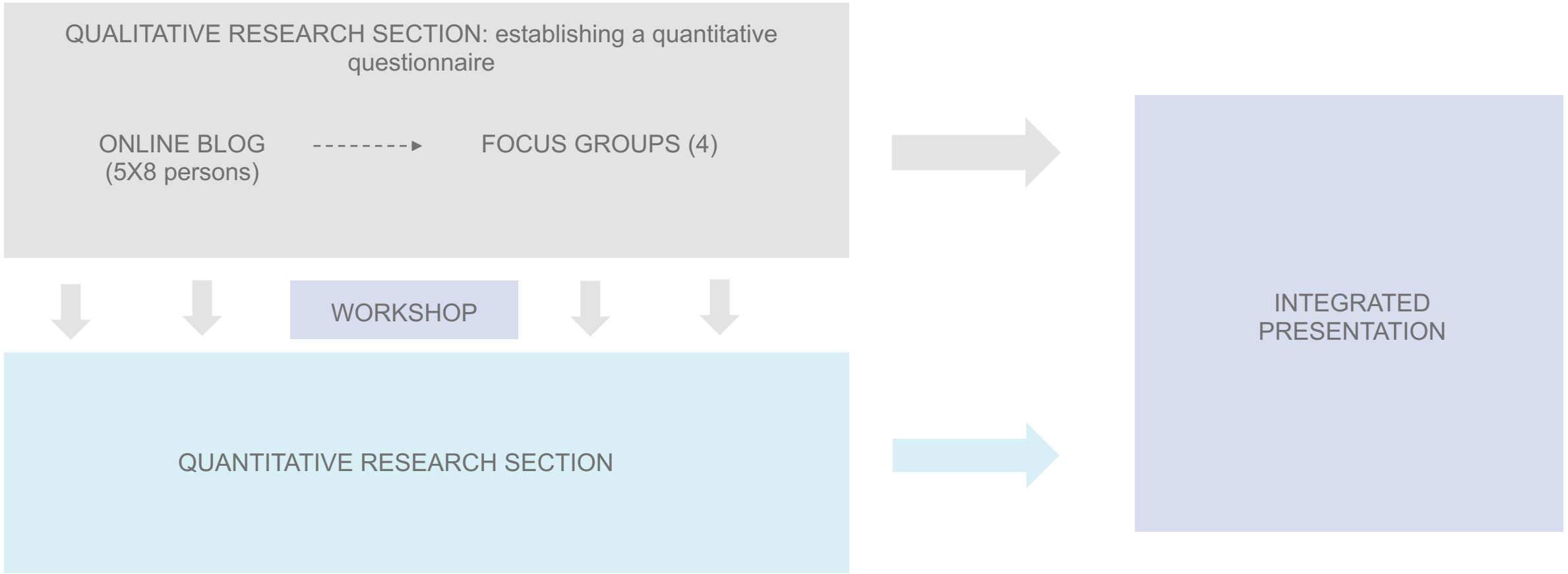
Reinforcement of **status** is a need that is much more difficult to characterize and articulate compared to the previous ones. At the same time, from the point of view of the general perception of television, it is extremely important to examine which programs and programs types are able to raise the quality perception and reduce “embarassing” by making viewers' consumption of a given content a kind of identity issue. This need is mostly served by documentary, in-depth talkshows and quiz shows. However, do not forget to support the need from the other side - I'm not like that, I'm not here - , to which some reality competitions may give the best answer.

Although television is becoming an increasingly individual activity, it is still able to reflect on the need to **belong** and connect to a **community**. However, the connection is often made to those on TV, through their favorite, regularly watched programs (e.g., daily series, talk shows). And the connection to their own environment is experienced through the topics provided by the programs, by using analytical programs or in-depth talkshows. The classic “family watching TV together” phenomenon is not a completely unknown, but at the same time it is not the basis for the selection of programs in large weekend shows, rather the series brings family members together.

On the whole, few genres can provide a solution to the desire for **excitement**, especially movies, series and quizzes (for example, reality-based competitions are less so). However, these types of programs are a very important part of the selection and go hand in hand with the desire to break away from reality. „Breaking away from reality” (this is a variety of escapism again) along with the excitement can bring the aforementioned genres.

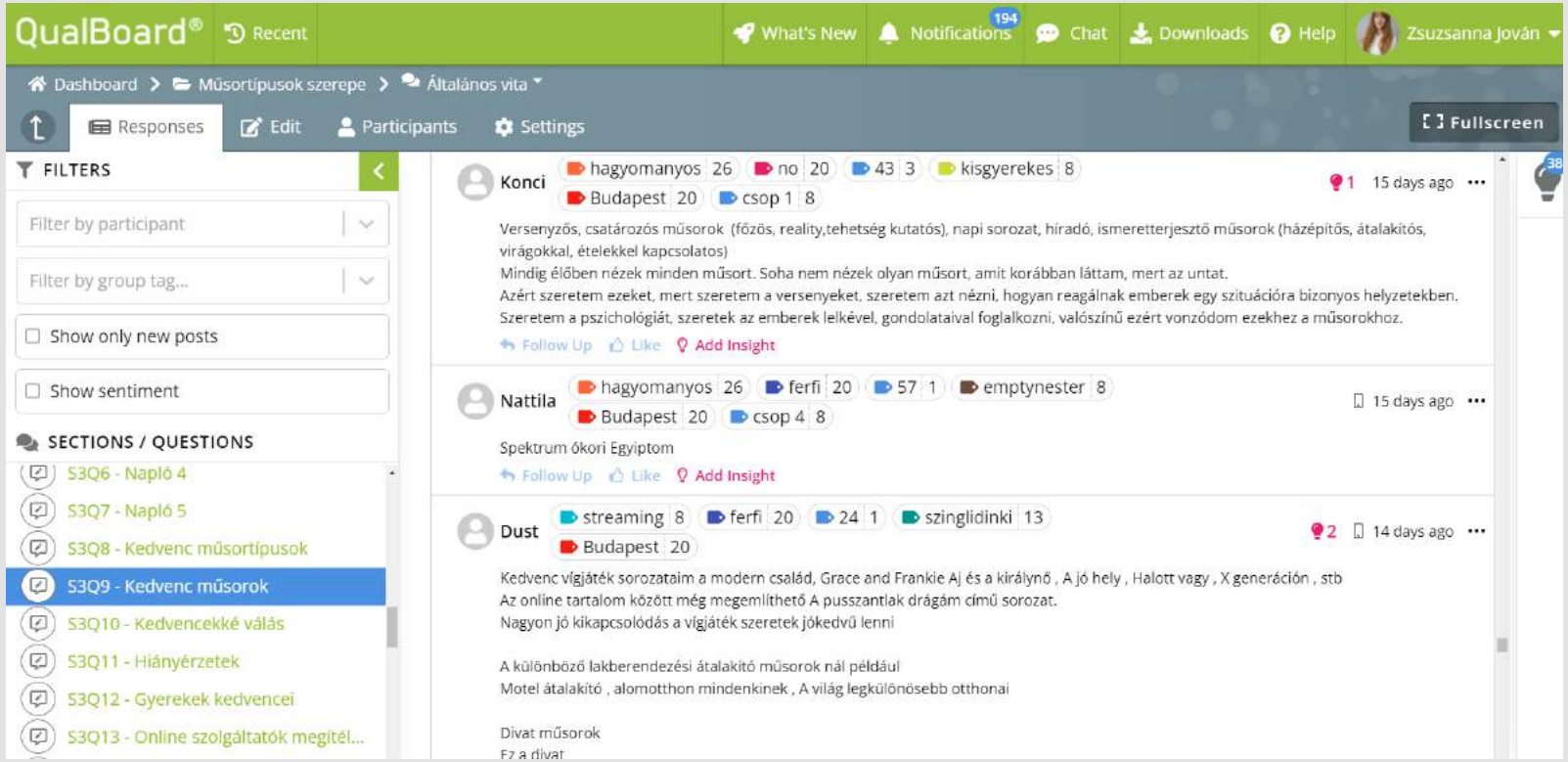
2
Research background and methodology

Research flow



Online blog

- https://qb4.qualboard.com/
- 3 days online blogging (10-12.09.2021), 40 participants
- Exploring general TV habits and program selection preferences besides online diary of programs watched during the 3 days
- Establishing the focus groups, refining the list of viewer needs

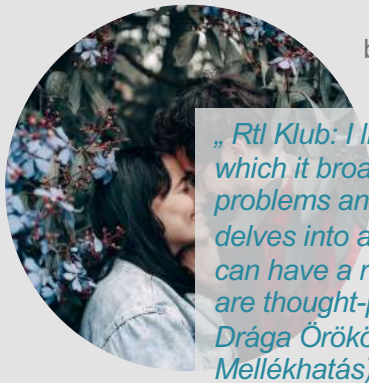


Focusgroups

- Organized from who participated in blogging (except: streamers)
- 4 focus groups
- Between 20-23.09.2021
- 120 minutes/ groups
- Clarifying and deepening what we have learned from the blog
- Purpose:
  - Thorough exploration and understanding of the system of viewer motivations based on the needs expressed in the blog, collectig and unfolding the needs and the genres that satisfy them
  - Exploring segment-specific characteristics
  - Establishment of the quantitative questionnaire

25-45 years old with small children (max. 9 years old child)

„We love watching movies together as a family, we also try to introduce the old classics to the children, what is good for them, it is also good to nostalgia. We also like the more exciting crime shows and the funnier shows." – woman with small children



Singles or childless couples between the ages of 20 and 50

„ Rtl Klub: I like the Hungarian series, which it broadcasts, presents today's problems and situations in a funny way or delves into a completely serious topic, you can have a relaxation or even these series are thought-provoking. (Mi kis falunk, Drága Örökösök, Apatigris, Bátrak földje, Mellékhatás)." – single

30-59 years old with bigger children (10-18 years old children)

„Typically, we watch TV for relaxation and mostly on weekdays in the late afternoon and evening, and on weekends in the morning. I love car and cooking, documentaries, and simply relaxing series and movies. My son is still there for youth shows for his age, and he even watches nature movies, animal documentaries and even tales.." – man with bigger child, 43, Bp

45-65 years old, empty nester

„I am a contemplative, philosophical, profound type of person, looking for the meaning of life the older I get. I am looking for a solution to my problems, I am looking for the good, I want to be an artist of living, I want to live more calmly. What contributes to this can come. Sometimes it's humor because it saves you from the stress of the day, but other times it's driven by the opportunity for improvement." – Empty nester, woman, 52

Aim and methodology of the quantitative phase

Aim

The main aim of the quantitative phase was to clarify and quantify the characteristics discovered during the qualitative phase. During the research, we have examined the following topics:

- General, content consumption habits on different platforms
- Day after recall method
  - Time spent consuming media
  - Platforms used for video content consumption, typical time slots
  - Consumption of program types and genres on different platforms
  - Planned consumption of programs
  - Receptive status during consumption of programs
  - Needs, motivations during program selection

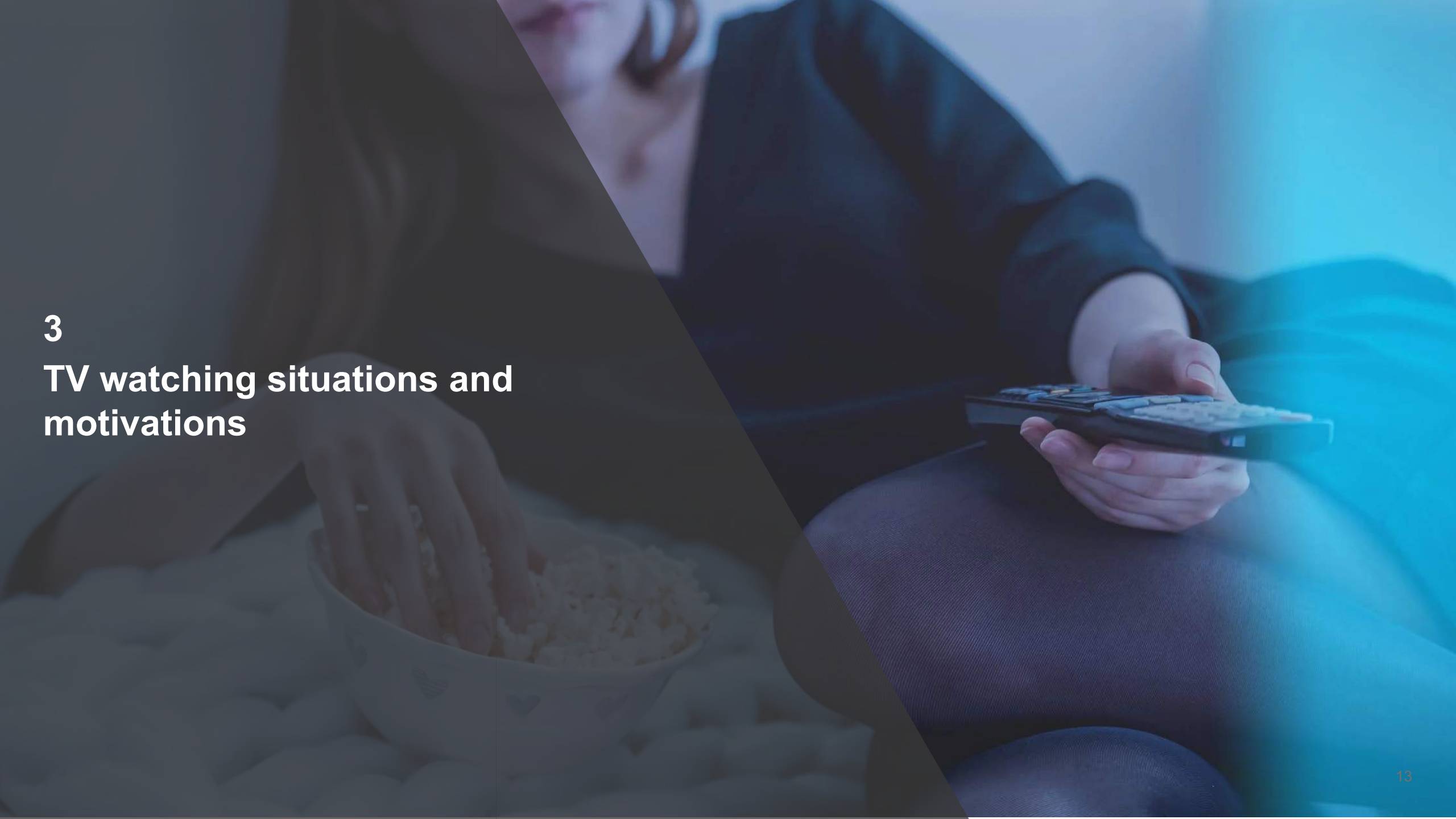
Based on the qualitative results and the workshop, the final list of genres and motivation was developed, that was the basis of the questionnaire

Methodology

Method of data collection: Online, CAWI research method

Target group: Hungarian Internet users aged 16-64

Sample size: 1006 persons



3
TV watching situations and motivations

Perception and role of television as a category in the lives of viewers

Impaired status of traditional television can be detected, especially among younger and higher educated viewers– SVOD services can compensate this.

A perception of traditional TV viewing: a bit „embarrassing”

TV is **just one of the program options**

- After Covid, at easier summer season, watching TV was not a priority, even if the finally were together (e.g. on weekends)

- Television (excluding the elderly) is no longer the number one source of information → Internet has taken over this role, not only in terms of up-to-dateness but also in the quantity and quality of information available, the relevance of television is declining
- In addition to its relevance, **the quality perception of traditional television is also declining**
  - "Trash" content linked to commercial channels ("no value", e.g. tabloid and celebrity shows) → especially among the elderly, who are still waiting for the “educational” role of TV
  - Decreasing standards at the level of genres (e.g. quality of humor)→ perceptions of SVOD content were rated much higher than this
- Television has a kind of **outdated image**: In the XXI. century up-to-date and quality content are not enough, there is “compulsion” of performance and self-realization, the growing awareness of some viewers in the field of life management: time spent in front of the TV is a waste of time, “couch potato” atmosphere.

„I've already given up on being "built" on TV, because it's mostly „builds down" ... that's why I prefer background TV.” – Streamer, parent with bigger shild

„I think what I choose is much better than what the TV broadcasts. This is how I can find much higher quality, more interesting documentaries, movies and entertainment shows. Watching TV is a very outdated thing” – Streamer

„We watch TV on a daily basis, mostly in the afternoon and evening. Unfortunately, we live in block of flats, which is why it is one of the main entertainments that turns me off and the kid loves it too.” – Viewer with small child

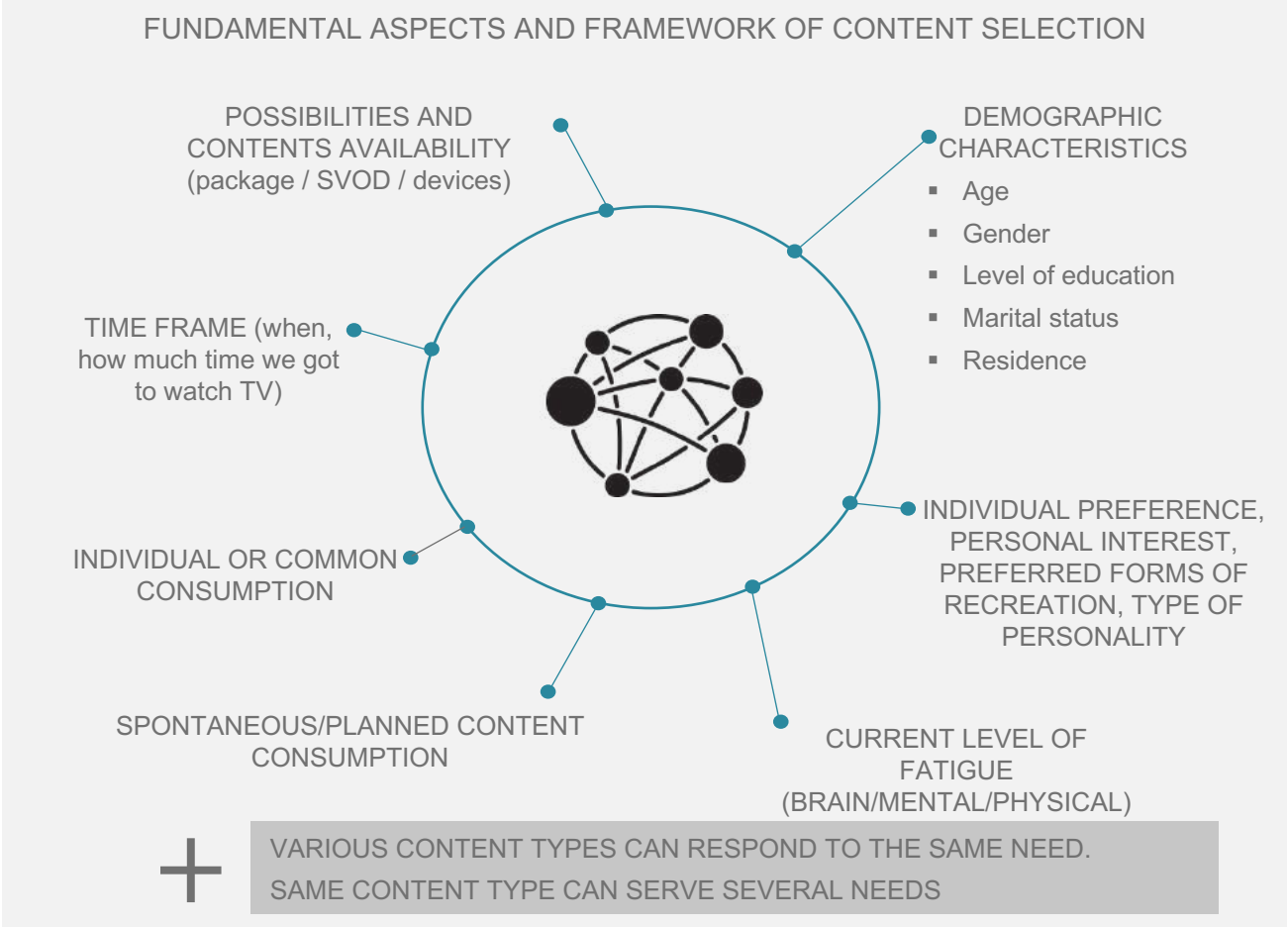
- **SVOD consumption motivations for program types do not differ** from traditional program selection preferences
- **Impact of other online genres**, e.g. Youtube vlog, Instagram, TikTok → tv has lost the teenagers
- **Dominance of individual content consumption**– even for empty nester couples! Concurrent use of devices developed under Covid (home office, home schooling, teaching elderly)
- **Awareness of some viewers increases, meta-level (greater relevance of analysis and recommendations, need for conversation with producers)**
- "Confusion" of the concept of **reality/authenticity**
  - Authenticity issue, in terms of TV/channels/info, “fake news” and politics
  - „Close to reality” as a phrase - what does it mean?
  - However, it is a key value, an important keyword

„Of course, I constantly suspect which scene is staged and which is real, but apart from that we follow the events.” – viewer with bigger child about Sztárban sztár

Framework of content selection

The term “motivations to watch TV” deserves a more thorough understanding in order to frame the various needs and motivations.

- Why is anyone watching TV? And why TV? **(category level)**
  - Traditional benefits (because it is cheap/at hand/ convenient/does not require a lot of energy or financial investment)
- How do people choose a channel, a show? **(program type, genre level)**
  - The classic answers (“I get bored, I want to have fun, I relax, I want to get informed”) care about the category, they don’t support a deeper understanding of the viewer’s needs.
  - At the same time, they tell us that one of the main functions of television is to relax, “turn off” from everyday life.
- The motivations for choosing a program are embedded in a broader framework and depend on the complex system of many aspects, who chooses which program in the end.



Available options, contents

Basic aspects and frameworks of content selection

Majority of traditional TV viewers choose large/family package. Contents that influences package selection (e.g., those beyond the “base” who are willing to pay for the larger package):

- Sports channels (due to specific events, broadcasts)
- Children's channels
- Documentary
- (Package) prices are also influenced by the "coverage" of a given region, in a double sense:
- In rural areas, viewers experience more limited selection of service providers and are strongly connected to the internet service provider
- SVOD: in some regions it is not worth due to weak internet

Online television (TV2 / RTL Most, etc.) is a cost-effective way to make up for missed broadcasts.

„We have a family package, I would have liked the commercial to be included besides the public service shows and the family is a big football fan, so it was very important that the Digi and Spiler channels be included because of the Spanish, Italian and English leagues besides Eurosport..” – empty nester (traditional+ SVOD too)

„Unfortunately, what we would have insisted on because of the kids (NickJr) is not available here in this town... We watch Youtube, e.g. tales for children. I’m going to find out about Netflix right now if it’s worth to us.” – viewer with small child

„We are increasingly using streaming service providers, but this comes periodically, if we find a series, we watch it immediately and then we don't use it for a week..” – single

„Nowadays, I start a series on TV and I like it so much that I can’t wait for it to be shown on TV, so I watch the whole season online. ” – streamer

Some traditional TV viewers are content with one SVOD provider, they have “not enough time” for two and feel “unnecessary” with so many channels.

- On the other hand, others "maximalize" their possibilities, mostly through family cooperation → mainly casual or binge viewing of movies, series, and documentaries, the "recommended" function is also popular.
- **Youtube is primarily intended for the consumption of children's content** (small children → fairy tale, young adult→ vlogs, influencers), and secondarily for the consumption of information corresponding to personal interests, besides music.
- SVOD reverses the price perception of services in such a way that **several users can be assigned at the same time**, so the costs are shared in a significant proportion of cases.

Consumers of only online content subscribe approx. to 2 services (Netflix and HBO GO) but are concerned about the emergence of similar brands and their additional cost.

„I didn't have a TV subscription, not even now. My girlfriend and I are consuming HBO GO, Netflix, YouTube and pirate content” – streamer

Demographic aspects (qualitative snapshot)

Fundamental aspects and framework of content selection

AGE

Beyond the basic program selection preferences (tale VS nostalgia), it is typical for elders to…

… **the image of the TV category is still better**, more accepted: a relevant form of recreation, they like to watch TV

… **they also started consuming content individually**

… **they have no time to watch TV on the weekends**

… **they watch movies in sync**

„We have another media box so that my husband and I wouldn't have to watch the same show, we do not have the same interests.. ” – empty nester

GENDER

For men, sport and humor are more important, while for ladies, “lighter content” does not mean humor, but lifestyle shows.

Watching TV together is mainly used for popular shows, series, sports events and documentary/educational genre features - romantic or action movies fall less into this field.

The question “who has the remote control” is becoming outdated due to individual content consumption.

„Humor is very important to me, I'm mostly looking for shows like this on TV, but as I get older, the nostalgic mood sometimes takes over..” – father with bigger child

EDUCATION

- Those with higher level of education are more likely to feel that television is outdated.
- **Their self-image is important** to them, it is confirmed by their program selection preferences (news, political and public analysis and documentary)
- Those with a lower level of education say “I like to watch TV” much more boldly.

MARITAL STATUS

- **„Family televison” is not a top priority** in families with small children, in case of bigger children it is unaccomplishable, approx. over the age of 12, childrengo back to their room, rarely joining their parents in watching TV.
- For singles, TV (also a kind of companion) is very important, while dinks are characterized by ritual common content consumption (e.g. SVOD in the evening, watching series together).
- Time spent on television in still active empty nesters has not increased: they are busy, with spending time with grandchildren.

„I try to spend as much and useful time with my children as possible. Playing, bike, badminton, playing games.” – viewer with small child

„Who lives alone does not want to cry. We get the best out of our lives, and so do with TV.” - Single

RESIDENCE

- In rural areas, the availability of content (TV packages/net to SVOD) seems to be more limited.
- The schedule of those living in a house with a garden- especially at summer - adapts to the rhythm of the garden, at the expense of the TV.

“If you have a garden, it’s like you have a child, you can't leave it there.” – Empty nester

Current fatigue level (highly dependent on individual schedule)

Fundamental aspects and framework of content selection

- Television is basically about recreation - and most of it is about relaxation: it is more passive recreation, even if you use your mind.
- **The emotional state of the viewer has a decisive influence** on the selection of program (how much he/she can pay attention) **and what he or she wants, how he or she would change it.**
- The following patterns are the most typical:

*„ I think if someone has already decided to subscribe to one or more streaming services, the most important thing is to get a **show that suits their current mood**..” – streamer*

„ In the rush of everyday life, it’s good to stare at the TV as a recreation.” – viewer with bigger child

„We watch documentaries at weekends.” – kviewer with small child

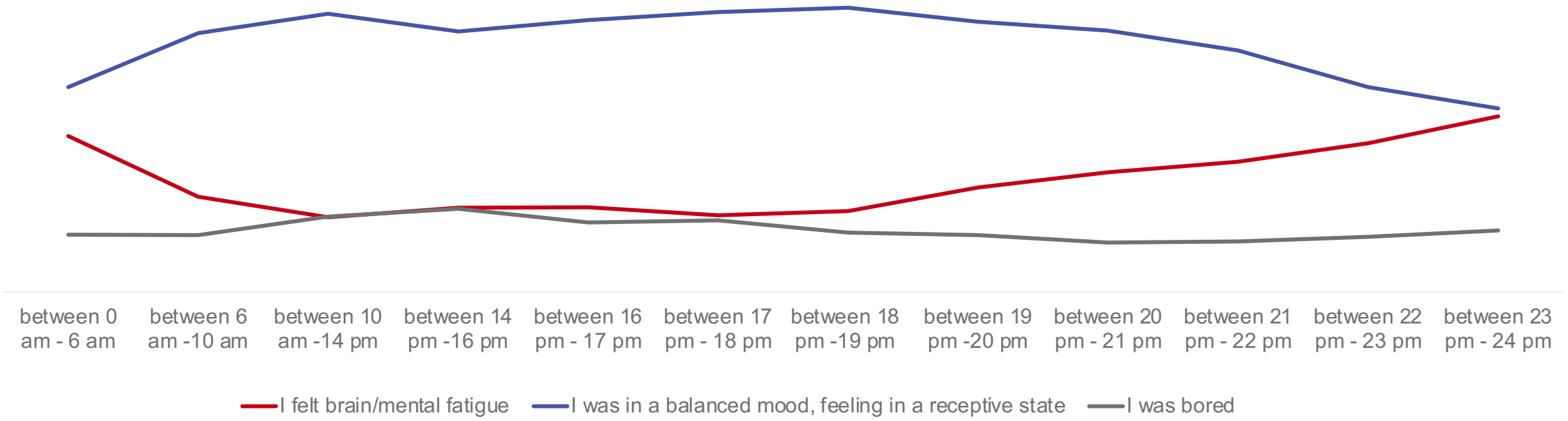
*„**People feel what they need,** they are not planning it.” – Empty nester*

	INITIAL STATUS		GOAL		PREFERRED GENRES, CONTENTS
☹	Brain/mental fatigue, all day stress	⇒	Turning off the brain, escapism, increasing comfort	⇒	Changeable: mainly lighter, shorter, shows with less mindfulness, but full concentration is also an escaping possibility. „Recharging” means zero, a basic state, resting.
🙂	Balanced atmosphere, receptive status	⇒	“Get” something (content, value) in exchange for attention	⇒	**There is a need for documentaries**, “charging” means there an increase in the basic state, a recreation that **gives something (to our soul, our brain).**
😐	Boredom	⇒	Stimulation status	⇒	**Exciting content (specific genres, such as crime, but also competition-based programs)**→ frontal television
		⇒	„Connecting”	⇒	**Lighter** genres that provide company/noise (background TV) and routine content (pl. telenovela)

Activity, fatigue among consumers of video content

Who consumes video content at specific time slot

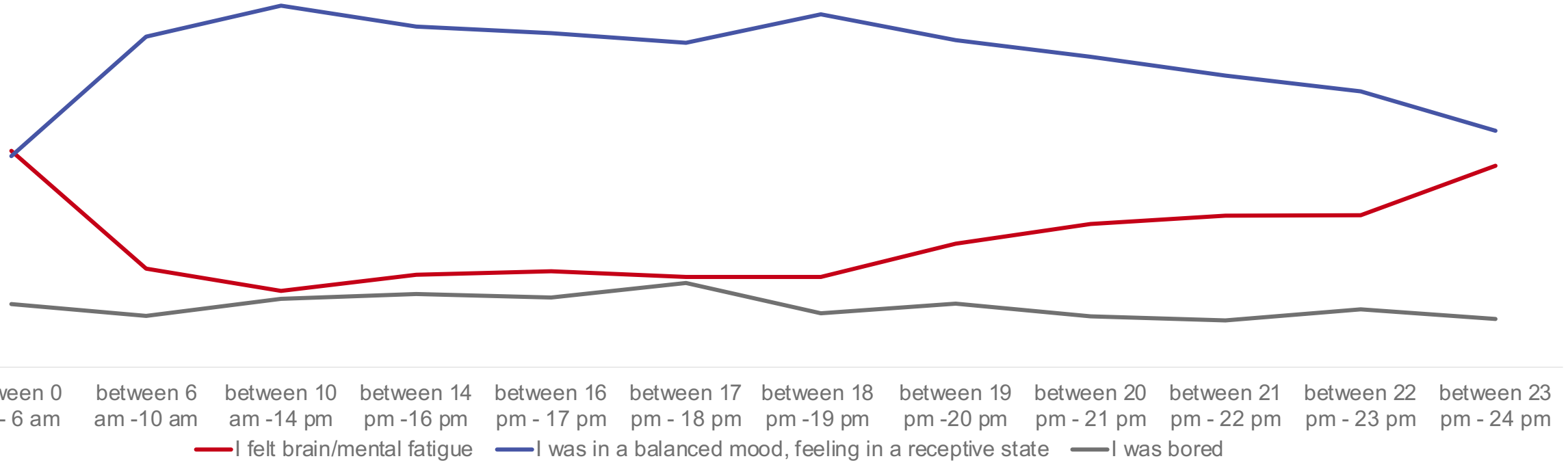
Content consumption due to boredom is not significant among video consumers, its proportion increases mostly in the morning, early afternoon times. Fatigue is more common in the morning and starts to increase again in the early evening. In general, however, the consumption of video content finds viewers in a balanced, receptive state.
There is no decisive difference in the choice of platform either in the field, but rather small discreapancies: in case of boredom, they are more likely to turn to streaming, while in a balanced, receptive state the viewers are more likely to turn to TV. And when they are tired, they repeatedly choose the options offered by video sharing.



n= consumers of video content in a given interval

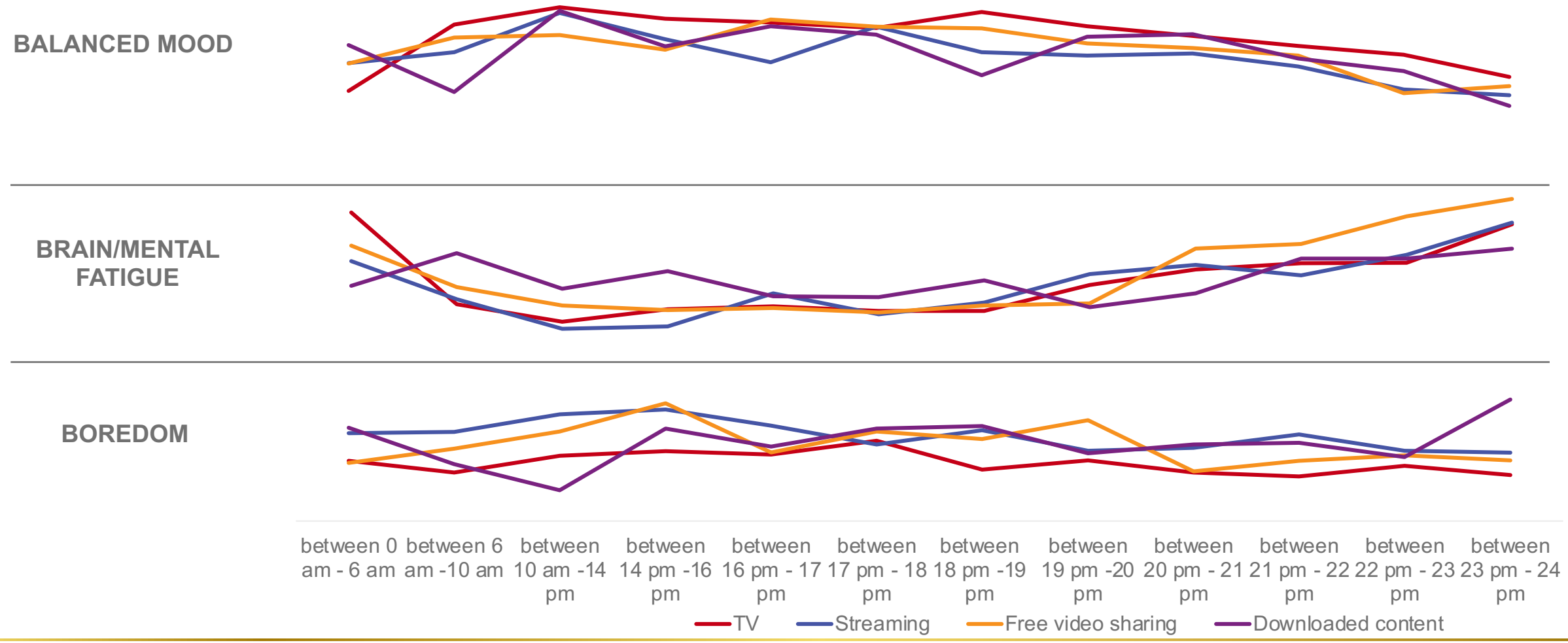
Activity, fatigue among TV viewers

Who consumes TV content at specific time slot



Activity, fatigue on different platforms among consumers of video content

Who consumes video content at specific time slot



n=*consumers of a specific type of video content in a given interval*

Spontaneous/routine/planned content consumption

Fundamental aspects and framework of content selection

They like to watch TV, feel less about the category-related impairment.

Spontaneous:

„I want to watch something!”

- I'm bored (in many cases the answer is internet/gaming in young people)
- I feel alone
- I want something in the background → dominant trend, constant “multitasking” mode and need for a diverse environment
- I have some time to sit down and watch TV

Characteristics

- There is no specific goal/program to watch
- Time spent in front of a high screen, background TV is also typical

Typical need - many kinds: **stimulation/escapism/connection**

„ Sometimes when the apartment is a bit quiet, I turn on the TV to make some noise, so I don’t feel alone.” – single

„ News in the evenings, then we don't have a specific plan, we're switching channels and we'll watch what we like.” – dink

Routine:

„My show is coming!”

- This is part of the habit/daily routine, "this is how I use to relax„

Characteristics:

- It often gives the rhythm of the day
- Strong loyalty to the show/people
- Typical time spent in front of a high screen
- Not only based on a program, but also a routine that corresponds to the daily rhythm, e.g. „I sit down in front of the TV after work (ritual)”
- A genre that does not exist in SVOD - however, the daily routine can also be observed there, e.g. watching 1-2 parts of the series before sleeping

Typical need: **Security, stability, simplicity**

- **Connection, “familiar” faces**

Of course, there is a routine, Sunday night shows are a must-see. Atv and Rtl Klub Híradó and Napló, which I watch regularly.” – viewer with small child

Planned:

„Now I want to watch this/something like that!”

- Watching a specific show, broadcast, channel

Characteristics:

- More conscious, selective television and program selection e.g. based on criticisms and recommendations
- Typically a more quality-oriented viewer segment → they feel the category is impaired, more are oriented towards SVOD
- They spend less time in front of TV per day/week (traditional way), so they are less likely to encounter spontaneous programs

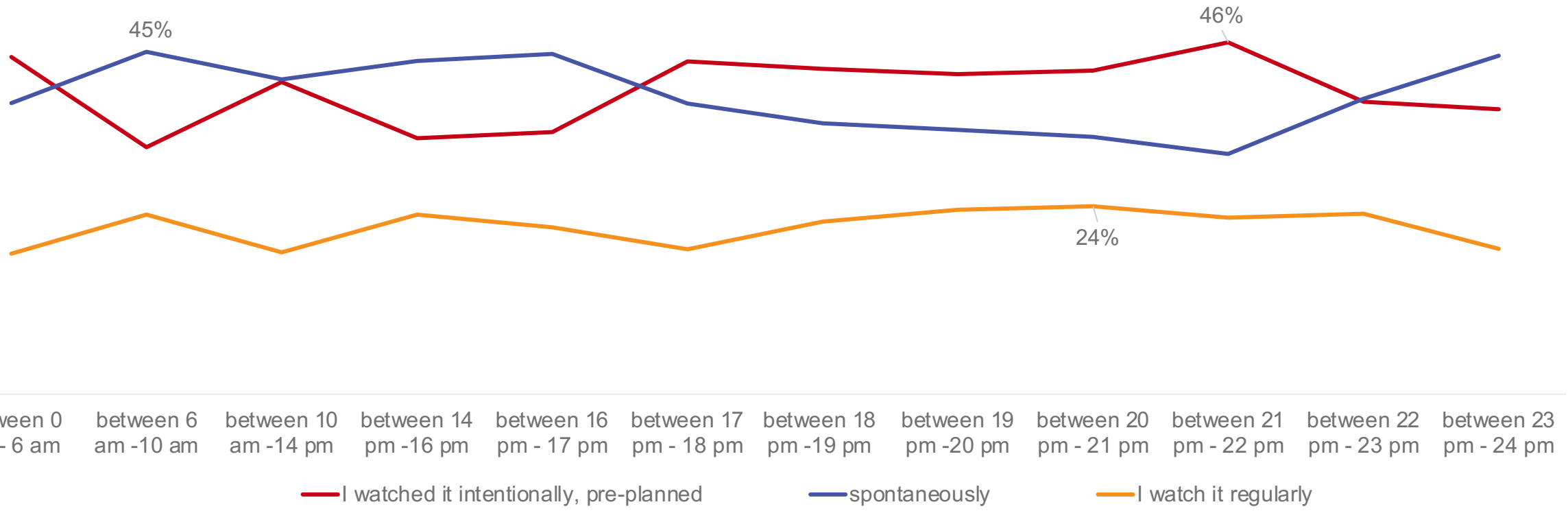
Jellemző igény: **"receiving" value / content**

„ I’m not addicted to TV, and I don’t have too much free time either, so I usually plan ahead to see what shows I want to watch that day..” – viewer with bigger child

Planning in different time slot

Who consumes TV content at specific time slot

Spontaneous program selection is more typical in the first half of the day, after 5 pm the planning is more dominant. The proportion of programs watched regularly is around 20% in each time slot.



4
Content consumption on different platforms

Content consumption on different platforms

TV is still the most popular, but other platforms are also becoming more important in people's lives. The daily curve of content consumption on streaming or free video shares is different, much more evenly distributed than on TV - of course, this is also due to the freedom to choose the content.

CONTENT SELECTION, GENRES

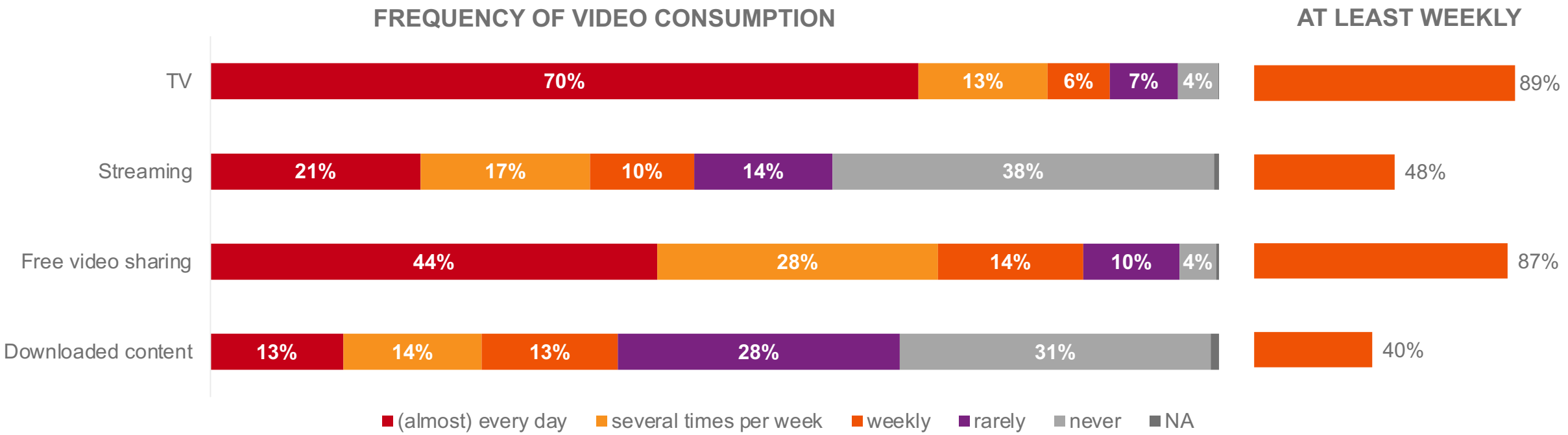
Although respondents indicated the types of content they watched the previous day, the results also reflect on the consumption of general content types, but at the same time gives a good picture of the typical trends.

During the selection of genre, the dominance of the TV is embodied in the *ranking* as well: the news consumed on TV, the newscast, the weather-forecast are the most watched types. In addition to news, movies and educational programs are the most popular content. The former is the pulling genre of streaming channels, while the latter is the pulling genre of free video sharing.

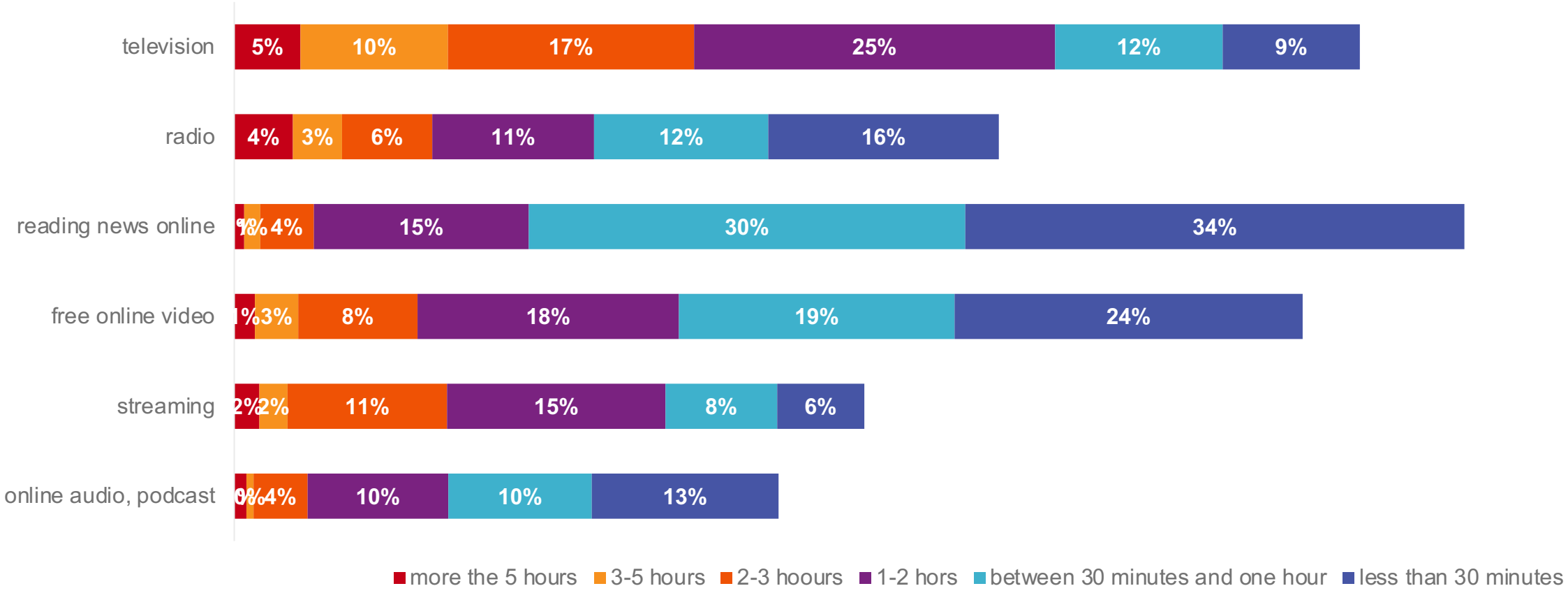
For most types of programs, the everyday life is considered to be more frequent, meaning that more people choose a genre, while the typical weekend genres are shows, movies and sports broadcasts.

Video content consumption characteristics - frequency

Nine out of ten 16-64 years old still watches TV at least weekly, but the popularity of free video sharing rivals with TV. Paid streaming content also offers a form of entertainment in many households - every second respondent chooses streaming content at least weekly.

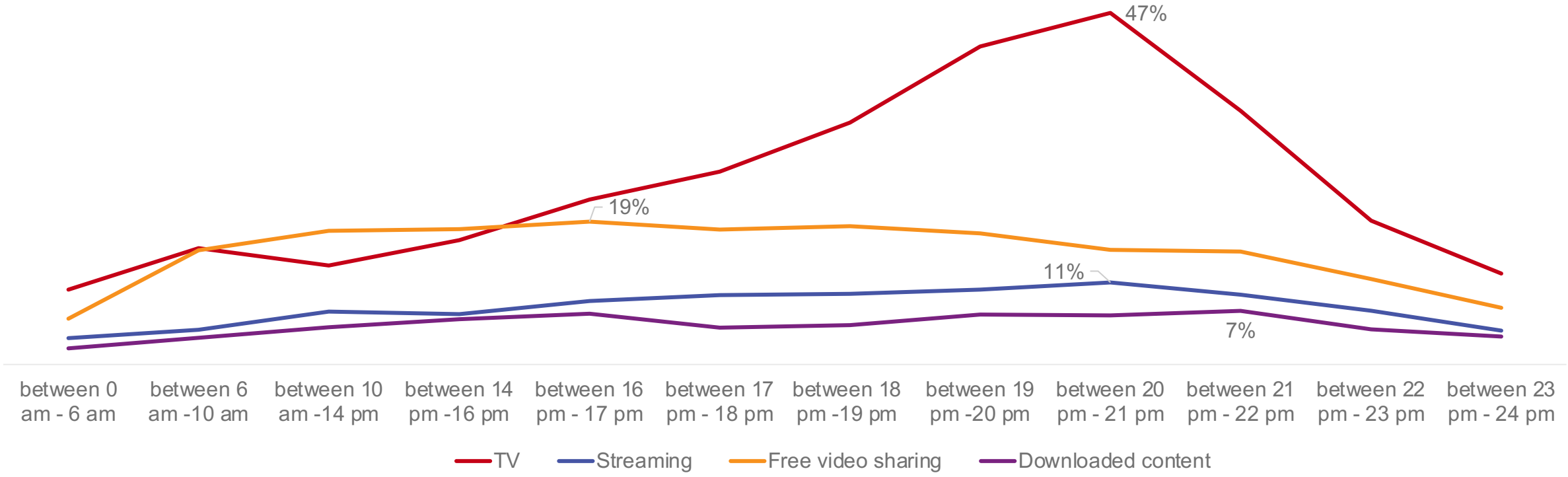


Yesterday's media consumption



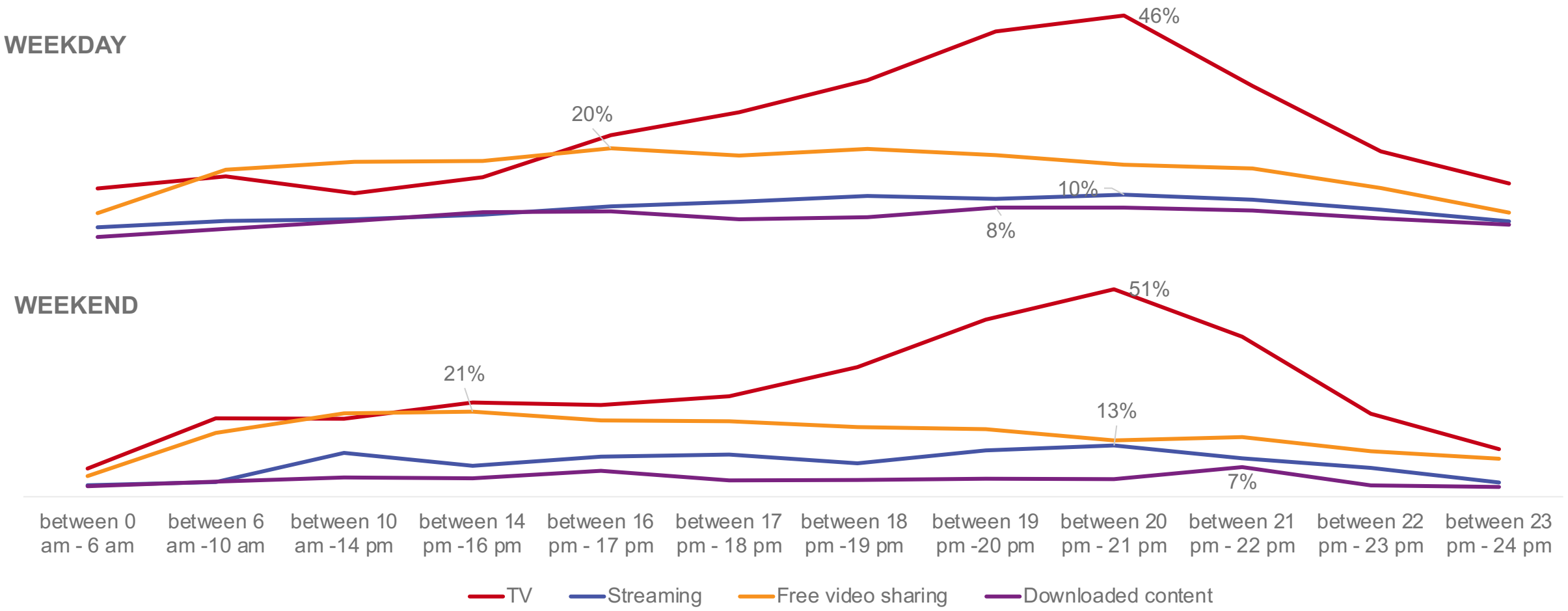
Video content consumption features - typical time slot

Interest in the TV show shows the classic daily curve: after a not-so-strong morning start, it drops slightly in the morning and then gradually increases the number of TV viewers until the middle of prime time, from 8 pm to 9 pm. On weekends, of course, daily TV is more balanced and reaches fundamentally higher levels during prime time. Consumption of streaming content is much more even, but prime time is the focus here as well. Free video sharing is stronger during the day, though it doesn't fall back much in the evenings on weekends.



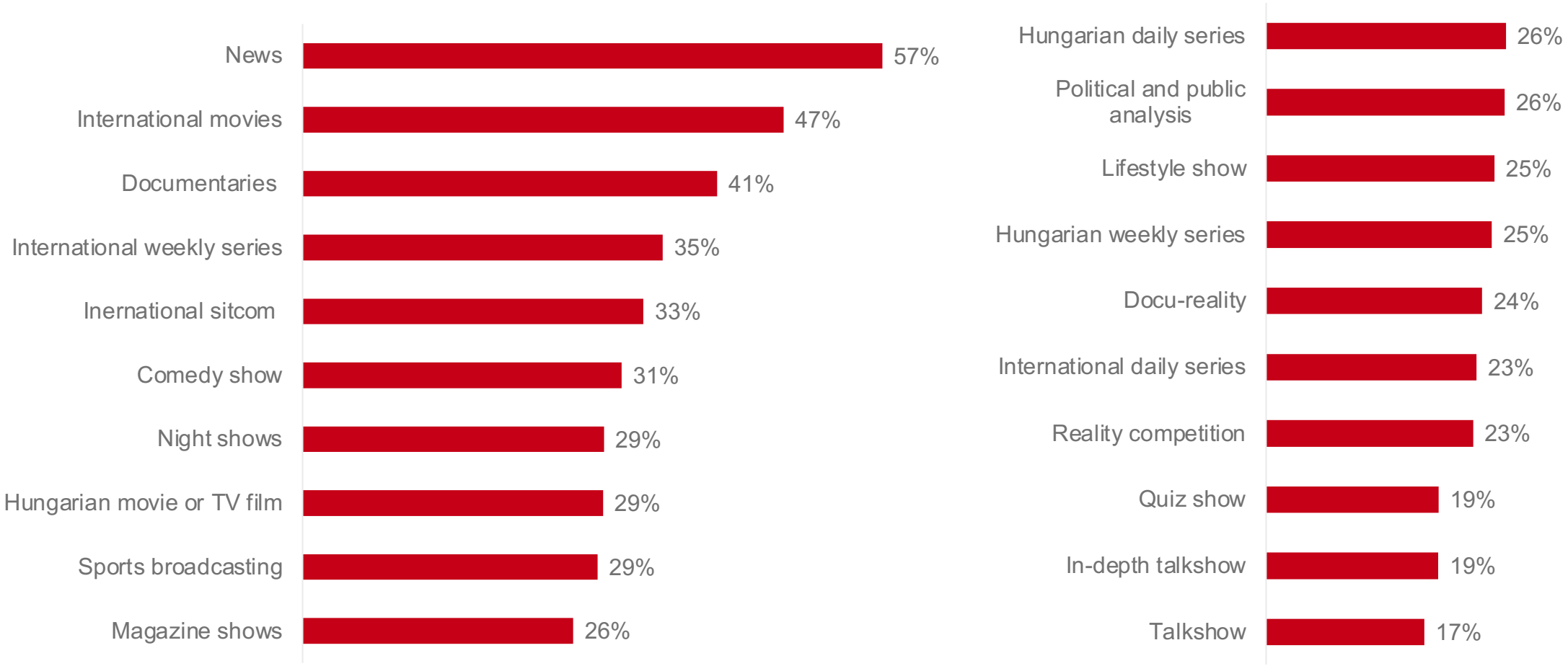
n=1006, entire sample

Video content consumption features - typical time slot



Most popular genres platform independently

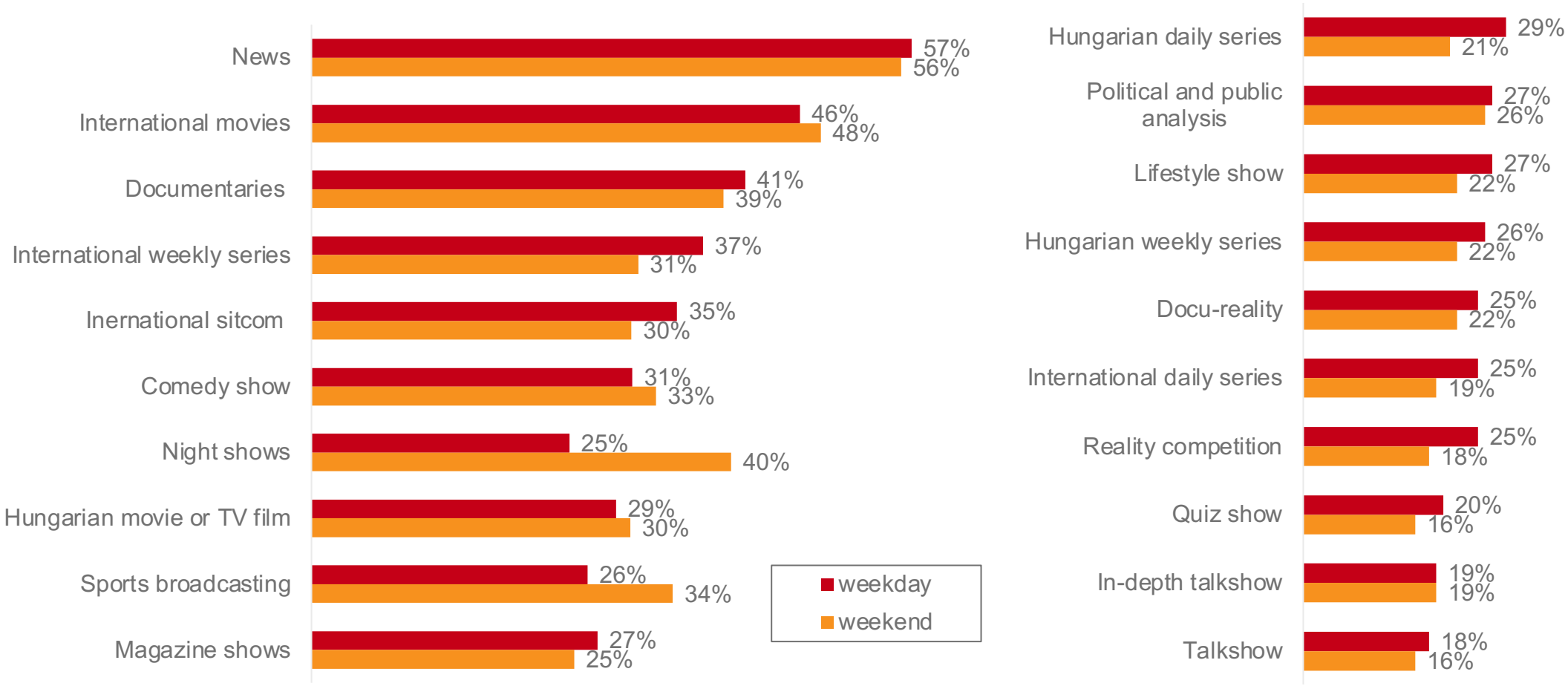
Genres watched previous day



n=entire sample

Most popular genres platform independently– weekday/weekend

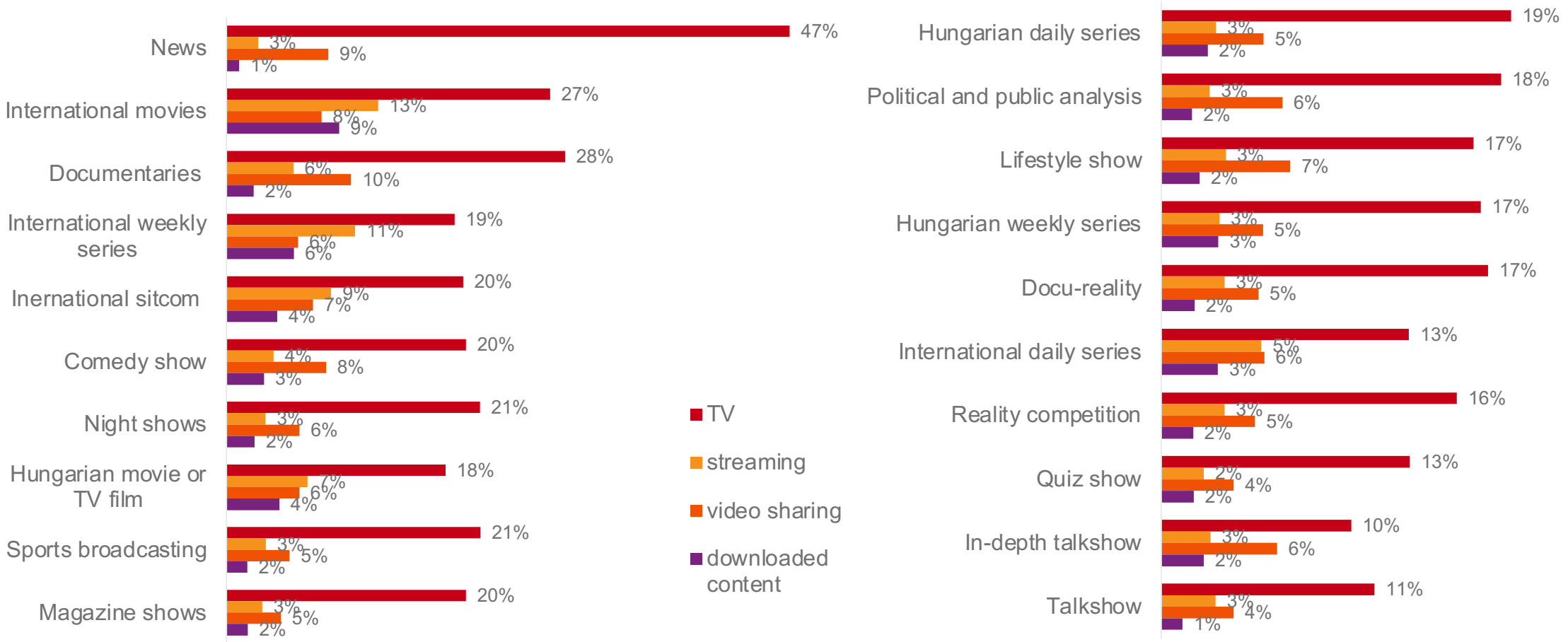
Genres watched previous day



n=entire sample

Views of genres on different platforms

Genres watched previous day



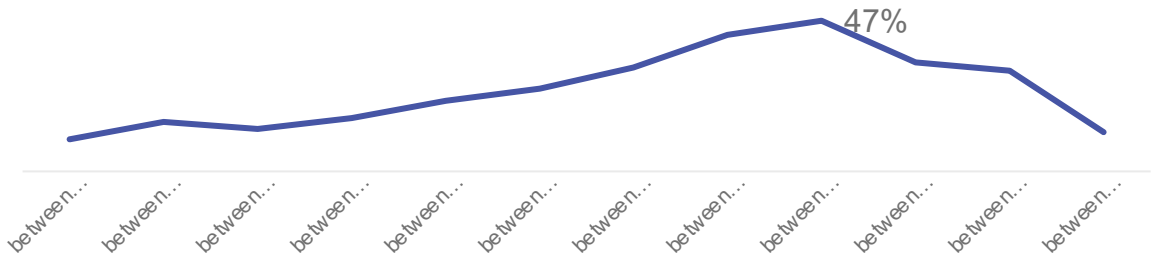
n=entire sample

TV vs. Streaming

TV

WEEKLY VIEWS:
89%

TV remains the most watched video content platform. There is a strong fluctuation in its daily view nowadays. Its main pulling genres are news and documentaries.

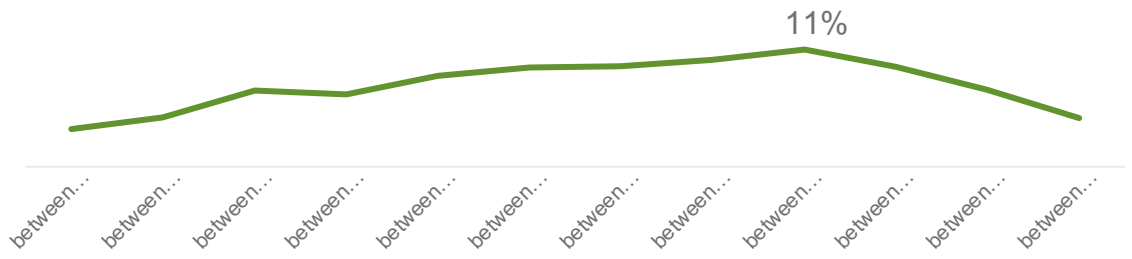


TOP5 GENRES

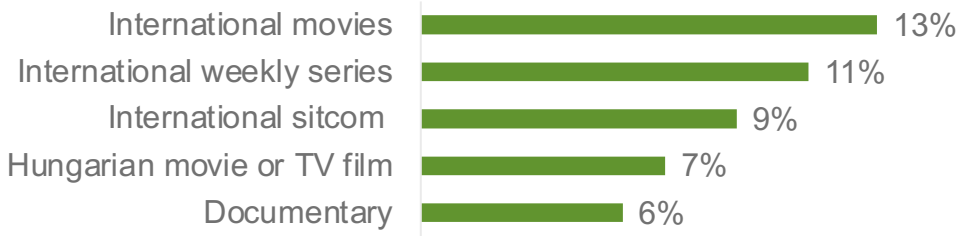
STREAMING

WEEKLY VIEWS:
48%

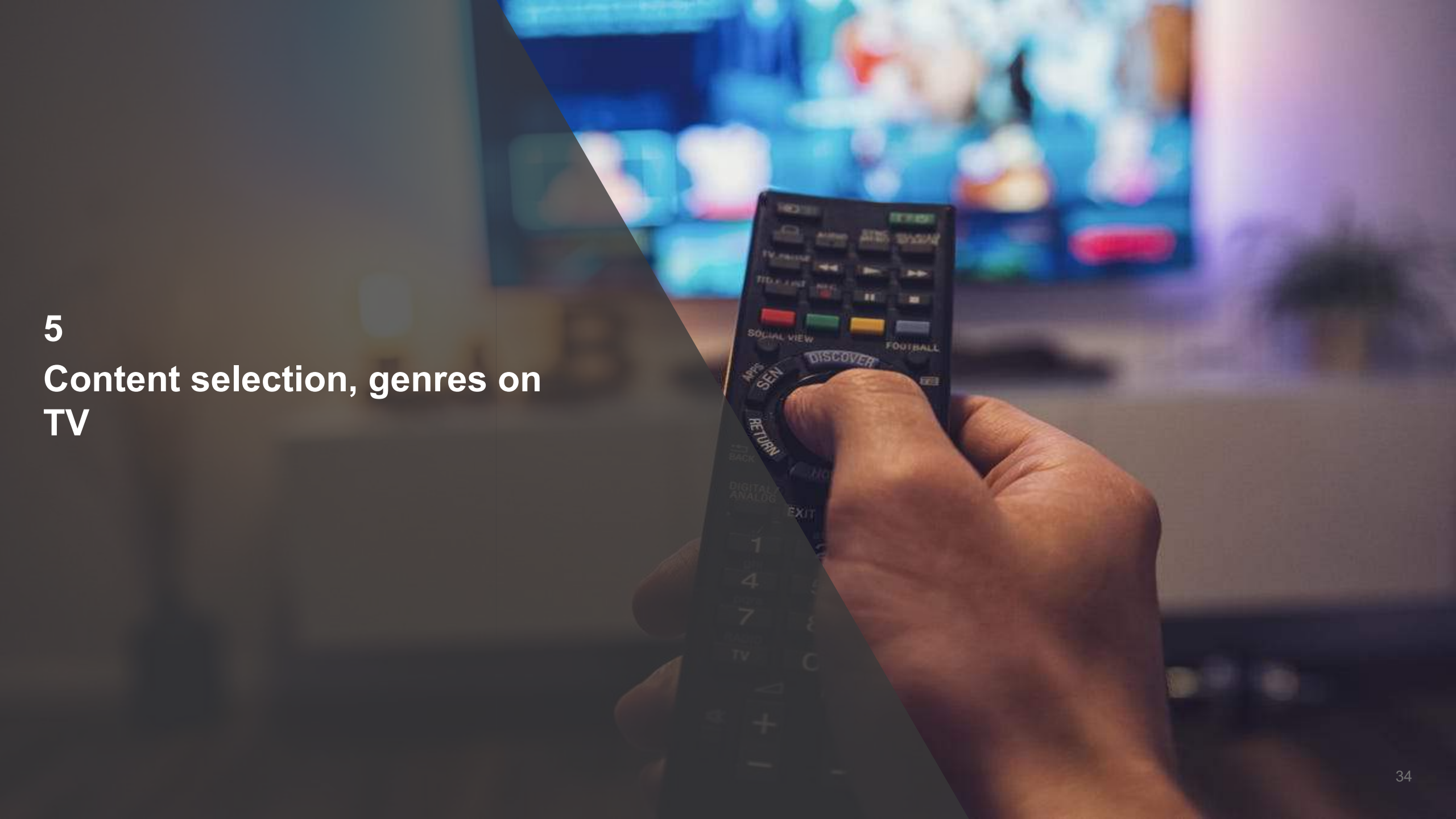
Streaming is commonplace already in every second Internet user, although they consume far less video content on daily basis than they do on TV. Its daily consumption cycle is more balanced, but the significance of classic prime time can also be observed. Pulling genres are movies and series.



TOP5 GENRES

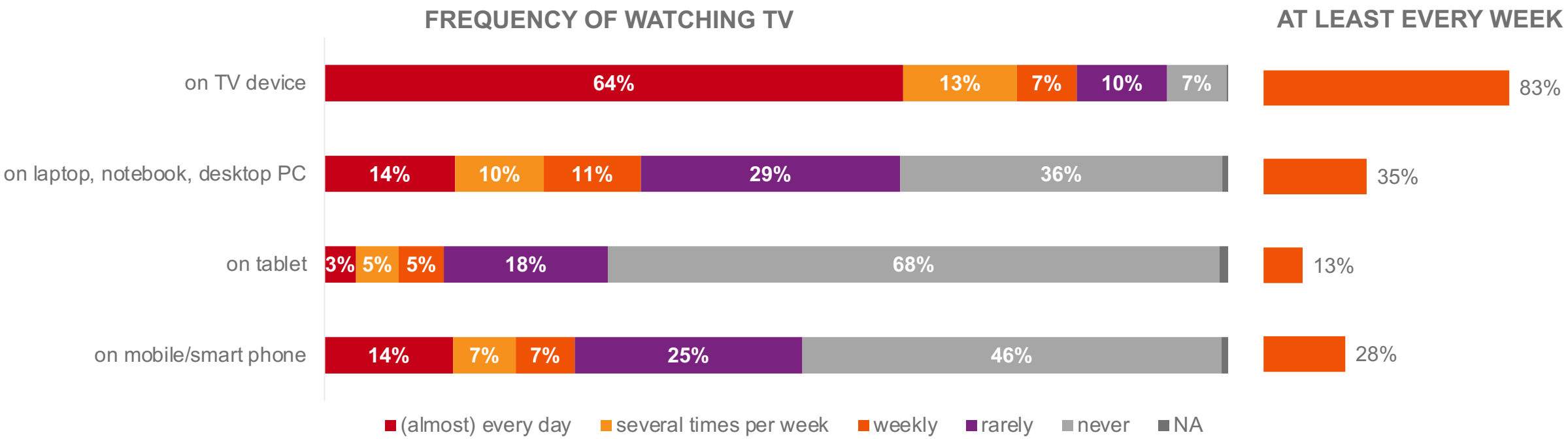


5
Content selection, genres on TV



Characteristics of TV watching - device selection

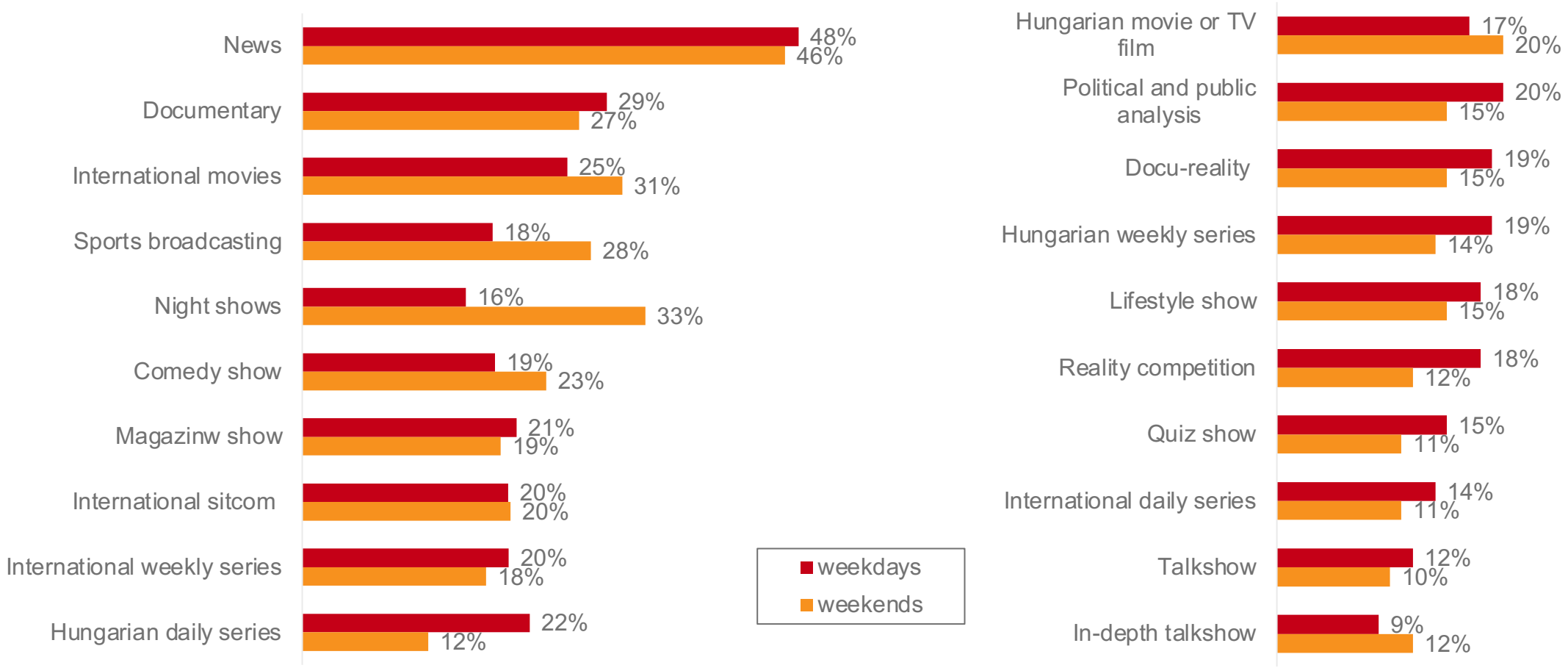
People are still watching TV on TV device, but they are not unfamiliar with accessing the program via computer or telephone. One-third of respondents use a TV device, while a quarter of them use the latter platform to watch TV.



n=1006, entire sample

Most popular TV show genres - weekday/weekend

Genres watched previous day



n=entire sample

Watched genres at each time interval

Tv viewers in a given time interval

Between 7pm and 8pm, 26% of TV viewers watched news (also) in this period

	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am
News	41%	49%	29%	16%	26%	36%	49%	26%	12%	8%	11%	9%
Magazine show	12%	11%	4%	4%	3%	7%	10%	13%	2%	1%	2%	2%
Political and public analysis	11%	12%	9%	4%	5%	8%	8%	8%	7%	4%	3%	5%
Talkshow	7%	4%	5%	2%	2%	3%	3%	2%	1%	3%	3%	4%
In-depth talkshow	6%	3%	2%	4%	2%	1%	2%	0%	1%	1%	4%	5%
Quiz show	5%	2%	2%	1%	3%	3%	3%	3%	3%	3%	6%	6%
Hungarian daily series	8%	5%	8%	6%	4%	3%	4%	6%	13%	5%	4%	3%
Hungarian weekly series	3%	4%	6%	2%	2%	3%	4%	1%	5%	4%	4%	5%
International daily series	8%	3%	7%	10%	10%	8%	3%	3%	4%	5%	2%	2%
International weekly series	13%	7%	7%	10%	11%	9%	6%	8%	6%	10%	8%	14%
International sitcom	8%	10%	11%	11%	7%	8%	6%	7%	7%	5%	8%	12%
Hungarian movie or TV film	10%	4%	9%	8%	7%	6%	6%	5%	6%	7%	7%	6%
International movies	6%	11%	16%	16%	17%	14%	14%	16%	17%	22%	27%	20%
Night shows	6%	4%	5%	4%	2%	3%	5%	12%	15%	14%	14%	5%
Reality competition	3%	2%	2%	4%	3%	3%	2%	3%	6%	9%	8%	5%
Comedy show	6%	4%	6%	5%	4%	6%	6%	4%	6%	5%	7%	8%
Documentary	19%	9%	18%	20%	15%	11%	9%	11%	10%	9%	10%	17%
Docu-reality	6%	3%	9%	7%	7%	4%	5%	3%	3%	5%	5%	5%
Lifestyle show	8%	5%	5%	5%	7%	6%	5%	5%	4%	7%	2%	1%
Sports broadcasting	7%	8%	15%	20%	14%	11%	8%	7%	11%	14%	11%	11%
n=	102	158	134	169	224	262	328	432	477	344	195	124

The red fields show which are the most popular genres in each time slot.
The news genre is the most popular type of program followed by most until the evening. It plays a significant role especially in the morning (due to the overall low audience) and in the evening news.
In the evenings, movies and shows dominate the most, while the series are popular all day.
Interest in documentaries are most pronounced in the afternoon and late at night.

n=*specific genres watched on tv*

Preferred intervals in certain genres

Specific genres watched on tv

31% of those who watched the news on TV watched the news program between 7 pm and 8 pm as well.

	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	n=
News	11%	21%	11%	7%	16%	26%	45%	31%	15%	8%	6%	3%	362
Magazine show	12%	16%	6%	7%	7%	18%	32%	53%	10%	3%	4%	2%	102
Political and public analysis	11%	19%	13%	8%	12%	22%	27%	38%	33%	14%	7%	6%	95
Talkshow	19%	18%	18%	11%	10%	24%	23%	19%	18%	23%	16%	13%	38
In-depth talkshow	19%	12%	7%	18%	15%	9%	24%	6%	18%	13%	21%	21%	33
Quiz show	10%	8%	7%	2%	12%	14%	18%	27%	29%	19%	23%	15%	50
Hungarian daily series	7%	6%	9%	9%	8%	8%	13%	22%	56%	14%	7%	4%	114
Hungarian weekly series	6%	11%	15%	6%	9%	15%	24%	11%	41%	26%	15%	11%	53
International daily series	10%	5%	12%	22%	30%	25%	12%	19%	26%	24%	6%	4%	79
International weekly series	13%	11%	9%	16%	25%	23%	20%	35%	30%	34%	16%	17%	100
International sitcom	7%	15%	13%	17%	14%	19%	18%	28%	30%	16%	15%	13%	109
Hungarian movie or TV film	12%	9%	15%	16%	18%	19%	23%	26%	36%	28%	17%	9%	82
International movies	3%	9%	12%	15%	22%	21%	26%	39%	47%	43%	30%	14%	177
Night shows	5%	5%	5%	6%	4%	8%	15%	44%	60%	41%	24%	5%	117
Reality competition	4%	4%	4%	9%	9%	12%	7%	19%	45%	43%	21%	9%	68
Comedy show	7%	7%	9%	9%	12%	19%	22%	23%	32%	19%	15%	11%	85
Documentary	12%	9%	15%	22%	21%	18%	18%	30%	31%	20%	13%	13%	159
Docu-reality	9%	8%	19%	19%	24%	16%	25%	19%	21%	26%	15%	10%	64
Lifestyle show	11%	11%	10%	12%	21%	20%	21%	30%	29%	31%	5%	1%	73
Sports broadcasting	6%	10%	16%	28%	26%	24%	20%	25%	42%	37%	17%	11%	125

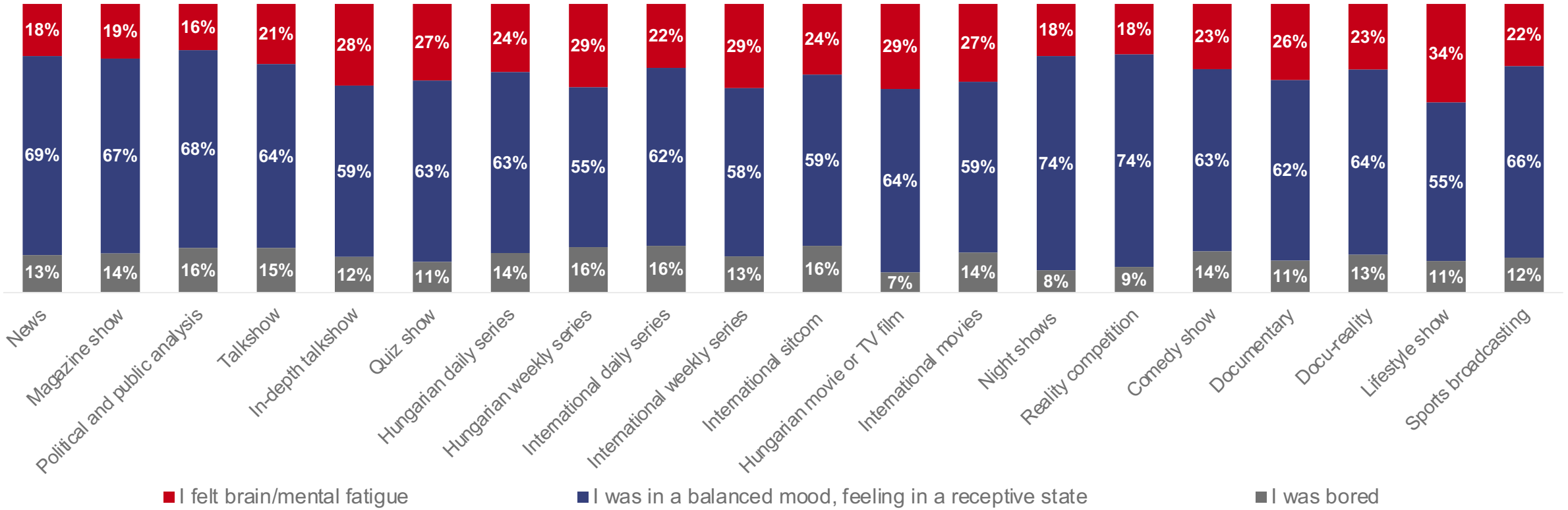
The red fields show which time slots are the most chosen by viewers for each genre. For most genres, prime time is the daily peak, but not for all types.
Some performs best in the early (e.g., documentaries) or late afternoon (e.g., talkshow), or late evening (e.g., in-depth talk shows) time slots, or relatively well compared to other genres.

Receptive status for genre selection

The average of the values observed at different time slots

On average, 69% of news viewers were in a balanced state when choosing this genre, 18% felt tired, and 13% were bored.

When people feel fatigue, they tend to watch lifestyle shows or weekly series, by contrast they watch political and public analysis or sitcoms in case of boredom.

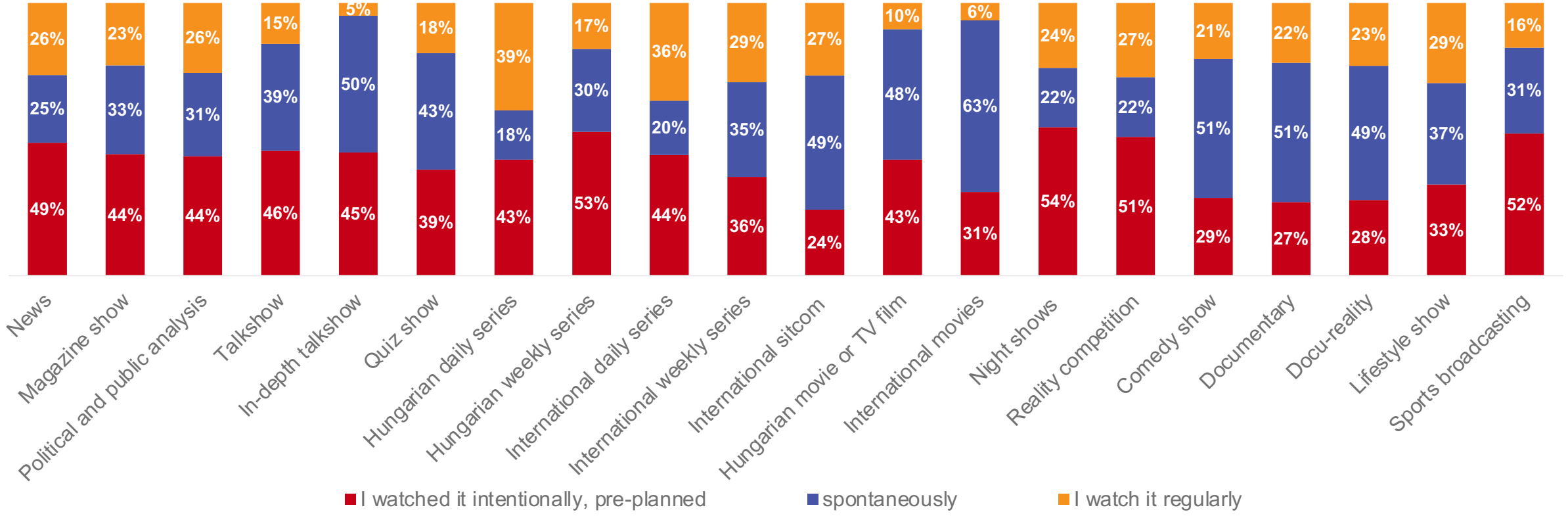


n= TV viewers of a given receptive status

Planning in case of program types

Specific genres watched on TV yesterday

Regularity is most characteristic of watching series, while awareness and pre-selection are most noticeable in weekend shows, reality competition and sports broadcasts. However, movies are often watched spontaneously by viewers, and the low level of planning is equally typical for documentaries, in-depth talkshows and comedy shows.



n= yesterday's viewers of a given genre

Overview of genres

The following pages provide a summary of each examined genre, as shown in the figure and by topic:

VIEW

Although we asked respondents about the shows they watched “yesterday”, without a specific time slot far more people named each type of shows. This data therefore also reflects general viewer habits. The data shows the results as a percentage of the total sample.

PREFERRED TIME SLOT

Those who marked a given genre in a time slot were considered to be viewers of the genre the previous day. Among these respondents, we show which time slot are preferred the most for a given genre. Within this, it is also visible how many of them chose a program belonging to a given type planned or regularly in a certain time slot.

TYPICAL NEEDS FOR GENRES TOP5 NEEDS

The five needs marked by most show well the motivations that lead to watching a particular genre, explaining the selection.
Illustrations showing the significance of all the motivations marked for the program types are available in the appendix.

EVALUATION OF GENRES

A short text evaluation of each genre based on the information available on the site.

Overview of genres: News, weather-forecast

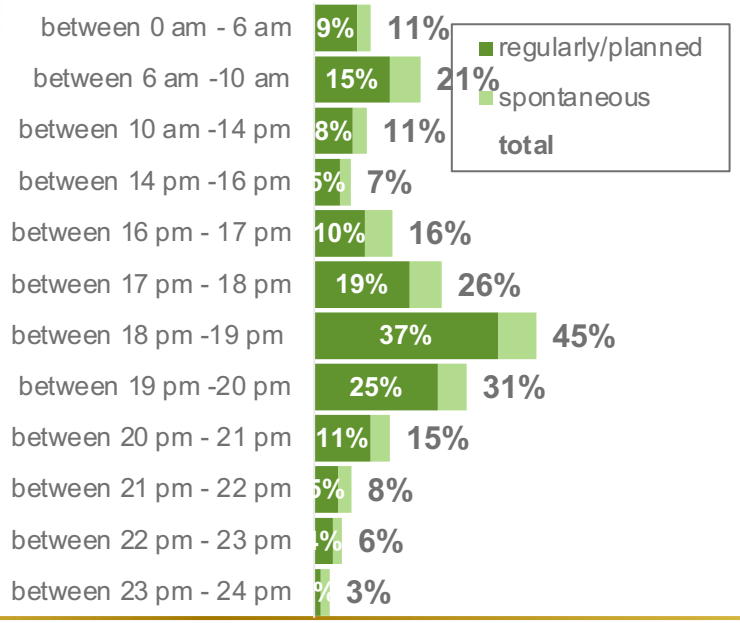
VIEWS

WATCHED IT: 57%

WATCHED IT ON TV: 47%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

I want to be up-to-date and informed about what is happening in the world, in our country, around me	64%
I like to know about everyday things and events	40%
I like to expand my knowledge of everything, I'm glad when I can learn something from a show	22%
I like having something in the background while I am doing my things	18%
It is important for me to be able to discuss everyday conversations about certain topics	16%

EVALUATION OF GENRES

News is the most common genre, the most common type of show among TV viewers. Within the category, there is a greatest interests towards the evening news, half of the viewers don't miss the news (45%), they mostly choose it consciously (37%).
Clearly, the need for up-to-dateness and awareness attracts viewers to the screens during the news.

Overview of genres: Magazine shows

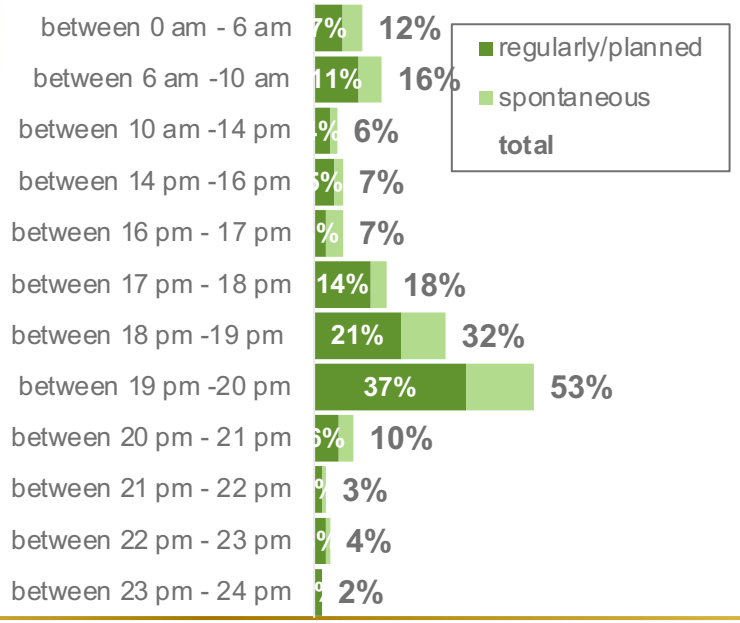
VIEWS

WATCHED IT: 26%

WATCHED IT ON TV: 20%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

I like to know about everyday things and events	28%
I like having something in the background while I am doing my things	27%
I like watching programs that doesn't require much concentration but still maintains attention	26%
I like it when a show has to do with reality and/or it's about a story that happened	25%
I like national, Hungarian topics, recipes, history, culture, and the unmissable sport events - it feels good that they connect us	18%

EVALUATION OF GENRES

A quarter of TV viewers watched a magazine show the day before, and interest in everyday things induces curiosity about the type of show the most. However, it is also used by many as a background show, providing a good backdrop for home activities. While the attention is not necessarily one hundred percent during magazine shows, it is not common for them to watch by accident, usually it is planned.

n=102, given genre yesterday's viewers

Overview of genres: Political and public analysis

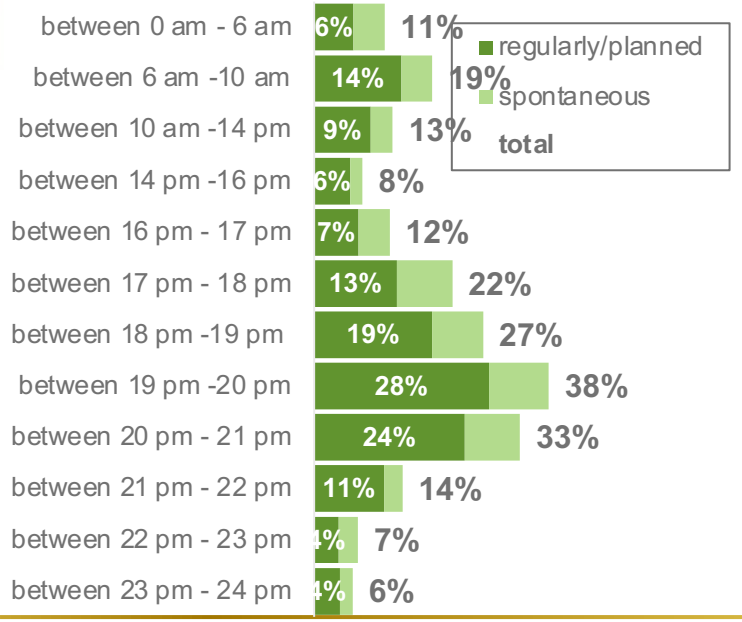
VIEWS

WATCHED IT: 26%

WATCHED IT ON TV: 18%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

I want to be up-to-date and informed about what is happening in the world, in our country, around me	61%
I am always looking for opportunities to look beyond what is happening, to understand deeper connections	46%
I like to expand my knowledge of everything, I'm glad when I can learn something from a show	43%
It is important for me to be able to discuss everyday conversations about certain topics	25%
I think that what I watch also qualifying who I am – I carefully pick what I am going to watch	12%

EVALUATION OF GENRES

The most important is the desire to be well-informed among the viewers, but one of the most important reason is the desire for a deeper understanding of things. Thus, following political and public analysis programs is a key component in status reinforcement, among the motivations that shape the watching of television programs.

Overview of genres: Talkshow

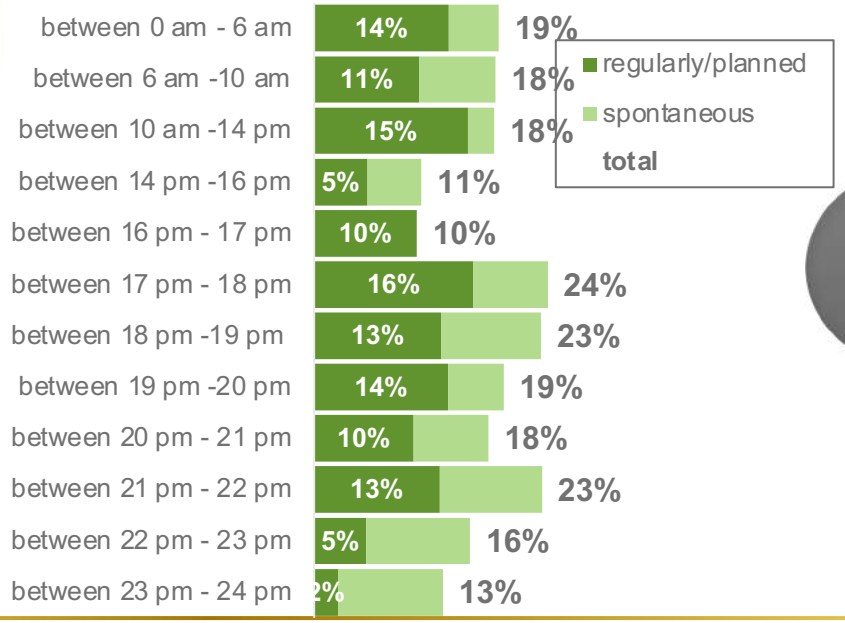
VIEWS

WATCHED IT: 17%

WATCHED IT ON TV: 11%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

I like watching programs that doesn't require much concentration but still maintains attention	46%
I like leaving all the stress of the day behind and turn off my brain	35%
It is very inspiring for me to see and hear intelligent successful, talented people	21%
I like having something in the background while I am doing my things	19%
I like to expand my knowledge of everything, I'm glad when I can learn something from a show	19%

EVALUATION OF GENRES

Planning is mainly characterized by the talkshows available in the morning, the viewers often run into them spontaneously in the late afternoon time slot. Watching the genre is motivated by various types of reasons, there is an easy recreation, but also an increase in awareness and confirmation of status.

n=38, given genre yesterday's viewers

Overview of genres: In-depth talkshow

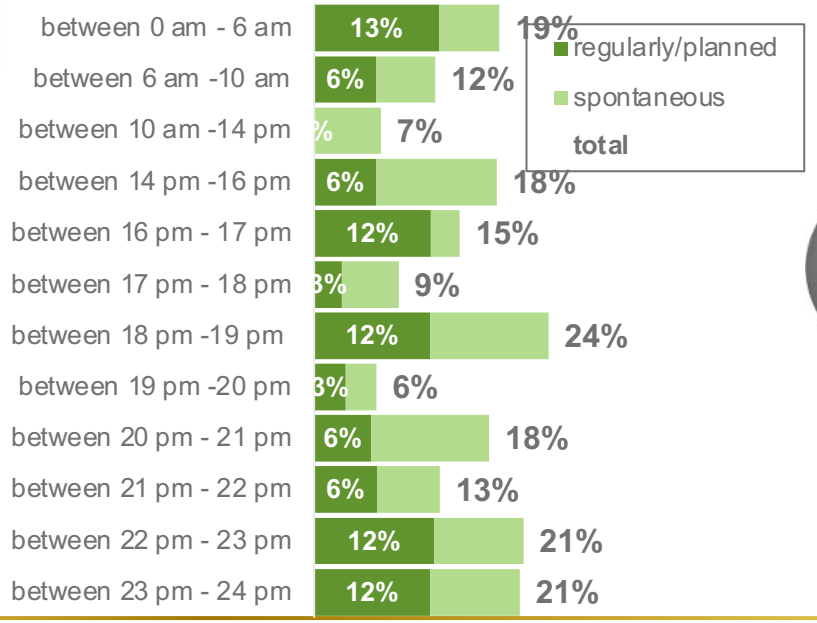
VIEWS

WATCHED IT: 19%

WATCHED IT ON TV: 10%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

I like it when a show has to do with reality and/or it's about a story that happened	42%
I am always looking for opportunities to look beyond what is happening, to understand deeper connections	30%
I love shows that are against the ordinary and show something new that has never been seen before	25%
I like to expand my knowledge of everything, I'm glad when I can learn something from a show	24%
It is important for me to be able to discuss everyday conversations about certain topics	24%

EVALUATION OF GENRES

It is basically a less popular genre in general television, and the status-enforcing character is admittedly a strong factor in its viewing. However, neither the planning nor the regularity characterizes the choice of program type, the majority accidentally finds these programs.

n=33, given genre yesterday's viewers

Overview of genres : Quiz show

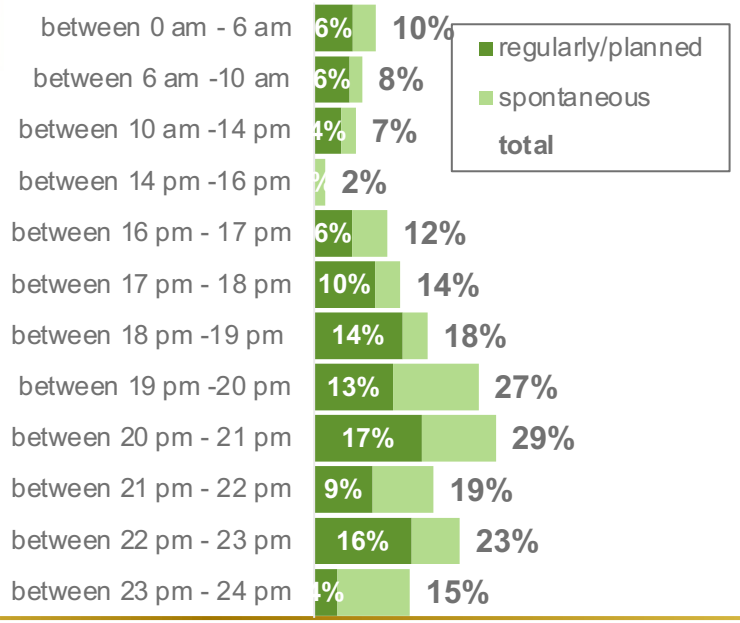
VIEWS

WATCHED IT: 19%

WATCHED IT ON TV: 13%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

I like leaving all the stress of the day behind and turn off my brain	44%
Sometimes I like a little excitement, action, tension - when the show is so interesting that it is completely immersive	36%
It is very inspiring for me to see and hear intelligent successful, talented people	22%
My favorite shows and programs give me the rhythm of the day and the week	18%
I like it when something is shown excitingly	16%

EVALUATION OF GENRES

It provides exciting recreation, but some programs can also exhaust the category of quality television. Regular follow-up of the schedule or a given program is less characteristic, high proportion of viewers watching it spontaneously.

Overview of genres : Hungarian daily series

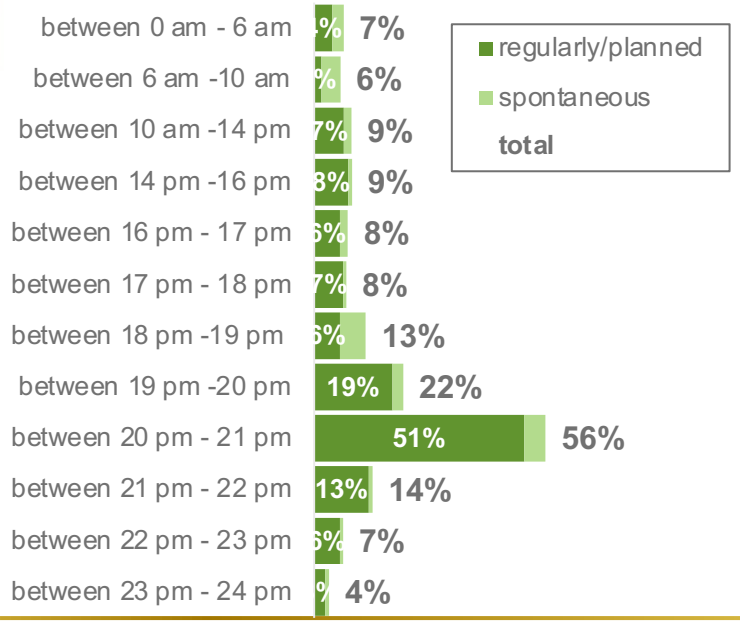
VIEWS

WATCHED IT: 26%

WATCHED IT ON TV: 19%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

Light humour helps me to turn off my brain	38%
I like leaving all the stress of the day behind and turn off my brain	34%
I like watching programs that doesn't require much concentration but still maintains attention	33%
I like laughing freely, it fills me with joy	28%
It's always good, a familiar feeling to see my favorites on TV, week by week and day by day	27%

EVALUATION OF GENRES

The Hungarian daily series available in the current TV offer (Keresztanyu, Mintaapák) are typically humorous series, so it is not surprising that they are driven by the desire for easy recreation. Due to the broadcasting time, the characteristic time slot is also given, the majority watch the programs belonging to this genre between 8pm and 9pm. The level of commitment is shown by the fact that eight out of ten people consciously link to these series.

Overview of genres : Hungarian weekly series

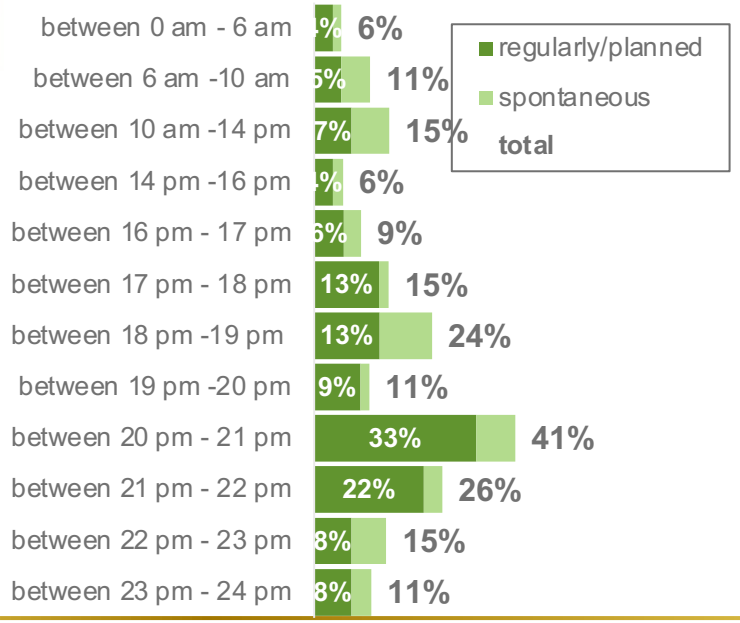
VIEWS

WATCHED IT: 25%

WATCHED IT ON TV: 17%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

Light humour helps me to turn off my brain	39%
I like leaving all the stress of the day behind and turn off my brain	34%
I like laughing freely, it fills me with joy	31%
My favorite shows and programs give me the rhythm of the day and the week	31%
I like watching programs that doesn't require much concentration but still maintains attention	26%

EVALUATION OF GENRES

In addition to easy recreation, escapism also appears among the selection motivations of the Hungarian weekly series. It's typically a type of show designed for viewers' routines, only few watches the series by accident.

n=53, given genre yesterday's viewers

Overview of genres : International daily series

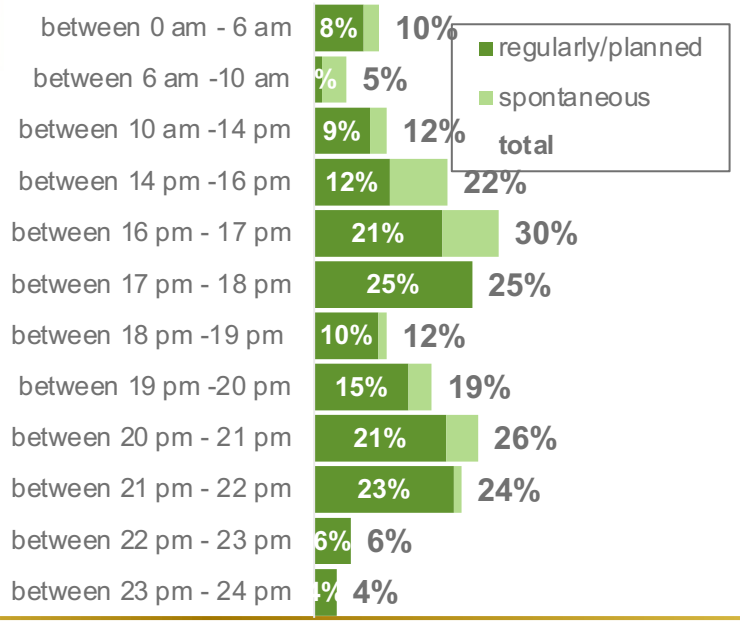
VIEWS

WATCHED IT: 23%

WATCHED IT ON TV: 13%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

I like leaving all the stress of the day behind and turn off my brain	35%
My favorite shows and programs give me the rhythm of the day and the week	26%
Sometimes I like a little excitement, action, tension - when the show is so interesting that it is completely immersive	24%
I like watching programs that doesn't require much concentration but still maintains attention	23%
I like it when the family comes together and we watch TV	20%

EVALUATION OF GENRES

Breaking away from the daily stress, the regular calm moments are given by these series. Exciting actions tear people out of reality. Due to its daily nature, viewers watch it regularly, few watch them by accident.

n=79, given genre yesterday's viewers

Overview of genres: International weekly series

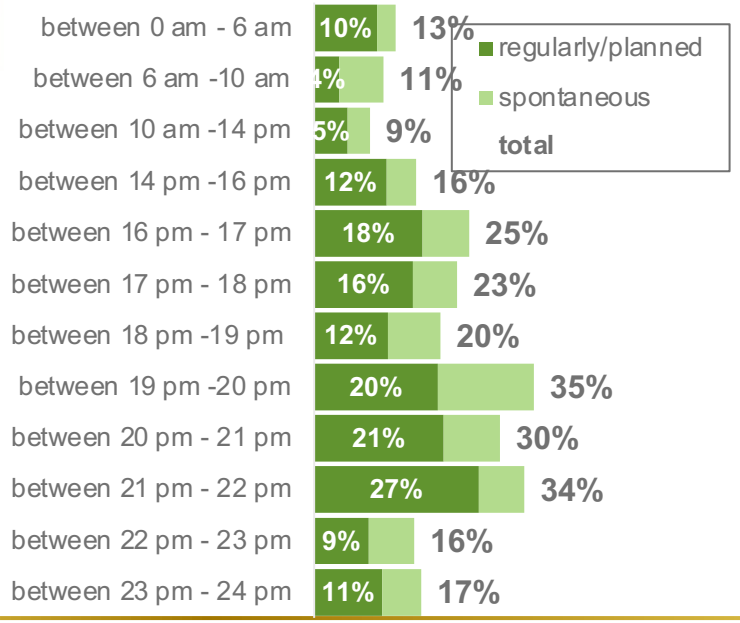
VIEWS

WATCHED IT: 35%

WATCHED IT ON TV: 19%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

I like leaving all the stress of the day behind and turn off my brain	38%
Sometimes I like a little excitement, action, tension - when the show is so interesting that it is completely immersive	29%
I like watching programs that doesn't require much concentration but still maintains attention	27%
I like breaking out of everyday life, and to fly far in the imagination, to a distant or even exotic place	21%
It's always good, a familiar feeling to see my favorites on TV, week by week and day by day	17%

EVALUATION OF GENRES

Despite their diversity, international series are clearly one of the most important genres of escapism. Deepening, calming down, excitement and easy recreation also appear among the basic motivations.

n=100, given genre yesterday's viewers

Overview of genres: International sitcom

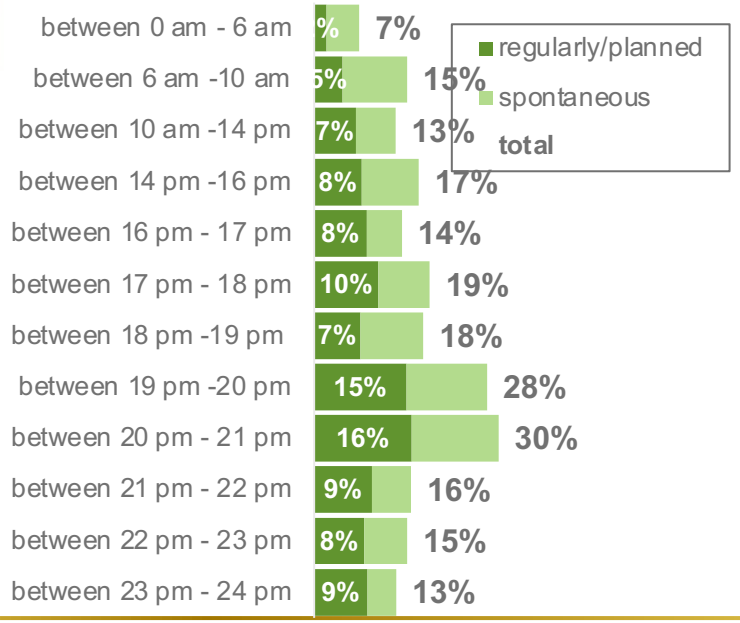
VIEWS

WATCHED IT: 33%

WATCHED IT ON TV: 20%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

Light humour helps me to turn off my brain	36%
I like leaving all the stress of the day behind and turn off my brain	31%
I like watching programs that doesn't require much concentration but still maintains attention	30%
I like having something in the background while I am doing my things	25%
I like laughing freely, it fills me with joy	22%

EVALUATION OF GENRES

Watching sitcoms is clearly linked to humor, which also means an increase in comfort for TV viewers. It is basically not characterized by pre-planning. They also rewatch an already known episode, with which this genre also embodies a kind of nostalgia: if they find it while surfing between the channels, they like watching it.

Overview of genres: Hungarian movie or TV film

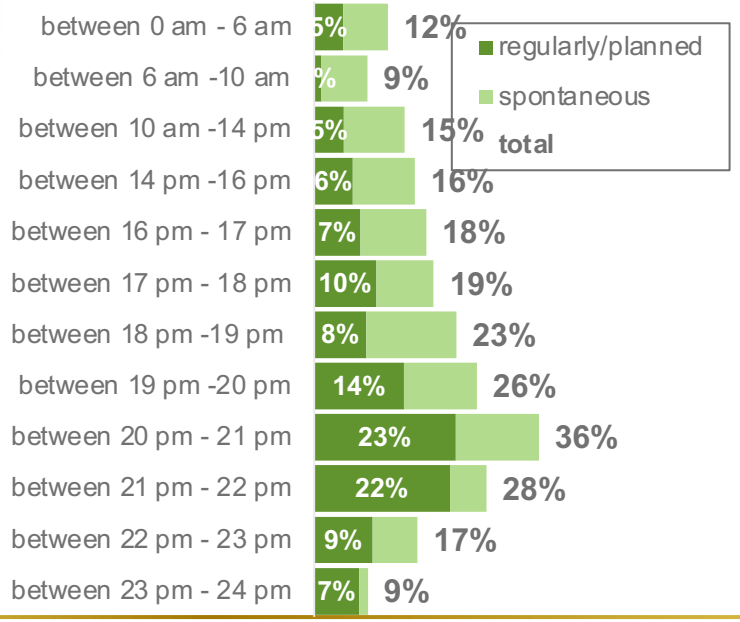
VIEWS

WATCHED IT: 29%

WATCHED IT ON TV: 18%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

I like leaving all the stress of the day behind and turn off my brain	46%
I like laughing freely, it fills me with joy	23%
Sometimes I like a little excitement, action, tension - when the show is so interesting that it is completely immersive	23%
I sometimes like to go back to the past, have nostalgia for my childhood, my youth when everything was different	18%
It's always good, a familiar feeling to see my favorites on TV, week by week and day by day	17%

EVALUATION OF GENRES

It may be surprising, but the research shows that people often watch movies spontaneously (to the end). In addition to selection, the motivations for choice include self-forgetful humor and a desire for excitement.

n=82, given genre yesterday's viewers

Overview of genres: International movies

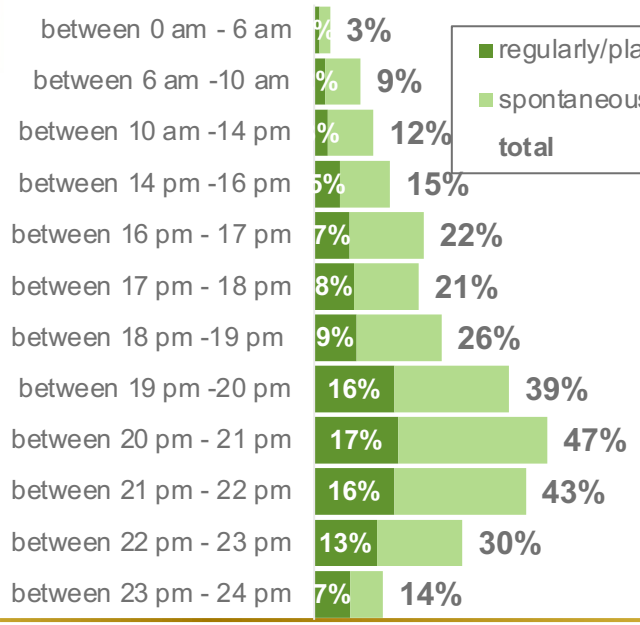
VIEWS

WATCHED IT: 47%

WATCHED IT ON TV: 27%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

Sometimes I like a little excitement, action, tension - when the show is so interesting that it is completely immersive	36%
I like leaving all the stress of the day behind and turn off my brain	36%
I like laughing freely, it fills me with joy	21%
I like breaking out of everyday life, and to fly far in the imagination, to a distant or even exotic place	19%
I like having something in the background while I am doing my things	17%

EVALUATION OF GENRES

This is one of the most watched, yet least planned program type. Like the Hungarian movies, it is motivated by escapism-excitement-humor, but the excitement is much stronger than in case of Hungarian movies.

Overview of genres: Night show

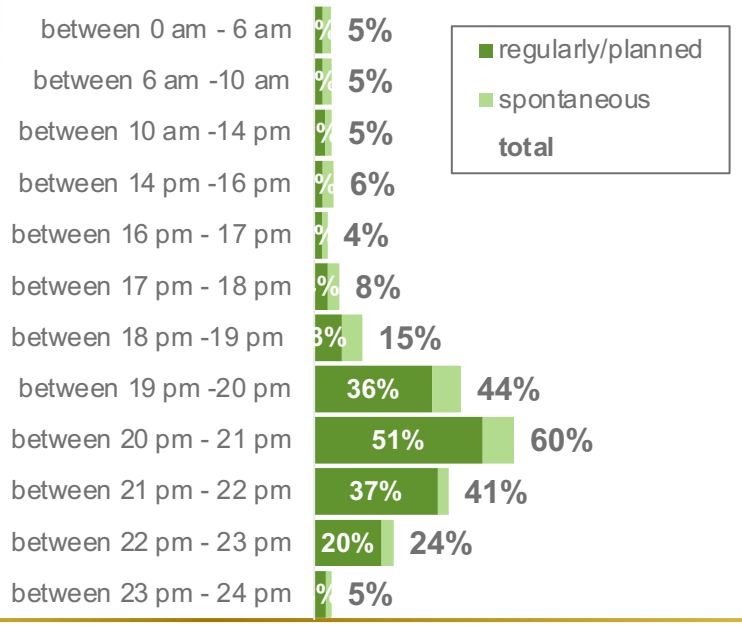
VIEWS

WATCHED IT: 29%

WATCHED IT ON TV: 21%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

I love music, dancing, shows, this cavalcade and festival atmosphere is a lot of fun!	38%
I like watching programs that doesn't require much concentration but still maintains attention	35%
I like leaving all the stress of the day behind and turn off my brain	27%
I like laughing freely, it fills me with joy	26%
I like it when the family comes together and we watch TV	13%

EVALUATION OF GENRES

The show on weekend evenings is clearly an easy way to entertain people. Interestingly, the possibility of family television is much less motivation to choose this genre.

n=117, given genre yesterday's viewers

Overview of genres: Reality competition

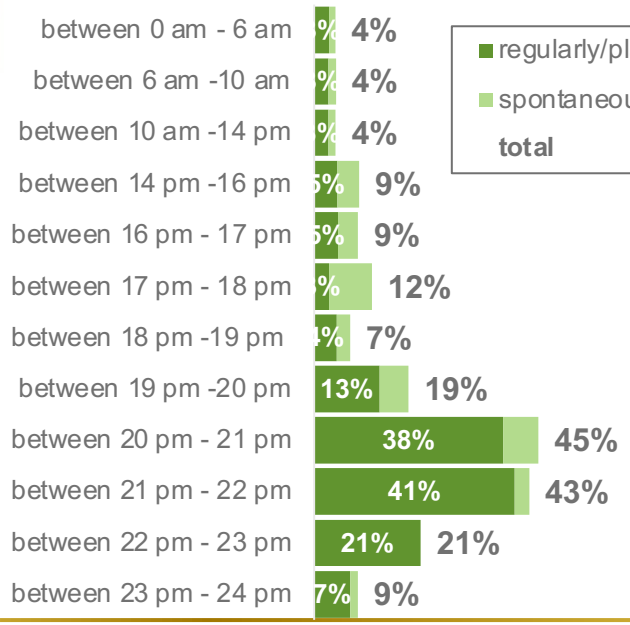
VIEWS

WATCHED IT: 23%

WATCHED IT ON TV: 16%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

It's very exciting to me how others behave in certain situations and/or during a competition	37%
I like leaving all the stress of the day behind and turn off my brain	30%
Sometimes it's good to see shocking, extraordinaly stories, people - it's good that I'm not here ☺	20%
I like watching programs that doesn't require much concentration but still maintains attention	20%
I like it when the family comes together and we watch TV	11%

EVALUATION OF GENRES

The nature of competition, the excitement is the most important thing about this type of show. However, some shows are also able to bring out people's self that wants to be "horrified," which helps to reinforce their own status.
The commitment of the viewers of the genre is shown by the fact that the majority of them sit in front of the screen as planned..

n=68, given genre yesterday's viewers

Overview of genres: Comedy show

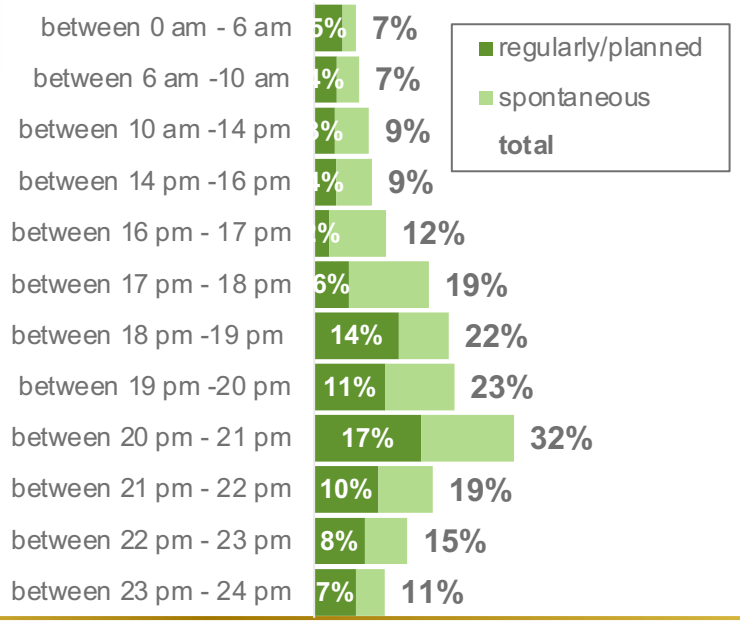
VIEWS

WATCHED IT: 31%

WATCHED IT ON TV: 20%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

Light humour helps me to turn off my brain	52%
I like laughing freely, it fills me with joy	45%
I like watching programs that doesn't require much concentration but still maintains attention	29%
I like leaving all the stress of the day behind and turn off my brain	23%
I like having something in the background while I am doing my things	20%

EVALUATION OF GENRES

Many people are happy when they find some humorous show, stand-up performance while surfing between the channels, and they are happy to watch them, but only few people plan to watch these shows.

n=85, given genre yesterday's viewers

Overview of genres: Documentary

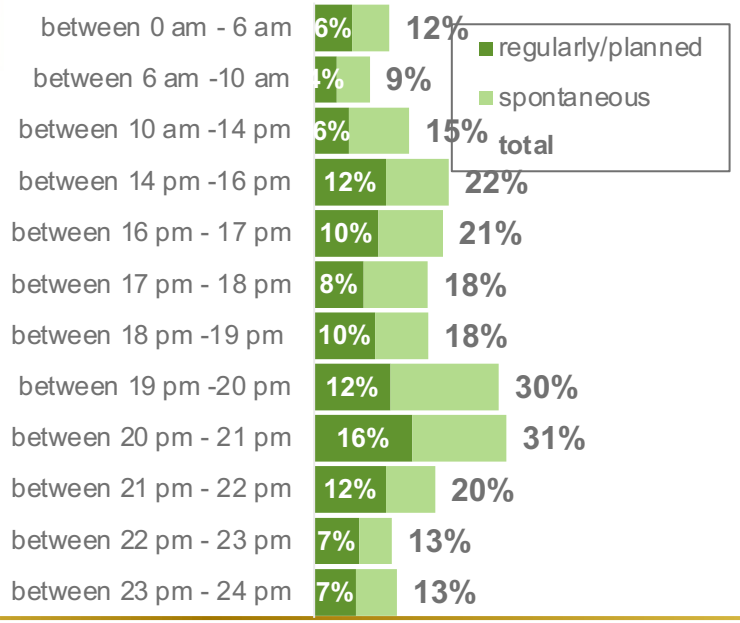
VIEWS

WATCHED IT: 41%

WATCHED IT ON TV: 28%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

I like to expand my knowledge of everything, I'm glad when I can learn something from a show	60%
I like it when a show has to do with reality and/or it's about a story that happened	27%
I like breaking out of everyday life, and to fly far in the imagination, to a distant or even exotic place	22%
I am always looking for opportunities to look beyond what is happening, to understand deeper connections	19%
I like leaving all the stress of the day behind and turn off my brain	15%

EVALUATION OF GENRES

Although the basic motivation for choosing this genre is the acquisition of knowledge, other aspects can be observed on closer examination. Needs that lead to a type of show can include easy recreation, escapism, but even a desire for quality television (depending on the sub genre). However, the latter is not as strong as one might usually suppose a program in a given genre, or while during watching channels focusing on them.

n=159, given genre yesterday's viewers

Overview of genres: Docu-reality

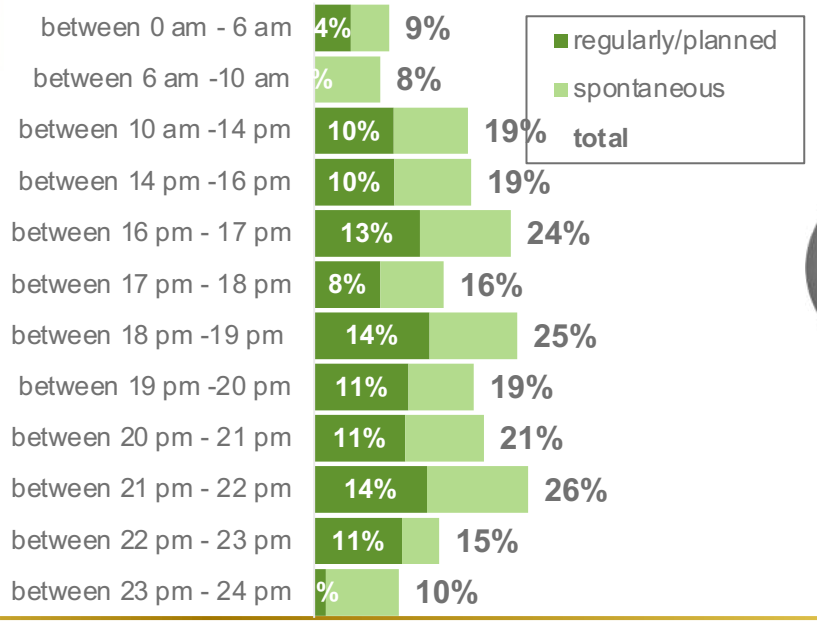
VIEWS

WATCHED IT: 24%

WATCHED IT ON TV: 17%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

I like having something in the background while I am doing my things	27%
I like it when a show has to do with reality and/or it's about a story that happened	21%
I like to expand my knowledge of everything, I'm glad when I can learn something from a show	20%
Sometimes I like a little excitement, action, tension - when the show is so interesting that it is completely immersive	20%
I like watching programs that doesn't require much concentration but still maintains attention	19%

EVALUATION OF GENRES

The reality series, like the well-known documentary programs, are popular during the day, although they are by no means associated with as many views as we might think in advance due to the mention of the genre. In addition, during the day, lower attention and a lack of planned choice does not indicate a high level of commitment to the type of program. It can also be used as a background show.

n=64, given genre yesterday's viewers

Overview of genres: Lifestyle show

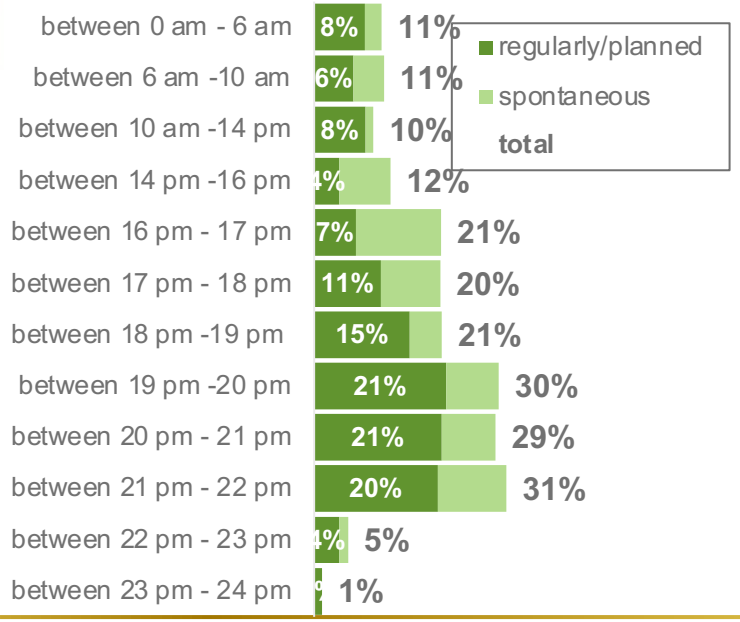
VIEWS

WATCHED IT: 25%

WATCHED IT ON TV: 17%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

I like finding ideas, finding out about topics that interest me, it's a good feeling to find a trick or solution	44%
I like to expand my knowledge of everything, I'm glad when I can learn something from a show	40%
I like watching programs that doesn't require much concentration but still maintains attention	18%
I like leaving all the stress of the day behind and turn off my brain	16%
I like breaking out of everyday life, and to fly far in the imagination, to a distant or even exotic place	14%

EVALUATION OF GENRES

Although the intention to acquire knowledge is directly mentioned as the most important motivation in choosing the programs belonging to the genre, digging deeper also shows the desire for easy entertainment and escapism.

Compared to documentary programs, a higher proportion choose this type in advance, consciously or even regularly, which also shows a higher commitment to the program.

Overview of genres: Sports broadcasting

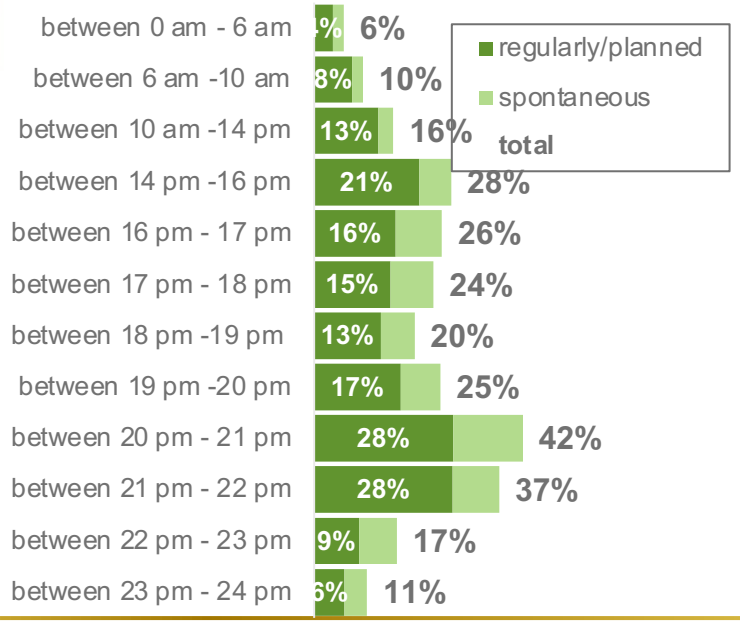
VIEWS

WATCHED IT: 29%

WATCHED IT ON TV: 21%

n=entire sample

PREFERRED TIME SLOT



TYPICAL NEEDS FOR GENRES TOP5 NEED

I like leaving all the stress of the day behind and turn off my brain	25%
Sometimes I like a little excitement, action, tension - when the show is so interesting that it is completely immersive	20%
It's very exciting to me how others behave in certain situations and/or during a competition	20%
I like watching programs that doesn't require much concentration but still maintains attention	15%
It's always good, a familiar feeling to see my favorites on TV, week by week and day by day	14%

EVALUATION OF GENRES

Motivations to watch sports broadcasts depend heavily on whether someone is watching the broadcast because of their curiosity or love of the sport, or whether they are emotionally committed to the actors in the broadcast (cheering for a competitor or team).
While in the former case it is a form of recreation, excitement is the main motivation in the latter.

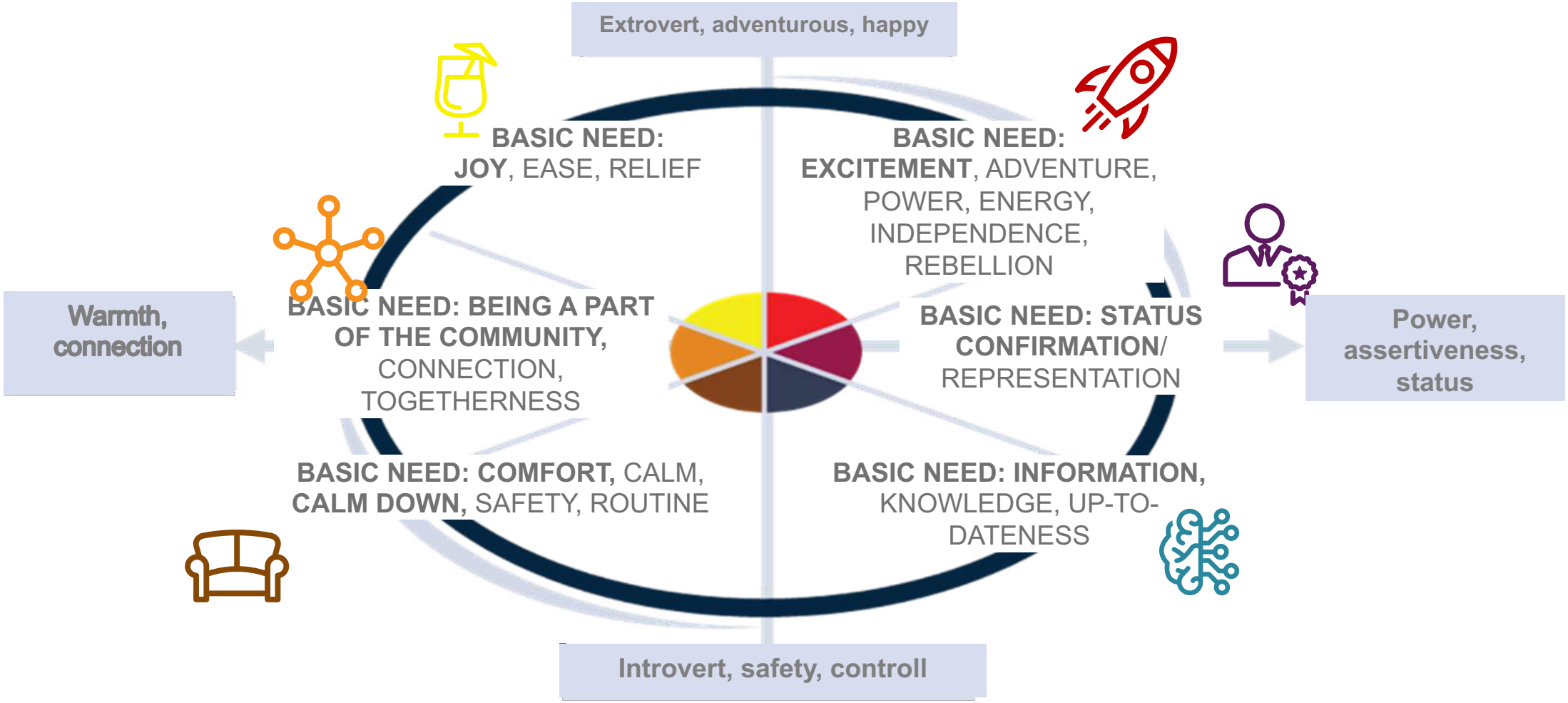
n=125, given genre yesterday's viewers

6

Program selection motivations

The basic motivational system watching TV

In Kantar's NeedScope map, basic human motivations provide the framework for television watching motivations: as in all areas, we are guided by basic instincts in watching TV.



Program selection motivations

One of the main questions of the research is that which motivations, which needs lead to the selection of different content types. Because motivations are harder to articulate for the average person, especially in case of online questionnaire, therefore we have reversed the story: for each genre one marked as the type of content consumed yesterday, we went through how they could describe which needs they met. Of course, we helped with a set of statements developed in each case during the qualitative phase, the respondents could choose from 12-15 statements.

Based on the needs marked by most, it can be shown what are the main drivers of television. These are the following:

- I like leaving all the stress of the day behind and turn off my brain – 44% marked it
- I like watching programs that doesn't require much concentration but still maintains attention – 32% marked it
- I want to be up-to-date and informed about what is happening in the world, in our country, around me – 32% marked it

Basically, television is built around the triad of **escapism - easy recreation - information**. However, explaining these directions is essential for accurate understanding.

Program selection motivations II.

In the following, we examine how the set of statements formed during the basic needs can be evaluated using the following indicators:

- What significance do they have generally in television: what percent of respondents mentioned them for any genre.
- We determined based on the results of the qualitative phase in case of each genres which individual needs may come up. Thus, the number of genres where they were taken into account is important information in the evaluation of each need. This has a big impact on the previous indicator. We still consider the first indicator to be relevant, as the selection was based on qualitative results.
- On the average what percent have marked for each genre: This value shows how important each need is for genres, but it doesn't include the significance and popularity of the genres.
- In case of which genres have been emerged each need in the highest proportion, which choice of them is most closely related to a particular need.

The examined detailed motivations and needs are presented along the basic motivations.

6.1

INFORMATION, ORIENTATION, ACQUISITION OF KNOLEDGE, UP-TO-DATENESS

Information, orientation, acquisition of knowledge, up-to-dateness

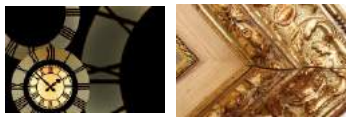
- Basic motivation is getting information – however, there are several levels of it: it means not only news, but information about everyday things, everyday challenges, and of course it has educational content.
- The main need: "**to know about everything**" - based on interest/need of people:
  - The events of the world are also included and so are the "how it's made" shows, or even the gastro shows - some extra knowledge is the point
- It is highly related to the need of „**status**": quality and more selective content consumption, prestige genres ("I watch Spectrum"/"I am informed")
- This need meets the need for "**community, togetherness**" through up-to-dateness, the common topic is connecting to others (to discuss everyday topics)
- **Basically, people do not consume these topics when they are tired** – however, certain style marks make these more complex genres easier to understand→ this world is much more open than it was years ago
- Competitor categories: newspapers, online newspaper, radio and Youtube (the latter mainly in the field of educational content)

SPEED, FRESHNESS, DYNAMISM

„ I watch the news on the net, they are fresher there and I find them faster." - single

KNOWLEDGE = POWER

„ The newsletter provides up-to-date knowledge, documentaries are for long term." – parent with big child



KNOWLEDGE OF THE WORLD AND THE PAST

CORRELATIONS, CONNECTIONS,

REALITY

Typical program types, genres

- News
- Political and public analysis
- Documentaries (scientific and entertaining)
- Talkshows and magazine shows
- Interviews, in-depth talkshows

„The kids spent the evening with their friends so me and my partner were at home. We watched the show "Magyarország élőben" on Hír Tv from 7 pm. I didn't sit down because I was in the kitchen in the meantime, but my partner doesn't get up while he was having dinner.:) Of course, during the show we have opinions and comments. There are topics to start a conversation." – mother wit bigger children

Introduction of basic need: information, orientation

Needs beyond basic motivation	I want to be up-to-date and informed about what is happening in the world, in our country, around me	I like to expand my knowledge of everything, I'm glad when I can learn something from a show	I like to know about everyday things and events	I like it when a show has to do with reality and/or it's about a story that happened
All mentions	32%	28%	18%	17%
Number of genres	4	8	3	9
Average mention rate	38%	30%	25%	19%
TOP3 genres	News Political and public analysis Magazine shows	Documentary Political and public analysis Lifestyle show	News Magazine shows	In-depth talkshow Documentary Magazine show

6.2
Joy, lightness, happyness

Joy, lightness, happyness

- BASIC NEED: joy responds to all three "levels of activity" of viewers**:**
  - In case of stress, it relaxes
  - In a balanced state, the mood increases
  - Fun instead of boredom
- This means that **"disconnecting" and "recharging" can result in a genre of a similar nature**, the difference is mainly in the quality → the simpler jokes are ideal for a tired brain, while the more complex ones are ideal for balanced status
- For men, the more specific humorous factor, while for women, the topic of exotic, love, travel meet this need.
- Many time children can also get involved for fun→ **family television**
- Simplicity is an important value - even higher quality works don't "take" much out of the viewer
- **Visual stimulation (beauty)**

JOY, LAUGH, HUMOR, GAME

„Before sleeping I always watch Family Guy, the day ends happily." – single man

LIGHTNESS

RELIEF

„ I don't make those cookies, but it's so good to watch." – mother with small child

EXOTIC

„I can always come to the beach, that's why I loved Love Island. It's like I'm on vacation, it was even more so under Covid. "– single

FESTIVAL MOOD, LOUDNESS, DIVERSITY, INTERNATIONALITY

„I could only rewatch Sztárban Sztár, I decided to watch it regularly now! "– mother with big children

Typical program types, genres

- Sitcoms and humorous series – both simpler and high quality – and in the same way, viewers distinguish several levels of quality from each genre
- Standup and comedy
- Night shows, talent shows, musicals
- "Exotic/travel" themed films, series, shows in exotic locations
- Love stories, erotica
- Reality (exotic/erotic)
- Documentary genres: especially beautiful programs, visually appealing shows

Introduction of basic need: joy, litghness

Needs beyond basic motivation	I like watching programs that doesn't require much concentration but still maintains attention	I like laughing freely, it fills me with joy	Light humour helps me to turn off my brain	I like breaking out of everyday life, and to fly far in the imagination, to a distant or even exotic place	I love music, dancing, shows, this cavalcade and festival atmosphere is a lot of fun!
All mentions	32%	20%	16%	11%	4%
Number of genres	16	8	6	5	1
Average mention rate	24%	26%	30%	17%	38%
TOP3 genres	Talkshow Night show Hungarian daily series	Comedy show Hungarian weekly series Hungarian daily series	Comedy show Hungarian weekly series Hungarian daily series	Documentary International weekly series International movies	Night show

6.3
Comfort, relief, safety, deepening, routine

Comfort, calm, safety, routine

- Basic need is about **escapism** – the state typical of the period after work→ the key is calm, turning off the brain, "thinking of nothing"
- In many cases, this is not about television, but other activities (reading, drinking wine, sports, music).
- It is part of the routine and is strongly related to the concept of home - but the viewer is elsewhere mentally
- Very **individual** need
- It is also a kind of “childlike” condition - irresponsible, putting down daily burdens
- It is important that **this need can be satisfied by a wide variety of genres, shows and programs**
- Simple, light content that does not require full attention, what demands nothing from the viewer (this is more common)
  - Content that draws attention to themselves - when the viewer has no chance to thinkof something else

CALM

„When it comes to TV, it is evening program. I like sitting in front of the TV after a long day. It is relaxing. We watch series every day, talented shows at weekends. Nowadays I watch Spectrum home Álomépítők at least 3-4 times per week.” viewer with small child

INDIVIDUAL – IT IS „ME-TIME”, NOT LONELINESS!

„Fishing and Hunting when I want to be alone, and I have enough. The guy does nothing but toss the stick, no action, nothing sudden… no impulse to my brain to think.” – dink woman

HOME, SAFETY – COMING HOME

„We cuddle up with my dog The movies turn me off. It takes place in a kind of seance with us: blanket, chips, popcorn, fruit.” – single woman

NOSTALGIA

„M5: a Noszty fiú esete with Tóth Mari - always feels good, shows the lives of old, fair, honest people, which is unfortunately no longer typical today...” – viewer with bigger child

Typical program types, genres

- Cheerful contents, eg.. sitcom, Hungarian series
- Lighter content due to their topic, e.g. talkshow, romantic series/movies, less action series/soap opera
- Genres that require less attention
- Already known series/movies seen (doesn't require much attention)
- Daily routine content (e.g. news, series)
- Lifestyle and DIY content (home & living)
- Nostalgia

Introduction of basic need: comfort, relief

Needs beyond basic motivation	I like leaving all the stress of the day behind and turn off my brain	I like having something in the background while I am doing my things	My favorite shows and programs give me the rhythm of the day and the week	Sometimes I turn off my brain and just sit in front of the screen for hours, while forgetting about everything	I sometimes like going back to the past, having nostalgia for my childhood, my youth when everything was different	I like finding ideas, finding out about topics that interest me, it's a good feeling to find a trick or solution
All mentions	44%	25%	20%	7%	5%	4%
Number of genres	17	13	17	6	5	2
Average mention rate	30%	18%	14%	11%	9%	29%
TOP3 genres	Hungarian movie or TV film Quiz show International movies	Docu-reality Magazine show International sitcom	Hungarian weekly series International daily series Nemzetközi heti sorozat	International daily series International weekly series International movies	Hungarian movie or TV film Documentary International movies	Lifestyle show Docu-reality

6.4

Being part of a community, togetherness, connection, belonging

Basic need: being part of a community, togetherness, connection, belonging

- Depth of each basic need is the desire for belonging and unity, this way it is also related to the need for safety.
- **Frames and levels are varied:**
  - Individual, e.g. identification with the hero or seeing a favorite character again, worrying about his/her fate
  - Social, e.g. a reflection on various life situations seen in the series
  - Connecting to everyday topics (know what others are talking about)
  - Experience of familiar and closeness
  - Experiece of „family watching TV together”
  - Experiencing the feeling of being Hungarian, the connecting element of the Hungarian culture
- The set of need values includes lightness, freedom from expectations, simplicity in a good sense – it is easy to "connect"

CONNENTING, TOGETHERNESS

„ We always watch shows together, it's rituale.” – viewer with small children

HUNGARIAN AS CONNECTION

„ It’s good to see on TV how was food prepared by our grandmothers in the oven!” – empty nester

SIMPLICITY

„For me Colombo is brain-washing, it ends even if you don't pay attention!!” – empty nester

COMMUNITY, COMMON TOPICS

I watch Isztambuli menyasszony because of my mom. Now we're watching it, and if Mom comes over, we discuss it..” – mother with small child

IDENTIFICATION, SOLIDAIRTY

„ It is good to see that problems are the same everywhere in the world, like here, even in Sex és New York.” - single

Typical program types, genres

- Mainstream programs
- Those what the whole family is watching: quiz shows/ talent shows, comedy and adventure movies (family movies)
- Sport
- Emotional programs that promote identification (romance, drama)
- Shows showing known faces (TV, actor)
- Currently popular, trendy series, movies
- National programs, in a variety of topics/genres, and in general any of the Hungarian films / series

Introduction of basic need: togetherness, connection

Needs beyond basic motivation	It’s always good, a familiar feeling to see my favorites on TV, week by week and day by day	It is important for me to be able to discuss everyday conversations about certain topics	I like it when the family comes together and we watch TV	I like national, Hungarian topics, recipes, history, culture, and the unmissable sport events - it feels good that they connect us	I really like being able to think over my own situation and feelings in connection with a show	When I'm tired, I'd rather watch something I've seen before
All mentions	24%	16%	12%	11%	10%	8%
Number of genres	19	15	14	8	11	5
Average mention rate	14%	10%	9%	10%	12%	14%
TOP3 genres	Hungarian daily series In-depth talkshow International sitcom	Political and public analysis In-depth talkshow News	International daily series Hungarian weekly series Night shows	Magazine show Lifestyle show Hungarian movie or TV film	In-depth talkshow Hungarian weekly series Hungarian movie or TV film	International sitcom Hungarian movie or TV film International movies

6.5

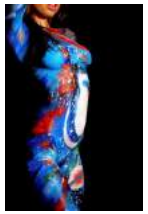
Excitement, adventure, power, energy, independency, rebellion

Excitement, adventure, power, energy, independency, rebellion

- The main motivations have **many different** bases:
  - Boredom → stimulation
  - Anxiety, dissolving existential fears
  - Stress relief
  - Escapism → exciting content takes us out of reality
  - Balance → higher energy level
- Typically **spontaneous content** selection: we are sure there is a need for some entertaining content→ **it is extremely important to have the amount of action in a show that keeps the viewer there**
- Need is a state of stimulation that can be embodied in a variety of feelings: fear, excitement, anxiety, tension, excitement, shock, and others
- SVOD and Youtube are very strong in similar content (exciting)→ **there is also a kind of style expectation attached to the need, it is not a slow-growing crime story**
- This need does not usually occur on weekday evenings
- Incorporating the value of **"reality**" increases excitement

EXCITEMENT, ADVENTURE, TENSION, ENERGY, STIMULATION, DYNAMISM

„ If I just want to shiver, it's horror or psycho, if I do not want to think, it's action." – streamer



UNIQUE, REBELLION, INDEPENDENCY

SPECIAL

„I like Strangers things. I like to get out of my current situation sometimes and I like different sci-fi series." – streamer

POWER, VIOLENCE

„ When I see violence, I turn it off and I don't let the child watch it." – mother with small child

Typical program types, genres

- Action movies, adventure, sci-fi, mystic, thrillers and harder genres→ what is exciting and even scary
- Investigation, mistery genres
- „Rebellion" content (at content/form level), thematisation of independence, social critique
- „Unique, other" – different programs and contents from mainstream
- Sport and competition– especially live sports
- Trash and extrem, reality, shocking content
- Special and strange creatures, superheroes

Introduction of basic need: excitement, adventure

Needs beyond basic motivation	Sometimes I like a little excitement, action, tension - when the show is so interesting that it is completely immersive	I love shows that are against the ordinary and show something new that has never been seen before	I like it when something is shown excitingly	It's very exciting to me how others behave in certain situations and/or during a competition
All mentions	22%	9%	9%	7%
Number of genres	10	8	7	5
Average mention rate	22%	13%	12%	18%
TOP3 genres	International movies Quiz show International weekly series	In-depth talkshow International weekly series International sitcom	Quiz show Magazine show Sports broadcasting	Reality competition Sports broadcasting Docu-reality

6.6
Reinforcement and representation of status

Reinforcement and representation of status

The meaning and values of basic motivation, typical genres and program types

- **Needs that are more difficult to articulate -** it is not appropriate/difficult to talk about this, especially the segment with the strongest need for quality (viewers with higher education, intellectuals)
- The basic challenge is that TV is a bit **outdated for them**, not “cool enough”.
- **This is compensated** by their…
  - **Selective** content consumption
  - **Preference for quality content and genres**
  - A kind of more conscious and thoughtful way of consuming content, attitude**, a need to “see behind things”**, to think further about what is seen → they watch TV in receptive status
  - **Smart humor, satire**
  - **Rejection of tabloids** *(„I don’t know who is Győzike”)*
- The selection of content and the way we consume it is part of a kind of **identity issue: it is about who I am**
- **This includes the "counterexample",** the recognition that he/she does not belong to a particular group or is not characterized by a particular situation

STATUS, IDENTITY (REINFORCEMENT)

„I watch RTL Híradó and Egyenes beszéd.” – empty nester

QUALITY

„ Realities have never caught my interest, it’s a shame of television.” – father with small child

SUCCESS, LEADING

„There should be more shows like Cápák között, for young people, about the business as well – father with bigger child

SHARP MIND, ROLLING THOUGHTS

„ love talking to people, I also pay attention to it, and it’s not just the surface that cares, but the depth, why did he/she think it so? I do not only listen, but I also analyze what I hear.” – mother with small chil

Typical program types, genres

- Extreme:
  - Representation of success
  - And failure (trash, reality)
- Portrait show, interview
- Podcast
- News, political and public analysis
- Dokumentary, art film, high quality works
- Documentaries
- Critics

Advertising plays a significant role in needs - the genre helps to determine where we stand on the social hierarchy

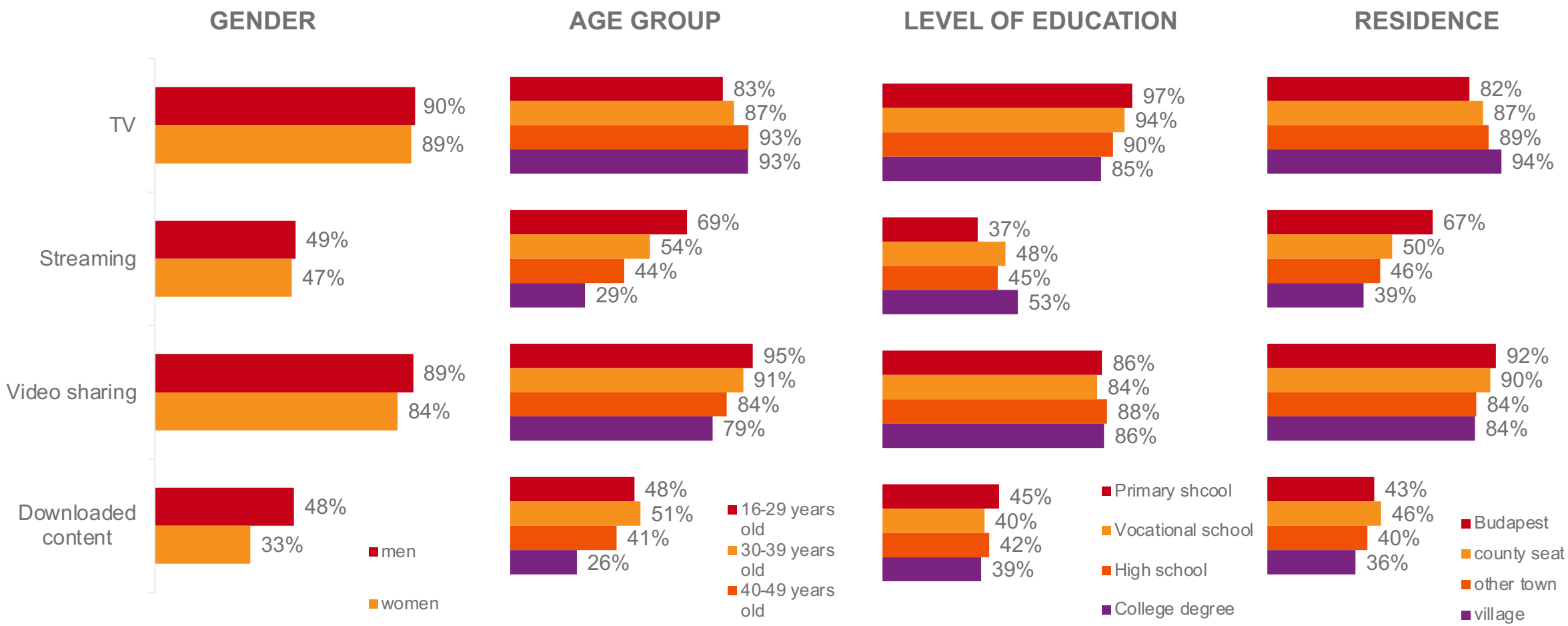
Introduction of basic need: reinforcement of status

Needs beyond basic motivation	I am always looking for opportunities to look beyond what is happening, to understand deeper connections	I think that what I watch is also qualifying who I am – I carefully pick what I am going to watch	It is very inspiring for me to see and hear intelligent successful, talented people	Sometimes it's good to see shocking, extraordinary stories, people - it's good that I'm not here ☺
All mentions	16%	9%	7%	4%
Number of genres	7	9	6	5
Average mention rate	20%	8%	15%	11%
TOP3 genres	Political and public analysis In-depth talkshow Documentary	Documentary Political and public analysis Hungarian movie or TV film	Quiz show Talkshow Documentary	Docu-reality International daily series, Soap opera

7
Appendix

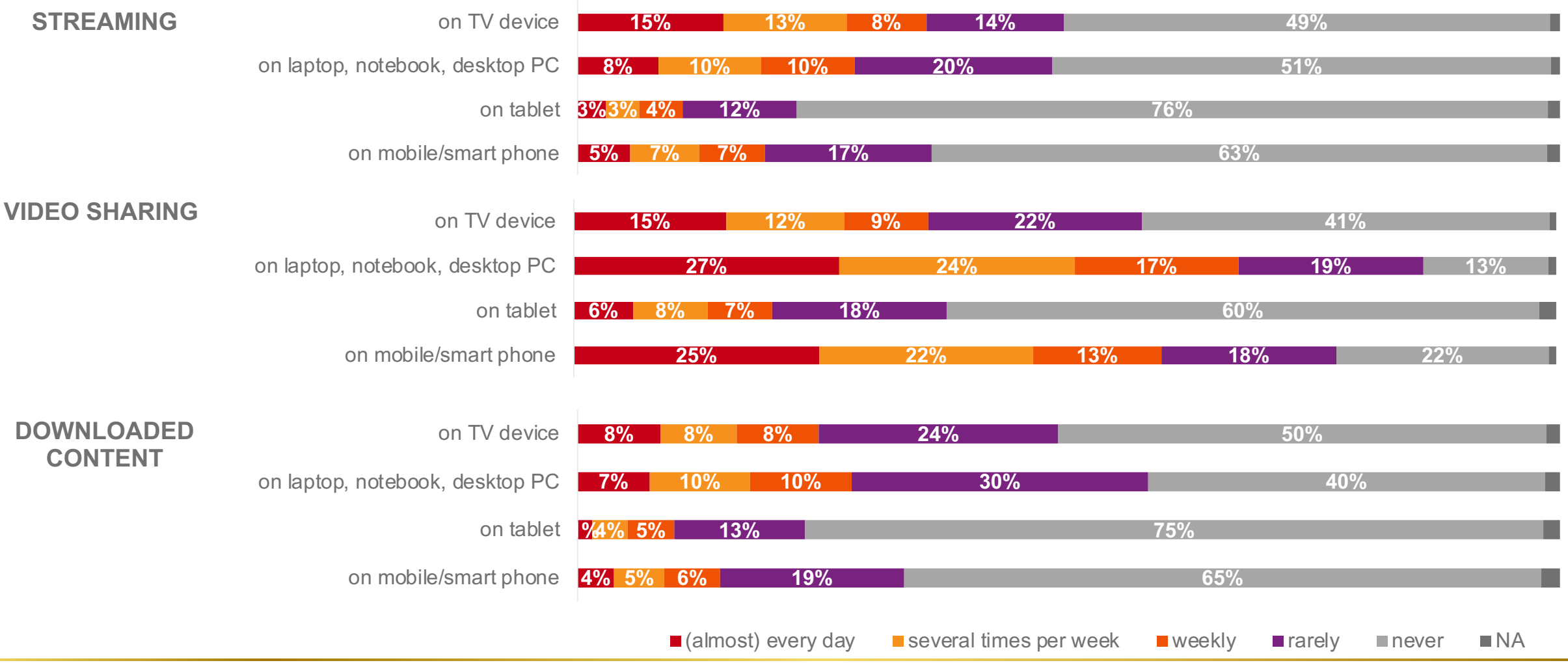
Characteristics of video content consumption

Video content consumption *at least weekly* in different socio-demographic groups

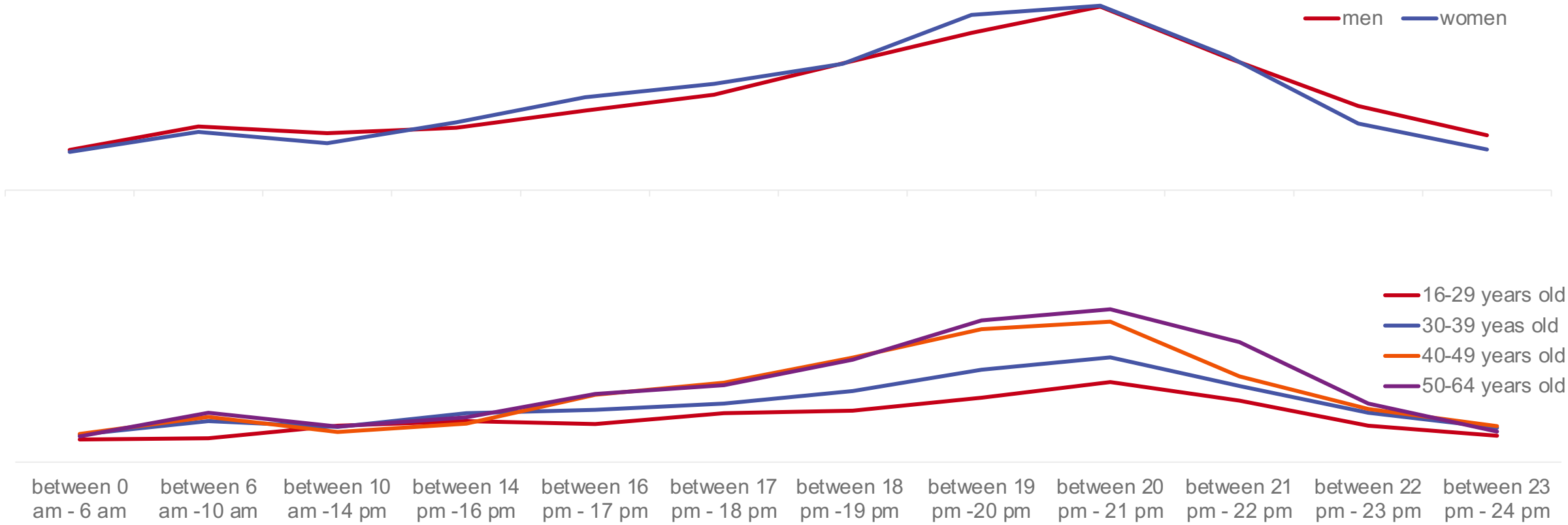


n=1006, entire sample

Video content consumption features - device selection

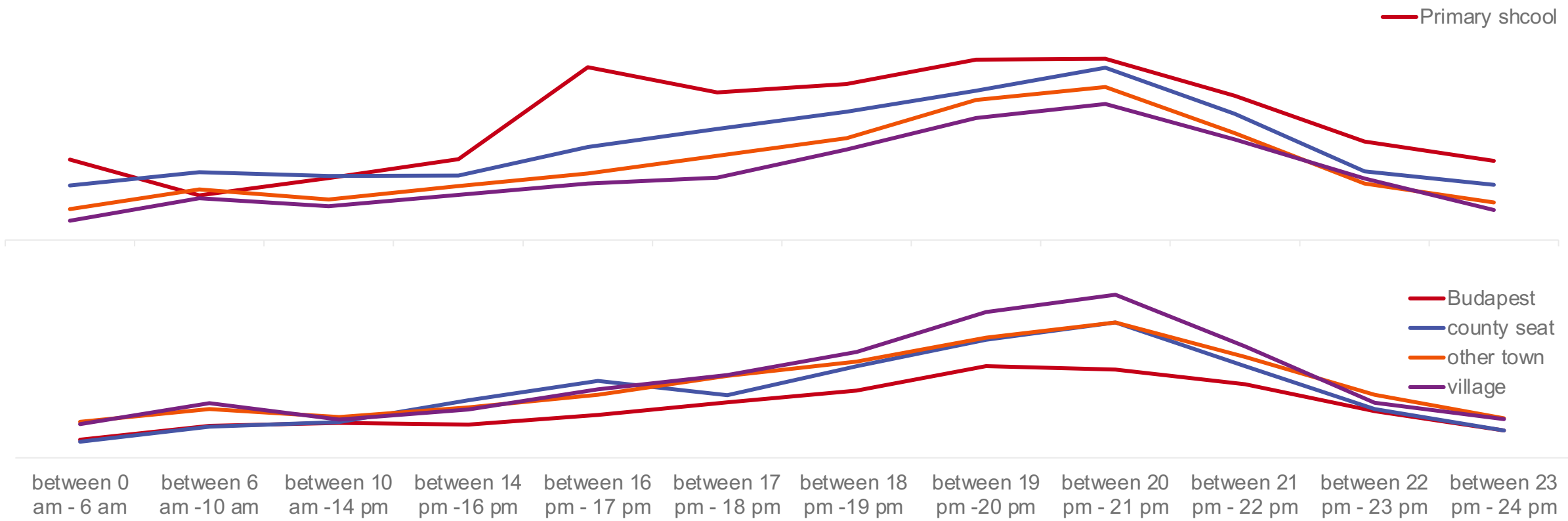


TV watching characteristics - typical time slot for different socio-demographic groups

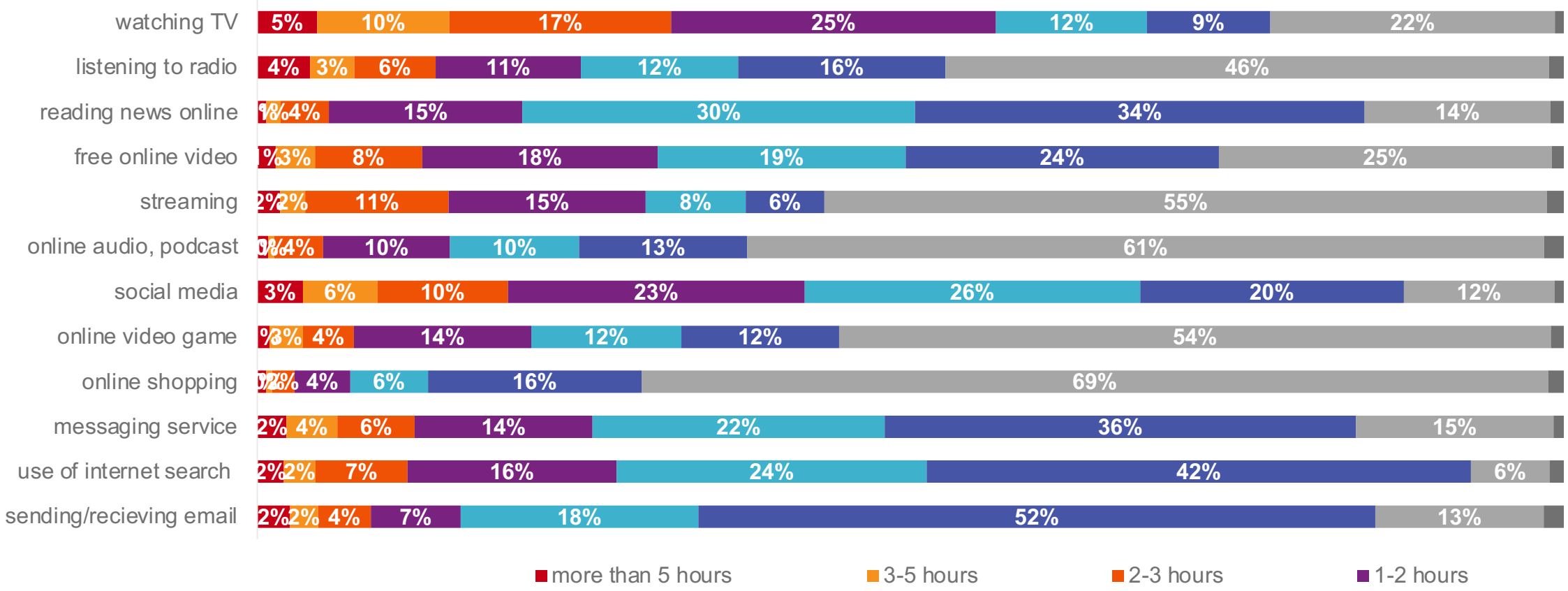


n=1006, entire sample

TV watching characteristics - typical time slot for different socio-demographic groups



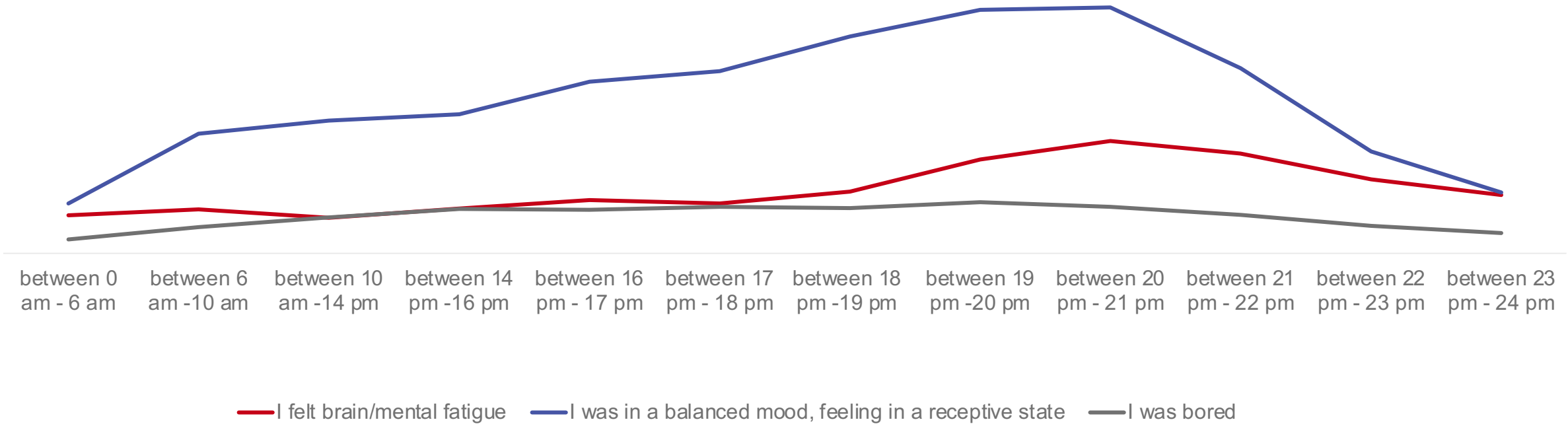
Yesterday's media consumption



Activity, fatigue among consumers of video content

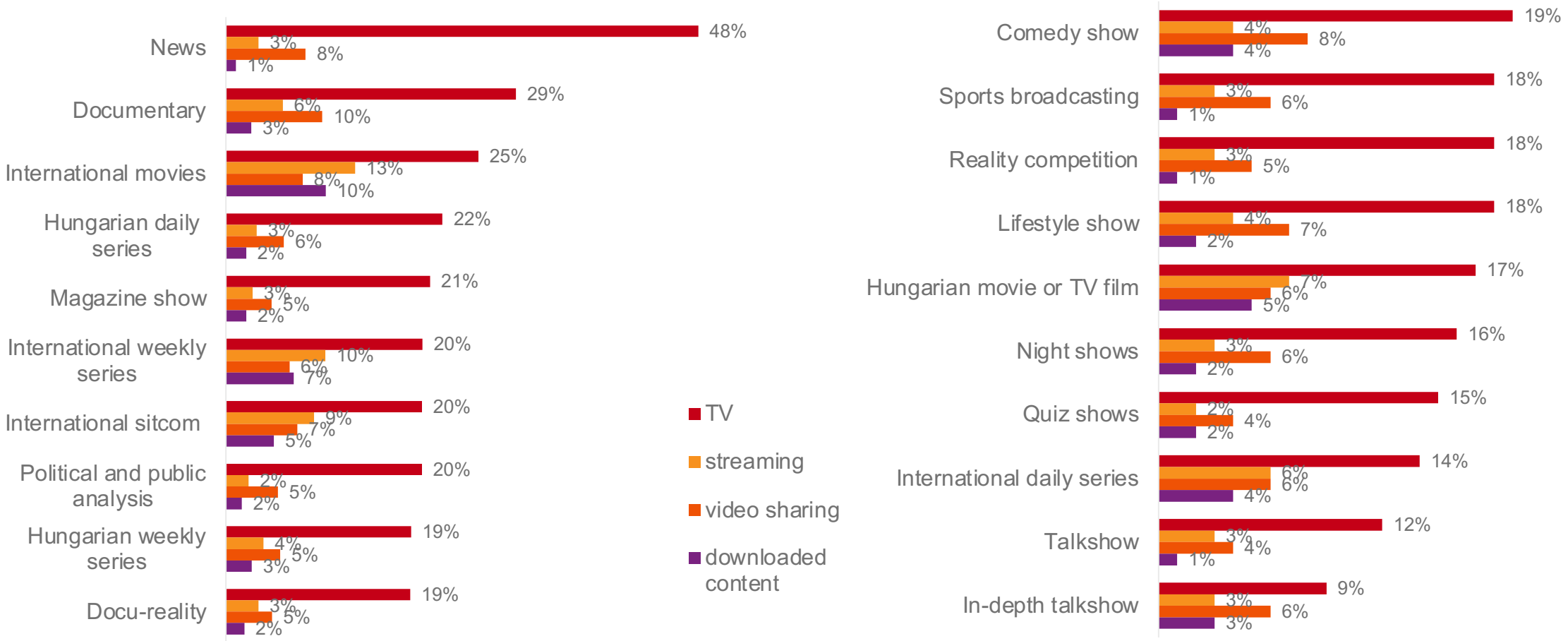
entire sample

Looking at the whole sample, we do not come to any other conclusion, however, in this case the typical daily cycle of video content consumption is better monitored. In absolute value, the state of brain and mental fatigue is highest in the evening (between 8 pm and 9 pm), while the number of bored people watching TV or consuming other video content reaches its maximum in the early evening.



Views of genres on different platforms - weekdays

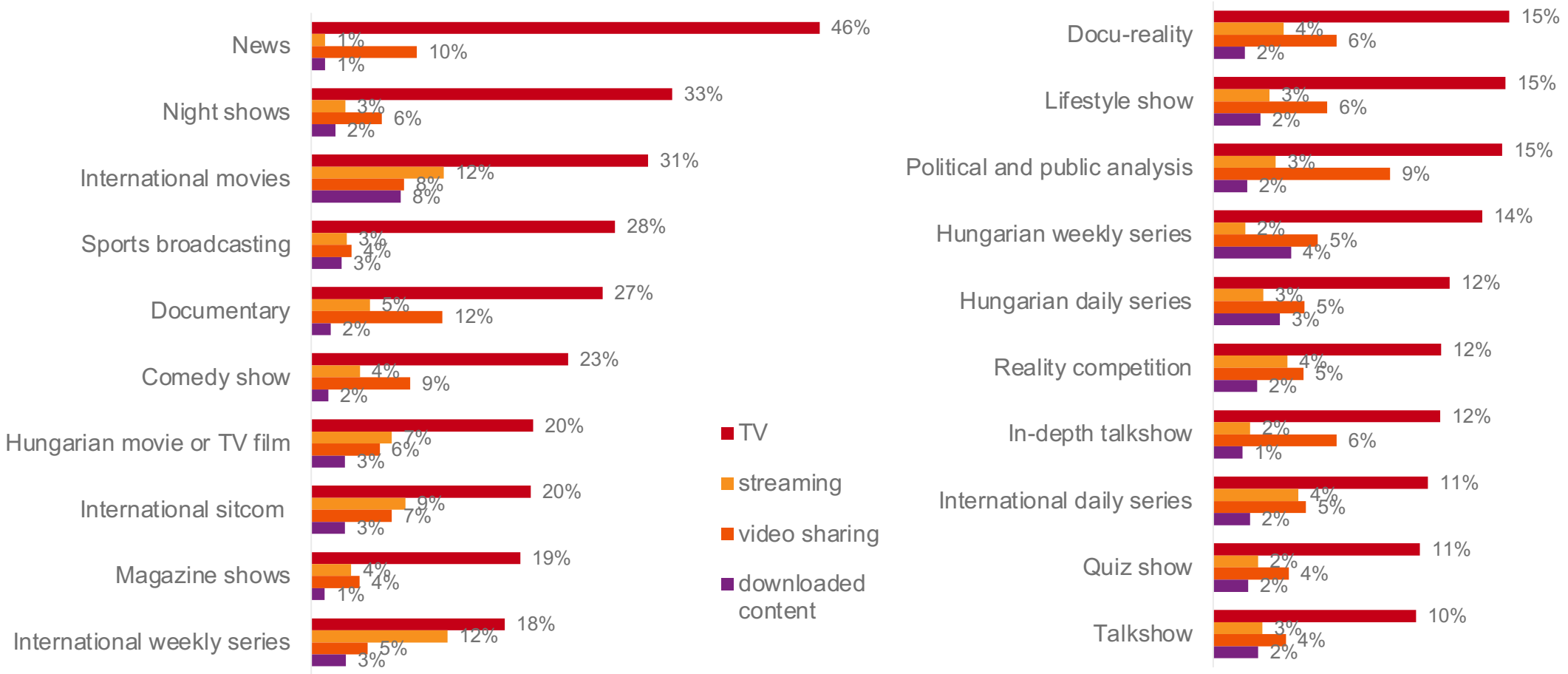
Genres watched yesterday



n=entire sample

Views of genres on different platforms - weekends

Genres watched yesterday



Regularly/planned selected programs

Viewers of a given genre in a specific time slot

	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am
News	76%	71%	74%	70%	65%	75%	83%	81%	74%	64%	67%	41%
Magazine show	59%	65%	68%	71%	41%	78%	66%	69%	62%	67%	76%	100%
Political and public analysis	56%	74%	72%	74%	59%	60%	70%	74%	73%	79%	56%	67%
Talkshow	73%	58%	85%	50%	100%	68%	56%	71%	57%	55%	34%	19%
In-depth talkshow	67%	52%	0%	34%	80%	33%	49%	51%	33%	50%	57%	57%
Quiz show	63%	74%	65%	0%	52%	71%	78%	48%	59%	49%	67%	24%
Hungarian daily series	62%	27%	80%	90%	77%	90%	50%	88%	91%	94%	88%	75%
Hungarian weekly series	69%	49%	49%	66%	63%	87%	56%	84%	81%	86%	52%	66%
International daily series	76%	25%	77%	57%	69%	100%	89%	80%	81%	95%	100%	100%
International weekly series	78%	36%	60%	71%	70%	69%	58%	56%	70%	78%	55%	64%
International sitcom	28%	30%	51%	45%	60%	55%	42%	53%	53%	59%	54%	65%
Hungarian movie or TV film	39%	13%	33%	38%	41%	52%	37%	55%	63%	79%	56%	84%
International movies	32%	23%	23%	34%	32%	38%	33%	41%	36%	38%	42%	52%
Night shows	50%	49%	65%	43%	59%	55%	58%	80%	84%	92%	85%	68%
Reality competition	69%	66%	66%	52%	54%	26%	62%	70%	84%	93%	100%	82%
Comedy show	67%	50%	38%	38%	20%	30%	63%	51%	54%	54%	54%	60%
Documentary	50%	41%	37%	54%	50%	43%	53%	41%	51%	60%	57%	50%
Docu-reality	49%	0%	52%	51%	54%	51%	57%	59%	53%	53%	70%	14%
Lifestyle show	75%	56%	87%	33%	33%	53%	75%	71%	70%	64%	74%	100%
Sports broadcasting	63%	78%	81%	77%	64%	64%	67%	69%	67%	75%	54%	58%

Spontaneously selected programs

Viewers of a given genre in a specific time slot

	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am
News	24%	29%	26%	30%	35%	25%	17%	19%	26%	36%	33%	59%
Magazine show	41%	35%	32%	29%	59%	22%	34%	31%	38%	33%	24%	0%
Political and public analysis	44%	26%	28%	26%	41%	40%	30%	26%	27%	21%	44%	33%
Talkshow	27%	42%	15%	50%	0%	32%	44%	29%	43%	45%	66%	81%
In-depth talkshow	33%	48%	100%	66%	20%	67%	51%	49%	67%	50%	43%	43%
Quiz show	37%	26%	35%	100%	48%	29%	22%	52%	41%	51%	33%	76%
Hungarian daily series	38%	73%	20%	10%	23%	10%	50%	12%	9%	6%	12%	25%
Hungarian weekly series	31%	51%	51%	34%	37%	13%	44%	16%	19%	14%	48%	34%
International daily series	24%	75%	23%	43%	31%	0%	11%	20%	19%	5%	0%	0%
International weekly series	22%	64%	40%	29%	30%	31%	42%	44%	30%	22%	45%	36%
International sitcom	72%	70%	49%	55%	40%	45%	58%	47%	47%	41%	46%	35%
Hungarian movie or TV film	61%	87%	67%	62%	59%	48%	63%	45%	37%	21%	44%	16%
International movies	68%	77%	77%	66%	68%	62%	67%	59%	64%	62%	58%	48%
Night shows	50%	51%	35%	57%	41%	45%	42%	20%	16%	8%	15%	32%
Reality competition	31%	34%	34%	48%	46%	74%	38%	30%	16%	7%	0%	18%
Comedy show	33%	50%	62%	62%	80%	70%	37%	49%	46%	46%	46%	40%
Documentary	50%	59%	63%	46%	50%	57%	47%	59%	49%	40%	43%	50%
Docu-reality	51%	100%	48%	49%	46%	49%	43%	41%	47%	47%	30%	86%
Lifestyle show	25%	44%	13%	67%	67%	47%	25%	29%	30%	36%	26%	0%
Sports broadcasting	37%	22%	19%	23%	36%	36%	33%	31%	33%	25%	46%	42%

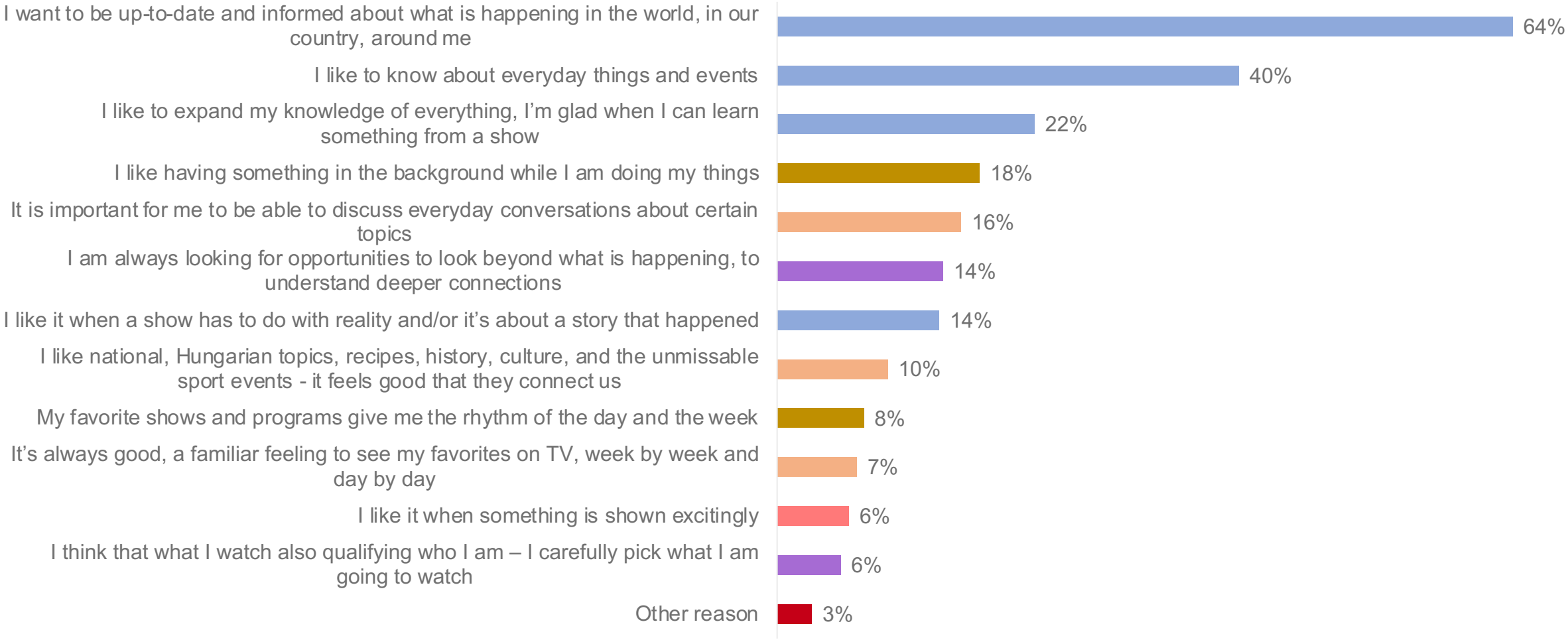
Views of genres by time slot

entire sample

16% of respondents watched news on the previous day between 6pm and 7pm

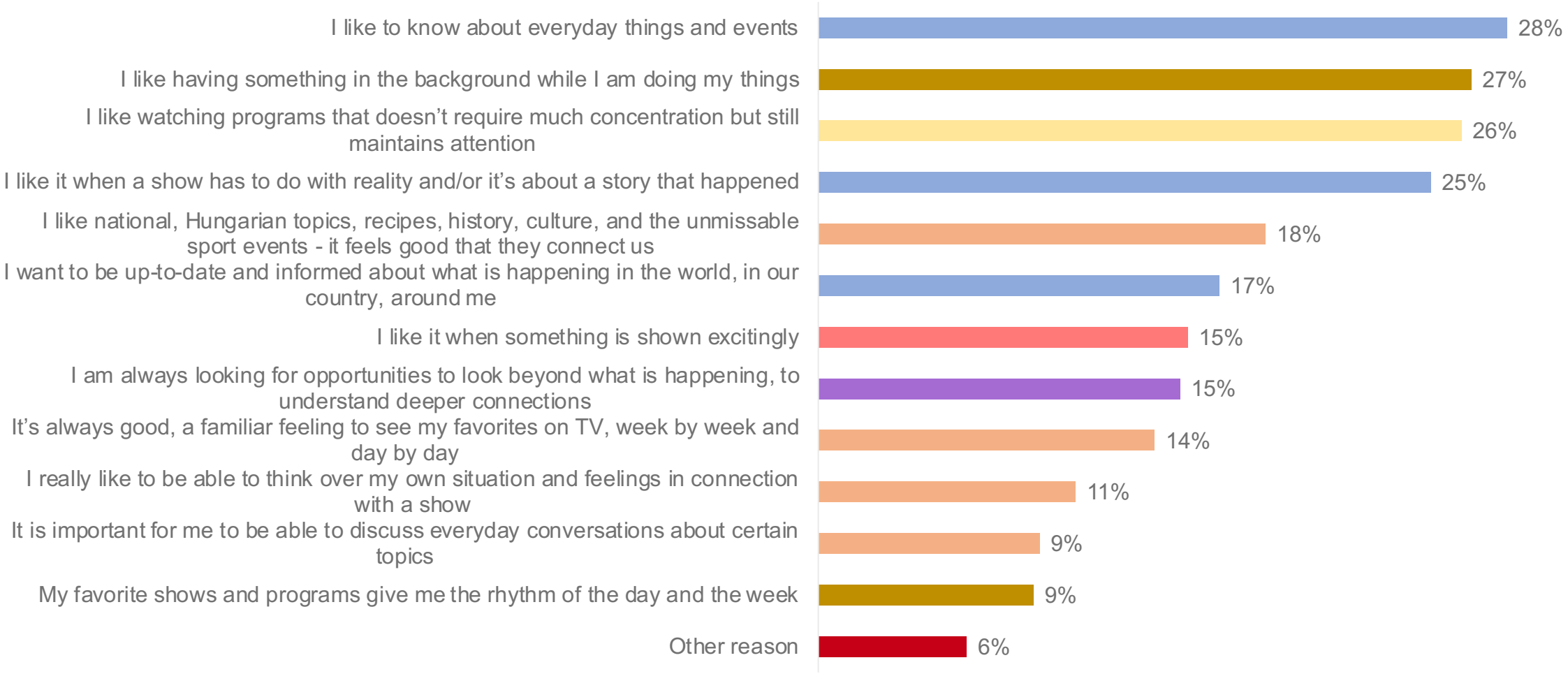
	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am	between 0 am - 6 am
News	4%	8%	4%	3%	6%	9%	16%	11%	6%	3%	2%	1%
Magazine show	1%	2%	1%	1%	1%	2%	3%	5%	1%	0%	0%	0%
Political and public analysis	1%	2%	1%	1%	1%	2%	3%	4%	3%	1%	1%	1%
Talkshow	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%
In-depth talkshow	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	1%
Quiz show	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%
Hungarian daily series	1%	1%	1%	1%	1%	1%	1%	2%	6%	2%	1%	0%
Hungarian weekly series	0%	1%	1%	0%	0%	1%	1%	1%	2%	1%	1%	1%
International daily series	1%	0%	1%	2%	2%	2%	1%	1%	2%	2%	0%	0%
International weekly series	1%	1%	1%	2%	2%	2%	2%	4%	3%	3%	2%	2%
International sitcom	1%	2%	1%	2%	2%	2%	2%	3%	3%	2%	2%	1%
Hungarian movie or TV film	1%	1%	1%	1%	1%	2%	2%	2%	3%	2%	1%	1%
International movies	1%	2%	2%	3%	4%	4%	5%	7%	8%	8%	5%	2%
Night shows	1%	1%	1%	1%	0%	1%	2%	5%	7%	5%	3%	1%
Reality competition	0%	0%	0%	1%	1%	1%	0%	1%	3%	3%	1%	1%
Comedy show	1%	1%	1%	1%	1%	2%	2%	2%	3%	2%	1%	1%
Documentary	2%	1%	2%	3%	3%	3%	3%	5%	5%	3%	2%	2%
Docu-reality	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%
Lifestyle show	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	0%	0%
Sports broadcasting	1%	1%	2%	3%	3%	3%	3%	3%	5%	5%	2%	1%

Typical needs for genres: News, weather - forecast



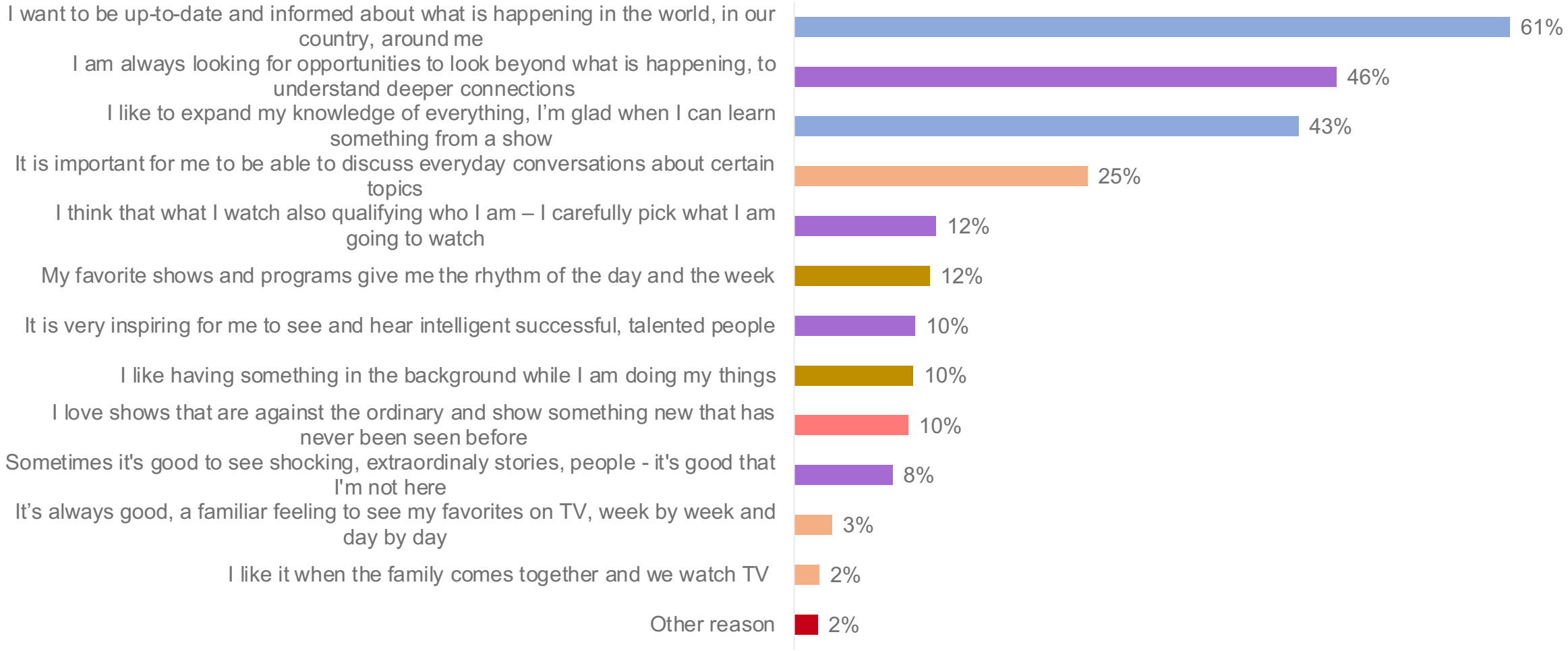
n=362, those who watched this genre yesterday

Typical needs for genres: Magazine shows



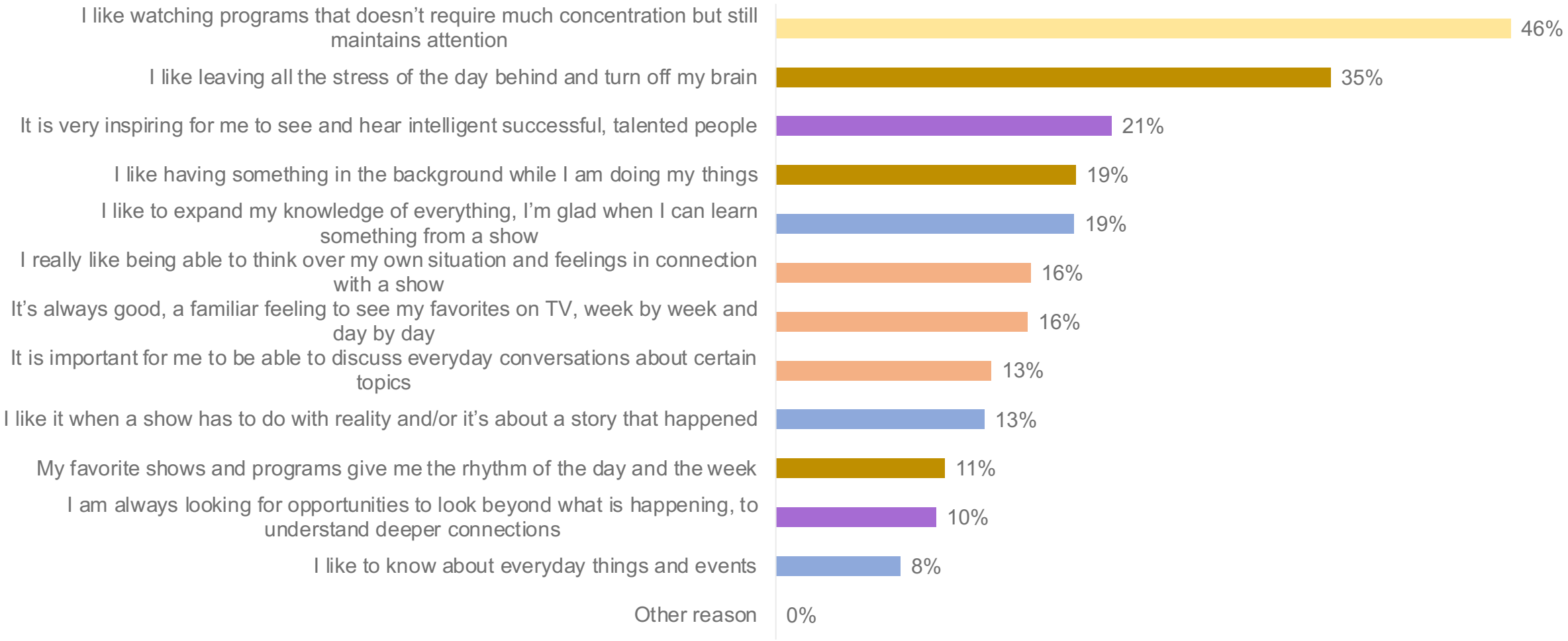
n=102, those who watched this genre yesterday

Typical needs for genres: political and public analysis



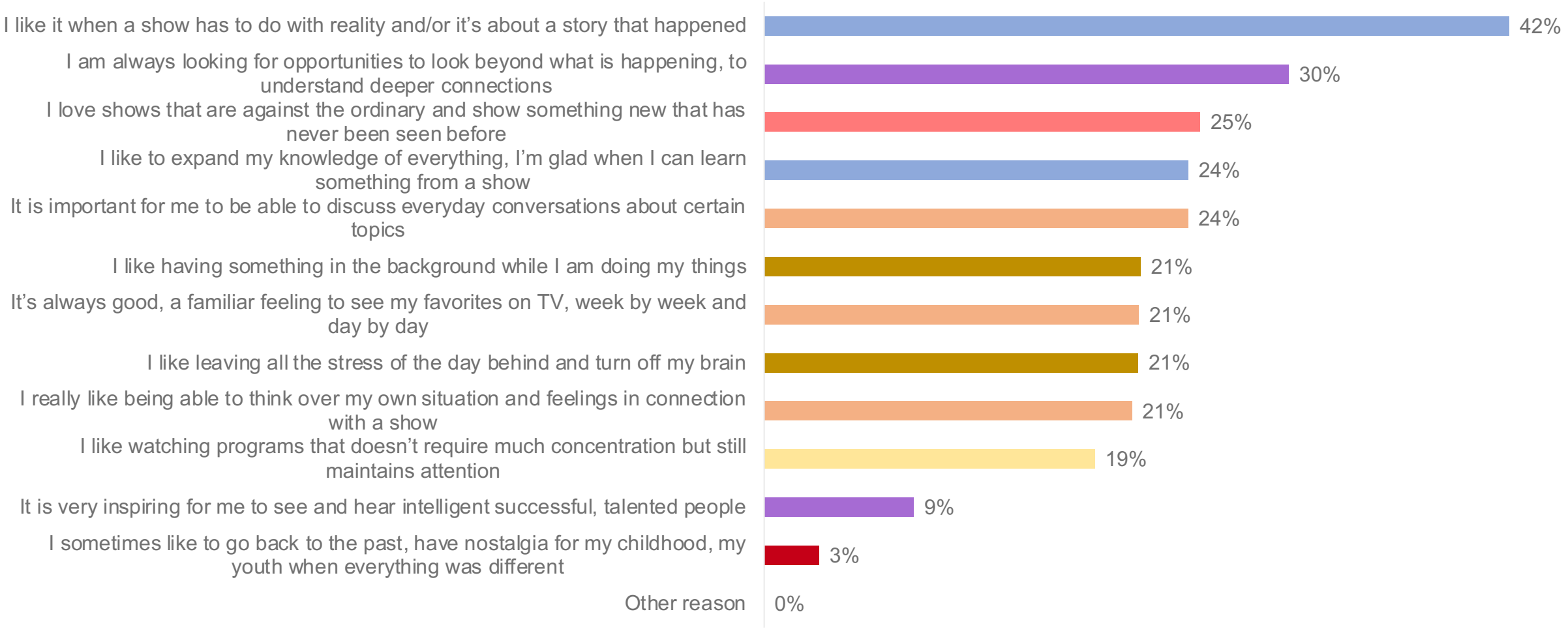
n=95, those who watched this genre yesterday

Typical needs for genres: Talkshow



n=38, those who watched this genre yesterday

Typical needs for genres: in-depth talkshow

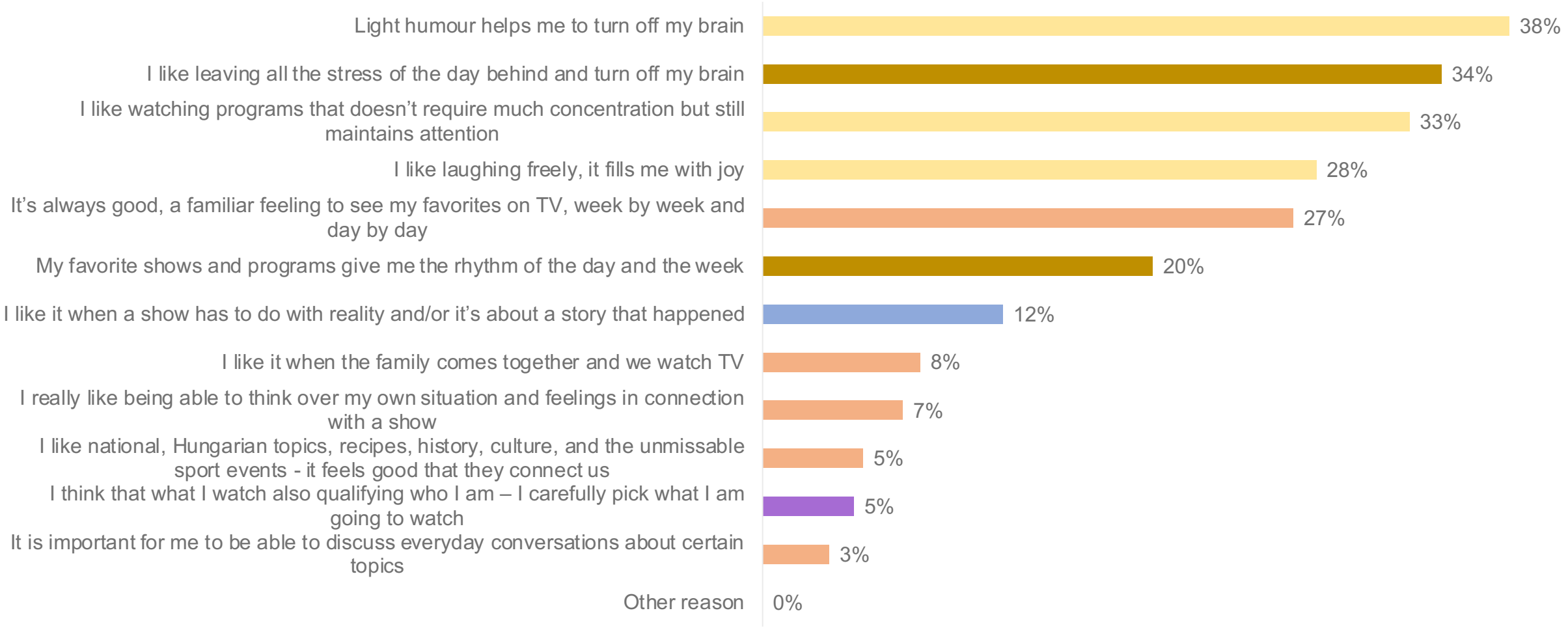


n=33, those who watched this genre yesterday

Typical needs for genres: quiz show

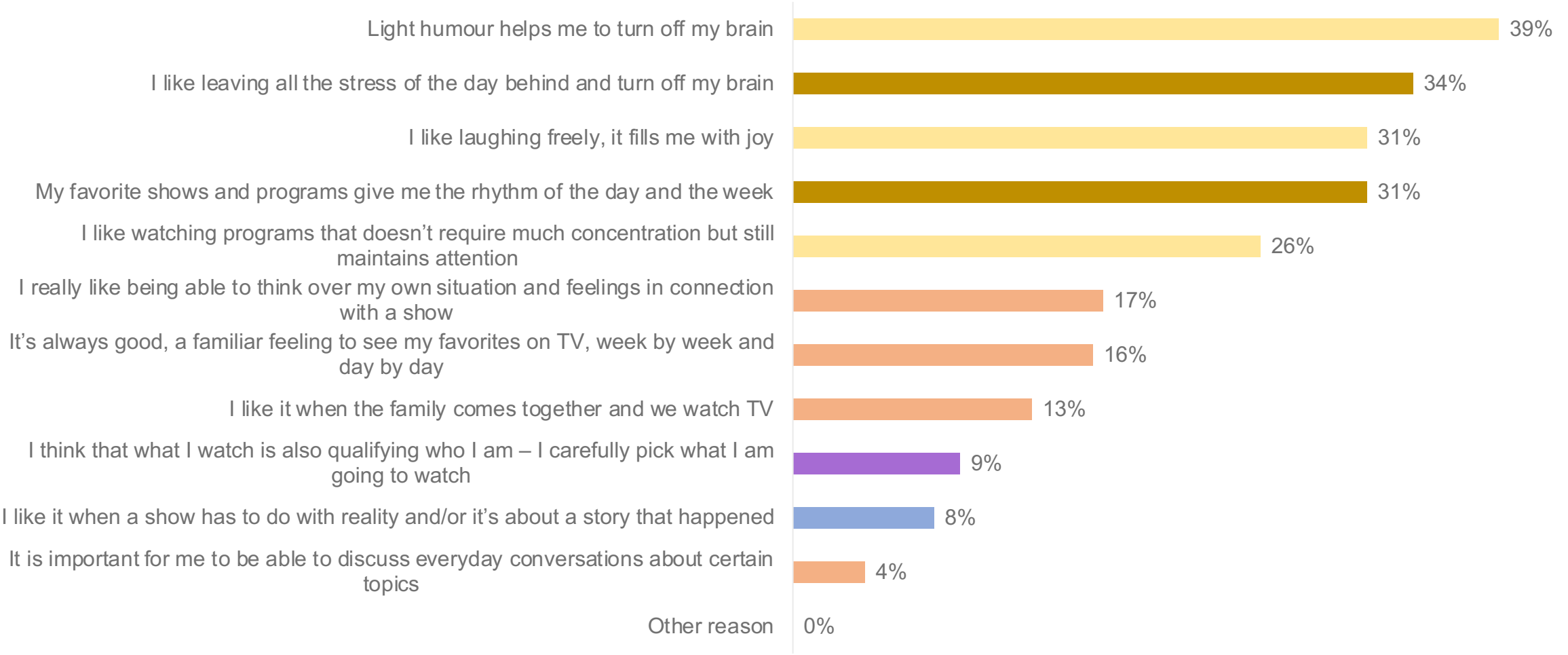
n=50, those who watched this genre yesterday

Typical needs for genres: Hungarian daily series



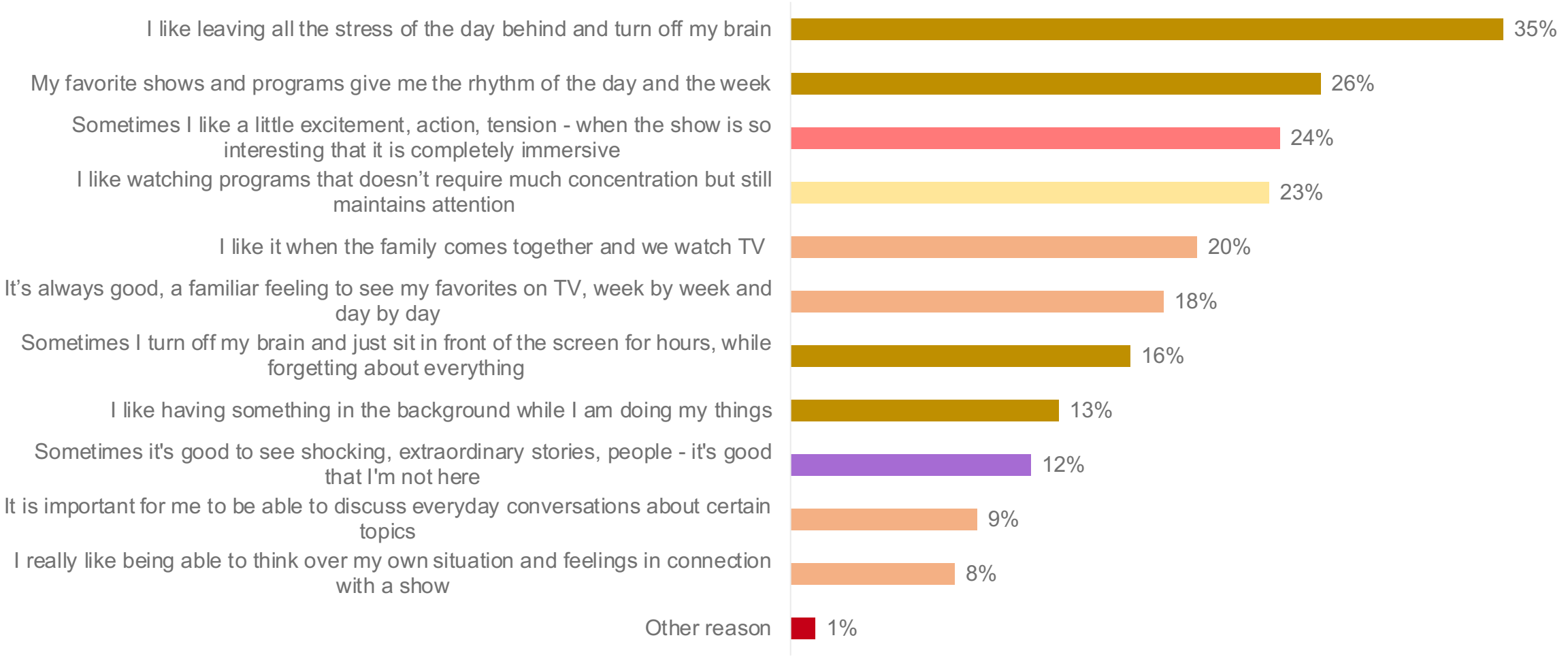
n=114, those who watched this genre yesterday

Typical needs for genres: Hungarian weekly series



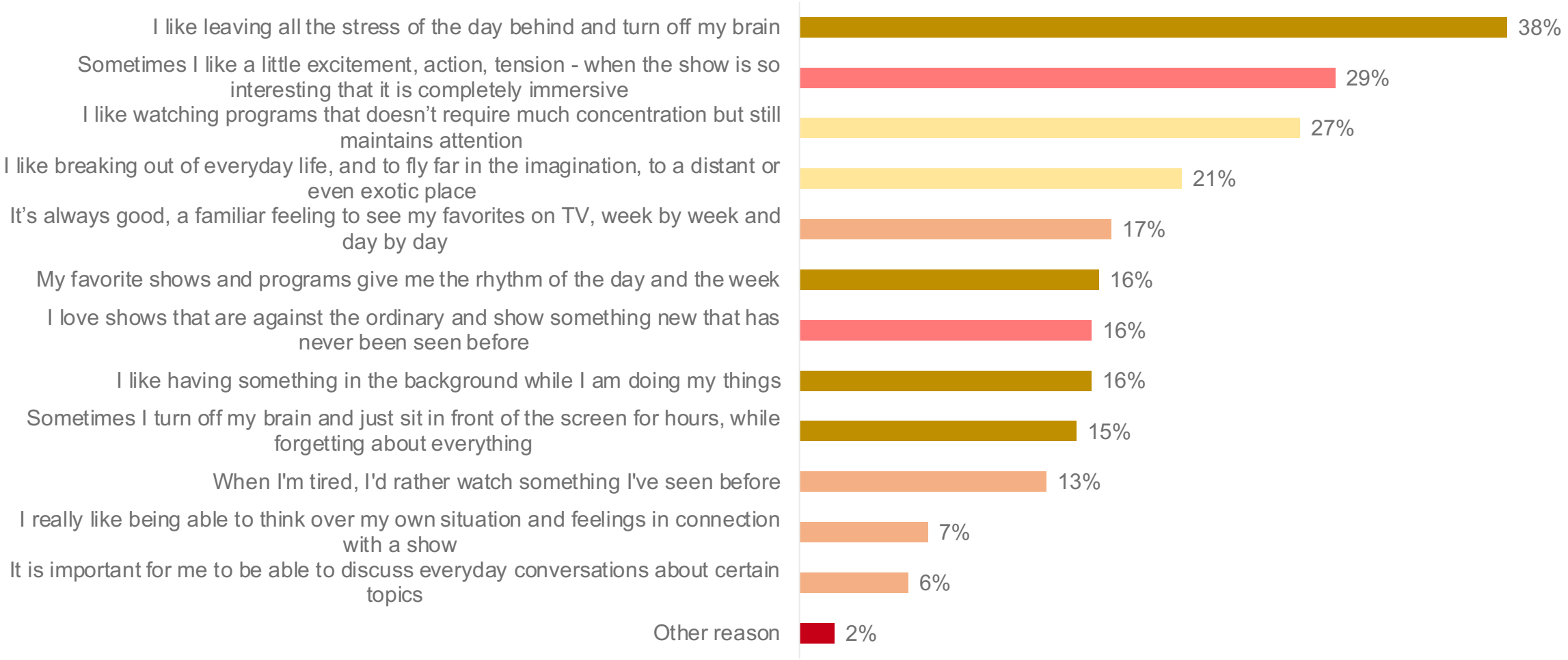
n=53, those who watched this genre yesterday

Typical needs for genres: international daily series



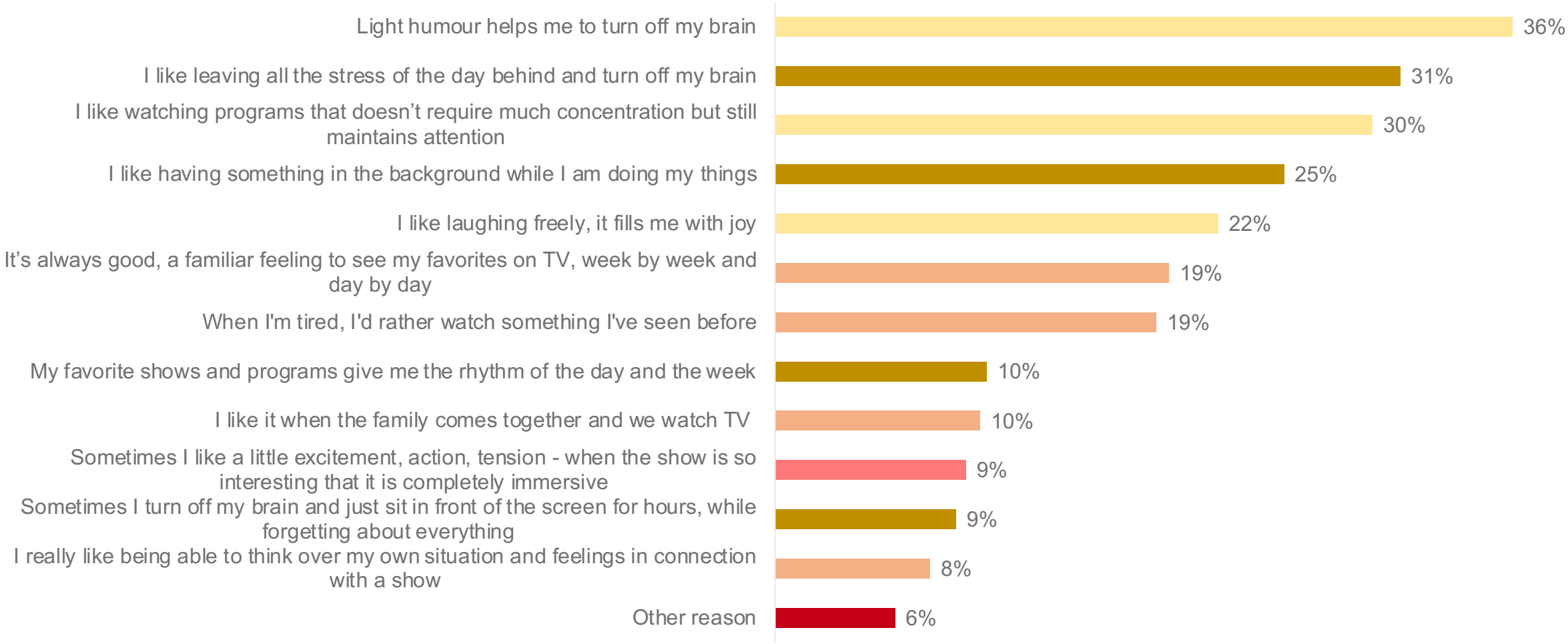
n=79, those who watched this genre yesterday

Typical needs for genres: international weekly series



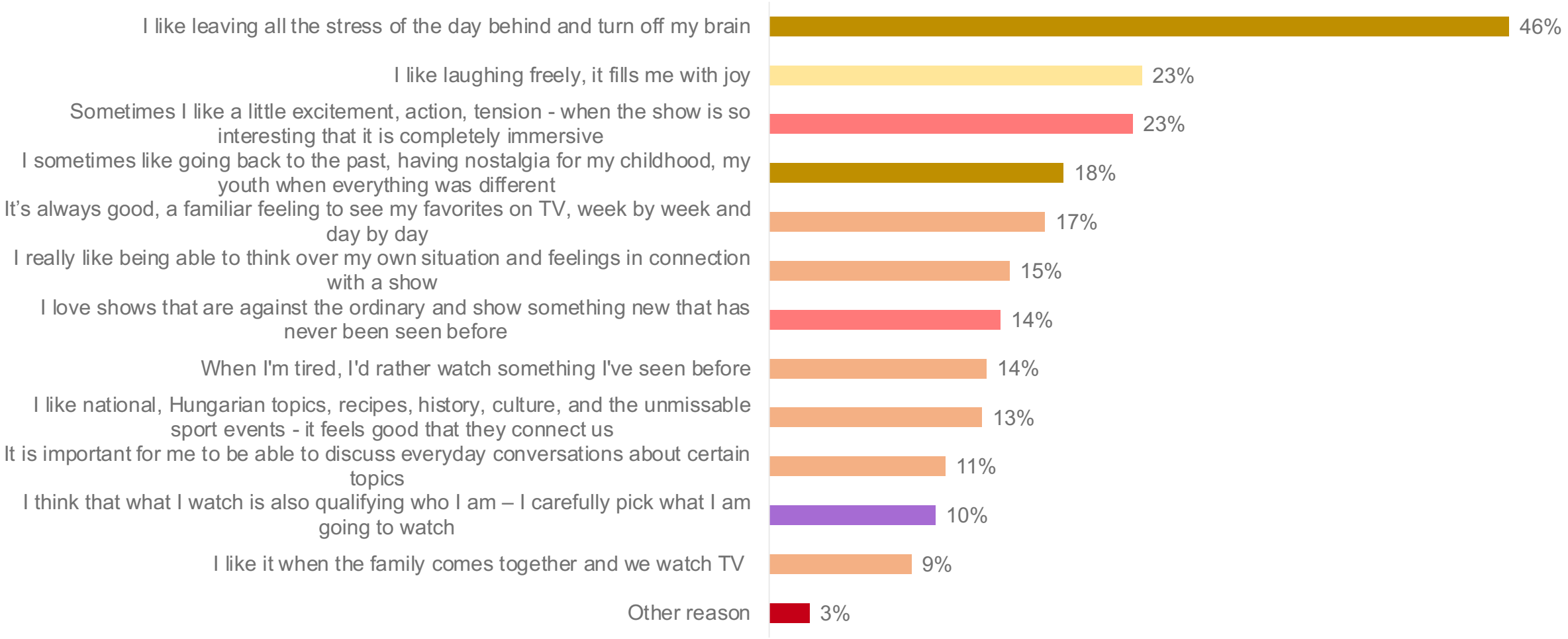
n=100, those who watched this genre yesterday

Typical needs for genres: international sitcom



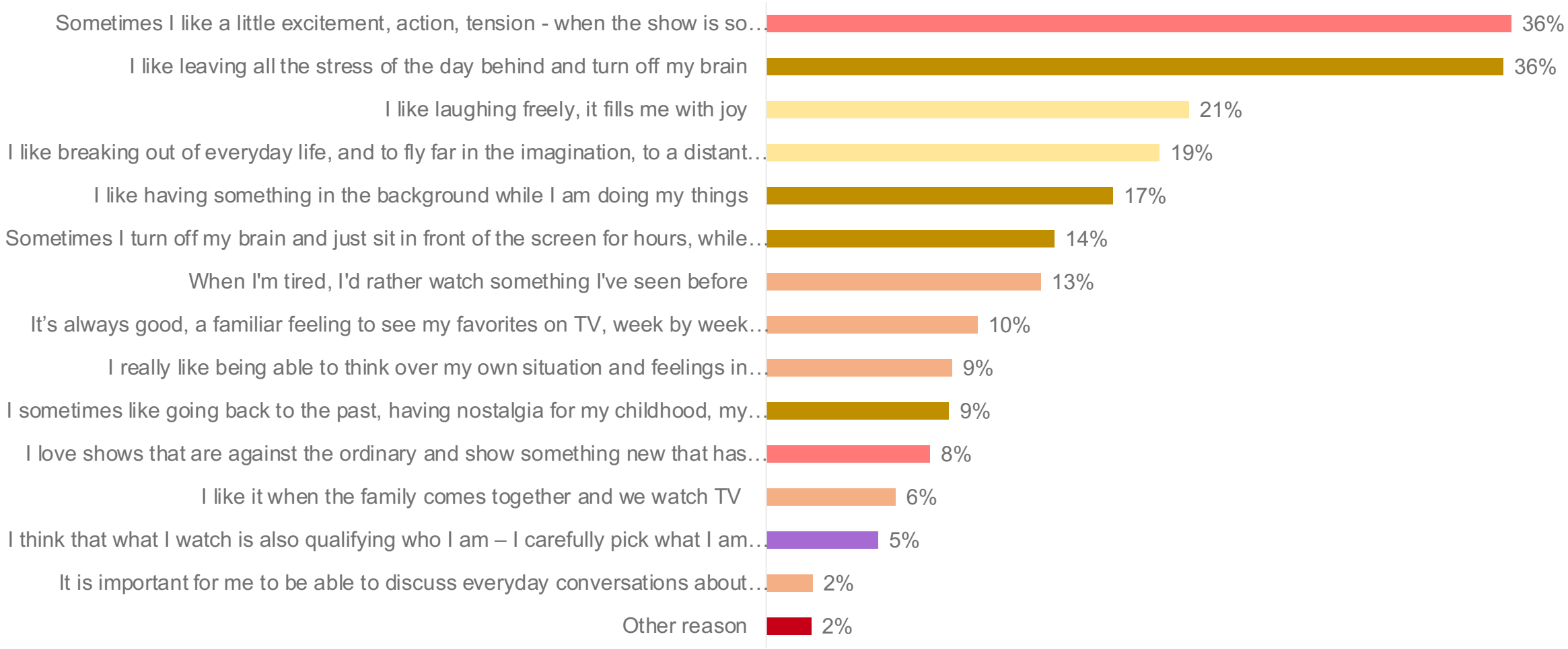
n=109, those who watched this genre yesterday

Typical needs for genres: Hungarian movie or TV film



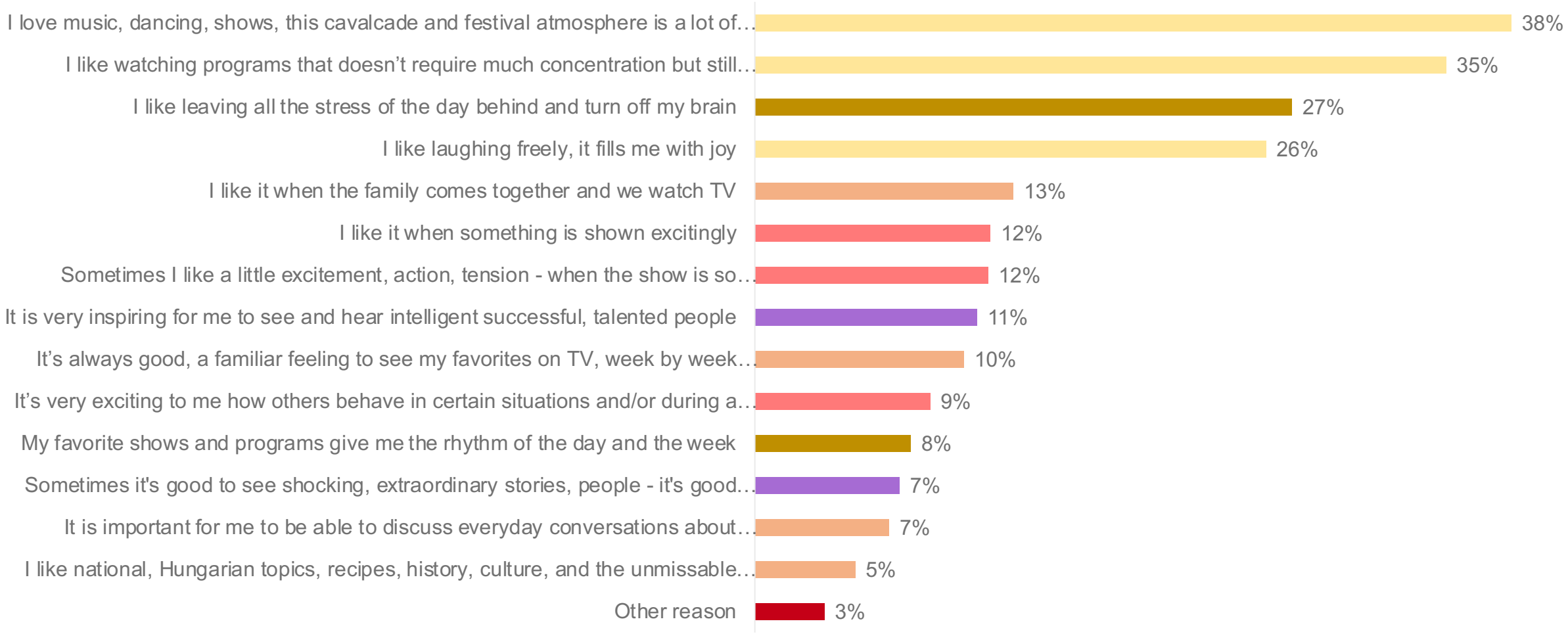
n=82, those who watched this genre yesterday

Typical needs for genres: international movies



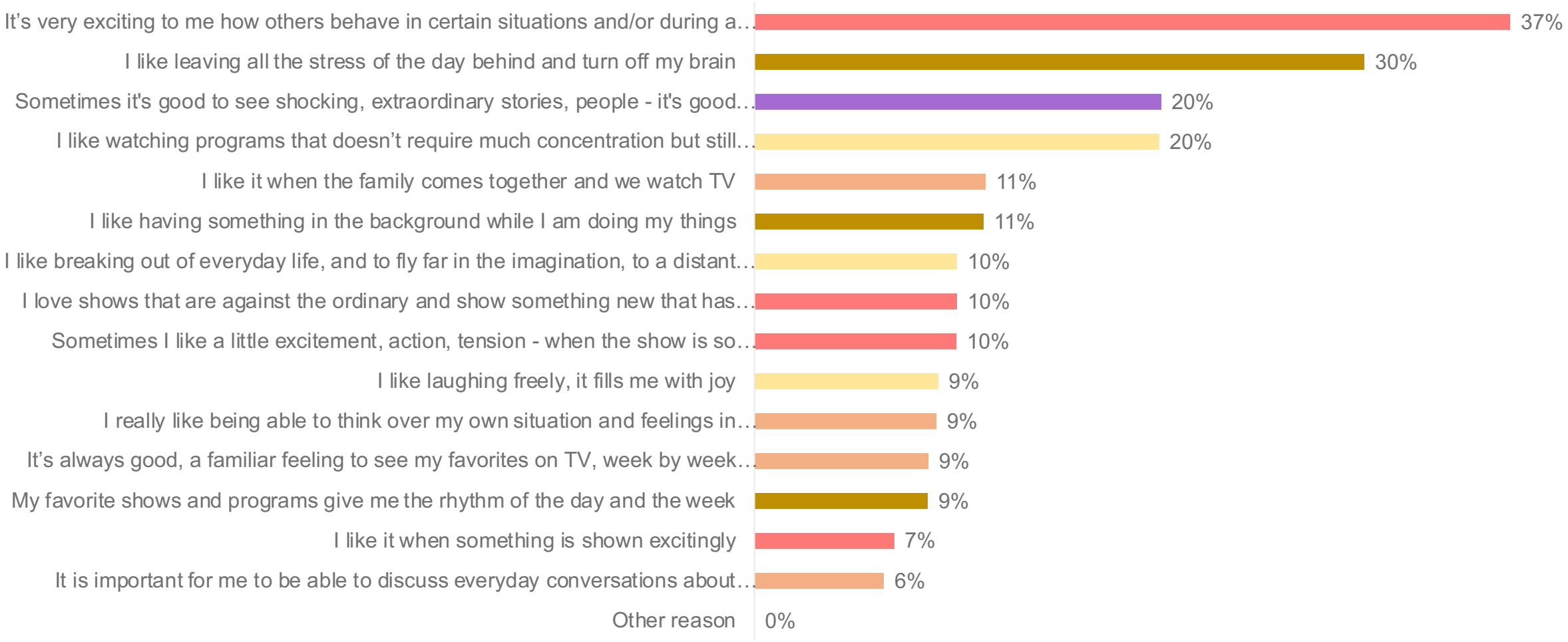
n=177, those who watched this genre yesterday

Typical needs for genres: night show



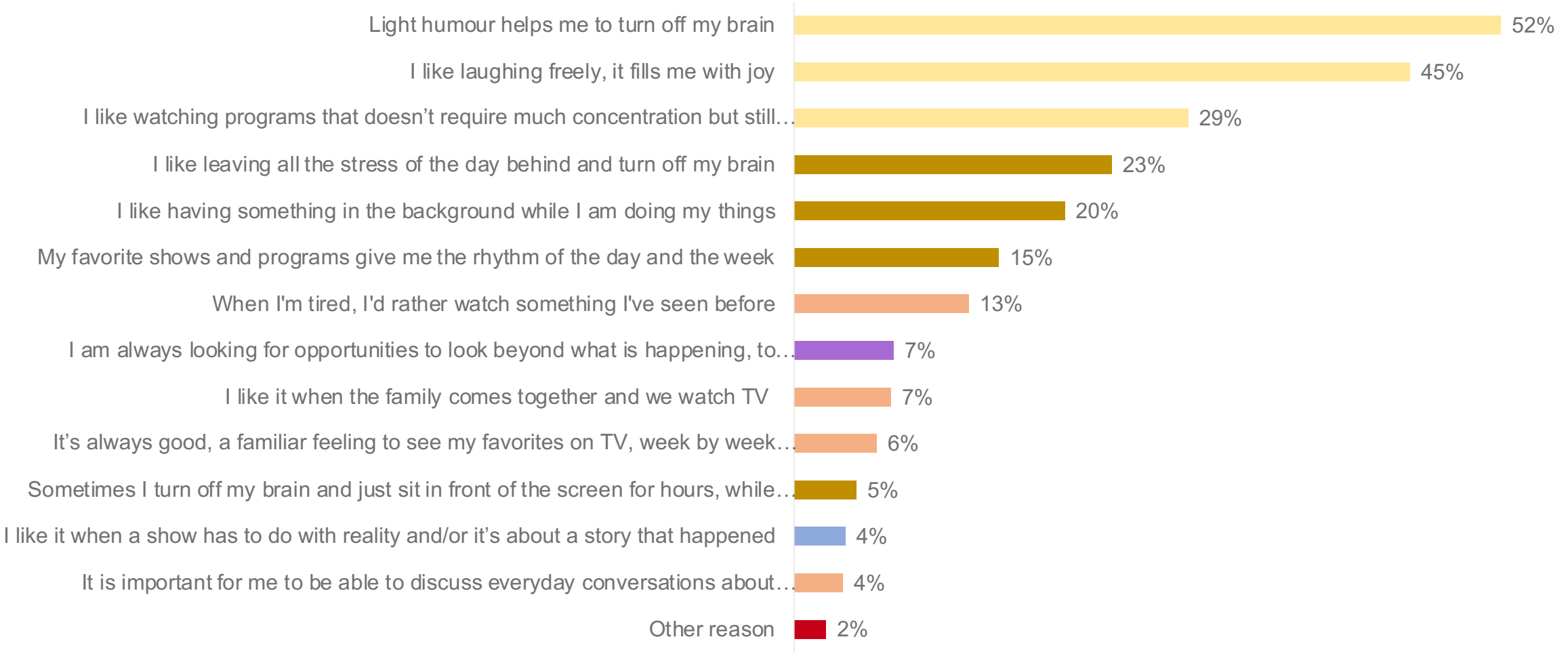
n=117, those who watched this genre yesterday

Typical needs for genres: Reality competition



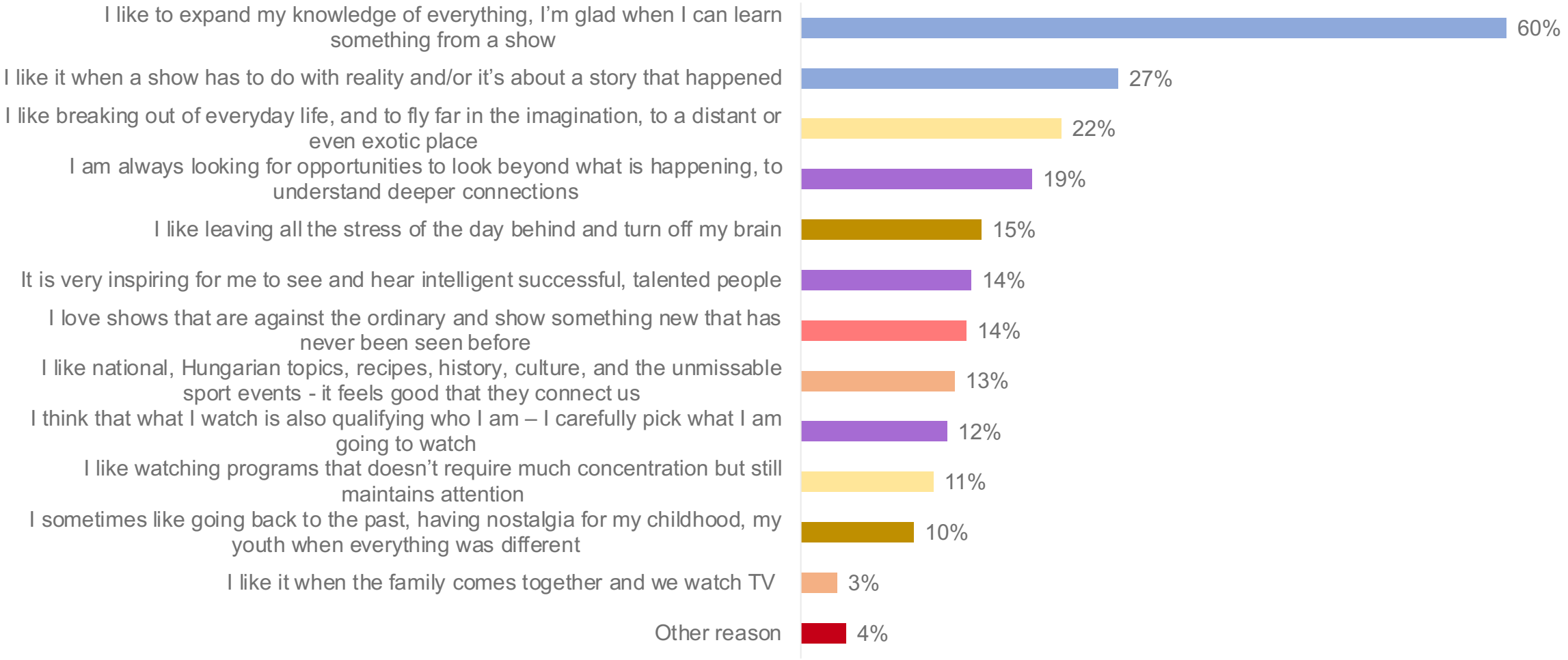
n=68, those who watched this genre yesterday

Typical needs for genres: comedy show

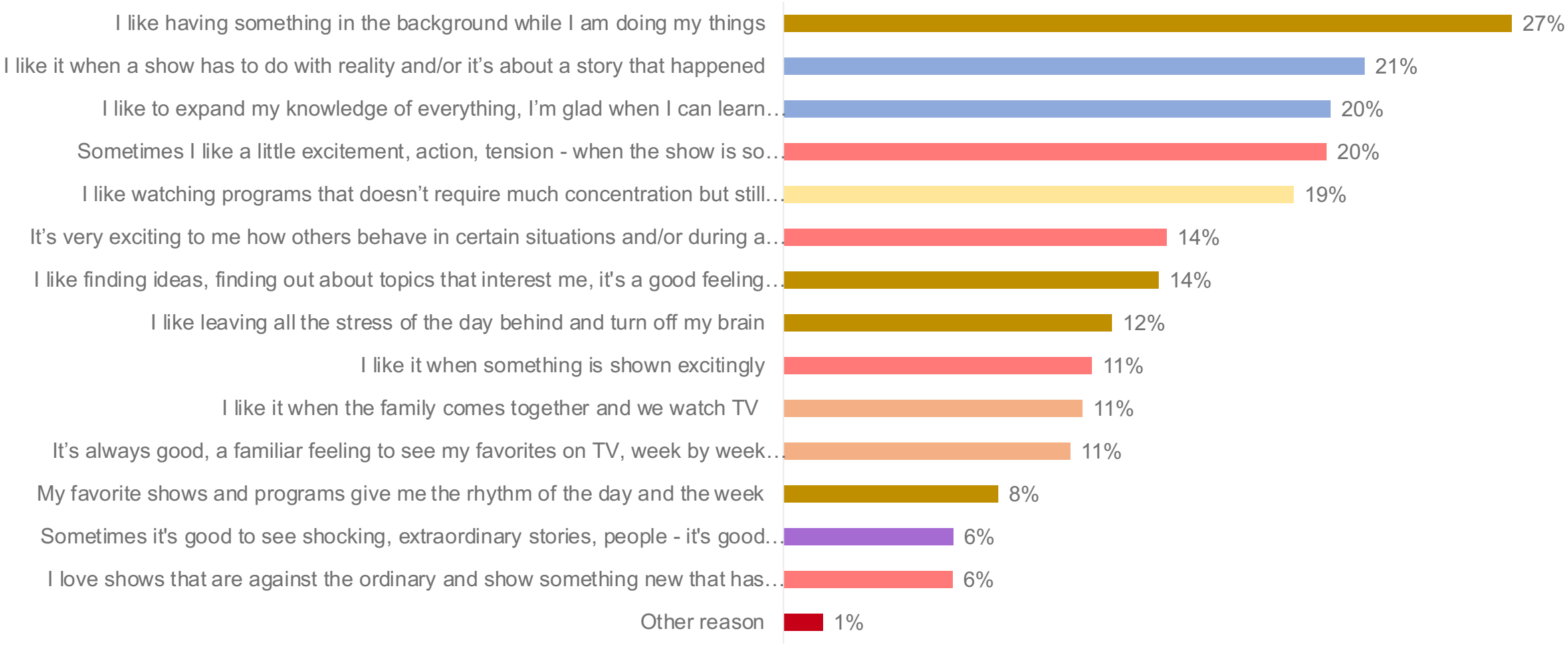


n=85, those who watched this genre yesterday

Typical needs for genres: documentary



Typical needs for genres: docu-reality

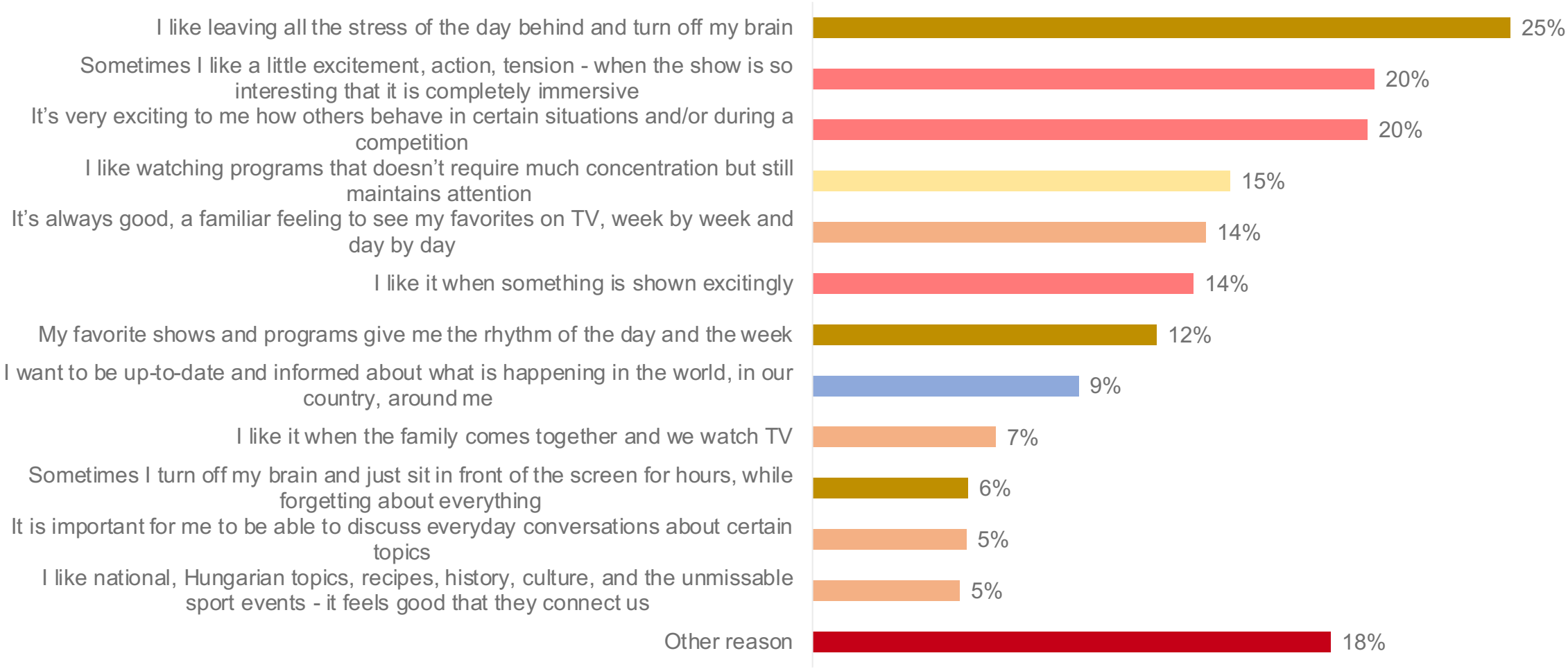


n=64, those who watched this genre yesterday

Typical needs for genres: Lifestyle show

n=73, those who watched this genre yesterday

Typical needs for genres: Sport broadcasting



n=125, those who watched this genre yesterday

Thank you for your attention!