

Video discovery and recommendation: consumer behaviour survey

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Abstracts

Ovum's December 2008 consumer survey of video trends covered nine countries and asked (among other questions) "how do you discover or get recommendations for new videos?" At a time when service providers are developing and sourcing discovery and recommendation systems, Ovum's survey helps both system and service providers to understand how consumers' discovery and recommendation preferences differ by country. The findings highlight the need to build flexible systems that enrich the discovery and recommendation experience for different cultures and locations.

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Executive summary

In a nutshell

Key messages

Germany, Sweden and Italy prefer recommendations from friends

Australia, the US, the UK and France start with 'friends' but move on to 'watching TV'

China and Korea prefer recommendations from 'specialist video websites'

Use multiple sources of discovery and recommendation

Deploy discovery and recommendation experiences, not engines

Make discovery and recommendation entertainment in its own right

Ovum's discovery and recommendation survey

Real-life friends are favourite for video recommendations

Method of discovering video varies significantly by country

Germany, Sweden and Italy discover through friends throughout their lives

Australia, the US, the UK and France discover through friends when young

China and Korea discover with specialist video websites

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