UNIVERSIDADE FEDERAL DO RIO DE JANEIRO
INSTITUTO COPPEAD DE ADMINISTRAÇÃO

THAÍS DE MORAIS VIEIRA

FACTORS INFLUENCING CONSUMERS' EXPERIENCES WITH LIVE SPORTS VIDEO

Rio de Janeiro
2018

THAÍS DE MORAIS VIEIRA

FACTORS INFLUENCING CONSUMERS' EXPERIENCES WITH LIVE SPORTS VIDEO

Master's dissertation presented to the Instituto Coppead de Administração, Universidade Federal do Rio de Janeiro, as part of the mandatory requirements in order to obtain the degree of Master in Business Administration (M.Sc.).

Advisor: Paula Chimenti

RIO DE JANEIRO
2018

CIP - Catalogação na Publicação

de Morais Vieira, Thais
d657 f Factors Influencing Consumers' Experiences With Live Sports Video / Thais de Morais Vieira. -- Rio de Janeiro, 2019.
57 f.

Orientadora: Paula Chimenti.
Dissertação (mestrado) - Universidade Federal do Rio de Janeiro, Instituto COPPEAD de Administração, Programa de Pós-Graduação em Administração, 2019.

1. Streaming. 2. television. 3. sports broadcasting. 4. media choice. I. Chimenti, Paula , orient. II. Título.

Elaborado pelo Sistema de Geração Automática da UFRJ com os dados fornecidos pelo(a) autor(a), sob a responsabilidade de Miguel Romeu Amorim Neto - CRB-7/6283.

Thais de Morais Vieira

FACTORS INFLUENCING CONSUMERS' EXPERIENCES WITH LIVE SPORTS VIDEO

Master's dissertation presented to the Instituto Coppead de Administração, Universidade Federal do Rio de Janeiro, as part of the mandatory requirements in order to obtain the degree of Master in Business Administration (M.Sc.).

Advisor: Paula Chimenti

Aprovada por:

Paula Castro Pires de Souza Chimenti, D.Sc
(COPPEAD/UFRJ)

Antonio Roberto Ramos Nogueira, D.Sc
(COPPEAD/UFRJ)

Daniela Abrantes Ferreira, D.Sc
(FACC/UFRJ)

ACKNOWLEDGMENT

First I would like to thank my family, who always made education a priority and encouraged me to pursue my passions.

To my friends, who have always supported me in my educational and professional pursuits and are a constant inspiration for me to work towards what I believe in. Especially Camila and Mariele for the constant support and for being so present in my life even at long distance.

I would also like to thank Paula, my advisor, who always supported and guided me in this process with patience and valuable insights.

To everyone in Esporte Interativo involved in this research, for welcoming me with such open arms and showing me how the work environment can be full of enthusiasm and drive to make life more fun. You showed me how passion for what you do can go a long way in achieving success and inspired me to never stop pursing my dreams. And an especial thank you to Gustavo Coelho for believing in me and for all the support and friendship developed in such short time working together.

And lastly, to the Brazilian government, its education system and especially COPPEAD and all its employees. Thank you for making it possible for Brazilians to have access to such high quality education. It has truly been a privilege to study and interact with such dedicated and inspiring individuals.

ABSTRACT

VIEIRA, Thais de Morais. **Factors That Influence Consumers' Experiences When Watching Live Sports Video Content.** 2018

Digital media is shaping society while television has been undergoing profound changes. The media landscape as we know is changing and consumer habits as well. Consumers are turning to other devices such as mobile and computers to spend their free time and watch content. Live sports, however, are still a very popular type of content on television scheduling and present high audience rates. Understanding this appeal is crucial if media companies want to transition to new technologies and keep their clients. In that context, this research explores which factors related to television and streaming services influence viewers when watching live sports video content? In order to answer to that question, we performed a survey in partnership with Esporte Interativo Channel, a sports channel from Brazil, and compared the experience of those watching a soccer match on TV and on the streaming service, using PC or mobile. In total we collected 305 responses, being 162 from TV and 143 from streaming. That resulted in the creation of an integrative model to better understand which factors influence consumers' experiences when watching live sports video content. According to our model, people respond to three distinct stimuli in media consumption: the first is related to repetition and what they have been doing, represented by the Habit construct; the second has to do with how easy is to find content and learn new functionalities of the medium with Ease of Use having a high influence on Attitude; and the third relates to the ability to interact with the content and control the experience, encompassing the Interactivity construct.

Key words: Streaming, television, sports broadcasting, media choice

LIST OF FIGURES

LIST OF TABLES

Summary

1. Introduction

1.1 Introduction

Digital media is helping shape society while television has been undergoing profound changes. The media landscape as we know it is changing and consumer habits as well. Consumers are turning to other devices such as mobile and computers to spend their free time, watching content (Dias, 2016). Multi-screening, which consists in watching TV while performing other activities on mobile media, has grown and television is now facing many adversaries.

Big media conglomerates fuel the world economy, with many of them being listed in the Fortune 500 ranking. AT&T Entertainment Group, owner of DirecTV and now also Time Warner[1], had a revenue of 170 billion euros last year, which is almost the double of Alphabet, parent company of Google. However, this still represents a decrease in revenue with the growth margins slowing down[2]. This can be seen as a reflection of the current media landscape as a profit loss is expected amid the current changes in their ecosystem. CBS merger with Viacom, Comcast acquisition of NBC and the polemic acquisition of Time Warner by AT&T are some strategic movements companies are making to content and internet distributors with content creators in order to ride the streaming wave.

Live sports, however, are still a very popular type of content. In a recent Nielsen study[3], soccer appears as the main reason consumers in the US turn their TVs on. So, understanding this appeal is crucial if media companies want to transition to new technologies and keep their clients. While people are turning away from traditional TV, sports appear to be a salvation, as the genre is still the leading on Prime Time TV all over the world[4].

The television screen also still seems to be the preferred medium to watch videos (Nielsen report, 2015), and with that in mind broadcasters are turning to live TV as its core multi-platform strategy (SORENSEN, 2016). According to TiVo's study (2017) 85.4% TV viewers still watch live TV on a daily basis, and as for many years sports have been the main reason to subscribe to pay TV services, as the research shows that sports packages and having

---

1 https://www.nytimes.com/2018/06/14/business/media/att-time-warner-injunction.html

2 http://www.meioemensagem.com.br/home/midia/2018/06/04/grupos-de-midia-perdem-posicoes-no-ranking-da-fortune-500.html

3 https://www.nielsen.com/us/en/top10s.html

4 https://www.statista.com/topics/2113/sports-on-tv/

early access to sports programming remain one of the most important aspects considered by clients when subscribing to premium TV channels. As a consequence, the importance of live sports is bigger than ever, once due to its nature it cannot be adapted to the VOD growing trend.

Live sports consumption is still strong with more than 3 billion minutes viewed during the 2016 Olympics in Rio, which represents almost double from the previous Olympic Games (Tang & Cooper, 2017). "Nonetheless, Prime Time TV ratings dropped 17% compared with the 2012 London Olympics despite more live coverage offered on traditional TV for Rio" (Eschete, 2016 apud Tang & Cooper, 2017). What is at stake here is how viewers are consuming live content once the interest in the sports content is still well established. Media use today is going through a change in viewing patterns, following a multiscreen environment created by new media companies but followed by old sports organizations and media outlets.

In that context, the question this research explores is: **which factors related to television and streaming services influence viewers when watching live sports video content**? This object of study is relevant considered the scenario described before and considering the fact that sports fans are more willing to multiscreen and change preferences between devices (Adobe Digital Index, 2014). With many uncertainties concerning the future of broadcast television, understanding customer preferences among devices becomes crucial for media companies' strategies.

In order to answer to that question, we performed a survey in partnership with Esporte Interativo Channel, a sports channel from Brazil, and compared the experience of those watching a soccer match on TV and on the streaming service, using PC or mobile. In total we collected 305 responses, being 162 from TV and 143 from streaming. This research managed to collect over 15 000 pieces of information, given the complete survey 52 questions. With that, a model was created to better visualize how different variables influence the audience perception of media consumption and their experience.

1.2 Objective

The main purpose of this research is to create an integrative model to better understand which factors influence consumers' experiences when watching live sports video content.

For that, we have considered the following secondary research goals:

- Research Brazilian media history and technological breakthroughs that impacted life sports consumption
- Research live sports broadcasting and changes in live sports consumption patterns

- Compare the experience of fans watching the same football match on TV and on the Internet, for which we combined audiences from computer and mobile devices

1.3 Research scope

In a highly dynamic industry such as broadcasting media, intrinsically connected to other sectors such sports and technology, it is important to highlight the research scope. It needed to be sufficiently restricted to be executed, given the limitations of this project as a master's thesis. But, at the same time, with a range wide enough to allows us to identify valuable trends for the sector.

This study addresses media aspects related to technology and live sports broadcasting in Brazil. For that reason, data collection was exclusively done inside the country.

The online survey was sent to viewers after two soccer matches from the Serie C tournament, in Brazil. This tournament was selected due to its broad viewership, homogeneously distributed among the three different platforms this research wanted to analyze, as multiscreening has not been registered in a substantial amount based on the company's data. In that way, for the purpose of this research, we can infer that each spectator in one platform does not use a different on at the same time.

2. Context

This chapter presents the object of study of this research: live sports broadcasting. It is organized in three parts. The first approaches live sports broadcasting in Brazil, the second

focuses on streaming technology and live sports and the third briefly presents the soccer matches, which served as the basis for the survey conducted in this research.

2.1 Live sports broadcasting

2.1.1 Sports broadcasting in Brazil

During the last decade, the television-broadcasting ecosystem has undergone major changes, due to the arrival of new technologies that closely impacted the production, live coverage and TV program processes (USHINOHAMA, 2012). When addressing live sports broadcasting, that is even more salient, once narrators and tv host can really use these new technologies to foster engagement and increase the emotion of sports coverage (BRAVO, 2009).

In terms of sports content broadcasting, there is no medium more popular than TV in Brazil. According to Ibope (2011)[5] 72% of Brazilians use the TV to keep informed about their soccer clubs, tournament, athletes and major sports events. Possible reasons for this clear preference are characteristics inherent to the TV, such as sound and image.

According to Férres (1998, p. 89) "television represent the triumph of the seduction culture, the desire culture, not just because it is the most important motor in the making of desires, but also because it is itself the window for desire". It is not a coincidence that TV set sales spike right before major sports events. So one could point television as the perfect medium to watch sports, specifically soccer. According to Ibope (2011), soccer content is the most watched content on all digital media platforms in Brazil.

Six decades after the arrival of television in Brazil, soccer remains the sport with most TV time, both on free-to-air TV or cable. According to IBOPE (2014)[6], sports content on TV has grown 53%, between 2007 and 2013. Those numbers include live soccer matches broadcast, events, documentaries and sports news of all types of sports, not even including the World Cup (IBOPE, 2014). Soccer is responsible for the profit revenue for TV broadcasters, which are the rights holders for most sports events. The live coverage of soccer matches is the most important window for clubs to get media time and visibility. On the other hand, broadcasters use live tv broadcasting to attract sports fans and to link them with advertisers interested in that target audience (CRISAFULLI E DOS ANJOS, 2015).

---

[5] http://www.ibope.com.br/ptbr/noticias/Paginas/Esporte%20Clube%20IBOPE%20Media%20revela%20a%20relação%20do%20brasileiro%20com%20os%20esportes.aspx

[6] https://cultura.estadao.com.br/noticias/geral,esporte-na-tv-cresceu-53-em-sete-anos-mma-avancou-100-imp-,1529391

The history of television in Brazil is tightly connected with live soccer coverage and it has been since the beginning. In 1950, journalist Assis Chateaubriand created TV Tupi, with an investment of 5 million dollars and still very low quality, but already with a sports tv show called "Video Esportivo". Football, which can be considered the most important sport in the country, was the highlight of other breakthrough regarding TV broadcasting: it was the first sports to be in a live coverage (GASPARINO, 2013). According to the book called " *TV Tupi, uma linda história de amor*" (Tupi TV, a beautiful love story), it was on October 15th, 1950, less than a month before the channels inauguration when they held their first live tv coverage of a soccer match, in São Paulo, between two of the city's most important clubs, São Paulo and Palmeiras. Gasparino (2013) adds a note "it was the first time the live broadcasting truck left the channel site and went to the stadium".

In 1954, Brazil was preparing for another World Cup, and everyone in the country was looking forward to seeing it on television, and at the time, it was estimated that the country had already around 38 thousand tv sets ready to watch the broadcast. However, according to Ribas (2010), technology was still really unreliable and the biggest sport event in the world would still be the privilege of very few.

It was then, during another World Cup, that history of live sports broadcasting took a turn for the better. In 1970, Ribas (2010) explains, there was a major advancement in image and broadcasting quality, which allowed for much more people to watch the event on that year, all around the world.

Years later, during the Mexico World Cup in 1986, the world saw the first satellite broadcast. In Brazil, even though there were already color TV signals available, most people still watched in black in white. However, the first broadcast of a live soccer match in the country happened on 1972, between Team of Caxias do Sul and Grêmio, in the south of Brazil, but the mass media only adapted it many years later.

With technology being in the forefront of the development of live TV broadcasting, it was created a standard in Brazil, of which only the broadcasters with most resources were capable of offering a more detailed and high quality sports coverage, gaining almost all the times, exclusive rights for sports events. And that still remains until today.

In that scenario, currently in the country, the sports broadcasting industry is not very broad. On free-to-air television, Rede Globo is the rights holder for most of the big sports events, such as the Olympics and the World Cup. On cable and satellite TV, there are four main channels which are SportTv (Rede Globo's channel), ESPN (International tv channel that belongs to Disney entertainment group), Fox sports (that belong to the American company Fox

Entertainment Group) and Esporte Interativo, which will be presented in the following part of this chapter and was the channel through which this research applied a survey.

2.1.2 Live sports and streaming technology

The arrival of on-demand content across devices is reshaping consumer habits. Audience are accessing, consuming and interacting with audiovisual content in a hasty manner. And, as a consequence, this multi-platform evidences are changing the way TV networks produce, schedule and deliver all types of tv programs.

The evolution of technology has allowed new resources and features to digital television and the launch of streaming platforms has changed forever the way channels think their content, including live sports broadcasts. When talking about interactivity, sports have a lot to benefit from this new era, once interactivity allows networks to put the audience first and find new ways to adapt to their characteristics (USHINOHAMA, 2012).

Some possibilities brought by interactivity are already being tested regarding sports content such as an offering on app or on streaming page live information about players, clubs and statistics, without making the sports fan wait for the narrator to comment on them. On this multi-platform context, interactivity seems to be the ongoing trend, once it allows TV broadcasters to give the audience to interact with the digital content and amongst themselves (LEMOS, 2002).

In this research, the main focus is live TV and with that many particularities arise surrounding this genre. Live broadcast has always been part of the central strategy of TV channels and now they are using it as a key component of their multiplatform strategy, making good use of the notion of liveness and live events in a media ecosystem where portable devices are used at the same time as live TV.

For that reason, authors such as Sorensen (2015) and Dias (2016) point streaming as a complement to the entire television experience, which has led TV networks to "a ‘two-screen programming’ and strategic priorities to commission, schedule and distribute content across platforms, devices and VOD players" (SORENSEN, 2016, p. 385).

In this context, if different devices are simply different content delivery platforms, the priority is to make sure all live content is accessible at all times and audiences can watch on one device and supplement their experience on an additional platform, weather is by starting in one and finishing on the other or both at the same time. Sorensen (2015) talks about "media mesh" and how it adds to the viewer experience, by facilitating the access to content in a

scenario where the viewer can immerse him or herself in the content while interacting with other.

As we can see, streaming is revolutionizing the television experience and as of now, live TV can no longer be solely seen in terms of temporal immediacy. TV channels are adjusting their strategy to live TV and by combining the reach of networks and their ability to broadcast live events and presence across devices, they are relying on liveness to maintain their status.

In order to make this transition smoothly, from a TV channel to a multi-platform media company, there is a need to understand the affordances of each platform in the media landscape, as well as the dynamics between platforms, devices, the content and the most important, consumer preferences and habits.

In the context of live sports, it allows fans to watch from anywhere and interact amongst each other. For Gasparetto and Barajas (2018) live sports broadcast on streaming services have been introduced by media companies as a possible paradigm change, where TV broadcasters monopoly could be broken and soccer clubs can think about more lucrative ways to use their image and content. For them, new streaming possibilities can also represent new revenue streams, increasing their reach, advertisement option and new possible buyers for their broadcasting rights. However, the authors states that soccer clubs are still quite conservatives and "streaming would be a complement to TV, not a replacement" (GASPARETTO AND BARAJAS, 2018, p.369). Once again the author reinforces the idea that streaming comes as a service to complement the tv experience.

In the midst of all the changes, Keating (2018) points out that the sports media industry still has a lot to learn in order to fully embrace streaming technology in its day to day as "Sports programming remains heavily reliant on cable-TV bundling, in large part because live access to content is vital to the sports viewing experience"(KEATING, 2018, p. 5). While other forms of entertainment such as tv shows and films, are more flexible in terms of temporality, due to their live nature, sports events cannot simply be binge watched hours after they happen and thus are highly dependent on live broadcasts and their technological quality.

In that way, the future of sports content distribution needs to focus on adapting to this rapidly changing media environment and once again, technology is vital as both sports leagues and TV channels need to offer enough flexibility to satisfy consumer demand. As live viewing is so critical in this scenario, providers must make their priority to fix glitches and delays, which still occur and could ruin the entire experience.

Besides of an initial reluctance in embrace the new technology, we have seen every day more sports league trying to challenge the current scenario with live online broadcast and deals

sign with internet companies, and with that glimpses of the future of sports viewership on emerging platforms outside of traditional cable tv.

To add to this equation, the rise in cable prices due to higher cost of broadcasting rights will most likely impact on consumer choices, when think of switching to only streaming services. So failure to keep up with technology and streaming trends could be fatal for the sports media companies. So, as other industries, they are face with the task of " perfect combination of immediacy, accessibility, and engagement with its content to keep viewers satisfied as this shift toward OTT services unfolds"(Keating, 2018, p. 10).

2.1.3 Esporte Interativo: the TV Channel

The "Esporte Interativo" channel, (which can be translated loosely as 'Interactive Sports'), or "EI", was born in 1999, as "Top Sports", a marketing agency that focused on working side by side with soccer clubs in Brazil, to attract potential investors. Three young entrepreneurs were ahead of this project: Edgar Dinz, Leonardo Lenz Cesar and Carlos Henrique Moreira Jr.. After raising almost 800 thousand reais, they all quit their jobs to focus full time on the new endeavor.

In 2001, the first big project was the "Copa do Nordeste", which brought together all the major soccer clubs in the northeast of the country. The tournament was a success both financially and in terms of audience.

In 2003, the plans for a TV channel started to be put into motion, with the main focus being to buy broadcasting rights from important sports events in Brazil and the World, time slots from local open TV channels to broadcast this content and revolutionize the way sports broadcast were made in Brazil. The entrepreneurs shared the opinion that sports broadcasting should aim to be collaborative and multimedia, allowing the audience to get involved and engage with the content.

With that in mind, at the end of that year, they managed to attract 4, 5 millions reais from private investors, friends, family and even some employees. That way, they were able to buy broadcasting rights to the UEFA Champions League (The most important football clubs championship in the World), NBA (one of the most important basketball leagues in the World), Premier League (England's national soccer championship) and the NBB (Brazilian National Basketball league).

So, in 2004, Esporte Interativo had its first TV broadcast, on open TV Channel called "RedeTV". In order to keep up with the plan to offer a more interactive broadcast than local competitors, Esporte Interativo offered prices for the audience to interact with the broadcast,

via internet or mobile phone and they were the first in Brazil to host a TV program in which the audience was able to participate live via mobile messages.

This model, which was based in buying time slots from two Brazilian TV channels, RedeTV and Rede Bandeirantes (BAND) proved very successful, along with their new way of broadcasting sports, really engaging with the audience by bringing their inputs to the live broadcast. Another innovation from the EI team, was the way they managed to include and mix advertising and sports content, something very new back then.

In January 2007, TopSports launched a 24 hours tv channel[7], on C-Band (a Brazilian service, that allows people to synchronize to many channels via their own antenna). So they were now able to produce and distribute content independently on many platforms (TV and Digital Media). After two years, the company secured a 14 million investment from BNDES (Brazilian Bank for Economic and Social Development), who became the owners of 15% shares of EI.

With the new investment, Esporte Interativo secured new broadcasting rights and searched for new ways to innovate. During that year, they launched "Esporte Interativo Movel", a mobile service, which offered sports contact via mobile message, that attracted 1, 2 million subscribers in less than a year. After years of audience ratings success with their sports broadcasting over the internet (including one live soccer match via Facebook - the first in the history of the platform), in 2012 EI launched their streaming platform, Esporte Interativo Plus, which we will address more on the following part of this chapter.

2.1.4 Esporte interativo Plus

The matches selected in this research which served as a basis for our survey, were broadcast both on TV, on Esporte Interativo channel, mentioned earlier in this chapter, and also on the channels streaming service called EI Plus. This OTT (over-the-top) platform that allows fans from all over the country to watch their clubs play, even if they do not have access to a television, which is still quite common in certain parts of the country, specially the cities where most of the clubs from the tournament we selected are from.

Esporte Interativo Plus was first launched in 2012, at the time called "EI Plus" as the channels attempt to reach a broader audience, interested in other tournaments other than the main national soccer league. Esporte Interativo has always focused in an underserved group of

[7] http://www.portalmidiaesporte.com/2009/07/tv-esporte-interativo-ja-esta-operando.html

soccer fans, whose clubs are not in the main league so, besides going to the stadium; they never had the chance to watch their clubs on the TV.

In 2013, the channel launched a new version of the service, rebranding it to Esporte Interativo I Plus, in the current structure of the service[8]. The app can be accessed from mobile, tables and smart TV, and the website can be viewed on all PCs. EI Plus currently offers two subscription models, a monthly or yearly, with a price of xxx (check the current price)[9]. Another revenue stream of the service are the partnerships, mainly with telecom companies who offer free access to Esporte Interativo Plus to their mobile carries clients.

In terms of content, all sports broadcasting rights acquired for the TV channel are also available on the streaming service, which streams everyday 24 hour live TV (same time as the TV Channel) plus one-off live sports events, that are then stored in the platform to be watched later on demand. The current content is heavily focused on soccer with the UEFA Champions League being the most important tournament the service offers.

3. Theoretical Framework

In order to better understand which factors influence consumers' experiences when watching live sports video content., in this chapter it will be presented the theoretical background for this research. It is divided into three parts: in the first one, we present theories from technology and marketing scholars (and adapted from psychology) related to the use of technology; in the second part, we explain the media use theories derived from communication scholars; and during the third part we describe selected studies regarding sports viewing patterns and media consumption.

[8] http://www.portalmidiaesporte.com/2013/11/esporte-interativo-lanca-versao-20-do.html
[9] https://suporte.esporteinterativo.com.br/hc/pt-br

3.1 Technology Use and Adoption

The adoption of new technology is a complex phenomenon, which has been the object of study for many researchers and has originated important theories and models. In this topic we will discuss the main theories that have influenced this field the most during the past decades and the models related to them.

The Theory of Reasoned Action (TRA), created by Fishbein and Ajzen (1975) and Ajzen and Fishbein (1980), is one of the most important theories regarding human behavior. Based on social psychology, TRA proposes a model to understand behavioral intention (BI), based on the theory that an actual behavior can be explained by a person's intention of performing such behavior. That intention is previously mediated by both attitude and subjective norm, concepts that will be explained next on this chapter.

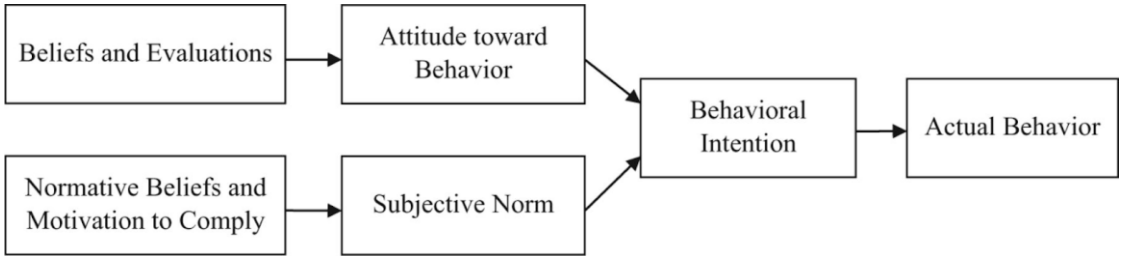

Figure 1: Model of Theory of Reasoned Action – TRA (Fishbein and Ajzen, 1975)

According to Fishbein and Ajzen (1975), a behavioral intention is that person's subjective probability to perform some behavior. It can be explained as their location on a subjective probability decision between him/her and some action, and it shows how inclined he or she is to perform a specific action.

Two major factors that determine behavioral intentions are attitude and subjective norm. The first one is the function of beliefs regarding performing some behavior that will lead to an specific outcome and the person's evaluations of such outcome. The second is the function of a person's beliefs about what his reference group thinks regarding weather or not he/she should perform this behavior and the motivation to comply with the referent. This component represents the perceived pressure to perform a given behavior and the person's motivation to comply with that pressure.

For Fishbein and Ajzen (1975), since it is possible to obtain direct measures of attitude and subjective norms, it is possible to study the effect of a given variable on the two components and to use this information to predict behavioral intentions. Based on TRA and focusing on

understanding motivations behind the use and adoption of technology, Davis (1985) used this model to create the Technology Acceptance Model (TAM), whose object was to create "a practical "user acceptance testing" methodology that would enable system designers and implementors to evaluate proposed new systems prior to their implementation". However, later on, TRA was criticized by only focusing on rational aspects to explain human behavior.

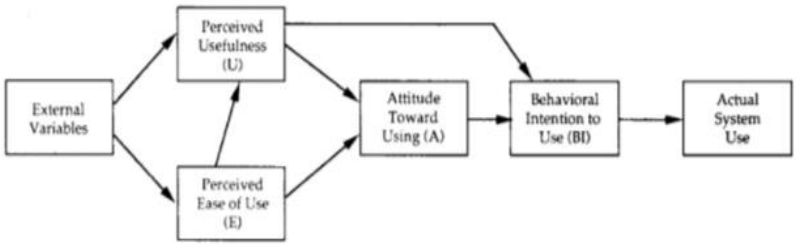

Figure 2: Technology Acceptance Model (TAM) by Davis et al. (1989)

Davis et al. (1989) were the first ones to test these theories at the same time with the objective to better understand what leads employees of a company to adopt and use new technologies. TAM, an adaptation of TRA, was specifically created to understand user acceptance of information systems (IS) and for that reason, the model introduces two new particular beliefs: perceived usefulness (PU), defined as the "prospective user's subjective probability that using a specific application system will increase his or her job performance" and perceived ease of use (PEOU), which refers to "the degree to which the prospective user expects the target system to be free of effort"(DAVIS, 1989, p.321). For the authors, both beliefs "are of primary relevance for computer acceptance behaviours".

The same way as in TRA, TAM explains that computer usage can be determined by behavioural intention, however, it postulates that BI is mediated and affected by both attitude and also perceived usefulness. In that way, in TAM, beliefs have a direct linkage with intention, and "people would form intentions to perform behaviours which they understand have a positive effect and will increase their performance" (DAVIS, 1989, p.335).

Later on, Venkatesh and Davis (2000) proposed an extended model, referred as TAM2, to further analyze perceived usefulness and usage intentions in terms of social influence and cognitive instrumental processes, by collecting data from four different system at four organizations. The goal of the research was to better understand the determinants of perceived usefulness to help to design organization's interventions that could increase user acceptance and usage of new systems.

Besides Perceived Ease of Use and Perceived Usefulness, TAM2 incorporates additional constructs related to social influence, such as subjective norm, consistent with what was previously theorized in TRA, and also the constructs of image, voluntariness and experience, related to social status, motivation to comply and continuous use of a system, respectively. In this new model, intention is also directed influenced by subjective norm, mediated by voluntariness and experience.

In most researches using TAM, the focus is the use and adoption of information systems in a business environment. Legris et al. (2003) analyzed different researches in order to review Davis' model (1989). 22 articles were studied regarding their use of TAM, research methodology and results available, to provide a critical analysis of the model, and bring out the added value of TAM in explaining system use. Legris et al. (2003) concluded that in order for TAM to show better results, it needed to be integrated into a broader model to "include variables related to both human and social change processes".

In order to take into consideration limitations of TAM presented over the years, Venkatesh et al. (2003) created a unified view of user acceptance models. Firstly, eight models taken from IS research were reviewed and compared and then formulates and testes the Unified Theory of Acceptance and Use of Technology (UTAUT), a broader model that integrated several theories such a TRA, TAM, Motivational Model and Theory of Planned Behavior to better explained the determinants of user acceptance and adoption of new technology.

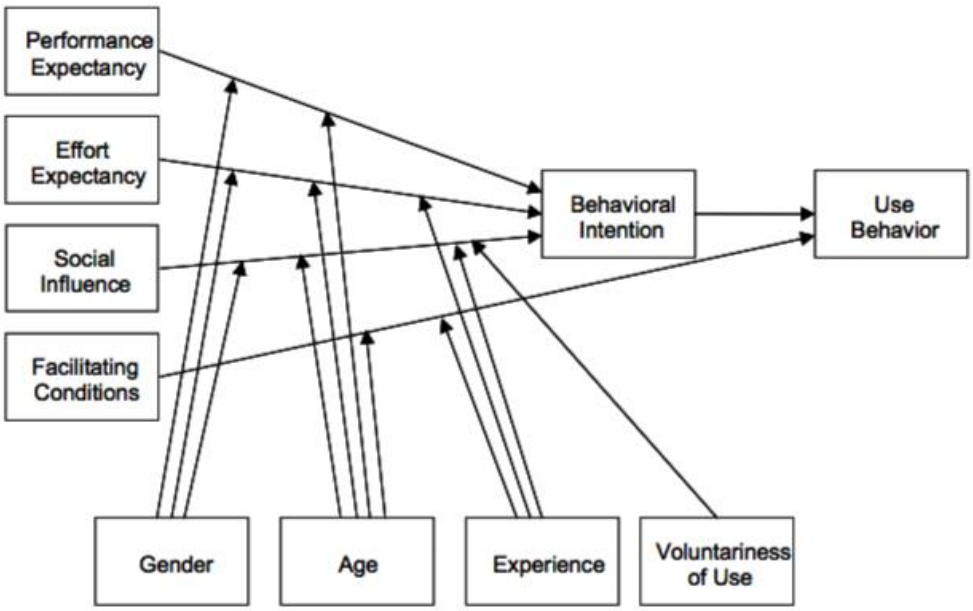

Figure 3: Unified Theory of Acceptance and Use of Technology (UTAUT)

The research, in order to combine the most important aspects of the models, empirically compared them using a longitudinal study. Based on the similarities found, the new theory was formulated. The eight models present a total of 32 constructs and as moderators of those variables, Venkatesh et al. (2003) present four key moderating variables: experience and voluntariness (concepts already tested in TAM2), and also gender and age. The research found to be true the role of the four moderators, with predictive validity of the model increasing after including the four variables. The four new variables were pointed as mediators for construct impact on intention and behavior.

Venkatesh et al. (2012) develops UTAUT2, which incorporates three constructs into UTAUT: hedonic motivation, price value, and habit. Individual differences—name, age, gender, and experience—are hypothesized to moderate the effects of these constructs on behavioral intention and technology use. Results showed that compared to UTAUT, the extensions proposed in UTAUT2 produced a substantial improvement in the variance explained in behavioral intention (56 percent to 74 percent) and technology use (40 percent to 52 percent).

UTAUT3 is an extended version of Unified Theory of Acceptance and Use of Technology (UTAUT). This model was proposed by Farooq et. al. (2017). It explored the impact of "Personal Innovativeness" along with other existing constructs of Unified Theory of Acceptance and Use of Technology (UTAUT). It is expected that proposed UTAUT3 model can be used as latest Technology Acceptance Model (TAM) for future studies in the field of Social Sciences, Business Studies, Information Technology, and Humanities.

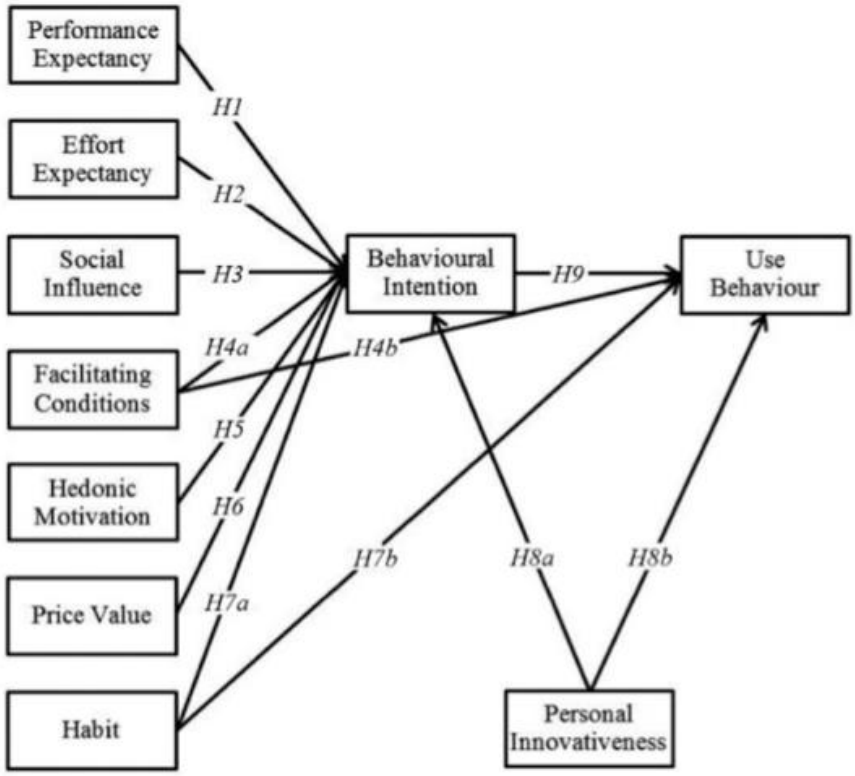

Figure 4 Extended Theory of Acceptance and Use of Technology by Farooq et al. (2017)

As presented in the research, “gender roles have a strong psychological basis and are relatively enduring” (p.450) which needs to be taken into consideration when analyzing technology adoption. According to authors, job-related factors may change given traditional societal gender roles. Age was also proved to have a significant importance as “increased age has been shown to be associated with difficulty in processing complex stimuli”(Apud Plude and Hoyer 1985).

Besides understanding motivations behind a person's intention and their actual behavior of adopting a new technology, there is also the need to investigate characteristics present in innovations that might mediate the process of adoption. Rogers (1995) in ‘The Diffusion Theory’ presented five characteristics of an innovation that also influence a person's adoption decision: Relative Advantage, Compatibility, Complexity, Triability and Observability. According to these five elements are characteristics of innovations that can affect the rate of adoption and by analyzing them one can be capable of predicting an innovation diffusion rate by understand an individual's perceptions of such characteristics.

Rogers (1995) included the idea of an image, as previously mentioned in TAM2, as part of relative advantage, which can be of economic or social character. The theory explains the status aspect of an innovation that can be a very "important motivation for almost any individual

to adopt an innovation" (Rogers, 1995, p.215). Another construct presented here is the Compatibility, that can be related with job relevance, already presented by Venkatesh and Davis(2000). In Rogers (1995), the concept is expanded, by including sociocultural beliefs and values, and previously introduced ideas. However, compatibility with needs, which is the degree to which an innovation meets a need felt by the clients, is a concept very similar to others later on presented in the literature.

The main idea presented in Rogers (1995) can complement behavioral theories, once it shows how an individual's perceptions of characteristics present in innovation can dictate their rate of adoption. That is, the theory shows that even though it is important to study different aspects regarding a group of people that can influence them to adopt a certain innovation, it is worth noting, that analyzing the innovation's differences (i.e. their unique properties) can help guide managers and change agents seeking to predict the reactions of future clients. As presented in the research, the industries dealing with innovation would benefit from using a standard classification scheme for describing attributes of innovations.

3.2 Media Use Theories

Media use theories are important for this research once they look into media substitution and complementarity, and in this case, help us better understand the current changes in the media ecosystem in the light of communication literature (CHAN-OLMSTED, 2012). The interest in media goes dates back from the beginning of mass communication research and after many investigations, research came up with lists of functions served by a specific content or medium (KATZ Et al., 1973).

One of the most important theories in the field of media studies is The Uses and Gratifications Theory, which dates back from 1950s focused on determining the motivations behind media uses by analyzing the way people use media. According to Katz et al. (1973), there have been many approaches to this theory over the years, and the main concerns have should analyze the social and psychological origin of the needs, that generate expectations of the mass media, which leads to different patterns of media exposure and need gratifications. In this context, the audience is actively choosing and the media itself is competing with other sources of gratification (RUBIN & PERSE, 1987).

For Katz et al. (1973), audience gratification can be derived from three sources: media content, exposure to media itself and social context. Here, each medium offer a unique combination: characteristics content, typical attributes and exposure situations and these combinations can make a medium more or less adequate to fulfill a specific need. In order to

do that, each medium performs a function, based on their technological or aesthetic attributes, which makes certain medium more similar or not with each other, depending on the purpose of the use.

Focused on understanding the variable nature of audience activity, Rubin (1984) identified two media-use orientations based on attitudes and behaviors: ritualized and instrumental uses. The first refers to a time- consuming, habitual information seeker who is a more frequent user of television, and the ritualized media use is a use of the medium to gratify diversionary needs. The second, refers to a non-habitual information seeker who displays an affinity with specific content so instrumental use is a use of the medium that is goal-directed focused on content to gratify informational needs.

Citing Levy (1983), Levy & Windhal (1985) and Blumer (1979), Rubin & Perse (1987) suggest that instrumental and ritualized orientations should be linked to three types of audience activity and viewing motives which are: Utility, Intentionality and Selectivity. Utility refers to the perceived usefulness of media exposure, indicating the audience is more active in his occasion. Intentional media use is purposive and planned, implying an intentional media exposure and a desire for a specific content. This media use was found to be related to surveillance and interpersonal utility viewing motives. And lastly, selectivity is about the "degree to which audience members consciously expose themselves to media" (RUBIN & PER SE, 1987, p.60).

In this context, instrumental viewing should be linked to a more involved processing of content with fewer distractions, being it a primary behavior. On the other hand, ritualized viewing could be linked with greater distractions, or "entertainment" (LEVY & WINDHAL, 1985, p. 63), as reflecting television viewing as a secondary behavior.

However, Rubin (1984) states that in the case of television viewing, ritualized and instrumental use might not be simply opposite to one another. Once audience activity is variable, people may understand ritualistic or instrumental differently and depending on background, time and situational demands. So the concept of "active" audience so present in U&G researches must go beyond decisions about what to watch and take into consideration the complex social context of audience television viewing behavior.

Focusing so much on the idea of an active audience, U&G researches may sometimes move away from the concept of habit. In more recent studies, LaRose (2012) focusing on internet Uses and Gratifications research highlights the concept of self-regulation, how individuals monitor their own behavior and when that fails, there is an increase in media consumption.

For LaRose (2012) that is related to the idea of habit, a recurring pattern of behavior long overlooked in communications research. By his definition "habit is a form of automaticity, a pattern of behavior (...) that follows a fixed cognitive schema" (LaRose, 2012, p. 363), which them could be outside the realm of active selection, proposed by most uses and gratifications scholars. In this context, through repetition, the user becomes inattentive to the reasoning behind media choice, no evaluating what he/she is doing, it is a pattern of behavior based on past thinking about gratifications outcome.

Rubin (1984) introduced the concept of habit, with the idea of ritualistic gratifications. In his list of motives described by survey participants highlights the idea of habit in affirmations such as 'passing time', 'companionship' and ‘convenience’, which are also still part of an active selection process, that can even influence the media choice (KATZ ET AL, 1973).

One branch of the Theory of Uses and Gratifications is the Theory of the Niche focused on quantifying the competition among different mediums. It enables the identification of the collective utility of a medium in providing gratification. A niche can be defined as a position in the multidimensional resource space of the environment (Dimmick, Kline, & Stafford, 2000).

By identifying media niches, researchers can the trade-offs associated with particular media in satisfying users' needs. To compare mediums, the theory presents two notions of overlap and superiority, for a medium to replace another one completely, which is termed exclusion or partially, called competitive displacement. Dimmick, Kline, & Stafford (2000) also studied the new context of interactive media, which they have divided into two main factors Sociability Gratification and the Gratification Opportunities, in order to facilitate future research to group construct once media attributes are not fixed.

Other studies also focused on the Internet as a new medium. Dimmick, Chen & Li (2004) looked into the uses of online news in the light of The Niche Theory to better understand how a medium survives, grows and competes by providing new solutions to old need. The research found that the Internet has a competitive displacement effect on traditional media and a broad niche in regard to gratification opportunities, more than any other medium so far.

Similar studies focused on Media Substitution Theory, which approaches the subject on how different medium compete for a finite amount of resources and it assumes that the audience has the ability to evaluate and select the medium that best gratifies their needs (Jeffres, 1978). In this context, some authors state if a new technology is introduced to the market and people perceived as more desirable when compared with similar functionalities in on medium, they will reduce their time dedicated to that traditional media (Dimmick, Kline, & Stafford, 2000).

Lin (2001a) researched online adoption and how the introduction of this new technology could affect traditional media, in the light of Media Substitution theory, adding that for the replacement of medium to happen, the typically functional desirability is related to superior content, technical benefits and cost efficiency. On the other hand, the author highlights the fact that in case of perceived functionality new media might complement existing ones and "online adoption has not yet negatively reduced time spent on other media" (Lin, 2001a, p.24).

3.3 Sports Viewing researches

Despite the growth of VOD platforms, live transmissions remained important for certain genres such as news and sports, mostly watched live. Consumers still feel more comfortable watching live broadcasting, specially sports, on the TV, on sports channels they are used to. In this scenario two things come into play: sport broadcasting rights and consumer habits.

Nowadays, on the current cable TV bundles, sports constitute the most significant part of the aggregated monthly price. Each channel has a cost in a cable bundle and the prices to acquire broadcasting rights are so high that six out of ten most expensive individual stations feature sports. Sports leagues understand their unique position in the media ecosystem as a great audience driver and so, force channels to pay for expensive long-term contracts (Keating, 2018). Multibillion-dollar deals that last a decade, such as NBA or NFL could certainly keep viewers subscribing to cable bundles, even if sports fans watch only a few other channels on TV (Kang, 2015). In this dynamic market scenario, major sports league seem to be employing a "wait and see" approach to their involvement in the OTT market (Keating, 2018).

On the other hand, consumer habits come into play when we think about the central role of television in the 50s and how this power of media is still strong. Researches show (Ofcom, 2013b) that families are gathering in the living room to watch TV just as they were in the beginning of its evolution, except now the content is delivered on bigger and more sophisticated devices. At the same time as more content is being recorded and streamed, the more the TV is turned on and for longer periods.

According to Sorensen (2016), for TV networks, this means a shift in the scheduling, producing and distribution of content across platforms. For audiences, it represents a bigger offering of richer content-consumption experience with more interaction and availability of content. In this context, liveness is more than ever the defining characteristics and unique selling points of big TV channels.

Tang and Copper (2017) analyzed how viewing patterns are changing by focusing on sports live events, specifically 2016 Rio Olympics. What the authors discovered was that even though TV was still the main platform for the event viewing, audiences seeking for niche sports turned for alternative platforms such as mobile devices. On an earlier paper, the authors suggested both individual and structural factors influence media use (Cooper & Tang, 2009) and demographics such as age and gender have been a long-standing reason used by media scholars to explain sports consumption. However, according to Sheffer and Schultz (2014), social media can empower non-traditional sports consumer, adding another variable to researches about media use.

Harrington et al. (2012) also presented the idea that sports fans tented to use new media to socialize and to get a live experience. Adding to that, many scholars have mention single mega sports events to satisfy entertainment and for socialization purposes (see Kim et al., 2016; Phalen & Ducey, 2012), explaining how sports fan ship can play a role in audience behavior toward mediated sports. According to Chan-Olmsted et al. (2012) people's traditional media use routine was likely to influence their digital technology usage but in a group setting, audiences tended to watch TV to feel connected with the group, but used a mobile device to access their preferred content simultaneously (Phalen & Ducey, 2012).

The need for more academic research focused on audience sports consumption is highlighted by a variety of authors once it is directly related to identity building and can have a significant impact on how sports events come to be understood (WENNER, 2006; FRANDSEN, 2007). Another important point to be made is the lack of research into the study of how and what we can understand and predict audience media use for sports viewing, once most researches are focused on single mega sports events (See Tang & Cooper, 2017).

There is a gap in the academic literature related to sports viewing patterns and consumption in the context of a new multi platform ecosystem. Also, there is a need to better understand more about general sports events viewing patterns, such as soccer seasons, and how they can explain the phenom of OTT and shed some light into the broadcasting media.

4. The Research Model

This research focuses on understanding which factors influence consumers' experiences when watching live sports video content. In order to achieve this goal, we created a model, which tries to better explain why people use different medias. We draw from communication

studies as well as technology and marketing to connect different constructs, which in this model are mediated by attitude.

To explain the hypotheses of this study, it is crucial to first clarify the constructs used, gather from a thorough literature review. The final constructs of the proposed model are the following:

Image

The image construct is related to a person's belief that the use of an specific medium will affect the way he or she is viewed by its peers. This construct is derived from Venkatesh (2003) and Chimenti et al. (2014). Also the image dimension can be found in the Diffusion Theory (Rogers, 1995) considered an antecedent variable to Attitude. This construct was operationalized using Moore e Benbasat (2001) and the scale is presented in the questionnaire in Appendix 1.

Habit

As explained previously in the literature review, the construct of habit evaluates how long a certain medium is part of one's life, resulting on behavioral repetition. If a certain action is well learned it is easy to repeat, but the contrary is also right, that is why habit it so closely connected to use. The construct is derived from Rubin (1995) and LaRose (2012). This construct was operationalized using Chimenti (2010) and the scale is presented in the questionnaire in Appendix 1.

Interactivity

This construct refers to people's perceptions of how much they can in fact interact with a certain medium, including its content. This was studied by Deighton and Kornfeld (2007), Yoon and Kim (2001b) and Coulter and Sarkis (2005). This construct was operationalized using Chimenti (2010) and the scale is presented in the questionnaire in Appendix 1.

Ease of use

This construct refers to the person's perception of how easy it is to use a certain medium and it is a result for the Complexity, Trialability and Compatibility studied by Rogers (1995). This

construct was operationalized using Rodgers (1995) and the scale is presented in the questionnaire in Appendix 1.

Access

The access construct refers to the judgment people make regarding how accessible a medium is, mostly related to price. It is based on the dimensions of price and access studied by Shapiro and Varian (1999), and Lin (2001a). This construct was operationalized using Taylor and Todd (1995) and the scale is presented in the questionnaire in Appendix 1.

Attitude

This construct is widely studied in the academic literature and refers to a person's positive or negative predisposition in regards to a set object, brand or even another person. It was mainly studied by Fishbein and Ajzen (1975), Ajzen and Fishbein (1980) and Davis (1989). This construct was operationalized using Moore and Benbasat (2001) and the scale is presented in the questionnaire in Appendix 1.

Attention

This construct refers to the amount of hours a week a person dedicated to a certain media, how this medium excites and catches their attention. These are aspects who are present in researchers from Chimenti et al. (2014) and Lin (2001a). This construct was operationalized using Chimenti (2010) and the scale is presented in the questionnaire in Appendix 1.

Based on the literature review presented, the following hypotheses are proposed:

H1: The image of a medium influences the attitude towards this medium.
H2: The habit with a medium influences the attitude towards this medium.
H3: The interactivity of a medium influences the attitude towards this medium.
H4: The ease of use of a medium influences the attitude towards this medium.
H5: The access of a medium influences the attitude towards this medium.
H6: The image of a medium influences the attention towards this medium.
H7: The habit with a medium influences the attention towards this medium.
H8: The interactivity of a medium influences the attention towards this medium.
H9: The attitude of a medium influences the attention towards this medium.

The research model can be seen in Figure 5. Its main theoretical contribution is the combination of constructs originating from different branches of research from communication, technology and marketing, such as Uses and Gratifications Theory, Media Substitution Theory, Technology Acceptance Models, Diffusion Theory as well as studies on habit and sports viewing patterns. Beyond that, this research also presents a comparison between the use of television and internet (mobile and pc), which the two models are analysed in the following sections.

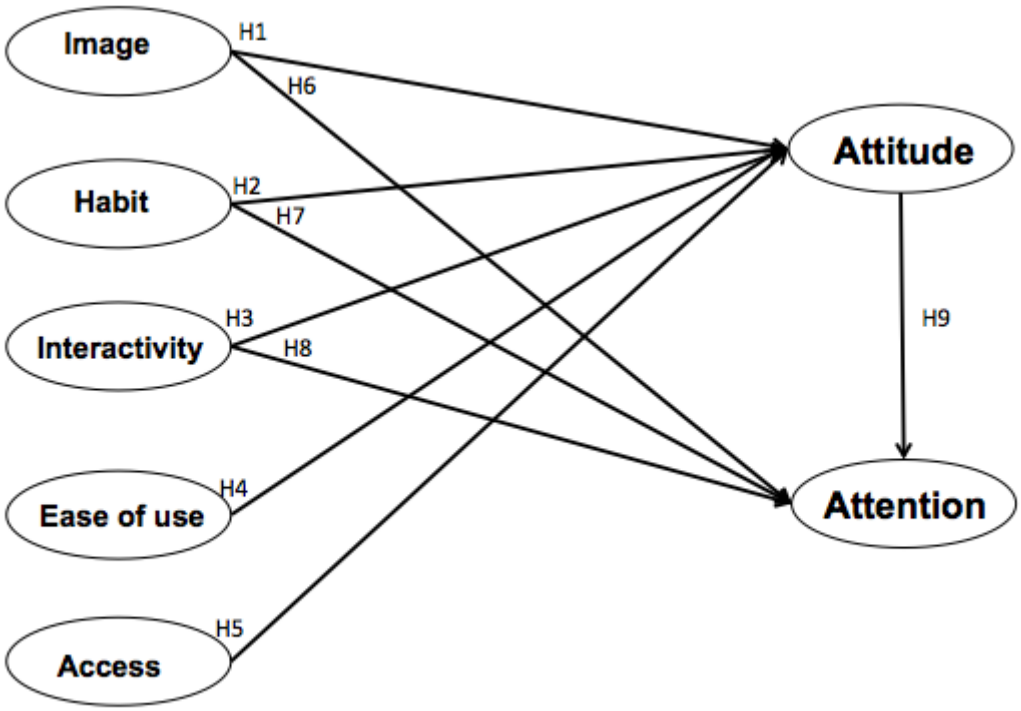

Figure 5: Research model

5. Method

This section presents the methods chosen to conduct this research. The quantitative step will be presented in more detail, including explanations about the survey, sample and population, and data collection.

5.1 The soccer matches

The soccer matches selected to serve as basis for our survey were part of the tournament called " Campeonato Brasileiro da Série C ", the third tier of the Brazilian Soccer Championship. It translates as " Brazilian Championship of Series C". The first matches took place in 1981 and since then the tournament changed formats two times, at first 26 clubs were allowed to take part, but since 2009, only 20 teams from 12 different states of the country can qualify for "Series C" (how it is usually referred to). The way the championship is structured, the 20 teams are divided into two groups and play against each other two times, for home and away games. After this, the four best of both groups go to knockout rounds to decide the champion and which clubs move up to the second division.

Series C serves as an entrant point for clubs to access the second division of the national soccer championship. The four times who end the season on top qualify and move up to the second division and the four who finish at the bottom are moved to the fourth division. The competition was first covered by TV Brasil, a free-to-air television channel and during 2012-2014, SPORTV, one of the biggest sports Pay TV channels in the country acquired the rights to broadcast Series C. Since 2015, Esporte Interativo, the Pay TV Channel with which this researcher partnered with to conduct the survey, has broadcasted it.

Even though Series C is in theory a smaller competition, it does not mean the audience is low. The clubs competing come from small cities in Brazil where soccer is the main (and sometimes only) form of entertainment. For that reason, fans for Series C soccer clubs are as fanatics are the ones from the first division. In 2010, one of the teams selected in this research, Santa Cruz, had the biggest stadium attendance of that year, surpassing even first league matches[10]. In that way, the soccer fans surveyed in this research are very representative of Brazilian soccer fans.

The two soccer matches from Serie C, that took place in July and August 2018. The first was in July 29th, between Remo and ABC, and the second was on August 5th, between Santa Cruz and Juazeirense. The context of both matches will be explained in the next pages.

Regarding the matches, Remo is one of the top four biggest teams on Series C, with high stadium attendance rates and TV audience ratings. For this particular game, Remo was the home team and it was fighting for its life to escape the risk of falling to the fourth division, so

[10] https://www.terra.com.br/esportes/futebol/brasileiro-serie-d/mesmo-na-serie-d-santa-cruz-lidera-media-de-publico-no-brasileiro,b718b0e1c2baa310VgnCLD200000bbcceb0aRCRD.html

it needed to win. On the other side, there was ABC also a very traditional team in the competition, who was facing a completely different challenge: it needed to win in order to go to the knockout round. Because of that, high TV ratings were expected.

The second match selected had a similar situation, but this time, the most traditional club, Santa Cruz, was fighting for the lead and an early classification for the knockout rounds. With one of the highest number of supporters, Santa Cruz had to win this match and it was all the news and fans could talk about during the days preceding the match. On the other side, there was Juazeirense, a much smaller club and with a difficult task at hand, avoid being sent straight to fourth division. This match, resembling a David and Goliath confrontation was highly anticipated and for that reason, really good TV ratings were expected.

5.2 Research Design

This research uses a quantitative approach. Since the topic of this study has already been studied, many ideas and insights have been gathered, which were shown in the literature review. So in order to answer the main question posed by this study, it was only right to choose causal research that is pre-planned and structured in design so the information collected can be statistically inferred on a population.

The observation method used in the stage was the survey, in which the researcher selects a sample of respondents and applies a form with pre-established questions (BABBIE, 2001). The data was collected through an online form, accessed by each respondent, coming from different parts of Brazil. The survey was sent to people who watched a specific soccer match and there were two main groups of respondents: those who watched the match on the TV and those who watched on the streaming platform, on mobile or computer. The questions were focused on understanding the different experiences from each group to better explain which factors influence consumers' experiences when watching sports video content.

The survey form is available on Annex 1 and items use a Likert the scale, with 6 points, following Nogueira (2001).

5.3 Population and sampling

Babbie (2001) defines population as a group (usually of people) about whom we want to draw conclusions. They are the sum of all the elements who share common characteristics and understand the universe of the research question and the target population. In this research the target population is the group of people who watch live soccer matches in Brazil.

However, we're almost never able to study all the members of the population that interests us (BABBIE, 2001). So the researcher needs to select a sample from among the data that might be collected and studied and a field researcher might need to select only those informants who will yield a balanced picture of the situation under study. There are two types of samples: probabilistic and non-probabilistic samples. The first refers to a situation where every element in the population has an equal chance to be selected. In the second, the selection process depends on the judgment of the researcher. Probabilistic samples are very hard to be found in academic research due to the cost and timeframe involved in this type of process. Due to this, the technique used in this research is a non-probability sampling. It is worth mentioning, however, measures were taken to assure the representative of the sample in the population.

After the population target of this study was selected, a route to reach a considerable amount of people was established. For that reason, we selected an online survey, to reach more people from different cities of the country. Also, two different strategies were used to reach both tv audience and streaming audience. This research focuses on maximizing the reach of mass communication and use the tv as one way to gather people to answer the survey and also, e-mail with a broad mailing list to reach even more people. The data collection steps will be described below.

Once the objective of this study is to better understand which factors influence consumers' experiences when watching live sports video content, our population is composed by football fans who are used to watching the sports broadcasting either on TV or internet, via streaming devices.

For this study the sample was composed by every Serie C football fan that are used to watch the broadcasts, and for that reason make up the Serie C audience of Esporte Interativo, once the channel had the exclusive broadcasting rights. Due to the parternship with the channel, this research selected this sample due to the reasons previously explained about the nature of the Serie C.

5.4 Data collection

The data collection of this research was done in partnership with Esporte Interativo channel, a cable TV sports channel in Brazil that also offers a popular streaming service. The first step after the survey form was finalized was to decide how to reach the audience in a way that all respondents were basing their answer on the same experience.

With the help from the TV team at the channel, we were able to select two main soccer matches that attracted the typical Brazilian soccer fan, which was already explained in this

chapter. After that, we selected which devices we would study and the main idea was to compare them with the TV watching experience. The most important ones looking at audience history for the streaming platform were computer and mobile as many of the subscribers of the platform use a mobile to view live matches. Due to the nature of live sports, the company found their audience accesses the streaming service to view matches at work or on route to and from home, on the go.

The next step was to understand how to reach each group separately, since the survey would be announced during the live broadcast of the matches and everyone watching, whether on TV or on the streaming platform, would have access to it. We announced the link to the survey specifically for TV and ask for the email from every respondent. After the day of the match, we took the emails collected from the survey done during the games and cross reference them with the data of logins of the platform. In that way we were able to understand who watched the matches on the streaming platform but saw the announcement and responded the survey with link for TV. As those responses were not valid due to the objective of this research, once the respondent would have watched through streaming instead of TV, what we could check based on the platform's logins. In case any emails matched bet ween the tow lists (TV survey and platform logins), it would indicate that form was answered by someone who was not watching on the TV, and that data would be discarded. That way we were able to separate precisely who was watching in each device.

The next step was to reach out to all the streaming audience. First, we collected all the logins from subscribers who watched the specific match we selected, created a second link for the survey, highlighting the fact that they watched the match on the streaming platform. Only one day after the match we emailed that entire dataset we extracted from the platform explaining we were requesting the audience help to answer a survey about their experience watching the match on the day before.

The survey was created on Surveymonkey.com and it was sent in the name of Esporte Interativo channel, in order to have more appeal for their audience, which according to the history of the channel, tends to be engaged. In total we collected 305 responses, being 162 from TV and 143 from streaming. This research managed to collect over 15 000 pieces of information, given the complete survey 52 questions.

5.5 Data processing

After the data collection stage, the first thing to do is to process the dataset to secure its quality and prepare it to the analysis. Following Churchill (1999), in this research the data was

edited, coded and tabulated. The first edited is performed by the researcher herself and the analyzed by a research advisor. In the coding stage the data is transformed into symbols that can be counted. In the data tabulation stage, they are important to a spreadsheet in which each line is one respondent, and each column is a response. To create the structural model this research used AMOS software, which has being gaining more popularity amongst researchers due to is friendly and easy-to-use interface.

Structural Equations Modeling (SEM) encompasses different models such structural covariance analysis, analysis of a latent variable. It is particularly useful once it allows for the use of more complex structures to include latent variables (not measured directly) and observable variables (indicators of latent variables). Byrne (2001) states that SEM has two important aspects: the first one is the causal processes represented by a series of structural equations and the second is that those structural relationships can be modeled into a graph, which offer s a really clear view of the hypotheses model and can then be tested statistically around all the variable and determined how consistent it is with the data.

According to Mackenzie (2001) this method has a few advantages such as taking into consideration measurement errors, which is good once consumed research reflect not only the construct they can represent but also random errors. This can significantly improve field research. Another advantage is how it allows for comparison between complex theoretical models, latent variables and its interrelations, which. And for many reasons, SEM has become a very popular technique among scholars.

6. Results

The main goal of this chapter is to test the hypotheses and the model proposed in this research, and for that it is divided into two chapters. The first one presents the demographics and personal information about the respondents, which offers a profile of the sample studied. The second presents the models analysis, with construct validity and reliability check and hypotheses testing.

6.1 Sample characterization

The data collection phase included questions to help create a profile of the respondents such as age, gender, family income and their soccer team. The reason why this last question was included was because it could be important to know the distribution of soccer fans according to the team in case there were discrepancies in the data obtained. The next pages will present an overview of the sample, with the profile of the 305 people surveyed online.

The table 1 and figure 6 and 7 present the distribution of respondents by age, total and by devices used. We can notice the majority of respondents were between 25 and 44 years old.

	Below 16	between 16 and 18	between 19 and 24	between 25 and 34	between 35 and 44	between 45 and 55	above 55
Internet		1	10	39	34	36	23
TV	6	7	21	37	38	32	21
Grand Total	6	8	31	76	72	68	44

Table 1: Distribution of respondents by age and devices

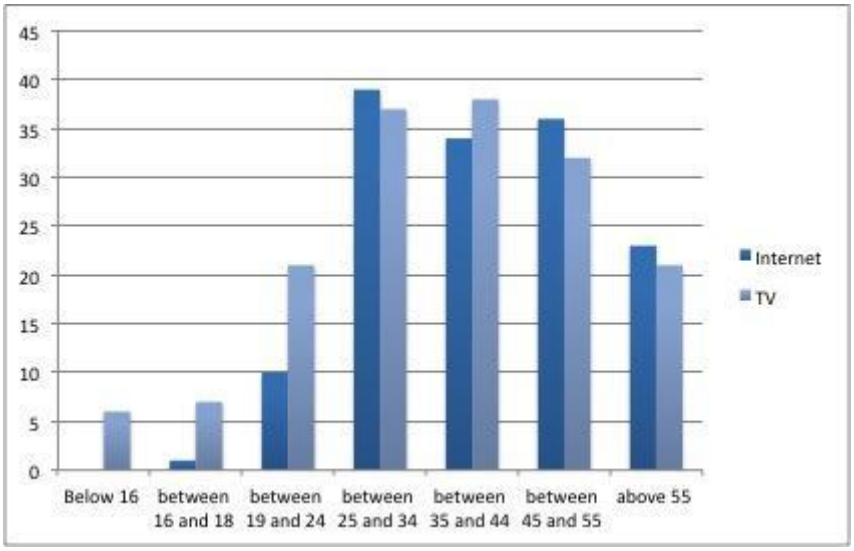

Figure 6: Distribution of respondents by age and devices

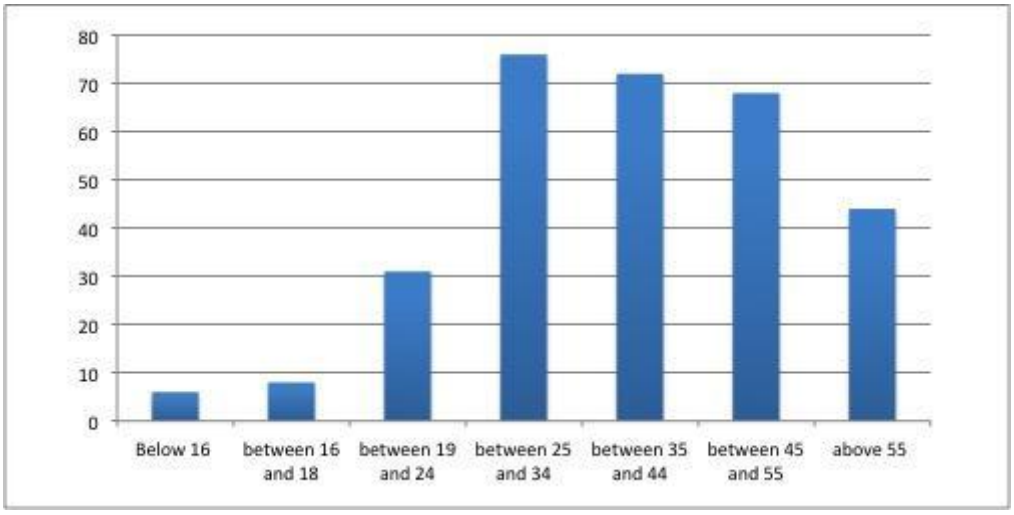

Figure 7: Distribution of respondents by age

The table 2 and figure 8 and 9 presents the distribution of respondents by gender, total and by devices used. This shows a high majority of male respondents.

	Female	Male
Internet	2	141
TV	9	153

Table 2: Distribution of respondents by gender and devices

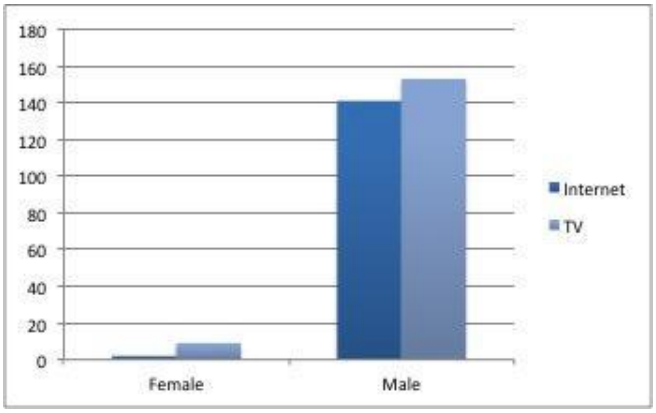

Figure 8: Distribution of respondents by gender and devices

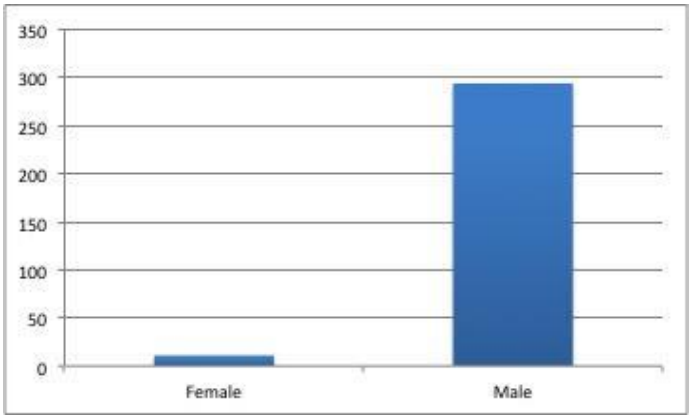

Figure 9: Distribution of respondents by gender

Figures 10 and 11 present the distribution of respondents by family income, total and by devices used, where it shows a high majority of respondent with a family income of over 1060 dollars a month.

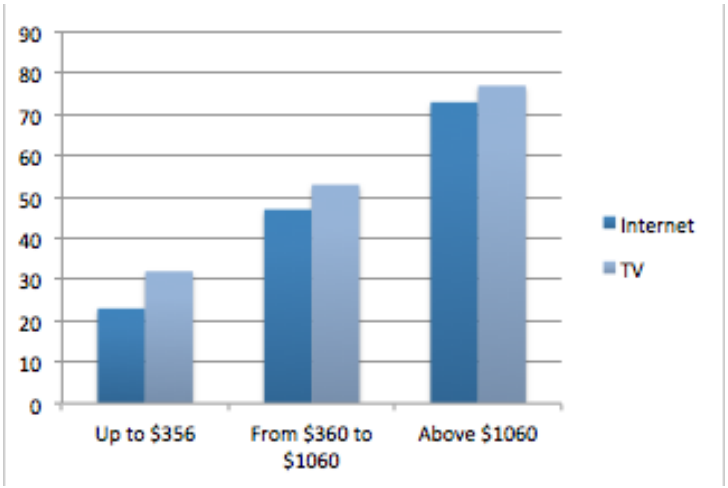

Figure 10: Distribution of respondents by family income and devices

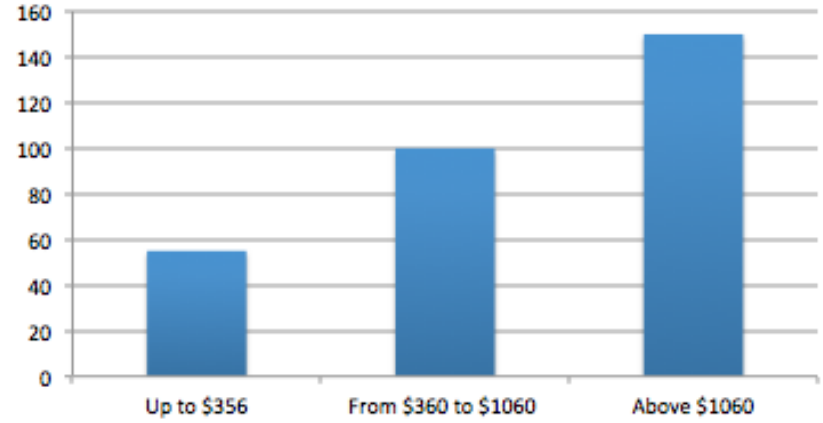

Figure 11: Distribution of respondents by family income

6.2 Model Analysis

In order to generate the final model (see figure 12), the final version of the instrument measured seven constructs through 29 items. Construct validity and construct reliability were estimated and all statistics yielded adequate values, indicating that constructs and the complete structural model were valid and reliable (see Table 4).

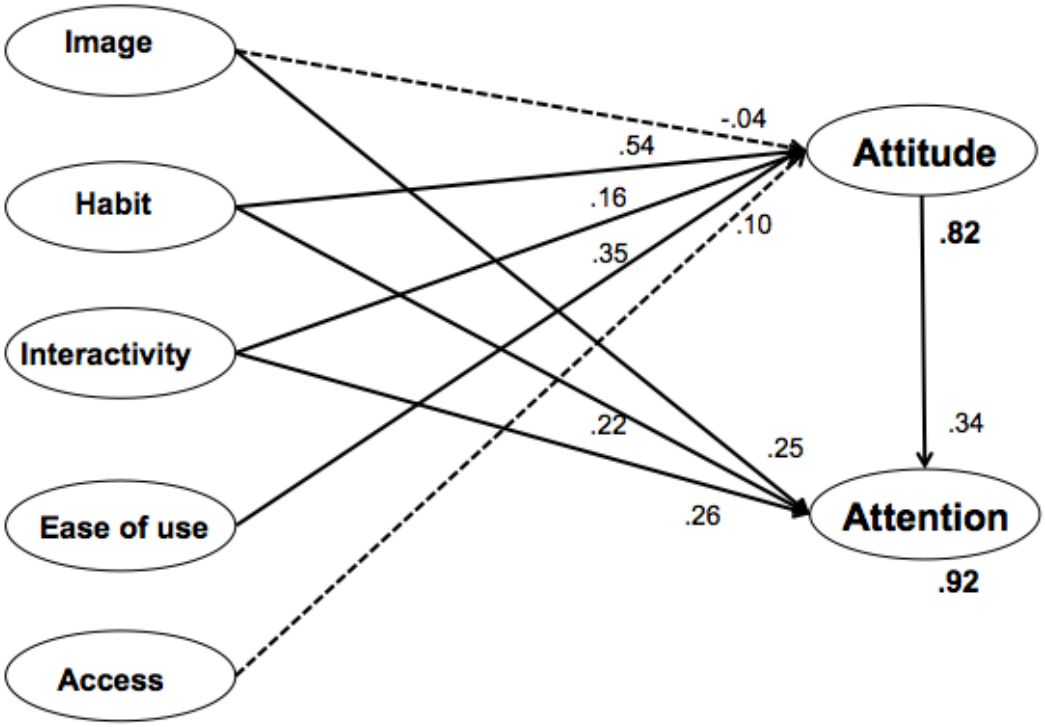

Figure 12: Final Model

Construct	Item	Average Variance Extracted	Composite Reliability	Crombach's Alpha	Squared Multiple Correlations
Image	4	0.765	0.928	0.896	-
Habit	3	0.737	0.894	0.824	-
Interactivity	4	0.778	0.933	0.905	-
Ease	3	0.877	0.955	0.930	-
Access	4	0.858	0.960	0.945	-
Attitude	5	0.748	0.937	0.915	0.659
Attention	6	0.725	0.940	0.924	0.739

Table 3: Construct validity and reliability

To determine the absolute fit, Goodness of Fit Index (GFI) and the Root Mean Square Error of Approximation (RMSEA) were measure and both measures for this model are in compliance with standard levels (see table 5). The incremental fit measures AGFI and NFI also show the statistical consistency between predicted and actual models. The same holds true for the parsimonious fit measure CFI. Based on these values, the model is acceptable.

Measures	Research Model
Root Mean Square Error of Approximation (RMSEA)	0.056
Goodness of Fit Index (GFI)	0.868
Adjusted Goodness of Fit Index (AGFI)	0.833
Normed Fit Index (NFI)	0.923
Comparative Fit Index (CFI)	0.961

Table 4: Model Fit Indices

Path coefficients obtained by Maximum Likelihood Estimation and bootstrapping were used to estimate errors and two-tailed bias corrected confidence intervals (see Table 6). Except for H1, all the other hypotheses were supported. Results indicate that Attitude is influenced mainly by habit, interactivity and ease of use. These results could be main that Attitude is formed by repetition of media use and how much control over the experience people seem to have when using but at the same time in a hasty way of doing it, with image and access having a lower effect. The model explained more than 80% of Attitude's variance.

Attitude is also a good predictor of Attention (0.335 significant at $p< 0.003$) mediating the influence of ease of use and access. The model explained more than 92% of Attention's variance and is mostly influenced directly by Interactivity (0.257 significant at $p< 0.039$), Image (0.254 significant at 0.052) and followed by Habit (0.223 significant at $p< 0.016$). These results are in line with a more active use of the medium, with an audience looking for a more interactive experience. However, Attitude did not explain image and had a low impact of Access, as we indicated on the model with a dotted line.

H	Path			Standardized Estimate	Error	P	Result
H1	Image	->	Attitude	-0.035	0.141	0.879	Not supported
H2	Habit	->	Attitude	0.544	0.098	0.014	Supported
H3	Interactivity	->	Attitude	0.164	0.127	0.189	Supported
H4	Ease of Use	->	Attitude	0.347	0.089	0.007	Supported
H5	Access	->	Attitude	0.095	0.057	0.098	Supported
H6	Image	->	Attention	0.254	0.120	0.052	Supported
H7	Habit	->	Attention	0.223	0.092	0.016	Supported
H8	Interactivity	->	Attention	0.257	0.117	0.039	Supported
H9	Attitude	->	Attention	0.335	0.105	0.003	Supported

Table 5: Hypotheses testing

We explored the influence of different mediums (pc/mobile and TV) on the audience experience. Two multi-group analyses (see figures 15 and 16) were performed on the model and statistically significant differences were identified indicating the relevance of the two moderating variables (see Table 7). Path coefficients for each group are shown in Table 8.

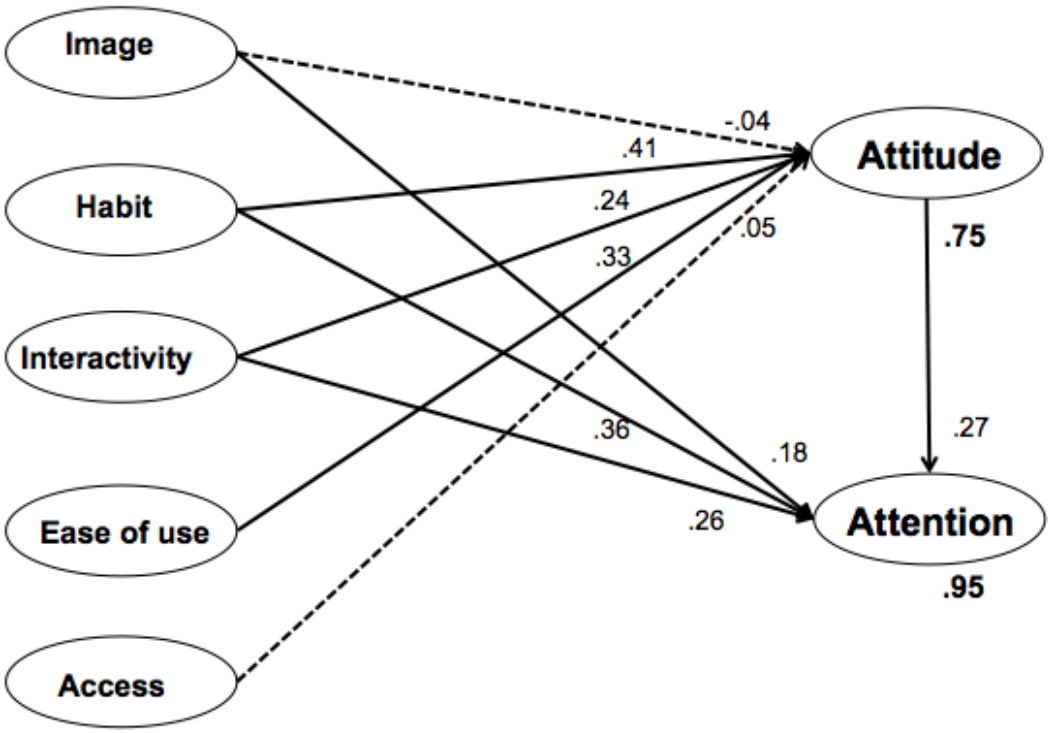

Figure 13: Multi-group analyses for Internet (pc and mobile)

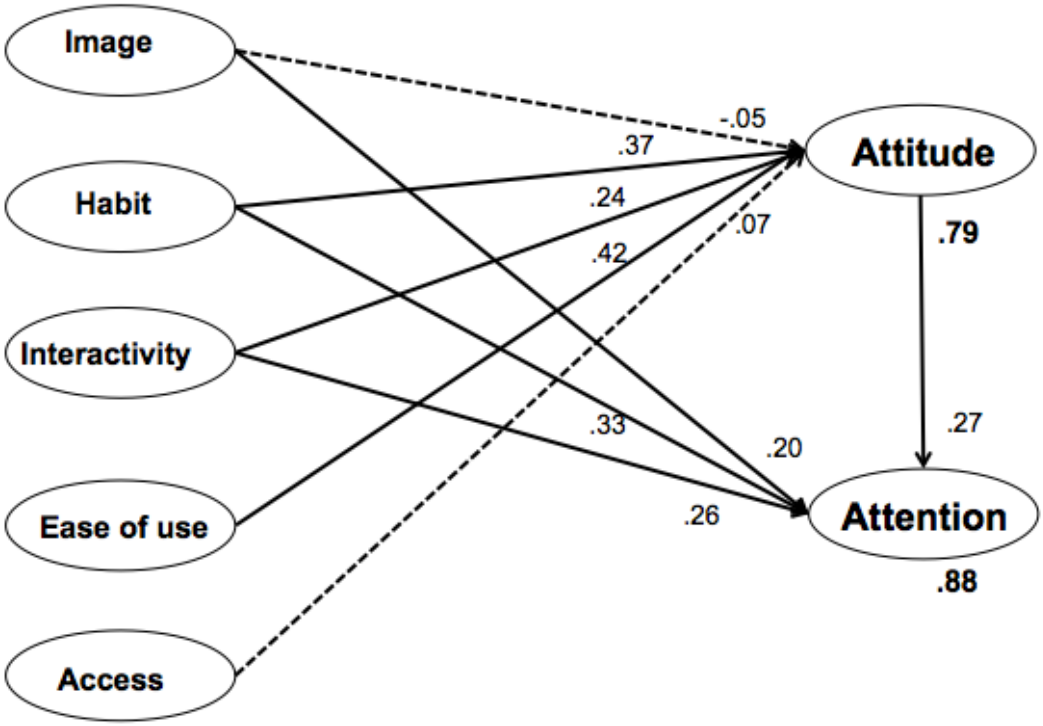

Figure 14: Multi-group analyses for TV

Model	DF	CMIN	P	NFI Delta-1	NFI Delta-2	RMI rho-1	RMI rho-2
Model Structural Weights	9	21.318.011	0.011	0.002	0.003	0.001	0.001

Table 6: Nested Model Comparison

Hypotheses				TV	Internet
H1	Image	->	Attitude	-0.046	-0.042
H2	Habit	->	Attitude	0.374	0.409
H3	Interactivity	->	Attitude	0.242	0.236
H4	Ease of Use	->	Attitude	0.424	0.332
H5	Access	->	Attitude	0.067	0.050
H6	Image	->	Attention	0.202	0.182
H7	Habit	->	Attention	0.334	0.363
H8	Interactivity	->	Attention	0.263	0.256
H9	Attitude	->	Attention	0.271	0.270

Table 7: Path Coefficient Comparison

The most interesting findings were the greater influence of Habit on Attitude and then Ease of use, for internet model (we grouped PC and Mobile, for those watching on the streaming service) and the contrary for TV, with Ease of Use having a greater influence on Attitude in this analysis. This suggest that internet and streaming services are becoming more popular and audience is repeating the action of using this medium. On the other hand, TV still seems to be perceived as the easiest medium to use (see Table 8).

6.3 Discussion

The main contribution of this study is the proposition of an integrative model to better understand which factors influence consumers' experiences when watching live sports video content. To answer to that question we draw from different theories such as Uses and Gratification, Media Substitution and Technology Acceptance Models.

According to our model, people respond to three distinct stimuli in media consumption: the first is related to repetition and what they have been doing, represented by the Habit construct; the second has to do with how easy is to find content and learn new functionalities of the medium with Ease of Use having a high influence on Attitude; and the third relates to the ability to interact with the content and control the experience, encompassing the Interactivity construct.

The concept of Habit, less studied in the field, appeared to be the most important mediating variable concerning one's Attitude towards a medium. It presented high influence in a TV context but even higher when analyzing internet results. Overall, Habit presented a huge

impact on Attitude showing that audience is still really focused on what they already learned how to and that can represent a challenge to new companies trying to enter the market, once they will have to push hard to change consumer habits.

Another finding is the great impact of Ease of Use on Attitude. This construct is commonly measured together with Access and since we opted to separate them in this research, the model is capable to highlight the major influence of Ease of Use and the small effect Access has on Attitude. This reflects how audience my look for a medium who are easier to use, which is particularly important in the current media landscape that is evolving at a high pace. High technology medium may not have a good acceptance in the market in case they are really complex and hard to learn how to use.

The other important construct to be highlighted in the analysis of this model is Interactivity, a concept that has not yet been fully studied in the literature. In the model it has a good impact on both Attitude and even more on Attention, in this last case, having more effect then both Image or Habit. This suggests that the audience wants to be more in control and be have more flexibility when comes to selecting content or controlling the entire media consumption experience. Especially because it showed more relevance affecting Attention, which is important for future references when companies for example want to attract and keep more viewers.

Analysis also revealed that Image, although slightly important for Attention, it does not seem to have any impact on Attitude in our context, as presented by some authors (Rogers, 1995; Venkatesh and Davis, 2000). The same can be said about Access, which was shown to have very little impact on Attitude, also contrary to many authors (Keating, 2018; Lin, 2001a). This suggests that audience is becoming less interested in price and their self-image when it comes to media consumption.

When we look into both multi-group analysis separately, it is also possible to spot some trends and important insights. The two resulting models present significant statistical differences that can be also translated into practical ones. The internet model (a grouping of streaming respondents watching on pc and mobile) was able to explain 75% of Attitude and 95% of Attention while the TV model explained 79% of Attitude and 88% of Attention. In both models Access showed really low impact on Attitude and Image did not explain Attitude as well.

In the internet model we can highlight one important construct which is Habit, as it displays a really strong link with Attitude, even when compared with ease of use or Interactivity. As internet can be seen as quite a new medium, when compared to TV, this finding

becomes even more interesting. This can be a reflection of the audience surveyed in this research, avid soccer fans who in this case are used to using the streaming service as their main source of information and platform to watch soccer matches. Also, according to information given from the channel team, their audience is really engaged so it will be easier to create a Habit of using a new medium with a lot of repetition. Also, the Serie C tournament is known for having a strong fan base watching on streaming devices.

When we analyze to the TV model, the construct that appears to have a stronger impact on Attitude is Ease of Use, with Habit and Interactivity in second and third, respectively. That is quite representative of television in the current media landscape. Even though it is still seen as the easiest medium, the habit of watching TV seems to be diminishing when we consider the context of this research.

7. Conclusion

With new technologies arising every day and broadband Internet becoming faster and more accessible, no one can say for sure which direction the media ecosystem is taking. However, we can analyze consumer habits to understand how the audience is absorbing these changes and understand better what they are looking for. A model that can combine different points of view can be quite useful for companies acting in this ecosystem, to help them better understand consumer choices and develop better media platforms.

From an academic standpoint, this research model presented in this study expands the understanding of media choice in various ways. First it proved to be a good choice to separate the construct of Ease of Use and Access that seemed to be perceived quite differently by the audience. Another point is the great impact of Habit and Interactivity on Attitude and also Attention, showing how important they are regarding media choice. And lastly, it is important to note how Image did not present a strong impact on Attitude, contradicting older studies. For those reasons, the study presents a major contribution, which is the proposition and testing of a model that explains Attitude and Attention when using electronic media.

From a managerial point a view, this study offers valid insights to incumbent companies already present in the media ecosystem or even to new entrants. The model showed how audience desires more control over content and for that reason media companies that want to attract a new audience need to have that in mind. They need to focus more in user experience for both the interactive aspect but also to offer new technologies that engage audiences and at the same time are easy to use.

Also, in the current media landscape, with streaming services, video on demand, YouTube, social media and other services, what companies are competing for is the audience free time. In order to fight for that, according to this research, companies need to align content with platform development to everyday offer more of what the customers actually want. This would require incumbents to change their strategic focus from the product to the customer.

In spite of its contributions, this study also has limitations. A theoretical model is always a simplification of reality so that the model does not encompass all factors that drive media consumption such as cultural issues that could be address in future researches. Beyond that, certain aspects of this research also pose as limitations such as the object of study, a soccer match, and the sample we were able to collect data from. These limitations will be addressed in the following paragraphs.

The first limitation about this study is related to our context, a soccer match. The nature of sports itself already creates a scenario which can be very particular. So even though the research presents good insights regarding the media consumption, they cannot simply be applied to other context without careful consideration. Besides that, we surveyed sports fans; people who watch live soccer broadcasts regularly, so that can be a limitation to our findings.

The second limitation is the sample we selected to perform our survey. Due to the nature of this study, a master's thesis, we did not have the resources to select a bigger and more balanced sample, having to opt for an online survey that was dependent on the goodwill of soccer fans to respond. Because of that, our sample is not the ideal size and presents an unbalance between female and male respondents. Also, once they are all soccer fans that can also represent a bias to the findings.

With all that in mind, future research could look into the evidences of a different medium on a different context other than sports. That could give a broader view of the scenario and also complement this research's findings. Another point specifically related to sports is the effect of the match results. Even though in this research we surveyed the respondents' preferences regarding soccer team and managed to get a very balanced sample, we cannot know for sure how the results may have influenced their responses.

New studies should also analyze media consumption focusing on age, something we chose not to do, but that can certainly shed some light into the question we tried to answer here and add to the debate about the future of the media landscape. Two very important constructs on this thesis, Interactivity and Habit, are still not fully studied in the literature and focusing on them could help enrich the academic debate around media consumption and also be a good source of information for businesses.

8. Bibliography

AL-THIBITI, Yousof, *"A Scale Development For Sport Fan Motivation"*. Electronic Theses, Treatises and Dissertations. Paper 23, 2004.

ALVES, Vida. *TV Tupi, uma linda história de amor.*Imprensa Oficial. Coleção Aplauso, São Paulo, 2008

BARAJAS, A.; GASPARETTO, T. *"Muito Barulho Por Nada"? O Streaming No Futebol Brasileiro*. Revista Brasileira de Futsal e Futebol, São Paulo. v.10. n.38. p.365-374. Set./Out./Nov./Dez. 2018.

BARBEIRO, H.; RANGEL, P. *Manual do jornalismo esportivo.* São Paulo: Contexto, 2006

BRAVO, D. V. T. *Elas assumiram o comando: as mulheres jornalistas no mundo do telejornalismo esportivo.* 2009. 57f. Trabalho de Conclusão de Curso (Graduação em Jornalismo) – Curso de Comunicação Social e Jornalismo da UFV, Viçosa, Minas Gerais. Disponível em: ???. Acesso em: 3 out. 2014.

BYRNE, Barbara. *Structural Equation Modeling with AMOS*. New Jersey: Lawrence Erlbaum Associates, 2001.

CECILIA KANG (2015), *Bidding War Between Networks, Sports Leagues Will Increase Price of Cable TV.* Available at https://www.washingtonpost.com/business/economy/bidding-war-between-networks-sports- leagues-will-increase-price-of-cable-tv/2015/01/23/d0cb19f4-9db8-11e4-a7ee-526210d665b4_story.html? utm_term=.12e2fa2bd77b. [Accessed 15 Oct. 2018]

CESTARI, P., & ROCCO Jr, A. (2019). *As transmissões esportivas e o papel da TV Pública no país: uma análise a partir dos casos da TV Cultura e da TV Brasil*. Sessões do Imaginário. v. 21, n. 36, pp. 66-74, 2016

CHA, Jiyoung; CHAN-OLMSTED, Sylvia M. *Substitutability between on-line video platforms and television*. Journalism & Mass Communication Quarterly, v. 89, n. 2, p. 261-278, 2012.

Choi, Y., Martin, J. J., Park, M., & Yoh, T. (2009). *Motivational factors influencing sport spectator involvement at NCAA Division II basketball games.* Journal for the Study of Sports and Athletes in Education, 3(3), 265-284, 2009

COSTA, C., & OSELAME, M. *Futebolização do esporte na televisão: compromisso com o jornalismo ou com os números de audiência?* Estudos em Jornalismo e Mídia. Vol. 11 No 2 Julho a Dezembro de 2014.

COULTER, K.; SARKIS, J. *Development of a media selection model using the analytic network process. International Journal of Advertising*, 24 (2), pp. 193-215, 2005.

CRISAFULLI, F.; DOS ANJOS, L. *O critério da solidariedade na análise concorrencial do joint selling no mercado de transmissão televisiva do futebol brasileiro*. Revista de Defesa da Concorrência, v. 3, n. 2, 2015.

DAVIS, F. D. *Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology*. MIS Quarterly, v. 13, n. 3, pp. 319-339, 1989.

DAVIS, F. D.; BAGOZZI, R. P. and WARSHAW, P. R. *User Acceptance of Computer Technology: A Comparison of Two Theoretical Models.* Management Science, v. 35, n. 8, pp. 982-1002, 1989.

DEIGHTON, J.A.; KORNFELD, L. *Digital Interactivity: Unanticipated Consequences for Markets, Marketing and Consumers*. Working Paper. Harvard Business School, 2007.

DIAS, Patricia. *Motivations for multi-screening: An exploratory study on motivations and gratifications*. European Journal of Communication, Vol. 31(6) 678–693, 2016

Dimmick, J., Kline, S., & Stafford, L. (2000). The gratification niches of personal e-mail and the telephone. *Communication Research, 27*, 227–248. doi:10.1177/009365000027002005

DIMMICK, J.; CHEN, Y.; LI, Z. Competition between the Internet and traditional news media: the gratification-opportunities niche dimension. The Journal of media Economics, 17 (1), 19-33, 2004.

ÉDEN, L. *Remo tenta acabar com tabu de 33 anos no Mangueirão contra o ABC*. [online] Futebolinterior.com.br. Available at: https://www.futebolinterior.com.br/futebol/Brasileiro/Serie-C/2018/noticias/2018-07/remo-tenta-acabar-com-tabu-de-33-anos-no-mangueirao-contra-o-abc [Accessed 14, October, 2018].

FERRÉS, Joan. *Televisão Subliminar: Socializando através de Comunicações Despercebidas*. Porto Alegre: Artmed, 1998. 288 p.

FISHBEIN, M.; AJZEN, I. *Belief, Attitude. Intention and Behavior: An Introduction to Theory and Research.* Reading, MA: Addison-Wesley Publishing, junho, 1975.

FISHBEIN, M.; AJZEN, I. *Belief, Attitude. Intention and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley Publishing, junho, 1975.

GASPARINO, H. *Estudo Da Transmissão Esportiva Na Televisão Brasileira*. Faculdade de Arquitetura, Artes e Comunicação, Universidade Estadual Paulista. 2013

Globo Esporte. *Remo 1 x 0 ABC - Campeonato Brasileiro Série C 2018 rodada 16 - Tempo Real - Globo Esporte*. [online] globoesporte.com. Available at: https://globoesporte.globo.com/pa/futebol/brasileirao-serie-c/jogo/29-07-2018/remo-abc.ghtml [Accessed 14, October, 2018].

GOAL. *Facebook vai transmitir jogos da Champions League na América Latina | Goal.com*. [online] Goal.com. Available at: https://www.goal.com/br/not%C3%ADcias/facebook-vai-transmitir-jogos-da-champions-league-na-america/1a2q30mcmmzoi1ou8gs9z4yxx4 [Accessed 14, August, 2018].

JEFFRES, L. (1978). Cable TV and interest maximi- zation. *The Journalism Quarterly*, *55*, 149–154. doi:10.1177/107769907805500122

KEATING , Cal. *"Over The Top" Or "Over The Heads" Of Sports*. Sports Lawyers Journal. Spring, 2018

LAROSE, R., EASTIN, M., *A Social Cognitive Theory of Internet Uses and Gratifications: Toward a New Model of Media Attendance.* Journal of Broadcasting & Eletronic Media. 48:3, 358-377, 2004. DOI: 10.1207/ s15506878jobem4803_2

LEGRIS, P.; INGHAMB, J.; COLLERETTEC, P. Why do people use information technology? A critical review of the technology acceptance model. *Information & Management* V.40, 2003.

LEMOS, A. *Cibercultura: tecnologia e vida social na cultura contemporânea.* Porto Alegre: Sulina, 2002.

LEVY. M.R & WINDAHL, S. The concept of audience activity. In K.E. Rosengreen, L.A.Wenner, & P. Palmgreen (Eds). Media Gratifications research: Current Perspectives (pp. 109-122). Newbury Park, CA: Sage. 1985

LIN, C.A. On-line use activity and user gratification expectations. Paper presented at the *Association for Education in Journalism and Mass Communication*, Washington, 2001b

LIN, C.A. Predicting Webcasting Adoption via Personal Innovativeness and Perceived Utilities. *Journal of Advertising Research*, June, 2006.

MACKENZIE, S.B. *Opportunities for improving consumer research through latent variable structural equation modeling*. *Journal of Consumer Research*. 28, no.1, June, 2001.

NIELSEN.COM. *Top 10s- DISCOVER WHAT AMERICANS ARE WATCHING, READING, PLAYING, BROWSING, BUYING AND MORE.*. [online] Available at: https://www.nielsen.com/us/en/top10s.html [Accessed 22, August, 2018].

NOGUEIRA, A.R.R. *Elaboração e análise de questionários: uma revisão da literatura básica e a aplicação dos conceitos a um caso real.* Relatório Interno COPPEAD/UFRJ, 2001.

PACETE, L. *Grupos de mídia perdem posições no ranking da Fortune 500 – Meio & Mensagem*. [online] Meioemensagem.com.br. Available at: http://www.meioemensagem.com.br/home/midia/2018/06/04/grupos-de-midia-perdem-posicoes-no-ranking-da-fortune-500.html [Accessed 25, August. 2018].

PENTEADO, R.; GASTALDELLO, L.; SILVA, E. *Telejornalismo Esportivo: Cenas De Apresentação E Mudanças No Programa Globo Esporte*. Impulso. set-dez, Vol. 24 Issue 61, p47-62. 16p, 2014.

PORTAL MIDIA ESPORTE. *Esporte Interativo lança plataforma online de conteúdos exclusivos*. [online] Portal Midia Esporte. Available at: http://www.portalmidiaesporte.com/2012/08/esporte-interativo-lanca-plataforma.html https://suporte.esporteinterativo.com.br/hc/pt-br [Accessed 15 Oct. 2018].

PORTAL MIDIA ESPORTE. *Esporte Interativo lança versão 2.0 do EI Plus*. [online] Portal Mídia Esporte | Notícias da Mídia Esportiva. Available at: http://www.portalmidiaesporte.com/2013/11/esporte-interativo-lanca-versao-20-do.html [Accessed 15, October, 2018].

RIBAS, Lycio Vellozo. *O Mundo das Copas***.** São Paulo: Lua de Papel, 2010.

ROGERS, E.M. *Diffusion of Innovations*. New York: Free Press, 1995.

RUBIN, A; PERSE, E., *Audience Activity and Television News Gratifications. Communication Research*, Vol.14, N 1, February 58-84, 1987

RUBIN, Alan M. Ritualized and instrumental television viewing. *Journal of Communication*, v. 34, n. 3, p. 67-77, 1984.

SHAPIRO, C.; VARIAN, H. R. *Information Rules: a strategic guide to the network economy*. Harvard School Press. Boston. 1999.

SØRENSEN, Inge Ejbye. *The revival of live TV: liveness in a multiplatform context*. Media, Culture & Society, Vol. 38(3) 381–399, 2016.

STATISTA. *Largest media companies worldwide by revenue 2017 | Statistic*. [online] Available at: https://www.statista.com/statistics/272469/largest-media-companies-worldwide/ [Accessed 23, August, 2018].

STATISTA. *Top 10 single telecast TV programs in the U.S. 2018 | Statistic*. [online] Available at: https://www.statista.com/statistics/214638/top-10-single-telecast-tv-programs-in-the-united-states/ [Accessed 15, August, 2018].

STATISTA.COM.*Topic: Sports on TV*. [online] Available at: https://www.statista.com/topics/2113/sports-on-tv/ [Accessed 12, September, 2018].

TIVO. *Tivo Video Trend Reports 2017*. [online] Assets.documentcloud.org. Available at: https://assets.documentcloud.org/documents/3866467/TiVo-Q1-2017-Video-Trends-Report.pdf [Accessed 24 September, 2018].

USHINOHAMA, T, Z. *Aplicativos esportivos e sua usabilidade no Sistema Brasileiro de Televisão Digital Interativa*. In: CONGRESSO BRASILEIRO DE CIÊNCIAS DA COMUNICAÇÃO, 35., 2012, Fortaleza. Disponível em: ???. Acesso em: 26 abr. 2013.

WEBSTER, J. G., & KSIAZEK, T. B. (2012). The dynamics of audience fragmentation: Public attention in an age of digital media. *The Journal of Communication, 62*, 39–56. doi:10.1111/j.1460-2466.2011.01616.x

YOON, S.; KIM, J. (2001b). *Is the Internet more effective than traditional media? Factors affecting the choice of media.* Journal of Advertising Research. Nov-Dec 2001.

Appendix 1

Pesquisa Sobre a Utilização de Mídia pelos

Todos nós estamos diariamente utilizando vários meios de comunicação como TV aberta, TV paga, Internet, Smartphone... Por isso, nós do Esporte Interativo, queremos entender melhor como foi a sua experiência assistindo pelo seu (device do questionário) ao jogo (1 ou 2), no dia (dia do jogo 1 ou 2).

BLOCO 1 : Característica das mídias

Indique, para as afirmações a seguir, o **seu grau de discordância ou concordância em relação a cada uma delas. Escala: Discordo totalmente, discordo muito, discordo pouco, concordo pouco, concordo muito, concordo totalmente.**

Discordo			Concordo		
Totalmente	Muito	Pouco	Totalmente	Muito	Pouco
1	2	3	4	5	6

Frases		Discordo			Concordo		
		Totalmente	Muito	Pouco	Totalmente	Muito	Pouco
		1	2	3	4	5	6
Atitude							
Assistir ao jogo no meu celular ou minha TV ou no meu computador							
1	É adequado ao meu estilo de vida						
2	É adequado às minhas características pessoais						
3	É uma atividade simples de inserir na minha rotina						
4	Me permite ver o jogo da melhor forma						
5	Agiliza meu acesso ao jogo						
6	Está ao meu alcance						
Facilidade							
Com o celular ou a TV ou o meu computador consigo facilmente							
7	Encontrar conteúdos que quero assistir						
8	Aprender as usar as funções disponíveis						

9	Usar as funções disponíveis						
Hábito							
Posso afirmar que							
10	Cresci assistindo à transmissão de futebol ao vivo (na TV ou no computador ou no celular)						
11	O hábito de buscar conteúdo neste aparelho foi aprendido com a família						
12	Tenho hábito de ver a transmissão do jogo de futebol (na TV ou no computador ou no celular)						
Acessibilidade							
Em relação a assistir ao jogo no meu celular ou minha TV ou no meu computador							
13	O equipamento tem um preço justo						
14	O equipamento tem um preço acessível						
15	O conteúdo tem um preço justo						
16	O conteúdo tem um preço acessível						
Atenção							
Assistir ao jogo no meu celular ou minha TV ou no meu computador é uma atividade que							
17	Eu gosto muito de fazer						
18	Eu fico animado com a ideia de fazer						
19	Me distrai ao ponto de ser difícil de parar						
20	Prende muito a minha atenção						
21	Me faz sentir completamente imerso no jogo						
22	Me deixa próximo da emoção do futebol						
Imagem							
Assistir ao jogo no meu celular ou minha TV ou no meu computador é uma atividade que me permite:							
23	Meus amigos também fazem						
24	Me ajuda a ter uma imagem de pessoa atualizada						
25	Me ajuda a me destacar entre os meus amigos						
26	Meus amigos acham que eu devo fazer						
Interatividade							
Assistir ao jogo no meu celular ou minha TV ou no meu computador é uma atividade que me permite:							
27	Interagir com o conteúdo						
28	Ter mais controle sobre o tempo que passo assistindo						

29	Influenciar na forma como vejo informações sobre o jogo						
30	Decidir quantos jogos eu consigo ver ao mesmo tempo						

BLOCO 2 : Dados demográficos dos consumidores

2) Qual o seu time: (aberto- times do brasil)

3) Para qual time torceu nesse jogo

(1) (time 1 ou 3)

(2) (time 2 ou 4)

(3) Outro

4) Qual é a sua idade? |____|____| anos

5) Sexo:(1) Feminino (2) Masculino

6) Tem filhos? (1) Sim (2) Não

7) Quantas pessoas moram no domicílio (incluindo o respondente)? |____|____|

8) Somando a renda bruta dessas pessoas de sua família (incluindo salário, bicos, comissões, aposentadoria etc.) em qual das faixas abaixo sua família se enquadra?

(1) Até R$ 1350

(2) De R$ 1351 até R$ 4050

(3) Mais de R$ 4051