



# **The Impact of Live-Streaming Platforms on Television Viewing Habits**

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## **Abstract**

**Title:** The Impact of Live-Streaming Platforms on Television Viewing Habits.

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This dissertation explores the dynamic and evolving landscape of live-streaming platforms and their impact on television viewing habits. With the rise of platforms such as Twitch.tv or YouTube Live, there has been a shift in how audiences consume and engage with digital content. This research looks at various aspects of live streaming and includes technological advancements, the role of streamers, and the behavior of audiences on these platforms.

A comprehensive analysis is conducted on how live-streaming services impact the television industry, with focus on the flexibility, interactivity, and availability offered by live streaming. This study incorporates survey and expert interview findings to provide an understanding of user preferences and behaviors. The research shows that especially younger audiences are increasingly drawn to the interactive and immersive experiences offered by live-streaming platforms. Key motivations for the usage of these services include social interaction, real-time engagement, and flexible access to diverse content. The research also highlights various challenges and opportunities for traditional media companies. The findings suggest that TV broadcasters innovate their content strategies and improve audience engagement. This dissertation contributes to a broader understanding of the digital transformation of media consumption and offers practical recommendations for media organizations operating in the evolving digital landscape.

**Keywords:** Live Streaming, Live-Streaming Platforms, Television, TV Industry, Audience Engagement, Interactivity, Streamer, Content Creator, Digital Transformation, Media Consumption, Viewing Habits, Technology Adoption

## Sumário

**Título:** O Impacto das Plataformas de Transmissão em Direto nos Hábitos de Visualização de Televisão.

**Autor:** Michael Trunk

Esta dissertação explora o panorama dinâmico e evolutivo das plataformas de live-streaming e o seu impacto nos hábitos de visionamento de televisão. Com o surgimento de plataformas como o Twitch.tv ou o YouTube Live, registou-se uma mudança na forma como as audiências consomem e se envolvem com os conteúdos digitais. Esta investigação analisa vários aspetos do streaming em direto e inclui os avanços tecnológicos, o papel dos streamers e o comportamento das audiências nestas plataformas.

É efetuada uma análise exaustiva do impacto dos serviços de transmissão em direto na indústria televisiva, com destaque para a flexibilidade, a interatividade e a disponibilidade oferecidas pela transmissão em direto. Este estudo incorpora resultados de inquéritos e entrevistas a peritos para compreender as preferências e os comportamentos dos utilizadores. A investigação mostra que, especialmente as audiências mais jovens, são cada vez mais atraídas pelas experiências interativas e imersivas oferecidas pelas plataformas de transmissão em direto. As principais motivações para a utilização destes serviços incluem a interação social, o envolvimento em tempo real e o acesso flexível a diversos conteúdos. A investigação também destaca vários desafios e oportunidades para as empresas de comunicação tradicionais. Os resultados sugerem que os organismos de radiodifusão televisiva inovem as suas estratégias de conteúdo e melhorem o envolvimento da audiência. Esta dissertação contribui para uma compreensão mais alargada da transformação digital do consumo de media e oferece recomendações práticas para as organizações de media que operam no cenário digital em evolução.

**Palavras-chave:** Transmissão em Direto, Plataformas de Transmissão em Direto, Televisão, Indústria Televisiva, Envolvimento do Público, Interatividade, Streamer, Criador de Conteúdos, Transformação Digital, Consumo de Media, Hábitos de Visionamento, Adoção de Tecnologias

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## List of Abbreviations

IRL	In Real Life
TAM	Technology Acceptance Model
TV	Television

# **1 Introduction**

## **1.1 Topic Presentation**

In recent years, the proliferation of live-streaming platforms has reshaped how audiences engage with entertainment media. Services like Twitch, YouTube Live, and Facebook Live have gained immense popularity, by offering users a diverse array of content ranging from gaming streams to live events and creative broadcasts (Pollack et al., 2020). This paradigm shift in entertainment consumption has prompted a reevaluation of traditional media channels, like the television industry (Puthiyakath & Goswami, 2021). As audiences increasingly turn to live-streaming platforms for their entertainment needs, it becomes more and more important to understand the factors driving this shift and its implications (Li et al., 2020). This introduction sets the stage for exploring the relationship between the rise of live-streaming platforms and television viewing habits, which highlights the significance of this topic in the context of evolving consumer behaviors and technological advancements. Through comprehensive research and analysis, this study seeks to uncover the underlying mechanisms shaping audience engagement, content distribution, and advertising strategies in the contemporary media landscape.

## **1.2 Problem Statement**

The rapid rise of live-streaming services has disrupted traditional patterns of entertainment consumption, which poses a significant challenge for industry stakeholders and researchers alike. While these platforms offer unprecedented opportunities for audience engagement and content distribution, the shifting dynamics between live streaming and television viewing present complex challenges (de Wit et al., 2020). The problem statement of this research revolves around understanding the factors influencing the relationship between the rise of live-streaming platforms and television viewing habits, including technological advancements, changes in audience preferences, content accessibility, and the role of content creators.

## **1.3 Research Question**

How does the rise of live-streaming platforms influence television viewing habits among Austrians and Germans younger than 35?

## **1.4 Managerial and Academic Relevance**

The influence of live-streaming platforms on television viewing habits holds both managerial and academic relevance. In today's digital age, where online platforms are revolutionizing the entertainment landscape, it is crucial to understand the dynamics between live-streaming platforms and the television industry. From a managerial perspective, businesses operating in the entertainment sector need to adapt their strategies to effectively leverage the opportunities presented by live-streaming platforms. This research can inform decision-makers about the factors shaping audience behavior, content distribution, and advertising strategies, which enables them to optimize their engagement tactics and stay competitive in a rapidly evolving market. Moreover, academic scholars can benefit from this research by gaining insights into the underlying mechanisms driving the relationship between live-streaming services and television channels. The findings of this research have the potential to inform industry practices and contribute to theoretical advancements in the field of media studies.

## **1.5 Dissertation Outline**

Beginning with the Literature Review, the evolution and status of live streaming are explored, which encompasses an overview of different platforms, technological advancements, audience behavior, and revenue models. The intersection of live-streaming services and the television industry is then examined, focusing on the impact of live-streaming platforms on the latter. This is followed by advertising strategies for brands and content creators along with purchase intentions and customer trust via live-streaming services. Then, the application of the dynamic capabilities theory, as well as the technology acceptance model, provides theoretical frameworks to analyze an organizations adaptability within the evolving entertainment landscape and the acceptance of new technologies. Following the Literature Review, the methodology section outlines the research approach, which leads to the presentation of results and subsequent discussion on findings, limitations, and avenues for future research.

**AI usage:** I used AI assistance to improve the readability and formality of the text in this thesis. ChatGPT was utilized to enhance sentence structure and ensure clarity, but the research presented is entirely my own.

## 2 Literature Review

The purpose of this Literature Review is to examine the evolving landscape of digital entertainment consumption. It encompasses a comprehensive analysis of existing academic literature and aims to identify key insights and trends in research.

### 2.1 Evolution and Status of Live Streaming

#### 2.1.1 Overview of Live-Streaming Platforms and their Content

To explore the content preferences of users on live-streaming platforms, it is insightful to consider the range of content available and popular among viewers. Live-streaming services offer a variety of content categories, such as gaming, IRL (in real life) streams, reactions, just chatting, creative content, lifestyle broadcasts, educational streams, sports events, political rallies, music performances, and many more (Edwards et al., 2021). In “just chatting” streams, streamers just talk to their audiences, share stories, or discuss various topics. It is like a cozy exchange between content creators and their viewers, while viewers communicate through the live chat. “Reactions” streams usually involve streamers watching and reacting to YouTube videos or other content, suggested by their viewers. They comment on the videos and talk to their audiences about what is happening in the content they watch. In “IRL” streams, streamers often take their viewers with them on trips or to special events. They have a tripod in their hand and film wherever they happen to be. Additionally, the emergence of e-sports has revolutionized professional gaming experiences, which provides new avenues for gamers and fans to engage in competitive gameplay (Cabeza-Ramírez et al., 2022). Streamers produce content across those categories, tailored to the preferences of audiences who watch live streams on their mobile devices or desktop computers (Cai & Wohn, 2019). Furthermore, e-retailers have adopted live video-streaming as a digital marketing strategy to provide authentic information to customers. Through that, they are able to showcase detailed product information, real-time customer interactions, and transactional capabilities during live broadcasts (Zhang et al., 2019).

**Twitch.tv** was founded in 2011 and is one of the leading live-streaming platforms. It connects streamers who create and broadcast content, with viewers who engage through live video and chat interactions in real-time. Twitch's success has attracted significant academic attention, with research focusing on streamer-viewer dynamics and motivations (Cai & Wohn, 2019). The chart below illustrates the monthly viewership fluctuation on Twitch between 2018 and 2024.

In February 2024, the average viewership hovered around 2.5 million, peaking at nearly 5 million viewers. We can see that since the outbreak of the Covid-19 pandemic, there has been a doubling in the average number of viewers. The platform is most popular in the USA, Brazil, and Germany.

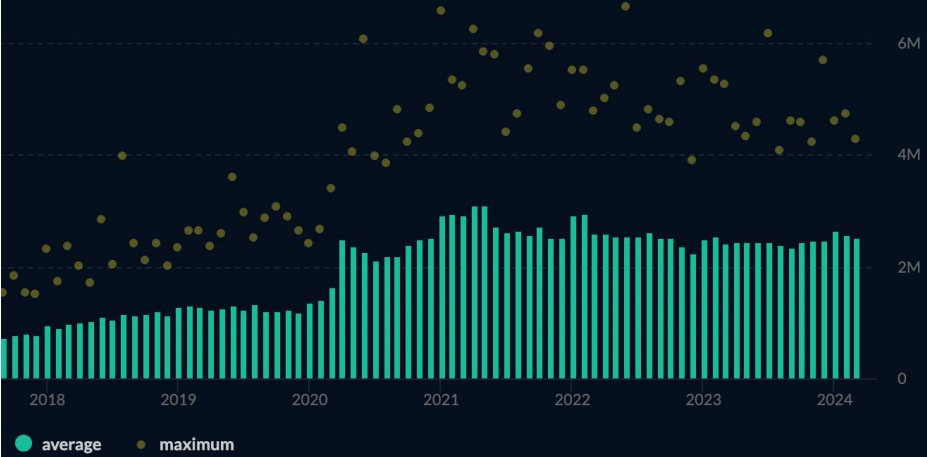


Figure 1 - Twitch Viewer Numbers (twitchtracker, 2024)

**YouTube Live**, the live streaming offering from YouTube, was established in 2008 and represents another big player in the live-streaming landscape. YouTube Live also enables users to broadcast live video content and engage with audiences in real-time. The platform shares similarities with Twitch in terms of streamers and viewers interacting through chat interfaces, which creates an engaging live-streaming experience (Pires & Simon, 2015). The chart below shows YouTube Live numbers for the last four months of 2023. With an average viewership of almost 5 million and a maximum of over 11 million viewers in December, YouTube live streams are particularly popular in India and the USA.

Month	Active Channels	Peak Viewers	Peak Channels	Average Viewers
December 2023	↑ 50% 386 131	↑ 36% 11 121 795	↑ 9% 17 905	↑ 28% 4 835 189
November 2023	↓ 35% 258 141	↓ 11% 8 169 601	0% 16 475	↓ 17% 3 790 420
October 2023	↑ 5% 396 642	↓ 11% 9 130 452	↑ 5% 16 450	↑ 3% 4 577 912
September 2023	↓ 1% 379 228	↓ 23% 10 204 968	↑ 5% 15 607	↑ 4% 4 438 852

Figure 2 - YouTube Live Viewer Numbers (streamscharts, 2024)

**Facebook Live** was introduced in 2016, initially launching in the USA. It emerged as a free and easily accessible online resource for live streaming and became a popular social media

channel which provides global access to different content categories. It allows users to broadcast live video content, engage with viewers in real-time through comments and reactions, and has been utilized for a variety of purposes beyond entertainment, including educational content delivery (Johnson et al., 2017). The number of viewers on Facebook Live has also doubled with the outbreak of the COVID-19 pandemic.

**Facebook Live viewers increased by 50% during March 2020.**

In March 2020, Facebook Live viewers grew by as much as 50% compared to the previous month according to the company. That's why Facebook pushed for more features that would make its live-streamed content more accessible to viewers.

*Figure 3 - Facebook Live Viewer's Increase (Benitez, 2024)*

### **2.1.2 Other Live-Streaming Platforms and Ownership**

There are other live-streaming services besides Twitch, YouTube Live, and Facebook Live, but for this dissertation, we will focus on these platforms as they are the most popular in the German-speaking region. Twitch was acquired several years ago and has been owned by Amazon since 2014 (Declercq et al., 2021), whereas YouTube Live (= YouTube) was acquired by Google in the year 2006 (Adhikari et al., 2010). Facebook Live (= Facebook) belongs to the US-based internet conglomerate Meta, which was known as Facebook until 2021 and then rebranded as Meta (Thomas & Bhat, 2023). To name other well-known companies that offer live streaming, here are a few examples: Kick, Vimeo, YouNow, TikTok Live, Instagram Live, LinkedIn Live, and X Live (Twitter). More and more social media platforms are offering live streaming after seeing and realizing how popular this form of entertainment has become. Each platform caters to different user preferences and content niches, which showcases the diverse landscape of live-streaming platforms in the digital era. Moreover, streaming services such as Netflix and Amazon Prime are not included in the scope of this research. These services do not fall under the category of live-streaming platforms and thus, their impact on television viewing habits differs significantly from that of live-streaming providers.

### **2.1.3 Development of Live-Streaming Technology**

When discussing live-streaming technology, it is essential to recognize its significant impact on the digital landscape and media consumption. The technological advancements in network infrastructure and streaming capabilities have enabled seamless real-time broadcasting, which fosters a sense of connection and relationship between streamers and viewers (Seongcheol et

al., 2021). The evolution of streaming has been shaped by key milestones and technological advancements that propelled its growth and popularity. Originally started as a specialized platform for gamers to share live gameplay and interact with fellow players, live streaming has swiftly evolved into a broader social media phenomenon. This transformation has been driven by advanced network technology and increasing interest in user-generated digital content (Li et al., 2020). One milestone in the development of live-streaming technology is the emergence of the platforms mentioned in the previous chapter, which have democratized content creation and consumption. These services offer a space for both amateur and professional content creators to share their work in real-time, which engages audiences in interactive viewing experiences (Spilker et al., 2018). Providers like Twitch, YouTube Live, and Facebook Live are designed to deliver live content to viewers with a minimal delay, which allows for scalability and transcoding techniques. While non-interactive live-streaming applications, such as live sports events, can tolerate delays of several seconds, interactive live-streaming systems require near-real-time engagement. The challenges behind the technology include the need for web-based solutions that ensure low latency, universality, and deployability across different platforms. Latency refers to the delay between the moment when an event occurs (such as someone speaking or an action happening) and when it is seen or heard by the viewers. Universality indicates the ability of the technology to work across different platforms or devices without significant modifications or restrictions. Deployability involves ensuring that the streaming solution can be deployed and integrated seamlessly across different platforms and settings, such as websites, mobile apps, or social media platforms. Especially end-to-end latency is a critical factor in live streaming, where delays can affect the user's quality of experience (Rodriguez-Gil et al., 2017). The integration of features such as live chat functionalities on platforms like Twitch encouraged community-building and enhanced viewer engagement (Li et al., 2020). Another milestone is the integration of live streaming into e-commerce platforms, known as live-streaming commerce. This enables viewers to engage with content creators immediately, where they can ask questions, make purchases, and support their favorite streamers through donations. This fusion of entertainment and commercial activities on live-streaming platforms has opened up new avenues for revenue generation and audience engagement in the digital era (Cai & Wohn, 2020).

#### **2.1.4 The Role of the Streamer**

The role of streamers on live-streaming platforms is significant and multifaceted. Streamers, also known as content creators or digital entertainers, play a crucial role in shaping the viewer

experience and building communities. By influencing the level of interaction and creating varied content experiences, they can adopt different orientations towards their viewers. Digital entertainers often act as influencers who showcase new games, provide reviews, and contribute to the marketing of products. By broadcasting different content and interacting with viewers, streamers offer a dynamic and immersive form of entertainment, which can influence viewer preferences and behavior (Johnson & Woodcock, 2018). Woodcock & Johnson (2019) highlight the importance of entrepreneurial and creative skills among successful streamers. Since streaming platforms cater to a predominantly authentic and intimate content style, content creators must navigate endorsements and brand deals in ways that align with their audience's expectations and maintain their perceived authenticity. This allows streamers to secure their income streams, which contribute to the sustainability of their content creation efforts (Wohn & Freeman, 2020).

### **2.1.5 Audience Behavior on Live-Streaming Platforms**

To provide insights into audience behavior on live-streaming platforms, various studies highlighted key aspects influencing viewer engagement and interaction. For instance, de Wit et al. (2020) indicate that viewers find valuable support from streamers and their corresponding communities on platforms like Twitch and YouTube Live. This emotional and social support enhances viewer satisfaction and promotes participation on these platforms, especially during difficult periods for viewers. Besides that, there are different kinds of dimensions that make live-streamed content and events engaging, such as interaction, immediacy, immersion, and sociality. Understanding these factors allows for the optimization of live-streaming experiences to captivate audiences. This knowledge empowers content creators to implement innovative features and interactive elements, which fosters deeper connections between viewers and streamers (Haimson & Tang, 2017). Moreover, Wohn & Freeman (2020) delve into the motivations behind user behavior in video game live streaming. They emphasize the significance of social interaction, personal integration, and affection on viewer engagement. By identifying and analyzing these psychological factors, platforms can tailor their content and features to align better with audience preferences. In addition to that, Cabeza-Ramírez et al. (2022) shed light on the motivations for the use of streaming platforms, by considering moderating factors like sex, age, and self-perception. Their study provides valuable insights into the motivations that drive individuals to engage with live-streaming content. They also underscore the importance of social interaction and emotional support in shaping viewer experiences. Platform operators and content creators should take advantage of these insights

and optimize their strategies to build communities and offer immersive content, tailored to viewer preferences (Cabeza-Ramírez et al., 2022).

### **2.1.6 Business Models and Revenue Streams of Live-Streaming Services**

To understand how live streamers earn money on platforms like Twitch, YouTube Live, or Facebook Live, it is essential to examine the various revenue streams available to them. On Twitch, for example, streamers can monetize their channels through several means, which includes subscription fees, donations, sponsorships, and advertising revenue (Li et al., 2020). Subscription fees on Twitch range from 4.99€ to 24.99€ per month, where 50% goes to the streamer and 50% to the platform. Subscribers often receive benefits like custom emoticons and access to exclusive content, which fosters a sense of community and support (Hajok & Lindner, 2021). Another significant revenue source for streamers are donations from viewers, which can be made directly to the streamer via services like PayPal. These donations are crucial for streamers, as they offer direct financial support and can enhance the viewer's engagement by being recognized during the live stream. Twitch takes a 30% share of these donations, which highlights the platform's reliance on viewer contributions as a revenue stream (Jang et al., 2020). Also, sponsorships play a vital role in the revenue generation of streamers, where they collaborate with brands or companies for promotional activities during their streams (Cai & Wohn, 2020). On YouTube Live and Facebook Live, monetization for live streamers is often tied to the platform's advertising revenue-sharing program. Content creators earn money based on ad views and interactions during their live streams (Wohn & Freeman, 2020). Furthermore, product placements, affiliate marketing, and selling merchandise can also be lucrative revenue streams for live streamers on these platforms. Viewers often appreciate merchandise from their favorite streamer, as it allows them to show active support for the content creator. On top of that, it provides a sense of belonging to a community and exclusive access to branded products associated with their favorite streamer's identity (Hajok & Lindner, 2021).

## **2.2 Intersection of Live-Streaming Platforms and Television Viewing**

The impact of live-streaming platforms on television viewing habits has been profound, as it reshapes how content is created, distributed, and consumed. According to Johnson & Woodcock (2018), the emergence of platforms like Twitch and YouTube Live has democratized the creation and consumption of digital content, which challenges the predominant control of major corporations over the media production and distribution chain. This shift has empowered individuals to create and share content, thereby encouraging a sense

of community and social engagement among viewers. Moreover, the authors highlight how the dynamics of live streaming have altered traditional media consumption patterns, with live broadcasting platforms offering interactive content that differs significantly from linear television. This change has led to a democratization of content creation and consumption, which enables the rise of new (virtual) communities and online celebrities. These platforms have challenged traditional notions of audience engagement and pave the way for innovative approaches within the entertainment industry. What should also be emphasized is that live-streaming services allow individuals from diverse backgrounds to share their perspectives and talents, thereby enriching the cultural landscape of digital entertainment (Johnson & Woodcock, 2018). To provide a comprehensive study on the impact of live streaming on television viewing habits, it is vital to consider multiple aspects such as audience behavior, content consumption patterns, and industry transformations. Spilker et al. (2018) claim that the rise of live-streaming platforms challenges the traditional concepts of television viewing by introducing new forms of flexibility, interactivity, and availability in media consumption. This shift from linear television to live broadcasting signifies a departure from the conventional broadcast model towards more participatory viewing experiences. In addition to that, the authors also highlight the importance of live streaming in reshaping audience engagement practices. The interactive features and high levels of engagement offered by those platforms present unique opportunities for social interaction and community building among viewers (Spilker et al., 2018). They also discuss the concept of "switching" in live streaming, identified by empirical analysis of audience behavior. It highlights the dynamic nature of content consumption on live-streaming services, allowing for spontaneous and affective switching between different streams and engagement levels. This flexibility in interaction and participation provides users with control over their viewing experiences, which also strengthens social support during content consumption (Spilker et al., 2018).

Overall, the intersection of live-streaming services and the TV industry is characterized by a shift towards more interactive, participatory, and community-oriented viewing practices. By challenging established ideas about television viewing, platforms like Twitch, YouTube Live, and Facebook Live are redefining how audiences engage with content, while emphasizing flexibility, convenience, and user-centric experiences in the media landscape.

## **2.3 Advertising Strategies on Live-Streaming Platforms**

### **2.3.1 Strategies for Brands and Content Creators**

Live-streaming platforms offer unique opportunities for brands to engage with audiences in real-time through influencer marketing strategies. Twitch, YouTube Live, and Facebook Live (and of course other live-streaming platforms) allow streamers to incorporate sponsored products into their content through different methods. For example, they can take advantage of product placements, branded mini-games, or interactive giveaways, which enables them to influence consumer behavior (Zhao, 2023). On top of that, the interactive nature of these platforms fosters direct engagement between streamers and viewers, enhancing the effectiveness of influencer marketing. This interactive marketing approach on streaming services has been shown to drive positive product attitudes towards and consumption among viewers (Pollack et al., 2020). In this evolving landscape of advertising and brand sponsorships, the role of content creators is central in driving consumer engagement and facilitating direct interactions with brands. Understanding the dynamics of influencer marketing and monetization strategies on these platforms is crucial for businesses aiming to tap into the growing potential of live-streaming audiences (Wang et al., 2022).

### **2.3.2 Purchase Intentions and Customer Trust via Live Streams**

The impact of live streaming on online purchase intentions and customer trust is a critical aspect that has gathered attention in many research studies. Live broadcasting has emerged as a powerful tool for influencing consumer behavior in the digital marketplace. Research by Chen & Lin (2018) highlights that streaming can positively impact customers' online purchase intentions by offering an engaging platform for product exploration and decision-making. Through live streaming, consumers (viewers) can observe the appearance, personality, and possible talents of sellers (streamers). In some cases, this might lead to admiration and a sense of identification with the live streamer, which can ultimately influence their purchase intentions. What is more, online consumers often rely on immediate feedback, reviews, and comments from other buyers. Through that, they are able to make informed purchase decisions, which enhances their trust in the seller and the product offerings. The real-time nature of live streaming allows potential customers to infer the characteristics of other shoppers and assess the popularity of products, which contributes to a sense of community and social validation in the shopping process (Wongkitrungrueng & Assarut, 2018).

In terms of customer trust, live streaming is shown to have a positive impact on a viewer's, in this case customer's, trust towards the seller (streamer) and the overall shopping experience. Trust, defined as a belief in the ethically and socially appropriate behavior of the other party in a social exchange, plays a crucial role in building relationships and driving engagement in the online marketplace. The authentic nature of live broadcasting fosters trust by providing potential shoppers with a transparent and immersive shopping experience. In a dynamic virtual environment like this, they can interact with sellers, evaluate products, and make informed decisions (Wongkitrungrueng & Assarut, 2018).

## **2.4 Dynamic Capabilities Theory**

### **2.4.1 Introduction of the Dynamic Capabilities Theory**

The dynamic capabilities theory offers a lens through which firms can adapt and excel in swiftly evolving markets. The concept gained prominence with the subsequent publication by Teece, Pisano, and Shuen in 1997, which solidified its status as a pivotal framework in strategic management (Pitelis & Wang, 2019). The dynamic capabilities theory refers to a company's capability to adapt, innovate, and respond effectively to changes in its external environment. According to Wang & Ahmed (2007), dynamic capabilities involve the processes of transforming firm resources and capabilities into outputs that deliver superior value to customers, which enables firms to achieve sustained competitive advantage. Besides that, dynamic capabilities are those capabilities that extend, modify, change, and create ordinary capabilities, thus enhancing an organization's ability to navigate through changing market circumstances (Drnevich & Kriauciunas, 2011). Barreto (2010) characterizes a dynamic capability as the firm's potential to systematically address problems, shaped by its propensity to recognize opportunities and threats, make market-oriented decisions, and adapt its resource base.

### **2.4.2 Dynamic Capabilities in the Context of the Television Industry**

As live-streaming platforms reshape the entertainment landscape, organizations in this industry must leverage dynamic capabilities to remain competitive. They are instrumental in driving the transformation of media organizations into multi-product and multi-platform entities, which ensures their resilience and relevance in a rapidly evolving environment (Oliver, 2015).

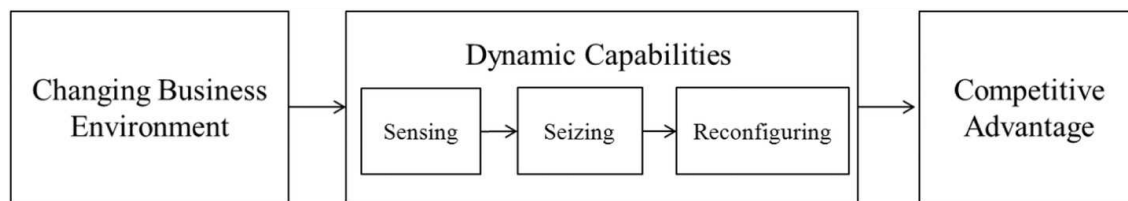


Figure 4 - Dynamic Capabilities Process (Choi et al., 2018)

In the realm of television companies seeking to regain popularity like live-streaming services, dynamic capabilities play a crucial role in sensing emerging trends, seizing opportunities, and reconfiguring existing resources. Established media corporations could adapt their content creation processes to produce live streaming-friendly content that resonates with modern audiences. This may involve investing in real-time production techniques and audience engagement features, in order to enhance the live-streaming experience and attract a larger viewership. By harnessing dynamic capabilities to innovate their content strategies, these companies could effectively capitalize on the growing popularity of live-streaming platforms. As early as 2017, David J Teece claimed that dynamic capabilities are crucial for digital platforms because they help firms to navigate through different phases of a platform lifecycle. From birth to regularly adapting and self-renewal, companies must foster adaptability, innovation, and strategic agility (Teece, 2017). Moreover, dynamic capabilities can enable firms to respond properly to the evolving preferences and behaviors of consumers in the live-streaming era. For example, entertainment companies might analyze and leverage data analytics and audience insights to tailor their content offerings. Through that, they could align better with the interests of specific audience segments. By continuously monitoring viewer feedback and engagement metrics, organizations could identify emerging trends and adapt their content strategies in real-time to maintain audience relevance. Furthermore, dynamic capabilities could empower companies to forge strategic partnerships and alliances with key players in the live-streaming ecosystem. For instance, traditional media businesses could collaborate with popular live streamers and content creators to co-produce exclusive content and promotional campaigns. By leveraging the unique strengths and audiences of these partners, companies in this sector could extend their reach and influence in the competitive live-streaming market.

*These assumptions and proposals for organizations in the television industry will be explored and tested in the empirical part of this dissertation.*

### **2.4.3 Limitations of the Dynamic Capabilities Framework**

According to Winter (2003), the theory of dynamic capabilities has many strengths. However, to provide insights into the limitations of the theory, it is important to note that it has faced significant criticism regarding its practical implementation and effectiveness. For instance, as highlighted by Collis & Anand (2019), there are theoretical limits to the value of dynamic capabilities. The theory suggests that even if a firm possesses unique capabilities, competitors may develop similar capabilities through different pathways, which limits an organization's competitive advantage. Additionally, dynamic capabilities require extensive management and may lead to unnecessary change, which could result in a high risk of failure and complexity in implementation. Some critics argue that this theoretical concept is tautologically linked to success and lacks clear operationalization of fundamental constructs (Collis & Anand, 2019).

## **2.5 Technology Acceptance Model**

### **2.5.1 Introduction of the Technology Acceptance Model**

The Technology Acceptance Model (TAM) is a prominent theoretical framework, widely used to explain and forecast the acceptance of technology of individuals. Initially proposed by Davis in 1989, the TAM has its roots in psychological theories of reasoned action and planned behavior. Over the years, it evolved into a fundamental model for understanding human behavior concerning the adoption or rejection of (new) technology. Scholars have highlighted the TAM's role in unraveling the predictors of users' behavior towards technology acceptance (Chuttur, 2009). The model focuses on two central constructs, which are perceived ease of use and perceived usefulness. Perceived ease of use refers to people's perception of how uncomplicated it is to use a particular system, while perceived usefulness concerns a user's belief in the system's capability to enhance their job or life performance (Surendran, 2019). Over the years, numerous studies have applied, extended, and modified the model, in order to explore various aspects of technology acceptance across different contexts (Marangunic & Granic, 2014).

### **2.5.2 Technology Acceptance Model in the Context of Live-Streaming Services**

In the context of live-streaming services, perceived ease of use and perceived usefulness play a crucial role for users.

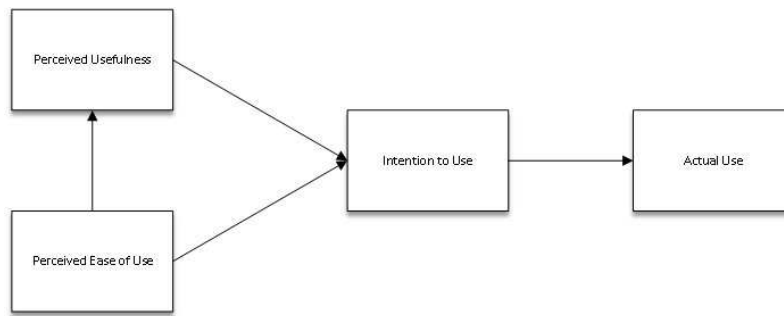


Figure 5 - Technology Acceptance Model (Marikyan & Papagiannidis, 2023)

The level of perceived ease of use indicates the dimension to which users are motivated to use these platforms and how attractive they find them. Generally, it can be assumed that people are more likely to adopt live-streaming services if they perceive them to be user-friendly and intuitive. For example, features such as seamless navigation, clear interface design, and minimal technical barriers will probably contribute to enhancing a user's perceived ease of use. As a result, this might increase their chance of adopting and engaging with live-streaming platforms. In addition, perceived usefulness is a significant determinant of people's acceptance of live-streaming providers. Viewers could be more inclined to embrace these services if they believe that they offer tangible benefits and enhance their entertainment experience. For instance, the ability to access a diverse range of content, interact with content creators, and participate in live events could contribute to strengthening a someone's perceived usefulness of live-streaming platforms.

*These assumptions for the technology acceptance model and live-streaming platforms will also be explored and tested in the empirical part of this dissertation.*

### 2.5.3 Limitations of the Technology Acceptance Model

In a meta-analysis conducted by King & He (2006), the TAM was found to be a valuable and widely used model with potentially wider applicability. The meta-analysis of 88 published studies highlighted its credibility and effectiveness in explaining technology acceptance behaviors across different settings (King & He, 2006). However, researchers have emphasized various challenges and drawbacks associated with the TAM, thereby shedding light on its negative aspects. One notable limitation of the TAM is related to the assessment of user behavior through subjective measures like behavioral intentions and perceived usefulness. These measurements rely on individuals' self-reported perceptions, which may not always align with their actual behaviors. On top of that, the concept of social influence within the TAM

might not always accurately capture real-world influences, such as "word of mouth" recommendations from colleagues. This poses challenges in measuring and predicting technology adoption behavior in research settings. The complexity of social interactions and individual traits can impact the accuracy of the TAM's predictions, especially in work environments where diverse factors come into play (Malatji et al., 2020).

## **2.6 Hypothesis Development**

Now that the relevant literature has been thoroughly examined, the subsequent eleven hypotheses are formulated to explore the research question in greater detail. These hypotheses will be empirically tested and discussed through the findings of the survey and expert interviews, thereby shedding light on the relationship between live-streaming platforms and television viewing in the digital age.

H1: Users who spend more time on live-streaming platforms tend to consume television less frequently.

H2a: The younger population demographic exhibits a higher propensity for viewership on live-streaming platforms compared to the older age group.

H2b: The younger population demographic exhibits a higher propensity for engagement on live-streaming platforms compared to the older age group.

H3: The introduction of interactive features on live-streaming platforms leads to decreased television viewership.

H4: The male population demographic spends more time on watching in livestreams than women.

H5: Schoolchildren and students allocate more time to watching live streams compared to employed individuals.

H6: The TV industry will gain popularity back by adapting its content creation processes to produce live-streaming-friendly content that resonates with modern audiences.

H7: Collaboration with popular content creators would make television viewing more attractive to young people again.

H8: People who think that there is a lot of advertising on TV spend more time watching live streams.

H9: People who perceive live-streaming services to be user-friendly (TAM: perceived ease of use) tend to consume television less frequently.

H10: People who believe that live-streaming services offer various benefits and enhance their entertainment experience (TAM: perceived usefulness) tend to consume television less frequently.

H11: Improved TV accessibility, such as mobile viewing options, will increase TV consumption among audiences alongside live streaming.

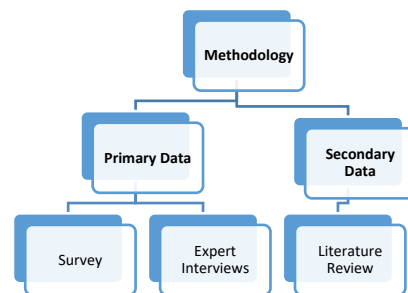
### **3 Methodology**

This chapter provides an overview of the research methodology utilized in this thesis, which details the chosen research design and the methods employed for data collection. These methodologies were carefully selected to obtain the necessary insights for addressing the research question and testing the hypotheses presented in Chapter 2.6.

#### **3.1 Research Design**

The research design of this thesis followed a mixed methods approach to investigate the impact of live-streaming services on television viewing habits. It combined the richness of the qualitative data (primary research) with the volume of the quantitative analysis (secondary data) to provide a multi-layered understanding of the subject (Creswell & Wilson, 1996). The literature previously discussed in Chapter 2 was examined to gather relevant information and knowledge as the secondary analysis. This was the starting point for the primary research, where a two-part qualitative analysis was carried out. Hox & Boeije (2005) explained that primary data are those that are gathered in accordance with methods that are most appropriate for the research problem at hand. To learn about peoples' thoughts and attitudes on live streaming and television viewing, an online survey was conducted. With limited time and resources, this approach was selected since it is an effective way to gather data from a large sample (Bryman, 2008). Compared to experimental research, conducting a survey enables the examination of correlations between several variables without the need for laborious experimentation (Creswell, 2013). In addition to the survey, expert interviews were conducted to get further primary data, with representatives of live-streaming service providers, TV channels and media companies, research institutes, and live streamers themselves. Expert interviews are an accepted approach to gaining valuable insights from people with broad and deep knowledge in a particular field (Saunders et al., 2019). The goal of a mixed methods approach was to try to arrive at a conclusion to the stated research question (Mishra & Alok, 2017). This helps in enhancing decision-making, spotting trends, and discovering innovation (Gupta & Gupta,

2022). Making use of different research methods to obtain comprehensive data is called triangulation (Burton & Obel, 2011; Turner et al., 2017).



*Figure 6 - Overview of Methodology*

## **3.2 Survey Development**

In order to develop the survey, pre-existing studies on this topic were examined as useful benchmarks. Generally, a large part of the survey is based on the hypotheses from Chapter 2.6 in the Literature Review, as these were meant to be tested in the empirical part of this thesis. There are already several studies that investigate different live-streaming platforms and their effects and impact on other areas. Cai & Wohn (2020) researched the potential enjoyment of live-streaming viewers when it comes to various interactions during streams. Among other aspects, their study showed that audiences enjoy chatting with each other and with the streamer, which is a great social experience for them (Cai & Wohn, 2020). Also, Hilvert-Bruce et al. (2018) investigated the motivation of live-streaming engagement with a sample of over 2200 Twitch users. They discovered that live-streaming viewers not only want to belong to a community and interact with other individuals but also want to watch streams to obtain specific information (Hilvert-Bruce et al., 2018). In another study from 2020, researchers analyzed the money-spending behaviors of viewers on live streams and their attachment to their favorite streamers (Wohn & Freeman, 2020). There are also some valuable studies on the interaction and impact of live streaming on traditional forms of entertainment media, which were used for the preparation of the survey. Researchers from Norway conducted several in-depth interviews that showed the differences between live streaming and television viewing and their corresponding implications (Spilker et al., 2018). All these studies and the several hypotheses from the Literature Review form the basis for the survey, which is presented in more detail in the next chapter.

### **3.2.1 Survey Design**

The survey questions were designed to achieve the main research goal of examining the impact of live-streaming platforms on television viewing habits. The online survey started with an introduction of the researcher and a brief description of the topic. The participant was also made aware of the confidentiality of their data before they got forwarded to basic demographic questions. Those included age, gender, nationality, location, household size, employment status, education level, and income. With the aim of contextualizing the responses and comprehending how different groups of people may have different opinions on live streaming and television viewing, asking for demographic characteristics was essential. This was followed by a screening question, which clarified the participant's recent live-streaming viewership. If they indicated that they had not watched any live streams in the last twelve months, they were redirected and asked to provide reasons for it. After that, the survey was already over. For participants who have watched live streams in the last twelve months, the survey officially started with questions related to different live-streaming platform's usage, content preferences, engagement levels, and, for example, donation behaviors. It also delved into television viewing habits, content preferences on TV, and perceived differences between live streaming and television in general. Hypotheses-aligned questions assessed the perceptions of respondents regarding the impact of live-streaming platforms on television consumption patterns, interactive features, and advertising perspectives. The survey concluded by examining participant's attitudes towards potential adaptations in television content creation and accessibility improvements. This survey design ensured a holistic understanding of people's perspectives on live streaming and television. To assess the agreement or disagreement on a wide range of statements, a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used. The complete survey can be found in Appendix 4.

### **3.2.2 Data Collection**

The online survey was published on 22.04.2024 and data was gathered until 03.05.2024. Qualtrics was used as the platform for creating the survey and 175 responses were obtained within those eleven days. Online surveys offer numerous benefits that enhance the effectiveness of the research process. They enable researchers to reach individuals regardless of their location, whereby time and costs are saved plus they allow for the analysis of statistical data. Distribution of the survey took place via e-mail and several social media channels: WhatsApp, Instagram, LinkedIn, and Facebook. As the main target group for this research were younger people, the survey was also distributed in schools. To achieve this, schoolteachers were

contacted by e-mail and asked if they could distribute the survey in their classes, whereby a total of four teachers from two schools have agreed. Moreover, for this research, convenience sampling was applied. This method of non-probability sampling is usually chosen due to time and resource constraints, and it addresses readily available individuals (Etikan, 2016). Convenience sampling is also beneficial for examining variables and their potential correlations, as well as for providing insights into trends and patterns within the target population (Bryman, 2012).

### **3.2.3 Analytical Approach**

To ensure that only individuals who meet the required conditions were included, the data were first cleaned based on predetermined key variables. Participants needed to be from Germany or Austria, and they could not be older than 35. The geographical scope was chosen because the inclusion of several countries would have made the research framework too large and impaired the accuracy and depth of the analysis. The restriction to participants up to 35 years of age is justified by the fact that, as already mentioned, the target group of live-streaming platforms tends to be younger people. Therefore, after obtaining the 175 responses, the survey replies were cleaned accordingly and examined with the usage of IBM's SPSS software. At first, an overview of the sample and the mean, median, minimum, and maximum for each tested dimension were obtained using summary and descriptive statistics. A total of seven people were removed because of their demographics or because they didn't finish the survey. Consequently, 168 valid responses remained, of which 123 have watched live streams in the last twelve months. Using histograms, box plots, or other visual aids, all categories were made visually appealing. All statistical analyses were performed using the same software (SPSS) to guarantee consistency and then exported with the usage of Microsoft Excel. Different statistical tests were carried out with the aim of testing the hypotheses and examining the relationship between live streaming and television viewing. This extensive statistical analysis revealed remarkable patterns and dynamics, which will be presented in Chapter 4.

### **3.3 Expert Interviews**

Qualitative research is ideally suited for understanding and analyzing complex phenomena, with semi-structured interviews being one of several effective options for obtaining data (Williams, 2007).

### 3.3.1 Semi-structured Interviews

This type of interview is best suited when engaging with an industry expert on a single occasion (Cohen & Crabtree, 2006). By asking open-ended questions and being only supported by a guideline (see Appendix 1), these interviews made it possible to readjust to all kinds of answers and therefore provide great flexibility (Rowley, 2012). The prepared questions left enough room for asking more questions that arose spontaneously and consequently allowed for the exploration of further insights (Adhabi & Anozie, 2017). They also enabled for in-depth conversations by seeking for an industry expert’s unbiased opinion (Adams, 2015), which led to more valuable findings (Rubin & Rubin, 2011). In addition to that, applying five-point Likert scale questions complemented the open-ended ones and enhanced the depth of analysis. The same interview guideline was used for each interview partner, with the aim of facilitating the later comparison of the results. The experts were selected based on their work experience, expertise in the topic, position in their company, and accessibility (Galletta, 2013). Before making a first attempt to get in contact with the individuals, this background information was collected to make sure that the person was a good fit (McIntosh & Morse, 2015). A total of eight interviews were conducted and the interviewees were contacted via LinkedIn, Email, private message, or via their company’s website. The conversations were held in English and German and took place online via Zoom, Google Hangouts, and Microsoft Teams, with an average duration of 25-45 minutes. Notes were taken during the interviews plus they were also recorded, with the interviewee’s permission. All conversations were kept anonymous, as the interview partners were granted anonymity. The summarized interviews can be viewed in Appendix 2.

#	Role/Position	Years of experience	Country	Company Type
A	Managing Director	8	Germany	Well-known and large live-streaming platform
B	Sales Director	18	Austria	Largest private TV broadcaster group in Austria
C	Live Streamer	6	Germany	Well-known and large live-streaming platform
D	Director of Product Management	11	Netherlands	Well-known and large live-streaming platform

E	Live Streamer	4	Germany	Well-known and large live-streaming platform
F	Head of Research Program	23	Germany	Institute for media research
G	Chief Operating Officer	24	Germany	International media company
H	Professor and Researcher	12	Austria	University

*Table 1 - Overview of Interview Partners*

### **3.3.2 Analytical Approach**

The findings from the interviews were analyzed and structured into five main categories, which in turn were divided into sub-categories. This method categorizes the answers of the interview partners in a way that makes them comparable (Grodal et al., 2021). Through that, researchers can derive generalizable conclusions from data findings (Krippendorff, 2006), where themes and patterns emerge incrementally and provide insights into the underlying relationships within the dataset (Van Maanen, 1979). Corbin and Strauss (1990) emphasize that the essence of categorization lies in the proper examination of raw data, followed by the identification of broader groupings based on recurring themes or concepts highlighted by the experts.

## **4 Analysis & Findings**

The results of the online survey are discussed in Chapter 4.1., followed by an analysis of the expert interviews in Chapter 4.2.

### **4.1 Survey Analysis**

This chapter evaluates the survey and analyzes the relevant results for the research in more detail. At first, the dataset will be prepared and described before proceeding with the hypothesis testing.

#### **4.1.1 Demographics**

As already described in Chapter 3.2.3, 168 of the 175 responses can be used for the analysis. Out of these 168 people, 96 (57.1%) were male and 70 (41.7%) were female, although two people (1.2%) did not wish to state their gender. Since only Germans and Austrians were the target group of this research, the data set was also cleaned accordingly. The two groups occurred almost equally frequently, as 51.8% were German and 48.2% Austrian. Almost all participants (95.2%) were currently located either in Germany (35.1%), Austria (35.1%), or Portugal (25%).

As the survey was also distributed in schools, 39.9% of the respondents were schoolchildren and the rest were mainly studying (35.7%) or working (22.6%). The highest level of education is shown in table 2.

*What is your highest level of education?*

		Frequency	Percent
Valid	Less than high school	46	27,4
	High school diploma or equivalent	34	20,2
	Bachelor's degree	34	20,2
	Master's degree	49	29,2
	Doctorate degree	2	1,2
	Other	3	1,8
	Total	168	100,0

*Table 2 - Highest Level of Education*

109 people stated that they earn between 0 & 30.000€ per year and 43 people between 31.000 and 60.000€. 15 people had an income between 61.000 and 90.000€ and one person earned over 91.000€. The last demographic question aimed to find out with how many people the participants, including themselves, lived with. A large proportion lived in households of two or three, which were mostly students in shared flats. The third largest group lived in households of four, whereby these were mainly schoolchildren who still lived at home. For more information on the analysis of the demographics, see Appendix 5.

**4.1.2 Screening Question**

In the methodology section, we stated that of the 168 valid participants, only 123 have watched at least one live stream in the last twelve months. Of the 45 people who did not watch any, 19 were male and 26 were female, whereby 24 were German and 21 Austrian. Moreover, 18 respondents went to school, 17 were studying and ten were working. These 45 people were given the following task: “Please select the reason or briefly explain in the text field why you don’t watch live streams”, where it was possible to select more than one reason. Now that no one had written anything in the text field, the reasons will be briefly discussed. Exactly 50% of the respondents selected that they are simply not interested in live-streaming content. 18.3% indicated that they don’t like the concept of live streaming and 13.3% said that they had bad experiences with live streams. In addition, 10% claimed that live streams of their interest don’t align with their schedule and 5% stated as a reason that live streams of their interest are subject to a fee. Lastly, only two people (3.3%) said that they had never heard of live streams before.

### 4.1.3 Platform Usage, Content Categories, and Content Discovery

In this chapter, we will analyze which live-streaming platforms the respondents used most, their preferred content types for live streaming and television viewing, and how they discovered new live-streaming content. The survey results indicated that the majority of respondents used Twitch.tv as their preferred live-streaming platform, which was selected by 32.1% of the participants. YouTube Live followed with 18.8%, TikTok Live with 11.8%, Instagram Live with 15.1%, and Facebook Live with 7.7%. The remaining 14.4% were divided between Kick, LinkedIn Live, X (Twitter), Vimeo, YouNow, and "Other". Moreover, the analysis revealed that among the most popular content categories on live-streaming platforms, "Just chatting" ranked the highest, which was chosen by 19.7% of the respondents. Following closely behind were "Reactions" at 13.9%, "Gaming" at 11.7%, "IRL (in real life) streams" at 10.5%, "Live events" at 10.0%, and "Sports content" at 8.8%. "Creative content" and "Lifestyle broadcasts" were less frequently chosen, with 6.8% and 6.6% respectively. These categories have already been explained in more detail in the Literature Review. According to the survey data, among TV viewers, "News" emerged as the top choice, which was selected by 20.7% of the respondents as their preferred content type. "Series" followed with 13.6%, while "Sports" and "Reality TV" both stood at 16.6%. "Documentaries" and "Movies" showed slightly lower engagement, with 12.4% and 7.1%. Afterwards, the participants had to indicate their agreement with the following statement: "*Whether I watch TV or live streams depends on the content.*" A mean score of 4.53 showed that, on average, the respondents strongly agreed with it. They also had to rate the following: "*The content available on live-streaming platforms is more tailored to my interests compared to TV channels.*", where a mean of 3.85 revealed that participants generally agreed with this statement too. It is important to note that not all people who watched live streams also watched TV regularly. This will be discussed in more detail in the next chapter. The last question relevant for this chapter was: *How do you typically discover new content on live-streaming platforms?*, which was answered as follows: "Social media" emerged as the most prominent discovery channel, with 36.5% of participants reported its usage. "Following specific streamers" came next with 28.1%, which indicated a strong reliance on individual creators. "Browsing categories" and "Recommendations from friends" also played significant roles, which accounted for 16.7% and 14.1%. Lastly, a small percentage of respondents (4.6%) cited "Other" methods for content discovery. For more information on the analysis of these topics, see Appendix 6.

#### 4.1.4 Viewing Habits, Engagement Level, and Consumption Patterns

Before starting with the testing of the hypotheses, the live streaming and television viewing habits of the respondents, as well as their level of engagement and consumption patterns, will be discussed first. To begin, two important questions are analyzed, namely: *How often do you watch live streams?* and *How often do you watch TV?* The respondents rated their frequency of watching on a scale from 1 (Never) to 5 (Very often) and the following values resulted: The mean for the question on live streaming was 3.79, which revealed that on average, participants watched live streams somewhere between "Sometimes" and "Often." For the question on TV, the mean score of 2.16 suggested that, on average, participants watched TV slightly more than "Rarely," but less than "Sometimes." The data also showed that 43 out of the 123 respondents never watch TV. 58.8% of those who viewed television indicated that they watched for more than one hour on average, while smaller percentages spent 30 to 60 minutes (26.3%) or less than 30 minutes (15.0%) watching. When asked about their average viewing duration for live streams, 35.2% of the participants reported that they usually watched for more than one hour, 27.9% more than two hours, and 6.6% over three hours. The remaining 30.3% stated that they watched less than 60 minutes, on average. This also explained the fact that a significant portion of the respondents agreed with the following statement: *"I spend more time watching live streams than watching television."*, while over 50% indicated that live-streaming platforms have changed the way they consumed television. When it comes to devices, the vast majority stated that they primarily used their smartphone or laptop to access live-streaming platforms and almost 70% indicated that they typically consume entertainment media alone. In favor of live streaming, the participants strongly agreed that live-streaming platforms would continue to become more popular in the future, which suggests a remarkable confidence in the continued growth and relevance of live-streaming services. In addition, the respondents had to rate the statement *"I like the feeling of being part of a larger live-streaming community."* from 1 (Strongly Disagree) to 5 (Strongly Agree), which resulted in an average value of 3.96. In line with this, for the two assertions *"Interacting with streamers and other viewers enhances my enjoyment of live streaming."* and *"I find the interactive features on live-streaming platforms more enjoyable than passive viewing experiences on television."*, mean scores of 3.80 and 3.70 were obtained. This once again demonstrates the popularity of the interactive nature of modern live-streaming platforms. For more information on the analysis of these topics, see Appendix 7.

### 4.1.5 Hypothesis Testing

The hypotheses were developed based on the research question and Literature Review and were already presented in Chapter 2.6. Now, they will be tested by evaluating the survey results and statistical tests. In many cases, The Pearson correlation coefficient (Pearson's R) test was used in SPSS, with the goal of testing the relationships between the individual variables. It measures the relationship between two variables and ranges from -1 to 1. -1 indicates a perfect negative linear relationship, 1 indicates a perfect positive linear relationship, and 0 indicates no linear relationship. In addition, a T-test and Bonferroni test were also used in some cases.

**Hypothesis 1:** *Users who spend more time on live-streaming platforms tend to consume television less frequently.*

<i>Symmetric Measures</i>			
	Value	Approximate T	p-value
Pearson's R	-0,586	-7,950	0,001

Table 3 - Pearson Correlation for H1

Based on the test results, with a Pearson's R value of -0.586 and an approximate T value of -7.950, along with a p-value of smaller than 0.001, the correlation between the variables is statistically significant. The negative correlation suggested a moderate to strong linear relationship between the variables, which supported Hypothesis 1. This relationship can be seen visually in the following bar chart (figure 9). Among the participants who watched live streams often or very often, the bars never and rarely for watching TV are by far the largest.

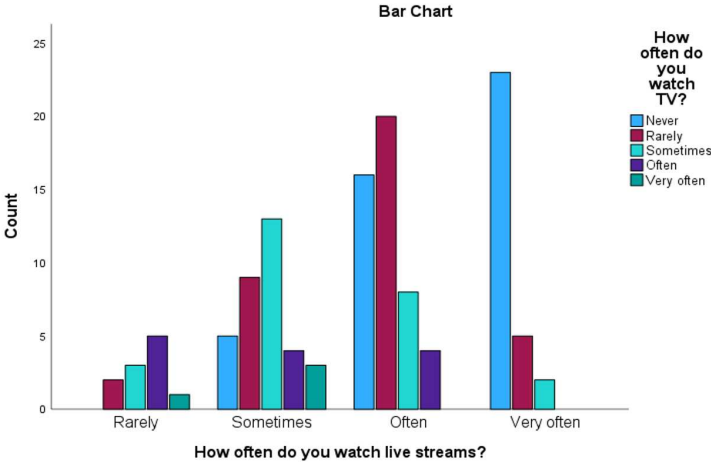


Figure 7 - Bar Chart for H1

For the following hypotheses, the corresponding statistically analyzed test results are mostly shown in Appendix 8, in order to save some space in the body text.

**Hypothesis 2a:** *The younger population demographic exhibits a higher propensity for viewership on live-streaming platforms compared to the older age group.* The test results (see Appendix 8) indicated a statistically significant negative correlation between the variables, with a Pearson's R value of -0.324 and a p-value of less than 0.001. Therefore, Hypothesis 2a) could be confirmed and the null hypothesis can be rejected. As our sample only went up to the age of 35, the definitions “younger population group” and “older age group” should also be understood in this context. This means that the younger people in our sample watched more live streams than the older people.

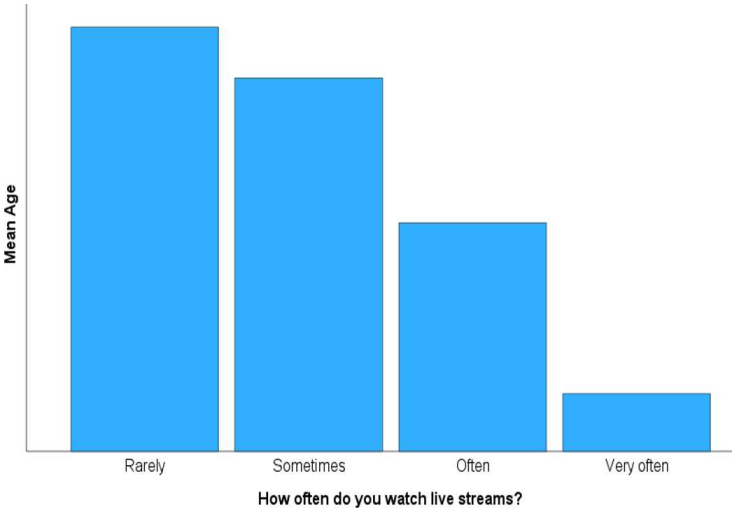


Figure 8 - Bar Chart for H2a

**Hypothesis 2b:** *The younger population demographic exhibits a higher propensity for engagement on live-streaming platforms compared to the older age group.* To investigate this hypothesis, we linked the variables “age” and “interacting with streamers and other viewers enhances my enjoyment of live streaming”. The test results (see Appendix 8) revealed a significant correlation between the two variables. This is evidenced by a Pearson's R value of -0.255 and a p-value of 0.002, which supported a weak inverse relationship and validated our hypothesis. Therefore, in our sample, younger people enjoyed interacting with other viewers and streamers more than the older ones.

**Hypothesis 3:** *The introduction of interactive features on live-streaming platforms leads to decreased television viewership.* Considering the test outcomes, where Pearson's R is recorded at -0.552, approximate T at -7.288, and a p-value of less than 0.001, the null hypothesis could be rejected, and it indicated a significant correlation between the variables. The negative correlation suggested that participants who took advantage of interactive features on live-streaming platforms, e.g. the live chat, tended to watch television less frequently. As a result, Hypothesis 3 could be confirmed.

**Hypothesis 4:** *The male population demographic spends more time on watching live streams than women.*

Independent Samples Test					
	Significance		Std. Error Difference	95% Confidence Interval of the Difference	
	One-Sided p	Two-Sided p		Lower	Upper
T-Test	0,001	0,001	0,168	0,234	0,903

Table 4 - T-Test for H4

The results of the T-test showed a significant difference between the groups, as indicated by both the one-sided and two-sided p-values being smaller than 0.001. The standard error difference is 0.168, and the 95% confidence interval suggested that the true difference lies between 0.234 and 0.903. This supported the hypothesis, which confirmed a substantial distinction between the compared groups. The fact that men watched live streams more often than women could also be seen in the following box plot.

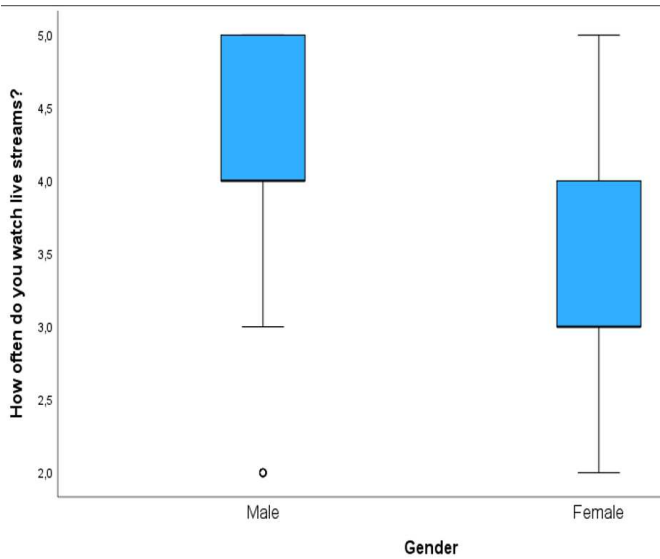


Figure 9 - Box Plot for H4

**Hypothesis 5:** *Schoolchildren and students allocate more time to watching live streams compared to employed individuals.*

Bonferroni		Std. Error	p-value
Employed	Going to school	0,210	0,007
	Student	0,215	1,000

Table 5 - Bonferroni Test for H5

As the Bonferroni test conducted showed, the hypothesis could only be partially confirmed. On the one hand, the hypothesis is true if we compared the “employed” group with the “going to school” group, as the p-value (lower than 0.05) shows. On the other hand, if we compared the “employed” group with the “student” group, we could not support our hypothesis based on the observed data, as the results were consistent with what would be expected under the null hypothesis (p-value = 1).

**Hypothesis 6:** *The TV industry will gain popularity back by adapting its content creation processes to produce live-streaming-friendly content that resonates with modern audiences.* To test this hypothesis, three different variables were linked together, as can be seen in Table 9. Based on both p-values, this hypothesis could also be validated. This means that people who don’t watch TV that often would watch more if the content were more live-streaming friendly. In this context, “live-streaming friendly” meant that the content in television programs would be similar to that on live-streaming platforms.

		How often do you watch TV?
I believe that TV channels can regain popularity by creating content that is tailored to the preferences of live-streaming audiences.	Pearson Correlation	0,246
	p-value	0,003
The availability of live streaming-friendly content on TV channels would make me more inclined to consume television programming regularly.	Pearson Correlation	0,195
	p-value	0,015

Table 6 - Pearson Correlation for H6

**Hypothesis 7:** *Collaboration with popular content creators would make television viewing more attractive to young people again.* This hypothesis could not be validated. To test this, three relevant variables were used (see Appendix 8), which did not achieve a statistically significant result. A large number of participants stated that television viewing would not be more attractive to them if social media stars took part in certain shows or programs.

**Hypothesis 8:** *People who think that there is a lot of advertising on TV spend more time watching live streams.* Hypothesis 8 incorporated a Pearson correlation test that contrasted two TV advertising variables with the frequency of watching live streams. Both p-values, which were very small and therefore statistically significant, showed that respondents who perceived a lot of advertising on TV tended to spend more time watching live streams. Table 10 provides the test results, by which the hypothesis could be confirmed.

		How often do you watch live streams?
I prefer live-streaming platforms over television because they have fewer advertisements.	Pearson Correlation	0,347
	p-value	0,000
The frequency of advertisements on television channels negatively impacts my overall viewing experience.	Pearson Correlation	0,219
	p-value	0,008

Table 7 - Pearson Correlation for H8

**Hypothesis 9:** *People who perceive live-streaming services to be user-friendly (TAM: perceived ease of use) tend to consume television less frequently.* This hypothesis was derived from the theory on the technology acceptance model (TAM, Chapter 2.5) and could be confirmed, too. The data showed that people who find live-streaming platforms easy to navigate and use actually consume less TV on average. This in turn clearly favored of the success of live-streaming providers who want to make it as easy as possible for their users to access and use their services. The corresponding statistical test results can be viewed again in Appendix 8.

**Hypothesis 10:** *People who believe that live-streaming services offer various benefits and enhance their entertainment experience (TAM: perceived usefulness) tend to consume television less frequently.* Hypothesis 10 was also related to the technology acceptance model (TAM, Chapter 2.5) and was tested with the variable “*I find live-streaming platforms useful in enhancing my entertainment experience*”, among others. The statistical test supported the hypothesis and can be found in Appendix 8. The following graph illustrates this correlation: the participants who agreed most with the statement on the right were those who watched the least TV.

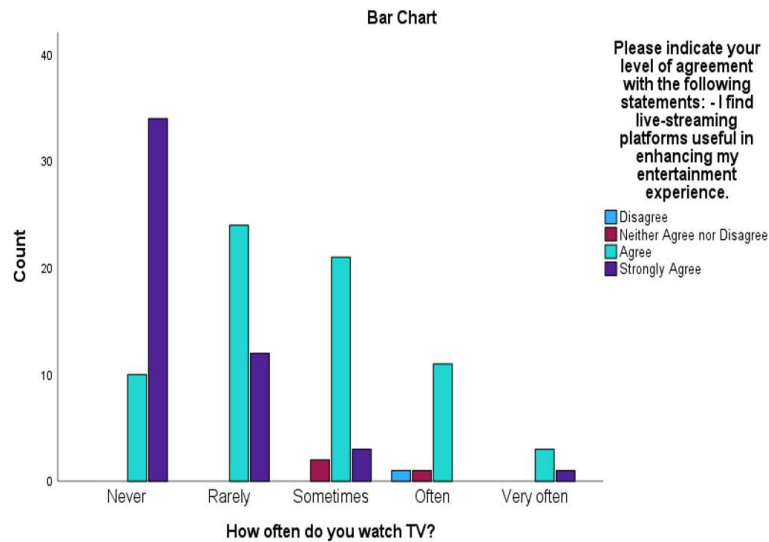


Figure 10 - Bar Chart for H10

**Hypothesis 11:** *Improved TV accessibility, such as mobile viewing options, will increase TV consumption among audiences alongside live streaming.* The survey results and corresponding statistical tests (in Appendix 8) indicated that both hypotheses were incorrect in their assumptions. This means that having better options to watch television on mobile devices did not make people more likely to choose television over live-streaming platforms, nor did it lead to increased television viewership anyway.

## 4.2 Expert Interviews Analysis

The entire interview guideline, consisting of Likert scale questions and open-ended questions, can be found in Appendix 1, while the summarized interviews are available in Appendix 2. At first, in Chapter 4.2.1, the Likert scale questions were analyzed in more detail, before continuing with the open questions in Chapter 4.2.2.

### 4.2.1 Likert Scale Questions

The Likert scale for the first three statements was 1 to 5, where 1 was "Strongly Disagree" and 5 was "Strongly Agree". For statement one, *"The rise of live-streaming platforms has revolutionized the entertainment industry"*, 50% of the experts (A, C, D, E) strongly agreed with that, which indicated a consensus on this transformative impact. However, Experts B and F gave a lower rating, while G and H rated it neutrally. Regarding statement two, *"The TV industry faces significant challenges in adapting to the rise of live-streaming platforms"*, ratings varied significantly. Experts A and C saw considerable challenges, whereas Interview

Partners F, G, and B downplayed these difficulties. The remaining experts rated this statement as 3. For statement three, *“The content offered on live-streaming platforms is more engaging than TV programs”*, a majority of experts (C, D, E, H, A, F, G) agreed with this statement and therefore believe in the superior engagement of live-streaming content. Only Expert B was neutral.

The Likert scale for the following three statements was 1 to 5, where 1 is "Highly Unnecessary" and 5 is "Highly Necessary". On statement four, *“Adapting to changing audience behaviors is highly necessary for the survival of the television industry”*, the interviewees had again differed opinions. Experts A and C emphasized the necessity of this adaptation, while Experts B, D, H, and F disagreed with that. E and G gave a 3. Regarding statement five, *“TV channels should try to integrate live-streaming features / interactive elements into their program”*, opinions ranged from agreement (Expert E, H, C) to disagreement (F). Most experts (A, B, D, G) fell in the middle. For statement six, *“Collaborating with popular content creators and influencers is highly necessary for TV channels to reach younger demographics”*, ratings were mostly moderate to high. Experts C, G, and E saw it as essential, whereas Interview Partner B was more skeptical. The remaining experts (A, D, F, H) rated it moderately.

#### **4.2.2 Open-ended Questions**

The interview results were divided into five main categories, in which the expert's statements were assigned and summarized.

##### Impact of Live-Streaming on the Television Industry

Experts A, E, and H agreed that live-streaming platforms had significantly impacted the TV industry by offering interactive and flexible viewing, which is frequently preferred by younger audiences. Experts C, D, and G highlighted the need for the traditional TV sector to reassess their content delivery and engagement tactics due to the success of live streaming. Interview Partners B and F pointed out that television remains significant and should be seen as more complementary, rather than directly competing with live-streaming services. The interactivity and authenticity of live streaming was emphasized by Experts A, C, G, and H, whereas Experts D and E added that this is something that TV channels cannot match. Interviewees A and H talked about the declining TV viewership and ad revenue, which stresses the need for some TV channels to adapt their broadcasted programs. According to Experts C, D, and G, television and media organizations should start integrating live-streaming formats into their shows and

collaborate with popular streamers. Interview Partners B and F also saw some challenges for the TV industry, but they believed that the industry's established base offers resilience. Experts A, D, E, and H mentioned that live streaming is an opportunity for TV to innovate and become more attractive to younger audiences through partnerships, while Expert C highlighted successful collaborations in German-speaking regions as potential models. Respondents B, F, and G explained that TV channels should complement their existing content with new formats, in order to stay competitive. Interview Partners A, C, E, G, and H agreed that live streaming's community-oriented nature attracts especially younger viewers, which is supported by its level of interaction and engagement.

### Content Strategies and Popularity Trends

Expert H noted that the categories “news”, “sports”, and “crime series” are still very popular on TV channels, while Experts B and G generally highlighted the diverse programming within the television industry. The promotion of different content categories on live-streaming services is discussed by Experts A, C, D, and F, who mentioned that new streamers are getting promoted and new formats being supported by the platforms. Expert A emphasized the large number of streamers regularly streaming on popular live-streaming platforms, which results in a wide range of content being offered there. The majority of experts stated that the categories “just chatting”, “reactions” and “gaming” are currently the most popular formats on platforms such as Twitch. According to Interview Partners B and G, collaboration with independent production companies and acquiring rights to popular international shows are key content strategies for the TV sector. Experts A, B, D, E, F, and H pointed out that live-streaming platforms have influenced the television industry by integrating social media influencers into their programs. Also, Interviewees C and G observed collaboration between live-streaming platforms and TV, with live streamers being frequently invited into television shows. Expert B highlighted that the strengths of TV channels are rooted in offering high-quality and professional content, whereas Experts A, C, D, E, F, G, and H talked about the community-driven content of live-streaming providers. Moreover, the real-time interaction and authenticity of live streaming were emphasized by Experts D and H, while television programs remain more structured and polished.

### Audience Engagement and Interaction

Experts A, C, D, E, F, and H highlighted different interactive tools and features on live-streaming platforms, which include live chats, emotes, subscriber badges, real-time polls, Super

Chat, and channel memberships. They emphasized the effectiveness of these tools in building communities and enhancing viewer participation, with some experts pointing out the additional revenues generated by these features. According to the majority of interview partners, those ways of engagement allow for real-time feedback and direct communication and make live streaming way more dynamic and interactive than linear television viewing. Experts B and G also recognized the efficiency of these tools but simultaneously highlighted the distinct nature of TV content. Nevertheless, all those interactive elements create a more engaging and personalized viewing experience compared to TV's passive nature, which was highlighted by Experts A, C, D, E, F, and H. Interview Partners B and G emphasized the fundamental differences between TV channels and live-streaming platforms and suggested that a direct comparison might not be appropriate. Nonetheless, Experts A, C, D, and H explained that TV channels could start incorporating more interactive elements into their programs, with the aim of enhancing viewer participation. In contrast, Experts B, E, F, and G argued that television broadcasters should remain focused on producing high-quality content tailored to their target audience's preferences and not view live-streaming platforms as their direct competition.

#### Technology and Integration Opportunities

Experts A, C, D, E, and H stressed the convenience of multi-device access to live-streaming platforms, which explains the increased viewership and engagement among younger viewers. Interview Partner C talked about people watching live streams while being on the go, whereas Expert E highlighted the revolutionary nature of this great accessibility. Respondent B agreed that multi-device access is likely to boost content consumption among audiences and therefore suggested that TV channels should also improve their mobile accessibility. While acknowledging the rise of the daily screen time of smartphones due to this mobile access, Expert F pointed out that not all young people regularly consume live streams. Not just Expert B, but also Expert G emphasized that the easier access to live-streaming platforms across multiple devices is a significant differentiator compared to television channels. Interview Partners A, D, G, and H talked about the potential for TV broadcasters to start integrating live-streaming elements into their programs, while in contrast Expert G was cautious about the reception of such features among viewers. In addition to that, Experts B, E, and F also expressed skepticism about TV channels trying to adopt live-streaming features and explained that the television industry should keep focusing on exceptional production standards and new collaborations instead. They again emphasized the inherent differences between TV and live streaming.

### Advertising Strategies and Opportunities

Experts A, B, D, E, and H agreed that advertisers perceive live-streaming platforms as very effective for reaching especially younger demographics because of their interactive nature and the trust streamers enjoy. They highlighted targeted advertising strategies and fewer commercials on live-streaming services as key factors. Interview Partners C, F, and G recognized the effectiveness of live-streaming platforms for advertisers as well but also emphasized the different approaches compared to TV channels: product placements and shorter advertisements are commonly seen on live-streaming services versus scheduled ad breaks on TV. Experts B, E, and G talked about the television industry and suggested partnerships with social media influencers or popular streamers to create branded content. This, as a result, could then be integrated into TV programming, with the goal of engaging with younger audiences in an authentic way. They further proposed that TV channels leverage data analytics for more targeted advertising. Interview Partners A, D, F, and H discussed the need for television organizations to adapt their advertising strategies to changing trends and consider their target audience when evaluating their current advertising methods.

## **5 Discussion, Future Research, and Conclusion**

This chapter summarizes the key findings of the research, discusses them, and draws conclusions. As a last step, contributions to theory are highlighted, and research limitations are pointed out, which suggests avenues for future research.

### **5.1 Discussion of the Findings**

We now analyze the extent to which the results of the survey and interviews correspond with the existing literature reviewed in the Literature Review. In order to approach this in a structured manner, the most relevant topics are divided into paragraphs below. The research question posed at the beginning of this dissertation is answered comprehensively in this section.

#### *Platforms and Content*

The popularity of Twitch.tv as the leading live-streaming platform and its dominance due to its strong community engagement tactics and diverse content offerings is consistent with the findings and the literature. The research results further proved the popularity of live streams on platforms like TikTok and Instagram, which are used more frequently than Facebook Live. Additionally, the preference and trend for the streaming categories "Just Chatting," "Reactions,"

and "Gaming" among audiences reflects the shift towards more interactive and varied content, which is also well-documented in the literature (Edwards et al., 2021; Cabeza-Ramírez et al., 2022).

### *Viewing Habits*

The survey revealed a shift in viewing habits, with live streaming being watched more frequently than television among participants. This supports the literature which indicates a decline in television viewership, especially among younger people (Spilker et al., 2018). Prior research emphasized the growing inclination towards digital entertainment platforms due to their on-demand nature and interactive elements (Woodcock & Johnson 2019; Haimson & Tang, 2017). The survey results further substantiate this trend, by showing that over half of the respondents have altered their TV viewing habits due to live streaming.

### *Device Usage*

The preference for using smartphones and laptops to access live-streaming services, as highlighted by the research findings, resonates with the literature on the increasing importance of mobile accessibility in media consumption (Cai & Wohn, 2019). The expert interviews showed that the convenience of accessing content on-the-go is a significant factor in driving the popularity of live-streaming platforms. These conclusions also align with existing academia, which emphasizes the need for digital entertainment platforms to be mobile-friendly and fit to modern audiences (Li et al., 2020).

### *Engagement and Interaction*

The survey results disclosed high ratings for enjoyment derived from community participation and interactivity in live streaming. This reflects the reviewed literature on the interactive nature of digital platforms as a key advantage over television viewing (Cabeza-Ramírez et al., 2022; Spilker et al. 2018). Additionally, the survey findings underscore that the ability to interact with content creators and other viewers in real-time enhances the viewing experience, a point frequently highlighted in existing literature. The academia supports the idea that this interactivity fosters a sense of community and engagement, which the television industry cannot match (Haimson & Tang, 2017).

### *Advertising*

The research confirms the distinctive nature of advertising on live-streaming platforms compared to advertising in the TV era. Most experts emphasized that advertising in the world of live streaming is fundamentally different due to its interactive and targeted nature. Survey results showed that the majority of participants are annoyed by the frequency of advertising on TV, whereas liver streamers take advantage of product placements, branded mini-games, or interactive giveaways (Zhao, 2023).

### *Impact of Live Streaming on Television*

Since the interview partners unanimously agreed on the significant disruption caused by live streaming to the television industry, their insights further validate the trends identified in the literature. The recommendations from experts for TV channels and their shows, to integrate live-streaming features and collaborate with popular content creators, are consistent with suggestions from the literature on media innovation (Puthiyakath & Goswami, 2021). The potential benefits of such collaborations are enhancing viewer engagement and attracting younger audiences. However, it should also be noted that according to the survey data, the hypothesis “*Collaboration with popular content creators would make television viewing more attractive to young people*” could not be validated.

### *Dynamic Capabilities and Adaptation*

The concept of dynamic capabilities emphasizes the importance of being able to adapt, integrate, and reconfigure internal and external competencies to address changing (market) environments (Drnevich & Kriauciunas, 2011). Both the survey and interview findings provided robust evidence in favor of this theoretical framework. The respondents who indicated their shift in viewing habits from TV to live-streaming platforms confirmed the need for the TV industry to develop dynamic capabilities. According to the literature, dynamic capabilities involve sensing opportunities, seizing them through strategic decisions, and transforming the organization to maintain competitive advantage (Choi et al., 2018). The high preference for interactive and community-orientated live-streaming services could serve as an indication for TV broadcasters to start integrating interactive elements into their programs. The interviews with industry experts further confirmed the critical role of dynamic capabilities, which aligns with the literature's assertion that organizations must continuously evolve and innovate to meet changing consumer demands (Oliver, 2015). Therefore, the assumptions made in the chapter on dynamic capabilities can be mostly confirmed by the research results. The shift in viewing

habits and the potential for TV corporations to integrate interactive features illustrate the necessity for dynamic capabilities in this evolving media landscape. However, at this point, it should be noted that some of the experts also claimed that live streaming and TV should be considered separately and that interactive elements have no place on television and would not even fit in their programs.

### *Technology Acceptance Model*

The TAM claims that perceived usefulness and perceived ease of use are primary factors regarding technology adoption (Surendran, 2019) and the research findings from this study mostly confirmed the corresponding assumptions made in the Chapter 2.5. The survey results indicated that the participants find live-streaming platforms useful and easy to use, which drives their preference for them. The respondents also noted the ability to interact with content creators and other viewers in real-time as a key advantage, which reinforces the importance of perceived usefulness in their usage of live-streaming services. Moreover, the preference for using mobile devices to access live streams and the user-friendly interfaces of live-streaming providers underscore the perceived ease of use associated with these platforms. These findings suggest that live-streaming platforms have successfully minimized usability barriers and therefore enhance their user rates. Additionally, the results from the expert interviews also support the TAM framework. The interview partners emphasized that live-streaming services offer superior ease of use and pointed out that the interactive features and the convenient access of these platforms via mobile devices make them more appealing to users.

## **5.2 Contributions to Theory**

This research enhances the understanding of media consumption, digital transformation, and consumer behavior by examining the impact of live-streaming platforms on television viewing habits. First, the findings reveal a significant move towards active and engaged media consumption through modern live streaming, which challenges traditional theories of passive viewership. This trend necessitates updating existing theories to include interactivity, on-demand access, and personalized content, which supports the idea that today's audiences seek control and engagement. Second, the study also highlights how digital transformation reshapes the media industry, which extends the general understanding of consumer preferences and technology adoption beyond models like the TAM. Third, this thesis shows that preferences for live-streaming platforms are driven by content personalization, social interaction features, and easy accessibility. As a result, the findings of the study lay the groundwork for future research

to delve deeper into the intersection of technology, content, and consumer behavior, which encourages the development of more holistic and integrative theoretical models. Last, traditional TV networks can leverage these results to create more engaging, interactive, and personalized viewing experiences. Understanding the shifting preferences and behaviors of their audiences can help media organizations to navigate digital transformation challenges and seize new opportunities for growth and innovation.

### **5.3 Limitations and Future Work**

As this study was part of a master's thesis, financial and time constraints were in place, and the survey sample is not representative of the general population. Therefore, the results should be interpreted within the context of the sample's characteristics. The survey gathered 168 complete responses, which is relatively small. Therefore, future research would benefit from a larger, more demographically diverse sample for broader generalization. Since the research was conducted over a brief period of four months, extending the research duration could provide more robust data. Moreover, the frequent use of Likert scale questions introduces the issue of acquiescence bias, where respondents tend to agree with positive statements in surveys (Krosnick, 1999).

The semi-structured interviews were limited by the availability of participants, which potentially restricts the diversity of viewpoints. The subjective nature of expert opinions, influenced by their industry perspectives, also poses a challenge to objectivity. A larger number of interviews could help mitigate this by capturing more varied opinions.

While this research primarily focuses on the impact of live-streaming platforms on television viewing habits, the exploration of the intersection between services like Netflix, Amazon Prime, and live-streaming platforms presents an exciting avenue for future investigation. Such comparative analysis could offer valuable insights into evolving media consumption patterns and preferences, which can contribute to a deeper understanding of the broader digital media landscape. Additionally, experts from additional stakeholder groups, such as advertisers and marketing professionals, technology providers, and viewers and subscribers, should also be interviewed.

## **5.4 Conclusion**

The study provides compelling evidence that live streaming is fundamentally transforming the entertainment landscape. The preference for interactive, flexible, and easily accessible content is driving a remarkable shift from linear television viewing to the usage of live-streaming platforms. This transition is particularly prominent among younger audiences, who prioritize engagement and interactivity in their media consumption. The research suggests that the TV industry should innovate to remain competitive and popular. By adopting features that enhance viewer interaction and forming partnerships with popular content creators, TV channels could potentially attract younger demographics. This transformation requires a strategic approach that balances high-quality and professionally produced content with the dynamic and community-driven nature of live streaming. In conclusion, the rise of live-streaming platforms represents both a challenge and an opportunity for the television industry. Embracing the interactive and user-friendly aspects of live streaming can help TV broadcasters to regain their appeal and sustain their audience in an increasingly digital and connected world. This study contributes to the growing body of research on media consumption trends and offers practical insights for media organizations who aim to navigate the evolving entertainment environment.

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# Appendices

## Appendix 1: Interview Guideline

Category	Questions
Introduction	Could you please introduce yourself, your background, and your role at your company?
Likert Scale Questions	<p><i>Please rate the following statements on a scale of 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree":</i></p> <p>The rise of live-streaming platforms has revolutionized the entertainment industry.</p> <p>The TV industry faces significant challenges in adapting to the rise of live-streaming platforms.</p> <p>The content offered on live-streaming platforms is more engaging than TV programs.</p> <p><i>Please rate the following statements on a scale of 1 to 5, where 1 is "Highly Unnecessary" and 5 is "Highly Necessary":</i></p> <p>Adapting to changing audience behaviors is highly necessary for the survival of traditional media channels.</p> <p>TV channels should try to integrate live-streaming features / interactive elements into their program.</p> <p>Collaborating with popular content creators and influencers is highly necessary for TV channels to reach younger demographics.</p>
Impact of Live-Streaming on Television Industry	<p>In what specific ways do you believe the rise of live-streaming platforms has impacted the television industry?</p> <p>What do you think are the main factors driving audiences towards live streaming instead of watching TV?</p> <p>What main challenges do TV channels face with the growing popularity of live streaming?</p> <p>What opportunities does the growing popularity of live streaming create for TV channels?</p> <p>Statistics show that especially younger people are watching and engaging in live streams. Why?</p>
Content Strategies and Popularity Trends	<p>What types of content are most popular on your platform/channel?</p> <p>What strategies does your platform/channel employ to ensure a diverse range of content is available to viewers?</p> <p>Do you think the rise of live-streaming platforms has influenced the types of content produced and broadcasted on TV channels? How does the content differ between them?</p>
Audience Engagement and Interaction	<p>Can you tell me about the tools or features live-streaming platforms offer to enhance interaction between streamers and viewers? Do you think they are effective?</p> <p>How do those tools or features (e.g., chat interactions, community engagement) enhance the viewing experience for viewers compared to TV watching?</p> <p>Regarding audience engagement, what strategies do you believe TV channels can implement to remain competitive in the face of live-streaming platforms?</p>
Technology and Integration Opportunities	<p>How do you think the availability of live-streaming content on multiple devices (e.g., smartphones, tablets, smart TVs) impacts younger viewers' consumption habits?</p> <p>Do you believe there are opportunities for TV channels to integrate live-streaming features or interactive elements into their program?</p>
Advertising Strategies and Opportunities	<p>Do you think advertisers perceive live-streaming platforms as more effective for reaching especially younger demographics compared to TV channels?</p> <p>Can you discuss any (innovative) approaches or partnerships TV channels could explore to adapt to changes in advertising trends?</p>

## Appendix 2: Interview Results / Summaries

Expert: A	Date: 09.04.24	Duration: 35 min	Type: Zoom
Introduction	<ul style="list-style-type: none"> <li>Expert A is managing director and senior director for partnerships at one of the biggest live-streaming platforms in the world.</li> <li>He lives in Germany and has worked in many different media companies across Europe in the past.</li> </ul>		
Likert Scale Questions	<p><i>Please rate the following statements on a scale of 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree":</i></p> <p>The rise of live-streaming platforms has revolutionized the entertainment industry. → Answer: 5</p> <p>The TV industry faces significant challenges in adapting to the rise of live-streaming platforms. → Answer: 4</p> <p>The content offered on live-streaming platforms is more engaging than TV programs. → Answer: 4</p> <p><i>Please rate the following statements on a scale of 1 to 5, where 1 is "Highly Unnecessary" and 5 is "Highly Necessary":</i></p> <p>Adapting to changing audience behaviors is highly necessary for the survival of the television industry. → Answer: 4</p> <p>TV channels should try to integrate live-streaming features / interactive elements into their program. → Answer: 3</p> <p>Collaborating with popular content creators and influencers is highly necessary for TV channels to reach younger demographics. → Answer: 3</p>		
Impact of Live-Streaming on Television Industry	<ul style="list-style-type: none"> <li>Sure, live-streaming platforms have significantly impacted the entertainment landscape. They offer audiences an interactive alternative to television channels.</li> <li>Factors driving people towards live streaming include the ability to connect with content creators in real-time, the diverse range of content available, and the interactive features.</li> <li>I guess the biggest challenge for TV channels is declining viewership and less ad revenue as audiences increasingly turn to live-streaming platforms for their entertainment needs. If I have to give some advice for people working in the TV industry: see this as an opportunity and use it for your programs.</li> <li>Younger people love the interactive nature of live-streaming services and its sense of community around content creators.</li> </ul>		
Content Strategies and Popularity Trends	<ul style="list-style-type: none"> <li>The most popular types of content on our platform are gaming streams and just chatting, where popular streamers just talk with their viewers about different topics.</li> <li>We offer features such as category browsing and recommend channels. We also promote emerging streamers and generally, due to our large number of streamers, we can offer all possible content categories.</li> <li>I'm not sure if live-streaming platforms like us are influencing TV companies regarding their broadcasted content. However, I have noticed that television channels are now trying more and more to get social media influencers into their programs.</li> </ul>		
Audience Engagement and Interaction	<ul style="list-style-type: none"> <li>On our platform, we offer various tools and features to enhance interaction and we can clearly see the benefits of it. For example, viewers have chat rooms where they can use emotes, subscriber badges, etc. Streamer like to do spontaneous polls during their streams because this increases viewer participation.</li> <li>Most importantly, these features create a sense of community among viewers, allowing them to interact directly with streamers and other people, which is not possible when just watching TV.</li> <li>That's not easy. Maybe TV channels should also start to implement more live interactive elements into their programs. I'm just not sure how well this would work but they should somehow encourage viewer participation.</li> </ul>		

Technology and Integration Opportunities	<ul style="list-style-type: none"> <li>I believe the key point here is that it offers our audiences great flexibility and convenience. They can watch streams on all kinds of devices and always switch between them and have therefore no viewing restrictions, which of course increases their watch time.</li> <li>As mentioned before, from a technological perspective, I'm not really sure how and if television channels could integrate interactive elements into their programs. If there are opportunities, they should take advantage of them.</li> </ul>
Advertising Strategies and Opportunities	<ul style="list-style-type: none"> <li>I'm sure that especially for reaching younger people, advertisers perceive popular live-streaming platforms as more effective compared to TV corporations. The interactive nature of live-streaming content allows for targeted and personalized advertising strategies. But of course, this always depends on the type of advertisement.</li> <li>As I'm working at big live-streaming company, I don't think much about how television channels can advertise more efficiently or find advertising partners. Also, I think advertising on television programs is different from advertising on live streaming platforms anyway.</li> </ul>

Expert: B	Date: 11.04.24	Duration: 28 min	Type: Teams
Introduction	<ul style="list-style-type: none"> <li>Expert B is sales director at the largest private TV broadcaster group in Austria.</li> <li>He has been with the company for over 18 years and has worked his way up there.</li> </ul>		
Likert Scale Questions	<p><u>Please rate the following statements on a scale of 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree":</u></p> <p>The rise of live-streaming platforms has revolutionized the entertainment industry. → Answer: 2</p> <p>The TV industry faces significant challenges in adapting to the rise of live-streaming platforms. → Answer: 2</p> <p>The content offered on live-streaming platforms is more engaging than TV programs. → Answer: 3</p> <p><u>Please rate the following statements on a scale of 1 to 5, where 1 is "Highly Unnecessary" and 5 is "Highly Necessary":</u></p> <p>Adapting to changing audience behaviors is highly necessary for the survival of the television industry. → Answer: 1</p> <p>TV channels should try to integrate live-streaming features / interactive elements into their program. → Answer: 3</p> <p>Collaborating with popular content creators and influencers is highly necessary for TV channels to reach younger demographics. → Answer: 2</p>		
Impact of Live-Streaming on Television Industry	<ul style="list-style-type: none"> <li>We perceive live-streaming platforms as an emerging trend, but we also believe that television still holds a significant place in the media landscape, which will stay that way.</li> <li>I don't think that the TV industry can be replicated on digital platforms, or even replaced. Live streaming may appeal to certain segments of the audience but nevertheless, television continues to offer unique content and viewing experiences.</li> <li>Of course, we have to acknowledge the presence of live streaming and its success. We see it as more of a complement to our programs rather than a direct competitor.</li> <li>It's true that younger people are increasingly turning to watching live streams instead of watching TV. Our industry should see this as a possibility and an opportunity to convince this audience with new features.</li> </ul>		
Content Strategies and Popularity Trends	<ul style="list-style-type: none"> <li>Our most popular content includes a diverse range of programming, including news, dramas, reality shows, sports events, etc.</li> <li>Offering a mixed range of content is crucial for bigger TV channels. To achieve that, we collaborate with independent production companies and acquire rights to popular international shows. Through that, we also secure permission and licenses to broadcast content produced in other countries.</li> </ul>		

	<ul style="list-style-type: none"> <li>• Yes, I do think that the rise of live streaming has somehow influenced the types of content broadcasted on TV channels, but we still dominate in terms of providing high-quality and professional content. What has changed is that we are increasingly bringing internet stars to our shows and working together with them.</li> </ul>
Audience Engagement and Interaction	<ul style="list-style-type: none"> <li>• I am aware that streaming providers offer features such as chat interactions and for example live Q&amp;A sessions between streamers and viewers and yes, considering the success of these platforms, I do think that these features are efficient.</li> <li>• While these features may enhance engagement within the live-streaming environment, they do not impact the television viewing experience because the content is just different. It's not easy to compare.</li> <li>• The best strategy we can apply is to remain focused on producing high-quality content tailored to our target audience's preferences and interests.</li> </ul>
Technology and Integration Opportunities	<ul style="list-style-type: none"> <li>• Well, it makes sense that this availability will make people consume more content. This is something we should work on in the future, so, to make our channels more accessible through mobile devices.</li> <li>• This hasn't been on our agenda but yes, probably it would be to our advantage to start thinking about making some of our programs more engaging. In terms of partnerships, as I already said, we are working on new shows and collaborations with internet stars.</li> </ul>
Advertising Strategies and Opportunities	<ul style="list-style-type: none"> <li>• Advertisers might consider live-streaming platforms as effective for reaching younger demographics due to their interactive elements and real-time setting. However, TV channels still offer unique advantages in terms of reach and brand association, which can be done on a larger scale.</li> <li>• It's important to say that usually, advertising in the television industry operates differently than on digital platforms, but the collaborations I talked about might present new opportunities for us, to reach younger audiences.</li> </ul>

<b>Expert:</b> C	<b>Date:</b> 15.04.24	<b>Duration:</b> 43 min	<b>Type:</b> Google Hangouts
Introduction	<ul style="list-style-type: none"> <li>• Expert C has been a live streamer on the live-streaming platform Twitch for six years and is able to do it on a full-time basis for three years now.</li> <li>• He streams about seven hours every evening and his main categories are gaming, just chatting and reactions.</li> </ul>		
Likert Scale Questions	<p><u>Please rate the following statements on a scale of 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree":</u></p> <p>The rise of live-streaming platforms has revolutionized the entertainment industry. → Answer: 5</p> <p>The TV industry faces significant challenges in adapting to the rise of live-streaming platforms. → Answer: 5</p> <p>The content offered on live-streaming platforms is more engaging than TV programs. → Answer: 5</p> <p><u>Please rate the following statements on a scale of 1 to 5, where 1 is "Highly Unnecessary" and 5 is "Highly Necessary":</u></p> <p>Adapting to changing audience behaviors is highly necessary for the survival of the television industry. → Answer: 5</p> <p>TV channels should try to integrate live-streaming features / interactive elements into their program. → Answer: 5</p> <p>Collaborating with popular content creators and influencers is highly necessary for TV channels to reach younger demographics. → Answer: 5</p>		
Impact of Live-Streaming on	<ul style="list-style-type: none"> <li>• To get straight to the point: television is no longer modern and offers too little interaction for younger people. The new generation no longer wants to follow a prescribed TV program, but rather access streams spontaneously and on their smartphones whenever it suits them.</li> </ul>		

<p>Television Industry</p>	<ul style="list-style-type: none"> <li>• It is mainly the new formats such as gaming content, reactions or just chatting that became enormously popular. Something like this cannot be offered on television. In the past, it would have been unimaginable that people would want to spend hours just watching streamers watching YouTube videos and adding their two cents.</li> <li>• The question for the TV industry is what they can offer young people to attract them to their formats. A few years ago, many people only turned on their TV to watch movies, but even this is now only watched on providers such as Netflix. The streaming categories mentioned earlier simply don't fit in with traditional television.</li> <li>• Good question. I'm not even sure if our business creates opportunities for TV channels. But: In German-speaking countries, there are organizations that try to bring live-streaming platforms and TV programs together and this works quite well. Popular live streamers are brought into television formats in which they have to compete in challenges, for example. The streamers announce this beforehand in their streams and are getting paid for it.</li> <li>• I already mentioned at the beginning why young people in particular are so interested in live-streaming content. It's the new formats. In addition, the interactive style of streams seems to be very attractive, as this is more fun than just passively watching something.</li> </ul>
<p>Content Strategies and Popularity Trends</p>	<ul style="list-style-type: none"> <li>• I'm not 100% sure, but I think the gaming category is still the most popular. It's so crazy how many viewers the gaming streamers have, especially for games like Fortnite, GTA or Valorant. Otherwise, just chatting and reactions are now among the most watched formats, which I also do a lot. For the reactions, I let the viewers decide which videos I should react to in the stream, which encourages interactivity.</li> <li>• I don't know exactly whether there is a specific strategy here. Since Twitch is the biggest live-streaming platform anyway, it won't be a problem to cover all categories. However, I have noticed that live streamers from other platforms keep switching to Twitch because they are offered good deals. This will be a strategy to attract more content creators and their community.</li> <li>• This is exactly what we were talking about earlier. The organizations I mentioned, that want to bring live-streaming providers and TV broadcasters together, are getting bigger and bigger. This will of course also have a long-term impact on the content of the television industry.</li> </ul>
<p>Audience Engagement and Interaction</p>	<ul style="list-style-type: none"> <li>• Let me tell you how this looks like in my streams. The interactive form of live streams is certainly one of the most important success factors of platforms like Twitch. That's why I also try to involve my viewers in the streams as much as possible and let them have a say in what my daily content consists of. The live stream chat is of course the most used tool, as it is always available to viewers. But I also often do polls where I let the viewers decide which video we react to next.</li> <li>• Well, interactivity on television looks different from live streaming. Functions such as live chat don't work at all on TV, but other forms are used there. For example, there are many live programs where people are invited into the shows - or there are quiz shows where people can call in from home. These are just other ways of audience engagement like we have here.</li> <li>• Maybe TV programs should find ways to make their shows attractive to younger people because I think older people are more interested in the programs I mentioned earlier (quiz show,..). Again, I can think of organizations like Joyn, for example, which combine television and live streaming.</li> </ul>
<p>Technology and Integration Opportunities</p>	<ul style="list-style-type: none"> <li>• Of course, this gives viewers many more opportunities to watch our streams. Sometimes, simply out of interest, I just ask people where they are during a stream and then they write their answers in the chat. Based on the answers, I then know that many people are watching from home, but many are also watching on the go, on the bus, train, car, etc. All you need is the app, then you're flexible.</li> </ul>
<p>Advertising Strategies and Opportunities</p>	<ul style="list-style-type: none"> <li>• Advertising in the streams is an important source of income for us. Depending on whether viewers have a paid subscription, they may or may not see the advertising. Part of the advertising revenue goes to us streamers and the other part to Twitch itself. As our viewership tends to be younger on average, we get a lot of advertising requests for products that are popular for young people. We get paid for showing or using the products in our streams or simply having them in the background, for example certain drinks. So, in my opinion it always depends, but for many advertisers we streamers are certainly more attractive than TV channels.</li> <li>• I am absolutely no expert when it comes to advertising in the television industry, to be honest. I'm sure there are many people who can answer this question better than me. What's more, issues such as the selection of advertising partners are dealt with by my management.</li> </ul>

<b>Expert: D</b>	<b>Date: 19.04.24</b>	<b>Duration: 41 min</b>	<b>Type: Zoom</b>
Introduction	<ul style="list-style-type: none"> <li>Expert D is director of product management at one of the largest live-streaming platforms in the world.</li> <li>She lives in the Netherlands and also acts as an angel investor, investing in emerging companies in the media industry.</li> </ul>		
Likert Scale Questions	<p><u>Please rate the following statements on a scale of 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree":</u></p> <p>The rise of live-streaming platforms has revolutionized the entertainment industry. → Answer: 5</p> <p>The TV industry faces significant challenges in adapting to the rise of live-streaming platforms. → Answer: 3</p> <p>The content offered on live-streaming platforms is more engaging than TV programs. → Answer: 5</p> <p><u>Please rate the following statements on a scale of 1 to 5, where 1 is "Highly Unnecessary" and 5 is "Highly Necessary":</u></p> <p>Adapting to changing audience behaviors is highly necessary for the survival of the television industry. → Answer: 2</p> <p>TV channels should try to integrate live-streaming features / interactive elements into their program. → Answer: 3</p> <p>Collaborating with popular content creators and influencers is highly necessary for TV channels to reach younger demographics. → Answer: 3</p>		
Impact of Live-Streaming on Television Industry	<ul style="list-style-type: none"> <li>We have been seen for a few years that various live-streaming companies have experienced strong growth. Things are different in the television industry.</li> <li>To our knowledge, many people no longer buy televisions at all. Live streaming gives you a lot more flexibility and people like to interact with other viewers.</li> <li>Challenges for TV channels are obvious when looking at the popularity of live streaming, but this shift might also bring opportunities: they could try to collaborate with live-streaming services in order to reach broader audiences.</li> <li>Of course, the age of the audience always depends on the content being streamed. In German-speaking countries, however, there is a trend that adults are also turning more and more to live-streaming platforms.</li> </ul>		
Content Strategies and Popularity Trends	<ul style="list-style-type: none"> <li>First of all, this changes over time. We've observed that on our platform, a wide variety of content resonates with our audience, from gaming streams and music performances to educational tutorials and live events.</li> <li>This happened on its own through the years. We employ several strategies such as promoting creators from different genres or, for example, providing resources for content creators to explore new formats and topics.</li> <li>The rise of live-streaming platforms has indeed influenced the types of content produced by TV channels. I have many friends working in the television industry, and I can see that they are more and more trying to collab with live-streaming companies.</li> </ul>		
Audience Engagement and Interaction	<ul style="list-style-type: none"> <li>There is a range of tools and features on our platform to facilitate interaction between streamers and viewers. These include live chat, real-time polls, channel memberships, and Super Chat, which allows viewers to highlight their messages during live streams.</li> <li>These elements allow viewers to interact directly with their favorite creators, ask questions, provide feedback, and even influence the content in real-time. Compared to watching TV, this type of entertainment is much more interactive.</li> <li>I don't think that TV channels have to implement interactive features in their programs to remain competitive. Sure, this could be an approach but for me, it's more about the content they produce.</li> </ul>		
Technology and	<ul style="list-style-type: none"> <li>The convenience of accessing live streams on smartphones, tablets, laptops, etc., allows audiences to watch their favorite content anytime and anywhere, which leads to increased engagement and viewing frequency. That's indeed a big advantage of live-streaming services.</li> </ul>		

Integration Opportunities	<ul style="list-style-type: none"> <li>Yes, there might be ways for TV channels to integrate live-streaming features in their shows, but I think they would then differ from those on live-streaming platforms. I could imagine that television companies start to allow their viewers to influence the storyline or outcomes of a show by voting on plot decisions on social media. That could be an idea.</li> </ul>
Advertising Strategies and Opportunities	<ul style="list-style-type: none"> <li>The thing is that advertisements on television shows are usually different compared to advertisements on live streams. But if you ask me which channel is more effective for reaching younger people, then I would definitely say live-streaming platforms. There are options like sponsored content, influencer collaborations, or targeted ads to reach and engage with viewers. TV shows also collaborate with famous people but as far as I know, those are mostly actors who appeal to an older audience.</li> <li>When talking about live-streaming platforms, TV channels could start collaborating with popular live streamers since younger people often trust them and are therefore more likely to follow their recommendations. The question here is if live streamers are willing to do that.</li> </ul>

<b>Expert: E</b>	<b>Date: 23.04.24</b>	<b>Duration: 26 min</b>	<b>Type: Zoom</b>
Introduction	<ul style="list-style-type: none"> <li>Expert E has been streaming on the live-streaming provider YouTube Live for four years and does this full-time along with her YouTube videos.</li> <li>She streams four times a week for about four to six hours and her categories are beauty content and just chatting.</li> </ul>		
Likert Scale Questions	<p><i>Please rate the following statements on a scale of 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree":</i></p> <p>The rise of live-streaming platforms has revolutionized the entertainment industry. → Answer: 5</p> <p>The TV industry faces significant challenges in adapting to the rise of live-streaming platforms. → Answer: 3</p> <p>The content offered on live-streaming platforms is more engaging than TV programs. → Answer: 5</p> <p><i>Please rate the following statements on a scale of 1 to 5, where 1 is "Highly Unnecessary" and 5 is "Highly Necessary":</i></p> <p>Adapting to changing audience behaviors is highly necessary for the survival of the television industry. → Answer: 3</p> <p>TV channels should try to integrate live-streaming features / interactive elements into their program. → Answer: 5</p> <p>Collaborating with popular content creators and influencers is highly necessary for TV channels to reach younger demographics. → Answer: 4</p>		
Impact of Live-Streaming on Television Industry	<ul style="list-style-type: none"> <li>The impact of live-streaming platforms on TV is significant. TV seems to be lagging behind in terms of adaptability compared to the dynamic nature of live streaming. It's like trying to fit a square peg into a round hole.</li> <li>The content landscape has evolved dramatically with live streaming, what benefits us. It's all about authenticity and spontaneity now, which TV struggles to replicate. From gaming marathons to reaction videos, live streams offer a level of realness that linear TV just can't match.</li> <li>I'm not aware of any numbers but I'm sure that TV channels are facing some real challenges with the rise of live streaming. It's not just competition; it's a whole new ball game. Viewers crave personalized, interactive experiences that TV finds hard to provide within its structured format.</li> <li>Despite the challenges, I think there is a chance to make use of the popularity of live streaming while retaining the essence of TV content. Look at Joyn, the German media company. They are a subsidiary of a major TV broadcaster and work closely with live streaming platforms.</li> <li>The appeal of live streams, especially among younger audiences, lies in the immersive experience we are trying to offer. It's not just about watching; it's about</li> </ul>		

	actively participating, engaging with creators, and feeling like part of a community. TV struggles to replicate this level of connection, I mean how could they?
Content Strategies and Popularity Trends	<ul style="list-style-type: none"> <li>• First of all, I can only speak about the German-speaking region. It seems like gaming content still dominates the scene on YouTube Live, with many e-gaming streamers pulling in massive audiences. That's also because the male audience is much larger than the female one and they love gaming content. However, my content mainly consists of beauty topics and since there aren't that many other streamers in this area, I'm lucky to always have a lot of viewers.</li> <li>• YouTube Live, or let's say YouTube in general, is already huge, so it naturally covers a wide range of content. I am sure that you will find all the categories on this platform that could be of interest.</li> <li>• What has changed in the television industry is that you can see more and more social media personalities in TV programs. Again, I can only talk about Germany; there are many new formats in which well-known YouTubers, for example, appear and thus also attract younger people.</li> </ul>
Audience Engagement and Interaction	<ul style="list-style-type: none"> <li>• YouTube Live provides a variety of tools to boost interaction between streamers and viewers. Through offering certain forms of interaction, YouTube and the streamer generate additional revenue. The best example is the super chat, which also works well in my streams: you can let your viewers purchase live chat messages that stand out in the general chat and sometimes pin them to the top of a live chat feed.</li> <li>• These ways of engaging with viewers creates a dynamic and diversified viewing experience which is obviously quite different from linear TV watching. The live chat, for example, allows for instant feedback and conversation, which makes viewers feel more connected to the content and the streamer. In my case, I often do my make-up in my streams, like a tutorial. To encourage my viewers to get involved, they regularly send me pictures of their make-up on Instagram, and I then rate them in my stream and give them feedback.</li> <li>• Perhaps television and live streaming should not always be directly compared and contrasted. I think it could also be more efficient for the television industry to simply accept the presence of new entertainment platforms such as live-streaming providers and not view them as competition. This would allow TV broadcasters to concentrate fully on their existing programs and expand them.</li> </ul>
Technology and Integration Opportunities	<ul style="list-style-type: none"> <li>• As a streamer myself, I believe that this availability has revolutionized how younger viewers consume media. No matter where they are, they just need their smartphone and access to the internet and then they can tune into streams. Of course, you could also take a negative view of this and say that the younger generation is just spending more time on their cell phones as a result, but of course we benefit from this, so I won't complain.</li> <li>• I assume that this would be possible, but I would answer this in the same way as the previous question: for me, it makes no sense for television organizations to desperately try to adapt to live-streaming platforms and try to win back viewers. Instead, they should focus on leveraging their strengths, such as high-quality production value and curated content.</li> </ul>
Advertising Strategies and Opportunities	<ul style="list-style-type: none"> <li>• Advertisers definitely see our platforms as more effective for reaching younger demographics, but we shouldn't forget one important thing here: One reason why our streams and live-streaming platforms in general are so popular is that we have far fewer commercials than on TV. Even though I would earn more money with more advertising in my formats, I deliberately choose not to. Of course, I do product placements and work closely with cosmetics companies, but you shouldn't overdo it.</li> <li>• TV channels could explore partnerships with social media influencers or YouTube creators to create branded content and integrate it into their programming. Through that, TV channels might be able to engage with younger audiences in a more authentic and relatable way.</li> </ul>

<b>Expert:</b> F	<b>Date:</b> 24.04.24	<b>Duration:</b> 30 min	<b>Type:</b> Zoom
Introduction	<ul style="list-style-type: none"> <li>• Expert F has been working at a German institute for media research for 23 years and is currently head of the research program.</li> <li>• He has been following the television industry for many years and analyses how new and modern forms of entertainment affect it.</li> </ul>		
Likert Scale Questions	<p><i>Please rate the following statements on a scale of 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree".</i></p> <p>The rise of live-streaming platforms has revolutionized the entertainment industry.  <b>→ Answer: 2</b></p>		

	<p>The TV industry faces significant challenges in adapting to the rise of live-streaming platforms. → Answer: 1</p> <p>The content offered on live-streaming platforms is more engaging than TV programs. → Answer: 4</p> <p><u>Please rate the following statements on a scale of 1 to 5, where 1 is "Highly Unnecessary" and 5 is "Highly Necessary":</u></p> <p>Adapting to changing audience behaviors is highly necessary for the survival of the television industry. → Answer: 1</p> <p>TV channels should try to integrate live-streaming features / interactive elements into their program. → Answer: 1</p> <p>Collaborating with popular content creators and influencers is highly necessary for TV channels to reach younger demographics. → Answer: 3</p>
<p>Impact of Live-Streaming on Television Industry</p>	<ul style="list-style-type: none"> <li>• In my opinion, the impact of live-streaming platforms on the TV industry is not as significant as some may believe. It's true that they offer an alternative form of content consumption, but television continues to maintain its stronghold in many areas. When it comes to this topic, many people like to exaggerate quickly.</li> <li>• The main drivers are 1) the availability and accessibility of on-demand content and 2) the interactive and personalized style of live streams. It's important to recognize that this style is not attractive to everyone. To be honest, for me personally, live-streaming platforms are not of great interest because they are not the way I like to consume entertainment media. Of course, this is a matter of taste.</li> <li>• It is true that the TV industry has been facing major challenges for several years, but these do not necessarily have anything to do with the popularity of live-streaming platforms. They must deal with rising production costs and such issues. And don't forget: they also have the advantage of long-established audience bases and brand recognition.</li> <li>• First of all, I would like to point out that there are still a lot of young people who like to watch TV regularly. At least in German-speaking countries. But what users of the live-streaming providers you mentioned at the beginning like so much are the streamers on these platforms. I have the feeling that they are often seen as role models.</li> </ul>
<p>Content Strategies and Popularity Trends</p>	<ul style="list-style-type: none"> <li>• This depends on the platform in question but generally, very popular types of content on live-streaming services tend to be interactive and community-driven. On Twitch, the gaming category is probably still the biggest and most popular - which is how Twitch became known.</li> <li>• Although many people might not expect it, around a third of people only or mainly use their television to watch the news. Programs about foreign countries and travel shows are also still very popular.</li> <li>• Live-streaming pages rely on their partnerships with content creators to be able to offer all categories in demand. These days, it feels like all young people just want to become YouTubers and streamers, so it shouldn't be a problem to cover all content categories. If I'm correctly informed, there are around eight million active streamers worldwide on Twitch alone, that's the whole population of Austria. I think that any demand can be met.</li> <li>• The situation is similar in the television industry. A distinction has to be made between private and public broadcasters, whereby it should be emphasized that there are almost 500 private channels. So all categories that can be covered are also covered there.</li> <li>• I don't believe they really influenced the types of content broadcasted on TV channels. There is just one thing that can be seen more and more frequently, which is that well-known streamers are being invited onto TV shows.</li> </ul>
<p>Audience Engagement and Interaction</p>	<ul style="list-style-type: none"> <li>• What really makes live-streaming platforms so interactive is the direct communication between the streamer and the viewer. It doesn't really depend on the streamed content because the live streamer normally always speaks directly to his viewers, who in turn can respond by sending messages in the live chat.</li> </ul>

	<ul style="list-style-type: none"> <li>• It's obviously quite different whether you lie on the couch and watch TV without any form of interactivity or whether you consciously decide to watch a communicative live stream. Of course, it always depends on what you're in the mood for. I don't think that just because you like being active on modern live-streaming platforms, you always want to interact with other viewers and the streamer. You can also just be a passive viewer there.</li> <li>• I'm not of the opinion that TV providers need to implement any strategies to remain competitive, with regard to audience engagement. As mentioned at the beginning, the TV industry and the live-streaming industry should be seen as different forms of entertainment, which are essentially completely different from one another.</li> </ul>
Technology and Integration Opportunities	<ul style="list-style-type: none"> <li>• Well, this logically pushes the already very high screen time of young people on their smartphones even higher. But let me remind you once again: not all young people consume live streams on a regularly basis.</li> <li>• Same answer as before: TV works differently to the live-streaming providers you mentioned. Therefore, I would also advise against spending a lot of time thinking through possible options, on how TV channels could integrate interactive elements. Perhaps many people would disagree with me here, and I see the whole thing a little too old-fashioned.</li> </ul>
Advertising Strategies and Opportunities	<ul style="list-style-type: none"> <li>• This depends heavily on the type of advertising. What, for example, is an advertisement for vacuum cleaners doing on a live-streaming provider like Twitch, where gaming is mainly streamed? I think you can see what I'm getting at. It has become a well-known trend that social media stars are increasingly launching their own drinks on the market. In turn, I see advertising for these as better placed on live-streaming platforms, or on social media platforms in general.</li> <li>• One trend in advertisements is that they are becoming shorter and shorter in order to make them more efficient. Over the years, advertising partners have discovered that people's attention spans are very short, especially when it comes to advertisements. This applies to all kinds of entertainment media.</li> </ul>

<b>Expert: G</b>	<b>Date: 02.05.24</b>	<b>Duration: 33 min</b>	<b>Type: Zoom</b>
Introduction	<ul style="list-style-type: none"> <li>• Expert G is the COO of an international media company, which owns 68 television channels and 31 radio stations across Europe.</li> <li>• He has been working there since the year 2000 and is therefore very familiar with the media industry.</li> </ul>		
Likert Scale Questions	<p><u>Please rate the following statements on a scale of 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree":</u></p> <p>The rise of live-streaming platforms has revolutionized the entertainment industry. → <b>Answer: 3</b></p> <p>The TV industry faces significant challenges in adapting to the rise of live-streaming platforms. → <b>Answer: 2</b></p> <p>The content offered on live-streaming platforms is more engaging than TV programs. → <b>Answer: 4</b></p> <p><u>Please rate the following statements on a scale of 1 to 5, where 1 is "Highly Unnecessary" and 5 is "Highly Necessary":</u></p> <p>Adapting to changing audience behaviors is highly necessary for the survival of the television industry. → <b>Answer: 3</b></p> <p>TV channels should try to integrate live-streaming features / interactive elements into their program. → <b>Answer: 3</b></p> <p>Collaborating with popular content creators and influencers is highly necessary for TV channels to reach younger demographics. → <b>Answer: 4</b></p>		
Impact of Live-Streaming on	<ul style="list-style-type: none"> <li>• The massive success of live streaming has prompted our industry to reassess content delivery methods and especially audience engagement tactics. We are lucky to have enough resources to constantly evaluate the market and work on strategies on how we, as the TV industry, can stay modern.</li> </ul>		

Television Industry	<ul style="list-style-type: none"> <li>• By now, we all know that audiences love the interactive nature of live-streaming providers. But I think that's not the main reason why people turn to live streaming, it's more the content. The best example is the reactions category: Youngsters think it's boring to watch YouTube videos just by themselves, they prefer to watch a live stream on Twitch where streamers watch the YouTube video, and viewers listen to streamer's opinion on that video. Streamers are increasingly becoming influencers and role models for young people.</li> <li>• The main challenge for us is figuring out how we can adapt to the exceptional content from the largest live-streaming platforms. That has priority.</li> <li>• Opportunities for us are exploring new formats and partnerships, which could open new revenue streams.</li> </ul>
Content Strategies and Popularity Trends	<ul style="list-style-type: none"> <li>• This is difficult for me to answer, as our organization manages over 60 channels. We definitely cover all categories and I think the trends, or the most popular programs, are similar for everyone in the industry.</li> <li>• In recent years, we have acquired so many different channels that we can now offer content in all different directions anyway. Nevertheless, we have teams in the background that focus solely on observing what is in demand in the market.</li> <li>• The difference between the content of live-streaming services and TV channels is clear: the most popular formats on live-streaming services, as far as I know, are the mentioned reaction streams, gaming, or just chatting, where viewers can write any questions or concerns in the chat, and streamers address them. We don't have such formats on TV.</li> </ul>
Audience Engagement and Interaction	<ul style="list-style-type: none"> <li>• I'm not exactly sure about all the interactive tools these platforms offer, but I think the chat function mentioned earlier is certainly one of them.</li> <li>• The difference is that you don't have such interactions when watching TV. That's precisely what distinguishes our industry from the live streaming sector. Therefore, I find it somewhat questionable to compare these two mediums.</li> <li>• Well, as mentioned earlier, we don't see the priority in making our content more interactive. That wouldn't fit at all. Rather, we should think about the most popular categories on live-streaming platforms and consider how we can adapt to them.</li> </ul>
Technology and Integration Opportunities	<ul style="list-style-type: none"> <li>• It's also possible to watch television on multiple devices but I agree that the access is easier and more flexible to live-streaming platforms. To access our channels, a general fee must be paid, so you can't just download an app and watch TV freely. Here, we differ again from streaming providers, where viewing and interacting is often free of use.</li> <li>• Yes, I guess there are opportunities, for example TV channels could incorporate live chat functionality during broadcasts, which allows viewers to engage with each other. This could be facilitated through dedicated chat platforms but honestly, that wouldn't be well received. Our programs simply differ too much from live streams. We have already discussed such processes internally, but we all agreed that this would be the wrong approach.</li> </ul>
Advertising Strategies and Opportunities	<ul style="list-style-type: none"> <li>• That may be the case, but we deal with different advertisers than streaming providers. Advertising on live-streaming platforms often involves streamers directly incorporating the ads into their streams, essentially product placements. Of course, they also have regular ad breaks, but with us, it's mainly about scheduling ad breaks at regular intervals in the shows, during which multiple commercials are broadcasted one after the other.</li> <li>• Similar to the targeted advertising capabilities of online platforms, we are trying to leverage data analytics and audience insights to deliver more targeted and personalized advertising across TV channels. Moreover, because you asked about partnerships, we partnered with social media influencers lately and achieved success with it.</li> </ul>

<b>Expert:</b> H	<b>Date:</b> 06.05.24	<b>Duration:</b> 36 min	<b>Type:</b> Zoom
Introduction	<ul style="list-style-type: none"> <li>• Expert H has been a professor at an Austrian business university for 12 years, where she also conducts research at the Institute for Media and Communication Management.</li> <li>• She is very interested in the entertainment industry and has been following the development of live-streaming platforms for several years.</li> </ul>		
Likert Scale Questions	<p><i>Please rate the following statements on a scale of 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree":</i></p> <p>The rise of live-streaming platforms has revolutionized the entertainment industry.  <b>→ Answer: 3</b></p>		

	<p>The TV industry faces significant challenges in adapting to the rise of live-streaming platforms.  <b>→ Answer: 3</b></p> <p>The content offered on live-streaming platforms is more engaging than TV programs.  <b>→ Answer: 5</b></p> <p><u>Please rate the following statements on a scale of 1 to 5, where 1 is "Highly Unnecessary" and 5 is "Highly Necessary":</u></p> <p>Adapting to changing audience behaviors is highly necessary for the survival of the television industry.  <b>→ Answer: 2</b></p> <p>TV channels should try to integrate live-streaming features / interactive elements into their program.  <b>→ Answer: 4</b></p> <p>Collaborating with popular content creators and influencers is highly necessary for TV channels to reach younger demographics.  <b>→ Answer: 3</b></p>
<p>Impact of Live-Streaming on Television Industry</p>	<ul style="list-style-type: none"> <li>Well, from our research, there are several key impacts of the rise of live-streaming platforms on the television industry. Firstly, there's been a shift in viewer behavior, with younger demographics increasingly turning to live streaming for on-demand and interactive content. Additionally, traditional TV broadcasters are facing competition for viewership and advertising revenue from these platforms.</li> <li>One of the main drivers pushing audiences towards live streaming is the flexibility and convenience it offers. With live streaming, viewers have the freedom to access content anytime, anywhere, and on any device. Plus, most of the content younger like to watch is for free.</li> <li>TV channels are encountering several challenges in response to the growing popularity of live streaming. These include declining viewership numbers, particularly among younger demographics, as well as the need to adapt their content and business models to remain competitive in a changing media landscape.</li> <li>For instance, TV organizations should start using live-streaming technologies to complement their existing programming and engage with audiences in new and innovative ways. They can also explore partnerships and collaborations with live streamers to reach broader audiences.</li> <li>This is largely driven by factors such as the authenticity and interactivity offered by live streaming. Younger viewers value content that feels genuine and relatable, and live streams often provide a direct connection between content creators and their audience. Additionally, the variety of content available on live-streaming platforms caters to diverse interests and preferences.</li> </ul>
<p>Content Strategies and Popularity Trends</p>	<ul style="list-style-type: none"> <li>To my knowledge, gaming content, including gameplay streams, walkthroughs, and esports tournaments, is particularly popular on live-streaming platforms like Twitch and YouTube Live. Additionally, live events, where streamers meet and invite viewers, also attract significant viewership. I think that on TV channels, genres like news, sports, crime series, etc., remain popular, although there's a growing emphasis on producing content that appeals to younger audiences.</li> <li>I have the feeling that on modern live-streaming platforms, it's not so important that all categories are covered and offered. It's much more important which streamers are active there. The viewer numbers prove that popular content creators can stream anything and their loyal community watches everything, even if the content doesn't really interest them.</li> <li>Yes! There is a convergence of content formats between live-streaming platforms and TV channels, with TV channels incorporating elements of live streaming into their programming. However, the content still differs in so many terms. While live-streaming platforms prioritize authenticity and real-time interaction, TV channels focus on polished production values and curated content offerings.</li> </ul>
<p>Audience Engagement and Interaction</p>	<ul style="list-style-type: none"> <li>Not all live-streaming services are the same but let's just talk and focus about the ones you analyze in your thesis. They foster interaction between streamers and viewers in many ways, including live chat, emotes, polls, donations, and channel memberships. These features allow viewers to interact directly with streamers and participate in the content creation process. While the effectiveness of these tools may vary depending on the streamer and audience preferences, they generally contribute to a sense of community and interactivity within the platform.</li> </ul>

	<ul style="list-style-type: none"> <li>• Features like emotes and channel memberships allow viewers to express themselves creatively and support their favorite creators financially. Overall, these interactive elements make the viewing experience more engaging, personalized, and participatory compared to linear TV watching.</li> <li>• From a technological perspective, TV channels could also implement various strategies to enhance audience engagement, but the question is, if these would be effective. Nevertheless, they should start with social media integration: extending to digital platforms for audience reach and engagement beyond traditional broadcast channels.</li> </ul>
Technology and Integration Opportunities	<ul style="list-style-type: none"> <li>• This has revolutionized the viewing habits of younger audiences because it turns any moment into a potential viewing opportunity. However, it must also be said that you can also access many other platforms and formats on your smartphone, not just live streaming. I think it's good that you're addressing younger people in this question because we shouldn't forget here that a large percentage of Twitch users indeed tend to be younger people who are still at school, doing an apprenticeship or studying.</li> <li>• There are already many TV formats that create engaging experiences that blur the lines between passive viewing and active participation. But, this only works in some shows, because the majority of television programs would not allow interactivity at all. How do you want to make a broadcast movie or series interactive? In other words, we are only talking about a special type of format here, but it would certainly be possible to introduce more variety and involve the viewers.</li> </ul>
Advertising Strategies and Opportunities	<ul style="list-style-type: none"> <li>• You can't say that; it really depends on the advertising / advertising partner. In general, advertising in TV formats is very different from advertising on social media platforms, as the target group is usually also different. An advertisement for a new computer game is certainly better placed on live-streaming platforms than on TV. On the other hand, an advertisement for a travel agency between two TV shows is most likely more efficient there.</li> <li>• The question is, what are advertising trends? I know where you're going with this question, but I find it a bit difficult to say what the trends are in this area and how the TV industry can adapt to them. However, it is noticeable how TV partners are increasingly relying on advertising with social media stars, so you can already see a certain change here.</li> </ul>

### Appendix 3: Analysis of Likert Scale Questions

Please rate the following statements on a scale of 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree":

1) The rise of live-streaming platforms has revolutionized the entertainment industry.

Expert A: 5 / Expert B: 2 / Expert C: 5 / Expert D: 5 / Expert E: 5 / Expert F: 2 / Expert G: 3 / Expert H: 3

2) The TV industry faces significant challenges in adapting to the rise of live-streaming platforms.

Expert A: 4 / Expert B: 2 / Expert C: 5 / Expert D: 3 / Expert E: 3 / Expert F: 1 / Expert G: 2 / Expert H: 3

3) The content offered on live-streaming platforms is more engaging than TV programs.

Expert A: 4 / Expert B: 3 / Expert C: 5 / Expert D: 5 / Expert E: 5 / Expert F: 4 / Expert G: 4 / Expert H: 5

Please rate the following statements on a scale of 1 to 5, where 1 is "Highly Unnecessary" and 5 is "Highly Necessary":

1) Adapting to changing audience behaviors is highly necessary for the survival of the television industry.

Expert A: 4 / Expert B: 1 / Expert C: 5 / Expert D: 2 / Expert E: 3 / Expert F: 1 / Expert G: 3 / Expert H: 2

- 2) TV channels should try to integrate live-streaming features / interactive elements into their program.

Expert A: 3 / Expert B: 3 / Expert C: 5 / Expert D: 3 / Expert E: 5 / Expert F: 1 / Expert G: 3 / Expert H: 4

- 3) Collaborating with popular content creators and influencers is highly necessary for TV channels to reach younger demographics.

Expert A: 3 / Expert B: 2 / Expert C: 5 / Expert D: 3 / Expert E: 4 / Expert F: 3 / Expert G: 4 / Expert H: 3

## **Appendix 4: Survey Questions**

**Title:** Live Streaming and TV

### **Survey Front Page**

Dear participant,

Welcome and thank you for considering participating in this online survey.

I am Michael Trunk, a master's student at Católica Lisbon School of Business and Economics. I am conducting research for my **thesis** on the impact of **live-streaming platforms on television viewing habits**.

Rest assured, all responses will be kept **confidential**, and your **anonymity** will be strictly maintained throughout the research process.

You may change your mind and drop out at any point of the study during its completion (i.e., by simply closing this web page).

It will take about **8 minutes** to complete, your cooperation is highly appreciated. If you have any questions or concerns, please feel free to contact me at any time! (s-mtrunk@ucp.pt)

By continuing you agree to participate. **Thank you!**

### **Demographics**

How old are you?

Text field.

How do you describe yourself?

Male / Female / Non-binary / Prefer not to say.

Please indicate your nationality.

Germany / Austria / Other:

In which country are you located?

Text field.

Including yourself, how many people currently live in your household?

1 / 2 / 3 / 4 / More than 4

Please indicate your current status.

Going to school / Student / Employed / Unemployed / Other:

What is your highest level of education?

Less than high school / High school diploma or equivalent / Bachelor's degree / Master's degree / Doctorate degree / Other / Prefer not to say

What is your total annual income?

0-30,000 / 31,000-60,000 / 61,000-90,000 / 91,000-120,000 / More than 120,000

### **Screening question**

Have you watched a livestream in the last 12 months?

→ *if the participant clicks “no”, then:*

Please select the reason or briefly explain in the text field why you don't watch live streams.

I've never heard of live streams before / I'm not interested in live streaming content / I just don't like the concept of live streaming / Livestreams of my interest don't align with my schedule / I have had bad experiences with live streams (e.g. technical issues) / Live streams of my interest are subject to a fee / Other

End of the Survey. Thank you for your participation.

→ *if the participant clicks “yes”, then the survey starts.*

### **Questions not directly related to the hypotheses:**

Which live-streaming platforms do you usually use?

Twitch.tv / YouTube Live / Facebook Live / Kick / TikTok Live / Instagram Live / LinkedIn Live / X (Twitter) / Vimeo / YouNow / Other

How often do you watch live streams?

Never / Rarely / Sometimes / Often / Very often

Do you sometimes watch several live streams at the same time or switch between them?

No / if yes, how many:

What types of content do you typically watch on live-streaming platforms?

IRL (in real life) streams / Gaming / Just chatting / Reactions / Creative content / Lifestyle broadcasts / Educational streams / Live Events / Sports / Political rallies / Music Performances / Other

When you watch a live stream, do you take advantage of the chat and write messages?

Never / Rarely / Sometimes / Often / Very often

Please indicate your level of agreement with the following statements:  
(1 = Strongly Disagree, 5 = Strongly Agree)

- I support content creators on live-streaming platforms through donations, subscriptions, or other means.
- Interacting with streamers and other viewers enhances my enjoyment of live streaming.
- I like the feeling of being part of a larger live-streaming community.

If you sometimes donate to a streamer, how much is the average donation?

Text field.

How do you typically discover new content on live-streaming platforms?

Recommendations from friends / Browsing categories / Following specific streamers / Social media / Other:

How often do you watch TV?

Never / Rarely / Sometimes / Often / Very often

What types of content do you typically watch on TV? (skip the question if you never watch)

Movies / Series / Comedy Shows / News / Sports / Documentaries / Reality TV / Talk Shows / Educational content / Other:

When you watch a live stream, how long do you watch on average?

Less than 30min / 30 to 60min / More than one hour / More than two hours / Over three hours

When you watch television, how long do you watch on average? (skip the question if you never watch)

Less than 30min / 30 to 60min / More than one hour / More than two hours / Over three hours

Please indicate your level of agreement with the following statements:  
(1 = Strongly Disagree, 5 = Strongly Agree)

- Whether I watch TV or live streams depends on the content.
- I primarily use my smartphone or laptop to access live-streaming platforms.
- Having a mobile app for live-streaming platforms is essential for me.
- I typically consume entertainment media alone.
- Live-streaming platforms will continue to become more popular in the future.

### **Questions aligned with the hypotheses:**

Please indicate your level of agreement with the following statements:  
(1 = Strongly Disagree, 5 = Strongly Agree)

- Live-streaming platforms have changed the way I consume television.

- I spend more time watching live streams than watching television.
- I find myself watching television less frequently due to the availability of live-streaming platforms.
- The content available on live-streaming platforms is more tailored to my interests compared to TV channels.
- I find live-streaming platforms more convenient to use than television channels.

Please indicate your level of agreement with the following statements:  
(1 = Strongly Disagree, 5 = Strongly Agree)

- I am less interested in watching television because live-streaming platforms offer interactive features. (e.g., chat, polls, live reactions)
- I find the interactive features on live-streaming platforms more enjoyable than passive viewing experiences on television.
- The ability to interact with content creators and other viewers in real-time enhances my overall entertainment experience on live-streaming platforms.
- I believe that TV channels can regain popularity by creating content that is tailored to the preferences of live-streaming audiences.
- The availability of live streaming-friendly content on TV channels would make me more inclined to consume television programming regularly.
- I am more likely to watch television shows if they incorporate elements commonly found on live-streaming platforms, such as audience interaction or real-time engagement opportunities.

Please indicate your level of agreement with the following statements:  
(1 = Strongly Disagree, 5 = Strongly Agree)

- I would be more interested in watching television if popular content creators collaborated with TV networks.
- If my favorite streamer were featured in television shows or specials, I would be more likely to watch those programs.
- I prefer live-streaming platforms over television because they have fewer advertisements.
- The frequency of advertisements on television channels negatively impacts my overall viewing experience.
- Live-streaming platforms of my interest are easy to navigate and use.
- I encounter fewer technical issues (e.g., buffering, and connectivity problems) when using live-streaming platforms compared to watching television.
- The availability of customizable settings and preferences on live-streaming platforms enhances my overall viewing experience.
- I find live-streaming platforms useful in enhancing my entertainment experience.

Please indicate your level of agreement with the following statements:  
(1 = Strongly Disagree, 5 = Strongly Agree)

- I believe that live-streaming services offer convenient access to entertainment content anytime, anywhere.
- Live-streaming platforms provide better control over what I watch and when compared to television channels.

- I would watch television more frequently if it were more accessible on mobile devices.
- Having the option to watch television on mobile devices would make me more likely to choose television over live-streaming platforms.
- I would be more inclined to watch television if I could easily switch between devices and continue watching where I left off.

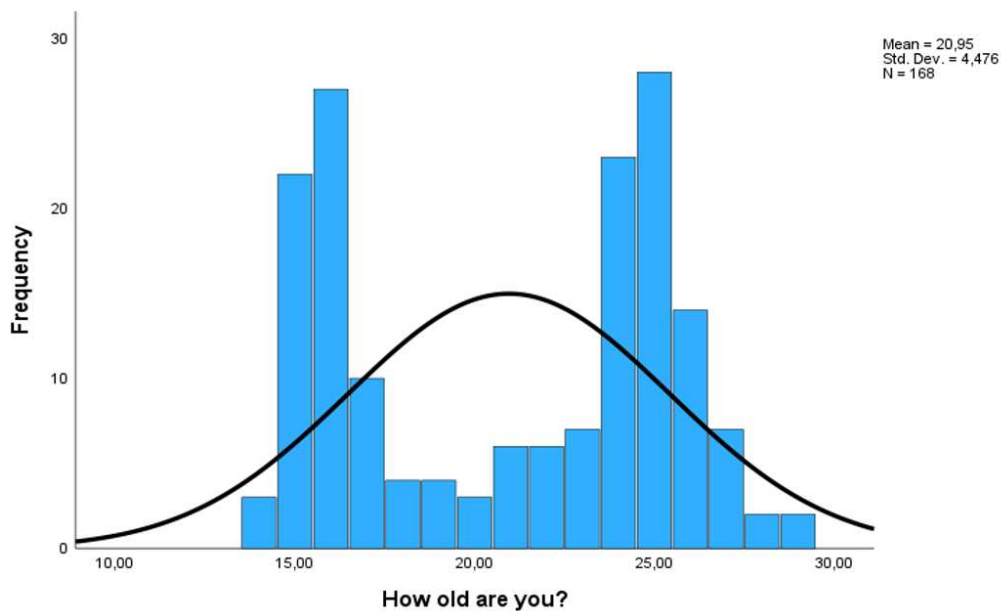
## Appendix 5: Sample Characteristics and Screening Question

*How do you describe yourself?*

		Frequency	Percent
Valid	Male	96	57,1
	Female	70	41,7
	Prefer not to say.	2	1,2
	Total	168	100,0

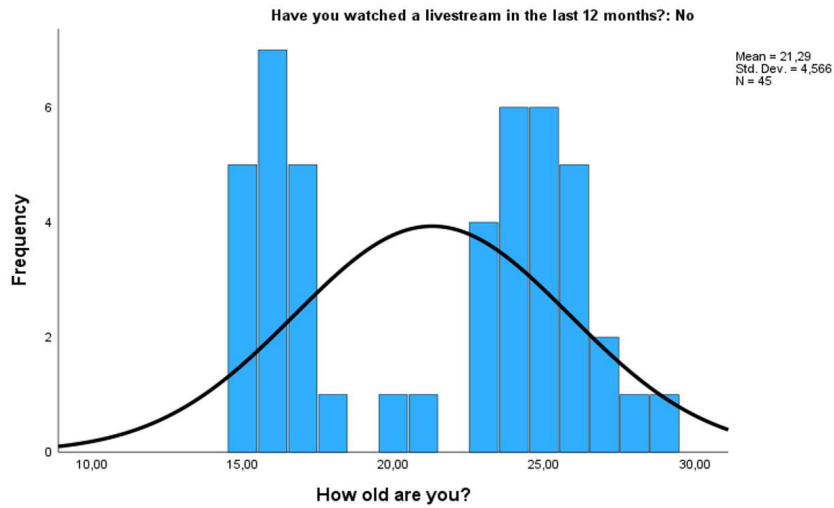
*Please indicate your nationality.*

		Frequency	Percent
Valid	German	87	51,8
	Austrian	81	48,2
	Total	168	100,0



Please indicate your current status.

		Frequency	Percent
Valid	Going to school	67	39,9
	Student	60	35,7
	Employed	38	22,6
	Unemployed	3	1,8
	Total	168	100,0



## Appendix 6: Platform Usage, Content Categories, and Content Discovery

Streaming-Platform	Which live-streaming platforms do you usually use?	Responses		Percent of Cases
		N	Percent	
	Which live-streaming platforms do you usually use? Twitch.tv	87	32,1%	70,7%
	Which live-streaming platforms do you usually use? YouTube Live	51	18,8%	41,5%
	Which live-streaming platforms do you usually use? Facebook Live	21	7,7%	17,1%
	Which live-streaming platforms do you usually use? Kick	5	1,8%	4,1%
	Which live-streaming platforms do you usually use? TikTok Live	32	11,8%	26,0%
	Which live-streaming platforms do you usually use? Instagram Live	41	15,1%	33,3%
	Which live-streaming platforms do you usually use? LinkedIn Live	4	1,5%	3,3%
	Which live-streaming platforms do you usually use? X (Twitter)	10	3,7%	8,1%
	Which live-streaming platforms do you usually use? Vimeo	2	0,7%	1,6%
	Which live-streaming platforms do you usually use? YouNow	5	1,8%	4,1%
	Which live-streaming platforms do you usually use? Other	13	4,8%	10,6%
<b>Total</b>		<b>271</b>	<b>100,0%</b>	<b>220,3%</b>

Content-Categories		Responses		Percent of Cases
		N	Percent	
	What types of content do you typically watch on live-streaming platforms? Gaming	48	11,7%	39,0%
	What types of content do you typically watch on live-streaming platforms? IRL (in real life) streams	43	10,5%	35,0%
	What types of content do you typically watch on live-streaming platforms? Just chatting	81	19,7%	65,9%
	What types of content do you typically watch on live-streaming platforms? Sports content	36	8,8%	29,3%
	What types of content do you typically watch on live-streaming platforms? Live events	41	10,0%	33,3%
	What types of content do you typically watch on live-streaming platforms? Reactions	57	13,9%	46,3%
	What types of content do you typically watch on live-streaming platforms? Creative content	28	6,8%	22,8%
	What types of content do you typically watch on live-streaming platforms? Lifestyle broadcasts	27	6,6%	22,0%
	What types of content do you typically watch on live-streaming platforms? Educational streams	11	2,7%	8,9%
	What types of content do you typically watch on live-streaming platforms? Political rallies	5	1,2%	4,1%
	What types of content do you typically watch on live-streaming platforms? Music Performances	16	3,9%	13,0%
	What types of content do you typically watch on live-streaming platforms? Other	18	4,4%	14,6%
<b>Total</b>		<b>411</b>	<b>100,0%</b>	<b>334,1%</b>

Types of Content (TV)		Responses		Percent of Cases
		N	Percent	
	What types of content do you typically watch on TV?? (skip the question if you never watch) Movies	12	7,1%	15,4%
	What types of content do you typically watch on TV?? (skip the question if you never watch) Series	23	13,6%	29,5%
	What types of content do you typically watch on TV?? (skip the question if you never watch) Comedy Shows	7	4,1%	9,0%
	What types of content do you typically watch on TV?? (skip the question if you never watch) News	35	20,7%	44,9%
	What types of content do you typically watch on TV?? (skip the question if you never watch) Snorts	28	16,6%	35,9%
	What types of content do you typically watch on TV?? (skip the question if you never watch) Documentaries	21	12,4%	26,9%
	What types of content do you typically watch on TV?? (skip the question if you never watch) Reality TV	28	16,6%	35,9%
	What types of content do you typically watch on TV?? (skip the question if you never watch) Talk Shows	3	1,8%	3,8%
	What types of content do you typically watch on TV?? (skip the question if you never watch) Educational content	6	3,6%	7,7%
	What types of content do you typically watch on TV?? (skip the question if you never watch) Other	6	3,6%	7,7%
<b>Total</b>		<b>169</b>	<b>100,0%</b>	<b>216,7%</b>

		Responses		Percent of Cases
		N	Percent	
Discover new Content	How do you typically discover new content on live-streaming platforms? Recommendations from friends	37	14,1%	30,1%
	How do you typically discover new content on live-streaming platforms? Browsing categories	44	16,7%	35,8%
	How do you typically discover new content on live-streaming platforms? Following specific streamers	74	28,1%	60,2%
	How do you typically discover new content on live-streaming platforms? Social media	96	36,5%	78,0%
	How do you typically discover new content on live-streaming platforms? Other	12	4,6%	9,8%
Total		263	100,0%	213,8%

## Appendix 7: Viewing Habits, Engagement Level, and Consumption Patterns

		How often do you watch live streams?	Do you sometimes watch several live streams at the same time or switch between them? - Selected Choice	Do you sometimes watch several live streams at the same time or switch between them? - If yes, how many: – Text	When you watch a live stream, do you take advantage of the chat and write messages?	Please indicate your level of agreement with the following statements: - I support content creators on live-streaming platforms through donations, subscriptions, or other means.
N	Valid	123	123	19	123	123
	Missing	0	0	104	0	0
Mean		3,79	1,16	2,684	3,03	3,02
Median		4,00	1,00	2,500	3,00	3,00
Std. Deviation		0,917	0,371	0,8694	1,274	1,287
Range		3	1	3,0	4	4
Minimum		2	1	2,0	1	1
Maximum		5	2	5,0	5	5

		Please indicate your level of agreement with the following statements: - Interacting with streamers and other viewers enhances my enjoyment of live streaming.	Please indicate your level of agreement with the following statements: - I like the feeling of being part of a larger live-streaming community.	How often do you watch TV?	Please indicate the time you spend watching different entertainment media. (skip the question if you never watch) - When you watch a live stream, how long do you watch on average?	Please indicate the time you spend watching different entertainment media. (skip the question if you never watch) - When you watch television, how long do you watch on average?
N	Valid	123	123	123	122	80
	Missing	0	0	0	1	43
Mean		3,80	3,96	2,16	3,07	2,60
Median		4,00	4,00	2,00	3,00	3,00
Std. Deviation		1,061	0,962	1,126	0,985	0,936
Range		4	4	4	4	3
Minimum		1	1	1	1	1
Maximum		5	5	5	5	4

Please indicate the time you spend watching different entertainment media. (skip the question if you never watch) - When you watch a live stream, how long do you watch on average?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30min	5	4,1	4,1	4,1
	30 to 60min	32	26,0	26,2	30,3
	More than one hour	43	35,0	35,2	65,6
	More than two hours	34	27,6	27,9	93,4
	Over three hours	8	6,5	6,6	100,0
	Total	122	99,2	100,0	
Missing	System	1	0,8		
Total		123	100,0		

Please indicate the time you spend watching different entertainment media. (skip the question if you never watch) - When you watch television, how long do you watch on average?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30min	12	9,8	15,0	15,0
	30 to 60min	21	17,1	26,3	41,3
	More than one hour	34	27,6	42,5	83,8
	More than two hours	13	10,6	16,3	100,0
	Total	80	65,0	100,0	
Missing	System	43	35,0		
Total		123	100,0		

		Please indicate your level of agreement with the following statements: - Whether I watch TV or live streams depends on the content.	Please indicate your level of agreement with the following statements: - I primarily use my smartphone or laptop to access live-streaming platforms.	Please indicate your level of agreement with the following statements: - Having a mobile app for live-streaming platforms is essential for me.	Please indicate your level of agreement with the following statements: - I typically consume entertainment media alone.	Please indicate your level of agreement with the following statements: - Live-streaming platforms will continue to become more popular in the future.
N	Valid	123	123	123	123	123
	Missing	0	0	0	0	0
Mean		4,53	4,49	3,89	3,51	4,30
Median		5,00	5,00	4,00	4,00	4,00
Std. Deviation		0,693	0,823	1,247	1,533	0,778
Range		4	3	4	4	3
Minimum		1	2	1	1	2
Maximum		5	5	5	5	5

		Please indicate your level of agreement with the following statements: - Live-streaming platforms have changed the way I consume television.	Please indicate your level of agreement with the following statements: - I spend more time watching live streams than watching television.	Please indicate your level of agreement with the following statements: - I find myself watching television less frequently due to the availability of live-streaming platforms.	Please indicate your level of agreement with the following statements: - The content available on live-streaming platforms is more tailored to my interests compared to TV channels.	Please indicate your level of agreement with the following statements: - I find live-streaming platforms more convenient to use than television channels.
N	Valid	123	123	123	123	123
	Missing	0	0	0	0	0
Mean		3,59	3,85	3,68	3,85	4,11
Median		4,00	4,00	4,00	4,00	4,00
Std. Deviation		1,266	1,310	1,237	1,185	0,898
Range		4	4	4	4	3
Minimum		1	1	1	1	2
Maximum		5	5	5	5	5

		Please indicate your level of agreement with the following statements: - I am less interested in watching television because live-streaming platforms offer interactive features. (e.g., chat, polls, live reactions)	Please indicate your level of agreement with the following statements: - I find the interactive features on live-streaming platforms more enjoyable than passive viewing experiences on television.	Please indicate your level of agreement with the following statements: - The ability to interact with content creators and other viewers in real-time enhances my overall entertainment experience on live-streaming platforms.	Please indicate your level of agreement with the following statements: - I believe that TV channels can regain popularity by creating content that is tailored to the preferences of live-streaming audiences.	Please indicate your level of agreement with the following statements: - The availability of live streaming-friendly content on TV channels would make me more inclined to consume television programming regularly.
N	Valid	123	123	123	123	123
	Missing	0	0	0	0	0
Mean		3,37	3,70	3,68	3,30	2,89
Median		4,00	4,00	4,00	4,00	3,00
Std. Deviation		1,244	1,130	1,133	1,016	1,172
Range		4	4	4	4	4
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5

		Please indicate your level of agreement with the following statements: - I would be more interested in watching television if popular content creators collaborated with TV networks.	Please indicate your level of agreement with the following statements: - If my favorite streamer were featured in television shows or specials, I would be more likely to watch those programs.	Please indicate your level of agreement with the following statements: - I prefer live-streaming platforms over television because they have fewer advertisements.	Please indicate your level of agreement with the following statements: - The frequency of advertisements on television channels negatively impacts my overall viewing experience.	Please indicate your level of agreement with the following statements: - Live-streaming platforms of my interest are easy to navigate and use.
N	Valid	123	123	123	123	123
	Missing	0	0	0	0	0
Mean		3,28	3,33	3,67	3,86	4,20
Median		4,00	4,00	4,00	4,00	4,00
Std. Deviation		1,142	1,105	1,112	0,978	0,623
Range		4	4	4	3	3
Minimum		1	1	1	2	2
Maximum		5	5	5	5	5

		Please indicate your level of agreement with the following statements: - I find live-streaming platforms useful in enhancing my entertainment experience.	Please indicate your level of agreement with the following statements: - I believe that live-streaming services offer convenient access to entertainment content anytime, anywhere.	Please indicate your level of agreement with the following statements: - Live-streaming platforms provide better control over what I watch and when compared to television channels.	Please indicate your level of agreement with the following statements: - I would watch television more frequently if it were more accessible on mobile devices.	Please indicate your level of agreement with the following statements: - Having the option to watch television on mobile devices would make me more likely to choose television over live-streaming platforms.
N	Valid	123	123	123	123	123
	Missing	0	0	0	0	0
Mean		4,37	3,11	3,48	2,53	2,19
Median		4,00	3,00	4,00	2,00	2,00
Std. Deviation		0,576	1,229	1,270	1,301	1,141
Range		3	4	4	4	4
Minimum		2	1	1	1	1
Maximum		5	5	5	5	5

## Appendix 8: Statistical Test Results of the Hypotheses

The tests that were not shown in Chapter 4.1.5 are shown below.

### Hypothesis 2a

<i>Symmetric Measures</i>		
	Value	p-value
Pearson's R	-0,324	0,001

### Hypothesis 2

<i>Symmetric Measures</i>		
	Value	p-value
Pearson's R	-0,255	0,002

### Hypothesis 3

<i>Symmetric Measures</i>			
	Value	Approximate T	p-value
Pearson's R	-0,552	-7,288	0,001

### Hypothesis 7

		How often do you watch TV?
I would be more interested in watching television if popular content creators collaborated with TV networks.	Correlation Coefficient	-0,068
	p-value	0,227
If my favorite streamer were featured in television shows or specials, I would be more likely to watch those programs.	Correlation Coefficient	-0,113
	p-value	0,107

### Hypothesis 9

<i>Symmetric Measures</i>			
	Value	Approximate T	p-value
Pearson's R	-0,317	-3,675	0,001

### Hypothesis 10

<i>Symmetric Measures</i>			
	Value	Approximate T	p-value
Pearson's R	-0,504	-6,412	0,001

### Hypothesis 11

<i>Symmetric Measures</i>			
	Value	Approximate T	p-value
Pearson's R	0,653	9,494	0,001