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ANALYSEINSTITUT



November 8, 2005

Not Just Couch Potatoes

The Viewers' Complex Motivation to Watch TV sport



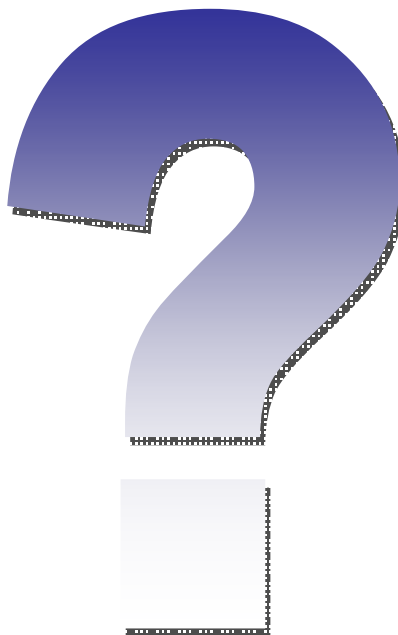
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The Complex WHY – the TV Stations' Blind Spot





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The Complex WHY – the TV Stations' Blind Spot

- WHO?: Gallup's TV Meter



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The Complex WHY – the TV Stations' Blind Spot

- WHO?: Gallup's TV Meter
- WHY?: Time and Knowledge Required



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The Complex WHY – the TV Stations' Blind Spot

- WHO?: Gallup's TV Meter
- WHY?: Time and Knowledge Required
- WHO *and* WHY - a Complete Picture

The Complex WHY – the TV Stations' Blind Spot

- WHO?: Gallup's TV Meter
- WHY?: Time and Knowledge Required
- WHO *and* WHY - a Complete Picture
- The Couch Potato:





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TV Sport Viewing in *one* Model

- Literature on TV Sport and TV Reception



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TV Sport Viewing in *one* Model

- Literature on TV Sport and TV Reception
- A Model on the Viewer's Choice
- TV Sport Viewing in *one* Model of Motivation Factors



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Motivation Factors in TV Sport Viewing

Individual factors:

Interest (5 subfactors)

Loyalty (3 subfactors)

Social heritage



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Motivation Factors in TV Sport Viewing

Microsocial context:

Surroundings (6 subfactors)

Interpersonal relations (3 subfactors)

Motivation Factors in TV Sport Viewing

Macrosocial context:

Medialization (2 subfactors)

TV's marketing and image (4 subfactors)

Image of sports

Cultural context (3 subfactors)



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Motivation Factors in TV Sport Viewing

Reception Situation:

Convenience (3 subfactors)

The social room (6 subfactors)



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Motivation Factors in TV Sport Viewing

Reception:

Media event

Production value

Source of information

Entertainment

Emotionality

Motivation Factors in TV Sport Viewing

Reception continued:

Gender (2 subfactors)

Aesthetics (3 subfactors)

Fascination of culture

Parasocial communities (2 subfactors)

Accessibility (2 subfactors)



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Motivation Factors in TV Sport Viewing

Reception continued:

Coincidence

Determination

Learning

Narrativity (6 subfactors)

Motivation Factors in TV Sport Viewing

Reception continued:

Identification

Geographical (5 subfactors)

Value-laden

Postmodern (7 subfactors)



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Very Important Motivation Factors

- Identification
- Entertainment
- Excitement
- Relaxation
- Socialization



Example: Identification

National Identification

Regional/local Identification

Success Related Identification

Sporting Identification

Star Identification

Value Identification

Exposure Related Identification

Individual Identification

Outsider Identification

Antipathic Regulated Identification

Super Regional Identification

Multi National Identification

National Identification

- 82%: Danish participation is important in my TV sport viewing
- 68% associate national feeling with TV sport

● National Identification

Regional/local Identification

Success Related Identification

Sporting Identification

Star Identification

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Individual Identification

Outsider Identification

Antipathic Regulated Identification

Super Regional Identification

Multi National Identification

Regional/local Identification

- 24% mention a local football club as an example of whom they side with in TV sport
- Example of explanation: "FC Copenhagen (KB): Where I come from - you just do"

National Identification

Regional/local Identification

Success Related Identification

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Super Regional Identification

Multi National Identification

Success Related Identification

- 24% mention skill or talent as an explanation why they side with a team or an athlete
- Example: "Håkan Nyblom: Because he is the best wrestler in Denmark."



Sporting Identification

- An example: A respondent sides with Real Madrid "because they play worth seeing offensive football with a lot of delicious technical details"

National Identification

Regional/local Identification

Success Related Identification

● Sporting Identification

Star Identification

Value Identification

Exposure Related Identification

Individual Identification

Outsider Identification

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Super Regional Identification

Multi National Identification

Star Identification

- 24% like to follow the life of the sports stars
- 3 respondents support the football club Brøndby because Michael Laudrup is coach...

National Identification

Regional/local Identification

Success Related Identification

Sporting Identification

● Star Identification

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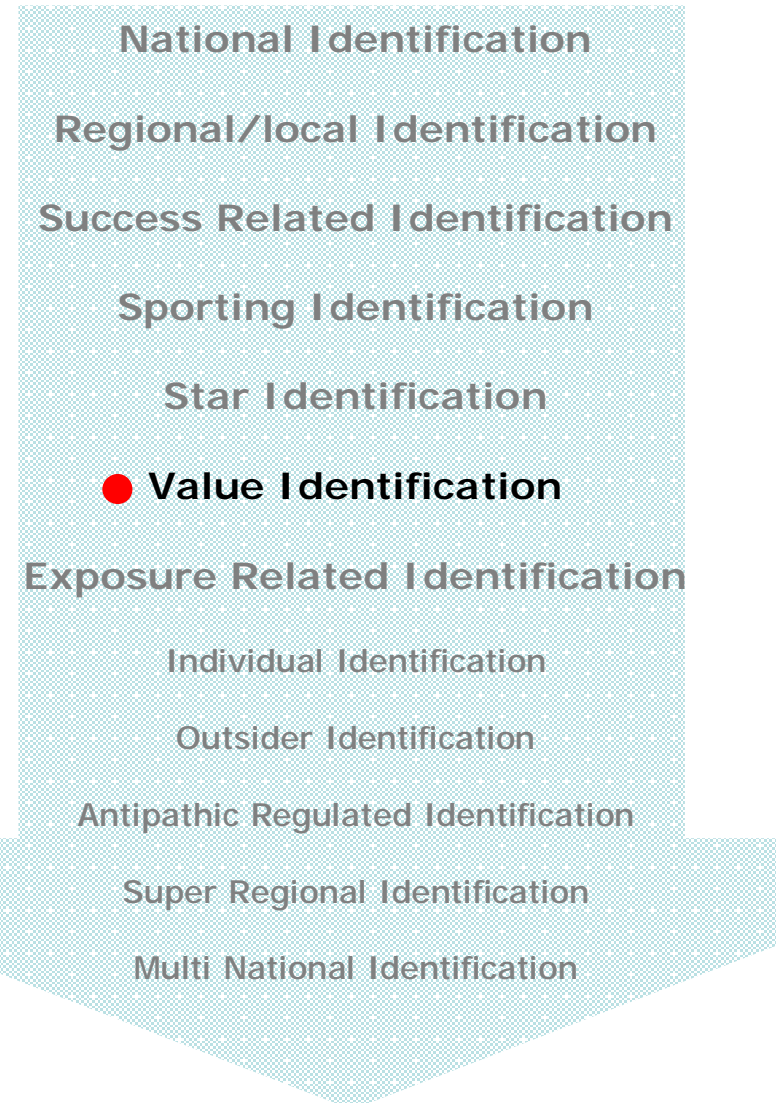
Antipathic Regulated Identification

Super Regional Identification

Multi National Identification

Value Identification

- Examples of participation explanations: "Good ideology", "professionalism", "fairness", or simply "liking"



Exposure Related Identification

- A lot of football and handball identification
- Direct example: "FC Barcelona: Because it was transmitted a lot on the telly when Michael Laudrup played there"

● Exposure Related Identification

National Identification

Regional/local Identification

Success Related Identification

Sporting Identification

Star Identification

Value Identification

Individual Identification

Outsider Identification

Antipathic Regulated Identification

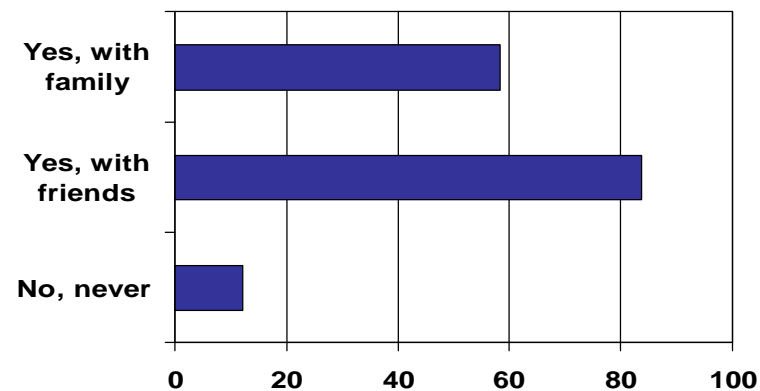
Super Regional Identification

Multi National Identification

Socialization – Important in TV Sport Viewing

- **Microsocial Context:** Do you talk to others about TV sport programmes that you have seen on television?

Do you talk to others...? (%)





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Socialization – Important in TV Sport Viewing

- Reception Situation



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Socialization – Important in TV Sport Viewing

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- Reception Situation:
- Just as often with friends or with family as alone
- More than 50% like to be in good company watching TV sport
- 28% like to have sport as a conversation subject during the transmissions
- 36% like to discuss and share knowledge on sport with other viewers



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