
▶ **PUBLIC SERVICE MEDIA
AND WILLINGNESS TO PAY
IN NETWORKED SOCIETIES**

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PROBLEM

Qualitative audience research (Gonser et al. 2016):

- ▶ Limited knowledge on financial structure of PSM online services in Austria
- ▶ Low WTP as additional value for money is not recognized



RESEARCH INTEREST

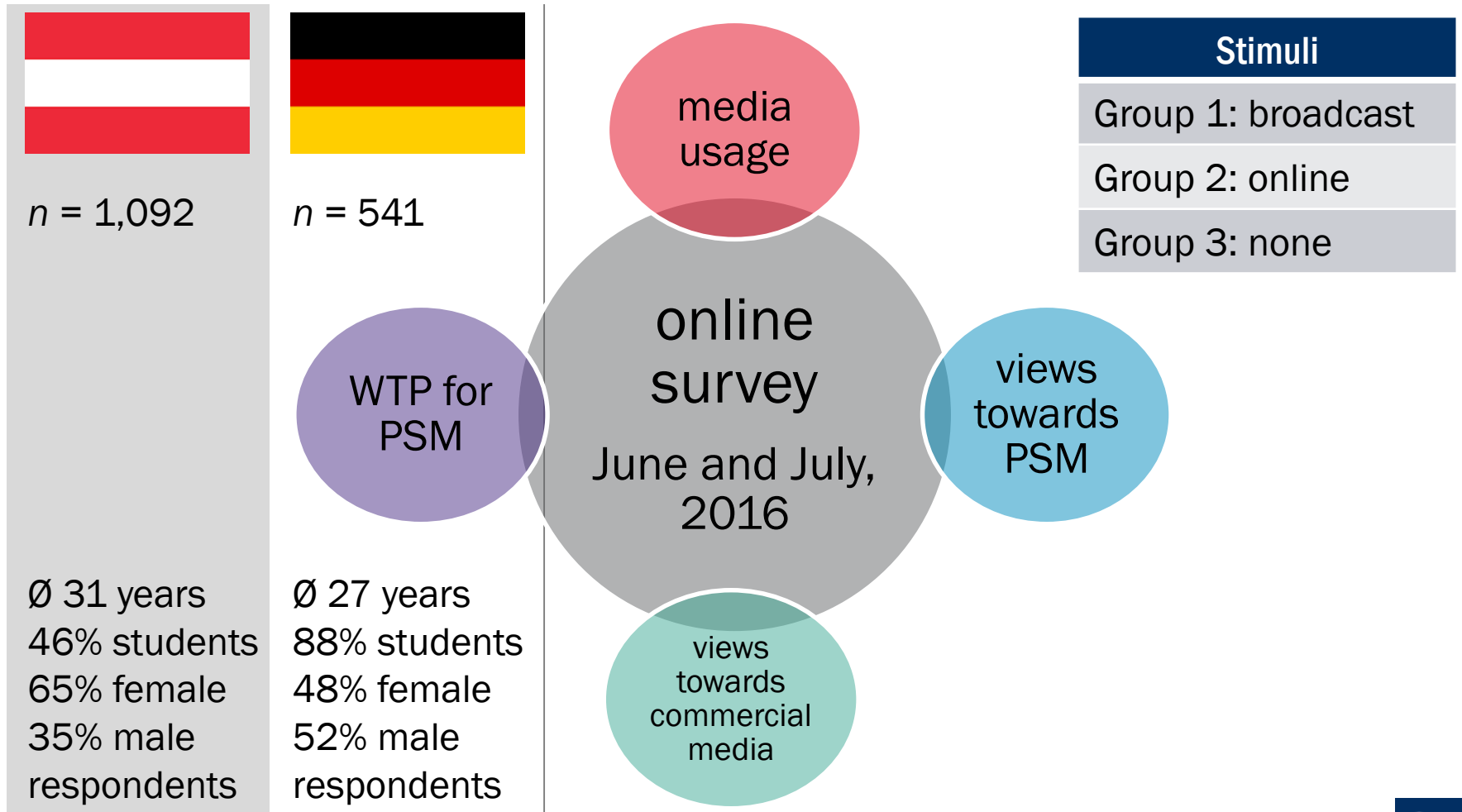
RQ1

How does the individual WTP for PSM change if online services are included in the notion of license fees?

RQ2

Which variables predict the individual WTP for PSM?

RESEARCH DESIGN



BROADCAST STIMULUS (AUSTRIA)

Mehrere Millionen Menschen nutzen täglich die Fernseh- und Radioangebote des ORF. Diese Angebote werden über Rundfunkgebühren und Werbung finanziert.



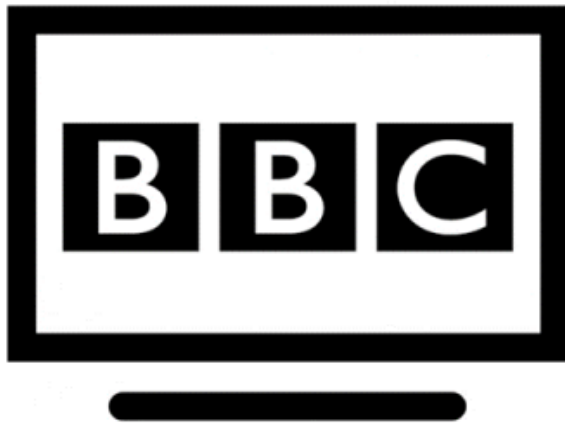
Fernsehen



Radio

BROADCAST STIMULUS (UK)

Every day, millions of people watch or listen to the programmes provided by the BBC. These are financed through licence fees and advertising.



Television



Radio

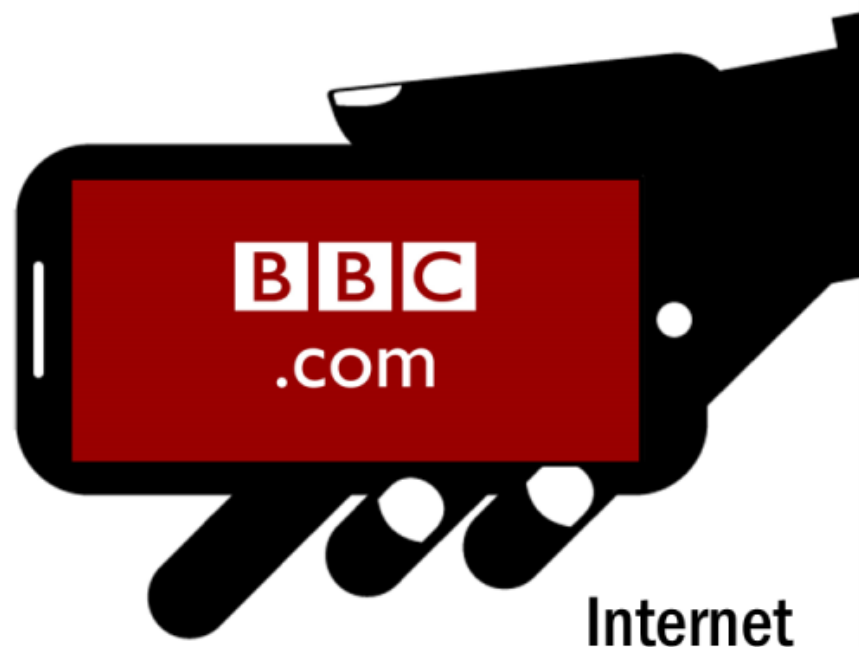
ONLINE STIMULUS (AUSTRIA)

Mehrere Millionen Menschen nutzen täglich die Angebote des ORF im Internet. Diese Angebote werden über Rundfunkgebühren und Werbung finanziert.



ONLINE STIMULUS (UK)

Every day, millions of people use the BBC's online services. These are financed through licence fees by UK users.



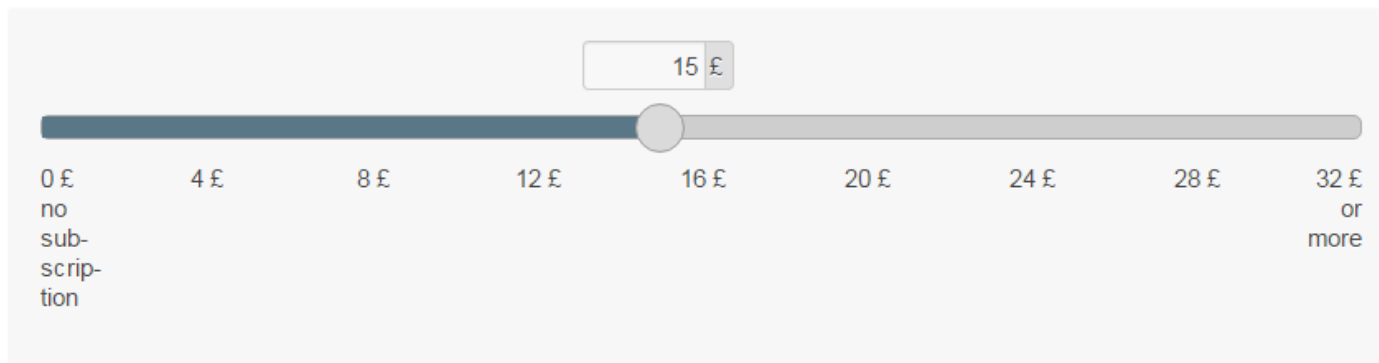
WTP SLIDER BAR QUESTION



6%

Please imagine the following situation: TV licensing in the UK is no longer enforced. Instead of mandatory licence fees, all of the BBC's services – radio, television, and online – are encrypted or password protected. In order to have access to the BBC's services, you would have to take out a subscription for your household.

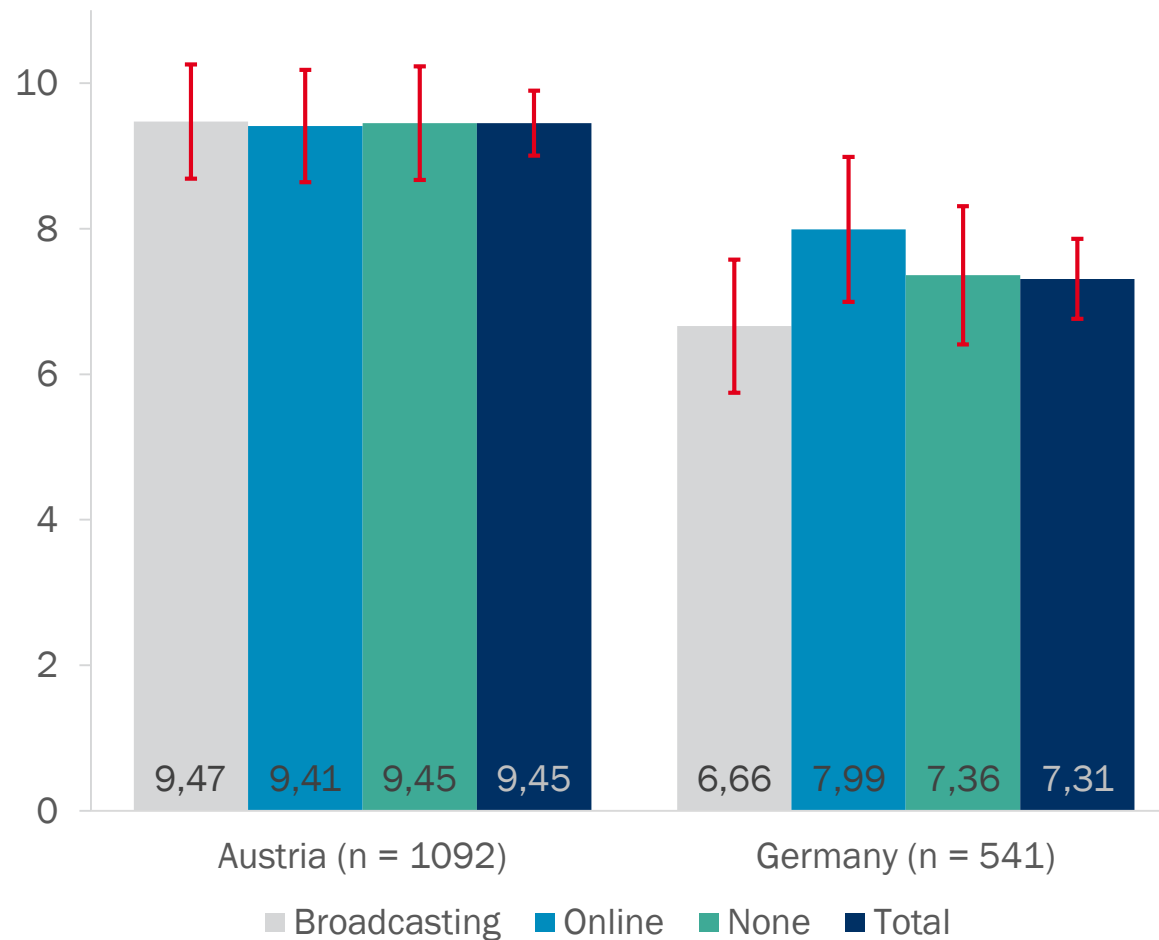
What would be the maximum price you would pay for such a subscription per month?
Please click into the grey slider and move the button to the appropriate position.



Continue

WTP WITHIN STIMULUS GROUPS

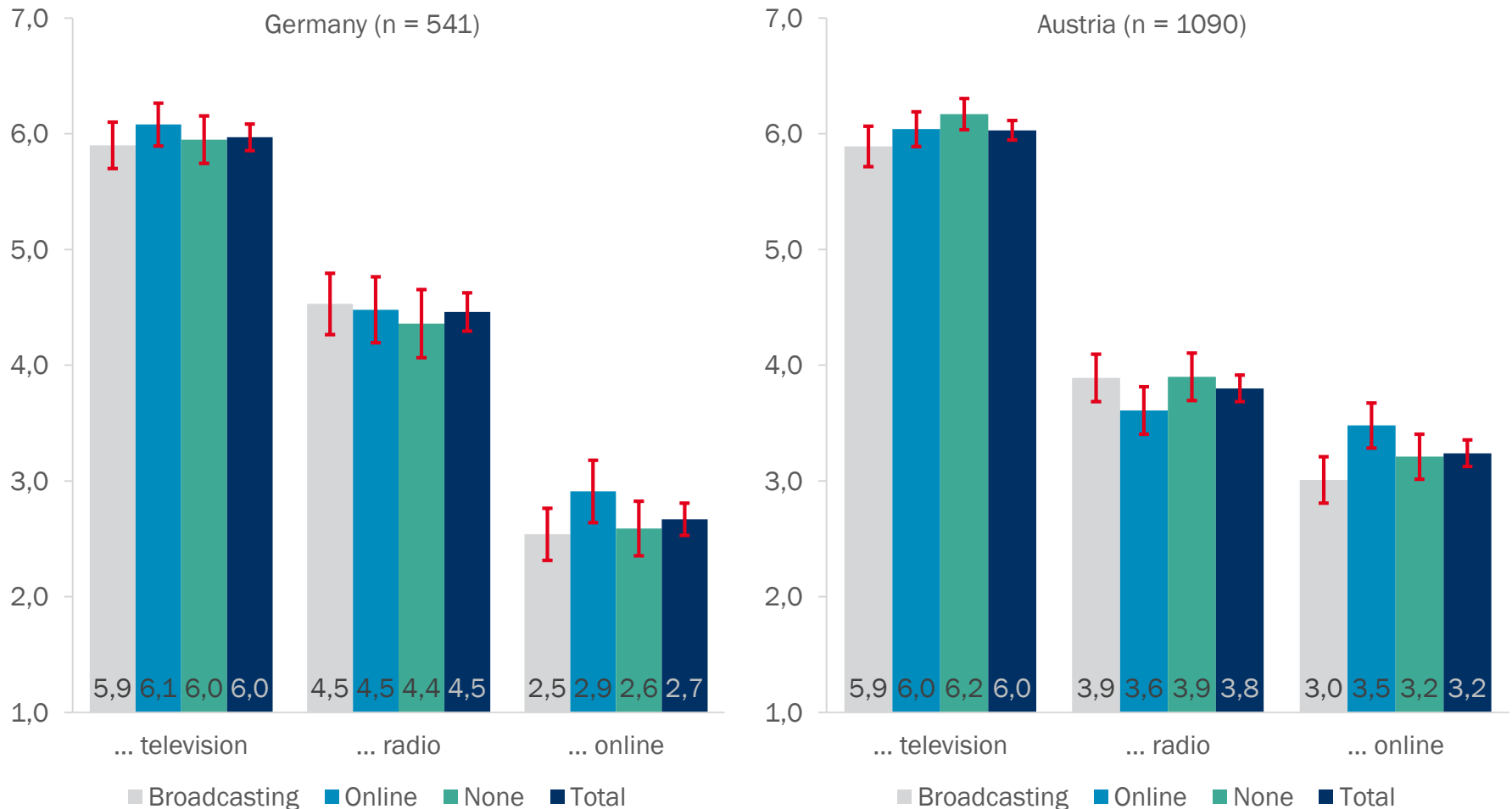
MEAN VALUES; IN RED: 95% CI



I MAINLY ASSOCIATE PSM WITH ...

1 = "TOTALLY DISAGREE"; 7 = "TOTALLY AGREE"

MEAN VALUES BY STIMULUS GROUPS; IN RED: 95% CI

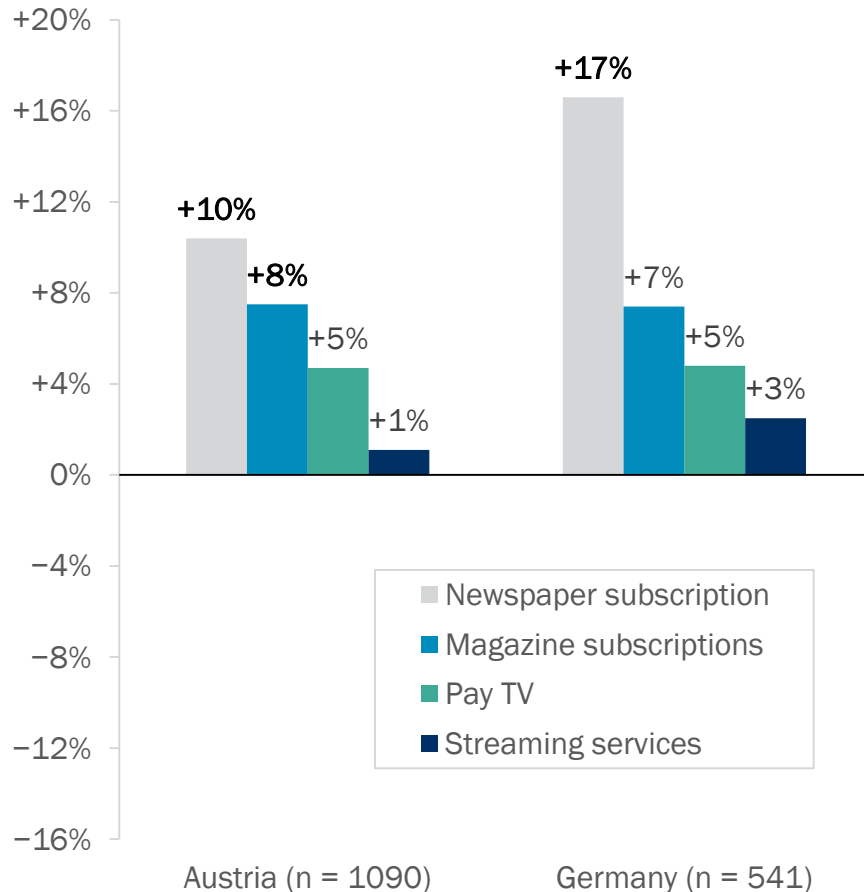


Predictors	Austria			Germany		
	WTP	WTP > 0	WTP (excl. 0-bids)	WTP	WTP > 0	WTP (excl. 0-bids)
Age	0.05 ** (0.02)	0.01 (0.01)	0.04 * (0.02)	0.14 *** (0.04)	0.01 (0.02)	0.16 *** (0.04)
Gender: female	0.87 * (0.43)	0.26 (0.20)	0.60 (0.45)	0.97 * (0.49)	0.83 ** (0.27)	0.34 (0.52)
Education: university	-0.08 (0.41)	0.14 (0.20)	-0.15 (0.43)	-1.30 ** (0.49)	-0.23 (0.27)	-1.20 * (0.54)
Income (getting by)	0.13 (0.13)	0.02 (0.06)	0.12 (0.14)	0.36 ** (0.14)	-0.06 (0.07)	0.50 *** (0.15)
Media-related job or study	0.76 (0.40)	0.00 (0.19)	0.67 (0.42)	-0.06 (0.48)	0.04 (0.26)	-0.29 (0.52)
Stimulus: broadcasting	-0.07 (0.48)	-0.05 (0.23)	0.12 (0.51)	-0.88 (0.54)	-0.31 (0.28)	-0.78 (0.59)
Stimulus: online	-0.30 (0.49)	-0.20 (0.23)	-0.11 (0.51)	-0.67 (0.57)	-0.26 (0.32)	-0.50 (0.61)
PSM usage: TV	1.10 * (0.48)	0.38 (0.20)	0.80 (0.51)	0.02 (0.54)	0.13 (0.30)	0.04 (0.56)
PSM usage: radio	1.36 ** (0.47)	0.45 * (0.20)	1.23 * (0.50)	0.78 (0.51)	0.13 (0.28)	0.88 (0.53)
PSM usage: online	0.56 (0.47)	-0.25 (0.23)	0.84 (0.48)	0.81 (0.72)	0.53 (0.47)	0.33 (0.74)
TV set owner	2.06 *** (0.56)	0.35 (0.24)	1.94 ** (0.61)	0.06 (0.58)	0.29 (0.30)	-0.21 (0.63)
License fee payer	0.08 (0.44)	0.37 (0.21)	-0.24 (0.46)	0.21 (0.48)	0.18 (0.25)	0.00 (0.52)
Spending: pay TV	1.20 (0.69)	0.49 (0.36)	0.87 (0.71)	0.30 (0.82)	0.29 (0.47)	0.03 (0.86)
Spending: print media	1.70 *** (0.44)	0.51 ** (0.19)	1.44 ** (0.47)	0.56 (0.48)	0.46 (0.26)	0.04 (0.52)
Spending: streaming services	-0.95 * (0.41)	0.20 (0.19)	-1.32 ** (0.43)	-0.42 (0.48)	0.45 (0.25)	-1.01 (0.53)
Attitude: license fees	1.23 *** (0.14)	0.38 *** (0.07)	0.99 *** (0.16)	1.35 *** (0.18)	0.45 *** (0.10)	1.10 *** (0.19)
Satisfaction with PSM	1.02 *** (0.21)	0.38 *** (0.09)	0.85 *** (0.22)	0.88 *** (0.23)	0.30 * (0.12)	0.78 ** (0.25)
Trust in PSM	0.11 (0.24)	0.05 (0.11)	0.08 (0.26)	0.09 (0.24)	0.09 (0.12)	-0.01 (0.27)
Constant	-8.01 *** (1.37)	-3.31 *** (0.65)	-3.59 * (1.55)	-7.14 *** (1.41)	-2.68 ** (0.88)	-3.79 * (1.57)
N	1078	1078	905	539	539	425
Adj. R ² /Nagelkerke's R ²	0.267	0.26	0.191	0.358	0.307	0.304

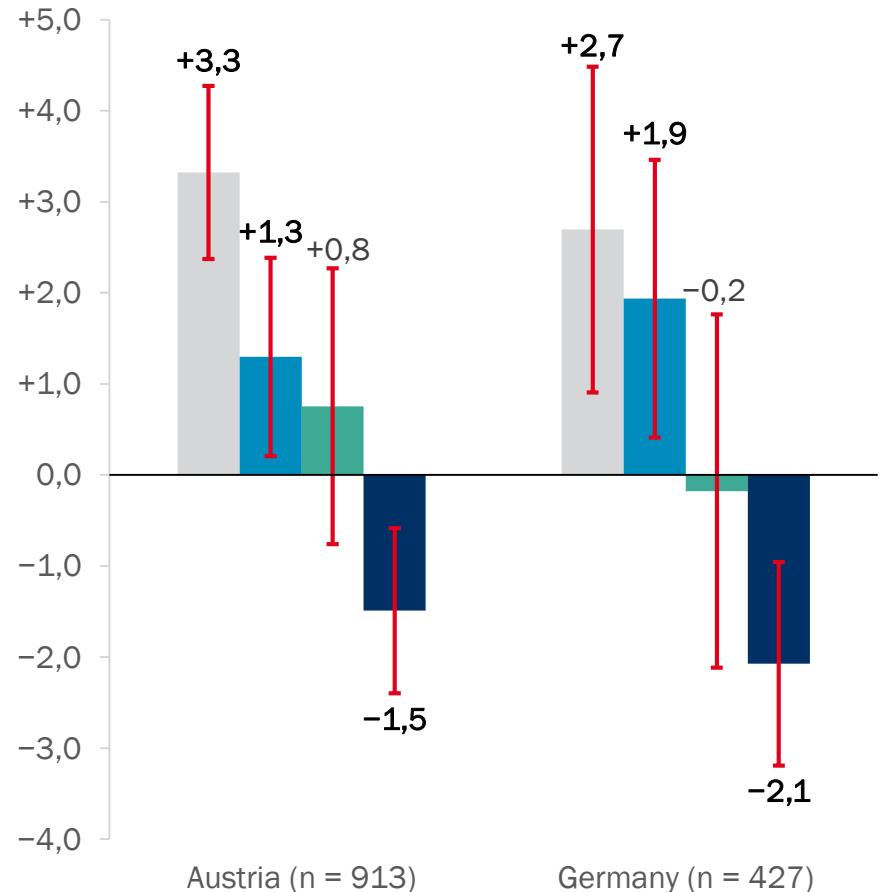
	Austria			Germany		
Predictors	WTP	WTP > 0 (no/yes)	WTP (excl. 0-bids)	WTP	WTP > 0 (no/yes)	WTP (excl. 0-bids)
Age	+		+	+		+
Gender: female	+			+	+	
Education: university				-		-
Income (getting by)				+		+
Media-related job or study						
Stimulus: broadcasting						
Stimulus: online						
PSM usage: TV	+					
PSM usage: radio	+	+	+			
PSM usage: online						
TV set owner	+		+			
License fee payer						
Spending: pay TV						
Spending: print media	+	+	+			
Spending: streaming services	-		-			
Attitude: license fees	+	+	+	+	+	+
Satisfaction with PSM	+	+	+	+	+	+
Trust in PSM						
N	1078	1078	905	539	539	425

DIFFERENCES IN WTP BY REGULAR PAYMENT FOR OTHER MEDIA

Diff. in proportion of payers (WTP > 0)



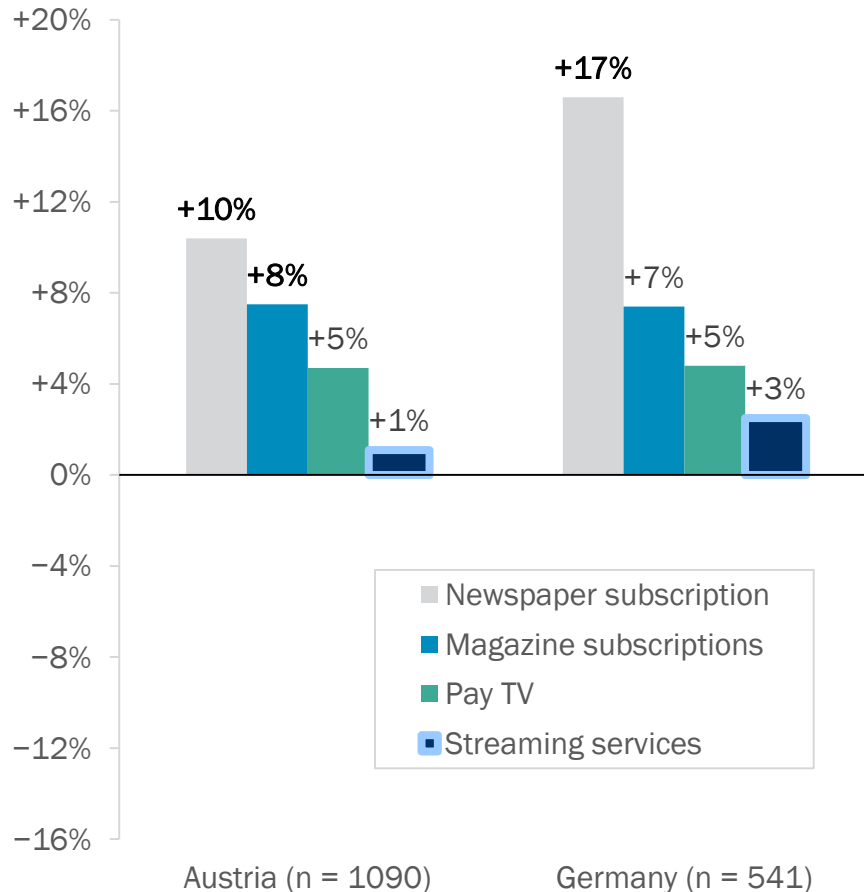
Diff. in mean WTP (excl. zero-bids)



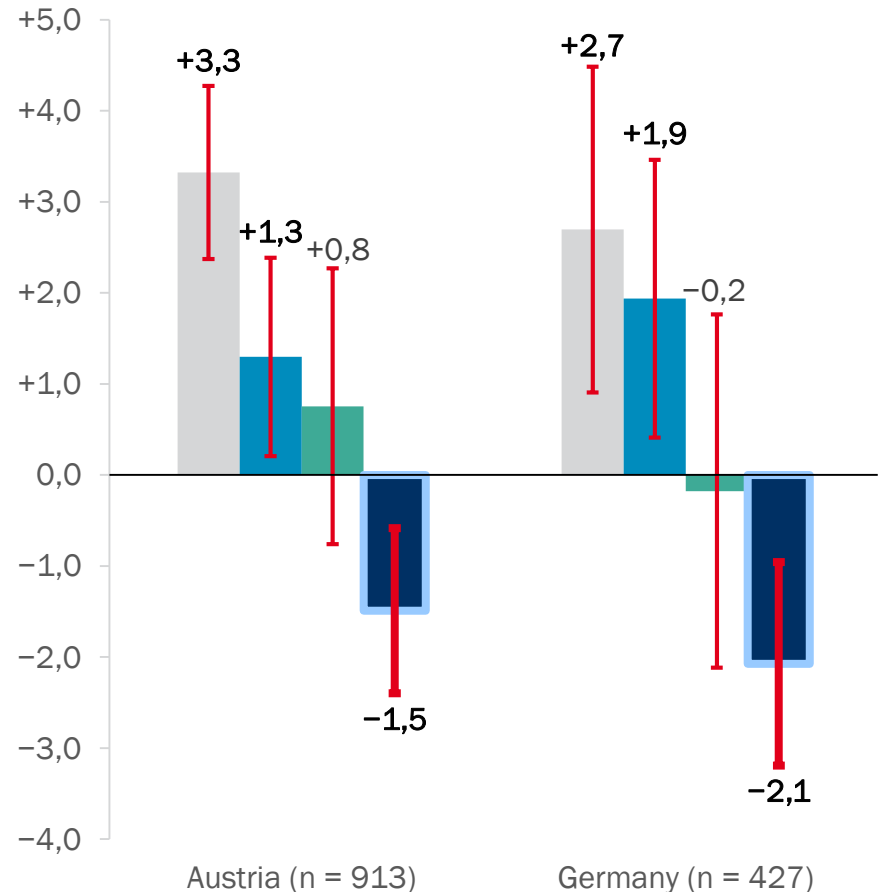
Note. Differences printed in bold face are significant at $p < 0.05$.

DIFFERENCES IN WTP BY REGULAR PAYMENT FOR OTHER MEDIA

Diff. in proportion of payers (WTP > 0)



Diff. in mean WTP (excl. zero-bids)



Note. Differences printed in bold face are significant at $p < 0.05$.


POINTS FOR DISCUSSION

- ▶ **PSM are compared to streaming services**
 - Prices of streaming services function as new reference prices.
 - PSM need to show that they offer more than such services.
- ▶ **PSM brands are very strongly associated with broadcasting**
 - PSM need to increase awareness that they play an important role in social media and on the web.
 - But would such awareness-raising also enhance WTP?
- ▶ **WTP depends a lot on people's attitude towards PSM**
 - Firm attitudes might be hard to change, but PSM should try harder.
 - Could increased media literacy help in this regard?

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