

Introduction – 10 minutes

Explain the role of focus groups. It's about opinions and behaviour. Need to understand what, where, when, why so no right or wrong answers. Being observed and recorded. Speak slowly and do not speak over each other. Switch phones off. Focus is on TV viewing habits and preferences. Introduce self and ask others to do the same.

Viewing Habits – 45 minutes

Probe for most preferred programmes and reasons for preference.

What influences their viewing patterns?

What creates preference for one show over another?

What is the role of the preferred programmes in their life, rationally and emotionally. What is reason for subscription?

Probe for linear watching vs pause and record – under what circumstances do they record?

How much is local content, how much is international? How much recorded content is sport vs movies vs series?

Do you have DSTV and Netflix? Do you pay extra for Netflix?

How much data are you using per month?

Under what circumstances do you watch live and under what circumstances do you use the catchup or record facility?

Probe for cord cutting and shaving. Why cut the cord? Why shave? What other services have you added? Probe for Netflix, other.

Do you pay annually or periodically? Why?

Do you watch episodically? Why?

If you think about your viewing habits, which device do you use most frequently for viewing content? Is there a difference in the device you use for different content? If so, how much time do you spend on the different devices?

Do you follow specific shows, channels or actors – is your viewing habit driven by loyalty? If so, what causes the loyalty?

Do you binge watch? If yes, how long do you watch?

Switching – 20 minutes

How satisfied are you with the television options that you have selected in your household?

Would you want to change?

If yes, what would you prefer? Probe for details of preferred channel content. If no, why not?
Understand rationale for preference.

Is there anything stopping you from changing (probe hardware cost)?

What will motivate you to switch to an alternative service?

Does free content (eg Youtube) make you think about cancelling your subscription?

Would you prefer a list of options from which you can select a customized bouquet?

Prompt: Would cheaper fibre, say R100 per month, cause you to switch to an online subscription?

Would you pay R900 if there was no golf, cricket or rugby in your bouquet?

Pricing – 30 minutes

The attached sheet lists the types of shows you can watch on TV. There are over 100 channels available but they all fit into one of these categories: You can get Movies, Magazine programmes (cooking, weddings etc), Reality tv (idols), Drama (Isibaya) Sports (Laduma), News, Documentaries, Soap operas (Scandal), Sitcoms (comedy), Actuality and Music programmes.

If you could choose to subscribe to any 5 channels what would your first choices be? Rank in order of preference the type of channel, not the name of the actual show. List the channels in column B. In column C fill in the amount you would regard as being worth paying for the 5 channels per month. In column D fill in the amount that you would consider as being expensive but you would still consider paying for the 5 channels per month.

Review sheets and probe for understanding of respondent's perspective.

Thank and close