



Myth:

The demise of manual recordings

The traditional way to set a recording on TV by choosing the start time and end time by hand is over... or is it?

Have you ever wondered who on earth still uses manual recordings?



These days, we are so used to setting a recording in just one click that many believe manual recordings have become a thing of the past.



But with operators still requesting this feature for their platform, we can't help but wonder if there really are people out there still using this age-old functionality. And, if so, why? Can it be achieved in another, more efficient way?

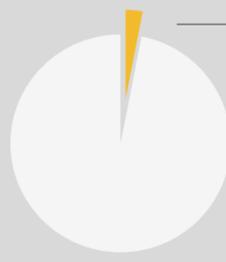
We analysed a week's worth of real end-user data and here's what we found...

How many users set recordings manually?



ONLY
16%
OF ALL USERS
SET MANUAL
RECORDINGS

How many manual recordings were set?



ONLY
3.25%
OF ALL RECORDINGS
SET WERE MANUAL

It is clear to see that the majority of users don't use manual recordings



Now that's a landslide result! To understand what is happening, let's look at some facts. In the past the user set a manual recording for two reasons:

- 1 Record when there is no schedule information
- 2 Record long periods of the day

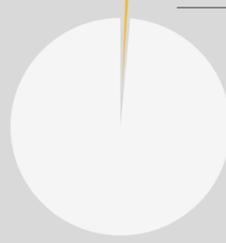
So, we decided to analyse if this is the use case for these few users who still set manual recordings.

How many manually recorded events had schedule information?



100%
OF MANUALLY RECORDED
EVENTS HAD SCHEDULE
INFORMATION

How many manual recordings were set for long periods of the day?



LESS THAN
1%
OF MANUAL RECORDINGS
WERE SET FOR LONG
PERIODS (OVER 3 HOURS)

According to this, manual recordings are no longer being used for the traditional reasons

Considering this data we can draw the following conclusions:

- The majority of users appear to be highly in favour of one-click recording over tediously scheduling the recording manually.
- Schedule information is always available nowadays which covers one of the traditional reasons for the existence of manual recordings.
- Recording long periods, like with your VHS, has been replaced by new and better services that offer users content anytime.

So, the demise of manual recordings is **true!**

MYTH BUSTED

So what now?

Taking into account how advances in technology have radically changed user behaviour, it is now fundamental to ensure that TV platforms provide the services required, and expected, by their users, such as:



One-click recording



On-demand content



OTT apps for personal devices



Catch-up service