



Living Lab on Media Content and Platforms

Filipe Montargil

Atelier of Practice Based Research Projects

Peniche, July 13, 2016

Institution

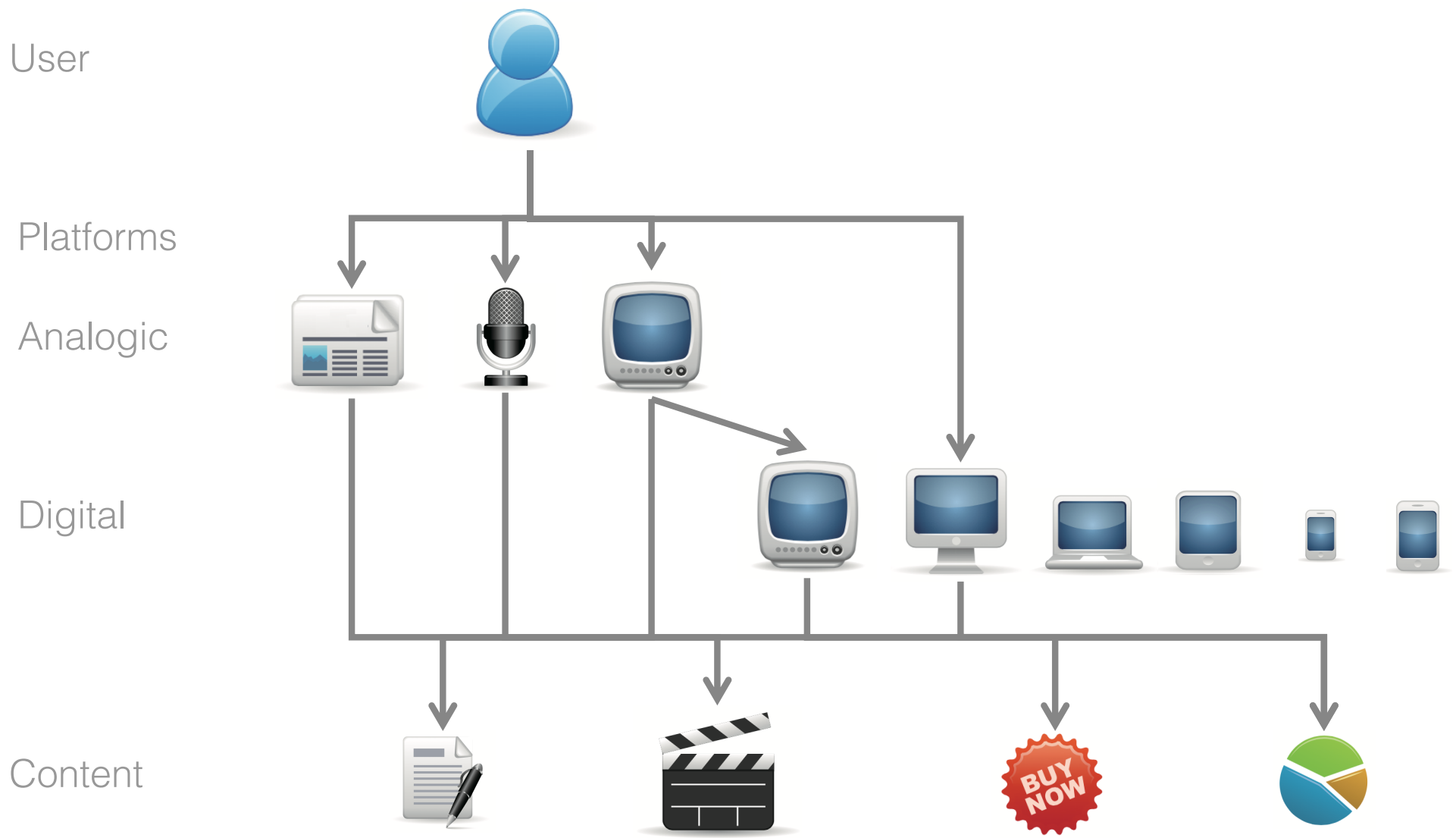
+ School of Communication and Media Studies:

- Advertising and Marketing;
- Public Relations;
- Journalism;
- Audiovisual and Multimedia.

Mission

- + Research and development on the relations between content users (covering content types such as information, entertainment, institutional or advertising)...
- + ... and platforms used to access this information (laptop, tablet, smartphone, tv)...
- + ... to produce insights and knowledge useful for the several stakeholders (users, content producers, equipment producers, media and advertising agencies, advertisers...).

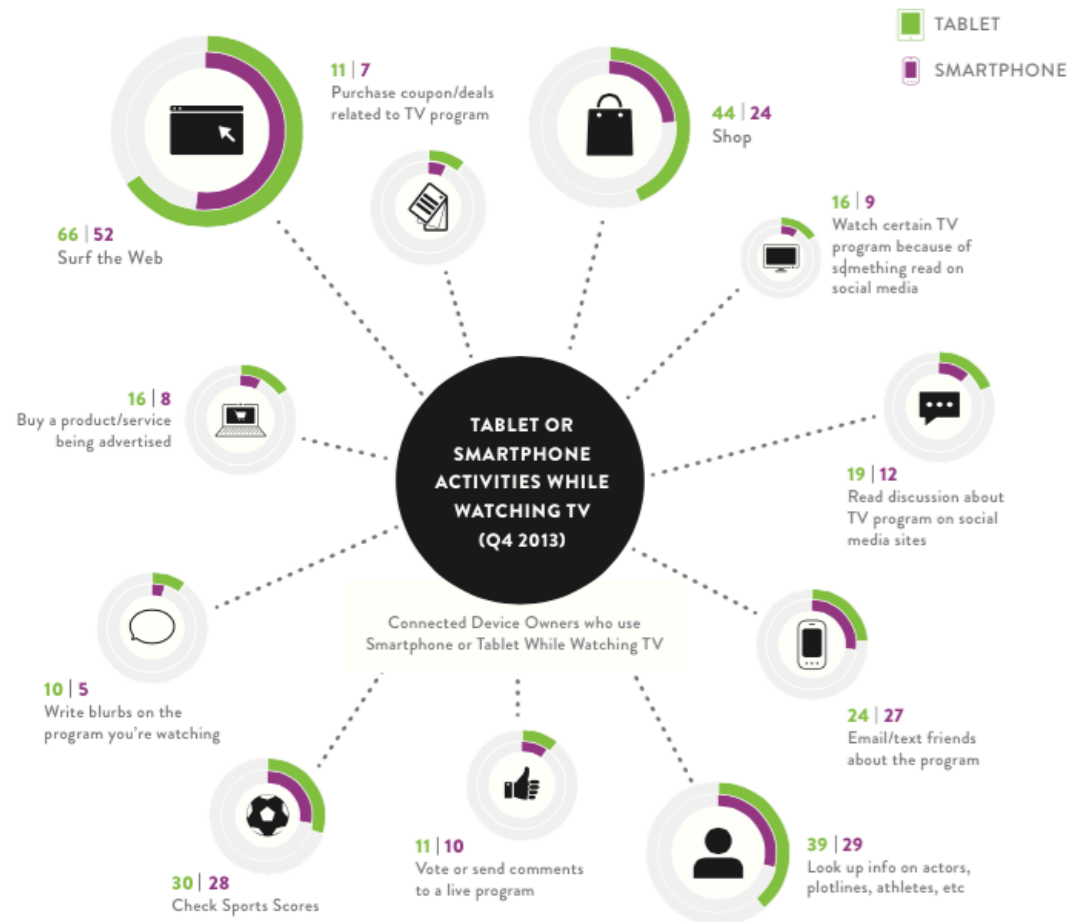
The problem Context



The problem

Changing context

- + Multitasking, or two-screen minimum
- + Most smartphone and tablet users are using it, while watching tv (Nielsen 2011: 84%)
- + Where is the media consumer? (“ubiquitous” user)



U.S. CONSUMERS ARE USING SECOND-SCREENS IN WAYS THAT ARE NATURAL EXTENSIONS OF THE PROGRAMMING THEY WATCH

Source: Nielsen (2014). *Advertising & Audiences – State of the media.*

41%
Look up information about the characters

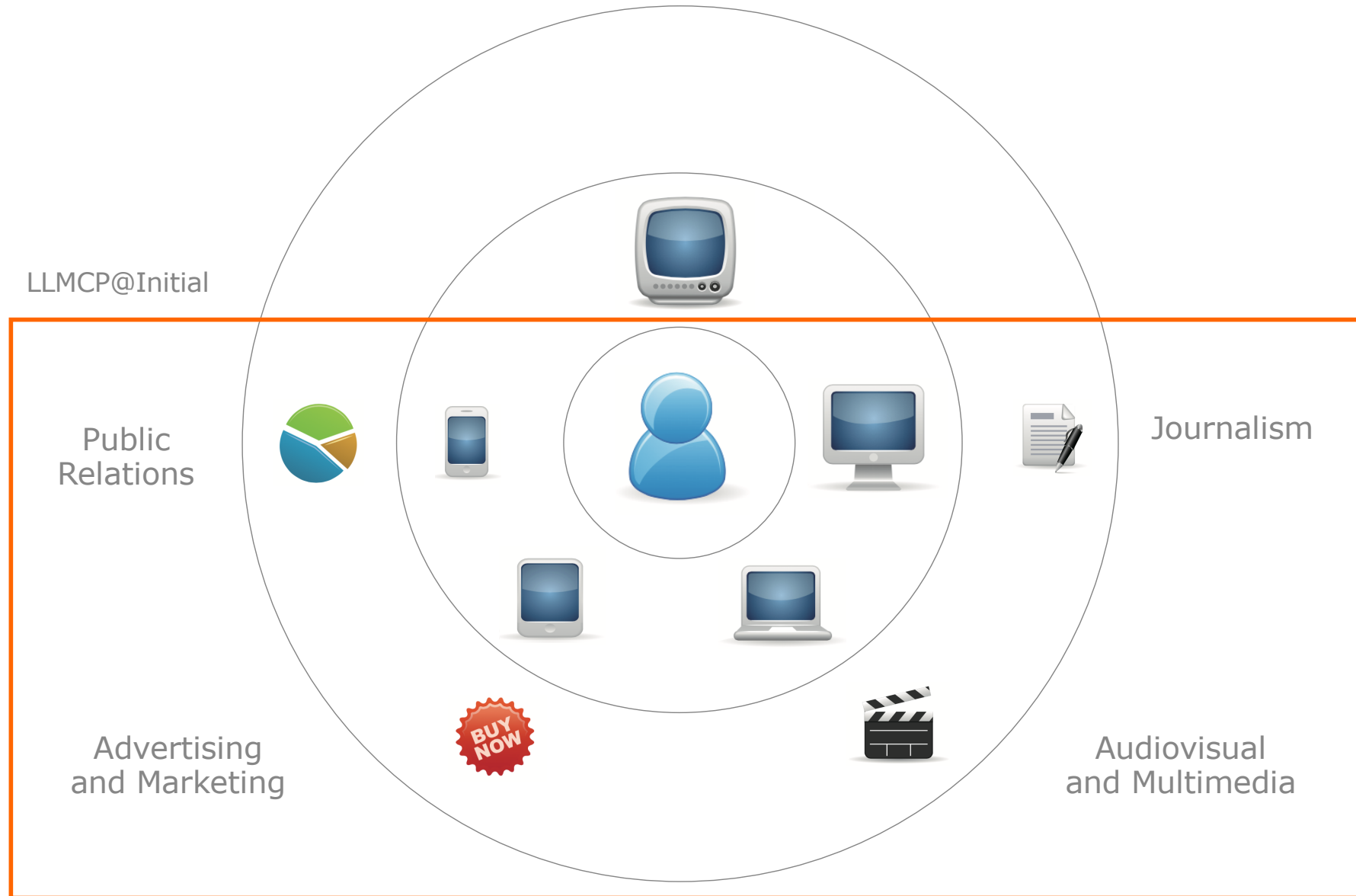
29%
Use email/text to communicate

18%
Read conversation in social media

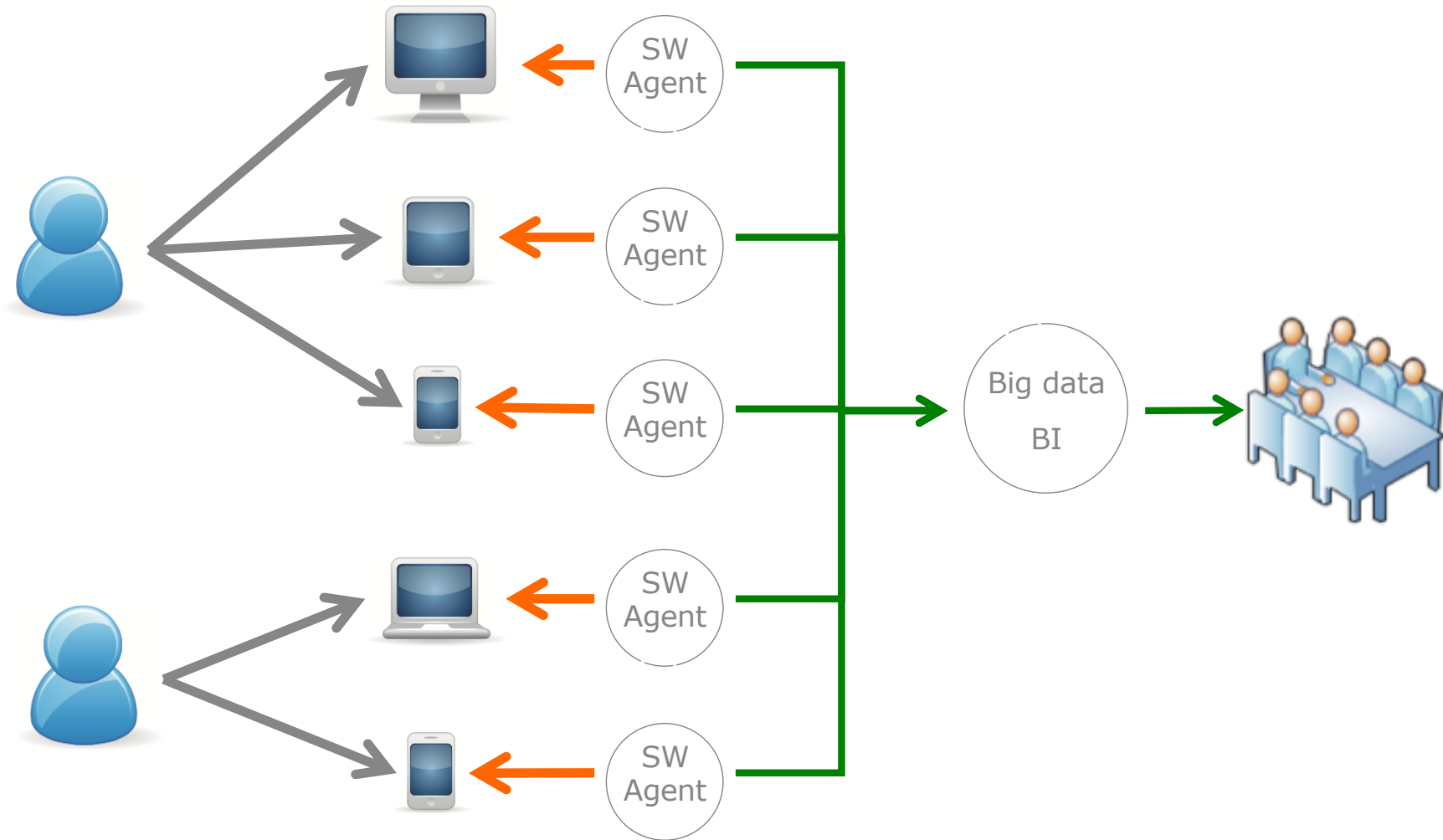
12%
Send votes or comments

The problem

Changing context



Basic model



Status

- + Partnership with large international media and advertising company;
- + Application submitted to FCT (failed);
- + Developing the first WPs with partner's funding;
- + With this program, aiming to:
 - Develop new applications, covering other WPs;
 - A panel with a statistically relevant sample of population, to research on;
 - Media usage (audiences, multitasking, crossmedia, usability...);
 - Public authorities communication (Municipalities and “freguesias”);
 - Senior population (?).

Thank you!

Filipe Montargil

fmontargil@escs.ipl.pt