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Hallmark Channel, USC's Entertainment Technology Center Tee Up Lifestage Study

Retains E-Poll Market Research To Gauge Consumer Emerging Media Usage

Mike Reynolds -- Multichannel News, 4/6/2009 4:11:44 PM MT

Hallmark Channel and the Entertainment Technology Center at the University of Southern California will partner on a national research study to examine the impact of life stages on emerging media usage.

Entitled "Lifestage: Its Impact on the Future of Traditional and Emerging Media," the study will seek to examine how content and media devices are used and valued as consumers move through the various stages of life, including the move from being a full-time student to a full-time worker, from being single to getting married and having kids, and from having children in the home to parents being empty nesters. Moreover, the study will also seek to identify key consumer trends and opportunities that facilitate cross-industry discussions about today's reality and the future of potential digital-entertainment offerings.


The Lifestage study will be guided by David Wertheimer, CEO and Executive Director of the Entertainment Technology Center at USC and Jess Aguirre, senior vice president of research for Hallmark Channel. E-Poll Market Research has been retained to execute the study, provide analysis, and will consult on the larger impact of the findings.


E-Poll Market Research, which has counted William Morris Agency, Honda, P&G, ABC, HBO, CBS, Warner Bros., Sony Home Entertainment, NBC Universal, A&E, Discovery and Optimedia as clients, will conduct online interviews with over 1,000 U.S. participants, 13 and older. Respondents will answer questions about their current personal and household usage of visual and audio technology; personality, psychological, lifestyle and emotional traits; the type of content they consume and value through various devices, by situation and time of use; and the substitutability for content usage on all devices.

"We know from previous studies that new technology is dramatically affecting television viewing and the marketplace, causing a generational gap between baby boomers and millennials," said Aguirre in a study. "Baby boomers are not only more affluent than millennials but, as Nielsen's Council for Research Excellence confirmed, are also more engaged with linear television. We hope to build on the work done by the Council and continue to move past simple demographics and discover how specific life stages impact media usage."

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