

RESEARCH

Linear vs. Interactive video

Thoughts and experiences of a digital native generation

The kids from Generation Z grew up with the internet. Mastering new technologies and social media comes easily to them. Does this also apply to interactive video? By means of a two-part research project, Dutch public broadcaster NTR wanted to find an answer to this question.

In a panel survey, youngsters were asked to give their opinion on linear video versus interactive video. In addition, they assessed the interactive video WADOEJE via a public survey on the national Dutch Public Broadcaster (NPO) website.



WADOEJE is an interactive web series about painful confrontations and complicated dilemmas.

The platform and expertise of IVORY was used in the development of the interactive video.

90%



Wants to watch this kind of video more often

NPO website results

8,3

Average score of 92 participants

65%



Wants to share this kind of video



Linear video

6,9

Average score of 104 participants

PANEL RESULTS

VS

interactive video

7,5

Average score of 119 participants

MOTIVATION

LINEAR VIDEO

40%



The video sparks my interest

17%



I like watching this video

8%



The video shows me something new

INTERACTIVE VIDEO

62%



27%



24%



VIEWING BEHAVIOUR

LINEAR VIDEO

90%



I watched the video more than halfway

7%



I stopped watching the video from the very beginning

INTERACTIVE VIDEO

100%



0%



LOYALTY

LINEAR VIDEO

49%



I want to watch this kind of video more often

28%



I want to share videos like this

11%



I cannot relate to this video

INTERACTIVE VIDEO

65%



41%

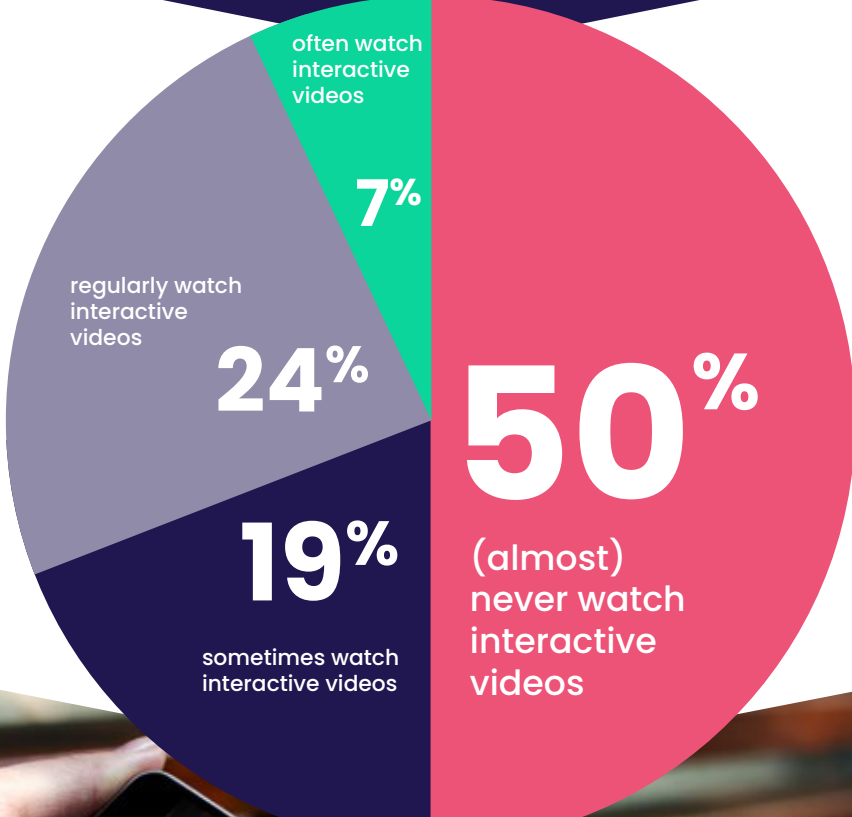


6%



74%
of the girls

never watch interactive videos



18%
of the boys

never watch interactive videos

It's really just a kind of game

"I never come across them, except when I am taking an online class."

"When I watch a film I don't want to have to do anything."

"Because it is fun and you can choose what they are going to do."

"This is something I have never experienced before."

Very cool to explain recognisable situations to someone in this way."

"It has a certain suspense through the story and you don't know if you're making the right choice or not."

CONCLUSION

Interactive video...

✓ ... is still relatively unknown

✓ ... ensures higher viewing rates

✓ ... is better appreciated than linear video

✓ ... has more potential to go viral

Source: Research NTR - WADOEJE, April 2020

Want to know more?

Call or email us for more information on interactive video

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