

Annex-A: Questionnaire

QUESTIONNAIRE FOR FINDING THE WATCHING BEHAVIOR ON SMART TV/SET-TOP-BOX

Please note: The survey is designed for educational purposes only. Any personal information will not be disclosed to any party without prior permission from the respondents.

1. Name _____ Gender: (i) Male _____ (ii) Female _____

2. Age Group: (i) 20-30 Years (ii) 31-40 Years (iii) 41-50 Years (iv) Other

3. Education level: (i) Educated (ii) Literate

4. Smart TV usage Experience: (i) One Year (ii) Two Years (iii) Three Years (iv) Other

5. The TV/Smart-TV play a vital role in reshaping the user’s perception?
(i) Strongly Agreed (ii) Agreed (iii) Disagreed (iv) Strongly Disagreed (v) Don’t know

6. The TV/smart-TV is a major infotainment device in your home?
(i) Strongly Agreed (ii) Agreed (iii) Disagreed (iv) Strongly Disagreed (v) Don’t know

7. What is the type of your smart TV?
(i) Smart TV (ii) Set-top-box (STB) (iii) USB sticks (iv) Other?

8. The smart TV is enjoyed in a group?
(i) Strongly Agreed (ii) Agreed (iii) Disagreed (iv) Strongly Disagreed (v) Don’t know

9. How much time (on average) you spent in front of a smart TV?

Less than Hour 1-4 h 4-8 h 8-12 h Greater than 12 Hours

10. What is your major activity on a smart TV? Please Tick one that you mostly perform?

Live channels/ Movies/ videos/ clips Only News Socializing (Facebook, Twitter) Email Others

11. What is the primary device used for communication with a smart TV? Please tick one that you used mostly.

Remote control Keyboard Mouse Gesture Others (smartphone-based smart remote)

12. If the remote control is your primary device for communication, then specify your preferred method of interaction.

Press/Clicks

Voice

Other

Don't know

13. Is your smart TV registered with your personal email?

Yes

No

Don't know

14. Have you downloaded an app from an app store?

Yes

No

Don't know

15. For personalization services on a smart TV, please rate your security concerns.

5

Highly Concerned

4

Concerned

3

Maybe ignore

2

No Concern

1

Don't know