

Data Value Exchange explores consumer attitudes towards data sharing and identifies the value that people expect back from content providers and marketers. At a high level, we'll uncover the degrees to which consumers are willing to share different types of data and the trade-offs they're willing to make in return for a better content or ad experience.

OBJECTIVES

- Set guardrails for what data we're permitted to ask for and what we're expected to deliver in return.
- Shift our T&C policies to minimize consumer privacy concerns and encourage mutually beneficial consumer-to-brand relationships.
- Create new viewing and/or ad experiences that make the most of consumer data to personalize and customize to our viewer's preferences.

BUSINESS APPLICATION

The insights garnered from this study will help us:

- Understand the propensity to share (both conscious and subconscious) across a range of different data categories
- Identify the value that consumers would like to receive in exchange for sharing their data
- Identify consumer sharing segments with discrete and targetable characteristics

METHODOLOGY

Qualitative:

CULTURAL
CONTEXT

Expert interviews
Industry Case Studies
Desk Research

MEDIA
DIARIES

Expert interviews
Industry Case Studies
Desk Research

IN-HOME
DEPTHS

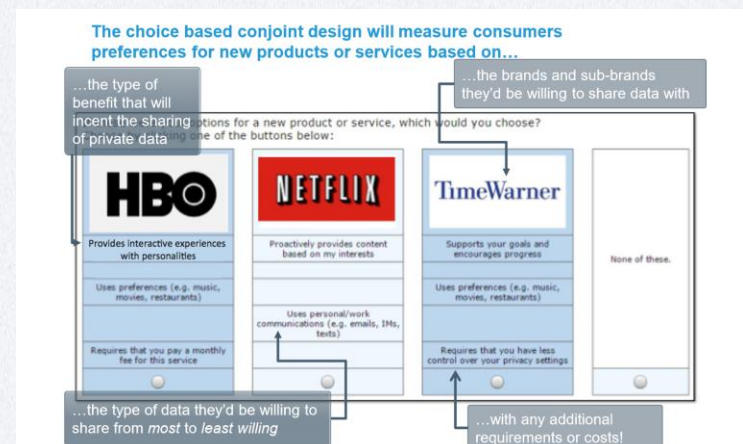
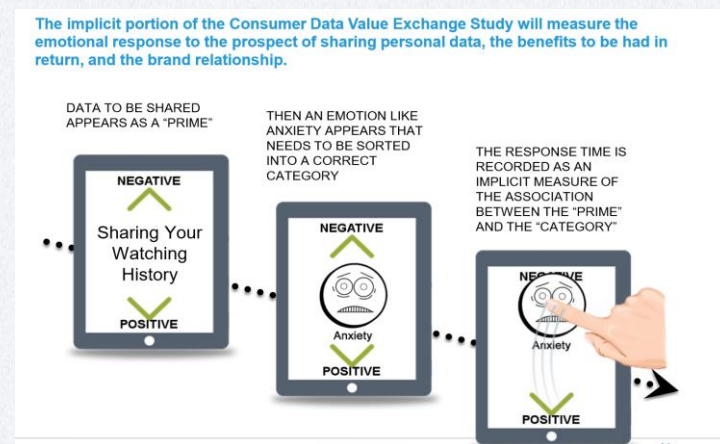
1:1 Interviews
Deep Dive

FRIENDSHIP
PAIRS

Pre-task
2 hr. groups

Quantitative: Use a combination of conscious and implicit response models:

- Measure propensity to share across the range of data categories
- Identify the hierarchy of value assigned to each type of data sharing to crystallize the data/value exchange
- Identify the core consumer segments that emerge at the intersection of data sharing and value expectations.





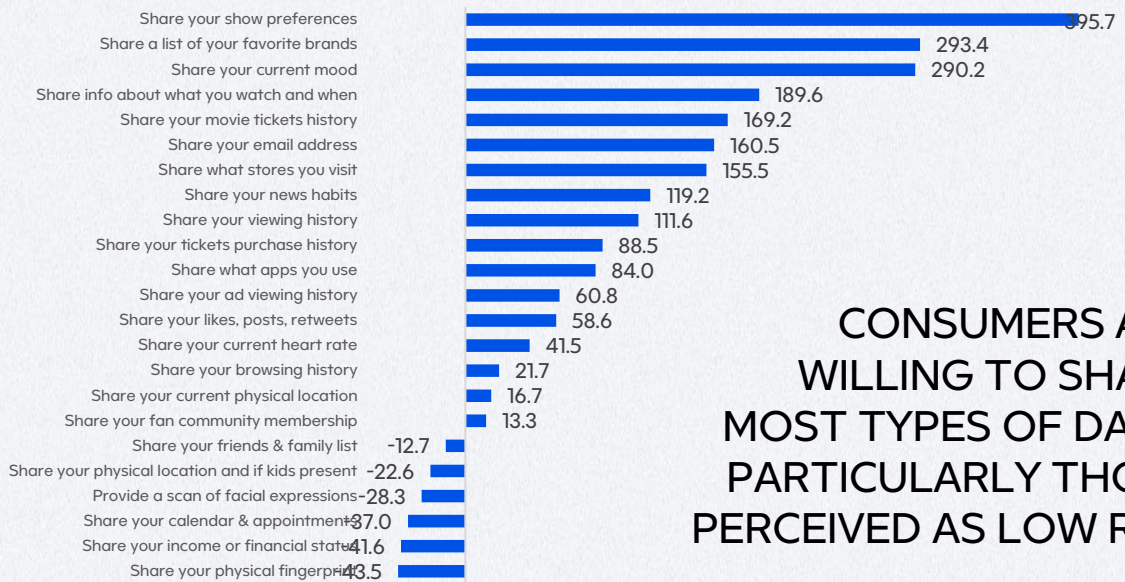
DELIVERABLES

- Qual executive summary
- Quant executive summary
- Conjoint or Discrete Choice Model
- Tool for testing data/value exchange (optimizer)
- Typing Tool for applying data value segments to other datasets

RESULTS

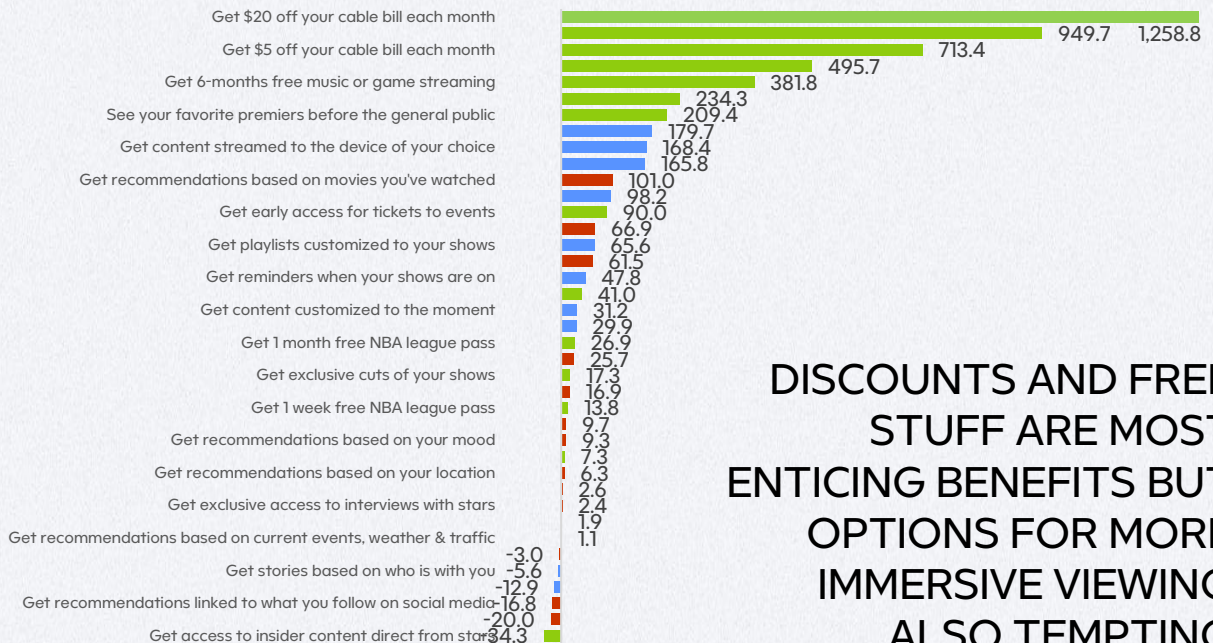
- **Qual** results due: Q3 2017
- **Quant** results due: Q4 2017

Percent Change in Share of Preference for Data Requirements



CONSUMERS ARE WILLING TO SHARE MOST TYPES OF DATA, PARTICULARLY THOSE PERCEIVED AS LOW RISK

Percent Change in Share of Preference for Programming Benefits: Overall



DISCOUNTS AND FREE STUFF ARE MOST ENTICING BENEFITS BUT OPTIONS FOR MORE IMMERSIVE VIEWING ALSO TEMPTING