



HAL
open science

IS MOBILE TV A SMALL TV?

Catherine Lejealle

► **To cite this version:**

Catherine Lejealle. IS MOBILE TV A SMALL TV?. Digital Television revisited: Linking users, markets and policies, May 2008, Budapest, Hungary. ISBN 978-963-06-4916-2, p. 57 - 67. hal-00348679

HAL Id: hal-00348679

<https://hal.science/hal-00348679>

Submitted on 19 Dec 2008

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

IS MOBILE TV A SMALL TV?

Catherine Lejealle

TELECOM Paris Tech

Département Sciences Economiques et Sociales (SES)

46 rue Barrault

F- 75634 Paris Cedex 13

Abstract

Whereas most of the studies and papers present mobile television as a personal mobile TV with isolated niche usage, mostly in mobile situations, our findings show that half of the usage is non-mobile and about 20% is shared with a family member, a friend or a colleague. Moreover, it is incorporated in routine social activities such as work and family life. Indeed, the content viewed depends on the other activities and other content accessed previously, read or seen on home TV, radio, MP3 devices or newspapers. On his way to work, the user will watch the news if he hasn't already done so, otherwise he will select a musical mobile TV channel. We found that working class participants view different content on mobile TV and on their home TV, as they focus on music, sport and news on mobile TV, a content which can easily be fragmented to suit short or long viewing duration. Thus mobile TV is complementary to other devices and media. Finally, each usage is a new challenge to the user's capabilities and competences, redefining his representation and sometimes preferring telephony, TV, Windows or surfing on the Web.

Keywords

Mobile TV, uses, sociability, digital television, viewing practices

LEJEALLE C., (2008), Is a mobile TV a small TV ?, *Proceedings of COST*, 15th May 2008 Budapest

INTRODUCTION

Traditionally, not only in France but in other Western countries, studies on TV (non-digital as it appears in every home since the 60s') focus on the way viewers receive a program: does the program have limited or broad effects on the public, both in terms of alienation and of construction of ideas, beliefs, tastes, moral values and opinions ([1], [2], [12], [20], [21]). These studies define three different usages of TV ([11]). First, it helps build a link between people (at home, at work or between neighbours) as they give shared topics to speak of, without threatening a relation as more personal topics could. Secondly, it structures the schedule as a backbone, especially for retired people or for woman staying at home. Thirdly, it contributes to learn social codes, as it's the case for instance of series that teenagers enjoy because they get familiar with love code and practices ([3], [16], [17], [18], [19]). Researchers also stress the fact that a same program is received by viewers not as a unique message meant by a sender. There are multiple ways of interpreting and decoding a program, depending on your social or ethnical background and even on the country the program is seen: in 1990, Liebes & Katz compared the reception of the serial Dallas ([10]); in 1980 Morley did the same for the BBC news ([14]). Thus, those social, ethnical and national groups do not only watch different contents but also receive it differently. Those studies criticize mass consumption and culture for the mass, following the views of the Frankfurt School. They see TV as the leisure for the working class as opposed to the culture of the upper class. In that matter, TV is a tool to reproduce social differentiation, allowing the very literate to educate well their children and giving them access to elite culture, whereas the working class doesn't have access to it, due to cost or lacking the codes. TV is seen as less legitimate, responsible for alienation, violence and the development of individualism.

As mobile TV is concerned, most of the studies of this new service ([6], [7]) present its usage as niche solitary isolated viewing, mostly in mobile situations ([22]) and for new contents ([15]). They don't consider the link with the other functionalities of the mobile phone (phone call, sending or receiving a SMS or a MMS, MP3 device embedded, radio embedded, games, camera...), with other devices (dedicated MP3, dedicated radio, other TV) nor with other activities at work or at home. Moreover, they tend to focus on the technical capabilities of the users and on the way they leverage them, thus focusing mainly on young people and on early adopters ([7]). It's also the same market segment that mobile operators stress in their ads: they show a junior executive, fully equipped with the newest technology, technically expert that uses his mobile TV mostly for stock exchange updates, news and sport, for very short durations, in mobile situations. Therefore, in this study, we have chosen to focus on the way users link mobile TV usage with other media through the day, how it competes with or complement other activities or access to several devices or contents (home TV, radio, MP3 devices, papers and magazines).

We also choose to focus on working class users, not necessarily technical experts. All studies of cultural practices ([4], [5]) show that retired people and non working adults are the most intensive TV viewers (over 4 hours per day) and that they favour series and entertainment programs. We wanted to see if they duplicate on this new service and artefact or if they are affected by the situation and the device.

This study on urban mobility was funded by the Ile de France (Paris region) local authority in association with Orange Labs. It includes other mobile usage such as

camera, visio-conference, MP3 device, which are not covered in this paper. Due to the subject, we chose a qualitative method based on a diary study for 2 weeks, augmented by two individual interviews, before and after. Participants were given a paper notebook to report and document each viewing. We interviewed 20 women and 20 men, living in Paris or in the suburb, aged from 21 to 45. They all have subscribed to the mobile TV option that costs about 7 to 10 euros monthly for unlimited usage.

The first interview is focused on general usage of the mobile phone, of mobile TV, of home TV and other cultural activities. To fully understand mobile TV, we follow the life cycle of the service: buying motivation and process, learning difficulties, content sharing...In the second interview, users comment the diary, which records each viewing: date, beginning and ending time, location, previous and following activity, potential interruptions and how they deal with them, people present and their participation to the viewing, body posture, choice of channel and of program. These 80 interviews have been recorded, transcribed and completed by ethnological study. Pictures and comments of users watching mobile TV have been captured, in order to trace back how they dynamically adapt to the situation.

1. IS MOBILE TV LIMITED TO MOBILE INDIVIDUAL USAGE ?

The decision of the French telecommunications regulatory authority to call mobile TV « Mobile Individual TV » emphasizes specific types of usage and has led us to question that choice. The diary analysis shows that 60 % of the viewings are non-mobile compared to 40% in mobile context; 40% on private time and 60% at work, with minor differences between women and men. Moreover, women interviewed watch on their own 72% and men 85%. The 28% of women shared usage consists of 15% with somebody at work (colleague, customer) and 13% with a family member (partner, child, mother, brother, friend). The 15% of men shared usage consists of 4% with somebody at work and 11% with a family member. This huge part of shared or non-mobile usage shows that mobile TV isn't limited to single or mobile usage but is part of daily life, at home and at work, alone or not.

Amongst non-mobile usage, mobile TV is sometimes the only access to TV, while in a hotel or in a holiday rental, especially during business trips abroad. If the rooms are TV-equipped, there is no access to French-speaking content and the users can watch their favourite shows on their mobile TV. "I was in Oslo and, thanks to my mobile phone; I did not miss the Karembeu¹ show on Saturday evening. I lie on the bed and watch the entire show (an hour and a half) there because the room's TV has only local channels or the usual international channels. For news or music, it is all right, but not for my favourite show on French TV." (a 36 year-old stewardess on medium-haul flights); « Last week, we went skiing and had TV in the room but were too exhausted to watch. We were isolated from the world. Fortunately, I checked my mobile on the ski-tow and this is how we learned live about Benazir Bhutto's death ». (a 21 year-old student).

¹ Adriana Karembeu is a French Top Model (translator's note)

At home, at friends' or relatives' (parents, grand-parents), mobile TV is used when no other resource is free. « My husband uses the living room TV, my son the bedroom's, therefore I watch my mobile in the bedroom, next to my son. But as soon as my son releases the TV, I watch it. The screen is larger. » (a 39 year-old administrative assistant). « I was at my parents' in the country. It was the end of the afternoon and they were watching their show « *Questions pour un champion* ». I really dislike it, so I went to the kitchen and had a coffee. I watched what else was on. I zapped because it is not a time when I usually watch TV. I was watching casually, until they were done. I do not remember what it was. I preferred to be on my own and watch on my own screen » (Victor, 34-year old, sales representative).

Mobile TV allows watching one's own program, either quietly in another room, or close to relatives, or even to watch multiple channels at once, switching from the mobile phone's screen to the TV. "my lessons finish at 7PM and I get home late. When I get there, my parents are watching the news so I watch it with them, but when the weather forecast starts, I watch "Kameloot" on my mobile phone. I put on my headphones and watch my show, it's not long, just the time they watch the weather forecast and then we have dinner." (a 21-year old student living with his parents) "We have one TV in the living-room and one in the kitchen. So, when there are two of us at home, my girlfriend and I, it allows watching peacefully in the kitchen. I watch the news and she watches her Thursday soap opera. But, as we don' see each other during the day because we both work and I work shift, sometimes I have to leave at 4 am, so in the evening, we like being together on the couch. Then I watch the news on y mobile phone in order not to go to the kitchen. The screen is smaller but we are together and have each our own program. If I watch LCI² in the kitchen, I watch it half-heartedly. The mobile phone allows to have peace and watch whatever I want while being with her." (a 29 year-old men, living together with his girlfriend).

It is therefore possible to check the start of a show and avoid missing other shows that would start simultaneously or ignore news that colleagues would discuss the next day. "Yesterday evening, I was watching "Pop Star" on TV. I was on the couch with my girlfriend and at the same time, I was watching the show on TF1³ on the mobile phone because I knew that today my colleague were going to discuss it and I wanted to be aware. There 300 channels non-stop and therefore I'm often on another one on the mobile phone in order to stay connected to the world. Last week, my colleagues spoke about a cat in a retirement home in Ireland. Every person this cat would stop in front of, dies in the following days. I was the only one unaware. Since then, I got the news on my mobile phone because it came up again and I could see it but I was upset to have missed the news. I turn the volume very low or I switch it off and turn it up only if it is really important" (Patrick, 29-year old, bus driver). The information has less value in itself than staying connected to the world. It is a relational usage (Chalvon-Demersay S., Pasquier D., 1997).

² LCI stands for « La Chaîne Info », a French news channel (translator's note)

³ TF1: Most popular French channel (translator's note)

On the bed or the couch, the comfort “like hospital TVs that are well oriented to watch in bed” justifies the use of mobile TV because one does not have to get up to switch it off to go to sleep. I was in the living room, lying on the couch, and I watched on my mobile phone and not on the living room’s TV in order not to get up and grab the remote control. The mobile phone, I have it handy and therefore, being lazy, I watched the news with it.” The small size of the screen and the handiness of the handset turn it into “one’s own TV” and a bodily engagement different from a TV set. When coming home late after a party or tired from work, the interviewee appreciates to stretch out in order to watch on his own and relax.

At home, it also allows access to channels that are not available or that have an extra cost on ADSL (asynchronous digital subscriber line), cable or satellite, causing the cancellation since the channel is available at no extra cost on the mobile phone. To have both the comfort of a large screen and no cost, the mobile phone is linked to the LCD or plasma living room TV set, allowing a collective viewing with relatives. « I connect my mobile to the home TV screen and watch mangas with my nephews ». (a 21 year-old student living with his parents). In other cases, Mobile TV provides viewing continuity while changing places, such as starting in the tube or next to a child getting to sleep, and then watching the rest of the program on the living room TV. It can also provide temporary viewing while going to the toilets or to the kitchen to get a snack. “ I watch the beginning of the shows before I get home. For instance, for Koh Lanta⁴, as tonight I finish work at 8 PM, even if I do not have time to watch because I’m driving, I switch on my mobile phone in order not to miss the beginning and, once at home, I proceed on the living room TV” (a 29-year-old employee). “Every evening, my one year-old son needs my presence to go to sleep. Therefore, I stretch on a carpet next to his bed. Before having this option, I waited sometimes over half an hour before I could join my husband on the sofa to watch TV. I often missed the beginning of a show and had to ask him for a summary and more of all, I got bored of waiting in the darkness. Now, I have my earphones and my mobile phone and I watch TV. He smells his mum’s scent next to him and that’s what he needs. I check what’s on and then I watch the beginning of the evening show before joining my husband. » (a mother of a one-year old kid).

At work or in college, we see three different types of usage. The first one, which is shared and daily, happens when colleagues or school mates gather to watch together their favourite show, often a soap opera or the news. They access it directly and its timing structures the daily organization, even leading to have lunch earlier in order to be ready for the beginning of the program. Sharing creates links and generates a routine with viewing optimization such as using a stand in order to orient the mobile phone for everybody to see. “At work, I watch TV. As we do not have a TV set in the office, my mobile phone is a way for me to watch my shows. And my colleagues benefit from it. Yesterday again, we watched “*Les feux de l’amour*” There were two colleagues with me in the office. My co-worker, with whom we usually watch the show together. So I was sitting, and so was she. We switch it on maybe five minutes early. As we know that it starts at 1:50 pm, we switch it on at 1:45 pm. Then, I remove the headset or else they would not hear anything” (a public servant).

⁴ A popular show on a French TV channel (translator’s note)

“During the morning and noon breaks, we watch the France 2 news with my friends. We are in business prep school and therefore supposed to read printed newspapers every day, like “Le Monde” and “Le Figaro” and “Les Echos” but we don’t have the determination, so we watch the news flash on ITV during the break and the news while having lunch. During the break, I sit on a chair and two or three other classmates watch the news with me. It’s like doing homework because we’re supposed to read the press. It’s instructive.” (a 20-year old student in business prep school). « At the bar, the evening of the debate between Mr. Sarkozy and Mrs. Royal, I turned up the volume high so that everybody could hear, because customers who came to have dinner also wanted to hear the debate. It was hot because many of us were close by to listen, but in the restaurant there is no TV so we felt that we were cut from everything without my mobile phone.” (a 27 year-old bartender).

Opposite to that, a second use is individual and allows in a noisy open space to get a quiet break, alone in one’s bubble. A way to relive stress, the viewed content is of little important and zapping allows to ease tensions. The content is less important than the opportunity to be quiet alone. “It was after lunch. I had quickly brought my sandwich to the office. I had time, at least 45 minutes left. Therefore, at this moment, I was not necessarily willing to chat with colleagues, because at that time, their discussions were getting on my nerves. You see, we have a generation and education gap, literally speaking, because I have four years of university education, but in my work environment I’m with people who attended only high school so therefore I have difficulties sharing thoughts with them. I need it, it’s a question of survival to have a moment just by myself. It’s a moment when I am cut from the world. We have a room where we can meet between us, be quiet, a room somewhat isolated where archives are stored. I watch the news and travel or documentary channels. I surf a little. If I have lunch with them, we will either discuss kids and I have none, or policy. For a while, it’s like a TV remote control. You see, I have the ability to do something else. I have this ability, while being physically there to have a break. It’s some oxygen, to think about something else, to get out of the box, out of the work at hand. To get away, like others would make cross words or others call friends.” (a 34-years old administrative clerk)

A third usage, also individual, is for isolated workers (shop attendants, bus drivers, sales representatives) who are expecting Mobile TV to provide them with company and will leave it on for hours as a background noise without necessarily watching the screen continuously. “I run a photo shop on my own and it helps me to feel less lonely. Company policy prevents us from bringing a TV” (a 34 year-old college degree, franchise shop manager); “I watch all the time at the terminal before leaving. I have to stay in my bus. Before, I had a portable radio, but mobile TV is better because I can watch it” (a 28 year-old bus driver) « Before a meeting with a customer, I relax and get my brain washed from any ideas. I stay in my car, in the parking lot. I get there early, and it allows to think about something else than the stress of the negotiation” (a 34-year old, sales representative). With the three uses of TV, namely structured usage such as “background use” ([11]) pacing the day and providing company, relational usage in the conversations and cognitive ([17]) usage as norm learning, there is a “physical relief”([13]) and an individual bubble to isolate oneself from external noise and from others, to restore one’s calm in open space offices. It’s a special relational usage, because it makes the presence of others bearable, not by sharing by thy isolation.

Mobile TV is an additional resource to share time and space, but usage remains not very legitimate and sometimes hidden to avoid comments from relatives (mother, spouse) or colleagues, especially managers or subordinates who front of which one should not lose face. At home, the interviewee can watch secretly, leaving all the TV sets switched off, making believe that he's not watching and, in one instance, pretending to brood and leaving the large screen to the husband and in another, pretending to watch over the kids, while watching Mobile TV or else pretending to make homework or to sleep. For the adult at work or for the parent who need to take care of his kids, Mobile TV does have the same legitimacy than a book, so that the interviewee comes up with up self-regulation rules. "Mobile TV, I use it to brood. When I fought with my husband and I leave him the living room TV, I go to the bedroom to brood, I do not dare switch on the bedroom's TV because he would hear it and my pretence would be uncovered, so I watch it on [my Mobile TV] and he knows about nothing. He believes I'm upset and sleeping. As soon as he comes into the room, I switch it off and he's unaware" (a wedded interviewee); "I use it at my mother's, when she watches the living room TV and I go to the room to play with my kids (one and five year old). Sometimes playing gets boring and I want to switch on the TV. My mother has one in the bedroom but I do not dare switch it on at that moment because I am supposed to play with my kids and not watch TV. So I take my mobile phone and my mother knows about nothing, else she would comment. She's in from of the TV, even while we're here. So, I let them play a little while and watch it." (a mother); « I do not have a TV in my bedroom and often I watch TV on my mobile phone instead of working. My parents believe that I do my homework, but really I watch TV" (a 20 year-old student); "I watched it every day during Christmas week. We are at my grand parents and they are old-fashioned. It's bedtime at 9:30 pm and I go to bed late. I watched the end of the evening movie and the following show." (a 21 year-old student). "We were in a meeting. It was a highly boring meeting because we were currently in a period of meeting frenzy. So I was both listening intently but also willing to get away so I decided to watch the "Planète" channel because they often have punchy shows. It's true that at that moment, instead of watching the news that I'm more interested but that I can't follow without the sound, I switched on "Planète" because I can watch it while muted. It's more for the images." (a 34-year-old administrative clerk).

Specific observation on the workplace is complementary to work sociology studies or usage studies that study mobile phone especially its business purpose, notably the effect of home office on the hierarchical link and on the limits between private life and life, showing that it is a hindrance to professional usage between colleagues. Entertainment usage (Mobile TV and games) allow on the contrary to easy relationships or create bonding around routines and social customs. It maintains or soothes social links, around the ability to do or speak together, allowing to reconcile private and collective time. Being present or absent has a new meaning, allowing to escape on one's own or on the contrary to integrate and tell a story like a community sharing social rites.

Finally, observation of the use of Mobile TV shows that there are also the 3 uses of standard TV at home: relational, structural and cognitive use, but with new context such as work, academic and mobility. These results tend to prove that Mobile TV is

one additional device that interlaces with other devices, offering a wide variety of collective or individual usages, static or mobile, linked with previous and following activities. As soon as one resource is freed up (a larger screen, a partner back for dinner), the usage changes. "I watch it lying on the couch coming back from work and I stop it when he arrives to have dinner" (a 34-year-old administrative clerk). We find out that the taste is built jointly on the spot as a mediation of four elements that are "the tasted object, the community of users, devices and conditions enabling the tasting, the body that feels it...The taste is a reflexive, body-embedded, framed, collective, equipped activity, mixing in one gesture the user's expertise and the set of tools he values" ([8]). Usage is not isolated in niches but rather inserted seamlessly in the user's daily timetable, taking into account the environment (mobility, other people), the other activities and the access to several devices and contents.

2. INTEGRATION IN THE WORKING CLASS'ECOSYSTEM

As previously mentioned, most of the 40 people interviewed belong to the working class, who are the most intensive TV viewers (over four hours per day) along with retired people as evidenced by Olivier Donnat's studies ([4], [5]) for INSEE (French National Institute of statistics). As contents are concerned, they prefer series and entertainment programs. Studying an entire day shows that home TV viewing durations are not impacted by mobile TV, as the latter is used at times when the home TV wasn't switched on or in addition to it. Therefore these lower classes consume even more TV, in « an additional logic » that Olivier Donnat observes for higher social classes, cumulating visits to museum, opera attendance and reading. Mobile TV changes the content working classes watch on TV. But mobile TV isn't a small TV that reproduces identically TV usages, as contents are different. Indeed, Olivier Donnat defines four types of « TV program necessary to measure TV audience: entertainment and games, soap and series, cultural programs, sports ». On the mobile phone, sport counts for only 5% of the women's usage and 20% of men's. The three remaining categories account for less than 20% of the total duration. To measure mobile TV usage, two additional categories are needed: music (30% of women's usage and 20% of men's) and news (respectively 15% and 30%). Indeed, usage context suits better these contents than an entire feature movie, because the available time for viewing is often unpredictable (waiting for someone or something) or because the time slot differs from one day to another, preventing the user from watching his favourite show, so that he continues to watch it on his home TV, as usual. As they access content such as news or sport, they tend to get closer to what upper classes watch on TV at home. Mobile TV decreases the gap but doesn't suppress it as home routines remain unchanged.

Mobile TV is particularly suited to following live events (sport, elections). Formerly, users had no TV access while working and had to wait for the end of the day to get the update. Mobile TV enables them to access regularly, sometimes quickly to get an update at work, to stay tuned, often sharing with colleagues also eager to have the update. The latter will feed back into their conversation and fit in their activities.

As women are concerned, studies ([9]) on French TV uses show that they watch more TV than men. It is also the case on mobile TV: the analysis of the diaries gives 42 minutes per day of women and 20 minutes for men. They access the service 1.4 times a day, compared to 2.1 for men, because once on the service, they stay longer, sometimes leaving it as a TV company, listening and not watching. *In situ*

observations underline that when waiting or queuing, men mechanically and automatically access to the service for very short duration, sometimes for relieve the stress as a cigarette could do. Women tend to wait for a non-mobile longer situation to connect to the service. « It takes a long time to get connected, so I wait until I have enough time available. Otherwise it takes longer to get connected than to enjoy it » (a woman); « I watch it regularly, as soon as I have a minute, often not thinking of it, simply mechanically on the tube platform, at the self service for lunch at work, at the coffee machine or while having a cigarette ». (a man).

As contents are concerned, Olivier Donnat shows that they prefer series and soap operas, to news and sport. We also observe that mobile TV enables them not to miss their favourite soap, making a daily ritual of it, sometimes inviting colleges to watch it, and that men tend to be uninterested by such contents. Series represent 30% of women contents on mobile and 14% of men. Musical channels represent 25% of women contents and 34% for men, taking the place of radio at home or in the car or only enabling to continue on a mobile situation. Regarding music, if they continue to hear it on their radio at home, mobile TV enables women to take music with them, adding the picture, as they favour music channel, sometimes watching, sometimes only hearing as a presence.

As mentioned, the mobile TV context invites women to open themselves more to sport and news than they do on home TV. Mobile TV tends to reduce the gender difference but doesn't suppress it: news represent 50% of men content and 12% of women. Sport represents 35% of their contents and only 5% of women. Again, we see how home TV and mobile TV are complementary, both in usage and content, and do not compete.

3. IS MOBILE TV CLOSER TO TELEPHONY OR TO TELEVISION?

This brings us to ask the users to qualify the service, which appears to them « not TV on the mobile » nor « a small scale TV but something different ». Each connection or channel choice reminds them that mobile TV is « not ready to use like home TV, in front of which I let myself passively go for hours without noticing. It's not like an easy button you push and it's ready for you to rest for hours. Not at all that kind of experience, as you have to stay alert, to manage it constantly and to adapt yourself to the changing situation ». Mobile TV appears as less outstanding and of unpredictable quality. « It takes forever [to access the service], I start it again, when it warms up, I stop it, then connection is interrupted for a while, it fluctuates, it bugs often ». The service is perceived as more complex than home TV and they master it poorly. « I don't control it, it works that way, I don't know how to use it, I've asked the operator for explanation but nobody knows how to do it, it depends, sometimes they change the first screen with the channel list ». While viewing, the user must constantly adapt the screen's orientation to the light so that he can watch comfortably. In spite of all those differences, some experiments brings mobile TV close to home TV: zapping while viewing, hearing without watching as a background noise for presence, uploading a TV remote control to mimic the home TV's, to leverage TV expertise.

Their representation of mobile TV is sometimes close to Windows organization on a computer with the logic « of unfolding menus and icons where I select the channel logo and I scroll into the menu ». Sometimes it's closer to Internet as « I connect to it,

I surf, I navigate ». The channel list is « organized by pages like the result of a Google search. It's the same. You see the number of pages at the bottom of the screen. Now that I know that my favourite channel is on page 4 out of 5, I got there directly ». Some users customize the organization by adding like on the Web « a direct access by inserting TV as an icon on the front screen for my mobile so that I can access mobile TV directly, as soon as I switch my mobile on. I made that shortcut in order to avoid all the steps, from connecting to 3G, waiting for it and then going to the service and then selecting my favourite channel, which I know is on page 3 ». Thus, they leverage their Internet expertise, more useful according to them than the home TV expertise. « I spend my days surfing on the Web and that helps a lot. I've my habits »; « I've added mobile TV to my Favourite list, as I do on the computer for Web surfing »; « I programmed it to keep the last five channels I've seen in a log and to suggest them automatically, because I always watch the same ».

Some trial usage reinforces this representation of mobile TV being close to Internet, such as interactivity. « Like on the Web, the operator attracts us with advertisement to inform us of new channels available or new programs. For example, I got to hear about *Les têtes à claques* that way. It's exactly like on the Web, you always have advertisement of new products in relation with what you like to give you new ideas. Home TV doesn't do that ». (Kaïs, 27, barman); «I've discovered that channel because they pushed it, by saying that it was a new one. Therefore I was tempted to go and see it and stayed tuned. It's exactly like on the Web, when you mail or google information. On the link you have your google findings and on the right side, they push information related to your topics. It gives you ideas. It's like on the Internet, sites are linked and not partitioned as competitors. The operator's portal federates and doesn't position channels as competitors, whereas once you watch one home TV channel, you stay on it without having information about the others. It's partitioned ». (Sam, 35, bookshop salesman). At last, both mobile TV and Internet have stream and stock programs, sometimes on a week or more, enabling the user to free himself from the TV schedule. Home TV isn't that flexible.

But other challenges while using mobile TV leads the interviewer to rethink his representation of the service, as closer to telephony. It's the case when they receive a call, a SMS or a MMS, technically impossible to avoid. It interrupts the viewing and disconnects. « I have to take the call » « I can't avoid it. It has a priority ». These recording of users show that the telephony universe breaks into the viewing with no choice left. Manual reconnection is compulsory to restart. Sometimes, the calling function is welcomed by the viewers because the content invites him to call to comment on the program. « Yesterday, I've watched the whole football match on my mobile but the paid channel Canal + broadcasts it and at home we only have the regular free channels. I lay in my bed all the time, watching the whole 2 hours, calling my friends during breaks to comment the game live ». (Simon, 20, student) Sometimes it's the mobile material limitations (battery, thermal effect, screen adaptation to the light) during daily usage out of home that reminds the user that « he doesn't watch TV at home but [needs] to adapt the viewing to the mobile phone's limitations. Very often, on my way back home in the evening, I stop watching in order to keep some battery in case I need to call home if the tube is delayed. »; « After a certain amount of time, it heats so that I stop viewing, switch it off and start again after a while ». Thus some functions of the mobile phone such as call, SMS or MMS

reception, network disconnection or battery limitations remind the user in the middle of the viewing that he's watching on a mobile and not on his home TV.

CONCLUSION

This study of mobile TV usage shows that in spite of the name (mobile individual TV) given by the French regulatory authority, it is not limited to individual usage while being mobile but extends to shared or non-mobile usage. Dedicated or in parallel to other activities, for short or long duration, it allows the viewer to be quiet in an isolated bubble or to build a link with relatives or colleagues. Each session challenges the user's representation of the service, be it telephony, television, Windows presentation on the computer or Internet. Indeed, as call, SMS or MMS reception, network disconnection or battery breakdown in the middle of the viewing present the service close to telephony, while zapping and hearing without watching all day long as a presence when alone is closer to television. Interactivity, surf in the unfolding menus, presentation of the service with icons is closer to the computer and to Internet. Each viewing is a co-production, evolving dynamically, taking into account the availability of a resource, built as a mediation between four elements: "the tasted object, the community of users, devices and conditions enabling the tasting, the body that feels it...The taste is a reflexive, body-embedded, framed, collective, equipped activity, mixing in one gesture the user's expertise and the set of tools he values" ([8]. Usage is not isolated in niches but rather inserted in the user's daily timetable, taking into account the environment (mobility management, other people), the other activities and the access to several devices and contents. For example, if he hasn't seen the news before leaving home, the user will watch news in the tube on his way to work in the morning, otherwise he will chose musical channels. Mobile TV also enables him to decide to watch a program with his family on the sofa at night instead of watching alone another program, knowing he can keep it back alone the next morning on his mobile. The consecutive contents, devices and media available throughout the day define the usage. Lastly, a focus on lower classes shows that contents on mobile and home TV are different: more music, sport and news on the mobile, as these programs can be fragmented and are suited to short or long durations. Therefore both experiences are complementary, neither in competition nor niche usage.

REFERENCES

- [1] ADORNO T. W., HORKHEIMER M., 1944 (réed. 1974), « La production industrielle des biens culturels » , *La dialectique de la raison. Fragments philosophiques*, Paris, Gallimard
- [2] BERELSON B., GAUDET H., LAZARSELD P., 1944, *The people's choice. How the voter makes up his mind in the presidential campaign*, New-York, Columbia University Press
- [3] CHALVON-DEMERSAY S., PASQUIER D., 1997, *Drôles de stars*, Paris, Aubier
- [4] DONNAT O., 1998, *Les pratiques culturelles des Français. Enquête 1997*, Paris, La Documentation française

- [5] DONNAT O. (dir), 2003, *Regards croisés sur les pratiques culturelles*, Paris, La Documentation française
- [6] GOGGIN G., 2007, *Cell phone culture*, London, UK, Routledge
- [7] HARPER R., REGAN T., ROUNCEFIELD M., 2006, « Taking hold of TV: learning from the literature », *Proceedings of OZCHI'06*, Sidney, Australia
- [8] HENION A., 2005, Paris, « Pour une pragmatique du goût », working papier n°001, www.csi.org
- [9] LEHINGUE P., 2003, « Les différenciations sexuelles dans les pratiques culturelles. Evolution 1973 - 1983 », in DONNAT O. (dir), *Regards croisés sur les pratiques culturelles*, Paris, La Documentation française
- [10] LIEBES T., KATZ E., 1990, *The export of meaning: cross-cultural readings of Dallas*, New-York, Oxford University Press
- [11] LULL J., 1980, « The social uses of television », *Human Communication Research*, n°6
- [12] MACE E., 2001, Qu'est-ce qu'une sociologie de la télévision ?, *Réseaux*, Issy-les-Moulineaux, CNET
- [13] MEMMI A., 1979, *La dépendance. Esquisse pour un portrait du dépendant*, Paris, Gallimard, Folio Essais
- [14] MORLEY D., 1980, *The « Nationwide » audience: structure and decoding*, London, British Film Institute
- [15] O'HARA K., SLAYDEN MITCHELL A., VORBAU A., 2007, « Consuming video on Mobile devices », *Proceedings of CHI'07*, San José, USA
- [16] PASQUIER D., 1994, « Vingt ans de recherches sur la télévision: une sociologie post-lazarsfeldienne ? », *Sociologie du travail*, n°1
- [17] PASQUIER D., 1997, « Télévision et apprentissage sociaux: les séries pour adolescents », in BEAUD P. et al., *Sociologie de la communication*, Réseaux, Issy-les-Moulineaux, CNET
- [18] PASQUIER D., 1999, *La culture des sentiments. L'expérience télévisuelle des adolescents*, Paris, Editions de la MSH
- [19] PASQUIER D., 2002, « Une nouvelle amie: le héros télévisuel comme promesse d'amour », in GUERN P. (dir), *Les cultes médiatiques. Cultures fan et œuvres cultes*, PUR, Rennes
- [20] PASSERON J.-C., 2003, « Consommation et réception de la culture. La démocratisation des publics », in DONNAT O. et TOLILA P., *Le(s) public(s) de la culture*, Paris, Presses de la FNSP

[21] SILVERSTONE R., 1994, *Television and everyday life*, London, UK, Routledge

[22] SODERGARD C., 2003, *Mobile television- technology and user experiences. Report on the Mobile TV project*, VTT publications