

Screener - How You Stream

Teaser

Do you stream video content? Whether you are a serial binge-watcher or an occasional lurker on someone else's account, we want you! Selected scouts will complete one quick mission showing us what they watch and why and make an easy \$20 in the process. To apply, you'll answer some questions about your streaming habits and how streaming affects your life.

Questions

1. Checkpoint

For this opportunity, we want you to reflect on your video streaming habits. "Video streaming" is watching content from any stand-alone service, like Hulu or Netflix.

2. Multiple Choice MULTIPLE SELECT

On which of the following do you watch streaming video most often? Pick your top two.

- Smart TV
- Tablet
- Smartphone
- TV-Connected Device (e.g., Roku, Apple TV)
- Gaming System
- Other (Tell Us)

3. Multiple Choice MULTIPLE SELECT

To which services do you currently subscribe? (Feel free to select those you were added to by others.)

- Netflix
- Hulu
- Amazon Video
- HBOGO
- Showtime Go
- Twitch
- Crackle
- Sling TV
- DirecTV Now
- Crunchyroll
- Other (Tell Us)

4. Multiple Choice SINGLE SELECT

OK, which streaming service is, in your opinion, the best?

- Netflix
- Hulu
- Amazon Video

- HBOGO
- Showtime Go
- Twitch
- Crackle
- Sling TV
- DirecTV Now
- Crunchyroll
- Other (Tell Us)

5. Open Ended UNLIMITED

In a few sentences, describe why you think that service is the best. Make your case!

6. Multiple Choice SINGLE SELECT

On average, how many hours PER DAY do you stream video content?

- Fewer Than 1
- 1-2
- 2-4
- 4-6
- 6 Or More

7. Open Ended 140

What is the ONE show you cannot get enough of right now?

8. Open Ended UNLIMITED

What about that show has you hooked?

9. Media VIDEO 30

In 30-seconds, complete this sentence: "Streaming video services have _____ my life because _____."

10. Open Ended UNLIMITED

Sometimes we get stuck and aren't sure what to watch. When you get stuck, how do you choose what to watch? Describe your method in a few sentences.

11. Open Ended 140

What is your favorite genre or type of content to stream? Keep your answer short, please!

12. Education

What is the highest level of education that you've completed?

13. Employment Status

Are you...

14. Ethnicity

Which category best represents your ethnic or racial background?

15. Household Composition

Which of the following best describes your living situation?

16. Household Income

What is your annual household income?

17. Industry

What industry are you in?

Mission - Your Streaming Moments

Overview

It's simple: ANY TIME you stream video content over the next four days, we want you to capture it in an entry. We're looking for at least six of these streaming moments. These can be on-the-go or at home with family.

Try and submit at least one entry each of the four days (or more if you're binge-watching this weekend). Complete this four-day mission and earn \$20!

Instructions

WHEN

Submit at LEAST six entries by Sunday, January 29 at 11:59p CST. Try to submit an entry EACH DAY! We'd like to see your activity over the course of the four days, not all at once (if possible).

WHAT

Any time you find yourself streaming video content, whether it's a show or movie, we want you to capture that moment! It doesn't matter where you are, as long as you're using a streaming video service, we want to see it.

HOW

When you find yourself about to stream any sort of video content, just open the dscout app, and submit an entry...it's just that easy!

Questions

1. Open Ended 140

What are you watching right now?

2. Media PICTURE

Snap a selfie capturing this moment. Make sure we can see you, the show/movie, and your environment.

3. Multiple Choice SINGLE SELECT

How are you watching?

- Smart TV
- Tablet
- Smartphone
- TV-Connected Device (e.g., Roku, Apple TV)
- Gaming System
- Other (Tell Us)

4. Multiple Choice SINGLE SELECT

Which service are you using?

- Netflix
- Hulu

- Amazon Video
- HBOGO
- Showtime Go
- Twitch
- Crackle
- Sling TV
- DirecTV Now
- Crunchyroll
- Other (Tell Us)

5. Multiple Choice [SINGLE SELECT](#)

Where are you watching?

- Home
- Work/School
- In-Transit
- Public Place (e.g., cafe, coffee shop)
- Other (Tell Us)

6. Multiple Choice [SINGLE SELECT](#)

Which best categorizes this streaming moment?

- Just want to veg out and relax
- Catching up/staying on track with my watching
- Looking for a new favorite
- Always watch something at this time
- Something else (Tell Us)

7. Media [VIDEO 30](#)

In a 30-second video, tell us why you decided to watch this show/movie. What about this moment led you to the show/movie you chose?

8. Multiple Choice [SINGLE SELECT](#)

How did you decide to watch this show/movie?

- A personalized "for me" list
- Recommendation by a friend/family member
- I just knew I wanted to watch it
- Recommendation by a media critic/writer/blog
- Something Else (Tell Us)

9. Open Ended [UNLIMITED](#)

Could you describe the steps that led to your watching this show/movie?

10. Multiple Choice [SINGLE SELECT](#)

How much are you enjoying this streaming moment?

- 1 (Meh)
- 2

3

4

5 (Amazing)