



LIFE  
WITHOUT  
TV.

COULD  
YOU  
COPE?



# A DEPRIVATION EXPERIMENT





# THE RULES OF ENGAGEMENT

## 5 days without TELEVISION

### NO:

- Pay TV packages
- Over-the-air TV
- Television on Demand
- TV Everywhere apps
- PVR access

## 5 days without SVOD

### NO:

- Netflix
- YouTube TV
- Amazon Prime TV
- Crave TV



# MARKETS

24

Households in the US, across Chicago, Atlanta and Austin

11

Households in Canada across Toronto, Vancouver and Montreal

5

Households in the UK across Derby and Nottingham

5

Households in Madrid, Spain

5

Households in Buenos Aires, Argentina

5

Households in Australia across Newcastle and Sydney

150 global participants, 30 Canadians

# A CHALLENGING RECRUIT

We assumed it would be a simple recruit ...

but in fact, it was quite difficult to find people who were willing to give up TV for a week.



# INITIAL CONFIDENCE

Those who agreed to the challenge were confident they could survive without TV



**“I think we’ll be fine...  
Yeah, I think we’ll be ok without TV.”**



# THE REALITY

Participants missed TV.  
A Lot.  
And for a number of reasons.

# WHY THE DISCONNECT BETWEEN EXPECTATION AND REALITY?



Narrow definitions of TV



TV is a subconscious choice



Needs > Content



# TV DELIVERS:

1. CULTURAL CONNECTION

2. HOUSEHOLD BONDING

3. PERSONAL RELAXATION

# CULTURAL CONNECTION

Without TV respondents  
reported feeling 'cut off'

# CULTURAL CONNECTION

TV DELIVERS CULTURAL CONNECTION THROUGH SCALE & SYNCHRONICITY



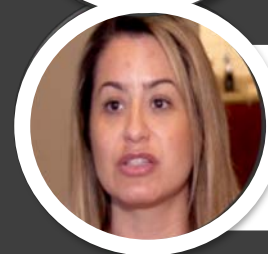
**“[Co-workers] are discussing some particular show at work, so not being able to participate in those conversations makes you feel almost like an outsider.”**

*Maijsa, Atlanta, 43 – on missing out on shared references*



**“Different co-workers support different teams so it’s a fun little rivalry we’ve got going on.”**

*Rick, Toronto, 46 – On hockey playoffs with friends*



**“We both want to watch Leftovers, so we’re annoyed we’re missing it. We’re trying to stay off social media because a lot of my friends will be posting reactions and updates.”**

*Anna, Atlanta 34*

# HOUSEHOLD BONDING

While cultural, social and technological forces are putting pressure on our shared time,

TV continues to provide a simple and enjoyable way to spend time together



# TV DELIVERS HOUSEHOLD BONDING FOR 3 REASONS

- It's at the heart of the household
- Easy choice and easy access
- Broad appeal



# HOUSEHOLD BONDING



**"TV is kind of our time, our quiet time; definitely missed that bonding kind of moment during the experiment."**

*Lana, Toronto, 36 – on watching with her husband*



**"I feel we're missing out on the routine and those special moments we spend enjoying the shows that we bond watching together; Friday night is usually a TV night for the entire family."**

*Tryphena, Austin, 38 – on 'family night'*



**"What I missed most was TV shows in the morning, curling up with the kids on the sofa and having a cuddle."**

*Karen, England, 33*



# PERSONAL RELAXATION

A truly effortless experience & easy company

Living without TV, households missed the down time and comforting company that TV provides



# PERSONAL RELAXATION



**"After a long evening it was hard for me to not watch TV, I miss being on the couch and not having to think about anything, just being entertained."**

*Nikola, Montreal, 35 – on easy relaxation*



**"[it was] hardest weekday nights, I missed those mindless 'I'm done I'm just going to chill out', moments where I find something I enjoy to shut my brain off."**

*Ryan, Chicago, 38 – on distressing after work*



**"I prefer to watch something relaxing and light before I go to bed so I am in a better frame of mind...sometimes some comedies or cooking shows."**

*Rick, Toronto, 46 – on relaxing before bed*

# LIFE WITHOUT SVOD



# LIFE WITHOUT SVOD

Most anticipated that life without SVOD services would be harder to cope with than TV ...

... the reality was quite different



# LIFE WITHOUT SVOD

Participants missed having access to the content, but the impact wasn't nearly as profound

SVOD simply doesn't help them meet the same human needs that TV does

# LIFE WITHOUT SVOD



**"5 days without Cable TV I found harder than the 5 days without subscription, because I found I was behind in understanding some of the news that happened.."**

*Lana, Toronto, 36 – on cable providing context to current affairs*



**"Watching things on Netflix is okay up to a point, but feels a little bit... disconnected.."**

*Oliver, 24, Nottingham*



**"Content wise I'm not getting anything current... A little frustrated, feeling like I'm not able to keep up to date with current events or what's going on."**

*Judy, Toronto, 42 – on frustration at losing the social currency TV brings*



# WHAT WE FOUND

Television provides more than just premium and easily accessible content, it provides benefits that go far beyond entertainment:

- Cultural Connection
- Household Bonding
- Personal Relaxation

# IN SUMMARY



**“Living without TV was post-apocalyptic...  
I can’t even think about it, it’s too awful.”**

*Hal, Atlanta, 44*

# APPENDIX



# THE DETAILS

All participants had to watch at least 10 hours of TV per week to be considered for the study



## 2 DAYS IN THE LIFE

- 150 participants Globally
- 103 participants across the US & Canada
- Understand modern living room
- Capturing modern TV and media behaviours
- 55 households taken forward into the next stage



## DEPRIVATION EXPECTATIONS

- Depth interview to discuss feelings and expectations prior to the TV / SVOD deprivations
- Briefing on the rules and guidelines



## TV & SVOD DEPRIVATION

- Group A: TV only households- A 5 day TV deprivation
- Group B: 5 days without TV, 5 days without SVOD. With half starting with SVOD and the other TV

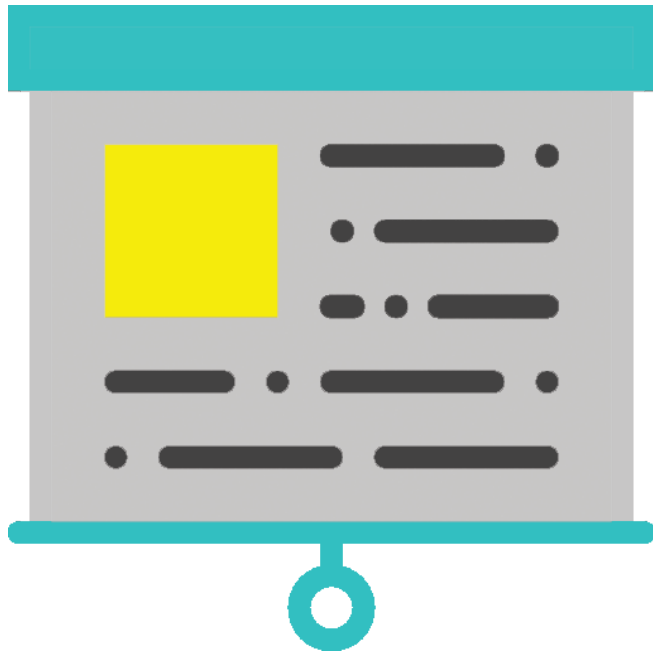


## FOLLOW UP INTERVIEWS

- Depth interview to discuss the impact of the deprivation
- The role TV and SVOD plays in their lives
- Could they live without it? Why / why not?
- In home interviews with professional film crews to capture the best and more articulate respondents on film



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