

Arbitron Finds Viewers

"Extremely Receptive"

To In-Store Video

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SAN FRANCISCO – Media-measurement firm Arbitron has released its long-awaited report on consumer attitudes to in-store video displays in the U.S..

The report, published this week and entitled Consumer Interest and Acceptance of Video Displays in Retail Environments, draws a number of positive conclusions with regard to customer receptivity to in-store television, including its effects on purchase decisions and choice of retail location.

Its findings are based on a series of telephone interviews with more than 1000 randomly chosen Arbitron diary-keepers from September 2004.

For those interested in the effect of digital signage on sales lift, the report finds that nearly a third (29 percent) of retail-video viewers have made an unplanned purchase after seeing a product featured on the in-store video display.

Other significant findings from the report include: A full third of Americans (33 percent) have watched in-store video – not counting sets for sale in the television department. One in ten shoppers makes a habit of watching retail video, and always or frequently stops to watch; another 32 percent of shoppers sometimes stop to view video screens they pass in a store. More than three quarters of retail-video viewers find the screens helpful. More than half of retail-video viewers (52 percent) think more stores should install video displays. If given a choice, 42 percent of retail-video viewers would prefer to shop at a store that has video displays versus one without. Commenting on the results, report author Dianne Williams, product manager of custom research at Arbitron, noted: “Shoppers are extremely receptive to retail-video [displays]...and want to see more of them.” Williams said that this “benevolent attitude” towards digital signage can reflect well on advertisers.

Sales and product info most popular Regarding content, Arbitron gives valuable insight to network operators on what shoppers want to see. According to the report, 81 percent of all consumers – regardless of whether they have already experienced in-store video – are most interested in seeing video programming related to the store in which they are shopping.

Programming featuring sales and specials was found to be most in demand (with 81 percent of shoppers interested in viewing this kind of content), followed by product-information programming (72 percent) and special events (68 percent).

Affirming demographic stereotypes, the report also found that younger shoppers are most appreciative of retail-video screens, with 84 percent of 18-to-34 year-olds finding sale or product programming to be helpful, compared with 64 percent of those 50 years old and over. Seventy-two percent of younger consumers said they were interested in watching music videos on screens in store.

The report also found that almost half of male shoppers (46 percent) are interested in getting sports news and score updates from video screens while shopping.

While these preferences for content will not surprise marketers, the report’s quantitative data on audience receptivity to content delivered on-screen in a retail environment is a significant development.

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