

## **CFP Meeting Notes: April 15, 2010**

### ***Panel: User Behaviors - moderated by Henry Holtzman***

Matt D: uses his parents' big screen and DVR for when he visits, like a home theater away from home

Reed: Netflix on iPad feels more personal, engaging than on TV

The AppleTV development team considers TV pipes as a relic

Matt H: uses his HDTV as a second monitor to view Internet content even though it's lower resolution. Why should quality suffer for convenience?

Different media come with different expectations of value from the consumer's viewpoint

- Is it worth paying for music for many replays, but not for TV viewed only once
- With newspapers, like beer, you're paying for the experience

### **Q&A:**

Instead of asking questions about the panelists' entertainment habits or motivations, the audience probed their backgrounds, apparently looking for assurance that they were outliers rather than indicators.

The panelists are graduate students who have lived and worked in the real world, and bathe regularly. It's not aberrant to want choice, regardless of what a business model says.