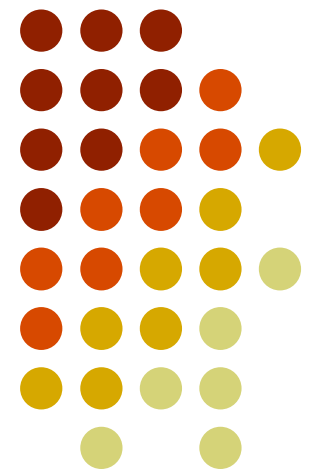


# ContentDepot Survey

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Summary of Results  
PRSS Users Summit  
April 2007

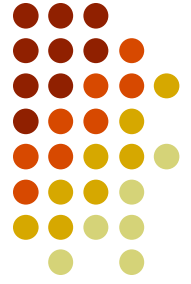


Matt Gallivan  
NPR Audience & Corporate Research

# The Headlines



- There is widespread acknowledgement of ContentDepot's potential
- There are widespread concerns with implementation and functionality issues
- Much work is needed for ContentDepot to fulfill its promise

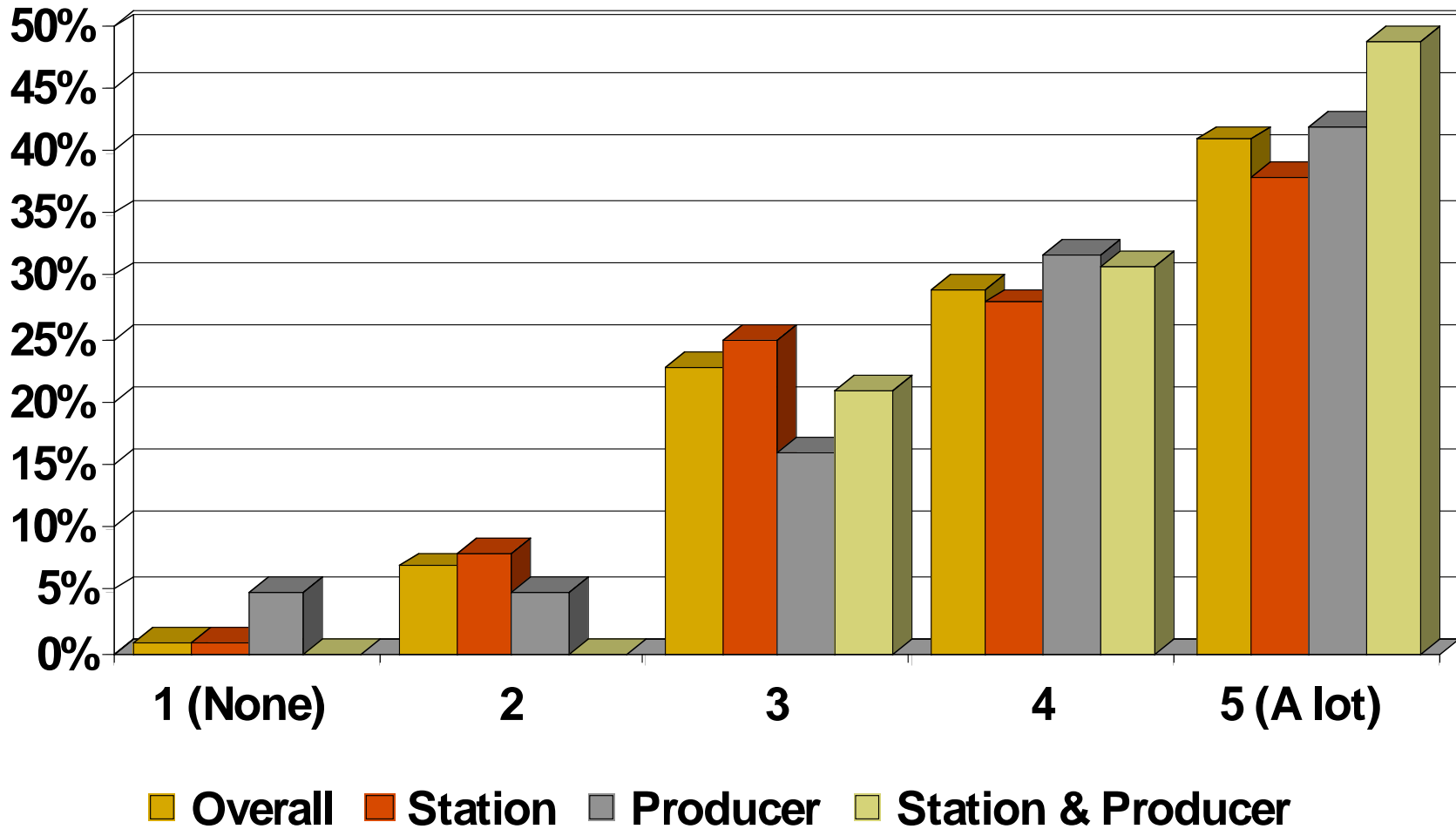
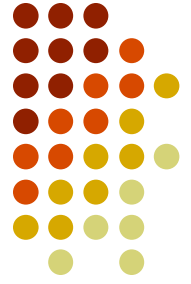


# Survey Questions

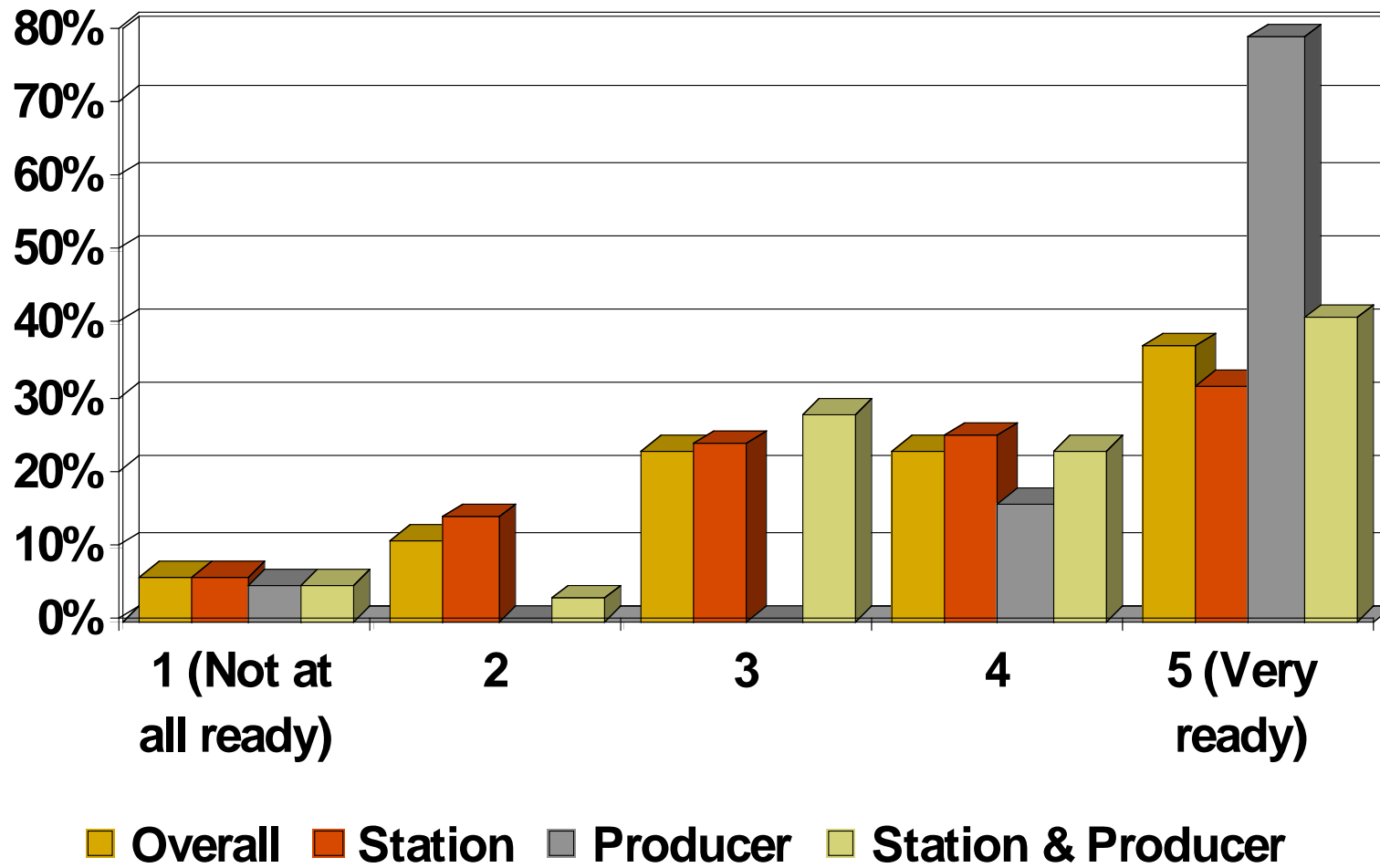
- Very qualitative in nature
- Rank:
  - Level of experience
  - Readiness to use full-time
- Explain:
  - Readiness to use full-time – Why? Why not?
  - Top 3 Likes
  - Top 3 Dislikes
  - What can ease transition?



# How much experience with ContentDepot?



# How ready to use ContentDepot full-time?



# Why are you not yet ready to use ContentDepot full-time?



*'Not Ready' Users (64 Respondents)*

Category	Total	Category	Total
Lack of education/support/mass adoption/management/staffing	21	Adds more work than it saves	2
Reliability	9	Lack of local tuning control	2
Standards	6	Subscription issues	2
Not user friendly/easy	5	Timing issue – can't join live	2
Segmented audio – general problems	5	Other	1
Promos	4	Difficult integration	1
Messaging	3	Speed of site	1

# Why are you somewhat ready to use ContentDepot full-time?



*'Middle of the Road' Users (62 Respondents)*

Category	Total	Category	Total
Lack of education/support/mass adoption/management/staffing	13	Subscription issue	3
Standards	12	Lack of local tuning control	2
Engineering – system changes	8	Adds more work than it saves	1
Reliability	8	Segmented audio – general problems	1
Converted except for live streams	4	Timing issues / resource allocation	1
Promos	4	Other	1
Still testing	4		

# Why are you ready to use ContentDepot full-time?



*'Ready' Users (164 Respondents)*

Category	Total	Category	Total
Already full-time	54	Converted except for live stream	6
Not yet 100% reliable	18	Automation	5
Standards	18	Dislike for/failing legacy system	4
Nearly full-time	15	Collaborated with PRSS/beta user	3
Testing	8	Live stream concerns	3
Ready to go full-time	7	Promos	3
Staff issues	7	Other	10

# What users like most about ContentDepot

*(593 Responses)*



Category	Total	Category	Total
File delivery	113	None/Negative	14
Web-based	109	Subscriptions	22
New equipment	50	Automatic corrections	12
On demand	50	The concept	11
Segmented audio	41	Messaging system	10
Automation	35	Usage Reports	10
Easy to use	28	Other	76

# Why users like what they do about ContentDepot



- Efficiency and economy
- Everything in one place – anytime, anywhere access
- No more missed feeds, easier recovery
- Ease (of use, downloads, automation, etc.)
- Retire old equipment (new equipment)
- Nothing (12 responses)

# What users dislike most about ContentDepot

*(659 Responses)*



Category	Total	Category	Total
Lack of Standards	147	File delivery	33
Design / User Experience of site	72	Promos	31
Lack of local tuning control	55	Messaging	27
Subscriptions	46	Can't join live	18
Speed of site	43	Overall reliability	16
Streaming	41	Segmented audio	15
Lack of education/support/management	37	Other	53

# Why users dislike what they do about ContentDepot

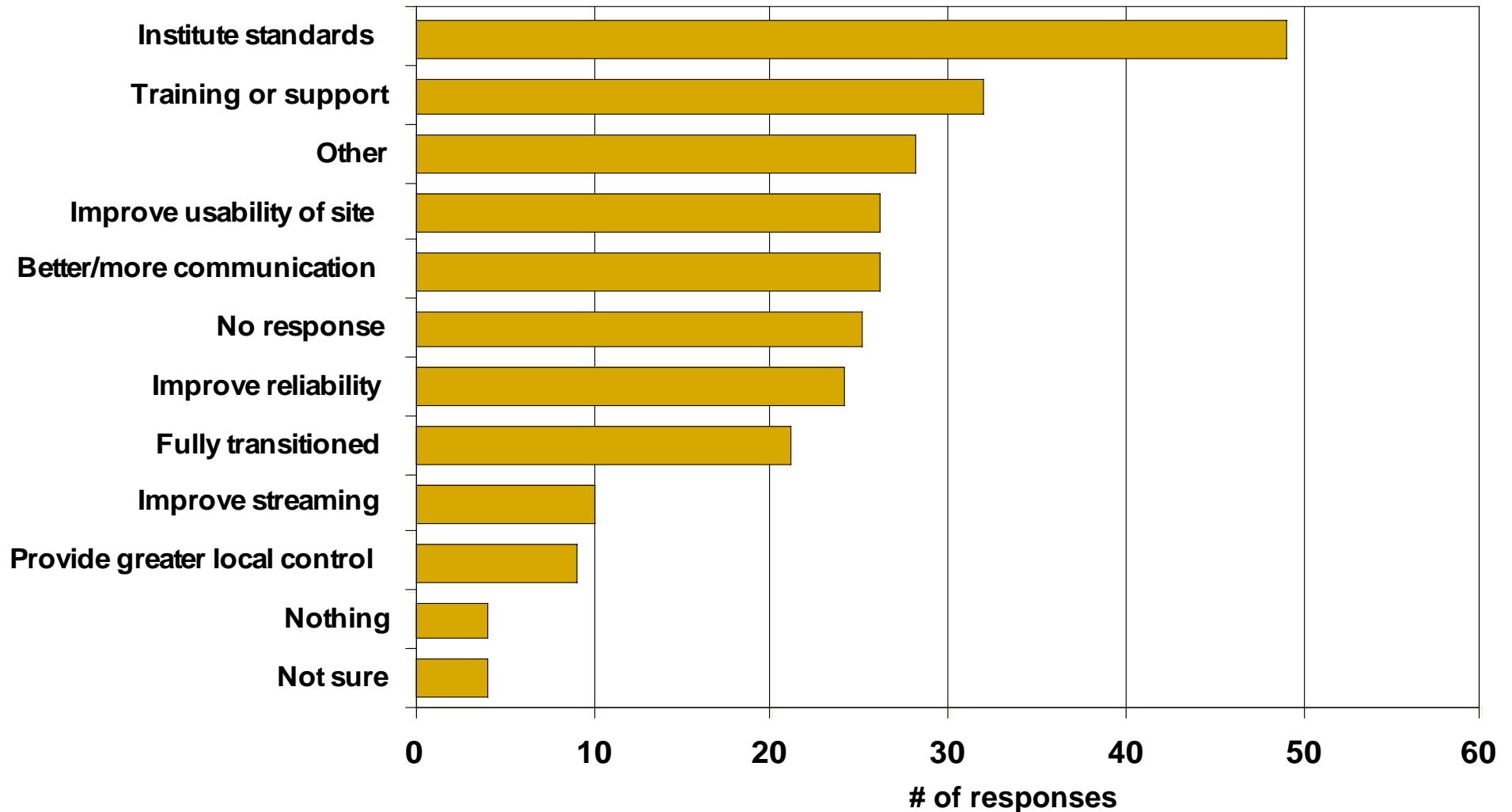


- Create more work than ContentDepot saves
- Create uncertainties
- Affect station performance or capabilities
- Not flexible enough for stations / stations vulnerable
- Lack of automation which is contrary to CD's purpose
- Difficult to learn and adjust to

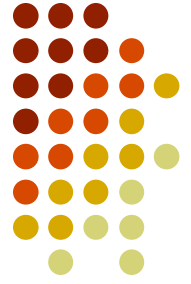
# What can PRSS do to ease the transition to ContentDepot?



- Clear buckets of answers to this question



# Some Key Implications



- Standards need to be enforced to encourage widespread adoption
- Design and speed of the site are acting as a barrier to use; testing and resulting improvements and upgrades should take place
- System education, training and support needs to be more accessible
- Lack of local tuning control is a major sticking point; solutions for greater local control should be explored