

DISCUSSION GUIDE FOR INSTANT MTV

Introduction

- ➡ Why we're here.
- ➡ No wrong answers.
- ➡ Mirror, mikes, etc.
- ➡ Group member introductions/Video shows they like to watch.

Discussion

- ➡ Do you currently use on-line services or the internet?
- ➡ New technology developing everyday. Where do you see it going? What do you like/dislike?
- ➡ Instant MTV - you choose your own music videos. Explain.

SHOW INSTANT MTV - TALKING THEM THROUGH EACH STEP

- ➡ Do you like this idea?
- ➡ Was there anything that was confusing or hard to understand?
- ➡ Do you have any suggestions as to how to improve it?
- ➡ From what you've seen, is this something that you would expect from MTV in the future? If not, why not?
- ➡ Does this look like MTV?
- ➡ If this was a channel, separate from MTV, would you want to subscribe to it?

RETURN TO THE DEBUT SCREEN

FOR EACH STEP ASK:

DO YOU LIKE/DISLIKE THE GRAPHICS AND THE DIFFERENT OPTIONS?
IS THERE ANYTHING THAT IS CONFUSING OR HARD TO UNDERSTAND?
DO YOU HAVE ANY SUGGESTIONS FOR HOW TO IMPROVE IT?
IS THERE ANYTHING MISSING?
WOULD YOU USE THIS AREA?

MOVE TO MAIN MENU

- ➡ Do you like having MTV playing in the center while you make your choices?
- ➡ MUSIC INFO: Are interviews, "news" pieces and sound bytes interesting to you. Is there any other information that you would be interested in?
- ➡ ITV SUGGESTS: Do you like the idea of music suggestions based on other likes? Would you like to hear VJ and celebrity suggestions? What other ways could suggestions be made?
- ➡ SPECIAL EVENTS: These would be unique to ITV like behind the scenes footage etc? What kind of things would you like to see here?
- ➡ YOUR VAULT: Do you like the idea of having your own personal music mixes? What else would you want to be able to do here?

MOVE TO THE SOUND CHAMBERS

- ➡ Do you like/dislike the path from the previous screen to Sound Chambers?
- ➡ Do you like/dislike the way the sound chambers are broken up? Or would you do it a different way?
- ➡ Have they missed anything as far as music choices?

MOVE TO ALTERNATIVE NATION

- ➡ Do you like/dislike the path from Sound Chambers into Alternative Nation?
- ➡ Are the six videos of the week enough, or would you want more?
- ➡ Is changing them every week enough, or should it be done more often?

MOVE TO FULL SCREEN THEN BACK TO THE OPTIONS

- ➡ Links - would you want to learn about tour dates/bio segments/interviews/album releases/Hot news.....WHAT ELSE? These would be updated daily.
- ➡ Buy - is this an option that you might use? Does the option to buy work with the concept of *Instant MTV*?
- ➡ What other things would you like to see on ***Instant MTV***?
- ➡ Would you watch and use ***Instant MTV***?

Wrap-up

- ➡ Back room input.
- ➡ Thank you and goodnight.