Script: Cable Labs Studies

Before Experiment Starts

A. Experimenter:

Say: “Hi, My name is [experimenter’s name]. Thank you for participating in our research study. The purpose of this study is to determine the viewer’s level of satisfaction while watching videos-on-demand or pay-per-view movies. The movie you will be watching today is Iron Man 2. The video clip is 10 minutes long. For this experience, we would like for you to imagine yourself at home, and you just purchased Iron Man 2 using a cable provider’s On-Demand system or a Pay-Per-View service. If you have any questions please let us know. Once again thank you for taking your time to participate. Do you have any questions?”

If the participant has questions:

Answer to the best of your abilities and knowledge.

If the participant has no questions:

Hand out the informational letter (also specify if they agree to continue)

B. Participant:

Read the informational letter and agree to the terms. Hand back to the experimenter.

A. Experimenter:

Take back the informational letter once read and agreed.

Hand out pre-assessment and wait while the pre-assessment is being filled out.

B. Participant:

Fill out the pre-assessment and give back to the experimenter.

A. Experimenter:

Take back the pre-assessment

Assign the participant to his/her monitor where the movie will be viewed.

Rahul (experimenter): Should prepare the network before the movie starts.
After Experiment Starts

B. Participant:

**Watch** the movie for a period of 10 minutes.

A. Experimenter:

**Hand out** post-assessment once the participant ends the viewing session.

B. Participant:

**Fill out** the post-assessment.

A. Experimenter: