

harris popUP live



Control the conversation. Your precise target audience, your agenda. In-the-moment feedback and debate... LIVE

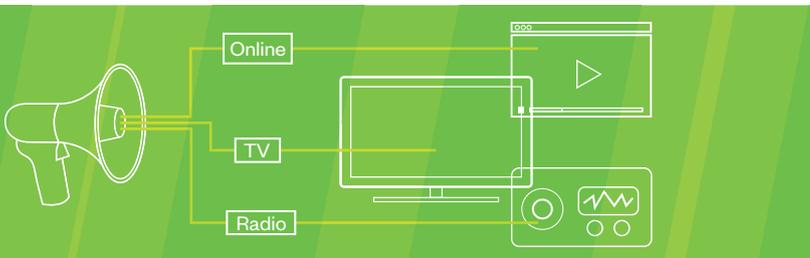
Live audience discussion – easy, fast, cost-effective.

When you need in-the-moment discussions while a show is on air, **PopUP Live** enables you to quickly reach and engage with your target audience.

Go beyond the plethora of random social media comments and hashtags, to engage a profiled audience for a focussed discussion of expectations, reactions, preferences and satisfaction. A discussion controlled by you, delivered by Harris Interactive's specialist media and entertainment researchers.

Harris Interactive's **PopUP Live** enables media owners and production companies to gain instant feedback from a precisely targeted and profiled audience who are tuned into a specific show or event whilst it is on air, via an online live chat forum.

We recruit the audience for you, via our extensive online community. Real people, consuming the show in real time, providing feedback in-the-moment.



4 Easy Steps

- 1. Set up:** We recruit your target audience 1 to 2 days in advance of the show being aired on TV/ radio/online, while working with you to create the topic guide for the discussion.
- 2. Launch:** 20-30 viewers/listeners join our live chat forum 30 minutes in advance of the show. Validation checks ensure they are viewing the correct content. Warm up questions explore lifestyle and general viewing habits, as well as show expectations.
- 3. Engage:** Live chat discussion takes place during the show asking topic guide questions and probing feedback and changes in sentiment.
- 4. Clarify:** Forum runs for 30 minutes after the show has ended to capture post-show reactions, likes/dislikes, overall satisfaction and interest to watch further, while clarifying any outstanding questions and comments. Additional stimulus can be uploaded by the participants to illustrate their engagement, or by the moderator to test reactions to new trailers or other concepts.

Key features:

- Faster and lower cost recruitment of your target audience, particularly compared to traditional qualitative approaches. No location restrictions
- Real time insight, or multiphase/multi-method activities with the same people, over time – blend live chats, unmoderated forums, 1:2:1 discussions, quant surveys, tasks and multimedia content
- Freedom of expression for members
- Easy interaction with and between participants and stakeholders
- Faster and more efficient analysis of insights. Real time transcript access, with final transcript and analysis available the following day
- We take care of everything for you



For further information please contact your usual account manager or call us on the number below:

Tel +44 (0)20 8832 1600 | Web www.harris-interactive.co.uk | Email info-uk@harrisinteractive.co.uk