The perceived value of videos in newspapers on iPad

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Abstract

This work sets out to analyse the perceived value of the videos inserted in paid-for editions of tablet newspapers. It is a qualitative investigation centred on a user profile defined by two parameters: regular reading of paid-for journalistic content and familiarisation with the iPad device. The object of this study is the video content inserted in the publication *El Mundo* in Orbyt. The results demonstrate that the sample subjects find that the videos do not give added journalistic value.

Keywords: journalism, tablet, videos, perception, qualitative studies, perceived value.

1. Introduction

Throughout the history of journalism new formats have arisen which standardise the way that content is presented, allowing the audience to recognize and interpret them accordingly. Printed media customs were passed on to the news programmes in radio and television, and newspaper web pages ended up being recognised by certain design characteristics defined by the news hierarchy and its use of headlines, section menus, columns, photos, videos, etc.

The latest episode in the evolution of media formats has been the arrival of tablets (Spain leads Europe in the penetration of this medium according to a TNS report *Mobile Life 2012*). Various studies have shown that users of these mobile devices, together with smart phones, have increased news consumption (Barbosa, Da Silva, & Nogueira, 2013)[1]. Due to its physical characteristics the tablet is the perfect medium for viewing videos. In fact users of these devices consume double the amount of videos than users of smart phones (Palacios, 2013)[2].

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[1] Four out of five tablet owners have downloaded a news application according to Reynolds Journalism Institute. Retrieved from http://www.rjionline.org/research/rji-dpa-mobile-media-project/2013-q1-research-report-4

[2] According to the IPG Media Lab (2013) report, 65% of users spend more than an hour watching videos on mobile devices. Retrieved from http://www.yume.com/tabletinfo/

In a context where the penetration of tablets is in continual expansion and there is a constant decrease in the number of readers that pay for news products, newspapers urgently want to be linked to this new device. However, the way in which newspaper content should be presented for tablet consumption, as a new line of business which can complement the traditional channel of selling copies and publicity, has still to be clarified (Kiuttu, 2013). It is evident that videos are a large part of navigator-accessed news content in tablets. However, it is not clear to what extent a newspaper reader, who pays for access by way of an application, is interested in the convergence of content.

The object of this study is to examine the user experience of press readers with regard to the videos offered in subscription tablet versions of newspapers. The investigation centres on an edition presented in enriched pdf, as it is the format that is most similar to that used by readers who buy a daily newspaper in Spain. It is precisely these readers, who now pay for journalistic content, who fit the profile that the publishing houses are most interested in. We must bear in mind that the tablet is a medium adapted to reproduce a reading situation (surroundings, body posture, attitude…) similar to that used with paper (*lean back*, instead of *lean forward* as with smart phones and the web), in a way that the circumstances for discovering the experience of said users accustomed to paying for digital content is optimum.

In summary, we plan to find out if these press readers who pay for journalistic content are interested in the accompanying videos while reading the news on the iPad. We have opted for this device because at the moment of carrying out the study it had the highest level of penetration (32.4%)[3]. We also want to find out the value placed on these videos and if they affect the perceived news quality of the journalistic product in question (credibility, depth, focus value and interest). Therefore it is an analysis of a qualitative nature centred on a user profile defined by two parameters: regular reading of paid-for journalistic content and familiarity with the iPad device. This study is part of a wider investigation which intends to repeat the test on a public segmented by age: under 25-years-old, elderly population, etc. and with other types of newspaper applications.

2. Theoretic framework and bibliographic review

This study was approached by way of a qualitative investigation which is understood to be that which seeks to understand the social world from the point of view of the actors (Wildemuth, 1993) and helps to describe the workings of social systems in a holistic manner, detecting previously unknown relationships and generating more complete descriptions to facilitate generalisation (Janesick, 1994; Fidel, 1993). From the general theoretical body of writing on qualitative methodologies we selected those studies which were centred on Communication Science, such as those by Berganza Conde & Ruiz San Román (2010), Igartua (2006), Wimmer & Dominick (1996) and Jensen & Jankowaki (1993), among others.

By way of this qualitative investigation we attempted to find out the user experience of readers of tablet newspapers. Though different definitions of user experience exist (Arhippainen & Tähti, 2003), here we understand it to be that "the combination of ideas, sensations and user evaluations which result from the interaction with a product; it is a result of the user objectives, the cultural variables and the interface design" (Knapp Bjerén, 2003, p. 4). As D'Hertefelt (2000) indicates, user experience derives from the

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[3] Said market share had already decreased during this study from 60.3% in 2012 to 32.4% in 2013.

concept of usability, focusing on the enjoyment and satisfaction of use (Hassan & Martín Fernández, 2005).

We based this qualitative investigation on studies carried out by Jacob Nielsen on the usability of mobile devices (including tablets) and user trials in general, as well as those of other members of his team including Don Norman and Bruce Tognazzini. They pose key questions such as the necessary number of subjects in the sample, taking into account that they are not looking for exact representation, or questions related to interview design. In the same way the indications on user trials provided by Thomas Thornton or Daves Yeats in Sentier were taken into account, as well as studies on the press for tablets by the Poynter Institute.

Until now there has been few in-depth studies on videos in the press for tablets, even though the multimedia content of these publications constitutes one of the strong points of this device. Among the few exceptions in other countries we find the works by Kiuttu (2013), who works on the integration of these contents on digital storytelling because they are also suitable for the lean-back nature of tablet usage. Also Fernandes Teixeira (2014) and Fernandes (2014) focused on this topic. The first one highlights the characteristics required of multimedia contents in order to not to be a simple transposition from other media. The coexistence of convergence with divergence; the lack of standardization of links and display windows; and the dominance of the visual to attract the attention of users and to illustrate news content are the main conclusions of this work. The second one, after a study of the portuguese media tablets, points that tablets have some cyberjournalism features like multimedia contents.

The nearest thing to this which has been analyzed has been the multimedia content of cybermedia. In fact, in various occasions, in the same way as with tablets, the importance of videos in this media as a strategy for crisis relief has been made obvious. (Greer & Mensing, 2006; Micó, Masip, & Barbosa, 2009). Given the object of study, numerous published works on videos in the digital press and on smartphones were taken into account: Masip, Mico & Meso (2010); Guallar, Rovira & Ruiz (2010); Opgenhaffen (2009) or Sundar (2002), among others, even though there is an obvious difference between these mediums and tablets in the way people relate and interact.

In a similar way, this investigation can be seen within the framework of other recent studies on the press and tablets approached by differents researchers like books edited by García (2012) or Valentini (2012). Sanjuán, Nozal and González-Neira (2012) after conducting a study on user experience on apps point the limited use of videos. Paulino (2013) focuses on magazines in tablets and the role of the videos in their narrative. Guedes (2013) compares the issue on the internet with the app in El País. Finally Carvajal (2013) concludes that the contents are no more multimedia developed in these versions. So, in all these works, the multimedia content is an element of the analysis of the tablet press, but without going into its features in depth.

3. Object of Study

To reach the aforementioned goals, videos from the newspaper *El Mundo,* which is found on the application Orbyt[4], were studied. The choice of this newspaper was made on diverse criteria. First of all, *El Mundo* is one of five daily newspapers with the highest circulation in Spain[5]. In second place, the edition which is offered by way of Orbyt is the same as the paid-for version in iPad, as opposed to its WebApp and other free access points to journalistic content which are related to the same brand[6]. Finally, *El Mundo* is the main general information newspaper which puts more emphasis on video content in its paid-for tablet edition.

We only focussed on the videos related to journalistic content and ignored those with advertising content[7], not considering them an object of this study.

4. Method

Before carrying out the user interviews and to achieve a more in-depth knowledge of the object of this study, the researchers classified the videos offered in this daily newspaper in pdf during the dates of the study. Moreover, an interview was held with the person responsible for content of *El Mundo* in Orbyt, Juan Carlos Laviana.

4.1. Video Classification Table

To carry out the classification of the videos we followed a typology which adapts that defined by Pere Masip, Josep Lluís Micó and Tattiana Teixeira in a study coordinated by Marcos Palacios: *Ferramentas para Análise de qualidade no Ciberjornalismo*. Firstly the videos were divided depending on their function as related to the written text, that is, if the content is repeated, or if it complements the text, or if they are independent. After defining their exact duration, the section of the newspaper where they are placed is

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[4] Orbyt is a multimedia digital newsstand of pay-for content of the published products of the group Unidad Editorial to which *El Mundo* belongs. This newspaper led the launch of this newsstand on the 8th March, 2010, with other editorial groups joining hencewith. In 2013 it had over 80.000 subscribers and an average daily download of 28.000 copies of *El Mundo.* Retrieved from http://www.prnoticias.com/index.php/prensa/59/20123842

[5] Specifically it ocupies the second place after *El País* according to information from the Oficina de Justificación de la Difusión (2013).

[6] Previous studies (Sanjuán, Nozal & González-Neira 2013a; Sanjuán, Nozal & González-Neira 2013b) have shown that, regarding the iPad, there are three identified types of press content:

1. The Web version of the newspaper, whether it is accessed via an app or directly through the browser, automatically adapted and laid out.
2. The newspaper in pdf designed and laid out exactly the same as on paper, enriched with more or less interactive and multimedia content.
3. The version specifically created for iPad, with different design and content from the printed or web versions. This last version is virtually non-existent among the big, daily newspapers in Spain at the moment, although they are in the process of development.

For other types of tablet applications also see (Suárez & Martín (2013).

[7] For a study on advertising formats for the tablet also see the work of Martínez Costa, Quintas & Sanjuán (2012).

located. Then the level of editing is classified depending on whether the video has statements, stand up, text, voice in off, bumpers, closure, a signature or music. Finally the video is classified by genre using the categories: news, feature, interview, opinion and report.

4.2. Interview Design

Two interviews are designed, one for the director of Orbyt, Juan Carlos Laviana, and the other for the users, from which we obtained their evaluation of said videos. The interview with Laviana was semi-structured and recorded over the phone. It was designed to obtain more internal information on the videos inserted in the tablet edition, and especially the procedures and work routines followed in its elaboration.

With the users we carried out personal in-depth, semi-structured interviews. In these interviews, apart from finding out if they opened the videos during their reading of the newspaper, how many videos, and if they watched them to the end, we also incorporated more qualitative aspects such as asking why they acted in this way, distinguishing between motives of personal interest and those of journalistic interest. In this way the interview looked at the potential journalistic value that the video adds to the written information: if the user considers that the journalistic product is improved, if these audiovisual pieces add credibility, depth or interest, etc. Moreover, the format of the videos that they preferred, the function they consider the videos to fulfil, and their expectations of them were discussed.

These interviews were carried out the same day that the users read the newspaper, less than two hours after reading. In five cases the interviews were carried out at home and in ten cases in the workplace.

5. Sample description

5.1. Users

To reach the objectives of this investigation a non-probabilistic sample was used, initially for convenience and then by the nomination of fifteen regular readers of the press who used iPads. The determination of these two characteristics of the sample – that they read the press and are users of iPad- is important to avoid distortions in the study. On one hand, the interest of the study revolves precisely around knowing how people who are in the habit of relaxed reading rate paid-for journalistic content. On the other hand, it is important that the components of the sample are used to using an iPad to avoid making the user experience conditioned by the novelty of the device.

The sample is composed of eight women and seven men, all of whom are between 35 and 50 years of age.   Eight of them are older than 45, three are between 40 and 44, and four are between 35 and 39. This profile age can cause the result to be slanted, for recent studies demonstrate that video use is greater with young people.[8] Nonetheless, this homogeneity precisely supposes a value in this study that attempts to approximate the value of news videos for this age segment.

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[8] According to a 2013 report conducted in Germany by AP, in collaboration with Deloitte and GFK, "60% of young people between the ages of 16 and 24 assure having seen online news video, 59% of whom have done so at least once a   week".   In   http://www.marketingdirecto.com/actualidad/medios/los-videos-son-la-sal-y-la-pimienta-de-los-portales-

Their professions are the following: three journalists (one of whom works in television), another works in audiovisual production and another as a communications consultant; two are former journalists now working as university professors of communications;   another two are university professors of communications;   in addition, a computer scientist and designer, both of whom work as university professors. Two other subjects are school teachers, one of secondary school and the other of primary; finally, there is an executive engineer and a businessman.

In summary, there are five members who are or have been professionally linked with journalism, and six members who are employed as university professors (four in the field of communications). Two others are directors of companies, whether their own or of a third party, and the remaining two are employed as school teachers. These characteristics make the sample result especially interesting since the subjects are accustomed to evaluating and engaging in intellectual tasks that are, in the majority of the cases, associated with the media.

All are daily iPad users with diverse reading habits. Five of them read conventional print newspapers, exclusively or mainly, while the others combine different mediums. All read a paid-for edition at least once a week. The majority, except two, devote more time to reading at the weekend than on weekdays. Only two read *El Mundo* and, as such, are familiar with the object of this study.

Figure 1

AGE	35-40	41-45	46-50
	4	4	7

READ THE PRESS	Daily	Three or more times a week	Once or twice a week
	9	3	3

MINUTES DEDICATED TO READING THE PRESS				
DURING THE WEEK	Less than 10 minutes	Between 10-25 minutes	Between 30-60 minutes	More than an hour
	2	9	3	1
WEEKEND	Less than 10 minutes	Between 10-25 minutes	Between 30-60 minutes	More than an hour
	3	2	4	6

USE OF IPAD	Daily	Two to three times a week	Only on weekends	Only on work days
	14	0	1	0

TIME DEDICATED A DAY	Less than half an hour	Between 30-60 minutes	More than an hour
	2	2	11

online-de-noticias/. Other studies agree with this idea, as in Pew Research Center's Project For Excelence in Journalism, "The   demographics   of   mobile   News".   Retrieved   from http://www.journalism.org/analysis_report/news_consumption_mobile_devices

5.2. The Videos

The videos offered by El Mundo for Orbyt during the week of the 14th to the 21st of September 2013 are selected as a convenient sample. In total, the sample consists of 62 videos. Once the previously mentioned parameters are applied, the following results are obtained.

There exists a tendency to insert the video clips in the same sections. On each day of analysis there appear clips on the Front Page, Opinion, Spain, World, Sports and EM2 Culture. Frequently, though not always, the videos are placed in Economy, EM2, EM2 Science, EM2 Madrid and Backpage. It is only in four sections that the video clips do not appear on any occasion: Other Voices, Motor Services, Stock Market and EM2 Communication. It should be noted that the clip that regularly appears on the front page is repeated in the inside pages where the related story is found.

 With regard to their intended function, a great portion of the inserted videos repeat the information or opinion presented in written form. Those that appear independently are few and correspond to the regular videoblog of Carlos Cuesta titled the "La Escopeta nacional" ("National Shotgun") from the Opinion section, and a statement from the vice director, Casimiro Garcia Abadillo. Both are considered opinion-based.

The lengths of the videos tend to range between a minute and a half and three minutes. On occasion, depending on the content and the edition, they may be less than one minute long (when they are recorded by the journalist himself, in situ) or surpass four minutes (reports).

Although some general patterns exist (like the initial bumper) the level of editing is quite varied: from the talking head to the voice-in-off over agency images, from interviews to the self-videos of the reporters in lieu of the news.

Likewise, the type of editing that appears in each of the sections is repeated regularly. The videos with opinion content tend to be talking heads (stand up), while those inserted in the EM2 and Sports regularly have a more creative editing style, and include music. The above-mentioned video-blog of Carlos Cuesta tends to include animations that illustrate the content of his words.

With regard to the genres that are employed, news, opinion and features predominate. This last one tends to appear in the Sports, Culture or Science sections. Reports and interviews are in the minority.

As previously mentioned, *El Mundo* has staked in favour of multimedia content in Orbyt. All of the inserted videos have been edited by their own newspaper[9], and as such never include unedited agency versions.   Each one of the clips is accompanied by a headline that bears the identifying logo of the newspaper. Likewise, all of them are labeled with the names of the reporter and the people responsible for the editing and image. All have voice-over and end with the phrase "Para El Mundo en Orbyt…" (For El Mundo in Orbyt…) and with the name of the journalist or announcer.

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[9] The exception is a music video by Andrés Calamaro (17th of September) that appears without any credits, and as such is not considered in this study.

Figure 2

FUNCTION		Total	%
	Repeats (all or part) of the information from the text	34	54,8
	Completes the information from the text	21	33,8
	Independent	7	11,2

SECTION			
	Front page	6	9,6
	Opinion	4	6,4
	Spain	14	22,5
	Other voices	0	0
	World	8	12,9
	Motor, services	0	0
	Economy	4	6,4
	Stock Exchange	0	0
	Sport	5	8
	EM2	4	6,4
	EM2 Culture	9	14,5
	EM2 Science	4	6,4
	EM2 Madrid	3	4,8
	EM2 Comunication	0	0
	Back page	1	1,6

DEGREE OF EDITING		Total	%
	Images	54	87
	Statements	17	27,4
	Stand up	35	56,4
	Text	62	100
	Voice in off	50	80,6
	Headings-curtains	62	100
	Close	0	0
	Signature	62	100
	Background Music	17	27,4

GENRE			
	News	19	30,6
	Feature	17	27,4
	Interview	5	8
	Opinion	17	27,4
	Report	4	6,4
	Report	4	6,4

6. Results and Discussion

In this part, we shall match and discuss the results obtained from the interviews with the user samples and the representative from Orbyt for El Mundo, Juan Luis Laviana. It is structured according to the distinct topics of the interview.

Opening of the Video

It is astonishing that two thirds of the subjects did not open any videos while reading the newspaper. Not because they were uninterested in the content, but because they did not realize that such a possibility existed. They were unfamiliar with the pdf of El Mundo in Orbyt, and the design of the interface ineffectively indicated the presence of the videos. In addition, it should be noted that at least two of the users that participated in the study read conventional newspapers exclusively, thus the possibility of their opening a video is minor.

On the other hand, as it was previously indicated in describing the sample, we need to take into account the age-slant since, as Laviana confirmed, younger people—understood as those younger than 30—tend to open videos more.

The Function of the Videos

Three attitudes have been detected regarding the function the videos inserted in the newspaper must fulfill:

1.   On the one hand, users demand that videos be strictly informative, although with the understanding that they be purely visual. In this case, the expectation is to find a brief video that contains a piece of information that is relevant in itself. This range of options is reflected in the diverse phrases used by the sample group. Some give weight to the informative value: "the videos have to give information, be short, to the point…" or "it is not so much the quality of the video that matters, but rather the content it offers". Others stress the curiosity value that the video should have in order to arouse the interest of the viewer: "the video has to have a good story and be interesting for it to be opened". In fact, the term "interesting" was repeated by various people to describe the videos they preferred and opened when they read the newspaper. Finally, other phrases demonstrate and exemplify the sensational value: "I only want to watch those that have sensationalism, humour, sex…, something interesting in itself, of the style "*Relaxing cup of café con leche*"[10]. In summary, there exists a clearly defined tendency in a large part of the sample users to expect clips in which the information value stands out, and the interest that the users have in the images themselves. This is directly related to the tendency that exists in cybermedia to convert themselves into providers, not only of information but also, of entertainment and services (Masip & Micó, 2013).

2. On the other hand, there is a call for videos which serve as context or comparative information to the text: an audiovisual piece which is opened in order to delve further into the article which has already been read. In this sense it is stated that "video must be complementary, not the news itself". Another user notes "if I watch a video, it is because it provides me with something that the text or the photo cannot". There are those who state that when they notice that there is video content, they expect it to add "context to the news, or something that it can be compared with, by adding information from previous years or other countries".

3. Finally, a minority, more precisely only two people, expect the videos to summarize the news, in effect substituting the need to read. This hardly seems relevant in comparison with the aforementioned options, which were repeated much more often. Furthermore, in this case, the professional profile of these users has defined their preferences given that one writes press summaries, and the other works in audiovisual production. One of them even said that she wants news in which "the text is short, and I am told the news by video", in order to make the consumption of information faster.

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[10] "Relaxing cup of café con leche" refers to a statement made by the mayor of Madrid, Ana Botella, on the 6th of September 2013 before an assembly of the Olympic International Committee, when she was advocating in favor of Madrid´s candidacy for hosting the Olympic Games.

Reading vs. Watching

As for the reasons why videos are not opened or are closed before they end, the difference between reading an article and watching a video, that the two actions require different attitudes, is repeatedly cited. Expressions such as "I want to read an article, not watch videos," or "when you read the news, videos are almost never important," were repeated in various ways on several occasions by different users. One person even states that "when I read the news I just skim it, and although sometimes I stop to read something I don't want to stop to watch a video". It can be said that the subjects in the sample are not prepared for the strict convergence of content in the sense that understands Barbosa (2008) as a mixture of journalistic media formats and languages to create differentiated products.

It is interesting to keep in mind that all of the people who say that they are more interested in reading the news than watching videos, and thereby identifying different attitudes in themselves as readers as of spectators of audiovisual content, are over forty years-old. Among the reasons given for this preference is that reading allows for a quicker selection of news, the usual 'skimming', whereas video must be seen through to the end to obtain the full meaning. Also mentioned is the idea that reading provokes a more active attitude than that of watching a video, which implies passive conduct, and that there is a certain difficulty in switching from one to the other. Also keep in mind that audiovisual contents are juxtaposed to the texts. They are not strictly convergent, as Fernandes Teixeira (2014) observed in their work.

Another relevant question is the context in which the news is read. Video typically includes audio content, which can disturb others if earphones are not used. One person in particular closed video content because they were reading the news in public, and the noise was deemed to be a nuisance.

Journalistic Value

Speaking in general terms of the value that video content provides, it is stated that it adds journalistic value to written information. However, when the five people that watched the video content offered by the newspaper were asked to define this added value, they reverted to vague phrases such as "I don't know, it gives more journalistic opinion". Only in two cases could this be further expanded, because the added value came directly from the informative weight of the image. In one case because the news was about political reactions in Spain after the broadcast of a television report in Catalonia, and the video contained fragments of this report. In the other, because the video introduced little-known images of the life of Juan Luis Panero, about whom the article was written, and which interested the user.

For their part, two of the five who watched the videos openly confirmed that watching them did not add any type of journalistic value to the text. What is more, on occasions it seems that it created a negative reaction. In particular, upon watching a correspondent's self-video, one person said "I like this journalist very much when he writes, but he is terrible on camera, and the video is just awful, unpleasant".

In summary, although the added value which video content provides to the news is generally a priori taken for granted, when looked at case by case it is not seen as such. In fact, certain users unconsciously express the scarce journalistic value that they expect video to provide, despite being a product created by journalists and positioned in the news pages, with phrases such as: "if I want to watch news videos I look for them on *YouTube*".

These opinions are the opposite of those desired by the Madrid newspaper. *El Mundo*'s Juan Luis Laviana points out that the pdf videos are exclusive Orbyt content "created with journalistic goals far beyond the

simple replay of statements". A difference is intended to be drawn between this type of paid-for multimedia content offered by Orbyt, and that found on the newspaper's own website. The same images are used in both the digital edition and the analysed content, however, in Laviana's words, "we give them a different treatment: we comment or have an expert analyse the information from the studio, we link them with other images, other sounds, ambient sounds, music, etc.". In spite of the newspaper's efforts, the sample subjects who participated in the investigation, and who opened the videos, did not encounter this journalistic value.

Video format and genre

It is commonly repeated that videos in news articles must be short, "brief capsules". Specifically, shorter than they are now: "the videos inserted are usually long". The idea that longer videos provoke the viewer to abandon the article must be insisted upon. At times expressions such as "I didn't finish watching the video because it took too much time", or "I don't watch videos in news articles because I don't have time," are often heard. Evidently, the perception of videos as too long is related to the lack of interest they provoke in the user.

Those interviewed concurred that there should not be opinion pieces, and least of all in the form of the 'talking head': "I consider video opinion pieces unbearable". In fact, if the video is an opinion piece, although not in the talking head format, it creates a negative reaction in more than one user "as soon as I see that a video is an opinion piece I close it immediately".

In general video created exclusively by the newspaper is desirable. In one case, a user expressed their preference for production which is "to the point and does not mince words". But not much is generally specified. In the end, narrative editing is preferred, although in several cases it is stated that it should not appear as if it were television news. Those interviewed tended to reject the presence of the 'talking head' even in video-diary entries.

According to Laviana, the newspaper *El Mundo* has invested much effort in order to cultivate multi-platform journalists, capable of writing, speaking to camera, commenting or editing: "We have had to teach people to record themselves with an iPod, and send a diary entry with all the flavour and freshness of internet images". For Laviana, Orbyt represents this added value, although the users who participated in the study did not see it as such. In fact, the only video-diary entry opened by a user was harshly criticised precisely for the journalist's jump from the written word to the spoken, as has been previously mentioned.

The format and genre that are accepted for videos are strongly tied to the function that is attributed to them. So, those looking for an informative function are in favour of video content with "partially edited relevant documents or images", if possible without voice-over because "journalists who are not from television speak very badly". On the contrary, those who are more interested in a complementary function are more in favour of the reporting genre and editing.

The interview is the genre of video which shows most a priori acceptance. However, upon further examination it is noted that in general the interview video is not itself watched, but rather that the text is read as it permits greater freedom of selection of individual fragments. For this reason, one user came to say: "I would prefer that the text had a link to the corresponding part of the interview".

7. Conclusions

Attitudes towards video in news articles are closely related to users' consumption habits. The act of reading a newspaper in public or in private, professionally or recreationally, directly affects the perception one has of these audiovisual pieces. Video seems more closely associated with *infotainment* than with purely journalistic content, and the sample users analysed limited themselves to a quick read, particularly mid-week. Thus, the effort that the newspaper *El Mundo* makes to enrich content with artistic or opinion-based video which does not serve a strictly informative function, in order to create a more relaxed consumption, is fruitless in the case of the subjects who form part of the study. However, the users do call for very short videos which really add information to the text or photo.

El Mundo also makes an effort at convergence in the form of the multi-purpose journalist (González Molina, 2013; Aguado & Palomo Torres, 2010), or the multi-platform as Laviana calls it. However, the users' perceptions and experiences in the sample studied show the effort made to be fruitless, in relation to the satisfaction it provides. Following the line initiated by Salaverria (2009) convergence contents are example of multimedia.

This investigation shows that audiovisual content in news read on the iPad is not a priority for the readers who formed part of the sample. The typical reader in this investigation is not familiar with the presence of video in the press, nor expects it to be included. This justifies the perception that the value provided from a journalistic point of view is scarce. This confirms findings set out on others papers (Sanjuan, Nozal & González-Neira, 2012). At least when the video content is juxtaposed to the text, common feature to the already cited work by Fernandes Teixeira.

The profile of the user who presently pays for content, especially their age, is very closely connected to the expectations that they have of video, and the scarce use they make of it compared to younger users. The great challenge continues to be achieving that the younger public, accustomed to multimedia consumption and more interactive reading, begin to move from free consumption (in Spain, mainly through the internet, despite the recent introduction of the *paywall* in *El Mundo*) to paid-for journalistic content. To this end, a study focused on a younger sample group remains to be carried out, even if they are not habitual consumers of paid-for news content, in order to compare users' perceptions in function of their age.

It is generally understood that the tablet must incorporate multimedia content, as it is a way to give added value to the text. However, the video format and the tablet version of the newspaper itself have still to be defined. As opposed to the initial stage in which raw content was inserted, all the videos in *El Mundo* have been edited and watermarked. Although user-satisfaction results of this study do not correlate well with the newspaper's efforts, it is understood that experimentation of new formats that the newspaper is carrying out (such as the recently released tablet evening edition) will ease the consolidation of a native application of the newspaper. In this case convergence is likely to be more effective and profitable, given that the pdf format does not seem to be suitable for riskier attempts at convergence.

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