FOCALDATA

IPA

IPA uses Focaldata AI for deeper insights into consumer media habits
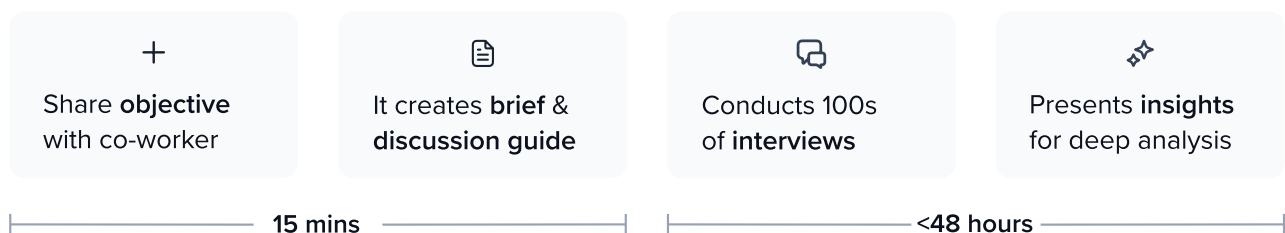
Challenge

Each year, the IPA publishes the TouchPoints report, offering fresh insights into how people use media across channels and moments in their daily lives. They wanted to explore how qualitative AI could deepen these insights, adding context and revealing the motivations behind consumer choices, which quantitative data alone might not fully explain.

Solution: Focaldata's AI qual engine

Focaldata AI's end-to-end platform enabled the IPA to build a high-quality research brief and define a discussion guide in under 15 minutes. And within just 48 hours, they conducted AI-moderated, segment-specific interviews at scale, gathering qualitative insights that deepened their understanding of how different TouchPoints segments choose what to watch on TV.

End-to-end research
with Focaldata AI

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Share **objective** with co-worker	It creates **brief** & **discussion guide**	Conducts 100s of **interviews**	Presents **insights** for deep analysis

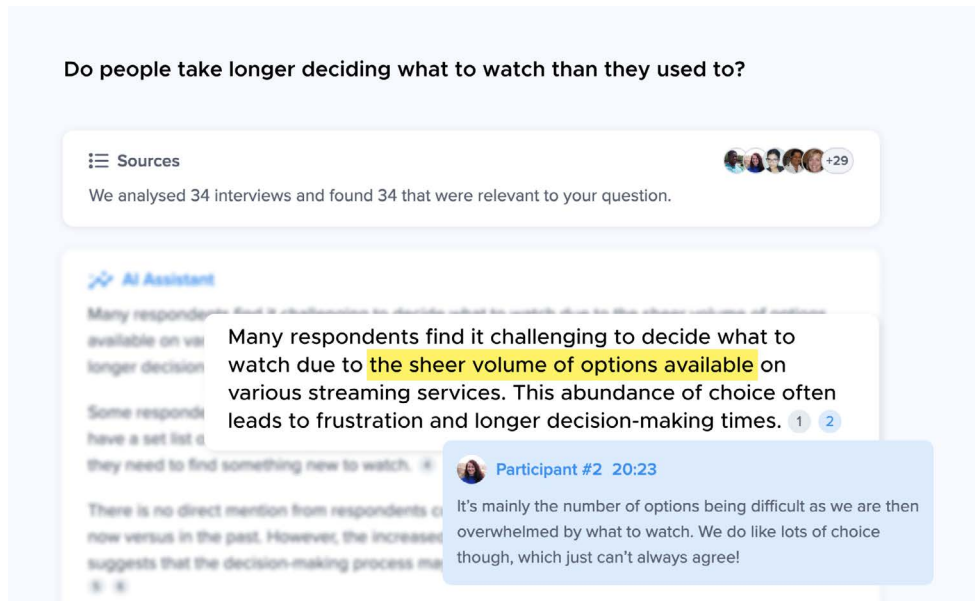———— 15 mins ————   ———— <**48 hours** ————

> ❝ *I was really impressed by how Focaldata AI handled the entire research process. The AI moderator interacted naturally with panellists, asking insightful follow-up questions and clarifying details. It covered each topic thoroughly before moving on and seamlessly referenced previous comments.* ❞

Daniel Flynn
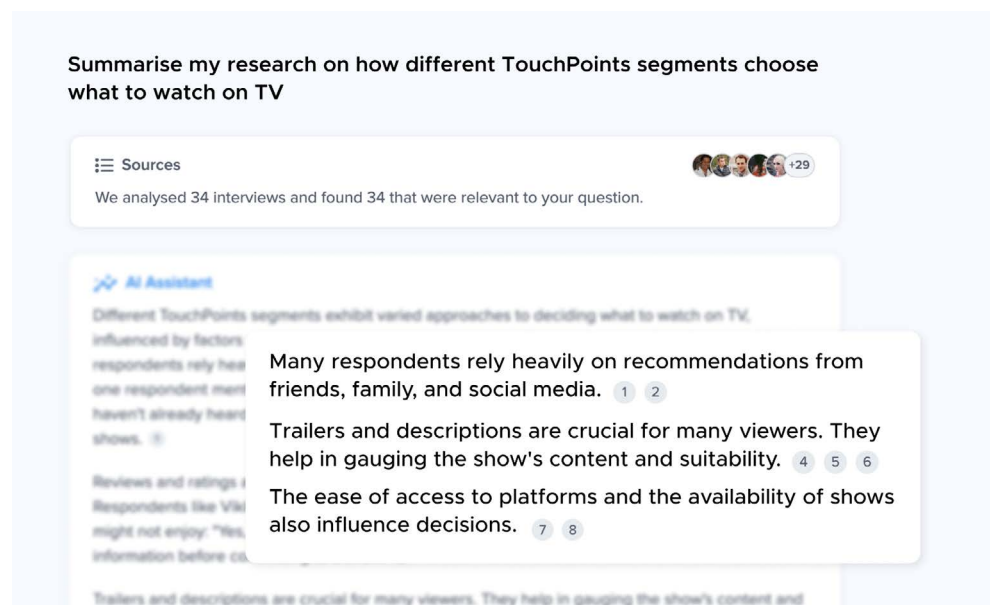Deputy Research Director, IPA

With AskAI, the IPA could interrogate their data and unlock deeper insights

Do people take longer deciding what to watch than they used to?

≡ Sources   +29

We analysed 34 interviews and found 34 that were relevant to your question.

✦ AI Assistant

Many respondents find it challenging to decide what to watch due to the sheer volume of options available on various streaming services. This abundance of choice often leads to frustration and longer decision-making times. 1 2

Participant #2 20:23

It's mainly the number of options being difficult as we are then overwhelmed by what to watch. We do like lots of choice though, which just can't always agree!

Each 30-minute interview was analysed by AskAI, surfacing key themes, quotes, and insights. The team could also access panellist responses for additional context.

Focaldata provided a multifaceted view of their target audience

By analysing responses at scale, IPA's team uncovered fresh insights on media engagement, gaining a clearer view of target audiences to better tailor their services.

Summarise my research on how different TouchPoints segments choose what to watch on TV

≡ Sources   +29

We analysed 34 interviews and found 34 that were relevant to your question.

✦ AI Assistant

Different TouchPoints segments exhibit varied approaches to deciding what to watch on TV.

Many respondents rely heavily on recommendations from friends, family, and social media. 1 2

Trailers and descriptions are crucial for many viewers. They help in gauging the show's content and suitability. 4 5 6

The ease of access to platforms and the availability of shows also influence decisions. 7 8

In 48 hours they were able to:

✓ Understand how people curate their viewing preferences

✓ Identify the main influences shaping their decisions

✓ Explore how they choose what to watch and where

✓ Evaluate opportunities to influence their choices