

# Research Now

The International Online Fieldwork & Panel Specialists

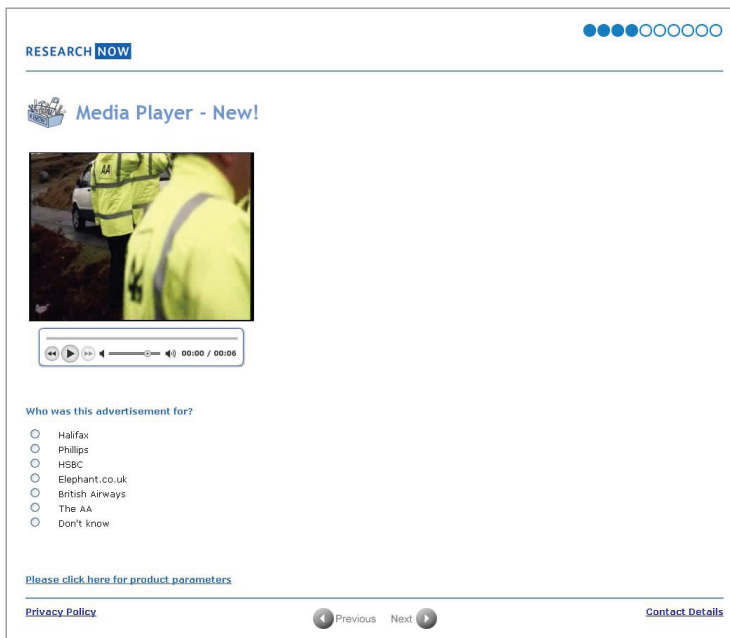
## The Research Now Rich Media Toolkit: Media Player – New!!

### Overview

The Media Player is a tool used to play video clips. It can be used to play advertisements, test films or other media clips in a survey. The technology chosen to support this Media Player tool is a Flash Media Player. This Flash Media Player is widely used (with over 98 % accessibility among our panellists).

Technology Used: Flash

### Media Player Example



### Research Applications

The media player is used in advertising and concept tests, corporate image studies, website evaluations and much more!



Contact us for further information on any aspect of online Rich Media tools:

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### Features

**Standard Research Now Media Player - incorporate this now into your online survey for no additional set-up time or cost!**

- Standardised Media Player (for images / videos that do not need copyrighting from their audience)
- Used for playing one media clip only (rather than a “clutter” reel of clips or a slideshow of images)
- Option to add in a “test” question to check that the respondent can see and hear the Media Player
- Option to specify exactly when the media clip starts downloading
- Option to limit the number of media clip views per respondent
- Option to remove volume and on/off controls to ensure the media clip is played in full before follow-up questions are asked
- Option to change the appearance of the Media Player border to fit in with any branding requirements
- Media clips need to be delivered in .flv or mp3 format and require no manipulation or post-production edits
- Permission should be sought where needed to use media clips to avoid any infringement of copyright regulations

### Output

- No specific data is captured for this tool

### Beyond the standard toolkit

Allow extra time / budget for:

- Implementation of any security restrictions e.g stopping respondents from taking a copy of the clip either through the “print-screen” buttons, the “copy and paste” function or any other means of copying clip content via computer-operated functions.\*
- Implementing a barrier to “caching” the image on a respondent’s computer.\*
- Playing more than one media clip at once (e.g “clutter” reels or a slideshow of images)\*
- Adding more control buttons to the player, e.g “Pause” / “Rewind” / “Forwards”
- Changing the shape / size of the Media Player to fit in with any branding requirements
- Media clips that require any manipulation or post-production edits
- Media clips that are not in .flv or mp3 format
- Sourcing media clips / obtaining relevant permissions to use them

\*Ask Research Now for details of its Secure Media Player Tool if you require a higher level of security than the standard tool offers.

\*Ask Research Now for details of its Image Slideshow and Clutter Reel tools for studies that require more than one media clip

### To Get Started

Let us know

- What type of media clip you wish to play:
  - File type and size
  - Any edits required?
  - Level of security required?
  - Do you require permission to use the clip?
- Whether you want to add in a “test” question prior to the Media Player
- When you want the media clip to start downloading
- Any controls you want on the number of times the clip can be viewed
- Any volume or on/off controls
- Any adjustments to the Media Player border

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