
Social Intelligence Analytics

Sony PS3 Gaming Console & Key Competitors

Data Period – August-October, 2013

Serendio Proprietary.

*Report Jointly Commissioned by:
Market Research Team Consulting for Sony PS3*

Key Objectives for the project:



Which websites have a lot of buzz on Gaming Consoles?
Specifically, Sony PS3.



What are the cool features that users like most on Gaming Consoles...with specific emphasis on PS3, Wii, & Xbox



User sentiments on gaming consoles; the good, the not-so-good and the bad over time across models.



How is the Sony PS3 faring against an Xbox 360 or a Nintendo Wii?



Who are the Key influencers for gaming consoles?



What are the indicators available on Social Media for gaming consoles?

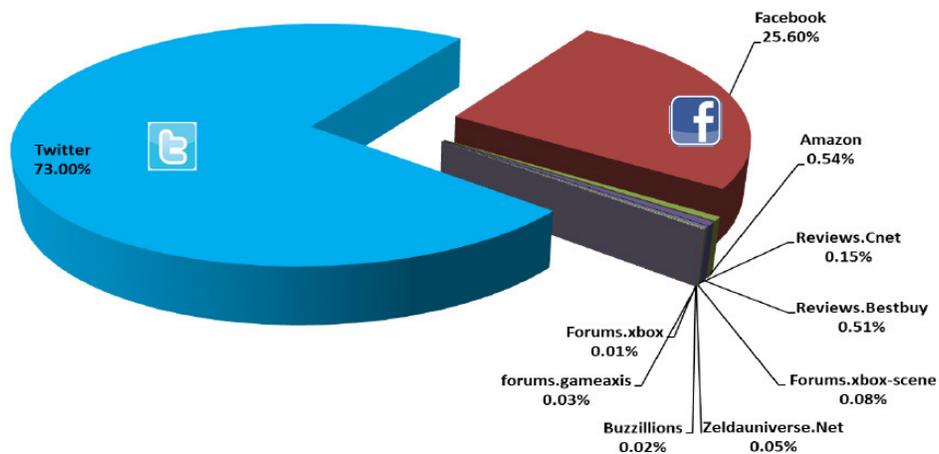
Executive Highlights:

<p><i>Data collected for:</i> Gaming Consoles</p>	<p><i>Data Harvesting Period:</i> Three Months</p>	<p><i>Top 5 data sources:</i> Twitter, Facebook, Amazon, CNET Reviews, BestBuy Reviews</p>
<p><i>Top 5 features discussed on gaming consoles:</i> Online media content, Accessories, Design, Connectivity, Media Type</p>	<p><i>Top 3 features of Sony PS3 with positive mentions:</i> Online media content, Media type & Hard drive</p>	<p><i>Top 3 features of Sony PS3 with negative mentions:</i> Design, Connectivity, Graphics.</p>

Definition of Gaming Console Features used in this report

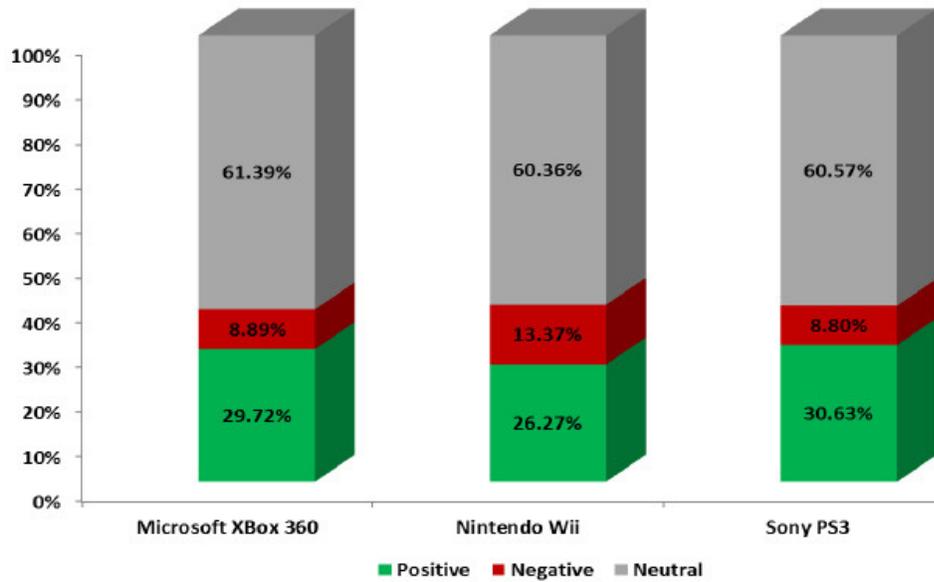
Feature	Synonyms
Online Media Content	Internet, Streaming, YouTube, Netflix, CinemaNow
Connectivity	Cables & Networking, Ports, Wi-fi Connectivity, Ethernet Connection
Accessories	Headsets, PlayStation 3D Glasses, Stand, Remote control, Wireless Keypad, Charger, Stylus, Microphone, Speakers
Subscription Services	PlayStation Plus, Xbox LIVE, Play While Downloading
Design	Compact, Robust, Sleeker, Clamshell
Controller	Voice Controller, Gamepad Controller, Joystick, Trackball, Move Controller, Light Bar Tracking, Control Using Smartphone & Tablet, Dual-Shock, Touchpad
Compatibility	Compatible
Sound & Audio	Audio Formats, Sound Effects, Voice Acting & Music
Graphics	NVIDIA RSX, Gfrix
User Interface	Dashboard, XMB, Navigation & etc.

Which websites have a lot of buzz on gaming consoles?



Inference Twitter & Facebook account for 99% of conversations. However, Review sites provide richer and deeper feedback on various features of the gaming consoles thus helping Product development and Support teams.

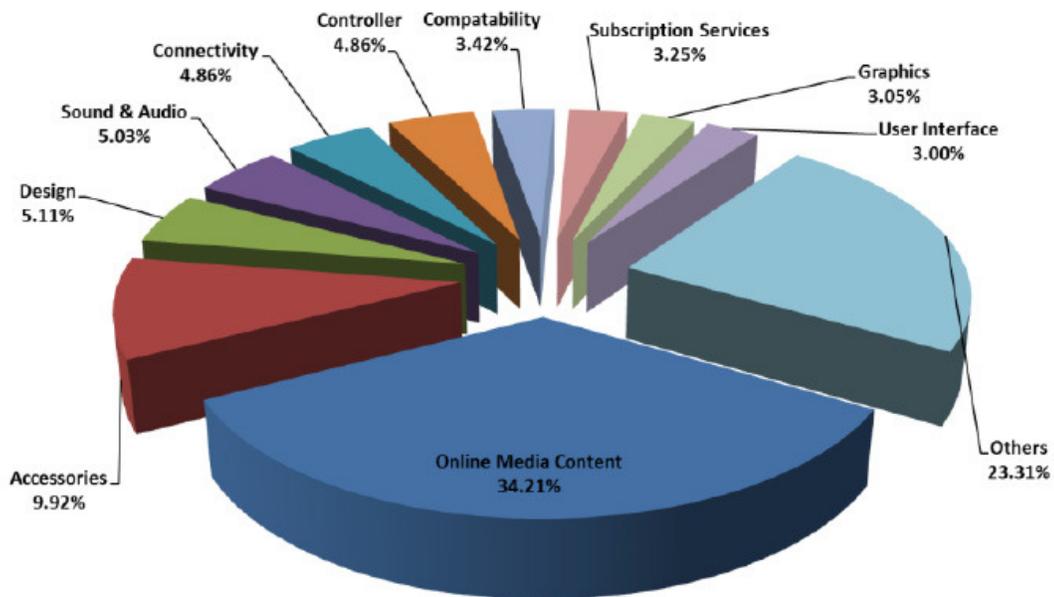
Sentiment Analysis of Gaming Consoles on social media:



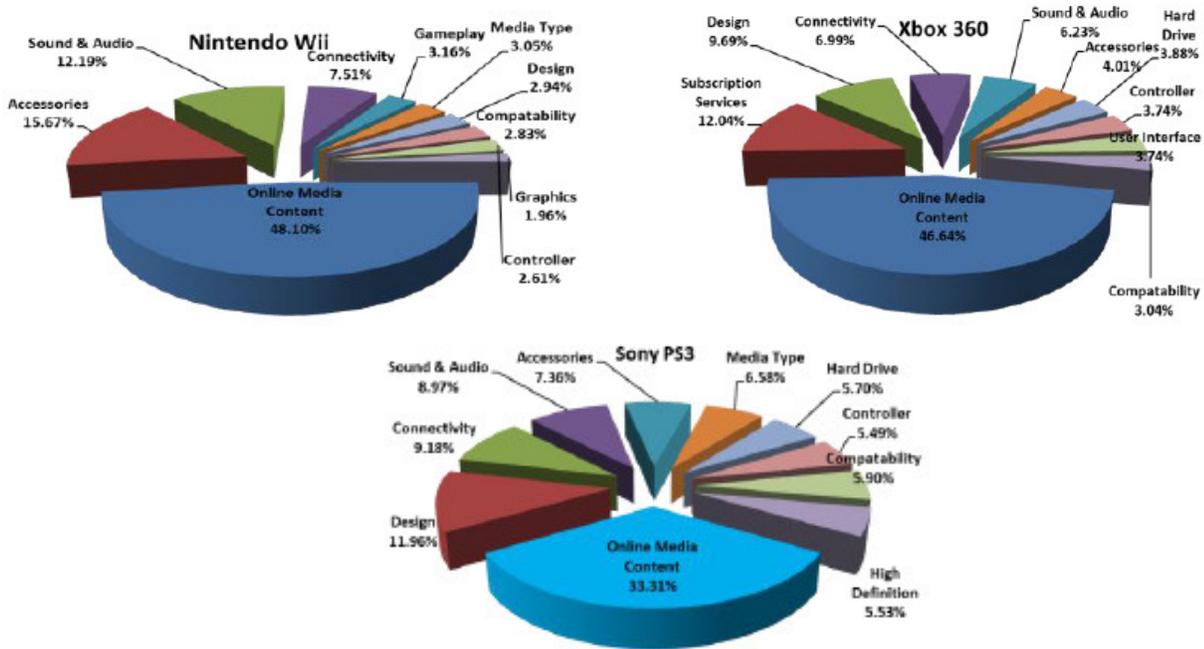
Inference

Sony PS3 enjoys the least negative sentiments on social media and based on our sample analysis we find “design” and “usability” as key positive drivers.

Which are the features that are important for users?



How are Sony PS3, Xbox 360 and Nintendo Wii faring in the “features” game?

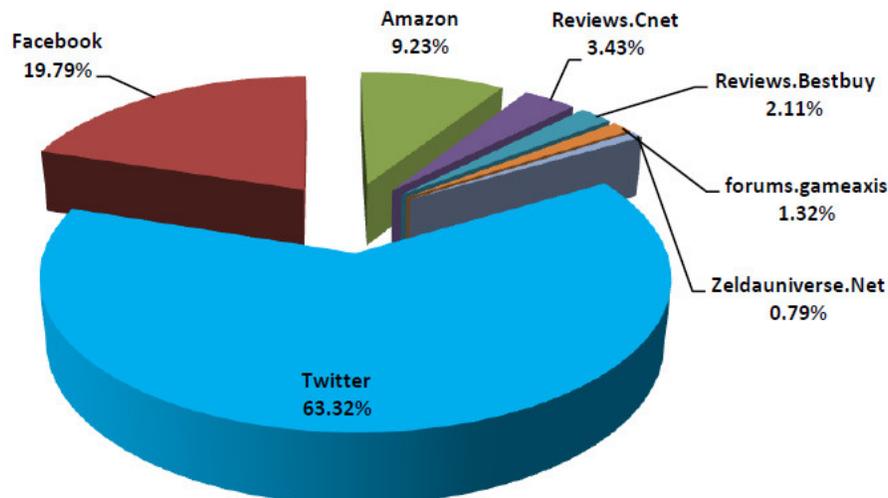


Inference

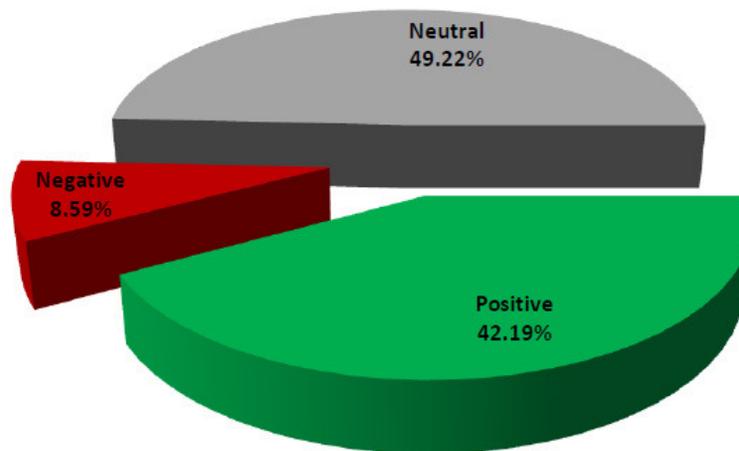
“Online Media Content” is the top feature sought by most users. This is not surprising because users increasingly use gaming consoles for streaming rich media content.

Most discussed feature; a drill-down across all gaming consoles on social media:

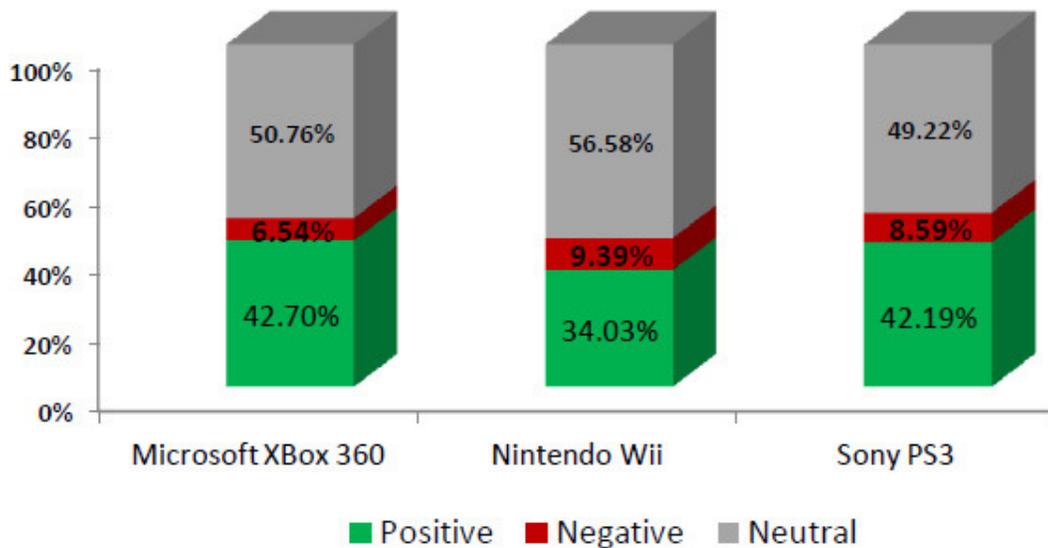
“ONLINE MEDIA CONTENT”



What are the sentiments around Sony PS3's "online media content" feature?



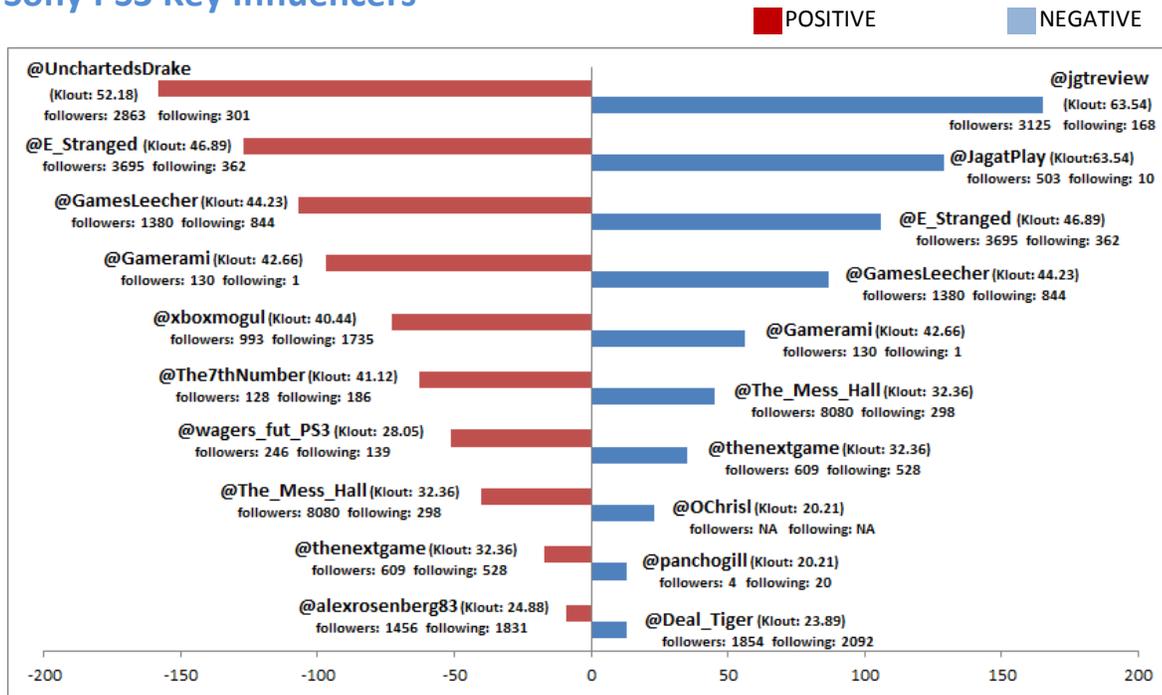
How is "online media content" perceived by users across all gaming consoles?



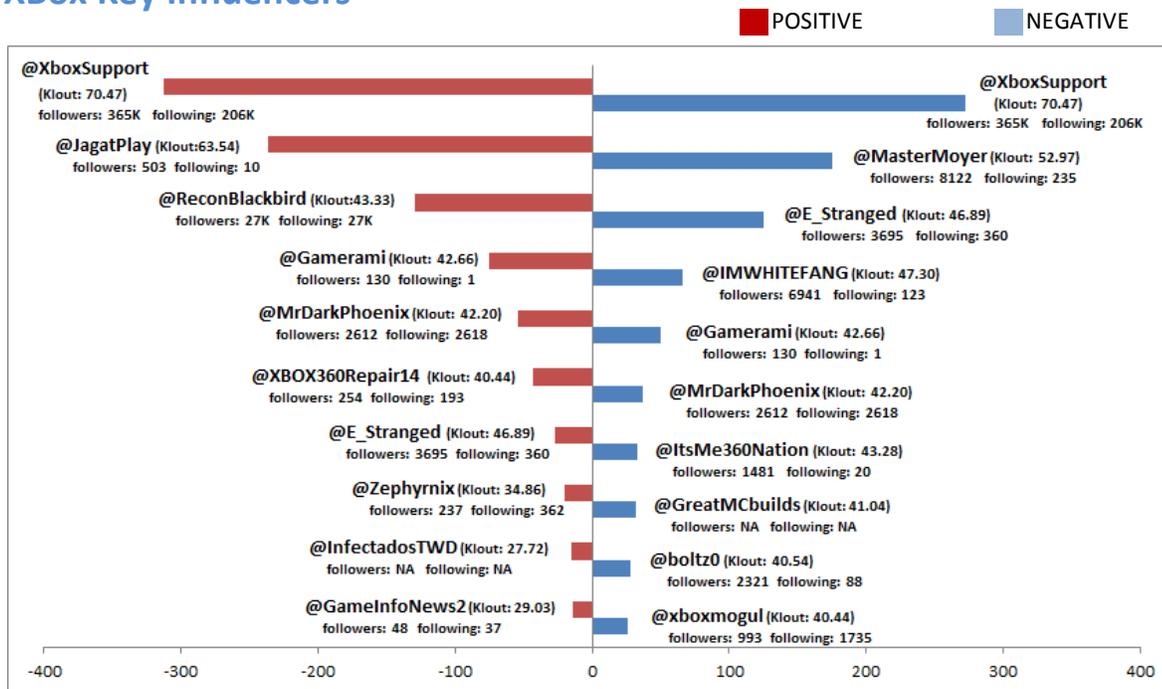
Inference

Microsoft Xbox 360 and Sony PS3 are the preferred platforms for online media content and gaming whereas Nintendo Wii seems to be more of a gaming platform only. This inference may require a follow-up survey to confirm the findings.

Sony PS3 Key Influencers



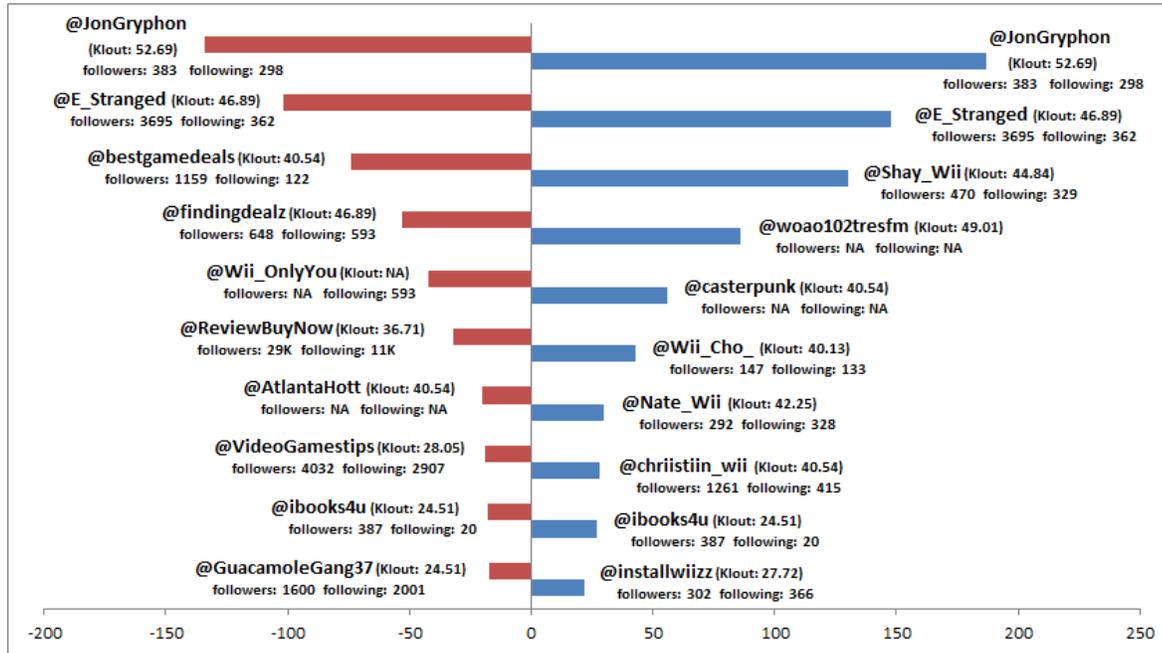
XBox Key Influencers



Wii Key Influencers

POSITIVE

NEGATIVE



Note

The key influencer scorecard is derived from Klout, a popular Twitter-only key influencer metric.

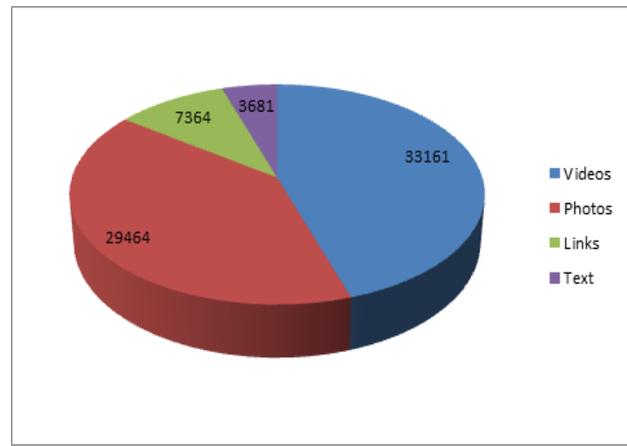
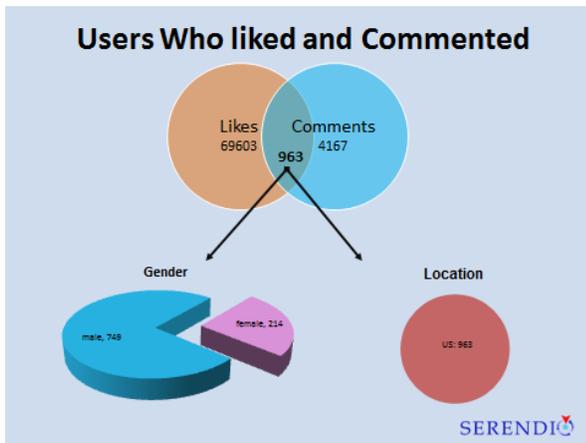
Sample Positive Tweets from Key Influencers

	<i>Consumes less power</i>
	<i>We like the graphics on it when u play PS3 games and also it plays Blu-ray movies there is nothing that we don't like about it</i>
	<i>Resolution is much better than the first-gen of PS3's (which is what we had) and very pleased</i>
	<i>I like the looks and the Blu-Ray capabilities.</i>
	<i>Playback on my PS3 is great</i>

Sample Negative Tweets from Key Influencers

	<i>The Playstation plus membership card in this bundle is invalid, and the expired date is 4 months ago! How dare you? SONY!!!</i>
	<i>To be honest, it is not worth the high price.</i>
	<i>I've been having problems with the games freezing long story short it plays no games or loads any type of discs. It damaged my cod2 and I only had it for a month!</i>
	<i>Every time I wanted to play a game or watch a movie I was forced to wait 20+ minutes for another updates. Sony is the worst product I've ever with the WORST SUPPORT.</i>
	<i>However, the console is packaged with a new controller by a third party brand I've never heard of before. It was broken right out of the box; both the thumb sticks jam when you push upwards, making most game play extremely challenging if not impossible.</i>

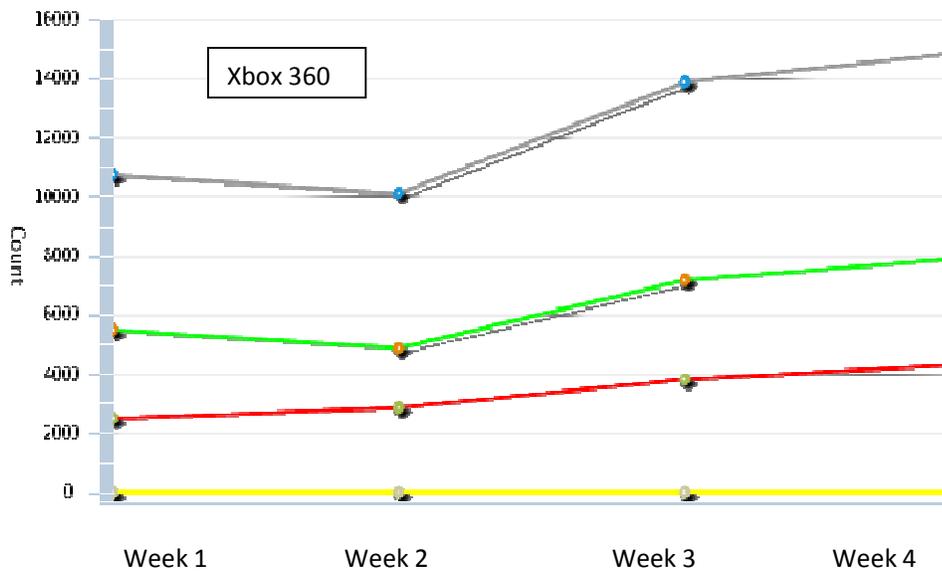
A closer look at Facebook Engagement Metrics

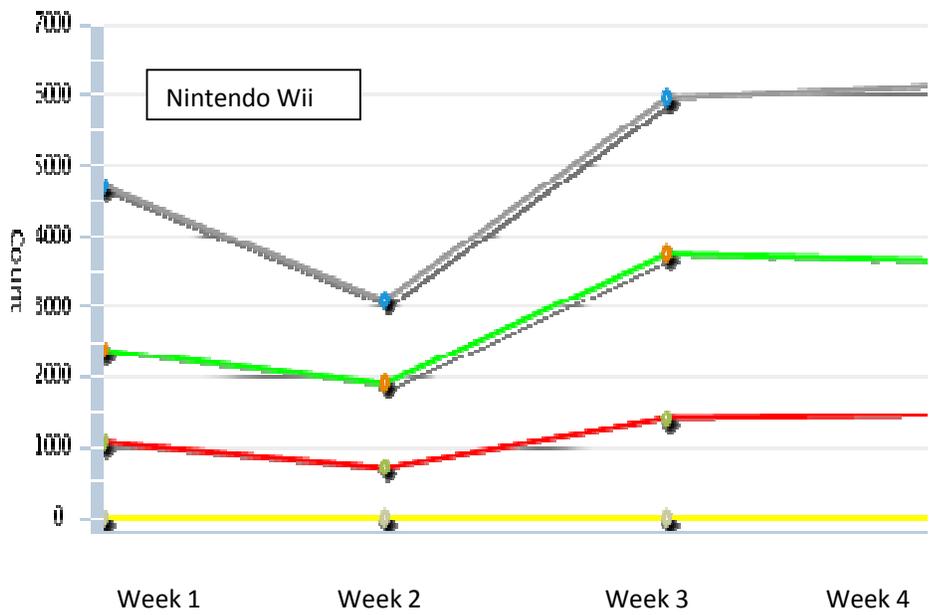
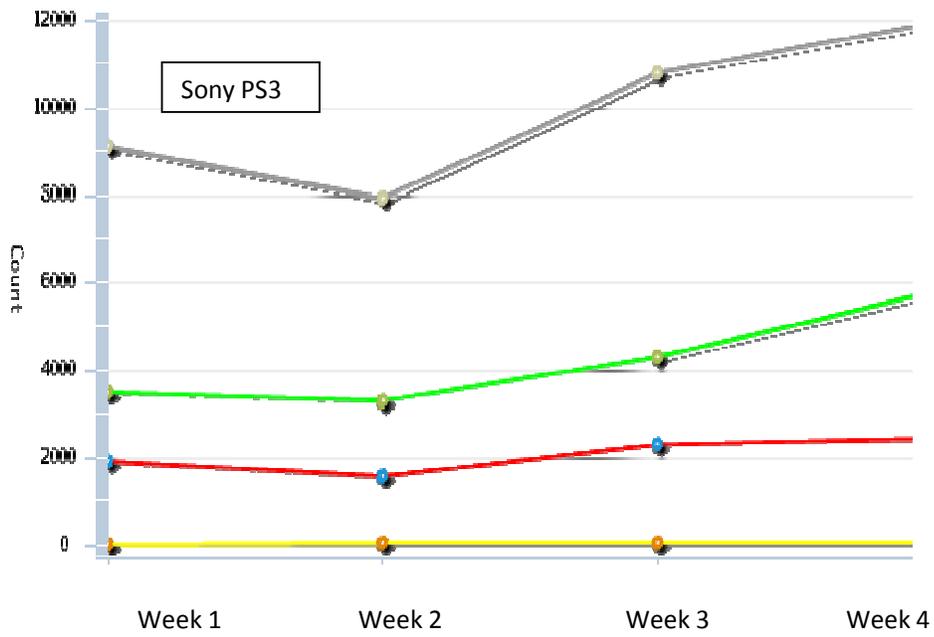


Inference

Most engaging conversations on Facebook are ones that had a Video or a Photo in it. Unsurprisingly, Males dominate the conversations given the product category.

Time series charts across all gaming consoles:





Report Summary:

This project was commissioned by a Market Research Agency hired by Sony PS3. Key inferences include:

- Twitter & Facebook account for 99% of conversations. However, Review sites provide richer and deeper feedback on various features of the gaming consoles thus helping Product development and Support teams.
- Sony PS3 enjoys the least negative sentiments on social media and based on our sample analysis we find “design” and “usability” as key positive drivers.
- “Online Media Content” is the top feature sought by most users. This is not surprising because users increasingly use gaming consoles for streaming rich media content.
- Microsoft Xbox 360 and Sony PS3 are the preferred platforms for online media content and gaming whereas Nintendo Wii seems to be more of a gaming platform only. This inference may require a follow-up survey to confirm the findings.
- Most engaging conversations on Facebook are ones that had a Video or a Photo in it. Unsurprisingly, Males dominate the conversations given the product category.

About Serendio:

Serendio technology unearths critical customer sentiments and feedback embedded in millions of online conversations occurring over the social landscape. Serendio technology converts free form textual content into structured contextual information that can be analyzed using any of the standard industry database access tools.

Armed with the output of the language processing, matched against the taxonomy of the domain, Serendio uses patent-pending, deep and high-accuracy sentiment analysis to determine customer sentiment. Built-in machine learning capability allows the sentiment analysis engine to be tweaked and tuned over time and increase accuracy and dependability. As domain-specific concepts and nuances are stored in the engine it provides highly accurate and actionable sentiments.

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