



Q1 2010 Bug Battle Report:

Battle of the TV Networks

Bug Battle Basics

The uTest Bug Battle is a quarterly app testing competition where software professionals from around the world compete to find bugs in today's most popular applications. Previous Bug Battles have included [web browsers](#), [search engines](#), [social networking sites](#) and [e-tailers](#). For complete details, check out www.utest.com/bugbattle.

In the 1st quarter of 2010, participants tested the web *and* mobile apps of the major **TV Networks**. They were given one week in February to report the most interesting and severe bugs, and to rank these networks based on video quality, video load speed, ease of use, and other features - with nearly **\$4,000 in prize money** at stake.



The Rules

Testers were challenged to search these sites for bugs – performing a combination of exploratory, functional and usability testing. At its conclusion, participants filled out a detailed survey in which they ranked each site based on video quality, overall ease of use, community features and actual TV content/shows. After carefully reviewing each bug and survey response, uTest awarded roughly \$4,000 in prize money based on the quality of bugs and feedback.

The Results

In all, 500+ testers from 30 countries participated in the weeklong competition – reporting a total of 908 bugs.

Not surprisingly, **this Bug Battle came down to video quality** and no site performed better in this regard than NBC. With a top-two box score (those rating it as “excellent” or “good”) of 70% in terms of video quality & load speed, NBC took first place in this category and also had the highest rated community features (forums, chat, user ratings, etc.). Combined with a favorable ranking for its mobile apps, this was enough to place NBC ahead of their next closest rival, CBS, followed by FOX and ABC, respectively.

Other top-line findings include:

- Nearly 50% of survey respondents chose *video quality* as the most important attribute when evaluating online TV networks, followed by ease of use (33%), TV content & shows (12%) and community features (5%).
- NBC.com scored highest for video quality; CBS.com scored highest in the ease of use category (see page two).
- 70% of respondents watch at least one show online each week, and more than one quarter watch four or more shows per week. 7% watch seven or more programs online each week.
- More than 10% of reported bugs were found on mobile devices. No TV network supported mobile online media watching as they all rely on Flash (tested Blackberry, iPhone, Windows Mobile, Symbian & Android phones).
- Cross-site scripting (XSS) vulnerabilities of varying degrees of severity were discovered on 3 out of 4 networks.

For more details on this Bug Battle – including the list of winners – check out www.utest.com/bugbattle.



TV Network Web and Mobile Rankings (based on survey respondents)

Video Quality & Load Speed:

1. NBC
2. FOX
3. CBS
4. ABC

Overall Ease of Use:

1. CBS
2. ABC
3. NBC
4. FOX

Community Features:

1. NBC
2. CBS
3. ABC
4. FOX

TV Content & Shows:

1. CBS
2. NBC
3. ABC
4. FOX

NBC.com

With first-place rankings in two of four survey categories (video quality and community features), NBC narrowly edged out CBS for the Bug Battle win. Testers reported 231 bugs in the application, including 30 on the mobile site. Of that total, 40% were classified as technical bugs, with functional (38%) and GUI (22%) capping off the numbers. Despite impressive rankings for ease of use, 70% of the bugs were reported as either high priority or as “showstoppers” in need of immediate attention.

Common positive feedback from the testing community:

- “NBC’s *mobile site* is extremely clean and straightforward: top header contains a quick navigation to all four main sections of the mobile site.”
- “Overall, NBC offers the best online TV in terms of picture quality, content, color combination and ease of use.”



Common negative feedback from the testing community:

- “NBC displays advertising for third party companies. While this isn't forbidden, it gives a busy impression when a big corporation prominently displays adverts in their websites.”
- “Because there's so much to do on NBC, and the content is not organized efficiently, usability suffers.”

Featured NBC.com Feedback

“NBC really impressed me. The home page of the site initially struck me as busy, but the user can simply jump to the shows from the link at the top of the screen. This reveals a menu with all of NBC’s shows, and it even has a little icon telling you whether there are full episodes available. This makes it much easier to immediately see what’s available.” – Gaurang, India



CBS.com

A top ranking in the ease-of-use category helped CBS post a strong second-place finish in this quarter's Bug Battle. Testers took notice of the site's advanced navigation and design, as well as its lack of intrusive advertisements. In addition to having the fewest bugs of each site (207), CBS also earned the top spot in the TV content & shows category. Of the bugs reported (including 14 mobile bugs), 42% were considered to be technical, with functional (38%) and GUI (20%) rounding out the total.



Common positive feedback from the testing community:

- "The programming schedule page for CBS is the best of all the sites. It is very well presented and easy to read. Great site!"
- "The content is eye catching - easy to see the content categorized in blocks with a neat UI as well."

Common negative feedback from the testing community:

- "The CBS site has numerous JavaScript errors, which kept most of the dynamic components from loading."
- "Mobile browsing has been around long enough to warrant a higher quality mobile site."

Featured CBS.com Feedback

"CBS has a clean UI and simple navigation, which made it incredibly easy to use. I liked the way they grouped the shows in categories. This made it very easy to search for particular programs and episodes."

– Eureka, United States

FOX.com

While FOX ranked last in three out of four categories, the site finished a close second to NBC where it mattered most: video quality & load speed (64% ranked it as either "excellent" or "good"). The site also performed well in the area of TV content & shows, with 68% of testers giving it a favorable ranking – this despite the fact that 226 bugs were reported on the Fox.com site, including 28 mobile bugs. Of that total, 47% of reported bugs were functional, with technical (31%) and GUI (21%) rounding out the totals.



Common positive feedback from the testing community:

- "FOX.com has great community features – chats about each show, easy to sign up, receive notifications and stay connected."
- "Simple layout, navigation and easily the best site in terms of video quality."

Common negative feedback from the testing community:

- "The website is heavily based on Flash elements which are NOT supported by any mobile device, so it gives mobile users somewhat of a bad experience."
- "There is no search page. It's very difficult to find shows on the FOX site which is a big disadvantage."

Featured FOX.com Feedback

"FOX has the best usability of all the sites. The homepage is only a few blocks of information and well divided in a way that is easy on users. But since it does not have any 'real person' verification, it could allow a robot to create and submit many signup requests, overloading the server. A simple CAPTCHA in the right side of the signup form text box could solve this." – Steffen, Brazil



ABC.com

With 473 participating testers, no site was given more attention than ABC's. As a result, it also had the highest number of reported bugs with 244 (including 24 mobile bugs). While earning high marks for overall ease of use (60% ranked it as either 'excellent' or 'good'), ABC finished last in terms of video quality and load speed – the most important category. Of the defects reported, 42% were classified as technical bugs, with functional (33%) and GUI (25%) rounding out the totals.

Common positive feedback from the testing community:

- "ABC has a simple, clean homepage - very user friendly."
- "Contains many beautiful banners, menus, frames, tables & images that make it a breeze to browse, especially on a mobile phone."



Common negative feedback from the testing community:

- "Compared to the other sites, video load time was more of an issue."
- "Terms of service and privacy policy acceptance should be a part of the registration process."

Featured ABC.com Feedback

"ABC's site looked great on all the mobile phones I tested. Although each mobile device is based on a different platform and uses different browsers & resolutions, ABC managed to deliver a consistent and enjoyable mobile browsing experience – it felt like browsing on a desktop." – Bernard, Israel



About uTest

uTest is the world's largest marketplace for software testing services. The company provides real-world testing services through its community of 24,000+ professional testers from 163 countries around the world. More than 1,000 companies – from startups to global software enterprises – have joined the uTest marketplace to get their web, desktop and mobile applications tested.

More information can be found at www.utest.com or the company's Software Testing Blog at blog.utest.com.