Table 1. The measuring items

Motivation for ritualized use	
RU1	I watch online streaming services to break the routine.
RU2	I watch online streaming services in my free time.
RU3	Watching online streaming services is a form of entertainment.

Motivation for instrumental use	
IU1	I watch informative programs, including news and talk shows through online streaming services
IU2	I watch entertainment programs, including movies and series through online streaming services
IU3	I watch online streaming services as they offer advertising options, e.g. no advertising, limited advertising or all advertising will be presented in free viewing mode.

Perceived ease of use	
PEOU1	It is an easy task for me to access the online streaming services of live or recorded programs.
PEOU2	I find it easy to access online streaming services through digital and mobile devices, including smart TVs, smart phones and tablets.

Perceived usefulness	
PU1	The online streaming services allow me to view what I want in a faster way than traditional TV subscriber services.
PU2	The online streaming services enhance my experience of watching informative or entertainment programs.
PU3	I can watch online streaming services in any place I like, if there is a good Wi-Fi or network connection.

Intention to use	
INT1	I will continue using digital and mobile devices, including smart TVs, smart phones and tablets to watch online streaming.
INT2	I shall spend more money on digital and mobile devices to access informative and entertainment programs through online streaming services